

New Zealanders and the Arts Ko Aotearoa me ōna Toi

Survey findings for Northland 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.

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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 in the **Northland region**. 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

183 ONLINE INTERVIEWS

...with adults aged 15+ living in the Northland region

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.

FIELDWORK DATES

30 October – 20 December 2023

Sampling

Online panels were used to achieve a representative sample of residents in the Northland region. 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 Northland region population aged 15+.

At an all New Zealand level, ethnicity quotas were set and post-fieldwork weighting by ethnicity was carried out. The ethnic profile for Northland is broadly in line with the census data for the region.

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 183, the margin of error is up to +/- 7.2 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 2017²

▲▼ = significantly higher / lower than 2020

- Whether any differences between the 2023 survey findings for the Northland region 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: Northland residents and the arts

Method: Online survey of 6,527 New Zealanders aged 15+ including 183 Northland residents.

Fieldwork: 30 October - 20 December 2023

Maximum margin of error for Northland residents: +/- 7.2%

Northland region's relationship with the arts

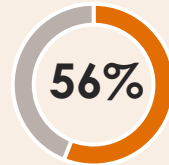
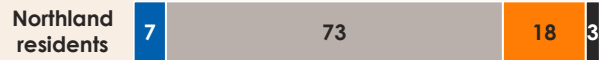
Northland residents are strong advocates of the arts. They believe the arts play a key role in creating a better society. And nearly one in five say they are more positive about the arts than a year ago.

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

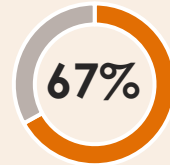
How views have changed over the last 12 months

%

More negative No change More positive Don't know



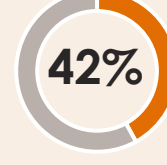
...agree the arts improve New Zealand society



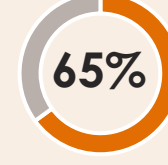
...agree the arts in their area should reflect the diversity of their communities



...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

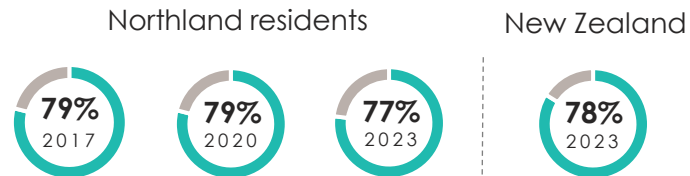


...agree the arts can play a role in raising issues facing our society



...agree the arts should receive public funding

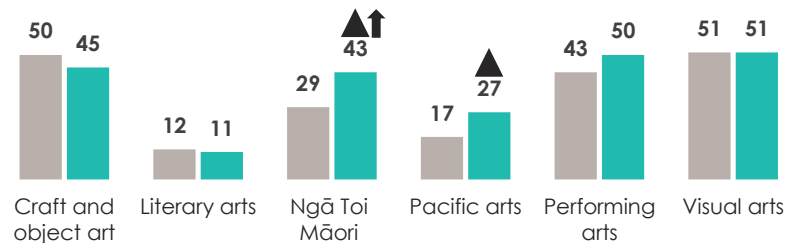
Northland's engagement with the arts



77% of Northland region residents have attended or participated in the arts in the last 12 months. This is consistent with previous years and with national results.

Attendance

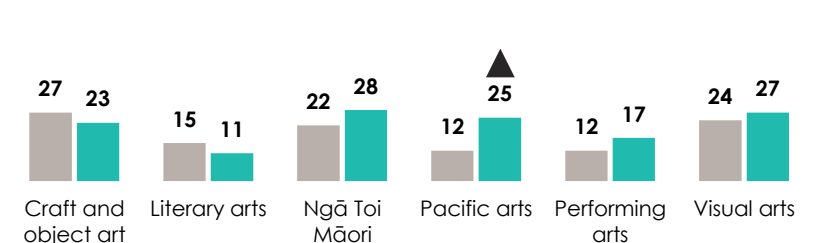
% Northland residents - 2020 Northland residents - 2023



Northland residents' attendance of, and participation in, the Pacific arts has increased since 2020. Northland's attendance of Ngā Toi Māori events has also increased since 2020 and is more common than the national average.

Participation

% Northland Residents - 2020 Northland Residents - 2023



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

Key metrics – demographic analysis for Northland

61% of Northland residents believe the arts help define who we are as New Zealanders.

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

- Māori (81%)
- Women (74%)

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

- Men (49%)
- 15 to 39 years (46%)

72% of Northland residents believe some arts events interest them but they still don't go much

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

- Medium income households (\$51-\$100,000, 86%)
- Women (81%)

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

- Māori (64%)
- Men (63%)

62% of Northland residents believe the arts contribute positively to our economy.

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

- Māori (78%)
- Women (75%)

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

- Men (50%)

77% of Northland residents believe the arts help to develop and foster creativity.

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

- Women (89%)
- Māori (86%)

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

- Men (67%)

Arts attitudes

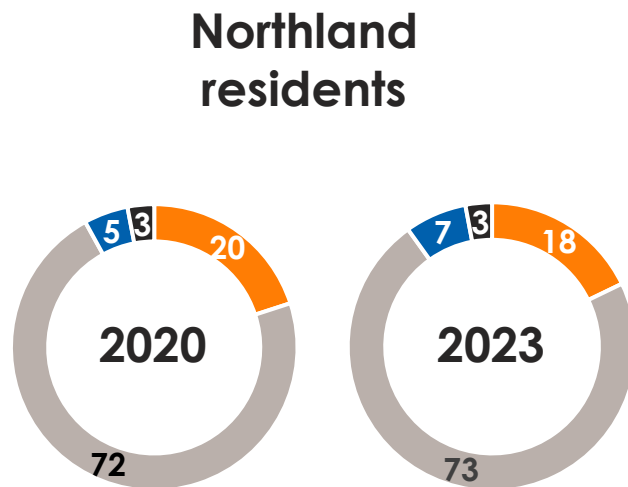
Change in overall perception of the arts

Northland 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



New Zealand



Commentary

While most Northland residents have not changed their view of the arts, 18% feel more positive about the arts over the last 12 months.

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

Just 7% of Northland residents view the arts more negatively in 2023.

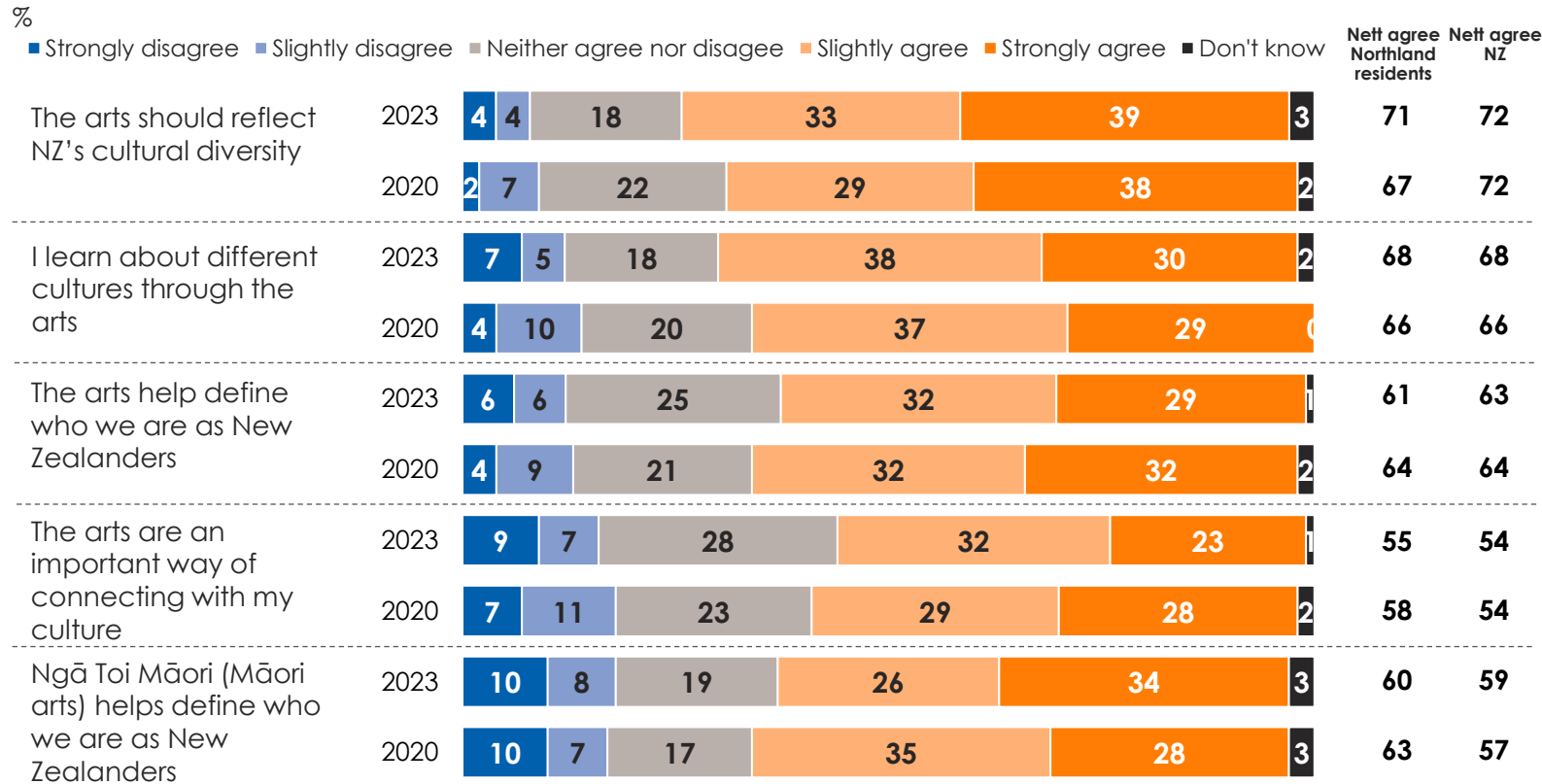
Perceptions are comparable with 2020.

Base: All respondents: Northland residents 2020 (n=214); 2023 (n=183); New Zealand: (n=6527)

Attitudes towards the arts: Culture and identity

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

How much do you agree or disagree?



Commentary

The most common view continues to be that the arts should reflect NZ's cultural diversity (71% of Northland residents).

In 2023, 60% of Northland residents feel that Ngā Toi Māori helps define who we are as New Zealanders.

Northland residents' perceptions are comparable with the national averages, and have not changed significantly since 2020.

Base: All respondents: Northland residents 2020 (n=214); 2023 (n=183); New Zealand: (n=6527)

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

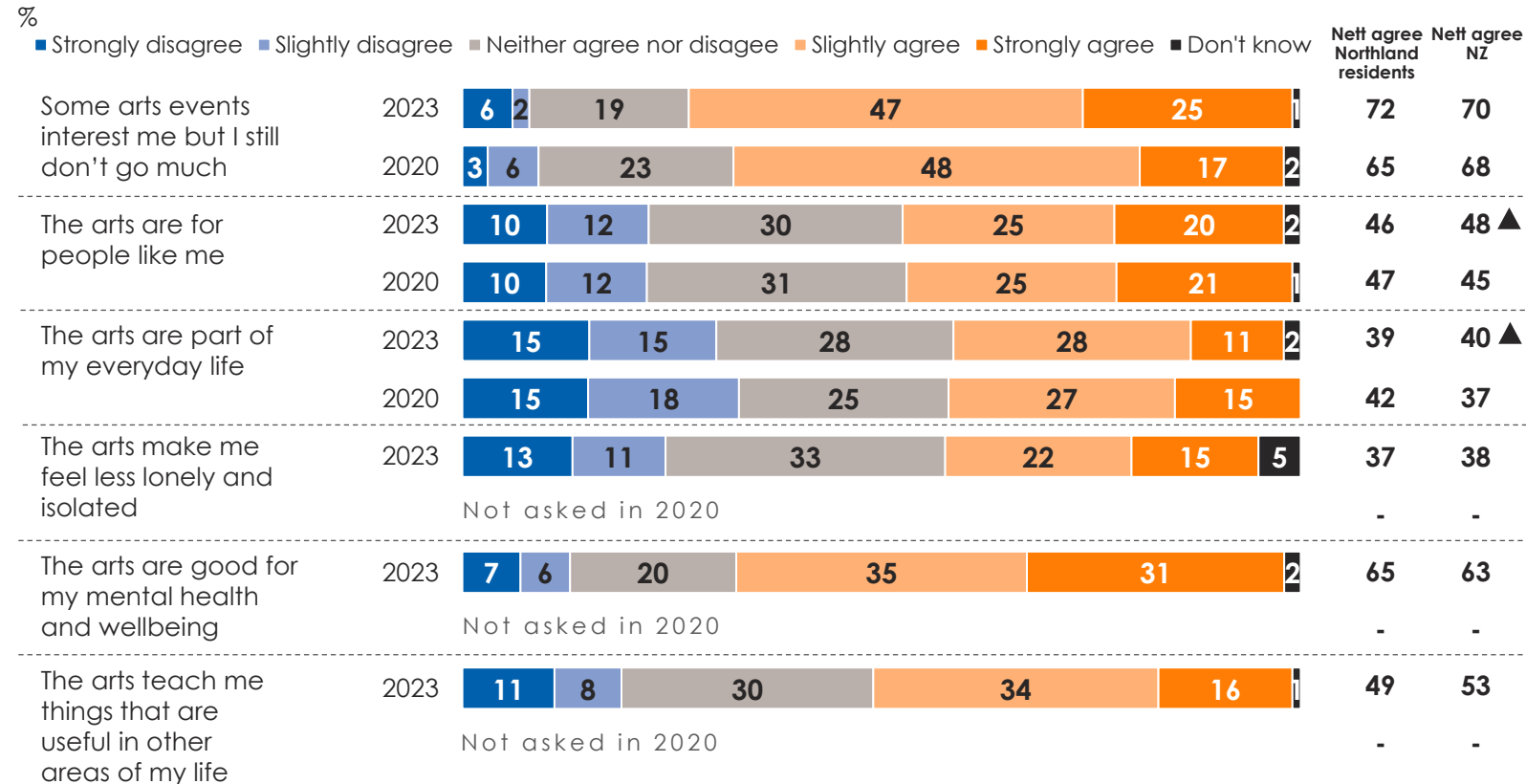
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Individuals' 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

Three new measures in 2023 speak to the potential for the arts to influence a person's wellbeing: 37% feel the arts reduce their sense of loneliness and isolation, 65% feel the arts are good for their mental health and wellbeing, and for 49% the arts teach them things that are useful for other areas of their life.

The opportunity to improve attendance at arts events remains, with 72% of Northland residents showing interest but reporting low attendance.

Northland residents' perceptions are comparable with the national averages, and have not changed significantly since 2020.

Base: All respondents: Northland residents 2020 (n=214); 2023 (n=183); 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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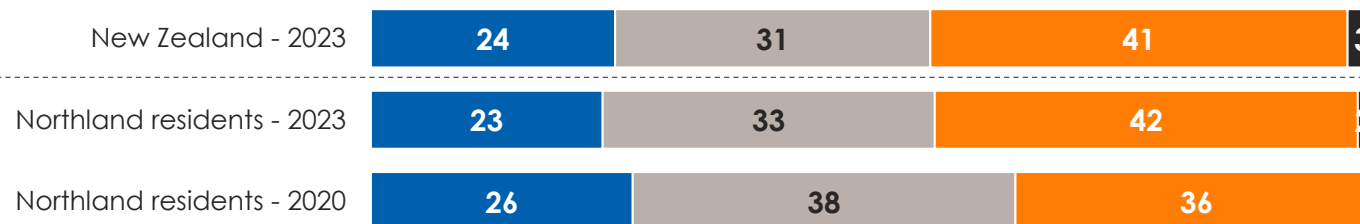
Importance of the arts to wellbeing

The importance that Northland 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

42% of Northland residents feel that the arts is important to their personal wellbeing.

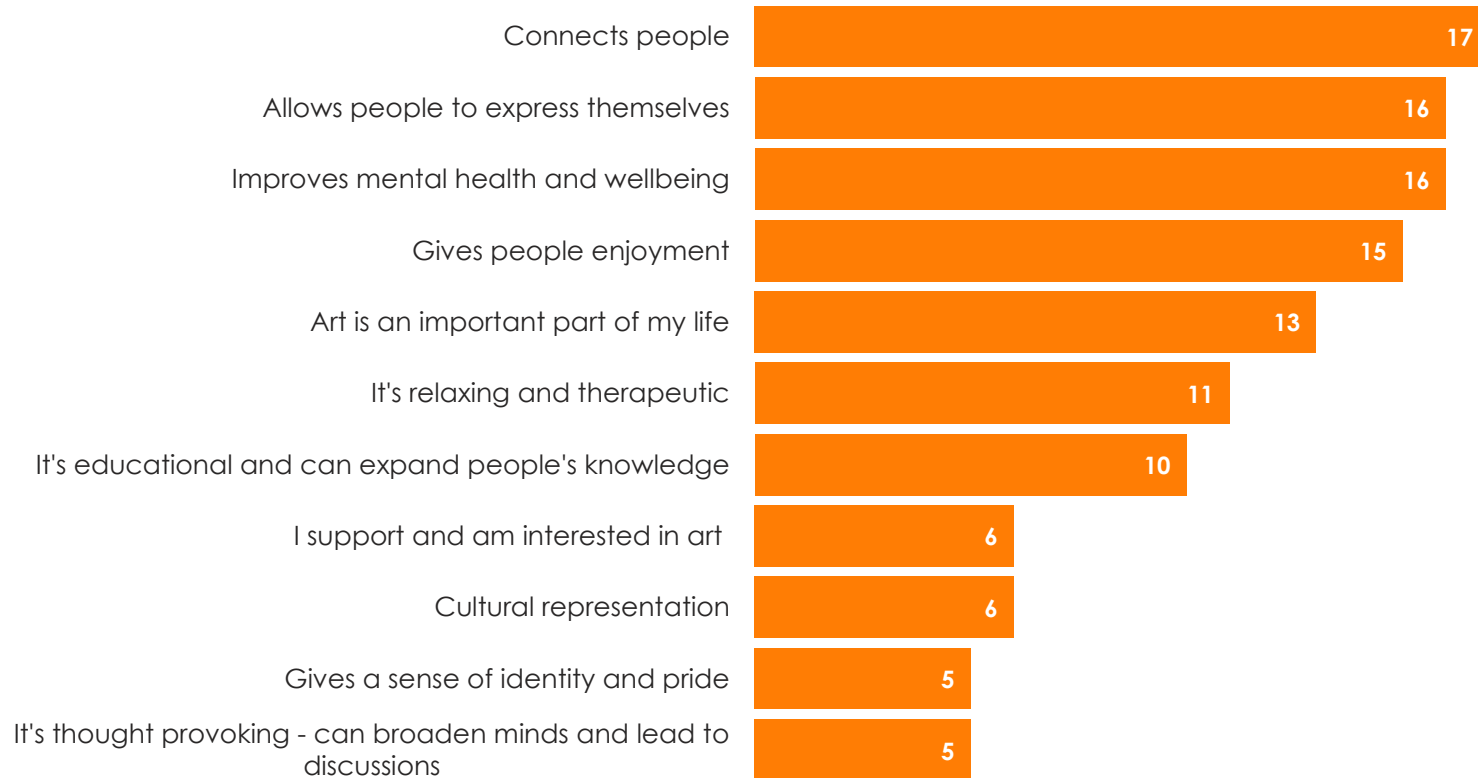
This is broadly comparable with 2020, and in line with the national average (41%).

Base: All respondents: Northland residents 2020 (n=214); 2023 (n=183); New Zealand: (n=6527)

Reasons why the arts are important to Northland residents' wellbeing

For what reasons do you say that?

% Leading responses



Base: Respondents who feel the arts are important to their personal wellbeing: Northland residents 2023 (n=84)

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

Commentary

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

Quotes

"It is how I express myself; it releases stress, frustration and anger. It produces joy, warmth, colour and feeling. Whether creating my gardens, making colourful meals (rainbow fruits, vegetables, herbs), or sitting and drawing/painting in my Materia Medica, which keeps my connection with the earth/papatuanuku - art comes in many forms and functions."

Woman, 40-49 years, NZ European and Māori, Northland

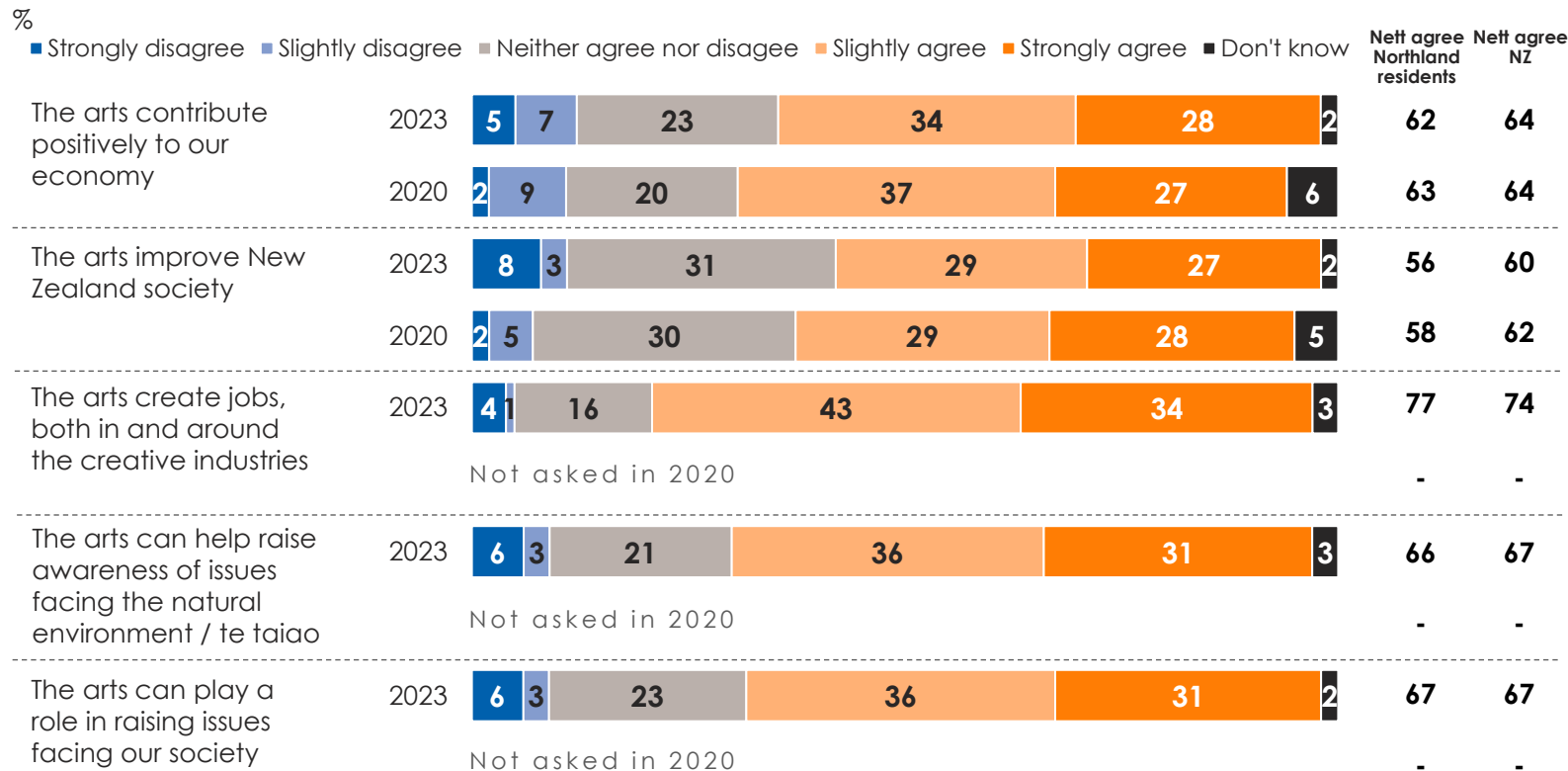
"It allows me to express my creativity. It show case my talents and my community through culture and dance to the wider Whangarei community."

Woman, 50-59 years, Pacific, Northland

Attitudes towards the arts: How the arts benefit New Zealand

Northland residents recognition of the the social and economic benefits of the arts

How much do you agree or disagree?



Commentary

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

77% of Northland residents see the value of the arts in generating employment in creative industries.

66% of Northland residents believe the arts can raise awareness of environmental issues.

And 67% of Northland residents believe the arts can play a role in raising awareness of societal issues.

Northland residents' perceptions are comparable to the national averages.

Base: All respondents: Northland residents 2020 (n=214); 2023 (n=183); New Zealand: (n=6527)

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

▲▼ = significantly higher / lower than 2020

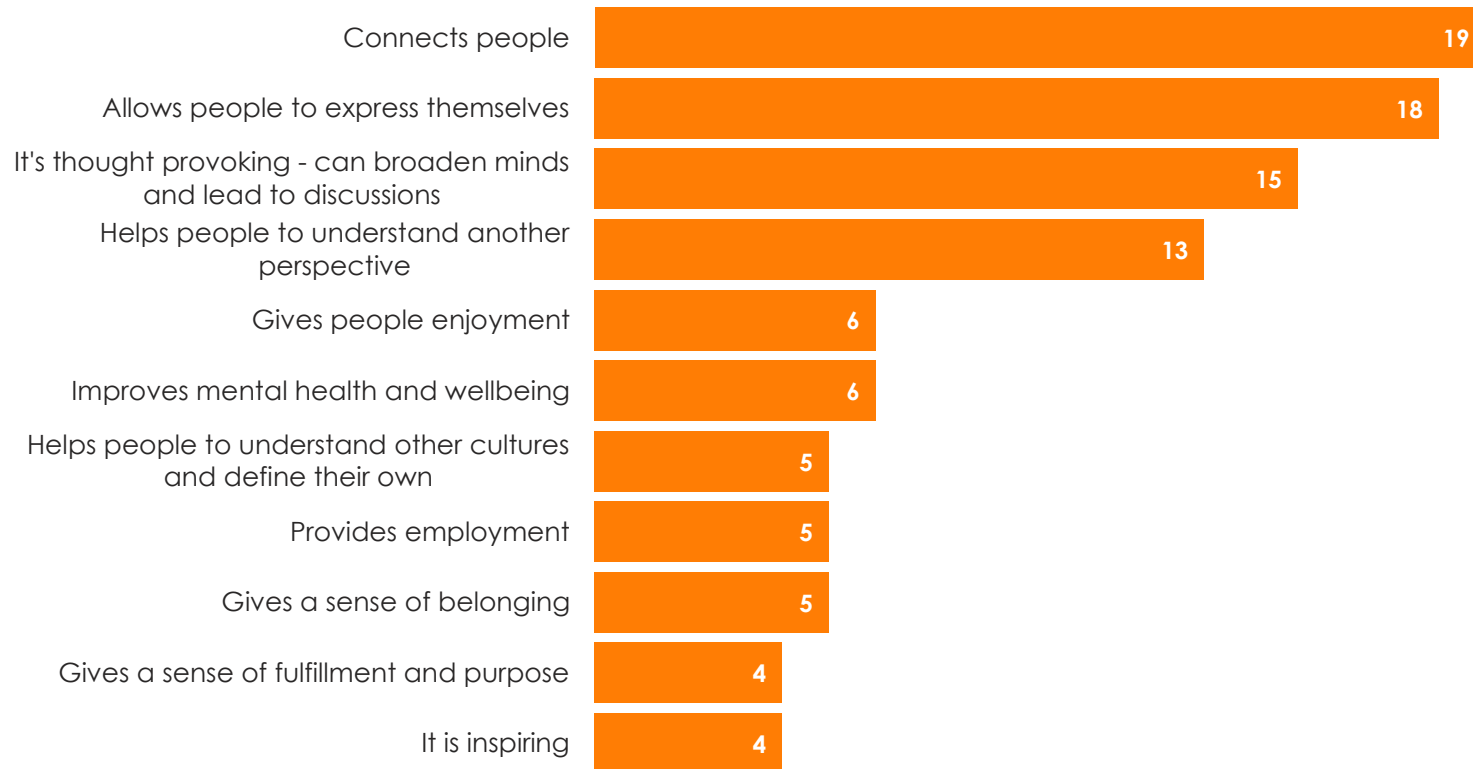
↑↓ = significantly higher / lower than all New Zealanders

Reasons why the arts improve society

Why Northland residents feel the arts improve New Zealand society

For what reasons do you feel the arts improve society?

% Leading responses



Commentary

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

Quotes

"The Arts are sometimes the only exposure some society members have to experience other cultures and views that are perhaps much more diverse than what they usually experience day to day."

Woman, 50-59 years, NZ European and Māori, Northland

"They manufacture the soul of the nation"

Man, 30-39 years, NZ European, Northland

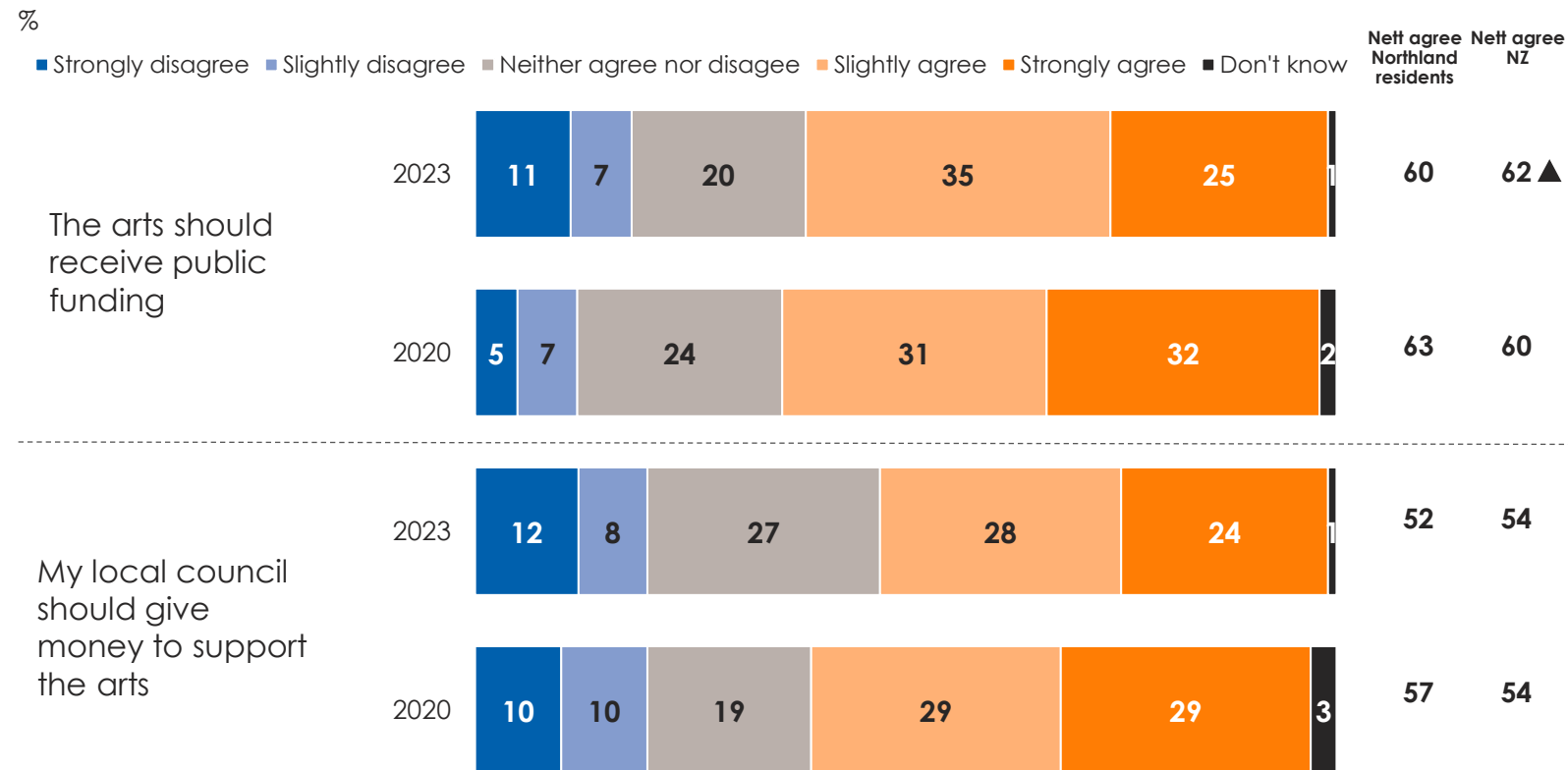
Base: Respondents who feel the arts improve New Zealand society: Northland residents 2023 (n=114)

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

Attitudes towards the arts: Funding support for the arts

The strength of public support for arts funding

How much do you agree or disagree?



Commentary

Support for public funding of the arts remains strong.

60% of Northland residents believe that the arts should receive public funding.

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

52% of Northland residents support the idea that Council should help fund the arts.

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

Base: All respondents: Northland residents 2020 (n=214); 2023 (n=183); New Zealand: (n=6527)

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

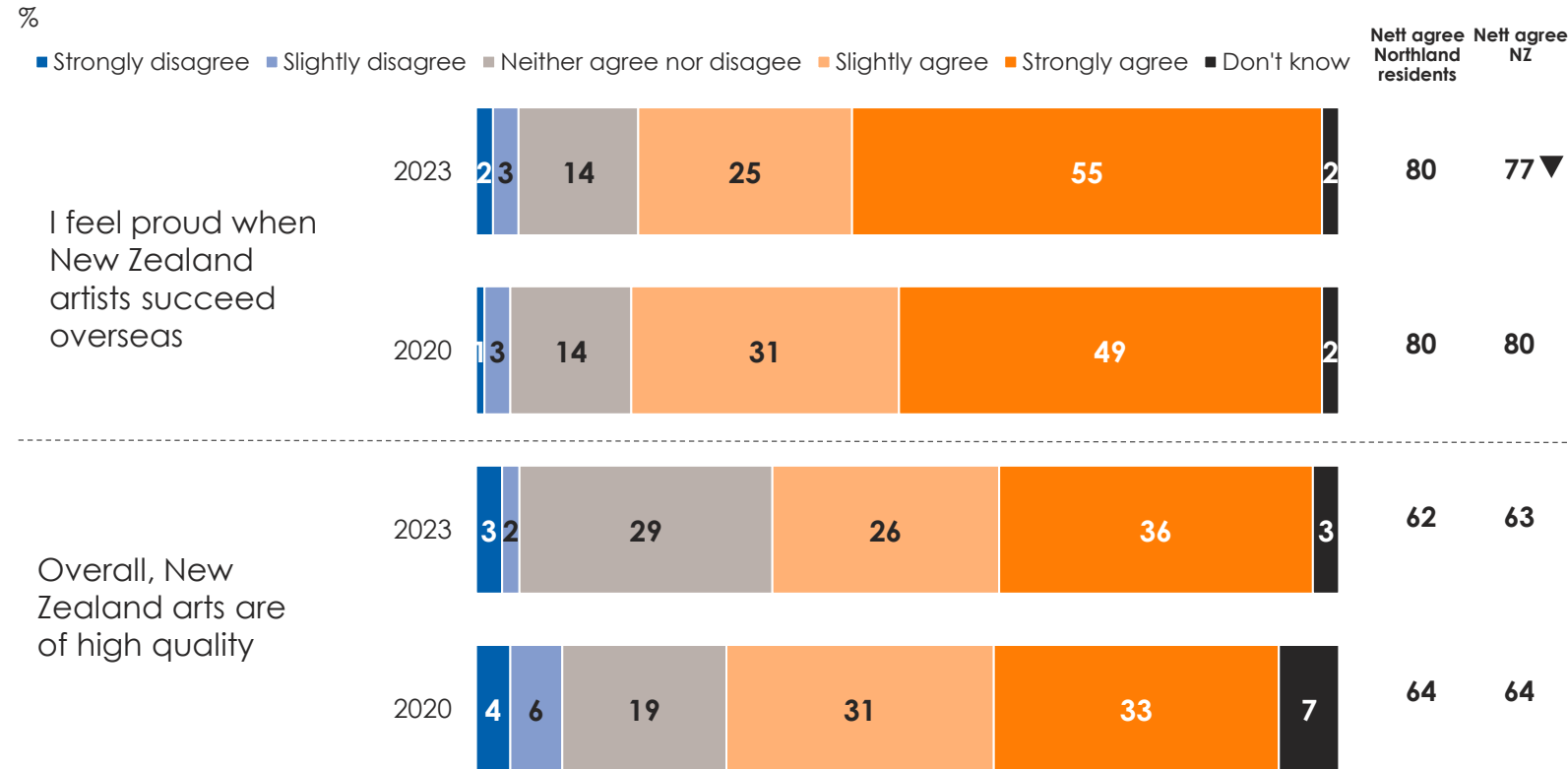
▲▼ = significantly higher / lower than 2020

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

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

How much do you agree or disagree?



Commentary

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

80% of Northland residents feel proud when New Zealand artists succeed overseas.

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

Overall, 62% of Northland residents 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: Northland residents 2020 (n=214); 2023 (n=183); New Zealand: (n=6527)

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

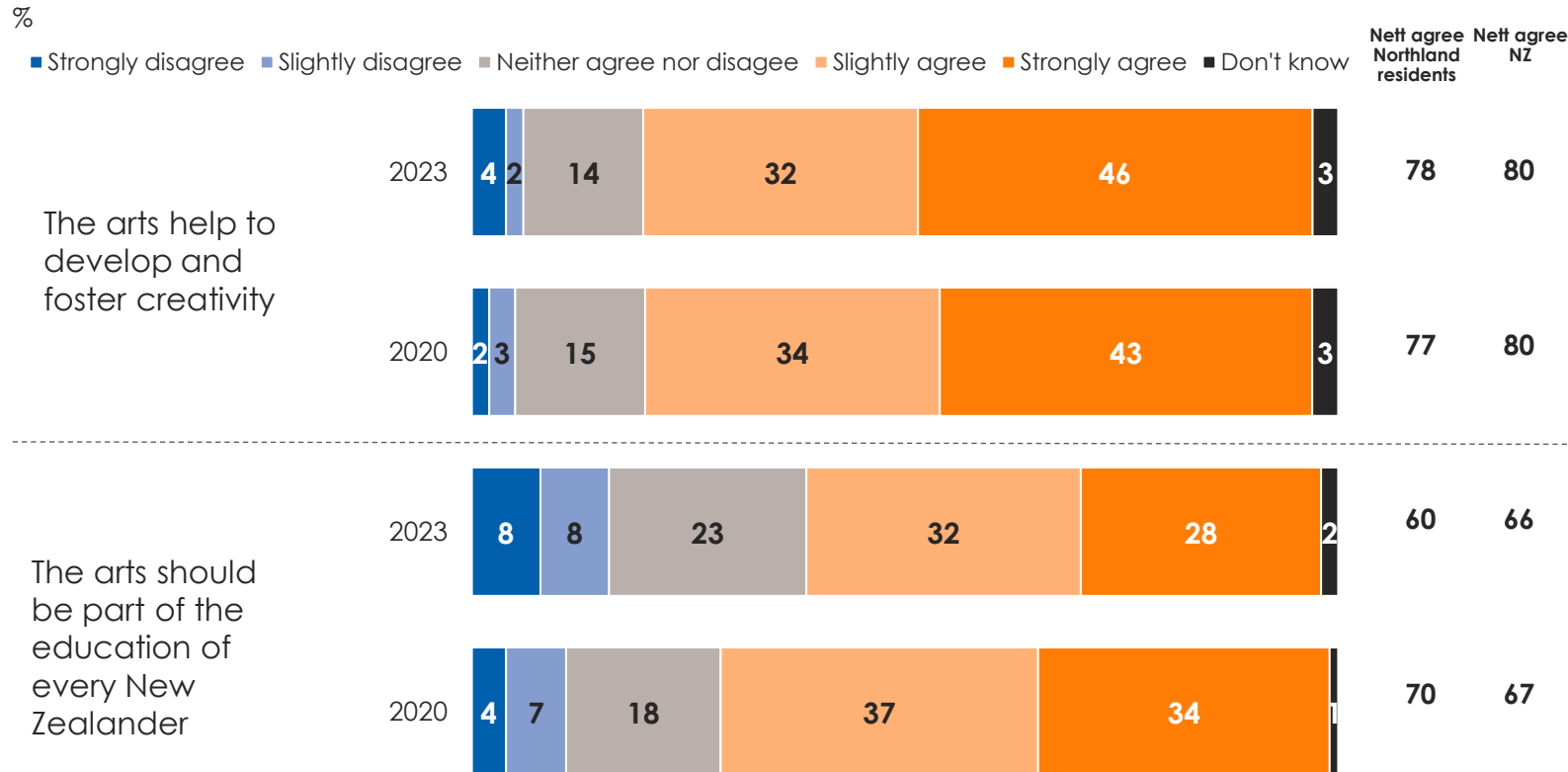
▲▼ = significantly higher / lower than 2020

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Attitudes towards the arts: Education and development

Northland 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

78% of Northland residents recognise the value of the arts in developing and fostering creativity.

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

60% of Northland residents support the idea that the arts should be part of the education of every New Zealander.

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

Base: All respondents: Northland residents 2020 (n=214); 2023 (n=183); New Zealand: (n=6527)

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

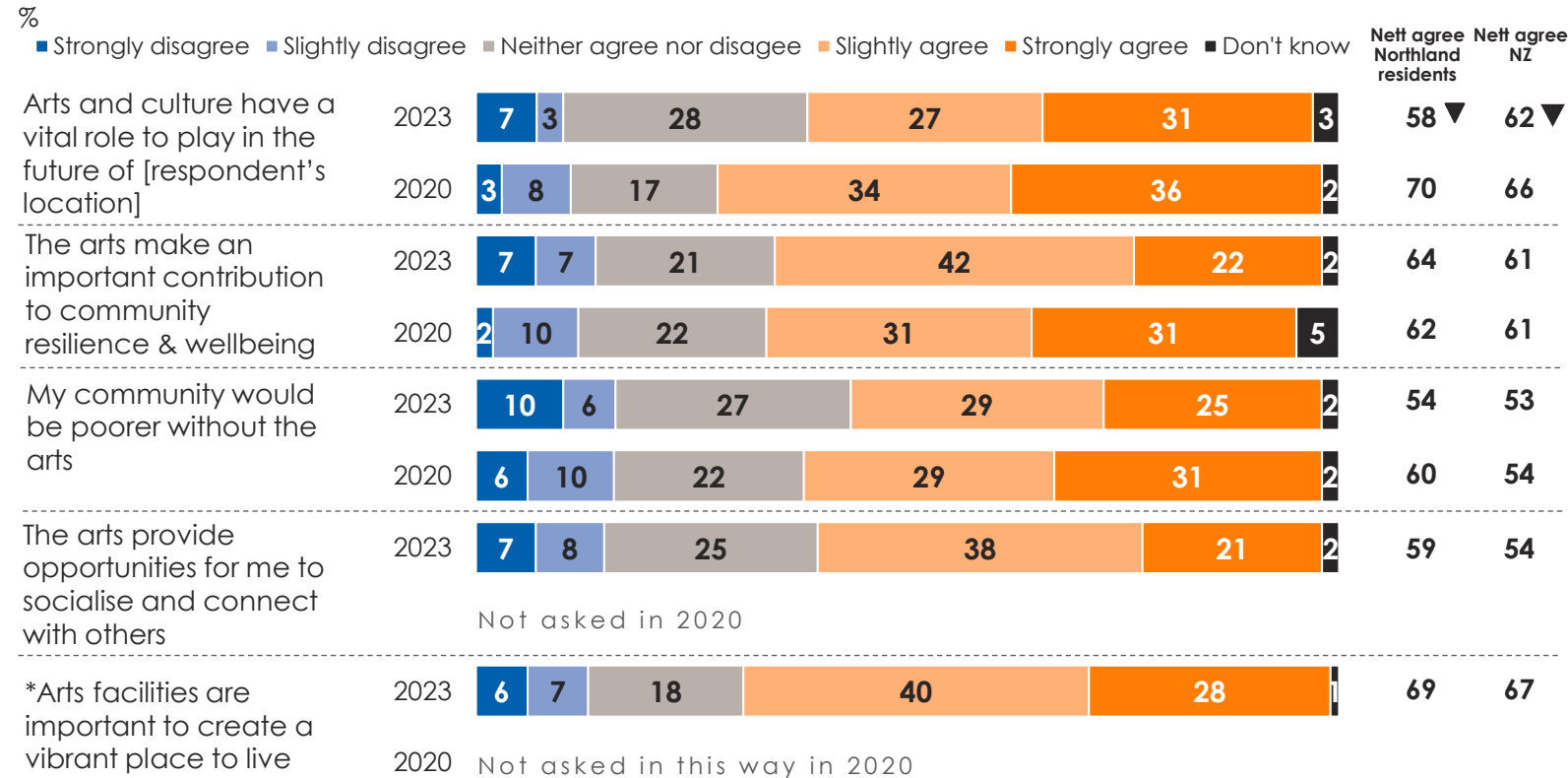
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Attitudes towards the arts: Role of the arts in creating communities

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

How much do you agree or disagree?



Commentary

Northland residents' perception are comparable with the national averages.

Since 2020, fewer Northland residents believe that arts and culture have a vital role to play in the future of the resident's location.

The new 2023 measure delivers insight into the value that the arts provide to individuals in building community: 59% of Northland residents say the arts provide opportunities for them to socialise and connect with others.

Base: All respondents: Northland residents 2020 (n=214); 2023 (n=183); 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

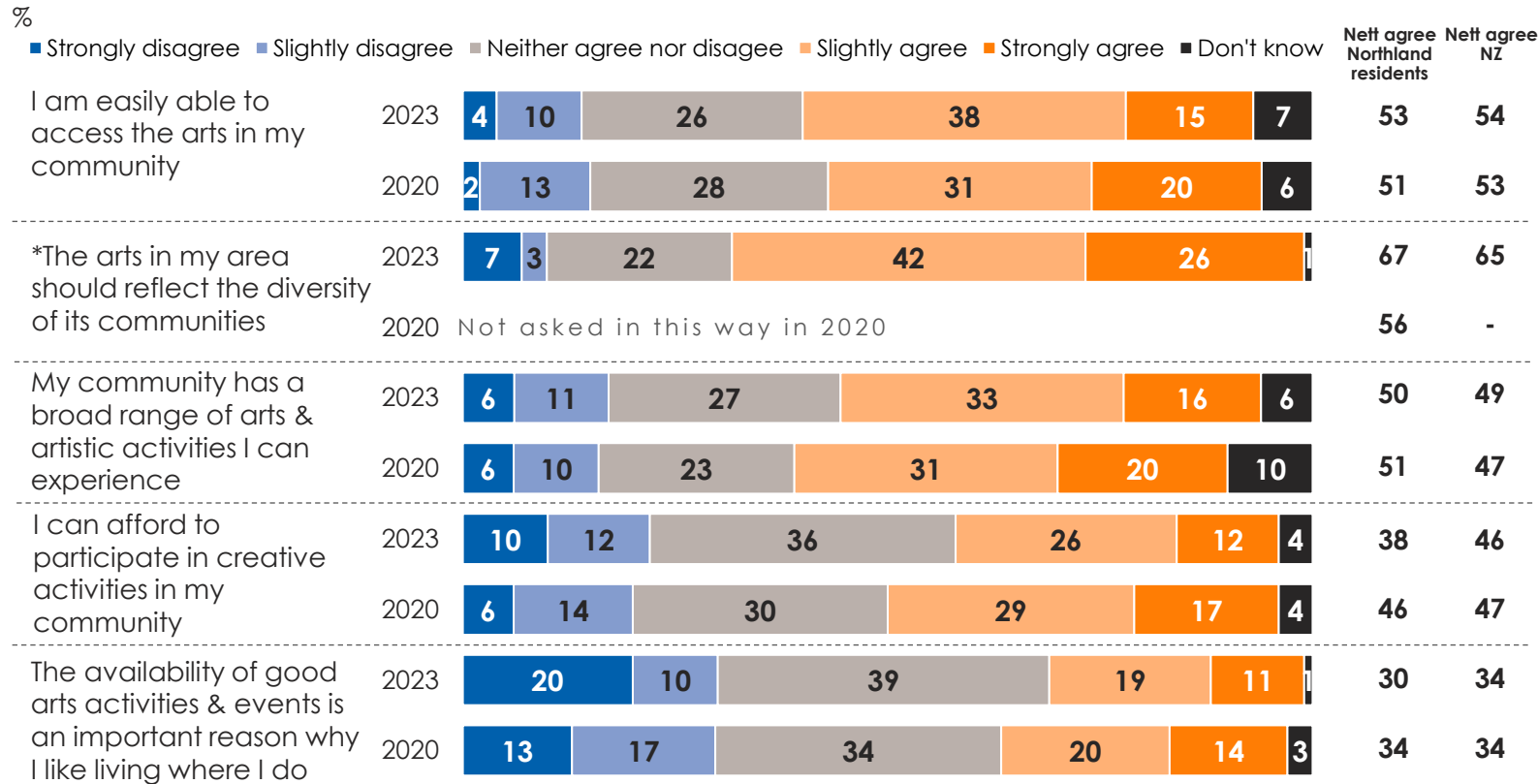
▲▼ = significantly higher / lower than 2020

↑↓ = 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 half of Northland residents can access the arts, and around two thirds feel the arts reflect the diversity of their community.

Northland residents' perceptions are comparable with the national averages, and have not changed significantly since 2020.

Base: All respondents: Northland residents 2020 (n=214); 2023 (n=183); 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

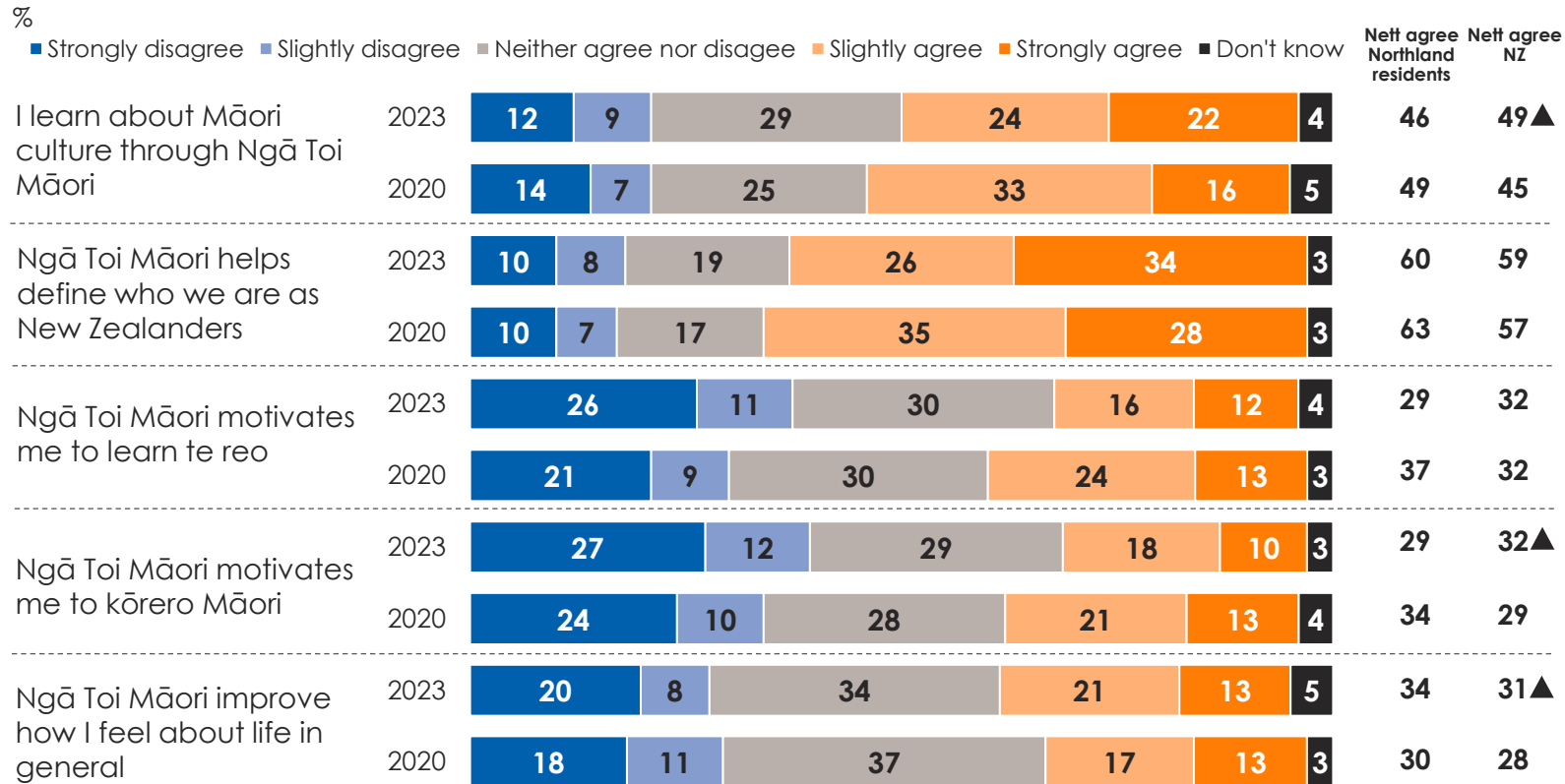
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Attitudes towards Ngā Toi Māori (Māori arts)

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, Northland residents feel Ngā Toi Māori helps define who we are as New Zealanders, and that they learn about Māori culture through Ngā Toi Māori. Over a third also feel Ngā Toi Māori improve how they feel about life in general.

Northland residents' perceptions are comparable with the national averages, and have not changed significantly since 2020.

Base: All respondents: Northland residents 2020 (n=214); 2023 (n=183); New Zealand: (n=6527)

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

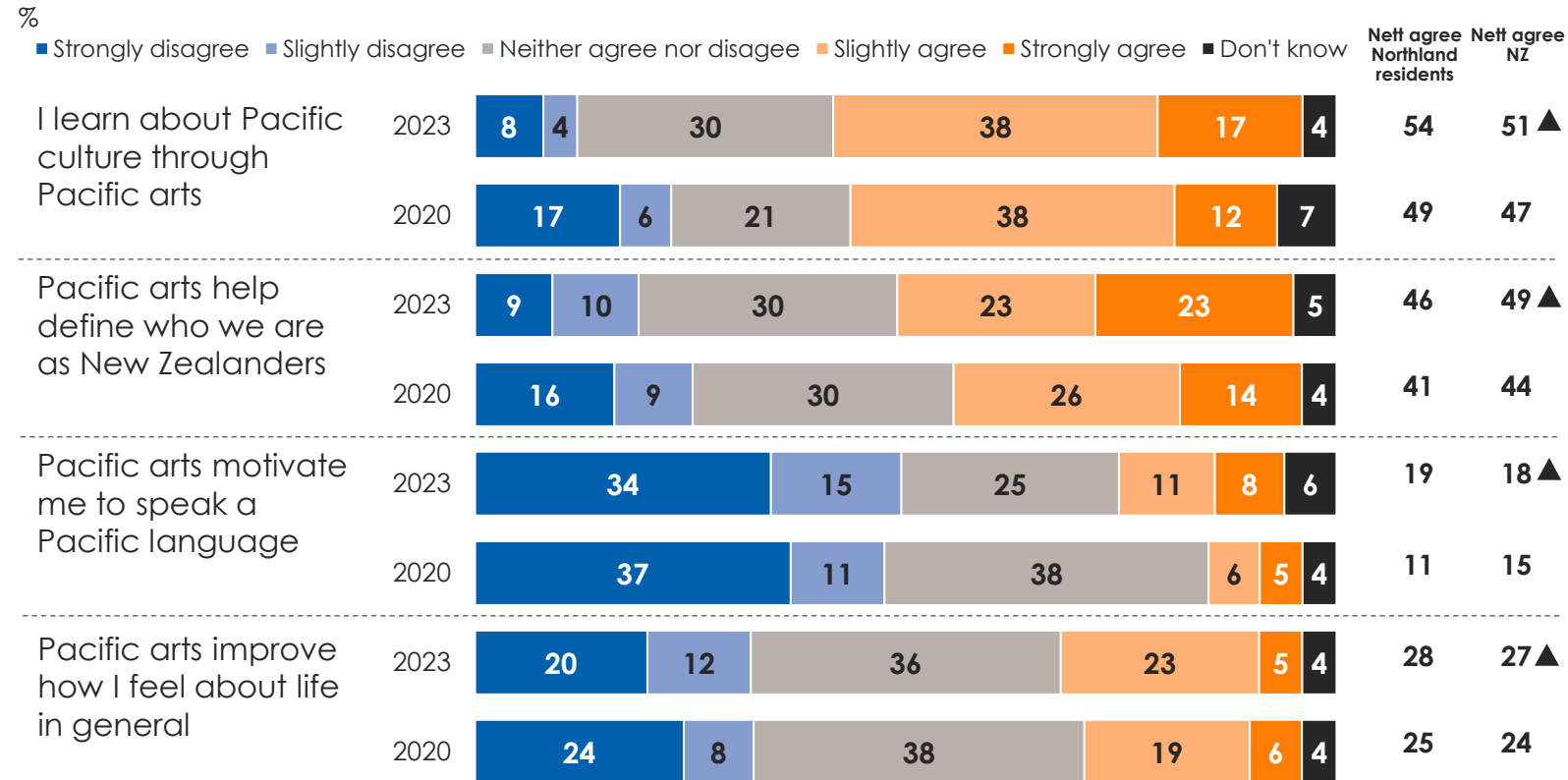
▲▼ = significantly higher / lower than 2020

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

Northland residents' perceptions are comparable with the national averages, and have not changed significantly since 2020.

Base: All respondents: Northland residents 2020 (n=214); 2023 (n=183); New Zealand: (n=6527)

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

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Overall engagement, attendance and participation

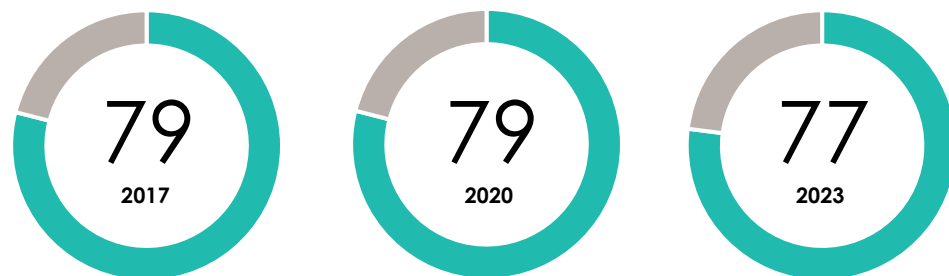
Overall engagement

Overall engagement is based on all those who have either **attended** or **participated** in the following art forms in the last 12 months: craft & object art, literature, Ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts.

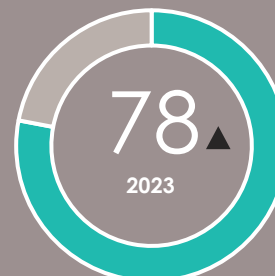
Have you [attended or participated in any art forms] in the last 12 months?

%

Northland 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.

77% of Northland residents have engaged with the arts in the last 12 months.

This represents no significant change since 2020 (79%).

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

Base: All respondents: Northland residents 2017 (n=496), 2020 (n=214), 2023 (n=183); New Zealand: (n=6527).

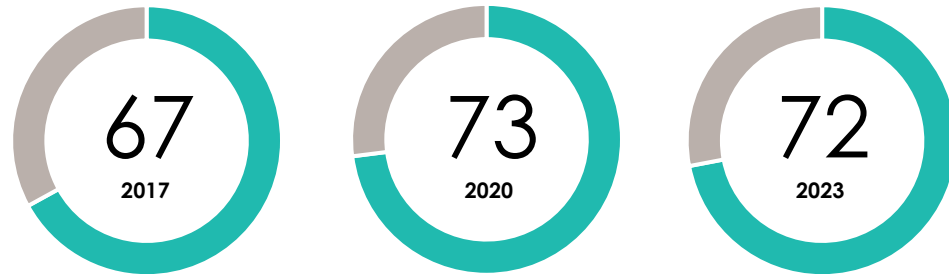
Overall attendance

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.

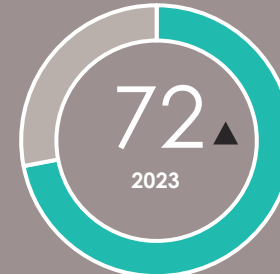
Have you [attended any art forms] in the last 12 months?

%

Northland residents



New Zealand



Commentary

72% of Northland residents have attended at least one arts event or location in the last 12 months.

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

Base: All respondents: Northland residents 2017 (n=496), 2020 (n=214), 2023 (n=183); New Zealand: (n=6527).

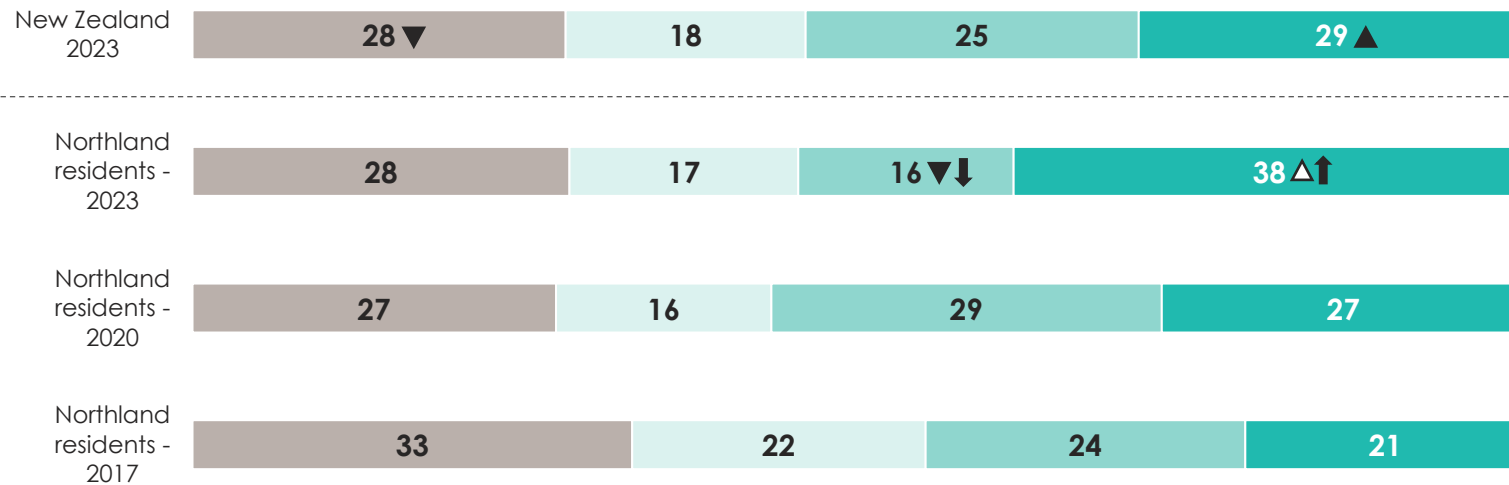
Frequency of attendance

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).

54% of Northland residents have attended any art form four or more times in a year.

Frequency of attendance has increased: the proportion of Northland residents attending 11 or more times a year is higher than in 2017, and higher than the national average (29%).

Base: All respondents: Northland residents 2017 (n=496), 2020 (n=214), 2023 (n=183); New Zealand: (n=6527).

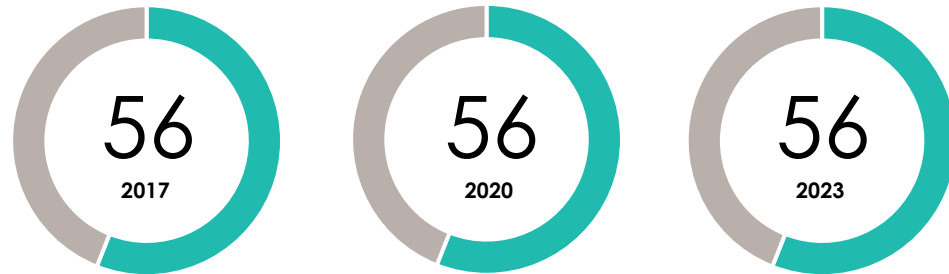
Overall participation

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?

%

Northland residents



New Zealand



Commentary

56% of Northland residents have participated in at least one arts form in the last 12 months.

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

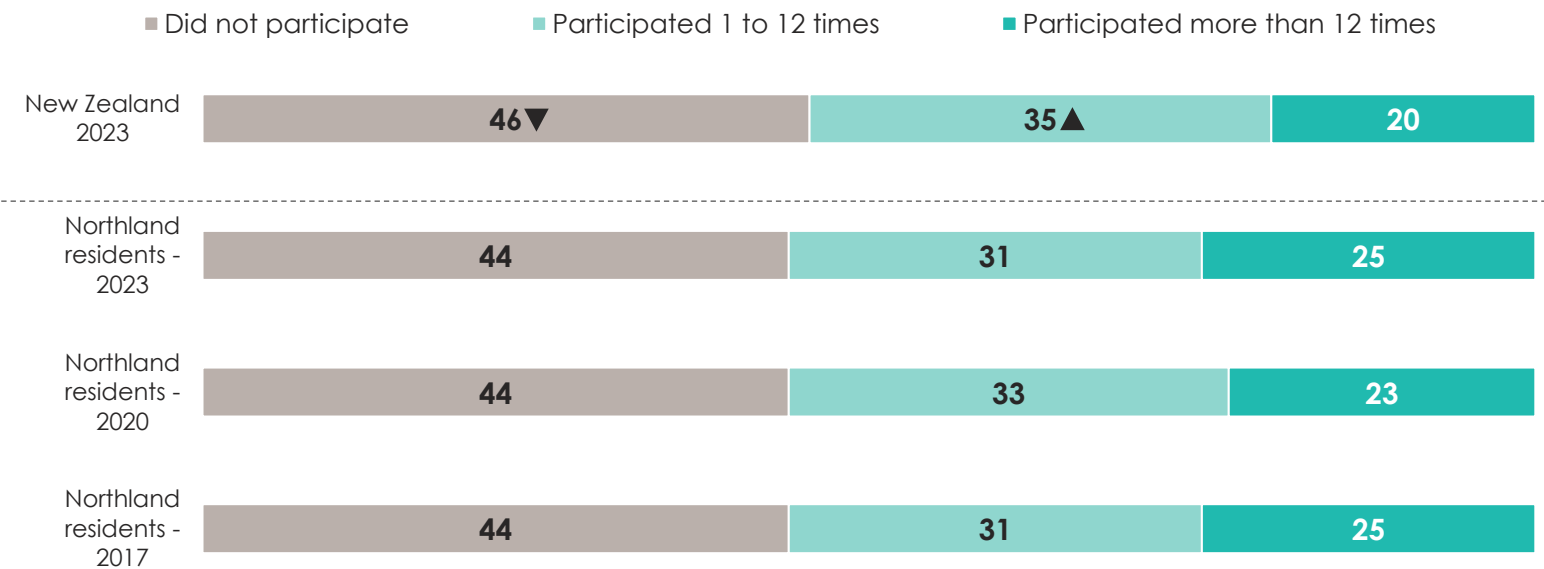
Base: All respondents: Northland residents 2017 (n=496), 2020 (n=214), 2023 (n=183); New Zealand: (n=6527).

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.

25% of Northland residents participate in the arts on a more regular basis (more than 12 times a year).

The proportion of Northland residents participating more than 12 times a year is comparable with 2020, and in line with the national average (20%).

Base: All respondents: Northland residents 2017 (n=496), 2020 (n=214), 2023 (n=183); New Zealand: (n=6527).

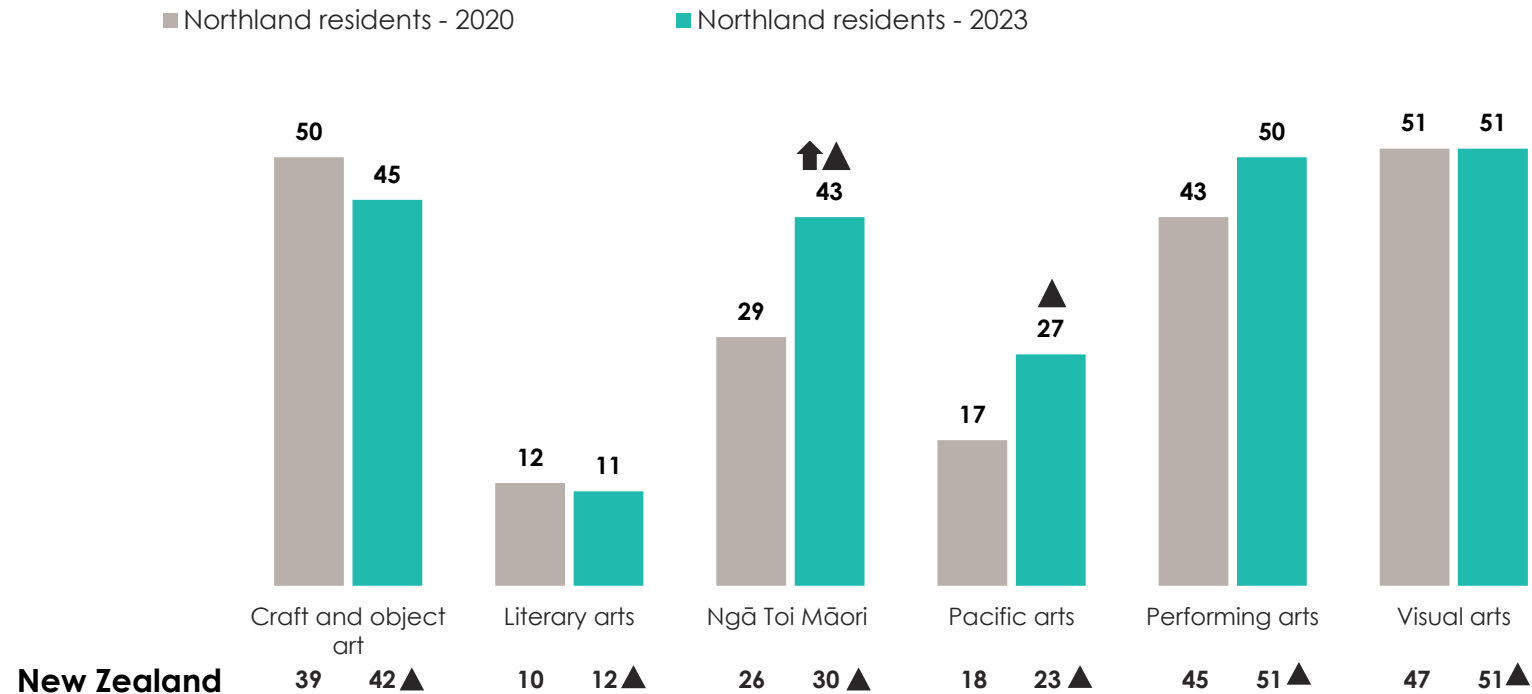
Attendance by artform

Attendance by art form

The proportions of Northland 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 visual arts, performing arts, craft and object art, and Ngā Toi Māori.

Northland residents are more likely than the national average to attend Ngā Toi Māori.

Since 2020, more Northland residents have attended Ngā Toi Māori and Pacific arts.

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

Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183); New Zealand: (n=6527).

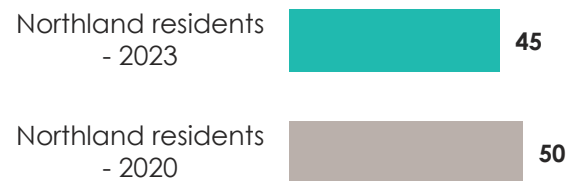
▲▼ = significantly higher / lower than 2020
 ▲▲ = significantly higher / lower than all New Zealanders

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?

%

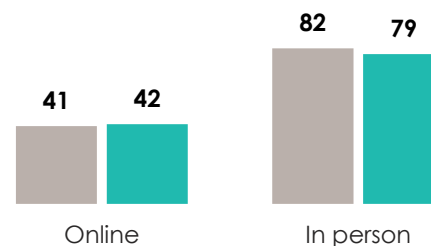


Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183).

Did you do this online or in person?

%

■ Northland residents - 2020
■ Northland residents - 2023

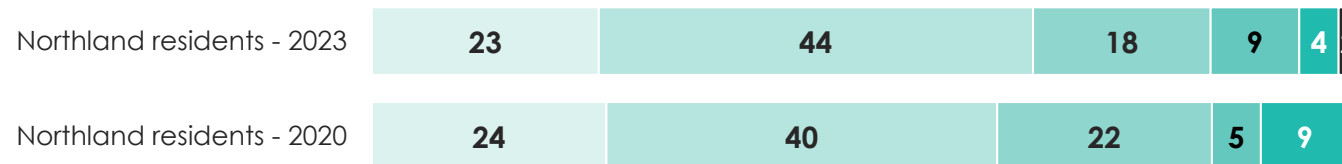


Base: All who attended craft and/or object art: Northland residents 2020 (n=110), 2023 (n=86).

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 craft and/or object art: Northland residents 2020 (n=110), 2023 (n=86).

Commentary

Overall, 45% of Northland residents have attended craft and object art in the last 12 months.

This is comparable with 2020.

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

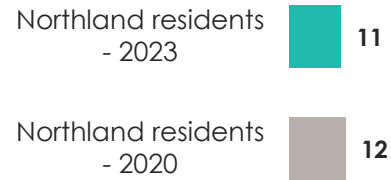
Most Northland residents who attended craft and object art in the last 12 months did so one to three times (67%).

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?

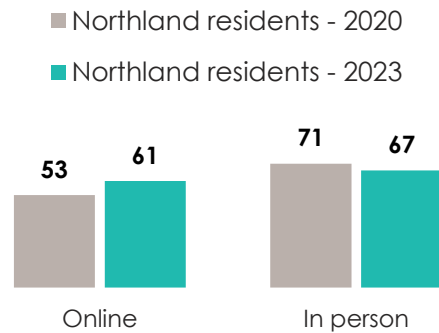
%



Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183).

Did you do this online or in person?

% *Caution: small sample sizes*

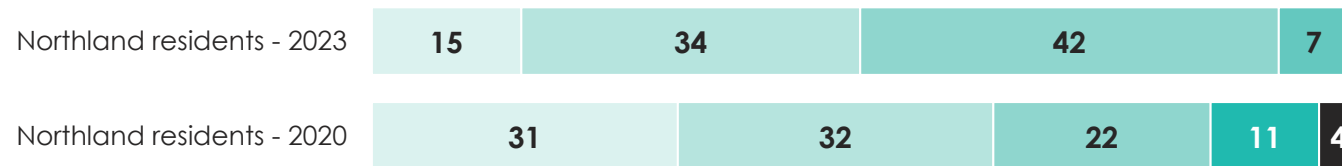


Base: All who attended literary arts: Northland residents 2020 (n=26), 2023 (n=25).

On average how often have you done this 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



Base: All who attended literary arts: Northland residents 2020 (n=26), 2023 (n=25).

Commentary

Overall, 11% of Northland residents 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.

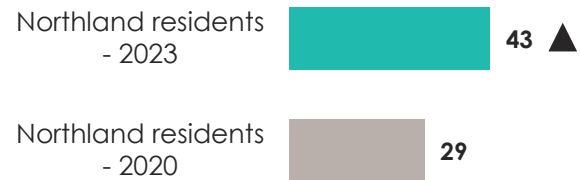
Most Northland residents who attended literary arts did so one to three times (49%).

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?

%

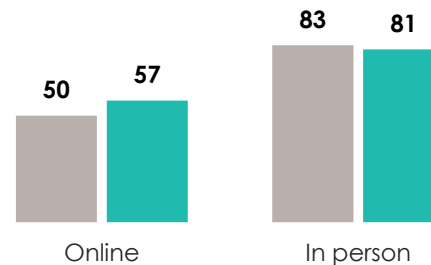


Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183).

Did you do this online or in person?

%

■ Northland residents - 2020
■ Northland residents - 2023



Base: All who attended Māori arts: Northland residents 2020 (n=71), 2023 (n=88).

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: Northland residents 2020 (n=71), 2023 (n=88).

Commentary

Overall, 43% of Northland residents have attended Ngā Toi Māori in the last 12 months.

This is significantly higher than in 2020.

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

Most Northland residents who attended Ngā Toi Māori in the last 12 months did so one to three times (64%).

Pacific arts attendance

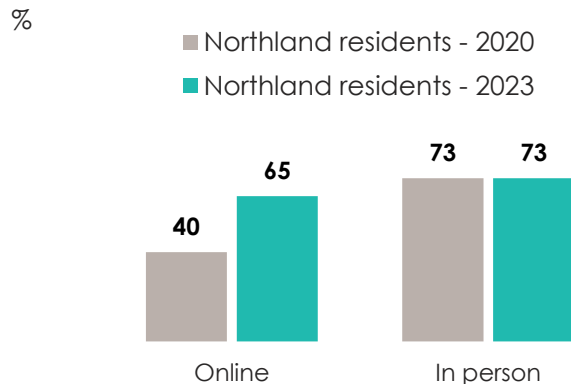
The overall level of Pacific arts attendance, as well as the channel used and frequency of attendance (among attendees)

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



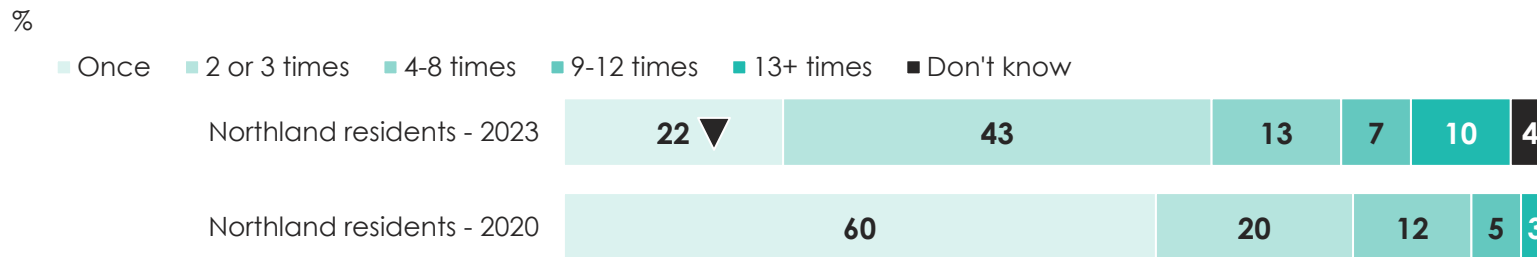
Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183).

Did you do this online or in person?



Base: All who attended Pacific arts: Northland residents 2020 (n=40), 2023 (n=55).

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



Base: All who attended Pacific arts: Northland residents 2020 (n=40), 2023 (n=55).

Commentary

Overall, 27% of Northland residents have attended Pacific arts events in the last 12 months.

This is significantly higher than in 2020.

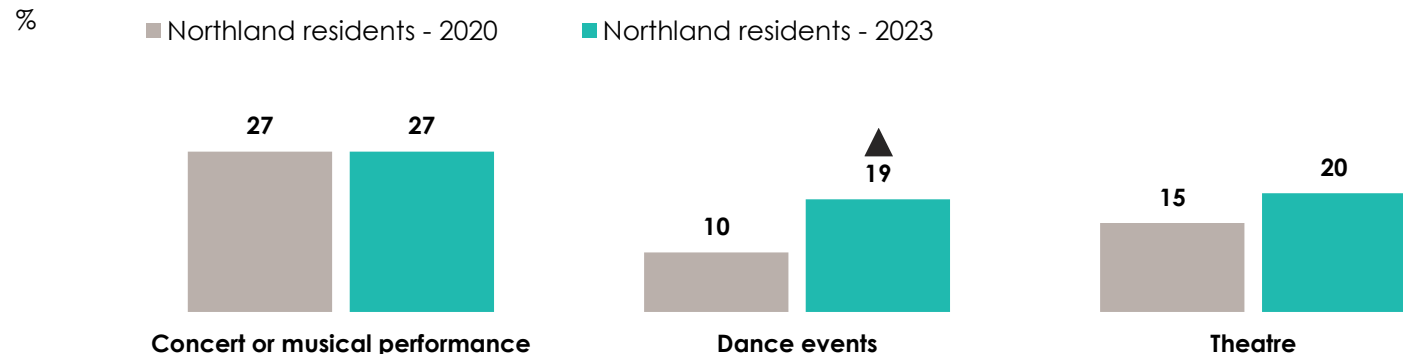
Attendees are more likely to attend Pacific arts events in person than online.

Most Northland residents who attended Pacific arts events in the last 12 months did so one to three times (65%). However, overall, frequency has increased since 2020.

Performing arts attendance

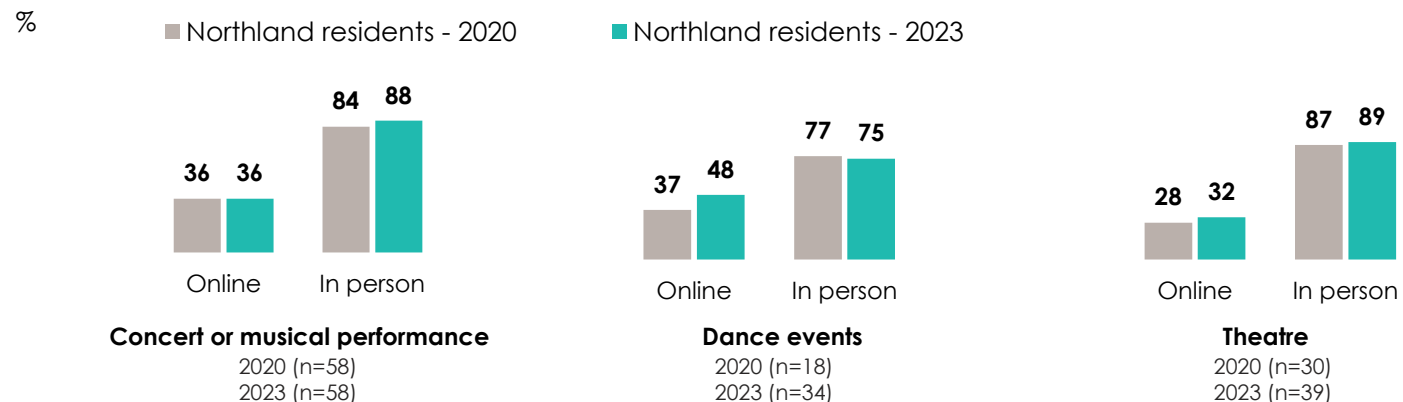
The overall level of performing arts attendance, as well as the channels attendees use

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



Base: All who attended performing arts: Northland residents 2020 (n=214), 2023 (n=183).

Did you do this online or in person? Caution: small sample sizes



Commentary

Overall, 50% of Northland residents have attended the performing arts in the last 12 months.

In the last 12 months, 27% of Northland performing arts attendees attended a concert or musical performance, 20% attended theatre, and 19% attended a dance event.

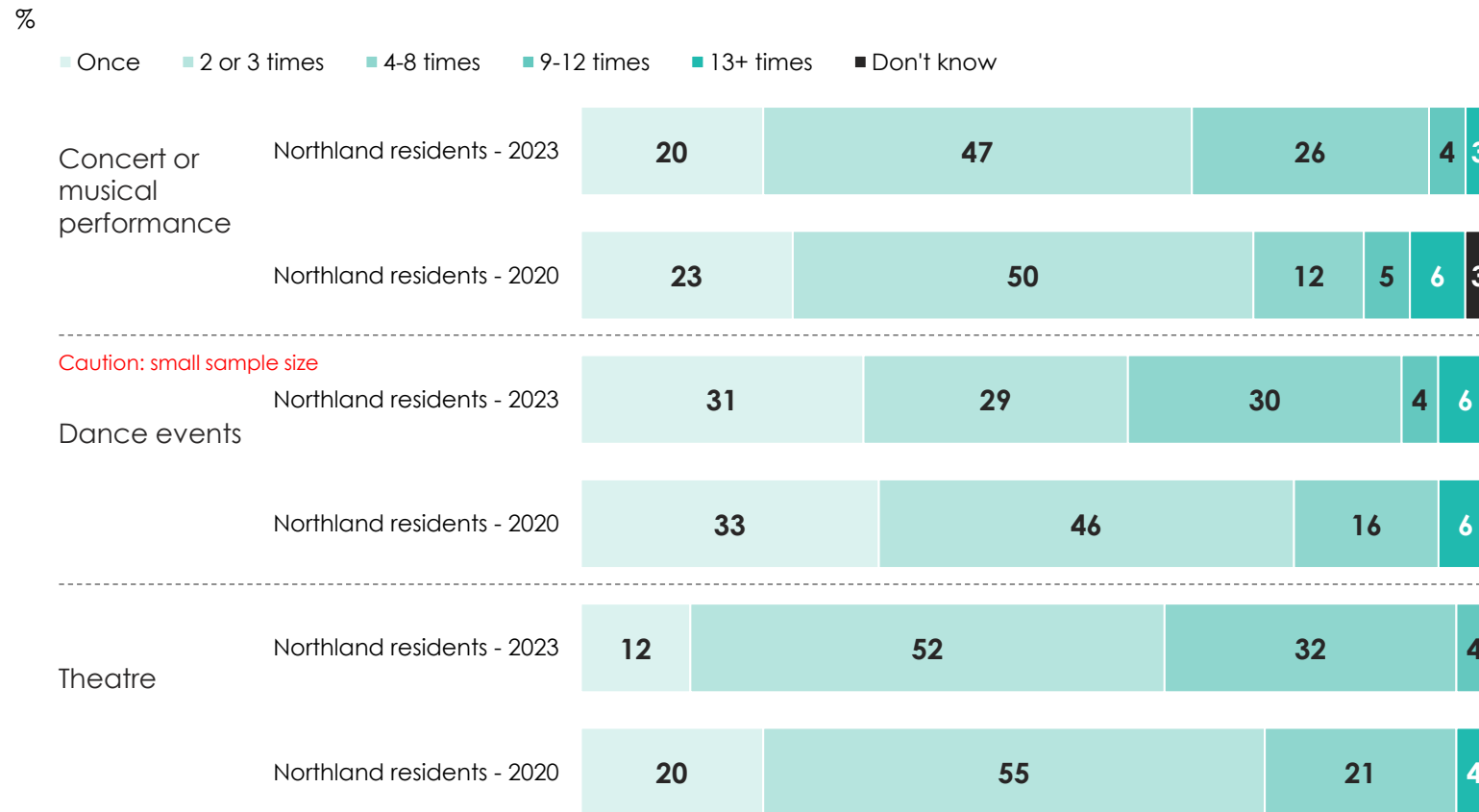
Dance events attendance is higher than in 2020.

Northland residents typically attend the performing arts in person, but between 32% and 48% 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

For each performing arts form, most Northland residents who attended that form did so one to three times.

Frequencies of attending these art forms are not significantly different from 2020.

Base: All Northland residents who attended each art form: n=58, n=58, n=18, n=34, n=30, n=39 respectively.

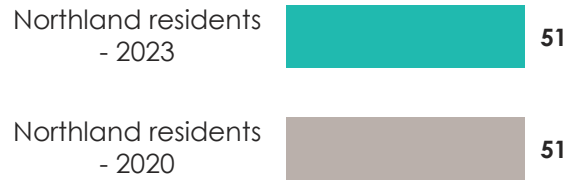
▲▼ = significantly higher / lower than 2020

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?

%



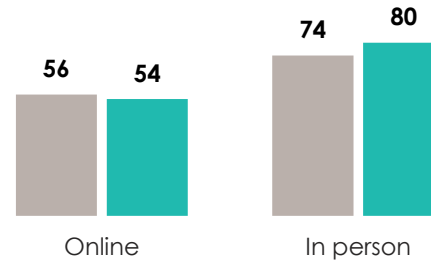
Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183).

Did you do this online or in person?

%

■ Northland residents - 2020

■ Northland residents - 2023

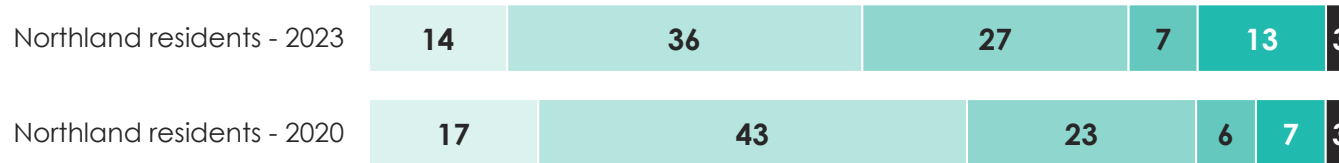


Base: All who attended visual arts: Northland residents 2020 (n=111), 2023 (n=100).

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 attended visual arts: Northland residents 2020 (n=111), 2023 (n=100).

Commentary

51% of Northland residents attended the visual arts in the last 12 months.

This is comparable with 2020.

80% of attendees did so in person and 54% attended online.

In terms of frequency, 20% are enthusiasts of the visual arts, attending nine or more times in the 12-month period.

This is not significantly different from 2020.

Visual arts attendance: impact of film festivals

A breakdown of visual arts attendance by assessing the contribution that film festivals have in attracting Northland 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?

%

Northland residents

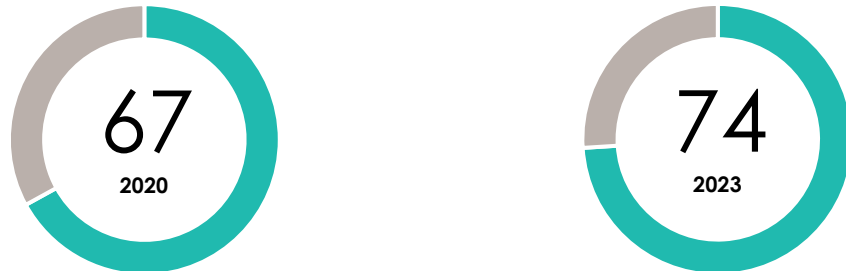


Base: All who attended visual arts: Northland residents 2020 (n=111), 2023 (n=100).

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

% *Caution: small sample size*

Northland residents



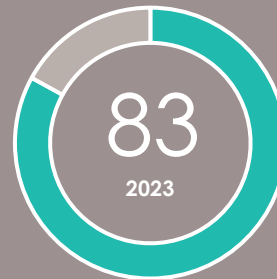
Base: All who attended film festivals: Northland residents 2020 (n=20), 2023 (n=31).

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

30% of Northland residents who have attended the visual arts, have attended a film festival in the last 12 months.

This is not significantly different from 2020, and is in line with the 2023 national average (22%).

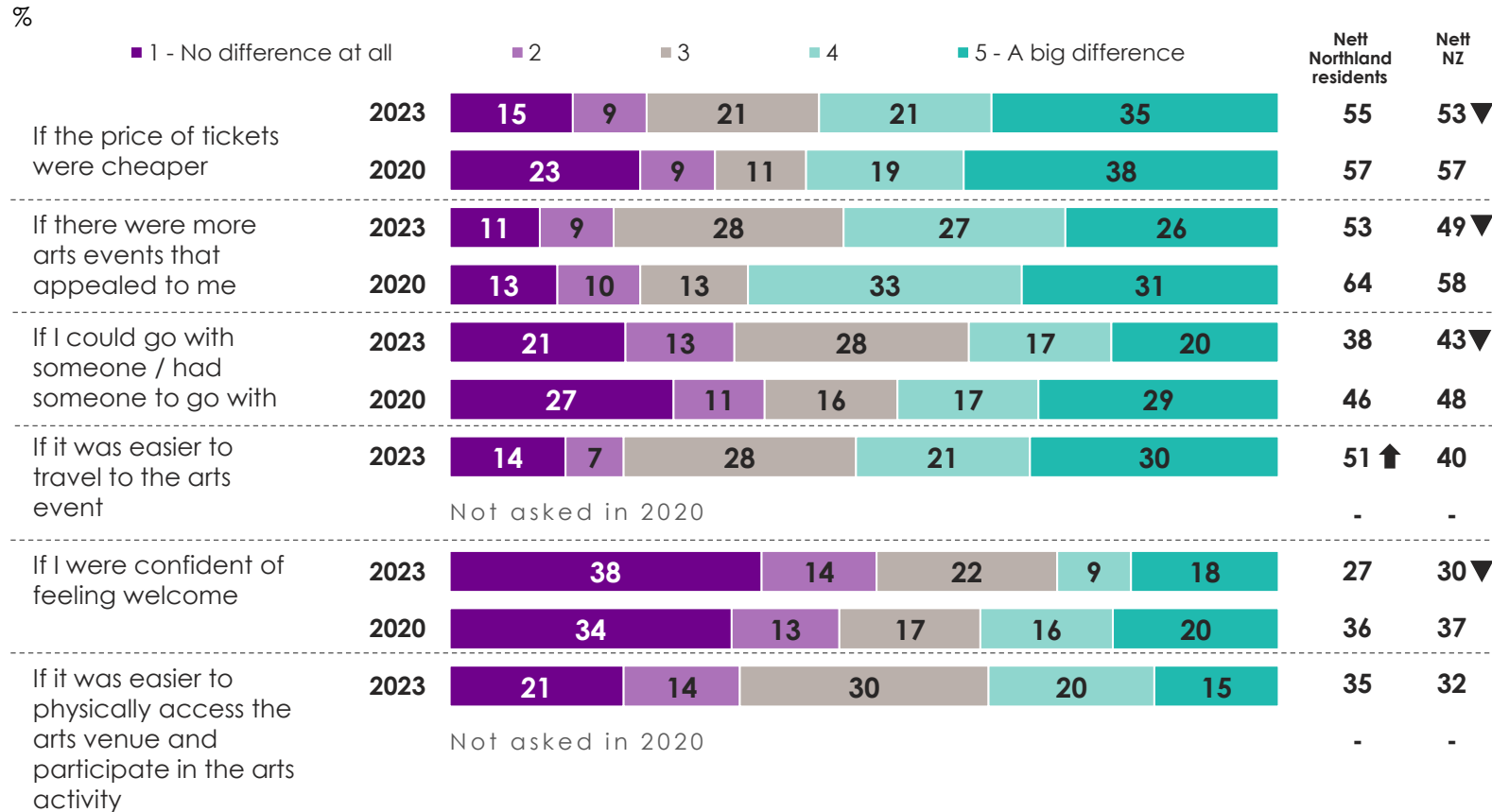
74% of those who have attended a film festival in the last 12 months have also attended other visual art forms.

This is not significantly different from 2020, and is in line with 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 (55%)
- More appealing events (53%)
- Easier travel to the arts event (51%).

Northland residents' perceptions have not changed significantly since 2020.

Easier travel to the arts event is more influential for Northland residents than the national average.

Base: All respondents who are interested in the arts but do not go much: Northland residents 2020 (n=144), 2023 (n=134); New Zealand: (n=4587).

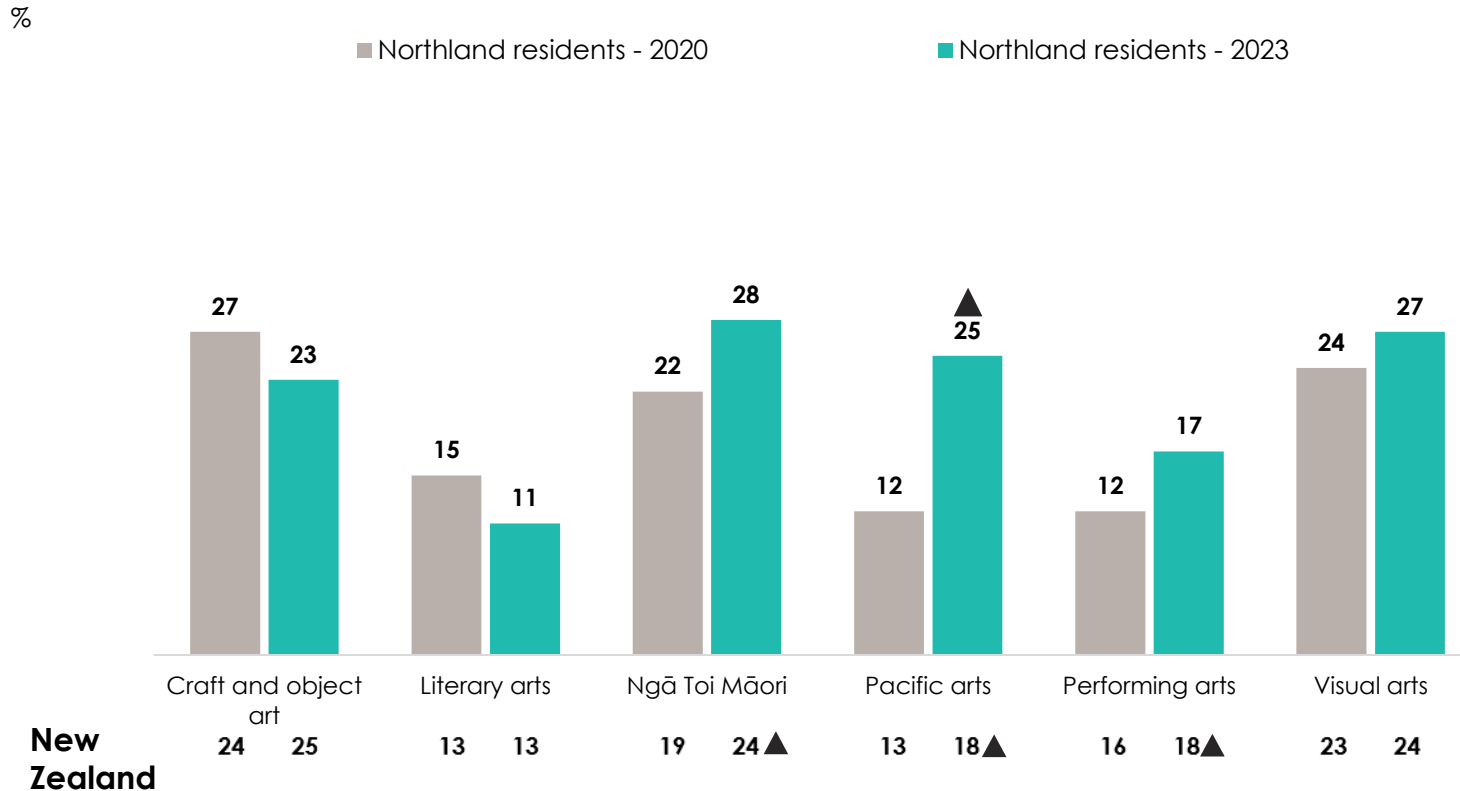
▲▼ = significantly higher / lower than 2020
 ↑↓ = significantly higher / lower than all New Zealanders

Participation by artform

Participation by art form

The proportions of Northland 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 Ngā Toi Māori and visual arts.

Northland residents' participation is in line with national averages.

Since 2020, more Northland residents are likely to participate in Pacific arts.

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

Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183); 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?

%

Northland residents

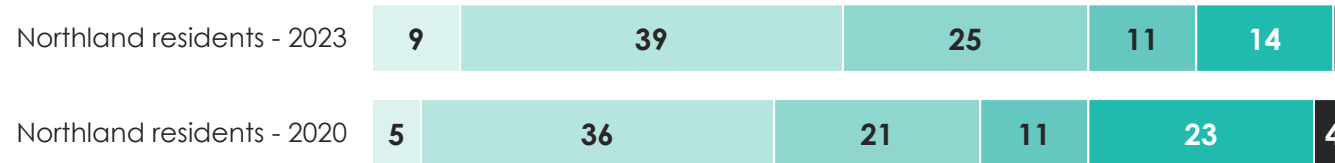


Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183).

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: Northland residents 2020 (n=60), 2023 (n=52).

Commentary

23% of Northland residents participated in craft and object art in the last 12 months.

This is comparable with 2020.

25% of participants in craft and object art participate regularly (at least nine times in the last 12 months).

This is not significantly different from 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?

%

Northland residents

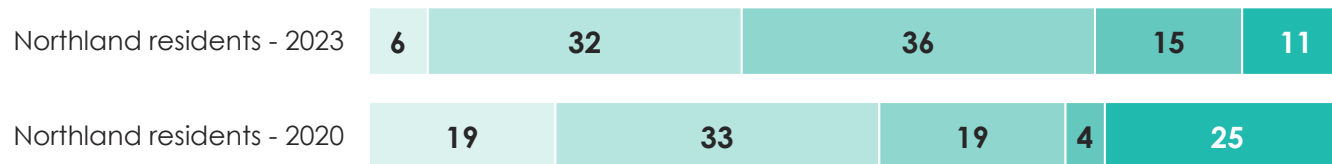


Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183).

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: Northland residents 2020 (n=32), 2023 (n=22).

Commentary

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

This is comparable with 2020.

26% of participants in literary arts participate regularly (at least nine times in the last 12 months).

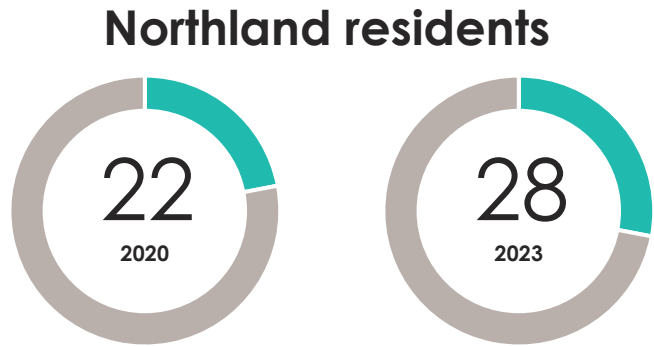
This is not significantly different from 2020.

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)?

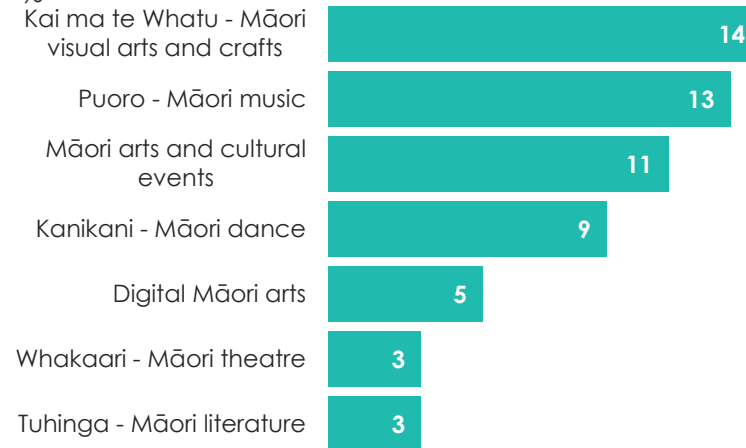
%



Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183).

Choose all the activities you have done.

%

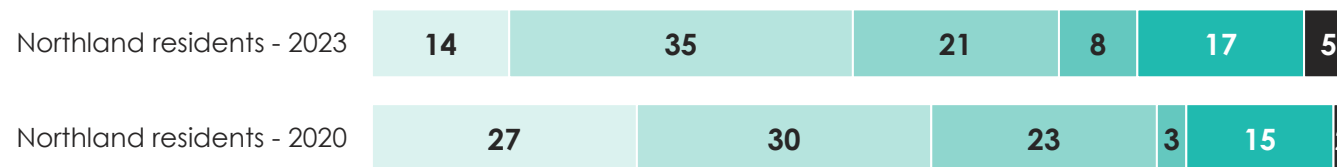


Base: All respondents: Northland residents 2023 (n=183).

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: Northland residents 2020 (n=56), 2023 (n=66).

Commentary

28% of Northland residents participated in Ngā Toi Māori in the last 12 months.

This is comparable with 2020.

The 2023 survey results show that 47% of Māori residents and 21% of non-Māori 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), and puoro (music).

25% of participants in Ngā Toi Māori participate regularly (at least nine times in the last 12 months).

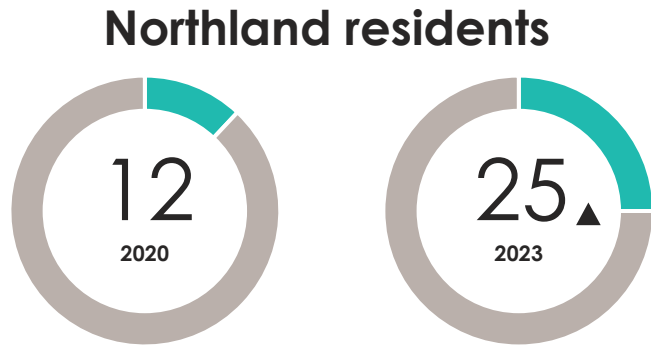
This is comparable with 2020.

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?

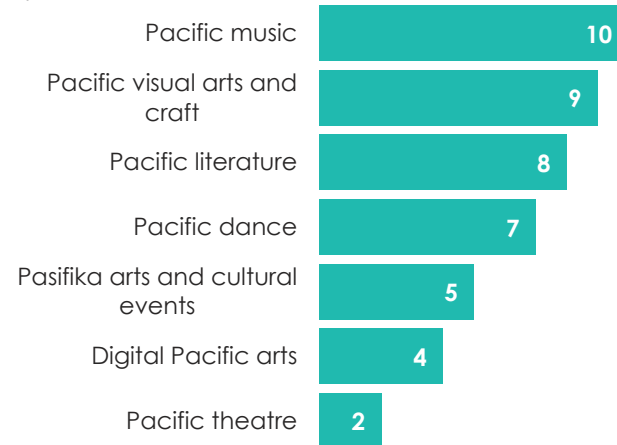
%



Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183).

Choose all the activities you have done.

%



Base: All respondents: Northland residents 2023 (n=183).

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: Northland residents 2020 (n=27), 2023 (n=53).

Commentary

25% of Northland residents participated in Pacific arts in the last 12 months.

This is higher than in 2020.

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

9% 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?

%

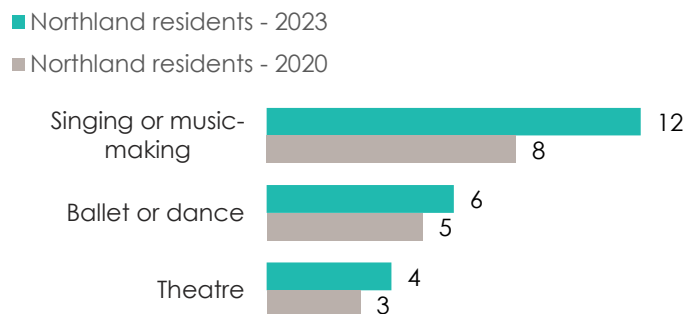
Northland residents



Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183).

Which of these were you actively involved in?

%

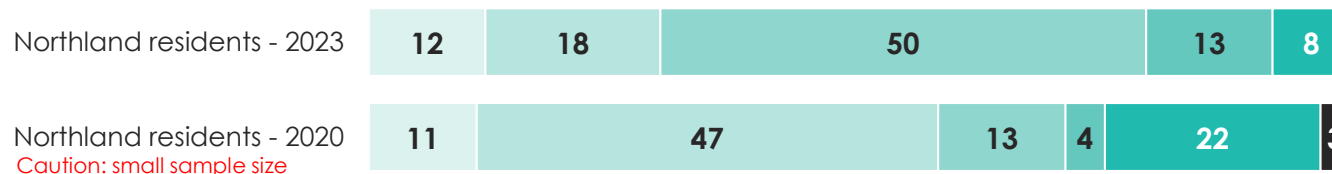


Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183).

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: Northland residents 2020 (n=27), 2023 (n=36).

Commentary

17% of Northland residents participated in performing arts in the last 12 months.

This is comparable with 2020.

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

21% 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?

%

Northland residents

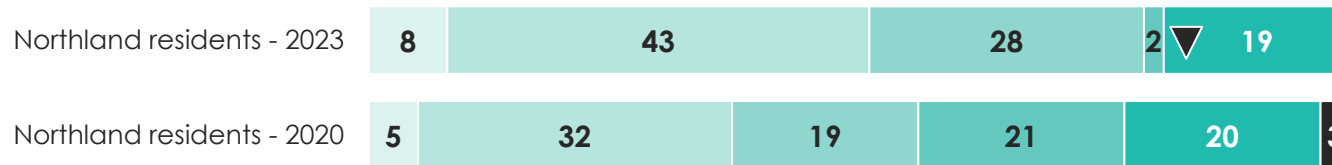


Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183).

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: Northland residents 2020 (n=56), 2023 (n=57).

Commentary

27% of Northland residents participated in the visual arts in the last 12 months.

This is comparable with 2020.

21% of participants in the visual arts participate regularly (at least nine times in the last 12 months).

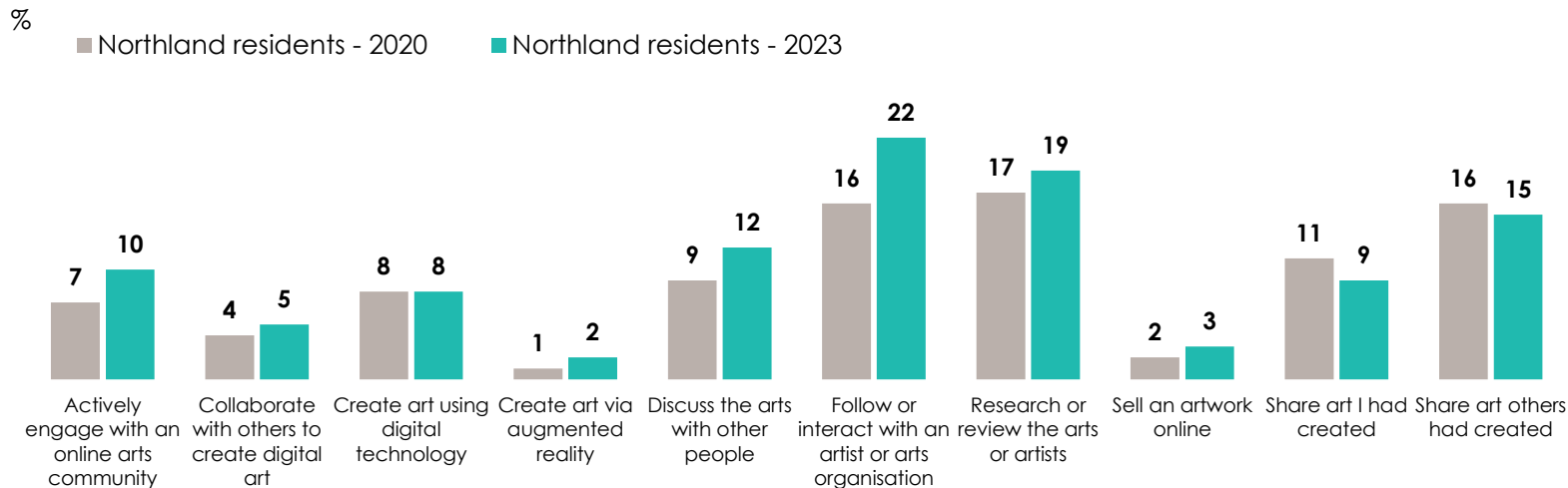
This is lower than 2020.

▲▼ = significantly higher / lower than 2020

Use of digital technology for arts activities

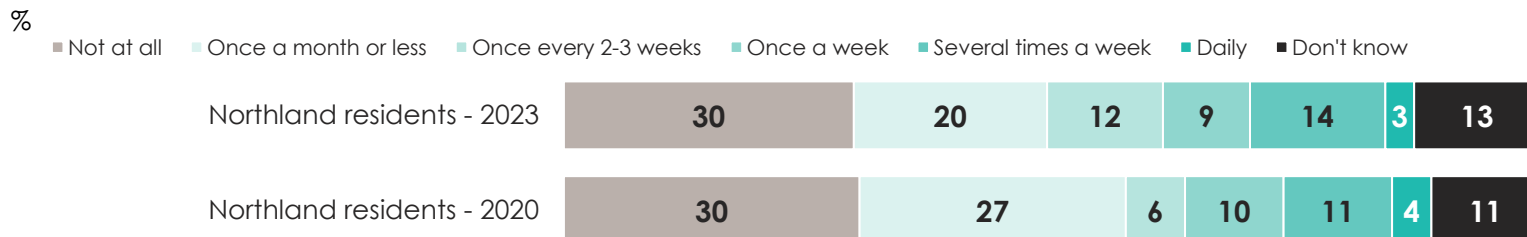
Northland residents' use of digital technology to engage with arts activities and frequency of digital art consumption

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



Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183).

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



Base: All respondents: Northland residents 2020 (n=214), 2023 (n=183).

Commentary

44% of Northland residents have used digital technology for arts activities in 2023.

The frequency of looking or listening to the arts online has not changed over time.

The most popular activities are:

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

For further information please contact

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