

New Zealanders and the Arts Ko Aotearoa me ōna Toi

Survey findings for Gisborne residents

2023

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.

Contents

1. Introduction
2. Summary
3. Arts attitudes
4. Overall engagement, attendance and participation
5. Attendance by art form
6. Participation by art form

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 in **Gisborne**. The findings are compared to all New Zealanders (aged 15+).

The surveys are repeated every three years. 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

100 ONLINE INTERVIEWS

...with adults aged 15+ living in Gisborne

Method

The survey has been conducted online.

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.

Interviews

For the first time in 2023, a minimum of 100 interviews was conducted with Gisborne residents. For this reason, trend data is not available.

FIELDWORK DATES

30 October – 20 December 2023

Sampling

Online panels were used to achieve a representative sample of residents in Gisborne. Quotas (i.e. interviewing targets) were set by age within gender.

Weighting was also applied to ensure the final age by gender profile is representative of the Gisborne population aged 15+.

At an all New Zealand level, ethnicity quotas were set and post-fieldwork weighting by ethnicity was carried out.

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 100, the margin of error is up to +/- 9.8 percentage points (at the 95% confidence level).

We have used statistical tests to determine whether any differences between the 2023 survey findings for Gisborne 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: Gisborne residents and the arts

Method: Online survey of 6,527 New Zealanders aged 15+ including 100 Gisborne residents.

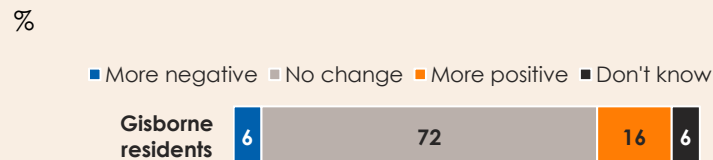
Fieldwork: 30 October - 20 December 2023

Maximum margin of error for Gisborne residents: +/- 9.8%

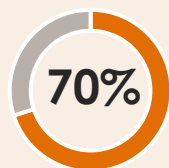
Gisborne's relationship with the arts

Gisborne residents are strong advocates of the arts. They believe the arts play a key role in creating a better society. And nearly one in six say they are more positive about the arts than a year ago.

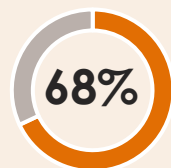
How views have changed over the last 12 months



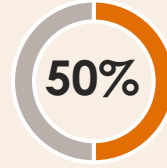
There is also perceived value at a community and personal level. The arts help us express our diversity, create connection and communities, support individuals' psychological wellbeing and expand our perspectives. Gisborne residents' beliefs are generally in line with the national average, but are higher for the beliefs that 'the arts are for people like me' (p 12) and 'my community would be poorer without the arts' (p 20). The value residents place on the arts is reflected in majority support for public funding.



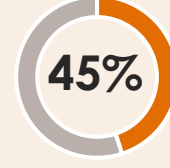
...agree the arts improve New Zealand society



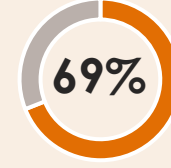
...agree the arts in their area should reflect the diversity of its communities



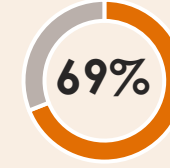
...agree the arts provide opportunities for them to socialise and connect with others



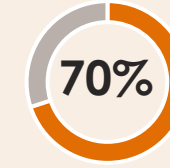
...say the arts are important to their personal wellbeing



...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

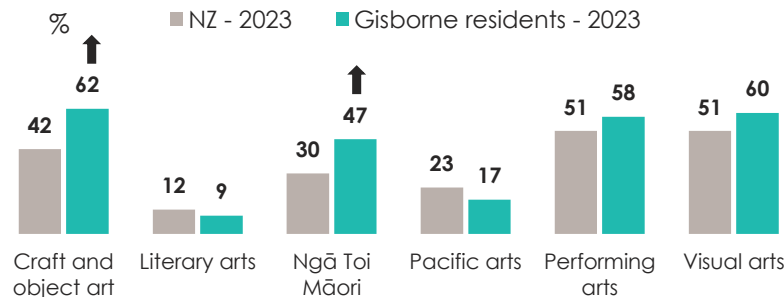
Engagement with the arts in the Gisborne residents

Gisborne residents New Zealand



79% of Gisborne residents have attended or participated in the arts in the last 12 months. This is similar to the national average (78%).

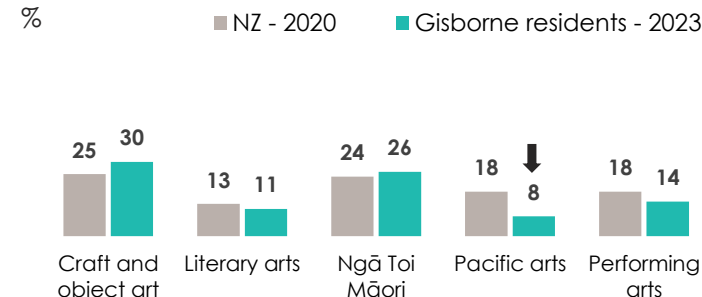
Attendance



Gisborne residents are more likely to attend craft and object art, and Ngā Toi Māori, than the national average. They also attend performing arts and visual arts in high numbers. Gisborne residents most commonly participate in craft and object art, and Ngā Toi Māori.

↑ ↓ = significantly higher / lower than all New Zealanders

Participation



Arts attitudes

Change in overall perception of the arts

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

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

%

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

Gisborne residents



New Zealand



Commentary

While most Gisborne residents have not changed their view of the arts, 16% feel more positive about the arts over the last 12 months.

This is comparable with the national average (16%).

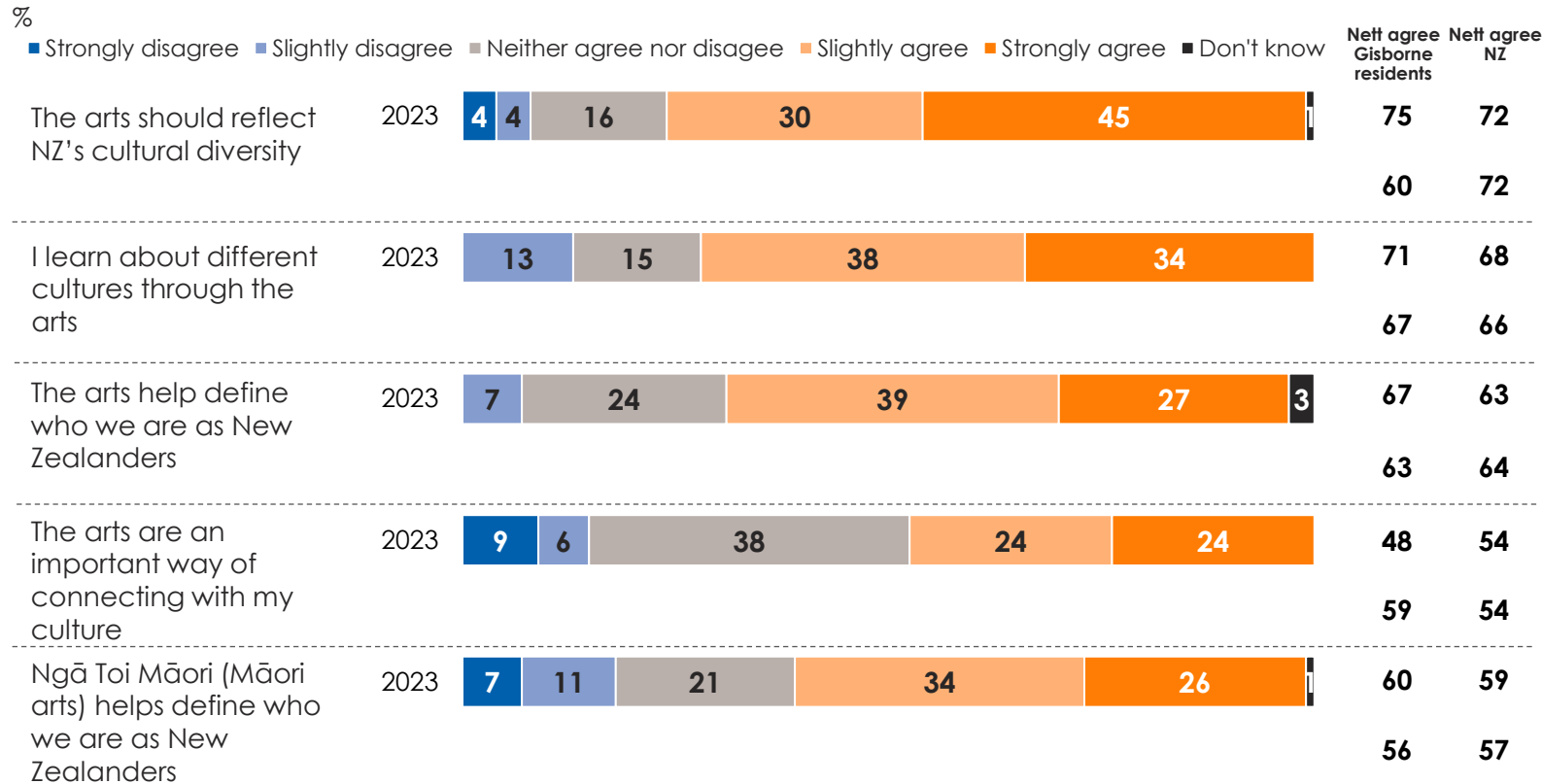
Just 6% of Gisborne residents view the arts more negatively in 2023.

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527)

Attitudes towards the arts: Culture and identity

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

How much do you agree or disagree?



Commentary

The most common view is that the arts should reflect NZ's cultural diversity (75% of Gisborne residents), with many holding this view strongly (45%).

Likewise, majorities of Gisborne residents feel that they learn about different cultures through the arts, and that the arts help define our national identity.

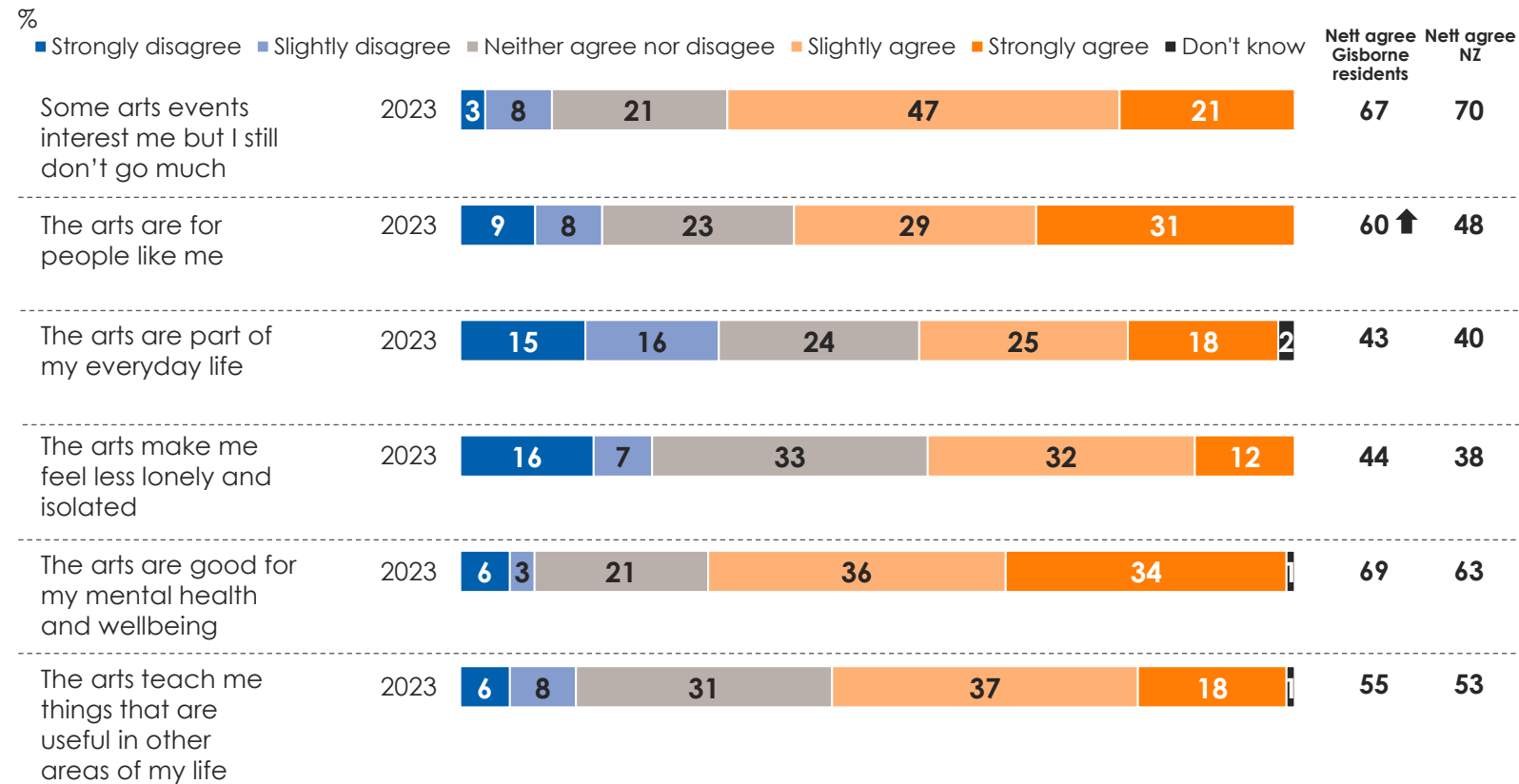
Gisborne residents' results are comparable with national results.

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527)

Attitudes towards the arts: Individuals' relationships with the arts

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

How much do you agree or disagree?



Commentary

There is an opportunity to improve attendance at arts events, with 67% of Gisborne residents showing interest but reporting low attendance.

Gisborne residents are more likely than the national average to believe that the arts are for people like them.

Three new measures in 2023 speak to the potential for the arts to influence a person's wellbeing: 44% feel the arts reduce their sense of loneliness and isolation, 69% feel the arts are good for their mental health and wellbeing, and for 55% the arts teach them things that are useful for other areas of their life.

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527)

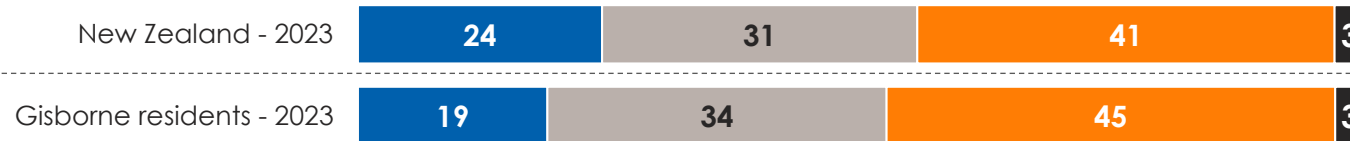
Importance of the arts to wellbeing

The importance that Gisborne residents 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

45% of Gisborne residents feel that the arts is important to their personal wellbeing.

This is in line with the national average (41%).

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527)

Reasons why the arts are important to Gisborne residents' wellbeing

For what reasons do you say that?

% Leading responses



Commentary

We asked the 45% of respondents who feel the arts is important to their personal wellbeing why this is. The chart shows the leading responses.

Quotes

"The arts of several types are a high focus of participation and joy in my whānau, my children and my mokopuna's lives. We make them committed to whānau events - often all together. We are also able to enjoy, celebrate, and be proud of our own cultural heritage and art forms."

Woman, 70+ years, Māori, Gisborne

"It gives a great boost to my mind that I complete a piece of art and it is pleasing to the eye, others enjoy it and I am happier in myself about it."

Woman, 70+, NZ European, Gisborne

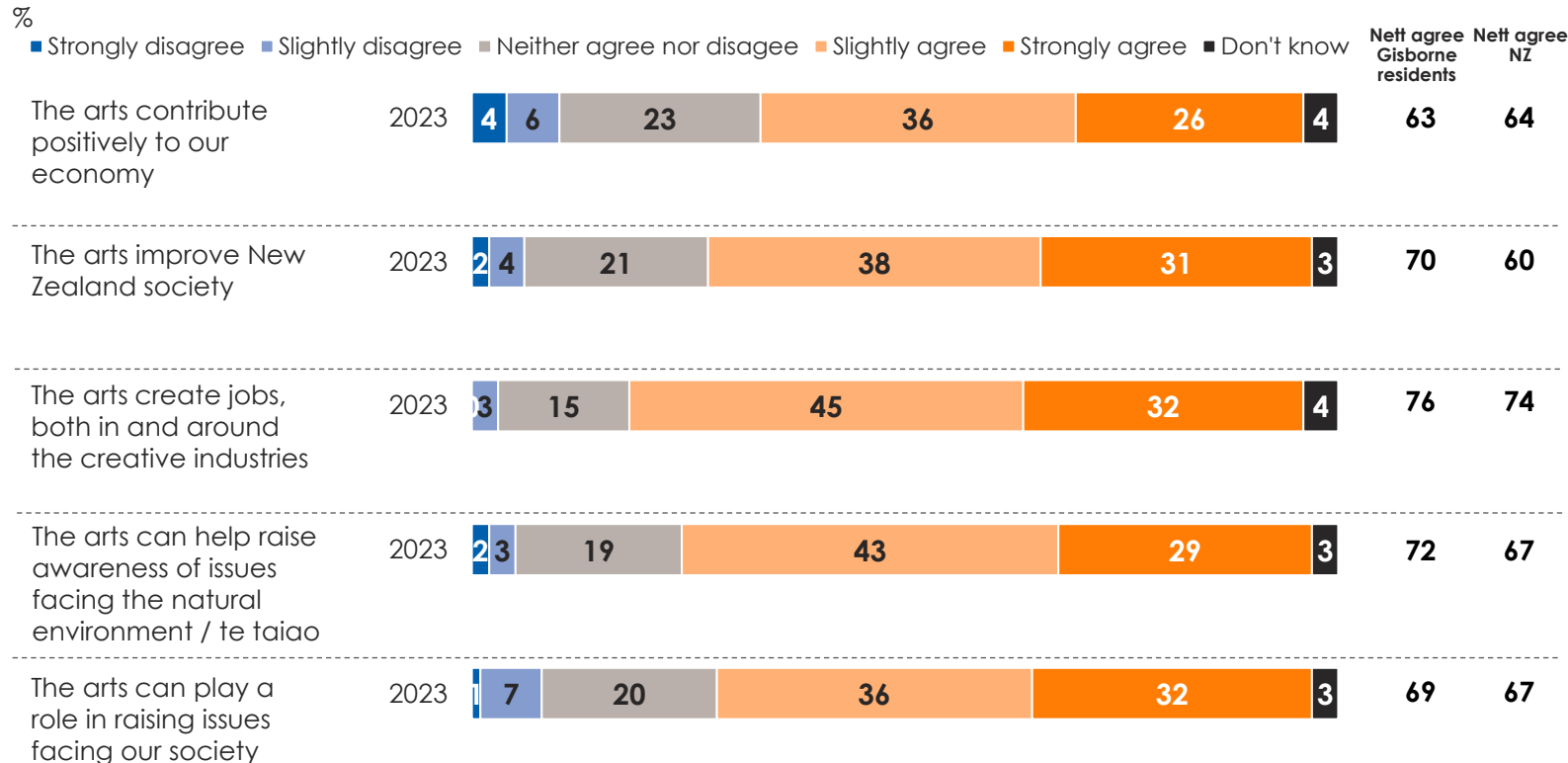
Base: Respondents who feel the arts are important to their personal wellbeing: Gisborne residents 2023 (n=48)

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

Attitudes towards the arts: How the arts benefit New Zealand

Gisborne residents' recognition of the social and economic benefits of the arts

How much do you agree or disagree?



Commentary

Most Gisborne residents widely recognise the social and economic benefits of the arts.

The three new measures show most Gisborne residents believe the arts have a positive role to play in creating employment in creative industries and bringing attention to environmental and societal issues.

76% of Gisborne residents see the value of the arts in generating employment in creative industries.

72% of Gisborne residents believe the arts can raise awareness of environmental issues.

And 69% of Gisborne residents believe the arts can play a role in raising awareness of societal issues.

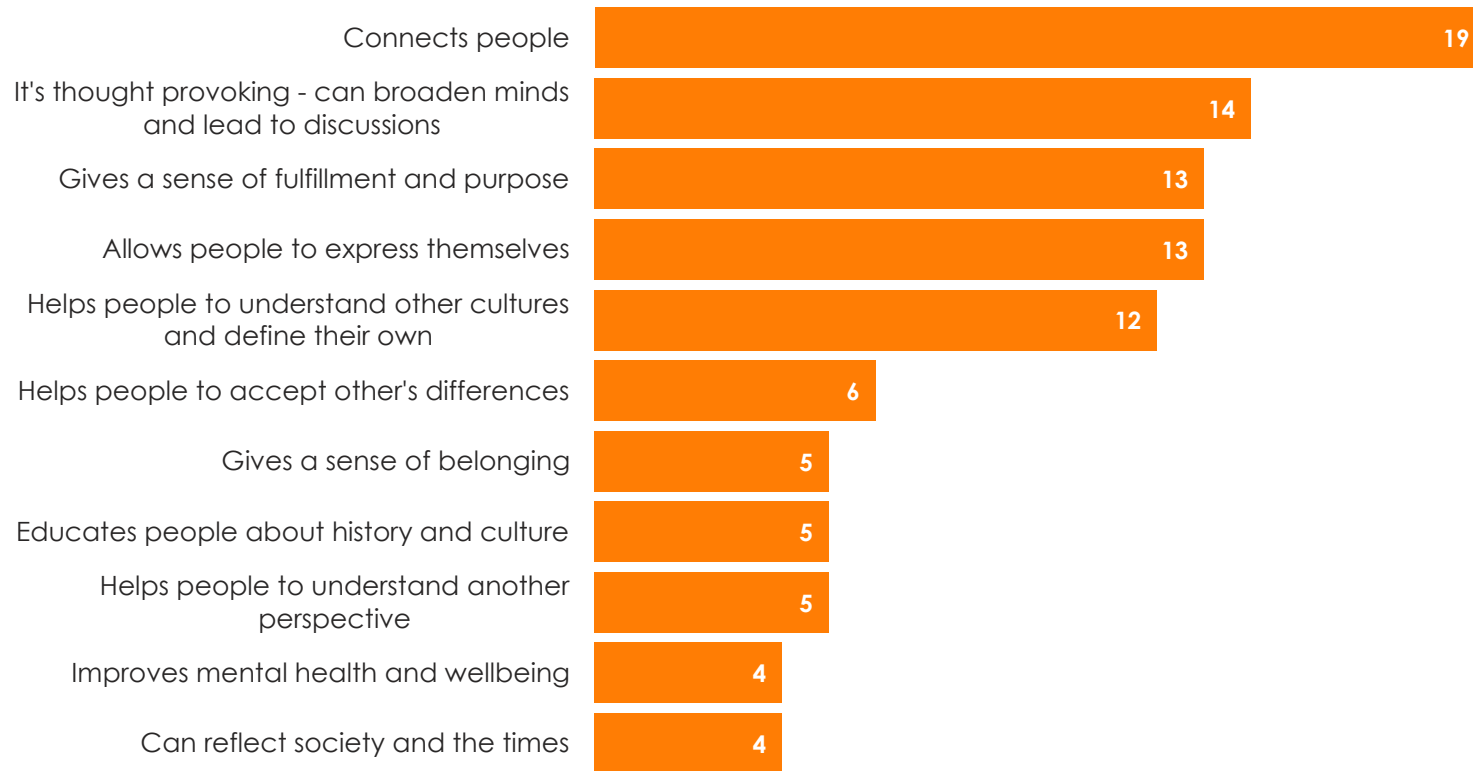
Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527)

Reasons why the arts improve society

Why Gisborne residents feel the arts improve New Zealand society

For what reasons do you feel the arts improve society?

% Leading responses



Commentary

We asked the 70% of respondents who feel that the arts improve New Zealand society why this is. The chart opposite shows the leading reasons given.

Quotes

“Raises wellbeing e.g. waiata. Brings community together e.g. Tairāwhiti Arts Festival. Opens discussion e.g. drag shows, Diwali events.”

Woman, 50-59 years, Māori, Gisborne

“Art tends to predetermine social change and contributes to the advancement of society”

Man, 30-39 years, NZ European and Asian, Gisborne

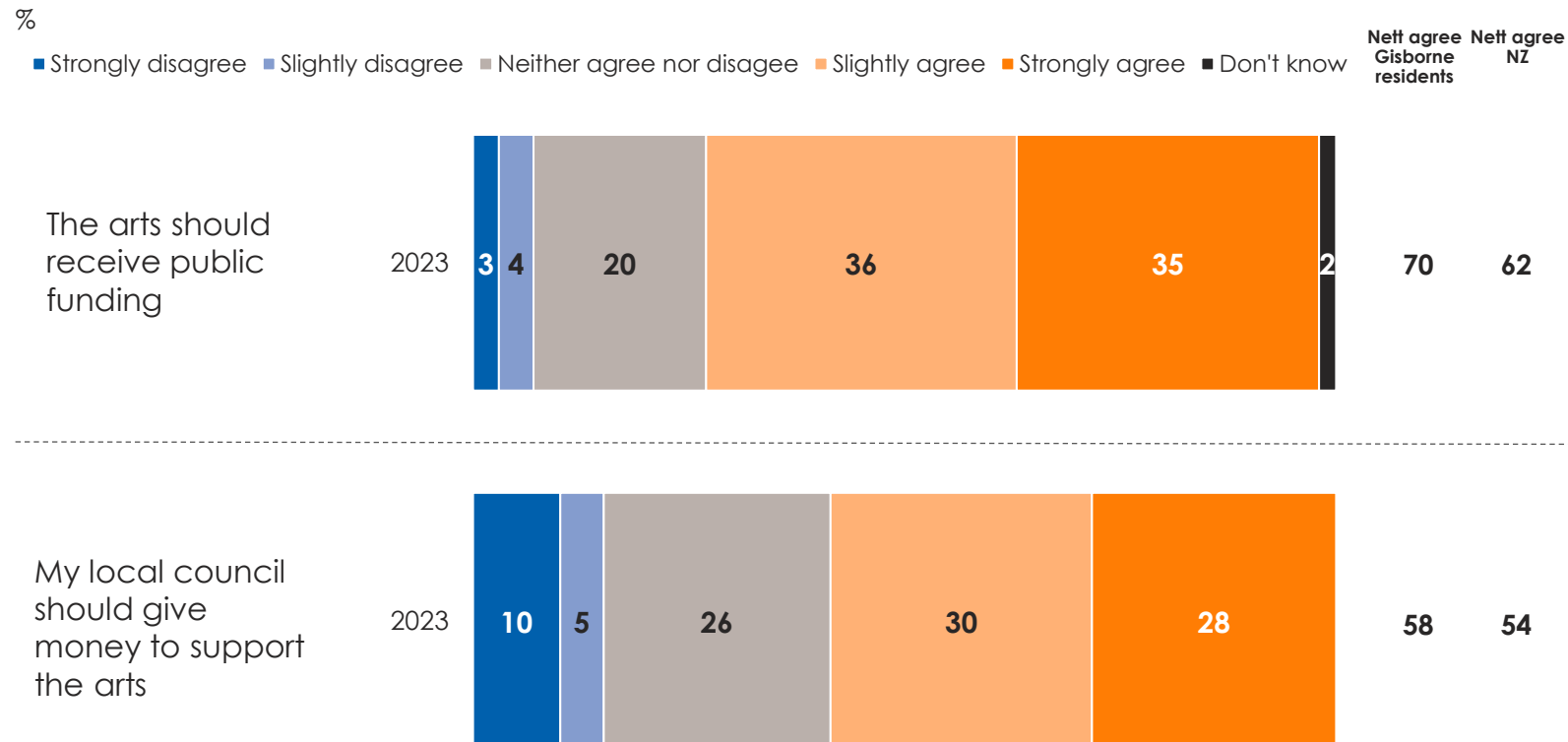
Base: Respondents who feel the arts improve New Zealand society: Gisborne residents 2023 (n=71)

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 is strong.

70% of Gisborne residents believe that the arts should receive public funding.

This is not significantly different from the national average (62%).

58% of Gisborne residents support the idea that Council should help fund the arts.

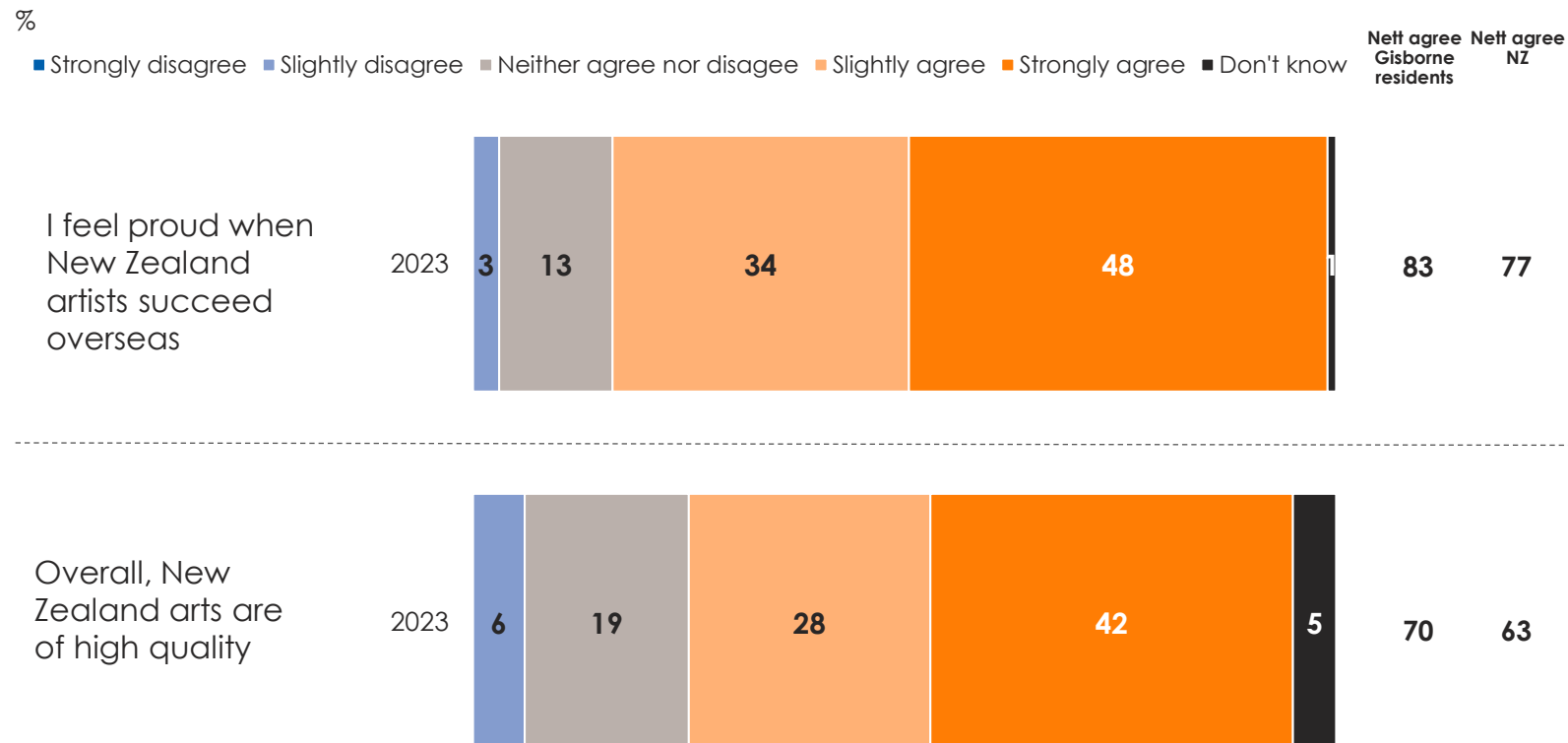
This is comparable with the national average (54%).

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527)

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

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

How much do you agree or disagree?



Commentary

Gisborne residents are positive about the quality of the arts in New Zealand and are enthused when they see New Zealand artists succeed overseas.

83% of Gisborne residents feel proud when New Zealand artists succeed overseas.

This is not significantly different from the national average (77%).

Overall, 70% of Gisborne residents agree that New Zealand arts are of high quality.

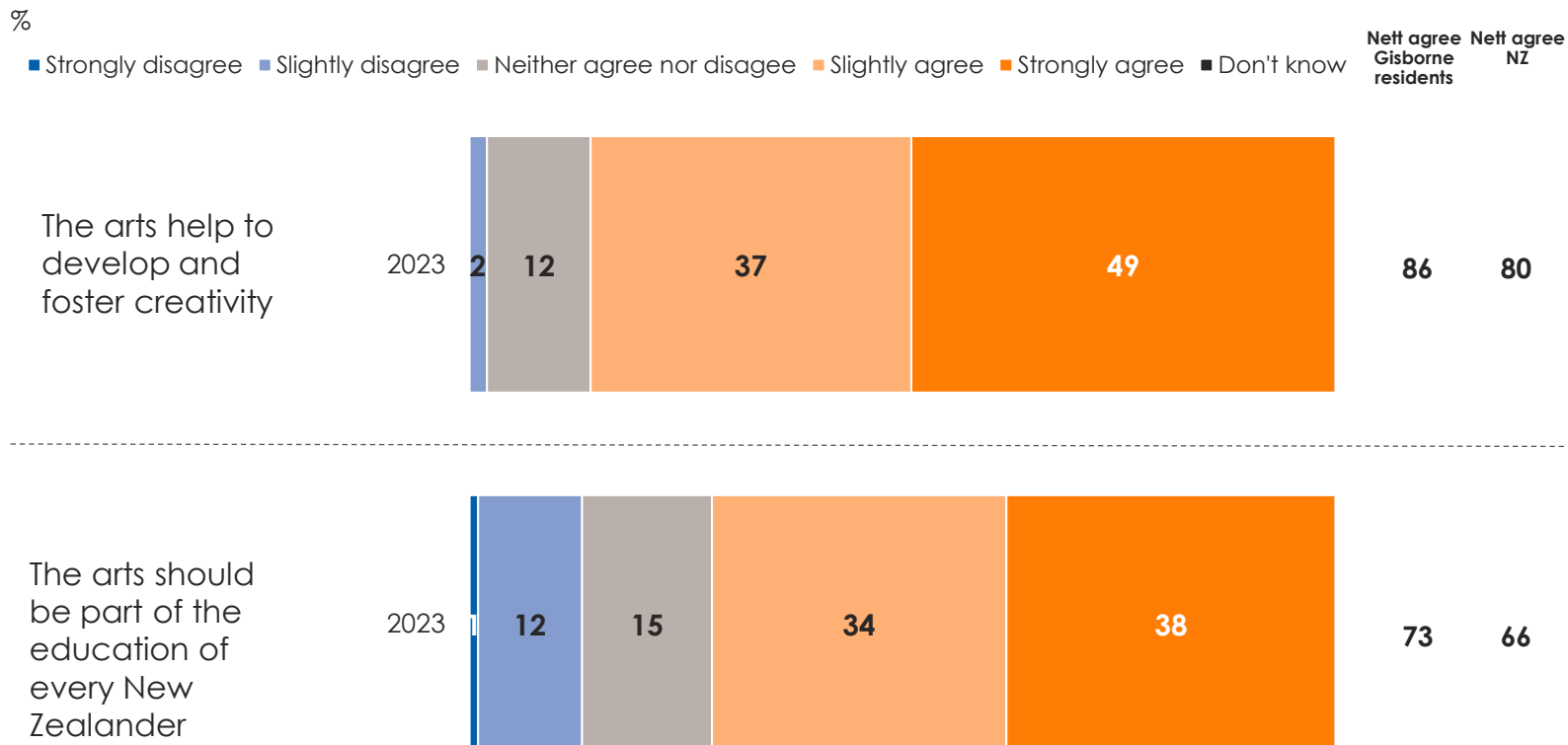
This is not significantly different from the national average (63%).

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527)

Attitudes towards the arts: Education and development

Gisborne residents' 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

86% of Gisborne residents recognise the value of the arts in developing and fostering creativity. This is comparable with the national average (80%).

73% of Gisborne residents support the idea that the arts should be part of the education of every New Zealander.

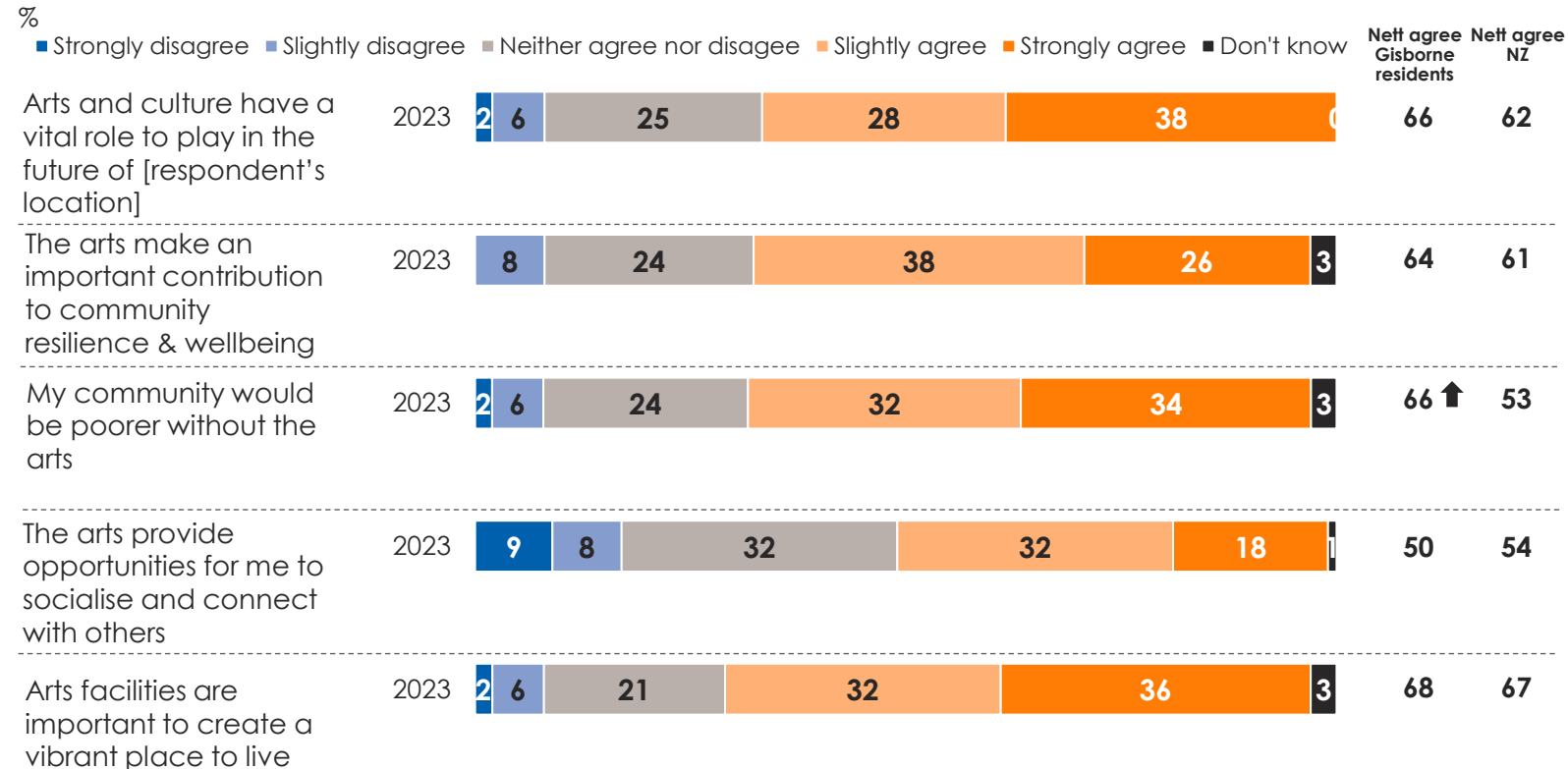
This is not significantly different from the national average (66%).

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527)

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

Gisborne residents clearly value the arts in creating communities.

Gisborne residents are more likely than the national average to believe that their community would be poorer without the arts.

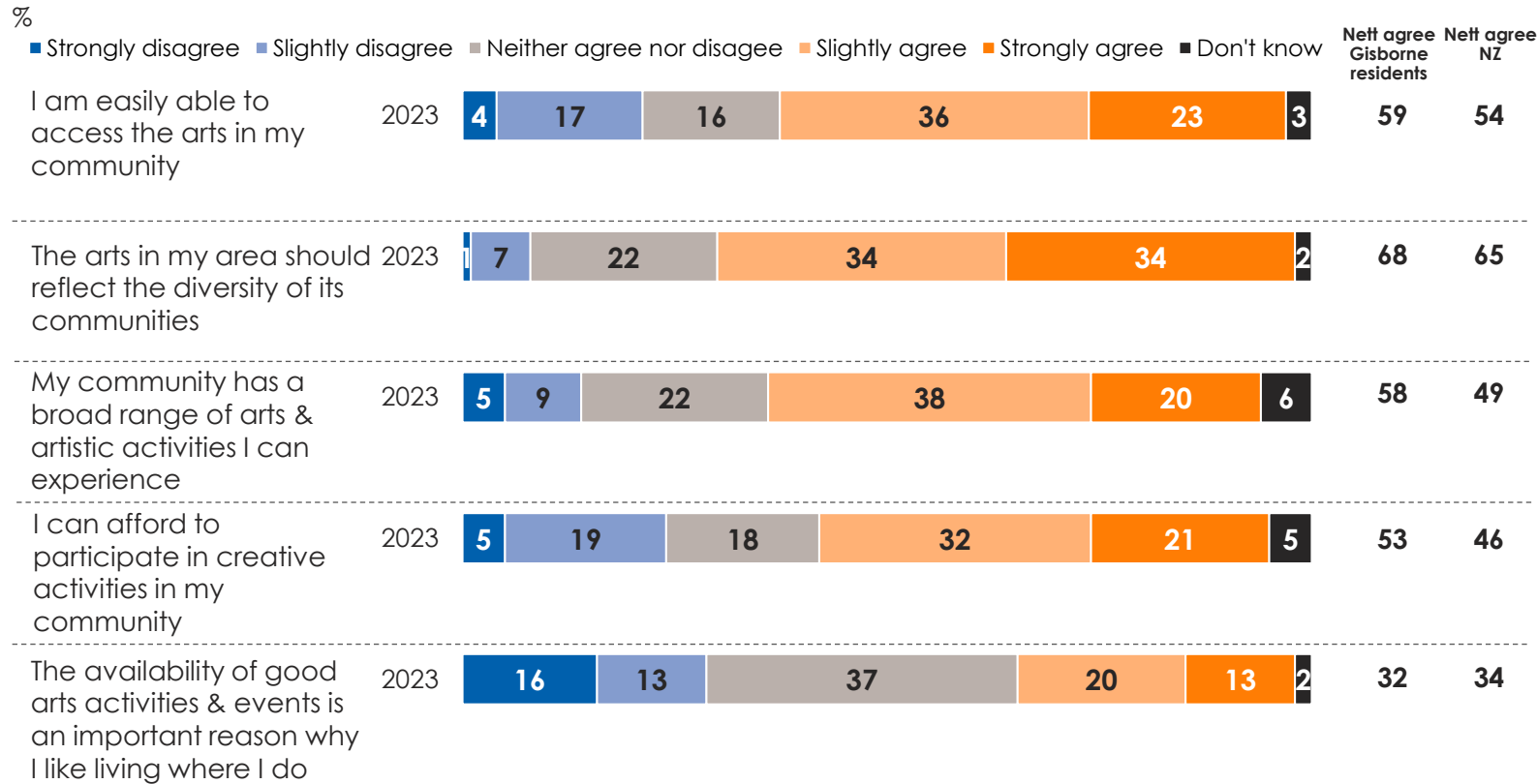
Likewise, proportions of around two thirds believe arts and culture have a vital role to play in the future of where they live, and make an important contribution to community resilience and wellbeing.

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527)

Attitudes towards the arts: Accessibility and inclusiveness

Perceptions about whether the arts are accessible and inclusive

How much do you agree or disagree?



Commentary

Two thirds feel the arts should reflect the diversity of their community.

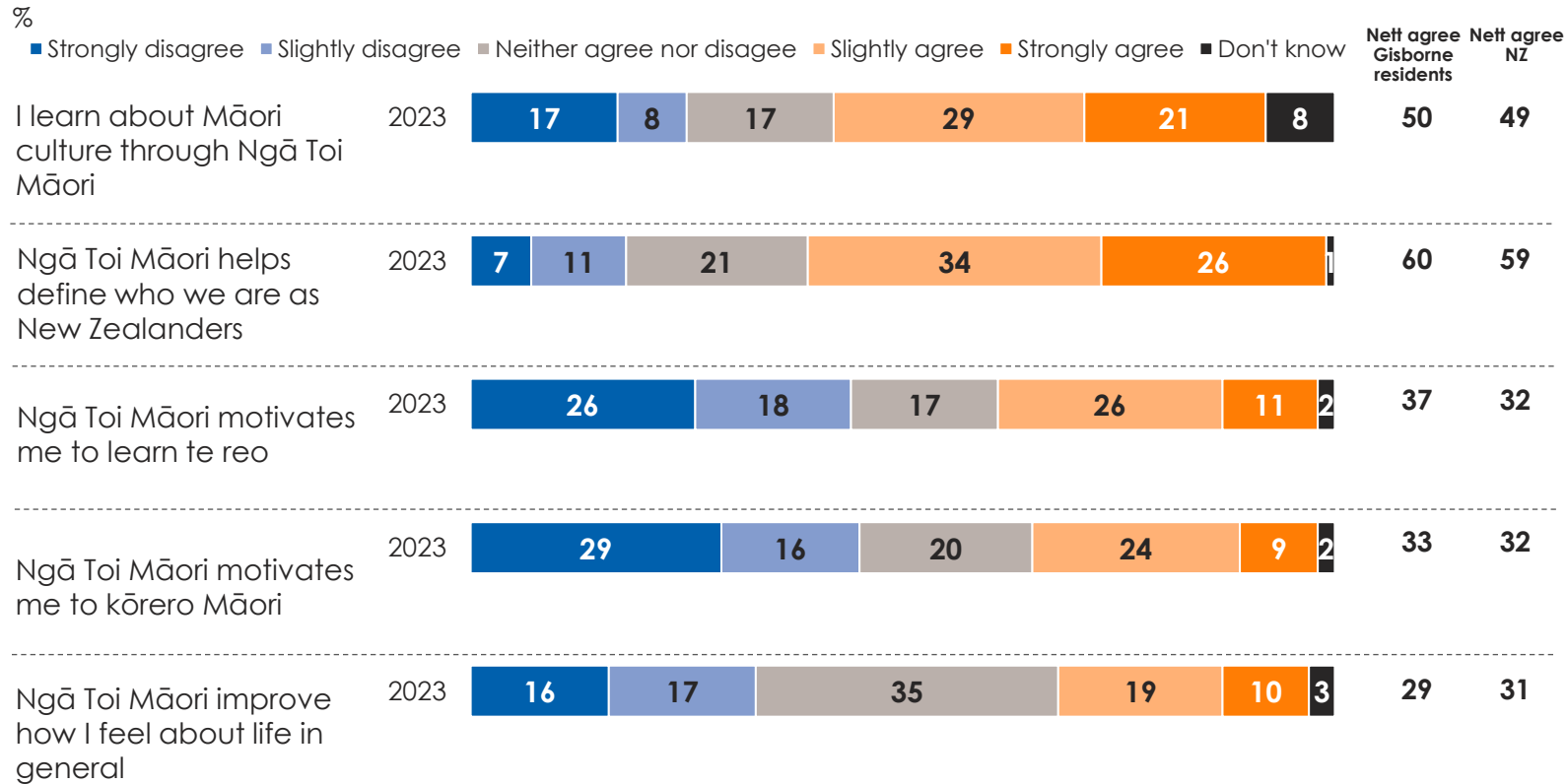
Around six in ten can easily access the arts, and a similar proportion feel their community offers a broad range of arts and artistic activities they can experience.

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527)

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, Gisborne residents feel Ngā Toi Māori helps define who we are as New Zealanders, and that they learn about Māori culture through Ngā Toi Māori.

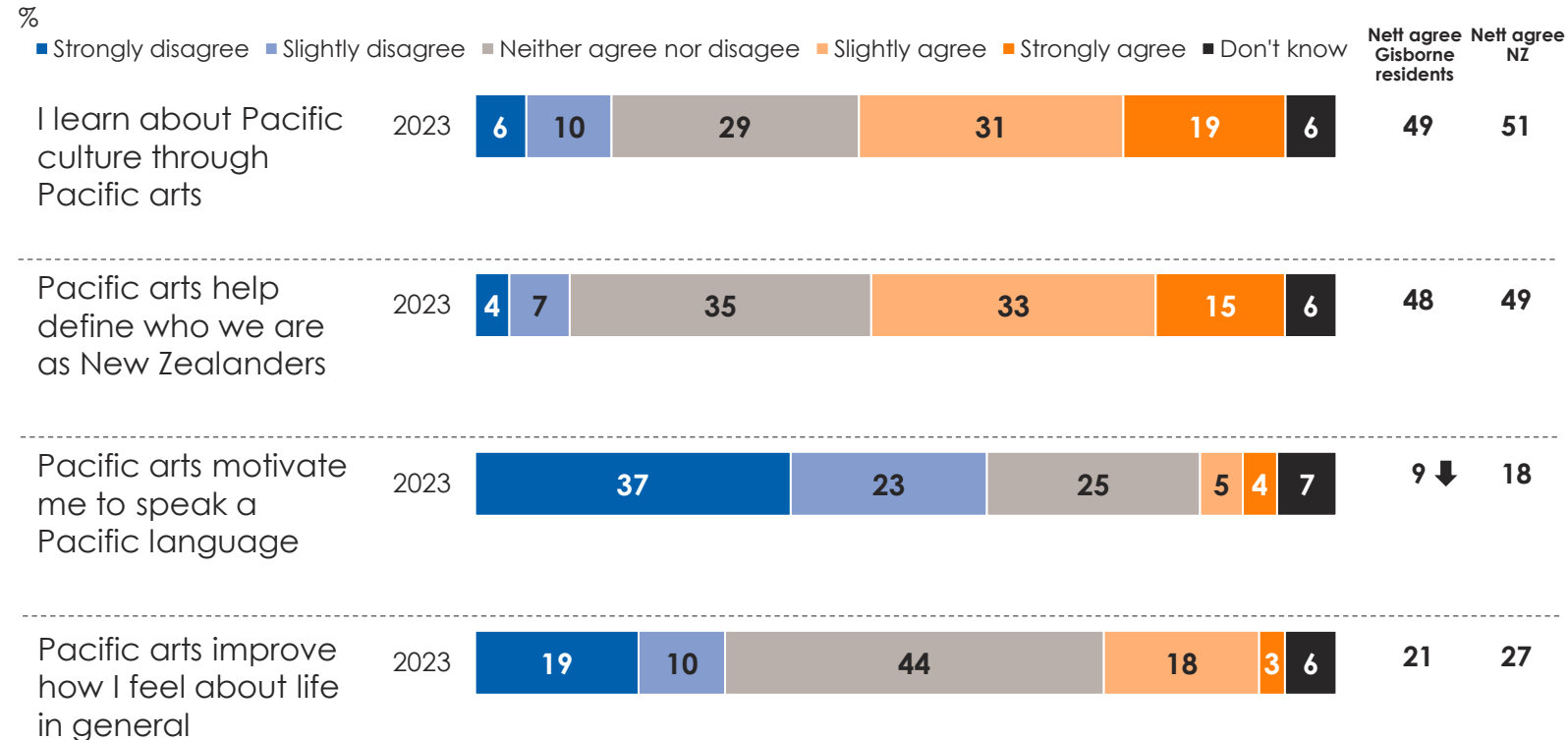
Proportions of around a third also feel Ngā Toi Māori motivates them to learn and kōrero te reo, and improves their general outlook on life.

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527)

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, Gisborne residents feel that Pacific arts teaches them about Pacific culture and helps define who we are as New Zealanders.

Gisborne residents are less likely than the national average to believe that Pacific arts motivate them to speak a Pacific language.

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527)

Overall engagement, attendance and participation

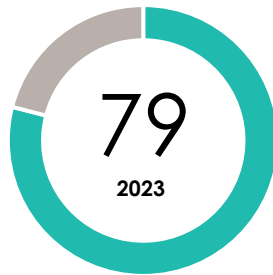
Overall engagement

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.

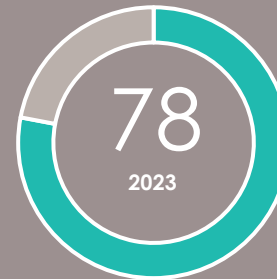
Have you [attended or participated in any art forms] in the last 12 months?

%

Gisborne residents



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.

79% of Gisborne residents have engaged with the arts in the last 12 months.

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

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527).

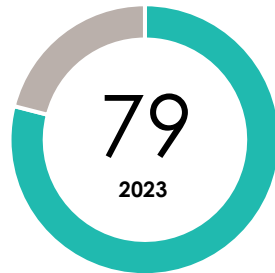
Overall attendance

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.

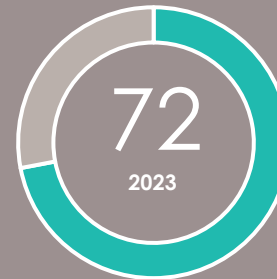
Have you [attended any art forms] in the last 12 months?

%

Gisborne residents



New Zealand



Commentary

79% of Gisborne residents have attended at least one arts event or location in the last 12 months.

The level of attendance is in line with the national average (72%).

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527).

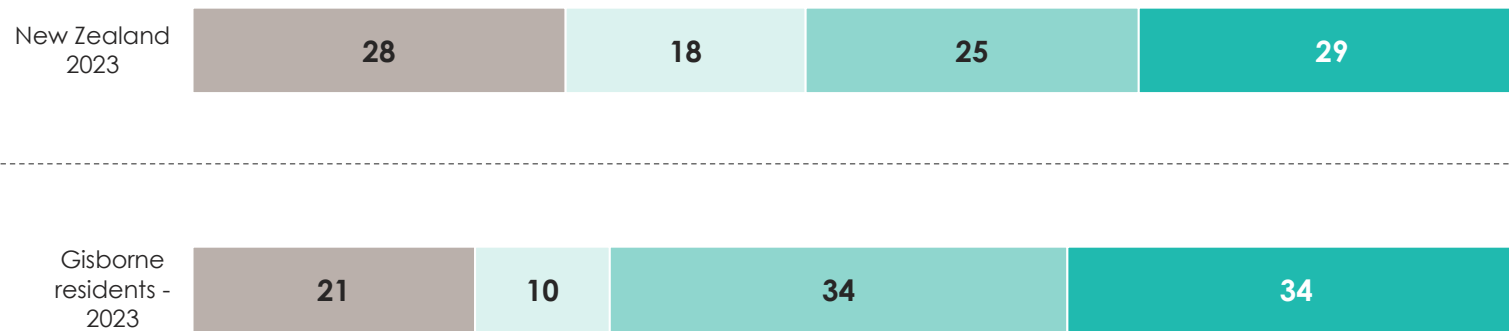
Frequency of attendance

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).

68% of Gisborne residents have attended any art form four or more times in a year.

The proportion of Gisborne residents attending 11 or more times a year (34%) is comparable with the national average (29%).

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527).

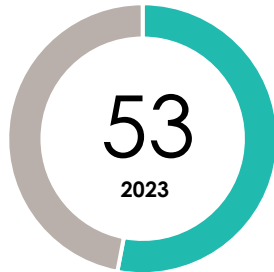
Overall participation

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.

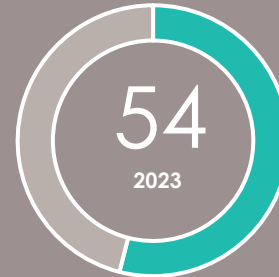
Have you [participated in any art forms] in the last 12 months?

%

Gisborne residents



New Zealand



Commentary

53% of Gisborne residents have participated in at least one art form in the last 12 months.

The level of participation is in line with the national average (54%).

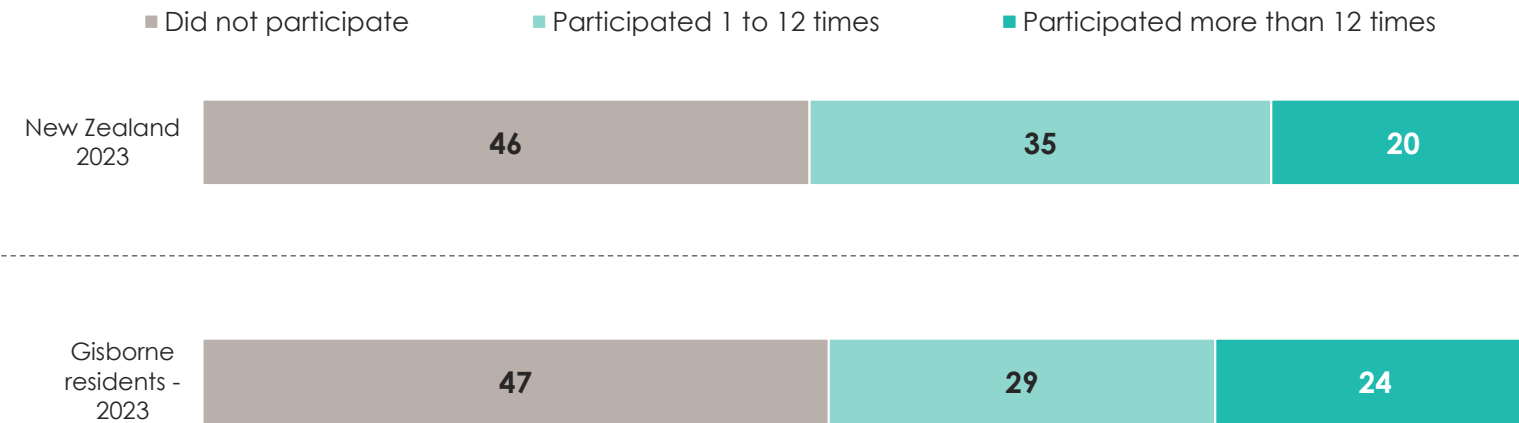
Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527).

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.

24% of Gisborne residents participate in the arts on a more regular basis (more than 12 times a year).

The proportion of Gisborne residents participating more than 12 times a year is comparable with the national average (20%).

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527).

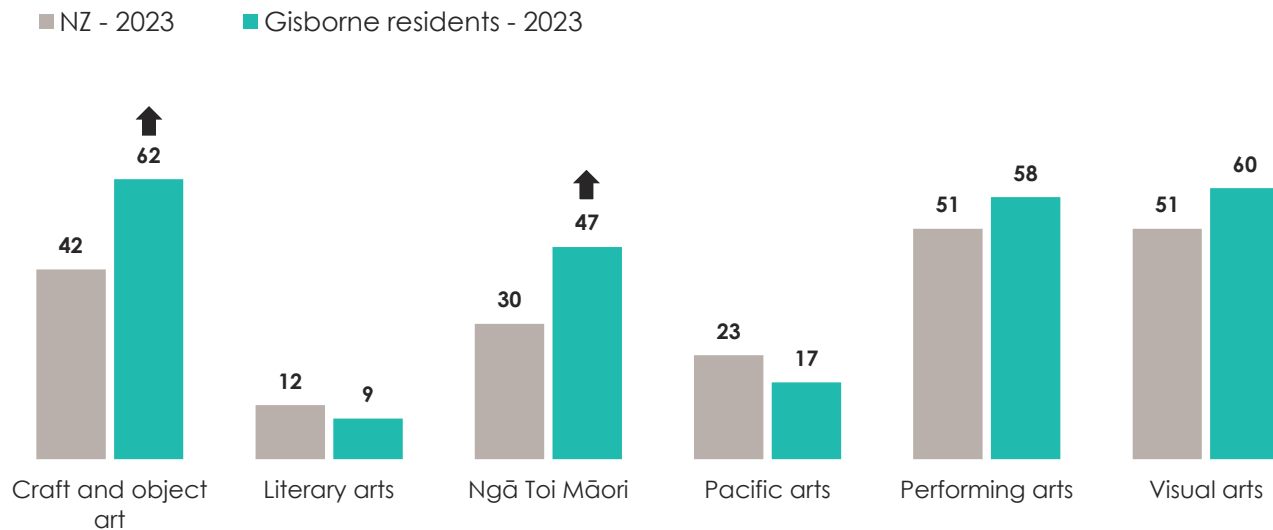
Attendance by artform

Attendance by art form

The proportions of Gisborne residents 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

%



Commentary

The most popular art forms for attendance are craft and object art, visual arts, and performing arts.

Gisborne residents are more likely than the national average to attend:

- Craft and object art
- Ngā Toi Māori.

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

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527).

↑↓ = significantly higher / lower than all New Zealanders

Craft and object art attendance

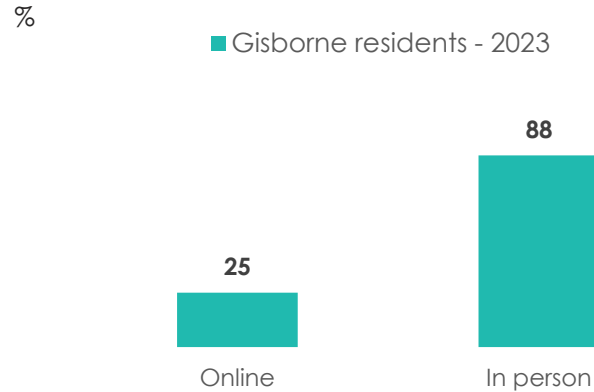
The overall level of craft and object art attendance, as well as the channel used and frequency of attendance (among attendees)

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



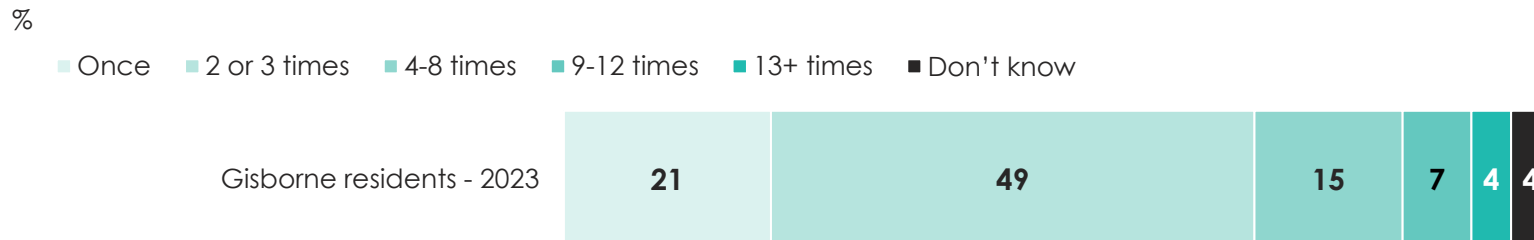
Base: All respondents: Gisborne residents 2023 (n=100).

Did you do this online or in person?



Base: All who attended craft and/or object art: Gisborne residents 2023 (n=63).

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



Base: All who attended craft and/or object art: Gisborne residents 2023 (n=63).

Commentary

Overall, 62% of Gisborne residents have attended craft and object art in the last 12 months.

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

Most Gisborne residents who attended craft and object art in the last 12 months did so one to three times (70%).

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?

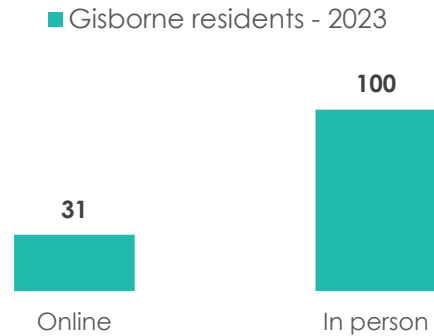
%



Base: All respondents: Gisborne residents 2023 (n=100).

Did you do this online or in person?

% *Caution: small sample size*

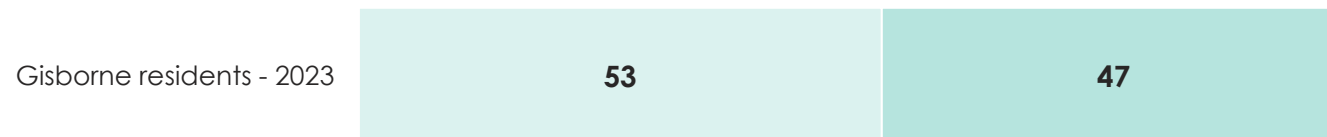


Base: All who attended literary arts: Gisborne residents 2023 (n=9).

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

% *Caution: small sample size*

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



Base: All who attended literary arts: Gisborne residents 2023 (n=9).

Commentary

Overall, 9% of Gisborne residents have attended literary arts in the last 12 months.

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

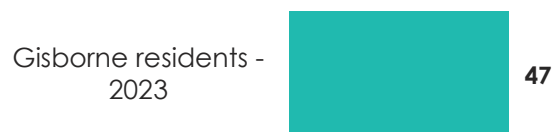
All nine Gisborne residents in the survey who attended literary arts did so one to three times (100%).

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?

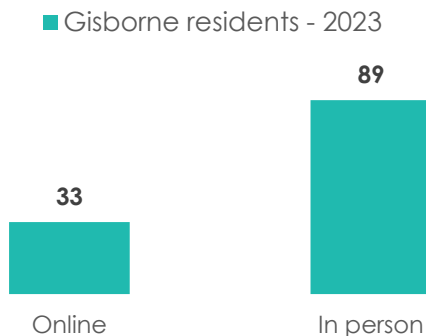
%



Base: All respondents: Gisborne residents 2023 (n=100).

Did you do this online or in person?

%



Base: All who attended Māori arts: Gisborne residents 2023 (n=51).

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: Gisborne residents 2023 (n=51).

Commentary

Overall, 47% of Gisborne residents have attended Ngā Toi Māori in the last 12 months.

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

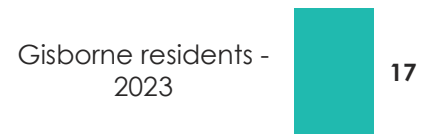
Most Gisborne residents who attended Ngā Toi Māori in the last 12 months did so one to three times (76%).

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?

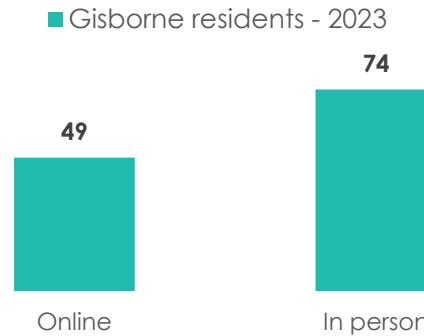
%



Base: All respondents: Gisborne residents 2023 (n=100).

Did you do this online or in person?

% *Caution: small sample size*



Base: All who attended Pacific arts: Gisborne residents 2023 (n=19).

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

% *Caution: small sample size*

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



Base: All who attended Pacific arts: Gisborne residents 2023 (n=19).

Commentary

Overall, 17% of Gisborne residents have attended Pacific arts events in the last 12 months.

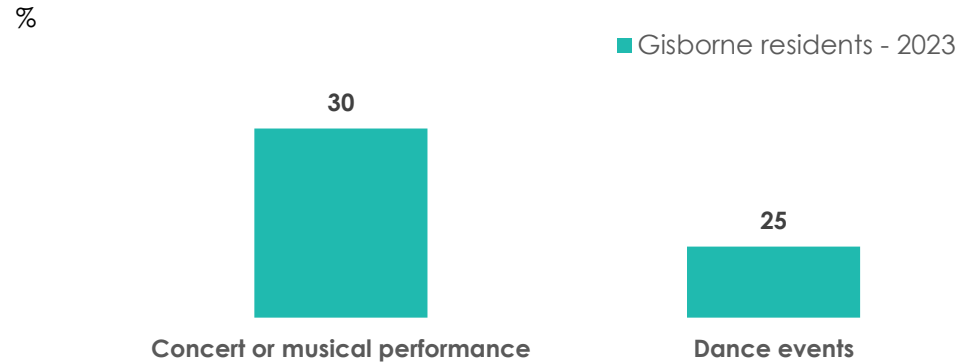
Attendees are more likely to attend Pacific arts events in person than online.

Most Gisborne residents who attended Pacific arts events in the last 12 months did so one to three times (94%).

Performing arts attendance

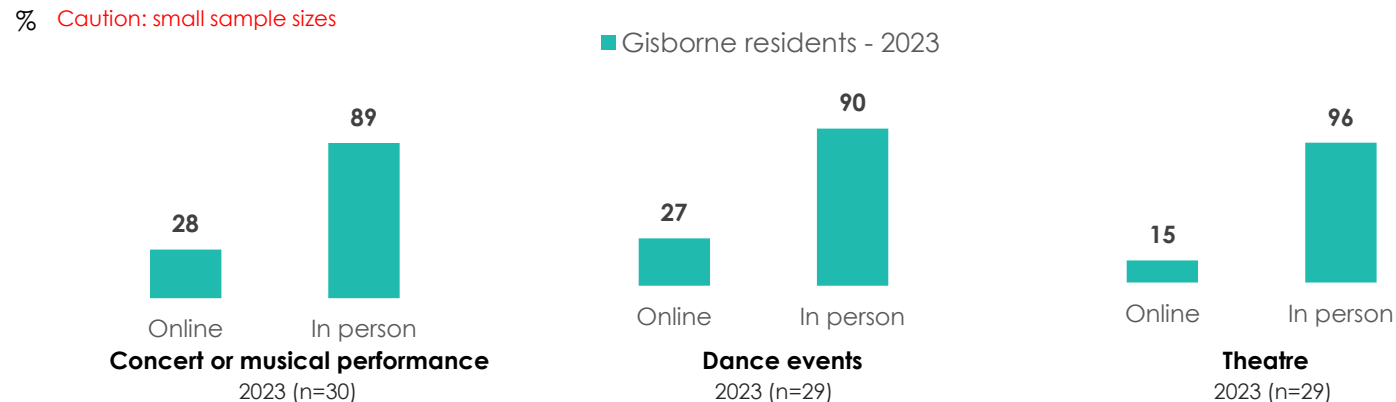
The overall level of performing arts attendance, as well as the channels attendees use

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



Base: All who attended performing arts: Gisborne residents 2023 (n=100).

Did you do this online or in person?



Commentary

Overall, 58% of Gisborne residents have attended the performing arts in the last 12 months.

In the last 12 months, 30% of Gisborne residents have attended a concert or musical performance, 29% attended theatre, and 25% attended a dance event.

Gisborne residents typically attend the performing arts in person, but between 15% and 28% of attendees attend each art form online.

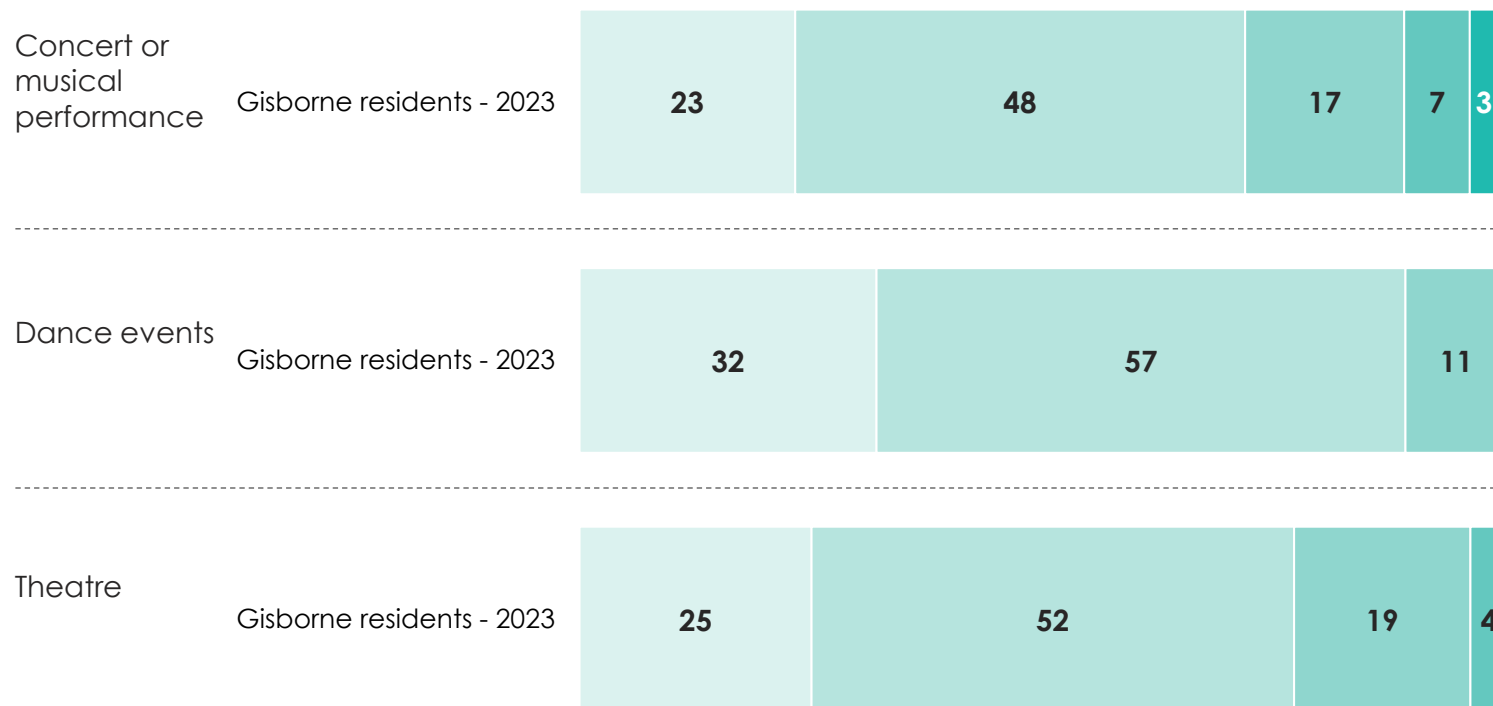
Performing arts attendance

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?

% **Caution: small sample sizes**

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



Commentary

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

Base: All Gisborne residents who have attended each art form: n=30, n=29, n=29 respectively.

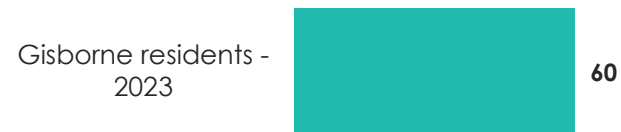
▲▼ = significantly higher / lower than 2020

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?

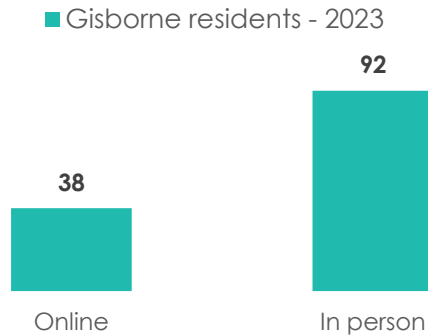
%



Base: All respondents: Gisborne residents 2023 (n=100).

Did you do this online or in person?

%



Base: All who attended visual arts: Gisborne residents 2023 (n=60).

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: Gisborne residents 2023 (n=60).

Commentary

60% of Gisborne residents attended the visual arts in the last 12 months.

92% of attendees did so in person and 38% attended online.

In terms of frequency over a quarter (26%) attend the visual arts four of more times in a 12-month period.

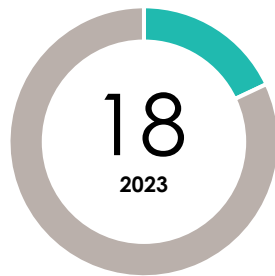
Visual arts attendance: impact of film festivals

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

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

% *Caution: small sample sizes*

Gisborne residents

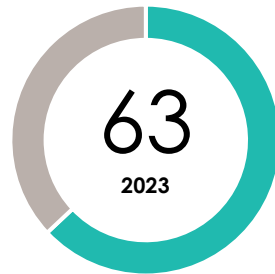


Base: All who attended visual arts: Gisborne residents 2023 (n=60).

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

% *Caution: small sample sizes*

Gisborne residents



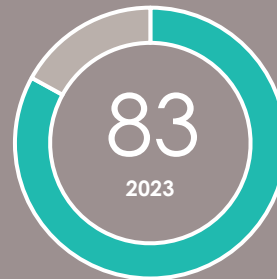
Base: All who attended film festivals: Gisborne residents 2023 (n=11).

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

18% of Gisborne residents who have attended the visual arts, have attended a film festival in the last 12 months.

This is comparable with the 2023 national average (22%).

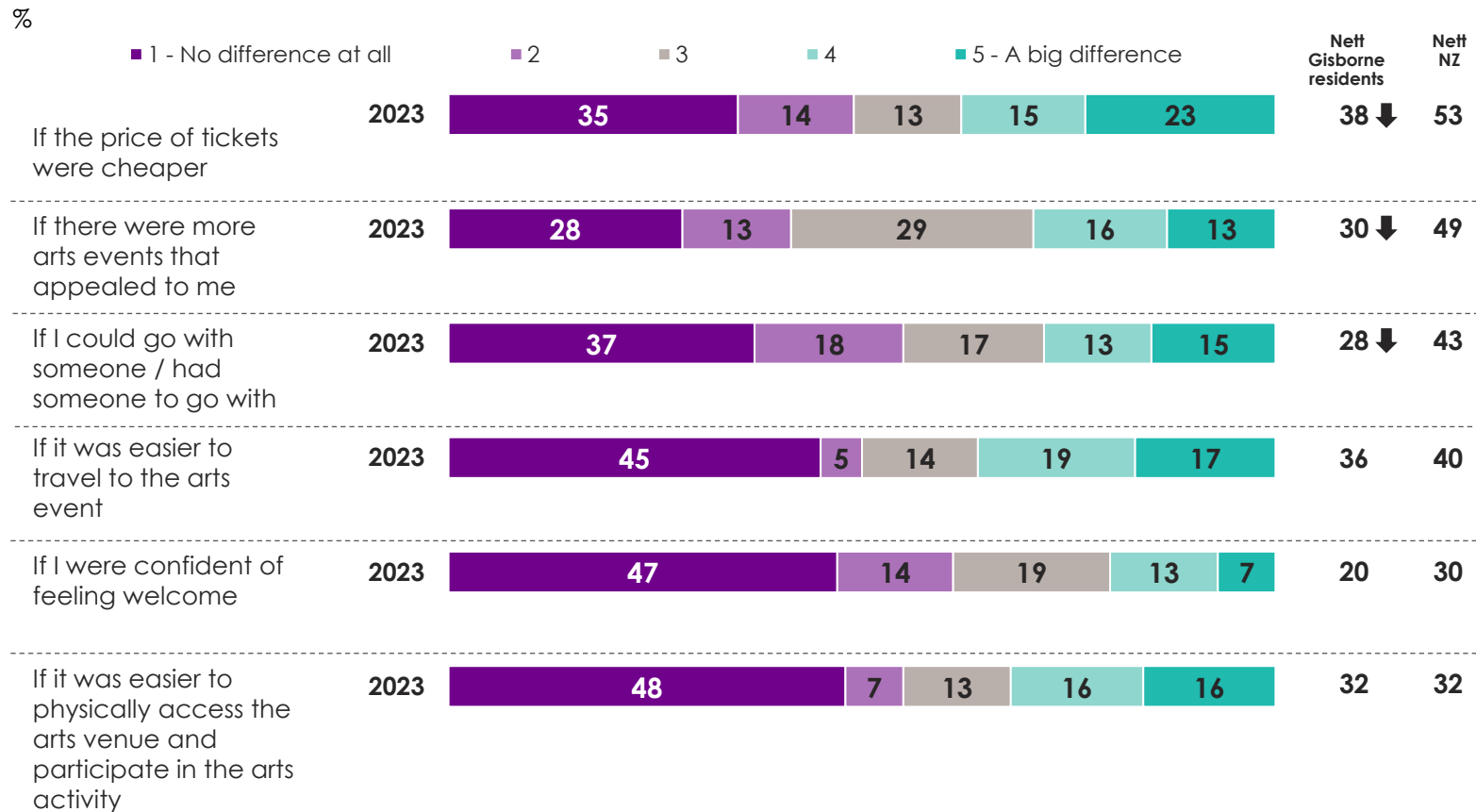
63% of the 11 respondents who have attended a film festival in the last 12 months have also attended other visual art forms.

This is not significantly different from the 2023 national average (83%).

Encouraging greater attendance in the arts

Factors that may encourage residents 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
- Ease of travel to an arts event
- Ease of physical access to an arts venue or to participate in the arts.

Three factors are less influential for Gisborne residents than the national average.

Base: All respondents who are interested in the arts but do not go much: Gisborne residents 2023 (n=69); New Zealand: (n=4587).

↑↓ = significantly higher / lower than all New Zealanders

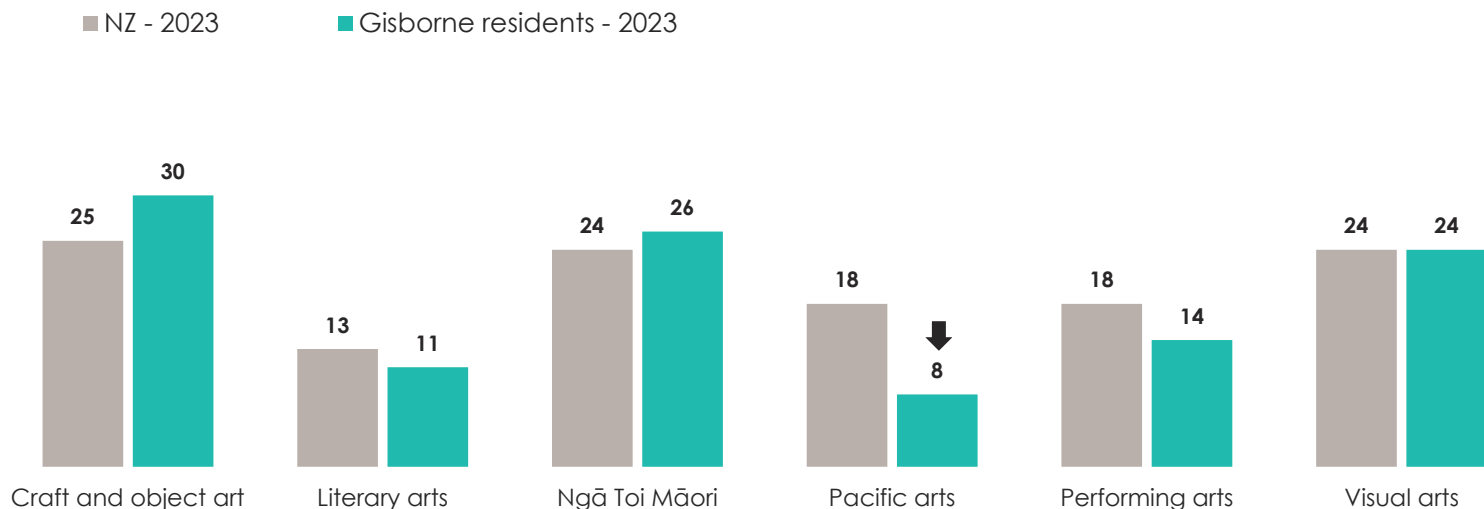
Participation by artform

Participation by art form

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

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

%



Commentary

The most popular art forms for participation are craft and object art, Ngā Toi Māori, and visual arts.

Gisborne residents are less likely than the national average to participate in Pacific arts.

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

Base: All respondents: Gisborne residents 2023 (n=100); New Zealand: (n=6527).

↑↓ = significantly higher / lower than all New Zealanders

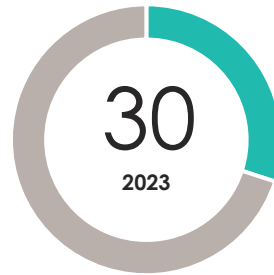
Craft and object art participation

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?

%

Gisborne residents



Base: All respondents: Gisborne residents 2023 (n=100).

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: Gisborne residents 2023 (n=33).

Commentary

30% of Gisborne residents participated in craft and object art in the last 12 months.

31% of participants in craft and object art participate regularly (at least nine times in the last 12 months).

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?

%

Gisborne residents



Base: All respondents: Gisborne residents 2023 (n=100).

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

% **Caution: small sample size**

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



Base: All who participated in literary arts: Gisborne residents 2023 (n=13).

Commentary

11% of Gisborne residents participated in literary arts in the last 12 months.

47% of the 13 respondents who said they are participants in literary arts participate regularly (at least nine times in the last 12 months).

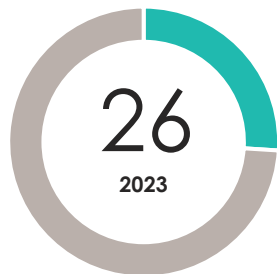
Ngā Toi Māori participation

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)?

%

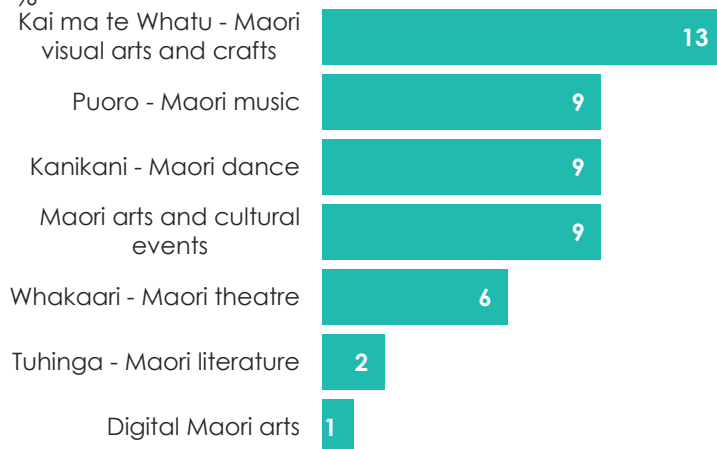
Gisborne residents



Base: All respondents: Gisborne residents 2023 (n=100).

Choose all the activities you have done.

%

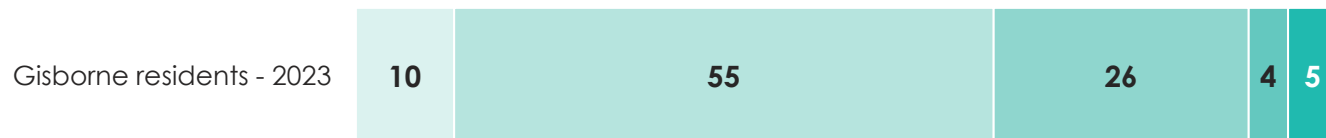


Base: All respondents: Gisborne residents 2023 (n=100).

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

%

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



Base: All who participated in Māori arts: Gisborne residents 2023 (n=33).

Commentary

26% of Gisborne residents participated in Ngā Toi Māori in the last 12 months.

The most popular Ngā Toi Māori activity is kai mā te whatu (visual arts and crafts).

9% of participants in Ngā Toi Māori participate regularly (at least nine times in the last 12 months).

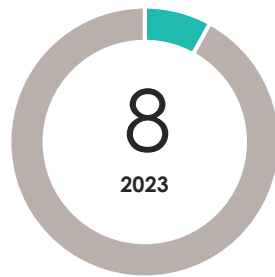
Pacific arts participation

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?

%

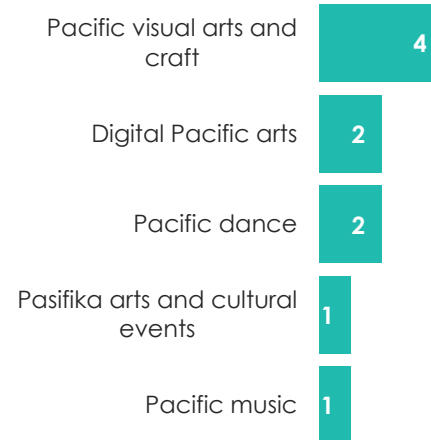
Gisborne residents



Base: All respondents: Gisborne residents 2023 (n=100).

Choose all the activities you have done.

%



Base: All respondents: Gisborne residents 2023 (n=100).

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

% *Caution: small sample size*

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



Base: All who participated in Pacific arts: Gisborne residents 2023 (n=9).

Commentary

8% of Gisborne residents participated in Pacific arts in the last 12 months.

The most popular Pacific arts activity is visual arts and craft.

Most participants in Pacific arts participated one to three times (93% of the nine respondents).

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?

%

Gisborne residents

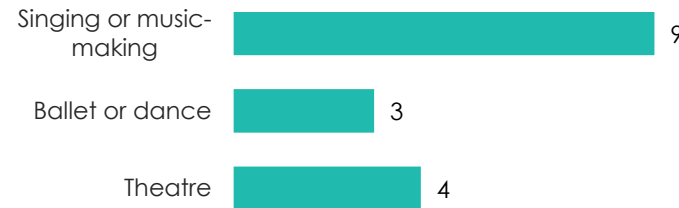


Base: All respondents: Gisborne residents 2023 (n=100).

Which of these were you actively involved in?

%

■ Gisborne residents - 2023



Base: All respondents: Gisborne residents 2023 (n=100).

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

% *Caution: small sample size*

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



Base: All who participated in performing arts: Gisborne residents 2023 (n=18).

Commentary

14% of Gisborne residents participated in performing arts in the last 12 months.

Singing or music making is the most popular type of performing arts for Gisborne residents to take part in.

41% of participants in the performing arts participate regularly (at least nine times in the last 12 months).

Visual arts participation

The level and frequency of visual arts participation

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

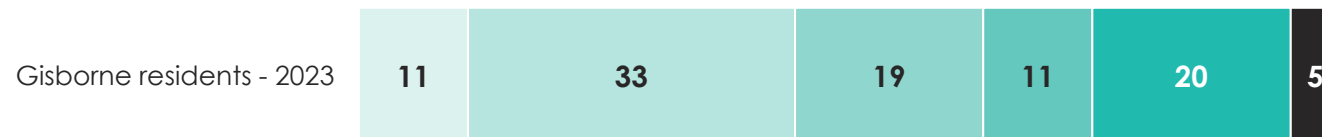


Base: All respondents: Gisborne residents 2023 (n=100).

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

% **Caution: small sample size**

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



Base: All who participated in visual arts: Gisborne residents 2023 (n=27).

Commentary

24% of Gisborne residents participated in the visual arts in the last 12 months.

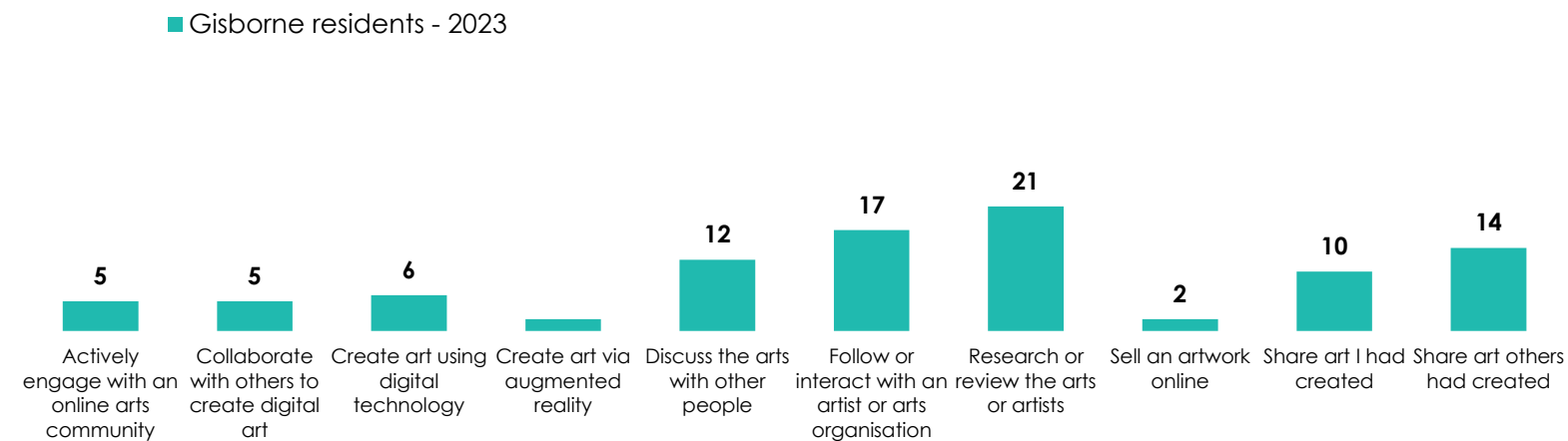
31% of participants in the visual arts participate regularly (at least nine times in the last 12 months).

Use of digital technology for arts activities

Gisborne residents' use of digital technology to engage with arts activities and frequency of digital art consumption

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

%



Base: All respondents: Gisborne residents 2023 (n=100).

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: Gisborne residents 2023 (n=100).

Commentary

46% of Gisborne residents have used digital technology for arts activities in 2023.

The most popular activities are:

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

16% of Gisborne residents used digital technology for arts activities at least once a week in 2023.

For further information please contact

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Wellington 6011
Phone (04) 913 3000

