

CREATIVE NEW ZEALAND

**New Zealanders and the arts:
Attitudes, attendance and participation in
2008**

**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
2008**

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A STAB commission at BATS Theatre.

Photographer: Andrew Kennedy

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2008**



**“So many
different
cultures
in the
one spot.”**

Male, 30 to 34 years old



**“A drama
production.
New Zealand
humour is
so easy to
relate to.”**

Female, 18 to 24 years old



“Really I’m
very proud
of the way
we are
developing
our arts.”

Female, 50 to 54 years old

New Zealand Post Writers and Readers Week as part of New Zealand International Arts Festival 2008

People line up to get books signed by Canadian poet Christian Bök at the end of his session

“Beautiful Thinking”

Photographer: Robert Catto | www.catto.co.nz



“Learned
heaps of
things and
met heaps
of good
people.”

Male, 40 to 44 years old

Waka Pageant, Tii Beach, Waitangi Day 2009

Joshua Thompson (right) from Toi o Mataatua waka led the karakia.

The hongī and rūrū signified the completion of the incantations before the pageant began.

Photographer: Garry Nicholas, courtesy of Toi Māori



**“This was
a young kiwi
artist and
the work was
so original,
took us both
by surprise.”**

Male, 30 to 34 years

TURBULENCE, The 3rd Auckland Triennial, Auckland Festival, AK07.

Student viewing works by Areta Wilkinson at the exhibition *Takapau Will Travel* at the Gus Fisher Gallery, Auckland.

Photographer: John McDermott



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Footnote Dance

Sarah Knox, Halina Wolyncewicz, Hannah Elks, Anita Hunziker, Lance Riley and Andrew Rusk in *Watch This Space Maatakitakihia Mai Tenei Waahi* at City Gallery Wellington 2006.

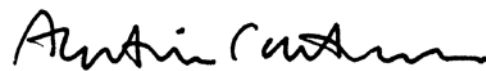
Photographer: Amelia Handscomb

Foreword

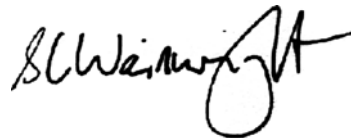
In 2008 we commissioned research company Colmar Brunton to research for the second time New Zealanders' attitudes to, attendance at and participation in, the arts. Do the arts play an integral role in people's lives in 2008 as they did in 2005?

The news is good. In 2005, 75% of those surveyed said the arts help define who we are as New Zealanders. In 2008, that figure rose to 78%. And an encouraging 79% of those surveyed agreed that the arts should receive public funding – up from 77% in 2005. These are just some of the encouraging statistics about attitudes to come out of the research.

While the findings will inform the work we do at Creative New Zealand, we are sure this research will provide useful insight for the creative industries, arts and cultural organisations, regional councils and other agencies working in the arts.



Alastair Carruthers, Chair Arts Council



Stephen Wainwright, CEO, Creative New Zealand

“I love time
to be myself
and to express
that through
my art”

Female, 13 years old

Introduction to the research

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 Colmar Brunton to provide benchmark data to allow the measurement of changes in attitudes, attendance and participation over time. In 2008, Colmar Brunton was again commissioned to update these findings and to extend our understanding of New Zealanders' attitudes, attendance and participation in the arts. This document presents the findings of the 2008 study and compares these with the data collected in 2005.

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.

Introduction to the research

What we wanted to know

In 2005 Creative New Zealand designed a research project to find out how New Zealanders felt about the arts and what arts activities they attended and participated in. This 2008 study has been designed to update these findings and also to extend our understanding in some specific areas of interest.

These include:

- participation in digital artforms
- use of the internet to engage with the arts
- attendance at arts events (whether they charge for admission or are free)
- attendance at and participation in various performing arts genres, specifically theatre, music and dance
- the relationship between childhood arts experiences and attendance and participation as an adult.

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 segments: three 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:** writers' workshops or literary events; 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 or board member; student; other.

Survey of Young New Zealanders (aged 10 to 14 years)

In 2005, a secondary survey of a small sample of 10 to 14-year-old New Zealanders was conducted to provide indicative information about young peoples' attitudes, attendance and participation in the arts. For the current research Creative New Zealand desired a more detailed investigation of young New Zealanders. This was achieved via an online survey of 1,015 10 to 14-year-olds.

Like the adult survey, the online survey was designed to find out how young New Zealanders felt about the arts and what arts activities they attended and participated in. However this piece of research also paid particular attention to:

- the importance of school for encouraging attendance and participation in the arts
- peer-group and other influences on attendance and participation in the arts
- young people's self-perceptions of their creativity
- how the arts make young people feel.

Introduction to the research

City council Involvement

For the 2008 survey, four city councils partnered with Creative New Zealand to enable booster samples of 200 additional interviews in their particular regions or council territories. The aim was to gather more robust data for comparative purposes, and to permit a series of stand-alone reports of the state of the arts in their region or council territory. Auckland, Hamilton, Christchurch and Wellington City Councils commissioned the additional interviews.

The Auckland sample was split across the four metropolitan council areas (Auckland City, North Shore, Waitakere and Manukau). This allows for analyses by the different cities in the region. Auckland City Council also commissioned additional face-to-face interviews with Asian people living in Auckland to permit robust sub-analyses.

Hamilton, Christchurch and Wellington samples were drawn from known telephone number ranges in each respective city council area (known as territorial authorities).

As well as being asked all of the questions in the national survey, respondents in Auckland, Hamilton, Christchurch and Wellington were also asked a number of region-specific questions to gauge attitudes to the state of the arts in their region.

Results of this survey for Auckland, Hamilton, Wellington and Christchurch can be obtained as follows:

Auckland City Council

www.aucklandcity.govt.nz

09 379 2020

Hamilton City Council

www.hcc.govt.nz

07 958 5960

Wellington City Council

www.wcc.govt.nz

04 499 4444

Christchurch City Council

www.ccc.govt.nz

03 941 8999

“I enjoyed it because I appreciated the photography and it lifted me out of myself.”

Male, 40 to 44 years old

Methodology

In total, interviews were conducted with a sample of 2,099 adults (New Zealanders aged 15+) and a sample of 1,015 young people (10 to 14 years).

Survey of New Zealanders aged 15 years and over

The sample of 2,099 adults comprised:

- 1,022 nationwide telephone interviews
- 200 telephone interviews in the Auckland region for Auckland City Council
- 200 telephone interviews in Hamilton for Hamilton City Council
- 200 telephone interviews in Wellington for Wellington City Council
- 200 telephone interviews in Christchurch for Christchurch 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
- 117 face-to-face interviews with Asian peoples in Wellington and Auckland.¹

Auckland, Hamilton, Christchurch and Wellington City Councils commissioned telephone interviews to gather more robust data for comparative purposes, and to permit a stand-alone report on the state of the arts in their region or council territory. The additional face-to-face interviews with Māori, Pacific and Asian peoples were carried out to provide sufficient sample sizes for analysis.

Survey results have been weighted to Statistics New Zealand population figures so that they are nationally representative. The weighting specification included region, ethnicity and age within gender.

Fieldwork took place between 17 September and 6 November 2008. The average interview duration was 19 to 20 minutes. The overall response rates were 18% for the telephone survey and 45% for the face-to-face survey. The maximum margin of error, at the 95% confidence level, for a simple random sample of 2,099 is $\pm 2.1\%$.

Survey of young New Zealanders aged 10 to 14 years

The total sample includes 1,015 10 to 14-year-old New Zealanders whose parents were randomly selected from Colmar Brunton's online FlyBuys panel. FlyBuys is New Zealand's largest and most established multi-partner loyalty programme and, so far, over 100,000 FlyBuys members have agreed to take part in research in exchange for FlyBuys points. The panellists are well distributed on key demographic variables such as age, gender, income and location.

Parents whose children completed the survey received 10 FlyBuys points, and their children entered a draw for \$500 cash or one of 10 Nesian Mystik or Ladi6 CDs.

Survey results have been weighted to Statistics New Zealand population figures so that they are nationally representative. The weighting specification included ethnicity and age within gender.

The survey was conducted between 29 September and 26 October 2008. The average survey duration was 11 to 12 minutes. The maximum margin of error, at the 95% confidence level, for a simple random sample of 1,015 is $\pm 3.1\%$.

1. An additional 37 face-to-face interviews with Asian peoples in Auckland were conducted to guarantee a large enough subsample for meaningful sub-analyses of the Auckland region data.

Key findings

Adult survey (New Zealanders aged 15 years and over)

The research has produced a number of findings that will inform Creative New Zealand's work around arts advocacy, participation and audience development.

The key findings positively show that the majority of New Zealanders (86%) aged 15+ are involved in the arts as attendees and/or participants and that virtually all (99%) of 10 to 14-year-olds are involved.

Other key findings, listed below, are expanded on in this section. Graphs presenting the findings are shown later in this report.

Attitudes

- Compared with 2005, there is more widespread agreement that the arts in New Zealand are inclusive – they are perceived as being a part of our everyday lives rather than something reserved for an ‘arty’ minority.
 - Two thirds of New Zealanders (65%) now agree that the arts are ‘part of their everyday life’ (up from 57% in 2005).
 - Seventy two percent of New Zealanders say that the arts are ‘for people like me’ (up from 67% in 2005).
- The arts appear to be even more closely tied to our sense of identity. Four in every five New Zealanders (79%) now agree that the arts ‘help define who we are’ (up from 75% in 2005).
- Findings illustrate that the majority of New Zealanders are supportive of public funding of the arts. At least 70% of the population agreed that:
 - the arts should receive public funding
 - my local council should give money to support the arts
 - my community would be poorer without the arts
 - the arts contribute positively to our economy.

“ I liked how lots of people from different backgrounds were involved.”
Female, 15 to 17 years old

Attendance and participation

- Consistent with 2005, 83% of New Zealanders aged 15+ attended at least one arts event in the past year, and just over one third (34%) attended regularly (once a month or more).
- Around half of the population aged 15+ (48%) are actively participating in the arts in New Zealand. This is consistent with the overall level of participation in 2005 (50%). Just over one quarter (26%) of the population participate in the arts regularly (more than 12 times in the past 12 months).
- The survey points to higher than average attendance and participation for Māori and Pacific peoples. In total, 88% of Māori and 86% of Pacific peoples attended at least one arts event in the past 12 months. Over two thirds of Māori (68%) and more than half (54%) of Pacific peoples have actively participated in the arts over the past 12 months.
- The frequency of childhood art experiences is an important predictor of adult attendance and participation.
 - Half (51%) of adults who say they were taken to arts events regularly as children now attend arts events once a month or more, compared to 35% who were taken occasionally, 25% who were taken rarely, and 26% who were never taken to arts events as children.
 - Nearly two thirds (63%) of adults who say they were taken to arts events regularly as a child are active participants in the arts. This reduces to around half (49%) for those who attended occasionally, 42% for those who attended only rarely, and 41% for those who never attended arts events as children.

Arts online

- Almost one quarter of the population (23%) say they have created original works of art using a computer. As may be expected, those aged 15 to 24 are particularly likely to create digital art, and 43% have done so in the past 12 months.
- The internet is acting as a ‘teaser’ for attending live arts events. Thirty eight percent of the population have watched online performances or other online artforms over the past 12 months. Six percent say they have attended a related live arts event as a result of seeing the artform online. This proportion is likely to grow along with improved access to broadband internet.
- Nearly half (47%) of those who paid to attend their last performing arts event said they have used the internet to book their tickets.

Key findings

Young Person survey (New Zealanders aged 10 to 14 years)

Attitudes and feelings toward the arts

- When asked how the arts make them feel, four out of five young people that we surveyed (79%) gave themselves a score above 70 on our 'smile-o-meter'. This is a sliding scale from 0 (awful) to 100 (brilliant). One third (32%) said they feel 'brilliant' when they do creative things (that is, gave a score of 91-100).
- Young people report that they receive encouragement to be involved in the arts from a wide range of sources, including parents (78%), teachers (72%), friends (46%), other relatives (28%), and siblings (24%). Only 7% of young people say that nobody encouraged them to get involved.
- Overall, those who see themselves as very creative are more likely to be girls and younger respondents (10 to 11-year-olds), whereas boys and older respondents see themselves as less creative and are less positive about the creative arts overall.
- Digital art appears to be particularly attractive to those who are less involved overall. Boys were much more likely than girls to want to be involved in digital arts (59% versus 29% of girls), as were those who think of themselves as 'not that creative' and those who feel less positive about the arts overall.

Attendance and participation

Virtually all of the young people that we surveyed (99%) have been actively involved in at least one artform in the past 12 months. Results demonstrate that schools are instrumental in getting young people involved in the arts.

- More than two thirds (68%) of the young people we surveyed said they had attended at least one arts event with their school in the past 12 months.
- Young people are also engaging in the arts outside of school time. Seventy percent of the young people we surveyed have attended at least one arts event in the past 12 months with friends or family members.
- Eighty four percent of young people participate in art outside of school time. Interestingly, a quarter of the young people that we surveyed say they take photos for artwork in their own time. It is likely that digital cameras have made this artform more accessible than in the past.
- Around four in every five (83%) young people that we surveyed said they have used a computer to create their own art in the past 12 months. Digital art has emerged as the artform that young people most want to be more involved with.



What the findings tell us

New Zealanders aged 15 years and over

What New Zealanders think the arts are

We wanted to find out what New Zealanders think of as ‘the arts’ and to determine whether those conceptions have remained stable since 2005. As in 2005, 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). References to the visual arts increased in 2008, including references to carving and sculpture.

Conceptions of the arts among Māori, Pacific and Asian peoples tended to be broader than for the rest of the population. They were more likely to include crafts, cultural events, and expressions or interpretations of ideas, feelings and beliefs. These results are generally consistent with the 2005 findings and may illustrate that, for these groups, art tends to be more integrated with culture and everyday life.

When asked what they thought the arts were, New Zealanders provided an average of 3.4 responses.

Top ten responses

		2005	2008
1	Painting/drawing/different painters/visual arts	54%	61%
2	Music/singing/symphony orchestra/concerts/opera	48%	46%
3	Ballet/dancing	27%	28%
4	Theatre/theatre arts/plays	26%	27%
5	Carvings/sculpture/sculptors	17%	21%
6	Things people make or create/anything creative/creativity/inventions/ingenuity	14%	17%
7	Performance/performance arts/stage shows/live shows/performances	19%	16%
8	Drama/acting/comedy	15%	12%
9	Movies/films/cinemas/TV	10%	12%
10	Literature/poetry/books/authors/writings/readings	10%	11%

Base: All respondents (n 2005=1,375, n 2008=2,099)

“I went to Circa,
it was funny and entertaining.”
Male, 55 to 59 years old

Overall attendance at arts events

We asked New Zealanders whether they had attended any visual, performing, written, Māori or Pacific arts events in the past 12 months. The majority of New Zealanders (83%) have done so. This is consistent with the overall level of attendance shown by the 2005 survey (84%).

In 2005, frequency of attendance by New Zealanders aged 15+ 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 the study). These same definitions have been used in the 2008 survey to show changes in overall attendance since 2005.

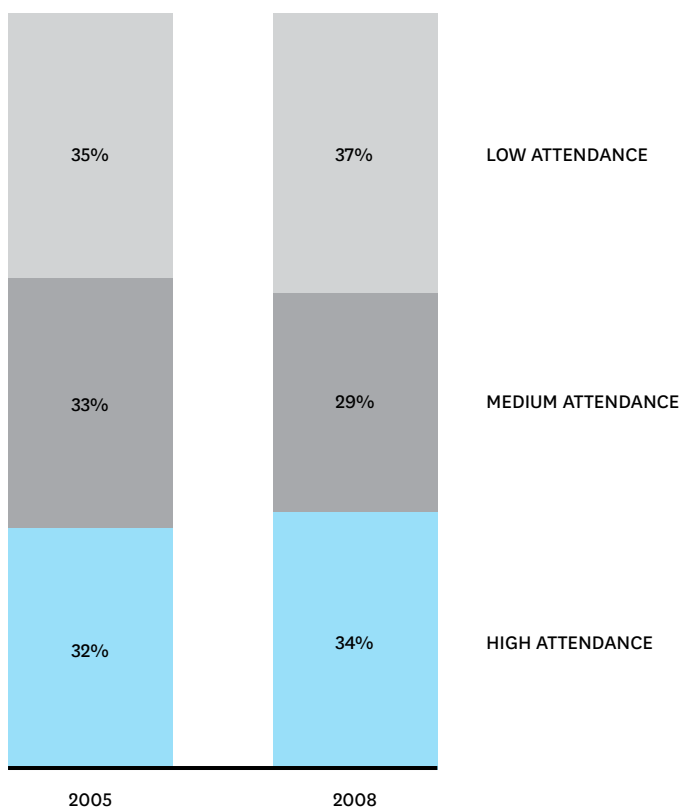
These same definitions have been used this year to illustrate changes in overall attendance since 2008.

Attendance is defined as:

- Low attendance: did not attend anything (17%) or attended three or fewer events in past 12 months (20%)
- Medium attendance: attended more than three events and up to 10 events in the past 12 months (29%)
- High attendance: attended more than 10 events in the past 12 months (34%)

Respondents were asked, “On average, how often have you attended an arts event in the past 12 months?” The 2005 and 2008 findings are presented in the chart below.

Attendance by tritile



Results for overall attendance are very similar to 2005 and continue to show that the arts sector is well-supported by the New Zealand public. The medium attendance segment has reduced slightly since 2005 (from 33% to 29%). Although there are marginal differences for the low and high attendance segments, they are not statistically different from the 2005 results. For just over one third of the population, their involvement through attendance at arts events is a very regular activity (something they do at least monthly).

Base: All respondents (n 2005=1,375, n 2008=2,009)

What the findings tell us New Zealanders aged 15 years and over

Participation in the arts and attendance

The findings for high, medium and low attendance segments mirror the results of the 2005 survey. High attendees are very active across all areas of the arts measured, with attendance being significantly higher than the national average in all cases for high attendees. Attendance is also associated with active participation in the arts. The majority of high attendees (69%) actively participate in at least one artform, compared to 49% of medium attendees, 35% of low attendees and just 20% of those who attended no arts events in the past 12 months.

Note that the tables in this report present column percentages. For example, of those who attended no arts events, 80% did not participate in the arts, 15% participated 12 times or less, and 6% participated more than 12 times.

Attendance by frequency of participation

ATTENDANCE SEGMENT	TOTAL	ATTENDED NOTHING	LOW ATTENDANCE	MEDIUM ATTENDANCE	HIGH ATTENDANCE
Total (n=)	2,099	351	401	595	752
Did not participate	52%	80%	65%	52%	31%
Participated 12 times or less	22%	15%	19%	27%	24%
Participated more than 12 times	26%	6%	16%	22%	45%

Childhood art experiences and adult attendance at arts events

We included a new question in 2008 to examine the influence of childhood art experiences on adult attendance at arts events. As can be seen in the table below, self-reported childhood art experiences are clearly a predictor of adult attendance. Half (51%) of adults who say they were taken to arts events regularly as children are in the high attendance segment, compared to 35% who were taken occasionally, 25% who were taken rarely, and 26% who were never taken to arts events as children.

Frequency of childhood art experiences and adult attendance

ATTENDANCE	TOTAL	ATTENDANCE SEGMENT			
		NEVER	RARELY	OCCASIONALLY	REGULARLY
Total (n=)	2,099	501	502	641	445
Attended nothing	17%	28%	18%	15%	8%
Low attendance	20%	24%	23%	19%	12%
Medium attendance	29%	23%	34%	31%	29%
High attendance	34%	26%	25%	35%	51%

The association between childhood experiences and adult attendance is evident across all artforms measured in the survey.

“It was a NZ band (the Black Seeds) and they played at a very very small, local hall, instead of a big arena, so that was quite good.”

Female, 40 to 44 years old

Ethnicity and attendance of the arts

The survey points to higher than average attendance for Māori and Pacific peoples. In total, 88% of Māori and 86% of Pacific peoples attended at least one arts event in the past 12 months (compared to a national average of 83%). On the whole, Asian people are less likely to have attended an arts event, although three quarters (76%) said they had attended at least one event over the past 12 months.

Ethnicity by attendance

ATTENDANCE	TOTAL	ETHNICITY				
		NZ EUROPEAN	MĀORI	PACIFIC ISLAND	ASIAN	OTHER
Total (n=)	2,099	1,495	243	176	205	157
Attended nothing	17%	18%	12%	14%	24%	12%
Low attendance	20%	20%	18%	20%	24%	20%
Medium attendance	29%	30%	23%	27%	32%	31%
High attendance	34%	32%	48%	39%	21%	37%

Education and attendance at arts events

Those who have completed a higher level of formal education are likely to attend arts events more frequently. Just under half of New Zealanders who have completed a postgraduate qualification (48%) are in the high attendance segment, compared to 38% of those who have completed a post-school qualification and 26% of those who have not completed any formal education beyond secondary school.

Level of formal education and attendance at arts events

ATTENDANCE	TOTAL	LEVEL OF FORMAL EDUCATION COMPLETED			
		SCHOOL	POST SCHOOL	POST GRADUATE	OTHER
Total (n=)	2,099	1,010	623	274	176
Attended nothing	17%	23%	12%	7%	11%
Low attendance	20%	23%	21%	13%	11%
Medium attendance	29%	29%	29%	32%	32%
High attendance	34%	26%	38%	48%	46%

What the findings tell us New Zealanders aged 15 years and over

Non-attendees

In total, 17% of the population did not attend any arts events in the past 12 months. We included a new question in 2008 for non-attendees, and asked them to tell us their reasons for not attending any arts events. The main reasons are lack of time and lack of interest.

Top five reasons for not attending any arts events

		%
1	It's difficult to find time	43%
2	Not really interested	40%
3	It costs too much	12%
4	Lack of transport/I can't easily get to it	11%
5	Not enough facilities close to where I live	10%

Base: Those who do not attend any events in the past 12 months (n=34)

A significant proportion (20%) of those who did not attend any arts events in the past 12 months were still active in the arts as participants. If we calculate involvement in the arts on the basis of attendance and/or participation, then 86% of New Zealanders aged 15 years or over are involved in the arts as attendees and/or participants.

We carried out some additional analyses to find out who is less likely to have any involvement in the arts as attendees and/or participants. Overall the differences were very small, but those who are more likely than others to have no involvement at all are:

- those aged 70+ (23% are not involved)
- those never taken to arts events as children (23% are not involved)
- those who have had no formal education beyond secondary school (19% are not involved)
- Asian people (19% are not involved)
- men (16% are not involved, compared to 11% of women).

“It was a show/play. It held my attention and for that moment I wasn’t thinking of anything. It was captivating.”

Male, 40 to 44 years old

Overall participation in the arts

We asked New Zealanders whether they had been actively involved in any visual, performing, written, Māori or Pacific artform in the past 12 months. Around half of the population aged 15 or over (48%) are actively participating in the arts in New Zealand. This is consistent with the overall level of participation shown in 2005 (50%).

Those who actively participate can be divided into two groups. Just over one quarter (26%) of the population are in the high frequency of participation group (participated more than 12 times in the past 12 months), and 22% percent participate less often.

It is important to note that, consistent with the 2005 survey, the overall findings have been influenced by significantly higher engagement among 15 to 24-year-olds. For those over the age of 24, participation in the arts is fairly representative of the age distribution up to the age of 74. Participation starts to decline relative to the numbers in the population over the age of 75.

Childhood art experiences and adult participation in the arts

Consistent with findings for art attendance, childhood art experiences are also an important predictor of adult participation in the arts. As can be seen in the table below, the survey findings show an association between adult participation and self-reported frequency of childhood art experiences. Nearly two thirds (63%) of adults who say they were taken to arts events regularly as a child are active participants in the arts. This reduces to around half (49%) for those who attended occasionally, 42% for those who attended only rarely, and 41% for those who never attended arts events as children.

ATTENDANCE	TOTAL	FREQUENCY OF CHILDHOOD ATTENDANCE AT ARTS EVENTS			
		NEVER	RARELY	OCCASIONALLY	REGULARLY
Total (n=)	2,099	501	502	641	445
Did not participate	52%	59%	58%	51%	38%
Participated 12 times or less	22%	19%	24%	21%	27%
Participated more than 12 times	26%	22%	18%	28%	36%

What the findings tell us New Zealanders aged 15 years and over

Ethnicity and participation in the arts

The 2008 findings reiterate higher engagement in the arts among New Zealand's minority ethnic groups. Consistent with 2005, the 2008 survey shows higher than average active participation among Māori and Pacific peoples. Over two thirds of Māori (68%) and more than half (54%) of Pacific peoples have actively participated in the arts over the past 12 months (compared to the national average of 48%).

Ethnicity and participation

PARTICIPATION	TOTAL	ETHNICITY				
		NZ EUROPEAN	MĀORI	PACIFIC ISLAND	ASIAN	OTHER
Total (n=)	2,099	1,495	243	176	205	157
Did not participate	52%	56%	32%	46%	56%	42%
Participated 12 times or less	22%	21%	27%	21%	28%	25%
Participated more than 12 times	26%	23%	41%	33%	16%	33%

Other demographic differences

Those who have completed a higher level of formal education are more likely to be active participants in the arts. Just over half of New Zealanders who have completed a postgraduate qualification (54%) or post-school qualification (51%) are actively involved, compared to 43% of those who have not completed any formal education beyond secondary school.

Level of formal education and participation

ATTENDANCE	TOTAL	LEVEL OF FORMAL EDUCATION COMPLETED			
		SCHOOL	POST SCHOOL	POST GRADUATE	OTHER
Total (n=)	2,099	1,010	623	274	176
Did not participate	52%	57%	49%	46%	44%
Participated 12 times or less	22%	20%	24%	26%	24%
Participated more than 12 times	26%	23%	27%	28%	32%

There is no discernible relationship between frequency of participation and where respondents live (rural/towns, provincial cities, or metropolitan cities). As in 2005, no substantial relationship is evident between income and participation in the arts.

“The quality of the work, I really enjoyed it. I go there [Christchurch Art Gallery] every year, quite often for me.”
Male, 30 to 34 years old

Attitudes to the arts

To find out what New Zealanders think about the arts in our country, Colmar Brunton developed a series of 15 attitudinal ‘agree-disagree’ statements. These statements were developed prior to the 2005 survey in consultation with Creative New Zealand. Their development was informed by 36 in-depth qualitative interviews among a broad range of New Zealanders.

Like the 2005 findings, the 2008 results are very positive. They illustrate that the majority of New Zealanders are supportive of public funding of the arts. It is encouraging that the arts are again seen by most to be a significant contributor to both the wellbeing of New Zealand’s communities and our sense of national identity. At least 70% of the population agreed with each of the following key attitude statements:

	% AGREE
The arts should receive public funding	79%
The arts help define who we are as New Zealanders	79%
The arts are strong in New Zealand	76%
My local council should give money to support the arts	73%
My community would be poorer without the arts	72%
The arts are for people like me	72%
The arts contribute positively to our economy	70%

Base: All respondents (n=2,099)

Changes since the 2005 survey

For six of the 15 attitudinal statements, the responses show positive increases since 2005. Overall, there appears to be more widespread agreement that the arts in New Zealand are inclusive – they are perceived as being a part of our everyday lives rather than something reserved for an ‘arty’ minority. Two thirds of New Zealanders (65%) now agree that the arts are ‘part of their everyday life’ (up from 57% in 2005) and 72% say that the arts are ‘for people like me’ (up from 67% in 2005). Additionally, the arts appear to now be even more closely tied to our sense of identity. Four in every five New Zealanders (79%) now agree that the arts ‘help define who we are’ (up from 75% in 2005).

It is interesting that agreement with the very emotive statement ‘I can’t live without the arts’ has increased substantially (up from 41% in 2005 to 51%). It is difficult to pinpoint what has contributed to this. It could perhaps be a reflection of the arts becoming more integrated and more commonplace within New Zealand society and culture. It could also be due to some of the momentum that has been gradually building around specific events, such as World of Wearable Arts, the Diwali festival and Pasifika, over the past three years.

What the findings tell us New Zealanders aged 15 years and over

The table below lists all the statements that have seen statistically significant shifts since 2005. The statements that have seen the greatest shift are presented toward the top of the table.

	2005 % AGREE	2008 % AGREE
I can't live without the arts	41%	51%
The arts are part of my everyday life	57%	65%
Some arts events interest me but I still don't go much	73%	79%
The arts are for people like me	67%	72%
The arts are supposed to be good for you	78%	83%
The arts help define who we are as New Zealanders	75%	79%

Base: All respondents (n 2005=1,375, n 2008=2,099)

Consistent with results presented in 2005, the New Zealanders most likely to agree with the statement 'Some arts events interest me but I still don't go much' are in the low and medium attendance segments. The increase in agreement since 2005 has occurred within every attendance segment, although agreement in the low attendance segment (three or fewer events) has increased only marginally (an increase of three percentage points since 2005).

Attendance by agreement with 'some arts events interest me but I still don't go much'

	TOTAL	ATTENDANCE SEGMENT			
		ATTENDED NOTHING	LOW ATTENDANCE	MEDIUM ATTENDANCE	HIGH ATTENDANCE
2008 Strongly/slightly agree	79%	82%	87%	84%	67%
2005 Strongly/slightly agree	73%	75%	84%	79%	61%

Base: All respondents (n 2005=1,375, n 2008=2,099)

All other attitudes remained on par with the 2005 survey results, with one exception. Although the majority of New Zealanders agree, slightly fewer say that 'The arts contribute positively to our economy' (down from 75% to 70% in 2008). This decrease may not be surprising, given that the survey was conducted during a time when New Zealanders were becoming aware of the effects of a possible global recession and public views of our economy were less optimistic overall.

Ethnic differences in attitudes toward the arts

For Māori, the arts appear to be even more strongly tied to identity. Māori were more likely than average to agree with the statements 'The arts help define who we are as New Zealanders' (87% agree, versus 79% on average) and 'The availability of arts activities and events is an important reason why I like living where I do' (56% agree, versus 49% on average). Pacific peoples are as supportive of the arts as other New Zealanders, and are particularly likely to agree that 'The arts are strong in New Zealand' (86% agree, versus 76% on average). Attitudinally, Asian New Zealanders are also supportive of the arts and they also tie the arts to our sense of national identity. However, Asian New Zealanders see opportunities for the arts to strengthen. This may be due to comparisons made with the arts in other countries. Asian people were less likely than average to agree that 'The arts are strong in New Zealand' (67% agree, versus 76% on average) and they were more likely to agree with the statement 'The arts in New Zealand aren't as good as in some overseas countries' (47% agree, versus 37% on average).

Computers, the internet and the arts

Creating digital art

The last decade has seen profound changes in the way we use technology to access or produce works of art. Computers have become faster and less expensive. Image – or video-editing software, and word-processing software, can be downloaded quickly and easily over the internet and are often pre-installed by computer retailers. Census figures show that, since 2001, internet penetration has increased dramatically, from 37% of households to 61% of households in 2006. A recent AUT survey indicated that around one third of the population (34%) have posted pictures online and 8% have posted audio material.²

New questions were included in the 2008 survey to ascertain and track the use of computers to create original works of art and the use of the internet for accessing artforms. Almost one quarter of the population (23%) say they have created original works of art using a computer. Those more actively involved in the arts are more likely to have used a computer to create an original work of art.

Participation and engagement with digital art

ATTENDANCE	TOTAL	FREQUENCY OF PARTICIPATION		
		DID NOT PARTICIPATE	12 TIMES OR LESS	MORE THAN 12 TIMES
Total (n=)	2,099	1,136	458	505
Used a computer to create a work of art	23%	12%	28%	41%
Not used a computer to create a work of art	77%	88%	72%	59%

Consistent with expectations, younger New Zealanders (aged 15 to 24) are particularly likely to create digital art, and 43% have done so in the past 12 months. It is also encouraging to see higher than average involvement in digital art among young Māori, Pacific and Asian New Zealanders. Twenty eight percent of Māori, 37% of Pacific, and 43% of Asian New Zealanders aged 15 to 24 have created original works of art using a computer.

2. Bell, A., Crothers, C., Goodwin, I., Kripalani, K., Sherman, K., Smith, P. (July, 2008). The internet in New Zealand 2007. Final Report. Institute of Culture, Discourse and Communication, AUT University (Auckland, NZ).

What the findings tell us New Zealanders aged 15 years and over

Using the internet to engage with the arts

With increasing access to fast broadband internet, improved search services like Google, and the advent of new services such as YouTube, the internet is becoming a first port-of-call for information, exploration and entertainment. Technology is also becoming smaller and more integrated, with cell phones now providing access to a wide range of media over the internet. The recent AUT study cited above indicated that around 29% of New Zealanders download or listen to music, and 21% download or watch videos, at least weekly.

We asked all respondents whether they had watched any performances or other artforms over the internet. The result is encouraging, and suggests that for many New Zealanders the internet is acting as a 'teaser' for attending live arts events. In total, 38% of the population have watched online performances or other online artforms over the past 12 months. Six percent say they have attended a related live arts event as a result of seeing the artform online. This proportion is likely to grow along with improved access to broadband internet.

Again, younger New Zealanders are more likely to engage with the arts using the internet. Fifty nine percent of 15 to 24-year-olds and 43% of 25 to 44-year-olds have done so, compared to 26% of those aged 45 or over. Consistent with the results for digital arts, the survey shows that young Māori, Pacific and Asian New Zealanders are engaging with the arts online. Fifty nine percent of Māori, 63% of Pacific, and 69% of Asian New Zealanders aged 15 to 24 have watched artforms online.

Booking or purchasing tickets to arts events over the internet

Finally, in this section we asked respondents whether they had used the internet to book tickets to performances or other artforms. Twenty nine percent of New Zealanders have done so. Among those who paid to attend their last performing arts event, this proportion was significantly higher. Nearly half (47%) of those who paid to attend their last performing arts event said they have used the internet to book their tickets.

“I liked the atmosphere, and intellectual stimulation and the people participating and the audience.”

Female, 30 to 34 years old

Attendance and participation by artform

Visual arts

Consistent with 2005, 60% of New Zealanders aged 15+ have attended visual arts events in the past 12 months, while one third (33%) of the population have been actively involved in the visual arts. One third (34%) of attendees say they paid to attend their last visual arts event. The median amount paid was \$15. It is important to note here that visual arts events includes film festivals. This may have inflated the median amount paid to attend visual arts events.

In total, 20% of attendees say they are now attending visual arts events more than in the past three years, and 18% say they are attending less. The motivation for greater attendance of visual arts events is primarily based on three significant drivers of increased attendance:

- more interest
- more time available with fewer other commitments
- more events or activities being available.

As in 2005, the most significant barrier to attendance is lack of time because of other commitments.

Performing arts

As for the visual arts, 60% of New Zealanders aged 15+ attended performing arts events in the past 12 months. This is consistent with 2005 figures. Participation in the performing arts, however, appears to have decreased slightly since 2005: participation is down from 21% in 2005 to 16% in 2008.

In measuring attendance and participation, we divided the performing arts into more specific categories for the 2008 survey.

Concerts or music events

Forty four percent of the population have attended concerts or music events in the past 12 months, and 10% have been actively involved. Three quarters of attendees (74%) paid to attend their last concert or music event. The medium amount paid was \$50.

One fifth (20%) of attendees say they are attending concerts or music events more than in the past, and another fifth (20%) say they are attending less. The motivation for greater attendance of concerts and music events is primarily based on three significant drivers of increased attendance:

- more interest
- being encouraged to go by others or having others to go with
- more events available.

As for visual arts events, the most significant barrier to attendance at concerts or music events is lack of time because of other commitments.

What the findings tell us New Zealanders aged 15 years and over

Theatre

One third (31%) of New Zealanders aged 15+ have attended the theatre in the past 12 months, and 4% have been actively involved. Most attendees (81%) paid to attend their last theatre event, with the median amount paid being \$35.

In total, 16% of attendees say they are attending the theatre more than in the past three years, and 22% say they are attending less. The motivation for greater attendance at the theatre is primarily based on three significant drivers of increased attendance:

- more interest
- being encouraged to go by others or having others to go with
- more time available with fewer other commitments.

Again, the most significant barrier to attendance at theatre events is lack of time because of other commitments.

Ballet or dance events

One fifth (19%) of New Zealanders aged 15+ have attended ballet or other dance events in the past 12 months, and 4% have been actively involved. As for the other performing arts genres, attendees are likely to have paid to attend their most recent dance event. In total, 72% of attendees paid to attend their last event. The median amount paid was \$40. Eighteen percent of attendees say they are attending more than in the past, while 16% say they are attending less.

The motivation for greater attendance at ballet and dance events is primarily based on three significant drivers of increased attendance:

- more interest
- being encouraged to go by others or having others to go with
- affordability.

The most significant barrier to attendance at theatre events is lack of time because of other commitments.

Literature

Consistent with 2005, 14% of New Zealanders aged 15+ have attended a literature event in the past 12 months, and 12% have been actively involved. Fewer than one third (29%) of attendees paid to attend their most recent literature event. The median amount paid was \$15.

One quarter (25%) of attendees say they are attending literature events more than in the past, and 18% say they are attending less. The motivation for greater attendance at literature events is primarily based on three significant drivers of increased attendance:

- more interest
- more events available
- being encouraged to go by others or having others to go with.

“Going to the secondary national kapa haka, seeing the other group perform was the best thing.”
Female, 15 to 17 years old

As for other artforms, the main barrier to attendance is lack of time because of other commitments. Those who are attending less than in the past also tended to say that there are fewer activities or events available.

Māori arts

Attendance and participation at Māori arts events have decreased slightly since the 2005 survey, with 28% of New Zealanders aged 15+ saying they have attended in the past year (down from 35% in 2005) and 12% saying they have been actively involved (down from 16%) in the past year. One quarter of attendees paid to attend their last Māori arts event. The median amount paid was \$15.

One quarter (26%) of attendees say they are attending Māori arts events more than in the past, and 13% say they are attending less. The motivation for greater attendance at Māori arts events is primarily based on three significant drivers of increased attendance:

- more interest
- being encouraged to go by others or having others to go with
- more activities or events available.

Again, as for other artforms, the main barrier to attendance is lack of time because of other commitments. Those who attended less than in the past also tended to say that events are difficult to get to and that there are fewer events available.

Pacific arts

Attendance and participation at Pacific arts events have also decreased slightly since the 2005 survey, with 27% of New Zealanders aged 15+ saying they have attended (down from 33% in 2005) and 9% saying they have been actively involved (down from 12% in 2005) in the past 12 months. A third (32%) of attendees paid to attend their last Pacific arts event. The median amount paid was \$15.

Eighteen percent of attendees say they have attended Pacific arts events more than in the past and 15% say they have attended less. The motivation for greater attendance at Pacific arts events is primarily based on three significant drivers of increased attendance:

- more interest
- being encouraged to go by others or having others to go with
- more time available with fewer other commitments

As for all other artforms, the main barrier to attendance is lack of time because of other commitments.

What the findings tell us

New Zealanders aged 10 to 14 years

What young people think the arts are

We asked all the young people we surveyed to tell us what sort of things they think about when they think of 'the arts'. Similar to the adult survey, the most common responses for young people relate to visual arts and music. The 10 most common responses are displayed below.

When asked what they thought the arts were, young New Zealanders provided 2.7 responses, on average.

Top ten responses

		%
1	Painting/drawing/sketching/colouring in	54%
2	Music	22%
3	Dancing/krumping	16%
4	Dance/movement/ballet/kapa haka	12%
5	Paintings/famous paintings	12%
6	Drama	11%
7	Drawings/pictures	11%
8	Singing	10%
9	Creating/making stuff/making things with my hands	7%
10	Crafts/arts and crafts	7%

Base: All 10 to 14 year olds (n=1,015)

There were some demographic patterns in the way young people defined the arts. Girls were more likely than boys to include the following activities within their definition of the arts: dancing/krumping (21% of girls versus 11% of boys), dance/movement/ballet and kapa haka (17% of girls versus 7% of boys), and crafts (10% of girls versus 5% of boys). Older respondents were more likely than younger respondents to incorporate music within their definitions (29% of 14-year-olds mentioned music, compared to 23% of 12 and 13-year-olds and 16% of 10 and 11-year-olds).

“Every time I do art it makes me feel happy because I LOVE to draw and sing and perform and write.”
Female, 11 years old

Attendance at arts events

We wanted to know about the arts events that young people have attended over the past 12 months. We asked whether they had seen or attended any of the following, and whether they did this with their school or with friends and family:

- art galleries or exhibitions, or online galleries (visual arts)
- ballet or dance performances, plays, concerts, musical performances, or circuses (performing arts)
- poetry readings, book readings, or book festivals (written arts)
- Māori cultural performances, festivals, exhibitions or celebrations (Māori arts)
- Pacific cultural performances, festivals, exhibitions or celebrations (Pacific arts).

Schools clearly play an important role in helping young people to engage with the arts, as 68% of the young people we surveyed said they had attended at least one of these arts events with their school in the past 12 months. However, young people are also engaging in the arts outside of school time, as 70% of the young people we surveyed have attended at least one arts event in the past 12 months with friends or family members. Only 17% of young people say they have not attended any arts events at all or can't remember if they have.

The table below displays the percentage of young people who have attended each type of arts event with friends or family members or with their school. Young people are mostly likely to attend performing and visual arts events with friends and family members. Māori and Pacific arts events are predominantly attended during school time. The majority of young people that we surveyed say they have not attended a written arts event.

Please note that the column percentages add to more than 100 because it is possible to attend with a school as well as with friends or family members.

Attendance at arts events

	ATTENDED ANY ARTS EVENT	ATTENDANCE AT DIFFERENT TYPES OF ARTS EVENTS				
		VISUAL	PERFORMING	WRITTEN	MĀORI	PACIFIC
With friends or family members	70%	37%	46%	11%	18%	18%
With your school	68%	26%	39%	18%	35%	23%
Did not attend or can't remember	17%	54%	38%	77%	59%	68%

Base: All 10 to 14 year olds (n=1,015)

Demographic differences in young people's attendance

Further demographic analyses illustrate that girls are more likely than boys to attend visual and performing arts events with their friends and family. They are also more likely than boys to attend Māori and Pacific arts events with their school. Māori and Pacific respondents are more likely than others to have been attended Māori and Pacific arts events in the past 12 months, respectively.

What the findings tell us New Zealanders aged 10 to 14 years

Participation in the arts

To find out about young people’s participation in the arts, we listed artforms under each art category and asked ‘Which things have you done, at least once, in the past 12 months?’. The artforms listed under each category were as follows:

- **Visual arts:** paint or draw something, make a sculpture, make a print (print making), take photos for an artwork, make a film or video
- **Performing arts:** a dance performance, a drama performance or play, singing or playing a musical instrument
- **Written arts:** write a story, write a poem
- **Māori arts:** Māori weaving, Māori carving, Māori singing, dancing or kapa haka, other Māori art
- **Pacific arts:** Pacific weaving, Pacific carving, cultural performances (dance, choir or musical activities), other Pacific arts.

Virtually all of the young people that we surveyed (99%) have been actively involved in at least one artform in the past 12 months. Again, results demonstrate that schools are instrumental in getting young people involved in the arts. The vast majority (98%) of young people indicated they have participated in at least one artform at school or for school in the past 12 months.

The table below displays the percentage of young people who have actively participated in at least one artform under each art category, and whether they have done so at school or outside school. Please note that the column percentages add to more than 100 because it is possible to participate in an artform at school as well as outside school.

Please note that the column percentages add to more than 100 because it is possible to attend with school as well as with friends or family members.

Participation in art events

	PARTICIPATED IN ANY ARTFORM	PARTICIPATION IN DIFFERENT TYPES OF ARTFORMS				
		VISUAL	PERFORMING	WRITTEN	MĀORI	PACIFIC
Outside school in your own time	84%	73%	34%	29%	14%	12%
At school or for school	98%	90%	69%	89%	64%	38%
Did not do or can’t remember	1%	3%	24%	8%	33%	58%

Base: All 10 to 14 year olds (n=1,015)

“You can express how you feel and it is like a freedom of speech but through music or dance.”

Female, 14 years old

Demographic differences in young people’s participation

Findings again suggest differential rates of participation by gender. For each artform girls are more likely than boys to have participated outside school in the past 12 months. Girls are also more likely to have participated in performing, written, and Māori arts at school. Younger respondents appear to be more involved in the arts. For each artform respondents aged 10 and 11 years are more likely than older respondents to have participated at school in the past year. They are also more likely than older respondents to have participated in visual arts and written arts in their own time.

Consistent with expectations, Māori and Pacific respondents are more likely than others to have been involved in Māori and Pacific arts.

Artforms participated in outside school

Eighty four percent of young people participate in art outside of school time. The five artforms they are most likely to actively participate in are listed below. These artforms tend to be those which are easily accessible, such as painting and drawing or story writing, or those that are the ‘more traditional’ extra-curricular activities. Interestingly, a quarter of the young people that we surveyed say they take photos for artwork in their own time. It is likely that digital cameras have made this artform more accessible than in the past.

Top five artforms participated in outside school

	%
1 Paint or draw something	63%
2 Write a story	26%
3 Take photos for an artwork	25%
4 Sing/play musical instrument in a performance	20%
5 Dance performance	17%

Base: All 10 to 14 year olds (n=1,015)

We were interested to learn how the arts fit within the context of other common out-of-school activities. To do this we began the survey with a list of activities and asked respondents to tick the activities that they like doing in their spare time (when not at school). As may be expected, the most popular recreational activities for young people are watching TV, videos or DVDs (83%), and playing computer or video games (79%).

However, around three quarters (73%) of young people said they like to create art in their own time, including drawing or painting (46%), dancing, singing, or performing (35%), playing a musical instrument (27%), crafts (24%), and writing stories or poems (17%). This places the creative arts high among the activities that young people like to do in their spare time. Other activities were riding a bike (56%), playing a team sport (55%), reading a book (54%), and skateboarding or rollerblading (25%).

What the findings tell us New Zealanders aged 10 to 14 years

Performing arts lessons

In the performing arts section of the survey we asked respondents whether they had taken any dance, music or drama lessons in the past 12 months. Forty four percent of young people said they had done so. This can be broken down into 20% of young people who take lessons at school only, and about one quarter (24%) who take lessons outside of school.

There are demographic variations in the likelihood of taking performing arts lessons outside of school. Girls and younger respondents are more likely to have done so, and there are also ethnic and socio-economic variations.

- 32% of girls have taken lessons outside of school, compared to 17% of boys
- 29% of 10 and 11-year-olds have taken lessons outside of school, compared to 23% of 12 and 13-year-olds and 19% of 14-year-olds
- 31% of Asian and 28% of New Zealand European respondents have taken lessons outside of school, compared to 15% of Māori and 10% of Pacific respondents
- 26% of those who live in households where the main income earner is in a professional, managerial or skilled profession take lessons outside of school, compared to 17% where the main income earner is in a clerical, administrative, semi-skilled or manual/labouring profession.

Taking part in art competitions

We asked all 10 to 14-year-olds to tell us which of their artwork, if any, they had entered into a competition in the past 12 months. Just under half of the young people we surveyed (48%) have entered art into a competition. Paintings and drawings are the most common artforms to be entered, with around a quarter of young people (24%) saying they have entered a painting or drawing into a competition. The table below displays the five most common artforms that young people enter into competition.

Five most common artforms entered into competition

	%
1 Painting or drawing	24%
2 Story writing	14%
3 Dance performances	13%
4 Māori singing, dancing, or kapa haka	11%
5 Singing or musical instrument performances	10%

Base: All 10 to 14 year olds (n=1,015)

“I love dancing and my family and friends think I am awesome when I do my own made up stuff.”
Female, 14 years old

Barriers to being more involved in the arts

Although the survey results point to very high participation in the arts among young New Zealanders, one quarter of survey respondents told us they are involved in the creative arts less than they would like. We asked these young people to tell us what stops them from doing creative arts more often. Results are shown in the table below, and illustrate that time, cost, and lack of self-confidence are the main barriers to being involved.

Five main barriers to being more involved in the creative arts

		%
1	I don't have enough time to do the creative things I would like to do	45%
2	We can't afford to do the creative things I would like to do	37%
3	I don't think I'm very good at creative things	24%
4	I don't know how to get involved in creative things	18%
5	I don't know where to go to do creative things	17%

Base: All 10 to 14 year olds who do creative arts less than they would like (n=266)

Eight percent of young people told us they are involved in the arts more than they would like to be. The majority of these respondents (75%) felt that they do too much art at school.

What the findings tell us New Zealanders aged 10 to 14 years

Attitudes and feelings towards the arts

We developed a set of questions to measure young people's feelings and attitudes toward the arts. In doing so, we recognised that more common attitudinal rating statements would be unsuitable for a survey of 10 to 14-year-olds, as these would be cognitively challenging for the younger respondents. We therefore developed a series of more concrete questions to find out about their feelings and attitudes.

Attitudes, feelings and attributes we wanted to measure	How we measured them
How the arts make young people feel	Respondents could answer using a 'smile-o-meter'. They shifted a slider left or right until the smiley face represented how they feel. The scale was anchored at either end by 'awful' (a score of 0) and brilliant (a score of 100).
Whether young people see themselves as creative	Respondents were able to move a slider from 'not at all creative' (a score of 0) to 'extremely creative' (a score of 100).
Whether young people exist in social networks that support that arts	Respondents were able to select 'Most of my friends like the arts', 'Some of my friends like the arts and some don't', or 'None of my friends like the arts'.
Encouragement to be involved in the arts (and by who)	Respondents were able to select cartoon images depicting 'Mum or Dad', 'sister or brother', 'another relative', 'friends', 'teacher', 'somebody else', or 'nobody'.

Overall summary of attitudes and feelings toward the arts

Overall the results are encouraging and illustrate that young New Zealanders feel very positive about the creative arts. Four out of five young people that we surveyed (79%) gave themselves a score above 70 on the 'smile-o-meter', and one third (32%) said they feel 'brilliant' when they do creative things (i.e. gave a score of 91-100). When asked to rate their own creativity, two thirds (66%) of young people gave themselves a rating above 60 on the 100-point sliding scale and 28% gave themselves a rating above 80.

New Zealand appears to be an environment that supports young people's involvement in the arts. There seems to be very little 'social stigma' attached to the arts. Just 6% of young people say that most of their friends do not like the arts. More than half of young people (54%) feel that some of their friends like the arts and some do not. Around one quarter (24%) exist in social networks that are very supportive of the arts (they say that most of their friends like the arts).

Young people report that they receive encouragement to be involved in the arts from a wide range of sources, including parents (78%), teachers (72%), friends (46%), other relatives (28%), and siblings (24%). This again shows the importance of schools in getting young people involved in the arts, with teachers being the second most common source of encouragement. Only 7% of young people say that nobody encouraged them to get involved.

"I like finishing a painting and showing it to my family and they like it. I have fun with my friends doing hip hop and kapa haka for our school. Sometimes I get a funny feeling before we start, but it goes away when I am singing and dancing."

Male, 10 years old

**“I enjoy doing art and stuff with friends
which is where I normally do it.”**
Male, 13 years old

We asked those who felt most positive (the top 25%) to tell us why they gave their rating. The main reasons for feeling positive were that they simply like the arts, that art makes them feel happy, that art is fun, and they enjoy being creative and using their imagination.

Top 10 reasons for feeling positive when doing creative things

	%
1 I like/enjoy/love doing it	41%
2 It makes me happy/feel happy	23%
3 Arts are really fun	18%
4 I feel/enjoy being creative/creating/using my imagination	13%
5 I did it myself/great sense of accomplishment/satisfaction/achieved something	13%
6 I like making/creating stuff	10%
7 I can express myself/my feelings/how I feel	9%
8 Makes me feel good about myself/feel good/more confident	7%
9 I can feel proud of myself	6%
10 I like to make family/friends/other people happy/smile	6%

Base: All 10 to 14 year olds at or above the 75th percentile (n=254)

**“Because creating things and performing things makes you feel really good inside.
I also feel you’re bringing happiness to others.”**
Female, 13 years old

Those who feel less positive (the bottom 25%) do not necessarily associate bad feelings with the arts, but tend to have more mixed feelings overall.

Top 10 responses from those who feel less positive when doing creative things

	%
1 I like/enjoy/love doing it	22%
2 Arts are really fun	9%
3 Only like some arts but not all/some are good some are not	8%
4 I’m not good/very good at art/artsy/artistic	7%
5 I did it myself/great sense of accomplishment/satisfaction/achieved something	6%
6 It’s OK/alright/not great/not over the moon/I like it but...	6%
7 It makes me happy/feel happy	6%
8 It’s not my thing/favourite thing/subject	5%
9 I don’t like art	4%
10 Makes me feel good about myself/feel good/more confident	4%

Base: All 10 to 14 year olds at or below the 25th percentile (n=263)

What the findings tell us New Zealanders aged 10 to 14 years

Demographic differences and associations

Further analyses of these questions provided some valuable insights. Overall, those who see themselves as very creative are more likely to be girls and younger respondents (10 and 11-year-olds), whereas boys and older respondents see themselves as less creative and are less positive about the creative arts overall. There are only very marginal differences by ethnic group.

Demographic profiles and perceptions of creativity

DEMOGRAPHICS	TOTAL	SELF-RATING OF CREATIVITY (0-100)				
		NOT THAT CREATIVE (0-40)	SORT OF CREATIVE (41-60)	QUITE CREATIVE (61-80)	VERY CREATIVE (81-100)	
Total (n=)		1,015	114	219	395	287
Gender						
Boy	51%	61%	54%	52%	44%	
Girl	49%	39%	46%	48%	56%	
Age						
10 or 11 years	39%	24%	37%	40%	46%	
12 or 13 years	40%	52%	40%	38%	39%	
14 years	21%	23%	23%	22%	15%	
Ethnicity						
NZ European	64%	65%	60%	64%	67%	
Māori	23%	22%	28%	22%	20%	
Pacific	11%	12%	18%	9%	10%	
Asian	12%	13%	12%	12%	9%	
Other	11%	10%	10%	10%	15%	

“My drama class allows me to explore more of my creative side. Drumming is one of my main passions and it makes me feel really good.”

Male, 13 years old

There are positive associations among attitudes and feelings toward the arts. Those young people who perceive themselves to be more creative are more positive when they do creative things, they are more likely to say that most of their friends like the arts, and they are more likely to report receiving encouragement from parents, siblings, relations, and friends. Conversely, young people who feel less creative are more likely to say that nobody encourages them to be involved in the arts

Associations between attitudes and feelings toward the arts

ATTITUDES AND FEELINGS	TOTAL	SELF-RATING OF CREATIVITY (0-100)			
		NOT THAT CREATIVE (0-40)	SORT OF CREATIVE (41-60)	QUITE CREATIVE (61-80)	VERY CREATIVE (81-100)
Total (n=)	1,015	114	219	395	287
How the arts make you feel					
Brilliant (81-100)	32%	5%	18%	31%	57%
Really good (61-80)	47%	50%	48%	54%	36%
OK (60 or below)	21%	45%	34%	15%	7%
What your friends think of the arts					
Most of my friends like the arts	24%	12%	17%	21%	38%
Some like the arts, some don't	54%	49%	57%	60%	46%
Most of my friends don't like the arts	6%	9%	5%	7%	4%
Not sure	16%	30%	21%	12%	12%
Encouragement to get involved in the arts					
Mum or Dad	78%	58%	77%	82%	82%
Brother or sister	24%	18%	25%	23%	28%
Another relative	28%	18%	29%	28%	33%
Teacher	72%	71%	77%	74%	66%
Friends	46%	36%	41%	50%	50%
Somebody else	2%	2%	2%	3%	2%
Nobody	7%	12%	6%	5%	7%

“... sometimes the art set to me is sometimes really hard and annoying but sometimes the art set is really fun stuff.”

Female, 13 years old

“Sometimes I feel that I am not as good as the others. And I make mistakes a lot.”

Male, 14 years old

What the findings tell us New Zealanders aged 10 to 14 years

Attendance and participation in the arts

As may be expected, self-perceptions of creativity are associated with higher levels of attendance and participation in the arts.

Attendance and perceptions of creativity

ATTENDANCE AT ARTS EVENTS	TOTAL	SELF-RATING OF CREATIVITY (0-100)			
		NOT THAT CREATIVE (0-40)	SORT OF CREATIVE (41-60)	QUITE CREATIVE (61-80)	VERY CREATIVE (81-100)
Total (n=)	1,015	114	219	395	287
Visual arts					
With your school	26%	11%	25%	28%	32%
With friends or family	37%	18%	30%	37%	50%
Have not attended	54%	77%	59%	53%	41%
Performing arts					
With your school	39%	38%	29%	37%	50%
With friends or family	46%	31%	40%	49%	51%
Have not attended	38%	45%	50%	37%	27%
Written arts					
With your school	18%	10%	15%	18%	22%
With friends or family	11%	8%	10%	9%	16%
Have not attended	77%	86%	78%	78%	70%
Māori arts					
With your school	35%	29%	34%	32%	42%
With friends or family	18%	9%	21%	19%	16%
Have not attended	59%	67%	58%	61%	53%
Pacific arts					
With your school	23%	23%	24%	19%	27%
With friends or family	18%	13%	18%	19%	18%
Have not attended	68%	71%	69%	70%	64%

Participation in the arts and perceptions of creativity

PARTICIPATION IN THE ARTS	TOTAL	SELF-RATING OF CREATIVITY (0-100)			
		NOT THAT CREATIVE (0-40)	SORT OF CREATIVE (41-60)	QUITE CREATIVE (61-80)	VERY CREATIVE (81-100)
Total (n=)	1,015	114	219	395	287
Visual arts					
Involved outside school	73%	47%	60%	80%	85%
Involved in school	90%	86%	91%	89%	92%
Not involved	3%	8%	4%	3%	0%
Performing arts					
Involved outside school	34%	20%	28%	35%	44%
Involved in school	69%	63%	64%	69%	77%
Not involved	24%	32%	31%	24%	14%
Written arts					
Involved outside school	29%	20%	22%	25%	45%
Involved in school	89%	83%	88%	90%	91%
Not involved	8%	12%	12%	8%	4%
Māori arts					
Involved outside school	14%	9%	17%	14%	12%
Involved in school	64%	60%	58%	62%	73%
Not involved	33%	38%	38%	35%	26%
Pacific arts					
Involved outside school	12%	4%	13%	12%	14%
Involved in school	38%	34%	31%	38%	46%
Not involved	58%	65%	60%	60%	49%

What the findings tell us New Zealanders aged 10 to 14 years

Digital art

A recent study by the Broadcasting Standards Authority illustrated that the majority (88%) of New Zealand 6 to 13-year-olds' homes contain a computer, and that 84% of 6 to 13-year-olds play computer games or video games at home.³ Boys, in particular, were likely to play computer and video games. We were interested to learn whether young people were also using computers to create art.

Around four in five (83%) young people that we surveyed said they have used a computer to create their own art in the past 12 months. Just under half (46%) of those we surveyed said they have done so at home, and 40% said they have done so at school. The five artforms that young people are most likely to create using a computer are listed below.

Top five artforms created using a computer

	%
1 Written stories or poems	53%
2 Edited digital photos for an artwork	42%
3 Graphic design	38%
4 Edited or produced a film	21%
5 Composed music	14%

Base: All 10 to 14 year olds (n=1,015)

“When I create something on the computer it looks cool and makes my school work look better so I get good marks.”

Female, 13 years old

“Making art on the computer makes me feel good about myself.”

Male, 10 years old

Young people desire more involvement in digital art

During the survey we also asked young people about the artforms that they wanted to be more involved with. Digital art emerged as a clear favourite, with 44% of respondents saying they wanted to be more involved. This was followed by performing arts (20%), which was particularly favoured by girls (32% versus 10% of boys), and visual arts (18%).

It is noteworthy that digital art appears to be particularly attractive to those who are less involved overall. Boys were much more likely than girls to want to be involved in digital arts (59% versus 29% of girls), as were those who think of themselves as ‘not that creative’ and those who feel less positive about the arts overall. Young Asian people are also particularly interested in digital art, with more than half (54%) saying they most want to be more involved with digital art.

3. Broadcasting Standards Authority (2008).
“Seen and heard: Children’s media use, exposure, and response”
<http://www.bsa.govt.nz/publications-pages/seenandheard.php>

Animated figure
Leeland Johnson
Multimedia student at Whitireia Community Polytechnic



Main Findings

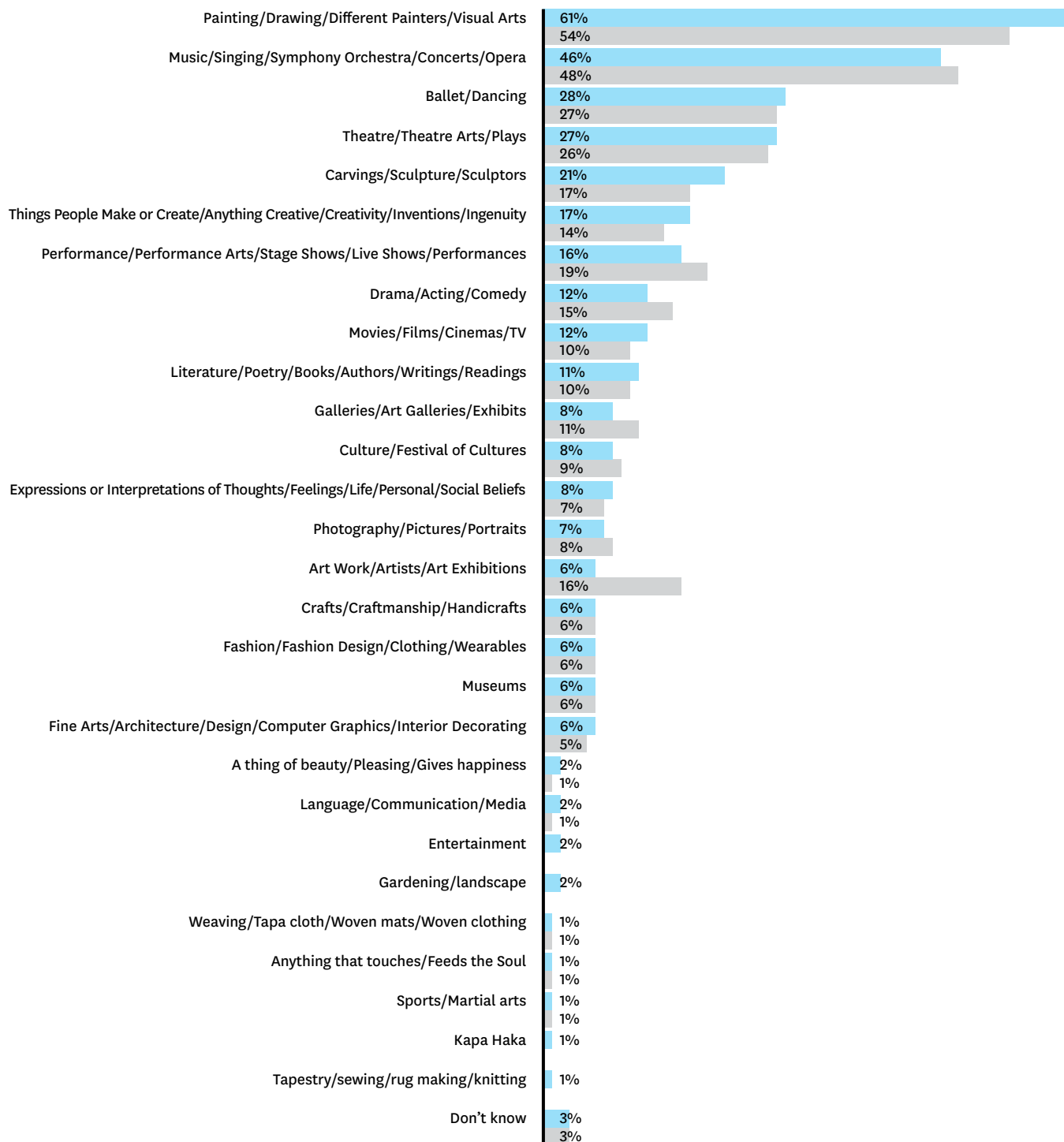
New Zealanders aged 15 years and over

How New Zealanders define the arts

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

When asked what they thought the arts were, the average number of responses was 3.4 in 2008 and 3.3 in 2005.

Definitions of the Arts



Base: All respondents (n 2005=1,335, n 2008=2,099)

KEY

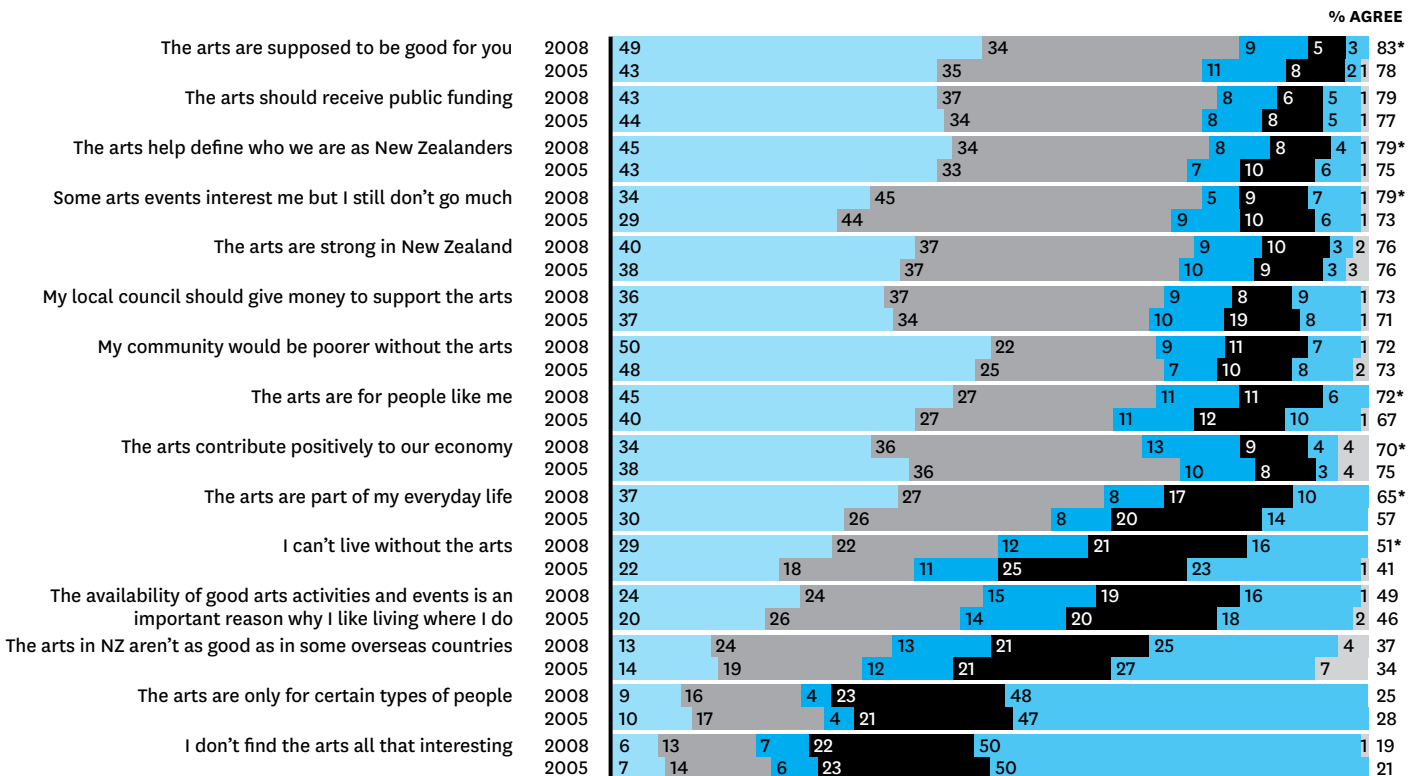
2008 2005

“It was a comedy – it was great fun,
I have never laughed so much.”
Female, 60 to 64 years old

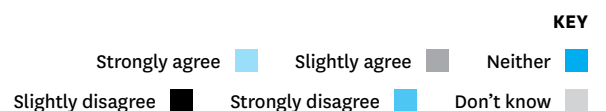
Attitudes to the arts

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.”

Attitudes to the arts, level of agreement with statements



Base: All respondents (n 2005=1,375, n 2008=2,099)



*Statistically significant differences from 2005

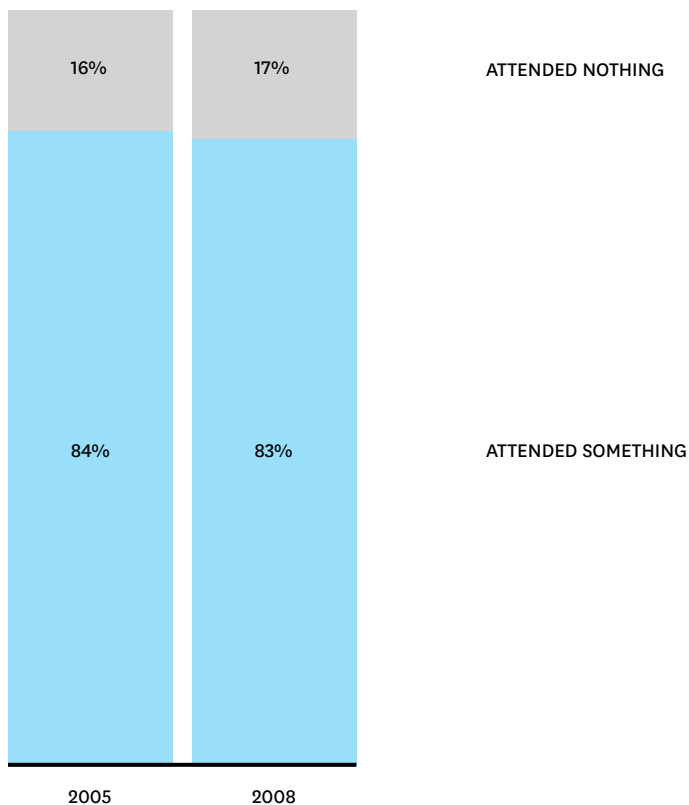
Main Findings New Zealanders aged 15 years and over

Attendance at arts events

Overall Attendance

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

Overall attendance at arts events



Base: All respondents (n 2005=1,375, n 2008=2,099)

Attendance by artform

Attendance was measured in the following way for each artform.

Artform	Statement
Visual arts	Firstly, thinking about the visual arts such as sculpting and painting, photography and film-making, have you visited any art galleries or exhibitions or online galleries or attended any film festivals in the past 12 months?
Performing arts	Now 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 circus in the past 12 months?
Literature	Now thinking about literature, have you gone to any poetry or book readings, or literary festivals or events in the past 12 months?
Māori arts	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?
Pacific arts	Now 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?

“It was a punk rock concert, and just really enjoyed the music and the atmosphere.”
Female, 18 to 24 years old

Attendance by artform and ethnicity

ATTENDANCE BY ARTFORM (%)		ATTENDANCE BY ETHNICITY (%)				
		NZ EURO	MĀORI	PACIFIC	ASIAN	
Visual arts	2008	60%	63	52	46	43*
	2005	63%	66	57	46	57
Performing arts	2008	60%	61	59	56*	57
	2005	61%	62	51	69	51
Literature	2008	14%	12*	14	16	14
	2005	16%	16	15	21	15
Māori arts	2008	28%*	24*	61	37	23
	2005	35%	30	64	38	33
Pacific arts	2008	27%*	21*	49	68	30
	2005	33%	26	58	75	29
		n=1,495	n=243	n=176	n=205	
		n=920	n=186	n=82	n=85	

Base: All respondents (n 2005=1,375, n 2008=2,099)

*Statistically significant differences from 2005

Attendance at performing arts events by ethnicity

ATTENDANCE AT PERFORMING ARTS EVENTS (%)		ATTENDANCE BY ETHNICITY (%)			
		NZ EURO	MĀORI	PACIFIC	ASIAN
Concert or music performance	44%	44	43	42	39
Theatre	31%	36	23	16	17
Ballet or dance event	19%	19	19	19	21
Circus	6%	5	10	5	5
Another type of performing arts event	2%	2	2	5	3
		n=1,495	n=243	n=176	n=205

Base: All respondents (n=2,099)

Statement: “We would like to gain an idea about your childhood art experiences. When you were a child, under 15 years of age, would you say you were taken to arts events regularly, occasionally, rarely, or never?”

Attendance by self-reported frequency of childhood art experiences

ATTENDANCE AT PERFORMING ARTS EVENTS (%)		ATTENDANCE BY FREQUENCY OF CHILDHOOD ART EXPERIENCE (%)			
		REGULARLY	OCCASIONALLY	RARELY	NEVER
Visual arts	60%	74	59	60	50
Performing arts	60%	69	66	57	47
Literature	14%	20	16	11	10
Māori arts	28%	38	28	21	22
Pacific arts	27%	39	30	23	23
		n=445	n=641	n=502	n=501

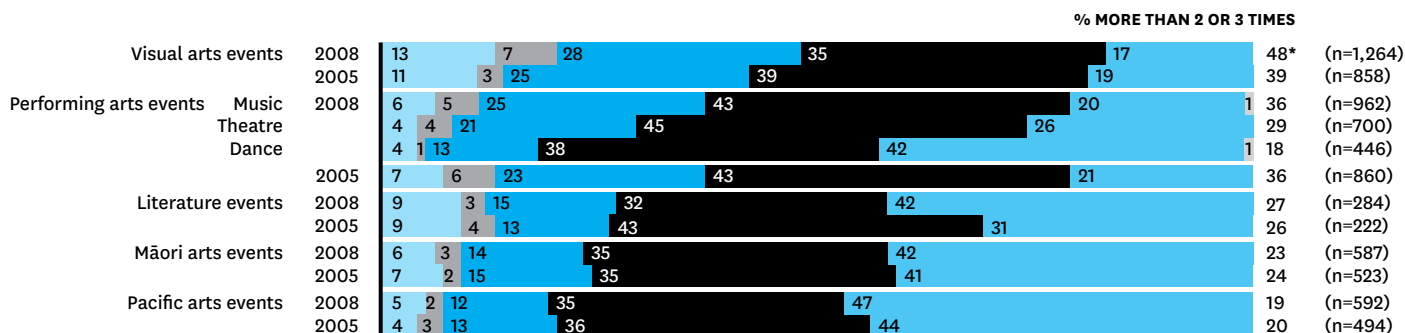
Base: All respondents (n=2,099)

Main Findings New Zealanders aged 15 years and over

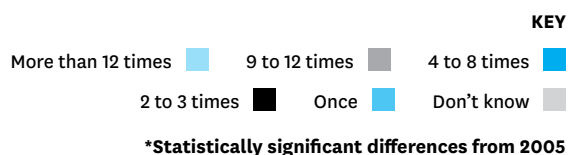
Frequency of attendance

Statement: "On average, how often have you done this in the past 12 months?"

Frequency of attendance by artform



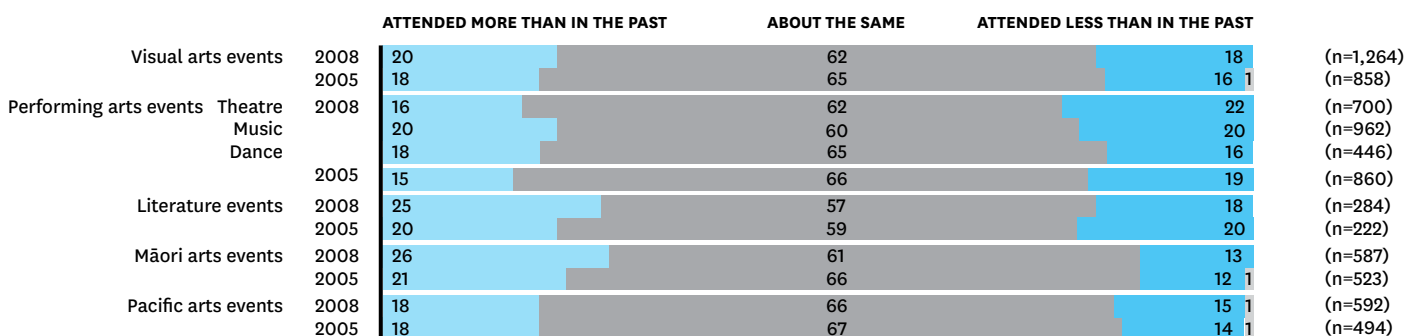
Base: Those who attended each type of arts event



Changes in frequency of attendance

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

Attendance and change in frequency over the past three years



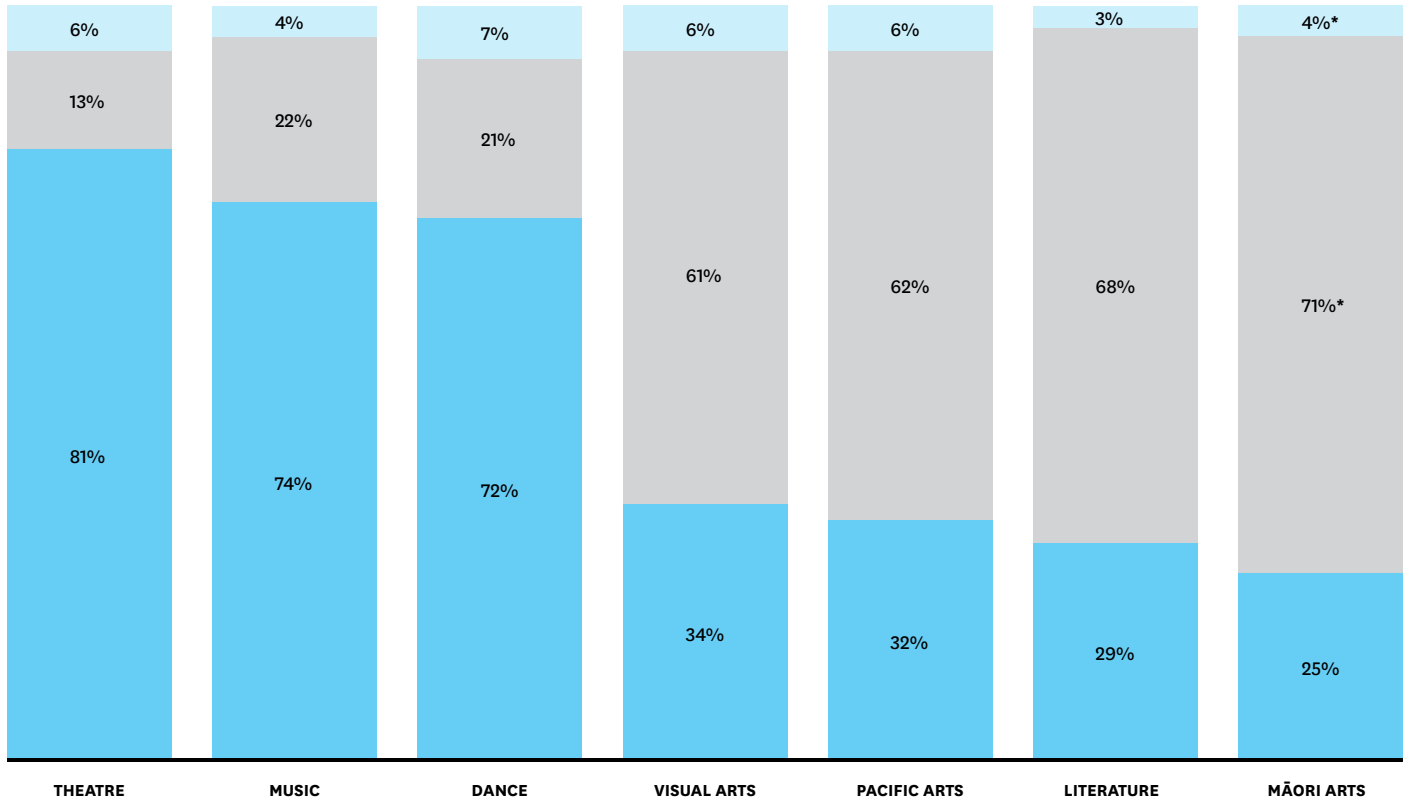
Base: Those who attended each type of arts event

“Visiting a local gallery in Upper Hutt, with beautiful ceramic works, which was free entry.”
Female, 30 to 34 years old

Paying to attend most recent arts event

Statement: “Thinking about the last [arts] event you were at, how much did you pay for the experience, if anything?”

Paying to attend most recent arts event



Base: Those who attended each type of event (n visual=1,264, n theatre=700, n music=962, n dance=446, n literature=284, n Māori arts=587, n = Pacific arts=592)

KEY
Paid to attend (light blue) Did not pay/it was free (grey) Don't know (dark blue)

Amount paid to attend most recent arts event

	ARTFORM						
	THEATRE	MUSIC	DANCE	VISUAL*	PACIFIC	LITERATURE	MĀORI
Base number	567	706	314	447	192	93	159
Highest price**	\$500	\$500	\$350	\$700	\$200	\$400	\$250
75th Percentile	\$60	\$90	\$75	\$40	\$30	\$35	\$31
Median	\$35	\$50	\$40	\$15	\$20	\$15	\$15
25th percentile	\$23	\$20	\$20	\$9	\$5	\$10	\$5
Lowest price	\$2	\$1	\$2	\$1	\$1	\$1	\$1

Base: Those who paid to attend each type of arts event

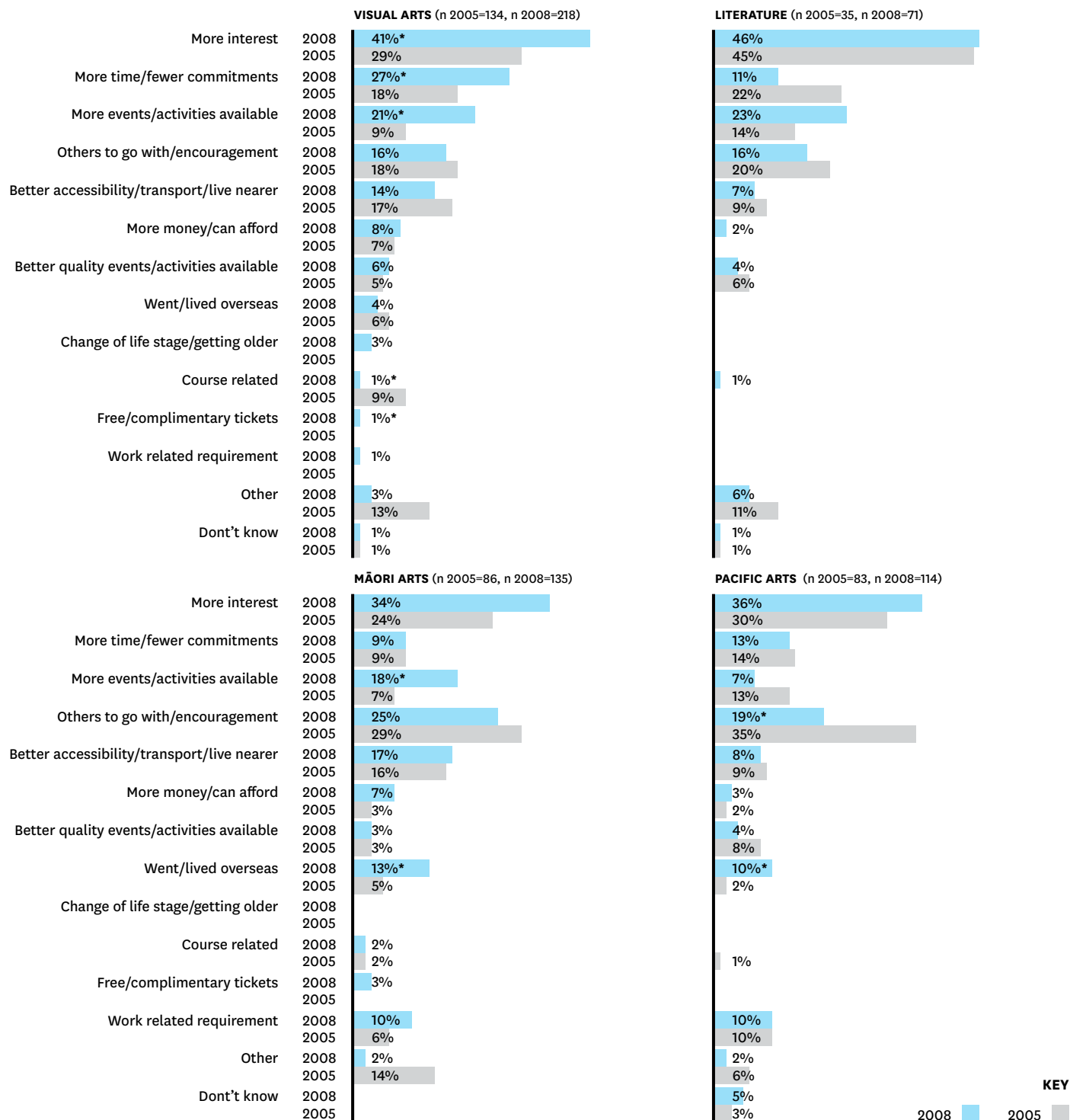
Note: *Visual arts includes film festivals **These dollar values are the highest price mentioned by respondents

Main Findings New Zealanders aged 15 years and over

Reasons for attending more than in the past

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

Reasons for attending more than in the past (visual arts, literature, Māori and Pacific arts)



Base: Those who attended each type of event more than in the past

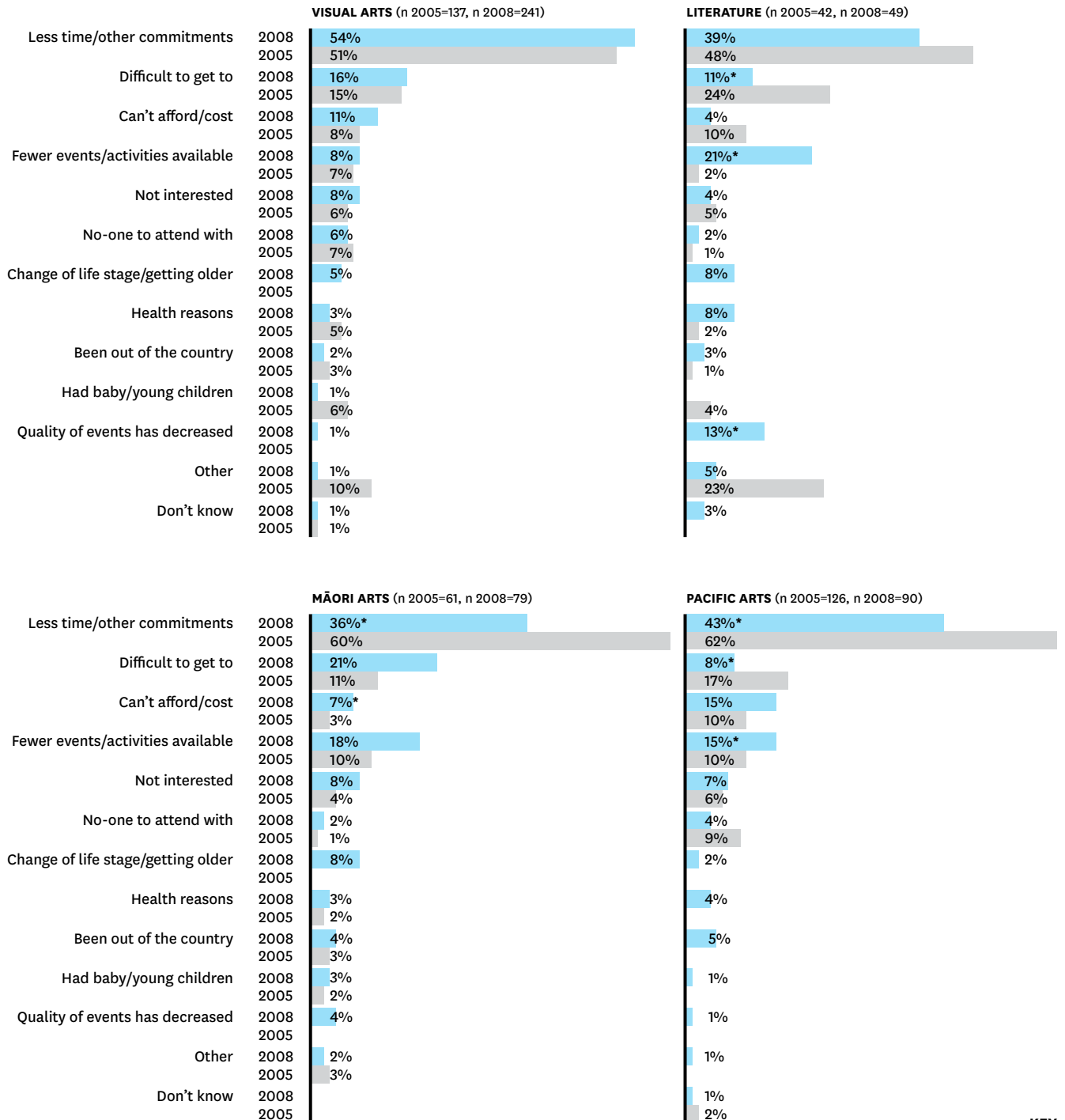
*Statistically significant differences from 2005

“There was a good combination of music.
It was an all round good piece of work.”
Female, 25 to 29 years old

Reasons for attending less than in the past

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

Reasons for attending less than in the past (visual arts, literature, Māori and Pacific arts)



KEY

2008 ■ 2005 ■

Base: Those who attended each type of event less than in the past

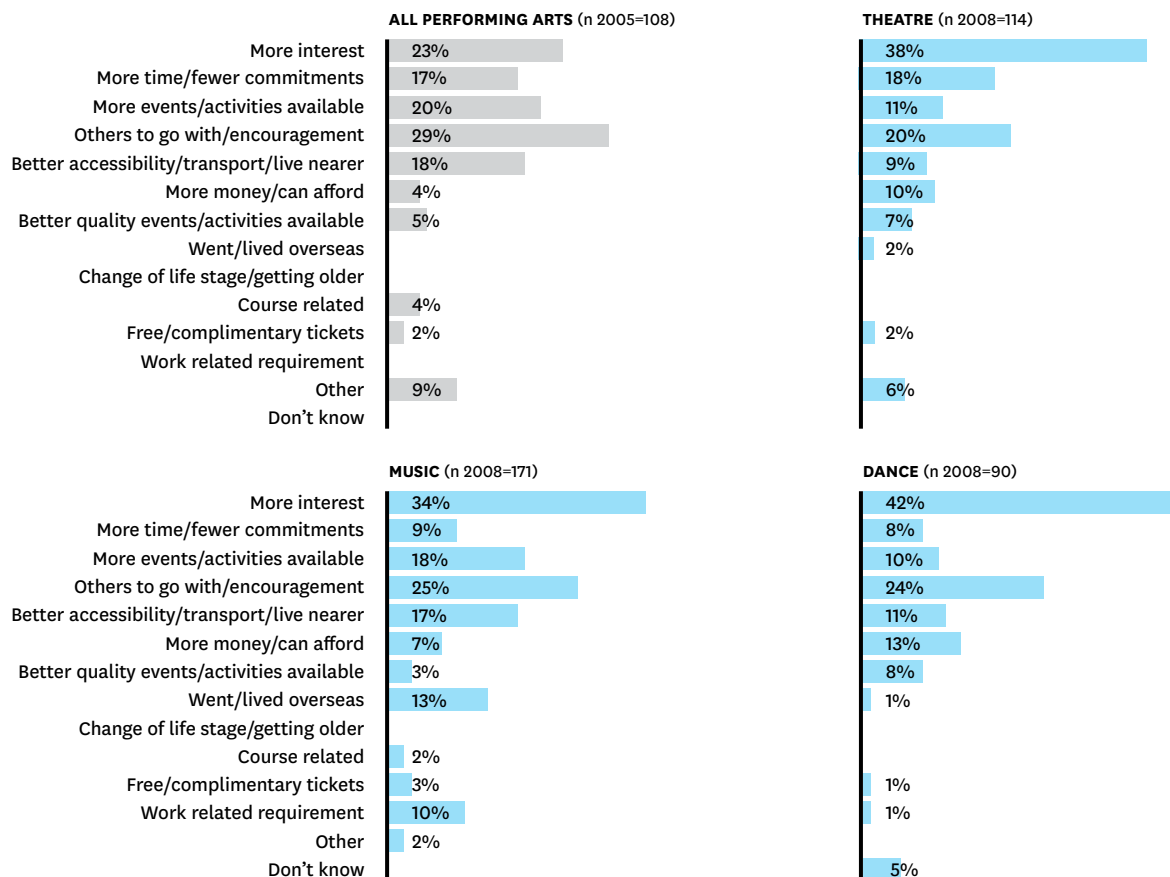
*Statistically significant differences from 2005

Main Findings New Zealanders aged 15 years and over

Reasons for attending more than in the past

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

Reasons for attending more than in the past (performing arts)



Base: Those who attended each type of event more than in the past

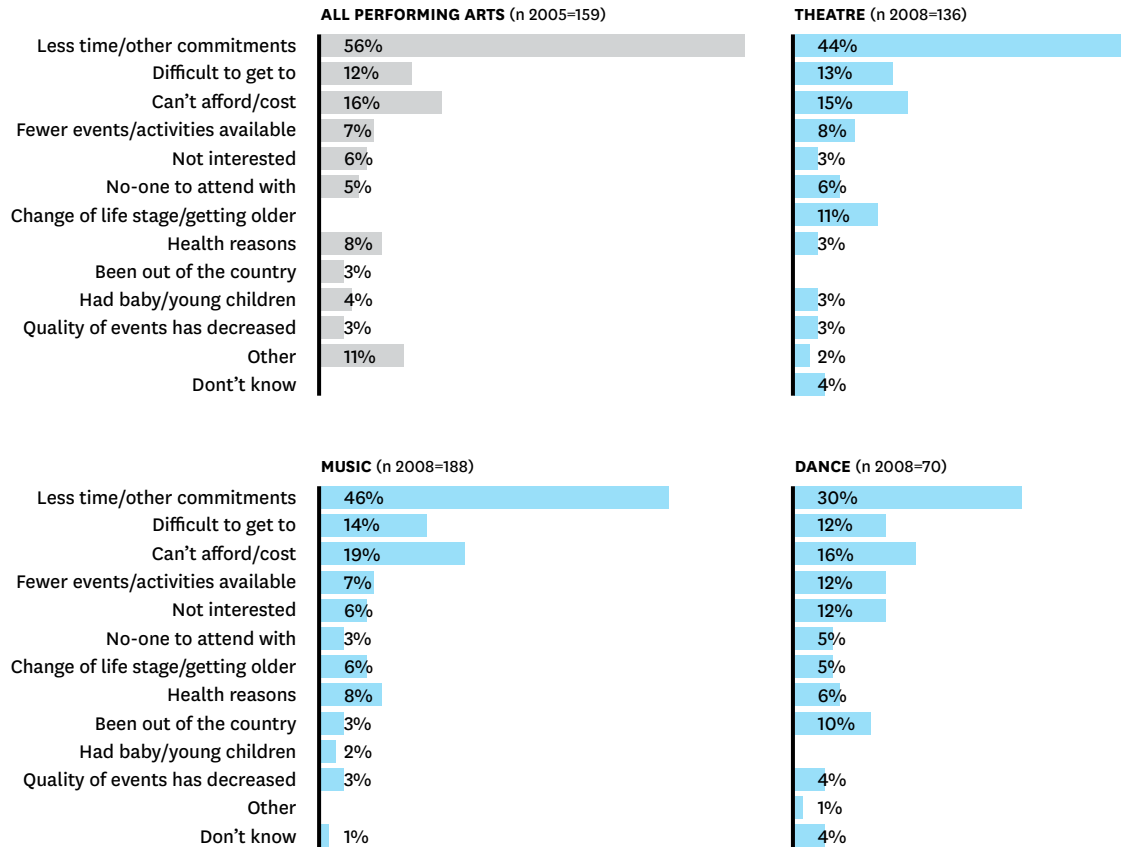
KEY
2008 ■ 2005 ■

“I get pleasure out of the skills people can produce.
The abilities that they are able to produce.”
Male, 65 to 69 years old

Reasons for attending less than in the past

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

Reasons for attending less than in the past (performing arts)



Base: Those who attended each type of event less than in the past

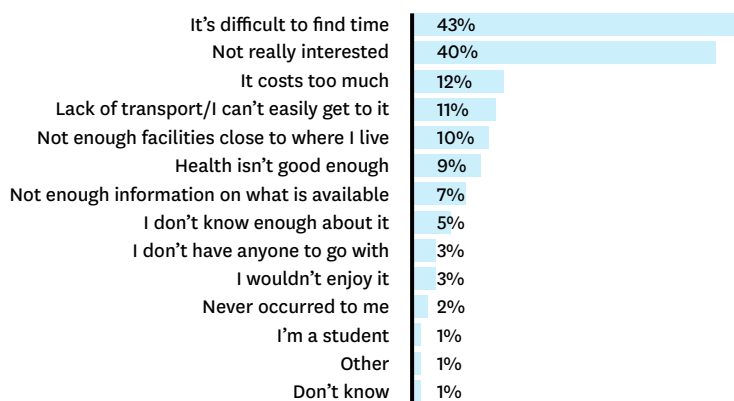
KEY
2008 ■ 2005 ■

Main Findings New Zealanders aged 15 years and over

Non-attendance

Statement: “You’ve indicated that you have not attended any arts events in the past 12 months. Can you tell us your reasons for not attending any events?”

Reasons for non attendance



Base: Those who did not attend any arts event in the last 12 months (n=349)

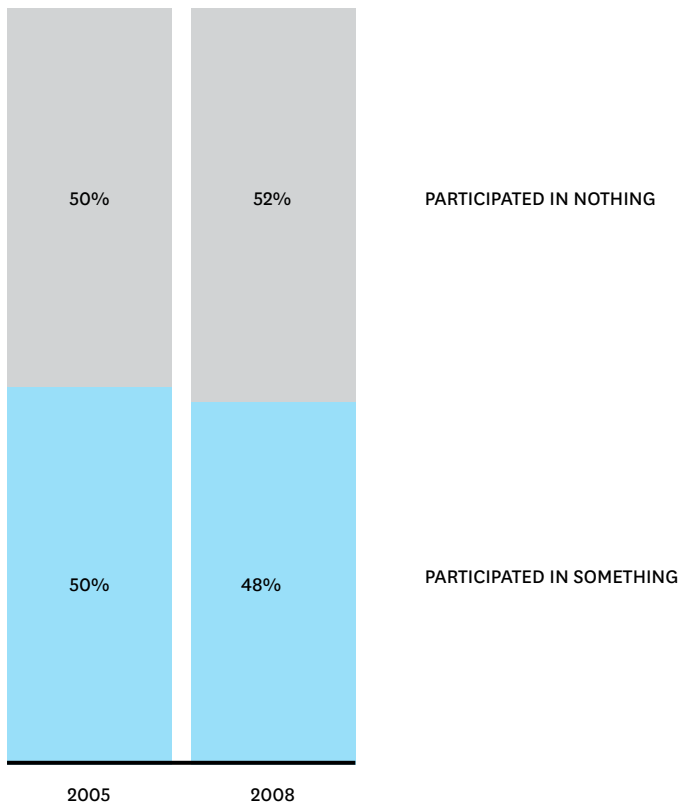
“Last thing was performing with my kapa haka group,
 ...performing with my friends.”
 Female, 15 to 17 years old

Participation in the arts

Participation in the arts

Respondents were asked if they had actively participated in an arts event in the past 12 months.

Overall participation in the arts



Base: All respondents (n 2005=1,375, n 2008=2,099)

Participation by artform

Participation of the arts was measured in the following way for each artform.

Artform	Statement
Visual arts	Still thinking about the visual arts, in the past 12 months have you been actively involved in, for example, painting, photography, sculpting, web-based/digital art, ceramic making, or film-making in any way?
Performing arts	Still thinking about the performing arts, in the past 12 months have you been actively involved in theatre, dance, singing or music performances or events?
Literature	Still thinking about literature, in the past 12 months have you taken part in a writing workshop or literary event, or written poetry, fiction or non-fiction?
Māori arts	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, or kapa haka, or other Māori dance or music activities?
Pacific arts	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?

Main Findings New Zealanders aged 15 years and over

Participation by artform and ethnicity

PARTICIPATION BY ARTFORM (%)		PARTICIPATION BY ETHNICITY (%)				
		NZ EURO	MĀORI	PACIFIC	ASIAN	
Visual arts	2008	33%	32	43	28	27
	2005	31%	29	43	33	26
Performing arts	2008	16%*	14*	18*	30	21
	2005	21%	17	29	40	16
Literature	2008	12%	11	16	8	8
	2005	14%	13	17	16	11
Māori arts	2008	12%*	9	43	19	8
	2005	16%	11	44	12	13
Pacific arts	2008	9%*	6	25	36	8
	2005	12%	7	25	34	12
			n=1,495	n=243	n=176	n=205
			n=920	n=186	n=82	n=86

Base: All respondents (n 2005=1,375, n 2008=2,099)

*Statistically significant differences from 2005

Participation in the performing arts by ethnicity

PARTICIPATION IN THE PERFORMING ARTS (%)		PARTICIPATION BY ETHNICITY (%)			
		NZ EURO	MĀORI	PACIFIC	ASIAN
Concert or music performance	10%	9	12	21	14
Theatre	4%	5	3	3	2
Ballet or dance event	4%	3	6	9	6
Circus					
Another type of performing arts event	1%	1	1	4	3
		n=1,495	n=243	n=176	n=205

Base: All respondents (n=2,099)

Statement: “We would like to gain an idea about your childhood arts experiences. When you were a child, under 15 years of age, would you say you were taken to arts events regularly, occasionally, rarely, or never?”

Participation by self-reported frequency of childhood arts experiences

PARTICIPATION BY ARTFORM (%)		PARTICIPATION BY FREQUENCY OF CHILDHOOD ART EXPERIENCE (%)			
		REGULARLY	OCCASIONALLY	RARELY	NEVER
Visual arts	33%	44	36	28	26
Performing arts	16%	27	18	10	10
Literature	12%	16	12	10	10
Māori arts	12%	16	10	6	6
Pacific arts	9%	21	12	8	10
		n=445	n=641	n=502	n=501

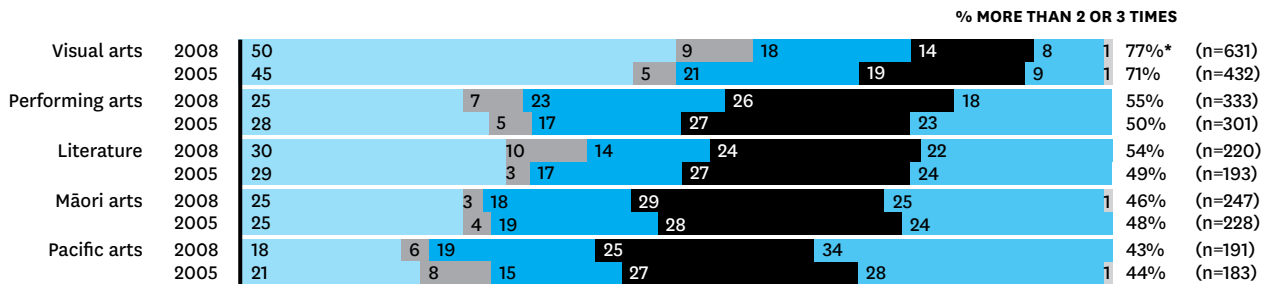
Base: All respondents (n=2,099)

“Every different community was there and everyone was enjoying it.”
Female, 30 to 34 years old

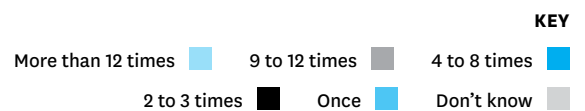
Frequency of participation

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

Frequency of participation by artform



Base: Those who participated in each type of art

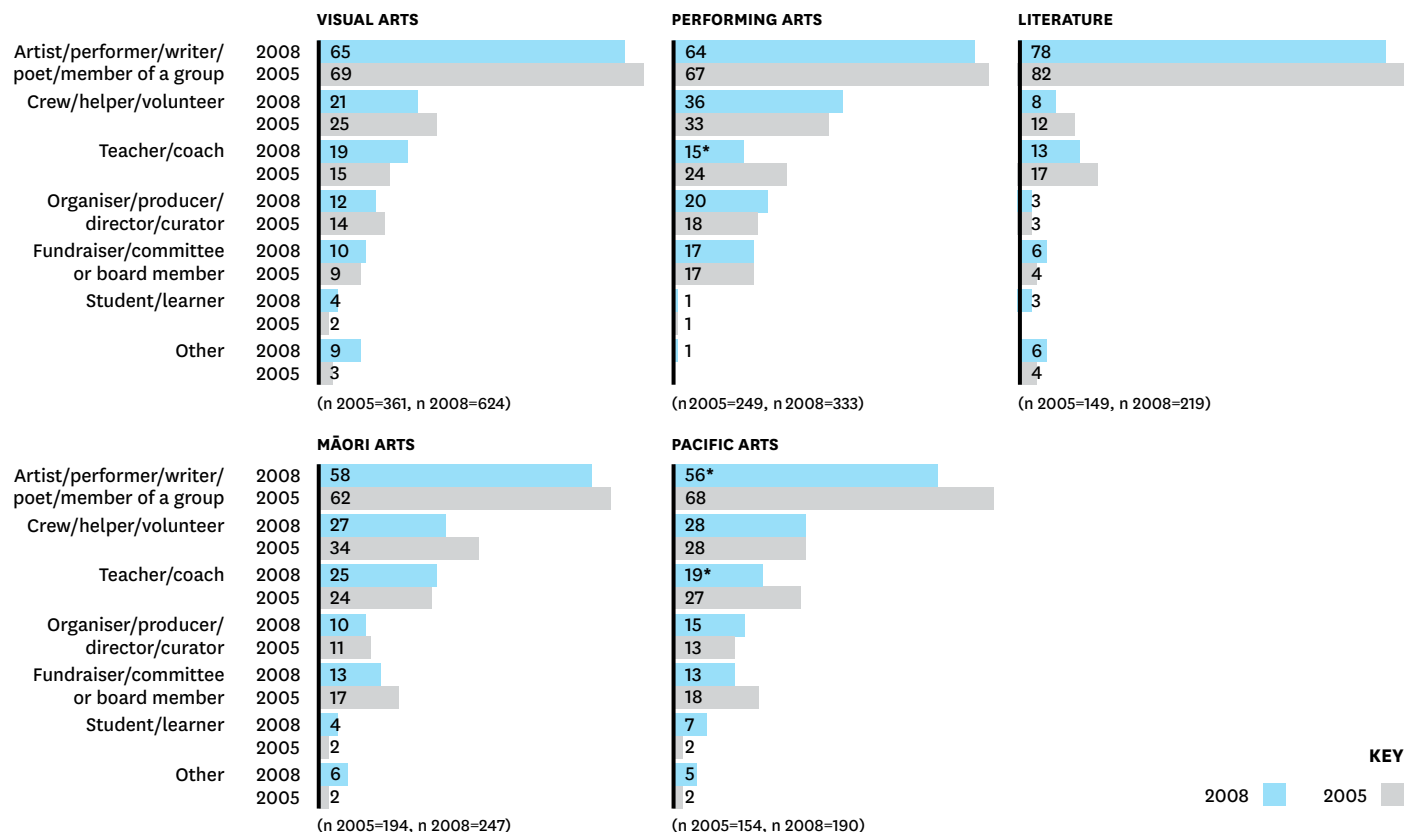


*Statistically significant differences from 2005

Participation: Role

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

How New Zealanders are involved in the arts



Base: Those involved in each type of art, excluding those who said “Don't know” or “None”

*Statistically significant differences from 2005

Main Findings New Zealanders aged 15 years and over

Computers, the internet and the arts

Digital art

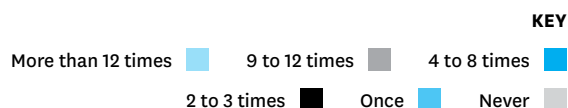
Statement: "In the past 12 months have you used a computer to create original artworks or animation? On average, how often have you done this in the past 12 months?"

Use of a computer to create works of arts

23% have used a computer to create art work



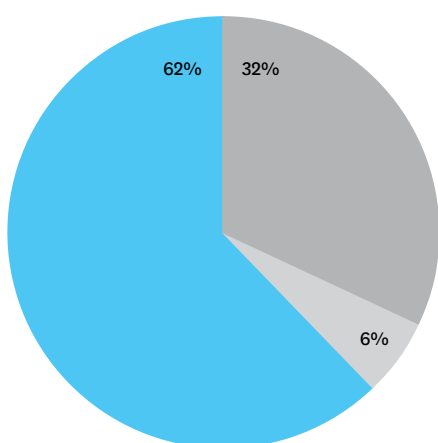
Base: All respondents (n=2,099)



Viewing art on the internet

Statement: "In the past 12 months have you used the internet to watch any performances or other art forms? As a result of seeing these art forms on the internet, did you attend any related live arts events?"

Viewing performances of other artforms on the internet



62% of people have not used the internet to watch performances or other art forms.

38% of people have used the internet to watch performances or other art forms. Of this 38%, 6% have attended related live arts events as a result of seeing them online.

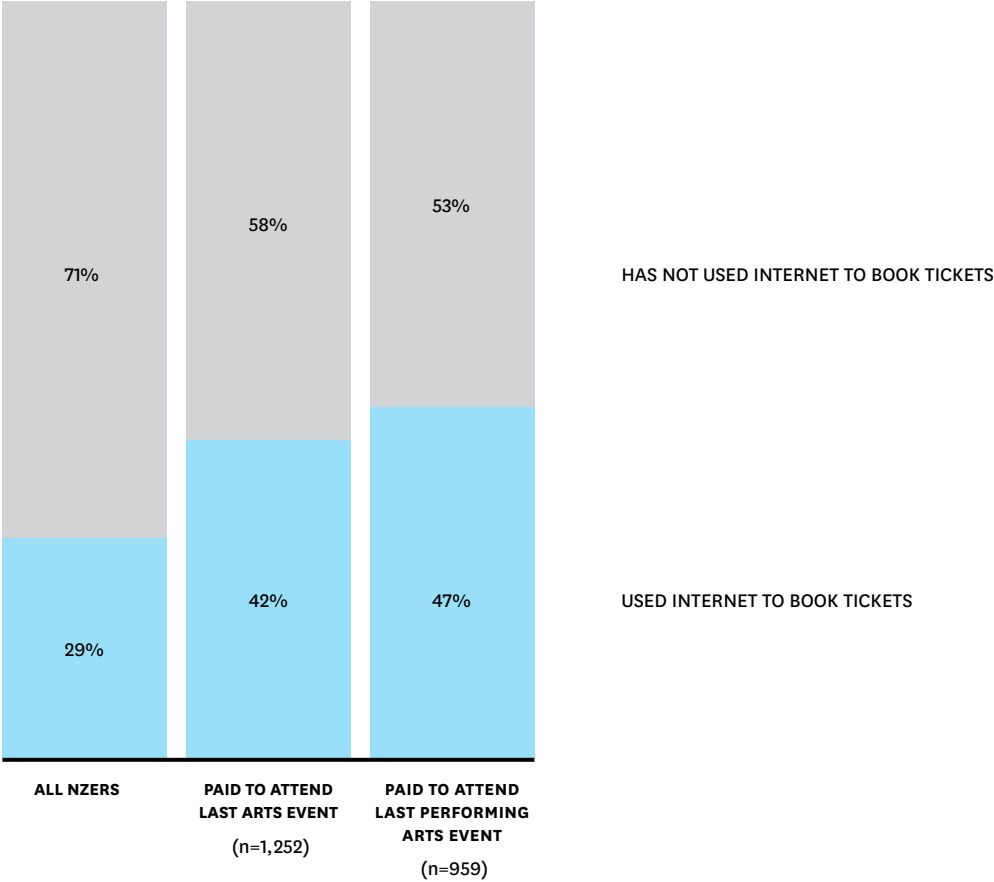
Base: All respondents (n=2,099)

“Being inspired – that’s always the reason to go and see these things.”
Male, 35 to 39 years old

Use of the internet to book

Statement: “Have you used the internet to book a ticket to any performance or other art event in the past 12 months?”

Use of the internet to book tickets to performances or other art events



Base: All respondents (n=2,099)

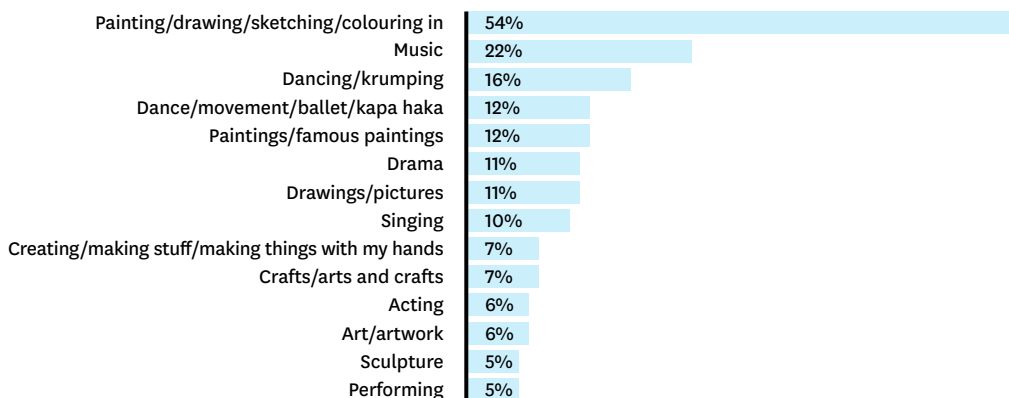
Main Findings

New Zealanders aged 10 to 14 years

How young New Zealanders define the arts

Statement: “This survey is all about ‘the arts’. When you think of ‘the arts’ what sort of things do you think about?”
When asked what they thought the arts were, the average number of responses was 2.7.

Definitions of the Arts



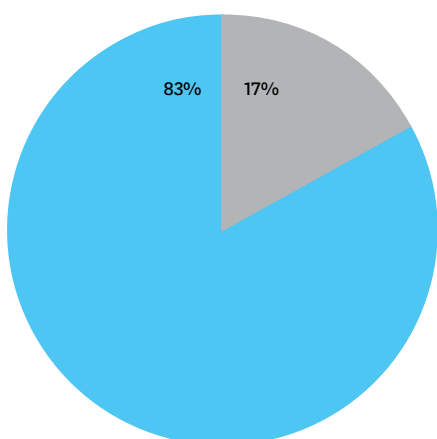
Base: All 10 to 14 year olds (n=1,015)

Note: Responses provided by less than 5% of young people are not shown

Attendance at arts events

Young people were asked if they had attended an arts event in the past 12 months.

Overall attendance at arts events



17% did not attend an arts event in the past 12 months.

83% attended an arts event in the past 12 months.

Base: All 10 to 14 year olds (n=1,015)

“Because creating things and performing things makes you feel really good inside.
I also feel you’re bringing happiness to others.”
Female, 13 years old

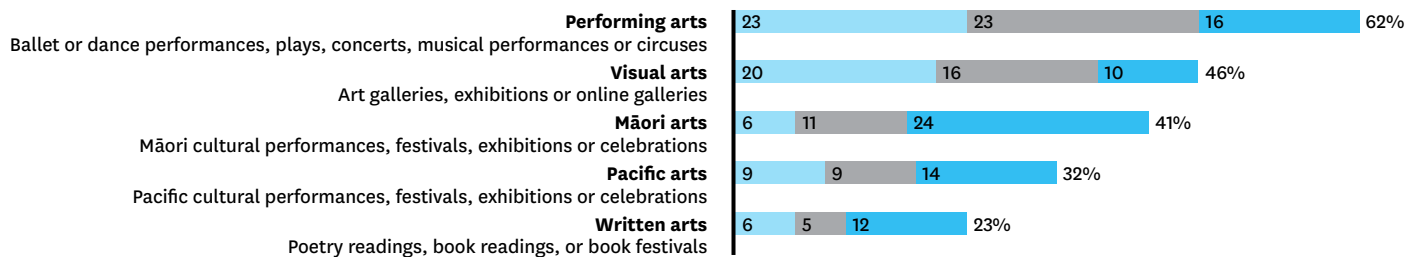
Attendance by artform

Attendance was measured in the following way for each artform.

Artform	Statement
Visual arts	Thinking back over the past 12 months, have you been to any art galleries or exhibitions or looked at online galleries?
Performing arts	Thinking back over the past 12 months, have you gone to any ballet or dance performances, plays, concerts, musical performances or circuses?
Literature	Thinking back over the past 12 months, have you gone to any poetry readings, book readings, or book festivals?
Māori arts	Thinking back over the past 12 months, have you gone to any Māori cultural performances, festivals, exhibitions or celebrations?
Pacific arts	Thinking back over the past 12 months, have you gone to any Pacific cultural performances, festivals, exhibitions or celebrations?

Young people were asked if they had attended an arts event in the past 12 months.

Attendance by artform



Base: All 10 to 14 year olds (n=1,015)

KEY

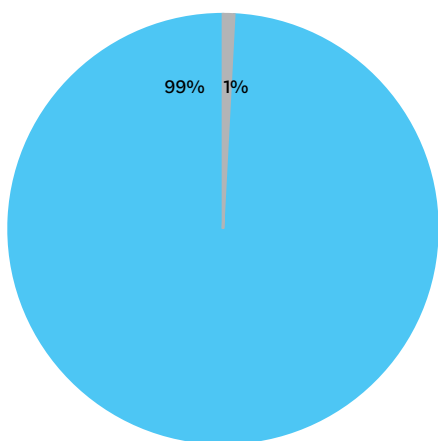
With friends or family in your own time (light blue)
Both with school and in your own time (grey)
With your school (dark blue)

Main Findings New Zealanders aged 10 to 14 years

Overall participation in the arts

Young people were asked if they had participated in an arts event in the past 12 months.

Overall participation in the arts



1% have not been actively involved in the arts in the past 12 months.

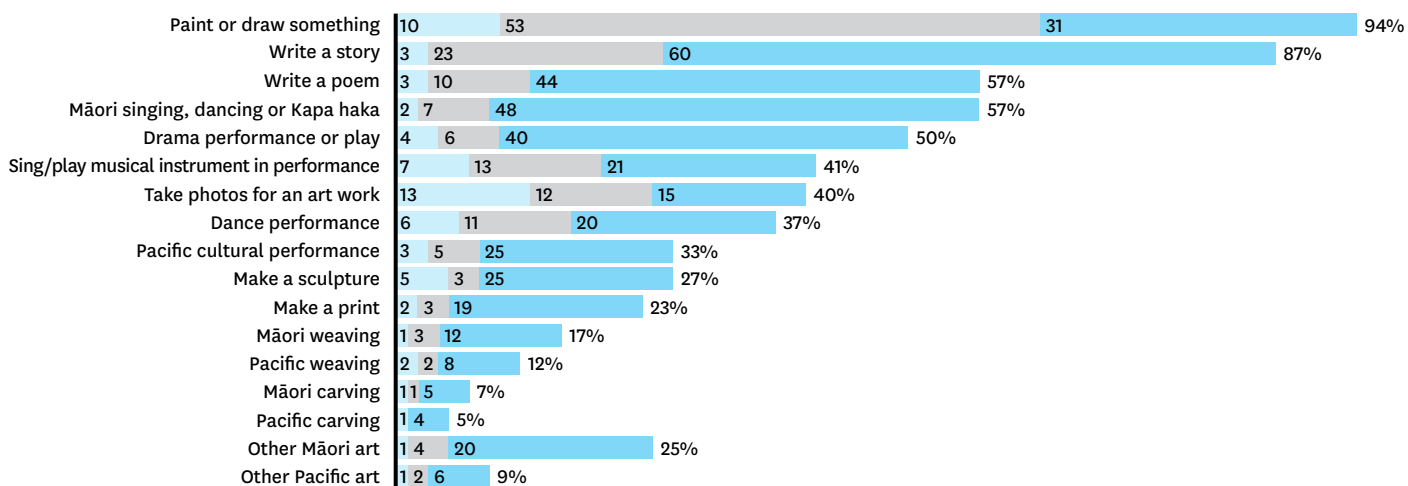
99% have been actively involved in the arts in the past 12 months.

Base: All 10 to 14 year olds (n=1,015)

Participation by artform

Statement: "Which of these things have you done, at least once, in the past 12 months?"

Participation by artform



Base: All 10 to 14 year olds (n=1,015)

KEY

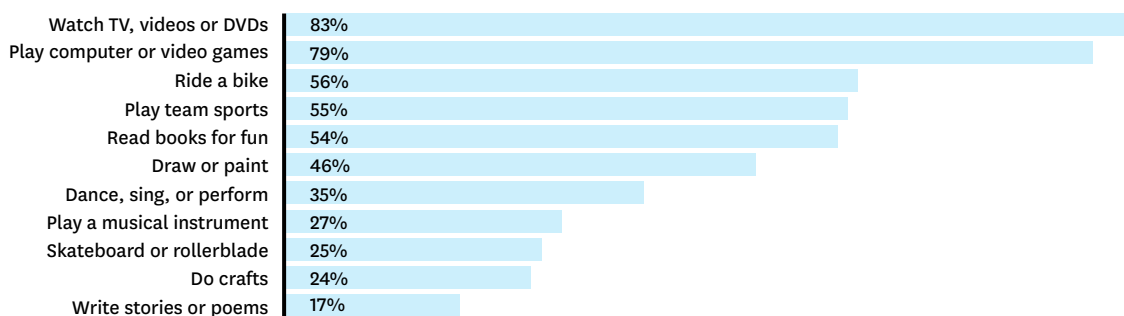
With friends or family in your own time (light blue)
 Both with school and in your own time (grey)
 With your school (dark blue)

Participation within the context of other activities

Statement: “Below is a list of things people can do in their spare time.

Which things do you like doing when you are not at school?”

Common out-of-school activities

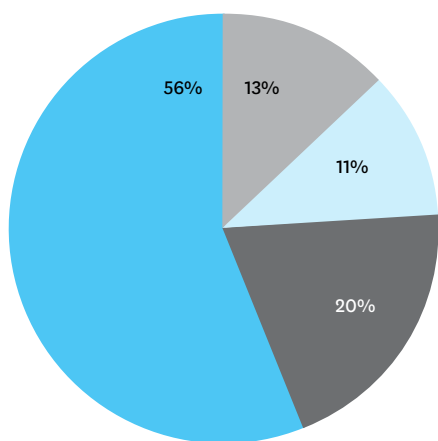


Base: All 10 to 14 year olds (n=1,015)

Taking performing arts lessons

Statement: “Did you do lessons (dance, drama, singing or music) mostly at school, mostly outside school in your own time or both for school and in your own time?”

Dance, drama, singing and music lessons



13% attend lessons in their own time.

11% attend lessons at school **and** in their own time.

20% attend lessons at school.

56% do not attend lessons.

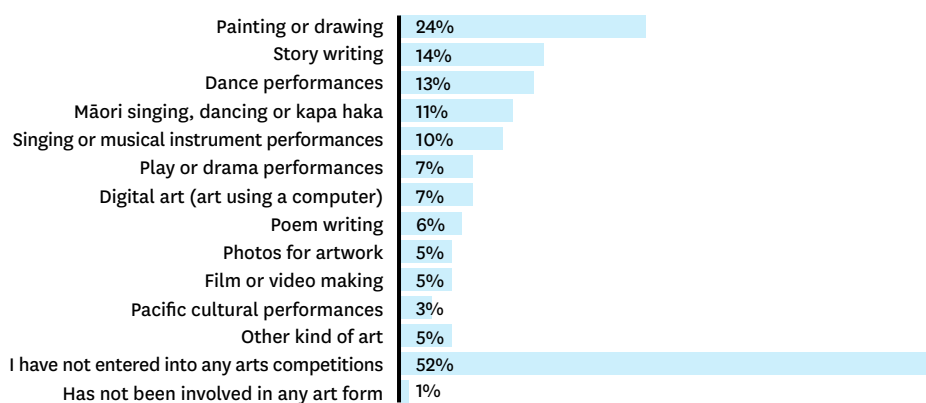
Base: All 10 to 14 year olds (n=1,015)

Main Findings New Zealanders aged 10 to 14 years

Participating in art competitions

Statement: “Listed below are all the things you’ve said you have done in the past 12 months. Please tell us which of these you have done for a competition.”

Art that young people have entered into competition

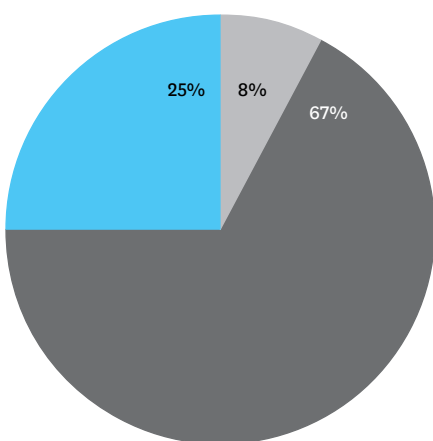


Base: All 10 to 14 year olds (n=1,015)

Preferences for being involved

Statement: “Would you say you do creative arts more than you would like, about as much as you like, or less than you would like?”

Preferences for involvement in the arts



25% less than you would like.

8% more than you would like.

67% about as much as you would like.

Base: All 10 to 14 year olds (n=1,015)

“Because I like the art I do and because I do my best at it.”
Female, 11 years old

Barriers to being involved

Statement: “What stops you from doing these more often?”

Barriers to being more involved in the arts

	%
I don't have enough time to do the creative things I would like to do	45%
We can't afford to do the creative things I would like to do	37%
I don't think I'm very good at creative things	24%
I don't know how to get involved in creative things	18%
I don't know where to go to do creative things	17%
The creative things I would like to do are too far away from where I live	13%
Don't do them enough at school/don't always have option at school/school has limited resources	3%
My parents don't take me more/don't have time	1%
Another reason	6%
I'm not sure/don't know	8%

Base: All 10 to 14 year olds who do creative arts less than they would like (n=266)

Reasons for being 'too involved'

Statement: “Why do you do these things more than you would like to?”

Reasons young people gave for being 'too involved' in the arts

	%
I have to do them at school	75%
I do like to do them	17%
My parents make me do them when I don't want to	14%
Have to do them at after-school programme	1%
Another reason	1%
I'm not sure/don't know	7%

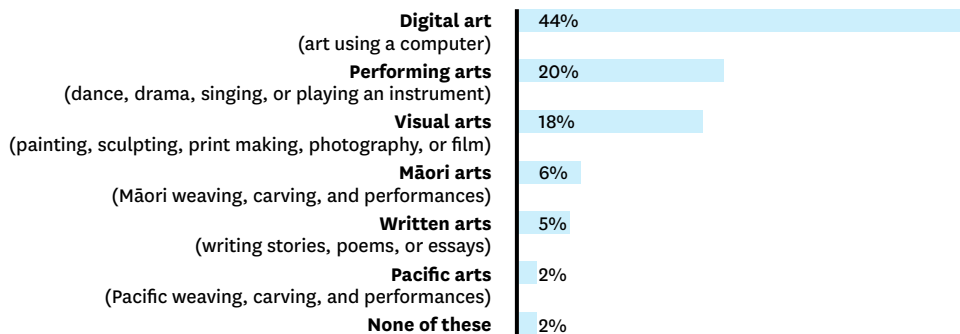
Base: All 10 to 14 year olds who do creative arts more than they would like (n=67)

Main Findings New Zealanders aged 10 to 14 years

Artforms that young people want more involvement with

Statement: “Which one of these do you really wish you could be more involved with?”

Artforms that young people most want involvement with



Base: All 10 to 14 year olds (n=1,015)

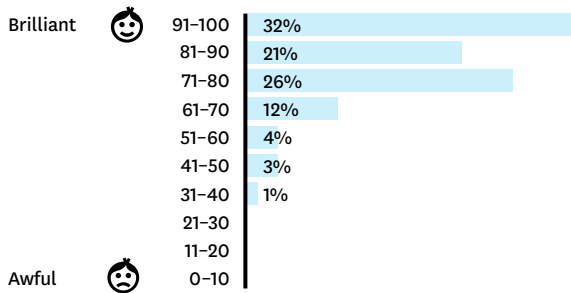
“Because it’s fun and I enjoy myself,
and stop worrying about everything else around me.”
Male, 11 years old

Attitudes and feelings toward the arts

How the arts make young people feel

Statement: “When you do creative things, how do they make you feel?”

Smile-o-meter score



Base: All 10 to 14 year olds (n=1,015)

Reasons for feeling positive when doing creative things

	%
I like/enjoy/love doing it	41%
It makes me happy/feel happy	23%
Arts are really fun	18%
I feel/enjoy being creative/creating/using my imagination	13%
I did it myself/great sense of accomplishment/satisfaction/achieved something	13%
I like making/creating stuff	10%
I can express myself/my feelings/how I feel	9%
Makes me feel good about myself/feel good/more confident	7%
I can feel proud of myself	6%
I like to make family/friends/other people happy/smile	6%
I am good at it	5%
Makes my soul zing/feel free/like I’m in my own world	4%
It’s interesting to learn/try different/new things	3%
Enjoy doing it with family/friends/participating	3%
Makes me feel brilliant/brilliant inside	3%

Base: All 10 to 14 year olds at or above the 75th percentile in the question above

Note: Comments made by less than 3% of young people are not shown

Main Findings New Zealanders aged 10 to 14 years

Responses from those who feel less positive when doing creative things

	%
I like/enjoy/love doing it	22%
Arts are really fun	9%
Only like some arts but not all/some are good some are not	8%
I'm not good/very good at art/artsy/artistic	7%
I did it myself/great sense of accomplishment/satisfaction/achieved something	6%
It's OK/alright/not great/not over the moon/I like it but...	6%
It makes me happy/feel happy	6%
It's not my thing/favourite thing/subject	5%
I don't like art	4%
Makes me feel good about myself/feel good/more confident	4%
Enjoy doing it with family/friends/participating	4%
I like making/creating stuff	4%
It's interesting to learn/try different/new things	4%
I feel/enjoy being creative/creating/using my imagination	3%
I like the praise/attention	3%
I don't know/not sure	4%

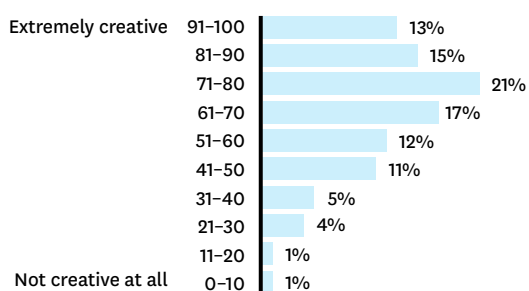
Base: All 10 to 14 year olds at or below the 25th percentile question on page 75

Note: Comments made by less than 3% of young people are not shown

Self-perceptions of creativity

Statement: "How creative are you?"

Self-perceptions of creativity



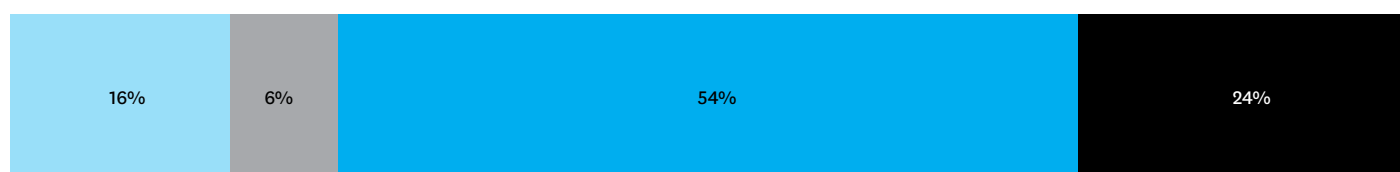
Base: All 10 to 14 year olds (n=1,015)

“At first I am nervous especially when in front of my friends,
but if they like what I do then I feel good.”
Male, 14 years old

Peer group influences on involvement in the arts

Statement: “What do your friends think about the arts?”

What friends think about the arts



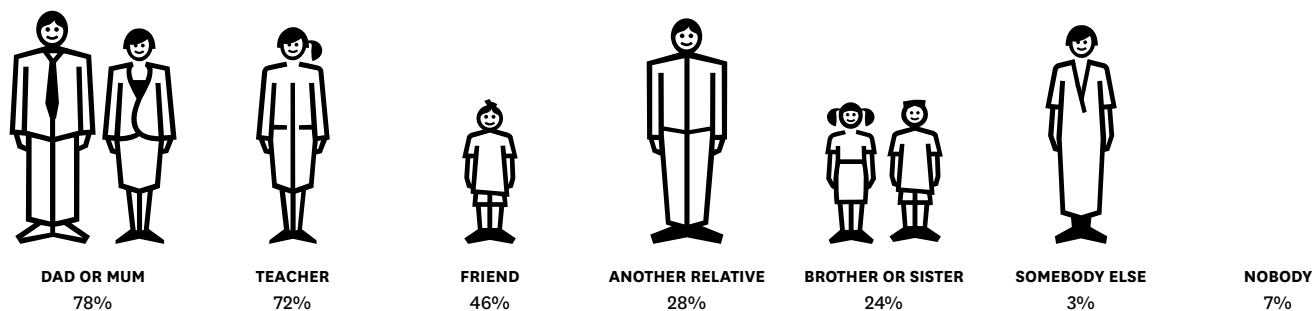
Base: All 10 to 14 year olds (n=1,015)



Encouragement to be involved in the arts

Statement: “Who encourages you to get involved in the arts?”

Who encourages young people to be involved in the arts



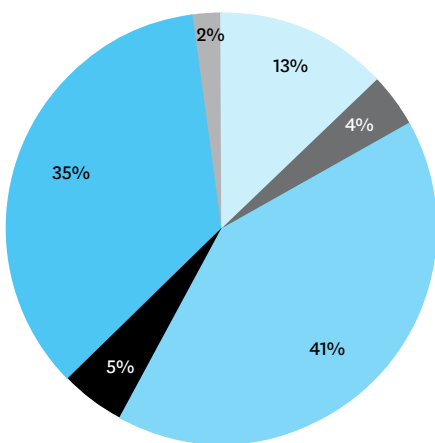
Base: All 10 to 14 year olds (n=1,015)

Digital Art

Use of computers to create works of art

Statement: "In the past 12 months, have you ever used a computer to make your own art? This includes things like making a new graphical design, editing photographs, making or editing a film, making new music, or writing a story or poem."

Use of computer to make own art



2% created digital art somewhere else

13% have not created digital art

4% are unsure

41% have created digital art at home

5% have created digital art at home and at school

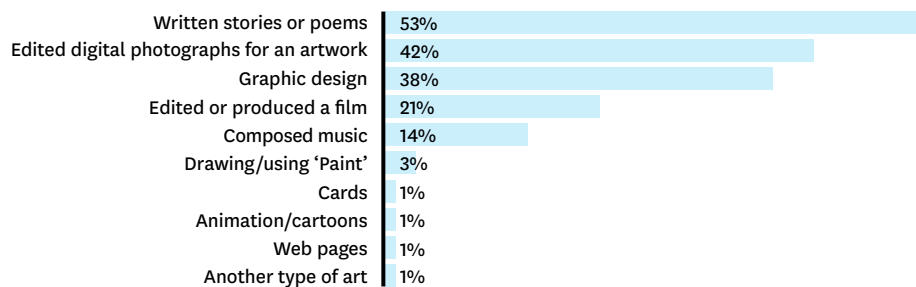
35% have created digital art at school

Base: All 10 to 14 year olds (n=1,015)

Artforms created using a computer

Statement: "Which one of these do you really wish you could be more involved with?"

Art created using a computer



Base: All 10 to 14 year olds (n=1,015)

Violin Tuition

Young New Zealanders at a Saturday morning free instrumental tuition programme

Photographer: Stephen Gibbs





**“It was choice
seeing the
young kids
involved,
and it was
something
different.”**

Male, 18 to 24 years

