



ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA

# New Zealanders and the Arts

## Ko Aotearoa me ōna Toi



### Summary of Research Report

June 2021



# What you will find in here

Page number:



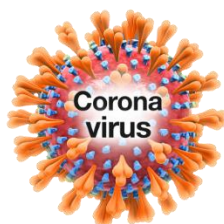
About Creative New Zealand.....3



About this research.....6



Some of the things New Zealanders  
told us about the arts.....10



How COVID-19 changed things for  
the arts in 2020.....13



What Māori people said about  
the arts.....14



What Pasifika people said about the arts.....	18
--	----



What Asian people said about the arts.....	20
---	----



What Deaf people and disabled people said about the arts.....	23
--	----



What people in different places across New Zealand said of the arts.....	27
---	----



Where to find more information.....	28
-------------------------------------	----

# About Creative New Zealand



**Creative New Zealand** works to support **the arts**.



**The arts** means things like:

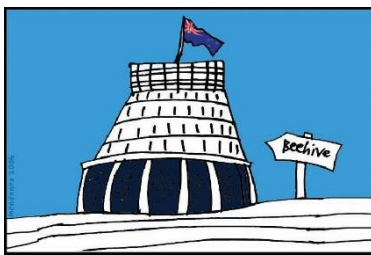
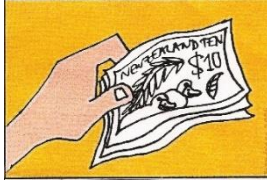
- dancing
- music / singing
- acting
- things in museums / galleries
- paintings
- writing:
  - poems
  - stories.



## The arts also means:

- Māori arts like:
  - whakairo / carving
  - raranga / weaving
  - kapa haka
- Pacific arts like:
  - making tapa cloth
  - making tivaevae / quilts
  - dance like tau'olunga and hiva
- festivals.

Creative New Zealand works to support the arts in New Zealand with:



- money
- training
- **research**
- showing the work of New Zealand artists overseas
- giving advice to the government about how to support the arts.

**Research** is about looking at something closely to get a better understanding of it.

## About this research



Every 3 years Creative New Zealand does research to find out what New Zealanders think about the arts.



We have been asking people these questions since 2005.



This survey was done in 2020.



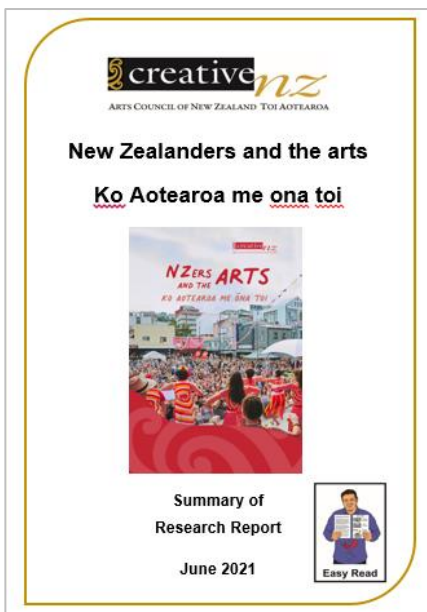
We asked Colmar Brunton who are a research company to ask the questions for us.



The research asked about 3 different things:



1. **Attitudes** which means what people think about the arts
2. **Attendance** which means if people go to different arts events
3. **Participation** which means if people do different arts.



This is an Easy Read summary of some of the main things that the research found.





The researchers made 2 sets of survey questions.

The first set of survey questions was for **adults 15 years old and over**.



More than 6 thousand adults answered the questions.



The second set of survey questions was for **young people from 10 to 14 years old**.



More than 7 hundred young people answered the questions.



The survey questions were only **online**.

**Online** means that the survey was on the internet for people to fill in.



We also asked more people from different groups of people what they thought about the arts.



We made sure to ask more people from these groups:

- Māori
- Pasifika
- Asian
- Deaf people and disabled people.



## Some of the things New Zealanders told us about the arts

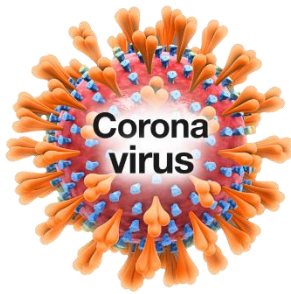


The information on the following pages shows the **national average** for the answers people gave to the survey questions.

The **national average** is the number you get when you compare the survey answers from all the people.



1 in every 5 people feel more positive about the arts.



Some people think the arts are more important since COVID-19 happened.

**COVID-19** is a virus that can make people very sick.



Two thirds of people people said they go to the arts.

Half of the people said they do at least 1 kind of art.



Most people agree that the arts help people to be **creative**.

Being **creative** means making new things using your imagination.



Most peoples said they feel good when they see artists from New Zealand doing well overseas.

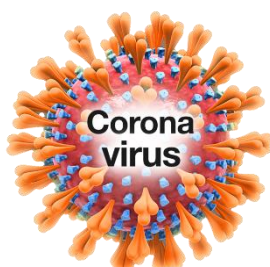


Lots of people agree that the arts should show the different cultures that are in New Zealand.



Only 1 in 10 people said they think the arts are a waste of time.

# How COVID-19 changed things for the arts in 2020



COVID-19 meant that lots of **live arts** could not happen in 2020.



**Live art** is when you go to see art in person such as going to a concert.



COVID-19 meant that not as many people went to see live arts in 2020.



Some people really enjoyed watching arts online during COVID-19.



1 in 4 people said that the arts were more important to them feeling well since the start of COVID-19.



## What Māori people said about the arts



The research found that:

- Māori people said they feel better about the arts than the national average
- more Māori people go to the arts than the national average
- more than 6 out of 10 Māori people do arts which is more than the national average
- most Māori people agree that the arts are important to help them to feel involved in Māori culture
- more than 7 out of 10 Māori people agree that arts should show the different cultures in New Zealand.





The research found the arts that Māori people do most are:

- ngā toi Māori / Māori arts
- visual arts like painting.



More than half of Māori people want to have the choice to see the arts both:

- in person

and

- online.





**Barriers** are things that make it hard for people to be involved.

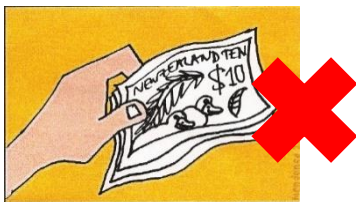
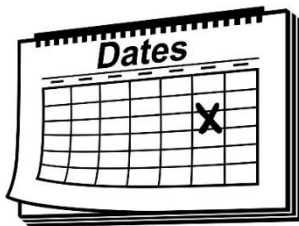
**Barriers** can be things like:

- not having enough money
- not having anyone to go with
- not feeling welcome.

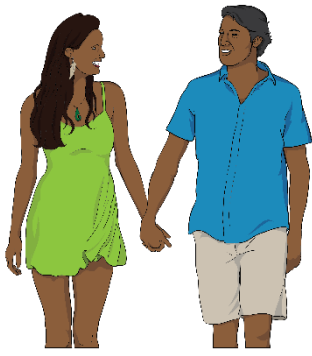


The main barriers that stop Māori people going to the arts are:

- how much money the tickets cost
- not being able to find events they want to go to.



More than half of Māori people said that not having enough money to go to the arts was a problem.



The research also found that for young Māori it is important to have someone go to with to an arts event.

## What Pasifika people said about the arts



The research found that:

- Pasifika people said they feel more positive about the arts than ever before
- Pasifika people go to the arts about as much as the national average
- nearly 2 in 3 Pasifika people participate in the arts
- young Pasifika people are more likely than other young people to do Pacific arts
- most Pasifika people think the arts are an important way of being part of their culture.



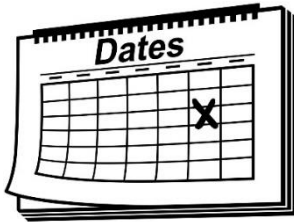


The research found that Pasifika people also face barriers to the arts.



The main barriers that stop Pasifika people going to the arts are:

- how much money the tickets cost
- not being able to find events they want to go to
- not having someone to go with
- not feeling welcome.





## What Asian people said about the arts



The research found that:

- most Asian people go to the arts
- almost all disabled Asian people said they go to or participate in the arts
- the arts Asian people go to most are:
  - visual arts like painting
  - performing arts like theatre
- just over half of Asian people said they do arts.





The research also found that most Asian people think arts are important to learn about other cultures.



Asian people said the main barriers that stop them from going to the arts are:



- not having enough money to buy tickets
- not being able to find events that they want to go to
- not having someone to go with
- not feeling welcome.





The research found that half of Asian people said they thought the arts were important to help New Zealand to get better after COVID-19.

More than half of Asian people want to be able to watch the arts on the internet.

## What Deaf people and disabled people said about the arts



The research found that:

- 3 in 4 Deaf people and disabled people say they have seen or done arts in 2020
- lots of Deaf people and disabled people go to the arts more than 11 times a year
- more Deaf people and disabled people do arts than the national average.



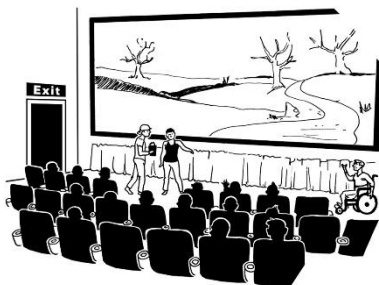
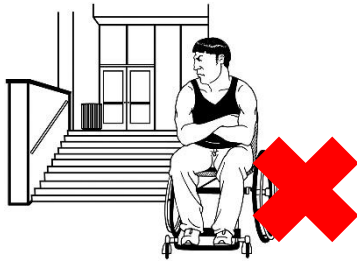


The research found that the arts that Deaf people and disabled people do most often are:

- crafts
- Māori arts
- visual arts like painting
- Pacific arts.



The research also found that more Deaf people and disabled people said they had tried new arts / cultural events since COVID-19.



The research found that Deaf people and disabled people feel like the arts:

- is not always:
  - **accessible**
  - **inclusive**
- are only for some types of people.

**Accessible** means that Deaf people and disabled people can easily go to the arts like:

- being able to get into the places where the arts are happening
- having a sign language interpreter so Deaf people are able to understand what is being said.





**Inclusive** means everyone can take part in the arts.



Deaf people and disabled people said the main barrier that stops them from going to the arts is not having enough money.



# What people in different places across New Zealand said of the arts



The survey asked people in different places across New Zealand what they thought about the arts.

The research found that since 2017:



- the number of people going to the arts had not gone up very much
- the number of people going to the arts was **less** in:



- Auckland
- Nelson, Tasman and Marlborough
- Canterbury
- Otago.

## Where to find more information



You can find more information about the arts in the full report which is called:

**NZ'ers and the Arts**

**Ko Aotearoa me ōna Toi**



You can find the full report on the Creative New Zealand **website**:

**[www.creativenz.govt.nz/nzersandthearts](http://www.creativenz.govt.nz/nzersandthearts)**



The full report is **not** in Easy Read.



You can ask someone to read it through with you.

You can talk to someone at  
Creative New Zealand by:



**Phone:**

0800 273 284



This is a free call number which  
means it does not cost you any  
money to call.



**Email:**

[research@creativenz.govt.nz](mailto:research@creativenz.govt.nz)



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