

NZERS ARTS AND THE KO AOTEAROA ME ŌNA TOI



2020 RESEARCH SUMMARY

KO AOTEAROA ME ŌNA TOI: WAIARO, WAIRONGO, WAIURU

Rangahau whakarāpopoto 2020

Ia te wai e rere ana ka timu, ka pari, ka huri tōna terenga. He rite ki tēnei mahi te rangahau. Ka huri te ao, ka haere te wā, ka rerekē te titiro, te whakaaro a tēnā a tēnā. Koia te pai o te rangahau roa nei, i roto i te ngahuru mā rima tau ka rongō i ngā whakaaro o te tangata ki tōna ao toi ā ka kite kei hea e tipu ana, kei hea e piko ana ā he aha ngā aronga nui o te marea. Mā te rangahau ka mārama, ka pakari ake ngā mahi toi ā ka kite tātou ngā ara e tika ana mō Aotearoa me ōna toi.

NEW ZEALANDERS AND THE ARTS: ATTITUDES, ATTENDANCE AND PARTICIPATION

Research summary 2020

As water moves, it changes form. So too with research: the world changes and our perspectives and attitudes can change with it. This significant longitudinal research, conducted over 15 years, allows us to compare New Zealanders' attitudes to and engagement with the arts over a significant period of time – where growth is, where changes are, what attitudes were, and what attitudes are currently. Knowing this, strengthens our arts community and helps inform our course, built on a better understanding of what New Zealanders seek from the arts.

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INTRODUCTION

KUPU ARATAKI

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

Mā te rongo ka mohio, Mā te mōhio ka marama, Ma te marama ka mātau, Mā te mātau ka ora.

Every three years, Creative New Zealand commissions independent research into New Zealanders' attitudes towards, attendance at, and participation in the arts – the only longitudinal survey of its kind in Aotearoa.

New Zealanders and the Arts – Ko Aotearoa me ōna Toi provides a rich picture of the powerful impact the arts have on our lives, for both adults and young people alike. The 2020 report is the sixth edition of the research and provides much for us to acknowledge, reflect on, and celebrate.

As a country, we're more positive than ever about the vital role the arts play in our lives. The arts are making a powerful contribution to New Zealanders' wellbeing, and are helping us get through COVID-19.

More people are also appreciating the powerful role that the arts play in connecting whānau and communities, but we know that access could be improved. The arts are helping more of us explore and build our own sense of identity too, as well as growing our connections with other New Zealanders.

While we're feeling better than ever about the arts, New Zealanders' engagement with the arts has taken a hit due to COVID-19. Despite attendance at the arts declining somewhat, participation has held steady, and how we want to experience the arts is changing.

For the first time, we have dedicated reports exploring Māori, Pasifika and Asian New Zealanders' relationship with the arts. A report on New Zealanders with lived experience of disability and their relationship with the arts has also been prepared, as well as the regional and city reports that premiered in 2017. All these reports are available on our website at:

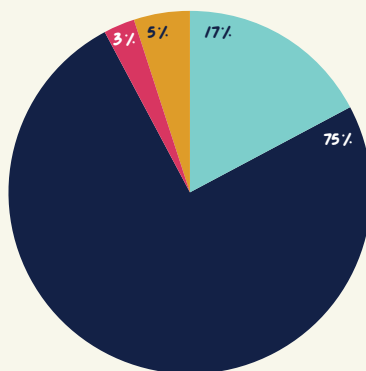
www.creativenz.govt.nz/nzersandthearts

Mate atu he tētēkura, ka whakaeke mai he tētēkura.

As one frond perishes, another grows in its place.

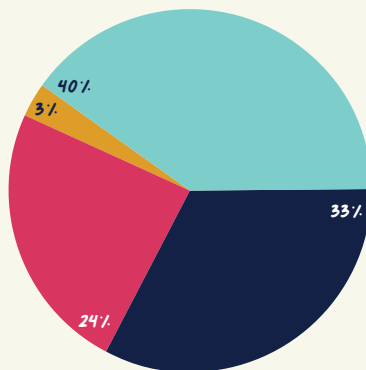
HOW HAVE NEW ZEALANDERS' VIEWS OF THE ARTS CHANGED OVER THE PAST 12 MONTHS?

- More positive about the arts
- Opinion has not changed
- More negative about the arts
- Don't know



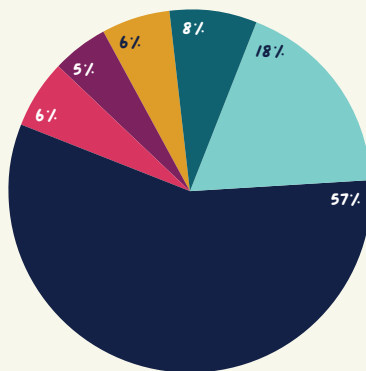
HOW IMPORTANT ARE THE ARTS TO NEW ZEALANDERS' PERSONAL WELLBEING?

- Important
- Neutral
- Unimportant
- Don't know

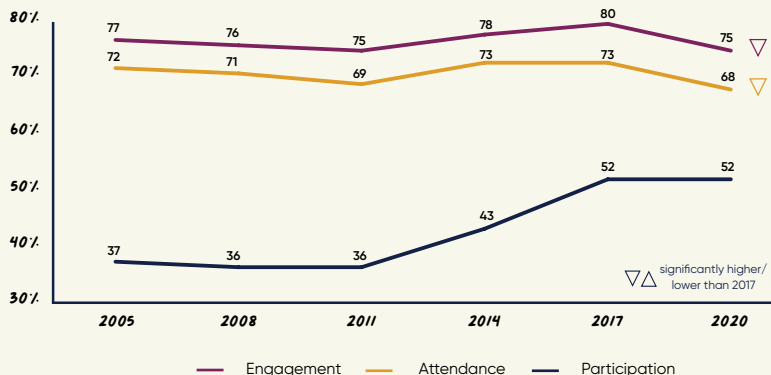


HAVE THE ARTS BECOME MORE OR LESS IMPORTANT TO NEW ZEALANDERS' WELLBEING SINCE THE ARRIVAL OF COVID-19?

- Much more
- Slightly more
- About the same
- Slightly less
- Much less
- Don't know



HOW HAS NEW ZEALANDERS' ENGAGEMENT WITH THE ARTS CHANGED OVER TIME?

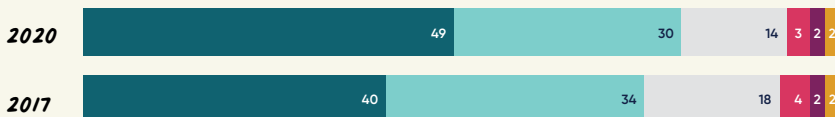


ATTITUDES WITH THE HIGHEST LEVELS OF AGREEMENT OR DISAGREEMENT ARE:

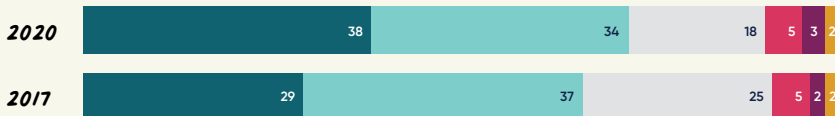
The arts help to develop and foster creativity (80% agree)



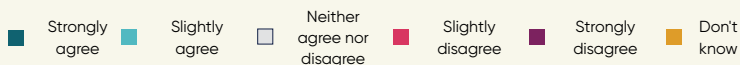
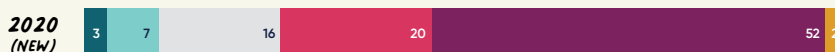
I feel proud when New Zealand artists succeed overseas (80% agree)



The arts should reflect New Zealand's cultural diversity (72% agree)



The arts are a waste of time (72% disagree)







ONE

KEY INSIGHTS

WĀHANGA TUATAHI:
TE NAKO





NEW ZEALANDERS ARE MORE POSITIVE THAN EVER ABOUT THE VITAL ROLE THE ARTS PLAY IN OUR LIVES

As a nation, we're increasingly recognising the benefits of the arts – to ourselves as individuals, to our whānau and communities, as well as to our personal and collective identities.

The shift in attitudes towards the arts in the 2020 survey is significant, and is seen across the board. Overall, nearly a fifth of adults aged 15 and over (17%) say they're more positive about the arts than they were 12 months ago.

Of the 19 general attitudinal questions asked in both the 2017 and 2020 adult surveys, 14 showed significant positive increases, 4 remained the same and only 1 showed declining attitudes.

The change wasn't just people coming off the fence and into the 'slightly agree' camp either – the trend flowed

through into many more people strongly agreeing with the value of the arts statements we measured (we saw this in all but one of the 19 questions asked in both 2017 and 2020).

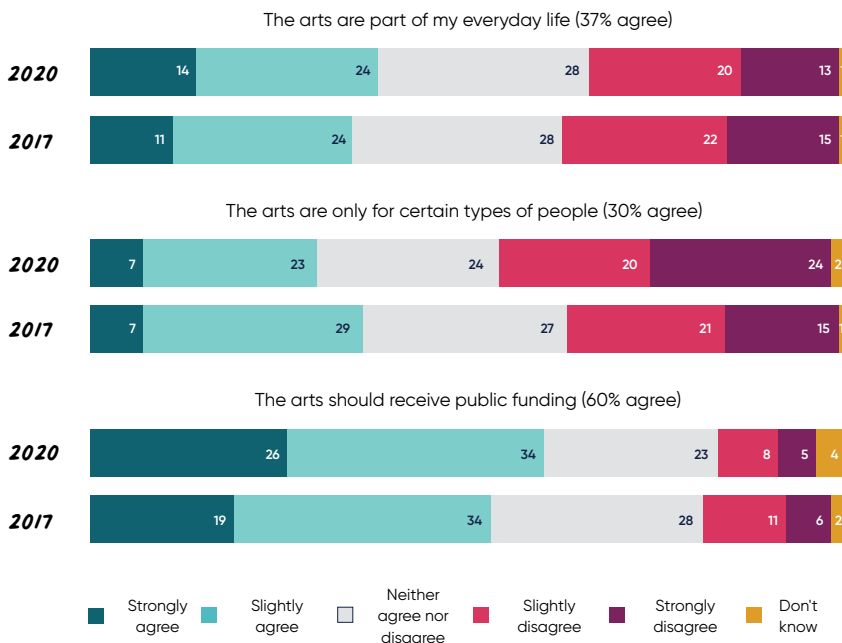
More New Zealanders agree that the arts are a part of their everyday lives (37%; ↑2% on 2017) and fewer agree that the arts are only for certain types of people (30%; ↓6%). For young people aged 10 to 14, 79% said they feel excellent or good when doing creative things.

Support for public funding for the arts has also grown significantly. Three out of five adults agree that the arts should receive public funding (60%; ↑7%) and just over half of us agree that our local council should give money to support the arts (54%; ↑7%).

Only one in ten people (10%) think that 'the arts are a waste of time'. Nearly three-quarters of us disagree with this statement, more than half of us strongly disagreeing (52%) and a further 20% slightly disagreeing.

Around a quarter of New Zealanders agree that they don't find the arts all that interesting (23%). Again, there's a high level of strong disagreement with this sentiment (31%), with a further 25% slightly disagreeing.

On the downside, more of us agree that some arts events interest us but we still don't go much (68%; ↑6%). This may reflect the COVID-19 context, where it was often difficult, or indeed impossible, to attend arts events in person for a major part of 2020.



"ART GIVES MEANING TO OUR LIVES AND HELPS US UNDERSTAND OUR WORLD. IT IS AN ESSENTIAL PART OF OUR CULTURE BECAUSE IT ALLOWS US TO HAVE A DEEPER UNDERSTANDING OF OUR EMOTIONS; IT INCREASES OUR SELF-AWARENESS, AND ALSO ALLOWS US TO BE OPEN TO NEW IDEAS AND EXPERIENCES. IT KEEPS ME HAPPY AND ONCE I HAVE DONE SOME CREATIVE WORK, I FEEL MORE CONFIDENT IN MYSELF."

BOY, 13, ASIAN, AUCKLAND

THE ARTS ARE MAKING A POWERFUL CONTRIBUTION TO NEW ZEALANDERS' WELLBEING, AND ARE HELPING US GET THROUGH COVID-19

For many of us, creative pursuits play an essential role in living a happy, healthy and fulfilled life. In a time when our personal resolve has been truly put to the test by COVID-19, the arts took us to a positive, uplifting space – one which helped us care for ourselves and those around us.

Forty percent of New Zealanders say the arts are important to their wellbeing (33% are neutral; 24% said unimportant).

When we asked people why, leading responses included that the arts make them happy (16%), allows people to express themselves (8%), are relaxing/therapeutic (8%), and are good for mental health and wellbeing (7%).

Many of us have drawn on the positive effects of the arts as we've navigated through COVID-19. Nearly a third of New Zealanders (31%) agree that arts and culture have supported their

wellbeing through the COVID-19 crisis. For one in four of us (26%), the arts have become more important to our personal wellbeing since COVID-19 arrived in Aotearoa.

Just over a quarter of people (28%) said they'd watched more arts and culture activities online since the March 2020 nationwide lockdown, while 13% said they'd attended or participated in new arts and culture activities because of COVID-19.

There's a strong belief that the arts help to develop and foster creativity (80% agree, including 43% who strongly agree), and that the arts should be part of the education of every New Zealander (67%; ↑6% on 2017).

Young New Zealanders (aged 10–14) are also feeling more creative. Seventy-nine percent say doing creative things makes them feel excellent or good. Sixty-nine percent believe they are very or extremely creative (↑10%). This positive change has been driven by boys, who are more likely than ever to rate themselves as creative.

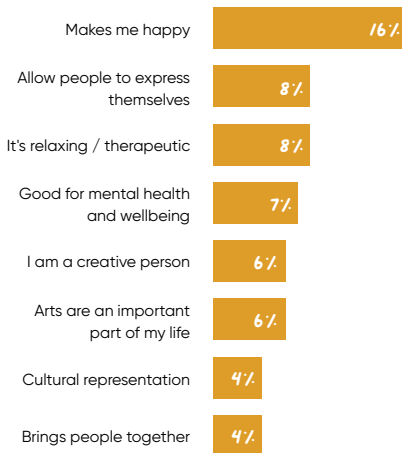
As with adults, young people too are increasingly seeing the benefits of the arts to their wellbeing. Nearly three-quarters (73%) feel good about life in general when taking part in arts activities (↑11%).



"DURING THE LOCKDOWN I COULD SEE ON SOCIAL MEDIA HOW POSITIVELY PEOPLE WERE REACTING TO ARTS CULTURE AND THE IMPACT IT HAD ON KEEPING A LOT OF PEOPLE'S HEALTH AND WELLBEING AND GENERAL OUTLOOK ON LIFE HAPPY AND FULFILLED."

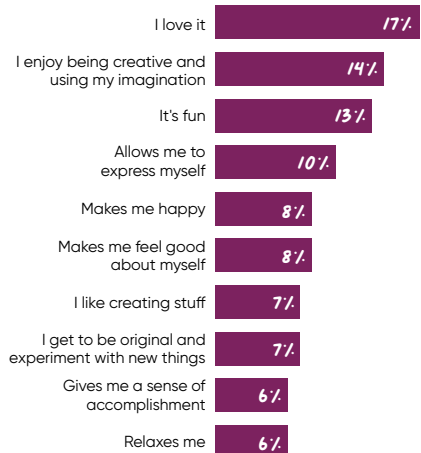
MAN, 50-59, MĀORI, AUCKLAND

FOR ADULTS, THE MAIN REASONS WHY THE ARTS ARE IMPORTANT TO PERSONAL WELLBEING ARE:



These are leading responses mentioned by more than 3% of respondents aged 15+ who said the arts are important to their wellbeing.

FOR YOUNG PEOPLE, THE MAIN REASONS WHY THE ARTS MAKE THEM FEEL GOOD OR EXCELLENT ARE:



These are leading responses mentioned by more than 5% of respondents aged 10-14 who said the arts make them feel good or excellent.

MORE NEW ZEALANDERS APPRECIATE THE ARTS' POWERFUL ROLE IN CONNECTING WHĀNAU AND COMMUNITIES, BUT ACCESS TO THE ARTS COULD BE IMPROVED

Across Aotearoa, the arts are contributing hugely to families and communities. More and more of us are recognising the benefits of the arts to those that live with and around us, but more can be done to improve access to the arts for all.

For parents, at an overall level, similar feelings are experienced to those of young New Zealanders when doing creative things. Eighty-two percent of parents say they feel good or excellent when doing something creative, on par with 79% of young people.

Parents help shape the attitudes of their children towards the arts, most strongly around whether a child sees themselves as creative or not, and whether arts/creative activities are an important way for the child to connect with their culture.

Most people agree that the arts play a key role in their community (between 20–25% of people are unsure, depending on the particular community-related question that's asked).



Three out of five New Zealanders (61%) agree that the arts make an important contribution to community resilience and wellbeing.

Two-thirds of New Zealanders agree it's important that where they live is recognised as a place that supports excellence in the arts (67%), and that major arts facilities are important to create a vibrant place to live (66%).

More broadly, 62% of people agree that the arts help improve New Zealand society (↑5% on 2017), and 64% agree that the arts contribute positively to our economy (↑5%). Forty-eight percent agree that arts and culture have a vital role to play in rebuilding New Zealand after the COVID-19 crisis.

Barriers to engaging with the arts do exist though, for some. While 53% of people agree that they're easily able to access the arts in their community, 14% disagree (25% neither agree nor disagree).

Affordability also appears to be an issue for many – 21% of people don't agree that they can afford to participate in creative activities in their community (47% agree that they can; 26% neither agree nor disagree).

Children and young people have many opportunities to access affordable arts experiences in my area (44% agree)



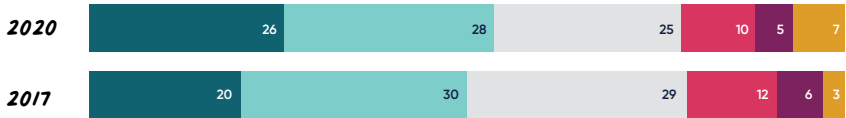
The availability of good arts activities and events is an important reason why I like living where I do (34% agree)



Arts and culture have a vital role to play in the future of where I live (66% agree)



My community would be poorer without the arts (54% agree)



Strongly agree
 Slightly agree
 Neither agree nor disagree
 Slightly disagree
 Strongly disagree
 Don't know

"AS PART OF MY CULTURE AND FROM A VERY EARLY AGE, DANCING, SINGING, WEAVING AND PAINTING IS JUST PART OF WHO I AM. AND I BELIEVE IT IS OUR DNA OF THE PACIFIC AND ALL INDIGENOUS PEOPLE. THAT IS HOW WE TELL OUR STORIES AND HOW WE CELEBRATE AS A FAMILY."

WOMAN, 60-69, PASIFIKA, AUCKLAND

THE ARTS ARE HELPING MORE OF US EXPLORE AND BUILD OUR OWN SENSE OF IDENTITY, AS WELL AS GROWING OUR CONNECTIONS WITH OTHER NEW ZEALANDERS

For many of us, the arts provide a powerful means to understand ourselves more deeply, our ties with others around us, and our place in the world.

Nearly four out of ten New Zealanders (37%) agree that taking part in the arts supports our identity (35% neither agree nor disagree).

Over half of New Zealanders (54%) agree that the arts are an important way of connecting with their culture. Two-thirds of people (66%) say that they learn about different cultures through the arts (↑2% on 2017).

Seventy-two percent agree that the arts should reflect New Zealand's cultural diversity (↑5%), and 64% agree that the arts help define who we are as New Zealanders (↑10%).

The arts are also a source of pride for Aotearoa, with 80% of people agreeing that they feel proud when New Zealand artists succeed overseas (↑6%).

For Māori, Pasifika and Asian New Zealanders, the arts provide a strong connection to culture.

Seven out of ten Māori (70%) agree that the arts are an important way of connecting with their culture and identity.

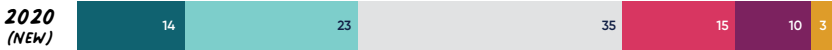
Over half of Māori (55%) agree that ngā toi Māori motivate them to learn te reo Māori (the national average is 32% agreement with this statement), with 57% of Māori agreeing that they learn about Māori culture through ngā toi Māori (the national average is 45% agreement with this statement).

Around seven out of ten Pasifika people (71%) agree that the arts are an important way of connecting with their culture. For Asian New Zealanders, 67% agree that the arts are an important way of connecting with their culture (compared to the national average of 54%).

New Zealanders with lived experience of disability are more likely to agree that taking part in the arts supports their identity (43%; compared to the national average of 37%).



Taking part in the arts supports my identity (37% agree)



The arts are an important way of connecting with my culture (54% agree)



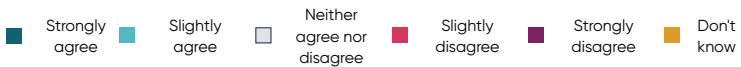
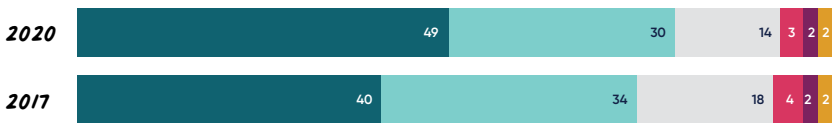
I learn about different cultures through the arts (66% agree)



The arts help define who we are as New Zealanders (64% agree)



I feel proud when New Zealand artists succeed overseas (80% agree)



"I LIKE THE CREATIVITY, THE COMPANIONSHIP WITH LIKE-MINDED PEOPLE, IT IS STIMULATING."

WOMAN, 70+, MĀORI, HAWKE'S BAY

ATTENDANCE HAS DECLINED BUT PARTICIPATION HAS HELD STEADY, AND HOW WE WANT TO EXPERIENCE THE ARTS IS CHANGING

While engagement with the arts is still very strong in Aotearoa, attendance at arts events and spaces took a hit in 2020, most likely due to COVID-19 restrictions. We're taking to digital experiences though, and are keen to engage with the arts online.

Overall, 75% of New Zealanders have engaged with (attended or participated in) the arts in the last 12 months (↓5% on 2017), in at least one of the six artforms surveyed: craft/object art, literary arts, ngā toi Māori, Pacific arts, performing arts, and visual arts.

Just over two-thirds of people (68%) said they'd attended the arts in the past 12 months (↓5%). Lower attendance at performing arts events is behind the decline in overall attendance compared to 2017. This suggests that the overall drop in attendance is due to a lack of opportunity (as a result of COVID-19) rather than a growing disinterest in the arts.

Just over half of New Zealanders (52%) said they'd participated in the arts in the previous 12 months. This was the same level as in 2017.

Visual arts participation declined in 2020 (23%; ↓5%), however it continues to be one of the most popular artforms to participate in, alongside craft/object art (24%; no change). Participation in other artforms is consistent with 2017.

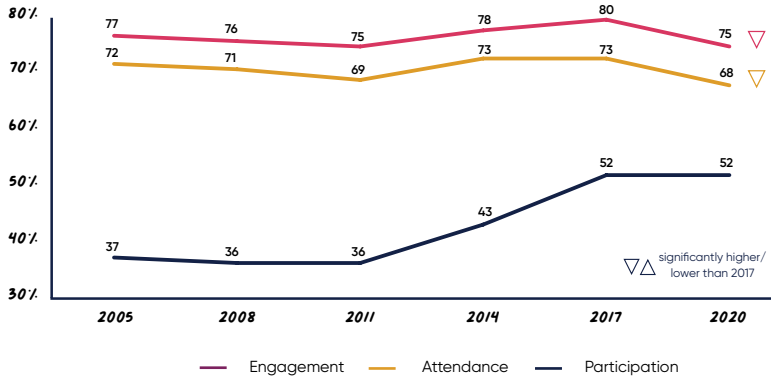
It seems that how we want to experience the arts is evolving. Digital technology is supporting greater engagement in the arts for two in five New Zealanders (41%).

Just over a quarter of people (28%) said they'd watched more arts and culture activities online since the March 2020 nationwide lockdown, and 52% of people would like to have the choice of attending the arts in person or watching online.

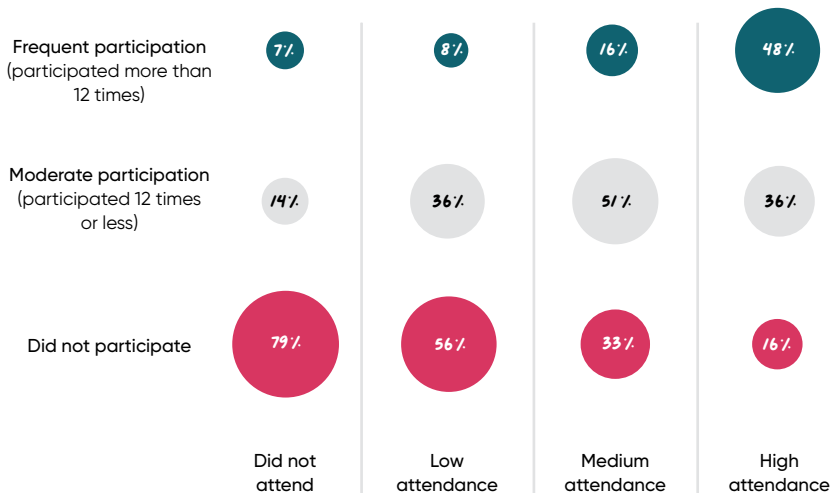
For young people, overall engagement is stable and almost universal, down just 1% to 99%. Participation is almost universal too (98%), but in-person attendance has gone down (73%; ↓12%), likely reflecting the impact of COVID-19. When online attendance is included, the overall attendance rate rises to 87%.



ARTS ENGAGEMENT OVER TIME (ATTENDANCE AND PARTICIPATION)



THE RELATIONSHIP BETWEEN PARTICIPATION AND ATTENDANCE







OVERVIEW OF ATTENDANCE, PARTICIPATION & ATTITUDES

WĀHANGA TUARUA:
TE ITI ME TE RAHI E KAI ANA
I NGĀ HUA ME TE WHAKATAU

ATTENDANCE AT THE ARTS

Arts attendance fell in 2020 compared to 2017. This is likely a result of reduced opportunities to attend arts events and activities due to COVID-19, particularly in the performing arts where many performances were cancelled or postponed, and venues struggled to operate.

Overall, 68% of adult New Zealanders (aged 15+) attended or visited at least one arts event or location in the previous 12 months (↓5% on 2017).

Almost one in four adults (24%; ↑2%) attended arts events 11 or more times in the previous 12 months. A further 25% attended between 4 and 10 times (↓4%), and 20% between 1 and 3 times (↓3%). Those not attending the arts rose to 32% (↑5%).

Attendance by young people (aged 10–14) also fell in 2020 compared to 2017, with in-person attendance dropping to 73% (↓12%). When online attendance is included in the mix, that figure rises to 87%.

Attendance by artform (by adults)

For adults, **Craft/object art** attendance has remained consistent, with 39% of New Zealanders attending an event in this category in the previous 12 months (no change).

Literary arts attendance has also held steady, with 10% of people attending literary arts events in the previous 12 months (no change).

Ngā toi Māori attendance has increased to its highest level since the survey began in 2005. Just over one in five New Zealanders (26%) had attended a ngā toi Māori event in the previous 12 months (↑4%).

Pacific arts attendance has remained steady compared to 2017. In the previous 12 months, 18% of people had attended a Pacific arts event (no change).

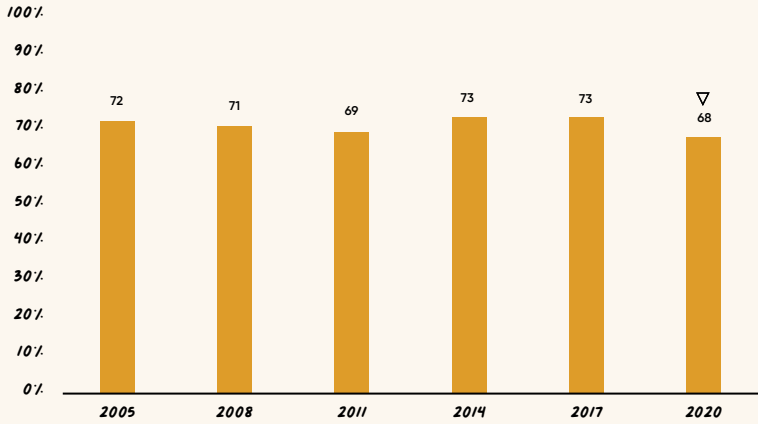
Performing arts attendance saw a significant fall in 2020 (↓6%), but almost half of all adults (45%) still attended an event in this category in the previous 12 months. In total, 29% had attended a concert or musical performance (↓8%), 18% had experienced theatre (↓7%), and 10% had attended dance events.

Visual arts attendance has overtaken the performing arts as the most-attended artform. Almost half of all adults (47%; ↑2%) saw visual artworks at an exhibition, festival, art gallery, museum, library, cinema or online, in the previous 12 months.

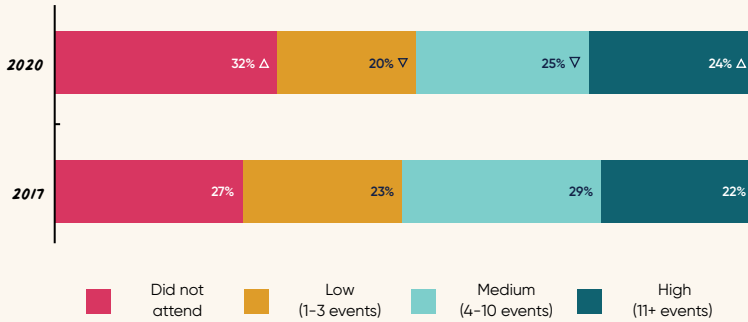
Young people

Information on artform attendance for young New Zealanders is available in the full young New Zealanders report on Creative New Zealand's website.

OVERALL ATTENDANCE AT THE ARTS



FREQUENCY OF ATTENDANCE AT THE ARTS



∇Δ = significantly higher or lower than 2017

PARTICIPATION IN THE ARTS

Despite a drop in arts attendance, arts participation held steady in 2020. This may be due to some people having had more time for creative pursuits at home during COVID-19 lockdowns.

Overall, more than half of all adult New Zealanders (aged 15+) had participated in the arts in the previous 12 months (52%; no change on 2017).

New Zealanders are participating at about the same levels as they did three years ago, despite the challenges of COVID-19. Almost one in five people (19%) participated in the arts 13 or more times in the previous 12 months. A further 33% participated up to 12 times.

Young New Zealanders' participation (aged 10–14) remains almost universal, at 98%. The proportion of young people only participating in the arts at school rose though, to 13% (↑4% on 2017).

Participation by artform (by adults)

For adults, **Craft/object art** participation has remained consistent, with 24% of New Zealanders participating in the previous 12 months, the same as in 2017.

Literary arts participation has also remained steady at 2017 levels, with 13% of people having participated in the previous 12 months.

Ngā toi Māori participation sits at one in five New Zealanders (19%) in the last 12 months. The most popular ngā toi Māori activity is puoro (music), followed by kai mā te whatu (visual arts and crafts). Two in five Māori (39%) have participated in ngā toi Māori over the last 12 months.

Pacific arts participation sits at 13% of people in the last 12 months. As with ngā toi Māori, the most popular Pacific arts activity is music, followed by visual arts and crafts. Almost half of all Pasifika people (46%) have participated in Pacific arts over the last 12 months.

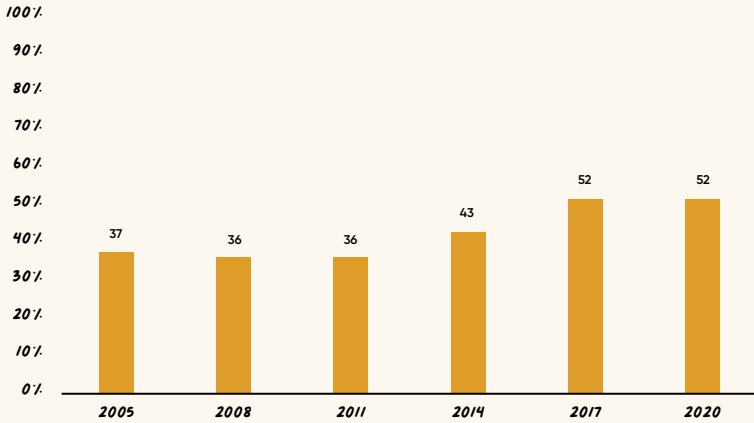
Performing arts participation has remained steady, with 16% of New Zealanders participating in the previous 12 months, the same level as in 2017. Singing or music-making were the most popular activities at 10%, compared with dance at 5%, and theatre at 4%.

Visual arts participation fell significantly in 2020. In the previous 12 months, 23% of people had participated in this artform (↓5%). While the overall rate has declined, those who do participate are doing so more often, with more people creating at least two visual artworks in the past 12 months.

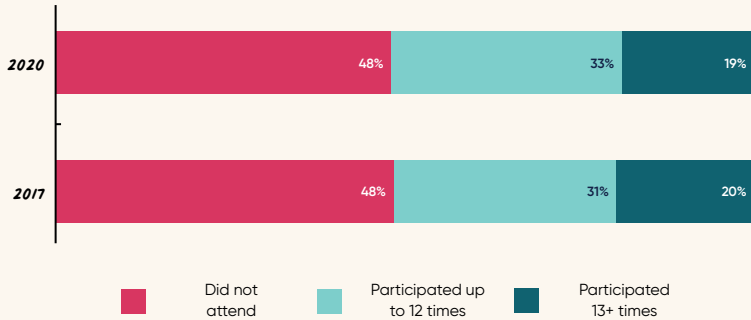
Young people

Information on artform participation for young people is available in the full young New Zealanders report on Creative New Zealand's website.

OVERALL PARTICIPATION IN THE ARTS



FREQUENCY OF PARTICIPATION IN THE ARTS



ATTITUDES TOWARDS THE ARTS

New Zealanders' attitudes towards the arts were more positive in both the 2020 adult and young persons surveys, right across the board.

This growth in positive sentiment continues the trend we've seen over time, and shows how people are becoming more aware of the many positive benefits the arts bring to our lives.

Adults

In our 2020 adult survey (aged 15+), we asked 33 questions about New Zealanders' attitudes towards the arts in general. Of these, 14 were new questions, designed to broaden our understanding of how New Zealanders see the arts.

As mentioned earlier in the key insights section, of the 19 general attitudinal questions asked in both the 2017 and 2020 adult surveys, 14 showed significant positive increases, 4 remained the same and only 1 showed declining attitudes. The highest shifting attitudes are shown on the next page (page 25).

The three highest shifts in attitudes were for the following statements:

- "The arts help define who we are as New Zealanders" (64% agree; ↑10% on 2017)
- "The arts should receive public funding" (60% agree; ↑7%)

- "My local council should give money to support the arts" (54% agree; ↑7%).

It's interesting to note that two of the three biggest shifts relate to funding for the arts, indicating higher levels of comfort with this.

Young people

For young people, we asked 10 attitudinal questions in 2020, seven of which we also asked in 2017. Two of these showed significant changes:

- "Taking part in arts activities helps me feel good about life in general" (73% agree; ↑11%)
- "You need to have talent to be able to do arts activities" (49% agree; ↑8%).

While the latter finding could be interpreted as young people increasingly valuing the skill involved in making art, there is a potential concern if this perception acts as a barrier to participation and to young people simply enjoying the arts and having fun.

Where to find more information

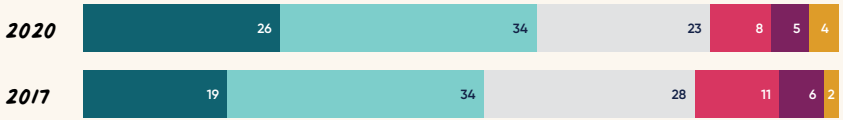
Some results from our attitudinal questions appear in earlier parts of this report. The full range of questions feature in the main adult and young New Zealanders reports, available on Creative New Zealand's website.

FOR ADULTS, THE BIGGEST SHIFTS IN ATTITUDES ARE FOR:

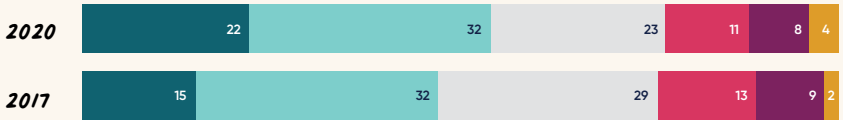
The arts help define who we are as New Zealanders (64% agree; ↑10%)



The arts should receive public funding (60% agree; ↑7%)

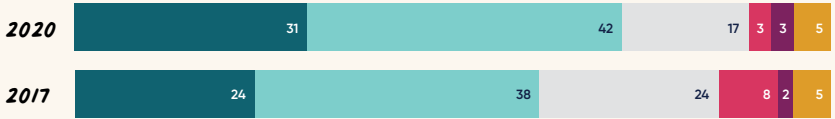


My local council should give money to support the arts (54% agree; ↑7%)

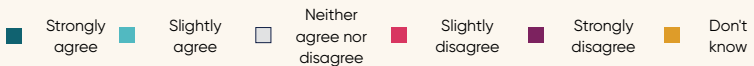
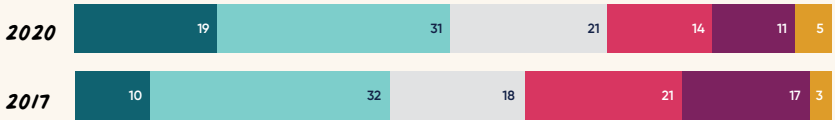


FOR YOUNG PEOPLE, THE BIGGEST SHIFTS IN ATTITUDES ARE FOR:

Taking part in arts activities helps me feel good about life in general (73% agree; ↑11%)



You need to have talent to do arts activities (49% agree; ↑8%)





"The march of civilization
like the waters of a mighty river
No man can stop its flow"

"Let the waters of
the Nile flow on"





THREE

COMMUNITY
PERSPECTIVES

WĀHANGA TUĀTORU:
TĀ TE HAPORI TITIRO

MĀORI

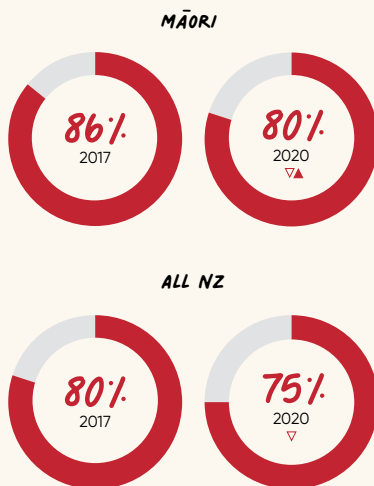


MĀORI ENGAGEMENT WITH THE ARTS

80% HAVE ATTENDED OR PARTICIPATED IN THE ARTS IN THE LAST 12 MONTHS

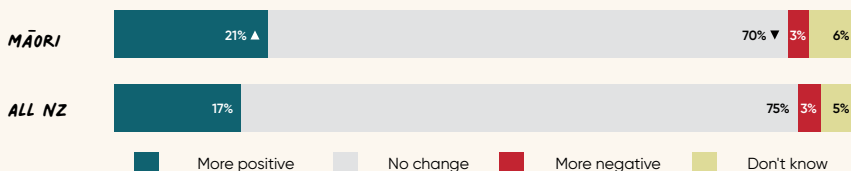
"ART GIVES PEOPLE A SENSE OF PURPOSE, BELONGING. IT IS ALSO AN OUTLET TO CREATE SOMETHING THAT WILL LIVE LONG PAST THE HERE AND NOW."

WOMAN, 40-49, MĀORI, HAWKE'S BAY



MĀORI RELATIONSHIP WITH THE ARTS

Has your view of the arts changed in the last 12 months?



ARTS AND CULTURE HAVE SUPPORTED MY WELLBEING DURING THE COVID-19 CRISIS



THE ARTS ARE AN IMPORTANT WAY OF CONNECTING WITH MY CULTURE



MY COMMUNITY WOULD BE POORER WITHOUT THE ARTS



THE ARTS HELP IMPROVE NEW ZEALAND SOCIETY



▲▼ Significantly higher/lower than 2017

▲▼ Significantly higher/lower than national average

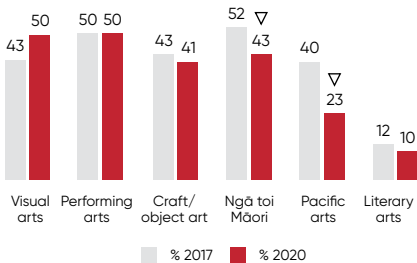
OVERALL, MĀORI FEEL MORE POSITIVE ABOUT THE ARTS AND ENGAGE MORE THAN THE NATIONAL AVERAGE, BUT ACCESS COULD BE IMPROVED

This section captures key findings on adult Māori (aged 15+) attitudes, attendance and participation in the arts.

Eighty percent of Māori continued to engage highly in the arts (attended and participated) in the last 12 months. This was more than the national average, although overall engagement by Māori did decrease (↓6% from 2017). This shift reflects a national trend where engagement fell to 75% in 2020 (↓5%).

Attendance

Māori still attend more arts events than the national average (73% compared with 68%), although this has declined from the 79% recorded in 2017 (↓6%).



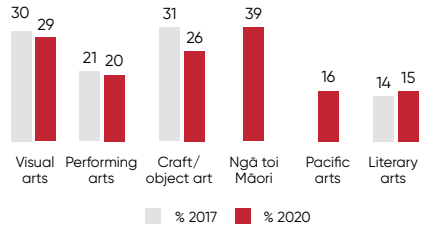
Δ▽ Significantly higher / lower than 2017

The most popular artforms attended by Māori are performing arts (50%), visual arts (50%) and ngā toi Māori (43%).

Māori also attend arts events more frequently than the national average, with 54% attending more than three times a year and 30% attending 11 or more times a year (6% higher than the national average of 24%).

Participation

Sixty-one percent of Māori have participated in the arts in the last 12 months – this is significantly higher than the national average (52%).



The most popular artforms Māori participate in are ngā toi Māori (39%), visual arts (29%) and craft/object art (26%).

A quarter of Māori (25%) participate more than 12 times a year. This is a significant decrease from 31% in 2017 but remains higher than the national average (19%).

Attitudes

Twenty-one percent of Māori feel more positive about the arts than they did 12 months ago. This is significantly higher than the national average (17%).

Seventy-seven percent of Māori agree that the arts should reflect New Zealand's cultural diversity, with 71% saying they learn about other cultures through the arts, and 65% saying the arts help define who we are as New Zealanders.

Over half of Māori (57%) say ngā toi Māori help them learn about Māori culture, and motivate them to learn te reo (55%) or kōrero Māori (53%). Seventy-two percent of Māori agree that ngā toi Māori help define who we are as New Zealanders (↓9% on 2017).

This decline from the 2017 survey could reflect beliefs that there are a wider range of contributing factors that support our identity in Aotearoa in addition to ngā toi Māori (such as the increase in visibility and value placed on te reo Māori in mainstream New Zealand culture).

Māori tend to hold positive views on the arts being accessible and inclusive, but there are some key areas for improvement.

One such area is affordability preventing access, with less than half of Māori (46%) agreeing that they can afford to participate in creative activities in their community. Māori with lived experience of disability and from low-income households find affordability an even greater issue, with only 37% and 38% respectively agreeing that they can afford to participate.

Young Māori are less likely to feel the arts in their area reflect the diversity of its communities (46% compared to an average of 55% for Māori) or that there are a broad range of arts activities to

engage with (40% compared to 49% on average for Māori).

The two top factors that influence Māori attendance are ticket prices (59%) and having more arts events that appeal to them (58%). For young Māori (aged 15–29) in particular, it's important to have someone to go with to an arts event (66% compared to an average of 54% for Māori).

COVID-19 and digital access

Thirty-three percent of Māori say the arts supported their wellbeing to get them through COVID-19 (2% higher than the national average). Māori have also engaged significantly more in new arts and cultural activities than the national average (16% compared with 13%).

Forty-nine percent of Māori see the arts playing a vital role in the COVID-19 recovery. There's also an appetite to retain online access to the arts, with 54% of Māori wanting the choice to attend the arts in person or watch them online.

Where to find more information

Find out more about Māori perspectives in the full report on our website:

www.creativenz.govt.nz/nzersandthearts

Information on rangatahi Māori is included in the full young New Zealanders report, also available on our website.

For ngā toi Māori definitions, please see page 51.

For sample sizes, please see page 52.



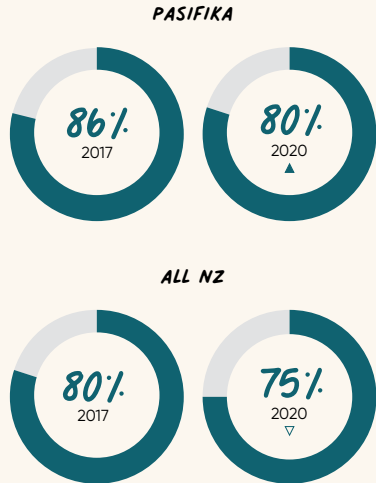
PASIFIKA

PASIFIKA ENGAGEMENT WITH THE ARTS

80% HAVE ATTENDED OR PARTICIPATED IN THE ARTS IN THE LAST 12 MONTHS

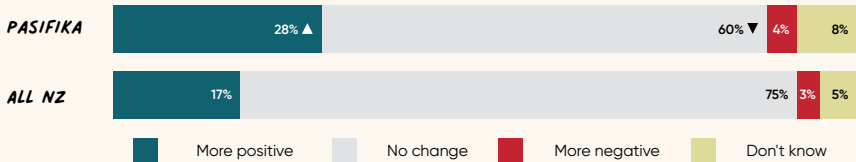
"[THE ARTS] ARE MY STIMULUS FOR ALL MY SENSES. THEY UPLIFT ME IN MOST WAYS AND ARE SUCH AN IMPORTANT PART OF MY LIFE."

MAN, 60-69, PASIFIKA, OTAGO



PASIFIKA RELATIONSHIP WITH THE ARTS

Has your view of the arts changed in the last 12 months?



ARTS AND CULTURE HAVE SUPPORTED MY WELLBEING DURING THE COVID-19 CRISIS



THE ARTS ARE AN IMPORTANT WAY OF CONNECTING WITH MY CULTURE



MY COMMUNITY WOULD BE POORER WITHOUT THE ARTS



THE ARTS HELP IMPROVE NEW ZEALAND SOCIETY



▲▼ Significantly higher/lower than 2017

▲▼ Significantly higher/lower than national average

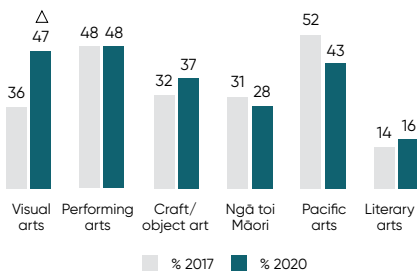
PASIFIKA PEOPLE FEEL MORE POSITIVE ABOUT THE ARTS THAN EVER BEFORE AND HAVE MAINTAINED THEIR ENGAGEMENT

This section captures key findings on adult (aged 15+) Pasifika people's attitudes, attendance and participation in the arts.

Eighty percent of Pasifika have continued to engage highly in the arts (attended and participated) in the last 12 months, holding steady compared with 2017. This counters the national downward trend for engagement over this period.

Attendance

Pasifika attendance at arts events has increased slightly from 2017 (72%) and remains higher than the national average, which saw attendance decrease (68%; ↓5% from 2017).



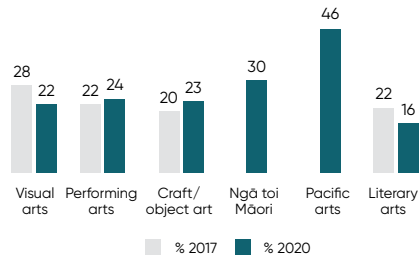
Δ Significantly higher / lower than 2017

The most popular artforms attended by Pasifika are performing arts (48%), visual arts (47%) and Pacific arts (43%).

Most Pasifika continue to attend or visit arts events or locations reasonably frequently, with 51% attending more than three times a year and 29% attending 11 or more times a year.

Participation

Sixty-four percent of Pasifika have participated in the arts in the last 12 months, compared to 52% for the national average. Pasifika also participate in the arts more often, with 23% participating more than 12 times a year (compared to the national average of 19%).



The most popular artforms that Pasifika participate in are Pacific arts (46%) and ngā toi Māori (30%).

Young Pasifika (aged 10–14) are more likely than other young New Zealanders to participate in Pacific music, Pacific dance, Pacific arts and cultural events, Pacific literature, and digital Pacific arts.

Attitudes

Pasifika feel more positive about the arts than they did previously. While 60% have not changed their view, 28% are more positive about the arts than they were 12 month ago. This is significantly higher than the national average (17%).

Seventy-three percent of Pasifika agree that the arts should reflect New Zealand's cultural diversity, with 68% saying they learn about different cultures through the arts and 65% saying the arts help define who we are as New Zealanders – this is a significant increase from 2017 (↑13%).

Pasifika are more likely to feel the arts are an important way of connecting with their culture (71% compared with the national average of 54%). They're also more likely to feel that the arts support their identity (49% compared with 37%).

Pasifika tend to hold more negative views compared with the national average when it comes to the arts in their community being accessible and inclusive.

Affordability is a key barrier, with only 41% of Pasifika agreeing they can afford to participate in creative activities in their community – this is significantly lower than the national average of 47%.

The two top factors that influence Pasifika attendance are ticket prices (63%) and a lack of arts events that appeal to them (61%). Other key factors include having someone to go with (54%), knowing that people like them would be going (44%) and feeling welcome (43%).

Forty-four percent of Pasifika feel that arts are important to their personal wellbeing – significantly more so than the national average (40%). COVID-19 has increased the importance of the arts to Pasifika, with 31% saying the arts are more important since COVID-19 arrived in Aotearoa (compared with the

national average of 26%), while 11% say the arts are less important.

COVID-19 and digital access

Thirty-five percent of Pasifika say the arts supported their wellbeing to get them through COVID-19 (4% higher than the national average). More Pasifika also connected with arts activities online following the lockdown (32% compared to the national average of 28%), and more Pasifika have engaged in new arts and cultural activities (15% compared to the national average of 13%).

Forty-nine percent of Pasifika see the arts playing a vital role in the COVID-19 recovery – older Pasifika people feel most strongly about this (68% of people aged 50–59 and 71% of people aged 60–69).

There is an appetite to retain online access to the arts, with 58% of Pasifika wanting the choice to attend the arts in person or watch them online. This is significantly higher than the national average (52%).

Where to find more information

Find out more about Pasifika perspectives in the full report on our website:

www.creativenz.govt.nz/nzersandthearts

Information on young Pasifika is included in the full young New Zealanders report, also available on our website.

For Pacific arts definitions, please see page 51.

For sample sizes, please see page 52.

ASIAN NEW ZEALANDERS



ASIAN NZERS' ENGAGEMENT WITH THE ARTS

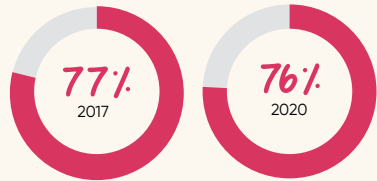
76%

HAVE ATTENDED OR PARTICIPATED IN THE ARTS IN THE LAST 12 MONTHS

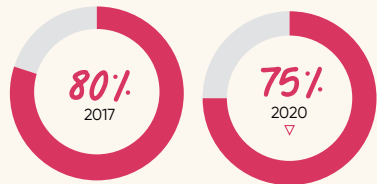
"EDUCATION DOESN'T BELONG JUST IN SCHOOLS, AND THE ARTS ADD TO OUR LEARNING IN A VARIETY OF WAYS... THE ARTS ARE LIFE-LONG."

WOMAN, 70+, ASIAN, CANTERBURY

ASIAN NZERS

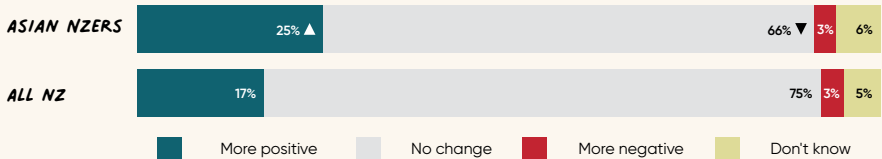


ALL NZ



ASIAN NZERS' RELATIONSHIP WITH THE ARTS

Has your view of the arts changed in the last 12 months?



ARTS AND CULTURE HAVE SUPPORTED MY WELLBEING DURING THE COVID-19 CRISIS



36% ▲

Agree

THE ARTS ARE AN IMPORTANT WAY OF CONNECTING WITH MY CULTURE



67% ▲

Agree

MY COMMUNITY WOULD BE POORER WITHOUT THE ARTS



44% ▼

Agree

THE ARTS HELP IMPROVE NEW ZEALAND SOCIETY



68% ▲

Agree

▲▼ Significantly higher/lower than 2017

▲▼ Significantly higher/lower than national average

ASIAN NEW ZEALANDERS ARE STILL HIGHLY ENGAGED IN THE ARTS

This section captures key findings on adult (aged 15+) Asian New Zealanders' attitudes, attendance and participation in the arts.

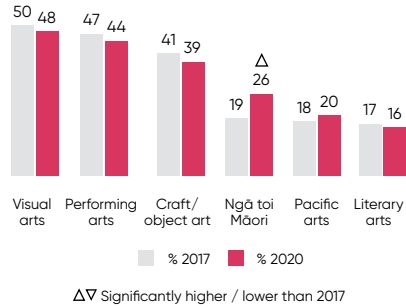
Seventy-six percent of Asian New Zealanders have engaged with the arts (attended and participated) in the last 12 months, in line with the 2017 survey.

Asian New Zealanders with lived experience of disability (87%) and those aged 15 to 29 (82%) were more likely to have engaged with the arts than the average for Asian New Zealanders (76%). On the other hand, Asian men (72%) and those aged over 60 (61%) were less likely to engage with the arts.

Attendance

Asian New Zealanders still attend arts events more than the national average (70% compared with 68%), although this has declined slightly from 72% in 2017.

While overall attendance among Asian New Zealanders is in line with the national average, attendance is less frequent. Twenty-one percent attend arts events 11 or more times a year – this is significantly lower than the national average (24%). However, more Asian New Zealanders attend arts events between one and three times a year (24% compared to the national average of 20%).

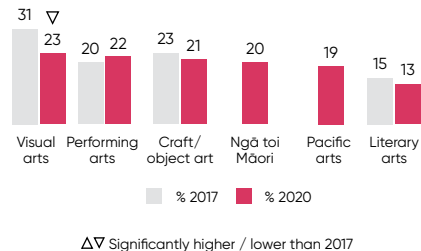


The most popular artforms attended by Asian New Zealanders are visual arts (48%), performing arts (44%) and craft/object art (39%).

Participation

Fifty-three percent of Asian New Zealanders have participated in the arts in the last 12 months, in line with the national average (52%). Thirteen percent of Asian New Zealanders participate in the arts more than 12 times a year. This is consistent with 2017 (15%), but significantly lower than the national average (19%).

Asian New Zealanders with lived experience of disability (72%), those aged 15 to 29 (63%) and women (57%) are more likely to participate in the arts, than the average for Asian New Zealanders.



The most popular artforms that Asian New Zealanders participate in are visual arts (23%), performing arts (22%), craft/object art (21%) and ngā toi Māori (20%).

Attitudes

Twenty-five percent of Asian New Zealanders feel more positive about the arts than they did 12 months ago. This is higher than the national average (17%).

Asian New Zealanders are more likely (than the national average) to feel strongly about the impact of the arts on culture and identity.

Seventy-eight percent of Asian New Zealanders agree that the arts, should reflect New Zealand's cultural diversity, with 74% saying they learn about other cultures through the arts, and 68% saying the arts help define who we are as New Zealanders.

Two-thirds of Asian New Zealanders (67%) believe the arts are an important way of connecting with their culture, and almost half (49%) say taking part in the arts supports their identity.

As with Māori and Pasifika, the two top factors that influence Asian New Zealanders' attendance are ticket prices (67%) and having more arts events that appeal to them (65%). Other factors include having someone to go with (58%), arts being of high quality (57%) and feeling welcome (49%). All these factors are significantly higher than the national average.

Fifty percent of Asian New Zealanders feel that the arts are important to their personal wellbeing. This is

significantly higher than the national average of 40%, with only 11% of Asian New Zealanders saying the arts are not important to their wellbeing.

Three in ten Asian New Zealanders (30%) believe the arts are more important to their wellbeing since COVID-19 – this is significantly higher than the national average of 26%.

COVID-19 and digital access

Thirty-six percent of Asian New Zealanders say the arts supported their wellbeing to get them through COVID-19 (the national average is 31%). Through the pandemic, more Asian New Zealanders engaged in new arts and cultural activities than the national average (17% compared with 13%).

Fifty percent of Asian New Zealanders see the arts playing a vital role in the COVID-19 recovery. There is an appetite to retain online access to the arts too, with 58% of Asian New Zealanders wanting the choice to attend the arts in person or watch them online.

Where to find more information

Find out more about Asian New Zealanders' perspectives in the full report on our website:

www.creativenz.govt.nz/nzersandthearts

Information on young Asian New Zealanders is included in the full young New Zealanders report, also available on our website.

For sample sizes, please see page 52.

*NZERS WITH LIVED
EXPERIENCE OF DISABILITY*



ENGAGEMENT WITH THE ARTS BY NZERS WITH LIVED EXPERIENCE OF DISABILITY

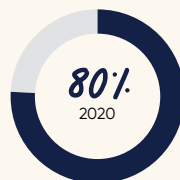
76% HAVE ATTENDED OR PARTICIPATED IN THE ARTS IN THE LAST 12 MONTHS

"THE ARTS ARE A WAY TO UNWIND AND BE CREATIVE WITH NO BOUNDS, YOU DON'T HAVE TO CONFORM AND CAN SIMPLY BE WHO YOU ARE."

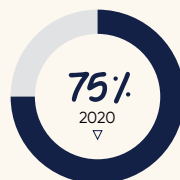
WOMAN, 15-17, NZ EUROPEAN, MANAWATŪ-WHANGANUI

LIVED EXP OF DISABILITY

DATA NOT COLLECTED IN 2017

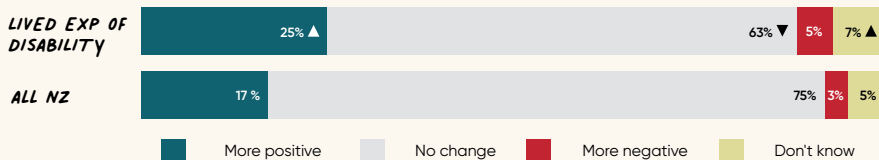


ALL NZ



VIEWS ON THE ARTS FROM NZERS WITH LIVED EXPERIENCE OF DISABILITY

Has your view of the arts changed in the last 12 months?



ARTS AND CULTURE HAVE SUPPORTED MY WELLBEING DURING THE COVID-19 CRISIS



33% Agree

THE ARTS ARE AN IMPORTANT WAY OF CONNECTING WITH MY CULTURE



55% Agree

MY COMMUNITY WOULD BE POORER WITHOUT THE ARTS



50% Agree

THE ARTS HELP IMPROVE NEW ZEALAND SOCIETY



59% Agree

▲▽ Significantly higher/lower than 2017

▲▼ Significantly higher/lower than national average

PEOPLE WITH LIVED EXPERIENCE OF DISABILITY PARTICIPATE HIGHLY IN THE ARTS, BUT PROVIDING MORE ACCESS AND INCLUSIVE ENVIRONMENTS WOULD HELP

This section captures key findings on attitudes, attendance and participation in the arts by adults (aged 15+) with lived experience of disability.

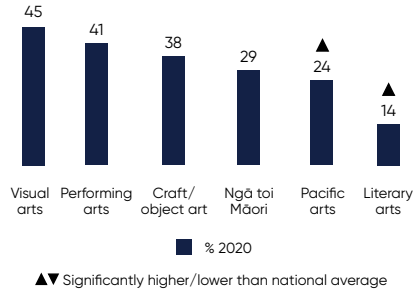
Seventy-six percent of people with lived experience of disability have engaged with the arts (attended and participated) in the last 12 months. This is in line with the national average (75%).

Attendance

Sixty-seven percent of people with lived experience of disability attended arts events in the last 12 months, which is in line with the national average (68%), but they attended Pacific arts and literary arts events more than most.

People with lived experience of disability attend arts events significantly more frequently – with 29% attending arts events 11 or more times a year (the national average is 24%).

The most popular artforms attended by people with lived experience of disability are visual arts (45%), performing arts (41%) and craft/object art (38%).

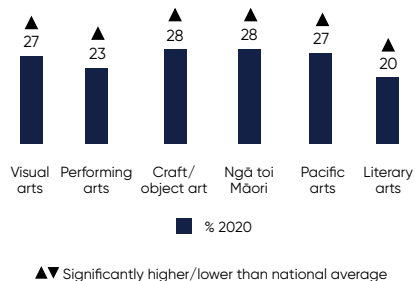


Participation

People with lived experience of disability participate in the arts more than the national average across all artforms.

Sixty-one percent of people with lived experience of disability participated in the arts in the last 12 months – this is significantly higher than the national average (52%).

People with lived experience of disability participate in the arts more regularly, with 25% participating more than 12 times in the past 12 months (the national average is 19%).



The most popular artforms that people with lived experience of disability participate in are craft/object art (28%), ngā toi Māori (28%), visual arts (27%) and Pacific arts (27%).

Attitudes

Overall, people with lived experience of disability are feeling more positive about the arts than they did 12 months ago. A quarter of people with lived experience of disability (25%) feel significantly more positive about the arts (significantly higher than the national average of 17%), while 5% feel more negative than they did 12 months ago (the national average is 3%).

While highly engaged in the arts, people with lived experience of disability are less likely to feel that the arts are accessible or inclusive.

Thirty-six percent say the arts are only for certain types of people (the national average is 30%), and 17% say the arts are a waste of time (the national average is 10%). People with lived experience of disability are also less likely to say they can easily access arts in their community (45% compared to the national average of 53%).

Affordability also prevents access for people with lived experience of disability, with only 41% agreeing that they can afford to participate in creative activities in their community (the national average is 47%).

People with lived experience of disability feel the arts are important to their personal wellbeing (43% compared to the national average of 40%). This view is further supported by only 17% feeling the arts are unimportant to their personal wellbeing (significantly lower than the national average of 24%).

The top factors that influence attendance for people with lived experience of disability include cheaper tickets (53%), having more events that appeal to them (48%) and having someone to go with (47%).

Around a third of people said higher quality events, feeling confident they would be welcomed and knowing people like them are going would encourage them to attend the arts more often.

COVID-19 and digital access

A third of people with lived experience of disability (33%) say the arts supported their wellbeing to get them through COVID-19 (close to the national average of 31%). COVID-19 also spurred them to watch more arts and cultural activities online (32%), which is consistent with the national average (28%).

People with lived experience of disability were significantly more likely to have engaged in new arts and cultural activities because of COVID-19 (17% compared to the national average of 13%).

Where to find more information

Read more about perspectives from people with lived experience of disability in the full report on our website:

www.creativenz.govt.nz/nzersandthearts

For sample sizes, please see page 52.

ACROSS THE REGIONS



ARTS ENGAGEMENT AND ATTITUDES VARY ACROSS THE REGIONS, FOR EXAMPLE:

NORTHLAND

Forty-two percent of Northlanders agree that the arts are part of their everyday life – that's 10% more than in 2017 (32%).

TARANAKI

Thirty-five percent of Taranaki residents attend more than 10 times a year – that's higher than in 2017 (21%), and higher than the national average (24%).

BAY OF PLENTY

Fewer people from the Bay of Plenty are likely to agree that the arts are only for certain types of people (36%) than they did in 2017 (41%).

HAWKE'S BAY

A third of Hawke's Bay residents (33%) have attended ngā toi Māori events and activities in the past 12 months, higher than the national average (26%).

SOUTHLAND

Nearly a fifth more of Southlanders agree that their local council should give money to support the arts (62%) than they did in 2017 (44%).

CANTERBURY

Two-thirds of Canterbury residents (66%) agree that the arts help define who we are as New Zealanders – that's 20% more than in 2017 (46%).

ENGAGEMENT AND ATTITUDES VARY ACROSS THE REGIONS, SHOWING THE DIFFERENT WAYS WE APPROACH THE ARTS

This section highlights key findings on attitudes, attendance and participation in the arts by adults (aged 15+) living in different parts of New Zealand.

As part of the 2020 survey, Colmar Brunton has collated regional reports for 12 parts of the country:

- Northland
- Auckland
- Waikato
- Bay of Plenty
- Taranaki
- Hawke's Bay
- Manawatū-Whanganui
- Wellington Region
- Nelson, Tasman and Marlborough
- Canterbury
- Otago
- Southland

Sample sizes were too small, and margins of error too high, to produce reliable regional reports for the West Coast and Te Tairāwhiti.

Reports for five cities have also been prepared – Auckland, Tauranga, Palmerston North, Wellington and Dunedin – with support from those cities' local councils.

Overall engagement (attendance and participation) in the regions broadly mirrored the New Zealand average of 75%. Four regions experienced significant drops on 2017 engagement levels: Auckland (↓5% on 2017); Wellington (↓6%); Nelson, Tasman and Marlborough (↓8%); Otago (↓12%).

Despite Wellington Region's overall engagement level dropping by 6% on 2017, it was the only region to sit significantly higher than the national average (80% compared to 75%).

Attendance

In most regions, attendance is on par with New Zealand as a whole (68%); only the Wellington Region shows significantly higher attendance levels than the national average (73% compared to 68%).

No regions experienced significant increases on their 2017 attendance levels, and four regions experienced significant declines: Auckland (↓6%); Nelson, Tasman and Marlborough (↓11%); Canterbury (↓9%); and Otago (↓13%).

In terms of artforms, there are a number of shifts at a regional level. For example, Otago saw significant decreases in attendance for visual arts (↓11%), performing arts (↓10%) and craft/object art (↓14%). Attendance for ngā toi Māori grew significantly in: Auckland (↑3%); Bay of Plenty (↑8%); Taranaki (↑11%); and Nelson, Tasman and Marlborough (↑13%).

Frequency of attendance also varies by region. More people didn't attend arts events or locations in 2020 compared to 2017 in: Auckland (↑6%); Nelson, Tasman and Marlborough

(↑11%); Canterbury (↑9%); and Otago (↑13%). At the other end of the scale, people attending or visiting 11 or more arts events or locations grew significantly in the Bay of Plenty (↑7%) and in Taranaki (↑14%).

Participation

As with attendance, regional participation is broadly similar to Aotearoa as a whole – no regions showed a significant difference to the national average of 52%, and only the Wellington Region showed a significant drop on 2017, down to 55% (↓8%).

There's much less variation between regions in terms of artform participation compared to artform attendance. Auckland saw significant decreases in participation for visual arts (↓6%) and literary arts (↓3%) compared to 2017.

In relation to all of New Zealand, craft/object art participation was significantly higher in Manawatū-Whanganui (30% compared to the national average of 24%), and Pacific arts participation was significantly higher in Auckland (17% compared to the national average of 13%).

Attitudes

Like attendance and participation, New Zealanders' attitudes towards the arts vary region by region. For example, in the Waikato region, fewer people are likely to agree that their community has a broad range of arts and artistic activities they can experience (42% agree compared to the national average of 47%). For Nelson, Tasman and Marlborough, it's the opposite (56% agree compared to 47% nationally).

Agreement with local councils giving money to support the arts has grown significantly on 2017 levels in: Northland (↑11%); Auckland (↑5%); Waikato (↑13%); Bay of Plenty (↑7%); and Southland (↑18%).

In terms of arts and culture having a vital role to play in the future of where people live, there's significantly more agreement with this in the Wellington Region (74%) and in Canterbury (70%) than the national average (66%). There's less agreement in Waikato (57%), Manawatū-Whanganui (60%), and Nelson, Tasman and Marlborough (55%).

COVID-19 and digital access

Some places were more likely than the national average (31%) to agree that the arts and culture have supported their wellbeing during COVID-19. These are residents from: Wellington Region (37%) and Wellington City (42%); and Dunedin City (40%) and Otago Region (37%).

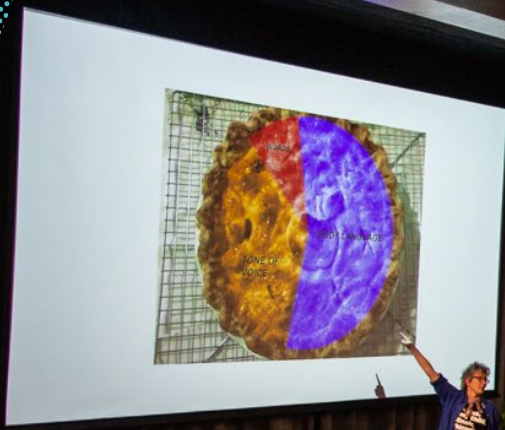
Again, people in Dunedin City (36%) and Wellington City (37%) were more likely to have watched more arts and culture activities online since the March 2020 lockdown, compared to the national average (28%).

Where to find more information

Find out more about perspectives from around Aotearoa in the full regional and city reports on our website:

www.creativenz.govt.nz/nzersandthearts





FOUR

MORE ABOUT
THE RESEARCH

WĀHANGA TUAWHĀ:
HE KŌRERO ANŌ E PĀ ANA KI
TE RANGAHAU

HOW WE DID THE RESEARCH

Independent research company Colmar Brunton conducted two surveys for *New Zealanders and the Arts – Ko Aotearoa me ōna Toi*, one with adults and one with young people.

Survey results have been weighted to Stats NZ Tatauranga Aotearoa population counts so that they are nationally representative.

Adult survey

The research was conducted online and surveyed 6,263 respondents aged 15 years and over. All interviewing took place between 2 October and 2 November 2020.

Colmar Brunton used its online panel of over 100,000 New Zealanders who have agreed to take part in research in return for Flybuys points (supplemented by the Dynata online panel, where necessary to fill hard-to-reach quotas).

The final response rate on the Colmar Brunton panel was 35%, with a maximum margin of error of +/- 1.2%.

Young persons survey

In total, 754 online surveys were completed with young people aged 10 to 14 years. Parents in the Colmar Brunton online panel were asked to invite their children to participate.

All interviewing took place between 9 October and 29 October 2020.

The final response rate was 18% and the survey has a maximum margin of error of +/- 3.6%.

Change in survey methods

The survey was first conducted in 2005 and has been repeated every three years since then. In 2017, the survey method was changed from landline phone to a mostly online format. In 2020, a fully online format was used, and several changes were made to the questionnaire.

For the adult survey, these changes included:

- updating the language used so that the questionnaire remained fit for purpose, including a wider range of examples from different cultures within each artform
- adding new questions so that attendance could be split out by online and in person
- adding questions to measure the impact of COVID-19 on the arts.

Other changes were made for the survey of young people, and these are described in the full Colmar Brunton report.

It should be noted that as the *New Zealanders and the Arts – Ko Aotearoa me ōna Toi* research is now conducted solely online, people who didn't have access to the internet weren't reached. Because of this, the proportion of people accessing the arts online may be slightly inflated.

Given the online survey method, some of the survey results in this publication can't be compared with those in previously published surveys (2005-2014) that haven't been re-weighted to take account of methodology changes.

DEFINITIONS

Attendance is defined as doing any of the following in the last 12 months:

- Seeing craft/object artworks at an exhibition, festival, art gallery, museum, library or online.
- Attending spoken word, poetry or book readings, or literary festivals or events.
- Seeing any artworks by Māori artists or going to any Māori arts or cultural performances, Toi Ahurei, festivals or exhibitions.
- Seeing artworks by Pasifika artists or going to any Pasifika cultural performances, festivals or exhibitions.
- Attending performing arts events.
- Seeing visual artworks at an exhibition, festival, art gallery, museum, library, cinema or online.

Engagement is a combination of both attendance and participation.

Participation is defined as active involvement in the making or presentation of art in the last 12 months.

The arts are grouped as follows:

- **Craft/object art** includes things such as uku (pottery), furniture, glass, adornment (such as 'ei katu, tā moko and jewellery), embroidery, tivaevae, woodcraft, spinning, weaving or textiles.
- **Literature or literary arts** includes spoken word, poetry or book readings, literary festivals or events, writing workshops, and personal creative writing (eg poetry, fiction or non-fiction).

- **Ngā toi Māori** (Māori arts) are the works of Tangata Whenua Māori artists across heritage and contemporary artforms. This includes, but is not limited to: whakairo (carving), raranga (weaving), kanikani (dance), tuhinga (literature), puoro (music), whakaari (theatre), kai mā te whatu (visual arts and crafts), digital Māori arts, Māori arts and cultural events (Hui Ahurei, Manu Kōrero), inter-arts and media arts.
- **Pacific arts** are the works of Pasifika artists across heritage and contemporary artforms. This includes but is not limited to: craft/object art (eg tivaevae, tapa), dance (eg Tongan tau'olunga, Tokelauan hiva), literature, music, theatre, visual arts, digital Pacific arts, Pacific arts and cultural events, inter-arts and media arts.
- **Performing arts** includes theatre (eg comedy, drama, musical theatre, fale aitu, circus, theatre for children, and karetao), dance (eg haka, Pasifika dance, hip hop and ballet), and music (eg contemporary music gigs or performances of choirs, orchestras, and taonga puoro).
- **Visual arts** includes things such as drawing, painting, raranga, tivaevae, photography, whakairo, sculpture, print-making, typography and film-making.

We use the term '**national average**' when we talk about community perspectives in comparison to the results for all New Zealanders.

We use the term 'average' when we talk about a community sub-group. For example, if we say that Māori aged 20 to 29 years participate more than the average, this means more than the average of all Māori surveyed.

When we talk about a 'significant change' from the 2017 survey, we mean we are 95% confident that the difference is genuine, rather than a 'chance' result that can occur from surveying a sample of the population.

A NOTE ON PERCENTAGES %

Some combined totals in the research may not add exactly to the total recorded in the commentary made in this report, because of a 'rounding error'. This is where we've rounded percentages up or down to the nearest whole.

For example, say the actual figure for people attending the arts once a year is 10.6% (expressed in commentary as 11%) and attendance two or three times a year is 5.7% (expressed as 6%). When these figures are combined to comment on 'infrequent' attendance (up to three times a year), the commentary states this as 16% (the rounded number of 16.3% being the sum of 10.6% and 5.7%), not 17% being the sum of 11% and 6%.

SAMPLE SIZES

For the 2020 surveys, we boosted the numbers of Māori, Pasifika, Asian New Zealanders and people with lived experience of disability interviewed to provide more robust data.

The total sample size of the adult survey (those aged 15+) was 6,263 people. This included:

- 1,172 Māori (margin of error +/- 2.9%)
- 461 Pasifika (margin of error +/-4.6%)
- 1,366 Asian New Zealanders (margin of error +/-2.7%)
- 710 people with lived experience of disability (margin of error +/- 3.7%).

The total sample size of the young persons survey (those aged 10-14) was 754 people. This included:

- 269 Māori (margin of error +/-6.0%)
- 97 Pasifika (margin of error +/-10.0%)
- 213 Asian (margin of error +/-6.7%).

The survey grouped Pasifika and Asian ethnicities using Stats NZ definitions. Respondents could select more than one ethnicity.

Pasifika ethnicities included: Samoan, Cook Islands Māori, Tongan, Niuean, Fijian, Tokelauan, or respondents could provide their ethnicity. Asian ethnicities included: Chinese, Indian, Filipino, Korean, Japanese, Sri Lankan, Cambodian, Vietnamese, or respondents could provide their ethnicity.

WANT TO KNOW MORE?

As part of our role as the national arts development agency, Creative New Zealand commissions research that builds knowledge and understanding of the arts in Aotearoa.

New Zealanders and the Arts

On our website you'll find the *New Zealanders and the Arts – Ko Aotearoa me ōna Toi* hub. It features the full reports from the adult and young persons surveys, community perspective reports (including for Māori, Pasifika, Asian New Zealanders and people with lived experience of disability), regional and city reports, and more:

www.creativenz.govt.nz/nzersandthearts

Audience Atlas

Creative New Zealand has also commissioned *Audience Atlas Aotearoa 2020*, to be published later in 2021.

Audience Atlas is designed to help arts organisations understand their audiences and the market for arts and culture. It measures and explores the current, lapsed and potential markets across more than 40 artforms in New Zealand.

The research also includes detailed information about audience demographics, behaviours, motivations and attitudes.

IMAGE CREDITS

Cover page: Cuba Dupa 2021.
Photography by Oliver Crawford.

Page 2: Cuba Dupa 2021, *The Air Between Us*, Rodney Bell. Photography by Oliver Crawford.

Page 6-7: Cubbin Theatre Company, *Play Play*. Photography by Nayhauss.

Page 8: Verb Wellington 2020 Festival. Photography by Vanessa Rushton Photography.

Page 10: The Dowse, *Lost Heads & Hobgoblins, 2020* (Install view). Photography by Mark Tantrum.

Page 12: Scape Public Art Gallery, Seung Yul Oh, *Conduct Cumulus, 2018*. Photography by Jade Cavalcante.

Page 14: ARONUI Arts Festival 2019. 'TE TOKI O TE ARAWA'. Taumata Soloman (Ngai Tūhoe) paints a mural of Aunty Bea Yates (Ngāti Pīkiao/ Te Arawa) in memory of her contribution to mahi toi & education in Te Arawa and beyond. Photography by Michelle Cutelli.

Page 16: Hamilton Arts Festival 2020, Photography by Mark Hamilton.

Page 18-19: THREE STAR NATION. Photography by Raymond Sagapolutele.

Page 26-27: The Dowse (Tuwheratanga event), *Nuku Tewhatewha, 2020*. Photography by Mark Tantrum.

Page 28: ARONUI Arts Festival Opening: 'Ko Rangī Ko Pāpā', Rosie Belvie, Amy (Kahumako) Rameka, Matiu Hamuera. Photography by Michelle Cutelli.

Page 32: ASB Polyfest 2021. Photography by Ben Campbell, BC Photography.

Page 36: Proudly Asian Theatre, *PINAY, Fresh off the Page*. Photography by John Rata.

Page 40: Christchurch Symphony Orchestra, *Karawhiua! Let's Play!* week long school residency at St Mary's Primary School, learning a drum fugue.

Page 44: Murihiku Polyfest 2019, Ten Year Anniversary. Photography courtesy of Miharo Polyfest.

Page 47: WORD Christchurch 2020. Photography by Johannes van Kan.

Page 48-49: Verb Wellington 2020 Festival. Photography by Vanessa Rushton Photography.

CONTACT US

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THERE IS A WAVE THAT BREAKS, THERE IS A WAVE THAT SWELLS

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