

Audience Atlas Aotearoa 2020

summary snapshot

November 2021

Before you start

This is a long document – it is a snapshot of the Audience Atlas Aotearoa 2020 summary.

While it is written in **Plain English** it can be hard for some people to read a document this long.

Some things you can do to make it easier are:

- read a few pages at a time
- have someone help you to understand it.

For more information

You can find more information about arts audiences in the full report and the summary documents.

You can find them on the Creative New Zealand website:

www.creativenz.govt.nz/audience-atlas-2020-report

If you have questions, comments or feedback on the research email: research@creativenz.govt.nz

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About Creative New Zealand

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

The arts are the different ways people make and do art and be creative.

The arts means things like:

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

The arts also means:

- Ngā toi Māori / 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.

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

Creative New Zealand helps 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 summary

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

We want this information to help artists and arts organisations get more people interested in the arts and go to arts events.

The research is called *Audience Atlas Aotearoa 2020*.

This is a Plain English summary snapshot of some of the main things that the research found.

The research was done in December 2020 and January 2021.

This was the fourth time we have done the research. We have been asking people these questions since 2010 to see what changes happen over time.

We asked Morris Hargreaves McIntyre who are an international research company with staff in New Zealand to ask the questions for us.

The survey questions were only **online**.

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

More than 6 thousand adults aged 16 years and over answered the questions.

We wanted to make sure we got lots of people and communities in New Zealand to tell us what they thought about the arts.

We asked people if they were Deaf or Disabled.

We made sure to ask more people from these groups:

- Māori – 996 Māori adults answered the questions
- Pasifika – 432 Pasifika adults answered the questions
- Asian – 1,127 Asian adults answered the questions.

What the research told us

In the research we found out:

- if people are interested in the arts
- what people want from the arts
- what people **who attend** the arts are interested in
- what people **who do not attend** the arts are interested in
- what stops people from going to the arts
- what would make the arts more accessible
- where people find out about arts activities.

How many people are interested in the arts

From the research, we think **almost 4 million adults** in New Zealand are interested in the arts.

In that group:

- 3.7 million adults are interested in ngā toi Māori
- 3.6 million adults are interested in Pacific arts
- 3.6 million adults are interested in Asian arts.

The arts are not very important to everyone

4 people in every 10 people surveyed have strong feelings about the value of the arts in their lives. They already know about the arts so do not need as much help understanding what they can go to.

3 people in every 10 people say the arts have some importance to them, but they do not have strong feelings. If this group had more information they might be more interested in the arts.

3 people in every 10 people do not think the arts are very important. It will be hardest to change their minds and get them interested in the arts.

To get more people interested in the arts you need to help them see the value the arts can bring to their lives. For example, help people understand that the arts can make them feel good.

The arts can help people feel good

About 5 in 10 people surveyed thought the arts can help people feel good.

Only 3 in 10 people thought the arts helps them cope with their lives.

The people who already thought the arts were important in their lives also thought the arts made them feel good.

The people who did not think the arts were important in their lives also did not think the arts made them feel good.

Grouping audiences to understand them better

All sorts of people make up audiences for the arts.

From what people told us in the survey, we worked out how many were in each of the **culture segments**.

Culture segments is a way to help us understand audiences better. They group people by what they value, what they believe and what they do when it comes to the arts.

If you want to see which group you would fit into, go to this website:

<https://mhminsight.com/culture-segments/survey>



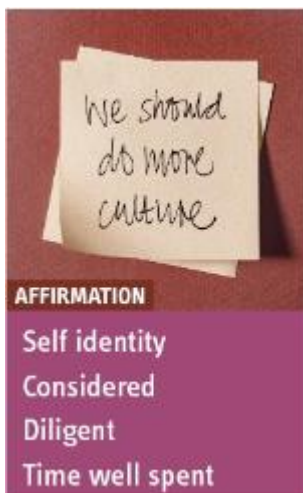
2 in 10 people are in the **Expression** group.

They are very focused on their community and helping people.

They are most likely to go to the arts and to tell other people about what they saw or did there.

This group is a big user of computers and phones, and may be interested in online arts.

Pasifika and Asian audiences are much more likely to be in the Expression group. A large number of Māori audiences are also in this group. This might be because they are very focused on their communities.



Almost 2 in 10 people are in the **Affirmation**

group – they want to learn and improve themselves. The arts are one of the ways they like to learn. They usually choose the arts that they know, rather than something new and different.

Asian audiences are very likely to have a large number of people in the Affirmation group. This may be because they are interested in improving themselves.



At least 1 in 10 people are in the **Stimulation** group.

They like to try new things and find out about new ideas.

They also want to find out 'big ideas' in the arts.

This group is one of the bigger users of computers and phones. They may be interested in online arts.



1 in 10 people are in the **Release** group.

They like to relax on their days off and do not always like to plan other activity.

They often feel they cannot go to the arts as much as they'd like because they are busy and do not have time.

Pasifika and Asian audiences are more likely to be in the Release group.



1 in 10 people are in the **Essence** group.

The arts are very important to them and part of who they are.

They are very likely to go to the arts and are looking for arts that make them feel and connect deeply.

In an audience, a lot of Māori are likely to be in this group. This might be because a larger number of Māori feel that the arts are important in their lives.

This group is also the biggest user of computers and phones, and may be interested in online arts but prefers to attend in person.



1 in 10 people are in the **Enrichment** group.

They are interested in the past and less interested in new things.

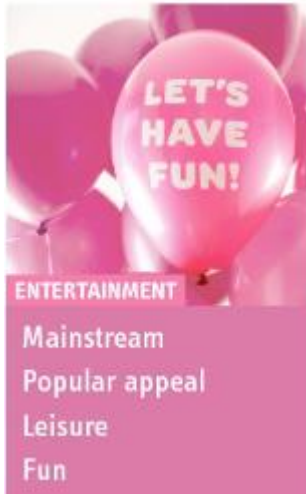
They know what they will enjoy, and they are not likely to try new things.

Less than 1 in 10 people are in the **Perspective** group.



They are busy people who are often interested in just a few things.

They might only be interested in one or two of the arts, not a lot of different arts.



Less than 1 in 10 people are in the **Entertainment** group.

They are looking for fun.

They are more likely to go to everyday events or days out that will be fun.

People want more from the arts

The top reasons people like the arts are to spend time with other people, and pass time in a pleasant way.

6 people in every 10 people want more from the arts.

People want the arts to get them thinking, feeling or connecting with the world, as well as a way to spend time with other people.

Many people also want to learn something, see interesting buildings or places, have new experiences, use their imagination, and escape and recharge.

Many Māori and Pasifika audiences want the arts to help them understand themselves and their cultural identity.

Many Pasifika and Asian audiences want to develop a child's or children's interest in the arts.

Asian audiences are also more likely to want to visit major attractions.

What people are spending on the arts

Since the last survey, in 2017, there has not been much change in the number of people spending money on the arts and how much they spend.

1 in 3 people surveyed spend about \$150 each month on the arts.

The cost of the arts is a barrier for many people

Money is the biggest **barrier** for all people in attending the arts.

More than 1 in 3 people surveyed wanted to attend an arts event in the past year but did not have enough money.

Artists and arts organisations could try different ways of pricing the arts to see if they can get more people to go. This might include working more with other artists or arts organisations.

Other reasons for not attending included:

- COVID-19 restrictions
- arts events not offered in their area
- it was difficult for them to travel to an arts event.

For Māori aged under 35 years, nearly 3 out of 10 people had to care for someone and this often stopped them from going to the arts.

Many Deaf people and disabled people had difficulty travelling to an event or health concerns, or were not sure they would be welcome.

Many Pasifika, especially those aged 16-24 years, do not have others to go with.

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

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

COVID-19 meant that lots of live arts could not happen in 2020 and 2021.

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

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

How to make the arts more accessible

There are some things organisations can do to make an arts activity, event or venue **accessible** for Deaf people and disabled people.

The most common answer is to make sure there are not too many people at the venue so it is not crowded.

3 in 10 disabled people, especially people with a physical disability, want to be prepared before attending the arts and get information about accessibility at the venue.

They also want to be sure that staff are trained and understand accessibility and disability.

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

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

These are things organisations can do to make the arts more accessible. They are listed in order, starting with things most people asked for:

- not too many people at the venue
- information about accessibility is provided before the visit
- website is accessible
- staff understand accessibility and disability
- accessible transport
- support staff are available
- accessible venue or facilities
- information in accessible formats
- no extra cost for a support worker/carer to attend
- technology that can help (for example, headphones)
- being asked beforehand about my access needs
- sign language interpreters available.

The arts most people are interested in

Most people looking for an arts activity want to see films, followed by museums, visual arts, festivals and music.

These are the different kinds of arts that audiences we surveyed have been most interested in since the last survey, in 2017. They are listed in order of what is most popular:

- Film (for example, movies)
- Museums (for example, art exhibitions)
- Visual arts (for example, painting)
- Festivals
- Music
- Theatre
- Craft and object art (for example, jewellery, tapa making, weaving)
- Ngā toi Māori (Māori arts)
- Asian arts
- Dance
- Pacific arts
- Literature (for example, hearing a book author talk about their work)

How to get people back into the arts

A lot of people have gone to some of the arts before but have not done so since the last survey, in 2017. They may be interested in going again.

Film is the only arts that has kept its audience numbers high.

A lot of people have **engaged** with **theatre, ngā toi Māori and dance**, but not recently. Artists and arts organisations could try to get these people interested again, instead of trying to get new people interested.

These are the arts that people we surveyed have engaged with in the past, but not for the last three years. The artists or arts organisations making these arts could encourage people to go to them again. The arts are listed in order, with the ones more people told us about at the top of the list:

- Dance
- Pacific arts
- Theatre
- Ngā toi Māori
- Music
- Museums
- Festivals
- Asian arts

- Visual arts
- Craft and object art
- Literature

When people **engage** with the arts it means they are going to an arts event or activity or watching an arts event or activity on their computer or phone. They might go to the theatre or a performance or look at some art online.

How to get new people into the arts

A lot of people have not yet engaged with the arts and are interested in doing so. They might need some encouragement.

Some people we surveyed have not engaged with the arts before and are interested. They told us what art they are interested in. We have listed them here in order, with the ones more people are interested in at the top:

- Literature
- Asian arts
- Pacific arts
- Dance
- Craft and object art
- Festivals
- Theatre
- Visual arts
- Music
- Ngā toi Māori

You need a plan to get people to go to the arts online

A lot of organisations are putting their arts online. This is partly because a lot of people have computers and phones and use them a lot. It could also be because of COVID-19 restrictions.

The research showed that fewer than 1 in 5 people surveyed had looked at the arts online in the past year.

The number of people going online for the arts was the same for all age groups, young and old.

Māori audiences and people who had studied at a polytech or university were more likely to go online for the arts.

About 4 out of 10 people surveyed would pay to see the arts online. This includes people who have paid or donated to the arts online before. There are also lots of people who have paid or donated to the arts online before and would not do it again.

If you want to get more people going to the arts online you need to make a plan about how you will interest them.

Where people are getting their information

There are lots of ways to get information about what is going on and most people surveyed find out about the arts in lots of ways, not just one or two.

Watching television is the most common way audiences are getting information about what is going on.

These are the ways people are getting information. We have listed them here in order, with the most common ways at the top:

- Free to air television
- Subscription television streaming service
- NZ news site or app (online)
- Social media
- Actively listening to the radio
- On demand television – New Zealand
- International news site or app (online)
- Local / community newspaper (print)
- New Zealand national newspaper (print)
- New Zealand magazine (print)
- On demand television - international
- Read an online blog (online)
- Radio through a streaming platform

- International magazine (online)
- New Zealand magazine (online)
- International magazine (print)

The social media most people are using

People who are using social media to find out what is going on are mostly using Facebook, followed by YouTube.

More than 4 in 10 people use Facebook to find information.

People under 45 years are much more likely to use Facebook.

Māori and Pasifika audiences are more likely to use Facebook to learn about arts events than European or Asian audiences.

TikTok is fairly new and the number of people using it has increased quickly.

A lot of Māori, Pasifika and Asian audiences are using TikTok.

A lot of younger people (16-24 years) are using TikTok.