

New Zealanders and the Arts Ko Aotearoa me ōna Toi

Survey findings for Otago 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.

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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 **Otago 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

225 ONLINE INTERVIEWS

...with adults aged 15+ living in the Otago 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 Otago 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 Otago region 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 225, the margin of error is up to +/- 6.5 percentage points (at the 95% confidence level).

We have used statistical tests to determine:

- Whether any differences observed between 2023 and previous survey waves are statistically significant. This is indicated on charts by triangles.

△▽ = significantly higher / lower than 2017²

▲▼ = significantly higher / lower than 2020

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

Method: Online survey of 6,527 New Zealanders aged 15+ including 225 Otago residents.

Fieldwork: 30 October - 20 December 2023

Maximum margin of error for Otago residents: +/- 6.5%

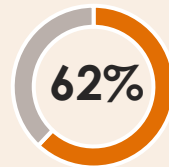
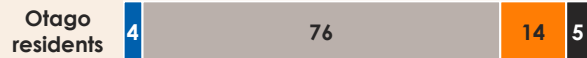
Otago region's relationship with the arts

Otago residents are strong advocates of the arts. They believe the arts play a key role in creating a better society. And around one in seven are more positive about the arts than a year ago.

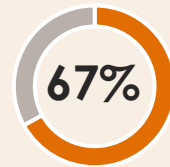
How views have changed over the last 12 months

%

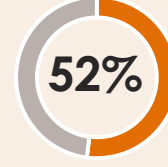
More negative No change More positive Don't know



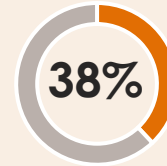
...agree the arts improve New Zealand society



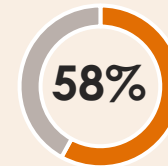
...agree the arts in their area should reflect the diversity of their communities



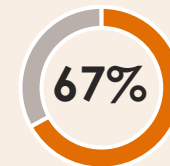
...agree the arts provide opportunities for them to socialise and connect with others



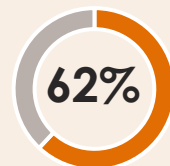
...say the arts are important to their personal wellbeing



...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

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.

Otago's engagement with the arts

Otago residents

New Zealand



76% of Otago residents attended or participated in the arts in the last 12 months. This is lower than 2017, but in line with 2020 and national results.

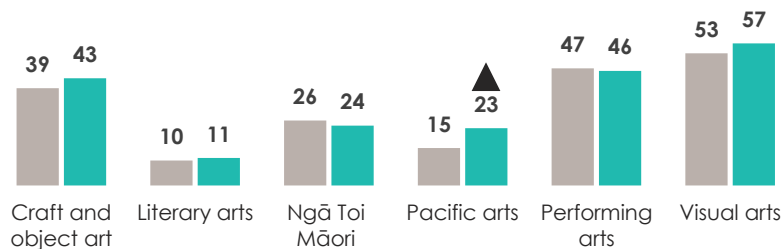
▽ = significantly higher / lower than 2017

▲ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

Attendance

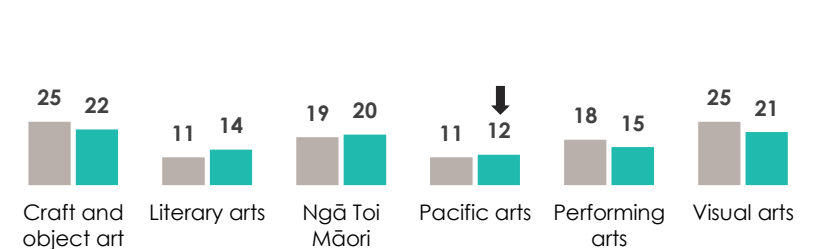
% Otago residents - 2020 Otago residents - 2023



Otago residents' attendance is highest for visual arts, performing arts, and craft and object art. However, attendance has increased for Pacific arts since 2020. Visual arts and craft and object art are the most popular art forms for participation.

Participation

% Otago residents - 2020 Otago residents - 2023



Key metrics – demographic analysis for Otago

67% of Otago residents believe the arts should be part of the education of every New Zealander.

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

- Māori (80%)
- Women (78%)

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

- Men (55%)

62% of Otago residents believe the arts should receive public funding.

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

- Māori (81%)
- 50+ years (73%)
- Women (69%)

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

- Men (54%)
- 15 to 29 years (49%)

68% of Otago residents believe New Zealand arts are of high quality.

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

- Women (80%)
- 60+ years (82%)

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

- Men (55%)

68% of Otago residents believe the arts should reflect New Zealand's cultural diversity.

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

- Women (80%)

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

- 15 to 39 years (57%)
- Men (55%)

Arts attitudes

Change in overall perception of the arts

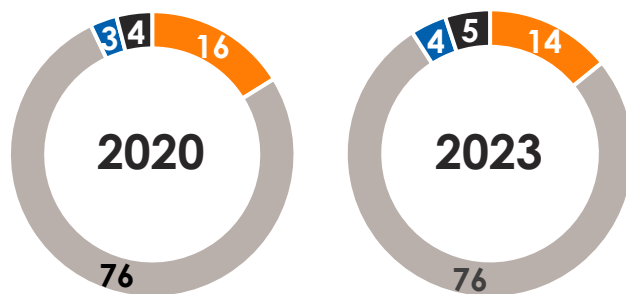
Otago residents' perceptions of the arts and whether this has changed over the last 12 months

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

%

Otago residents

- 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 Otago residents have not changed their view of the arts, 14% feel more positive about the arts over the last 12 months.

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

Just 4% of Otago residents view the arts more negatively in 2023.

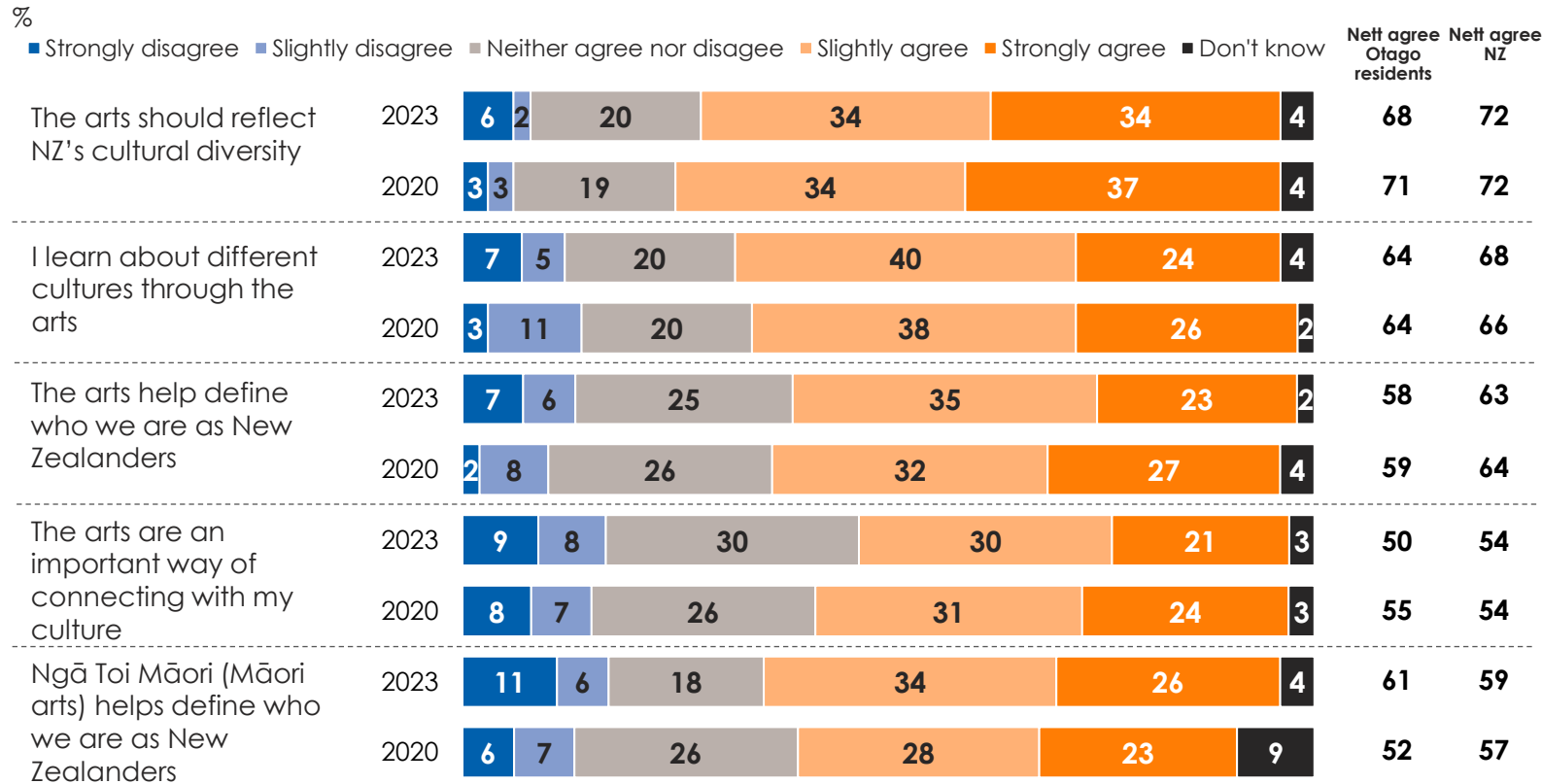
Perceptions are comparable with 2020.

Base: All respondents: Otago residents 2020 (n=319); 2023 (n=225); 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 (68% of Otago residents).

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

In 2023, 61% of Otago residents feel that Ngā Toi Māori helps define who we are as New Zealanders.

Base: All respondents: Otago residents 2020 (n=319); 2023 (n=225); New Zealand: (n=6527)

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

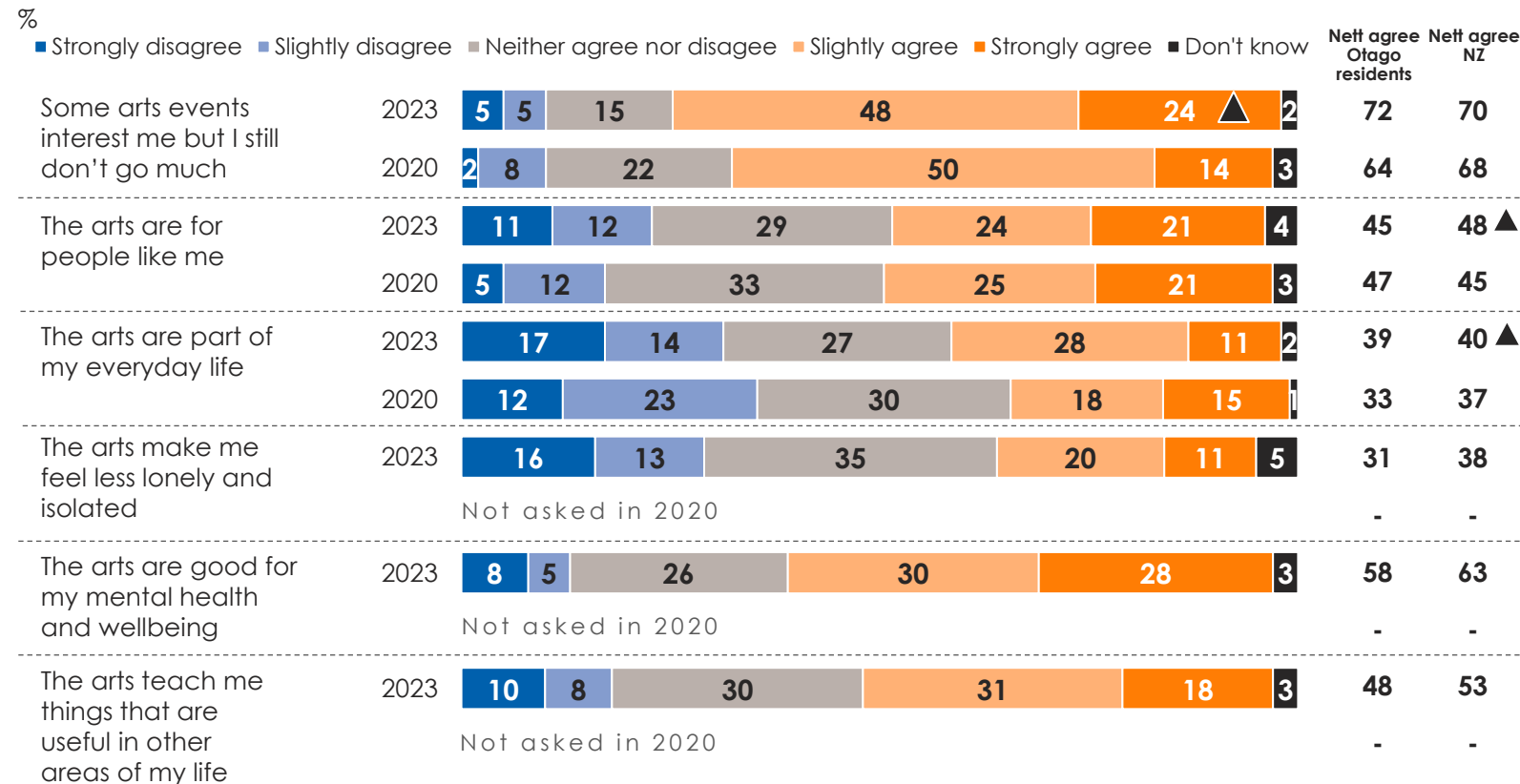
▲▼ = significantly higher / lower than 2020

↑↓ = 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

Otago residents' perceptions are comparable with the national averages.

Three new measures in 2023 speak to the potential for the arts to influence a person's wellbeing: 31% feel the arts reduce their sense of loneliness and isolation, 58% feel the arts are good for their mental health and wellbeing, and for 48% 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 Otago residents showing interest but reporting low attendance. Since 2020, Otago residents are more likely to 'strongly agree' with this sentiment.

Base: All respondents: Otago residents 2020 (n=319); 2023 (n=225); 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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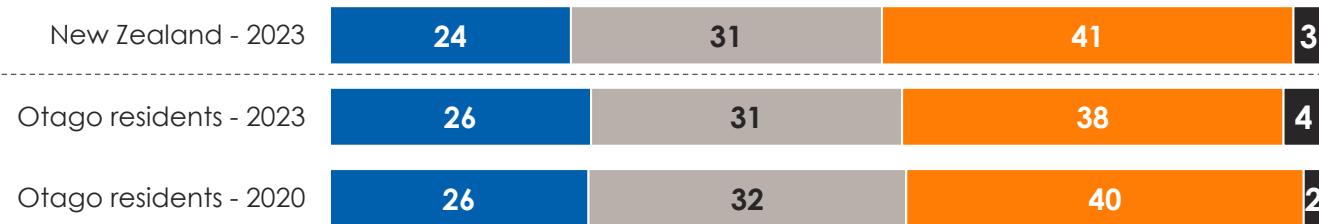
Importance of the arts to wellbeing

The importance that Otago 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

38% of Otago residents feel that the arts is important to their personal wellbeing.

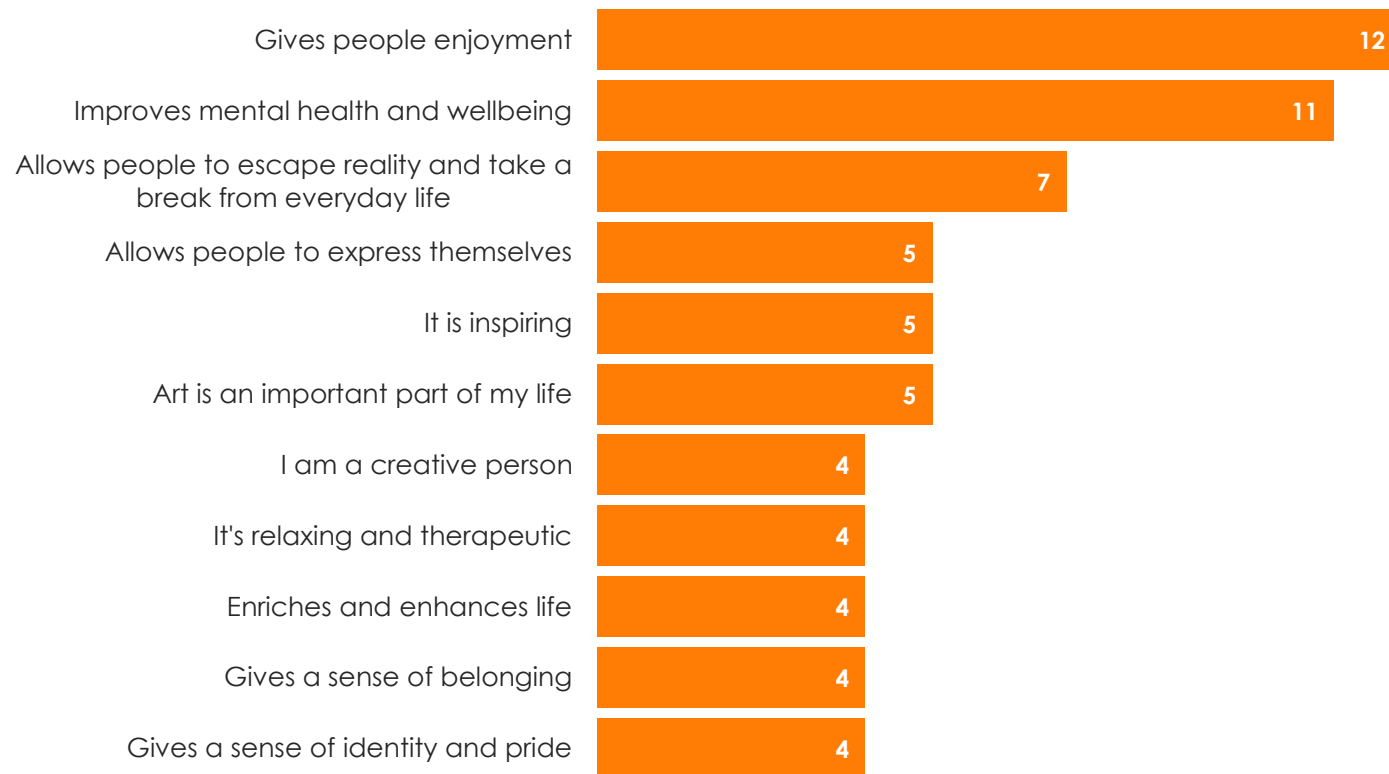
This is comparable with 2020, and in line with the national average (41%).

Base: All respondents: Otago residents 2020 (n=319); 2023 (n=225); New Zealand: (n=6527)

Reasons why the arts are important to Otago residents' wellbeing

For what reasons do you say that?

% Leading responses



Base: Respondents who feel the arts are important to their personal wellbeing: Otago residents 2023 (n=88)

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

Commentary

We asked the 38% of respondents who feel the arts is important to their personal wellbeing why this is. The chart shows the leading responses.

Quotes

"Seeing the amazing ways that people express their creativity always fills me with joy and reminds me of the beauty of the world even in the worst times."

50-59 years, New Zealand European, Otago

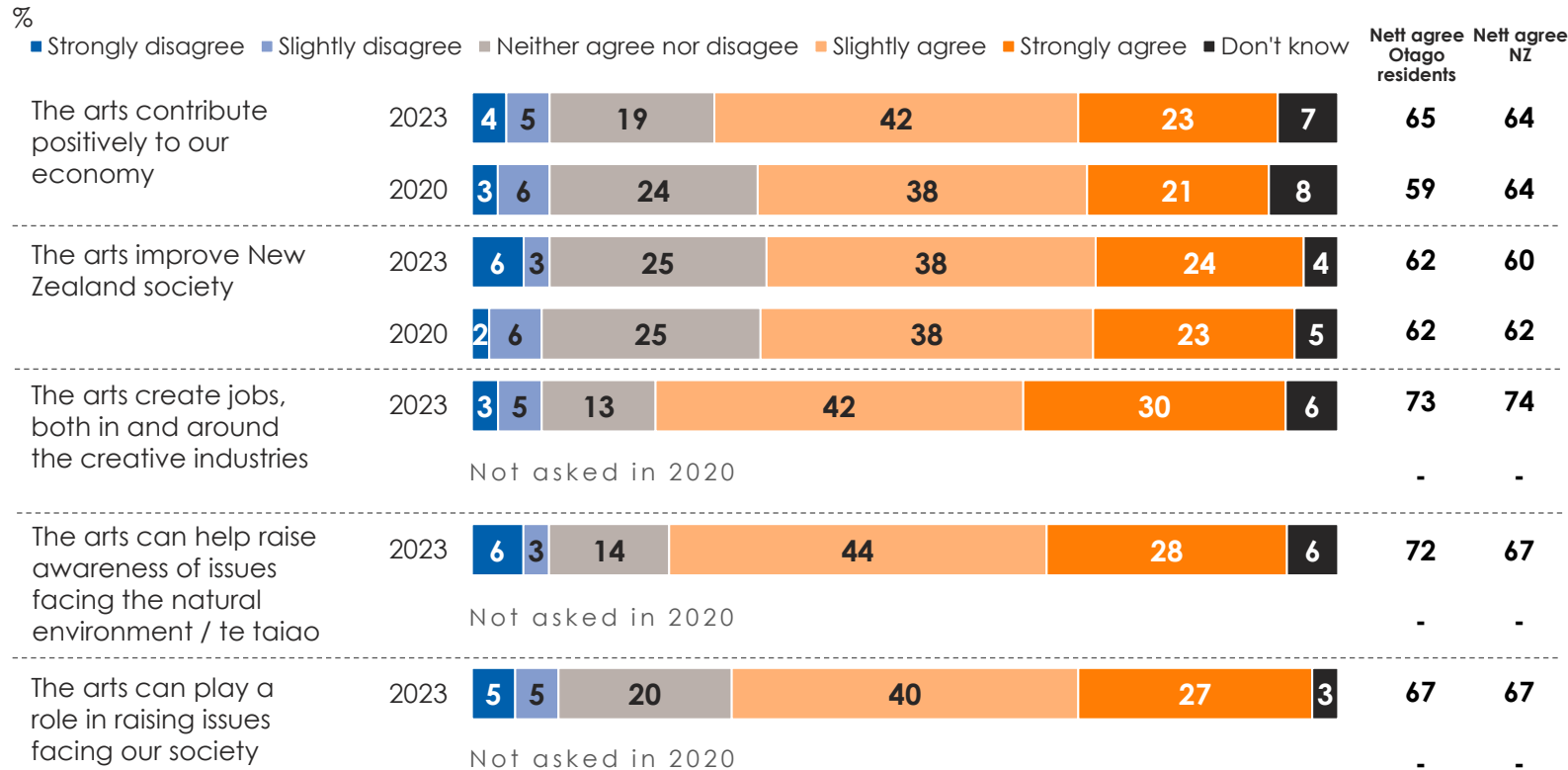
"Arts connect me to the essence of other people, infuse beauty into a moment in time, inspire and shock, all things that lift my spirits and fill my heart."

Woman, 60-69 years, Māori, Otago

Attitudes towards the arts: How the arts benefit New Zealand

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

How much do you agree or disagree?



Commentary

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

73% of Otago residents see the value of the arts in generating employment in creative industries.

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

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

Otago residents' perceptions are comparable to the national averages.

Base: All respondents: Otago residents 2020 (n=319); 2023 (n=225); New Zealand: (n=6527)

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

▲▼ = significantly higher / lower than 2020

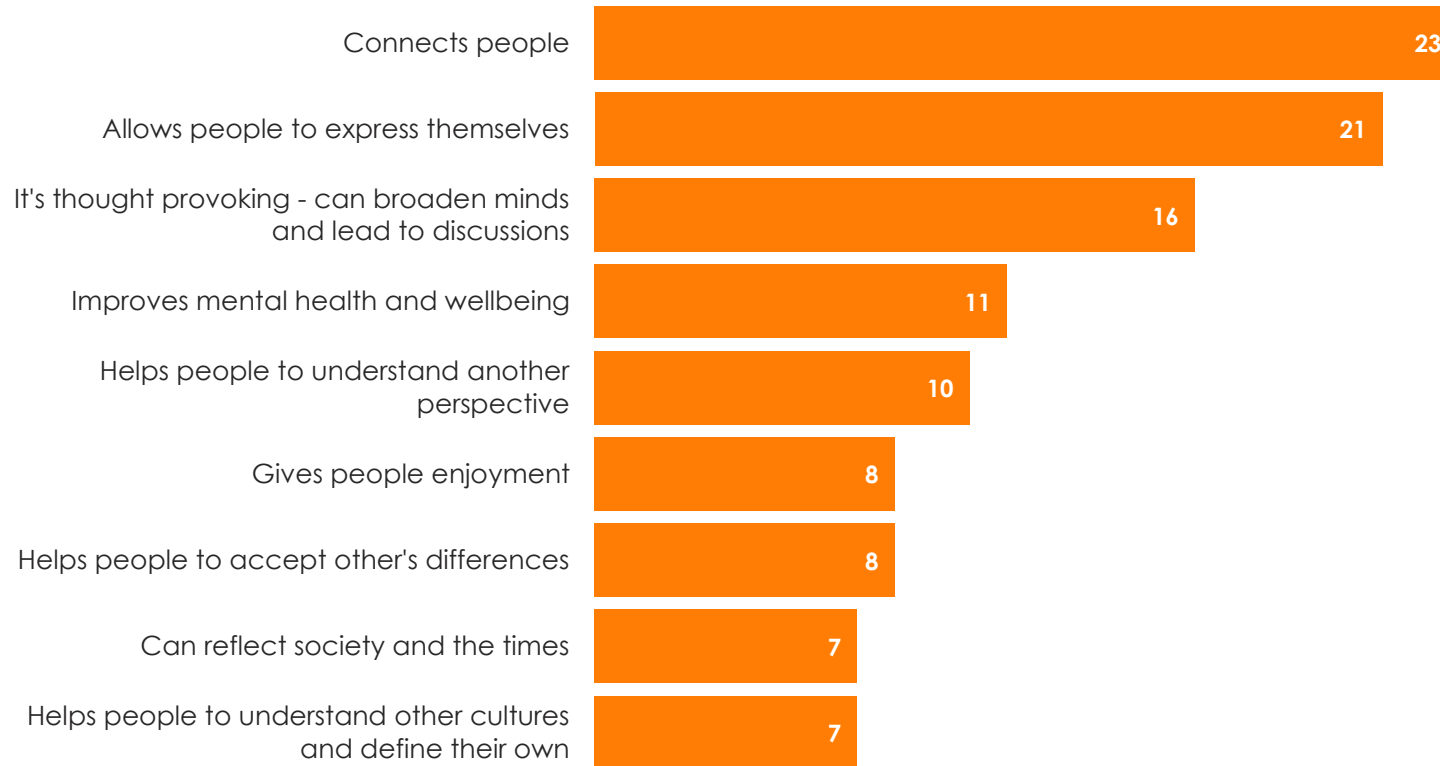
↑↓ = significantly higher / lower than all New Zealanders

Reasons why the arts improve society

Why Otago residents feel the arts improve New Zealand society

For what reasons do you feel the arts improve society?

% Leading responses



Base: Respondents who feel the arts improve New Zealand society: Otago residents 2023 (n=140)

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

Commentary

We asked the 62% of respondents who feel that the arts improve New Zealand society why this is. The chart opposite shows the leading reasons given.

Quotes

"Messaging can be strong through the arts, to make people think and consider. It's also so incredibly good for people's mental health, so experiencing the arts in the form you choose, can make you feel good and positive."

Woman, 50-59 years, NZ European, Otago

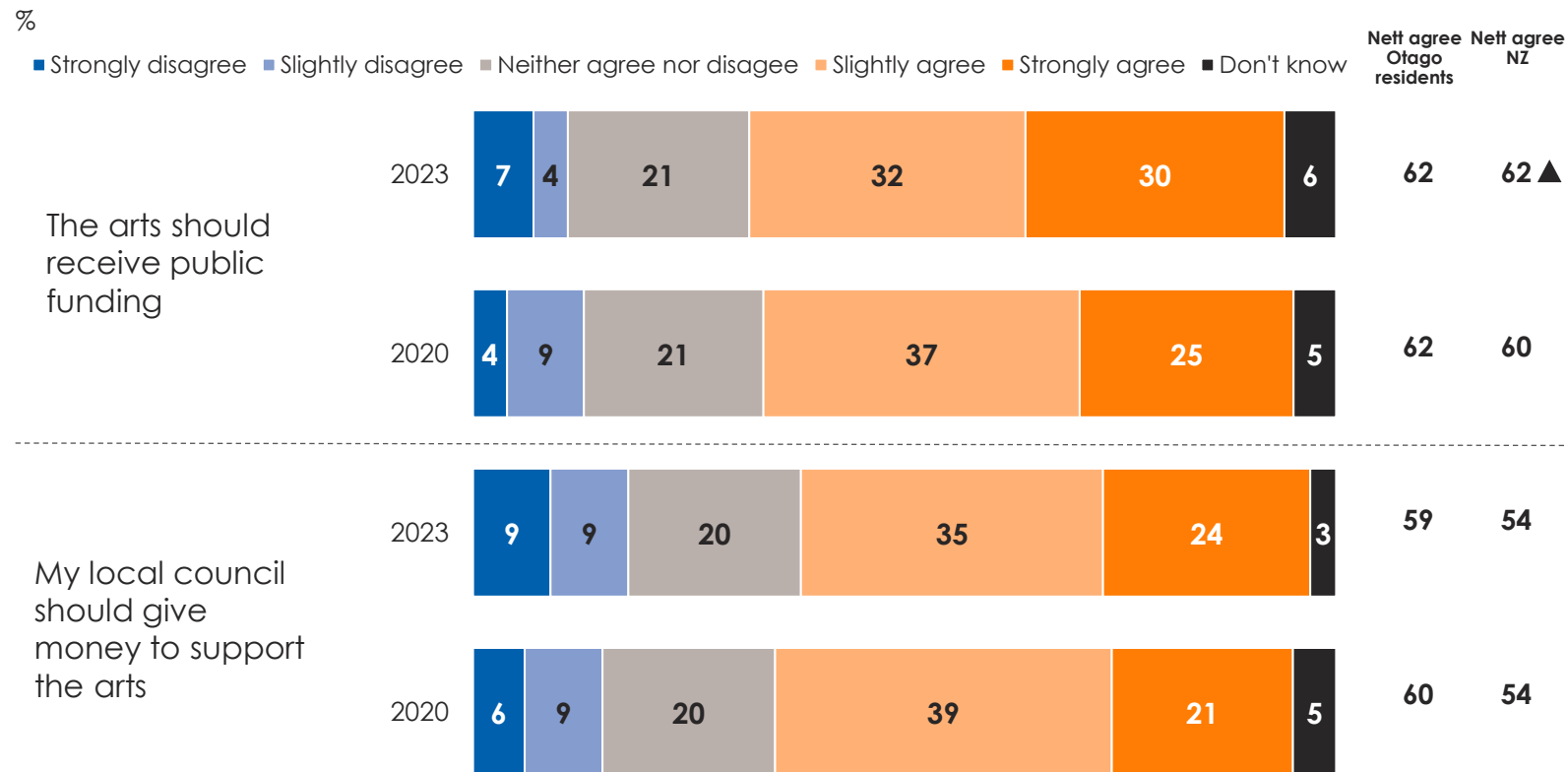
"The Arts help community and national ties for who we are, living within this land, and developing relationships."

Man, 70+ years, NZ European, Māori, and Asian, Otago

Attitudes towards the arts: Funding support for the arts

The strength of public support for arts funding

How much do you agree or disagree?



Commentary

Support for public funding of the arts remains strong.

62% of Otago residents believe that the arts should receive public funding.

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

59% of Otago residents support the idea that Council should help fund the arts.

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

Base: All respondents: Otago residents 2020 (n=319); 2023 (n=225); New Zealand: (n=6527)

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

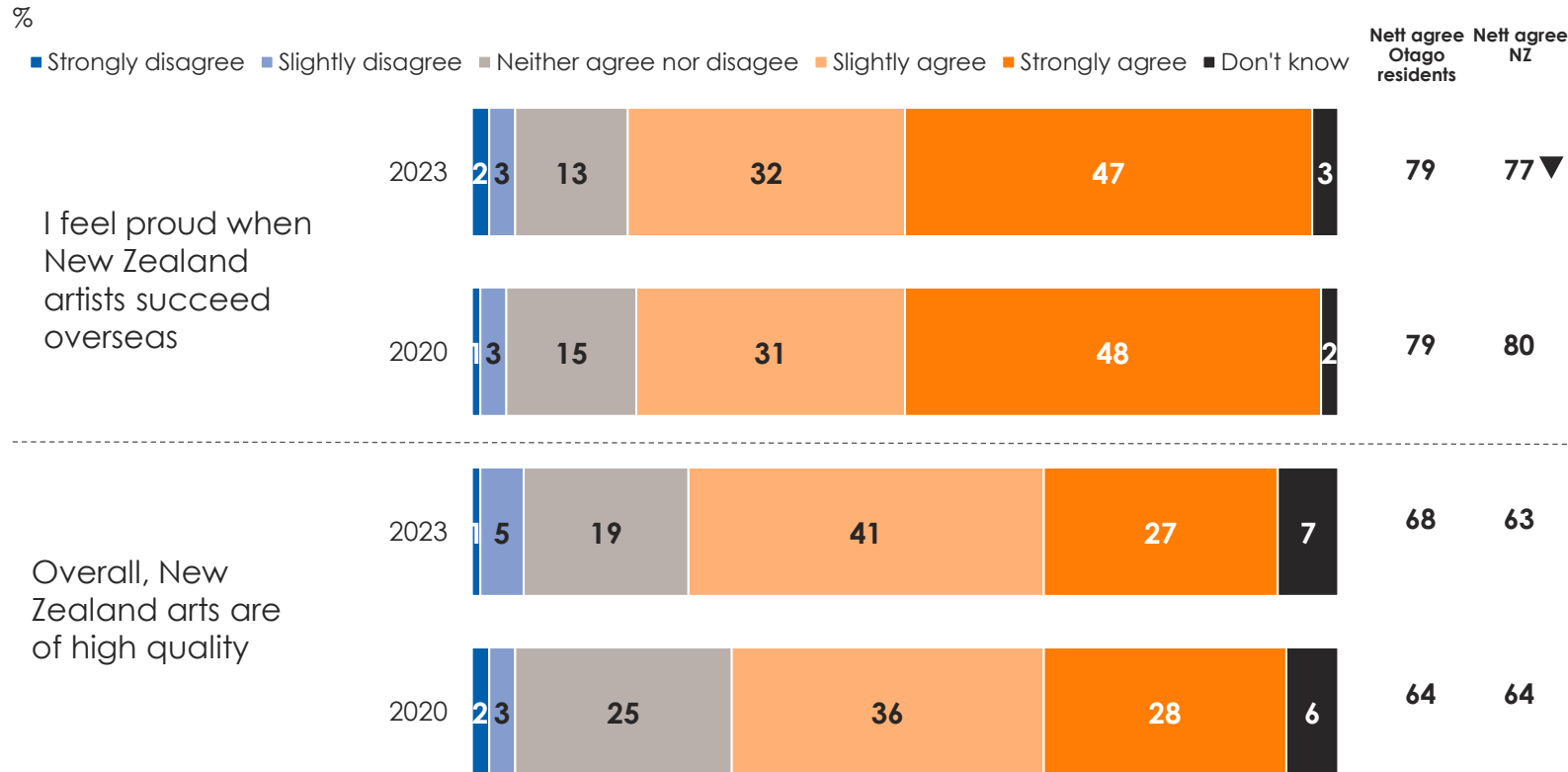
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

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

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

How much do you agree or disagree?



Commentary

Otago 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.

79% of Otago residents feel proud when New Zealand artists succeed overseas.

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

Overall, 68% of Otago 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: Otago residents 2020 (n=319); 2023 (n=225); New Zealand: (n=6527)

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

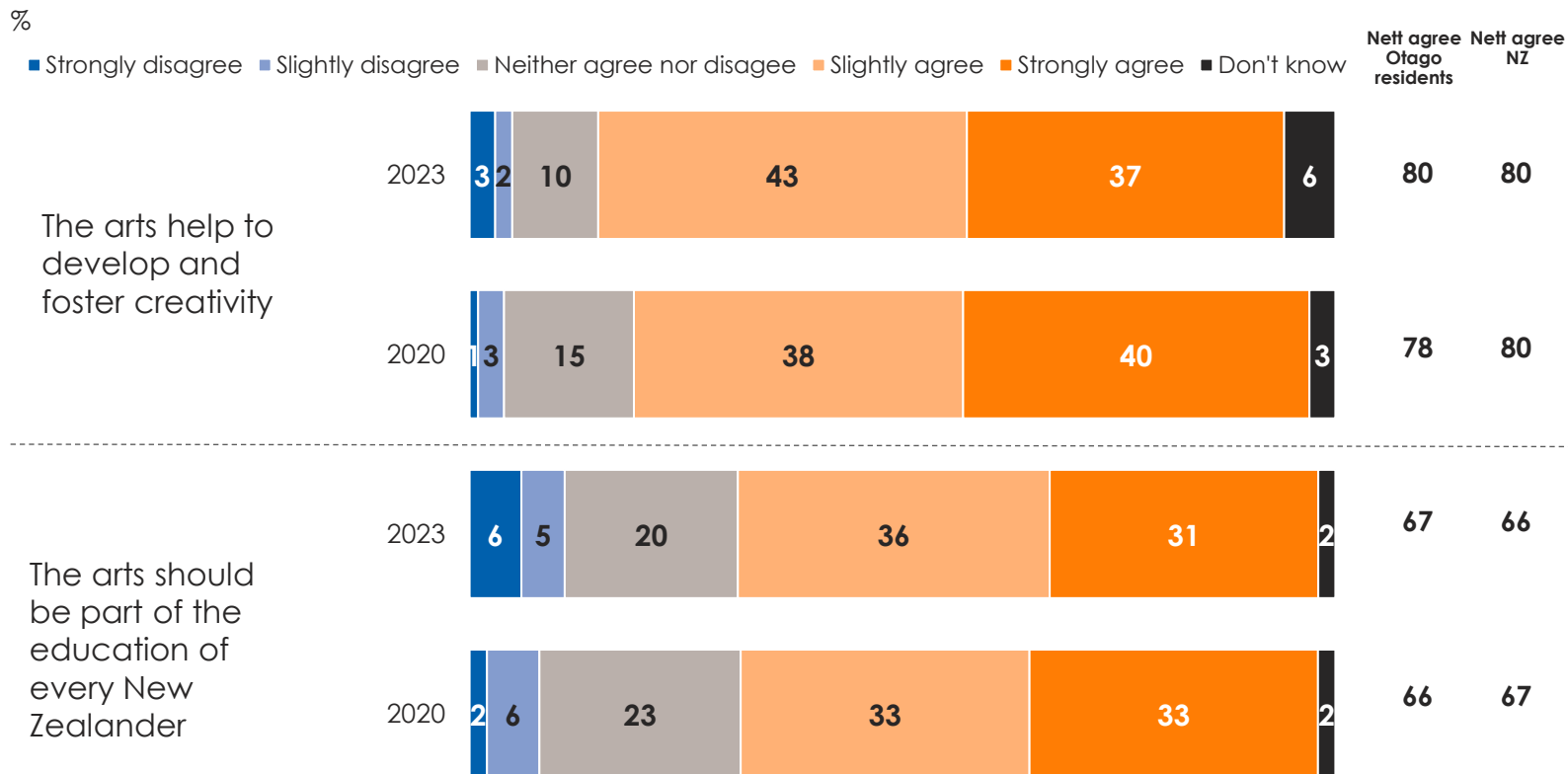
▲▼ = significantly higher / lower than 2020

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Attitudes towards the arts: Education and development

Otago 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

80% of Otago 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%).

67% of Otago 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: Otago residents 2020 (n=319); 2023 (n=225); New Zealand: (n=6527)

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

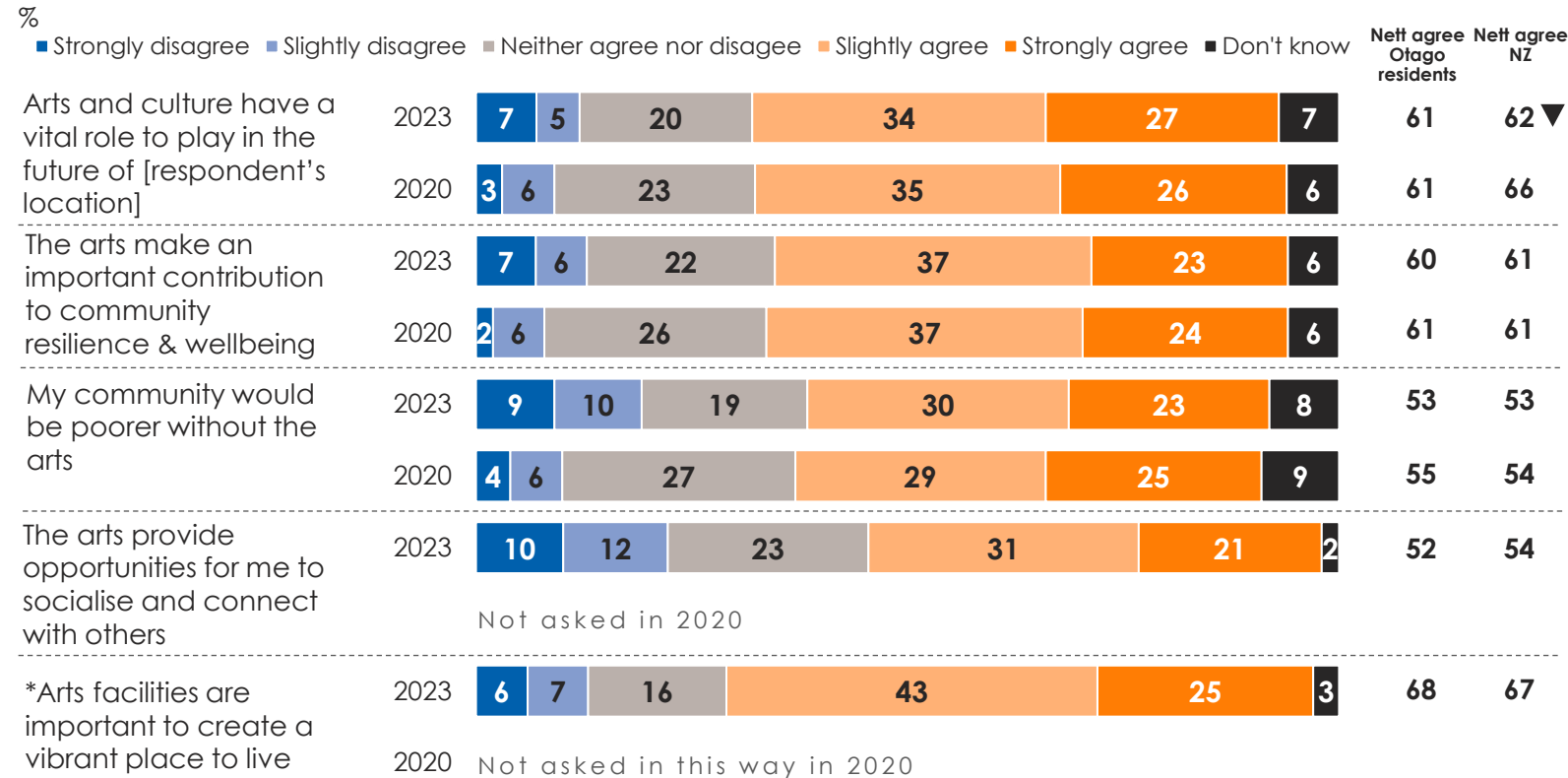
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Attitudes towards the arts: Role of the arts in creating communities

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

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

The new 2023 measure delivers insight into the value that the arts provide to individuals in building community: 52% of Otago residents say the arts provide opportunities for them to socialise and connect with others.

Base: All respondents: Otago residents 2020 (n=319); 2023 (n=225); New Zealand: (n=6527)

*Historic data is not shown due to a significant change in wording of the statement.

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

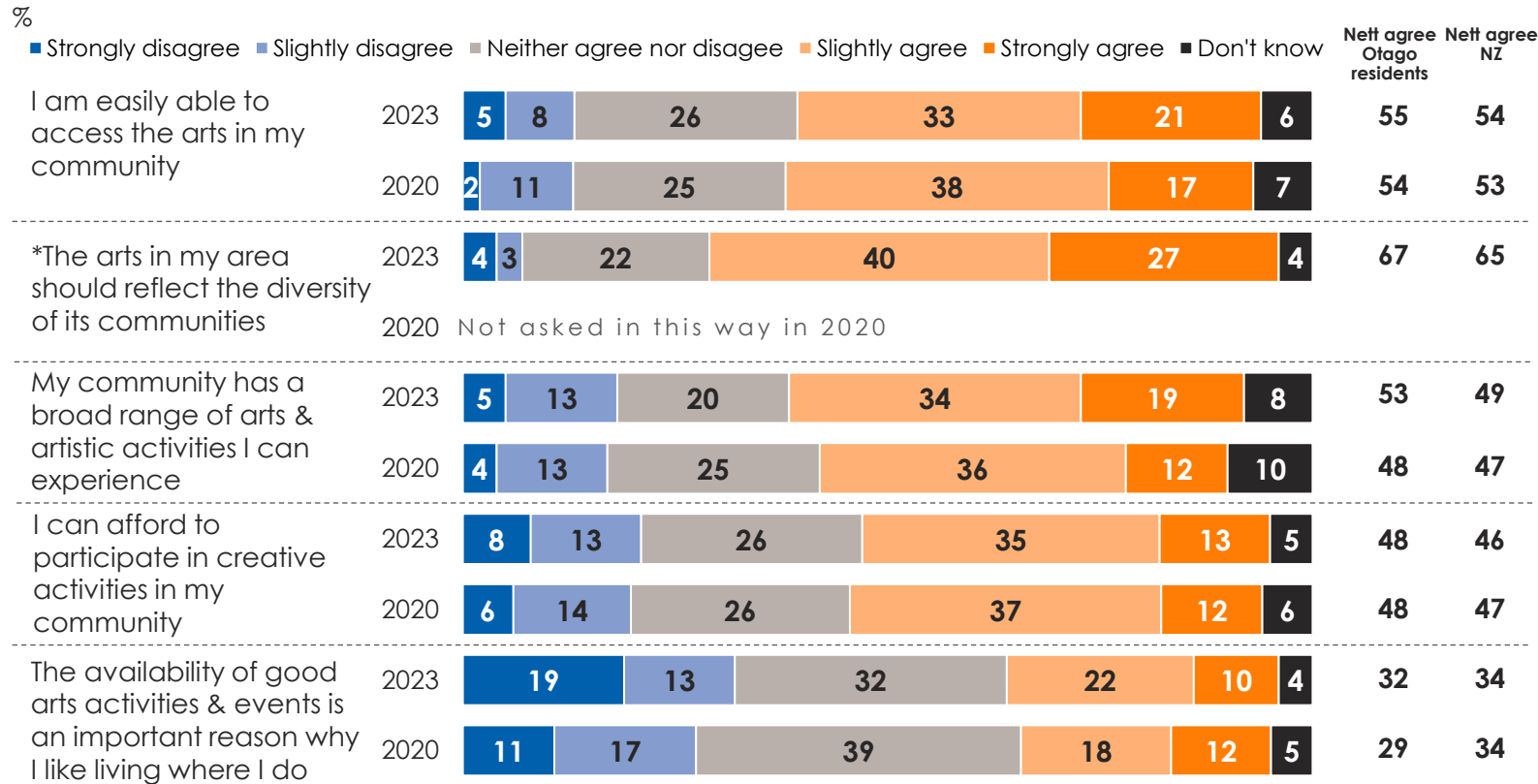
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Accessibility and inclusiveness

Perceptions about whether the arts are accessible and inclusive

How much do you agree or disagree?



Commentary

Overall, Otago residents can access the arts and feel the arts should reflect the diversity of their community.

Otago residents' perceptions are comparable with the national averages, and in line with 2020.

Base: All respondents: Otago residents 2020 (n=319); 2023 (n=225); 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

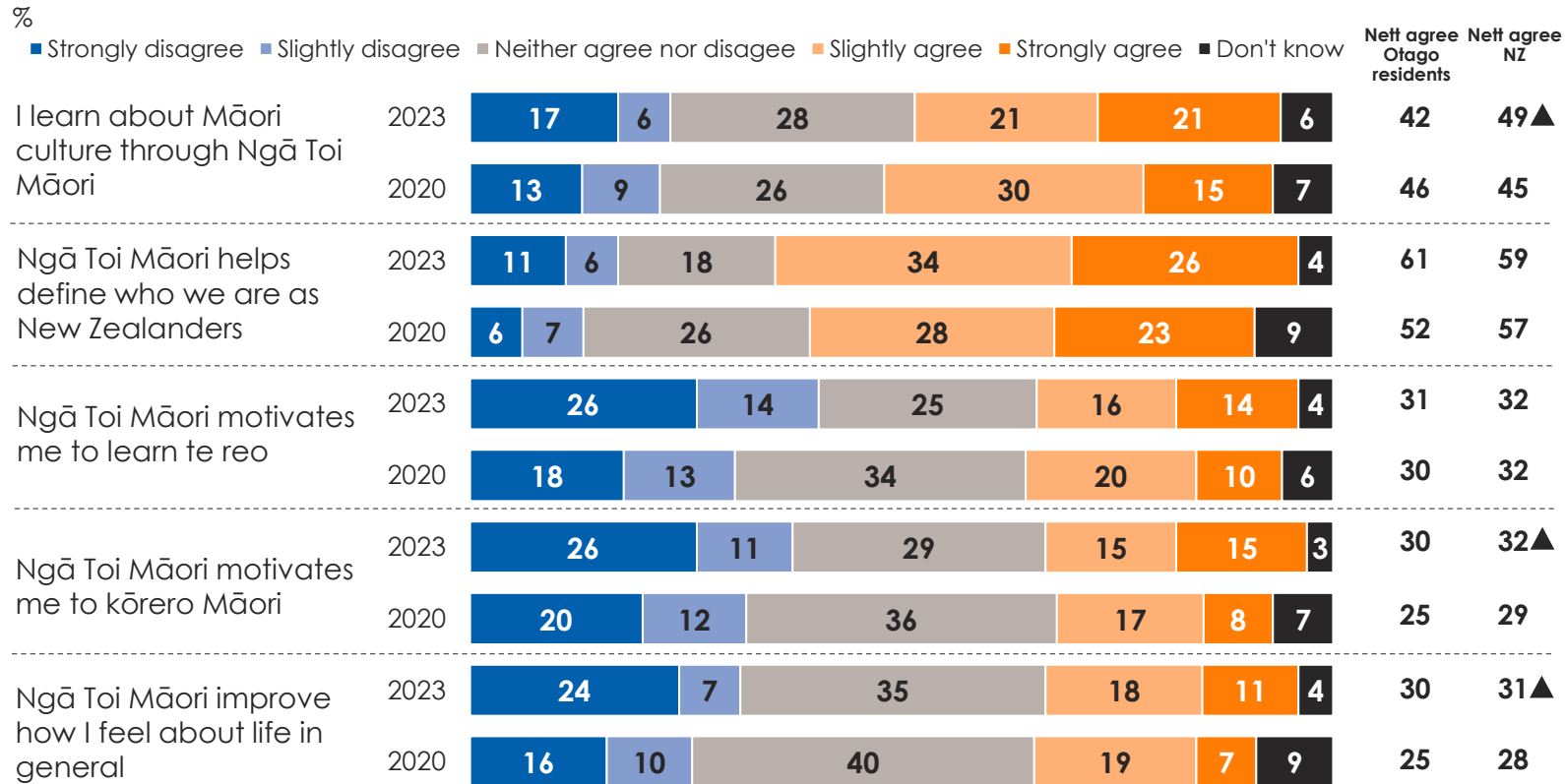
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

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

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

Base: All respondents: Otago residents 2020 (n=319); 2023 (n=225); New Zealand: (n=6527)

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

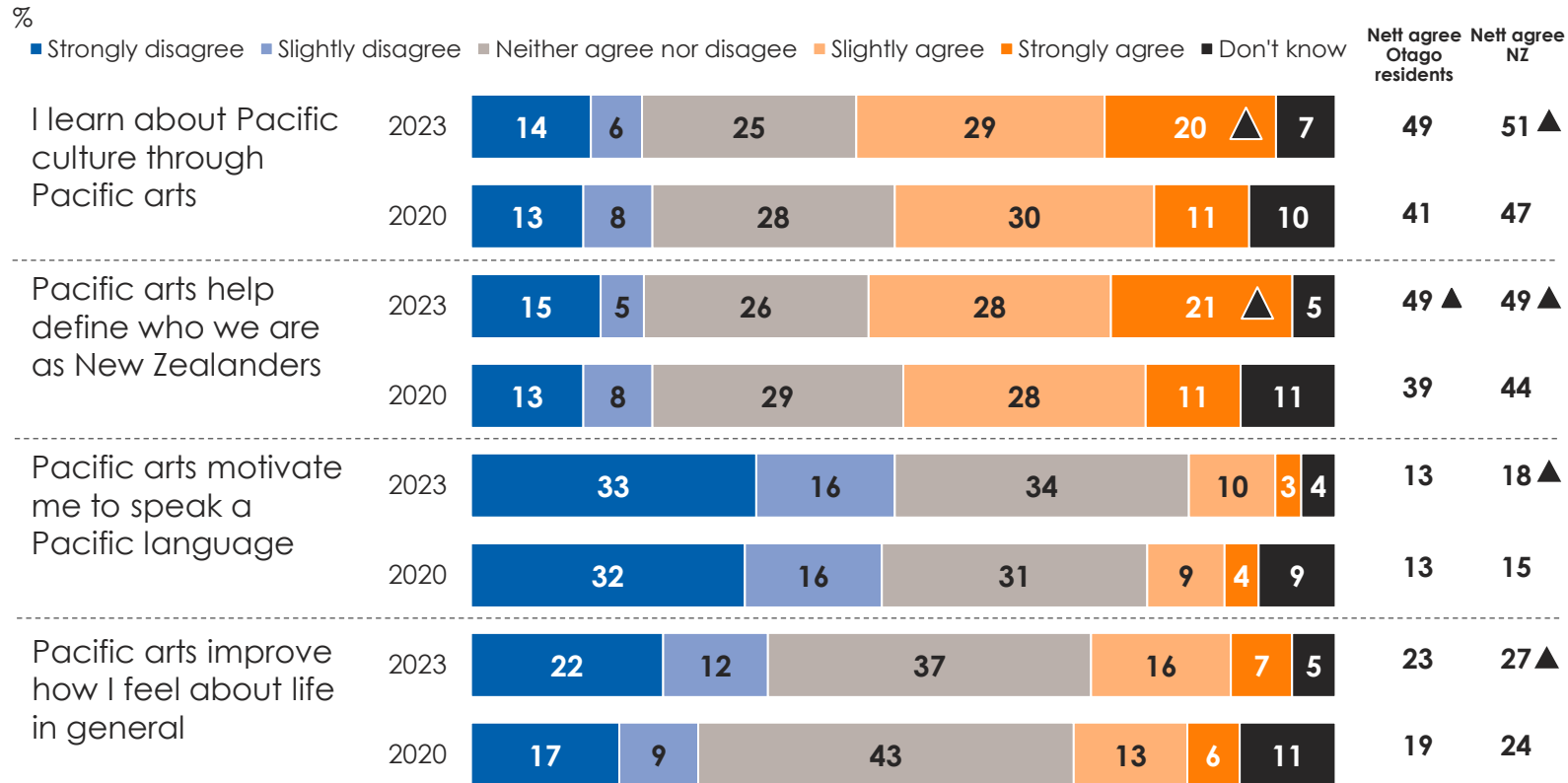
▲▼ = significantly higher / lower than 2020

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

Since 2020, more Otago residents believe that Pacific arts help define who we are as New Zealanders. More people also 'strongly agree' with this statement, along with the view that they learn about Pacific culture through Pacific arts.

Otago residents' perceptions are comparable with the national averages.

Base: All respondents: Otago residents 2020 (n=319); 2023 (n=225); 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

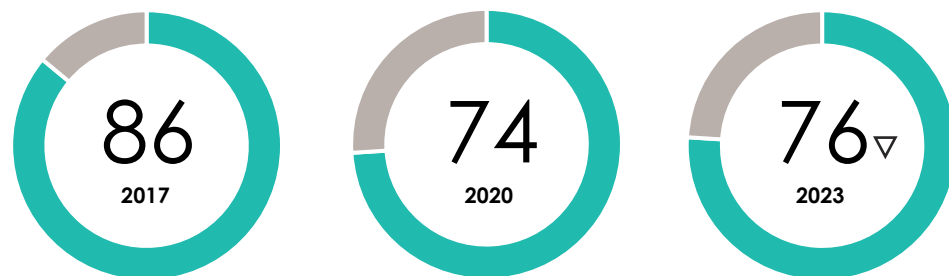
Overall engagement

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.

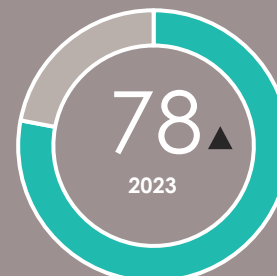
Have you [attended or participated in any art forms] in the last 12 months?

%

Otago 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.

76% of Otago residents have engaged with the arts in the last 12 months.

This represents a decrease since 2017 (86%).

The 2023 level of engagement is comparable with the national average (78%).

Base: All respondents: Otago residents 2017 (n=148), 2020 (n=319), 2023 (n=225); New Zealand: (n=6527).

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

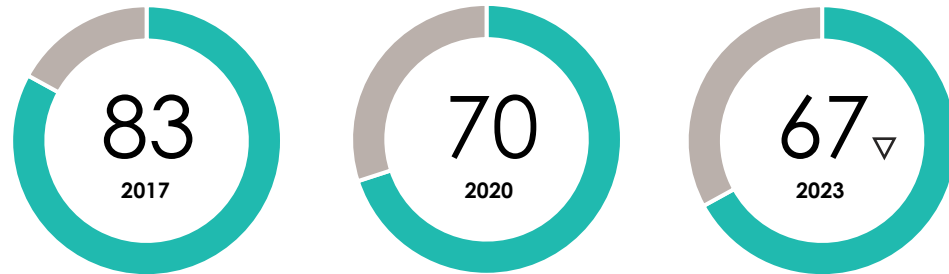
Overall attendance

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

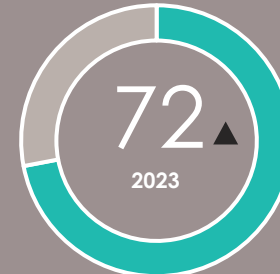
Have you [attended any art forms] in the last 12 months?

%

Otago residents



New Zealand



Commentary

67% of Otago residents have attended at least one arts event or location in the last 12 months.

This level of attendance is lower than in 2017, but not significantly different from the 2023 national average (72%).

Base: All respondents: Otago residents 2017 (n=148), 2020 (n=319), 2023 (n=225); New Zealand: (n=6527).

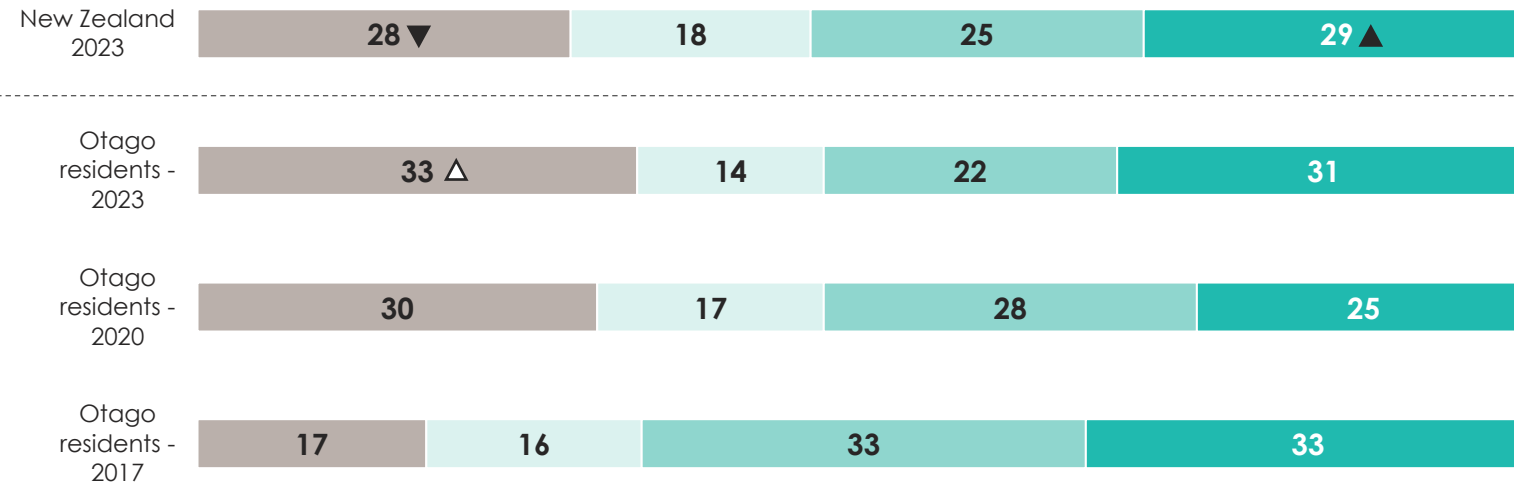
Frequency of attendance

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).

53% of Otago residents have attended any art form four or more times in a year.

The proportion of Otago residents attending 11 or more times a year is comparable with 2020, in line with the national average (29%).

Base: All respondents: Otago residents 2017 (n=148), 2020 (n=319), 2023 (n=225); New Zealand: (n=6527).

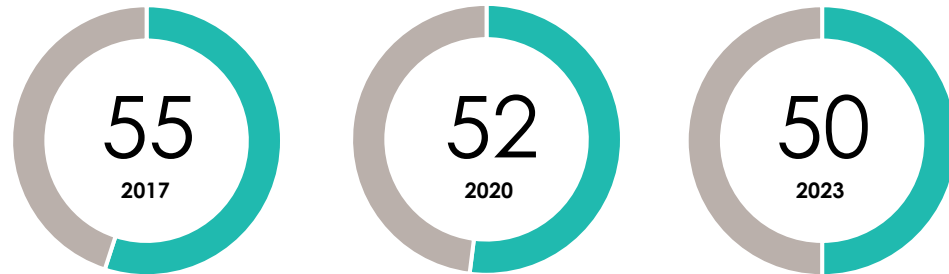
Overall participation

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.

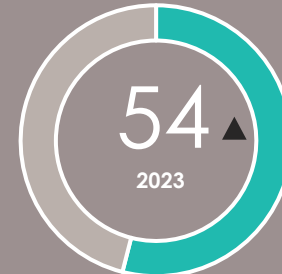
Have you [participated in any art forms] in the last 12 months?

%

Otago residents



New Zealand



Commentary

50% of Otago residents have participated in at least one art form in the last 12 months.

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

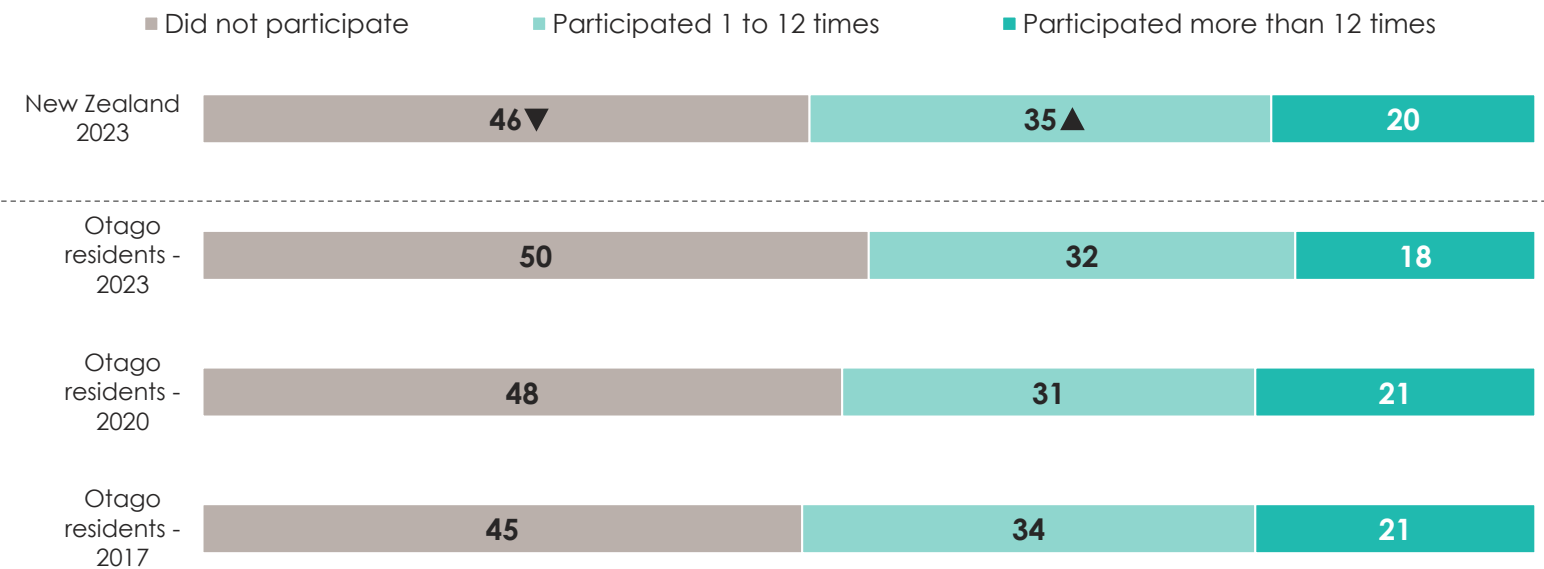
Base: All respondents: Otago residents 2017 (n=148), 2020 (n=319), 2023 (n=225); New Zealand: (n=6527).

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.

18% of Otago residents participate in the arts on a more regular basis (more than 12 times a year).

The proportion of Otago residents participating more than 12 times a year is comparable with 2020 and the 2023 national average (20%).

Base: All respondents: Otago residents 2017 (n=148), 2020 (n=319), 2023 (n=225); New Zealand: (n=6527).

Attendance by artform

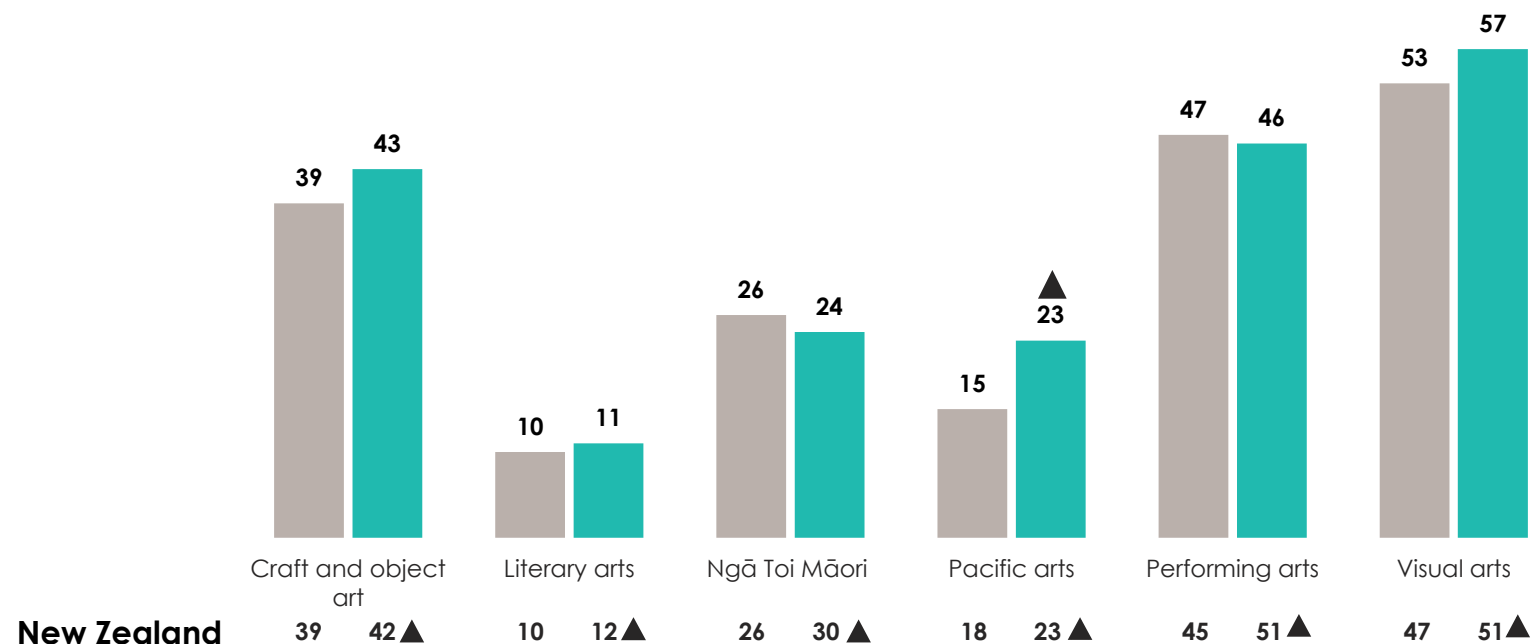
Attendance by art form

The proportions of Otago 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

%

■ Otago residents - 2020 ■ Otago residents - 2023



Commentary

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

Otago residents' attendance of each art form is comparable with the national average.

Since 2020, more Otago residents have attended Pacific arts.

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

Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225); New Zealand: (n=6527).

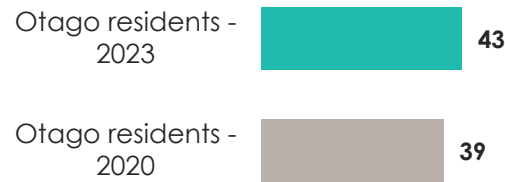
▲▼ = significantly higher / lower than 2020
 ▲▼ = significantly higher / lower than all New Zealanders

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?

%

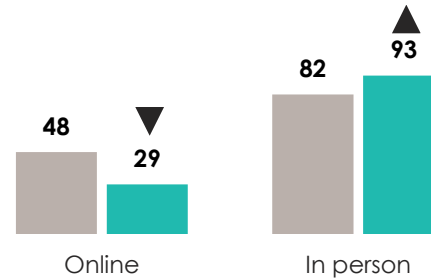


Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225).

Did you do this online or in person?

%

■ Otago residents - 2020 ■ Otago residents - 2023



Base: All who attended craft and/or object art: Otago residents 2020 (n=125), 2023 (n=97).

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: Otago residents 2020 (n=125), 2023 (n=97).

Commentary

Overall, 43% of Otago 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. In person attendance has increased since 2020.

Most Otago residents who attended craft and object art in the last 12 months did so one to three times (69%).

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?

%

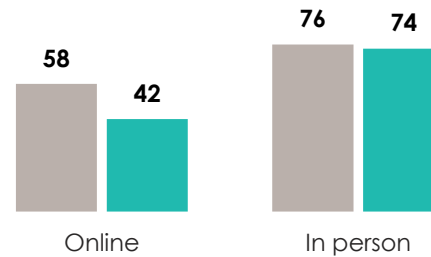


Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225).

Did you do this online or in person?

% *Caution: small sample sizes*

■ Otago residents - 2020 ■ Otago residents - 2023

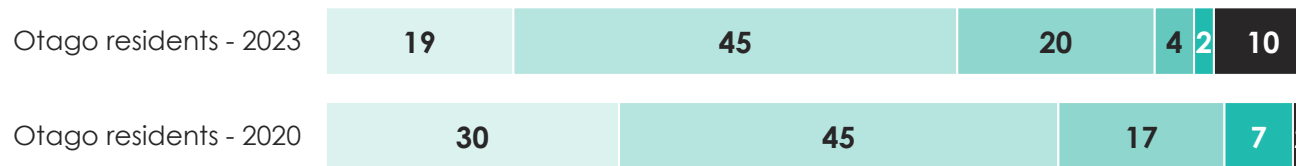


Base: All who attended literary arts: Otago residents 2020 (n=36), 2023 (n=25).

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: Otago residents 2020 (n=36), 2023 (n=25).

Commentary

Overall, 11% of Otago 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.

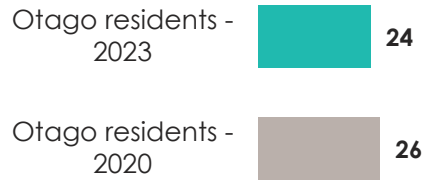
Most Otago residents who attended literary arts did so one to three times (64%).

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?

%

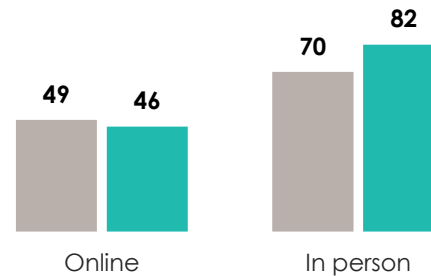


Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225).

Did you do this online or in person?

%

■ Otago residents - 2020 ■ Otago residents - 2023

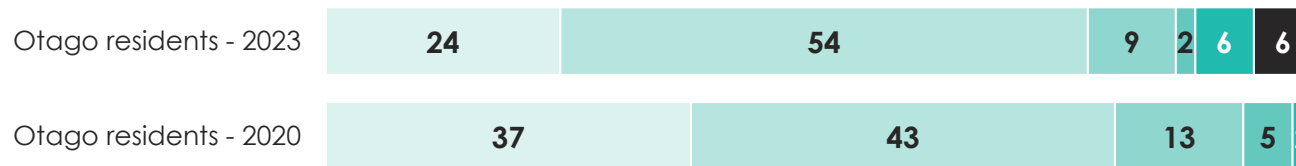


Base: All who attended Māori arts: Otago residents 2020 (n=86), 2023 (n=63).

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: Otago residents 2020 (n=86), 2023 (n=63).

Commentary

Overall, 24% of Otago residents have attended Ngā Toi Māori in the last 12 months.

This is comparable with 2020.

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

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

Pacific arts attendance

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

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

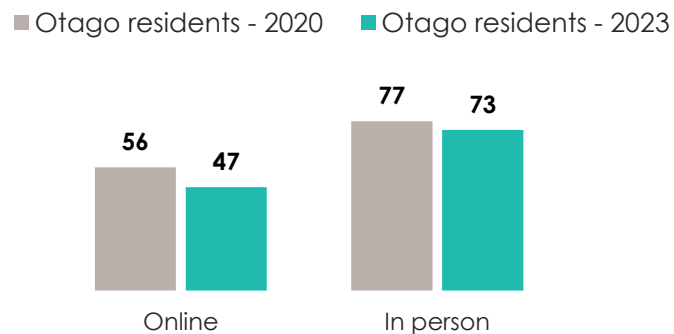
%



Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225).

Did you do this online or in person?

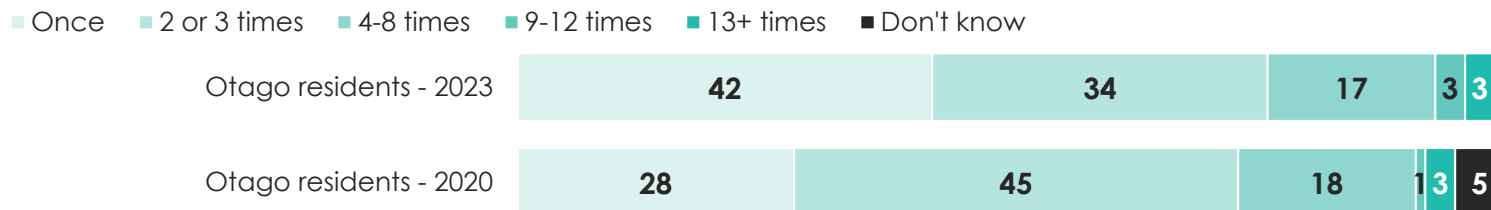
%



Base: All who attended Pacific arts: Otago residents 2020 (n=54), 2023 (n=52).

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

%



Base: All who attended Pacific arts: Otago residents 2020 (n=54), 2023 (n=52).

Commentary

Overall, 23% of Otago residents have attended Pacific arts events in the last 12 months.

This is higher than in 2020.

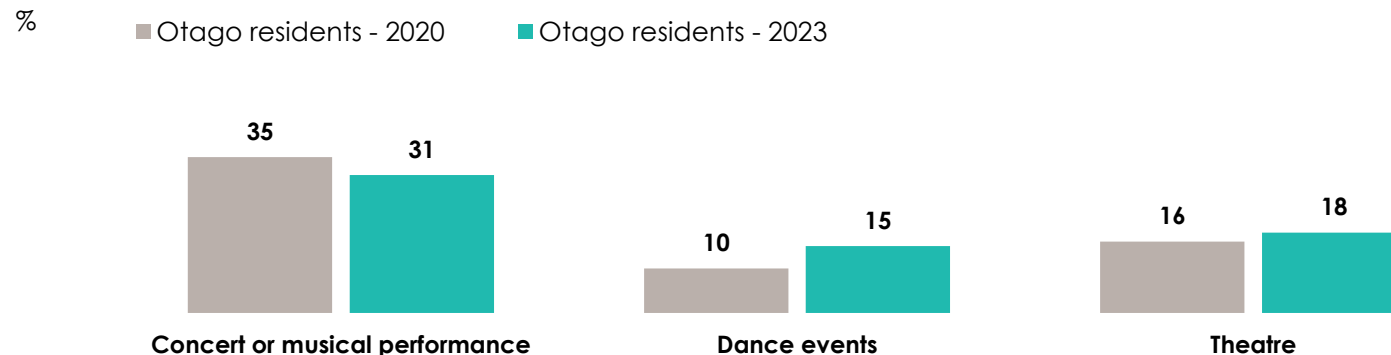
Attendees are more likely to attend Pacific arts events in person than online.

Most Otago residents who attended Pacific arts events in the last 12 months did so one to three times (76%).

Performing arts attendance

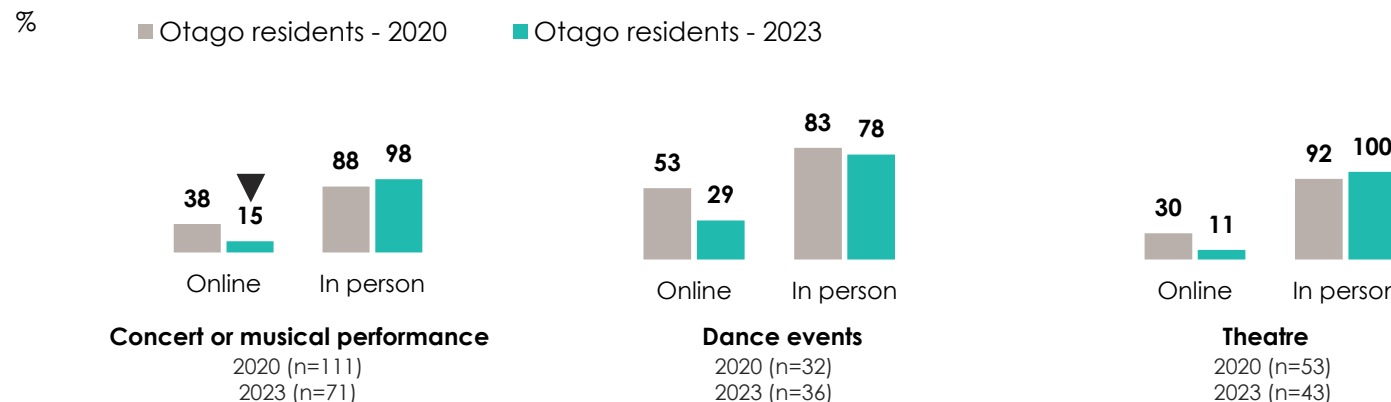
The overall level of performing arts attendance, as well as the channels attendees use

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



Base: All who attended performing arts: Otago residents 2020 (n=319), 2023 (n=225).

Did you do this online or in person?



Commentary

Overall, 46% of Otago residents have attended the performing arts in the last 12 months.

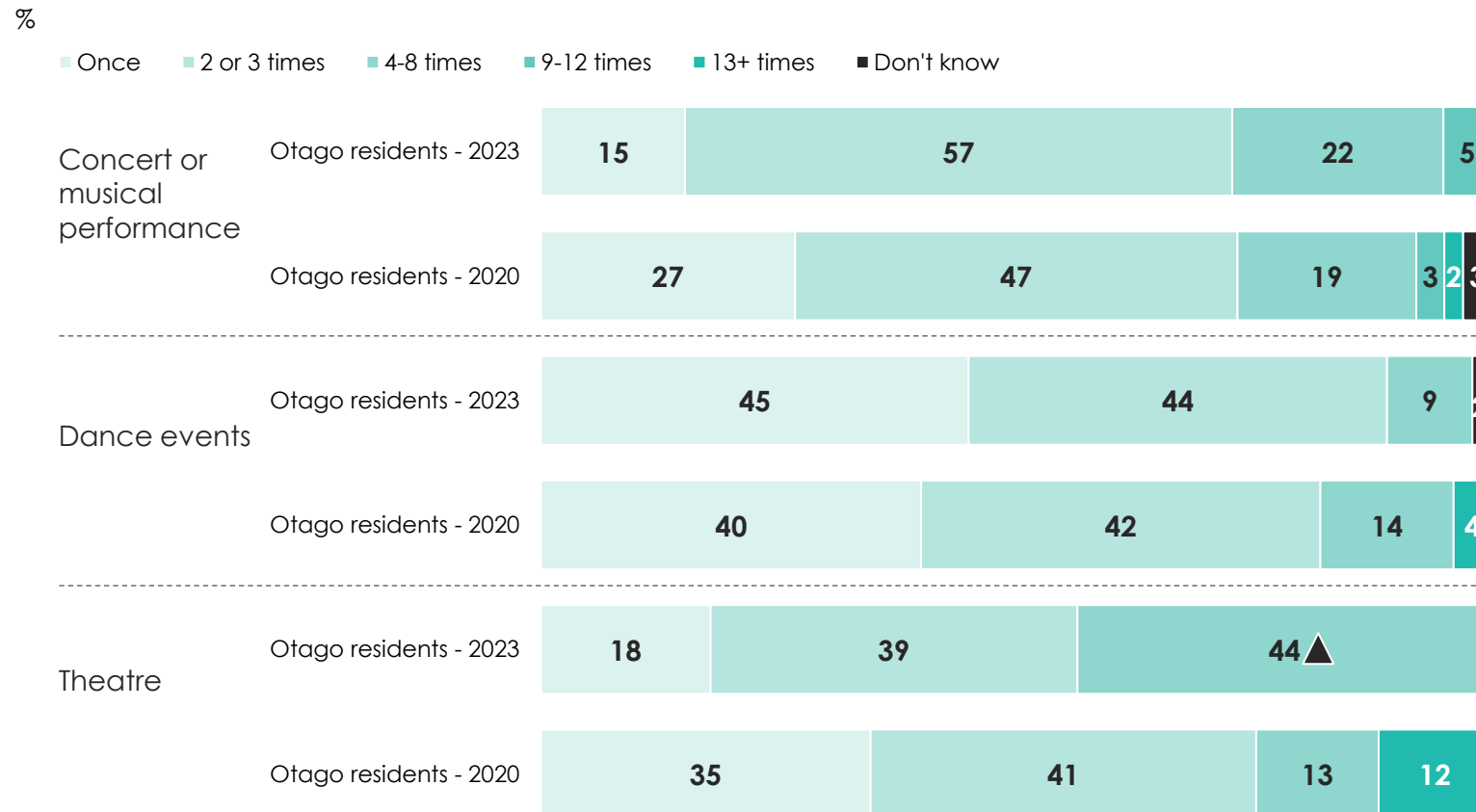
In the last 12 months, 31% of Otago performing arts attendees attended a concert or musical performance, 18% attended theatre, and 15% attended a dance event.

Otago residents typically attend the performing arts in person, but between 11% and 29% 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 Otago residents who attended that form did so one to three times.

Theatre performances are attended more frequently than in 2020.

Frequencies of attending the other two art forms are similar to 2020.

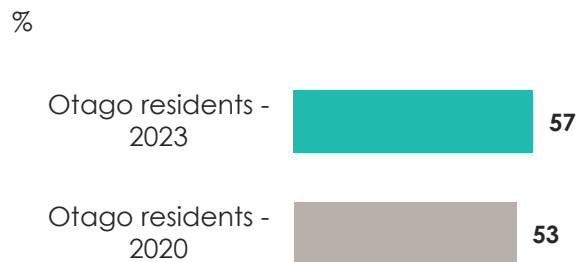
Base: All Otago residents who attended each art form: n=111, n=71, n=32, n=36, n=53, n=43 respectively.

▲▼ = significantly higher / lower than 2020

Visual arts attendance

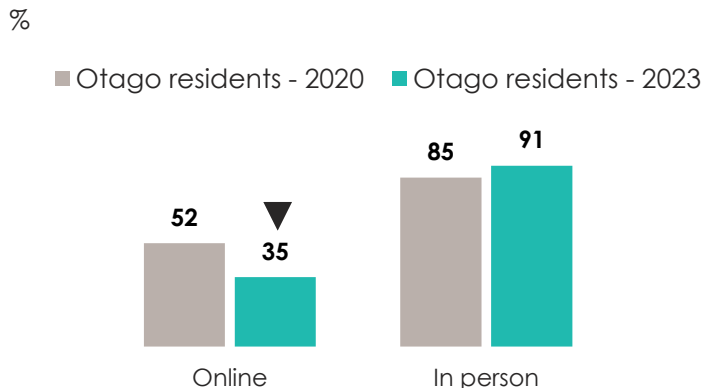
The overall level of visual arts attendance, as well as the channel used and frequency of attendance (among attendees)

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



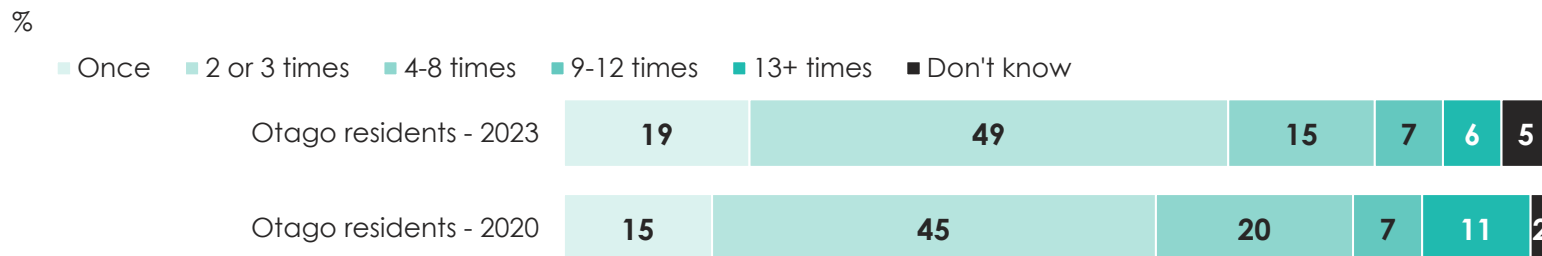
Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225).

Did you do this online or in person?



Base: All who attended visual arts: Otago residents 2020 (n=170), 2023 (n=126).

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



Base: All who attended visual arts: Otago residents 2020 (n=170), 2023 (n=126).

Commentary

57% of Otago residents attended the visual arts in the last 12 months.

This is comparable with 2020.

91% of attendees did so in person and 35% attended online.

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

This is comparable with 2020.

Visual arts attendance: impact of film festivals

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

%

Otago residents



Base: All who attended visual arts: Otago residents 2020 (n=170), 2023 (n=126).

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

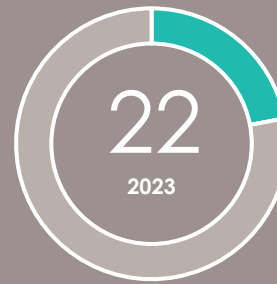
%

Otago residents Caution: small sample size



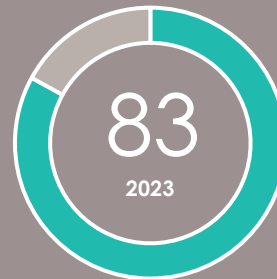
Base: All who attended film festivals: Otago residents 2020 (n=50), 2023 (n=16).

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

13% of Otago residents who have attended the visual arts, have attended a film festival in the last 12 months.

This is lower than 2020, and lower than the 2023 national average (22%).

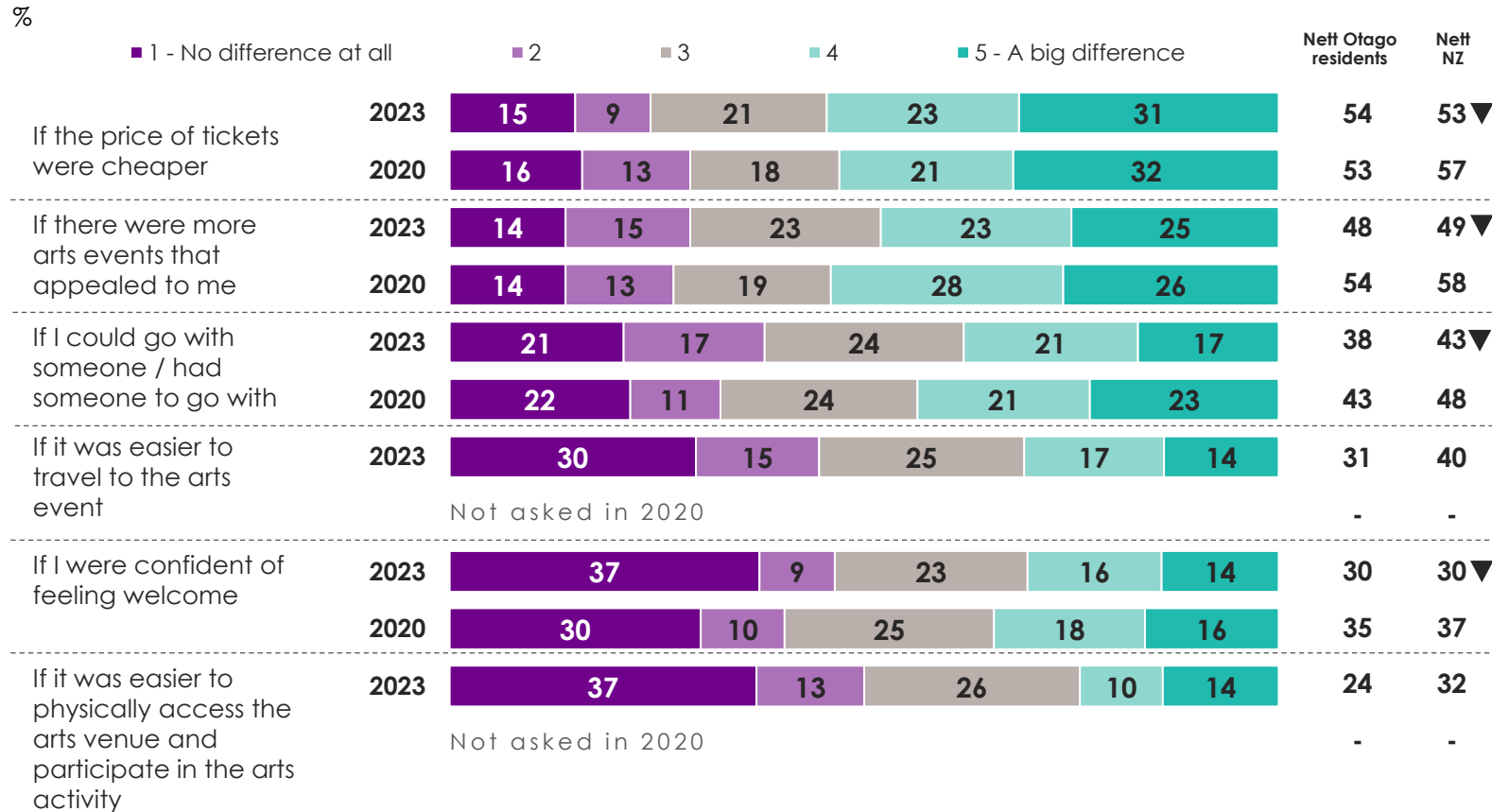
87% of those who have attended a film festival in the last 12 months have also attended other visual art forms.

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

Encouraging greater attendance in the arts

Factors that may encourage 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 (54%)
- More appealing events (48%)
- Having someone to go with (38%).

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

Base: All respondents who are interested in the arts but do not go much: Otago residents 2020 (n=208), 2023 (n=158); New Zealand: (n=4587).

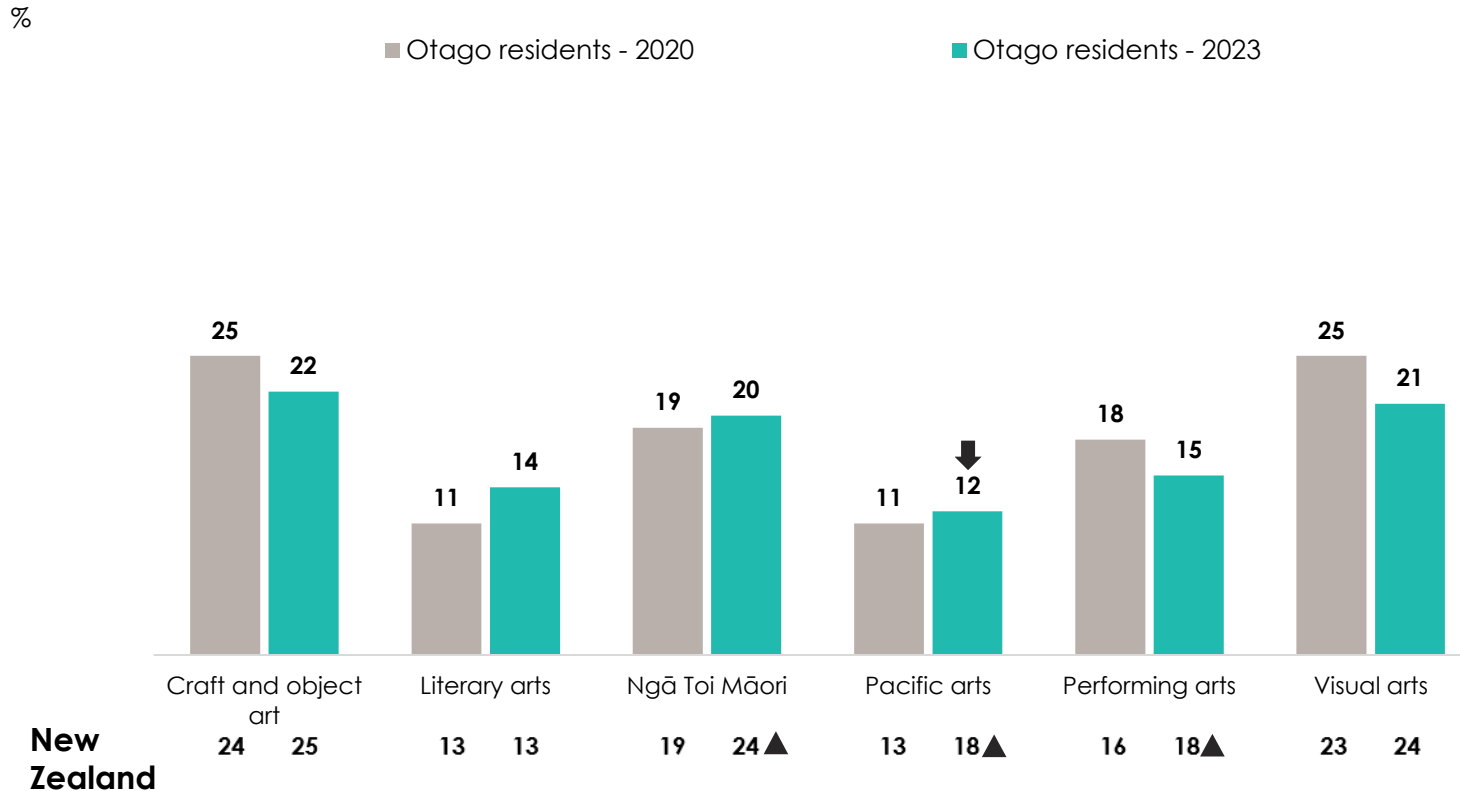
▲▼ = significantly higher / lower than 2020
 ↑↓ = significantly higher / lower than all New Zealanders

Participation by artform

Participation by art form

The proportions of Otago 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, visual arts and Ngā Toi Māori.

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

Otago residents' participation levels are comparable with 2020.

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

Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225); 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?

%

Otago residents

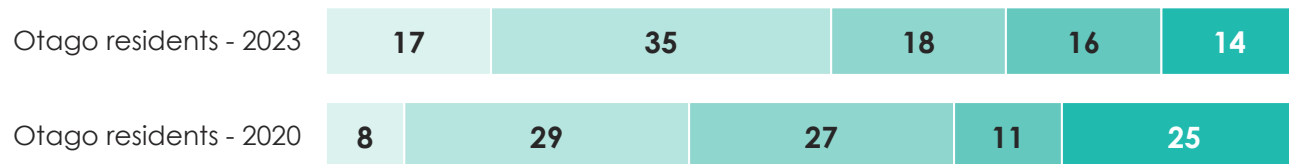


Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225).

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: Otago residents 2020 (n=81), 2023 (n=56).

Commentary

22% of Otago residents participated in craft and object art in the last 12 months.

This is comparable with 2020.

30% of participants in craft and object art participate regularly (at least nine times in the last 12 months).

This is comparable with 2020.

Literary arts participation

The level and frequency of literary arts participation

Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?

%

Otago residents

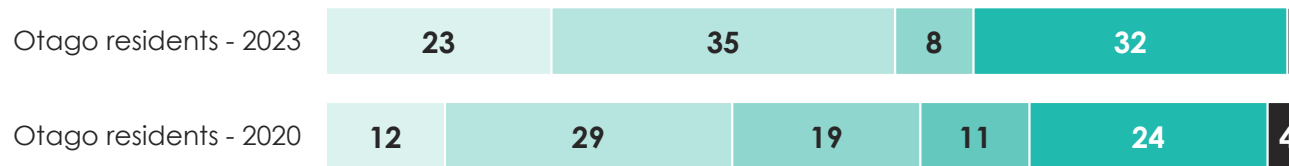


Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225).

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

%

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



Base: All who participated in literary arts: Otago residents 2020 (n=41), 2023 (n=31).

Commentary

14% of Otago residents participated in literary arts in the last 12 months.

This is comparable with 2020.

40% of participants in literary arts participate regularly (at least nine times in the last 12 months).

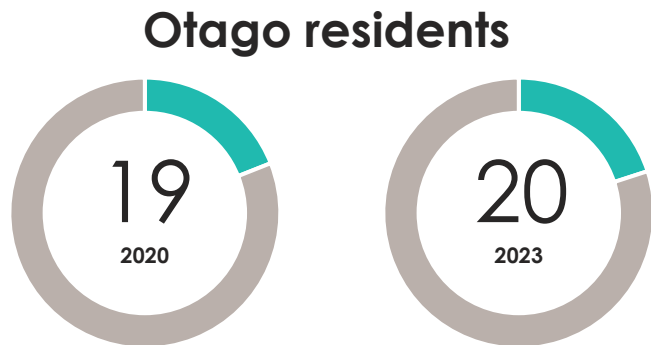
This is comparable with 2020.

Ngā Toi Māori participation

The overall level and frequency of participation in Ngā Toi Māori (Māori arts), as well as participants' involvement in specific Ngā Toi Māori activities

In the last 12 months have you taken part in any Ngā Toi Māori (Māori arts)?

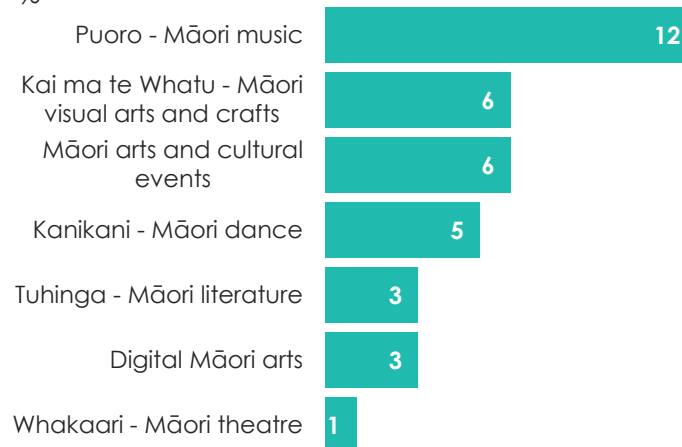
%



Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225).

Choose all the activities you have done.

%



Base: All respondents: Otago residents 2023 (n=225).

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: Otago residents 2020 (n=68), 2023 (n=58).

Commentary

20% of Otago residents participated in Ngā Toi Māori in the last 12 months.

This is comparable with 2020.

The 2023 survey results show that 34% of Māori residents and 17% of non-Māori residents participated in Ngā Toi Māori in the last 12 months.

The most popular Ngā Toi Māori activity is puoro (music).

14% of participants in Ngā Toi Māori participate regularly (at least nine times in the last 12 months).

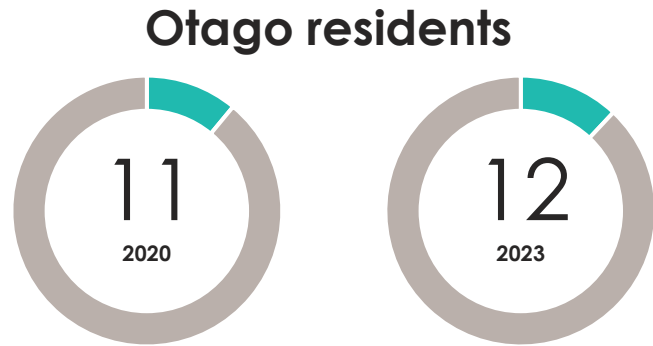
This is comparable with 2020.

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?

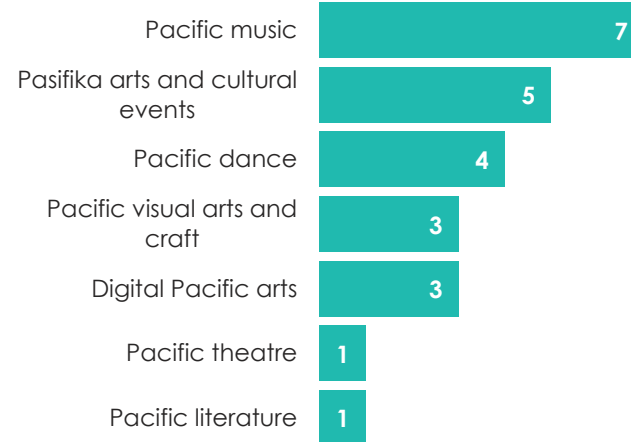
%



Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225).

Choose all the activities you have done.

%



Base: All respondents: Otago residents 2023 (n=225).

On average, how often have you done this in the last 12 months? *Caution: small sample size*

%

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



Base: All who participated in Pacific arts: Otago residents 2020 (n=41), 2023 (n=29).

Commentary

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

This is comparable with 2020.

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

3% of participants in Pacific arts participate regularly (at least nine times in the last 12 months).

This is not significantly different from 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?

%

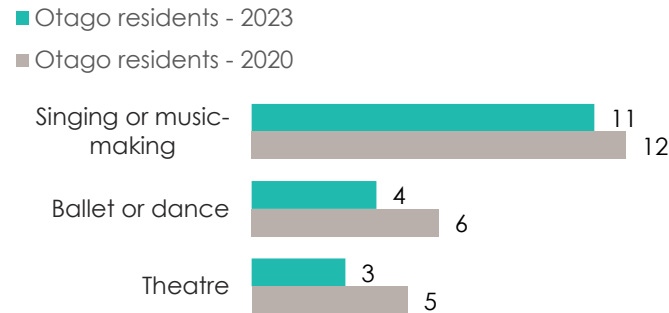
Otago residents



Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225).

Which of these were you actively involved in?

%

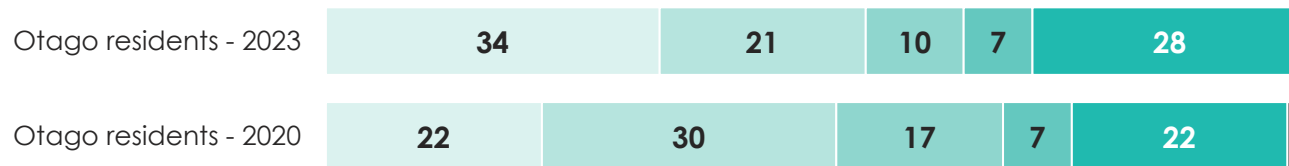


Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225).

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: Otago residents 2020 (n=60), 2023 (n=36).

Commentary

15% of Otago 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 Otago residents to take part in.

35% 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?

%

Otago residents

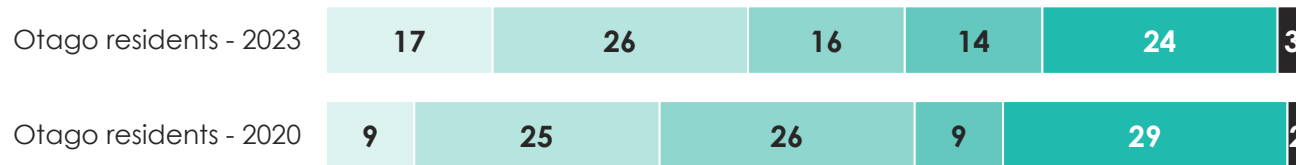


Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225).

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: Otago residents 2020 (n=79), 2023 (n=56).

Commentary

21% of Otago residents participated in the visual arts in the last 12 months.

This is comparable with 2020.

38% of participants in the visual arts participate regularly (at least nine times in the last 12 months).

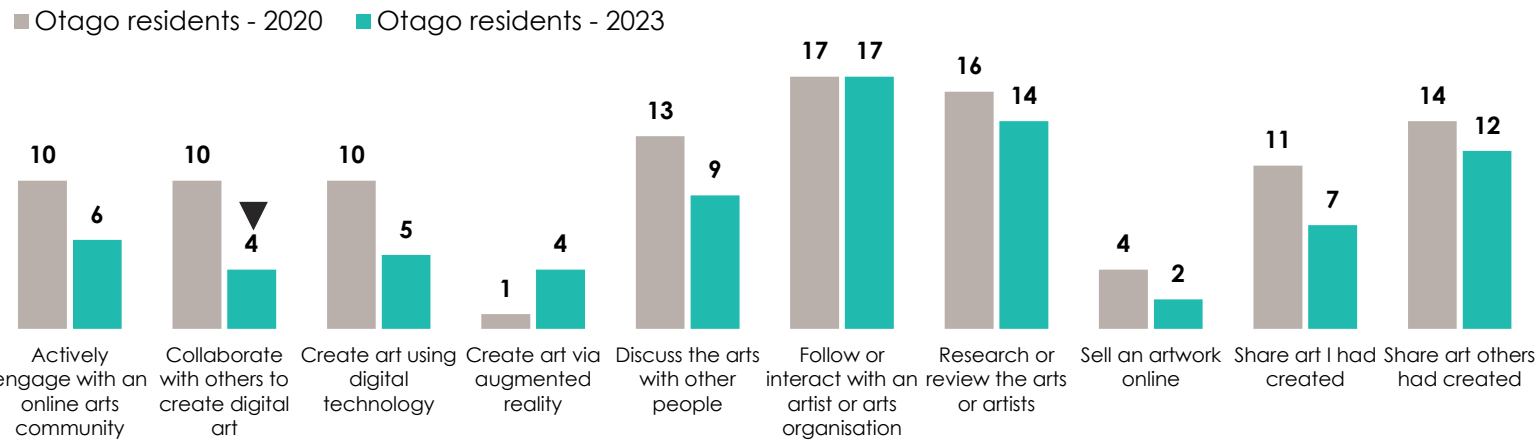
This is comparable with 2020.

Use of digital technology for arts activities

Otago 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?

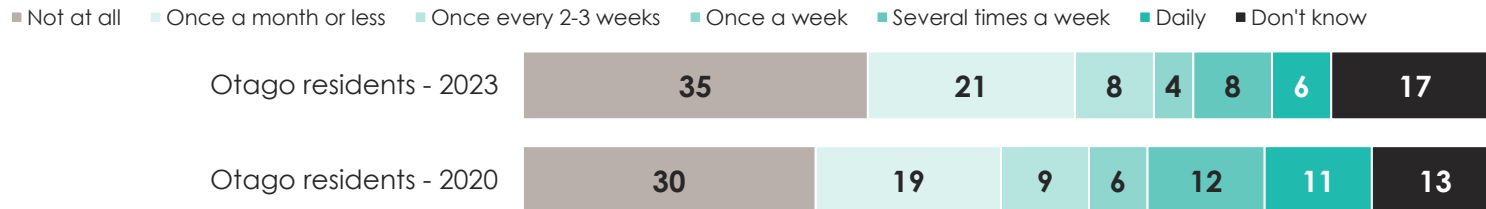
%



Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225).

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

%



Base: All respondents: Otago residents 2020 (n=319), 2023 (n=225).

Commentary

35% of Otago residents have used digital technology for arts activities in 2023.

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.

The frequency of looking or listening to the arts online has not changed since 2020.

▲▼ = significantly higher / lower than 2020

For further information please contact

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