

New Zealanders and the Arts Ko Aotearoa me ōna Toi

Survey findings for adult New Zealanders

2023

verian 
Formerly Kantar Public

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



Photo credit: **Auckland Philharmonia Orchestra, Requiem, Photography by Andi Crown on behalf of Auckland Arts 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.

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Introduction

Background and objectives of the research

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 years).

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 national levels of arts engagement and attitudes over time
- Evidence to advocate for the value of the arts to New Zealanders
- Practical up-to-date data that arts organisations can use to develop marketing, programming and income generation strategies.

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

The arts is split into six different **artforms**, and attendance and participation is measured for each:

- **Craft/object art** includes things such as uku (pottery), furniture, glass, adornment (such as 'ei katu, tā moko and jewellery), embroidery, tīvaevae, 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 tīvaevae, 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, tīvaevae, photography, whakairo, sculpture, print-making, typography and film-making.

'Attendance' covers these experiences in the last 12 months:

- Seeing craft and 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.

'Participation' is defined as :

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

Research approach

ONLINE SURVEY OF 6,527 ADULT NEW ZEALANDERS (AGED 15+)

For the last three survey waves (2023, 2020, and 2017) the survey has been conducted online¹.

The questionnaire was refreshed in 2023 to better reflect how New Zealanders value the arts; eight new attitudinal statements were added to the survey. Verian conducted qualitative research (reported separately) to guide this refresh.

The primary sample source for the survey was online panels². A parental pass-on system³ was used to reach young people aged 15 to 17.

In 2023, Disabled People's Organisations shared the survey with d/Deaf and disabled people in their networks to increase the number of d/Deaf and disabled respondents.

Fieldwork was conducted from 30 October to 20 December 2023. The average interview length was 15 minutes.

In total, 6,527 respondents completed the survey; a sample of this size carries a maximum margin of error of +/-1.2% (at the 95% confidence level and assuming simple random sampling).

SAMPLING COMPOSITION AND WEIGHTING

Quotas were set on age by gender within 18 regions⁴. Minimum interviewing targets for Māori, Pacific and Asian New Zealanders were also used. The table summarises the numbers for key groups.

	2020		2023	
	Count	Maximum margin of error	Count	Maximum margin of error
NZ European	4,067	+/-1.5%	4,503	+/-1.5%
Māori	1,172	+/-2.9%	1,703	+/-2.4%
Asian New Zealanders	1,366	+/-2.7%	902	+/-3.3%
Pacific peoples	461	+/-4.6%	530	+/-4.3%
Deaf and disabled people	710	+/-3.7%	766	+/-3.5%

The final sample was post-weighted to match Statistics New Zealand population characteristics of adults aged 15+ on age by gender within defined geographic areas, region and ethnicity.

Results for Māori, Pacific, and Asian New Zealanders in this report are based on data with separate weightings applied on age by gender within the ethnic group⁵.

Statistics New Zealand's estimated 2023 population data was used for the weighting.

REPORTING

This report details the survey findings for adult New Zealanders aged 15+. 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*.

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

We have used colour coding for the demographic analysis to show whether a result is **higher** or **lower** than average.

*Household income groups are defined as:

- Low (up to \$50,000)
- Medium (\$50,001 to \$80,000)
- Higher (\$80,001 to \$120,000)
- High (Over \$120,000)

¹Prior to 2017, the survey was conducted using phone interviews.

²Kantar, Dynata, PureProfile and Lightspeed panels were used.

³Parents with a teenager 15 to 17 years were asked to hand the survey over to their teenager for them to complete.

⁴Local board quotas were also used for the Auckland region.

⁵For the Māori and Asian groups, the age by gender weights were further separated into two broad geographic areas (Auckland versus rest of NZ).

Summary

Summary

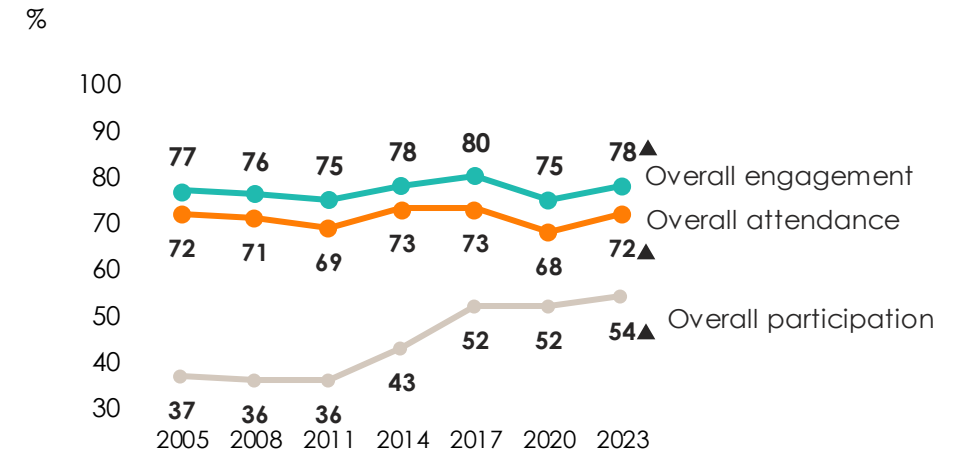
Overall engagement in the arts in New Zealand has increased over the last three years, driven by increases in both attendance and participation

Participation in the arts is at a record high. The rise in participation since 2020 is largely driven by more New Zealanders taking part in Ngā Toi Māori, Pacific arts and performing arts.

Attendance has bounced back to pre-Covid levels and is now more frequent (the proportion of attendees who visit over 10 arts events in a year has increased by seven percentage points since 2017). Attendance has risen for all artforms since 2020; and for Ngā Toi Māori, Pacific arts, and visual arts; this is a continuation of a longer term trend of increasing attendance.

With an absence of Covid restrictions and a renewed appreciation for connecting with others through the arts, we see online attendance fall across all artforms and in-person attendance becoming much more common. Having said this, some groups continue to attend online arts events in significant numbers. These include 15-17 year olds, Māori, Pacific peoples, low income households, and Deaf and disabled people. As New Zealand continues to move towards more in person arts events, it is important that the arts remain accessible to everyone who wants to engage.

Overall engagement, attendance and participation

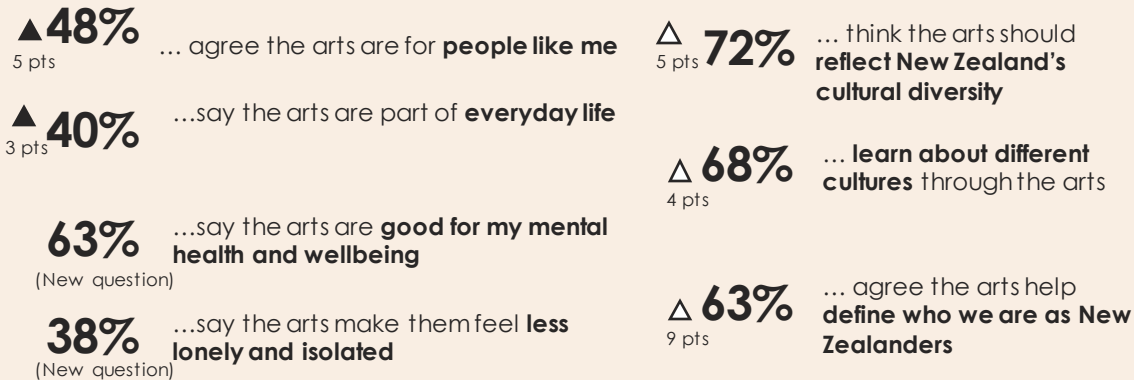


	Performing arts	Visual arts	Craft and object art	Ngā Toi Māori	Pacific arts	Literary arts
Attendance	51%▲ (6 pts)	51%▲ (4 pts)	42%▲ (3 pts)	30%▲ (4 pts)	23%▲ (5 pts)	12%▲ (2 pts)
Participation	18%▲ (2 pts)	24%	25%	24%▲ (5 pts)	18%▲ (5 pts)	13%

Summary

New Zealanders' personal connection with the arts has grown, and many value the arts for fostering their personal wellbeing and shaping our national identity

Increasingly, New Zealanders feel personally connected to the arts and engage with them to support their wellbeing. These views extend to how New Zealanders feel the arts shape their wider community, with large majorities seeing the connection between the arts and New Zealand's culture and identity.



The pandemic and recent extreme weather events may be a factor here as people use the arts to reconnect after periods of isolation and uncertainty. This is evidenced by the comments below.

"When we went through the floods earlier in the year, I realised that the people that had strong communities were able to cope better, and that the strong communities were created by having strong local ties through things like sports and arts activities."

"I think Covid lockdown had a huge impact on creativity and many people found themselves doing things they wished they had time for in regular life but did not have time. Now they make time as they realise the life enhancement the arts can bring."

"The isolation from Covid has reinforced the import of arts in our day-to-day life."

Positive perceptions of the impacts of Ngā Toi Māori have grown

	Māori	All adults
Ngā Toi Māori is an important way of connecting with my culture / identity	78% ▲ 9 pts	-
Ngā Toi Māori helps define who we are as New Zealanders	75% ▲ 3 pts	59%
I learn about Māori culture through Ngā Toi Māori	66% ▲ 9 pts	49% ▲ 4 pts
Ngā Toi Māori motivates them to kōrero Māori	58% ▲ 5 pts	32% ▲ 3 pts
Ngā Toi Māori improves how they feel about life in general	55% ▲ 6 pts	31% ▲ 3 pts

Since 2020, more Māori use Ngā Toi Māori to connect with their culture and more feel it helps define who we are as New Zealanders.

The rise in positive perceptions of Ngā Toi Māori is not restricted to Māori. Ngā Toi Māori has fostered greater cultural learning, emotional wellbeing, and speaking te reo (since 2017) for both Māori and the wider NZ adult population. Recognition of these impacts of Ngā Toi Māori are at their highest levels since measurement of them began in 2017.

Summary

The economic impacts of the arts are evident to more New Zealanders

Compared to previous years, more New Zealanders believe the arts benefit our economy. Support for public funding of the arts is at an all-time high. Survey respondents' comments suggest that for some, the impacts of Covid and extreme weather events in the last three years have brought attention to how the arts can economically benefit communities in need.

74% ...think the arts **create jobs, both in and around the creative industries**

(New question)

△ 64% ... think the arts **contribute positively to our economy**
5 pts

△ 62% ...say the arts are **should receive public funding**
9 pts

△ 54% ...say **local councils should give money** to support the arts
7 pts

"It [the arts] brings more business to our region which is in desperate need after the cyclone."

"I feel like 12 months ago, particularly after the pandemic, the arts weren't seen as a priority and many people I know who work in the arts were struggling to support themselves through their work. Through the support of funding and people returning to attending live shows, galleries, festivals etc. that has improved."

"Have had the opportunity to attend many events this year in Christchurch- keep funding coming please."

Improving accessibility to the arts remains an opportunity

Despite more positive attitudes towards the arts and an increase in engagement, seven in ten New Zealanders in 2023 express interest in the arts but say they don't go much. Price is the biggest barrier for these people; just over half say cheaper tickets would encourage them to attend more often.

The top three barriers

% who say this would make a difference



Further, fewer than half of New Zealanders say they can afford to participate in the arts and this is even lower for low income households and Deaf and disabled people.

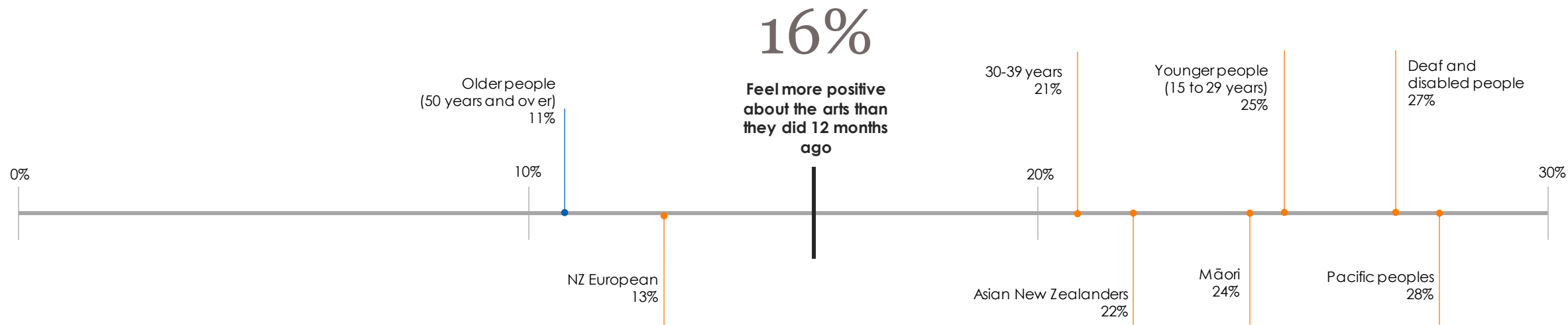
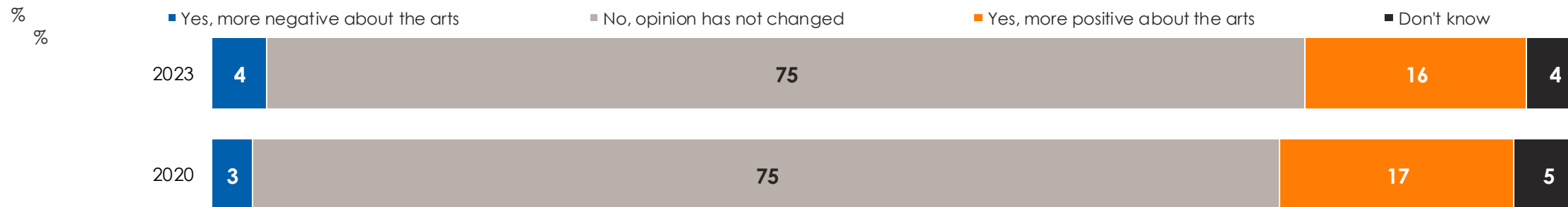
Affordability isn't the only barrier to arts engagement. Only around half of New Zealanders feel they can easily access the arts, with Deaf and disabled people and those living in more remote areas even less likely to feel this way. While more people can see the benefits of the arts, it is important to ensure New Zealanders with accessibility issues are given opportunities to engage.

Arts attitudes

Change in overall perception of the arts

Adult New Zealanders' overall views of the arts are largely stable since 2020. One in six (16%) say their views are more positive than 12 months ago. Younger people, Māori, Pacific peoples, Asian New Zealanders, and Deaf and disabled people are more likely than average to have improved views of the arts.

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



Base: All respondents 2020 (n=6,263); 2023 (n=6,527)

Reasons for feeling more positive about the arts

Below are some comments from respondents that demonstrate why people now feel more positive about the arts.

"The building of the Hundertwasser Art Centre has really made a positive impact on this community"

Man, 70+ years, NZ European & Māori, Northland.

"Enlighten and promotes self awareness and empowerment."

Man, 50-59 years, Pacific, Auckland.

"Seeing it in the local community has raised my awareness."

Man, 60-69 years, NZ European, Auckland.

"I have been more involved with the community and have developed a close-knit group that use the arts to educate and create social awareness."

Woman, 18-29 years, Asian New Zealander, Auckland.

"The recent weather event was a big disaster that happened to Napier and Hastings, but the HB Arts Festival played a vital role in bringing the community's morale up."

Man, 40-49 years, Asian New Zealander, Hawke's Bay.

"The restrictions placed on New Zealanders during the last 3 years had a huge impact on our creative community."

Woman, 40-49 years, NZ European & Māori, Nelson.

"Because it brings more business to our region which is in desperate need after the cyclone."

Woman, 30-39 years, NZ European & Pacific, Hawke's Bay.

"Tik tok has helped me to see how the arts can be uplifting and stuff we do at my school has made me see things in a new way."

Man, 15-17 years, NZ European, Māori & Pacific, Wellington.

"Arts make me feel more positive as it allows me to increase my problem solving and think in the shoes of the artist and helps create feelings of empathy towards others."

Man, 18-29 years, Asian New Zealander, Auckland.

"Chance to express feelings, especially as a teenager. A lot of societal issues and arts can help release negative energy."

Woman, 15-17 years, Pacific, Auckland.

"It has helped me overcome my mental health issues that have come up quite recently."

Woman, 40-49 years, Māori & Pacific, Hawke's Bay.

"I have been able to afford to go to more events with 'pay what you can afford' events."

Woman, 30-39 years, NZ European, Auckland.

"There are more groups in the community participating in the arts and it's a positive outcome to experience. More people are getting involved."

Woman, 30-39 years, NZ European & Māori, Tasman.

Attitudes towards the arts: Shifts over time

Since measurements began, key attitudes towards the arts have strengthened. New Zealanders have increasingly recognised the role of the arts in defining our national identity and benefiting our communities, society, and economy. Further, since 2017 recognition of the role of Ngā Toi Māori in motivating people personally to kōrero Māori has grown by a third. In parallel with these attitudinal shifts, support for public funding of the arts has grown.

How much do you agree or disagree?

% agree

Ngā Toi Māori motivates me to kōrero Māori

8pt increase between 2017 and 2023



2005 2008 2011 2014 2017 2020 2023

The arts should receive public funding



13pt increase between 2014 and 2023

2005 2008 2011 2014 2017 2020 2023

Community would be poorer without the arts



10pt increase between 2014 and 2023

2005 2008 2011 2014 2017 2020 2023

The arts contribute positively to our economy



12pt increase between 2008 and 2023

2005 2008 2011 2014 2017 2020 2023

The arts help define who we are as New Zealanders



11pt increase between 2014 and 2023

2005 2008 2011 2014 2017 2020 2023

Arts help improve society



8pt increase between 2014 and 2023

2005 2008 2011 2014 2017 2020 2023

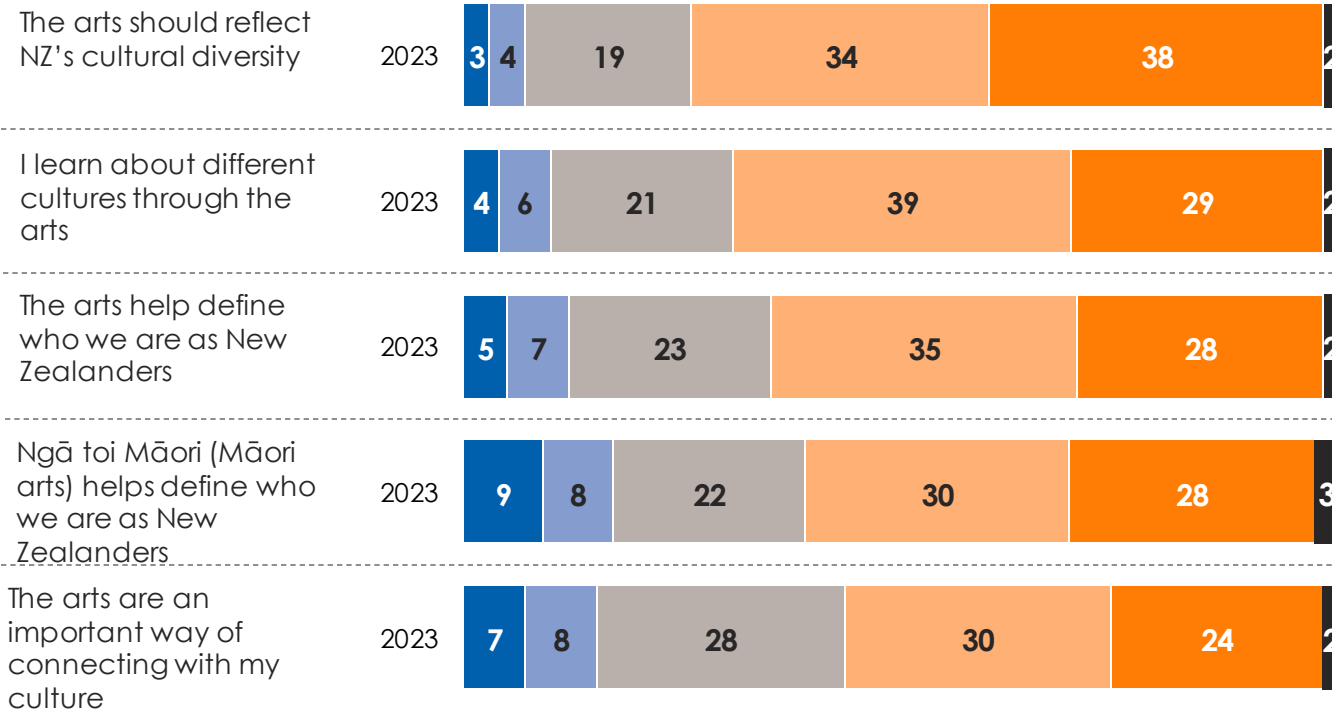
Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

Attitudes towards the arts: Culture and identity

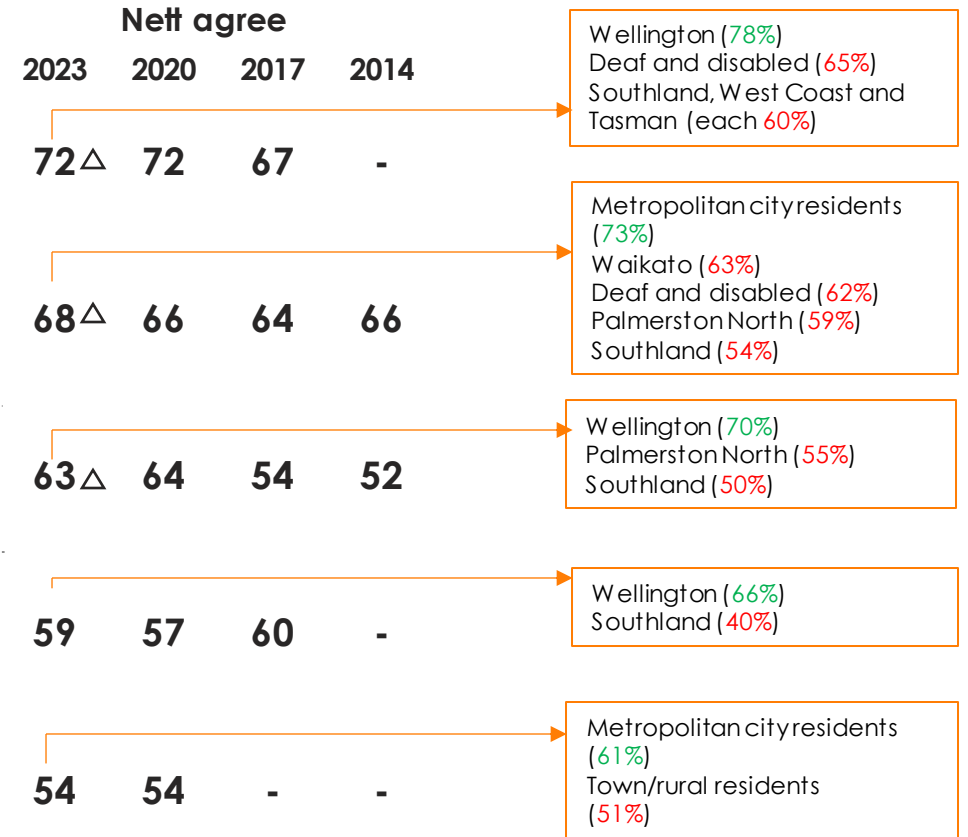
Since 2017, there has been an increase in recognition of how the arts positively link to New Zealand's culture and identity. Most New Zealanders favour the arts reflecting New Zealand's cultural diversity, with over half of those agreeing doing so strongly. Likewise, most feel the arts help them learn about different cultures and define who we are. People in metropolitan city parts of the country are more likely to hold these positive perceptions.

How much do you agree or disagree?

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



Women are more likely than men to agree with each statement.



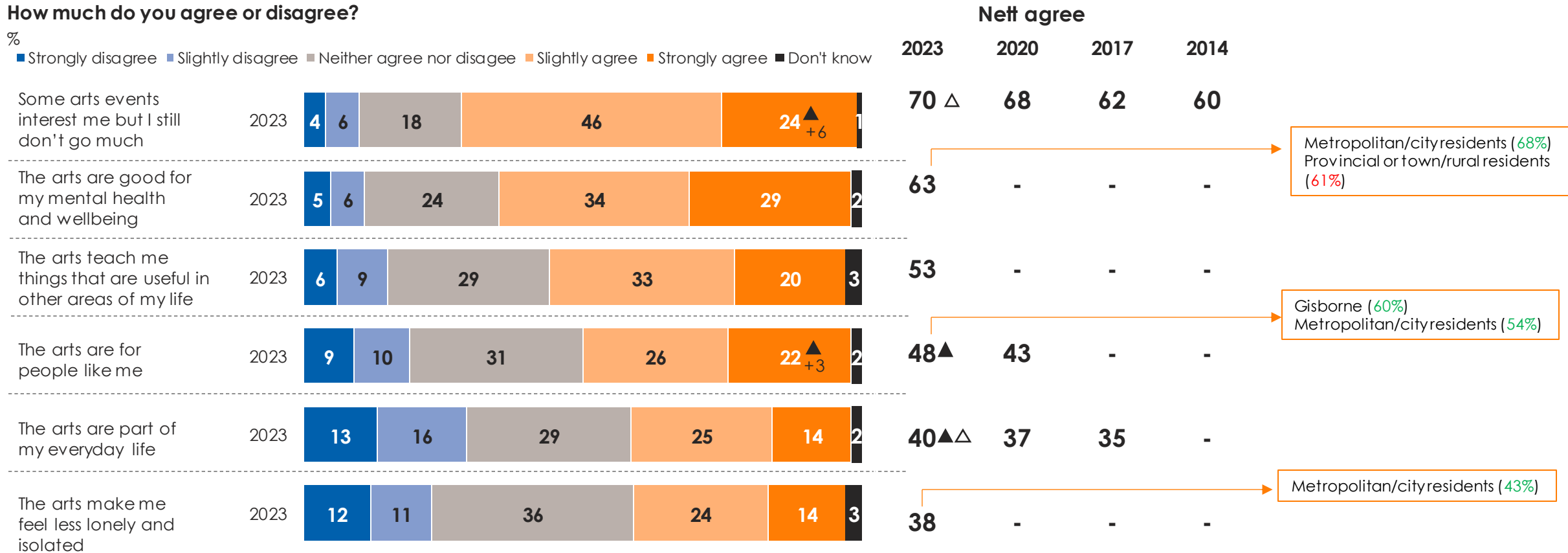
Base: All respondents 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

Attitudes towards the arts: Individuals' relationship with the arts

The arts play a role in more New Zealanders' everyday lives than in 2017. However, more also agree that while arts events interest them, they don't go much. This may simply reflect there is greater interest in the arts (consistent with other attitudinal shifts), but that many people aren't able to follow through on their heightened interest as much as they would like. We explored the impact of the arts on mental health and wellbeing for the first time in 2023; nearly two thirds of New Zealanders recognise the positive impact of the arts on this aspect of their lives. In fact, for those who say the arts are important to their wellbeing, the benefit to mental health and wellbeing is the second most common reason (see page 25).

How much do you agree or disagree?

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



Women are more likely than men to agree with each statement.

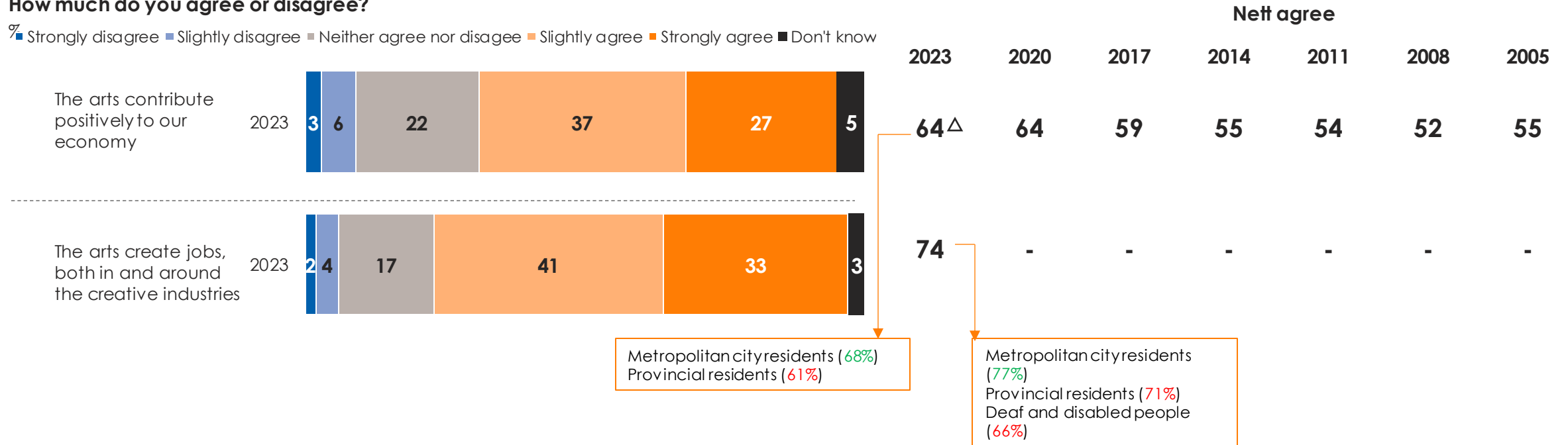
Base: All respondents 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

Attitudes towards the arts: How the arts benefit New Zealand

The majority of New Zealanders see the positive economic impact the arts can have; 74% agree the arts creates jobs and 64% agree the arts contribute positively to our economy (an increase of 5 points since 2017). City residents are even more likely to see how the arts can benefit New Zealand economically.

How much do you agree or disagree?

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

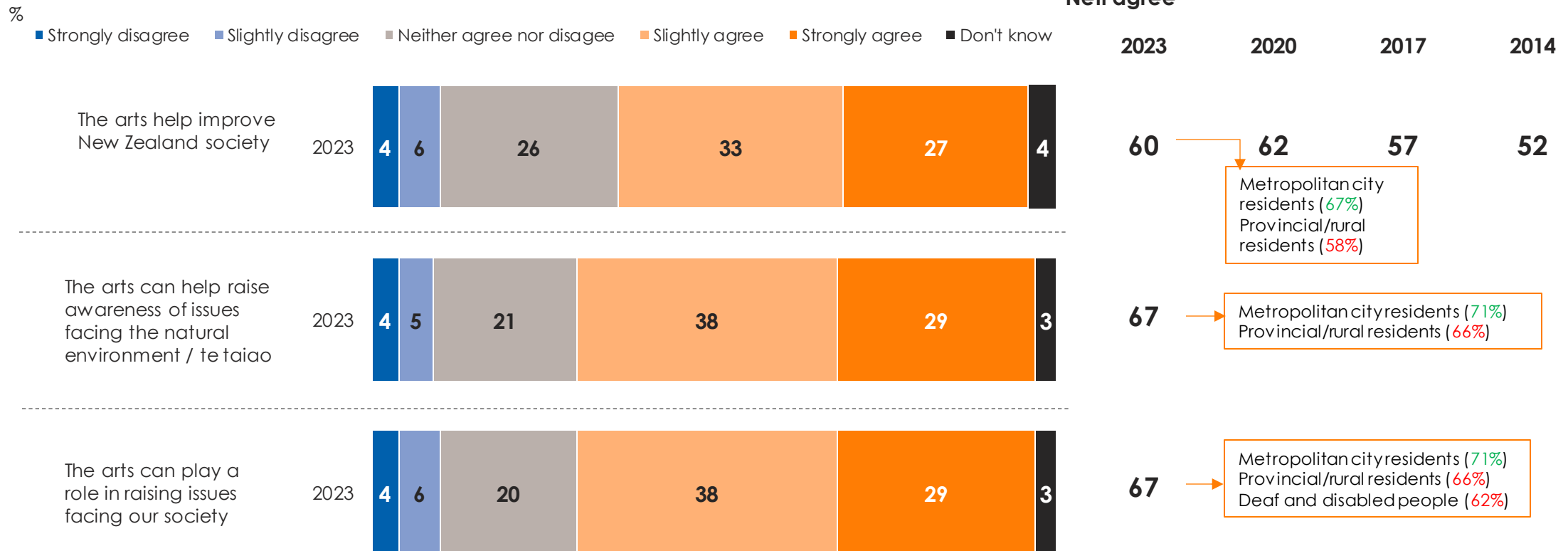


Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

Attitudes towards the arts: How the arts benefit New Zealand

The majority of New Zealanders think the arts improve society. When asked why, the main reason given is that the arts bring people together (see page 26). Awareness raising of issues are also perceived impacts of the arts: two thirds think the arts can be a platform for raising awareness of issues facing our natural environment and a similar proportion see a role for the arts in raising societal issues.

How much do you agree or disagree?



Base: All respondents 2023 (n=6,527)

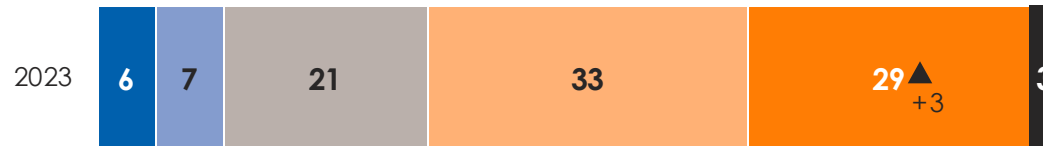
Attitudes towards the arts: Support for public funding of the arts

Support for public funding of the arts has increased over time – up 10 points from 52% in 2005 to 62% in 2023, despite challenging financial times for New Zealanders. Over half of New Zealanders think local councils should support the arts.

How much do you agree or disagree?

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

The arts should receive public funding



My local council should give money to support the arts



		Nett agree						
		2023	2020	2017	2014	2011	2008	2005
The arts should receive public funding	2023	62▲▲	60	53	49	50	53	52

My local council should give money to support the arts	2023	54▲	54	47	-	-	-	-
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Metropolitan city residents (59%)
Town/rural residents (50%)

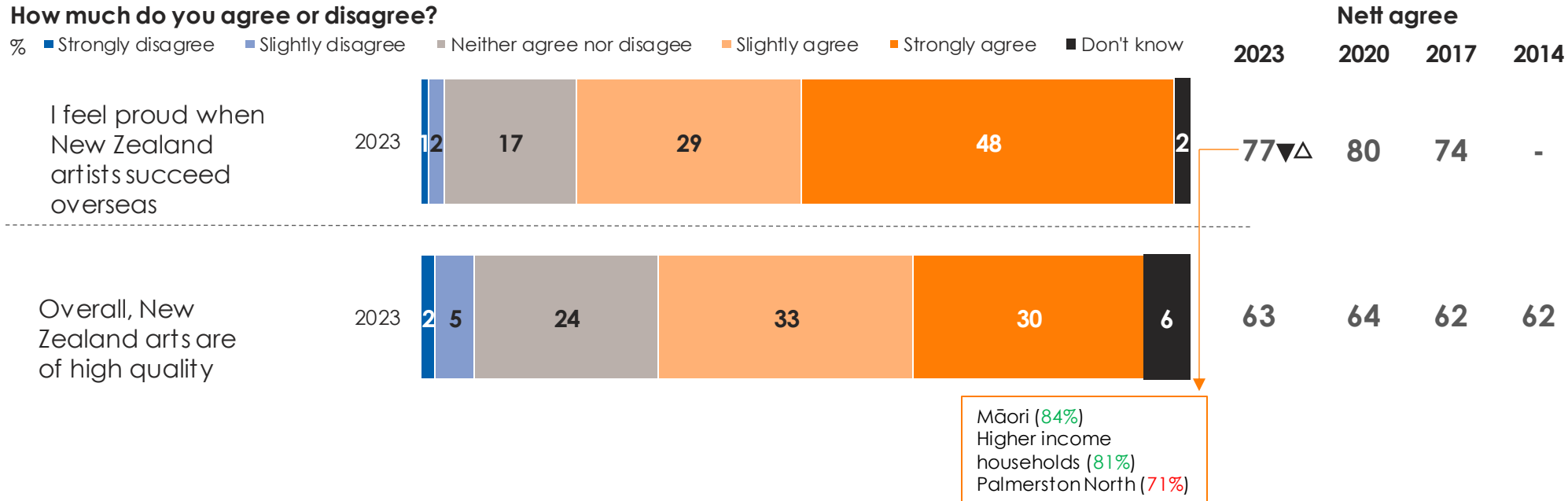
Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

Attitudes towards the arts: New Zealand arts on the international stage

A large majority of New Zealanders continue to feel a sense of pride when our artists succeed overseas; this has weakened a little since 2020 (down three points to 77%) but remains higher than in 2017. Perceptions that New Zealand arts are high quality remain stable (63%).

How much do you agree or disagree?

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

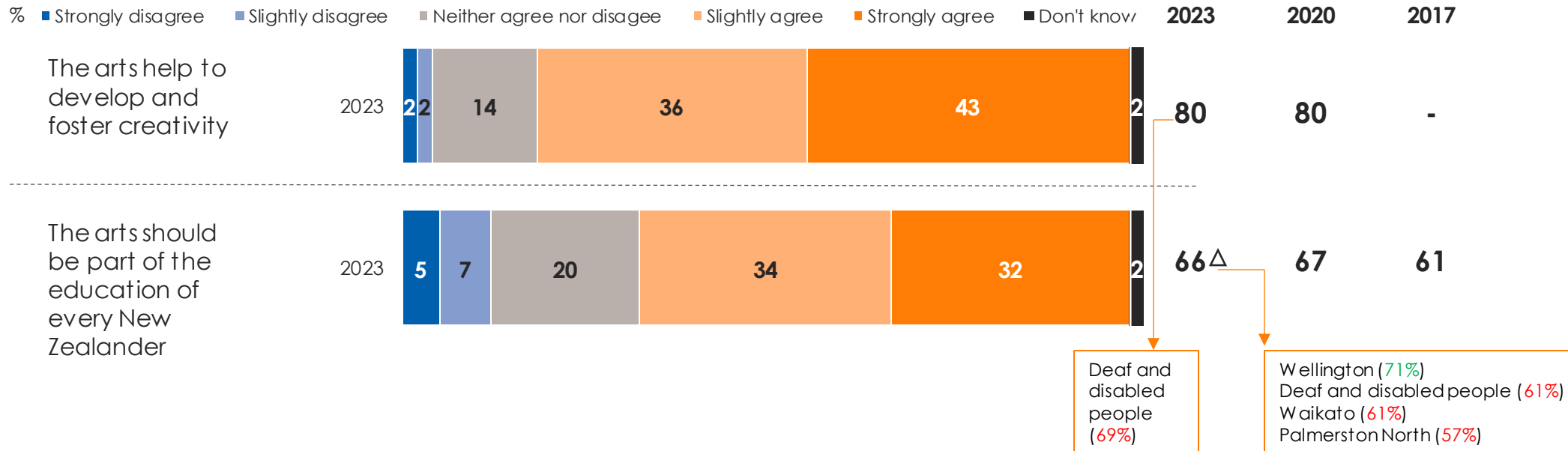


Base: All respondents 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

Attitudes towards the arts: Education and development

Consistent with 2020, the majority of New Zealanders believe the arts help develop and foster creativity; 80% agree, with over half strongly agreeing. Support for the arts in education has grown since 2017 (up five points to 66%).

How much do you agree or disagree?

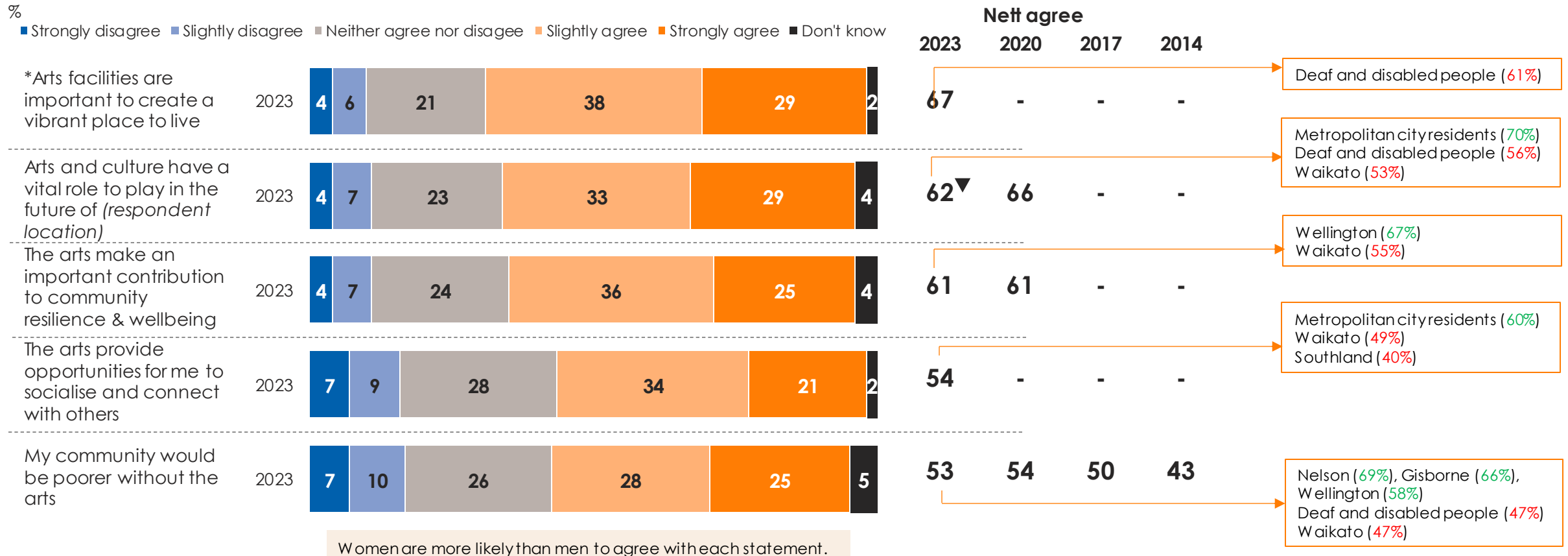


Base: All respondents 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

Attitudes towards the arts: Role of the arts in building communities

Since 2020, fewer New Zealanders agree arts and culture play a vital role in the future of their region (down 4 points to 62%), although agreement can differ depending on location. Despite this, about two thirds (67%) of New Zealanders believe arts facilities are important for the vibrancy of where they live, and the majority of New Zealanders see the positive impact the arts can have on their communities.

How much do you agree or disagree?

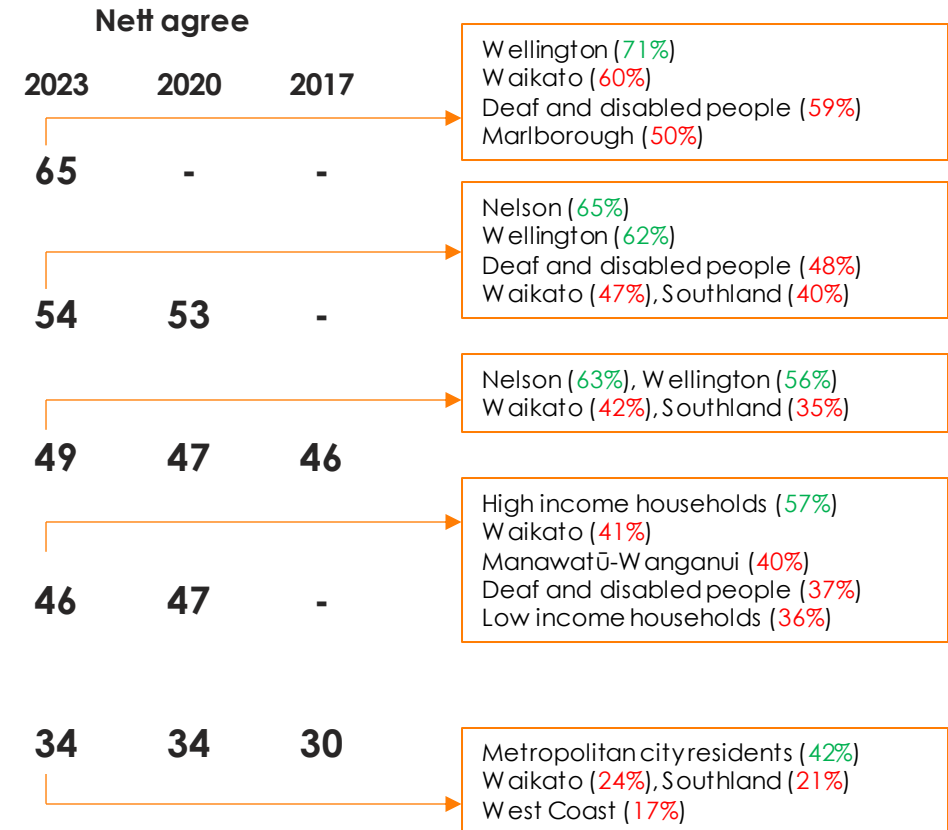
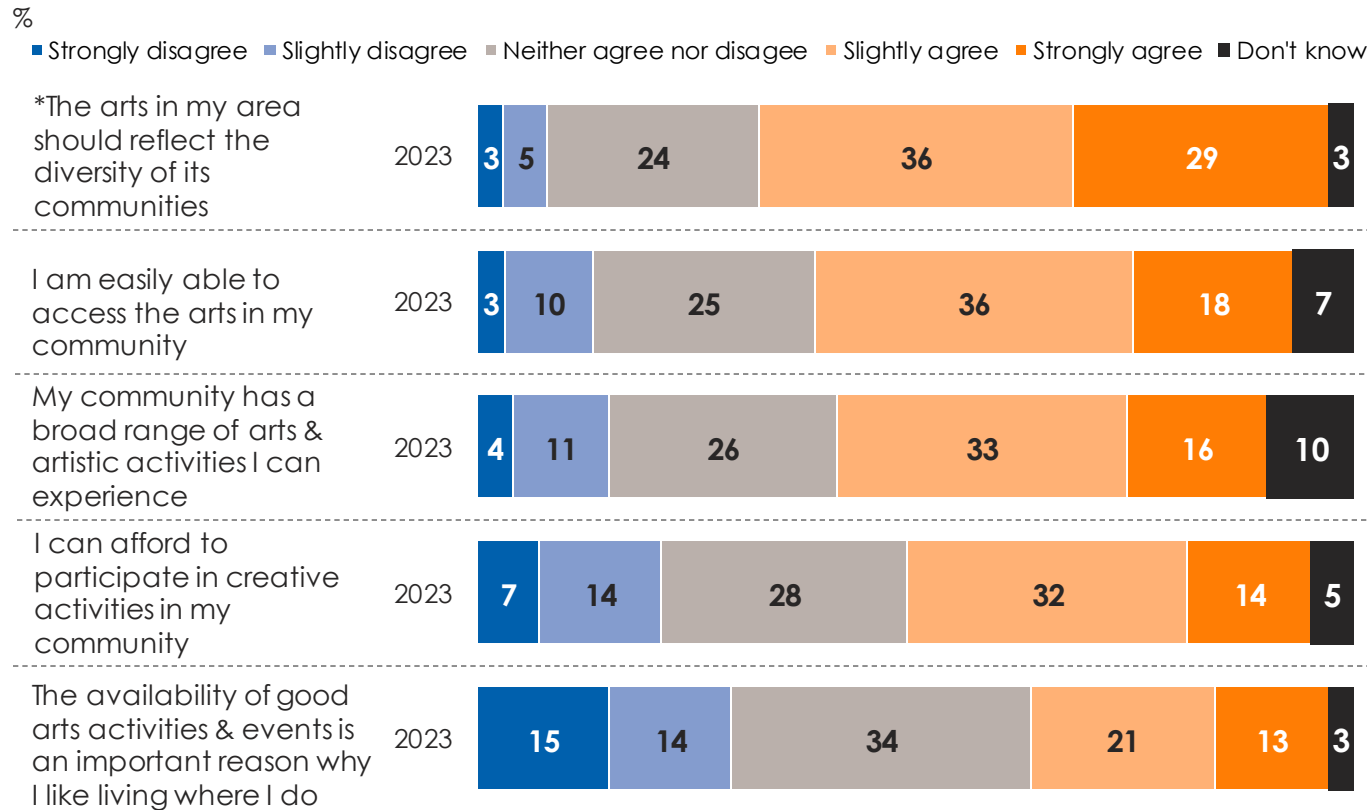


Base: All respondents 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)
 *Historic data is not shown due to a significant change in wording of the statement.

Attitudes towards the arts: Accessibility and inclusiveness

Two thirds of New Zealanders think the arts in their area should reflect community diversity. Just over half (54%) feel that arts are easily accessible, although at 48%, Deaf and disabled people are significantly less likely to agree with this. Like in 2020, fewer than half (46%) of New Zealanders agree they can afford to do creative activities and this drops significantly to only 36% of low-income households.

How much do you agree or disagree?

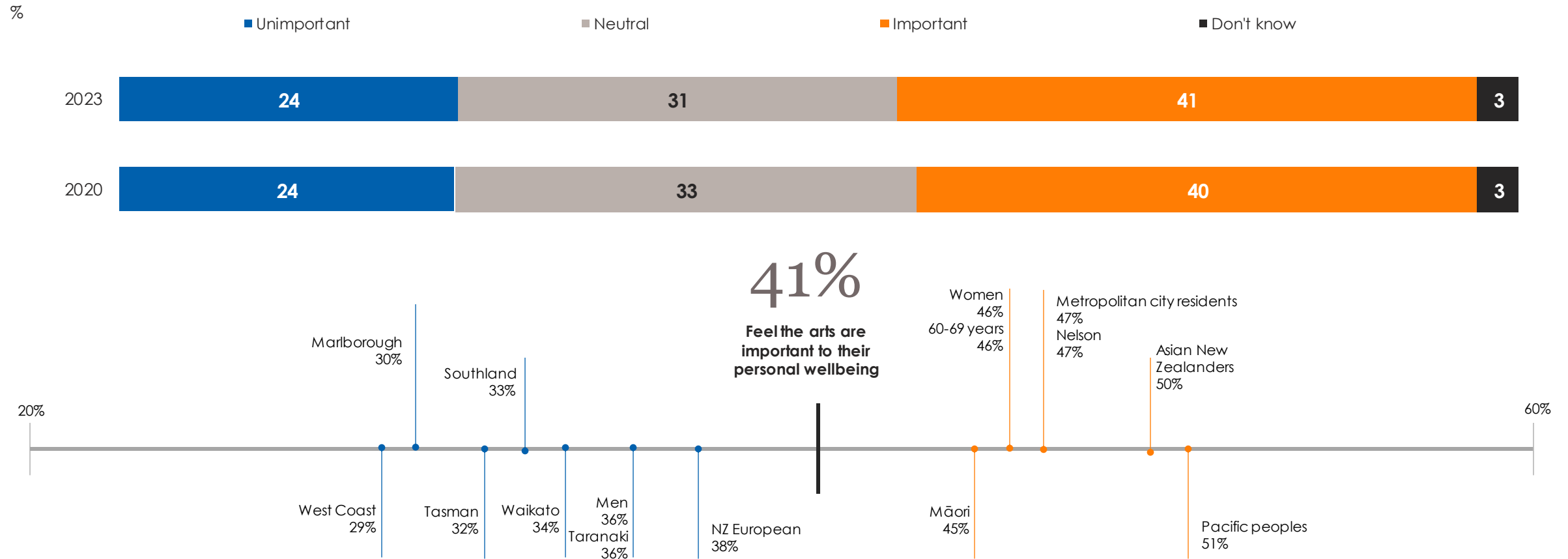


Base: All respondents 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)
 *Historic data is not shown due to a significant change in wording of the statement.

Importance of the arts to wellbeing

Like in 2020, 41% of New Zealanders in 2023 feel the arts are important to their personal wellbeing. Pacific peoples, Asian New Zealanders, women and Māori are more likely to feel like this than others.

How important is the arts to your personal wellbeing?



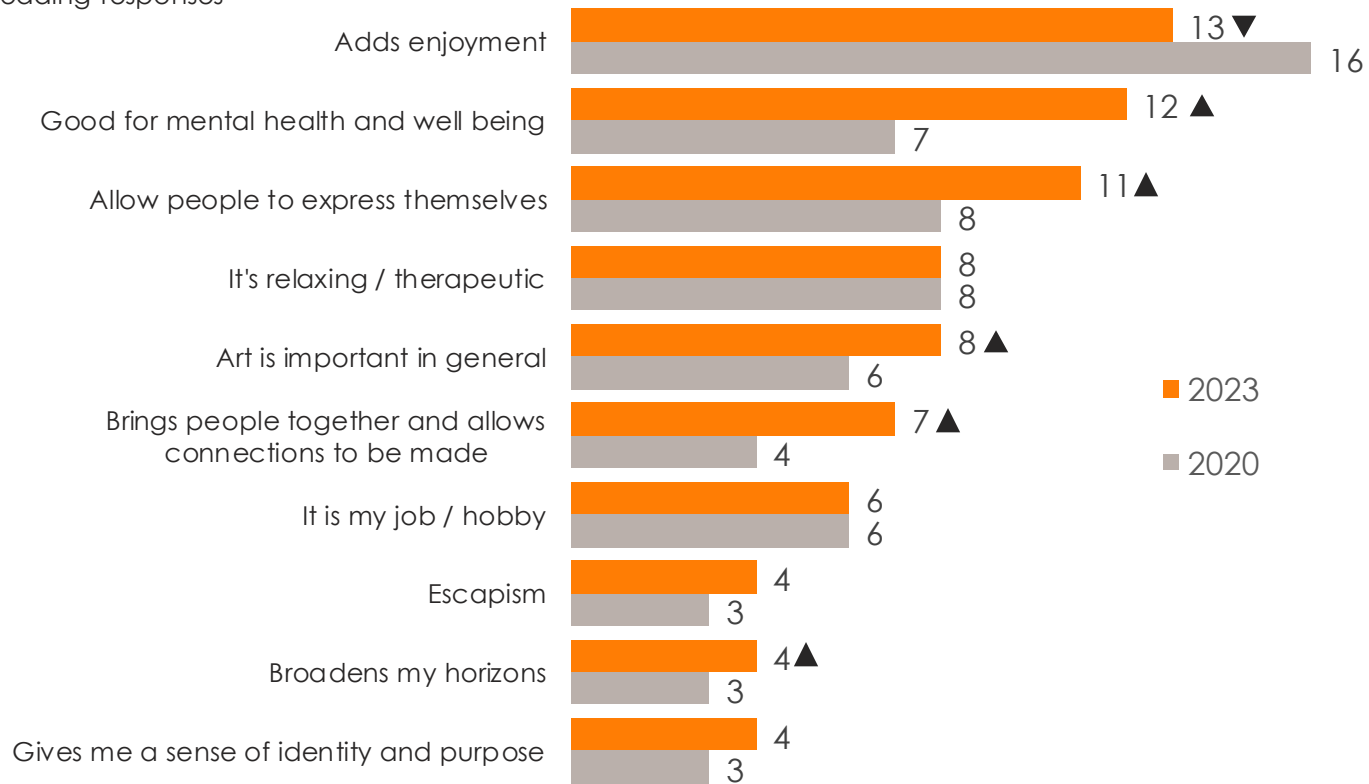
Base: All respondents: 2020 (n=6,263), 2023 (n=6,527)

Reasons why the arts are important to New Zealanders' wellbeing

The leading reasons for feeling the arts are important is that they add enjoyment to people's lives, positively impact mental health and wellbeing, and allow self-expression. These last two reasons are more prominent in 2023, while fewer mentioned the enjoyment factor.

For what reasons do you say that?

% Leading responses



Base: Respondents who feel the arts are important to their personal wellbeing 2020 (n=2,591) 2023 (n=2,770)

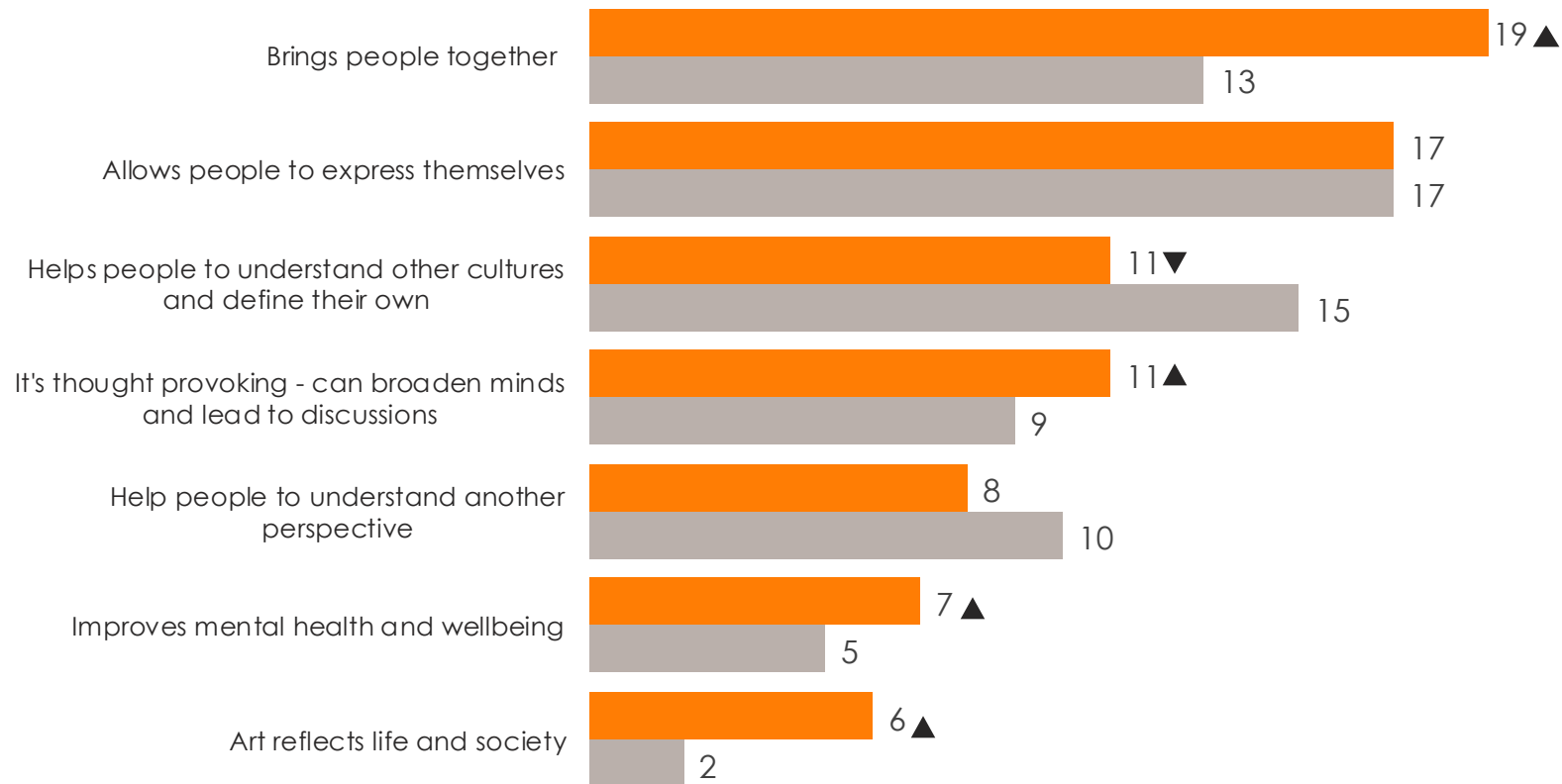
Note: themes mentioned by fewer than 4% of respondents are not shown

Reasons why the arts improve society

In 2023, the most common reason why New Zealanders think the arts improve society is because they bring people together; this has increased six points since 2020 to 19%. The arts as a tool for connection may have become more important to people in the wake of the pandemic.

For what reasons do you feel the arts help improve society?

% Leading responses

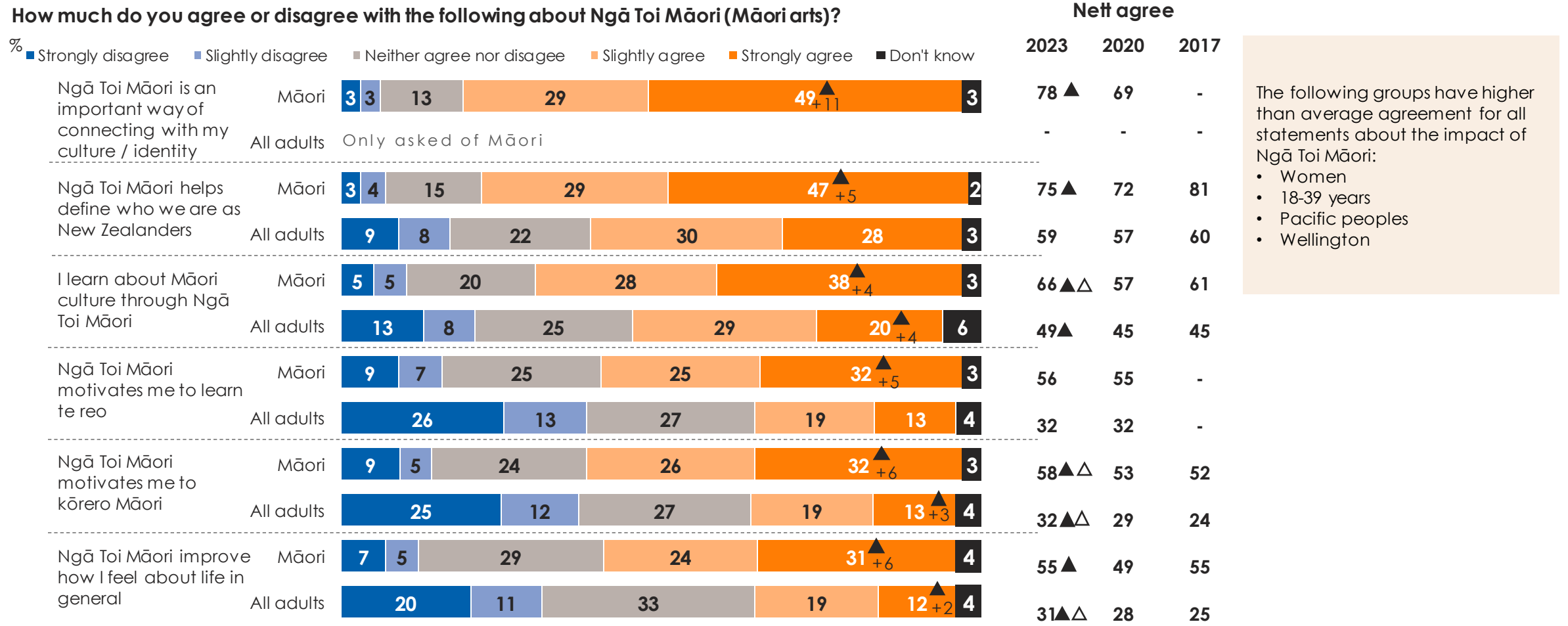


Base: All respondents who agree the arts improve society 2020 (n=3,946) 2023 (n=4,052)

Note: themes mentioned by fewer than 6% of respondents are not shown

Attitudes towards the arts: Impact of Ngā Toi Māori (Māori arts)

Enhanced perceptions of the impacts of Ngā Toi Māori are evident among both Māori and the general adult population. The more widely recognised role that Ngā Toi Māori plays in fostering cultural connection and learning for Māori is especially marked in 2023. Increases in the 'strongly agree' category are evident for most of the attitudes measured, further reinforcing the strength of the attitudinal shifts that have occurred over the last three years among both Māori and the wider population.



Base: All respondents 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527) | Māori 2017 (n=717); 2020 (n=1,172); 2023 (n=1,703)

▲▽ = significantly higher / lower than 2017

▲▼ = significantly higher / lower than 2020

Attitudes towards the arts: Impact of Pacific arts

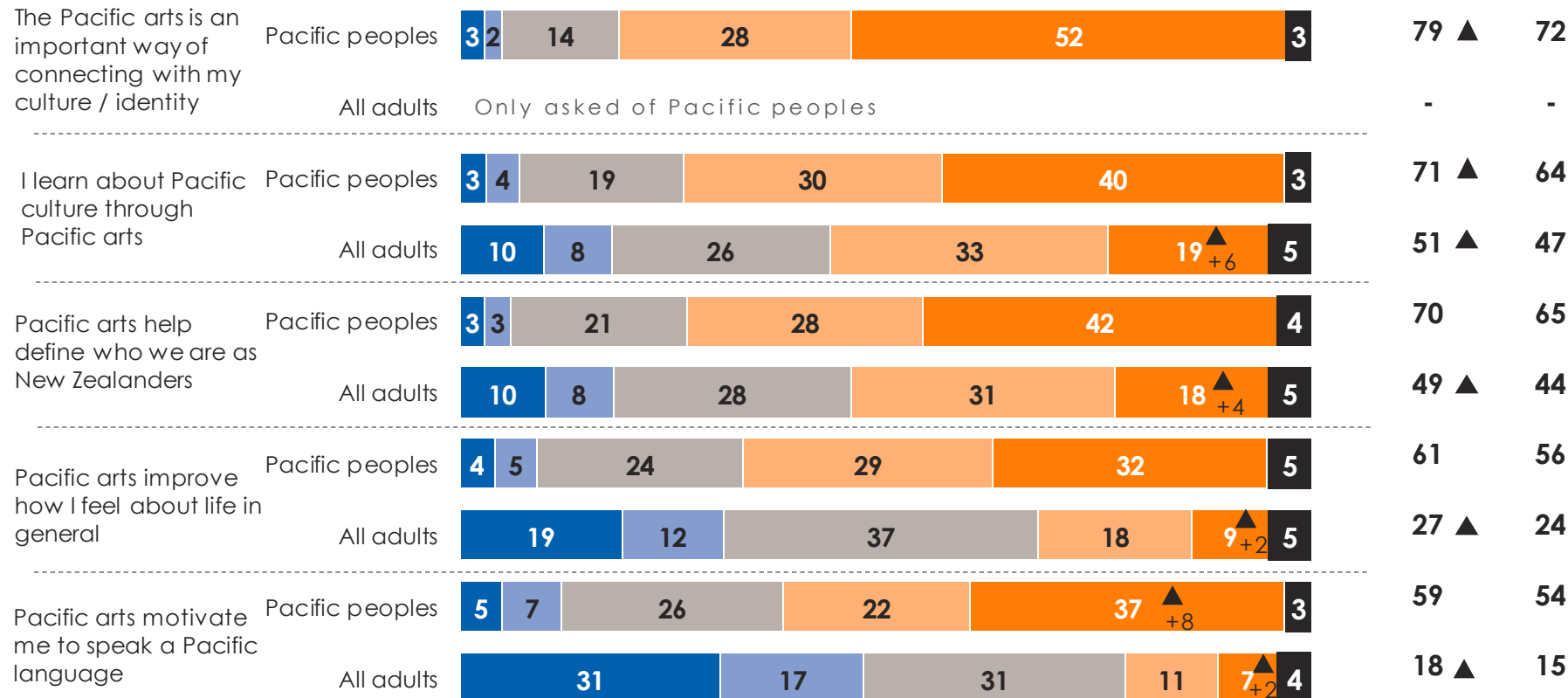
Perceptions of the impacts of Pacific arts have improved since 2020; more Pacific people agree Pacific arts help them connect with and learn about their culture, and more strongly agree they are motivated to speak a Pacific language. Further, more New Zealanders in general strongly agree that Pacific arts enhance their outlook on life, encourage them to speak a Pacific language, and help define who we are as New Zealanders.

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

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

Net agree

2023 2020



The following groups often have higher than average positive attitudes towards the impact of Pacific arts:

- Women
- 18-39 years
- Māori
- Metropolitan city residents

Base: All respondents; 2020 (n=6,263); 2023 (n=6,527) | Pacific peoples 2020 (n=450); 2023 (n=530)

Summary of attitudinal shifts

Overall, many attitudes are stable since 2020. Significant shifts are summarised below:

Upward movements

- The arts are for **people like me** (nett agree up five points to 48%).
- The arts are part of my **everyday life** (nett agree up three points to 40%) (NB markedly higher than 35% in 2017).
- The arts should receive **public funding** (nett agree up two points to 62% and strongly agree up three points to 29%). (NB Nett agree markedly higher than 53% in 2017).
- My local council should give money to support the arts (strongly agree up three points to 25%).
- Five improvements in perceptions of **Ngā Toi Māori**:
 - Ngā Toi Māori is an important way of connecting with my culture/identity (nett agree up nine points to 78% among Māori).
 - I learn about Māori culture through Ngā Toi Māori (nett agree up nine points to 66% among Māori and up four points to 49% among all New Zealanders).
 - Ngā Toi Māori motivates me to learn te reo (strongly agree up five points to 32% among Māori).
 - Ngā Toi Māori motivates me to kōrero Māori (up five points to 58% among Māori and up three points to 32% among all New Zealanders).
 - Ngā Toi Māori improve how I feel about life in general (up six points to 55% among Māori and up three points to 31% among all New Zealanders).
- Five improvements in perceptions of **Pacific arts**:
 - The Pacific arts is an important way of connecting with my culture/identify (nett up seven points to 79% among Pacific peoples).
 - I learn about Pacific culture through Pacific arts (nett agree up seven points to 71% among Pacific people and up four points to 51% among all New Zealanders).
 - Pacific arts help define who we are as New Zealanders (nett agree up five points to 49% among all New Zealanders).
 - Pacific arts improve how I feel about life in general (nett agree up three points to 27% among all New Zealanders).
 - Pacific arts motivate me to speak a Pacific language (strongly agree up eight points to 37% among Pacific peoples and nett agree up three points to 18% among all New Zealanders).

Other attitudinal movements

- I feel proud when New Zealand artists **succeed overseas** (nett agree down three points to 80%). (NB still higher than 2017 level of 74%).
- Arts and culture have a vital role to play in the future of (*respondent location*) (nett agree down four points to 62%).
- Some arts events interest me, but I still don't go much (strongly agree up six points to 24%).

Base: All respondents 2020 (n=6,263); 2023 (n=6,527)

Arts attitudes: Summary of demographic differences

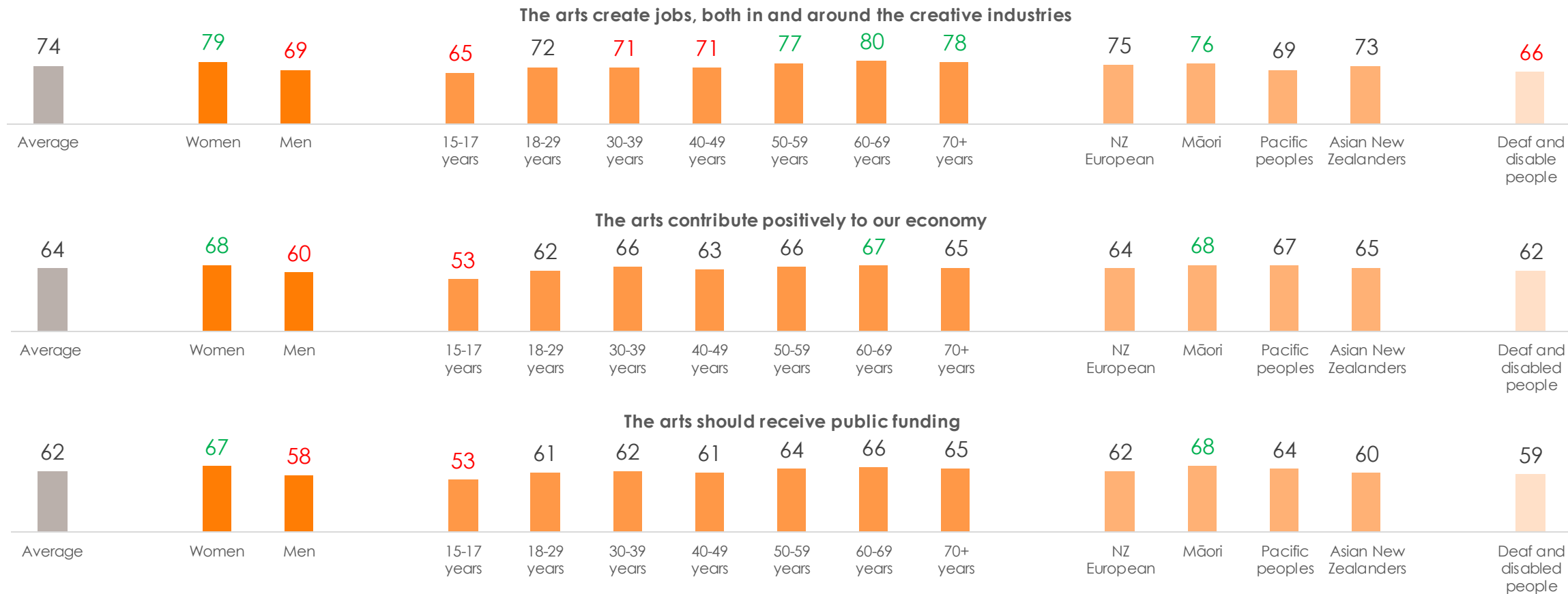
Arts attitudes vary depending on a person's gender, age or ethnicity.

This section summarises demographic differences for some key attitudes across five broad themes:

1. Economic impact of the arts
2. Arts and education
3. Arts influence over mental health and wellbeing
4. Impact of arts on culture and identity
5. Influence of arts in community and society

Economic impact of the arts: Demographic differences

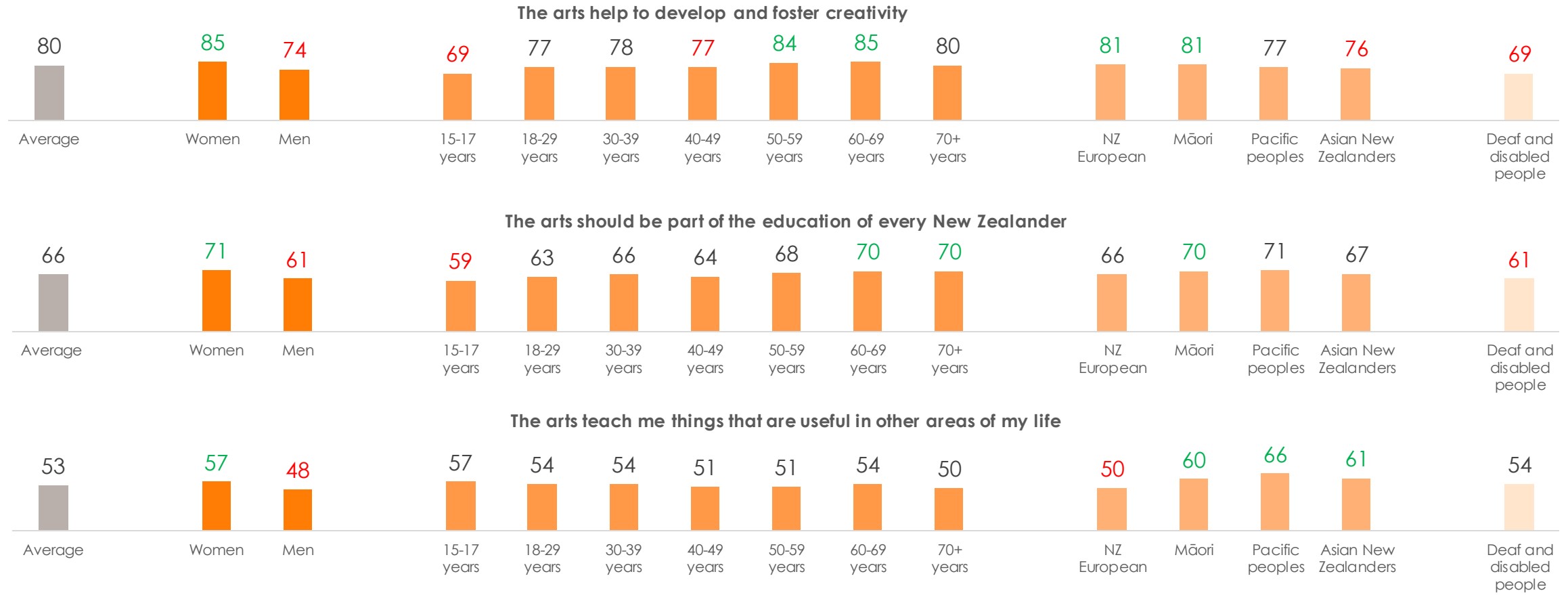
Women and Māori hold more favourable attitudes about the positive economic impact of the arts and are more supportive of public funding of the arts. Young people (15-17 year olds) are somewhat less supportive of these things.



Base: 2023 Men (n=2,784) Women (n=3,713) 15-17 years (n=520) 18-29 years (n=773) 30-39 years (n=1,233) 40-49 years (n=981) 50-59 years (n=1,123) 60-69 years (n=990) 70+ years (n=907) NZ European (n=4,530) Māori (n=1,703) Pacific peoples (n=530) Asian New Zealanders (n=902)

Arts and education: Demographic differences

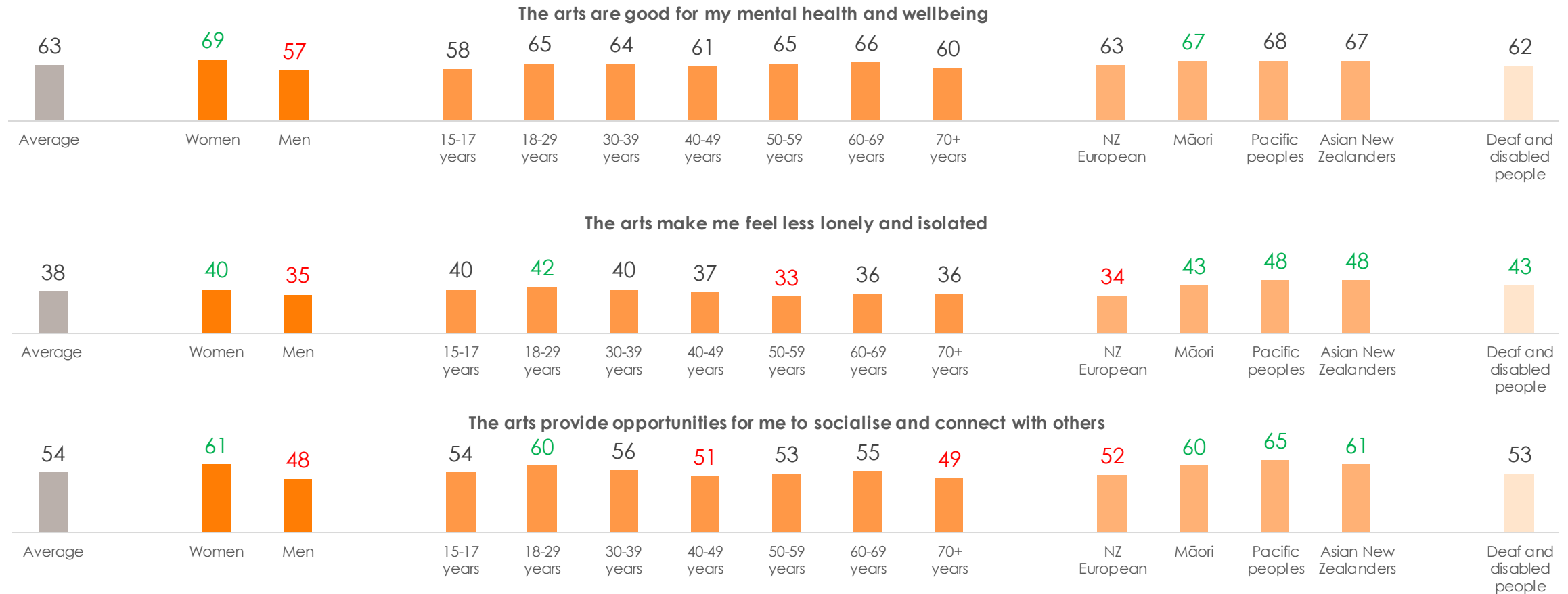
Women, older New Zealanders, and Māori are more likely than average to see the arts' educational merit. Māori, Pacific peoples and Asian New Zealanders are more likely than NZ Europeans to feel the arts help them in other areas of their lives.



Base: 2023 Men (n=2,784) Women (n=3,713) 15-17 years (n=520) 18-29 years (n=773) 30-39 years (n=1,233) 40-49 years (n=981) 50-59 years (n=1,123) 60-69 years (n=990) 70+ years (n=907) NZ European (n=4,530) Māori (n=1,703) Pacific peoples (n=530) Asian New Zealanders (n=902)

Mental health and wellbeing: Demographic differences

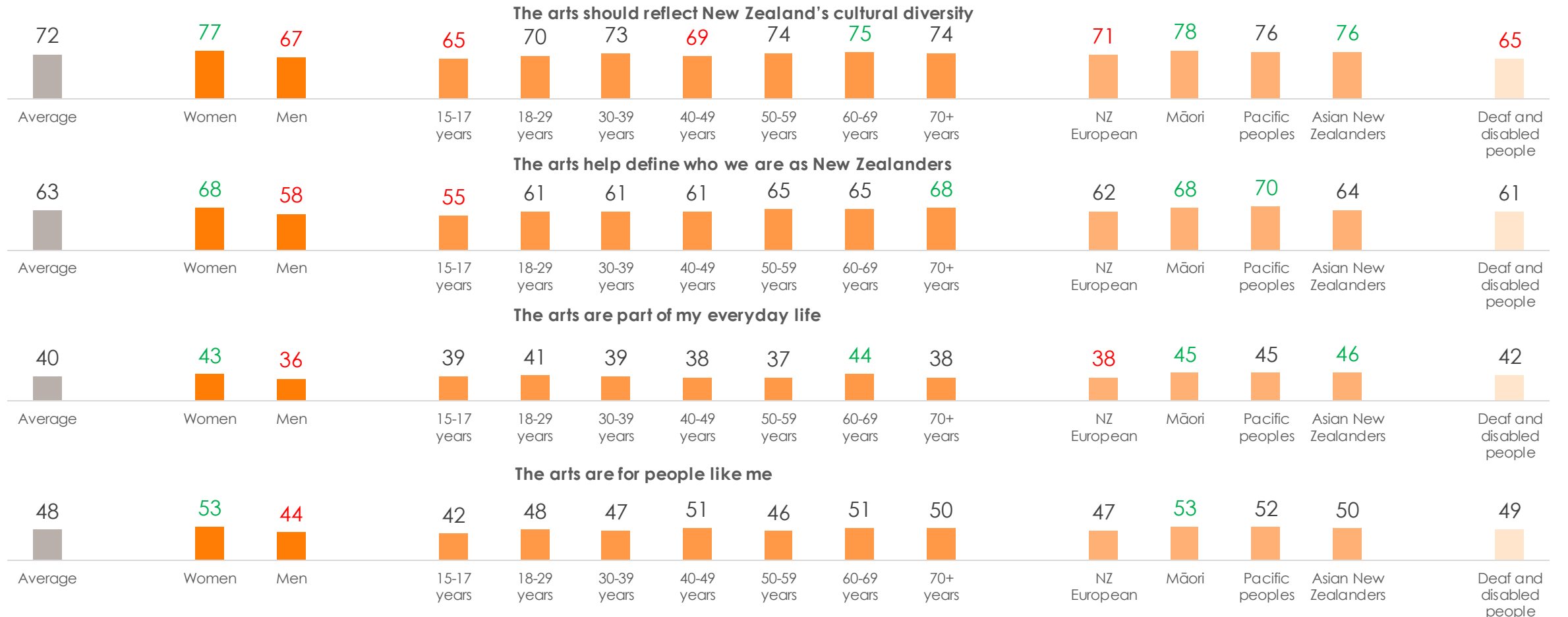
Women and younger New Zealanders are more likely than average to experience positive impacts on their mental wellbeing and greater social connection from engaging with the arts. This is also true for Māori, Pacific peoples, and Asian New Zealanders.



Base: 2023 Men (n=2,784) Women (n=3,713) 15-17 years (n=520) 18-29 years (n=773) 30-39 years (n=1,233) 40-49 years (n=981) 50-59 years (n=1,123) 60-69 years (n=990) 70+ years (n=907) NZ European (n=4,530) Māori (n=1,703) Pacific peoples (n=530) Asian New Zealanders (n=902)

Impact of arts on culture and identity: Demographic differences

Māori, Pacific peoples, and Asian New Zealanders are most likely to favour the arts reflecting New Zealand's cultural diversity, while Māori and Pacific peoples are the ethnic groups most likely to link the arts to our national identity. These views are also more common among women and older New Zealanders.

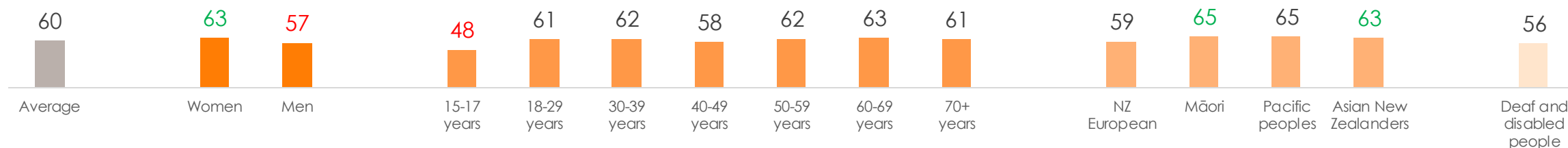


Base: 2023 Men (n=2,784) Women (n=3,713) 15-17 years (n=520) 18-29 years (n=773) 30-39 years (n=1,233) 40-49 years (n=981) 50-59 years (n=1,123) 60-69 years (n=990) 70+ years (n=907) NZ European (n=4,530) Māori (n=1,703) Pacific peoples (n=530) Asian New Zealanders (n=902)

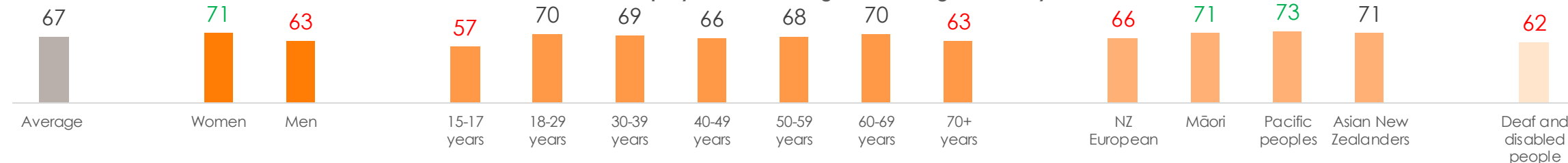
Influence of arts in community and society: Demographic differences

Women and non-NZ Europeans are more likely than average to believe the arts improve society and raise awareness of societal issues. Older people are the group most likely to feel their community would be poorer without the arts. Interestingly, Pacific peoples and Asian New Zealanders are least likely to feel this – these communities may value the arts highly but feel less reliant on the arts in determining their communities’ wellbeing.

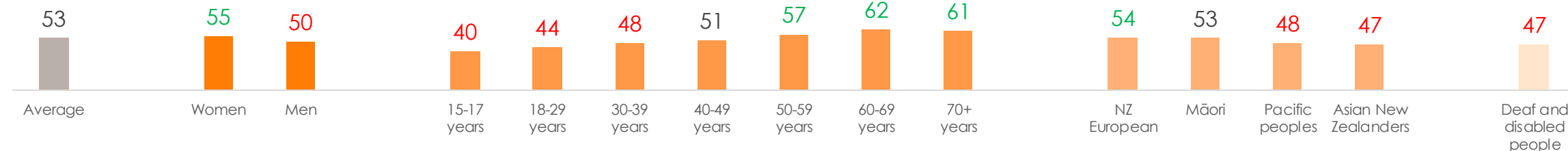
The arts help improve New Zealand society



The arts can play a role in raising issues facing our society



My community would be poorer without the arts



Base: 2023 Men (n=2,784) Women (n=3,713) 15-17 years (n=520) 18-29 years (n=773) 30-39 years (n=1,233) 40-49 years (n=981) 50-59 years (n=1,123) 60-69 years (n=990) 70+ years (n=907) NZ European(n=4,530) Māori (n=1,703) Pacific peoples(n=530) Asian New Zealanders(n=902)

Overall engagement, attendance and participation

Overall engagement, participation and attendance

Engagement with the arts has recovered since 2020, driven by increases in both attendance and participation in the last 12 months. For attendance this is a recovery from the Covid dip in 2020, while participation is higher than it has ever been (since measurement began in 2005).

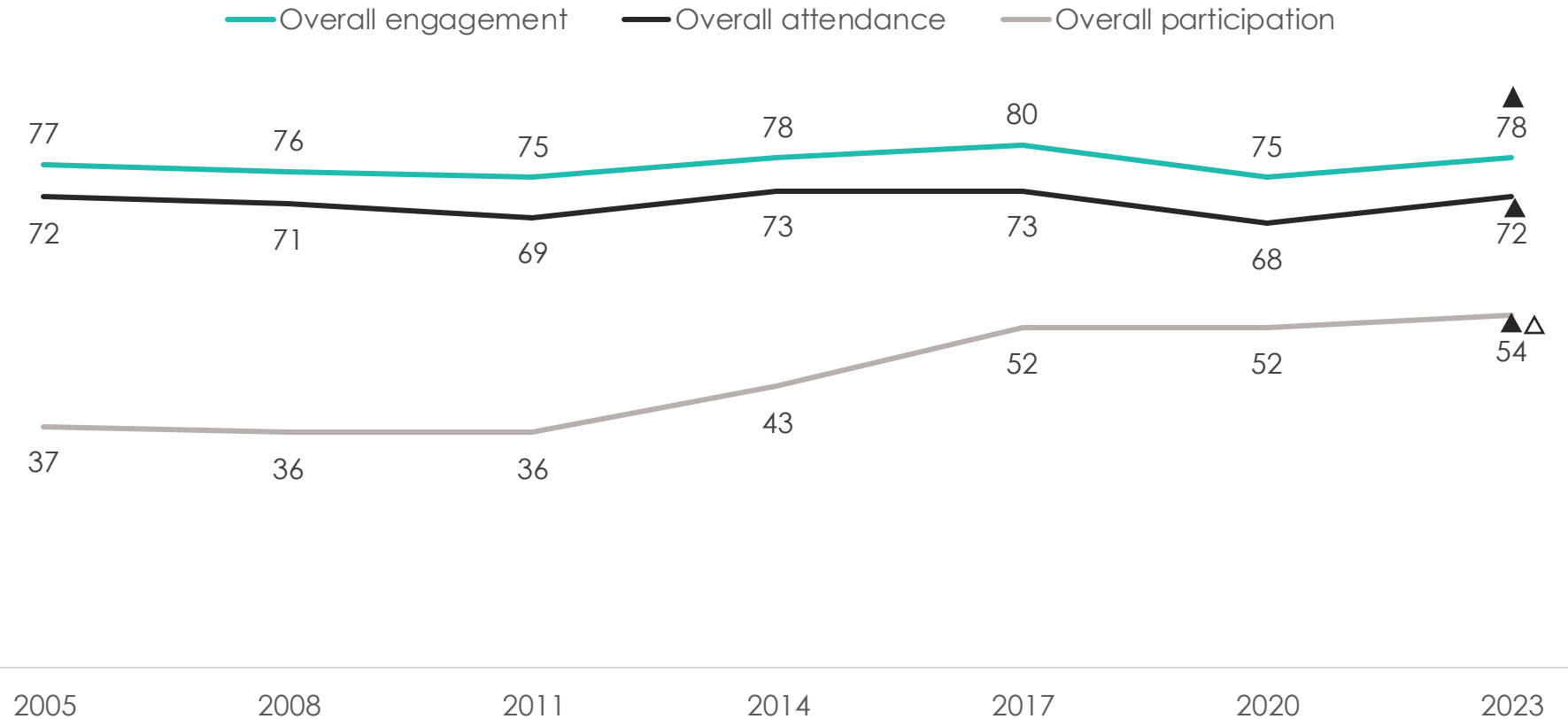
Have you [attended or participated in any artforms] in the last 12 months?

%

Overall engagement is based on all those who have either **attended** or **participated** in the following artforms in the last 12 months: craft & object art, literature, ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts.

Overall attendance is based on all those who have **attended** the following artforms in the last 12 months: craft & object art, literature, ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts.

Overall participation is based on all those who have **participated** in the following artforms in the last 12 months: craft & object art, literature, ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts.



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

▲△ = significantly higher / lower than 2017

▲▼ = significantly higher / lower than 2020

Changes in engagement levels by subgroups

Increases in participation can be seen for women, NZ Europeans, Māori, Pacific peoples, higher income households, Auckland and Wellington, whereas increases in attendance can be seen for almost all demographic subgroups. Compared to 2020, 15-17 year olds are significantly less likely to have participated in the arts.

Significant changes in engagement levels by demographic subgroup Note, the charts on this page show percentage point changes between 2020 and 2023



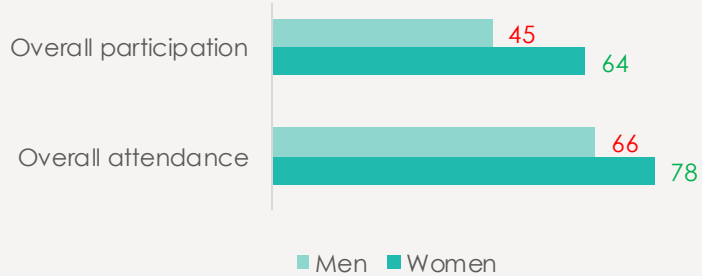
Base: All respondents; 2020 (n=6,263) 2023 (n=6,527)

Attendance and participation: Demographic differences

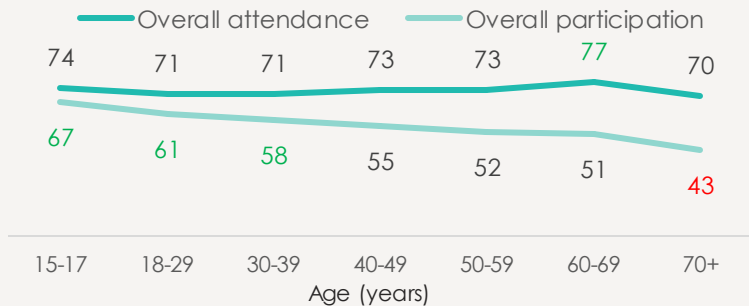
This page summarises subgroup differences for attendance and participation in the arts over the last 12 months. Comparisons are made with the national averages for overall attendance (72%) and overall participation (54%).

Gender and age

Women are more likely than men to have attended or participated in the arts in the last 12 months.

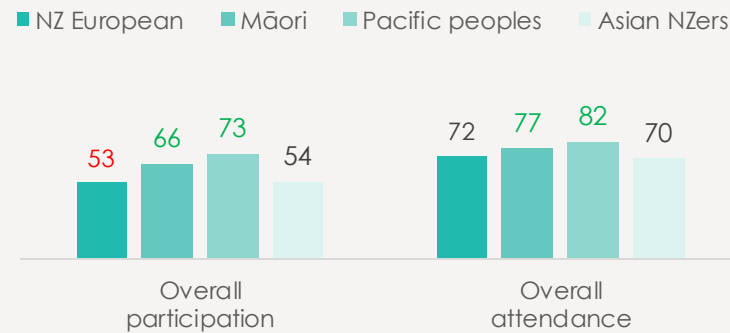


Participation in the arts declines as New Zealanders age. However, age is a less of a differentiator when it comes to attendance.



Ethnicity

Māori and Pacific peoples have higher than average engagement with the arts. While NZ Europeans have lower than average participation, their attendance is on par with the average.



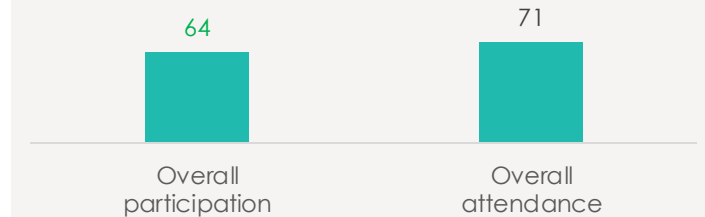
Household income

New Zealanders living in higher-high income households are more likely to attend the arts than those in low to medium income households.

Attendance by income			
Low income	Mid income	Higher income	High income
70%	72%	76%	75%

Disability

Deaf and disabled people are more likely than average to participate in the arts, but they have average attendance.



Region

Wellington has higher than average attendance and participation (80% and 62%, respectively).

Waikato has lower than average attendance (68%).

Base: 2023 Men (n=2,784) Women (n=3,713) 15-17 years (n=520) 18-29 years (n=773) 30-39 years (n=1,233) 40-49 years (n=981) 50-59 years (n=1,123) 60-69 years (n=990) 70+ years (n=907) NZ European (n=4,530) Māori (n=1,703) Pacific peoples (n=530) Asian New Zealanders (n=902) Deaf and disabled people (n=766) Wellington (n=591) Waikato (n=502)

Frequency of attendance

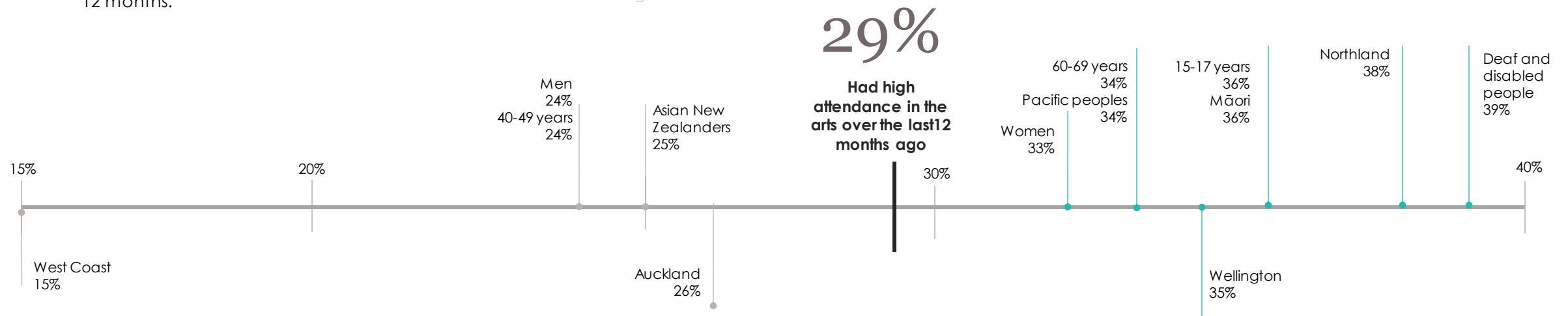
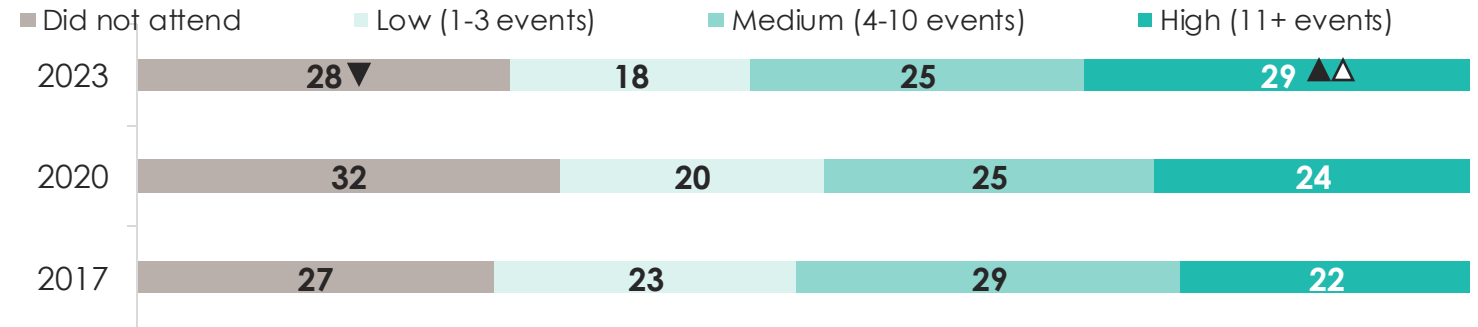
High attendance at the arts (11+ events in the last 12 months) has increased over time (up seven points since 2017 to 29% in 2023).

On average, how often have you [attended any artform] in the last 12 months?

%

We have grouped New Zealanders by the frequency with which they attend any artform:

- Did not attend
- Low – attended 1 to 3 arts events in the last 12 months
- Medium – attended 4 to 10 arts events in the last 12 months
- High – attended 11+ arts events in the last 12 months.



Base: All respondents 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

Frequency of attendance shows the number of times respondents have attended any of the following artforms in the last 12 months: craft & object art, literature, ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts.

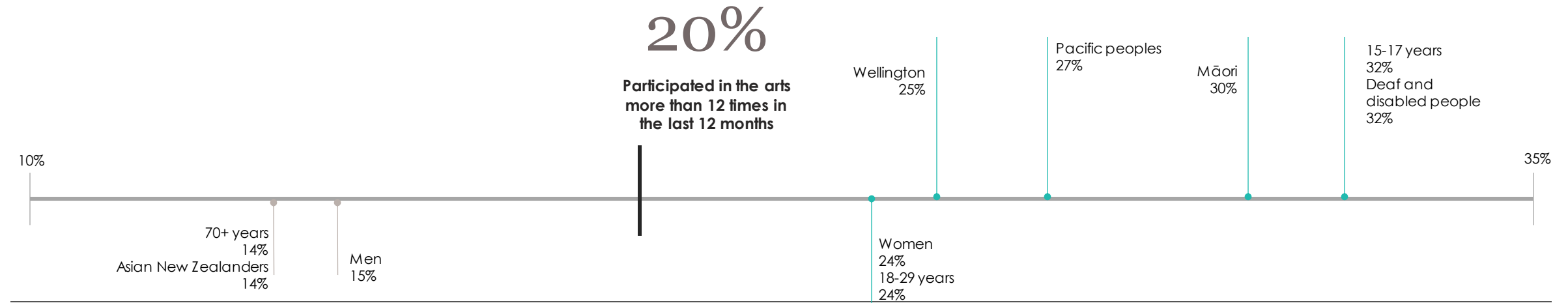
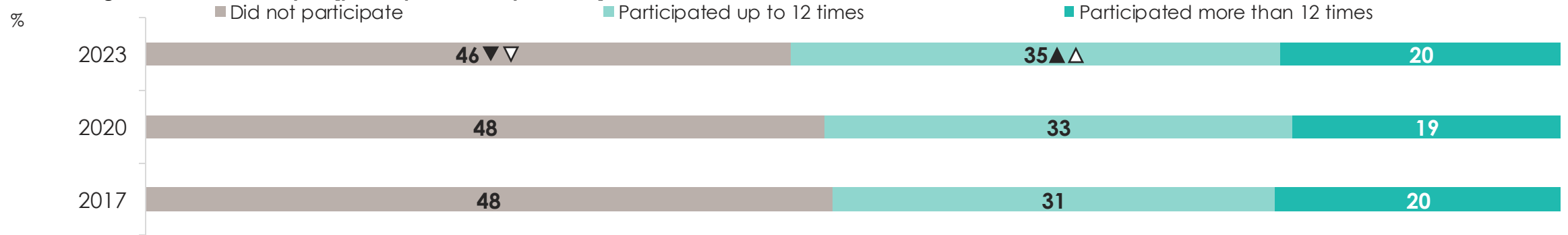
▲ = significantly higher / lower than 2017

▲ = significantly higher / lower than 2020

Frequency of participation

The increase in overall participation is driven by more New Zealanders participating up to 12 times a year. More frequent participation has remained fairly consistent since 2017.

On average, how often have you [participated in any artform] in the last 12 months?



Base: All respondents 2017 (n=6101); 2020 (n=6263); 2023 (n=6527)

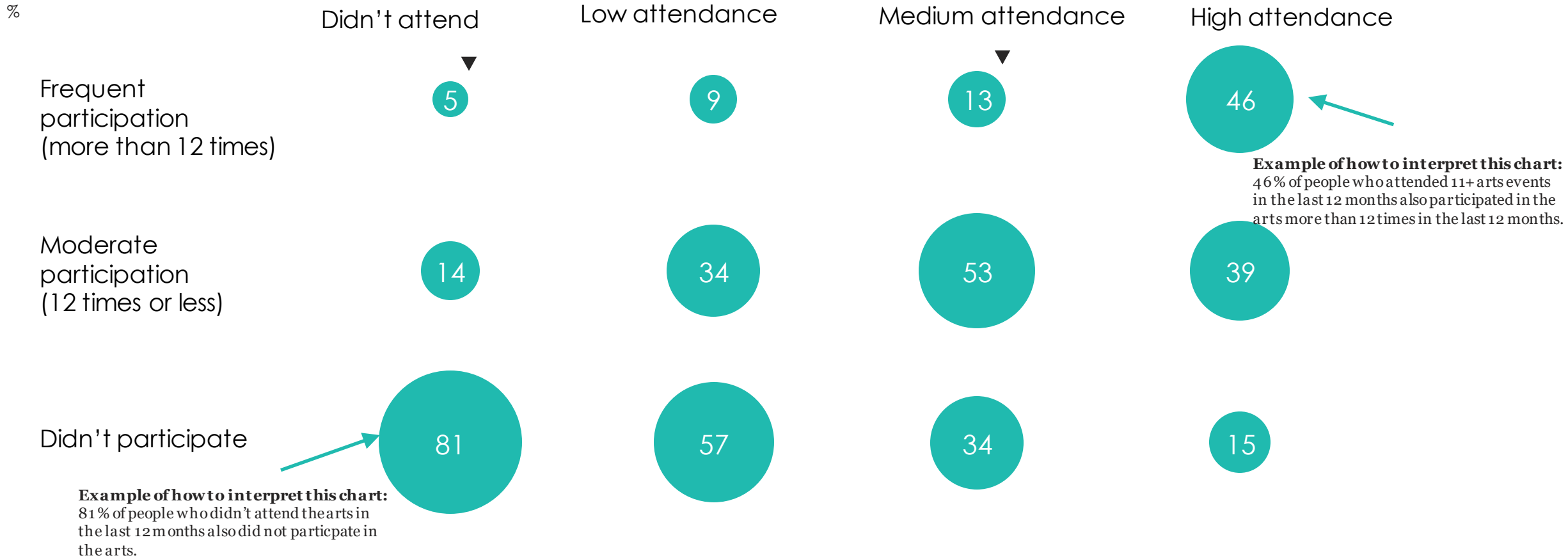
$\nabla\nabla$ = significantly higher / lower than 2017

$\blacktriangle\triangle$ = significantly higher / lower than 2020

Relationship between participation and attendance

There continues to be a relationship between participation and attendance, with nearly half (46%) of high attendees participating in the arts frequently. The frequent participation groups have shrunk slightly in size, influenced by the increase in moderate participation.

The relationship between participation and attendance

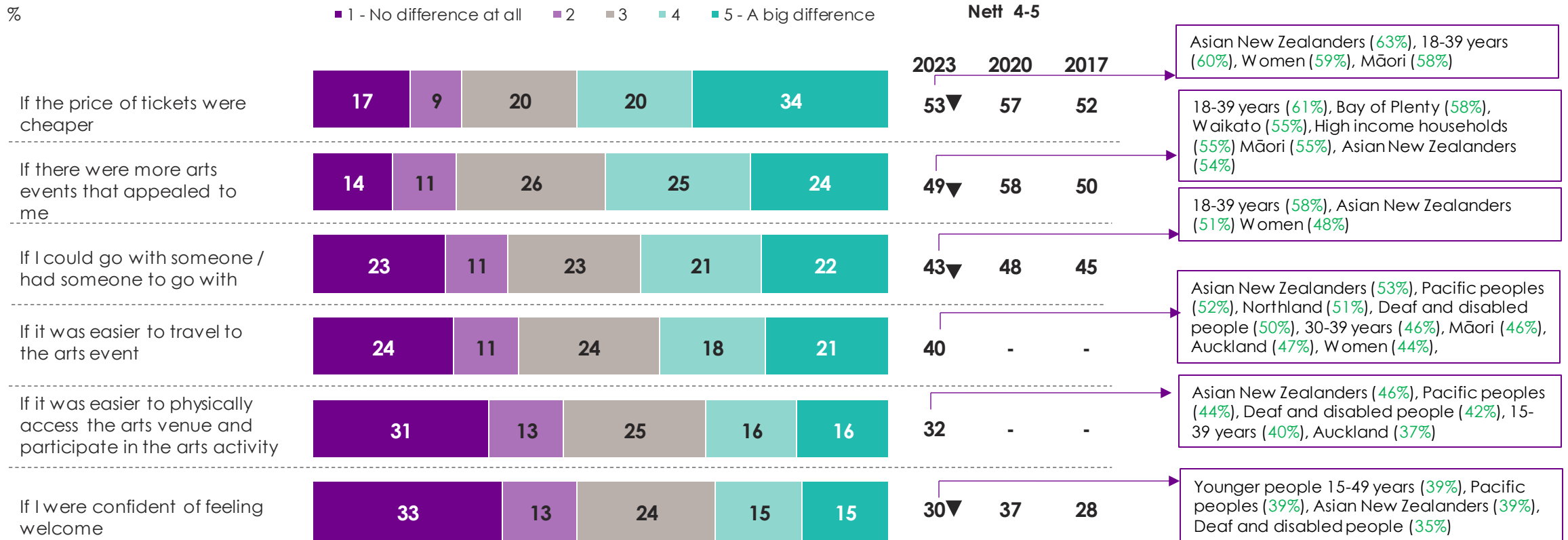


Base: All respondents; 2020 (n=6,263) 2023 (n=6,527)

Encouraging greater attendance at the arts

Price and difficulties in finding appealing events or someone to go with continue to be the most common barriers to greater engagement with the arts (and are back at 2017 levels). Accessibility barriers were measured for the first time in 2023: four in ten people would attend arts events if they were easier to travel to and three in ten would do so if it were physically easier to do so. These barriers are more pronounced for certain groups, in particular Deaf and disabled people.

You earlier agreed that the arts interest you, but you still don't go much. What difference would the following make in encouraging you to go to the arts more often?



Base: All respondents who are interested in the arts but do not go much 2017 (n=3,822); 2020 (n=4,306); 2023 (n=4,587)

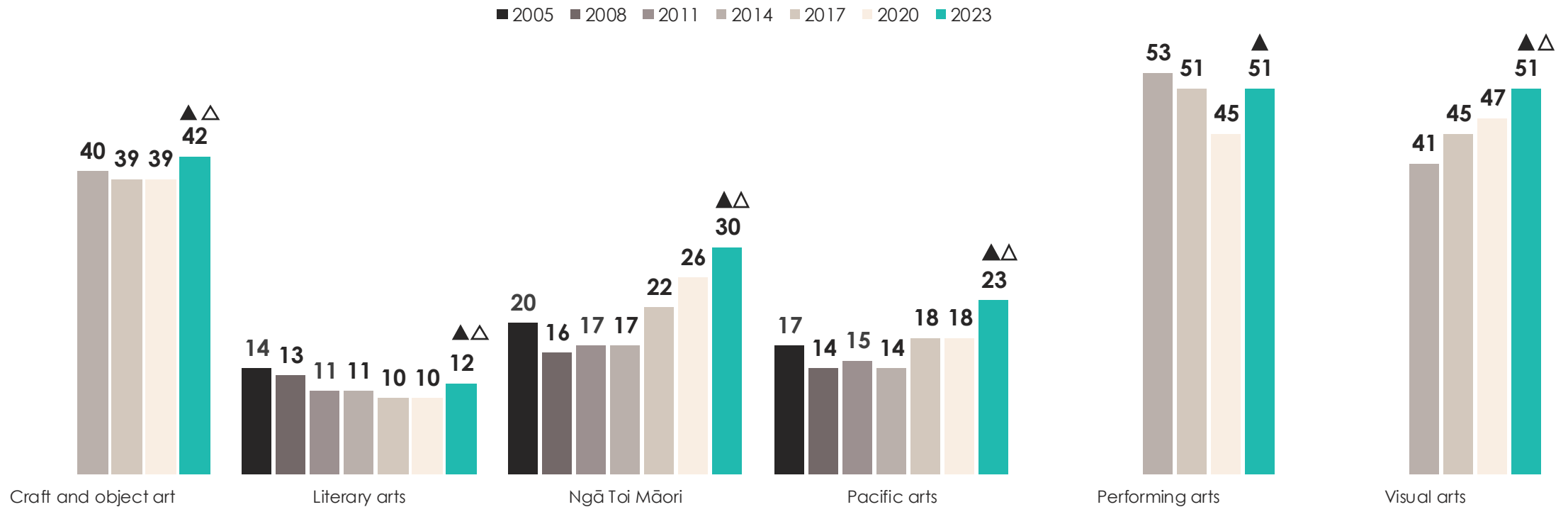
Attendance by artform

Attendance by artform

The rise in overall attendance since 2020 is a result of increases across all artforms, reflecting increased attendance following Covid restrictions in 2020. For Ngā Toi Māori, Pacific arts and visual arts, this is a continuation of a longer-term trend of increasing attendance.

Proportion who have attended the artform in the last 12 months

%



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

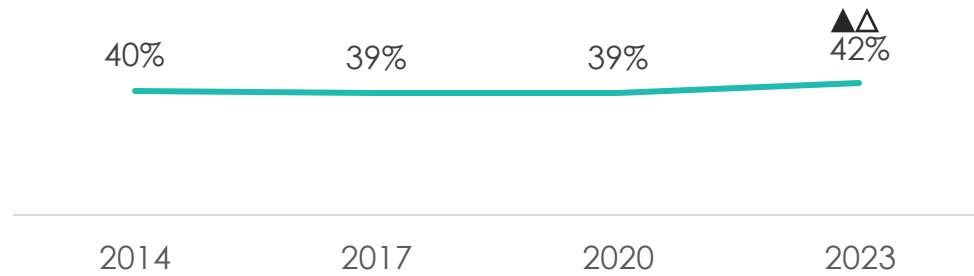
▲△ = significantly higher / lower than 2017

▲▼ = significantly higher / lower than 2020

Craft and object art attendance

Compared to 2020, more New Zealanders attended craft and object art works events in person, although the frequency of attendance has not changed substantially.

Have you seen any craft and object artworks at an exhibition, festival, art gallery, museum, library, or online in the last 12 months?

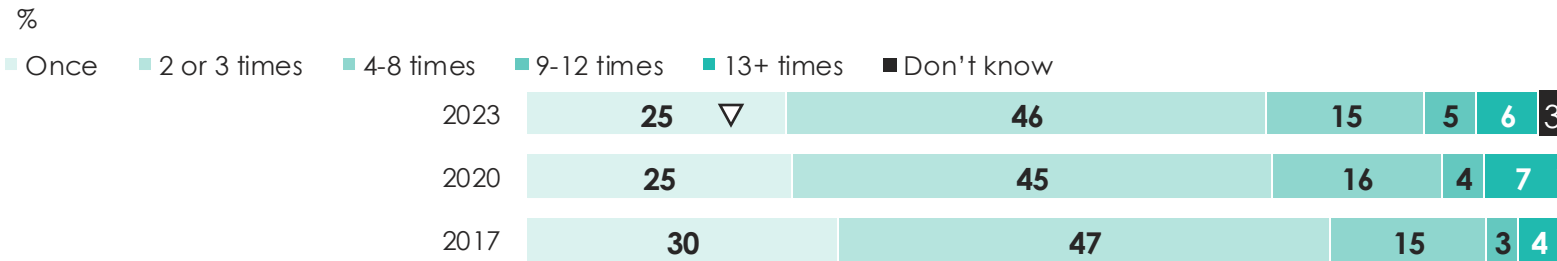


Base: All respondents 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

Attendance is higher among:

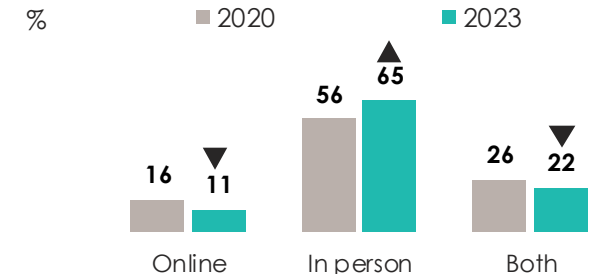
- Gisborne (62%)
- Nelson (55%)
- 60-69 years (50%)
- Women (48%)
- Wellington (48%)
- Pacific peoples (47%)
- Māori (46%)

On average how often have you done this in the last 12 months?



Base: All who have attended craft and object art 2017 (n=2,487); 2020 (n=2,484); 2023 (n=2,809)

Did you do this online or in person?



Base: All who have attended craft and object art 2020 (n=2,484); 2023 (n=2,809)

	2020	2023
Nett in person	82%	87% ▲
Nett online	42%	33% ▼

'Nett online' higher among:

- Manawatū-Wanganui (45%)
- 15-17 years (45%)
- Deaf and disabled people (43%)
- Māori (43%)
- Waikato (41%)
- Pacific peoples (39%)
- Low income households (38%)

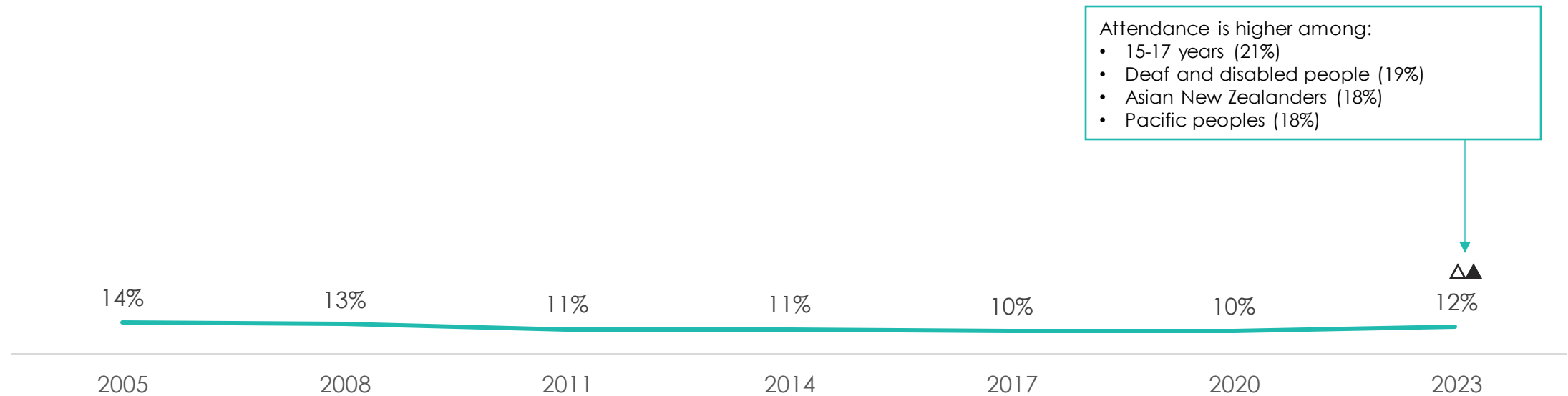
▲▼ = significantly higher / lower than 2017

▲▼ = significantly higher / lower than 2020

Literary arts attendance

Just over one in ten (12%) New Zealanders attended a literary arts event in the last 12 months. This reflects a small increase of two points since 2017 and 2020, and is the first increase in attendance since measurement began in 2005.

Have you gone to any spoken word, poetry or book readings, or literary festivals or events in the last 12 months?



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

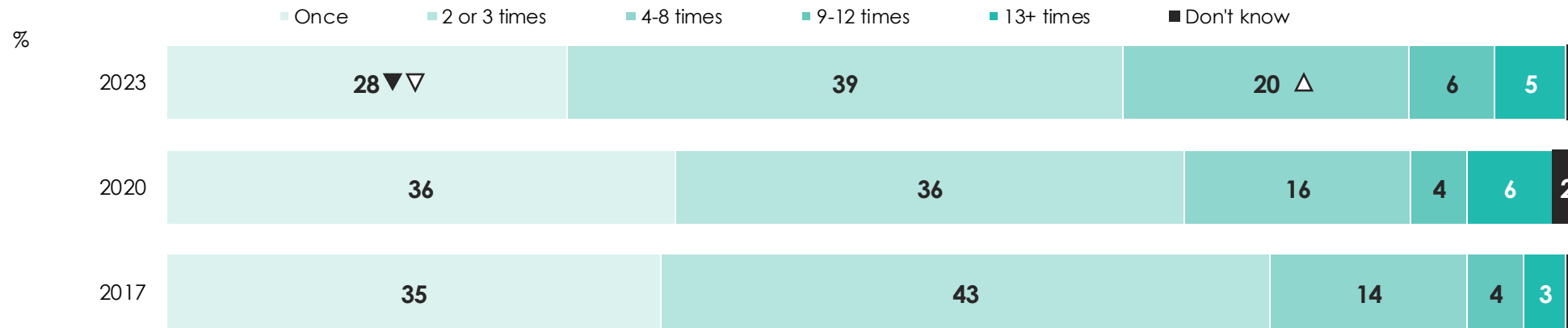
△▽ = significantly higher / lower than 2017

▲▼ = significantly higher / lower than 2020

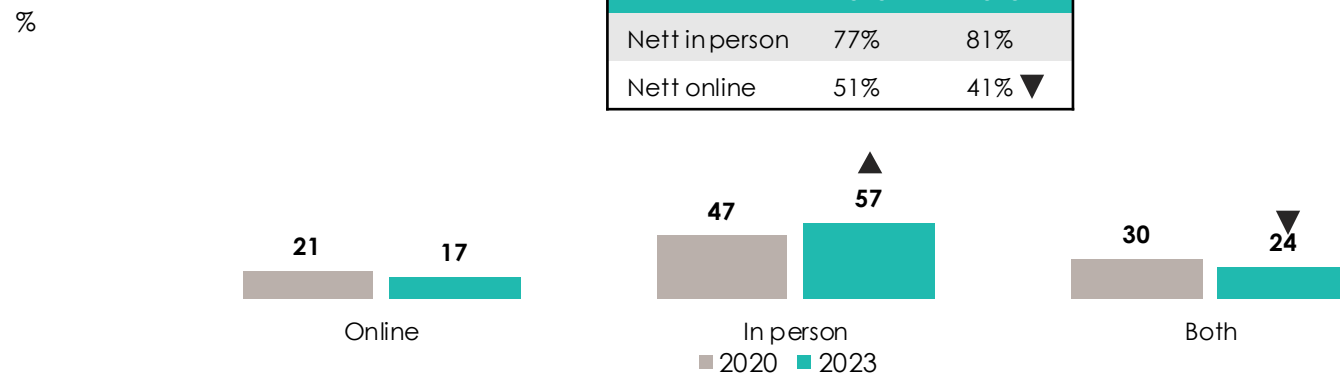
Literary arts attendance frequency

The frequency of literary arts attendance has increased over the last six years. In 2023, 31% of attendees attended at least four literary arts events, compared with 26% in 2020 and 21% in 2017. Further, in person only attendance is now more common.

On average how often have you done this in the last 12 months? (Either in person or online)



Did you do this online or in person?



	2020	2023
Nett in person	77%	81%
Nett online	51%	41% ▼

'Nett online' higher among:

- Asian New Zealanders (57%)
- Deaf and disabled people (56%)
- 30-39 years (54%)

'Nett in person' higher among:

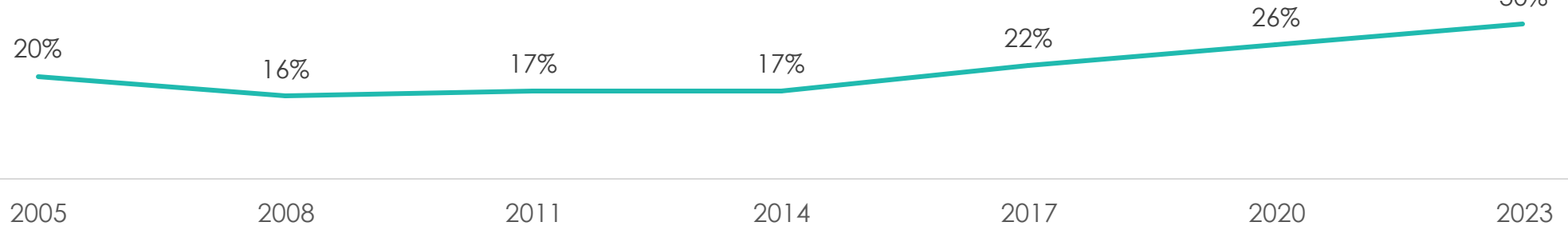
- 60+ years (93%)
- NZ European (88%)

Base: All who have attended literary arts 2017 (n=580); 2020 (n=652); 2023 (n=771)

Ngā Toi Māori attendance

Ngā Toi Māori attendance continues to climb. In fact, attendance has almost doubled from 17% in 2014 to 30% in 2023. Half of Māori attended a Ngā Toi Māori event in 2023.

Have you seen any artworks by Māori artists or gone to any Māori arts or cultural performances, Toi Ahurei, festivals or exhibitions in the last 12 months?



Attendance is higher among:

- Māori (50%)
- Gisborne (47%)
- Northland (43%)
- Wellington (41%)
- Pacific peoples (41%)
- Deaf and disabled people (36%)
- Women (34%)
- 60-69 years (34%)

Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

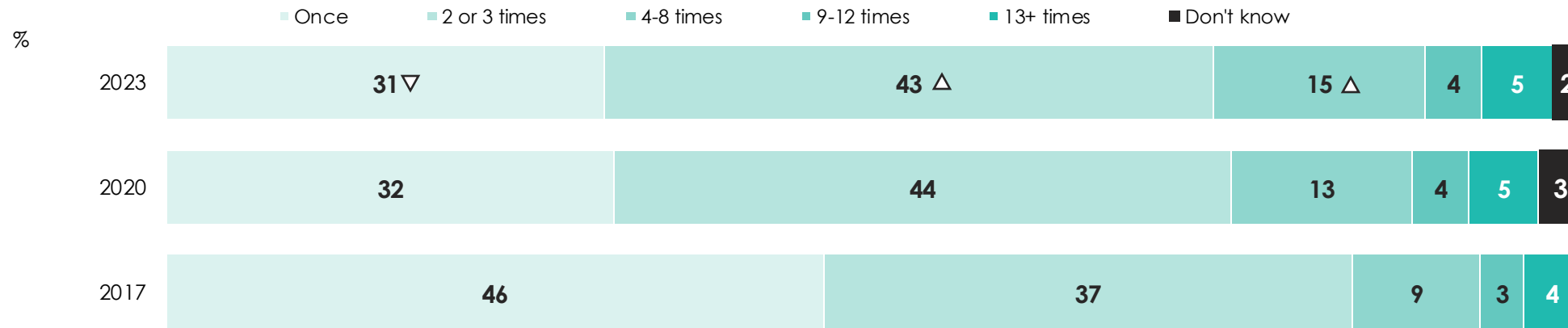
▲▽ = significantly higher / lower than 2017

▲▼ = significantly higher / lower than 2020

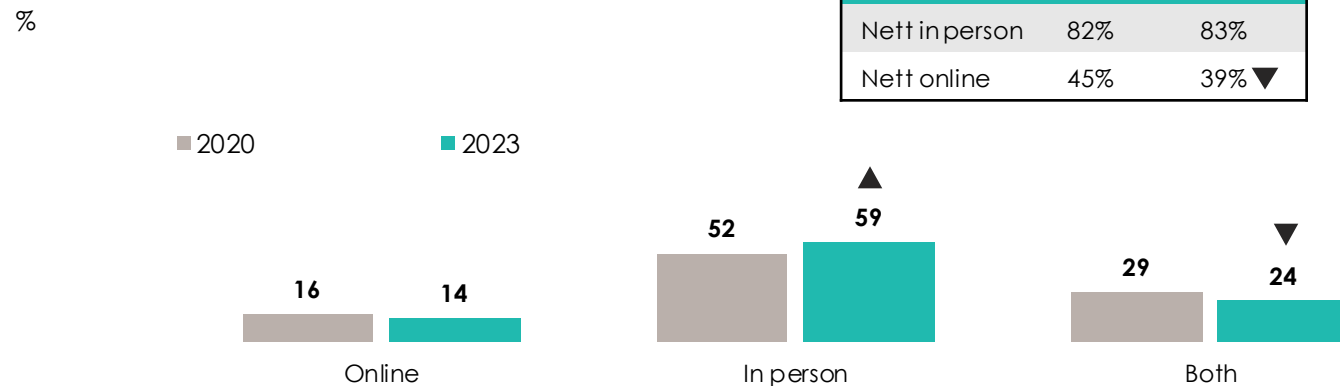
Ngā Toi Māori arts attendance frequency

The frequency with which people attend Ngā Toi Māori arts events is consistent with 2020 (but higher than in 2017). However, online attendance has declined.

On average, how often have you done this in the last 12 months? (Either in person or online)



Did you do this online or in person?



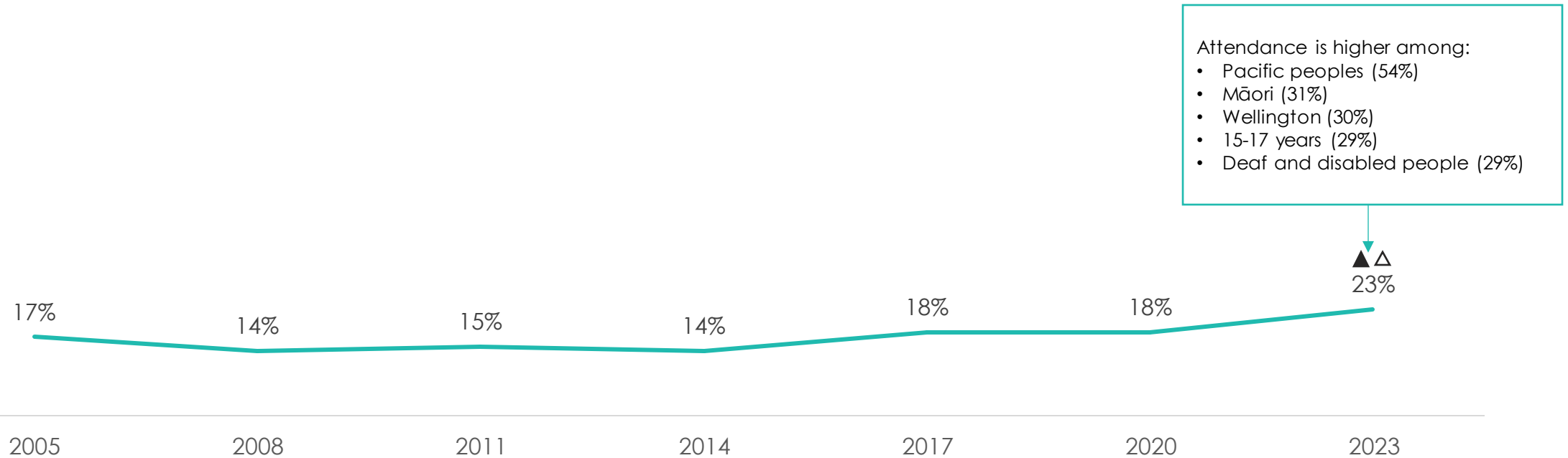
- 'Nett online' higher among:
- Northland (57%)
 - 15-17 years (53%)
 - Deaf and disabled people (53%)
 - Māori (46%)
 - Low income households (44%)
- 'Both' higher among:
- Northland (39%)
 - Manawatū-Wanganui (35%)
 - Māori (33%)

Base: All who have attended Māori arts 2017 (n=1,318) 2020 (n=1,735); 2023 (n=2,149)

Pacific arts attendance

In 2023, nearly one in four New Zealanders attended a Pacific arts event, a record high since 2005. Over half of Pacific peoples attended a Pacific arts event in 2023.

Have you seen any artworks by Pasifika artists or gone to any Pasifika cultural performances, festivals or exhibitions in the last 12 months?



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

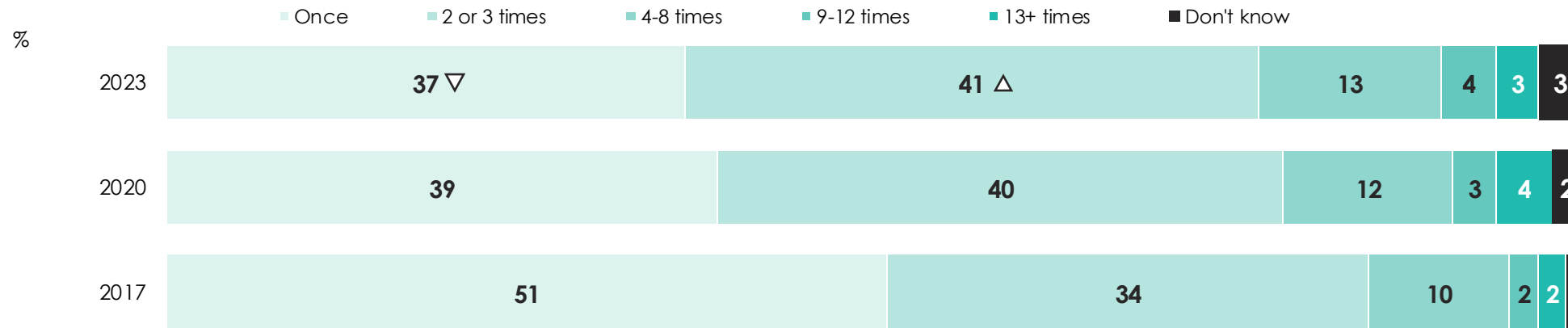
△▽ = significantly higher / lower than 2017

▲▼ = significantly higher / lower than 2020

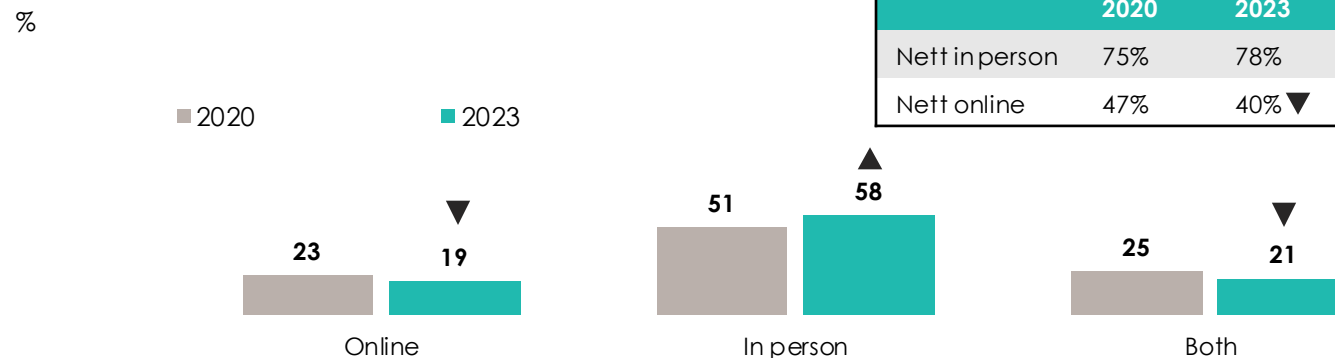
Pacific arts attendance frequency

Attendees of Pacific arts events attend these events more frequently than in 2017, but about as often as they did in 2020. However, online attendance has dropped since 2020.

On average, how often have you done this in the last 12 months? (Either in person or online)



Did you do this online or in person?



'Nett online' higher among:

- Northland (65%)
- Deaf and disabled people (54%)
- Waikato (52%)
- Low income households (47%)
- Māori (44%)

'Both' higher among:

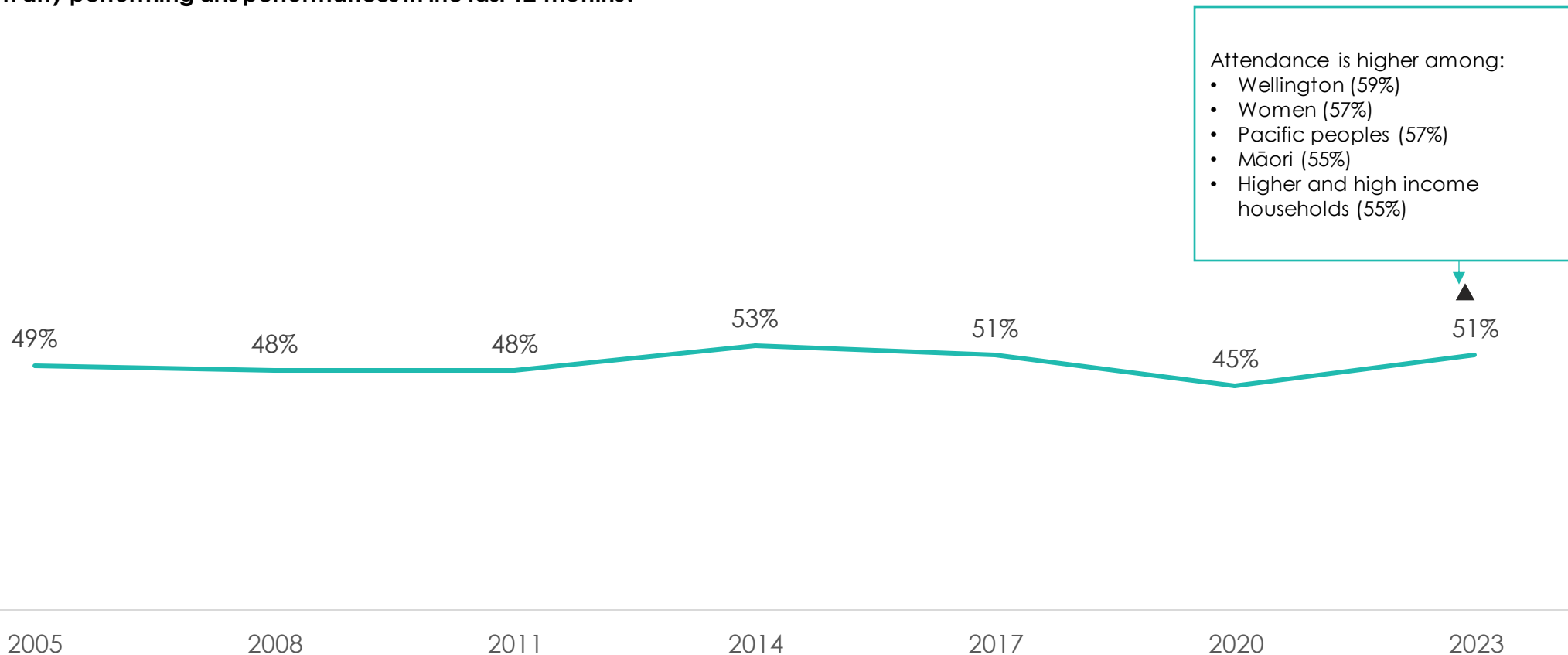
- Northland (38%)
- Māori (27%)

Base: All who have attended Pacific arts 2017 (n=1,067) 2020 (n=1,182); 2023 (n=1,592)

Performing arts attendance

Performing arts attendance has recovered after the Covid driven decline in 2020. Half of New Zealanders attended a performing arts event in 2023.

Have you seen any performing arts performances in the last 12 months?



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

△▽ = significantly higher / lower than 2017

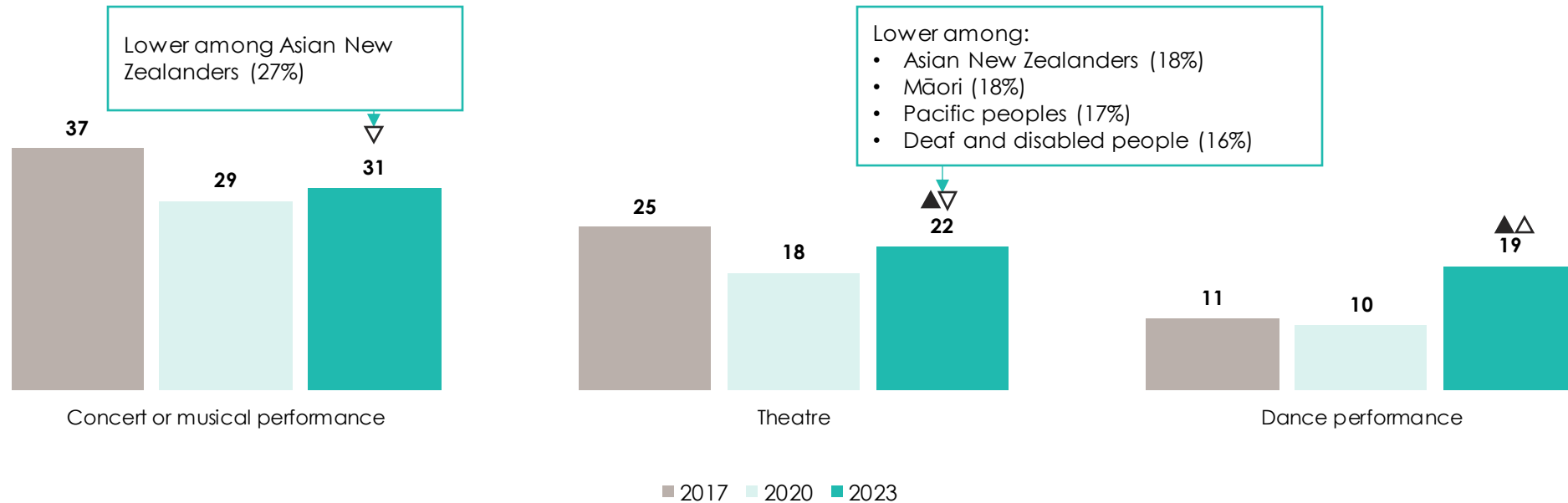
▲▼ = significantly higher / lower than 2020

Performing arts attendance

More New Zealanders have attended a dance performance in the last 12 months (19%) than in either 2020 or 2017. Similarly, theatre attendance (22%) is higher than in 2020 but is yet to reach the 2017 level. Compared to 2020, concert attendance is stable and still lower than in 2017.

Which of these have you been to in the last 12 months?

%



Attendance levels are higher among women and those from high-income households for each of these three types of performing arts.

Attending dance events is more common among 15-17 year olds, Māori and Pacific peoples, while theatre attendance is more common among metropolitan city residents.

Base: All respondents 2017 (n=6,101) 2020 (n=6,263); 2023 (n=6,527)

△▽ = significantly higher / lower than 2017

▲▼ = significantly higher / lower than 2020

Performing arts attendance

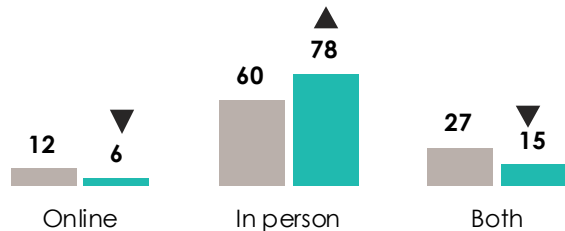
Compared with 2020, in person attendance has increased and online attendance has declined for each performing arts form.

Did you do this online or in person?

%

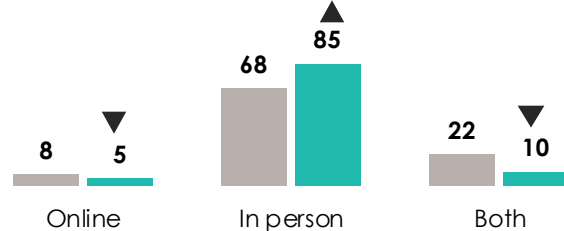
'Nett online' higher among Māori, Pacific peoples, low income households and Deaf and disabled people for all three forms of performing arts.

	2020	2023
Nett in person	87%	93% ▲
Nett online	38%	21% ▼



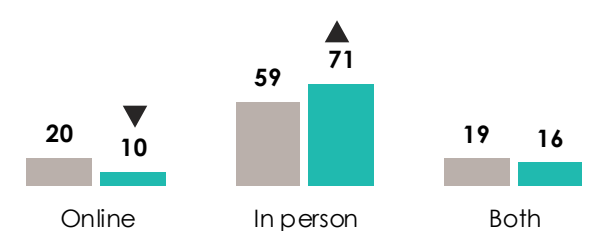
Concert or musical performance
2020 (n=1,832); 2023 (n=2,068)

	2020	2023
Nett in person	90%	95% ▲
Nett online	30%	15% ▼



Theatre
2020 (n=1,117); 2023 (n=1,407)

	2020	2023
Nett in person	78%	87% ▲
Nett online	39%	26% ▼



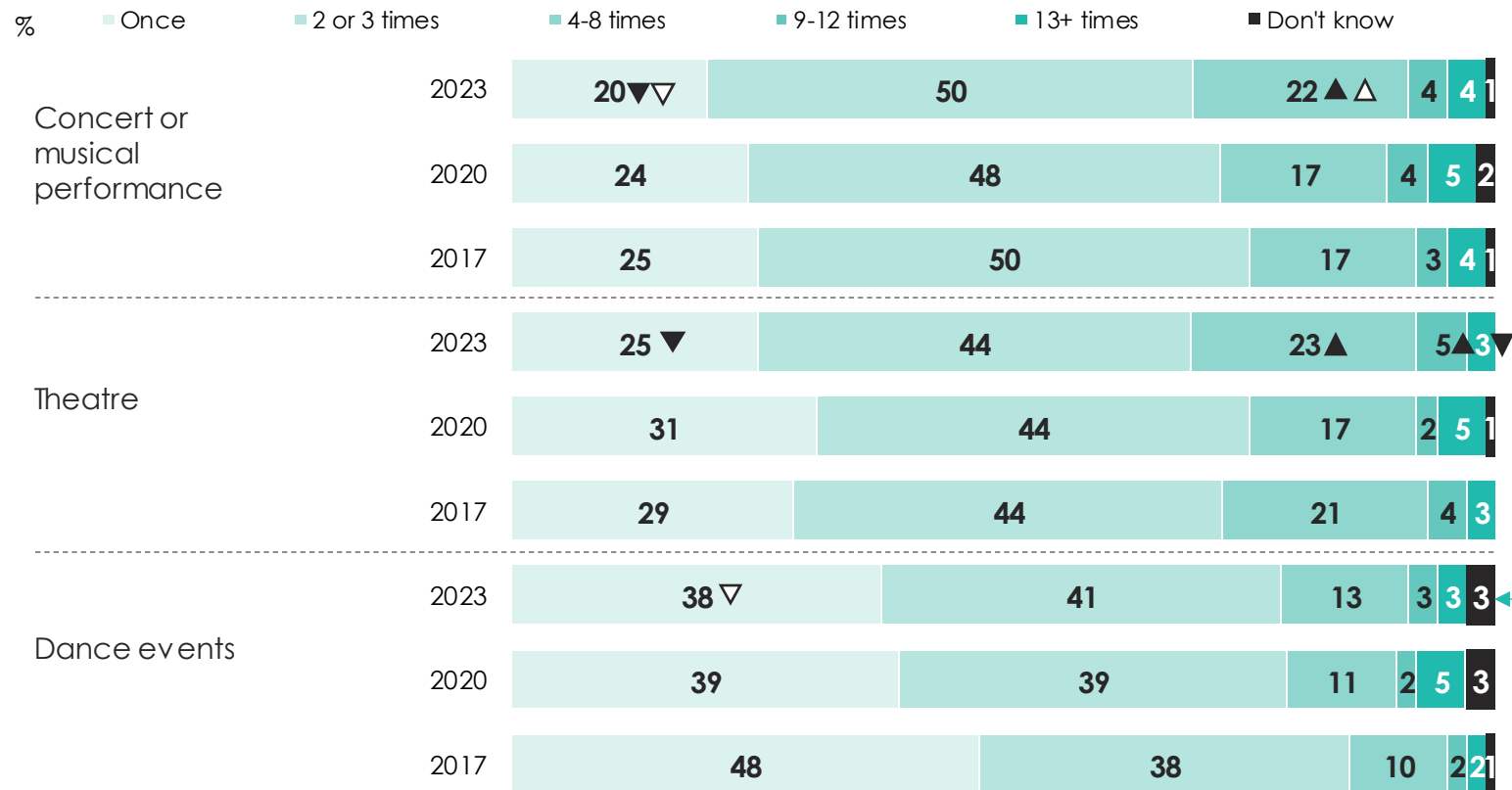
Dance events
2020 (n=646); 2023 (n=1,272)

■ 2020 ■ 2023

Performing arts attendance frequency

New Zealanders who attended music or theatre events in 2023 are more likely to have attended multiple events compared to previous years. Conversely, frequency of attendance at dance events is comparable to 2020.

On average, how often have you attended (concerts or other musical performances / dance events / theatre) in the last 12 months?



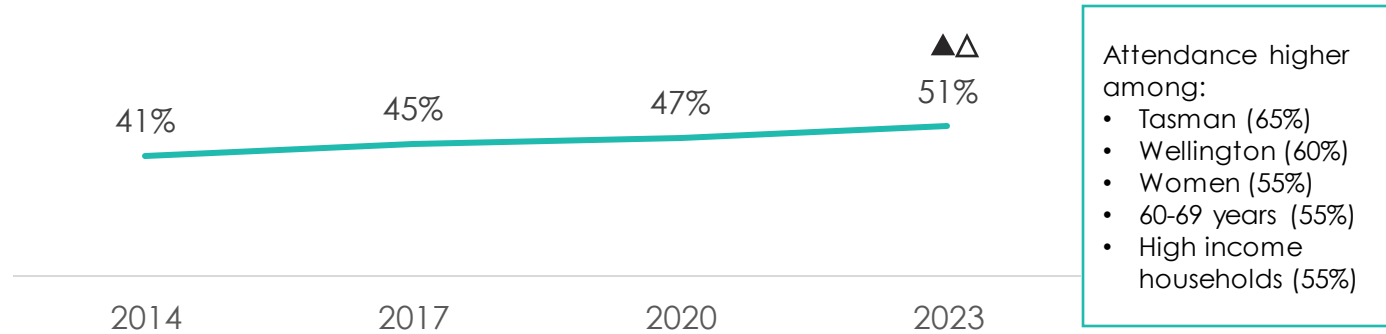
Dance attendees aged 15-17 years are more likely to have attended 13+ dance events in the last 12 months (12%)

Base: All respondents who have attended each artform concert or musical performance 2017 (n=2,160) 2020 (n=1832); 2023 (n=2068) | theatre 2017 (n=1,468) 2020 (n=1117); 2023 (n=1407) | dance events 2017 (n=713) 2020 (n=646); 2023 (n=1272)

Visual arts attendance

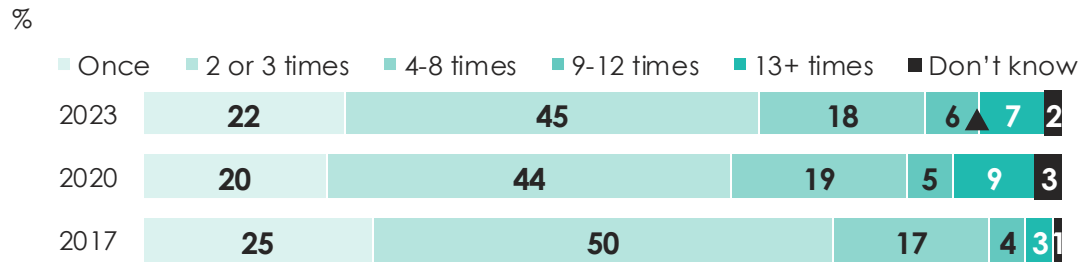
Attendance at visual arts events has steadily risen over time. Half of New Zealanders attended a visual arts event in 2023; this is a 10-point increase since 2014. Like other artforms, in person attendance is up while fewer attended online.

Have you seen any visual artworks at an exhibition, festival, art gallery, museum, library, cinema or online in the last 12 months?



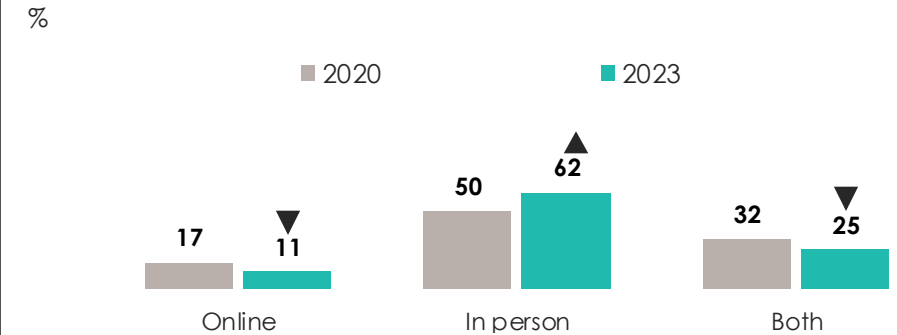
Base: All respondents 2014 (n=1181); 2017 (n=6101); 2020 (n=6263); 2023 (n=6527)

On average how often have you done this in the last 12 months?



Base: All who attended visual arts: 2017 (n=2,786) 2020 (n=3,032); 2023 (n=3,386)

Did you do this online or in person?



Base: All who attended visual arts: 2020 (n=3,032); 2023 (n=3,386)

	2020	2023
Nett in person	81%	87%▲
Nett online	48%	36%▼

'Nett online' higher among:

- Northland (54%)
- Deaf and disabled people (48%)
- Manawatū-Wanganui (47%)
- 15-17 years (46%)
- Māori (44%)
- Low income households (41%)

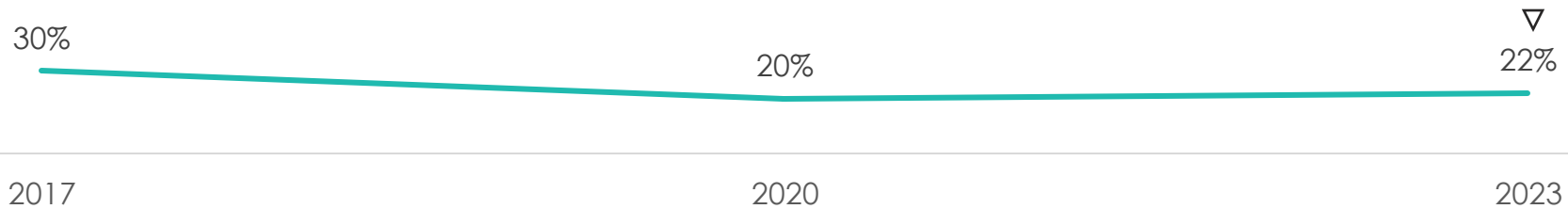
▲▼ = significantly higher / lower than 2017

▲▼ = significantly higher / lower than 2020

Visual arts attendance: impact of film festivals

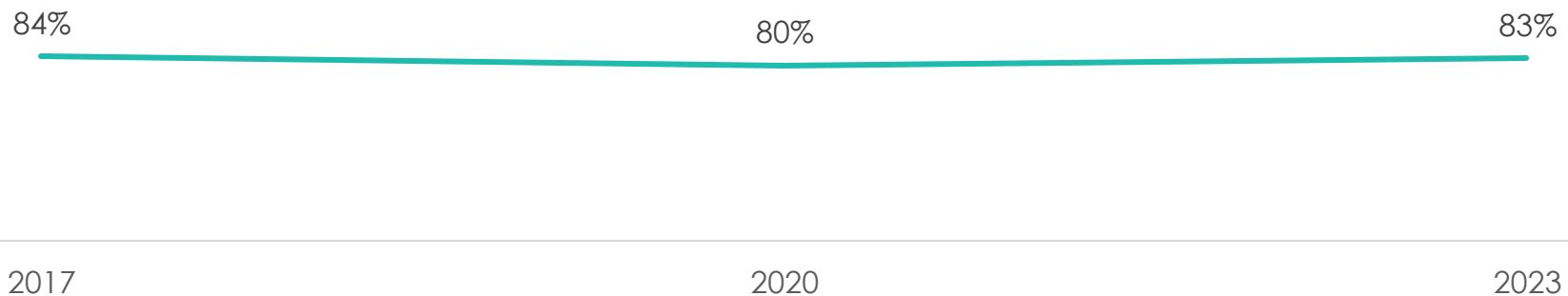
Attendance at film festivals is yet to recover to pre-Covid levels.

Were film festivals included among the visual arts you have visited in the last 12 months?



Base: All who attended visual arts: 2017 (n=2,786); 2020 (n=3,032); 2023 (n=3,386)

And have you visited visual arts other than film festivals in the last 12 months?



Base: All who attended film festivals: 2017 (n=817); 2020 (n=652); 2023 (n=757)

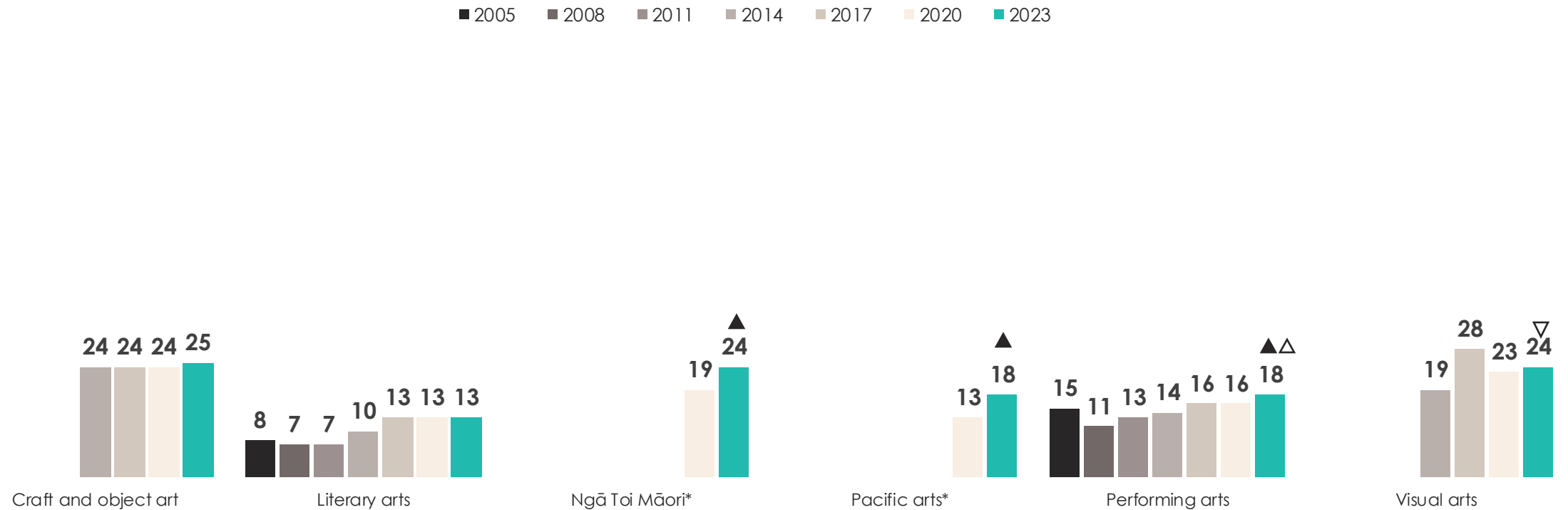
Participation by artform

Participation by artform

More New Zealanders participating in Ngā Toi Māori, Pacific arts and performing arts has contributed to the increase in overall participation in the arts in 2023.

Proportion who have participated in different artforms in the last 12 months.

%



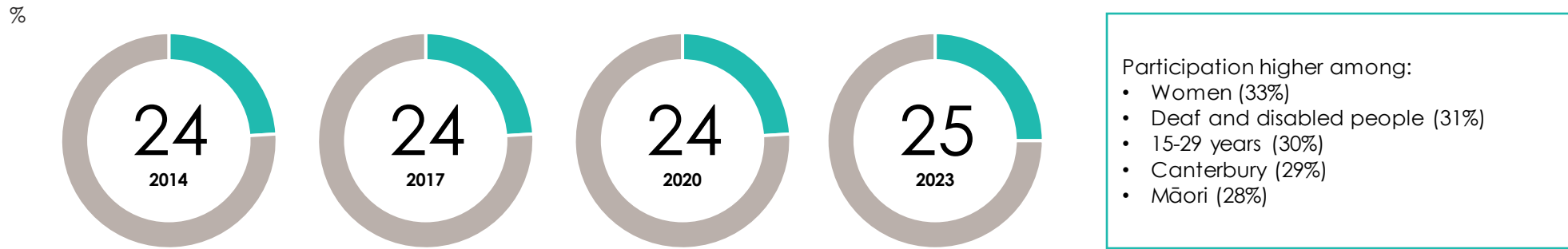
Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

*Note: Historic data not shown as participation for Ngā Toi Māori and Pacific arts in 2020 differs from how it was asked in previous years.

Craft and object art participation

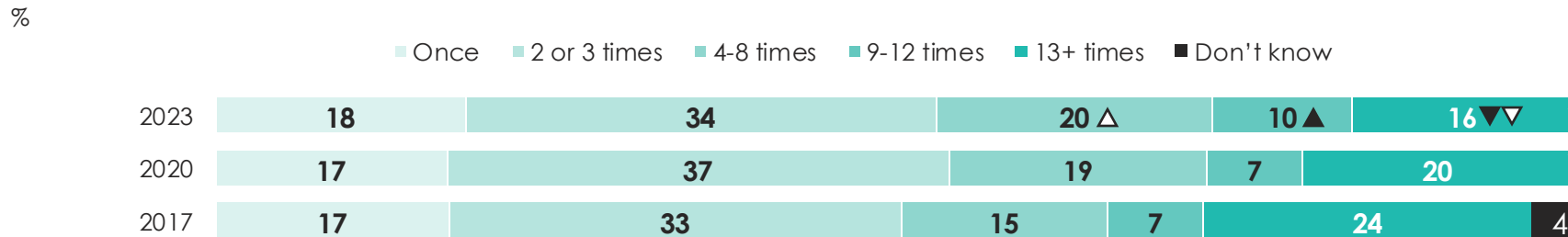
One in four New Zealanders participated in craft and object art in 2023, which is very similar to previous years. Participation frequency also remains fairly stable although fewer participants took part 13+ times compared to 2020.

Thinking again about craft and object art, have you created anything in the last 12 months?



Base: All respondents 2014 (n=1181); 2017 (n=6101); 2020 (n=6263); 2023 (n=6527)

On average, how often have you done this in the last 12 months?

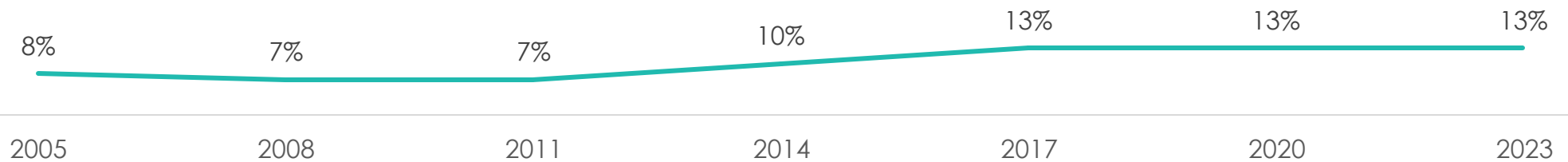


Base: All who have participated in craft and object art 2017 (n=1,540) 2020 (n=1,514); 2023 (n=1,686)

Literary arts participation

Participation in literary arts has not changed since 2017. Further, the increase in literary arts attendance means there is now little difference between attendance and participation levels for this artform (12% attendance versus 13% participation).

Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?



Base: All respondents 2005 (n=1,375); 2008 (n=2,099); 2011 (n=2,580); 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

△▽ = significantly higher / lower than 2017

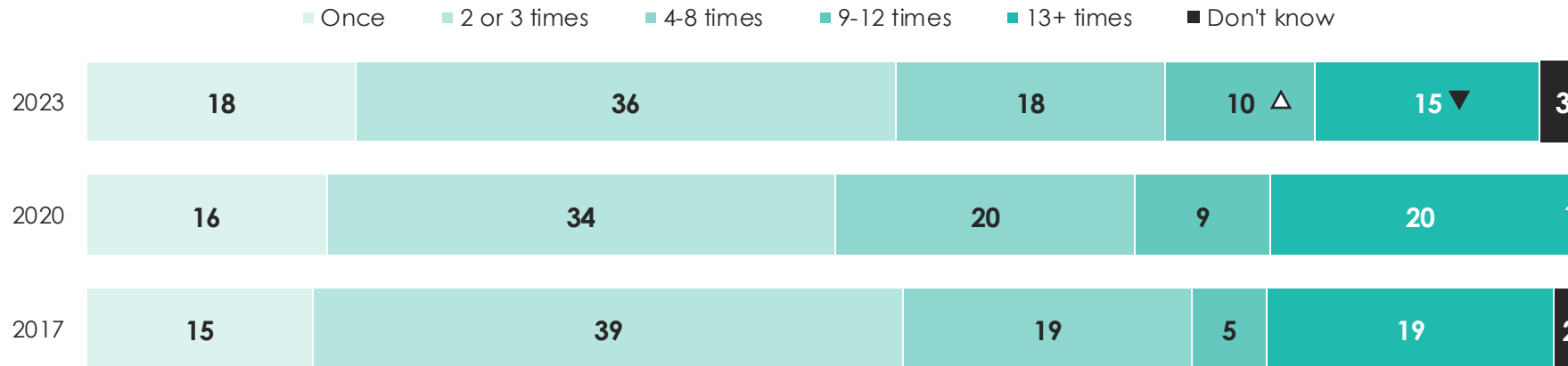
▲▼ = significantly higher / lower than 2020

Literary arts participation

Fifteen percent of those who participate in literary arts do so especially frequently (at least 13 times in the last 12 months). This is down from 20% in 2020.

On average how often have you done this in the last 12 months?

%



Base: All those who have participated in the literary arts 2017 (n=746); 2020 (n=814), 2023 (n=890)

Δ ∇ = significantly higher / lower than 2017

\blacktriangle \blacktriangledown = significantly higher / lower than 2020

Ngā Toi Māori participation

Around one in four New Zealanders participated in Ngā Toi Māori in 2023, a significant increase from one in five in 2020. This is driven by more people participating in puoro, Māori arts and cultural events, kai mā te whatu, and kanikani. Māori and Pacific peoples, as well as younger people and Deaf and disabled people have higher rates of participation in Ngā Toi Māori.

In the last 12 months have you taken part in any Ngā Toi Māori (Māori arts)?

%



Participation higher among:

- Māori (48%)
- Pacific peoples (40%)
- Deaf and disabled people (35%)
- Wellington (31%)
- 15-39 years (31%)
- Women (28%)

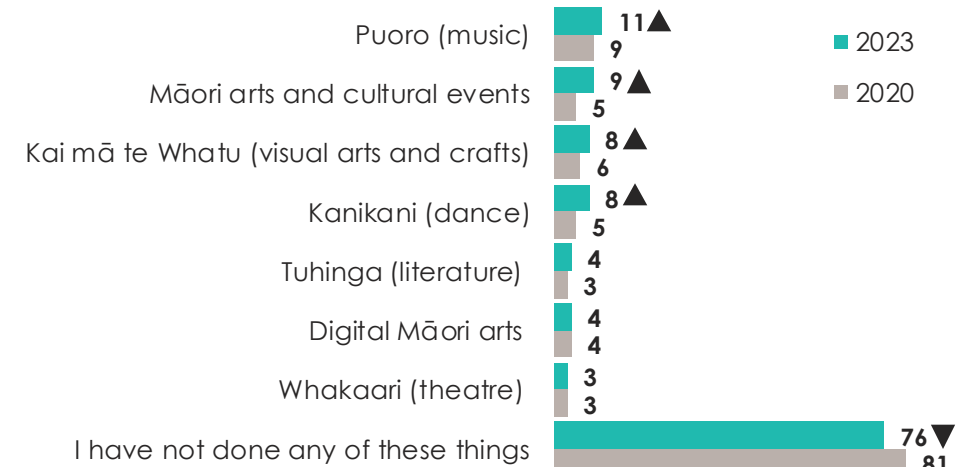
Participation in Ngā Toi Māori has increased for both Māori and non-Māori:

- 8 point increase for Māori (from 40% to 48%)
- 4 point increase for non-Māori (from 16% to 20%)

Base: All respondents 2020 (n=6,263); 2023 (n=6,527)

Choose all the activities you have done.

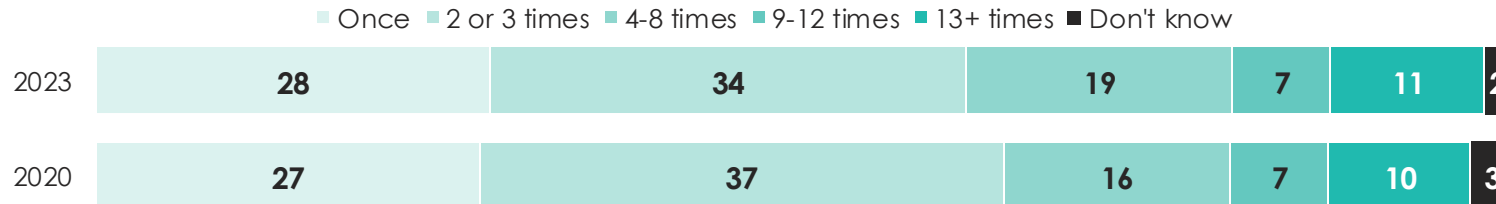
%



Base: All respondents: 2020 (n=6,263); 2023 (n=6,527)

On average, how often have you done this in the last 12 months?

%



Base: All who participated in Māori arts: 2020 (n=1,320); 2023 (n=1,770)

Pacific arts participation

Eighteen percent of New Zealanders participated in Pacific arts in 2023, a five point increase since 2020. This increase mainly stems from greater participation in Pacific music, visual arts and craft, dance, arts and cultural events and theatre. Over half (56%) of Pacific peoples take part in the Pacific arts.

In the last 12 months have you taken part in any Pacific arts?

%



Base: All respondents: 2020 (n=6,263); 2023 (n=6,527)

Participation higher among:

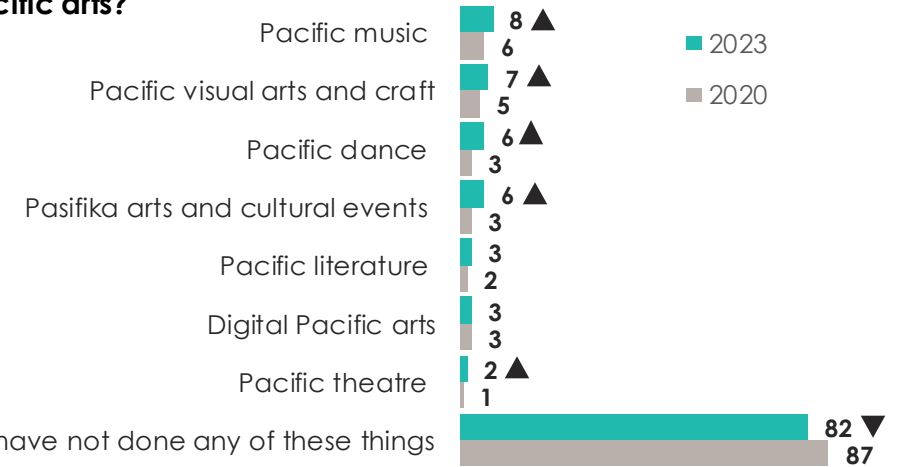
- Pacific peoples (56%)
- Deaf and disabled people (31%)
- Māori (26%)
- 15-39 years (25%)
- Asian New Zealanders (25%)
- Wellington (23%)
- Auckland (21%)

Participation in Pacific arts has increased for both Pacific peoples and non Pacific peoples:

- 7 point increase for Pacific peoples (from 49% to 56%)
- 4 point increase for non Pacific peoples (from 11% to 15%)

In the last 12 months have you taken part in any of the following Pacific arts?

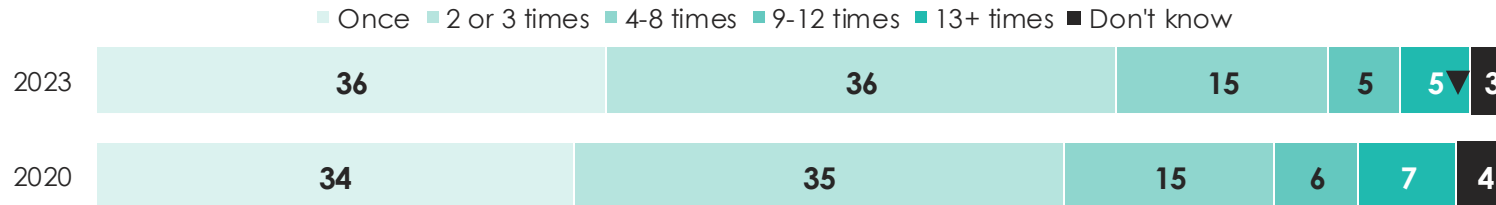
%



Base: All respondents: 2020 (n=6,263); 2023 (n=6,527)

On average how often have you done this in the last 12 months?

%



Base: All who participated in Pacific arts 2020 (n= 903); 2023 (n=1,285).

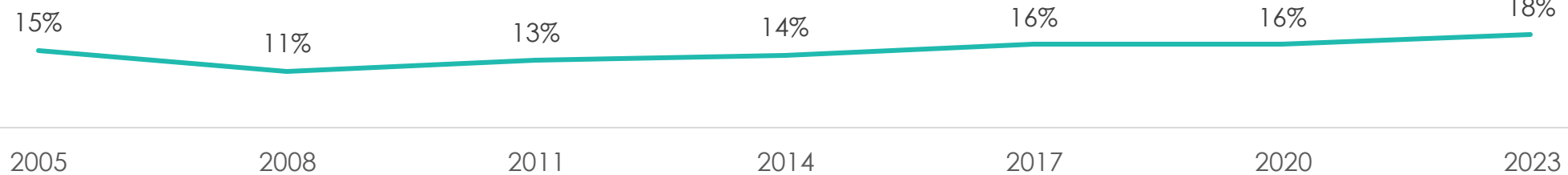
Performing arts participation

Nearly one in five New Zealanders participated in performing arts in 2023. This is significantly higher than in 2020 and 2017, and is the highest rate of participation on record.

Still thinking about the performing arts, have you taken part in this in the last 12 months?

Participation higher among:

- 15-17 years (38%)
- Pacific peoples (32%)
- Asian New Zealanders (25%)
- Māori (24%)
- Deaf and disabled people (24%)
- Wellington (22%)



Base: All respondents 2005 (n=1375); 2008 (n=2099); 2011 (n=2580); 2014 (n=1181); 2017 (n=6101); 2020 (n=6263); 2023 (n=6527)

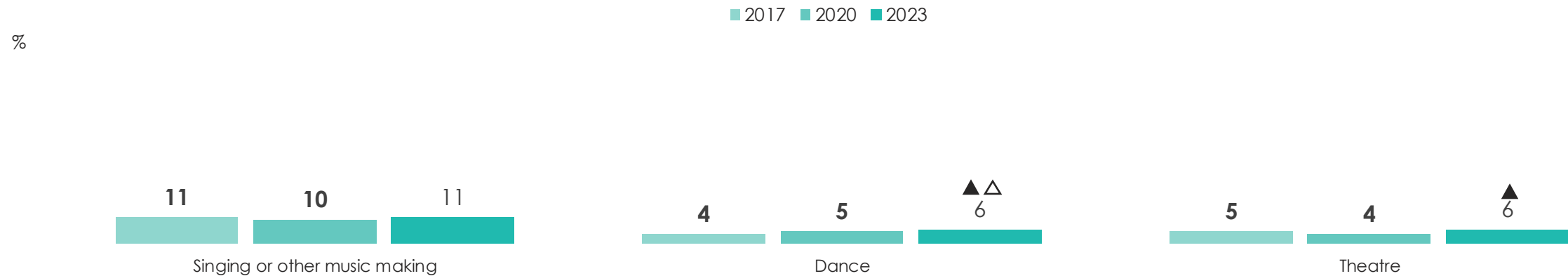
△▽ = significantly higher / lower than 2017

▲▼ = significantly higher / lower than 2020

Performing arts participation

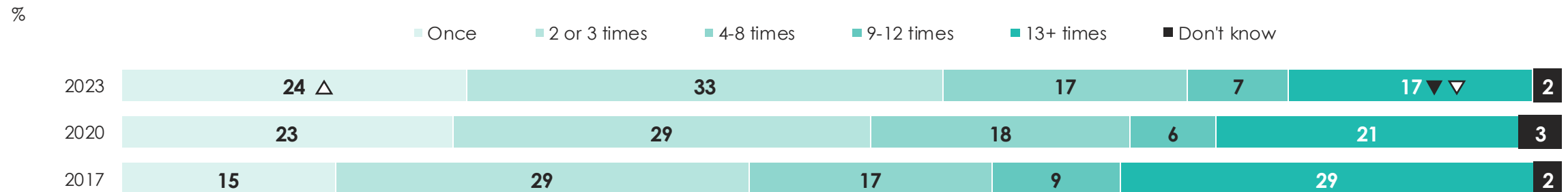
Greater participation in dance and theatre has driven the overall increase in performing arts participation. Among performing arts participants, fewer participate highly frequently (13+ times in the last 12 months).

Which of these were you actively involved in?



Base: All respondents: 2017 (n=6,096) 2020 (n=6,263); 2023 (n=6,527)

On average, how often have you done this in the last 12 months?



Base: All those who have participated in the performing arts 2017 (n=896) 2020 (n=1,074); 2023 (n=1,236)

▲▼ = significantly higher / lower than 2017

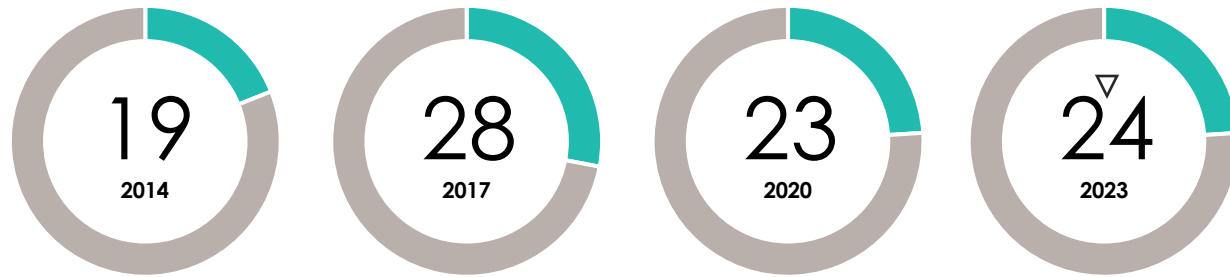
▲▼ = significantly higher / lower than 2020

Visual arts participation

One in four New Zealanders participated in visual arts in 2023. This is comparable to 2020 but significantly lower than 2017. Participants' frequency of taking part remains steady.

Have you created any visual artworks in the last 12 months?

%



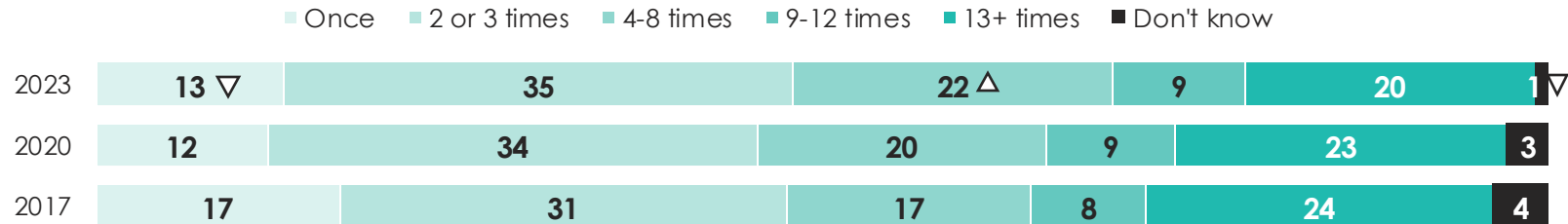
Participation higher among:

- 15-29 years (34%)
- Māori (31%)
- Deaf and disabled people (31%)
- Women (28%)

Base: All respondents 2014 (n=1,181); 2017 (n=6,101); 2020 (n=6,263); 2023 (n=6,527)

On average, how often have you done this in the last 12 months?

%



Base: All who have attended participated in visual arts 2017 (n=1,604) 2020 (n=1,488); 2023 (n=1,616)

△▽ = significantly higher / lower than 2017

▲▼ = significantly higher / lower than 2020

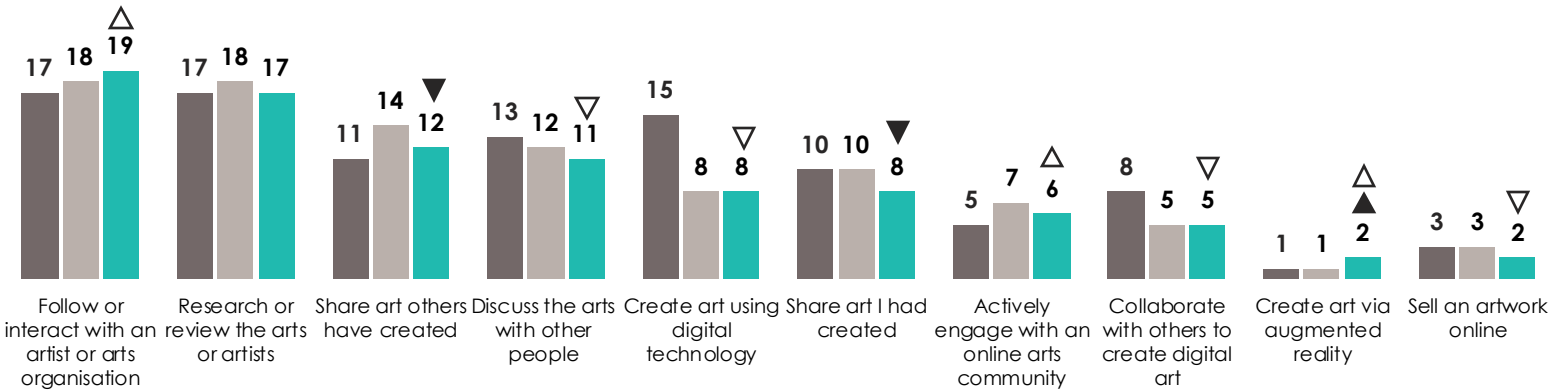
Use of digital technology for arts activities

Overall use of digital technology (40%) is consistent with 2020. Deaf and disabled people, Pacific peoples, younger people, Māori and women are more likely to use digital technology for arts activities. While the majority of New Zealanders say they have not differed in their use of digital technology since 2022, 15% say they used it more in 2023, and 9% used less.

In the last 12 months have you used the internet or digital technology to do any of the following?

%

■ 2017 ■ 2020 ■ 2023



	2017	2020	2023
Nett use	43%	41%	40% ▽

'Nett use' higher among:

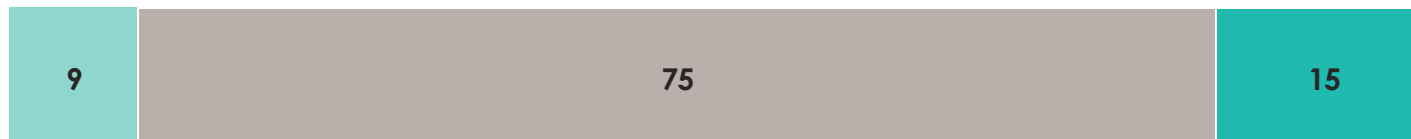
- Deaf and disabled people (53%)
- Pacific peoples (50%)
- 15-39 years (48%)
- Māori (48%)
- Women (45%)

Base: All respondents: 2017 (n=6,101), 2020 (n=6,263), 2023 (n=6,527)

Difference in use of the internet or digital technology for arts activities between 2022 and 2023...?

%

■ Less than in 2022 ■ Same as in 2022 ■ More than in 2022



Base: All respondents: 2023 (n=6,527)

△ ▽ = significantly higher / lower than 2017

▲ ▼ = significantly higher / lower than 2020

Appendices

For further information please contact

Alexis Ryde Jocelyn Rout

Verian
Suite 601, Level 6
48 Greys Avenue
Auckland 1010

