

New Zealanders and the Arts Ko Aotearoa me ōna Toi

Survey findings for Southland 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 **Southland 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

100 ONLINE INTERVIEWS

...with adults aged 15+ living in the Southland 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 Southland 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 Southland 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 100, the margin of error is up to +/- 9.8 percentage points (at the 95% confidence level).

We have used statistical tests to determine:

- Whether any differences 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 Southland 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: Southland residents and the arts

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

Fieldwork: 30 October - 20 December 2023

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

Southland region's relationship with the arts

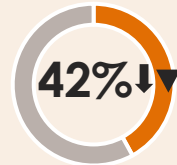
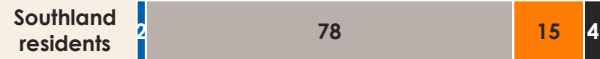
Southland residents' advocacy for the arts is weaker than the national average. Only 42% believe the arts play a key role in creating a better society. Around one in seven say they are more positive about the arts than a year ago.

There is some perceived value at a community level. The arts help us express our diversity and expand our perspectives. Half of Southland residents support public funding of the arts.

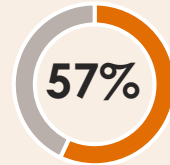
How views have changed over the last 12 months

%

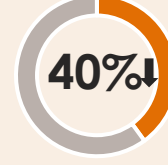
More negative No change More positive Don't know



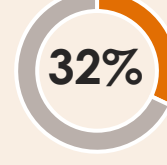
...agree the arts improve New Zealand society



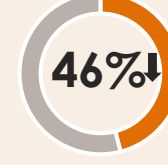
...agree the arts in their area should reflect the diversity of its communities



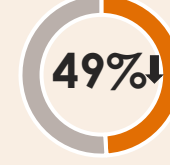
...agree the arts provide opportunities for them to socialise and connect with others



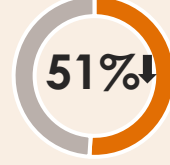
...say the arts are important to their personal wellbeing



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



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



...agree the arts should receive public funding

Southland's engagement with the arts

Southland residents

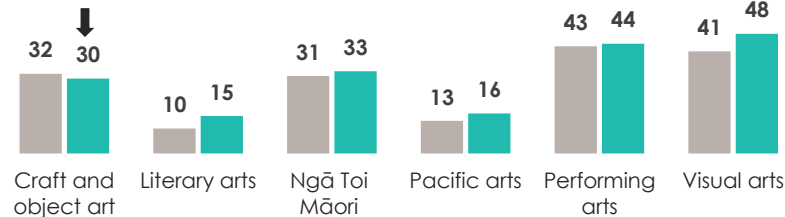
New Zealand



70% of Southland region residents have attended or participated in the arts in the last 12 months. This is in line with previous years and not significantly different from the national results.

Attendance

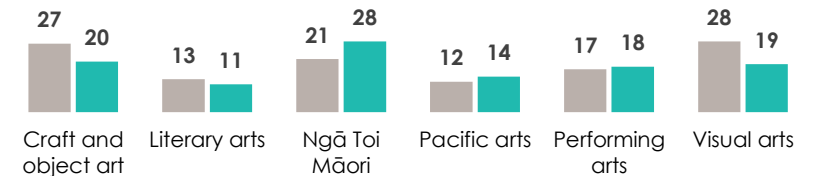
% Southland residents - 2020 Southland residents - 2023



The most popular art forms that Southland residents attend are visual arts and performing arts. The most popular art forms that residents participate in are Ngā Toi Māori, and craft and object art.

Participation

% Southland residents - 2020 Southland residents - 2023



Arts attitudes

Change in overall perception of the arts

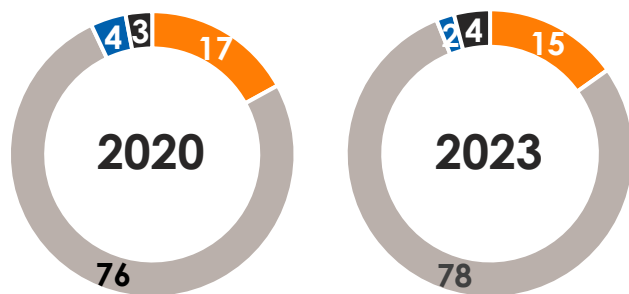
Southland residents' perceptions of the arts and whether this has changed over the last 12 months

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

Southland residents



New Zealand



Commentary

While most Southland residents have not changed their view of the arts, 15% feel more positive about the arts over the last 12 months.

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

Just 2% of Southland residents view the arts more negatively in 2023.

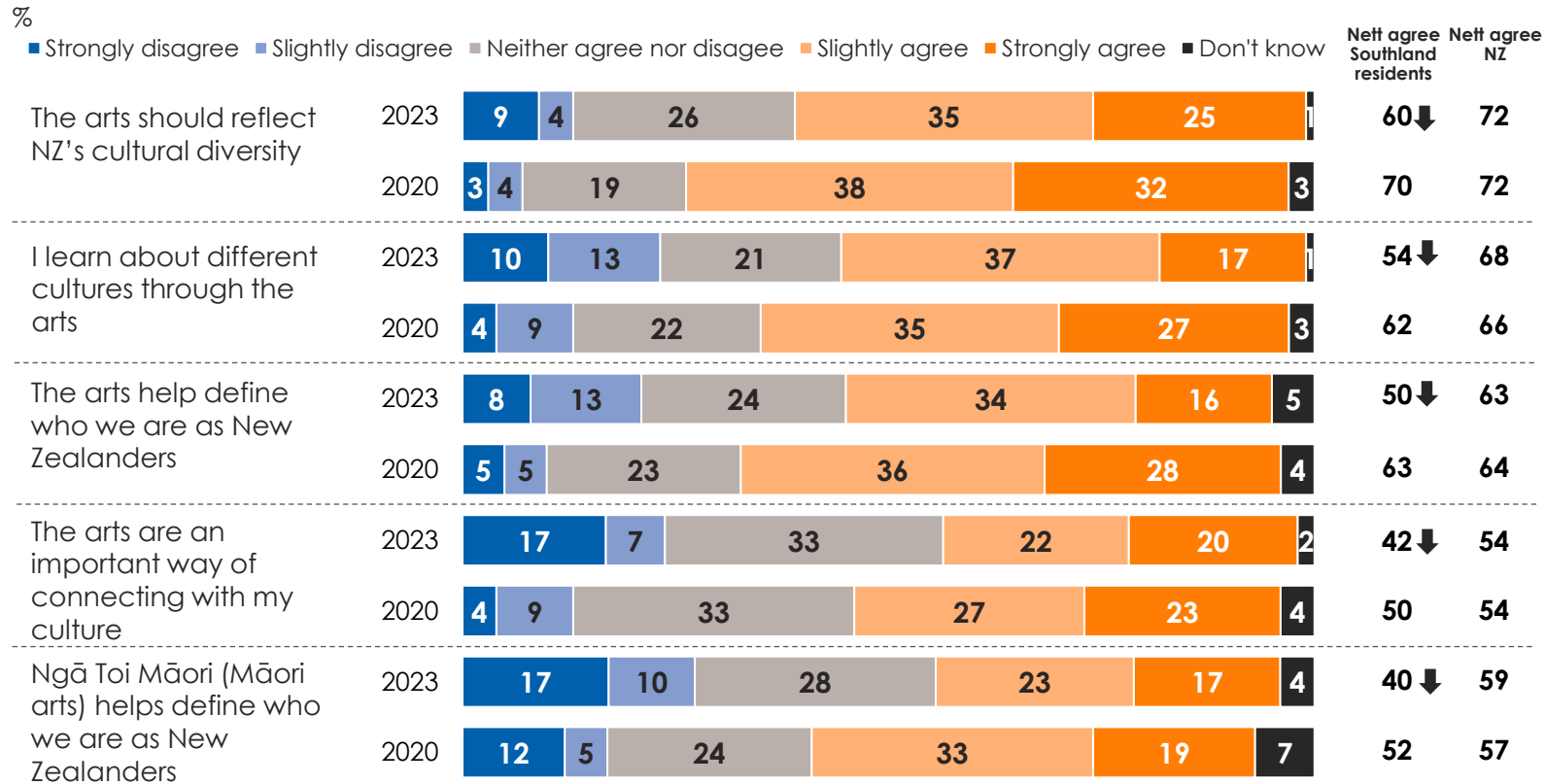
Perceptions are comparable with 2020.

Base: All respondents: Southland residents 2020 (n=121); 2023 (n=100); New Zealand: (n=6527)

Attitudes towards the arts: Culture and identity

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

How much do you agree or disagree?



Commentary

The most common view continues to be that the arts should reflect NZ's cultural diversity (60% of Southland residents).

In 2023, 40% of Southland residents feel that Ngā Toi Māori helps define who we are as New Zealanders.

Southland residents are less likely than the national averages to believe each of the five sentiments measured.

Southland residents' perceptions in 2023 have not changed significantly since 2020.

Base: All respondents: Southland residents 2020 (n=121); 2023 (n=100); New Zealand: (n=6527)

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

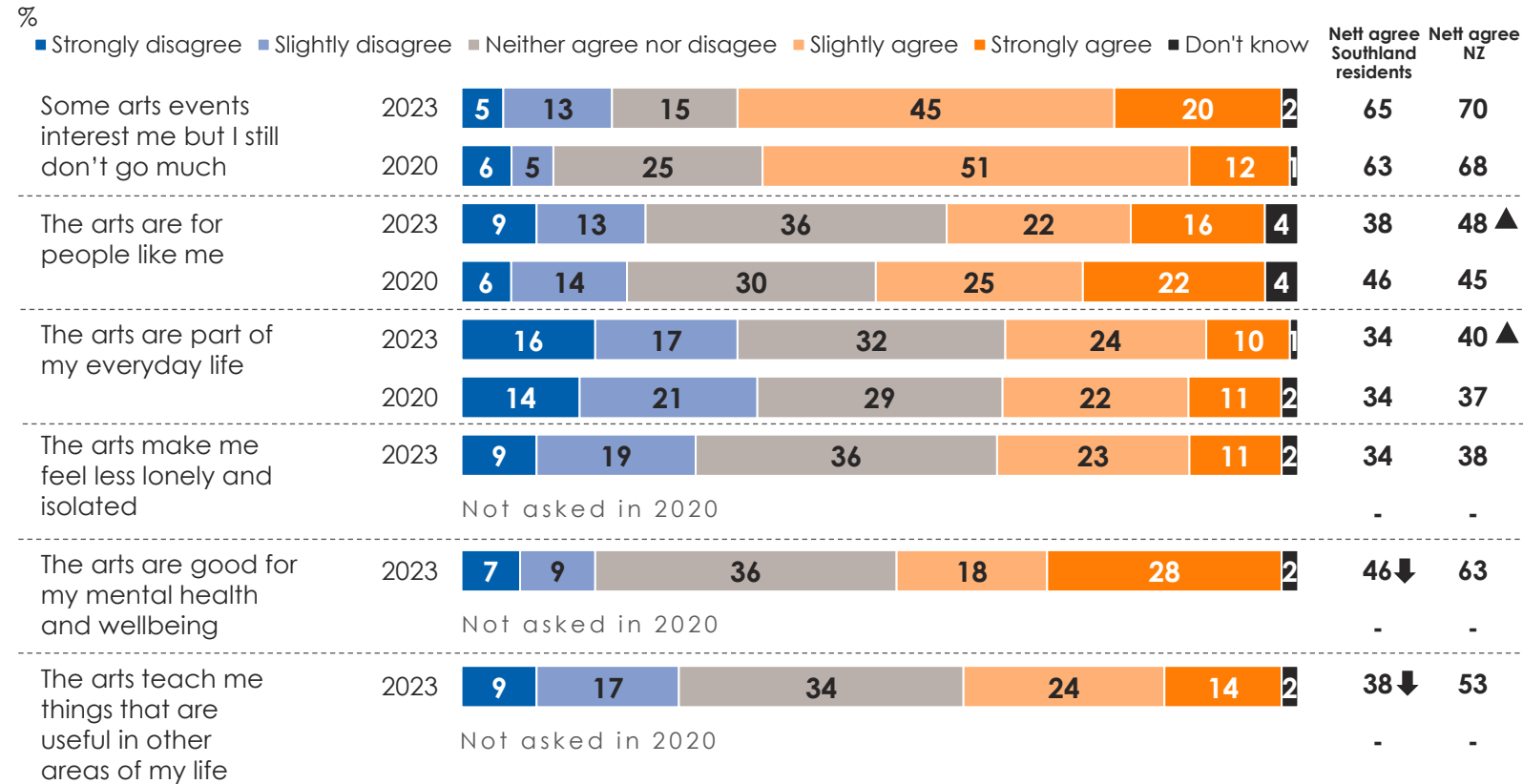
▲▼ = significantly higher / lower than 2020

↑↓ = 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: 34% feel the arts reduce their sense of loneliness and isolation, 46% feel the arts are good for their mental health and wellbeing, and for 38% the arts teach them things that are useful for other areas of their life.

Southland residents are less likely than the national averages to believe two of these new wellbeing measures:

- the arts are good for their mental health and wellbeing
- the arts teach them things that are useful in other areas of their life.

The opportunity to improve attendance at arts events remains, with 65% of Southland residents showing interest but reporting low attendance.

Base: All respondents: Southland residents 2020 (n=121); 2023 (n=100); New Zealand: (n=6527)

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

▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

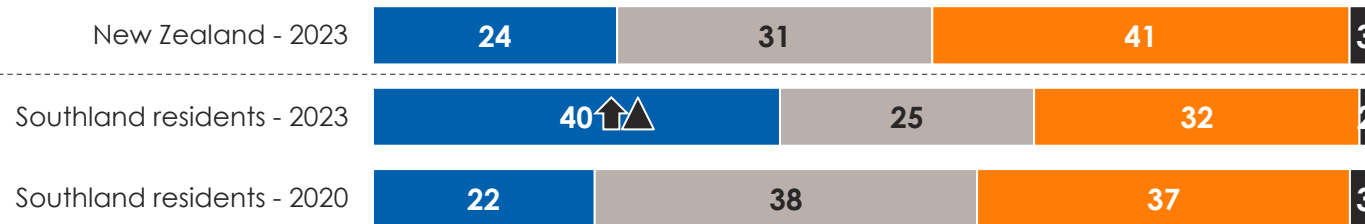
Importance of the arts to wellbeing

The importance that Southland 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

32% of Southland residents feel that the arts is important to their personal wellbeing.

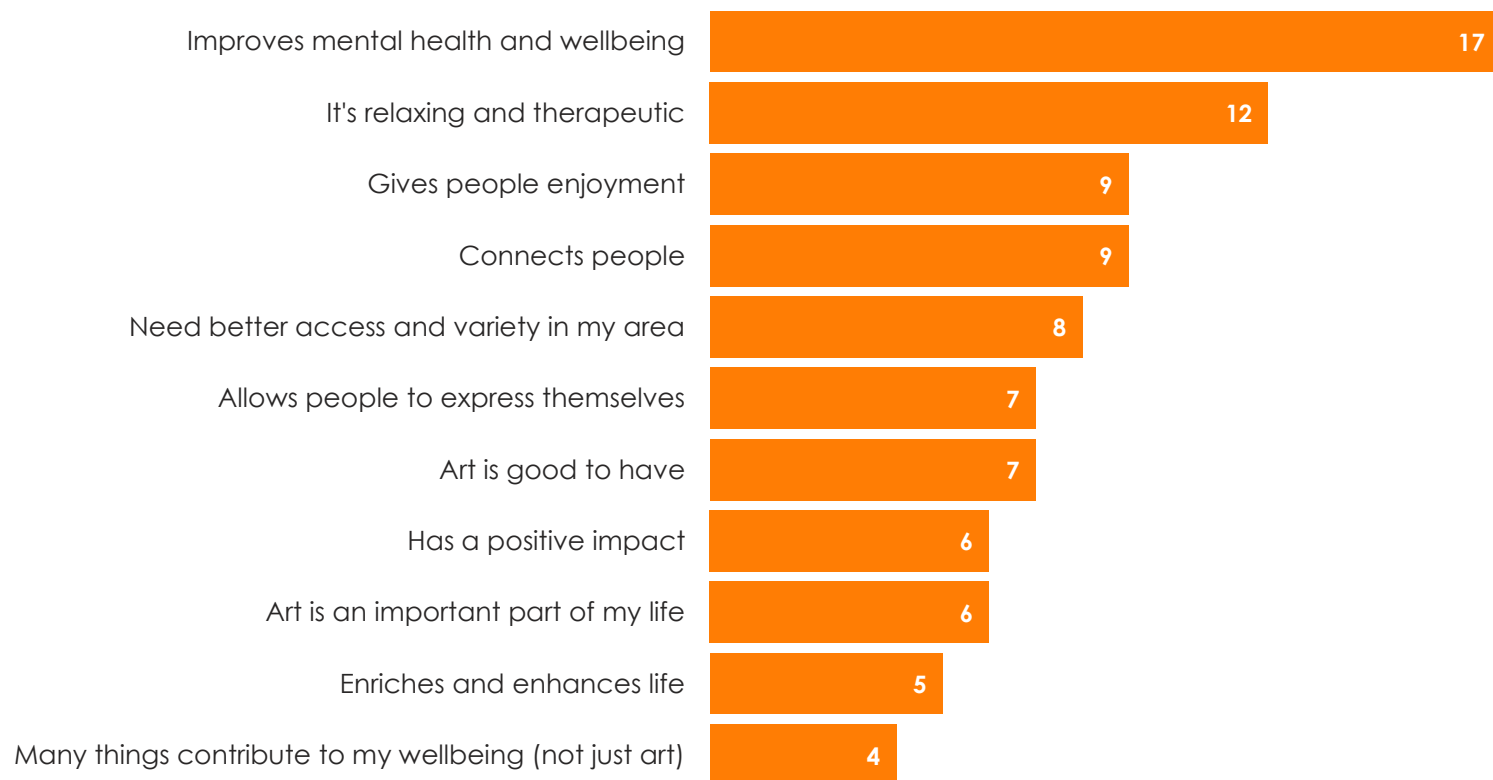
More Southland residents say the arts is 'unimportant' to their personal wellbeing than in 2020, and this is more common than what we see nationally.

Base: All respondents: Southland residents 2020 (n=121); 2023 (n=100); New Zealand: (n=6527)

Reasons why the arts are important to Southland residents' wellbeing

For what reasons do you say that?

% Leading responses



Base: Respondents who feel the arts are important to their personal wellbeing: Southland residents 2023 (n=35)

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

Commentary

We asked the 32% of respondents who feel the arts is important to their personal wellbeing why this is. The chart shows the leading responses.

Quotes

"Having a creative outlet gives me a way to express myself, doing kapa haka is good for my fitness, keeps me grounded and gives me a sense of belonging. My whole hauora benefits when I'm engaged with the arts."

Woman, 15-17 years, Māori and NZ European, Southland

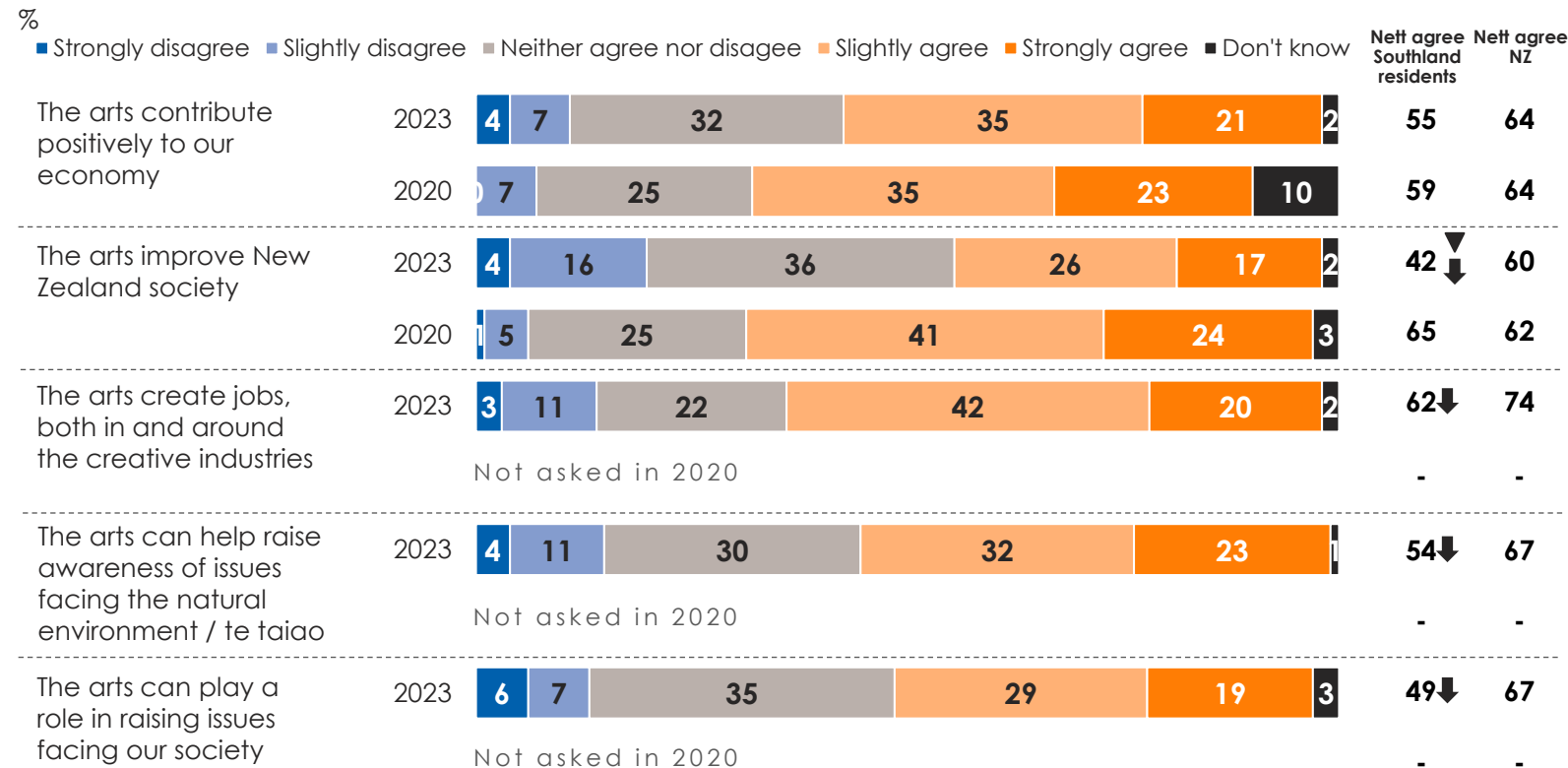
"It allows me to build a better mental and physical wellbeing and to interact with others through the likes of dance. I don't get to indulge this in the South Island like I used to in Auckland. I have been down here three years and not danced since and mentally and physically feel flat and depressed as a result, also unfit."

Man, 60-69 years, NZ European, Southland

Attitudes towards the arts: How the arts benefit New Zealand

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

How much do you agree or disagree?



Commentary

Most Southland residents continue to widely recognise the social and economic benefits of the arts. These perceptions are in line with 2020, with one exception: Southland residents are less likely to believe the arts improve New Zealand society than in 2020.

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

62% of Southland residents see the value of the arts in generating employment in creative industries.

54% of Southland residents believe the arts can help raise awareness of environmental issues.

And 49% of Southland residents believe the arts can play a role in raising awareness of societal issues.

Southland residents are less likely than the national averages to believe four of the five benefits to New Zealand measured.

Base: All respondents: Southland residents 2020 (n=121); 2023 (n=100); New Zealand: (n=6527)

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

▲▼ = significantly higher / lower than 2020

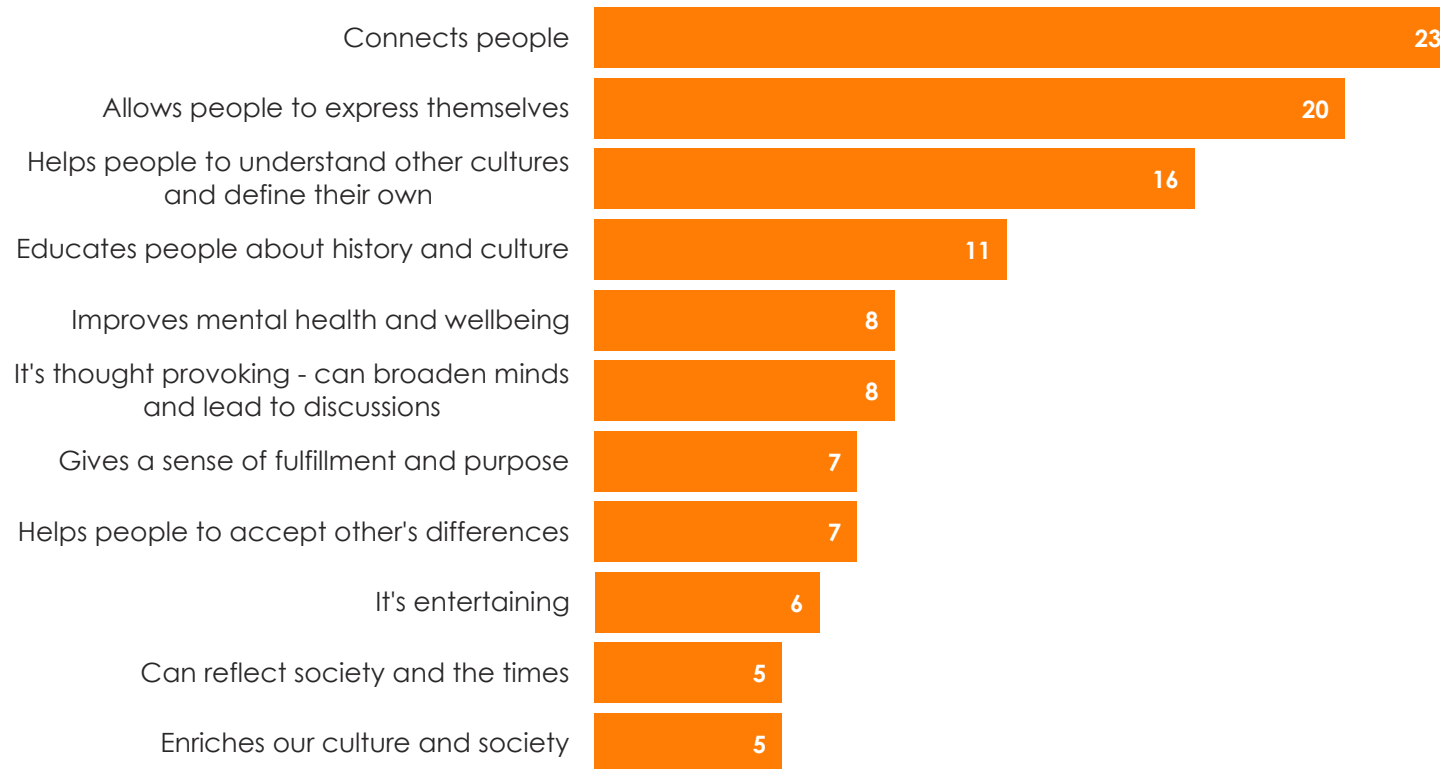
↑↓ = significantly higher / lower than all New Zealanders

Reasons why the arts improve society

Why Southland 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: Southland residents 2023 (n=44)

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

Commentary

We asked the 42% of respondents who feel that the arts improve New Zealand society why this is. The chart opposite shows the leading reasons given.

Quotes

"Arts is important for education. Some people are not confident to speak in front of people. They are more confident in expressing their feelings and deliver important message through Arts"

Woman, 30-39 years, Pacific, Southland

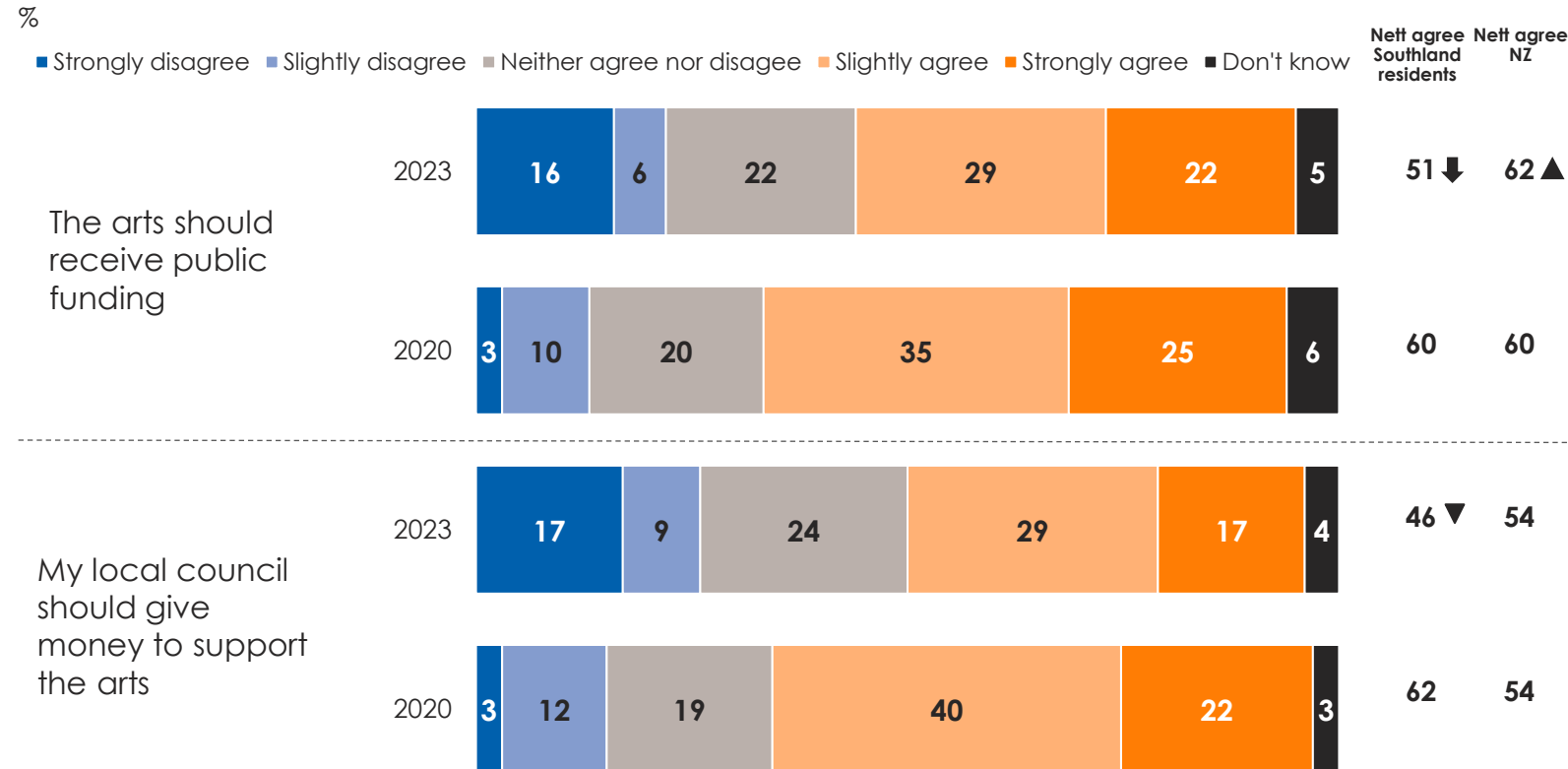
"Socialisation, health and wellbeing, both mental and physical, fostering understanding and consideration, building patience and accepting mistakes. building relationships"

Man, 60-69 years, NZ European, Southland

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 fairly strong.

51% of Southland residents believe that the arts should receive public funding.

This is not significantly different from 2020, but is lower than the national average (62%).

Māori (74%) are more likely than average to believe the arts should receive public funding.

46% of Southland residents support the idea that Council should help fund the arts.

This is lower than in 2020, but still comparable with the national average (54%).

Base: All respondents: Southland residents 2020 (n=121); 2023 (n=100); New Zealand: (n=6527)

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

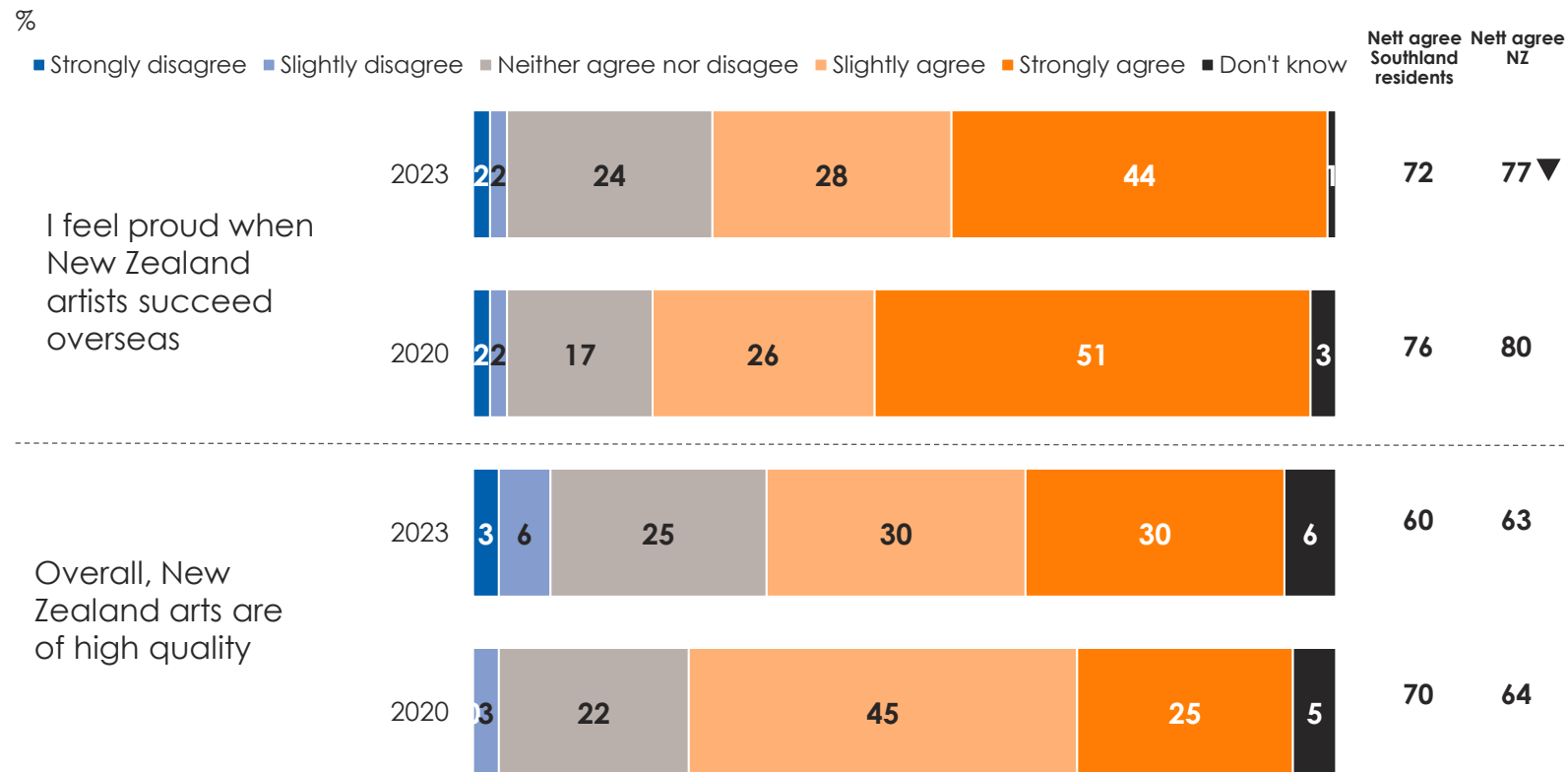
▲▼ = significantly higher / lower than 2020

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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 Southland residents feel when New Zealand artists enjoy overseas success

How much do you agree or disagree?



Commentary

Southland 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.

72% of Southland residents feel proud when New Zealand artists succeed overseas.

This has not changed significantly since 2020, and is in line with the national average (77%).

Overall, 60% of Southland 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: Southland residents 2020 (n=121); 2023 (n=100); New Zealand: (n=6527)

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

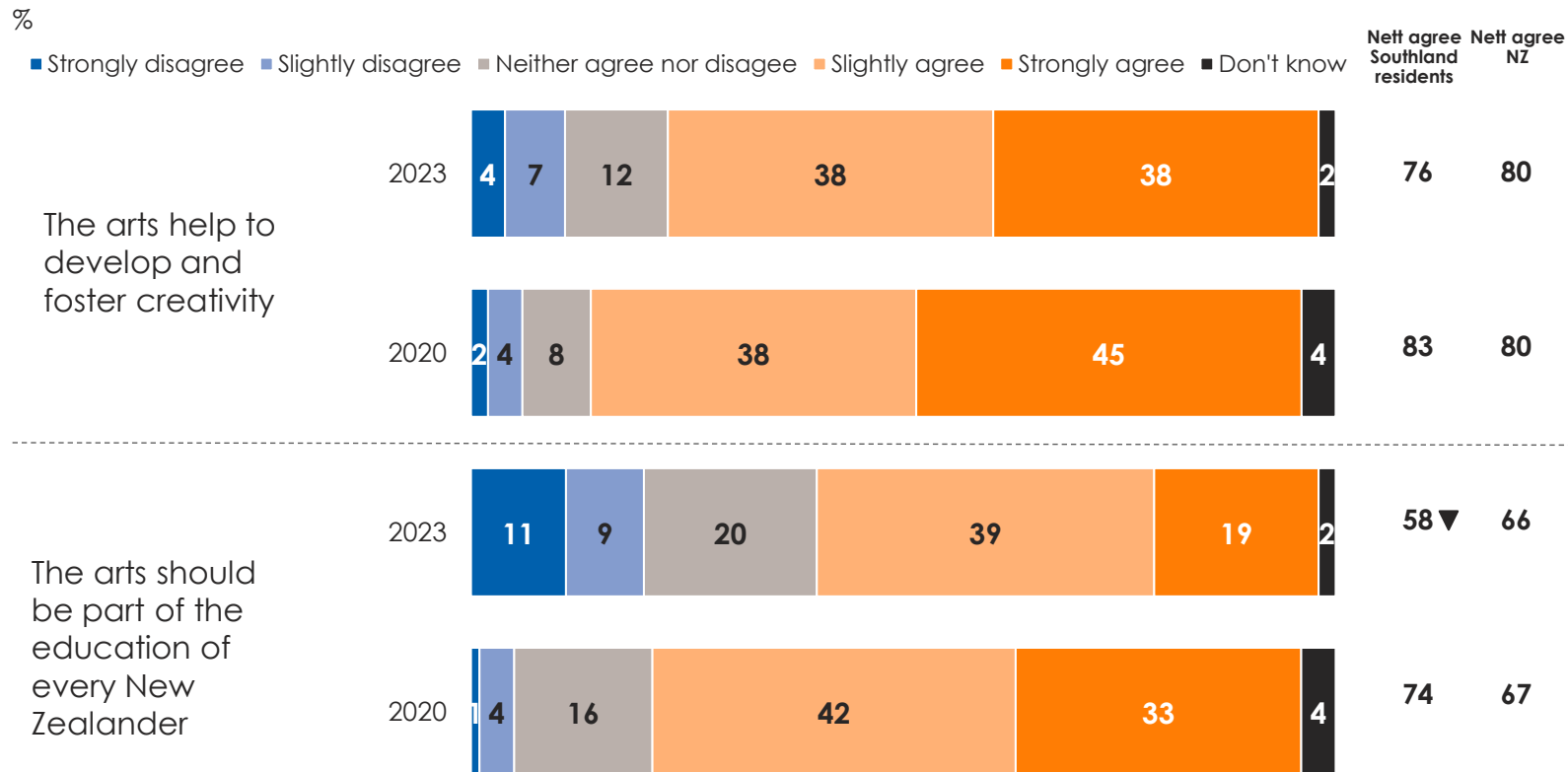
▲▼ = significantly higher / lower than 2020

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Attitudes towards the arts: Education and development

Southland 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

76% of Southland 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%).

58% of Southland residents support the idea that the arts should be part of the education of every New Zealander.

This is lower than in 2020, but not significantly different from the national average (66%).

Base: All respondents: Southland residents 2020 (n=121); 2023 (n=100); New Zealand: (n=6527)

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

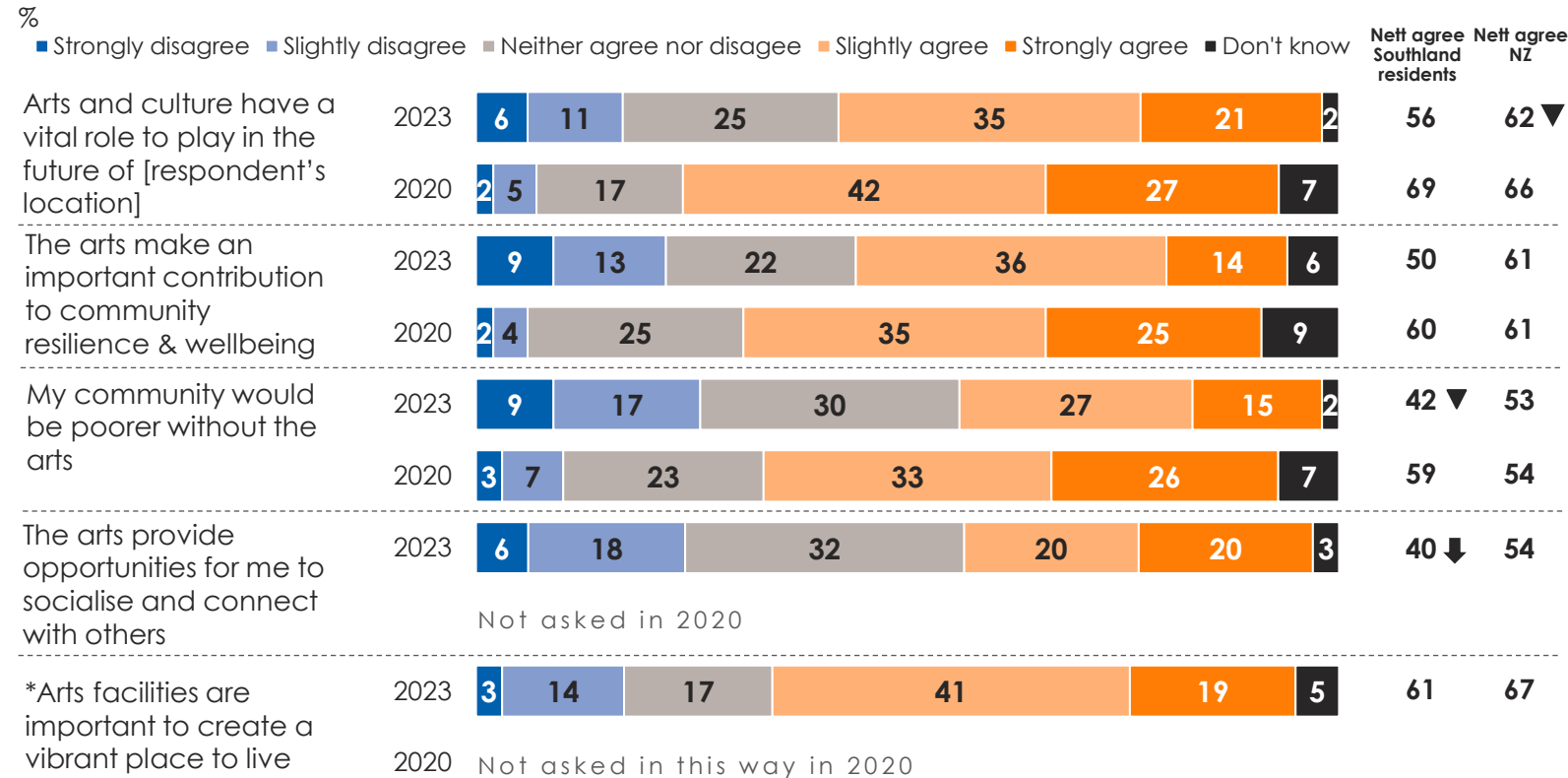
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Attitudes towards the arts: Role of the arts in creating communities

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

Since 2020, fewer Southland residents believe that their community would be poorer without the arts.

The new 2023 measure delivers insight into the value that the arts provide to individuals in building community: 40% of Southland residents say the arts provide opportunities for them to socialise and connect with others. However, Southland residents are less likely than the national average to believe this.

Base: All respondents: Southland residents 2020 (n=121); 2023 (n=100); 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

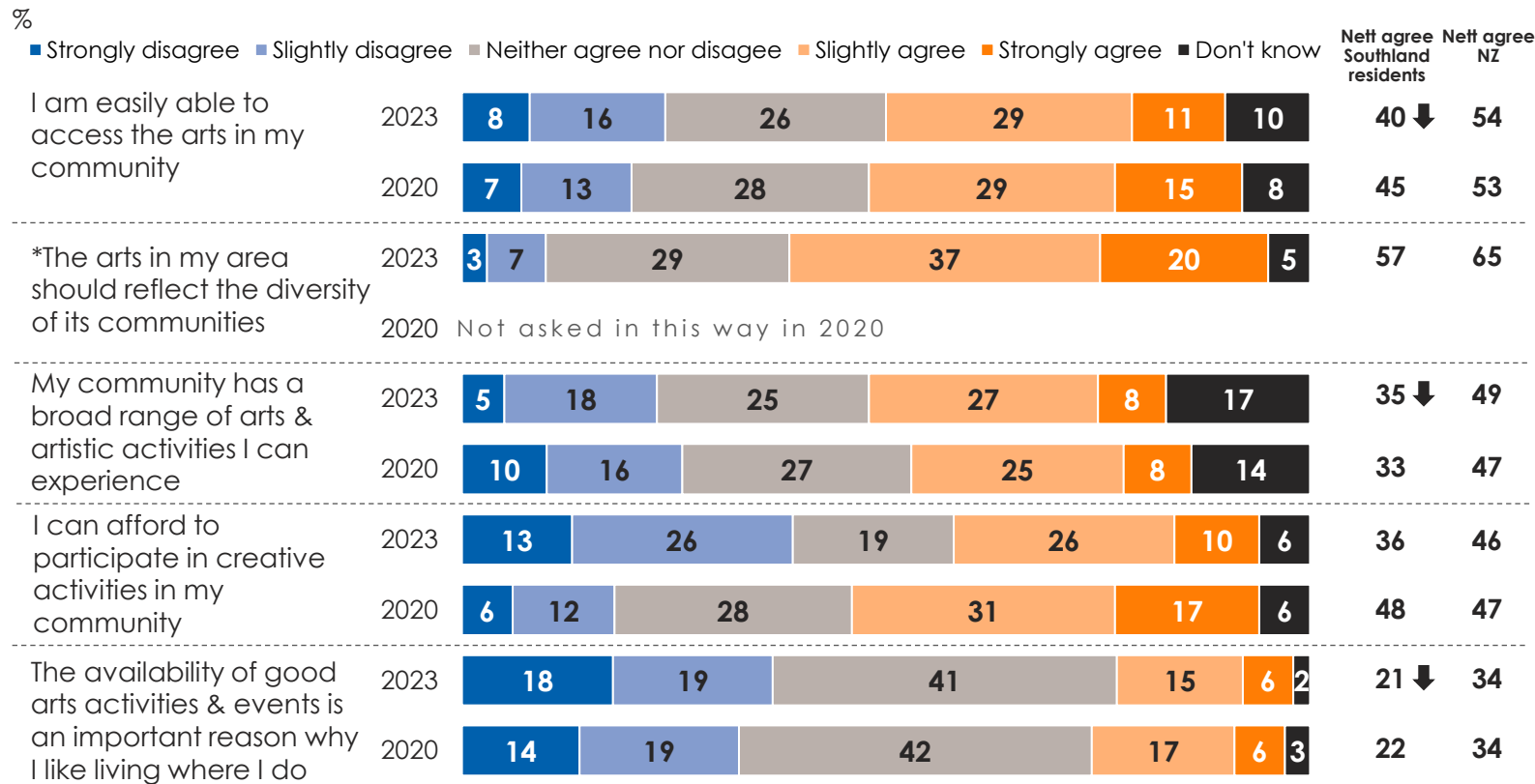
▲▼ = significantly higher / lower than 2020

↑↓ = 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

Fewer than half of Southland residents can access the arts and just over half feel the arts should reflect the diversity of their community.

Southland residents are less likely than the national average to believe that:

- They can easily access the arts in their community
- Their community has a broad range of arts and artistic activities they can experience
- The availability of good arts activities and events is an important reason why they like to live where they do.

Southland residents' perceptions are comparable with 2020.

Base: All respondents: Southland residents 2020 (n=121); 2023 (n=100); New Zealand: (n=6527)

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

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

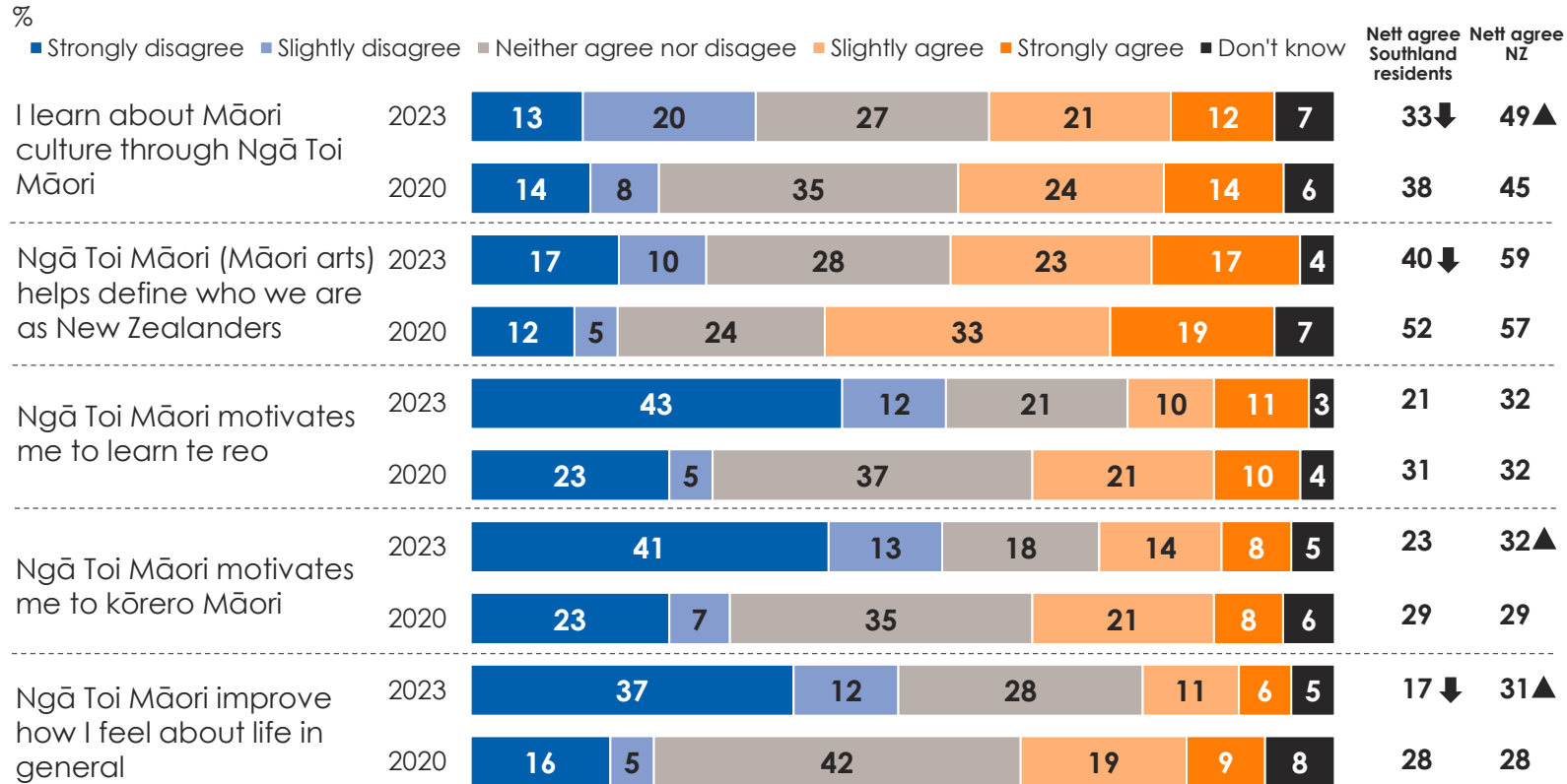
▲▼ = significantly higher / lower than 2020

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Attitudes towards Ngā Toi Māori (Māori arts)

Attitudes describing the benefits people personally experience from Ngā Toi Māori

How much do you agree or disagree with the following about Ngā Toi Māori (Māori arts)?



Commentary

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

Southland residents are less likely than the national average to believe that:

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

Base: All respondents: Southland residents 2020 (n=121); 2023 (n=100); New Zealand: (n=6527)

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

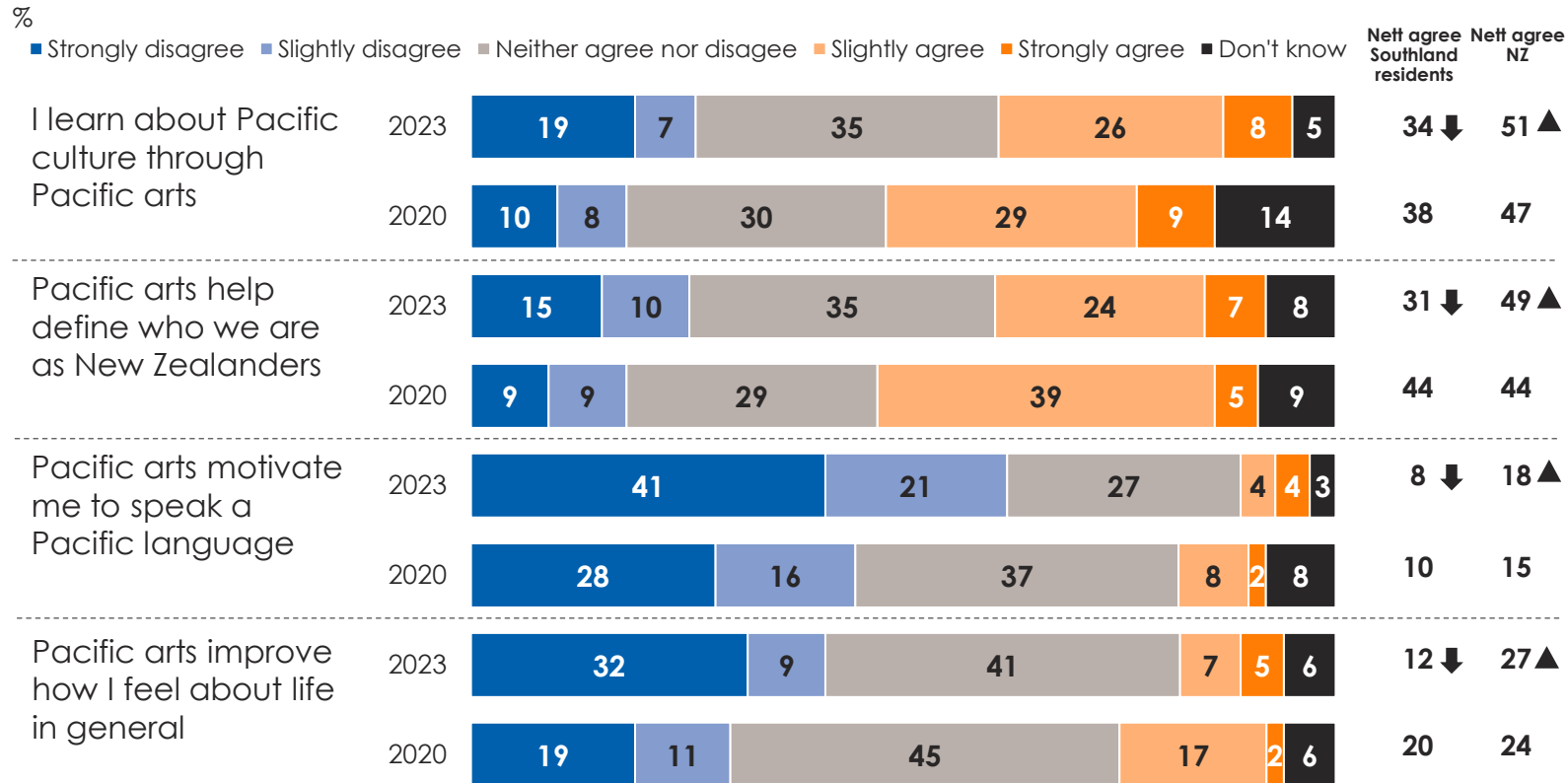
▲▼ = significantly higher / lower than 2020

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

Southland residents are less likely than the national average to believe each of the statements.

There are no significant changes since 2020.

Base: All respondents: Southland residents 2020 (n=121); 2023 (n=100); 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

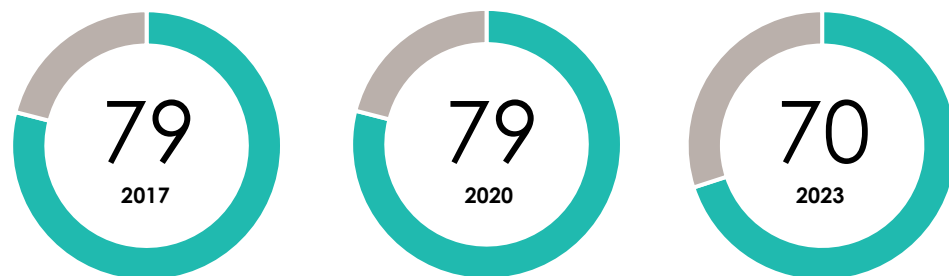
Overall engagement

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.

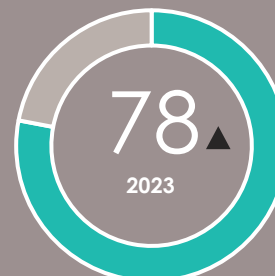
Have you [attended or participated in any art forms] in the last 12 months?

%

Southland 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.

70% of Southland residents have engaged with the arts in the last 12 months.

There has been no significant change since 2020 (79%).

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

Base: All respondents: Southland residents 2017 (n=381), 2020 (n=121), 2023 (n=100); New Zealand: (n=6527).

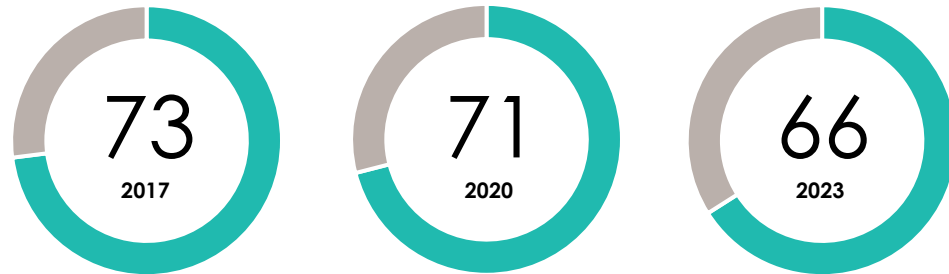
Overall attendance

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

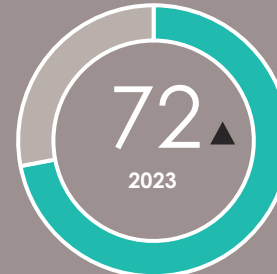
Have you [attended any art forms] in the last 12 months?

%

Southland residents



New Zealand



Commentary

66% of Southland residents have attended at least one arts event or location in the last 12 months.

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

Base: All respondents: Southland residents 2017 (n=381), 2020 (n=121), 2023 (n=100); New Zealand: (n=6527).

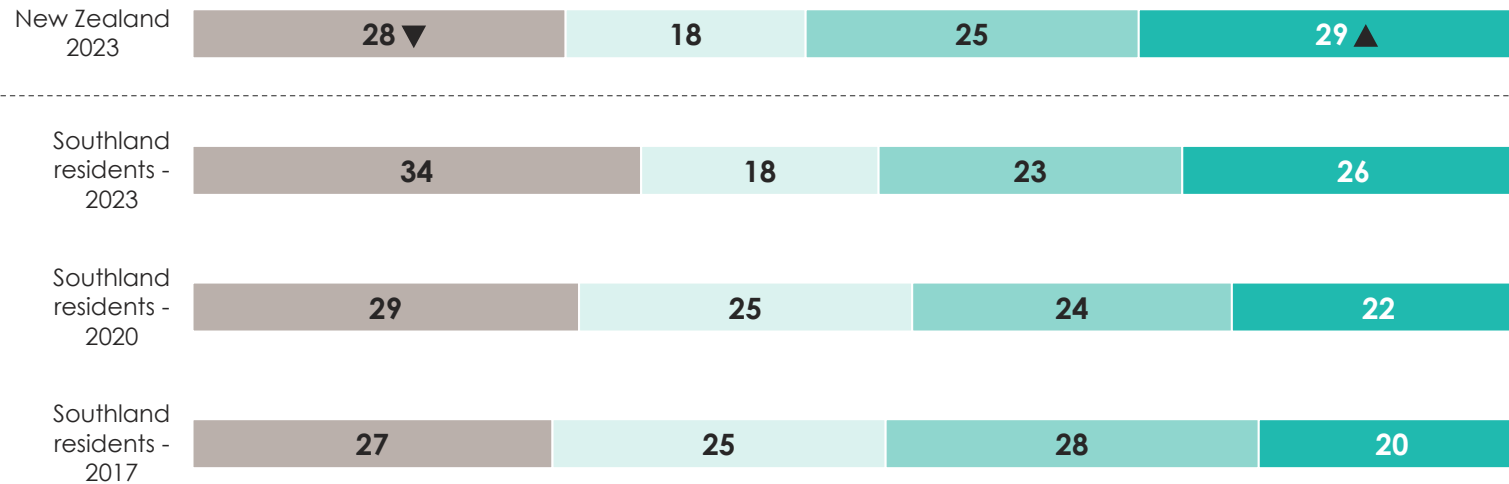
Frequency of attendance

Frequency of attendance shows the **number of times** people have attended any of the following art forms in the last 12 months: craft & object art, literature, Ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts.

On average, how often have you [attended any art form] in the last 12 months?

%

■ Did not attend ■ Low (1-3 events) ■ Medium (4-10 events) ■ High (11+ events)



Commentary

We have identified four groups defined by the frequency with which they attended any art form over the last 12 months:

- Did not attend any art form at all
- Attended one to three times (low)
- Attended four to 10 times (medium)
- Attended 11 or more times (high).

49% of Southland residents have attended any art form four or more times in a year.

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

Base: All respondents: Southland residents 2017 (n=381), 2020 (n=121), 2023 (n=100); New Zealand: (n=6527).

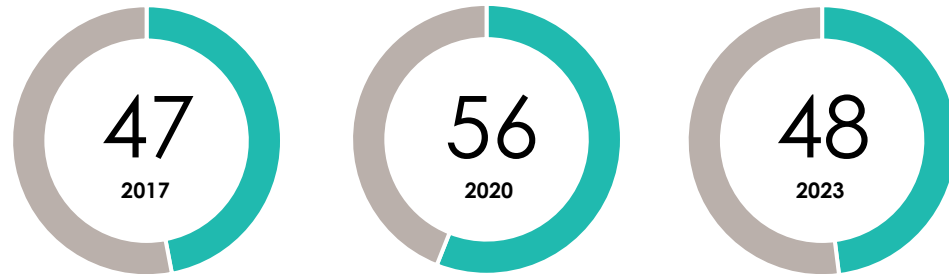
Overall participation

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

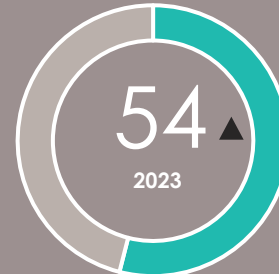
Have you [participated in any art forms] in the last 12 months?

%

Southland residents



New Zealand



Commentary

48% of Southland residents have participated in at least one art form in the last 12 months.

The level of participation has not changed significantly since 2020, and is comparable with the 2023 national average (54%).

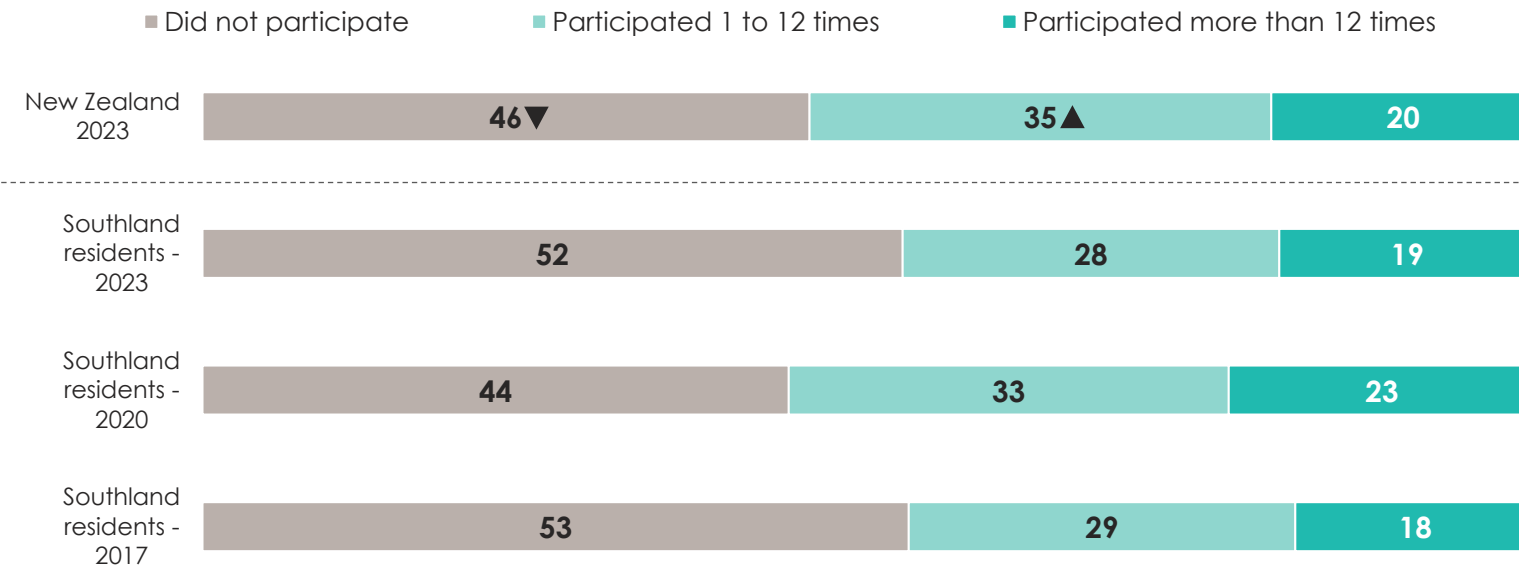
Base: All respondents: Southland residents 2017 (n=381), 2020 (n=121), 2023 (n=100); New Zealand: (n=6527).

Frequency of participation

Frequency of participation shows the number of times people have participated in any of the following art forms in the last 12 months: craft & object art, literature, Ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts.

On average, how often have you [participated in any art form] in the last 12 months?

%



Commentary

We have identified three groups based on the frequency with which they participated in any art form over the last 12 months:

- Did not participate in any art form at all
- Participated one to 12 times
- Participated more than 12 times.

19% of Southland residents participate in the arts on a more regular basis (more than 12 times a year).

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

Base: All respondents: Southland residents 2017 (n=381), 2020 (n=121), 2023 (n=100); New Zealand: (n=6527).

Attendance by artform

Attendance by art form

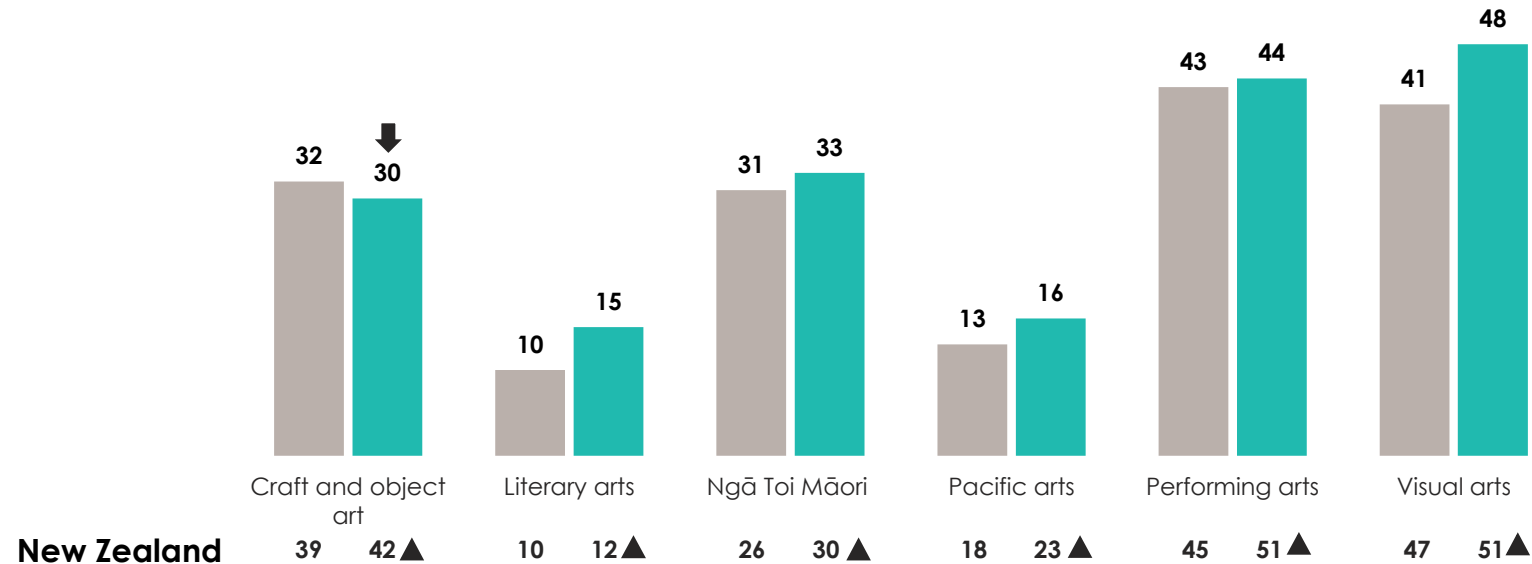
The proportions of Southland residents who have attended each art form at least once in the last 12 months.

Proportion who have attended the art form in the last 12 months

%

■ Southland residents - 2020

■ Southland residents - 2023



Commentary

The most popular art forms for attendance are visual arts, performing arts, and Ngā Toi Māori.

Southland residents are less likely than the national average to attend craft and object art.

There are no significant changes in Southland residents' attendance levels since 2020.

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

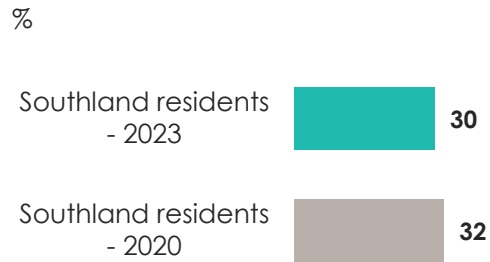
Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100); New Zealand: (n=6527).

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

Craft and object art attendance

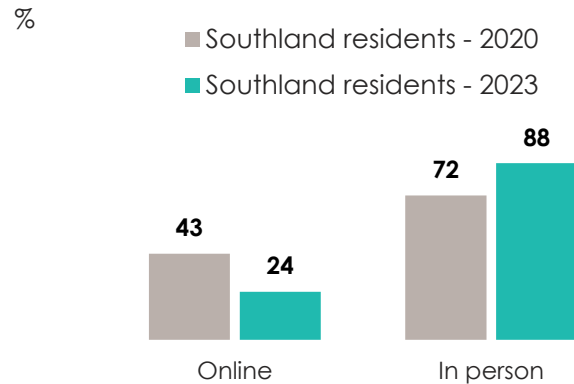
The overall level of craft and object art attendance, as well as the channel used and frequency of attendance (among attendees)

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



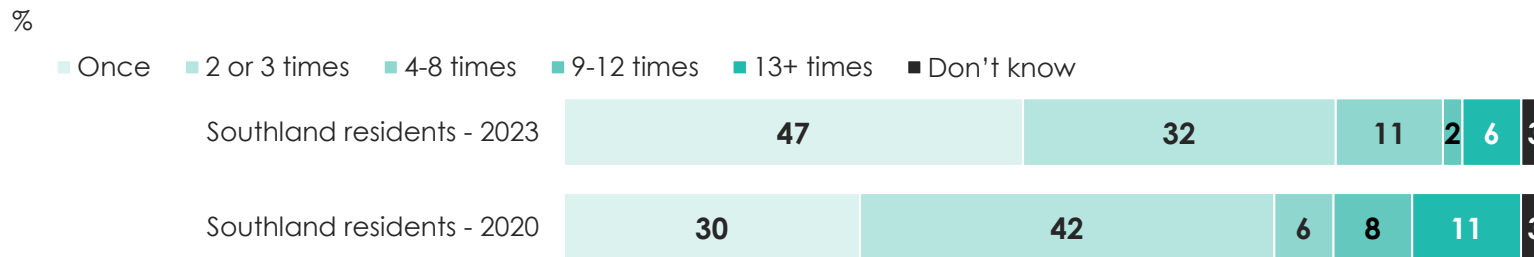
Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100).

Did you do this online or in person?



Base: All who attended craft and/or object art: Southland residents 2020 (n=40), 2023 (n=33).

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



Base: All who attended craft and/or object art: Southland residents 2020 (n=40), 2023 (n=33).

Commentary

Overall, 30% of Southland 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 Southland residents who attended craft and object art in the last 12 months did so one to three times (79%).

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?

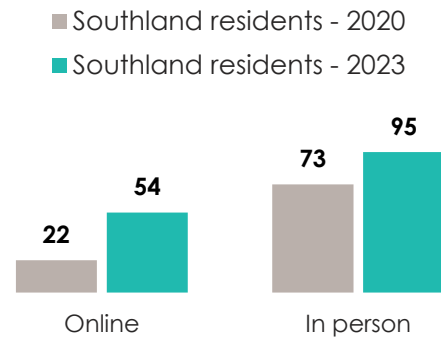
%



Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100).

Did you do this online or in person?

% *Caution: small sample sizes*

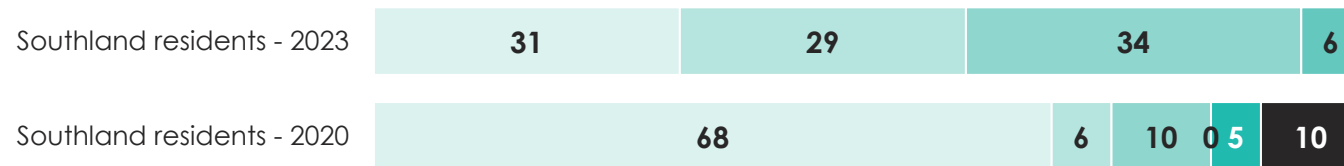


Base: All who attended literary arts: Southland residents 2020 (n=12), 2023 (n=15).

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: Southland residents 2020 (n=12), 2023 (n=15).

Commentary

Overall, 15% of Southland 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.

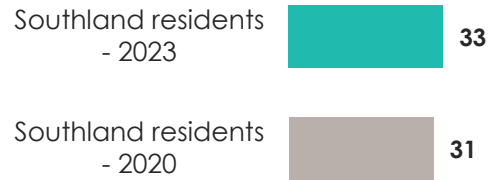
Most Southland residents who attended literary arts did so one to three times (60%).

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?

%

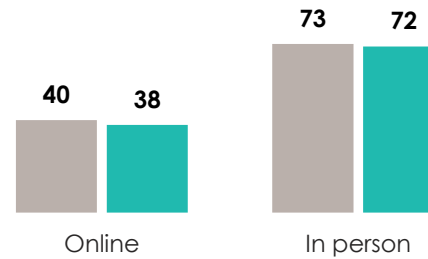


Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100).

Did you do this online or in person?

%

■ Southland residents - 2020
■ Southland residents - 2023

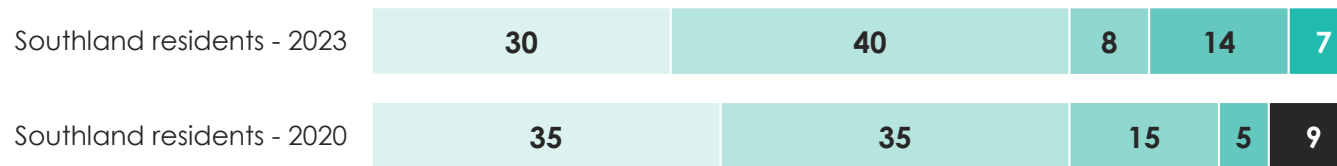


Base: All who attended Māori arts: Southland residents 2020 (n=40), 2023 (n=39).

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: Southland residents 2020 (n=40), 2023 (n=39).

Commentary

Overall, 33% of Southland 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 Southland residents who attended Ngā Toi Māori in the last 12 months did so one to three times (70%).

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?

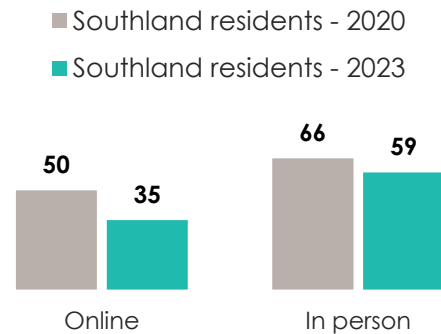
%



Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100).

Did you do this online or in person?

% *Caution: small sample sizes*

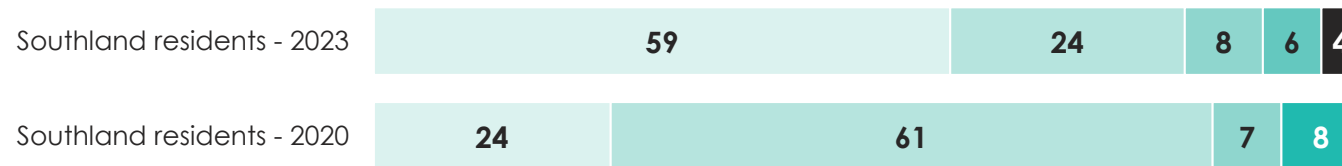


Base: All who attended Pacific arts: Southland residents 2020 (n=18), 2023 (n=21).

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 Pacific arts: Southland residents 2020 (n=18), 2023 (n=21).

Commentary

Overall, 16% of Southland residents have attended Pacific arts events in the last 12 months.

This is comparable with 2020.

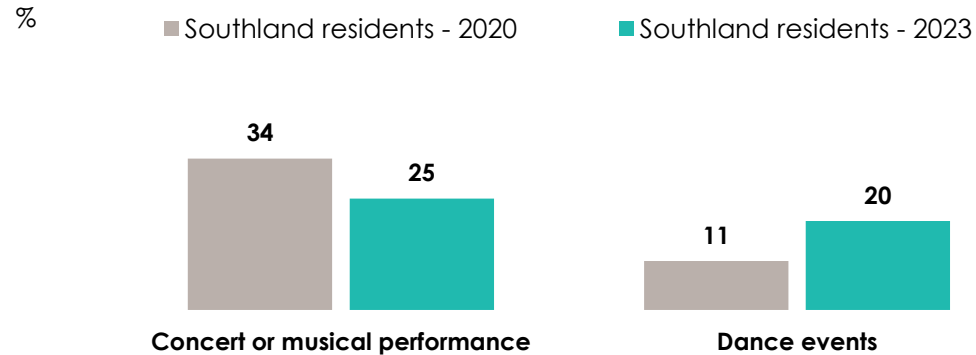
Attendees are more likely to attend Pacific arts events in person than online.

Most Southland residents who attended Pacific arts events in the last 12 months did so one to three times (83%).

Performing arts attendance

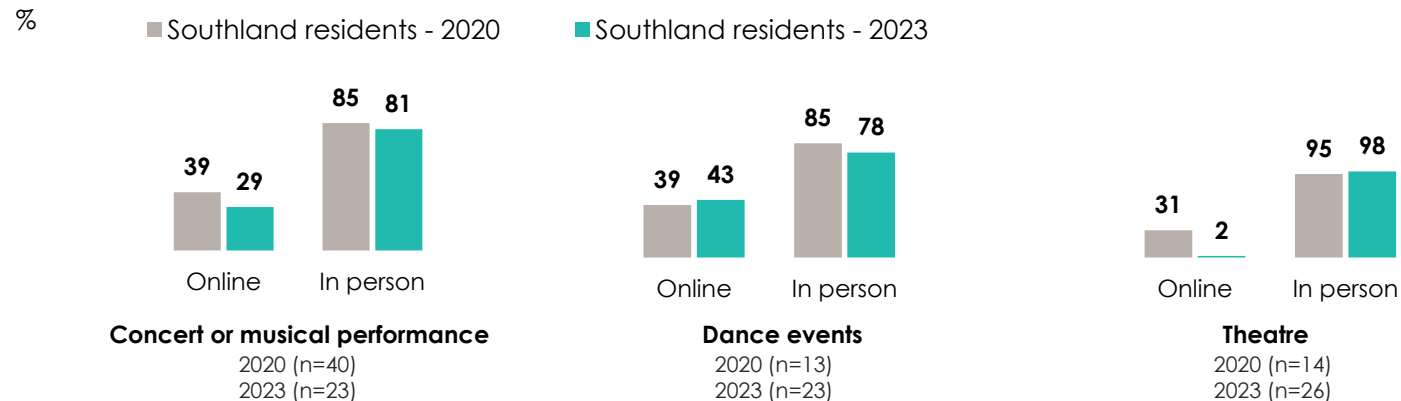
The overall level of performing arts attendance, as well as the channels attendees use

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



Base: All who attended performing arts: Southland residents 2020 (n=121), 2023 (n=100).

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



Commentary

Overall, 44% of Southland residents have attended the performing arts in the last 12 months.

In the last 12 months, 25% of Southland performing arts attendees attended a concert or musical performance, 24% attended theatre, and 20% attended a dance event.

Theatre attendance is higher than in 2020.

Southland residents typically attend the performing arts in person, but between 2% and 43% of attendees attend each art form online.

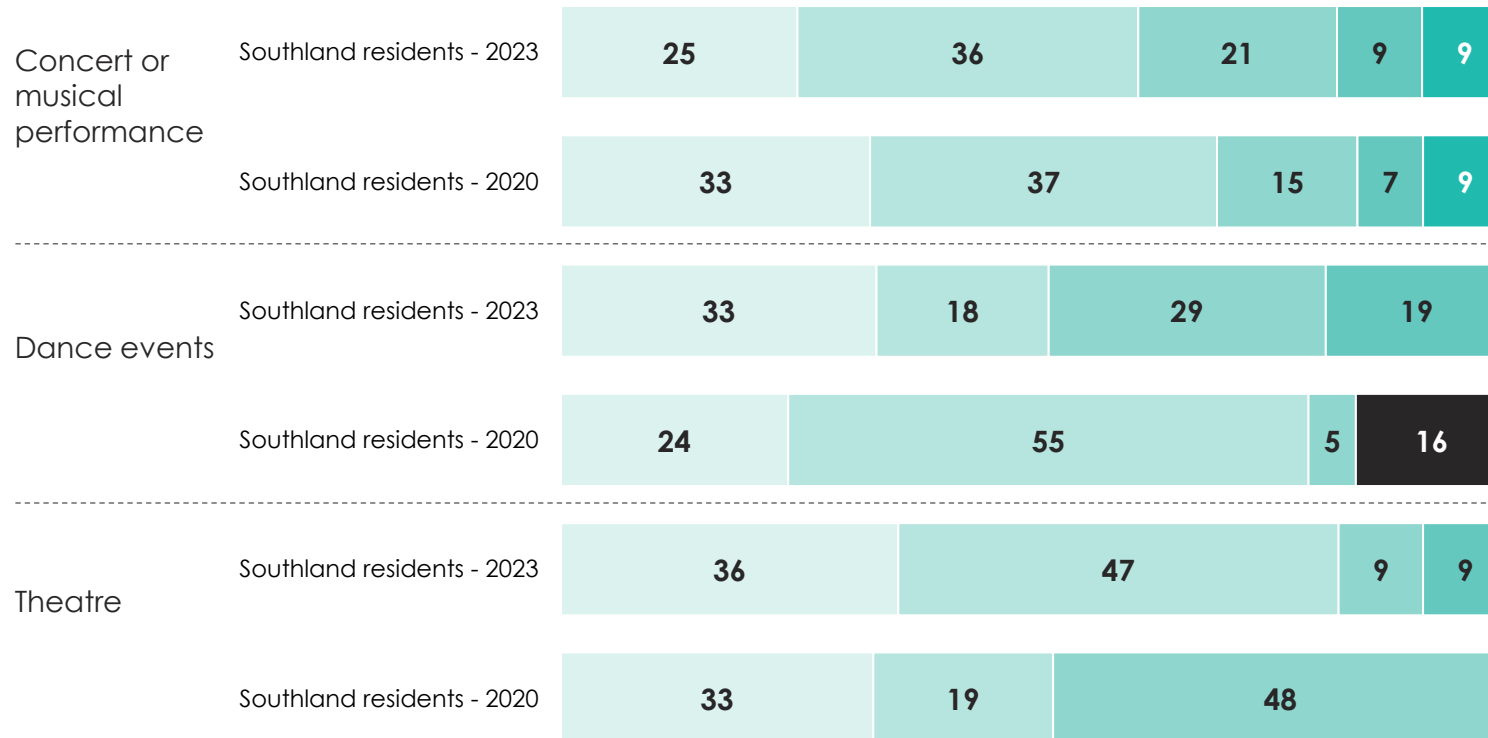
Performing arts attendance

The frequency of attending performing arts (among attendees)

On average, how often have you attended (concerts or other musical performances / dance events / theatre) in the last 12 months?

% **Caution: small sample sizes**

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



Commentary

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

Frequencies of attending are not significantly different from 2020. Note, sample sizes are very small.

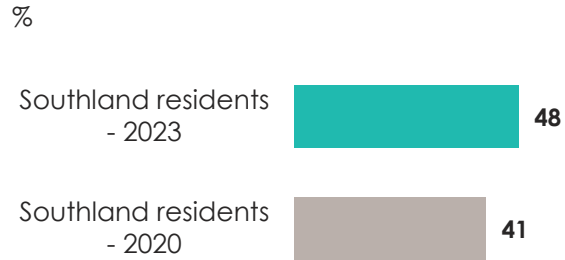
Base: All Southland residents who have attended each art form: n=40, n=23, n=13, n=23, n=14, n=26 respectively.

▲▼ = significantly higher / lower than 2020

Visual arts attendance

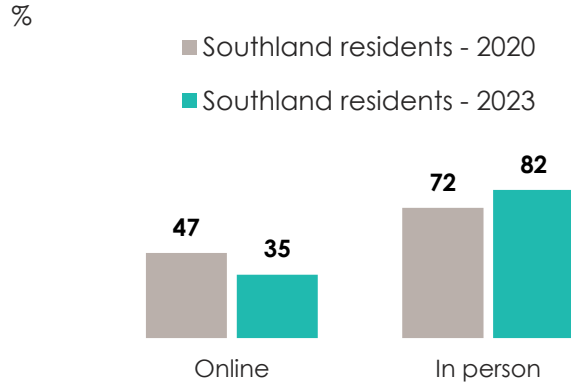
The overall level of visual arts attendance, as well as the channel used and frequency of attendance (among attendees)

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



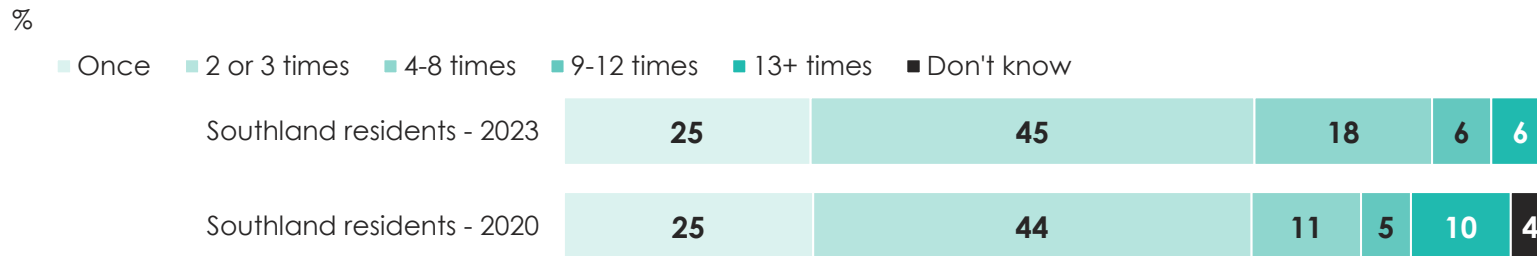
Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100).

Did you do this online or in person?



Base: All who attended visual arts: Southland residents 2020 (n=52), 2023 (n=51).

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



Base: All who attended visual arts: Southland residents 2020 (n=52), 2023 (n=51).

Commentary

48% of Southland residents attended the visual arts in the last 12 months.

This is comparable with 2020.

82% of attendees did so in person and 35% attended online.

In terms of frequency 12% 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 Southland 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?

%

Southland residents



Base: All who attended visual arts: Southland residents 2020 (n=52), 2023 (n=51).

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

% *Caution: small sample sizes*

Southland residents



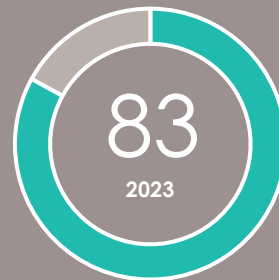
Base: All who attended film festivals: Southland residents 2020 (n=4), 2023 (n=7).

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 Southland residents who have attended the visual arts, have attended a film festival in the last 12 months.

This is not significantly different from 2020, or the 2023 national average.

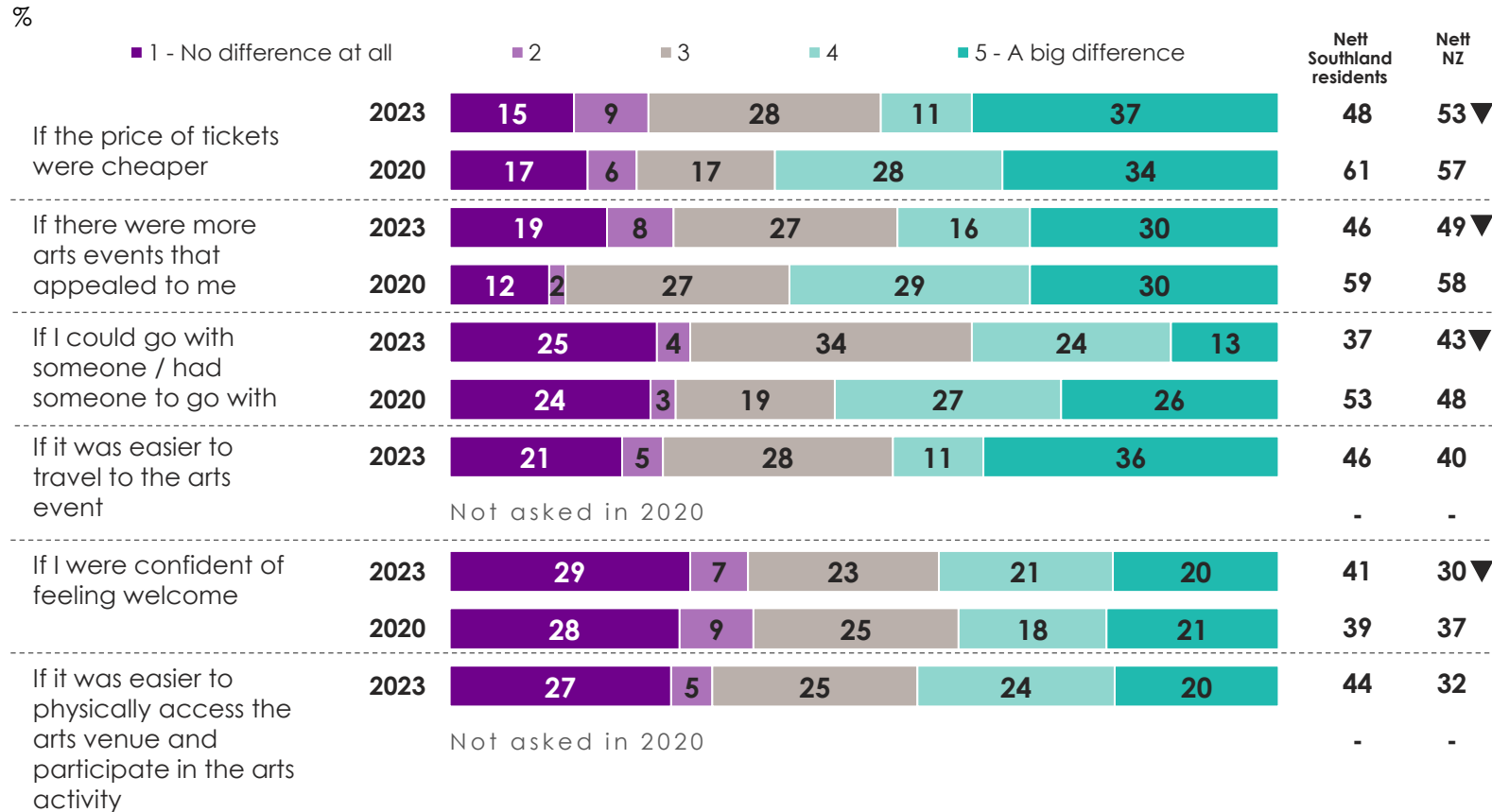
79% of those who have attended a film festival in the last 12 months have also attended other visual art forms.

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 (48%)
- More appealing arts events (46%)
- Easier travel to the event (46%).

Southland 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: Southland residents 2020 (n=75), 2023 (n=69); 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 Southland 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, ahead of craft and object art, visual arts, and performing arts.

Southland residents' participation is comparable with 2020, and in line with national averages.

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

Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100); 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?

%

Southland residents

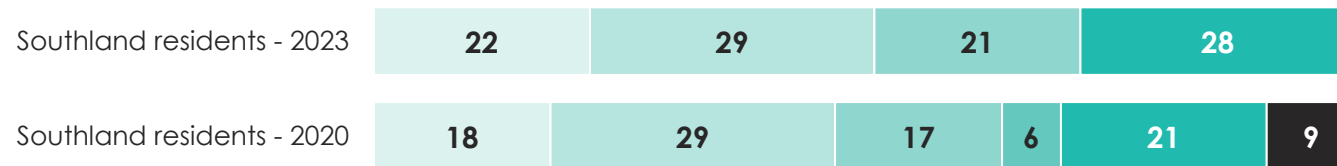


Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100).

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 participated in craft and object art: Southland residents 2020 (n=34), 2023 (n=25).

Commentary

20% of Southland residents participated in craft and object art in the last 12 months.

This is comparable with 2020.

49% 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?

%

Southland residents

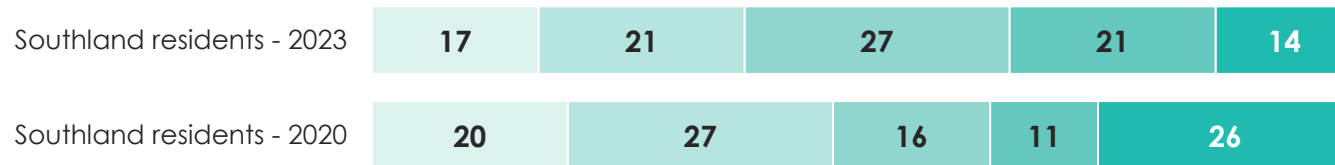


Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100).

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 participated in literary arts: Southland residents 2020 (n=17), 2023 (n=12).

Commentary

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

This is comparable with 2020.

35% 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)?

%

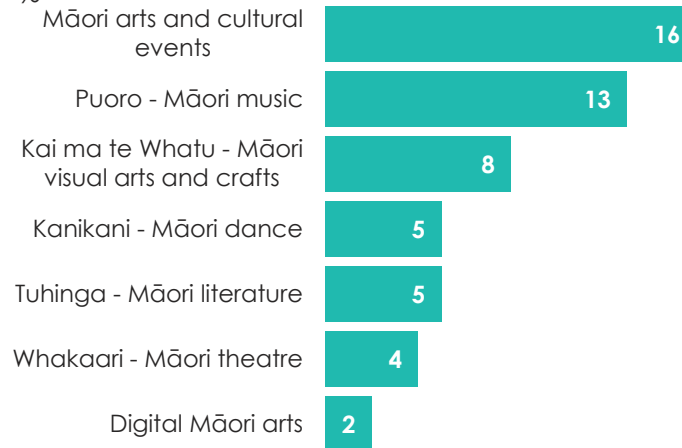
Southland residents



Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100).

Choose all the activities you have done.

%

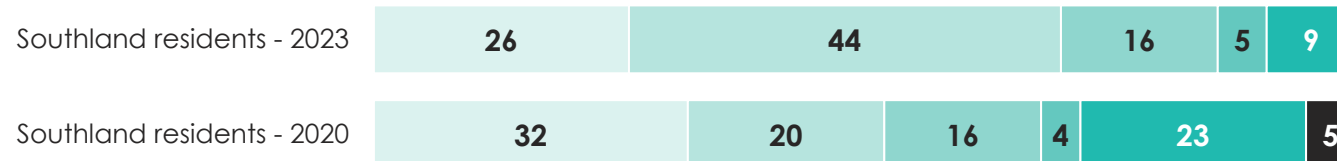


Base: All respondents: Southland residents 2023 (n=100).

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 participated in Māori arts: Southland residents 2020 (n=28), 2023 (n=36).

Commentary

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

This is comparable with 2020.

The 2023 survey results show that 45% of Māori residents and 24% of non-Māori residents participated in Ngā Toi Māori in the last 12 months.

The most popular Ngā Toi Māori activity is Māori arts and cultural events, followed by puoro (music).

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

This is not significantly different from 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?

%

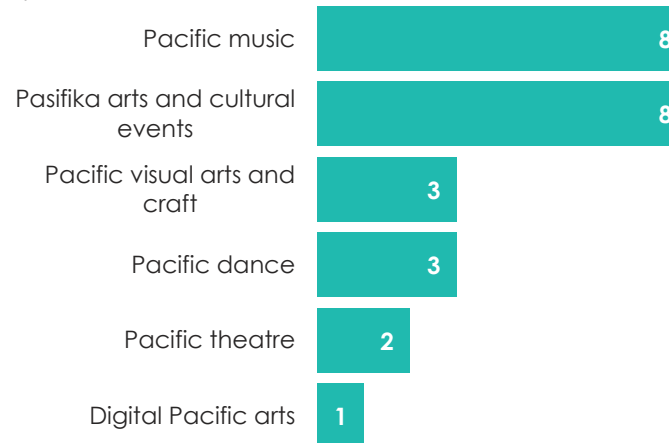
Southland residents



Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100).

Choose all the activities you have done.

%

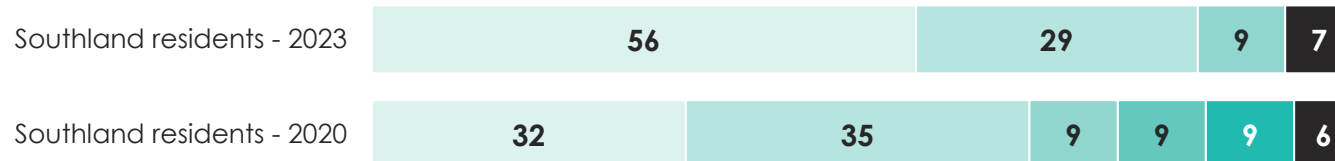


Base: All respondents: Southland residents 2023 (n=100).

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

%

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



Base: All who participated in Pacific arts: Southland residents 2020 (n=15), 2023 (n=18).

Commentary

14% of Southland 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.

In 2023, most participants (85%) attended between one and three times.

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?

%

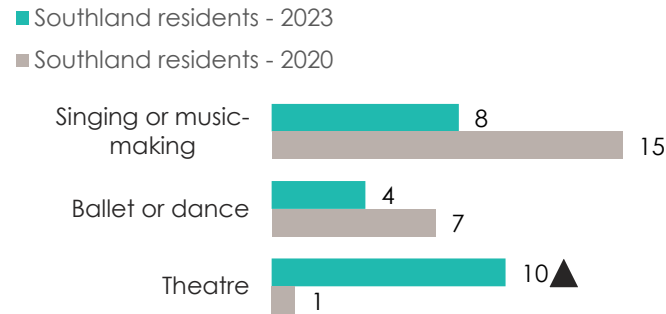
Southland residents



Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100).

Which of these were you actively involved in?

%

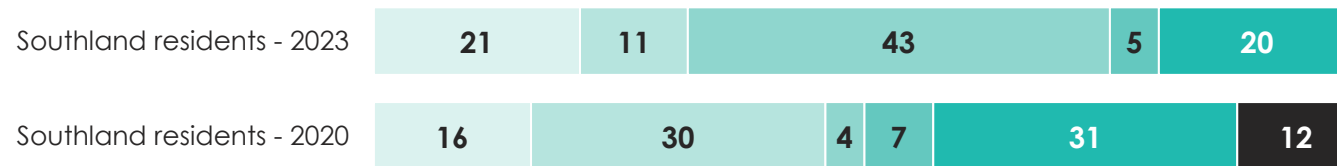


Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100).

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 participated in performing arts: Southland residents 2020 (n=23), 2023 (n=19).

Commentary

18% of Southland residents participated in performing arts in the last 12 months.

This is comparable with 2020.

Theatre became the most popular type of performing arts for Southland residents to take part in, increasing by nine points and just overtaking singing or music-making.

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

This is not significantly different from 2020.

Visual arts participation

The level and frequency of visual arts participation

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

%

Southland residents

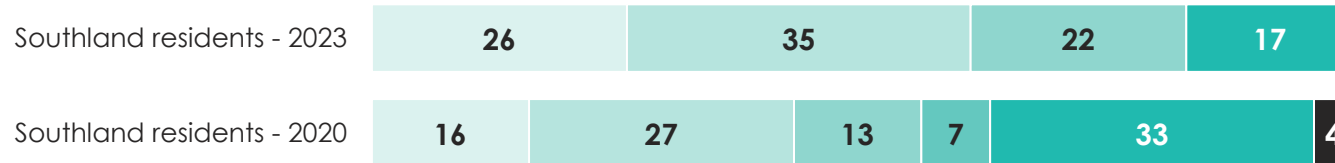


Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100).

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 participated in visual arts: Southland residents 2020 (n=35), 2023 (n=21).

Commentary

19% of Southland residents participated in the visual arts in the last 12 months.

This has not changed significantly since 2020.

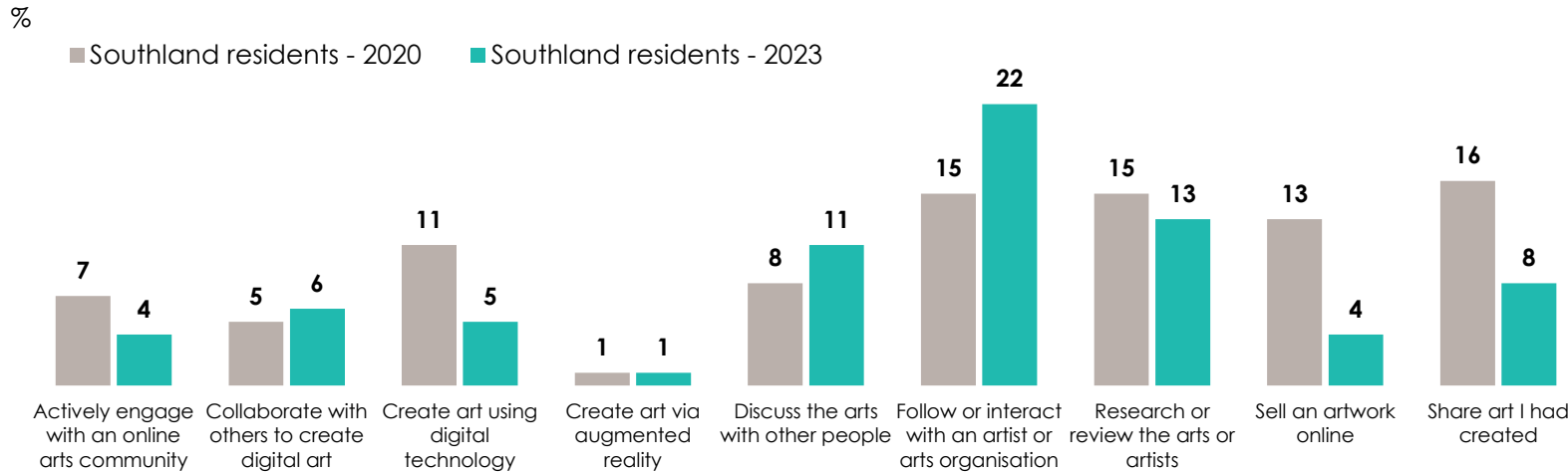
39% of participants in the visual arts participate regularly (at least nine times in the last 12 months).

This is not significantly different from 2020.

Use of digital technology for arts activities

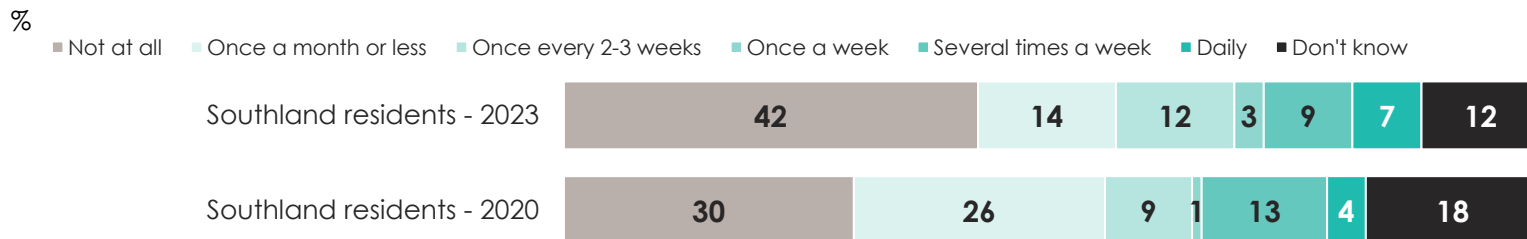
Southland residents' use of digital technology to engage with arts activities and frequency of digital art consumption

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



Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100).

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



Base: All respondents: Southland residents 2020 (n=121), 2023 (n=100).

Commentary

33% of Southland 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
- Discussing the arts with other people.

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

For further information please contact

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