

Survey findings for Palmerston North 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 Palmerston North. 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.



199

ONLINE INTERVIEWS

With adults aged 15+ living in Palmerston North



FIELDWORK DATES

2 October to 2 November 2020



NATIONAL COMPARISON

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

METHOD

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

Historically *New Zealanders and the Arts* has been conducted using a telephone survey. In 2017 the decision was made to shift the survey to an online panel. The rationale for this was to future-proof the survey and to make it more affordable to increase the sample size to facilitate greater analysis of key groups of interest, including Māori, Pacific Peoples, Asian New Zealanders and the regions. This has also allowed local councils, such as Palmerston North City Council, to purchase additional sample, so they can better understand arts engagement in their own area.

SAMPLING

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

Weighting was also applied to ensure the final sample profile was representative of the Palmerston North 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 199 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 Palmerston North 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 Palmerston North in 2020 and the New Zealand sample are statistically significant. This is indicated on charts by grey triangles.

▲▼ = significantly higher / lower than all New Zealanders



SUMMARY

Executive Summary

Method: Online survey of 6,263 New Zealanders aged 15+ including 199 Palmerston North residents

Fieldwork: 2 October to 2 November 2020

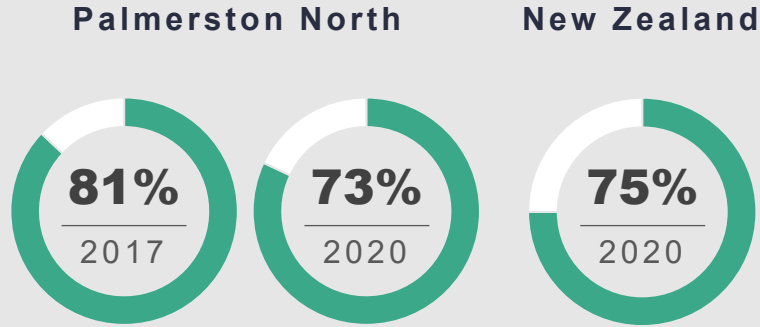
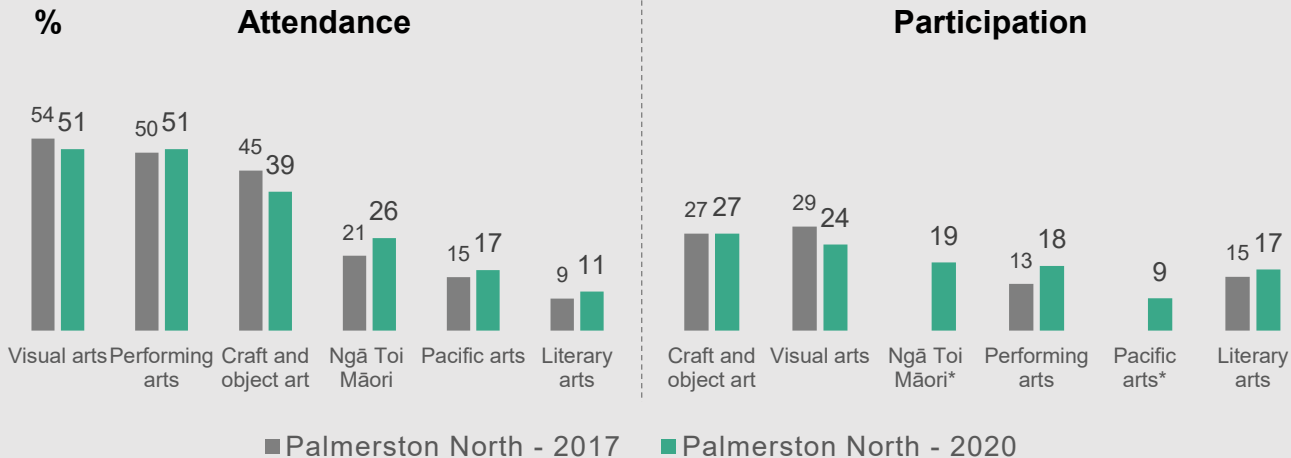
Margin of error for Palmerston North: +/- 6.9%

ENGAGEMENT WITH THE ARTS IN PALMERSTON NORTH

Seventy three percent of Palmerston North residents have attended or participated in the arts in the last 12 months.

This is lower than 2017 yet consistent with the national level of engagement. Indeed the decline in engagement in Palmerston North from 2017 echoes the decline observed across the nation (from 80% in 2017 to 75% in 2020).

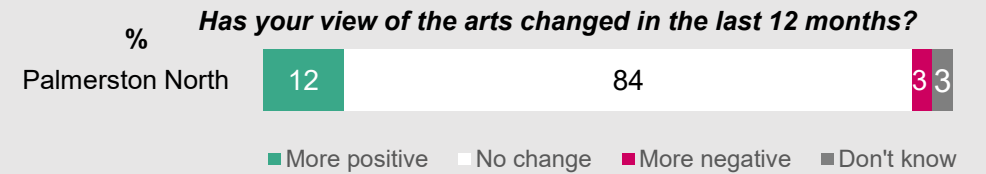
The results indicate this is a result of a decline in attendance in craft and object art, and a decline in participation in visual arts (albeit, neither of these differences are significant).



△▽ = significantly higher / lower than 2017

PALMERSTON NORTH'S RELATIONSHIP WITH THE ARTS

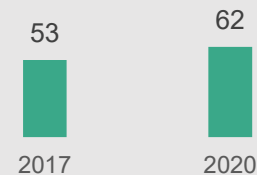
1 The overall impact of COVID-19 is an increase in positive feelings towards the arts



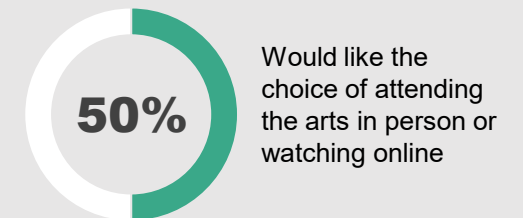
2 For some the arts are critical at a personal level, while the majority recognise the wider societal benefits



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



4 As well as demand for greater accessibility





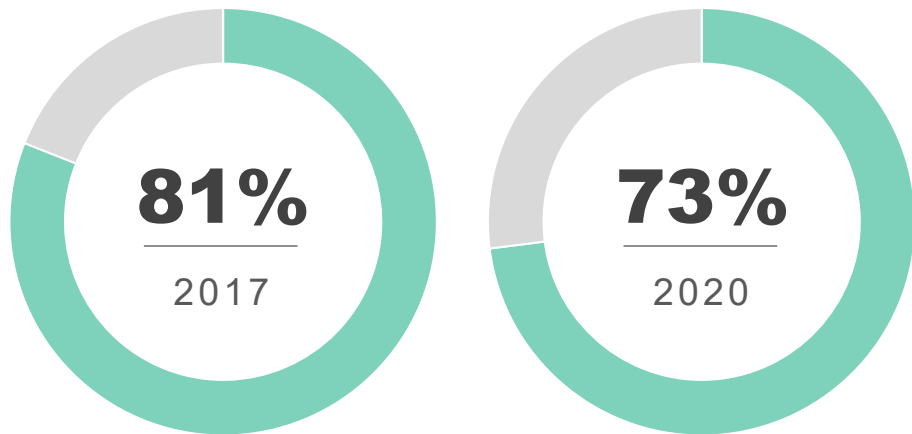
OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

Overall engagement

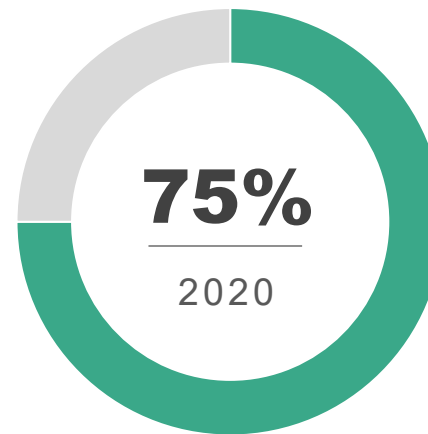
Q

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*

Palmerston North



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 three percent of Palmerston North residents have engaged with the arts in the last 12 months. This compares with 81% in 2017, albeit the difference is not significant and is in line with the national average (75%).

The decline in engagement reflects the national trend (engagement fell from 80% to 75%). The results indicate this is a result of lower attendance figures (as opposed to participation) due to COVID-19.

Sub-group differences in Palmerston North:

Residents aged 40-59 years (84%) and women (81%) are more likely than average (73%) to be engaged, while men are less likely to be (65%).

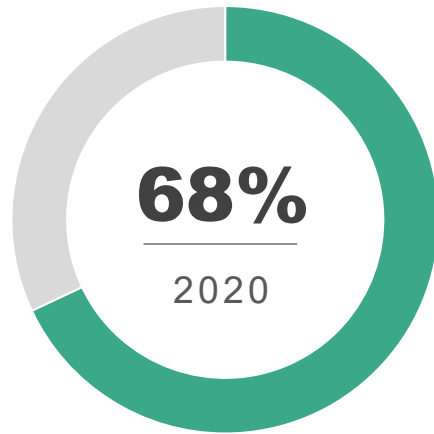
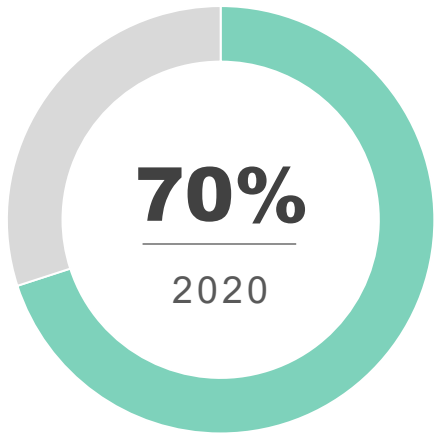
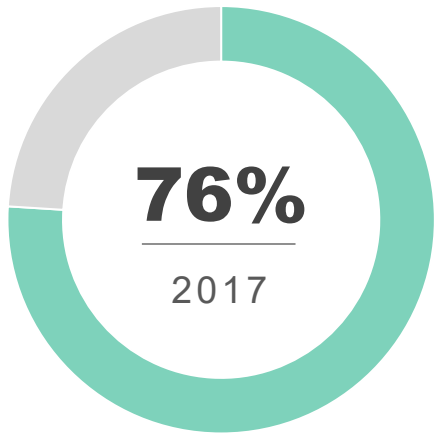
Q

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*

COMMENTARY

Palmerston North

New Zealand



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

A total of 70% of Palmerston North residents have attended at least one arts event or location in the last 12 months. This compares to 76% in 2017, albeit the difference is not statistically significant.

This indicative decline in attendance is likely due to a lack of opportunity rather than a growing disinterest in the arts.

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

Sub-group differences in Palmerston North:

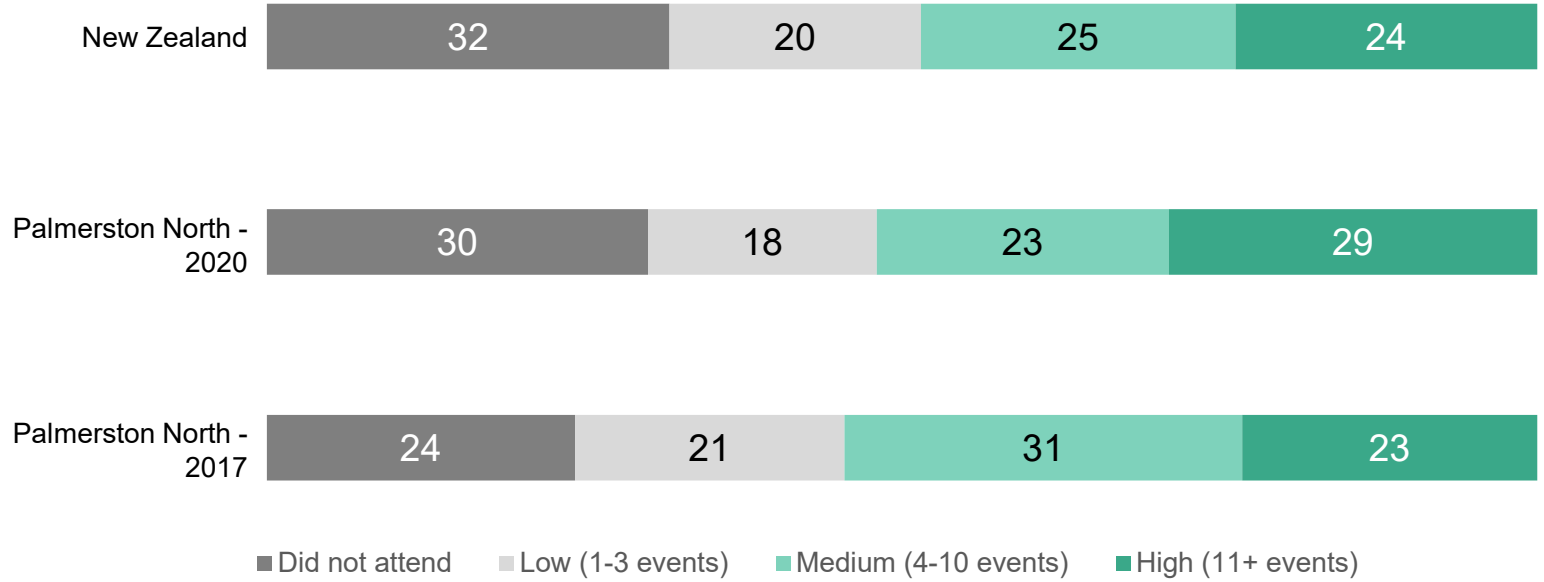
Residents aged 40-59 years are more likely than average to have attended the arts (82%, vs. 70%).

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.

Around half of Palmerston North residents attend arts events or locations reasonably frequently, 52% attend more than three times a year, and 29% attend more than ten times a year.

The proportion of residents attending more than 10 times a year is higher than the national average (29%, vs. 24%), albeit not significantly.

Sub-group differences in Palmerston North:

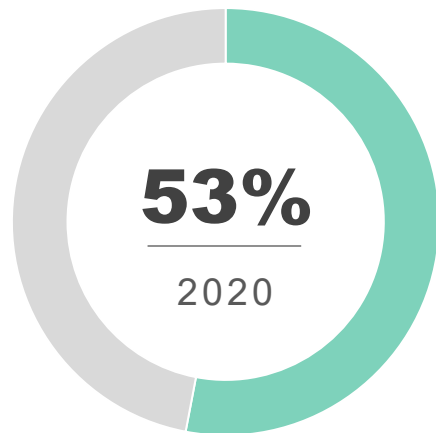
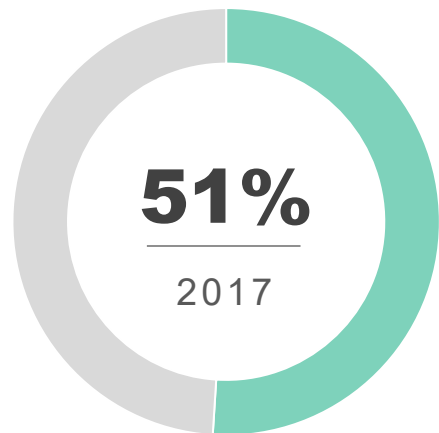
Residents aged 40-59 years are more likely than average to have attended more than 10 events in the last 12 months (41%, vs. 29%), while 15-39 year olds are less likely (21%).

Overall participation

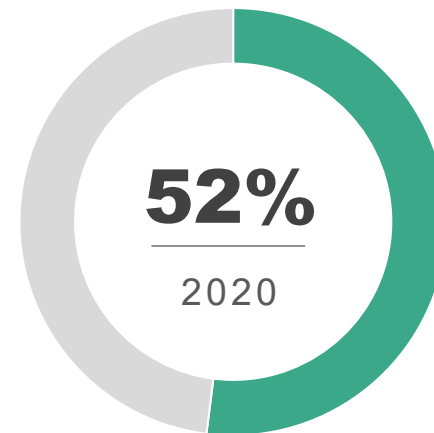
Q

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*

Palmerston North



New Zealand



COMMENTARY

At a first glance participation has proved more resilient to COVID-19 than attendance. It is 53% in 2020, which is consistent with 2017 and in line with the national average.

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.

Sub-group differences in Palmerston North:

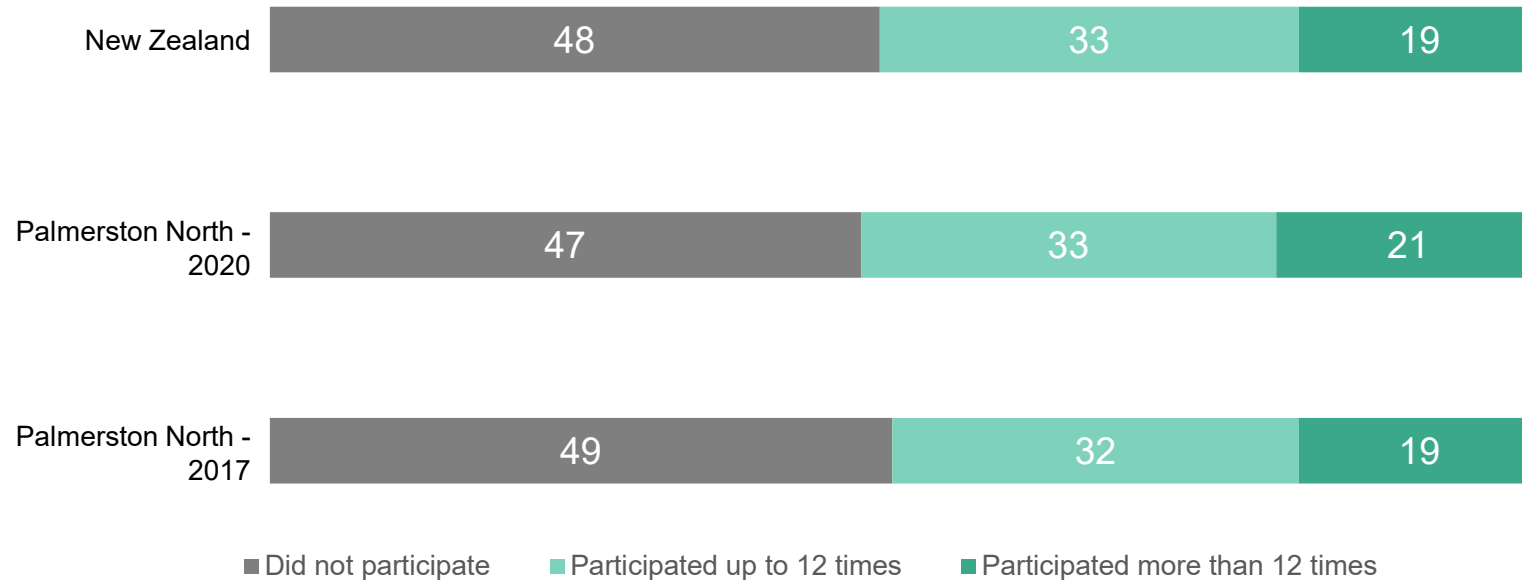
Women are more likely than average to have participated in the arts in the last 12 months (66%, vs. 53%), and men less likely (39%).

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 Palmerston North residents participate in the arts on a regular basis (more than 12 times a year). This is consistent with 2017 and the national average (19%).

Sub-group differences in Palmerston North:
There are no sub-group differences of note.



ARTS ATTITUDES

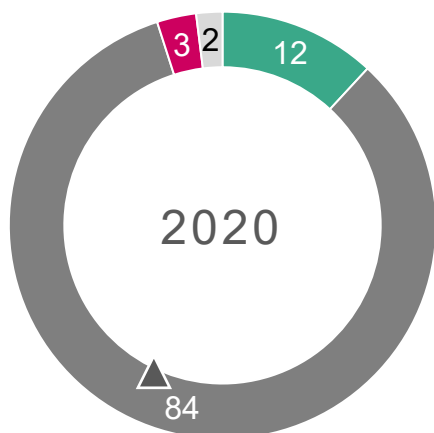
Change in overall perception of the arts

Q

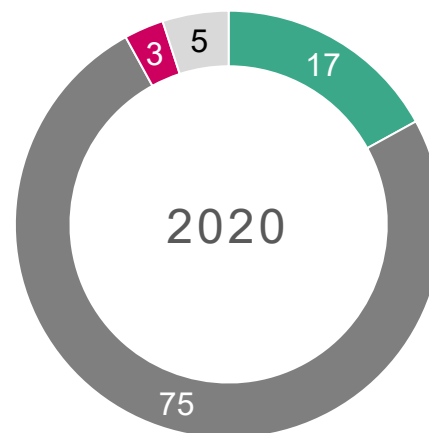
Has your view of the arts changed in the last 12 months?

COMMENTARY

Palmerston North



New Zealand



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

Overall, there have been some positive shifts in how Palmerston North residents feel about the arts. This reflects the national trend, albeit the upwards trend is less pronounced in Palmerston North.

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

Twelve percent of Palmerston North residents feel more positive about the arts, while only 3% feel more negatively. The majority (84%) say their view is unchanged.

The proportion who are more positive is lower than the national average (17%) albeit the difference is not statistically significant.

Sub-group differences in Palmerston North:

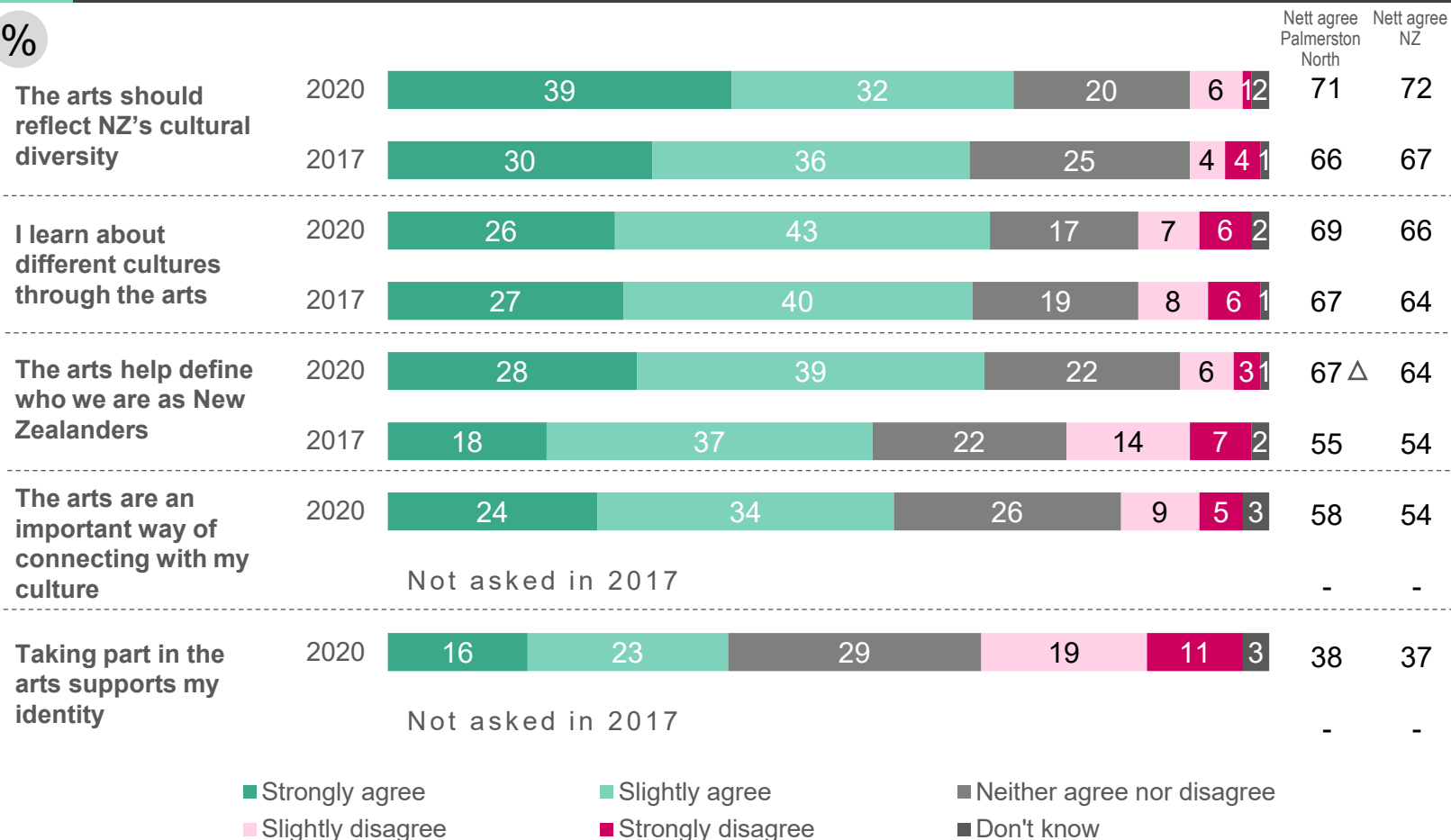
There are no sub-group differences of note.

Attitudes towards the arts: Culture and identity

Q

How much do you agree or disagree?

%



COMMENTARY

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

Seventy one percent agree the arts should reflect New Zealand's cultural diversity and 69% say they learn about different cultures through the arts. These views are in line with the national average and consistent with 2017.

More residents now agree the arts help define who we are as New Zealanders (67%, vs. 55% in 2017) and this is also broadly consistent with New Zealanders overall.

For most residents the arts are also an important way of connecting with their culture (58% agree) and taking part in arts can help support their identity (38% agree).

Sub-group differences in Palmerston North: Residents on lower incomes (up to \$50k) are more likely than average to agree that the arts help define who we are as New Zealanders (82%, vs. 67%). This group is also more likely to agree that taking part in the arts supports their identity (55%, vs 38%). Conversely, those on higher incomes (more than \$100k) are less likely than average to agree with this statement (22%).

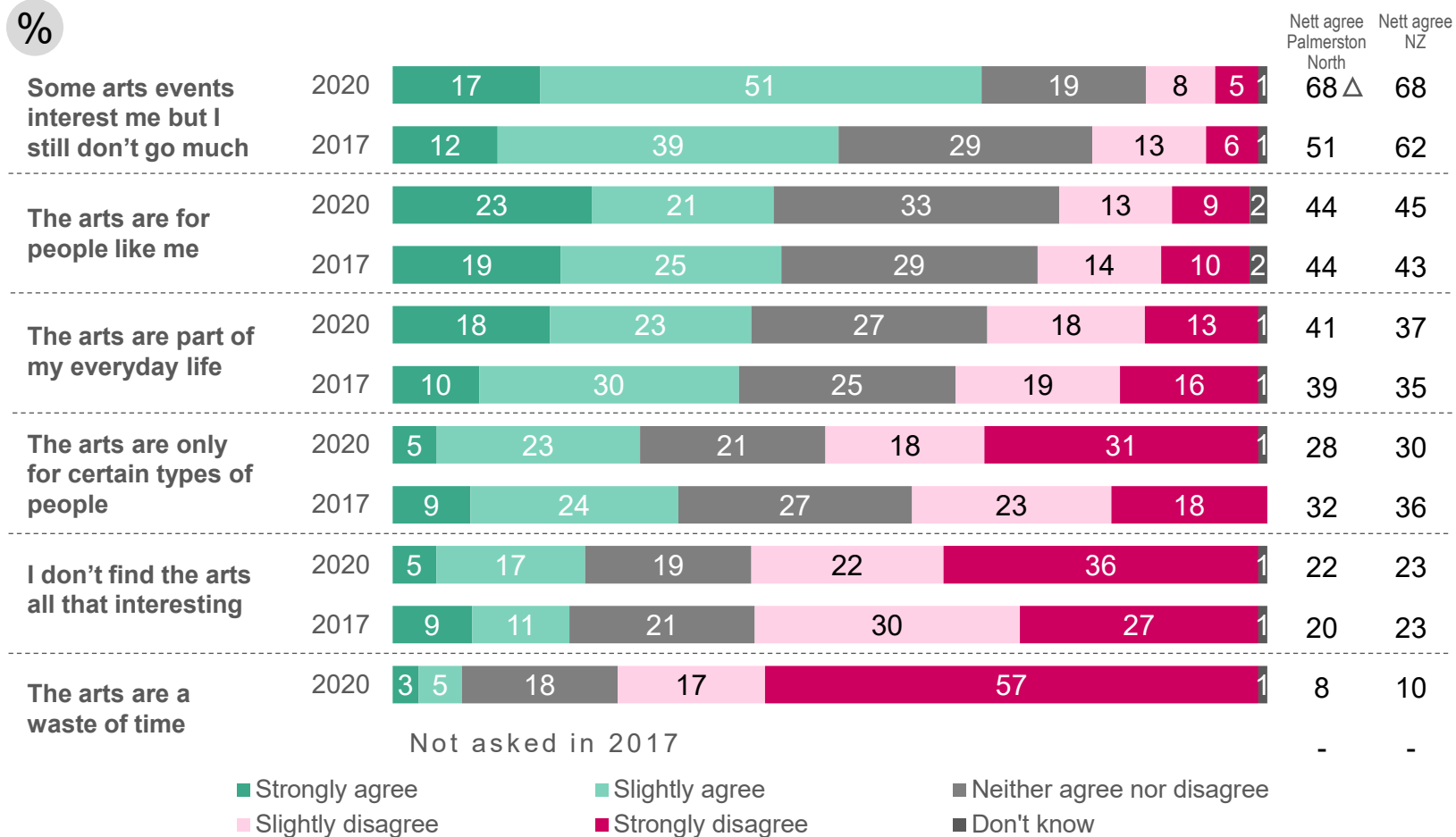
Those who identify as NZ European are less likely than average to feel they can connect to their culture through the arts (52%, vs. 58%).

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

Q

How much do you agree or disagree?

%



COMMENTARY

Generally Palmerston North residents personal connection to the arts is consistent with New Zealanders overall. 44% say the arts are for people like me and 41% say the arts are an everyday part of their life.

Only a minority say the arts aren't that interesting (22%) or a waste of time (8%) with most disagreeing with these propositions.

Twenty eight percent think the arts are only for certain types of people. The proportion who disagree with this statement has increased from 41% in 2017 to 49% (albeit the difference is not significant). This suggests that residents feel the arts are becoming more inclusive.

However, there is an opportunity to improve arts events attendance. Sixty eight percent of Palmerston North residents say they are interested in some arts events but still don't go much. This is higher than 2017 (51%), potentially reflecting a lack of opportunity due to COVID-19.

Sub-group differences in Palmerston North:

Men are more likely than average to agree the arts are only for certain types of people (41%) and that they don't find them interesting (32%) while women are less likely to feel this way (16% and 13% respectively).

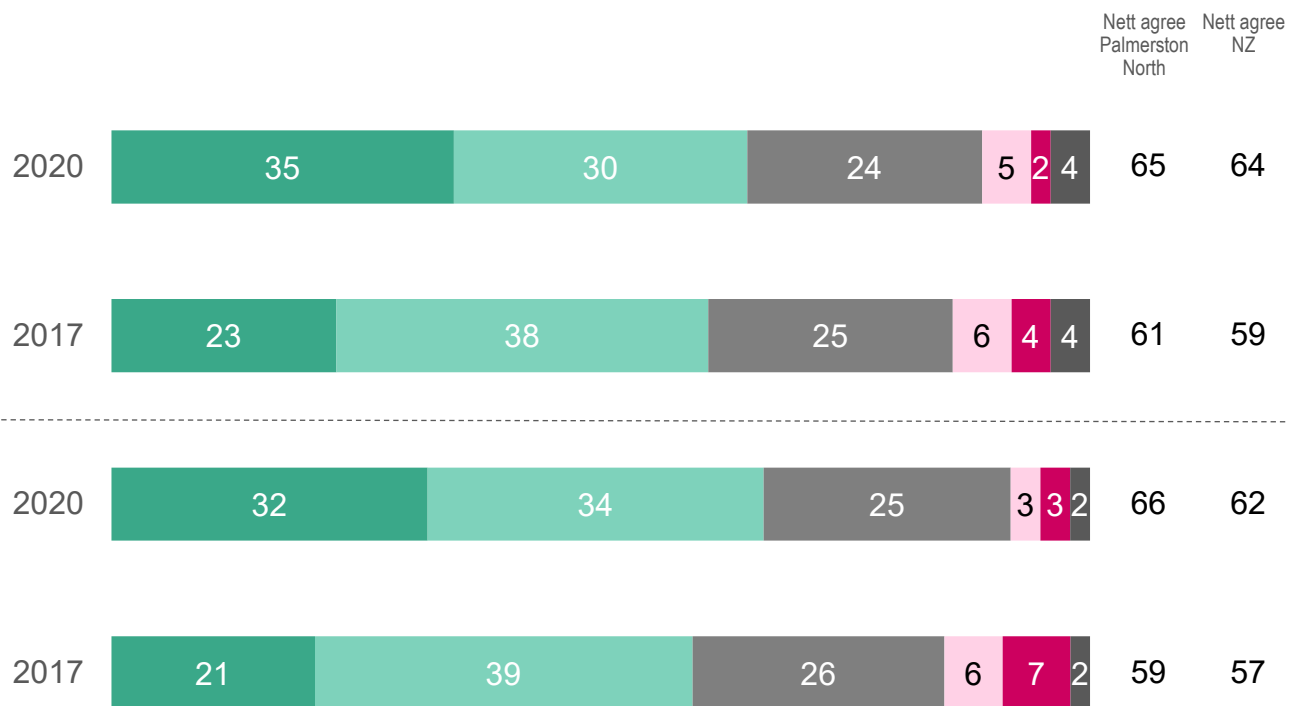
Older residents (60+) are less likely than average to say they don't find the arts interesting (10%, vs. 22%)

Attitudes towards the arts: How the arts benefit New Zealand

Q

How much do you agree or disagree?

%



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

COMMENTARY

There is growing positive sentiment among Palmerston North about how the arts benefit New Zealand.

Sixty five percent agree the arts contribute positively to the economy, compared to 61% in 2017. While 66% agree the arts help improve New Zealand society, compared to 59% in 2017. Neither of these differences are statistically significant but do follow a national pattern which is significant.

Further, the sentiment for both statements is deeper than before, with a significant increase in the proportion who strongly agree.

Agreement with both statements are broadly consistent with the national average.

Sub-group differences in Palmerston North:

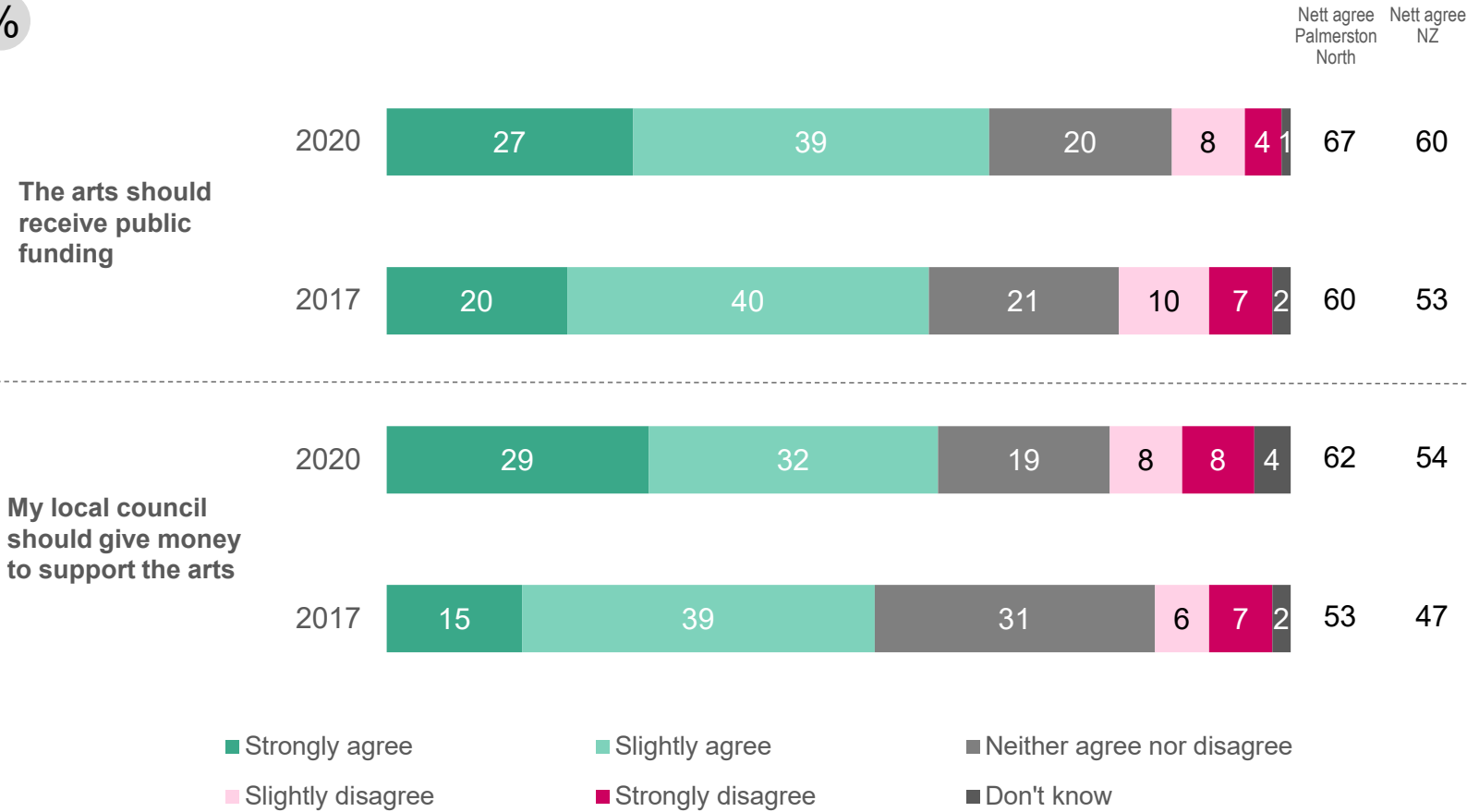
There are no sub-group differences of note.

Attitudes towards the arts: Funding support for the arts

Q

How much do you agree or disagree?

%



COMMENTARY

An upwards trend in terms of attitudes to the arts is feeding through into higher levels of support for public funding.

Sixty seven percent believe the arts should receive public funding and 62% agree local council should give money to support the arts. Agreement with both of these statements has grown since 2017, albeit the differences are not statistically significant.

In addition, the sentiment around public funding is deeper than before. Twenty nine percent of residents strongly agree the council should give money to support the arts, compared to 15% in 2017. The increase in the proportion who strongly agree with the other statement is not statistically significant.

The level of support for local funding of the arts in Palmerston North is relatively high compared to the national average (62%, vs. 54%), albeit the difference is not quite significant.

Sub-group differences in Palmerston North:

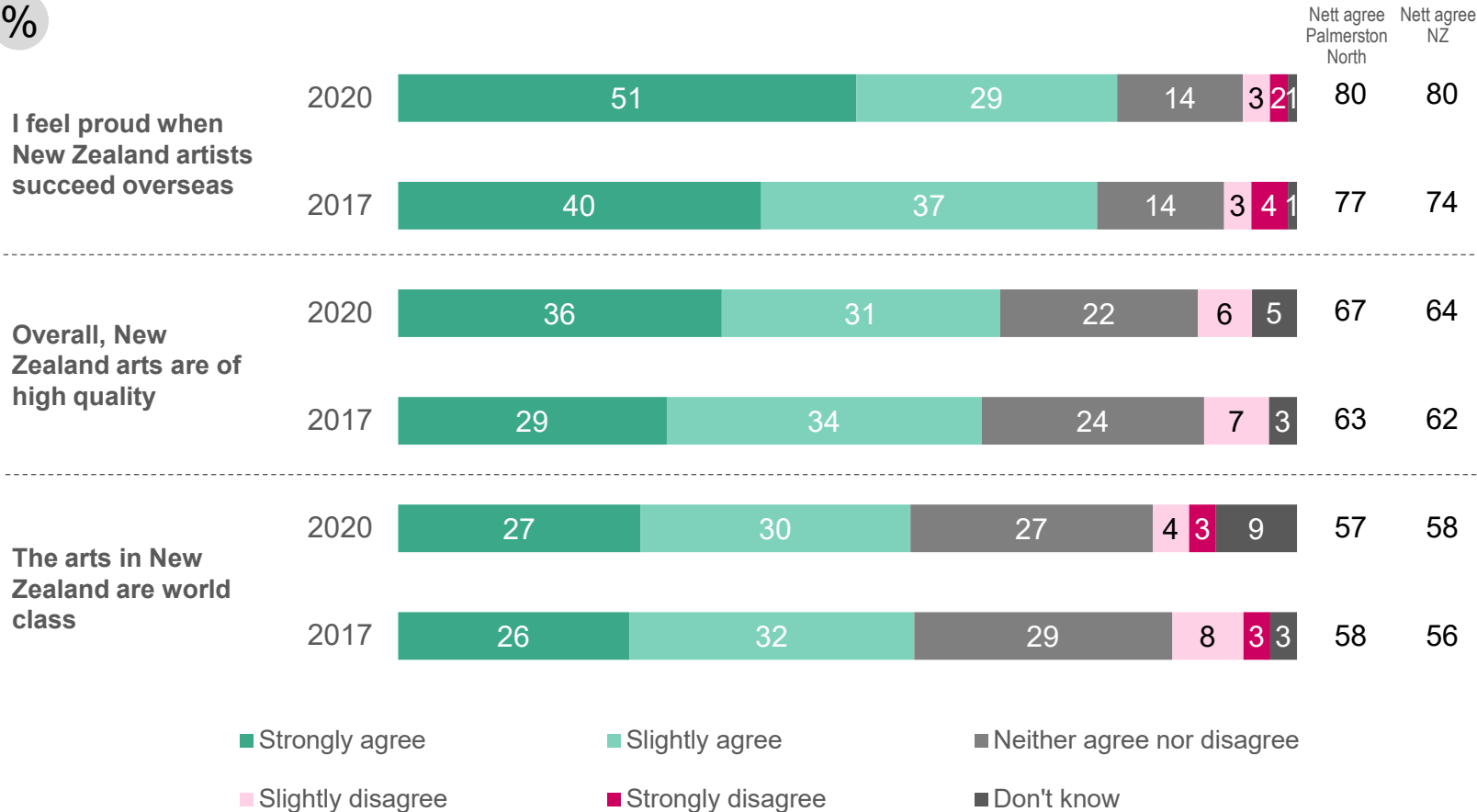
There are no sub-group differences of note.

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

Q

How much do you agree or disagree?

%



COMMENTARY

Palmerston North residents are positive about the quality of the arts in New Zealand, and are enthused when they see New Zealand artists succeed overseas.

The attitudes expressed are generally consistent with findings for 2017 and the national average.

There does appear to be a deepening of sentiment around pride in New Zealand artists and perceptions of the high quality of New Zealand arts, with a growing proportion of residents who strongly agree with this statements. In part, this could be a rally round the flag effect following COVID, which has been reflected in other research completed by Colmar Brunton.

Sub-group differences in Palmerston North:

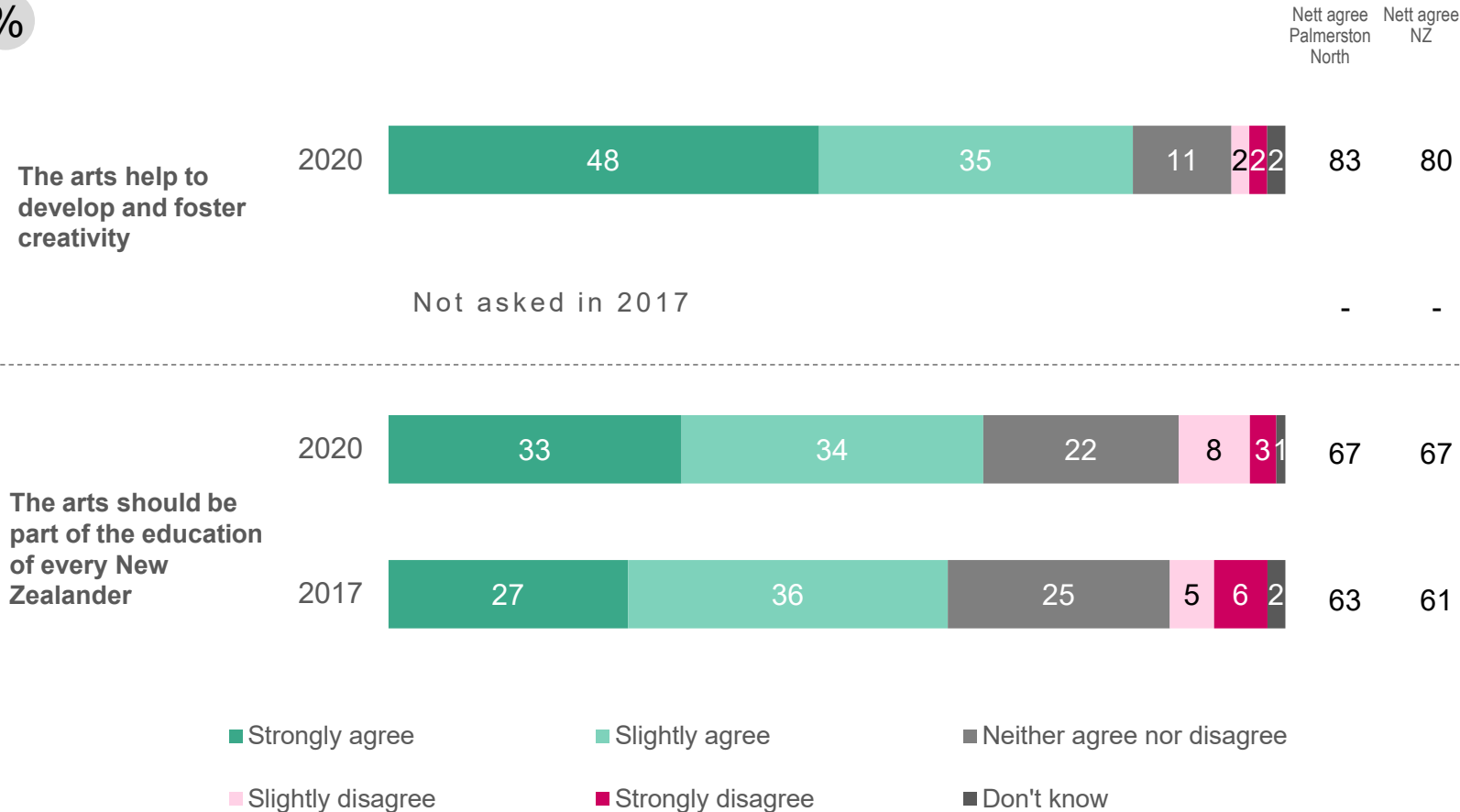
Residents on higher incomes (more than \$100k) are less likely than average to agree New Zealand arts are of high quality (49%, vs. 67%), while residents on lower incomes (up to \$50k) are more likely than average to agree the arts in New Zealand are world class (71%, vs. 57%).

Attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



COMMENTARY

Most Palmerston North residents recognise the value of the arts in fostering creativity, and this is broadly consistent with the national average.

This translates into broad support for the role of arts in education. Sixty seven percent of residents agree the arts should be part of the education of all New Zealanders. This is broadly consistent with 2017, and in line with the national average.

Sub-group differences in Palmerston North:

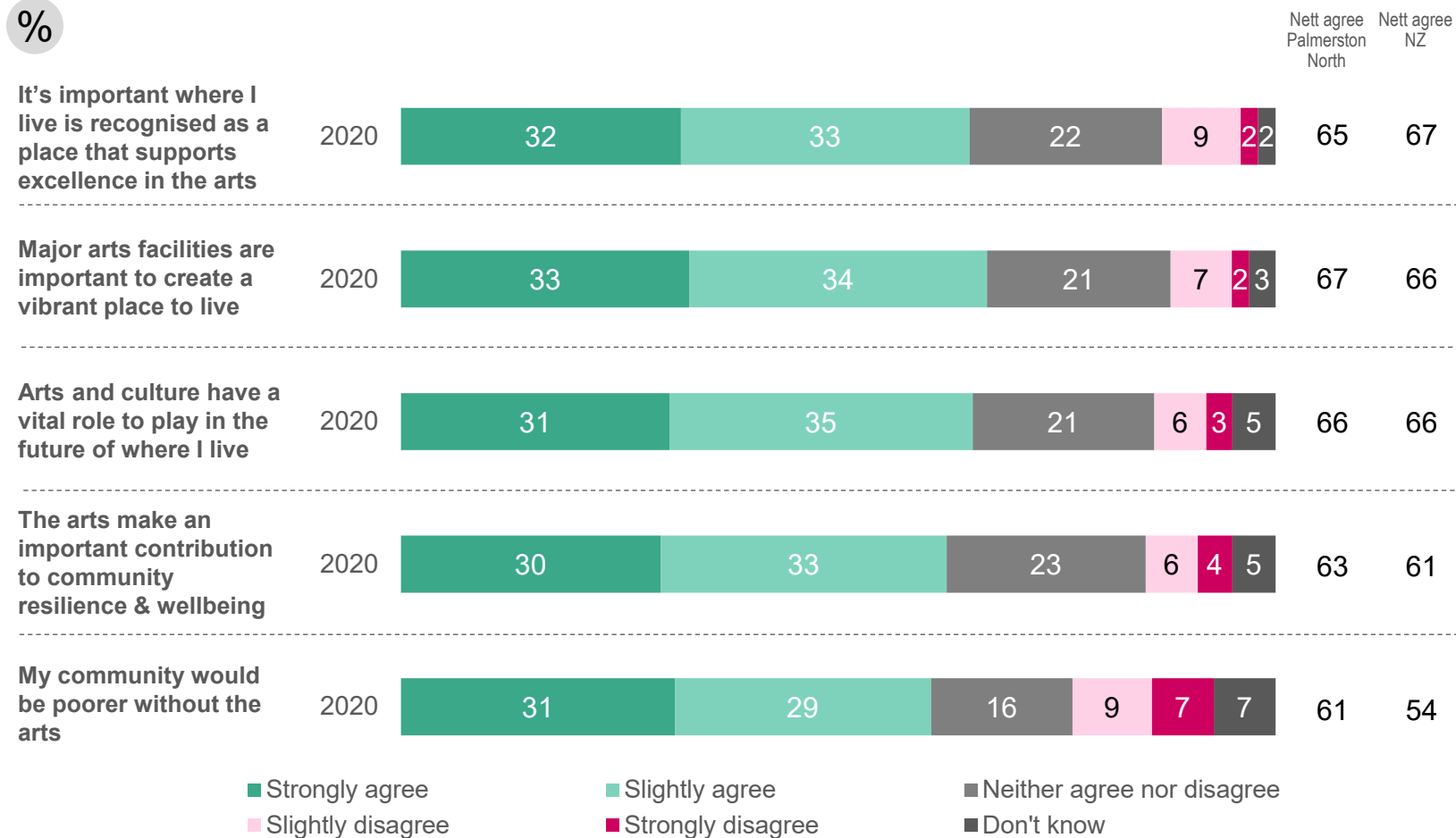
Residents on higher incomes (more than \$100k) are less likely to agree the arts help to develop and foster creativity (70%, vs. 83%).

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 Palmerston North residents are clear that the arts is a key part of the City's identity, and want it to be recognised as a place that supports the arts. They also feel that the arts make an important contribution to a community's resilience and wellbeing. These attitudes are in line with the national average.

Sixty one percent of residents believe their community would be poorer without the arts. This compares with 54% of New Zealanders overall, albeit the difference is not statistically significant.

Sub-group differences in Palmerston North:

Younger residents (15-39) are less likely than average to agree it is important that where they live is recognised as a place that supports excellence in the arts (55%) or that their community would be poorer without the arts (42%)

Higher income earners (more than \$100k) are less likely than average to view major arts facilities as important (49%).

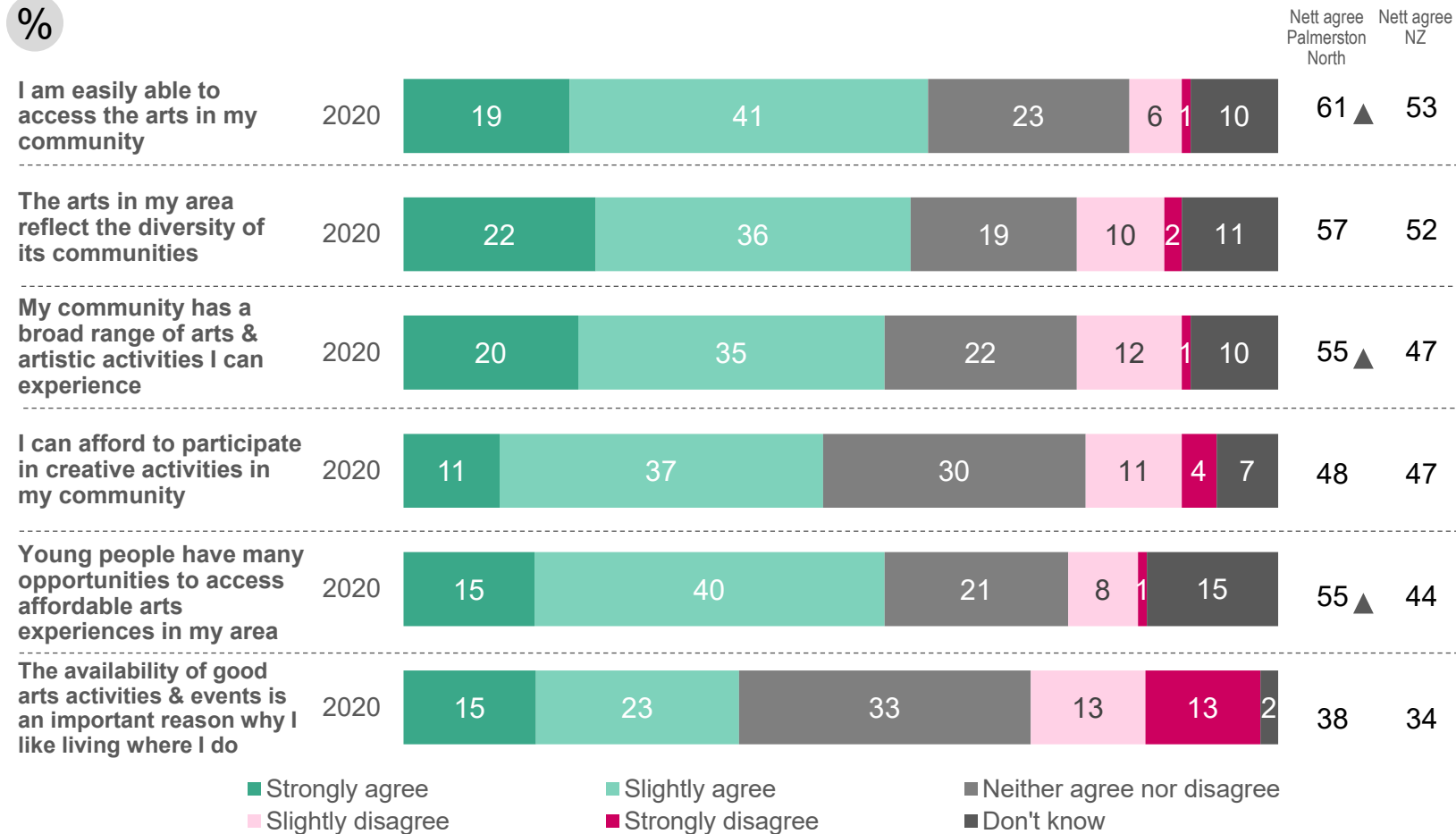
Residents aged 40+ are more likely than average to agree their community would be poorer without the arts.

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 Palmerston North residents feel positive about the accessibility and inclusivity of the arts in their community.

Sixty one percent agree they can easily access arts in their community. This is higher than the national average (53%). Fifty five percent agree their community has a broad range of arts and artistic activities they can experience and the same proportion agree young people have affordable access to the arts. Agreement with these statements is also higher than the national average.

Thirty eight percent of residents say the availability of arts activities and events is an important reason for why they live where they do. This is broadly consistent with the national average. Conversely 26% of people disagree with this statement.

Sub-group differences in Palmerston North:

Overall younger residents (15-39) are less likely than average to agree with many of these statements. Particularly that they have easy access to the arts in their community (51%, vs. 61%), there is a broad range of artistic experiences available (42%, vs. 55%), that they can afford to participate (38%, vs. 48%) or that young people have many opportunities to access affordable arts in their area (35%, vs. 55%). Further, this group is also less likely than average to agree that availability of good arts is an important reason why they live where they do (29%, vs. 38%).



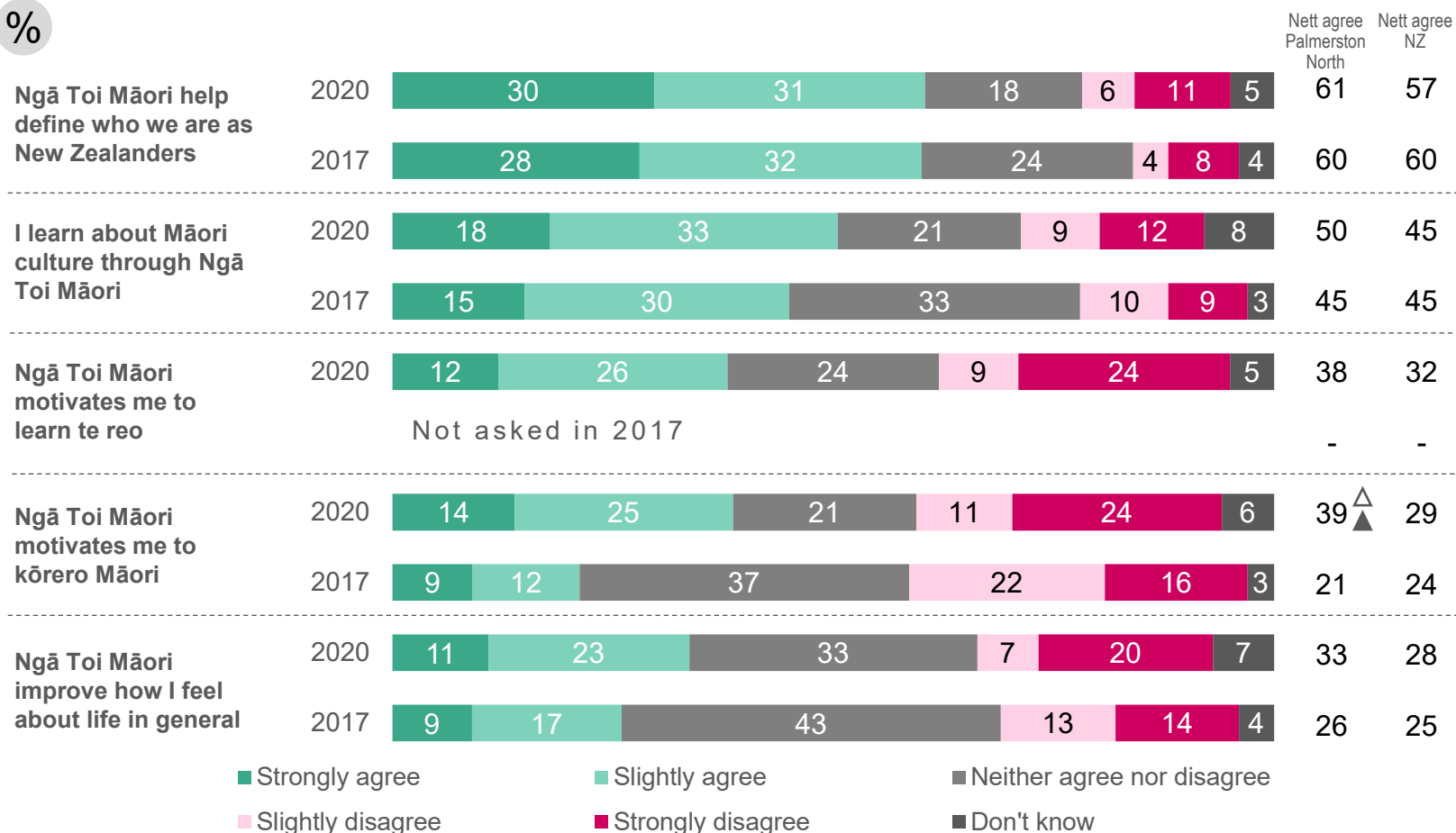
ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

Attitudes towards Ngā Toi Māori (Māori arts)

Q

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

%



COMMENTARY

Overall Palmerston North residents recognise multiple the benefits from Ngā Toi Māori.

Sixty one percent agree Ngā Toi Māori helps define who we are as New Zealanders, and 50% agree they learn about Māori culture through Ngā Toi Māori. These views are broadly consistent with the national average.

A third (33%) say Ngā Toi Māori improve how they feel about life in general. This is also broadly consistent with the national average.

The proportion of residents who feel motivated to kōrero Māori has increased since 2017 (39%, vs. 21%) and this is now higher than the national average (29%).

Due to relatively low base size (29 respondents) we cannot comment in depth on the results for the Māori sample in Palmerston North, but indicatively Māori are more positive about Ngā Toi Māori and have higher levels of motivation to learn te reo and kōrero Māori than average.

Sub-group differences in Palmerston North:

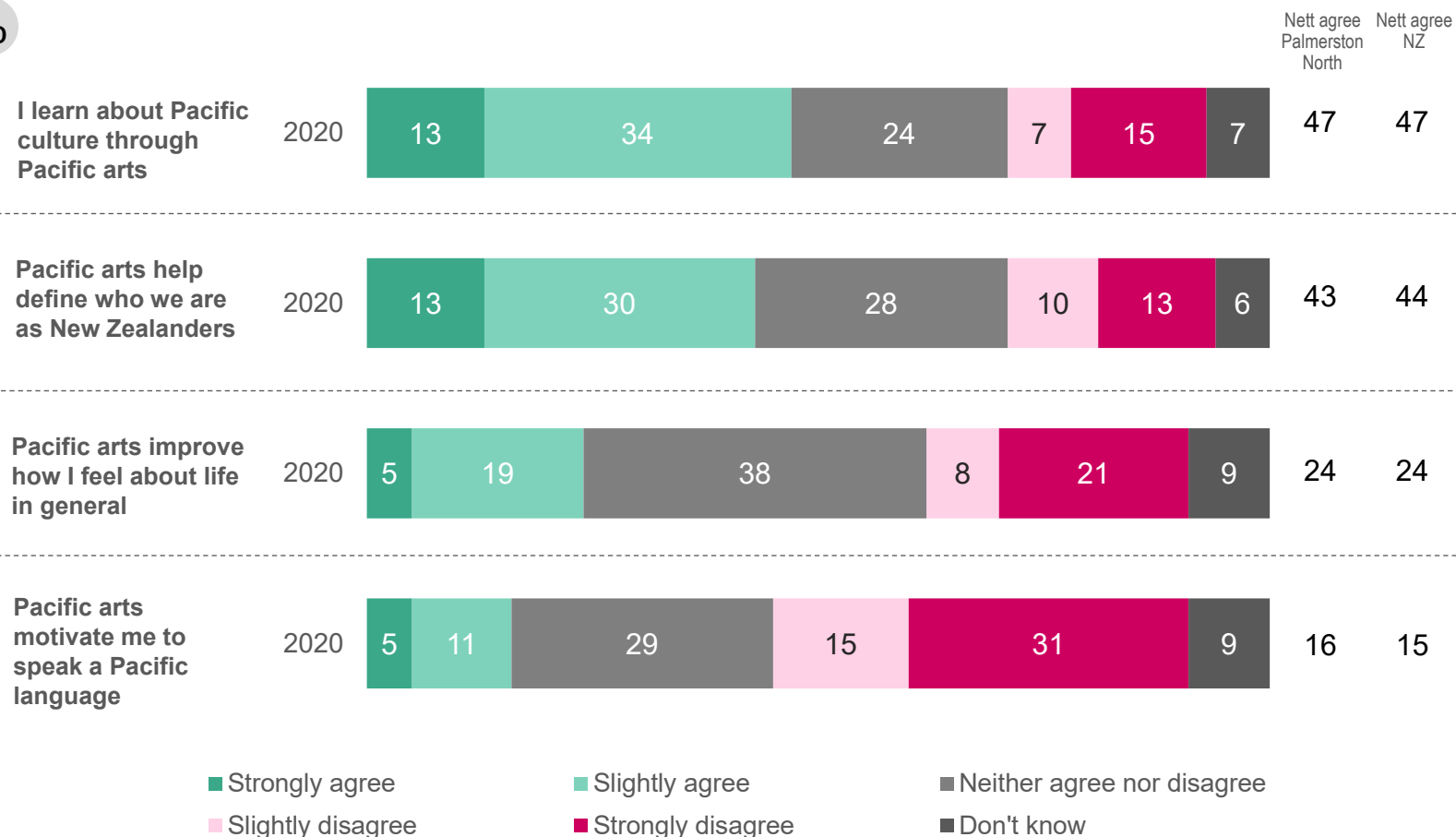
Older residents (60+) are less likely than average to learn about Māori culture through Ngā Toi Māori (29%, vs. 50%).

Attitudes towards Pacific arts

Q

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

%



COMMENTARY

Residents also recognise some of the benefits of Pacific arts although to a lesser extent than Ngā Toi Māori.

Forty seven percent agree they learn about Pacific culture through Pacific arts and 43% agree Pacific arts help define who we are as New Zealanders.

A quarter of residents (24%) feel Pacific arts improve how they feel about life in general and 16% feel motivated to speak a Pacific language.

Agreement with all of these statements are consistent with the national average.

Due to a low sample size we cannot comment on the results for the Pacific sample in Palmerston North.

Sub-group differences in Palmerston North:

Women are more likely than average to strongly agree that Pacific arts help define who we are as New Zealanders (20%, vs. 13%).

Residents aged 40-59 are more likely than average to learn about Pacific culture through Pacific arts (60%, vs 47%).

People who identify as NZ European are less likely than average to feel motivated by Pacific arts to to speak a Pacific language (12%, vs. 16%).



ATTENDANCE BY ARTFORM

Attendance by art form

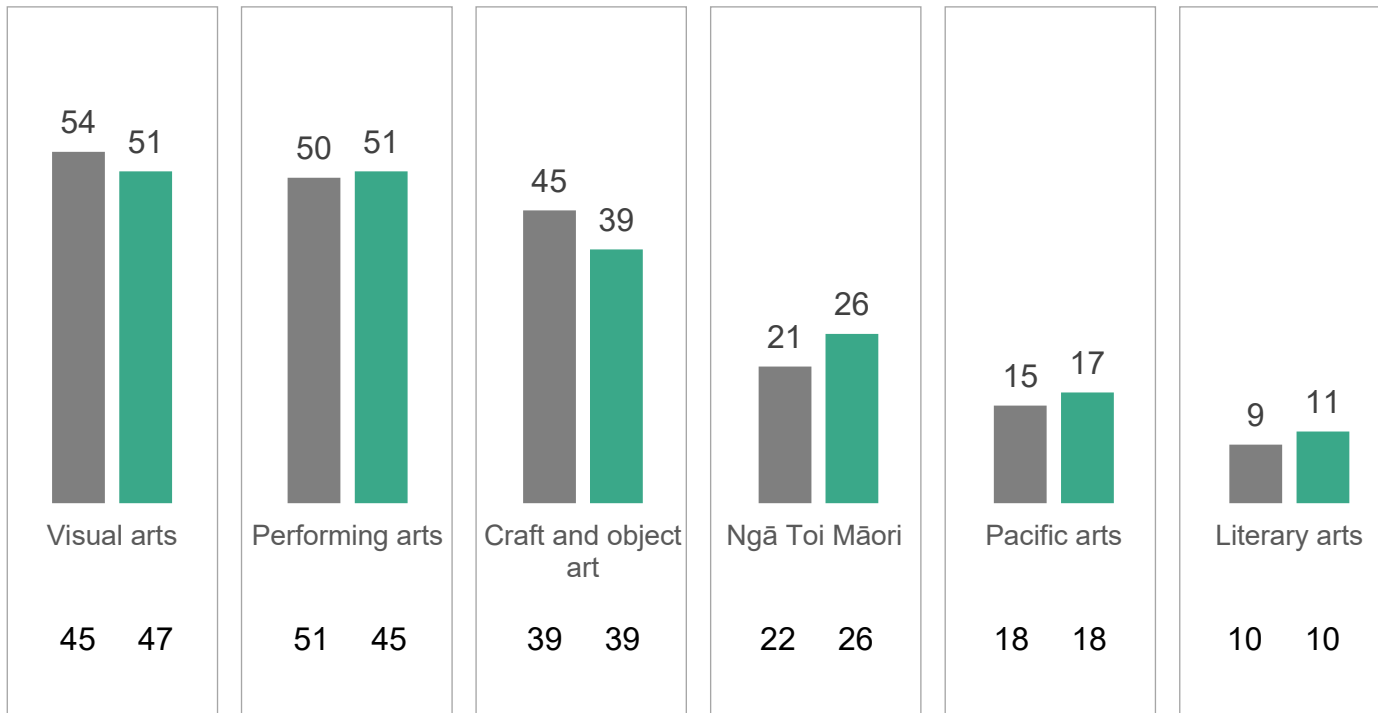
Q

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

%

■ Palmerston North - 2017

■ Palmerston North - 2020



COMMENTARY

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

The most popular art forms for attendance is the visual arts and performing arts (both 51%).

Attendance at Ngā Toi Māori has increased from 21% in 2017 to 26% in 2020, albeit this difference is not statistically significant.

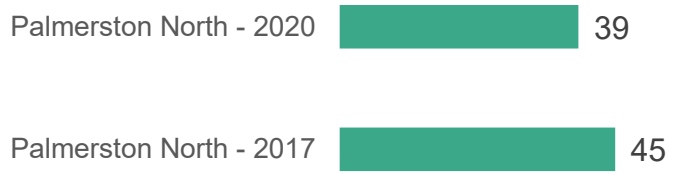
Craft and object art attendance has decreased from 45% in 2017 to 39% in 2020, although again this difference is not statistically significant.

Attendance at each art form is broadly in line with the national average. The higher level of attendance at performing arts in Palmerston North is not statistically significant.

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?



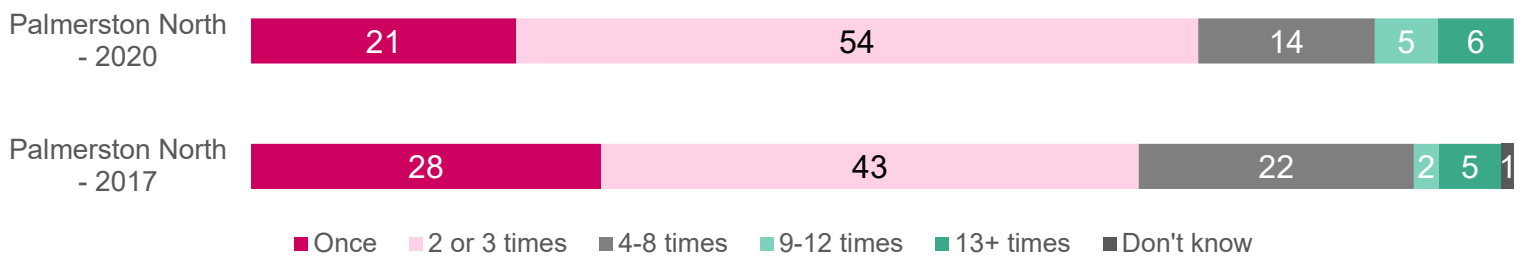
Base: All Palmerston North residents 2017 (n=197); 2020 (n=199)

Q Did you do this...



Base: All Palmerston North residents who have attended craft and object arts 2020 (n=80)

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



Base: All Palmerston North residents who have attended the craft and object arts 2017 (n=92); 2020 (n=80)

COMMENTARY

Thirty nine percent of Palmerston North residents have attended craft and object art in the last 12 months. This compares with 45% in 2017, albeit this difference is not statistically significant.

The frequency with which attendees are going to craft and object art is broadly consistent with 2017.

For the first time, the survey asked respondents whether attendees have visited 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, but around half attend online.

Sub-group differences in Palmerston North:

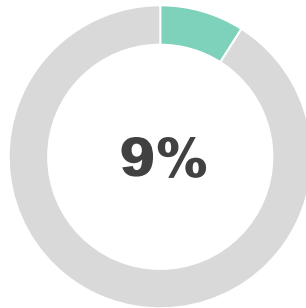
Residents aged 40-59 are more likely than average to have attended craft and object art (51% vs. 39%).

Q

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

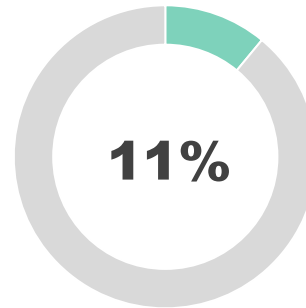
%

Palmerston North 2017



9%

Palmerston North 2020



11%

Base: All Palmerston North residents 2017 (n=197); 2020 (n=199)

COMMENTARY

Eleven percent of Palmerston North residents have attended literary arts in the last 12 months. This is in line with 2017.

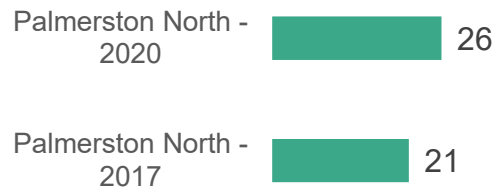
Due to a relatively low base size we cannot comment on the frequency with which residents attend literary arts or how they attend.

Sub-group differences in Palmerston North:

Those who identify as NZ European are less likely to have attended literary arts in the last 12 months (8%, vs. 11%).

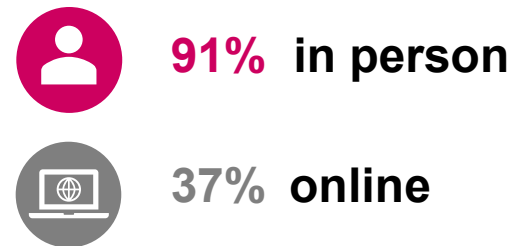
%

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?



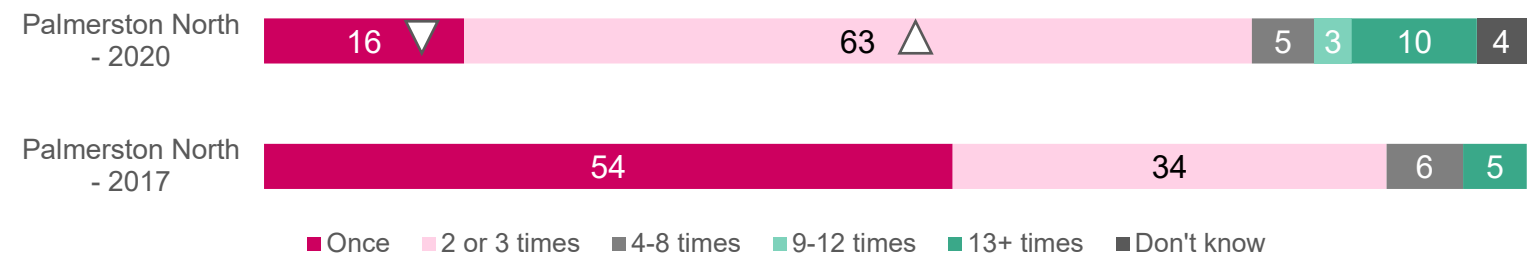
Base: All Palmerston North residents 2017 (n=197); 2020 (n=199)

Q Did you do this...



Base: All Palmerston North residents who have attended Ngā Toi Māori 2020 (n=55)

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



Base: All Palmerston North residents who have attended Ngā Toi Māori 2017 (n=44); 2020 (n=55)

COMMENTARY

Twenty six percent of Palmerston North residents have attended Ngā Toi Māori in the last 12 months. This compares with 21% in 2017, albeit the difference is not statistically significant.

In addition, those who are attending are doing so more frequently than before. Around 80% are going more than once, compared to just under half in 2017.

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

Sub-group differences in Palmerston North:

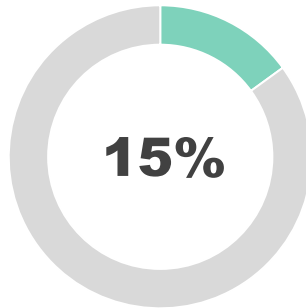
Residents aged 40-59 are more likely to have attended Ngā Toi Māori in the last 12 months (39%, vs. 26%).

Q

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

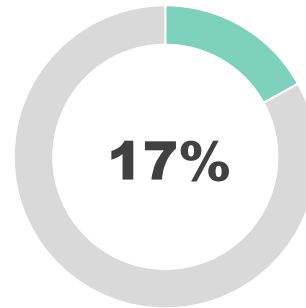
%

Palmerston North 2017



15%

Palmerston North 2020



17%

Base: All Palmerston North residents 2017 (n=197); 2020 (n=199)

COMMENTARY

Seventeen percent of Palmerston North residents have attended a Pacific arts event in the last 12 months. This is in line with 2017.

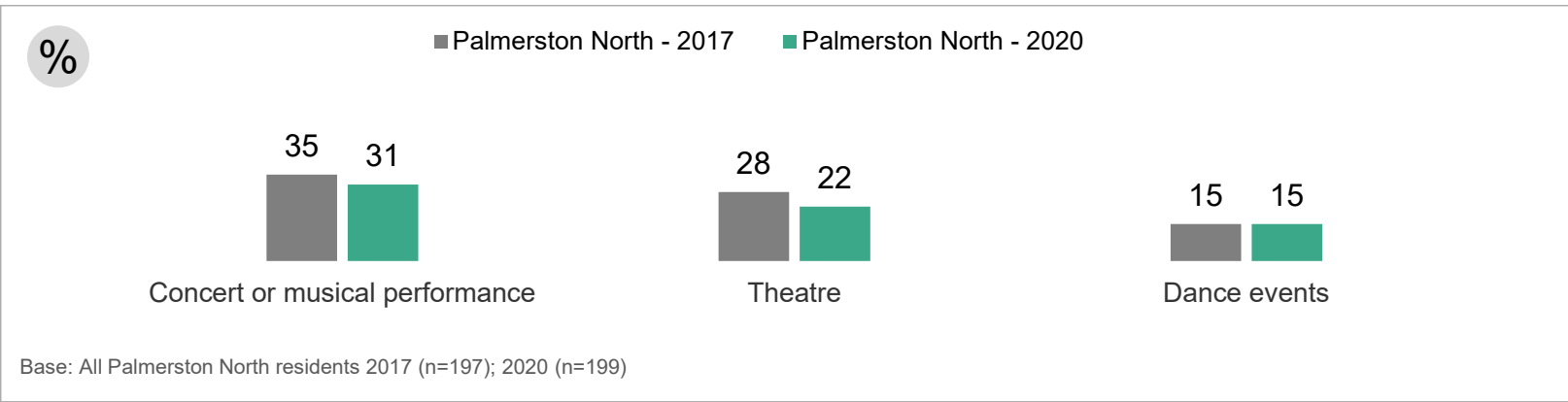
Due to a relatively low base size we cannot comment on the frequency with which residents attend Pacific arts or how they attend.

Sub-group differences in Palmerston North:

There are no sub-group differences of note.

Performing arts attendance

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



COMMENTARY

Overall 51% of Palmerston North residents have attended the performing arts in the last 12 months. The chart shows how this breaks down across different types.

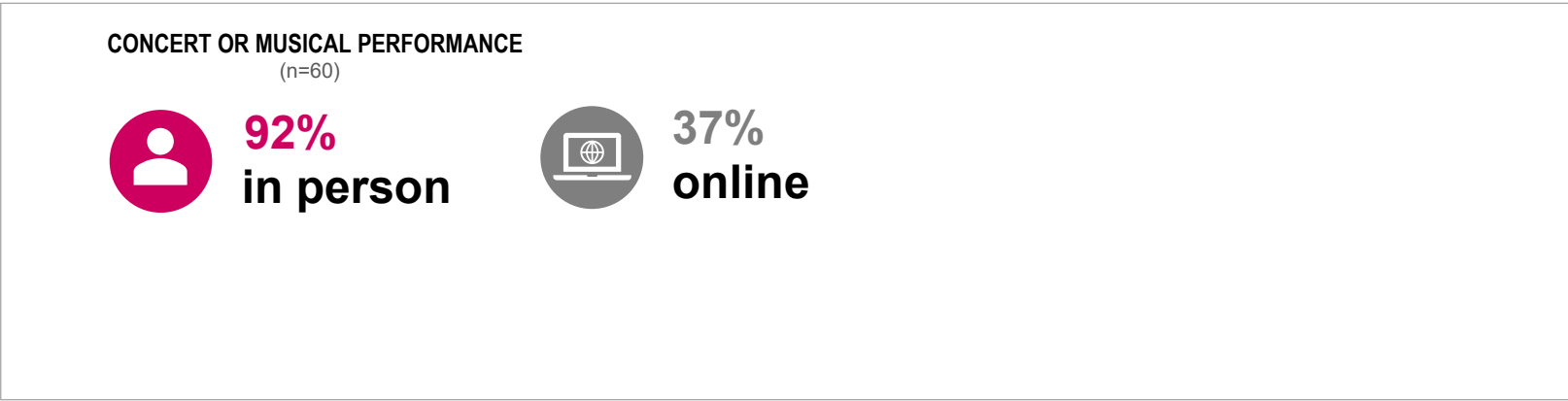
Concerts or musical performances remain the most popular type of performing arts. Thirty one percent of Palmerston North residents have attended a concert or musical performance in the last 12 months. This is followed by theatre (22%) and dance (15%). Attendance of both concerts / musical performance and theatre have declined since 2017, albeit not significantly.

The majority of those attending concert or musical performances are doing so in person, but around a third have done so online (37%). Due to low base sizes we have not analysed theatre and dance events by platform.

Sub-group differences in Palmerston North:

Younger residents (15-39) are less likely than average to have attended the theatre (14%, vs. 22%), while those aged 40-59 years are more likely (35%) than average.

Q Did you do this...



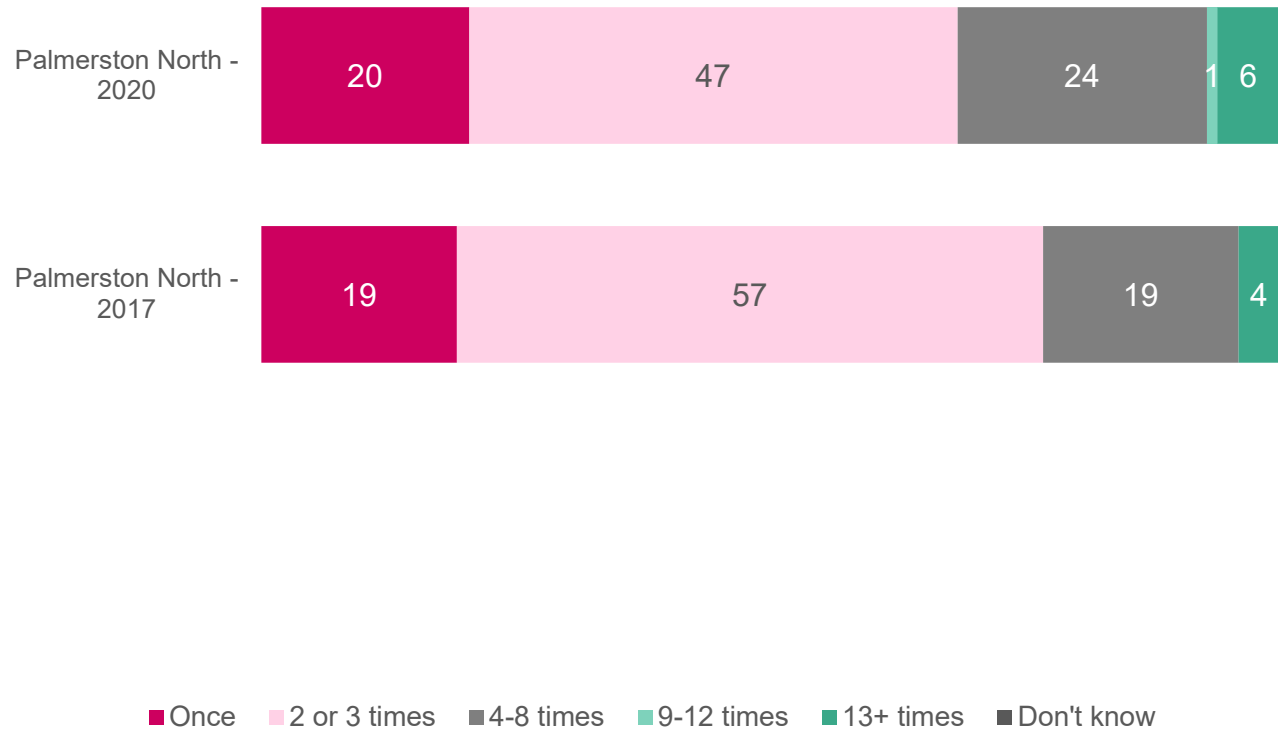
Performing arts attendance

Q

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

%

Concert or musical performance



COMMENTARY

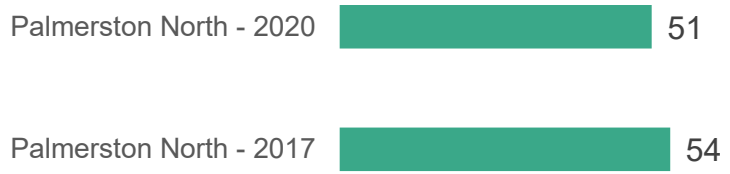
Most people who attend concerts or musical performances in Palmerston North do so infrequently i.e. up to three times in the last twelve months.

Sub-group differences in Palmerston North:

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?



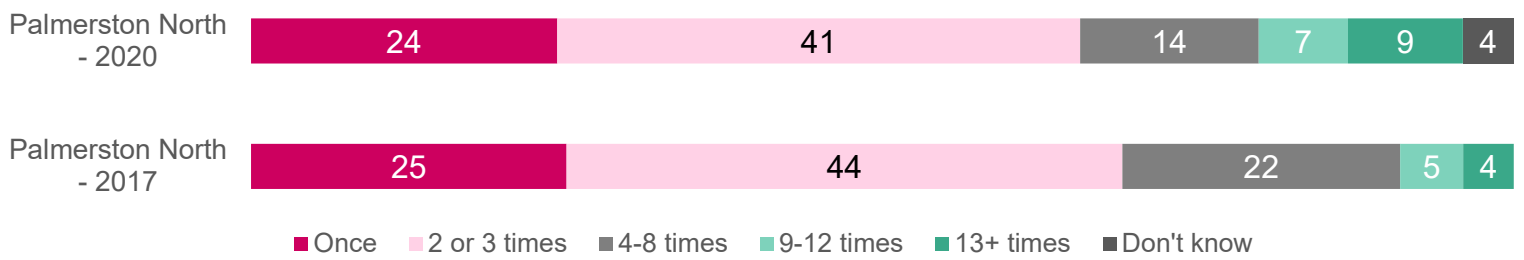
Base: All Palmerston North residents 2017 (n=197); 2020 (n=199)

Q Did you do this...



Base: All Palmerston North residents who have attended the visual arts 2020 (n=105)

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



Base: All Palmerston North residents who have attended the visual arts 2017 (n=108); 2020 (n=105)

COMMENTARY

Fifty one percent of Palmerston North residents have attended visual arts in the last 12 months. This is broadly consistent with 2017.

The frequency with which attendees are going to see visual artworks is also broadly consistent with 2017.

Those people who are attending visual arts are typically doing so in person, but around half attend online.

Sub-group differences in Palmerston North:

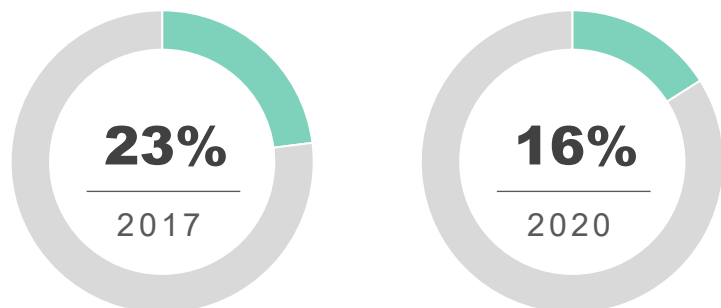
Residents aged 40-59 are more likely than average to have attended visual arts in the last 12 months (64%, vs. 51%).

Visual arts attendance: impact of film festivals

Q

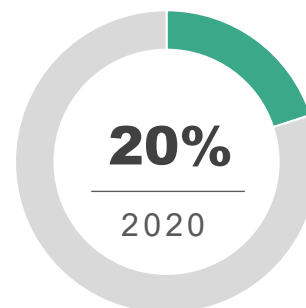
Were film festivals included among the visual arts you have visited in the last 12 months?

Palmerston North



Base: All Palmerston North residents who have attended the visual arts 2017 (n=108); 2020 (n=105)

New Zealand



Base: New Zealand (n=3032)

COMMENTARY

Sixteen percent of Palmerston North residents who have attended the visual arts, have attended a film festival in the last 12 months. This compares with 23% in 2017, albeit the difference is not statistically significant. Attendance is broadly consistent with the national average.

Sub-group differences in Palmerston North:

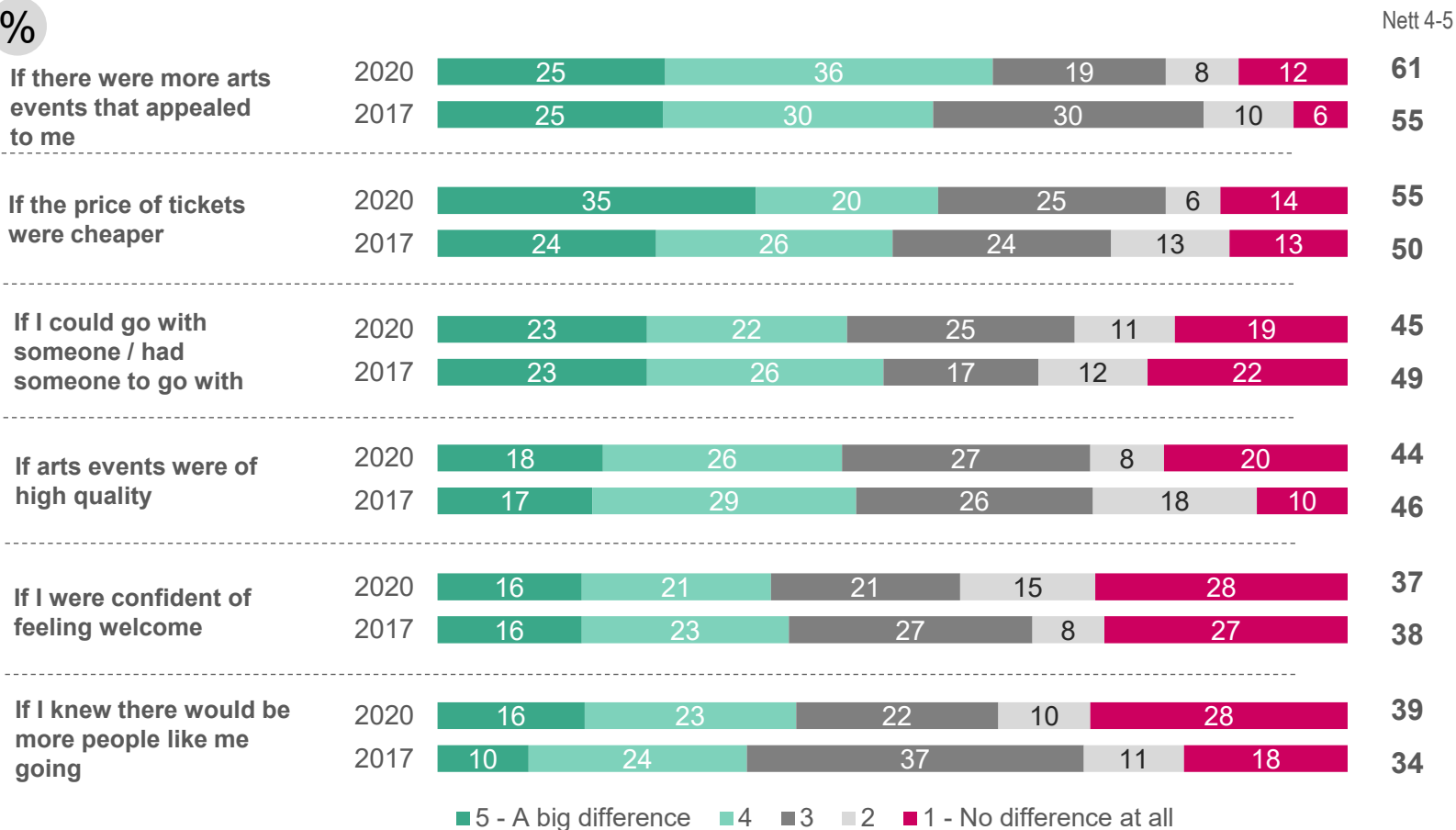
There are no sub-group differences of note.

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

Choice and ticket prices remain the top two factors that influence attendance. Sixty one percent say having more choice would make a difference in encouraging them to go more often, and 55% said cheaper ticket prices would encourage.

Agreement with both of these factors has increased since 2017, albeit the differences are not statistically significant. Further, the proportion of residents who think cheaper prices would make a big difference to attendance of the arts has increased since 2017 from 24% to 35%.

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

Finally, greater inclusivity needs to be promoted to encourage attendance for 39% of respondents who answered this question. Indeed the proportion who think this would make a big difference to their attendance has grown since 2017 from 10% to 16%.

Sub-group differences in Palmerston North:

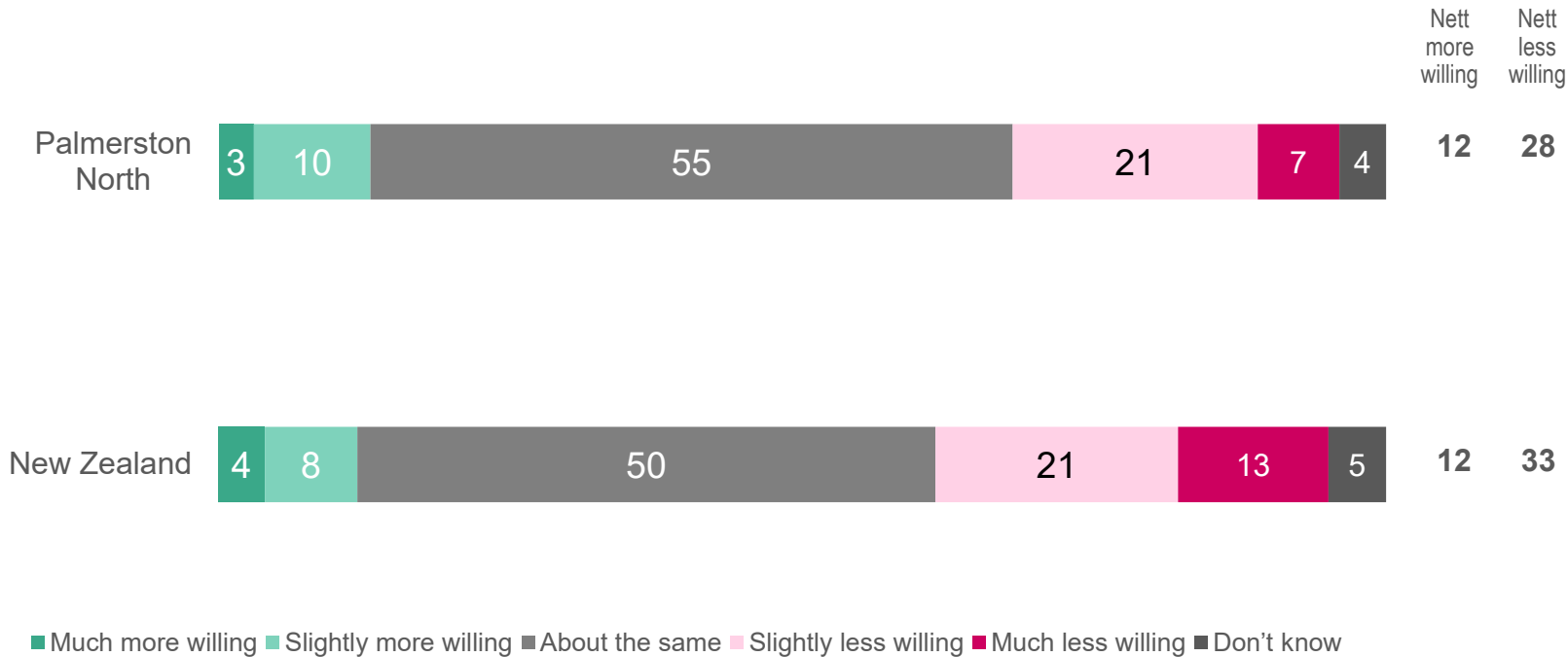
Younger residents (15-39) are more likely than average to say they would be encouraged to attend the arts more often if there were more people like them going (49%, vs. 39%)

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 eight percent of Palmerston North residents 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, 12% 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 Palmerston North:

Women are more likely than average to be less willing to attend arts events in person because of COVID-19 (37%, vs. 28%).



PARTICIPATION BY ARTFORM

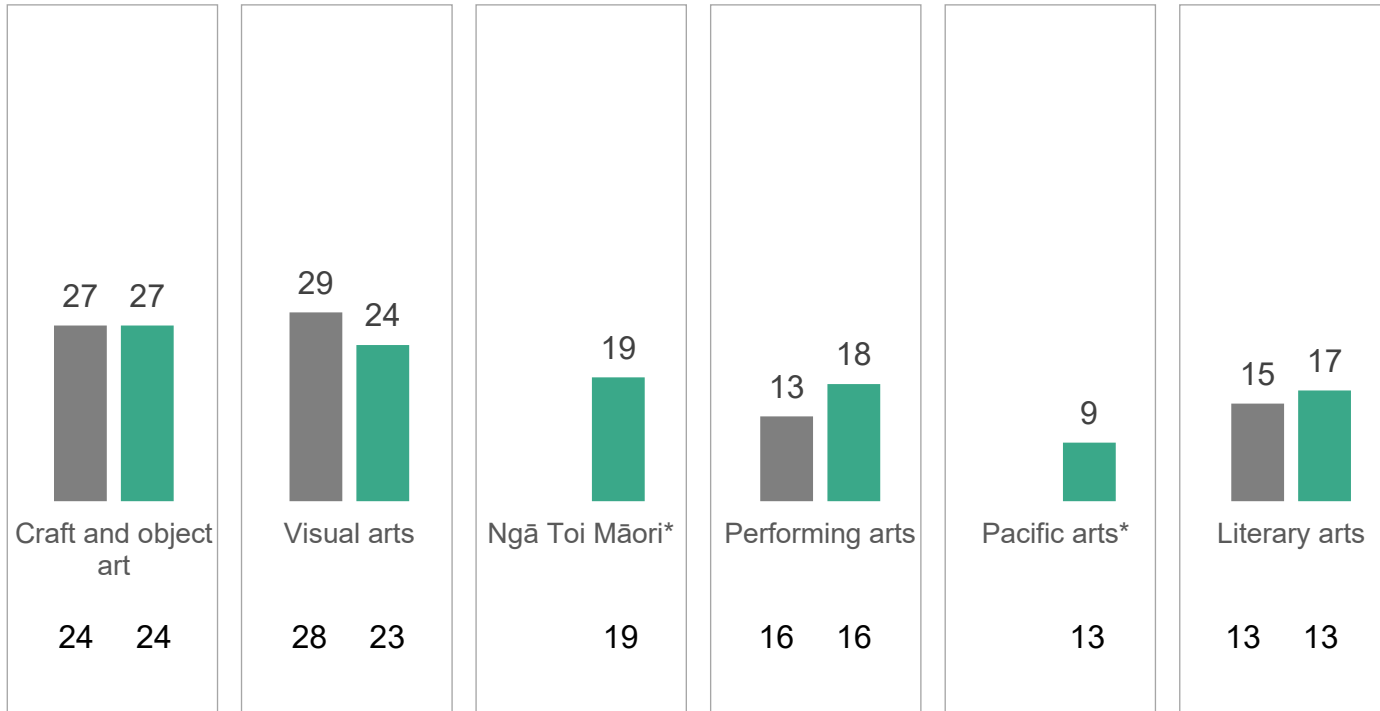
Participation by art form

Q

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

%

■ Palmerston North - 2017 ■ Palmerston North - 2020



COMMENTARY

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

Visual arts participation has declined in 2020 (albeit not significantly), however it continues to be one of the most popular art forms to participate in, alongside craft and object arts.

Eighteen percent of residents have participated in performing arts in the last 12 months. This compares with 13% in 2017, but once again the difference is not statistically significant.

Participation in all other art forms is consistent 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 broadly consistent with New Zealand overall.

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

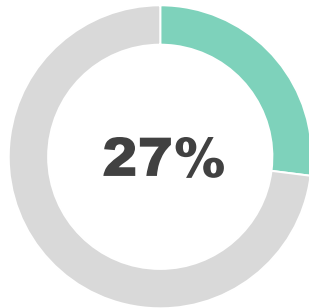
*NOTE: The way participation was asked for Ngā Toi Māori and Pacific arts in 2020 differs from how it was asked in previous years, meaning that the data is not comparable. Therefore data points for previous years have been suppressed.

Q

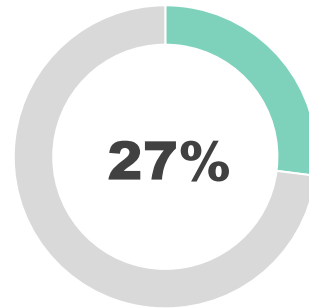
Thinking again about craft and object art, have you created anything in the last 12 months?

%

Palmerston North 2017



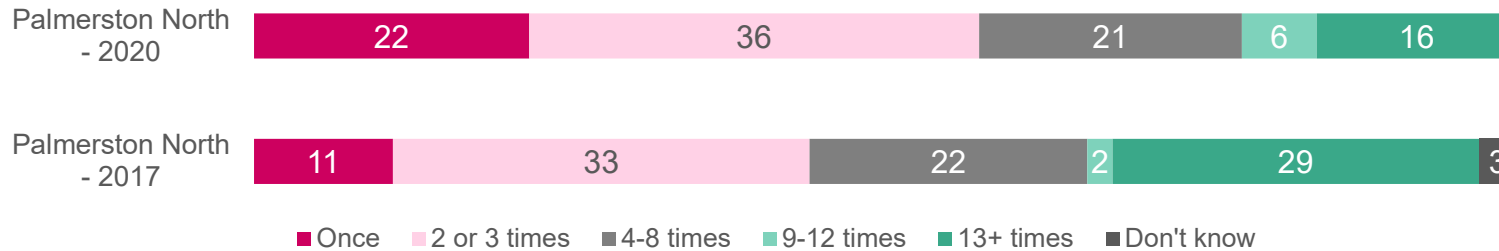
Palmerston North 2020



Base: All Palmerston North residents 2017 (n=197); 2020 (n=199)

Q

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



Base: All Palmerston North residents who have participated in craft and object arts 2017 (n=54); 2020 (n=54)

COMMENTARY

Twenty seven percent of Palmerston North residents have participated in craft and object art in the last 12 months. This is in line with 2017.

People are participating in craft and object art less frequently than they were in 2017. Twenty two percent of residents participate on a regular basis (at least nine times in the last 12 months), compared to 31% in 2017. In addition, 22% have participated just once in the last 12 months, compared to 11% in 2017.

Sub-group differences in Palmerston North:

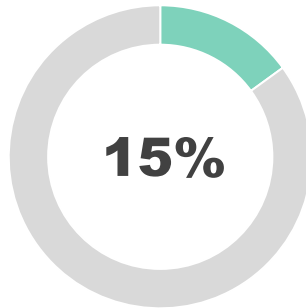
Women are more likely than average to have participated in craft and object art in the last 12 months (35%, vs. 27%).

Q

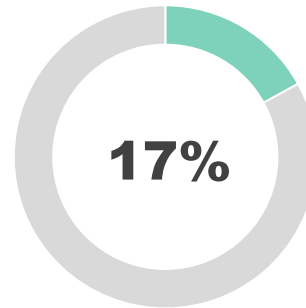
Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?

%

Palmerston North 2017



Palmerston North 2020



Base: All Palmerston North residents 2017 (n=197); 2020 (n=199)

COMMENTARY

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

Due to a relatively low base size we cannot comment on the frequency with which residents participated in literary arts.

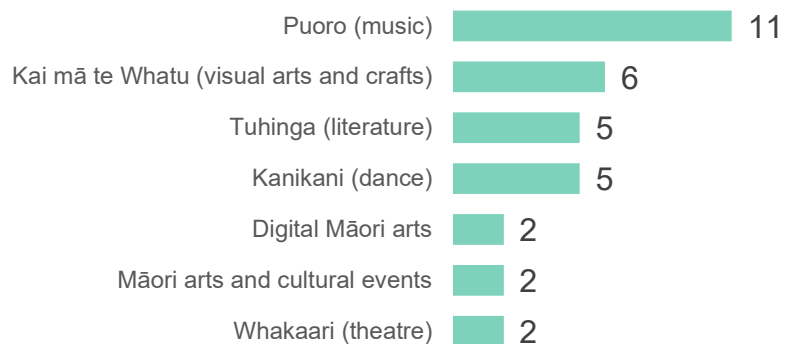
Sub-group differences in Palmerston North:

There are no sub-group differences of note.

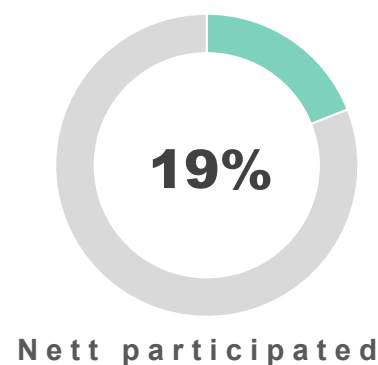
Q

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

%



Base: All Palmerston North residents 2020 (n=199)



COMMENTARY

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

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

Due to a relatively low base size (29 respondents) we cannot comment in depth on the results for the Māori sample in Palmerston North, but indicatively they have higher participation in Ngā Toi Māori arts than all residents (38%, vs. 19%). Eighteen percent of NZ Europeans and are also participating in Ngā Toi Māori arts.

Due to a relatively low base size we cannot comment on the frequency with which residents participated in Ngā Toi Māori.

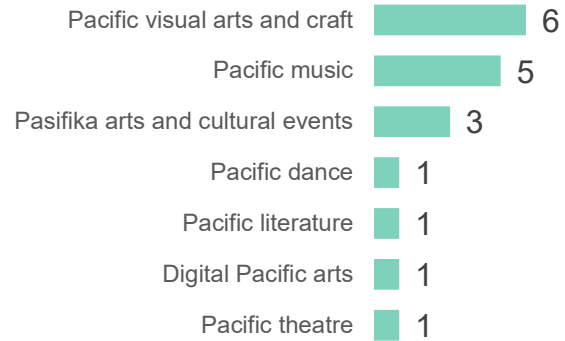
Sub-group differences in Palmerston North:

There are no sub-group differences of note.

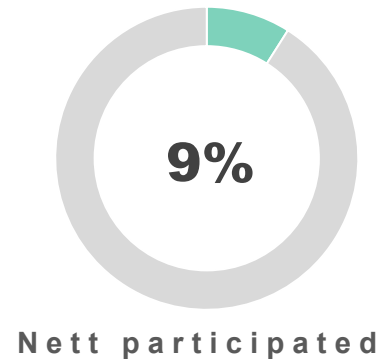
Q

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

%



Base: All Palmerston North residents 2020 (n=199)



COMMENTARY

Nine percent of Palmerston North 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.

Due to a low base size we cannot comment on the frequency with which residents participated in Pacific arts.

We also cannot comment on the results for the Pacific sample in Palmerston North.

Sub-group differences in Palmerston North:

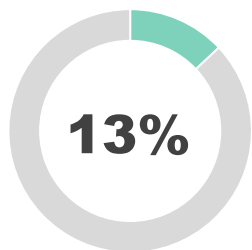
Those who identify as NZ European are less likely than average to have taken part in any Pacific arts in the last 12 months (6%, vs. 9% overall).

%

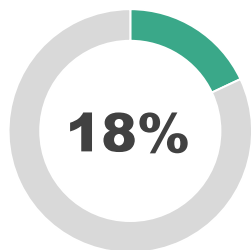
Q

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

Palmerston North 2017



Palmerston North 2020

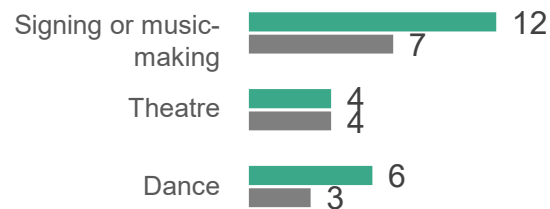


Base: All Palmerston North residents 2017 (n=197); 2020 (n=199)

Q

Which of these were you actively involved in?

■ Palmerston North - 2020
■ Palmerston North - 2017



Base: All Palmerston North residents 2017 (n=197); 2020 (n=199)

COMMENTARY

Eighteen percent of Palmerston North residents have participated in performing arts in the last 12 months. This compares to 13% in 2017, albeit the difference is not statistically significant.

Singing or music making remains the most popular type of performing arts for residents to take part in, and this has increased from 7% in 2017 to 12%, although not significantly. Levels of participation in theatre and dance are consistent with 2017.

Due to a relatively low base size we cannot comment on the frequency with which residents participated in performing arts.

Sub-group differences in Palmerston North:

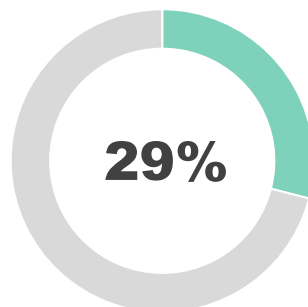
There are no sub-group differences of note.

Q

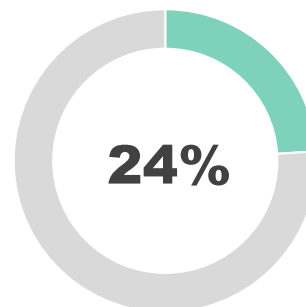
Have you created any visual artworks in the last 12 months?

%

Palmerston North 2017



Palmerston North 2020



Base: All Palmerston North residents 2017 (n=197); 2020 (n=199)

COMMENTARY

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

Due to a relatively low base size we cannot comment on the frequency with which residents participated in visual arts.

Sub-group differences in Palmerston North:

Older residents (60+) are less likely than average to have participated in visual arts in the last 12 months (6%).

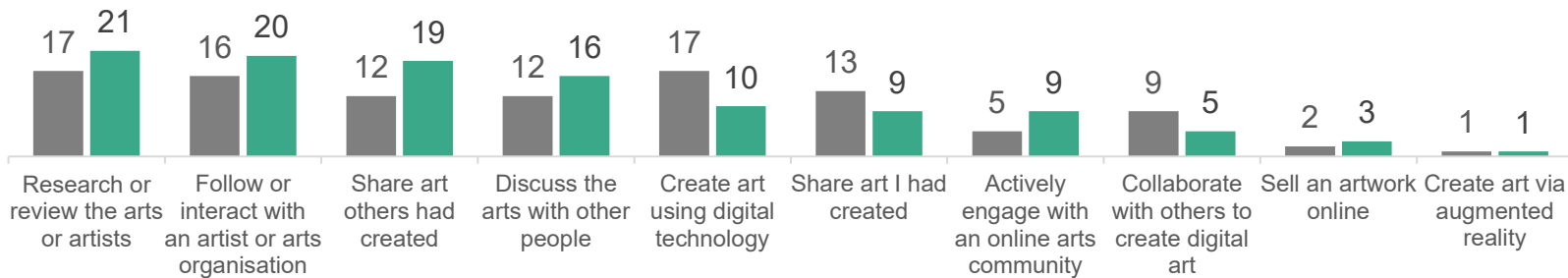
Use of digital technology for arts activities

Q

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

%

■ Palmerston North - 2017 ■ Palmerston North - 2020



COMMENTARY

Digital technology continues to enable Palmerston North residents to engage with the arts in different ways. Overall use of digital technology for arts activities is broadly consistent with 2017.

However, 19% of residents have shared art others have created. This compares to 12% in 2017, albeit the difference is not statistically significant.

Conversely, the proportion who create art with digital technology or have shared their own art has decreased since 2017, although not significantly. Indeed, creating art with digital technology was one of the most popular activities in 2017 but this has been overtaken by other art activities.

The most popular activities are researching or reviewing art and artists (21%), following or interacting with an artist or arts organisation (20%) and sharing art that others have created (19%).

Sub-group differences in Palmerston North:

Women are more likely than average to follow or interact with an artist or arts organisation (28%, vs. 21%) and share art others have created (25%, vs. 19%).

Younger residents (15-39) are also more likely to follow or interact with an artist or arts organisation (29%, vs. 20%) while older people (60+) are less likely to do this (5%) and research or review arts or artists (8%, vs. 21%).

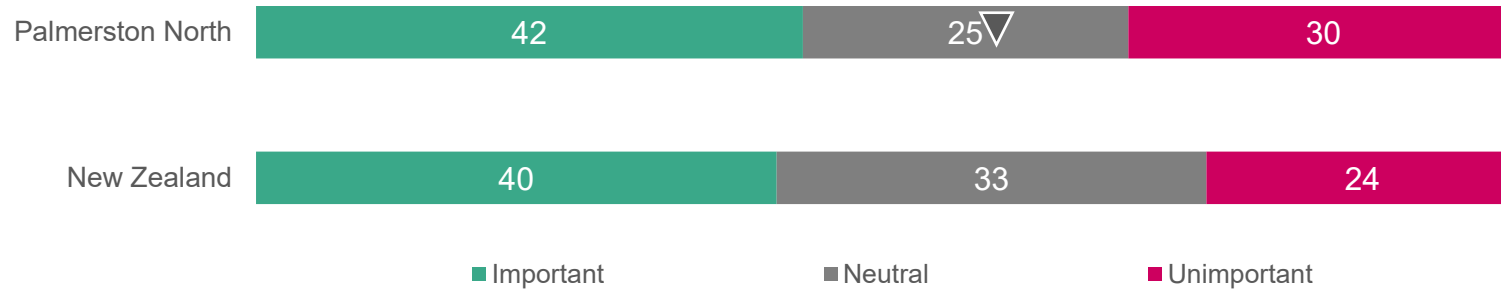


PERCEIVED IMPACT ON WELLBEING AND SOCIETY

Importance of the arts to wellbeing

Q How important is the arts to your personal wellbeing?

%



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



COMMENTARY

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

Forty two percent of Palmerston North residents feel that the arts is important to their personal wellbeing. This is line with the New Zealand average.

The proportion who feel neutral about the importance of the arts on their wellbeing is significantly lower than New Zealand overall. This is coupled with a greater proportion of Palmerston North residents who feel the arts are not important, compared to the New Zealand average, albeit this particular difference is not statistically significant.

The nett impact of COVID has been to value the arts more in terms of their wellbeing. Twenty five percent say the arts are more important to their wellbeing since COVID-19 arrived in New Zealand while 9% say it is less important. This is line with the national average.

Sub-group differences in Palmerston North:

Residents on higher incomes (more than \$100k) are less likely to say the arts are important to their personal wellbeing.

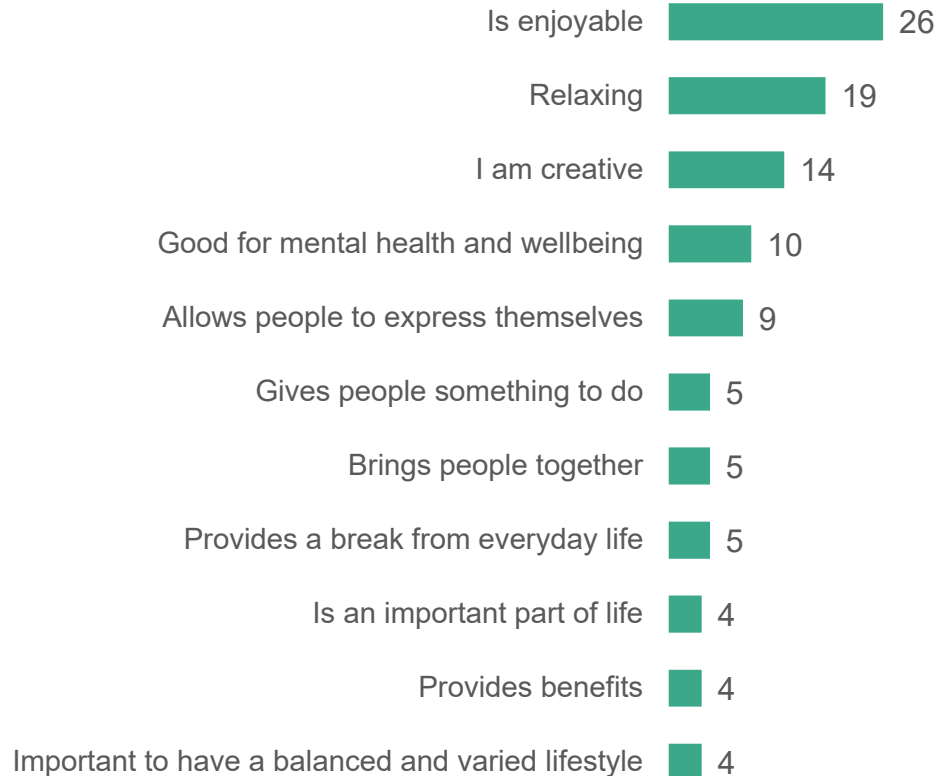
Reasons why Palmerston North residents feel the arts is important for their wellbeing

Q

For what reasons do you say that?

%

LEADING RESPONSES



COMMENTARY

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

These reasons relate to positive emotions such as feeling good or happy, as well as being a source of relaxation. Some respondents talked about the therapeutic benefits of the arts, associated positive impacts on mental health and being able to express themselves.

Quotes

“Gives me time out, mindfulness from a hectic life.”

Woman, 40-49, Māori, Palmerston North

“I love to make and create; it is my main hobby. Also, I love to see other creations and beautiful things bring me pleasure.”

Woman, 40-49, NZ European, Palmerston North

“The arts in particular music and painting help to relieve stress”

Man, 70+, NZ European, Māori, Palmerston North

Reasons why the arts improve society

Q

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

%

LEADING RESPONSES



COMMENTARY

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

Key themes include self-expression, community cohesion, understanding other cultures and perspectives, mental stimulus and joy.

Quotes

“It’s part of our identity, the arts have always contributed positively throughout the ages.”

Man, 50-59, NZ European, Palmerston North

“Makes people more aware of the cultural diversity of this nation.”

Woman, 60-69, Māori, Palmerston North

“Provides a positive outlet to those who are trying to express themselves”

Woman, 18-29, NZ European, Māori, Palmerston North

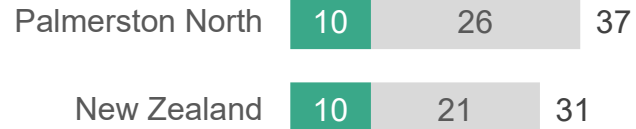


IMPACT OF COVID-19

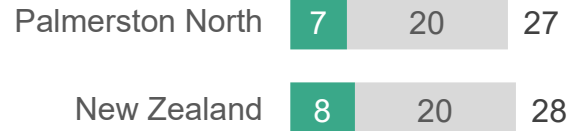
Q How much do you agree or disagree with the following?

%

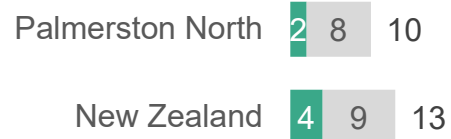
Arts and culture have supported my wellbeing during the COVID-19 crisis



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 wellbeing to get them through COVID-19. This compares with 31% of New Zealanders overall, albeit the difference is not statistically significant.

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 (10%). These views are in line with the national average.

Sub-group differences in Palmerston North:

There are no sub-group differences of note.

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



COMMENTARY

Fifty percent of Palmerston North residents see the arts playing a vital role in the COVID-19 recovery. This is line with the national average (52%).

There is an appetite to retain any online access to the arts which has developed during COVID-19. Looking forward, 55% would like to have the choice of attending the arts in person or watching them online. This compares with 48% nationally, albeit the difference is not statistically significant.

Sub-group differences in Palmerston North:

Women in particular would like to have the choice of attending the arts in person or online (58%, vs. 50% on average).



FOR FURTHER INFORMATION PLEASE CONTACT

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