

# New Zealanders and the Arts Ko Aotearoa me ōna Toi

Survey findings for young New Zealanders

2023

**verian**   
Formerly Kantar Public

 **creative** *nz*  
ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA



Photo credit: Courtesy of Melanesian Festival 2022

# Introducing Verian

Verian is the new name for Kantar Public (formerly Colmar Brunton).

Following our divestment from our former parent company, we are now an independent research and evaluation agency, providing evidence and advisory services to government and the public realm, across Aotearoa New Zealand and around the world.

Verian is a corporate member of ESOMAR and all research staff are members of Research Association New Zealand.

## Contact person

Jocelyn Rout



Powering decisions  
that shape the world.

# Contents

---

1. Introduction (page 4)
2. Interest in the arts (page 10)
3. Attitudes and feelings towards the arts (page 15)
4. Parents' perspectives (page 23)
5. Engagement with, attendance of and participation in the arts (page 31)

# Introduction

# Background and objectives of the research

Creative New Zealand takes a lead on providing research for the arts sector. Since 2005, Creative New Zealand has conducted research to measure New Zealanders' engagement with the arts. This includes attendance and participation in different art forms, as well as wider attitudes to the arts. The research comprises two separate surveys (one of adults aged 15+; and one of young people aged 10-14).

The surveys are repeated every three years. The research is used in several ways. It provides:

- Vital insights for Creative New Zealand, selected agencies and arts organisations about the national levels of cultural engagement over time
- Stories to advocate for the arts
- Practical up-to-date data that arts organisations can use to develop marketing programming and income generation strategies.

**This report presents findings on young New Zealanders' attitudes towards, attendance at and participation in the arts. All the survey respondents are aged between 10 and 14 years.** The adult survey presents the same findings for those aged 15 and over.

For young people, the arts is split into five **art forms**: literature, Ngā Toi Māori (Māori arts), Pacific arts, performing arts, as well as visual arts and craft. Attendance and participation is measured for each art form.

One key change was made to the 2023 questionnaire; the attendance questions for each art form were updated to allow young people to answer whether their in-person attendance was online, in-person, or both. The 2020 questionnaire did not cater for the 'both' option.

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

- Seeing visual artworks at an exhibition, festival, art gallery, museum, library, cinema or online
- Seeing dance, theatre, music or other performances
- Going to any spoken word or poetry readings, Manu Kōrero and Pasifika speech competitions, book readings or book festivals
- Seeing any Pacific or Ngā Toi Māori (Māori Arts), cultural performances, festivals, exhibitions or celebrations.

**'Participation'** is defined as :

- The active involvement in the making or presentation of art in the last 12 months.

Young people were also asked a range of **attitudinal measures**, including:

- how they feel when they do creative things
- their level of creativity
- their level of involvement and support from friends and family
- the barriers to being involved as often as they would like.

# Research approach

## ONLINE SURVEY OF 764 NEW ZEALANDERS AGED 10 TO 14

The research was conducted using online panels\*. The data collection and sampling approach has been consistent for each young persons' survey since it began in 2008. This means we can track changes in attitudes and behaviour over time.

Panel providers emailed panel members with young people aged 10 to 14 years. Parents were invited to click a survey link which explained the nature of the survey. If they had a young person that qualified, the parent answered some demographic questions about the young person, as well as some questions about their own attitudes to the arts. Parents then handed the survey over to the young person, with the expectation that the young person would complete it themselves or with the parent's assistance as required.

Fieldwork was conducted from 1-26 November 2023. The average interview length was 15 minutes.

In total, 764 respondents completed the survey; a sample of this size has a maximum margin of error of +/-3.6%.

## SAMPLING COMPOSITION AND WEIGHTING

The sample was stratified by region. In addition, interviewing targets were put in place for specific ethnic groups. The final numbers achieved are shown below.

	2020		2023	
	Count	Maximum margin of error	Count	Maximum margin of error
NZ Europeans	409	+/-4.8%	462	+/-4.6%
Māori	269	+/-6.0%	252	+/-6.2%
Asian NZers	213	+/-6.7%	195	+/-7.0%
Pacific peoples	97	+/-10.0%	68**	+/-11.9%

To account for sample imbalances created by the sampling process and the ethnic quotas, the final sample was post-weighted to match the 10 to 14 year old population in New Zealand. Statistics New Zealand's estimated 2023 population data on age by gender (within regions), and ethnicity.

## REPORTING

This report details the survey findings for young New Zealanders aged 10 to 14. It summarises the 2023 findings overall and makes comparisons with the earlier surveys and between key sub-groups such as age, gender, ethnicity and household income.

Household income groups are defined as:

- Low (up to \$50,000)
- Medium (\$51,000 to \$80,000)
- Higher (\$81,000 to \$120,000)
- High (Over \$120,000)

We have used statistical tests to determine whether any differences observed between survey waves are statistically significant. This means we are 95% confident that the difference is genuine, rather than a chance result that can occur from surveying a sample of the population. Statistically significant differences are shown on charts by triangles.

△▽ = significantly higher / lower than 2017

▲▼ = significantly higher / lower than 2020

# Summary

# Summary

## Overall engagement is stable, but in-person attendance has rebounded since 2020

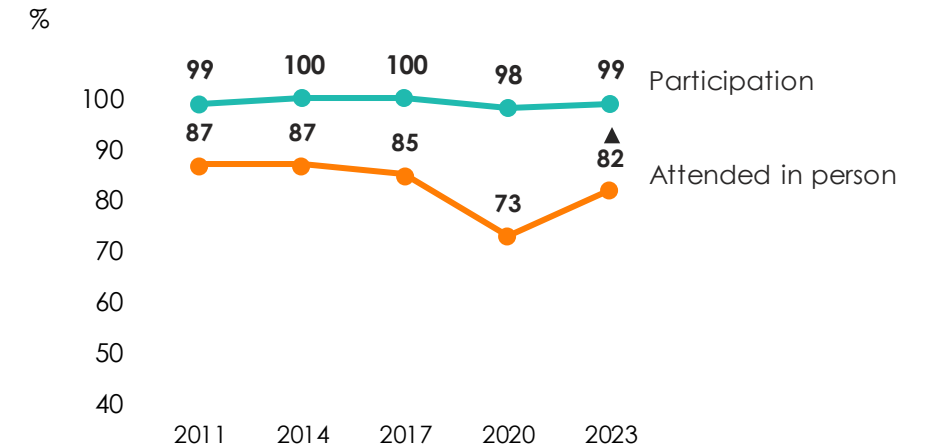
Participation in the arts continues to be almost universal among our young people. While overall participation in each art form is stable since 2020, we see increases in various specific activities from writing and reading stories, graphic design, kanikani (dance), painting/drawing, and jewellery making,

In-person attendance levels have rebounded after the impact of COVID-19 in 2020. This is mainly driven by more young people attending performing arts, visual arts, and Ngā Toi Māori.

Attendance of Ngā Toi Māori is at a record high, with around half of young people attending Ngā Toi Māori or cultural performance, festivals, exhibitions or celebrations in the last 12 months.

Consistent with the rise in in-person attendance, there are declines in young people only attending performing arts and visual arts online.

## Overall participation and in-person attendance



	Performing arts	Visual arts	Ngā Toi Māori	Digital arts	Pacific arts	Literary arts
<b>Participation</b>	94%	87%	81%	71%	65%	41%
<b>In-person attendance</b>	59%▲ (up 10 pts)	56%▲ (up 7 pts)	49%▲ (up 8 pts)	NA	29% (up 5 pts)	19% (up 3 pts)
<b>Online-only attendance</b>	16%▼ (down 9 pts)	10%▼ (down 5 pts)	13% (down 2 pts)	NA	15% (up 2 pts)	3% (down 2 pts)

Base: All 10 to 14 year olds 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

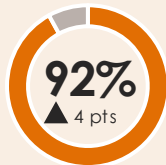


# Summary

## Young people recognise the benefits of engaging with the arts and want to be more involved

The vast majority of young people want to be more involved with at least one art form. This desire has strengthened since 2020.

While digital arts continues to hold the greatest interest, over the last three years there has been growing interest in the visual arts and Ngā Toi Māori.



...of young people want to be **more involved** with an art form

Young people are firm supporters of taking part in creative activities recognising the positive effects this has on their personal wellbeing.

**80%** ...**feel good** or excellent when they do creative things

**74%** ...say taking part in arts and activities helps them **feel good about life in general**

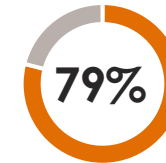
**71%** ...say taking part in arts activities makes them **feel more confident**

**60%** ...of Māori and Pacific young people say the arts are an important way of **connecting with their culture**

▼ **59%** ...of young people **feel creative** (a rating of 4 or 5 out of 5)  
10 pts

Young people's attitudes in 2023 are largely consistent with those measured in 2020, except for how young people feel about their own creativity – this has weakened. Parental attitudes may well have a bearing on this finding. We know that this is one of the most strongly parental influenced attitudes or feelings\*. Since 2020, parents are less likely to say their child is creative (and less likely that they are creative themselves).

## Parents are also strongly supportive, but face barriers to getting their children more involved



...of parents believe taking part in or attending the arts makes their child a **more well-rounded individual**

Overall, parents are very supportive of young people engaging with the arts (and often more so than their children). Whilst most parental attitudes are broadly in line with 2020, five attitudes relating to the positive effect that the arts have on their child have weakened. The current economic climate may play a role here as we see bigger affordability barriers to engagement in 2023. Perhaps this financial pressure contributes to some parents downplaying the benefits of their child's engagement.

While arts in school education is strongly advocated, young people and parents hold the most positive attitudes when young people engage in the arts both at school and in their own time.

The reasons that young people cite for not getting more involved often relate to a lack of confidence. Parents cite accessibility and affordability barriers and don't always know what's on offer. Key opportunities exist to break down these barriers to make it easier for parents to encourage and enable their children to participate.

\*In 2020, we undertook statistical analysis to determine the strength of the relationship between parents' attitudes or feelings and that of their child.

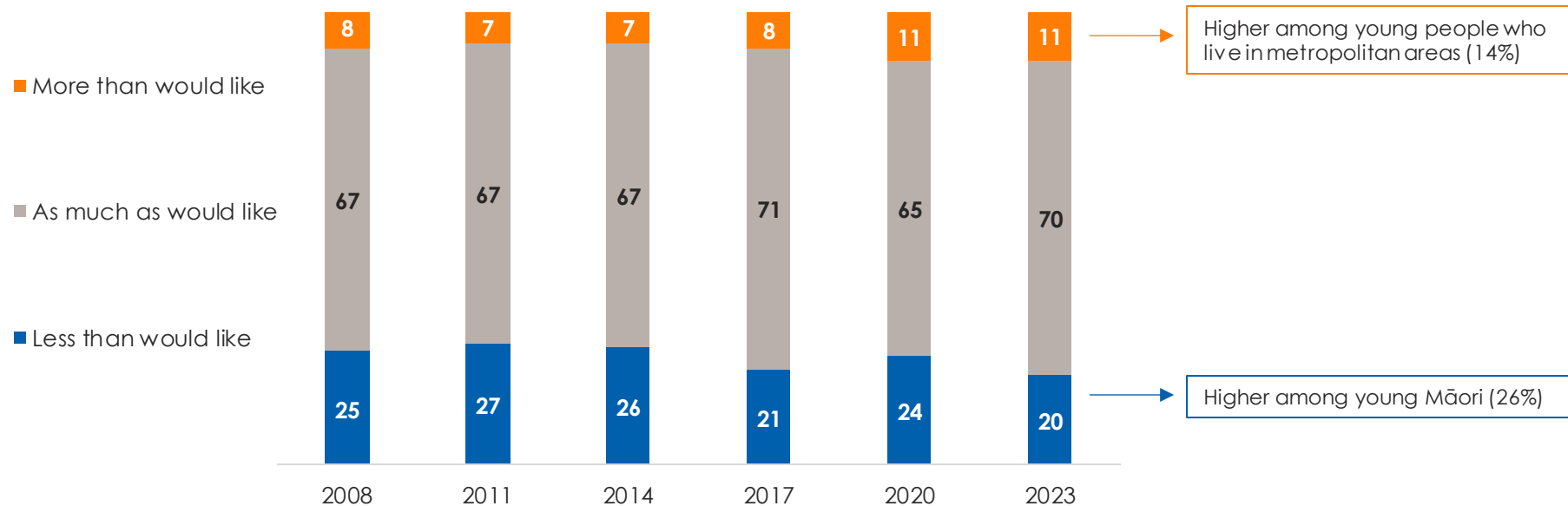
# Interest in the arts

# Satisfaction with level of participation

There is an opportunity to engage more young people in the arts, with two in ten saying they do arts and creative activities less than they would like. Most young people (70%) are happy with their current level of participation; this has increased a little since 2020 but is not statistically significant. One in 10 young people (11%) participate in the arts more than they would like.

## Do you do arts and creative activities...

%

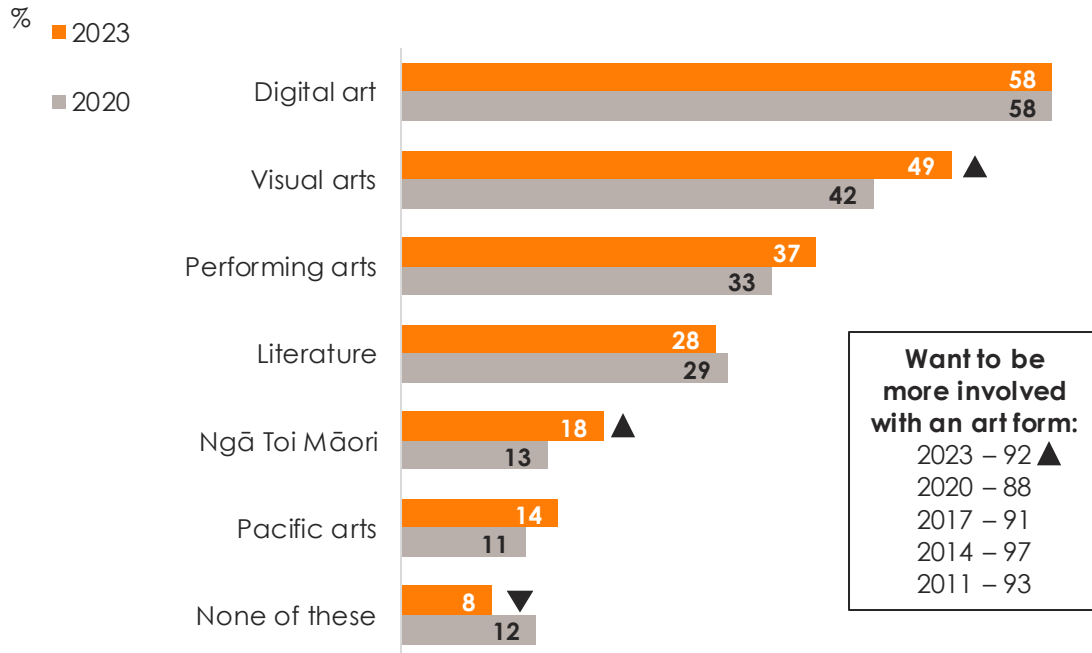


Base: All 10 to 14 year olds: 2008 (n=1,015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

# Desire for more involvement

Over nine in 10 young people (92%) want more involvement with an art form, a significant increase since 2020 (88%) and a reversal of the possible downward trend that started a decade ago. The recent rise in desire for more involvement is largely driven by significant increases for visual arts (49%, up seven points) and Ngā Toi Māori (18%, up five points). Digital art remains the most popular art form (58%), followed by visual arts (49%) and performing arts (37%).

## Which of these would you like to be more involved with?



Māori (96%) and NZ Europeans (94%) are most likely to want greater involvement with an art form.

Likewise, when young people engage with the arts in their own time, they want more involvement with an art form (96% of those who attended and 94% of those who participated in the arts outside of school want to be more involved with at least one art form). This pattern also holds true for each individual art form, for example 53% of those who participate in visual arts in their own time desire greater involvement in this art form (versus 32% of those who are not involved outside of school).

Key demographic differences by art form are:

- Boys want to be more involved with digital arts (65%)
- Girls want to be more involved with visual arts (55%), performing arts (47%) and literature (35%).
- Māori want to be more involved with performing arts (49%), Ngā Toi Māori (47%) and Pacific Arts (20%)
- Pacific peoples want be more involved with Pacific arts (45%).

While it's more common for young people to want to be more involved with the arts, 11% say they participate in the arts more than they would like. The main reasons for this are that they have to do them at school (57%), they have always done them (43%), and they think it will be helpful for them in the future (35%).

Base: All 10 to 14 year olds: 2020 (n=754); 2023 (n=764).

Note: In 2020 this question was changed from a single response format to multiple response. Therefore, previous years' results are not shown (as they are not comparable)

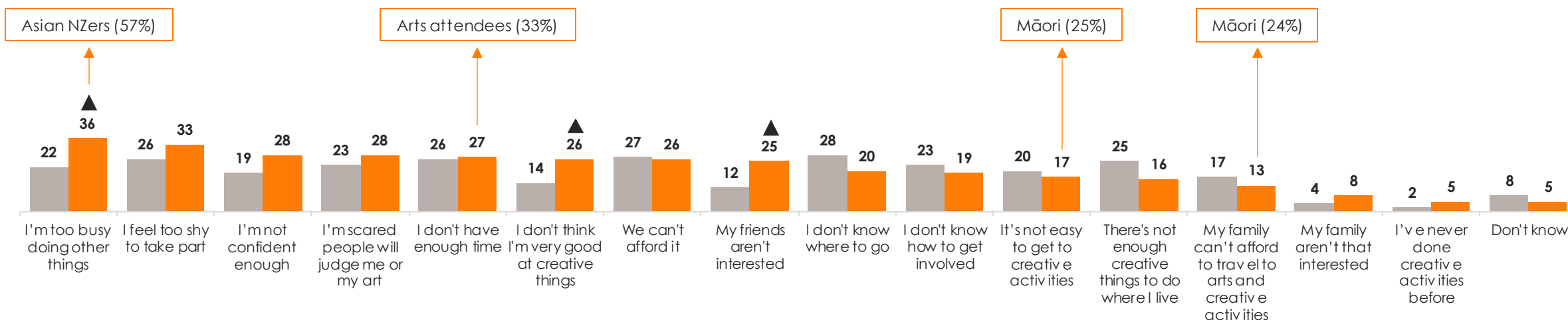
# Barriers to greater involvement

Around a third of those who want greater involvement are too busy doing other things (36%, up 14 points since 2020) or feel too shy (33%) to take part in the arts more often. Common barriers also suggest a sense of low morale for young people – they experience a lack of confidence (28%), fear judgment (28%), and feel creatively less competent (26%, up 12 points). Disinterest in the arts in a young person's social circles is an increasingly common barrier (25%, up 13 points). Māori are more likely to cite accessibility barriers.

## What stops you from doing arts and creative activities more often?

%

■ 2020 ■ 2023



Base: All 10 to 14 year olds who would like to be more involved: 2020 (n=176); 2023 = (n=152).

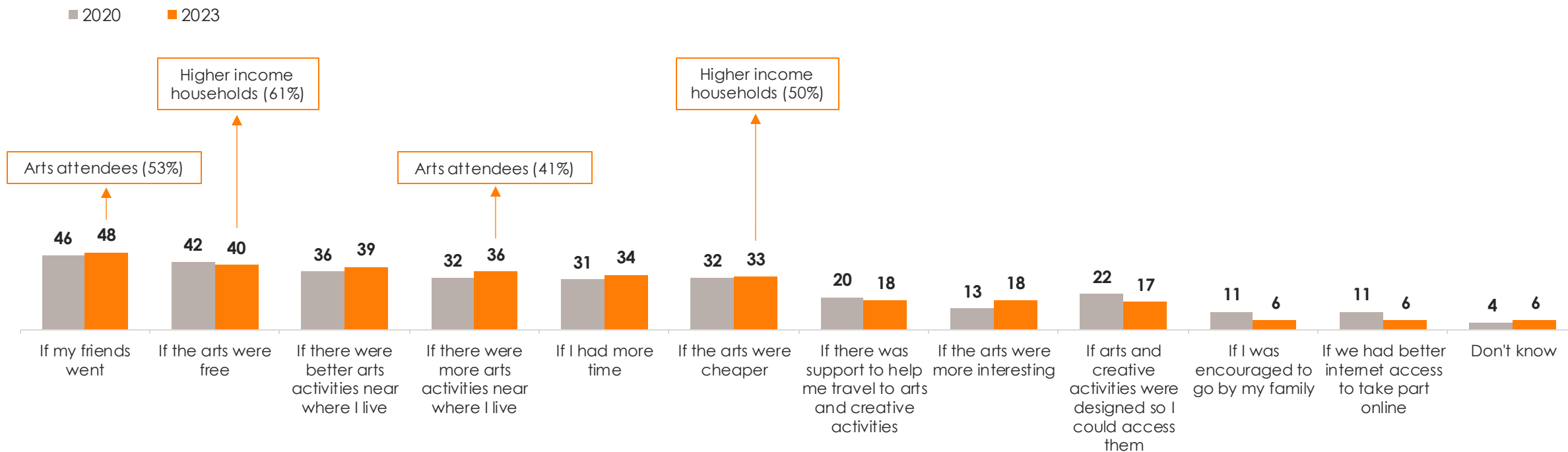
Note: Themes mentioned by fewer than 5% are not shown.

# Factors that would encourage more engagement with the arts

All factors that would encourage young people to engage with the arts are consistent with those in 2020. Nearly half of those who want greater involvement would be encouraged to do so if their friends participated in the arts (48%). Addressing accessibility barriers is a common theme; young people would be encouraged to participate if the arts were free (40%), if better and more arts activities were closer (39% and 36% respectively) and if the arts were cheaper (33%).

## What would encourage you to take part in more arts and creative activities?

%



Base: All 10 to 14 year olds who would like to be more involved: 2020 (n=176); 2023 (n=152).

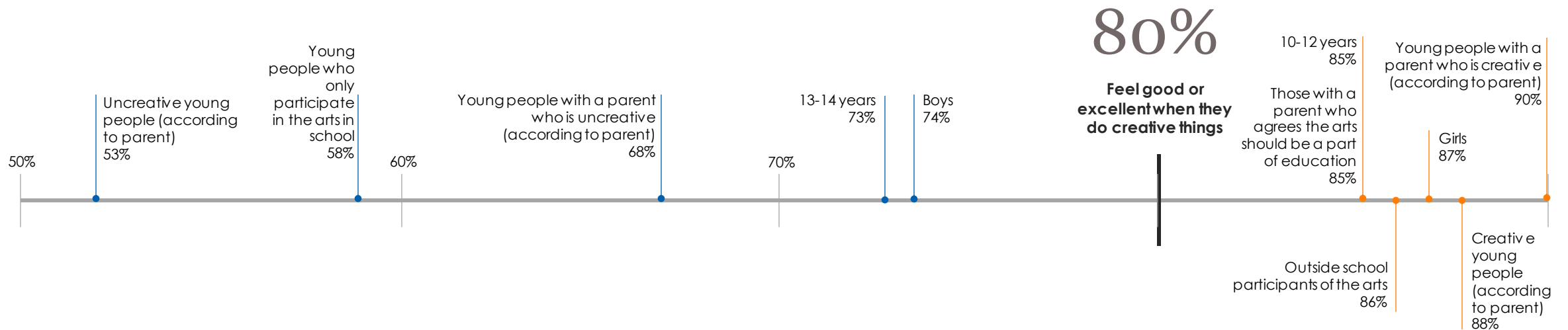
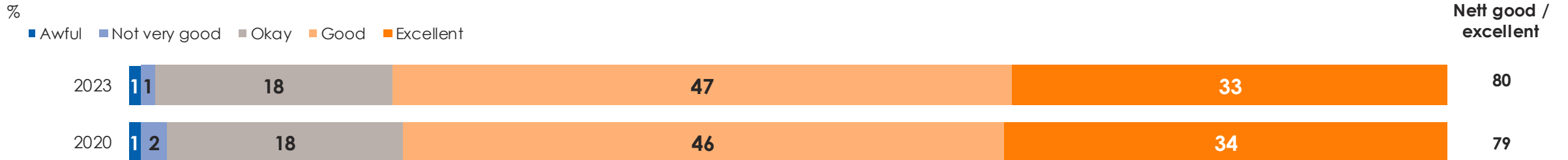
Note: Themes mentioned by fewer than 5% in 2023 are not shown.

# Attitudes and feelings towards the arts

# How do the arts make young people feel?

Doing creative things has a positive effect on how most young people feel; eight in ten say they feel good or excellent. Positive feelings are especially common for girls and the younger age group (10-12 years). Supportive parents and young people doing creative things in their own time also go hand in hand with young people feeling good about taking part in the creative arts.

## When you do creative things, how do they make you feel?



Base: All 10 to 14 year olds: 2020 (n=754); 2023 (n=764).



# Why do young New Zealanders like doing creative things?

Young people told us in their own words why the arts make them feel good. Top reasons are simply because it's fun, they love it, enjoy being creative, and can express themselves. The quotes show that this joy and self-expression can involve art as a creative outlet for emotions and a way to help overcome life challenges.

## Why do the arts make you feel [good / excellent]?

% Leading responses mentioned by more than 4% of respondents



"Art usually makes me marvel at what people can do. Maybe one day I can do that too!"

Girl, 13 years.

"Because it is relaxing and I am always proud of what I can create with my imagination, it helps me feel good when I am struggling with my autism."

Boy, 13 years.

"Gives me understanding of other people's interests and lives plus different races. Makes me feel part of my community. Just love being one with others and enjoy learning new things with the support of my Mum and Dad."

Girl, 12 years.

"I have a chance to express myself - to be creative and think outside the box."

Gender diverse, 14 years.

"I love doing kapa haka it makes me feel awesome, the vibes and whakawhanaungatanga with my rōpū."

Boy, 14 years.

"They make me feel excellent because you can get your mind off your worries and the challenges in life. I can express my emotions in art, and it is quite fun creating something new."

Girl, 11 years.

Base: All 10 to 14 year olds who said the arts make them feel good or excellent: 2020 (n=586); 2023 (n=614).

# How creative do young New Zealanders feel?

Young people feel less creative than in 2020 (down 10 points to 59%). This stems from more young people feeling neutral about their creativity (up seven points to 31%). 2023 levels of creativity are more consistent with those in 2017 and 2014. The burst in creativity seen in 2020 may relate to young people retaining the creative skills and knowledge they developed in the previous lockdown (which happened a few months prior to the 2020 survey fieldwork).

## Creative (4 or 5)

These groups are more likely than average (59%) to say they are creative:

- Young people with a parent who is creative (according to parent; 75%)
- Young people with a parent who describes the young person as creative (74%)
- Girls (66%)
- Attend arts in own time (65%)
- Participate in arts in own time (64%)
- 10-12 years (64%)

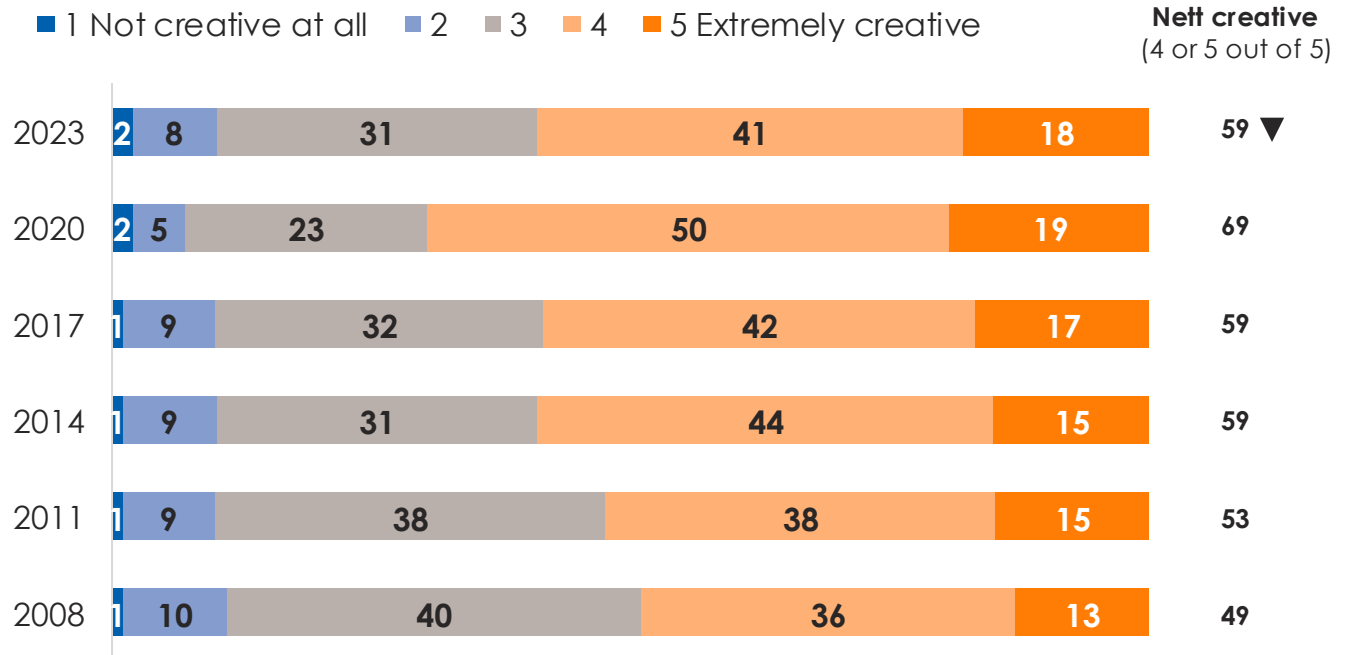
## Not creative (1 or 2)

These groups are more likely than average (11%) to say they are **not** creative:

- Young people with a parent who describes the young person as not creative (57%)
- Young people with a parent who is uncreative (according to parent; 30%)
- Participate in arts at school only (24%)
- Do not attend any arts (19%)
- Boys (15%)
- 13-14 years (13%)

### How creative are you?

%



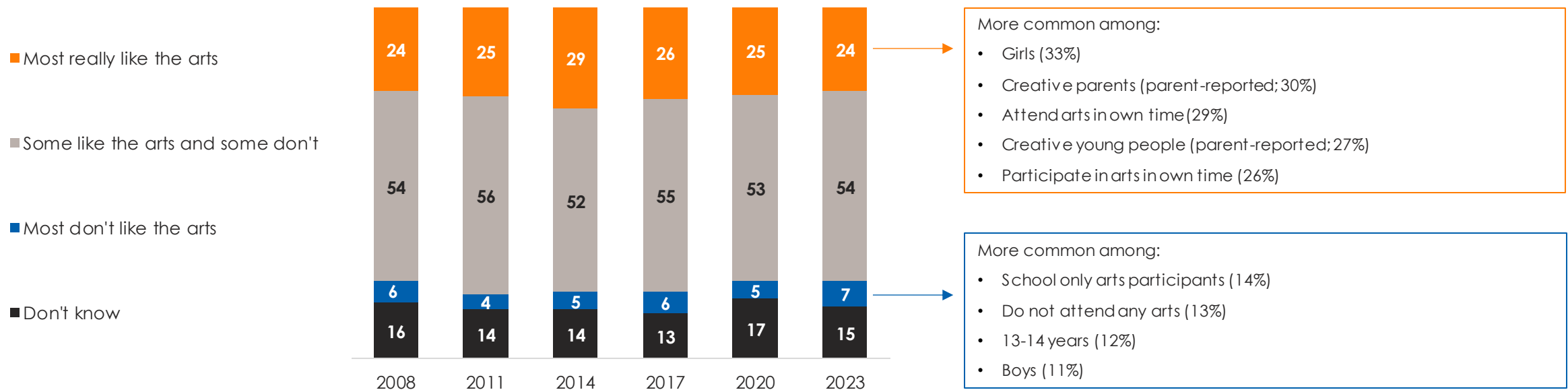
Base: All 10 to 14 year olds: 2008 (n=1,015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

# Do young New Zealanders have social networks that support the arts?

Similar to previous waves, most young people have at least some friends that like the arts (78%) including a quarter who say that most of their friends really like the arts. Girls' social networks are the strongest advocates of the arts. Dislike of the arts is somewhat more common in the social networks of those transitioning to high school (i.e., 13-14 year olds).

## What do your friends think about the arts?

%



Base: All 10 to 14 year olds: 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

# How do young New Zealanders perceive the arts?: Culture and identity

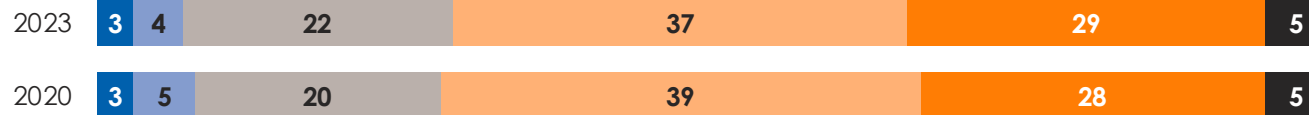
Consistent with 2020, around half of young people consider the arts an important and positive way to express and connect with their culture and identity. This is especially important for Māori and Pacific young people.

## How much do you agree or disagree with the following statements about the arts?

%

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

The arts and creative activities help me to show who I am



Nett agree

66

67

Taking part in the arts and creative activities makes me feel good about where I come from



56

56

The arts are an important way of connecting with my culture



49

50

### These groups are more likely to agree...

- Girls (76% versus boys 57%)
- Higher income households (74%)
- Attend (71%) and participate in (71%) arts in own time

- Aucklanders (66%)
- Medium income household (65%)
- Girls (62% versus boys 52%)
- Attend (61%) and participate (60%) in arts in own time
- 10-12 years (60% v.s. 13-14 years 52%)

- Aucklanders (57%)
- Girls (53% versus boys 45%)
- Attend arts in own time (53%)

	Asian NZers	Māori	Pacific peoples	Total
Taking part in the arts and creative activities makes me feel good about where I come from	58	64	61	56
The arts are an important way of connecting with my culture	52	60	60	49

Base: All 10 to 14 year olds: 2020 (n=754); 2023 (n=764).

# How do young people perceive the arts?: Beliefs about the arts

Around three quarters (76%) of young people believe that seeing the end result is what's best about participating in the arts. Seven in 10 (71%) agree that it takes a lot of time and effort to be good at the arts. However, only half (50%) believe that talent is needed to participate. Results are consistent with 2020. Age group differences in these beliefs suggest young people may feel different pressures either side of the primary school/high school transition.

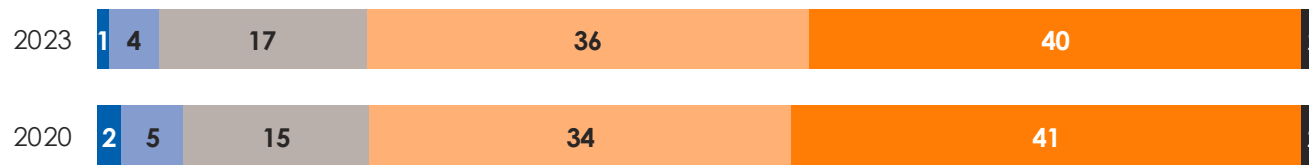
## How much do you agree or disagree with the following statements about the arts?

%

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

**Nett agree**

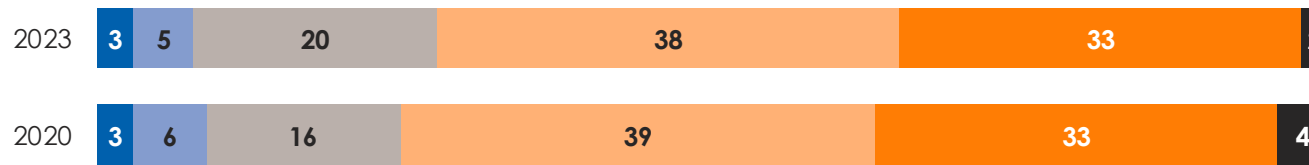
The best part of taking part in arts activities is seeing the end result



76

75

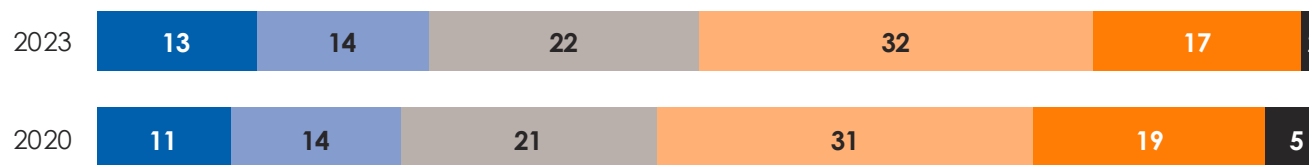
It takes a lot of time and effort to be good at arts activities



71

72

You need to have talent to be able to do arts activities



50

49

**These groups of young people are more likely to agree...**

- Young people with parents who think the young person (82%) and the parent themselves are creative (83%)
- Attend (79%) and participate in (79%) arts in own time
- Parents who think the arts should be part of education (75%)
- Those who only participate in the arts at school (66%)
- Young people with parents who think the young person (70%) and the parent themselves (60%) are uncreative

	10-12 years	13-14 years	Total
The best part of taking part in arts activities is seeing the end result	79	72	76
You need to have talent to be able to do arts activities	46	55	50

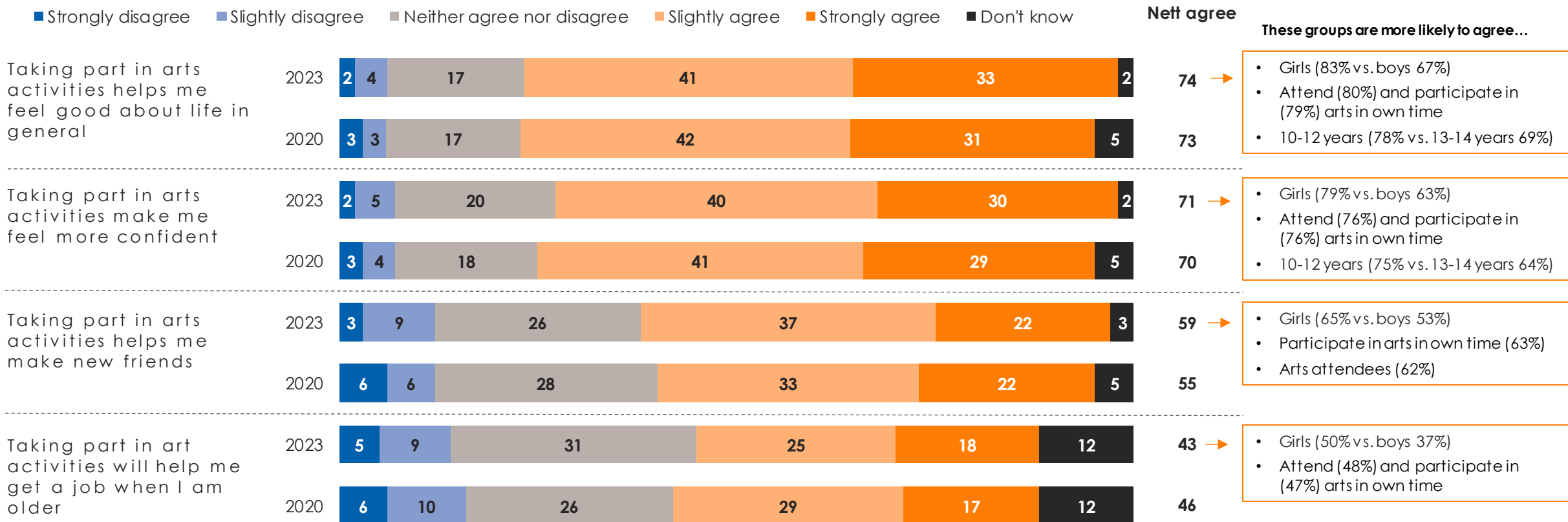
Base: All 10 to 14 year olds: 2020 (n=754); 2023 (n=764).

# How do young New Zealanders perceive the arts?: Benefits of the arts

2020 saw a strengthening in the impact of the arts on young people feeling good about life. This heightened level has been held constant in 2023 (74%). Around seven in 10 young people (71%) also feel participation builds their confidence. Nearly six in 10 (59%) see participation in the arts as an avenue to help make new friends (59%), and four in 10 (43%) recognise the potential impact of participation on future job prospects. These beliefs are especially prevalent among girls.

## How much do you agree or disagree with the following statements about the arts?

%



Base: All 10 to 14 year olds: 2020 (n=754); 2023 (n=764).

# Parents' perspectives

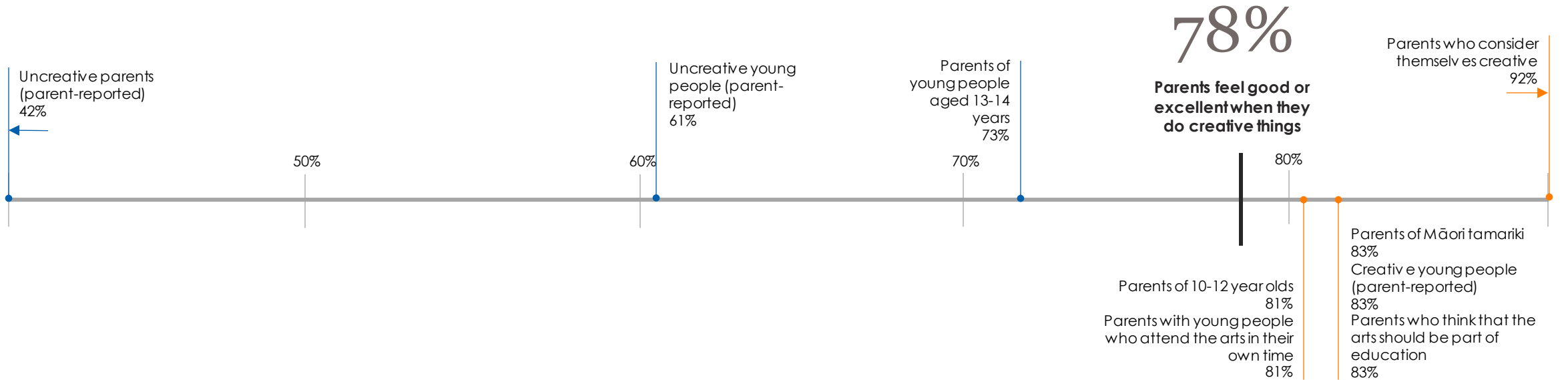
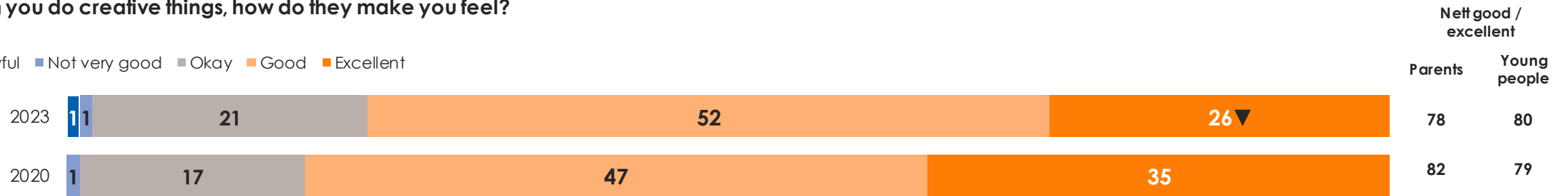
# How being creative makes parents feel

Since 2020, significantly fewer parents feel 'excellent' when doing creative things (down nine points to 26%). However, most parents continue to feel just as positive (either good or excellent) as their young people when they do something creative (78% versus 80%). Parents may project their experiences (good or bad) onto their young people – parents who consider their child uncreative are less likely than average to feel good or excellent when doing creative things themselves (61%).

## When you do creative things, how do they make you feel?

%

■ Awful ■ Not very good ■ Okay ■ Good ■ Excellent



Base: All parents: 2020 (n=754); 2023 (n=764).

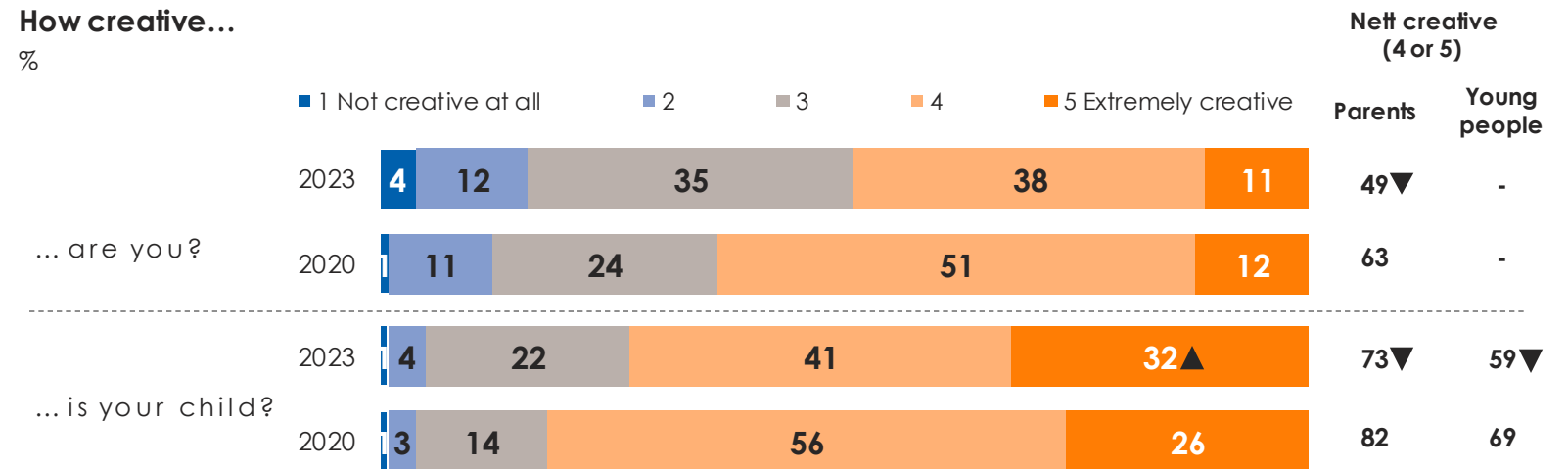


# Do parents view themselves and their young people as creative?

Earlier in this report we saw a drop in the proportion of young people who see themselves as creative. This is also mirrored in both how parents see their own creativity and that of their child in 2023; only 49% of parents now feel creative (down 14 points since 2020) and 73% of parents rate their child as creative (down nine points since 2020).

The parallel declines in both parents' and young people's ratings of the young person's creativity is also supported by the advanced statistical analysis presented in the 2020 report that shows a strong relationship between how a parent perceives their child and how that young person perceives themselves. However, parents continue to be more optimistic about their child's creativity than the young person does; in 2023, 73% of parents rate their child as creative compared to 59% of young people rating themselves as creative.

## How creative... %



These subgroups of parents are more likely than average (73%) to view their young people as creative:

- Parents of girls (81%)
- Parents of Māori tamariki (78%)
- Parents of 10-12 year olds (76%)

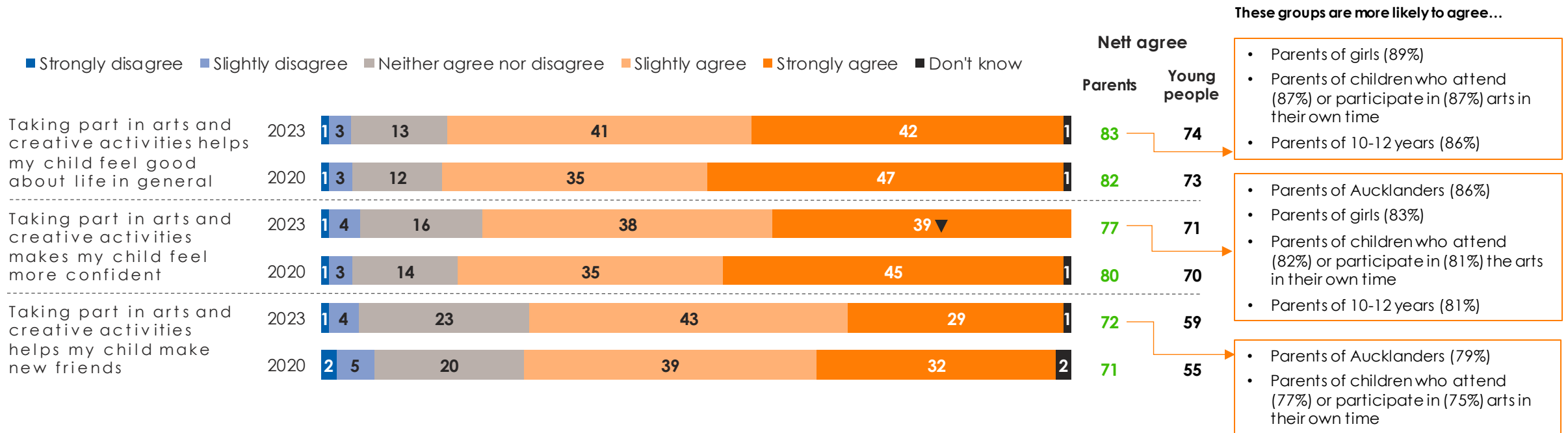
Base: All parents: 2020 (n=754); 2023 (n=764).

# Parents' attitudes towards the arts: How the arts benefit their children

Very large majorities of parents agree that participation in the arts helps their child to make new friends (72%), and to feel more confident (77%) and good about life in general (83%). Proportionally more parents continue to believe in the benefits of their child taking part in the arts and creative activities than the young people themselves. However, most young people relate to each of these benefits.

## How much do you agree or disagree with the following statements about the arts?

%



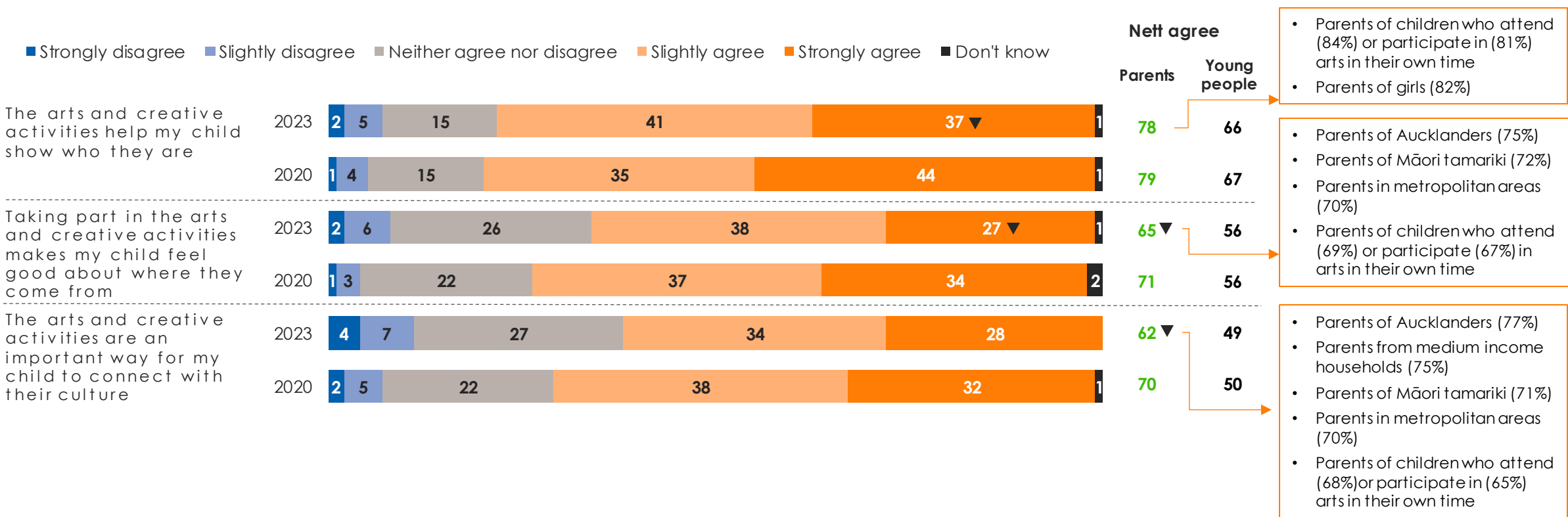
Base: All parents: 2020 (n=754); 2023 (n=764).

# Parents' attitudes towards the arts: How the arts help my child develop their sense of culture and identity

While feelings around the relationship between the arts and their child's identity and culture are not as strong as they were in 2020, parents largely still agree that the arts provide insight and connection into culture and identity. Further, parents more than young people, recognise this link.

## How much do you agree or disagree with the following statements about the arts?

%



Base: All parents: 2020 (n=754); 2023 (n=764).

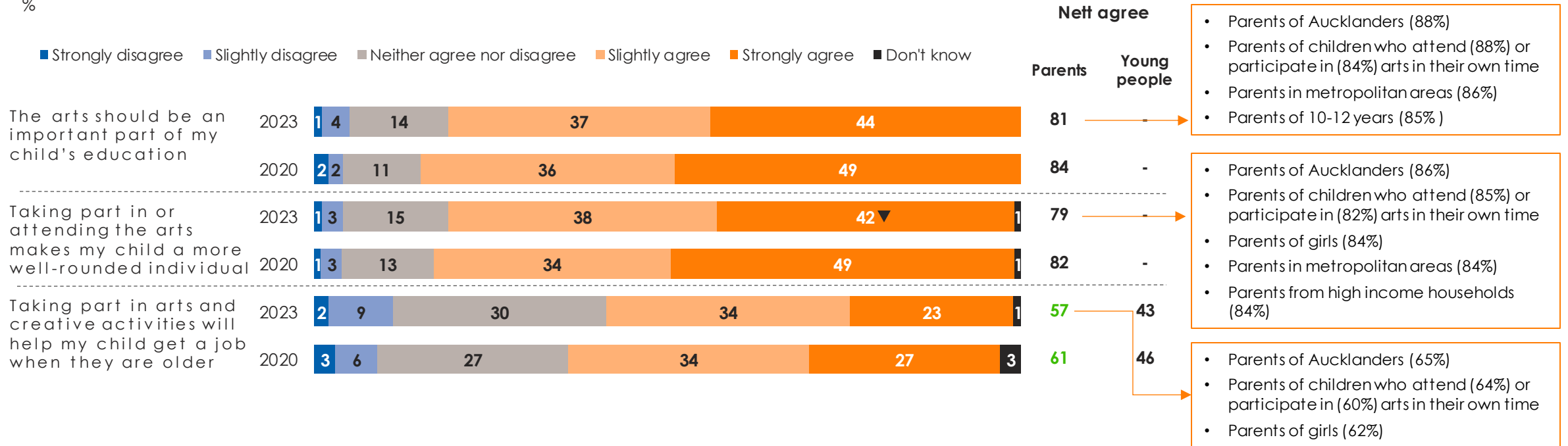
# Parents' attitudes towards the arts: How the arts help my child develop

Overall, four in five parents advocate for the arts in education and a similar proportion believe the arts make young people more well-rounded individuals. These beliefs are more widely held in metropolitan areas, which may speak to greater opportunities for participation. Parents are more likely than young people to believe participation in the arts and creative activities improves the young person's future job prospects.

## How much do you agree or disagree with the following statements about the arts?

%

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



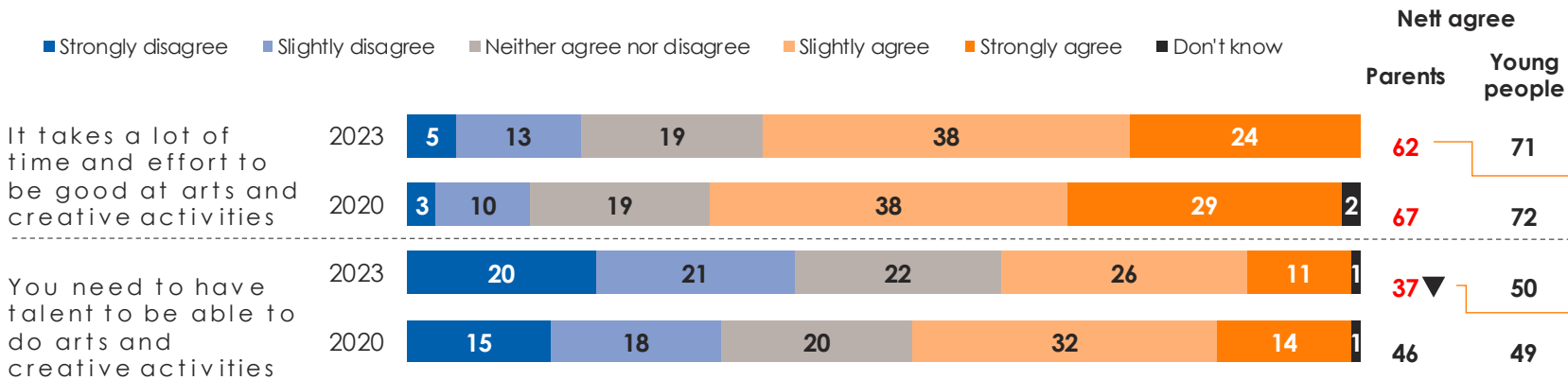
Base: All parents: 2020 (n=754); 2023 (n=764).

# Parents' attitudes towards the arts: Beliefs about the arts

While most parents (62%) feel it takes time and effort to be good at arts and creative activities, parents are somewhat less likely to believe this than young people (71%). Since 2020, fewer parents believe talent is a requirement for arts participation (down nine points to 37%). Young people are more likely to hold this belief than their parents.

## How much do you agree or disagree with the following statements about the arts?

%



### These groups are more likely to agree...

- Parents of Asian young people (75% vs. Parents of NZ Europeans 58%)
- Parents of arts attendees (64%)
- Parents of Asian young people (57% vs. parents of NZ Europeans 31%, or parents of Māori tamariki 26%).
- Parents of Aucklanders (50% vs. parents of other North Islanders 33%, excl. Auckland and Wellington)
- Parents of 13-14 years (42% vs. parents of 10-12 years 34%)

Asian parents are significantly more likely than other parents to hold these two beliefs\*. In contrast, Asian young people's beliefs are on par with other young New Zealanders' beliefs. This reflects a wider mismatch between what Asian young people and their parents believe. This may help explain why Asian young people who don't participate as much as they'd like cite being too busy doing other things; their parents may prioritise other activities for their child or discourage participation in the arts if they feel their child is not creatively talented.

\*75% of Asian parents believe it takes a lot of time and effort to be good at arts and creative activities (versus 62% of parents on average). 70% of Asian young people hold this belief versus 71% of young people on average. 57% of Asian parents believe talent is needed to be able to do arts and creative activities (versus 37% of parents on average). 56% of Asian young people hold this belief versus 50% of young people on average.

Base: All parents; 2020 (n=754); 2023 (n=764).

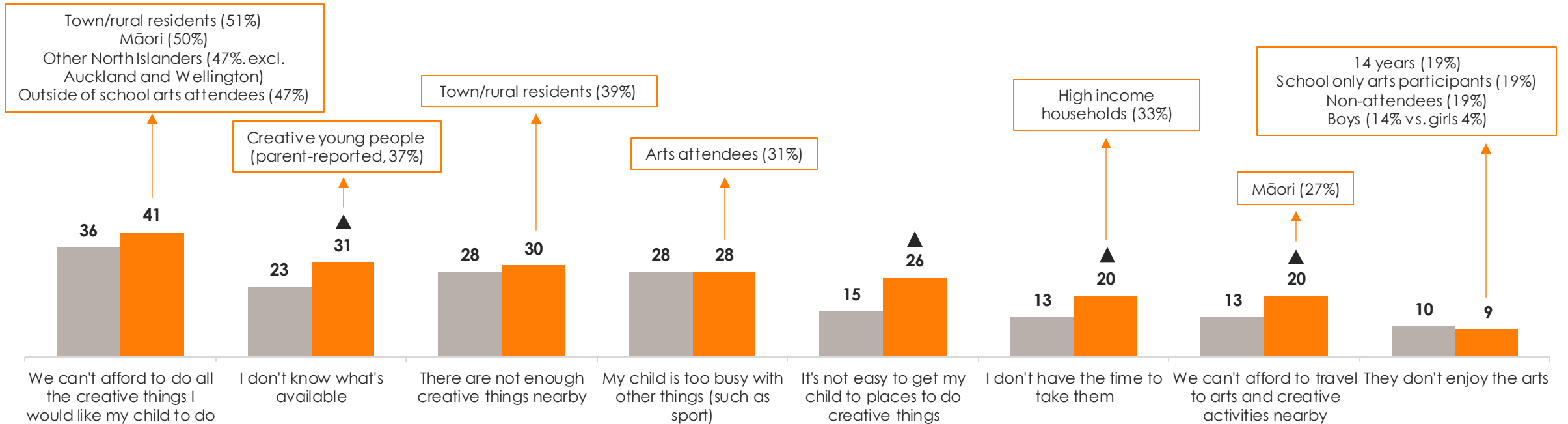
# Parents' views on barriers to engagement

Around four in ten parents would like their child to engage more frequently with the arts. Key barriers relate to affordability, a lack of creative activities (and awareness of them), as well as time and travel barriers. Since 2020, a number of these barriers have increased. Page 13 shows young people's views on barriers to engagement. Parents place more emphasis on affordability, whereas young people cite busyness as the biggest barrier.

Around four in ten parents would like their child to engage more frequently with the arts (38% in 2023 versus 40% in 2020). This is higher among parents of Māori tamariki (44%) and parents of NZ Europeans (41%).

## How come your child doesn't take part in or attend the arts as often as you would like?

% ■ 2020 ■ 2023



Base: All parents who do not feel their child engages in the arts as much as they would like them to: 2020 (n=297); 2023 (n=293).

Note: Themes mentioned by fewer than 5% in 2023 are not shown.

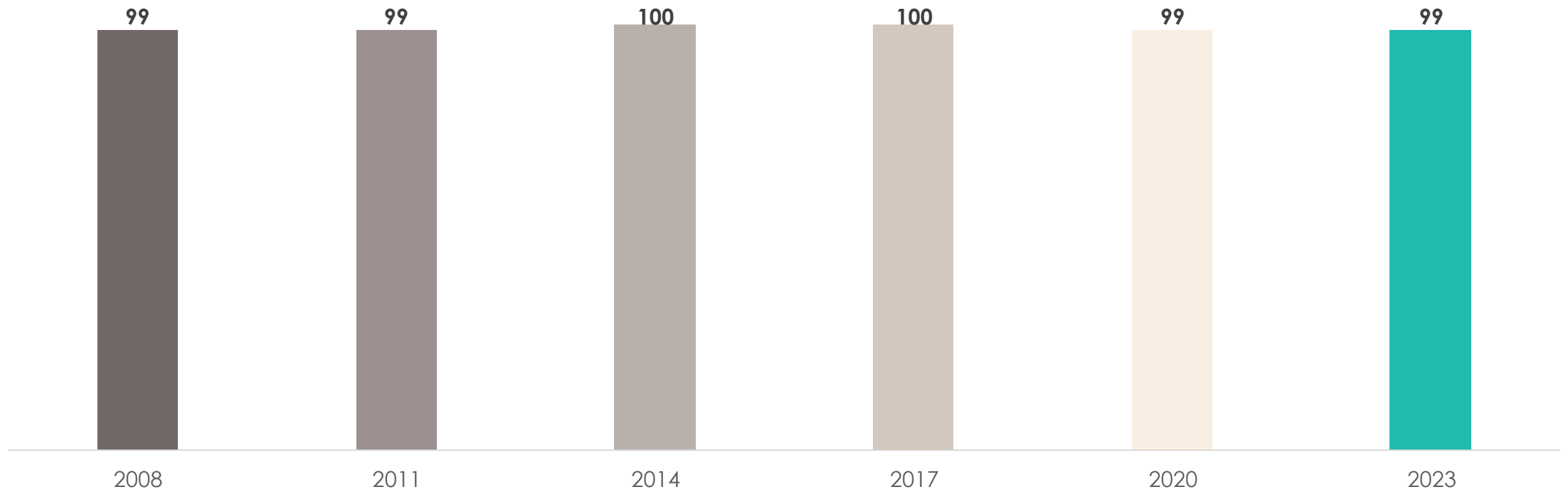
# Engagement with, attendance of and participation in the arts

# Overall engagement with the arts

Overall engagement is based on all those who have either **attended** or **participated** in the following art forms in the last 12 months: literature, Ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts. Nearly all young people have engaged with the arts (99%), and this has been consistent since the triennial survey began in 2008.

**Have you [attended or participated in any art forms\*] in the last 12 months?**

%



Base: All 10 to 14 year olds: 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

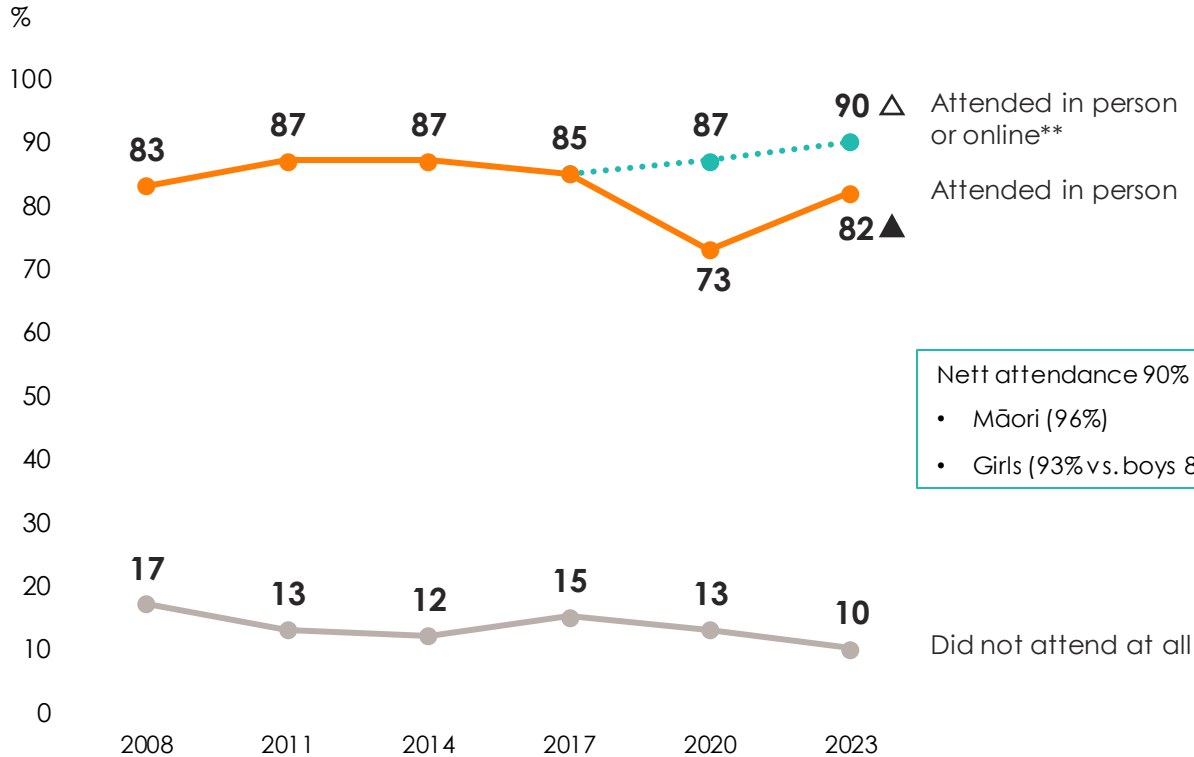
Note: \*Excluding digital.



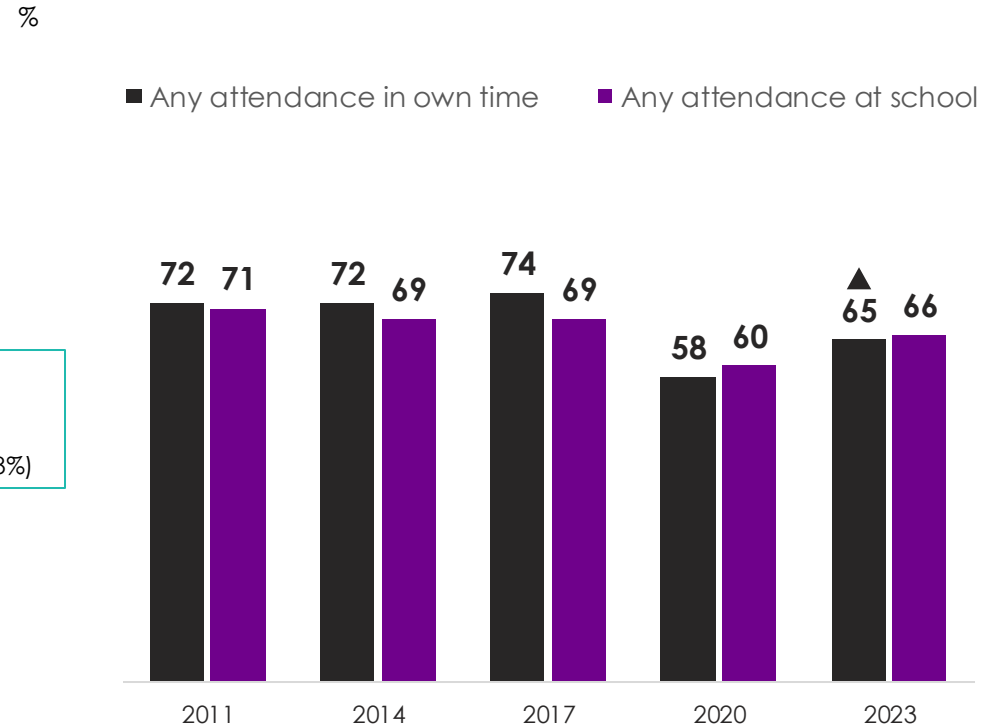
# Overall attendance of the arts

Overall attendance is based on all those who have **attended** the following art forms in the last 12 months: literature, Ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts. Overall attendance in 2023 is significantly higher than 2017 (up five points from 85% to 90%). In-person attendance has rebounded following the decline that was evident in the 2020 survey.

## Have you [attended any art forms\*] in the last 12 months?



## Did you go to these at school or outside of school also?



Base: All 10 to 14 year olds: 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).  
 Note: \*Excluding digital. \*\*Prior to 2020, respondents were not prompted with online and in-person options.

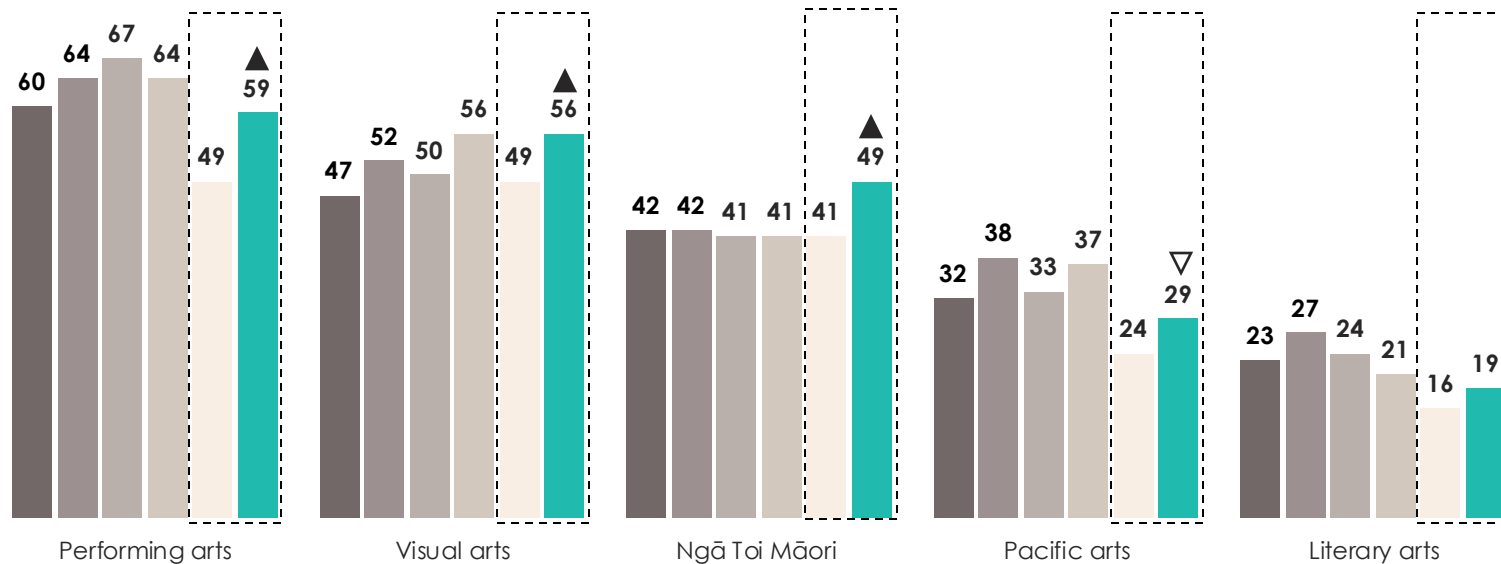
# Attendance by art form

Attendance has increased since 2020 for the top three attended art forms, specifically the performing arts (up 10 points to 59%), visual arts (up seven points to 56%) and Ngā Toi Māori (up eight points to 49%). The increases shown between 2020 and 2023 for Pacific arts and literary arts are not statistically significant.

## Proportion who have attended the art form at least once in the last 12 months

%

■ 2008 ■ 2011 ■ 2014 ■ 2017 ■ 2020 ■ 2023



While increases in attendance of performing arts, visual arts, and Ngā Toi Māori since 2020 are evident across all ethnic groups, the following are statistically significant:

- Performing arts: Māori (up 22 points to 63%); NZ European (up 9 points to 62%)
- Visual arts: Māori (up 9 points to 55%); Asian New Zealanders (up 11 points to 54%)
- Ngā Toi Māori: Māori (up 17 points to 65%); Asian New Zealanders (up 17 points to 51%)

Base: All 10 to 14 year olds: 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

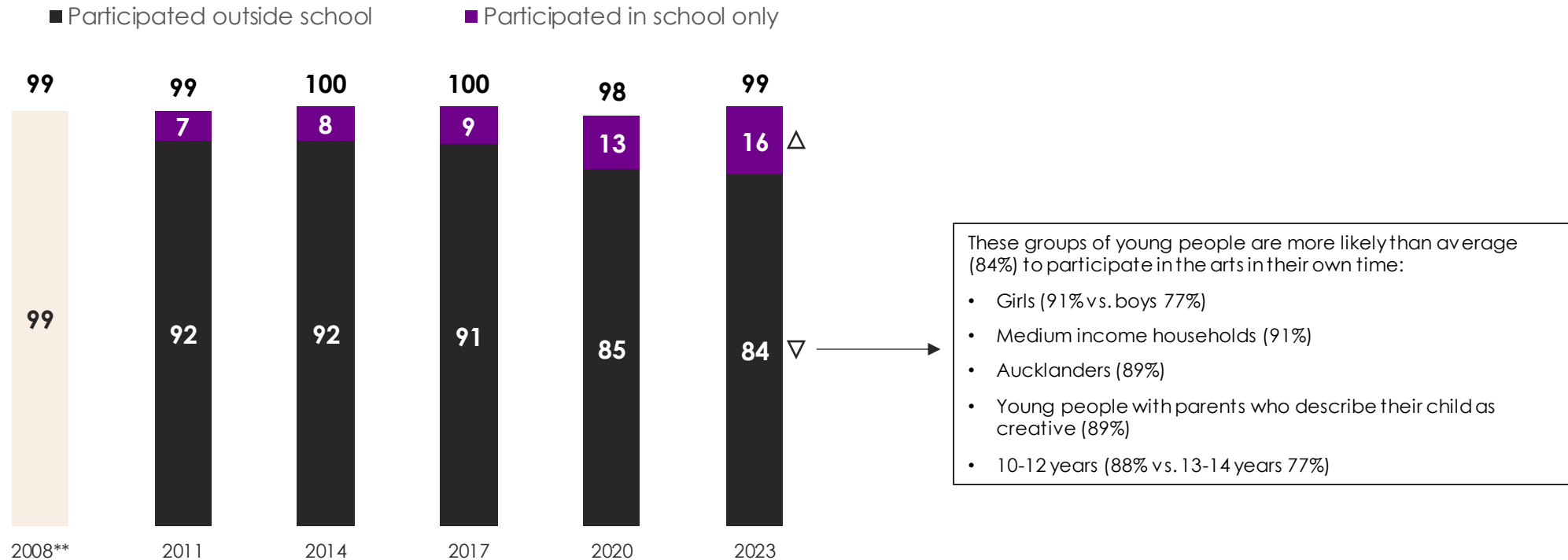
Note: Prior to 2020, respondents were not prompted with online and in-person options. The 2023 and 2020 results are not directly comparable with results prior to 2020.

# Overall participation in the arts

Overall participation is based on all those who have **participated** in the following art forms in the last 12 months: literature, Ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts. Over time, virtually all young people participate in the arts. However, young people only participating in the arts at school is gradually increasing.

## Have you [participated in any art forms\*] in the last 12 months?

%



Base: All 10 to 14 year olds: 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

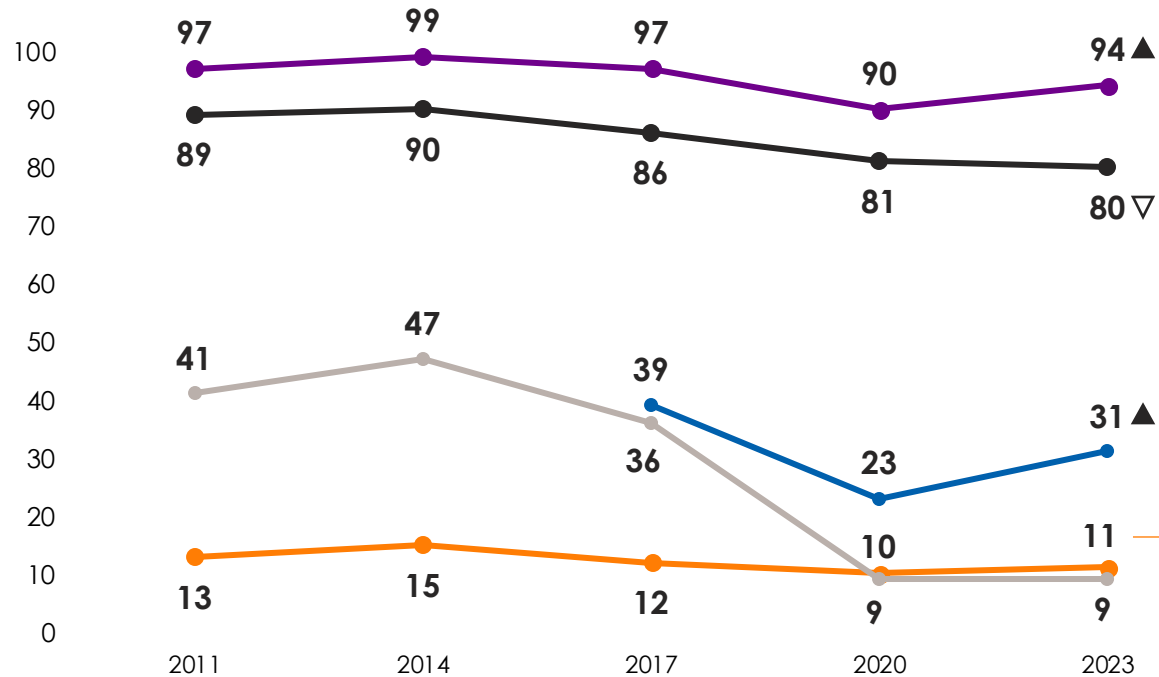
Note: \*Excluding digital. \*\*Due to more specific questioning in 2011, the 2008 participation figures for inside and outside of school are not shown.

# Participation in different locations

Participation in the arts has significantly increased in schools (up four points to 94%) and community venues (up eight points to 31%) since 2020. The home remains a very common location for young people doing the arts (80%).

## Participation in any art form\* in various locations

% ● School ● Home ● Marae ● Community venue ● Somewhere else\*\*



### Participation is higher in the location for these groups...

- 10-12 Years (96% vs. 13-14 years 92%)
  - South Islanders excluding Christ church (89%)
  - Medium income households (89%)
  - Girls (88% vs. boys 73%)
  - Creative young people (parent-reported, 85%)
  - 10-12 years (84% vs. 13-14 years 73%)
- 
- Girls (38% vs. boys 24%)
  - 10-12 years (35% vs. 13-14 years 24%)
  - Māori tamariki (36% vs. Asian young people 25%)
  - South Islanders excluding Christ church (42% vs. North Islanders excluding Auckland and Wellington 27%)
  - Creative young people (parent-reported, 35%)
- 
- Girls (14% vs. boys 8%)
  - Māori tamariki (21%) and Pacific peoples (20%) compared to Asian young people (6%)
  - Low income households (21%, vs. high income household 7%)

Base: All 10 to 14 year olds: 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

Note: \*Excluding digital art. \*\*The decline in 'somewhere else' between 2014 and 2017 is likely because of the addition of 'community venue' as a category in 2017.

▲▽ = significantly higher / lower than 2017

▲▼ = significantly higher / lower than 2020

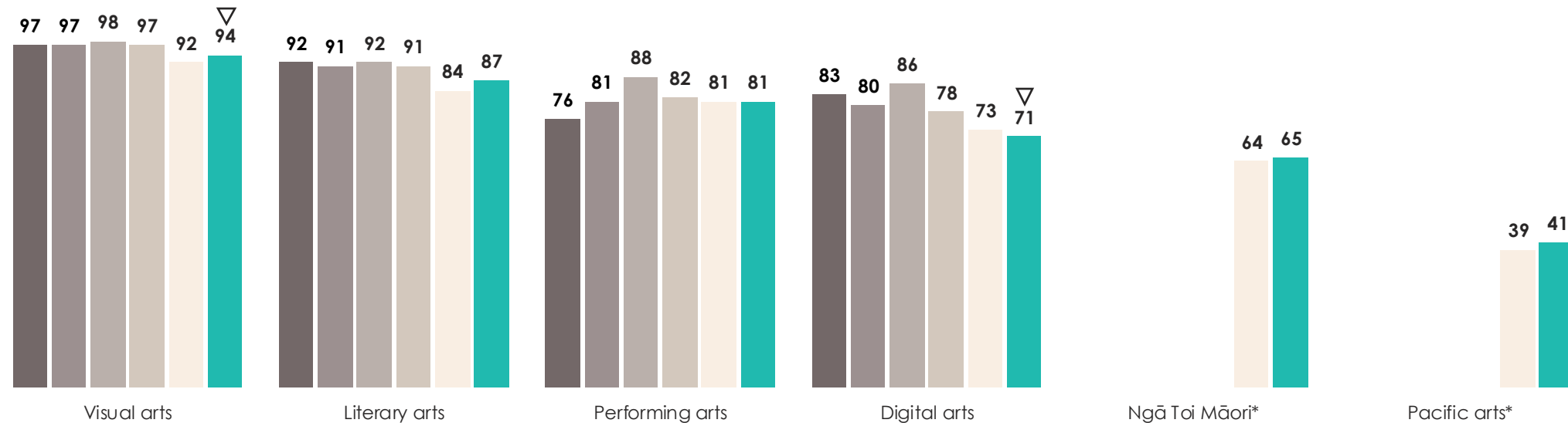
# Participation by art form

Participation across the arts forms in 2023 is fairly consistent with 2020. Participation is highest for visual arts, followed by literary arts and performing arts.

## Proportion who have participated in the art form at least once in the last 12 months

%

■ 2008 ■ 2011 ■ 2014 ■ 2017 ■ 2020 ■ 2023

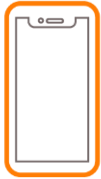


Base: All 10 to 14 year olds: 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

Note: \*Questions relating to participation for Ngā Toi Māori and Pacific arts were redesigned in 2020, therefore historical data is not shown.

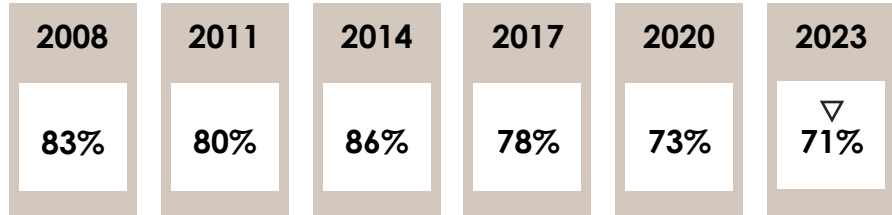
# Digital arts participation

Overall, digital arts participation in 2023 is similar to 2020. However, since 2020 more young people participate in writing stories, poems or lyrics digitally, as well as graphic design. On the other hand, significantly fewer have edited digital photos for artwork (now at the lowest level on record). The proportion of young people who only take part in the digital arts at school has increased since 2020 (with fewer doing this in their own time).



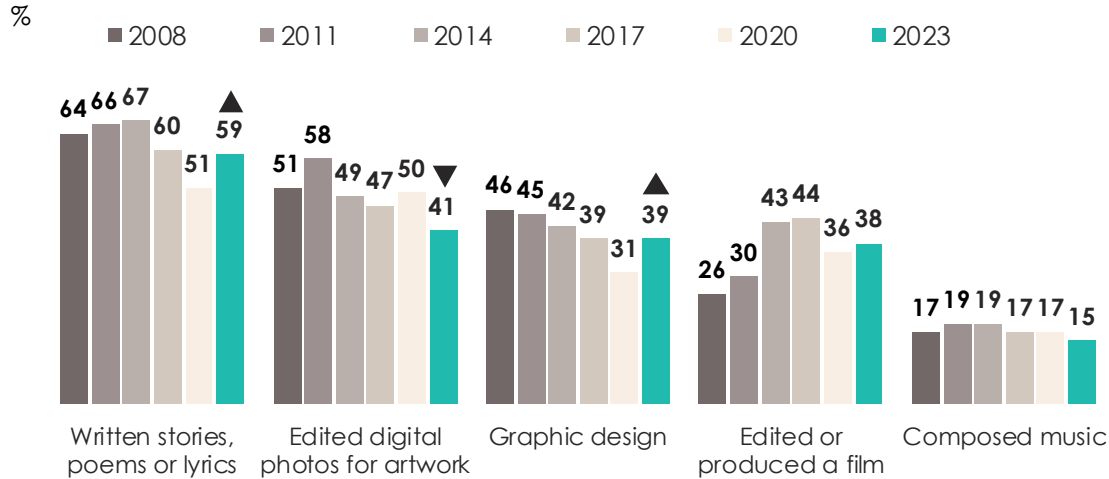
## Digital arts overall participation

Participation (graphic design, editing photographs, editing or producing a film, composing music, or writing a story, poem or song lyrics)



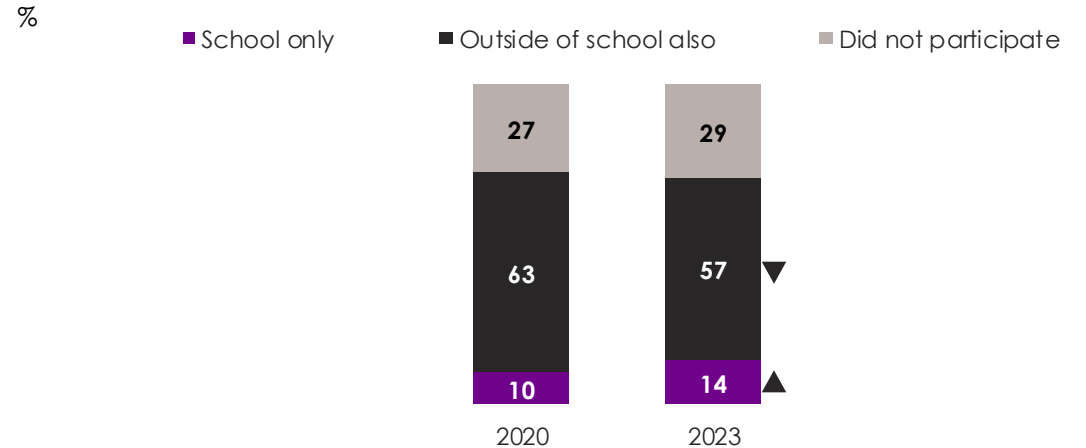
Base: All 10 to 14 year olds 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

## Which of the following have you created using a phone, computer or tablet?



Base: All 10 to 14 year olds who have created digital art: 2008 (n=852); 2011 (n=604); 2014 (n=661); 2017 (n=599); 2020 (n=564); 2023 (n=547).

## Where do you normally do this?



Base: All 10 to 14 year olds 2020 (n=754); 2023 (n=764).

<sup>△▽</sup> = significantly higher / lower than 2017

<sup>▲▼</sup> = significantly higher / lower than 2020

# Digital arts participation profiles

This table shows what proportion of each subgroup of digital arts participants take part in specific digital arts activities; and compares this to the total population of digital arts participants.

Total (n=)	Total 547	Gender		Age		Ethnicity			
		Boy 270	Girl 275	10-12 331	13-14 216	NZ Euro 338	Māori 187	Pacific 48	Asian 146
Writing stories or poems	59%	51%	66%	63%	53%	61%	58%	62%	49%
Editing digital photographs	41%	41%	42%	40%	43%	42%	39%	40%	42%
Graphic design	39%	38%	40%	42%	35%	38%	39%	37%	50%
Editing or producing a film	38%	37%	38%	38%	37%	42%	39%	23%	29%
Music composition	15%	18%	12%	13%	18%	14%	19%	13%	14%

The following demographic groups are more likely than average to participate in certain digital activities:

- Girls: Writing stories or poems
- NZ Europeans: Editing digital photographs
- Asian young people: Graphic design.

**Interpretation example:** Among those who created digital art, 51% of boys have written stories or poems on a digital device, compared to 66% of girls who have done this. The proportion of boys writing stories or poems on a digital device is lower than the average proportion of digital art participants (as indicated by the red font), while the proportion of girls doing this activity is higher than the average proportion of digital arts participants (as indicated by the green font).

Base: All 10 to 14 year olds who have created digital art: 2023 (n=547).

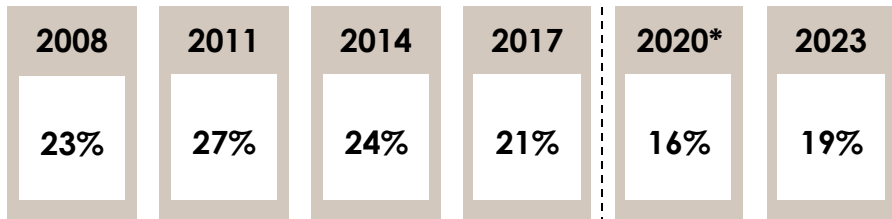
# Literary arts attendance

After a record low in 2020, the literary arts have experienced a slight (albeit non-significant) increase in in-person attendance (19%, up three points since 2020). Fewer only attended a literary event online in 2023.



## Literary arts overall in-person attendance

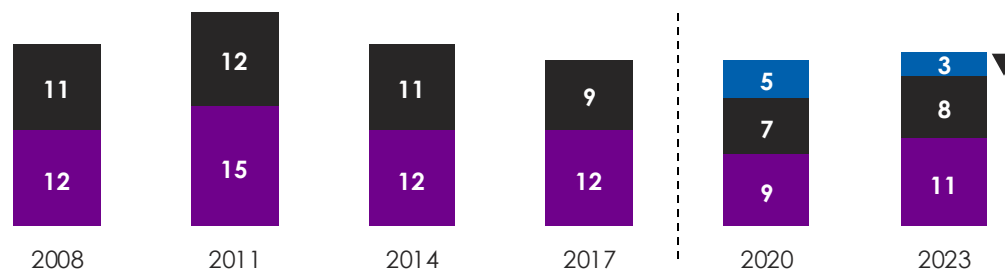
Attendance (Gone to any spoken word or poetry readings, Manu Kōrero and Pasifika speech competitions, book readings or book festivals)



## Did you go to these readings, speech competitions or book festivals online, at school or outside of school also?

%

■ Attended at school only ■ Attended out of school ■ Online only



Base: All 10 to 14 year olds: 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

Note: \*Prior to 2020, respondents were not prompted with online and in-person options.



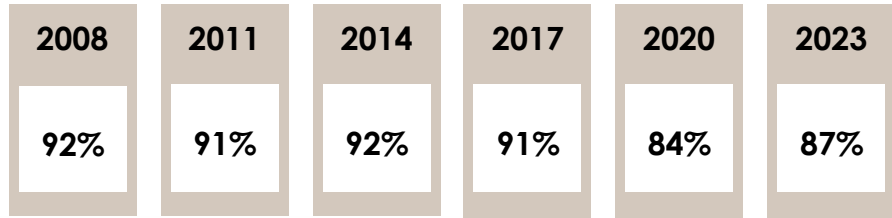
# Literary arts participation

Despite the increase shown in overall participation in the literary arts not being statistically significant, there has been a significant increase in story writing (up six points to 79%). All other art forms stayed relatively consistent with 2020 levels. More young people only take part in the literary arts at school than in 2020.

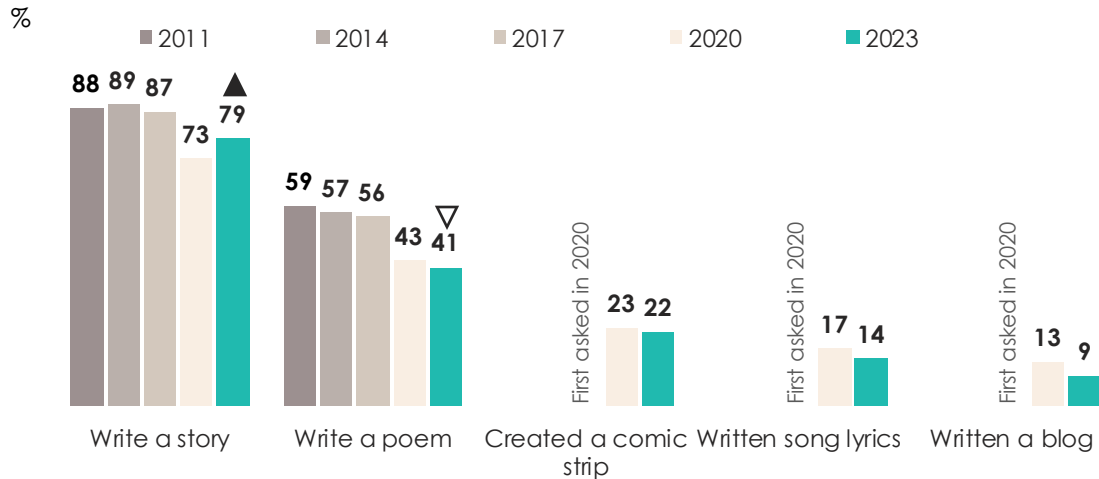


## Literary arts overall participation

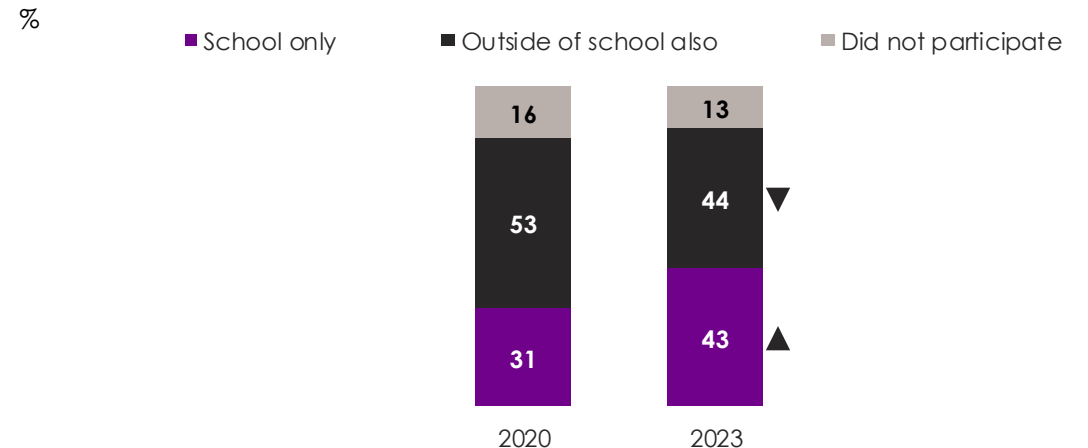
Participation (Written a story, poem, comic strip, song lyrics, or blog)



## Which of these things have you done, at least once, in the last 12 months?



## Where do you normally do this?



Base: All 10 to 14 year olds: 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

# Literary arts participation profiles

The table below shows what proportion of each subgroup participate in various literary arts activities and compares this to the total population.

	Total 764	Gender		Age		Ethnicity			
		Boy 391	Girl 369	10-12 458	13-14 306	NZ Euro 462	Māori 252	Pacific 68	Asian 195
Write a story	79%	74%	85%	82%	75%	85%	80%	74%	70%
Write a poem	41%	35%	47%	46%	33%	45%	44%	35%	37%
Created a comic strip	22%	23%	20%	25%	16%	25%	25%	15%	18%
Written song lyrics	14%	10%	19%	14%	14%	14%	17%	17%	13%
Written a blog	9%	8%	11%	9%	10%	9%	8%	9%	10%

The following demographic groups are more likely than average to participate in certain literary arts activities:

- Girls: story, poetry and song lyric writing
- 10-12 years: poetry and comic strip writing
- NZ Europeans: story, poetry and comic strip writing.

**Interpretation example:** 74% of boys have written a story, while 85% of girls have done this. The proportion of boys writing stories is lower than the national average (as indicated by the red font), while the proportion of girls doing this activity is higher than the national average (as indicated by the green font).

Base: All 10 to 14 year olds: 2023 (n=764).

# Literary arts participation: Reading

As was the case in 2020, almost all young people read some type of literature (95%). Story reading has increased significantly since 2020 (up four points to 90%). Reading levels for all other types of literature are consistent with 2020. Reading outside of school remains very common.



## Reading participation

Reading (a story, song lyrics, comic, poem, blog)

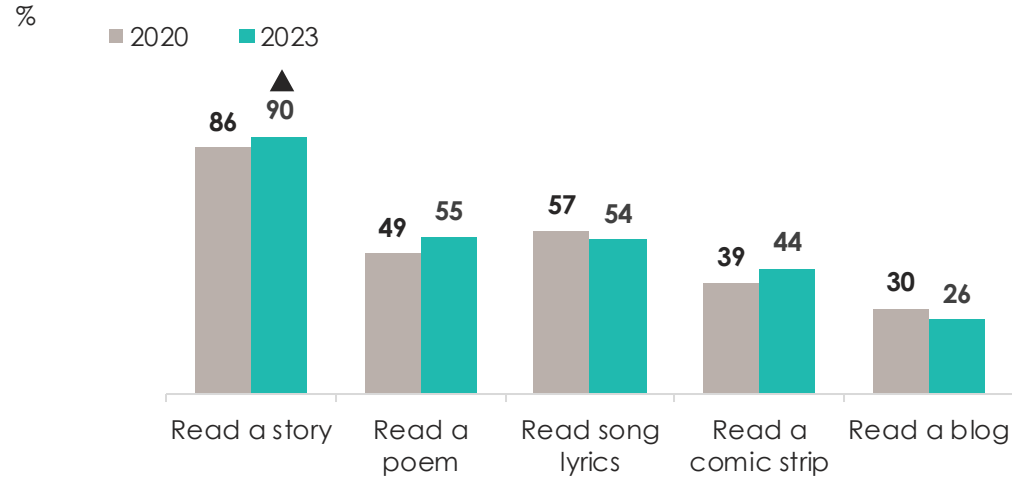
2020

95%

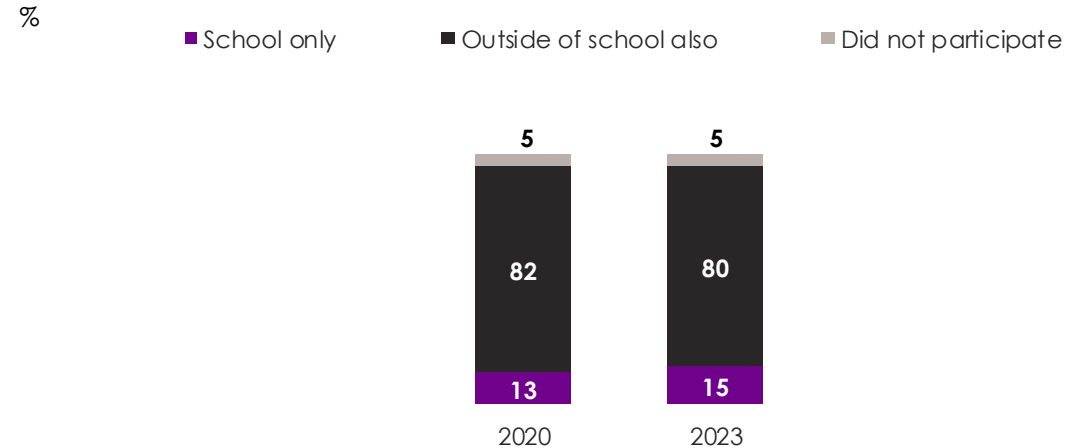
2023

95%

## Which of these things have you read, at least once, in the last 12 months?



## Where do you normally do this?



Base: All 10 to 14 year olds: 2020 (n=754); 2023 (n=764).

# Literary arts participation: Reading profiles

The table below shows what proportion of each subgroup read various types of literature and compares this to the total population.

	Total 764	Gender		Age		Ethnicity			
		Boy 391	Girl 369	10-12 458	13-14 306	NZ Euro 462	Māori 252	Pacific 68	Asian 195
Read a story	90%	89%	91%	93%	85%	94%	91%	81%	86%
Read a poem	55%	47%	63%	59%	48%	57%	61%	57%	50%
Read song lyrics	54%	48%	61%	54%	55%	57%	65%	52%	45%
Read a comic strip	44%	51%	36%	47%	39%	47%	45%	37%	43%
Read a blog	26%	23%	30%	23%	31%	26%	33%	22%	28%

The following demographic groups are more likely than average to read certain types of literature:

- Girls: poems and song lyrics
- Boys: comic strips
- 10-12 years: stories, poems and comic strips
- 13-14 years: blogs
- NZ Europeans: stories and comic strips
- Māori: poems, song lyrics and blogs.

**Interpretation example:** For example, 47% of boys have read a poem, while 63% of girls have done this. The proportion of boys reading poems is lower than the national average (as indicated by the red font), while the proportion of girls doing this is higher than the national average (as indicated by the green font).

Base: All 10 to 14 year olds: 2023 (n=764).

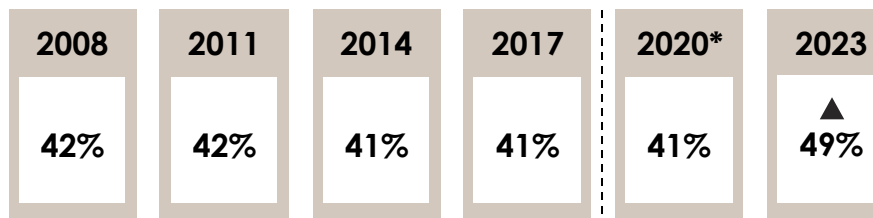
# Ngā Toi Māori (Māori arts) attendance

Young people's attendance at Ngā Toi Māori is at a record high, with nearly half attending at least one Ngā Toi Māori or cultural event. In 2023, more young people attend Ngā Toi Māori outside of school than in 2020.



## Ngā Toi Māori overall in-person attendance

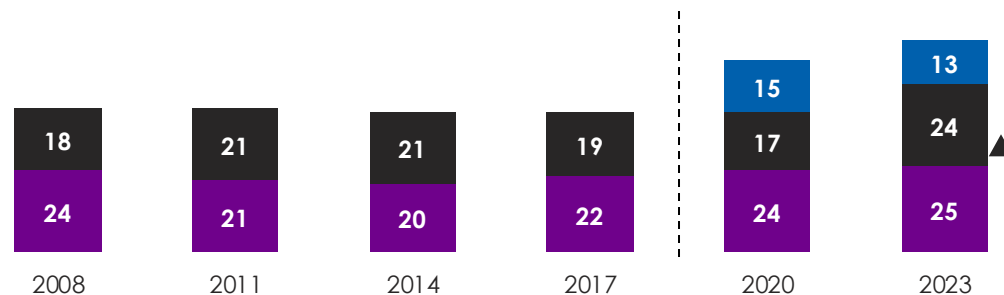
Attendance (seen any Ngā Toi Māori or cultural performances, festivals, exhibitions or celebrations)



## Did you go to these online, at school or outside of school also?

%

■ Attended at school only ■ Attended out of school ■ Online only



Base: All 10 to 14 year olds: 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

Note: \*Prior to 2020, respondents were not prompted with online and in-person options.

# Ngā Toi Māori participation

Participation rates of Ngā Toi Māori are consistent with 2020. However, taking part in kanikani (dance) has increased (up seven points to 37%). School remains the more common location for taking part in Ngā Toi Māori.



## Ngā Toi Māori overall participation

Participation across any Ngā Toi Māori activity

2020

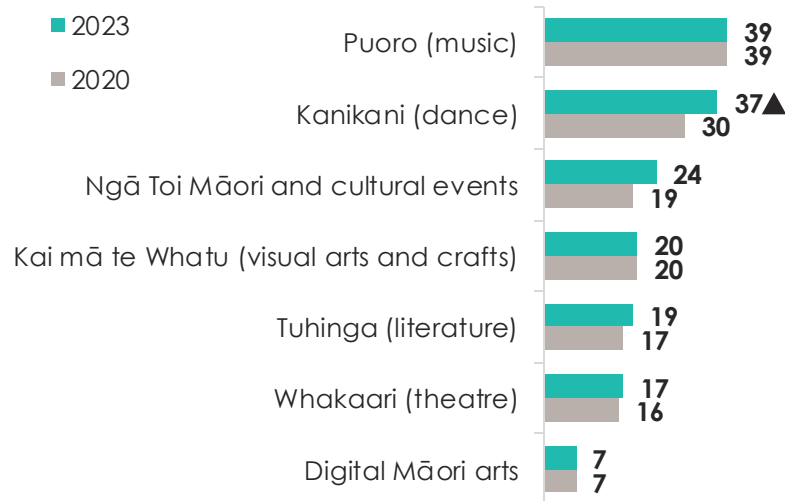
64%

2023

65%

## Which of these things have you done, at least once, in the last 12 months?

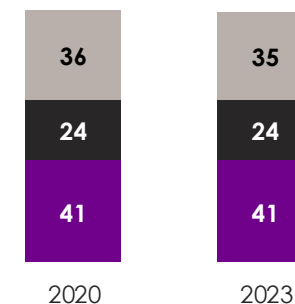
%



## Where do you normally do this?

%

■ School only ■ Outside of school also ■ Did not participate



Base: All 10 to 14 year olds: 2020 (n=754); 2023 (n=764).

# Ngā Toi Māori participation profiles

The table below shows what proportion of each subgroup participate in various Ngā Toi Māori activities and compares this to the total population.

Activity	Total (n=)	Total 764	Gender		Age		Ethnicity			
			Boy 391	Girl 369	10-12 458	13-14 306	NZ Euro 462	Māori 252	Pacific 68	Asian 195
Puoro - Māori music	39%	39%	34%	44%	48%	26%	43%	56%	32%	21%
Kanikani - Māori dance	37%	37%	34%	41%	46%	24%	39%	57%	44%	27%
Ngā Toi Māori and cultural events	24%	24%	20%	28%	29%	17%	23%	38%	36%	18%
Kai mā te Whatu - Māori visual arts and crafts	20%	20%	17%	23%	24%	16%	21%	31%	14%	14%
Tuhinga - Māori literature	19%	19%	16%	21%	24%	12%	19%	23%	30%	14%
Whakaari - Māori theatre	17%	17%	14%	19%	22%	10%	17%	27%	19%	12%
Digital Māori arts	7%	7%	7%	7%	9%	4%	6%	12%	6%	7%

The following demographic groups are more likely than average to participate in certain Ngā Toi Māori activities:

- Girls: puoro and Ngā Toi Māori and cultural events
- 10-12 years: puoro, kanikani, Ngā Toi Māori and cultural events, kai mā te whatu, tuhinga, whakaari and digital Māori arts
- NZ Europeans: puoro
- Māori: puoro, kanikani, Ngā Toi Māori and cultural events, kai mā te whatu, tuhinga, whakaari and digital Māori arts
- Pacific peoples: Ngā Toi Māori and cultural events and tuhinga.

**Interpretation example:** 34% of boys have participated in puoro, compared to 44% of girls. The proportion of boys taking part in puoro is lower than the national average (indicated by red font), while the proportion of girls doing this is higher than the national average (indicated by green font).

Base: All 10 to 14 year olds: 2023 (n=764).

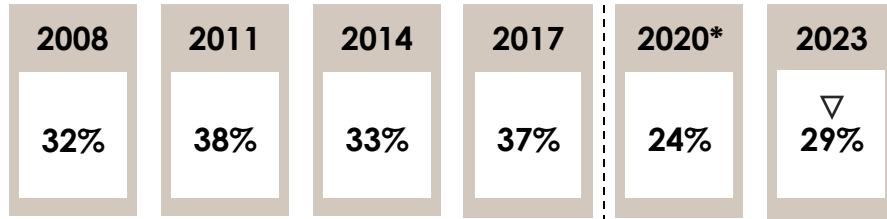
# Pacific arts attendance

Nearly three in ten (29%) young people attended the Pacific arts or cultural performances, festivals, exhibitions or celebrations. The increase shown between 2020 and 2023 is not statistically significant, whereas the decrease from 2017 to 2023 is statistically significant. Attending at school, outside of school, and online are all important ways to attend the Pacific arts.



## Pacific arts overall in-person attendance

Attendance (seen any Pacific arts or cultural performances, festivals, exhibitions or celebrations)



## Did you go to these online, at school or outside of school also?

%

■ Attended at school only ■ Attended out of school ■ Online only



Base: All 10 to 14 year olds: 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

Note: \*Prior to 2020, respondents were not prompted with online and in-person options.



# Pacific arts participation

As seen in 2020, around four in 10 young people participated in at least one Pacific arts activity in the last 12 months (41% in 2023), with Pacific visual arts and craft being the most popular for two in 10 young people (18%). How young people take part in the Pacific arts (at school or out of school) is consistent with 2020.



## Pacific arts overall participation

Participation across any Pacific arts activity

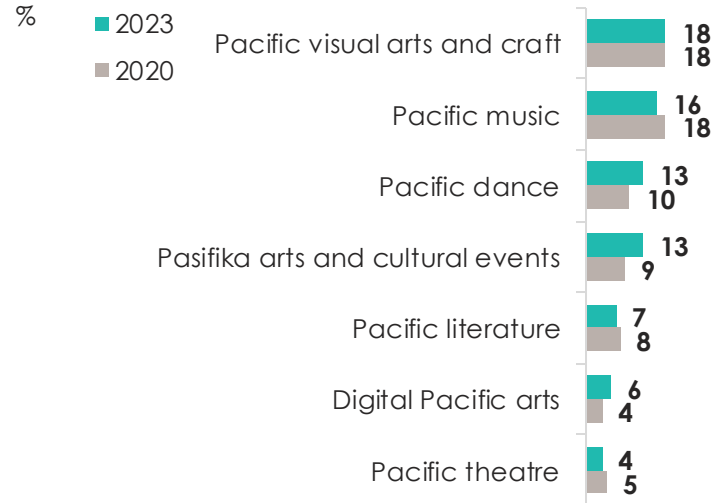
2020

39%

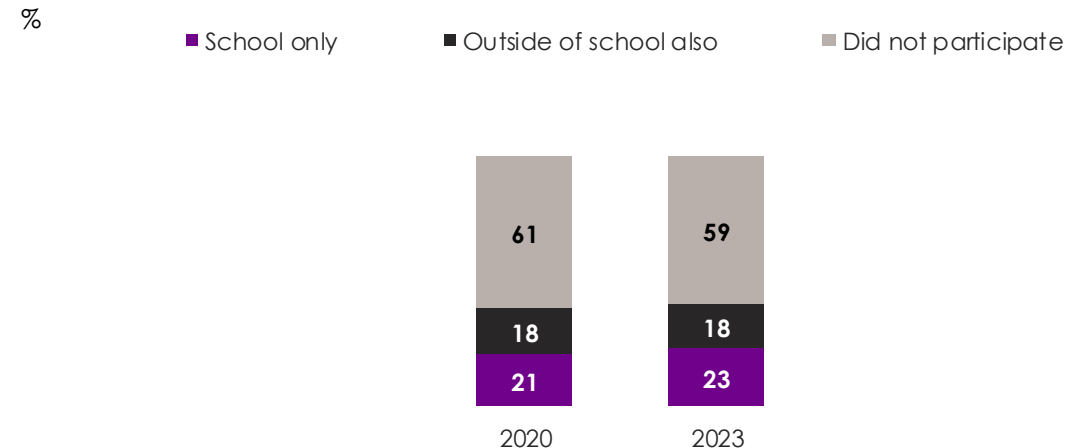
2023

41%

## Which of these things have you done, at least once, in the last 12 months?



## Where do you normally do this?



Base: All 10 to 14 year olds: 2020 (n=754); 2023 (n=764).

# Pacific arts participation profiles

The table below shows what proportion of each subgroup take part in various Pacific arts activities and compares this to the total population.

	Total (n=)	Gender		Age		Ethnicity			
		Total 764	Boy 391	Girl 369	10-12 458	13-14 306	NZ Euro 462	Māori 252	Pacific 68
Pacific visual arts and craft	18%	14%	22%	22%	12%	18%	24%	19%	14%
Pacific music	16%	16%	17%	20%	12%	14%	21%	33%	13%
Pacific dance	13%	11%	15%	17%	8%	11%	19%	27%	10%
Pasifika arts and cultural events	13%	11%	15%	14%	10%	11%	20%	31%	9%
Pacific literature	7%	8%	7%	11%	3%	6%	10%	13%	8%
Digital Pacific arts	6%	6%	7%	8%	3%	5%	8%	11%	6%
Pacific theatre	6%	5%	4%	5%	3%	3%	7%	10%	2%

The following demographic groups are more likely than average to participate in certain Pacific arts activities:

- Girls: Pacific visual arts and craft
- 10-12 years: Pacific visual arts and craft, music, dance, literature and digital arts
- Māori: Pacific visual arts and craft, music, dance, Pasifika arts and cultural events and theatre
- Pacific peoples: Pacific music, dance and Pasifika arts and cultural events.

**Interpretation example:** For example, 14% of boys participated in Pacific visual arts and crafts, compared to 22% of girls. The proportion of boys participating in Pacific visual arts and crafts is lower than the national average (as indicated by the red font), while the proportion of girls doing this is higher than the national average (as indicated by the green font).

Base: All 10 to 14 year olds: 2023 (n=764).

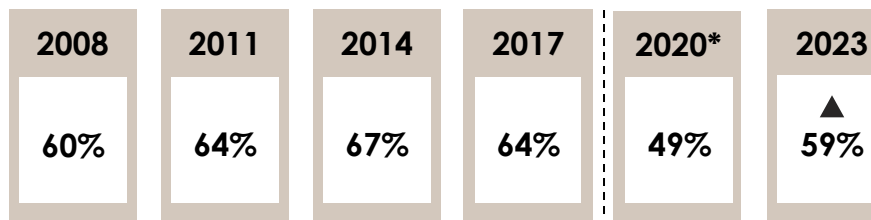
# Performing arts attendance

Performing arts attendance has risen markedly since 2020 (up 10 points to 59%). This makes it the most popular art form for young people to attend. More young people attend the performing arts outside of school in 2023, with less reliance on online attendance. There is no statistically significant difference between the 2017 and 2023 performing arts attendance levels.



## Performing arts overall in-person attendance

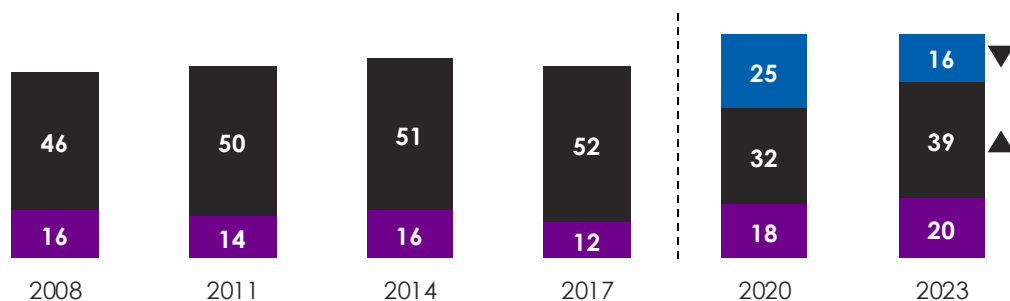
Attendance (watched any dance, theatre, music or performances)



## Did you go to these online, at school or outside of school also?

%

■ Attended with school only ■ Attended out of school also ■ Online only



Base: All 10 to 14 year olds: 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

Note: \*Prior to 2020, respondents were not prompted with online and in-person options.

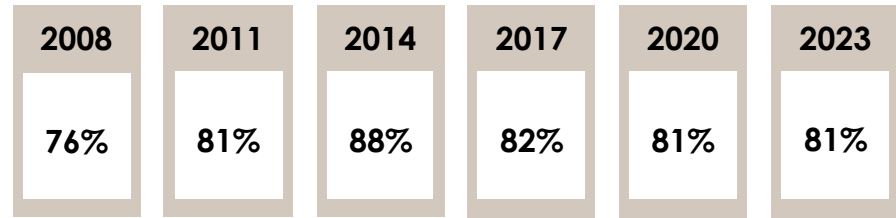
# Performing arts participation

Participation in the performing arts is consistent with 2020. Overall participation sits at 81%, with around half of young people taking part in each of the three most popular forms: to sing or play an instrument (56%), take lessons (53%), and dance (45%). Out of school participation is common.

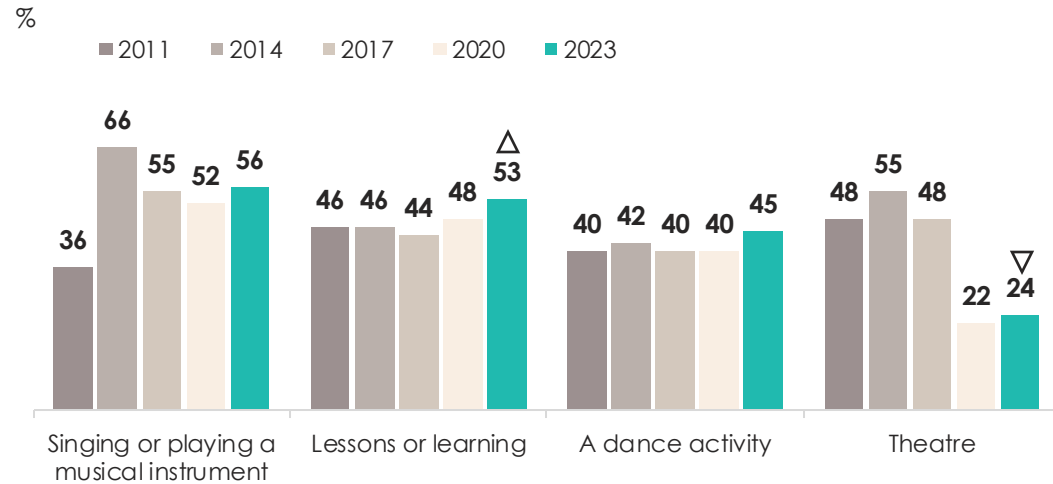


## Performing arts overall participation

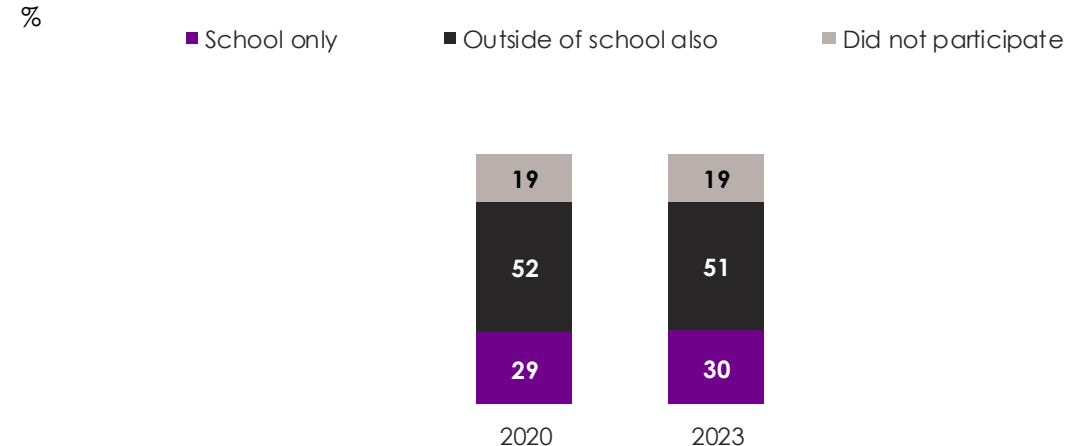
Participation (singing or playing a musical instrument, theatre, lessons or learning, dance activity)



## Which of these things have you done, at least once, in the last 12 months?



## Where do you normally do this?



Base: All 10 to 14 year olds: 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

# Performing arts participation profiles

The table below shows what proportion of each subgroup takes part in various performing arts activities and compares this to the total population.

	Total (n=)	Gender		Age		Ethnicity			
		Total 764	Boy 391	Girl 369	10-12 458	13-14 306	NZ Euro 462	Māori 252	Pacific 68
Singing or playing a musical instrument	56%	55%	57%	65%	43%	59%	61%	59%	51%
Lessons or learning	53%	46%	61%	60%	44%	53%	68%	58%	49%
A dance activity	45%	34%	56%	52%	34%	47%	51%	52%	31%
Theatre	24%	20%	29%	29%	18%	28%	30%	22%	16%

The following demographic groups are more likely than average to participate in certain performing arts activities:

- Girls: Lessons, dance and theatre
- 10-12 years: Singing or playing a musical instrument, lessons, dance and theatre
- NZ Europeans: Theatre
- Māori: Lessons, dance and theatre.

**Interpretation example:** 46% of boys have participated in lessons, while 61% of girls have done this. The proportion of boys participating in lessons is lower than the national average (as indicated by the red font), while the proportion of girls is higher than the national average (as indicated by the green font).

Base: All 10 to 14 year olds: 2023 (n=764).

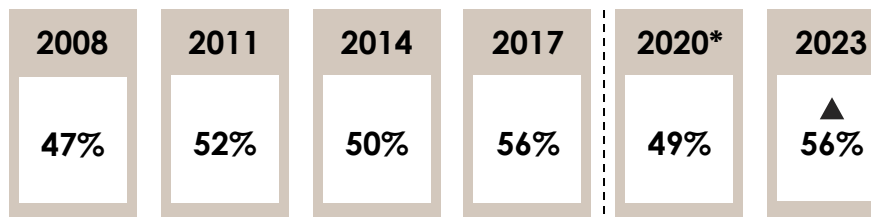
# Visual arts attendance

More young people attended the visual arts in 2023 (up seven points to 56%) than in 2020. Solely attending online has declined, with more young people only attending visual arts at school. There is no statistical difference between 2017 and 2023 visual arts attendance levels.



## Visual arts overall in-person attendance

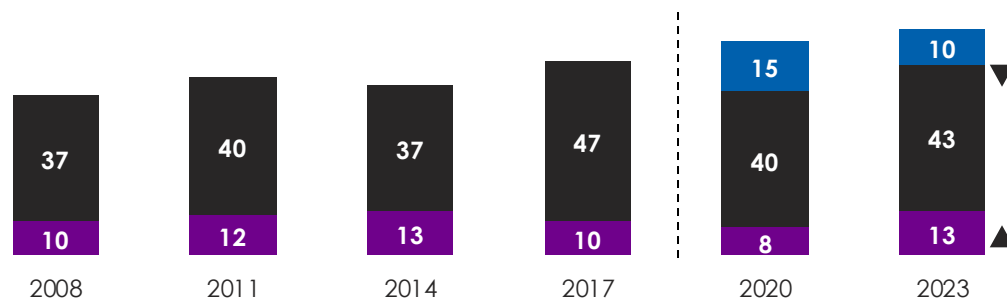
Attendance (seen any visual artworks at an exhibition, festival, art gallery, museum, library, cinema or online)



## Did you go to these visual arts events online, at school or outside of school also?

%

■ Attended with school only ■ Attended out of school also ■ Online only



Base: All 10 to 14 year olds: 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

Note: \*Prior to 2020, respondents were not prompted with online and in-person options.

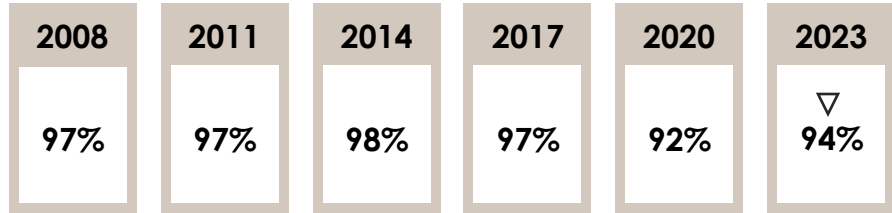
# Visual arts participation

Similar to 2020, nearly all young people participated in the visual arts (94%) at least once in the last 12 months. This increase stems from more young people painting or drawing (up five points to 76%), and making jewellery (up eight points to 28%) and sculptures (up four points to 19%) than in 2020. Participation outside of school is common.

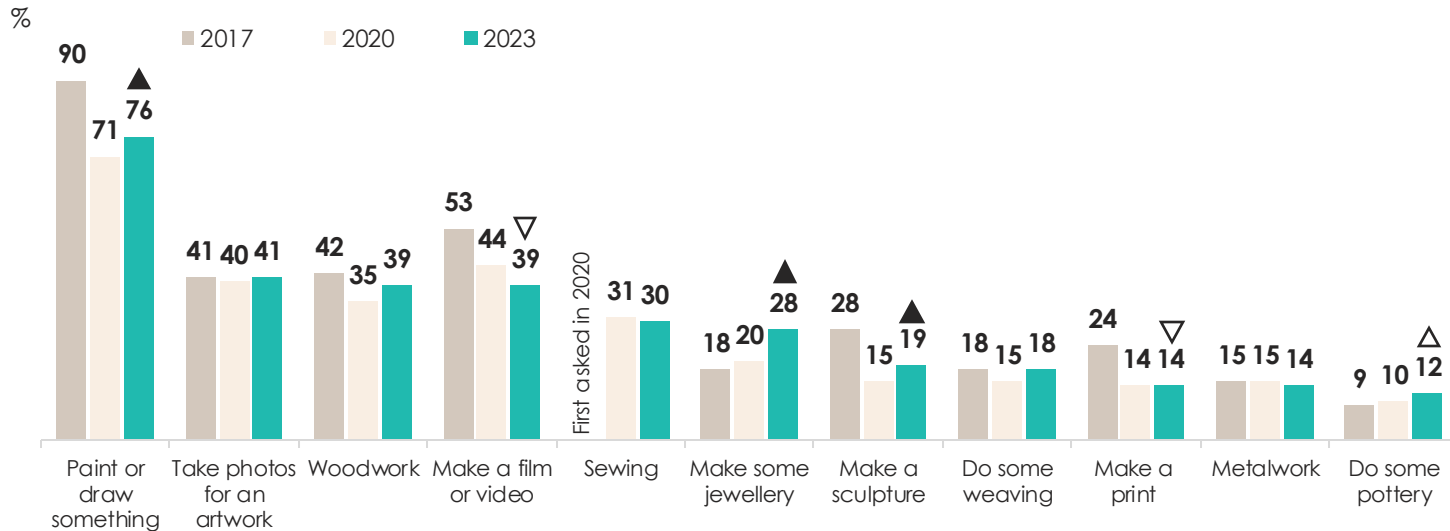


## Visual arts overall participation

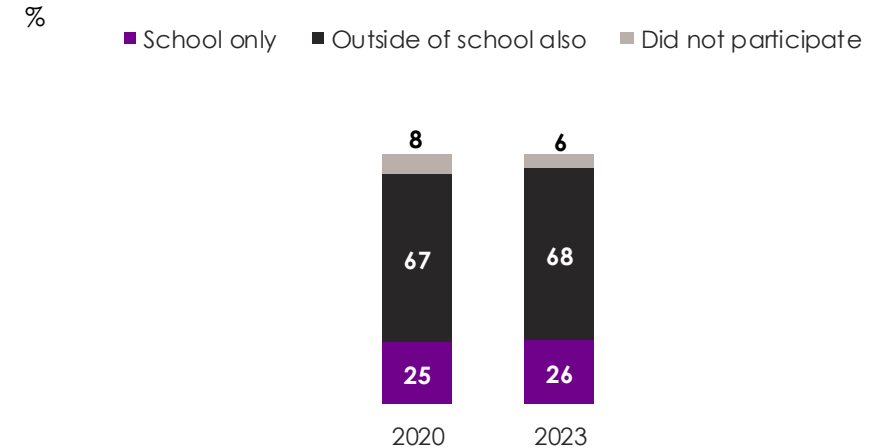
Participation (painting or drawing, film or video-making, woodwork, photography, sculpting, printmaking, jewellery-making, weaving, metalwork, pottery, sewing)



## Which of these things have you done, at least once, in the last 12 months?



## Where do you normally do this?



Base: All 10 to 14 year olds: 2008 (n=1015); 2011 (n=758); 2014 (n=753); 2017 (n=751); 2020 (n=754); 2023 (n=764).

▼ = significantly higher / lower than 2017

▲ = significantly higher / lower than 2020

# Visual arts participation profiles

The table below shows what proportion of each subgroup take part in various visual arts activities and compares this to the total population.

	Total 764	Gender		Age		Ethnicity			
		Boy 391	Girl 369	10-12 458	13-14 306	NZ Euro 462	Māori 252	Pacific 68	Asian 195
Painting or drawing	76%	73%	80%	84%	65%	80%	79%	72%	70%
Photography	41%	35%	47%	41%	40%	40%	39%	47%	43%
Woodwork	39%	47%	31%	35%	46%	44%	43%	34%	34%
Film/video making	39%	35%	43%	43%	33%	44%	42%	34%	33%
Sewing	30%	20%	41%	30%	30%	33%	28%	28%	21%
Jewellery making	28%	13%	44%	31%	23%	31%	34%	31%	19%
Sculpting	19%	20%	19%	23%	14%	22%	19%	13%	15%
Weaving	18%	13%	24%	23%	12%	21%	24%	16%	14%
Print making	14%	14%	14%	14%	14%	15%	16%	14%	12%
Metalwork	14%	17%	9%	11%	18%	16%	18%	13%	9%
Pottery	12%	8%	17%	13%	11%	14%	12%	11%	13%

The following demographic groups are more likely than average to participate in certain visual arts activities:

Girls: painting or drawing, photography, sewing, jewellery making, weaving and pottery

Boys: woodwork and metalwork

10-12 years: painting or drawing, film/video making, jewellery making, sculpting and weaving.

13-14 years: woodwork and metalwork.

NZ Europeans: painting or drawing, woodwork, film/video making, sewing and jewellery making.

Māori: jewellery making, weaving and metalwork.

Base: All 10 to 14 year olds: 2023 (n=764). **Interpretation example:** 73% of boys have participated in painting or drawing, while 80% of girls have done this. The proportion of boys participating in painting or drawing is lower than the national average (as indicated by the red font), while the proportion of girls doing this activity is higher than the national average (as indicated by the green font).



For further information please contact

# Correna Matika Jocelyn Rout

Verian  
Level 9, 101 Lambton Quay  
Wellington 6011  
Phone (04) 913 3000

