

# New Zealanders and the Arts

## Ko Aotearoa me ōna Toi



*Auckland Philharmonia Orchestra, Requiem,  
Photography by Andi Crown on behalf of the Auckland Arts Festival 2022.*

## Research Summary 2023

Published: July 2024

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# What this document is about



This document is from **Creative New Zealand**.



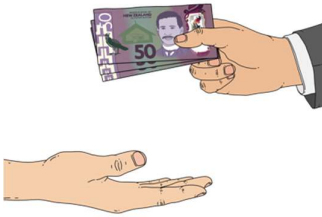
**Creative New Zealand** works to support the **arts**.



The **arts** means things like:

- painting
- acting
- writing
- kapa haka
- making jewellery
- making tapa cloth.





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

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

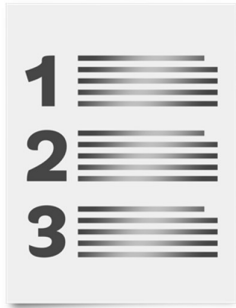


**Research** means looking at something closely to get a better understanding of it.

When you see **we** in this document it means Creative New Zealand.



This is an Easy Read **summary** of the things the research found.



**Summary** means it:

- is shorter than the full document
- tells the main ideas.



Some things people said about the arts are written in green boxes like this.

## 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 the same questions since 2005.



This research was done in 2023.

This is the seventh time we have done this research.



We asked a research company called Verian to ask the questions for us.



The researchers made 2 sets of **survey** questions.

A **survey** is a way to get information by asking a lot of people to answer questions.

1 set of questions was for adults aged 15 years and over.



More than 6 thousand adults answered the questions.



1 set of questions was for young people from 10 to 14 years old.

More than 700 young people answered the questions.



Everyone filled in the survey on the internet.



We wanted to make sure we heard from lots of different groups of people.



We made sure to ask more people from these groups:



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



**Questions**

1. What do you think about it?

☐ Good

☐ Bad

☒ Not sure

We asked people about 3 things:

- **attitude**
- **attendance**
- **participation.**



**Attitude** means what people think / feel about the arts.



**Attendance** means if people go to art events like:

- looking at art in a gallery
- watching a kapa haka festival.



Attendance can be:

- in person
- watching on the internet.





**Participation** means if people make art like:

- painting pictures
- playing a musical instrument
- acting in a play.



We asked people about 6 different types of art:

- craft / object art like:
  - pottery
  - jewellery
  - tīvaevae / quilts
- literature / literary arts like:
  - stories
  - poems.





More of the types of art we asked people about are:

- Ngā Toi Māori / Māori arts like:
  - any art made by Māori artists
  - **traditional** Māori arts like raranga / weaving.



- Pacific arts like:
  - any art made by Pasifika artists
  - **traditional** pacific arts like tapa cloth.



**Traditional** means things that have been done the same way for a very long time.



The last types of art we asked people about are:

- performing arts like:

- plays
- music
- dance



- visual arts like:

- painting
- sculpture
- photography.



## What people think about the arts



Almost half the people said the arts make them feel good.



Some of the ways people said the arts make them feel good are:

- they enjoy the arts
- the arts let them show what they think / feel
- the arts can be relaxing
- the arts bring people together.



Almost half the people said the arts are part of their everyday life.



Some people said the arts make them feel less lonely.

It has helped me overcome my mental health issues that have come up quite recently.



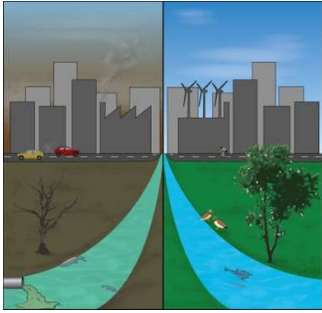
Around 2 thirds of people said they learn about different **cultures** from the arts.



**Culture** means the things a group shares like:

- language
- religion
- ways of doing things.





Around 2 thirds of people also said the arts tell them about problems with the **environment**.



The **environment** is everything around us like:

- land
- air
- water
- plants.



More than half the people said the arts make Aotearoa New Zealand better.



3 quarters of the people said the arts should show all the different kinds of people in Aotearoa New Zealand.



More than half the people agreed that the arts show who we are as New Zealanders.



More people than last time said that Ngā Toi Māori / Māori arts are important.



Most Māori said Ngā Toi Māori / Māori arts are an important part of who they are.



More than half of Māori said Ngā Toi Māori / Māori arts make them want to speak te Reo Māori.



Arts make me feel more positive as it allows me to increase my problem solving and think in the shoes of the artist.



2 thirds of people think the arts are good for the **economy**.



The **economy** is all the ways people:

- make money
- spend money.



2 thirds of people think that the arts should get money from the government.

## How people take part in the arts



More people said they take part in the arts than in the last survey.



More people are:

- making art
- going to art events.



Over half the people had made art in the last year.

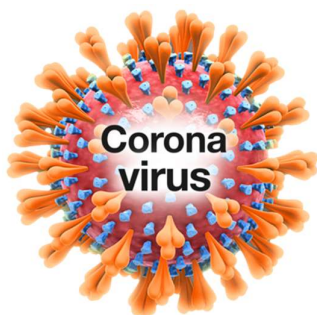


The groups who most often said they made art were:

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



Nearly 3 quarters of people had gone to art events in the past year.



This is about the same number of people going to art events as before COVID-19.

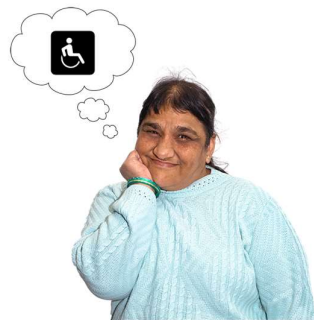


More people than ever before went to see:

- visual arts
- craft / object art
- Ngā Toi Māori / Māori arts
- Pacific arts.



We need to think about how we can get even more people to take part in the arts.



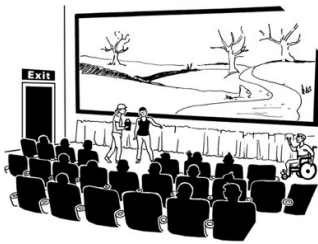
People have different ideas about if the arts are:

- **accessible**
- **inclusive.**



**Accessible** means everyone can:

- do the things they want to do
- get to the places they want to go.



In the arts accessibility might look like:

- making sure wheelchair users can get around the building
- having sign language for Deaf people.



**Inclusive** means everyone can take part.



Just over half of all adults said it was easy to access the arts in their community.



A bit under half of Deaf and disabled people said it was easy to access the arts in their community.



Around half of the people said there were a lot of different ways for them to take part in the arts.



A bit under half of all the people said they could afford to take part in the arts in their community.



Only about a third of people who do not earn a lot of money said they could afford to take part in the arts.



Art is only for some people,  
especially in this economic  
environment.



We asked people what things would  
make them take part in the arts more  
often.



Some of the things they said were  
having:

- cheaper tickets
- events that were more interesting  
to them
- someone to go with
- events that were easier to travel  
to
- accessible events
- events where they feel welcome.



## What young people said about the arts

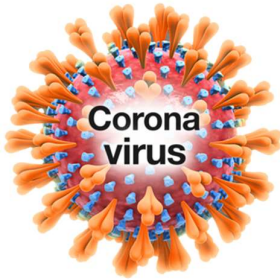


Almost all young people said that in the past year they had:

- made art
- been to an art event.



Most young people had been to arts events in person in the past year.



This is almost the same as before COVID-19.



Almost all young people want to take part in the arts more than they already do.



More young people than in 2020 are interested in:

- visual arts
- Ngā Toi Māori / Māori arts.



Most young people said making art makes them feel good.



Around 3 quarters of young people said making art makes them feel **confident**.



**Confident** means feeling sure about:

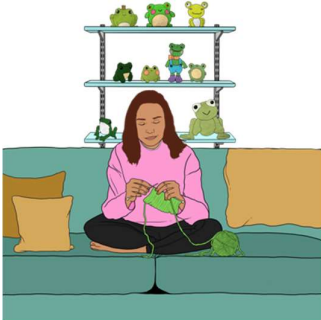
- yourself
- what you can do.



Art usually makes me marvel at what people can do. Maybe one day I can do that too.



We asked young people how **creative** they are.



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



A bit over half of young people said they are creative.

This is a bit less than last time we asked.



We also asked parents if they think their child is creative.



About 3 quarters of parents said their child is creative.



Most parents said they think it is good for young people to take part in the arts.



Almost half the parents said there are **barriers** to their child taking part in the arts.

**Barriers** are things that make it harder to take part.



Some of the barriers that parents say stop young people taking part in the arts are:

- it costs too much money
- there are not enough things near where they live
- they are too busy with other things
- their parents do not have time to take them.



## More information



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

<https://tinyurl.com/k8zmbacm>



The full report is not in Easy Read.

You can talk to someone at Creative New Zealand about the research by **email**:

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



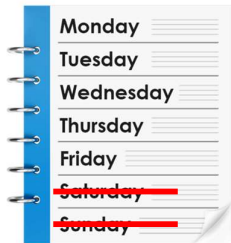


You can also **phone** Creative New Zealand on:

**0800 273 284**

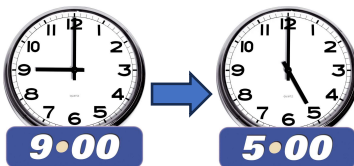


It does not cost money to call this number.



We will answer the phone:

- on Monday to Friday
- from 9am to 5pm.





You can use the **New Zealand Relay** service to call Creative New Zealand.

If you find it hard to use the phone the **New Zealand Relay** service is for people who are:

- Deaf / hard of hearing
- deafblind
- speech impaired / find it hard to talk.

You can find out more about the New Zealand Relay service at:

**[www.nzrelay.co.nz](http://www.nzrelay.co.nz)**

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