

Survey findings for Canterbury residents

New Zealanders and the Arts: attitudes, attendance and participation
Ko Aotearoa me ōna toi: waiaro, wairongo, waiuru



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). The surveys are repeated every three years.

The research is used in a number of ways. It provides:

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

This report presents findings on public attitudes, attendance and participation in the arts in Canterbury. The findings are compared to all New Zealanders (aged 15+).



The arts is split into six different art forms, and attendance and participation is measured for each:

- **Craft and object art** is defined as uku (pottery), furniture, glass, adornment (such as 'ei katu, tā moko and jewellery), embroidery, tīvaevae, woodcraft, spinning, weaving or textiles.
- **Literary arts** is defined as spoken word, poetry or book readings, literary events, writing workshops, creative writing in poetry, fiction or non-fiction.
- **Ngā Toi Māori (Māori arts)** is defined as works created by Tangata Whenua Māori artists in all art forms (contemporary and customary: craft/object art, dance, literature, media arts, music, theatre and visual arts). arts or crafts activities or workshops, including carving, raranga, tāniko, weaving, waiata, kapa haka, kōwhaiwhai, tā moko, Māori dance or music.
- **Pacific arts** is defined as works created by Pasifika artists in all art forms (contemporary and heritage: craft/object art, dance, literature, media arts, music, theatre and visual arts).
- **Performing arts** is defined as theatre, dance and music.
- **Visual arts** is defined as drawing, painting, rāranga, tīvaevae, photography, whakairo, sculpture, print-making, typography and film-making.

'Attendance' is defined as going to:

- 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.



754

ONLINE INTERVIEWS

With adults aged 15+ living in Canterbury



FIELDWORK DATES

2 October to 2 November 2020



NATIONAL COMPARISON

Findings are compared to all New Zealanders (6,263 interviews)

METHOD

The survey was completed online, via the Colmar Brunton online panel and the Dynata online panel.

Historically *New Zealanders and the Arts* has been conducted using a telephone survey. In 2017 the decision was made to shift the survey to an online panel. The rationale for this was to future-proof the survey and to make it more affordable to increase the sample size to facilitate greater analysis of key groups of interest, including Māori, Pacific Peoples, Asian New Zealanders and the regions.

SAMPLING

In order to achieve a representative sample of residents in Canterbury, quotas (or interviewing targets) were set by age within gender.

Weighting was also applied to ensure the final sample profile was representative of the Canterbury population.

TREND DATA

Trends are shown against the 2017 data. The change in method in 2017, means we cannot include trends data prior to this.

SIGNIFICANCE TESTING

There is a margin of error associated with any survey sample. Based on a sample size of 754 respondents the margin of error is up to +/- 3.5 percentage points.

We have used statistical tests to determine:

- Whether any differences between the survey findings for Canterbury in 2017 and 2020 are statistically significant. This is indicated on charts by white triangles.

△▽ = significantly higher / lower than 2017

- Whether any differences between the survey findings for Canterbury in 2020 and the New Zealand sample are statistically significant. This is indicated on charts by grey triangles.

▲▼ = significantly higher / lower than all New Zealanders



SUMMARY

Executive Summary: Canterbury

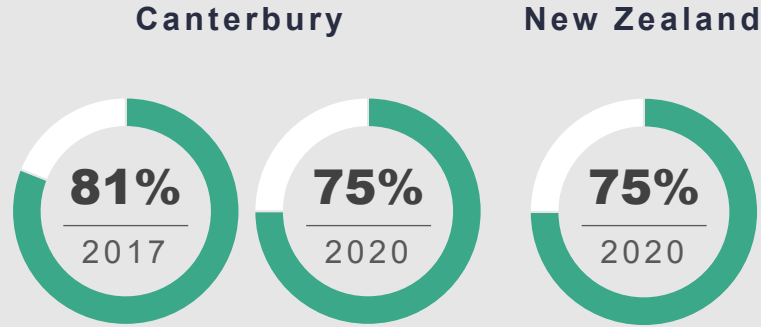
Method: Online survey of 6,263 New Zealanders aged 15+ including 754 Canterbury residents

Fieldwork: 2 October to 2 November 2020

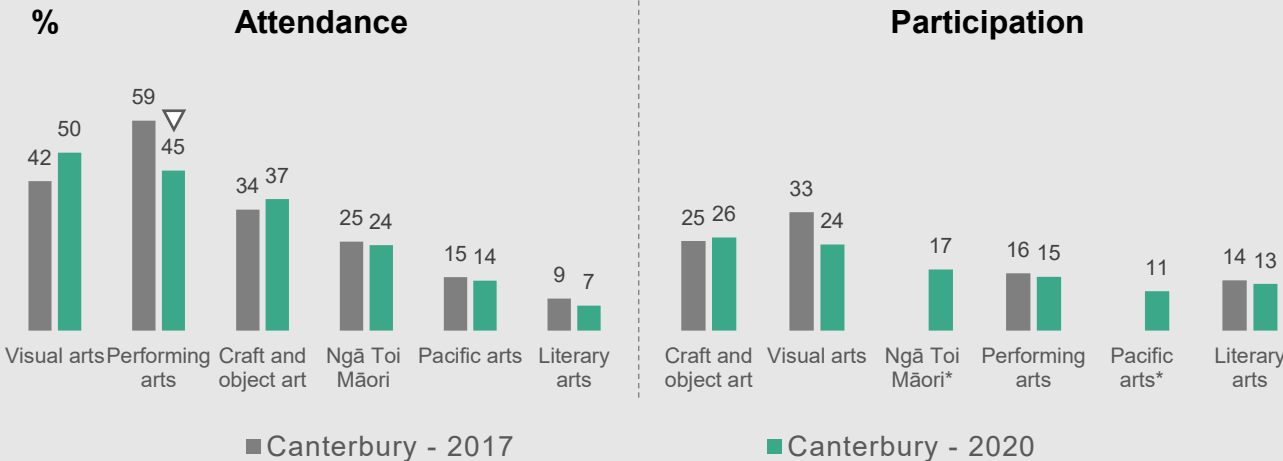
Margin of error for Canterbury: +/- 3.5%

ENGAGEMENT WITH THE ARTS IN CANTERBURY

Seventy five percent of Canterbury residents have attended or participated in the arts in the last 12 months. This compares to 81% in 2017 albeit the decline in not statistically significant. Still it mirrors the decline at the national level from 80% to 75%.



The decline in attendance is very much driven by a drop in attendance at performing arts in Canterbury. In contrast attendance at the visual arts appears to have increased, albeit the change is not statistically significant. Attendance at other artforms remains consistent. Participation levels are mostly consistent; while the decline in participation in the visual arts is not statistically significant.

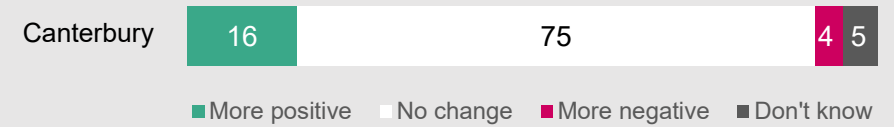


△▽ = significantly higher / lower than 2017

CANTERBURY'S RELATIONSHIP WITH THE ARTS

- 1 The overall impact of COVID-19 is an increase in positive feelings towards the arts

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

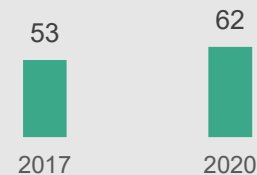


- 2 For some the arts are critical at a personal level, while the majority recognise the wider societal benefits

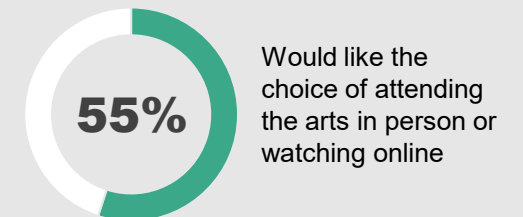
Arts and culture have supported my wellbeing since the COVID-19 crisis  32

The arts help improve New Zealand society  63

- 3 This recognition has led to increased support for public funding of the arts



- 4 As well as demand for greater accessibility





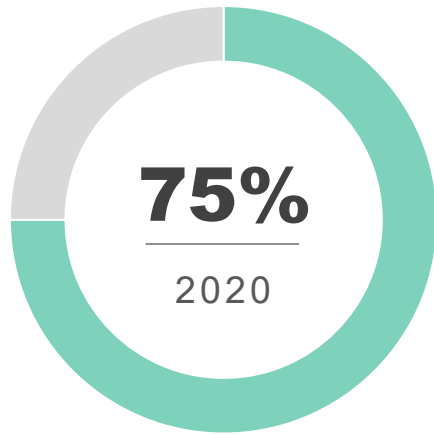
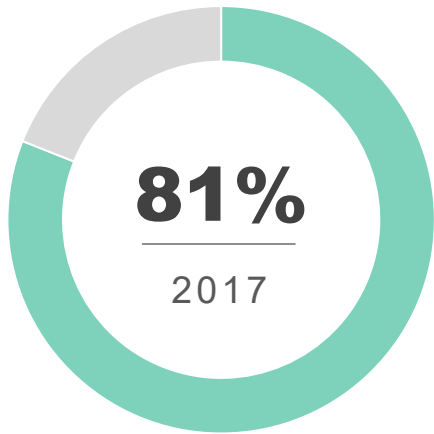
OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

Overall engagement

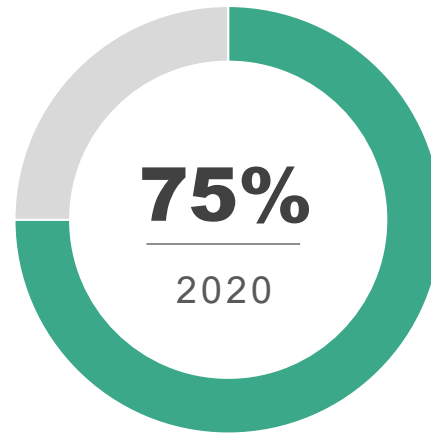
Q

Overall engagement is based on all those who have either attended or participated in the following art forms in the last 12 months: *Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts*

Canterbury



New Zealand



Engagement for all New Zealanders has declined significantly since 2017 - was 80%

COMMENTARY

The survey asks respondents specifically about their attendance at, and their participation in, six separate art forms. There are no overall questions that measure attendance or participation in the arts at an overall level.

The results opposite are therefore a nett calculation based on the respondents who said they attended or participated in at least one art form in the last 12 months.

Seventy five percent of Canterbury residents have engaged with the arts in the last 12 months. This compares to 81% in 2017. This decline is not statistically significant due to the lower sample size in 2017. That said, it mirrors the national decline in engagement from 80% to 75% which is significant.

Sub-group differences in Canterbury:

Women (83%) and Māori (83%) are more likely than average (75%) to have engaged with the arts in the past 12 months.

Men (66%) and those with household incomes up to \$50,000 (67%) are less likely than average (75%) to have engaged with the arts.

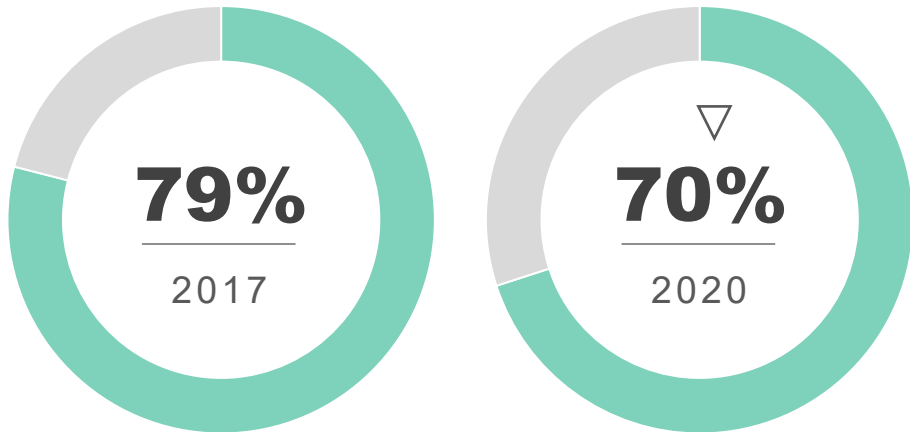


Overall attendance

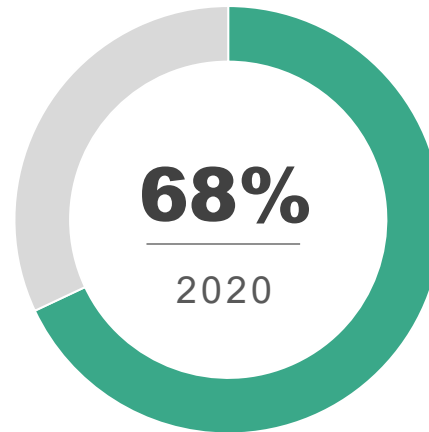
Q

Overall attendance is based on all those who have attended the following art forms in the last 12 months: Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts

Canterbury



New Zealand



Attendance for all New Zealanders has declined significantly since 2017 - was 73%

COMMENTARY

Seventy percent of residents have attended at least one arts event or location in the last 12 months. This is significantly lower than attendance levels in 2017 (79%) and reflects the national decline attendance (from 73% to 68%), albeit the drop in Canterbury is more steep.

The level of attendance is consistent with the national average (68%).

Sub-group differences in Canterbury:

Those with household incomes between \$50,001 and \$80,000 (81%) and women (76%) are more likely than average (70%) to attend the arts.

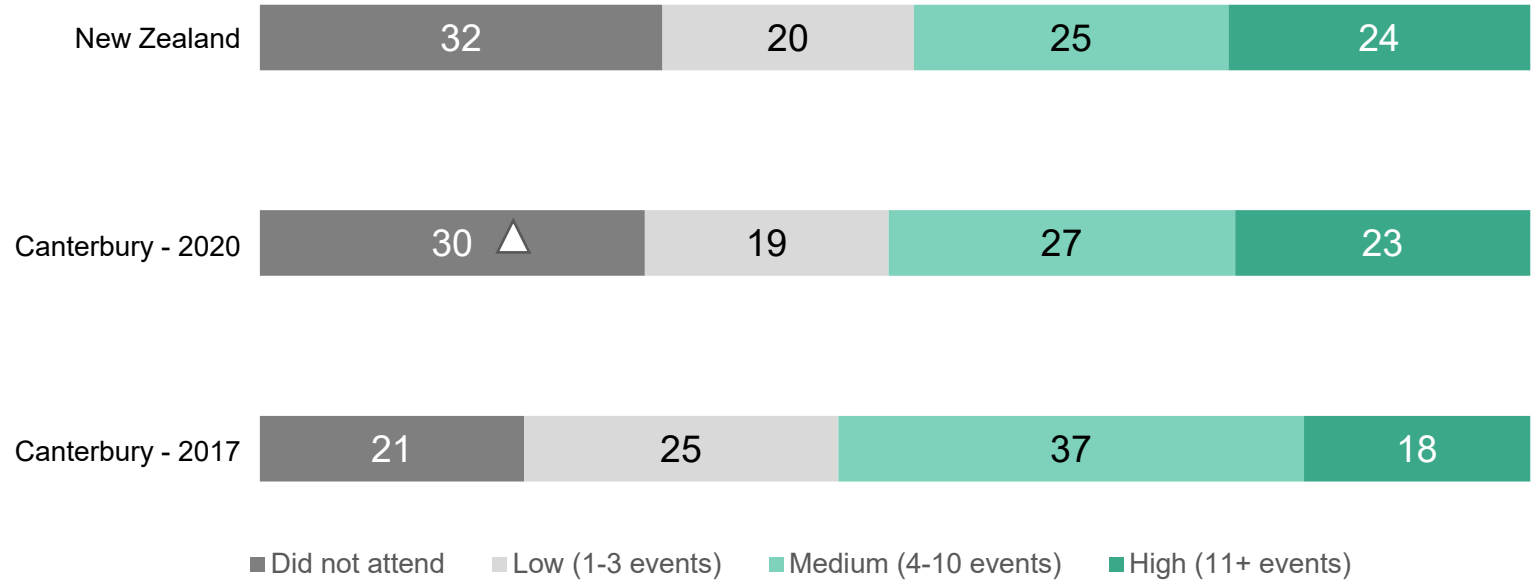
Those with household incomes up to \$50,000 (59%) and men (62%) are less likely than average (70%) to have attended the arts in the last 12 months.

Frequency of attendance

Q

Frequency of attendance shows the number of times respondents have attended any of the following art forms in the last 12 months: *Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts*

%



COMMENTARY

We have identified four groups in terms of the frequency with which they attend any art form.

Fifty percent attend more than three times a year, and 23% attend more than ten times a year. These figures are broadly consistent with the 2017 results and with the national average.

Sub-group differences in Canterbury:

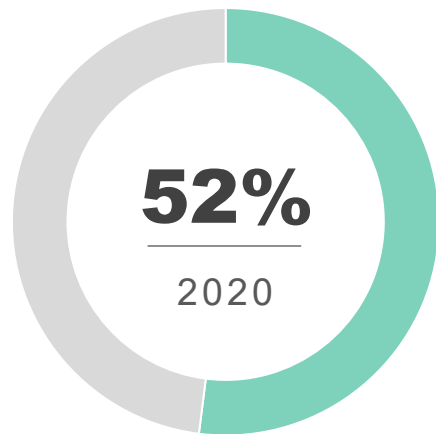
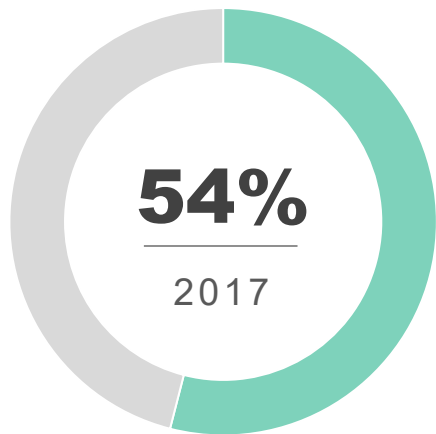
Women are more likely to be regular attendees than average (28% vs. 23%).

Overall participation

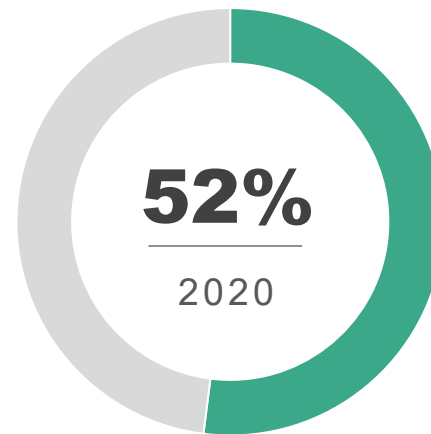
Q

Overall participation is based on all those who have participated in the following art forms in the last 12 months: *Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts*

Canterbury



New Zealand



COMMENTARY

Participation has remained resilient, despite COVID-19. It is 52% in 2020, in line with 54% in 2017. Participation is also consistent with the national average (52%).

Sub-group differences in Canterbury:

Māori (65%) and women (62%) are more likely than average (52%) to participate in the arts.

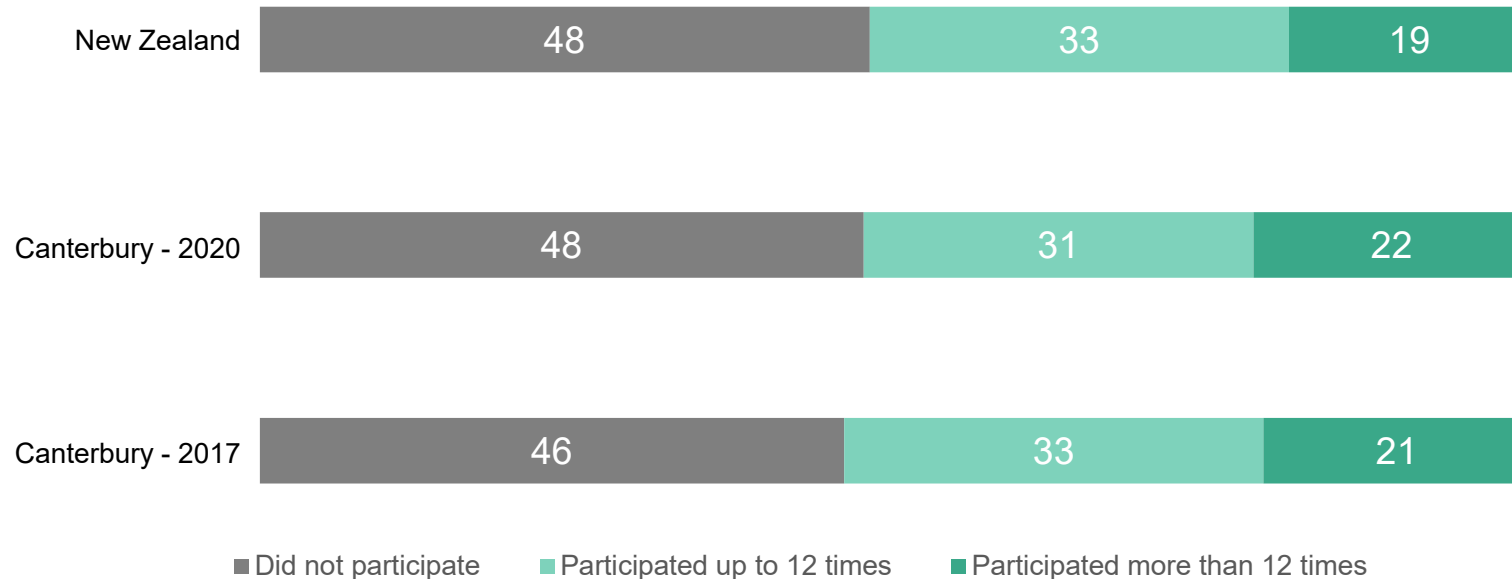
Conversely, men (42%), those over 70 (43%), those with household incomes up to \$50,000 (44%) are less likely than average to not participate in the arts.

Frequency of participation

Q

Frequency of participation shows the number of times respondents have participated in any of the following art forms in the last 12 months: *Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts*

%



COMMENTARY

We have identified three groups in terms of the frequency with which they participate in any art form.

Twenty two percent of Canterbury residents participate in the arts on a regular basis (more than 12 times a year). This is in line with 2017 (21%).

The proportion of residents attending more than 12 times a year is also in line with the national average (19%).

Sub-group differences in Canterbury:

The following groups are more likely than average (22%) to be regular participants:

- People with the lived experience of disability (37%)
- Māori (35%)
- Women (28%).



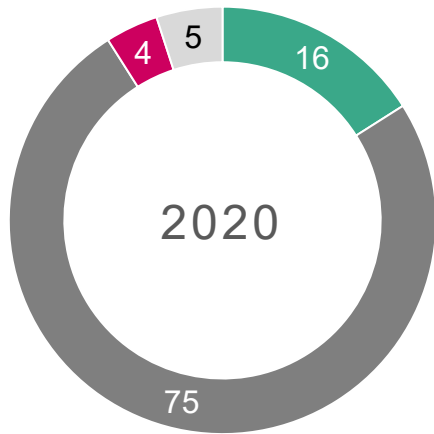
ARTS ATTITUDES

Change in overall perception of the arts

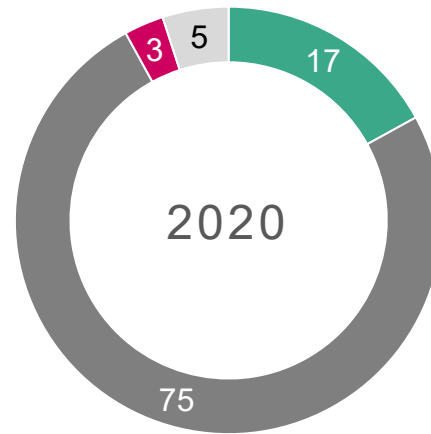
Q

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

Canterbury



New Zealand



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

COMMENTARY

Overall, there have been some positive shifts in how Canterbury residents feel about the arts. This reflects the national trend.

This overall finding is supported by the chart opposite which illustrates how residents' perceptions of the arts has changed over the last 12 months.

Most of the Canterbury region has not changed their view of the arts (75%) in the past 12 months. Sixteen percent however, are more positive and only 4% are more negative. This is broadly in line with the national picture.

Sub-group differences in Canterbury:

The following groups are more likely to say they feel more positive about the arts than they did 12 months ago (16%):

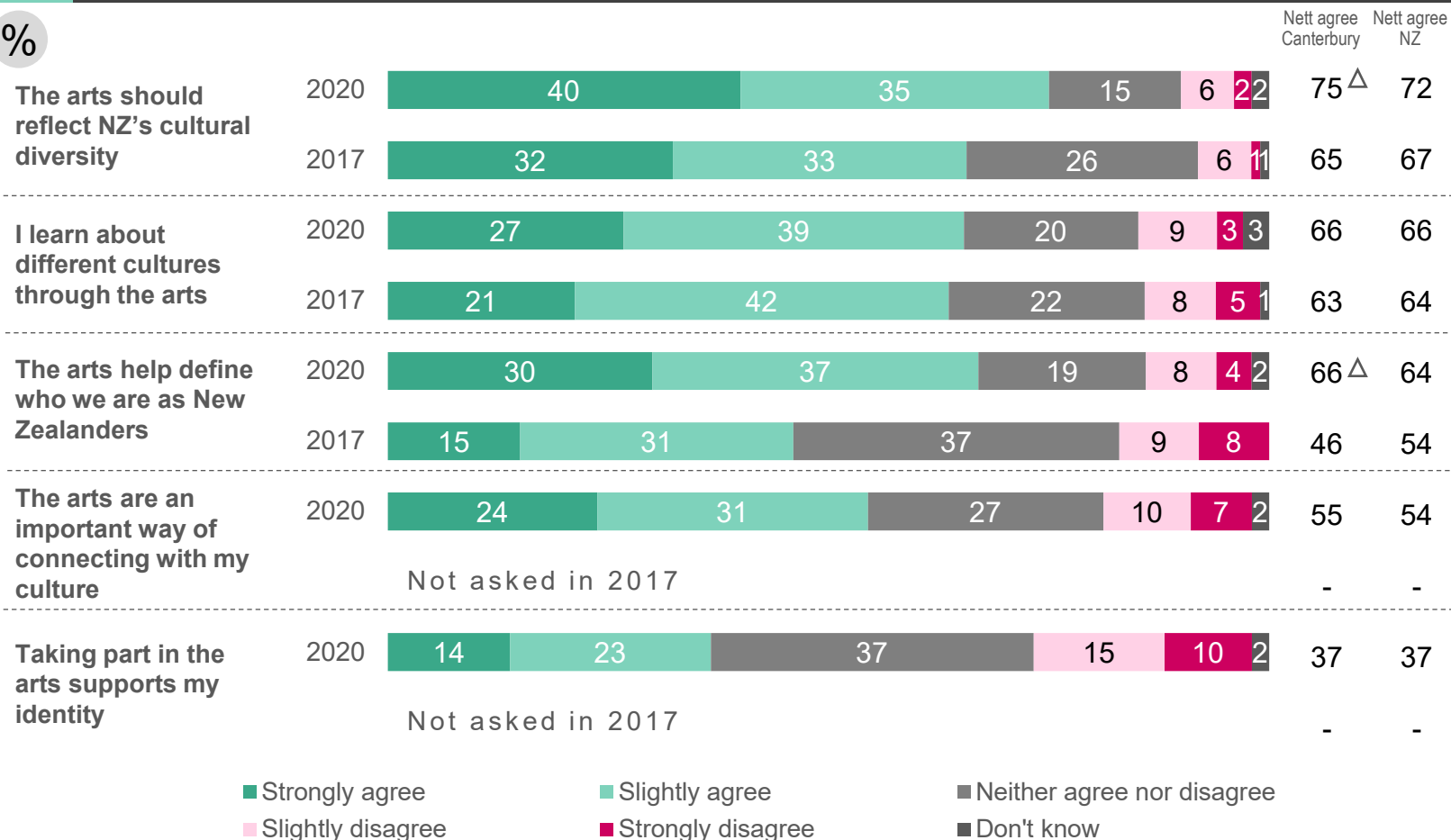
- People with the lived experience of disability (27%)
- Asian New Zealanders (25%)
- Those aged 15-29 (23%).

Attitudes towards the arts: Culture and identity

Q

How much do you agree or disagree?

%



COMMENTARY

The arts contribute to our sense of self, nationhood, and understanding of others.

Seventy five percent agree the arts should reflect New Zealand's cultural diversity and 66% say they help define who we are as New Zealanders. Agreement with both statements has increased since 2017 (65% and 46%, respectively). In addition, 66% say they learn about different cultures through the arts.

For most residents the arts are also an important way of connecting with their culture (55% agree) and for some taking part in the arts helps support their identity (35% agree)

The region's attitudes are in line with the national averages.

Sub-group differences in Canterbury:

Broadly speaking, Māori and Asian New Zealanders are more likely to feel that the arts foster connection to their culture and contribute to learning about other cultures.

Women are more likely than average to feel that the arts should reflect New Zealand's cultural diversity (79% vs. 75%), that the arts help define New Zealand identity (71% vs. 66%), and that they learn about other cultures through the arts (72% vs. 66%).

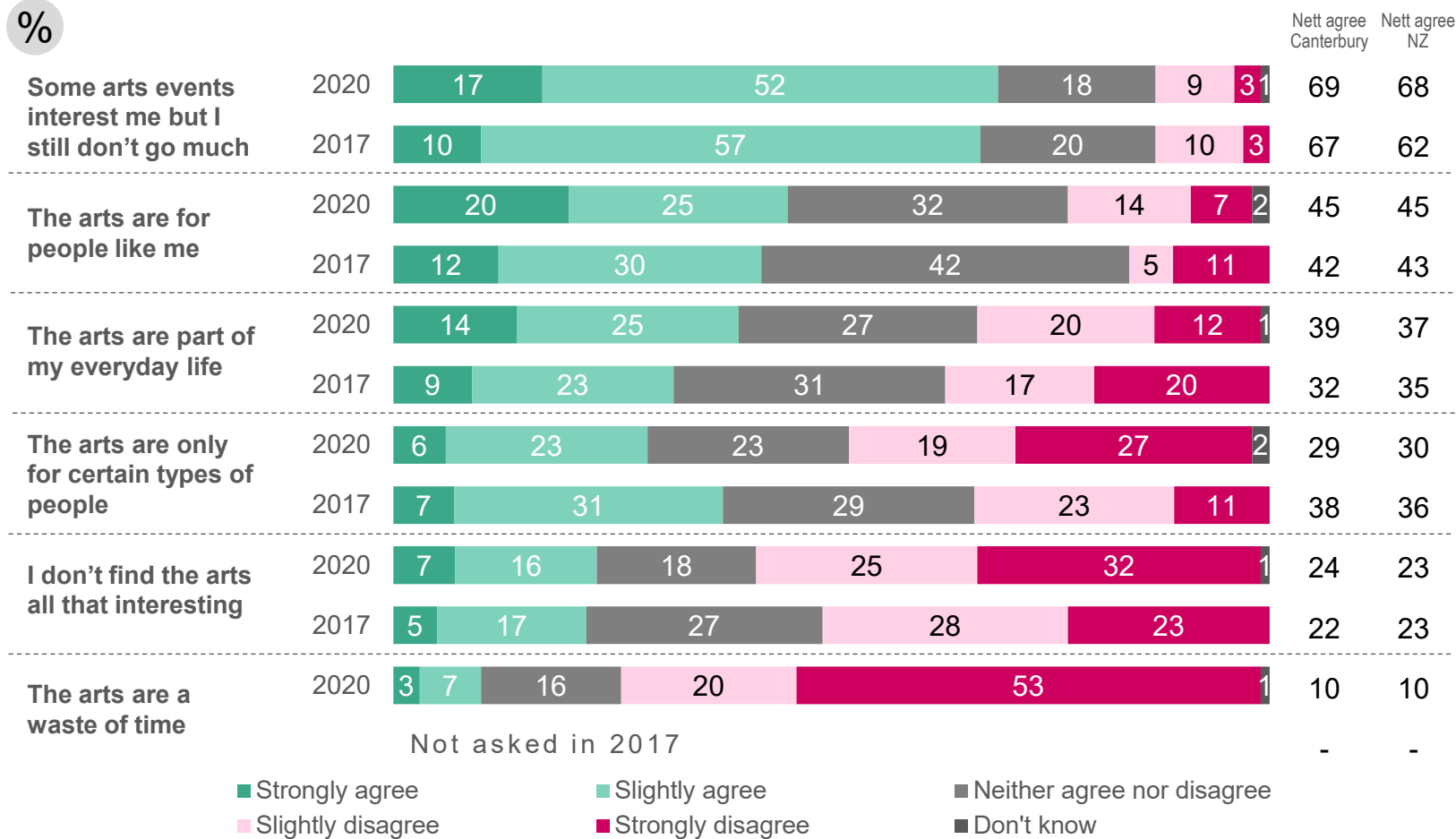
Those aged over 70 are also more likely than average to agree the arts should reflect New Zealand's cultural diversity (83% vs. 75%).

Attitudes towards the arts: Individual's relationship with the arts

Q

How much do you agree or disagree?

%



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

COMMENTARY

A notable minority of residents have a deep personal connection to the arts.

Forty five percent of Canterbury residents feel the arts are for people like me, while 39% say they are part of their everyday life. Both are broadly consistent with the national averages.

In addition, only a minority say the arts aren't that interesting (24%) or a waste of time (10%), while most residents disagree with these statements.

69% agree they are interested in some arts events but still don't attend often. This is in line with 2017 (67%) and with national averages.

Sub-group differences in Canterbury:

Men tend to be less connected to the arts.

Māori are more likely than average to agree that the arts are for people like me (54% vs. 45%) and that the arts are part of their everyday life (48% vs. 39%).

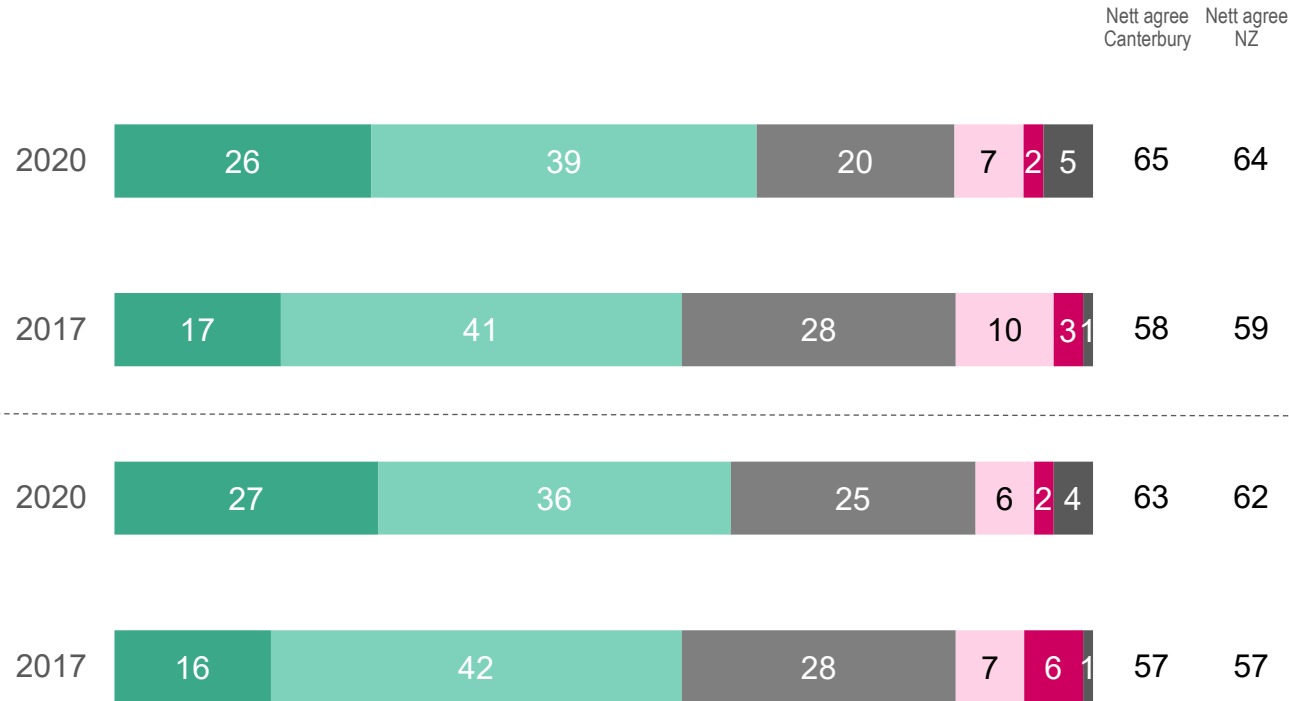
Additionally, women are also more likely than average to agree that the arts are part of their everyday life (43% vs. 39%), but that they don't attend as many events as they are interested in (74% vs. 69%).

Attitudes towards the arts: How the arts benefit New Zealand

Q

How much do you agree or disagree?

%



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

COMMENTARY

The Canterbury region recognises the economic contribution of the arts to the same degree as wider New Zealand.

Two in three agree the arts contribute positively to our economy (65%) and that they help improve society (63%). There appears to have been an increase in agreement since 2017, albeit the differences are not statistically significant. That said the proportion who strongly agree with each statement has increased, indicating deeper sentiment than before.

Sub-group differences in Canterbury:

Māori (75%), those with household incomes between \$50,001 and \$80,000 (72%) and women (70%) are more likely than average (65%) to agree that the arts contribute positively to the economy.

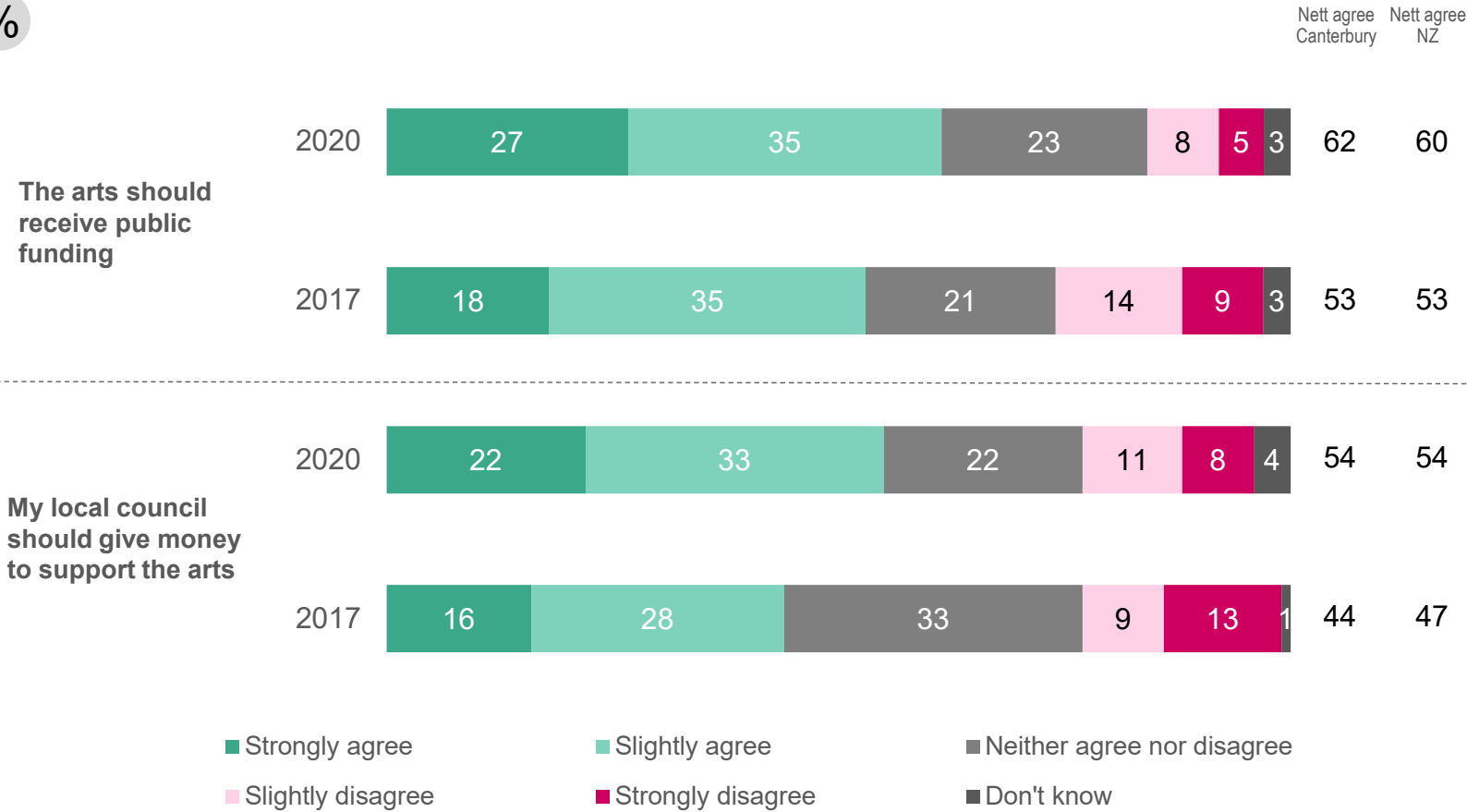
Those over 70 are more likely than average to agree that the arts help improve New Zealand society (73% vs. 63%).

Attitudes towards the arts: Funding support for the arts

Q

How much do you agree or disagree?

%



COMMENTARY

There is evidence of increased support for public funding of the arts.

Sixty two percent of residents support public funding of the arts. This compares to 53% in 2017, albeit the increase is not statistically significant.

At a local level, 54% support their council giving money to the arts, compared to 44% in 2017, although again the increase is not statistically significant.

In addition, the proportion who strongly agree the arts should receive public funding has increased since 2017 from 18% to 27%.

Agreement levels are consistent with the national averages.

Sub-group differences in Canterbury:

Māori (73%), those over 70 (71%) and women (66%) are more likely than average (62%) to agree that the arts should receive public funding. Conversely, men (58%) and Asian New Zealanders (51%) are less likely than average to agree.

Māori are also more likely than average to agree that the arts should get local funding from the council (66% vs. 54%).

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Canterbury residents 2017 (n=151); 2020 (n=754) | New Zealand 2017 (n=6101); 2020 (n=6263)

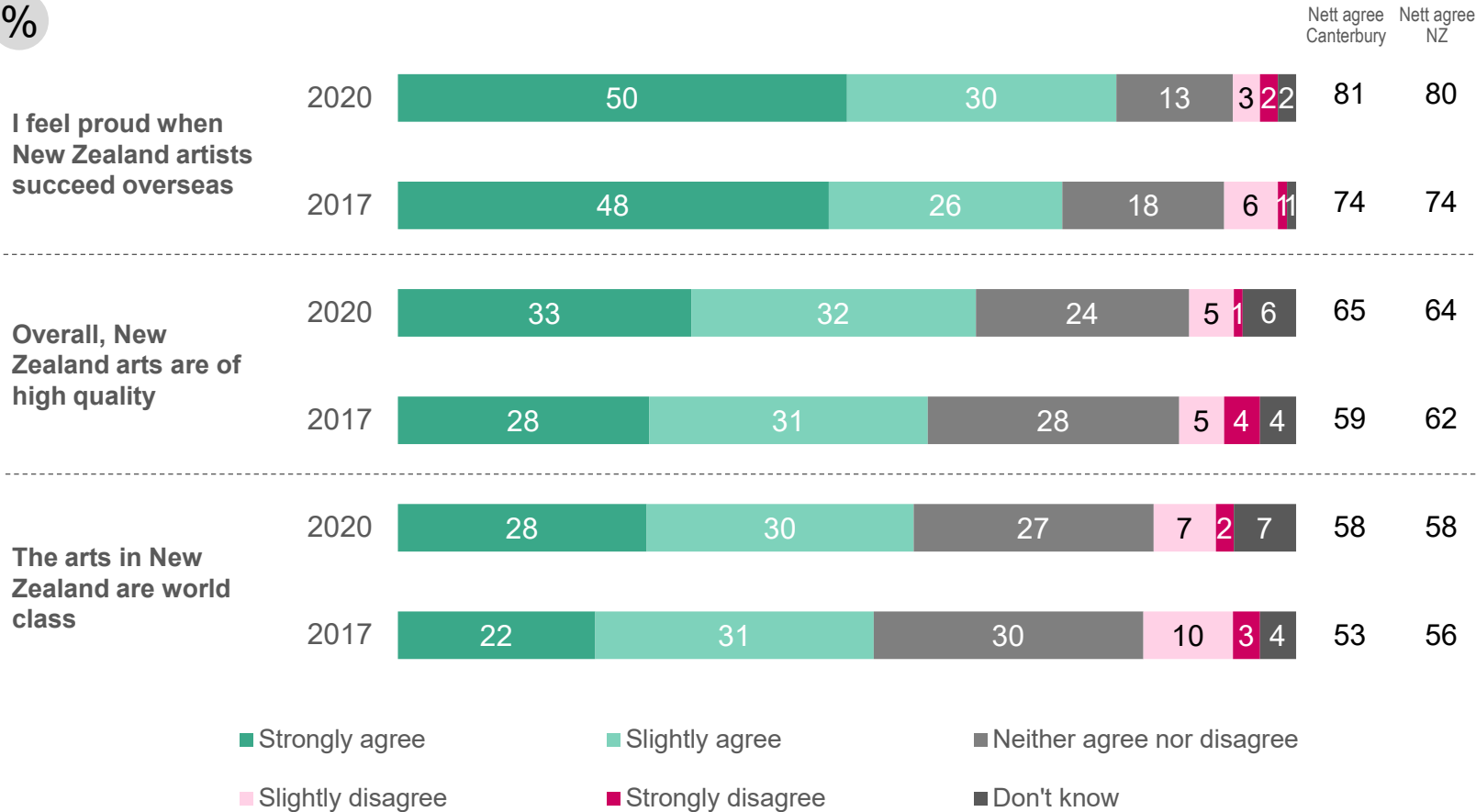
△▽ = significantly higher / lower than 2017
▲▼ = significantly higher / lower than all New Zealanders

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

Q

How much do you agree or disagree?

%



COMMENTARY

Residents' take pride when in the success of New Zealand artists overseas and they are largely positive about the quality of the arts in New Zealand. Residents seem somewhat more positive than in 2017, but the differences are not significant. Their views are also in line with the national averages.

Sub-group differences in Canterbury:

Broadly speaking, women, those over 70, New Zealand Europeans and Māori are more likely to show support for New Zealand arts and artists on the international stage.

Men (54%), those aged 15-29 (47%) and Asian New Zealanders (44%) are less likely than average to agree that the arts in New Zealand are world class.

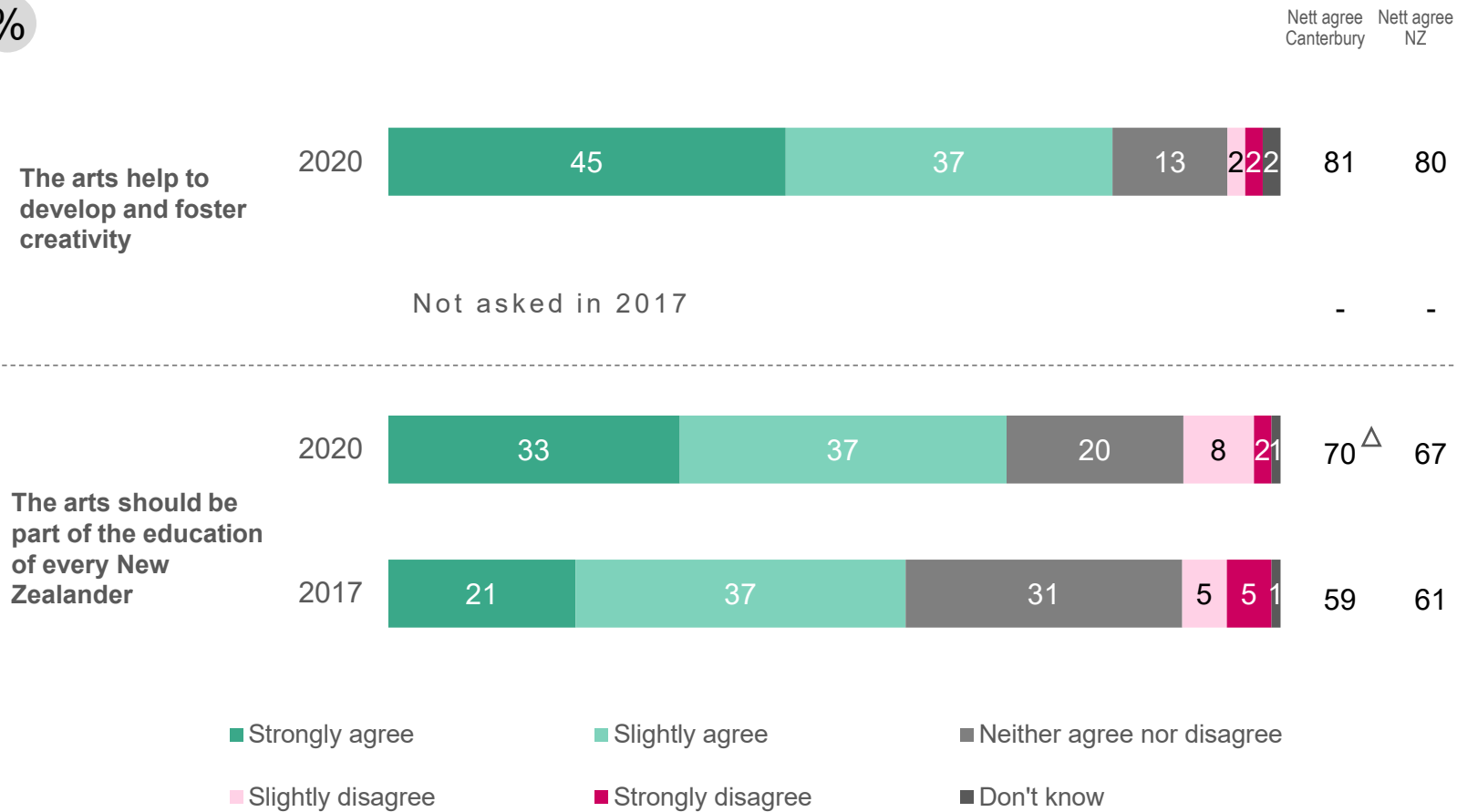
Men (58%) and Asian New Zealanders (55%) are also less likely than average to agree that New Zealand arts are of a high quality.

Attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



COMMENTARY

Most residents recognise the value of the arts in fostering creativity, and this translates into broad support for the arts being part of the education of all New Zealanders. These attitudes are in line with the national average. The support for making the arts part of everyone's education increased from 59% in 2017 to 70% in 2020.

Sub-group differences in Canterbury:

Māori (89%) and women (86%) are more likely than average to agree (81%) that the arts help foster creativity.

Those aged over 70 (80%), those with household incomes between \$50,001 and \$80,000 (78%) and women (74%) are more likely than average (70%) to agree that the arts should be part of the educational curriculum.

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Canterbury residents 2017 (n=151); 2020 (n=754) |
 New Zealand 2017 (n=6101); 2020 (n=6263)

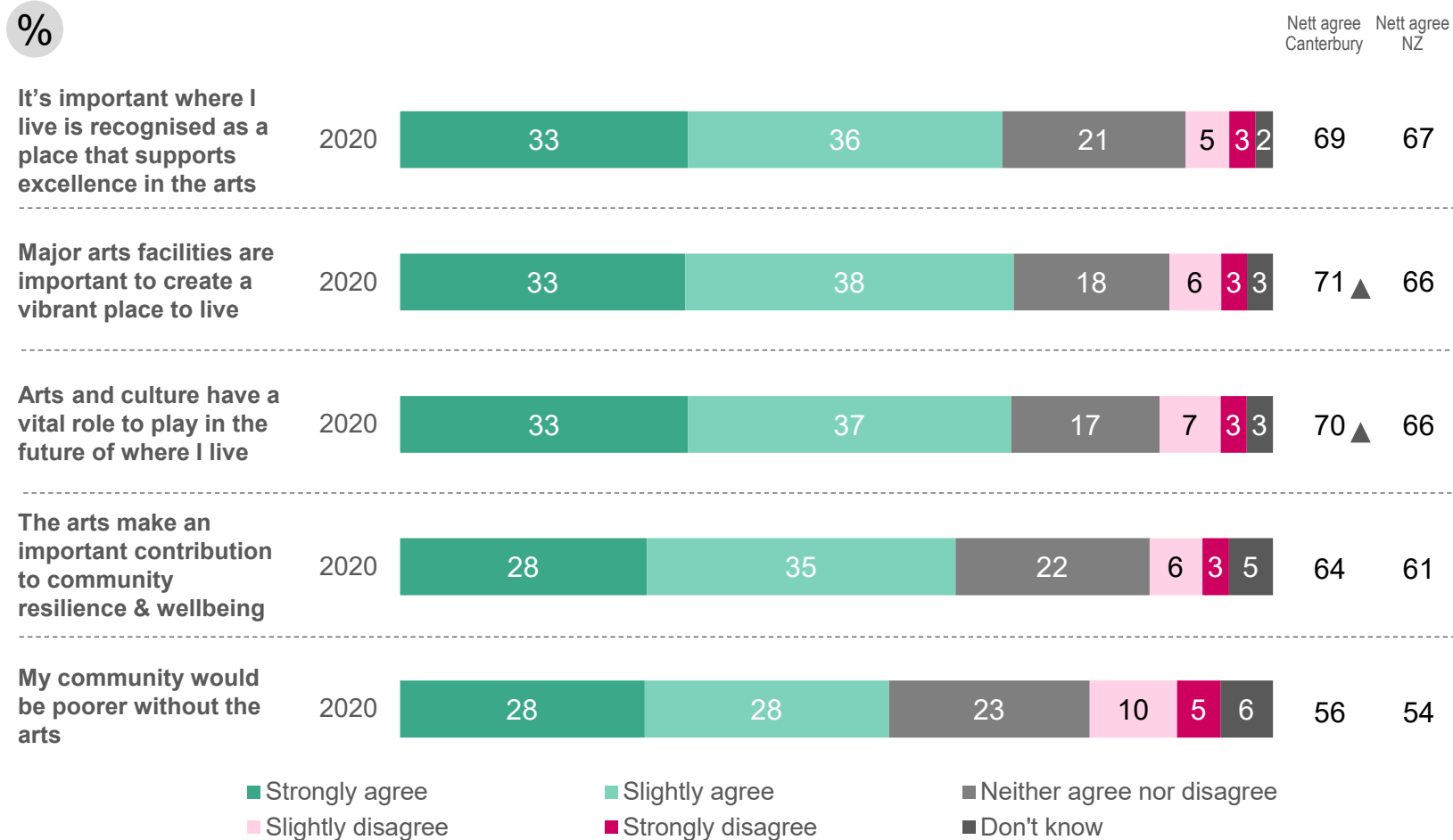
△▽ = significantly higher / lower than 2017
 ▲▼ = significantly higher / lower than all New Zealanders

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

Q

How much do you agree or disagree?

%



COMMENTARY

A series of new attitudes were added into 2020 about the role of the arts in creating communities.

Most residents feel the arts has a role to play in their region's identity and its vitality and wellbeing. In addition, 56% feel their community would be poorer without the arts.

Residents of Canterbury are more likely than all New Zealanders to agree that major arts facilities are important to create a vibrant place to live (71% vs. 66%), and that arts and culture have a vital role to play in the future of Canterbury (70% vs. 66%).

Sub-group differences in Canterbury:

Broadly speaking, women are more positive than average about the role of the arts in their communities.

Older residents (aged 60+; 68%) and New Zealand Europeans (60%) are more likely than average (56%) to agree that the community would be poorer without the arts. Conversely younger residents (aged 15-29; 45%, or 30-39; 46%) and Asian New Zealanders (33%) are less likely to agree with this sentiment.

Additionally, Māori are more likely than average to feel it is important that the region is recognised as a place of artistic excellence (79% vs. 63%).

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Canterbury residents 2020 (n=754); New Zealand 2020 (n=6263)

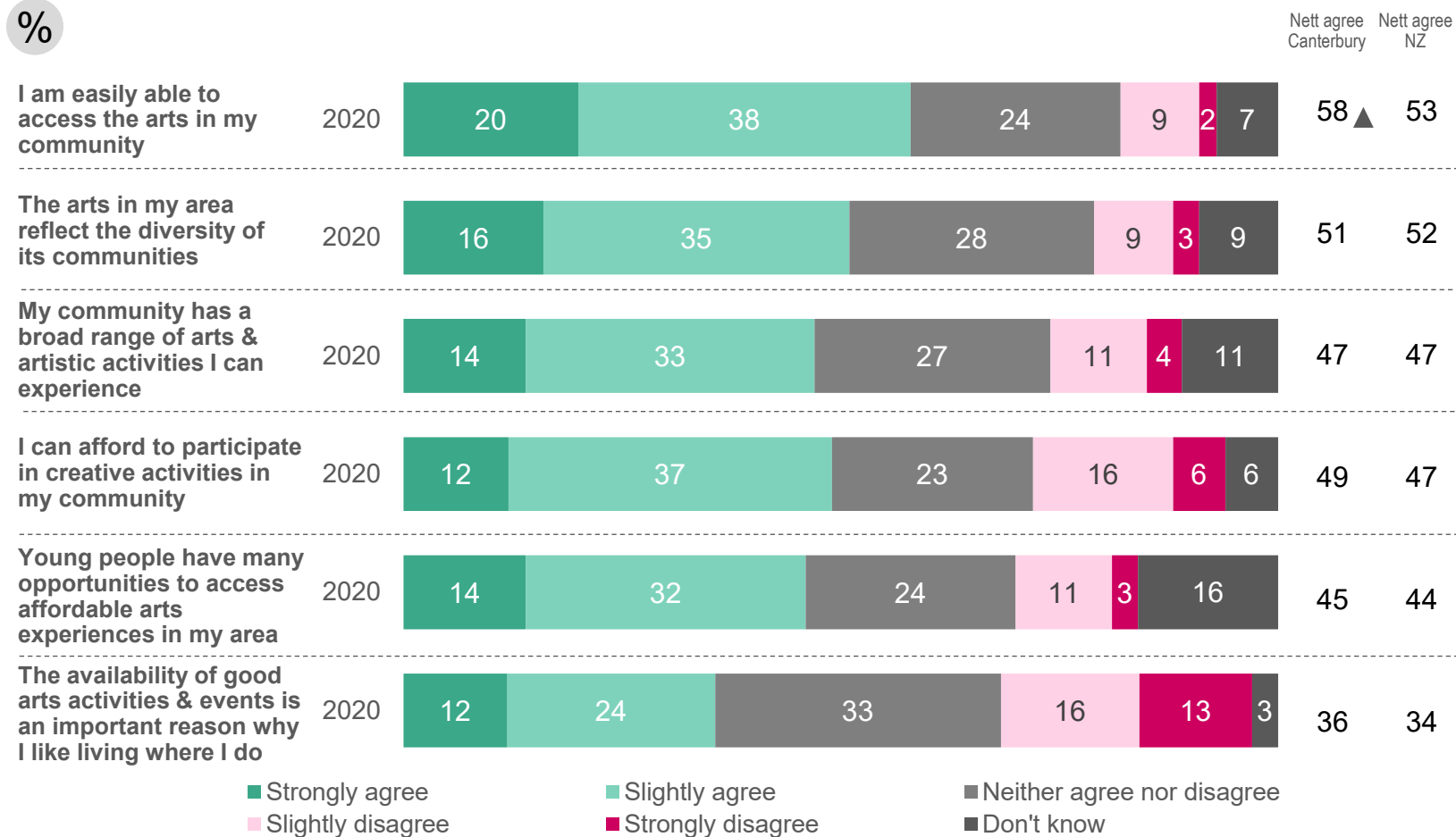
▲ ▼ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Accessibility and inclusiveness

Q

How much do you agree or disagree?

%



COMMENTARY

A series of new attitudes were added into 2020 about the extent to which the arts are accessible and inclusive.

The majority of residents are able to easily access the arts in their communities (58%), and 51% agree the arts reflects the diversity of their community. However, cost is a potential barrier for some, with only 49% agreeing they can afford to participate in creative activities in their community.

In addition, 36% agree that the availability of good arts events and activities is an important reason for living where they do.

Most of these findings are in line with the national averages, although residents are more likely to agree they are able to easily access the arts in their communities (58% vs. 53%).

Sub-group differences in Canterbury:

Those aged over 70 are more likely than average to agree that there are ample opportunity for youth to engage with the arts (58% vs. 45%).

Those with household incomes up to \$50,000 are less likely than average to agree that they can afford to participate in the arts (41% vs. 49%). In addition, those with household incomes over \$120,000 are likely than average to agree they can afford to participate (61%).

Those aged over 70 and Māori (both 60%) are more likely than average (51%) to agree that the arts in my area reflect the diversity of its communities.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Canterbury residents 2020 (n=754); New Zealand 2020 (n=6263)

▲ ▼ = significantly higher / lower than all New Zealanders



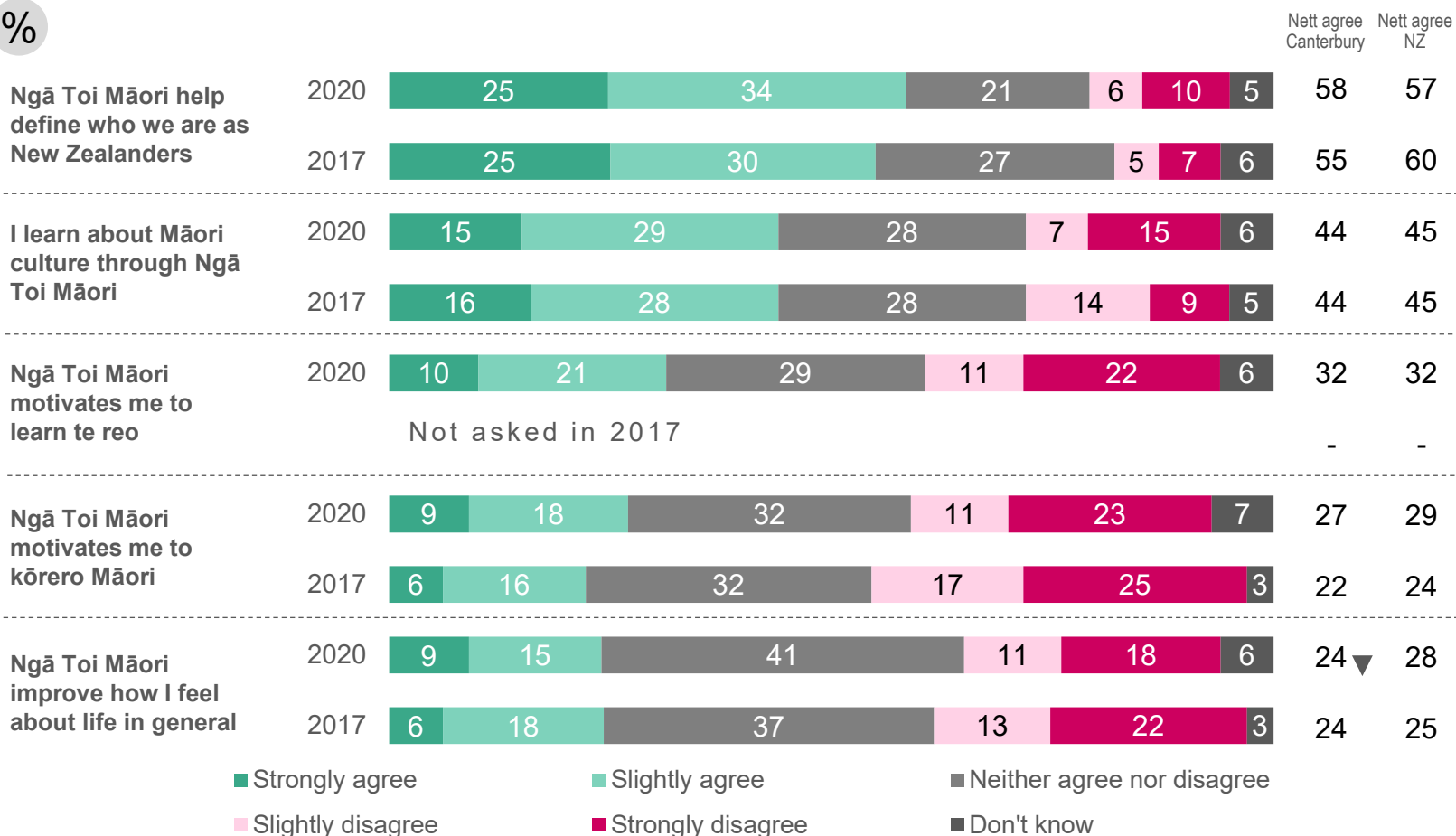
ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

Attitudes towards Ngā Toi Māori (Māori arts)

Q

How much do you agree or disagree with the following about Ngā Toi Māori (Māori arts)?

%



COMMENTARY

Residents note a number of benefits of Ngā Toi Māori to the community. Most notably 58% agree that it helps define who we are as New Zealanders, and 44% agree that is a way of learning about Māori culture.

For some it also acts as a catalyst to learn or speak te reo. The proportion who says it motivates them to kōrero te reo is 27% in 2020, compared to 22% in 2017, albeit the difference is not statistically significant.

Overall residents attitudes are in line with all New Zealanders. One exception is the statement Ngā Toi Māori improve how I feel about life in general, for which agreement is significantly lower than the national average (24% vs. 28%).

Māori residents are more likely to agree with each attitude than all Canterbury residents. Furthermore, 78% of Māori say it is an important way of connecting with their culture (this attitude is not shown on the chart).

Sub-group differences in Canterbury:

Overall, women and those aged 30-39 tend to hold more positive attitudes towards Ngā Toi Māori.

Those aged 15-29 (36%) and 40-49 (35%) are more likely than average (27%) to agree that Ngā Toi Māori motivates me to kōrero Māori.

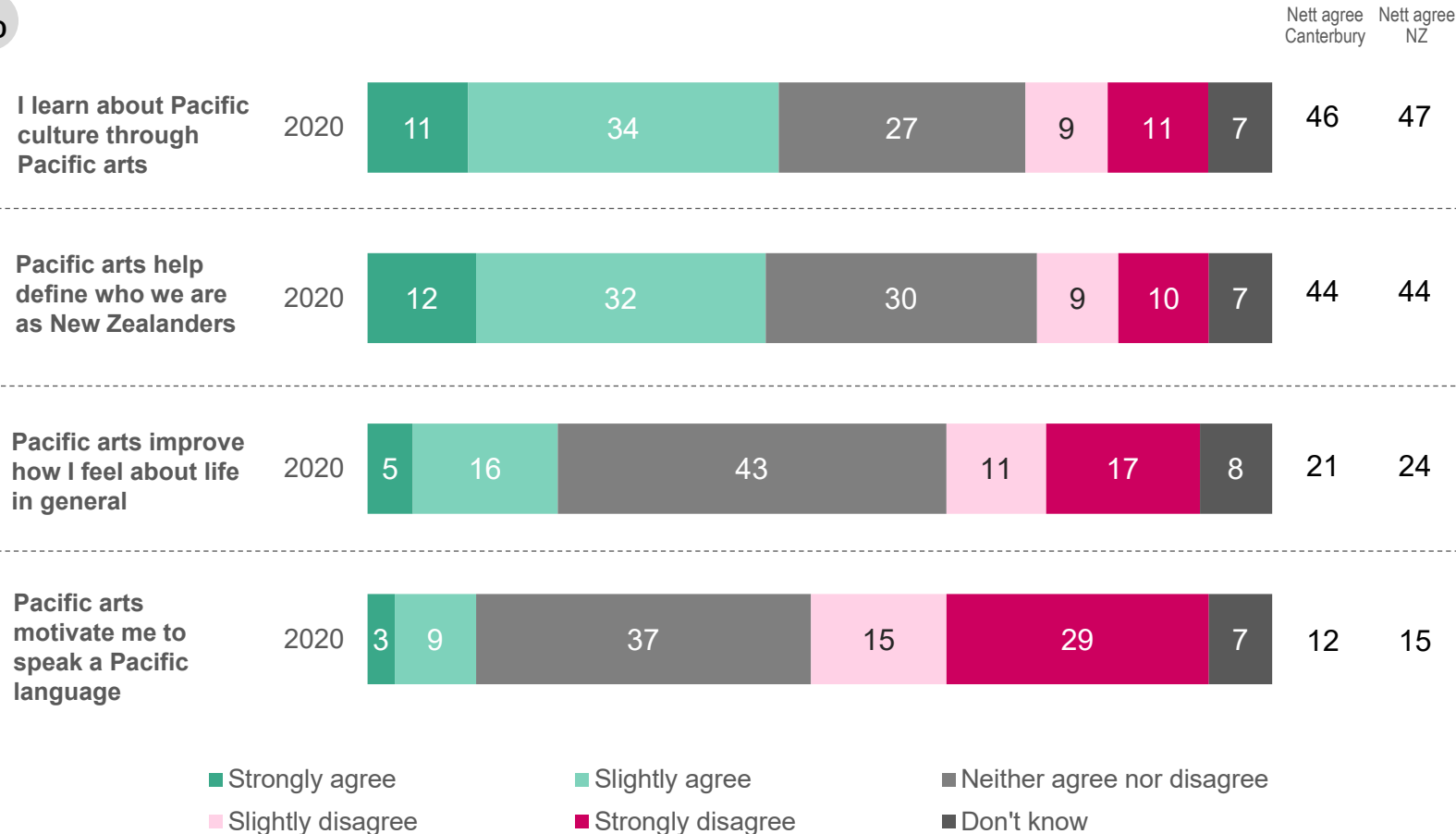
Additionally, those aged 40-49 (33%) and those with household incomes between \$50,001 and \$80,000 (32%) are more likely than average (24%) to agree that Ngā Toi Māori improve how I feel about life in general.

Attitudes towards Pacific arts

Q

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

%



COMMENTARY

A notable minority also recognise benefits from the Pacific arts. Again this includes as a way to access Pacific culture (46%) and defining our national identity (44%).

The results for the Canterbury region are consistent with the national average.

Pacific residents are generally more likely to agree with each attitude, albeit these differences are not statistically significant due to the relatively small base size of Pacific respondents (27 respondents).

Sub-group differences in Canterbury:

Residents with household incomes of over \$120,000 are more likely than average to agree that Pacific arts help define New Zealand identity (53% vs. 44%) and that they learn about Pacific culture through its art (53% vs. 46%).

Those aged 30-39 are more likely than average to agree that they learn about Pacific culture through Pacific art (56% vs. 46%), while those aged 15-39 are more likely to be motivated to speak a Pacific language through Pacific arts (19% vs. 12%).



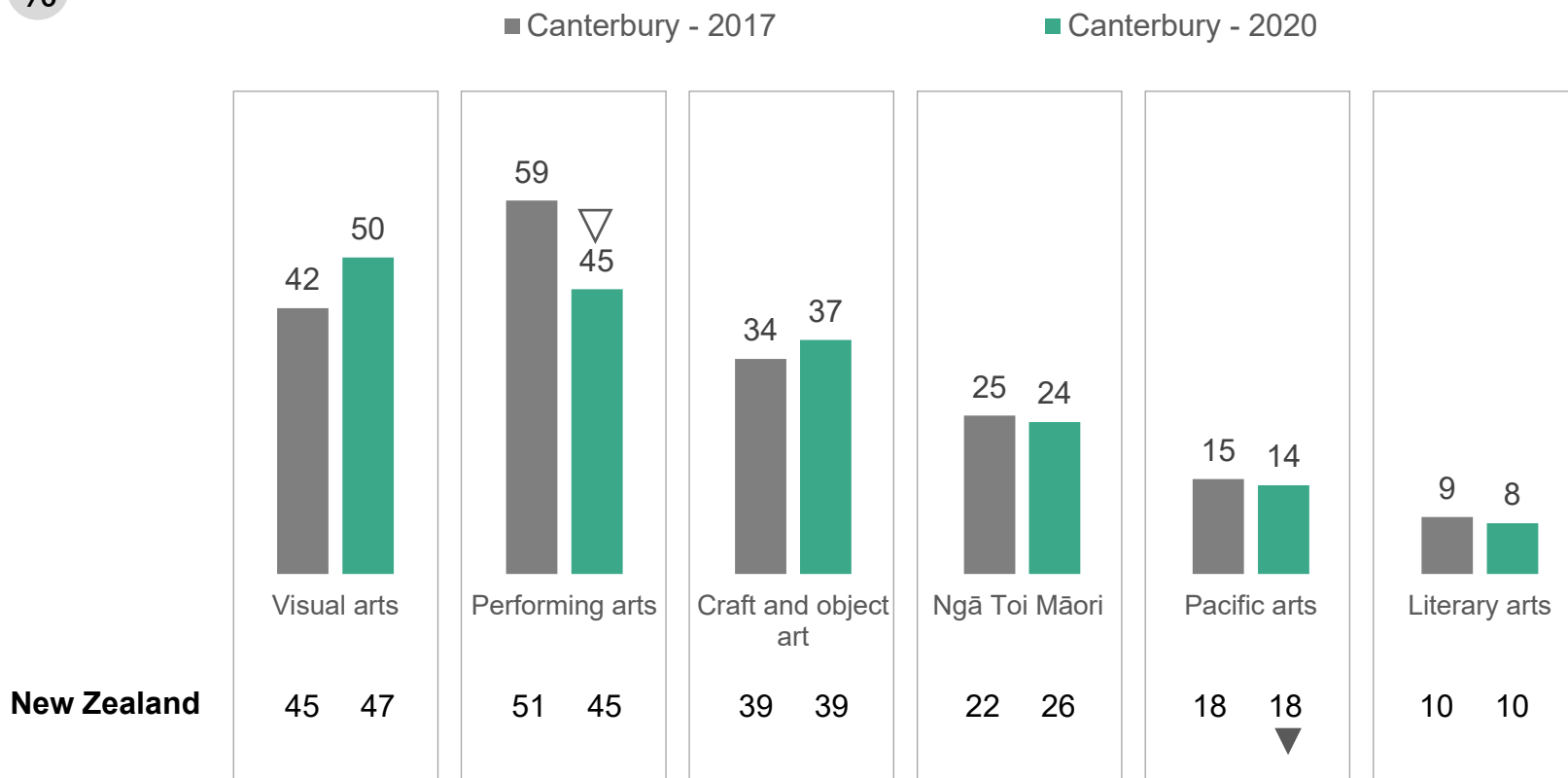
ATTENDANCE BY ARTFORM

Attendance by art form

Q

Proportion who have attended different art forms in the last 12 months

%



COMMENTARY

The chart shows the proportion of Canterbury residents who have been actively involved in each art form at least once in the last 12 months.

The most popular art forms for attendance is the visual arts (50%) followed by the performing arts (45%).

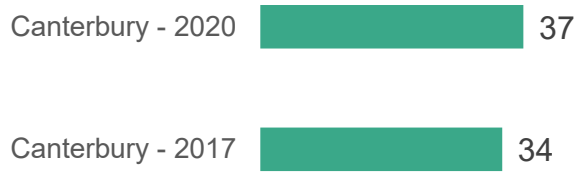
Attendance of at performing arts has significantly dropped from 59% in 2017 to 45% in 2020, which is likely a result of the COVID-19 restrictions.

Attendance at all art forms is in line with the national averages, except for Pacific arts attendance, which is lower than the New Zealand average (14% vs. 18%).

Further analysis of each art form (including sub-group differences) is presented in the following slides.

%

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



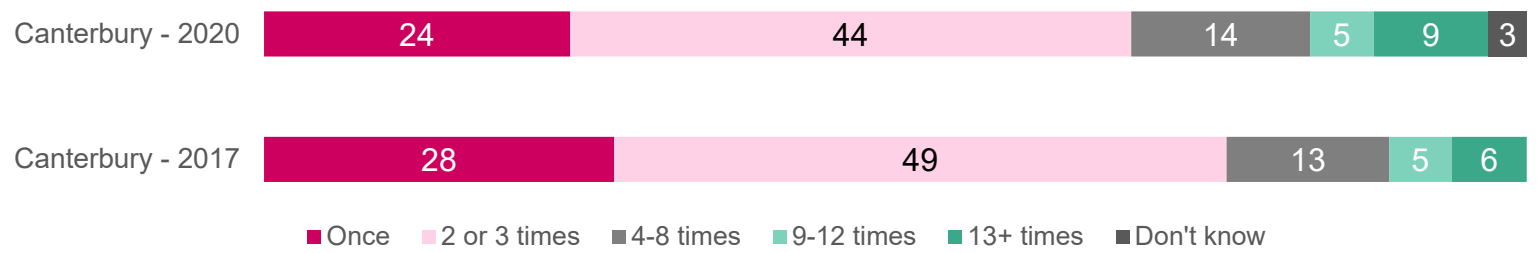
Base: All Canterbury residents 2017 (n=151); 2020 (n=754)

Q Did you do this...



Base: All Canterbury residents who have attended craft and object arts 2020 (n=286)

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



Base: All Canterbury residents who have attended the craft and object arts 2017 (n=57); 2020 (n=286)

COMMENTARY

Thirty seven percent of the residents have attended craft and object arts in the last 12 months, in line with 2017.

For the first time, the survey asked attendees whether they attended in person or online for each art form. Of course, attendees might have done both, so the percentages add to more than 100%.

Those people who are attending craft and object art are typically doing so in person (83%), but over a third attend online.

Most attendees visit on an infrequent basis, with 68% having visited less than four times in the last 12 months.

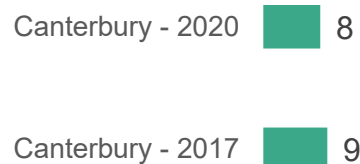
Sub-group differences in Canterbury:

Women (44%) are more likely to have attended craft and object art than average (37%). In contrast, men (30%) are less likely than average to have attended.

Amongst attendees, men (32%) and Asian New Zealanders (36%) are more likely than average to have attended only one event (24%).

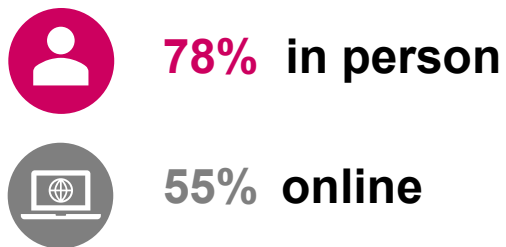
%

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



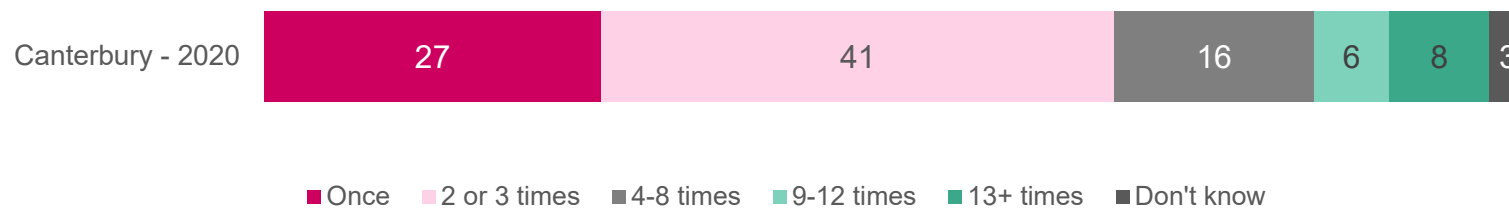
Base: All Canterbury residents 2017 (n=151); 2020 (n=754)

Q Did you do this...



Base: All Canterbury residents who have attended the literary arts 2020 (n=70)

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



Base: All Canterbury residents who have attended the literary arts; 2020 (n=70)

COMMENTARY

Eight percent of the Canterbury region have attended literary arts in the last 12 months. This is in line with 2017.

Those people who are attending literary arts typically do so in person (78%), but over half attend online.

Sixty eight percent of the Canterbury residents are infrequent attendees (less than four times per year).

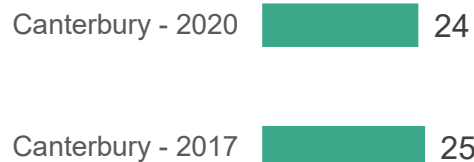
Sub-group differences in Canterbury:

New Zealand Europeans (7%) and men (6%) are less likely than average to have attended a literary arts event in the past year (8%). Conversely, Asian New Zealanders and people with the lived experience of disability (both 16%) are more likely to attend literary arts events.

%

Q

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?



Base: All Canterbury residents 2017 (n=151); 2020 (n=754)

Q

Did you do this...



86% in person

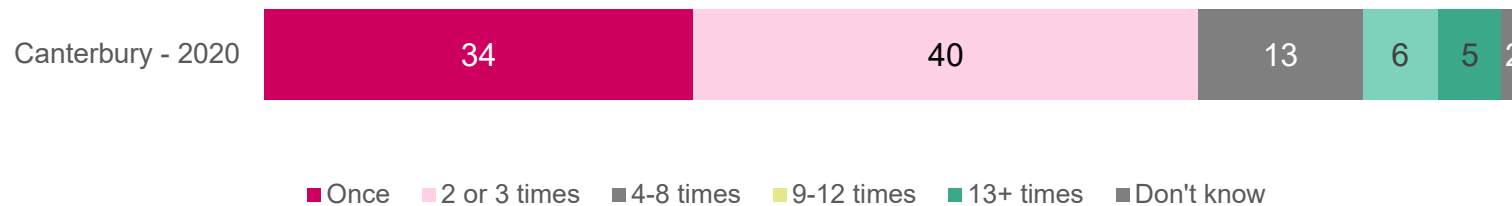


45% online

Base: All Canterbury residents who have attended Ngā Toi Māori 2020 (n=190)

Q

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



Base: All Canterbury residents who have attended Ngā Toi Māori 2020 (n=190)

COMMENTARY

The proportion of Canterbury residents who have attended Ngā Toi Māori in the last 12 months is consistent with 2017 figures (24% vs. 25% in 2017).

Eighty six per cent of attendees are typically doing so in person. Forty five per cent are attending online.

Most attendees visit on an infrequent basis, with 74% having visited less than four times in the last 12 months.

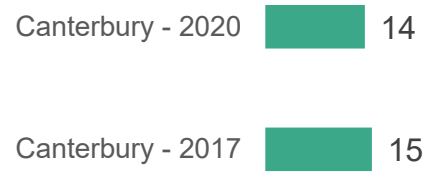
Sub-group differences in Canterbury:

Māori (48%), respondents with household incomes over \$120,000 (33%) and women (28%) are more likely than average (24%) to have attended Ngā Toi Māori in the past 12 months.

Residents with household incomes over \$120,000 are more likely to attend in person (70%) than average (54%).

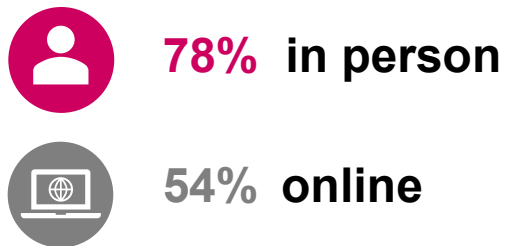
%

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



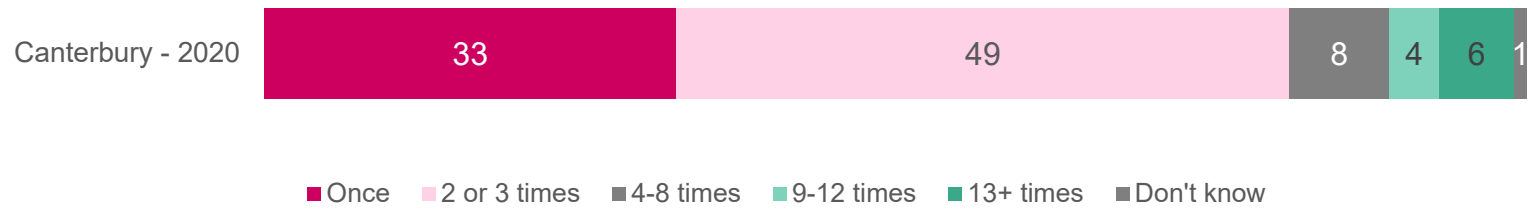
Base: All Canterbury residents 2017 (n=151); 2020 (n=754)

Q Did you do this...



Base: All Canterbury residents who have attended the Pacific arts 2020 (n=105)

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



Base: All Canterbury residents who have attended the Pacific arts 2020 (n=105)

COMMENTARY

Fourteen percent of the residents have attended Pacific arts in the last 12 months. This is consistent with 2017.

Those people who are attending Pacific arts are typically doing so in person (78%), with over half (54%) attending online.

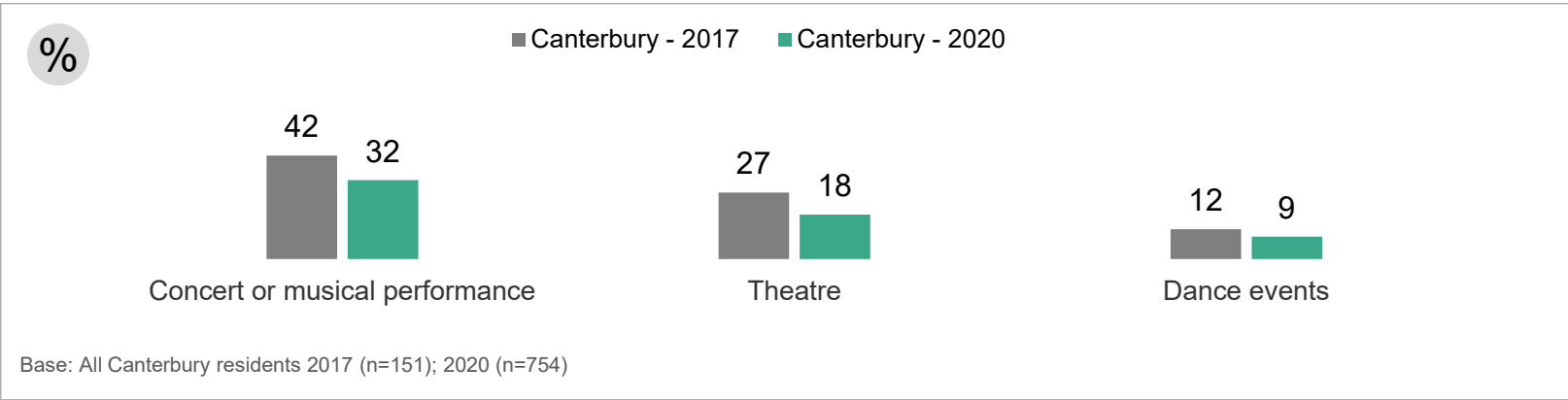
Most attendees visit on an infrequent basis, with 82% having visited less than four times in the last 12 months.

Sub-group differences in Canterbury:

Māori are more likely than average to have attended Pacific arts (22% vs. 14%).

Performing arts attendance

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



COMMENTARY

Overall, 45% of Canterbury residents have attended the performing arts in the last 12 months. The chart shows how this breaks down across different types.

Concerts or musical performances remain the most popular type of performing arts. Theatre is the second most popular of the performance arts, followed by dance. While there are decreases in attendance at concerts and at the theatre, neither decline is statistically significant.

Those people who are attending the performing arts are typically doing so in person, especially when it comes to theatre.

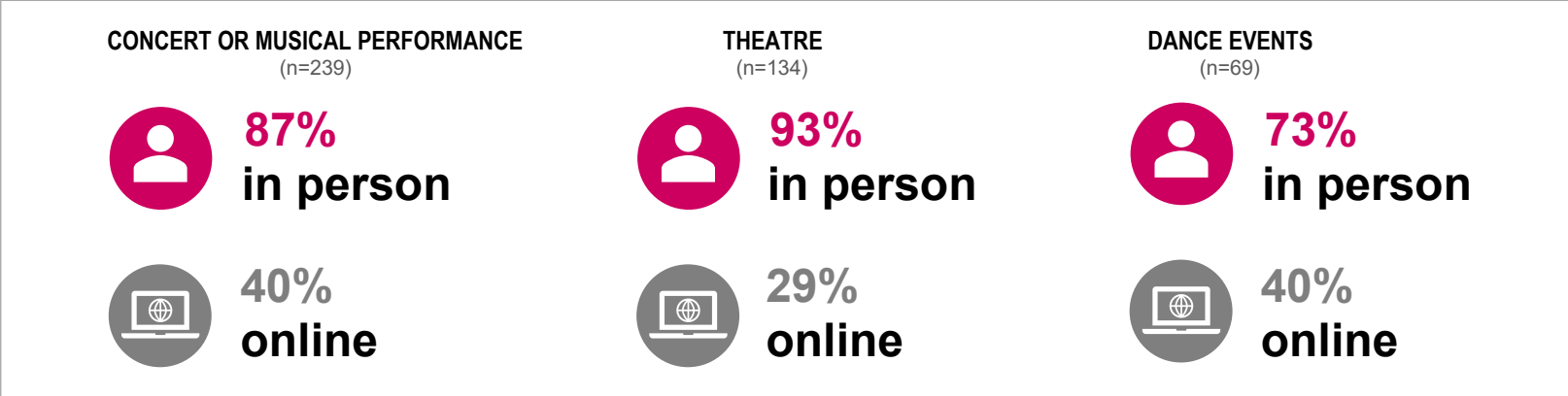
Sub-group differences in Canterbury:

Those with household incomes of up to \$50,000 are less likely than average to have attended the performing arts events (34% vs. 45%).

Māori (16%) and women (12%) are more likely than average to have seen a ballet or other dance performance. Residents with household incomes of more than \$120,000 are more likely than average to see a theatre performance (27% vs. 18%).

New Zealand Europeans are more likely than average to have attended a musical performance in person (64% vs. 58%), while Asian New Zealanders are more likely than average to have attended online (23% vs. 11%).

Q Did you do this...

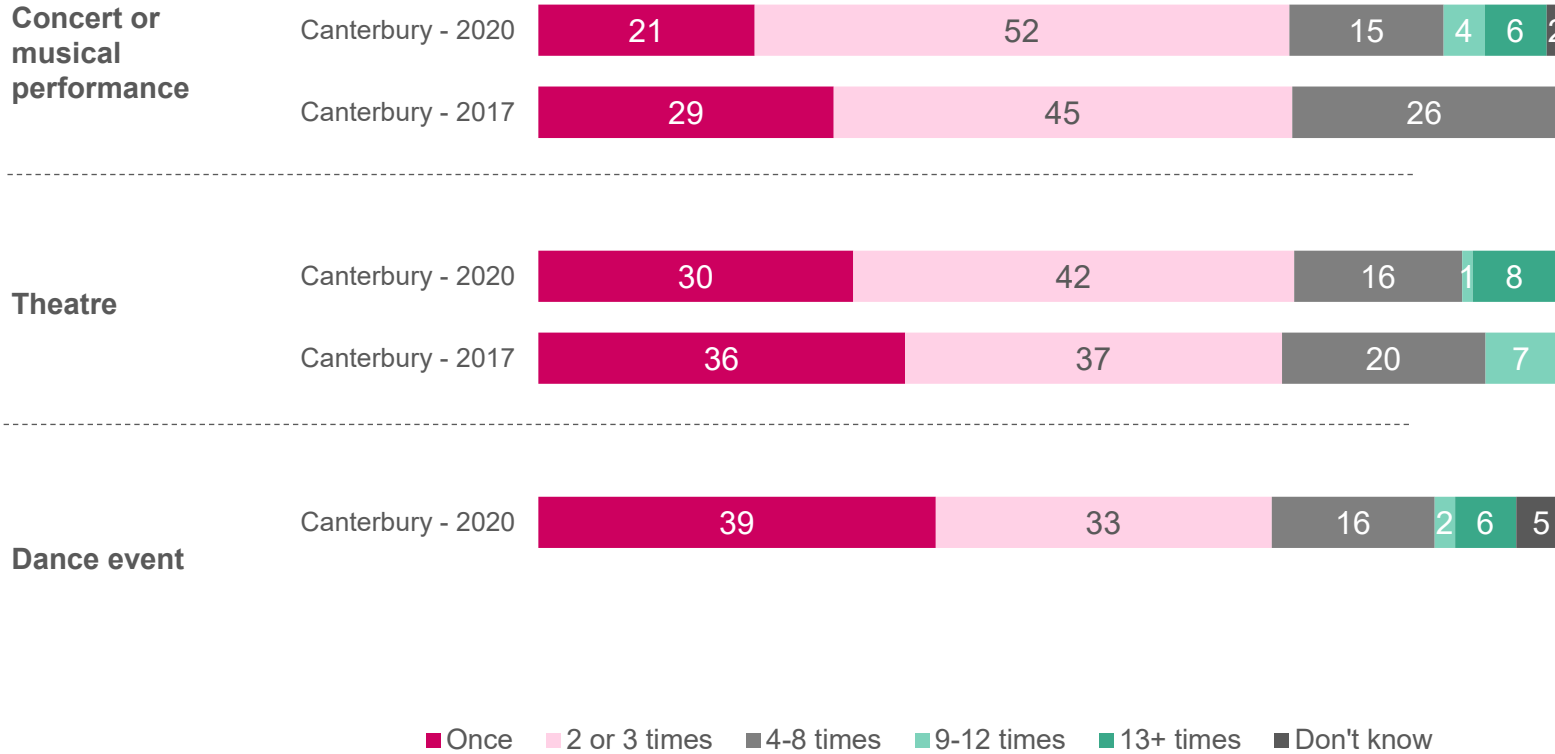


Performing arts attendance

Q

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

%



COMMENTARY

Most people who attend the performing arts in the Canterbury region do so infrequently i.e. up to three times in the last twelve months.

Frequency of attendance is in line with 2017 for concert / musical performances and theatre but has increased for dance.

Sub-group differences in Canterbury:

Of attendees, Asian New Zealanders are more likely than average to have only seen one theatre performance in the past year (48% vs. 30%).

Attendees with household incomes between \$80,001 and \$120,000 are more likely than average to have only seen one concert or musical performance (34% vs. 21%). Conversely, attendees with household incomes over \$120,000 are more likely than average to be regular attendees (16% vs. 10%).

Note: 2017 data for dance events has been suppressed due to small base size (n=16)
Base: All respondents who have attended each art form, base sizes range between 69 and 239

△ ▽ = significantly higher / lower than 2017

%

Q

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



Base: All Canterbury residents 2017 (n=151); 2020 (n=754)

Q

Did you do this...



83% in person

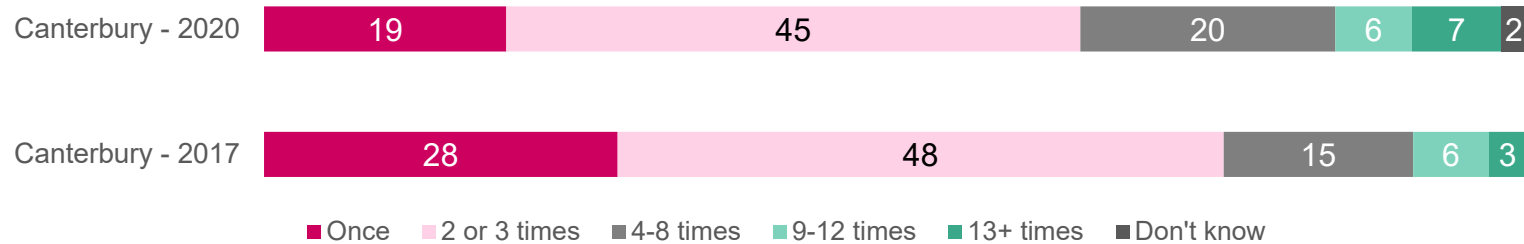


50% online

Base: All Canterbury residents who have attended the visual arts 2020 (n=380)

Q

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



Base: All Canterbury residents who have attended the visual arts 2017 (n=69); 2020 (n=380)

COMMENTARY

Fifty percent of the residents have attended the visual arts in the last 12 months, in line with 2017.

Of the 50% of residents who had attended the visual arts 83% had done so in person, and 50% online.

Most attendees visit on an infrequent basis, with 64% having visited less than four times in the last 12 months. The increase in more regular attendance in 2020 is not statistically significant.

Sub-group differences in Canterbury:

Women (57%) are more likely than average (50%) to have attended the visual arts. Those with household incomes up to \$50,000 are less likely to have attended (41%).

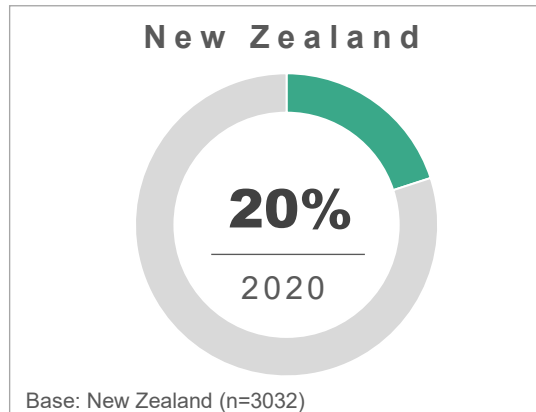
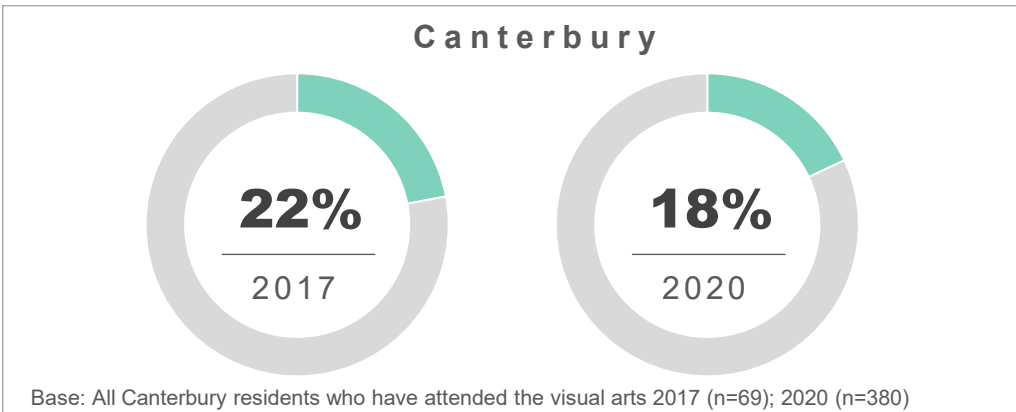
Of attendees, Asian New Zealanders are more likely than average to have attended only one visual arts event in the past year (31% vs. 19%).

Attendees with household incomes of between \$50,001 and \$80,000 (35%) and those aged 15-29 (34%) are less likely than average to have done so in person (49%).

Visual arts attendance: impact of film festivals

Q

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



COMMENTARY

Eighteen percent of residents who have attended the visual arts, have attended a film festival in the last 12 months. This is in line with 2017 (22%) and with the national average (20%).

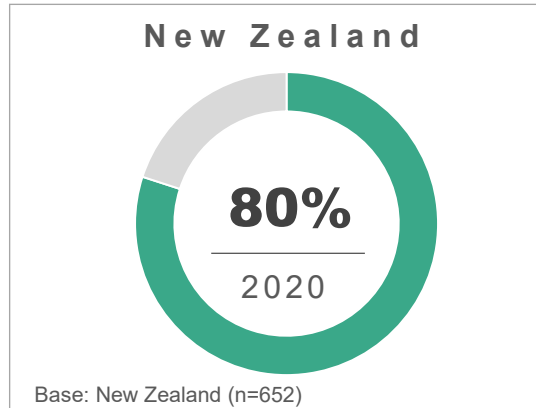
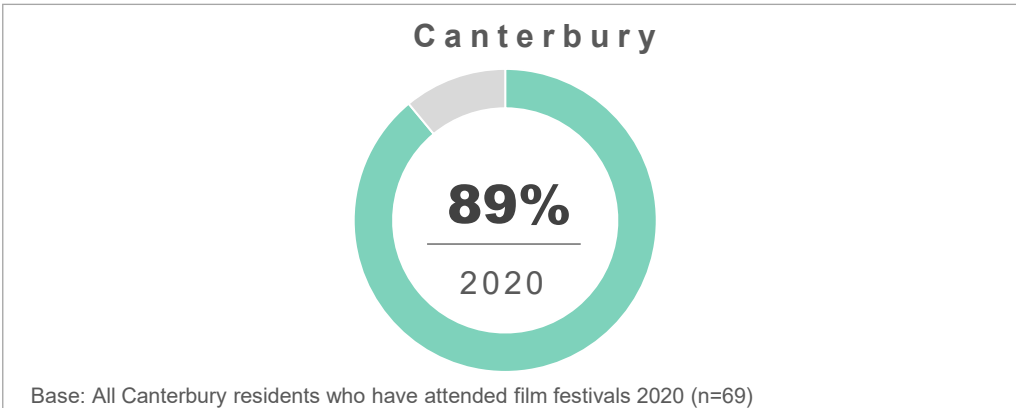
Eight nine percent of those who have attended film festivals in the last 12 months have also attended other visual art forms. This compares to 80% for all New Zealanders, albeit the difference is not statistically significant.

Sub-group differences in Canterbury:

Māori (who have attended the visual arts) are more likely than average to have attended a film festival in the past 12 months (27% vs 18%).

Q

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

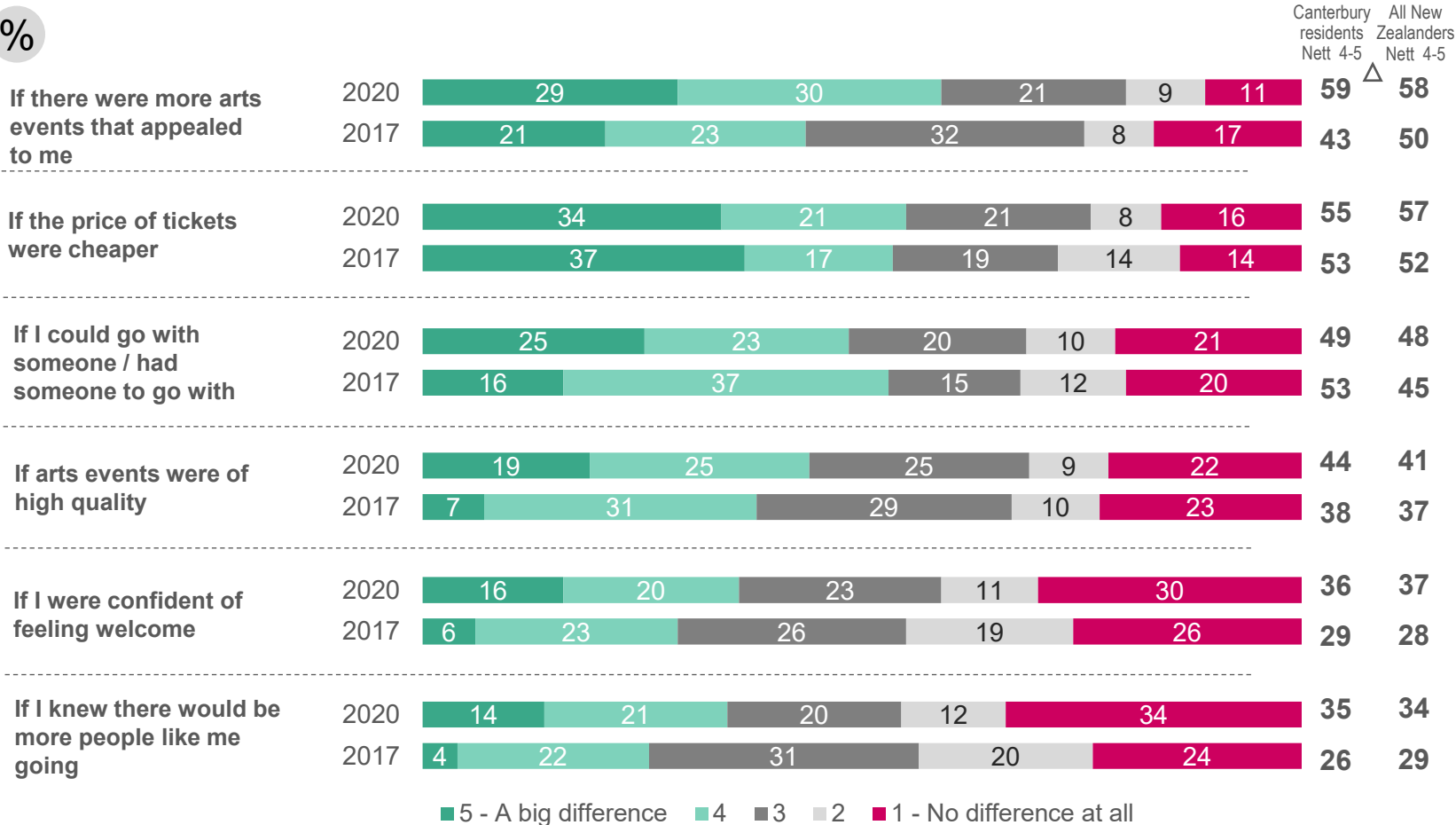


Encouraging greater attendance in the arts

Q

What difference would the following make in encouraging you to go to the arts more often?

%



COMMENTARY

Sixty nine percent of Canterbury residents agree that some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Choice (59%) and ticket prices (55%) are the top two factors that influence attendance. Choice is a more notable trigger than in 2017, which might well be related to COVID.

There is also an opportunity to further increase attendance by tackling the social norm that you need to attend arts events with other people, as well as perceptions of quality.

Finally, greater inclusivity needs to be promoted to encourage attendance. One-in-three residents would be more open to attending if they were confident of being welcomed or if they expected to encounter similar people.

Sub-group differences in Canterbury:

Broadly speaking, respondents aged 15-29, Māori, Asian New Zealanders and those with incomes between \$80,001 and \$120,000 agree that most of these factors would make a big difference to their engagement with the arts.

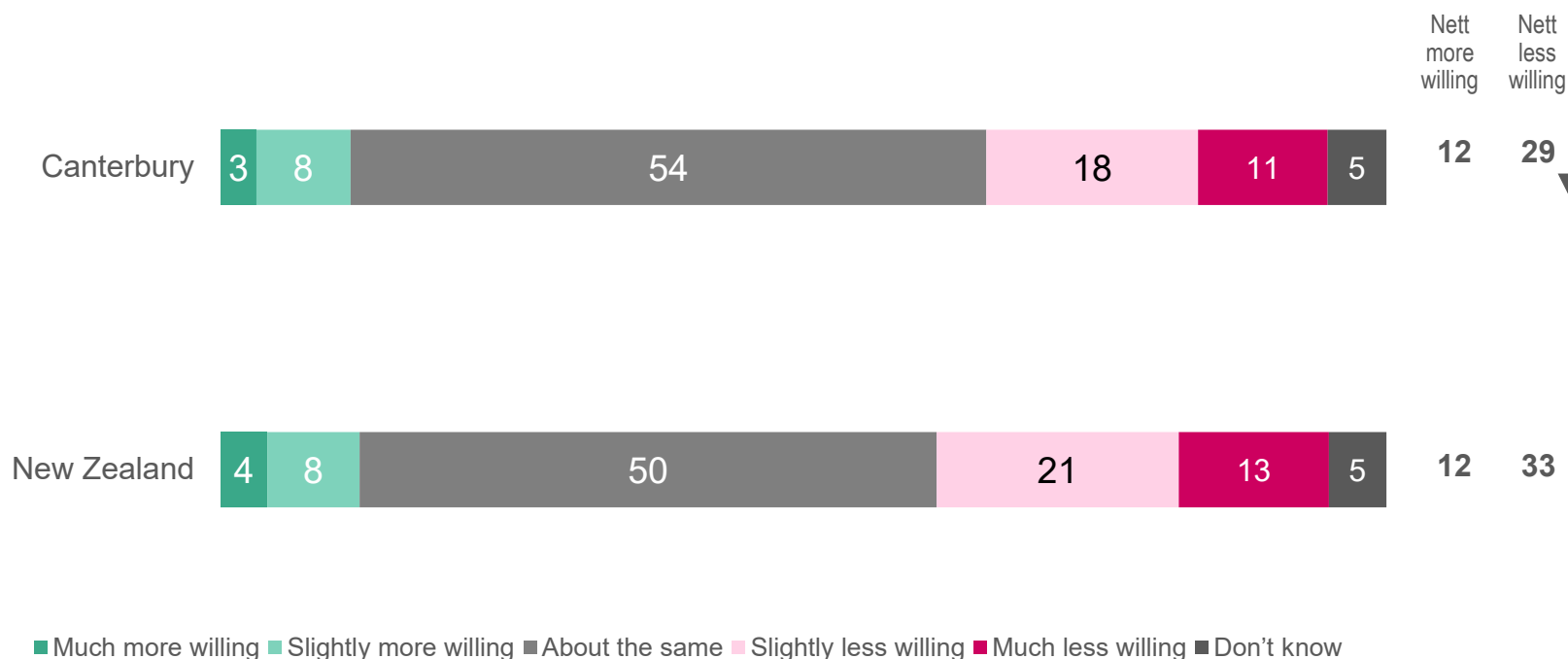
Additionally, those aged 30 -39 and with household incomes of over \$120,000 (both 70%) agree that having more appealing events would make a big difference to attendance (vs. 59% on average).

COVID-19: Impact on willingness to attend arts in person

Q

How has COVID-19 impacted your willingness to attend arts and cultural activities in person?

%



COMMENTARY

Less than a third of the residents (29%) are less willing to attend arts events in person because of COVID-19, suggesting there is still anxiety around catching the virus while out and about, particularly in large crowds. In Canterbury, this is somewhat less of a concern than for all New Zealanders (33%).

On the other hand, 12% are more willing to attend arts and cultural activities in light of COVID-19.

Sub-group differences in Canterbury:

People with the lived experience of disability (42%), those aged over 70 (37%) and women (35%) are more likely than average (29%) to say they are less willing to attend arts events in person.



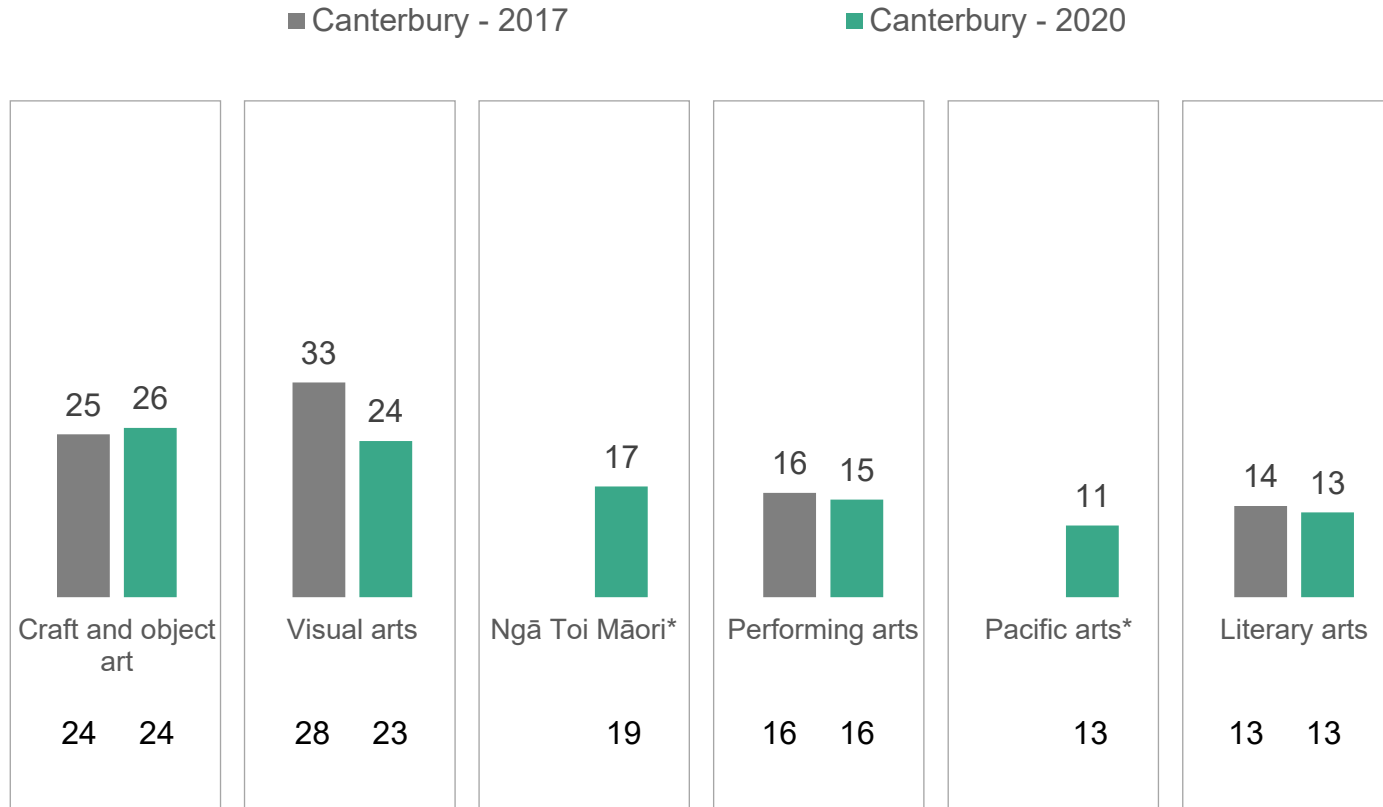
PARTICIPATION BY ARTFORM

Participation by art form

Q

Proportion who have participated in different art forms in the last 12 months.

%



COMMENTARY

The chart shows the proportion of Canterbury residents who have been actively involved in each art form at least once in the last 12 months.

The most popular artforms are craft and object arts (26%) and visual arts (24%). The decline in participation in visual arts is not statistically significant. Participation in the other artforms is in line with 2017 and with national averages.

Note, the survey question wording changed for Māori and Pacific arts in 2020, and so there is no trend data presented for these two art forms.

Further analysis of each art form (including sub-group differences) is presented in the following slides.

*NOTE: The way participation was asked for Ngā Toi Māori and Pacific arts in 2020 differs from how it was asked in previous years, meaning that the data is not comparable. Therefore data points for previous years have been suppressed.

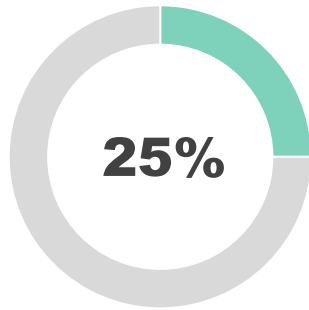
Craft and object art participation

Q

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

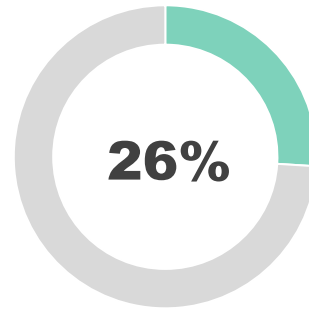
%

Canterbury 2017



25%

Canterbury 2020



26%

Base: All Canterbury residents 2017 (n=151); 2020 (n=754)

Q

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

Canterbury - 2020



Once 2 or 3 times 4-8 times 9-12 times 13+ times Don't know

Base: All Canterbury residents who have participated in craft and object arts 2020 (n=195)

COMMENTARY

Twenty six percent of Canterbury residents have participated in craft and object art in the last 12 months. This is broadly in line with 2017.

A quarter of participants take part on a regular basis (at least nine times in the last 12 months).

Sub-group differences in Canterbury:

Women and Māori (both 37%) are more likely than average (26%) to have participated in craft and object art.

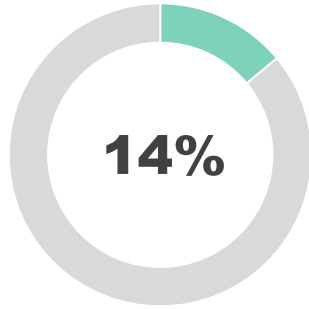
Amongst participants, Asian New Zealanders (32%) and men (23%) are more likely than average (13%) to have only participated in craft and objects once in the past year.

Q

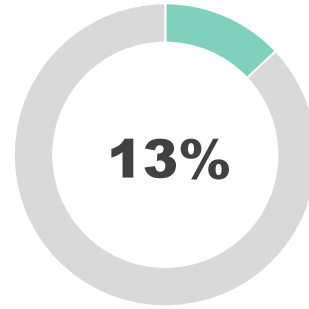
Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?

%

Canterbury 2017



Canterbury 2020



Base: All Canterbury residents 2017 (n=151); 2020 (n=754)

COMMENTARY

Thirteen percent of the residents have participated in literary arts in the last 12 months. This is in line with 2017.

Thirty eight percent of participants take part on a regular basis (at least nine times in the last 12 months), while 41% are infrequent participants.

Sub-group differences in Canterbury:

Māori are more likely than average to have taken part in literary arts in the past year (20% vs. 13%). Those aged 60-69 (93%) and New Zealand Europeans (7%) are less likely than average to have taken part.

Q

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

Canterbury - 2020



Once 2 or 3 times 4-8 times 9-12 times 13+ times Don't know

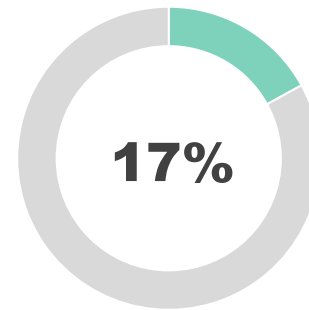
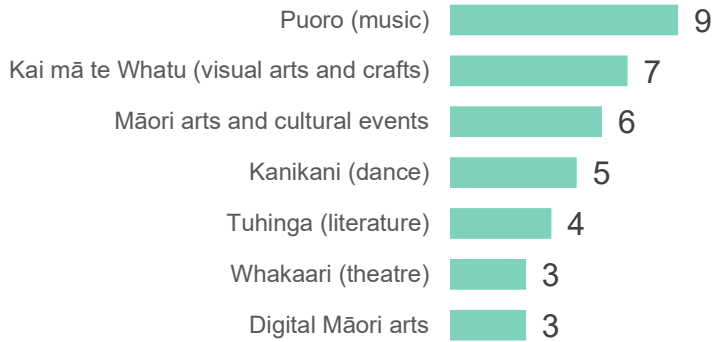
Base: All Canterbury residents who have participated in literary arts 2020 (n=99)

Ngā Toi Māori participation

Q

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

%

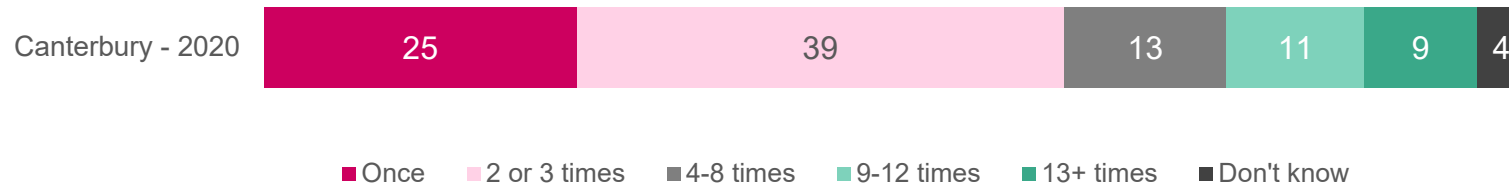


Nett participated

Base: All Canterbury residents 2020 (n=754)

Q

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



Base: All Canterbury residents who have participated in Ngā Toi Māori 2020 (n=139)

COMMENTARY

Seventeen percent of Canterbury residents have participated in Ngā Toi Māori in the last 12 months. Please note due to changes in the question wording trends are not shown against 2017.

The most popular Ngā Toi Māori activity is puoro (music), followed by kai mā te whatu (visual arts and crafts).

Twenty percent of participants take part on a regular basis (at least nine times in the last 12 months), while 64% are infrequent participants.

Forty five percent of Māori in the region have participated in Ngā Toi Māori, significantly higher than the regional average (17%).

Sub-group differences in Canterbury:

The following groups are less likely than average (17%) to have participated in Ngā Toi Māori in the last 12 months:

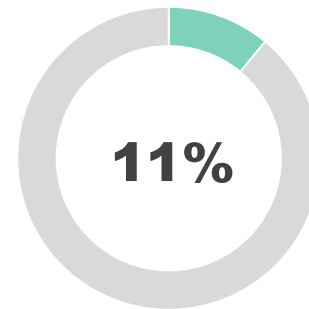
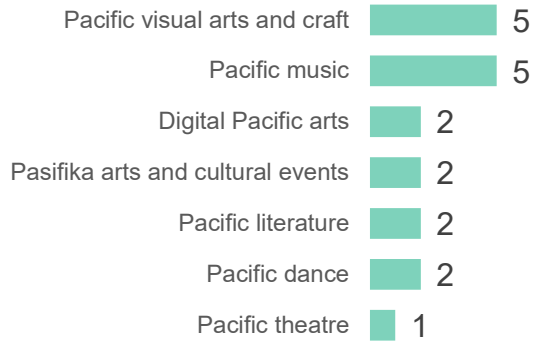
- New Zealand Europeans (15%)
- Men (13%)
- Those aged 70+ (3%).

Pacific arts participation

Q

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

%



Nett participated

Base: All Canterbury residents 2020 (n=754)

Q

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

Canterbury - 2020



Once 2 or 3 times 4-8 times 9-12 times 13+ times Don't know

Base: All Canterbury residents who have participated in Pacific arts 2020 (n=88)

COMMENTARY

Eleven percent of regional residents have participated in the Pacific arts in the last 12 months. Please note due to changes in the question wording trends are not shown against 2017.

The most popular Pacific arts activities are visual arts and craft and music.

The majority of the participants do so on an infrequent basis (77%).

Sub-group differences in Canterbury:

The following groups are more likely than average to have participated in Pacific arts in the last 12 months:

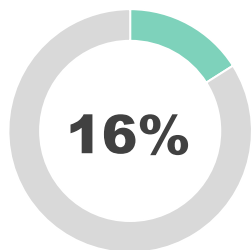
- People with the lived experience of disability (22%)
- Māori (19%)
- Those aged 30 to 39 (18%).

%

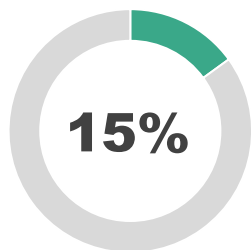
Q

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

Canterbury
2017



Canterbury
2020

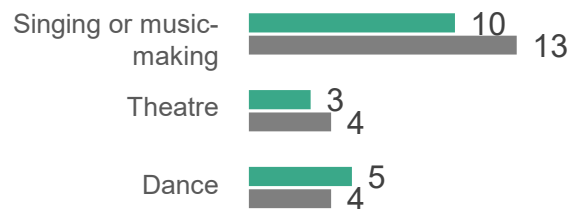


Base: All Canterbury residents 2017 (n=151); 2020 (n=754)

Q

Which of these were you actively involved in?

■ Canterbury - 2020
■ Canterbury - 2017



Base: All Canterbury residents 2017 (n=151); 2020 (n=754)

Q

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

Canterbury - 2020



■ Once ■ 2 or 3 times ■ 4-8 times ■ 9-12 times ■ 13+ times ■ Don't know

Base: All Canterbury residents who have participated in the performing arts 2020 (n=122)

COMMENTARY

Fifteen percent of the residents have participated in performing arts in the last 12 months. This is in line with 2017.

Singing or music making remains the most popular type of performing arts for residents to take part in. Levels of participation in the different types of art form have not changed significantly.

Around one in three take part on a regular basis (at least nine times in the last 12 months), while almost half are infrequent participants.

Sub-group differences in Canterbury:

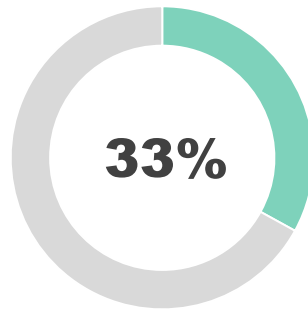
Residents aged 15-29 and Asian New Zealanders (both 23%) are more likely than average to have taken part in performing (15%). Conversely, those over 60 and New Zealand Europeans are less likely to have done so.

Those aged 15-29 are more likely than average to have taken part in theatre/drama (8% vs. 3%), Māori are more likely to have taken part in singing/other music-making (17% vs. 10%), while Asian New Zealanders are more likely to have participated in dance (10% vs. 5%).

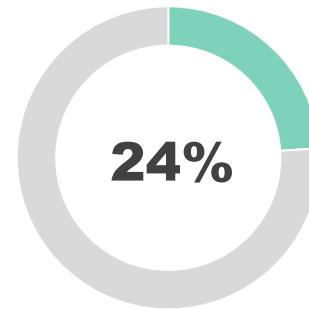
Q Have you created any visual artworks in the last 12 months?

%

Canterbury 2017



Canterbury 2020



Base: All Canterbury residents 2017 (n=151); 2020 (n=754)

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

Canterbury - 2020



Once 2 or 3 times 4-8 times 9-12 times 13+ times Don't know

Base: All Canterbury residents who have participated in the visual arts 2020 (n=178)

COMMENTARY

Participation in the visual arts in the last 12 months is at 24%. This compares to 33% in 2017, albeit the decrease in participation is not statistically significant due to the lower base size in 2017.

One in three respondents participate in visual arts on a regular basis (at least nine times in the last 12 months).

Sub-group differences in Canterbury:

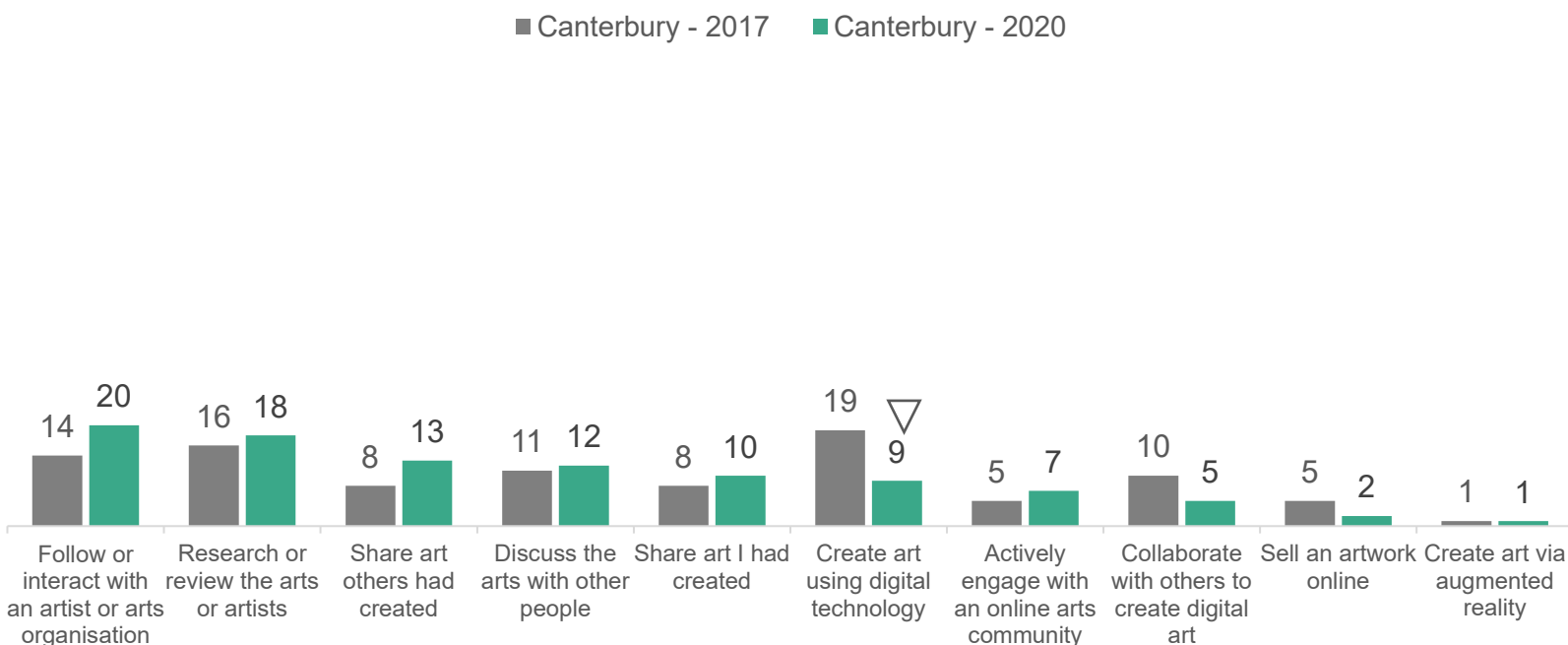
Those aged 15-29 (34%) and women (30%) are more likely than average (24%) to have taken part in the visual arts in the past year. Conversely, those over 70 (14%) and men (18%) are less likely than average (24%) to have taken part.

Use of digital technology for arts activities

Q

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

%



COMMENTARY

Digital technology continue to enable the residents to engage with the arts in different ways. However, some of the allure or novelty of this technology may be waning.

Forty two percent of residents have used digital technology for arts activities, with the most common use being to follow or interact with an artist or arts organisation (20%).

There has been a decline in creating art using digital technology from 19% in 2017 to 9%.

Sub-group differences in Canterbury:

Broadly speaking, women, Māori and people with the lived experience of disability are more likely to use technology to engage with the arts than average.

Residents aged 15-29 are more likely than average to use technology to follow/interact with an artist or an organisation (29% vs. 20%). Meanwhile, those aged 40-49 are more likely to use digital technology for researching and reviewing the arts (27% vs. 18%).

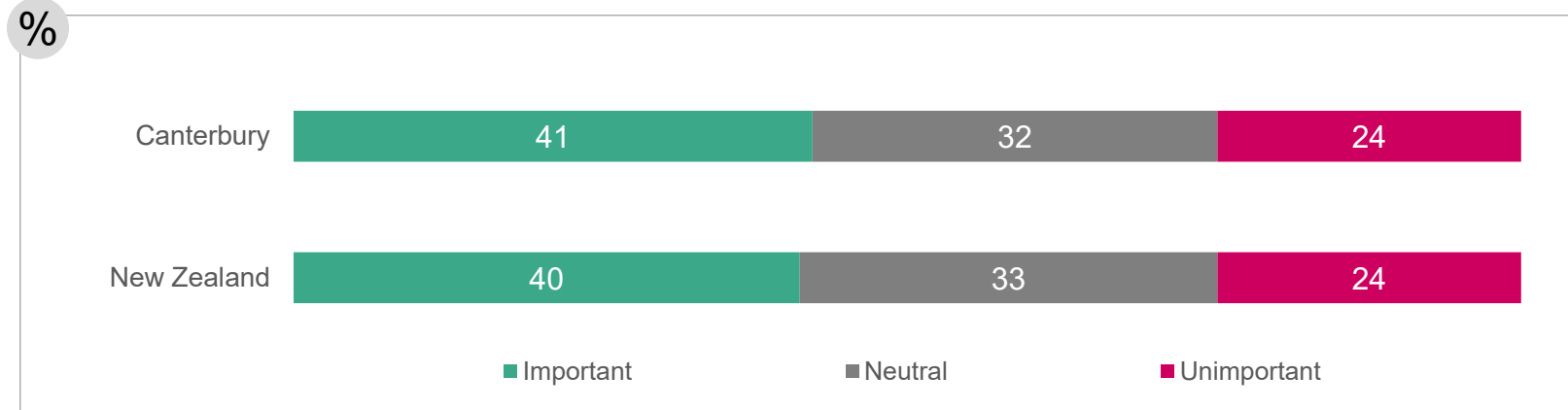
Asian New Zealanders are more likely than average to share art others created online (18% vs. 13%).



PERCEIVED IMPACT ON WELLBEING AND SOCIETY

Importance of the arts to wellbeing

Q How important is the arts to your personal wellbeing?



Q Would you say the arts have become more or less important to your wellbeing since COVID-19 arrived in New Zealand?



COMMENTARY

In 2020, the survey further explored the impact of the arts on wellbeing, with the two questions opposite.

Forty one percent of Canterbury residents feel that the arts is important to their personal wellbeing. This is consistent with the average for all New Zealanders (40%).

The nett impact of COVID has been to increase the salience of the arts in terms of residents' wellbeing. Twenty five percent say the arts are more important to their wellbeing since COVID-19 arrived in New Zealand while 12% say it is less important. This is in line with the national average.

Sub-group differences in Canterbury:

Those with household incomes of between \$50,001 and \$80,000 (51%) and women (48%) are more likely than average to say that the arts are important to their wellbeing (41%).

Reasons why Canterbury residents feel the arts is important for their wellbeing

Q

For what reasons do you say that?

%

LEADING RESPONSES



COMMENTARY

Forty one percent of the residents feel the arts are important to their personal wellbeing. We asked these respondents an open ended question as to why this is. The chart opposite shows the leading reasons given.

These reasons relate to positive emotions such as feeling good or happy, as well as providing a source of self-expression. Some respondents talked about the therapeutic benefits of the arts and associated positive impacts on mental health.

Quotes

“Access to the Arts visually and practically are a way of lifting one’s spirit.”

Man, 70+, New Zealand European, Canterbury

“An outlet and a way to express myself”

Woman, 30-39, New Zealand European, Canterbury

“Art helps to relax my brain but I am not so dependent on it that I would suffer any mental harm”

Woman, 50-59, Pacific peoples, Asian New Zealander, Canterbury

“Arts are critical to wellbeing, more money needs to be invested at grassroots levels e.g. getting young people involved in kapa haka”

Woman, 18-29, New Zealand European, Māori, Canterbury

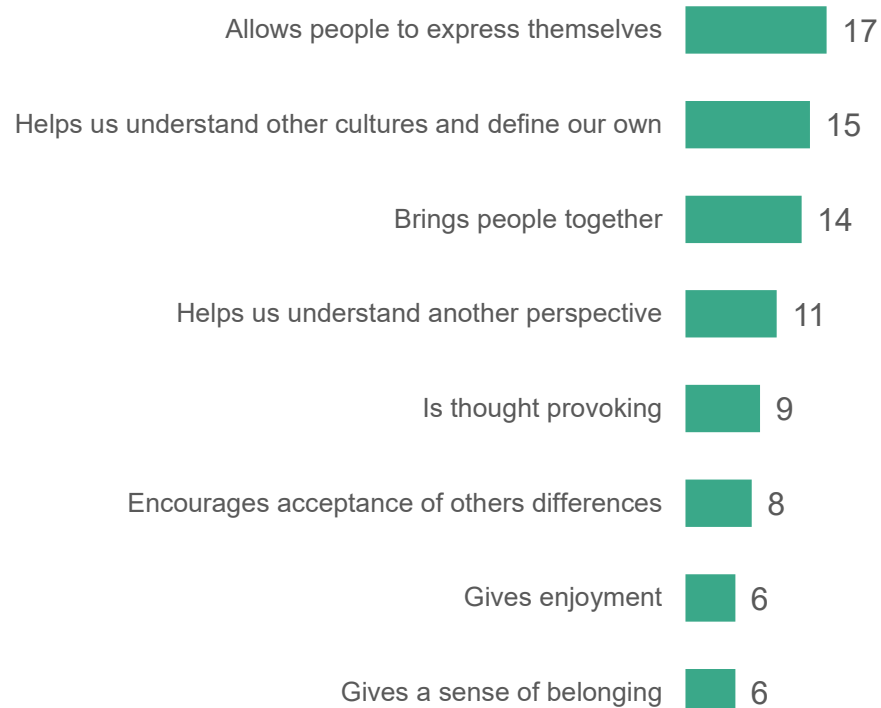
Reasons why the arts improve society

Q

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

%

LEADING RESPONSES



COMMENTARY

Sixty three percent of Canterbury residents feel the arts improve New Zealand society. We asked these respondents an open ended question as to why this is. The chart below shows the leading reasons given.

Key themes include self-expression, community building cohesion, bridging understanding and appreciation of own and other cultures and joy.

Quotes

“Allows people to have access to creative outlet”

Woman, 30-39, New Zealand European, Canterbury

“Art helps us learn and appreciate more of our culture.”

Woman, 18-29, Asian New Zealander, Canterbury

“Arts create positive vibes; it unites the people”

Woman, 30-39, Māori, Canterbury

“Brings people of different cultures together. Helps the understanding of each others arts.”

Man, 70+, New Zealand European, Canterbury



IMPACT OF COVID-19

Getting through COVID-19

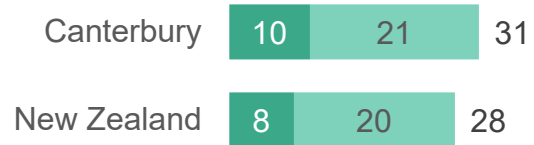
Q How much do you agree or disagree with the following?

%

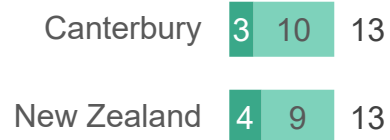
Arts and culture have supported my wellbeing during the COVID-19 crisis



I have watched more arts and culture activities online since the March lockdown



I have attended or participated in new arts and culture activities because of COVID-19



■ Strongly agree ■ Slightly agree

COMMENTARY

Thirty two percent of residents say the arts has supported their wellbeing to get them through COVID-19. The pandemic has also pushed people to watch more activities online since the lockdown (31%). Regionally, 13% of the respondents say they have attended or participated in the arts because of COVID-19. All the figures are consistent with the national averages.

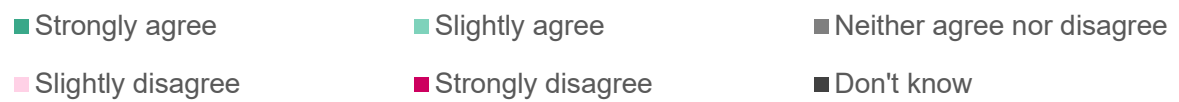
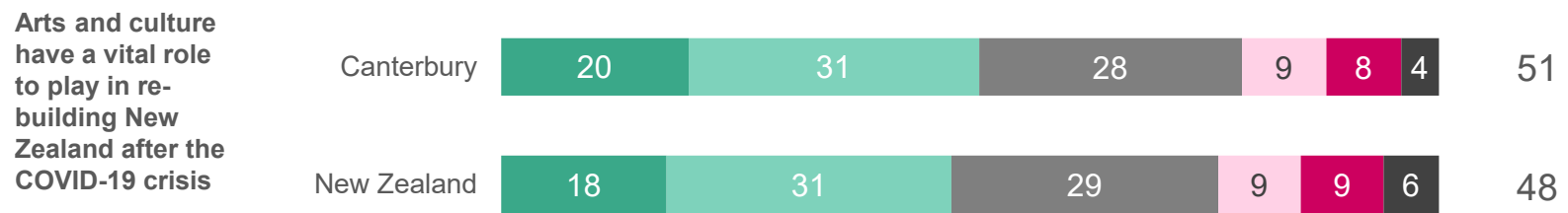
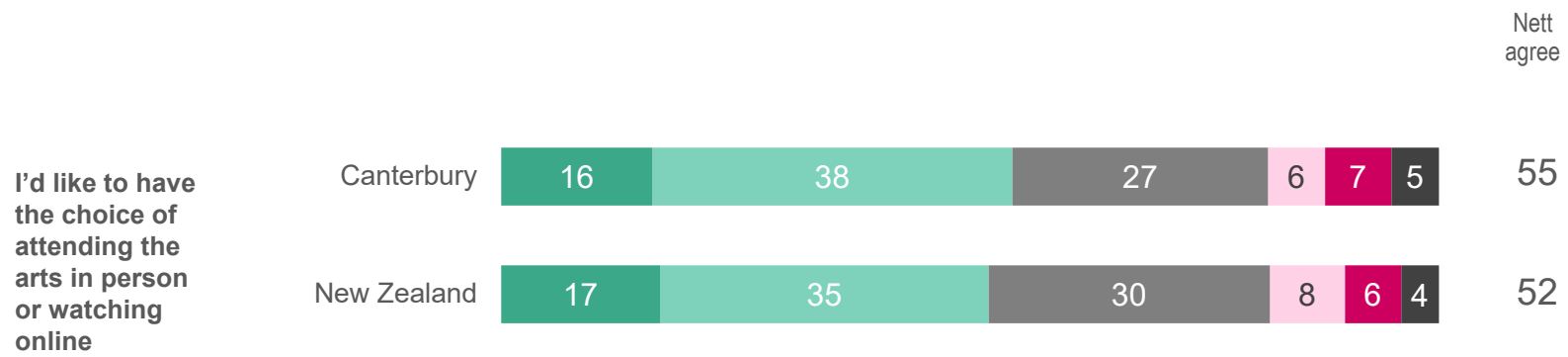
Sub-group differences in Canterbury:

Women are more likely than average to agree that arts/culture have supported their wellbeing throughout the COVID-19 crisis (36% vs. 32%).

Asian New Zealanders (39%) and those with household incomes of between \$50,001 and \$80,000 (38%) are more likely than average to agree that they have watched more arts/cultural activities online since the lockdown (31%).

Those aged 15-39 are more likely than average to agree that they have attended/participated in new arts activities because of COVID-19 (22% vs. 13%).

Q How much do you agree or disagree with the following?



COMMENTARY

Fifty one percent of the residents see the arts playing a vital role in the COVID-19 recovery.

There is an appetite to retain any online access to the arts which has developed during COVID-19. Looking forward, 55% would like to have the choice of attending the arts in person or watching them online.

These attitudes are in line with all New Zealanders.

Sub-group differences in Canterbury:

Those aged 40-49 (65%) and women (61%) are more likely than average (55%) to want the choice to view arts online or in person.

Women are also more likely to agree that arts and culture have a vital role to play in re-building New Zealand post-COVID-19 (55% vs. 51%).



FOR FURTHER INFORMATION PLEASE CONTACT

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