

# Survey findings for Dunedin City 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 Dunedin City. 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.



## 202

### ONLINE INTERVIEWS

With adults aged 15+ living in Dunedin City



### 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. This has also allowed local councils, such as Dunedin City Council, to purchase additional sample, so they can better understand arts engagement in their own area.

## SAMPLING

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

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

## TREND DATA

Trends are shown against the 2017 data. Dunedin did not boost its sample in 2017, and so the sample size is 85 respondents. In addition, the sample was not weighted to be representative of the Dunedin population. However, the profiles of the two samples are broadly consistent.



Finally, 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 202 respondents the margin of error is up to +/- 6.9 percentage points.

We have used statistical tests to determine:

- Whether any differences between the survey findings for Dunedin City in 2017 and 2020 are statistically significant. This is indicated on charts by white triangles.
- Whether any differences between the survey findings for Dunedin City in 2020 and the New Zealand sample are statistically significant. This is indicated on charts by grey triangles.

  = significantly higher / lower than 2017

  = significantly higher / lower than all New Zealanders



# SUMMARY

**Method:** Online survey of 6,263 New Zealanders aged 15+ including 202 Dunedin City residents

**Fieldwork:** 2 October to 2 November 2020

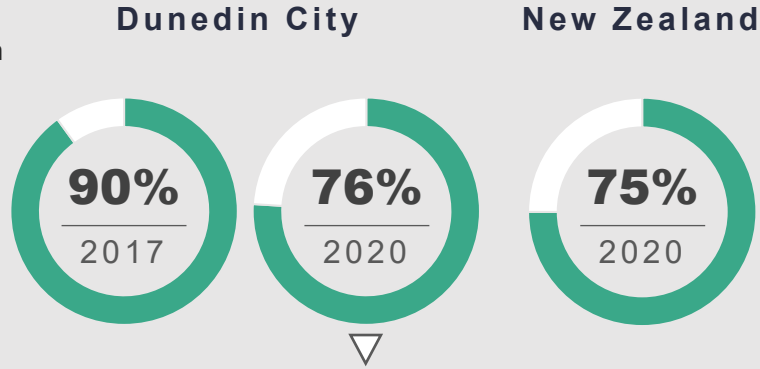
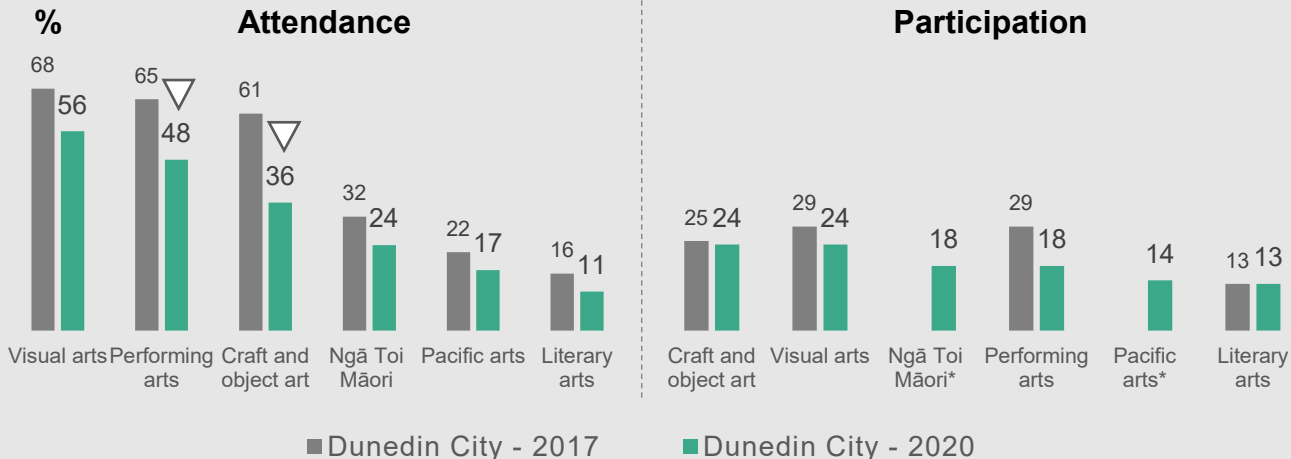
**Margin of error for Dunedin City:** +/- 6.9%

## ENGAGEMENT WITH THE ARTS IN DUNEDIN

Seventy six percent of Dunedin City residents have engaged with the arts in the last 12 months. This is significantly lower than 2017 but is in line with the national average.

The decline in engagement reflects the national trend (engagement fell from 80% to 75%). That said engagement in Dunedin appears to have fallen more sharply.

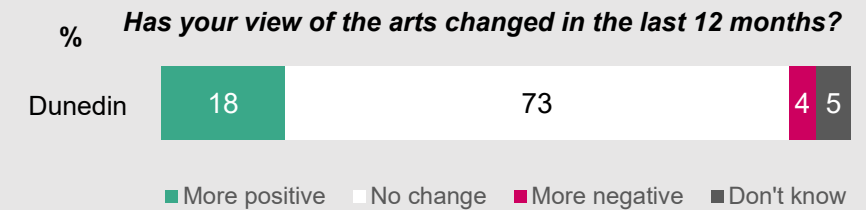
This decline is principally driven by a fall in attendance across all artforms but most notably craft and object art and performing arts. It is also a result of lower participation levels in performing arts and visual arts.



△▽ = significantly higher / lower than 2017

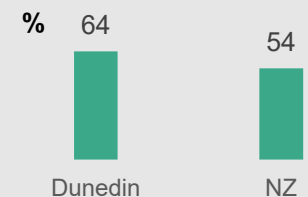
## DUNEDIN'S RELATIONSHIP WITH THE ARTS

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

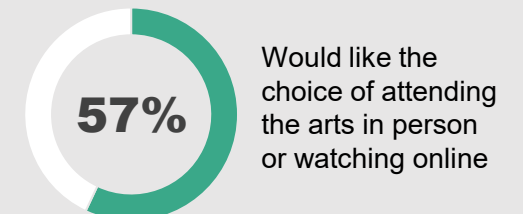


**2** However, Dunedin hasn't seen the same uplift in attitudes that has occurred elsewhere in the country since 2017. Attitudes have either remained consistent or in some instances they appear to be more ambivalent. It is difficult to determine why the national improvement has not occurred in Dunedin. It appears that other local factors are at play which are countering any positive impact that the 'absence' of cultural life during COVID may have engendered.

**3** That said, residents remain more supportive than average for the council to fund the arts.



**4** There is also demand for greater accessibility to the arts





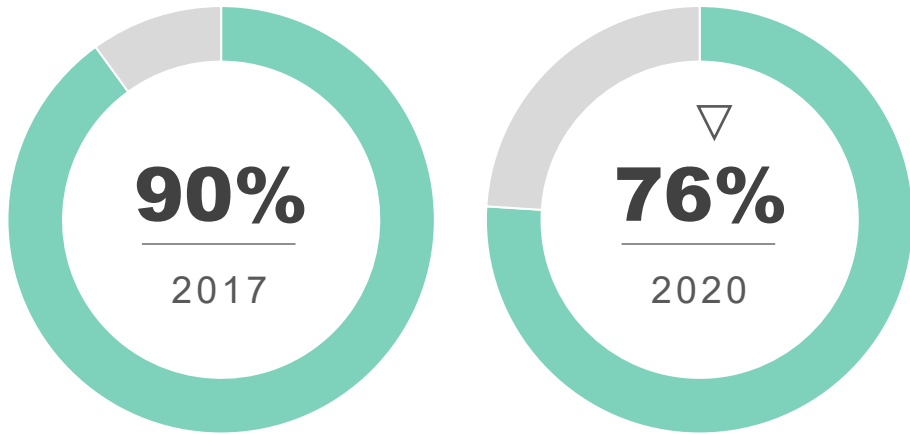
# OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

# Overall engagement

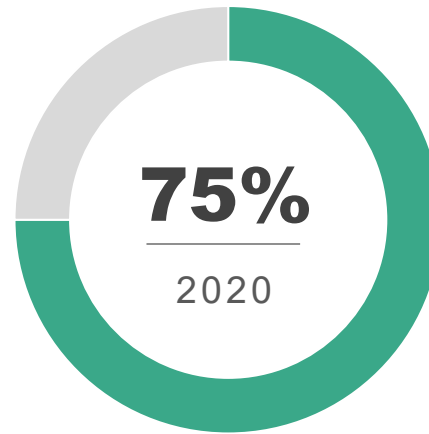
Q

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*

## Dunedin City



## 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 six percent of Dunedin City residents have engaged with the arts in the last 12 months. This is significantly lower than 2017 but is in line with the national average.

The decline in engagement reflects the national trend (engagement fell from 80% to 75%). That said engagement in Dunedin appears to have fallen more sharply.

This decline is principally driven by a fall in attendance, and to a lesser degree by lower participation levels.

### Sub-group differences in Dunedin City:

Women are more likely to be engaged than average (85%, vs. 76%).

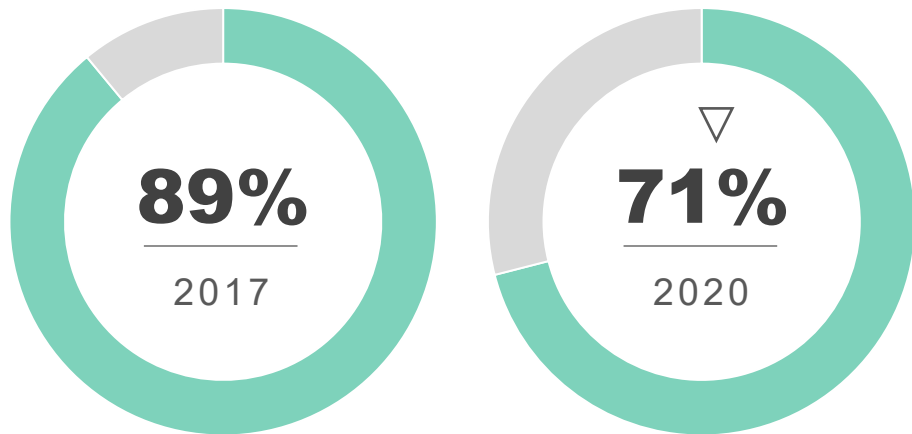


# Overall attendance

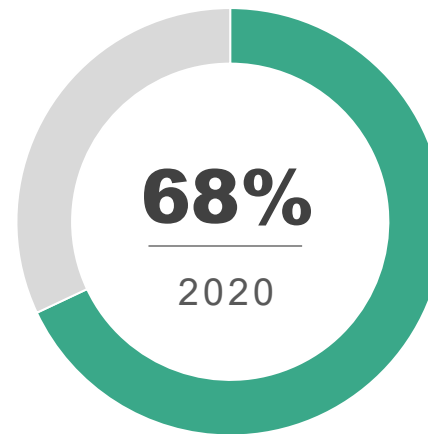
Q

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

## Dunedin City



## New Zealand



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

## COMMENTARY

A total of 71% of Dunedin City residents have attended at least one arts event or location in the last 12 months. This is significantly lower than 89% in 2017.

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

### Sub-group differences in Dunedin City:

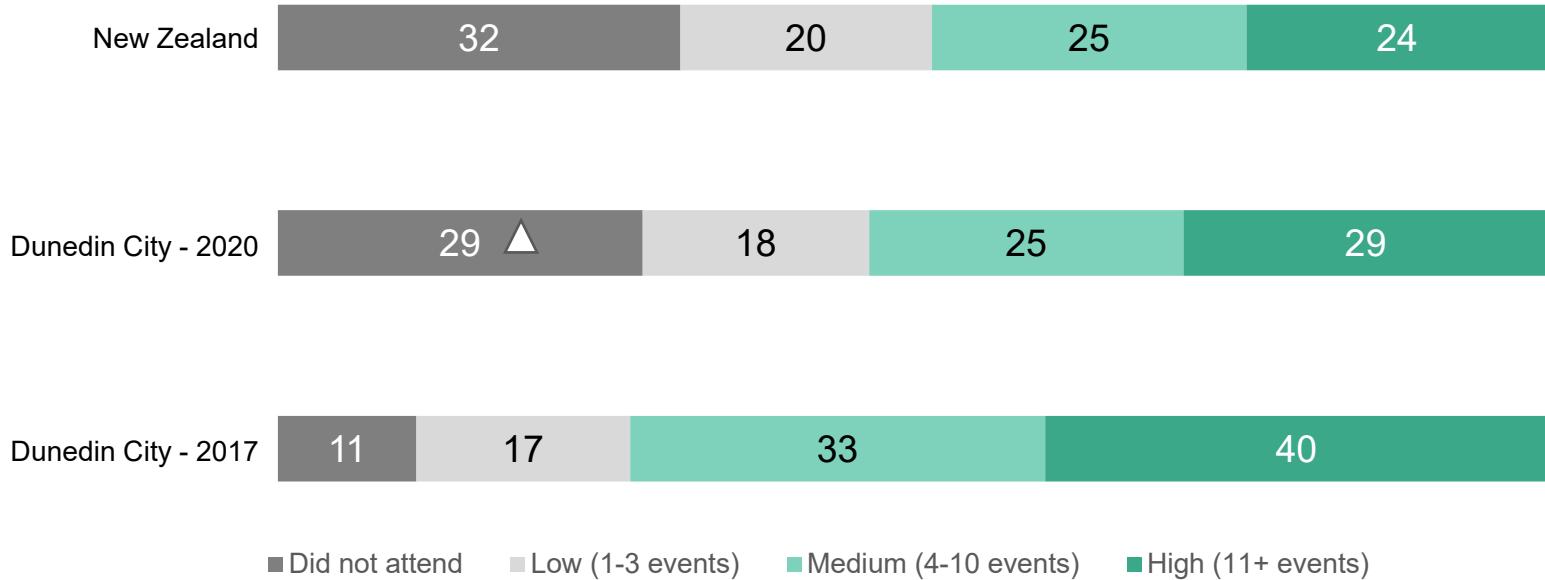
Women are more likely to be engaged than average (80%, vs. 71%).

# 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.

There is indicative evidence that Dunedin City residents are attending the arts less frequently than before. Twenty nine percent attended more than 10 ten times in 2020, compared to 40% in 2017 albeit the difference is not statistically significant.

The frequency of attendance is broadly in line with the national profile.

### Sub-group differences in Dunedin City:

Men are more likely than average to have not attended (38%, vs. 29%)

Asian New Zealanders are more likely than average be low attendees (33%, vs. 18%)

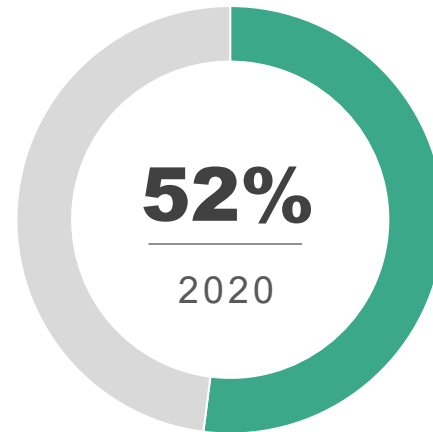
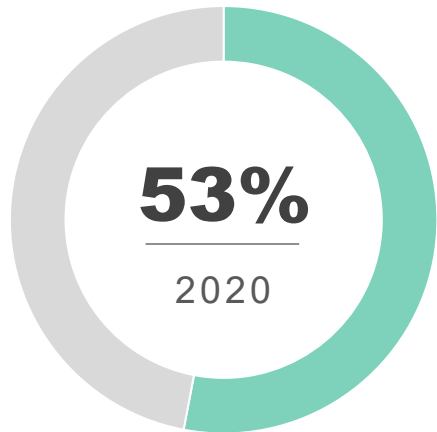
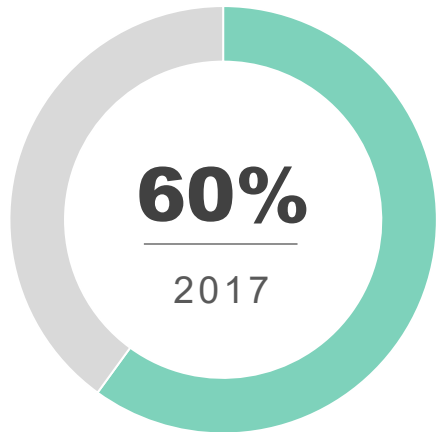
# Overall participation

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*

## Dunedin City

## New Zealand



## COMMENTARY

Fifty three percent of Dunedin residents have participated in the arts in the last 12 months. This is in line with the national average (52%).

The difference in participation between 2017 (60%) and 2020 (53%) is not statistically significant.

It is worth noting the way we asked participation for Ngā Toi Māori and Pacific arts changed in 2020. We now list the activities under each art form in much greater granularity (to better capture the activities the public participate in). Because of this change, overall participation for 2020 may be slightly higher than it otherwise would have been.

### Sub-group differences in Dunedin City:

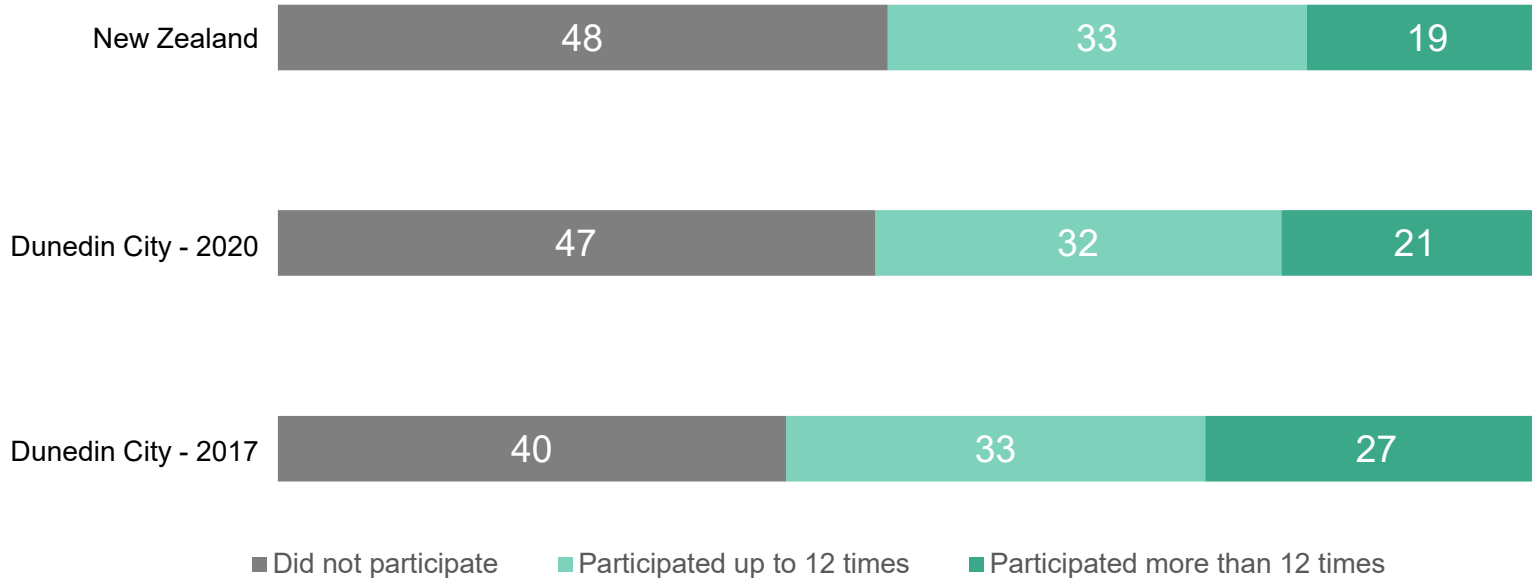
Women are more likely to participate in the arts than average (62%, vs. 53%).

# 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 one percent of Dunedin City residents participate in the arts on a regular basis (more than 12 times a year). This compares to 27% in 2017, albeit the difference is not statistically significant.

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

### Sub-group differences in Dunedin City:

Women are more likely than average to be regular participants in the arts (30%, vs. 21%).

Men are more likely than average to not participate in the arts at all (56%, vs. 47%).



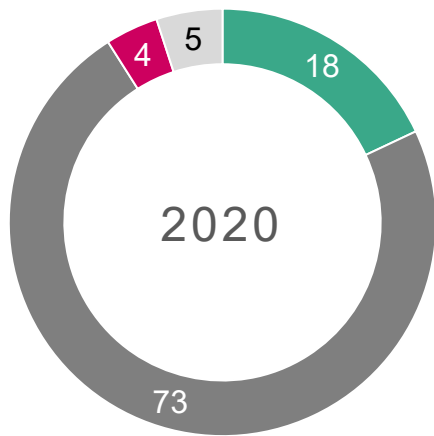
# ARTS ATTITUDES

# Change in overall perception of the arts

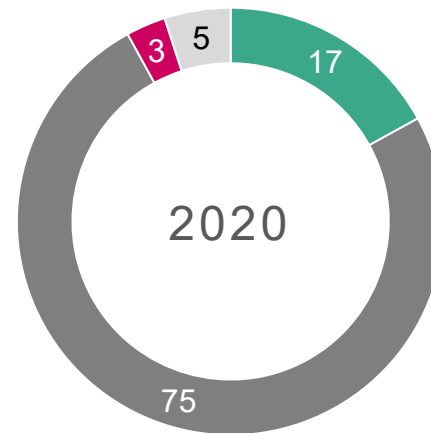
Q

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

## Dunedin City



## New Zealand



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

## COMMENTARY

Most Dunedin City residents have not changed their overall views of the arts in the last 12 months. However, those who have changed their opinion, typically feel more positive.

However, this finding is not reflected in their more detailed attitudes around the arts (which are presented in the subsequent slides). Their attitudes remain consistent with 2017, and if anything the overall pattern is that residents feel somewhat more ambivalent to the arts than before.

This is in contrast to all New Zealanders, who are more positive about the arts than ever. COVID-19 appears to have resulted in them placing greater value on the arts.

It is difficult to determine why this positive shift in attitudes has not played out in Dunedin. It appears that other local factors are at play which are countering any positive impact that the 'absence' of cultural life during COVID may have engendered. These same factors may account for the more acute falls in attendance.

### Sub-group differences in Dunedin City:

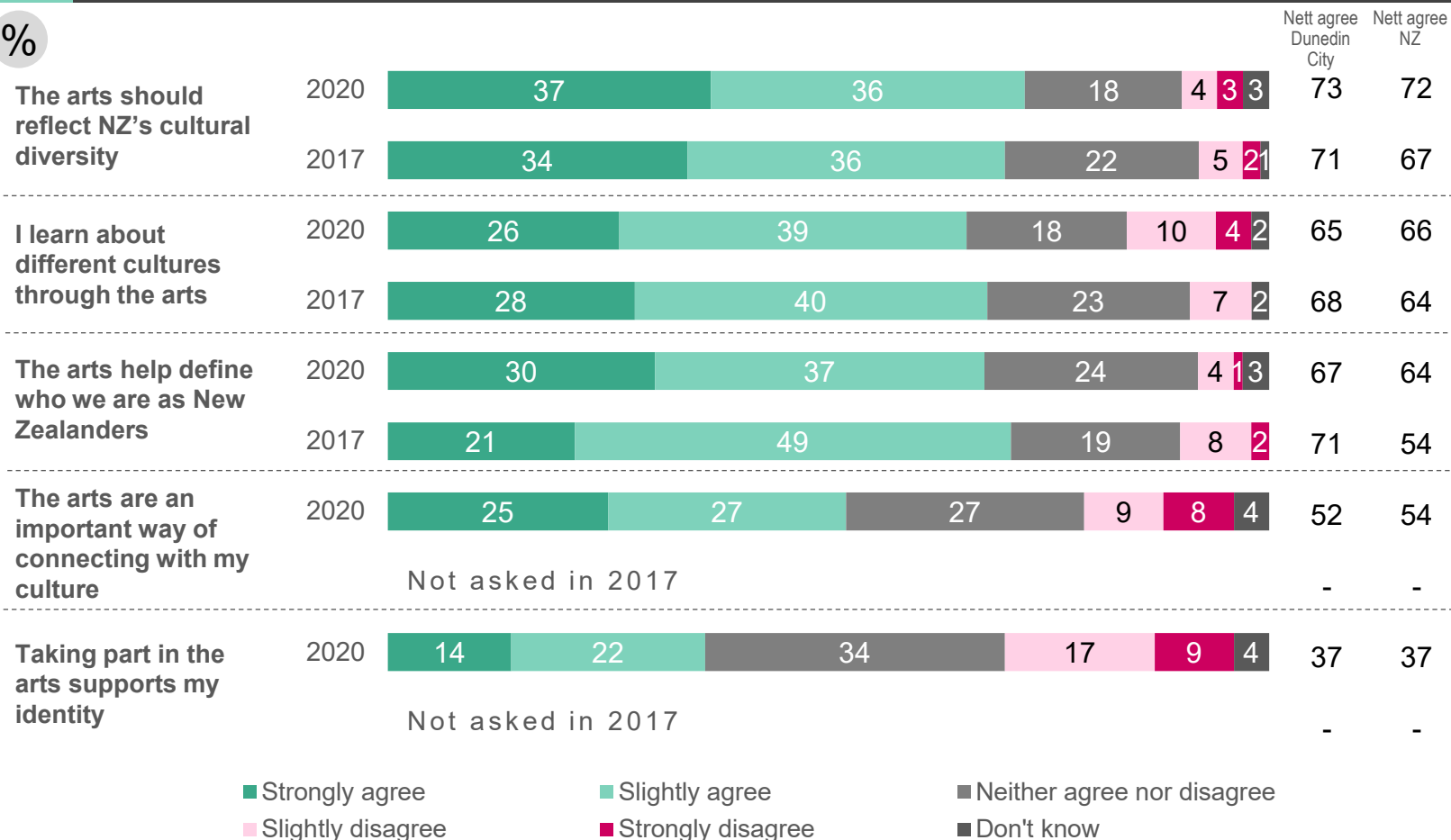
There are no sub-group differences of note.

# 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 three percent agree the arts should reflect New Zealand's cultural diversity, 65% say they learn about other cultures through the arts and 67% say they help define who we are as New Zealanders.

These views are in line with 2017 and in line with the attitudes of all New Zealanders.

### Sub-group differences in Dunedin City:

Women are more likely than average to agree the arts define who we are as New Zealanders (75%, vs. 67%) and that they learn about different cultures through the arts (76%, vs. 65%).

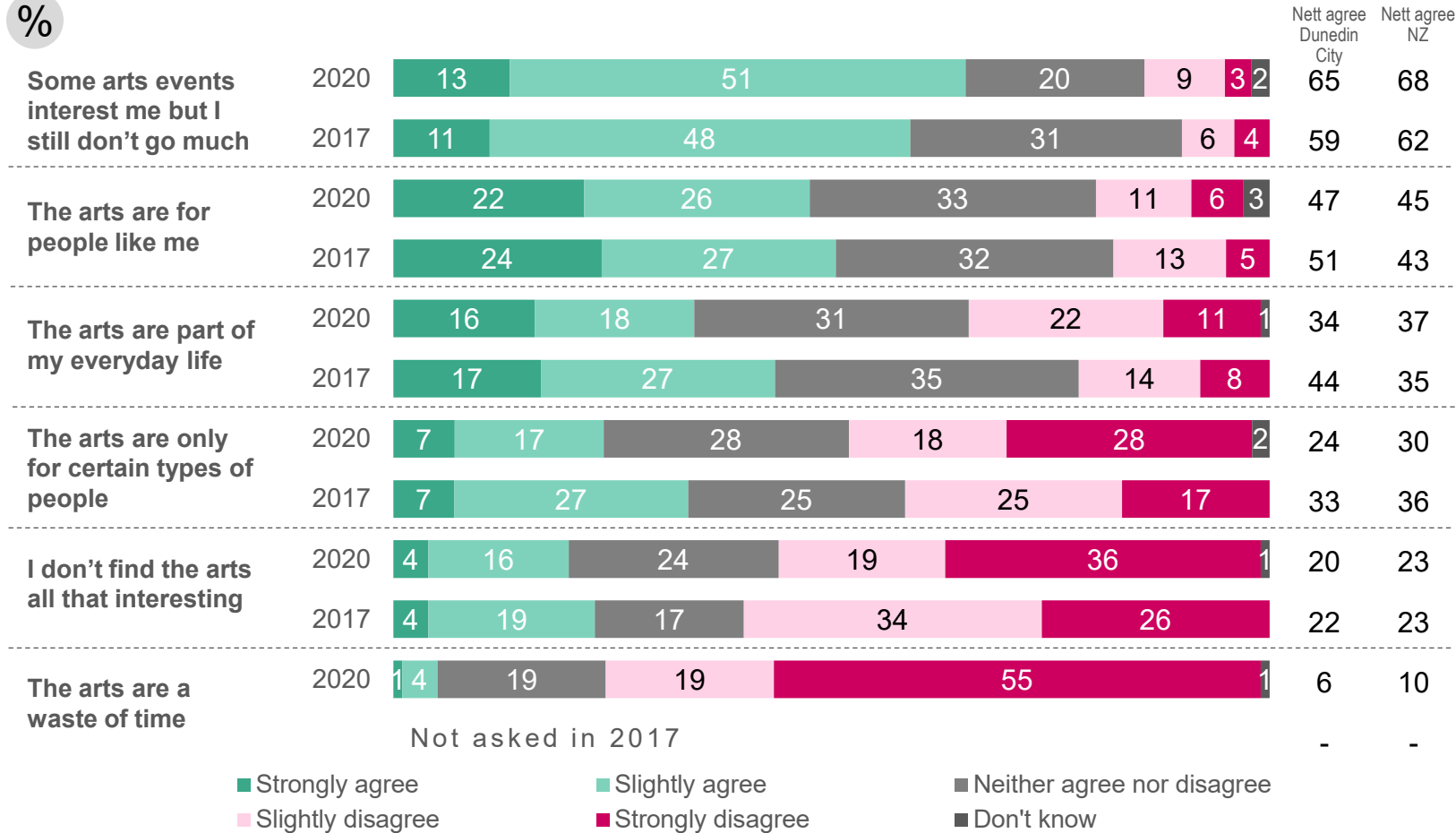
Asian New Zealanders are less likely than average to agree the arts define who we are as New Zealanders (50%, vs. 67%) but more likely to agree taking part in the arts supports their identity (54%, vs. 37%).

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

Q

How much do you agree or disagree?

%



## COMMENTARY

Dunedin City residents have a personal connection to the arts which is consistent with the national average. Forty seven percent say the arts are for people like me, and 34% say the arts are a part of their everyday life.

Only a minority say the arts are a waste of time (6%) or that they don't find all arts interesting (20%).

There is also indicative evidence that residents feel the arts are becoming more inclusive. Twenty four percent of Dunedin City residents think the arts are only for certain types of people. This compares to 33% in 2017, albeit the difference is not significant.

Attendance at arts events could be improved as 65% of Dunedin City residents are interested in some arts events but still don't attend them often. This is broadly consistent with how New Zealanders feel overall.

### Sub-group differences in Dunedin City:

Men (33%) and Asian New Zealanders (41%) are more likely to agree the arts are only for certain types of people. This suggests more could be done to make the arts more inclusive for these groups.

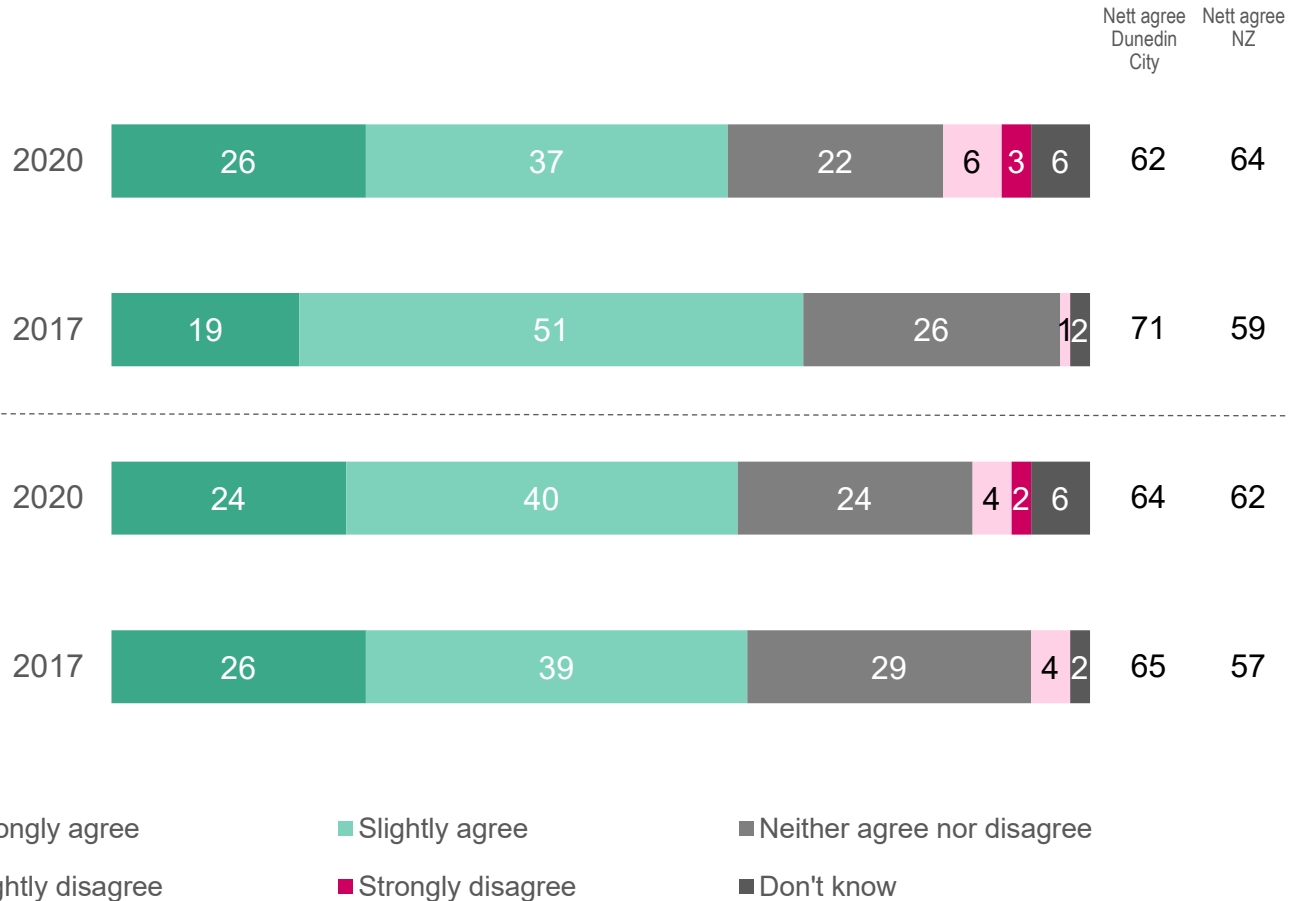


# Attitudes towards the arts: How the arts benefit New Zealand

Q

How much do you agree or disagree?

%



## COMMENTARY

The proportion of Dunedin City residents who agree the arts contribute positively to our economy has declined since 2017, albeit not significantly (62%, vs. 71% in 2017) and is now in line with the national average.

Views that the arts help improve New Zealand society are consistent with 2017 and in line with the national average.

### Sub-group differences in Dunedin City:

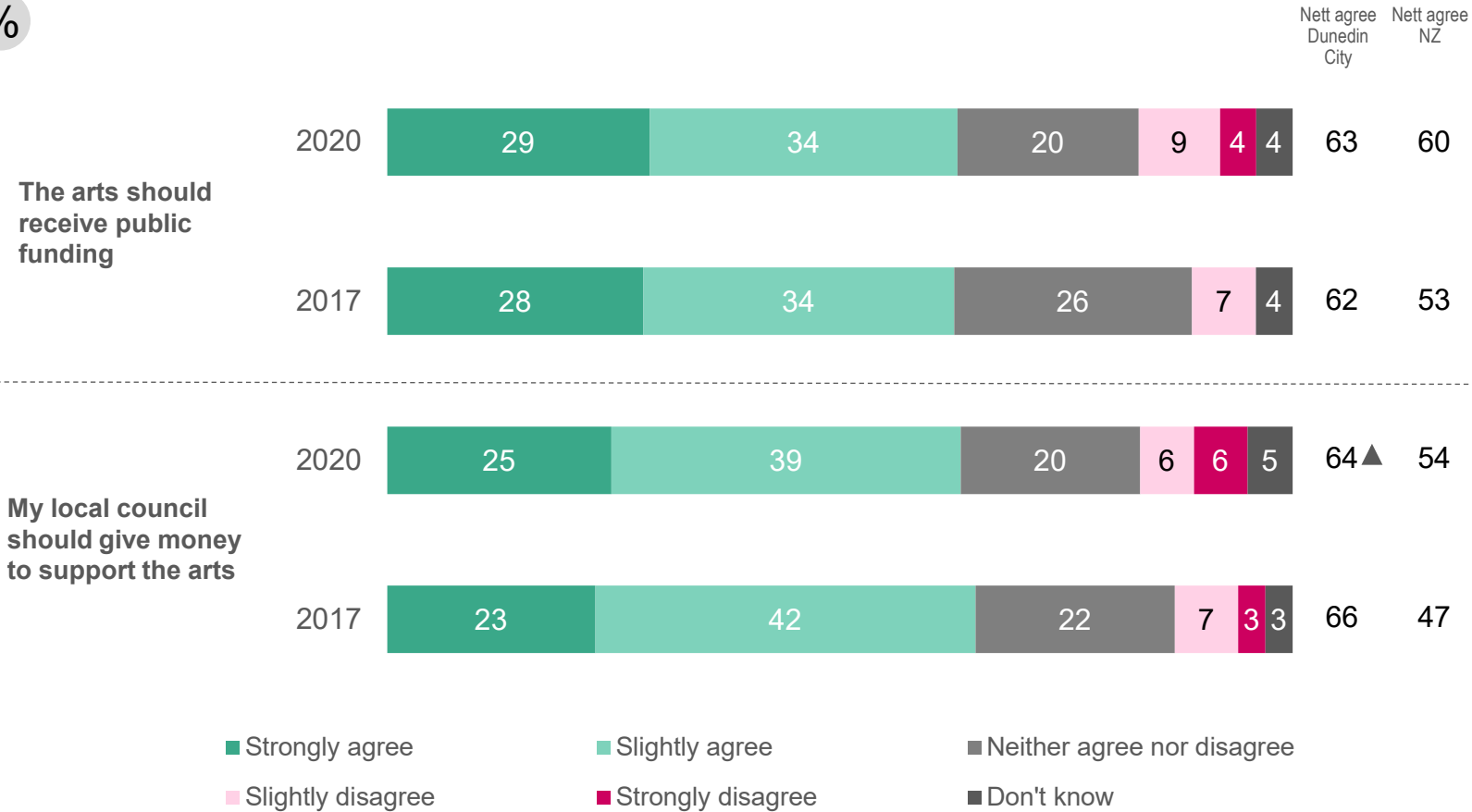
Generally women feel more positive than average about the impact the arts have on the economy (73% vs. 62%) and society (75% vs. 64%).

# Attitudes towards the arts: Funding support for the arts

Q

How much do you agree or disagree?

%



## COMMENTARY

Support for public funding of the arts in Dunedin is broadly consistent with the national average (63%, vs. 60%).

Agreement that Dunedin City Council should help fund the arts is similar to 2017 but significantly higher than the national average (64%, vs. 54%).

### Sub-group differences in Dunedin City:

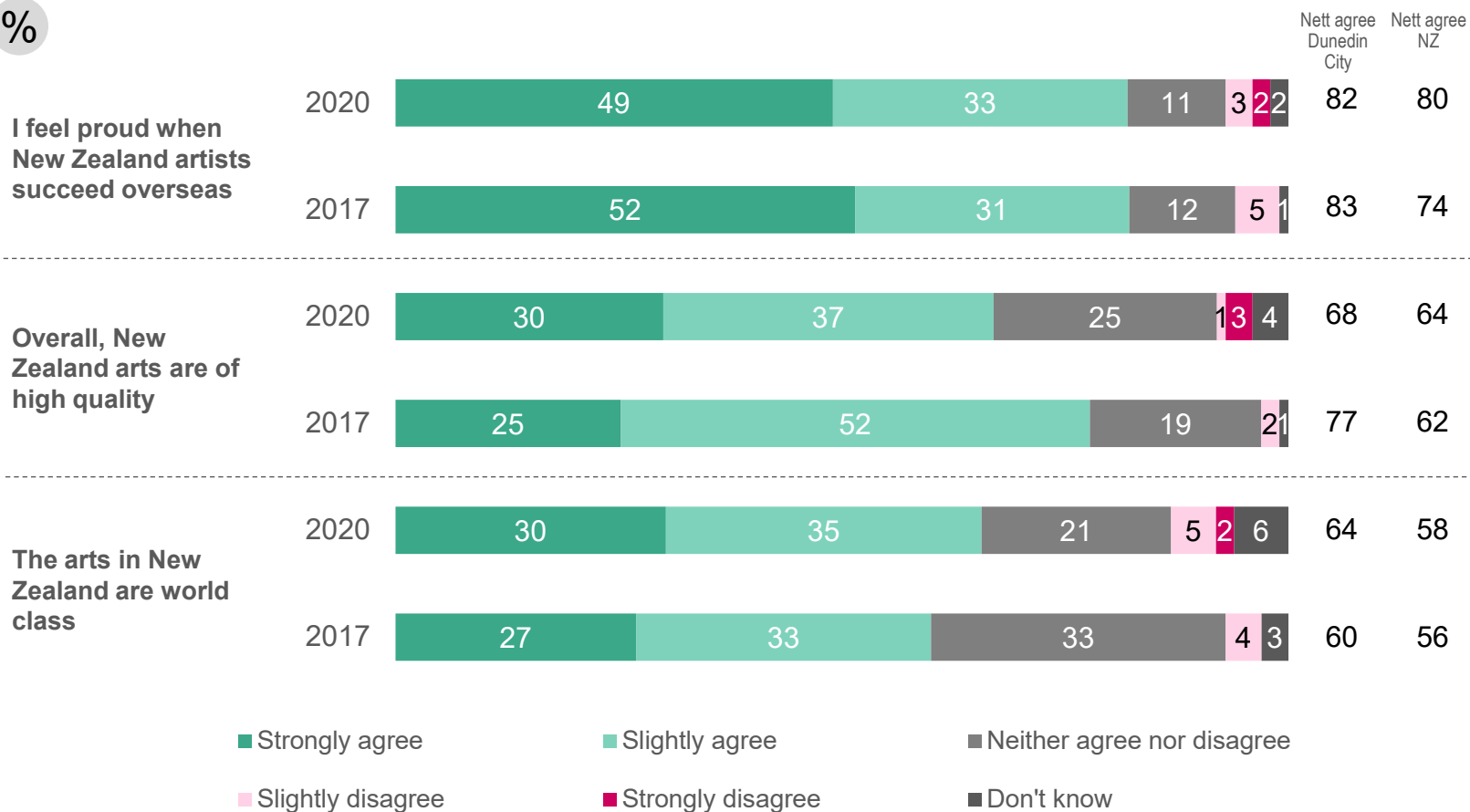
Women are more likely to agree the arts should receive public funding (74%, vs. 63%) and that Dunedin City Council should be supporting the arts financially (73%, vs. 64%).

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

Q

How much do you agree or disagree?

%



## COMMENTARY

Dunedin City residents are positive about the quality of New Zealand arts and enjoy Kiwi success on the world stage.

Eighty two percent feel proud when New Zealand artists succeed overseas, 68% agree New Zealand arts are of high quality and 64% agree New Zealand arts are world class.

Since 2017, there has been a decrease in the proportion of people who agree New Zealand arts are high quality albeit not significantly.

### Sub-group differences in Dunedin City:

Women are more likely than average to feel proud when New Zealand artists succeed overseas (92%), agree New Zealand arts are of high quality (75%) and that they are world class (74%).

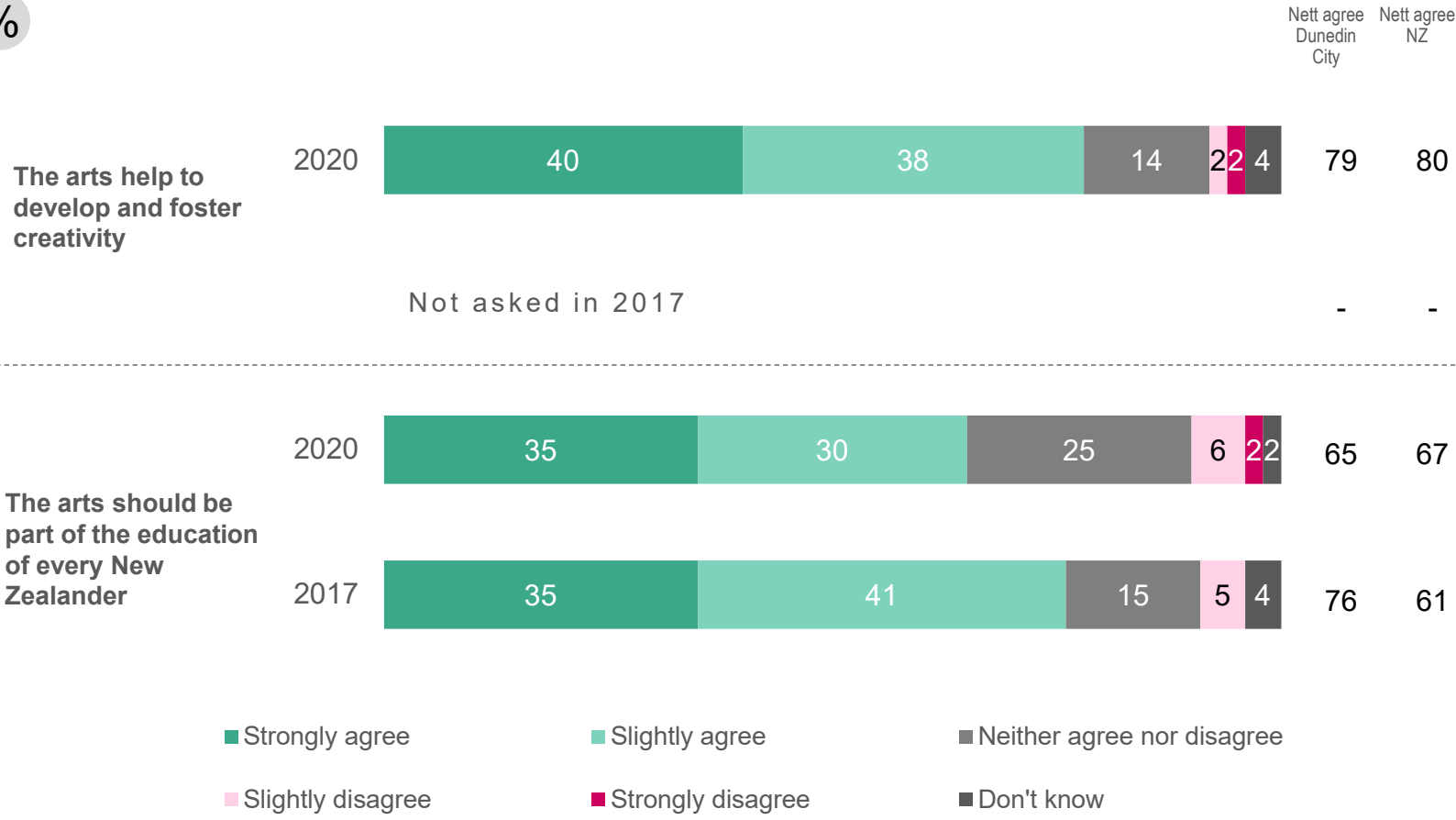
Asian New Zealanders are less likely than average to agree New Zealand arts are of high quality (50%).

# Attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



## COMMENTARY

In line with the national average, most Dunedin City residents see the value of the arts in developing and fostering creativity, and being part of the education of all New Zealanders.

The decrease in support for the arts being part of the education of every New Zealander between 2017 (76%) and 2020 (65%) is not statistically significant. However, it is noticeable support is shifting in the opposite direction to the national results, where support has increased.

### Sub-group differences in Dunedin City:

Women are more likely than average to agree the arts help to develop and foster creativity (87%) and the arts should be part of the education of every New Zealander (76%).

Base: All Dunedin City residents 2017 (n=85); 2020 (n=202) | New Zealand 2017 (n=6101); 2020 (n=6263)

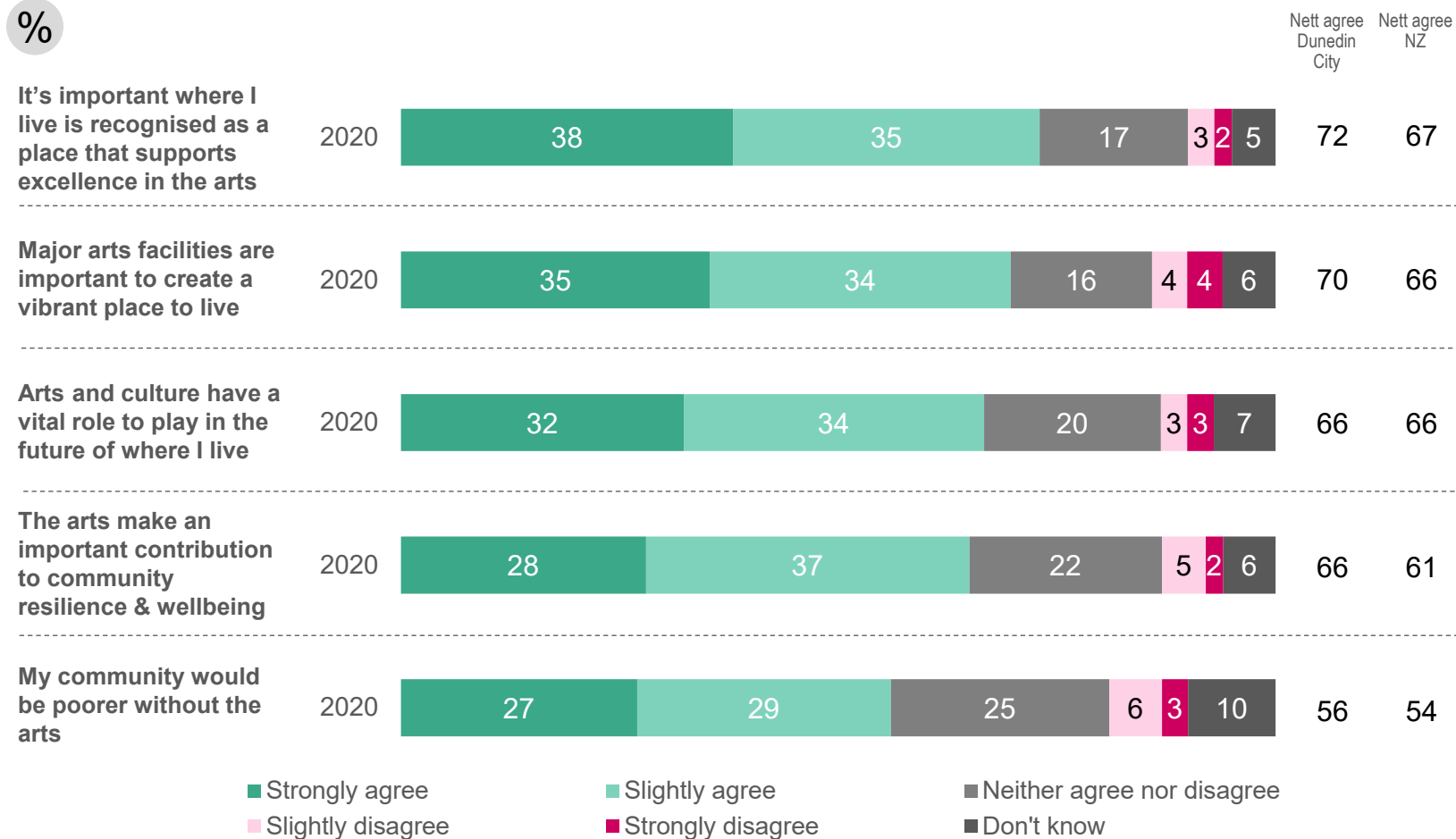
△▽ = significantly higher / lower than 2017  
▲▼ = significantly higher / lower than all New Zealanders

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

Q

How much do you agree or disagree?

%



## COMMENTARY

The majority of Dunedin City residents acknowledge the role the arts play in creating communities. Seventy two percent agree it is important Dunedin City is recognised as a place that supports the arts, 70% believe in the importance of having major arts facilities to create a vibrant place to live and 66% agree arts and culture play a vital role in where they choose to live and that the arts make important contributions to resilience and wellbeing of communities.

A smaller majority (56%) agree their community would be poorer without the arts.

These attitudes are broadly in line with the national average.

### Sub-group differences in Dunedin City:

There appears to be a generational divide over the importance of the arts in creating communities; 15-39 year olds are less likely than average to see the importance and 60+ year olds are more likely than average to do so.

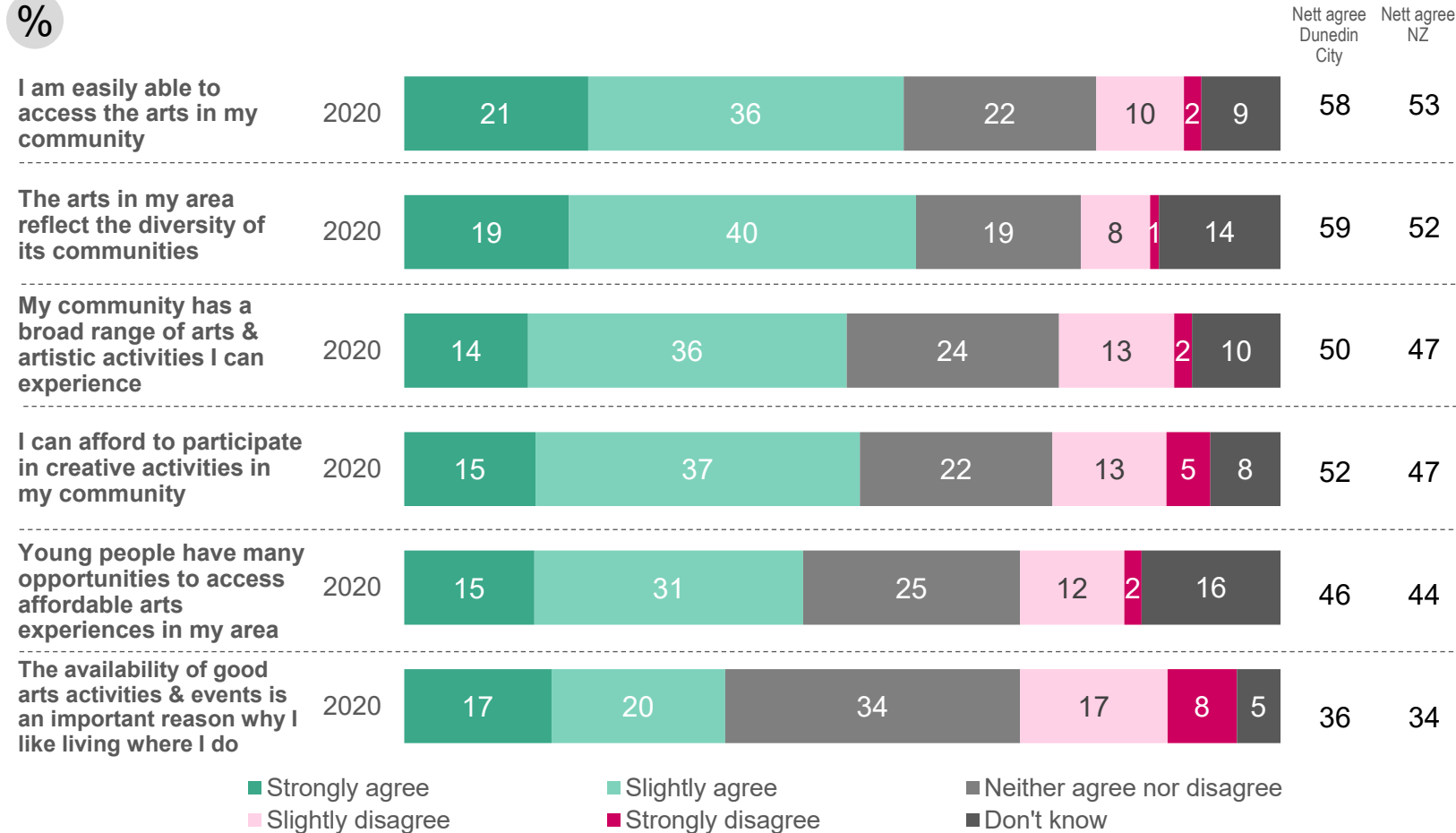
Women also tend to be more positive than average about the role of arts in creating communities.

# 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.

Overall Dunedin City residents views on the accessibility and inclusivity of the arts is broadly consistent with the views of all New Zealanders.

The majority of people feel the arts are easily accessible and reflective of the diversity in their community. However for most residents the arts scene does not factor as a reason for enjoying living in Dunedin. Only 36% said the availability of arts activities and events is an important reason they like living where they do.

Further only half of Dunedin residents agree there is a broad range of arts and artistic activities they can experience and a similar proportion agree they can afford to take part in the arts. This is also reflected in the 18% who disagree the arts are affordable.

### Sub-group differences in Dunedin City:

Generally older residents are more positive about accessibility to the Dunedin arts scene. They are more likely than average to agree young people have access to affordable arts experiences (63%) and that they have access to a broad range of arts and arts activities (66%).

Young people aged 15-39 are less likely than average to agree the arts scene is an important reason for enjoying living in Dunedin (29%).



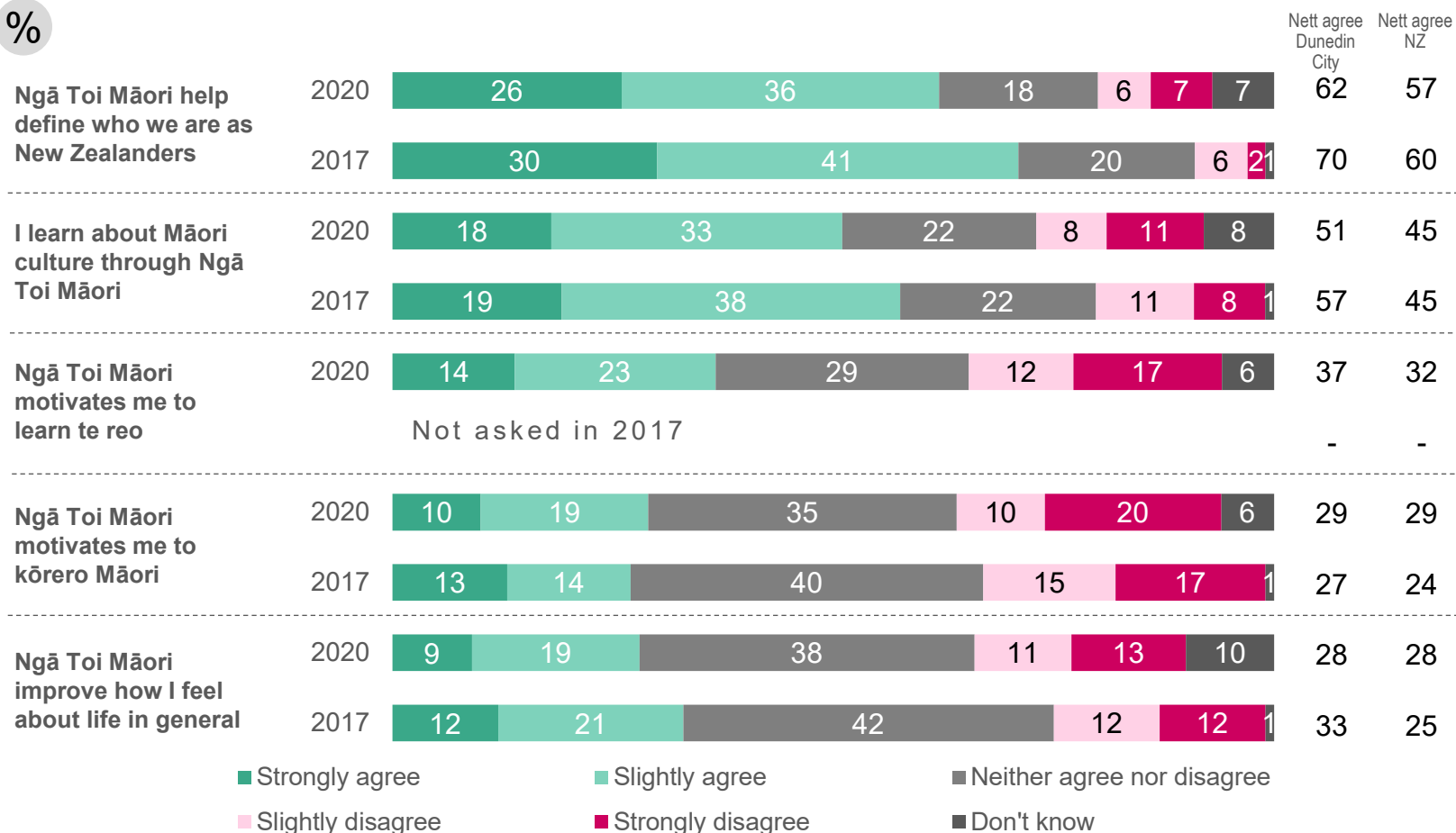
# ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

# 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

Overall, Dunedin residents views about Ngā Toi Māori are broadly consistent with the national average.

Sixty two percent agree Ngā Toi Māori helps define who we are as New Zealanders and 51% agree they learn about Māori culture through Ngā Toi Māori. These views have declined since 2017, albeit not significantly.

Thirty seven percent of Dunedin City residents feel Ngā Toi Māori motivates them to learn te reo while 29% feel motivated to kōrero Māori. The proportion of Dunedin City residents who feel Ngā Toi Māori improves how they feel about life has decreased since 2017, (although again this difference is not significant) and is now in line with the national average (28%).

Due to relatively a low base size (29 respondents) we cannot comment in depth on the results for the Māori sample in Dunedin City, but indicatively they feel more positive about Ngā Toi Māori and have higher levels of motivation to learn te reo and kōrero Māori than all residents.

### Sub-group differences in Dunedin City:

Younger residents (aged 15-39) have more positive attitudes towards Ngā Toi Māori than average, while women are more likely than men to feel Ngā Toi Māori motivates them to learn te reo (45%).

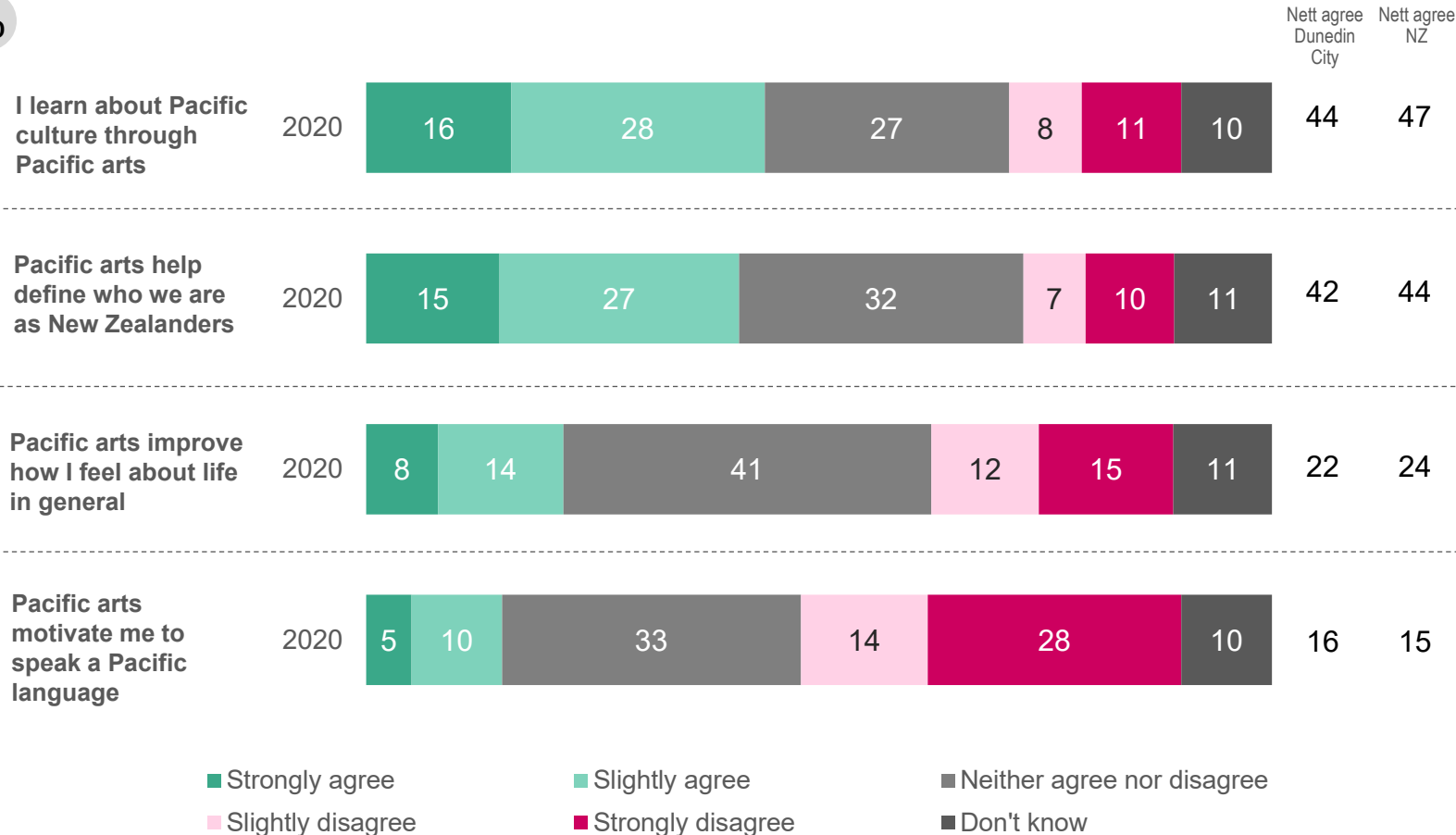


# Attitudes towards Pacific arts

Q

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

%



## COMMENTARY

Dunedin residents views about Pacific arts are also in line with the national average.

Over four in ten agree they learn about Pacific culture through Pacific arts (44%) and that Pacific arts define who we are as New Zealanders (42%).

The majority of Dunedin City residents neither agree nor disagree or don't know if they agree that Pacific arts improve how they feel about life in general (52%). The remaining are split with 22% agreeing Pacific arts can improve how they feel about life in general and 27% disagreeing with this statement.

Only a minority say the Pacific arts motivates them to speak a Pacific language.

### Sub-group differences in Dunedin City:

Women are more likely than average to say they learn about Pacific culture through Pacific arts.



# ATTENDANCE BY ARTFORM

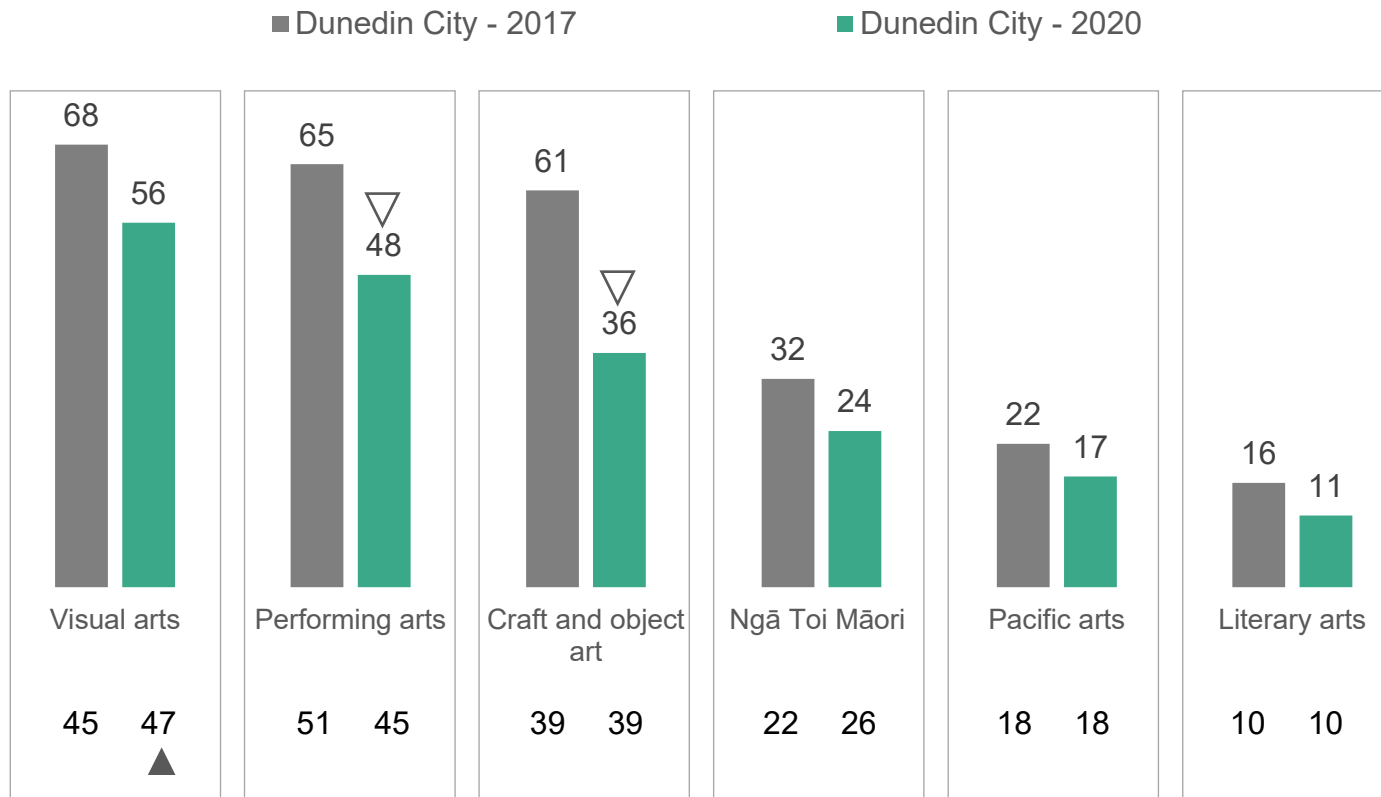
# Attendance by art form

Q

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

%

New Zealand



## COMMENTARY

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

There has been a decline in attendance across each art form, albeit it is only statistically significant for craft and object art and for performing arts. This contrasts with the national picture, where performing arts was the only art form where attendance fell.

The most popular art form for attendance is visual arts (56%) and this is higher than the national average. Attendance at all other art forms is broadly consistent with the national average.

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

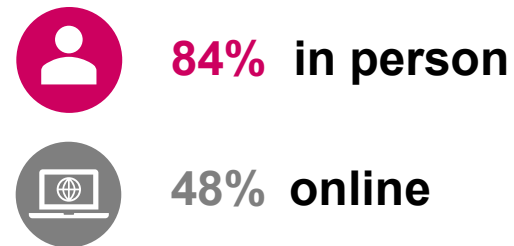
%

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



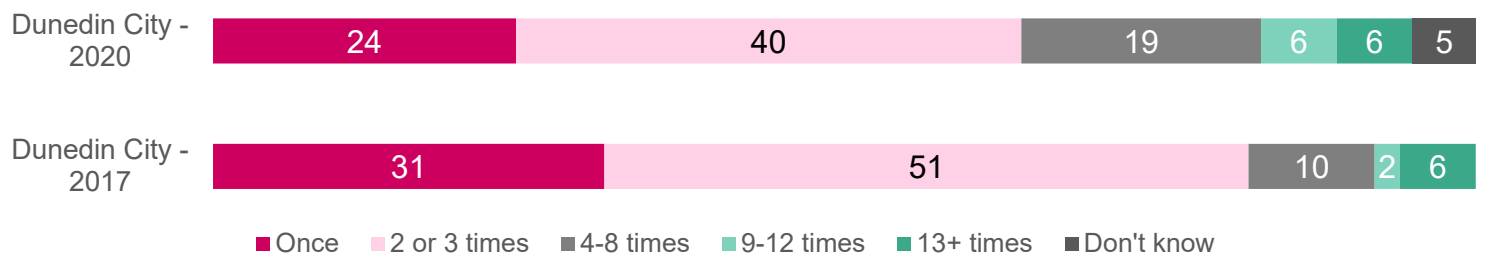
Base: All Dunedin City residents 2017 (n=85); 2020 (n=202)

**Q** Did you do this...



Base: All Dunedin City residents who have attended craft and object arts 2020 (n=74)

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



Base: All Dunedin City residents who have attended the craft and object arts 2017 (n=48); 2020 (n=74)

## COMMENTARY

Thirty six percent of Dunedin residents have been involved in craft or object art in the last 12 months. This is a significant decline since 2017.

Most people who attended craft and object art did so infrequently i.e. up to three times in the last twelve months, although compared to 2017 there is a greater proportion of Dunedin residents who attended more than 3 times in the last 12 months (31%, vs. 18% in 2017).

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

The majority (84%) of attendees have attended craft and object art in person, although nearly half have attended online (48%).

### Sub-group differences in Dunedin City:

Women (45%) are more likely than average to have been involved in craft and object art in the last 12 months, while Dunedin residents on mid-incomes (\$51k-\$100k) are less likely (26%).

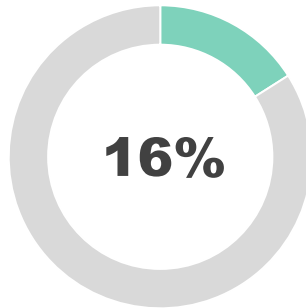
Younger residents (aged 15-39) are more likely to have attended only once in the last 12 months than the average (37%, vs. 24%).

Q

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

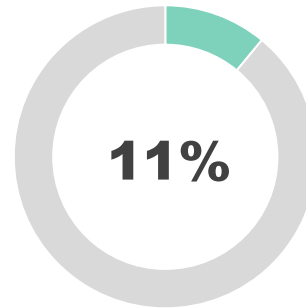
%

Dunedin City 2017



16%

Dunedin City 2020



11%

Base: All Dunedin City residents 2017 (n=85); 2020 (n=202)

## COMMENTARY

Eleven percent of Dunedin residents have attended literary arts in the last 12 months. This compares with 16% in 2017, albeit this difference is not statistically significant.

Due to a relatively low base size (24 respondents) we cannot comment on the frequency with which residents attend literary arts or how they attend.

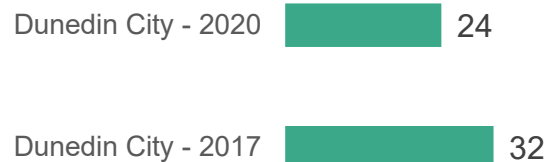
### Sub-group differences in Dunedin City:

Asian New Zealanders are more likely than average to have attended literary arts in the last 12 months (27%).

%

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 Dunedin City residents 2017 (n=85); 2020 (n=202)

Q

Did you do this...



**73% in person**

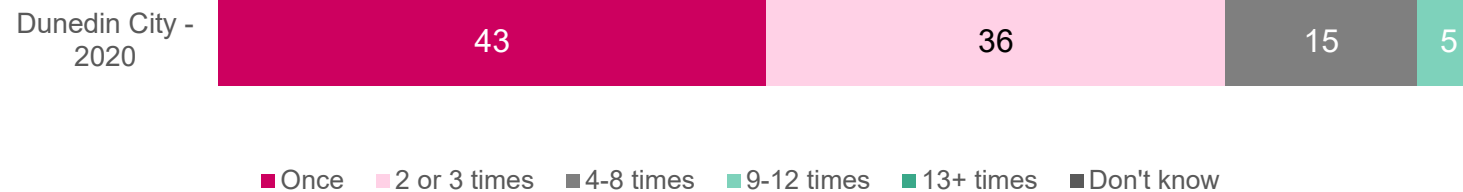


**47% online**

Base: All Dunedin City residents who have attended Ngā Toi Māori 2020 (n=51)

Q

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



Base: All Dunedin City residents who have attended Ngā Toi Māori 2020 (n=51)

## COMMENTARY

A quarter (24%) of Dunedin residents have attended Ngā Toi Māori arts in the last 12 months. This compares with 32% in 2017, albeit this decline is not statistically significant.

Of those who have attended, the majority have attended Ngā Toi Māori arts infrequently (less than 4 times).

Seventy three percent have attended in person while nearly half have attended online (47%).

Due to a relatively low base size (29 respondents) we cannot comment in depth on the results for the Māori sample in Dunedin City, but indicatively they have higher attendance at Ngā Toi Māori arts than all residents (38%, vs. 24%).

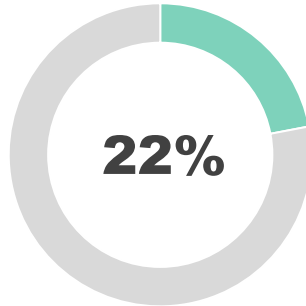
**Sub-group differences in Dunedin City:**  
There are no sub-group differences of note.

Q

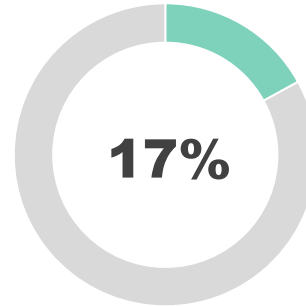
Have you seen any artworks by Pasifika artists or gone to any Pasifika cultural performances, festivals or exhibitions in the last 12 months?

%

Dunedin City 2017



Dunedin City 2020



Base: All Dunedin City residents 2017 (n=85); 2020 (n=202)

## COMMENTARY

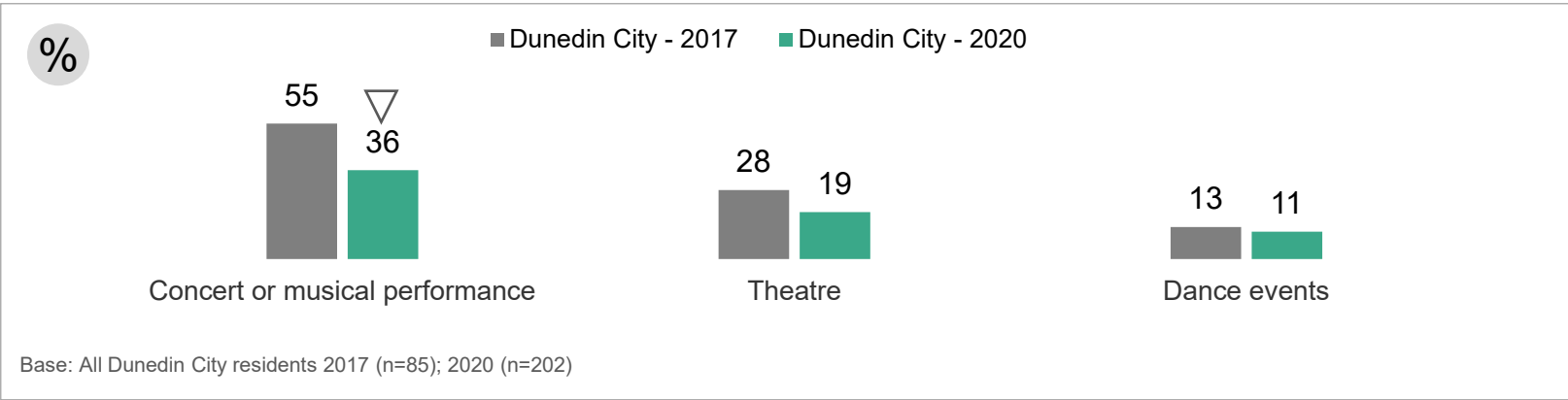
Seventeen percent of Dunedin residents have attended Pacific arts in the last 12 months. This compares with 22% in 2017, albeit this difference is not statistically significant.

Due to a relatively low base size (37 respondents) we cannot comment on the frequency with which residents attend literary arts or how they attend.

**Sub-group differences in Dunedin City:**  
There are no sub-group differences of note.

# Performing arts attendance

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



## COMMENTARY

Overall 48% of Dunedin residents have attended the performing arts in the last 12 months. The chart shows how this breaks down across different types.

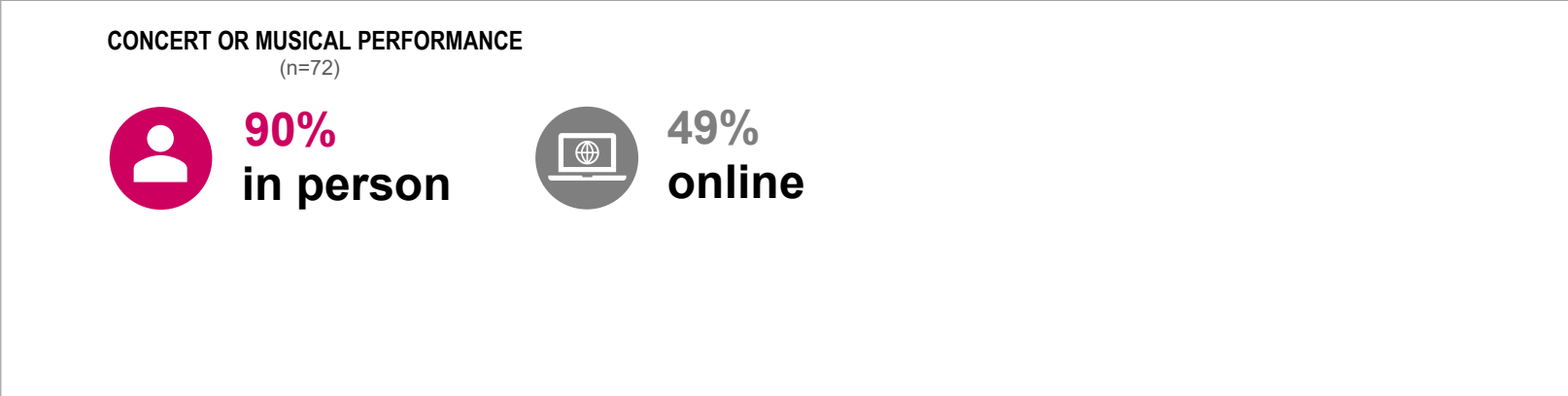
Concerts or musical performances are the most popular type of performing arts. Thirty six percent of Dunedin City residents have attended a concert or musical performance in the last 12 months but this is a significant decline since 2017. This is followed by theatre (19%) and dance events (11%).

Those people who are attending concerts or musical performances are typically doing so in person, but around half have done so online (49%). We do not comment on attendance platform for theatre and dance events due to low base sizes.

### Sub-group differences in Dunedin City:

Women (56%) are more likely than average to have attended the performing arts in the last 12 months than average (48%). In contrast, men are less likely to have attended (39%).

## Q Did you do this...





Q

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

%

Concert or musical performance

Dunedin City - 2020



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

## COMMENTARY

Most people who attended the performing arts in Dunedin do so infrequently i.e. up to three times in the last 12 months.

### Sub-group differences in Dunedin City:

There are no sub-group differences of note.

%

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



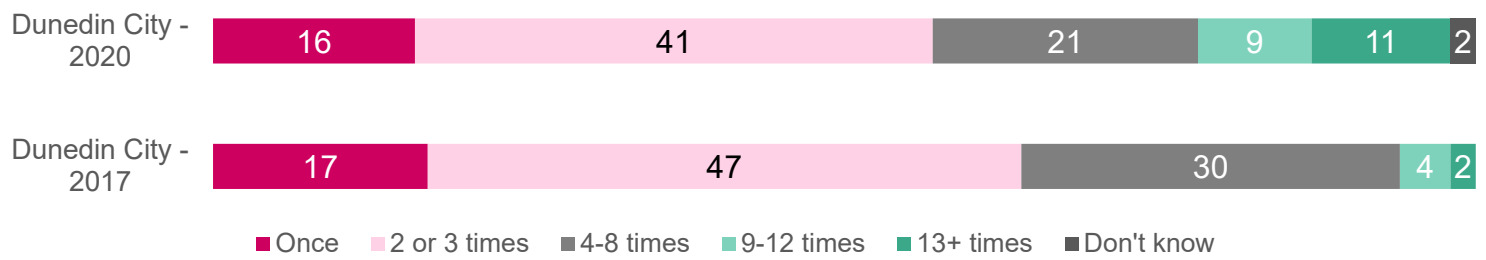
Base: All Dunedin City residents 2017 (n=85); 2020 (n=202)

**Q** Did you do this...



Base: All Dunedin City residents who have attended the visual arts 2020 (n=112)

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



Base: All Dunedin City residents who have attended the visual arts 2017 (n=54); 2020 (n=112)

## COMMENTARY

Fifty six percent of Dunedin City residents have attended the visual arts in the last 12 months. This has declined since 2017, albeit not significantly.

The frequency with which attendees are going to the visual arts is largely consistent with 2017 although the proportion of Dunedin City residents who have attended 9+ times in the last 12 months has increased (albeit not significantly) (20%, vs. 6% in 2017).

Of the 56% of residents who had attended the visual arts 85% had done so in person, and 51% online.

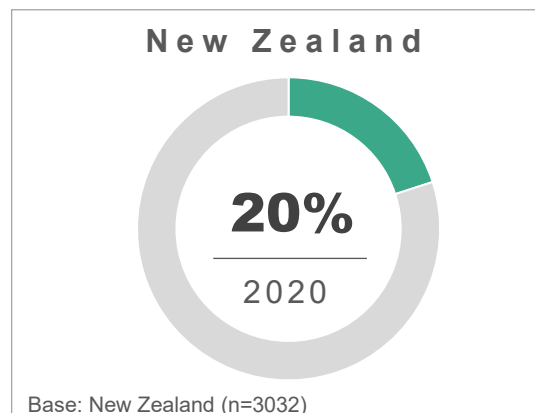
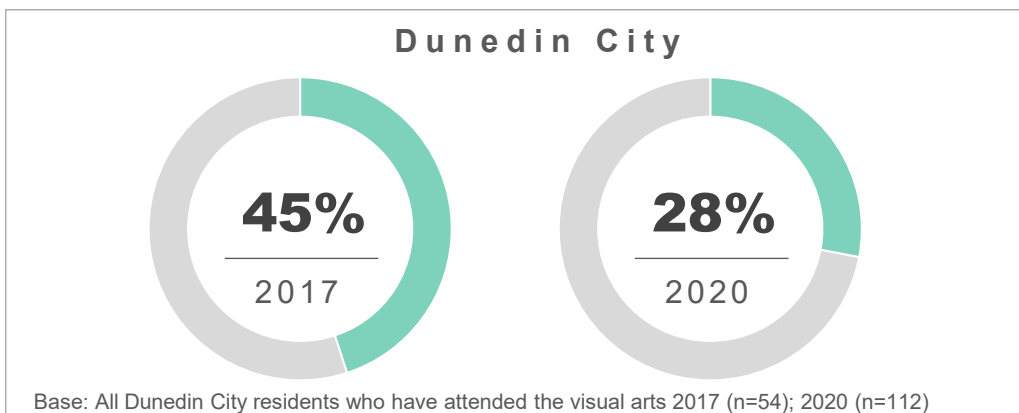
### Sub-group differences in Dunedin City:

Women are more likely than average to have attended the visual arts in the last 12 months (66%).

# 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

Twenty eight percent of Dunedin City residents who have attended the visual arts, have attended a film festival in the last 12 months. This is a decrease from 2017, albeit not significantly. Attendance at film festivals appears somewhat higher than all New Zealand, although again the difference is not significant.

### Sub-group differences in Dunedin City:

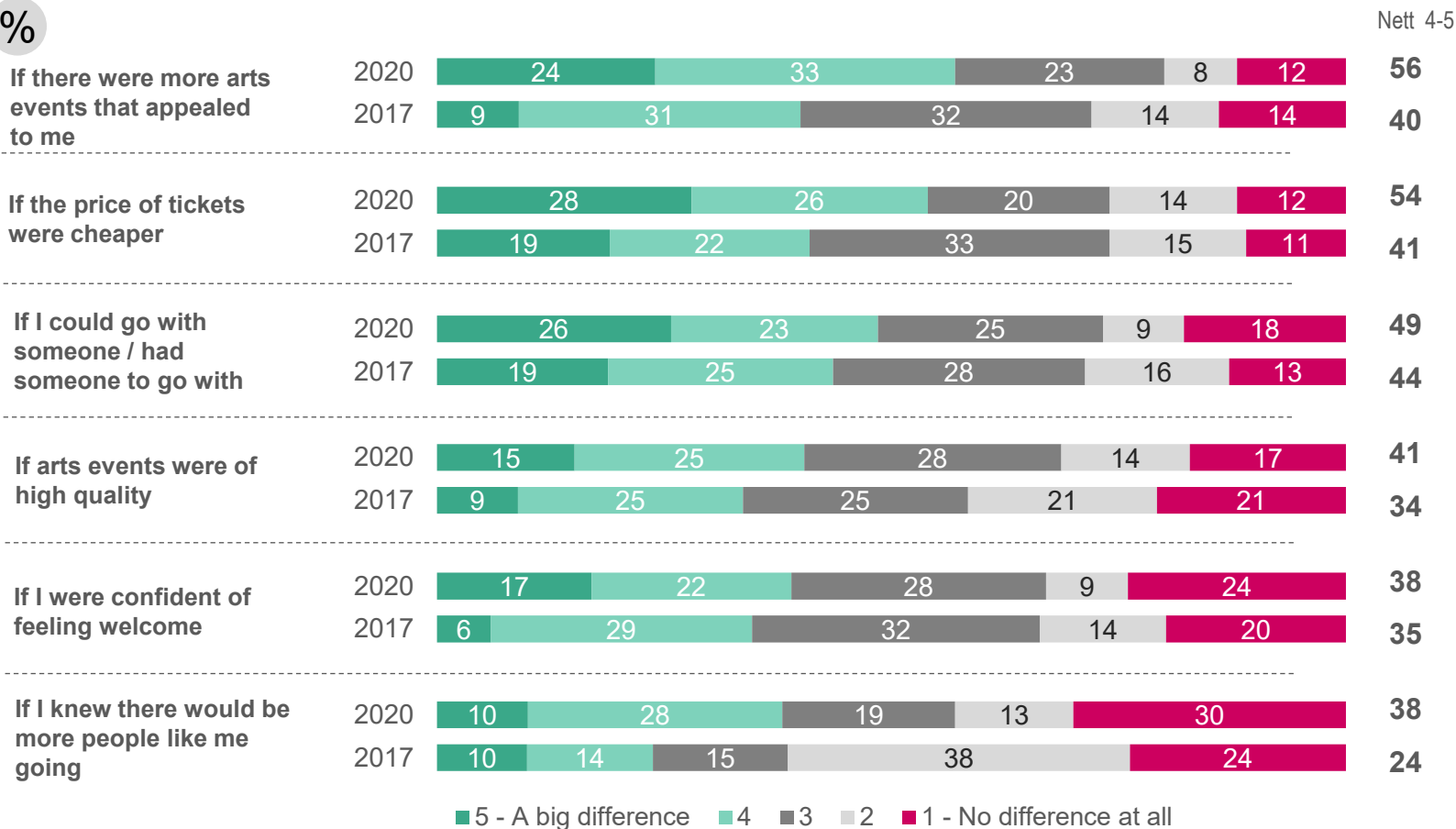
There are no sub-group differences of note.

# 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 five percent of Dunedin City 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.

Range of choice and ticket prices remain the top two factors that influence attendance. Fifty six percent say more choice could make a difference to encouraging them to attend more often and 54% said they would be encouraged to attend more if tickets were cheaper.

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 for 38% of respondents to this question.

The proportion of Dunedin residents referencing each of these triggers is greater than 2017, albeit no differences are statistically significant.

### Sub-group differences in Dunedin City:

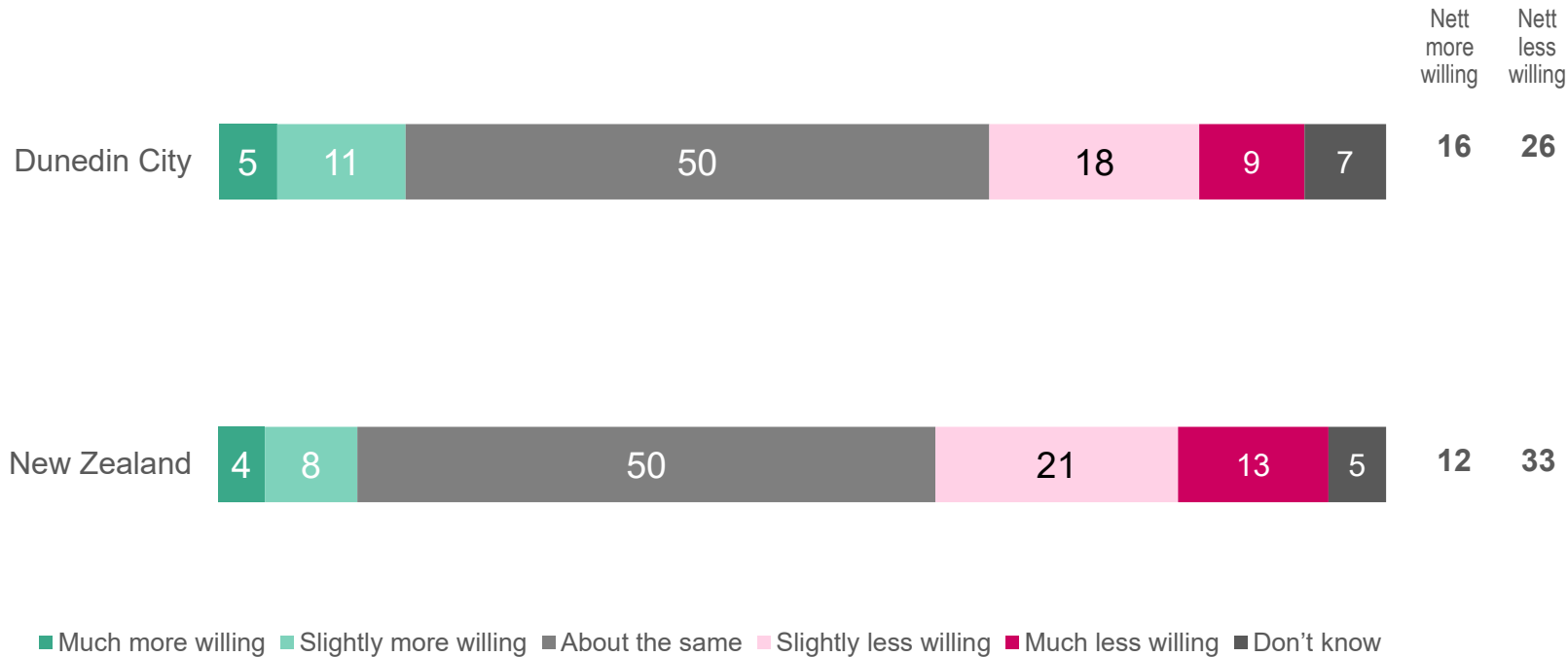
Men are more likely than average to say they would be encouraged to attend the arts more often if they were of a higher quality.

# 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

A quarter of Dunedin City residents are less willing to attend arts in person because of COVID-19, suggesting there is some anxiety around catching the virus while out and about, particularly in large crowds. On the other hand, 16% are more willing, for this group of people COVID-19 may have had the opposite effect - motivating them to live life to its fullest.

Further, Dunedin City residents do not seem as hesitant as all New Zealanders (26% are less willing vs. 33% nationally) albeit the difference is not statistically significant.

### Sub-group differences in Dunedin City:

People on higher incomes (more than \$100k) are more likely to be more willing to attend arts in person because of COVID-19 (32%). Although 20% of people in this income bracket would be less willing, it is the only sub-group where those who are more willing outweigh those who are less inclined to attend arts in person.



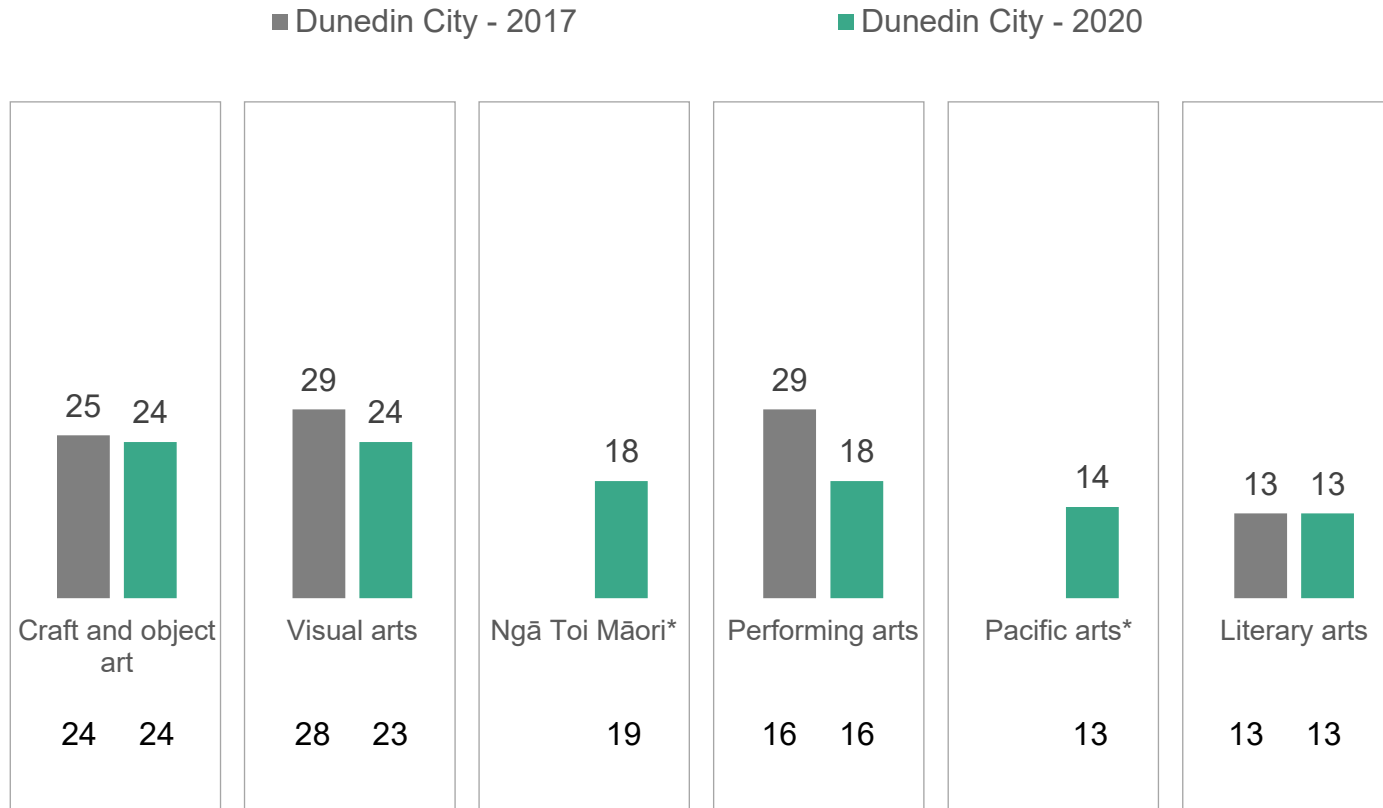
# PARTICIPATION BY ARTFORM

# 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 Dunedin City residents who have been actively involved in each art form at least once in the last 12 months.

The most noticeable finding is the decline in participation in performing art, albeit this is not statistically significant. However, this now means craft and object art and visual arts are the two most popular art forms. The slight decline in visual arts participation in Dunedin reflects the national trend, while the decline in performing arts is at odds with the national picture.

Participation across the art forms is in line with the national average.

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.

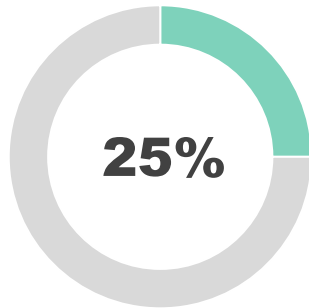
\*NOTE: The way participation was asked for Ngā Toi Māori and Pacific arts in 2020 differs from how it was asked in previous years, meaning that the data is not comparable. Therefore data points for previous years have been suppressed.

Q

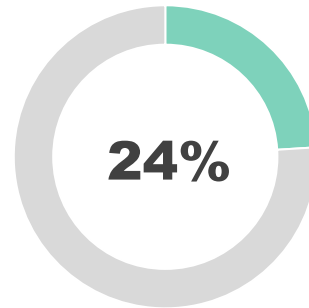
Thinking again about craft and object art, have you created anything in the last 12 months?

%

Dunedin City 2017



Dunedin City 2020



Base: All Dunedin City residents 2017 (n=85); 2020 (n=202)

## COMMENTARY

A quarter of people living in Dunedin City have created craft or object art in the last 12 months. This is in line with 2017.

Data is not provided on frequency of participation due to the relatively low base size.

### Sub-group differences in Dunedin City:

Women are more likely than men to have created craft or object art in the last 12 months (39%, vs 6% of men).



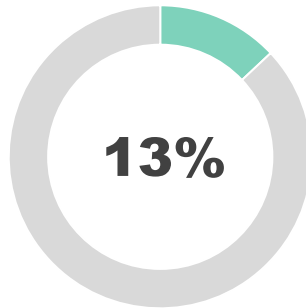
# Literary arts participation

Q

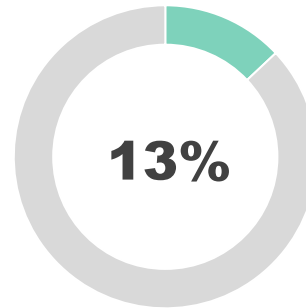
Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?

%

Dunedin City 2017



Dunedin City 2020



Base: All Dunedin City residents 2017 (n=85); 2020 (n=202)

## COMMENTARY

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

Data is not provided on frequency of participation due to the relatively low base size.

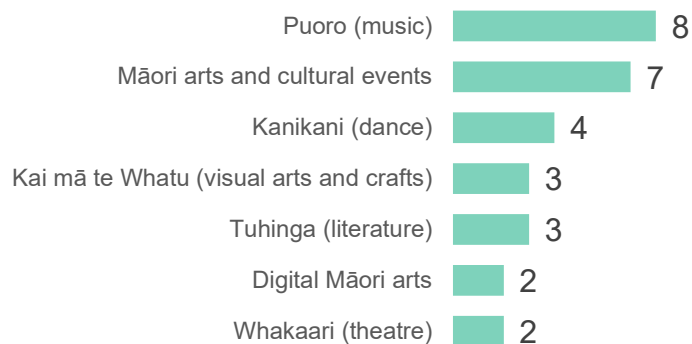
### Sub-group differences in Dunedin City:

Asian New Zealanders are more likely than average to have participated in literary arts (30%).

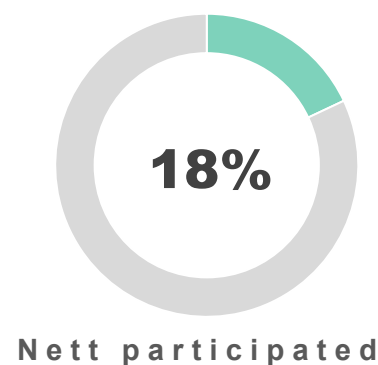
## Q

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

%



Base: All Dunedin City residents 2020 (n=202)



## COMMENTARY

Eighteen percent of Dunedin City 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 Māori arts and cultural events.

Due to relatively low base size (29 respondents) we cannot comment in depth on the results for the Māori sample in Dunedin City, but indicatively they have higher participation in Ngā Toi Māori arts than all residents (46%, vs. 18%). Eighteen percent of New Zealand Europeans and 24% of Asian New Zealanders are also participating in Ngā Toi Māori arts.

Data is not provided on frequency of participation due to the relatively low base size.

### Sub-group differences in Dunedin City:

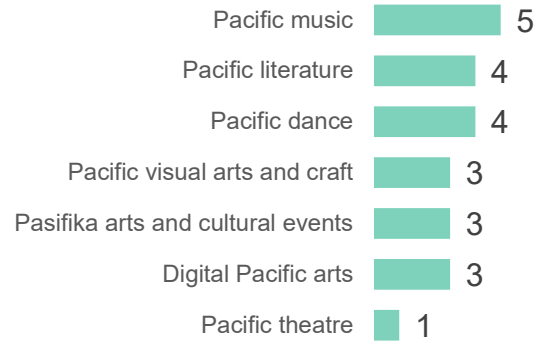
Younger residents (aged 15-39) are more likely than average to have participated in Ngā Toi Māori.

# Pacific arts participation

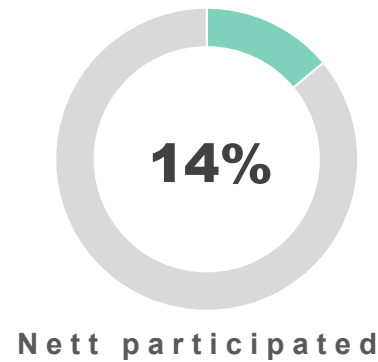
Q

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

%



Base: All Dunedin City residents 2020 (n=202)



## COMMENTARY

Fourteen percent of Dunedin City 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 music, literature and dance.

Data is not provided on frequency of participation due to the relatively low base size.

### Sub-group differences in Dunedin City:

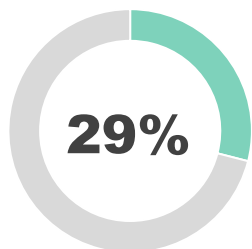
There are no sub-group differences of note.

%

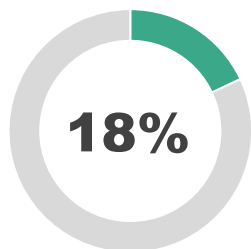
Q

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

Dunedin City  
2017



Dunedin City  
2020

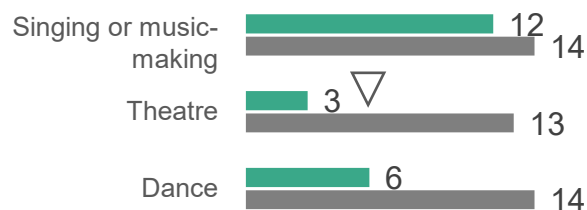


Base: All Dunedin City residents 2017 (n=85); 2020 (n=202)

Q

Which of these were you actively involved in?

■ Dunedin City - 2020  
■ Dunedin City - 2017



Base: All Dunedin City residents 2017 (n=85); 2020 (n=202)

## COMMENTARY

Overall 18% of Dunedin City residents have participated in performing arts in the last 12 months. This compares with 29% in 2017, although this is not a significant decrease.

Singing or music-making remains the most popular type of performing arts for residents to take part in and the proportion who do so is in line with 2017.

Participation in theatre has declined since 2017 and now only 3% of residents have participated in this art form in the last 12 months. Participation in dance has also declined albeit not significantly.

Data is not provided on frequency of participation due to the relatively low base size.

### Sub-group differences in Dunedin City:

Asian New Zealanders are more likely than average to have taken part in the performing arts in the last 12 months (33%) and specifically in theatre (12%, compared to 3% on average).

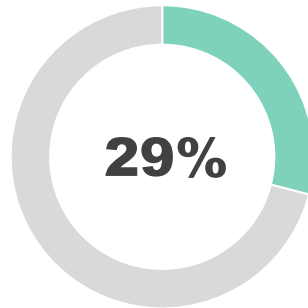
New Zealand European residents are less likely to have participated in any form of performing arts (15%).

Q

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

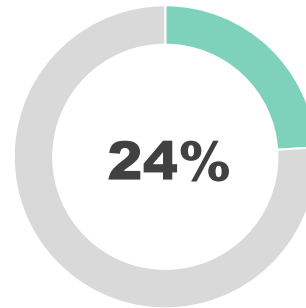
%

Dunedin City 2017



29%

Dunedin City 2020



24%

Base: All Dunedin City residents 2017 (n=85); 2020 (n=202)

## COMMENTARY

Twenty four percent of Dunedin City residents have participated in visual arts in the last 12 months. This compares with 29% in 2017, albeit this difference is not statistically significant.

Data is not provided on frequency of participation due to the relatively low base size.

### Sub-group differences in Dunedin City:

Younger people (aged 15-39) are more likely than average to have participated in visual arts in the last 12 months (33%).

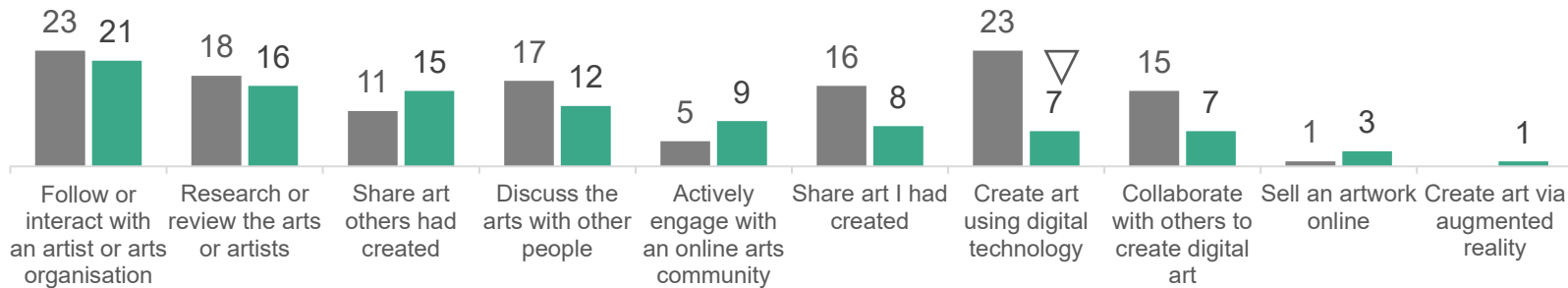
# Use of digital technology for arts activities

Q

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

%

■ Dunedin City - 2017 ■ Dunedin City - 2020



## COMMENTARY

Digital technology continues to enable Dunedin City 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, this compares to 48% in 2017, albeit this difference is not statistically significant.

There has been a decline in the use of digital technology to create art (from 23% to 7%).

The most popular activities are following or interacting with an artist or arts organisation (21%) and researching or reviewing the arts or artists (16%).

### Sub-group differences in Dunedin City:

Overall, women are more likely to use digital technology than men (50%, vs. 33% of men). In particular women are more likely than average to follow or interact with an artist or arts organisation (29%) or actively engage with an online arts community (14%).

Younger residents (aged 15-39) are more likely than average to participate in digital technology (53%) while those aged 60+ are less likely to (25%).

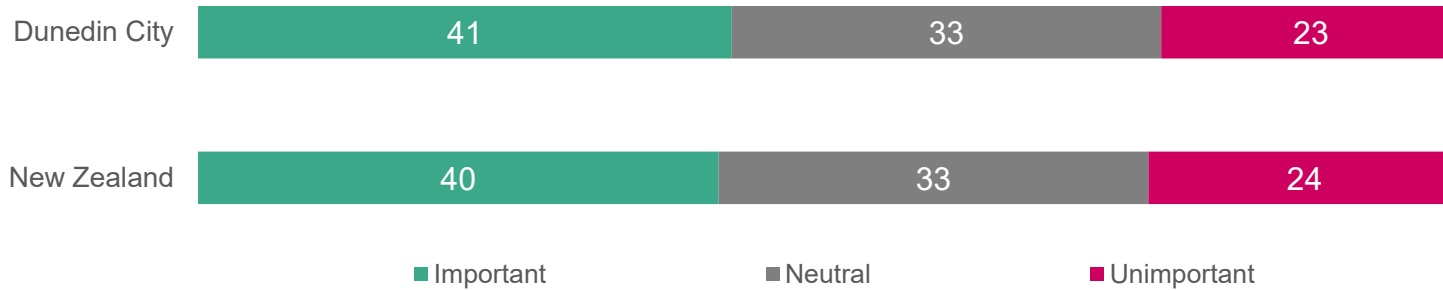


# PERCEIVED IMPACT ON WELLBEING AND SOCIETY

# 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 Dunedin City residents feel the arts is important to their personal wellbeing. This is in line with the New Zealand average.

The nett impact of COVID has been to value the arts more in terms of their wellbeing. Thirty percent say the arts are more important to their wellbeing since COVID-19 arrived in New Zealand. This is broadly consistent with the national average. Ten percent say it is less important which is line with the national average.

### Sub-group differences in Dunedin City:

There are no sub-group differences of note.



# Reasons why Dunedin City residents feel the arts is important for their wellbeing

Q

For what reasons do you say that?

%

## LEADING RESPONSES



## COMMENTARY

Forty one percent of Dunedin 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 the cultural recognition and representation.

## Quotes

*“Again, they are my stimulus for all my senses. They uplift me in most ways and are such an important part of my life.”*

Man, 60-69, NZ European, Pacific peoples, Otago region

*“Being a minority ethnicity especially in Dunedin the arts is important for us to keep true to our identity and our cultural practices. Many of them are in the form of the arts so being able to express ourselves freely and without judgment or restrictions is important”*

Woman, 15-17, Pacific peoples, Otago region

*“Especially during lockdown, I found that arts experiences helped me think beyond the problems that were being suffered.”*

Woman, 70+, NZ European, Otago region

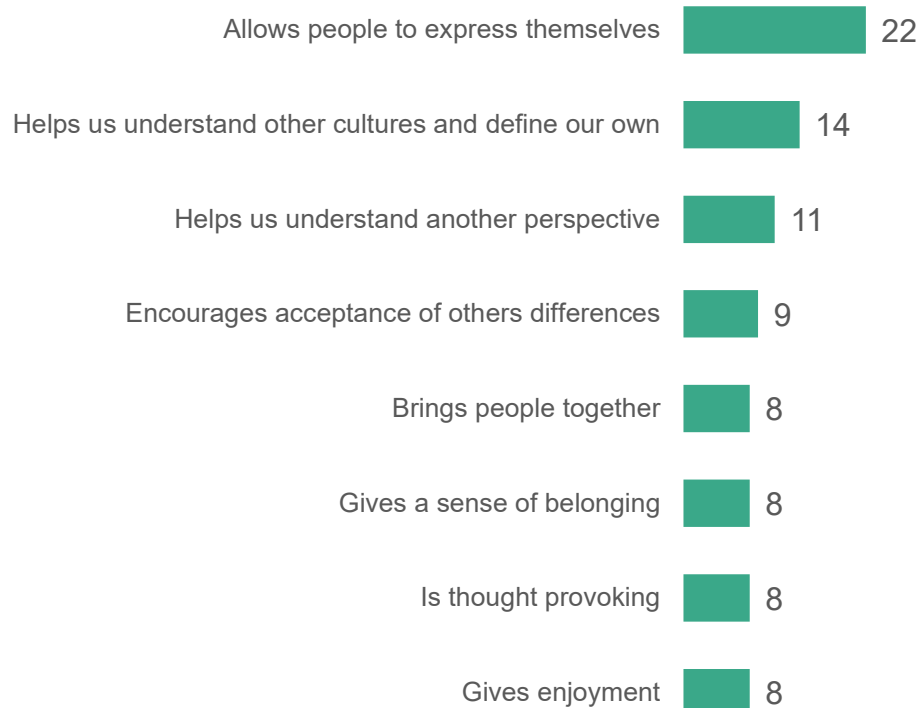
# Reasons why the arts improve society

Q

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

%

## LEADING RESPONSES



## COMMENTARY

Sixty four percent of Dunedin City residents feel the arts improve New Zealand society. We asked these respondents an open ended question as to why this is. The chart on the left shows the leading reasons given.

Key themes include self-expression, understanding or defining their culture, understanding others and acceptance.

## Quotes

*“Encourage people to reflect and can help form sense of identity.”*

Woman, 50-59, NZ European, Otago region

*“Give people insight into other views and perspectives.”*

Woman, 30-39, NZ European, Otago region

*“They bring a real sense of community, showing various aspects of the society. Committing the society to develop in its self identity.”*

Man, 70+, NZ European, Māori, Otago region

*“Opportunities for people to express themselves and feel comfortable doing so. Learn and live what others have or go through. Keeps us cultured and aware of others who are all different”*

Woman, 15-17, Pacific peoples, Otago region



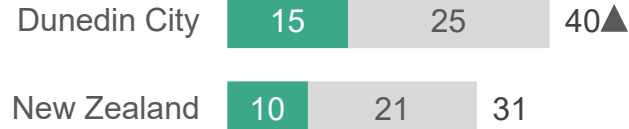
# IMPACT OF COVID-19

# Getting through COVID-19

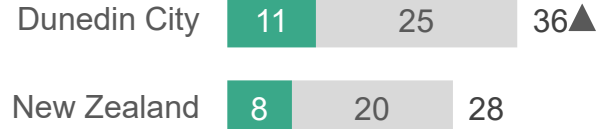
Q How much do you agree or disagree with the following?

%

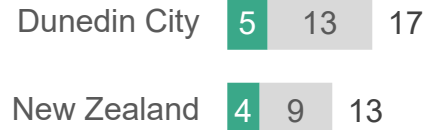
Arts and culture have supported my wellbeing during the COVID-19 crisis



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

Forty percent of residents say the arts has supported their wellbeing to get them through COVID-19 and 36% agree pandemic has also pushed people to watch more activities online since the lockdown. Dunedin City residents are more likely to agree with these statements than New Zealanders overall.

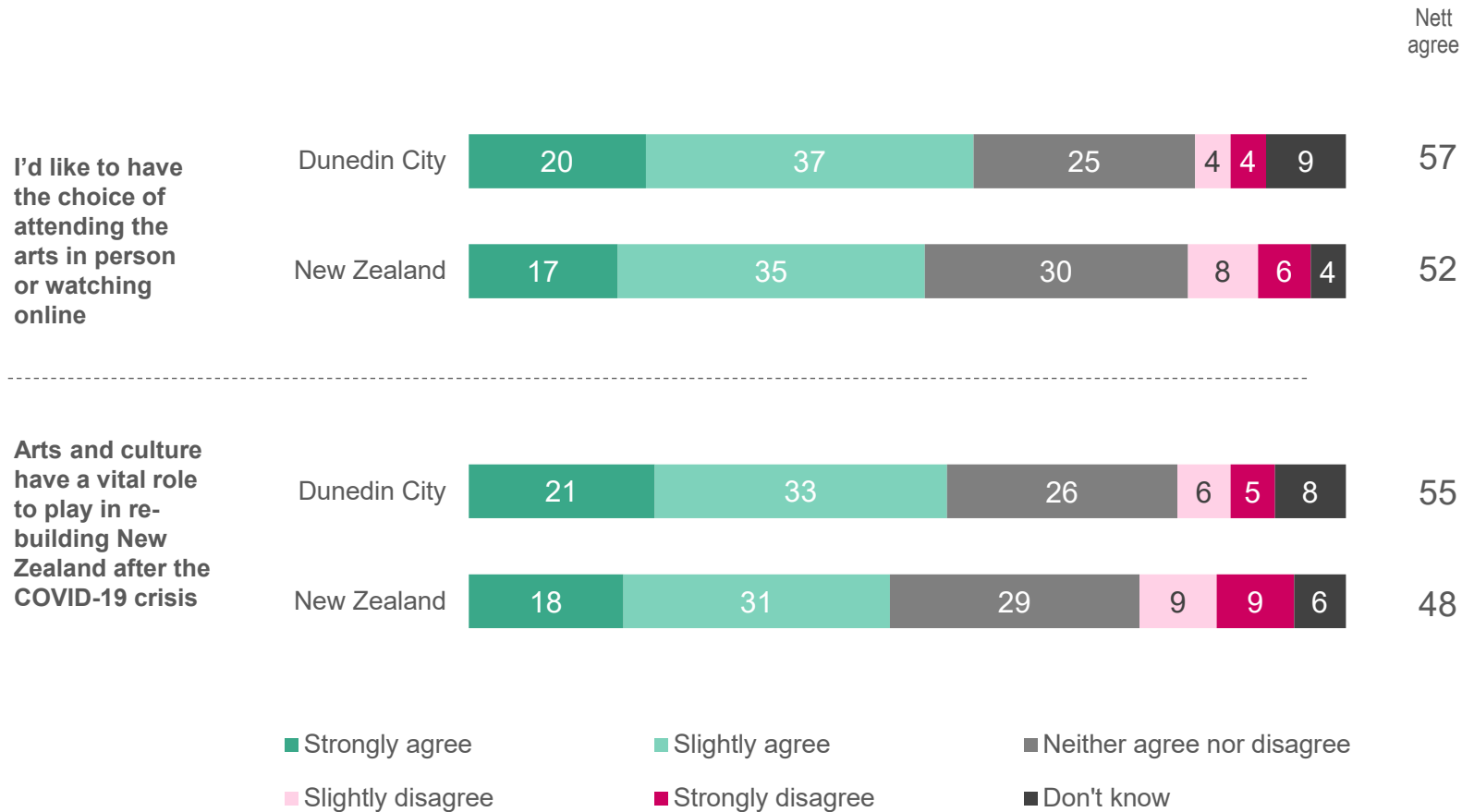
COVID-19 has encouraged 17% of residents to engage in new cultural activities. This is broadly consistent with the New Zealand average.

### Sub-group differences in Dunedin City:

There are no sub-group differences of note.

Q

How much do you agree or disagree with the following about Dunedin Public Libraries...



## COMMENTARY

Fifty five percent of residents see the arts as playing a vital role in the COVID-19 recovery. This compares with 48% of New Zealanders overall, albeit the difference is not statistically significant

There is also an appetite to retain any online access to the arts which has developed during COVID-19. Looking forward, 57% would like to have the choice of attending the arts in person or watching them online. Again this compares with 52% of New Zealanders overall, albeit the difference is not statistically significant.

### Sub-group differences in Dunedin City:

Women are more likely than average to want the choice of attending the arts online or in person (66%) and to feel arts and culture have a vital role in re-building New Zealand after the COVID-19 crisis (68%).





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