

Survey findings for Hawke's Bay 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 Hawke's Bay. 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 the Hawke's Bay



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 the Hawke's Bay, quotas (or interviewing targets) were set by age within gender.

Weighting was also applied to ensure the final sample profile was representative of the Hawke's Bay 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 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 the Hawke's Bay 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 the Hawke's Bay 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

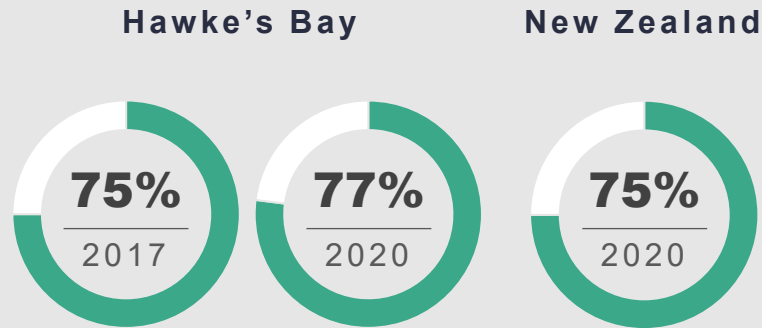


SUMMARY

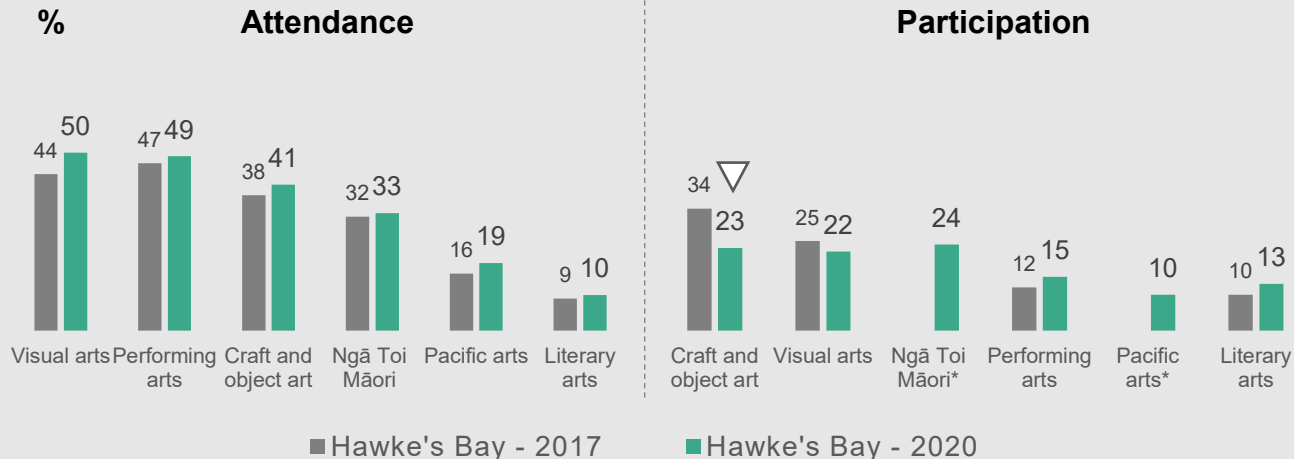
ENGAGEMENT WITH THE ARTS IN THE HAWKE'S BAY

Seventy seven percent of Hawke's Bay residents have attended or participated in the arts in the last 12 months.

This is in line with 2017 and the national average.



Attendance and participation levels by artform are mostly consistent with 2017, albeit there has been a decline in participation in craft and object art. In addition, attendance at Ngā Toi Māori is higher than the national average (33%, vs. 26% overall).

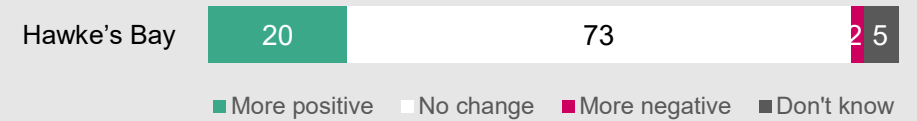


△▽ = significantly higher / lower than 2017


THE HAWKE'S BAY'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?

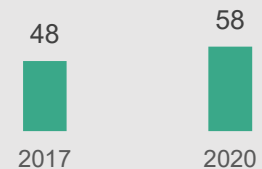


2 For some the arts are critical at a personal level, while the majority recognise the wider societal benefits

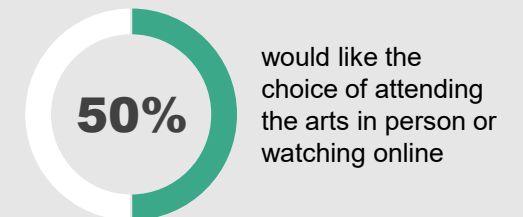
Arts and culture have supported my wellbeing since the COVID-19 crisis  30

The arts help improve New Zealand society  61

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



4 As well as demand for greater accessibility





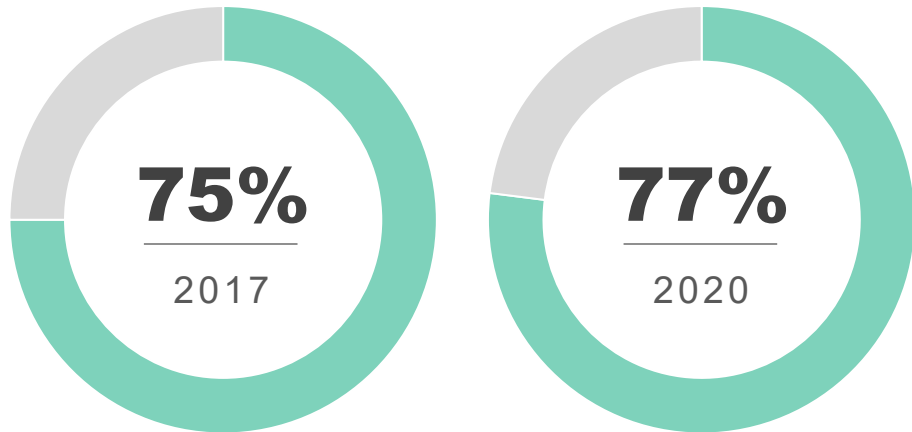
OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

Overall engagement

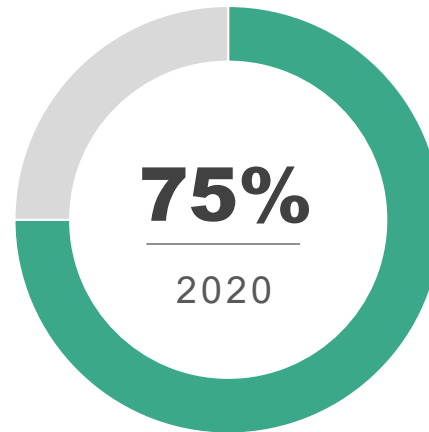
Q

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*

Hawke's Bay



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 seven percent of Hawke's Bay residents have engaged with the arts in the last 12 months. This is in line with 2017 and the national average.

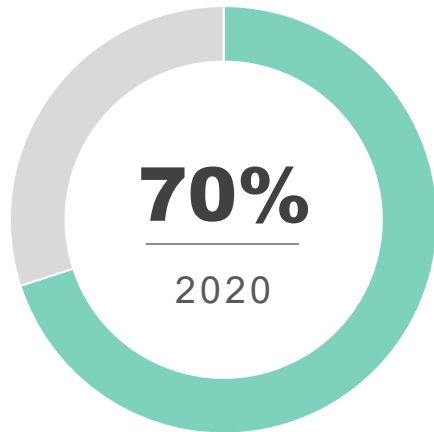
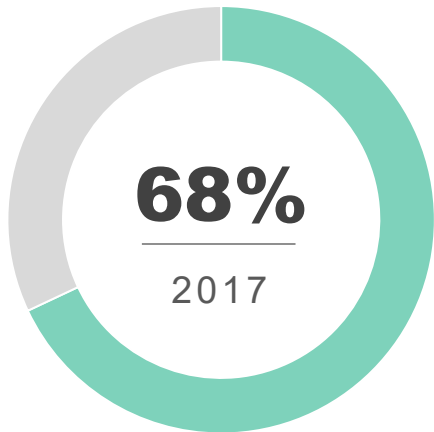
Sub-group differences in the Hawke's Bay:

Women are more likely to be engaged than average (88%, vs. 77%).

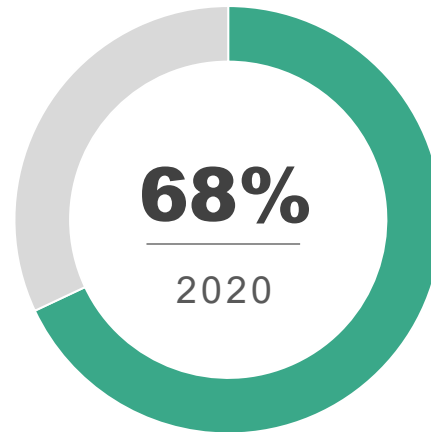
Q

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*

Hawke's Bay



New Zealand



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

COMMENTARY

A total of 70% of Hawke's Bay residents have attended at least one arts event or location in the last 12 months, in line with 2017.

This indicates that COVID-19 has not significantly affected attendance of the arts in the region, and indeed it appears to have resulted in a greater appreciation of the arts for some Hawke's Bay residents (see slide 14).

This level of attendance is also consistent with the national average.

Sub-group differences in the Hawke's Bay:

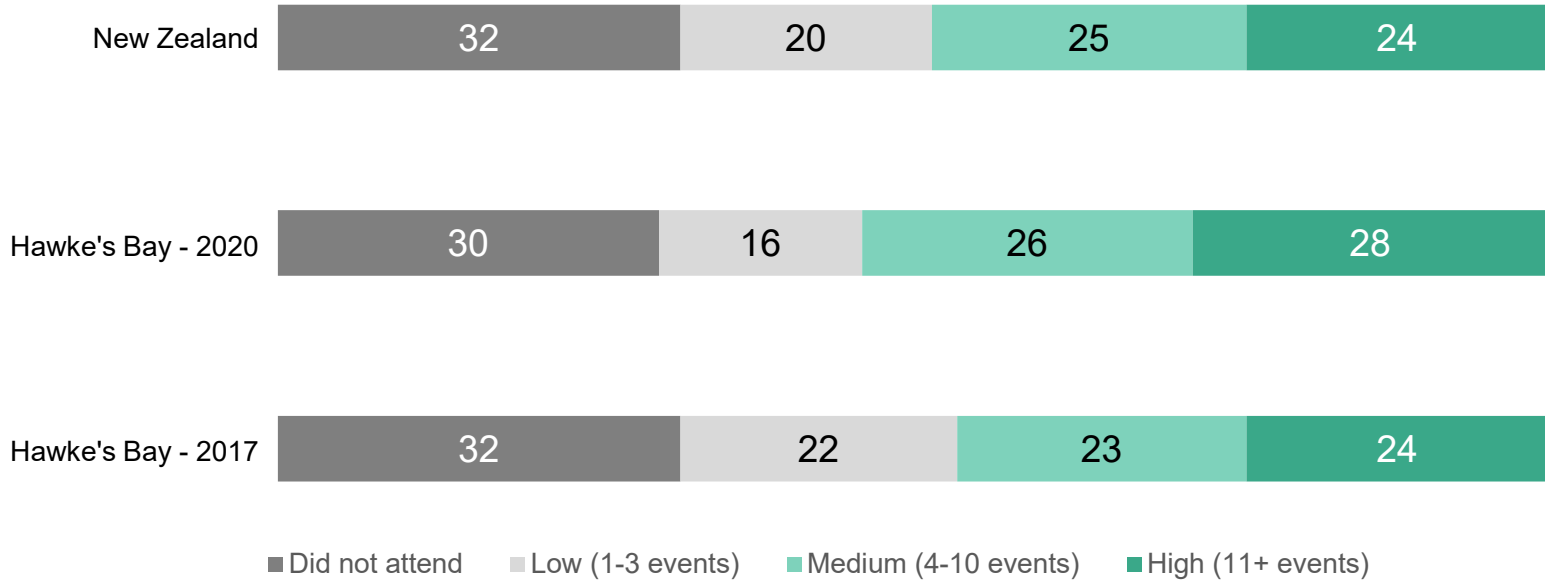
Women are more likely to attend the arts than average (81%, vs. 70%).

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.

The majority of Hawke's Bay residents attend arts events or locations relatively frequently. Fifty four percent are attending more than three times a year, and 28% attend more than 10 times a year.

The frequency with which Hawke's Bay residents are attending the arts is broadly in line with the national average.

Sub-group differences in the Hawke's Bay:

The following groups are more likely than average (28%) to be high attendees:

- Māori (42%)
- Women (39%)
- Those with higher household incomes (over \$100,000, 47%).

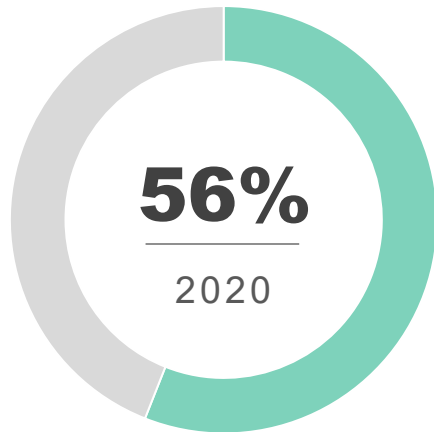
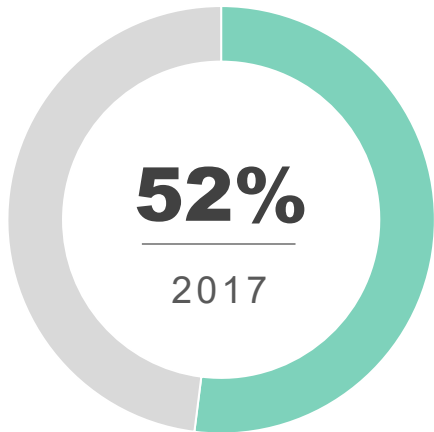
Men are less likely than average to be high attendees (17%, vs. 28%).

Overall participation

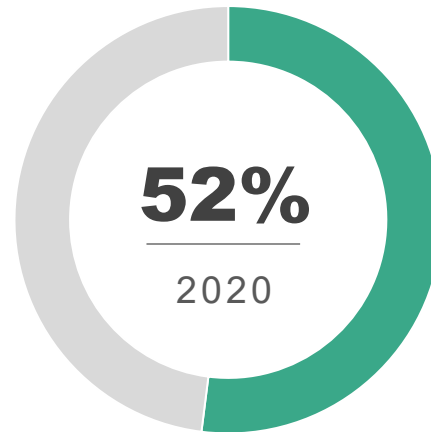
Q

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*

Hawke's Bay



New Zealand



COMMENTARY

Fifty six percent of Hawke's Bay residents have participated in the arts in the last year. This is broadly consistent with their level of participation in 2017.

However, 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.

Hawke's Bay residents' participation levels are consistent with the national average.

Sub-group differences in the Hawke's Bay:

The following groups are more likely than average (56%) to participate in the arts:

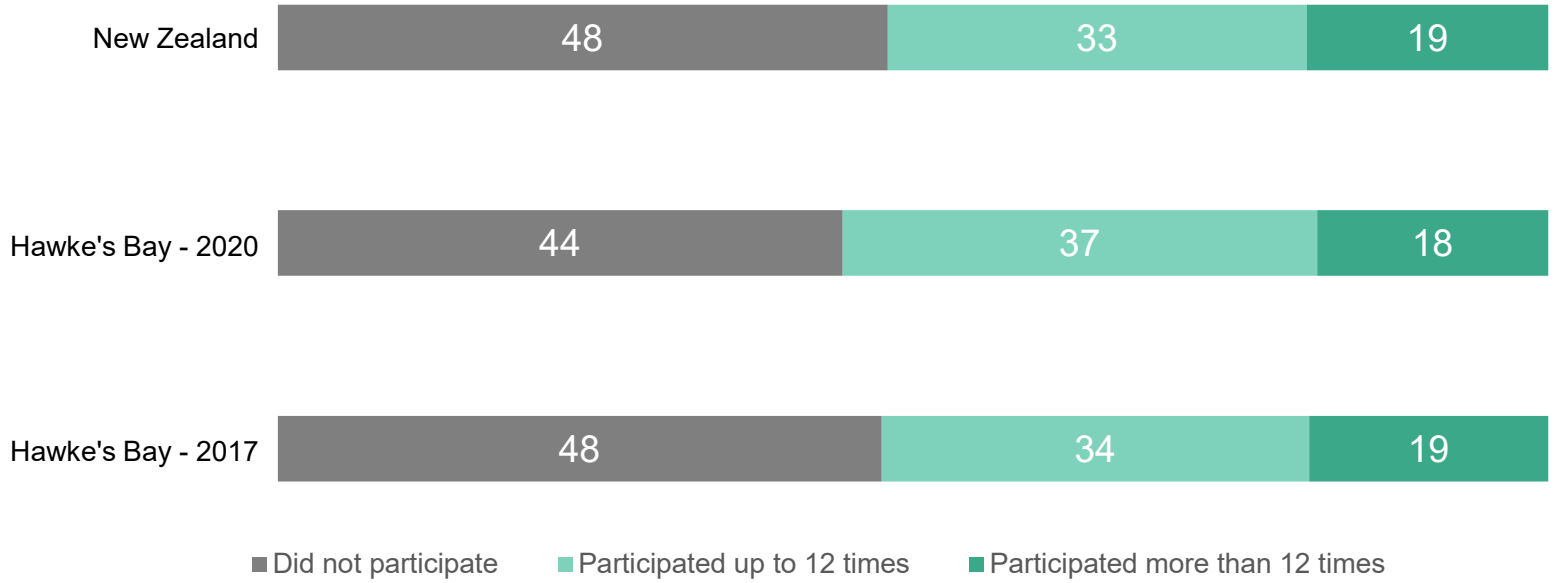
- Women (72%)
- Māori (70%).

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.

Eighteen percent of Hawke's Bay residents participate in the arts on a regular basis (more than 12 times a year). This is in line with both 2017 and the national average.

Sub-group differences in the Hawke's Bay:

Māori are more likely than average to be regular participants (28%, vs 18%).

Men are less likely than average to be regular participants (12%, vs 18%).



ARTS ATTITUDES

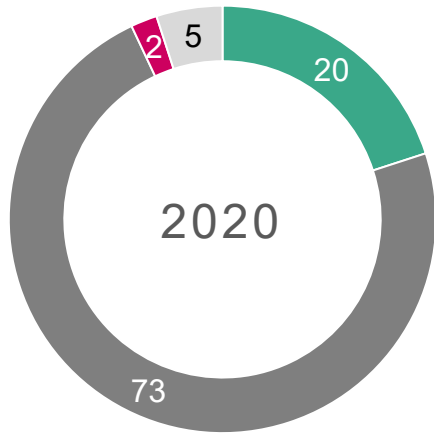
Change in overall perception of the arts

Q

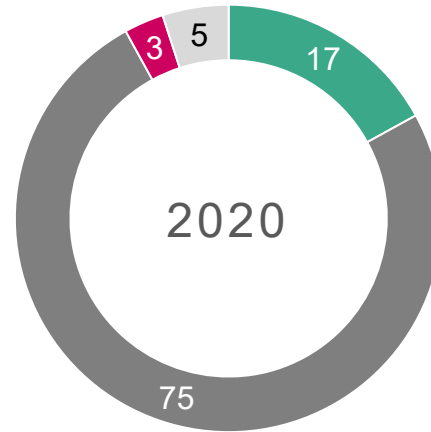
Has your view of the arts changed in the last 12 months?

%

Hawke's Bay



New Zealand



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

COMMENTARY

Overall, Hawke's Bay residents feel positively about the arts. The subsequent slides in this section indicate that their attitudes towards the arts have generally trended upwards since 2017, albeit the differences are seldom statistically significant.

This overall finding is supported by the chart opposite which illustrates how people's perceptions of the arts have changed over the last 12 months. While most haven't changed their view of the arts (73%), 20% are more positive and only 2% are more negative. This is broadly consistent with the national picture.

Sub-group differences in the Hawke's Bay:

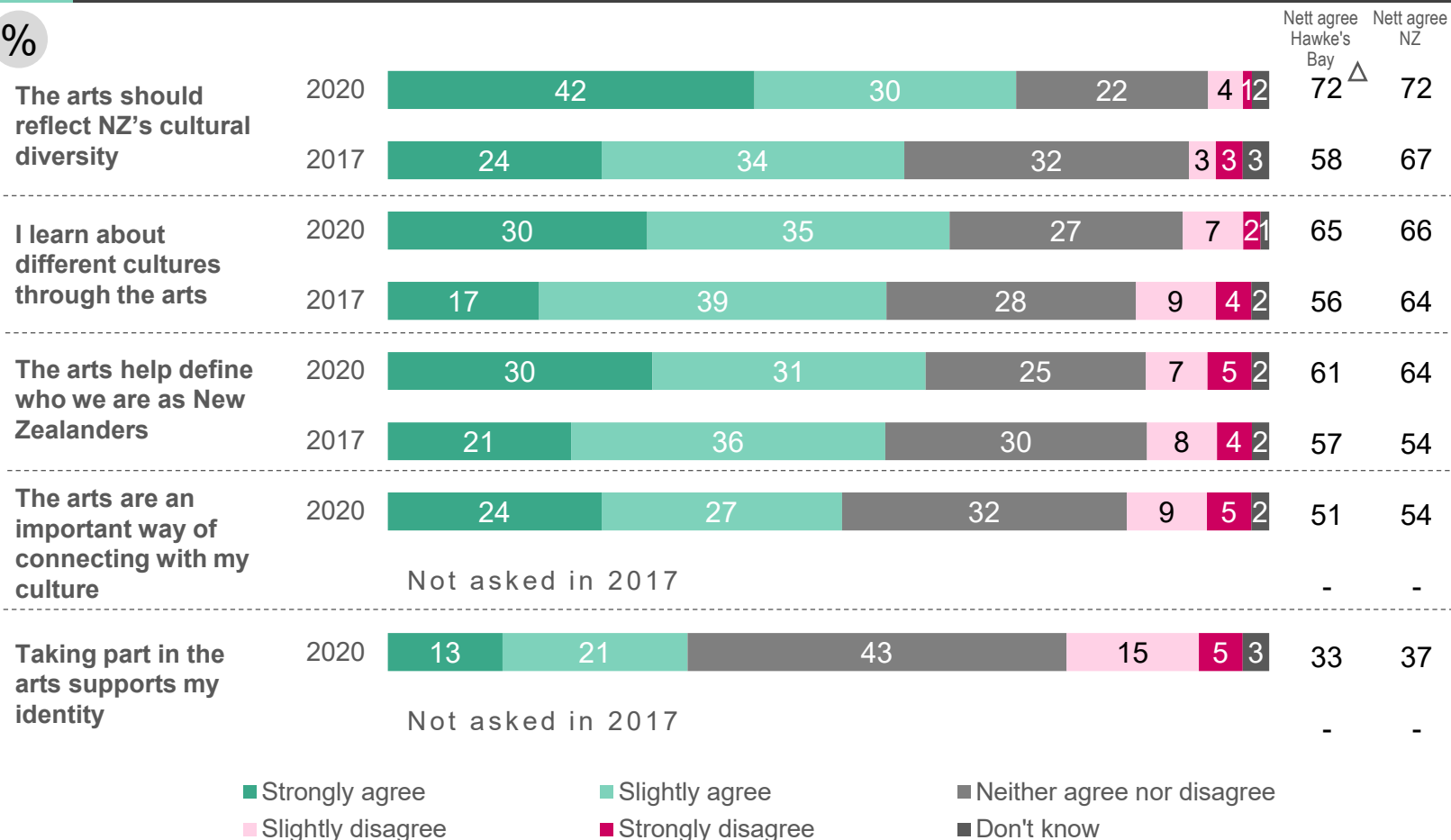
Māori are more likely than average to say they feel more positive about the arts than they did 12 months ago (29%, vs. 20%).

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 two percent agree the arts should reflect New Zealand's cultural diversity (higher than in 2017). Sixty five percent say they learn about other cultures through the arts and 61% say the arts help define who we are as New Zealanders.

In addition, 51% say the arts an important way of connecting with their culture, while one in three feel that taking part in the arts supports their identity.

Hawke's Bay residents' attitudes towards the arts are broadly in line with those of all New Zealanders.

Sub-group differences in the Hawke's Bay:

In general Māori express more positive attitudes about the arts and are more likely than average to agree with each statement.

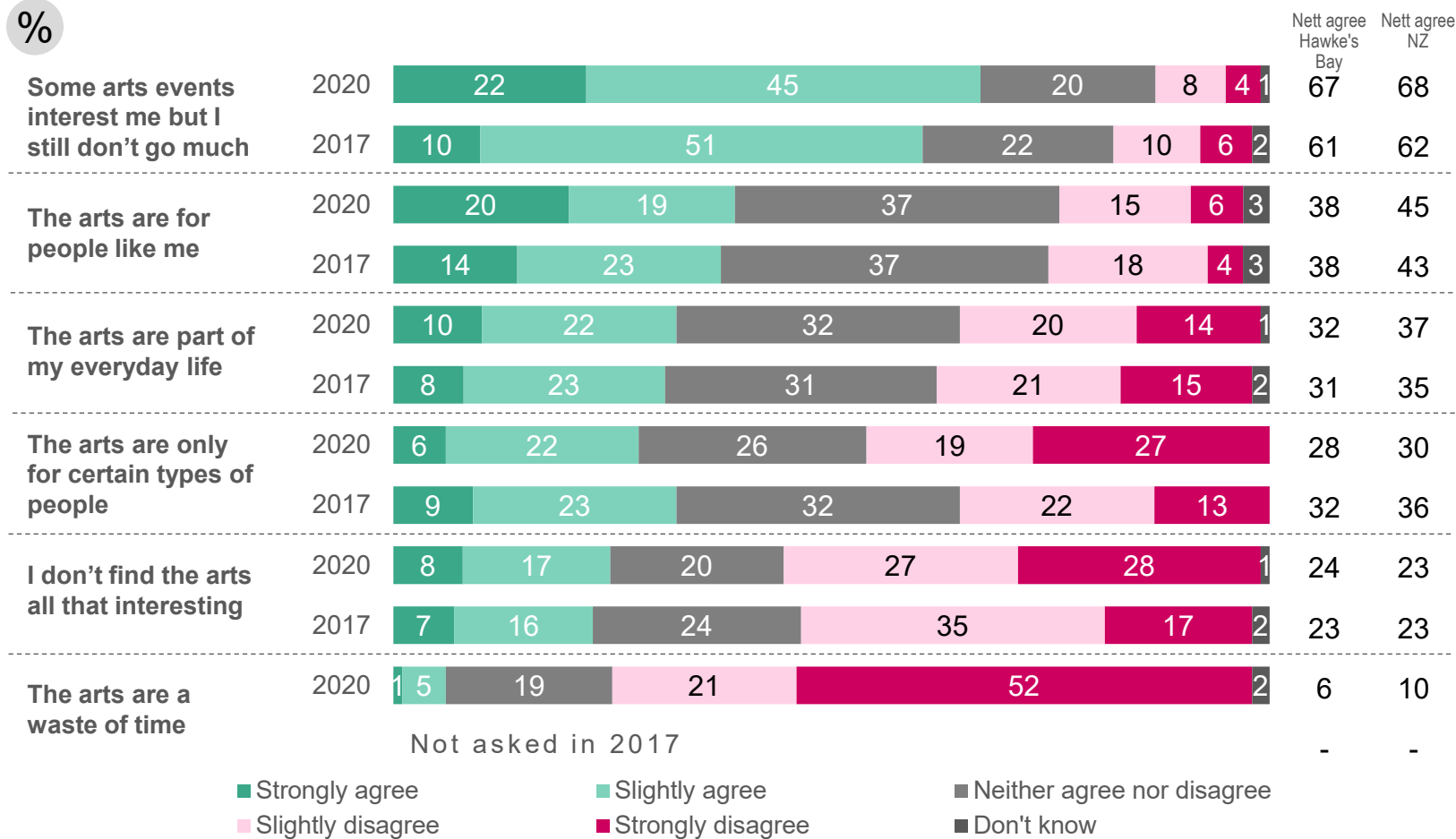
Women are also more likely than average to agree with each statement, with the exception of taking part in the arts supports my identity.

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

Q

How much do you agree or disagree?

%



COMMENTARY

A notable minority of Hawke's Bay residents feel a strong personal connection to the arts. Thirty eight percent feel the arts are for people like me and 32% say they are part of their everyday life. However, Hawke's Bay residents are less likely to agree than all New Zealanders, albeit the differences are not statistically significant.

Only a minority of residents say that the arts aren't that interesting (24%) or that they are a waste of time (6%), while most residents disagree with these sentiments.

Twenty eight percent think the arts are only for certain types of people, in line with the overall results. This indicates there is scope to make them more inclusive.

Sixty seven percent say that while some arts events interest them they still don't attend often. This is higher than in 2017, although not significantly so, and potentially reflects a lack of opportunity to attend due to COVID-19.

Sub-group differences in the Hawke's Bay:

Women and Māori have a stronger personal connection to the arts. In contrast, men have a weaker personal connection and are more likely than average to say the arts aren't that interesting.

There is an opportunity to improve attendance at art events for women, who are more likely than average to say they are interested in some arts events but still don't attend often.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202) | New Zealand 2017 (n=6101); 2020 (n=6263)

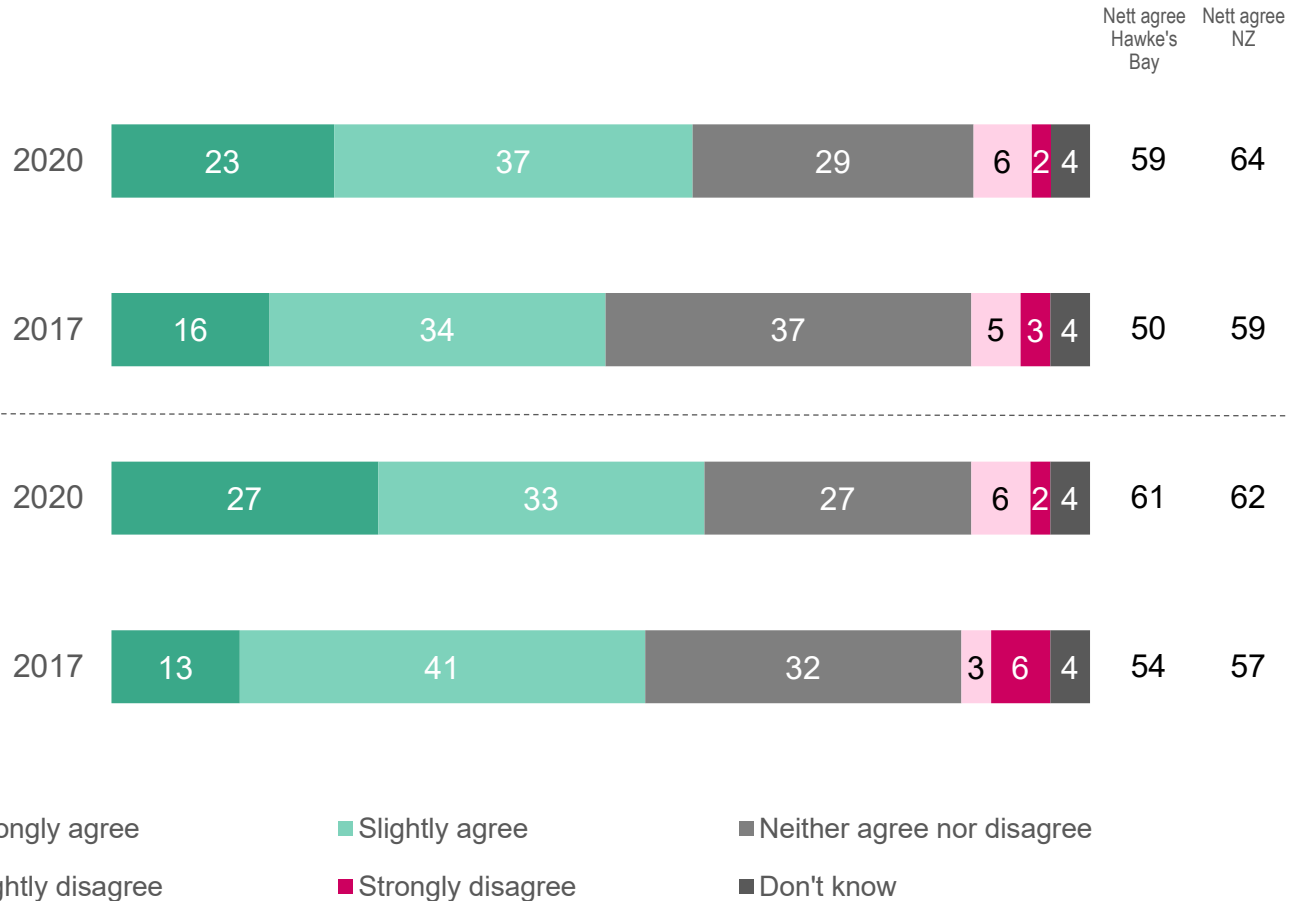
△▽ = significantly higher / lower than 2017
▲▼ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: How the arts benefit New Zealand

Q

How much do you agree or disagree?

%



COMMENTARY

Six in 10 Hawke's Bay residents agree the arts contribute positively to our economy (59%) and help improve society (61%). These figures have increased from 2017, albeit the differences are not statistically significant.

Residents' attitudes are broadly consistent with those of all New Zealanders.

Sub-group differences in the Hawke's Bay:

No sub-groups are more likely than average to agree that the arts contribute positively to our society or economy.

Those aged 15-39 are less likely than average to feel that the arts benefit our economy (49%, vs. 59%).

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202) |
 New Zealand 2017 (n=6101); 2020 (n=6263)

△▽ = significantly higher / lower than 2017
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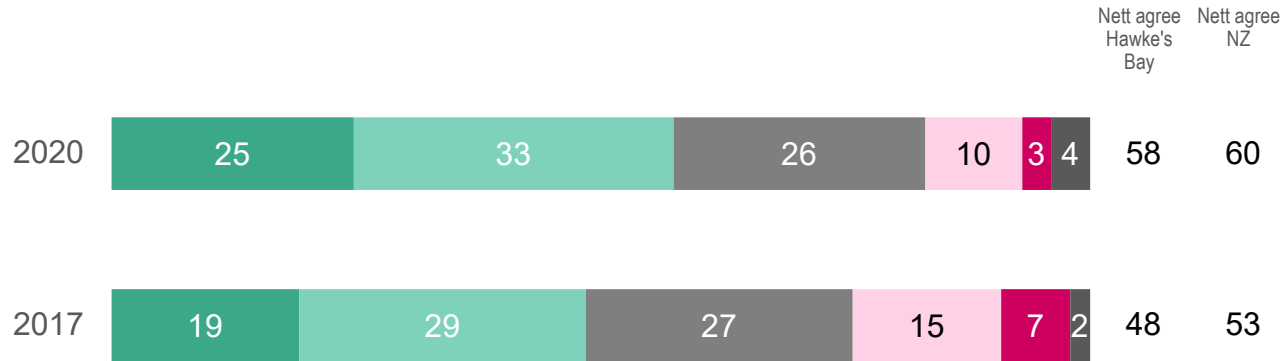
Attitudes towards the arts: Funding support for the arts

Q

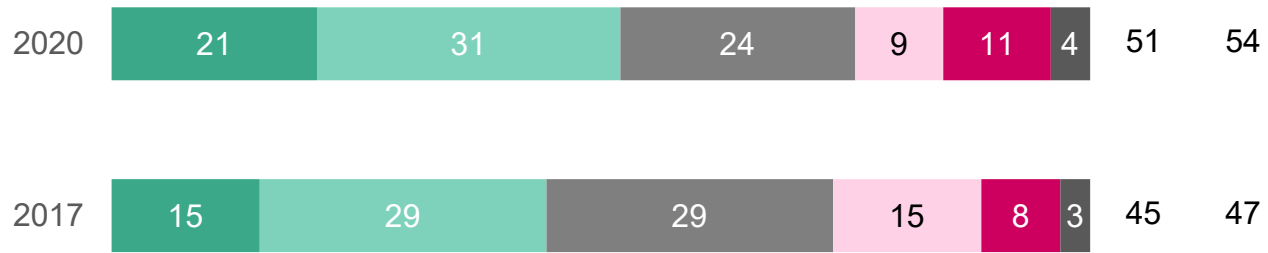
How much do you agree or disagree?

%

The arts should receive public funding



My local council should give money to support the arts



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

COMMENTARY

The majority of residents in the Hawke's Bay now support public funding of the arts, both in principle and more specifically by their local council. Support has increased since 2017, albeit the differences are not statistically significant.

The attitudes are broadly in line with all New Zealanders.

Sub-group differences in the Hawke's Bay:

There are no sub-group differences of note.

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202) |
 New Zealand 2017 (n=6101); 2020 (n=6263)

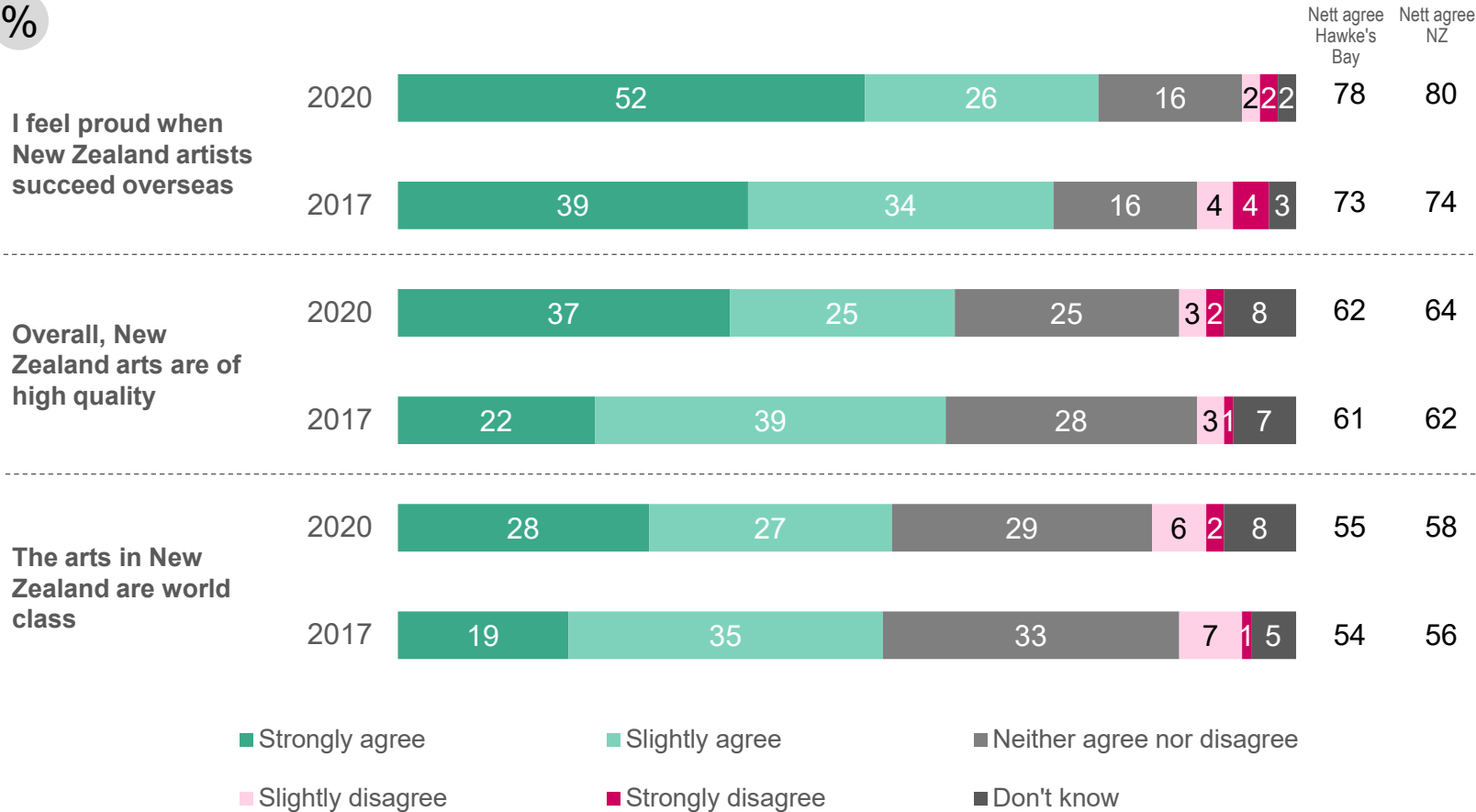
▲ ▼ = significantly higher / lower than 2017
▲ ▼ = significantly higher / lower than all New Zealanders

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

Q

How much do you agree or disagree?

%



COMMENTARY

Hawke's Bay residents are positive about the quality of the arts in New Zealand and are enthused when they see New Zealand artists succeed overseas.

Residents' attitudes are broadly in line with findings from 2017 and the national results.

Sub-group differences in the Hawke's Bay:

Women and Māori are more likely than average to feel that New Zealand arts are high quality, and to feel a sense of pride when New Zealand artists succeed overseas.

Those aged 15-39 are less likely than average to be enthusiastic about the quality of New Zealand arts, while men are less likely than average to feel proud when New Zealand artists succeed overseas.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202) |
New Zealand 2017 (n=6101); 2020 (n=6263)

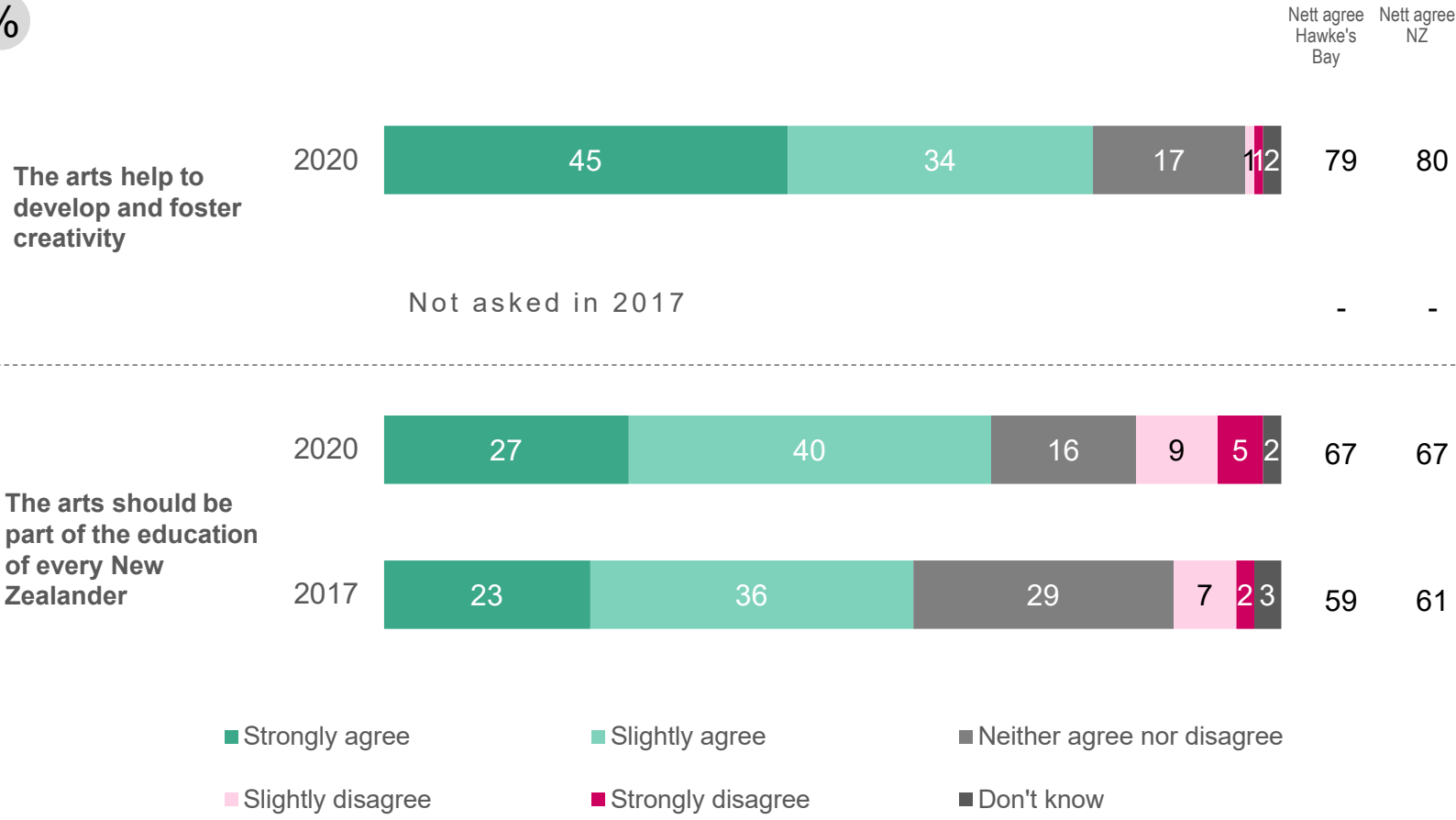
△▽ = significantly higher / lower than 2017
▲▼ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



COMMENTARY

Most Hawke's Bay residents recognise the value of the arts in fostering creativity (79%), and two-thirds support the arts being part of the education of every New Zealander (67%). Support for the role of the arts in education has increased from 2017, although this difference is not statistically significant.

The attitudes expressed are consistent with the national picture.

Sub-group differences in the Hawke's Bay:

Women and Māori are more likely than average to believe that the arts should be part of the education of every New Zealander, while men are less likely to agree.

There are no sub-group differences in attitudes towards the role of the arts in developing and fostering creativity.

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202) |
 New Zealand 2017 (n=6101); 2020 (n=6263)

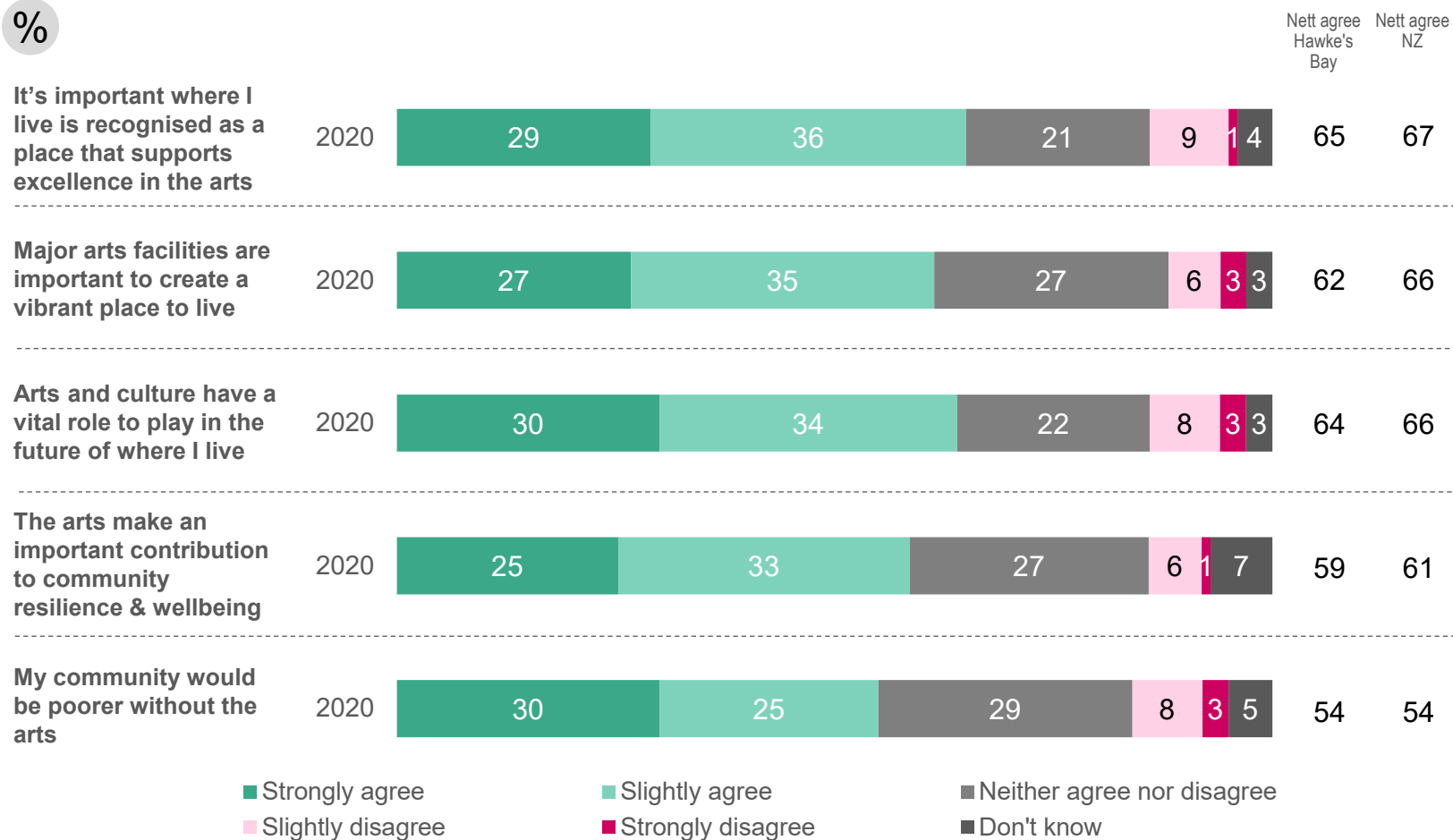
△▽ = significantly higher / lower than 2017
 ▲▼ = significantly higher / lower than all New Zealanders

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

Q

How much do you agree or disagree?

%



COMMENTARY

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

The majority of Hawke's Bay residents want their community to be recognised as a place that supports the arts and agree that arts and culture will play a vital role in the future of their community.

Six in 10 also feel that the arts benefit the community by contributing to resilience and wellbeing (59%) and 54% feel that their community would be a poorer place without them.

The attitudes expressed are broadly in line with the national picture.

Sub-group differences in the Hawke's Bay:

At a broad level women are more positive than average about the role of the arts in creating communities.

Men and those aged 15-39 are less likely than average to feel their community would be poorer without the arts.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Hawke's Bay residents 2020 (n=202); New Zealand 2020 (n=6263)

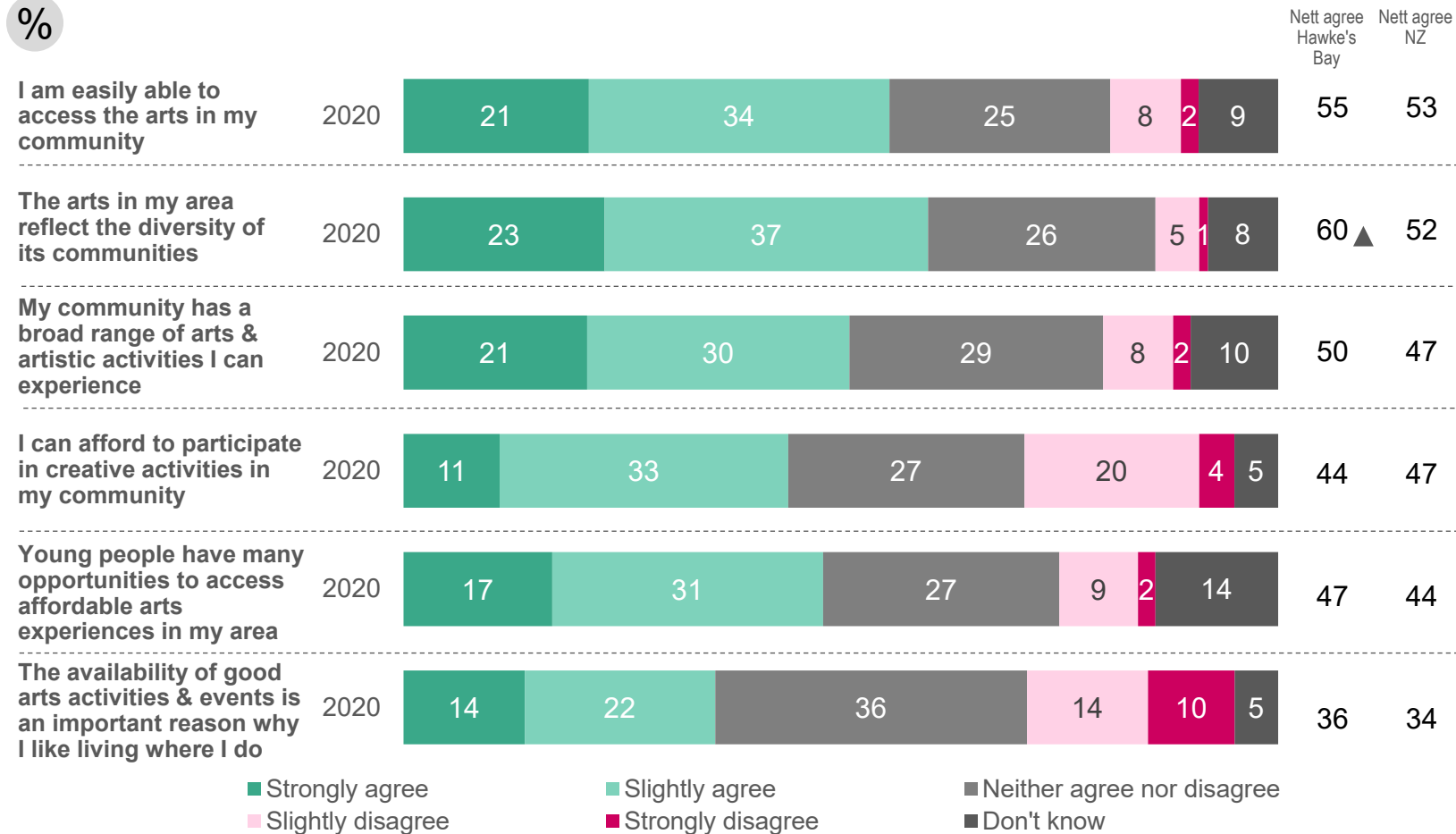
▲▼ = significantly higher / lower than all New Zealanders

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.

Hawke's Bay residents are positive about the cultural inclusiveness of the arts in their community, with 60% feeling that the arts in their area reflect their community's diversity, higher than the national average of 52%.

Other findings around the accessibility and availability of the arts in their community are broadly on par with the national results. Fifty five percent agree that they can easily access the arts in their community. Under half believe there is a good range of opportunities for young people to access affordable arts experiences in their area (47%), while only one-third feel that the availability of arts events are an important reason why they like living where they do (36%).

Affordability is an issue for some residents with 24% disagreeing that they can afford to participate in creative activities in their community.

Sub-group differences in the Hawke's Bay:

Women and Māori are more positive than average about the availability and affordability of arts experiences in their community, while men and, to a lesser extent, those aged 15-39 are less positive.



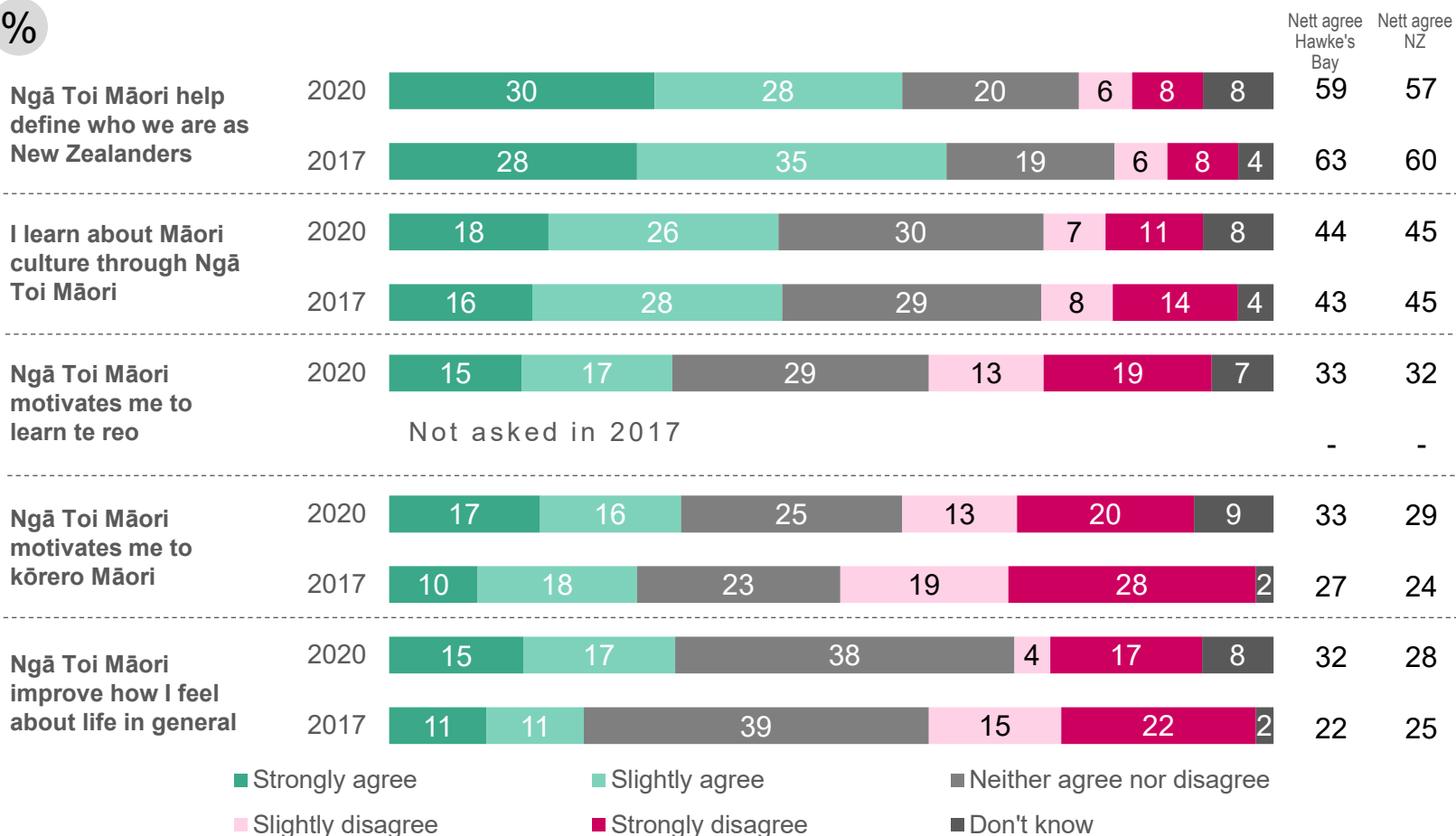
ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

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

Fifty nine percent of Hawke's Bay residents recognise the value of Ngā Toi Māori in helping to define who we are as New Zealanders. One in three residents say it improves how they feel about life (32%).

Ngā Toi Māori also acts as a catalyst for learning or conversing in te reo for one-third of residents.

Residents' views towards Ngā Toi Māori are broadly consistent with those of all New Zealanders.

Māori residents express more positive sentiments about Ngā Toi Māori than all adults in the Hawke's Bay region. Māori residents are more likely than average to feel motivated by Ngā Toi Māori to kōrero Māori (62%, vs. 33%) and to learn Māori (59%, vs. 33%). Fifty nine percent of Māori feel it makes them feel better about life in general, compared to 32% overall. Finally, 76% 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 the Hawke's Bay:

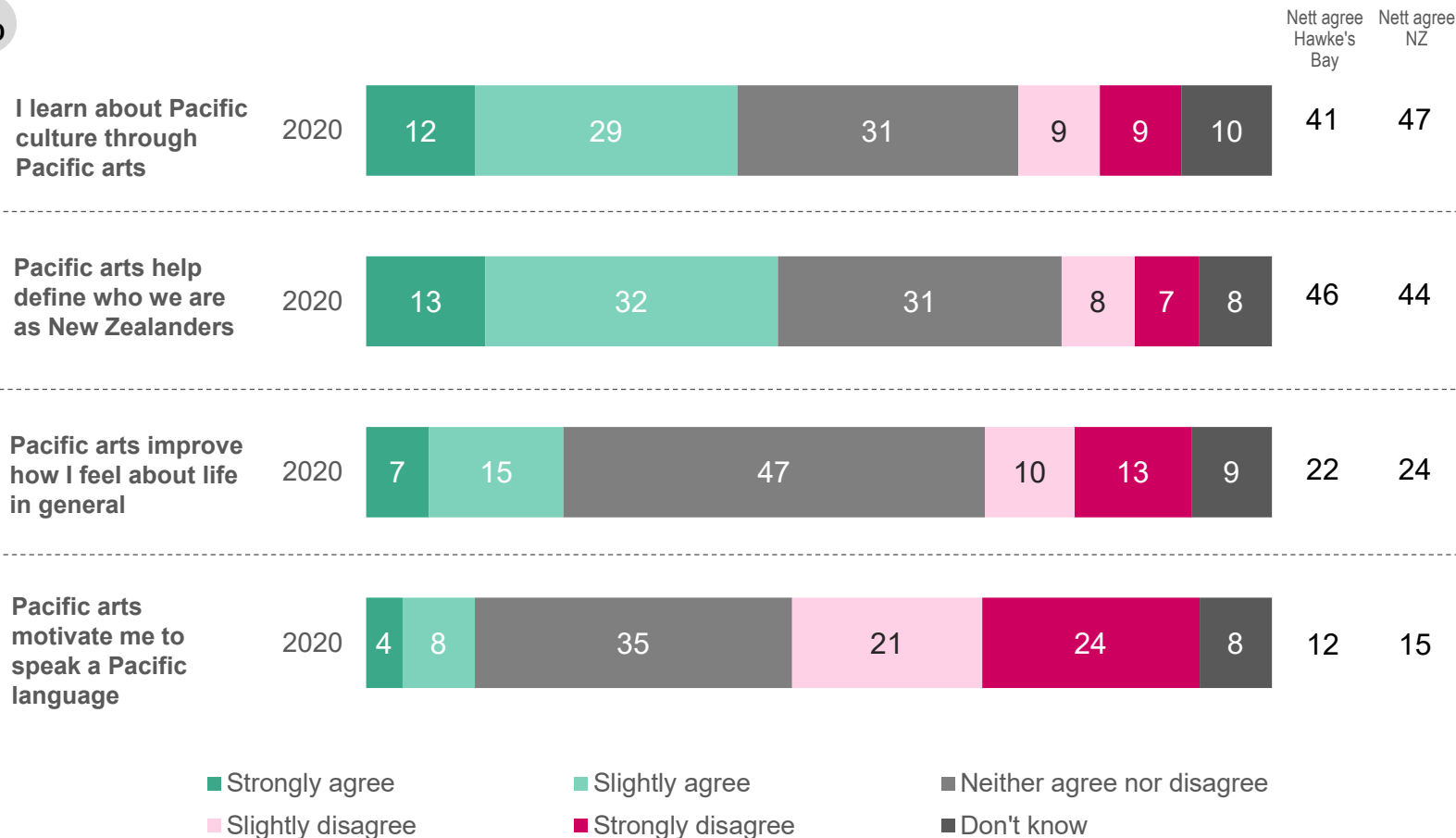
Women express more positive attitudes than men towards Ngā Toi Māori.

Attitudes towards Pacific arts

Q

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

%



COMMENTARY

Forty six percent of Hawke's Bay residents agree that Pacific arts help define who we are as New Zealanders, while 41% feel they learn about Pacific culture through Pacific arts. This compares to 47% overall, albeit the difference is not statistically significant.

Twenty two percent say Pacific arts improve how they feel about life and 12% of residents say Pacific arts motivate them to speak a Pacific language.

Residents' attitudes are broadly in line with the overall results.

Due to low base size we cannot comment on the results for the Pacific sample in Hawke's Bay.

Sub-group differences in the Hawke's Bay:

In general, women express more positive attitudes than men towards Pacific arts. In addition, Māori are more likely than average to say they learn about Pacific culture through Pacific arts and that the Pacific arts improve how they feel about life.



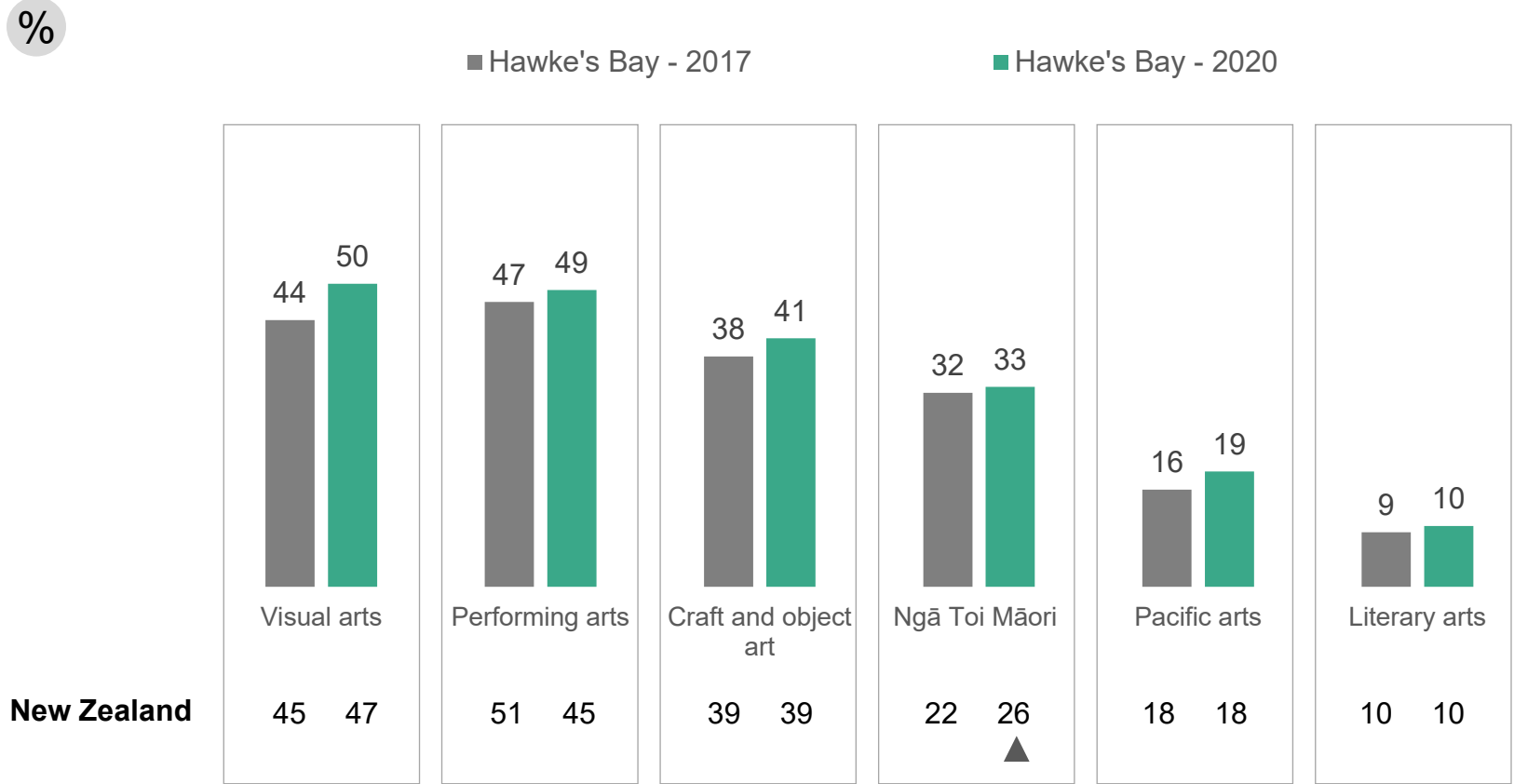
ATTENDANCE BY ARTFORM

Attendance by art form

Q

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

%



COMMENTARY

The chart shows the proportion of Hawke's Bay 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 are the visual arts (50%) and performing arts (49%). The differences in attendance of each art form from 2017 to 2020 are not statistically significant.

Residents' attendance at Ngā Toi Māori is higher than the national average (33%, compared to 26%).

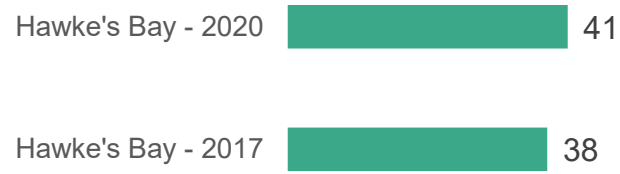
Further analysis of each art form (including sub-group differences) is presented in the following slides.

Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202) | New Zealand 2017 (n=6101); 2020 (n=6263)

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

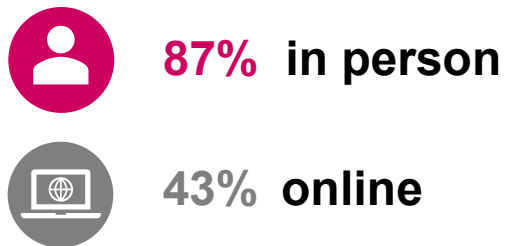
%

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



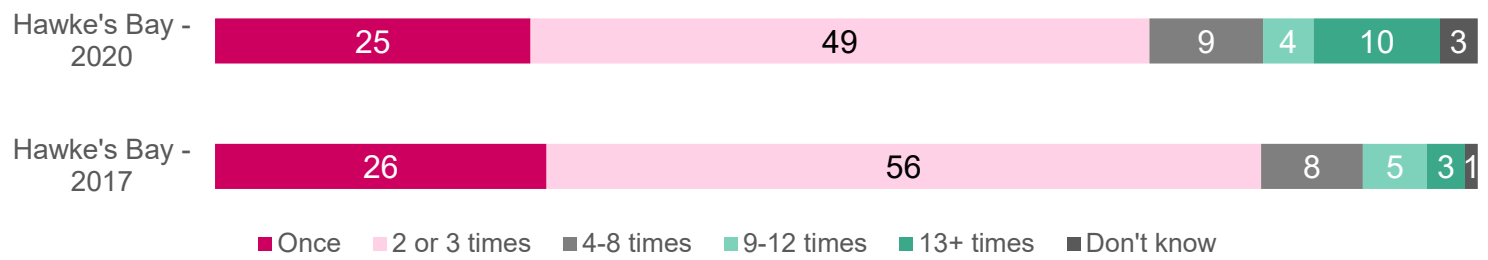
Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202)

Q Did you do this...



Base: All Hawke's Bay residents who have attended craft and object arts 2020 (n=86)

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



Base: All Hawke's Bay residents who have attended the craft and object arts 2017 (n=60); 2020 (n=86)

COMMENTARY

Forty one percent of Hawke's Bay residents have attended craft and object art in the last 12 months. This is broadly in line with 2017.

Most attendees go to craft and object art infrequently i.e. up to three times in the last 12 months. This is broadly consistent with 2017.

For the first time, the survey asked participants 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%.

Of the 41% of residents who had attended craft and object art, 87% did so in person and 43% online.

Sub-group differences in the Hawke's Bay:

Māori (53%) and those with household incomes between \$50,001 and \$100,000 (53%) are more likely to have attended craft and object art in the last 12 months than average (41%).

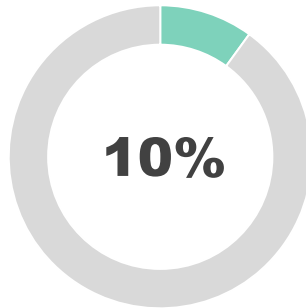
Māori attendees are also more likely than average to have attended online (62%, vs. 43%). Eighty-one percent attend in person, this difference is not significant.

Q

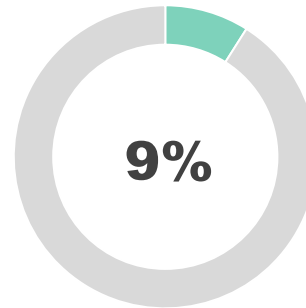
Have you gone to any spoken word, poetry or book readings, or literary festivals or events in the last 12 months?

%

Hawke's Bay 2017



Hawke's Bay 2020



Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202)

COMMENTARY

One in 10 Hawke's Bay residents have attended the literary arts in the last 12 months, in line with 2017.

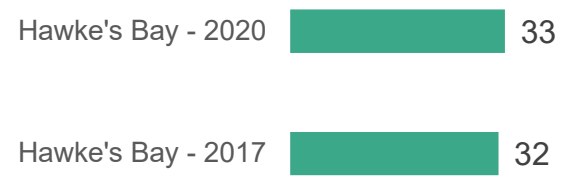
Due to a relatively low base size (22 respondents) we cannot comment on the frequency with which residents attend literary arts or how they attend.

Sub-group differences in the Hawke's Bay:

There are no sub-group differences of note.

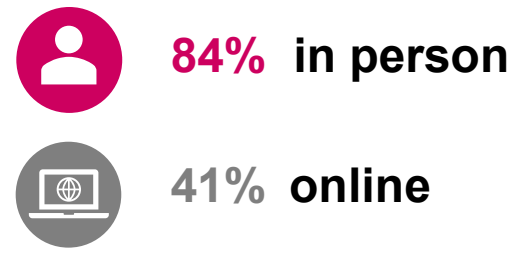
%

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?



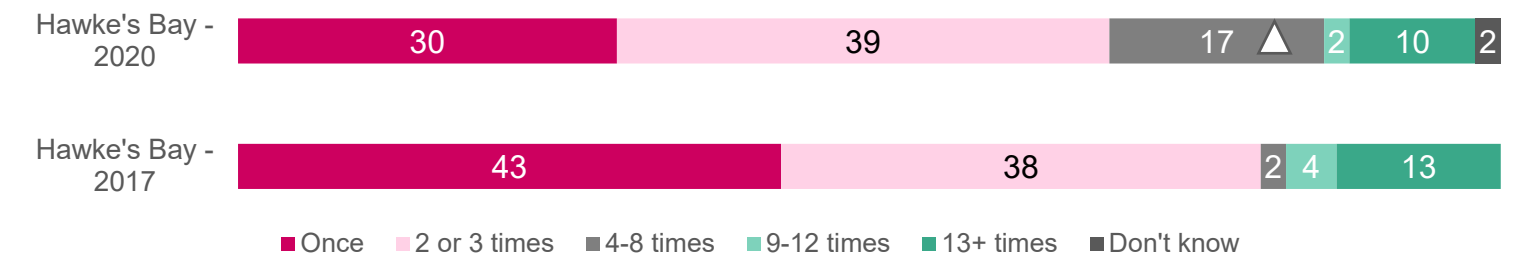
Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202)

Q Did you do this...



Base: All Hawke's Bay residents who have attended Ngā Toi Māori 2020 (n=73)

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



Base: All Hawke's Bay residents who have attended Ngā Toi Māori 2017 (n=50); 2020 (n=73)

COMMENTARY

Thirty three percent of Hawke's Bay residents have attended Ngā Toi Māori in the last 12 months, in line with 2017. As shown on slide 27, this is higher than the national average (26%).

The majority of attendees (69%), attend Ngā Toi Māori infrequently (up to three times in the last 12 months).

Among attendees, 84% are attending Ngā Toi Māori arts in person and 41% online.

Māori residents are more likely to have attended Ngā Toi Māori arts than all adults in the Hawke's Bay (57%, vs. 33%).

Sub-group differences in the Hawke's Bay:

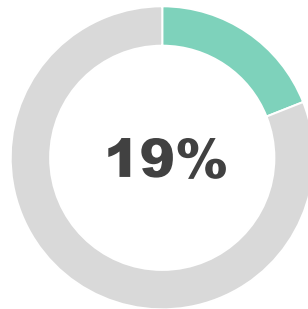
Women (41%) are more likely to have attended Ngā Toi Māori in the last 12 months than average (33%) while men (23%) are less likely to have attended.

Q

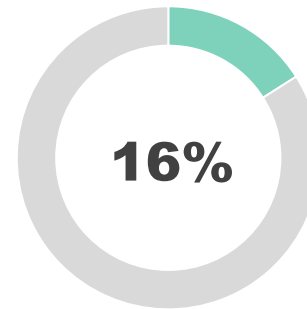
Have you seen any artworks by Pasifika artists or gone to any Pasifika cultural performances, festivals or exhibitions in the last 12 months?

%

Hawke's Bay 2017



Hawke's Bay 2020



Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202)

COMMENTARY

Overall, 16% of Hawke's Bay residents have attended Pacific arts in the last 12 months. This is broadly consistent with 2017.

Due to a relatively low base size (41 respondents) we cannot comment on the frequency with which residents attend Pacific arts or how they attend.

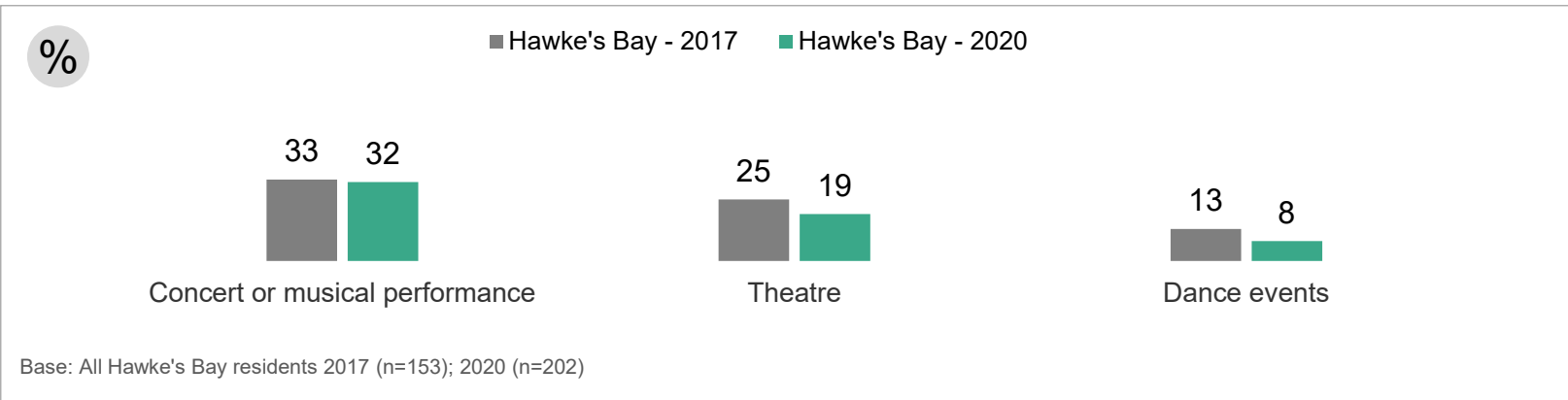
Also, due to low base sizes we cannot comment on the results for the Pacific sample in Hawke's Bay.

Sub-group differences in the Hawke's Bay:

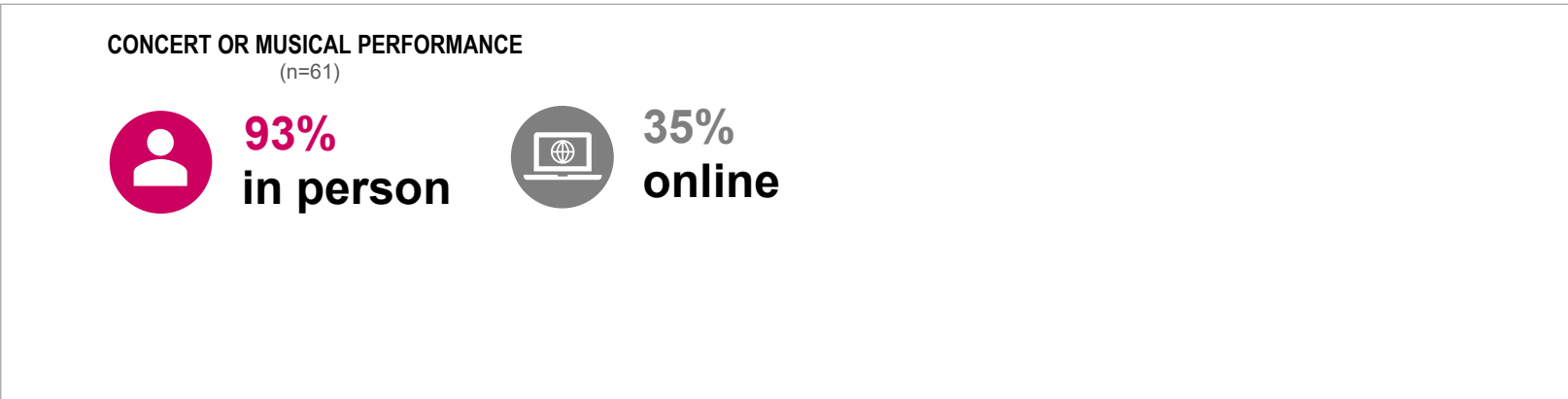
There are no sub-group differences of note.

Performing arts attendance

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



Q Did you do this...



COMMENTARY

Overall 49% of Hawke's Bay 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. Thirty two percent of Hawke's Bay residents have attended a concert or musical performance in the last 12 months. This is followed by theatre (19%) and dance (8%). Indicatively, attendance of theatre and dance events has declined since 2017, albeit the differences are not statistically significant.

Those people who are attending the performing arts are typically doing so in person, but around one in three is also attending online. Data is not included on attendance platform for theatre and dance events due to low base sizes.

Sub-group differences in the Hawke's Bay:

Those with higher household incomes (over \$100,000, 68%) and women (65%) are more likely to have attended the performing arts than average (49%), while men (33%) are less likely to have attended.

Those with household incomes over \$100,000 (51%) and women (45%) are also more likely than average (32%) to have attended concerts or musical performances, while those aged 15-39 (23%), those with lower household incomes (under \$50,000, 20%) and men (19%) are less likely to have attended.

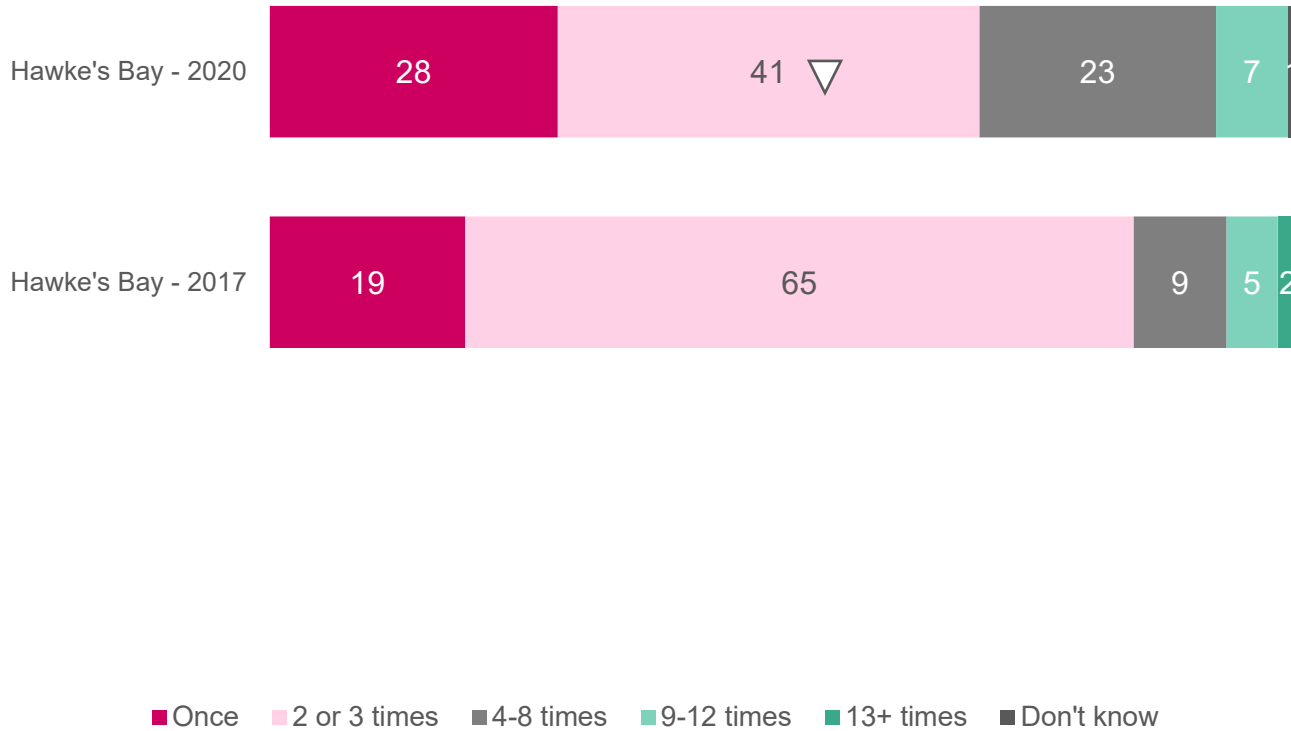
Performing arts attendance

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



COMMENTARY

Most people who attend the performing arts in Hawke's Bay do so infrequently i.e. up to three times in the last twelve months.

The majority of those attending do so infrequently (up to three times in the last 12 months) (68%).

Sub-group differences in the Hawke's Bay:

There are no sub-group differences of note.

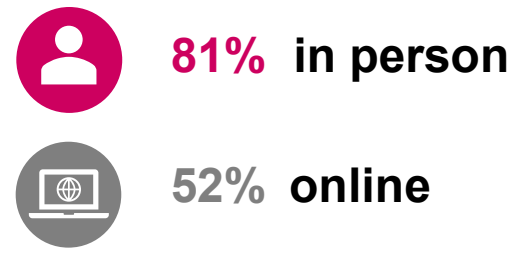
%

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



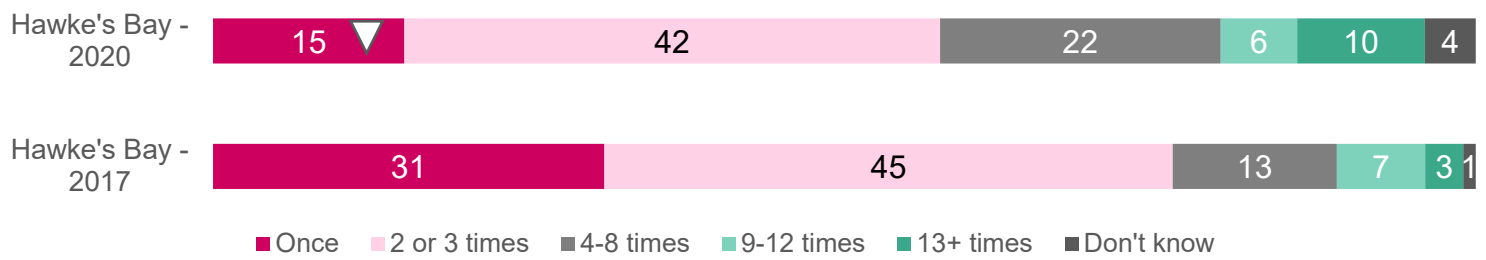
Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202)

Q Did you do this...



Base: All Hawke's Bay residents who have attended the visual arts 2020 (n=101)

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



Base: All Hawke's Bay residents who have attended the visual arts 2017 (n=69); 2020 (n=101)

COMMENTARY

Fifty percent of Hawke's Bay residents have attended the visual arts in the last 12 months. This compares to 2017 (44%), although the difference is not statistically significant.

There is evidence that attendees are going to the visual arts more frequently than in 2017. Significantly fewer had attended just one event in the last 12 months (from 31% in 2017, to 15% in 2020).

Of the 50% of residents who had attended the visual arts 81% had done so in person, and 52% online.

Sub-group differences in the Hawke's Bay:

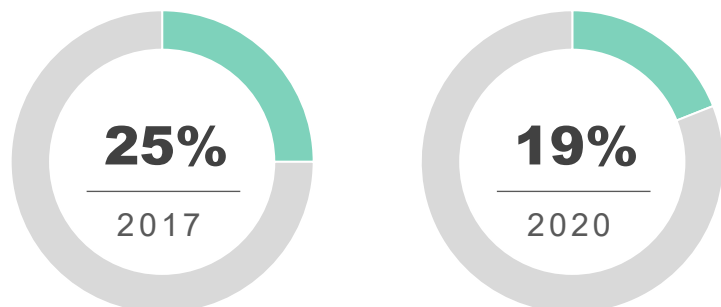
Women are more like than average to have attended the visual arts (64% vs. 50%), while men (37%) and those aged 15-39 (36%) are less likely than average to have attended.

Visual arts attendance: impact of film festivals

Q

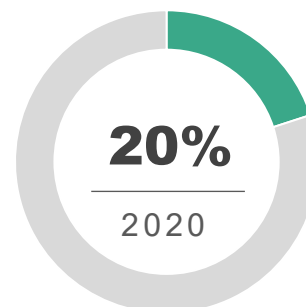
Were film festivals included among the visual arts you have visited in the last 12 months?

Hawke's Bay



Base: All Hawke's Bay residents who have attended the visual arts 2017 (n=69); 2020 (n=101)

New Zealand



Base: New Zealand (n=3032)

COMMENTARY

Nineteen percent of Hawke's Bay residents who have attended the visual arts have attended a film festival in the last 12 months. This compares to 25% in 2017, albeit this difference is not statistically significant. Attendance of film festivals is in line with the national average.

Due to a relatively low base size (21 respondents) we cannot comment on the proportion of film festival attendees who have also attended other visual art forms in the last 12 months.

Sub-group differences in the Hawke's Bay:

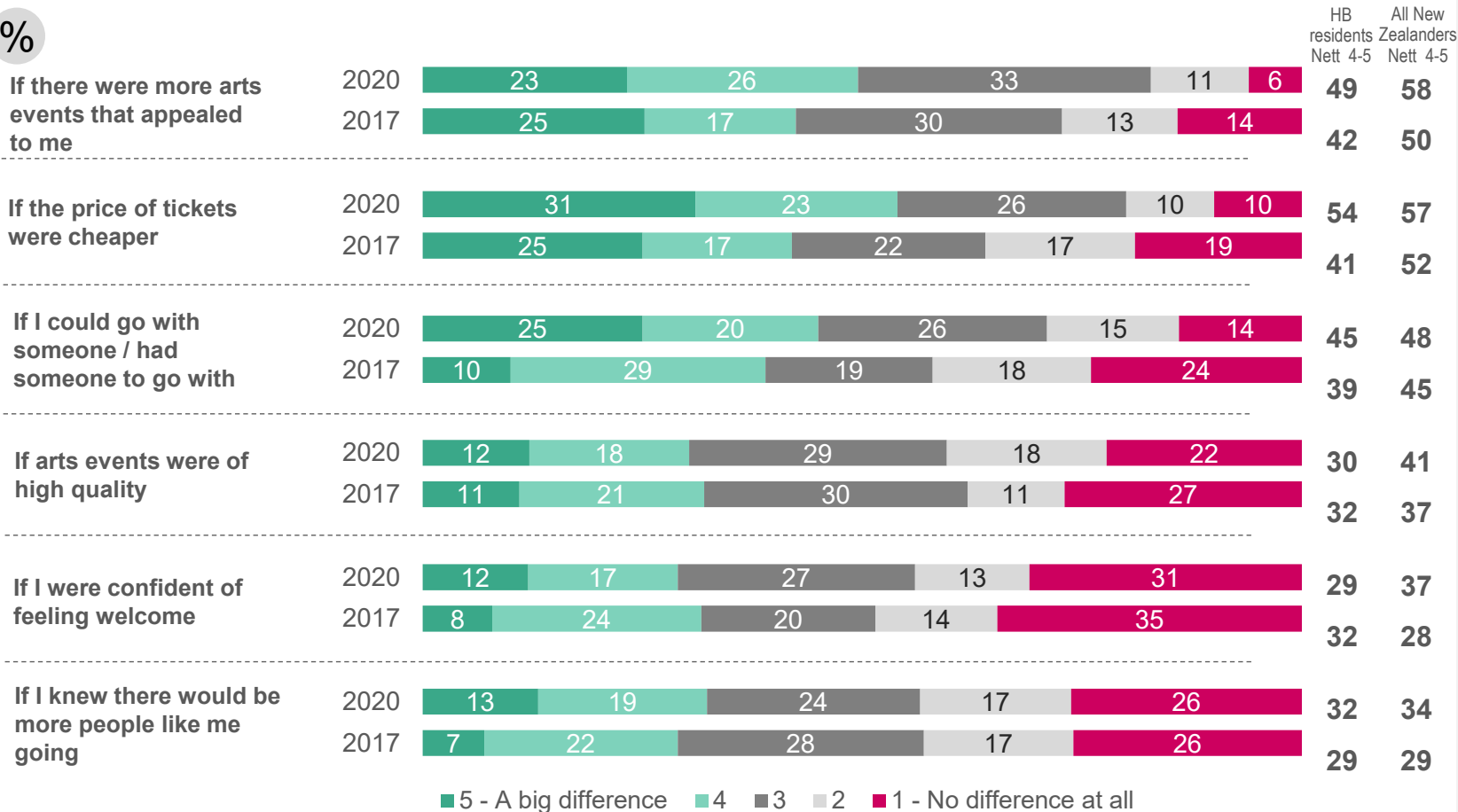
There are no sub-group differences of note.

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 seven percent of Hawke’s Bay 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.

The main factors that influence attendance among Hawke’s Bay residents are ticket prices, choice, and having someone to go with. There is an opportunity to further increase attendance by addressing perceptions of quality.

Finally, greater inclusivity of the arts would encourage attendance at the arts for around one in three respondents to this question. Thirty two percent agree they would be encouraged to attend more frequently if they knew there would be more people like them going and 29% if they were confident of feeling welcome.

There are some increases in the proportions selecting the leading triggers since 2017, albeit none of the differences are statistically significant.

Sub-group differences in the Hawke's Bay:

Lower ticket prices are of greater importance than average to women, while this is less important to men.

Māori are more likely than average to say that being made to feel welcome would make a difference (41%, vs. 29%).

Base: All Hawke’s Bay residents who are interested in the arts but don’t go much 2017 (n=91); 2020 (n=136)

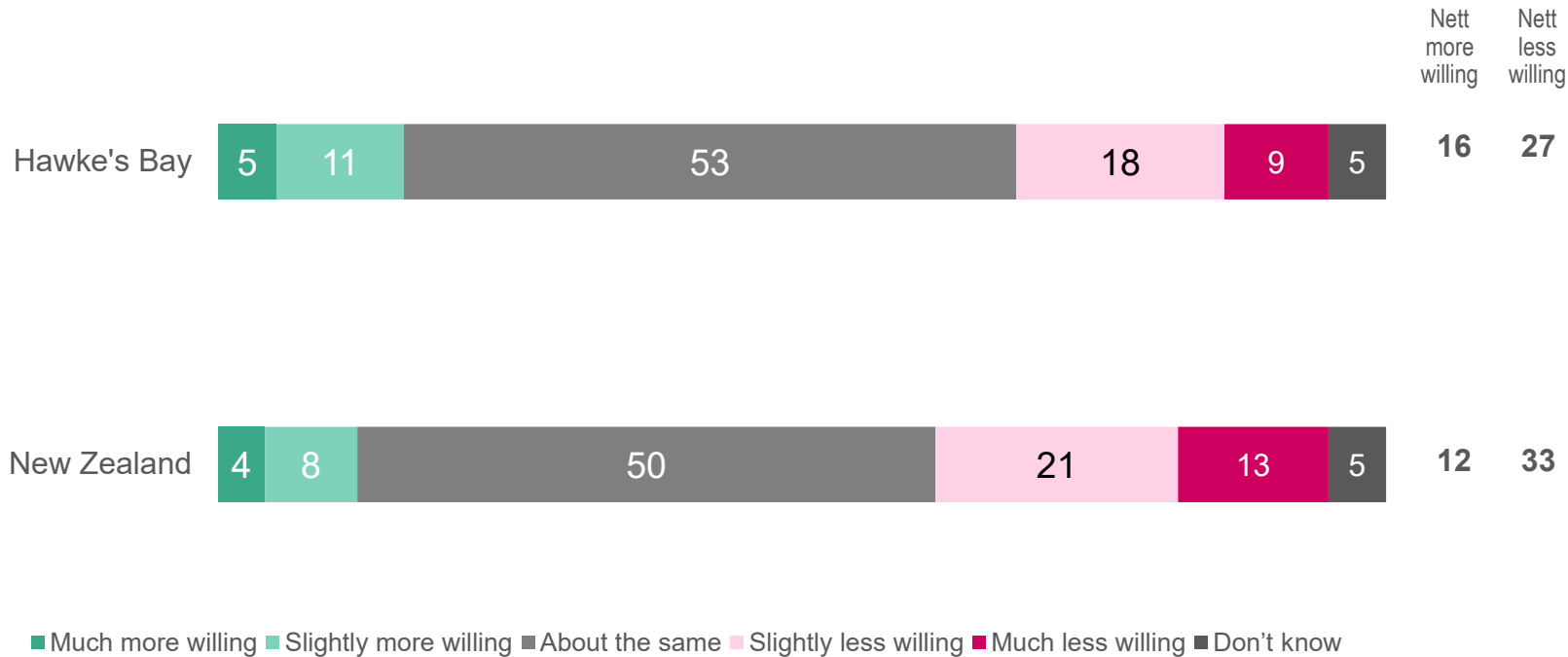
△▽ = significantly higher / lower than 2017

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

Around one in four Hawke's Bay residents (27%) 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. 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.

These findings are broadly in line with the national average.

Sub-group differences in the Hawke's Bay:

Women are more likely than average to be less willing to attend the arts in person because of COVID-19 (36%, vs. 27%), while men are less likely to be dissuaded (16%).



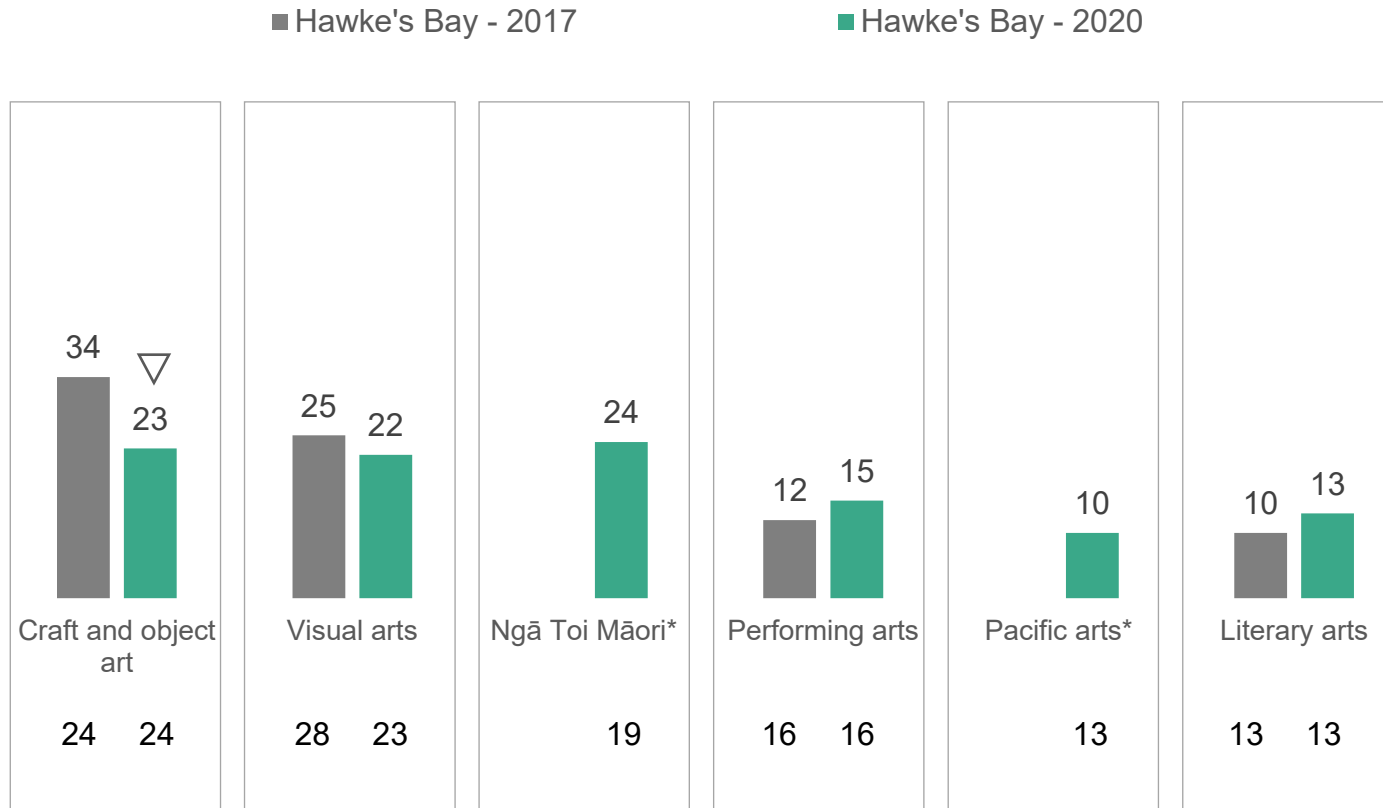
PARTICIPATION BY ARTFORM

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 Hawke's Bay residents who have been actively involved in each art form at least once in the last 12 months.

Participation in craft and object art has declined since 2017 from 34% to 23%. This means Ngā Toi Māori is the most popular art form to take part in in the region, closely followed by craft and object art and visual arts. Other than craft and object art, participation is generally in line with 2017.

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.

Levels of participation in each art form are also consistent with the national picture.

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

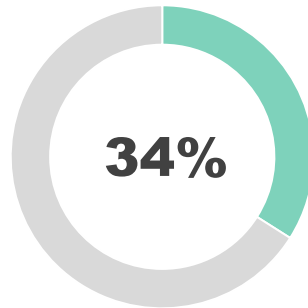
*NOTE: The way participation was asked for Ngā Toi Māori and Pacific arts in 2020 differs from how it was asked in previous years, meaning that the data is not comparable. Therefore data points for previous years have been suppressed.

Q

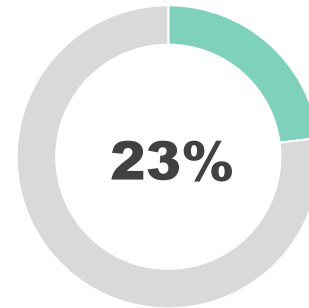
Thinking again about craft and object art, have you created anything in the last 12 months?

%

Hawke's Bay 2017



Hawke's Bay 2020



Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202)

COMMENTARY

Twenty three percent of Hawke's Bay residents participated in craft and object arts in the last 12 months. This is lower than in 2017 (34%), albeit the difference is not statistically significant.

Due to a relatively low base size (48 respondents) we cannot comment on the frequency with which participants are taking part in craft and object art.

Sub-group differences in the Hawke's Bay:

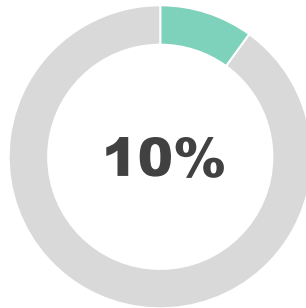
Māori (35%) and women (33%) are more likely than average (23%) to have participated in craft and object art in the last 12 months, while men (13%) are less likely than average.

Q

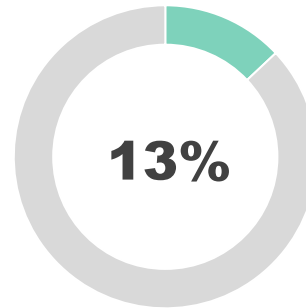
Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?

%

Hawke's Bay 2017



Hawke's Bay 2020



Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202)

COMMENTARY

Thirteen percent of Hawke's Bay residents participated in the literary arts in the last 12 months, broadly in line with 2017.

Due to a relatively low base size (26 respondents) we cannot comment on the frequency with which participants are taking part in the literary arts.

Sub-group differences in the Hawke's Bay:

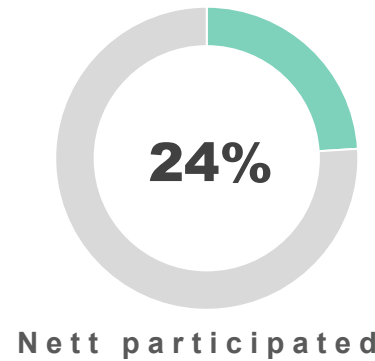
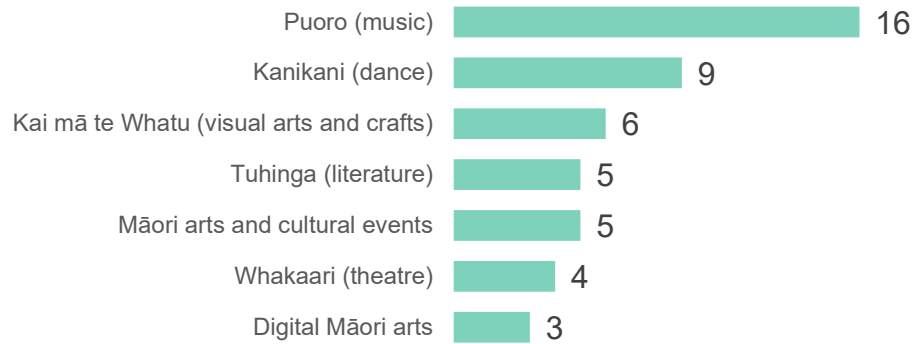
There are no sub-group differences of note.

Ngā Toi Māori participation

Q

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

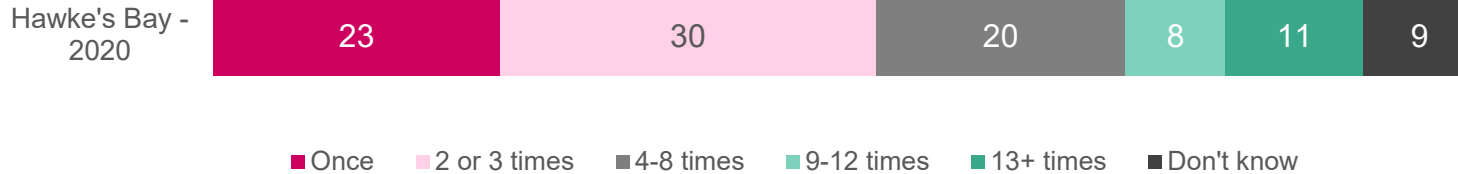
%



Base: All Hawke's Bay residents 2020 (n=202)

Q

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



Base: All Hawke's Bay residents who have participated in Ngā Toi Māori 2020 (n=52)

COMMENTARY

Twenty four percent of Hawke's Bay residents have participated in Ngā Toi Māori in the last 12 months. The most popular Māori art forms to participate in are puoro (music) and kanikani (dance).

Half of participants (53%) are taking part in Ngā Toi Māori infrequently i.e. up to three times in the last 12 months, while a further 39% have participated four or more times.

Māori residents are more likely to have participated in Ngā Toi Māori than all adults in the Hawke's Bay region (46%, vs. 24%). In particular they are more likely than average to have participated in puoro, kanikani and kai mā te whatu.

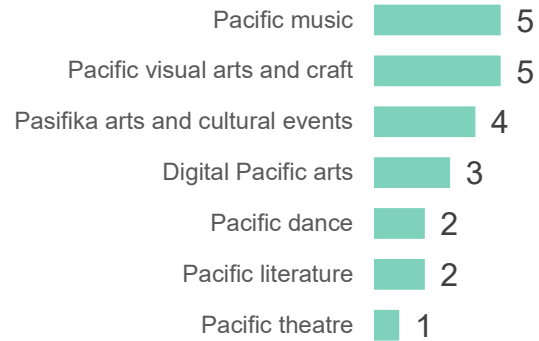
Sub-group differences in the Hawke's Bay:

Women (39%) are more likely than average (24%) to have participated in Ngā Toi Māori, while men (9%) are less likely than average to have participated.

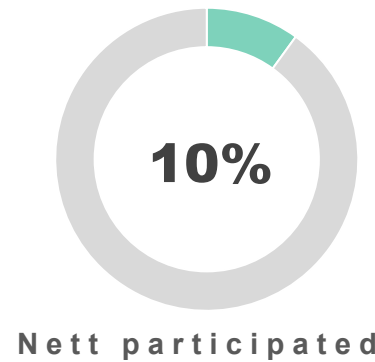
Q

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

%



Base: All Hawke's Bay residents 2020 (n=202)



COMMENTARY

One in 10 Hawke's Bay residents have participated in Pacific arts in the last 12 months. The most popular Pacific art forms to participate in are Pacific music and visual arts and craft.

Due to a relatively low base size (22 respondents) we cannot comment on the frequency with which participants are taking part in the Pacific Arts.

Due to low base sizes we cannot comment on the results for the Pacific sample in the Hawke's Bay.

Sub-group differences in the Hawke's Bay:

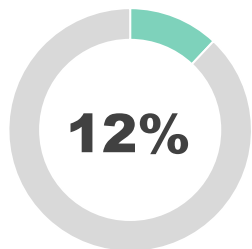
Māori (17%) are more likely than average (10%) to have participated in the Pacific Arts.

%

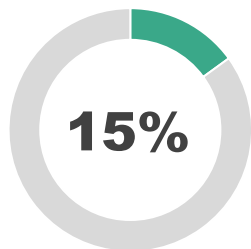
Q

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

Hawke's Bay
2017



Hawke's Bay
2020

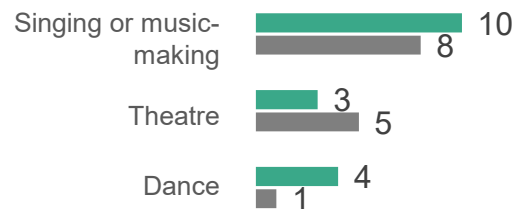


Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202)

Q

Which of these were you actively involved in?

■ Hawke's Bay - 2020
■ Hawke's Bay - 2017



Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202)

COMMENTARY

Fifteen percent of Hawke's Bay residents participated in the performing arts in the last 12 months, in line with findings from 2017.

The most popular performing art to participate in is singing or music-making, with lower levels of participation in dance and theatre.

Due to a relatively low base size (31 respondents) we cannot comment on the frequency with which participants are participating in the performing arts.

Sub-group differences in the Hawke's Bay:

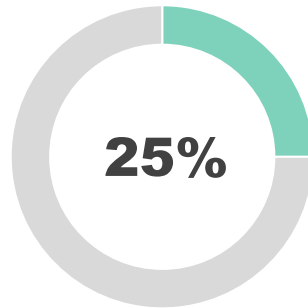
There are no sub-group differences of note.

Q

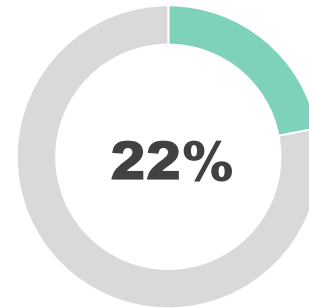
Have you created any visual artworks in the last 12 months?

%

Hawke's Bay 2017



Hawke's Bay 2020



Base: All Hawke's Bay residents 2017 (n=153); 2020 (n=202)

COMMENTARY

One in five Hawke's Bay residents participated in the visual arts in the last 12 months (22%), in line with 2017.

Due to a relatively low base size (47 respondents) we cannot comment on the frequency with which participants are participating in the visual arts.

Sub-group differences in the Hawke's Bay:

Māori are more likely than average to have participated in the visual arts in the last 12 months (35%, vs. 22%).

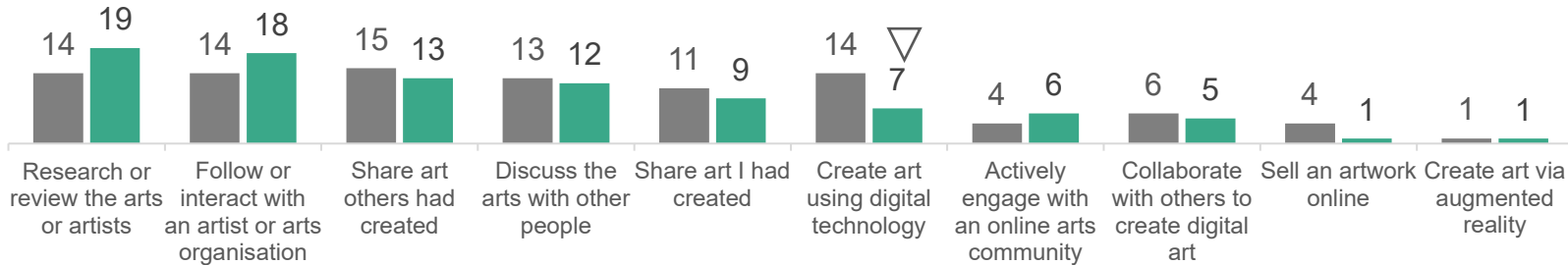
Use of digital technology for arts activities

Q

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

%

■ Hawke's Bay - 2017 ■ Hawke's Bay - 2020



COMMENTARY

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

Forty percent of residents have used digital technology for arts activities. This compares to 46% in 2017, albeit this difference is not statistically significant. There has been a decline in the use of digital technology to create art, from 14% to 7%.

The most popular activities are researching or reviewing the arts or artists (19%) and following or interacting with an artist or arts organisation (18%).

Sub-group differences in the Hawke's Bay:

Women are more likely than average to engage with digital technology (50% vs. 40%). In particular they are more likely to research or review the arts (32% vs. 19%), follow or interact with artists (25% vs. 18%), and share art others have created (20% vs. 13%).

Men are less likely than average to engage with those activities and with digital technology in general (31% vs. 40%).

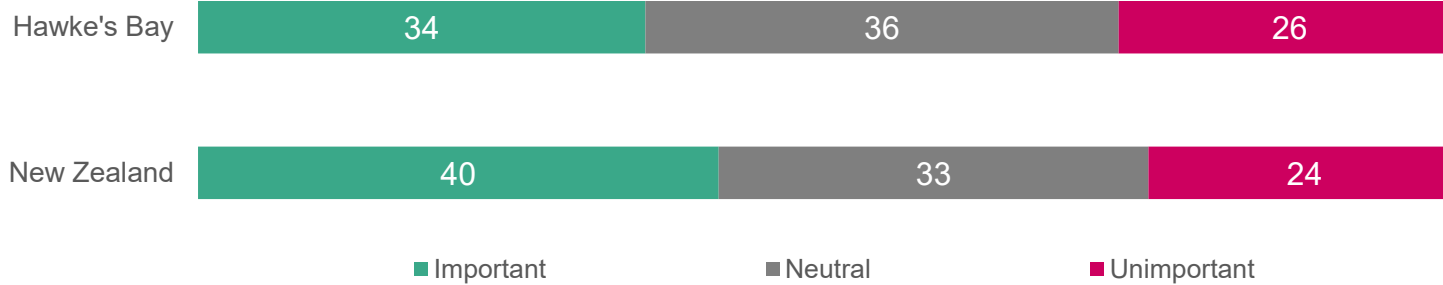


PERCEIVED IMPACT ON WELLBEING AND SOCIETY

Importance of the arts to wellbeing

Q How important is the arts to your personal wellbeing?

%



COMMENTARY

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

Thirty four percent of Hawke's Bay residents feel that the arts are important to their personal wellbeing. This is lower than the average for all New Zealanders (40%), although the difference is not statistically significant.

The nett impact of COVID has been to value the arts more in terms of their wellbeing. Twenty nine percent say the arts are more important to their wellbeing since COVID-19 arrived in New Zealand while 7% say it is less important. This is line with the national average.

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



Sub-group differences in the Hawke's Bay:

Māori (54%) and women (45%) are more likely than average (34%) to say that the arts are important to their personal wellbeing, while men (22%) are less likely than average to agree.

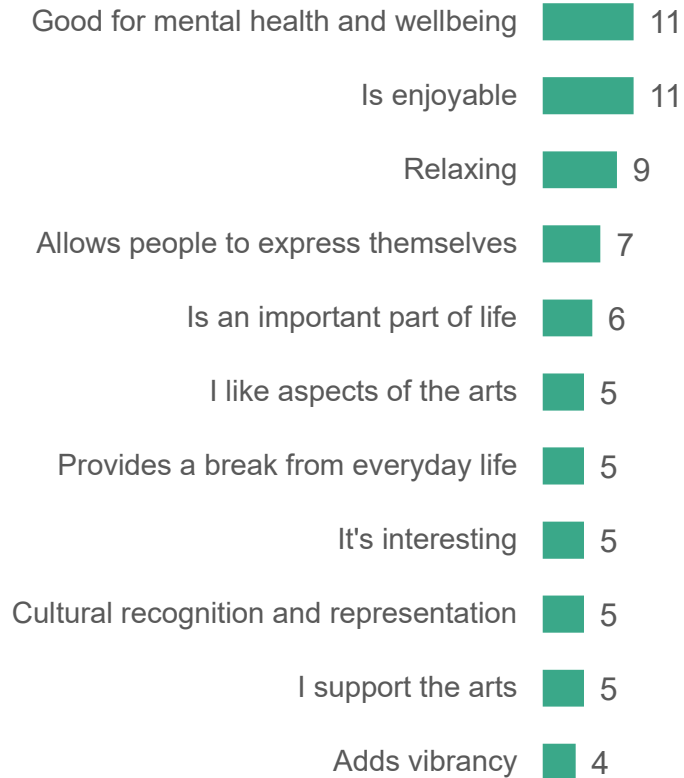
Reasons why Hawke's Bay residents feel the arts is important for their wellbeing

Q

For what reasons do you say that?

%

LEADING RESPONSES



COMMENTARY

Thirty four percent of Hawke's Bay 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 the therapeutic benefits of the arts and associated positive impacts of mental health, as well as providing a source of self-expression and providing a break from everyday life.

Quotes

Art is like a pick me up. You walk up town in Hastings by our clock and you see all these art pieces e.g. the huge colourful sphere which lights up at night. Art makes me feel good.

Woman, 50-59, Māori, Hawke's Bay

The arts have helped me through many stages of my life and I'm forever grateful for them to help me express and let go.

Woman, 18-29, NZ European, Māori, Hawke's Bay

It help me to relax and improve my creativity.

Man, 60-69, Asian New Zealander, Hawke's Bay

Reasons why the arts improve society

Q

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

%

LEADING RESPONSES



COMMENTARY

Sixty one percent of Hawke's Bay 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 cohesion, promoting greater understanding and acceptance of other cultures and individual differences, and providing people with a sense of purpose and achievement.

Quotes

They are important for expression and remembering what came before us, making us better people as a whole.

Man, 18-29, NZ European, Hawke's Bay

They reconnect us to our creative side and ground us to what is important. They open the world to us by seeing that not all people have the same perspective.

Man, 60-69, Māori, Hawke's Bay

Art gives people a sense of purpose, belonging. It is also an outlet to create something that will live long past the here and now.

Woman, 40-49, Māori, Hawke's Bay

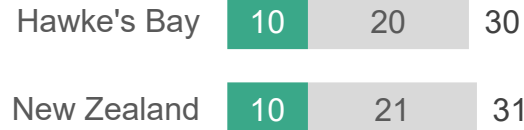


IMPACT OF COVID-19

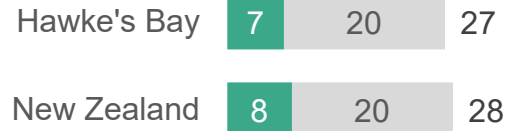
Q How much do you agree or disagree with the following?

%

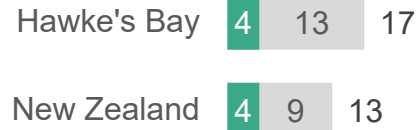
Arts and culture have supported my wellbeing during the COVID-19 crisis



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 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 (27%). Finally, the pandemic has even provided a spur for some to engage in new cultural activities (17%).

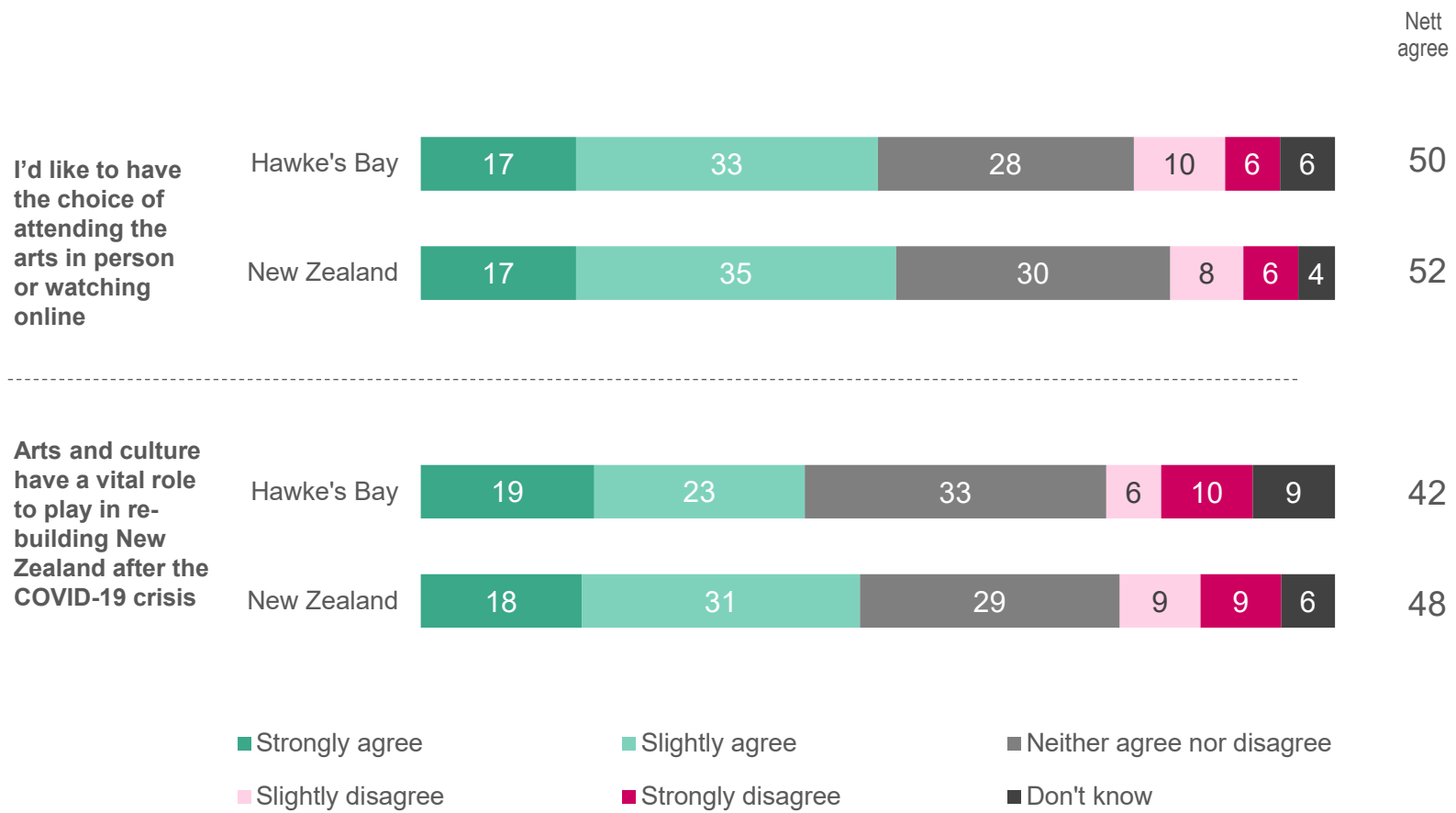
Hawke's Bay residents' sentiments are broadly in line with New Zealanders overall.

Sub-group differences in the Hawke's Bay:

Māori (42%) and women (37%) are more likely than average (30%) to say that the arts and culture supported their wellbeing during the COVID-19 crisis.

Women (35%) are also more likely than average to have watched more arts and cultural activities online since the March lockdown.

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



COMMENTARY

Forty two percent of residents see the arts playing a vital role in the COVID-19 recovery. Residents seem less convinced of its role than all New Zealanders (48%), albeit the difference is not statistically significant.

There is an appetite to retain any online access to the arts which has developed during COVID-19. Looking forward, 50% would like to have the choice of attending the arts in person or watching them online. This is in line with the national average.

Sub-group differences in Hawkes' Bay:

Māori (55%) are more likely than average (42%) to feel that arts and culture have a vital role to play in rebuilding New Zealand after COVID-19.

Men are less likely than average to want the choice to view arts online or in person (42%, vs. 50%).



FOR FURTHER INFORMATION PLEASE CONTACT

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