

# New Zealanders and the Arts Ko Aotearoa me ōna Toi

Survey findings for Asian New Zealanders

2023

**verian**   
Formerly Kantar Public

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



Photo credit: **White\_mess OTHER** [chinese], Photography by Diego Astarita.

# 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 of Asian New Zealanders. 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

## 902 ONLINE INTERVIEWS

...with Asian New Zealanders 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.

## FIELDWORK DATES

30 October – 20 December 2023

### Sampling

Online panels were used to achieve a representative sample of Asian New Zealanders. Quotas (i.e. interviewing targets) were set by age within gender.

At the analysis stage, weighting was applied to ensure the final age by gender profile is representative of the population of Asian New Zealanders aged 15+.

At an all New Zealand level, quotas on region were also set.

In 2023, Disabled People's Organisations shared the survey with Deaf and disabled people in their networks to increase the number of Deaf and disabled 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 902, the margin of error is up to +/-3.3 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>2</sup>

▲▼ = significantly higher / lower than 2020

- Whether any differences between the 2023 survey findings for Asian New Zealanders 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: Asian New Zealanders and the arts

Method: Online survey of 6,527 New Zealanders aged 15+ including 902 Asian New Zealanders.

Fieldwork: 30 October - 20 December 2023

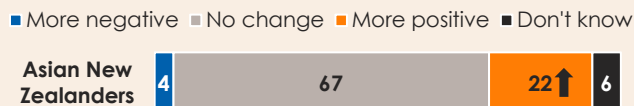
Maximum margin of error for Asian New Zealanders: +/- 3.3%

## Asian New Zealanders' relationship with the arts

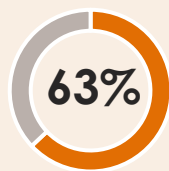
Asian New Zealanders are strong advocates of the arts. They believe the arts play a key role in creating a better society. More than one in five say they are more positive about the arts than a year ago.

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

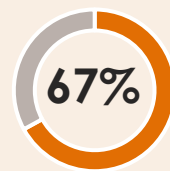
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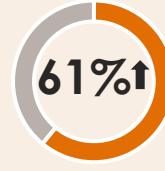
The arts play a critical role in building and connecting Asian communities in Aotearoa, promoting and encouraging cultural diversity, enhancing personal wellbeing, and raising issues facing our society. Asian New Zealanders' agreement with many of these sentiments has increased since 2020. The value Asian New Zealanders place on the arts is reflected in majority support for public funding.



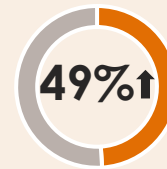
...agree the arts improve New Zealand society



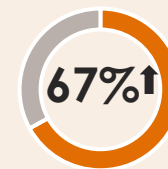
...agree the arts in their area should reflect the diversity of their communities



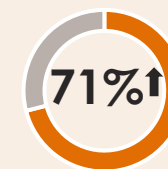
...agree the arts provide opportunities for them to socialise and connect with others



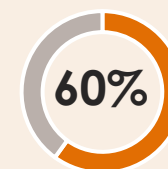
...say the arts are important to their personal wellbeing



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

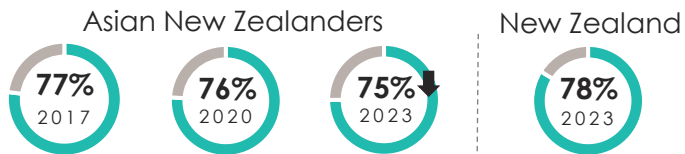


...agree the arts can play a role in raising issues facing our society



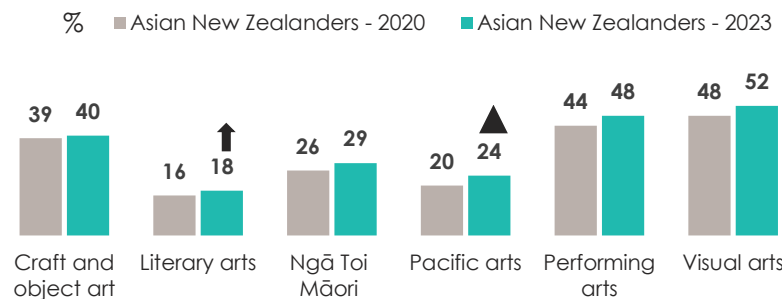
...agree the arts should receive public funding

## Engagement with the arts in the Asian New Zealanders



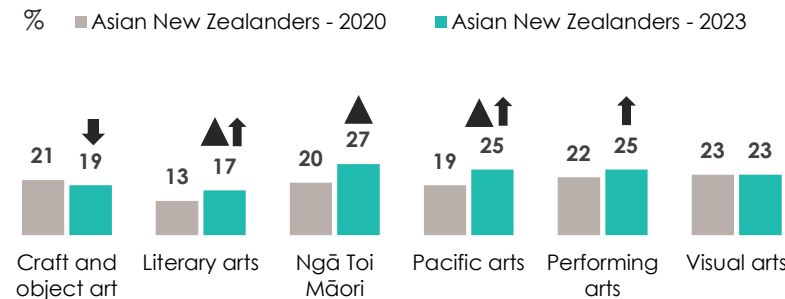
Three quarters (75%) of Asian New Zealanders have attended or participated in the arts in the last 12 months. This level of engagement is a little lower than the national average (78%), but is comparable with 2020.

## Attendance



Asian New Zealanders' attendance at, and participation in, specific art forms has increased since 2020. Attendance at Pacific arts has increased. Participation in literary arts, Ngā Toi Māori, and Pacific arts has also grown.

## Participation



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



# Key metrics – demographic analysis for Asian New Zealanders

Compared to 12 months ago, 22% of Asian New Zealanders feel **more positively** about the arts and 4% feel **more negatively**.

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

- Deaf and disabled people (33%)
- Households with incomes of \$81k-\$120k (31%)
- Younger people (15-29 years, 30%).

Deaf and disabled are also more likely than average to feel **more negatively** about the arts compared to 12 months ago (17%). This suggests there is greater polarisation in the views of Deaf and disabled Asian New Zealanders.

61% of Asian New Zealanders believe the arts provide opportunities for them to socialise and connect with others.

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

- Younger people (15-29 years, 68%)
- Women (66%)
- Metropolitan city residents (Auckland, Wellington and Christchurch, 65%).

Groups less likely to believe this are:

- Men (56%)
- 40-49 years (53%).

## A note on gender

Asian men are less likely than Asian women to hold positive attitudes towards the arts. Examples are:

- The arts are good for my mental health and wellbeing (61% of men, 73% of women)
- The arts help to develop and foster creativity (71% of men, 80% of women)
- I learn about Māori culture through Ngā Toi Māori (45% of men, 54% of women)
- NZ arts are of high quality (54% of men, 61% of women)
- The arts should receive public funding (57% of men, 63% of women).

These differences could potentially be influenced by some modern day cultural norms and gender expectations of the roles of men and women within some Asian cultures. However, this gender gap is also evident among the national sample of men and women, so is not always ethnicity related.

75% of Asian New Zealanders have **engaged\*** with the arts in the last 12 months.

Engagement is **higher** among:

- Deaf and disabled people (85%)
- Women (79%).

Engagement is **lower** among:

- Men (71%).

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

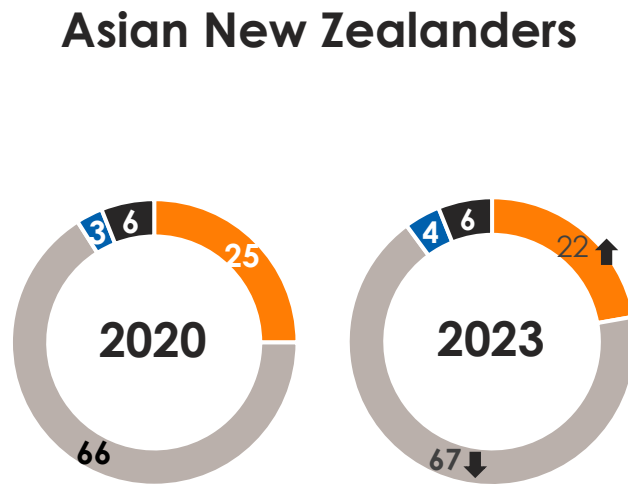
# Change in overall perception of the arts

## Asian New Zealanders' 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?

%

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



### Commentary

While most Asian New Zealanders have not changed their view of the arts, more than one in five (22%) feel more positive about the arts over the last 12 months.

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

Just 4% of Asian New Zealanders view the arts more negatively in 2023.

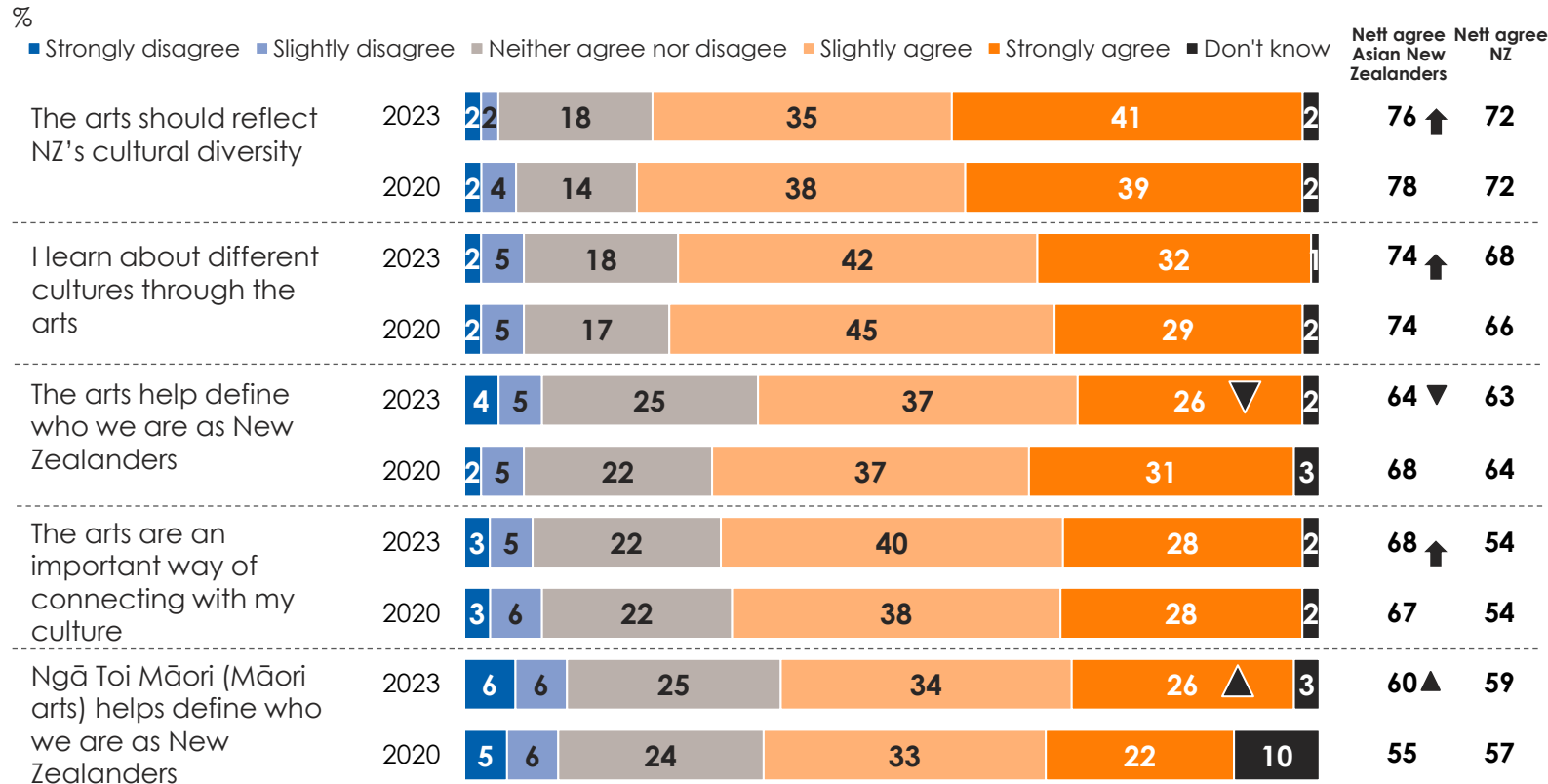
Perceptions are comparable with 2020.

Base: All respondents: Asian New Zealanders 2020 (n=1366); 2023 (n=902); 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

Around three quarters of Asian New Zealanders believe the arts should reflect NZ's cultural diversity, and a similar proportion feel they learn about different cultures through the arts.

Asian New Zealanders are more likely than the national average to believe each of the above two sentiments, and feel that the arts connect them with their own culture.

Since 2020, the belief that the arts help define who we are as New Zealanders has weakened a little (down four points to 64%). On the other hand, the view that Ngā Toi Māori plays a role in defining our national identity has strengthened.

Base: All respondents: Asian New Zealanders 2020 (n=1366); 2023 (n=902); New Zealand: (n=6527)

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

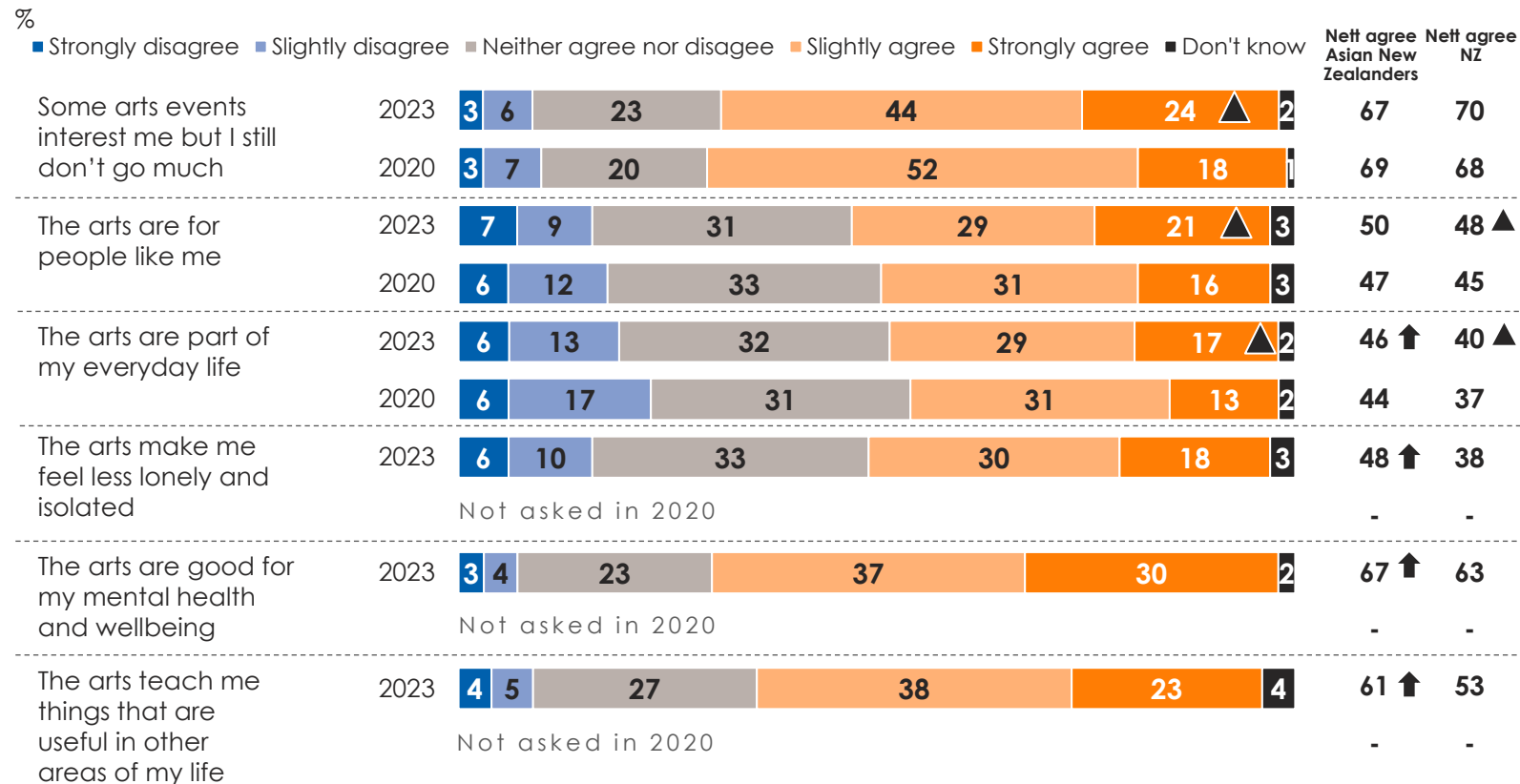
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

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

The personal connection that Asian New Zealanders 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 two thirds (67%) of Asian New Zealanders showing interest but reporting low attendance. More Asian New Zealanders strongly agree with this than in 2020.

However, there is also evidence that Asian New Zealanders' personal connection to the arts has strengthened since 2020, with more strongly agreeing that:

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

Three new measures in 2023 speak to the potential for the arts to influence a person's wellbeing: 48% feel the arts reduce their sense of loneliness and isolation, 67% feel the arts are good for their mental health and wellbeing, and for 61% the arts teach them things that are useful for other areas of their life. Asian New Zealanders' levels of agreement with these viewpoints are higher than the national averages.

Base: All respondents: Asian New Zealanders 2020 (n=1366); 2023 (n=902); New Zealand: (n=6527)

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

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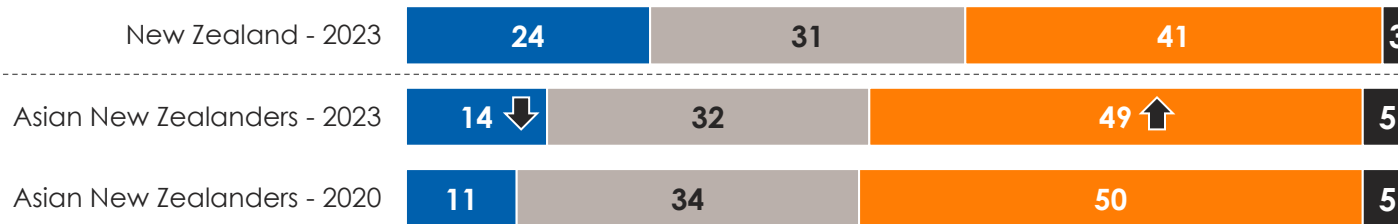
# Importance of the arts to wellbeing

The importance that Asian New Zealanders 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

Half (49%) of Asian New Zealanders feel that the arts is important to their personal wellbeing.

This is comparable with 2020, but higher than the national average (41%).

Base: All respondents: Asian New Zealanders 2020 (n= 1366); 2023 (n=902); New Zealand: (n=6527)

# Reasons why the arts are important to Asian New Zealanders wellbeing

## For what reasons do you say that?

% Leading responses



## Commentary

We asked the 49% of respondents who feel the arts is important to their personal wellbeing why this is. The chart shows the leading responses.

## Quotes

"I enjoy music and reading and going to the art gallery. It creates a sense of calm and wonder – vital for my surviving the trials and tribulations of living."

Woman, 60-64 years, Chinese, Taiwanese, Auckland

"Usually when I do arts I do it with others, so I enjoy that and socialising benefits my mental health."

Woman, 15-17 years, Chinese, Serbian, Auckland

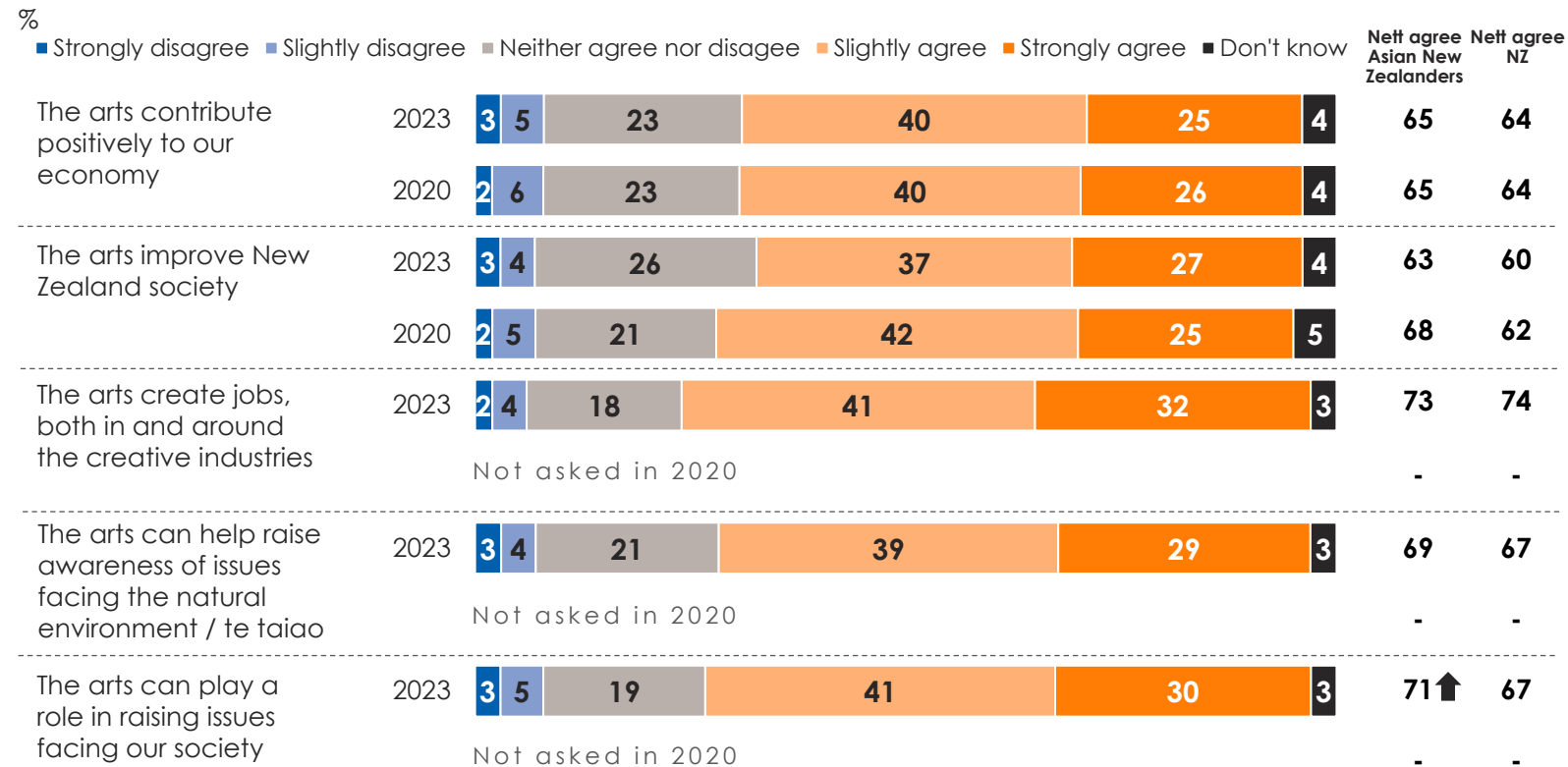
Base: Respondents who feel the arts are important to their personal wellbeing: Asian New Zealanders 2023 (n=442)

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

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

## Asian New Zealanders' recognition of the social and economic benefits of the arts

### How much do you agree or disagree?



### Commentary

Most Asian New Zealanders 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 Asian New Zealanders believe the arts have a positive role to play in creating employment in creative industries and bringing attention to environmental and societal issues.

73% of Asian New Zealanders see the value of the arts in generating employment in creative industries.

69% of Asian New Zealanders believe the arts can raise awareness of environmental issues.

And 71% of Asian New Zealanders believe the arts can play a role in raising awareness of societal issues. This is higher than the national average.

Base: All respondents: Asian New Zealanders 2020 (n=1366); 2023 (n=902); 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



# Reasons why the arts improve society

## Why Asian New Zealanders feel the arts improve New Zealand society

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

% Leading responses



### Commentary

We asked the 63% of respondents who feel that the arts improve New Zealand society why this is. The chart opposite shows the leading reasons given.

### Quotes

"It improves thinking and creativity, also connecting and binding people through thoughts and feelings that can not be expressed."

Woman, 55-59 years, Sri Lankan, Auckland Region

"It helps people express themselves and connect to like minded people."

Woman, 18-24 years, Japanese, NZ European, Dunedin

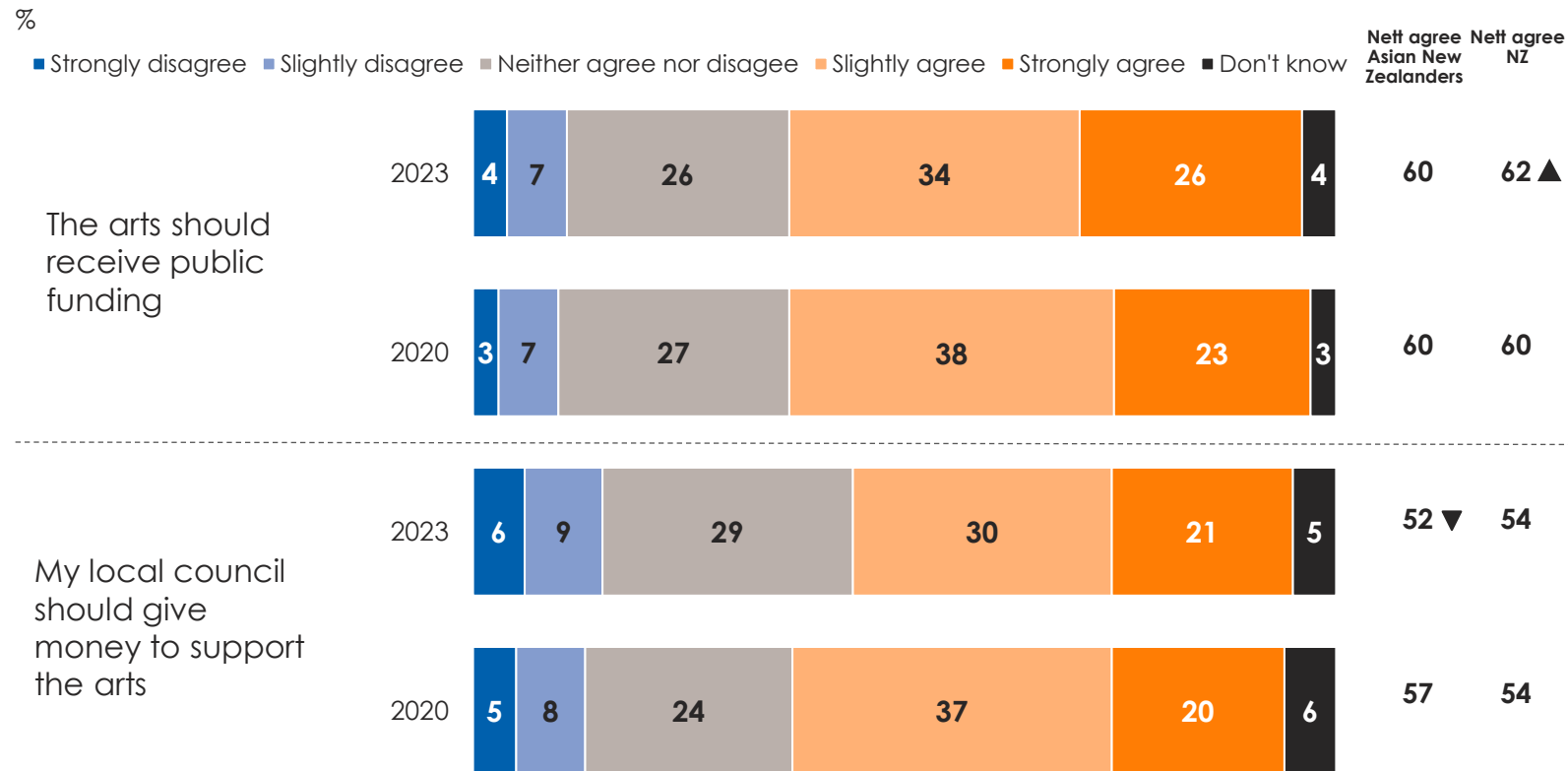
Base: Respondents who feel the arts improve New Zealand society: Asian New Zealanders 2023 (n=573)

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

# 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.

60% of Asian New Zealanders believe that the arts should receive public funding.

This is comparable with 2020, and in line with the national average (62%).

Support for local council financial support of the arts has decreased since 2020 (down five points to 52% of Asian New Zealanders). However, this level is comparable with the national average.

Base: All respondents: Asian New Zealanders 2020 (n=1366); 2023 (n=902); New Zealand: (n=6527)

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

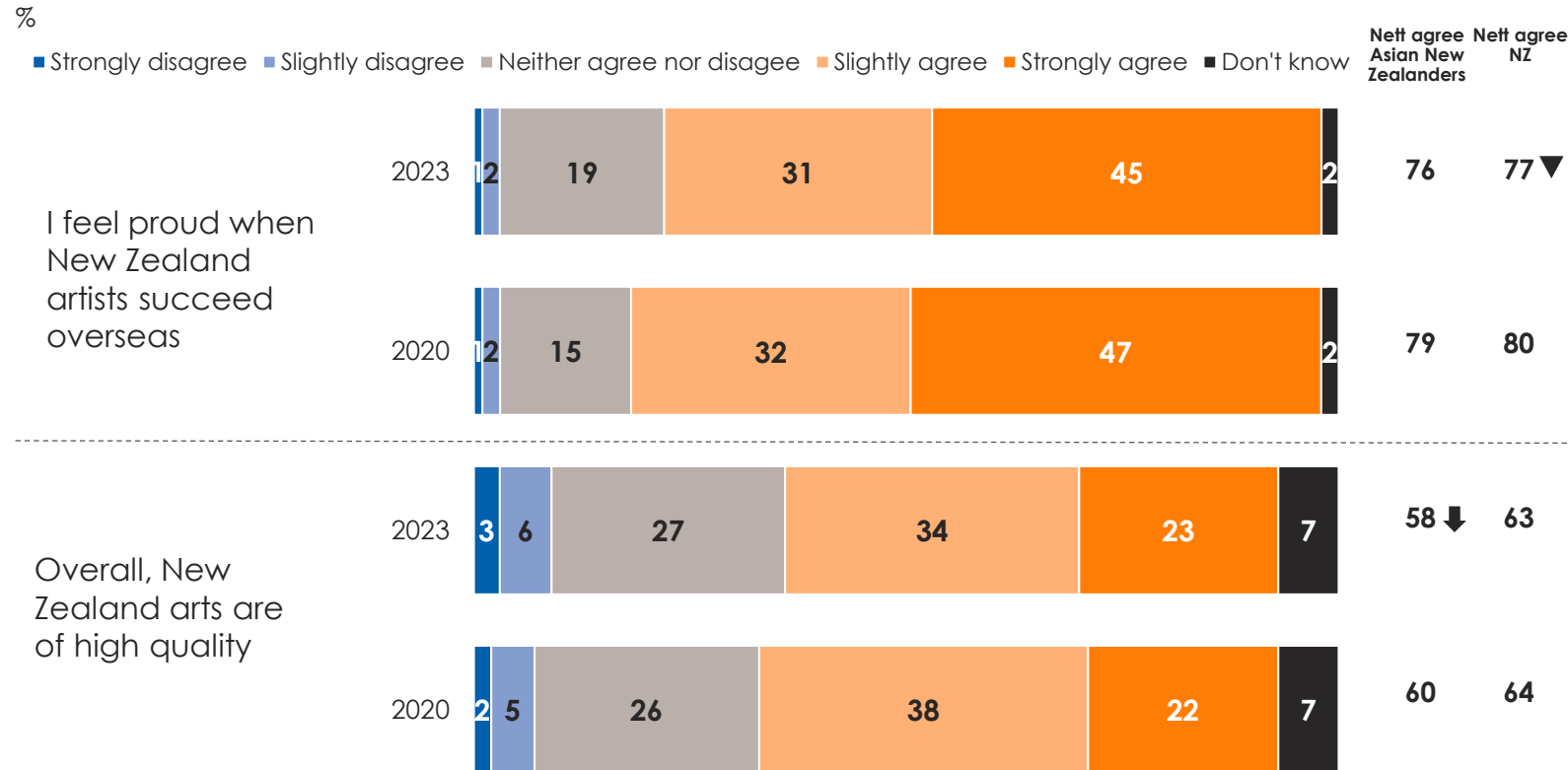
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# Attitudes towards the arts: New Zealand arts on the international stage

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

## How much do you agree or disagree?



## Commentary

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

76% of Asian New Zealanders feel proud when New Zealand artists succeed overseas.

This is comparable with 2020, and in line with the national average (77%).

Overall, 58% of Asian New Zealanders agree that New Zealand arts are of high quality.

This is comparable with 2020, but lower than the national average (63%).

Base: All respondents: Asian New Zealanders 2020 (n=1366); 2023 (n=902); New Zealand: (n=6527)

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

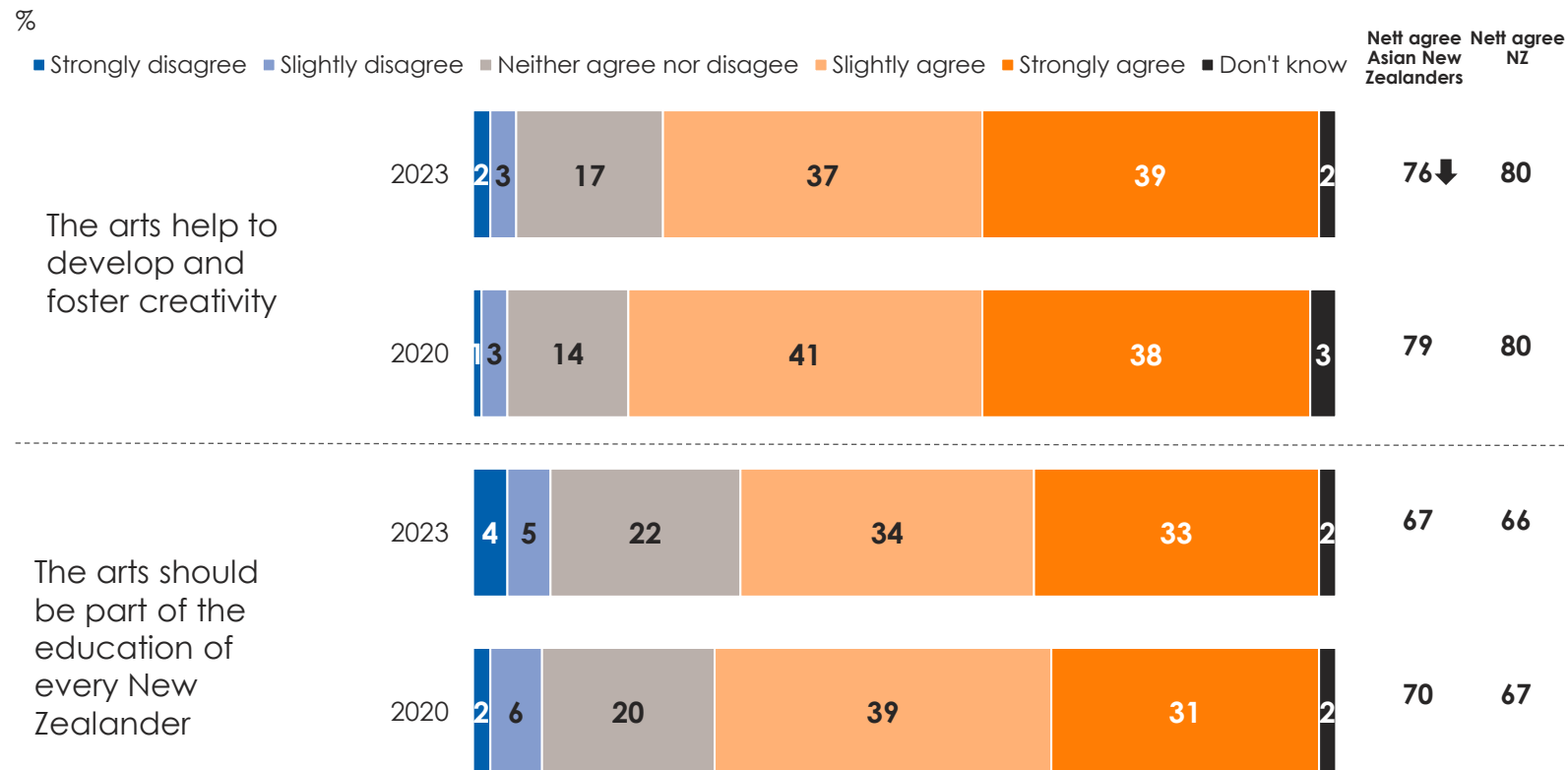
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

# Attitudes towards the arts: Education and development

Asian New Zealanders' 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

Over three quarters (76%) of Asian New Zealanders recognise the value of the arts in developing and fostering creativity.

This is comparable with 2020, but lower than the national average (80%).

Around two thirds (67%) of Asian New Zealanders support the idea that the arts should be part of the education of every New Zealander.

This is comparable with 2020, and in line with the national average (66%).

Base: All respondents: Asian New Zealanders 2020 (n=1366); 2023 (n=902); New Zealand: (n=6527)

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

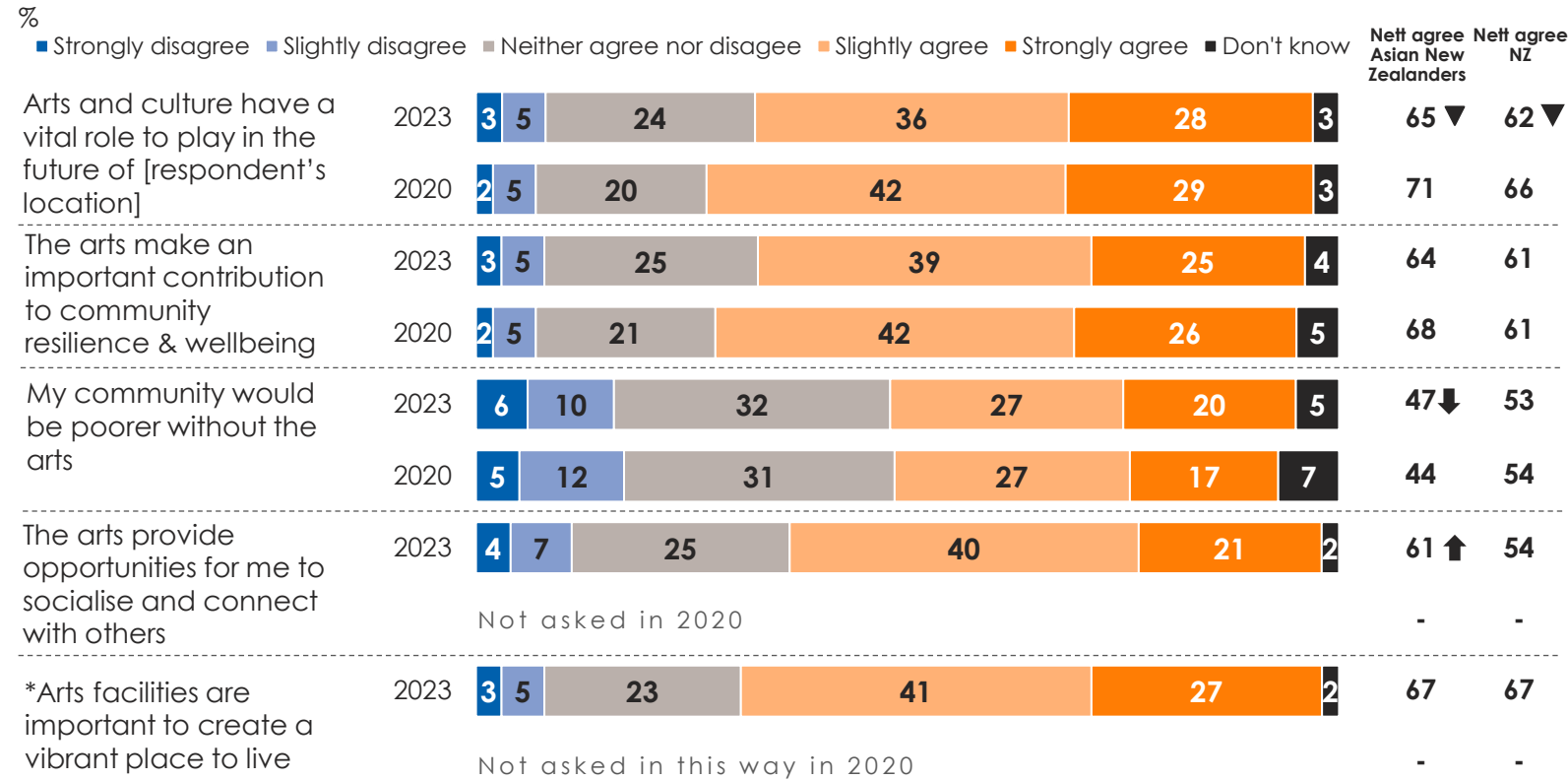
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# Attitudes towards the arts: Role of the arts in creating communities

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

Most Asian New Zealanders believe arts and culture play a vital role the future of where they live, although this viewpoint is somewhat less common than in 2020 (down six points to 65% in 2023).

The arts support social connections for most Asian New Zealanders (61%) and this is higher than the national average (54%).

Conversely, Asian New Zealanders are a little less likely than the national average to believe their community would be poorer without the arts.

Base: All respondents: Asian New Zealanders 2020 (n=1366); 2023 (n=902); 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

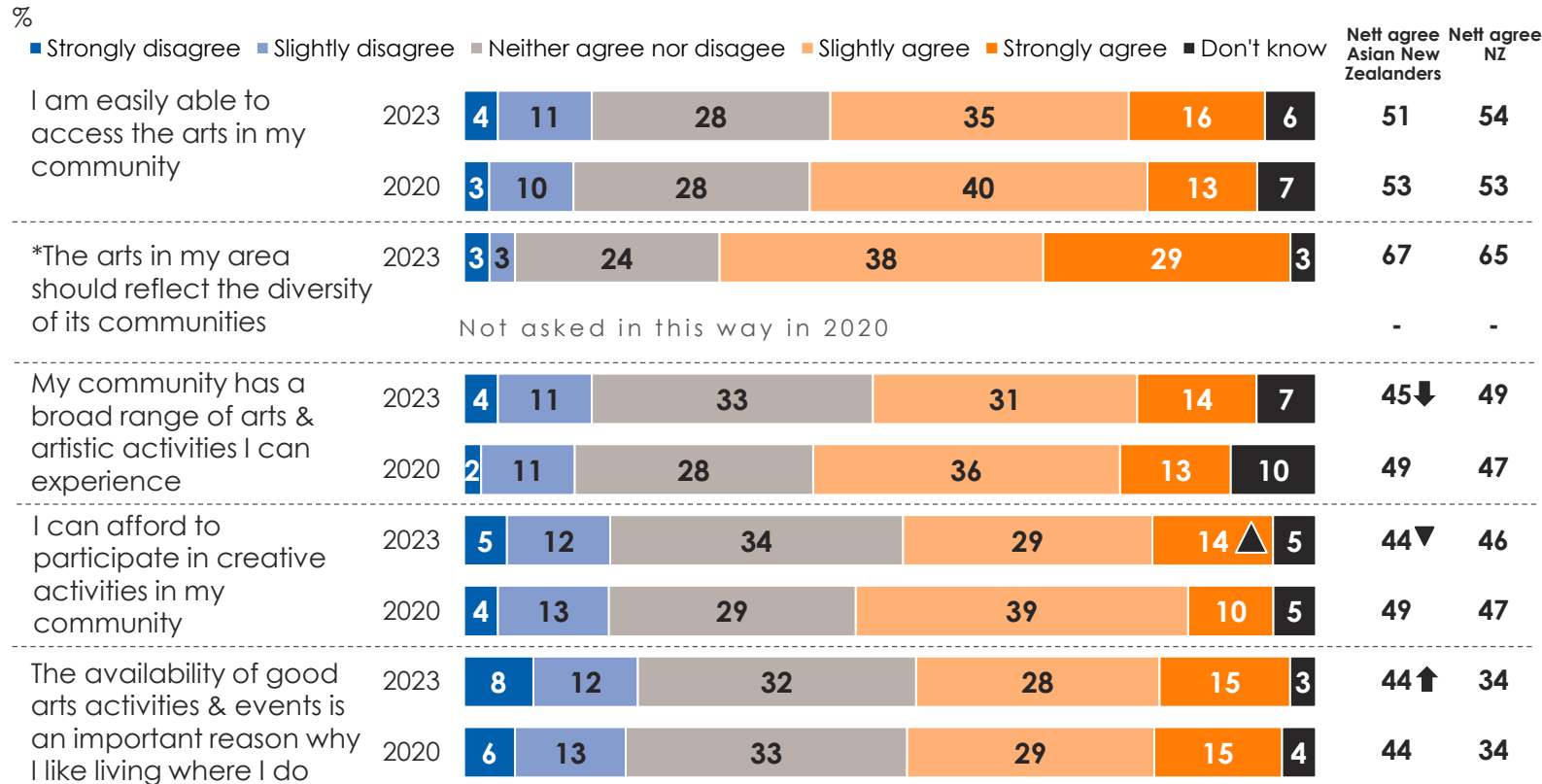
▲▼ = significantly higher / lower than 2020

↑↓ = 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

Overall, around half of Asian New Zealanders can easily access the arts and two thirds feel the arts reflect the diversity of their community.

Asian New Zealanders are more likely than the national average to believe that the availability of good arts activities & events is an important reason why they like living where they do (44%). However, fewer Asian New Zealanders than the national average feel that their community has a broad range of arts and activities that they can experience.

Base: All respondents: Asian New Zealanders 2020 (n=1366); 2023 (n=902); 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

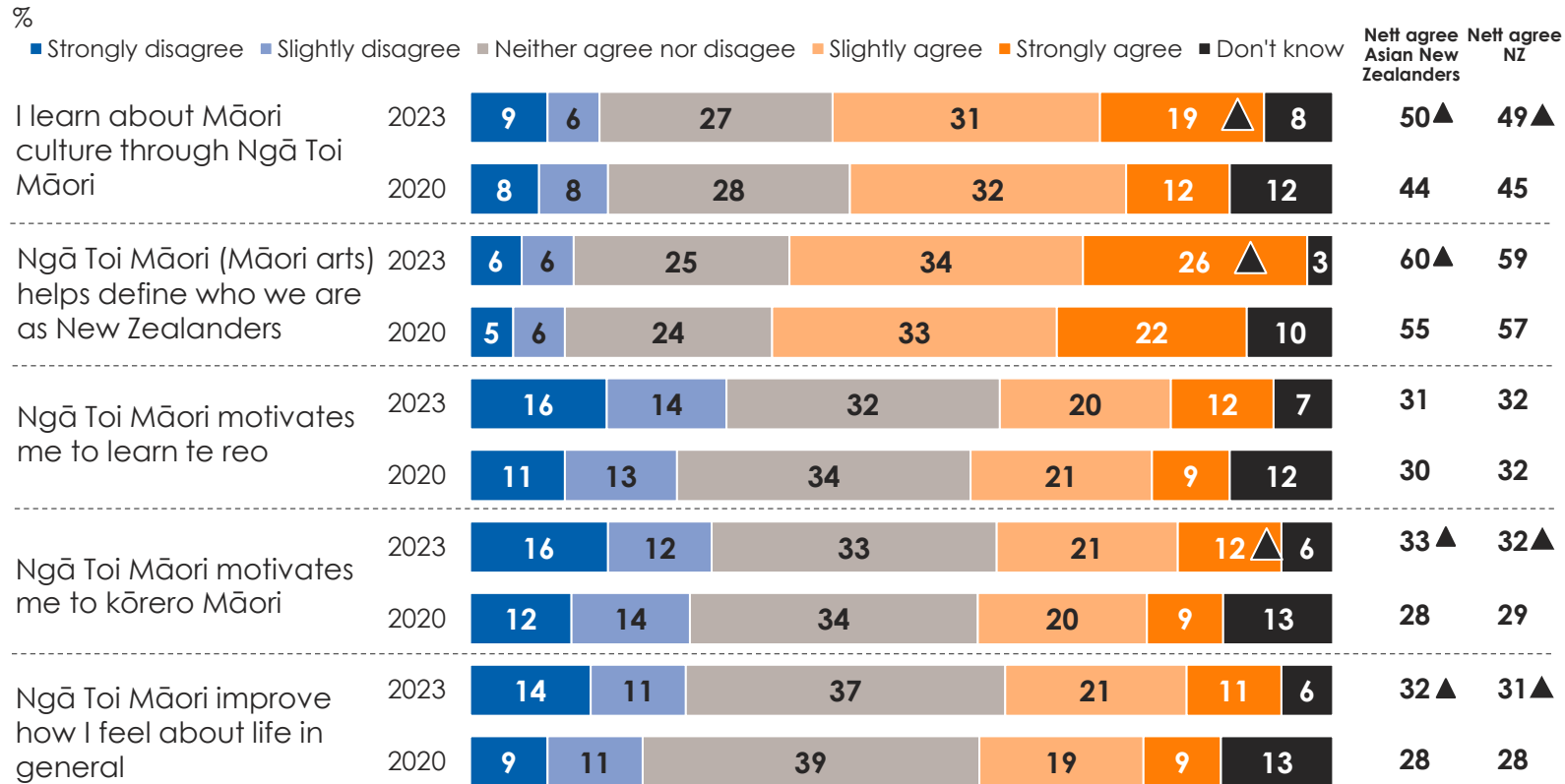
▲▼ = significantly higher / lower than 2020

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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

Asian New Zealanders' support for Ngā Toi Māori has strengthened since 2020, with increases in agreement for four of the five statements measured. The biggest increase relates to learning about Māori culture through Ngā Toi Māori (up six points to 50%).

Most commonly, Asian New Zealanders' feel Ngā Toi Māori helps define who we are as New Zealanders (60%).

Proportions of around a third of Asian New Zealanders say Ngā Toi Māori motivates them to learn and kōrero Māori, and improves their outlook on life.

Base: All respondents: Asian New Zealanders 2020 (n=1366); 2023 (n=902); New Zealand: (n=6527)

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

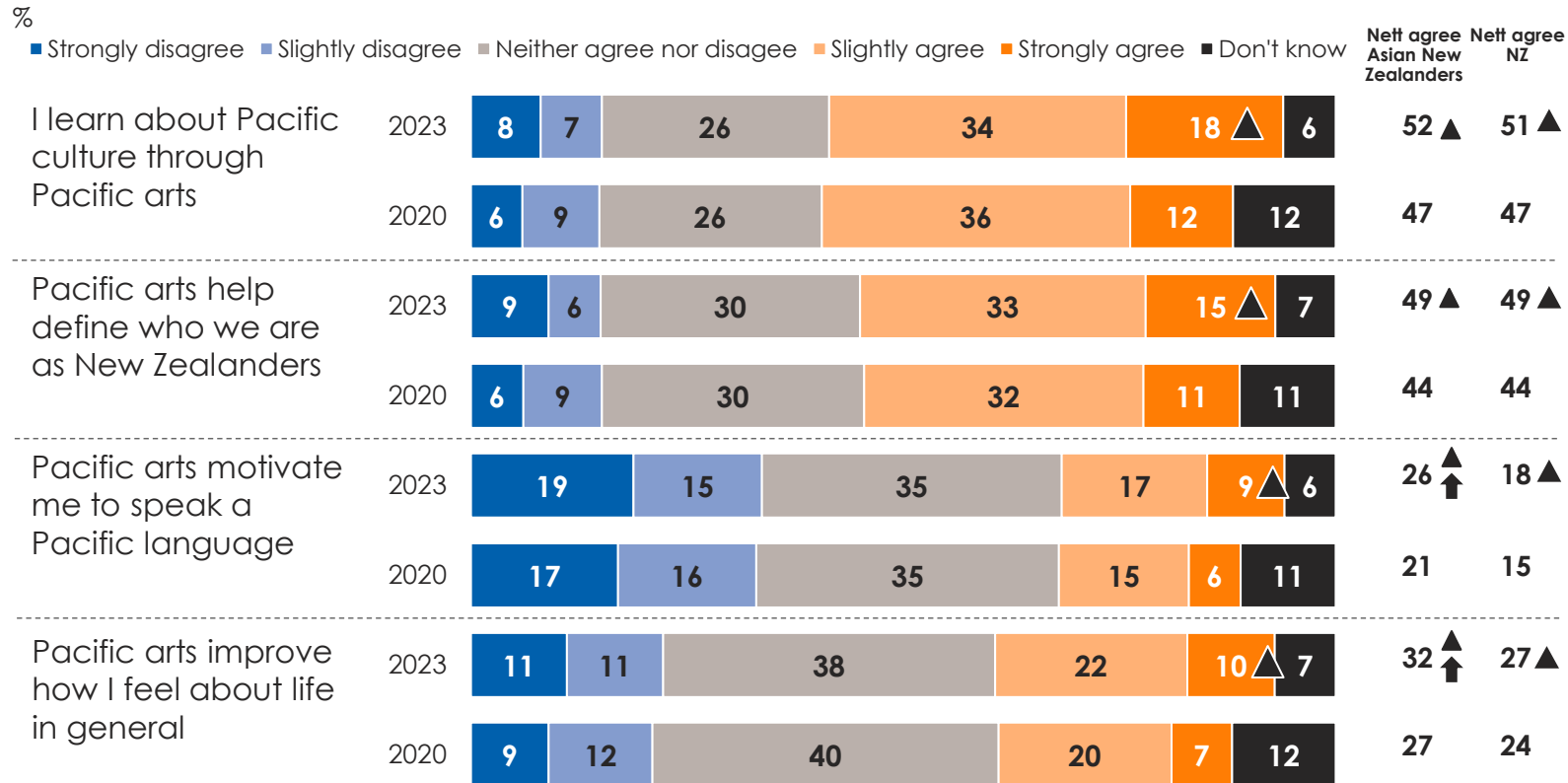
▲▼ = significantly higher / lower than 2020

↑↓ = 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

Asian New Zealanders are also more supportive of Pacific arts than in 2020, with increases in agreement for all four sentiments measured.

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

Asian New Zealanders are more likely than the national averages to feel the Pacific arts motivates them to speak a Pacific language and that Pacific arts improves how they feel about life in general.

Base: All respondents: Asian New Zealanders 2020 (n=1366); 2023 (n=902); 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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# Overall engagement, attendance and participation

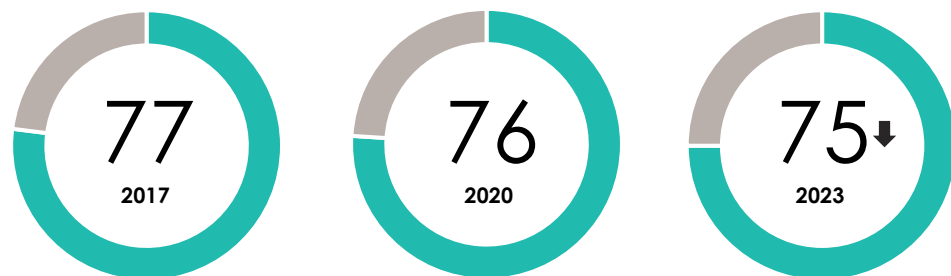
# Overall engagement

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.

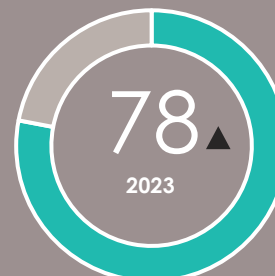
Have you [attended or participated in any art forms] in the last 12 months?

%

## Asian New Zealanders



## 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.

75% of Asian New Zealanders have engaged with the arts in the last 12 months.

This represents no change since 2020 (76%).

The level of engagement is a little lower than the national average (78%).

Base: All respondents: Asian New Zealanders 2017 (n=1020), 2020 (n=1366), 2023 (n=902); New Zealand: (n=6527).

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

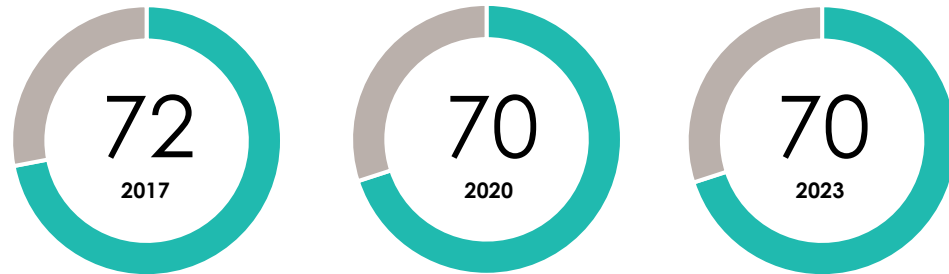
# Overall attendance

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.

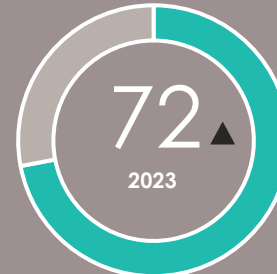
Have you [attended any art forms] in the last 12 months?

%

## Asian New Zealanders



## New Zealand



## Commentary

70% of Asian New Zealanders have attended at least one arts event or location in the last 12 months.

The level of attendance is in line with 2020, and comparable to the national average (72%).

Attendance is higher among these groups of Asian New Zealanders:

- High income households (Over \$120k, 76%)
- Deaf and disabled (75%)
- Women (74%, compared to 65% of men).

Base: All respondents: Asian New Zealanders 2017 (n=1020), 2020 (n=1366), 2023 (n=902); New Zealand: (n=6527).

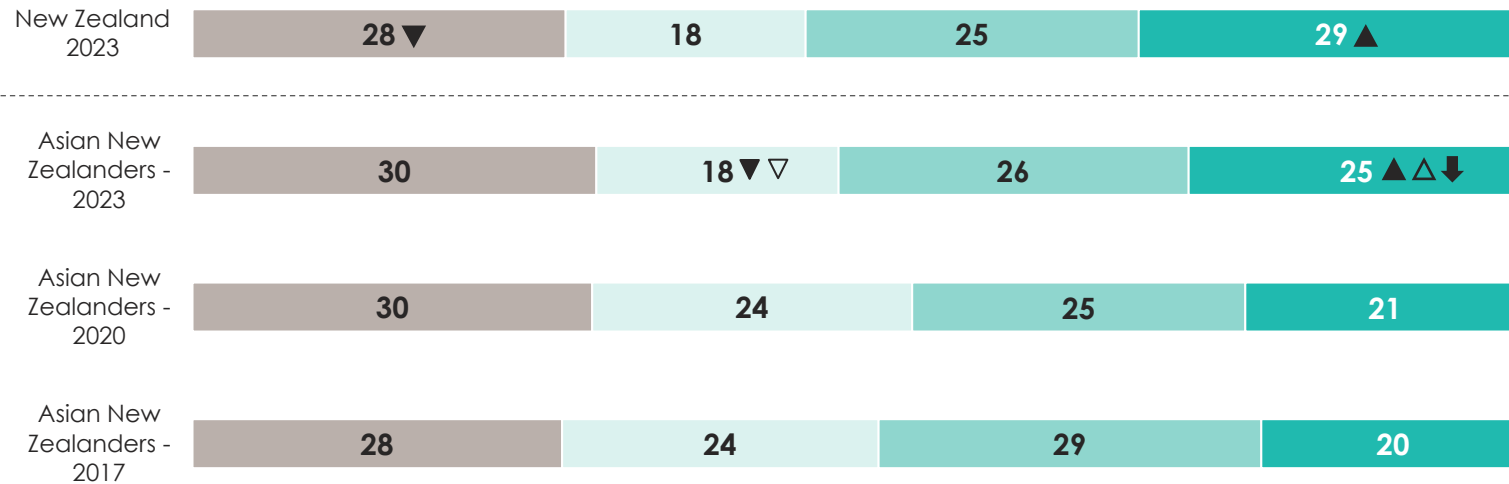
# Frequency of attendance

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).

51% of Asian New Zealanders have attended any art form more times in a year.

The proportion of Asian New Zealanders attending 11 or more times a year is higher than in 2020, but lower than the national average (29%).

Base: All respondents: Asian New Zealanders 2017 (n=1020), 2020 (n=1366), 2023 (n=902); New Zealand: (n=6527).

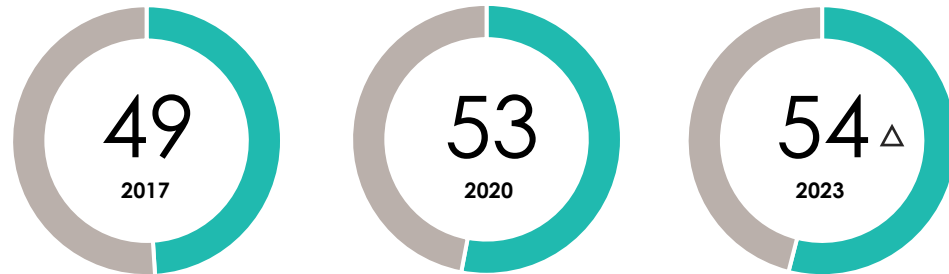
# Overall participation

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.

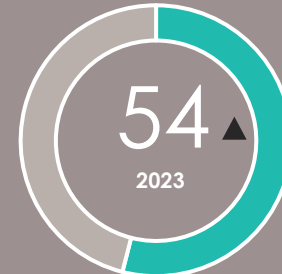
Have you [participated in any art forms] in the last 12 months?

%

## Asian New Zealanders



## New Zealand



## Commentary

54% of Asian New Zealanders have participated in at least one art form in the last 12 months.

Asian New Zealanders' level of participation is higher than the pre-pandemic level (up five points since 2017) and currently in line with the 2023 national average (54%).

Participation is higher among these groups of Asian New Zealanders:

- Deaf and disabled (75%)
- 15-29 years (67%)
- Women (58%, compared to 50% of men).

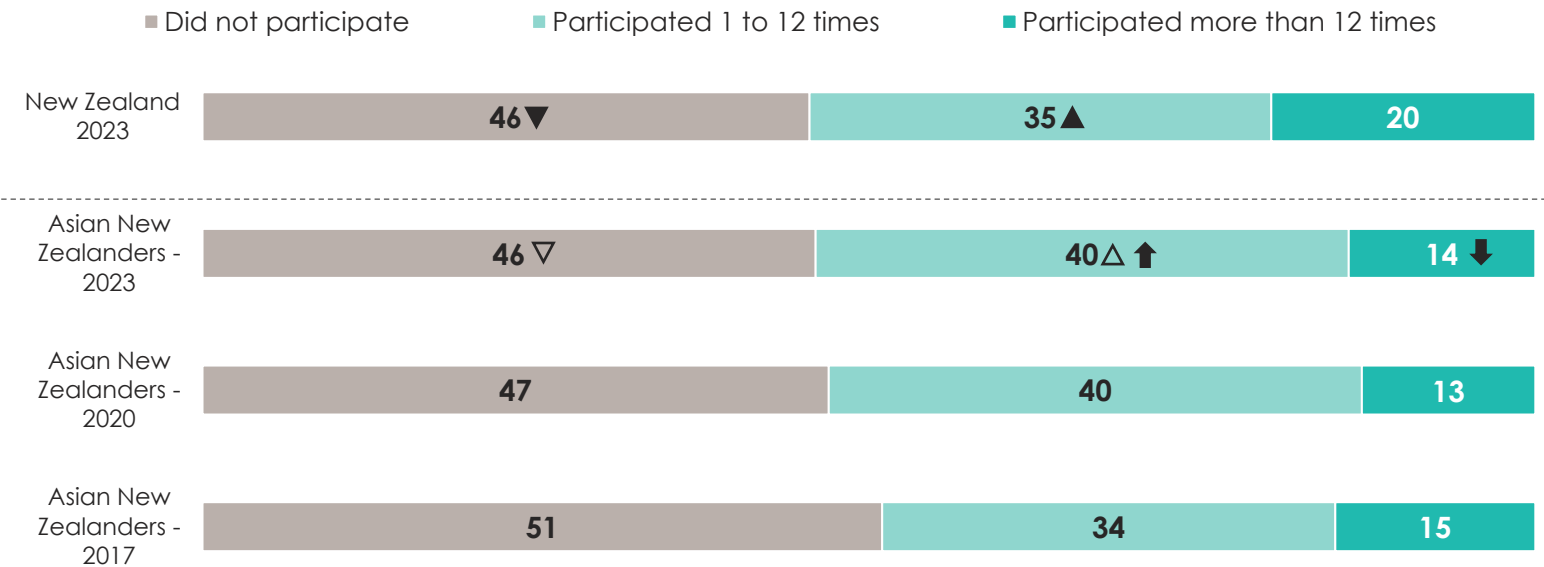
Base: All respondents: Asian New Zealanders 2017 (n=1020), 2020 (n=1366), 2023 (n=902); New Zealand: (n=6527).

# 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.

One in seven (14%) Asian New Zealanders participate in the arts on a more regular basis (more than 12 times a year). This is comparable with 2020, and lower than the national average (20%).

Base: All respondents: Asian New Zealanders 2017 (n=1020), 2020 (n=1366), 2023 (n=902); New Zealand: (n=6527).

# Attendance by artform

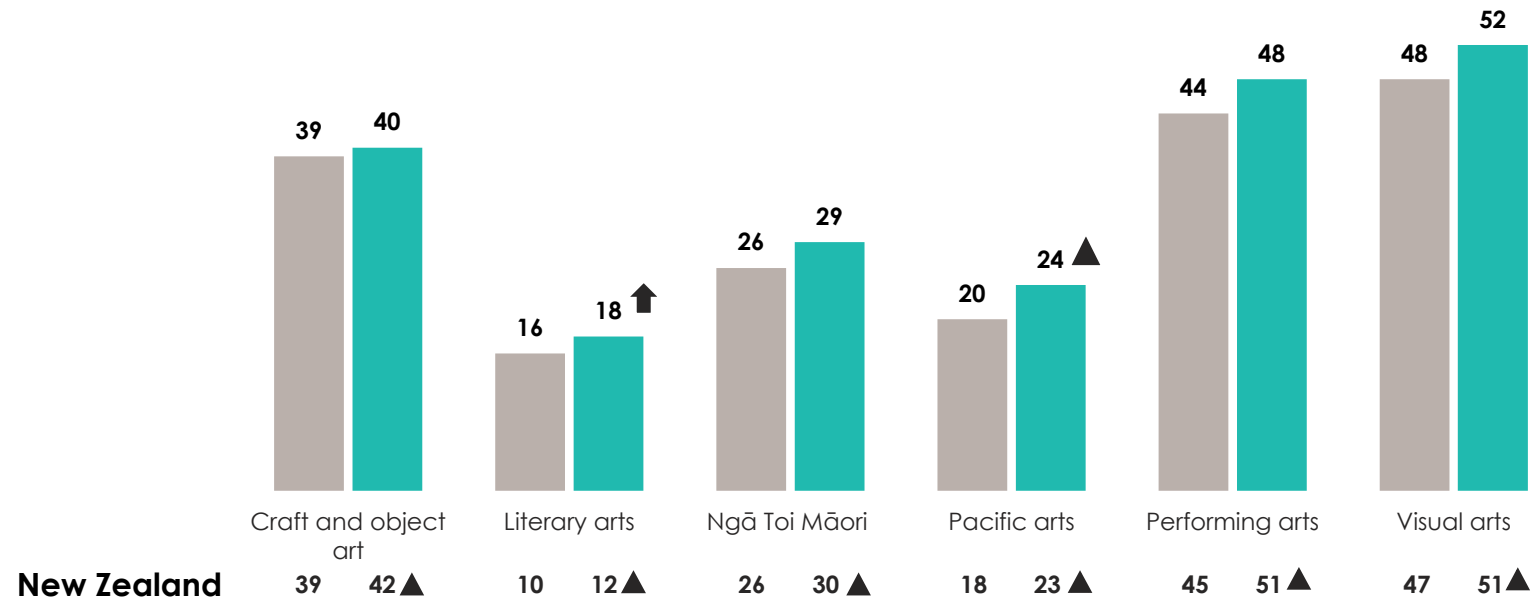
# Attendance by art form

The proportions of Asian New Zealanders 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

%

- Asian New Zealanders - 2020
- Asian New Zealanders - 2023



## Commentary

The most popular art forms for attendance are visual arts (52%) and performing arts (48%).

Asian New Zealanders are more likely than the national average to attend literary arts (18%).

Since 2020, Asian New Zealanders' attendance of Pacific arts has increased (up four points to 24%).

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

Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902); New Zealand: (n=6527).

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

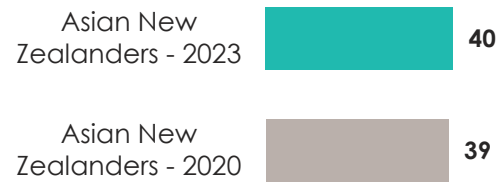


# Craft and object art attendance

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?

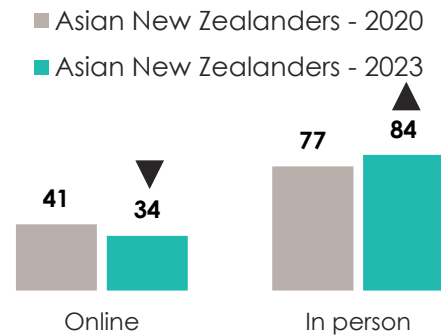
%



Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902).

## Did you do this online or in person?

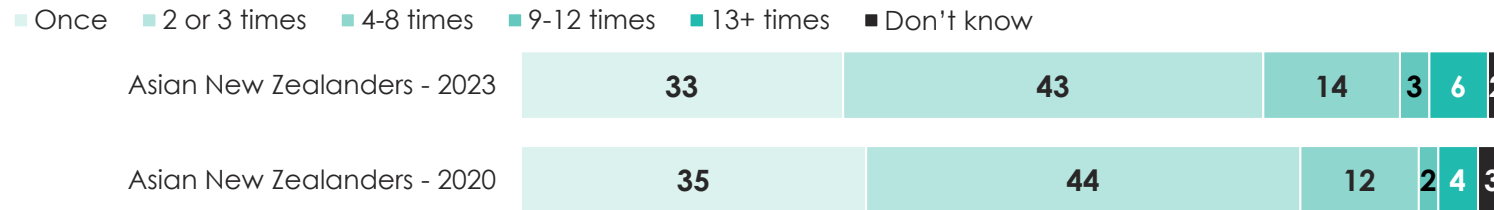
%



Base: All who attended craft and/or object art: Asian New Zealanders 2020 (n=511), 2023 (n=360).

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

%



Base: All who attended craft and/or object art: Asian New Zealanders 2020 (n=511), 2023 (n=360).

## Commentary

Overall, 40% of Asian New Zealanders have attended craft and object art in the last 12 months.

This is comparable with 2020.

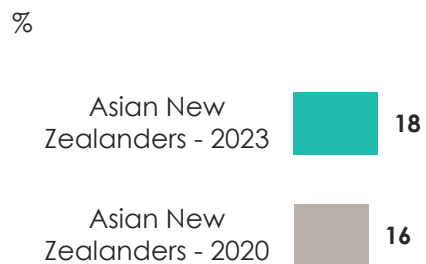
Attendees are more likely to attend craft and object art in person (84%) than online (34%). In-person attendance has grown at the expense of online attendance.

Most Asian New Zealanders who attended craft and object art in the last 12 months did so one to three times (76%).

# Literary arts attendance

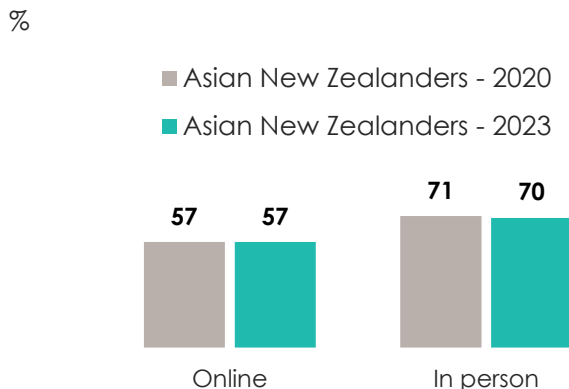
The overall level of literary arts attendance, as well as the channel used and frequency of attendance (among attendees)

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



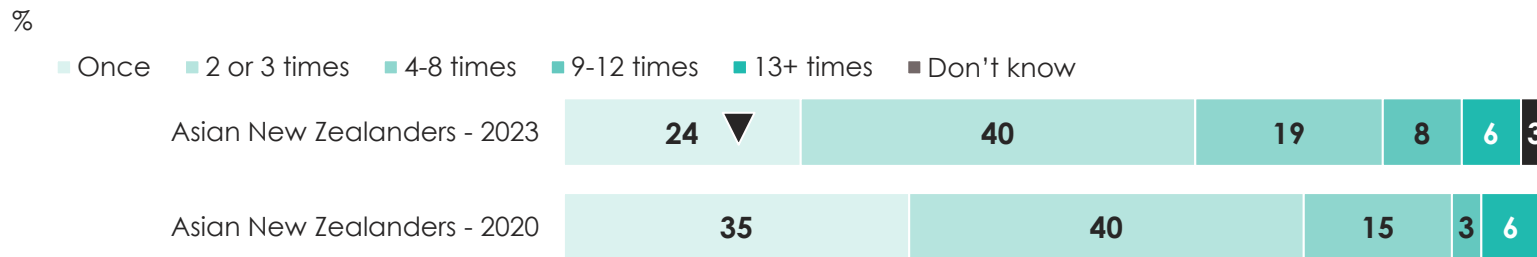
Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902).

## Did you do this online or in person?



Base: All who attended literary arts: Asian New Zealanders 2020 (n=217), 2023 (n=164).

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



Base: All who attended literary arts: Asian New Zealanders 2020 (n=217), 2023 (n=164).

## Commentary

Overall, 18% of Asian New Zealanders have attended literary arts in the last 12 months.

This is comparable with 2020.

Attendees are more likely to attend literary arts in person (70%) than online (57%).

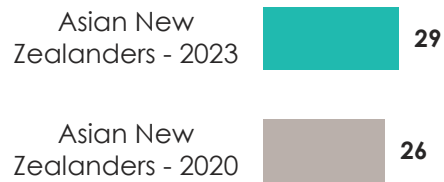
Most Asian New Zealanders who attended literary arts did so one to three times (64%). The frequency of attending literary arts has increased since 2020.

# 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?**

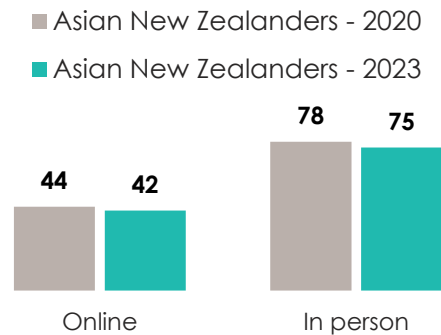
%



Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902).

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

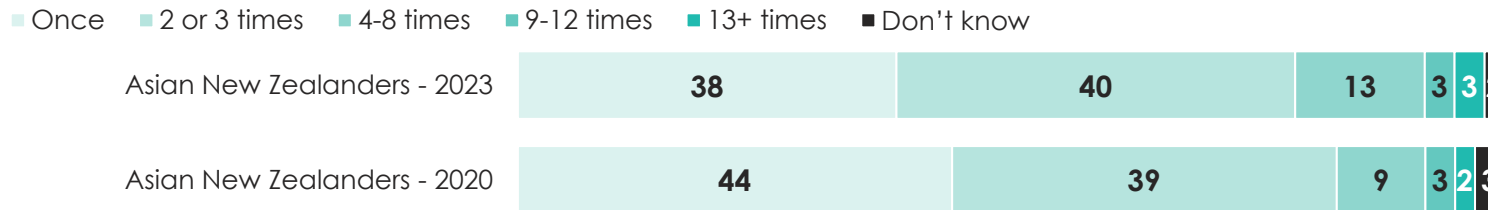
%



Base: All who attended Māori arts: Asian New Zealanders 2020 (n=366), 2023 (n=264).

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

%



Base: All who attended Māori arts: Asian New Zealanders 2020 (n=366), 2023 (n=264).

## Commentary

Overall, 29% of Asian New Zealanders have attended Ngā Toi Māori in the last 12 months.

This is comparable with 2020.

Attendees are more likely to attend Ngā Toi Māori in person (75%) than online (42%).

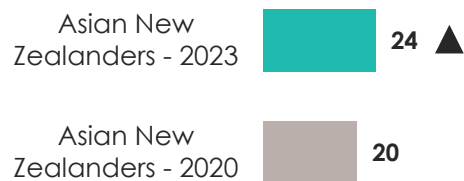
Most Asian New Zealanders who attended Ngā Toi Māori in the last 12 months did so one to three times (78%).

# 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?

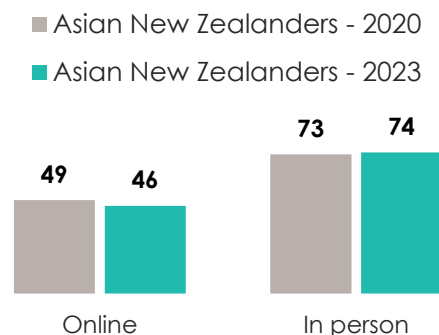
%



Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902).

## Did you do this online or in person?

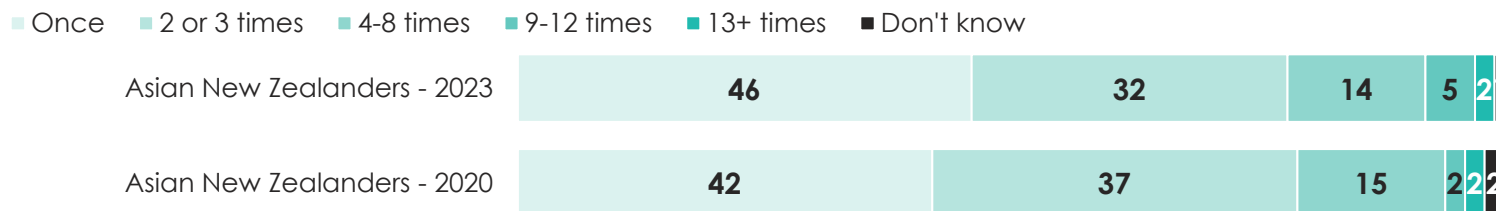
%



Base: All who attended Pacific arts: Asian New Zealanders 2020 (n=265), 2023 (n=219).

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

%



Base: All who attended Pacific arts: Asian New Zealanders 2020 (n=265), 2023 (n=219).

## Commentary

Asian New Zealanders' attendance of Pacific arts has increased since 2020 (up four points to 24%).

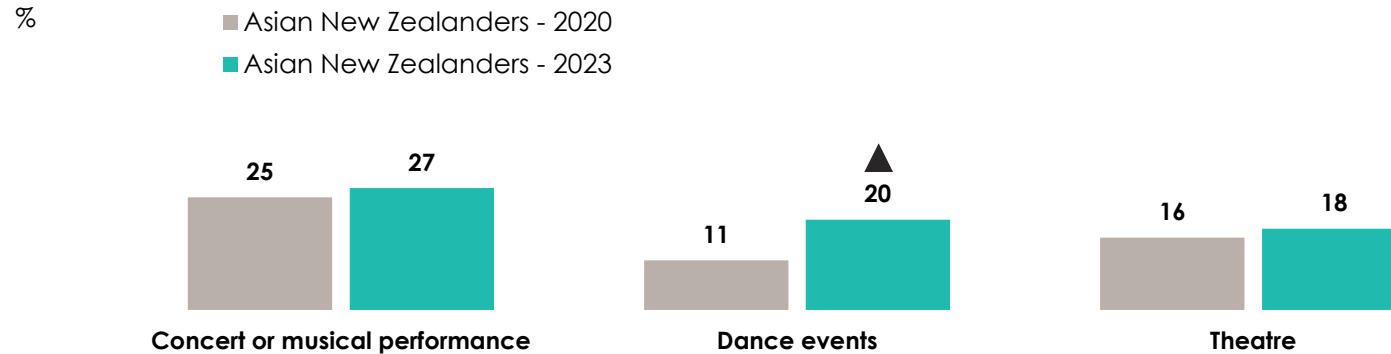
Attendees are more likely to attend Pacific arts events in person (74%) than online (46%).

Most Asian New Zealanders who attended Pacific arts events in the last 12 months did so one to three times (78%).

# Performing arts attendance

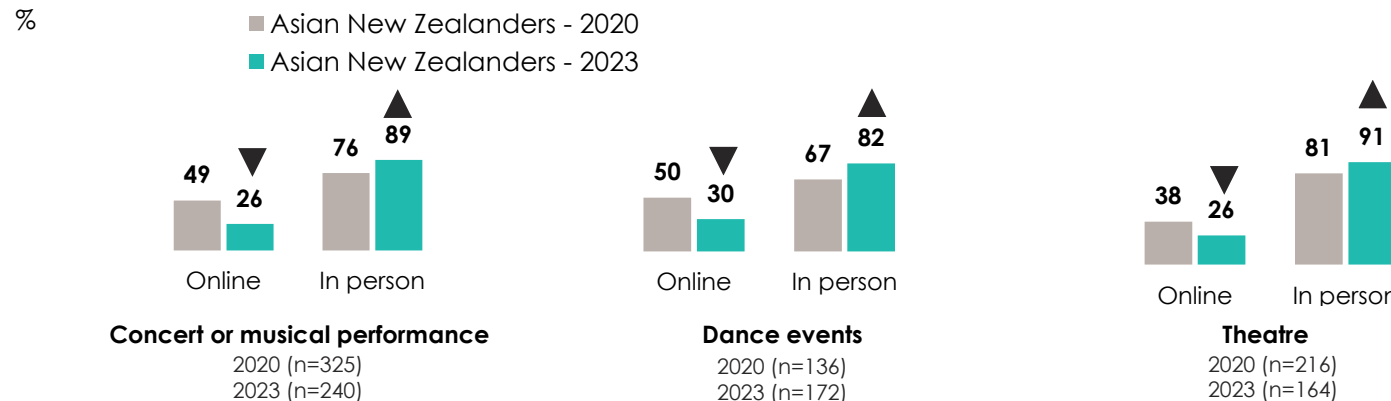
The overall level of performing arts attendance, as well as the channels attendees use

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



Base: All who attended performing arts: Asian New Zealanders 2020 (n=1366), 2023 (n=902).

## Did you do this online or in person?



## Commentary

Overall, 48% of Asian New Zealanders have attended the performing arts in the last 12 months.

In the last 12 months, 27% of Asian New Zealanders have attended a concert or musical performance, 20% attended a dance event and 18% attended theatre.

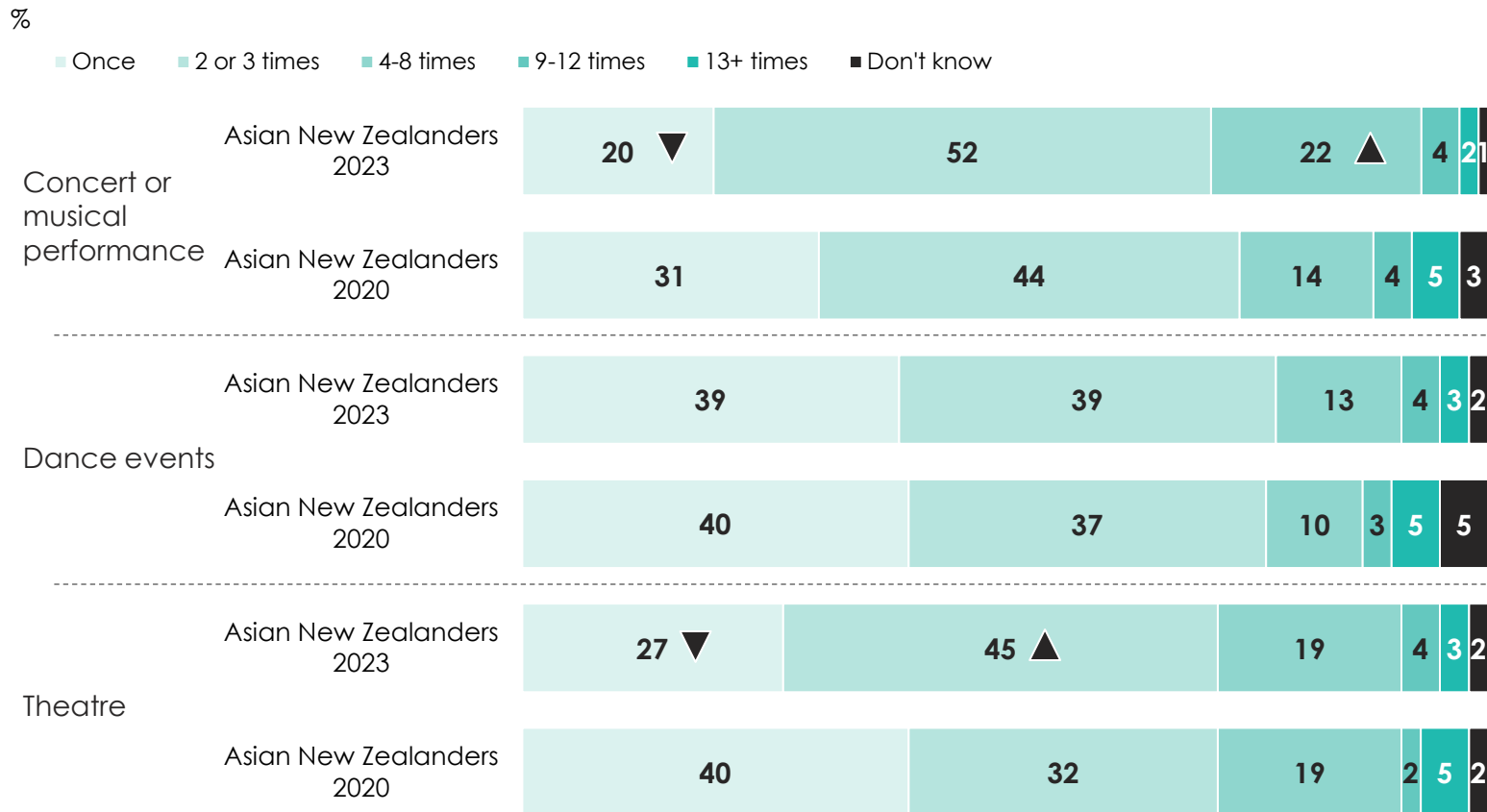
The attendance of dance events has increased since 2020 (up nine points to 20%).

Asian New Zealanders typically attend the performing arts in person (and more so than in 2020), but between 26% and 30% of attendees still attend each art form online. These online platforms may include Asian social platforms in different languages and/or global platforms.

# 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 Asian New Zealanders who attended the performing arts in the last 12 months did so one to three times.

Concerts or musical performances, and theatre, are attended more frequently than in 2020.

The frequency of attending dance events is similar to 2020.

Base: All Asian New Zealanders respondents who have attended each art form: n=325, n=240, n=136, n=172, n=216, n=164 respectively.

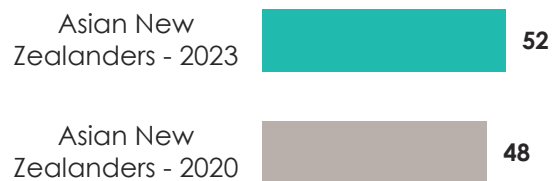
▲▼ = significantly higher / lower than 2020

# 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?

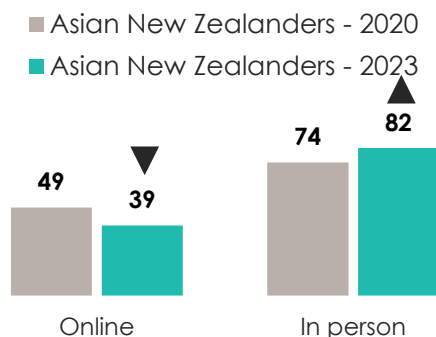
%



Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902).

## Did you do this online or in person?

%



Base: All who attended visual arts: Asian New Zealanders 2020 (n=630), 2023 (n=471).

## 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 attended visual arts: Asian New Zealanders 2020 (n=630), 2023 (n=471).

## Commentary

52% of Asian New Zealanders attended the visual arts in the last 12 months.

This is comparable with 2020.

82% of attendees did so in person and 39% attended online. Online attendance has declined, while in-person attendance has increased.

In terms of frequency 13% are enthusiasts of the visual arts, attending nine or more times in the 12-month period.

This is higher than 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 Asian New Zealanders to the visual arts (versus other visual arts)

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

%

## Asian New Zealanders



Base: All who attended visual arts: Asian New Zealanders 2020 (n=630), 2023 (n=471).

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

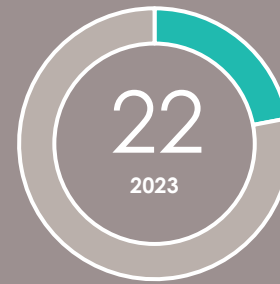
%

## Asian New Zealanders



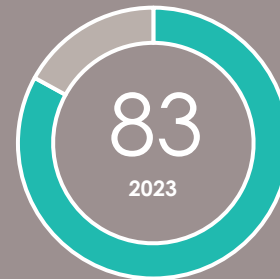
Base: All who attended film festivals: Asian New Zealanders 2020 (n=179), 2023 (n=149).

## 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

31% of Asian New Zealanders who have attended the visual arts, have attended a film festival in the last 12 months.

This is higher than the national average (22%). Although not directly explored in this research, one of the reasons for this could be Asian New Zealanders' interest in attending Asian film festivals, as a way for supporting and accessing the arts of their heritage cultures. This reflects other findings in this research that show 68% agree that the arts are an important way of connecting with their culture.

84% of those who have attended a film festival in the last 12 months have also attended other visual art forms.

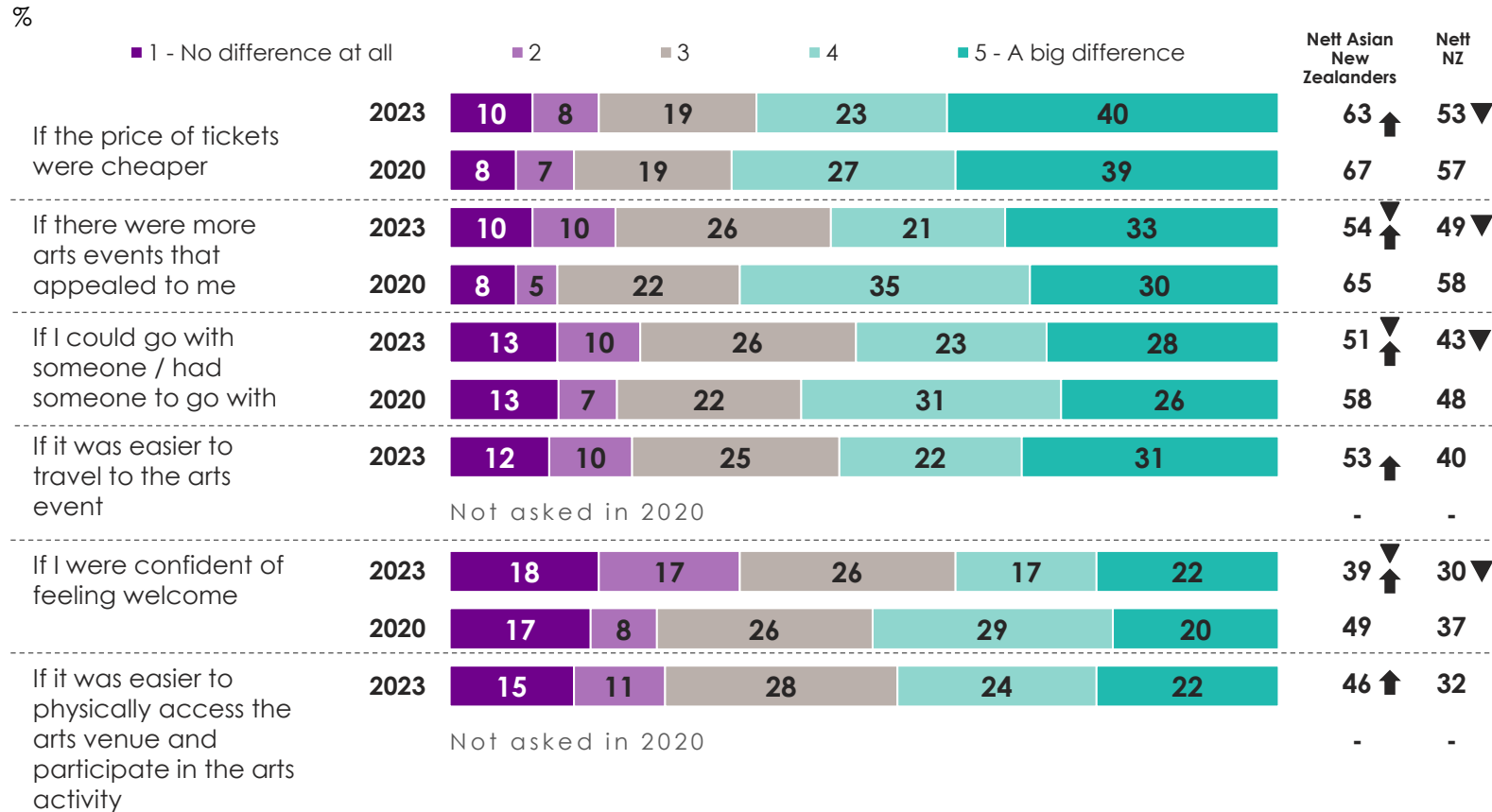
This is comparable with 2020, and in line with the 2023 national average (83%).



# Encouraging greater attendance in the arts

Factors that may encourage Asian New Zealanders 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 four factors are:

- Cheaper tickets (63%)
- More appealing arts events (54%)
- Easier travel to the arts event (53%)
- Having someone to go with (51%).

While three of the factors have declined in influence since 2020, all six factors are more influential than the national averages.

Base: All respondents who are interested in the arts but do not go much: Asian New Zealanders 2020 (n=925), 2023 (n=603); New Zealand: (n=4587).

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

# Participation by artform

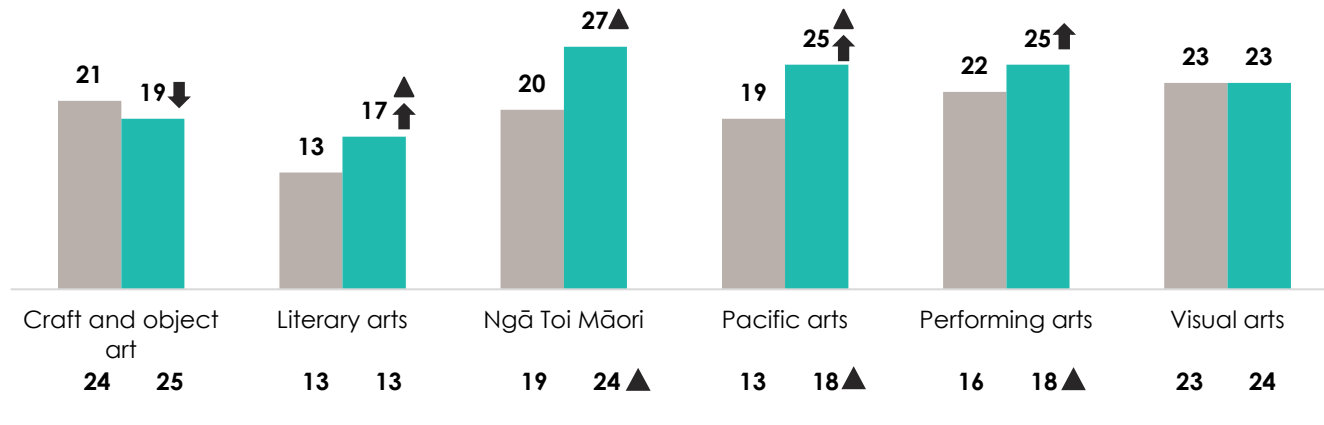
# Participation by art form

The proportions of Asian New Zealanders 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.

%

- Asian New Zealanders - 2020
- Asian New Zealanders - 2023



## Commentary

Ngā Toi Māori (27%), Pacific arts (25%), and performing arts (23%) are the most popular art forms.

Asian New Zealanders are more likely than the national average to participate in:

- Pacific arts (25%)
- Performing arts (25%)
- Literary arts (17%).

Asian New Zealanders' participation in these art forms has increased since 2020:

- Ngā Toi Māori (27%)
- Pacific arts (25%)
- Literary arts (17%).

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

Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902); New Zealand: (n=6527).

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

# 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?

%

### Asian New Zealanders

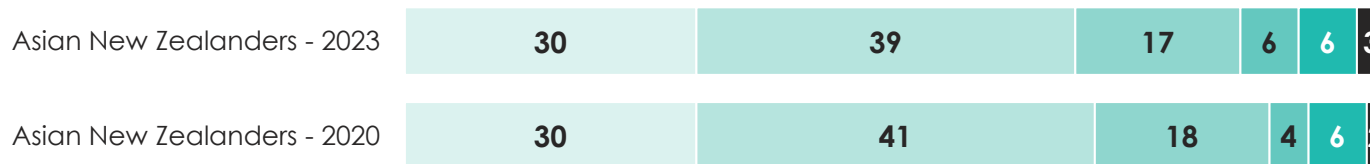


Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902).

## 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: Asian New Zealanders 2020 (n=261), 2023 (n=179).

## Commentary

19% of Asian New Zealanders participated in craft and object art in the last 12 months.

This is comparable with 2020.

12% 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?**

%

## Asian New Zealanders

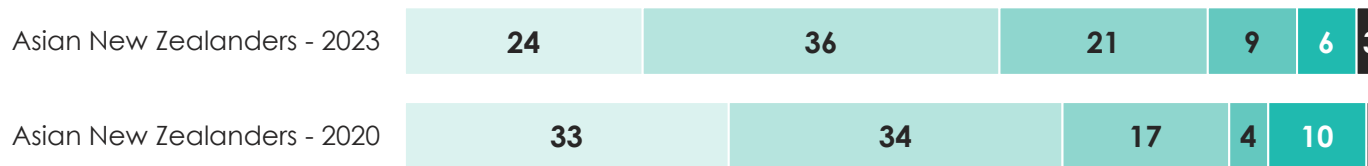


Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902).

**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: Asian New Zealanders 2020 (n=184), 2023 (n=167).

## Commentary

17% of Asian New Zealanders participated in literary arts in the last 12 months.

This is higher than 2020.

15% of participants in literary arts participate regularly (at least nine times in the last 12 months).

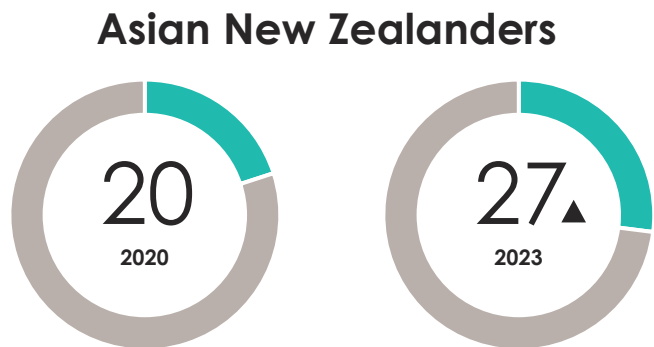
This is comparable with 2020.

# 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)?

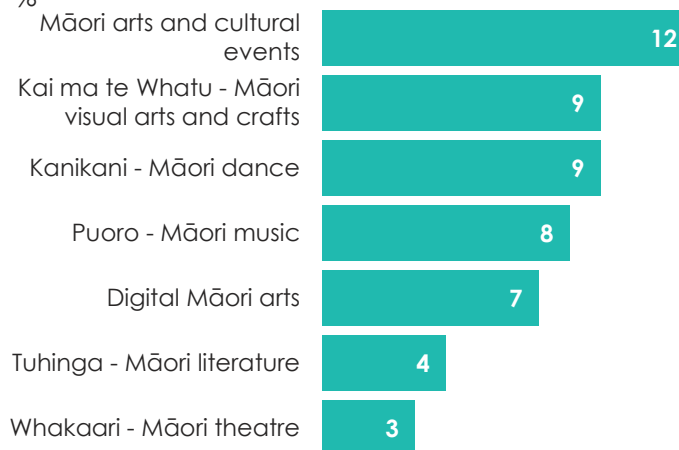
%



Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902).

## Choose all the activities you have done.

%



Base: All respondents: Asian New Zealanders 2023 (n=902).

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

%

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



Base: All who participated in Māori arts: Asian New Zealanders 2020 (n=278), 2023 (n=256).

## Commentary

27% of Asian New Zealanders participated in Ngā Toi Māori in the last 12 months.

This is higher than 2020.

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

7% of participants in Ngā Toi Māori participate regularly (at least nine times in the last 12 months).

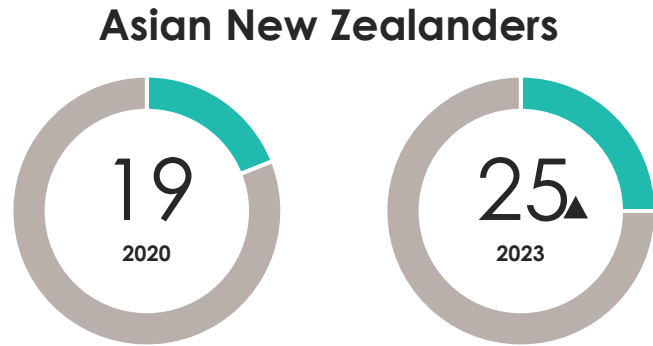
This is comparable with 2020.

# 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?**

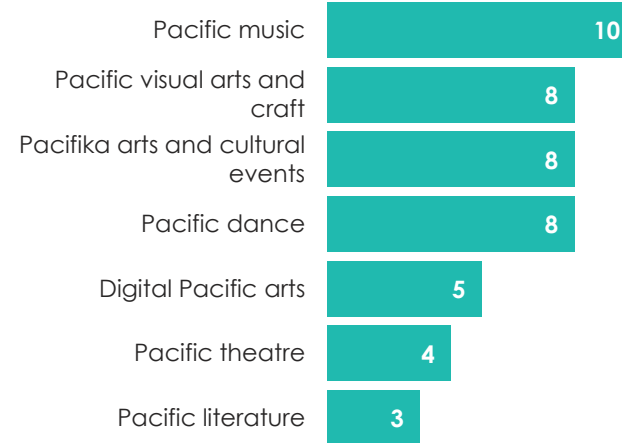
%



Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902).

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

%

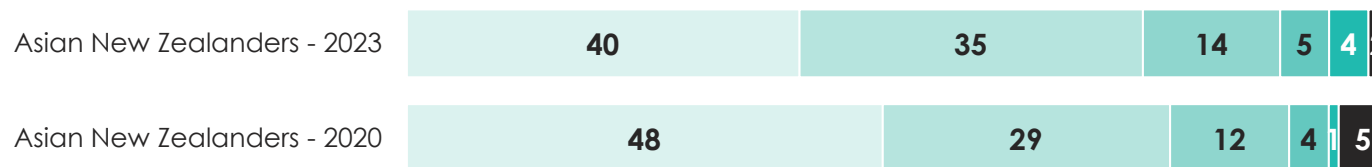


Base: All respondents: Asian New Zealanders 2023 (n=902).

**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: Asian New Zealanders 2020 (n=249), 2023 (n=234).

## Commentary

25% of Asian New Zealanders participated in Pacific arts in the last 12 months.

This is higher than 2020.

The most popular Pacific arts activity is Pacific music (10%).

9% of participants in Pacific arts participate regularly (at least nine times in the last 12 months).

This is higher than 2020 (5%).

# 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?

%

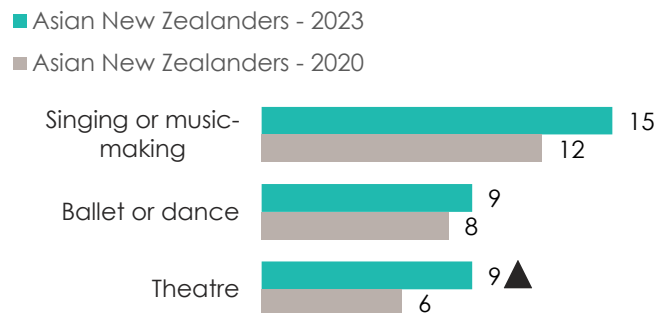
## Asian New Zealanders



Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902).

Which of these were you actively involved in?

%

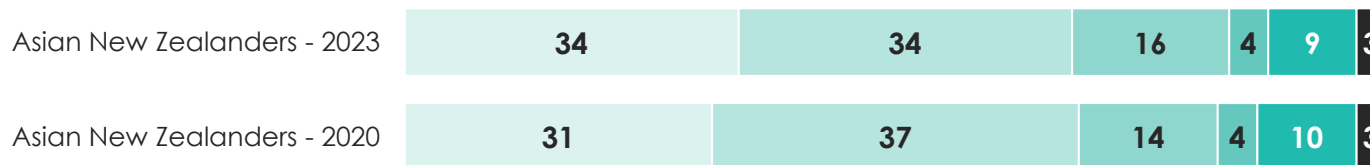


Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902).

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: Asian New Zealanders 2020 (n=299), 2023 (n=232).

## Commentary

25% of Asian New Zealanders participated in performing arts in the last 12 months.

This is comparable with 2020.

Singing or music making remains the most popular type of performing arts for Asian New Zealanders to take part in. Participation in theatre has increased (up three points to 9%).

13% of participants in the performing arts participate regularly (at least nine times in the last 12 months).

This is comparable with 2020.



# Visual arts participation

The level and frequency of visual arts participation

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

%

### Asian New Zealanders

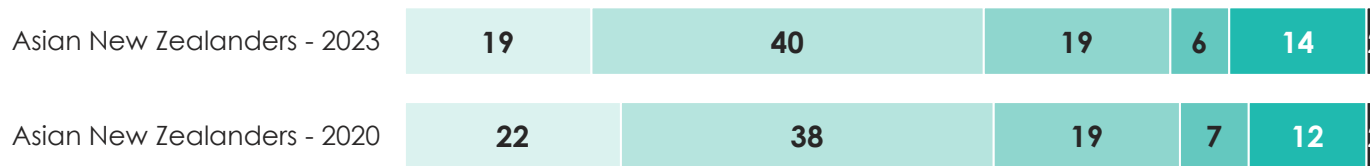


Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902).

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

%

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



Base: All who participated in visual arts: Asian New Zealanders 2020 (n=300), 2023 (n=220).

## Commentary

23% of Asian New Zealanders participated in the visual arts in the last 12 months.

This is the same as 2020.

20% of participants in the visual arts participate regularly (at least nine times in the last 12 months).

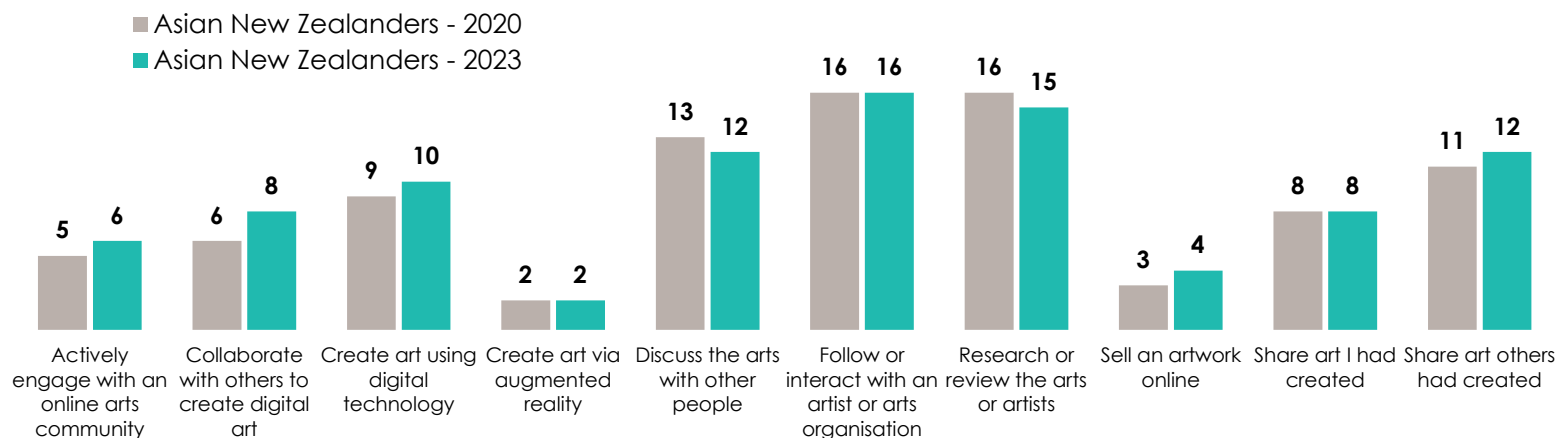
This is comparable with 2020.

# Use of digital technology for arts activities

Asian New Zealanders use 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?

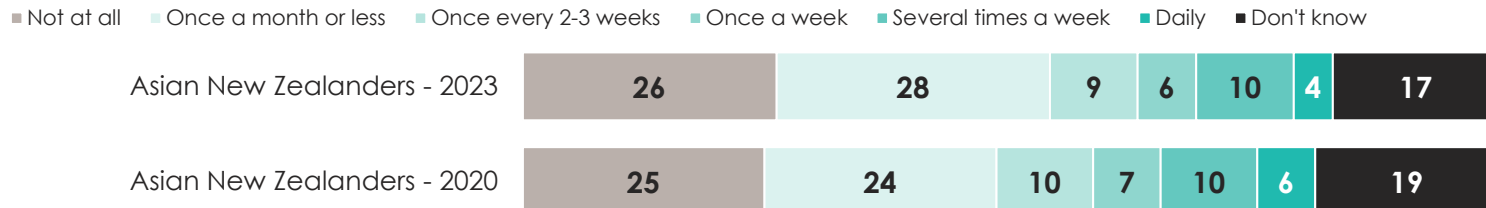
%



Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902).

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

%



Base: All respondents: Asian New Zealanders 2020 (n=1366), 2023 (n=902).

## Commentary

41% of Asian New Zealanders have used digital technology for arts activities in 2023.

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

The most popular activities are to:

- Follow or interact with an artist or arts organisation (16%)
- Research or review the arts or artists (15%).

For further information please contact

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