

# Survey findings for Bay of Plenty residents

*New Zealanders and the Arts: attitudes, attendance and participation*  
*Ko Aotearoa me ōna toi: waiaro, wairongo, waiuru*



# INTRODUCTION

# Background and objectives of the research

Since 2005 Creative New Zealand has conducted research to measure New Zealanders engagement with the arts. This includes attendance and participation in different art forms, as well as wider attitudes to the arts. The research comprises two separate surveys (one of adults aged 15+; and one of young people aged 10-14). The surveys are repeated every three years.

The research is used in a number of ways. It provides:

- Vital insights for Creative New Zealand, selected agencies and arts organisations about the national levels of cultural engagement
- Stories to advocate for the arts
- Up-to-date data that arts organisations can use to develop marketing programming and income generation strategies.

**This report presents findings on public attitudes, attendance and participation in the arts in the Bay of Plenty. The findings are compared to all New Zealanders (aged 15+).**



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

- **Craft and object art** is defined as uku (pottery), furniture, glass, adornment (such as 'ei katu, tā moko and jewellery), embroidery, tīvaevae, woodcraft, spinning, weaving or textiles.
- **Literary arts** is defined as spoken word, poetry or book readings, literary events, writing workshops, creative writing in poetry, fiction or non-fiction.
- **Ngā Toi Māori (Māori arts)** is defined as works created by Tangata Whenua Māori artists in all art forms (contemporary and customary: craft/object art, dance, literature, media arts, music, theatre and visual arts). Arts or crafts activities or workshops, including carving, raranga, tāniko, weaving, waiata, kapa haka, kōwhaiwhai, tā moko, Māori dance or music.
- **Pacific arts** is defined as works created by Pasifika artists in all art forms (contemporary and heritage: craft/object art, dance, literature, media arts, music, theatre and visual arts).
- **Performing arts** is defined as theatre, dance and music.
- **Visual arts** is defined as drawing, painting, rāranga, tīvaevae, photography, whakairo, sculpture, print-making, typography and film-making.

**'Attendance'** is defined as going to:

- Seeing craft and object artworks at an exhibition, festival, art gallery, museum, library or online.
- Attending spoken word, poetry or book readings, or literary festivals or events.
- Seeing any artworks by Māori artists or going to any Māori arts or cultural performances, Toi Ahurei, festivals or exhibitions.
- Seeing artworks by Pasifika artists or going to any Pasifika cultural performances, festivals or exhibitions.
- Attending performing arts events.
- Seeing visual artworks at an exhibition, festival, art gallery, museum, library, cinema or online.

**'Participation'** is defined as :

- The active involvement in the making or presentation of art in the last 12 months.



452

## ONLINE INTERVIEWS

With adults aged 15+ living  
in the Bay of Plenty



## FIELDWORK DATES

2 October to 2 November 2020



## NATIONAL COMPARISON

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

## METHOD

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

Historically *New Zealanders and the Arts* has been conducted using a telephone survey. In 2017 the decision was made to shift the survey to an online panel. The rationale for this was to future-proof the survey and to make it more affordable to increase the sample size to facilitate greater analysis of key groups of interest, including Māori, Pacific Peoples, Asian New Zealanders and the regions.

## SAMPLING

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

Weighting was also applied to ensure the final sample profile was representative of the Bay of Plenty population.

## TREND DATA

Trends are shown against the 2017 data. The change in method in 2017, means we cannot include trends data prior to this.

## SIGNIFICANCE TESTING

There is a margin of error associated with any survey sample. Based on a sample size of 452 respondents the margin of error is up to +/- 4.6 percentage points.

We have used statistical tests to determine:

- Whether any differences between the survey findings for the Bay of Plenty in 2017 and 2020 are statistically significant. This is indicated on charts by white triangles.

△▽ = significantly higher / lower than 2017

- Whether any differences between the survey findings for the Bay of Plenty in 2020 and all New Zealanders are statistically significant. This is indicated on charts by grey triangles.

▲▼ = significantly higher / lower than all New Zealanders



# SUMMARY

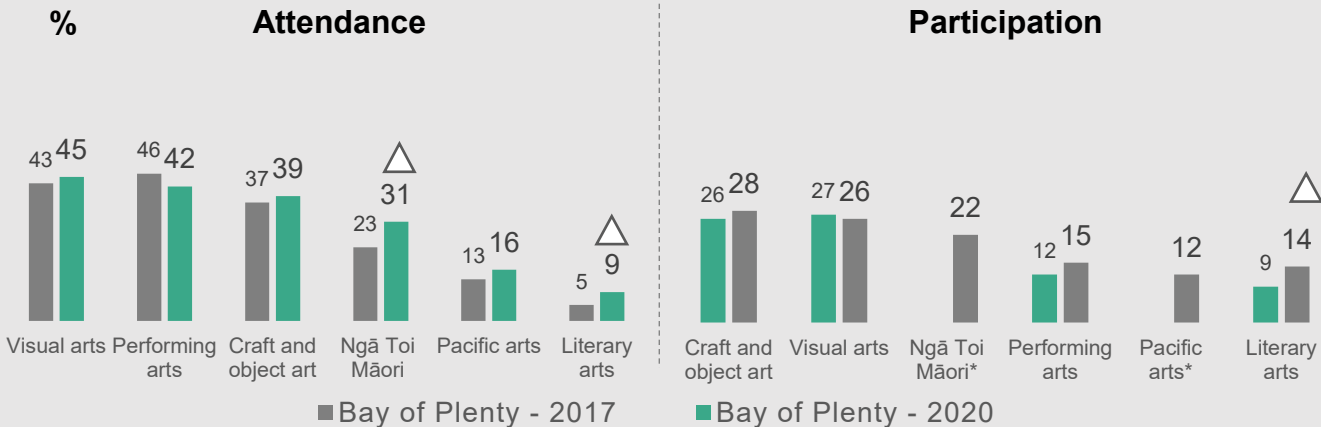
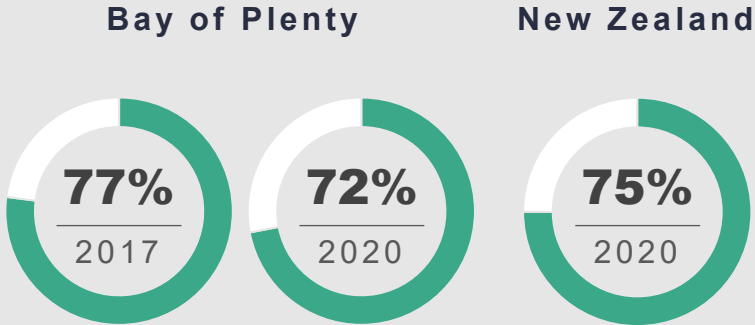
# Executive Summary

**Method:** Online survey of 6,263 New Zealanders aged 15+ including 452 Bay of Plenty residents      **Fieldwork:** 2 October to 2 November 2020      **Margin of error for Bay of Plenty:** +/- 4.6%

## ENGAGEMENT WITH THE ARTS IN THE BAY OF PLENTY

Seventy two percent of residents in the Bay of Plenty have attended or participated in the arts in the last 12 months.

This compares to 77% in 2017. While the decline is not quite statistically significant it does mirror the decline at a national level in engagement with the arts from 80% to 75%. The engagement level in the Bay of Plenty is in line with the national results. The decline in engagement (such as it is) is a result of a lower level of attendance at the performing arts (albeit again this is not significant). There is a significant increase in attendance at Ngā Toi Māori, as well as increases in both attendance and participation in literary arts.

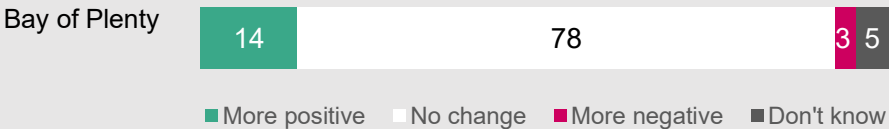


△▽ = significantly higher / lower than 2017

## BAY OF PLENTY'S RELATIONSHIP WITH THE ARTS

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

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



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

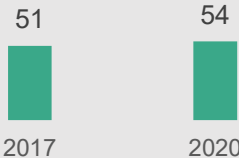
Arts and culture have supported my wellbeing since the COVID-19 crisis



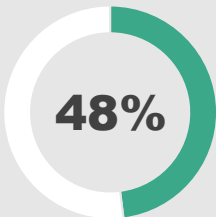
The arts help improve New Zealand society



**3** This recognition has led to increased support for public funding of the arts (albeit the increase below is not significant)



**4** As well as demand for greater accessibility



would like the choice of attending the arts in person or watching online



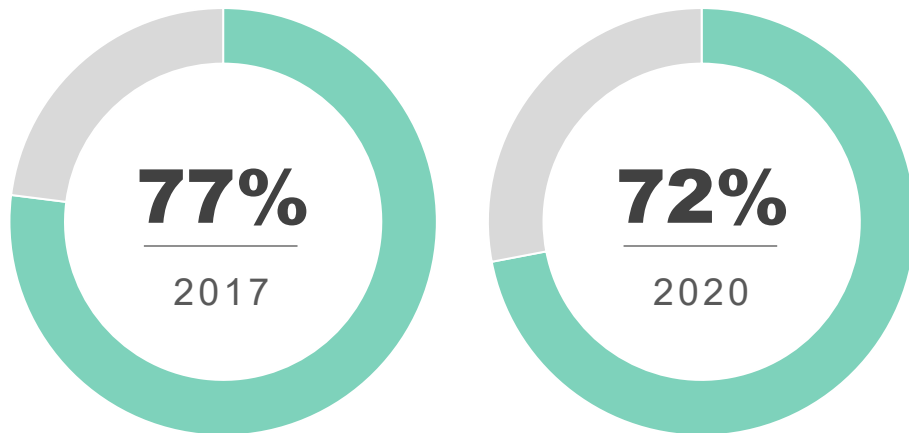
# OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

# Overall engagement

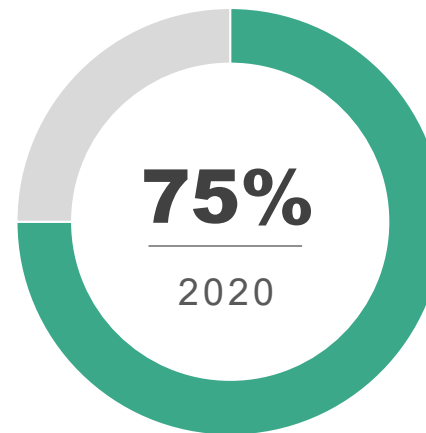
Q

Overall engagement is based on all those who have either attended or participated in the following art forms in the last 12 months: *Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts*

## Bay of Plenty



## New Zealand



Engagement for all New Zealanders has declined significantly since 2017 - was 80%

## COMMENTARY

The survey asks respondents specifically about their attendance at, and their participation in, six separate art forms. There are no overall questions that measure attendance or participation in the arts at an overall level.

The results opposite are therefore a nett calculation based on the respondents who said they attended or participated in at least one art form in the last 12 months.

Seventy two percent of Bay of Plenty residents have engaged with the arts in the last 12 months. This is lower than the 77% in 2017, albeit this difference is not statistically significant.

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

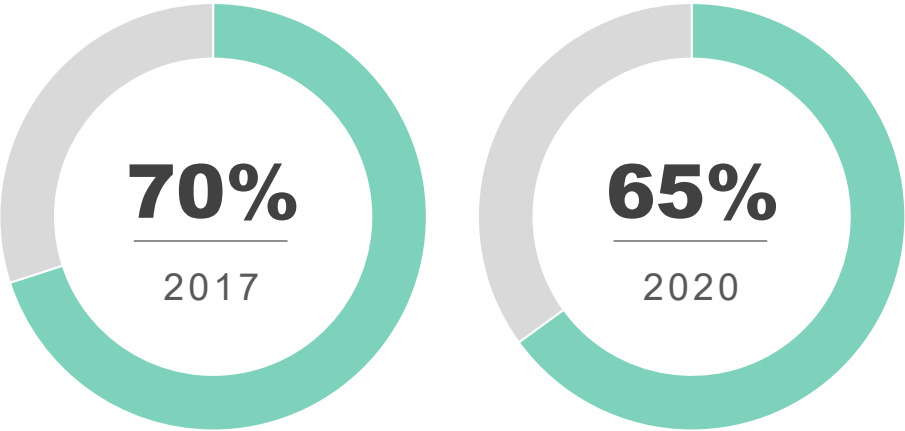


# Overall attendance

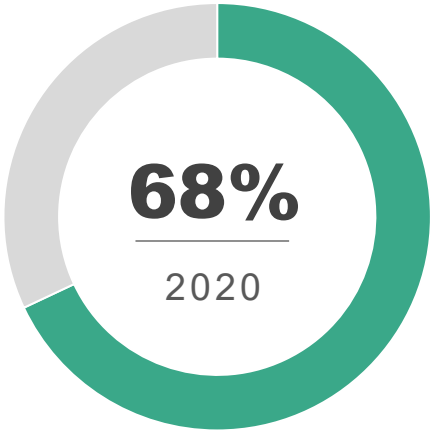
Q

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

## Bay of Plenty



## New Zealand



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

## COMMENTARY

Sixty five percent of Bay of Plenty residents have attended at least one arts event or location in the last 12 months. This is down from 70% in 2017, albeit the difference is not statistically significant.

This indicative decline in attendance is likely due to decreased opportunities to engage with the arts due to COVID-19, rather than declining interest in the arts. Indeed, it appears COVID-19 has resulted in a greater appreciation for the arts for some Bay of Plenty residents (see slide 14).

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

### Sub-group differences in the Bay of Plenty:

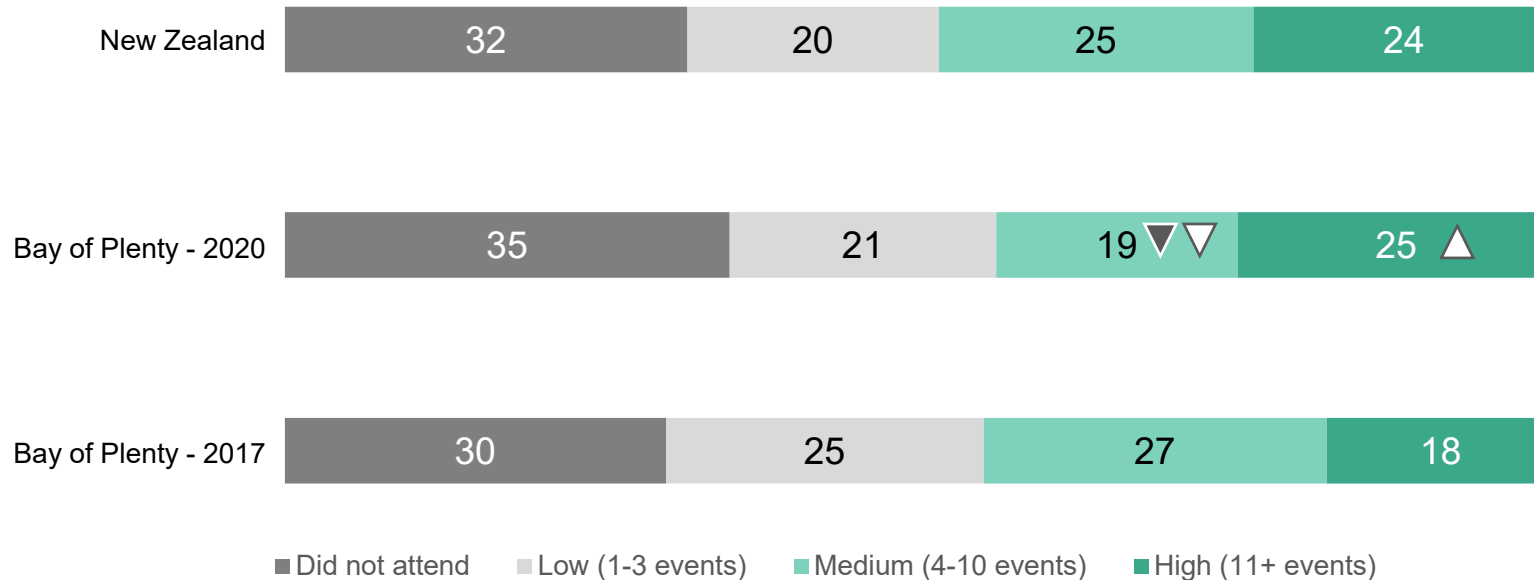
Those on higher household incomes (more than \$120,000) (88%) and Māori (74%) are more likely than average (65%) to attend the arts.

# Frequency of attendance

Q

Frequency of attendance shows the number of times respondents have attended any of the following art forms in the last 12 months: *Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts*

%



## COMMENTARY

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

Bay of Plenty residents have attended arts events or locations more frequently than in 2017. Twenty five percent attend 11 or more times a year, up from 18% in 2017.

Frequency of attendance in the Bay of Plenty is in line with the national average.

### Sub-group differences in the Bay of Plenty:

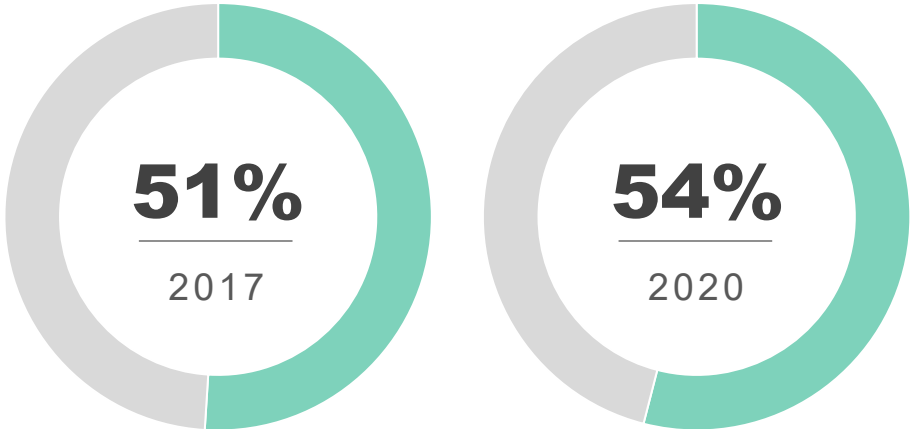
Māori are more likely than average to be high attendees (36%, vs 25%).

# Overall participation

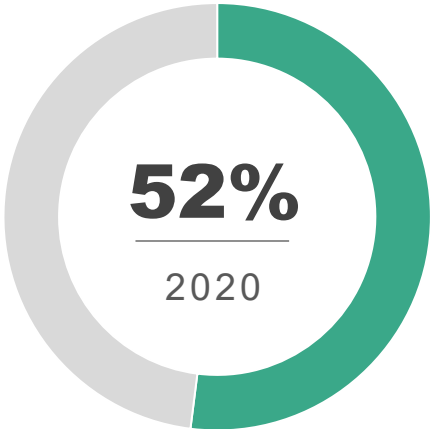
Q

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

## Bay of Plenty



## New Zealand



## COMMENTARY

Participation has been more resilient to the impacts of COVID-19 than attendance. Fifty four percent of residents participated in 2020, compared to 51% in 2017.

However, the way we asked participation for Ngā Toi Māori and Pacific arts changed in 2020. We now list the activities under each art form in much greater granularity (to better capture the activities the public participate in). Because of this change, overall participation for 2020 may be slightly higher than it otherwise would have been.

Participation in Bay of Plenty is in line with participation of all New Zealanders.

### Sub-group differences in the Bay of Plenty:

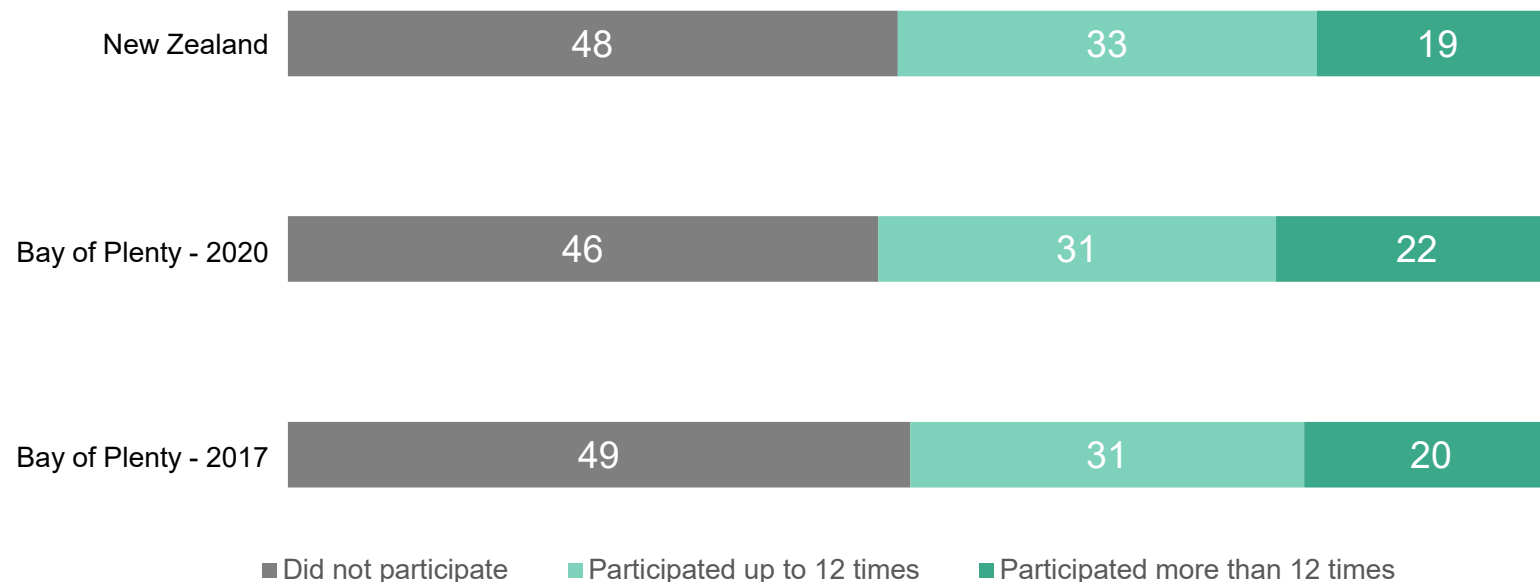
Māori (66%) and women (65%) are more likely to participate in the arts than average (54%), while men (41%) are less likely to participate than average.

# Frequency of participation

Q

Frequency of participation shows the number of times respondents have participated in any of the following art forms in the last 12 months: *Craft & object art, Literature, Ngā Toi Māori (Māori arts), Pacific arts, Performing arts and Visual arts*

%



## COMMENTARY

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

Twenty two percent of Bay of Plenty residents participate in the arts on a regular basis (more than 12 times a year). This is in line with 2017 (20%) and broadly in line with that of all New Zealanders (19%).

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (22%) to be regular participants:

- Māori (30%)
- Women (28%).

The following groups are less likely than average (22%) to be regular participants:

- Men (16%)
- Asian New Zealanders (7%).



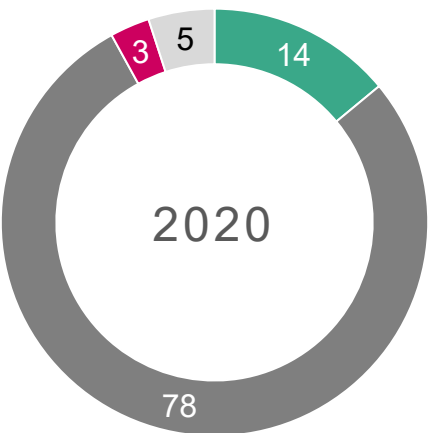
# ARTS ATTITUDES

# Change in overall perception of the arts

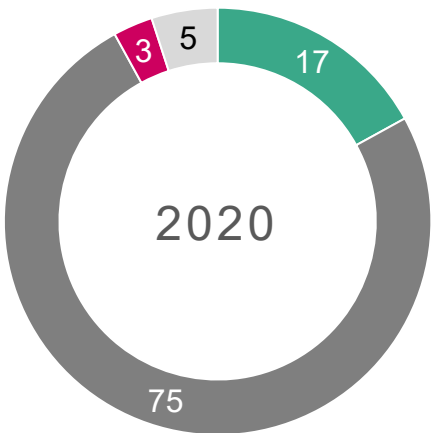
Q

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

## Bay of Plenty



## New Zealand



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

## COMMENTARY

Broadly speaking, Bay of Plenty residents are more positive about the arts than they were in 2017, with increases in many of the positive attitudes in this section.

It appears that the COVID-19 pandemic has boosted some Bay of Plenty residents' appreciation for the arts.

This overall finding is supported by the chart opposite which illustrates how people's perceptions of the arts has changed over the last 12 months. While most haven't changed their view of the arts (78%), 14% are more positive and only 3% are more negative. This is broadly in line with the national picture.

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (14%) to say they feel more positive about the arts than they did 12 months ago:

- Asian New Zealanders (38%)
- Those with higher household incomes (more than \$120,000) (27%).

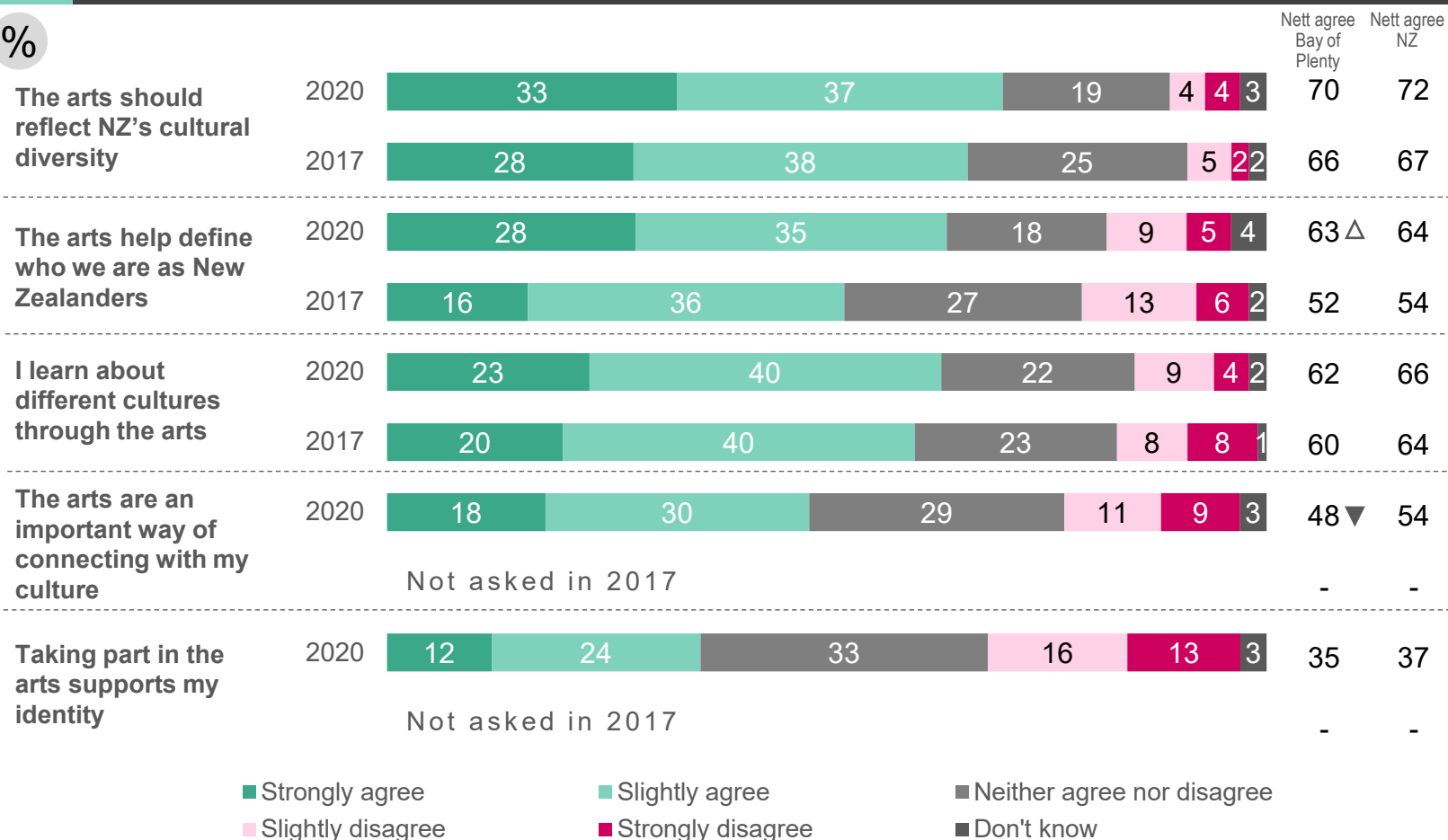
In contrast, New Zealand Europeans (12%) and those over 70 (5%) are less likely than average to say so.

# Attitudes towards the arts: Culture and identity

Q

How much do you agree or disagree?

%



## COMMENTARY

The arts contribute to our identity as individuals and as New Zealanders, as well as our intercultural understanding.

Seventy percent of Bay of Plenty residents agree the arts should reflect New Zealand's cultural diversity, while 63% say the arts help define who we are as New Zealanders, up from 52% in 2017. Sixty two percent say they learn about different cultures through the arts.

One third of Bay of Plenty residents agree that the arts supports their identity, while just under half say the arts are an important way of connecting with their culture. This is lower than the national average (48%, vs 54%).

All other attitudes are in line with the national averages.

### Sub-group differences in the Bay of Plenty:

Those aged 60 to 69 (85%) are more likely than average to agree the arts should reflect New Zealand's diversity, while younger people (aged 15 to 29) are less likely to agree (55%).

Those aged 40 to 49 (80%) and women (69%) are more likely to agree they learn about different cultures through the arts than average (62%), while men (55%) are less likely to do so.

Asian New Zealanders (76%), Māori (68%) and women (53%) are more likely than average to say the arts are an important way of connecting with their culture. New Zealand Europeans (43%) and men (42%) are less likely to agree.

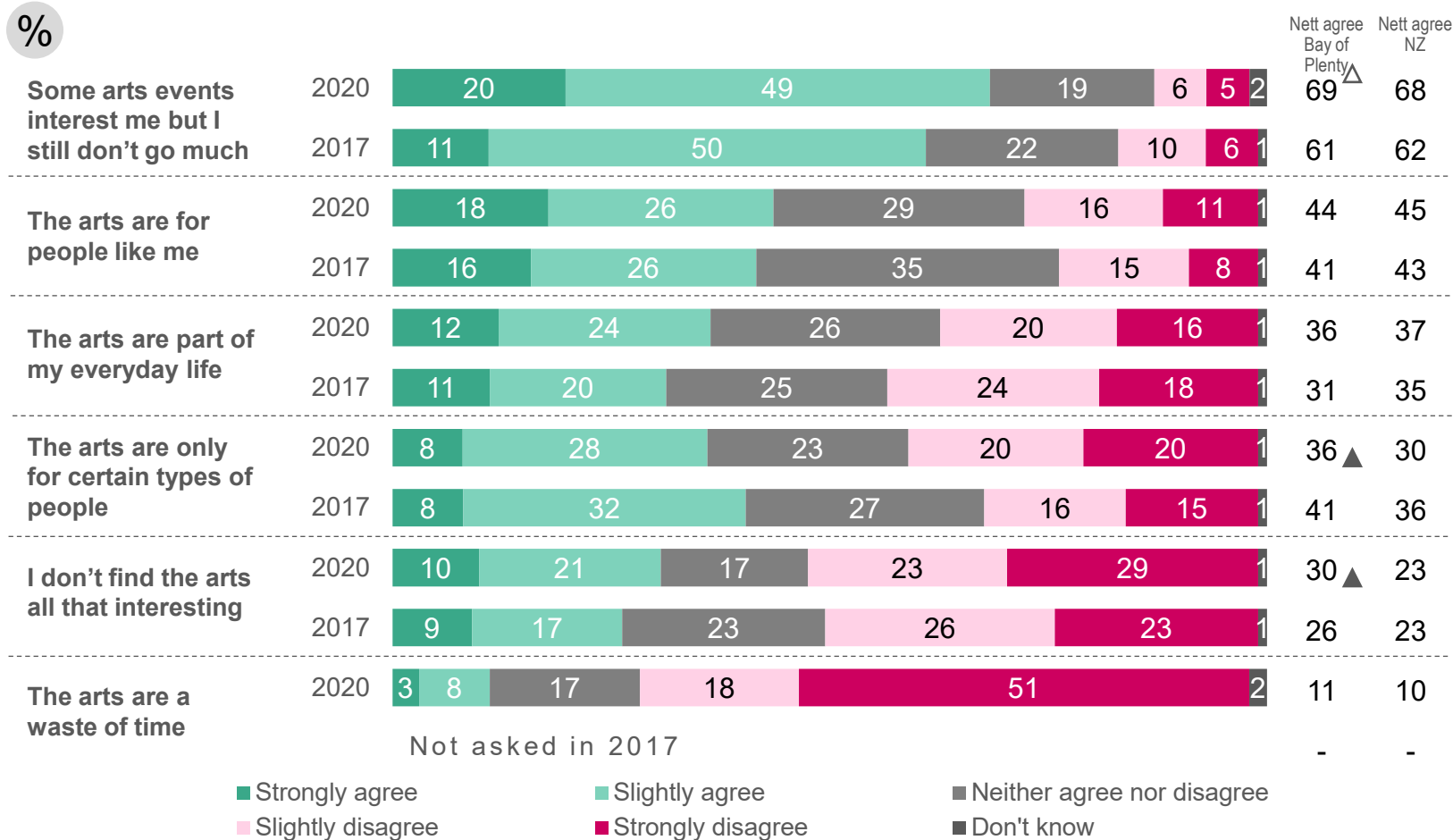
Finally, Asian New Zealanders (59%) and Māori (45%) are more likely than average to say taking art in the arts supports their identity (35%). New Zealand Europeans are less likely to say so (32%).

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

Q

How much do you agree or disagree?

%



## COMMENTARY

Bay of Plenty residents don't have as strong of a personal connection to the arts as all New Zealanders. Thirty six percent feel the arts are only for certain types of people, while 30% aren't all that interested in the arts. These are both higher than the average of all New Zealanders.

Forty four percent of residents say the arts are for people like me, while 36% say they are part of their everyday life, up from 31% in 2017 albeit the difference is not statistically significant.

Bay of Plenty residents still recognise the value of the arts. Only 11% say the arts are a waste of time, though most residents disagree with this proposition.

However, there is the opportunity to boost residents' engagement with the arts and improve attendance at arts events. Sixty nine percent of Bay of Plenty residents are interested in some arts events but still don't attend often. This is in line with the national average, but higher than in 2017 - potentially reflecting a lack of opportunity due to COVID-19.

### Sub-group differences in the Bay of Plenty:

Women and older people (aged 60+) have a stronger personal connection to the arts. In contrast, men and younger people (aged 15 to 29 ) have a weaker personal connection to the arts.

In particular, younger people (aged 15 to 29 ) and men are more likely than average to say they don't find the arts that interesting, or that the arts are a waste of time.

Asian New Zealanders are more likely than average to say the arts are part of their everyday life (60% vs 36%).



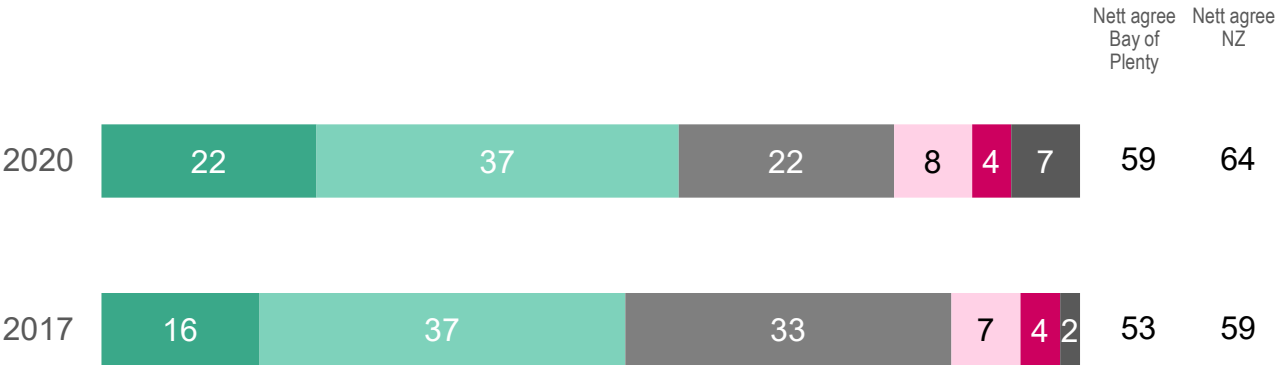
# Attitudes towards the arts: How the arts benefit New Zealand

Q

How much do you agree or disagree?

%

The arts contribute positively to our economy



The arts help improve New Zealand society



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

## COMMENTARY

Many Bay of Plenty residents continue to widely recognise the social and economic benefits of the arts.

Six in ten residents agree the arts contribute positively to our economy (59%), compared to 53% in 2017 although this increase is not statistically significant.

Fifty five percent agree the arts improve society. This is significantly lower than the national average (62%) which has increased since 2017.

Although the overall agreement levels are consistent with 2017, the sentiment around improving New Zealand society is deeper than before, with an increase in the proportion who strongly agree.

### Sub-group differences in the Bay of Plenty:

People with higher household incomes (77%) and those aged 40 to 49 (74%) are more likely than average (59%) to agree the arts contribute positively to our economy. People on household incomes of \$51,000 to \$80,000 (46%) and young people (aged 15 to 29) (45%) are less likely to agree.

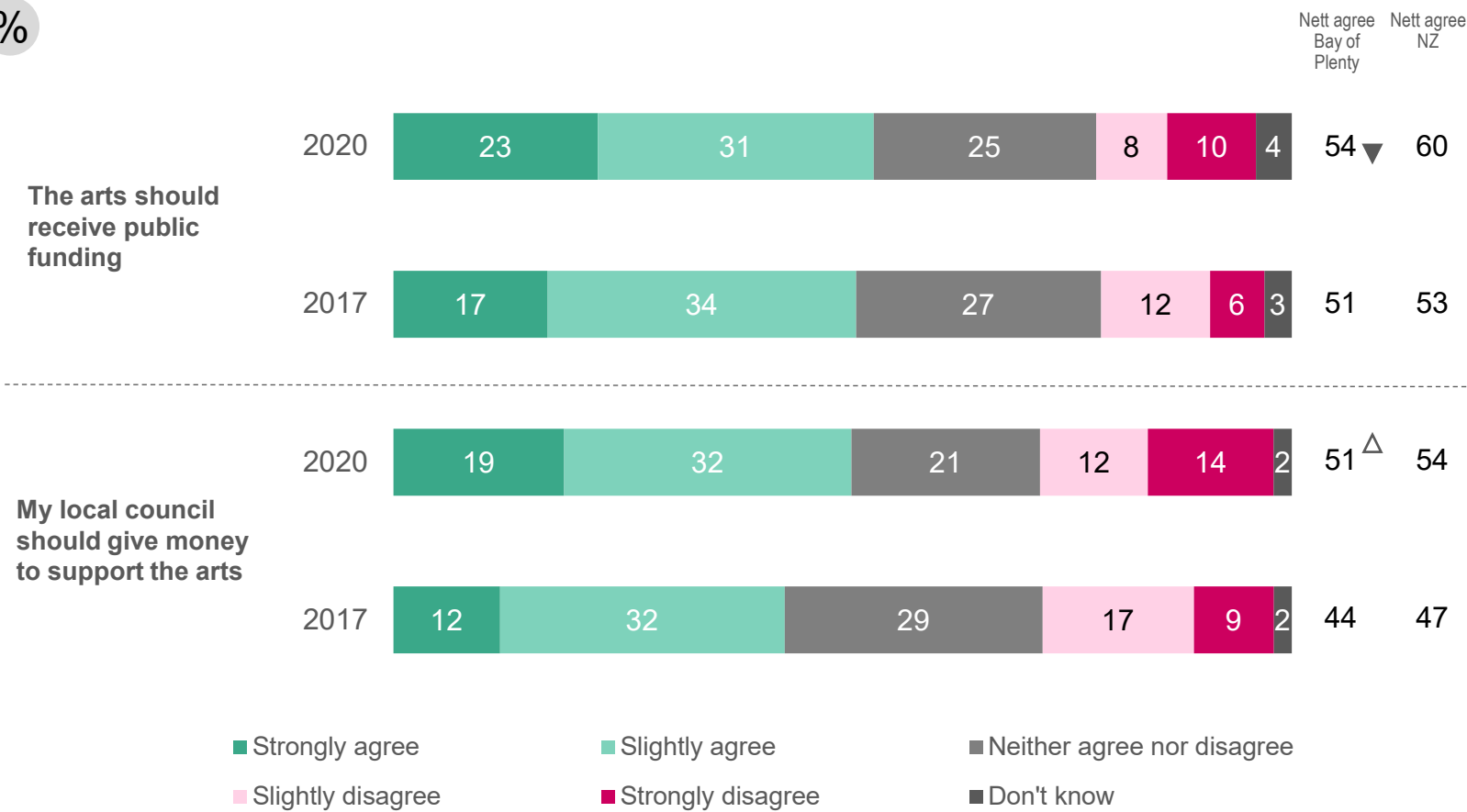
Women are more likely than average to agree the arts help to improve New Zealand society (60% vs 55%), while people with the lived experience of disability are less likely to do so (40%).

# Attitudes towards the arts: Funding support for the arts

Q

How much do you agree or disagree?

%



## COMMENTARY

There is moderate support for the public funding of arts in Bay of Plenty. Fifty four percent agree with the idea but this is lower than the national average (60%). This reflects the earlier finding that residents are less likely than all New Zealanders to recognise the benefits of the arts on society.

However support for local councils to help fund the arts has improved since 2017. Fifty one percent agree with this proposition, compared to 44% in 2017.

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (54%) to agree that the arts should receive public funding:

- Those aged 40 to 49 (69%)
- Māori (62%)
- Women (60%).

In contrast, men are less supportive than average of public funding of the arts (43%).

In addition, women are more likely than men to agree their local council should provide financial support to the arts (58% vs 43%).

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Bay of Plenty residents 2017 (n=606); 2020 (n=452) |  
New Zealand 2017 (n=6101); 2020 (n=6263)

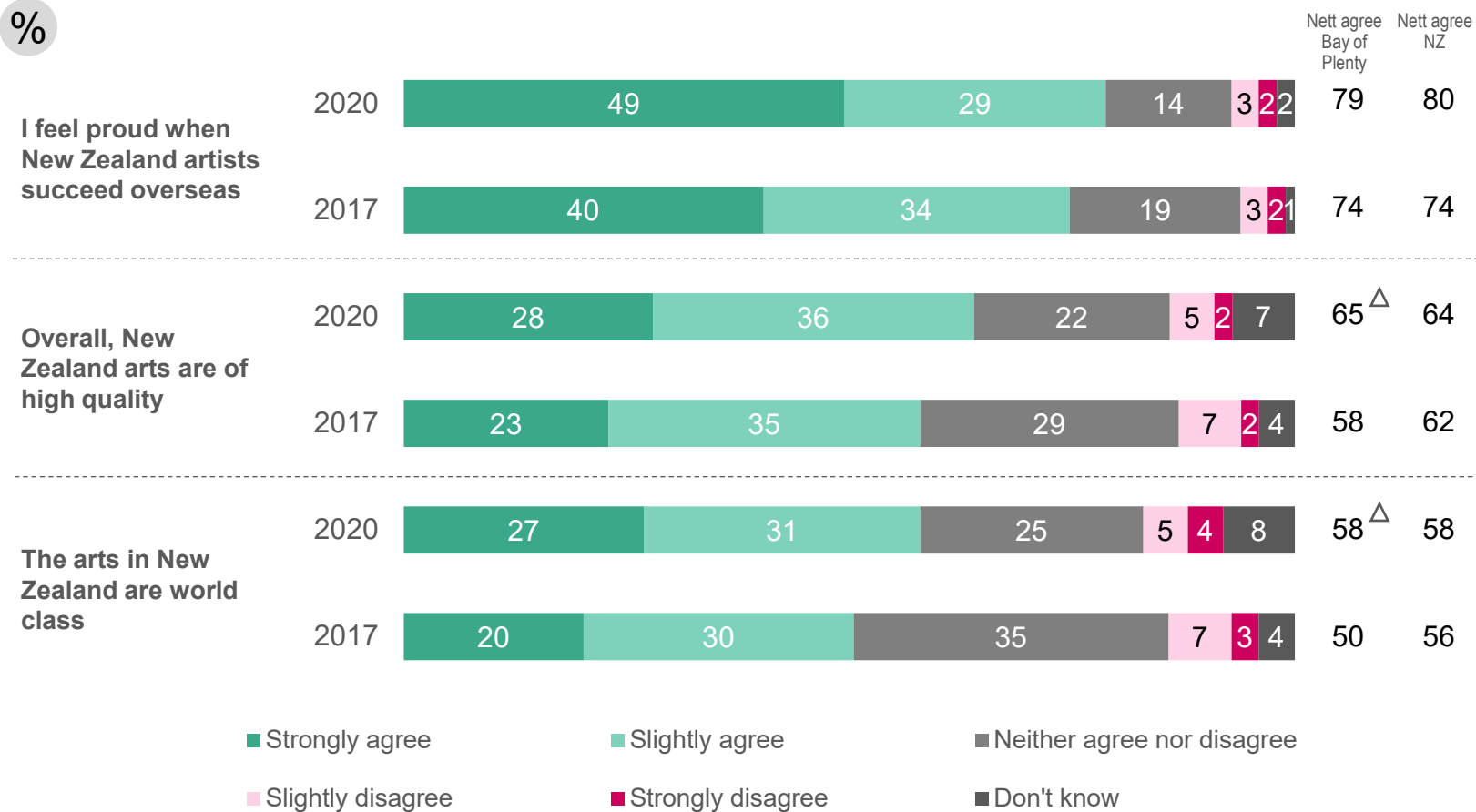
▲ ▼ = significantly higher / lower than 2017  
▲ ▼ = significantly higher / lower than all New Zealanders

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

Q

How much do you agree or disagree?

%



## COMMENTARY

Bay of Plenty residents are connected to the success of New Zealand artists, with 79% agreeing they feel proud seeing local artists succeed on the word stage. This is up from 74% in 2017, although this difference is not significant.

Residents feel more positively about the calibre of New Zealand arts than they did in 2017. Sixty five percent agree New Zealand arts are high quality, up from 58%. In addition, 58% feel the arts in New Zealand are world class which is an increase from 50% in 2017.

The attitudes expressed are in line with the national average.

### Sub-group differences in the Bay of Plenty:

Māori (88%) and women (83%) are more likely than average (79%) to say they feel a sense of pride seeing New Zealand artists succeed abroad. Men are less likely than average to hold this attitude (73%).

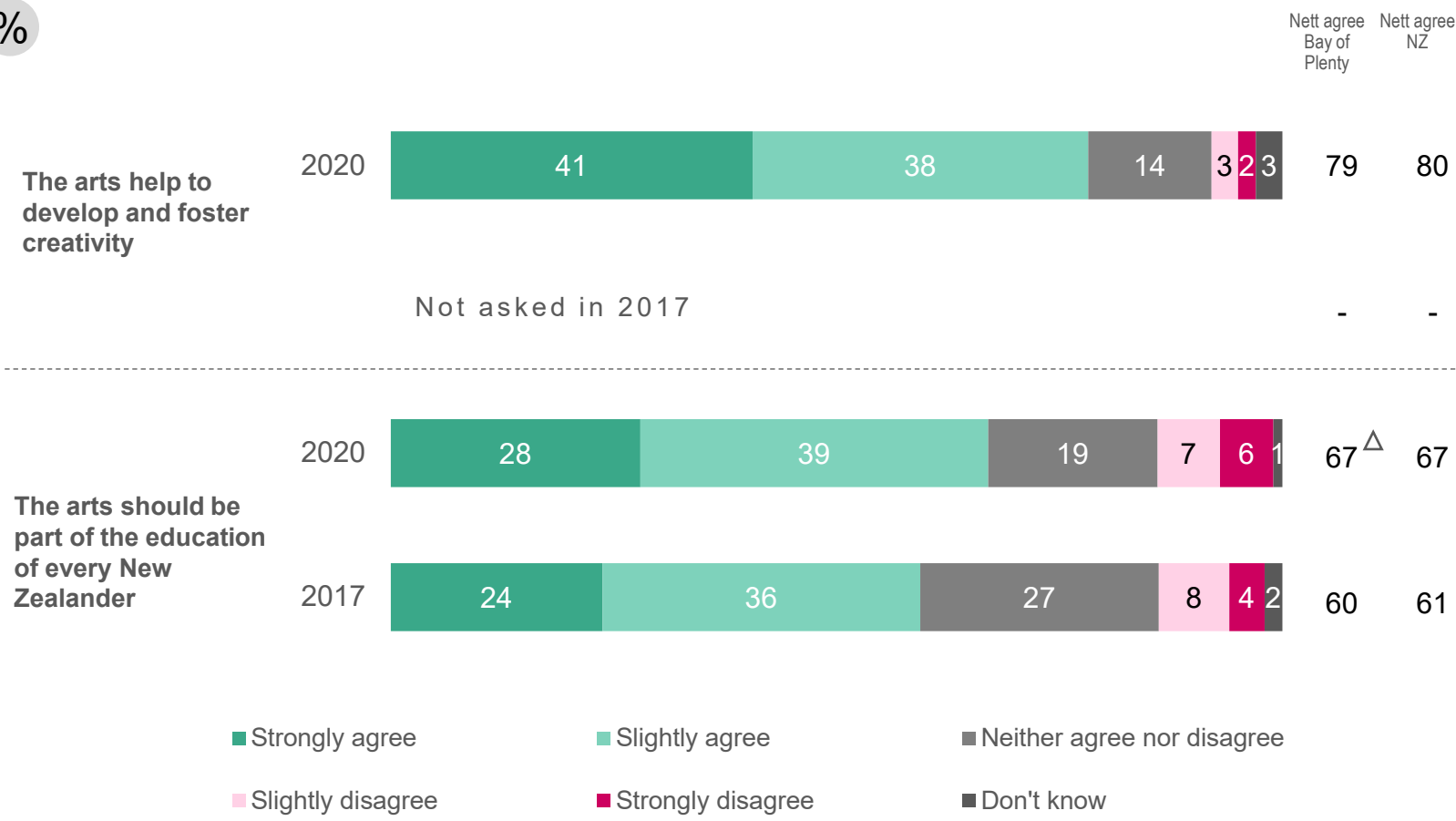
Women are also more likely than men to agree New Zealand arts are high quality (70% vs 59%).

# Attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



## COMMENTARY

The majority of Bay of Plenty residents recognise the role of the arts in fostering creativity. This translates into broad support for the arts being part of the education of all New Zealanders.

Support for the role of the arts in education is growing, with 67% of residents agreeing compared to 60% in 2017.

Both attitudes are consistent with the national average.

### Sub-group differences in the Bay of Plenty:

Those aged 40 to 49 (91%) are more likely than average (79%) to agree the arts develop and foster creativity. In contrast, people with the lived experience of disability (67%) and younger people aged 15 to 29 (67%) are less likely than average to agree.

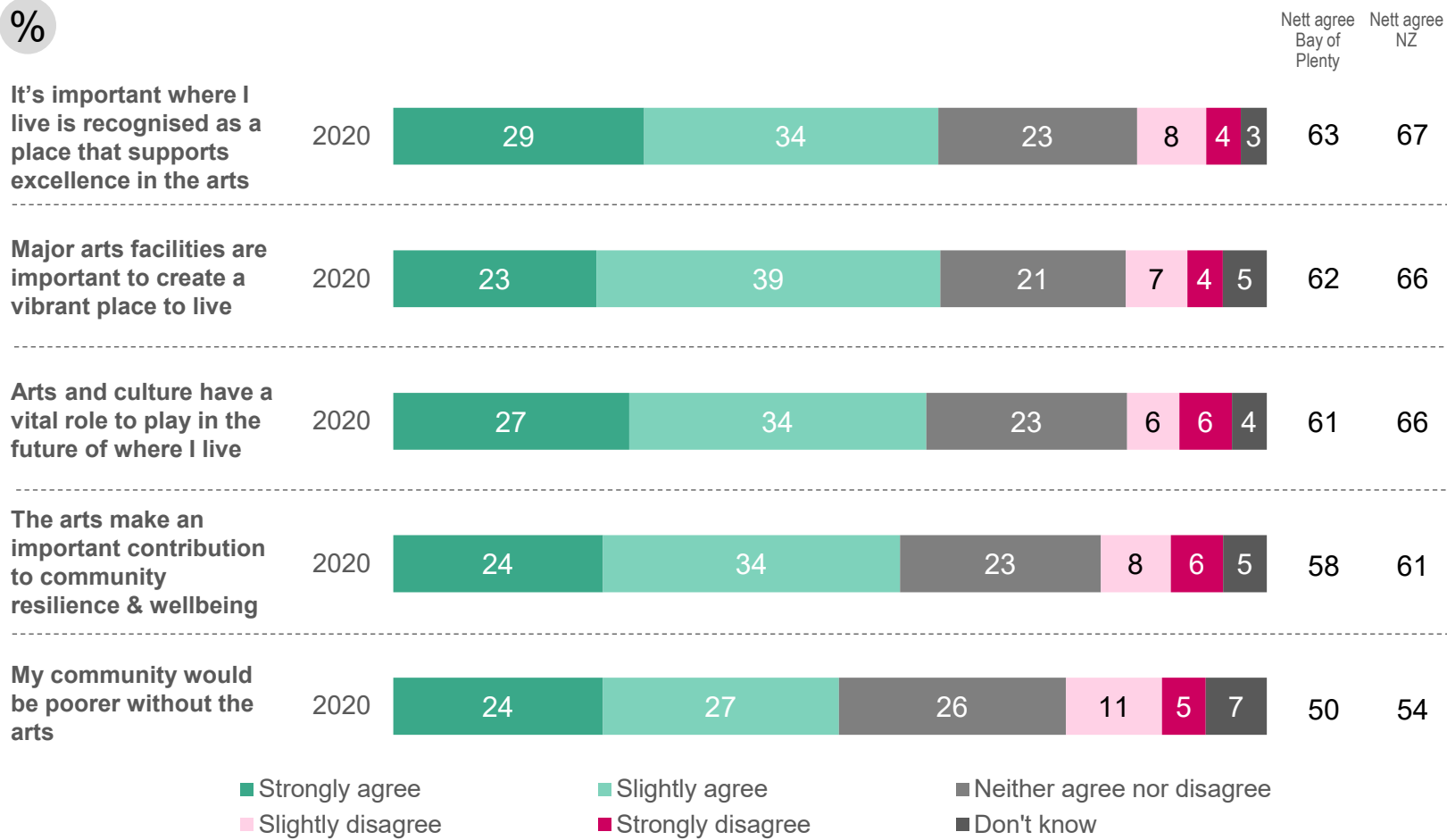
Women are more likely than average to believe the arts should be part of all New Zealanders' education (75% vs 67%). Men (58%) and people with the lived experience of disability (51%) are less likely than average to support this sentiment.

# Attitudes towards the arts: Role of the arts in creating communities

Q

How much do you agree or disagree?

%



## COMMENTARY

A series of new attitudes were added into 2020 about the role of the arts in creating communities.

Around six in ten Bay of Plenty residents want the region to be recognised as a place that supports the arts, and feel the arts is a key part of the region's identity and will continue to play a significant role in years to come.

Fifty eight percent believe the arts benefit the community by contributing to resilience and wellbeing, and half agree that their community would be worse-off without them.

Bay of Plenty residents' attitudes are broadly in line with those of all New Zealanders.

**Sub-group differences in the Bay of Plenty:**

Overall, women are more positive than average about the importance of arts in creating communities, while men are less positive than average.

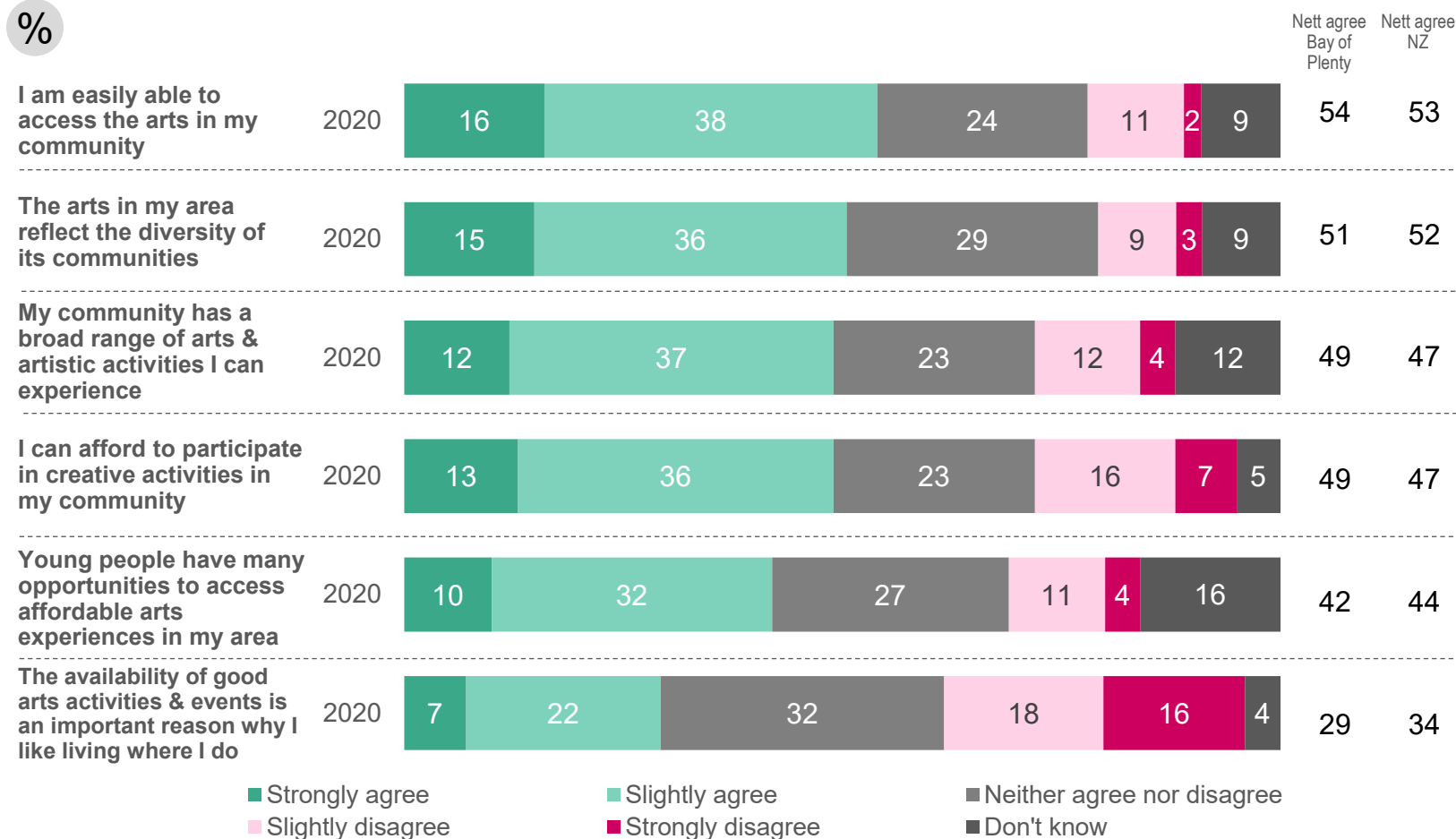
Younger people (aged 15 to 39) and Māori are less likely than average to say their community would be poorer without the arts.

# Attitudes towards the arts: Accessibility and inclusiveness

Q

How much do you agree or disagree?

%



## COMMENTARY

A series of new attitudes were added into 2020 about the extent to which the arts are accessible and inclusive.

Around half of all residents agree the arts are accessible, reflect community diversity and broad in terms of experiences available.

Affordability is an issue for some with 23% disagreeing that they can afford to participate in creative activities in their community. Fifteen percent also disagree that the arts are affordable for young people. These attitudes are in line with the national average.

Twenty nine percent agree the availability of good arts activities and events is an important reason why they like living where they do. This is below the national average of 34%, albeit the difference is not statistically significant.

### Sub-group differences in the Bay of Plenty:

Those aged 60 to 69 (60%) are more likely than average (49%) to feel there is a broad range of arts experiences available to them, while younger people aged 15 to 29 (36%) are less likely than average to agree.

Māori, people on lower household incomes (up to \$50,000) and people with the lived experience of disability are less likely to agree the arts in their area are affordable. Those on higher household incomes (over \$120,000) are more likely than average to agree.

Asian New Zealanders feel the arts scene is more important for their place attachment than New Zealand Europeans (64% vs 26%).



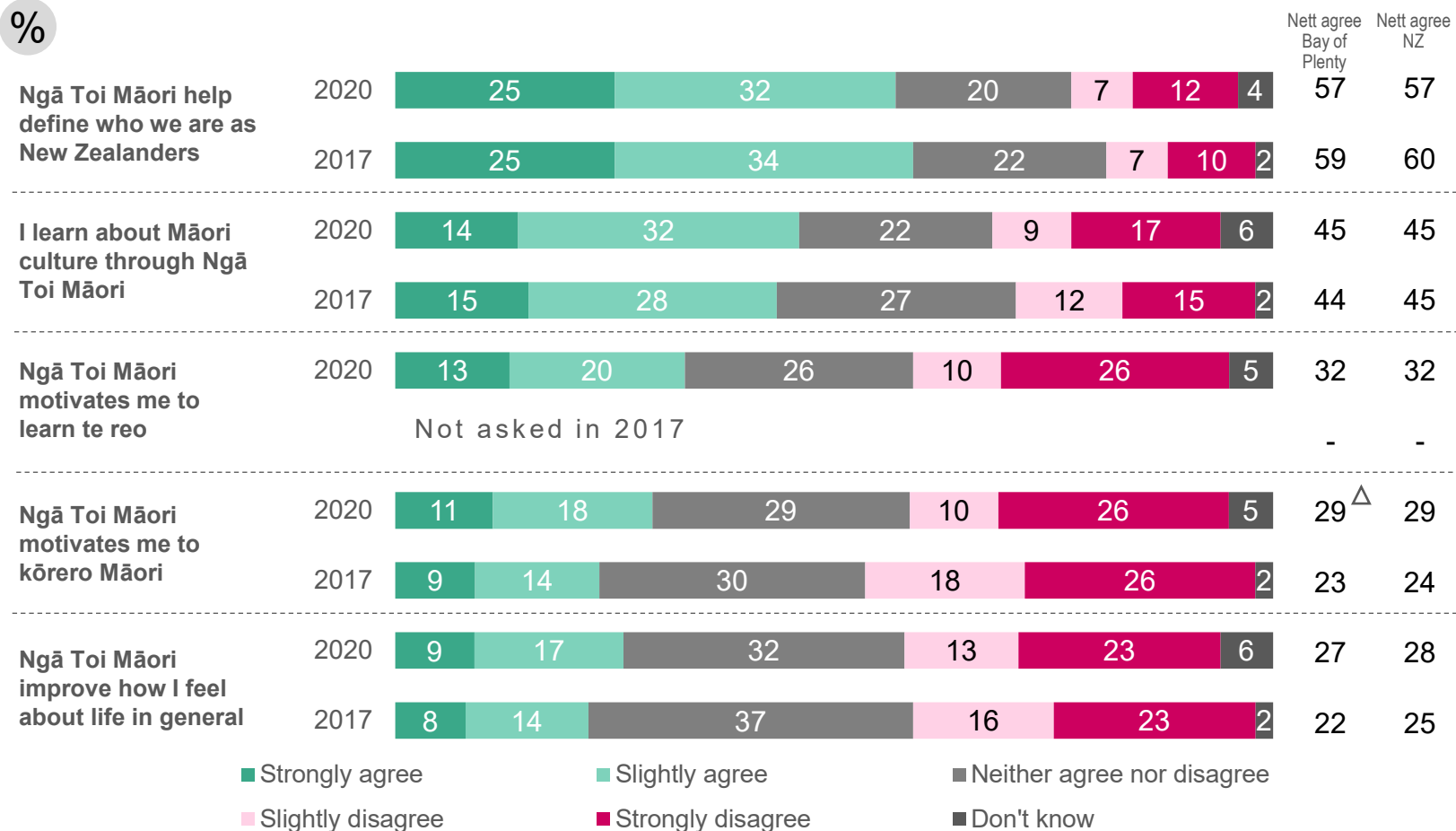
# ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

# Attitudes towards Ngā Toi Māori (Māori arts)

Q

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

%



## COMMENTARY

Bay of Plenty residents continue to recognise multiple benefits from Ngā Toi Māori.

In line with 2017, 57% of residents agree Ngā Toi Māori contributes to our identity as New Zealanders, while 45% say they learn about Māori culture through Ngā Toi Māori. Overall, 27% of residents say it improves how they feel about life. This is an increase from 22% in 2017, though the difference is not significant.

Ngā Toi Māori also motivates 32% of residents to learn te reo, while the proportion who say it motivates them to kōrero Māori has increased from 23% to 29%.

Bay of Plenty residents' feelings towards Ngā Toi Māori are in line with those of all New Zealanders.

Māori residents are more positive toward Ngā Toi Māori than all adults across Bay of Plenty. Most notably, 55% of Māori say Ngā Toi Māori makes them feel better about life in general, compared to 27% overall. Finally, 64% of Māori say it is an important way of connecting with their culture (this attitude is not shown on the chart).

### Sub-group differences in the Bay of Plenty:

Women hold more positive attitudes than men towards Ngā Toi Māori. Those aged 30 to 39 are also more positive than average, while those aged over 70 are less positive than average for all attitudes except that Ngā Toi Māori helps define who we are as New Zealanders.

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Bay of Plenty residents 2017 (n=606); 2020 (n=452) |  
New Zealand 2017 (n=6101); 2020 (n=6263)

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

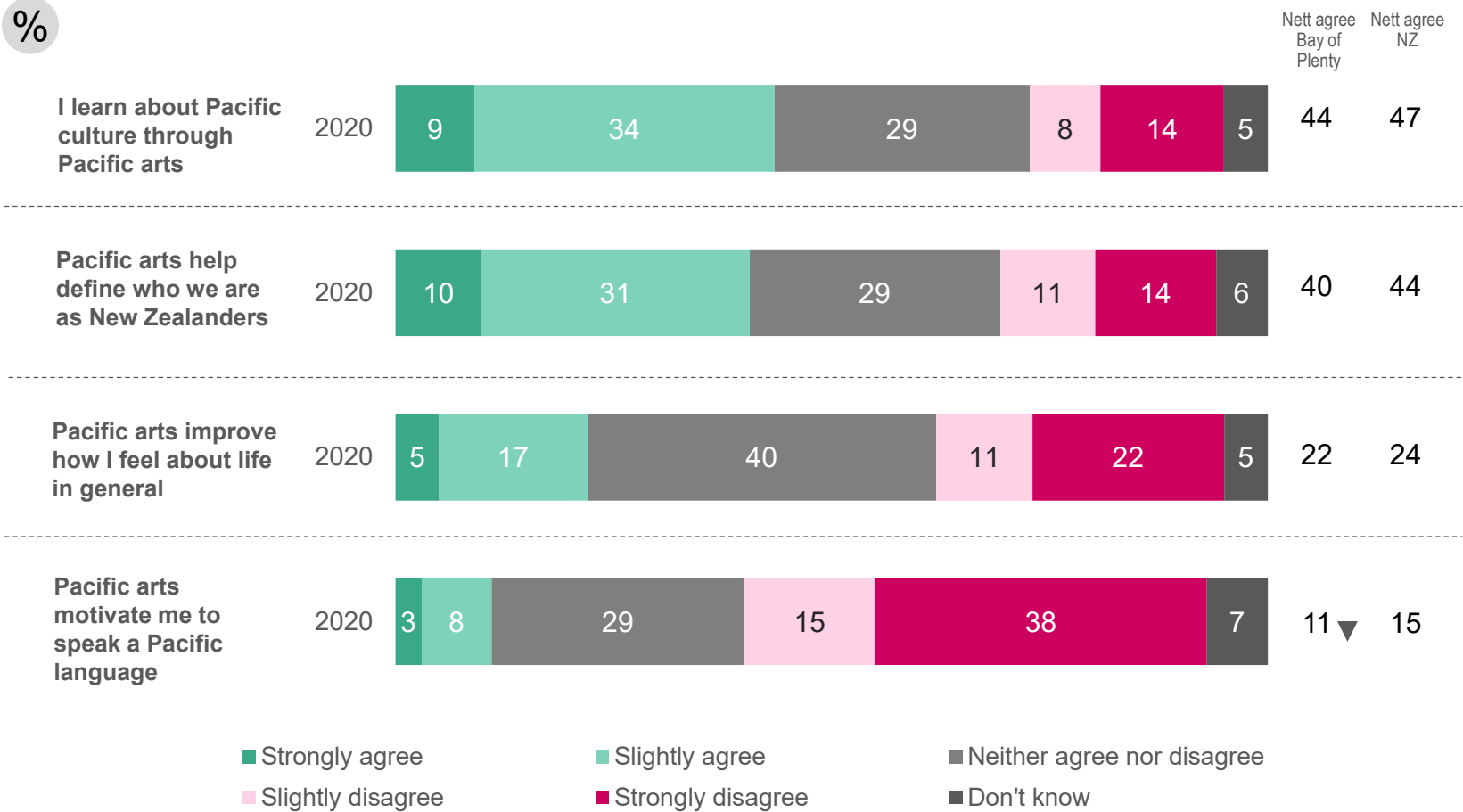


# Attitudes towards Pacific arts

Q

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

%



## COMMENTARY

Bay of Plenty residents also recognise the benefits of Pacific arts (to some extent).

Forty four percent agree that they learn about Pacific culture through Pacific arts, while 40% believe it helps define who we are as New Zealanders. Around one in five say Pacific arts improves how they feel about life in general. These attitudes are broadly in line with the national average.

In addition, 11% of residents say Pacific arts motivates them to speak a Pacific language, which is lower than all New Zealanders (15%).

Due to relatively low base size (18 respondents) we cannot comment in depth on the results for the Pacific sample in Bay of Plenty, but at an indicative level they are more positive than all residents.

### Sub-group differences in the Bay of Plenty:

Women are more likely than men to agree Pacific arts help define who we are as New Zealanders, and to say they learn about Pacific culture through Pacific arts.

Asian New Zealanders are more likely than average to say Pacific Arts motivates them to speak a Pacific language, and Pacific arts improve how they feel about life in general.

Note: Nett agree is the sum of strongly agree and slightly agree  
Base: All Bay of Plenty residents 2020 (n=452); New Zealand 2020 (n=6263)

▲ ▼ = significantly higher / lower than all New Zealanders



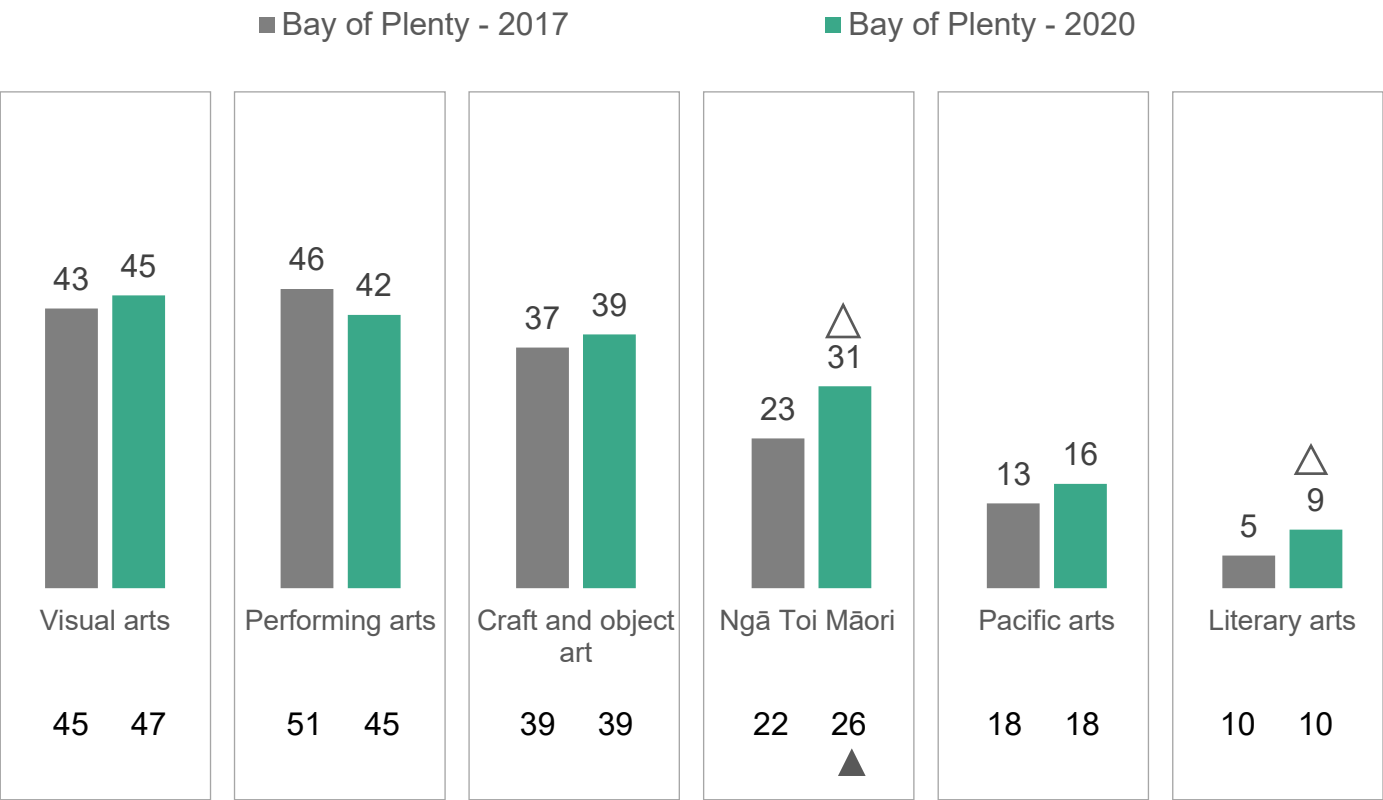
# ATTENDANCE BY ARTFORM

# Attendance by art form

Q

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

%



## COMMENTARY

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

As in 2017, the most popular art forms for attendance are the visual arts (45%) and performing arts (42%).

Thirty one percent attend Ngā Toi Māori, which is significantly higher than 2017 (23%). Attendance at literary arts has also increased from 5% in 2017 to 9%.

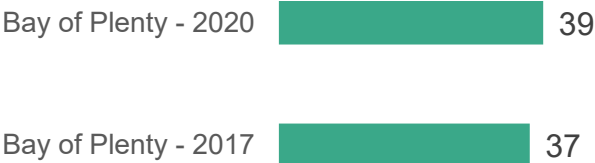
With the exception of Ngā Toi Māori, attendance at all art forms is broadly in line with the national average.

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

%

Q

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



Base: All Bay of Plenty residents 2017 (n=606); 2020 (n=452)

Q

Did you do this...



84% in person

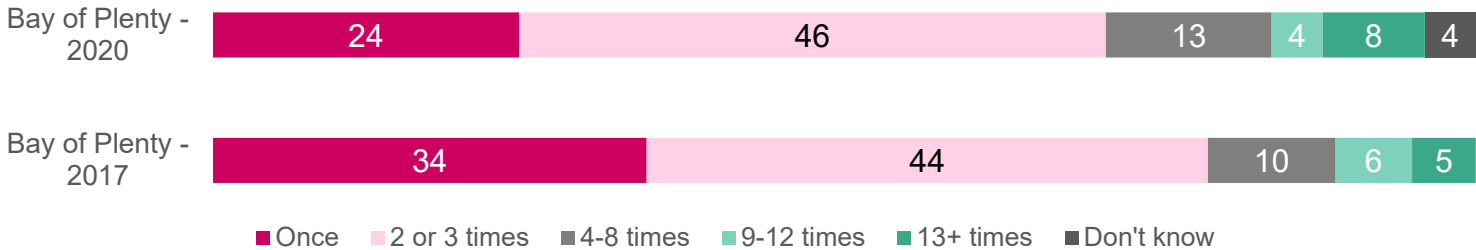


44% online

Base: All Bay of Plenty residents who have attended craft and object arts 2020 (n=181)

Q

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



Base: All Bay of Plenty residents who have attended the craft and object arts 2017 (n=228); 2020 (n=181)

## COMMENTARY

Thirty nine percent of Bay of Plenty residents have attended craft and object art in the last 12 months, consistent with 2017.

The frequency with which attendees are going to craft and object art is broadly consistent with 2017. The decline in those only attending once is not statistically significant.

For the first time, the survey asked participants whether they attended in person or online for each art form. Of course, participants might have done both, so the percentages add to more than 100%.

Those people who are attending craft and object art are typically doing so in person, while around two in five attend online.

### Sub-group differences in the Bay of Plenty:

Māori (47%) and those on higher household incomes (more than \$120,000) (54%) are more likely than average (39%) to have attended craft and object art.

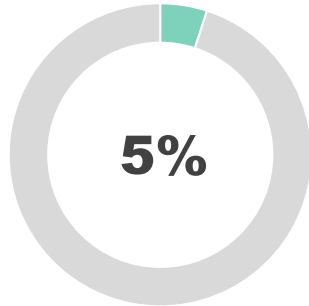
# Literary arts attendance

Q

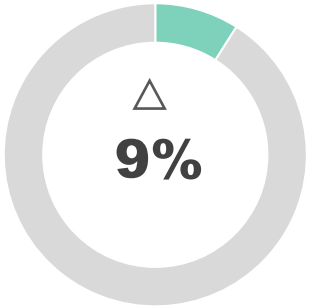
Have you gone to any spoken word, poetry or book readings, or literary festivals or events in the last 12 months?

%

Bay of Plenty 2017



Bay of Plenty 2020



Base: All Bay of Plenty residents 2017 (n=606); 2020 (n=452)

## COMMENTARY

Attendance at literary arts has increased from 5% in 2017 to 9% in 2020.

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

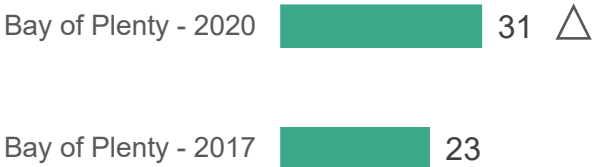
### Sub-group differences in the Bay of Plenty:

Asian New Zealanders (34%) are more likely than average (9%) to attend literary arts, while those aged over 70 (2%) are less likely than average to do so.

%

Q

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



Base: All Bay of Plenty residents 2017 (n=606); 2020 (n=452)

Q

Did you do this...



88% in person

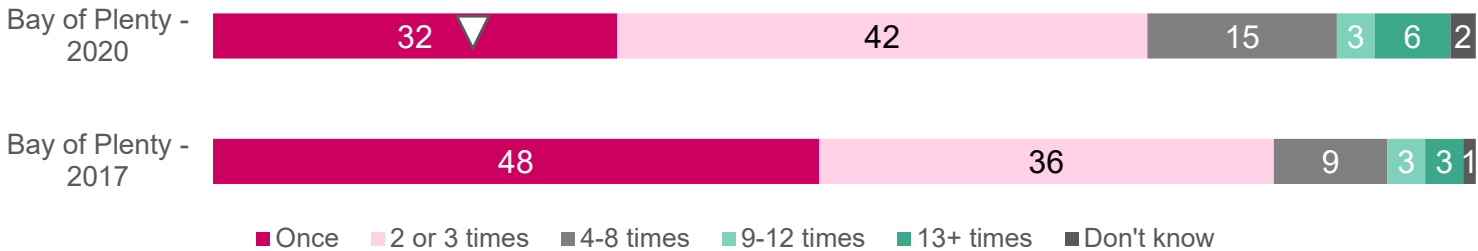


48% online

Base: All Bay of Plenty residents who have attended Ngā Toi Māori 2020 (n=155)

Q

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



Base: All Bay of Plenty residents who have attended Ngā Toi Māori 2017 (n=145); 2020 (n=155)

## COMMENTARY

Thirty one percent of Bay of Plenty residents have attended Ngā Toi Māori in the last 12 months, an increase from 23% in 2017.

In addition, those who are attending are doing so more frequently than before. Around two in three are going more than once, compared to just over half in 2017.

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

### Sub-group differences in the Bay of Plenty:

Those more likely to attend Ngā Toi Māori than average (31%) include:

- Māori (49%)
- Those with household incomes of \$51,000 to \$80,000 (44%).

New Zealand Europeans (28%) and those over 70 (17%) are less likely to attend than average.

Māori attendees are more likely than average to attend online (61%, vs 48%). Results suggest they are also less likely to attend in person (79%), albeit the difference is not significant.

%

Q

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

Bay of Plenty - 2020 16

Bay of Plenty - 2017 13

Base: All Bay of Plenty residents 2017 (n=606); 2020 (n=452)

Q

Did you do this...



77% in person

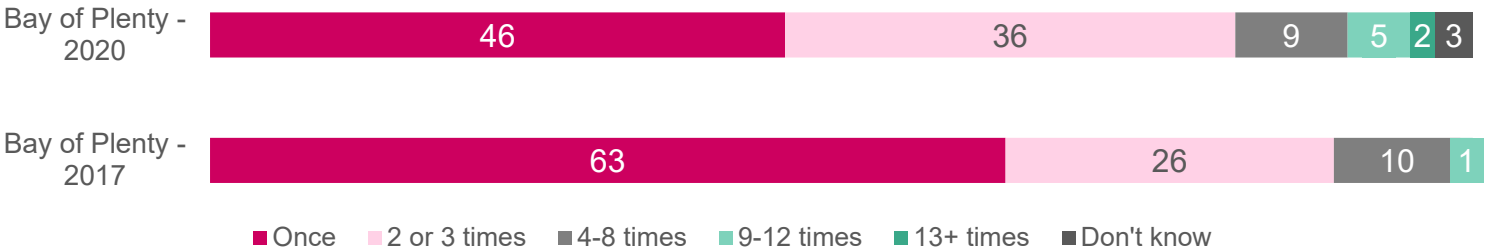


46% online

Base: All Bay of Plenty residents who have attended the Pacific arts 2020 (n=80)

Q

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



Base: All Bay of Plenty residents who have attended the Pacific arts 2017 (n=83); 2020 (n=80)

## COMMENTARY

Sixteen percent of Bay of Plenty residents have attended Pacific arts in the last 12 months. This is broadly in line with 2017.

Over half (52%) of those who attend are doing so more than once. This compares to 37% in 2017, although this difference is not statistically significant.

Three quarters of residents who are attending Pacific arts are doing so in person, but just under half attend online.

### Sub-group differences in the Bay of Plenty:

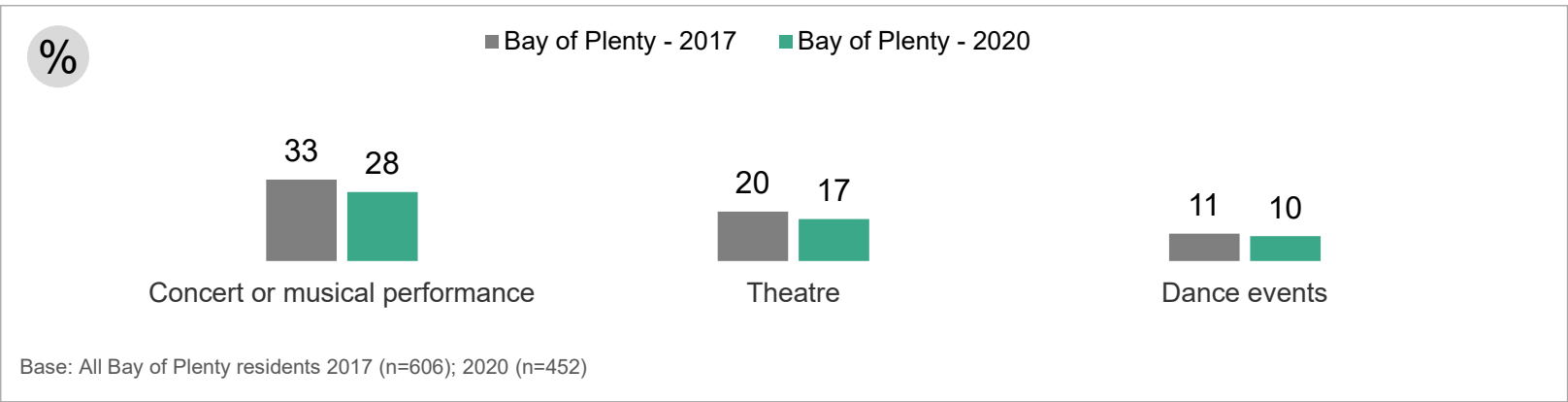
There are no sub-group differences of note.



# Performing arts attendance

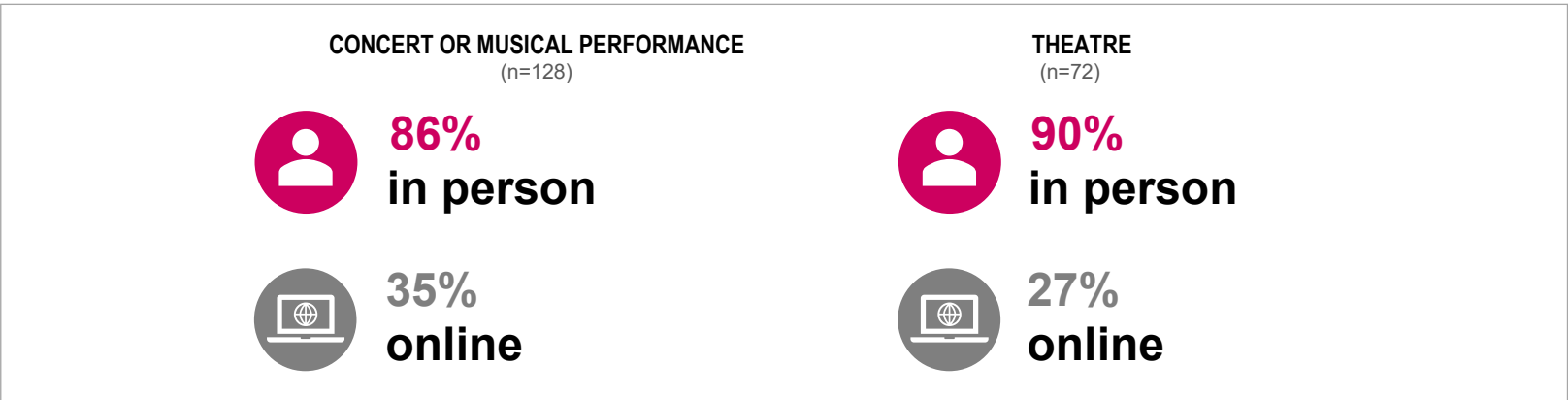
Q

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



Q

Did you do this...



## COMMENTARY

Overall 42% of Bay of Plenty residents have attended the performing arts in the last 12 months. The chart shows how this breaks down across different types.

Concerts or musical performances remain the most popular type of performing arts. Twenty eight percent of Bay of Plenty residents have attended a concert or musical performance in the last 12 months. This is down slightly from 33% in 2017, albeit the difference is not statistically significant.

This is followed by theatre (17%) and dance (10%), which are broadly in line with 2017.

Attendees of the performing arts are generally doing so in person, but around one in three attend online. Please note, due to a relatively low base size (43 respondents), we cannot comment on how residents attend dance events.

### Sub-group differences in the Bay of Plenty:

Those on higher household incomes (more than \$120,000) are more likely than average to attend performance arts (62%, vs 42%).

Women are more likely than average to have attended dance events (15%, vs 10%).

Those aged 40 to 49 (30%) are more likely than average (17%) to have attended theatre, while Māori are less likely than average to do so (9%).



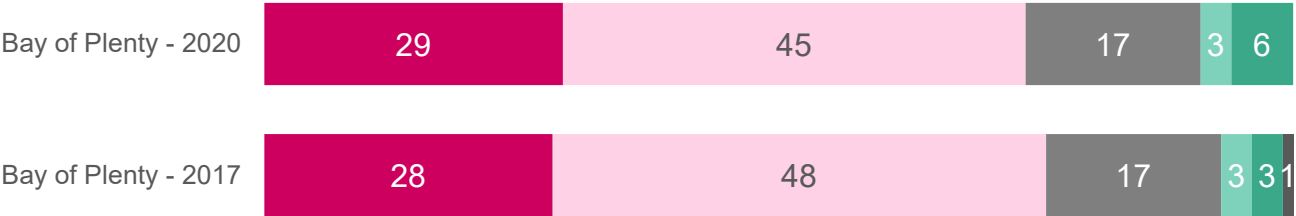
# Performing arts attendance

Q

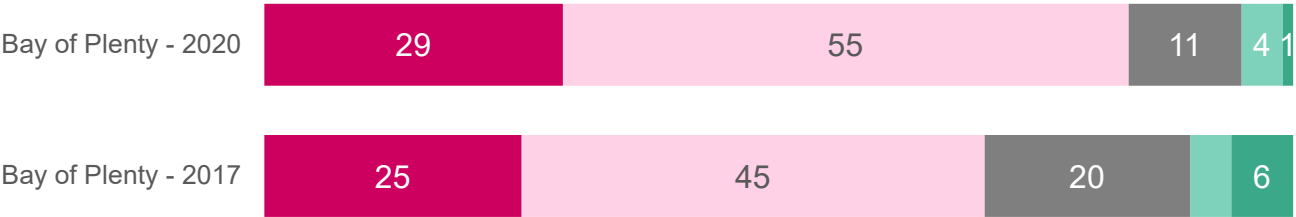
On average, how often have you attended [concerts or other musical performances / theatre / dance events] in the last 12 months?

%

Concert or musical performance



Theatre



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

## COMMENTARY

Most people who attend the performing arts in the Bay of Plenty do so occasionally (three times or less in the last twelve months).

The frequency with which people are attending concerts or musical performances and theatre is broadly in line with 2017. Due to a relatively low base size (43 respondents), we cannot comment on the frequency of attendance at dance events.

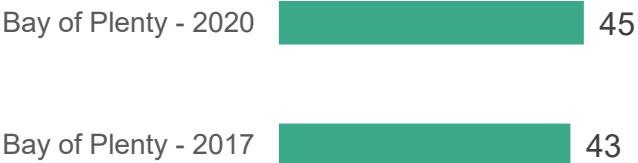
### Sub-group differences in the Bay of Plenty:

There are no sub-group differences of note.

%

Q

Have you seen any visual artworks at an exhibition, festival, art gallery, museum, library, cinema or online in the last 12 months?



Base: All Bay of Plenty residents 2017 (n=606); 2020 (n=452)

Q

Did you do this...



**83% in person**

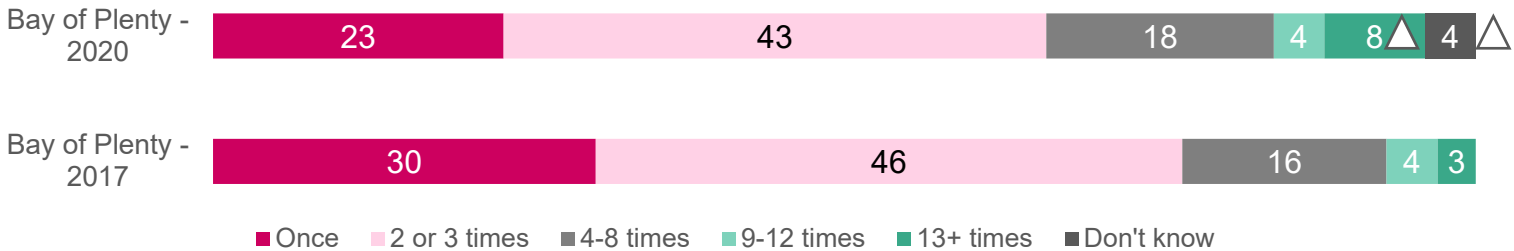


**48% online**

Base: All Bay of Plenty residents who have attended the visual arts 2020 (n=207)

Q

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



Base: All Bay of Plenty residents who have attended the visual arts 2017 (n=258); 2020 (n=207)

## COMMENTARY

Forty five percent of Bay of Plenty residents have attended the visual arts in the last 12 months, consistent with 2017.

Attendees are going to the visual arts slightly more frequently. Eight percent are very regular attendees (13 or more times in the last 12 months), up from 3% in 2017.

Those people who are attending the visual arts are typically doing so in person, although just under half attend online.

### Sub-group differences in the Bay of Plenty:

Those on higher household incomes (more than \$120,000) are more likely to attend the visual arts than average (65%, vs 45%).

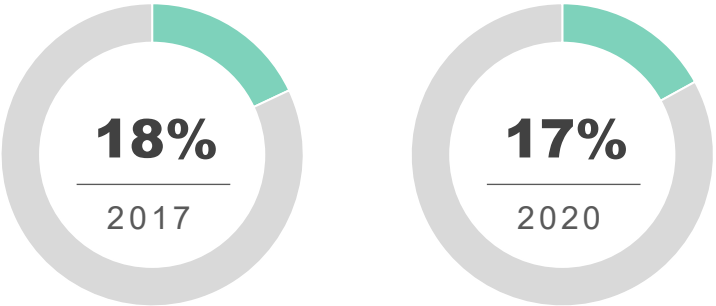
Māori attendees are more likely than average to see visual online (65%, vs 48%).

# Visual arts attendance: impact of film festivals

Q

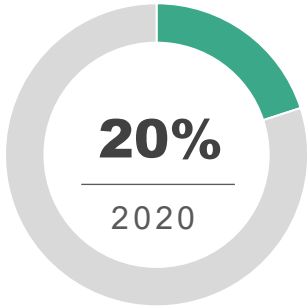
Were film festivals included among the visual arts you have visited in the last 12 months?

## Bay of Plenty



Base: All Bay of Plenty residents who have attended the visual arts 2017 (n=258); 2020 (n=207)

## New Zealand



Base: New Zealand (n=3032)

## COMMENTARY

Seventeen percent of Bay of Plenty residents who have attended the visual arts have been to a film festival in the last 12 months. This is consistent with 2017 (18%).

Attendance at film festivals is also in line with the national average (20%).

Due to a relatively low base size (39 respondents), we cannot comment on the attendance at visual arts other than film festivals.

### Sub-group differences in the Bay of Plenty:

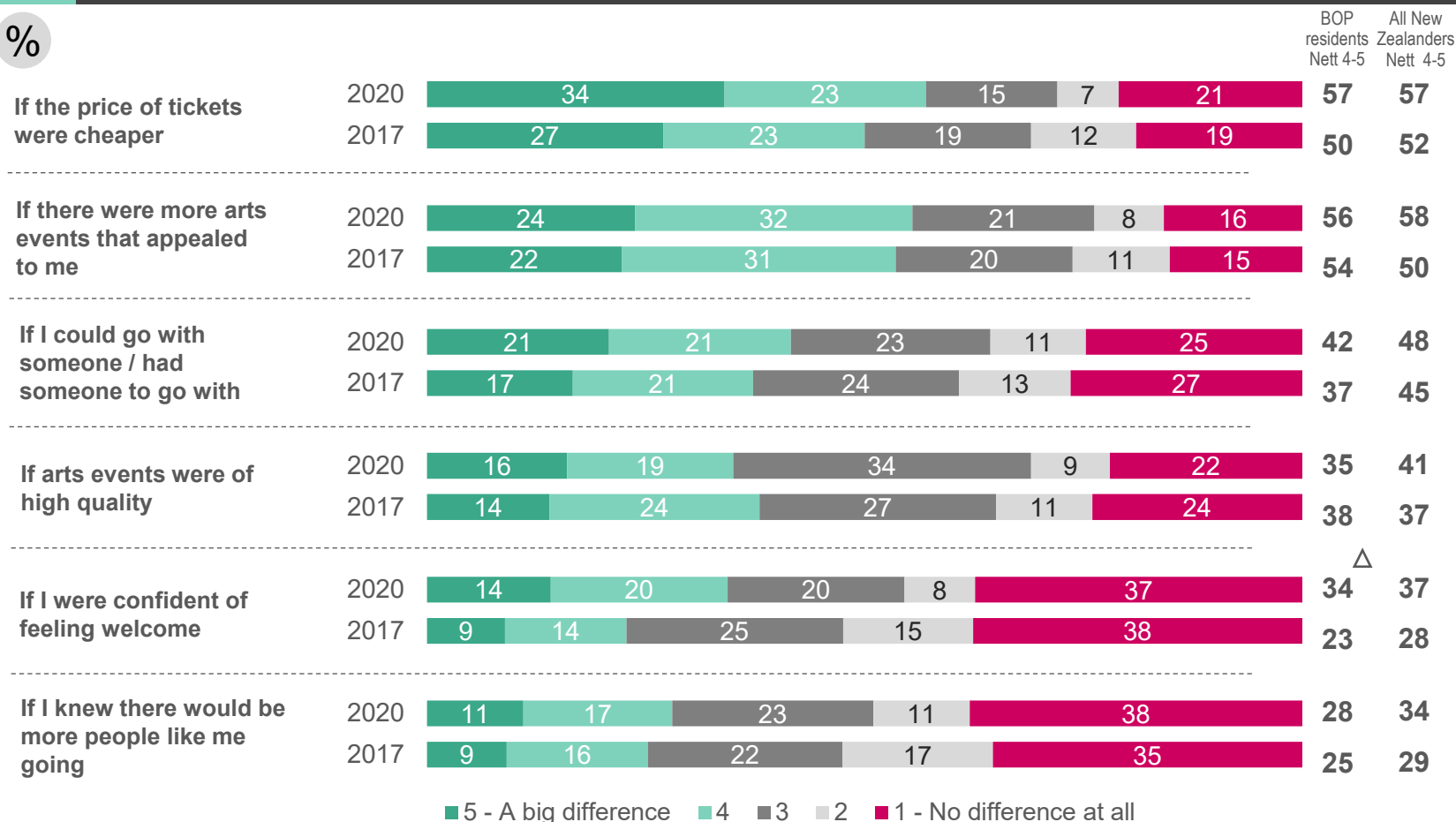
Those aged 60 to 69 are less likely than average to have attended a film festival in the last 12 months (3%, vs 17%).

# Encouraging greater attendance in the arts

Q

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

%



## COMMENTARY

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

Ticket prices and choice of events remain the top two factors that impact attendance.

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

Finally, promoting inclusivity would further encourage attendance. 34% say being confident they would feel welcome would encourage them, up from 23% in 2017. Promoting diversity is also important, as three in ten would like to know more people like them are going.

The proportion referencing each trigger is broadly in line with 2017.

### Sub-group differences in the Bay of Plenty:

Those aged 30 to 39 are more likely than average to say each factor would make a difference to their attendance of the arts, except for ticket pricing. In contrast, older people over 60 are less likely than average to say each factor would make a difference.

Young people (aged 15 to 29) are more likely than average to say knowing 'people like me' are going would improve their attendance (51%, vs 28%).

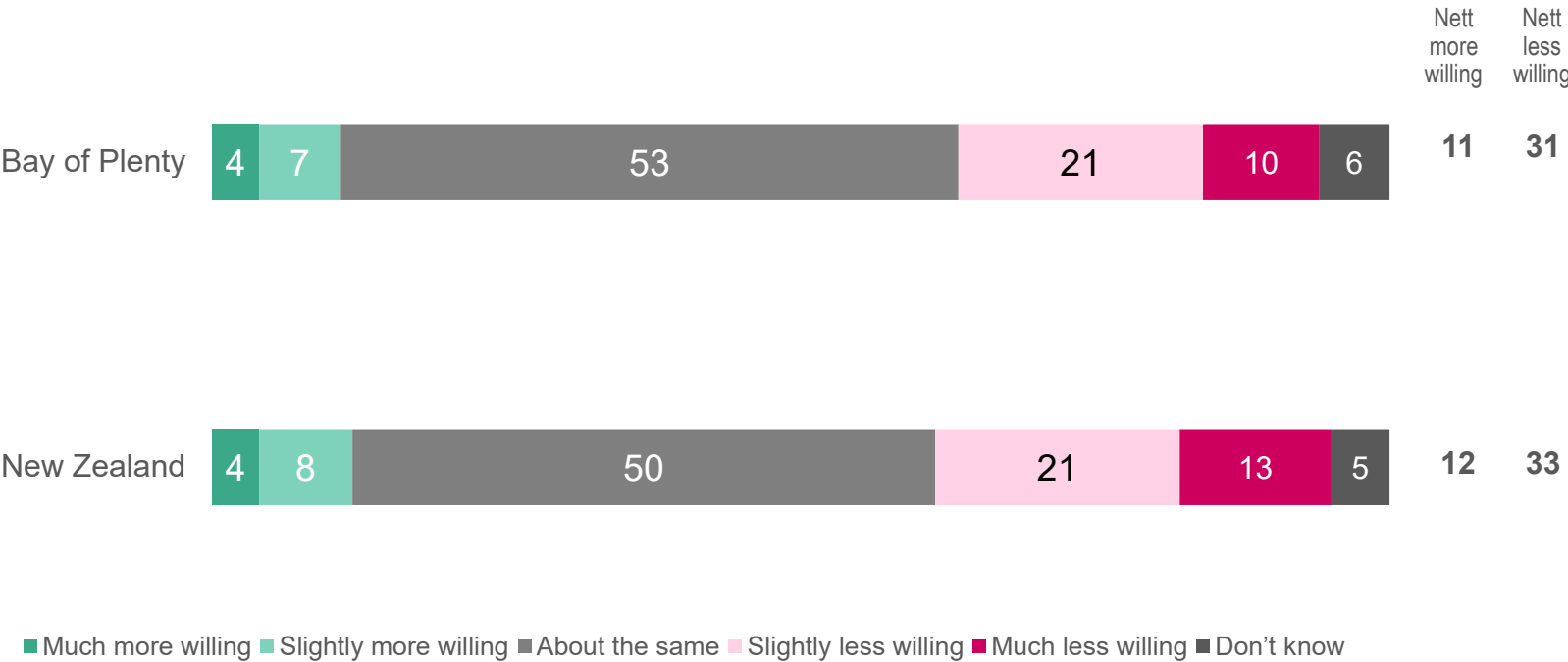
Women are more likely than men to say having someone to go with and cheaper ticket prices would make a difference.

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

Q

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

%



## COMMENTARY

A third of Bay of Plenty residents (31%) are less willing to attend arts events in person because of COVID-19, suggesting there remains some anxiety around catching the virus out in public, particularly in places with large gatherings. On the other hand, 11% are more willing. For this group of people, COVID-19 may have had the opposite effect of encouraging them to do things they enjoy while they can.

These findings are broadly in line with the national average.

**Sub-group differences in the Bay of Plenty:**  
Asian New Zealanders are more likely than average to be more willing to attend arts and cultural events in person (32%, vs 11%). Older people (over 70) are less likely than average to be more willing (3%).  
Young people (aged 15 to 29) are more likely than average to be much more willing to attend in person (10%, vs 4%).



# PARTICIPATION BY ARTFORM

# Participation by art form

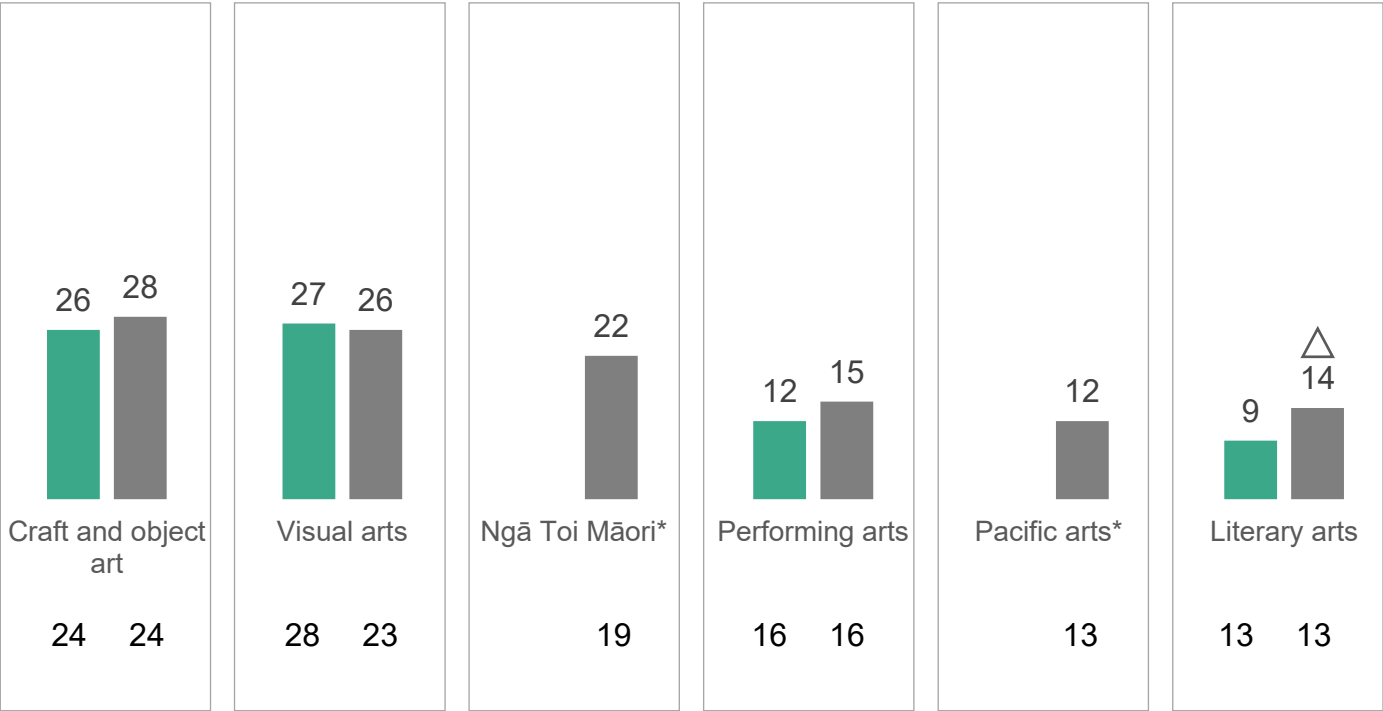
Q

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

%

■ Bay of Plenty - 2017

■ Bay of Plenty - 2020



## COMMENTARY

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

Craft and object arts along with visual arts continue to be the most popular art forms to participate in. Participation in literary arts has increased from 9% to 14%.

Levels of participation in all other art forms is consistent with 2017.

Note, the survey question wording changed for Māori and Pacific arts in 2020, and so there is no trend data presented for these two art forms.

Participation in each art form are also consistent with those of all New Zealanders.

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

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

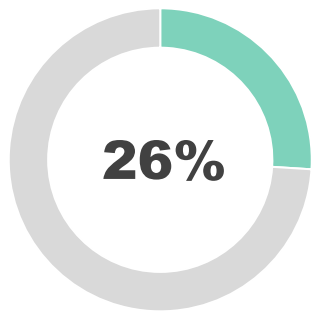
# Craft and object art participation

Q

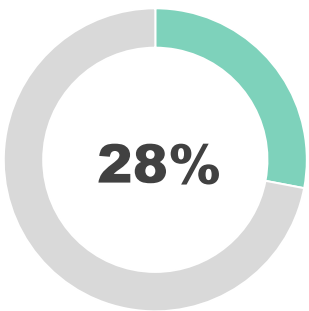
Thinking again about craft and object art, have you created anything in the last 12 months?

%

Bay of Plenty 2017



Bay of Plenty 2020



Base: All Bay of Plenty residents 2017 (n=606); 2020 (n=452)

## COMMENTARY

Twenty eight percent of Bay of Plenty residents have participated in craft and object art in the last 12 months. This is in line with 2017.

Those residents who participate in craft and object art are doing so slightly less frequently than in 2017. Around three in ten participate on a regular basis (at least nine times in the last 12 months), down from just under four in ten in 2017, albeit the difference is not statistically significant.

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (28%) to participate in craft and object art:

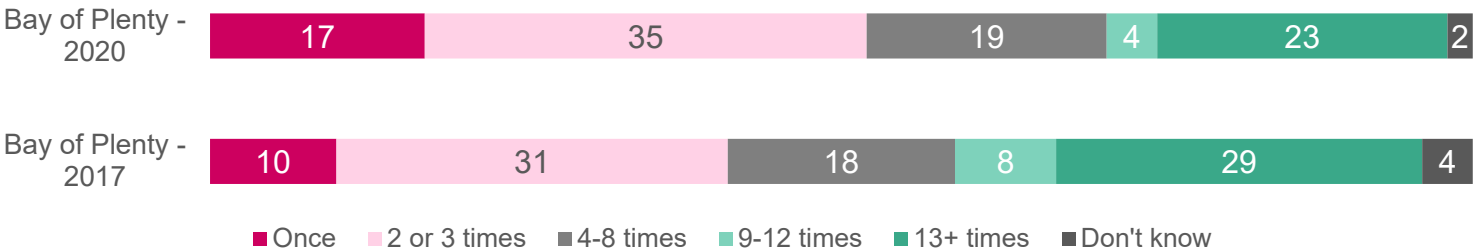
- Women (39%)
- Māori (36%).

In contrast, the following groups are less likely than average (28%) to participate in craft and object art:

- Those on household incomes between \$80,001 and \$120,000 (20%)
- Men (15%).

Q

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



Base: All Bay of Plenty residents who have participated in craft and object arts 2017 (n=162); 2020 (n=133)



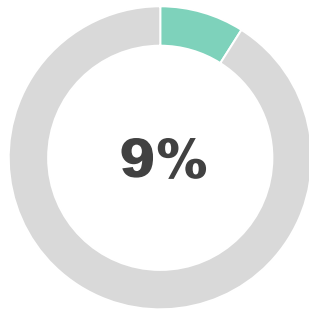
# Literary arts participation

Q

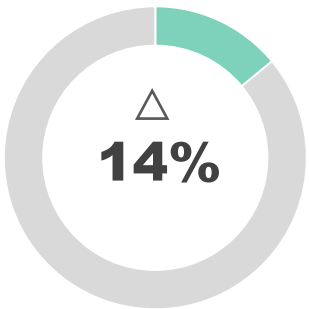
Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?

%

Bay of Plenty 2017



Bay of Plenty 2020



Base: All Bay of Plenty residents 2017 (n=606); 2020 (n=452)

## COMMENTARY

Fourteen percent of Bay of Plenty residents have participated in literary arts in the last 12 months. Participation has increased since 2017 (9%).

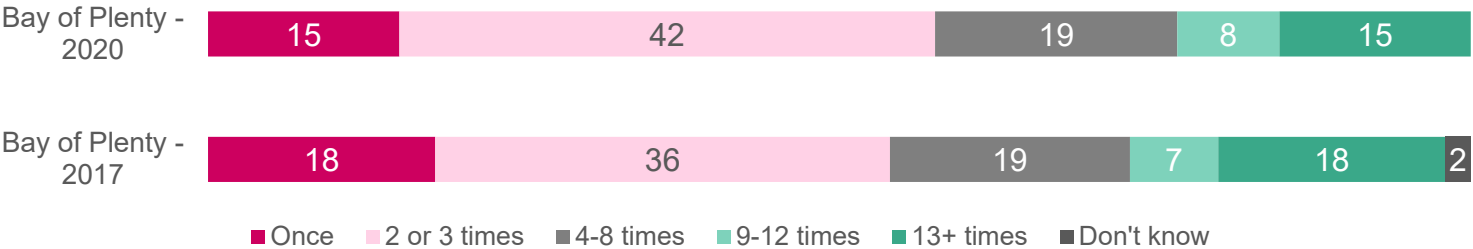
The frequency with which people are participating is broadly consistent with 2017. One in four participate on a regular basis (at least nine times in the last 12 months)

### Sub-group differences in the Bay of Plenty:

There are no sub-group differences of note.

Q

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



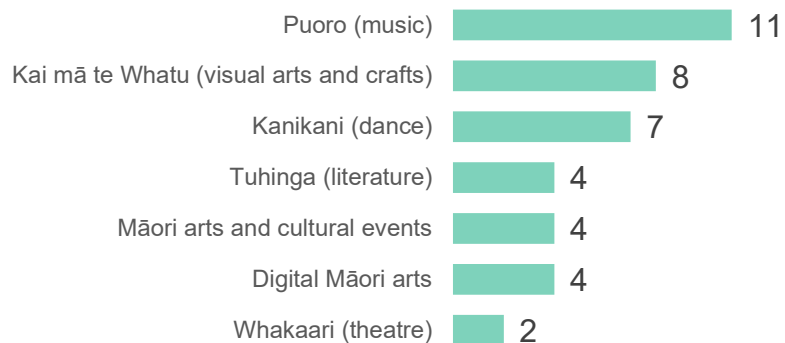
Base: All Bay of Plenty residents who have participated in literary arts 2017 (n=53); 2020 (n=61)

# Ngā Toi Māori participation

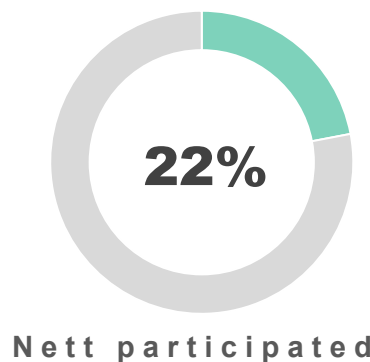
Q

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

%

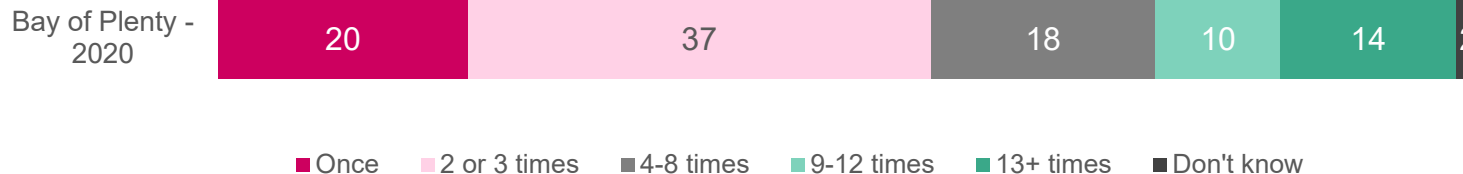


Base: All Bay of Plenty residents 2020 (n=452)



Q

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



Base: All Bay of Plenty residents who have participated in Ngā Toi Māori 2020 (n=110)

## COMMENTARY

Twenty two percent of Bay of Plenty residents have participated in Ngā Toi Māori in the last 12 months. Please note due to changes in the question wording, trends are not shown against 2017.

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

Of those who participate, one quarter do so on a regular basis (at least 9 times in the last 12 months).

Thirty three percent of Māori in the Bay of Plenty have participated in Ngā Toi Māori. Participation is by no means confined to Māori, with 20% of New Zealand Europeans, and 29% of Asian New Zealanders having participated.

### Sub-group differences in the Bay of Plenty:

As well as Māori (33%), women (27%) are more likely to participate in Ngā Toi Māori than average (22%).

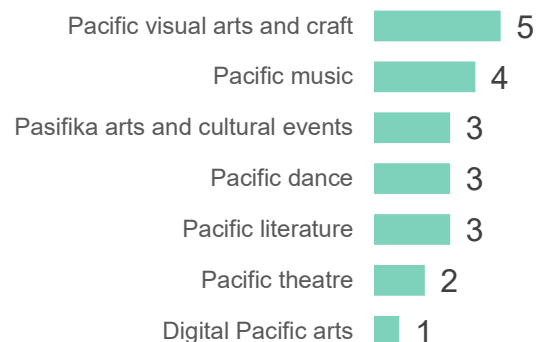
Older people over 60, men and those on lower incomes (up to \$50,000) are less likely than average to take part.

# Pacific arts participation

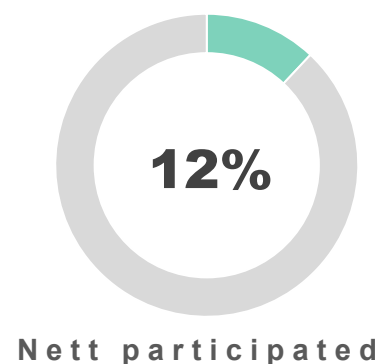
Q

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

%

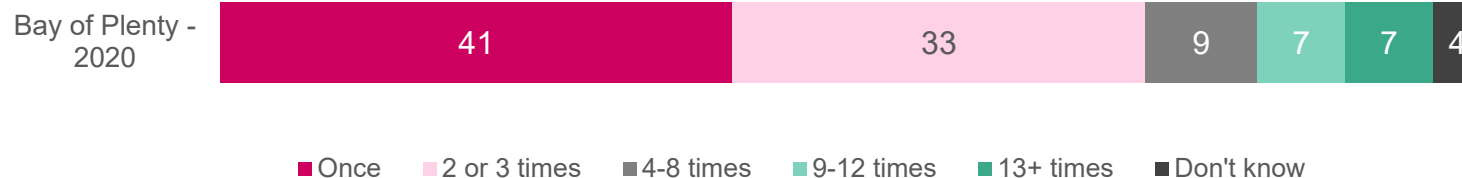


Base: All Bay of Plenty residents 2020 (n=452)



Q

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



Base: All Bay of Plenty residents who have participated in Pacific arts 2020 (n=62)

## COMMENTARY

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

The most popular Pacific arts activities are visual arts and craft and music.

Fourteen percent of those who participate do so on a regular basis (at least nine times in the last 12 months).

Due to a relatively low base size (18 respondents), we cannot comment on Pacific people's participation, or how frequently they participate in the Pacific arts.

### Sub-group differences in the Bay of Plenty:

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

- Asian New Zealanders (27%)
- People with the lived experience of disability (23%).

In contrast, those aged 60 to 69 (3%) are less likely than average (12%) to have participated.

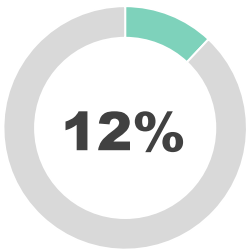
# Performance arts participation

%

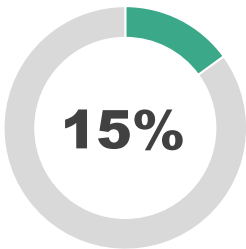
Q

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

Bay of Plenty  
2017



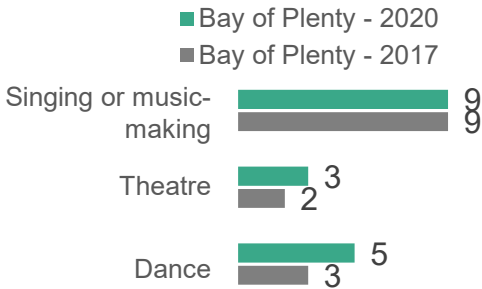
Bay of Plenty  
2020



Base: All Bay of Plenty residents 2017 (n=606); 2020 (n=452)

Q

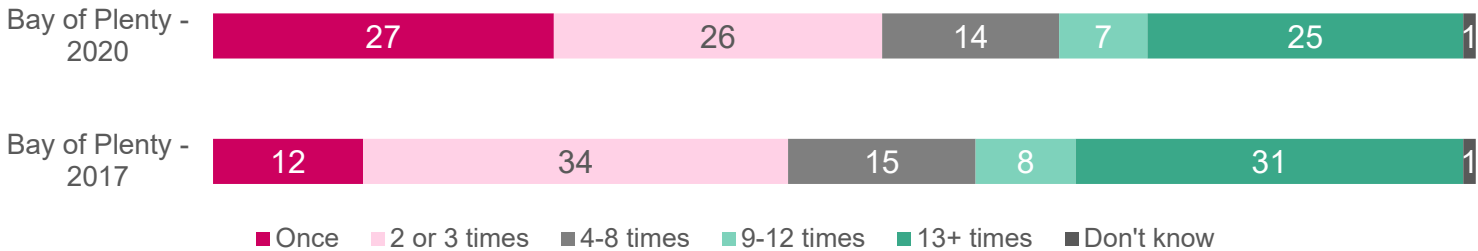
Which of these were you actively involved in?



Base: All Bay of Plenty residents 2017 (n=606); 2020 (n=452)

Q

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



Base: All Bay of Plenty residents who have participated in the performing arts 2017 (n=65); 2020 (n=72)

## COMMENTARY

Fifteen percent of Bay of Plenty residents have participated in performing arts in the last 12 months. This is in line with 2017.

Singing or music making remains the most popular type of performing arts for residents to take part in. Levels of participation in the different art forms are consistent with 2017.

Those who are participating are doing so less frequently than before. Around three in ten take part on a regular basis (at least nine times in the last 12 months), compared to four in ten in 2017. However, this difference is not statistically significant.

### Sub-group differences in the Bay of Plenty:

Younger people aged 15 to 29 (27%) are more likely than average (15%) to have participated in the performing arts in the last 12 months.

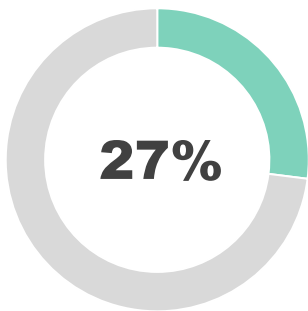
# Visual arts participation

Q

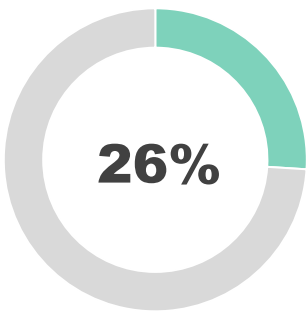
Have you created any visual artworks in the last 12 months?

%

Bay of Plenty 2017



Bay of Plenty 2020



Base: All Bay of Plenty residents 2017 (n=606); 2020 (n=452)

## COMMENTARY

In line with 2017, 26% of Bay of Plenty residents have participated in the visual arts.

The frequency with which people are participating is broadly consistent with 2017. One in three continue to participate on a regular basis (at least nine times in the last 12 months)

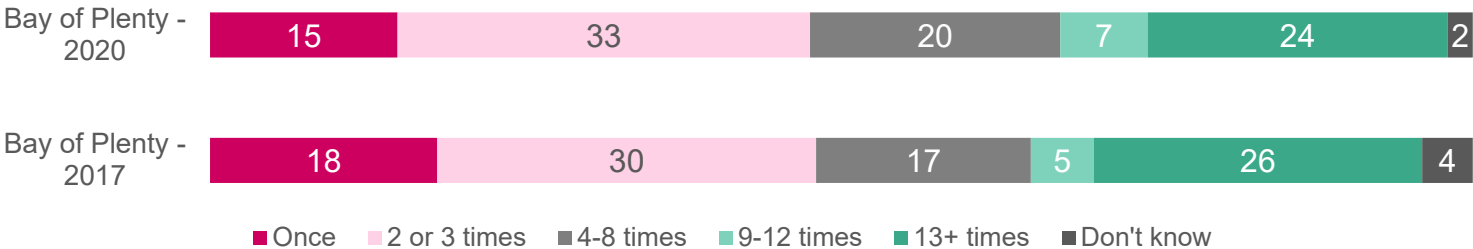
### Sub-group differences in the Bay of Plenty:

Māori (36%) and Women (31%) are more likely than average (26%) to participate in the visual arts, while men (20%) are less likely than average to do so.

Māori who participate are less likely than average to have only done so once (4%, vs 15%).

Q

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



Base: All Bay of Plenty residents who have participated in the visual arts 2017 (n=155); 2020 (n=126)

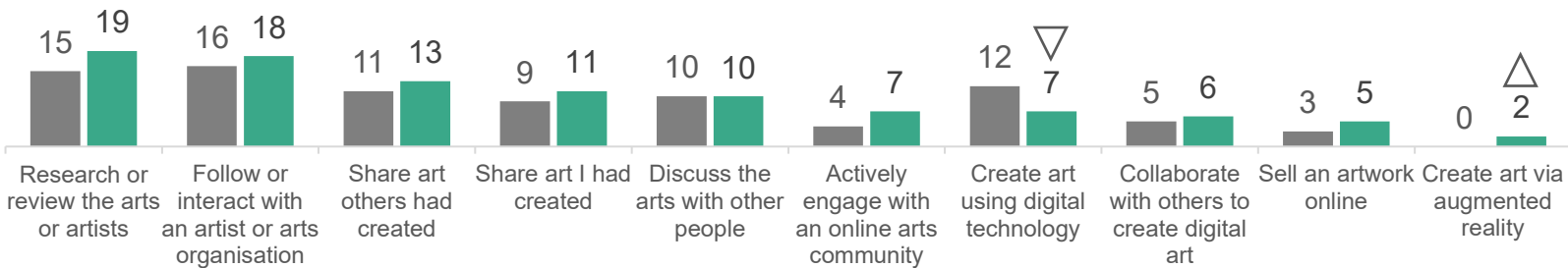
# Use of digital technology for arts activities

Q

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

%

■ Bay of Plenty - 2017 ■ Bay of Plenty - 2020



## COMMENTARY

Bay of Plenty residents continue to engage with the arts in different ways through the use of digital technology.

Forty two percent of residents have used digital technology for arts activities, this compares to 37% in 2017, albeit this difference is not statistically significant. The most popular reasons continue to be to research or review the arts or artists (19%) and to engage with an artist or art organisation (18%).

There has been a drop in levels of participation in creating art using digital technology from 12% in 2017 to 7%. In contrast, 2% of residents now create art using augmented reality, while no residents did so back in 2017.

All other uses of digital technology are in line with 2017.

### Sub-group differences in the Bay of Plenty:

People aged 40 to 49 (58%) and women (49%) more likely to engage with digital technology than average (42%). In particular, both groups are more likely than average to follow or interact with an artist or arts organisations and share art others have created.

In contrast, men and older people over 60 are less likely to engage with digital technology than average.

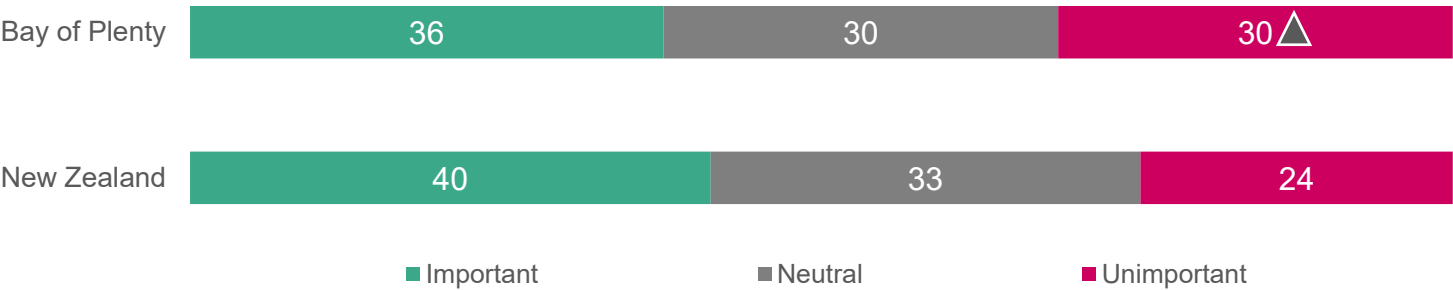


# PERCEIVED IMPACT ON WELLBEING AND SOCIETY

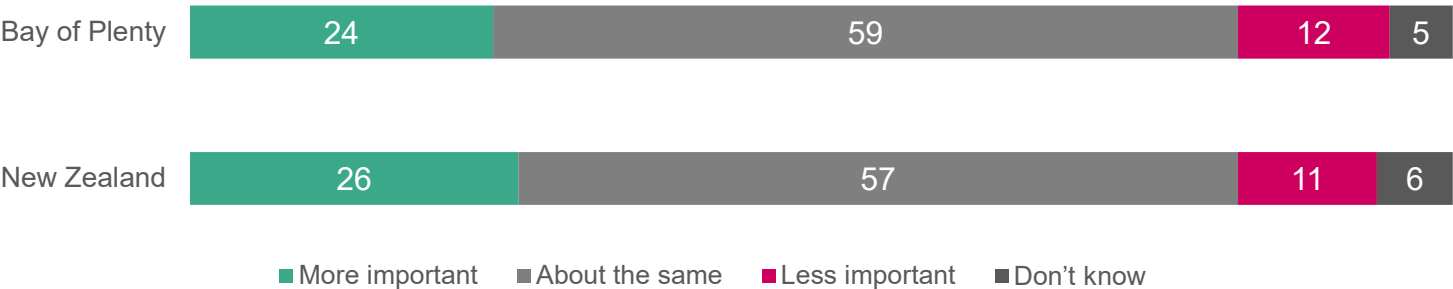
# Importance of the arts to wellbeing

## Q How important is the arts to your personal wellbeing?

%



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



## COMMENTARY

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

Bay of plenty residents have mixed views on the importance of the arts. Thirty six percent feel that the arts is important to their personal wellbeing. This is broadly in line with the national average (40%). However, 30% of Bay of Plenty residents view the arts as unimportant, which is higher than the average for all New Zealanders (24%).

Overall, COVID-19 has improved how much people value the arts in terms of their wellbeing. Twenty four percent feel the arts are now more important to their wellbeing, compared to when COVID-19 arrived in New Zealand while 12% say it is less important. This is consistent with the national average.

### Sub-group differences in the Bay of Plenty:

Asian New Zealanders (63%) and women (42%) are more likely than average (36%) to say that the arts are important to their personal wellbeing, while New Zealand Europeans (33%) and men (30%) are less likely to say so.

Those aged 30 to 39 (34%) are more likely than average (24%) to say the arts have become more important to their wellbeing since COVID-19 arrived in New Zealand, while those aged over 60 are less likely than average to say so.



# Reasons why Bay of Plenty residents feel the arts is important for their wellbeing

Q

For what reasons do you say that?

%

## LEADING RESPONSES



## COMMENTARY

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

These reasons include providing enjoyment and time to unwind, fostering self-expression and providing an outlet for creative people. Some respondents also mentioned social benefits such as bringing people together and celebrating cultural diversity.

## Quotes

*My creative endeavours are an important outlet for my spiritual and emotional wellbeing.*

Woman, 60-69, NZ European

*It is one of my own personal outlets and something I teach to children as an outlet. It is creative, relaxing and open ended.*

Woman, 30-39, NZ European, Māori

*Because its like a story of your life, or your ancestor's life, or maybe your friends' or their families' life, all put in to the form of a song or some art, or a mean as haka. What better way to is there to keep that knowledge in your head?*

Man, 18-29, Māori

# Reasons why the arts improve society

Q

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

%

## LEADING RESPONSES



## COMMENTARY

Fifty five percent of Bay of Plenty residents feel the arts improve New Zealand society. We asked these respondents an open ended question as to why this is. The chart below shows the leading reasons given.

Key reasons include allowing self-expression, fostering intercultural understanding and interpersonal connections and providing self-satisfaction.

## Quotes

*They provide connections between people, communities, cultures and allow people to express themselves where they otherwise may not be able to. All of this contributes to a healthier and more positive society.*

Woman, 18-29, NZ European

*Learning as an individual as well as in a group breeds great socializing skills, confidence and self esteem, diversity. With this people grow to be more positive peoples and share their learning and creativity with others.*

Woman, 30-39, NZ European, Māori

*They are a visual display of who we are and where we have come from, reflecting the diverse cultural backgrounds and also the tangata whenua.*

Woman, 50-59, NZ European, Māori



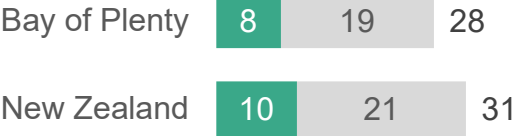
# IMPACT OF COVID-19

Q

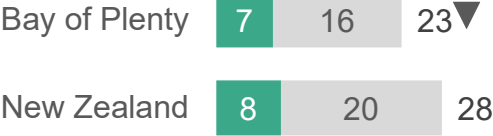
How much do you agree or disagree with the following?

%

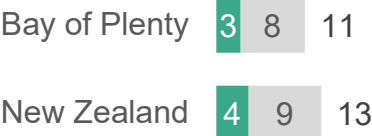
Arts and culture have supported my wellbeing during the COVID-19 crisis



I have watched more arts and culture activities online since the March lockdown



I have attended or participated in new arts and culture activities because of COVID-19



■ Strongly agree ■ Slightly agree

## COMMENTARY

Twenty eight percent of residents say the arts has supported their wellbeing throughout the pandemic, in line with the national average.

Around one in four people have watched more activities online since the lockdown (23%). This is lower than the national average (28%).

Finally, the pandemic has even motivated a small group of residents to engage in new cultural activities (11%), consistent with the finding for all New Zealanders.

### Sub-group differences in the Bay of Plenty:

The following groups are more likely than average (28%) to say that the arts and culture supported their wellbeing during the COVID-19 crisis: Asian New Zealanders (45%), those aged 30 to 39 (37%) and women (34%), Men are less likely than average to say so (20%).

Those aged 30-39 (18%) and Asian New Zealanders (29%) are also more likely than average (11%) to have attended or participated in new arts and culture activities because of COVID-19.

In addition, Asian New Zealanders watched more arts and cultural activities online since the March lockdown than average (39%, vs 23%).

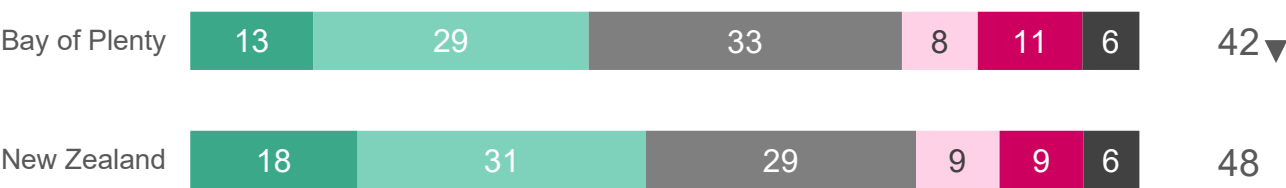
Q

How much do you agree or disagree with the following?

I'd like to have the choice of attending the arts in person or watching online



Arts and culture have a vital role to play in re-building New Zealand after the COVID-19 crisis



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

COMMENTARY

Forty two percent of residents see the arts playing a vital role in the COVID-19 recovery which is lower than the national average (48%).

However, Bay of Plenty residents have adapted well to the digital disruption caused by the pandemic, with 48% saying they would like the choice of physically or virtually attending the arts in future. This is broadly in line with the national average.

Sub-group differences in the Bay of Plenty:

Asian New Zealanders (67%) and those aged 40 to 49 (61%) are more likely than average (42%) to feel arts and culture have a vital role in rebuilding New Zealand after COVID-19.

Those aged 40 to 49 are also more likely than average to want the choice to view arts online or in person (62% compared to 48%).





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