



New Zealanders and the arts

Summary Report 2017



FRONT COVER:

REBECCA BAUMANN'S UNTITLED (EXPLODED VIEW) 2017

Installation detail

Dunedin Public Art Gallery

Photography by Max Bellamy

Introduction

Kia oha ake te ringa ki te wāhi ngaro. O tātou mate kua taupae rā ki tua o te wharau. Te kiki ā manu, i tēnei rā kua ngaro atu i te kitenga ā kanohi. Ko te mamae ia ka kai ki te kiri. Kia kapo ake ko te maumahara. Ko koutou ēnei ka riro nei. No reira haere, whakangaro atu. Ka hoki anō kia tātou ngā maramara a rātou mā tena koutou, tēnā hoki tatou.

Ma te rongō ka mohio, Ma te mohio ka marama,
Ma te marama ka matau, Ma te matau ka ora.

This document is Creative New Zealand's summary of findings from independent research in 2017 into New Zealanders' attitudes to, attendance at and participation in the arts.

Starting in 2005 the triennial New Zealanders and the arts research provides a benchmark for New Zealanders engagement with the arts over time. This year a change to an online questionnaire has enabled us to provide a break-down of regional results for the first time.

We are excited that this regional information will provide more relevant information on arts engagement for policy and decision-makers. We expect it to stimulate debate and provide arts communities throughout the country with information they can use to advocate for the value of the arts.

As New Zealanders we continue to be engaged with the arts and we recognise the benefits of the arts for social inclusion, personal well-being and for helping our young people grow in confidence.

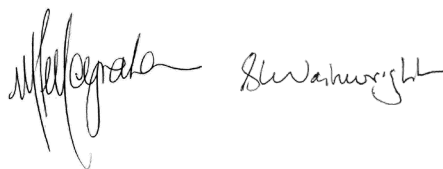
The research has also highlighted challenges for Creative New Zealand and the arts community which we outline in this document.

Also included are findings for *Audience Atlas New Zealand 2017*, which is published separately. Developed as an audience development tool by research consultancy Morris Hargreaves McIntyre it measures attendance and potential interest in more than 40 artforms in New Zealand.

There is a wealth of information in this document. More can be found on our website with full and regional reports and interactive tools to help you interrogate the data. We invite you to explore this information.

www.creativenz.govt.nz

Nā reira e te tini me te mano kapohia ngā kōrero nei hei oranga mō koutou.



Michael Moynahan
Chair
Arts Council

Stephen Wainwright
Chief Executive
Creative New Zealand



PACIFIC HERITAGE ARTS FONÓ 2017

Photography by Raymond Sagapolutele.

PART 1

OUR KEY FINDINGS



NELSON FRINGE FESTIVAL 2017

Photography by Doug Brooks.



Kiwis agree the arts have many benefits but there are still many ‘on the fence’

New Zealanders agree the arts are a source of national pride and should be inclusive and accessible to all. They agree the arts provide many benefits, ranging from personal well-being through to economic growth and social cohesion.

Three-quarters (74%) of New Zealanders feel proud when our artists do well overseas, while two-thirds (64%) learn about different cultures through the arts.

More than half of New Zealanders agree that the arts contribute positively to the economy (59%), improve New Zealand society (57%) and help define who we are as New Zealanders (54%). There is strong support for the arts to reflect New Zealand’s cultural diversity (67%) and most New Zealanders agree the arts should be a part of everyone’s education (61%).

“Art does not prejudice your weight, or height, physical or intellectual abilities. Many people can be a part of art in some shape or form and it brings communities together.” – Māori, male, Auckland

New Zealanders who are positive about the arts outnumber those with a negative view, by a

strong margin. However, a large neutral middle feels neither one way nor the other. We should think about how we encourage those ‘on the fence’ to become more engaged with the arts.



Engagement in the arts is the highest to date but there is room to grow

Eighty percent of New Zealanders had either attended an arts event, or participated in the arts, in the previous 12 months. Overall engagement has hovered between 75% and 80% since 2005, suggesting this may be a natural level of engagement for New Zealand.

More than half of New Zealanders were actively involved in the arts (52%) in the previous 12 months, which was a substantial increase from 43% in the 2014 survey and 36% in 2011. This appears to be largely driven by increased participation in visual arts (from 19% in 2014 to 28% in 2017). One possible explanation for this trend is that the continuing uptake of digital technology is supporting an increase in web-based art or film making.

Although overall engagement has been static, the potential to increase arts attendance is significant. Almost two-thirds of New Zealanders (62%) agree with the statement “while some arts events interest me I still don’t go much”.

The survey suggests cheaper ticket prices, more events that were appealing and having someone to go with would potentially increase attendance.

We need to learn more about the relative impact of these barriers while also gaining a deeper understanding of why participation is increasing.

“It (the arts) helps me identify with my culture more when I am always so busy juggling work, family and everyday life.” – New Zealand European, female, Manawatu-Wanganui



Being creative makes young kiwis more confident but we need to talk about teens and boys

All young New Zealanders (aged 10 to 14 years) have engaged in the arts in the previous 12 months. Schools continue to be the key driver of attendance and participation but 91% of young New Zealanders were also actively involved in the arts outside school hours.

Most young New Zealanders (67%) feel positive when they are being creative. Of these, a third (35%) feel “brilliant” and a further third (31%) feel “really good”. However, the proportion of young people feeling positive (either “brilliant” or “really good”) has steadily declined from 85% in 2011 and 74% in 2014.

The majority of young New Zealanders view the arts as a positive influence on their lives. They agree that being involved in the arts improves their confidence (67%), as well as helping them feel good about life (62%) and make new friends (58%).

Most young people (71%) were satisfied with their level of involvement in the arts. However, a significant minority (21%) wanted more access and would do more if arts activities were cheaper or free, or if more or better activities were happening where they lived.

For young people overall, these results are largely encouraging. However, enjoyment and participation decline as young people move into their teenage years and secondary education. For example, 74% of 10 to 12-year-olds feel really good when they do creative things, compared with just 56% of 13 to 14-year-olds.

“I think expressing your creativity makes you feel good about yourself.”
– Boy, 14 years.

There are also differences between genders: 77% of girls agree that doing creative things makes them feel “really good”, compared with 57% of boys.

We need to understand more about the lower levels of enjoyment and participation among young people in the early teenage years and among boys so we can support them to engage or continue to engage in the arts.



CHRISTCHURCH SYMPHONY ORCHESTRA

Beethoven's Symphony No. 9 in Lamb & Hayward Masterworks: Ode to Joy.



The arts support cultural understanding and identity but kiwis differ in how they engage

The majority of New Zealanders agree the arts help define who we are as New Zealanders and 64% agree they learn about other cultures through the arts. Promoting an understanding of other cultures was the top reason New Zealanders gave when asked how the arts improved our society.

Māori attend and participate in the arts more frequently than other groups. In total, 33% of Māori are high attenders (11 or more events a year) and 31% have a high rate of arts participation (13 or more times a year), compared with the national averages of 22% and 20% respectively.

Māori agree they benefit from Ngā Toi Māori (Māori arts) in a number of ways. Four in five (81%) agree Ngā Toi Māori supports our national identity and 61% agree they learn about their culture through Ngā Toi Māori. More than half (52%) agree it encourages them to speak te reo Māori, as do one in four New Zealanders (24%).

Pacific peoples are more likely than other New Zealanders to agree the arts foster social cohesion by helping people understand other cultures (34% compared with a national average of 17%) and by breeding tolerance and acceptance (20% compared with 8%).

Attendance at Pacific arts events has increased to its highest level to date. In the previous 12 months, 18% of New Zealanders as a whole (up from 14% in 2014) and more than half of Pacific peoples (52%) attended Pacific arts events.

We need to explore the best ways to maintain momentum for Māori and Pacific peoples engaging in Ngā Toi Māori and Pacific arts, as well as how we introduce more New Zealanders from other ethnic backgrounds to these rich and vibrant practices.

“Through Ngā Toi Māori I am able to **rekindle with my tūpuna and maintain their dreams and aspirations for the generations to come.**” – Māori, female, Bay of Plenty



Access to the arts varies by region so we need to find effective ways of reaching all kiwis

Geographical differences are evident when people are asked about their access to arts and arts activities. Those living in provincial towns and cities are the most likely to agree they have access to a broad range of arts and arts activities (50%).

Hotspots for arts access include Wellington city (61%), Nelson city (58%), Otago (59%) and Taranaki (58%). Areas where access is viewed as more challenging include Auckland (44%), Waikato (40%), Southland (36%) and the West Coast (31%).

Wellingtonians (50%) are more likely than other New Zealanders (national average 30%) to agree that access to the arts is a reason why they live in the city.

“Without art we would live in a dull city with no sharing between cultures.”

– New Zealand Asian, female, Otago

The low level of agreement for Aucklanders about their access to the arts, even though there are a wide range of venues and activities, could suggest there are barriers preventing people from accessing what the city has to offer, such as the cost of living or the difficulty of transport.

We need to learn more about the most effective ways to boost arts engagement in some regions, and then work together to put these ideas into practice.



The arts and culture market is broad but audiences and support for the arts are changing

The following results are from the companion *Audience Atlas New Zealand 2017*. This research includes a broader range of cultural activities than New Zealanders and the arts. It covers attendance at arts and culture events and activities by New Zealanders (aged 16+) who have attended at least one cultural activity within the past three years.

Ninety-seven percent of New Zealand adults are in the market for culture. While an increasing population has meant more people than ever are in the market, audiences are being more selective and attending a narrower range of arts and culture.

The number of people spending on arts and culture has also decreased in real terms but this has been offset by those that do spend, spending more.

Taken together, these findings suggest that overall there is a more considered investment in arts and culture from the New Zealand market than in previous years.

Other support for arts and culture is also changing. Active members and subscribers are seeing their membership as a form of giving rather than a transaction for value – and the numbers are steadily decreasing. Since 2011 there has been a 19% decrease in real terms.

Volunteering is also following a downward trend. Since 2011 there has been a 39% decrease in volunteering in real terms. The picture, however, is not completely one of decline. Individual giving through financial donations has increased significantly. In 2017, 28% of people in the culture market donated money to arts, culture or heritage organisations, which is a 32% increase in real terms since 2014.

Digital technology continues to transform how New Zealanders find out about arts and culture and interact with the arts. One in five

New Zealanders anticipate spending more time engaging with this format in the future.

These findings provide insights into how organisations can design their audience engagement. We need to explore how to encourage more people to engage more often in the cultural market and address the downward trend in memberships, subscriptions and volunteering.

See page 26 for more information on *Audience Atlas New Zealand 2017*.



HURIHURI BY MOVEMENT OF THE HUMAN

Commonwealth Games Festival 2018, Photography by Ray Cash.

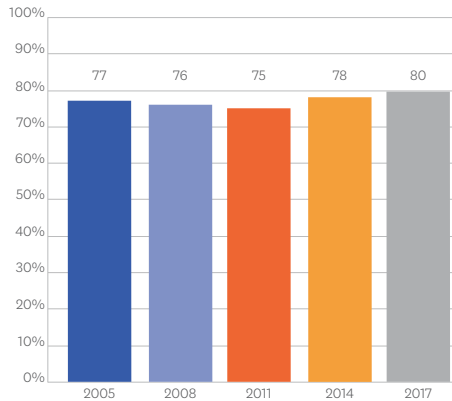
KEY FINDINGS: ADULT SURVEY (15 YEARS AND OVER)

Engagement overall

Eight in ten New Zealanders either attending or participating in the arts, or both, in the last 12 months is a record high. It also shows a recovery on previous surveys, which were likely to have been affected by economic downturn (2008) and the earthquakes in Christchurch (2010 and 2011).

Engagement in the arts in Christchurch (81%) is now in line with the national average.

OVERALL ARTS ENGAGEMENT: 2005 TO 2017

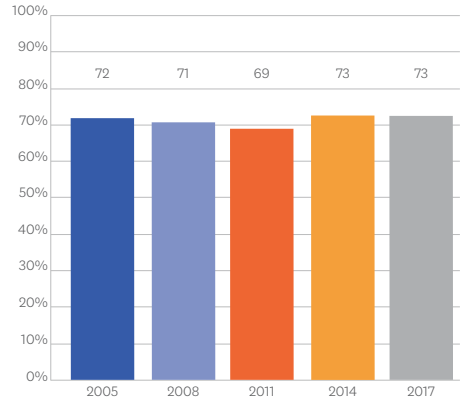


Attendance overall

In total, 73% of New Zealanders attended at least one arts event or location in the previous 12 months, which is consistent with 2014 but higher than 2011.

One in five New Zealanders (22%) attended arts events more than 11 times in the previous 12 months. A further 29% attended between 4 and 10 times.

OVERALL ARTS ATTENDANCE: 2005 TO 2017



Attendance by artform

“Art is a way to help people understand about cultures without it being boring.”

– Pacific, female, Waikato

Performing arts continue to be the most popular artform, with more than half of New Zealanders (51%) attending an event in this category in the previous 12 months. In total 37% had attended a concert or musical performance, 25% had gone to live theatre and 11% had attended ballet or contemporary dance performances.

Visual arts attendance has increased. Almost half of New Zealanders (45%) attended a visual arts event, including online galleries and film festivals, in the previous 12 months, which is up from 41% in 2014. The vast majority of New Zealanders who had attended a film festival also attended another type of visual arts event.

Craft/object art attendance has remained consistent, with 39% of New Zealanders attending an event in this category in the previous 12 months compared with 40% in 2014.

Ngā Toi Māori attendance has increased to its highest level since the survey began (2005). One in five New Zealanders (22%) had attended a Ngā Toi Māori event in the previous 12 months compared with 17% in 2014.

Pacific arts attendance has also increased to its highest level since the survey began. In the previous 12 months, 18% of New Zealanders had attended a Pacific arts event compared with 14% in 2014.

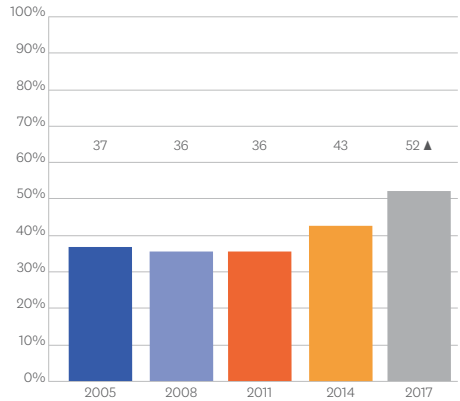
Literary arts continue to experience a gradual decline in attendance that has been evident since 2005. In all, 10% of New Zealanders had attended a literary festival or event in the previous 12 months, compared with 11% in 2014 and 2011, and 13% in 2008.

Participation overall

More than half of all New Zealanders (52%) had participated in the arts in the previous 12 months. This is a new high and a significant increase on the 43% reported in 2014.

One in five New Zealanders (20%) participated in the arts more than 13 times in the previous 12 months. A further 31% participated up to 12 times.

OVERALL ARTS PARTICIPATION: 2005 TO 2017



Participation by artform

Performing arts participation has increased, with 16% of New Zealanders participating in this artform in the previous 12 months. Singing or music making were the most popular at 11%, compared with theatre at 5% and ballet or dance at 4%.

Visual arts participation has increased significantly. In the previous 12 months, 28% of New Zealanders had participated in this artform, up from 19% in 2014. One possible explanation is the continued uptake of digital technology, such as smart phones, which is supporting an increase in web-based art or film making.

“It helps relieve stress, and the joy of making sound together is something that is not easily recreated.” –
New Zealand European, male, Taranaki



TE MĀTĀRAE I ŌREHU PERFORM AT TE MATATINI 2017.

Photo courtesy of Te Matatini.

Craft/object art participation has remained consistent, with 24% of New Zealanders participating in the previous 12 months, the same as in 2014.

Ngā Toi Māori participation has increased. In the previous 12 months, 12% of New Zealanders had participated in Ngā Toi Māori, up from 9% in 2014.

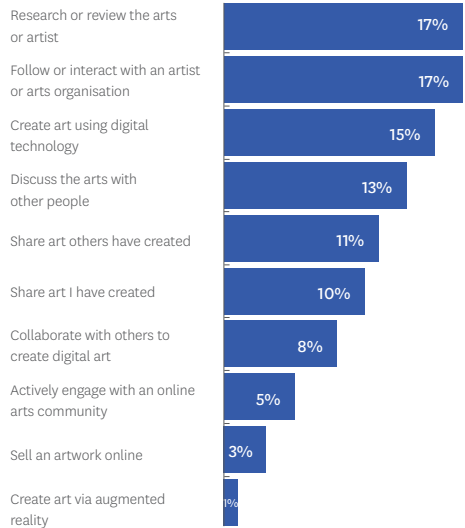
Pacific arts participation has remained consistent, with 8% of New Zealanders participating in the previous 12 months, up from 7% in 2014.

Literary arts participation has increased to its highest level since the survey began (2005). In all, 13% of New Zealanders had participated in the literary arts in the previous 12 months, up from 7% in 2011 and 10% in 2014.

Use of digital technology for arts activities

Digital technology is supporting greater engagement in the arts. In total 43% of New Zealanders use the internet and digital technologies (laptops, tablets or smart phones) to participate in arts activities. These activities range from researching or reviewing the arts or artists (17%), to creating their own art using digital technologies (15%) and interacting with artists or arts organisations (17%).

USE OF DIGITAL TECHNOLOGY



Attitudes to the arts

New Zealanders are now more likely than ever to agree that the arts have a positive effect on their personal well-being; the strength, inclusivity and prosperity of their communities; and on their identity as New Zealanders.

“They (the arts) remind me of my culture, my country’s heritage, our existence and how great we can aspire to be.” – New Zealand European, gender diverse, Canterbury

THE ARTS HELP IMPROVE NEW ZEALAND SOCIETY



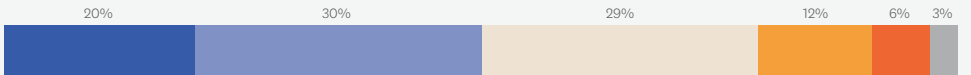
THE ARTS CONTRIBUTE POSITIVELY TO THE ECONOMY



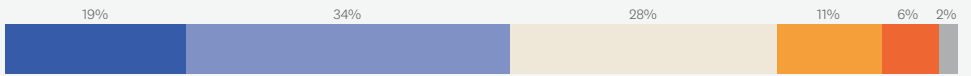
THE ARTS HELP DEFINE WHO WE ARE AS NEW ZEALANDERS



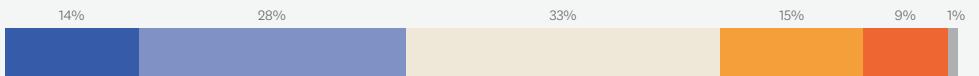
MY COMMUNITY WOULD BE POORER WITHOUT THE ARTS



THE ARTS SHOULD RECEIVE PUBLIC FUNDING



THE ARTS IMPROVE HOW I FEEL ABOUT LIFE IN GENERAL



I FEEL PROUD WHEN NEW ZEALAND ARTISTS SUCCEED OVERSEAS



I LEARN ABOUT DIFFERENT CULTURES THROUGH THE ARTS



Strongly Agree Slightly Agree Neither agree nor Disagree Slightly disagree Strongly disagree Dont Know

KEY FINDINGS: YOUNG PEOPLE (10-14 YEARS)

Attitudes to the arts

What the arts give young people

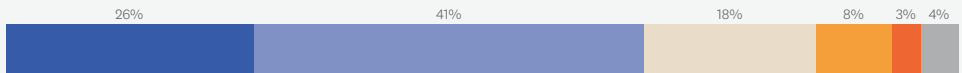
Young New Zealanders, like adults, feel they benefit from being involved in the arts. The majority feel participating in arts activities makes them more confident, helps them feel good about life in general and helps them to make friends.

“I love doing arty things, I especially like being the caller for kapa haka and doing kapa haka at school. I am a cultural leader at school. We go to lots of plays with my family and I really enjoy [them].” – Boy, 12 years

THE BEST PART OF TAKING PART IN ARTS ACTIVITIES IS SEEING THE END RESULT



TAKING PART IN ARTS ACTIVITIES MAKES ME FEEL MORE CONFIDENT



TAKING PART IN ARTS ACTIVITIES HELPS ME FEEL GOOD ABOUT LIFE IN GENERAL



TAKING PART IN ARTS ACTIVITIES HELPS ME MAKE NEW FRIENDS



TAKING PART IN ARTS ACTIVITIES WILL HELP ME GET A JOB WHEN I AM OLDER



Strongly Agree Slightly Agree Neither agree nor Disagree Slightly disagree Strongly disagree Dont Know



AUCKLAND WRITERS FESTIVAL 2017
School Days.

How young people feel about being involved in the arts

A third of young New Zealanders (35%) feel “brilliant” when they do creative things, which is consistent with the 2014 survey. However, fewer feel “really good”: 31% have this response, down from 39% in 2014.

The most frequent reason young people give for doing creative things is that they like, enjoy or love doing them (45%). Others say participating in the arts is a source of fun and also helps them deal with stress.

“Art has always been a stress reliever of sorts for me since I was young. Being able to create art or finish an artwork makes me feel extremely proud and accomplished.” – Girl, 14 years

Young people feel the arts require practice, with 73% agreeing “it takes time and effort to be good at arts activities”. At the same time, they enjoy the outcome of that practice: 70% agree “the best part of participating is the end result”. Some evidence suggests the arts could be more inclusive as 41% agree “you need talent to participate in arts activities”.

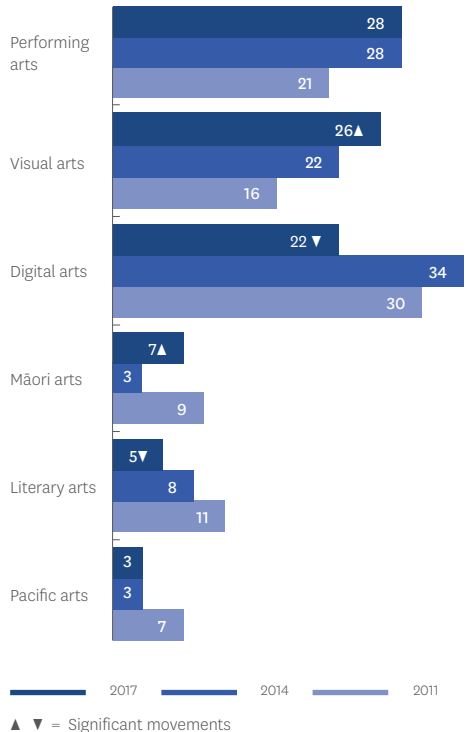
Arts young people want to be involved in

Nine in ten young New Zealanders (91%) want to be involved in the arts, which is down from 97% in 2014.

A range of factors appears to have contributed to this decline. Reasons include a significant reduction in demand for digital arts, which has not been offset by increasing demand for other artforms, and a decline in how positive young people feel when they do creative things.

“I love dancing and performing. It makes me happy and smile. I feel more confident and not so shy.” – Girl, 10 years

WHICH OF THESE DO YOU REALLY WISH YOU COULD BE MORE INVOLVED WITH?



In 2014 young people wanted to be involved in digital arts over any other artform (see “Participation by artform”). In 2017 performing and visual arts were the most popular. It may be that people born between 2003 and 2007, who have grown up around digital technologies and use them continuously, find ‘tangible’ artforms experienced ‘live’ more appealing than artforms that extend their screen time.

Engagement overall

Every young New Zealander has either attended an arts event or participated in the arts, or both, at least once in the last 12 months.

The arts are a popular pastime, with three-quarters of young New Zealanders (76%) participating in at least one arts activity outside school. This level of engagement is comparable with other popular pastimes, such as watching videos and playing computer games.

The most popular arts activity is reading (50%), followed by drawing and painting (44%) and performing (35%). The number of young people playing musical instruments in their spare time has declined (26% in 2017, down from 32% in 2014).

Attendance overall

Nearly nine in ten young New Zealanders (85%) had been to at least one arts event or location in

the previous 12 months, which is consistent with previous surveys. School continues to be a key driver of access to the arts, with 69% attending during school time. Three-quarters of young people (74%) also attended arts events outside school time.

Attendance by artform

Performing arts continues to be the most popular artform for young New Zealanders to attend, with 64% attending at least once in the previous 12 months. This category includes ballet, dance performances, plays, concerts, musical performances and circuses.

Visual arts attendance has increased significantly. In the previous 12 months, 56% had attended an event in this category, compared with 50% in 2014.

“Expressing your creativity feels very nice and exciting ... I think expressing your creativity makes you feel good about yourself.” – Boy, 13 years

Ngā Toi Māori attendance has remained consistent: 41% had attended a Ngā Toi Māori event in the previous 12 months, the same as in 2014.

Digital arts attendance has declined significantly, with 39% attending in the previous 12 months, down from 47% in 2014.

Pacific arts attendance has increased. In the previous 12 months, 37% had attended Pacific arts events, up from 33% in 2014.

Literary arts attendance has continued to decline, with 21% attending in the previous 12 months, down from 24% in 2014 and 27% in 2011.

Participation overall

All young New Zealanders have participated in the arts in the previous 12 months and nine in ten (91%) have participated outside of school, which is consistent with the 2014 survey. Those most likely to participate in the arts outside of school are girls (97% compared with 85% for boys) and 10- to 12-year-olds (94% compared with 85% for 13- to 14-year-olds).

Participation by artform

Performing arts participation has declined significantly to 82%, down from 88% in 2014. The decline appears to be driven by a reduction in the number of young people singing or playing an instrument or taking part in drama. Young people also express a desire to be more involved in performing arts above any other artform, indicating there is potential for growth in the future.

Visual arts participation has remained consistently high, with 97% participating in the previous 12 months, similar to 2014 at 98%.

“I feel like I have achieved something, I enjoy working with my hands.” - Boy, 10 years.

Ngā Toi Māori participation has remained consistent: 65% had participated in the previous 12 months, similar to 2014 at 66%.

Digital arts participation has declined significantly to 78% for the previous 12 months, compared with 86% in 2014. This reduction appears to be driven by slight declines in all forms of digital arts, with the exception of editing or producing films.

Pacific arts participation has increased to 52% for the previous 12 months, up from 49% in 2014.

Literary arts participation has remained consistently high with 91% participating, similar to 2014 at 92%.



CUBA DUPA 2018

Photography by Oliver Crawford.

How we did the research

Independent research company Colmar Brunton conducted the adult and young people surveys.

Adult survey

The 2017 adult survey had two components:

- an online survey of 6,101 New Zealanders aged 15+ years
- a telephone survey of 250 New Zealanders aged 15+ years

Colmar Brunton used an online panel of 120,000 New Zealanders who have agreed to take part in research in return for Fly Buys points. All interviewing took place between 27 October and 29 November 2017. The response rate was 33% and the survey has a margin of error of plus or minus 1.3%.

Change in survey methods and impact on trends

The survey was first conducted in 2005 and has been repeated every three years since then. In 2017 the survey method was changed from landline telephone to an online format.

The change has allowed Creative New Zealand to:

- future-proof the survey as the use of landlines continues to decrease, making it increasingly challenging to reach a representative sample by that means
- increase the number of interviews conducted in each region to enable more in-depth reporting by different demographic groups

- add questions to the survey.

The online survey results recorded significantly lower levels of attendance and participation than in 2014. This was anticipated as people often answer self-completion surveys differently from those administered by an interviewer.

A parallel telephone survey demonstrated that the lower levels were due to the change in survey method. To allow for comparison with previous survey data, Colmar Brunton has re-weighted previous telephone data to estimate what the results would have been if it had used an online approach.

Some of the online survey results in this publication cannot be compared with those in previously published surveys from 2005 to 2014, as they have not been re-weighted to take account of the change in methodology.

Young people survey

In total, 751 online interviews were conducted with young people aged 10 to 14 years. Parents in the Colmar Brunton online panel were asked to invite their children to participate.

All interviewing took place between 25 October and 26 November 2017. The response rate was 20.5% and the survey has a margin of error of plus or minus 3.6%.

Survey results have been weighted to Statistics New Zealand population counts so they are nationally representative.

Definitions for New Zealanders and the arts

Attendance is going to any of the events or locations listed below in the previous 12 months:

- arts galleries, exhibitions, online galleries or film festivals
- ballet or contemporary dance performances, live theatre, concerts, musical performances or circuses
- poetry or book readings, or literary festivals
- cultural performances, festivals, exhibitions or celebrations of Pacific or Māori arts.

Participation is active involvement in the making or presentation of art in the previous 12 months.

The arts are grouped as follows:

- visual arts includes painting, photography, sculpting, drawing, print-making, typography, web-based/digital art or film-making
- craft and object art includes ceramics, furniture making, glass-making, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving or textiles
- performing arts includes theatre, dance, singing or other music-making activities
- literature includes writers' workshops, literary events or creative writing in poetry, fiction or non-fiction
- Pacific arts includes arts and crafts activities or workshops including weaving, tapa

making, tivaevae, carving, traditional dance, singing or music

- Māori arts includes arts or crafts activities or workshops including carving, raranga, tāniko weaving, waiata, kapa haka, kōwhaiwhai, tā moko, Māori dance or music.

Want to know more?

As part of our role as the national arts development agency, Creative New Zealand commissions research that adds value to and provides insights for the arts sector.

On our website you'll find the New Zealanders and the arts hub. It features the full reports on the findings from the adult and young people surveys, along with regional reports and interactive dashboards that will let you explore the data, and the full dataset itself.

www.creativenz.govt.nz/nzersandthearts2017

Creative New Zealand has also commissioned *Audience Atlas New Zealand 2017*. This report helps organisations understand their audiences and the market for arts and culture, measuring and exploring the current, lapsed and potential markets across more than 40 artforms in New Zealand. It includes detailed information about audience demographics, behaviours, motivations and attitudes, which enables us to accurately determine active, lapsed and potential market sizes for artforms.

Download the full report for *Audience Atlas New Zealand 2017* from our website.

www.creativenz.govt.nz/audienceatlas2017



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