

New Zealanders and the Arts Ko Aotearoa me ōna Toi

Survey findings for Deaf and disabled people

2023

verian 
Formerly Kantar Public

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



Photo credit: Touch Compass workshop Suzanne Cowan's Tentacular performers and collaborators 2023, Photography by Touch Compass.

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 Deaf and disabled people. 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

766 ONLINE INTERVIEWS

...with Deaf and disabled adults aged 15+

Method

The survey was conducted online in both 2020 and 2023. 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 2020 and 2023 for all measures.

Sample sources

Most respondents were sourced from online panels.

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.

FIELDWORK DATES

30 October – 20 December 2023

Achieving a representative sample

At a national level quotas (or interviewing targets) were set to achieve a nationally representative sample. This included quotas by age and gender within region, as well as ethnicity. Specific quotas were not set on disability as we anticipated this would fall out naturally to be broadly representative of the adult population.

Weighting was also applied to ensure the final sample profile of all respondents was demographically representative of the New Zealand population aged 15+. No weights were applied within disability.

Respondents were asked whether they had difficulty with seeing, hearing, walking or climbing stairs and remembering or concentrating. Those who answered, "cannot do at all" and "yes, a lot of difficulty" to these questions make up the Deaf and disabled sample. This approach is aligned with the way Stats NZ collects data on disability.

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 766, the margin of error is up to +/- 3.5 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 2020

- Whether any differences between the 2023 survey findings for Deaf and disabled people 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: Deaf and disabled people and the arts

Method: Online survey of 6,527 New Zealanders aged 15+ including 766 Deaf and disabled people.

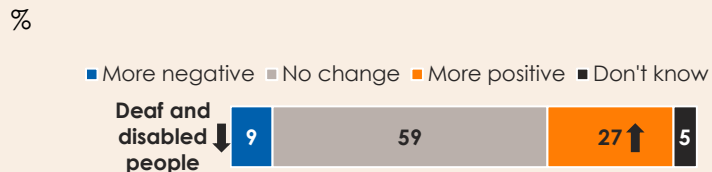
Fieldwork: 30 October - 20 December 2023

Maximum margin of error for Deaf and disabled people: +/- 3.5%

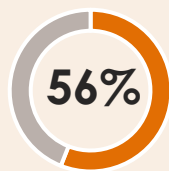
Deaf and disabled people's relationship with the arts

Deaf and disabled people are strong advocates of the arts. They believe the arts play a key role in creating a better society. Over one in four say they are more positive about the arts than a year ago. This is higher than the national average.

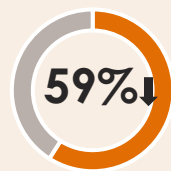
How views have changed over the last 12 months



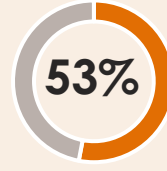
There is also perceived value at a community and personal level. The arts help us express our diversity, create connection and communities, support individuals' psychological wellbeing and expand our perspectives. The value Deaf and disabled people place on the arts is reflected in majority support for public funding.



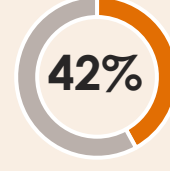
...agree the arts improve New Zealand society



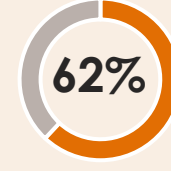
...agree the arts in their area should reflect the diversity of its communities



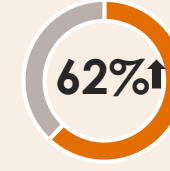
...agree the arts provide opportunities for them to socialise and connect with others



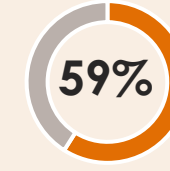
...say the arts are important to their personal wellbeing



...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

Deaf and disabled people's engagement with the arts

Deaf and disabled people



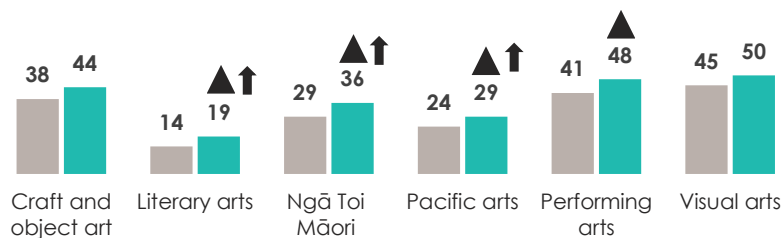
New Zealand



80% of Deaf and disabled people have attended or participated in the arts in the last 12 months. The overall level of engagement is comparable with the national average (78%).

Attendance

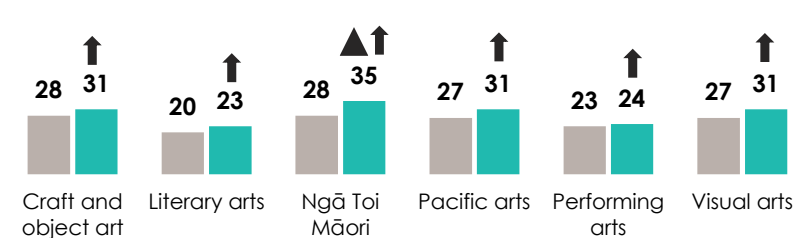
% ■ Deaf and disabled people - 2020 ■ Deaf and disabled people - 2023



Despite facing higher accessibility and affordability barriers to participating in the arts (refer page 22), Deaf and disabled people's participation rates are higher than the national average across all art forms. Since 2020, Deaf and disabled people's attendance has increased for four art forms: performing arts, Ngā Toi Māori, Pacific arts and literary arts. Participation in Ngā Toi Māori has also risen since 2020.

Participation

% ■ Deaf and disabled people - 2020 ■ Deaf and disabled people - 2023



Key demographic differences in Deaf and disabled responses

Compared to 12 months ago, 27% of Deaf and disabled people feel more positively about the arts and 9% feel more negatively.

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

- 30-39 years (44%)
- Younger people (18-29 years, 41%)
- Metropolitan city residents (Auckland, Wellington and Christchurch, 35%).

There are no demographic groups that are more likely than average to feel **more negatively** about the arts compared to 12 months ago.

53% of Deaf and disabled people believe the arts provide opportunities for them to **socialise and connect with others**.

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

- 18-29 years (66%)
- Women (57%)
- Households with an income over \$50k (56%).

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

- Men (48%)
- Households with an income up to \$50k (46%)
- 70+ years (38%).

64% of Deaf and disabled people have **participated*** in the arts in the last 12 months.

Participation is **higher** among:

- Younger people (83% of 15-17 year olds and 78% of 18-29 year olds).

Participation is **lower** among:

- 70+ years (37%).

Overall participation is the % 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.

Some demographic differences exist for **barriers to greater attendance**:

Cheaper tickets (50% on average)

- 50-59 years (69%), Women (59%)

Easier travel to the arts event (50% on average)

- Women (57%)

Having someone to go with (44% on average)

- Women (50%)

More appealing arts events (43% on average)

- Household income over \$120k (59%), 50-59 years (57%)

Confidence in feeling welcome (35% on average)

- 40-49 years (50%), Metropolitan city residents, i.e. Auckland, Wellington and Christchurch (43%).

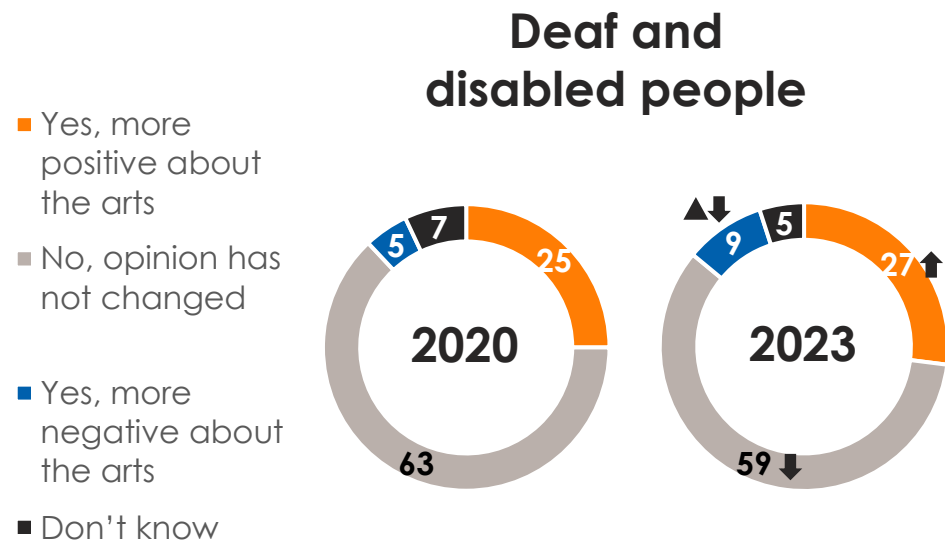
Arts attitudes

Change in overall perception of the arts

Deaf and disabled people's 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?

%



New Zealand



Commentary

While most Deaf and disabled people have not changed their view of the arts, 27% feel more positive about the arts over the last 12 months.

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

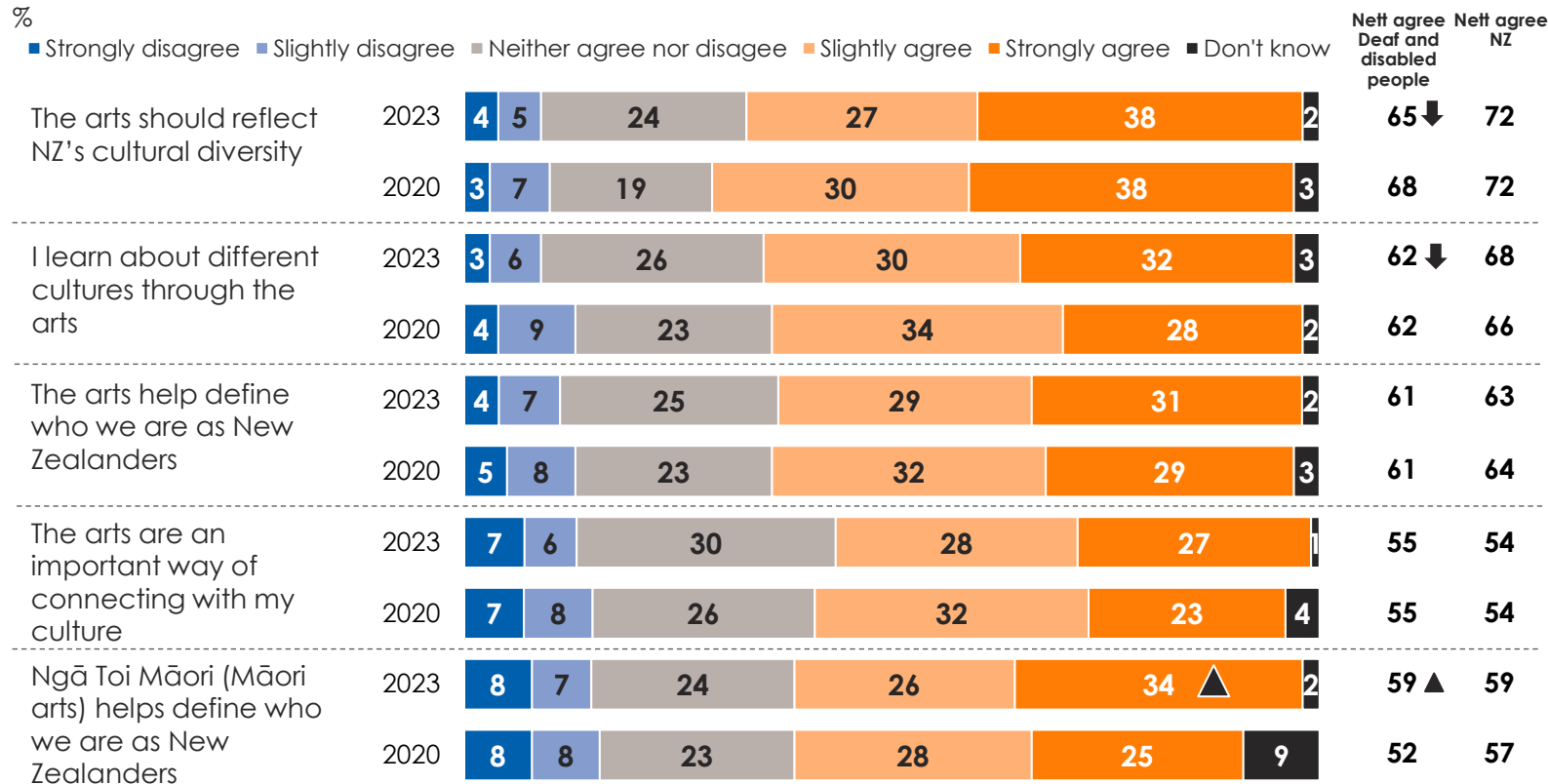
Just 9% of Deaf and disabled people view the arts more negatively in 2023. However, this is higher than in 2020.

Base: All respondents: Deaf and disabled people 2020 (n=710); 2023 (n=766); 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

Deaf and disabled people's most common views continue to be that:

- The arts should reflect NZ's cultural diversity
- They learn about different cultures through the arts
- The arts help define who we are as New Zealanders.

More than six in ten Deaf and disabled people believe each of these three statements, but are a little less likely than the national average to believe the first two of these statements.

Deaf and disabled people's belief that Ngā Toi Māori (Māori arts) helps define who we are as New Zealanders has increased since 2020 (up seven points to 59%).

Base: All respondents: Deaf and disabled people 2020 (n=710); 2023 (n=766); New Zealand: (n=6527)

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

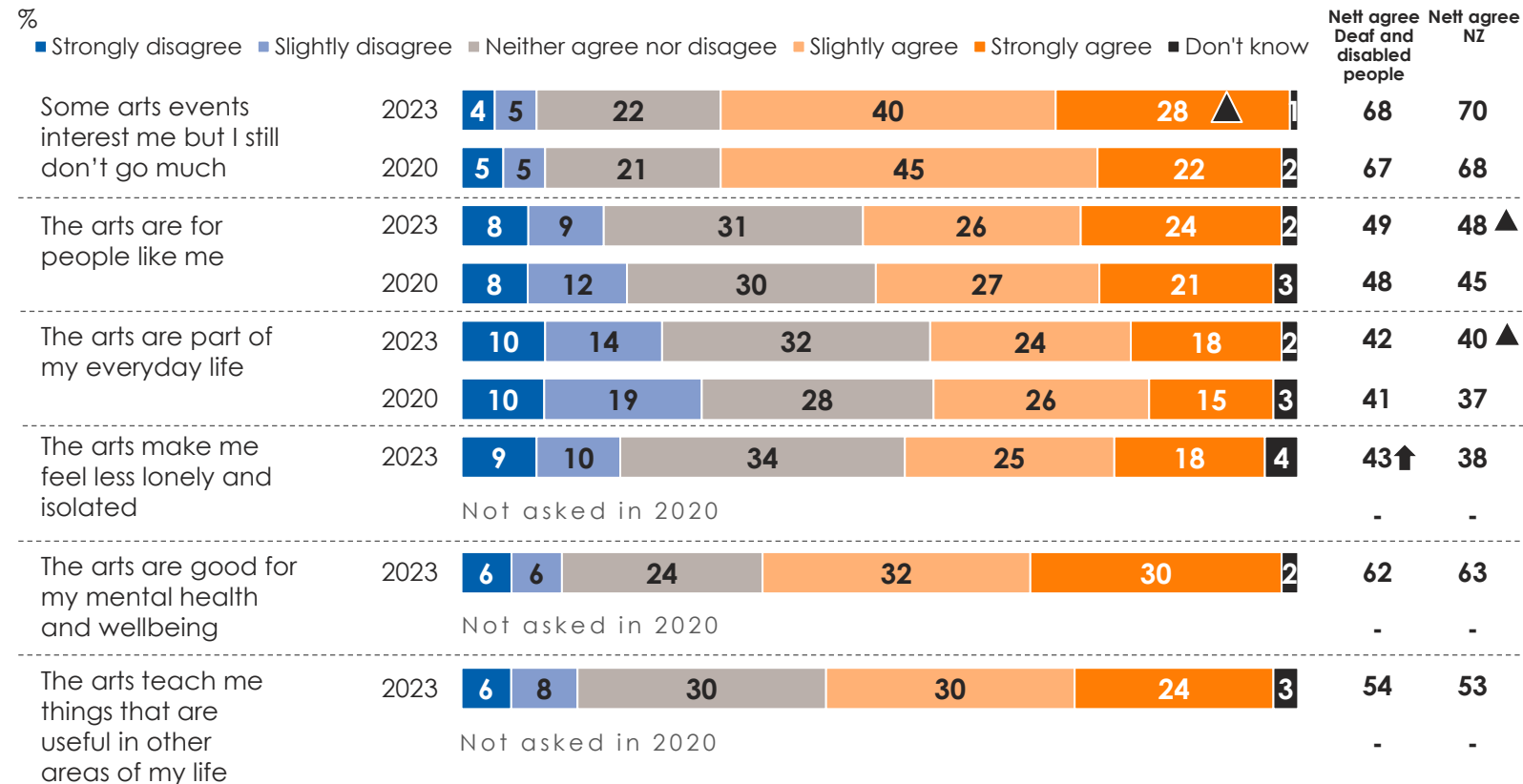
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Individuals' relationship with the arts

The personal connection that Deaf and disabled 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 68% of Deaf and disabled people showing interest but reporting low attendance.

Three new measures in 2023 speak to the potential for the arts to influence a person's wellbeing:

- 62% feel the arts are good for their mental health and wellbeing
- 54% the arts teach them things that are useful for other areas of their life
- More than four in ten (43%) Deaf and disabled people feel the arts reduce their sense of loneliness and isolation, and this is higher than the national average.

Base: All respondents: Deaf and disabled people 2020 (n=710); 2023 (n=766); New Zealand: (n=6527)

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

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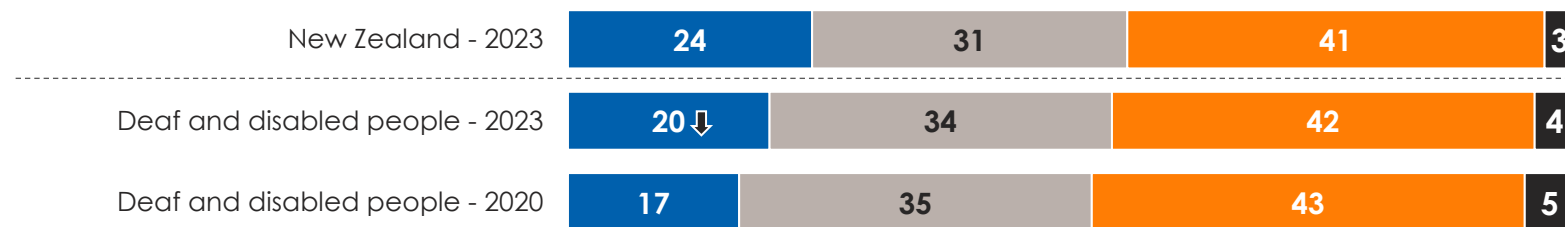
Importance of the arts to wellbeing

The importance that Deaf and disabled people 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

42% of Deaf and disabled people feel that the arts is important to their personal wellbeing.

This is comparable with 2020, and in line with the national average (41%).

Base: All respondents: Deaf and disabled people 2020 (n=710); 2023 (n=766); New Zealand: (n=6527)

Reasons why the arts are important to Deaf and disabled people wellbeing

For what reasons do you say that?

% Leading responses



Commentary

We asked the 42% of respondents who feel the arts is important to their personal wellbeing why this is. The chart shows the leading responses.

Quotes

"I am unable to move around much and I spend a lot of time in bed. Music helps keep me sane. I can also look at masterpieces on my computer. I also am able to play my guitar and learn music online."

Man, 60-64, New Zealand European, Hamilton

"From my culture, our shared spaces define our past, our ancestral places and way of life are surviving by the depictions we express through weaving, carving, singing and dance, it keeps my wairua balanced."

Woman, 55-59, Māori, Auckland region

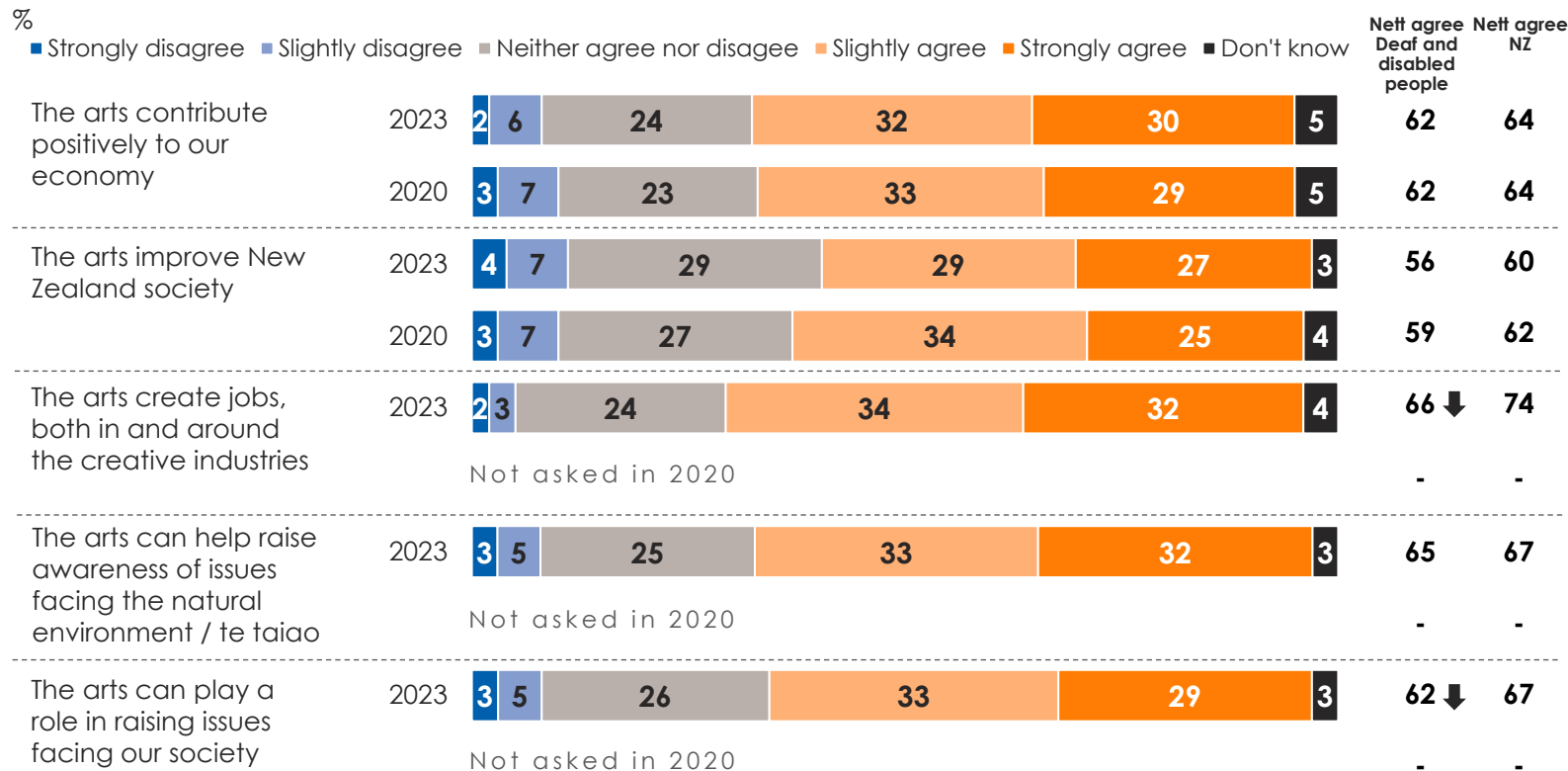
Base: Respondents who feel the arts are important to their personal wellbeing; Deaf and disabled people 2023 (n=325)

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

Attitudes towards the arts: How the arts benefit New Zealand

Deaf and disabled people's recognition of the social and economic benefits of the arts

How much do you agree or disagree?



Commentary

Most Deaf and disabled people 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 Deaf and disabled people believe the arts have a positive role to play in creating employment in creative industries and bringing attention to environmental and societal issues.

Deaf and disabled people are somewhat less likely than the national average to believe:

- The arts create jobs, both in and around the creative industries (66%)
- The arts can play a role in raising issues facing our society (62%).

Base: All respondents: Deaf and disabled people 2020 (n=710); 2023 (n=766); New Zealand: (n=6527)

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

▲▼ = significantly higher / lower than 2020

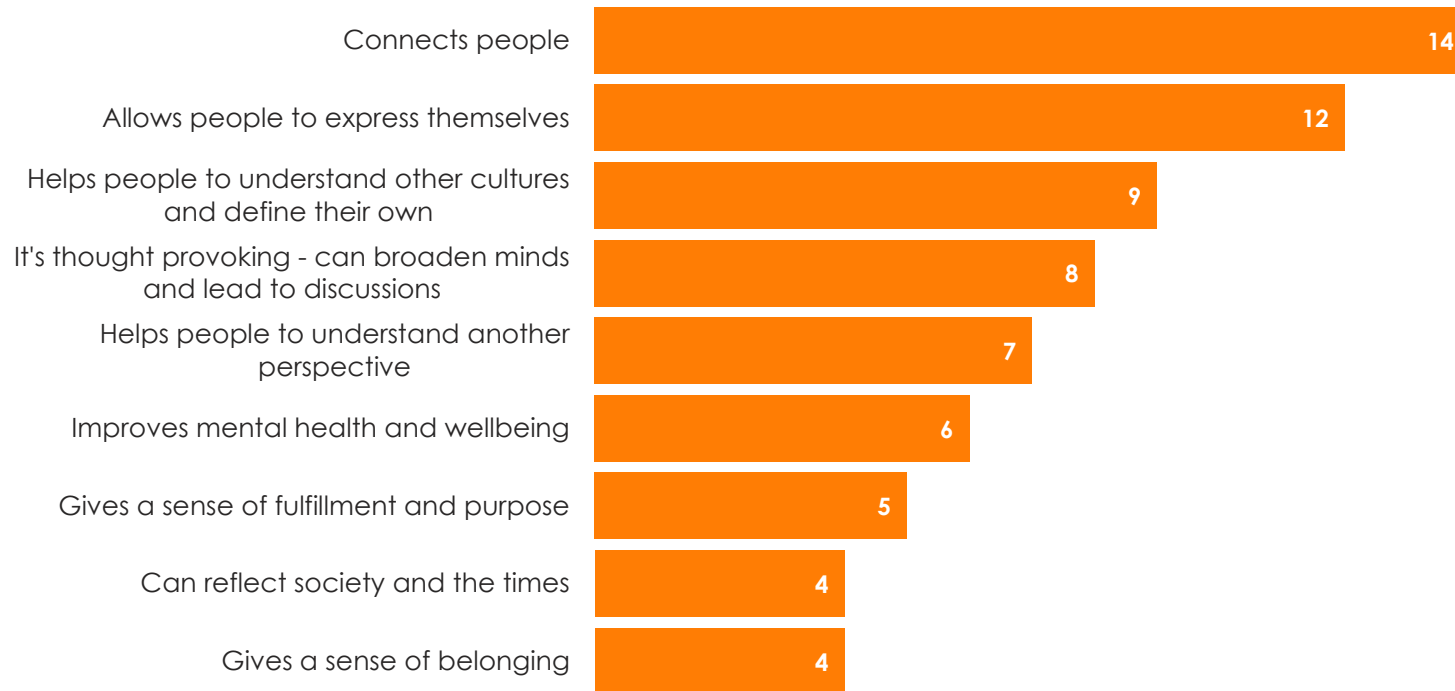
↑↓ = significantly higher / lower than all New Zealanders

Reasons why the arts improve society

Why Deaf and disabled people feel the arts improve New Zealand society

For what reasons do you feel the arts improve society?

% Leading responses



Commentary

We asked the 56% of respondents who feel that the arts improve New Zealand society why this is. The chart opposite shows the leading reasons given.

Quotes

"I feel the arts bring people together in the creative process. They give us something to be proud of as a society and they help us to express our feelings on subjects that may be hard to talk about."

Woman, 50-54, New Zealand European, Timaru

"Art serves as a medium for emotional expression, allowing individuals to convey and evoke emotions, fostering a better understanding of themselves and others. Through art, people can share and resonate with various emotions and experiences."

Man, 35-39, New Zealand European, Auckland

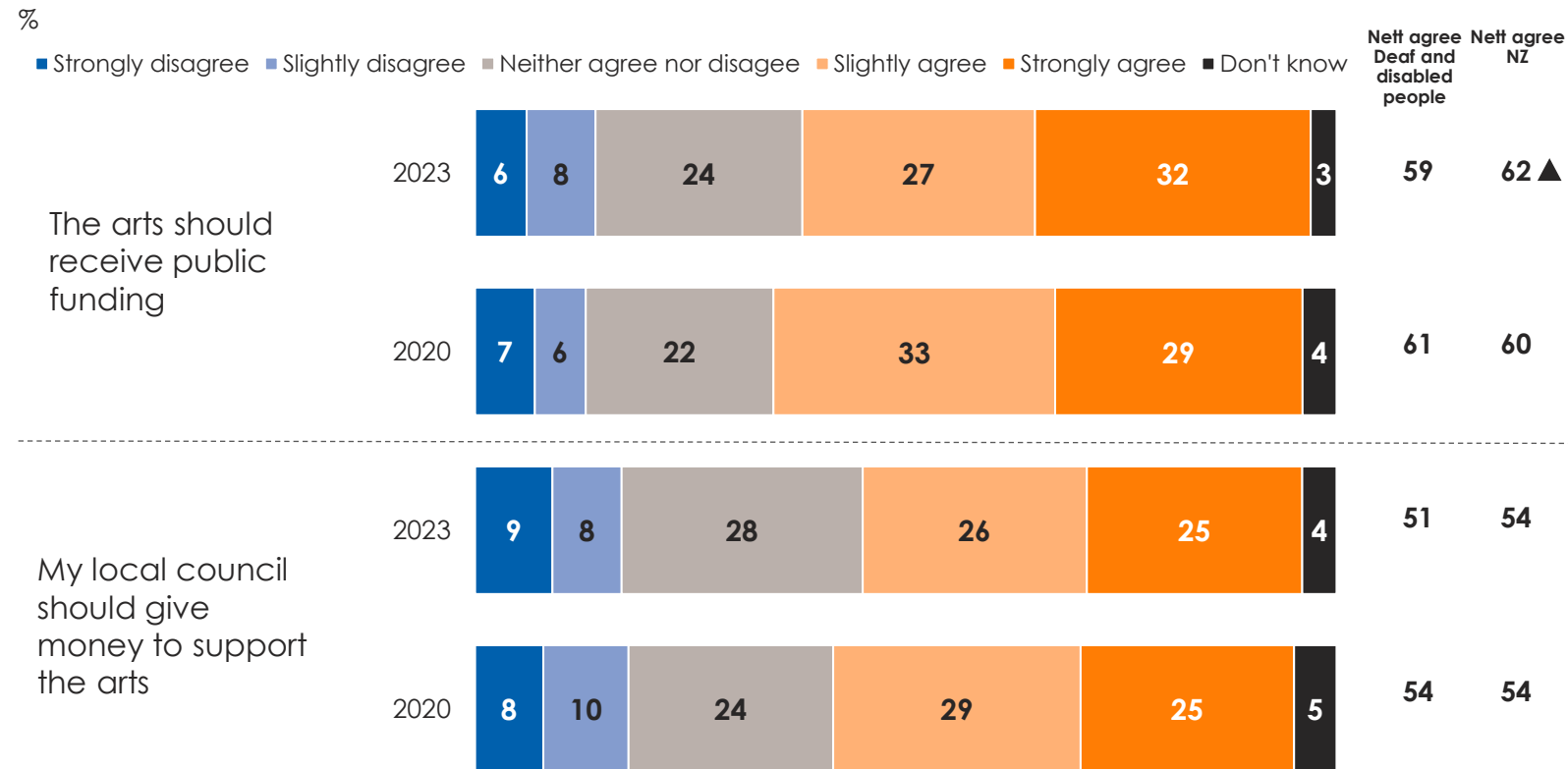
Base: Respondents who feel the arts improve New Zealand society: Deaf and disabled people 2023 (n=454)

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.

59% of Deaf and disabled people believe that the arts should receive public funding.

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

51% of Deaf and disabled people support the idea that Councils should help fund the arts.

This is comparable with 2020, and in line with the national average (54%).

Base: All respondents: Deaf and disabled people 2020 (n=710); 2023 (n=766); New Zealand: (n=6527)

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

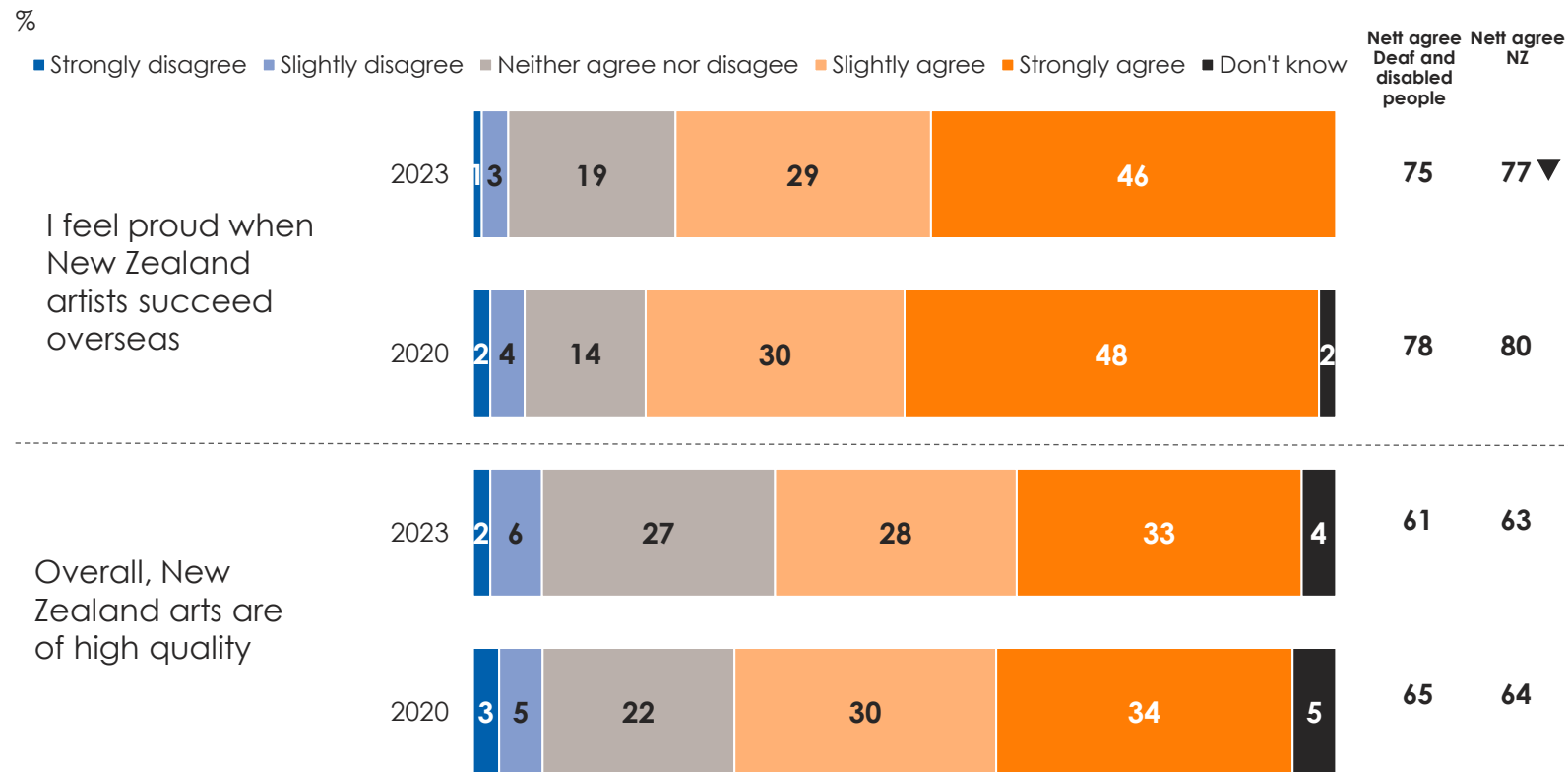
▲▼ = significantly higher / lower than 2020

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

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

How much do you agree or disagree?



Commentary

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

75% of Deaf and disabled people feel proud when New Zealand artists succeed overseas.

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

Overall, 61% of Deaf and disabled people agree that New Zealand arts are of high quality.

This is comparable with 2020, and in line with the national average (63%).

Base: All respondents: Deaf and disabled people 2020 (n=710); 2023 (n=766); New Zealand: (n=6527)

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

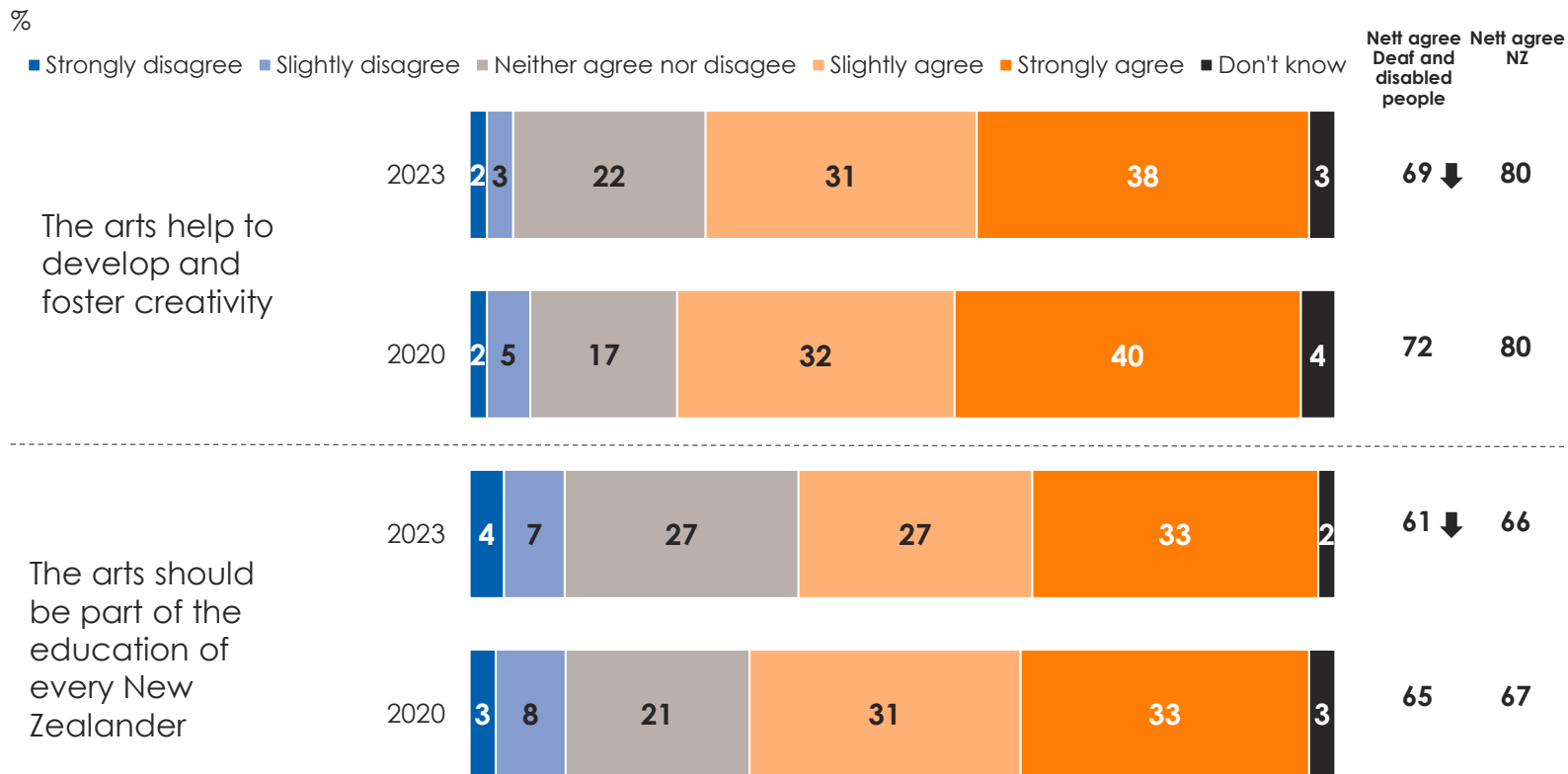
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Attitudes towards the arts: Education and development

Deaf and disabled people's 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

69% of Deaf and disabled people recognise the value of the arts in developing and fostering creativity.

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

61% of Deaf and disabled people support the idea that the arts should be part of the education of every New Zealander.

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

Base: All respondents: Deaf and disabled people 2020 (n=710); 2023 (n=766); New Zealand: (n=6527)

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

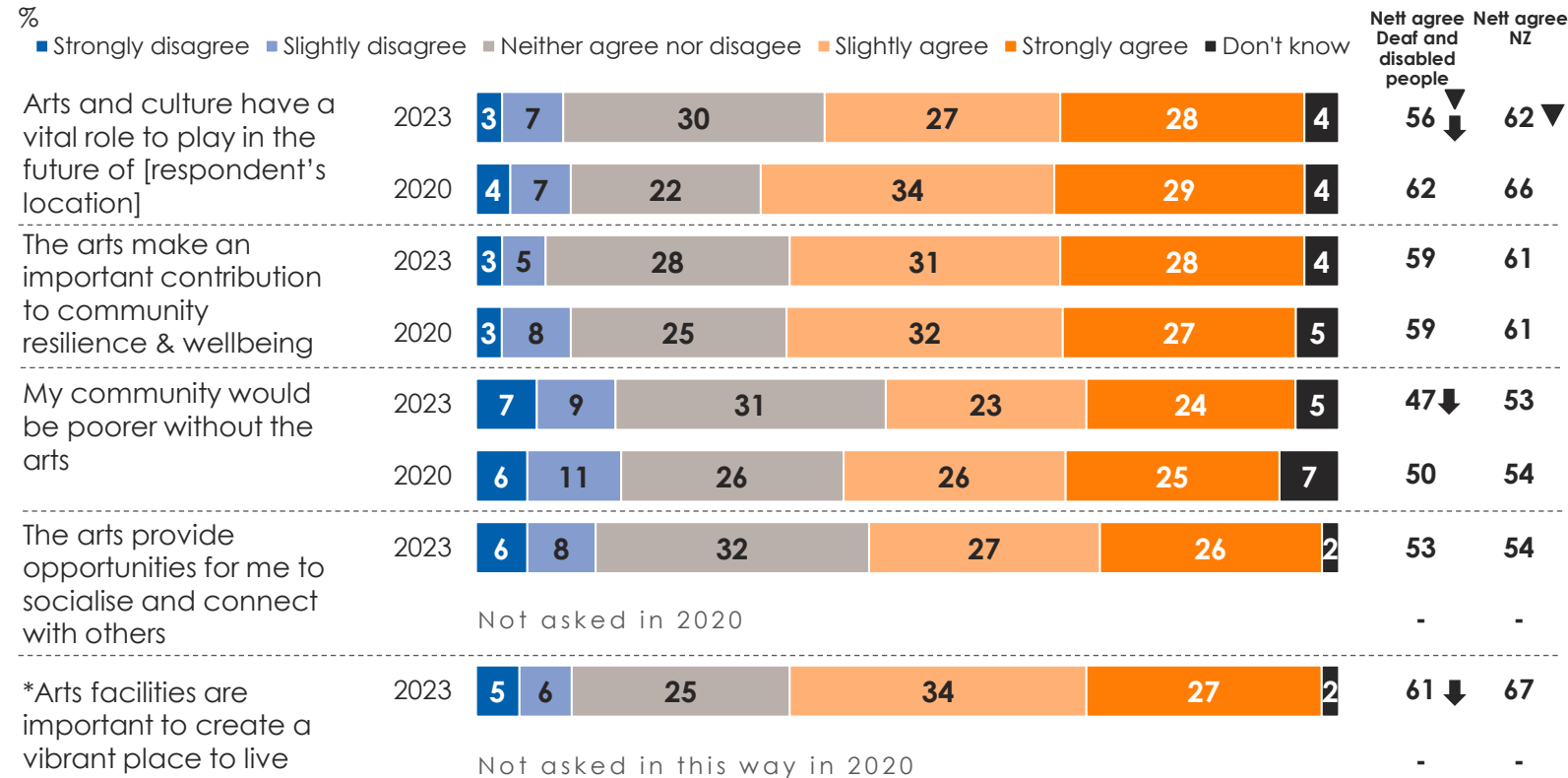
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Attitudes towards the arts: Role of the arts in creating communities

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 Deaf and disabled people continue to recognise the important role of the arts in creating communities.

However, since 2020 fewer Deaf and disabled people believe that arts and culture have a vital role to play in the future of where the respondent lives (down six points to 56%).

Deaf and disabled people are less likely than the national average to believe that:

- Arts and culture have a vital role to play in the future of where the respondent lives
- Their community would be poorer without the arts
- Arts facilities are important to create a vibrant place to live.

The new 2023 measure delivers insight into the value that the arts provide to individuals in building community: 53% of Deaf and disabled people say the arts provide opportunities for them to socialise and connect with others.

Base: All respondents: Deaf and disabled people 2020 (n=710); 2023 (n=766); 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

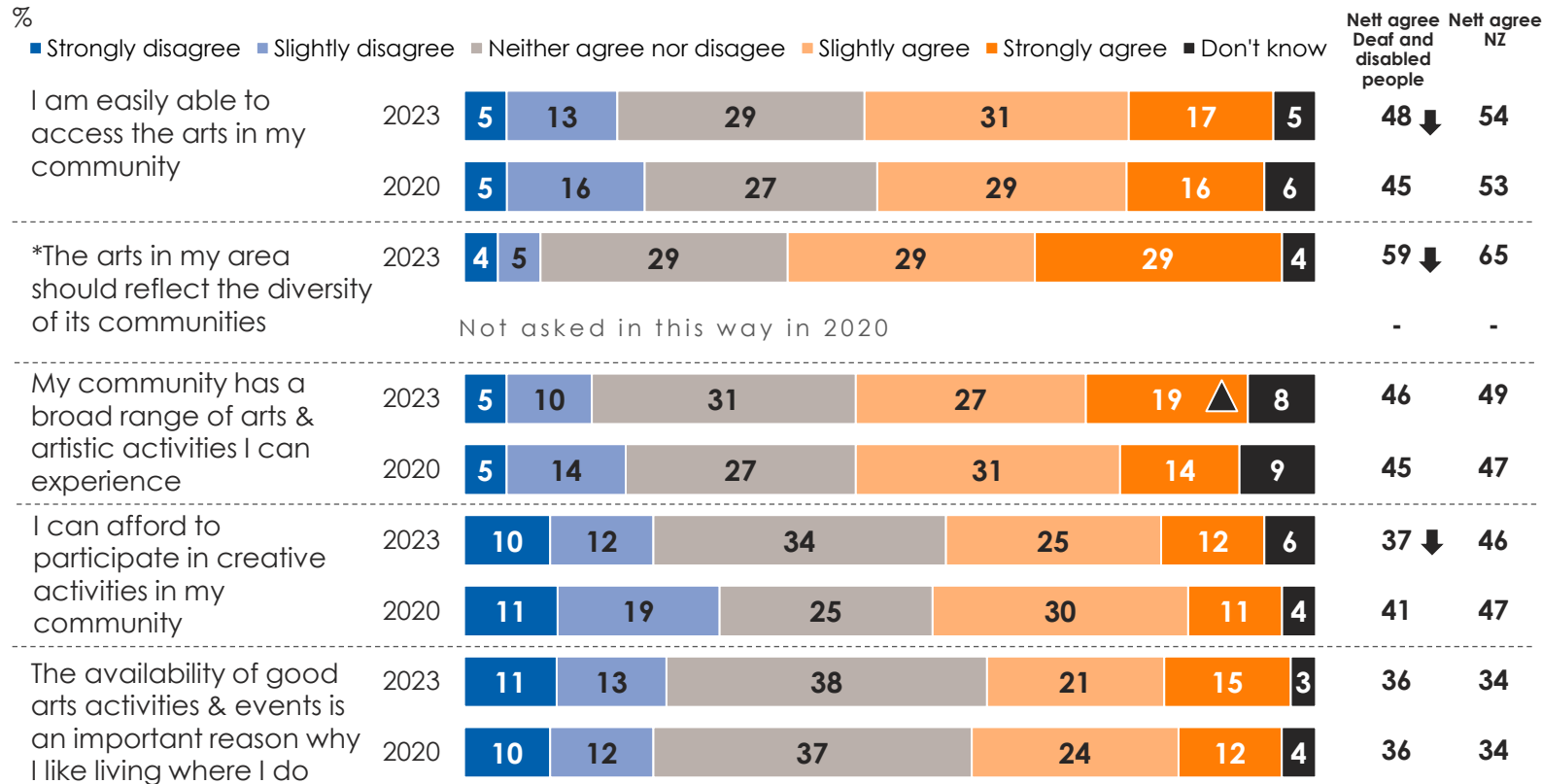
▲▼ = significantly higher / lower than 2020

↑↓ = 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

Over half (59%) of Deaf and disabled people feel that the arts in their area should reflect the diversity of its communities.

However, Deaf and disabled people are less likely than the national average to believe this and the following two statements:

- They are easily able to access the arts in their community
- They can afford to participate in creative activities in their community.

Just under half (46%) of Deaf and disabled people believe their community has a broad range of arts and artistic activities that they can experience. This belief has strengthened since 2020 (i.e. more Deaf and disabled people strongly agree with the statement).

Base: All respondents: Deaf and disabled people 2020 (n=710); 2023 (n=766); 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

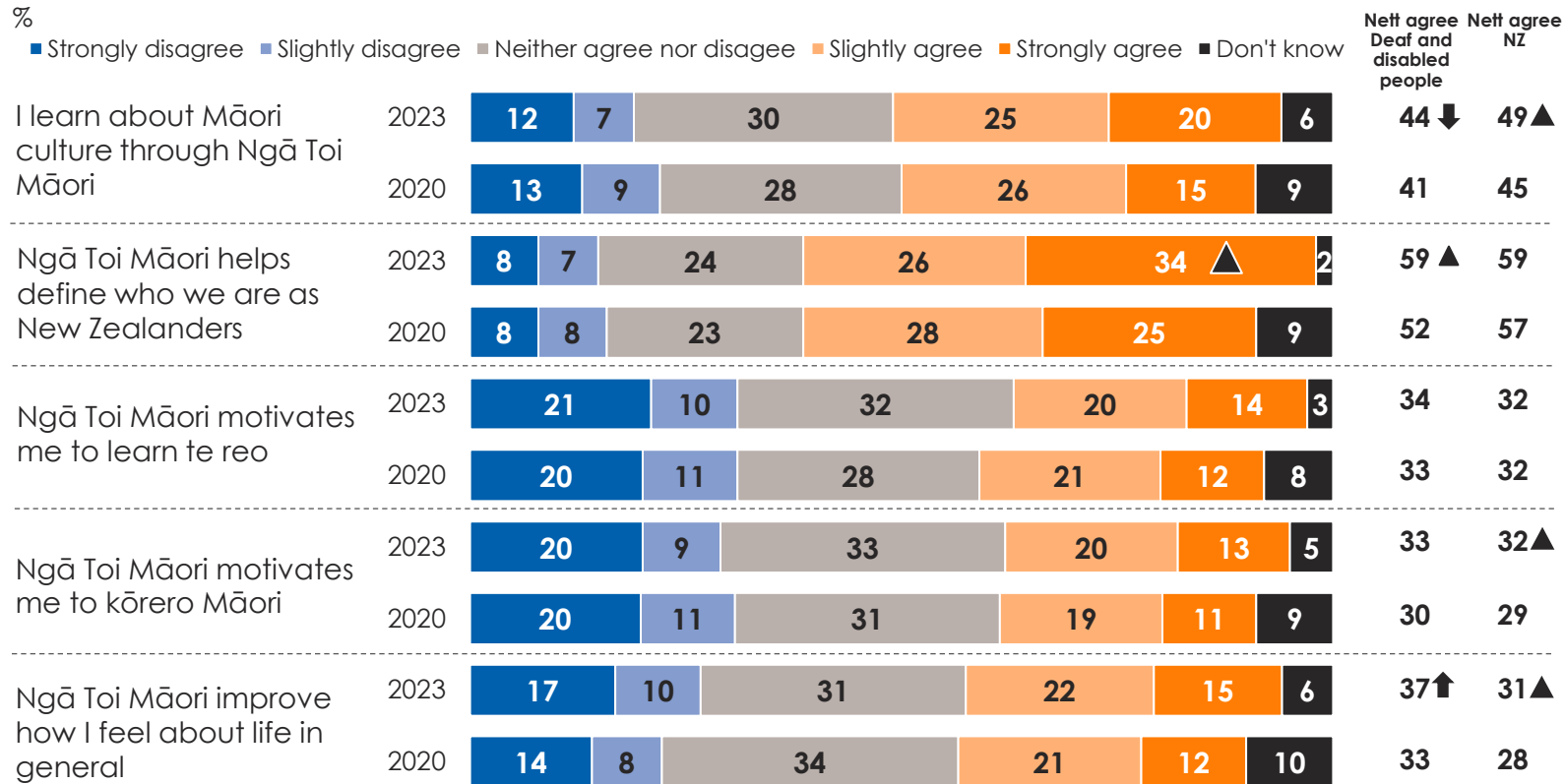
▲▼ = significantly higher / lower than 2020

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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, Deaf and disabled people feel Ngā Toi Māori helps define who we are as New Zealanders, and this has increased since 2020 (up seven points to 59%). The strength of sentiment has also increased.

Although still a common belief, the proportion of Deaf and disabled people who learn about Māori culture through Ngā Toi Māori is lower than the national average.

However, Deaf and disabled people are more likely than the national average to believe that Ngā Toi Māori improve how they feel about life in general.

Base: All respondents: Deaf and disabled people 2020 (n=710); 2023 (n=766); New Zealand: (n=6527)

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

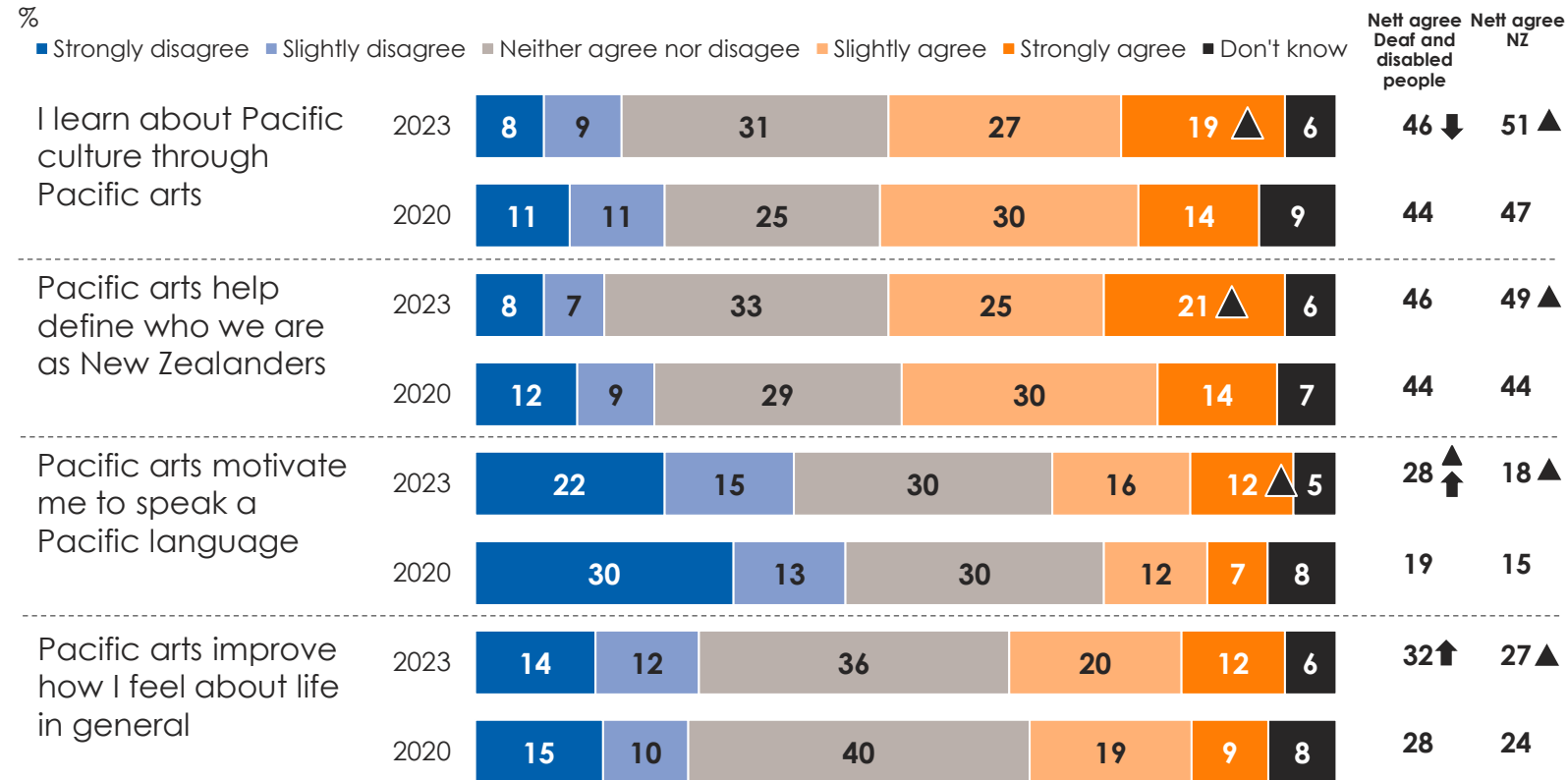
▲▼ = significantly higher / lower than 2020

↑↓ = 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, Deaf and disabled people feel that Pacific arts teaches them about Pacific culture and helps define who we are as New Zealanders. The strength of each of these beliefs has increased since 2020.

Since 2020, more Deaf and disabled people believe that Pacific arts motivate them to speak a Pacific language, and this is now higher than the national average.

Deaf and disabled people are also more likely than the national average to believe that Pacific arts improve how they feel about life in general.

Base: All respondents: Deaf and disabled people 2020 (n=710); 2023 (n=766); New Zealand: (n=6527)

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

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Overall engagement, attendance and participation

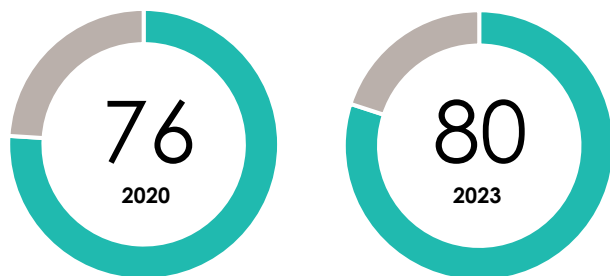
Overall engagement

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.

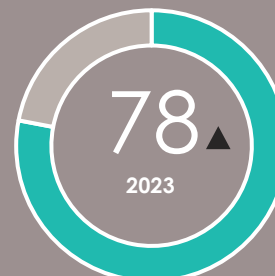
Have you [attended or participated in any art forms] in the last 12 months?

%

Deaf and disabled people



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.

80% of Deaf and disabled people have engaged with the arts in the last 12 months.

This has not changed significantly since 2020 (76%).

The level of engagement is comparable with the national average (78%).

Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766); New Zealand: (n=6527).

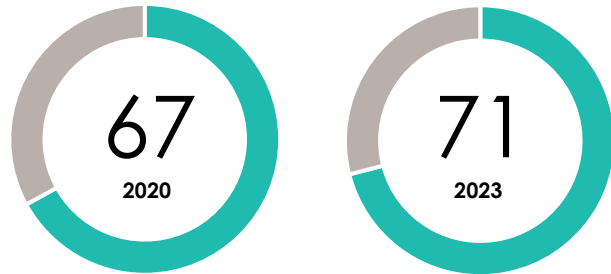
Overall attendance

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.

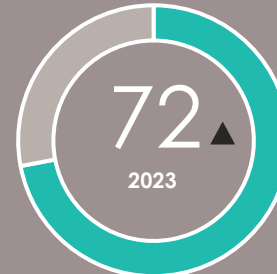
Have you [attended any art forms] in the last 12 months?

%

Deaf and disabled people



New Zealand



Commentary

71% of Deaf and disabled people have attended at least one arts event or location in the last 12 months.

The level of attendance has not changed significantly since 2020, and is in line with the national average (72%).

There are no significant differences among demographic subgroups.

Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766); New Zealand: (n=6527).

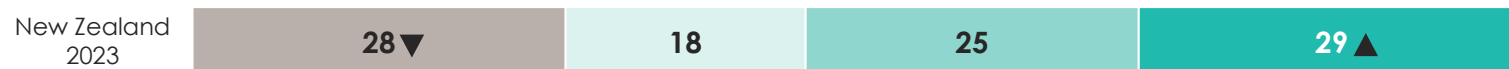
Frequency of attendance

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).

58% of Deaf and disabled people have attended any art form four or more times in a year.

The proportion of Deaf and disabled people attending 11 or more times a year has increased since 2020 (up 10 points to 39%), and is higher than the national average (29%).

Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766); 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.

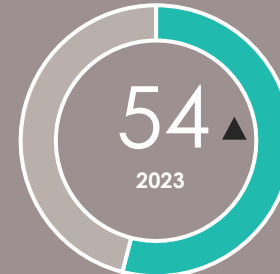
Have you [participated in any art forms] in the last 12 months?

%

Deaf and disabled people



New Zealand



Commentary

64% of Deaf and disabled people have participated in at least one art form in the last 12 months.

The level of participation is comparable with 2020, and higher than the national average (54%).

Participation is higher among Deaf and disabled younger people (83% of 15-17 year olds, and 78% of 18-29 year olds).

Participation is lower (37%) among those aged 70 years and older.

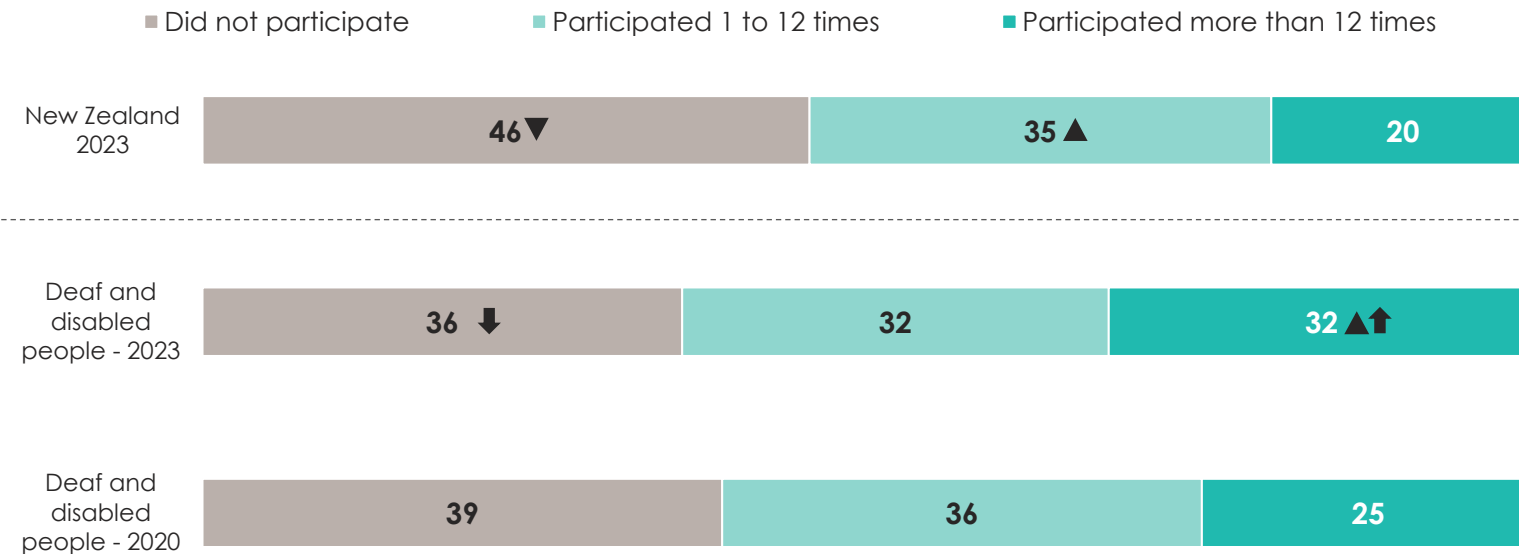
Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766); New Zealand: (n=6527).

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.

32% of Deaf and disabled people participate in the arts on a more regular basis (more than 12 times a year). This is higher than in 2020, and higher than the national average (20%).

Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766); New Zealand: (n=6527).

Attendance by artform

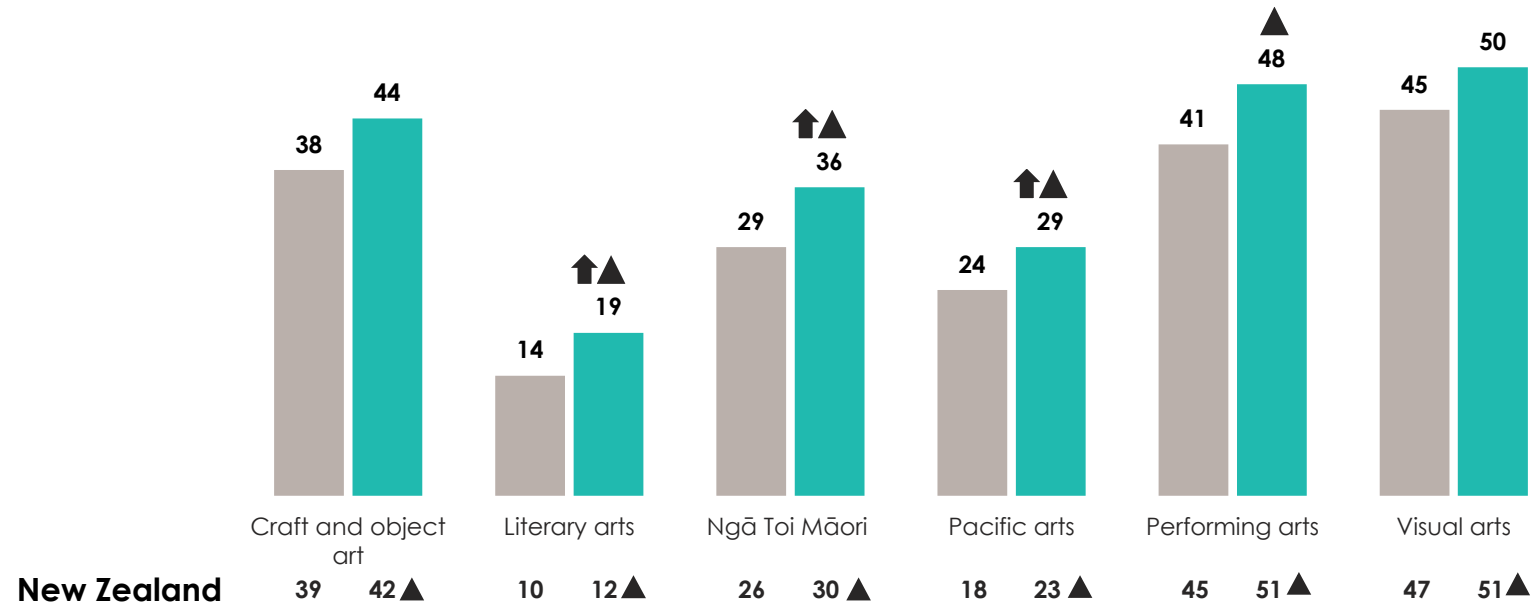
Attendance by art form

The proportions of Deaf and disabled people 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

%

- Deaf and disabled people - 2020
- Deaf and disabled people - 2023



Commentary

The most popular art forms for attendance are visual arts (50%), performing arts (48%), and craft and object art (44%).

Deaf and disabled people are more likely than the national average to attend:

- Ngā Toi Māori
- Pacific arts
- Literary arts.

Since 2020, more Deaf and disabled people have attended:

- Performing arts
- Ngā Toi Māori
- Pacific arts
- Literary arts.

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

Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766); New Zealand: (n=6527).

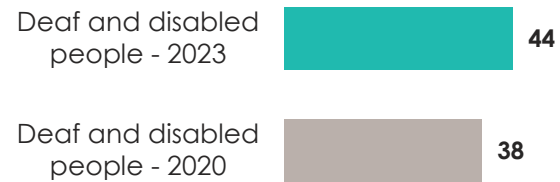
▲▼ = significantly higher / lower than 2020
 ↑↓ = significantly higher / lower than all New Zealanders

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?

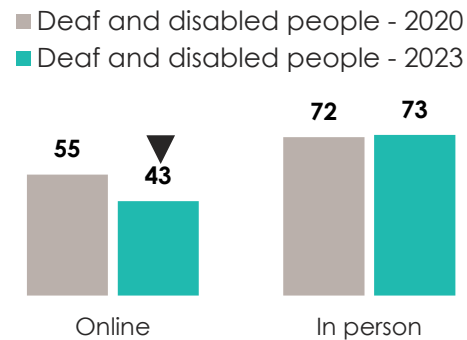
%



Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766).

Did you do this online or in person?

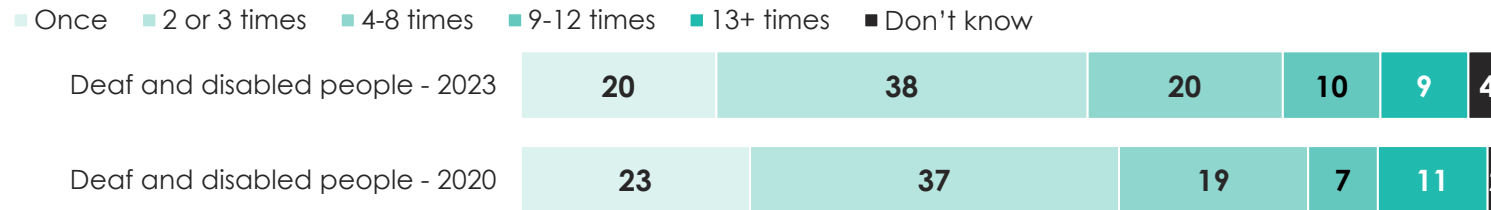
%



Base: All who attended craft and/or object art: Deaf and disabled people 2020 (n=275), 2023 (n=334).

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

%



Base: All who attended craft and/or object art: Deaf and disabled people 2020 (n=275), 2023 (n=334).

Commentary

Overall, 44% of Deaf and disabled people have attended craft and object art in the last 12 months.

This has not changed significantly since 2020.

Attendees are more likely to attend craft and object art in person than online. Online attendance has dropped since 2020.

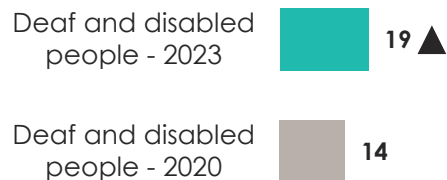
Over half of Deaf and disabled people who attended craft and object art in the last 12 months did so one to three times (58%).

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?

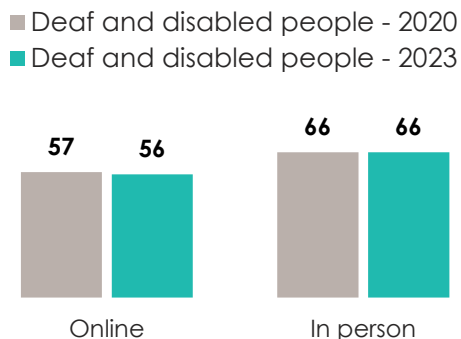
%



Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766).

Did you do this online or in person?

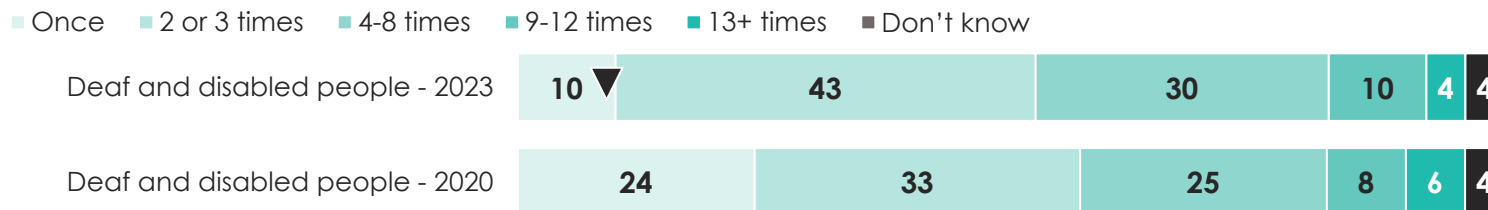
%



Base: All who attended literary arts: Deaf and disabled people 2020 (n=109), 2023 (n=141).

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

%



Base: All who attended literary arts: Deaf and disabled people 2020 (n=109), 2023 (n=141).

Commentary

Overall, 19% of Deaf and disabled people have attended literary arts in the last 12 months.

This is higher than 2020.

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

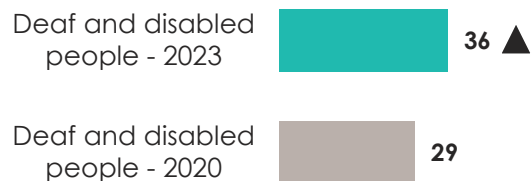
Around half Deaf and disabled people who attended literary arts did so one to three times (53%).

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?

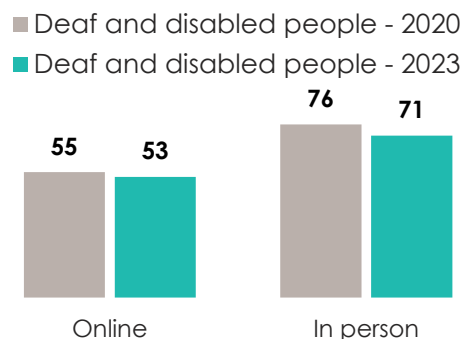
%



Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766).

Did you do this online or in person?

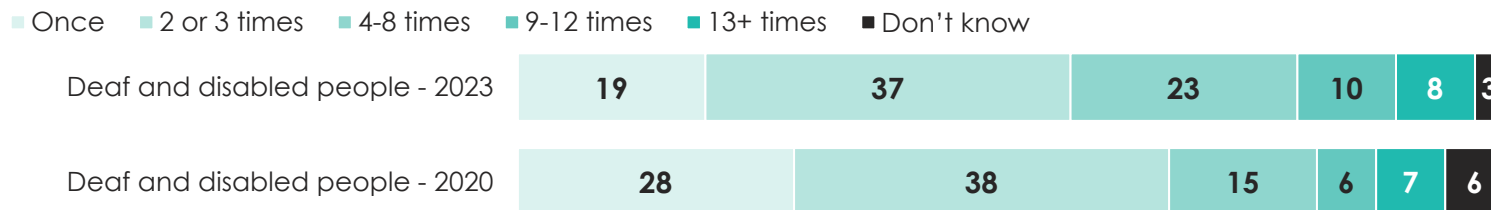
%



Base: All who attended Māori arts: Deaf and disabled people 2020 (n=216), 2023 (n=286).

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

%



Base: All who attended Māori arts: Deaf and disabled people 2020 (n=216), 2023 (n=286).

Commentary

Overall, 36% of Deaf and disabled people 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.

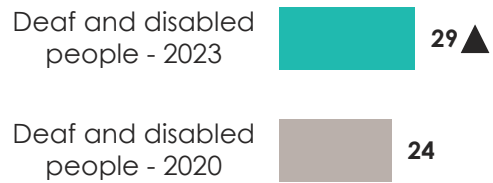
Over half of Deaf and disabled people who attended Ngā Toi Māori in the last 12 months did so one to three times (56%).

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?

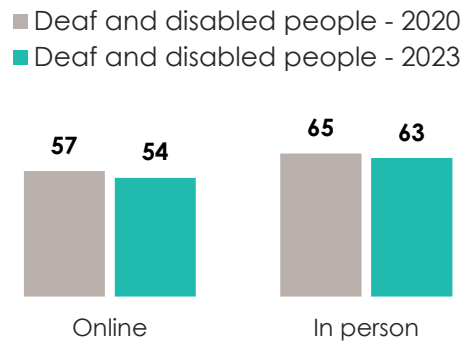
%



Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766).

Did you do this online or in person?

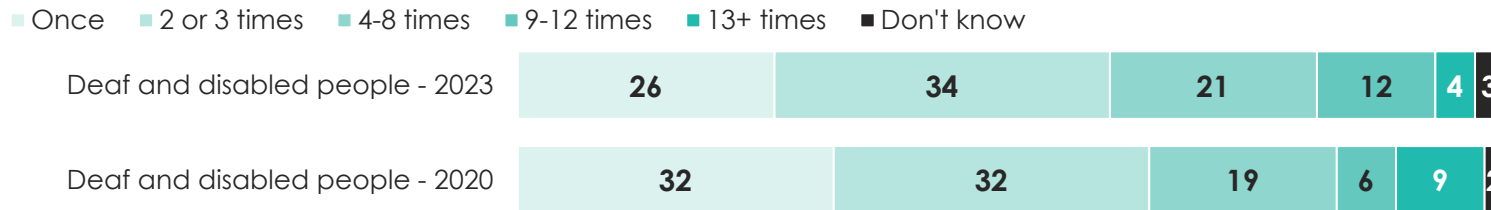
%



Base: All who attended Pacific arts: Deaf and disabled people 2020 (n=177), 2023 (n=227).

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

%



Base: All who attended Pacific arts: Deaf and disabled people 2020 (n=177), 2023 (n=227).

Commentary

Overall, 29% of Deaf and disabled people have attended Pacific arts events in the last 12 months.

This is higher than 2020.

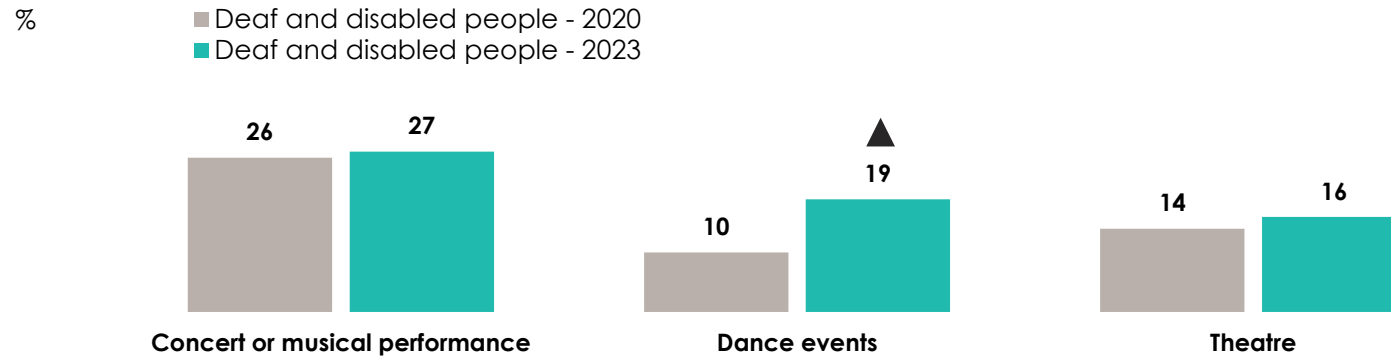
Attendees are somewhat more likely to attend Pacific arts events in person than online.

Six in ten (60%) Deaf and disabled people who attended Pacific arts events in the last 12 months did so one to three times.

Performing arts attendance

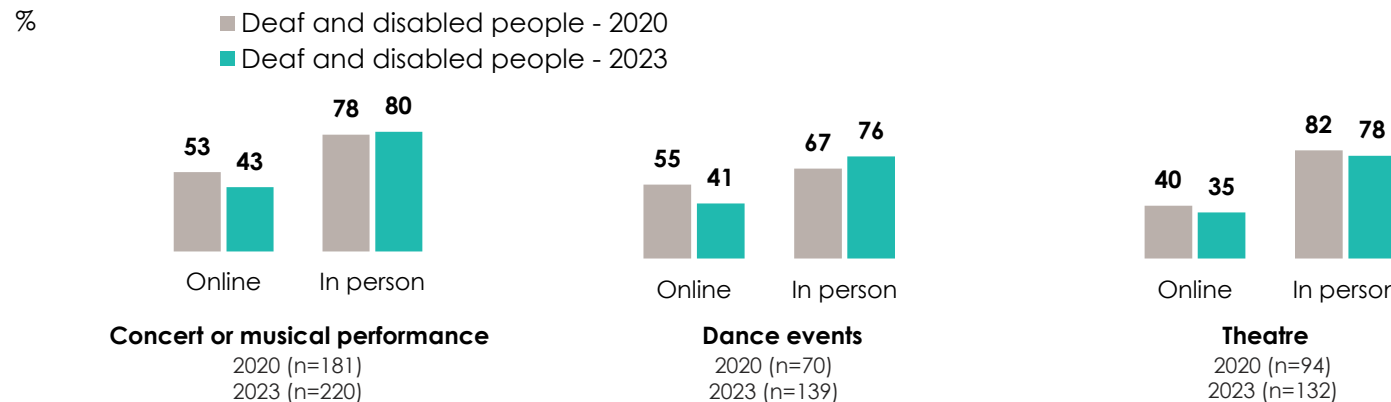
The overall level of performing arts attendance, as well as the channels attendees use

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



Base: All who attended performing arts: Deaf and disabled people 2020 (n=710), 2023 (n=766).

Did you do this online or in person?



Commentary

Overall, 48% of Deaf and disabled people have attended the performing arts in the last 12 months.

In the last 12 months, 27% of Deaf and disabled people have attended a concert or musical performance, 19% attended a dance event and 16% attended theatre.

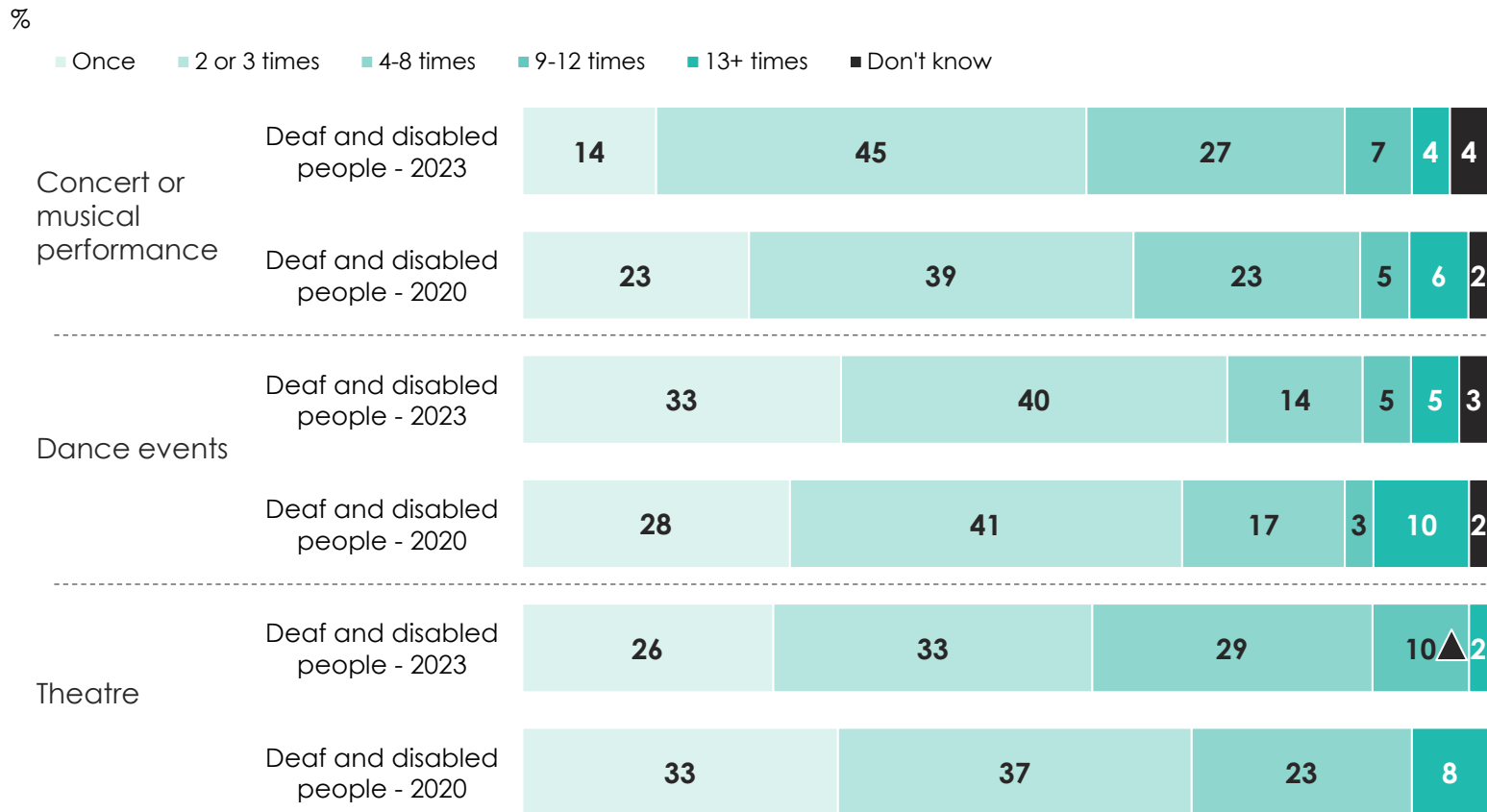
Dance event attendance has increased since 2020.

Deaf and disabled people typically attend the performing arts in person, but between 35% and 43% 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 Deaf and disabled people who attended the performing arts in the last 12 months did so one to three times.

Frequency of attending Concert or musical performance, Dance events or Theatre performances is similar to 2020.

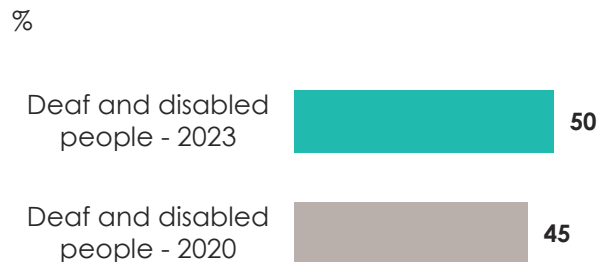
Base: All Deaf and disabled people respondents who have attended each art form: n=181, n=220, n=70, n=139, n=94, n=132 respectively.

▲▼ = significantly higher / lower than 2020

Visual arts attendance

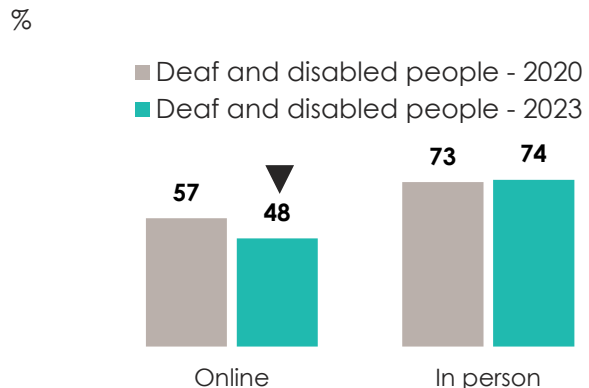
The overall level of visual arts attendance, as well as the channel used and frequency of attendance (among attendees)

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



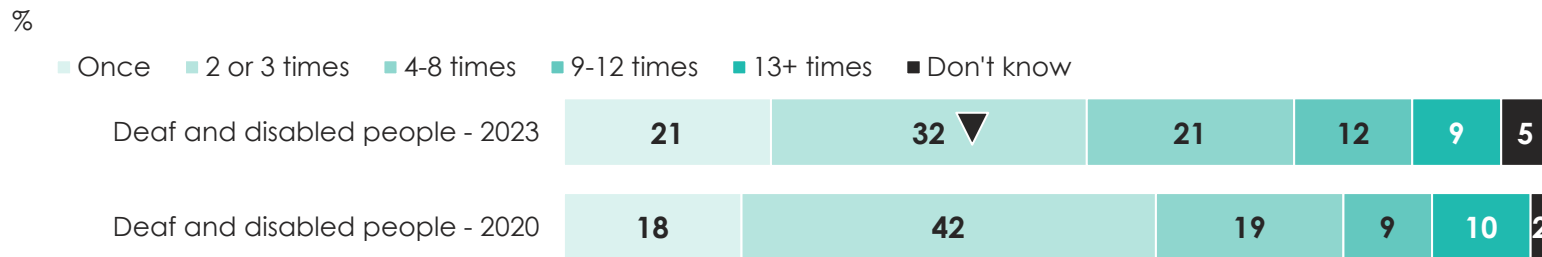
Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766).

Did you do this online or in person?



Base: All who attended visual arts: Deaf and disabled people 2020 (n=329), 2023 (n=381).

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



Base: All who attended visual arts: Deaf and disabled people 2020 (n=329), 2023 (n=381).

Commentary

50% of Deaf and disabled people attended the visual arts in the last 12 months.

This is comparable with 2020.

74% of attendees did so in person and 48% attended online. Online attendance has decreased.

In terms of frequency 21% are enthusiasts of the visual arts, attending nine or more times in the 12-month period.

This is comparable with 2020.

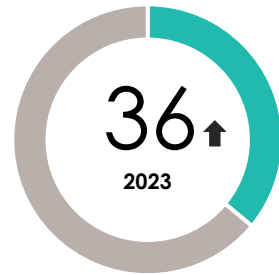
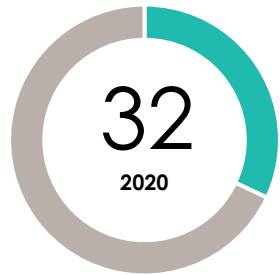
Visual arts attendance: impact of film festivals

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

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

%

Deaf and disabled people

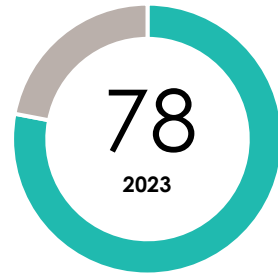
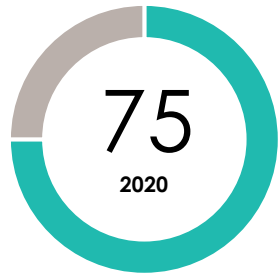


Base: All who attended visual arts: Deaf and disabled people 2020 (n=329), 2023 (n=381).

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

%

Deaf and disabled people



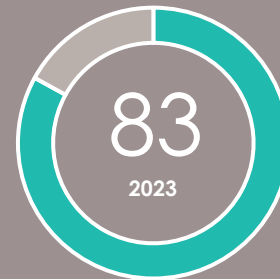
Base: All who attended film festivals: Deaf and disabled people 2020 (n=112), 2023 (n=126).

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

36% of Deaf and disabled people who have attended the visual arts, have attended a film festival in the last 12 months.

This is comparable with 2020, but higher than the 2023 national average (22%).

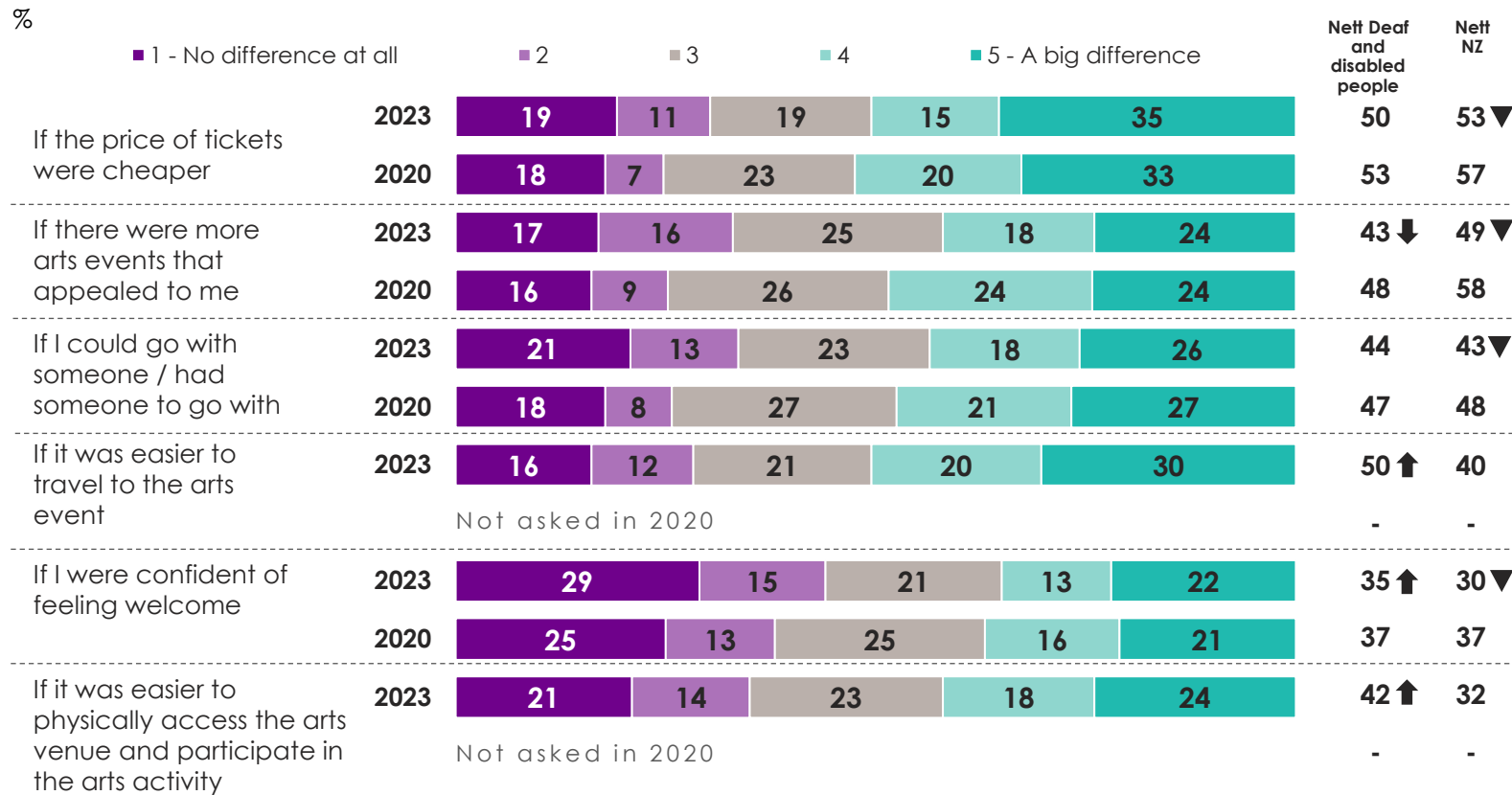
78% of those who have attended a film festival in the last 12 months have also attended other visual art forms.

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

Encouraging greater attendance in the arts

Factors that may encourage Deaf and disabled people 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 two factors are:

- Cheaper tickets (50%)
- Easier travel to the arts event (50%).

More appealing events would be a little less influential for Deaf and disabled people than the national average.

However, three factors that are more influential for Deaf and disabled people compared to the national average:

- Easier travel to the arts event (50%)
- If it were easier to physically access the arts venue and participate in the arts activity (42%).
- Confidence in feeling welcome (35%).

Base: All respondents who are interested in the arts but do not go much: Deaf and disabled people 2020 (n=476), 2023 (n=530); New Zealand: (n=4587).

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

Participation by artform

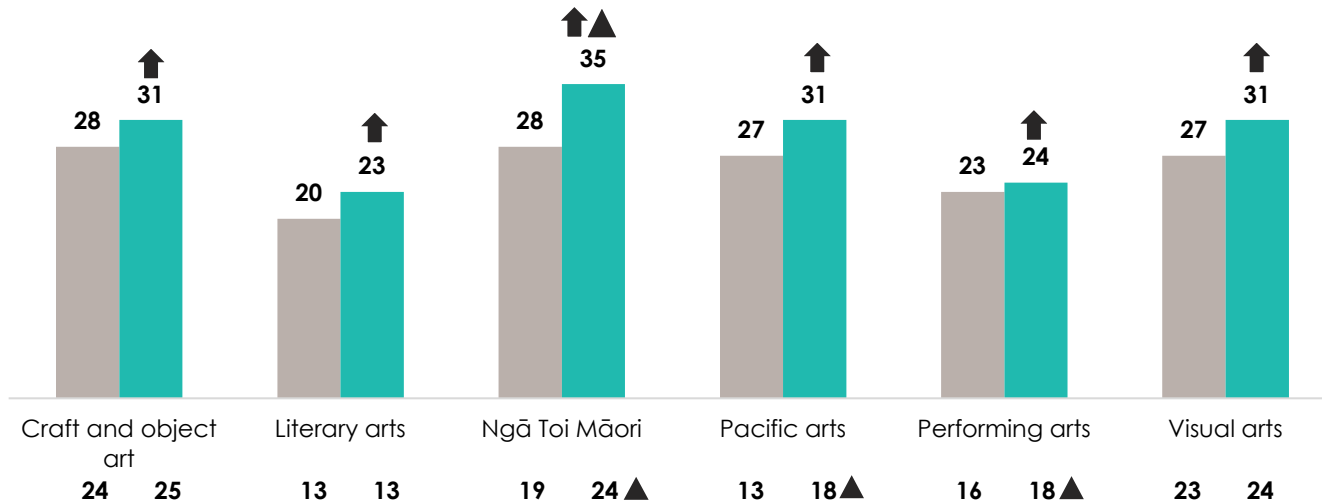
Participation by art form

The proportions of Deaf and disabled people 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.

%

■ Deaf and disabled people - 2020 ■ Deaf and disabled people - 2023



New Zealand

Craft and object art: 24, 25
 Literary arts: 13, 13
 Ngā Toi Māori: 19, 24▲
 Pacific arts: 13, 18▲
 Performing arts: 16, 18▲
 Visual arts: 23, 24

Commentary

The most popular art form for participation is Ngā Toi Māori (35%), followed by craft and object art, Pacific arts, and visual arts.

Since 2020, more Deaf and disabled people participate in Ngā Toi Māori.

Deaf and disabled people are more likely than the national average to participate in each of the art forms.

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

Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766); New Zealand: (n=6527).

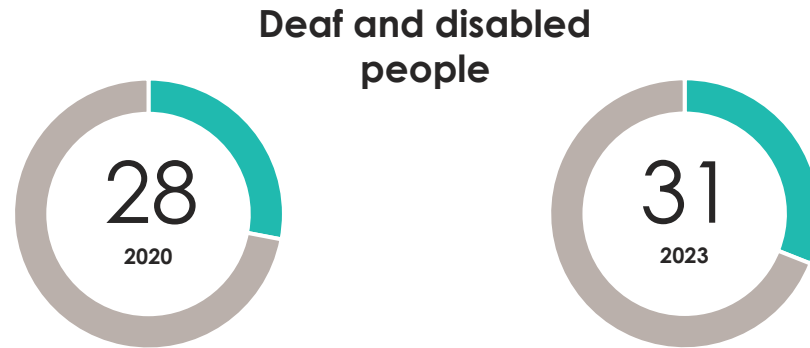
▲▼ = significantly higher / lower than 2020
 ▲▲ = significantly higher / lower than all New Zealanders

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?

%

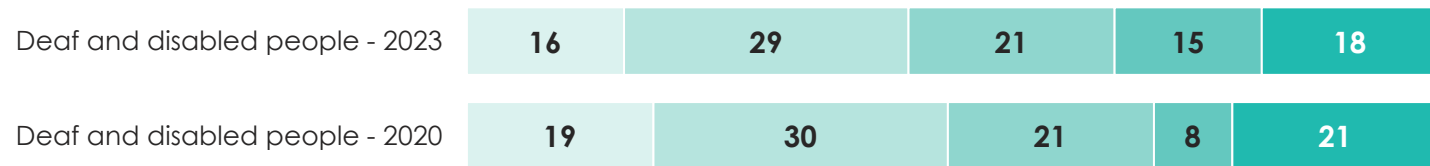


Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766).

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: Deaf and disabled people 2020 (n=202), 2023 (n=244).

Commentary

31% of Deaf and disabled people participated in craft and object art in the last 12 months.

This is comparable with 2020.

33% of participants in craft and object art participate regularly (at least nine times in the last 12 months).

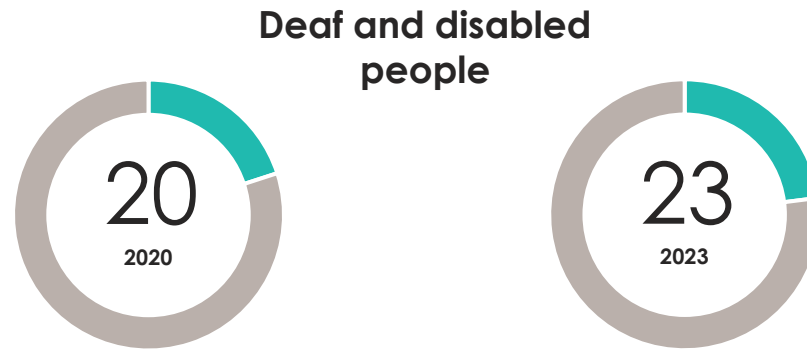
This is comparable with 2020.

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?

%

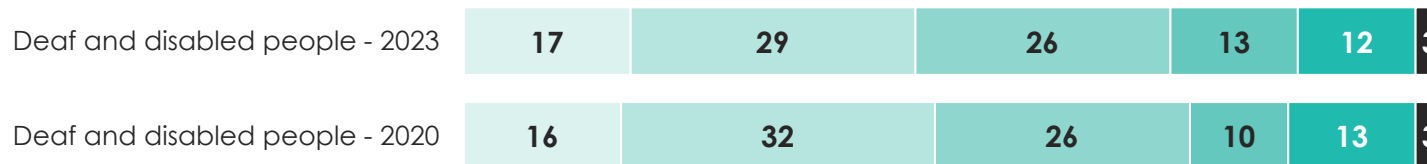


Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766).

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: Deaf and disabled people 2020 (n=149), 2023 (n=165).

Commentary

23% of Deaf and disabled people participated in literary arts in the last 12 months.

This is comparable with 2020.

25% of participants in literary arts participate regularly (at least nine times in the last 12 months).

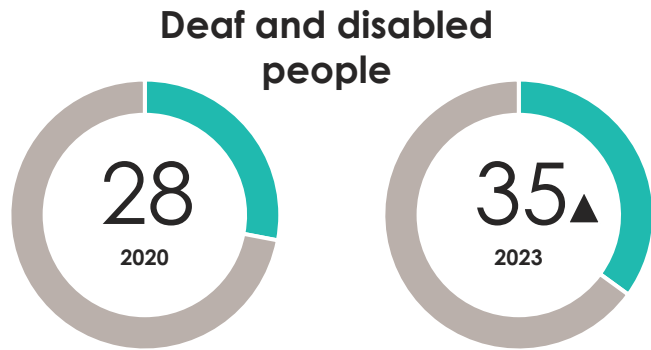
This is comparable with 2020.

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)?

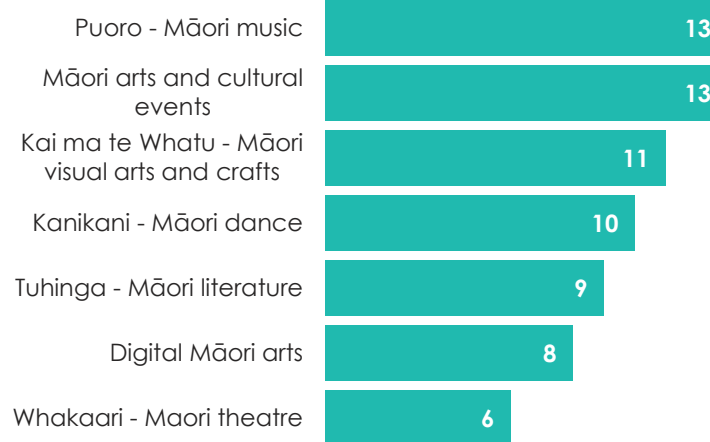
%



Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766).

Choose all the activities you have done.

%



Base: All respondents: Deaf and disabled people 2023 (n=766).

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: Deaf and disabled people 2020 (n=213), 2023 (n=284).

Commentary

35% of Deaf and disabled people participated in Ngā Toi Māori in the last 12 months.

This is higher than 2020.

The 2023 survey results show that 50% of Māori Deaf and disabled people and 32% of non-Māori Deaf and disabled people participated in Ngā Toi Māori in the last 12 months.

The most popular Ngā Toi Māori activity is puoro (music) and Māori arts and cultural events (13% each).

21% of participants in Ngā Toi Māori participate regularly (at least nine times in the last 12 months).

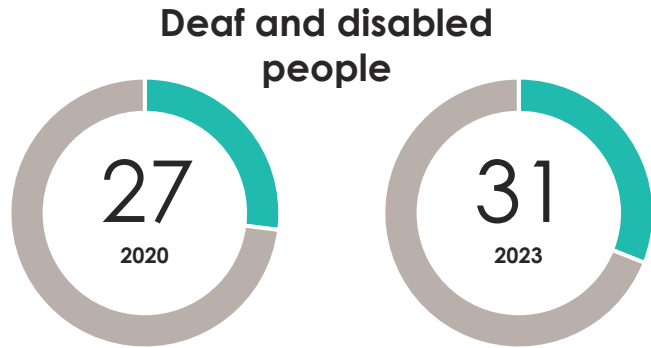
This is comparable with 2020.

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?

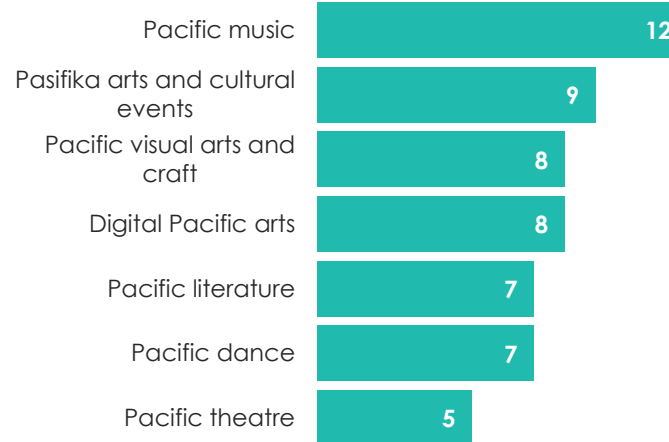
%



Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766).

Choose all the activities you have done.

%

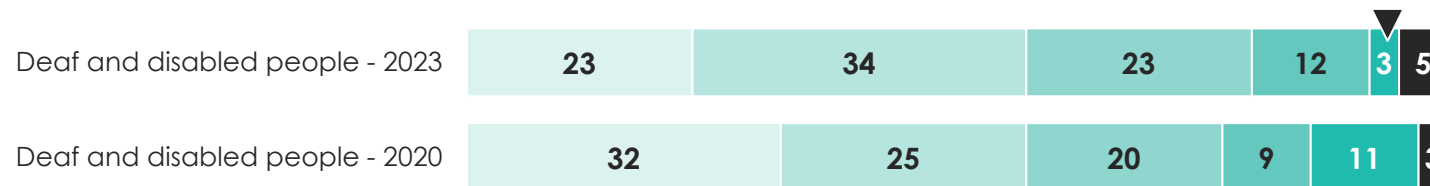


Base: All respondents: Deaf and disabled people 2023 (n=766).

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 Pacific arts: Deaf and disabled people 2020 (n=201), 2023 (n=234).

Commentary

31% of Deaf and disabled people participated in Pacific arts in the last 12 months.

This is comparable with 2020.

The most popular Pacific arts activities are music (12%) and arts and cultural events (9%).

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

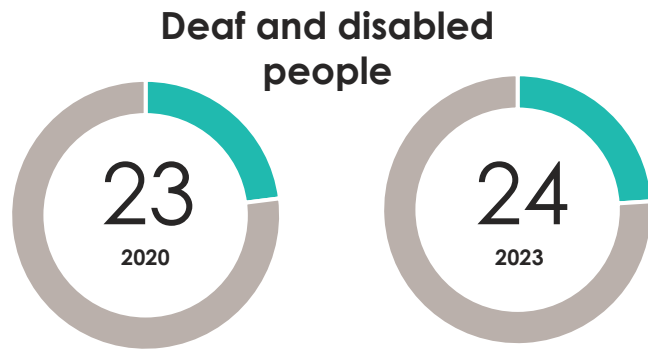
This is not significantly different from 2020. However, since 2020 significantly fewer Deaf and disabled participate more than 12 times.

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?

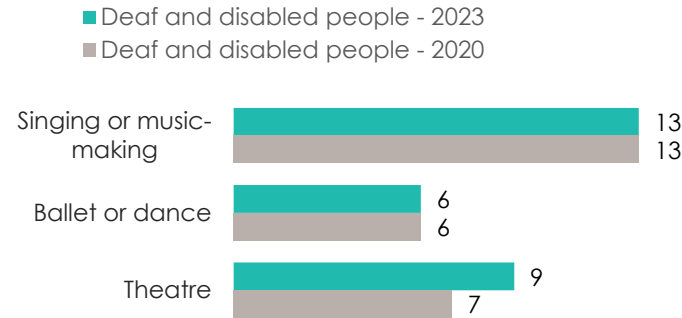
%



Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766).

Which of these were you actively involved in?

%

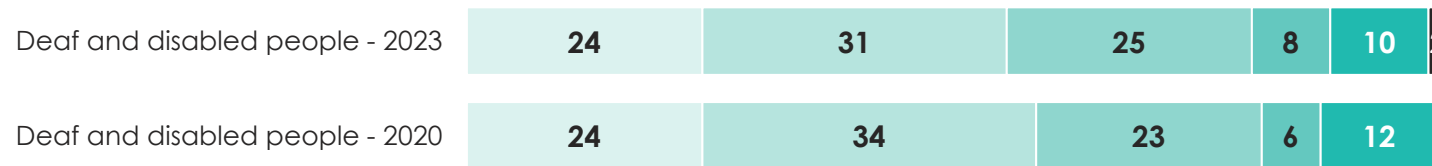


Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766).

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 performing arts: Deaf and disabled people 2020 (n=170), 2023 (n=182).

Commentary

24% of Deaf and disabled people 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 Deaf and disabled people to take part in (13%).

18% of participants in the performing arts participate regularly (at least nine times in the last 12 months).

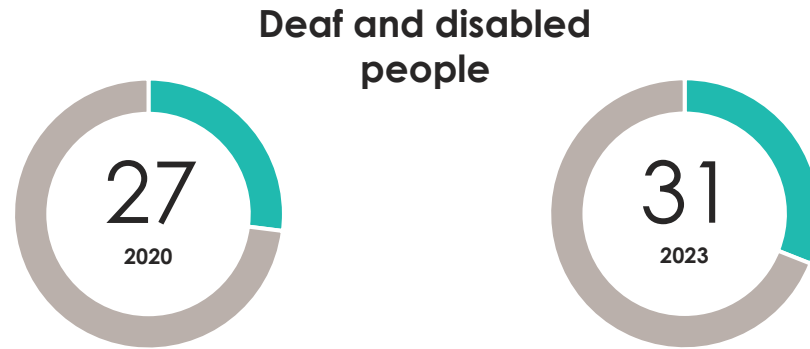
This is comparable with 2020.

Visual arts participation

The level and frequency of visual arts participation

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

%

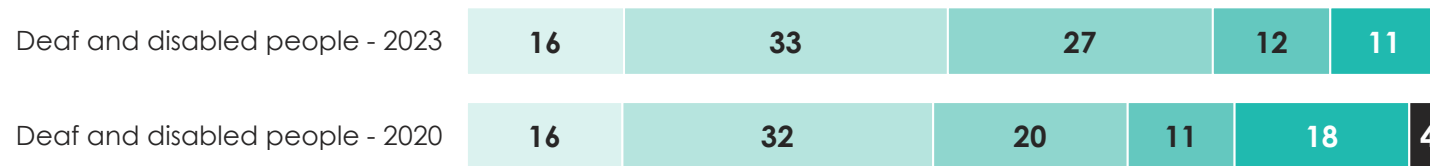


Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766).

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: Deaf and disabled people 2020 (n=196), 2023 (n=239).

Commentary

31% of Deaf and disabled people participated in the visual arts in the last 12 months.

This is comparable with 2020.

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

This is comparable with 2020.

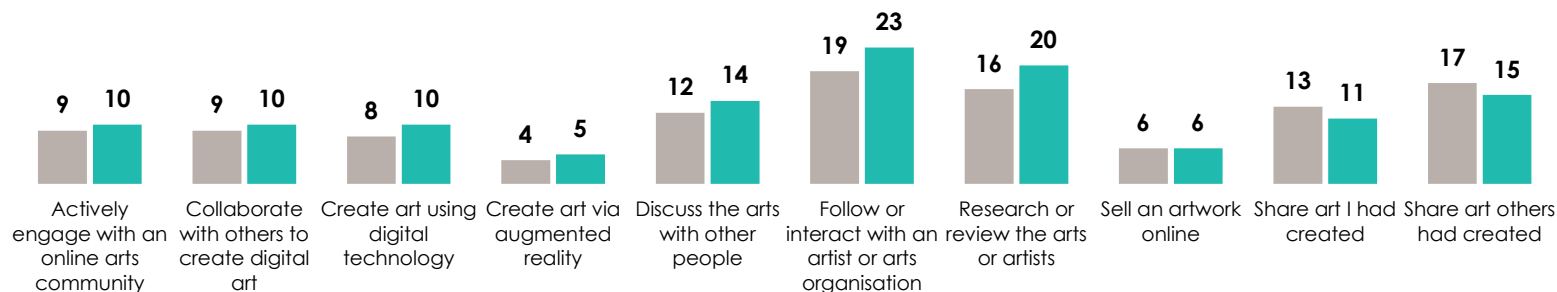
Use of digital technology for arts activities

Deaf and disabled people's 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?

%

■ Deaf and disabled people - 2020
■ Deaf and disabled people - 2023

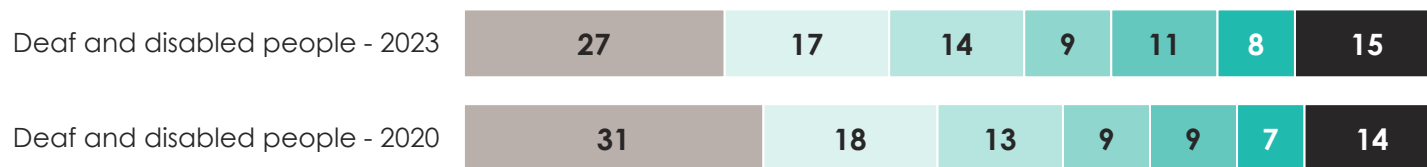


Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766).

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

%

■ Not at all ■ Once a month or less ■ Once every 2-3 weeks ■ Once a week ■ Several times a week ■ Daily ■ Don't know



Base: All respondents: Deaf and disabled people 2020 (n=710), 2023 (n=766).

Commentary

53% of Deaf and disabled people have used digital technology for arts activities in 2023.

The most popular activities are to:

- Follow or interact with an artist or arts organisation (23%)
- Research or review the arts or artists (20%)
- Share art others have created (15%).

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

For further information please contact

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