



New Zealanders and the arts: Attitudes, attendance and participation in 2005

Ngā iwi katoa o Aotearoa me ngā mahi toi:
he tirohanga āhua, rātou i tae atu, rātou i whai waahi i roto i
te tau 2005



ARTS COUNCIL OF NEW ZEALAND *TOI AOTEAROA*

www.creativenz.govt.nz

COVER:

Ban Abdul in Enda Walsh's play *Disco Pigs*, which toured New Zealand in 2001

Photo: Inez Grim

PAGE 3:

Crowds enjoy Splore 06, a three-day music and visual arts festival held in Auckland's Tapapakanga Regional Park

Photo: Jason Burgess

PAGE 5:

An attentive audience listens to German theatre director Heiner Goebbels talk about his work, *Eraritjaritjaka*, during the New Zealand International Arts Festival 2006

Photo: Robert Catto
(www.catto.co.nz)

PAGE 11:

A member of Te Kura o Te Koutu in Rotorua rehearses for The Big Sing – the New Zealand Choral Federation's Secondary Schools Choral Festival

Photo: The Daily Post

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Beata Lewandowska-Pociecha of Dunedin fire performance *Highly Flammable*

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Maora Ratapu and Sara Pethybridge of Tolaga Bay School were among the East Coast schoolchildren who took part in the inaugural digital media Te Rangitawaea Festival in 2005

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Wanted: one ticket ... the closing night of *Tristan and Yseult* at the State Opera House during the New Zealand International Arts Festival 2006

Photo: Robert Catto
(www.catto.co.nz)

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"The arts help us define who we are as a people and a place. They are the richness of our country."

"I don't think of it as the arts. It's just part of our culture."

"I love the blurring of our cultures in our arts environment. We're really getting to a place of artistic and cultural uniqueness that I'm so proud to be a part of."



foreword
te kupu whakataki

Foreword



A RICH SOURCE OF INFORMATION

Creative New Zealand is delighted with the good news that most New Zealanders value the arts and their contribution to our national identity, our society and economy. They're also actively participating in the arts and attending arts events.

These findings – and others encapsulated in this report – are resoundingly positive. They show that for many New Zealanders, the arts are an essential part of their daily lives – something they can't live without. Many of those who don't attend arts events are still favourably disposed towards the arts and their value to New Zealand. The research also shows a high level of support for public funding of the arts.

The main value of this survey, of course, lies in the way we use it. The findings are already informing our work in arts participation and audience development, and will help arts organisations and arts marketers target audiences more effectively. They will also provide valuable benchmark data, enabling us to see how trends develop when we repeat the research in three years' time.

In 2000, the Ministry of Education introduced *The Arts in New Zealand Curriculum* into schools. This research, which includes the involvement of young New Zealanders in the arts, both within and outside of school, suggests that the new arts curriculum is having a very positive impact on this age group.

We were pleased to undertake this project in partnership with the Auckland City Council, whose contribution has extended the research's scope and value. As New Zealand's largest and most diverse city, Auckland is rich in creative talent and the research shows that Aucklanders greatly value this aspect of their city. The findings will also be of great use to the other councils and the region's many arts and cultural organisations.

I'd like to thank Harry Pappafloratos, Briar Harland and Kate Sluka from Colmar Brunton. Thanks also to Creative New Zealand colleagues and associates involved in the project, particularly my fellow members of the project's steering group: Cath Cardiff, Lydia Wevers, Susan Blyth, Janice Rodenburg, Maria Brucker and Stephen Wainwright.

Finally, and most importantly, a special thanks to all those New Zealanders who gave up their time to participate in the survey and provide us with such a rich source of information.

Kia hora te mārino, kia whakapapa pounamu te moana, kia tere te kārohirohi i mua i tō huarahi.

A handwritten signature in blue ink that reads "Elizabeth Kerr". The signature is fluid and cursive, with the first name and last name clearly distinguishable.

ELIZABETH KERR
CHIEF EXECUTIVE
CREATIVE NEW ZEALAND
APRIL 2006



introduction to the research
he whakamōhiotanga ki ngā rangahau

Why we did the research

As an arts development organisation with an overview and knowledge of all artforms in New Zealand, Creative New Zealand takes a lead in providing research for the arts sector.

In 2005, it commissioned national research company Colmar Brunton to research New Zealanders' attitudes to, attendance at and participation in the arts.

The research provides benchmark data and Creative Zealand will do a follow-up survey in three years' time to measure changes in attitudes, attendance and participation over that period.

The findings will inform the development of Creative New Zealand's policy and implementation of strategic initiatives in arts participation, audience development and arts advocacy.

This latest research will also be available to the arts sector. For instance, it will provide arts organisations with real market intelligence to help them with their audience development and participation programmes.

What we wanted to know

In designing this survey, Creative New Zealand wanted to find out what arts activities New Zealanders participated in and why; and what arts events they attended and why. It also wanted to know whether there was a link between participation and attendance.

In addition, it wanted to find out how New Zealanders felt about the arts and whether their attitudes were influenced either negatively or positively by individuals' own definition of what the arts encompass.

For the purposes of this research and to meet Creative New Zealand's specific information requirements, "attendance" and "participation" were defined as follows.

ATTENDANCE

This is about attendance at arts events. It includes:

- art galleries (including online galleries), exhibitions, film festivals
- performances in theatre, contemporary dance, ballet, music concerts, circuses
- poetry or book readings, literary festivals or events
- cultural performances and festivals, celebrations of Māori or Pacific arts.

The overall attendance at arts events was grouped into behavioural tritiles: three even-sized groups based on levels of attendance (low, medium and high attendance) across all categories of the arts measured in this study.

PARTICIPATION

This refers to the direct involvement of individuals, groups and/or communities in the making or presentation of art. It involves the participation of professional, emerging and non-professional artists, including those involved in cultural and recreational activities.

It does not include activities such as listening to a CD, reading a book or going to a movie.

In interview questions, respondents were given a range of genres illustrating the artform or area of the arts. These were:

- **visual arts:** painting, photography, sculpture, web-based/digital art, ceramic-making, filmmaking
- **performing arts – theatre, dance, music:** ballet or contemporary dance performances, theatre, concerts, singing or musical performances or events, circuses
- **literature:** writing workshops or a literary event; writing poetry, fiction or non-fiction
- **Māori arts:** art or craft, workshops including carving, weaving or singing, kapa haka or other Māori dance or music activities
- **Pacific arts:** weaving and other Pacific handicrafts, workshops, carving, traditional dance, choir or other musical activities.

Respondents were also asked about the ways in which they participated. This included as an artist/performer; crew/helper/volunteer; teacher/coach; organiser/producer/director; fundraiser/committee/board member; student; other.

Methodology

To begin the process of understanding in a primary research sense, Colmar Brunton undertook a qualitative study. This study served two purposes and:

- provided a range of views and attitudes about the arts in New Zealand in an in-depth way
- informed the subsequent quantitative phase of research, ensuring questions were appropriate and specific.

This was followed by a quantitative phase to understand:

- what people think the arts are
- their attitudes to a number of statements about the arts
- their attendance and participation levels.

| Main research | |
|--------------------|---|
| 1015 | nationwide telephone interviews with New Zealanders 15+ |
| 200 | telephone interviews in Auckland for Auckland City Council |
| 80 | face-to-face interviews with Māori in Wellington and Auckland |
| 80 | face-to-face interviews with Pacific peoples in Wellington and Auckland |
| Secondary research | |
| 91 | telephone interviews with young people between 10 and 14 years – done as a second interview in an adult household |
| 13 | face-to-face interviews with young Māori and Pacific peoples between 10 and 14 years – done as a second interview in an adult household |

In total, interviews with a sample of 1375 adults (New Zealanders 15+) and a sample of 104 young people (10 to 14 years) were conducted. The additional face-to-face interviews with Māori and Pacific peoples were to provide sufficient sample size for analysis. A booster sample was carried out in the Auckland region with the financial involvement of the Auckland City Council.

The data has been weighted by age, gender, household size and ethnicity to match population characteristics. Demographic tables, including data on the respondents' age, employment, occupation, income, education, household, location, gender and ethnicity, are available in two formats: in the website version and a CD of *New Zealanders and the arts/Ngā iwi katoa o Aotearoa me ngā mahi toi*.

Fieldwork took place between 8 September and 9 November 2005. The length of the average interview duration was 15 to 16 minutes. The overall response rate to the survey was 19%.

The maximum margins of error, at the 95% confidence level, for the total sample size of 1375 is ± 2.64%.

Young people and the arts

What do the arts mean to young people in New Zealand today? What is it that makes them want to visit a gallery, write a poem, join a choir, make a movie, or go to a concert or a play?

Secondary interviews were conducted with 104 young people aged between 10 and 14 in households where an adult interview was conducted and approval was granted by their parent/guardian. These interviews were not weighted to be representative of all 10 to 14-year-old New Zealanders.

The findings, which show very positive attitudes towards the arts and high levels of involvement among young people, provide useful insights into what the New Zealand artscape will mean for young people in the future.

Creative New Zealand will use this information to develop further research projects and measure any trends when the survey is repeated in three years' time. The survey also tested the relationship between the attendance and participation habits of adults in the household and children (pages 23 to 24).

Please note: these findings, contained on pages 49 to 63, are based on a sample size of 104 and therefore are not fully representative of this age group.

Some key findings include:

- 59% defined the arts as "paintings, drawings, different painters, the visual arts" (cf 54% adults 15+)
- 87% agreed that the arts are enjoyable
- 63% said their friends are interested in the arts
- 51% said the arts are part of their family's life
- 85% participated in the visual arts with their school in the past 12 months (cf 47% outside of school)
- 64% attended performing arts events with family and friends outside of school in the past 12 months. Of those, nearly half (49%) attended two or three times
- 40% wrote short stories, poems or essays that weren't part of their school work in the past year. Of those, 45% did so two or three times
- 35% attended Māori arts events with family and friends outside of school in the past year. Of those, more than one-third (36%) attended two or three times.
- 51% participated in Pacific arts with their school in the past 12 months (cf 24% outside of school)
- 80% used a computer to create art.

Auckland City Council involvement

A copy of the Auckland report containing all of the Auckland data (results from the national survey and the Auckland-specific data) is available from Auckland City Council.

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Auckland City Council's financial contribution to this national research project enabled a booster sample of an additional 200 interviews to be done in the Auckland region.

The aim was to gather more robust data on Auckland, both to compare it with the rest of the country and understand how Aucklanders feel about the state of the arts in their region.

The findings will be used by Auckland City Council to help guide its policy-making and provide strong advocacy for its ongoing support of the city's arts and creativity. The information will also be available to other councils in the region and Auckland's many arts and cultural organisations.

The Auckland sample was split across the four metropolitan council areas (Auckland City, North Shore, Waitakere and Manukau), which means the data can be analysed by the different cities in the region to see if any differences emerge.

Auckland City Council was also interested to see how Auckland compared with the rest of the country. Findings show, for instance, that Aucklanders' attitudes to the arts are largely similar to the rest of the country. They are, however, significantly more likely to agree that the arts help define who we are as New Zealanders (82% Aucklanders cf 75% rest of New Zealand).

As well as being asked all of the questions in the national survey, Auckland respondents were asked a number of extra Auckland-specific questions to gauge their attitudes to the state of the arts in Auckland.

The findings, contained in a separate Auckland report, reveal:

- how Aucklanders feel about the arts in their city – their importance, quality, range and availability
- how Aucklanders source information about arts events and activities
- which arts events have made them feel proud to be Aucklanders
- what Aucklanders see as the region's biggest strength in the arts
- what Aucklanders believe differentiates the arts in Auckland from elsewhere in New Zealand.

The results show strong support for the arts. For instance, 87% of Aucklanders believe it's important for Auckland to be known as a place that supports great arts events and activities, and 86% believe it's important that the arts are strong in Auckland.

Aucklanders also recognise the importance of the region's cultural diversity as a driving force in the arts and a point of difference to the rest of New Zealand. One of Auckland's iconic events, the Pasifika Festival, is widely supported, with 40% of Aucklanders surveyed naming it as an arts event that has made them proud to be an Aucklander.

what the findings tell us

he aha ngā whakataunga kua whakaputaina



Some key findings

For Creative New Zealand, the research has produced a number of key findings that will inform its work in arts participation and audience development.

It shows, for instance, that 87.5% of New Zealanders aged 15+ are involved in the arts as attendees and/or participants.

Other key findings, listed below, are expanded on in this section. Graphs presenting the findings are on pages 27 to 47.

Attitudes

Most New Zealanders value the arts and their contribution to our national identity, our society and the economy.

- 77% agree that the arts should receive public funding
- 76% agree that the arts help define who we are as New Zealanders
- 75% agree that the arts are strong in New Zealand
- 74% agree that the arts contribute positively to our economy
- 73% agree that their community would be poorer without the arts.

For more than half the New Zealand population (56%), the arts are part of their daily lives. And four out of ten New Zealanders (41%) say they cannot live without the arts.

Attendance and participation

- 84% of New Zealanders aged 15+ attended at least one arts event in the past year
- one-third (32%) of New Zealanders aged 15+ attend arts events regularly – at least once a month
- the most significant increase in attendance levels (9% overall) is at Māori arts events
- 19.4% of New Zealanders aged 15+ attend some arts events (less than four) during the year and are more likely to attend if they're encouraged by their social network
- the high-attendance segment is active across all areas of the arts and is disproportionately much more active as participants in the arts than other segments
- the low-attendance segment is still strongly supportive of the arts
- 50% of New Zealanders aged 15+ actively participated in the arts in the past year
- income has no influence on arts participation
- educational attainment has more influence on arts attendance than on arts participation
- more than half the people who don't attend any arts events are favourably disposed to the arts. This group is heavily involved in the arts through participation rather than attendance
- lack of time and other commitments is the main reason for attending arts events less often
- 84% of the low-attendance segment agree with the statement that "Some arts events interest me but I still don't go much".

What New Zealanders think the arts are

"I don't think of it as the arts. It's just part of our culture."

(MĀORI PARTICIPANT – QUALITATIVE)

"There's an interesting cross-over between arts and culture. In our culture, the things other people call arts are just part of life."

(PACIFIC PARTICIPANT – QUALITATIVE)

"I don't really have anything to do with the arts ... I've always sung in the choir for my church ... and we did background for Black Grace a few times ... and we've performed for Christmas in the Park and things ..."

(PACIFIC PARTICIPANT – QUALITATIVE)

"When you think of the arts you think about painting and opera and things like that."

(NEW ZEALAND EUROPEAN PARTICIPANT – QUALITATIVE)

"I know that the arts cover a lot of territory, but I do tend to think of painting first and foremost."

(NEW ZEALAND EUROPEAN PARTICIPANT – QUALITATIVE)

The arts can mean different things to different people but the most commonly held views of the arts are to do with either the visual arts (painting and drawing) or with music and concerts (including the symphony orchestra, singing and opera).

Among both Māori and Pacific peoples, cultural events and the crafts are more commonly held views of what is encompassed by the arts. These artforms were less often recognised as the arts by the rest of the population. For Māori and Pacific peoples, their working reference for what is covered by the arts is broader than that of the New Zealand European population. For them, culture and life are inseparable.

When asked what they thought the arts were, respondents mentioned an average of 3.3 examples.

TOP TEN RESPONSES

| | |
|----|---|
| 1 | Painting/drawing/different painters/visual arts (54%) |
| 2 | Music/singing/symphony orchestra/concerts/opera (48%) |
| 3 | Ballet/dancing (27%) |
| 4 | Theatre/theatre arts/plays (26%) |
| 5 | Performance/performance arts/stage shows/live shows/ performances (19%) |
| 6 | Carvings/sculpture/sculptors (17%) |
| 7 | Artwork/artists/art exhibitions (16%) |
| 8 | Drama/acting/comedy (15%) |
| 9 | Things people make or create/anything creative/creativity/inventions/ ingenuity (14%) |
| 10 | Galleries/art galleries/exhibits (11%) |

"I just love going and seeing everything. Seriously, I try to go to as many things as I can because I just love being involved."

(HIGH ATTENDEE – QUALITATIVE)

"The arts take you out of everyday life, and add a dimension of fantasy to what would otherwise be a barren, dry life."

(HIGH ATTENDEE, SOUTH ISLAND – QUALITATIVE)

"I always enjoy it when I do go and I always think, 'I really should do this more often'. But it's amazing how much time goes by before I get around to it the next time."

(MEDIUM ATTENDEE – QUALITATIVE)

"I just can't be excited by the whole arts thing. It's not something I enjoy. It's not something I feel comfortable with. It's not something I can be bothered with."

(LOW ATTENDEE – QUALITATIVE)

Overall attendance of the arts

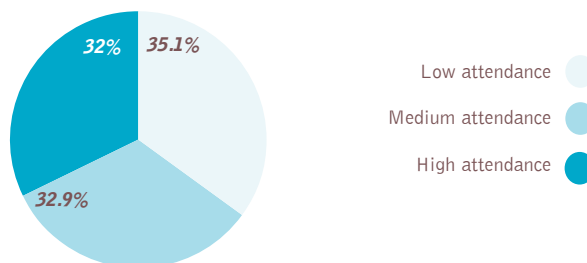
The overall attendance of the arts by New Zealanders aged 15 plus has been grouped into behavioural tritiles: by this, we mean three even-sized groups based on levels of attendance – low, medium and high attendance across all categories of the arts measured in this study.

Attendance was defined as:

- **low attendance:** did not attend anything (15.7%) or attended less than 4 events in the past 12 months (19.4%)
- **medium attendance:** attended 4 to 10 events in the past 12 months
- **high attendance:** attended more than 10 events in the past 12 months

Respondents were asked: "On average, how often have you attended an arts event in the past 12 months?"

GRAPH 1: ATTENDANCE BY ATTENDANCE TRITILE



The results on overall attendance of the arts in New Zealand clearly illustrate that the arts sector is well-supported by the New Zealand public. For one-third of the population, their involvement through attendance of the arts is a very regular activity and can be thought of as something they do at least monthly and more frequently.

HIGH-ATTENDANCE SEGMENT

The high-attendance segment of the population is active across all the areas of the arts measured. Levels of attendance in this segment are 50% to 100% higher than the national averages for attendance. They are there in all the arts, including literature, Māori arts and Pacific arts. They are also disproportionately much more active as participants in the arts than other segments.

The high-attendance segment skews significantly by educational attainment: more than 50% of this segment has a tertiary qualification, and professionals and public servants are over-represented here. A slight female skew is also evident in this segment (58% female of 42% male) and also towards urban areas, especially the metropolitan areas.

There is some evidence of a skew towards higher attendance and the presence of school-aged children in the household. This may suggest that some attendance is positively influenced by the attendance, participation or interests of the children. This was hypothesised as a possible influence on adult behaviour in the qualitative phase.

There is a significantly higher level of representation of Māori in this segment. While the percentage of Pacific peoples in this segment is also slightly higher than the average, the result itself is within the margin of error.

The tables in this report show column percentages. For example, in Table 1, of those who attended no arts events, 21% participated in the arts and 79% did not participate.

"I have found myself attending more performances since the girls took up dance. It starts off with you going to their concerts ... and then when they start to get into it more you end up taking them to the ballet and dance performances so they can see the professionals."

(PARENT, MEDIUM ATTENDEE
– QUALITATIVE)

"The whole family goes to anything that's happening ... we watch and we sing along ... it's great."

(MĀORI, HIGH ATTENDEE OF MĀORI CULTURAL EVENTS – QUALITATIVE)

"It's not what the common man goes to where I come from. The common man goes to rugby, the pub and watches the motor racing on the box."

(LOW ATTENDEE, RURAL SOUTH ISLAND
– QUALITATIVE)

"The arts are just not what I know. It's not part of what I think is important because there's just no exposure to what's going on."

(LOW ATTENDEE, RURAL NORTH ISLAND – QUALITATIVE)

TABLE 1: PARTICIPATION BY ATTENDANCE TRITILE

| Participated in any artform in past 12 months | Total | Attended nothing | Low attendance | Medium attendance | High attendance |
|---|-------|------------------|----------------|-------------------|-----------------|
| Total | 1,371 | 216 | 265 | 451 | 439 |
| Participated | 50% | 21% | 40% | 48% | 73% |
| Did not participate | 50% | 79% | 60% | 52% | 27% |

TABLE 2: FREQUENCY OF PARTICIPATION BY ATTENDANCE TRITILE

| Frequency of participation in past 12 months | Total | Attended nothing | Low attendance | Medium attendance | High attendance |
|--|-------|------------------|----------------|-------------------|-----------------|
| Total | 1,372 | 216 | 266 | 451 | 439 |
| No participation | 50% | 79% | 60% | 52% | 27% |
| Less than 12 times | 25% | 11% | 26% | 30% | 25% |
| More than 12 times | 25% | 10% | 14% | 18% | 48% |

MEDIUM-ATTENDANCE SEGMENT

For another third of the population, the medium-attendance segment, their level of attendance at arts events can also be regarded as reasonably frequent. It averages out at about one event every two to three months. Like the high-attendance segment, the arts also form a regular part of their lives. This group is also fairly active across the artforms but is not as strong in participation as the top segment.

NON-ATTENDEES

Approximately one-sixth of the population (15.7%) did not attend an arts event in New Zealand over the past 12 months. This group was disproportionately represented by people aged over 60 years of age and males. People in this group also tended to have lower educational qualifications (i.e. left secondary school without school certificate).

GEOGRAPHICAL BIAS

There is a definite geographical bias towards the urban areas when it comes to attendance. Of those not attending any event in the past 12 months, 40% lived in rural communities (only 28% of the total population lives in rural New Zealand). The urban population, especially those in metropolitan areas, skew towards higher attendance. Among the cities, only Wellington was significantly over-represented in the high-attendance segment.

LOW-ATTENDANCE SEGMENT

The low-attendance segment is made up of both non-attendance and low-attendance New Zealanders. In this segment, those who did attend some events (less than four) form one-fifth (19.4%) of the New Zealand population. Their attendance is below the national average but they still get to some events.

The opportunity to influence this group's attendance was very clearly identified in the findings. In terms of attitude, they are not negatively disposed towards attendance of art events and do get to some events during the year. When asked why they are attending more often than they were three years ago, this segment (more than the others) identified the need to be encouraged by their social network to attend.

It is worth noting that a significant proportion (21%) of those who do not attend arts events is still active in the arts as participants. And for approximately half of this group, their level of participation is fairly regular (more than 12 times in the past 12 months).

If we recalculate involvement in the arts on the basis of attendance and/or participation, 87.5% of New Zealanders over the age of 15 years are involved in the arts as attendees and/or participants.

"I don't mean to go as much as I do. There just always seems to be so much on."

(HIGH ATTENDEE, SOUTH ISLAND
– QUALITATIVE)

"I make a deal with him. I'll go to a sports thing if he comes with me to something of my choice."

(HIGH ATTENDEE SPEAKING OF A LOW ATTENDEE – QUALITATIVE)

"I'll go if someone else sorts it out."

(LOW ATTENDEE – QUALITATIVE)

"I quite enjoy it when my wife makes me go. I'd probably never get there if it were up to me but she thinks it makes me a better person and she's probably right."

(LOW ATTENDEE – QUALITATIVE)

"Going to something called 'arts' by yourself just isn't right somehow. It needs to be something that a few of you do to get the most out of it."

(LOW ATTENDEE – QUALITATIVE)

Overall participation in the arts

"When Norm Hewitt did that Dancing with the Stars thing, I think he made us take a giant leap forward in appreciating dance as something real ... A real Kiwi man can dance ... It's challenging, but I'm hoping it will make a difference to the psyche of our men."

(NEW ZEALAND EUROPEAN PARTICIPANT – QUALITATIVE)

"I'm a doer not a looker."

(MĀORI, HIGH PARTICIPATOR, LOW ATTENDEE – QUALITATIVE)

"Isn't it strange. I don't think of going to galleries even though I paint ... Maybe it's because I'm so busy doing I don't have time to go and see ... It's strange, I never realised that until we spoke about it."

(HIGH PARTICIPATOR, LOW ATTENDEE – QUALITATIVE)

Participation in the arts by New Zealanders aged 15 plus was analysed by frequency of participation. The findings in this study show that exactly half the population (50%) is actively participating in the arts in New Zealand.

This can be broken down into high frequency of participation (more than 12 times in the past 12 months), with one-quarter (25%) of the population participating in the arts at least once a month or more regularly. The other quarter of the population who participate do so less frequently (less than 12 times in the past 12 months).

The overall findings have been influenced by the significantly higher involvement of 15 to 24-year-olds as participants in the arts. Participation is then fairly representative of the age distribution up to the age of 74, when participation starts to decline relative to the numbers in the population over the age of 75.

ETHNICITY

Other significant demographic skews in participation relate to ethnicity and urbanisation. Ethnic groups in New Zealand are active participants in the arts. Māori show the highest positive skew towards active participation. They represent one-fifth (21%) of the group who most actively participate in the arts. Although not statistically significant it appears that Pacific peoples might also be over-represented.

While other smaller ethnic groups are not over-represented in arts participation, it is worth noting that they are proportionately active as participants in terms of their incidence in the population.

TABLE 3: PARTICIPATION BY ETHNICITY

| Ethnicity | Total | Did not participate | Participated less than 12 times | Participated more than 12 times |
|-----------------|-------|---------------------|---------------------------------|---------------------------------|
| Total | 1,374 | 685 | 343 | 346 |
| NZ European | 74% | 79% | 71% | 67% |
| Māori | 13% | 9% | 14% | 21% |
| Pacific Islands | 6% | 5% | 8% | 7% |
| Other | 7% | 7% | 7% | 5% |

INCOME, EDUCATION AND LOCATION TYPE

There is no relationship between income and participation in the arts in the results. Educational attainment, although it has some influence, seems less of a predictor of participation in the arts than it does of attendance.

Where someone lives appears to have some influence on participation. This is more evident in the difference between people's frequency of participation than whether they participate or not.

"I think that sometimes you have to do it yourself to appreciate it when others do it well. I mean, you have to have a bit of a sing in the shower and that makes you know that someone else does it better ... The same goes for dancing. If you have a jiggle on the dance floor you're more likely to appreciate it when someone else does something quite magic. I think we've got to get more people giving it a go."

(MĀORI PARTICIPANT – QUALITATIVE)

TABLE 5: PARTICIPATION BY *LOCATION TYPE

| Urban versus rural | Total | Did not participate | Participated less than 12 times | Participated more than 12 times |
|---------------------|-------|---------------------|---------------------------------|---------------------------------|
| Total | 1,375 | 685 | 343 | 347 |
| Rural/towns | 28% | 31% | 27% | 22% |
| Metropolitan cities | 47% | 43% | 50% | 53% |
| Provincial cities | 25% | 26% | 23% | 25% |

***Metropolitan cities:** Auckland, North Shore, Waitakere, Manukau, Wellington, Christchurch

Provincial cities: Dunedin, Gisborne, Hamilton, Hibiscus Coast, Invercargill, Napier, Hastings, Nelson, New Plymouth, Palmerston North, Rotorua, Tauranga, Te Awamutu, Wanganui, Whangarei

Rural/towns: the non-free calling areas outside the above urban areas

Attitudes to the arts

"The arts help us to define who we are as a people and a place. They are the richness of our country."

(HIGH ATTENDEE, HIGH PARTICIPATOR – QUALITATIVE)

"I can't imagine there not being an arts community. Every culture in the world expresses themselves through their version of the arts ... We're no different."

(HIGH PARTICIPATOR – QUALITATIVE)

"It's a mark of a city in maturity when the arts are available."

(HIGH PARTICIPATOR – QUALITATIVE)

"I love the blurring of our cultures in our arts environment. We're really getting to a place of artistic and cultural uniqueness that I'm so proud to be part of."

(HIGH ATTENDEE, HIGH PARTICIPATOR – QUALITATIVE)

What do New Zealanders think about the arts in New Zealand? To find out, they were asked to agree or disagree with a series of statements. These statements were developed by Colmar Brunton in consultation with Creative New Zealand after the qualitative phase.

The overall result is extremely favourable. Most New Zealanders are supportive of the arts in our society and see the arts as part of their everyday lives. On the key attitudinal statements more than 70% agreed with each of the following statements:

| | |
|--|-----|
| The arts should receive public funding | 77% |
| The arts help define who we are as New Zealanders | 76% |
| The arts are strong in New Zealand | 75% |
| The arts contribute positively to our economy | 74% |
| My community would be poorer without the arts | 73% |
| My local council should give money to support the arts | 71% |

Some of the statements were developed to measure how involved New Zealanders are in the arts. Here, the involvement was not measured according to attendance or participation but according to how people felt the arts fitted into their lives. For more than half of the New Zealand population, the arts are an important part of how they live their lives.

| | |
|--|-----|
| The arts are part of my everyday life | 56% |
| The availability of good arts activities and events is an important reason why I live where I do | 46% |
| I cannot live without the arts | 41% |

DIFFERENCES IN ATTITUDES

What are the differences in attitudes between those who frequently attend arts events and those who attend only a few times a year?

Not surprisingly, attitudes of the low-attendance segment fall between those in the group who do not attend any arts events and the medium and high-attendance segments. Of particular interest, however, is their strong support of the arts, with 69% of the low-attendance segment agreeing that the arts help define who we are as New Zealanders; 74% that the arts should receive public funding; and 67% that their community would be poorer without the arts.

Although the low-attendance segment's behaviour can be attributed in part to a lower level of interest this doesn't explain why they don't attend more frequently – especially as most of this segment (84%) agreed with the statement "Some arts events interest me but I still don't go much."

TABLE 6: ATTITUDES BY ATTENDANCE TRITILES

| Attitudes | Total | Attended nothing | Low attendance | Medium attendance | High attendance |
|---|-------|------------------|----------------|-------------------|-----------------|
| Total | 1,372 | 216 | 266 | 451 | 439 |
| The arts are for people like me | | | | | |
| Strongly/slightly agree | 67% | 42% | 60% | 71% | 78% |
| Strongly/slightly disagree | 21% | 41% | 27% | 18% | 12% |
| I can't live without the arts | | | | | |
| Strongly/slightly agree | 41% | 20% | 28% | 38% | 61% |
| Strongly/slightly disagree | 47% | 71% | 63% | 47% | 27% |
| The arts are supposed to be good for you | | | | | |
| Strongly/slightly agree | 78% | 60% | 82% | 80% | 81% |
| Strongly/slightly disagree | 10% | 27% | 9% | 6% | 6% |
| The arts help define who we are as New Zealanders | | | | | |
| Strongly/slightly agree | 75% | 53% | 69% | 80% | 85% |
| Strongly/slightly disagree | 16% | 32% | 20% | 14% | 9% |
| The arts are only for certain types of people | | | | | |
| Strongly/slightly agree | 28% | 48% | 37% | 24% | 16% |
| Strongly/slightly disagree | 68% | 46% | 59% | 72% | 80% |
| The arts are part of my everyday life | | | | | |
| Strongly/slightly agree | 57% | 26% | 44% | 57% | 80% |
| Strongly/slightly disagree | 34% | 65% | 44% | 35% | 12% |
| I don't find the arts all that interesting | | | | | |
| Strongly/slightly agree | 21% | 48% | 30% | 17% | 7% |
| Strongly/slightly disagree | 72% | 42% | 61% | 77% | 90% |
| If it's enjoyable it can't be the arts | | | | | |
| Strongly/slightly agree | 9% | 13% | 11% | 9% | 5% |
| Strongly/slightly disagree | 85% | 69% | 81% | 88% | 93% |
| The arts are strong in New Zealand | | | | | |
| Strongly/slightly agree | 76% | 66% | 71% | 80% | 79% |
| Strongly/slightly disagree | 11% | 13% | 10% | 10% | 12% |
| Some arts events interest me but I still don't go much | | | | | |
| Strongly/slightly agree | 73% | 75% | 84% | 79% | 61% |
| Strongly/slightly disagree | 16% | 18% | 7% | 10% | 28% |

"I always think it'll be boring."

"It's not my cup of tea."

"Boring, stuffy, full of toffee-nosed people – not for me."

"I can't sit still long enough, I'd start to fidget."

"What if I need to cough, I can't bear the thought of the person behind me going shh!"

(ALL NON-ATTENDEES – QUALITATIVE)

| Attitudes | Total | Attended nothing | Low attendance | Medium attendance | High attendance |
|--|-------|------------------|----------------|-------------------|-----------------|
| The arts contribute positively to our economy | | | | | |
| Strongly/slightly agree | 75% | 52% | 72% | 78% | 85% |
| Strongly/slightly disagree | 11% | 27% | 13% | 7% | 6% |
| The arts in New Zealand aren't as good as in some overseas countries | | | | | |
| Strongly/slightly agree | 34% | 32% | 36% | 33% | 34% |
| Strongly/slightly disagree | 48% | 42% | 42% | 51% | 52% |
| The arts should receive public funding | | | | | |
| Strongly/slightly agree | 77% | 55% | 74% | 80% | 88% |
| Strongly/slightly disagree | 13% | 31% | 16% | 12% | 5% |
| My community would be poorer without the arts | | | | | |
| Strongly/slightly agree | 73% | 56% | 67% | 77% | 82% |
| Strongly/slightly disagree | 18% | 28% | 22% | 15% | 14% |
| My local council should give money to the arts | | | | | |
| Strongly/slightly agree | 71% | 51% | 67% | 71% | 83% |
| Strongly/slightly disagree | 18% | 40% | 21% | 16% | 7% |
| The availability of good arts activities and events is an important reason why I like living where I do | | | | | |
| Strongly/slightly agree | 46% | 40% | 36% | 44% | 58% |
| Strongly/slightly disagree | 38% | 46% | 45% | 39% | 28% |

ATTITUDES OF NON-ATTENDEES

More than half the people who don't attend any arts events are favourably disposed to the arts in both their community and in New Zealand. The level of support is less than the overall population result but it still shows that support of the role of the arts in New Zealand is not just driven by those attending and participating.

| | |
|--|-----|
| The arts should receive public funding | 55% |
| The arts help define who we are as New Zealanders | 53% |
| The arts are strong in New Zealand | 66% |
| The arts contribute positively to our economy | 52% |
| My community would be poorer without the arts | 56% |
| My local council should give money to support the arts | 51% |

Those who do not attend arts events don't feel as close to the arts and the arts are less relevant to them. This was reflected in much lower levels of agreement on the following attitudes:

| | |
|--|-----|
| The arts are part of my everyday life | 26% |
| I can't live without the arts | 20% |
| I don't find the arts all that interesting | 48% |
| The arts are for people like me | 42% |

"Life just gets in the way."

"The last thing you feel like doing when you've got in from work, having struggled through the traffic and all, is to get back into the queues and go somewhere else."

"I like the thought of it, I really do. It's just that I forget to remember it is something I want to do."

"By the time you've done all the other things you need to do there's no time left."

(FROM PEOPLE POSITIVE TOWARDS THE ARTS BUT NOT PARTICIPATING OR ATTENDING – QUALITATIVE)

Within the non-attendance segment there is a distinct sub-group that doesn't fit behaviourally or attitudinally into the broader non-attendance definition. Although this sub-group doesn't attend arts events, they are very involved through their participation. Their attitudes reflect the same very strong support for the arts found among the high and medium-attendance segments. This isn't surprising because they are heavily involved in the arts but through participation rather than attendance.

Table 7 compares key attitudinal differences among the non-attending segment, based on the frequency of their participation. For example, most non-attendees who participated more than 12 times in the past year agreed that "The arts are for people like me" (81% cf 37% who neither attended arts events nor participated).

The results need to be treated with some caution as the bases become quite small.

TABLE 7: ATTITUDES TO THE ARTS, NON-ATTENDEES, BASED ON FREQUENCY OF PARTICIPATION

| Attitudes | Total non-attendees | Did not participate | Participated less than 12 times | Participated more than 12 times |
|---|---------------------|---------------------|---------------------------------|---------------------------------|
| Total non-attendees | 216 | 171 | 24 | 21 |
| The arts are for people like me | | | | |
| Strongly/slightly agree | 42% | 37% | 39% | 81% |
| I can't live without the arts | | | | |
| Strongly/slightly agree | 20% | 17% | 26% | 40% |
| I don't find the arts all that interesting | | | | |
| Strongly/slightly agree | 48% | 55% | 33% | 9% |
| The arts are strong in New Zealand | | | | |
| Strongly/slightly agree | 66% | 63% | 71% | 84% |
| The arts in New Zealand aren't as good as in some overseas countries | | | | |
| Strongly/slightly disagree | 42% | 37% | 50% | 77% |

DEFINITIONS OF THE ARTS

Are attitudes influenced by people's awareness of what constitutes the arts? In designing this survey, Creative New Zealand was interested to find out whether New Zealanders' attitudes to the arts were influenced either negatively or positively by individuals' own definition of what the arts encompass.

To test this, respondents were asked the attitudinal questions at the start of the interview and asked again at the end. In between, they were asked about their attendance and participation in the visual arts, performing arts, Māori arts, Pacific arts and literature. For each, they were given a full description of what it covered. By the time they were asked their attitudes again, the participants had been made aware of the wider definition of the arts and what they covered.

The most significant finding in this "pre" and "post" measure of attitudes was the minimal degree of change that occurred. In most cases, the shifts were only one or two points and the same level of positive support towards the arts was present at the end of the interview.

Interestingly, the biggest changes occurred in the two statements about how involved people are in the arts. After being exposed to all the measured artforms, fewer respondents felt that "the arts are only for certain types of people". This dropped four points from 28% to 24%, showing that more people felt engaged by the broader definition of the arts. The other change worth noting is that in the "post" measure of attitudes more people felt that "some arts events interest me but I still don't go much". This increased five points from 73% to 78%.

ATTENDANCE HABITS: PARENTS AND THEIR CHILDREN

What is the relationship between the attendance habits of parents and the attendance habits of their children aged 10 to 14 years?

As an extension of the main survey, in those households where children aged 10 to 14 were present at the time of the primary interview, a second interview was conducted with the child. The children's responses were allocated to the same attendance tritile of the adult who participated in the main study. Although the numbers in each segment are extremely small it appears that children living in households that could be classified as high attendees are more likely than children from the lower-attendance or non-attending households to be attending arts events outside of school activity. This appears more evident in relation to Pacific arts, Māori arts and visual arts. It doesn't appear to have an impact on attendance of the performing arts.

TABLE 8: CHILDREN'S ATTENDANCE OTHER THAN SCHOOL BY PARENT-ATTENDANCE TRITILE

| Children's attendance by artform/ area of the arts | Total children | Attended nothing (parent) | Low attendance (parent) | Medium attendance (parent) | High attendance (parent) |
|---|-------------------|---------------------------------|-------------------------------|----------------------------------|--------------------------------|
| Visual arts | | | | | |
| Total | 101 | 9 | 28 | 26 | 38 |
| Yes | 41% | 0% | 39% | 38% | 53% |
| No | 58% | 89% | 61% | 62% | 47% |
| Don't know | 1% | 11% | 0% | 0% | 0% |
| Performing arts | | | | | |
| Total | 101 | 9 | 28 | 26 | 38 |
| Yes | 64% | 56% | 64% | 65% | 66% |
| No | 36% | 44% | 36% | 35% | 34% |
| Pacific arts | | | | | |
| Total | 101 | 9 | 28 | 26 | 38 |
| Yes | 36% | 0% | 29% | 27% | 55% |
| No | 62% | 100% | 68% | 69% | 45% |
| Don't know | 2% | 0% | 4% | 4% | 0% |
| Māori arts | | | | | |
| Total | 101 | 9 | 28 | 26 | 38 |
| Yes | 36% | 22% | 29% | 19% | 55% |
| No | 61% | 78% | 71% | 69% | 45% |
| Don't know | 3% | 0% | 0% | 12% | 0% |

PARTICIPATION HABITS: PARENTS AND THEIR CHILDREN

What is the relationship between the participation habits of parents and those of their children aged 10 to 14 years?

Children's participation in the arts outside of school, across all areas of the arts measured, appears to be unrelated to the attendance habits of parents. However, it appears that children from households where an adult actively participates in the arts is more likely to be participating in Māori or Pacific arts outside of school, along with visual arts and literature. This relationship is not evident for the performing arts.

Attendance and participation by artform

"You might love it but if it's hard to get to that's a real barrier."

(LOW ATTENDEE – QUALITATIVE)

"Since I've been in New Zealand, I think I've seen more of the high-quality performers from back home than I ever would have in India. Don't get me wrong .. You see and do a lot more in relation to music and dance and theatres and things back home ... But here you get to see people you'd never be able to afford."

(INDIAN PARTICIPANT – QUALITATIVE)

"You sometimes see people from home exhibiting locally and I always have to go. It's like you're seeing something familiar when everything else is unusual."

(CHINESE PARTICIPANT – QUALITATIVE)

VISUAL ARTS

Nearly two-thirds (63%) of New Zealanders aged 15 plus have attended a visual arts event in the past 12 months while nearly one-third (31%) of the population are actively participating in the visual arts. Although 18% of those attending say they are now attending more often than they did over the past three years, this is offset by 16% of those attending who say they are attending less often.

The motivation for greater attendance of visual arts events is based primarily on three significant drivers of increased attendance:

- more time available with fewer other commitments
- better access, nearer, better transport
- more interest.

For those in the low-attendance segment who have increased their attendance, the two main reasons are: being encouraged by others or greater interest.

Across all segments, the most significant barrier to attendance – and one that contributed to a decline in frequency of attendance – is lack of time because of other commitments.

PERFORMING ARTS

As with the visual arts, there is strong support for performing arts with nearly two-thirds (61%) of New Zealanders aged 15 plus attending a performing arts event in the past 12 months. Approximately one-fifth (21%) of the population are actively participating in the performing arts.

However, levels of attendance at performing arts events appear to have declined over the past three years. While 15% of those attending say they are now attending more often than they did, this is more than offset by 19% of those attending saying that they are attending less often. The changes in frequency of attendance are occurring across all three segments. Even strongly supportive people, who are very active in the arts, can reduce their level of involvement.

The motivation for greater attendance of performing arts events is based primarily on these significant drivers of increased attendance:

- more time available with fewer other commitments
- other people to go with, encouraged by others
- more events/activities available.

With the performing arts, it appears that people's attendance across all segments can be positively influenced by increased events and by the social influence of others. The decline in attendance is primarily the result of lack of time and other commitments.

LITERATURE

One-sixth (16%) of all New Zealanders aged 15 plus have attended a literary event in the past 12 months. Those who are active in this area tend to be frequent attendees of arts events.

About one in seven New Zealanders (14%) are actively participating in literature, primarily as a writer or poet.

Literature does not show any significant change in levels of attendance over the past three years. While 20% of those attending say they are now attending more often than they did, this is offset by 20% of those attending saying they are attending less often.

The motivation for greater attendance of literary events is based primarily on increased interest. Other significant drivers of increased attendance are:

- more time available with fewer other commitments
- other people to go with.

For those whose attendance has declined, the main reason has been less time or other commitments.

MĀORI ARTS

Just over one-third (35%) of New Zealanders aged 15 plus have attended a Māori arts event in the past 12 months and approximately one-sixth (16%) of the population are actively participating in Māori arts.

There have been very significant positive increases in levels of attendance at Māori arts events over the past three years. While 21% of those attending say they are now attending more often than they did, this is partially offset by 12% of those attending saying they are attending less often.

The motivation for greater attendance of Māori arts events is based primarily on two significant drivers of increased attendance:

- other people to go with
- more interest.

As with other areas of the arts, the main reason for decline in attendance is less time because of other commitments.

PACIFIC ARTS

One-third (33%) of New Zealanders aged 15 plus have attended a Pacific arts event in the past 12 months and approximately one-eighth (12%) of New Zealanders are actively participating in Pacific arts.

There have been positive increases in levels of attendance at Pacific arts events over the past three years although not quite as positive as for Māori arts. While 18% of those attending say they are now attending more often than they did, this is offset by 14% saying they are attending less often.

The motivation for greater attendance at Pacific arts events is based primarily on the same two significant drivers of increased attendance at Māori arts events:

- other people to go with
- more interest.

Again, as with other areas of the arts, the main reason for decline in attendance is less time because of other commitments.

A woman in a black dress is performing a haka, a traditional Māori dance. She is holding several long, thin sticks (pounamu) in her hands. The background is dark, and the scene is lit with a teal color. The top of the image has a teal overlay with white text.

the main findings

New Zealanders 15 years and over

ngā whakataunga matua:
ngā tāngata o Aotearoa mai te 15 neke atu o ratu tau

How New Zealanders define the arts

Statement: “What do you think the arts are? What else?”

When asked this question, respondents mentioned an average of 3.3 examples.

GRAPH 2: ATTITUDES, DEFINITIONS OF THE ARTS



Base: All respondents 15+ (n=1335)

ATTITUDES TO THE ARTS: THE “PRE” PHASE

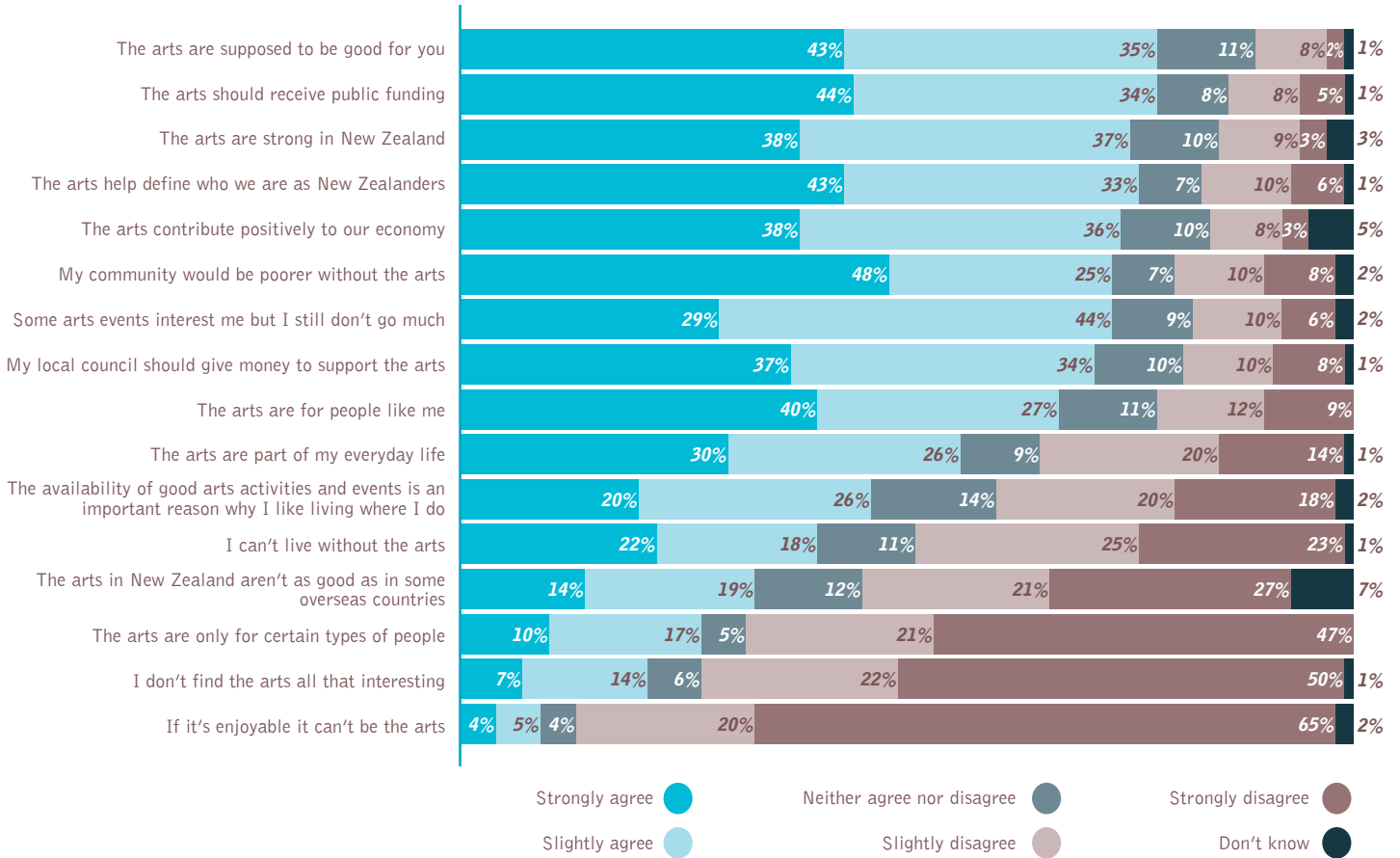
Respondents were asked a series of attitudinal questions at the start of the interview (“pre”) and asked again at the end of the interview (“post”).

In between, they were asked about their attendance and participation in the visual arts, performing arts, literature, Māori arts and Pacific arts. For each, they were given a full description of what it covered so that by the end of the interview, they had been made aware of a wider definition of the arts and what they encompassed.

Turn to pages 46 to 47 for graphs indicating changes in attitudes between the “pre” and “post” phases.

Statement: “I’m going to read out some statements that some people have made about the arts and I’d like you to tell me whether you agree or disagree with the statements.”

GRAPH 3: ATTITUDES TO THE ARTS, LEVEL OF AGREEMENT WITH STATEMENTS – PRE

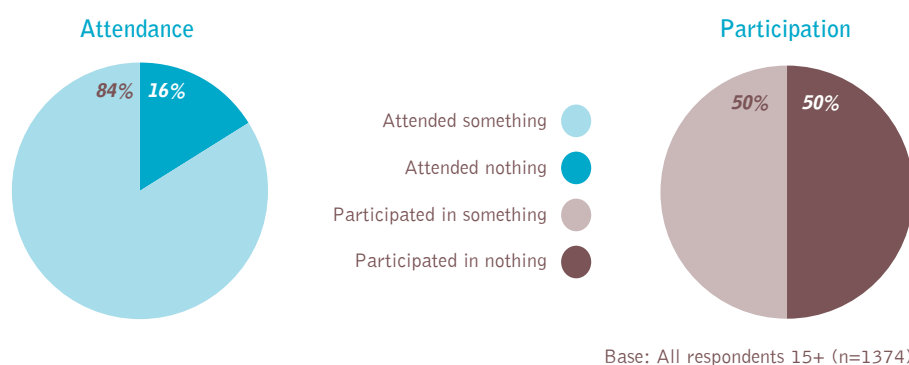


Base: All respondents 15+ (n=1375)

Attendance and participation

Respondents were asked if they had attended an arts event and/or participated in the arts in the past 12 months.

GRAPH 4: ATTENDANCE AND PARTICIPATION, PAST 12 MONTHS



This section also contains findings on attendance and participation across the visual arts, performing arts, literature, Māori arts and Pacific arts. This includes:

- frequency of attendance over the past 12 months
- changes in frequency of attendance over the past three years
- reasons for attending more or less often
- attendance at other types of arts events
- frequency of participation over the past 12 months
- how the participant was involved.

VISUAL ARTS

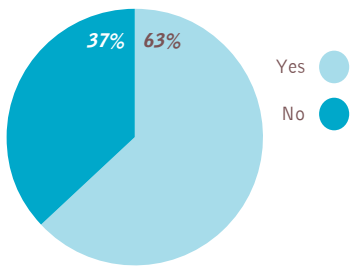
Attendance and frequency

Statement: “Thinking about the visual arts such as sculpture and painting, photography and filmmaking, have you visited any art galleries or exhibitions or online galleries, or attended any film festivals in the past 12 months?”

“On average, how often have you done this in the past 12 months?”

GRAPH 5: ATTENDANCE AND FREQUENCY, VISUAL ARTS, PAST 12 MONTHS

Attendance in past 12 months



Base: All respondents 15+ (n=1375)

Attendance based on ethnicity

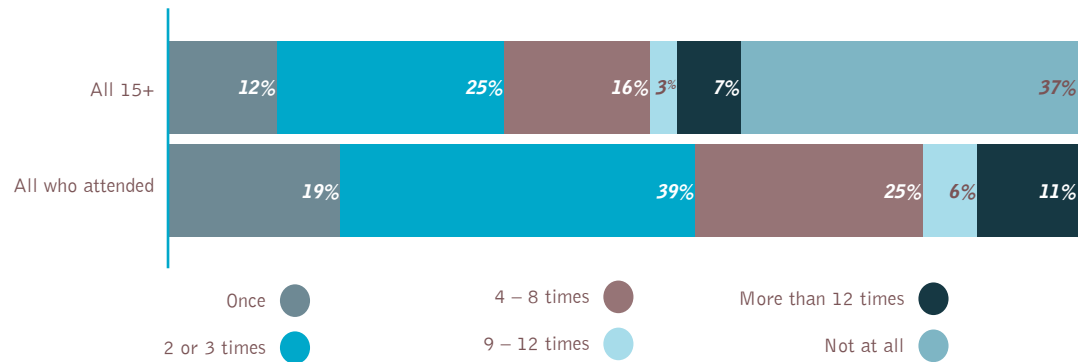
66% of New Zealand European population

57% of the Māori population

* 46% of the Pacific Islands population

58% of “other” peoples

Frequency of attendance



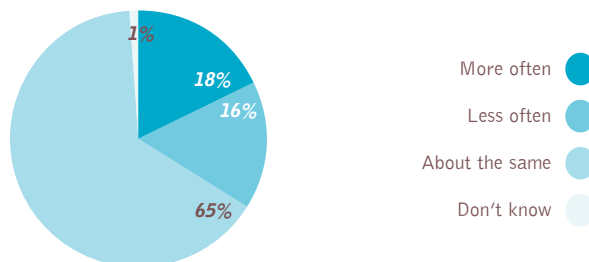
Base: All respondents 15+ (n=1375)

All respondents who attended in last 12 months (n=858)

Attendance and change in frequency

Statement: “And is this more often, less often or about the same as over the past three years?”

GRAPH 6: ATTENDANCE AND CHANGE IN FREQUENCY, VISUAL ARTS, PAST THREE YEARS



Base: Attended at least once (n=858)

* Significantly lower than among all other ethnicities

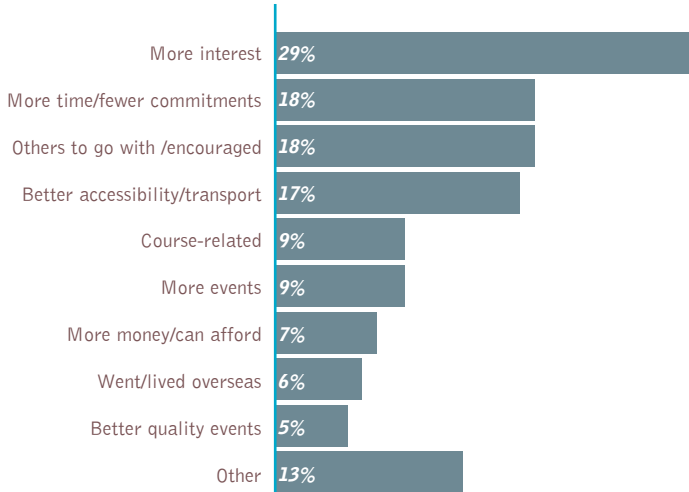
Please note: the smaller base size for Pacific peoples means there's a greater margin of error than for other ethnic groups.

Reasons for change in frequency of attendance

Statement: “Why do you attend more/less than in the past?”

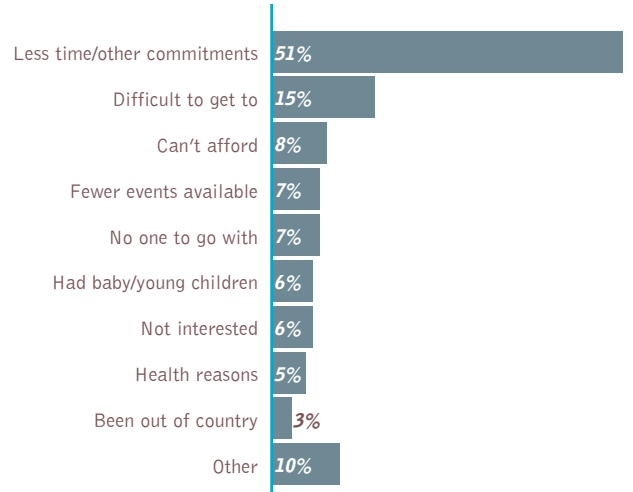
GRAPH 7: ATTENDANCE AND FREQUENCY, VISUAL ARTS, REASONS FOR CHANGE

Reasons why more often – 18%



Base: Attended more (n=134)

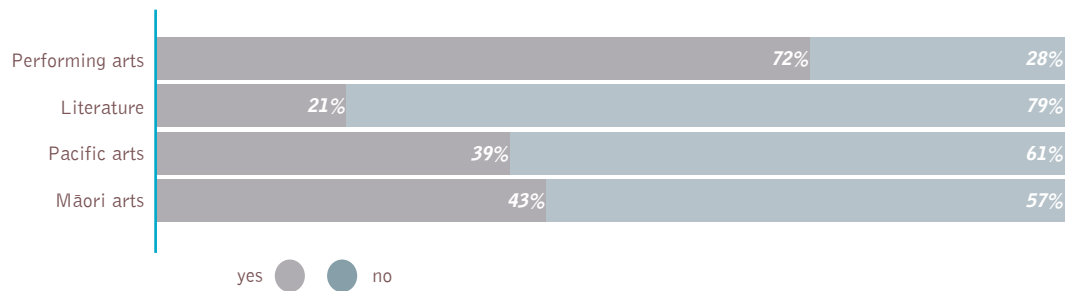
Reasons why less often – 16%



Base: Attended less (n=137)

Attendance at other types of arts events

GRAPH 8: ATTENDANCE AT OTHER TYPES OF ARTS EVENTS, VISUAL ARTS ATTENDEES



Base: Visual arts attendees (n=858)

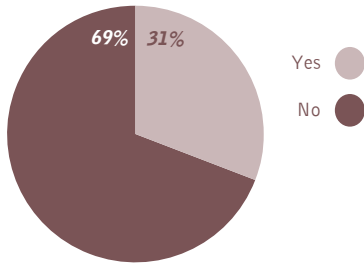
Participation and frequency

Statement: “Still thinking about the visual arts, in the past 12 months have you been actively involved in, for example, painting, photography, sculpture, web-based/digital art, ceramic-making or filmmaking in any way?”

“On average, how often have you done this in the past 12 months?”

GRAPH 9: PARTICIPATION AND FREQUENCY, VISUAL ARTS, PAST 12 MONTHS

Participation in past 12 months

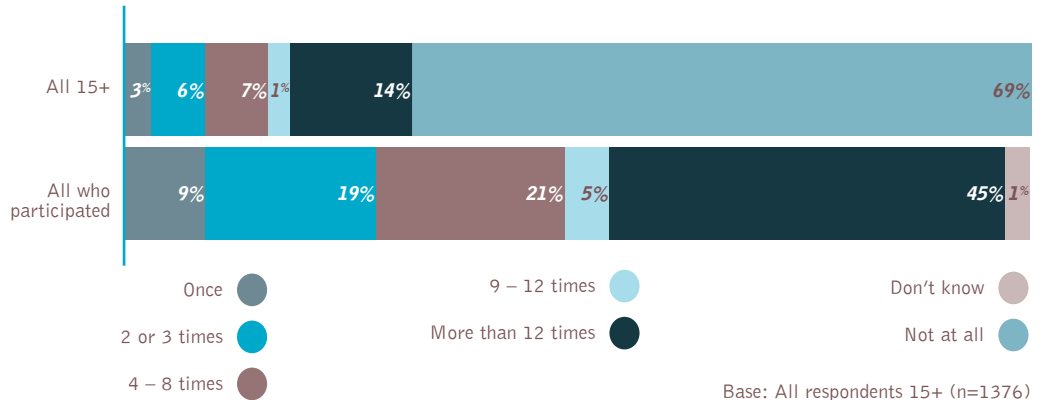


Base: All respondents 15+ (n=1376)

Participation based on ethnicity

- 29% of New Zealand European population
- * 43% of the Māori population
- 33% of the Pacific Islands population
- 29% of “other” peoples

Frequency of participation



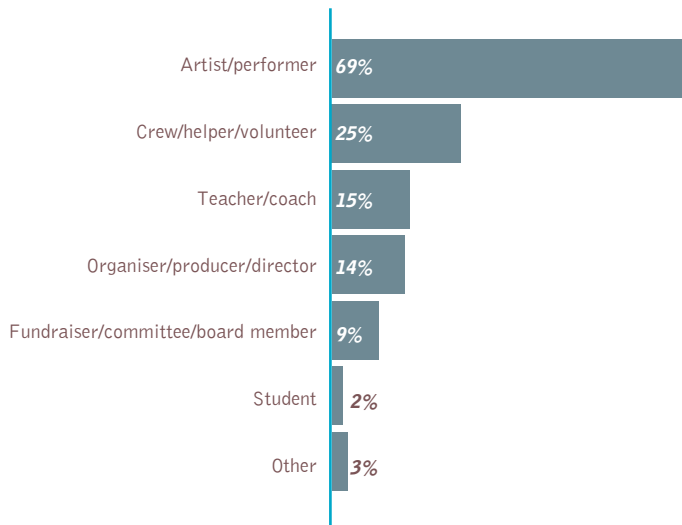
Base: All respondents 15+ (n=1376)

All respondents who participated in past 12 months (n=433)

Participation: role

Statement: “Which of the following describes how you have been involved?”

GRAPH 10: PARTICIPATION, VISUAL ARTS, ROLE



Base: Participated in visual arts (n=362). Excludes Don't know/none

* Significantly higher than among NZ Europeans and “other” peoples

Please note: the smaller base size for Pacific peoples means there's a greater margin of error than for other ethnic groups.

PERFORMING ARTS

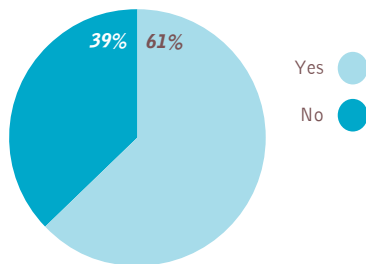
Attendance and frequency

Statement: “Thinking about the performing arts such as theatre, dance and music, have you gone to any ballet or contemporary dance performances, theatre, concerts, musical performances or circuses in the past 12 months?”

“On average, how often have you done this in the past 12 months?”

GRAPH 12: ATTENDANCE AND FREQUENCY, PERFORMING ARTS, PAST 12 MONTHS

Attendance in past 12 months

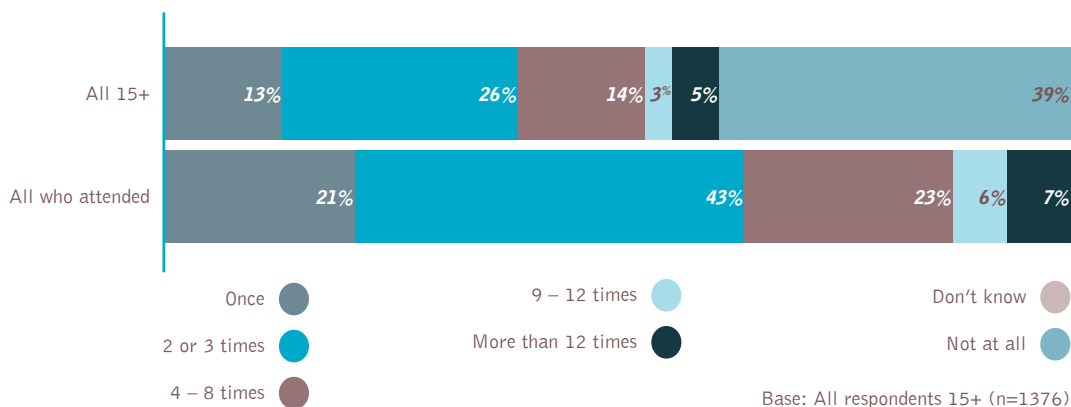


Base: All respondents 15+ (n=1376)

Attendance based on ethnicity

- 62% of New Zealand European population
- * 51% of the Māori population
- 69% of the Pacific Islands population
- 56% of “other” peoples

Frequency of attendance



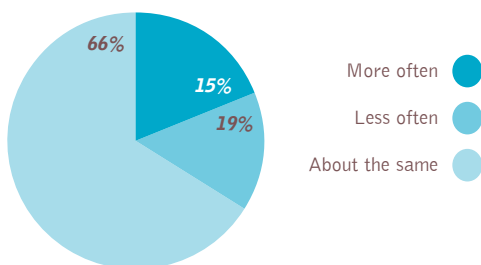
Base: All respondents 15+ (n=1376)

All respondents who attended in past 12 months (n=860)

Attendance and change in frequency

Statement: “And is this more often, less often or about the same as over the past three years?”

GRAPH 13: ATTENDANCE AND CHANGE IN FREQUENCY, PERFORMING ARTS, PAST THREE YEARS



Base: Attended at least once (n=857)

* Significantly lower than among NZ Europeans and Pacific peoples

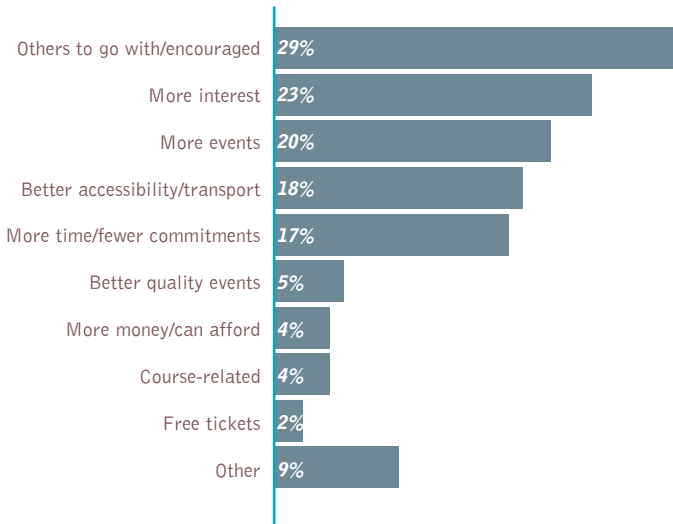
Please note: the smaller base size for Pacific peoples means there's a greater margin of error than for other ethnic groups.

Reasons for change in frequency of attendance

Statement: “Why do you attend more/less than in the past?”

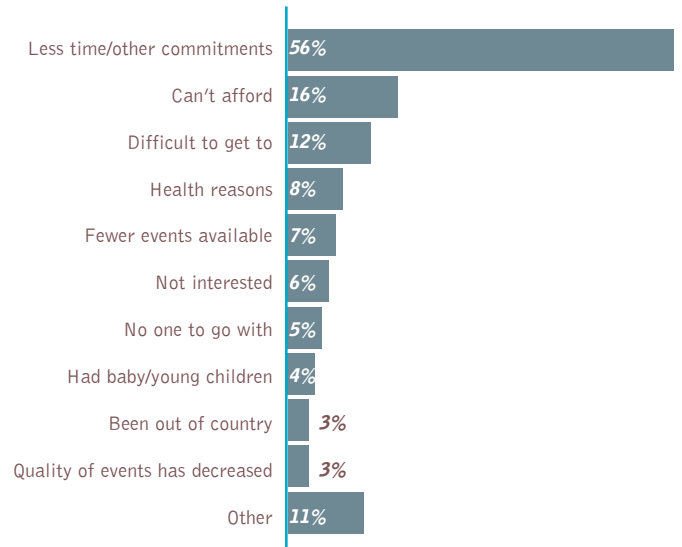
GRAPH 13: ATTENDANCE AND FREQUENCY, PERFORMING ARTS, REASONS FOR CHANGE

Reasons why more often – 15%



Base: Attended more (n=108)

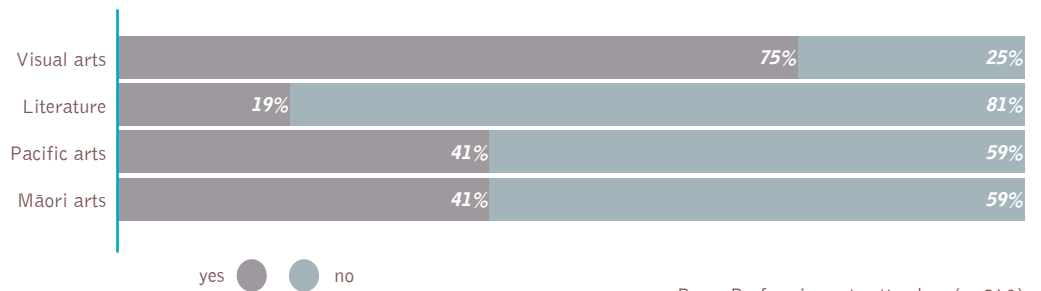
Reasons why less often – 19%



Base: Attended less (n=159)

Attendance at other types of arts events

GRAPH 14: ATTENDANCE AT OTHER TYPES OF ARTS EVENTS, PERFORMING ARTS ATTENDEES



Base: Performing arts attendees (n=860)

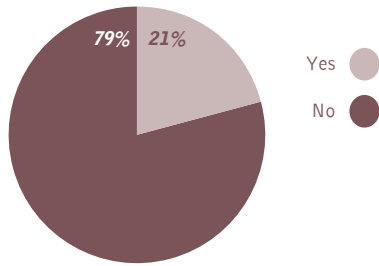
Participation and frequency

Statement: “Still thinking about the performing arts, in the past 12 months have you been actively involved in theatre, dance, singing or music performances and events?”

“On average, how often have you done this in the past 12 months?”

GRAPH 15: PARTICIPATION FREQUENCY, PERFORMING ARTS, PAST 12 MONTHS

Participation in past 12 months

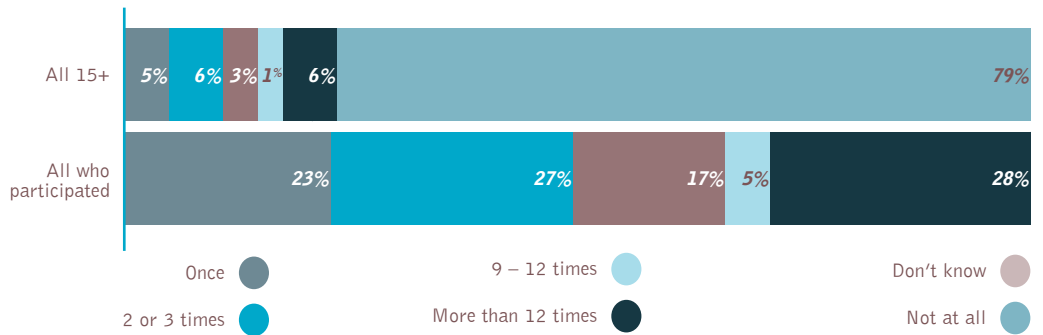


Base: All respondents 15+ (n=1376)

Participation based on ethnicity

- 17% of New Zealand European population
- * 29% of the Māori population
- * 40% of the Pacific Islands population
- 19% of “other” peoples

Frequency of participation



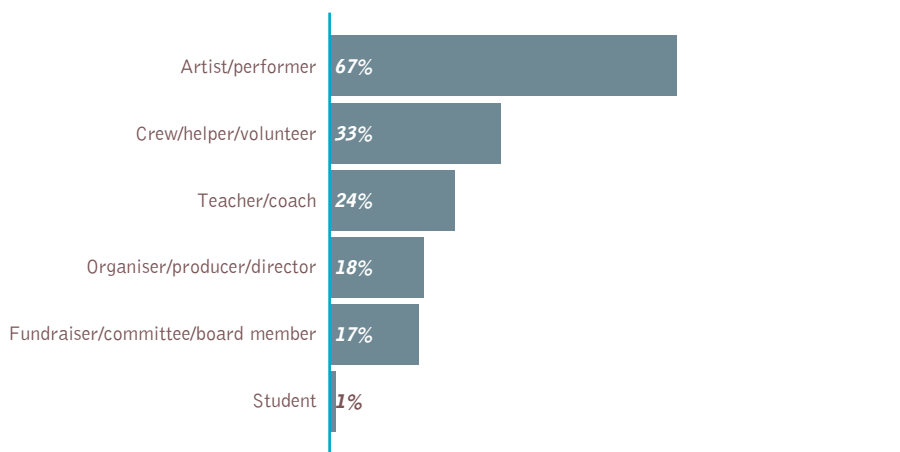
Base: All respondents 15+ (n=1376)

All respondents who participated in past 12 months (n=301)

Participation: role

Statement: “Which of the following describes how you have been involved?”

GRAPH 16: PARTICIPATION, PERFORMING ARTS, ROLE



Base: Participated in performing arts (n=249). Excludes Don't know/none

* Significantly higher than among NZ Europeans and “other” peoples

Please note: the smaller base size for Pacific peoples means there's a greater margin of error than for other ethnic groups.

LITERATURE

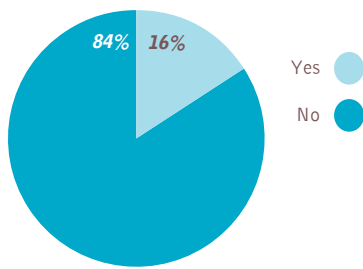
Attendance and frequency

Statement: “Thinking about literature, have you gone to any poetry or book readings or literary festivals or events in the past 12 months?”

“On average, how often have you done this in the past 12 months?”

GRAPH 17: ATTENDANCE AND FREQUENCY, LITERATURE, PAST 12 MONTHS

Attendance in past 12 months



Base: All respondents 15+ (n=1376)

Attendance based on ethnicity

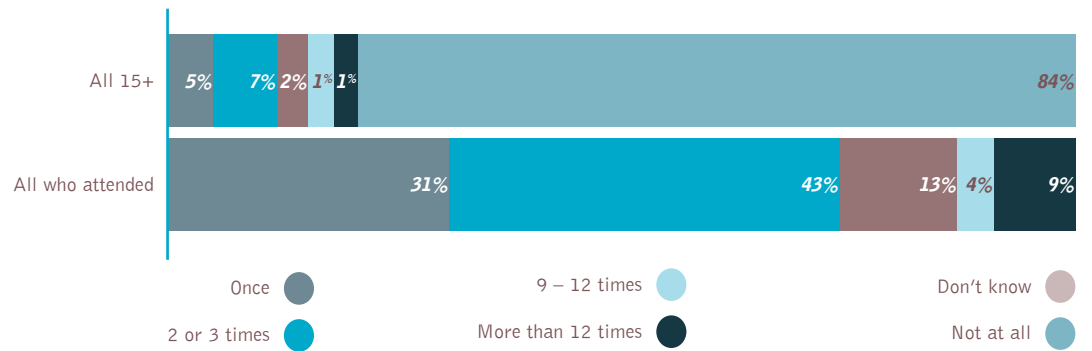
16% of New Zealand European population

15% of the Māori population

21% of the Pacific Islands population

15% of “other” peoples

Frequency of attendance



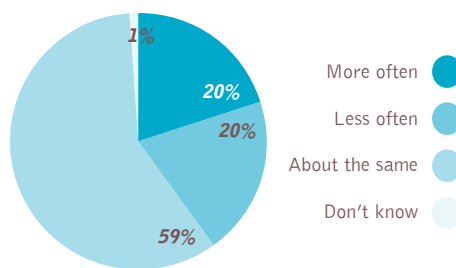
Base: All respondents 15+ (n=1376)

All respondents who attended in past 12 months (n=222)

Attendance and change in frequency

Statement: “And is this more often, less often or about the same as over the past three years?”

GRAPH 18: ATTENDANCE AND CHANGE IN FREQUENCY, LITERATURE, PAST THREE YEARS



Base: Attended at least once (n=220)

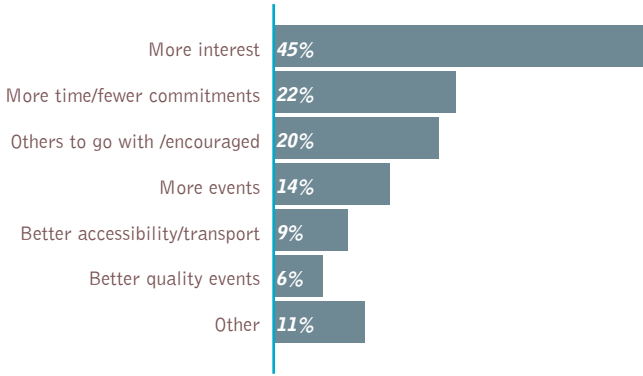
Please note: the smaller base size for Pacific peoples means there's a greater margin of error than for other ethnic groups.

Reasons for change in frequency of attendance

Statement: “Why do you attend more/less than in the past?”

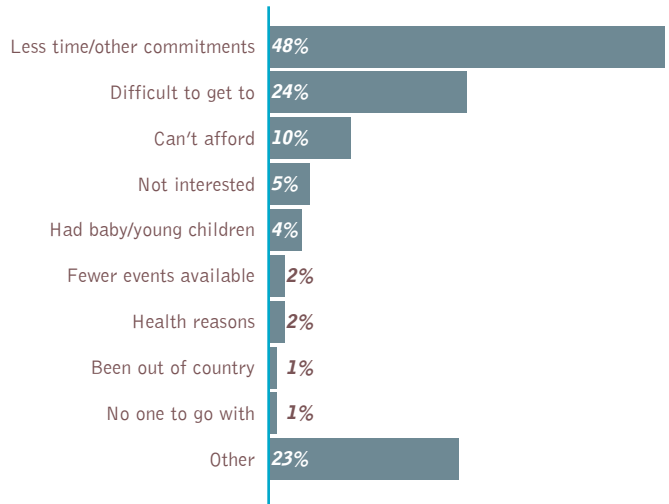
GRAPH 19: ATTENDANCE AND FREQUENCY, LITERATURE, REASONS FOR CHANGE

Reasons why more often – 20%



Base: Attended more (n=35)

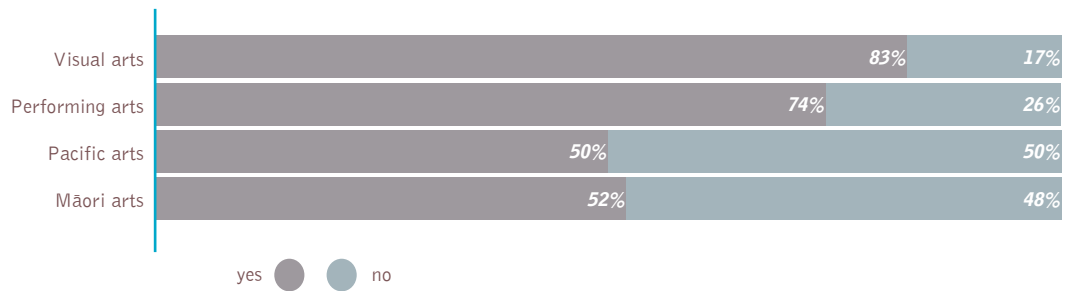
Reasons why less often – 20%



Base: Attended less (n=42)

Attendance at other types of arts events

GRAPH 20: ATTENDANCE AT OTHER TYPES OF ARTS EVENTS, LITERATURE ATTENDEES



Base: Literature attendees (n=222)

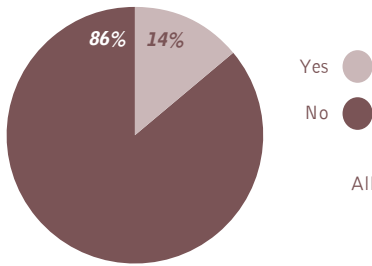
Participation and frequency

Statement: “Still thinking about literature, in the past 12 months have you taken part in a writing workshop or literary event, written poetry, fiction or non-fiction?”

“On average, how often have you done this in the past 12 months?”

GRAPH 21: PARTICIPATION FREQUENCY, LITERATURE, PAST 12 MONTHS

Participation in past 12 months

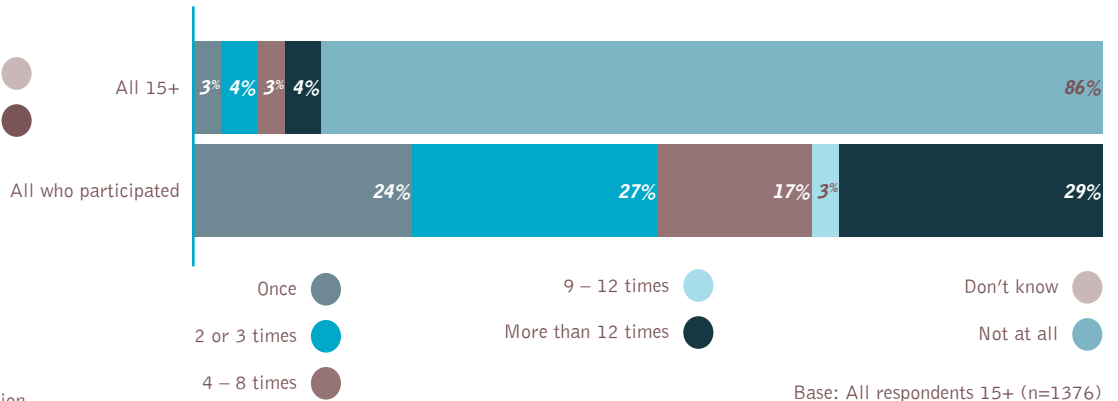


Base: All respondents 15+ (n=1376)

Participation based on ethnicity

- 13% of New Zealand European population
- 17% of the Māori population
- 16% of the Pacific Islands population
- 13% of “other” peoples

Frequency of participation

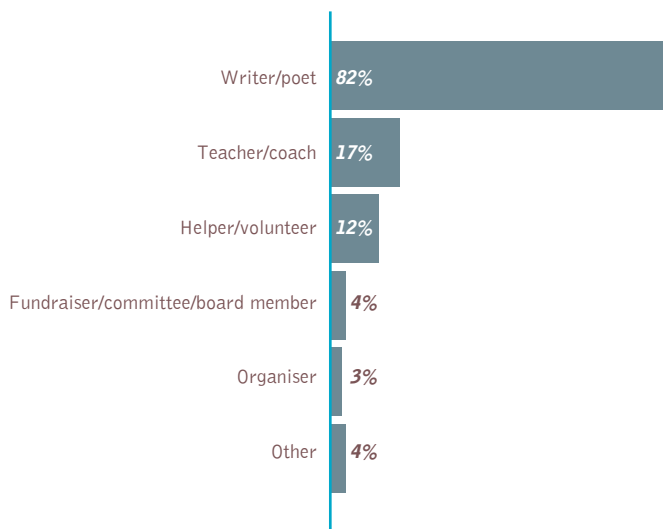


Base: All respondents 15+ (n=1376)
All respondents who participated in past 12 months (n=193)

Participation: role

Statement: “Which of the following describes how you have been involved?”

GRAPH 22: PARTICIPATION, LITERATURE, ROLE



Base: Participated in literature (n=149). Excludes Don't know/none

Please note: the smaller base size for Pacific peoples means there's a greater margin of error than for other ethnic groups.

MĀORI ARTS

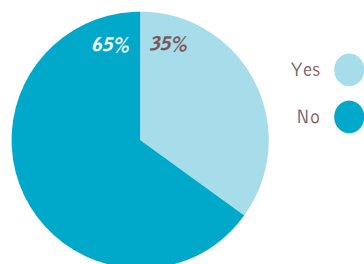
Attendance and frequency

Statement: “Thinking about Māori arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Māori people or groups in the past 12 months?”

“On average, how often have you done this in the past 12 months?”

GRAPH 23: ATTENDANCE AND FREQUENCY, MĀORI ARTS, PAST 12 MONTHS

Attendance in past 12 months

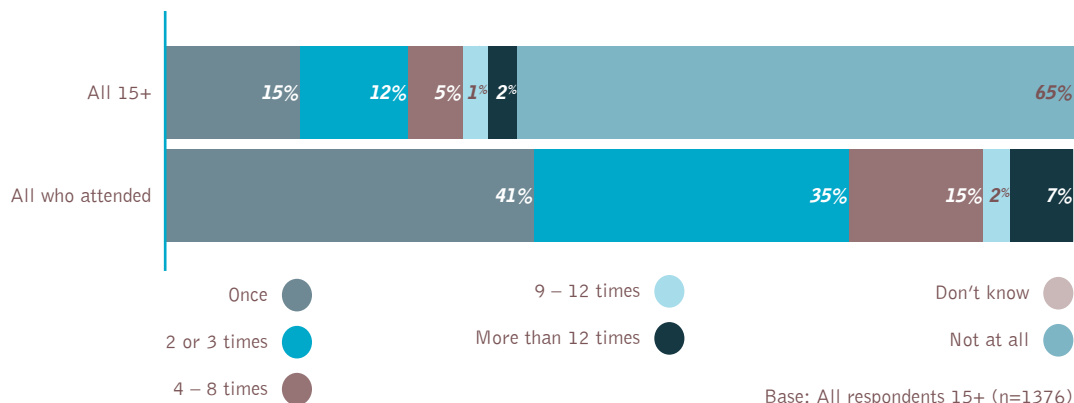


Base: All respondents 15+ (n=1376)

Attendance based on ethnicity

- 30% of New Zealand European population
- * 64% of the Māori population
- 38% of the Pacific Islands population
- 36% of “other” peoples

Frequency of attendance



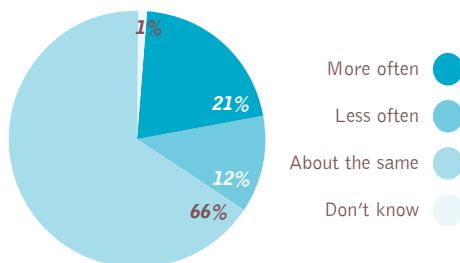
Base: All respondents 15+ (n=1376)

All respondents who attended in past 12 months (n=523)

Attendance and change in frequency

Statement: “And is this more often, less often or about the same as over the past three years?”

GRAPH 24: ATTENDANCE AND CHANGE IN FREQUENCY, MĀORI ARTS, PAST THREE YEARS



Base: Attended at least once (n=522)

* Significantly higher than among NZ Europeans, Pacific and “other” peoples

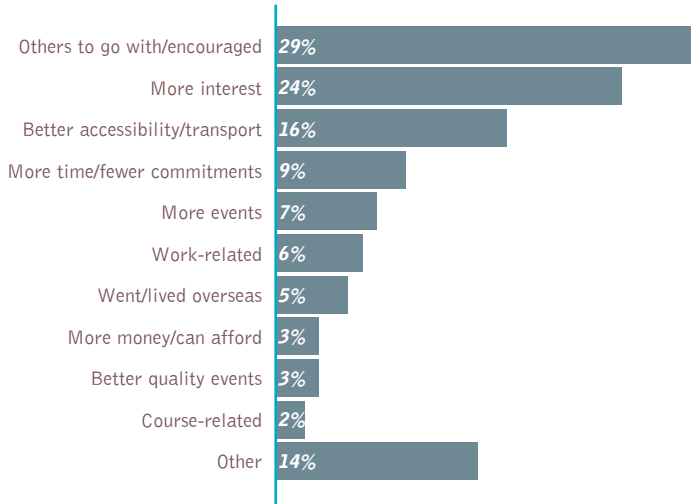
Please note: the smaller base size for Pacific peoples means there's a greater margin of error than for other ethnic groups.

Reasons for change in frequency of attendance

Statement: “Why do you attend more/less than in the past?”

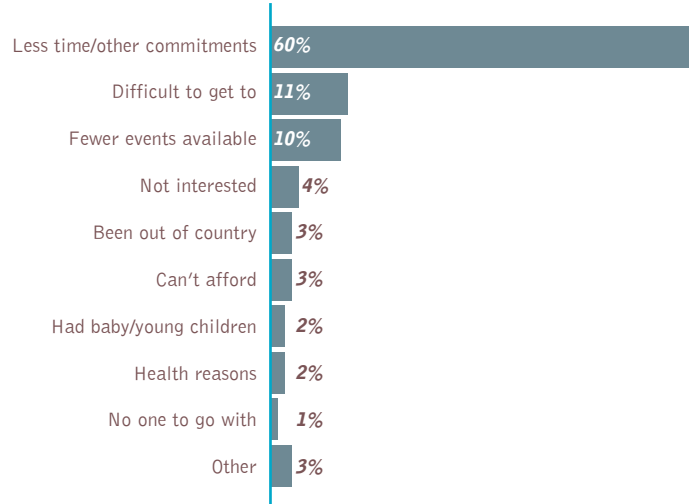
GRAPH 25: ATTENDANCE AND FREQUENCY, MĀORI ARTS, REASONS FOR CHANGE

Reasons why more often – 21%



Base: Attended more (n=86)

Reasons why less often – 12%



Base: Attended less (n=61)

Attendance at other types of arts events

GRAPH 26: ATTENDANCE AT OTHER TYPES OF ARTS EVENTS, MĀORI ARTS ATTENDEES



Base: Māori arts attendees (n=523)

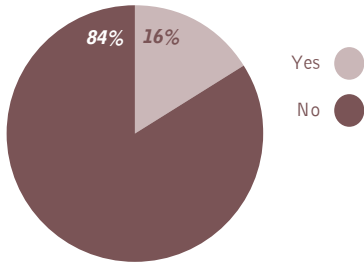
Participation and frequency

Statement: “Still thinking about Māori arts, in the past 12 months have you been actively involved in any Māori art or craft, or workshops including carving, weaving or singing, kapa haka, or other Māori dance or music activities?”

“On average, how often have you done this in the past 12 months?”

GRAPH 27: PARTICIPATION FREQUENCY, MĀORI ARTS, PAST 12 MONTHS

Participation in past 12 months

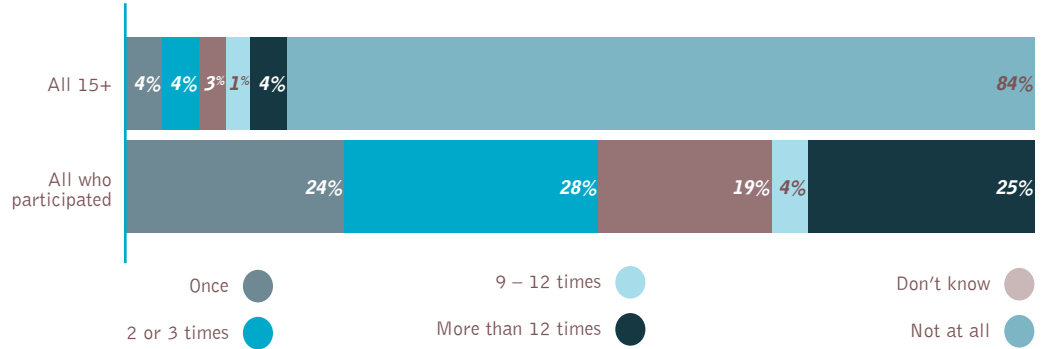


Base: All respondents 15+ (n=1376)

Participation based on ethnicity

- 11% of New Zealand European population
- * 44% of the Māori population
- 12% of the Pacific Islands population
- 13% of “other” peoples

Frequency of participation



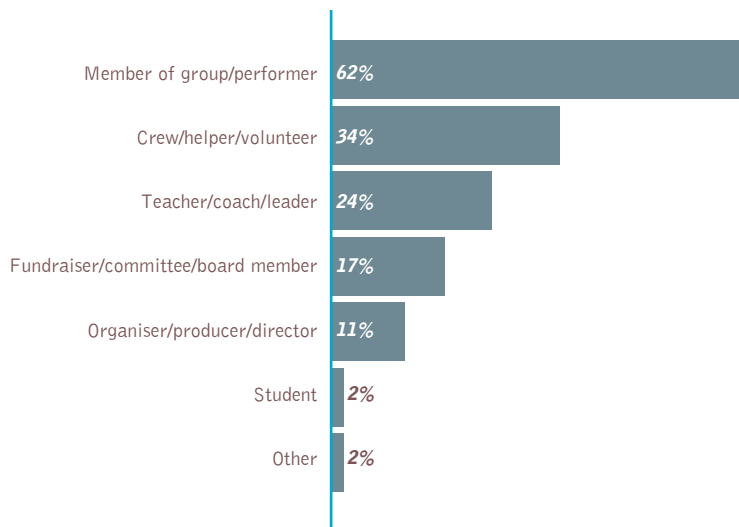
Base: All respondents 15+ (n=1376)

All respondents who participated in past 12 months (n=228)

Participation: role

Statement: “Which of the following describes how you have been involved?”

GRAPH 28: PARTICIPATION, MĀORI ARTS, ROLE



Base: Participated in Māori arts (n=194). Excludes Don't know/none

* Significantly higher than among NZ Europeans, Pacific and “other” peoples

Please note: the smaller base size for Pacific peoples means there's a greater margin of error than for other ethnic groups.

PACIFIC ARTS

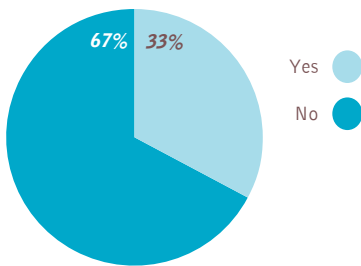
Attendance and frequency

Statement: “Thinking about Pacific arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Pacific people or groups in the past 12 months?”

“On average, how often have you done this in the past 12 months?”

GRAPH 29: ATTENDANCE AND FREQUENCY, PACIFIC ARTS, PAST 12 MONTHS

Attendance in past 12 months



Base: All respondents 15+ (n=1376)

Attendance based on ethnicity

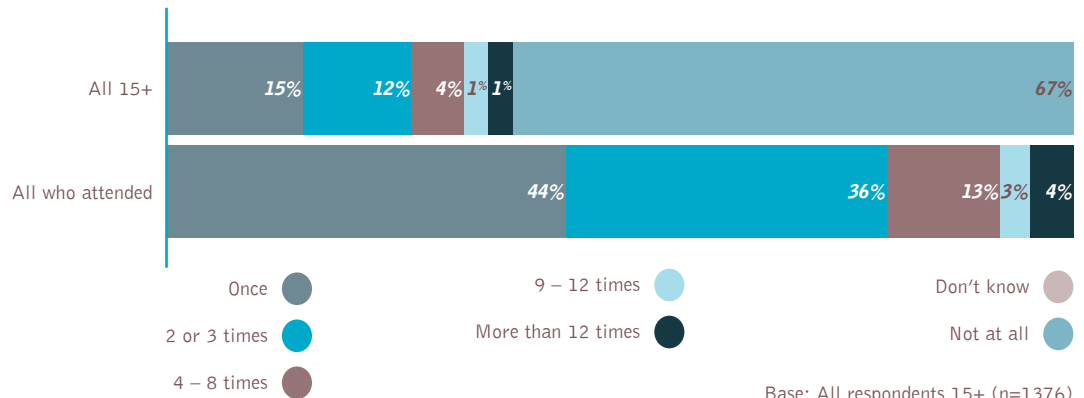
26% of New Zealand European population

* 58% of the Māori population

* 75% of the Pacific Islands population

28% of “other” peoples

Frequency of attendance



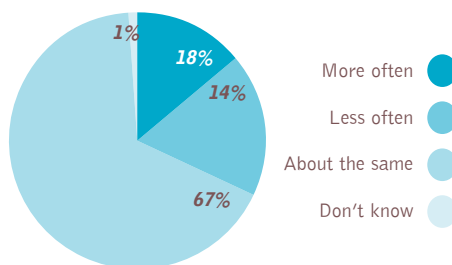
Base: All respondents 15+ (n=1376)

All respondents who attended in past 12 months (n=494)

Attendance and change in frequency

Statement: “And is this more often, less often or about the same as over the past three years?”

GRAPH 30: ATTENDANCE AND CHANGE IN FREQUENCY, PACIFIC ARTS, PAST THREE YEARS



Base: Attended at least once (n=492)

* Significantly higher than among NZ Europeans and “other” peoples

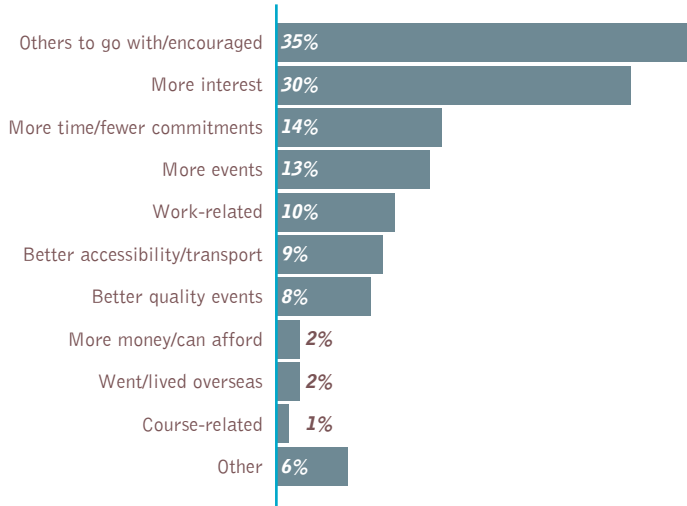
Please note: the smaller base size for Pacific peoples means there's a greater margin of error than for other ethnic groups.

Reasons for change in frequency of attendance

Statement: “Why do you attend more/less than in the past?”

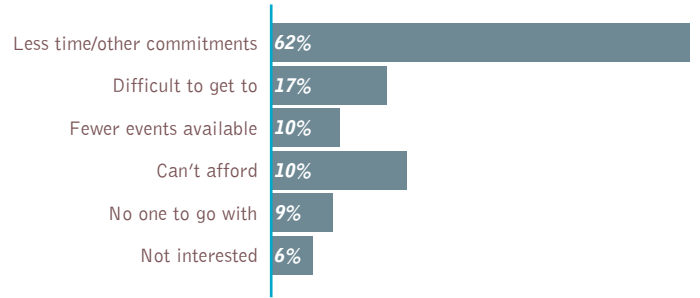
GRAPH 31: ATTENDANCE AND FREQUENCY, PACIFIC ARTS, REASONS FOR CHANGE

Reasons why more often – 18%



Base: Attended more (n=83)

Reasons why less often – 14%



Base: Attended less (n=126)

Attendance at other types of arts events

GRAPH 32: ATTENDANCE AT OTHER TYPES OF ARTS EVENTS, PACIFIC ARTS ATTENDEES



Base: Pacific arts attendees (n=494)

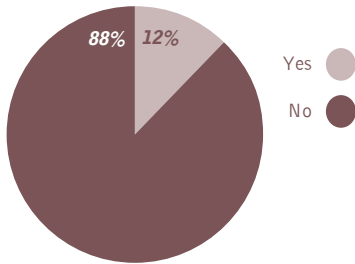
Participation and frequency

Statement: “Still thinking about Pacific arts, in the past 12 months have you been actively involved in any weaving or other Pacific handicrafts, workshops, carving, traditional dance, choir or music activities or events?”

“On average, how often have you done this in the past 12 months?”

GRAPH 33: PARTICIPATION FREQUENCY, PACIFIC ARTS, PAST 12 MONTHS

Participation in past 12 months

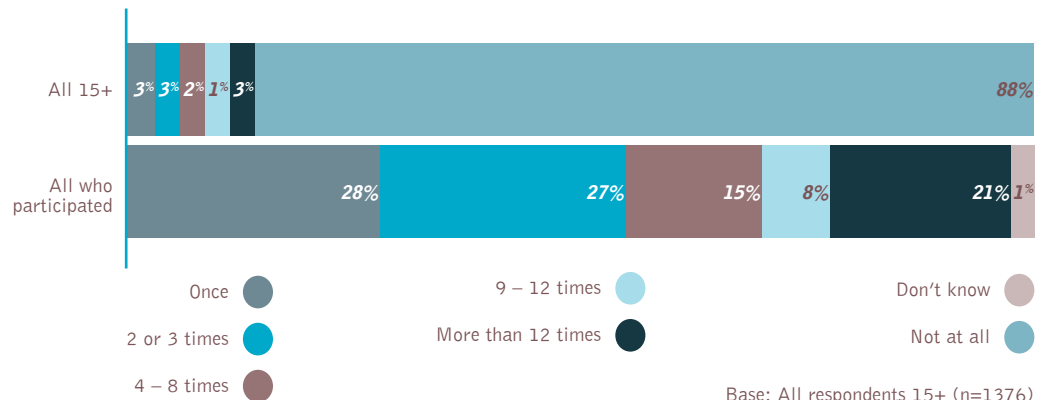


Base: All respondents 15+ (n=1376)

Participation based on ethnicity

- 7% of New Zealand European population
- * 25% of the Māori population
- * 34% of the Pacific Islands population
- * 14% of “other” peoples

Frequency of participation

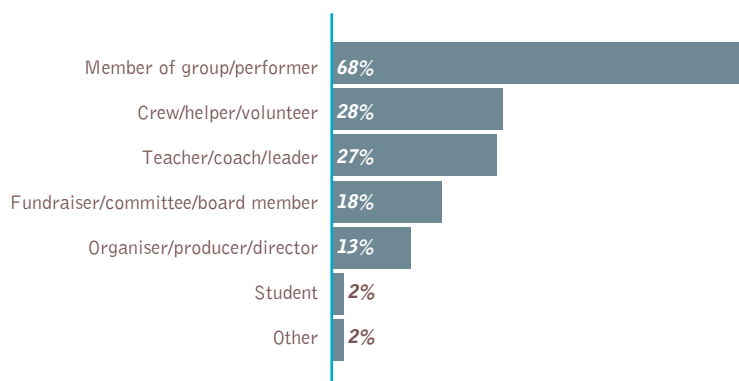


Base: All respondents 15+ (n=1376)
All respondents who participated in past 12 months (n=183)

Participation: role

Statement: “Which of the following describes how you have been involved?”

GRAPH 34: PARTICIPATION, PACIFIC ARTS, ROLE



Base: Participated in Pacific arts (n=154). Excludes Don't know/none

* Significantly higher than among NZ Europeans

Please note: the smaller base size for Pacific peoples means there's a greater margin of error than for other ethnic groups.

ATTITUDES TO THE ARTS: THE "POST" PHASE

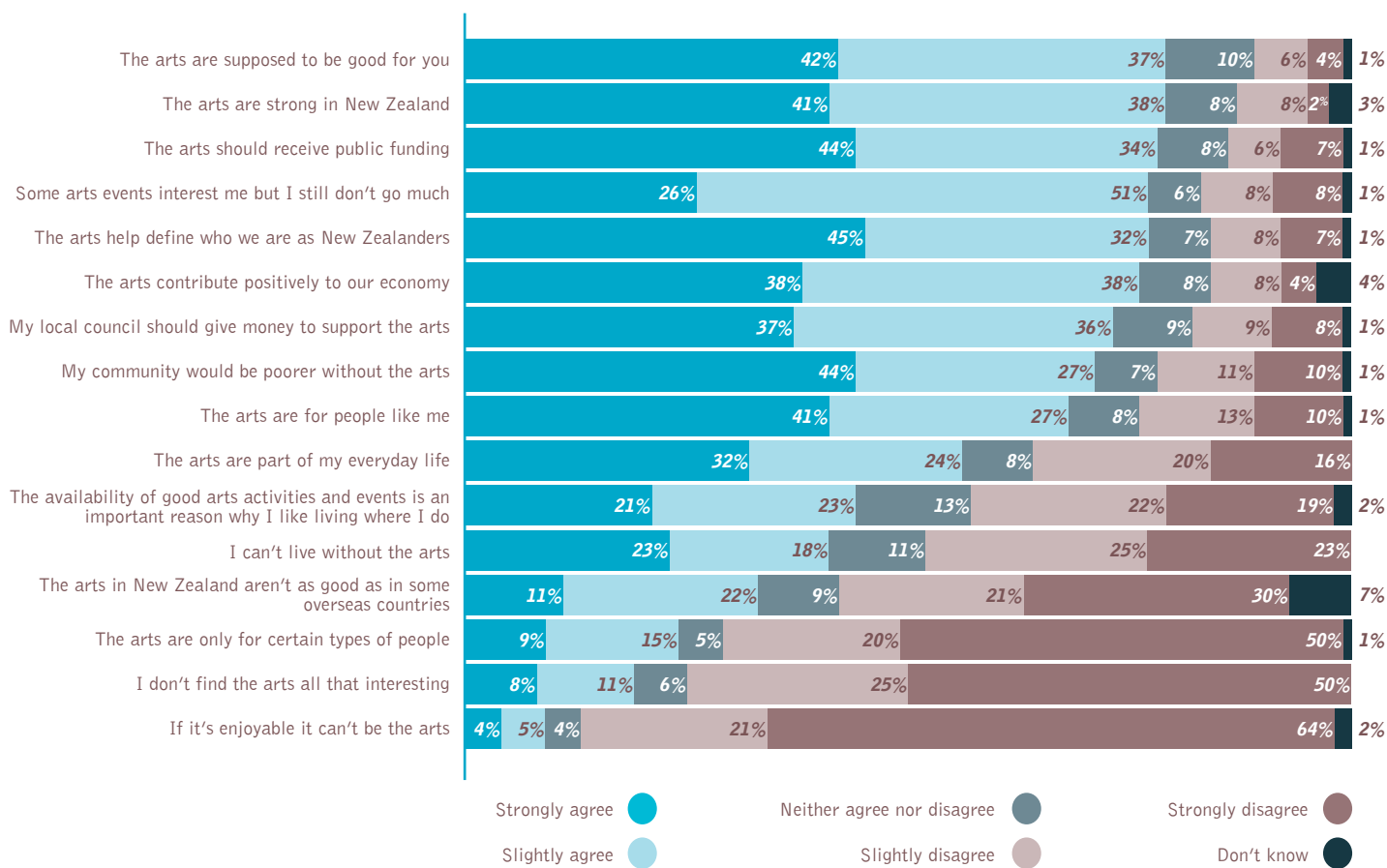
Respondents were asked a series of attitudinal questions at the start of the interview ("pre") and asked again at the end of the interview ("post").

In between, they were asked about their attendance and participation in the visual arts, performing arts, literature, Māori arts and Pacific arts. For each, they were given a full description of what it covered so that by the end of the interview, they had been made aware of a wider definition of the arts and what they encompassed.

Turn to pages 28 to 29 for graphs showing attitudes in the "pre" phase of the interview.

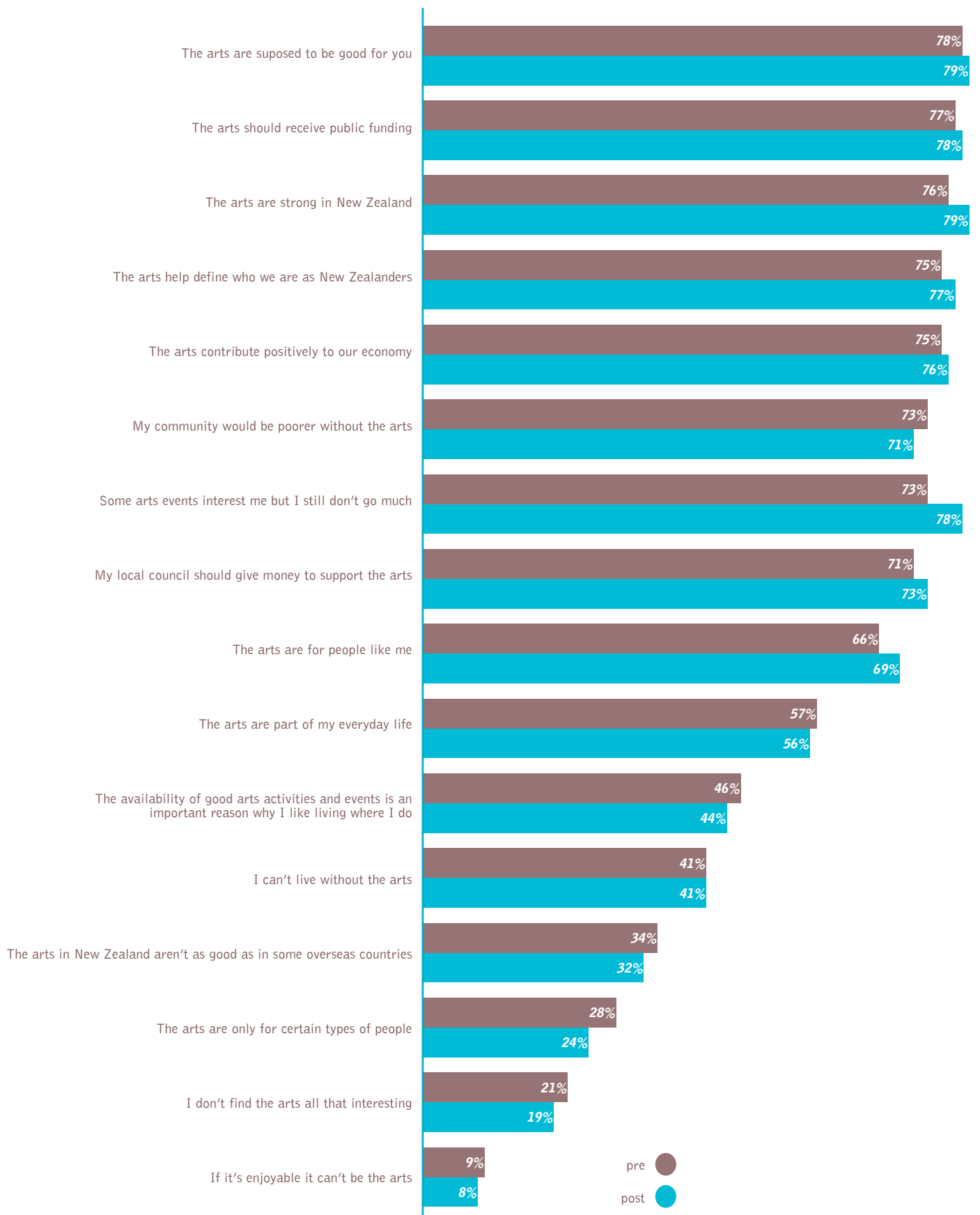
Statement: "Now that you know what type of activities we mean by the term 'the arts', I'd like to read out those earlier statements and have you tell me whether you agree or disagree with the statements."

GRAPH 35: ATTITUDES TO THE ARTS, LEVEL OF AGREEMENT WITH STATEMENTS – POST



Base: All respondents 15+ (n=1376)

GRAPH 36: ATTITUDES TO THE ARTS, STRONG/SLIGHTLY AGREE WITH STATEMENTS – PRE VERSUS POST



Base: All respondents 15+ (n=1376)



the main findings

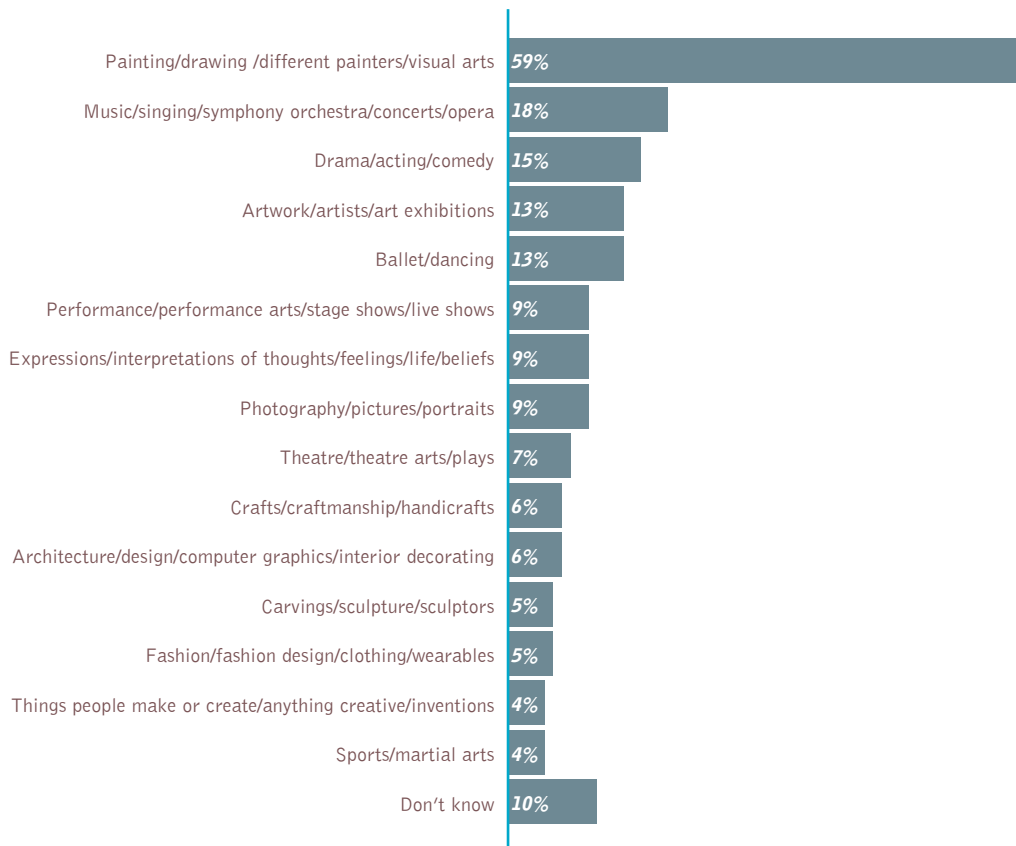
Young people: 10 to 14 years

**ngā whakataunga matua:
ngā taiohi mai te 10 ki te 14 o ratou tau**

How some young New Zealanders define the arts

Statement: “What do you think the arts are? What else?”

GRAPH 37: ATTITUDES, DEFINITIONS OF THE ARTS



Base: All respondents 10–14 (n=104)

Refer to page 28 to compare the responses of New Zealanders 15 years and over.

ATTITUDES TO THE ARTS: THE "PRE" PHASE

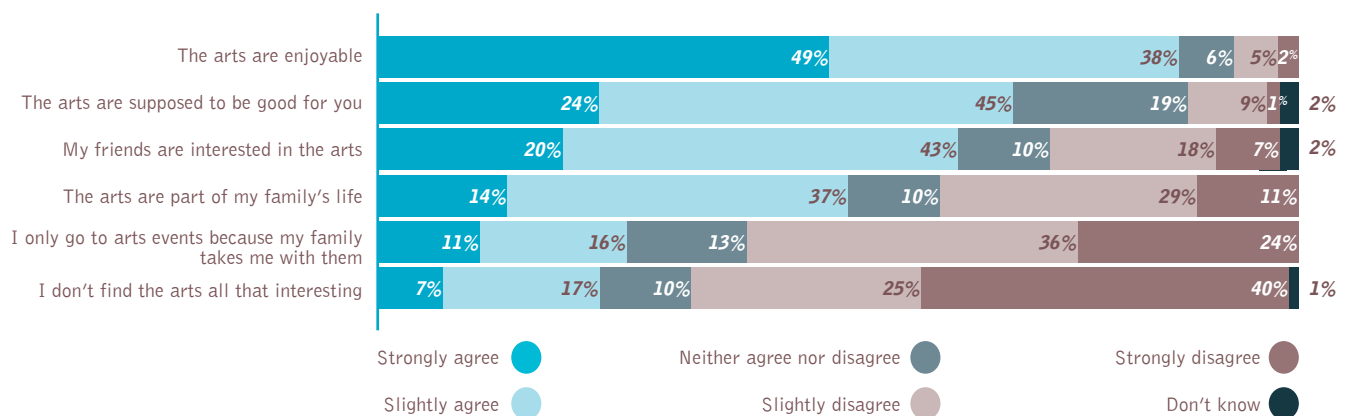
Respondents were asked a series of attitudinal questions at the start of the interview ("pre") and asked again at the end of the interview ("post").

In between, they were asked about their attendance and participation in the visual arts, performing arts, literature, Māori arts and Pacific arts. For each, they were given a full description of what it covered so that by the end of the interview, they had been made aware of a wider definition of the arts and what they encompassed.

Turn to pages 62 to 63 for graphs indicating changes in attitudes between the "pre" and "post" phases.

Statement: "I'm going to read out some statements that other children and people your age have said about the arts and I'd like you to tell me whether you agree or disagree with the statements."

GRAPH 38: ATTITUDES TO THE ARTS, LEVEL OF AGREEMENT WITH STATEMENTS – PRE



Base: All respondents 10-14 (n=104)

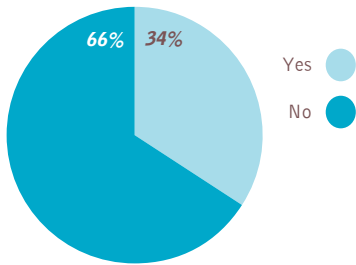
Attendance and participation

VISUAL ARTS

Statement: "Have you been to any art galleries or exhibitions or looked at online galleries in the past 12 months with your school?"

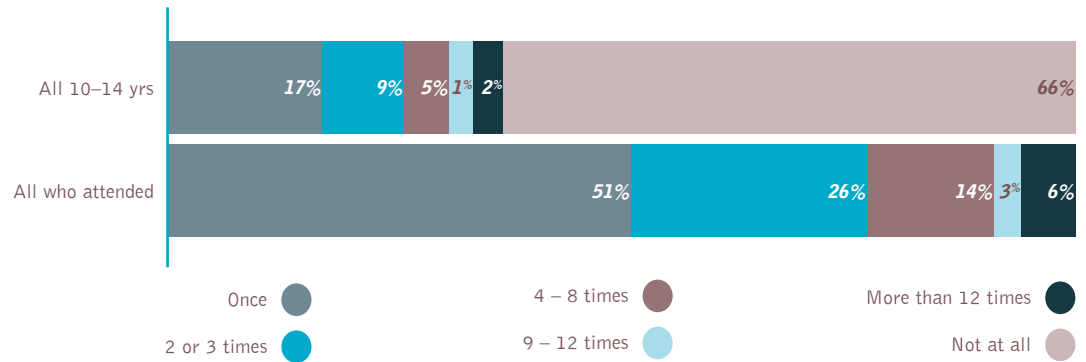
GRAPH 39: ATTENDANCE AND FREQUENCY, VISUAL ARTS, WITH SCHOOL

Attendance in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of attendance



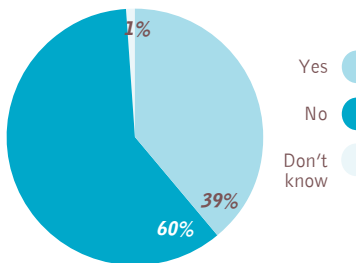
Base: All respondents 10-14 (n=104)

All respondents who attended in past 12 months (n=35)

Statement: "Have you been to any art galleries or exhibitions or looked at online galleries in the past 12 months with your family, friends or other than with school?"

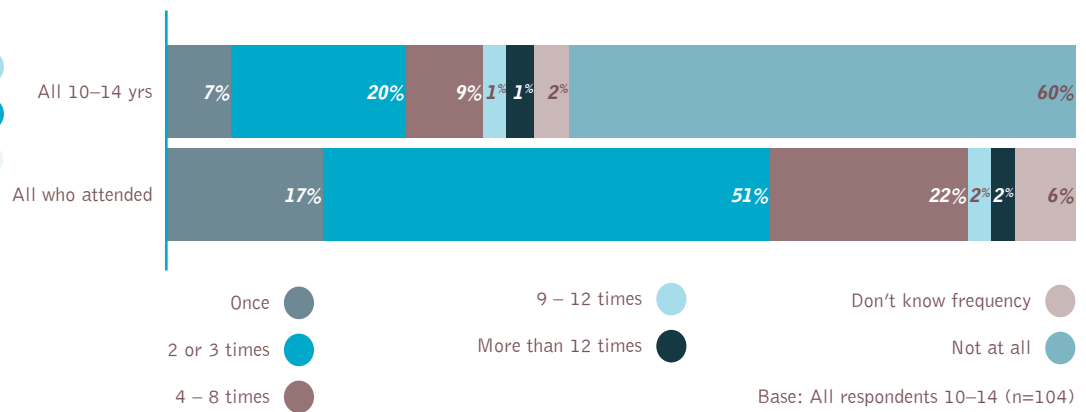
GRAPH 40: ATTENDANCE AND FREQUENCY, VISUAL ARTS, OTHER THAN SCHOOL

Attendance in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of attendance



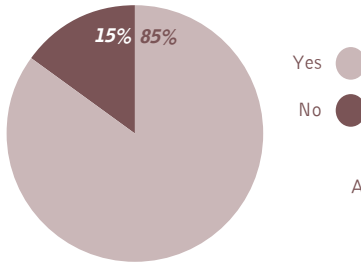
Base: All respondents 10-14 (n=104)

All respondents who attended in past 12 months (n=41)

Statement: “Have you done any painting, photography, sculpture, printmaking or filmmaking in the past 12 months at your school?”

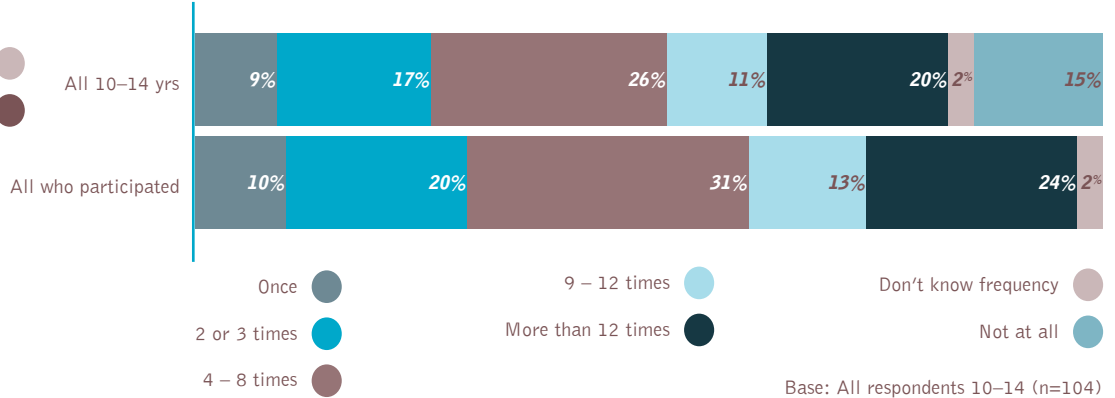
GRAPH 41: PARTICIPATION AND FREQUENCY, VISUAL ARTS, WITH SCHOOL

Participation in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of participation

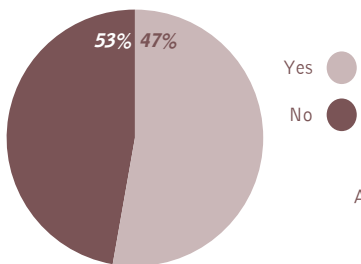


Base: All respondents 10-14 (n=104)
All respondents who participated in past 12 months (n=88)

Statement: “Have you done any painting, photography, sculpture, printmaking or filmmaking in the past 12 months at home or elsewhere outside of school?”

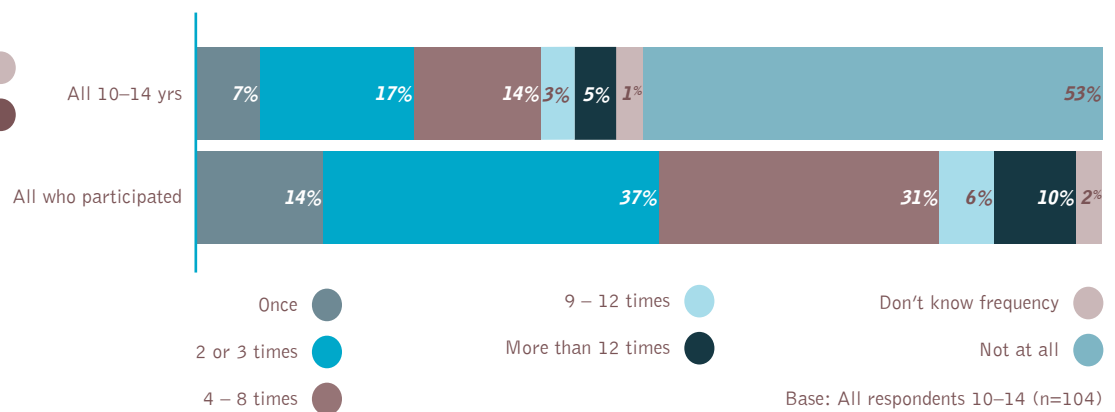
GRAPH 42: PARTICIPATION AND FREQUENCY, VISUAL ARTS, OTHER THAN SCHOOL

Participation in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of participation



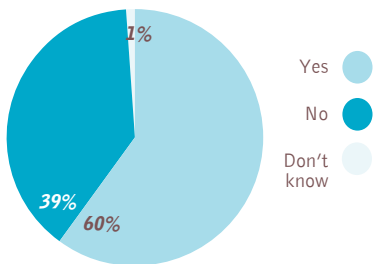
Base: All respondents 10-14 (n=104)
All respondents who participated in past 12 months (n=49)

PERFORMING ARTS

Statement: “Have you gone to any ballet or dance performances, plays, concerts, musical performances or circuses in the past 12 months with your school?”

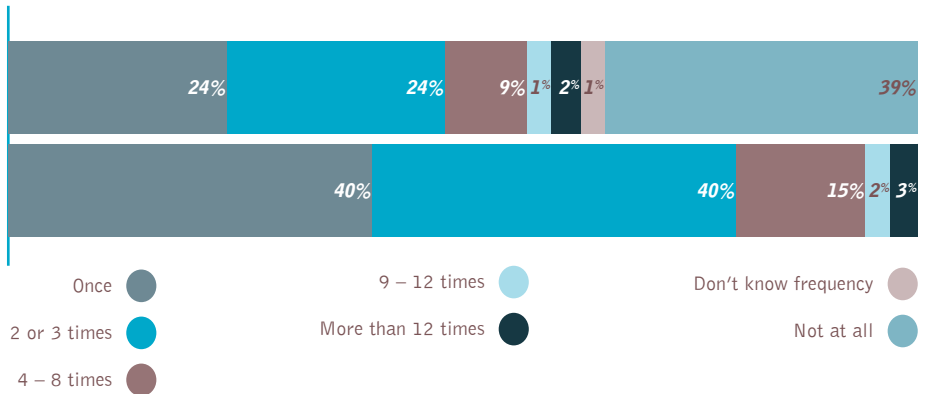
GRAPH 43: ATTENDANCE AND FREQUENCY, PERFORMING ARTS, WITH SCHOOL

Attendance in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of attendance

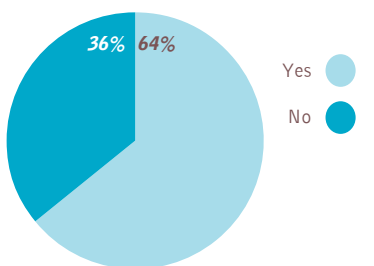


Base: All respondents 10-14 (n=104)
All respondents who attended in past 12 months (n=62)

Statement: “Have you gone to any ballet or dance performances, plays, concerts, musical performances or circuses in the past 12 months with your family, friends or other than school?”

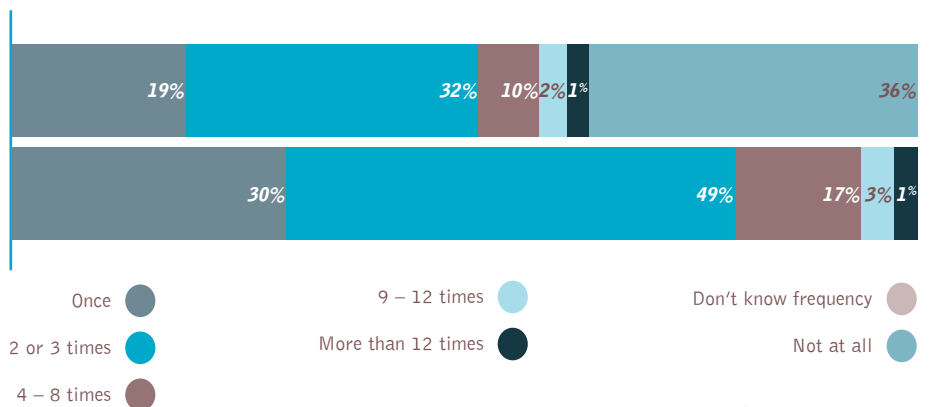
GRAPH 44: ATTENDANCE AND FREQUENCY, PERFORMING ARTS, OTHER THAN SCHOOL

Attendance in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of attendance

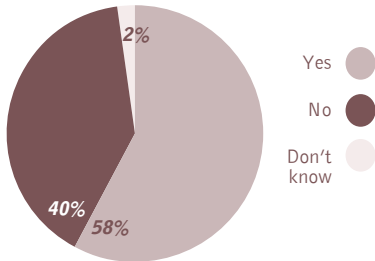


Base: All respondents 10-14 (n=104)
All respondents who attended in past 12 months (n=67)

Statement: "Have you taken part in any plays, dance, singing or music performances or events in the past 12 months with your school?"

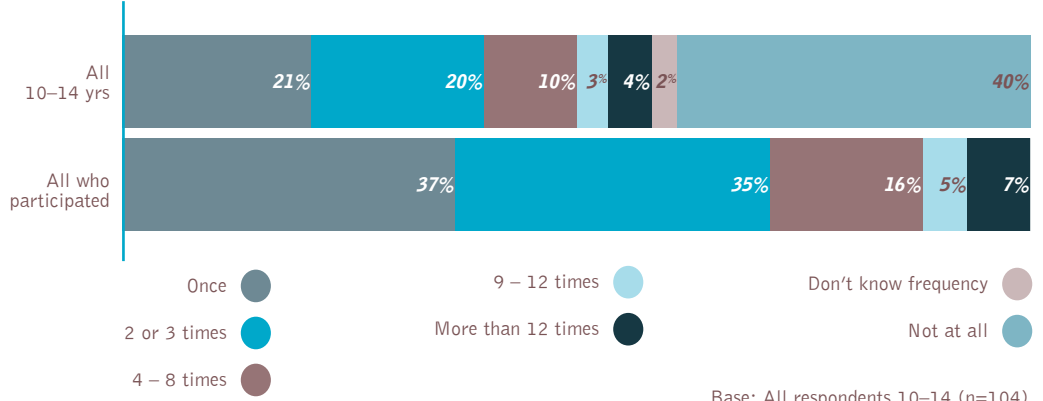
GRAPH 45: PARTICIPATION AND FREQUENCY, PERFORMING ARTS, WITH SCHOOL

Participation in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of participation

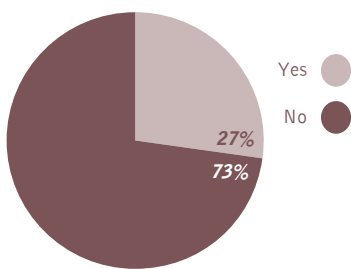


Base: All respondents 10-14 (n=104)
All respondents who participated in past 12 months (n=60)

Statement: "Have you taken part in any plays, dance, singing or music performances or events in the past 12 months with your family, friends or other than school?"

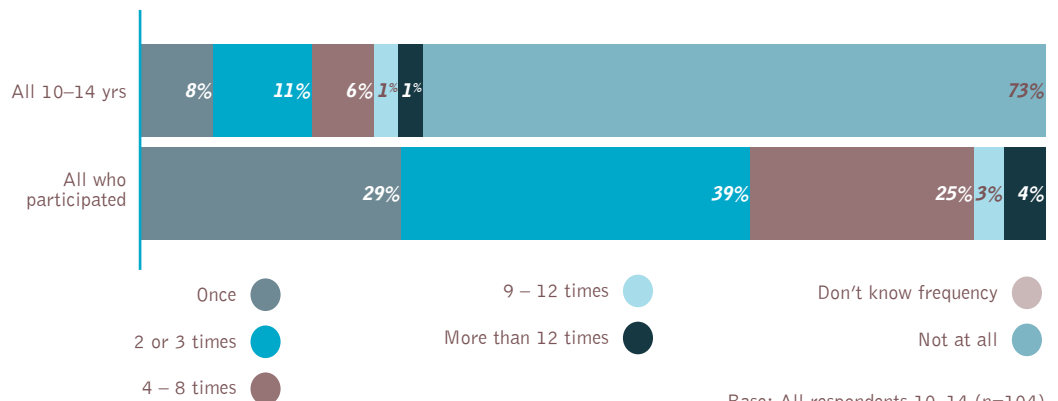
GRAPH 46: PARTICIPATION AND FREQUENCY, PERFORMING ARTS, OTHER THAN SCHOOL

Participation in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of participation



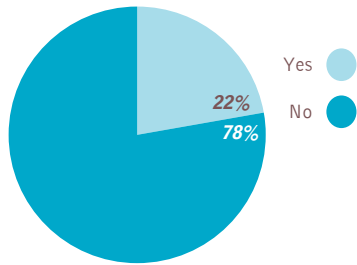
Base: All respondents 10-14 (n=104)
All respondents who participated in past 12 months (n=28)

LITERATURE

Statement: “Have you gone to any poetry or book readings, or book festivals or events in the past 12 months with your school?”

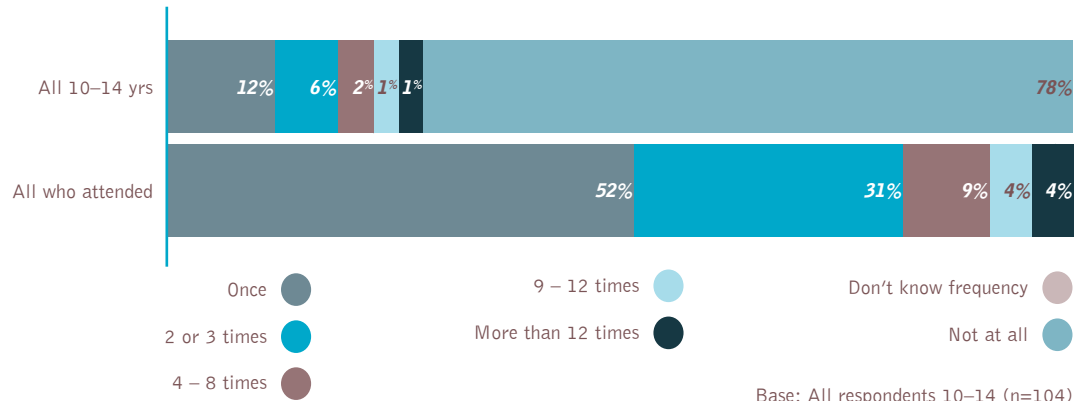
GRAPH 47: ATTENDANCE AND FREQUENCY, LITERATURE, WITH SCHOOL

Attendance in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of attendance

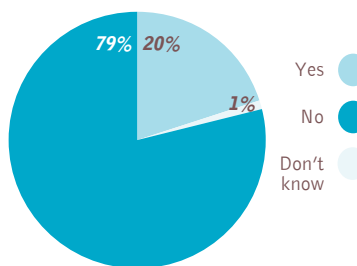


Base: All respondents 10-14 (n=104)
All respondents who attended in past 12 months (n=23)

Statement: “Have you gone to any poetry or book readings, or book festivals or events in the past 12 months with your family, friends or other than school?”

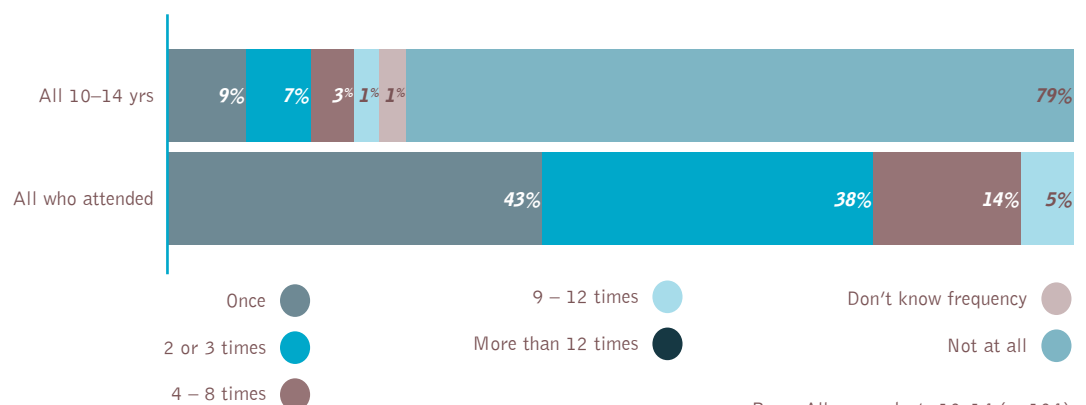
GRAPH 48: ATTENDANCE AND FREQUENCY, LITERATURE, OTHER THAN SCHOOL

Attendance in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of attendance

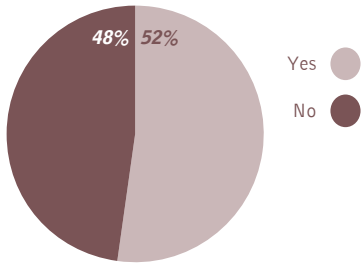


Base: All respondents 10-14 (n=104)
All respondents who attended in past 12 months (n=21)

Statement: "In the past 12 months, have you written any short stories, poems or essays for a school competition?"

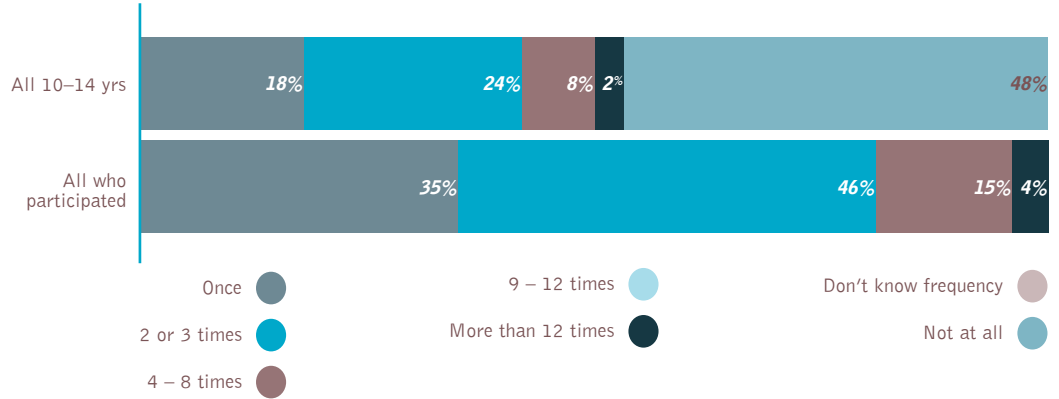
GRAPH 49: PARTICIPATION AND FREQUENCY, LITERATURE, WITH SCHOOL

Participation in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of participation

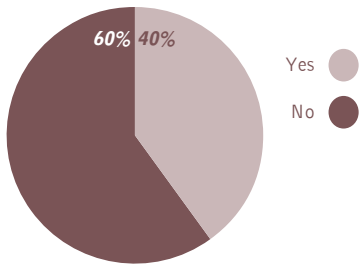


Base: All respondents 10-14 (n=104)
All respondents who participated in past 12 months (n=54)

Statement: "In the past 12 months, have you written any short stories, poems or essays at home that haven't been for school work?"

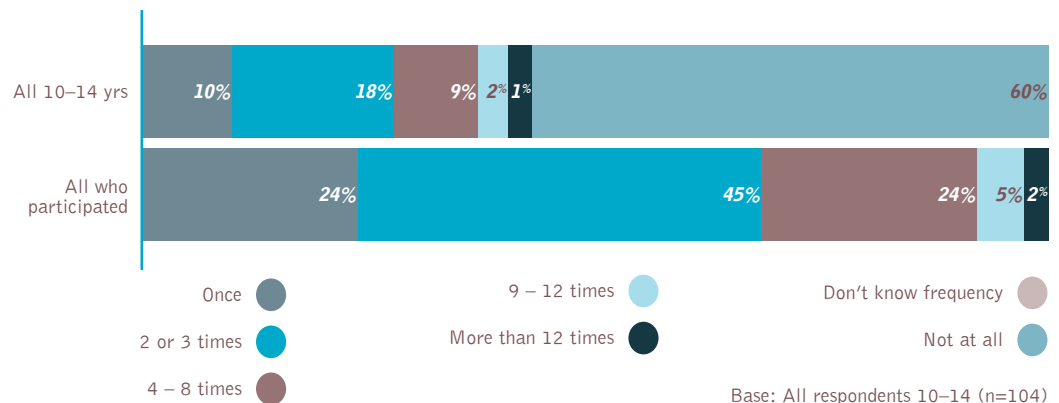
GRAPH 50: PARTICIPATION AND FREQUENCY, LITERATURE, OTHER THAN SCHOOL

Participation in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of participation



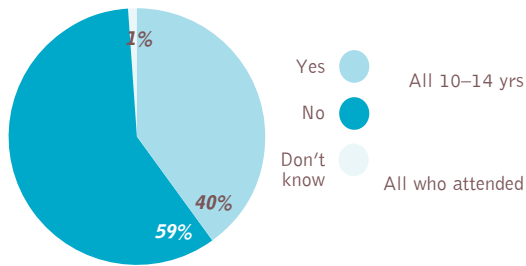
Base: All respondents 10-14 (n=104)
All respondents who participated in past 12 months (n=42)

MĀORI ARTS

Statement: “Have you gone to any cultural performances, festivals, exhibitions or celebrations by Māori people or groups in the past 12 months with your school?”

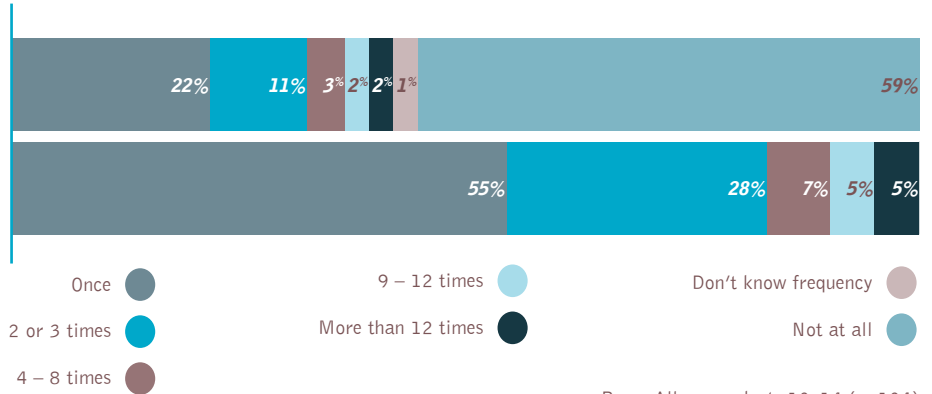
GRAPH 51: ATTENDANCE AND FREQUENCY, MĀORI ARTS, WITH SCHOOL

Attendance in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of attendance

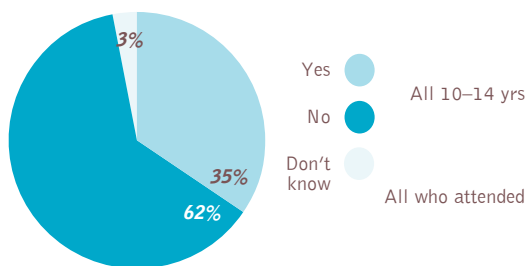


Base: All respondents 10-14 (n=104)
All respondents who attended in past 12 months (n=42)

Statement: “Have you gone to any cultural performances, festivals, exhibitions or celebrations by Māori people or groups in the past 12 months with your family, friends or other than school?”

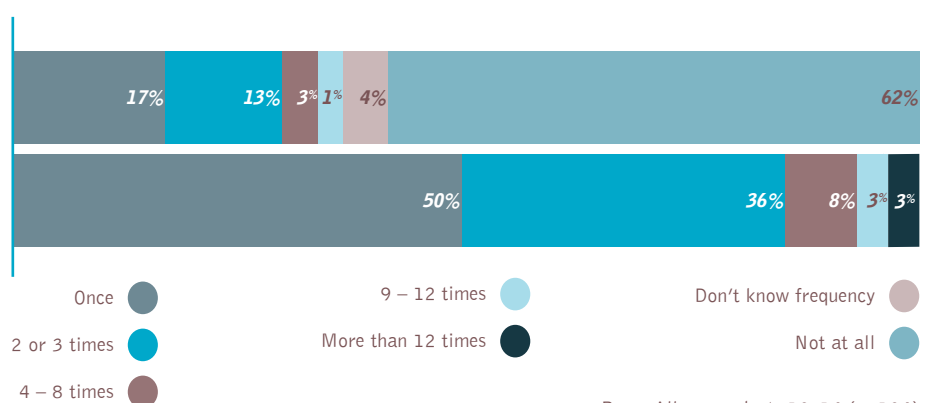
GRAPH 52: ATTENDANCE AND FREQUENCY, MĀORI ARTS, OTHER THAN SCHOOL

Attendance in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of attendance

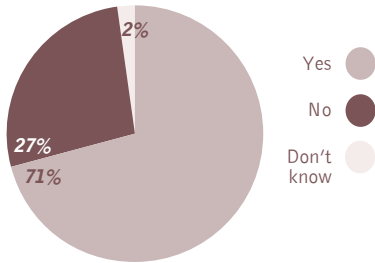


Base: All respondents 10-14 (n=104)
All respondents who attended in past 12 months (n=36)

Statement: “In the past 12 months, have you done any Māori art or craft, or workshops, including carving, weaving or singing, or kapa haka, or other Māori dance or music activities with your school?”

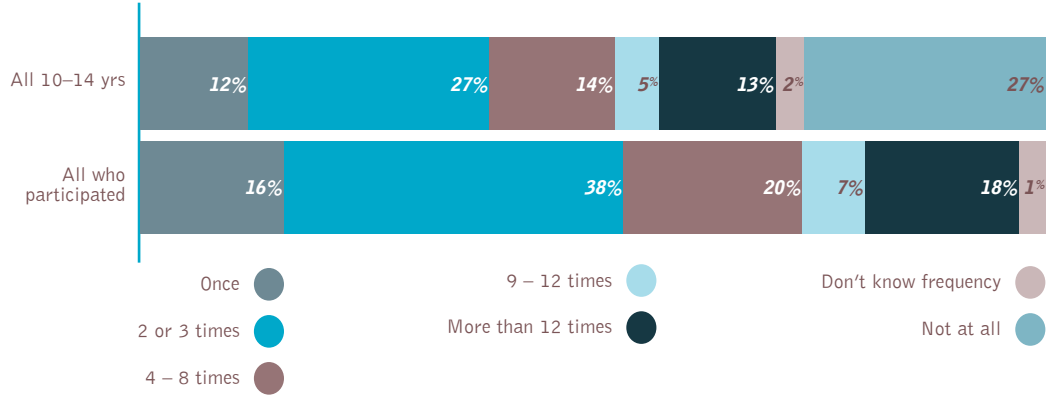
GRAPH 53: PARTICIPATION AND FREQUENCY, MĀORI ARTS, WITH SCHOOL

Participation in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of participation

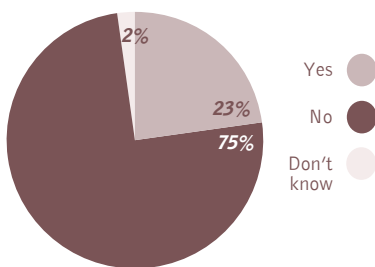


Base: All respondents 10-14 (n=104)
All respondents who participated in past 12 months (n=74)

Statement: “In the past 12 months, have you done any Māori art or craft, or workshops, including carving, weaving or singing, or kapa haka, or other Māori dance or music activities with your family, friends or other than school?”

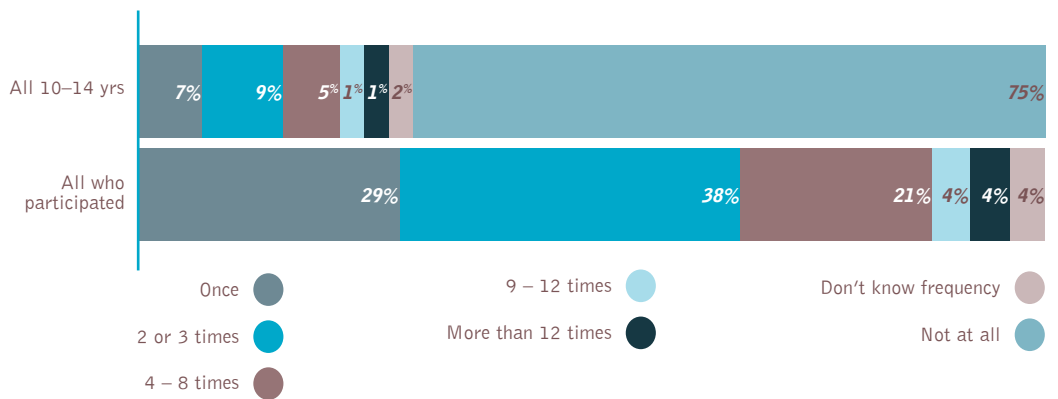
GRAPH 54: PARTICIPATION AND FREQUENCY, MĀORI ARTS, OTHER THAN SCHOOL

Participation in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of participation



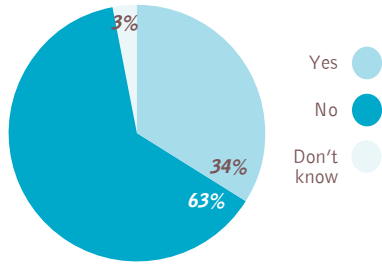
Base: All respondents 10-14 (n=104)
All respondents who participated in past 12 months (n=24)

PACIFIC ARTS

Statement: “Have you gone to any cultural performances, festivals, exhibitions or celebrations by Pacific people or groups in the past 12 months with your school?”

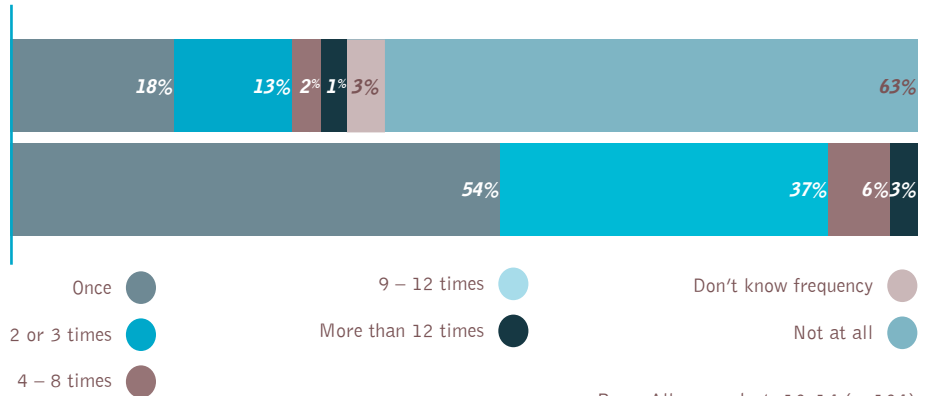
GRAPH 55: ATTENDANCE AND FREQUENCY, PACIFIC ARTS, WITH SCHOOL

Attendance in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of attendance

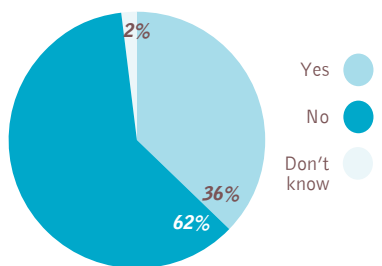


Base: All respondents 10-14 (n=104)
All respondents who attended in past 12 months (n=35)

Statement: “Have you gone to any cultural performances, festivals, exhibitions or celebrations by Pacific people or groups in the past 12 months with your family, friends or other than with school?”

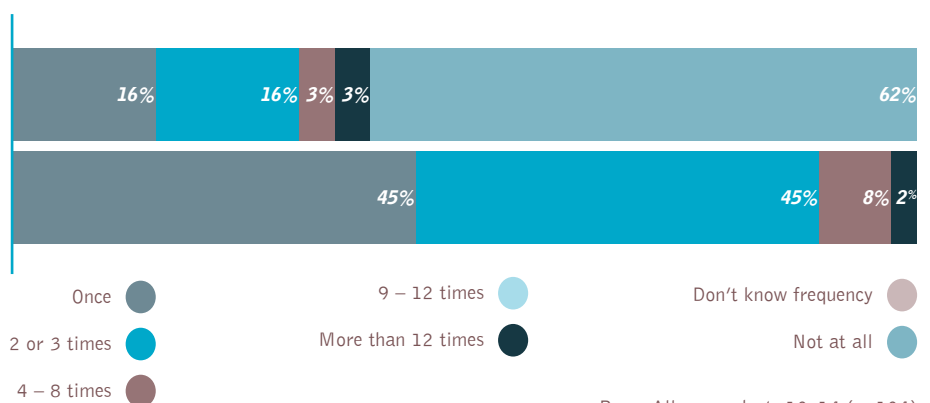
GRAPH 56: ATTENDANCE AND FREQUENCY, PACIFIC ARTS, OTHER THAN SCHOOL

Attendance in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of attendance

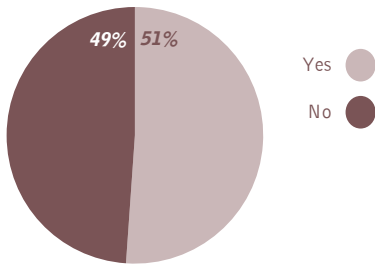


Base: All respondents 10-14 (n=104)
All respondents who attended in past 12 months (n=38)

Statement: “Have you done any weaving or other Pacific handicrafts, workshops, carving, traditional dance, choir or music activities or events in the past 12 months with your school?”

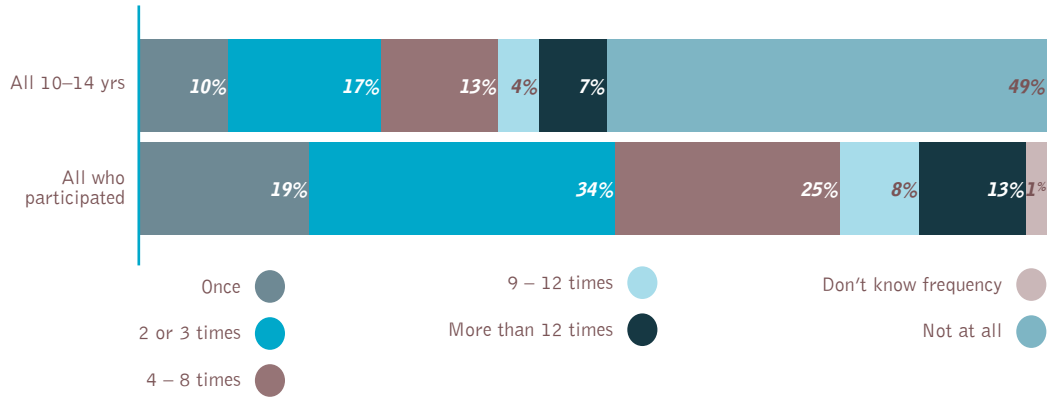
GRAPH 57: PARTICIPATION AND FREQUENCY, PACIFIC ARTS, WITH SCHOOL

Participation in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of participation

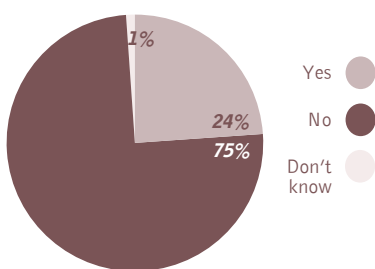


Base: All respondents 10-14 (n=104)
All respondents who participated in past 12 months (n=53)

Statement: “Have you done any weaving or other Pacific handicrafts, workshops, carving, traditional dance, choir or music activities or events in the past 12 months with your family, friends or other than school?”

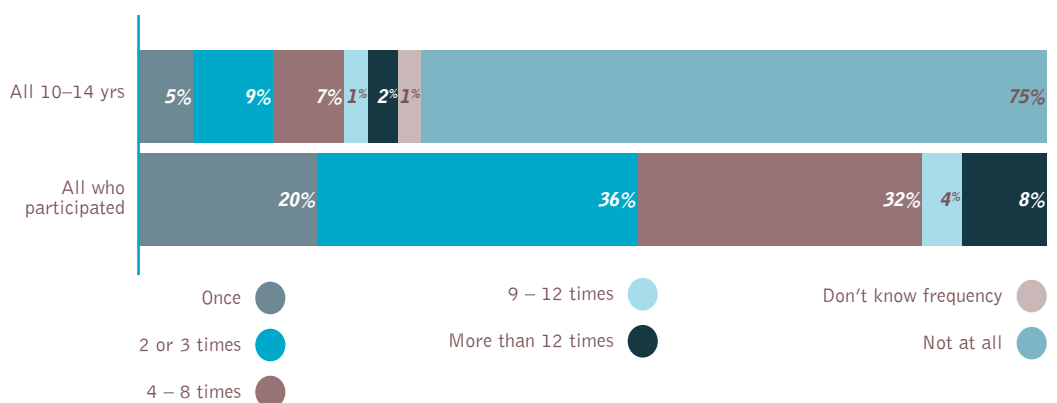
GRAPH 58: PARTICIPATION AND FREQUENCY, PACIFIC ARTS, OTHER THAN SCHOOL

Participation in past 12 months



Base: All respondents 10-14 (n=104)

Frequency of participation

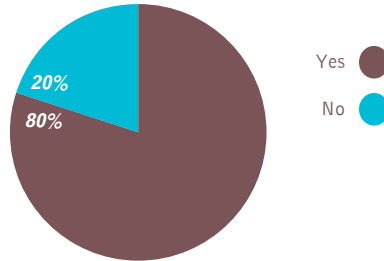


Base: All respondents 10-14 (n=104)
All respondents who participated in past 12 months (n=25)

COMPUTERS AND ART

Statement: “Do you ever use a computer to create art, either at home, school or elsewhere?”

GRAPH 59: USE OF COMPUTERS TO CREATE ART



Base: All respondents 10–14 (n=104)

ATTITUDES TO THE ARTS: THE “POST” PHASE

Respondents were asked a series of attitudinal questions at the start of the interview (“pre”) and asked again at the end of the interview (“post”).

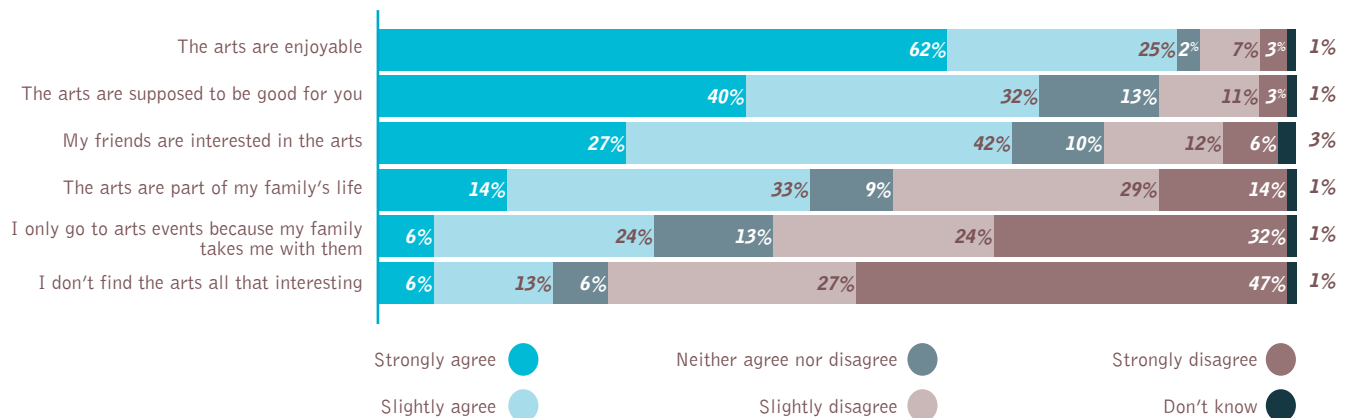
In between, they were asked about their attendance and participation in the visual arts, performing arts, literature, Māori arts and Pacific arts. For each, they were given a full description of what it covered so that by the end of the interview, they had been made aware of a wider definition of the arts and what they encompassed.

Turn to page 51 for a graph showing attitudes in the “pre” phase of the interview.

Statement: “Now that you know what type of activities we mean by the term ‘the arts’, I’d like to read out those earlier statements and have you tell me whether you agree or disagree with the statements.”

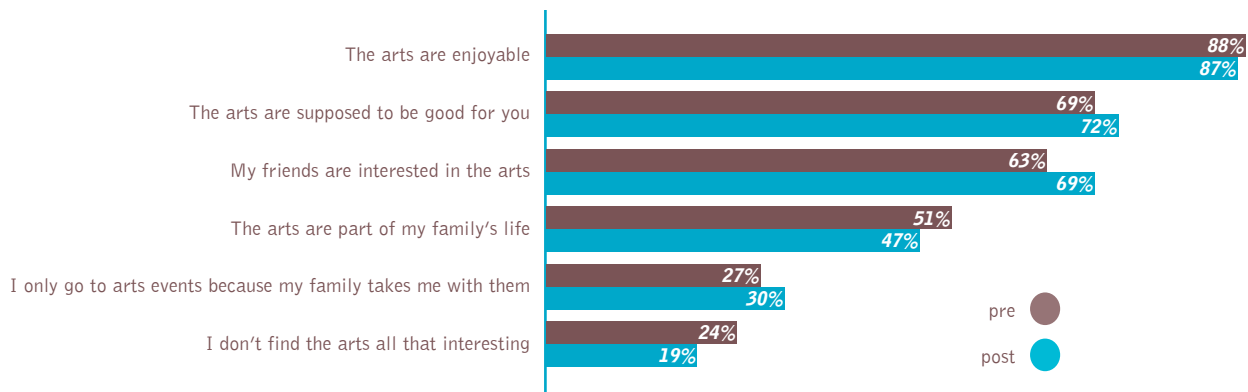
GRAPH 60: ATTITUDES TO THE ARTS, LEVEL OF AGREEMENT WITH STATEMENTS – POST

GRAPH 61: ATTITUDES TO THE ARTS, STRONGLY/SLIGHTLY AGREE WITH



Base: All respondents 10–14 (n=104)

STATEMENTS – PRE VERSUS POST



Base: All respondents 10-14 (n=104)



demographic tables

tatauranga rārangi

Demographics by attendance tritiles

| Group 1 | Total population | Attended nothing | Low attendance | Medium attendance | High attendance |
|------------------------|------------------|------------------|----------------|-------------------|-----------------|
| AGE | | | | | |
| Total (automatic base) | 1372 | 216 | 266 | 451 | 439 |
| 10 to 14 | 0% | 0% | 0% | 0% | 0% |
| 15 to 17 | 5% | 4% | 3% | 5% | 7% |
| 18 to 24 | 12% | 8% | 13% | 12% | 13% |
| 25 to 29 | 9% | 11% | 7% | 8% | 9% |
| 30 to 34 | 10% | 5% | 11% | 8% | 13% |
| 35 to 39 | 10% | 8% | 12% | 11% | 10% |
| 40 to 44 | 10% | 12% | 8% | 9% | 11% |
| 45 to 49 | 9% | 7% | 11% | 10% | 7% |
| 50 to 54 | 8% | 9% | 7% | 9% | 8% |
| 55 to 59 | 6% | 7% | 5% | 7% | 7% |
| 60 to 64 | 5% | 4% | 6% | 4% | 7% |
| 65 to 69 | 4% | 9% | 4% | 4% | 2% |
| 70 to 74 | 4% | 5% | 6% | 3% | 3% |
| 75 to 79 | 3% | 4% | 3% | 3% | 3% |
| 80+ | 4% | 5% | 3% | 5% | 2% |
| Refused | 0% | 0% | 0% | 0% | 0% |
| GENDER | | | | | |
| Male | 48% | 63% | 51% | 45% | 42% |
| Female | 52% | 37% | 49% | 55% | 58% |
| PAID EMPLOYMENT | | | | | |
| Total (automatic base) | 1372 | 216 | 266 | 451 | 439 |
| Yes | 65% | 58% | 67% | 67% | 67% |
| No | 35% | 42% | 33% | 33% | 33% |

| Group 1 | Total population | Attended nothing | Low attendance | Medium attendance | High attendance |
|--|------------------|------------------|----------------|-------------------|-----------------|
| NUMBER OF HOURS | | | | | |
| Total (automatic base) | 1372 | 216 | 266 | 451 | 439 |
| Under 20 hours | 12% | 11% | 15% | 12% | 10% |
| 20 hours to 34 hours | 14% | 6% | 15% | 15% | 16% |
| 35 hours or more | 74% | 83% | 70% | 73% | 73% |
| MAIN INCOME EARNER | | | | | |
| Total (automatic base) | 1372 | 216 | 266 | 451 | 439 |
| Yes | 52% | 58% | 54% | 53% | 47% |
| No | 48% | 42% | 46% | 47% | 53% |
| OCCUPATION | | | | | |
| Total (automatic base) | 1372 | 216 | 266 | 451 | 439 |
| Home duties (not otherwise employed) | 5% | 7% | 5% | 5% | 3% |
| Retired/superannuitant | 15% | 22% | 14% | 15% | 11% |
| Social welfare beneficiary/unemployed | 5% | 7% | 5% | 5% | 4% |
| Student at secondary school | 4% | 3% | 1% | 5% | 6% |
| Student at university/polytechnic | 5% | 1% | 6% | 5% | 7% |
| Clerical or sales employee | 7% | 11% | 6% | 6% | 7% |
| Semi-skilled worker | 4% | 3% | 4% | 4% | 3% |
| Technical or skilled worker | 13% | 18% | 16% | 11% | 12% |
| Business proprietor or self-employed | 8% | 6% | 7% | 9% | 9% |
| Business manager or executive | 7% | 6% | 6% | 9% | 7% |
| Teacher/nurse/police or other trained service worker | 11% | 4% | 11% | 13% | 13% |
| Professional or public servant | 9% | 5% | 7% | 7% | 13% |
| Labourer, manual, agricultural or domestic worker | 4% | 5% | 7% | 4% | 3% |
| Farm owner or manager | 1% | 3% | 3% | 0% | 1% |
| Refused | 1% | 1% | 1% | 0% | 1% |

| Group 1 | Total population | Attended nothing | Low attendance | Medium attendance | High attendance |
|--|------------------|------------------|----------------|-------------------|-----------------|
| MAIN EARNER OCCUPATION | | | | | |
| Total (automatic base) | 1372 | 216 | 266 | 451 | 439 |
| Home duties (not otherwise employed) | 1% | 0% | 1% | 2% | 1% |
| Retired/superannuitant | 12% | 19% | 11% | 12% | 9% |
| Social welfare beneficiary/unemployed | 3% | 3% | 3% | 3% | 3% |
| Student at secondary school | 0% | 0% | 0% | 0% | 0% |
| Student at university/polytechnic | 2% | 0% | 1% | 2% | 2% |
| Clerical or sales employee | 5% | 6% | 4% | 4% | 5% |
| Semi-skilled worker | 4% | 4% | 6% | 3% | 3% |
| Technical or skilled worker | 19% | 24% | 19% | 18% | 18% |
| Business proprietor or self-employed | 10% | 5% | 13% | 11% | 9% |
| Business manager or executive | 9% | 9% | 7% | 14% | 7% |
| Teacher/nurse/police or other trained service worker | 11% | 4% | 10% | 12% | 12% |
| Professional or public servant | 9% | 5% | 5% | 8% | 13% |
| Labourer, manual, agricultural or domestic worker | 8% | 9% | 8% | 5% | 9% |
| Farm owner or manager | 3% | 5% | 4% | 3% | 2% |
| Refused | 6% | 5% | 7% | 4% | 6% |
| GROSS INCOME | | | | | |
| Total (automatic base) | 1372 | 216 | 266 | 451 | 439 |
| \$20,000 or less | 10% | 13% | 12% | 9% | 9% |
| \$20,001 to \$30,000 | 10% | 15% | 10% | 10% | 9% |
| \$30,001 to \$40,000 | 9% | 11% | 10% | 9% | 8% |
| \$40,001 to \$50,000 | 10% | 10% | 12% | 10% | 10% |
| \$50,001 to \$60,000 | 10% | 12% | 10% | 8% | 10% |
| \$60,001 to \$80,000 | 11% | 6% | 11% | 12% | 11% |
| \$80,001 to \$100,000 | 11% | 8% | 9% | 10% | 14% |

| Group 1 | Total population | Attended nothing | Low attendance | Medium attendance | High attendance |
|--|------------------|------------------|----------------|-------------------|-----------------|
| \$100,001 to \$120,000 | 5% | 4% | 5% | 5% | 7% |
| More than \$120,000 | 6% | 3% | 6% | 7% | 7% |
| Refused | 7% | 8% | 6% | 8% | 7% |
| Don't know | 10% | 9% | 9% | 10% | 10% |
| EDUCATION | | | | | |
| Total (automatic base) | 1372 | 216 | 266 | 451 | 439 |
| Primary or intermediate school | 2% | 2% | 3% | 1% | 1% |
| Secondary school without school certificate | 13% | 22% | 18% | 12% | 7% |
| School certificate/NCEA Level 1 | 16% | 22% | 16% | 19% | 11% |
| University entrance, 6th form certificate or NCEA Level 2 or 3 | 20% | 20% | 21% | 21% | 19% |
| Technical or trade qualification | 9% | 11% | 12% | 9% | 8% |
| Other tertiary qualification | 12% | 9% | 8% | 10% | 17% |
| University graduate | 17% | 9% | 12% | 17% | 24% |
| Postgraduate qualification | 9% | 3% | 8% | 11% | 11% |
| Refused | 0% | 1% | 1% | 0% | 1% |
| Don't know | 1% | 1% | 1% | 1% | 1% |
| HOUSEHOLD | | | | | |
| Total (automatic base) | 1372 | 216 | 266 | 451 | 439 |
| Youngest child under 5 | 14% | 16% | 13% | 13% | 14% |
| Youngest child aged 5-15 | 16% | 9% | 19% | 16% | 18% |
| Youngest child at home over 15 | 9% | 11% | 9% | 8% | 10% |
| Single/one person household | 21% | 24% | 22% | 22% | 19% |
| Household - no children/ none at home | 32% | 37% | 33% | 31% | 30% |
| Flat - not a family home | 4% | 1% | 2% | 5% | 5% |
| Other | 3% | 1% | 1% | 4% | 3% |
| Refused | 0% | 0% | 0% | 0% | 0% |

| Group 1 | Total population | Attended nothing | Low attendance | Medium attendance | High attendance |
|----------------------------|------------------|------------------|----------------|-------------------|-----------------|
| NUMBER IN HOUSEHOLD | | | | | |
| One | 23% | 27% | 22% | 24% | 21% |
| Two | 33% | 33% | 33% | 35% | 32% |
| Three | 17% | 17% | 17% | 15% | 17% |
| Four | 14% | 12% | 15% | 14% | 13% |
| Five | 8% | 7% | 8% | 6% | 10% |
| Six | 3% | 2% | 3% | 4% | 2% |
| Seven | 1% | 2% | 1% | 1% | 2% |
| Eight | 1% | 1% | 0% | 1% | 1% |
| Nine | 1% | 0% | 1% | 0% | 1% |
| Ten or more | 0% | 0% | 1% | 0% | 0% |
| Refused | 0% | 0% | 0% | 0% | 0% |
| NUMBER OF CHILDREN | | | | | |
| Total (automatic base) | 1372 | 216 | 266 | 451 | 439 |
| One | 34% | 36% | 37% | 32% | 35% |
| Two | 29% | 33% | 31% | 31% | 25% |
| Three | 12% | 15% | 11% | 9% | 14% |
| Four | 5% | 10% | 6% | 5% | 4% |
| Five | 1% | 0% | 3% | 1% | 2% |
| Six | 1% | 1% | 2% | 1% | 1% |
| Seven | 0% | 0% | 0% | 1% | 0% |
| Eight | 0% | 0% | 0% | 0% | 0% |
| Nine | 0% | 0% | 0% | 1% | 0% |
| Ten or more | 0% | 0% | 0% | 0% | 0% |
| Refused | 0% | 0% | 0% | 0% | 0% |
| None in the house | 16% | 6% | 10% | 21% | 19% |
| ETHNICITY | | | | | |
| Total (automatic base) | 1372 | 216 | 266 | 451 | 439 |
| NZ European | 74% | 76% | 75% | 78% | 68% |
| Māori | 14% | 13% | 13% | 10% | 18% |
| Pacific Islands | 6% | 5% | 6% | 5% | 8% |
| Other | 7% | 6% | 6% | 7% | 6% |
| Refused | 0% | 0% | 0% | 0% | 0% |

| Group 1 | Total population | Attended nothing | Low attendance | Medium attendance | High attendance |
|-----------------------------------|------------------|------------------|----------------|-------------------|-----------------|
| REGION | | | | | |
| Total (automatic base) | 1372 | 216 | 266 | 451 | 439 |
| Auckland | 29% | 25% | 28% | 29% | 30% |
| Christchurch | 9% | 5% | 11% | 10% | 9% |
| Dunedin | 3% | 6% | 0% | 2% | 4% |
| Gisborne | 1% | 1% | 1% | 0% | 1% |
| Hamilton | 4% | 4% | 4% | 4% | 5% |
| Hibiscus Coast | 1% | 2% | 2% | 1% | 0% |
| Invercargill | 1% | 1% | 2% | 1% | 1% |
| Hawkes Bay | 3% | 2% | 2% | 4% | 3% |
| Nelson | 2% | 1% | 1% | 2% | 2% |
| New Plymouth | 1% | 0% | 1% | 1% | 2% |
| Palmerston North | 2% | 3% | 1% | 2% | 3% |
| Rotorua | 1% | 1% | 1% | 1% | 2% |
| Tauranga | 3% | 1% | 2% | 4% | 3% |
| Te Awamutu | 0% | 0% | 1% | 1% | 0% |
| Wanganui | 1% | 1% | 3% | 0% | 1% |
| Wellington | 9% | 5% | 8% | 8% | 14% |
| Whangarei | 1% | 1% | 1% | 3% | 1% |
| *NMU = Non main urban area | | | | | |
| Auckland *(NMU) | 2% | 5% | 3% | 1% | 2% |
| Christchurch (NMU) | 4% | 8% | 3% | 5% | 3% |
| Dunedin (NMU) | 2% | 5% | 2% | 1% | 1% |
| Gisborne (NMU) | 0% | 0% | 0% | 0% | 1% |
| Hamilton (NMU) | 4% | 7% | 4% | 3% | 3% |
| Invercargill (NMU) | 1% | 2% | 0% | 2% | 0% |
| Hawkes Bay (NMU) | 1% | 1% | 0% | 1% | 1% |
| Nelson (NMU) | 2% | 2% | 2% | 2% | 1% |
| New Plymouth (NMU) | 1% | 1% | 3% | 1% | 0% |
| Palmerston North (NMU) | 2% | 3% | 4% | 1% | 1% |
| Rotorua (NMU) | 1% | 2% | 2% | 1% | 1% |
| Tauranga (NMU) | 2% | 1% | 4% | 1% | 1% |

| Group 1 | Total population | Attended nothing | Low attendance | Medium attendance | High attendance |
|------------------------|------------------|------------------|----------------|-------------------|-----------------|
| Wanganui (NMU) | 1% | 0% | 1% | 1% | 1% |
| Whangarei (NMU) | 2% | 2% | 2% | 2% | 2% |
| Kapiti | 1% | 0% | 0% | 2% | 1% |
| Wellington (NMU) | 1% | 1% | 1% | 1% | 1% |
| LOCATION TYPE | | | | | |
| Total (automatic base) | 1372 | 216 | 266 | 451 | 439 |
| Urban | 73% | 60% | 69% | 73% | 81% |
| Rural | 27% | 40% | 31% | 27% | 19% |
| *AREA TYPE | | | | | |
| Total (automatic base) | 1372 | 216 | 266 | 451 | 439 |
| Metropolitan cities | 47% | 35% | 47% | 47% | 53% |
| Provincial cities | 25% | 24% | 22% | 26% | 28% |
| Towns/rural | 27% | 40% | 31% | 27% | 19% |

***Metropolitan cities:** Auckland, North Shore, Waitakere, Manukau, Wellington, Christchurch

Provincial cities: Dunedin, Gisborne, Hamilton, Hibiscus Coast, Invercargill, Napier, Hastings, Nelson, New Plymouth, Palmerston North, Rotorua, Tauranga, Te Awamutu, Wanganui, Whangarei

Rural/towns: the non-free calling areas outside the above urban areas

Demographics by participation frequency

| Group 2 | Total population | No participation | Less than 12 times | More than 12 times |
|------------------------|------------------|------------------|--------------------|--------------------|
| GENDER | | | | |
| Total (automatic base) | 1375 | 685 | 343 | 347 |
| Male | 48% | 53% | 43% | 44% |
| Female | 52% | 47% | 57% | 56% |
| AGE | | | | |
| 10 to 14 | 0% | 0% | 0% | 0% |
| 15 to 17 | 5% | 2% | 10% | 7% |
| 18 to 24 | 12% | 9% | 13% | 18% |
| 25 to 29 | 9% | 8% | 9% | 9% |
| 30 to 34 | 10% | 10% | 10% | 9% |
| 35 to 39 | 10% | 11% | 11% | 9% |
| 40 to 44 | 10% | 10% | 8% | 10% |
| 45 to 49 | 9% | 9% | 8% | 8% |
| 50 to 54 | 8% | 8% | 9% | 8% |
| 55 to 59 | 6% | 7% | 5% | 7% |
| 60 to 64 | 5% | 5% | 7% | 4% |
| 65 to 69 | 4% | 6% | 2% | 4% |
| 70 to 74 | 4% | 5% | 3% | 4% |
| 75 to 79 | 3% | 5% | 2% | 1% |
| 80+ | 4% | 5% | 4% | 1% |
| Refused | 0% | 0% | 0% | 0% |
| ETHNICITY | | | | |
| Total (automatic base) | 1375 | 685 | 343 | 347 |
| NZ European | 74% | 79% | 71% | 67% |
| Māori | 14% | 9% | 15% | 21% |
| Pacific Islands | 6% | 5% | 8% | 7% |
| Other | 7% | 7% | 7% | 5% |

| Group 2 | Total population | No participation | Less than 12 times | More than 12 times |
|--|------------------|------------------|--------------------|--------------------|
| EDUCATION | | | | |
| Total (automatic base) | 1375 | 685 | 343 | 347 |
| Primary or intermediate school | 2% | 2% | 1% | 2% |
| Secondary school without school certificate | 13% | 13% | 16% | 10% |
| School certificate/NCEA Level 1 | 16% | 18% | 16% | 14% |
| University entrance, 6th form certificate or NCEA Level 2 or 3 | 20% | 22% | 19% | 17% |
| Technical or trade qualification | 9% | 9% | 10% | 9% |
| Other tertiary qualification | 12% | 11% | 12% | 14% |
| University graduate | 17% | 14% | 16% | 23% |
| Postgraduate qualification | 9% | 9% | 8% | 10% |
| Refused | 0% | 0% | 0% | 0% |
| Don't know | 1% | 0% | 2% | 1% |
| GROSS HOUSEHOLD INCOME | | | | |
| Total (automatic base) | 1375 | 685 | 343 | 347 |
| \$20,000 or less | 10% | 11% | 9% | 10% |
| \$20,001 to \$30,000 | 10% | 11% | 12% | 8% |
| \$30,001 to \$40,000 | 9% | 9% | 8% | 10% |
| \$40,001 to \$50,000 | 10% | 10% | 9% | 11% |
| \$50,001 to \$60,000 | 10% | 10% | 10% | 10% |
| \$60,001 to \$80,000 | 11% | 12% | 8% | 10% |
| \$80,001 to \$100,000 | 11% | 10% | 11% | 11% |
| \$100,001 to \$120,000 | 5% | 5% | 6% | 5% |
| More than \$120,000 | 6% | 7% | 6% | 5% |
| Refused | 7% | 6% | 8% | 8% |
| Don't know | 10% | 8% | 13% | 12% |

| Group 2 | Total population | No participation | Less than 12 times | More than 12 times |
|---------------------------------------|------------------|------------------|--------------------|--------------------|
| HOUSEHOLD | | | | |
| Total (automatic base) | 1375 | 685 | 343 | 347 |
| Youngest child under 5 | 14% | 14% | 13% | 15% |
| Youngest child aged 5-15 | 16% | 13% | 21% | 19% |
| Youngest child at home over 15 | 10% | 8% | 12% | 10% |
| Single/one person household | 21% | 23% | 19% | 20% |
| Household – no children/ none at home | 32% | 37% | 28% | 27% |
| Flat – not a family home | 4% | 3% | 3% | 7% |
| Other | 3% | 2% | 4% | 2% |
| Refused | 0% | 0% | 0% | 0% |
| LOCATION TYPE | | | | |
| Total (automatic base) | 1375 | 685 | 343 | 347 |
| Urban | 72% | 69% | 73% | 78% |
| Rural | 28% | 31% | 27% | 22% |
| *AREA TYPE | | | | |
| Total (automatic base) | 1375 | 685 | 343 | 347 |
| Metropolitan cities | 47% | 43% | 50% | 53% |
| Provincial cities | 25% | 26% | 24% | 25% |
| Towns/rural | 28% | 31% | 27% | 22% |

***Metropolitan cities:** Auckland, North Shore, Waitakere, Manukau, Wellington, Christchurch

Provincial cities: Dunedin, Gisborne, Hamilton, Hibiscus Coast, Invercargill, Napier, Hastings, Nelson, New Plymouth, Palmerston North, Rotorua, Tauranga, Te Awamutu, Wanganui, Whangarei

Rural/towns: the non-free calling areas outside the above urban areas

Weighting

| | Unweighted | % | Weighted | % |
|-----------------------|------------|-----|----------|-----|
| ETHNIC GROUP | | | | |
| Total | 1375 | | 1375 | |
| New Zealand European | 920 | 67% | 1,015 | 74% |
| Māori | 186 | 14% | 186 | 14% |
| Samoan | 43 | 3% | 44 | 3% |
| Cook Island Māori | 17 | 1% | 18 | 1% |
| Tongan | 13 | 1% | 13 | 1% |
| Niuean | 9 | 1% | 6 | 0% |
| Chinese | 19 | 1% | 10 | 1% |
| Indian | 46 | 3% | 19 | 1% |
| Other European | 59 | 4% | 35 | 3% |
| Other Asian | 21 | 2% | 9 | 1% |
| Other Pacific Islands | 17 | 1% | 9 | 1% |
| Middle Eastern | 6 | 0% | 2 | 0% |
| African | 10 | 1% | 3 | 0% |
| Other | 6 | 0% | 4 | 0% |

| | Unweighted | % | Weighted | % |
|----------------------------|------------|-----|----------|-----|
| AGE | | | | |
| Total | 1375 | | 1375 | |
| 15 to 24 | 228 | 17% | 240 | 18% |
| 25 to 29 | 158 | 11% | 117 | 9% |
| 30 to 34 | 162 | 12% | 133 | 10% |
| 35 to 39 | 164 | 12% | 142 | 10% |
| 40 to 44 | 144 | 10% | 136 | 10% |
| 45 to 49 | 120 | 9% | 120 | 9% |
| 50 to 54 | 96 | 7% | 113 | 8% |
| 55 to 59 | 94 | 7% | 87 | 6% |
| 60 to 64 | 66 | 5% | 73 | 5% |
| 65 to 69 | 50 | 4% | 61 | 4% |
| 70 to 74 | 40 | 3% | 56 | 4% |
| 75 to 79 | 30 | 2% | 45 | 3% |
| 80+ | 23 | 2% | 52 | 4% |
| GENDER | | | | |
| Total | 1375 | | 1375 | |
| Male | 577 | 42% | 660 | 48% |
| Female | 798 | 58% | 715 | 52% |
| NUMBER IN HOUSEHOLD | | | | |
| Total | 1375 | | 1375 | |
| One | 175 | 13% | 315 | 23% |
| Two | 398 | 29% | 462 | 34% |
| Three | 282 | 20% | 227 | 16% |
| Four | 281 | 20% | 186 | 13% |
| Five | 134 | 10% | 105 | 8% |
| Six | 51 | 4% | 37 | 3% |
| Seven | 22 | 2% | 17 | 1% |
| Eight | 16 | 1% | 11 | 1% |
| Nine | 9 | 1% | 9 | 1% |
| Ten or more | 7 | 0% | 5 | 0% |
| Refused | 1 | 0% | 1 | 0% |

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