

New Zealanders and the Arts Ko Aotearoa me ōna Toi

Summary Report

2023 survey findings

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**

Survey method

ADULT SURVEY

- Online survey with 6,527 adults aged 15+.
- Fieldwork: November and December 2023.
- Online panels were the main source of respondents.
- Disabled People's organisations shared accessible survey invitations with their networks.

YOUNG PERSONS SURVEY

- Online survey with 764 young people aged 10 to 14 years.
- Fieldwork: November 2023.
- 'Parental pass-on' through online panels.

For both surveys:

- Responses from Māori, Pacific peoples and Asian New Zealanders were boosted in both surveys.
- Survey data matches Statistics NZ population characteristics (region, age, gender, ethnicity).
- Variety of measures taken to make survey accessible.

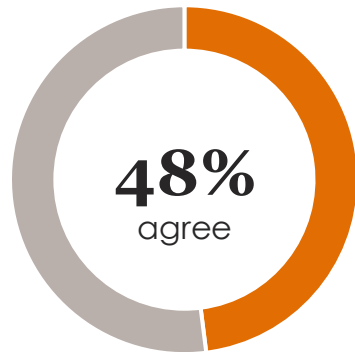
Adult survey findings



First, let's look at what's changed
in how New Zealanders value the
arts...

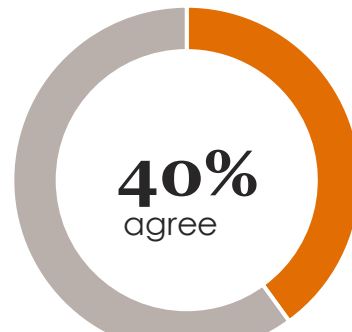
New Zealanders' **personal connection** with the arts has grown, and many feel it aids their wellbeing.

The arts are for people like me



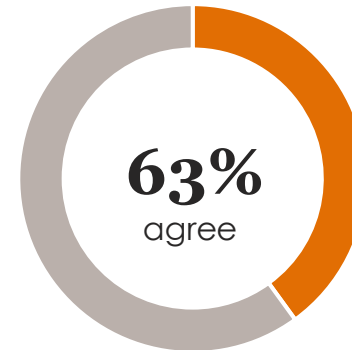
▲ 5 pts

The arts are part of everyday life



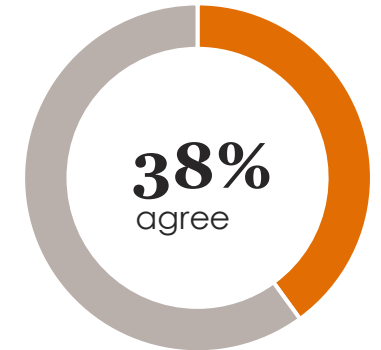
▲ 3 pts
△ 5 pts

The arts are good for my mental health and wellbeing



New measure

The arts make me feel less lonely and isolated



New measure

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

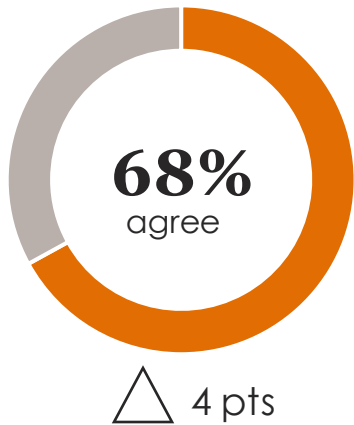
Māori and Pacific woman, 40-49 years, Hawke's Bay

△▽ = significantly higher / lower than 2017

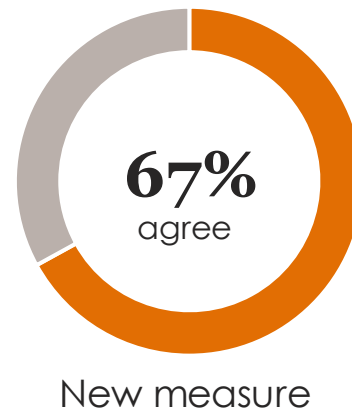
▲▼ = significantly higher / lower than 2020

The arts **expand our perspectives**. Learning about different cultures is higher than it was pre-pandemic.

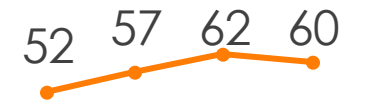
I **learn** about different cultures through the arts



The arts can help raise awareness of issues facing the **natural environment / te taiao**



The arts help **improve** New Zealand **society**



8pt increase between 2014 and 2023

2005 2008 2011 2014 2017 2020 2023

“ Brings people from all walks of society together. Increases understanding of other ethnic and social groups. Raises and encourages tolerance of other people.”

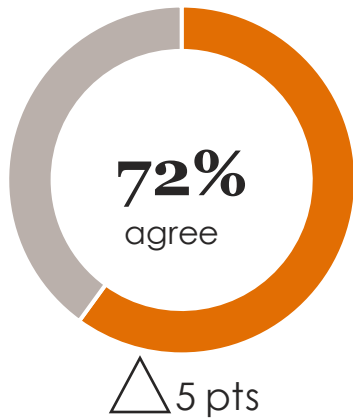
Māori woman, 70+ years, Northland.

△▽ = significantly higher / lower than 2017

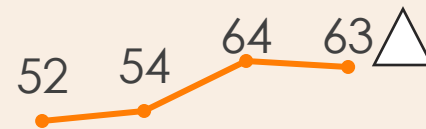
▲▽ = significantly higher / lower than 2020

The arts **connect** us with people, place and our past, and **shape our identity**. This sense of identity is higher than pre-pandemic levels.

The arts should reflect NZ's cultural diversity



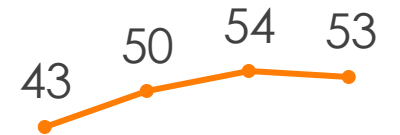
The arts help define who we are as New Zealanders



11 pt increase between 2014 and 2023

2005 2008 2011 2014 2017 2020 2023

My community would be poorer without the arts

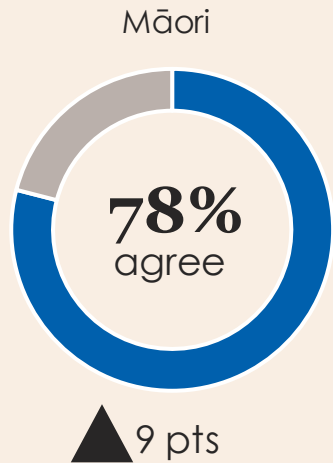


10pt increase between 2014 and 2023

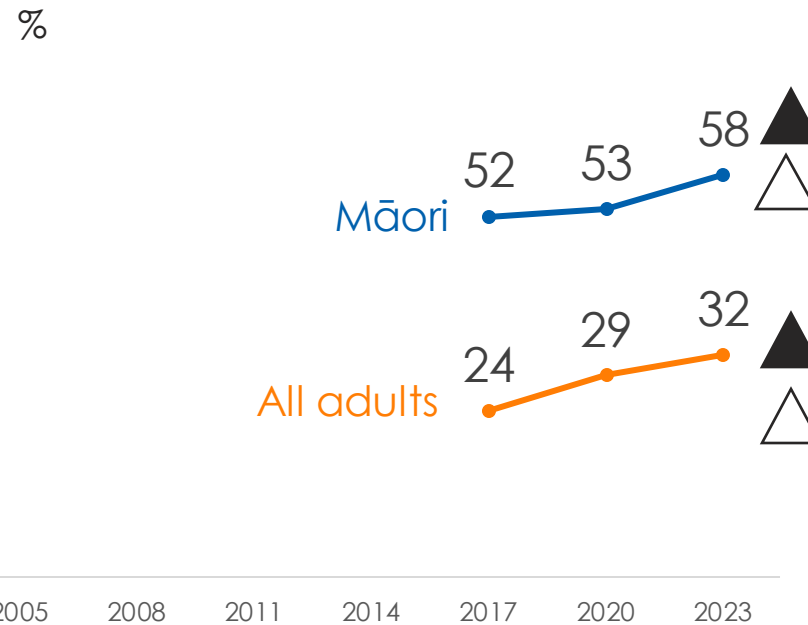
2005 2008 2011 2014 2017 2020 2023

Ngā toi Māori are increasingly embraced by both Māori and the general adult population.

Ngā Toi Māori is an important way of connecting with my culture / identity



Ngā Toi Māori motivates me to kōrero Māori



All six of the Ngā Toi Māori attitudes we measured are either more widespread or stronger in 2023. Here we show two examples.

People spoke about the enjoyment they experience, how the arts aid their mental health and wellbeing, and are opportunities for self-expression and connection...

41%

say the arts are important to their personal wellbeing



Top reasons why the arts are important to people's wellbeing

In their own words...

- 1 Adds enjoyment
- 2 Good for mental health and wellbeing
- 3 Encourages self-expression
- 4 Relaxing and therapeutic
- 5 Brings people together and encourages connections

...and how the arts improve society because of the opportunity to learn and understand one another's perspectives.

60% 

say the arts
improve NZ
society

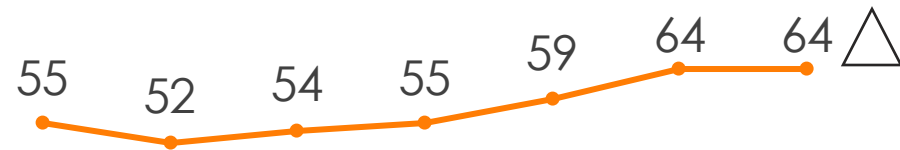
Top reasons why the arts improve society

In their own words...

- 1 Brings people together
- 2 Encourages self-expression
- 3 Helps us understand other cultures and our own
- 4 Thought provoking – broadens minds and generates discussion
- 5 Helps us understand other perspectives

The economic benefits of the arts are evident to more New Zealanders, and **support for public funding** is higher than ever.

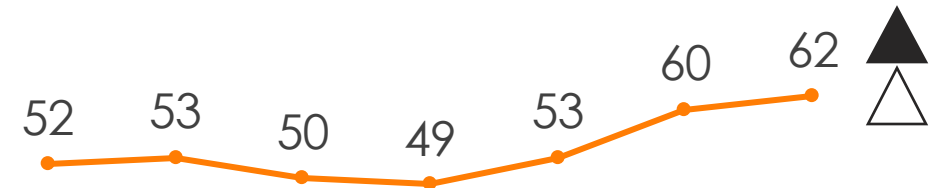
The arts contribute positively to our economy



12pt increase between 2008 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

“ Creativity drives success, not only in the arts, but in all spheres of life including business and sciences. A nation that neglects the arts is not ‘saving money’. It’s making its people poorer all round. Trying to save money in tough economic times by defunding the arts is an incredibly short-sighted move. Nobody benefits in the long term.”

NZ European woman, 60-69 years, Auckland.

△▽ = significantly higher / lower than 2017

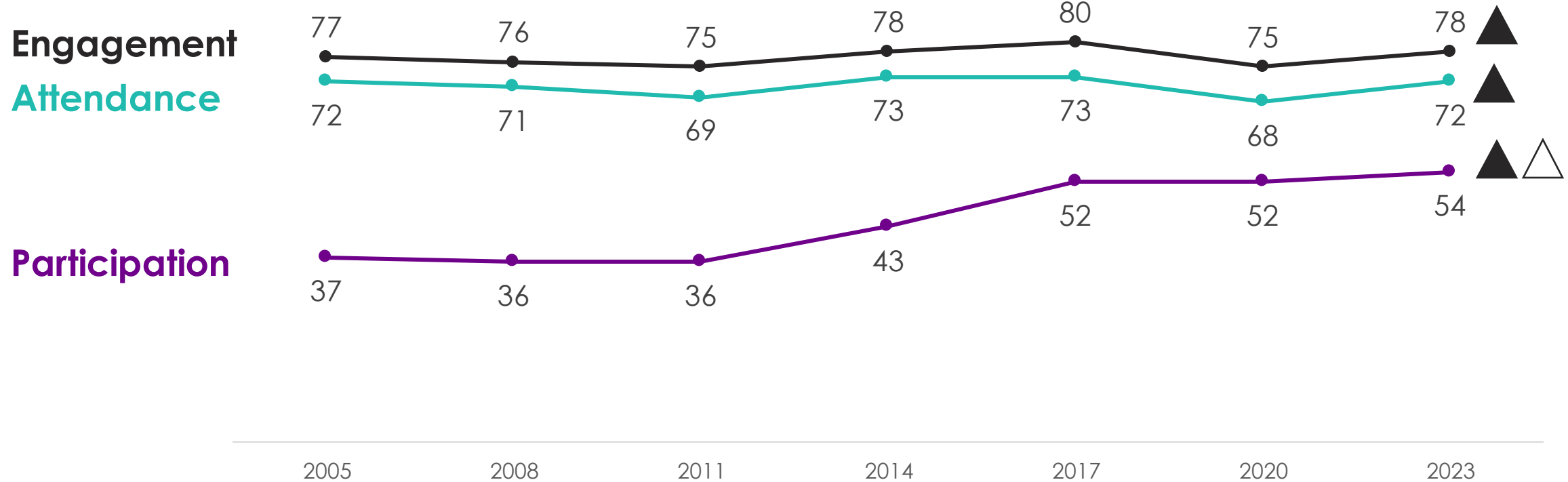
▲▼ = significantly higher / lower than 2020

Next we look at how New Zealanders engage, attend, and participate in the arts...

Steady growth over the last decade in arts participation is evident.

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

%



△▽ = significantly higher / lower than 2017

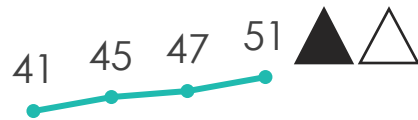
▲▼ = significantly higher / lower than 2020

Attendance has risen across all artforms, with record highs for visual arts, craft and object art, Ngā toi Māori and Pacific arts.

Proportion who have attended the art form in the last 12 months

%

Visual arts



2005 2008 2011 2014 2017 2020 2023

Performing arts



2005 2008 2011 2014 2017 2020 2023

Craft and object art



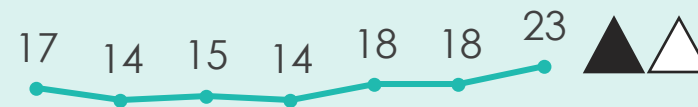
2005 2008 2011 2014 2017 2020 2023

Ngā toi Māori



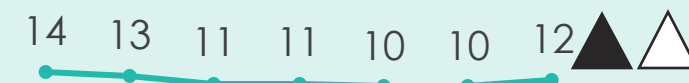
2005 2008 2011 2014 2017 2020 2023

Pacific arts



2005 2008 2011 2014 2017 2020 2023

Literary arts



2005 2008 2011 2014 2017 2020 2023

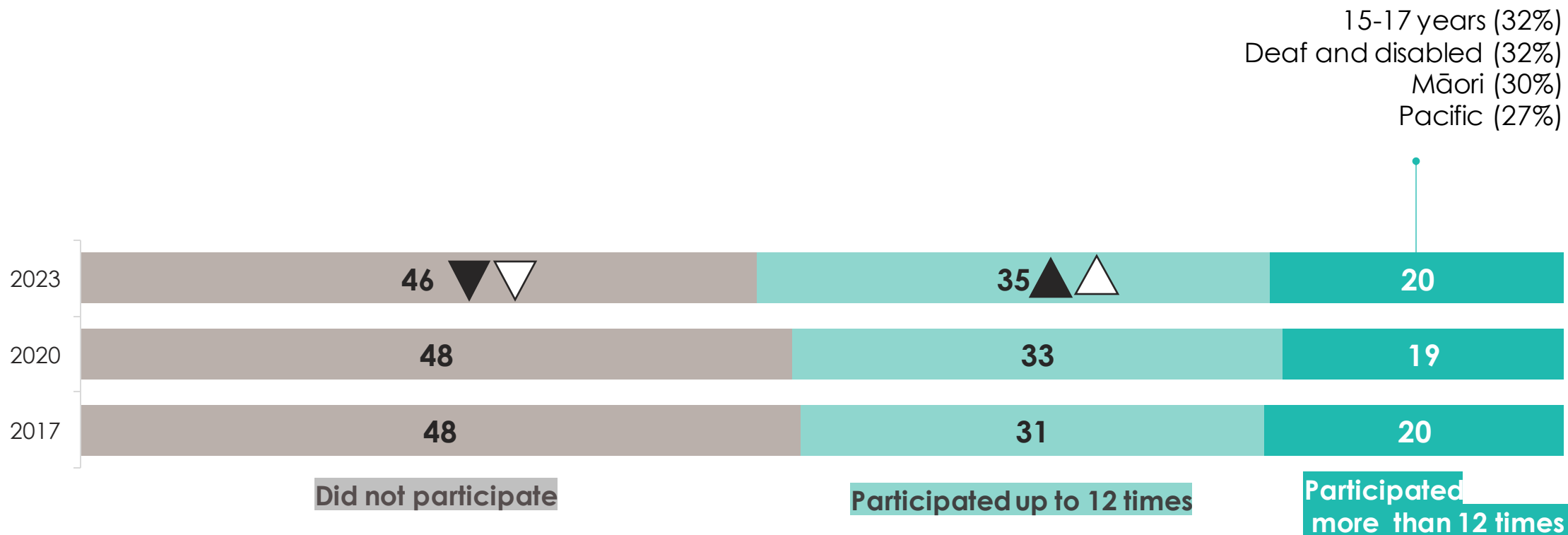
△▽ = significantly higher / lower than 2017

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Young people, Deaf and disabled, Māori and Pacific peoples participate in the arts **most frequently.**

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

%



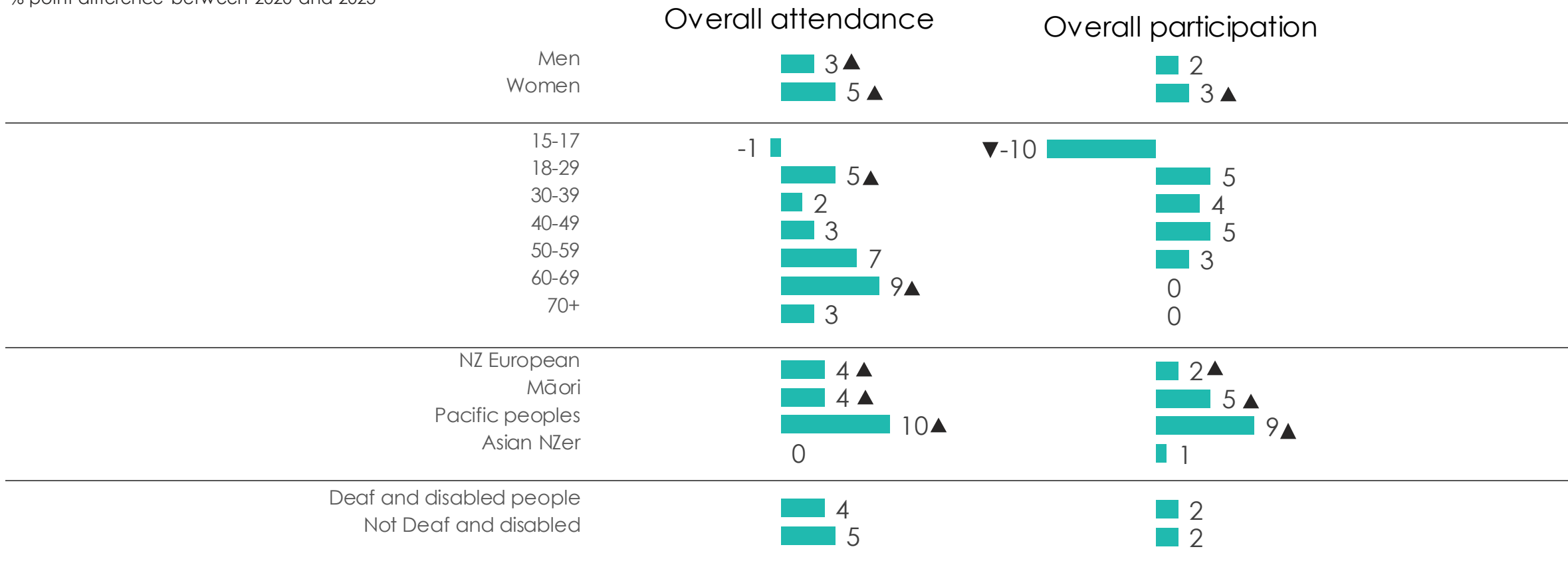
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Some demographic subgroups are driving the change in attendance and participation more than others.

Changes in attendance and participation levels

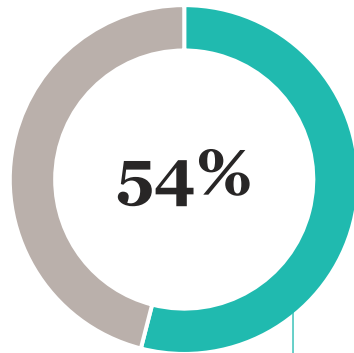
% point difference between 2020 and 2023



Next, we consider how we can
increase engagement with the
arts...

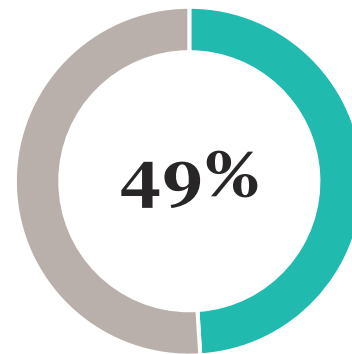
People are **divided** over the accessibility and inclusiveness of the arts and this hasn't shifted since 2020.

I am easily able to **access** the arts in my community

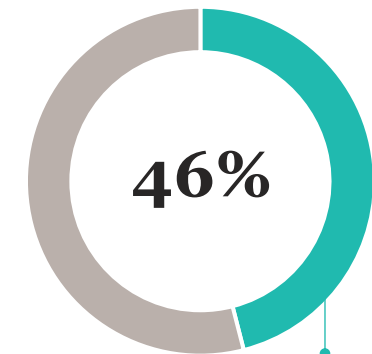


Only 48% of Deaf and disabled

My community has a **broad range** of arts & artistic activities I can experience



I can **afford** to participate in creative activities in my community



Only 36% of low-income households

“

Arts is only for some people, especially in our economic environment.”

Man, 50-59, Asian New Zealander, Waikato

“

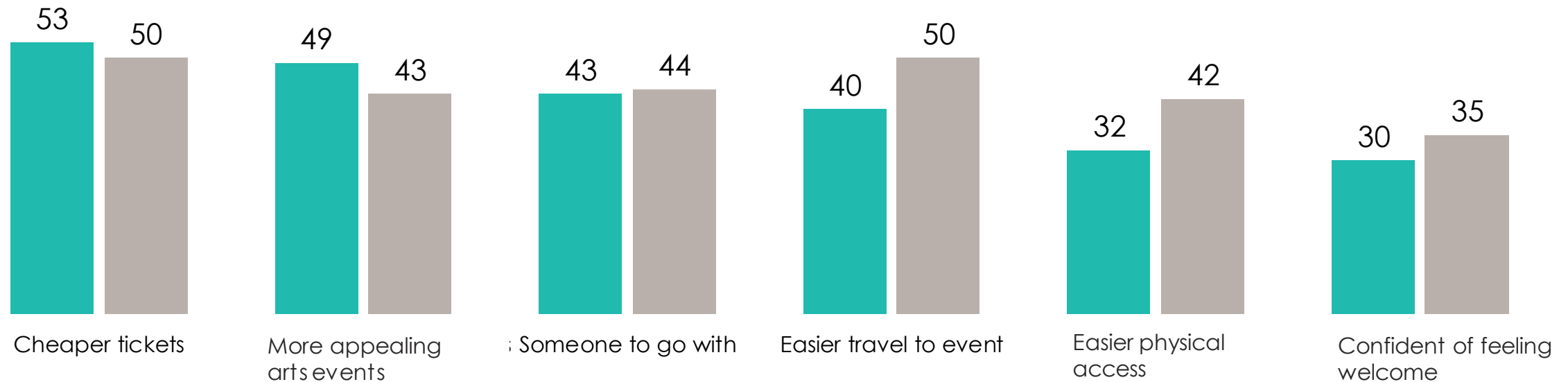
I have taken classes and spent time learning, and I realise how valuable it is. It's important to me to live somewhere I can access opportunities like this.”

Woman, 30-39, NZ European, Canterbury

Addressing **key barriers** present an opportunity to increase attendance further.

% who say this would make a difference to going to the arts more often

■ All ■ Deaf and Disabled



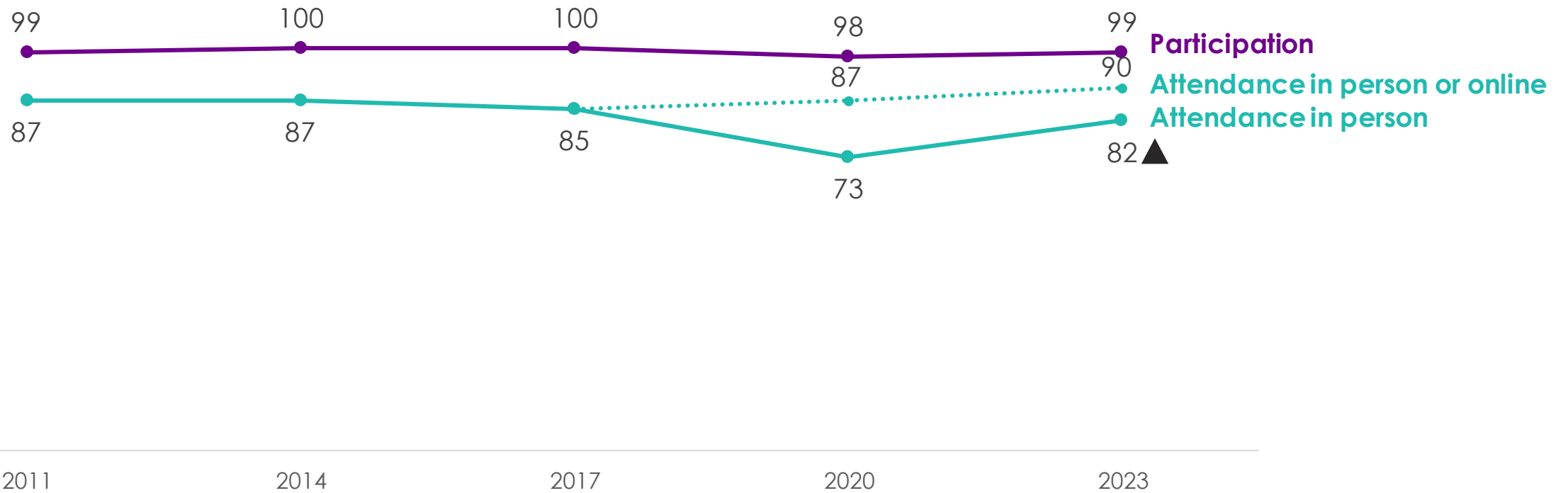
Young persons survey findings



Participation is almost universal among young people and in-person attendance has rebounded after COVID.

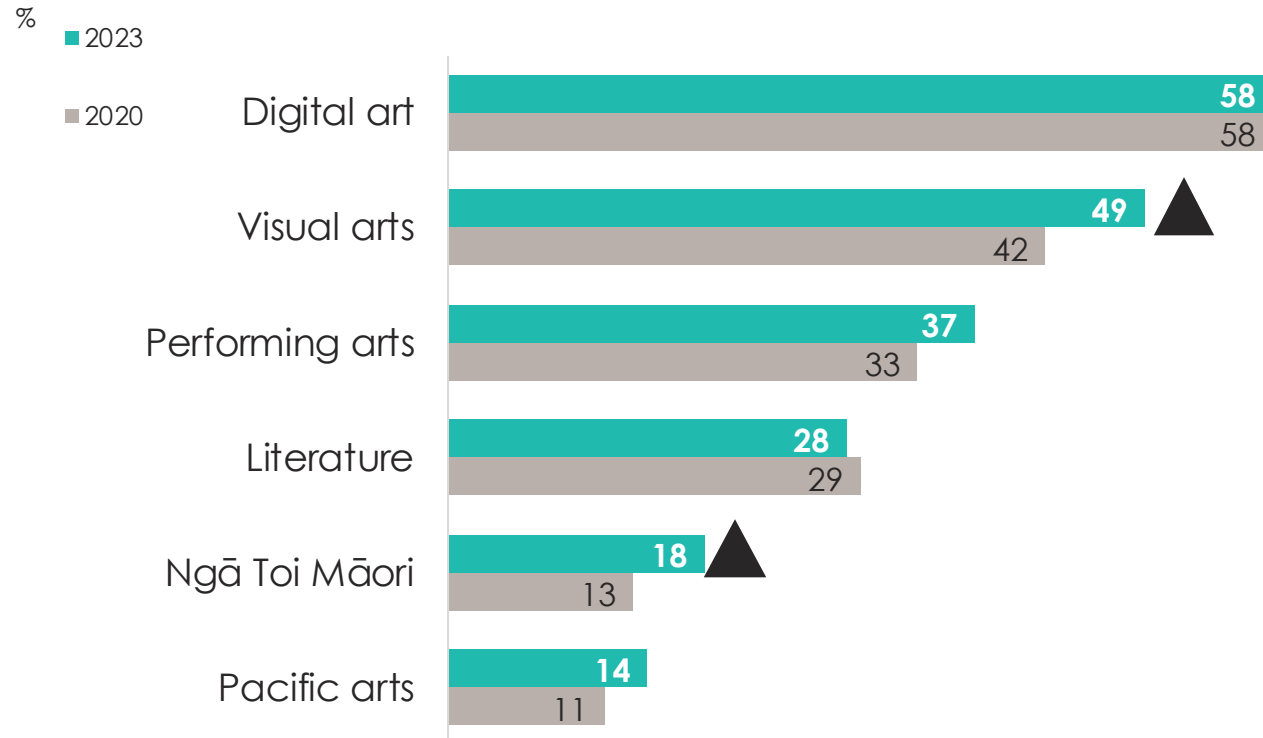
Overall participation and in-person attendance

%



Since 2020, more young people **want to be involved** with art, driven by greater interest in visual arts and Ngā toi Māori.

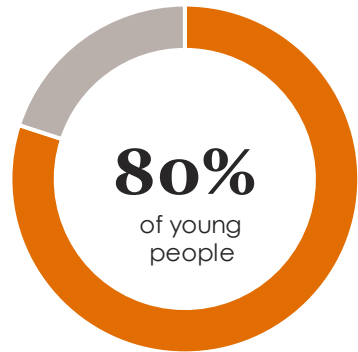
Which of these would you like to be more involved with?



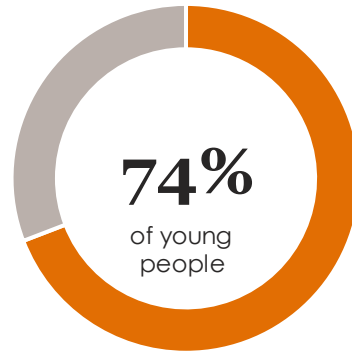
Want to be more involved with an art form:

2023: **92** ▲
 2020: 88
 2017: 91
 2014: 97
 2011: 93

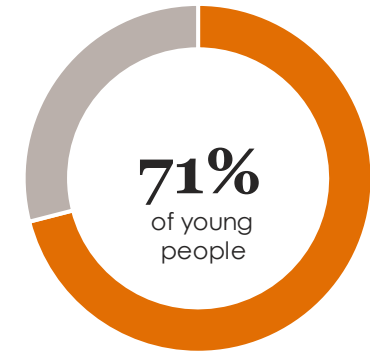
Young people continue to **feel good** about doing creative activities.



...feel good or excellent when they do creative things



...say taking part helps them feel good about life in general



...say taking part makes them feel more confident

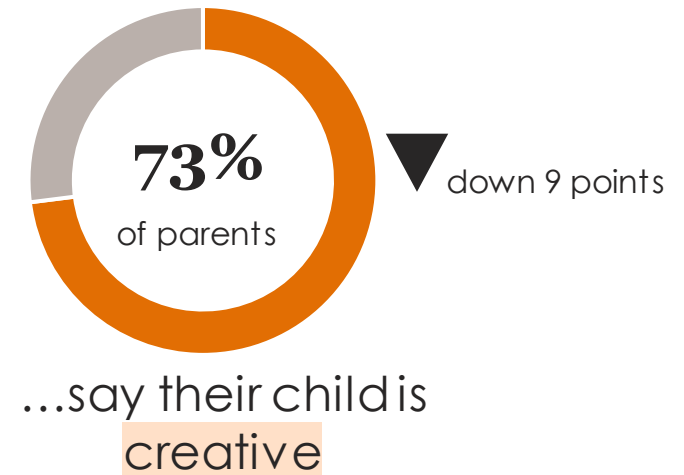
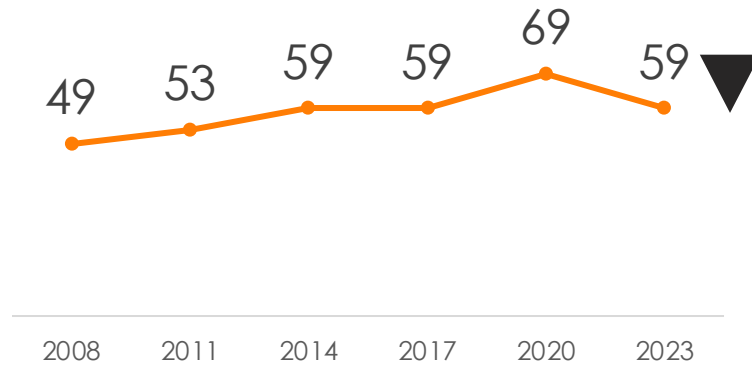
“

Art usually makes me marvel at what people can do. Maybe one day I can do that too!” Girl, 13 years

However, young people's **self-reported creativity** has returned to pre-pandemic levels.

How creative are you?

% creative (young person self-rating)



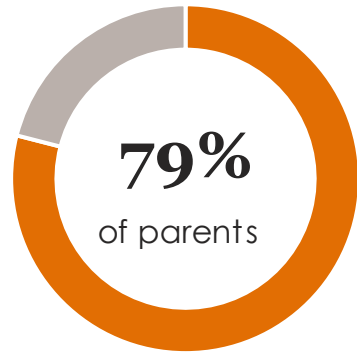
“

Sometimes they are boring and sometimes the teacher puts too many restrictions on the type of art we can do” Boy, 14 years

△▽ = significantly higher / lower than 2017

▲▼ = significantly higher / lower than 2020

And while parents are strongly supportive of their child taking part in the arts, **barriers to greater involvement** have increased.

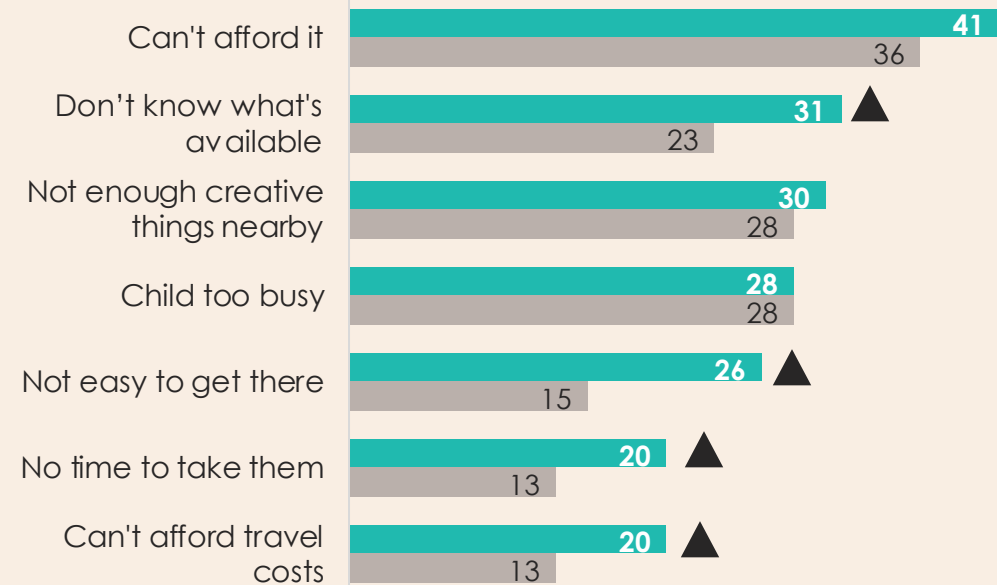


...believe taking part or attending the arts makes their child a more well-rounded individual

5 of the 11 parental attitudes measured have weakened since 2020, and barriers have increased

Biggest barriers to child not taking part or attending the arts as often as the parent would like

%



■ 2023
■ 2020