

NEW ZEALANDERS AND THE ARTS

REGIONAL REPORT FOR TARANAKI

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 have been repeated every three years with the most recent research completed in 2014.

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 Taranaki. The findings are compared to all New Zealanders (aged 15+).

‘Attendance’ is defined as going to:

- Art galleries or exhibitions or online galleries or film festivals
- Performances in theatres, contemporary dance, ballet, concerts or circuses
- Poetry or book readings, or literary festivals
- Cultural performances, festivals, exhibitions or celebrations of Pacific or Māori arts.

‘Participation’ is defined as :

- The active involvement in the making or presentation of art forms.

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

- Visual arts is defined as sculpture and painting, print-making, typography, photography and film-making
- Craft and object art is defined as ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving, or textiles
- Performing arts is defined as theatre, dance and music
- Literature is defined as poetry or book readings, writing workshops or literary events, creative writing in poetry, fiction or non-fiction
- Pacific arts is defined as arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music
- Māori arts is defined as arts or crafts activities or workshops, including carving, raranga, tāniko, weaving, waiata or, kapa haka, kōwhaiwhai, tā moko, Māori dance or music

Approach



153

ONLINE INTERVIEWS

With adults aged 15+ living in Taranaki



FIELDWORK DATES

27 October to 29 November 2017



NATIONAL COMPARISON

Findings are compared to all New Zealanders (6,101 interviews)

METHOD

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 key reasons were to:

- Future-proof the survey. It is becoming increasingly challenging to reach a representative sample of New Zealanders using randomly generated landline numbers.
- Opportunities to offer additional value. The shift to online has made it more affordable to boost the sample across each of the regions, so we can better understand the extent to which residents in their own area engage with the arts.

SAMPLING

The overall sampling target in Taranaki was 150 interviews. In order to achieve a representative sample of residents in Taranaki, quotas (or interviewing targets) were set by age within gender.

Weighting was applied to ensure the final sample profile was representative of the Taranaki population. Weighting was also applied to the national results to correct for the over-sampling of residents in Taranaki.

TREND DATA

The change in method from telephone to online means the 2017 national data can no longer be compared to the previous published trends.

However, a national telephone survey was conducted in parallel to the online survey. The telephone survey used a cut down version of the questionnaire.

This parallel survey has allowed us to model some questions at a national level to estimate what the previous survey results would have been had an online method been used. Creative NZ can provide further information.

SIGNIFICANCE TESTING

There is a margin of error associated with any survey sample. Based on a sample size of 153 respondents the margin of error is up to +/- 7.9 percentage points.

We have used statistical tests to determine whether the survey findings between Taranaki and New Zealand are statistically significant or if the difference falls within the margin of error.

A white triangle is shown beside the results to indicate those findings which are statistically significant when compared to New Zealand. The direction of the difference is indicated by the triangle (△▽).

SUMMARY

Summary of key findings

OVERALL: Although overall participation is lower than the national average, Taranaki residents are generally engaged with the arts. They express more positive than negative attitudes about the arts. Overall, their behaviour and views are in line with all New Zealanders.

ENGAGEMENT IN THE ARTS

The majority of residents in Taranaki are engaged with the arts (80%). This is in line with all New Zealanders (80%).

Engagement is based on those who have either **attended** the arts in the last 12 months (76%) or have **participated** in the arts in the last 12 months (43%).

Taranaki residents overall participation in the arts in the last 12 months is lower than the national average (43% vs. 52%).

Attendance is highest for performing arts (53%), followed by the visual arts (51%). Attendance for craft and object art is higher than the national average (47% vs. 39%). Attendance is lowest for literary arts (6%).

Participation is highest for craft and object art (23%) and visual arts (22%). Participation is lowest for Pacific arts (5%).

ADVOCACY OF THE ARTS

In line with all New Zealanders, Taranaki residents have broadly positive attitudes about the arts.

The majority of residents in Taranaki are positive about the quality of New Zealand arts. Sixty-eight percent agree the New Zealand arts of high quality, while three in five (62%) agree that arts in New Zealand are world class.

The majority of residents in Taranaki recognise different ways in which the arts benefit New Zealand. Over half agree they contribute positively to the economy (58%), improve New Zealand society (55%) and help define who we are as New Zealanders (57%). In addition, 52% agree their community would be poorer without the arts.

In recognition of these benefits, 47% agree the arts should receive public funding and more than half (52%) agree the local council should provide funding.

POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Over three in five Taranaki residents (63%) agree some arts interest them but they still don't go much.

We asked these people what might encourage them to go more often.

Price and choice emerged as key barriers. Fifty-eight percent of residents indicated that reducing the price of tickets would make a big difference to their likelihood to attend. In addition, half (50%) of the respondents indicated that a greater range of events that appealed to them would make a big difference.

Social isolation can also prove a barrier for 37% of residents who indicated having someone to go with would make a big difference.

KEY DEMOGRAPHIC DIFFERENCES

Throughout the report women generally express more positive attitudes about the arts. Those living in New Plymouth are more likely to attend both the performing and visual art forms, reflecting their easier access.

“ Arts facilitate freedom of expression. They are a way of sharing culture and ideas.

Food for thought.

Whenever I see a show I tend to feel better for it.

I am so in awe of the interpretive skills of our local artists, who can make a pleasing object out something old. ”

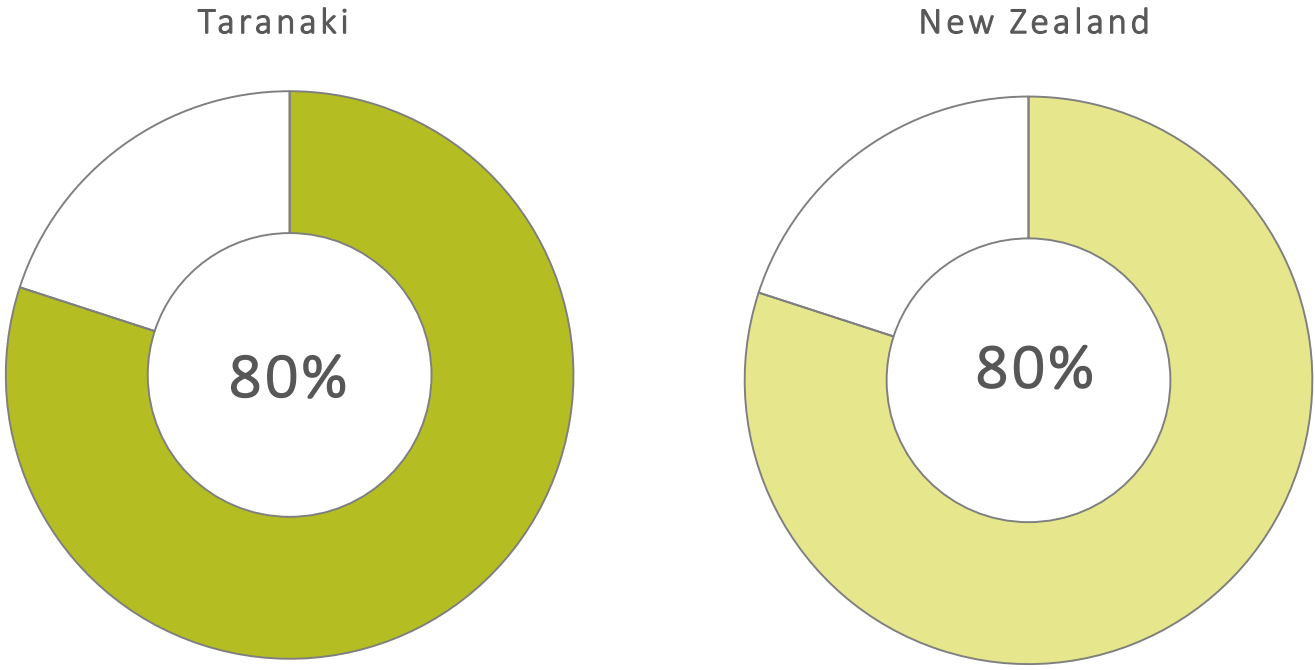


OVERALL ENGAGEMENT

INCLUDING OVERALL 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: **Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts**



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 net calculation based on the respondents who said they attended or participated in at least one art form during the survey.

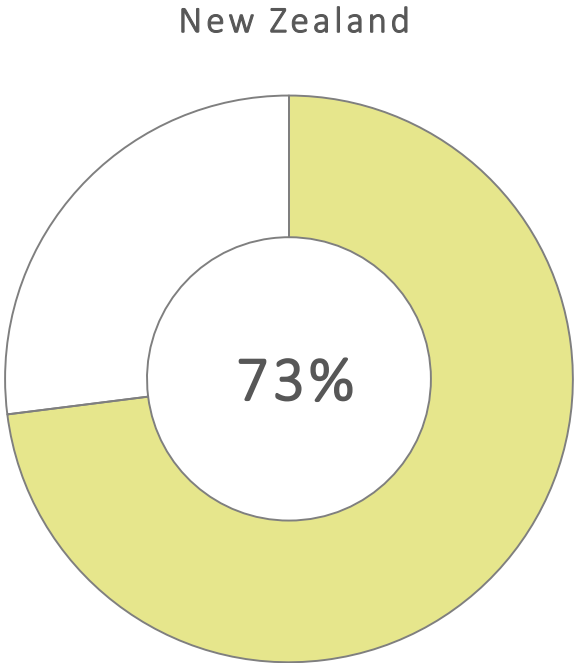
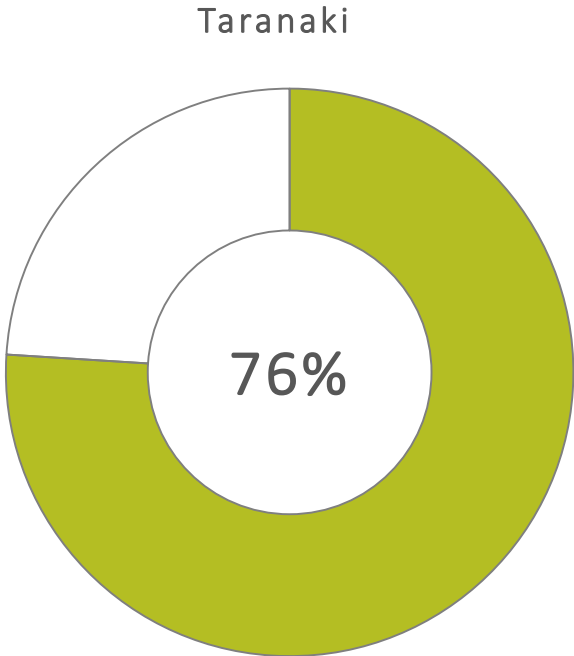
In total, 80% of residents in Taranaki engaged with the arts in the last 12 months. This is in line with all New Zealanders (80%).

There are no sub-group differences of any note.

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Taranaki (153); New Zealand (6,101)

Overall attendance

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



A total of 76% of residents in Taranaki have attended at least one arts event or location in the last 12 months. This is consistent with all New Zealanders (73%). There are no sub-group differences of any note.

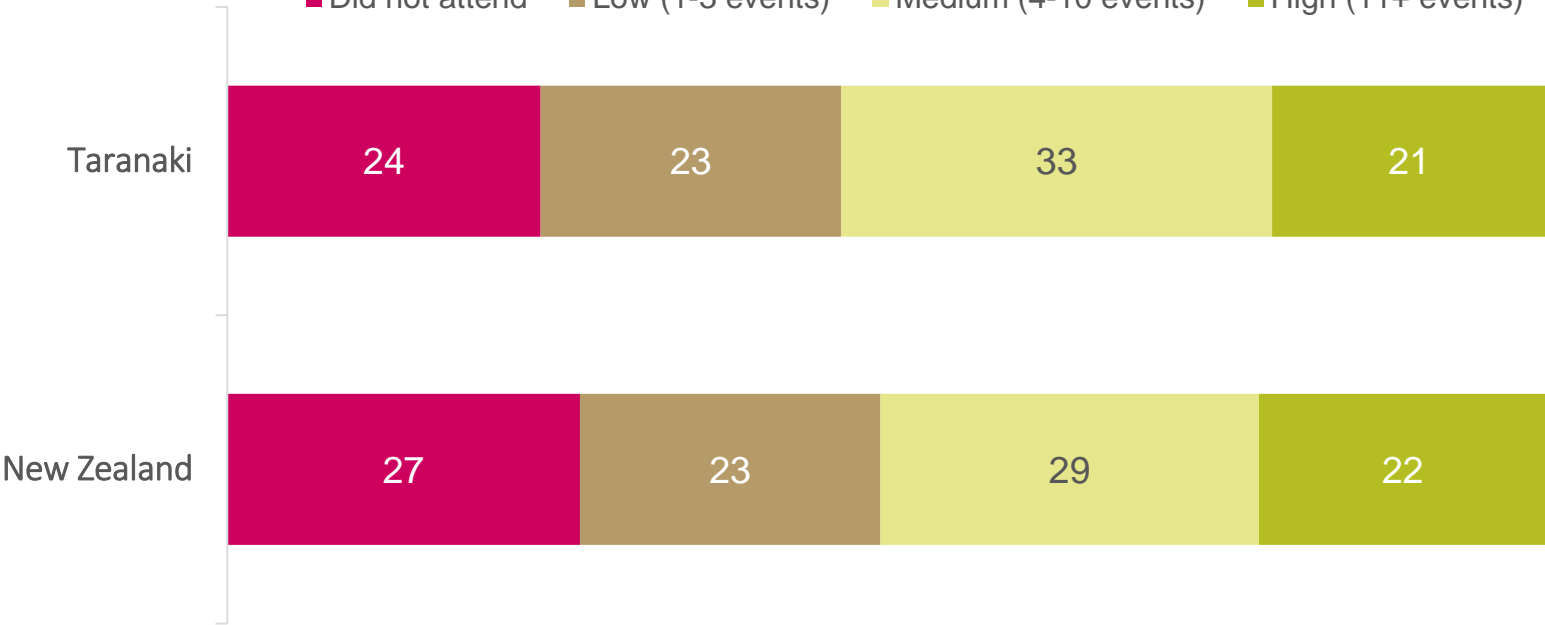
△▽ = significantly higher / lower than New Zealand
Base: All respondents: Taranaki (153); New Zealand (6,101)

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: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts

%

■ Did not attend ■ Low (1-3 events) ■ Medium (4-10 events) ■ High (11+ events)



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

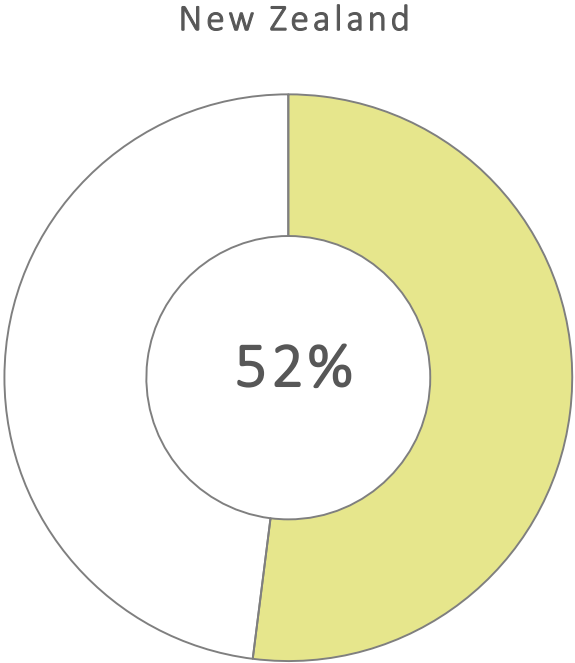
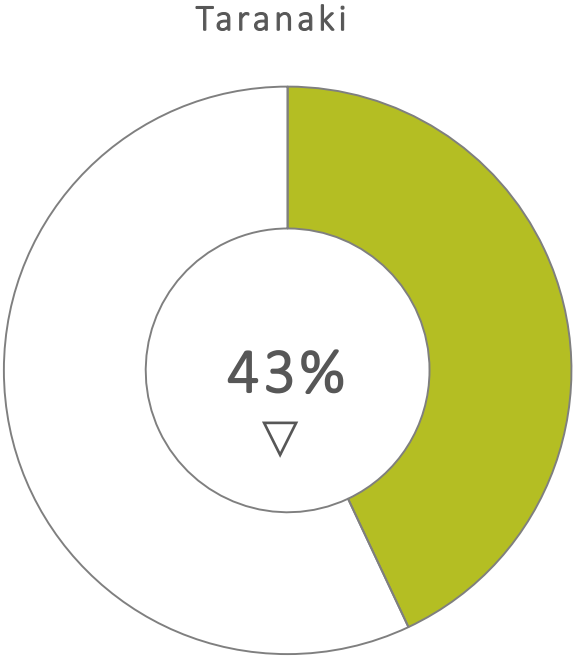
One in five residents in Taranaki (21%) attend the arts on a regular basis (more than ten times a year). This is consistent with all New Zealanders (22%).

Sub-group differences in Taranaki:
Men are more likely than average to attend any art form between zero and three times (57% vs. 47%).

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Taranaki (153); New Zealand (6,101)

Overall participation

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



A total of 43% of residents in Taranaki have participated in at least one art form in the last 12 months. This is lower than the average for all New Zealanders (52%). There are no sub-group differences of any note.

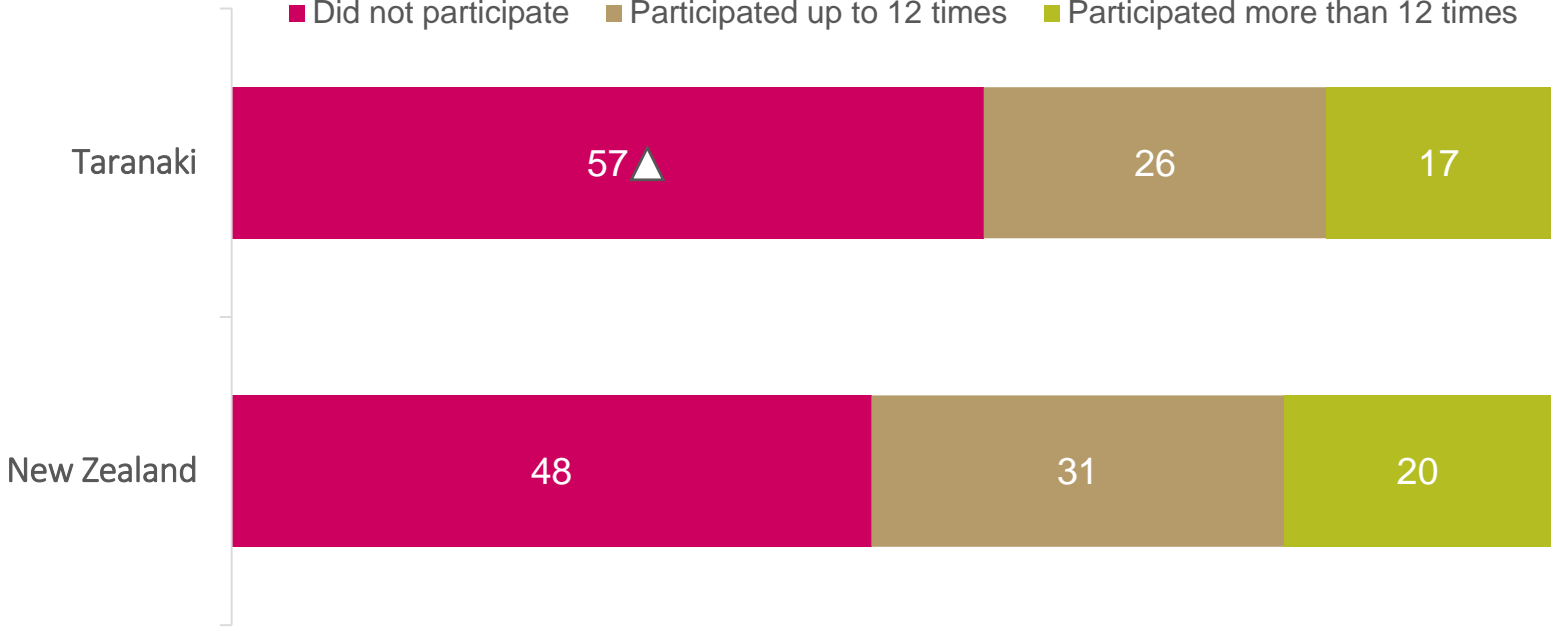
△▽ = significantly higher / lower than New Zealand
Base: All respondents: Taranaki (153); New Zealand (6,101)

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: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts

%

■ Did not participate ■ Participated up to 12 times ■ Participated more than 12 times



▲▼ = significantly higher / lower than New Zealand
Base: All respondents: Taranaki (153); New Zealand (6,101)

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

Seventeen percent of residents in Taranaki participate on a regular basis (more than 12 times a year). This is consistent with all New Zealanders (20%).

More than half of residents indicate that they have not participated in any art form in the last 12 months, this is higher than the national average (57% vs. 48%).

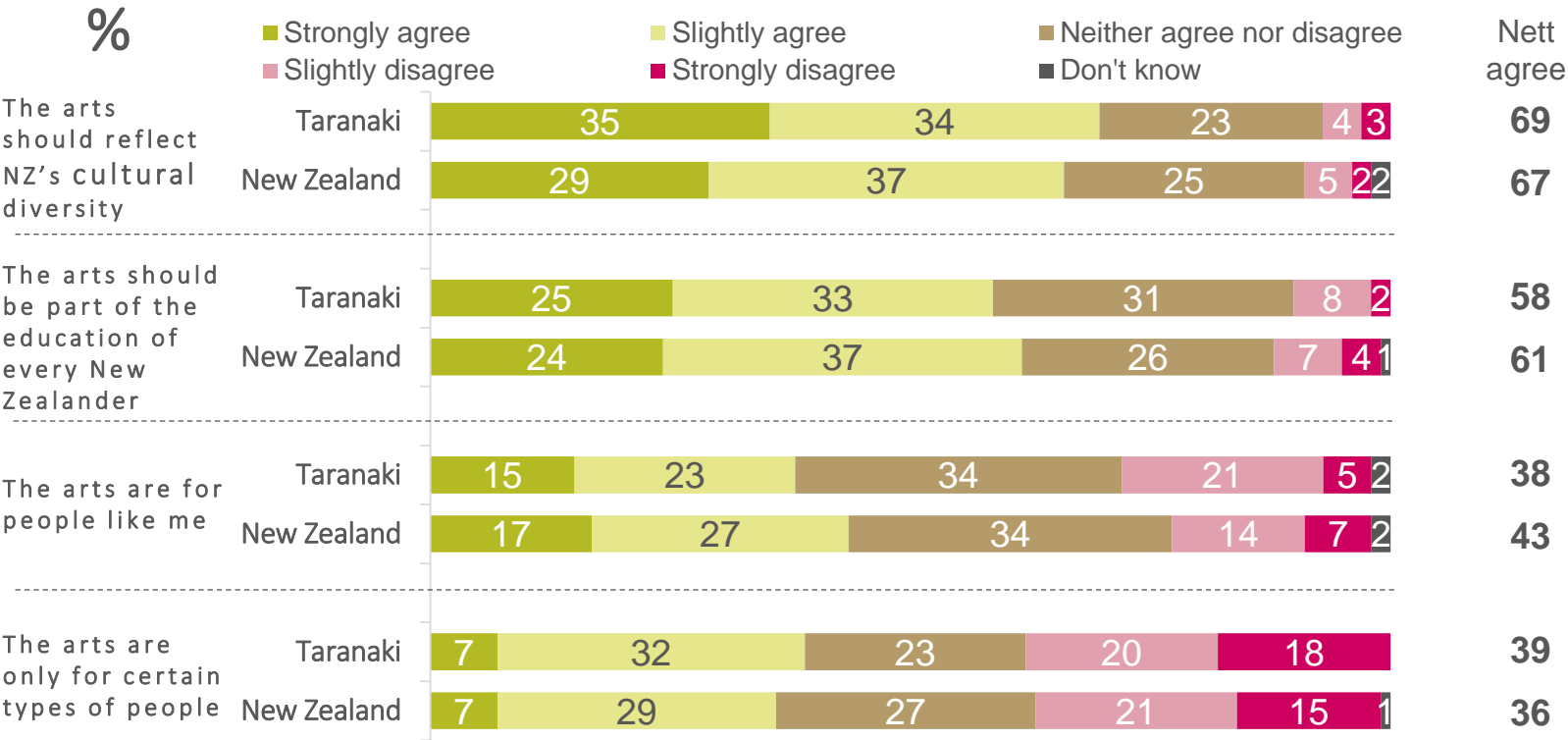
There are no sub-group differences of any note.



ARTS ATTITUDES

Attitudes towards the arts: Inclusivity and the arts

Q To what extent do you agree or disagree?



There is strong support amongst Taranaki residents for the arts to reflect New Zealand's cultural diversity (69%) and to be part of the education of every New Zealander (58%).

The majority of residents in Taranaki agree with these statements, with only a minority actively disagreeing.

There is a feeling the arts could be more inclusive. Twenty-six percent disagree that the 'arts are for people like me', while at the same time 39% agree 'the arts are only for certain types of people'.

The views expressed by residents in Taranaki are in line with all New Zealanders.

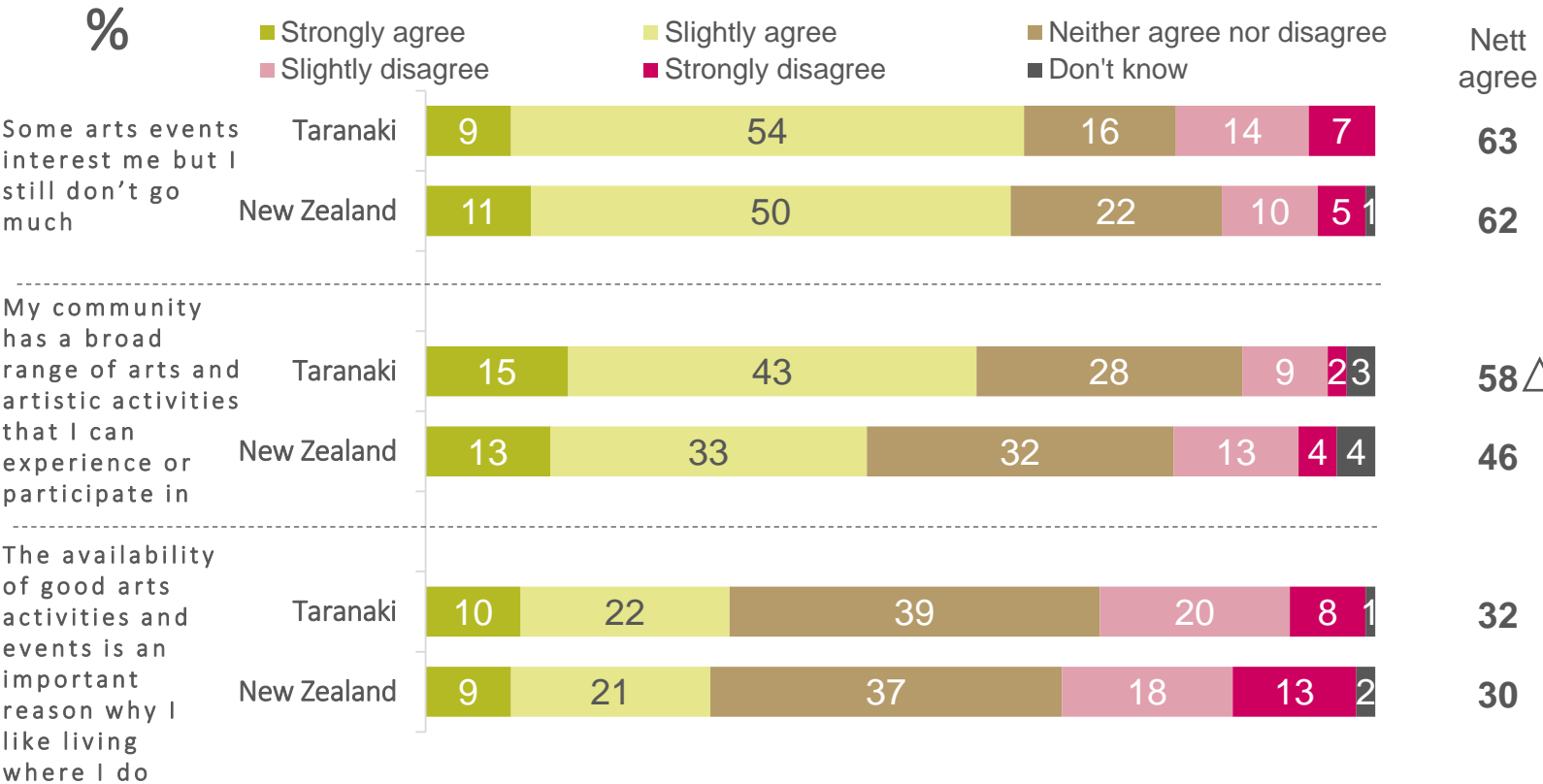
Sub-group differences in Taranaki:

- Women are more likely than average to agree that the arts should be part of the education of every New Zealander (68% vs. 58%).
- In contrast, the following groups are less likely than average (58%) to agree that arts should be part of New Zealanders education:
 - Men (48%)
 - Younger people, aged 15-39 (44%).
- Households of one or two persons are less likely to agree that the arts are only for certain types of people (33% vs. 39%).
- There are no significant sub-group differences of note for the other two statements.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Taranaki (153); New Zealand (6,101)

Attitudes towards the arts: Access to the arts

Q To what extent do you agree or disagree?



There is potential to significantly improve attendance at arts events. Three in five residents in Taranaki (63%) agree some arts events interest them but they still don't go much.

Fifty-eight percent of residents in Taranaki agree that they have access to a range of arts and artistic activities. This is higher than the national average (46%).

Close to one third of residents (32%) feel the arts and art activities is an important reason in why they like living in Taranaki. This is in line with all New Zealanders (30%).

Sub-group differences in Taranaki:

New Plymouth residents are more likely than average to agree that their community has a broad range of arts and artistic activities that they can participate in (70% vs. 58%).

In contrast, the following groups are less likely than average (58%) to agree that their community has a broad range of arts to experience:

- Residents outside of New Plymouth (47%)
- Households with an annual income of up to \$50k (45%).

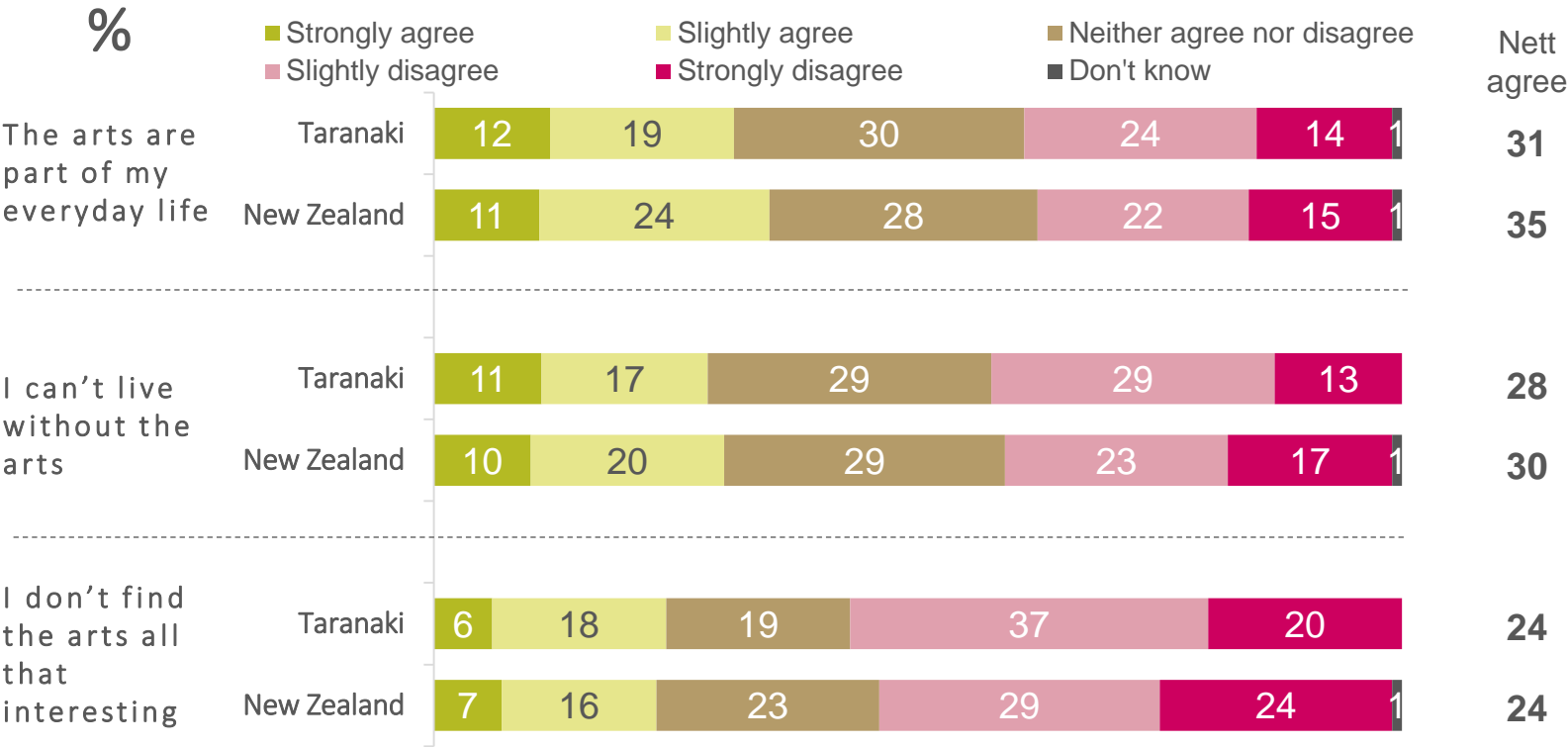
There are no significant sub-group differences of note for the other two statements.

[△]_▽ = significantly higher / lower than New Zealand

Base: All respondents: Taranaki (153); New Zealand (6,101)

Attitudes towards the arts: What the arts mean to me

Q To what extent do you agree or disagree?



The arts have meaning for a sizeable minority of residents in Taranaki. Thirty-one percent agree the arts are part of their everyday life while 28% agree they can't live without the arts. Findings for these statements are broadly in line with the average for all New Zealanders.

More residents are interested in the arts than not. While 24% of residents in Taranaki agree they don't find the arts all that interesting, 57% disagree. This is consistent with all New Zealanders.

Sub-group differences in Taranaki:

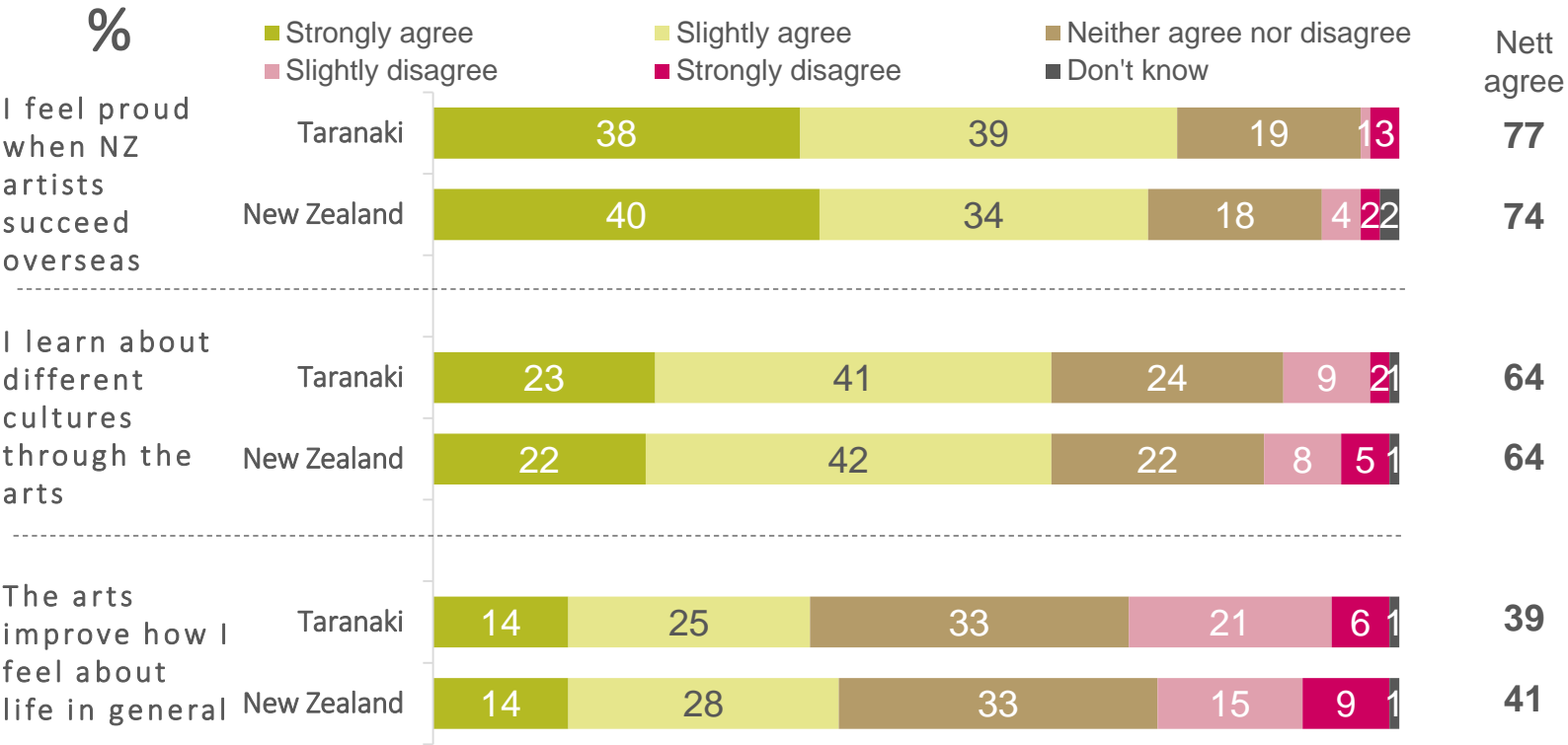
Women are less likely than average to not find arts at all interesting (16% vs. 24%). Conversely, men are more likely than average to agree that they don't find the arts all that interesting (33% vs. 24%).

There are no significant sub-group differences of note for the other two statements.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Taranaki (153); New Zealand (6,101)

Attitudes towards the arts: How the arts benefit me

Q To what extent do you agree or disagree?



The arts provide personal benefits to most residents in Taranaki. Three in four (77%) agree they feel proud when New Zealand artists succeed overseas.

Sixty-four percent of Taranaki residents feel they learn about different cultures through the arts.

In addition, 39% of Taranaki residents agree the arts improve how they feel about life in general, compared to 27% who disagree.

The views expressed by residents in Taranaki are in line with all New Zealanders.

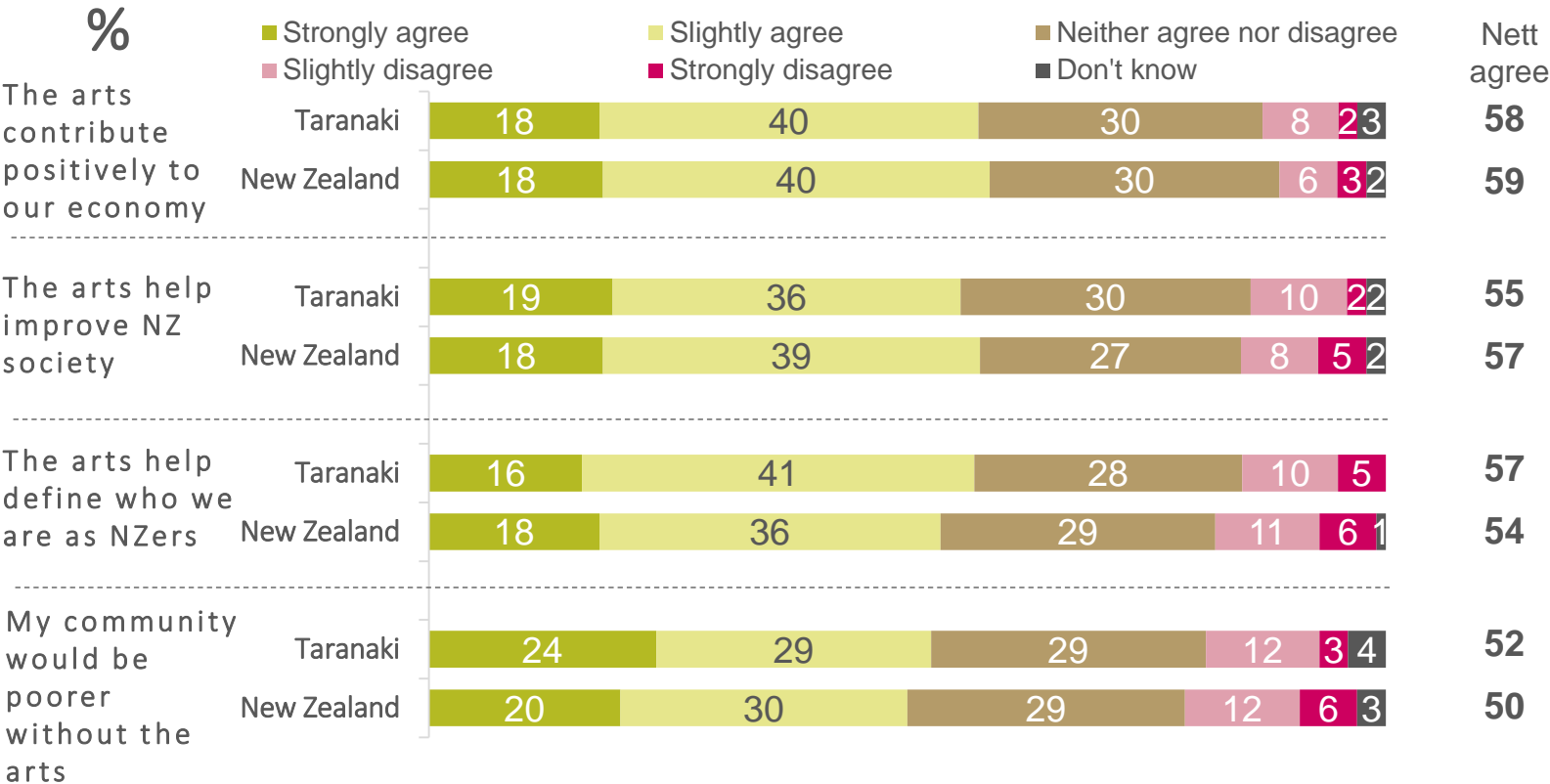
Sub-group differences in Taranaki:

- Older people, aged 60+, are more likely than average to agree that they feel proud when New Zealand artists succeed overseas (89% vs. 77%).
- Men are less likely than average to agree that they learn about different cultures through the arts (54% vs. 64%).
- There are no significant sub-group differences of note for the other statement.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Taranaki (153); New Zealand (6,101)

Attitudes towards the arts: How the arts benefit New Zealand

Q To what extent do you agree or disagree?



The majority of residents in Taranaki recognise different ways in which the arts benefit New Zealand. Over half agree they contribute positively to the economy (58%), improve New Zealand society (55%) and help define who we are as New Zealanders (57%). These views are in line with all New Zealanders.

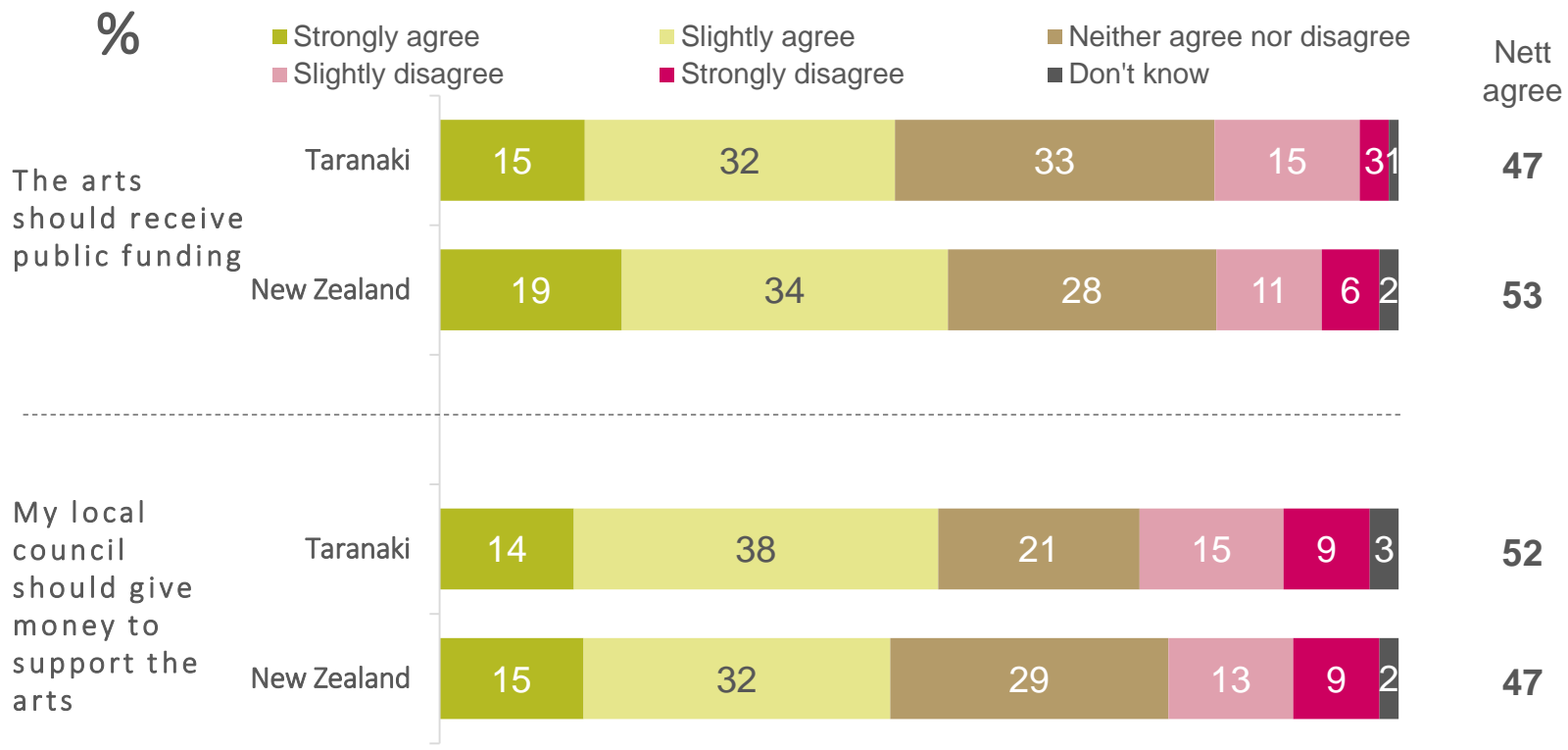
In addition, 52% agree their community would be poorer without the arts. This is also in line with all New Zealanders.

Sub-group differences in Taranaki:
 Women are more likely than average to agree that the arts help define who we are as New Zealanders (67% vs. 57%). In contrast, men are less likely to agree with this statement (45% vs. 57%).
 There are no significant sub-group differences of note for the other three statements.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Taranaki (153); New Zealand (6,101)

Attitudes towards the arts: Funding support for the arts

Q To what extent do you agree or disagree?



On balance, there is support for public funding of the arts. Just under half of Taranaki residents (47%) agree the arts should receive public funding. In contrast, 18% disagree, while the remainder are on the fence or do not express an opinion.

More than half of all residents (52%) in Taranaki feel the local council should give money to support the arts. This compares to 24% who disagree.

The difference in attitudes for these statements between residents in Taranaki and New Zealand are not statistically significant.

Sub-group differences in Taranaki:

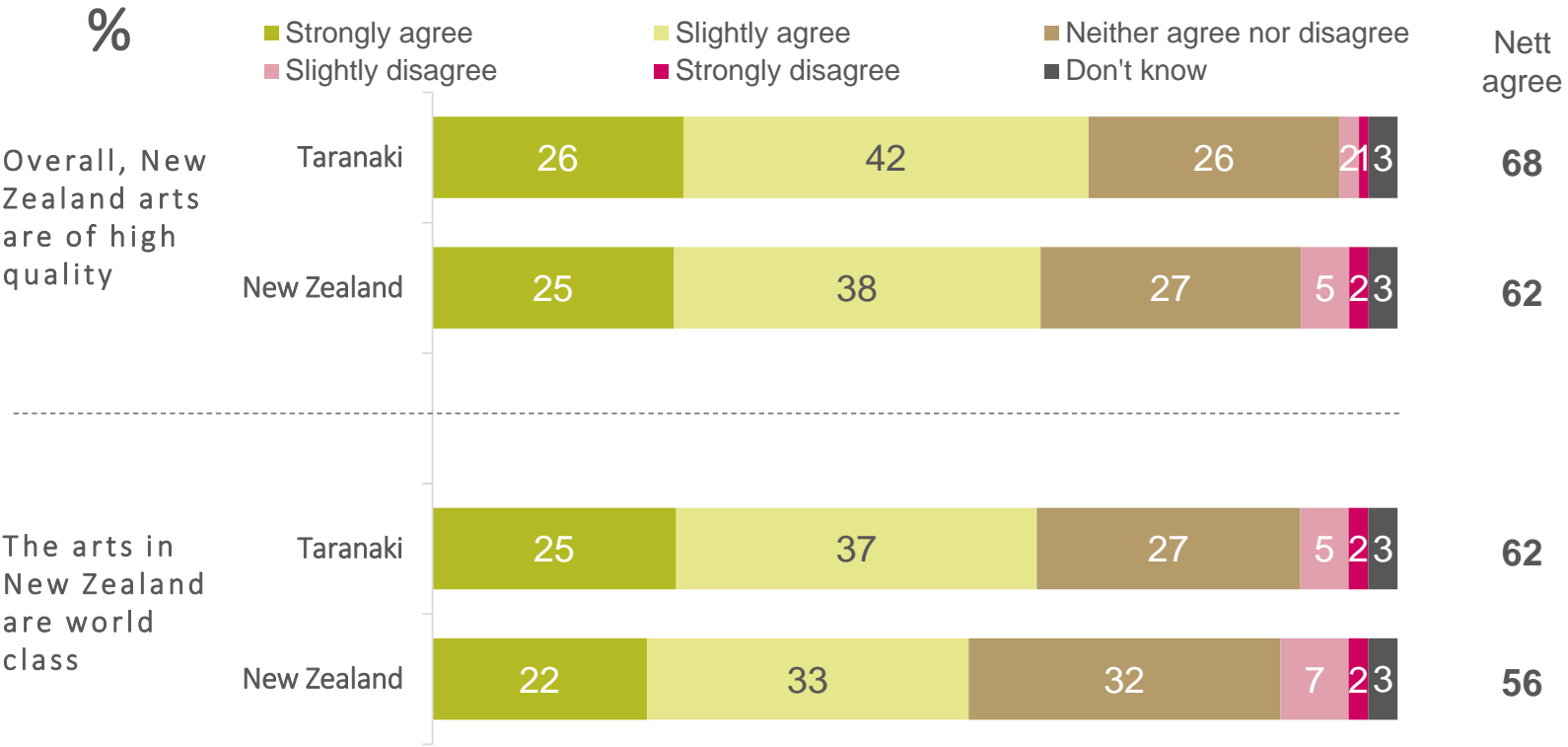
Women are more likely than average to agree that the local council should give money to support the arts (62% vs. 52%). Conversely, men are less likely to agree that the local council should financially support the arts (42% vs. 52%).

There are no statistically significant sub-group differences in views on public funding of the arts.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Taranaki (153); New Zealand (6,101)

Attitudes towards the arts: Quality of the arts

Q To what extent do you agree or disagree?



The majority of residents in Taranaki are positive about the quality of New Zealand arts. Sixty-eight percent agree the New Zealand arts of high quality.

Three in five (62%) agree that arts in New Zealand are world class.

The difference in attitudes for these statements between residents in Taranaki and New Zealand are not statistically significant.

Sub-group differences in Taranaki:

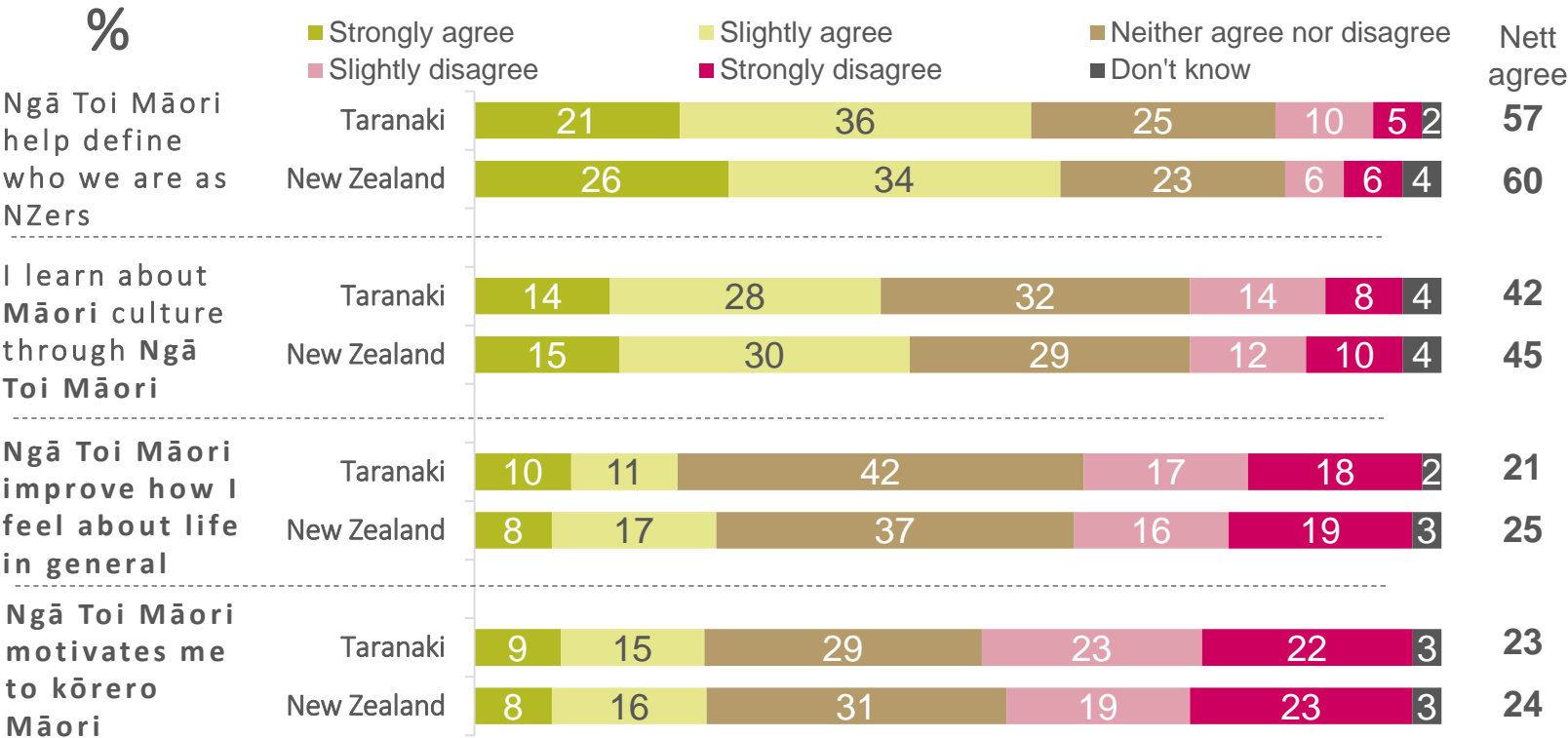
Women are more likely than average to agree that New Zealand arts are high quality (79% vs. 68%). Conversely, men are less likely than average to feel New Zealand arts are high quality (56% vs. 68%).

In addition, women are also more likely than average to feel that arts in New Zealand are world class (75% vs. 62%). Again, in contrast, men are less likely to agree that New Zealand arts are world class (47% vs. 62%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Taranaki (153); New Zealand (6,101)

Attitudes towards the arts: Impact of Ngā Toi Māori (Māori arts)

Q To what extent do you agree or disagree?



Taranaki residents benefit from Ngā Toi Māori in a number of ways. Fifty-seven percent agree they help define who we are as New Zealanders, whereas two in five (42%) agree they learn about Māori culture through Ngā Toi Māori.

Twenty-one percent of Taranaki residents agree Ngā Toi Māori improve how they feel about life in general and a similar proportion (23%) agree that Ngā Toi Māori motivates them to speak Māori.

The views expressed are in line with those for all New Zealanders.

Sub-group differences in Taranaki:

Men are more likely than average to disagree that Ngā Toi Māori help define who we are as New Zealanders (23% vs. 15%).

Pākehā are less likely than average to agree Ngā Toi Māori motivates them to speak Māori (19% vs. 23%).

There are no significant sub-group differences of note for the other two statements.

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Taranaki (153); New Zealand (6,101)

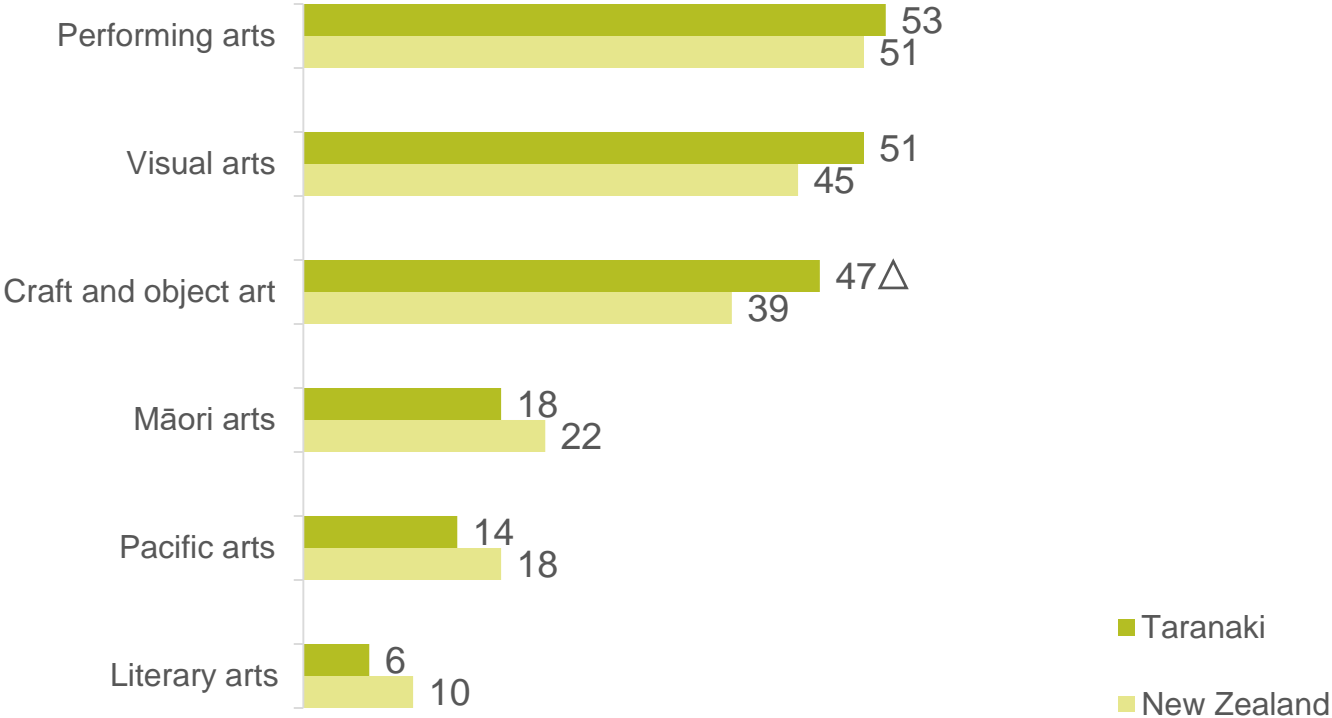


ATTENDANCE BY ARTFORM

Attendance by art form

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

%



The chart shows the proportion of Taranaki residents who have attended at least one event for each art form, in the last 12 months.

In line with the national picture, the most popular art form in Taranaki is performing arts (53%), followed by visual arts (51%).

Forty-seven percent of Taranaki residents have attended craft and object art in the last 12 months, this level of attendance is higher than the New Zealand average (47% vs. 39%). It is the only art form where there is a significant difference in attendance.

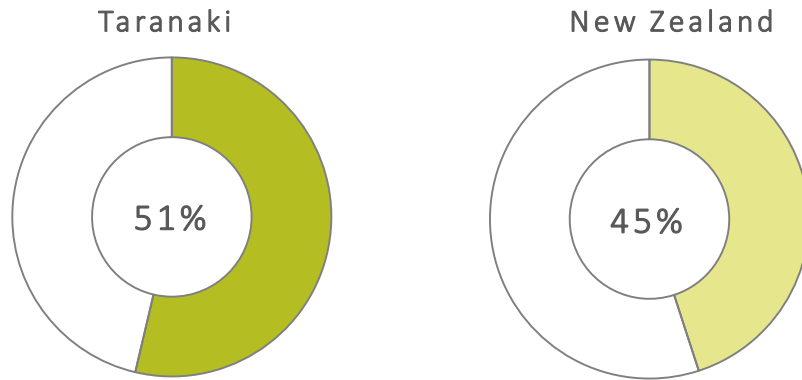
The least popular art form is literary arts. Only 6% have attended a literary arts event or festival in the last 12 months.

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

Δ ∇ = significantly higher / lower than New Zealand
 Base: All respondents: Taranaki (153); New Zealand (6,101)

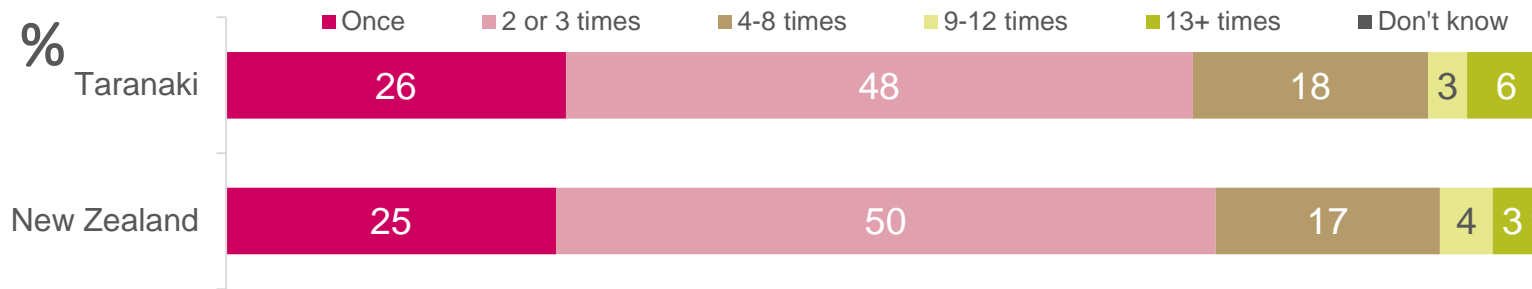
Visual arts attendance

Q Firstly thinking about the visual arts such as sculpture and painting, print-making, typography, photography and film-making, have you visited any art galleries or exhibitions or online galleries or attended any film festivals in the last 12 months?



Base: All respondents: Taranaki (153); New Zealand (6,101)

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



Base: All who have attended the visual arts - Taranaki (83); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

Fifty-one percent of Taranaki residents have attended a visual arts event in the last 12 months. This compares to 45% of New Zealanders. The difference is not statistically significant.

The majority (74%) of those who have attended have done so between one and three times. This is consistent with the average for all New Zealanders (75%).

Sub-group differences in Taranaki:

New Plymouth residents are more likely than average to have attended a visual arts event in the last 12 months (65% vs. 51%).

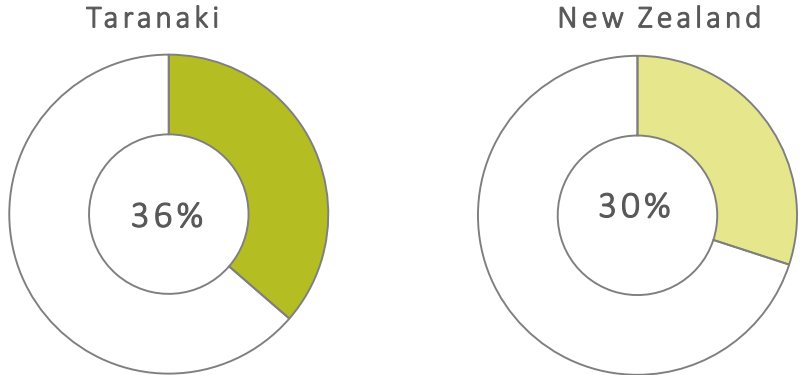
The following groups are less likely than average (51%) to have attended a visual arts art form in the last 12 months:

- Households with an annual income of up to \$50k (39%)
- Residents outside of New Plymouth (38%).

There are no sub-group differences of note in terms of frequency of attendance.

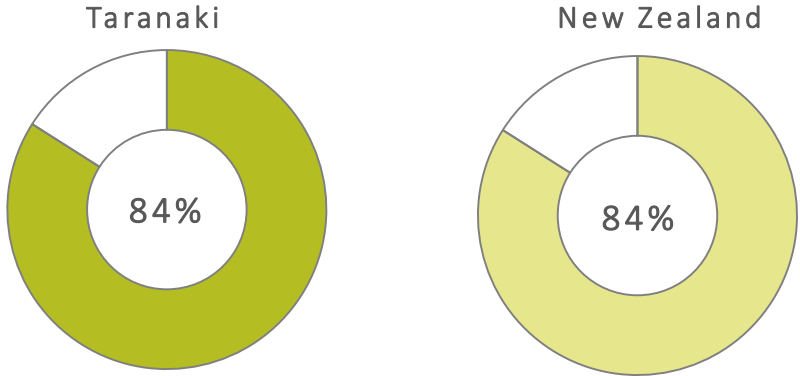
Visual arts attendance: impact of film festivals

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



Base: All who have attended the visual arts - Taranaki (83); New Zealand (2,786)

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



Base : All who have attended film festivals - Taranaki (29); New Zealand (817) $\triangle \nabla$ = significantly higher / lower than New Zealand

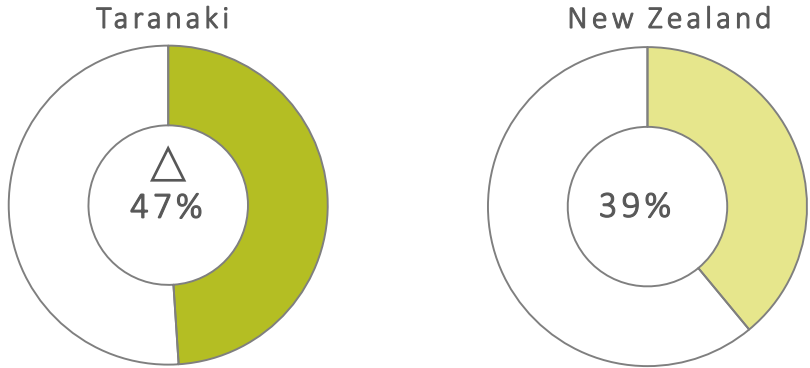
Of those who have attended the visual arts, 36% have attended film festivals in the last 12 months. This is broadly in line with the national average (30%).

The majority (84%) of those who attended film festivals in the last 12 months also attended other visual art forms. Please note this result should be treated with caution due to the low base size (29 respondents). The result is consistent with all New Zealanders (84%).

There are no sub-group differences of note for either of these survey findings.

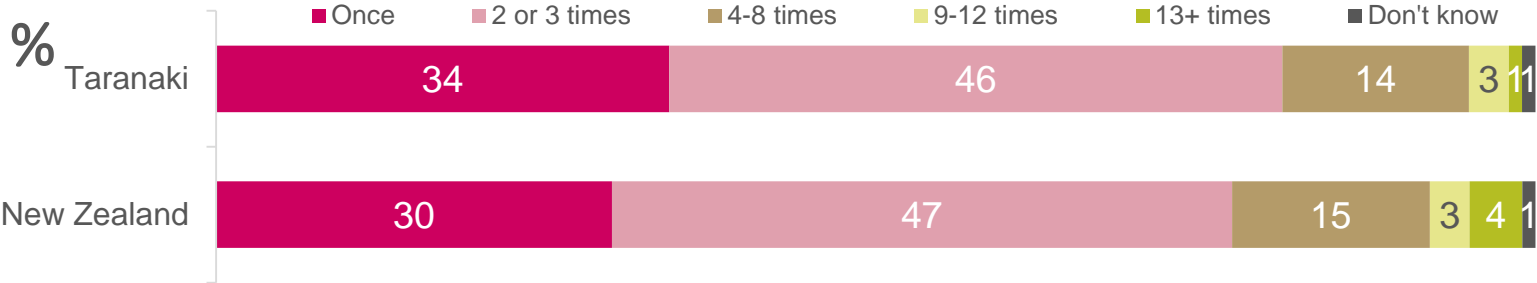
Craft and object art attendance

Q Thinking now about craft and object art such as ceramics, furniture, glass jewellery embroidery, quilting, pottery, spinning and weaving, or textiles, have you visited any art galleries or exhibitions or online galleries in the last 12 months?



Base: All respondents: Taranaki (153); New Zealand (6,101)

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



Base: All who have attended craft and object art - Taranaki (76); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

Forty-seven percent of Taranaki residents have attended a craft and object art event in the last 12 months. Attendance is higher for craft and object art in Taranaki compared to the average for all New Zealanders (39%).

The majority (79%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (77%).

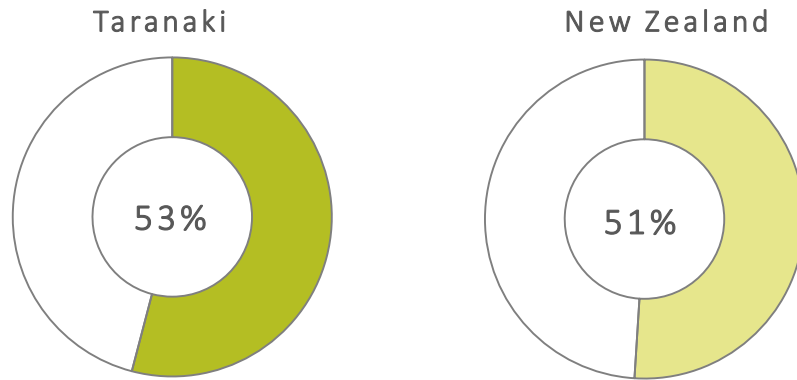
Sub-group differences in Taranaki:

Men are less likely than average to have attended a craft and object art event in the last 12 months (38% vs. 47%).

There are no sub-group differences of note in terms of frequency of attendance.

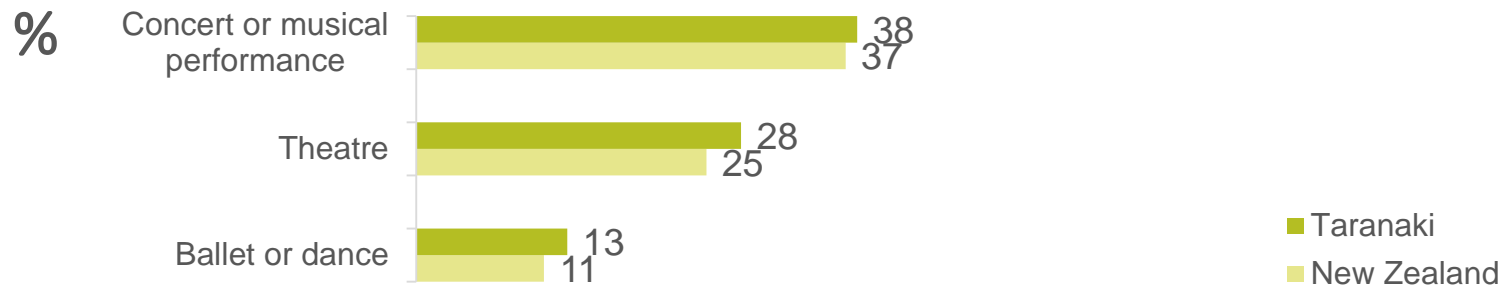
Performance arts attendance

Q Now thinking about the performing arts such as theatre, dance, and music. Have you gone to any ballet or contemporary dance performances, live theatre, concerts, musical performances or circuses in the last 12 months?



Base: All respondents: Taranaki (153); New Zealand (6,101)

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



Base: All respondents: Taranaki (153); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Fifty-three percent of Taranaki residents have attended a performing arts event in the last 12 months. This is in line with the average for all New Zealanders (51%).

Looking more specifically at the type of performing arts, the survey shows that 38% of Taranaki residents have attended a concert or musical performance, while 28% have attended the theatre and 13% ballet or some other form of dance.

Attendance of the different types of performing arts events is in line with the national average.

Sub-group differences in Taranaki:

New Plymouth residents are more likely than average to have attended a performing arts event in the last 12 months (63% vs. 53%).

The following groups are less likely than average (53%) to have attended a performing arts event in the last 12 months:

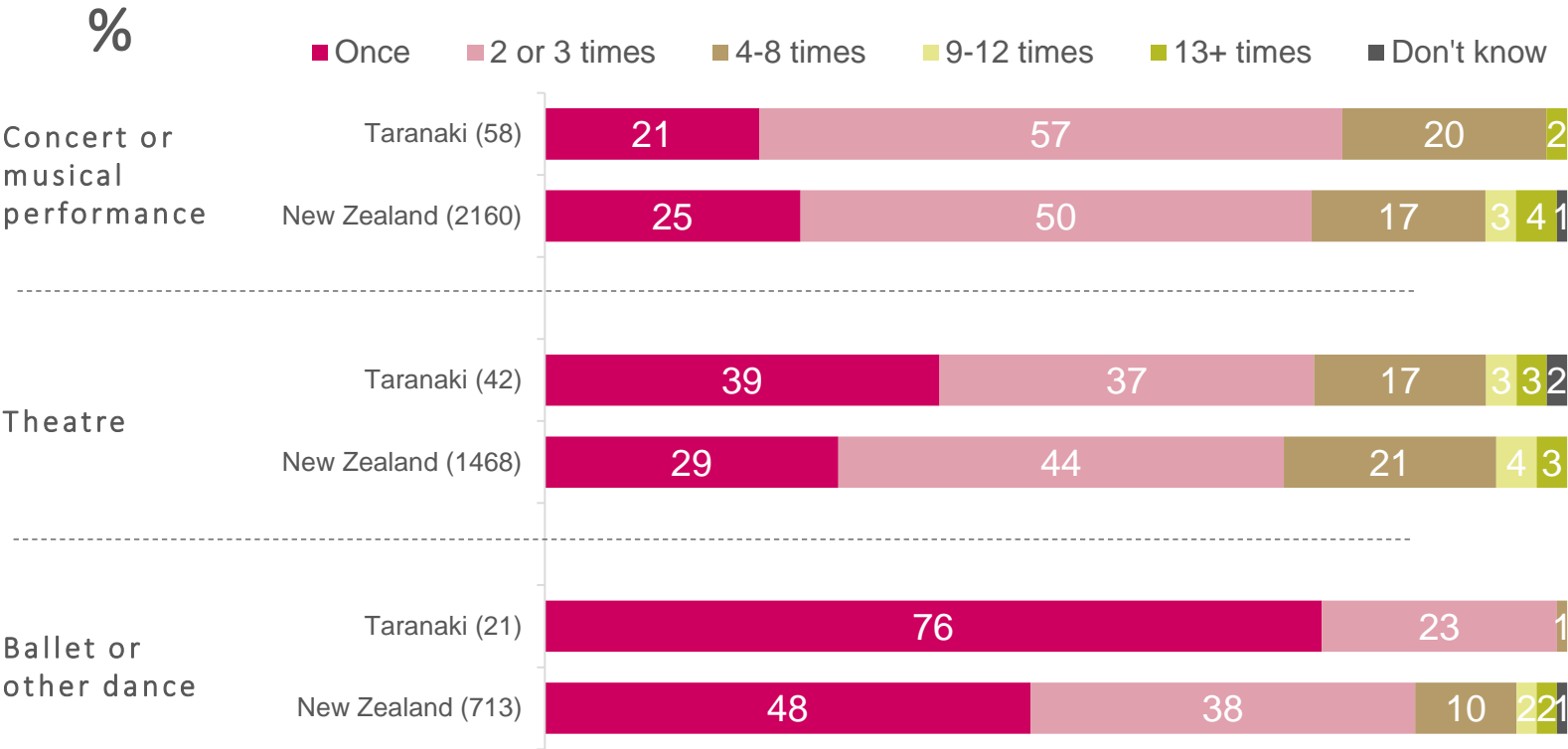
- Residents outside of New Plymouth (44%)
- Men (43%).

Women are more likely than average to have attended the ballet in the last 12 months (20% vs. 13%). Conversely, men are less likely to have attended the ballet (5% vs. 13%).

Households with an annual income of up to \$50k are less likely than average to have attended the theatre in the last 12 months (18% vs. 28%).

Performance arts attendance

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



Base: All respondents who have attended each art form, numbers shown in brackets

△▽ = significantly higher / lower than New Zealand

The majority (78%) of those who have attended a concert or musical performances have done so between one and three times. This is in line with all New Zealanders (75%).

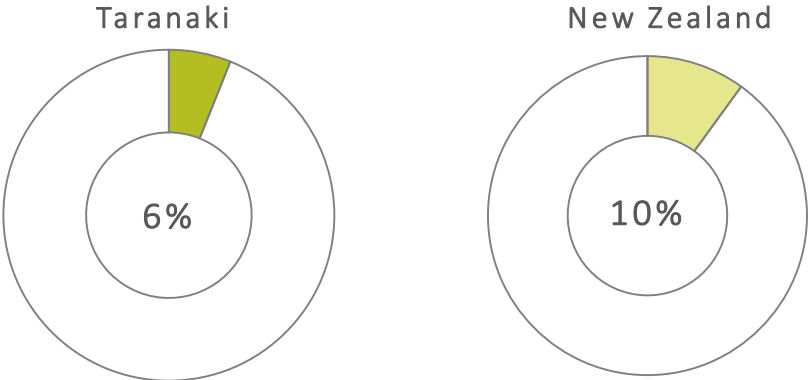
Similarly, the majority (76%) of those who have attended theatre performances have done so between one and three times. Again, this is broadly in line with all New Zealanders (73%).

Finally, the majority of residents in Taranaki who have attended ballet or other dance performances have also done so between one and three times (99%). Please note the finding for Taranaki should also be treated with caution due to the low base size (21 respondents), but results indicate this result is in line with all New Zealanders.

The base sizes are too small to test for statistical significance across sub-groups.

Literary arts attendance

Q Now thinking about literature, have you gone to any poetry or book readings, or literary festivals or events in the last 12 months?



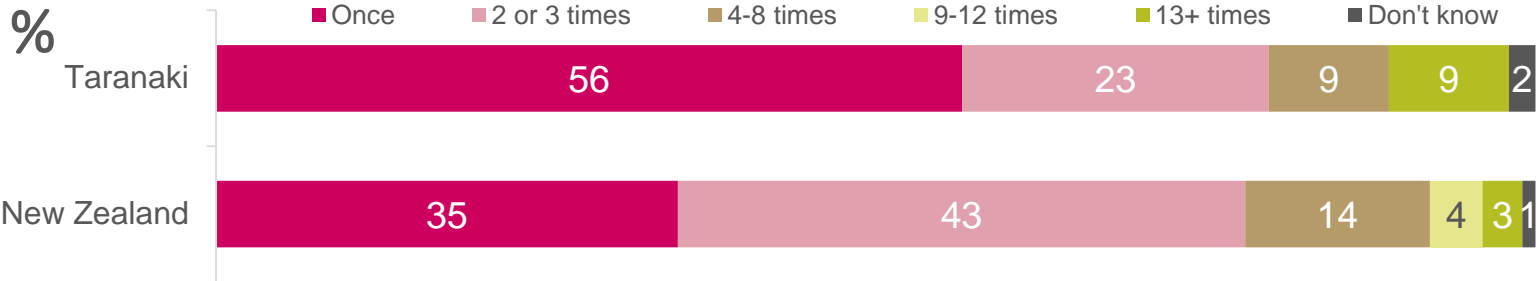
Base: All respondents: Taranaki (153); New Zealand (6,101)

Six percent of Taranaki residents have attended a literary arts festival or event in the last 12 months. This is broadly consistent with the national level of attendance (10%).

Only eleven respondents in Taranaki reported having attended a literary arts festival or event in the last 12 months. As such the results for frequency of attendance need to be treated with extreme caution, but they indicate the majority have attended between one and three events, in line with all New Zealanders.

There are no sub-group differences of note for levels of attendance to literary arts.

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

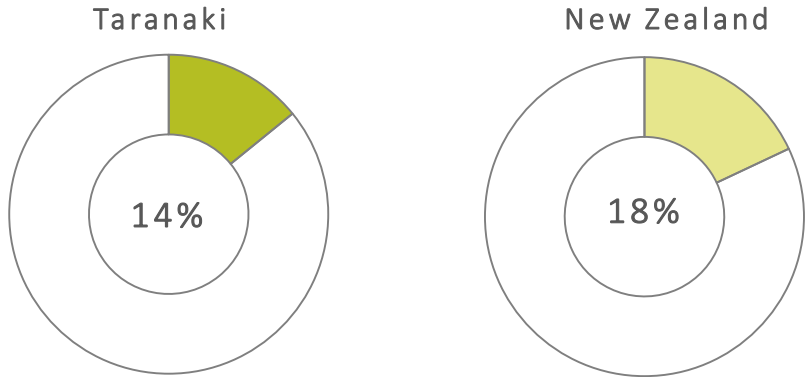


Base: All who have attended the literary arts - Taranaki (11); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

Pacific arts attendance

Q Now thinking about Pacific Arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Pacific people or groups in the last 12 months?



Base: All respondents: Taranaki (153); New Zealand (6,101)

Fourteen percent of Taranaki residents have attended a Pacific arts event in the last 12 months. This is in line with the national level of attendance (18%).

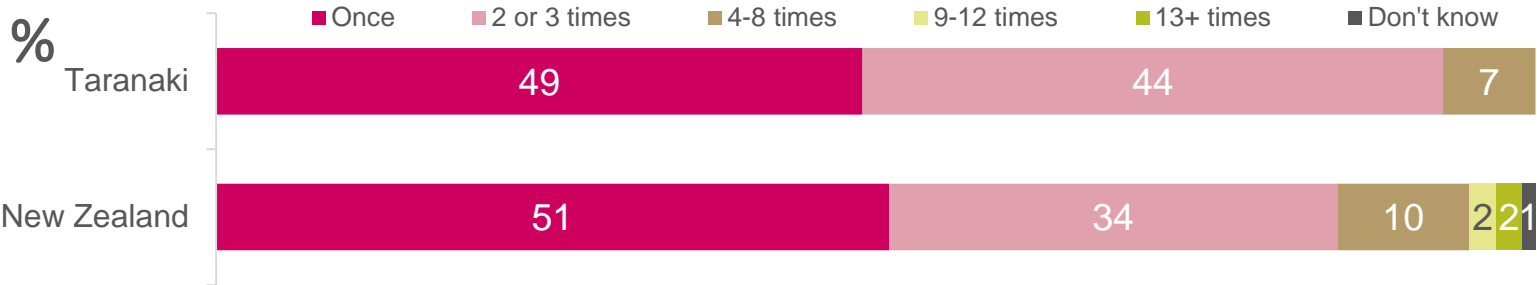
The majority (93%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (85%). The finding for Taranaki should also be treated with caution due to the low base size (25 respondents).

Sub-group differences in Taranaki:

Pākehā are less likely than average to have attended a Pacific arts event in the last 12 months (10% vs. 14%).

Please note there are too few Pacific respondents in the survey in Taranaki to test for statistical significance.

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

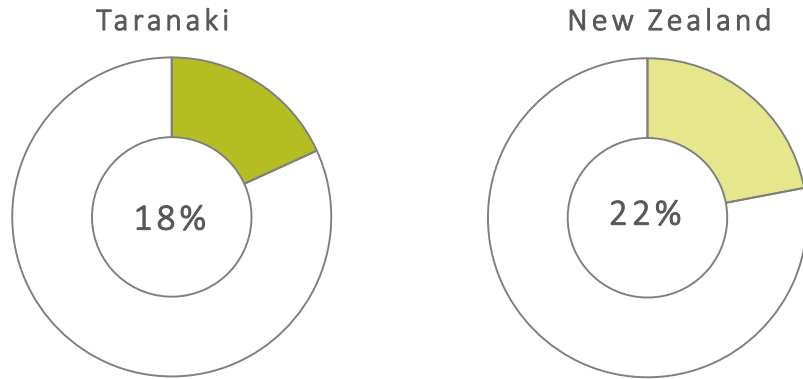


Base: All who have attended the Pacific arts - Taranaki (25); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

Māori arts attendance

Q Thinking about Māori arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by **Māori people or groups** in the last 12 months?



Base: All respondents: Taranaki (153); New Zealand (6,101)

Eighteen percent of Taranaki residents have attended a Māori arts event in the last 12 months. This is broadly in line with the national level of attendance (22%).

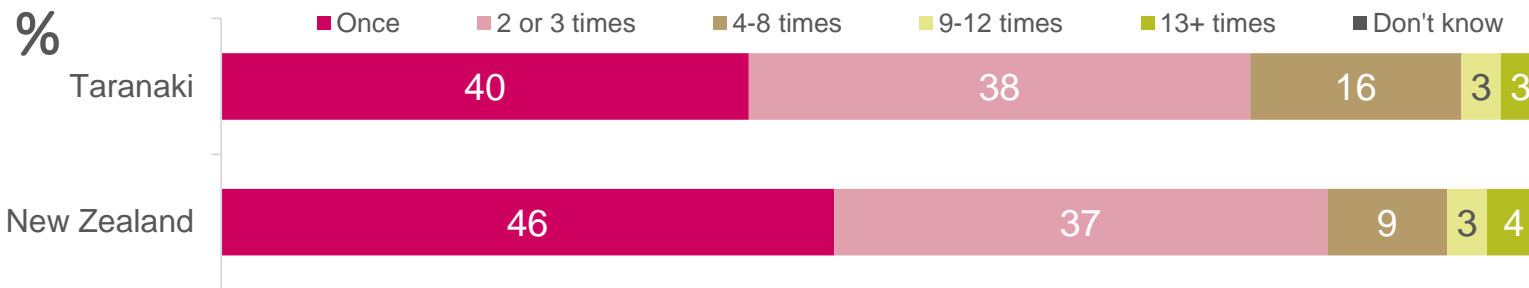
Seventy-eight percent of those who have attended have done so between one and three times. This is largely in line with the proportion of all New Zealanders (83%).

Sub-group differences in Taranaki:

Men are less likely than average to have attended a Māori arts event in the last 12 months (10% vs. 18%).

There are no sub-group differences of note in terms of frequency of attendance.

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



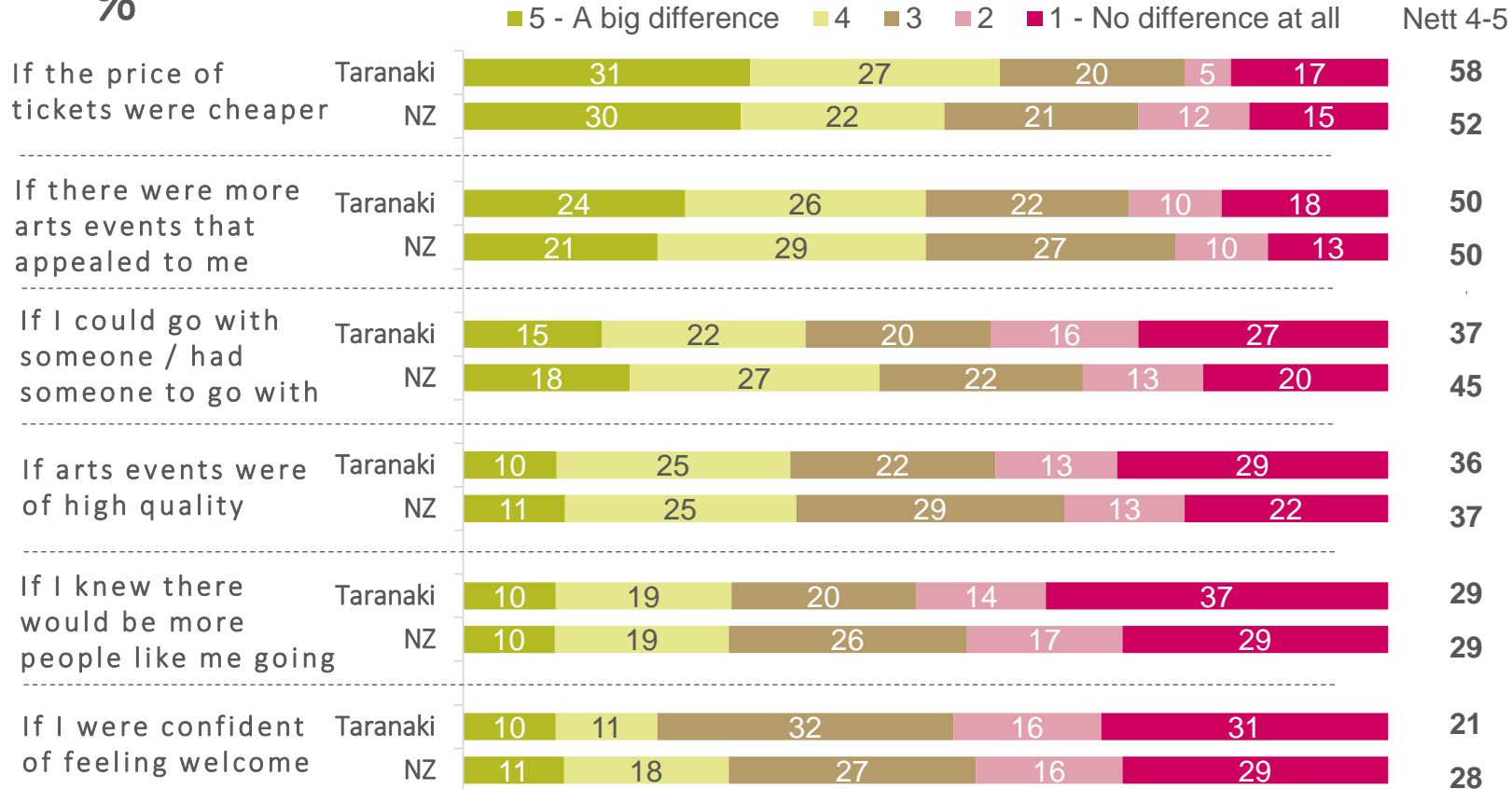
Base: All who have attended Māori arts - Taranaki (31); New Zealand (1,318)

△▽ = significantly higher / lower than New Zealand

Encouraging greater attendance in the arts

Q You earlier agreed that the arts interest you but you still don't go much. What difference would the following make in encouraging you to go to the arts more often?

%



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

Price and choice emerged as key barriers. Fifty-eight percent of the respondents indicated reducing the price of tickets would make a big difference to their likelihood to attending. In addition, half of residents indicated that a greater range of events that appealed to them would make a big difference.

Social isolation can also prove a barrier for 37% of residents who indicated having someone to go with would make a big difference.

Quality is a concern for 36% of residents; who indicated that higher quality arts events would make a big difference.

Finally, there is evidence a minority find the arts elitist. Twenty-nine percent indicate that knowing there were more people like them going would make a big difference, while one in five (21%) point to being made to feel welcome.

All of these findings are in line with the national picture.

Sub-group differences in Taranaki:

Younger people, aged 15-39, are more likely than average to indicate that the following factors would make a big difference to their attendance of the arts:

- More arts that appealed to them (73% vs. 58%)
- If they had someone to go with (65% vs. 37%)
- If they knew more people like them going (50% vs. 29%).

△▽ = significantly higher / lower than New Zealand

Base: All respondents who are interested in the arts but don't go much: Taranaki (94); New Zealand (3,822)

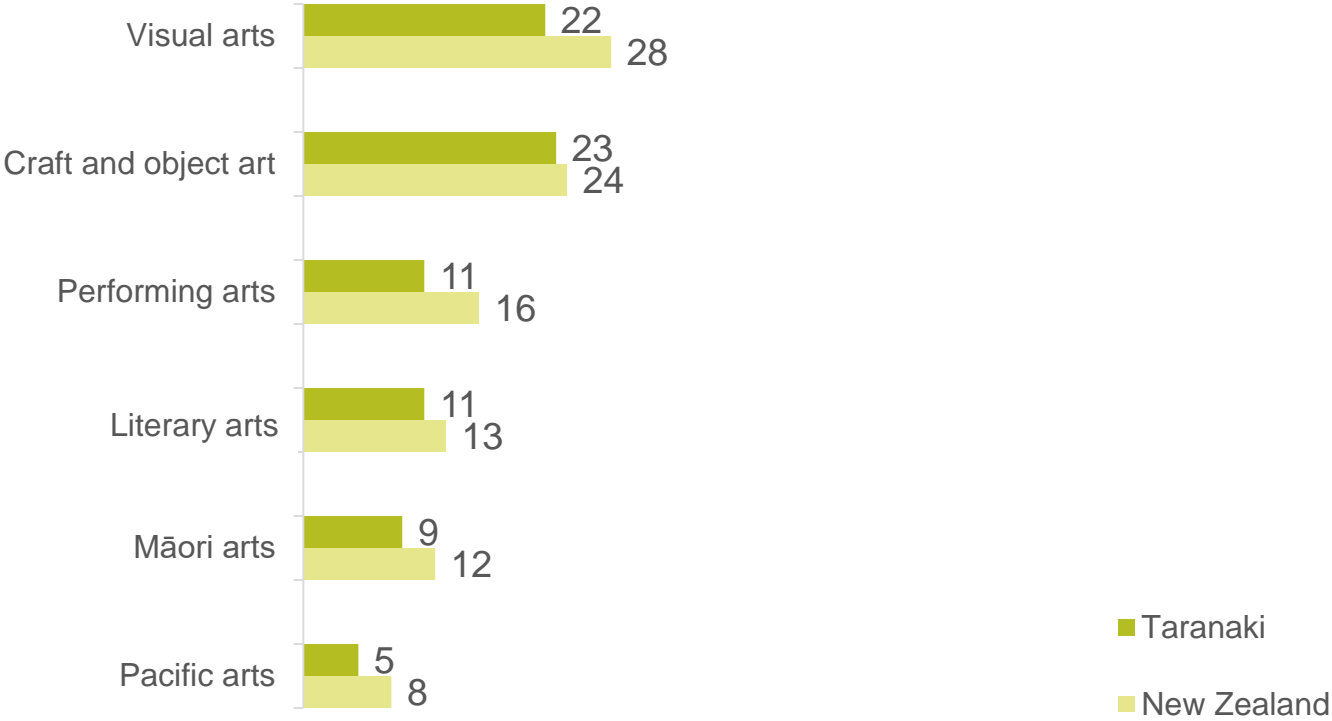


PARTICIPATION BY ARTFORM

Participation by art form

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

%



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

The most popular art forms for participation are craft and object art and the visual arts. Twenty-three percent of Taranaki residents have participated in craft and object art and a similar proportion (22%) have participated in the visual arts in the last 12 months.

The least popular art form is Pacific arts. Only 5% have participated in Pacific arts.

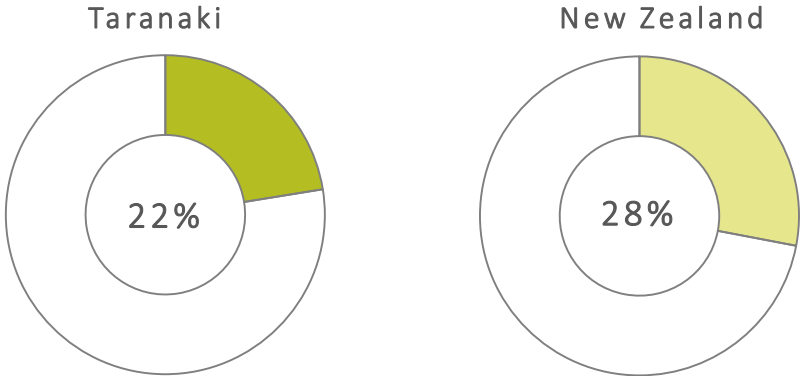
The difference in participation for these art forms between residents in Taranaki and the average for all New Zealand are not statistically significant.

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Taranaki (153); New Zealand (6,101)

Visual arts participation

Q Have you been actively involved in the visual arts in any way in the last 12 months? For example, painting, photography, sculpting, drawing, print-making, typography, web-based digital art, or film making?



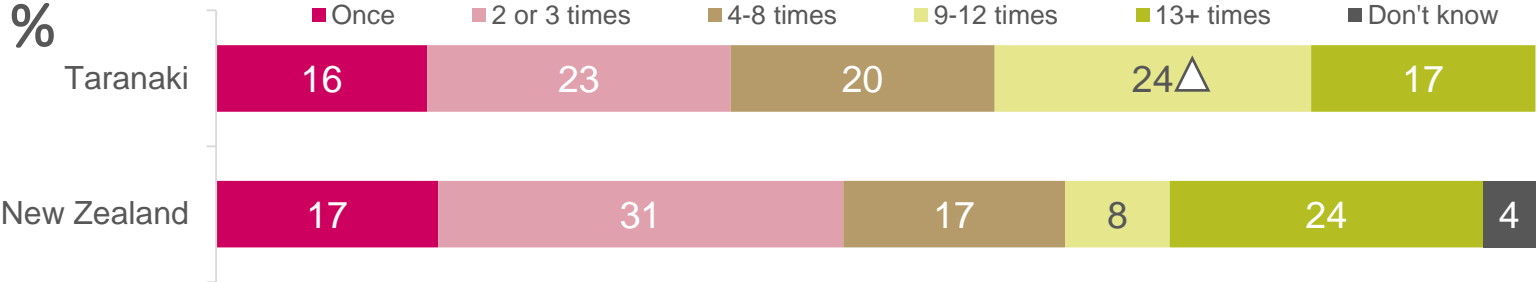
Base: All respondents: Taranaki (153); New Zealand (6,101)

Twenty-two percent of Taranaki residents have participated in the visual arts in the last 12 months. This is largely in line with all New Zealanders (28%).

Of those who participate, 41% do so on a regular basis (at least nine times in the last 12 months). Twenty-four percent of Taranaki residents have participated in visual arts between 9-12 times in the last year, significantly more often than the New Zealand average (24% vs. 8%).

There are no sub-group differences of note for levels of participation in visual arts.

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

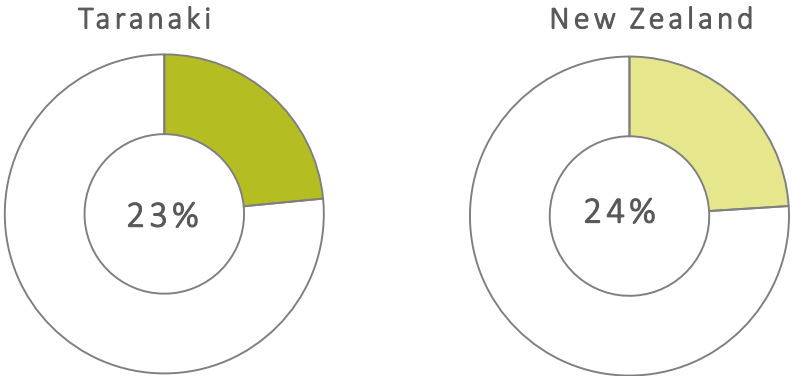


Base: All those who have participated in the visual arts - Taranaki (36); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

Craft and object art participation

Q Have you been actively involved in craft and object art in any way in the last 12 months? For example, ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving or textiles.



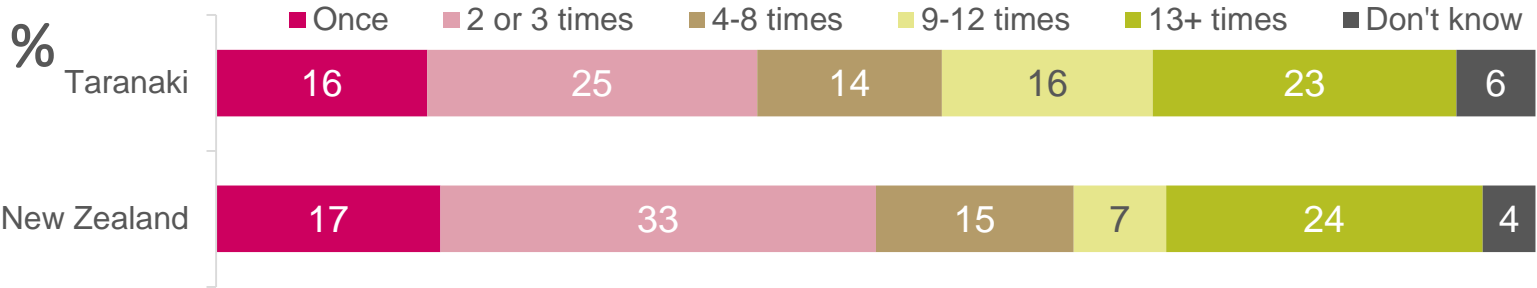
Base: All respondents: Taranaki (153); New Zealand (6,101)

Twenty-three percent of Taranaki residents have participated in craft and object art in the last 12 months. Participation by residents in craft and object art is consistent with the national average.

Of those who participate, 39% do so on a regular basis (at least nine times in the last 12 months). The difference between Taranaki residents and all New Zealanders (31%) is not statistically significant.

There are no sub-group differences of note for levels of participation in craft and object art.

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

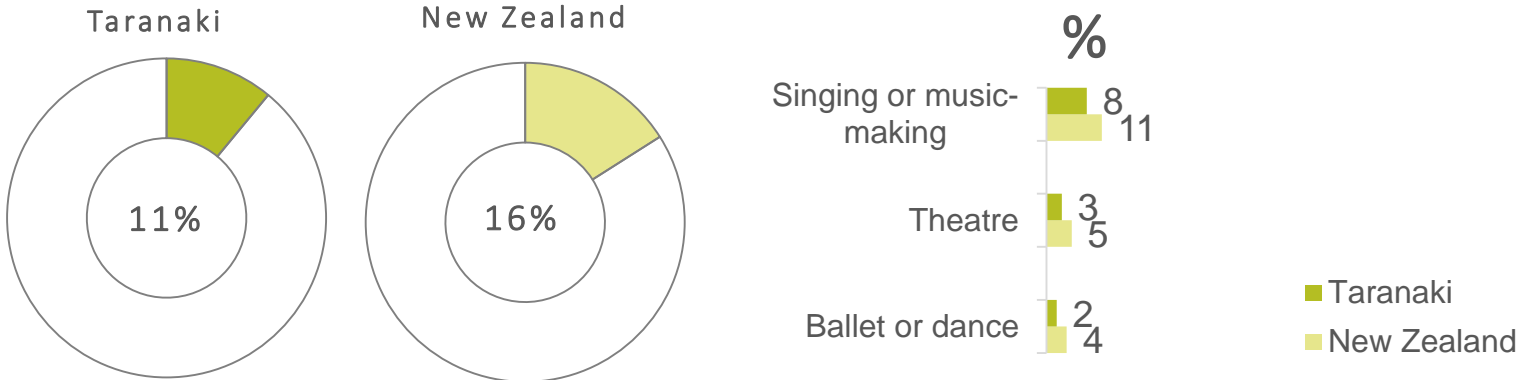


Base: All those who have participated in craft and object art - Taranaki (38); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

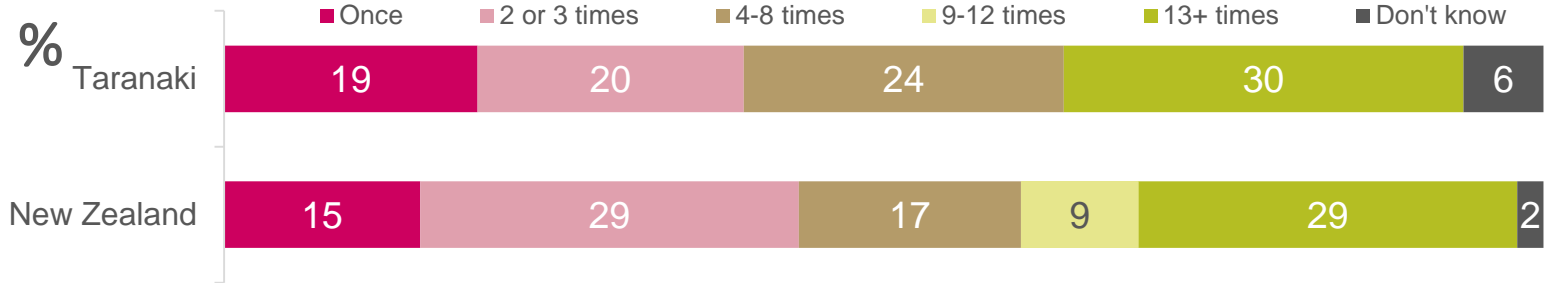
Performance arts participation

Q Still thinking about the performing arts, in the last 12 months have you been actively involved in theatre, dance, singing or other music-making? Which of these were you actively involved in?



Base: All respondents: Taranaki (153); New Zealand (6,101)

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



Base: All those who have participated in the performance arts - Taranaki (18); New Zealand (896)

△▽ = significantly higher / lower than New Zealand

Eleven percent of Taranaki residents have participated in the performing arts in the last 12 months. This is broadly in line with all New Zealanders (16%).

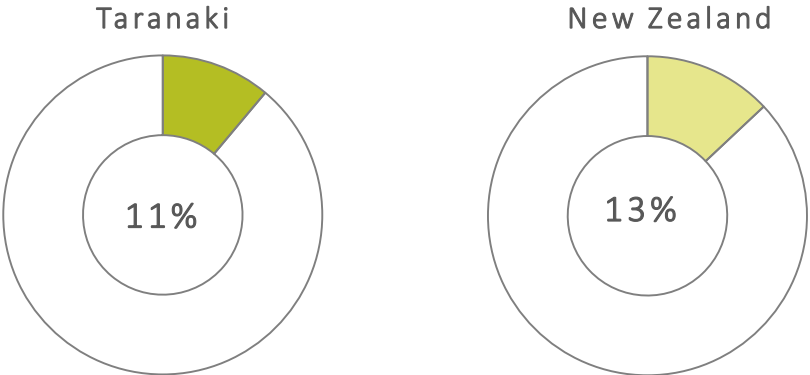
Looking more specifically at the type of performing arts, the survey shows that 8% of Taranaki residents have participated in singing or music making, while 3% have participated in the theatre and 2% ballet or some other form of dance.

Of those who participate in the performing arts, 30% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with extreme caution due to the low base size (18 respondents).

There are no sub-group differences of note in terms of participation in the performing arts in Taranaki.

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?



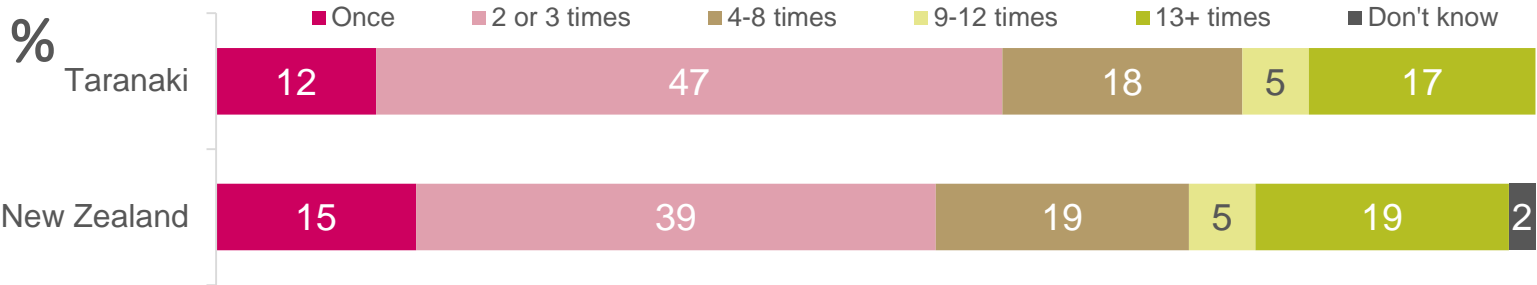
Base: All respondents: Taranaki (153); New Zealand (6,101)

Eleven percent of Taranaki residents have participated in the literary arts in the last 12 months. This is consistent with all New Zealanders (13%).

Of those who participate in the literary arts, 22% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with extreme caution due to the low base size (18 respondents).

There are no sub-group differences of note in terms of participation in the literary arts in Taranaki.

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

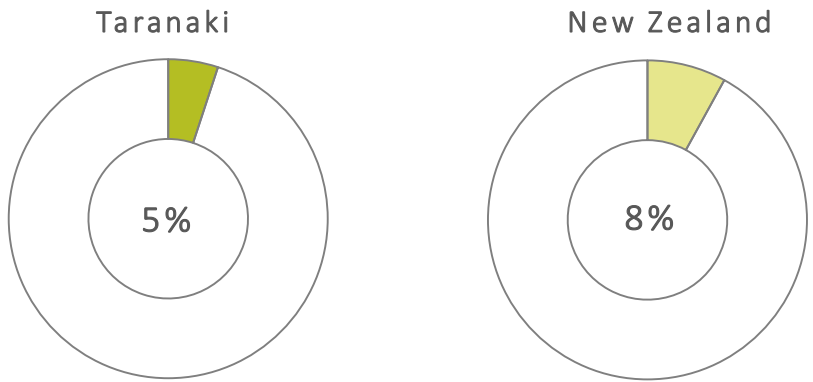


Base: All those who have participated in the literary arts - Taranaki (18); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

Pacific arts participation

Q Still thinking about Pacific Arts, in the last 12 months have you been actively involved in any Pacific arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music?

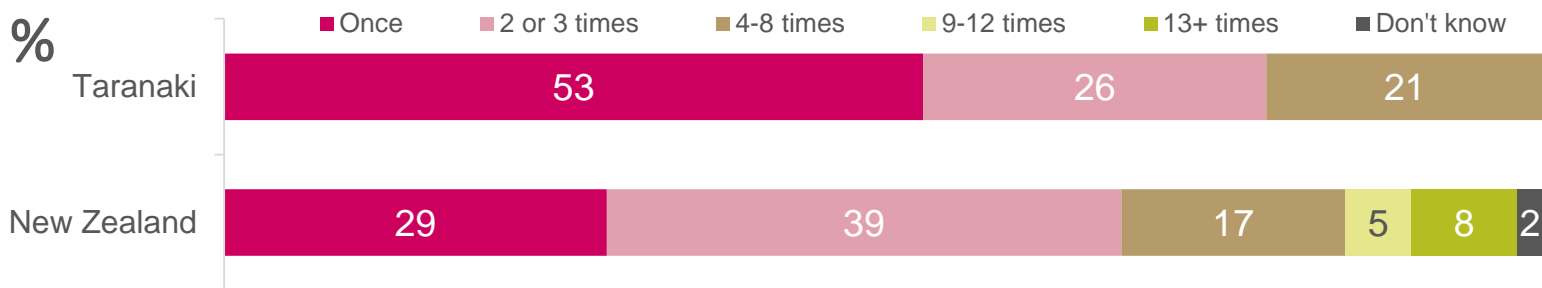


Base: All respondents: Taranaki (153); New Zealand (6,101)

Five percent of Taranaki residents have participated in the Pacific arts in the last 12 months. This is consistent with all New Zealanders (8%).

Only eleven respondents in Taranaki reported having participated in the Pacific arts in the last 12 months. As such the results for frequency of participation need to be treated with extreme caution, but they indicate the majority have attended between one and three events, in line with all New Zealanders.

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

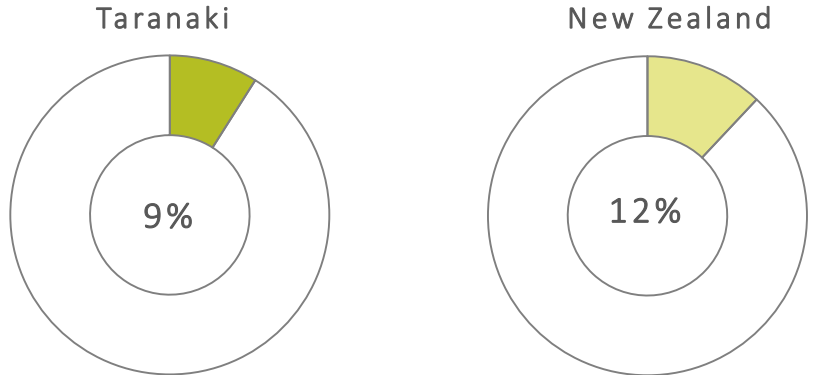


Base: All those who have participated in the Pacific arts - Taranaki (11); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

Māori arts participation

Q Still thinking about Māori arts, in the last 12 months have you been actively involved in any **Māori arts or craft activities or workshops, including carving, raranga, tāniko, weaving, waiata or, kapa haka, kōwhaiwhai, tā moko, Māori dance or music?**



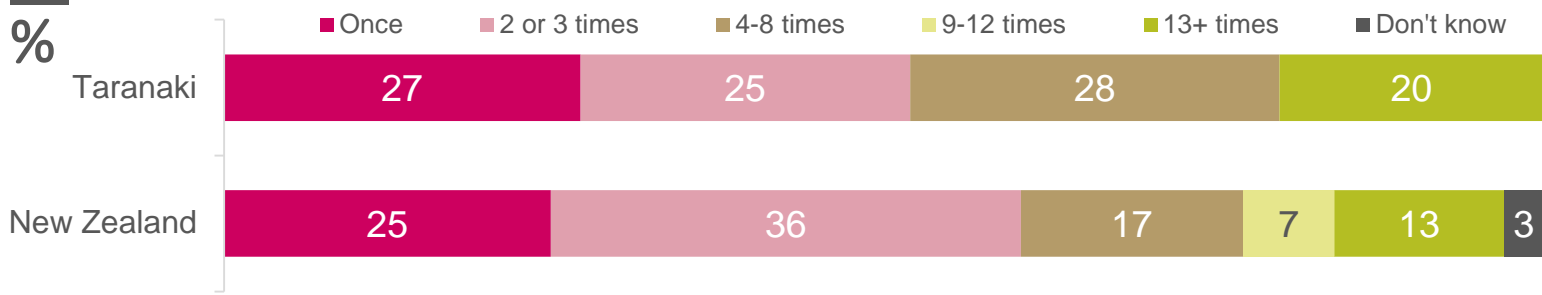
Base: All respondents: Taranaki (153); New Zealand (6,101)

Nine percent of Taranaki residents have participated in Māori arts in the last 12 months. This is broadly in line with the average for all New Zealanders (12%).

Consistent with the national average (20%), of those who participate in the Māori arts, 20% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with extreme caution due to the low base size (18 respondents).

Sub-group differences in Taranaki:
Pākehā residents are less likely than average to have participated in the Māori arts in the last 12 months (4% vs. 9%).

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

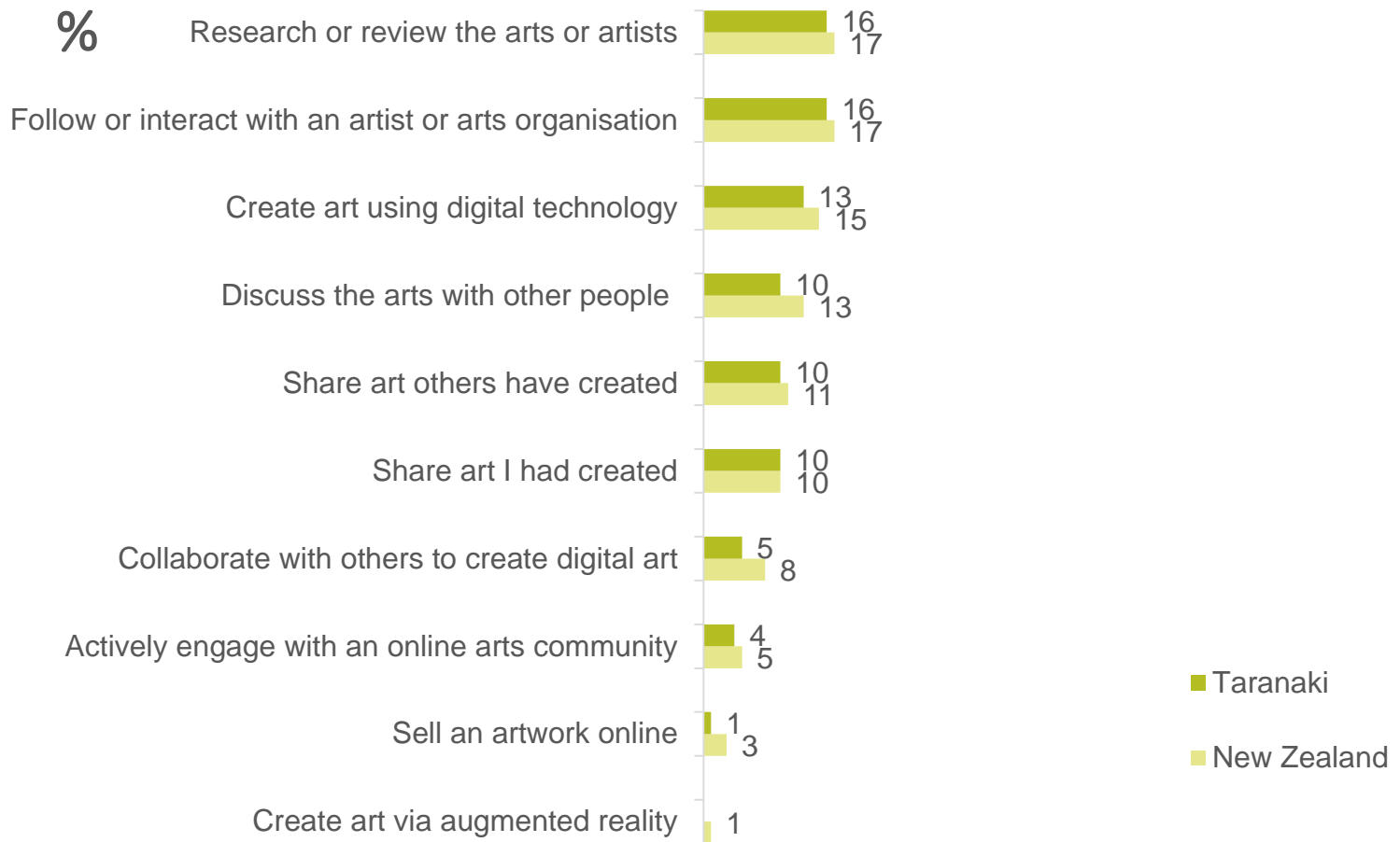


Base: All those who have participated in the visual arts - Taranaki (18); New Zealand (655)

△▽ = significantly higher / lower than New Zealand

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? By digital technology we mean laptops, tablets or smartphones.



Digital technology is enabling greater engagement in the arts for a significant minority in Taranaki. Thirty-six percent of Taranaki residents have used digital technology for arts activities. This is largely in line with all New Zealanders (43%).

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

The different ways in which Taranaki residents use digital technology for art and artistic activities are in line with that of all New Zealanders.

Sub-group differences in Taranaki:

There are no sub-group differences at the overall level, although households with an annual income of up to \$50k are less likely than the average to:

- Follow or interact with artists or organisations (7% vs. 16%)
- Share art that others have created (2% vs. 10%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Taranaki (153); New Zealand (6,101)

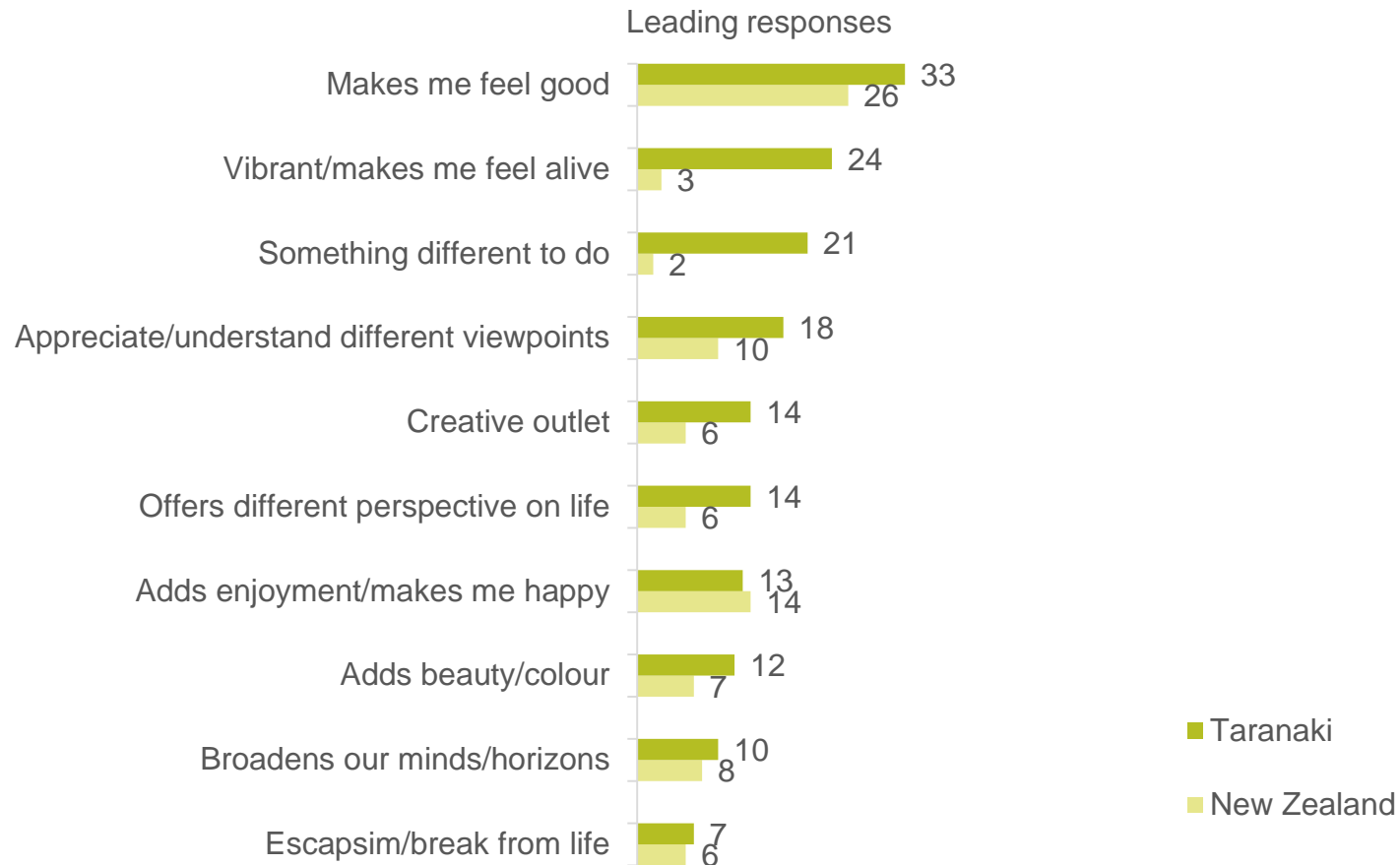


ADVOCACY OF THE ARTS

Reasons why the arts improve how New Zealanders feel about life

Q You earlier agreed that the arts improve how you feel about life in general. For what reasons do you feel the arts improve how you feel about life?

%



Respondents who agree the arts improve how they feel about life in general or agree they help improve society, were asked the reasons why they think this. To reduce respondent burden if someone had agreed with both statements they were only asked one of the follow-up questions.

The chart opposite shows the leading responses. The key reasons why residents in Taranaki feel the arts improve how they feel about life in general is simply that it makes them feel good (33%) and it makes them feel vibrant and alive (24%).

Due to the low base size (30 respondents) we cannot test for differences between Taranaki residents and all New Zealanders.

“

Improves overall happiness to see some forms of art.

I get great enjoyment out of watching, and taking part in 'the arts'. It also challenges my perspective on things that would otherwise remain untested.

It's important to sample all things in life, experiencing variety in life make a person feel good.

It opens my eyes wide, lets me see the other side.

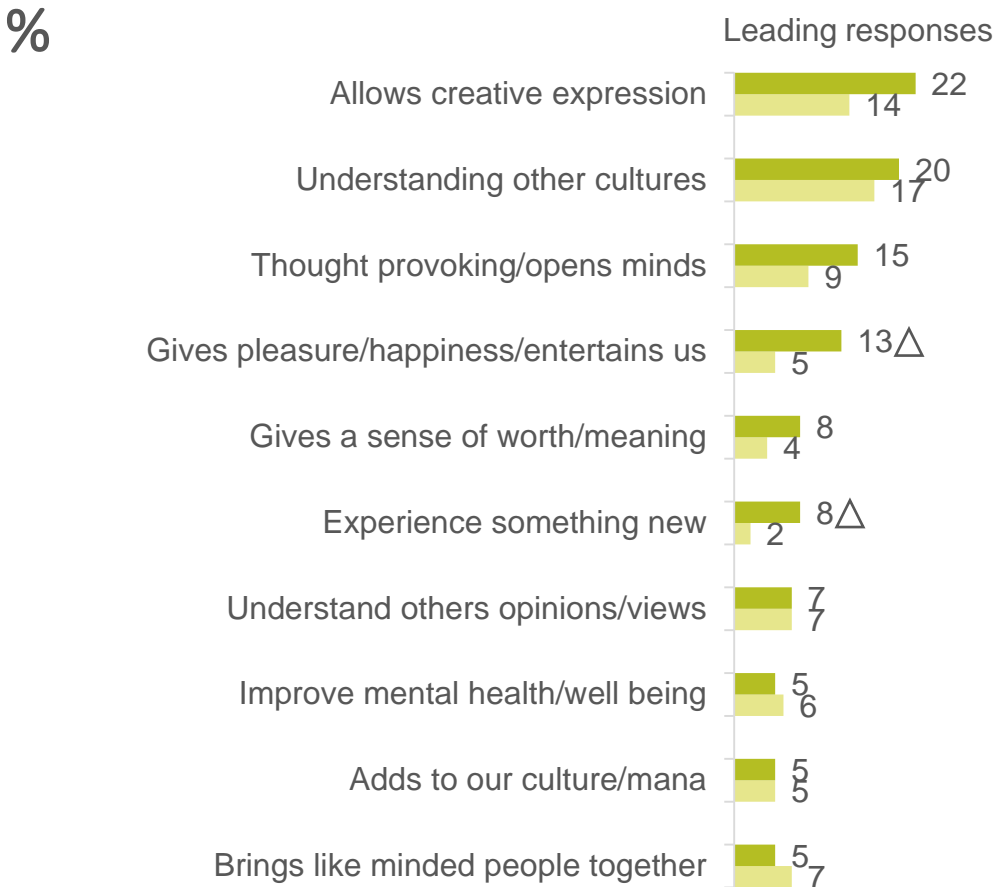
”

△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - Taranaki (30); New Zealand (1,397)

Reasons why the arts improve society

Q You earlier agreed that the arts help improve New Zealand society. For what reasons do you feel the arts help improve society?



△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts help improve New Zealand society - Taranaki (58); New Zealand (2,323)

The chart opposite shows the leading responses why residents in Taranaki feel the arts help improve society.

The key reasons is that they allow creative expression (22%) and understanding of other cultures (20%). These reasons are inline with the average for New Zealand.

Taranaki residents are more likely than the New Zealand average to mention that arts give happiness, pleasure and/or entertainment (13% vs. 5%), and are also more likely to mention that arts allow new experiences (8% vs. 2%).

It makes you think about things differently, rather than the normal day to day things you always do. Gives you something else to think about. Maybe see something new, new experience.

When going to these shows in my community they are well supported and create a great atmosphere in the city.

I like the murals and sculptors in Taranaki, they look beautiful and provide joy to the onlooker. We also have a stone carving at the water front which is interesting for my boys loud power tools creating delicate designs.

They allow you to see new things without having to go anywhere.



FOR FURTHER
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