

Survey findings for Otago 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 Otago. 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.



319

ONLINE INTERVIEWS

With adults aged 15+
living in Otago



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 Otago, quotas (or interviewing targets) were set by age within gender.

Weighting was also applied to ensure the final sample profile was representative of the Otago 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 319 respondents the margin of error is up to +/- 5.5 percentage points.

We have used statistical tests to determine:

- Whether any differences between the survey findings for Otago 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 Otago 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

Method: Online survey of 6,263 New Zealanders aged 15+ including 319 Otago residents

Fieldwork: 2 October to 2 November 2020

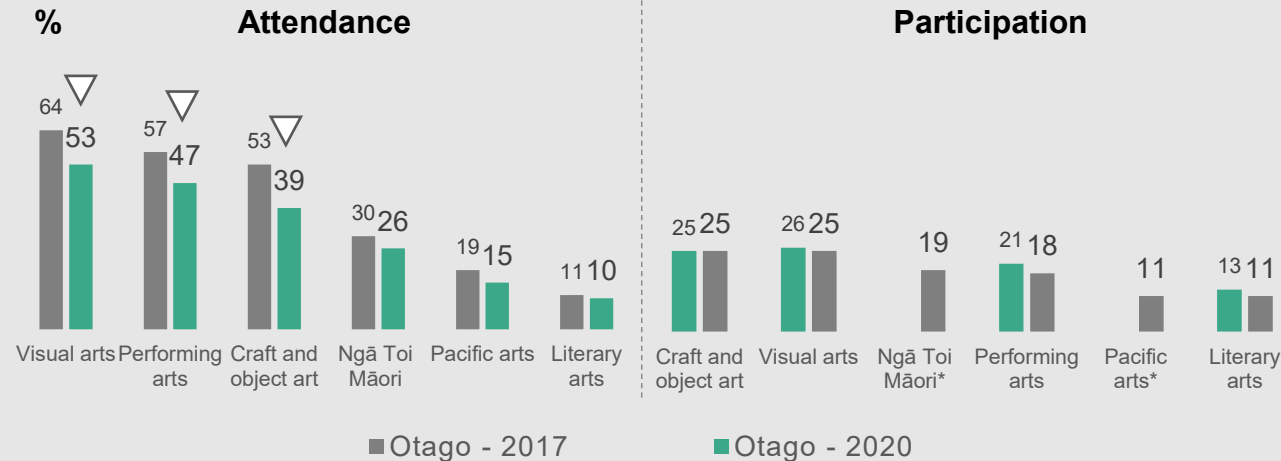
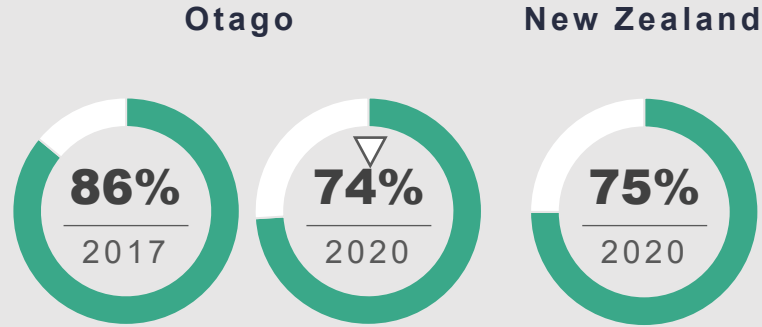
Margin of error for Otago: +/- 5.5%

ENGAGEMENT WITH THE ARTS IN OTAGO

Seventy four percent of Otago 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 Otago appears to have fallen more sharply.

The results indicate this is a result of a decline in attendance across multiple artforms. In particular there have been statistically significant declines in attendance for visual arts, performing arts, and craft and object art. Participation levels by artform are largely consistent with 2017.

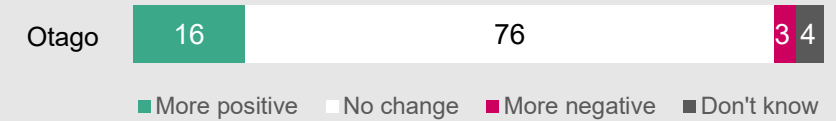


△▽ = significantly higher / lower than 2017


OTAGO'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

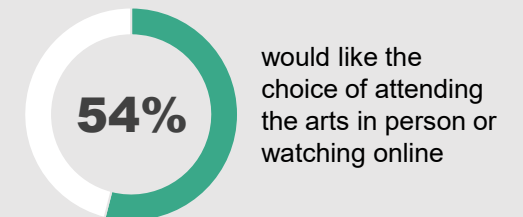
Arts and culture have supported my wellbeing since the COVID-19 crisis  37

The arts help improve New Zealand society  62

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



4 As well as demand for greater accessibility





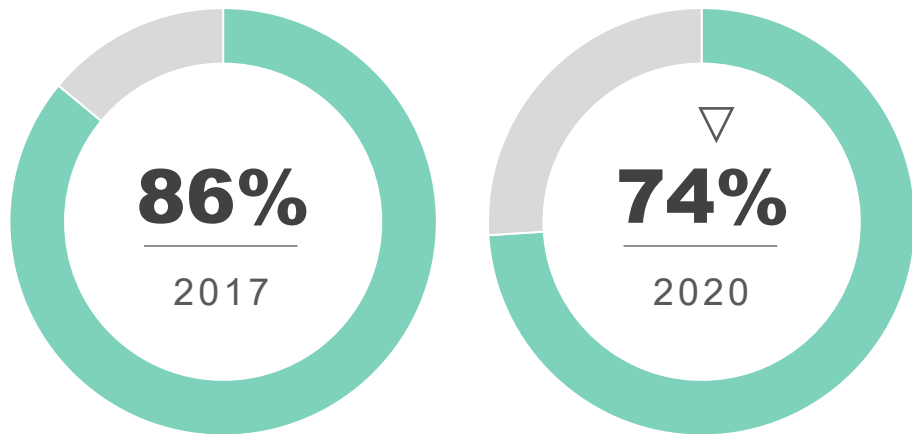
OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

Overall engagement

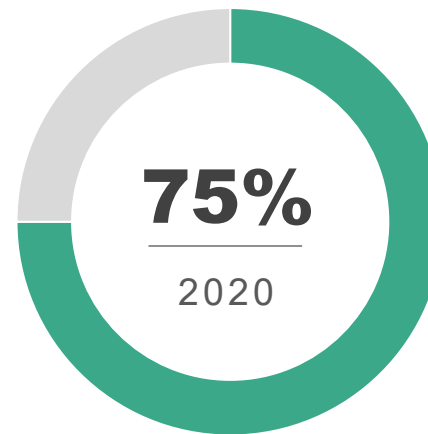
Q

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*

Otago



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.

Otago residents' overall engagement with the arts has decreased significantly. Seventy four percent of Otago residents have engaged with the arts in the last 12 months, down from 86% in 2017. However, engagement is in line with the national average (75%).

This decline in engagement mirrors the national trend (engagement fell from 80% to 75%), but seems notably sharper. It has been driven by falls in attendance across a number of artforms, while participation levels have remained largely consistent with 2017.

Sub-group differences in Otago:

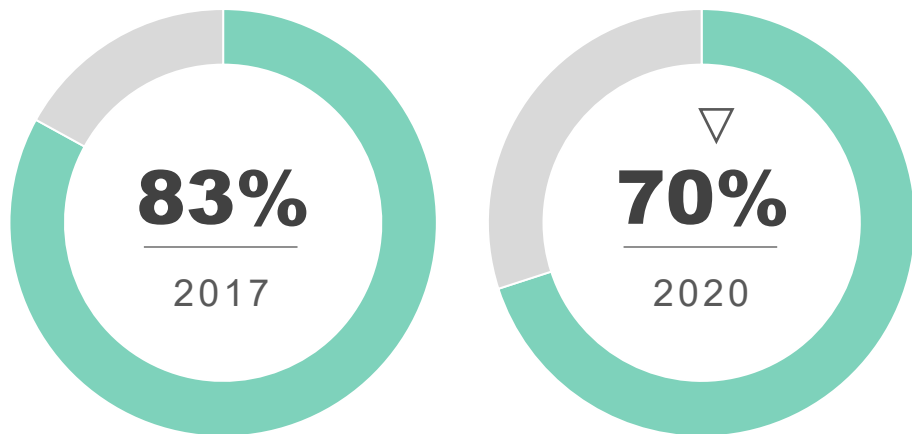
Women are more likely than average to be engaged with the arts (84% vs. 74%), while men are less likely (64%).

Overall attendance

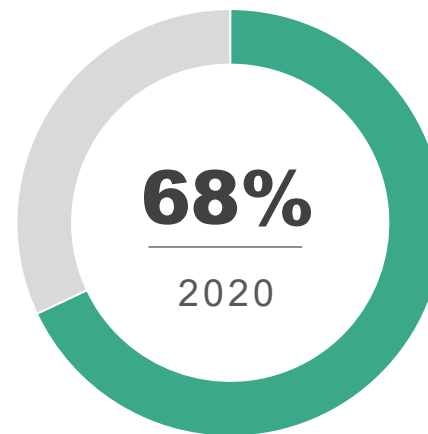
Q

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

Otago



New Zealand



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

COMMENTARY

There has also been a drop in attendance, with 70% of Otago residents having attended at least one arts event or location in the last 12 months. This is down from 83% in 2017.

The decline in attendance is likely because of fewer opportunities to attend the arts, rather than decreased interest in the arts. Indeed, COVID-19 appears to have resulted in a greater appreciation for the arts for some Otago residents (see slide 14).

The level of attendance remains consistent with attendance of all New Zealanders (68%).

Sub-group differences in Otago:

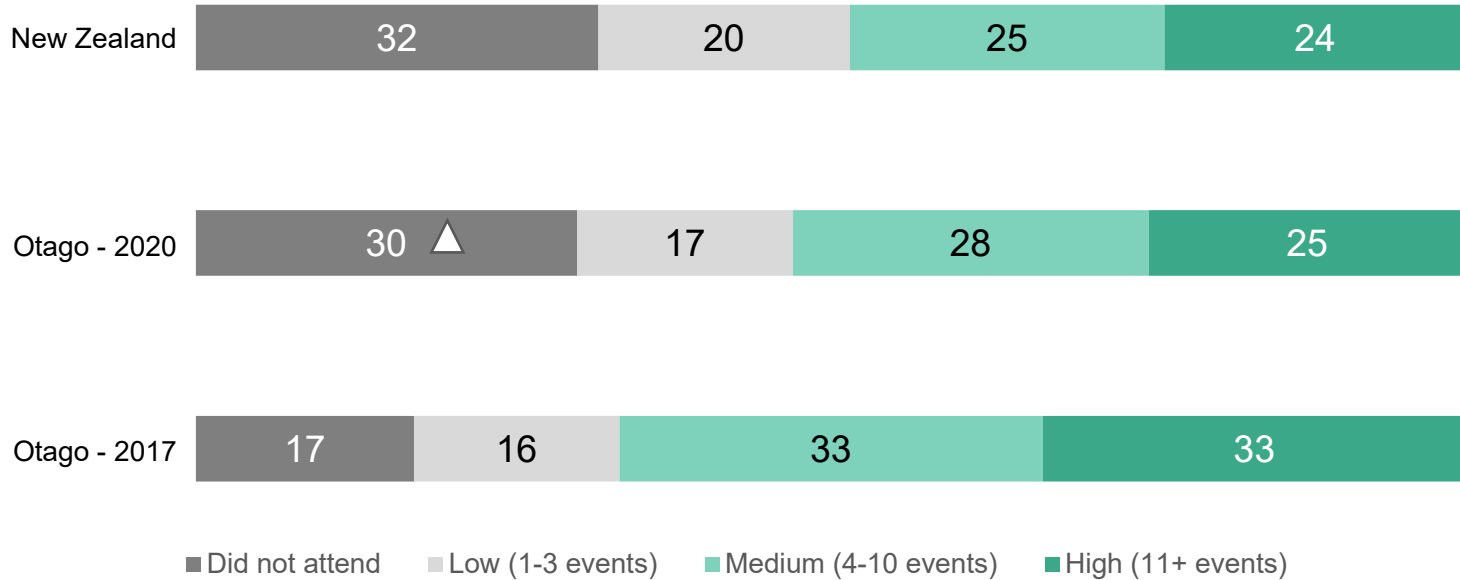
Women are more likely than average to attend the arts (80% vs. 70%), while men are less likely (61%).

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.

Half of Otago residents attend arts events or locations reasonably frequently. Fifty three percent attend more than three times a year, 25% of which attend more than ten times a year.

Attendance is less frequent than 2017, when 66% of Otago residents attended the arts more than three times.

Despite this decline, frequency of attendance is now in line with the national average.

Sub-group differences in Otago:

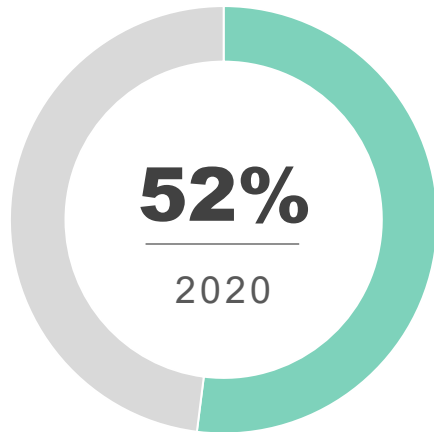
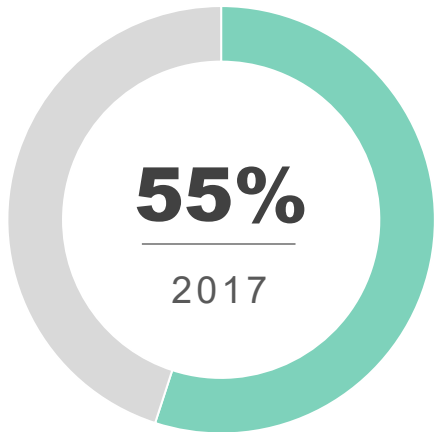
There are no sub-group differences of note.

Overall participation

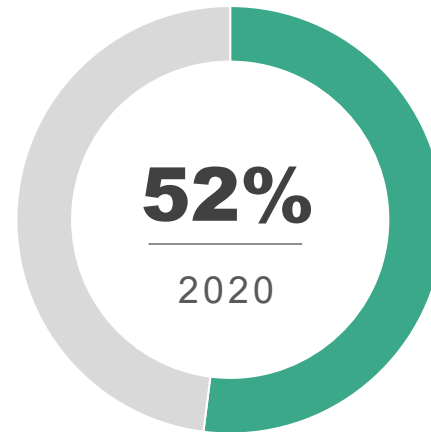
Q

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*

Otago



New Zealand



COMMENTARY

At a first glance, participation in Otago has proved more resilient to COVID-19 than attendance. It is 52% in 2020, which is broadly in line with 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.

Participation in Otago is consistent with the national average (also 52%).

Sub-group differences in Otago:

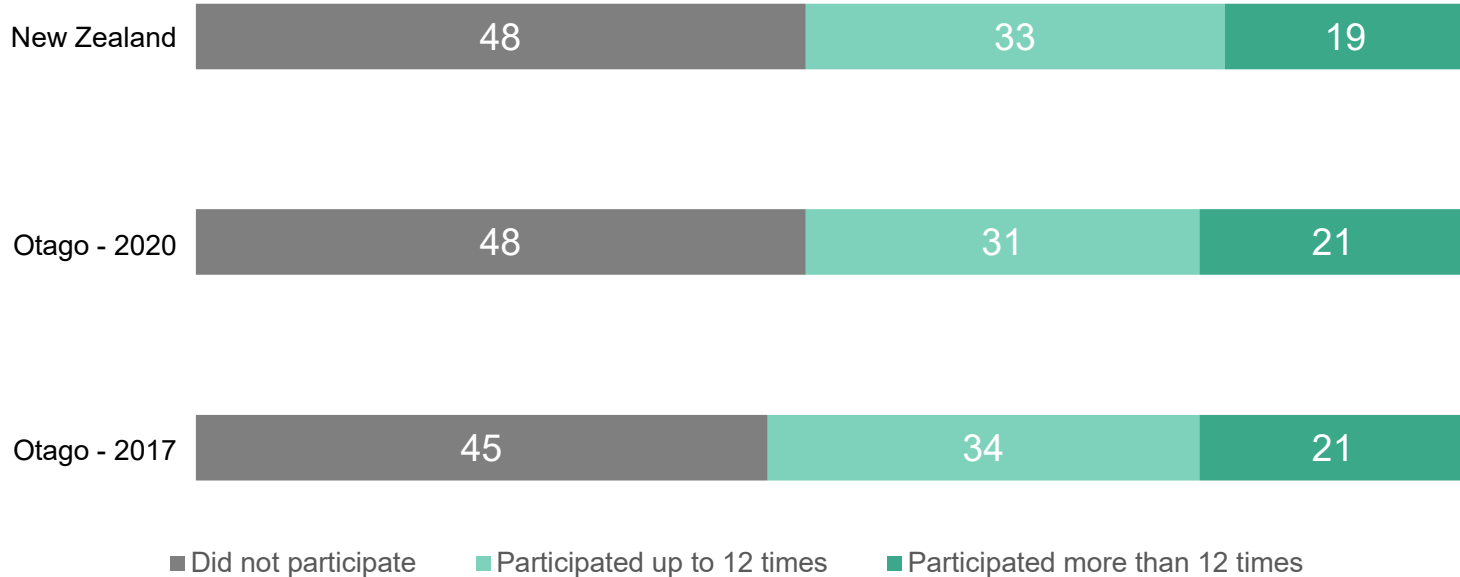
Women (61%) and young people (aged 15-39) (59%) are more likely to participate in the arts than average (52%), while men are less likely than average to participate (43%).

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 Otago residents participate in the arts on a regular basis (more than 12 times a year), while 31% participate on a less frequent basis.

The frequency of participation among Otago is broadly in line with the 2017 findings, as well as the average for all New Zealanders.

Sub-group differences in Otago:

Women (28%) are more likely than average (21%) to be regular participants while men are less likely to be (14%).



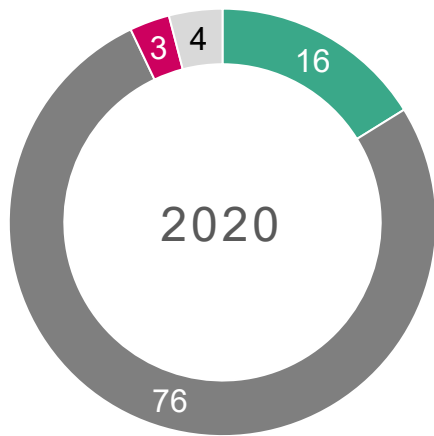
ARTS ATTITUDES

Change in overall perception of the arts

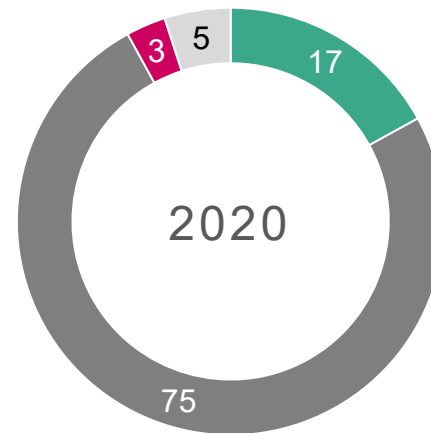
Q

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

Otago



New Zealand



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

COMMENTARY

There is not a consistent pattern in how attitudes to the arts have changed in Otago since 2017 (as set out in the following slides). In some respects residents seem more positive, but in others more tentative, although none of the changes are statistically significant. This places the region somewhat at odds with the nation which has seen a very clear positive shift in attitudes towards the arts.

That said, on balance, residents are more likely to report that their views of the arts has been positively impacted by COVID-19 as opposed to negatively (16% vs. 3%). Most residents do not feel it has impacted their views. This is in line with the national picture.

It might be the magnitude of the positive impact for Otago residents is insufficient to significantly shift some of the other attitudes included in the survey.

Sub-group differences in Otago:

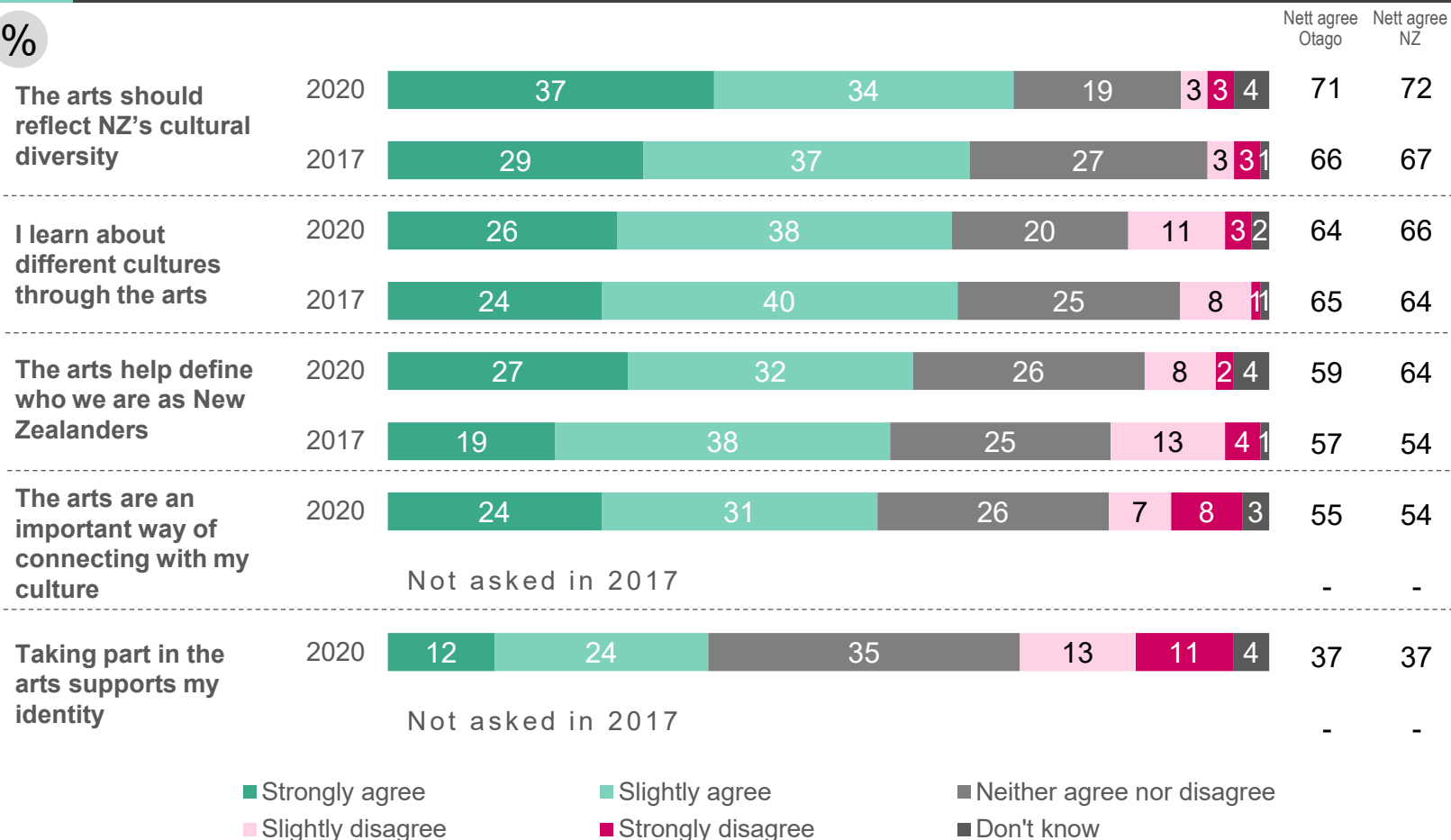
Young people (aged 15-39) (22%) are more likely than average (16%) to feel more positively about the arts compared to 12 months ago, while those over 60 (6%) are less likely to feel more positive.

Attitudes towards the arts: Culture and identity

Q

How much do you agree or disagree?

%



COMMENTARY

The arts contribute to our understanding of others and of our identity – both as individuals and New Zealanders.

Seventy one percent of Otago residents agree the arts should reflect New Zealand's cultural diversity, up from 66% in 2017 albeit this difference is not statistically significant. Sixty four percent say they learn about other cultures through the arts and 59% say the arts help define who we are as New Zealanders.

The attitudes of Otago residents are broadly in line with those of all New Zealanders, and haven't changed significantly since 2017.

Sub-group differences in Otago:

Overall, women express more positive attitudes about the arts and are more likely than average to agree with each statement, while men are less likely to agree with each statement.

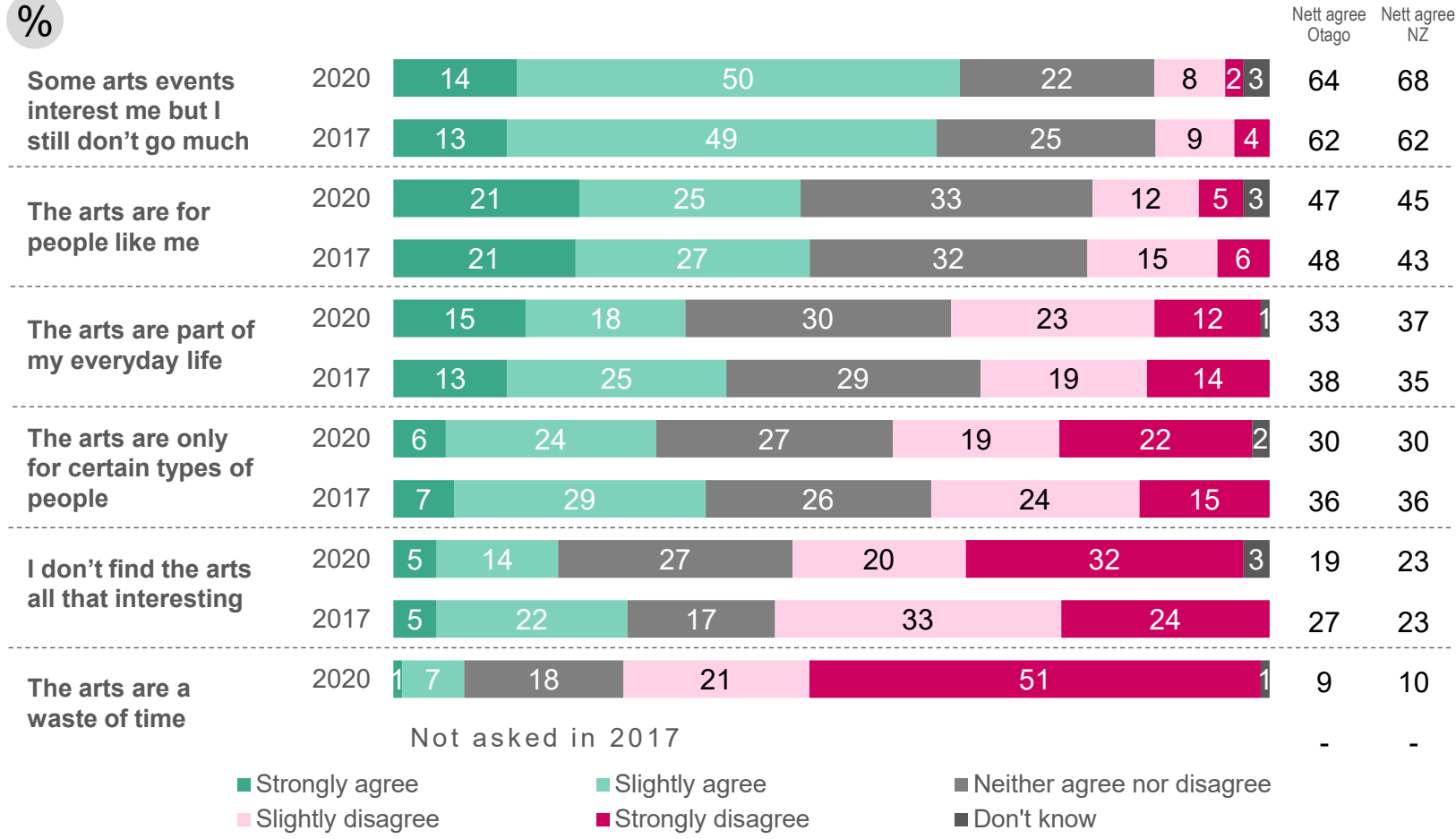
In addition, Asian New Zealanders (75%) and Māori (71%) are more likely than average (55%) to feel the arts are an important way of connecting with their culture.

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

Q

How much do you agree or disagree?

%



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

COMMENTARY

Otago residents feel reasonably connected to the arts. Forty seven percent feel the arts are for 'people like me' while 33% say the arts are part of their everyday life. The latter is slightly lower than 2017 (38%) albeit this difference is not statistically significant.

In addition, only a small group of residents say the arts aren't that interesting (19%) or are a waste of time (9%).

Thirty percent think the arts are only for certain types of people. The proportion who strongly disagree with this statement has increased from 15% in 2017 to 22%, suggesting that Otago residents feel the arts are becoming more inclusive. However this difference is not statistically significant.

That said, there remains an opportunity to boost attendance as around two thirds of Otago residents are interested in some arts events, but don't always end up attending.

Otago residents' attitudes are broadly in line with national averages.

Sub-group differences in Otago:

Women (aged 60+) have a stronger personal connection to the arts. They are also more likely than average to say some events pique their interest, though they don't always attend (70% vs. 64% overall).

In contrast, men have a weaker personal connection. They are more likely than average to feel the arts aren't very interesting (25% vs. 19%) and they are a waste of time (13% vs. 9%).

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Otago residents 2017 (n=148); 2020 (n=319) | New Zealand 2017 (n=6101); 2020 (n=6263)

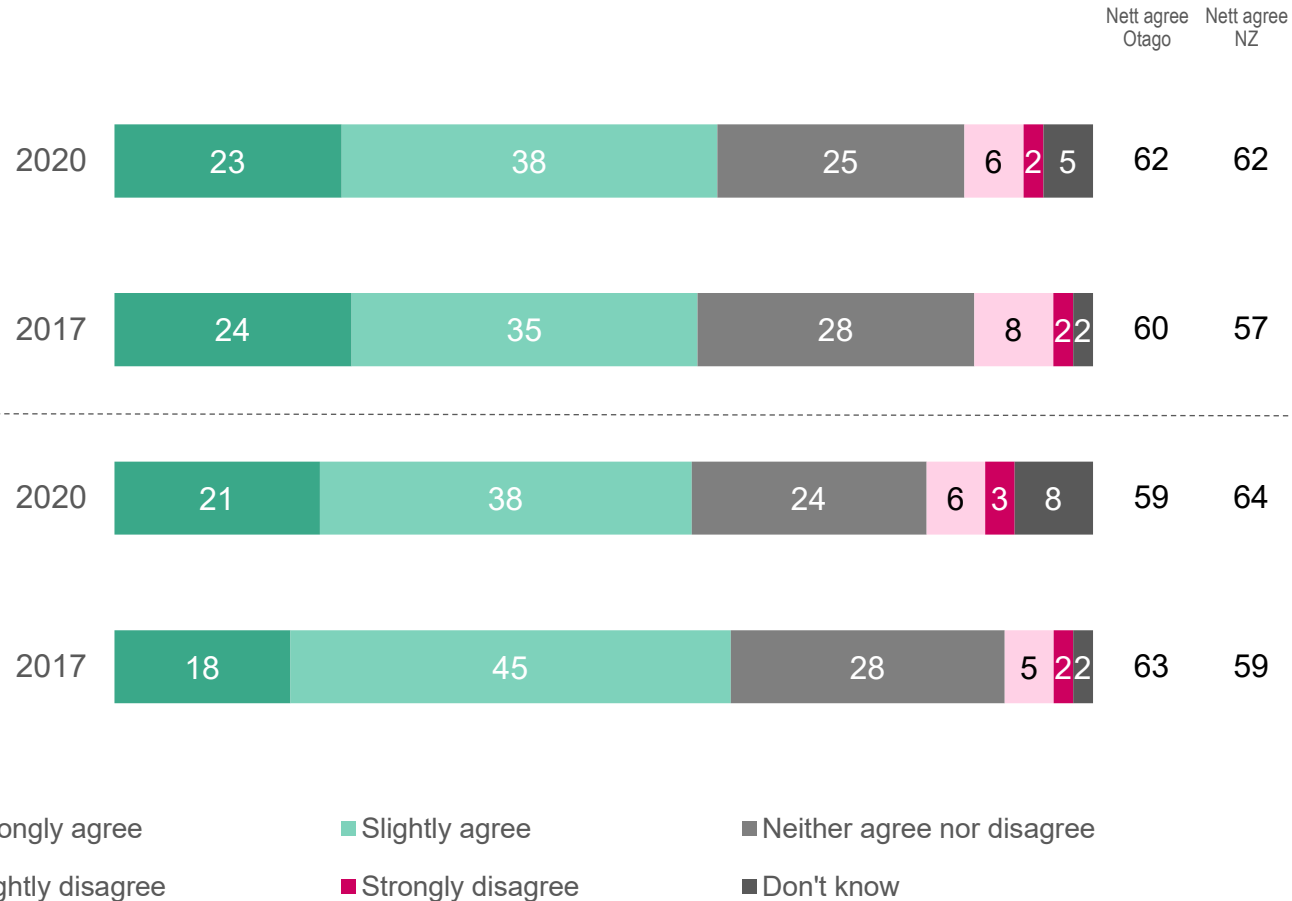
▲ ▼ = significantly higher / lower than 2017
▲ ▼ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: How the arts benefit New Zealand

Q

How much do you agree or disagree?

%



COMMENTARY

Otago residents continue to widely recognise the social and economic benefits of the arts.

Three in five agree the arts benefit society (62%) and deliver positive economic benefits (59%). These attitudes are broadly consistent with 2017 findings, and the attitudes of all New Zealanders.

Sub-group differences in Otago:

Women are more likely than average to feel the arts have a positive impact on society (74% vs. 62%), while men are less likely to (49%).

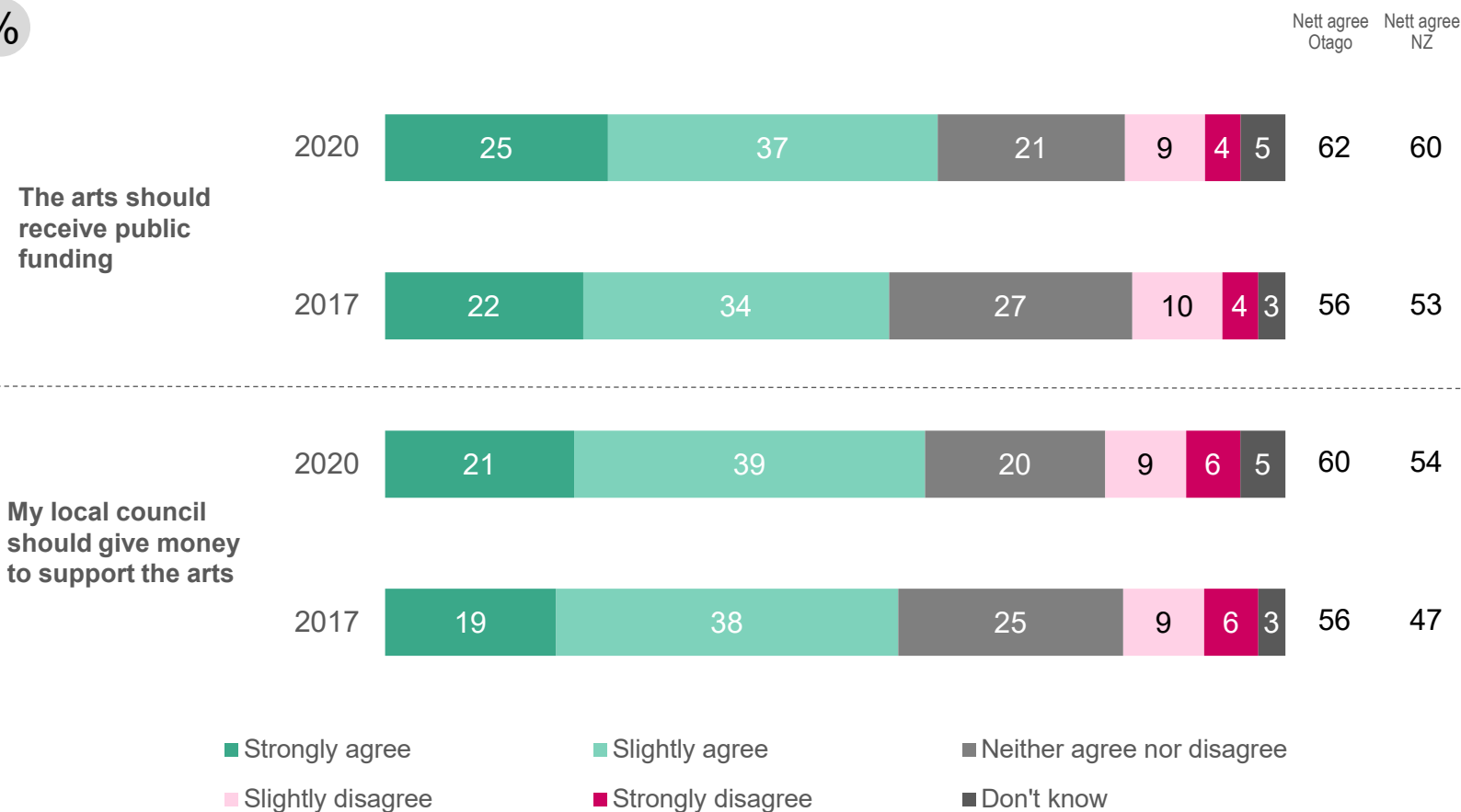
Women are also more likely than average to agree that the arts contribute positively to our economy (72% vs. 59%), and men are less likely to (47%).

Attitudes towards the arts: Funding support for the arts

Q

How much do you agree or disagree?

%



COMMENTARY

Support for the public funding of the arts remains reasonably high in Otago. Sixty two percent agree the arts should receive public funding, a quarter of which strongly agree.

This is in line with the national average and reflects the earlier finding that many Otago residents recognise the benefits that the arts have on New Zealand society.

There is also a relatively strong support for local councils to contribute to funding for the arts, with 60% of residents in agreement. This is higher than the national average (54%), albeit the difference is not statistically significant.

Sub-group differences in Otago:

Women are more likely than average to agree the arts should receive public funding (73% vs. 62%) while men are less likely than average to agree (51%).

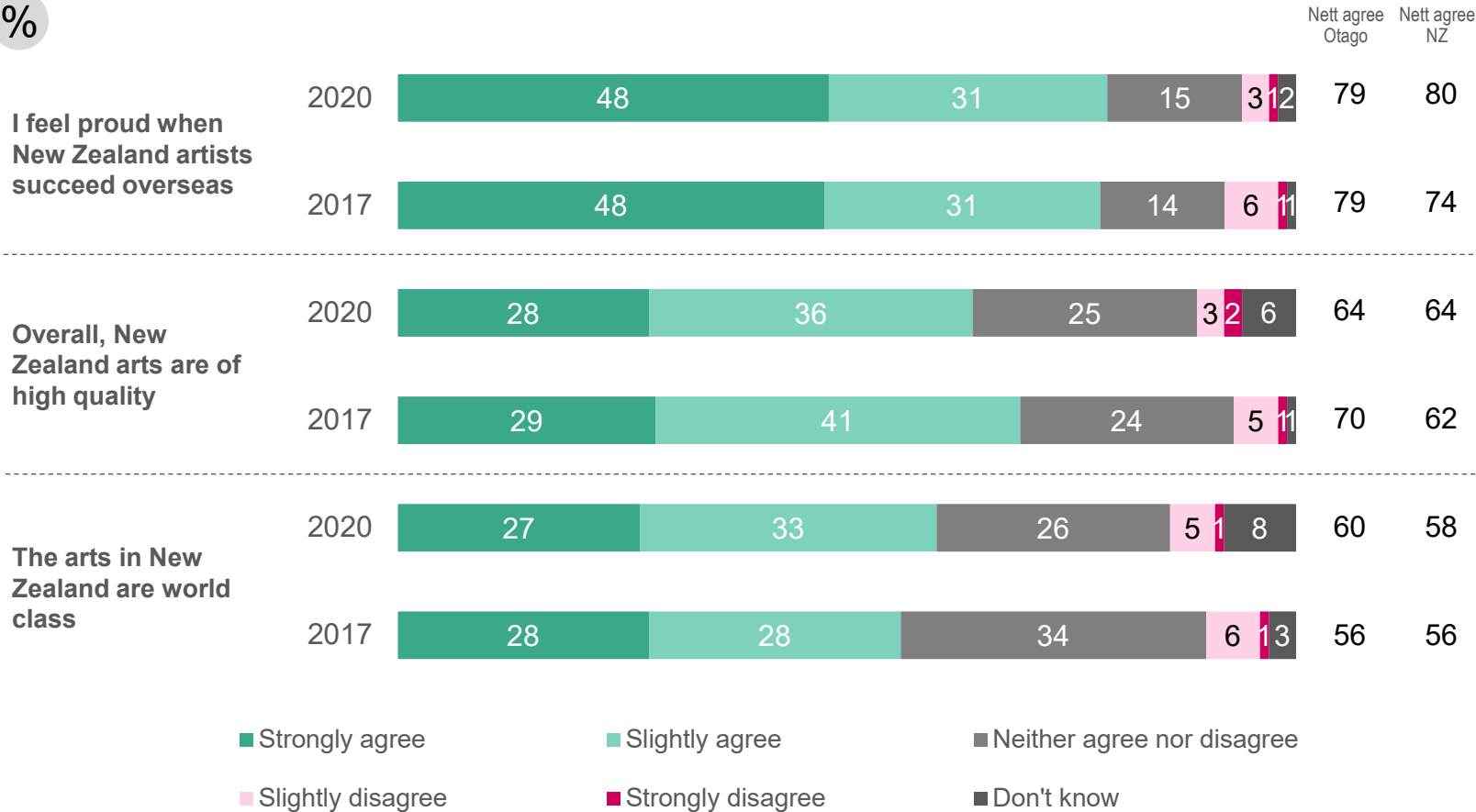
Women (67%) are also more likely than average (60%) to say their local council should provide funding to support the arts, while men are less likely to say so (52%).

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

Q

How much do you agree or disagree?

%



COMMENTARY

Otago residents generally speak highly of the calibre of the arts in New Zealand, and enjoy seeing New Zealand artists succeed overseas.

There has been a decrease in the proportion of residents who agree New Zealand arts are high quality, from 70% in 2017 to 64% in 2020, albeit this difference is not statistically significant.

The attitudes expressed are broadly consistent with 2017 findings, and are in line with the average for all New Zealanders.

Sub-group differences in Otago:

Women are more likely than average to speak highly of the quality of New Zealand artists, and feel proud of their international success, while men are less likely to.

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Otago residents 2017 (n=148); 2020 (n=319) | New Zealand 2017 (n=6101); 2020 (n=6263)

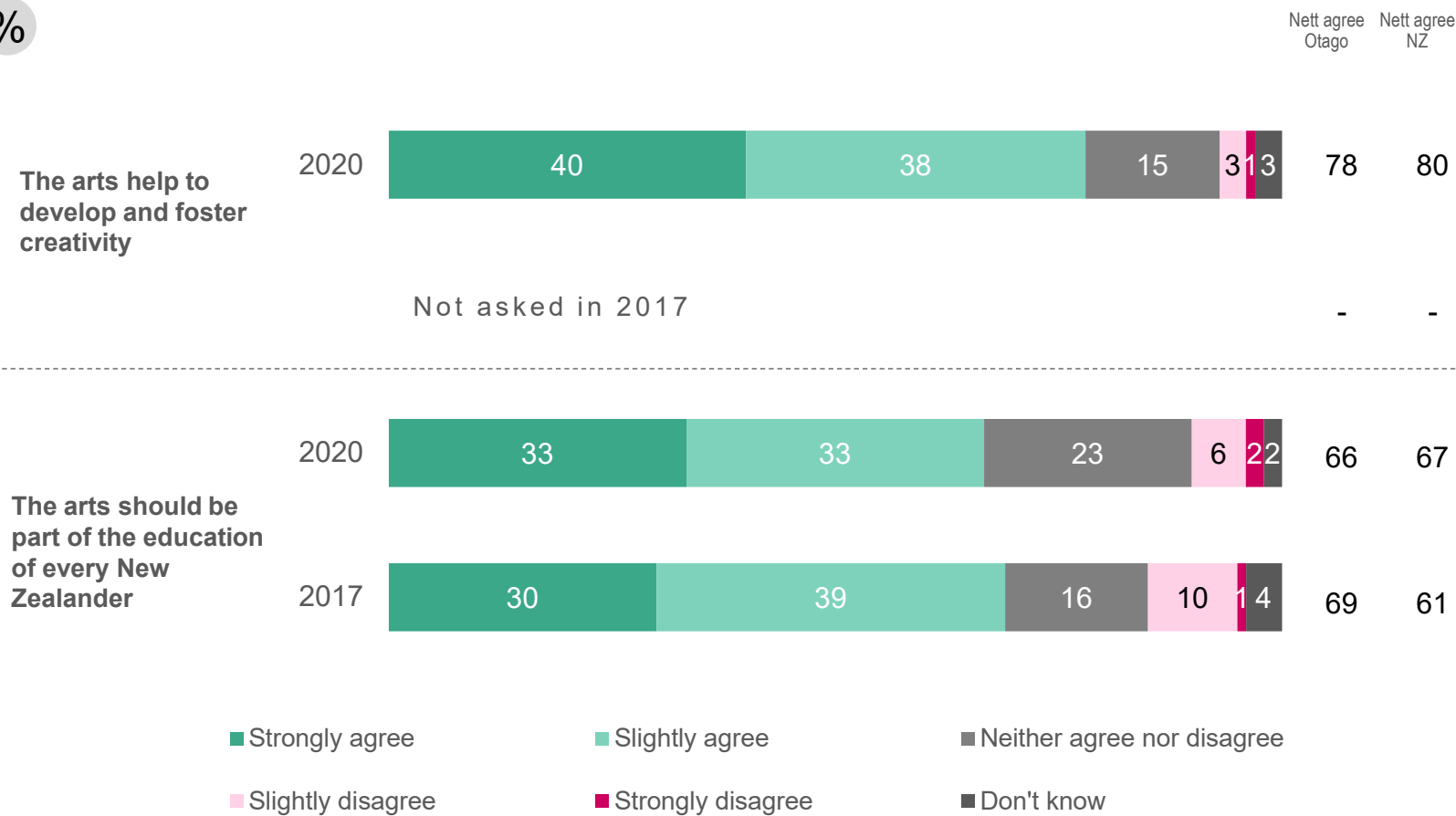
△▽ = significantly higher / lower than 2017
 ▲▼ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



COMMENTARY

Seventy eight percent of Otago residents recognise the role the arts play in cultivating creativity, consistent with the national average. This support translates into enthusiasm for the inclusion of the arts in the education of all New Zealanders.

Those who feel the arts should be part of the education of every New Zealander is in line with 2017 and the national average.

Sub-group differences in Otago:

Women are more likely than average to agree the arts help to foster creativity (85% vs. 78%) and endorse the inclusion of the art in education (79% vs. 66%). Men are less likely than average to agree with both attitudes.

In addition, those on high household incomes (more than \$100,000) are more likely than average to agree the arts foster creativity (89% vs. 78%).

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Otago residents 2017 (n=148); 2020 (n=319) | New Zealand 2017 (n=6101); 2020 (n=6263)

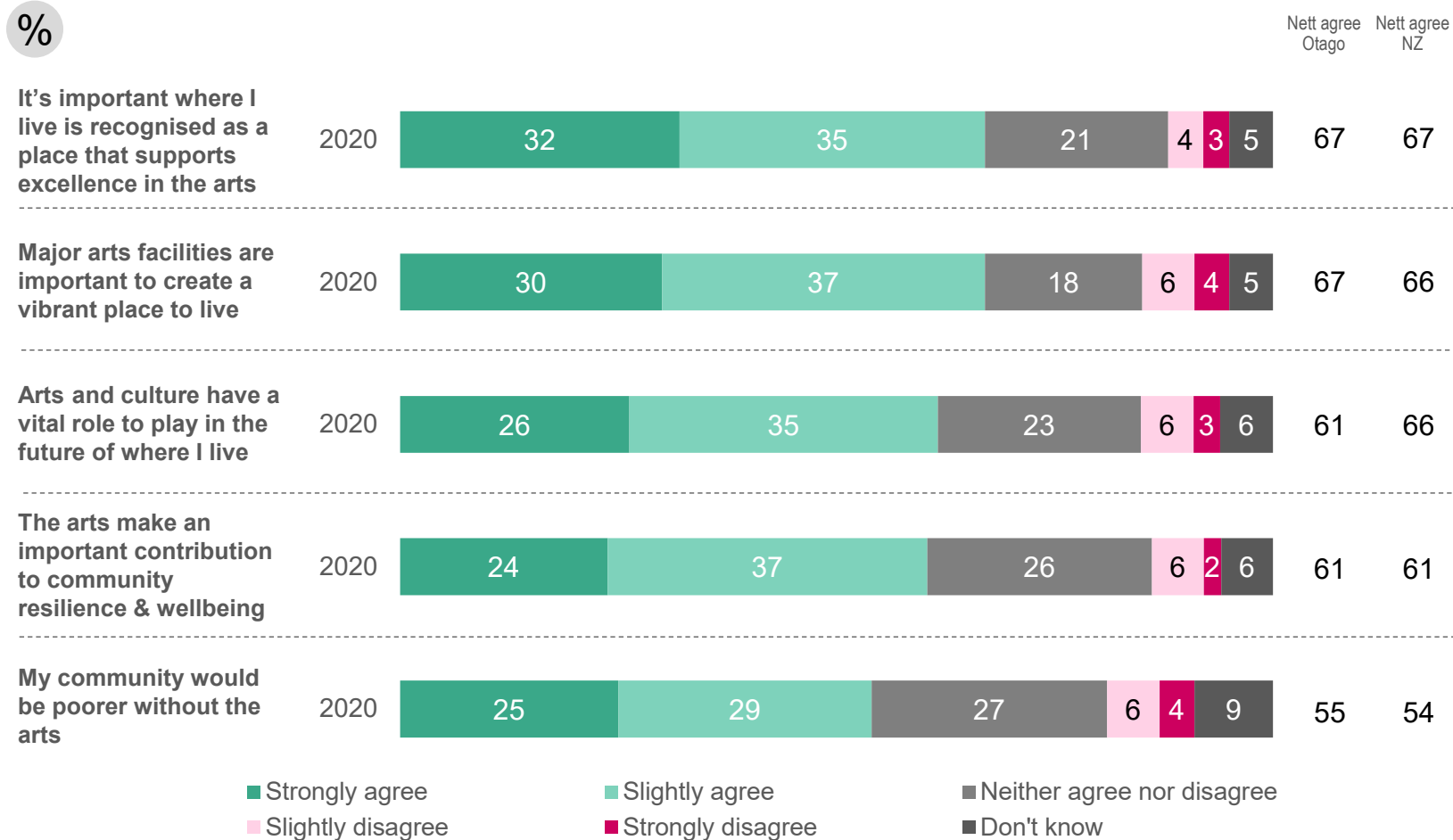
△▽ = significantly higher / lower than 2017
▲▼ = significantly higher / lower than all New Zealanders

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.

Two thirds of Otago residents feel the arts contribute significantly to their community's identity, and want it to be viewed as a place which supports excellence in the arts.

Six in ten feel the arts contribute to community resilience and wellbeing, and view the arts as playing a major role in Otago in years to come. Just over half feel their community would be worse-off without the arts.

Otago residents' attitudes are in line with those of all New Zealanders.

Sub-group differences in Otago:

At a broad level older people (60+) and women are more positive than average about the importance of arts in creating communities, while men and younger people (aged 15-39) are less positive than average.

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Otago residents 2020 (n=319); New Zealand 2020 (n=6263)

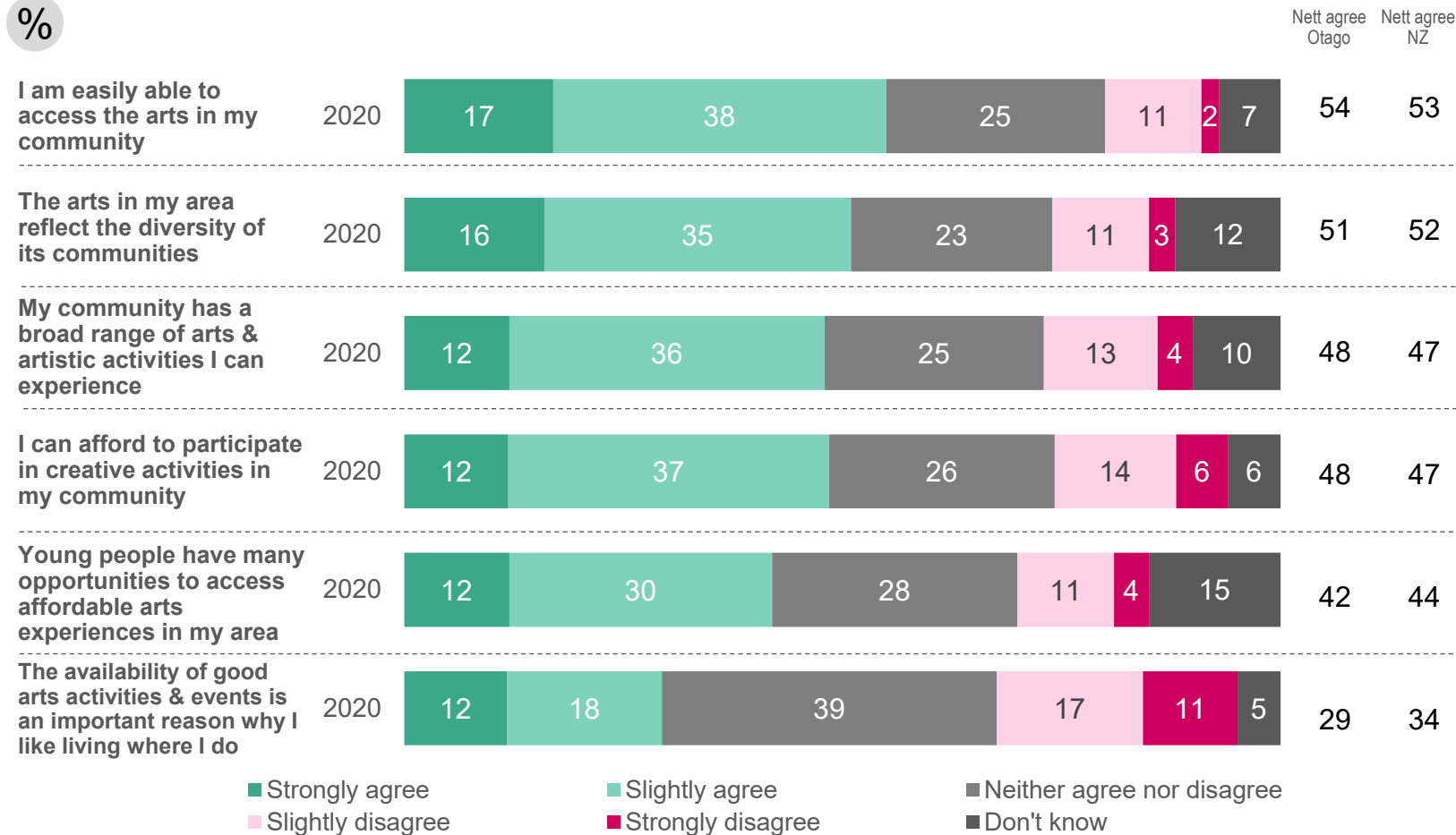
▲▼ = significantly higher / lower than all New Zealanders

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.

Overall, half of Otago residents are positive about the extent to which are arts in their community are accessible and inclusive, as well as the diversity of activities on offer.

That said, affordability is an issue for some residents, with 20% disagreeing that they can afford to take part in in creative activities in their community. Fifteen percent of residents disagree that young people have access to affordable arts in their area.

The arts scene is important for some residents in establishing place attachment. Twenty nine percent agree that the availability of good arts activities and events is an important reason why they like living where they are, which is lower than the national average of 34% though this difference is not statistically significant.

Otago resident's attitudes are broadly in line with those of all New Zealanders.

Sub-group differences in Otago:

Older people (60+) are more likely than average to agree the arts are accessible in their communities, their communities has a broad range of artistic activities, and that children and young people (aged 15-39) can access affordable arts experiences.

In contrast, young people are less likely than average to say arts are easily accessible, and that there is a broad range of arts in their communities.

It is worth noting only 36% of those aged 15 to 39 feel children and young people have access to affordable art experiences in their area (compared to 42% on average, albeit the difference is not significant).



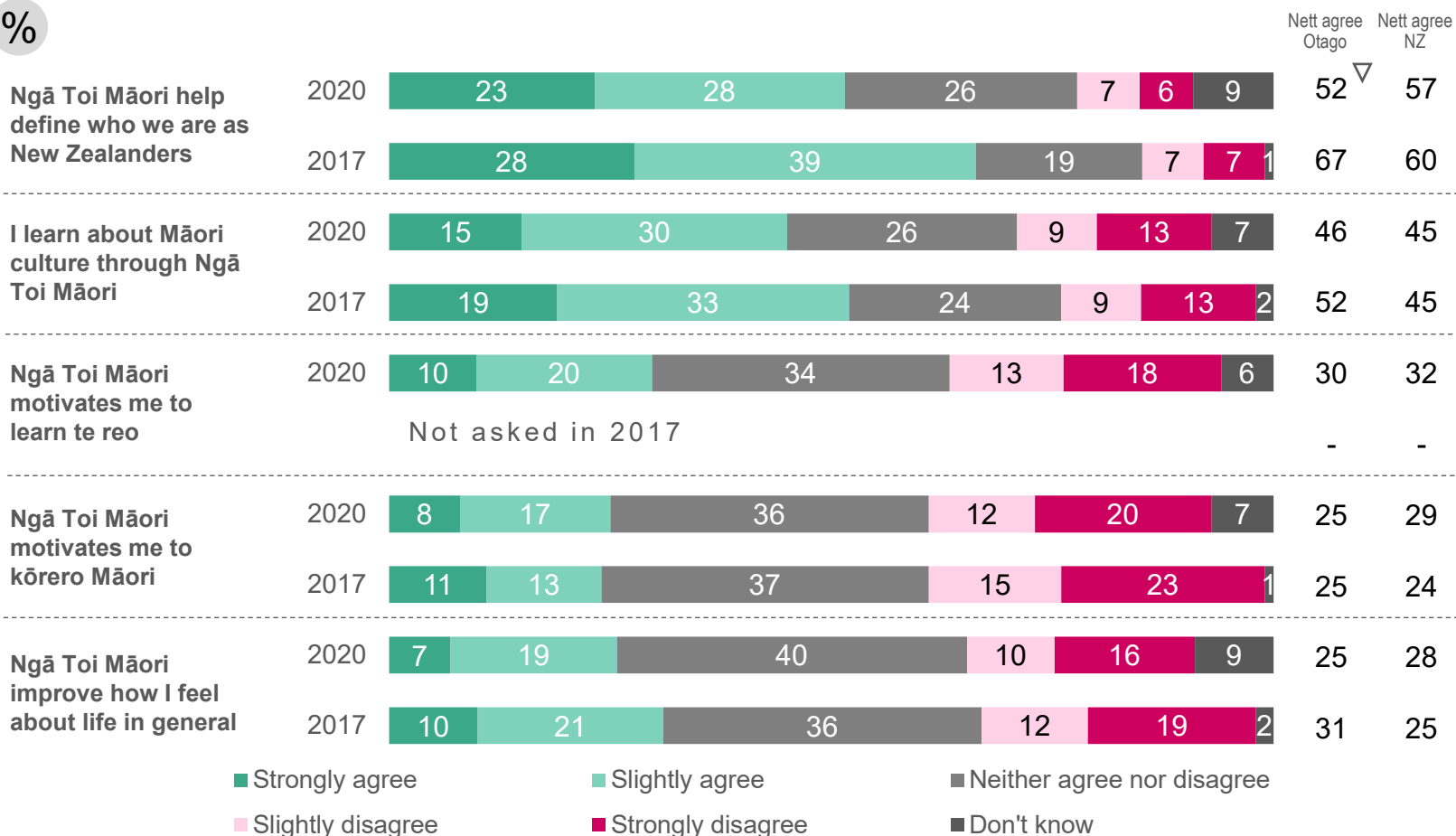
ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

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

Otago residents continue to acknowledge the positive impact of Ngā Toi Māori, though to a lesser extent than in 2017.

Fifty two percent agree Ngā Toi Māori helps define who we are as New Zealanders, a decrease from 67% in 2017. Forty six percent agree they learn about Māori culture through Ngā Toi Māori. This is also lower than 2017 (52%), albeit the difference is not statistically significant. Overall one quarter of residents say Ngā Toi Māori improves how they feel about life.

Ngā Toi Māori continues to encourage one quarter of Otago residents to kōrero Māori, while 30% also say it motivates them to learn te reo. Otago residents attitudes towards Ngā Toi Māori are consistent with those of all New Zealanders.

Māori residents are generally more positive in their attitudes towards Ngā Toi Māori. The most notable difference is that 53% of Māori say it motivates them to kōrero Māori, compared to 25% overall. Finally, 68% of Māori say Ngā Toi Māori plays a key part in connecting to their culture (this attitude is not shown on the chart).

Sub-group differences in Otago:

Women, those from higher income households (more than \$100,000) and young people (aged 15-39) hold more positive attitudes about Ngā Toi Māori than average, while men and older people over 60 are less positive about it than average.

Asian New Zealanders are more motivated than average to learn te reo through Ngā Toi Māori (42% vs. 25%).

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Otago residents 2017 (n=148); 2020 (n=319) | New Zealand 2017 (n=6101); 2020 (n=6263)

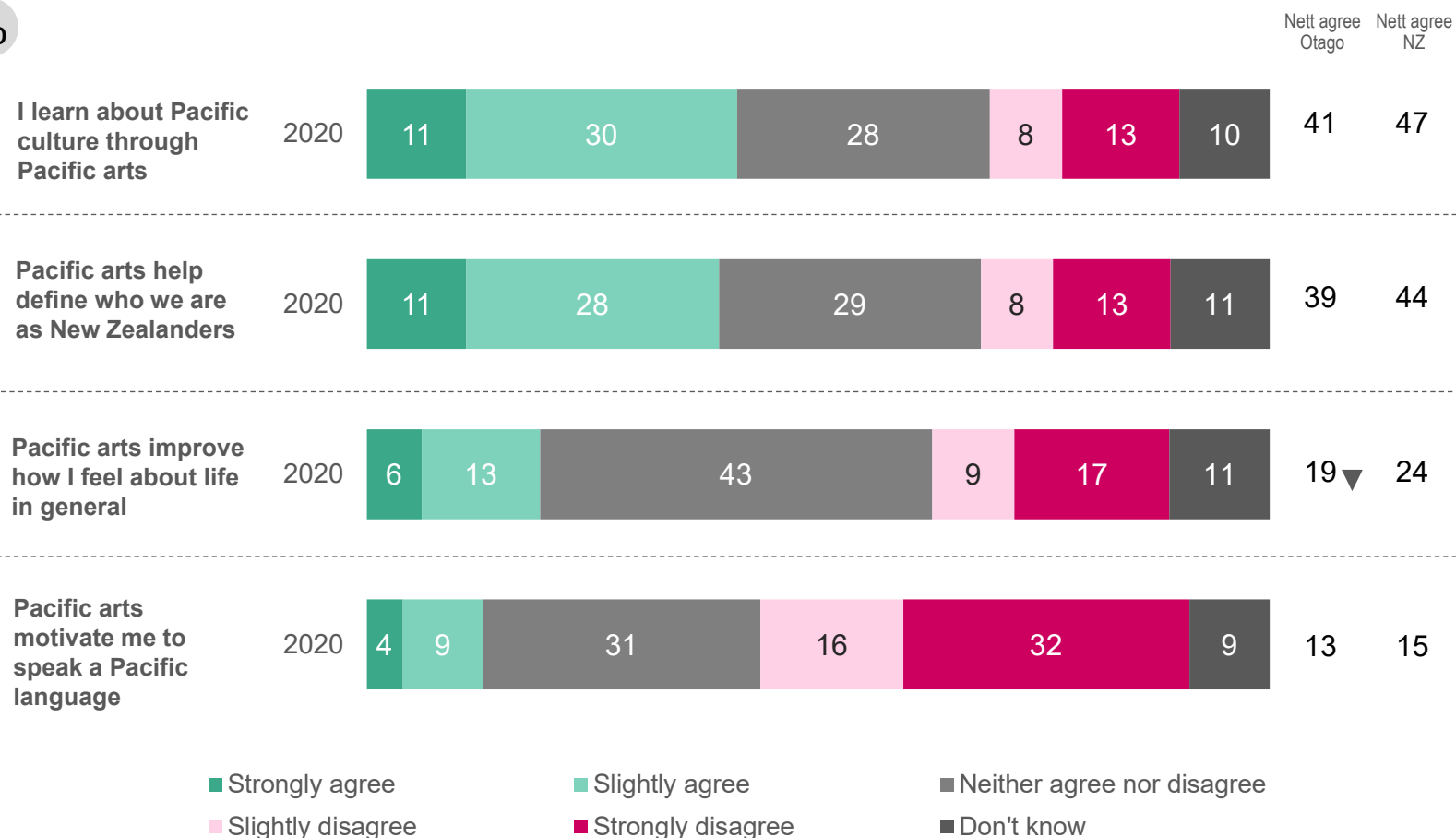
△ ▽ = significantly higher / lower than 2017
 ▲ ▼ = significantly higher / lower than all New Zealanders

Attitudes towards Pacific arts

Q

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

%



COMMENTARY

Many Otago residents also recognise positive outcomes from Pacific arts.

Two in five agree that Pacific arts are instrumental in their learning about Pacific culture, and that Pacific arts helps define who we are as New Zealanders. These attitudes are somewhat lower than for all New Zealanders, albeit the differences are not statistically significant.

One in five residents say Pacific arts improves how they feel about life generally, which is also lower than the national average (19% vs. 24% of New Zealanders).

Thirteen percent of Otago residents say Pacific arts encourages them to speak a Pacific language, which is in line with the national average.

Due to low base size we cannot comment in depth on the results for the Pacific sample in Otago, but at an indicative level they are more positive than all residents.

Sub-group differences in Otago:

Women are more likely than average to say they learn about Pacific culture through Pacific arts (48% vs. 41%), while men are less likely to (33%). Women are also more likely than average to agree that Pacific arts help define who we are (46% vs. 39%), while men are less likely to (32%).

Older people aged 60+ are more likely to disagree with these statements than average.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Otago residents 2020 (n=319); New Zealand 2020 (n=6263)

▲▼ = significantly higher / lower than all New Zealanders



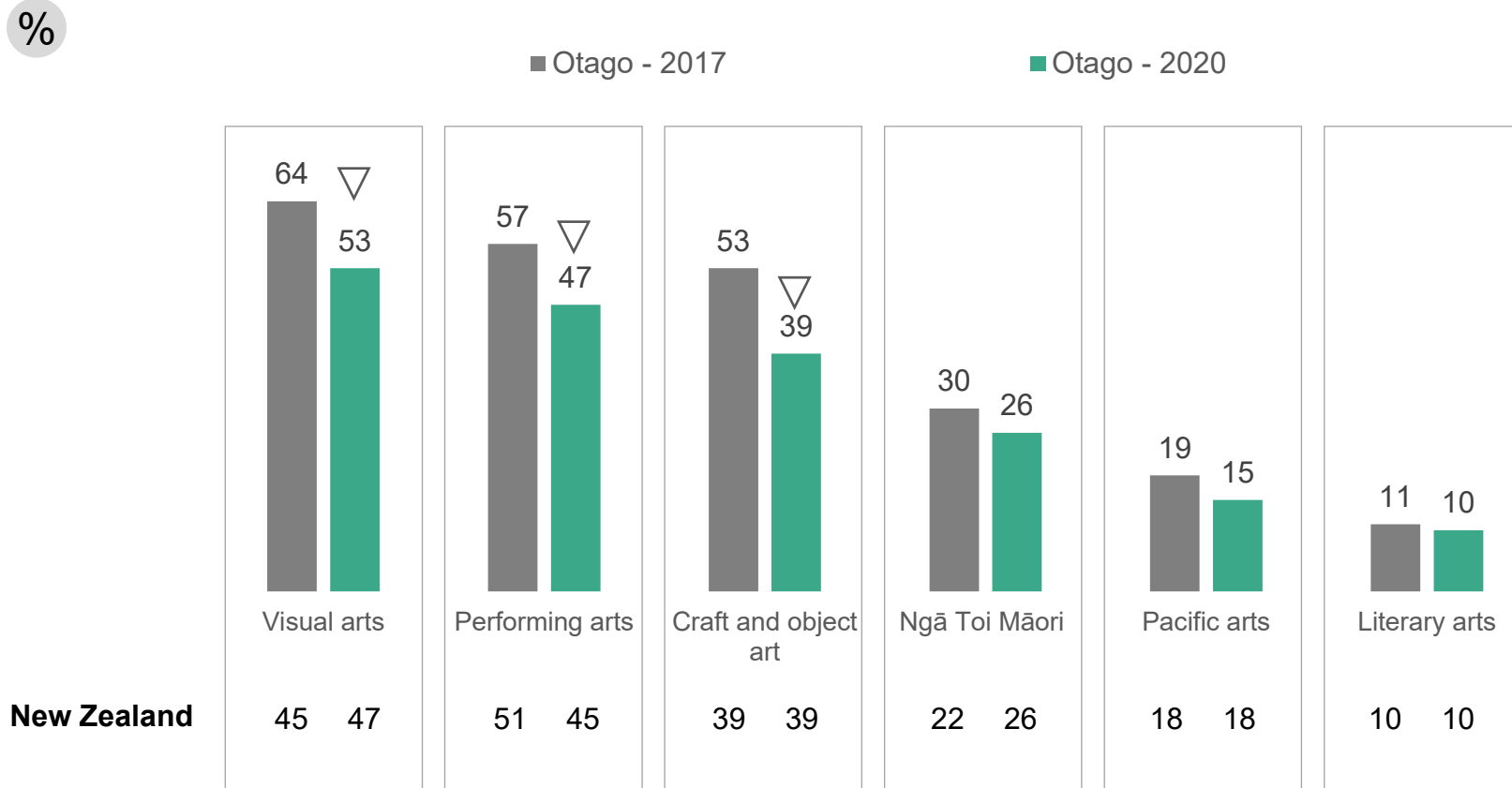
ATTENDANCE BY ARTFORM

Attendance by art form

Q

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

%



COMMENTARY

The chart illustrates the proportion of Otago 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 continue to be the visual arts (53%) and performing arts (47%). However attendance at both artforms has decrease since 2017. It has also fallen for craft and object art.

Declines in attendance in Ngā Toi Māori and Pacific arts are not statistically significant.

Attendance at all art forms is broadly in line with the national average.

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

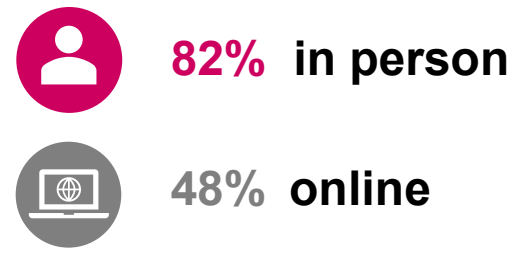
%

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



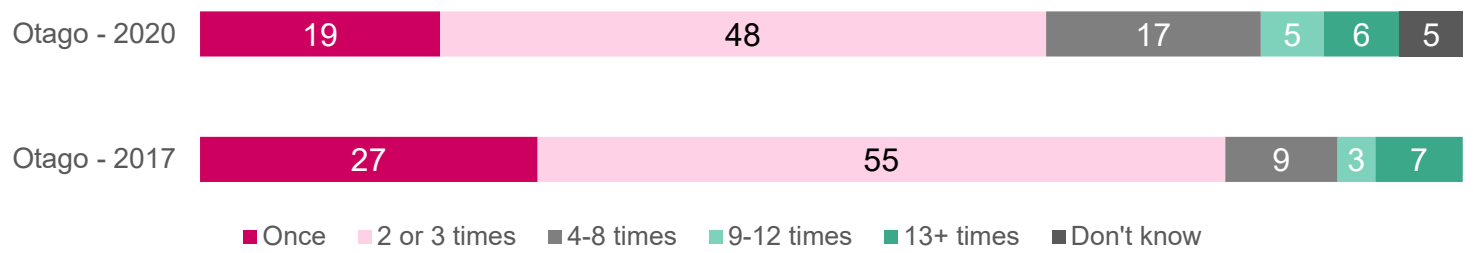
Base: All Otago residents 2017 (n=148); 2020 (n=319)

Q Did you do this...



Base: All Otago residents who have attended craft and object arts 2020 (n=125)

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



Base: All Otago residents who have attended the craft and object arts 2017 (n=73); 2020 (n=125)

COMMENTARY

Thirty nine percent of Otago residents have attended craft and object art in the last 12 months. This is significantly lower than in 2017 (53%).

Most attendees continue to attend events on an infrequent basis (67%).

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%.

Those people who are attending craft and object art are typically doing so in person, though around half attend online.

Sub-group differences in Otago:

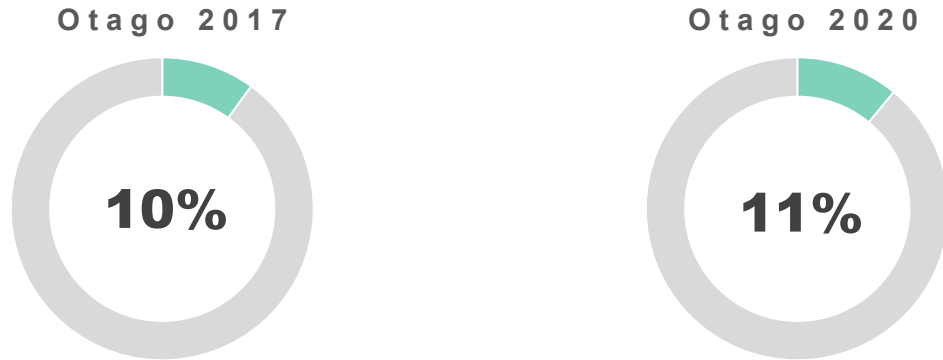
Women (49%) are more likely than average (39%) to have attended craft and object art while men are less likely to (28%).

Literary arts attendance

Q

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

%



Base: All Otago residents 2020 (n=319)

COMMENTARY

One in ten Otago residents have attended literary arts in the last 12 months. This is in line with 2017.

Due to a relatively low base size (44 respondents), we cannot comment on the frequency of attendance at literary arts, or how they attend.

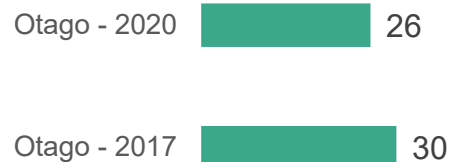
Sub-group differences in Otago:

Asian New Zealanders are more likely than New Zealand Europeans to attend literary arts (27% vs. 7%).

%

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 Otago residents 2017 (n=148); 2020 (n=319)

Q

Did you do this...



70% in person

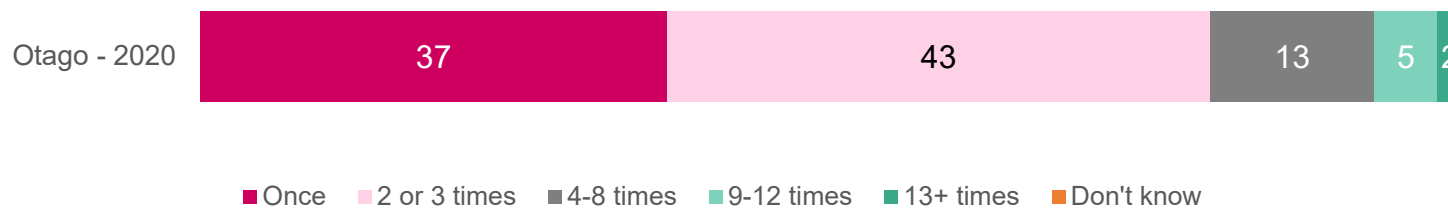


49% online

Base: All Otago residents who have attended Ngā Toi Māori 2020 (n=86)

Q

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



Base: All Otago residents who have attended Ngā Toi Māori 2020 (n=86)

COMMENTARY

Twenty six percent of Otago residents have attended Ngā Toi Māori in the last 12 months, which is broadly consistent with 2017 attendance.

Those who are attending are doing so relatively infrequently. Only one in five attended four times or more in the last 12 months. Please note due to a relatively low base size (34 respondents), frequency of participation trends are not shown against 2017.

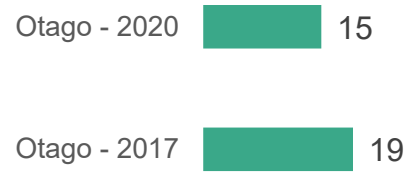
Those people who are attending Ngā Toi Māori are typically doing so in person, but around half attend online.

Sub-group differences in Otago:

Māori are more likely than average to have attended Ngā Toi Māori (41% vs. 26%).

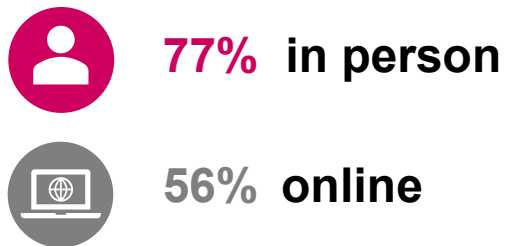
%

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



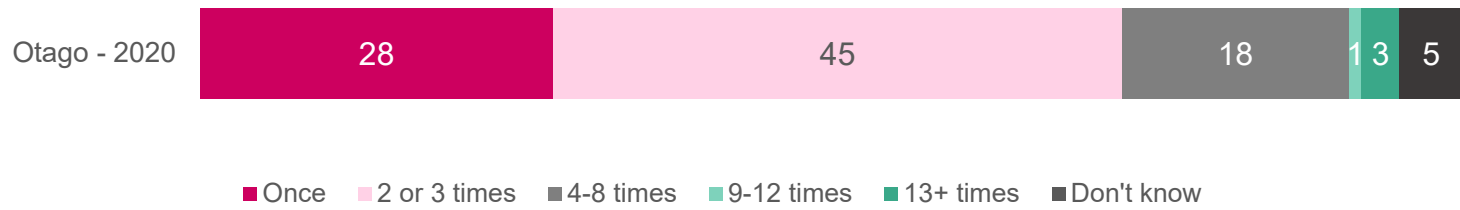
Base: All Otago residents 2017 (n=148); 2020 (n=319)

Q Did you do this...



Base: All Otago residents who have attended the Pacific arts 2020 (n=54)

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



Base: All Otago residents who have attended the Pacific arts 2020 (n=54)

COMMENTARY

Fifteen percent of Otago residents have attended Pacific arts in the last 12 months, which is broadly in line with 2017.

Frequency of attendance at Pacific arts is relatively low, with only 22% attending more than four times in the last 12 months. Please note due to relatively low base size (29 respondents), frequency of participation trends are not shown against 2017.

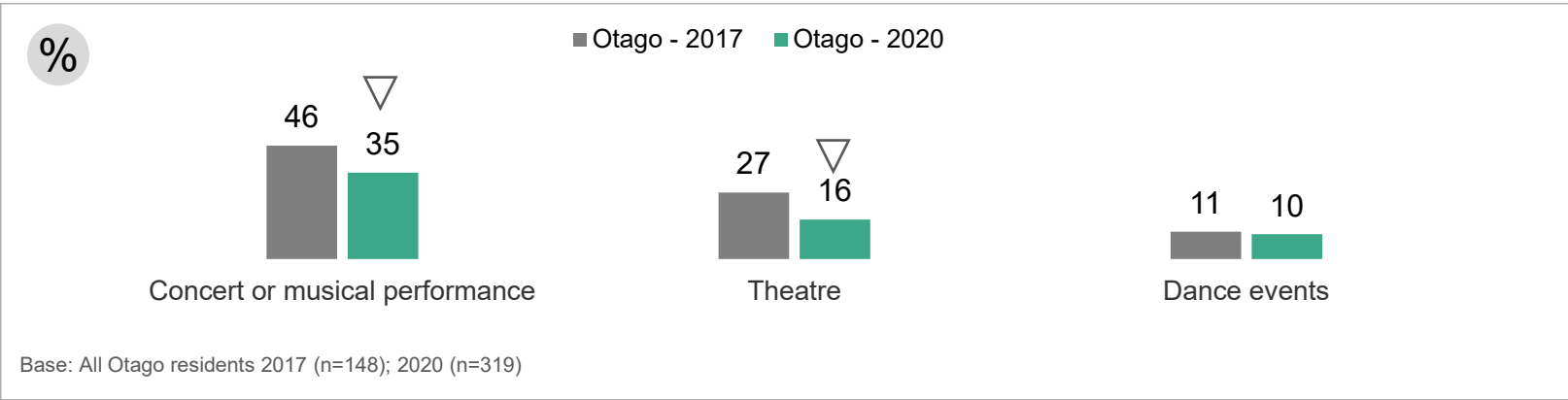
Those who are attending Pacific arts are typically doing so in person, but over half are attending online.

Sub-group differences in Otago:

Māori (25%) are more likely than average (15%) to have attended Pacific arts.

Performing arts attendance

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



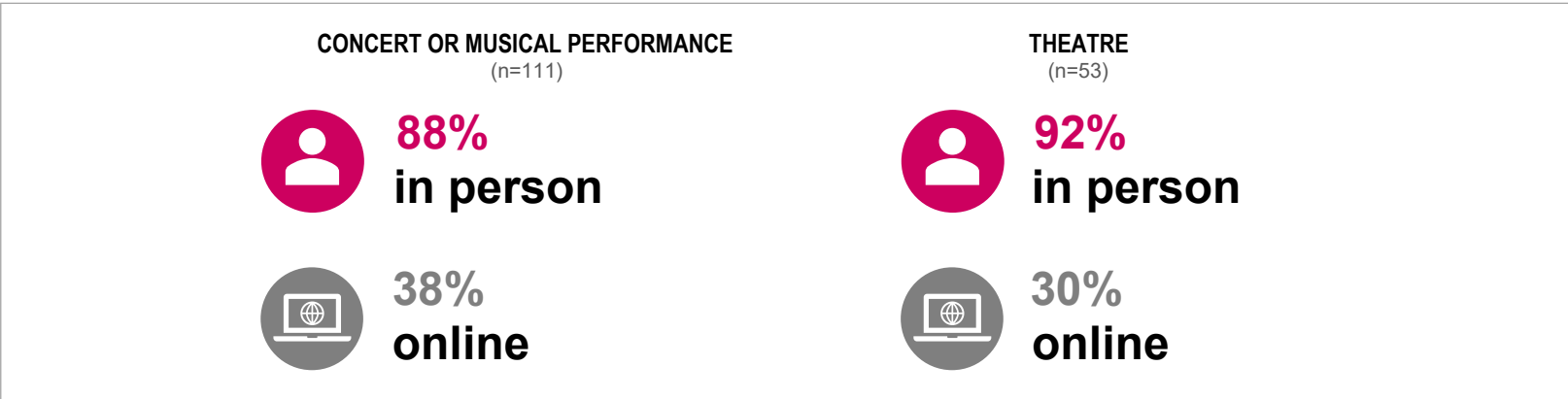
COMMENTARY

Overall 47% of Otago 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 continue to be the favourite type of performing arts. Thirty five percent of Otago residents have attended a concert or musical performance in the last 12 months. This is followed by theatre (16%) and dance (10%). Attendance at both concerts or musical performances, and at the theatre have declined since 2017.

Those people who are attending the performing arts are typically doing so in person, while a moderate proportion attend online. Please note, due to a relatively low base size (32 respondents), we cannot comment on how residents attend dance events.

Q Did you do this...



Sub-group differences in Otago:

Those on lower household incomes (up to \$50,000) are less likely than average to have attended a concert or musical performance in the last 12 months (26% vs. 35%).

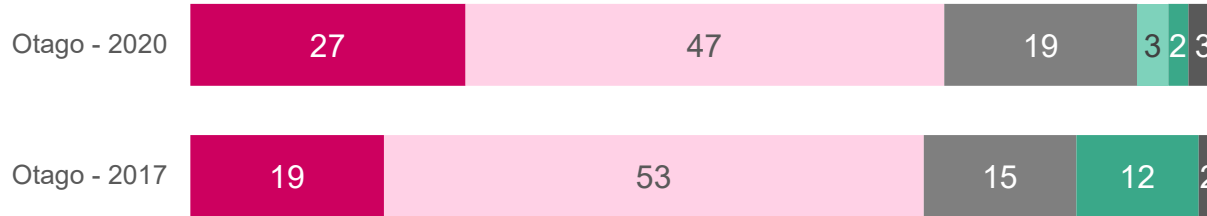
Performing arts attendance

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



Theatre



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

COMMENTARY

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

Due to a relatively low base size (32 respondents), we cannot comment on the frequency of attendance at dance events.

Sub-group differences in Otago:

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 Otago residents 2017 (n=148); 2020 (n=319)

Q

Did you do this...



85% in person

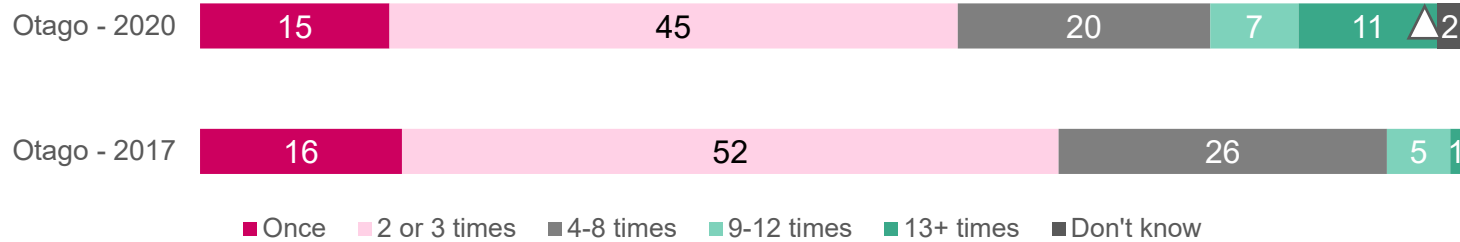


52% online

Base: All Otago residents who have attended the visual arts 2020 (n=170)

Q

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



Base: All Otago residents who have attended the visual arts 2017 (n=88); 2020 (n=170)

COMMENTARY

Fifty three percent of Otago residents have attended the visual arts in the last 12 months. Attendance has declined significantly since 2017.

Those attendees who continue to go are going more often. Eighteen percent attended the visual arts more than 9 times in the last 12 months, compared to 6% in 2017.

Of the 60% of residents who had attended the visual arts over 85% had done so in person, and half attended online.

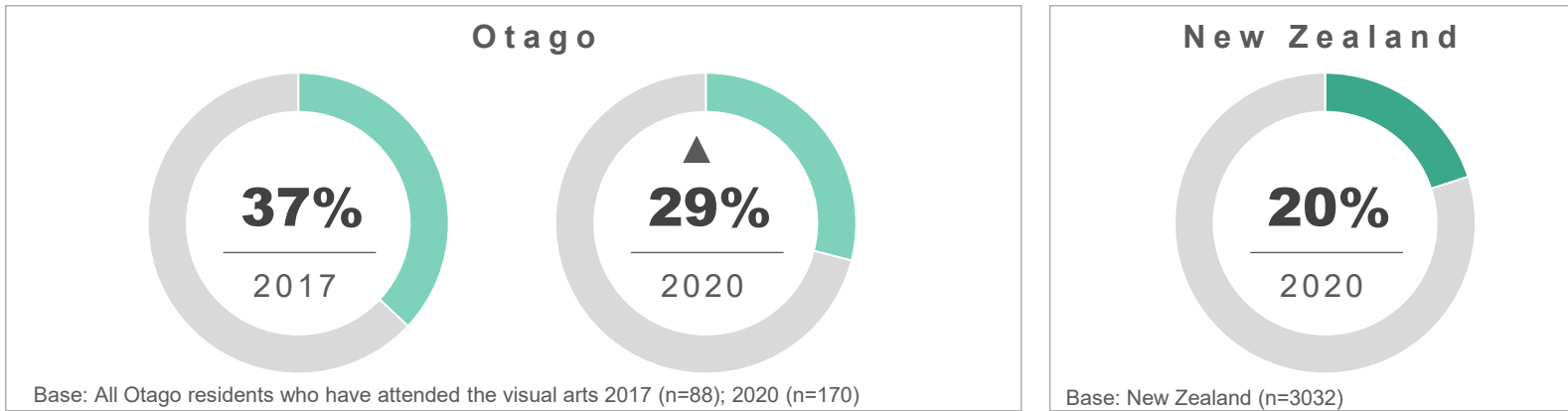
Sub-group differences in Otago:

Women (65%) are more likely than average (53%) to have attended the visual arts, while men are less likely to (41%).

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 nine percent of Otago residents who have attended the visual arts, have attended a film festival in the last 12 months. This compares to 37% in 2017, albeit the difference is not statistically significant. However, attendance remains higher than the national average (20%).

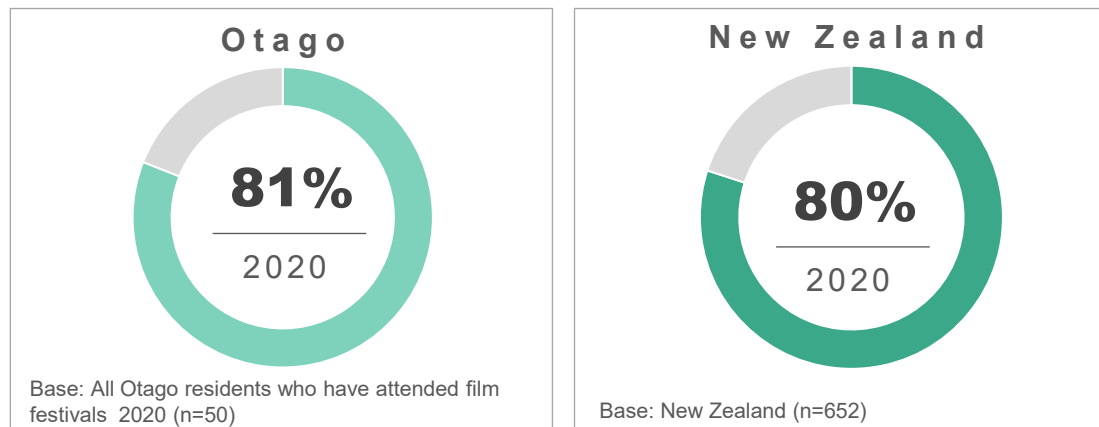
Four in five of those who have attended film festivals in the last 12 months have also attended other visual art forms. This is in line with all New Zealanders. Results for 2017 are not shown due to a relatively low base size.

Sub-group differences in Otago:

There are no sub-group differences of note.

Q

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

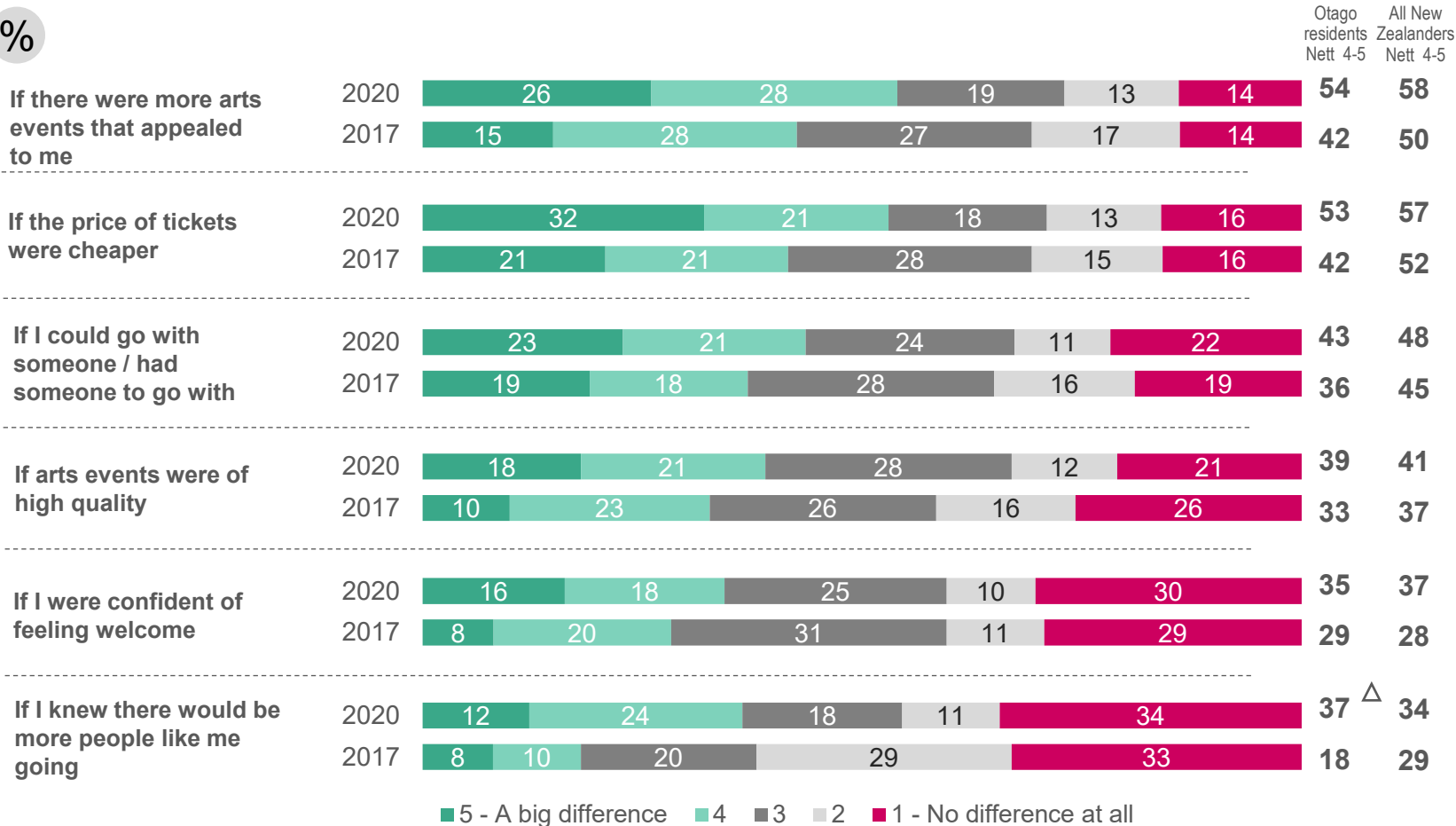


Encouraging greater attendance in the arts

Q

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

%



COMMENTARY

Sixty four percent of Otago residents agree that some arts pique their interest, but they often don't end up attending. We asked these respondents what might encourage them to go more often.

Increased variety and ticket prices remain the top two factors that influence attendance. Just over half say each factor could make a difference in translating their event interest into attendance, which is higher than the 2017 findings though the differences are not statistically significant.

There remains an opportunity to encourage attendance by challenging the social norm that you need to attend arts events with other people, as well as perceptions of quality.

Finally, promoting greater inclusivity may boost attendance for around one in three respondents who may be anxious about feeling unwelcome. Promoting events to wider audiences and emphasising the diversity of the arts on offer may help the growing number of people who want to know more people like them are going (37%, up from 18% in 2017).

Sub-group differences in Otago:

Women are more likely than average to say that going with someone would make a big difference (50% vs. 43%). Men are less likely than average to say so (34%).

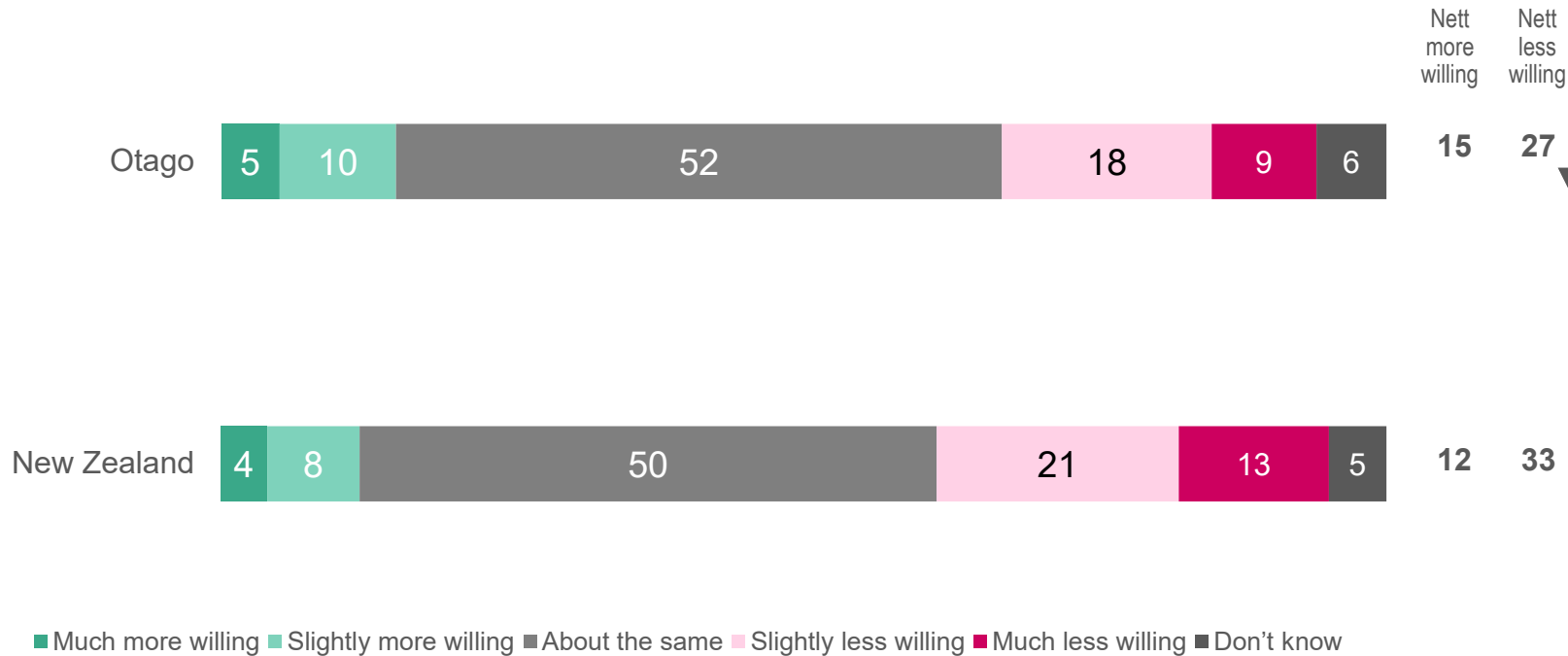
Young people (aged 15 to 39) are more concerned about ticket pricing, having more events which appeal to them, feeling welcome and knowing there will be people like them going, more so than average.

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

Q

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

%



COMMENTARY

Twenty seven percent of Otago residents are less willing to attend arts events in person because of COVID-19. This is lower than the national average (33%).

On the other hand, 15% are more willing. For this group of people COVID-19 may serve as a reminder to live life to the fullest. This is broadly consistent with the national average (12%).

Sub-group differences in Otago:

Those with the lived experience of disability are less willing than average to attend arts and cultural activities in person (46% vs. 27%). This likely reflects the greater potential risks which COVID-19 poses for this group.



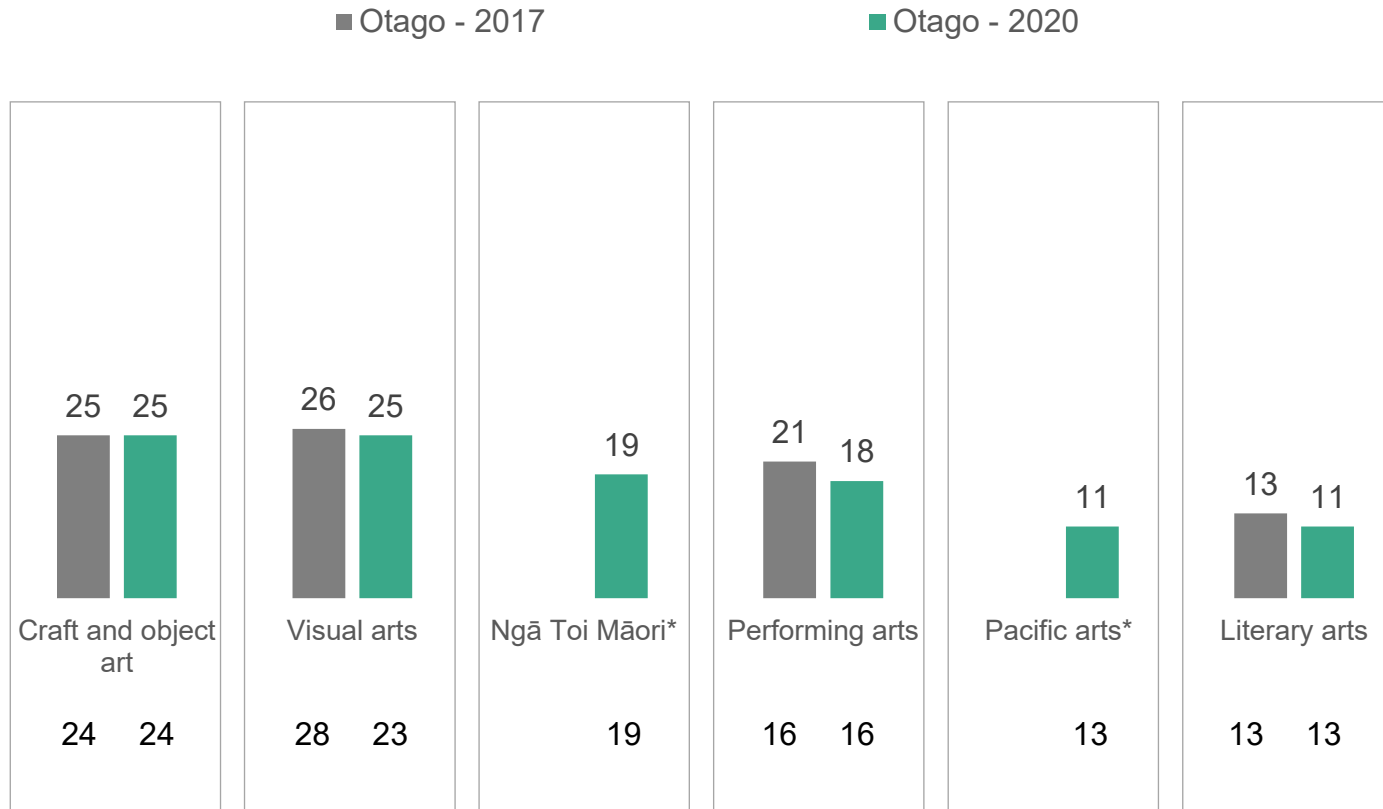
PARTICIPATION BY ARTFORM

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

Craft and object art along with visual arts continue to be the most popular art forms to participate in, both of which 25% of Otago residents participate in. Ngā Toi Māori and performing arts are also popular, with around one in five residents having taken part in them in the last 12 months.

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 in line with the national average and 2017 findings.

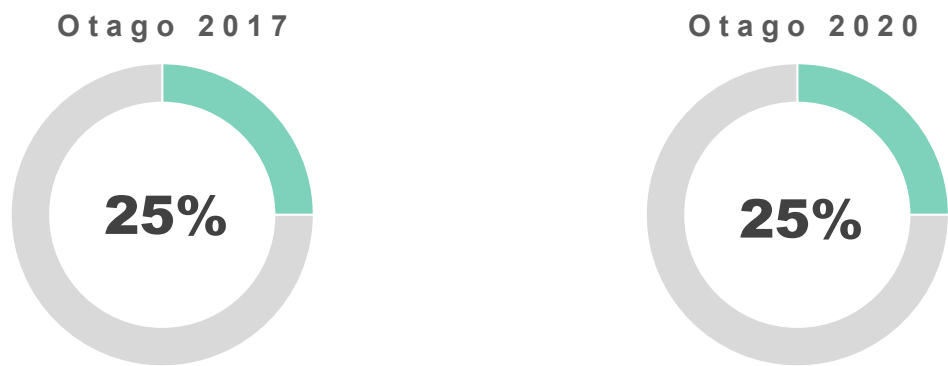
Further analysis of each art form (including sub-group differences) is presented in the following slides.

*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?

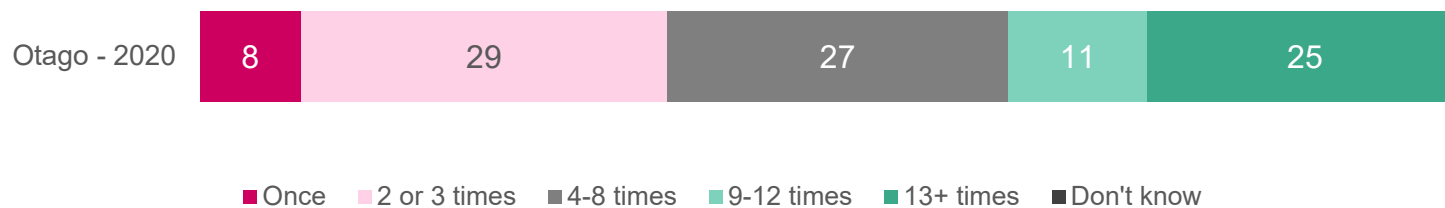
%



Base: All Otago residents 2017 (n=148); 2020 (n=319)

Q

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



Base: All Otago residents who have participated in craft and object arts in 2020 (n=81)

COMMENTARY

Twenty five percent of Otago residents have participated in craft and object art in the last 12 months, consistent with 2017.

One quarter of those who participate do so frequently (more than 12 times in the last 12 months).

Frequency of participation is not shown for 2017 due to a relatively low base size.

Sub-group differences in Otago:

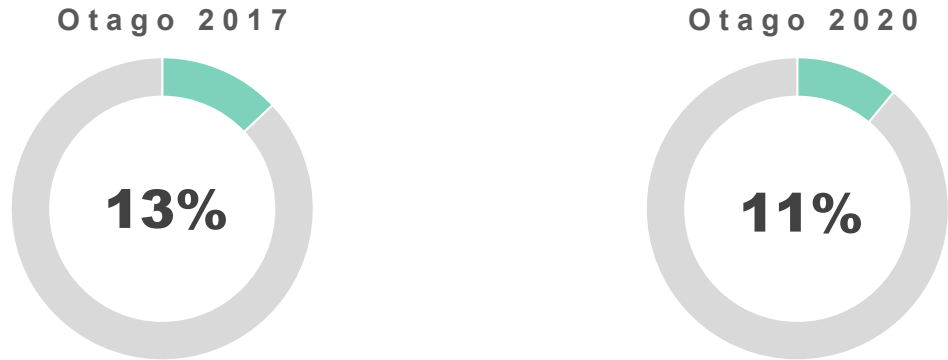
Women (41%) are more likely than average (25%) to participate in craft and object art, while men are less likely to (9%).

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?

%



Base: All Otago residents 2017 (n=148); 2020 (n=319)

COMMENTARY

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

Frequency of participation is not shown due to relatively low base sizes.

Sub-group differences in Otago:

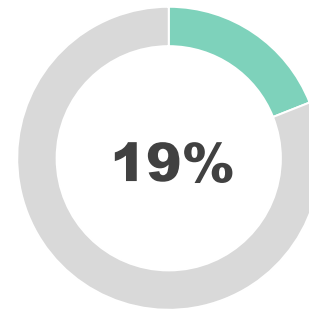
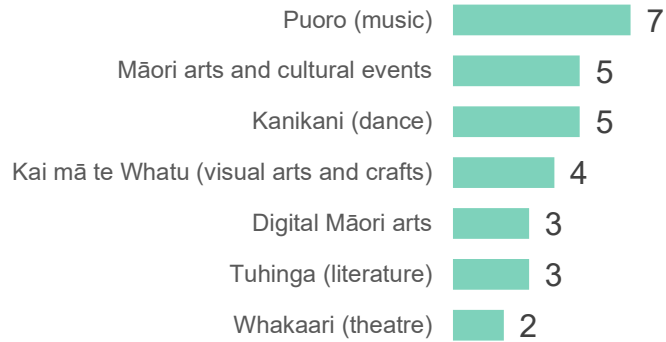
Asian New Zealanders (23%) are more likely than average (11%) to participate in literary arts.

Ngā Toi Māori participation

Q

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

%

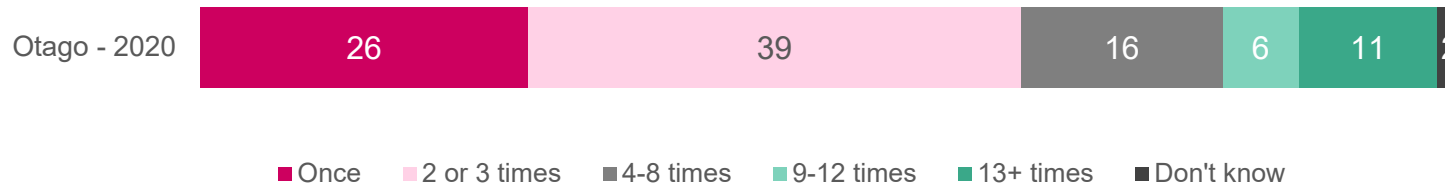


Nett participated

Base: All Otago residents 2020 (n=319)

Q

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



Base: All Otago residents who have participated in Ngā Toi Māori 2020 (n=68)

COMMENTARY

Nineteen percent of Otago 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.

Forty three percent of Māori in Otago have participated in Ngā Toi Māori. Participation is by no means confined to Māori, with 18% of New Zealand Europeans and 30% of Asian New Zealanders having participated.

Of those who participate, 17% do so on a regular basis (at least nine times in the last 12 months).

Sub-group differences in Otago:

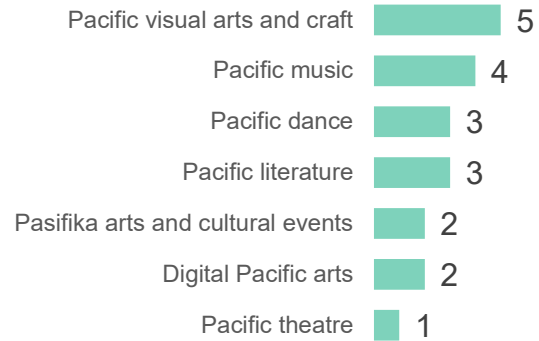
Younger people (aged 15-39) are more likely to have participated in Ngā Toi Māori in the last 12 months than average (28% vs. 19%). Those aged 60+ (9%) are less likely to participate than average.

Pacific arts participation

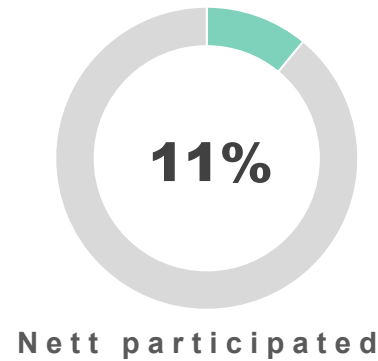
Q

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

%



Base: All Otago residents 2020 (n=319)



COMMENTARY

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

The most popular Pacific arts activities are visual arts and craft and music. We cannot comment on the extent to which Pacific peoples participate due to a low base size.

In addition, frequency of participation is not shown due to relatively low base sizes.

Sub-group difference:

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?*

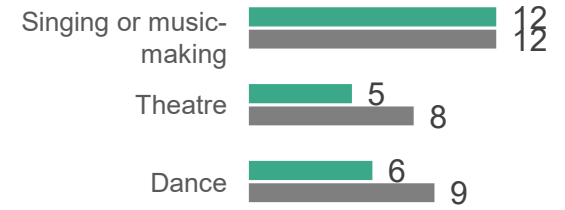
Otago 2017 Otago 2020



Base: All Otago residents 2017 (n=148); 2020 (n=319)

Q *Which of these were you actively involved in?*

■ Otago - 2020
■ Otago - 2017



Base: All Otago residents 2017 (n=148); 2020 (n=319)

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

Otago - 2020



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

Base: All Otago residents who have participated in the performing arts in 2020 (n=60)

COMMENTARY

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

Singing or music making continues to be the favourite type of performing arts to participate in. Levels of participation in the different types of art form are consistent with those of 2017.

Twenty nine percent of those who participate take part on a regular basis (at least nine times in the last 12 months). Frequency of participation is not shown for 2017 due to a relatively low base size.

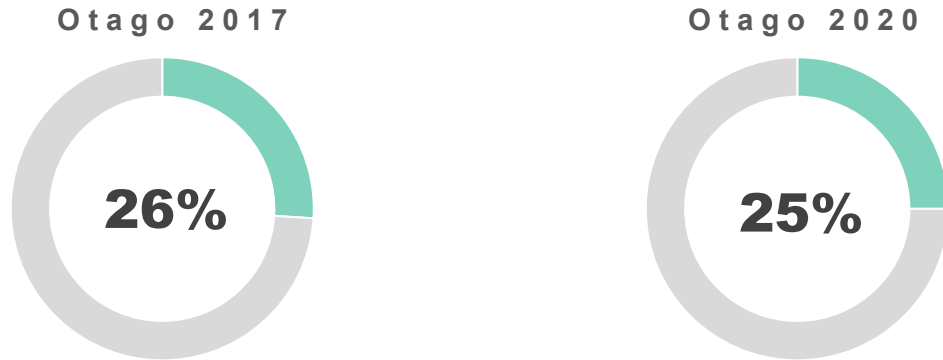
Sub-group differences in Otago:

Asian New Zealanders are more likely to participate in performing arts than average (31% vs. 18%).

Q

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

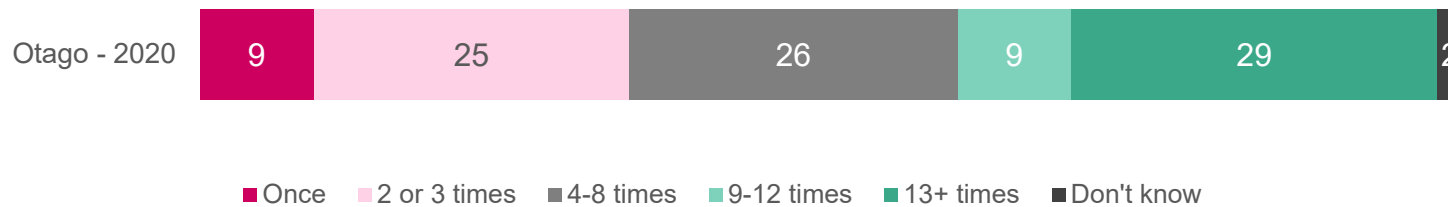
%



Base: All Otago residents 2017 (n=148); 2020 (n=319)

Q

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



Base: All Otago residents who have participated in the visual arts in 2020 (n=79)

COMMENTARY

One quarter of Otago residents have participated in craft and object art in the last 12 months. This is in line with 2017.

Of those who participate, three in ten participate frequently (more than 12 times in the last 12 months). Frequency of participation is not shown for 2017 due to a relatively low base size.

Sub-group differences in Otago:

Younger people (aged 15-39) are more likely than average to have participated in visual arts (34% vs. 25%).

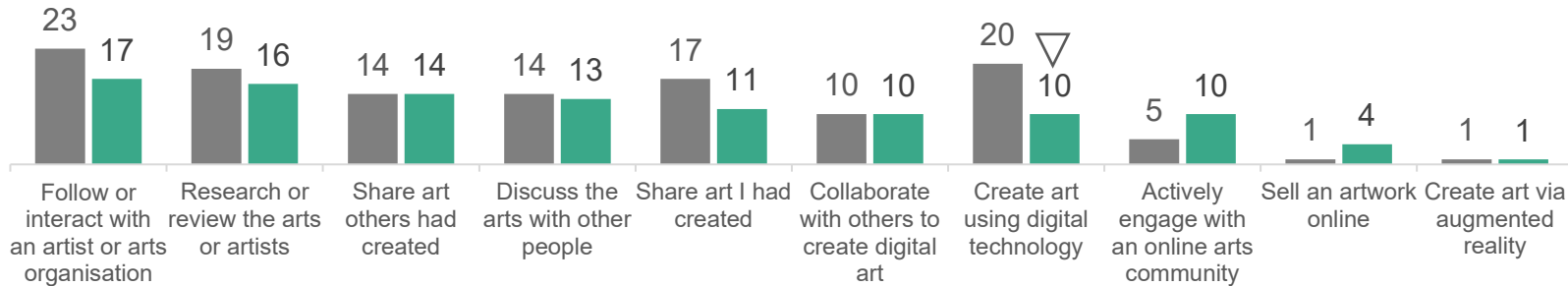
Use of digital technology for arts activities

Q

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

%

■ Otago - 2017 ■ Otago - 2020



COMMENTARY

Digital technology continues to provide different avenues for Otago residents to engage with the arts, though the novelty of some of these technologies may be wearing off. Thirty nine percent of residents have used digital technology for arts activities. This compares to 47% in 2017, albeit the decline is not statistically significant.

The most popular activities remain following or interacting with an artist or arts organisation (17%) and researching or reviewing the arts or artists (16%).

There has been a decrease in creating art using digital technology from 20% to 10%. The proportion of those who engage with an artist or arts organisations (17%) has also decreased (from 23% in 2017), albeit this difference is not statistically significant.

Sub-group differences in Otago:

Women (45%) are more likely than average (39%) to have used digital technology for arts activities, while men are less likely to (32%).

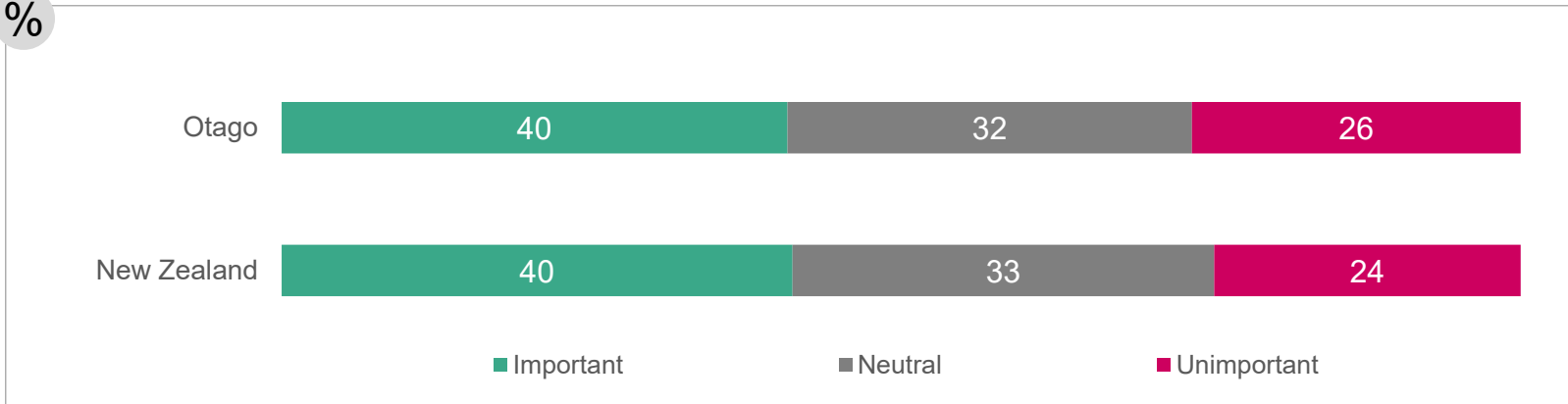


PERCEIVED IMPACT ON WELLBEING AND SOCIETY

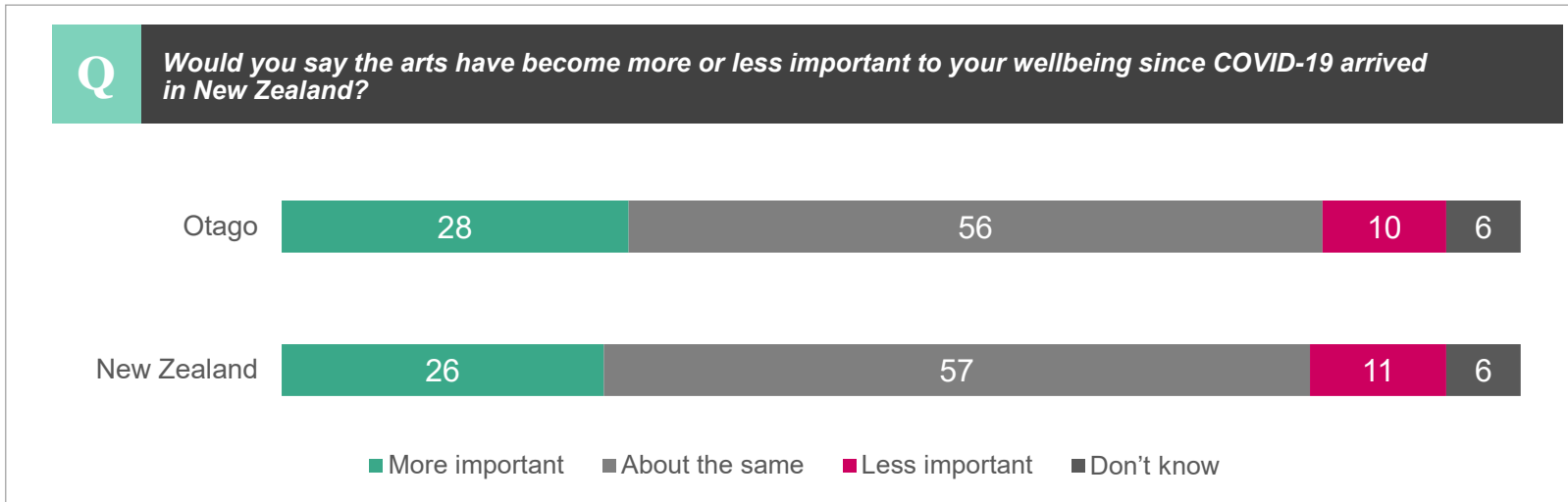
Importance of the arts to wellbeing

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.

Two in five Otago residents feel that the arts is important to their personal wellbeing, which is in line with the average for all New Zealanders (also 40%).

In addition, COVID has had a sizeable impact on how much residents value the arts. Twenty eight percent say the arts are more important to their wellbeing since the COVID-19 pandemic arrived in New Zealand, while 10% say it is less important. Again, this is line with the national average.

Sub-group differences in Otago:

Women are more likely than average to say that the arts are important to their wellbeing (46% vs. 40%), while men are less likely to (33%).

Women are also more likely than average to say the arts has become more important to their wellbeing since COVID-19 arrived in New Zealand (35% vs. 28%), while men are less likely to (22%).

Reasons why the arts is important for personal wellbeing

Q

For what reasons do you say that?

%

LEADING RESPONSES



COMMENTARY

Forty percent of Otago 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.

Their reasoning relates to positive emotions such as enjoyment and providing opportunity for creativity and self-expression. Some respondents mentioned the role the arts play spreading cultural awareness, and many acknowledge that the arts are important in general.

Quotes

I couldn't live without creativity in my life. Art is exciting and thought provoking.

Woman, 50-59, NZ European, Otago

Helps to release and foster creativity and also engage in critical, extended thinking.

Woman, 18-29, NZ European, Pacific peoples, Otago

It allows me to be involved with my culture and to learn about other cultures within my community, so expanding to the total well being of the society.

Man, 70+, NZ European, Māori, Otago

Reasons why the arts improve society

Q

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

%

LEADING RESPONSES



COMMENTARY

Sixty two percent of Otago 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, intercultural understanding, community cohesion, mental stimulus and joy.

Quotes

It makes the population aware of our culture through art.

Woman, 60-69, NZ European , Otago

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

Many of the arts are collaborative and being part of a joint effort is very rewarding. Taking time to read, listen to music, watch theatre/film etc is often relaxing and so reduces stress as well as encouraging thinking differently to how you might normally - aids empathy.

Woman, 50-59, Māori, Otago

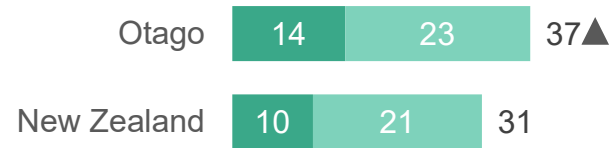


IMPACT OF COVID-19

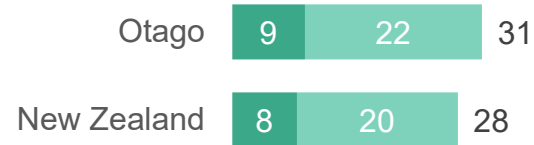
Q How much do you agree or disagree with the following?

%

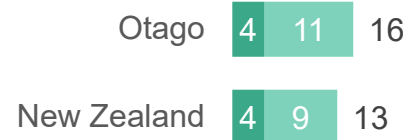
Arts and culture have supported my wellbeing during the COVID-19 crisis



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 seven percent of residents say the arts has supported their welfare during the pandemic, which is higher than the national average (31%).

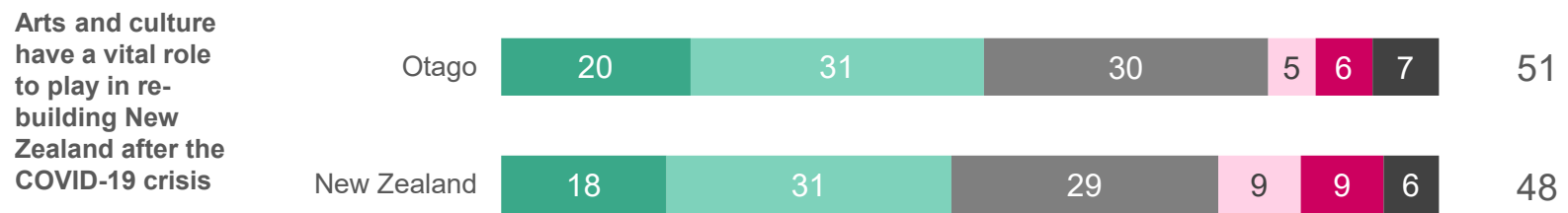
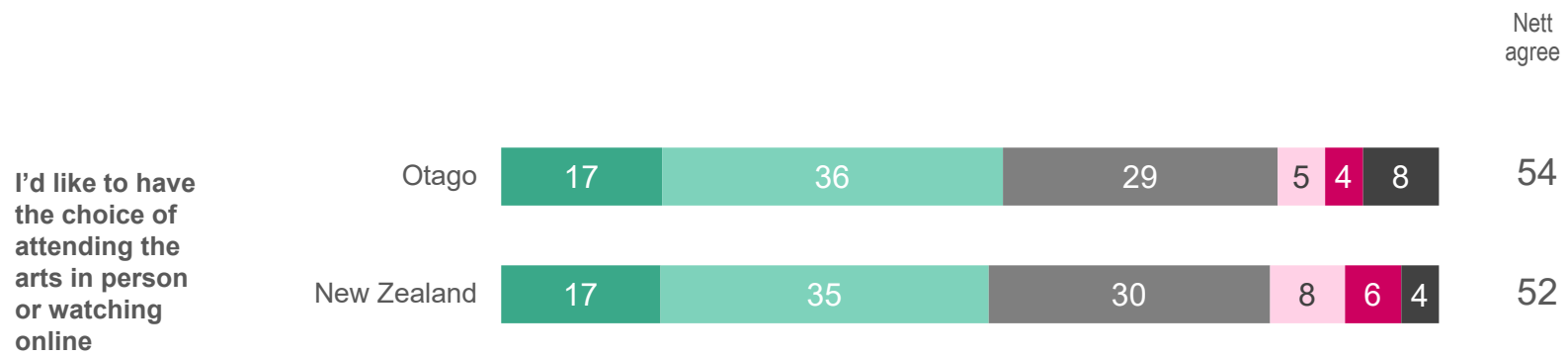
The pandemic has also changed how people engaged with the arts. Thirty one percent say they watched more activities online since the lockdown. Finally, COVID-19 has even acted as a springboard for some residents to engage in new cultural activities (16%). These findings are in line with the national average.

Sub-group differences in Otago:

Women are more likely than average to say that the arts and culture supported their wellbeing during the COVID-19 crisis (45% vs. 37%), while men are less likely to (29%).

Those aged 60-69 (49%) and women (43%) are more likely than average (31%) to have watched more arts and cultural activities online since the March lockdown.

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



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

COMMENTARY

Otago residents would like to retain any online access to the arts which has developed in response to COVID-19. In future, 54% say they'd like to choose whether to attend the arts online or in person.

Just over half of residents feel the arts have a significant role to play in New Zealand's COVID-19 recovery.

These attitudes are in line with New Zealanders overall.

Sub-group differences in Otago:

Women are more likely than average men to say they would like the choice of attending the arts online or in person (61% vs. 54%), while men are less likely to (46%).

Women are also more likely than average to feel arts and culture have a vital role in rebuilding New Zealand after COVID-19 (66% vs. 51%), while men are less likely to (36%).



FOR FURTHER INFORMATION PLEASE CONTACT

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