

# New Zealanders and the Arts Ko Aotearoa me ōna Toi

Survey findings for Māori

2023

**verian**   
Formerly Kantar Public

 **creative** *nz*  
ARTS COUNCIL OF NEW ZEALAND TOI AOTEAROA



Photo credit: Ruawhetū by Ngaire Tuhua as a part of Te Ara i Whiti at Te Tairāwhiti Arts Festival 2022, Photography by Phil Yeo - Artwork

# Introducing Verian

Verian is the new name for Kantar Public (formerly Colmar Brunton).

Following our divestment from our former parent company, we are now an independent research and evaluation agency, providing evidence and advisory services to government and the public realm, across Aotearoa New Zealand and around the world.

Verian is a corporate member of ESOMAR and all research staff are members of Research Association New Zealand.

## Contact person

Jocelyn Rout



Powering decisions  
that shape the world.

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# 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 years).

This report presents findings from the adult survey on public attitudes, attendance and participation in the arts for Māori. The findings are compared to all New Zealanders (aged 15+).

The surveys are repeated every three years with different participants. The research is used in several ways. It provides:

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

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

- **Craft/object art** includes things such as uku (pottery), furniture, glass, adornment (such as 'ei katu, tā moko and jewellery), embroidery, fivaevae, woodcraft, spinning, weaving or textiles.
- **Literature or literary arts** includes spoken word, poetry or book readings, literary festivals or events, writing workshops, and personal creative writing (eg poetry, fiction or non-fiction).
- **Ngā Toi Māori (Māori arts)** are the works of Māori artists across heritage and contemporary artforms. This includes, but is not limited to: whakairo (carving), raranga (weaving), kanikani (dance), tuhinga (literature), puoro (music), whakaari (theatre), kai mā te whatu (visual arts and crafts), digital Māori arts, Māori arts and cultural events (Hui Ahurei, Manu Kōrero), inter-arts and media arts.
- **Pacific arts** are the works of Pasifika artists across heritage and contemporary artforms. This includes but is not limited to: craft/ object art (eg fivaevae, tapa), dance (eg Tongan tau'olunga, Tokelauan hiva), literature, music, theatre, visual arts, digital Pacific arts, Pacific arts and cultural events, inter-arts and media arts.
- **Performing arts** includes theatre (eg comedy, drama, musical theatre, fale aitu, circus, theatre for children, and karetao), dance (eg haka, Pasifika dance, hip hop and ballet), and music (eg contemporary music gigs or performances of choirs, orchestras, and taonga puoro).
- **Visual arts** includes things such as drawing, painting, raranga, fivaevae, photography, whakairo, sculpture, print-making, typography and film-making.

'**Attendance**' covers these experiences in the last 12 months:

- 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.

# Research approach

## 1703 ONLINE INTERVIEWS

...with adult Māori aged 15+

### Method

For the last three survey waves (2023, 2020, and 2017) the survey has been conducted online<sup>1</sup>.

The questionnaire was refreshed in 2023 to better reflect how New Zealanders value the arts; eight new attitudinal statements were added to the survey. Verian conducted qualitative research (reported separately) to guide this refresh.

### Trend data

Trend data is shown for 2017, 2020 and 2023 for key metrics, and for 2020 and 2023 for all other measures.

Due to decimal point rounding, nett agree scores may be slightly more or less than the sum of the rounded 'slightly agree' and 'strongly agree' percentages in the graph.

## FIELDWORK DATES

30 October – 20 December 2023

### Sampling

Online panels were used to achieve a representative sample of Māori. Quotas (i.e. interviewing targets) were set by age within gender. At the analysis stage, weighting was also applied to ensure the final age by gender profile is representative of the Māori population aged 15+.

At an all New Zealand level, quotas and weighting were applied to ensure the total sample is representative of region, age by gender, and ethnicity population characteristics.

In 2023, Disabled People's Organisations shared the survey with Turi Māori, Tāngata whaikaha, Deaf and disabled people in their networks to increase the number of Tāngata whaikaha, Deaf and disabled respondents. There were 366 Tāngata whaikaha, Deaf and disabled Māori respondents.

## NATIONAL COMPARISON

Findings are compared to all New Zealanders (6527 interviews)

### Significance testing

There is a margin of error associated with any survey sample. Based on a sample size of 1703, the margin of error is up to +/- 2.4 percentage points (at the 95% confidence level).

We have used statistical tests to determine:

- Whether any differences observed between 2023 and previous survey waves are statistically significant. This is indicated on charts by triangles.

△▽ = significantly higher / lower than 2017<sup>3</sup>

▲▼ = significantly higher / lower than 2020

- Whether any differences between the 2023 survey findings for Māori and the New Zealand sample are statistically significant. This is indicated on charts by dark grey arrows.

↑↓ = significantly higher / lower than all New Zealanders

# Summary

# Executive summary: Māori and the arts

Method: Online survey of 6,527 New Zealanders aged 15+ including 1703 Māori.

Fieldwork: 30 October - 20 December 2023

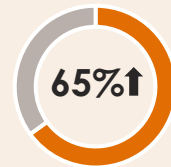
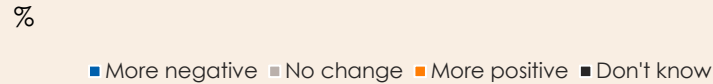
Maximum margin of error for Māori: +/- 2.4%

## Relationship with the arts for Māori

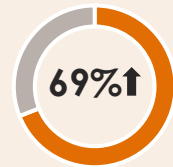
Māori are very strong advocates of the arts. Māori believe the arts play a key role in creating a better society. And nearly one in four say they are more positive about the arts than a year ago.

Māori are often more likely than the national average to see the personal and social benefits of engaging with the arts; this corresponds with strong Māori support for public funding of the arts. For Māori, engaging with the arts can align with te ao Māori (the Māori worldview) including whanaungatanga (building meaningful relationships), manaakitanga (respecting and caring for others) and kotahitanga (unity).

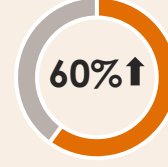
### How views have changed over the last 12 months



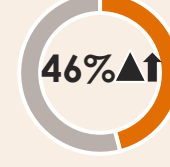
...agree the arts improve New Zealand society



...agree the arts in their area should reflect the diversity of its communities



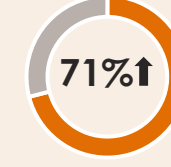
...agree the arts provide opportunities for them to socialise and connect with others



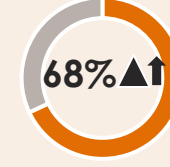
...say the arts are important to their personal wellbeing



...agree the arts are good for their mental health and wellbeing

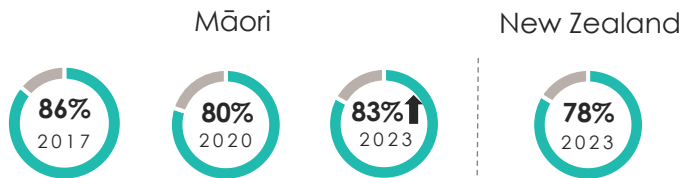


...agree the arts can play a role in raising issues facing our society



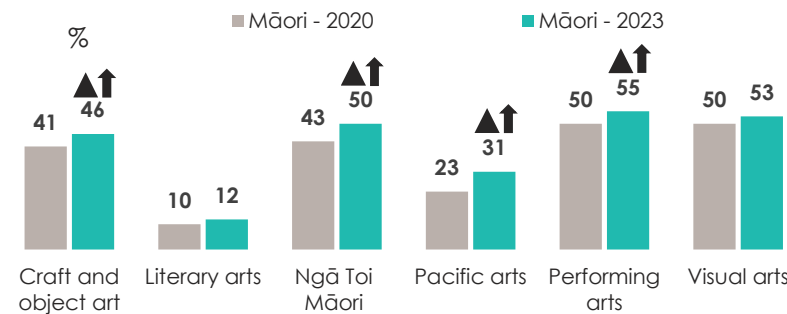
...agree the arts should receive public funding

## Māori engagement in the arts



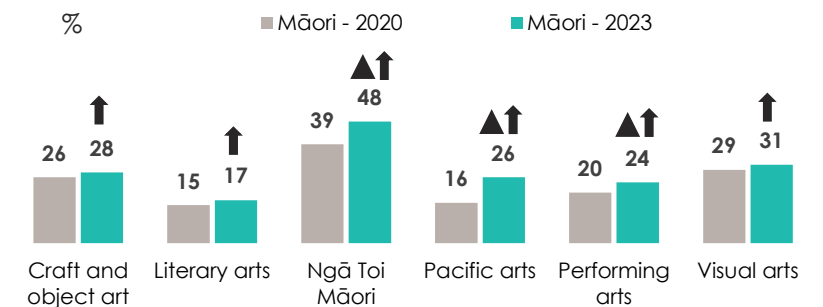
83% of Māori have attended or participated in the arts in the last 12 months. This is consistent with previous years but higher than the national average.

### Attendance



Māori attendance and participation in Ngā Toi Māori and Pacific arts has increased since 2020. Māori are also more likely to attend craft and object art, and performing arts than in 2020. Māori participation in every arts form is higher than the national average.

### Participation



▲▲ = significantly higher / lower than 2020  
 ▲↑ = significantly higher / lower than all New Zealanders



# Key metrics – demographic analysis for Māori

65% of Māori believe the arts improve New Zealand society.

Groups **more likely** to believe this are:

- 70+ years (75%)
- Metropolitan city residents (Auckland, Wellington and Christchurch, 72%)
- Low income households (Up to \$50K, 70%)
- Women (69%).

Groups **less likely** to believe this are:

- Men (61%)
- 15-17 years (56%).

68% of Māori believe the arts should receive public funding.

Māori groups **more likely** to believe this are:

- 70+ years (78%)
- High income households (\$120K+, 74%)
- Women (74%).

Māori groups **less likely** to believe this are:

- Turi and Tāngata whaikaha (Deaf and disabled people) (62%)
- Men (62%)
- 15 -17 years (56%).

Compared to 12 months ago, 24% of Māori feel more positively about the arts and 3% feel more negatively.

Groups that are more likely to say they feel **more positively** about the arts compared to 12 months ago are:

- 18-29 years (34%)
- Turi and Tāngata whaikaha (Deaf and disabled people) (33%)
- Metropolitan city residents (Auckland, Wellington and Christchurch, 31%).

Groups that are more likely to say they feel **more negatively** about the arts compared to 12 months ago are:

- Turi and Tāngata whaikaha (Deaf and disabled people) (9%).

83% of Māori have engaged\* with the arts in the last 12 months.

Engagement is **higher** among:

- Women (89%).

Engagement is **lower** among:

- Men (76%)
- 70+ years (75%).

Overall engagement is the % 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.

# Arts attitudes

# Change in overall perception of the arts

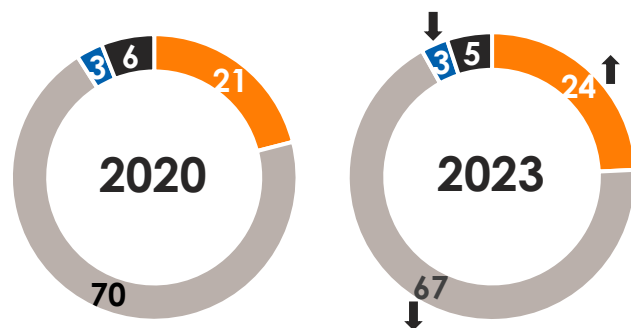
Māori perceptions of the arts and whether this has changed over the last 12 months

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

%

### Māori

- Yes, more positive about the arts
- No, opinion has not changed
- Yes, more negative about the arts
- Don't know



These Māori groups are more likely than average (24%) to feel **more positive** about the arts in 2023:

- (33%) Turi and Tāngata whaikaha (Deaf and disabled people)
- Metropolitan city residents (Auckland, Wellington, Christchurch, 31%)
- Younger people (15-29 years, 31%).

### New Zealand



## Commentary

While most Māori have not changed their view of the arts, 24% feel more positive about the arts over the last 12 months.

This is higher than the national average (16%).

Turi Māori and Tāngata whaikaha Māori (Deaf and disabled Māori), metropolitan residents (those living in Auckland, Wellington and Christchurch) and younger Māori (aged 18 to 29 years) are more likely than the average Māori population to view the arts more positively in 2023. Just 3% of Māori view the arts more negatively in 2023.

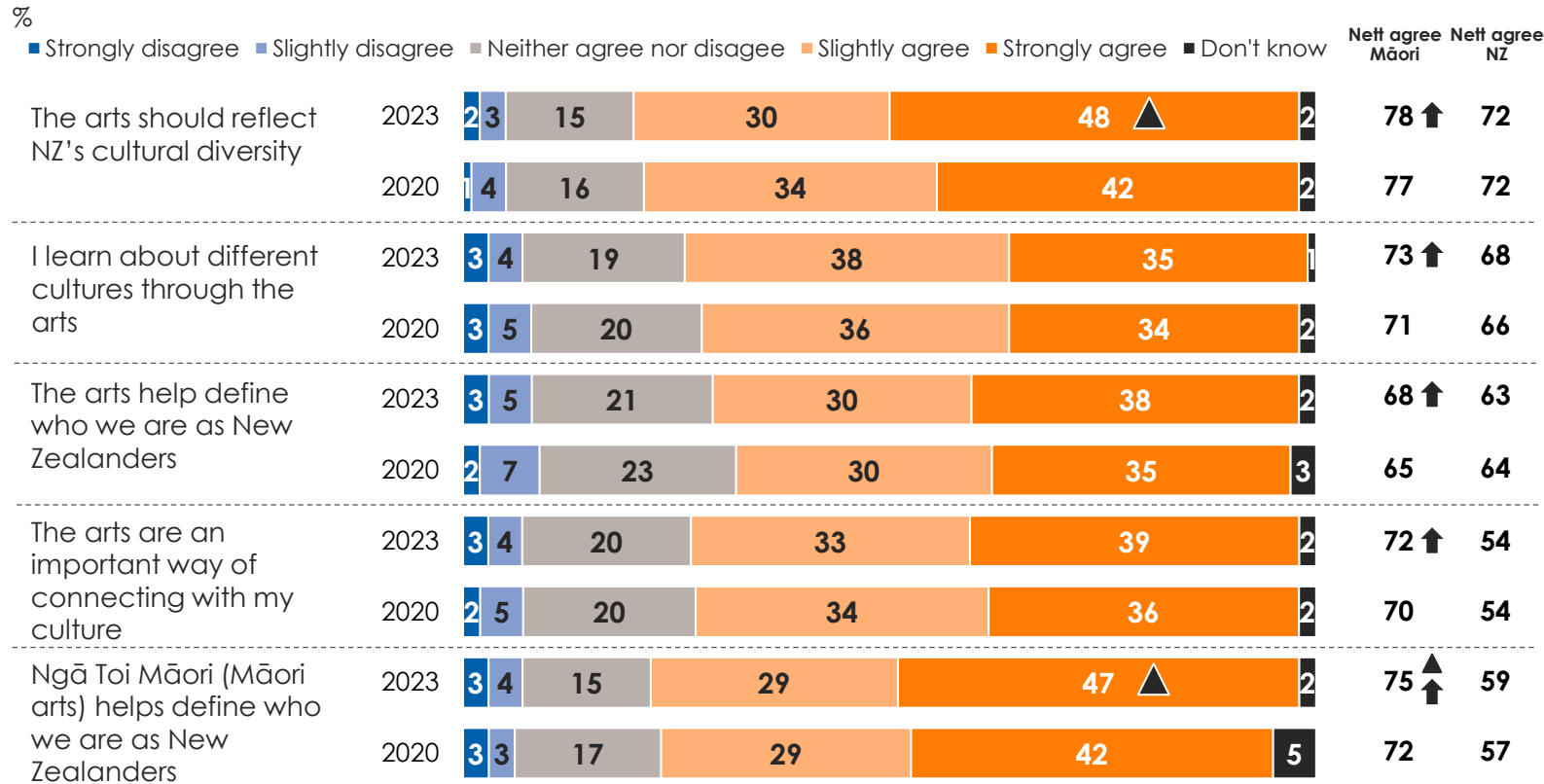
Overall, perceptions are comparable with 2020.

Base: All respondents: Māori 2020 (n=1172); 2023 (n=1703); New Zealand: (n=6527)

# Attitudes towards the arts: Culture and identity

How the arts contribute to our sense of self, nationhood and understanding of others

## How much do you agree or disagree?



## Commentary

The most common view continues to be that the arts should reflect NZ's cultural diversity (78% of Māori).

Māori are more likely than the national averages to believe all five sentiments. The gap is especially large for:

- The arts are an important way of connecting with their culture (18-point gap)
- Ngā Toi Māori (Māori arts) helps define who we are as New Zealanders (16-point gap).

These sentiments suggest that just as Māori feel the arts can help strengthen their cultural identity personally, so too can Ngā Toi Māori help shape New Zealand's national identity. Indeed, since 2020, more Māori feel that Ngā Toi Māori helps define who we are as New Zealanders.

Base: All respondents: Māori 2020 (n=1172); 2023 (n=1703); New Zealand: (n=6527)

Significant differences are shown for the 'strongly agree' and 'nett agree' ratings

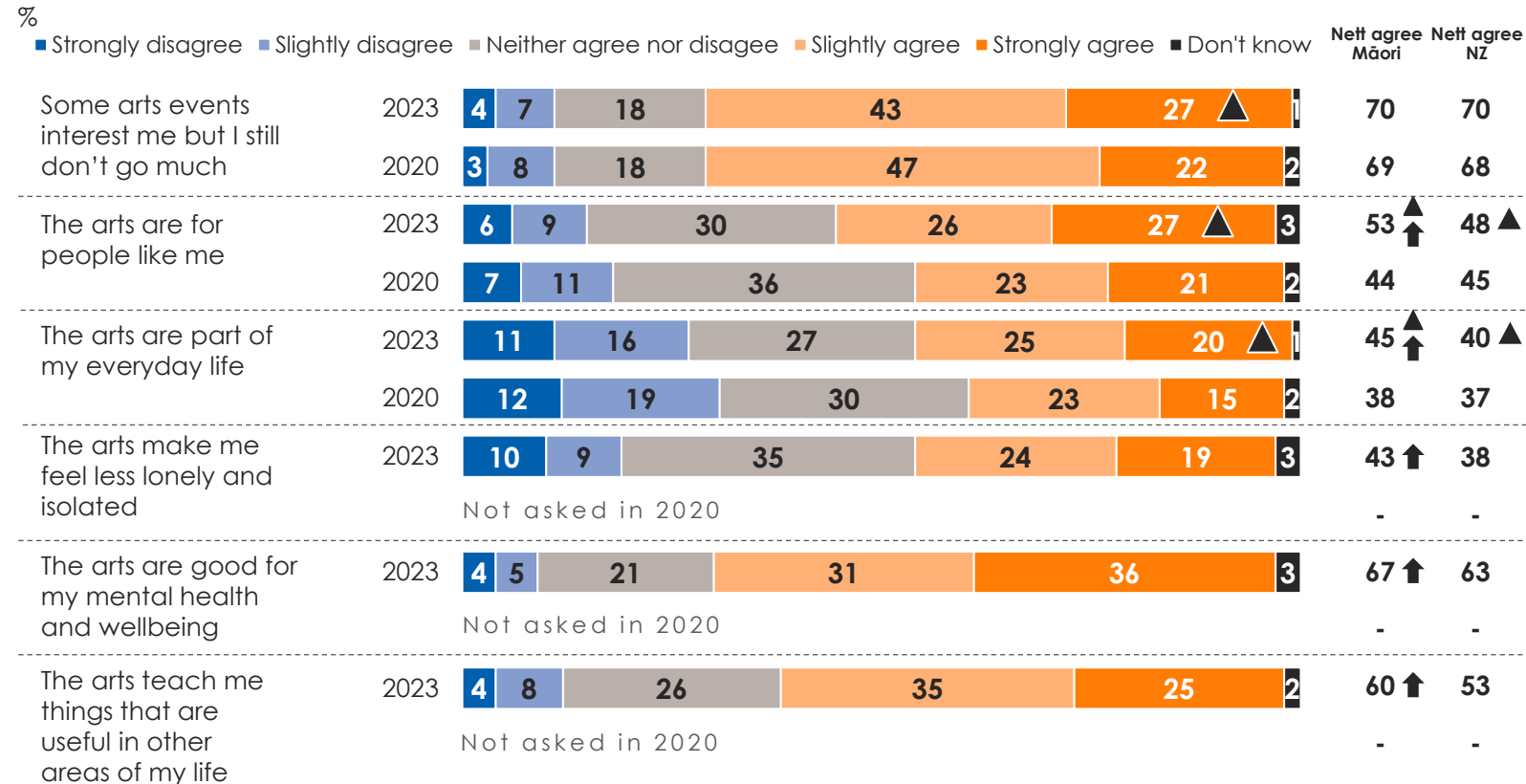
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

# Attitudes towards the arts: Individuals' relationship with the arts

The personal connection that Māori have to the arts (including three new measures in 2023)

## How much do you agree or disagree?



## Commentary

The opportunity to improve attendance at arts events remains, with 70% of Māori showing interest but reporting low attendance.

Since 2020, more Māori believe that:

- The arts are for people like them
- The arts are part of their everyday life.

Māori are more likely than the national average to believe five of the six statements measured.

Three new measures in 2023 speak to the potential for the arts to influence a person's wellbeing: 43% of Māori feel the arts reduce their sense of loneliness and isolation, 67% feel the arts are good for their mental health and wellbeing, and for 60% the arts teach them things that are useful for other areas of their life.

Base: All respondents: Māori 2020 (n=1172); 2023 (n=1703); New Zealand: (n=6527)

Significant differences are shown for the 'strongly agree' and 'nett agree' ratings

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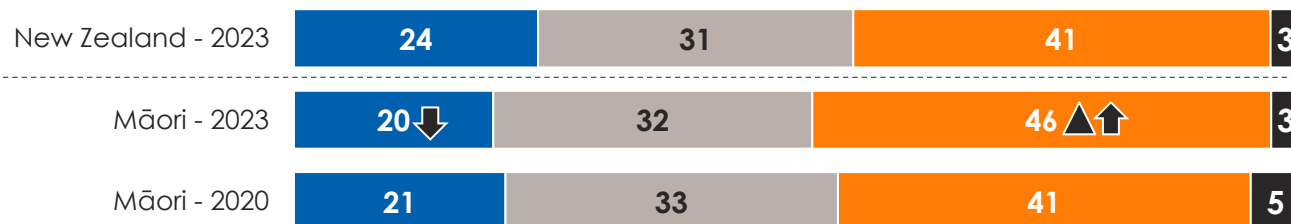
# Importance of the arts to wellbeing

The importance that Māori perceive the arts to be to their personal wellbeing

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

%

■ Unimportant ■ Neutral ■ Important ■ Don't know



## Commentary

46% of Māori feel that the arts are important to their personal wellbeing.

This is higher than in 2020, and higher than the national average (41%).

Base: All respondents: Māori 2020 (n=1172); 2023 (n=1703); New Zealand: (n=6527)

# Reasons why the arts are important to Māori wellbeing

## For what reasons do you say that?

% Leading responses



## Commentary

We asked the 46% of Māori respondents who feel the arts is important to their personal wellbeing why this is. The chart shows the leading responses.

## Quotes

"Makes me leave the house to attend, inspires me, appreciation of talent, supporting artists."

Woman, 60-69 years, Māori, NZ European, Southland

"Adds to enjoyment in our lives, visual and sound, ability to mix and mingle with others, go places together with friends and family."

Man, 70+ years, Māori, Bay of Plenty

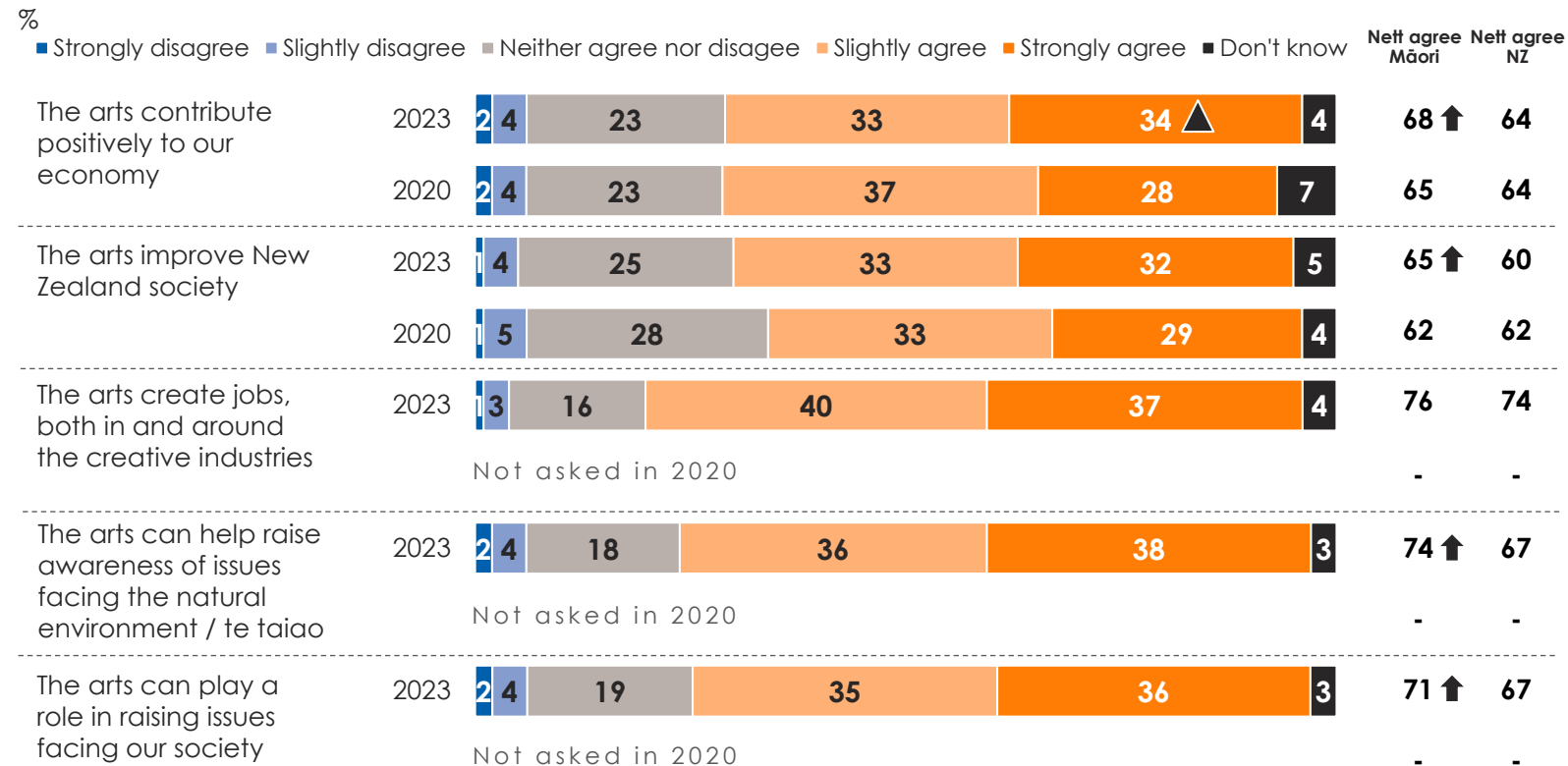
Base: Respondents who feel the arts are important to their personal wellbeing; Māori 2023 (n=827)

Note: Themes mentioned by fewer than 4% of respondents are not shown

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

## Māori recognition of the the social and economic benefits of the arts

### How much do you agree or disagree?



### Commentary

Most Māori continue to widely recognise the social and economic benefits of the arts.

These perceptions are in line with 2020.

The three new measures show most Māori believe the arts have a positive role to play in creating employment in creative industries and bringing attention to environmental and societal issues. Māori are more likely than the national average to agree with four of the five benefits to New Zealand.

Base: All respondents: Māori 2020 (n=1172); 2023 (n=1703); New Zealand: (n=6527)

Significant differences are shown for the 'strongly agree' and 'nett agree' ratings

▲▼ = significantly higher / lower than 2020  
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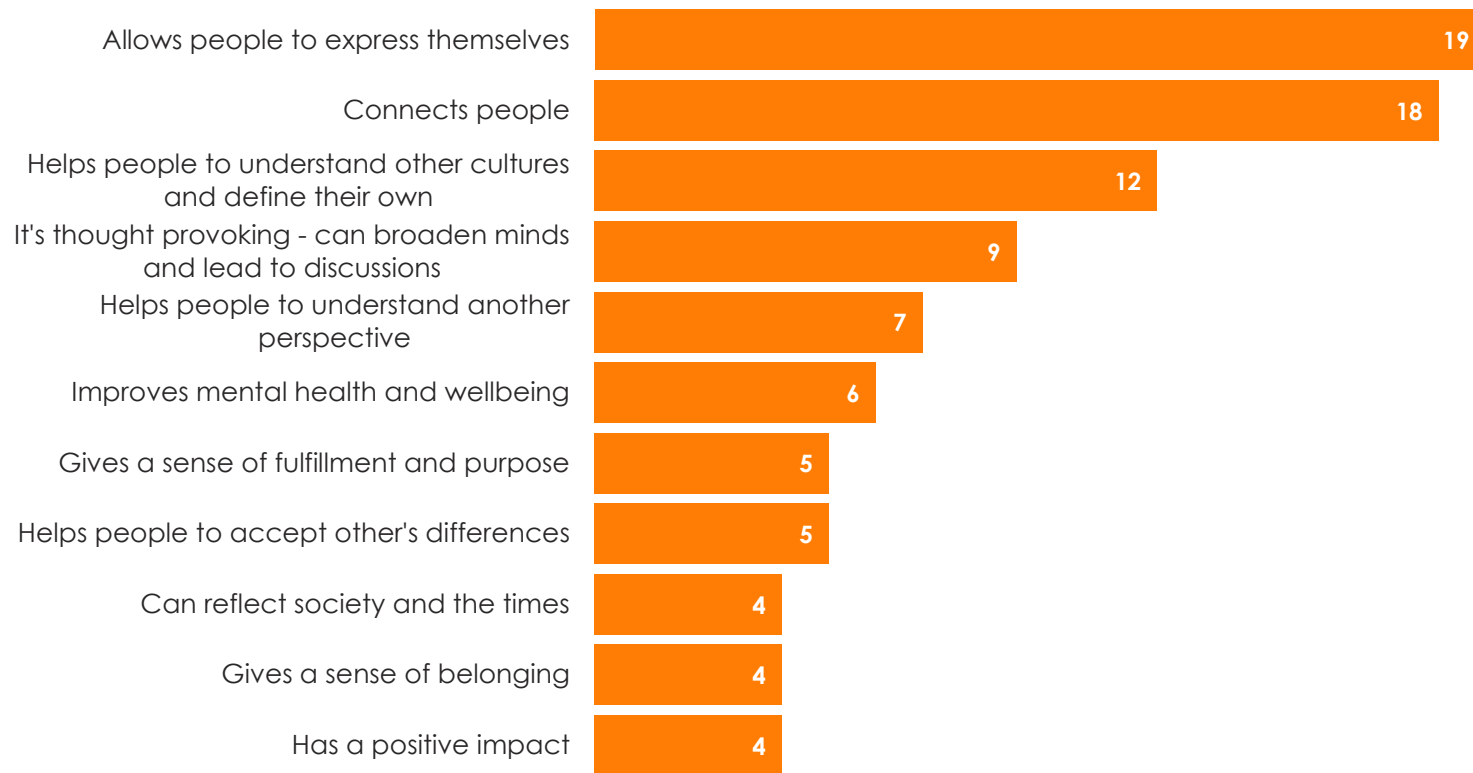


# Reasons why the arts improve society

## Why Māori feel the arts improve New Zealand society

### For what reasons do you feel the arts improve society?

% Leading responses



Base: Respondents who feel the arts improve New Zealand society: Māori 2023 (n=1144)

Note: Themes mentioned by fewer than 4% of respondents have been suppressed

### Commentary

We asked the 65% of respondents who feel that the arts improve New Zealand society why this is. The chart opposite shows the leading reasons given.

### Quotes

"A great awareness of the multicultural society we live in, in New Zealand. A sense of pride and belonging."

Woman, 40-49 years, Māori, NZ European, Canterbury

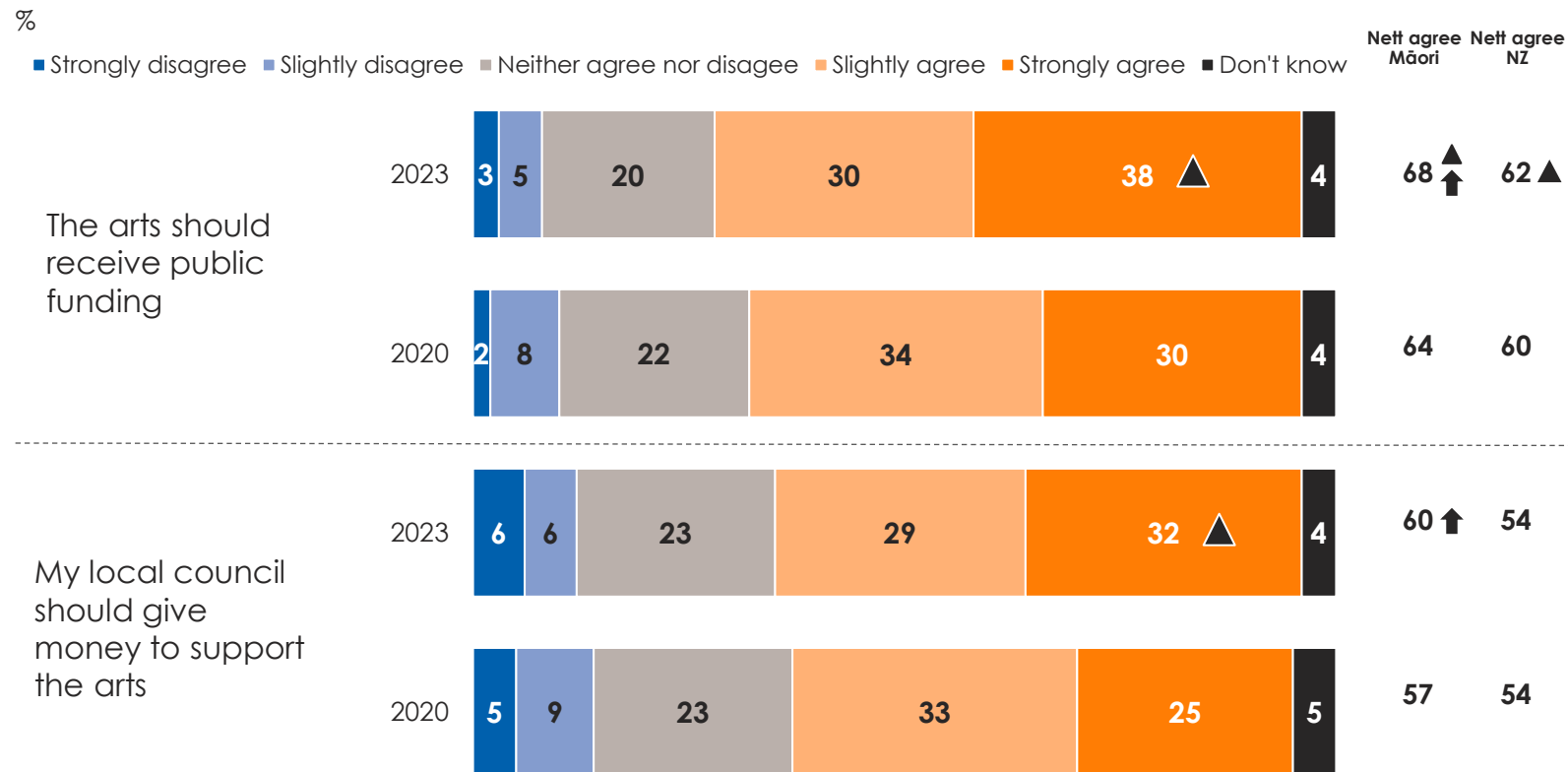
"They help bring a focus to things that are unique and worth preserving, such as culture, history, communication, beauty, nature. They bring fun and enjoyment which is valuable for communities."

Woman, 18-29, Māori, NZ European, Nelson

# Attitudes towards the arts: Funding support for the arts

## The strength of public support for arts funding

### How much do you agree or disagree?



### Commentary

Support for public funding of the arts remains strong.

68% of Māori believe that the arts should receive public funding.

This is higher than 2020, and higher than than the national average (62%).

60% of Māori support the idea that Councils should help fund the arts.

This is comparable with 2020, and higher than than the national average (54%).

Base: All respondents: Māori 2020 (n=1172); 2023 (n=1703); New Zealand: (n=6527)

Significant differences are shown for the 'strongly agree' and 'nett agree' ratings

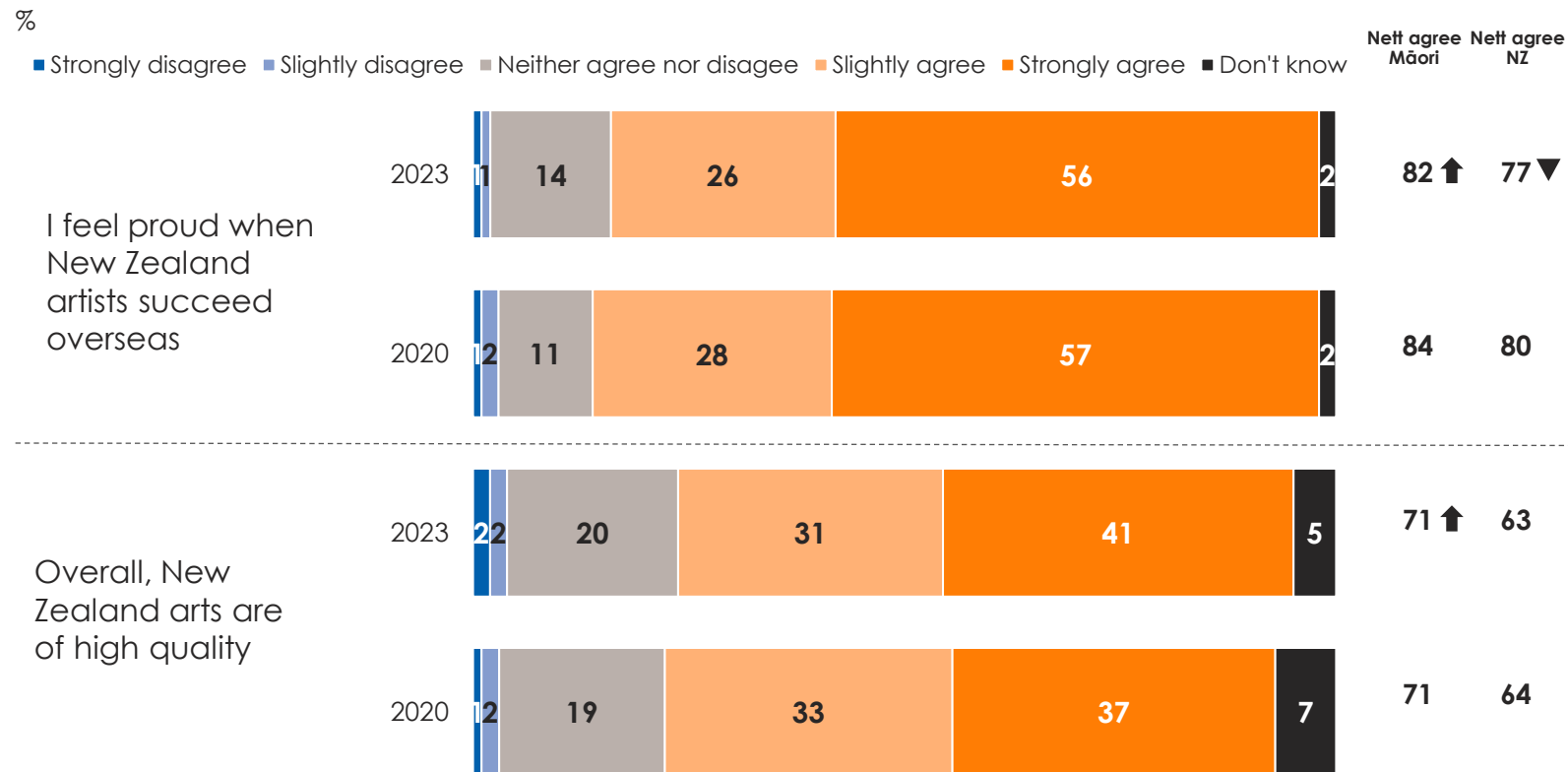
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

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

Perceptions of the quality of arts in New Zealand and how proud Māori feel when New Zealand artists enjoy overseas success

## How much do you agree or disagree?



## Commentary

Māori continue to be positive about the quality of the arts in New Zealand and are enthused when they see New Zealand artists succeed overseas.

82% of Māori feel proud when New Zealand artists succeed overseas.

This is comparable with 2020, and higher than than the national average (77%).

Overall, 71% of Māori agree that New Zealand arts are of high quality.

This is comparable with 2020, and higher than than the national average (63%).

Base: All respondents: Māori 2020 (n=1172); 2023 (n=1703); New Zealand: (n=6527)

Significant differences are shown for the 'strongly agree' and 'nett agree' ratings

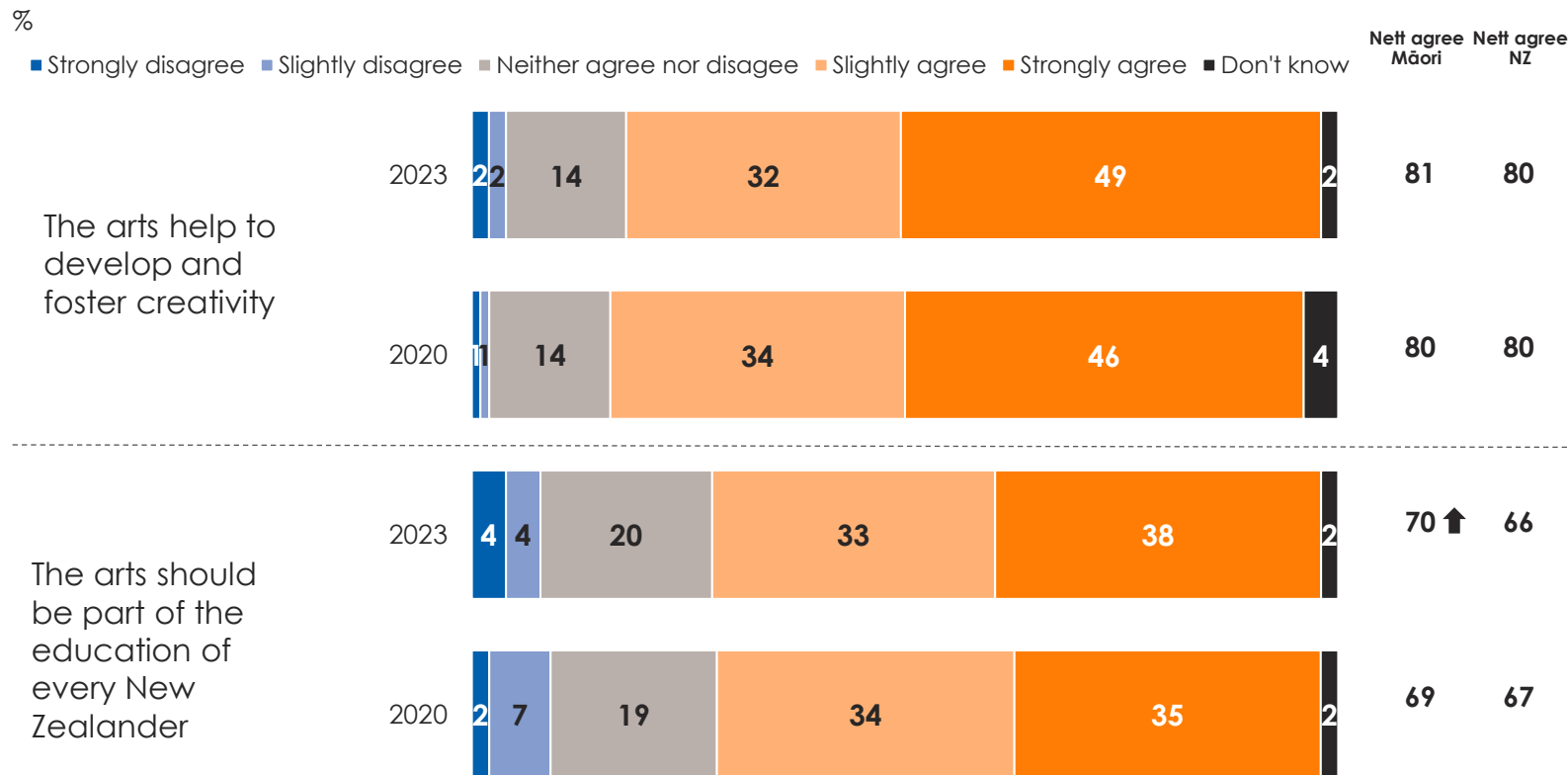
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

# Attitudes towards the arts: Education and development

Māori recognition of the value of the arts in fostering creativity, and whether this translates into support for the arts being part of everyone's education

## How much do you agree or disagree?



## Commentary

81% of Māori recognise the value of the arts in developing and fostering creativity.

This is comparable with 2020, and in line with the national average (80%).

70% of Māori support the idea that the arts should be part of the education of every New Zealander.

This is comparable with 2020, and higher than than the national average (66%).

Base: All respondents: Māori 2020 (n=1172); 2023 (n=1703); New Zealand: (n=6527)

Significant differences are shown for the 'strongly agree' and 'nett agree' ratings

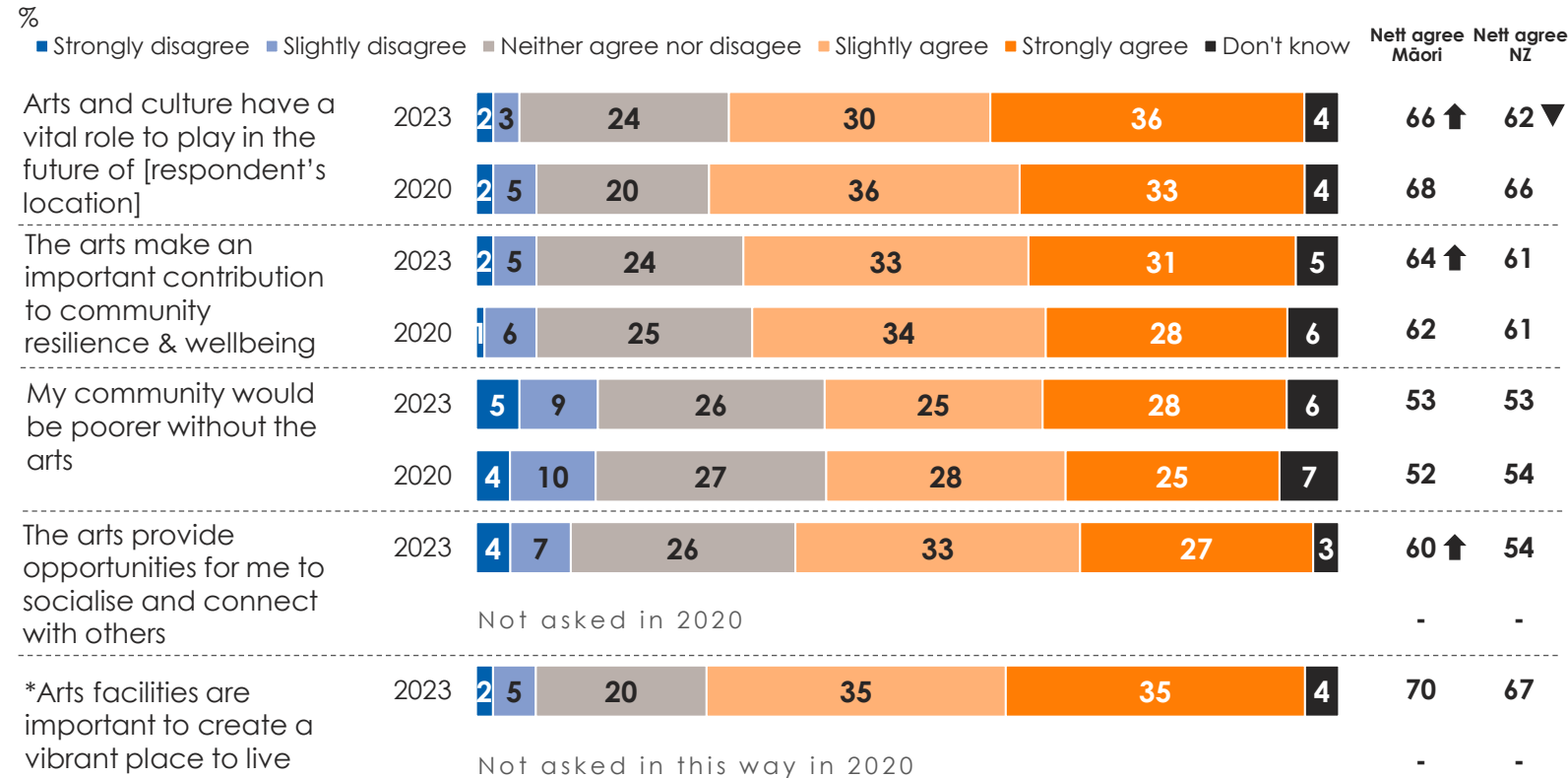
▲▼ = significantly higher / lower than 2020

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

These attitudes speak to the role of the arts in creating communities. The role of the arts in supporting social connections was explored for the first time in 2023.

## How much do you agree or disagree?



## Commentary

Whanaungatanga (meaningful relationships) is a core value in te ao Māori, and is demonstrated in these results that highlight the arts as an important source for community connection.

Māori are more likely than the national average to believe that:

- Arts and culture have a vital role to play in the future of where they live
- The arts make an important contribution to community resilience & wellbeing
- The arts provide opportunities for them to socialise and connect with others.

Base: All respondents: Māori 2020 (n=1172); 2023 (n=1703); New Zealand: (n=6527)

\*Historic data is not shown due to a significant change in wording of the statement.

Significant differences are shown for the 'strongly agree' and 'nett agree' ratings

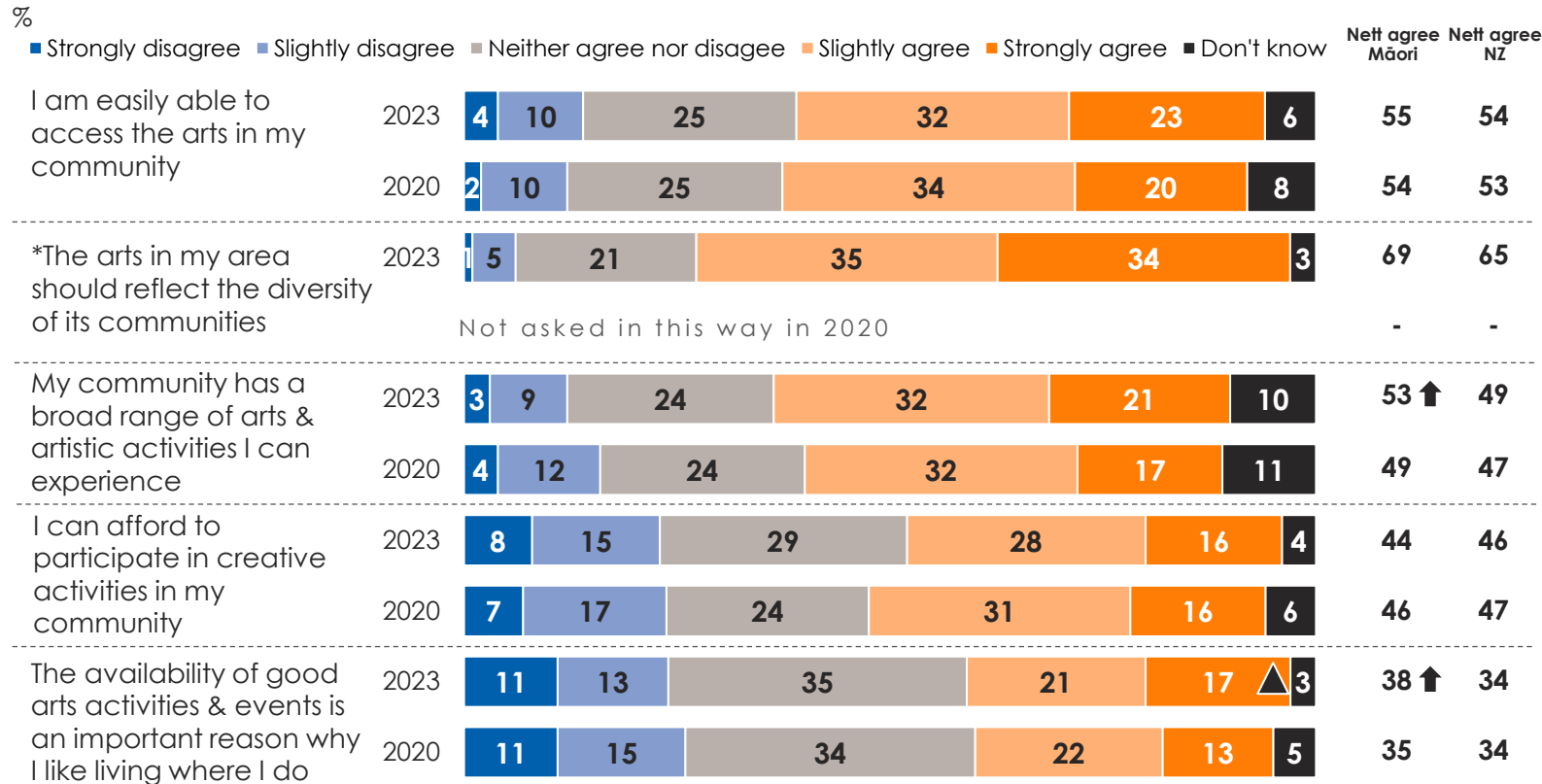
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

# Attitudes towards the arts: Accessibility and inclusiveness

Perceptions about whether the arts are accessible and inclusive

## How much do you agree or disagree?



## Commentary

There is a strong sense among Māori that the arts should reflect the diversity of their communities. This might be because by doing so, we can improve understanding between groups, which can strengthen intergroup relations and thus foster greater kotahitanga (unity).

Just over half of Māori can easily access the arts.

Māori are more likely than the national average to believe that:

- Their community has a broad range of arts & artistic activities they can experience
- The availability of good arts activities & events is an important reason why they like living where they do

Base: All respondents: Māori 2020 (n=1172); 2023 (n=1703); New Zealand: (n=6527)  
 \*Historic data is not shown due to a significant change in wording of the statement.

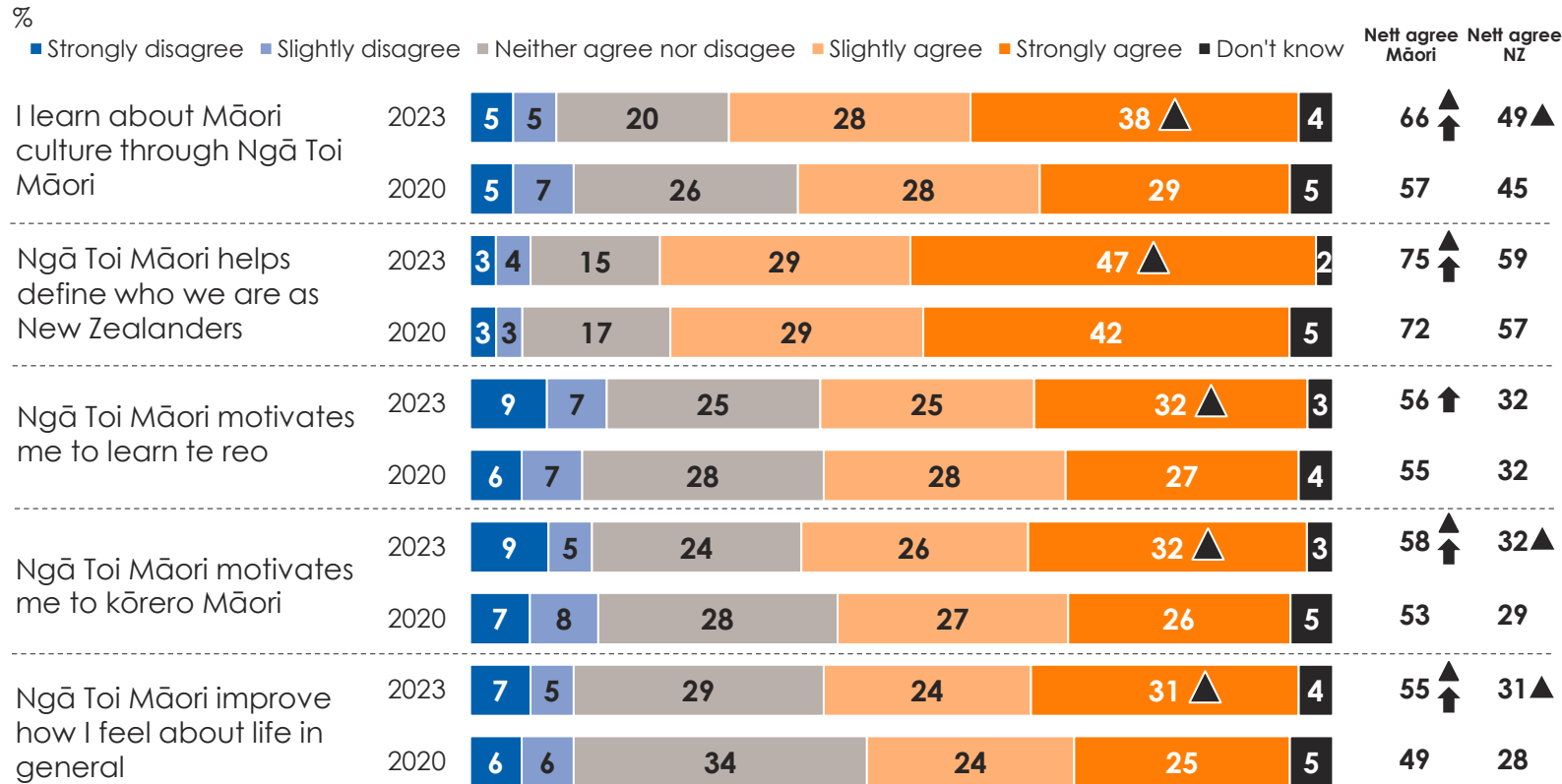
Significant differences are shown for the 'strongly agree' and 'nett agree' ratings

▲▼ = significantly higher / lower than 2020  
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# Attitudes towards Ngā Toi Māori (Māori arts)

Attitudes describing the benefits people personally experience from Ngā Toi Māori

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



## Commentary

Most commonly, Māori feel Ngā Toi Māori helps define who we are as New Zealanders, and that they learn about Māori culture through Ngā Toi Māori. Many also feel Ngā Toi Māori motivates them to korero Māori.

Māori are more likely than the national average to believe each of the five sentiments. This speaks to both the ongoing struggle for the normalisation of Māori culture and language as well as pride in Māori arts and identity.

Unsurprisingly, Ngā Toi Māori positively influences life satisfaction for most Māori.

Four of the five attitudes about Ngā Toi Māori are more prevalent in 2023 compared to 2020. The increase is especially marked for the belief that Ngā Toi Māori provides learning opportunities (up nine points to 66%).

Base: All respondents: Māori 2020 (n=1172); 2023 (n=1703); New Zealand: (n=6527)

Significant differences are shown for the 'strongly agree' and 'nett agree' ratings

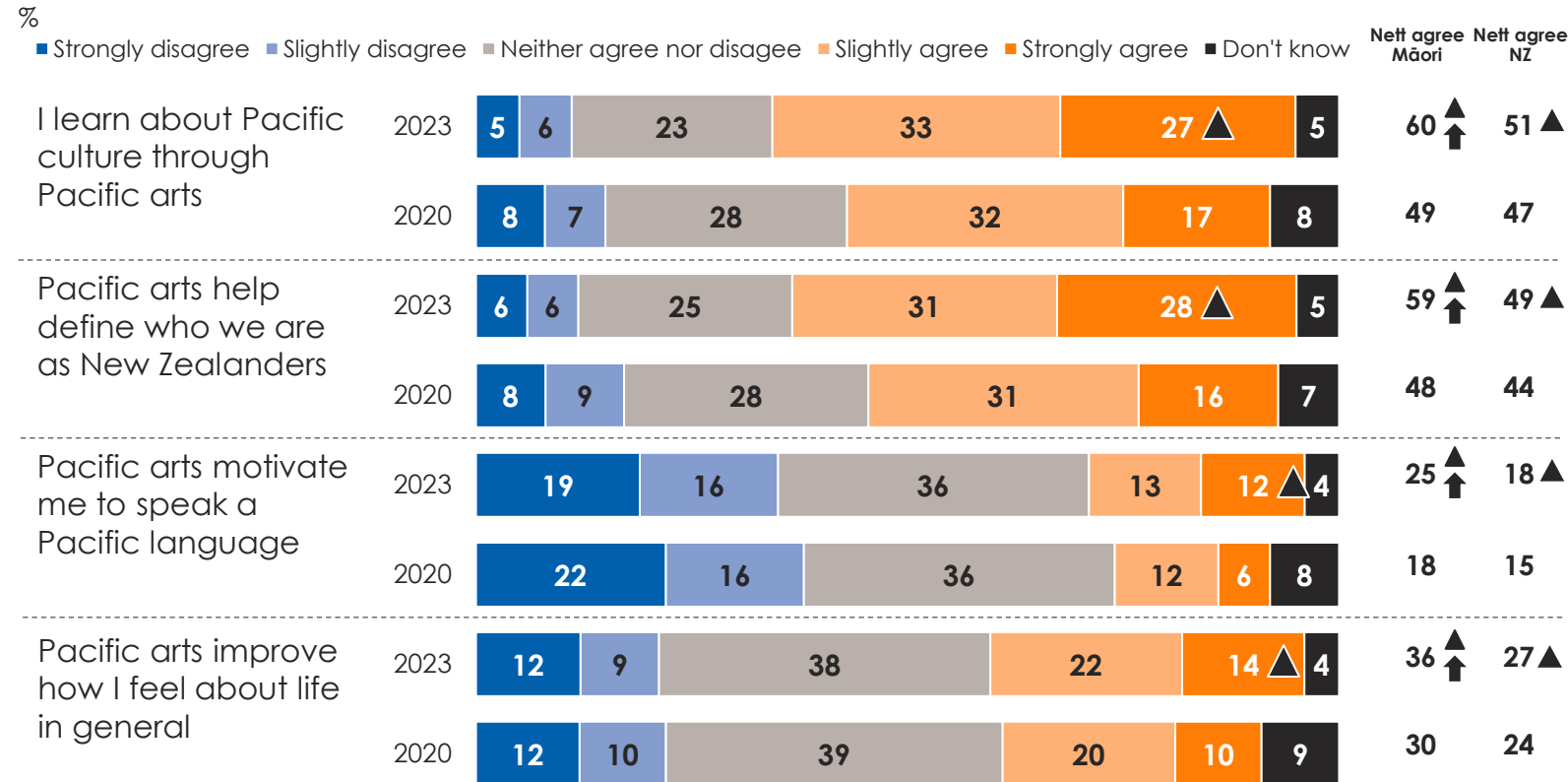
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

# Attitudes towards Pacific arts

Attitudes describing the benefits people personally experience from the Pacific arts

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



## Commentary

Most commonly, Māori feel that Pacific arts teaches them about Pacific culture and helps define who we are as New Zealanders.

Māori are more likely than the national average to believe each of the four sentiments about the Pacific arts.

Likewise, each of the beliefs are more widespread in 2023 than 2020.

Taken together, these findings may represent the ancestral Polynesian links between Māori and Pacific peoples, whereby the Māori support of the Pacific arts may come from the shared understanding of being a minority group in New Zealand and a desire to bolster Pacific arts and identity.

Moreover, Pacific arts might be relatable, positive experiences for Māori.

Base: All respondents: Māori 2020 (n=1172); 2023 (n=1703); New Zealand: (n=6527)

Significant differences are shown for the 'strongly agree' and 'nett agree' ratings

▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders



# Overall engagement, attendance and participation

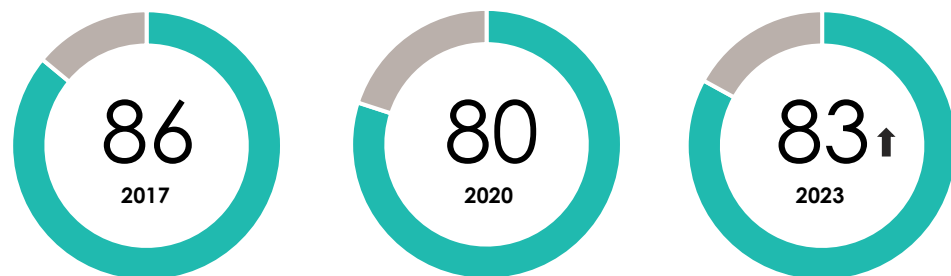
# Overall engagement

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.

Have you [attended or participated in any art forms] in the last 12 months?

%

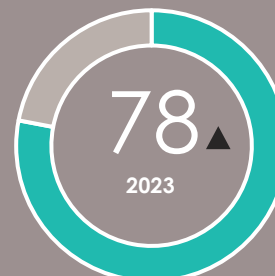
## Māori



These Māori groups are more likely than average (83%) to engage with the arts in 2023:

- Women (89%)

## New Zealand



## Commentary

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

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

83% of Māori have engaged with the arts in the last 12 months. This represents no significant change since 2020 (80%). The level of engagement is higher than the national average (78%).

Wāhine Māori (Māori women) can be seen as the cultural transmitters within whānau or vital intergenerational knowledge transferrers, so it follows that wāhine Māori are more likely to engage in the arts than Māori on average.

Base: All respondents: Māori 2017 (n=717), 2020 (n=1172), 2023 (n=1703); New Zealand: (n=6527).

<sup>▲</sup> = significantly higher / lower than 2017  
<sup>▲</sup> = significantly higher / lower than 2020  
<sup>↑</sup> = significantly higher / lower than all New Zealanders

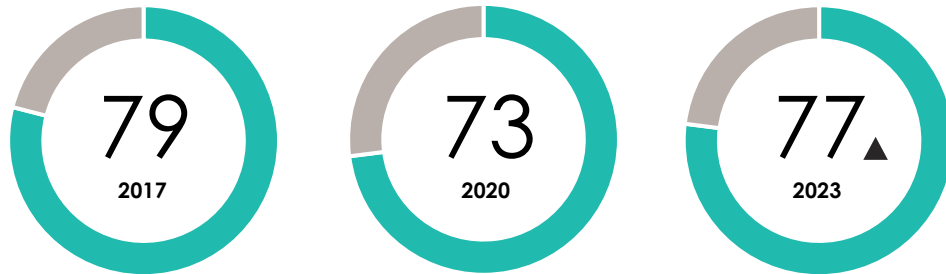
# Overall attendance

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.

Have you [attended any art forms] in the last 12 months?

%

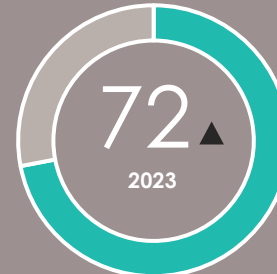
## Māori



These Māori groups are more likely than average (77%) to attend the arts in 2023:

- Women (83%)
- High income households (\$120K+, 82%)

## New Zealand



## Commentary

77% of Māori have attended at least one arts event or location in the last 12 months.

Māori attendance has increased since 2020, and is higher than the national average (72%).

Wāhine Māori and those from high income households are driving the increase in arts attendance.

Base: All respondents: Māori 2017 (n=717), 2020 (n=1172), 2023 (n=1703); New Zealand: (n=6527).

▲▽ = significantly higher / lower than 2017  
▲▼ = significantly higher / lower than 2020  
↑↓ = significantly higher / lower than all New Zealanders

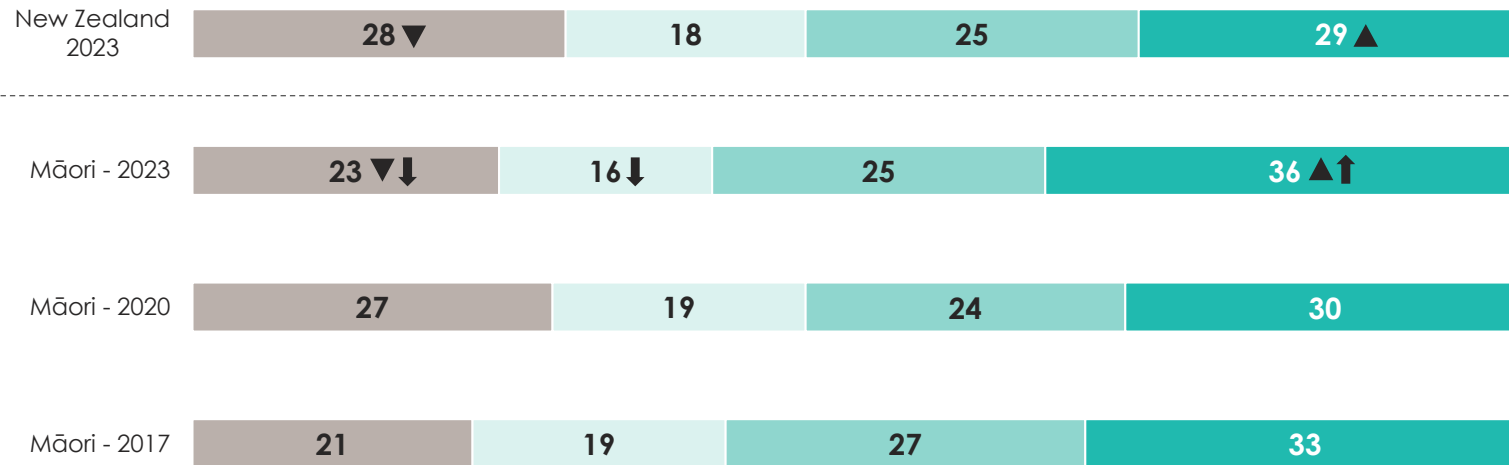
# Frequency of attendance

Frequency of attendance shows the **number of times** people 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.

## On average, how often have you [attended any art form] in the last 12 months?

%

■ Did not attend ■ Low (1-3 events) ■ Medium (4-10 events) ■ High (11+ events)



## Commentary

We have identified four groups defined by the frequency with which they attended any art form over the last 12 months:

- Did not attend any art form at all
- Attended one to three times (low)
- Attended four to 10 times (medium)
- Attended 11 or more times (high).

61% of Māori have attended any art form four or more times in a year.

Frequency of attending has increased; the proportion of Māori attending 11 or more times a year is higher than 2020. It is also higher than the national average (29%).

Base: All respondents: Māori 2017 (n=717), 2020 (n=1172), 2023 (n=1703); New Zealand: (n=6527).

▲▼ = significantly higher / lower than 2017  
 ▲▼ = significantly higher / lower than 2020  
 ↑↓ = significantly higher / lower than all New Zealanders

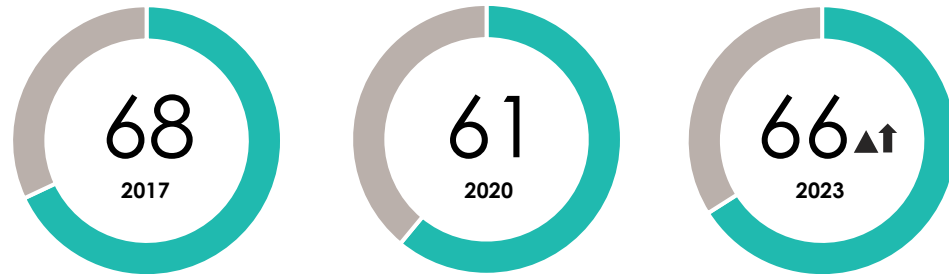
# Overall participation

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.

Have you [participated in any art forms] in the last 12 months?

%

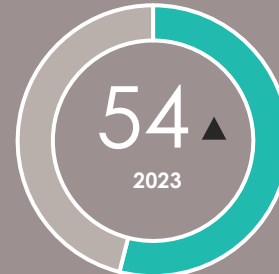
## Māori



These Māori groups are more likely than average (66%) to participate in the arts:

- Women (73%)
- Younger people (15-29 years, 72%)

## New Zealand



## Commentary

66% of Māori have participated in at least one art form in the last 12 months.

Participation has increased since 2020 (up five points) and is higher than the national average (54%).

Wāhine Māori and younger people are driving the increase in arts attendance.

Base: All respondents: Māori 2017 (n=717), 2020 (n=1172), 2023 (n=1703); New Zealand: (n=6527).

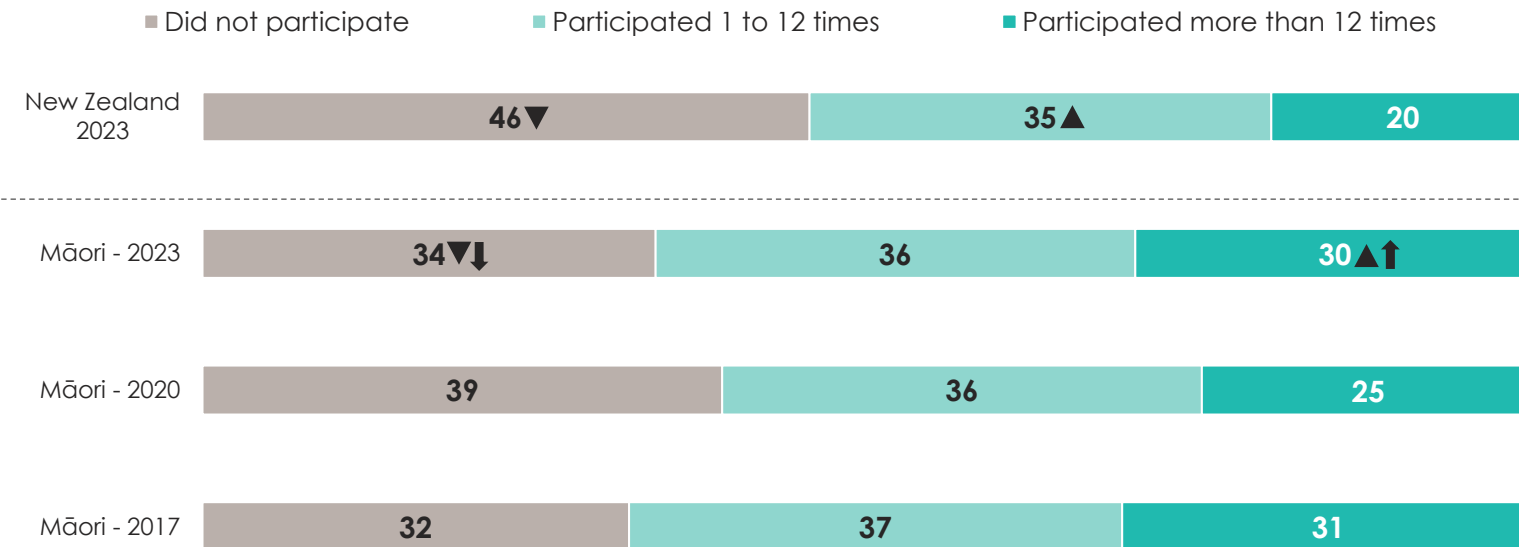
▲▽ = significantly higher / lower than 2017  
▲▼ = significantly higher / lower than 2020  
↑↓ = significantly higher / lower than all New Zealanders

# Frequency of participation

Frequency of participation shows the number of times people 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.

**On average, how often have you [participated in any art form] in the last 12 months?**

%



## Commentary

We have identified three groups based on the frequency with which they participated in any art form over the last 12 months:

- Did not participate in any art form at all
- Participated one to 12 times
- Participated more than 12 times.

30% of Māori participate in the arts on a more regular basis (more than 12 times a year).

The proportion of Māori participating more than 12 times a year has increased since 2020, and is higher than the national average (20%).

Base: All respondents: Māori 2017 (n=717), 2020 (n=1172), 2023 (n=1703); New Zealand: (n=6527).

▲▼ = significantly higher / lower than 2017  
 ▲▼ = significantly higher / lower than 2020  
 ↑↓ = significantly higher / lower than all New Zealanders

# Attendance by artform

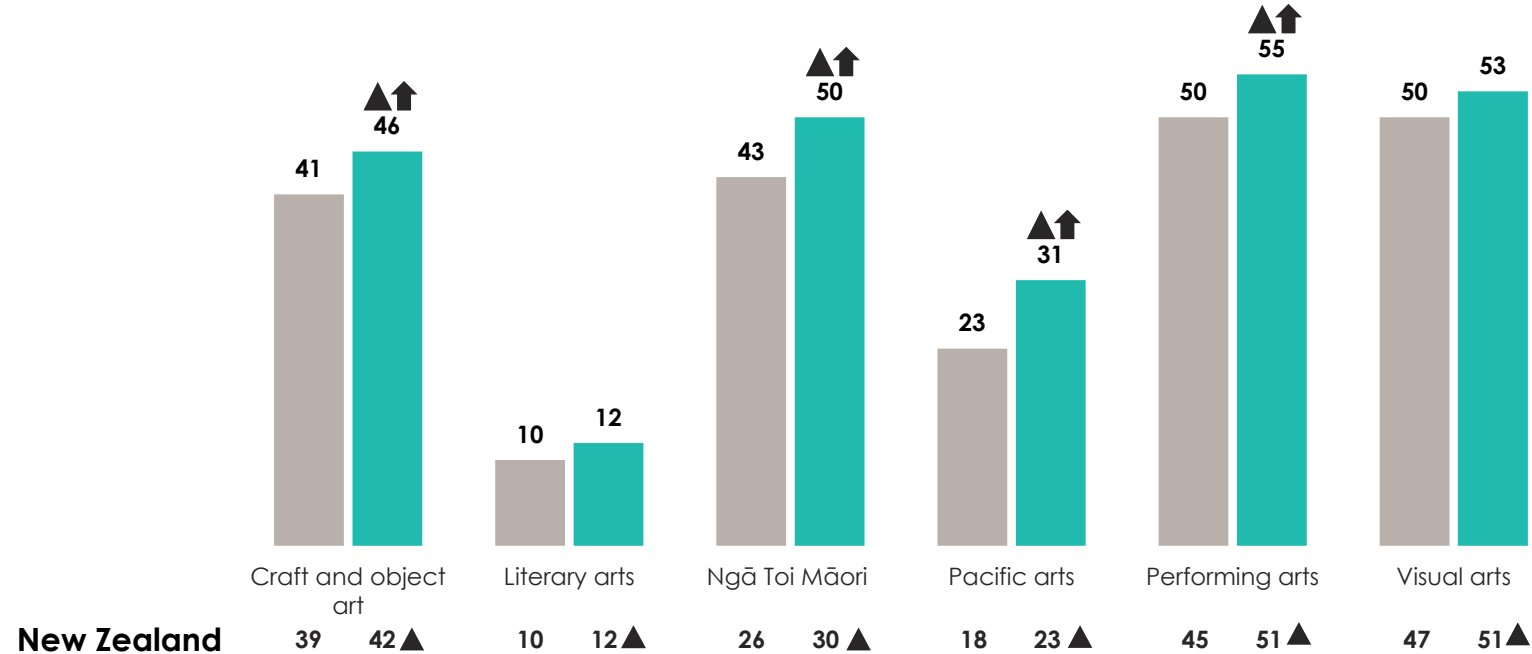
# Attendance by art form

The proportions of Māori who have attended each art form at least once in the last 12 months.

## Proportion who have attended the art form in the last 12 months

%

■ Māori - 2020 ■ Māori - 2023



## Commentary

The most popular art forms for attendance are performing arts, visual arts and Ngā Toi Māori.

Māori attendance of four art forms has increased since 2020:

- Performing arts
- Ngā Toi Māori
- Craft and object art
- Pacific arts.

Māori attendance of each of these four art forms is also higher than the national averages.

Further analysis of each art form is presented on the following pages.

Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703); New Zealand: (n=6527).

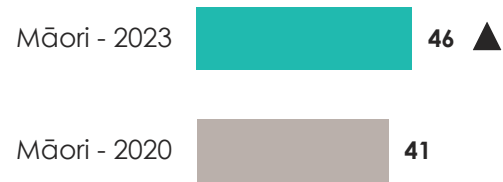


# Craft and object art attendance

The overall level of craft and object art attendance, as well as the channel used and frequency of attendance (among attendees)

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

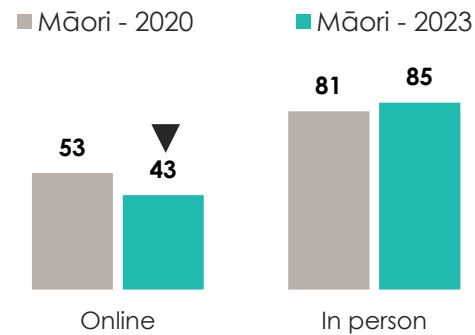
%



Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703).

**Did you do this online or in person?**

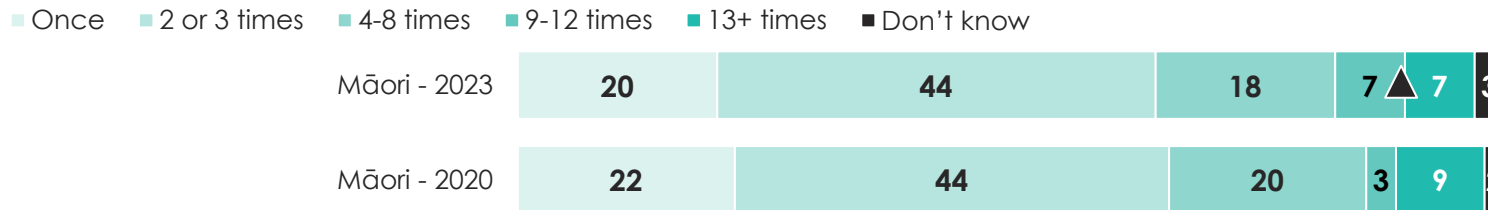
%



Base: All who attended craft and/or object art: Māori 2020 (n=524), 2023 (n=842).

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

%



Base: All who attended craft and/or object art: Māori 2020 (n=524), 2023 (n=842).

## Commentary

Overall, 46% of Māori have attended craft and object art in the last 12 months.

This is higher than 2020.

Attendees are more likely to attend craft and object art in person than online.

Most Māori who attended craft and object art in the last 12 months did so one to three times (64%).

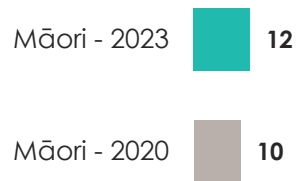
▲▼ = significantly higher / lower than 2020

# Literary arts attendance

The overall level of literary arts attendance, as well as the channel used and frequency of attendance (among attendees)

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

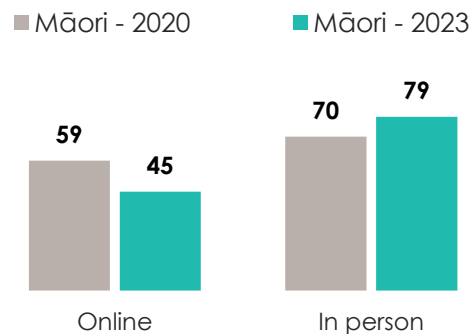
%



Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703).

## Did you do this online or in person?

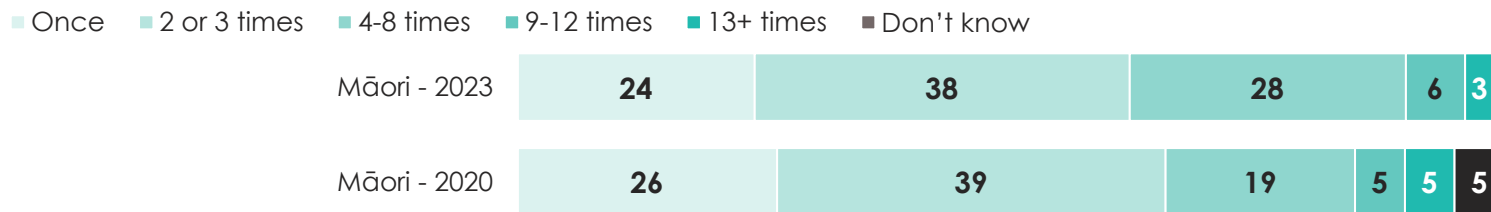
%



Base: All who attended literary arts: Māori 2020 (n=116), 2023 (n=211).

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

%



Base: All who attended literary arts: Māori 2020 (n=116), 2023 (n=211).

## Commentary

Overall, 12% of Māori have attended literary arts in the last 12 months.

This is comparable with 2020.

Attendees are more likely to attend literary arts in person than online.

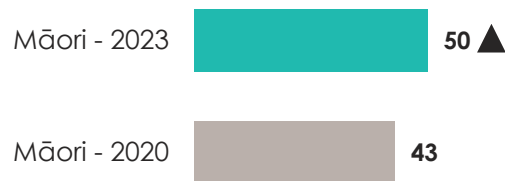
Most Māori who attended literary arts did so one to three times (62%).

# Ngā Toi Māori (Māori arts) attendance

The overall level of ngā Toi Māori attendance, as well as the channel used and frequency of attendance (among attendees)

**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?**

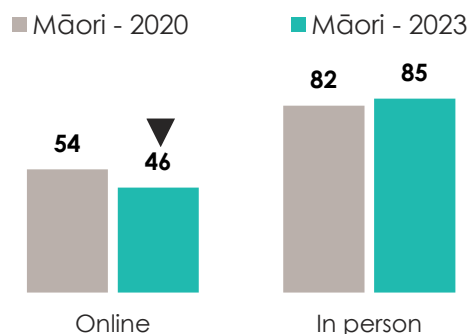
%



Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703).

**Did you do this online or in person?**

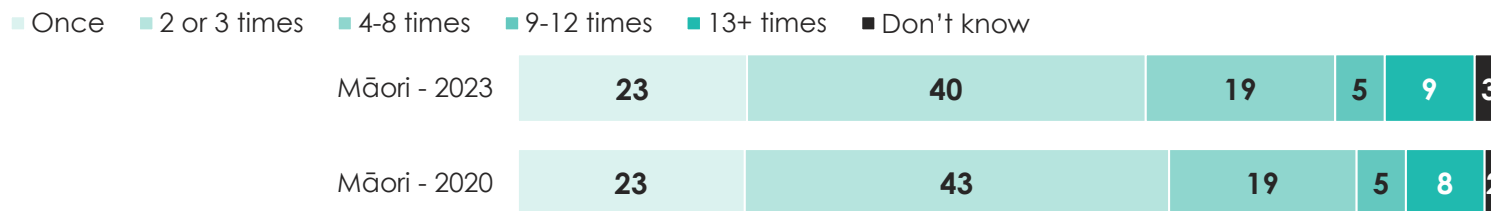
%



Base: All who attended Māori arts: Māori 2020 (n=534), 2023 (n=886).

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

%



Base: All who attended Māori arts: Māori 2020 (n=534), 2023 (n=886).

## Commentary

Overall, 50% of Māori have attended Ngā Toi Māori in the last 12 months.

This is higher than 2020.

Attendees are more likely to attend Ngā Toi Māori in person than online.

Most Māori who attended Ngā Toi Māori in the last 12 months did so one to three times (63%).

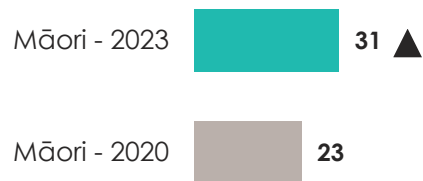
▲▼ = significantly higher / lower than 2020

# Pacific arts attendance

The overall level of Pacific arts attendance, as well as the channel used and frequency of attendance (among attendees)

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

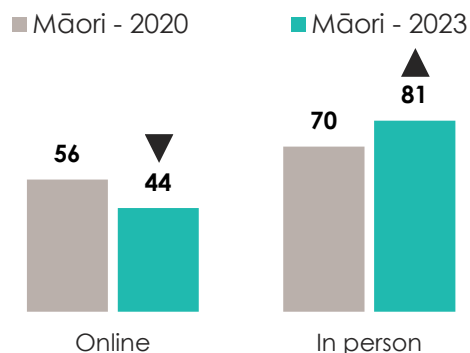
%



Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703).

**Did you do this online or in person?**

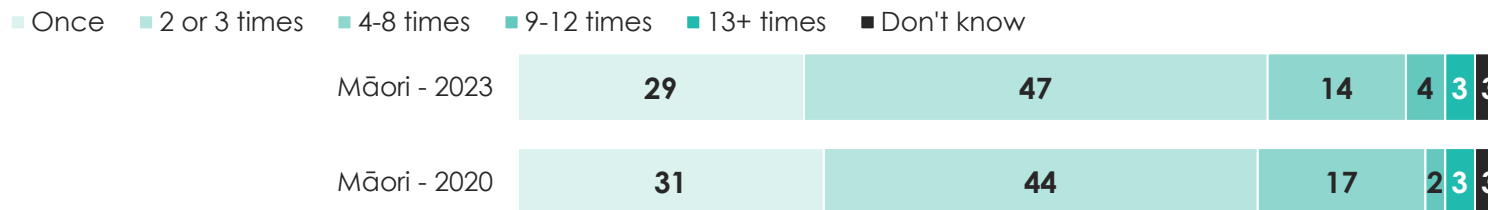
%



Base: All who attended Pacific arts: Māori 2020 (n=285), 2023 (n=559).

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

%



Base: All who attended Pacific arts: Māori 2020 (n=285), 2023 (n=559).

## Commentary

Overall, 31% of Māori have attended Pacific arts events in the last 12 months.

This is higher than 2020.

Attendees are more likely to attend Pacific arts events in person than online.

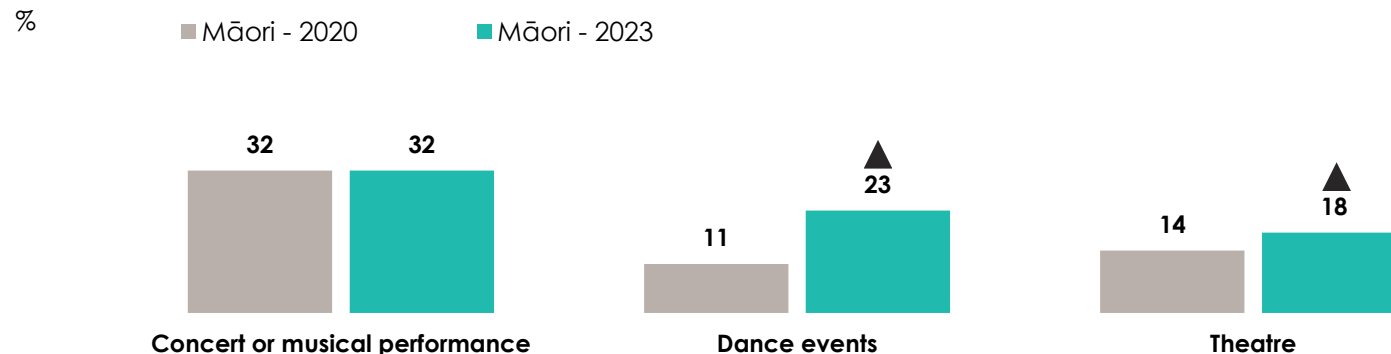
Most Māori who attended Pacific arts events in the last 12 months did so one to three times (76%).

▲▼ = significantly higher / lower than 2020

# Performing arts attendance

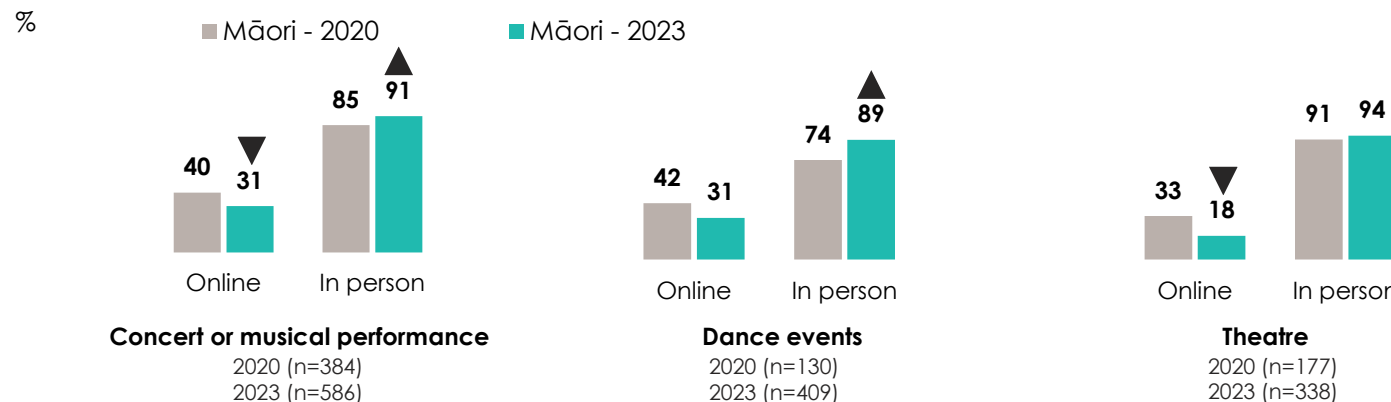
The overall level of performing arts attendance, as well as the channels attendees use

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



Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703).

## Did you do this online or in person?



## Commentary

Overall, 55% of Māori have attended the performing arts in the last 12 months.

In the last 12 months, 32% of Māori have attended a concert or musical performance, 23% attended a dance event and 18% attended theatre.

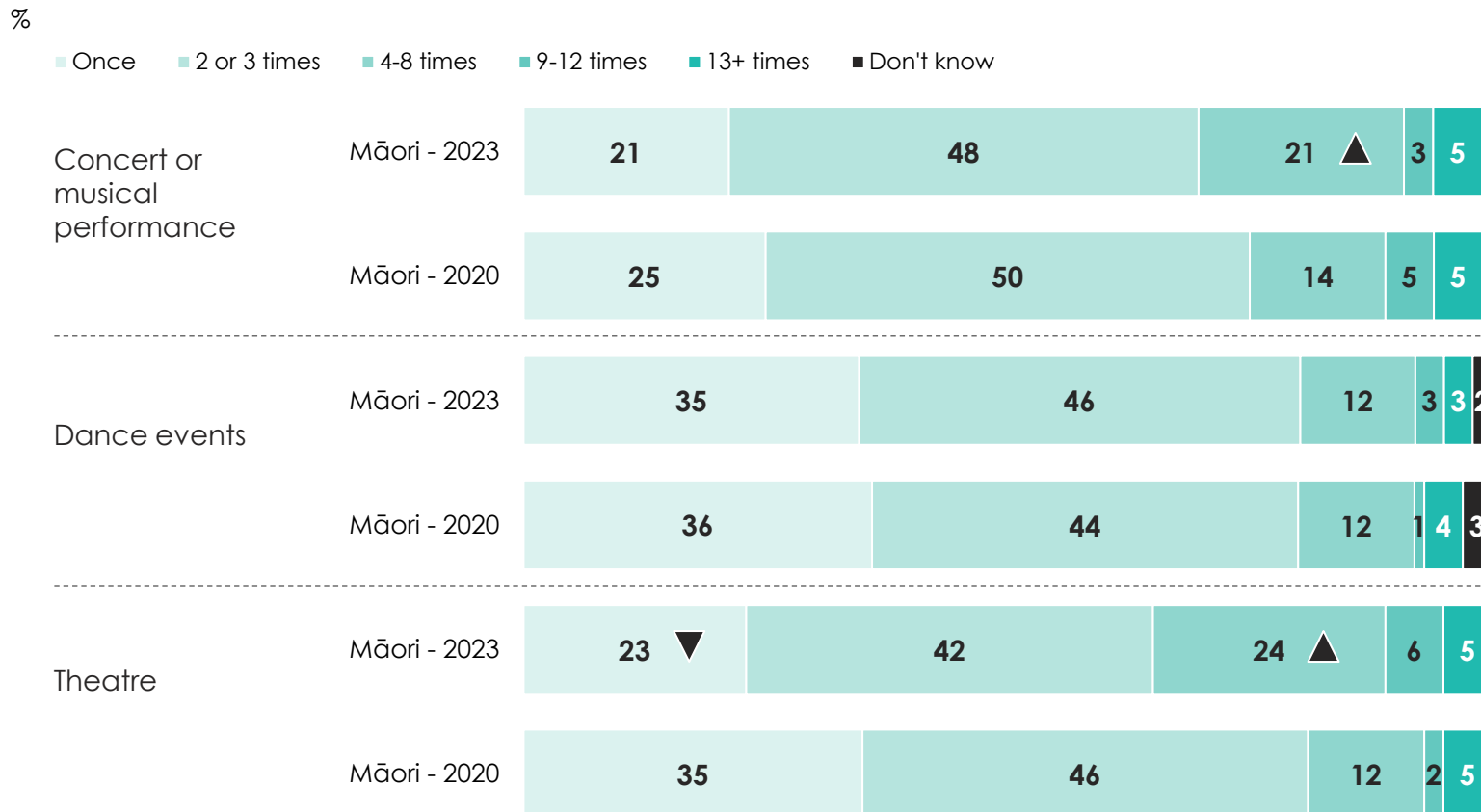
Attendance at dance events and theatre has increased since 2020.

Māori typically attend the performing arts in person, but between 18% and 31% of attendees attend each art form online.

# Performing arts attendance

The frequency of attending performing arts (among attendees)

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



## Commentary

Most Māori who attended the performing arts in the last 12 months did so one to three times.

Concerts or musical performances are attended a little more frequently than in 2020.

Frequency of attending dance events is similar to 2020.

Theatre performances are attended more frequently than in 2020.

Base: All Māori respondents who have attended each art form: n=384, n=586, n=130, n=409, n=177, n=338 respectively.

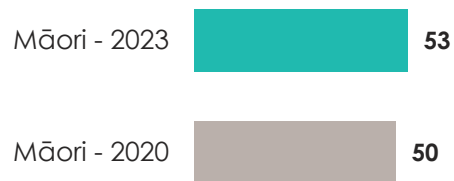
▲▼ = significantly higher / lower than 2020

# Visual arts attendance

The overall level of visual arts attendance, as well as the channel used and frequency of attendance (among attendees)

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

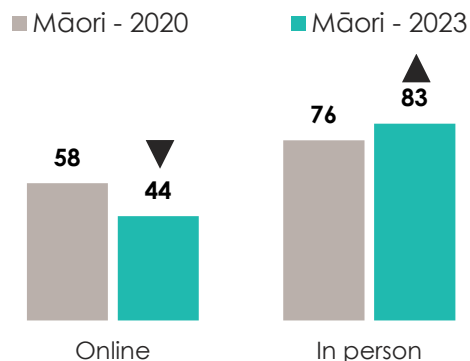
%



Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703).

**Did you do this online or in person?**

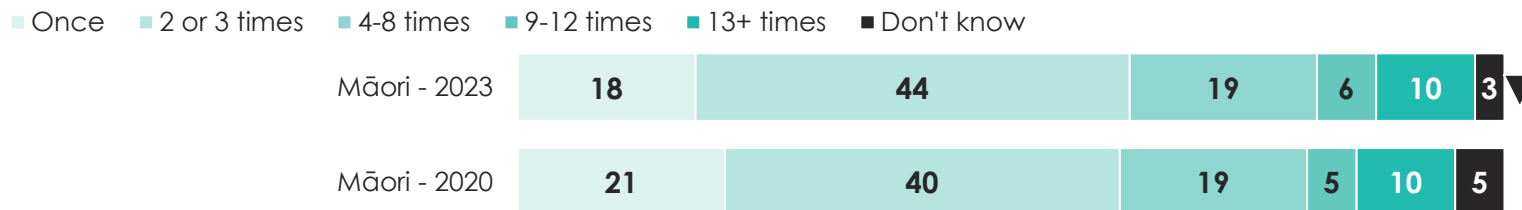
%



Base: All who attended visual arts: Māori 2020 (n=605), 2023 (n=945).

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

%



Base: All who attended visual arts: Māori 2020 (n=605), 2023 (n=945).

## Commentary

53% of Māori attended the visual arts in the last 12 months.

This is comparable with 2020.

83% of attendees did so in person and 44% attended online.

In terms of frequency 16% are enthusiasts of the visual arts, attending nine or more times in the 12-month period.

This is comparable with 2020.

▲▼ = significantly higher / lower than 2020

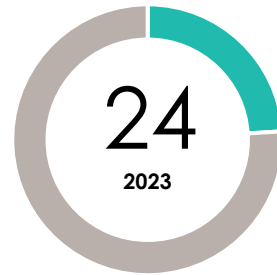
# Visual arts attendance: impact of film festivals

A breakdown of visual arts attendance by assessing the contribution that film festivals have in attracting Māori to the visual arts (versus other visual arts)

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

%

**Māori**

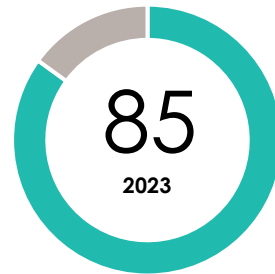
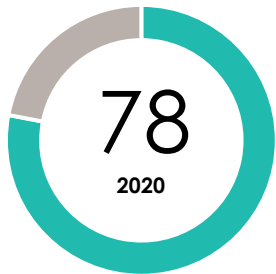


Base: All who attended visual arts: Māori 2020 (n=605), 2023 (n=945).

**And have you visited visual arts other than film festivals in the last 12 months?**

%

**Māori**



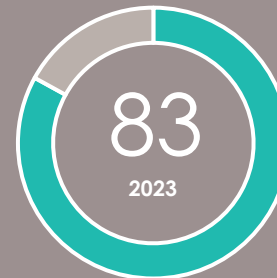
Base: All who attended film festivals: Māori 2020 (n=119), 2023 (n=216).

**New Zealand**



Base: All who attended visual arts: New Zealand (n=3386)

**New Zealand**



Base: All who attended film festivals: New Zealand (n=757)

## Commentary

24% of Māori who have attended the visual arts, have attended a film festival in the last 12 months.

This is comparable with 2020, and in line with the 2023 national average (22%).

85% of those who have attended a film festival in the last 12 months have also attended other visual art forms.

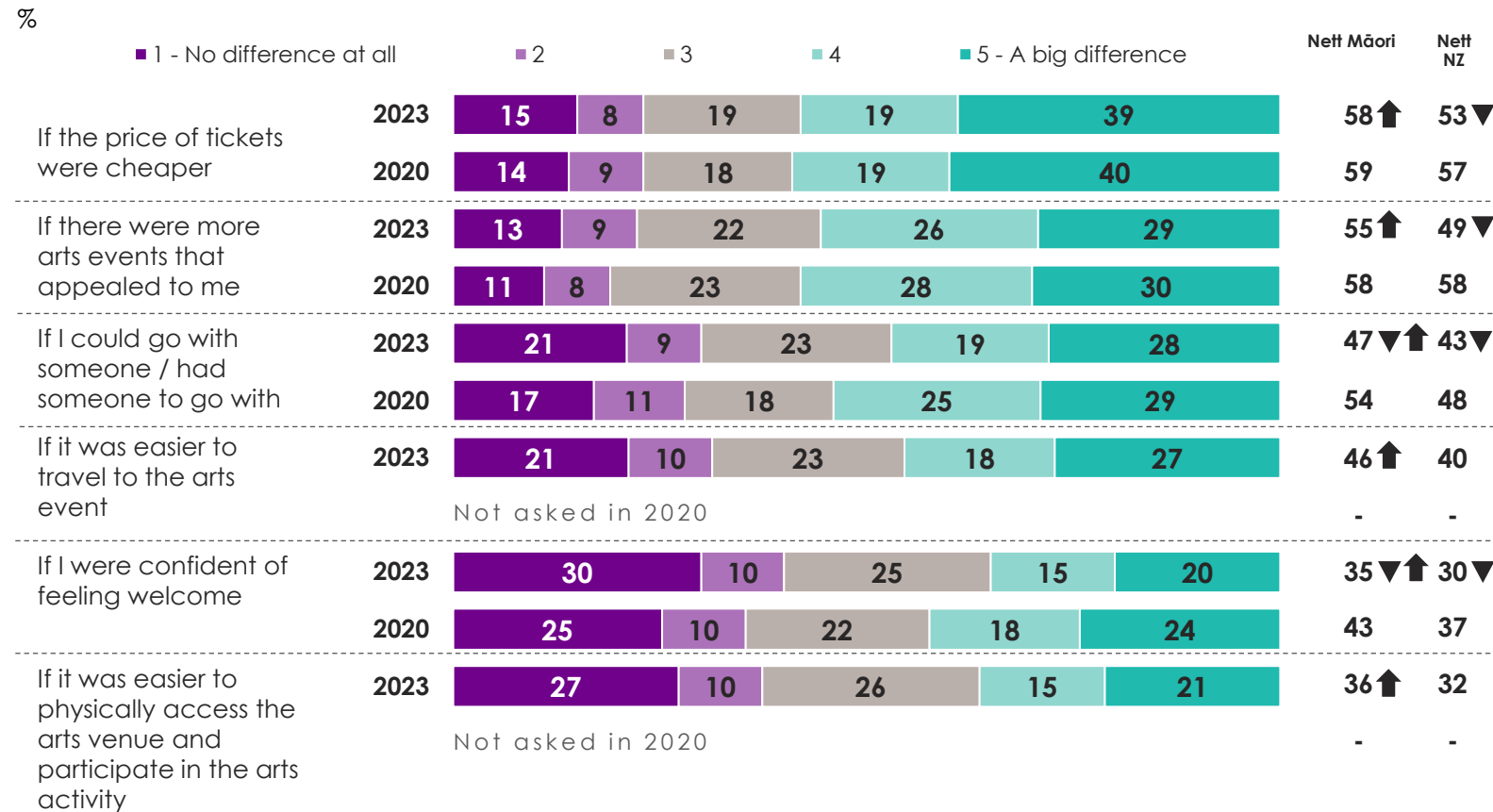
This is comparable with 2020, and in line with the 2023 national average (83%).



# Encouraging greater attendance in the arts

Factors that may encourage Māori to attend the arts more frequently are explored here. Two new factors were added in 2023 covering travel and physical accessibility.

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



## Commentary

We asked respondents what factors might encourage them to attend more often.

The top factors are:

- Cheaper tickets
- More appealing arts events
- Having someone to go with
- Easier travel.

Two factors are less influential than in 2020:

- Having someone to go with
- Feeling confident that they would be welcome.

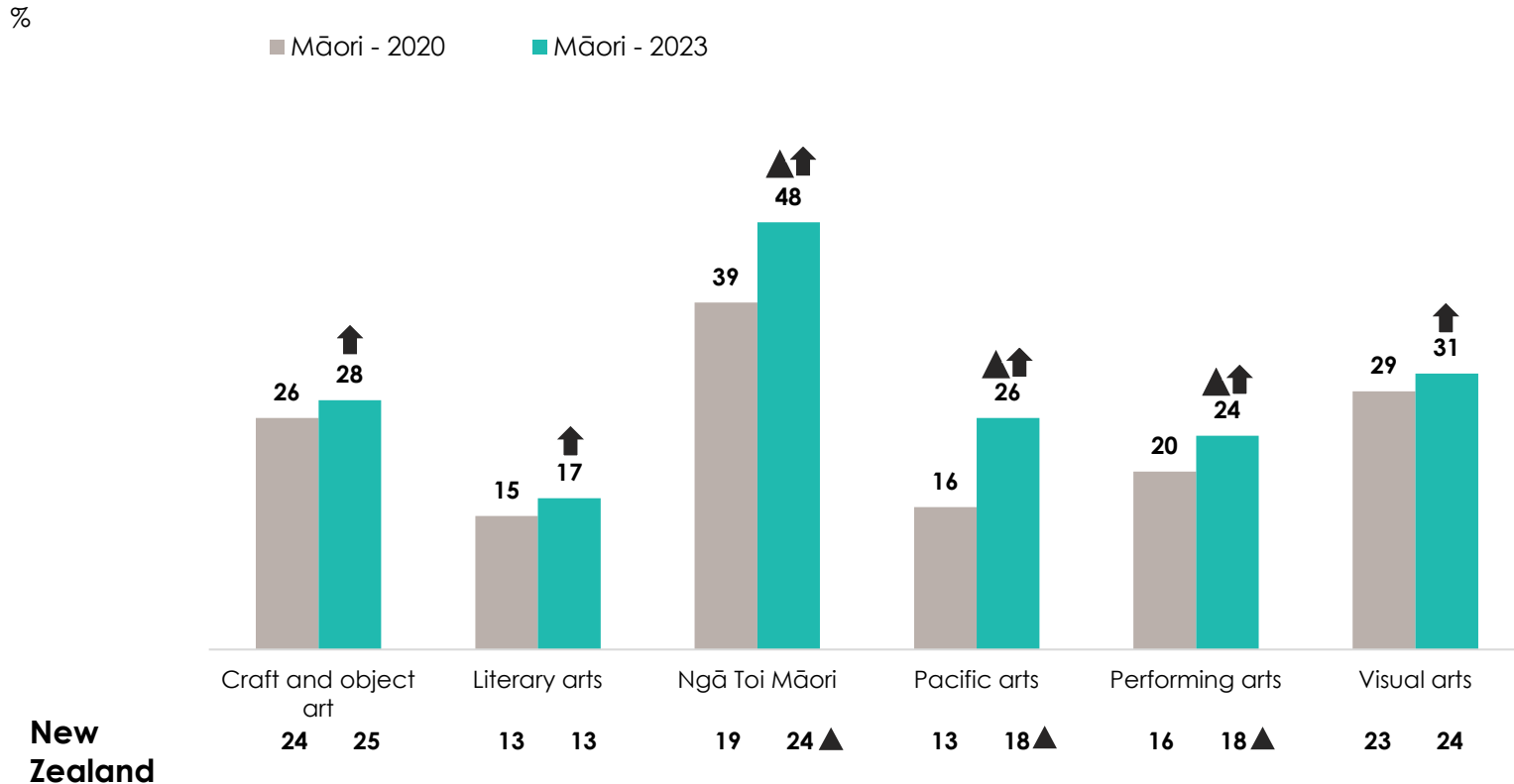
Base: All respondents who are interested in the arts but do not go much: Māori 2020 (n=838), 2023 (n=1223); New Zealand: (n=4587).

# Participation by artform

# Participation by art form

The proportions of Māori who have participated in each art form at least once in the last 12 months

Proportion who have participated in the art form in the last 12 months.



## Commentary

The most popular art forms for Māori participation are Ngā Toi Māori.

Māori are more likely than the national average to participate in each of the art forms.

Since 2020, Māori participation in these art forms has increased:

- Ngā Toi Māori
- Pacific arts
- Performing arts.

Further analysis of each art form is presented on the following slides.

Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703); New Zealand: (n=6527).

# Craft and object art participation

The level and frequency of craft and object art participation

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

%

### Māori

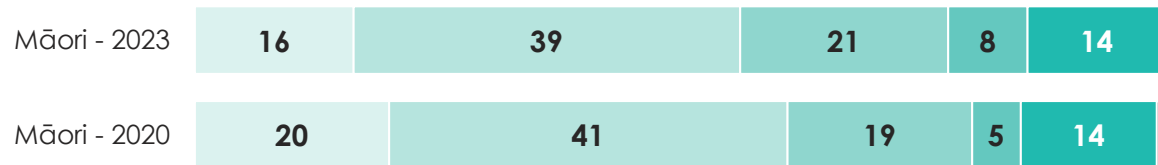


Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703).

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

%

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



Base: All who participated in craft and object art: Māori 2020 (n=339), 2023 (n=519).

## Commentary

28% of Māori participated in craft and object art in the last 12 months.

This is comparable with 2020.

22% of participants in craft and object art participate regularly (at least nine times in the last 12 months).

This is comparable with 2020.

# Literary arts participation

The level and frequency of literary arts participation

**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?**

%

## Māori



Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703).

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

%

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



Base: All who participated in literary arts: Māori 2020 (n=174), 2023 (n=274).

## Commentary

17% of Māori participated in literary arts in the last 12 months.

This is comparable with 2020.

22% of participants in literary arts participate regularly (at least nine times in the last 12 months).

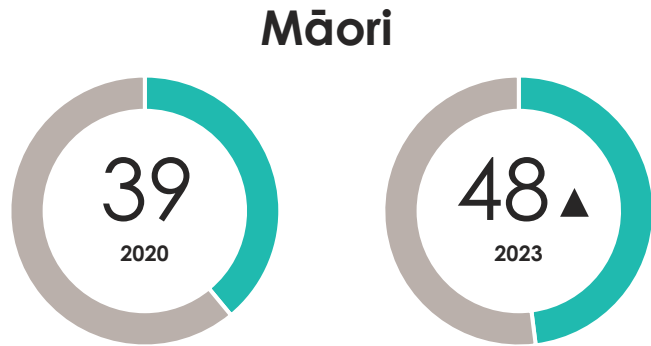
This is comparable with 2020.

# Ngā Toi Māori participation

The overall level and frequency of participation in Ngā Toi Māori (Māori arts), as well as participants' involvement in specific Ngā Toi Māori activities

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

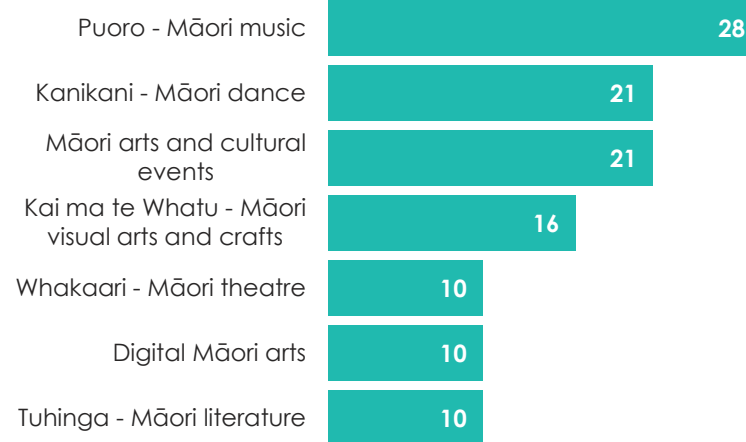
%



Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703).

## Choose all the activities you have done.

%

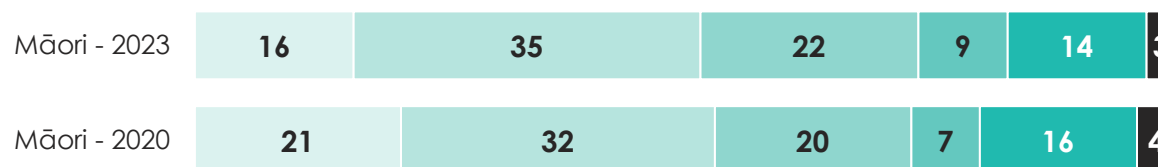


Base: All respondents: Māori 2023 (n=1703).

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

%

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



Base: All who participated in Māori arts: Māori 2020 (n=462), 2023 (n=805).

## Commentary

48% of Māori participated in Ngā Toi Māori in the last 12 months.

This is higher than 2020.

The most popular Ngā Toi Māori activity is puoro (music), followed by kanikani (dance) and Māori arts and cultural events.

23% of participants in Ngā Toi Māori participate regularly (at least nine times in the last 12 months).

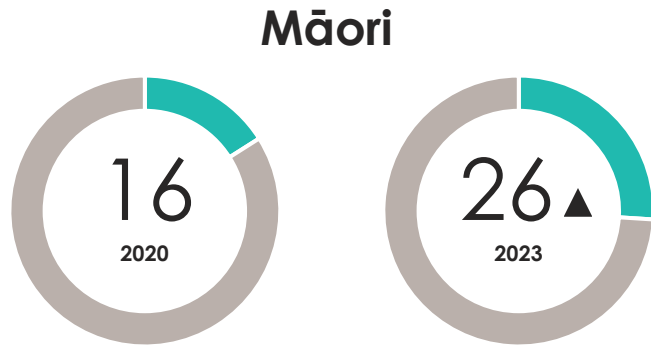
This is comparable with 2020.

# Pacific arts participation

The overall level and frequency of participation in Pacific arts, as well as participants' involvement in specific Pacific arts activities

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

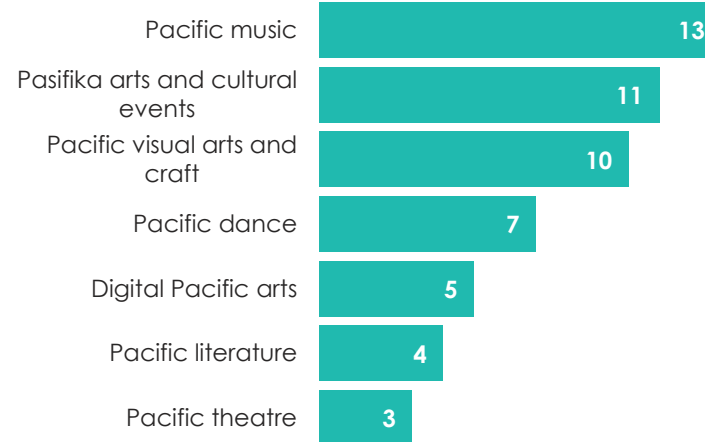
%



Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703).

**Choose all the activities you have done.**

%

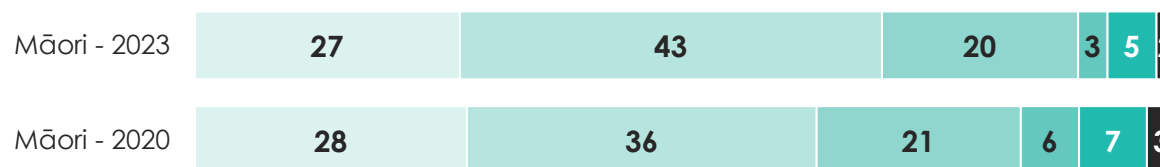


Base: All respondents: Māori 2023 (n=1703).

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

%

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



Base: All who participated in Pacific arts: Māori 2020 (n=195), 2023 (n=428).

## Commentary

26% of Māori participated in Pacific arts in the last 12 months.

This is higher than 2020.

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

8% of participants in Pacific arts participate regularly (at least nine times in the last 12 months).

This is comparable with 2020.

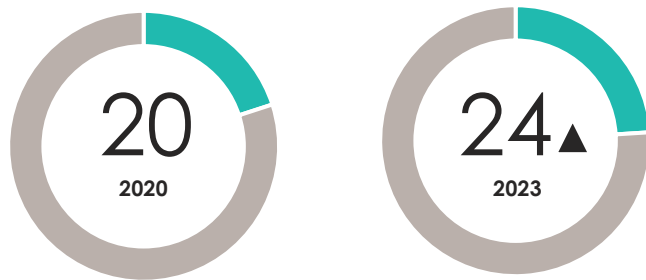
# Performing arts participation

The level and frequency of performing arts participation

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

%

### Māori

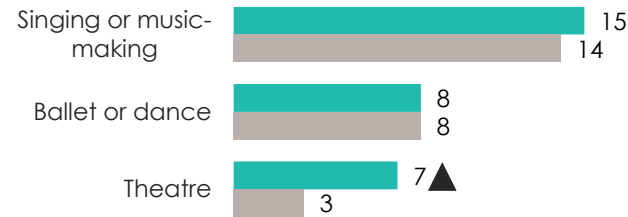


Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703).

## Which of these were you actively involved in?

%

■ Māori - 2023 ■ Māori - 2020

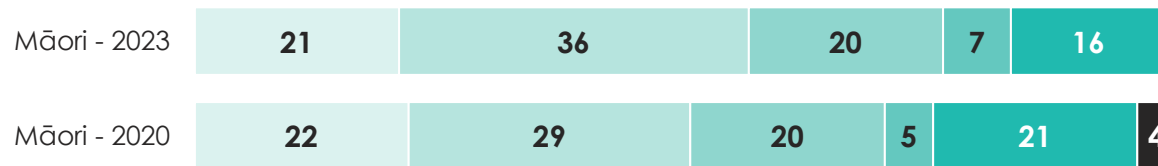


Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703).

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

%

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



Base: All who participated in performing arts: Māori 2020 (n=233), 2023 (n=392).

## Commentary

24% of Māori participated in performing arts in the last 12 months.

This is higher than 2020.

Singing or music making remains the most popular type of performing arts for Māori to take part in.

23% of participants in the performing arts participate regularly (at least nine times in the last 12 months).

This is not significantly different from 2020.



# Visual arts participation

The level and frequency of visual arts participation

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

%

Māori



Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703).

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

%

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



Base: All who participated in visual arts: Māori 2020 (n=350), 2023 (n=507).

## Commentary

31% of Māori participated in the visual arts in the last 12 months.

This is comparable with 2020.

29% of participants in the visual arts participate regularly (at least nine times in the last 12 months).

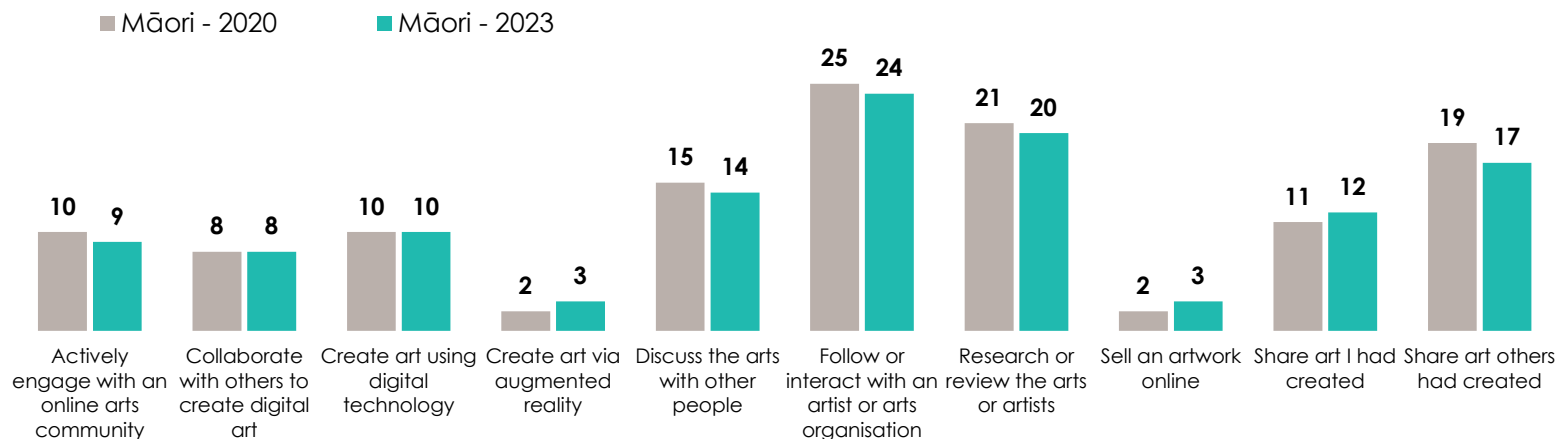
This is comparable with 2020.

# Use of digital technology for arts activities

## Māori use of digital technology to engage with arts activities and frequency of digital art consumption

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

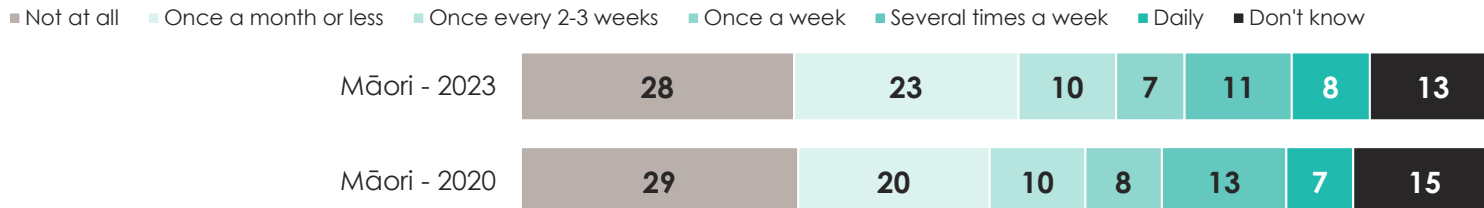
%



Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703).

**Thinking back, how often did you look at or listen to the arts online?**

%



Base: All respondents: Māori 2020 (n=1172), 2023 (n=1703).

### Commentary

48% of Māori have used digital technology for arts activities in 2023.

The most popular activities are:

- Following or interacting with an artist or arts organisation
- Researching or reviewing the arts or artists
- Sharing art others had created

The frequency of looking or listening to the arts online has stayed the same over time.

▲▼ = significantly higher / lower than 2020

For further information please contact

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