

New Zealanders and the Arts Ko Aotearoa me ōna Toi

Survey findings for Pacific peoples

2023

verian 
Formerly Kantar Public

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



Photo credit: Matali'i Va'a Festival 2022, Photography courtesy of Matali'i Va'a Festival.

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.

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Powering decisions
that shape the world.

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Introduction

Background and objectives of the research

Since 2005, Creative New Zealand has conducted research to measure New Zealanders' engagement with the arts. This includes attendance and participation in different art forms, as well as wider attitudes to the arts. The research comprises two separate surveys (one of adults aged 15+; and one of young people aged 10-14 years).

This report presents findings from the adult survey on public attitudes, attendance and participation in the arts for Pacific peoples. 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

530 ONLINE INTERVIEWS

...with Pacific peoples aged 15+

Method

For the last three survey waves (2023, 2020, and 2017) the survey has been conducted online¹.

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

Trend data

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

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

FIELDWORK DATES

30 October – 20 December 2023

Sampling

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

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

In 2023, Disabled People's Organisations shared the survey with 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 530, the margin of error is up to +/- 4.3 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 2017³

▲▼ = significantly higher / lower than 2020

- Whether any differences between the 2023 survey findings for Pacific peoples 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: Pacific peoples and the arts

Method: Online survey of 6,527 New Zealanders aged 15+ including 530 Pacific respondents.

Fieldwork: 30 October - 20 December 2023

Maximum margin of error for Pacific peoples: +/- 4.3%

Pacific peoples' relationship with the arts

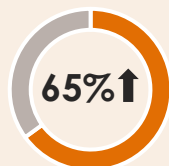
Pacific peoples are especially strong advocates of the arts. They believe the arts play a key role in creating a better society. Three in ten say they are more positive about the arts than a year ago.

How views have changed over the last 12 months %

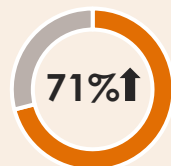
More negative No change More positive Don't know



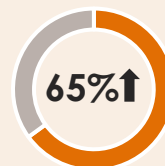
Pacific peoples strongly value the community and connections created through engaging with the arts at social and personal levels. Most Pacific peoples feel the arts help us express our diversity, create connection and communities, support individuals' psychological wellbeing and expand our perspectives. The value that Pacific peoples place on the arts is reflected in majority support for public funding.



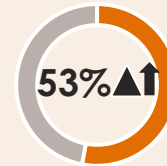
...agree the arts improve New Zealand society



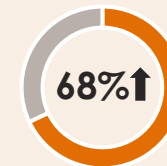
...agree the arts in their area should reflect the diversity of their communities



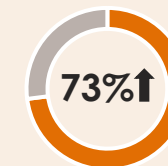
...agree the arts provide opportunities for them to socialise and connect with others



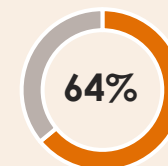
...say the arts are important to their personal wellbeing



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



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

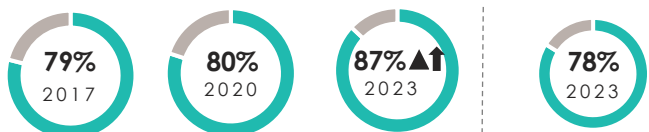


...agree the arts should receive public funding

Pacific people's engagement with the arts

Pacific peoples

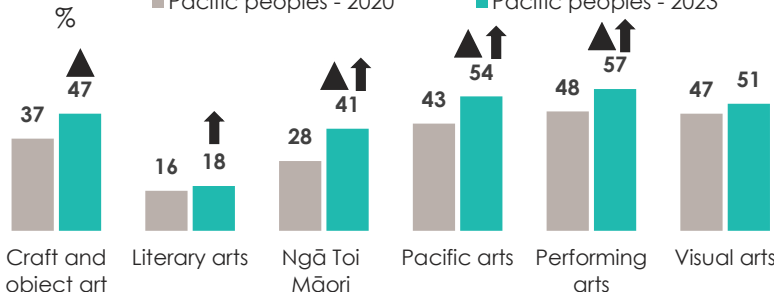
New Zealand



87% of Pacific peoples have attended or participated in the arts in the last 12 months. This is higher than in 2020 and the national average.

Attendance

Pacific peoples - 2020 Pacific peoples - 2023



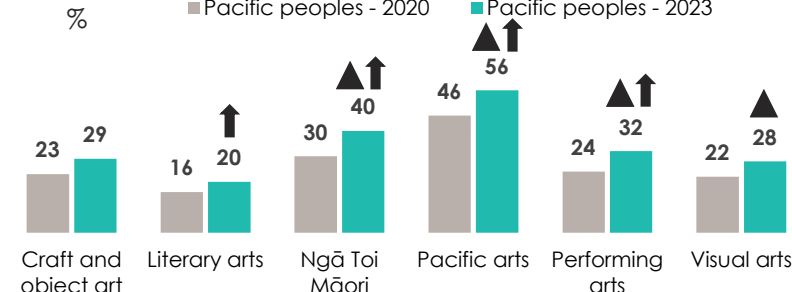
Pacific peoples' attendance and participation in Ngā Toi Māori, Pacific arts and performing arts has increased since 2020. Pacific peoples are also more likely to attend craft and object art than in 2020. Pacific peoples' attendance and participation is higher than the national average across every art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

▲ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

Participation

Pacific peoples - 2020 Pacific peoples - 2023



Demographic analysis for Pacific peoples

Differences by gender

In this survey, Pacific women were more likely than Pacific men to hold positive views of the arts for 25 of the attitudes measured. A gap of at least 10 percentage points is evident for the following attitudes:

- Ngā Toi Māori is an important way of connecting with my culture (88% of women, 69% of men)
- Pacific arts help define who we are as New Zealanders (76% of women, 64% of men)
- The Pacific arts are an important way of connecting with Pacific culture/identity (86% of women, 74% of men)
- I learn about Pacific culture through Pacific arts (76% of women, 65% of men)
- The arts help to develop and foster creativity (82% of women, 71% of men)
- Arts facilities are important to create a vibrant place to live (75% of women, 64% of men)
- Ngā Toi Māori motivates me to learn te reo (50% of women, 39% of men)
- The arts are an important way of connecting with my culture (81% of women, 71% of men)
- Ngā Toi Māori helps define who we are as New Zealanders (77% of women, 67% of men)
- The arts make an important contribution to community resilience and wellbeing (70% of women, 60% of men)
- Ngā Toi Māori motivate me to kōrero Māori (51% of women, 41% of men).

There are few attitudinal differences by age or household income. However, of note, Pacific 60-69 year olds are more likely than average to agree that the arts are part of their everyday life (60% compared to 45% for all Pacific peoples).

Engagement

87% of Pacific peoples have engaged* with the arts in the last 12 months.

Engagement is **higher** among:

- Women (90%).

Engagement is **lower** among:

- Men (83%)
- 40-49 years (78%).

Participation

73% of Pacific peoples have attended the arts in the last 12 months.

Attendance is **higher** among:

- Deaf and disabled (89%)
- 15-29 years (84%)
- Women (78%).

Attendance is **lower** among:

- Men (67%)
- 40-49 years (53%).

27% of Pacific peoples participate more than 12 times a year. This is higher among 15-29 years olds (39%) and women (31% compared to 23% of men).

Attendance

82% of Pacific peoples have attended the arts in the last 12 months.

Attendance is **higher** among:

- Women (86%).

Attendance is **lower** among:

- Men (78%).

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

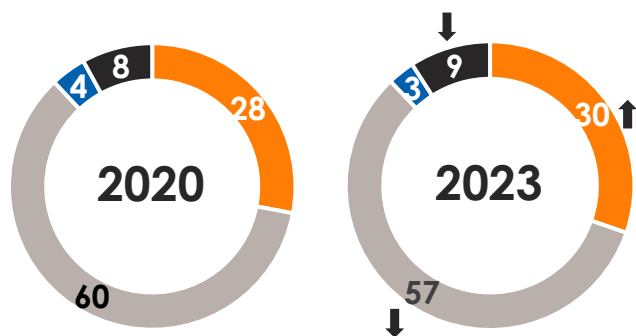
Pacific peoples' perceptions of the arts and whether this has changed over the last 12 months

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

%

Pacific peoples

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



New Zealand



Commentary

While most Pacific peoples have not changed their view of the arts, 30% feel more positive about the arts over the last 12 months.

This is nearly double the national average (16%).

Just 3% of Pacific peoples view the arts more negatively in 2023.

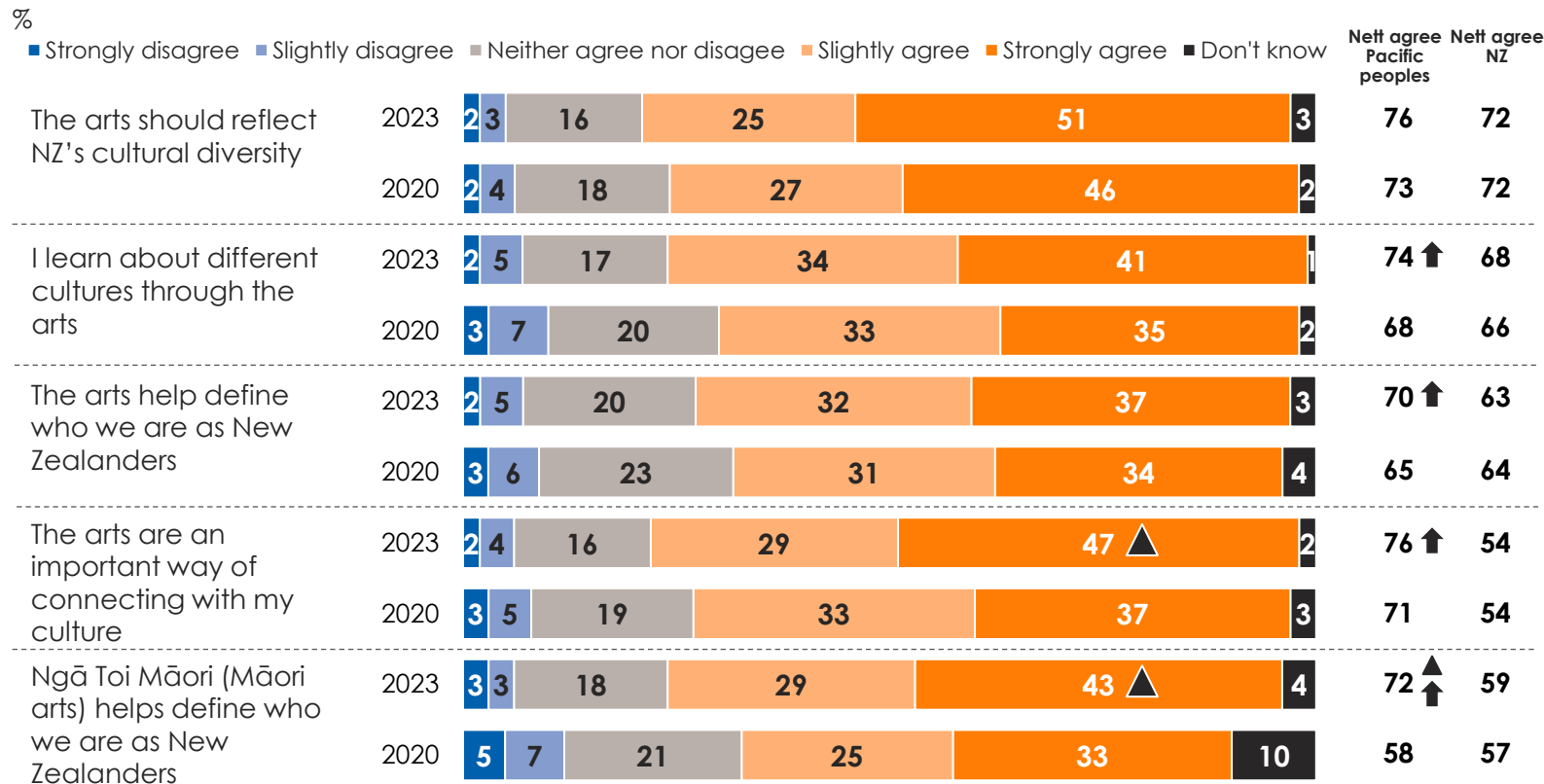
Perceptions are comparable with 2020.

Base: All respondents: Pacific peoples 2020 (n=461); 2023 (n=530); New Zealand: (n=6527)

Attitudes towards the arts: Culture and identity

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

How much do you agree or disagree?



Commentary

The arts are clearly an integral form of expression, identity-building and belonging for Pacific communities. At least seven in ten Pacific peoples agreed with each of the five sentiments.

Since 2020, two attitudes have strengthened:

- Ngā Toi Māori (Māori arts) helps define who we are as New Zealanders (agreement is up 14 points to 72%)
- The arts are an important way of connecting with their culture (strong agreement is up 10 points to 47%).

Pacific peoples are more likely to hold four of the five beliefs than the national average. The gap is especially large for the above two attributes (13 point gap and 22 point gap respectively). Note, 19% of Pacific respondents in this study also identified as Māori.

Base: All respondents: Pacific peoples 2020 (n=461); 2023 (n=530); New Zealand: (n=6527)

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

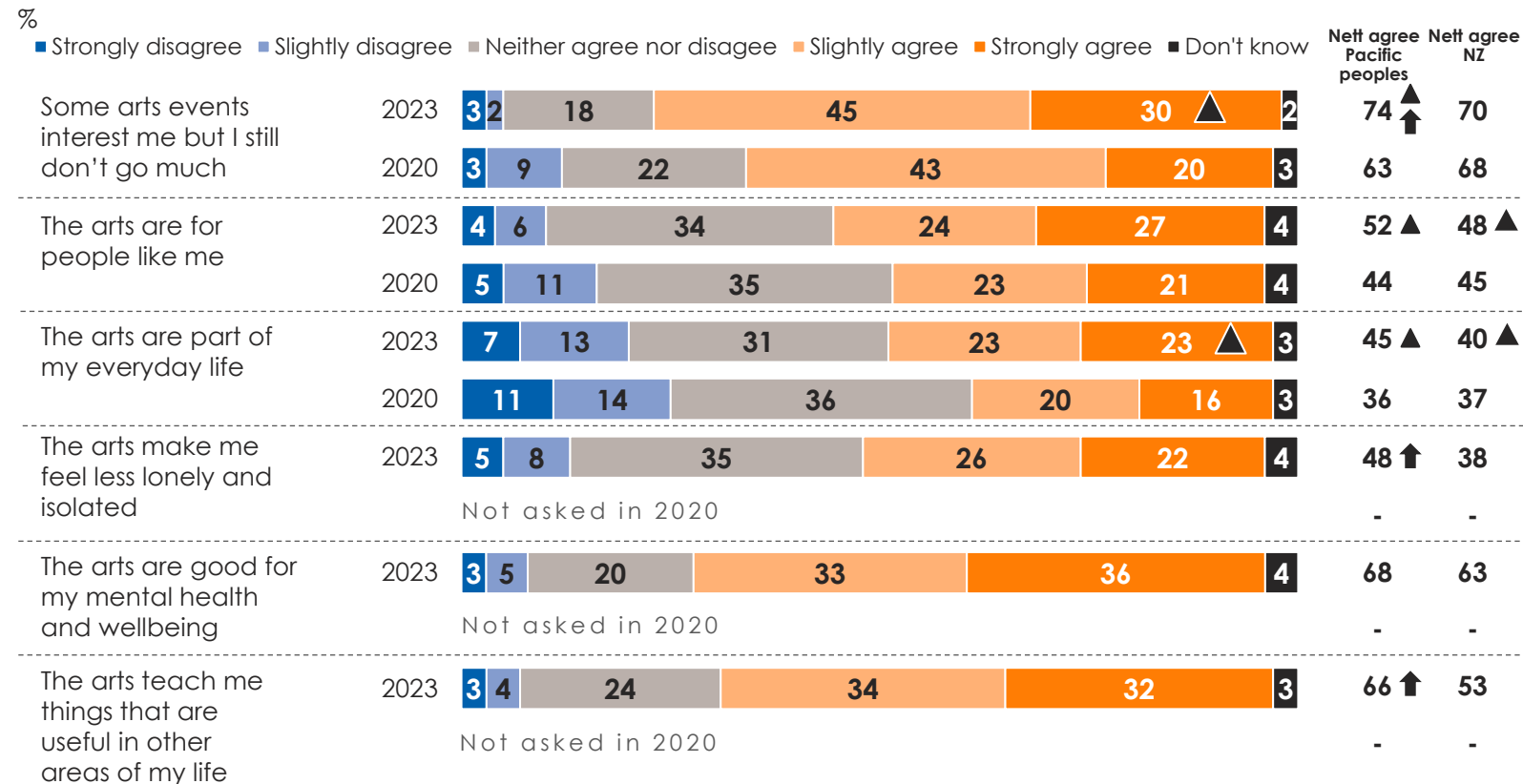
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Individuals' relationship with the arts

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

How much do you agree or disagree?



Commentary

Pacific people strongly connect with the arts at a personal level. This has grown since 2020, with more Pacific peoples in 2023 agreeing that

- The arts are for people like me
- The arts are part of my everyday life

Pacific peoples' personal connection with the arts is higher than the national averages with respect to:

- The arts make me feel less lonely and isolated
- The arts teach me things that are useful in other areas of my life.

The opportunity to improve attendance at arts events remains, with more Pacific peoples showing interest but reporting low attendance (up 11 points since 2020 to 74%). This is a little higher than the national average.

Base: All respondents: Pacific peoples 2020 (n=461); 2023 (n=530); 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

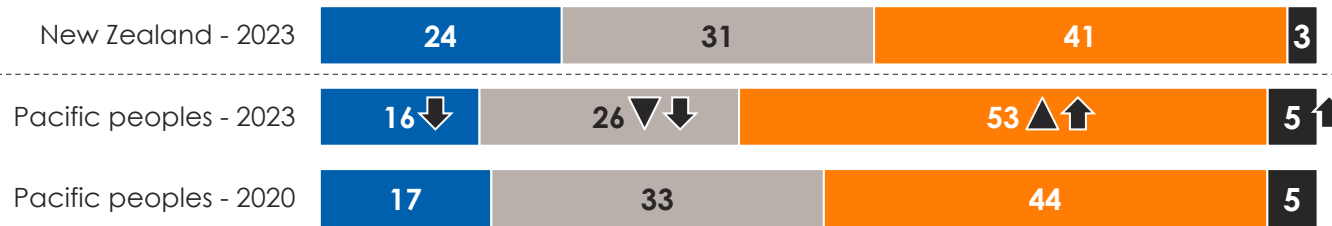
Importance of the arts to wellbeing

The importance that Pacific peoples 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

53% of Pacific peoples feel that the arts is important to their personal wellbeing.

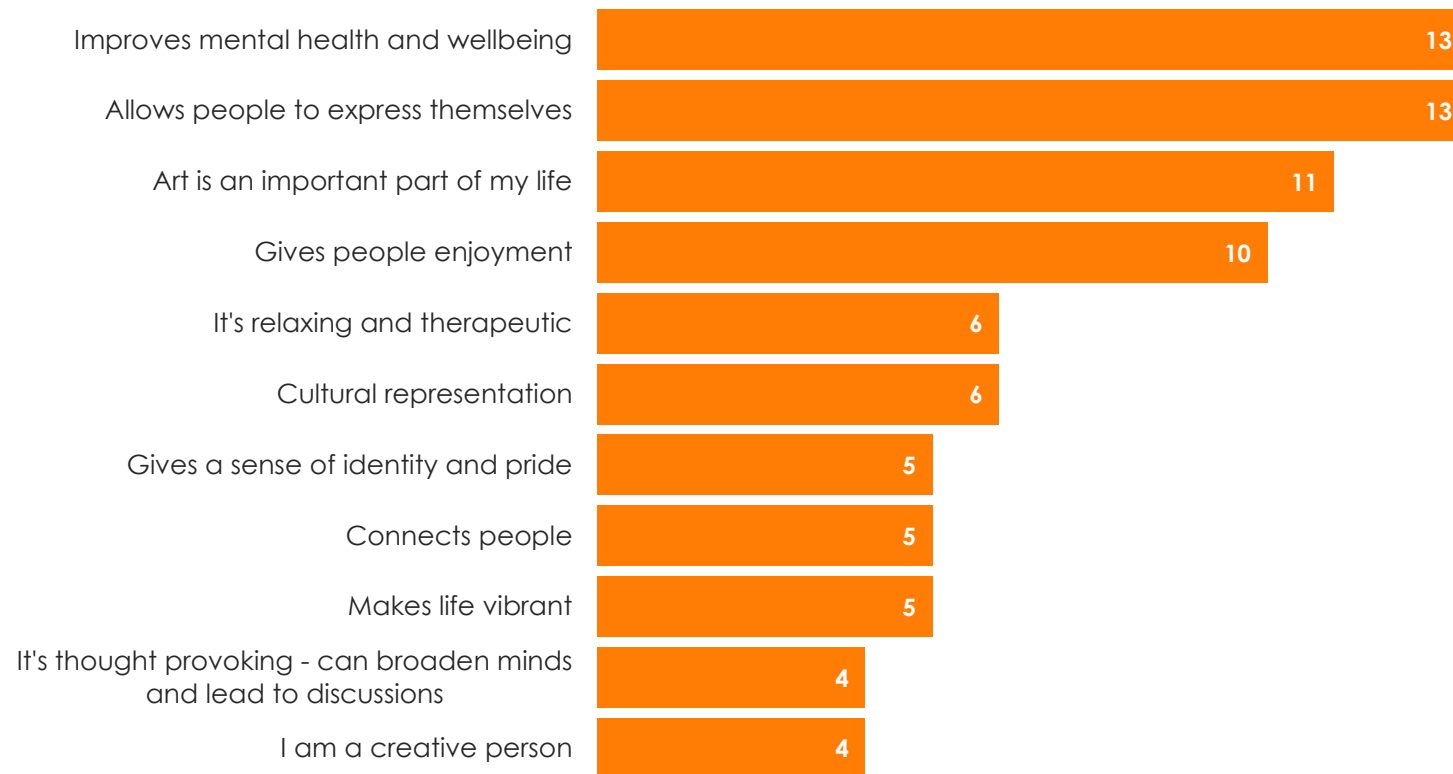
This is higher than 2020, and higher than the national average (41%).

Base: All respondents: Pacific peoples 2020 (n=461; 2023 (n=530); New Zealand: (n=6527)

Reasons why the arts are important to Pacific peoples' wellbeing

For what reasons do you say that?

% Leading responses



Commentary

We asked the 53% of respondents who feel the arts is important to their personal wellbeing why this is. The chart shows the leading responses.

Quotes

"Arts are good for my physical and emotional health. Arts encourage me to think more creatively, and they inspire me."

Woman, 60-69 years, Pacific, NZ European, Hawke's Bay

"Art lifts my spirits and knowing I have the freedom to be expressive and included in it."

Man, 15-17 years, Pacific, Auckland

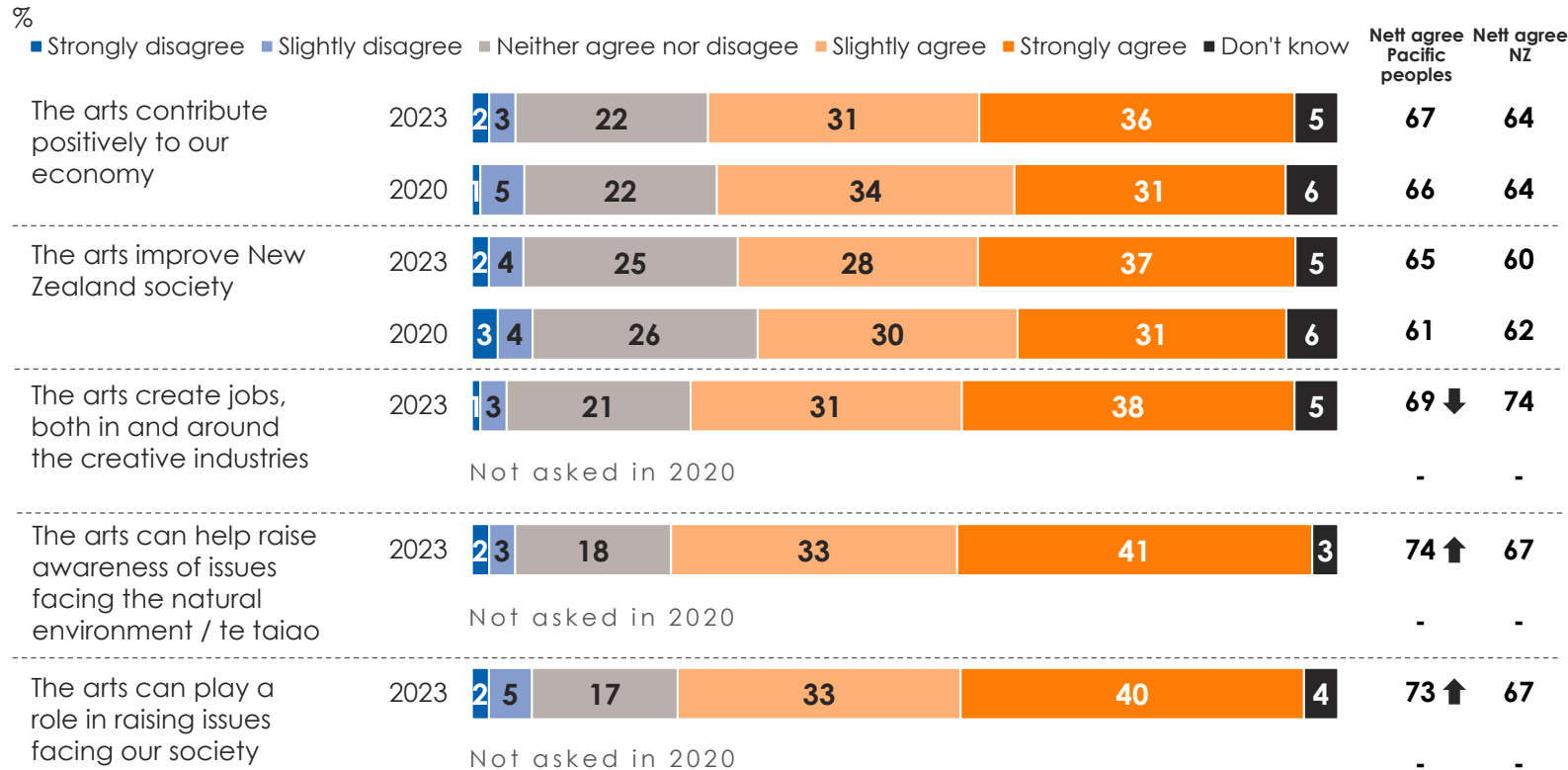
Base: Respondents who feel the arts are important to their personal wellbeing: Pacific peoples 2023 (n=286)

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

Attitudes towards the arts: How the arts benefit New Zealand

Pacific peoples recognition of the the social and economic benefits of the arts

How much do you agree or disagree?



Commentary

Most Pacific peoples 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 Pacific peoples believe the arts have a positive role to play in:

- bringing attention to environmental (74%) and societal issues (73%) – these views are higher than the national average.
- creating employment in creative industries (69%) – this is lower than the national average.

Base: All respondents: Pacific peoples 2020 (n=461); 2023 (n=530); New Zealand: (n=6527)

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

▲▼ = significantly higher / lower than 2020

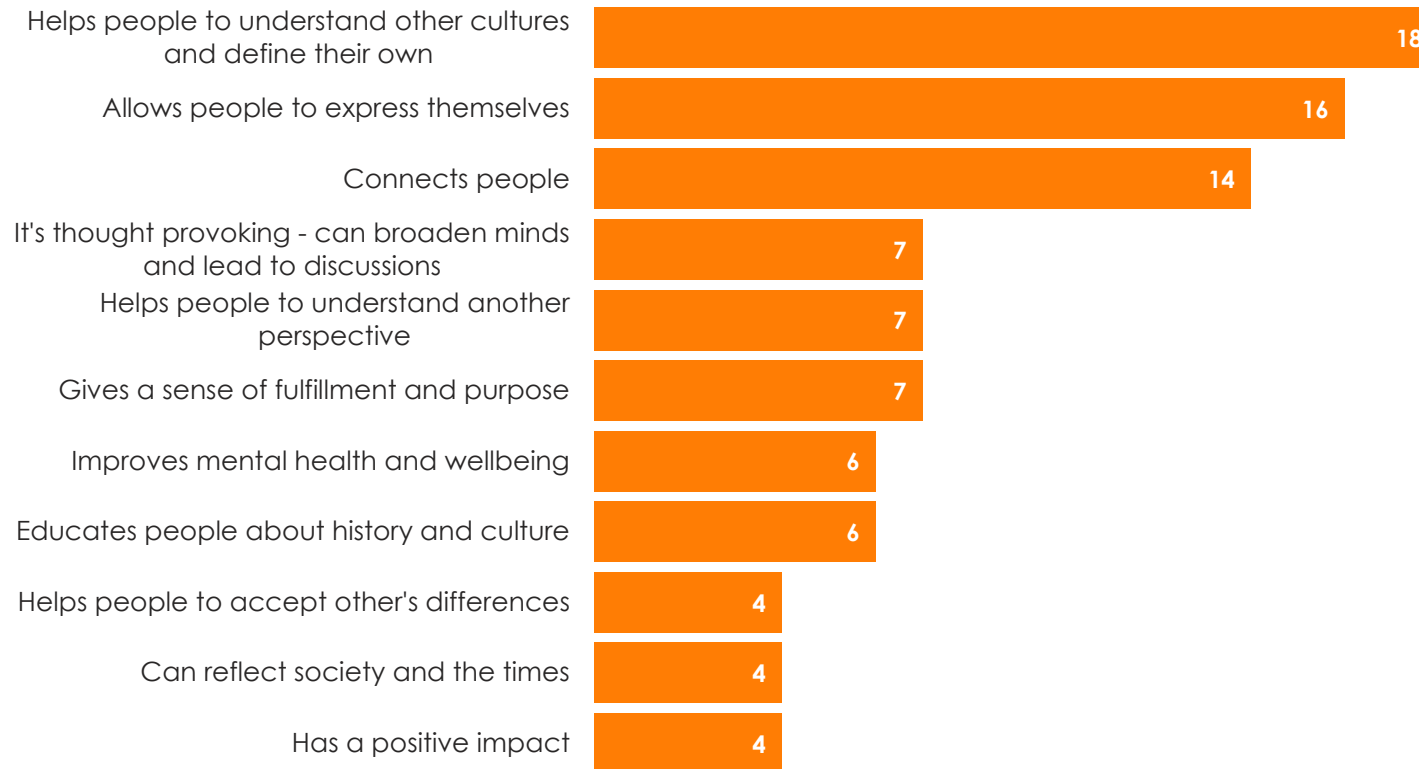
↑↓ = significantly higher / lower than all New Zealanders

Reasons why the arts improve society

Why Pacific peoples feel the arts improve New Zealand society

For what reasons do you feel the arts improve society?

% Leading responses



Base: Respondents who feel the arts improve New Zealand society: Pacific peoples 2023 (n=342)

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

Commentary

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

Quotes

“Arts bring awareness to different cultures thus informing society that there is more to life outside of their own echo chamber”

Woman, 30-39 years, Pacific, NZ European, Wellington

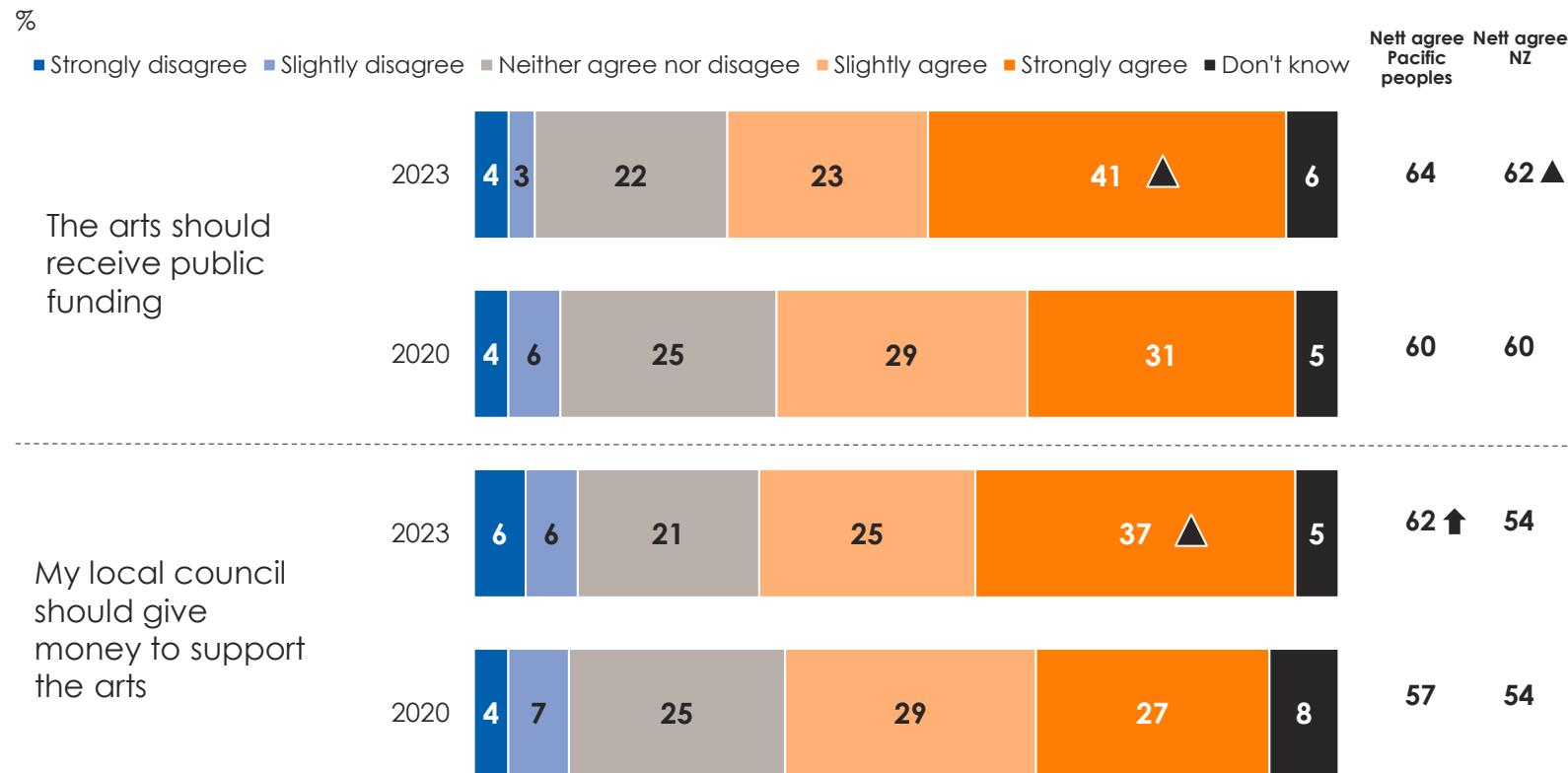
“Arts give people the chance to express themselves, customs and culture. People who engage in arts are usually more tolerant and show more empathy towards other cultures.”

Man, 60-69 years, Pacific, NZ European, Otago

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.

64% of Pacific peoples believe that the arts should receive public funding. This is comparable with the national average.

Pacific peoples' strength of feeling has increased since 2020 (41% strongly agree in 2023, up 10 points).

62% of Pacific peoples support the idea that Council should help fund the arts. This is higher than the national average (54%).

Pacific peoples' strength of feeling has increased since 2020 (37% strongly agree in 2023, up 10 points).

Base: All respondents: Pacific peoples 2020 (n=461); 2023 (n=530); New Zealand: (n=6527)

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

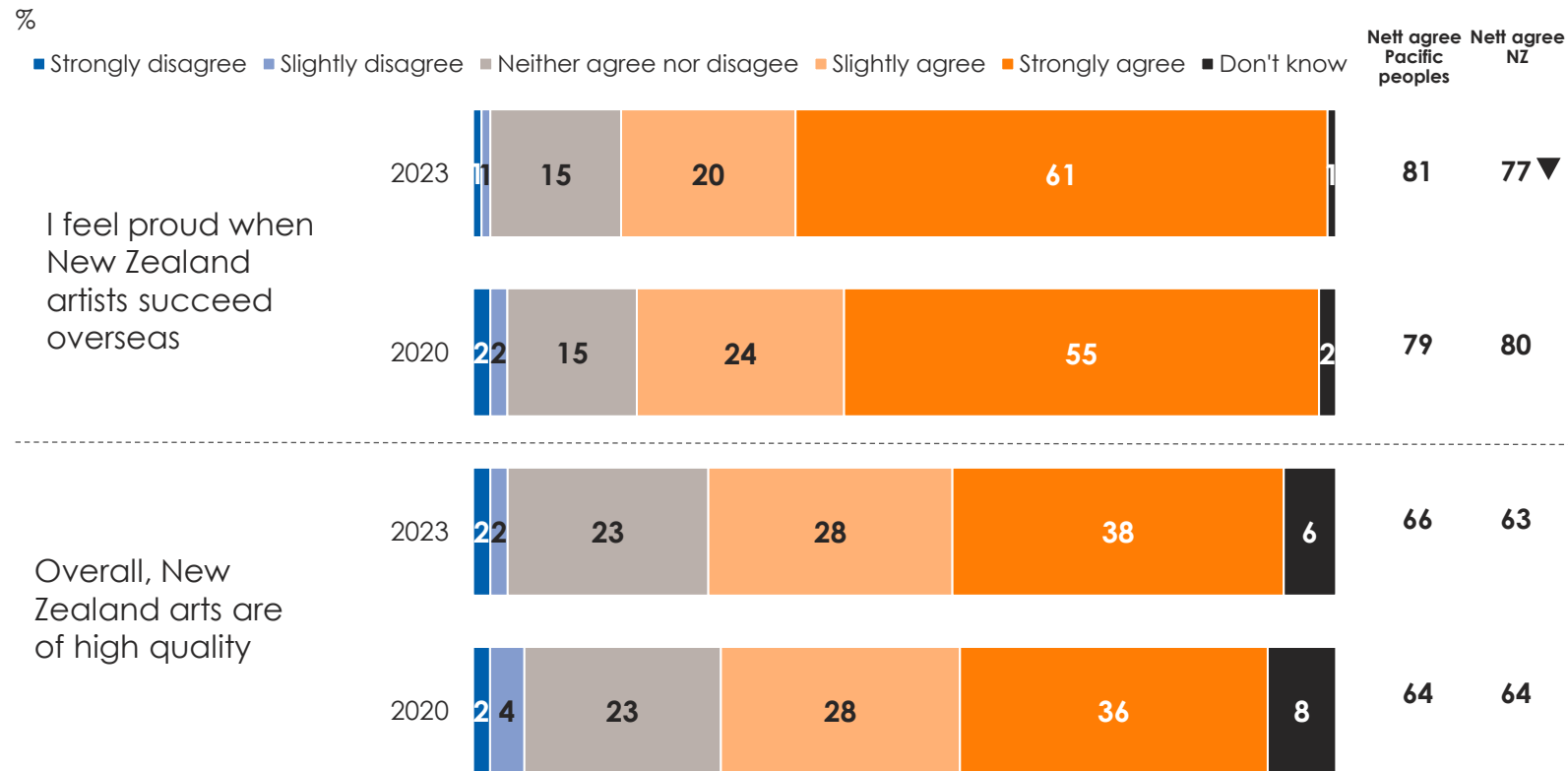
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

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

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

How much do you agree or disagree?



Commentary

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

81% of Pacific peoples feel proud when New Zealand artists succeed overseas.

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

Overall, 66% of Pacific peoples 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: Pacific peoples 2020 (n=461); 2023 (n=530); New Zealand: (n=6527)

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

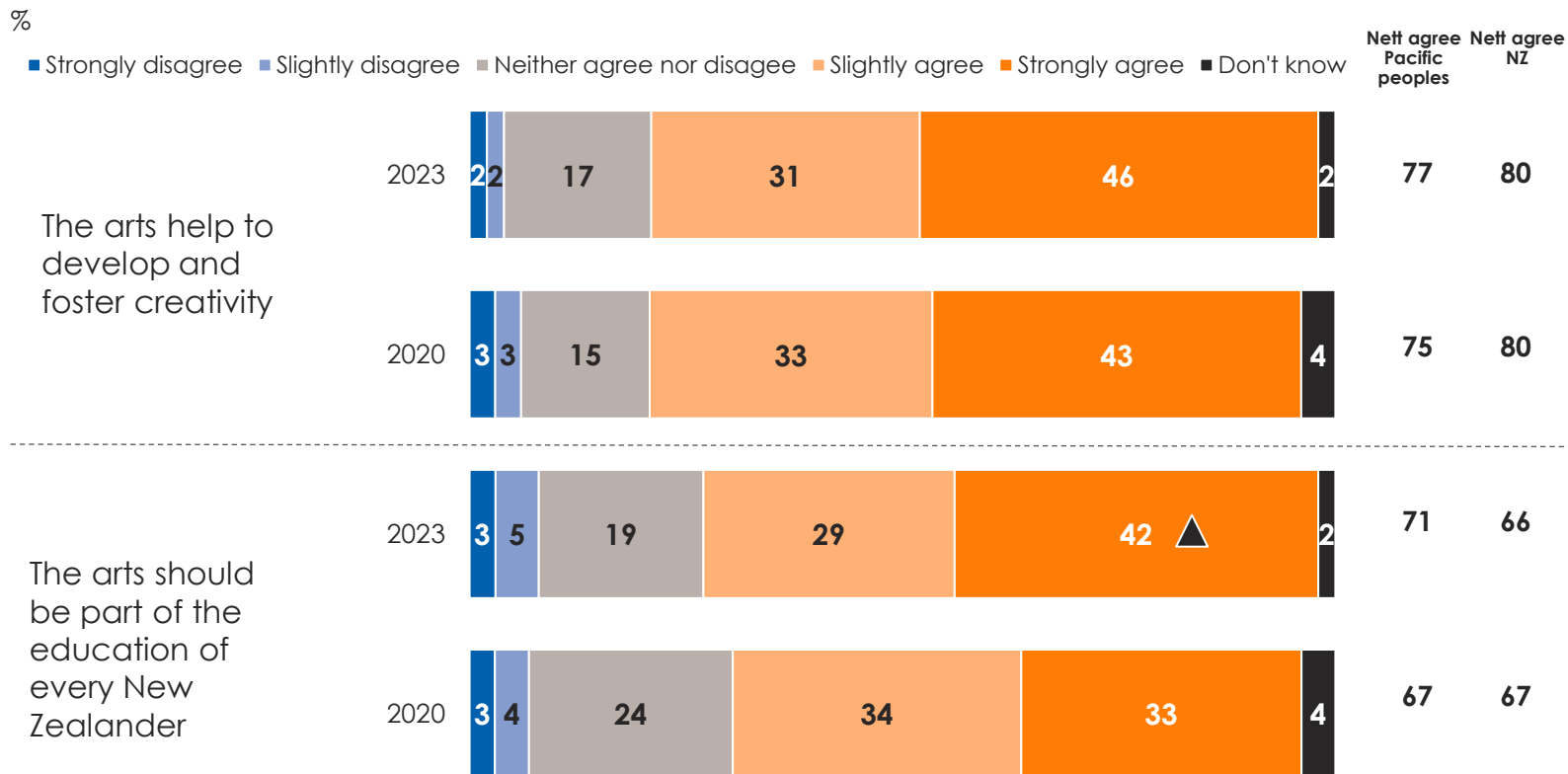
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Education and development

Pacific peoples' 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

77% of Pacific peoples recognise the value of the arts in developing and fostering creativity.

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

71% of Pacific peoples support the idea that the arts should be part of the education of every New Zealander. This is in line with the national average.

Pacific peoples' strength of feeling has increased since 2020 (42% strongly agree in 2023, up nine points).

Base: All respondents: Pacific peoples 2020 (n=461); 2023 (n=530); New Zealand: (n=6527)

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

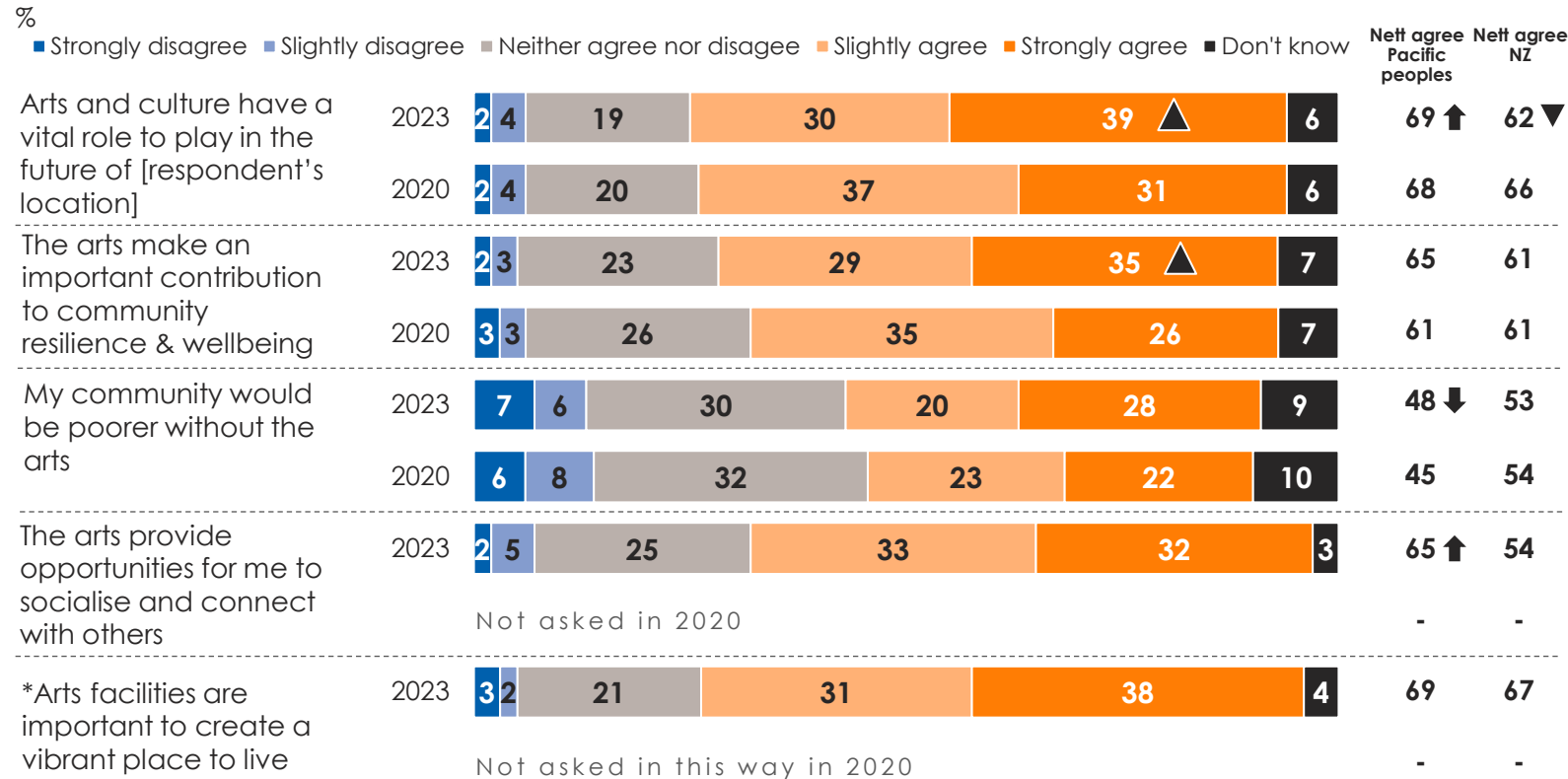
▲▼ = significantly higher / lower than 2020

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

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

How much do you agree or disagree?



Commentary

For Pacific people, the arts play a very important role in facilitating connection and creating vibrant and resilient communities.

Since 2020, the strength of agreement has increased for:

- The arts make an important contribution to community resilience and wellbeing (strongly agree is up nine points)
- Arts and culture have a vital role to play in the future of where they live (strongly agree is up eight points).

The new 2023 measure delivers insight into the value that the arts provide to individuals in building community: 65% of Pacific peoples say the arts provide opportunities for them to socialise and connect with others. This is higher than the national average.

Base: All respondents: Pacific peoples 2020 (n=461); 2023 (n=530); 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

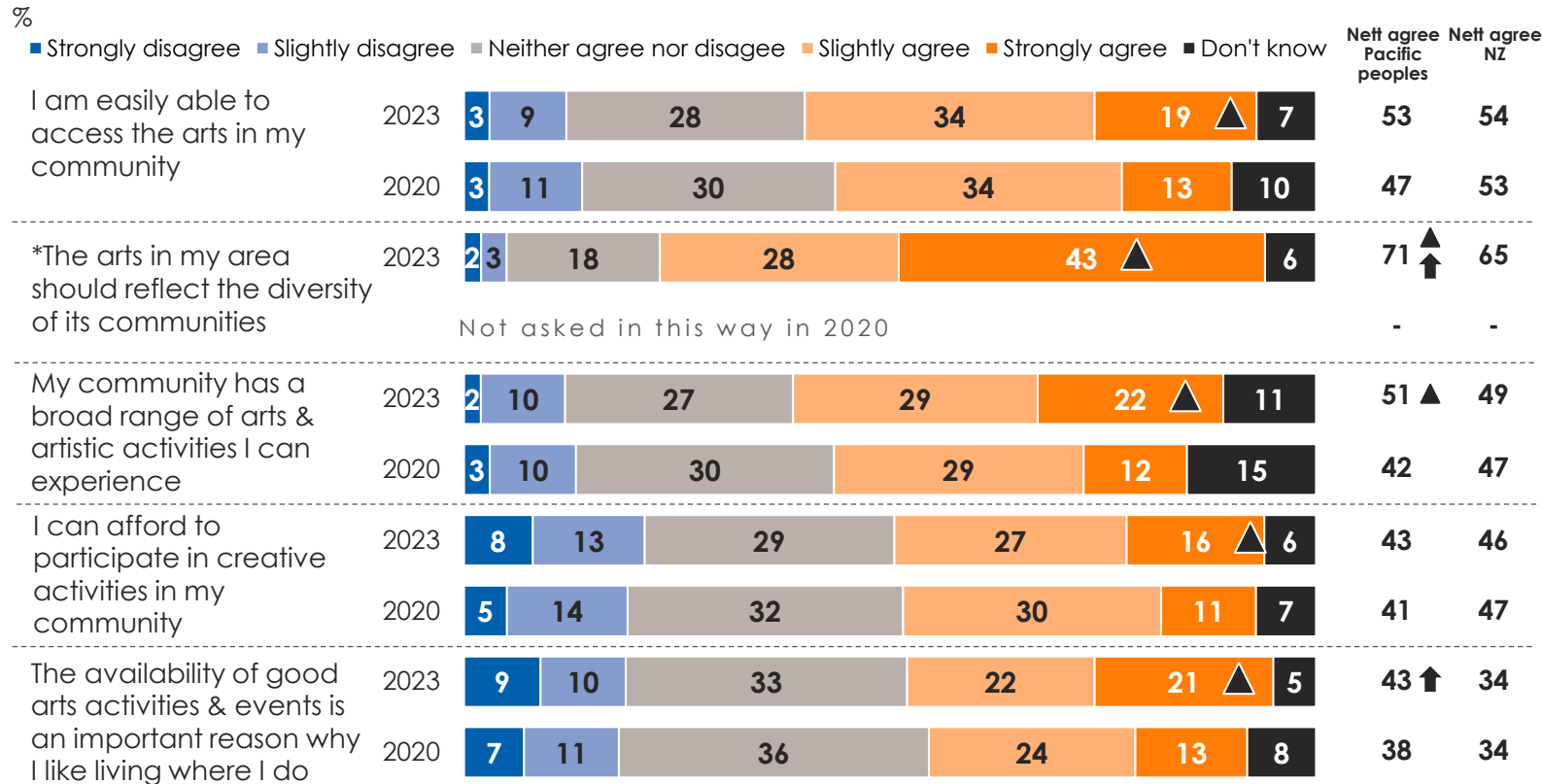
▲▼ = significantly higher / lower than 2020

↑↓ = 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

Around seven in ten Pacific peoples feel the arts should reflect the diversity of their community. This is higher than the national average.

Around half of Pacific peoples can easily access the arts. Since 2020, more Pacific peoples strongly agree this is the case (up six points to 19%).

Since 2020, more Pacific peoples believe that:

- The arts in their area should reflect the diversity of its communities
- Their community has a broad range of arts & artistic activities they can experience.

Base: All respondents: Pacific peoples 2020 (n=461); 2023 (n=530); 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

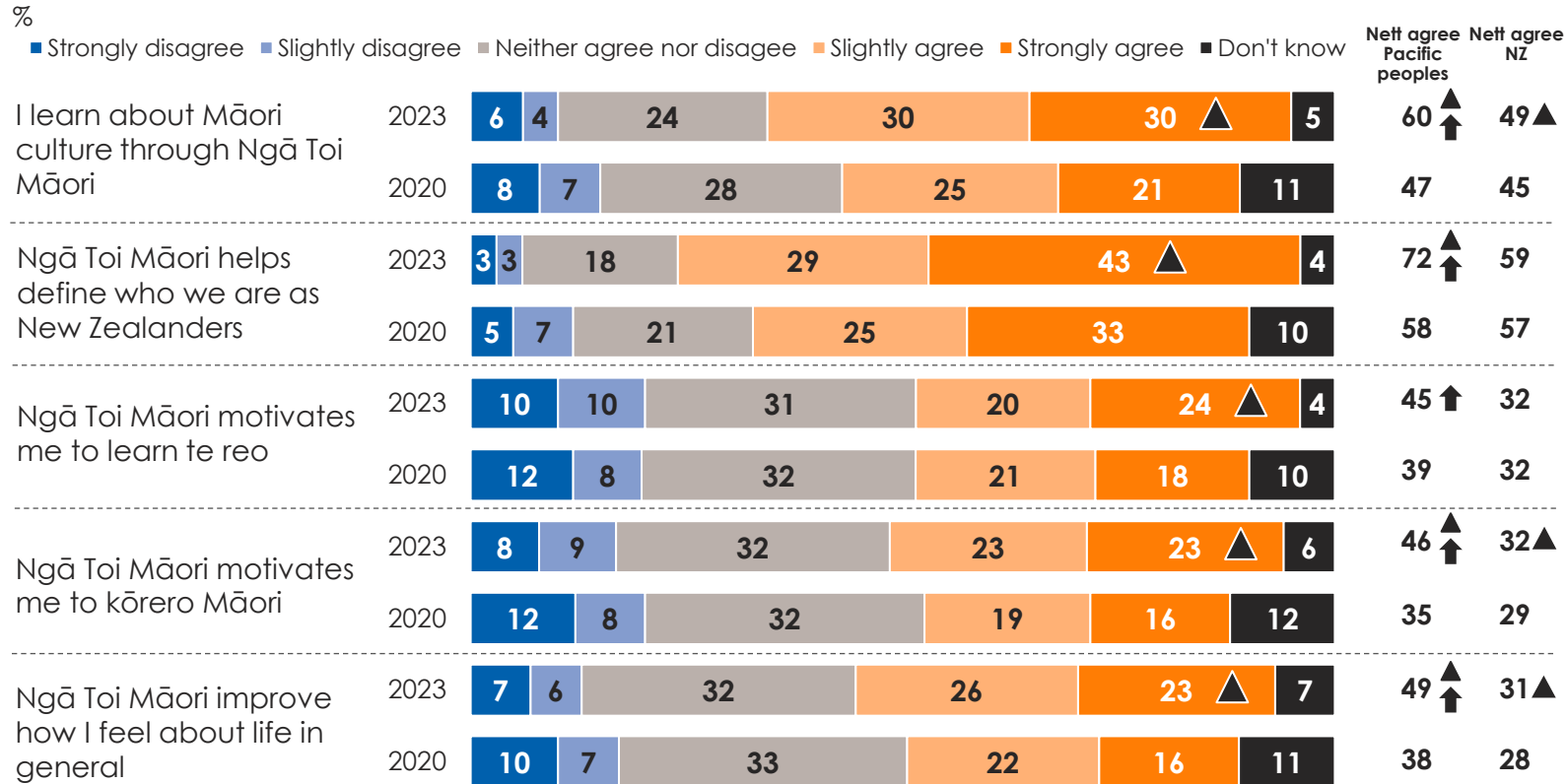
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Attitudes towards Ngā Toi Māori (Māori arts)

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, Pacific peoples feel Ngā Toi Māori helps define who we are as New Zealanders, and that they learn about Māori culture through Ngā Toi Māori. Many also feel Ngā Toi Māori motivates them to learn te reo.

Pacific peoples are more likely than the national average to believe all five sentiments.

Since 2020, more Pacific peoples believe that:

- They learn about Māori culture through Ngā Toi Māori
- Ngā Toi Māori helps define who we are as New Zealanders
- Ngā Toi Māori motivates them to kōrero Māori
- Ngā Toi Māori improve how they feel about life in general

Base: All respondents: Pacific peoples 2020 (n=461); 2023 (n=530); New Zealand: (n=6527)

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

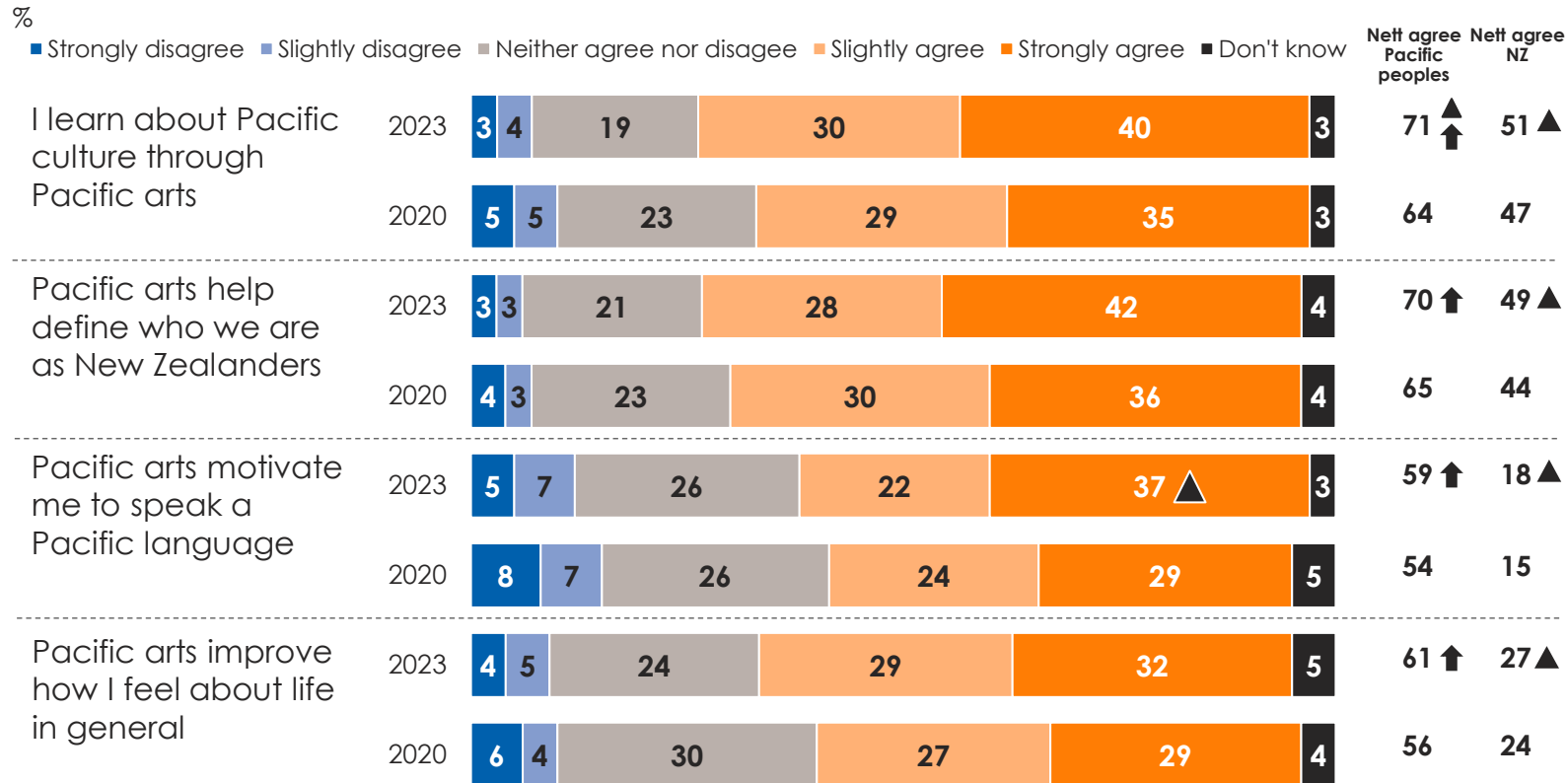
▲▼ = significantly higher / lower than 2020

↑↓ = 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, Pacific peoples feel that Pacific arts teaches them about Pacific culture and helps define who we are as New Zealanders.

Since 2020, more Pacific peoples believe that they learn about Pacific culture through Pacific arts.

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

These findings speak to the idea that the Pacific arts are beneficial both within the Pacific peoples' communities and as valuable contributions to New Zealand's unique identity.

Base: All respondents: Pacific peoples 2020 (n=461); 2023 (n=530); 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

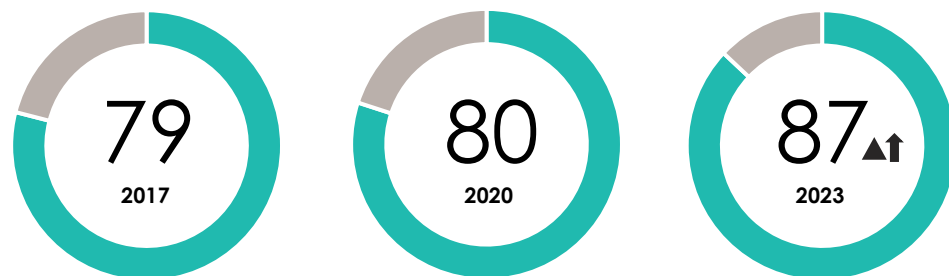
Overall engagement

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.

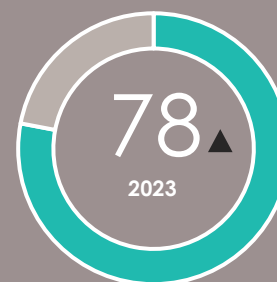
Have you [attended or participated in any art forms] in the last 12 months?

%

Pacific peoples



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.

87% of Pacific peoples have engaged with the arts in the last 12 months.

This is an increase of seven points since 2020 (80%).

The level of engagement is higher than the national average (78%).

Base: All respondents: Pacific peoples 2017 (n=176), 2020 (n=461), 2023 (n=530); New Zealand: (n=6527).

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

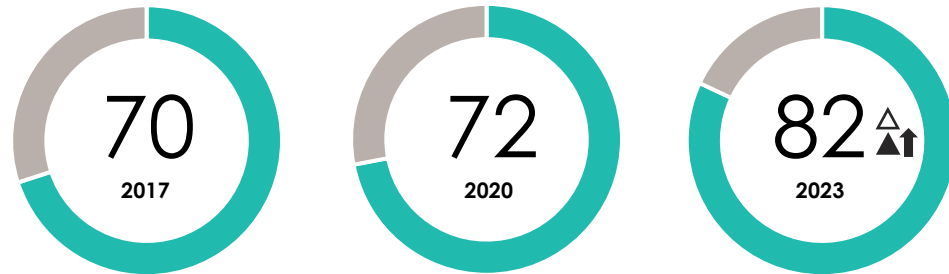
Overall attendance

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.

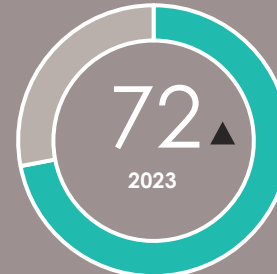
Have you [attended any art forms] in the last 12 months?

%

Pacific peoples



New Zealand



Commentary

82% of Pacific peoples have attended at least one arts event or location in the last 12 months.

The level of attendance is higher than 2020, and higher than the national average (72%).

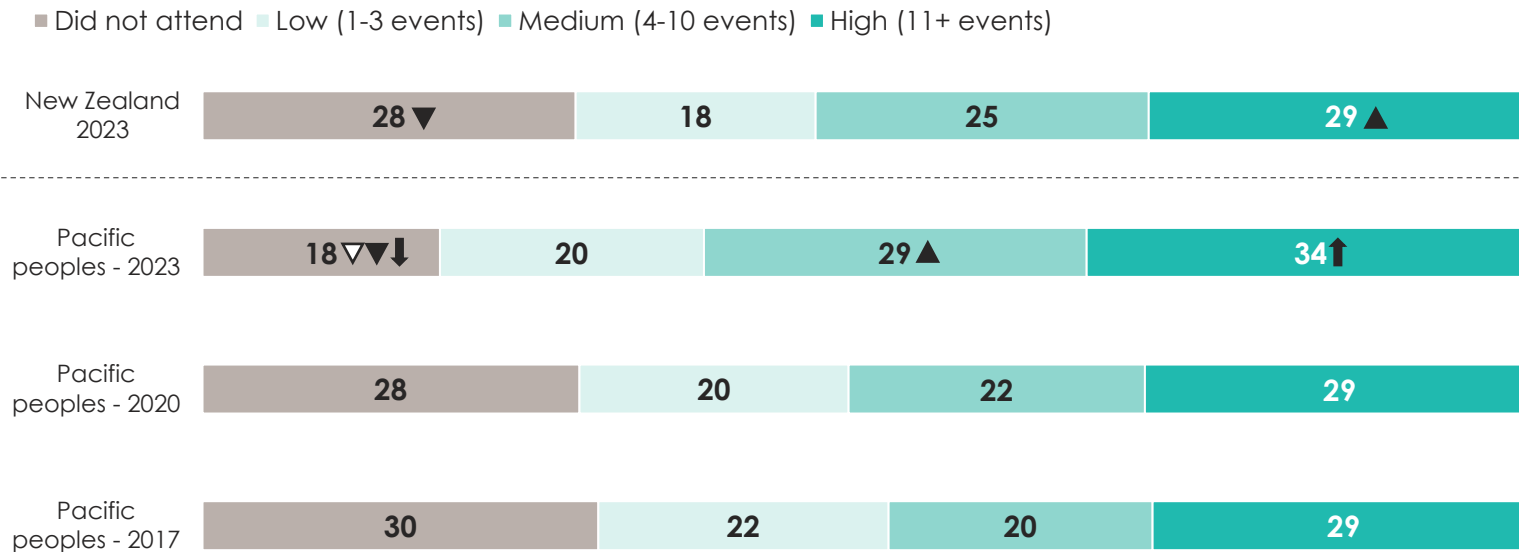
Base: All respondents: Pacific peoples 2017 (n=176), 2020 (n=461), 2023 (n=530); New Zealand: (n=6527).

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?

%



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)

63% of Pacific peoples have attended any art form four or more times in a year.

The proportion of Pacific peoples attending at least four times has increased since 2020 (up 12 points to 63%).

Base: All respondents: Pacific peoples 2017 (n=176), 2020 (n=461), 2023 (n=530); New Zealand: (n=6527).

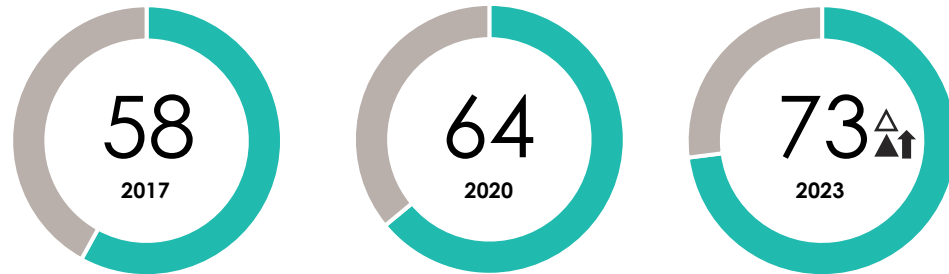
Overall participation

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.

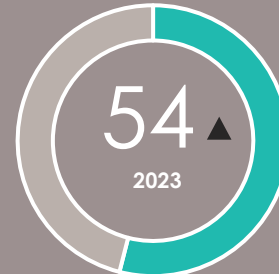
Have you [participated in any art forms] in the last 12 months?

%

Pacific peoples



New Zealand



Commentary

73% of Pacific peoples have participated in at least one art form in the last 12 months.

The level of participation is higher than in 2020, and markedly higher than the national average (54%, a 19-point gap).

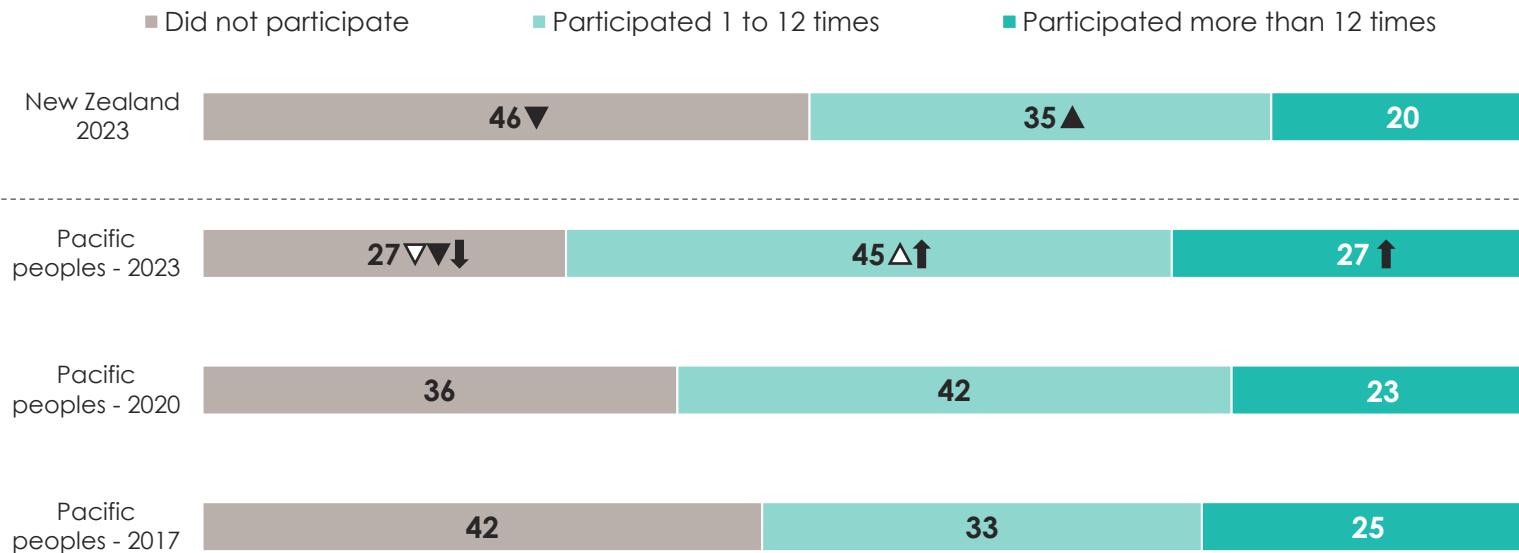
Base: All respondents: Pacific peoples 2017 (n=176), 2020 (n=461), 2023 (n=530); New Zealand: (n=6527).

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.

27% of Pacific peoples participate in the arts on a more regular basis (more than 12 times a year).

The proportion of Pacific peoples participating more than 12 times a year is comparable with 2020, and higher than the national average (20%).

Base: All respondents: Pacific peoples 2017 (n=176), 2020 (n=461), 2023 (n=530); New Zealand: (n=6527).

Attendance by artform

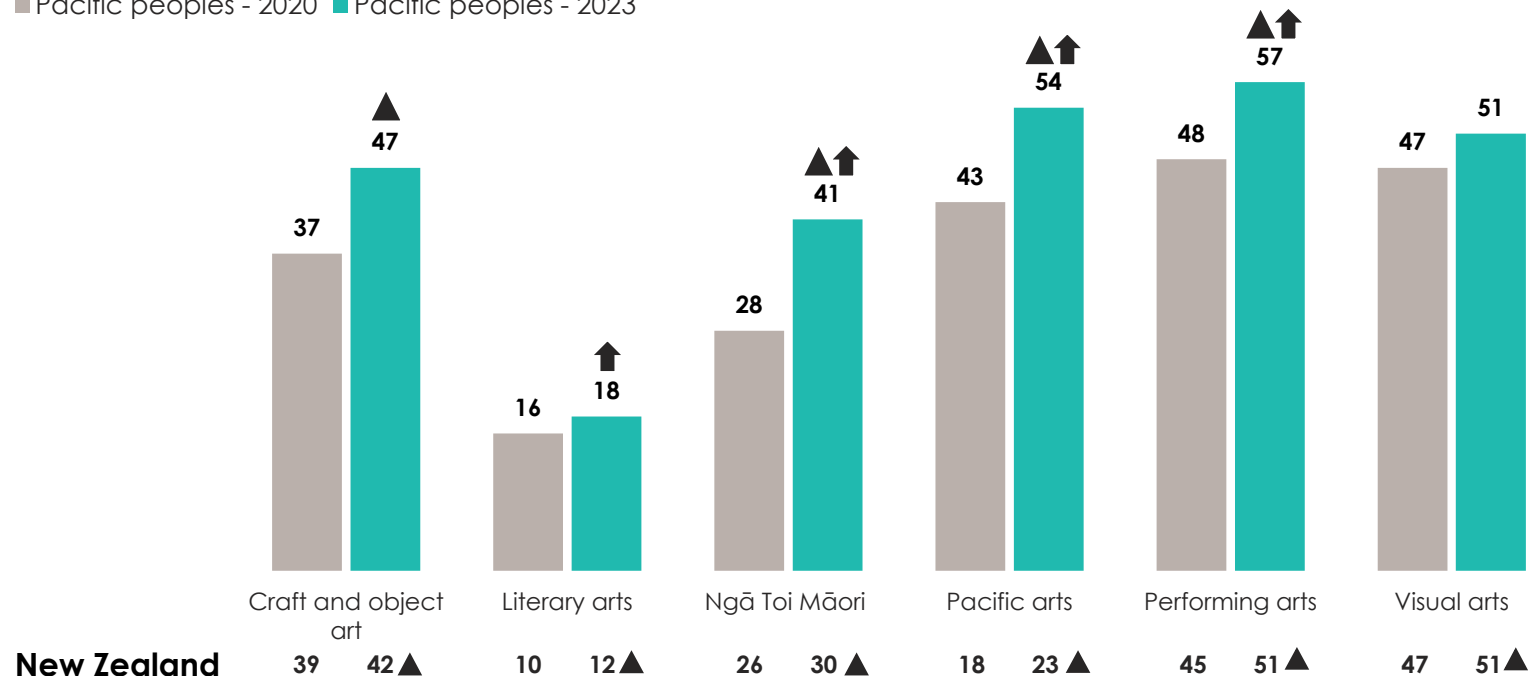
Attendance by art form

The proportions of Pacific peoples 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

%

■ Pacific peoples - 2020 ■ Pacific peoples - 2023



Commentary

The most popular art forms for attendance are performing arts and Pacific arts.

Pacific peoples are more likely than the national average to attend:

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

Since 2020, more Pacific peoples attend:

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

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

Base: All respondents: Pacific peoples 2020 (n=461), 2023 (n=530); New Zealand: (n=6527).

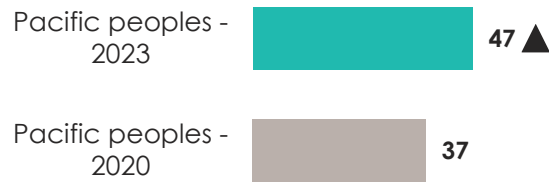
▲▼ = significantly higher / lower than 2020
 ▲↓ = significantly higher / lower than all New Zealanders

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?

%

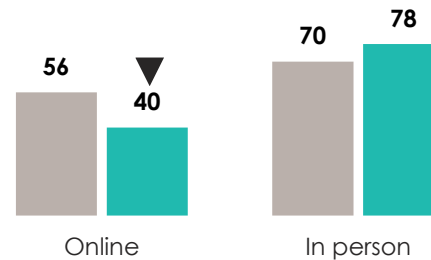


Base: All respondents: Pacific peoples 2020 (n=461), 2023 (n=530).

Did you do this online or in person?

%

■ Pacific peoples - 2020 ■ Pacific peoples - 2023



Base: All who attended craft and/or object art: Pacific peoples 2020 (n=183), 2023 (n=253).

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 craft and/or object art: Pacific peoples 2020 (n=183), 2023 (n=253).

Commentary

Overall, 47% of Pacific peoples have attended craft and object art in the last 12 months.

This is higher than 2020.

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

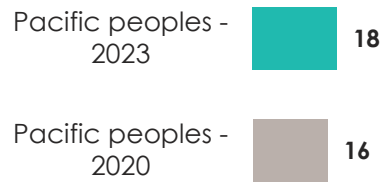
Most Pacific peoples who attended craft and object art in the last 12 months did so one to three times (72%).

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?

%

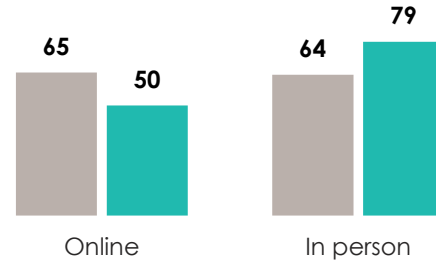


Base: All respondents: Pacific peoples 2020 (n=461), 2023 (n=530).

Did you do this online or in person?

%

■ Pacific peoples - 2020 ■ Pacific peoples - 2023

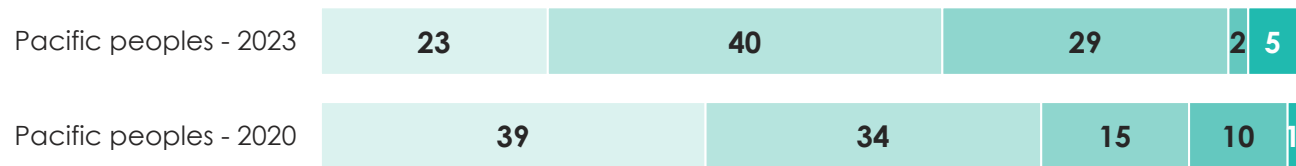


Base: All who attended literary arts: Pacific peoples 2020 (n=65), 2023 (n=86).

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 literary arts: Pacific peoples 2020 (n=65), 2023 (n=86).

Commentary

Overall, 18% of Pacific peoples have attended literary arts in the last 12 months.

This is comparable with 2020.

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

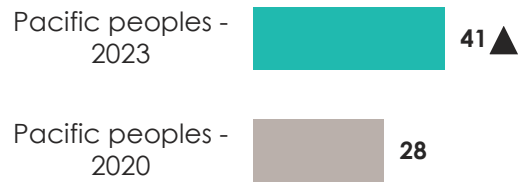
Most Pacific peoples who attended literary arts did so one to three times (63%).

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?

%

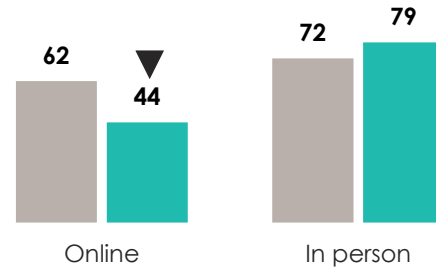


Base: All respondents: Pacific peoples 2020 (n=461), 2023 (n=530).

Did you do this online or in person?

%

■ Pacific peoples - 2020 ■ Pacific peoples - 2023



Base: All who attended Māori arts: Pacific peoples 2020 (n=137), 2023 (n=220).

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 Māori arts: Pacific peoples 2020 (n=137), 2023 (n=220).

Commentary

Overall, 41% of Pacific peoples 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. Online attendance has decreased since 2020.

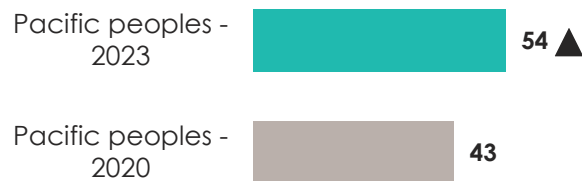
Most Pacific peoples who attended Ngā Toi Māori in the last 12 months did so one to three times (68%).

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?

%

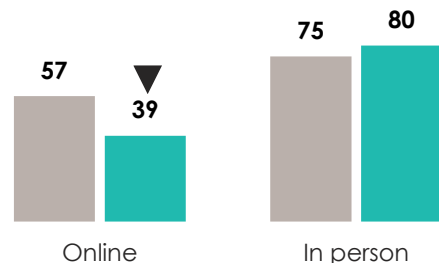


Base: All respondents: Pacific peoples 2020 (n=461), 2023 (n=530).

Did you do this online or in person?

%

■ Pacific peoples - 2020 ■ Pacific peoples - 2023

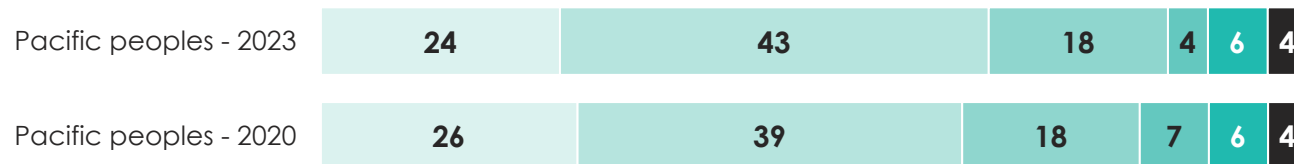


Base: All who attended Pacific arts: Pacific peoples 2020 (n=206), 2023 (n=287).

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 Pacific arts: Pacific peoples 2020 (n=206), 2023 (n=287).

Commentary

Overall, 54% of Pacific peoples have attended Pacific arts events in the last 12 months.

This is higher than 2020.

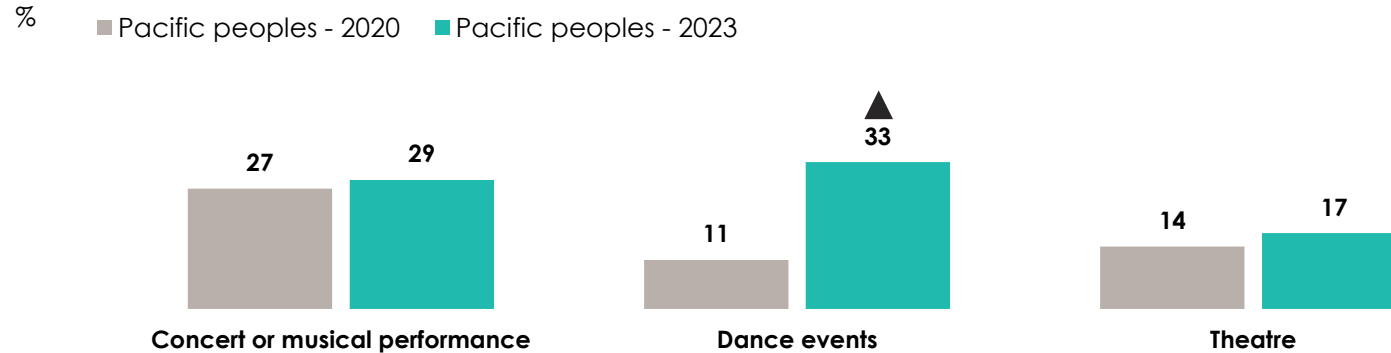
Attendees are more likely to attend Pacific arts events in person than online. Online attendance has decreased since 2020.

Most Pacific peoples who attended Pacific arts events in the last 12 months did so one to three times (67%).

Performing arts attendance

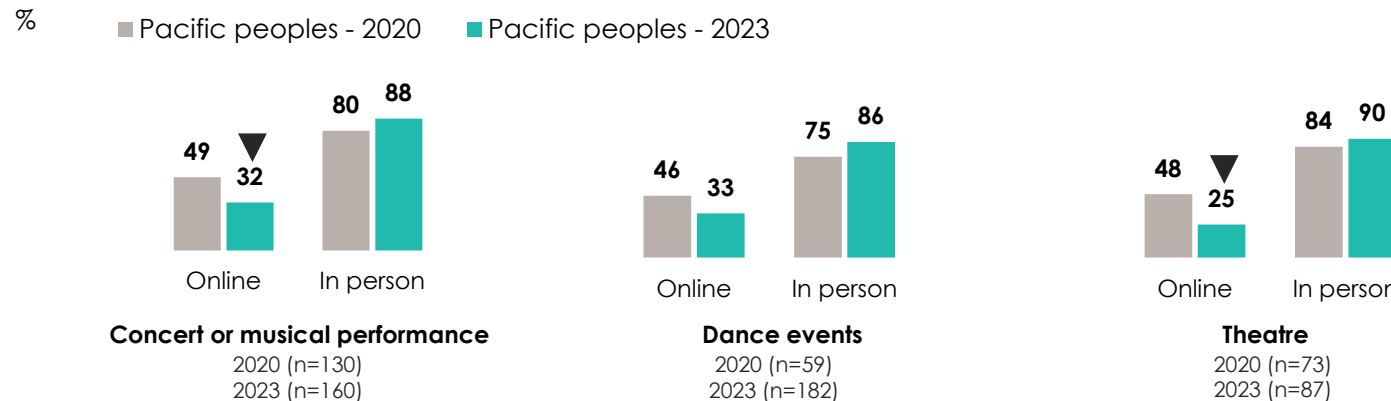
The overall level of performing arts attendance, as well as the channels attendees use

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



Base: All who attended performing arts: Pacific peoples 2020 (n=461), 2023 (n=530).

Did you do this online or in person?



Commentary

Overall, 57% of Pacific peoples have attended the performing arts in the last 12 months.

In the last 12 months, 29% of Pacific peoples attended a concert or musical performance, 33% attended a dance event and 17% attended theatre.

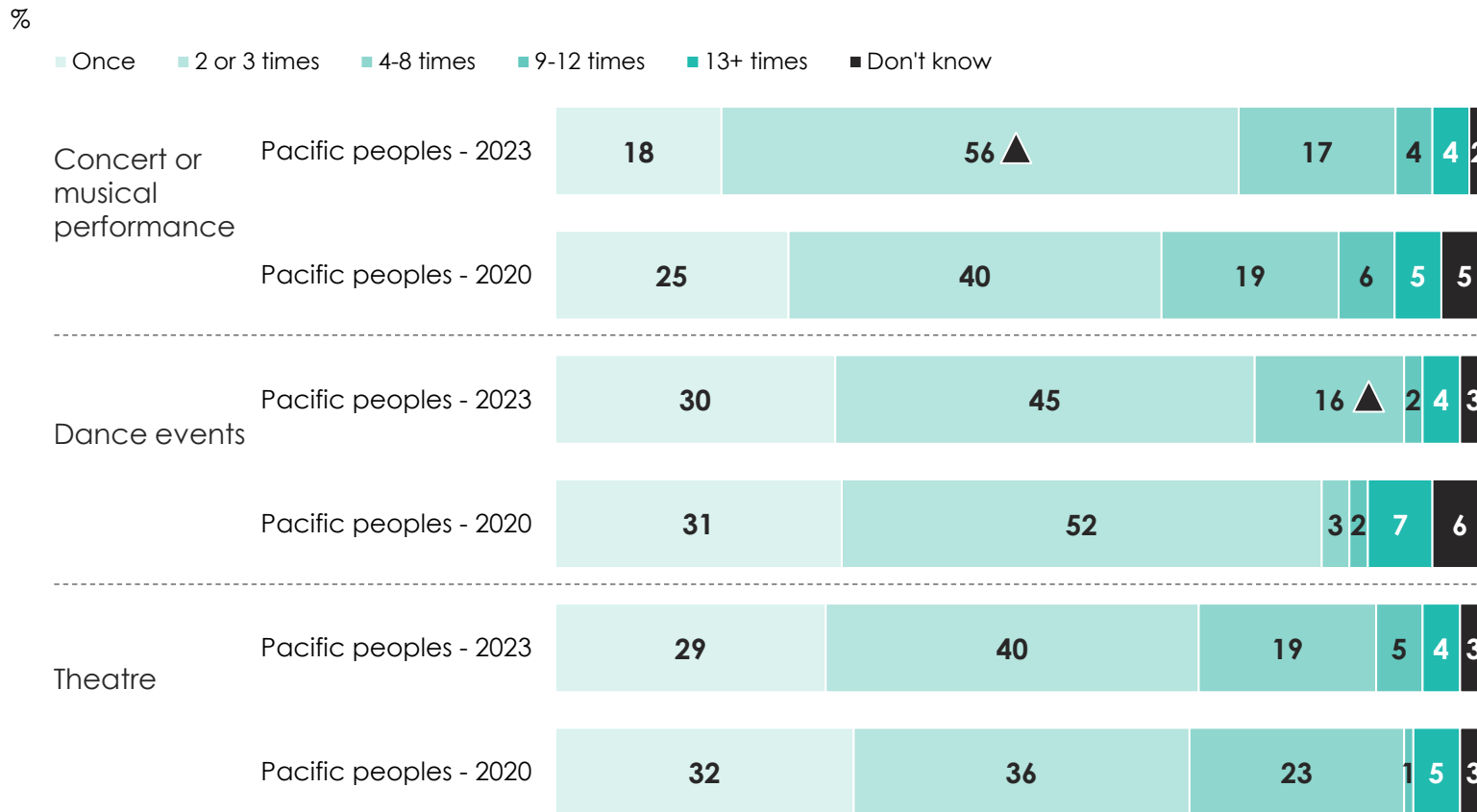
Dance events are attended more frequently than in 2020.

Pacific peoples typically attend the performing arts in person, but between 25% and 33% 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 Pacific peoples who attended the performing arts in the last 12 months did so one to three times.

Concerts or musical performances and dance events are attended more frequently than in 2020.

Frequency of attending theatre performances has not changed significantly since 2020.

Base: All Pacific peoples respondents who have attended each art form: n=130, n=160, n=59, n=182, n=73, n=87 respectively.

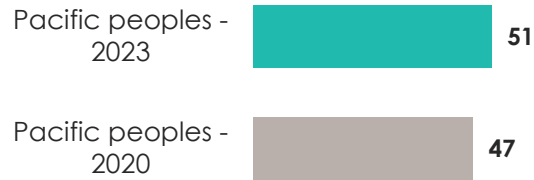
▲▼ = significantly higher / lower than 2020

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?

%

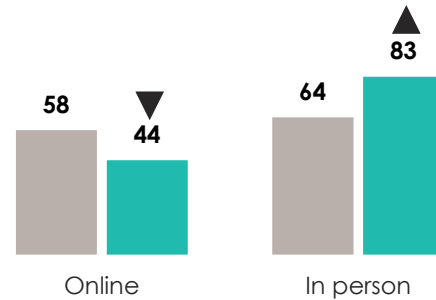


Base: All respondents: Pacific peoples 2020 (n=461), 2023 (n=530).

Did you do this online or in person?

%

■ Pacific peoples - 2020 ■ Pacific peoples - 2023

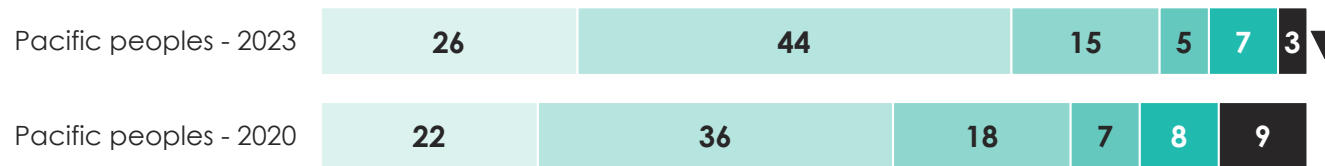


Base: All who attended visual arts: Pacific peoples 2020 (n=228), 2023 (n=272).

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: Pacific peoples 2020 (n=228), 2023 (n=272).

Commentary

51% of Pacific peoples attended the visual arts in the last 12 months.

This is comparable with 2020.

83% of attendees did so in person and 44% attended online. In-person attendance has increased at the expense of online attendance since 2020.

In terms of frequency 12% 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 Pacific peoples to the visual arts (versus other visual arts)

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

%

Pacific peoples



Base: All who attended visual arts: Pacific peoples 2020 (n=228), 2023 (n=272).

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

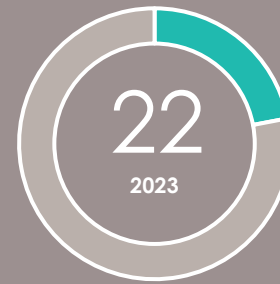
%

Pacific peoples



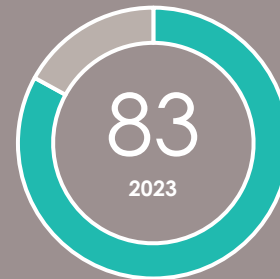
Base: All who attended film festivals: Pacific peoples 2020 (n=58), 2023 (n=77).

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 Pacific peoples who have attended the visual arts, have attended a film festival in the last 12 months.

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

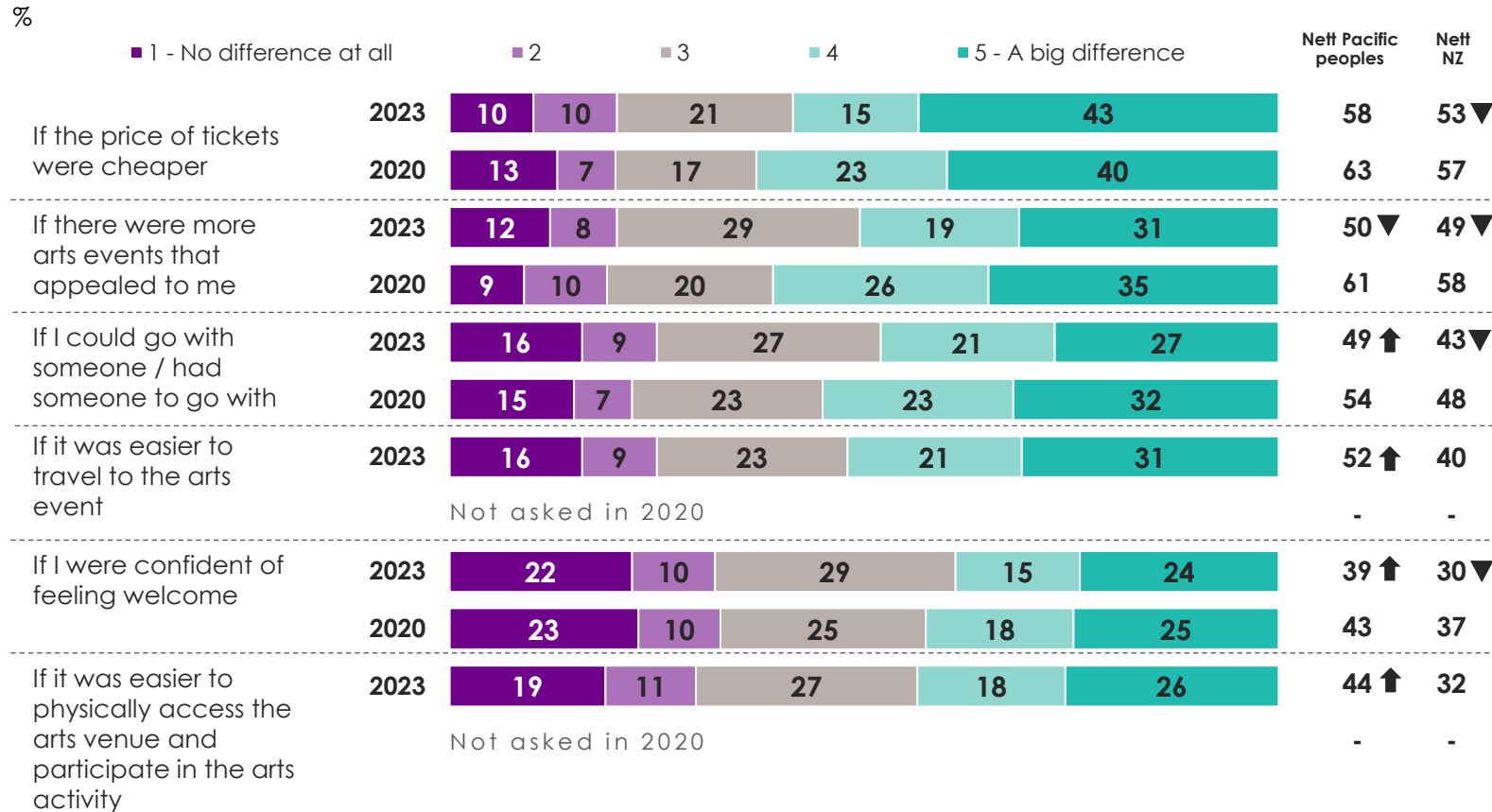
82% of those who have attended a film festival in the last 12 months have also attended other visual art forms.

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

Encouraging greater attendance in the arts

Factors that may encourage Pacific peoples 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 three factors are:

- Cheaper tickets
- Easier travel to the arts event
- More appealing arts events.

Four factors are more influential than the national averages:

- Easier travel to the arts event
- Having someone to go with
- Easier physical access to the venue and to participate in arts activities
- Confidence of feeling welcome.

Base: All respondents who are interested in the arts but do not go much: Pacific peoples 2020 (n=310), 2023 (n=396); New Zealand: (n=4587).

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

Participation by artform

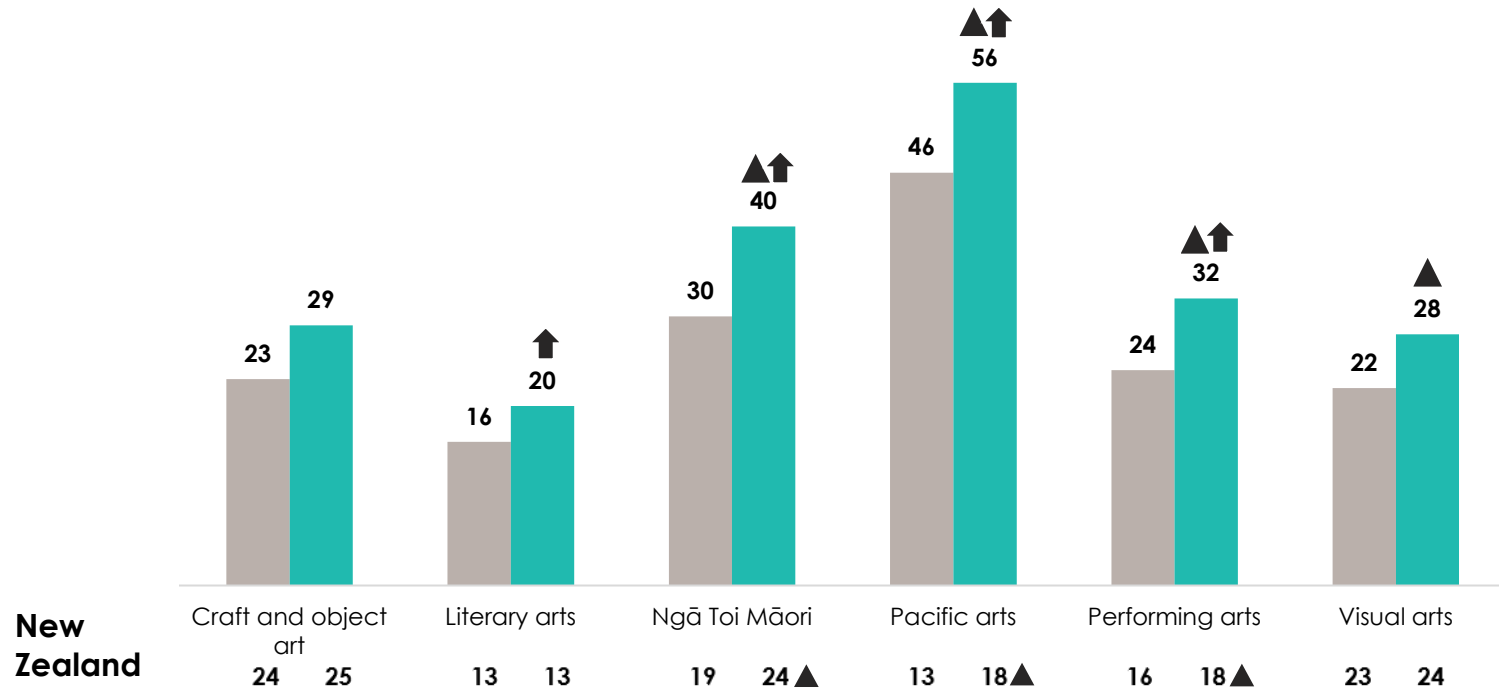
Participation by art form

The proportions of Pacific peoples 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.

%

■ Pacific peoples - 2020 ■ Pacific peoples - 2023



Commentary

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

Pacific peoples are more likely than the national average to participate in:

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

Since 2020, more Pacific peoples participate in:

- Pacific arts (up 10 points)
- Ngā Toi Māori (up 10 points)
- Performing arts (up eight points)
- Visual arts (up six points).

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

Base: All respondents: Pacific peoples 2020 (n=461), 2023 (n=530); 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?

%

Pacific peoples



Base: All respondents: Pacific peoples 2020 (n=461), 2023 (n=530).

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 craft and object art: Pacific peoples 2020 (n=119), 2023 (n=157).

Commentary

29% of Pacific peoples participated in craft and object art in the last 12 months.

This is comparable with 2020.

14% 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?

%

Pacific peoples

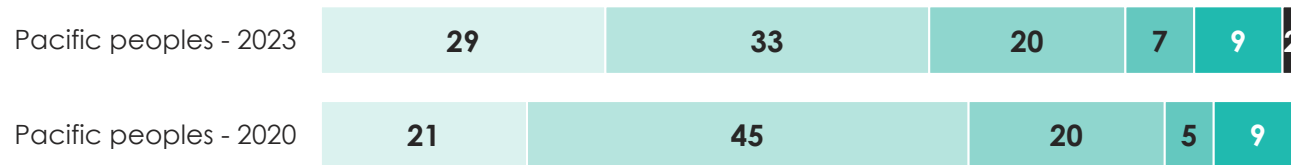


Base: All respondents: Pacific peoples 2020 (n=461), 2023 (n=530).

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: Pacific peoples 2020 (n=71), 2023 (n=94).

Commentary

20% of Pacific peoples participated in literary arts in the last 12 months.

This is comparable with 2020.

16% of participants in literary arts participate regularly (at least nine times in the last 12 months).

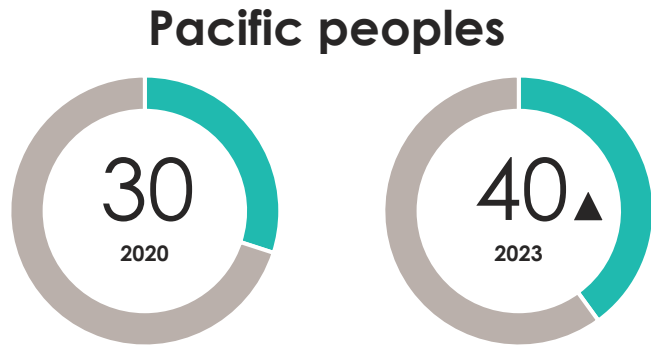
This is comparable with 2020.

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)?

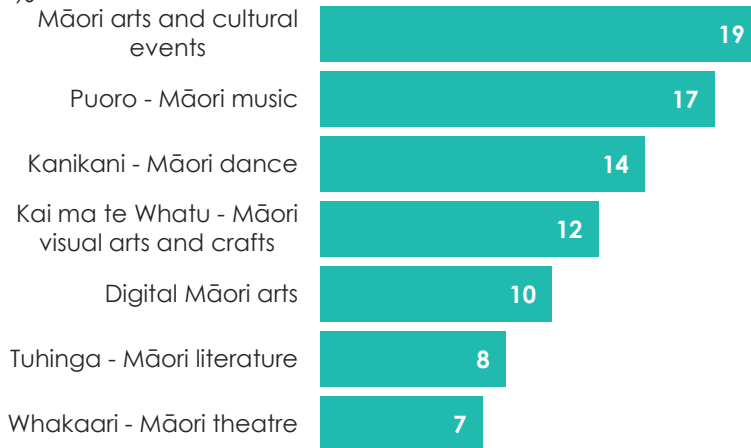
%



Base: All respondents: Pacific peoples 2020 (n=461), 2023 (n=530).

Choose all the activities you have done.

%

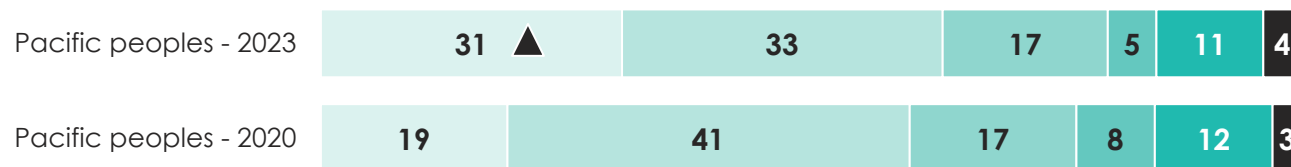


Base: All respondents: Pacific peoples 2023 (n=530).

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: Pacific peoples 2020 (n=139), 2023 (n=211).

Commentary

40% of Pacific peoples 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 puoro (music).

16% of participants in Ngā Toi Māori participate regularly (at least nine times in the last 12 months).

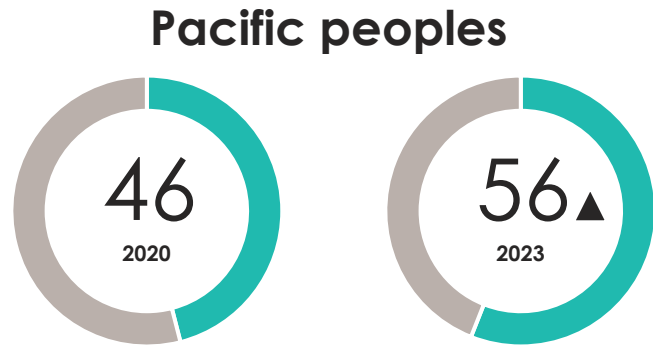
This is comparable with 2020.

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?

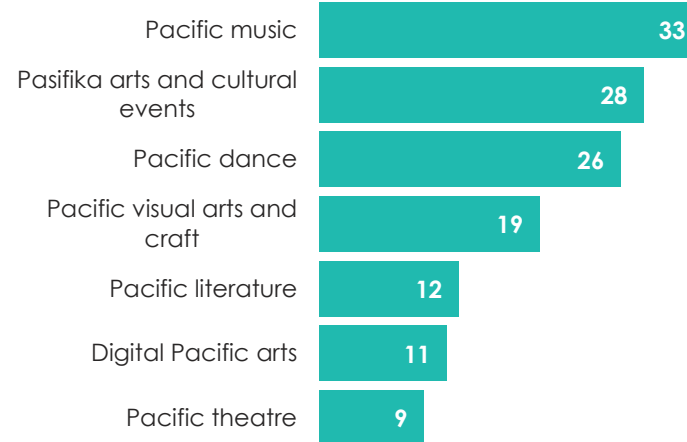
%



Base: All respondents: Pacific peoples 2020 (n=461), 2023 (n=530).

Choose all the activities you have done.

%

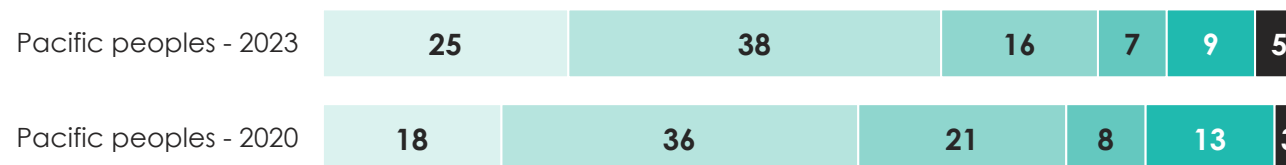


Base: All respondents: Pacific peoples 2023 (n=530).

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: Pacific peoples 2020 (n=223), 2023 (n=295).

Commentary

56% of Pacific peoples participated in Pacific arts in the last 12 months.

This is higher than 2020.

The most popular Pacific arts activities are Pacific music and Pasifika arts and cultural events.

16% of participants in Pacific arts participate regularly (at least nine times in the last 12 months).

This is comparable with 2020.

Performing arts participation

The level and frequency of performing arts participation in the performing

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

%

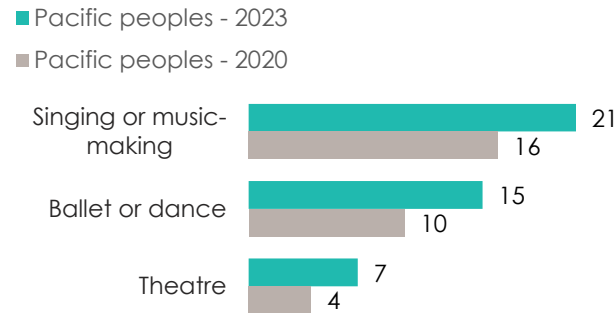
Pacific peoples



Base: All respondents: Pacific peoples 2020 (n=461), 2023 (n=530).

Which of these were you actively involved in?

%



Base: All respondents: Pacific peoples 2020 (n=461), 2023 (n=530).

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: Pacific peoples 2020 (n=116), 2023 (n=167).

Commentary

32% of Pacific peoples participated in performing arts in the last 12 months.

This is higher than 2020.

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

15% 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?

%

Pacific peoples

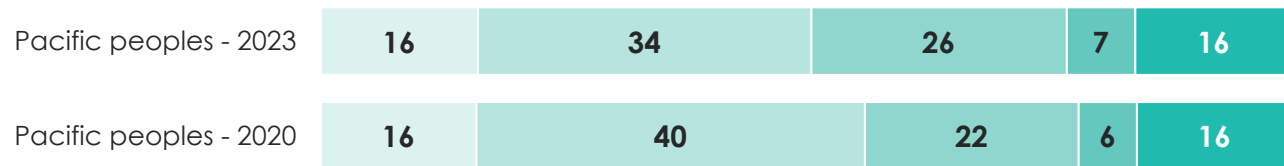


Base: All respondents: Pacific peoples 2020 (n=461), 2023 (n=530).

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: Pacific peoples 2020 (n=112), 2023 (n=145).

Commentary

28% of Pacific peoples participated in the visual arts in the last 12 months.

This is higher than 2020.

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

This is comparable with 2020.

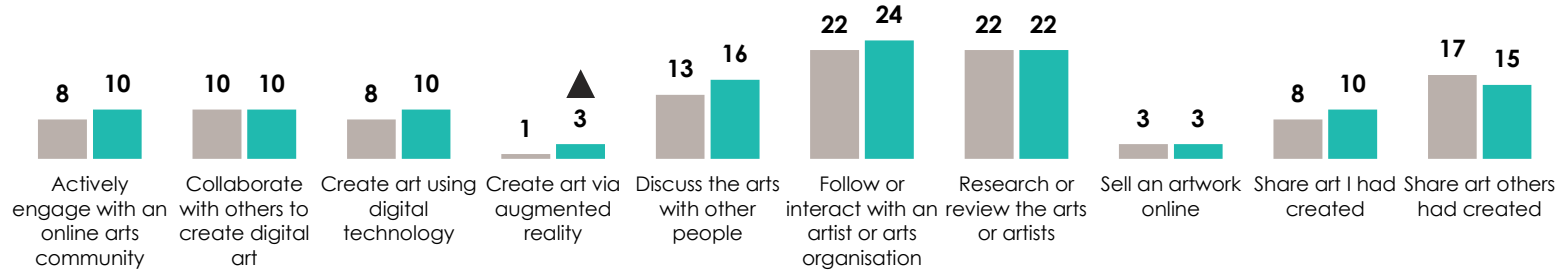
Use of digital technology for arts activities

Pacific peoples 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?

%

■ Pacific peoples - 2020 ■ Pacific peoples - 2023



Base: All respondents: Pacific peoples 2020 (n=461), 2023 (n=530).

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: Pacific peoples 2020 (n=461), 2023 (n=530).

Commentary

50% of Pacific peoples have used digital technology for arts activities in 2023.

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

The most popular activities are:

- Following or interacting with an artist or arts organisation
- Researching or reviewing the arts or artists
- Discussing the arts with other people
- Sharing art that others have created.

▲▼ = significantly higher / lower than 2020

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