

NEW ZEALANDERS AND THE ARTS

REPORT FOR WHANGAREI

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 Whangarei. 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



256

ONLINE INTERVIEWS

With adults aged 15+ living in Whangarei



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 for Whangarei (and others) to purchase additional sample, so they can better understand the extent to which residents in their own area engage with the arts.

SAMPLING

The sampling target in Whangarei was 200 interviews. In order to achieve a representative sample of residents in Whangarei, quotas (or interviewing targets) were set by age within gender.

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

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 256 respondents the margin of error is up to +/- 6.1 percentage points.

We have used statistical tests to determine whether the survey findings between Whangarei 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: Residents in Whangarei are generally less engaged with the arts than nationally. While they tend to be more positive than negative in their attitudes about the arts, they are less likely to be advocates than New Zealanders on average. They are less likely to see benefits to them personally or to society as a whole.

ENGAGEMENT IN THE ARTS

Compared to the national average, residents of Whangarei are not as engaged with the arts (75% vs. 80%).

Engagement is based on those who have either **attended** the arts in the last 12 months (63%) or have **participated** in the arts in the last 12 months (47%).

Whangarei residents overall attendance of the arts is lower than the national average (63% vs. 73%).

Attendance is highest for craft and object arts (44%), followed by the visual arts (41%). Attendance for performing arts is lower than the national average (37% vs. 51%), while attendance is also lower for literary arts (5% vs. 10%).

Participation is highest for craft and object art (27%) and the visual arts (24%). Participation is lowest for Pacific arts (5%).

ADVOCACY OF THE ARTS

Compared with the national picture, Whangarei residents generally hold less positive attitudes towards the arts.

Whilst the majority of Whangarei residents (73%) hold pride in the success of New Zealand artists, they are less likely to espouse some of the benefits of the arts. Fifty-six percent agree they learn about different cultures through arts (vs. 64% nationally), while 49% agree the arts improve New Zealand society (vs. 57% nationally).

In addition, just over one third (35%) of residents agree that the arts improve how they feel about life in general, vs. 41% nationally.

Just under half of residents in Whangarei support public funding of the arts, which is lower than the national average of 53%. However support for funding by the local council is in line with all New Zealanders (46% vs 47%).

POTENTIAL FOR MORE ENGAGEMENT

There is potential to further increase engagement. Three in five Whangarei residents (61%) 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. Forty-eight percent of the respondents indicated reducing the price of tickets would make a big difference to their likelihood to attending. In addition, the same proportion (48%) indicated that a greater range of events that appealed to them would make a big difference.

Quality is a concern for 28% of residents; who indicated that higher quality arts events would make a big difference, however this is lower than the national average.

KEY DEMOGRAPHIC DIFFERENCES

Throughout the report women generally express greater engagement with the arts than average in Whangarei, or hold more positive attitudes about the arts.

Older people, aged 60+, are generally more likely to hold positive attitudes about the arts compared to the average in Whangarei. In contrast young people are less positive, and appear to express less interest in the arts. There is evidence that the range of arts events and activities is failing to capture their imagination. In addition, for young people who don't attend the arts as often they are like, having someone to go with could help make the difference.

“

The arts record some of our history. The arts reflect current ideals and are part of our national identity. ”

”

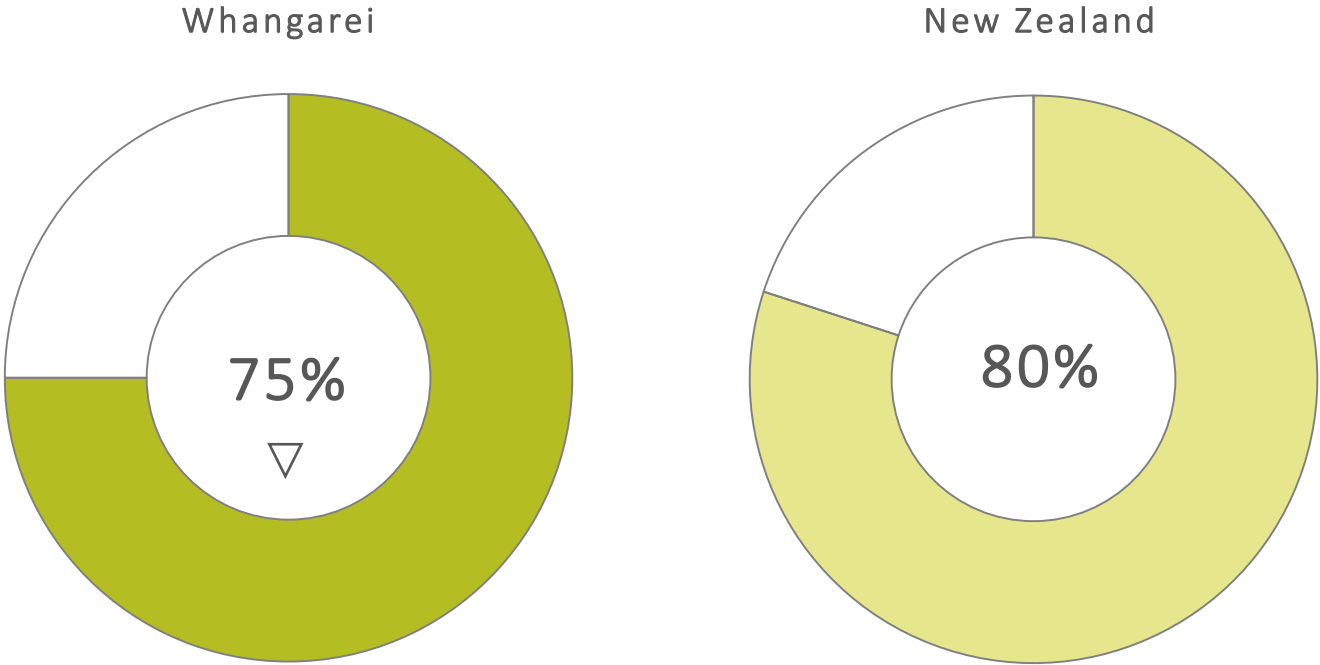


OVERALL ENGAGEMENT

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, 75% of residents in Whangarei engaged with the arts in the last 12 months. This is lower than the average for all New Zealanders (80%).

Sub-group differences in Whangarei:

The following groups are more likely than the average (75%) to have engaged with the arts in the last 12 months:

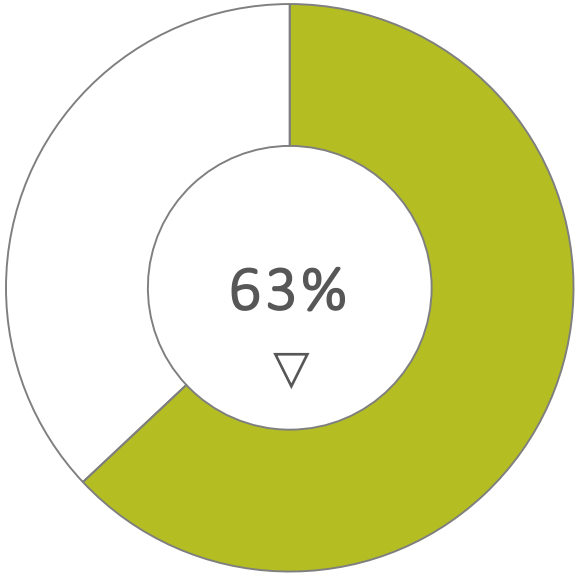
- Household income between \$80,001-\$120,000 (90%)
- Women (80%).

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Whangarei (256); New Zealand (6,101)

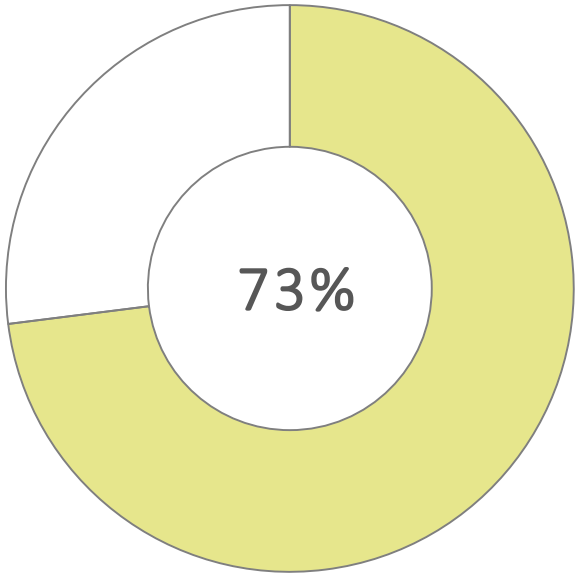
Overall attendance

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**

Whangarei



New Zealand



A total of 63% of residents in Whangarei have attended at least one arts event or location in the last 12 months. This is lower than the national average (73%).

Sub-group differences in Whangarei:

The following groups are more likely than average (63%) to have attended at least one arts event in the last 12 months:

- Household income between \$80,001-\$120,000 (84%)
- Older people, aged 60+ (75%).

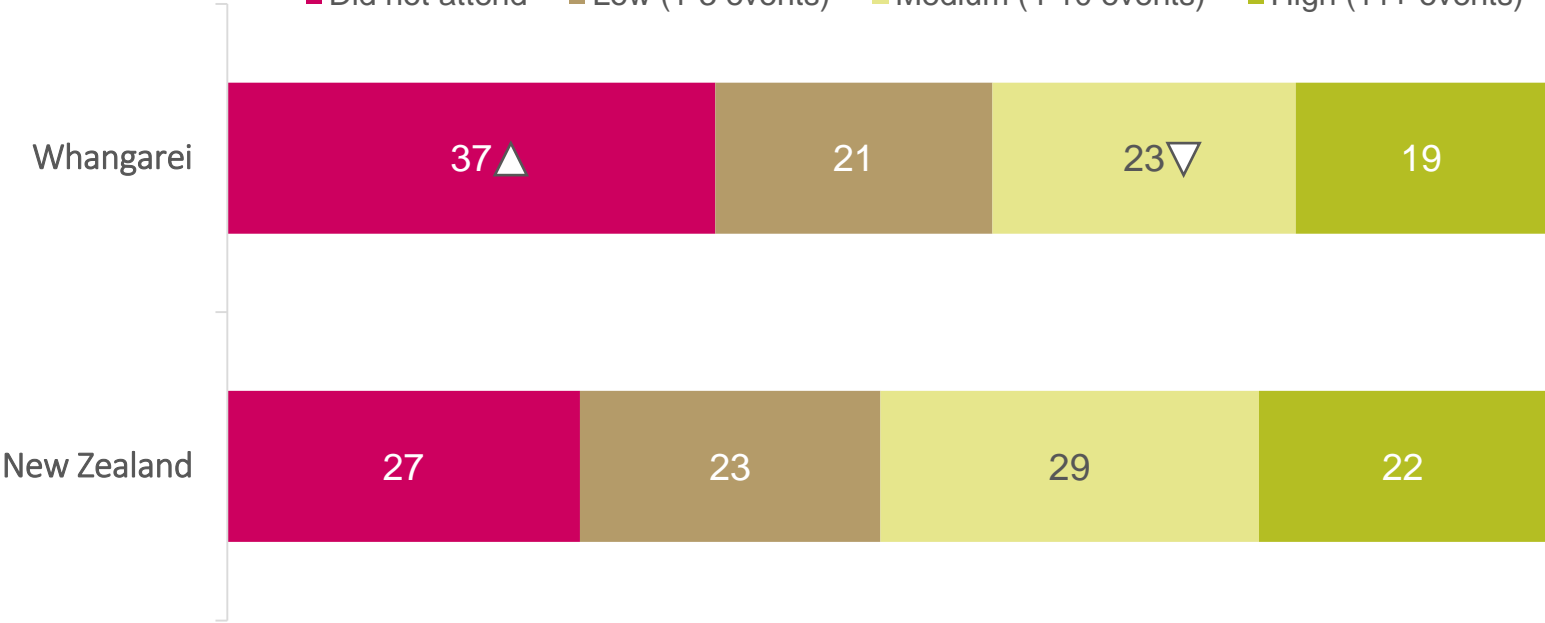
△▽ = significantly higher / lower than New Zealand
Base: All respondents: Whangarei (256); New Zealand (6,101)

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)



▲▼ = significantly higher / lower than New Zealand

Base: All respondents: Whangarei (256); New Zealand (6,101)

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

Around one in five residents in Whangarei (19%) attend the arts on a regular basis (more than ten times a year). This is consistent with all New Zealanders (22%).

Compared to the national average, Whangarei residents are less likely to attend between 4-10 arts event in the last 12 months (23% vs. 29%).

Sub-group differences in Whangarei:

The following groups are more likely than average (23%) to attend the arts between 4 and 10 events:

- Household income between \$80,001-\$120,000 (40%)
- Middle-aged people, aged 40-59 (33%).

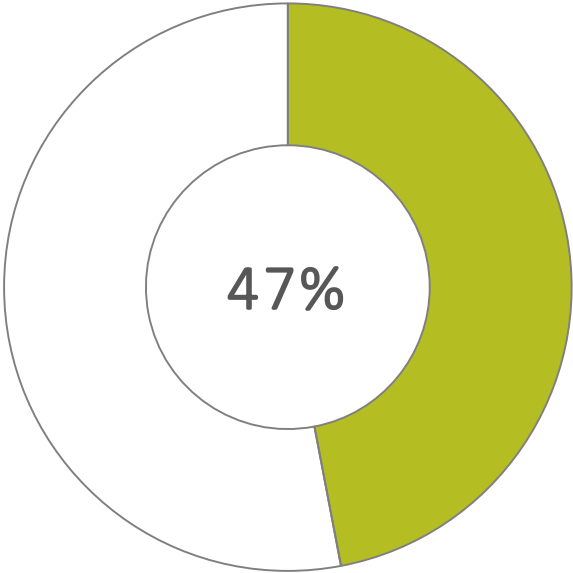
The following groups are more likely than average (21%) to attend the arts between 1 and 3 times:

- Older people, aged 60+ (31%)
- One or two person households (25%).

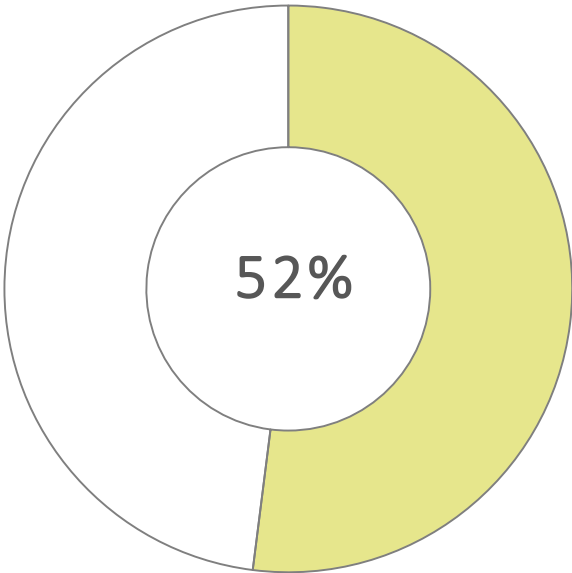
Overall participation

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

Whangarei



New Zealand



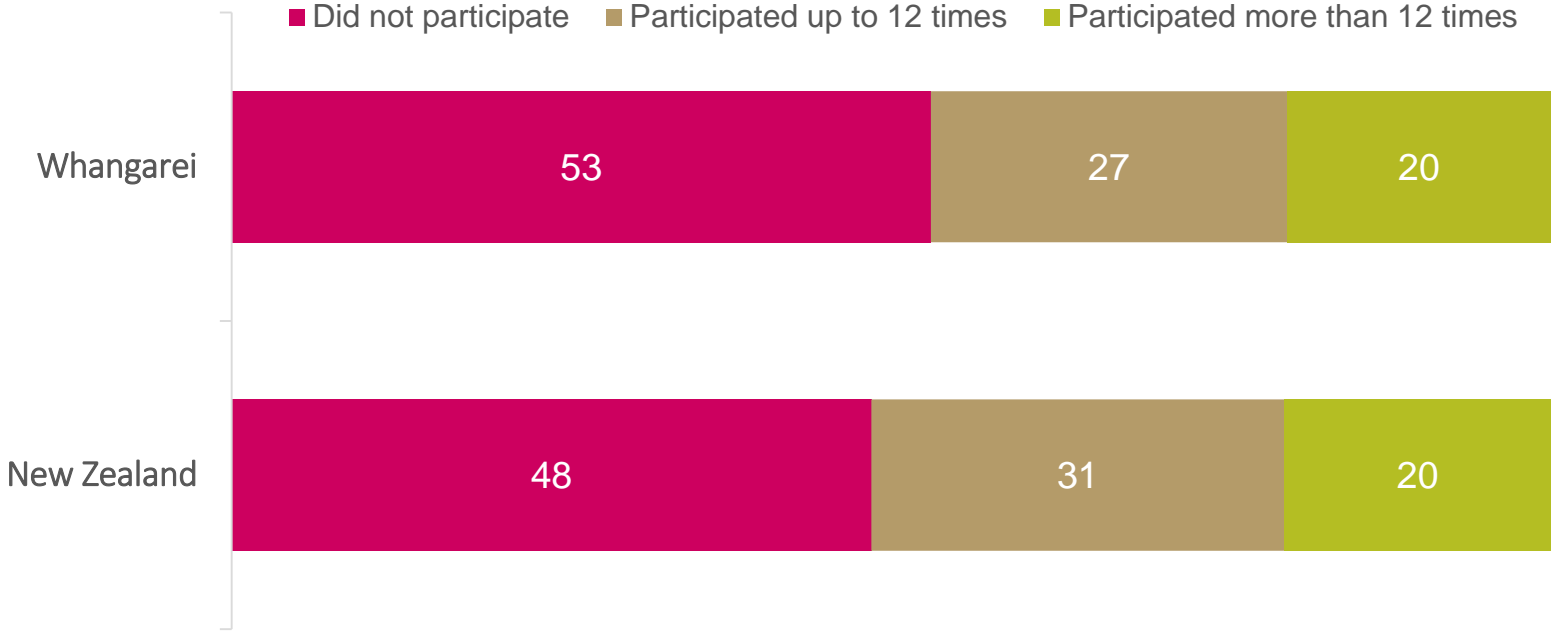
A total of 47% of residents in Whangarei have participated in at least one art form in the last 12 months. This compares to 52% for all New Zealanders, however the difference is not statistically significant. There are no sub-group differences of any note.

△▽ = significantly higher / lower than New Zealand
Base: All respondents: Whangarei (256); 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

%



△▽ = significantly higher / lower than New Zealand
Base: All respondents: Whangarei (256); New Zealand (6,101)

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

One in five residents in Whangarei (20%) participate on a regular basis (more than 12 times a year). This is in line with the average for all New Zealanders (20%).

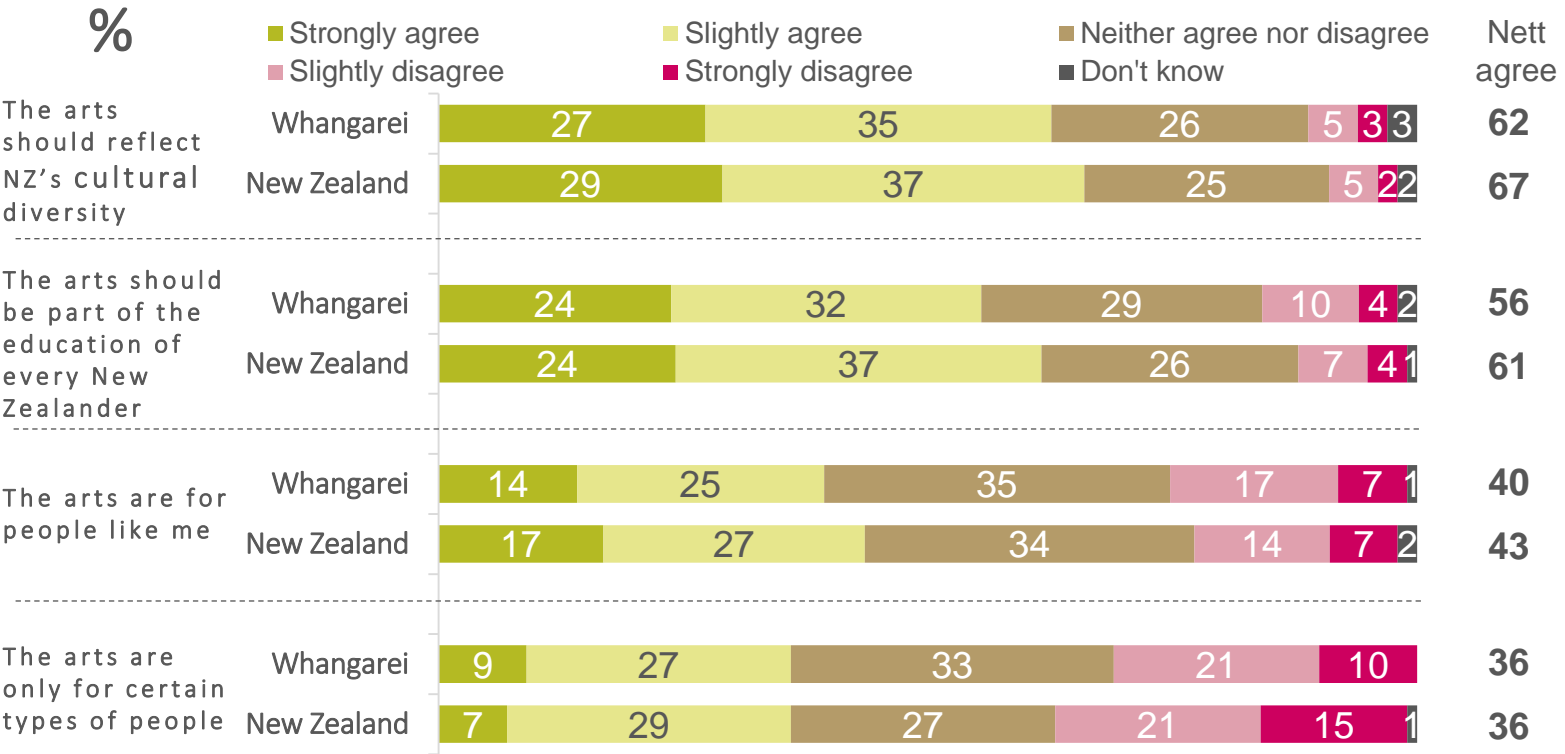
There are no sub-group differences of any note.



ARTS ATTITUDES

Attitudes towards the arts: Inclusivity and the arts

Q To what extent do you agree or disagree?



There is strong support amongst Whangarei residents for the arts to reflect New Zealand's cultural diversity (62%) and to be part of the education of every New Zealander (56%).

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

There is a feeling the arts could be more inclusive. Twenty-four percent disagree that the 'arts are for people like me', while at the same time 36% agree 'the arts are only for certain types of people'.

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

Sub-group differences in Whangarei:

The following groups are more likely than average (62%) to agree that the arts should reflect New Zealand's cultural diversity:

- Older people, aged 60+ (78%)
- One or two person households (67%).

In addition, the same groups are more likely than average (56%) to agree that the arts should be part of the education of every New Zealander:

- Older people, aged 60+ (67%)
- One or two person households (60%).

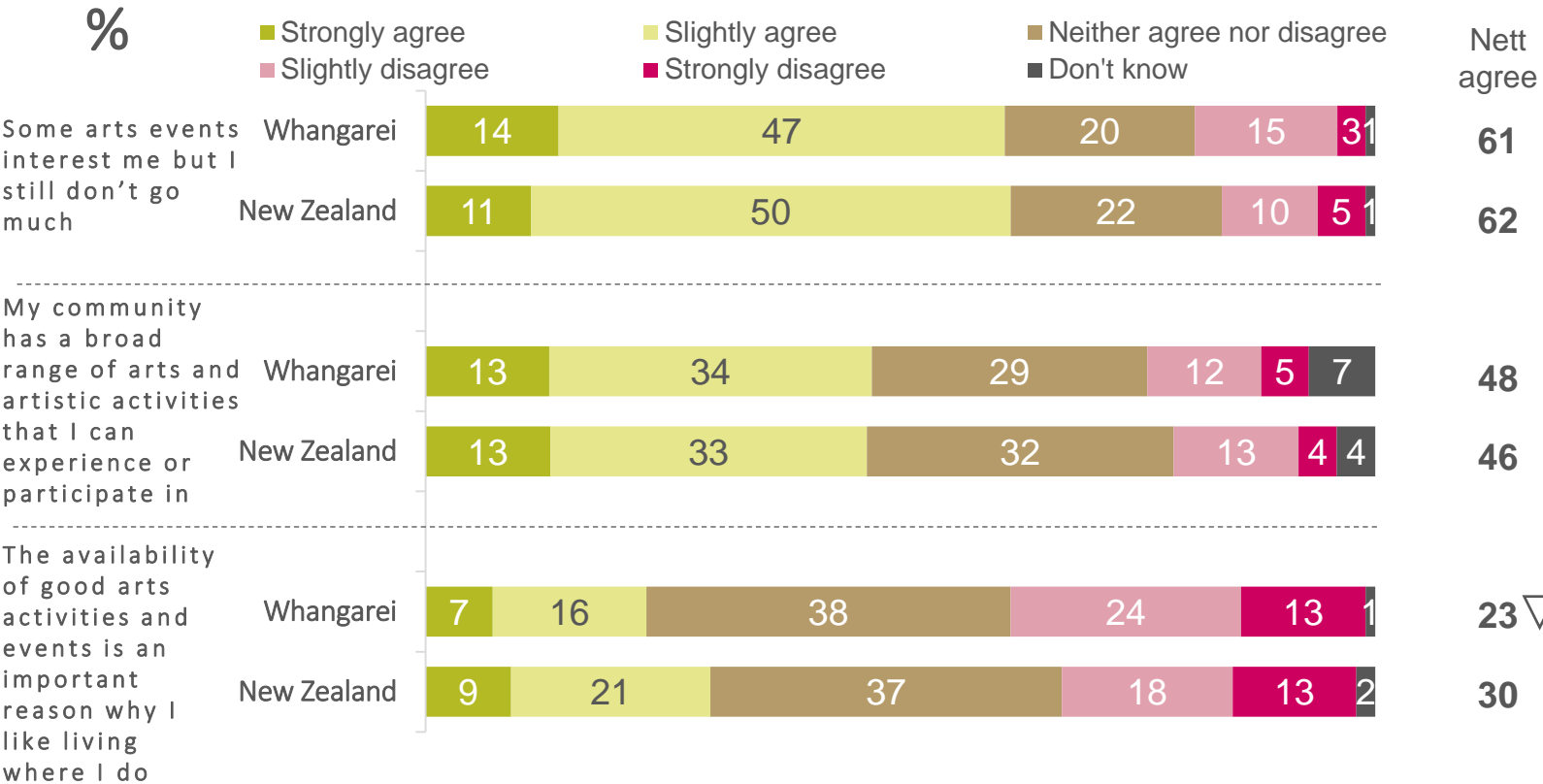
In contrast, younger people, aged 15-39, are less likely than average to agree that the arts should reflect New Zealand's cultural diversity (45% vs. 62%), and the arts should be part of the education of every New Zealander (40% vs. 56%).

Women are less likely than average to agree that the arts are only for certain types of people (29% vs. 36%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Whangarei (256); 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 Whangarei (61%) agree some arts events interest them but they still don't go much.

There is evidence that residents in Whangarei have access to a range of arts and artistic activities (48% agree with this). Seventeen percent disagree about the availability of activities, while a high proportion remain on the fence or cannot give an answer (36%); potentially indicating a lack of knowledge of what is available.

Twenty-three percent of residents feel the arts and arts activities is an important reason in why they like living in Whangarei. This is lower than all New Zealanders (30%). It could be that other reasons are of greater importance to Whangarei residents in determining this.

Sub-group differences in Whangarei:

Older people, aged 60+, are more likely than average to agree that some arts events interest them but they still don't go to much (69% vs. 61%). Conversely, younger people, aged 15-39, are less likely than average to agree that some arts events interest them but they still don't go to much (47% vs. 61%).

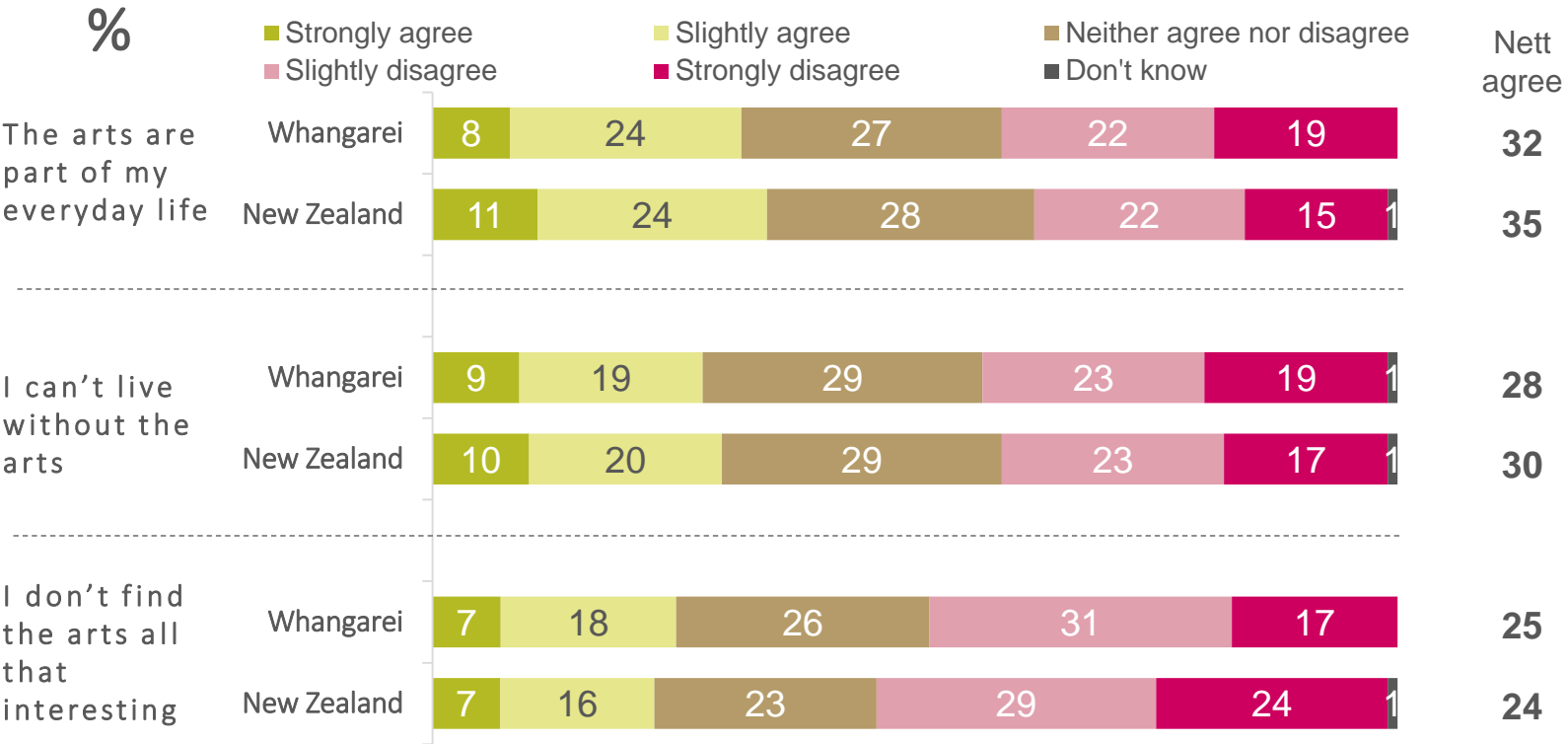
In addition, older people, aged 60+, are more likely than average to agree that their community has a broad range of arts and artistic activities to participate in (57% vs. 48%). Conversely, younger people, are less likely to agree that their community has a range of arts that they can participate in (31% vs. 48%).

△ ▽ = significantly higher / lower than New Zealand

Base: All respondents: Whangarei (256); 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 Whangarei. Thirty-two percent agree the arts are part of their everyday life while 28% agree they can't live without the arts.

More residents are interested in the arts than not. While, one in four (25%) of residents in Whangarei agree they don't find the arts all that interesting, 48% disagree.

Views expressed by residents of Whangarei are consistent with the average for all New Zealanders.

Sub-group differences in Whangarei:

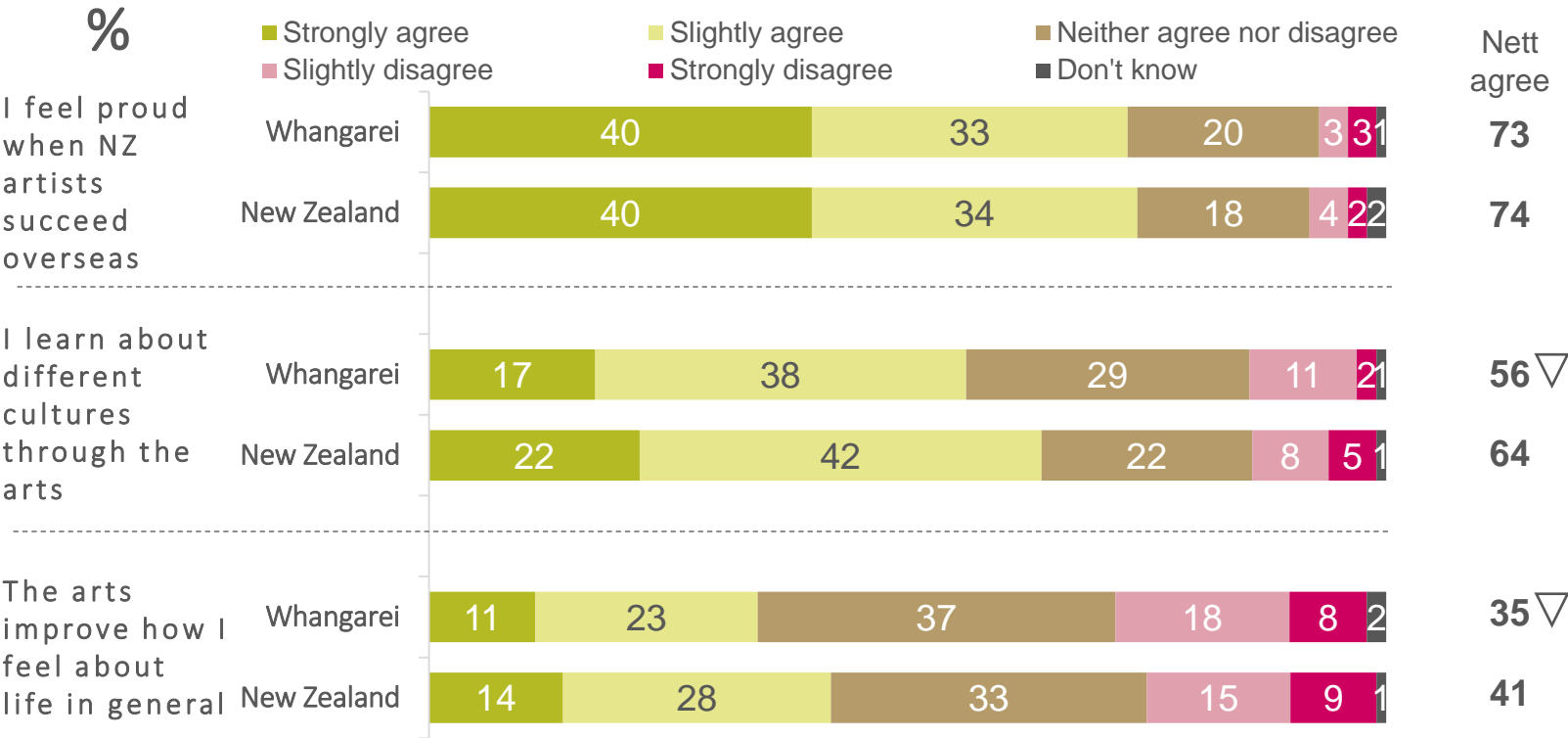
Women are more likely than average to disagree that they don't find the arts all the interesting (55% vs. 48%).

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Whangarei (256); New Zealand (6,101)

Attitudes towards the arts: How the arts benefit me

Q To what extent do you agree or disagree?



Seven in ten (73%) Whangarei residents agree they feel proud when New Zealand artists succeed overseas.

Just over half of Whangarei residents (56%) feel they learn about different cultures through the arts, this is lower than the national average (64%).

In addition, 35% of residents agree the arts improve how they feel about life in general. Again, this is lower than average for all New Zealanders (41%).

Sub-group differences in Whangarei:

The following groups are more likely than average (73%) to agree that they feel proud when New Zealand artists succeed overseas:

- Older people, aged 60+ (87%)
- Women (80%).

In contrast, the following groups are less likely than average (73%) to agree that they feel proud when New Zealand artists succeed overseas:

- Men (66%)
- Younger people, aged 15-39 (59%).

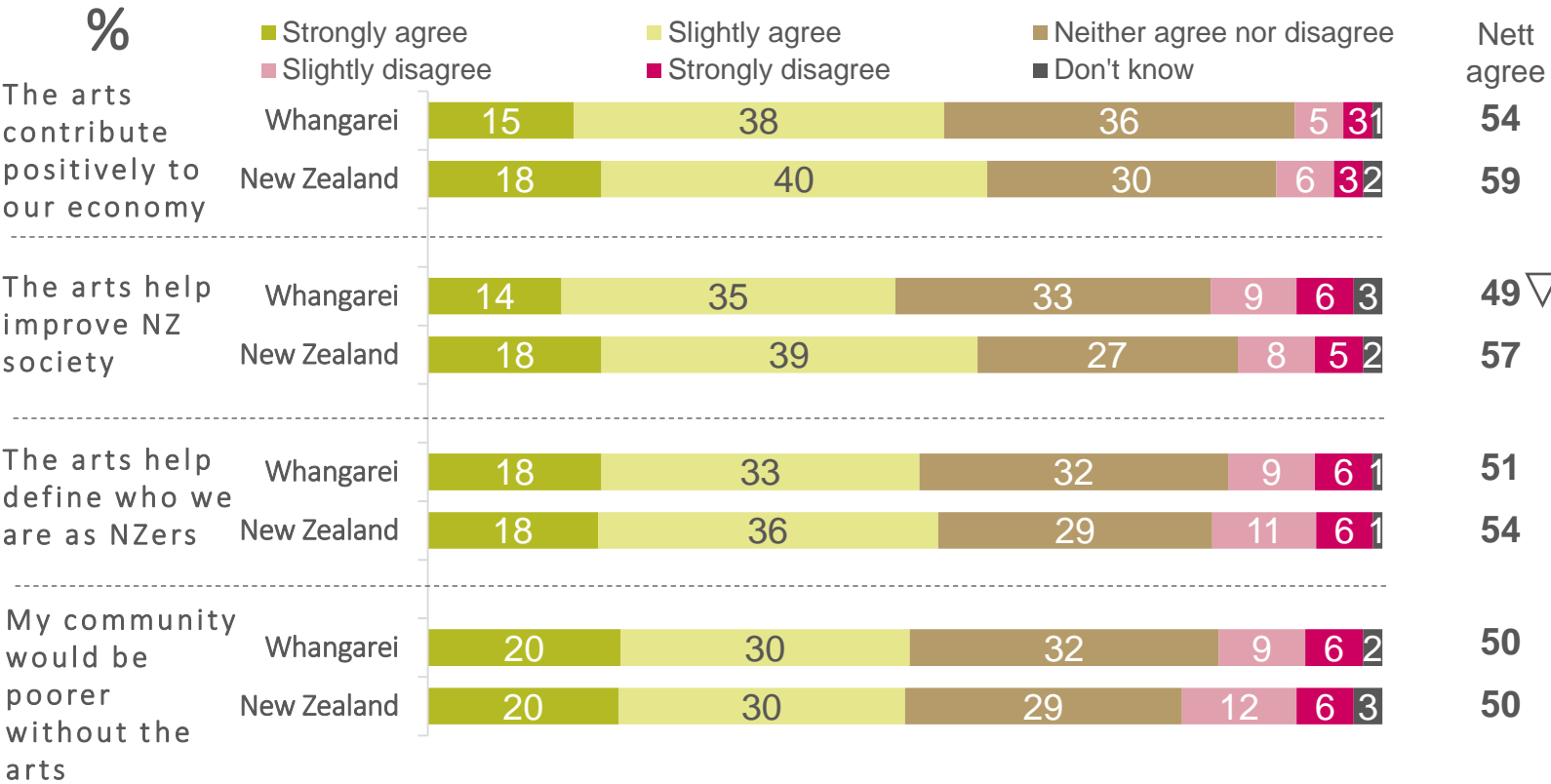
Women are more likely than average to agree that the arts improve how I feel about life in general (41% vs. 35%).

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

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: Whangarei (256); 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 Whangarei recognise different ways in which the arts benefit New Zealand. Around half agree they contribute positively to the economy (54%), and help define who we are as New Zealanders (51%). These views are in line with all New Zealanders.

Forty-nine percent agree the arts help improve society, this is lower than average for all New Zealanders (57%).

In addition, half (50%) of residents agree their community would be poorer without the arts. This is in line with the average for all New Zealanders.

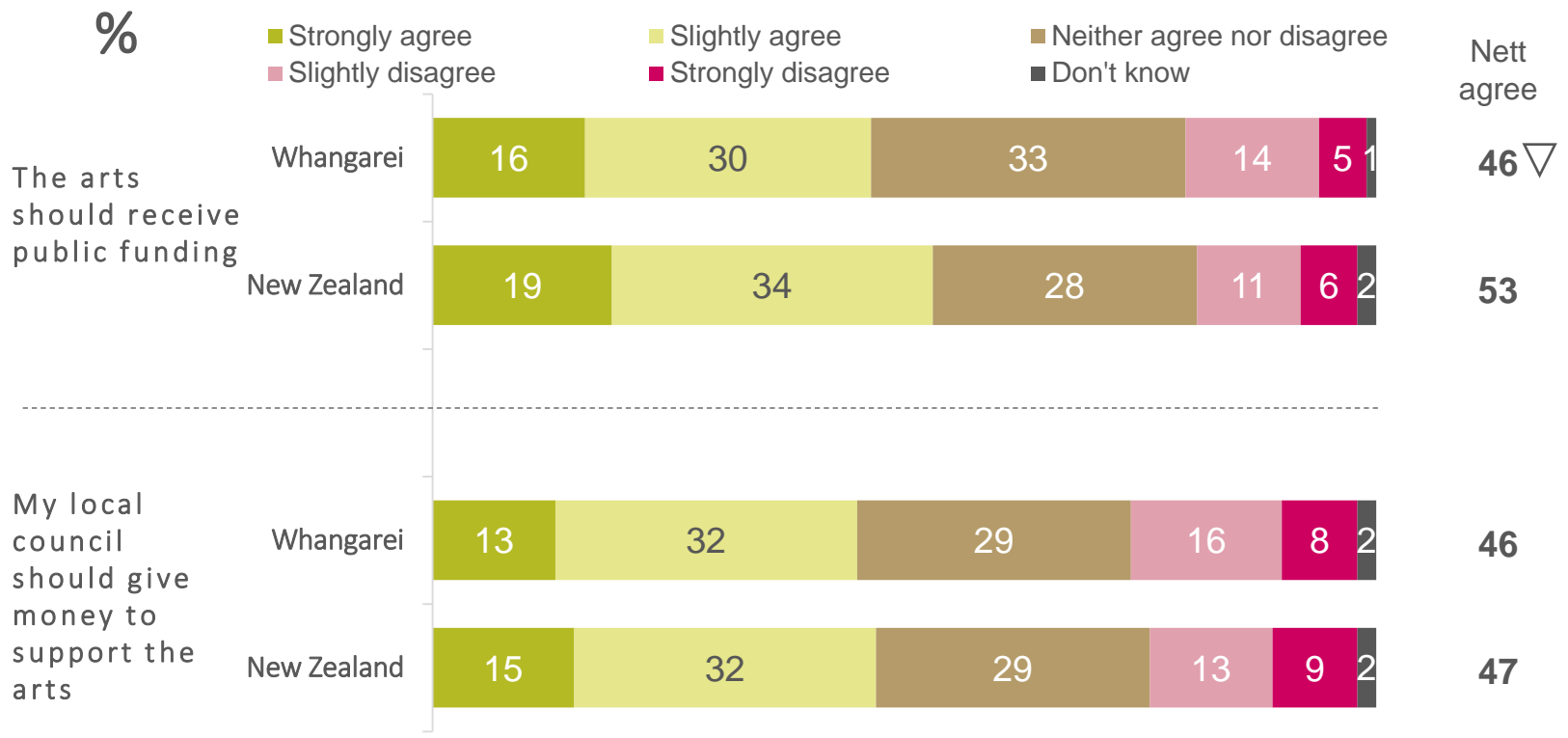
Sub-group differences in Whangarei:

- Women are more likely than average to agree that the arts contribute positively to our economy (60% vs. 54%).
- The following groups are more likely than average (50%) to agree that their community would be poorer without the arts:
 - Older people, aged 60+ (62%)
 - One or two person households (54%).
- Conversely, younger people, aged 15-39, are less likely than average to agree that their community would be poorer without the arts (33% vs. 50%).
- There are no significant sub-group differences of note for the other two statements.

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: Whangarei (256); 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 Whangarei residents (46%) agree the arts should receive public funding. This is lower than the average for all New Zealanders (53%).

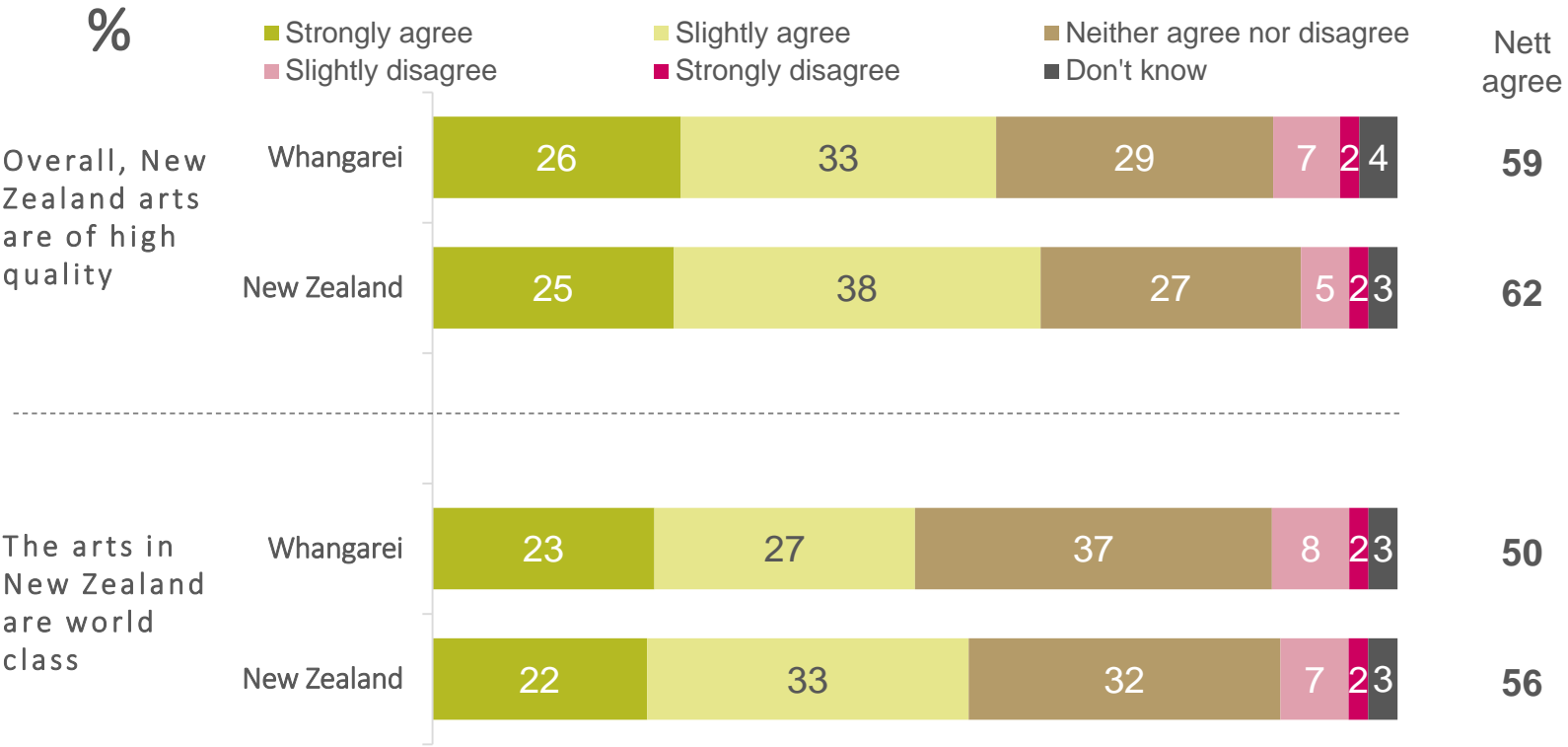
The same proportion of residents (46%) in Whangarei feel the local council should give money to support the arts. This compares to 31% who disagree. Support for local council funding among Whangarei residents is in line with the national average.

There are no sub-group differences of any note.

△ ▽ = significantly higher / lower than New Zealand
 Base: All respondents: Whangarei (256); 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 Whangarei are positive about the quality of New Zealand arts. Three in five agree the New Zealand arts of high quality (59%) while half feel they are world class (50%).

The differences in views expressed by Whangarei residents and the average for all New Zealanders are not statistically significant.

Sub-group differences in Whangarei:

The following groups are more likely than average (59%) to agree that New Zealand arts are of high quality:

- Older people, aged 60+ (68%)
- Women (60%).

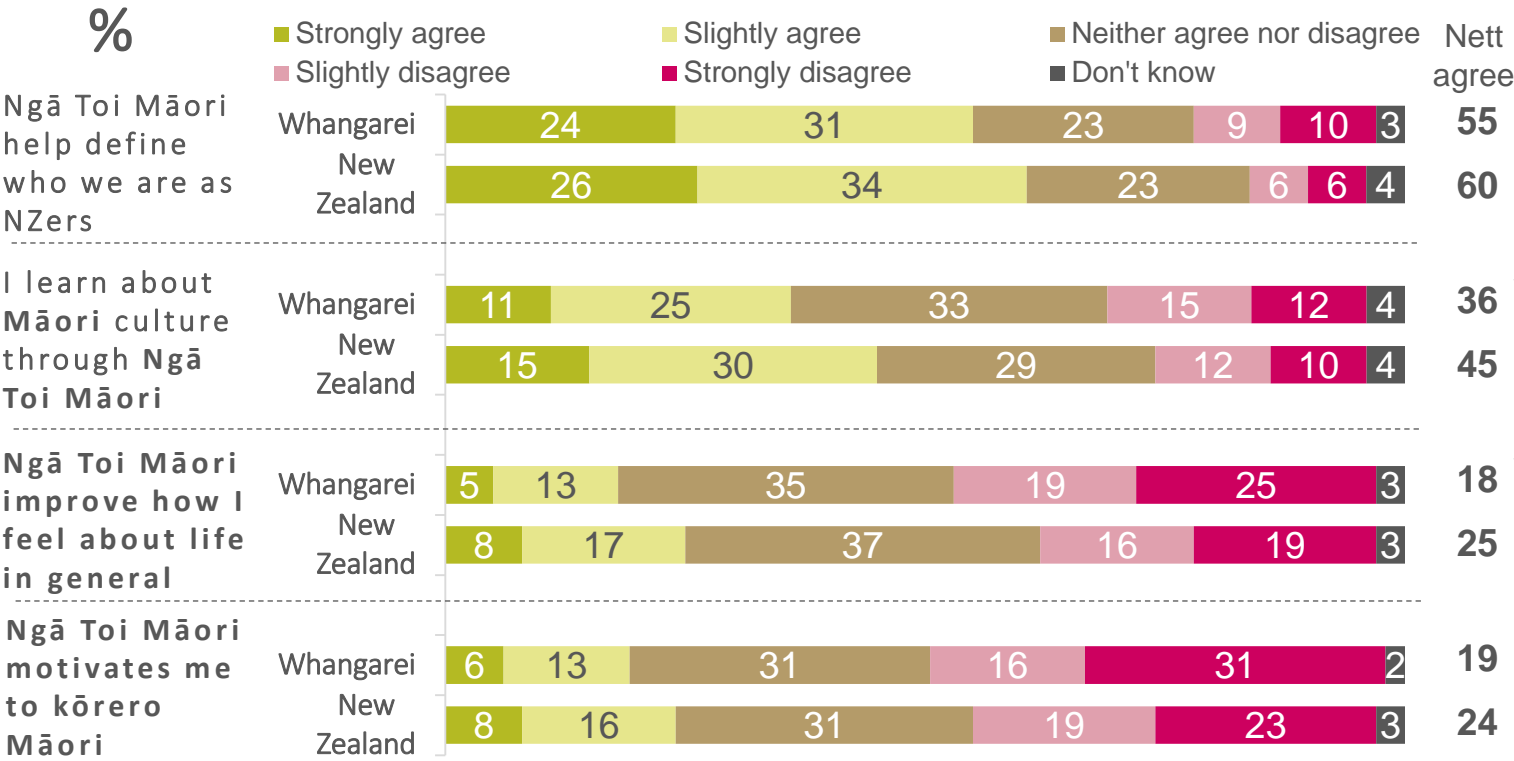
In comparison, men are less likely than average to agree that New Zealand arts are of high quality (51% vs. 59%).

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

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Whangarei (256); New Zealand (6,101)

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

Q To what extent do you agree or disagree?



The value Whangarei residents place on Ngā Toi Māori varies. Fifty-five percent agree they help define who we are as New Zealanders. This compares to 60% for all New Zealanders, however the difference is not statistically significant.

Thirty-six percent agree they learn about Māori culture through Ngā Toi Māori. This is lower than the national average (45%). In addition, 18% agree Ngā Toi Māori improve how they feel about life in general. This is also lower than average for all New Zealanders (25%).

Around, one in five (19%) feel that Ngā Toi Māori motivates them to speak Māori. This compares to 24% nationally, although the difference is not statistically significant.

As might be expected, Māori respondents view Ngā Toi Māori more positively than all Whangarei residents. However the differences cannot be tested for statistical significance due to the relatively low sample size (28 respondents). This includes 73% who say Ngā Toi Māori helps define who we are as New Zealanders, 53% who learn Māori culture, 51% who say it improves how they feel about life, and 49% who say it motivates them to speak Māori.

Sub-group differences in Whangarei:

- Women are more likely than average to agree that Ngā Toi Māori define who we are as New Zealanders (61% vs. 55%).
- Middle-aged people, aged 40-59, are more likely than average to agree that they learn about Māori culture through Ngā Toi Māori (46% vs. 36%).
- Older people, aged 60+, are less likely than average to agree that Ngā Toi Māori motivates them to speak Māori (10% vs. 19%).

△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Whangarei (256); New Zealand (6,101)

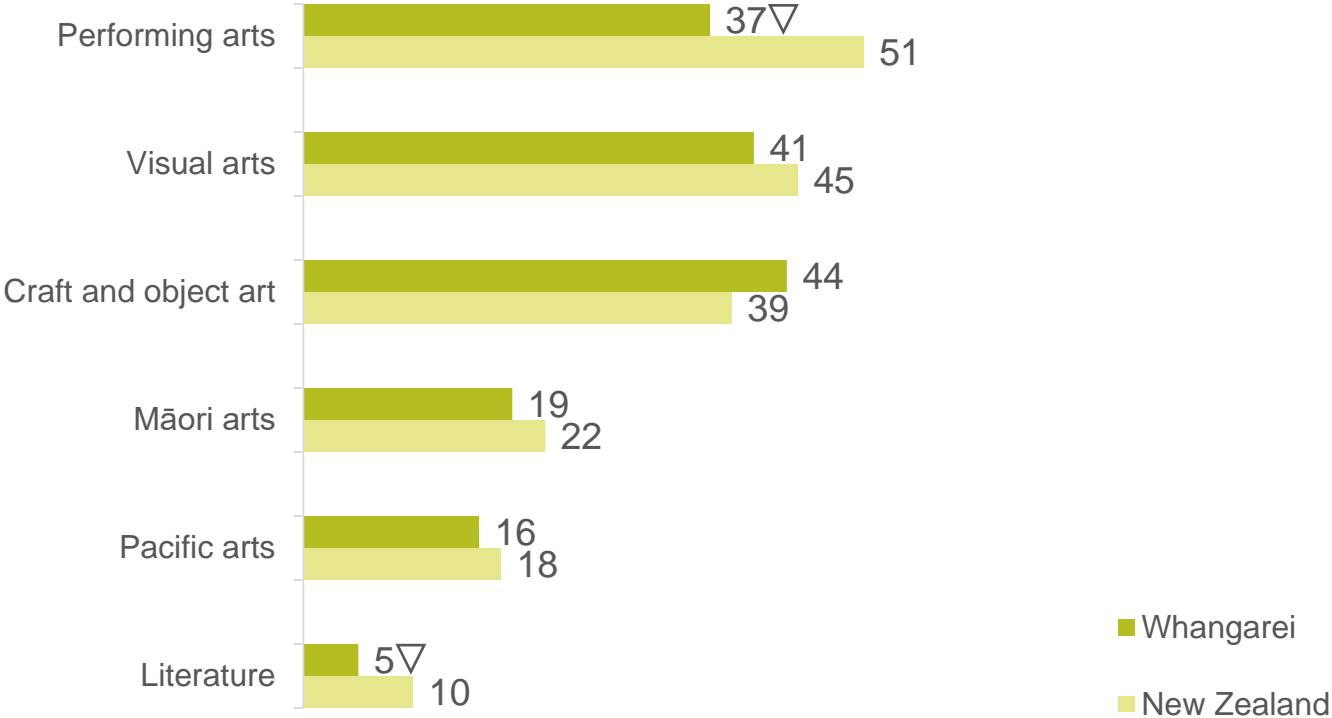


ATTENDANCE BY ARTFORM

Attendance by art form

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

%



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

In contrast to the national picture, the most popular art form in Whangarei is craft and object art. Forty-four percent of all Whangarei residents have attended an event in the last 12 months.

This is followed by visual arts (41%) and performing arts (37%). Attendance at the performing arts is lower than the national average (51%).

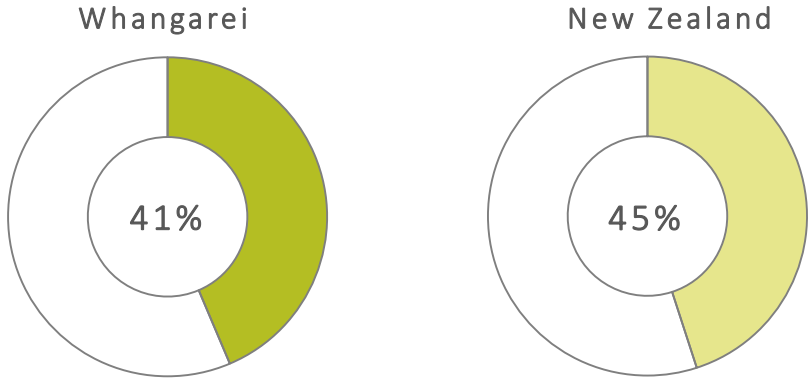
The least popular art form is literary arts. Only 5% have attended a literary arts event or festival in the last 12 months, again this is lower than the average for all New Zealanders (10%).

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: Whangarei (256); 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?



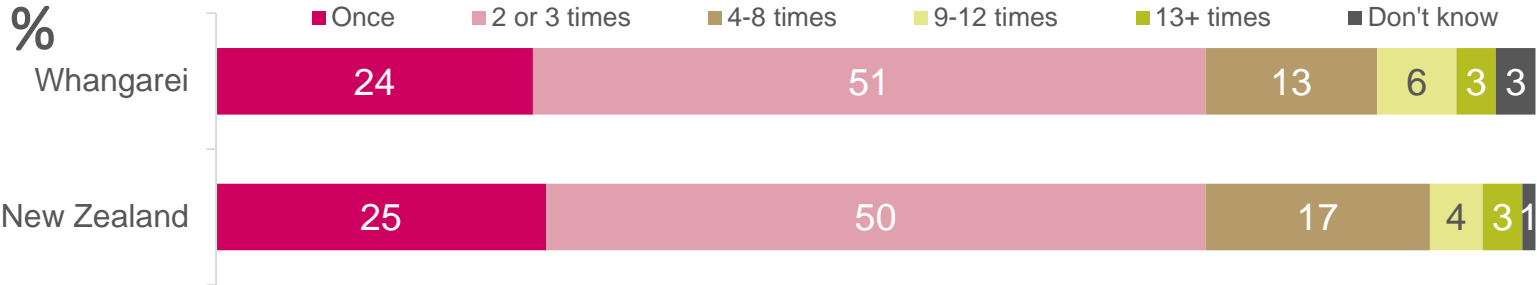
Base: All respondents: Whangarei (256); New Zealand (6,101)

Forty-one percent of Whangarei residents have attended a visual arts event in the last 12 months. This compares to 45% of New Zealanders.

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

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

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

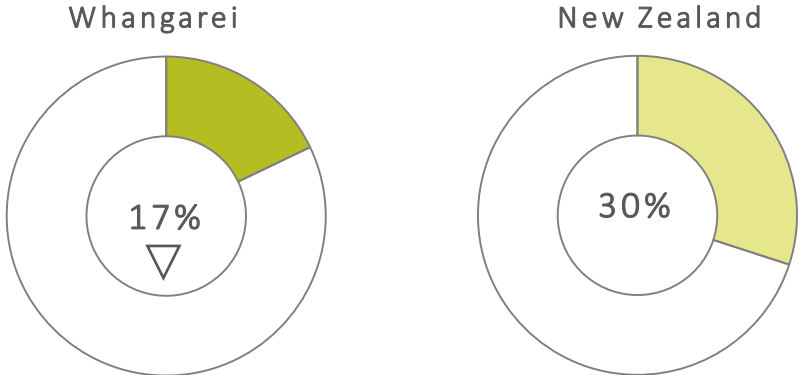


Base: All who have attended the visual arts - Whangarei (106); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

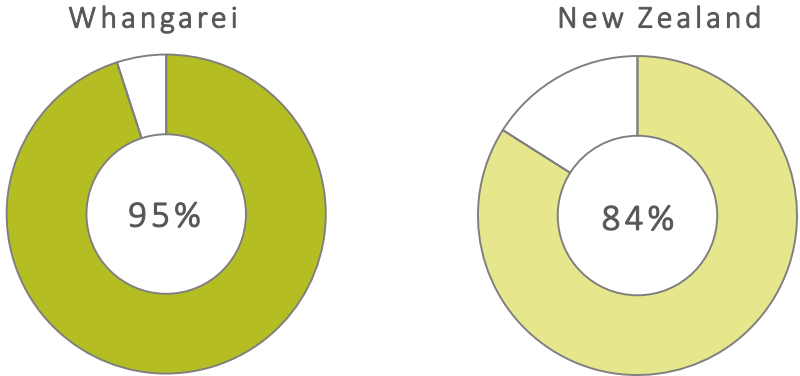
Visual arts attendance: impact of film festivals

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 - Whangarei (106); 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 - Whangarei (16); New Zealand (817) $\triangle \nabla$ = significantly higher / lower than New Zealand

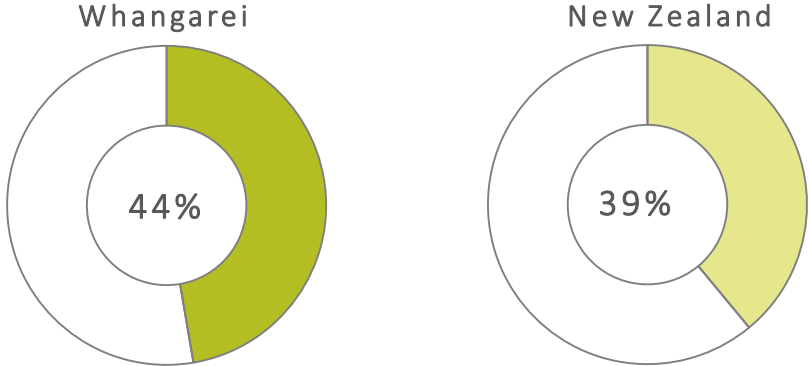
Of those who have attended the visual arts, 17% have attended film festivals in the last 12 months. This is lower than the national average (30%).

The majority (95%) 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 extreme caution due to the low base size (16 respondents). The result is broadly in line with all New Zealanders (84%).

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

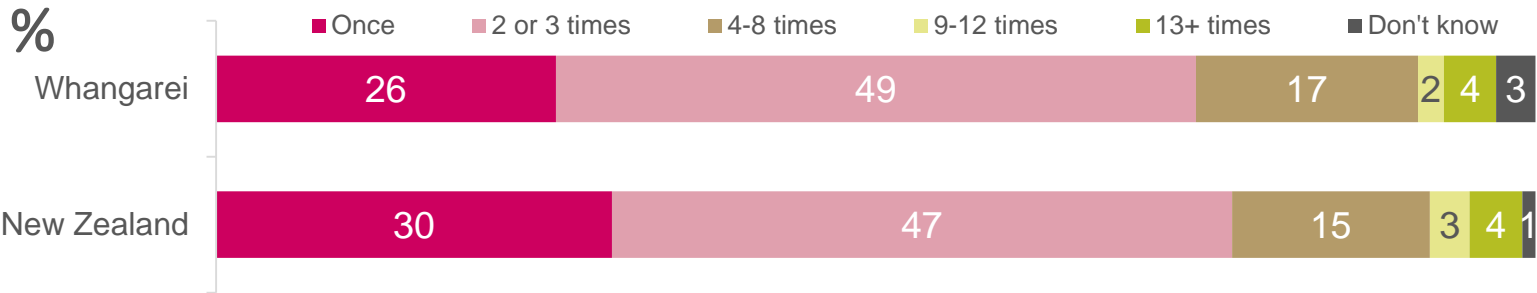
Craft and object art attendance

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: Whangarei (256); 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 - Whangarei (117); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

Forty-four percent of Whangarei residents have attended a craft and object art event in the last 12 months. This compares to 39% for all New Zealanders, however the difference is not significant.

The majority (75%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (77%).

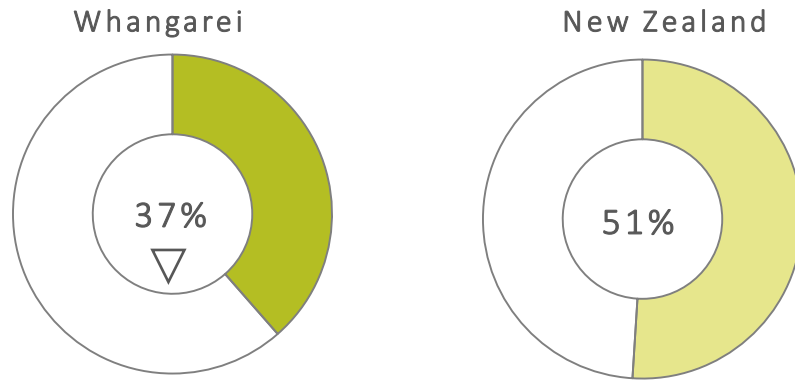
Sub-group differences in Whangarei:

Those in one or two person households are more likely than average to have attended a craft and object art event in the last 12 months (48% vs. 44%).

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

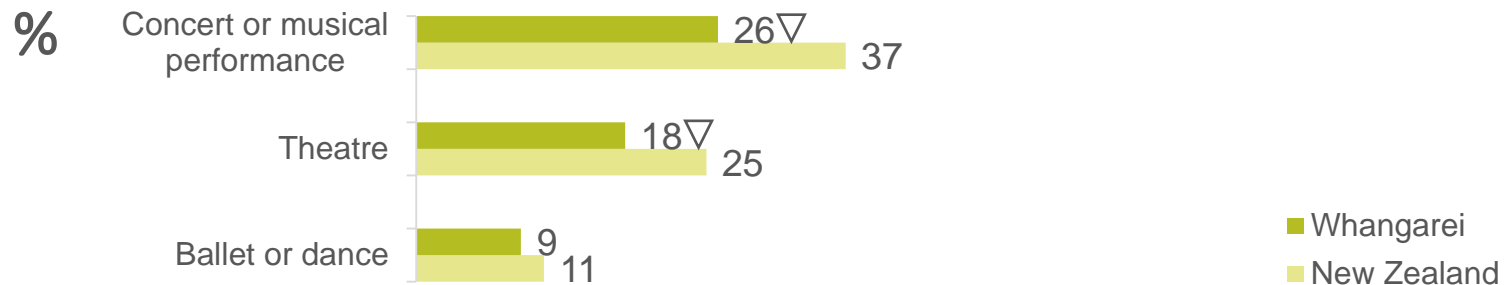
Performance arts attendance

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: Whangarei (256); New Zealand (6,101)

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



Base: All respondents: Whangarei (256); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Thirty-seven percent of Whangarei residents have attended a performing arts event in the last 12 months. This is lower than the average for all New Zealanders (51%).

Looking more specifically at the type of performing arts, the survey shows that 26% of Whangarei residents have attended a concert or musical performance, while 18% have attended the theatre and 9% ballet or some other form of dance.

Whangarei residents are less likely than all New Zealanders to have attended the a concert or musical performance (26% vs. 37%) and are also less likely to have attended the theatre (18% vs. 25%).

Sub-group differences in Whangarei:

The following groups are more likely than average (37%) to have attended a performing arts event in the last 12 months:

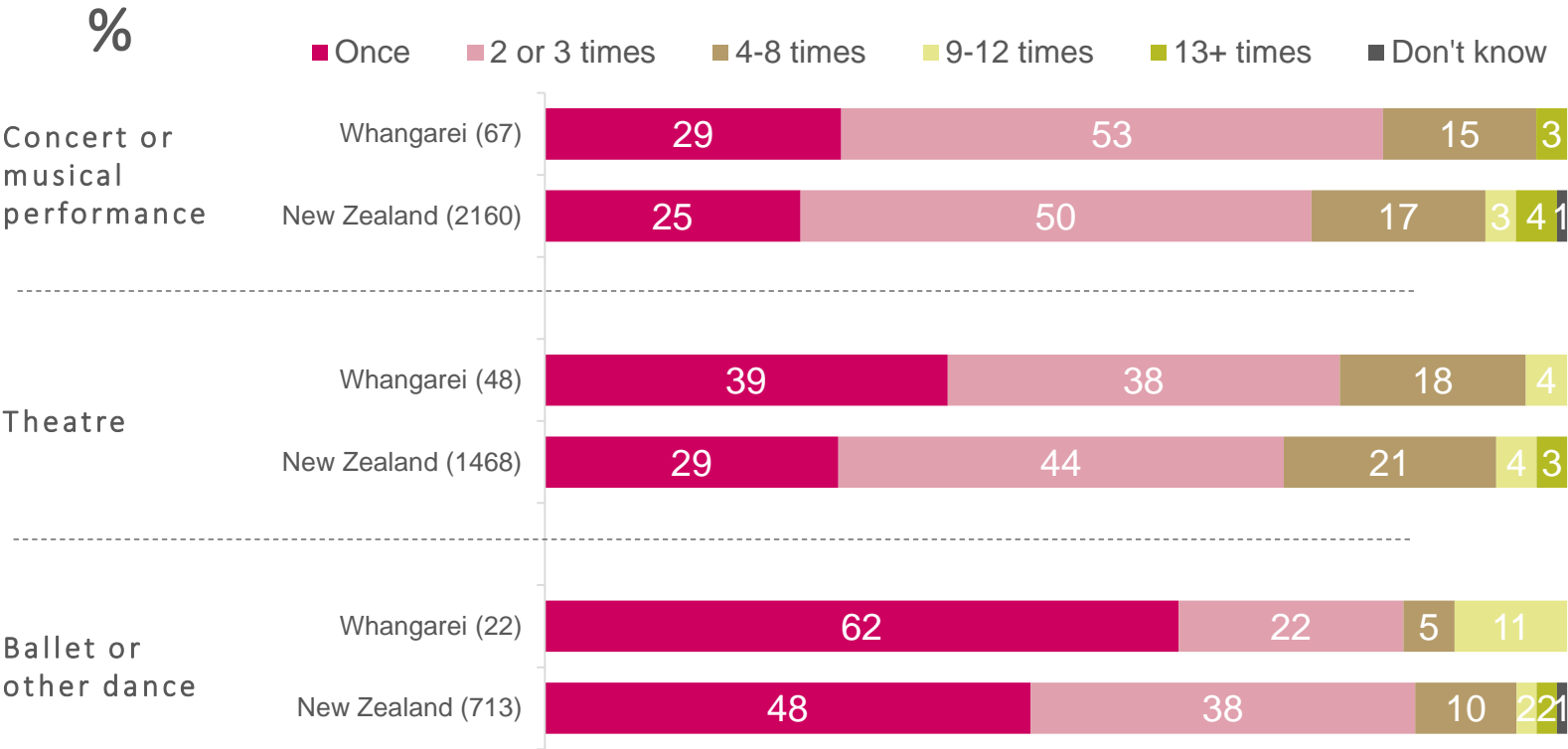
- Household income between \$80,001-\$120,000 (60%)
- Older people, aged 60+ (46%).

Households with income between \$80,001-\$120,000 are more likely than average to have attended a concert or musical performance (44% vs. 26%).

Women are more likely than average to have attended the ballet or other form of dance in the last 12 months (13% vs. 9%).

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 vast majority of those who attend the performing arts do so relatively infrequently.

The majority (82%) of those who have attended concert or musical performances have done so between one and three times. This compares to 75% for all New Zealanders.

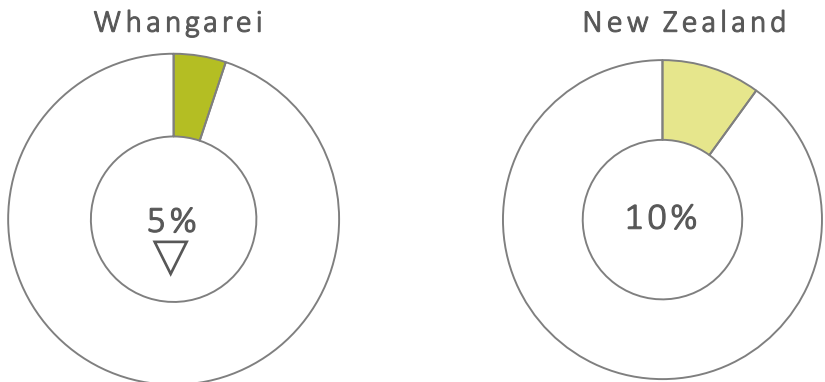
Similarly, the majority (77%) of those who have attended theatre performances have done so between one and three times. This is broadly in line with the average for all New Zealanders (73%).

Finally, the majority of residents in Whangarei who have attended ballet or other dance performances have also done so between one and three times (84%). This is consistent with all New Zealanders (86%). The finding for Whangarei should also be treated with caution due to the low base size (22 respondents).

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?



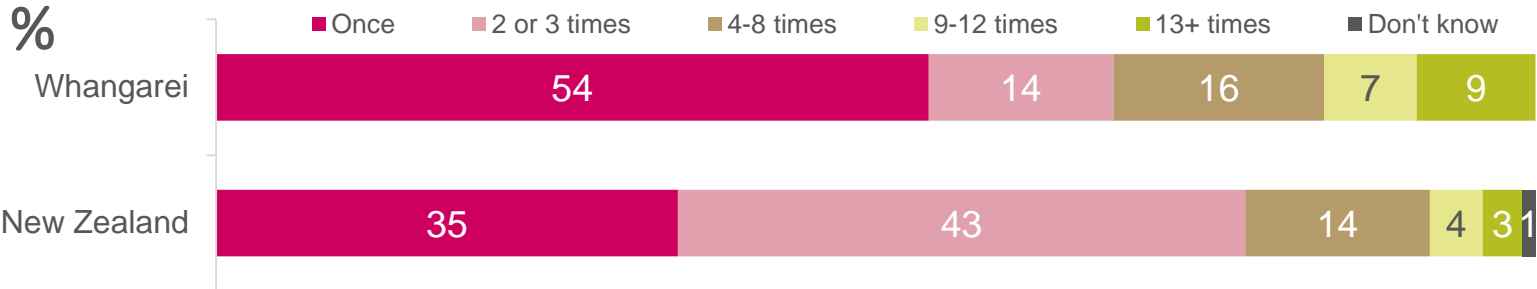
Base: All respondents: Whangarei (256); New Zealand (6,101)

Five percent of Whangarei residents have attended a literary arts festival or event in the last 12 months. This is lower than the national level of attendance (10%).

Only twelve respondents in Whangarei 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?

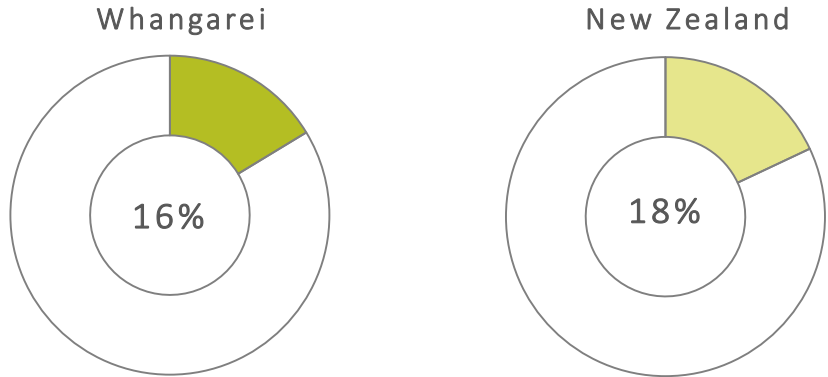


Base: All who have attended the literary arts - Whangarei (12); New Zealand (580)

△▽ = 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?



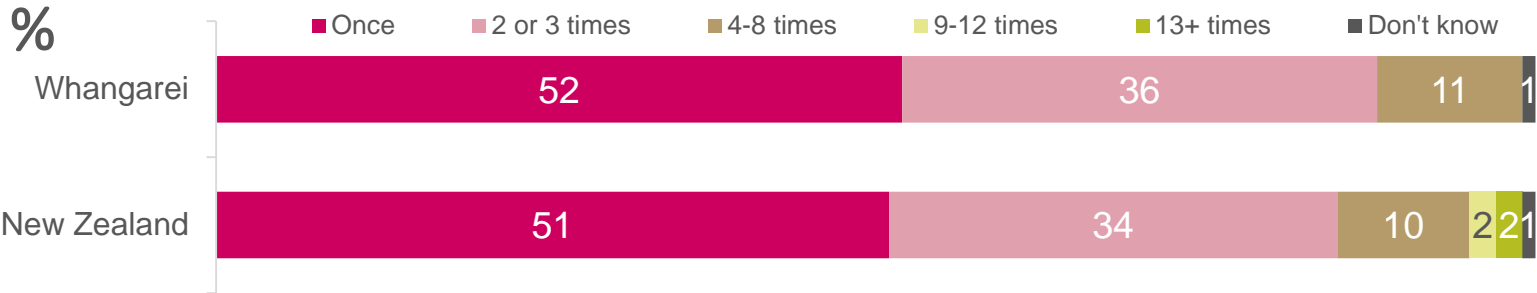
Base: All respondents: Whangarei (256); New Zealand (6,101)

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

The majority (88%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (85%).

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

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

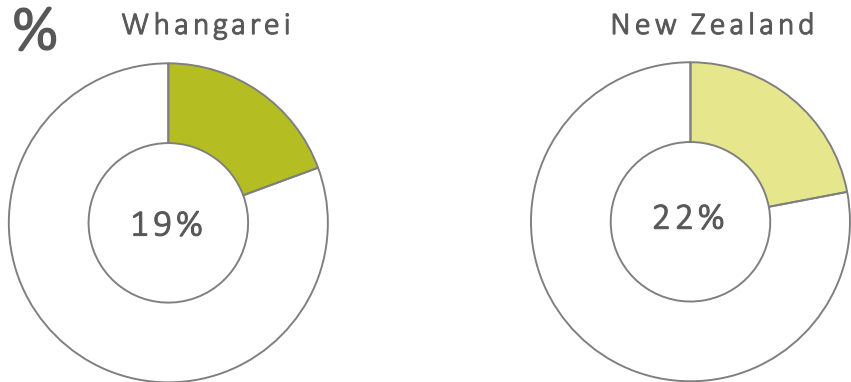


Base: All who have attended the Pacific arts - Whangarei (41); New Zealand (1,067)

△▽ = 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?



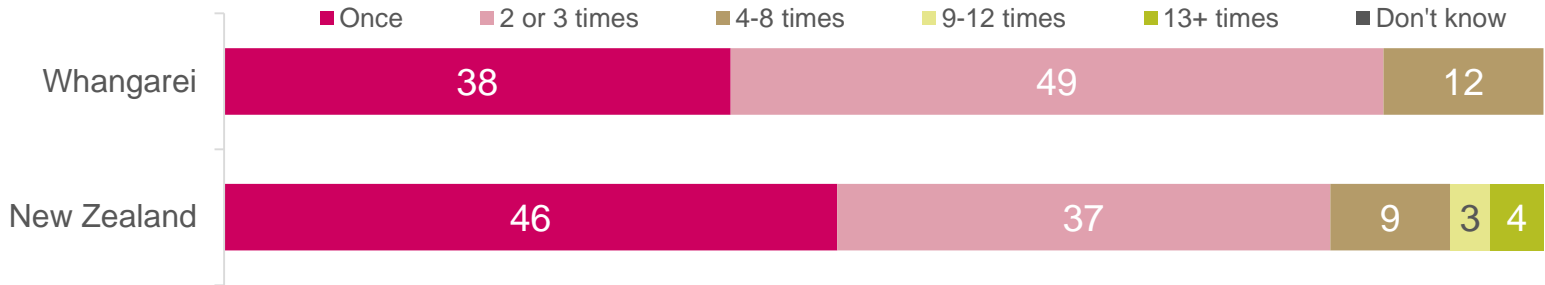
Base: All respondents: Whangarei (256); New Zealand (6,101)

One in five Whangarei residents (19%) have attended a Māori arts event in the last 12 months. This is consistent with the national level of attendance (22%).

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

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

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



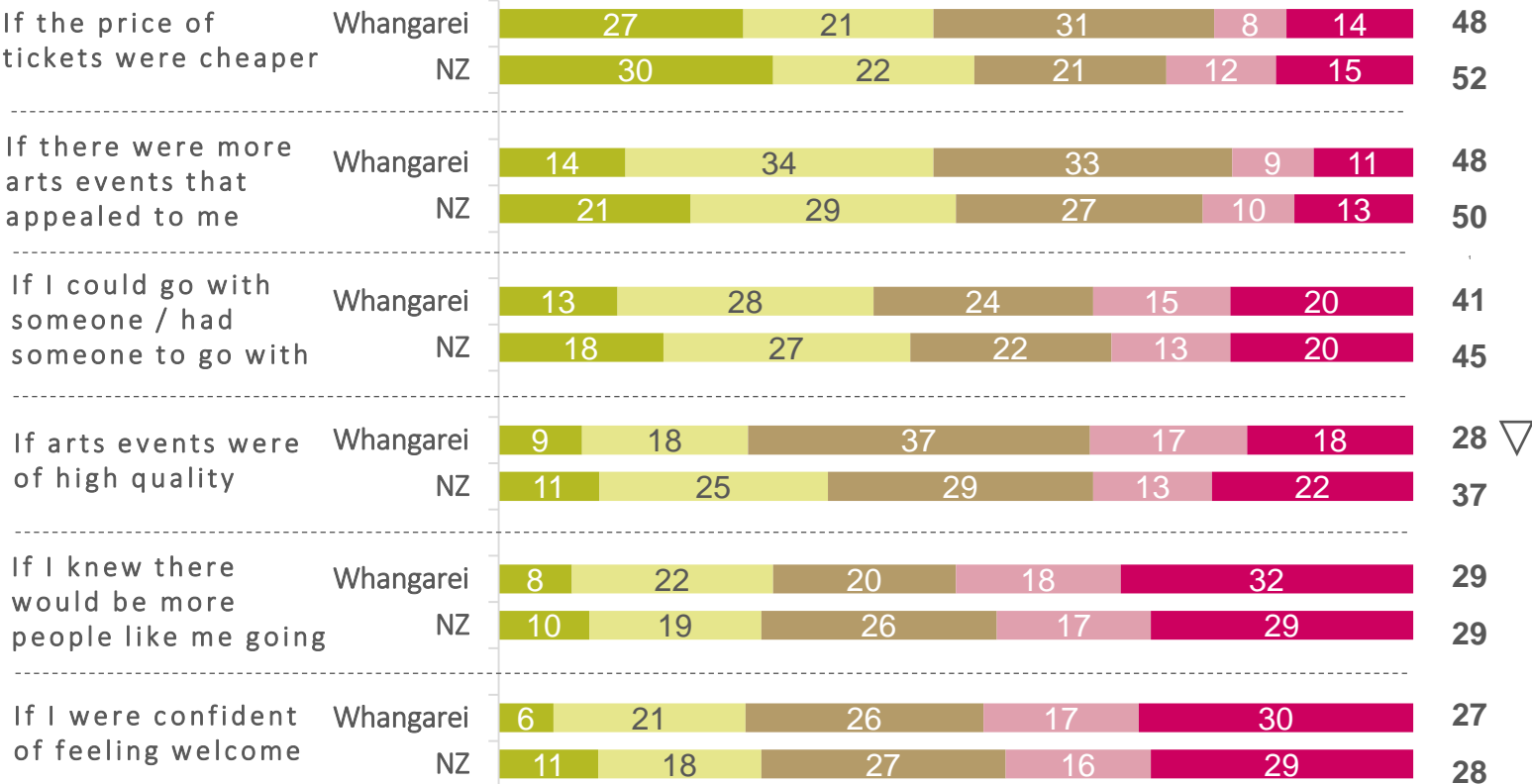
Base: All who have attended Maori arts - Whangarei (51); New Zealand (1,318)

△▽ = 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?

%
 ■ 5 - A big difference ■ 4 ■ 3 ■ 2 ■ 1 - No difference at all **Nett 4-5**



Three in five Whangarei residents (61%) 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. Forty-eight percent of the respondents indicated reducing the price of tickets would make a big difference to their likelihood to attending. In addition, the same proportion (48%) indicated that a greater range of events that appealed to them would make a big difference.

Social isolation can also prove a barrier; 41% indicated having someone to go with would make a big difference.

Quality is a concern for 28% of residents; who indicated that higher quality arts events would make a big difference, however this is lower than the national average.

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 just over one quarter (27%) point to being made to feeling welcome.

Sub-group differences in Whangarei:

- Women are more likely than average to indicate that cheaper priced tickets would make a big difference to attendance (56% vs. 48%).
- Older people, aged 60+, are less likely than average to indicate that having more events that appealed to them would make a difference to attendance (31% vs. 48%).
- Younger people are more likely than average to indicate that being confident of feeling welcome would make a difference to their attendance (45% vs. 27%).
- Younger people, aged 15-39, are also more likely than average to indicate that having someone to go with would make a big difference to their attendance (59% vs. 29%).

△ ▽ = significantly higher / lower than New Zealand

Base: All respondents who are interested in the arts but don't go much: Whangarei (160); New Zealand (3,822)

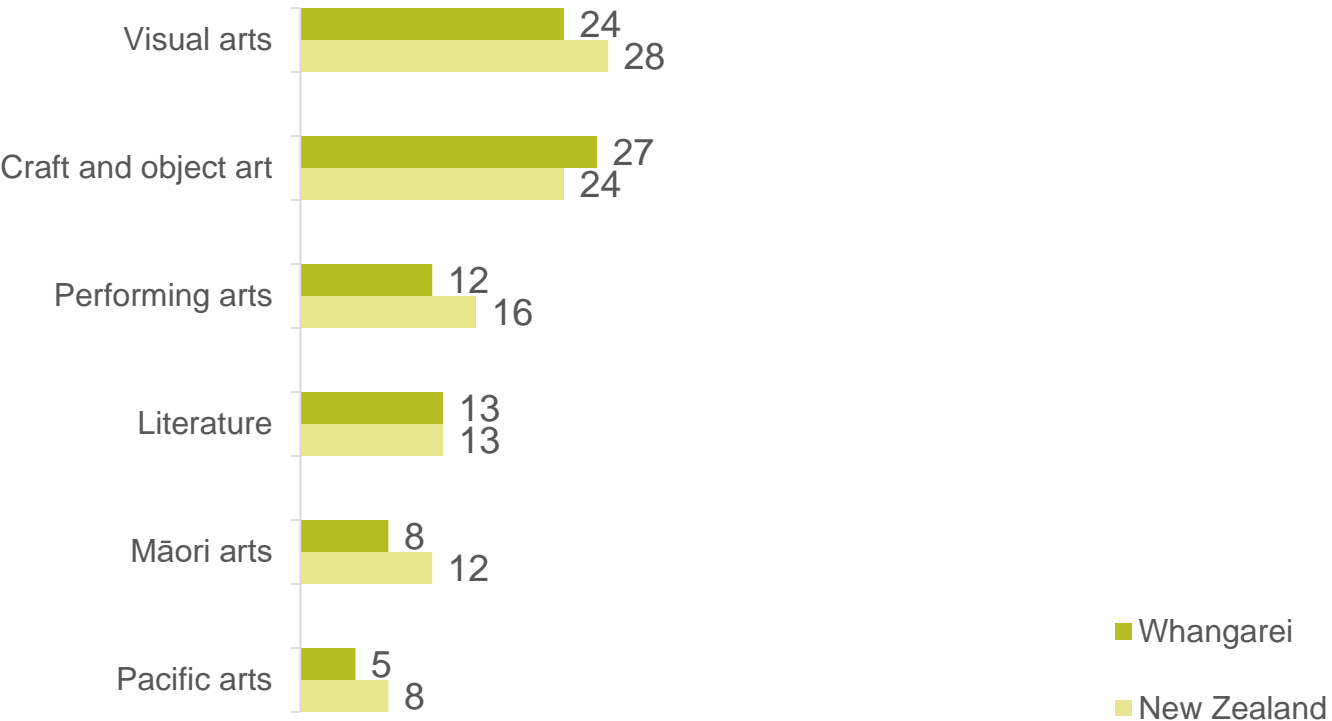


PARTICIPATION BY ARTFORM

Participation by art form

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

%



The chart shows the proportion of Whangarei 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. More than one in four Whangarei residents (27%) have participated in craft and object arts and a similar proportion (24%) 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 in the last 12 months.

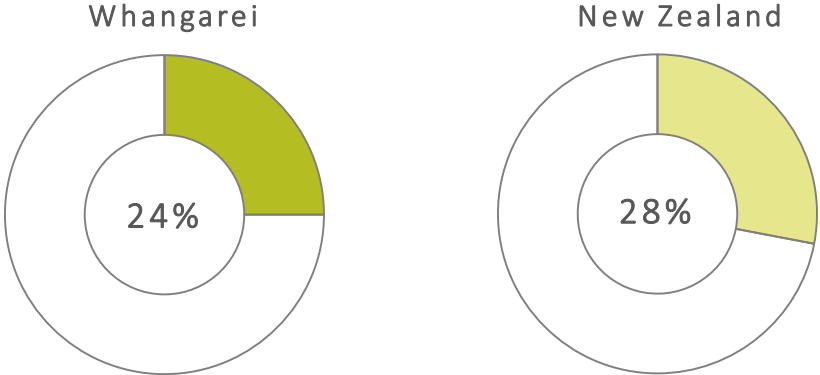
The difference in participation for these art forms between residents in Whangarei and the average for all New Zealand are not statistically significant.

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: Whangarei (256); 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: Whangarei (256); New Zealand (6,101)

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

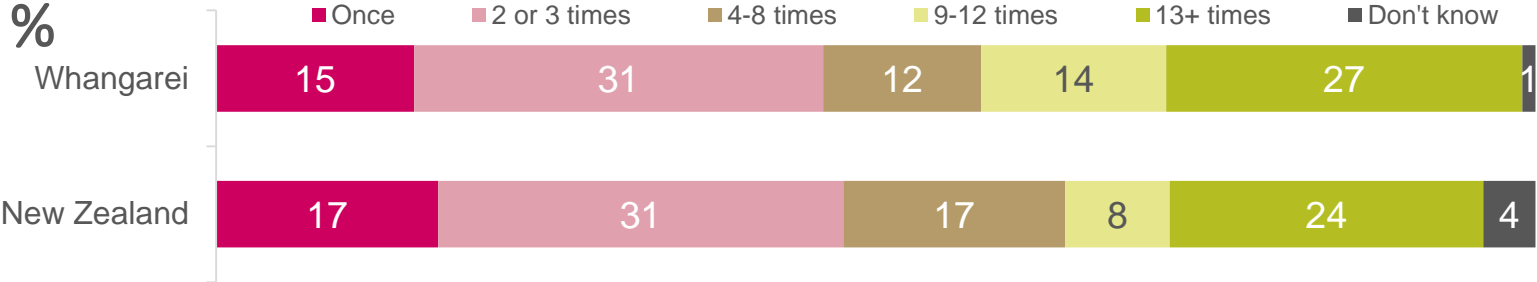
Of those who participate, 41% do so on a regular basis (at least nine times in the last 12 months). This compares to 32% for all New Zealanders, however the difference is not statistically significant.

Sub-group differences in Whangarei:

The following groups are less likely than average (24%) to have participated in the visual arts in the last 12 months:

- Households of one or two persons (20%)
- Older people, aged 60+ (15%).

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

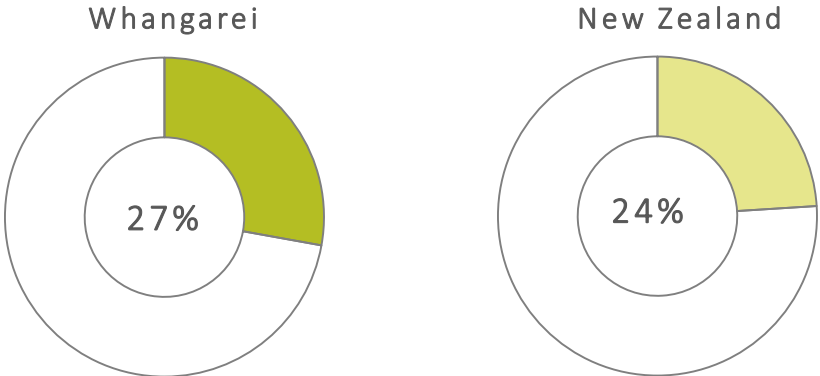


Base: All those who have participated in the visual arts - Whangarei (59); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

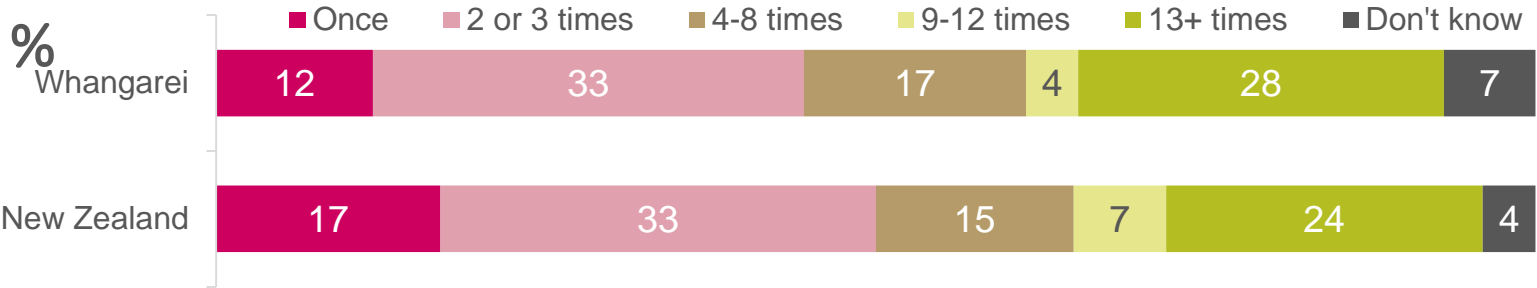
Craft and object art participation

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: Whangarei (256); 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 craft and object art - Whangarei (69); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

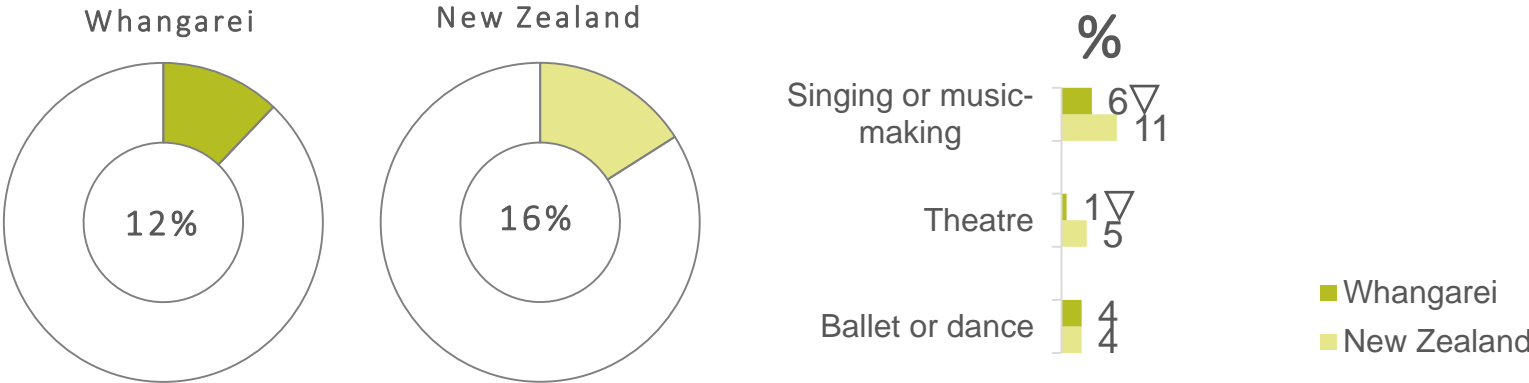
Twenty-seven percent of Whangarei residents have participated in craft and object art in the last 12 months. This is largely in line with the average for all New Zealanders (24%).

Of those who participate, 32% do so on a regular basis (at least nine times in the last 12 months). This is in line with the average for all New Zealanders (31%).

Sub-group differences in Whangarei:
 Women are more likely than average to have participated in craft and object art in the last 12 months (35% vs. 27%). In contrast, men are less likely than average to have participated in craft and object art (19% vs. 27%).

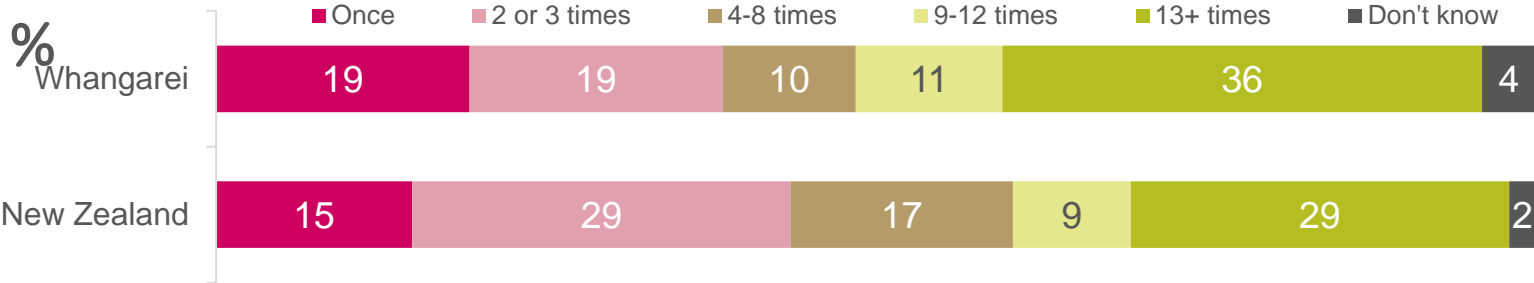
Performance arts participation

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: Whangarei (256); 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 - Whangarei (27); New Zealand (896)

△▽ = significantly higher / lower than New Zealand

Twelve percent of Whangarei 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 6% of Whangarei residents have participated in singing or music making, while 1% have participated in the theatre and 4% ballet or some other form of dance.

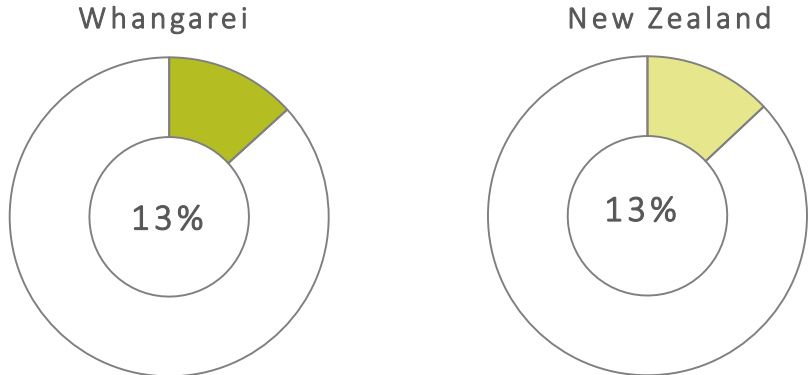
Whangarei residents are less likely compared to the national average to have participated in singing or music making (6% vs. 11%), or in the theatre (1% vs. 5%).

Of those who participate in the performing arts, 47% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with caution due to the low base size (27 respondents).

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

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?



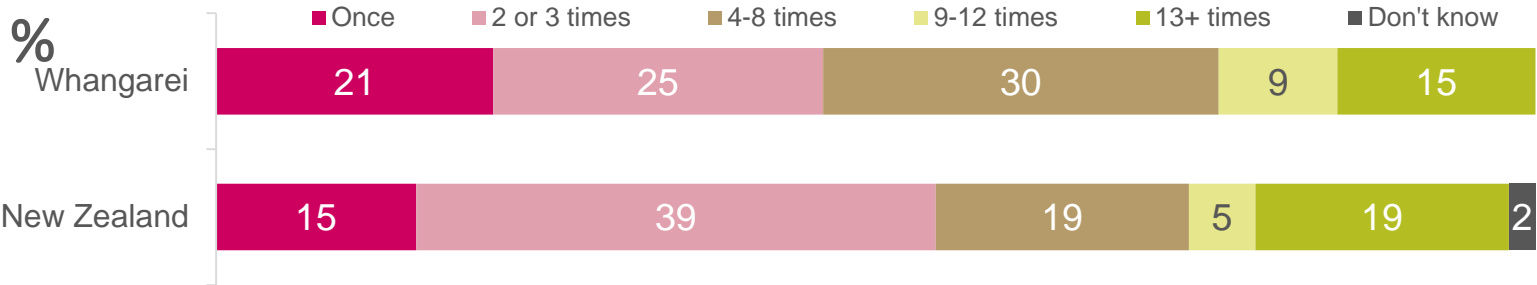
Base: All respondents: Whangarei (256); New Zealand (6,101)

Thirteen percent of Whangarei residents have participated in the literary arts in the last 12 months. This is in line with all New Zealanders (13%).

Of those who participate in the literary arts, 24% do so on a regular basis (at least nine times in the last 12 months), in line with the national average. This is in line with the average for all New Zealanders (24%).

Sub-group differences in Whangarei:
Those living in one or two person households are less likely than average to have participated in the literary arts in the last 12 months (10% vs. 13%).

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

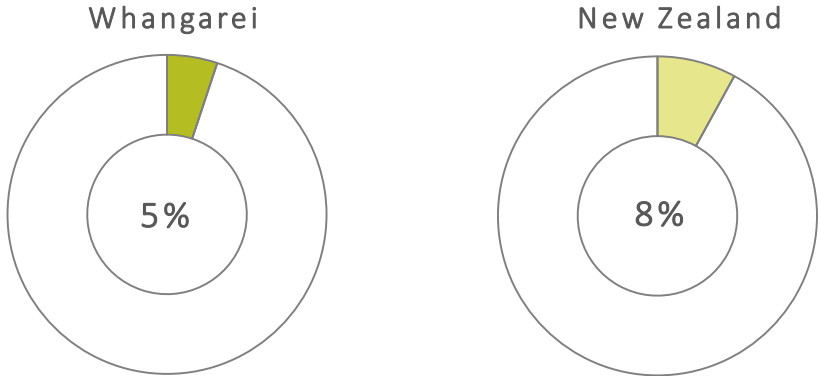


Base: All those who have participated in the literary arts - Whangarei (32); New Zealand (746)

△▽ = 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?



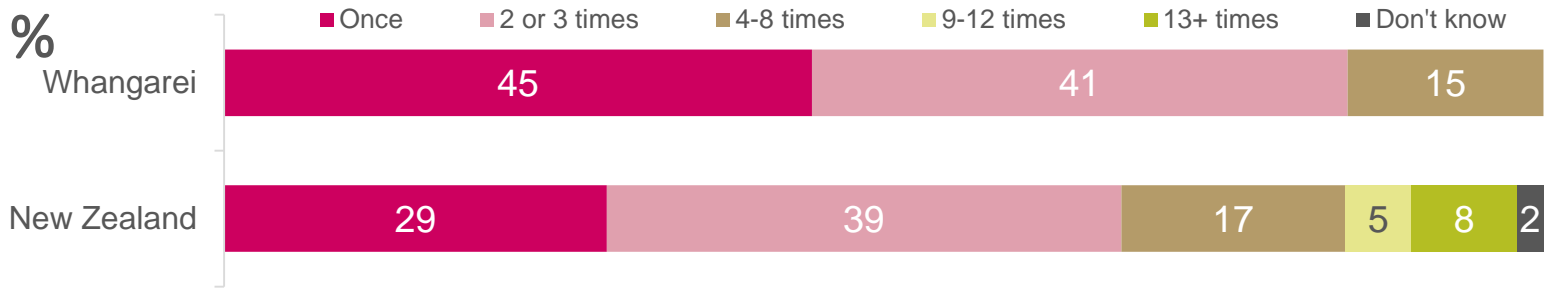
Base: All respondents: Whangarei (256); New Zealand (6,101)

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

Only twelve respondents in Whangarei 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.

There are no sub-group differences of note in terms of participation in the Pacific arts in Whangarei.

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

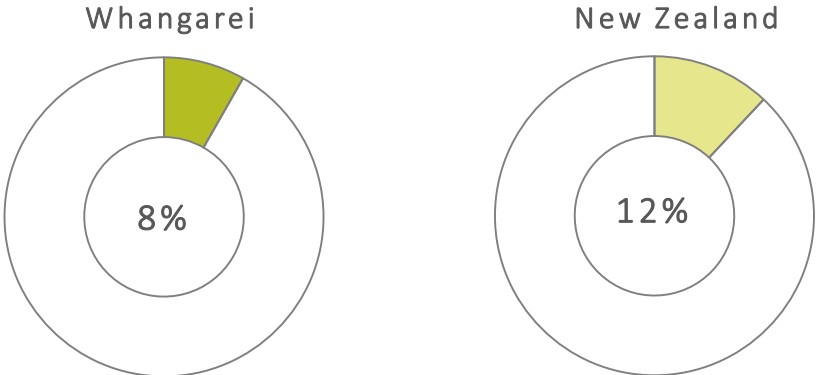


Base: All those who have participated in the Pacific arts - Whangarei (12); New Zealand (429)

△▽ = 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?**



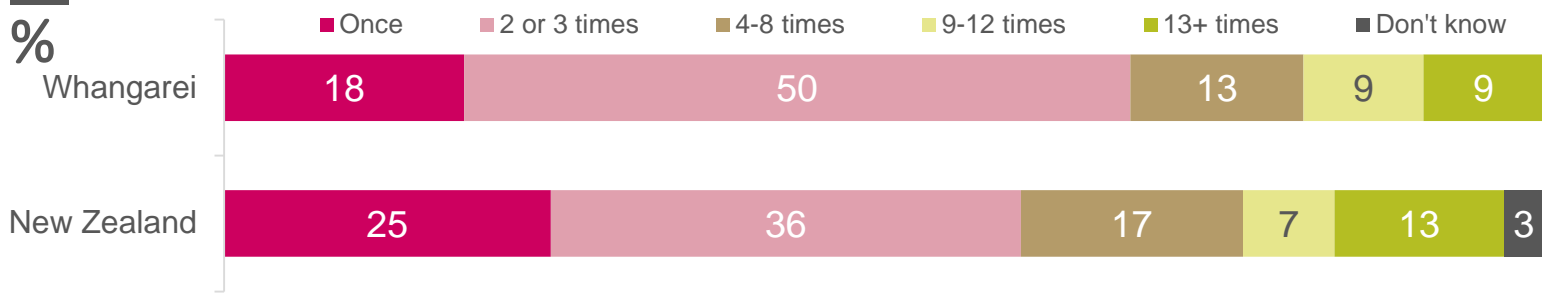
Base: All respondents: Whangarei (256); New Zealand (6,101)

Eight percent of Whangarei residents have participated in Māori arts in the last 12 months. This is largely consistent with the average for all New Zealanders (12%).

Of those who participate in the Māori arts, 18% do so on a regular basis (at least nine times in the last 12 months). These results should be treated with caution due to the low base size (24 respondents).

Sub-group differences in Whangarei:
 Women are more likely than average to have participated in Māori arts in the last 12 months (14% vs. 8%). In contrast, men are less likely than average to have participated in the Māori arts (2% vs. 8%).

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

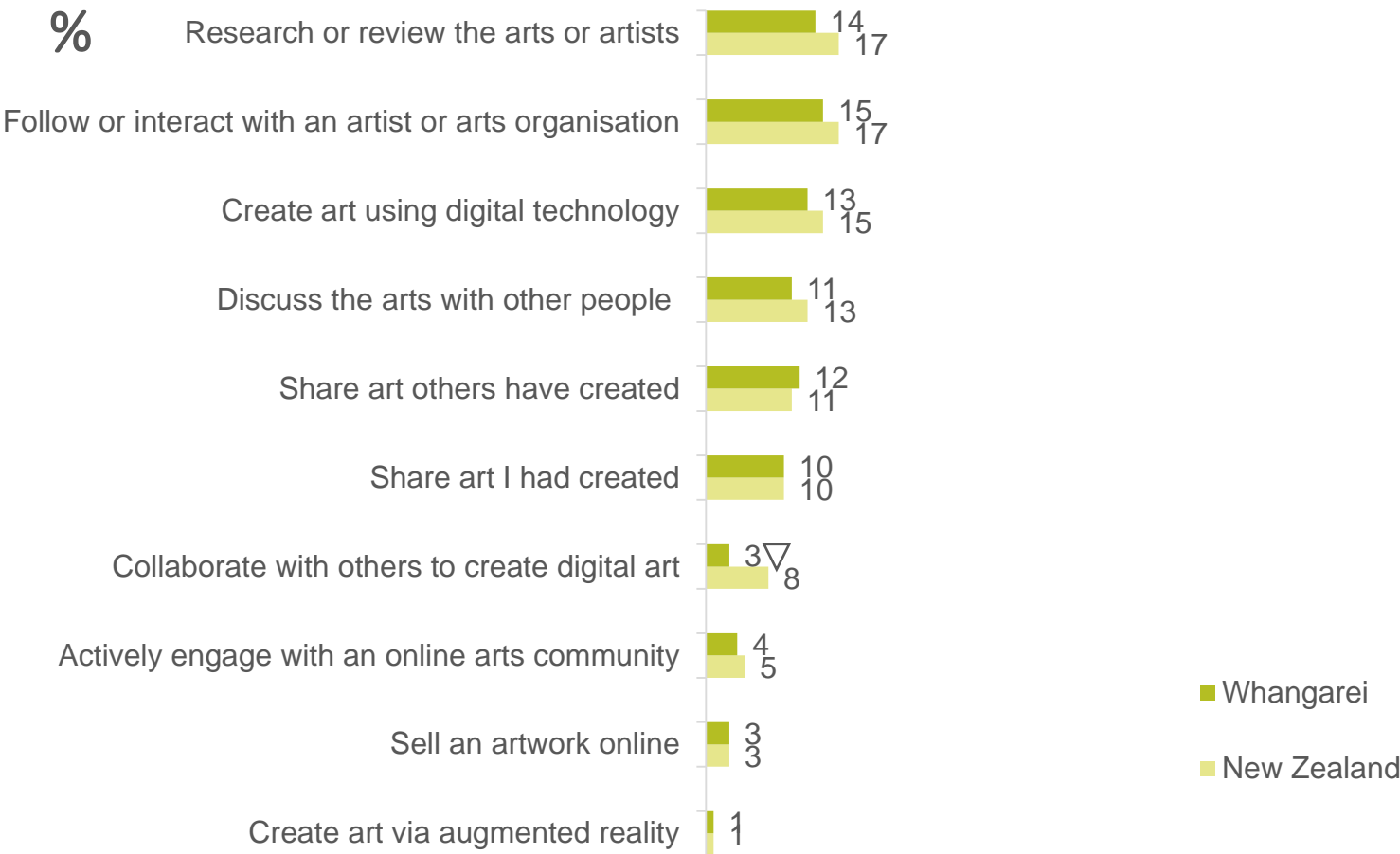


Base: All those who have participated in the visual arts - Whangarei (24); New Zealand (655)

△▽ = 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 Whangarei. Thirty-eight percent of Whangarei residents have used digital technology for arts activities. This compares to 43% of all New Zealanders, however the difference is not statistically significant.

The most popular activities are following or interacting with artists or artistic organisations (15%), followed by researching or reviewing arts or artists (14%).

Whangarei residents are less likely to collaborate with others to create digital art compared with the average for New Zealand (3% vs. 8%).

Sub-group differences in Whangarei:

- Older people, aged 60+, are less likely than average to have used any form of digital technology for arts or artistic activities (26% vs. 38%).
- Women are more likely than average to follow or interact with artists or arts organisations through digital technology (20% vs. 15%).
- Households with incomes between \$80,001-\$120,000 are more likely than average to research or review arts or artists through digital technology (26% vs. 14%).
- Younger people, aged 15-39, are more likely than average to create art using digital technology (23% vs. 13%).

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Whangarei (256); New Zealand (6,101)

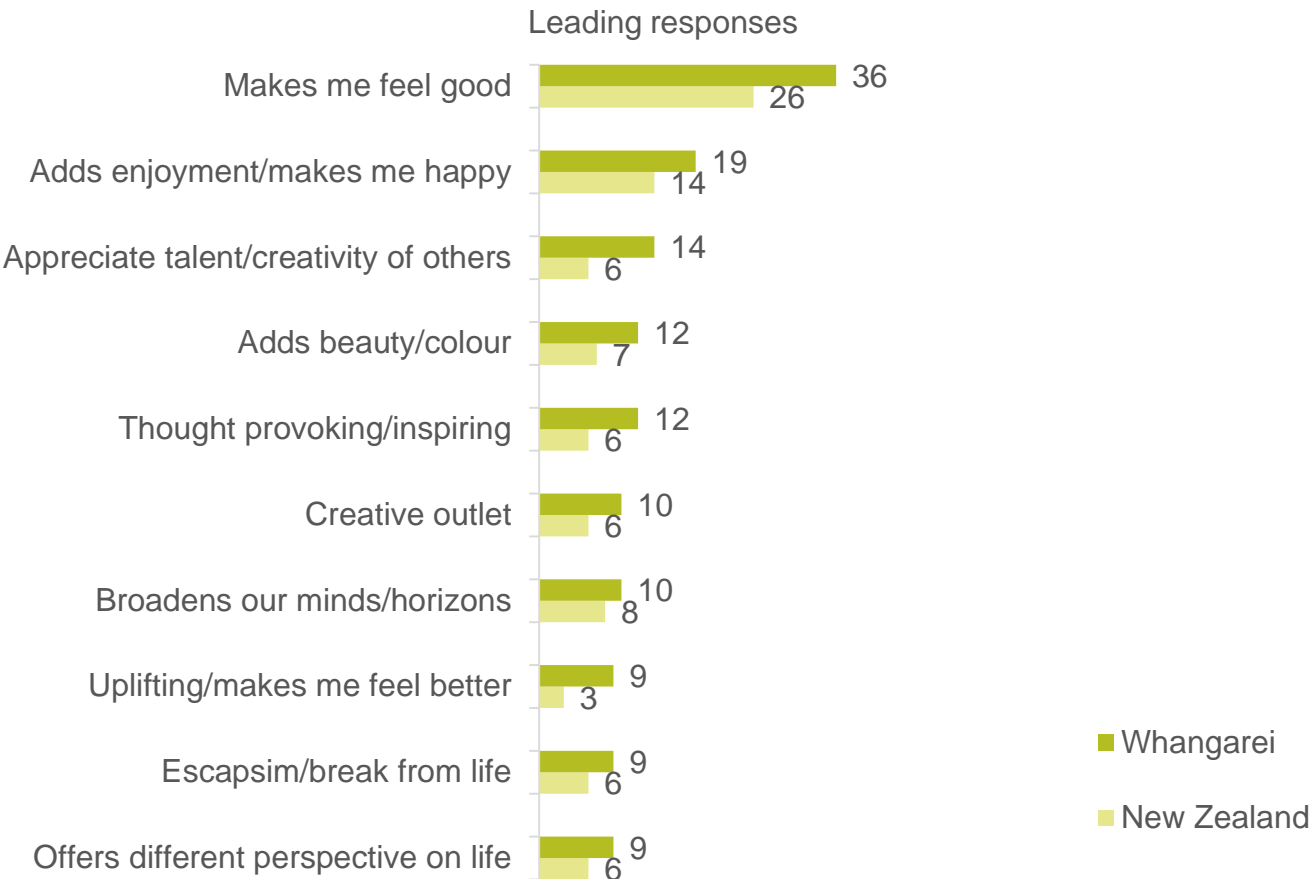


ADVOCACY OF THE ARTS

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 why residents in Whangarei feel the arts improve how they feel about life. The main reasons are that the arts simply make them feel good (36%) and add enjoyment / make them feel happy (19%).

The differences between views expressed by residents of Whangarei and the average for all New Zealanders are not statistically significant.

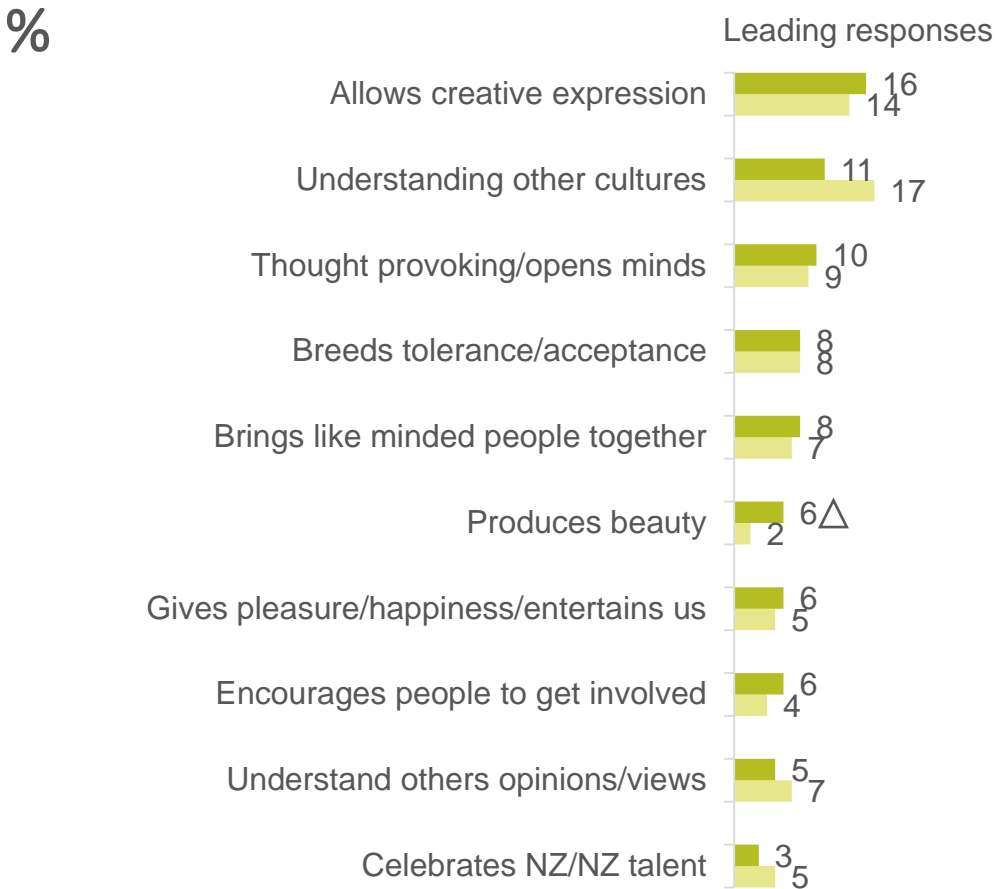
"It has such beauty and meaning to it. It distracts us all from so many bad things. It provides happiness. It's a mentally stimulating exercise that isn't my day job. Doing art projects or seeing other's artwork makes me happy. It makes me more creative and fulfilled. Connects me with others. Defines my personality. It inspires creativity, beauty and a different way to think about aspects of life."

△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - Whangarei (48); 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?



Δ ∇ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts help improve New Zealand society - Whangarei (87); New Zealand (2,323)

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

The key reasons is that the arts allow creative expression (16%), understanding of other cultures (11%), and are thought provoking (10%). These reasons are largely in line with the average for New Zealand.

Whangarei residents are more likely than the New Zealand average to mention the arts provide beauty to society (6% vs. 2%).

||

Creates understanding, identity and shares knowledge for good community and ethnic relations.

It defines who we are as New Zealanders and for me as tangata whenua. I also think people get a greater understanding and feel for each other cultures through the arts.

Expressions are inevitably a catalyst for discussion and expressions of opinion. These differences thus contribute to a thinking and stimulated (hopefully intellectual) society.

||



FOR FURTHER
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