

New Zealanders and the Arts

Attitudes, attendance and participation in Auckland in
2017

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1 Executive Summary

1.1 Purpose of the report

This report details the extent to which Aucklanders engage with the arts, and their attitudes towards the arts. Engagement includes both attendance at six different art forms and active participation in these art forms. The art forms include:

- Visual arts
- Craft and object art
- Performing arts
- Literary arts
- Pacific arts
- Māori arts.

The research findings are taken from the New Zealanders and the Arts Survey (for Creative New Zealand). Auckland Council commissioned additional interviews in Auckland, to enable deeper analysis of its residents. It also commissioned additional questions to explore specific areas of interest for the Council.

The insights from this report will be used by the Council to help inform the development of its arts strategy.

1.2 Method

The 2017 research is based on 1,889 online interviews with Aucklanders aged 15+.

The findings are compared, and contrasted, with the national survey of 6,101 New Zealanders aged 15+.

All interviewing took place between 27 October and 29 November 2017. Respondents to the survey were principally recruited from the Colmar Brunton online panel.

Auckland Council commissioned a boost of 100 interviews in each local board, except for Waiheke and Great Barrier Islands. The target of 100 interviews was achieved in all but three local boards.

To ensure a representative sample across Auckland targets were set by age within gender, as well as ethnicity. Weighting was also used to ensure the sample was regionally representative.

Where possible, trends are shown against 2011 and 2014 (see Section 1.3 for more detail). The 2011 survey is based on 928 interviews and the 2014 survey on 401 interviews.

1.3 Trend data

New Zealanders and the Arts has taken place every three year since 2005. In 2017 the principal survey method was changed from a telephone survey to an online survey. Creative New Zealand decided to make this change as it is becoming increasingly difficult to achieve representative samples randomly calling landlines. In addition, an online survey is more cost-effective, enabling local councils to boost the number of interviews in their area.

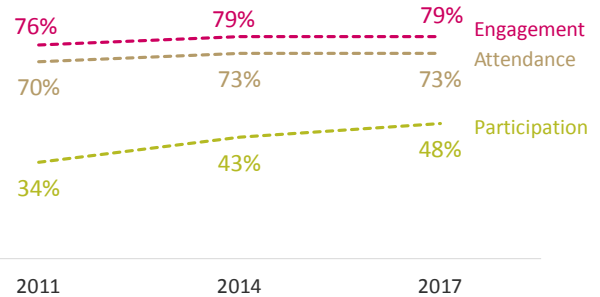
The 2017 online survey recorded lower levels of engagement with the arts, and less positive attitudes towards the arts, than in previous surveys. This was the case nationally and in Auckland. We were aware this was a risk, and so we conducted a parallel survey alongside the online one in 2017. This demonstrated the less positive online survey findings was because respondents answer telephone and online surveys differently.

The decision was made with Creative New Zealand to re-weight the trend data to estimate what it would have been had we used an online survey previously. We did this by looking at the relative difference between the online and telephone survey results in 2017 and applying this difference to the previous survey results. We did the same process for Auckland. **This process means the trend data in this report differs from that previously published.** We believe the online survey provides a more accurate measure of engagement and attitudes towards the bias.

1.4 Key Headlines

This report presents findings on Aucklanders attitudes towards, attendance at and participation in the arts. All the survey respondents are from the adult survey for those aged 15+.

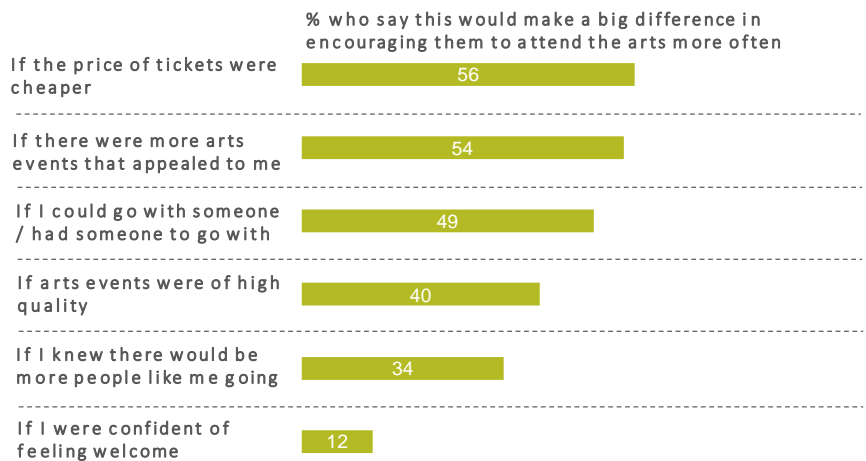
The majority of Aucklanders hold positive attitudes about the arts, which is likely to drive a high level of engagement with the arts in Auckland (79%). The change in survey methodology means we have had to re-weight the data for the previous waves (see section 1.3). Based on the revised data engagement is in line with 2014 (79%). The two elements that comprise engagement are attendance and participation.



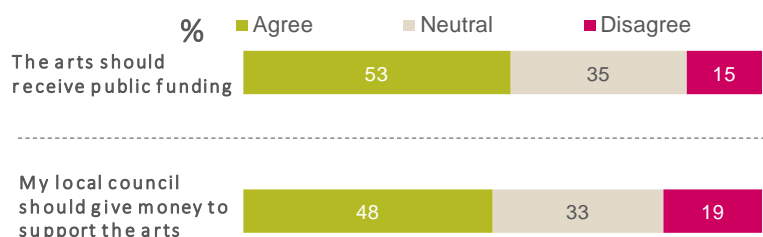
Arts attendance remains relatively high at 73%. This is consistent with 2014 (73%).

Participation in the arts continues to grow, reaching its highest level recorded to date. Almost half of all Aucklanders now participate in the arts (48%). This compares to 43% in 2014 and 34% in 2011¹. This is largely driven by increased participation in the visual arts (from 19% to 28%). One possible explanation for greater involvement in the visual arts is the continued uptake and development of digital technology (including smart phones and tablets) supporting an increase in web-based art or film making.

The survey highlights some key triggers to deepen and grow engagement. These include cheaper ticket pricing, greater choice and reducing social isolation (for those with no one to go with). In addition, it is important to consider what can be done to make it easier for Aucklanders to physically access the arts, as they call for improvements to transport and greater arts opportunities in their area.



The majority of Aucklanders believe the arts bestow a range of benefits on New Zealand, Auckland, and themselves. These benefits include economic growth, developing our national identity, making communities more cohesive and liveable, as well as improving personal well-being. In recognition of these benefits, support for public funding has grown. The majority of Aucklanders (53%) now support the public funding of the arts, while almost half support local council funding (48%).



The aspects of the Auckland arts scene which are most likely to shape positive perceptions of Auckland include lively public spaces, professional performing arts venues and theatres, regional venues and stadiums, and events that celebrate Auckland’s diversity.

¹ The difference between 2017 and 2014 is not statistically significant, but the increase between 2017 and 2011 is.

1.5 Overall Measures

Engagement with the arts is a nett calculation based on anyone who attended or participated in at least one art form in the last 12 months.

Overall engagement with the arts is 79% in 2017. This is in line with 2014 (79%) and the national picture (80%).

A total of 73% of Aucklanders have **attended** at least one arts event or venue in the last 12 months. This is consistent with 2014. The 2017 finding is also consistent with all New Zealanders (73%).

Over one in five Aucklanders (22%) attend the arts on a very regular basis (11+ times per year), which is consistent with all New Zealanders.

Participation in the arts has reached its highest level recorded to date. Just less than half of all Aucklanders now participate in the arts (48%). This compares to 43% in 2014 and 34% in 2011. Please note only the difference between 2011 and 2017 is statistically significant.

The increase in participation is largely driven by the visual arts (where participation has increased from 19% to 28%). One possible explanation for this increase is the continued uptake and development of digital technology (including smart phones and tablets) supporting an increase in web-based art or film making.

One in five Aucklanders (19%) participate in the arts on a very regular basis (13+ times per year), which is in line with all New Zealanders (20%).

1.6 Triggers to greater engagement with the arts

1.6.1 Spontaneous triggers

Aucklanders were asked what would inspire them to attend more arts and cultural events, or participate more frequently in arts and cultural activities. The main trigger that cuts through is around affordability, with 20% suggesting cheaper prices or free events. Other triggers include having more spare time (9%) and making it easier to access the arts (8%).

Travel is a further consideration with Aucklanders suggesting improvements to parking (8%) and public transport (7%) as possible incentives, while some want to cut journey times through a proliferation of local events and activities (6%).

Additional triggers relate to having more choice (6%), breaking social isolation (5%), the opportunity to learn about different cultures (5%) and improving the promotion of events (5%) and information on what is on (4%).

1.6.2 Prompted triggers

In addition to capturing spontaneous responses, we also prompted Aucklanders on a number of key triggers around increasing attendance. The following results are based on the 60% of Aucklanders who say the arts interest them but they still don't go much.

Ticket prices, choice and social isolation emerged as key factors that influence attendance. Around half of respondents indicate reducing the price of tickets (56%), having a greater range of events that appealed to them (54%), and having someone to go with (49%) would encourage them to go more frequently. The quality of the arts is also an issue for some; 40% indicate better quality arts would encourage them to go more frequently.

In addition, there is evidence that greater inclusivity could further encourage attendance to the arts. Thirty-four percent say they would go more regularly if they knew more people like them would be going, and thirty one percent say they would do so if they were confident of feeling welcome.

Agreement with all statements is higher for Auckland than the New Zealand average, by around three to five percentage points. This suggests barriers to attendance in the Auckland region maybe somewhat higher than elsewhere.

1.7 Attitudes to the arts (from the national section of the survey)

On balance, Aucklanders are positive about the arts. The majority of Aucklanders hold positive attitudes on 23 of the 35 statements measured. It should be noted that many of those who do not share these positive views often take a neutral position, as opposed to holding a negative viewpoint. In addition, there is only one statement where Aucklanders are more likely to express a negative than positive viewpoint. Further detail is presented below.

1.7.1 Relative importance of the arts to Auckland and its identity

The arts are perceived as important to Auckland's identity. Two in three Aucklanders (65%) agree it is important the arts have a strong presence in Auckland. In addition, two in three agree it is important for Auckland to be known as a place that supports great arts events and activities.

1.7.2 Inclusivity of the arts

There is strong support amongst Aucklanders for the arts to reflect New Zealand's cultural diversity (68% agree) and to be part of the education of every New Zealander (63%). Only a minority actively disagree (7% and 10% respectively). There is a feeling the arts could be more inclusive. Forty-five percent agree the 'arts are for people like me', while 37% agree the arts are only for certain types of people.

Aucklanders broadly agree that the arts both reflect and celebrate its diversity. Two in three Aucklanders (63%) agree that the range of its arts scene reflects its multicultural diversity. Just over half of Aucklanders (52%) feel that Māori culture, identity and stories are celebrated in Auckland.

1.7.3 Access to the arts

There is potential to significantly improve attendance at arts events. Three in five New Zealanders (60%) agree 'some arts events interest me but I still don't go much'.

Indeed, while Aucklanders believe the region has a lot to offer in terms of its arts scene, there is evidence many struggle to access this. Over three in five Aucklanders agree there are a wide range of arts activities and events available in Auckland (62%). However, less than half agree (45%) there are good opportunities for me to take part in arts activities and events in my local area. In addition, 38% feel that all the best events and activities are in the CBD (while only 19% disagree). Building on these findings, Aucklanders highlight improving affordability and transportation as opportunities to deepen engagement (see section 1.6).

Three in ten Aucklanders (32%) feel the arts and arts activities is an important reason in why they like living where they do. A similar proportion disagree (28%) with this statement indicating there are other more important reasons which influence their place attachment.

1.7.4 What the arts mean to me

The arts have significant meaning for a sizeable proportion of Aucklanders. Thirty-six percent agree the arts are part of their everyday life, while 33% agree they can't live without the arts.

More residents are interested in the arts than not. While 24% of Aucklanders agree they don't find the arts all that interesting, 53% disagree.

1.7.5 How the arts benefit me

The arts provide personal benefits to most Aucklanders. Three-quarters (74%) agree they feel proud when New Zealand artists succeed overseas, whereas two-thirds (64%) learn about different cultures through the arts.

In addition, 44% of Aucklanders agree the arts improve how they feel about life in general, while 23% disagree.

The reasons Aucklanders feel the arts are life-affirming relate to positive emotions such as feeling good or happy, as well as providing mental stimulation in various ways. The most common responses are 'makes me feel good' (20%), 'adds enjoyment / makes me happy' (10%) and 'appreciate / understand different viewpoints' (10%).

1.7.6 How the arts benefit Auckland

Aucklanders believe the arts help promote community cohesion and improve the liveability of their region.

Two in three Aucklanders agree the arts help improve understanding of different cultures (67%) and help create connections between different people in the community (67%). It is worth noting Aucklanders from all different ethnicities believe the arts improve community cohesion.

A further two in three Aucklanders feel the arts make Auckland a more *vibrant and attractive* place to live (66%) while 62% feel its arts scene makes Auckland a more *enjoyable* place to live and work.

Just under half of Aucklanders (46%) agree the arts help define who we are as Aucklanders. However, the proportion who agree (46%) far outweighs those who disagree (14%). It is worth noting that Aucklanders are more likely to agree the arts shape their national identity (54%) as opposed to their regional identity (46%).

1.7.7 How the arts benefit New Zealand

The majority of Aucklanders recognise different ways in which the arts benefit the nation. Over half agree they contribute positively to the economy (58%), improve New Zealand society (58%) and help define who we are as New Zealanders (54%). In addition, 47% agree their community would be poorer without the arts (an increase from 38% in 2014).

Many of the reasons why 58% of New Zealanders feel the arts help improve New Zealand society relate to community cohesion. The most common responses are 'understanding other cultures' (19%), 'allows creative expression' (13%) and 'thought provoking / open minds' (9%).

1.7.8 Support for public funding of the arts

Support for public funding of the arts has reached a new high. Over half of Aucklanders (53%) agree the arts should receive public funding, in contrast, just 15% disagree, while the remainder are either neutral or undecided. Support for public funding is also higher than the levels recorded in 2014 (47%) and 2011 (48%).

Just under half of all Aucklanders (48%) also feel their local council should give money to support the arts. This compares to 19% who disagree, with the remainder either neutral or undecided.

Those Aucklanders who hold positive perceptions of the arts, including those who derive personal benefits or see benefits for the nation, are much more likely to support public funding of the arts (at a national or local level). Support for council funding is particularly high amongst those who agree the arts is an important reason they like living where they do.

1.7.9 Quality of the arts

The majority of Aucklanders are positive about the quality of New Zealand arts. Three in five agree the New Zealand arts are of high quality (60%) while 53% feel they are world class. In addition, 50% feel proud of the arts in Auckland, while only 10% disagree.

1.7.10 Impact of Ngā Toi Māori (Māori arts)

Māori Aucklanders benefit from Ngā Toi Māori in a number of ways. Three in four (76%) agree they help support our national identity, while over half (55%) agree they learn about Māori culture through Ngā Toi Māori. In addition, over half of Māori believe Ngā Toi Māori improves their well-being (56%), while 47% agree it motivates them to kōrero Māori.

Māori are more likely to benefit from Ngā Toi Māori than all Aucklanders. However, Ngā Toi Māori also provide benefits to the wider population. Three in five (60%) agree they help support our national identity, while 44% agree they learn about Māori culture through Ngā Toi Māori. In addition, one in four Aucklanders agree Ngā Toi Māori improves their well-being (27%) and encourages them to kōrero Māori (25%).

1.8 The relationship between the Auckland arts scene and liveability

Aucklanders were asked to rate the relative importance of different arts and cultural events, or facilities, in making Auckland a great place to live.

Aucklanders place most importance, or value, on its regional museums or galleries (71% view this as important). This is closely followed by vibrant and attractive suburban and town centres (69%) and lively public spaces (69%).

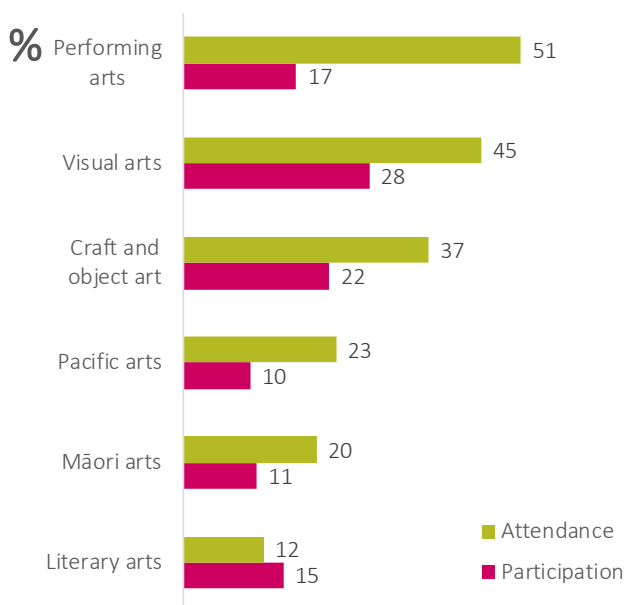
Aucklanders place least importance on local arts centres and organisations, as well as distinctive cultural and character precincts. However, 51% still rate both elements as important in making Auckland a great place to live.

Those who think Auckland is a great place to live, are more likely than those who do not, to consider each one of these factors to be important. However, the biggest differences between these two groups relate to lively public spaces (77% vs. 59%), professional performing arts venues and theatres (75% vs. 58%), regional venues and stadiums (75% vs. 60%), and events that celebrate Auckland’s diversity (74% vs. 60%). Therefore, we can conclude that these are the aspects of the arts scene which are most likely to determine liveability.

1.9 Engagement by art form

Attendance and participation in each art form is summarised below.

Q Proportion who have attended different art forms in the last 12 months.
 Proportion who have participated in different art forms in the last 12 months.



1.9.1 Performing arts

Performing arts is the art form Aucklanders are most likely to attend. Just over half (51%) of Aucklanders have attended the performing arts in the last 12 months. This is consistent with previous surveys and with all New Zealanders.

Concerts or musical performances are the type of performing arts that Aucklanders are most likely to attend. Thirty-six percent of Aucklanders have attended a concert or musical performance in the last 12 months. This is followed by the theatre (26%) and ballet or some other form of dance (10%).

Most of those who attend do so infrequently. The proportion who have attended between one and three times is 86% for ballet or other dance, 74% for concerts or musical performances and 71% for the theatre.

Participation in the performing arts is at its highest level recorded to date. Seventeen percent of Aucklanders have participated in the performing arts in the last 12 months. This is consistent with all New Zealanders (16%)

Singing or music-making is the performing arts activity that Aucklanders are most likely to participate in; 11% have participated in the last 12 months, 6% have participated in the theatre, and 3% have done ballet or another form of dance.

Of those who participate, 34% do so on a regular basis (at least nine times in the last 12 months).

1.9.2 Visual arts

The proportion who visit the visual arts has increased from 38% in 2014 to 45% in 2017. This level of attendance is in line with all New Zealanders (45%). Most attendance is relatively infrequent; 76% did so between one and three times in the last 12 months.

Participation in the visual arts has also increased from 19% in 2014 to 28% in 2017, making it the art form Aucklanders are most likely to participate in. One possible explanation for the increase in participation is the continued uptake and development of digital technology supporting an increase in web-based art or film making. In support of this explanation, survey analysis highlighted that young people (aged 15-29) are critical in driving the participation in the visual arts at a national level (it is not possible to undertake this analysis for Auckland due to sample sizes).

Of those who participate, 27% do so on a regular basis (at least nine times in the last 12 months).

1.9.3 Craft and object art

Attendance at craft and object art events or exhibitions has remained consistent between 2014 (37%) and 2017 (37%). This is also in line with all New Zealanders (39%).

Most attendance is relatively infrequent; 79% did so between one and three times in the last 12 months.

Participation in craft and object art is lower in 2017 (22%) than 2014 (28%). It is also slightly lower than the national average (24%).

Of those who participate, 24% do so on a regular basis (at least nine times in the last 12 months). Again, this is lower than the national average (31%).

1.9.4 Māori arts

Attendance at Māori arts events is 20% in 2017. This is a gradual increase from 2011 (17%), although the difference is not statistically significant. Attendance is marginally lower than all New Zealanders (22%). Half of Māori (49%) have attended Māori arts events.

Most attendance is relatively infrequent; 83% did so between one and three times.

Eleven percent of Aucklanders have participated in the Māori arts in the last 12 months. This is the highest level to date and represents a significant increase since 2011 (7%). Māori are most likely to participate (39%), but other ethnicities also take part: 21% of Pacific peoples; 10% of Asian New Zealanders and 8% of Pākehā.

Of those who participate, 18% do so on a regular basis (at least nine times in the last 12 months).

1.9.5 Pacific arts

Attendance at Pacific arts events has reached its highest level to date (23%), although the differences with 2014 (19%) and 2011 (20%) are not statistically significant. Aucklanders' attendance at Pacific arts is higher than all New Zealanders (23% vs. 18%). Over half of Pacific peoples in Auckland (52%) have attended Pacific arts events. They also attract a wider audience with 44% of Māori, 19% of Pākehā and 18% of Asian New Zealanders attending.

Most attendance is relatively infrequent; 85% did so between one and three times.

Participation in the Pacific arts is 10%, which is consistent with previous surveys but slightly higher than the national average (8%). A quarter of Pacific peoples have participated in Pacific arts (24%) but other ethnicities also take part: 25% of Māori; 11% of Asian New Zealanders; and 7% of Pākehā.

Of those who participate, 11% do so on a regular basis (at least nine times in the last 12 months).

1.9.6 Literary arts

Attendance at literary arts events or festivals is 12%, which is slightly higher than all New Zealanders (10%).

Most of those who attend do so on a relatively infrequent basis; 76% did so between one and three times.

Participation in the literary arts has continued to grow to its highest level to date. Fifteen percent have participated in the literary arts in the last 12 months, compared with 13% in 2014 (and 6% in 2011). The difference between 2017 and 2011 is statistically significant. Literary arts is the only art form where participation is higher than attendance (15% vs. 12%).

Of those who participate 23% do so on a regular basis (at least nine times in the last 12 months).

1.9.7 Use of digital technology for arts activities

Digital technology is enabling greater engagement in the arts for 45% of Aucklanders. Among other things, it is being used both to create and share art, and develop a stronger relationship with artists.

Aucklanders are most likely to use digital technology to: research or review the arts or artists (18%); follow or interact with an artists or arts organisation (17%); and create art using digital technology (16%).

1.10 Key demographic differences

The survey highlights a number of demographic groups who are more or less likely to engage with the arts and hold positive attitudes or not. These are summarised below:

- There is a **gender** gap in engagement with the arts. Women are more likely than men to engage with, and hold positive views, on the arts. One of the key triggers for further engagement for men is whether they see arts events or activities which interest them or are relevant.
- Aucklanders' relationship with the arts varies by **life stage**. Young people (aged 15-29) are most active in terms of participation, but they often hold less positive views about the arts than average. This could reflect a wider dissatisfaction with life. For example, they are less likely than average to feel Auckland is a great place to live (53% vs. 64%). In contrast those aged 50-69 appear to hold the most positive attitudes to the arts, while those aged 70+ are the age group least likely to attend the arts.

More inclusive events and activities are important engagement triggers for both ends of the age spectrum. Young people are more likely than average to refer to events or activities that are inclusive and welcoming to all, while older people are more likely to refer to events or activities that cater for the disabled or older people.

- **Ethnicity** also shapes Aucklanders' relationship with the arts. Asian New Zealanders tend to be less engaged with the arts than average, and less likely to attend or participate in the arts on a regular basis. They often hold more negative views than average about the arts, and feel they could be more inclusive. They are more likely than average to identify affordability as they key trigger to greater engagement. At the same time, they are more likely than average to feel they benefit from the arts in terms of their well-being.

Māori are more engaged with the arts than average, and have a deeper engagement, as they are more likely to be frequent attendees and participants. Many of their attitudes are in line with average but they are less likely to feel the arts reflects Auckland's diversity. Pacific peoples' engagement with the arts and their attitudes towards the arts tend to be in line with the average. However, a key trigger for them (and for Māori) to greater engagement is the opportunity to learn about different cultures and their own culture.

Pākehā take the greatest pride in the arts and are more likely to feel their communities would be a poorer place without them. They are more likely than average to attend the performing arts but less likely to participate. Key triggers for greater engagement for them include having more time and better public transport.

- **Household income** impacts Aucklanders' relationship with the arts. Those on high-household incomes (more than \$120,000) are more likely to attend the arts, and hold more positive attitudes about the arts. In contrast they are less likely to participate in the arts than average, and they are more likely than average to say having more time would inspire them to engage more with the arts. However, it is worth noting that the key trigger for most demographic groups is making the arts more affordable.
- Aucklanders' relationship with the arts can be determined by **where they live**. This includes their proximity to the CBD and the demography of the area. Those living in Waitemata local board are arguably most engaged with the arts and consistently hold the most positive attitudes. Positive attitudes also tend to be expressed by those living in the Waitakere Ranges and Albert-Eden local boards.

In contrast engagement is lower amongst those living in Papakura and Manurewa local boards. They also tend to view the arts more negatively than average. Residents in Papakura are more likely than average to highlight more local events / activities as an important trigger for greater engagement, as well as catering for those who are in poor health or elderly. For residents in Manurewa it is particularly important to offer something that captures their imagination, and combat a higher level of apathy to the arts.

Finally, those living in Rodney local board are more likely than average to reference triggers related to access and transport. More local opportunities to access the arts, as well as improvements in public transport and parking are much more important to them than average.

2 Background to the research

Since 2005, Creative New Zealand has conducted research to measure New Zealanders engagement with the arts. The research comprises two separate surveys (one of adults aged 15+; and one of young people aged 10-14). The surveys are repeated every three years.

The research is used in a number of ways. It provides:

- Vital insights for Creative New Zealand, selected agencies and arts organisations about the national levels of cultural engagement and attitudes towards the arts
- Stories to advocate for the arts
- Up-to-date data that arts organisations can use to develop marketing programming and income generation strategies
- National trends using benchmarked data.

This report presents findings on Aucklanders attitudes towards, attendance at and participation in the arts. All the survey respondents are from the adult survey for those aged 15+.

2.1 The change in survey method and impact on trends

The survey was first conducted in 2005, and has been repeated every three years since then. Up until 2017, the survey was primarily conducted over the phone by calling randomly generated landline numbers. This was supplemented with a face-to-face boost of Māori, Pacific peoples and Asian New Zealanders. In 2017 the decision was made to change the core methodology to an online panel. The key reasons for this are as follows:

- **Future-proofing.** As the installation and use of landlines decreases it is increasingly challenging to reach a representative sample of New Zealanders using randomly generated landline numbers.
- **Opportunities to offer additional value.** The cost per interview for online interviews is significantly cheaper than telephone. As such, the shift to an online approach made it more affordable for:
 - Creative New Zealand to boost the number of interviews completed in each region to enable more granular analysis and reporting;
 - Creative New Zealand to include additional questions in key regions of interest so Creative New Zealand can delve more deeply into the how residents perceive the arts in their area;
 - Local councils (such as Auckland Council) to purchase additional interviews (and in some instances additional questions) so they could receive a report on how residents in their area engage with and perceive the arts.

When the decision was made to change the survey method it was noted this could impact the comparability with previous survey waves. This is because respondents often answer questions differently on a self-completion survey compared to an interviewer-administered one. Having identified this risk, the decision was made to commission a 'lite' version of the telephone survey in parallel to the online one to act as a control.

The online survey results recorded noticeably lower levels of attendance and participation than the 2017 telephone survey or the earlier surveys. However, the parallel telephone survey results were largely consistent with previous years. This demonstrated this shift was due to the change in the survey method (and not a genuine shift). Consequently, it was agreed the online survey results could not be directly compared with the previously published survey results from 2005 to 2014.

However, by comparing findings from the telephone and online surveys we have been able to re-weight data to estimate what the previous survey results would have been, had we used an online approach. This means we can still provide insights into how engagement with the arts, and attitudes towards them are evolving over time. We have been able to do this at a national level and for the Auckland region.

3 What we wanted to know

3.1 The national survey

The wider study measures New Zealanders' (15+ year olds) attendance at, participation in, and attitudes towards the arts in New Zealand. This report focuses on those living in the Auckland region.

Attendance is defined as going to any of the below events or locations in the last 12 months:

- Art galleries or exhibitions or online galleries or film festivals
- Performances in theatres, contemporary dance, ballet, concerts or circuses
- Poetry or book readings, or book festivals
- Cultural performances, festivals, exhibitions or celebrations of Pacific or Māori arts.

Participation is defined as the 'active involvement' in the making or presentation of art in the last 12 months.

The "arts" is split in to six different art forms, and attendance and participation is measured for each:

- Visual arts
- Craft and object art
- Performing arts
- Literary arts
- Pacific arts
- Māori arts.

In addition to attendance and performance, a wide range attitudes are also measured on the survey using a five-point scale (strongly agree, slightly agree, neither agree nor disagree, slightly disagree, strongly disagree).

A number of changes were made to the 2017 questionnaire, including:

- Removing some attitudinal questions and including new ones on:
 - the quality of New Zealand arts
 - the public's relationship with successful New Zealand artists
 - aspirations for the arts with respect to cultural diversity and the education of New Zealanders.
- Including additional questions for Te Puni Kōkiri (the Ministry of Māori Development) to measure the impact of Ngā Toi Māori (Māori arts).
- Including two open-ended questions to understand why some New Zealanders advocate for the arts (either on a personal or a societal level).
- Including an additional demographic question on region for sampling and analysis.

3.2 The Auckland survey

Auckland Council commissioned its own questions to be asked of Aucklanders. The questions were based around those included in the 2011 survey. These included:

- Attitudinal statements on the importance of the arts to Auckland's identity
- Attitudinal statements on the diversity and inclusivity of the Auckland arts scene
- Attitudinal statements on the accessibility to the Auckland arts scene
- Attitudinal statements on the benefits of the arts to Auckland and its residents
- Attitudinal statements on the quality of the arts scene in Auckland
- The relative importance of different aspects of the Auckland arts scene to the livability of the region
- The triggers to greater engagement with the arts.

4 How we did the research

The population being represented in the national study are New Zealanders aged 15 and over.

There are two components of the 2017 study:

- Online survey of 6,101 New Zealanders aged 15+. This included 1,889 interviews with Aucklanders.
- Telephone survey of 250 New Zealanders aged 15+. This included 86 interviews with Aucklanders.

All interviewing took place between 27 October and 29 November 2017.

Trends are shown for 2011 and 2014. The 2011 survey is based on 928 interviews and the 2014 survey on 401 interviews.

4.1 Online survey of New Zealanders aged 15+

4.1.1 Online survey summary

The research was principally conducted online, using the Colmar Brunton online panel. The panel includes around 120,000 New Zealanders who have agreed to take part in research for Fly Buys points.

Respondents received an email inviting them to complete the survey in exchange for Fly Buys points. Targeted reminders were sent to those who did not initially respond.

As the panel only includes adults aged 18+, a system of parental pass-ons was used to reach young people aged 15-17 years. An email was sent to parents on the panel asking them if they had a child in this age bracket who would be able to take part in the survey. Parents that completed the survey received Fly Buys points, while the young person that completed the survey went into a prize draw to win one of five prizes of \$100.

The final response rate achieved on the Colmar Brunton online panel was 33%.

A total of 6,101 respondents completed the survey. This sample size has a maximum margin of error of +/- 1.3%. The number of respondents in Auckland are 1,889, with a maximum margin of error of +/- 2.3%.

The average interview duration was 13 minutes.

4.1.2 New Zealand interviewing targets

The original sample design included a core national sample of 1,000 New Zealanders. This was then boosted in various ways which resulted in the final sample size of over 6,000 interviews. This included a number of boosts commissioned by Creative New Zealand:

- 150 interviews in each region
- 400 interviews in Southland
- 500 interviews in the following regions: Northland Region, Bay of Plenty, and Waikato
- 3 x 100 interviews each with Māori, Pacific peoples, and Asian New Zealanders.

It also included a number of local boosts commissioned by various councils:

- 1900 interviews in Auckland (commissioned by Auckland Council)
- 500 interviews in Wellington city (commissioned by Wellington City Council)
- 200 interviews in Palmerston North (commissioned by Palmerston North City Council)
- 200 interviews in Rotorua (commissioned by Rotorua Lakes Council)
- 200 interviews in Whangarei (commissioned by Whangarei District Council).

To ensure we achieved a nationally (and locally) representative sample, interviewing targets were set by age within gender within each region (or local council).

4.1.3 Auckland interviewing targets

Auckland Council commissioned a boost of 100 interviews in each local board, except for Waiheke Island and Great Barrier Island (due to a restriction of panellists in the Islands). The target of 100 interviews was achieved in all but three of the local boards including:

- Devonport-Takapuna (88 interviews)
- Rodney (96 interviews)
- Upper Harbour (99 interviews).

The reason for these shortfalls was a lack of available panellists in certain hard to reach groups (principally younger males).

To ensure a representative sample across Auckland targets were set by age within gender, as well as ethnicity across the region.

4.2 Telephone survey of New Zealanders aged 15+

As noted, a parallel telephone survey was commissioned alongside the online survey. Its purpose was to manage the risk that the change in method presented to the comparability of the results with previous surveys.

The telephone survey was a 'lite' version of the full survey, with a sample size of 250 interviews and a reduced version of the questionnaire. We included key questions to measure attendance and participation by each of the art forms (and thereby overall engagement) as well as some key attitudinal statements.

Telephone numbers for calling were generated using random digit dialling. These numbers were generated in proportion to the number of people living within tightly defined regions across New Zealand to ensure the spread of interviews matched the distribution of the New Zealand 15+ population as per the 2013 Census.

All interviews were conducted by trained Colmar Brunton interviewers. Up to six call-backs were made to attempt an interview. Only after six call-backs was a household replaced with another randomly generated telephone number from that area. Respondents were defined as the person aged 15 or more with the next birthday.

The final response rate achieved was 19%.

A total of 250 interviews were completed, which has a maximum margin of error of +/- 6.2%

The average interview duration was 13 minutes.

4.3 Weighting

Both the online and telephone sample were weighted to ensure the final profiles were representative of the New Zealand population aged 15+ by age within gender, ethnicity and region. The weighting targets were taken from the 2013 census. The weighting process corrected for the over-sampling of those local authorities which were boosted in the online survey.

For Auckland weighting was applied by age within gender within sub-regions (ie amalgamations of the local boards). These sub-regions were Auckland North, Auckland West, Auckland Central and Auckland South-East. The Auckland sample was also weighted to match the ethnic profile of the population.

4.4 Trend data

As noted, our analysis of the online and telephone survey results for 2017 indicate that the change in method depressed attendance and participation levels for the arts. The methodological change also appeared to result

in New Zealanders expressing less positive attitude in the arts. There are several factors that explain why the change in method impacted the results:

- Social desirability effects are typically more pronounced in interviewer-led surveys, with respondents more conscious of giving a response that reflects well on them and ‘pleases’ the interviewer. In contrast online surveys provide greater anonymity and can result in more truthful responses.
- The introduction to the telephone survey has historically referenced Creative New Zealand and the arts. This might have resulted in a sample skewed towards those who are more engaged with the arts. In contrast the introduction to Colmar Brunton’s online panel surveys do not reference the client or subject matter. They simply reference the incentive and interview length.
- The online survey respondents were less likely to agree with positive statements about the arts. This was largely because they were more likely to select the mid-point response (neither agree nor disagree) rather than shifting to a negative viewpoint (by disagreeing). It is possible that seeing the full range of responses on screen (with equal weight given to each) encouraged respondents to choose the mid-point (neither agree nor disagree).

Due to these reasons it was decided that it would be misleading to compare the online 2017 survey findings to the previous survey findings (2005 to 2014). It was decided with Creative New Zealand to use the 2017 online and telephone surveys to re-weight the previous survey waves to estimate what the survey results would have been had an online method been used.

This re-weighting has been done for those questions included in the 2017 telephone survey. The same exercise was undertaken for Auckland to produce a new set of trends for questions included in the telephone survey.

An example of how the weighting worked is provided below for attendance at the visual arts:

- Attendance at the visual arts is 44.8% in the 2017 online survey and 63.9% in the 2017 telephone survey. To calculate the weight the online survey result was divided by the telephone result: $44.8 / 63.9 = 0.705$.
- This weight was then applied to the trend data e.g. $2014 = 54.1\% * 0.705 = 38.1\%$.
- Based on the weighting we estimate that if we had used an online survey in 2014, we would have found 38% of Aucklanders would have attended the visual arts.

The questions that were specific to Auckland Council were not included on the parallel telephone survey. As such, it is not possible to reweight the trend data for 2011 (when they were last asked). However, some of the Auckland Council questions were included in the booster surveys for other local councils, which means we can help contextualise the findings for these questions (see below).



4.5 Reporting

This report details the survey findings for Aucklanders aged 15+. Each question (included on the national survey) is compared to the finding for All New Zealanders. Where possible comparisons are made over time with re-weighted data from the earlier surveys (see section 4.4).

Some of the attitudinal statements included by Auckland Council were also included in other areas (namely Bay of Plenty, Northland, Southland, Waikato and Wellington City). Where appropriate we compare the Auckland attitude with the average across all areas (including Auckland) in which the question was asked. We note which areas comprise the average on the charts.

In addition, the report highlights those groups of Aucklanders who are more or less engaged with, or positive towards the arts. These groups include demographics such as gender, age, ethnicity, local board, the region of Auckland, annual household income and household size.

Any differences noted in the report (either between Aucklanders and the average, over time, or between sub-groups) are statistically significant, unless stated otherwise. This means we are 95% confident that the difference is genuine, rather than a 'chance' result that can occur from surveying a sample of the population.

On the charts we use the following symbols to denote differences between Aucklanders and all New Zealanders using the following symbols:  

In addition, we note statistically significant differences between the 2014 and 2017 results by colour coding. The 2017 finding is shown in **green** when significantly higher, and in **red** when significantly lower than 2014.

It should be noted for attitudinal questions we have used a five-point scale in terms of agreement (strongly agree, tend to agree, neither agree nor disagree, tend to disagree and strongly disagree) plus a don't know option.

5 Overall engagement, attendance and participation

5.1 Overall engagement with the arts

The survey asks respondents specifically about their attendance at and their participation in six separate art forms. There are no overall questions that measure attendance or participation in the arts at an overall level.

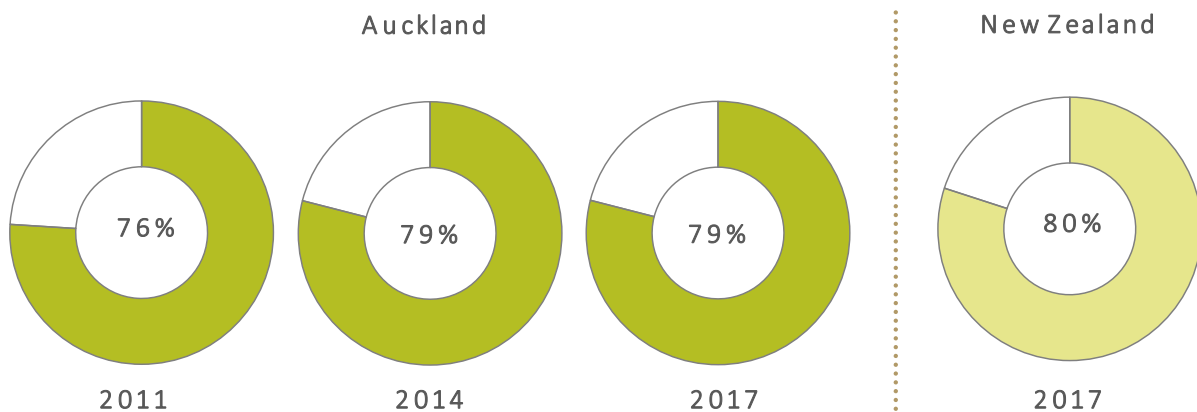
The chart below shows overall engagement with the arts in 2017. Engagement with the arts is a nett calculation based on the respondents who said they attended or participated in at least one art form in the last 12 months.

The 2017 finding is based on the online survey. Due to the change in survey methodology in 2017 we have re-weighted the findings for the previous survey waves to enable a more meaningful comparison. The weights were calculated by comparing the online survey findings in 2017 with findings from a parallel telephone survey².

Eight in ten Aucklanders (79%) have engaged with the arts in the last 12 months. This is consistent with 2014. The difference between 2017 and 2011 is not statistically significant.

The level of engagement in Auckland is in line with the national average (80%).

Q Overall engagement is based on all those who have either attended or participated in the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); Auckland 2011 (928); New Zealand (6,101)

² See section 4 for further detail on the change in method and approach taken to re-weighting the previous surveys.

There is a strong correlation between attending the arts and participating in them. The table below demonstrates that a large proportion of high attendees (48%) are also frequent participators. Conversely a high proportion of non-attendees (78%) are also non-participators.

Participation	Attendance				
	BASE: All respondents (n=1,889)	Attended nothing	Low attendance	Medium attendance	High attendance
Did not participate		78%	58%	47%	19%
Participated 12 times or less		16%	31%	38%	33%
Participated more than 12 times		6%	10%	15%	48%

There are a number of demographic subgroups who are more likely than average (79%) to be engaged with the arts. They include:

- Those living in Waitemata local board (93%)
- Māori (86%)
- Women (83%)
- Those living in the Central region of Auckland (83%).

Conversely there are various demographic subgroups who are less likely than average (79%) to be engaged with the arts. They include:

- Asian New Zealanders (76%)
- Men (75%)
- Those living in the South-East region of Auckland (74%)
- Those living in Papakura local board (67%)
- Those living in Manurewa local board (64%)
- Low-income households, with an annual income of up to \$30,000 (71%).

5.2 Overall arts attendance

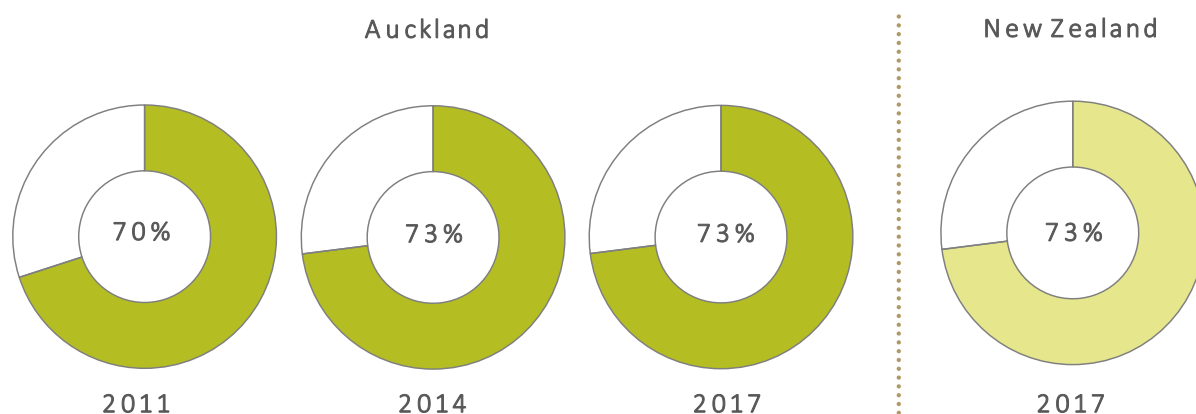
5.2.1 Overall arts attendance

The chart below summarises the proportion of Aucklanders who have attended at least one arts event or location in the last 12 months.

A total of 73% of Aucklanders have attended at least one arts event or location in the last 12 months. This is consistent with 2014. The difference between 2017 and 2011 is not statistically significant.

Attendance in Auckland is in line with that in New Zealand (73%).

Q Overall attendance is based on all those who have attended the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); Auckland 2011 (928); New Zealand (6,101)

There are a number of demographic subgroups who are more likely than average (73%) to attend the arts. They include:

- Those living in Waitemata (88%) and Waitakere Ranges local boards (85%)
- Those living in the Central region of Auckland (79%)
- Higher-income households, with an annual income of more than \$80,000 (78%)
- Women (78%)
- Two-person households (77%).

Conversely there are a number of demographic subgroups who are less likely than average (73%) to attend the arts. They include:

- Those living in Papakura (60%) and Manurewa (52%) local boards
- Men (69%)
- Those aged 70+ (67%)
- Low-income households, with an annual income of up to \$30,000 (63%).

5.2.2 Frequency of attendance

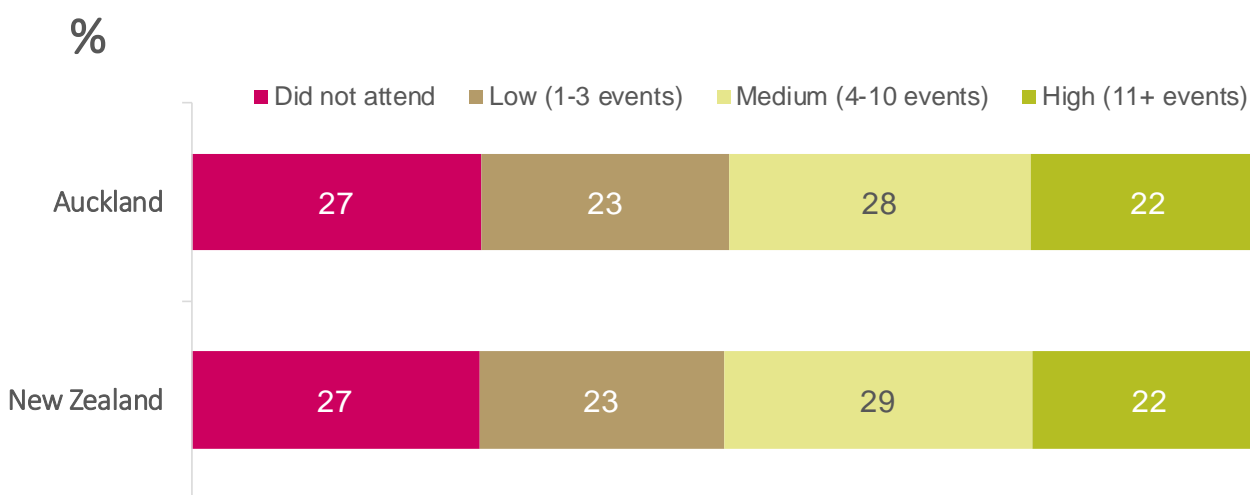
We have identified four groups of in terms of the frequency with which they attend any art form:

- None – did not attend any arts events in the last 12 months
- Low – attended 1 to 3 arts events in the last 12 months
- Medium – attended 4 to 10 arts events in the last 12 months
- High – attended 11+ arts events in the last 12 months.

Over one in five Aucklanders (22%) are represented in the ‘high’ frequency of attendance group. Due to the change in survey methodology it is not possible to make comparisons with previous survey waves³.

The frequency with which Aucklanders attend the arts is in line with all New Zealanders.

Q Frequency of attendance shows the number of times respondents have attended any of the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Auckland (1889); New Zealand (6,101)

There are a number of demographic subgroups who are more likely than average (22%) to be high attendees. They include:

- Those living in the Waitemata local board (47%).
- Māori (33%)
- Households with an annual income of between \$30,001 and \$50,000 (28%)
- Those living in the Central region of Auckland (27%).

Conversely there are a number of demographic subgroups who are less likely than average (22%) to be high attendees. They include:

- Asian New Zealanders (18%)
- Those living in the South-East region of Auckland (15%).
- Those living in Franklin (12%), Papakura (12%) and Manurewa (10%) local boards.

³ See section 4 for further detail on the change in method and approach taken to re-weighting the previous surveys.

5.3 Overall arts participation

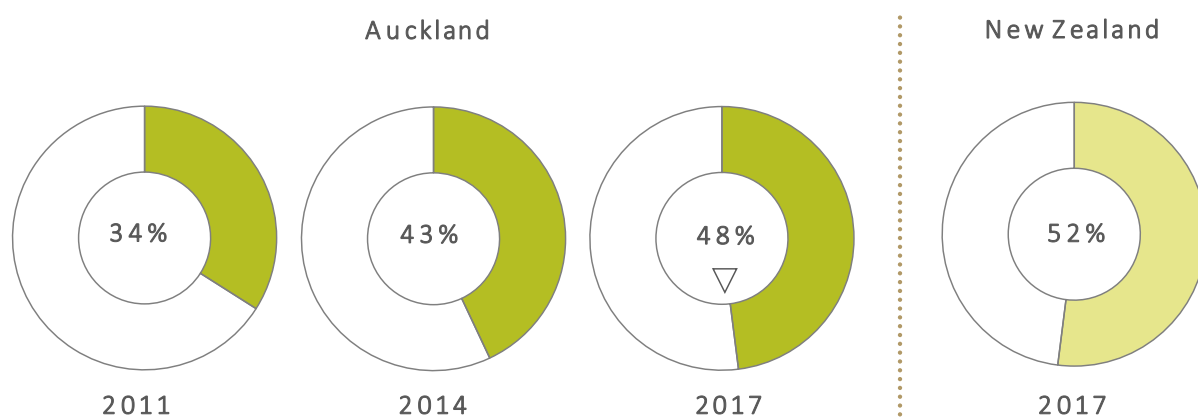
5.3.1 Overall arts participation

The chart below summarises the proportion of Aucklanders who have participated in at least one art form in the last 12 months.

Participation has reached its highest level recorded to date. Just under half of all Aucklanders now participate in the arts (48%). The difference between 2017 (48%) and 2014 (43%) is not statistically significant, but the difference between 2017 and 2011 (34%) is significant.

Despite this growth, participation remains lower than that for all New Zealanders (48% vs. 52%).

Q Overall participation is based on all those who have participated in the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); Auckland 2011 (928); New Zealand (6,101)

There are a number of demographic subgroups who are more likely than average (48%) to participate in the arts. They include:

- Those living in the Waitemata local board (67%)
- Māori (63%)
- Young people, aged 15-29 (59%)
- Women (53%).

Conversely there are a number of demographic subgroups who are less likely than average (48%) to participate in the arts. They include:

- Men (43%)
- Older people aged 60+ (41%)
- High-income households, with an annual income of more than \$120,000 (41%)
- Those living in the Papakura local board (37%).

5.3.2 Frequency of participation

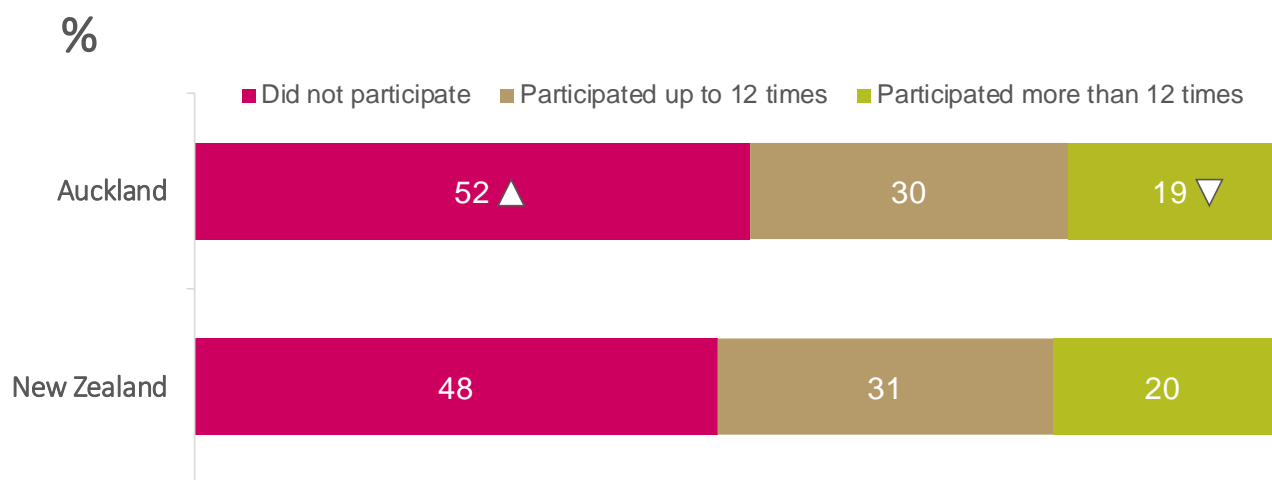
We have identified three groups in terms of the frequency with which they participate in any art form:

- Did not participate in any arts forms in the last 12 months
- Participated up to 12 times in the last 12 months
- Participated more than 12 times in the last 12 months.

One in five Aucklanders (19%) participate in the arts on a very regular basis. Due to the change in survey methodology it is not possible to make comparisons with previous survey waves⁴.

In Auckland the proportion of regular participants (19%) is lower than average for New Zealand (20%).

Q Frequency of participation shows the number of times respondents have participated in any of the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts



▲▼ = significantly higher / lower than New Zealand

Base: All respondents: Auckland (1889); New Zealand (6,101)

There are a number of demographic subgroups who are more likely than average (19%) to participate regularly. They include:

- Māori (29%)
- Young people, aged 15-29 (26%)
- Women (23%).

Conversely there are a number of demographic subgroups who are less likely than average (19%) to participate regularly. They include:

- Men (14%)
- Asian New Zealanders (14%).

⁴ See section 4 for further detail on the change in method and approach taken to re-weighting the previous surveys.

6 Triggers to greater engagement with the arts

6.1 Triggers to greater engagement with the arts (spontaneous)

Aucklanders were asked what would inspire them to attend more arts and cultural events, or participate more frequently in arts and cultural activities. Respondents typed in their response to this question, and thematic codes have been created based on their answers. The chart shows the proportion who mention each code. Only codes mentioned by more than 3% of Aucklanders are included.

The main trigger that cuts through is around affordability, with 20% suggesting cheaper prices or free events. Other key triggers include having more spare time (9%) and making it easier to access the arts (8%).

Travel is a key consideration with Aucklanders suggesting improvements to parking (8%) and public transport (7%) as possible incentives, while some want to cut journey times through a proliferation of local events and activities (6%).

Additional triggers relate to having more choice (6%), breaking social isolation (5%), the opportunity to learn about different cultures (5%) and improving the promotion of events (5%) and information on what is on (4%).

Q What would inspire you to attend more arts and cultural events, or participate more frequently in arts and cultural activities?



Base: All respondents: Auckland (1889)

Note: Triggers <4% are not reported. Don't know = 6%

Different triggers have greater appeal for certain demographic groups.

- Women place more emphasis than average on affordability (26%), parking issues (11%) and public transport (9%).
- There is evidence that the arts are not meeting men's needs. They are more likely than average to say that events or activities need be interesting or relevant (9%).

- Those aged 50-69 are more likely than average to say having more time would allow them to engage more. They are also more likely to refer to the need for improved parking.
- Older Aucklanders aged 70+ place particular emphasis on better public transport (14%).
- High-income households, with an annual income of more than \$120,000 are also more likely than average to say having more time would make the difference (13%) or improved parking (12%).
- Asian New Zealanders are more likely than average to reference cheaper prices or free events (26%)
- Māori (9%) and Pacific peoples (14%) are both more likely than average to reference the opportunity to learn about different cultures or cultural events.
- Pacific peoples (9%) are also more likely than average (3%) to mention being more inclusive or made to feel welcome is important. This is also of particular importance to young people aged 15-29 (8%).

The table below highlights those triggers which are more likely than average to be mentioned by residents of the local boards.

Albert-Eden <ul style="list-style-type: none"> • Location and size of venue including holding events at outdoor venues, parks and the waterfront (8% vs. 3%) 	Devonport-Takapuna <ul style="list-style-type: none"> • More daytime shows or matinees (6% vs. 1%) 	Franklin <ul style="list-style-type: none"> • Having events outside the CBD (8% vs. 3%) • Reducing traffic congestion (5% vs 1%)
Hibiscus and Bay <ul style="list-style-type: none"> • More time (20% vs. 9%) • More local events / activities (12% vs. 6%) 	Howick <ul style="list-style-type: none"> • More local events / activities (13% vs. 6%) 	Mangere-Otahuhu <ul style="list-style-type: none"> • The opportunity to learn about different cultures or cultural events (16% vs. 5%) • More family events / child friendly (8% vs. 3%)
Maungakiekie-Tamaki <ul style="list-style-type: none"> • More inclusive / being made to feel welcome (8% vs. 3%) 	Otara-Papatoetoe <ul style="list-style-type: none"> • More inclusive / being made to feel welcome (9% vs. 3%) 	Papakura <ul style="list-style-type: none"> • More local events / activities (12% vs. 6%) • Cater for disabilities / older people / those with ill-health (8% vs. 3%)
Rodney <ul style="list-style-type: none"> • Better / cheaper parking (17% vs. 8%) • Better / cheaper public transport (15% vs. 7%) • More local events / activities (14% vs. 6%) • Being available outside the CBD (9% vs. 3%) • Less congestion (5% vs. 1%) 	Waitakere Ranges <ul style="list-style-type: none"> • More advertising / promotion of events (12% vs. 5%) 	Waitemata <ul style="list-style-type: none"> • High quality art / international exhibitions (10% vs. 3%)
Whau <ul style="list-style-type: none"> • Easier access / convenience (15% vs. 8%) • Something that interests me / is relevant to me (13% vs. 6%) • More inclusive / welcoming to all (8% vs. 3%) 		

Below, we have provided examples of the triggers mentioned above.

- “If tickets were more affordable and if arts and cultural events were easier.”
Woman, 15-29, Asian New Zealander, Albert-Eden
- “Finding events that appeal to myself and friends, so that I have people to go with and share the experience with. Means I can discuss stuff about it with them during and after.”
Man, 15-29, Pākehā, Kaipatiki
- “Being more toddler friendly and easy access/parking.”
Woman, 30-39, Asian New Zealander, Maungakiekie-Tamaki
- “Free family events based around good times of the day or weekends for families. Plenty of notice helps, online or my poster form at our local stores.”
Woman, 30-39, Māori, Mangere-Otahuhu
- “Better communication of what is on, having access to events in my neighbourhood or outside of the city centre, parking, lower prices or free entry.”
Woman, 40-49, Pākehā, Rodney
- “Having an efficient and convenient public transport system to get there or free parking.”
Woman, 40-49, Pacific peoples, Mangere-Otahuhu
- “Ease of access and parking, location and time.”
Man, 50-59, Pacific peoples, Otara-Papatoetoe
- “Affordability is sometimes an issue. Transport and or parking are very difficult as I live in the far west. Parking is not easy and is hugely expensive, there is NO PUBLIC TRANSPORT in Huia where I live. More travelling exhibitions would be great (at the ACAG), the writers’ festival is packed...many events sell out early.”
Woman, 50-59, Pākehā, Waitakere Ranges
- “More exhibitions of different kinds of cultures. These will draw more interest to attend and participate.”
Woman, 60-69, Asian New Zealander, Orakei
- “I suppose events that cater for my particular interests and that appeal to me at a particular time; events that are reasonably priced so I can fit them into my 'fixed income' budget.”
Man, 70+, Pākehā, Devonport-Takapuna

6.2 Triggers to higher attendance at the arts (prompted)

Three in five Aucklanders (60%) agree some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

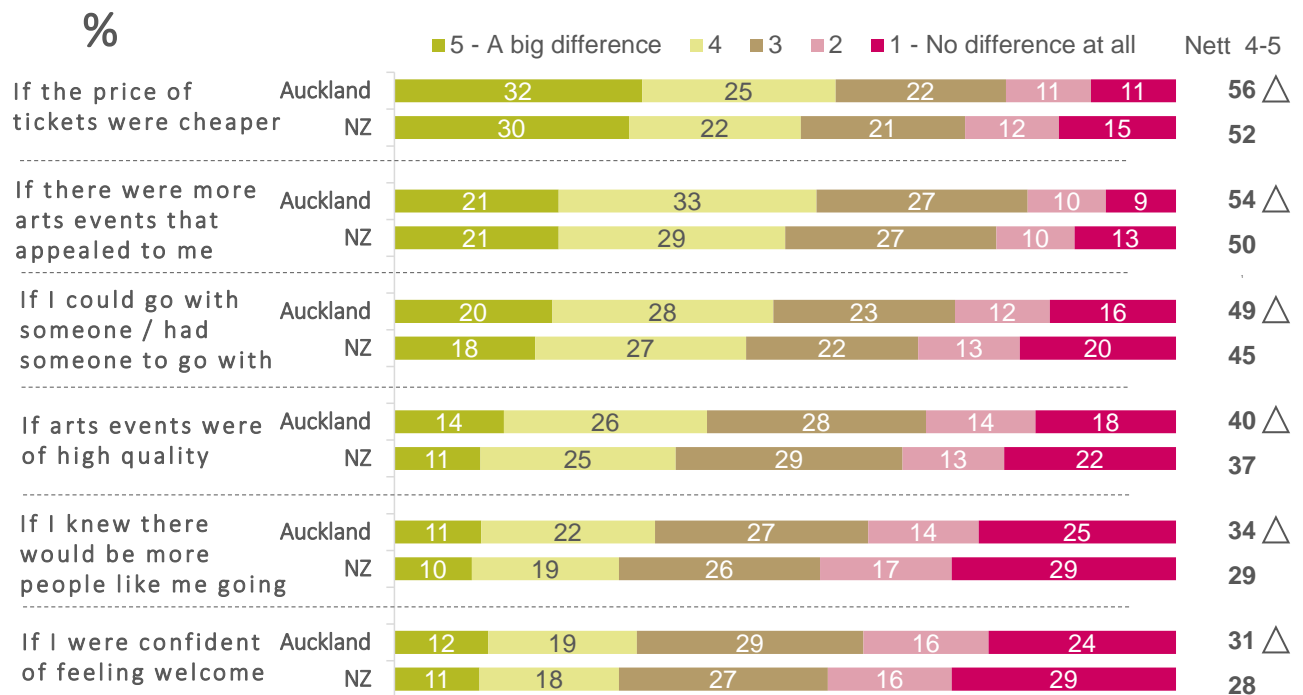
Ticket prices, choice and social isolation emerged as key factors that influence attendance. Around half of respondents indicate reducing the price of tickets (56%), having a greater range of events that appealed to them (54%), and having someone to go with (49%) would encourage them to go more frequently. Respondents are most likely to feel cheaper tickets would make the greatest difference; 32% rate this as 5 out of 5, where 5 is a big difference, compared to 21% and 20% for the other two triggers respectively.

Additionally, the quality of the arts appears to be an issue for a sizable minority, four in ten (40%) indicate better quality arts would encourage them to attend more.

There is evidence that greater inclusivity could further encourage attendance to the arts. Three in ten respondents indicate if they knew more people like them would be going (34%) and if they were confident of feeling welcome (31%) they would be encouraged to go more.

Agreement with all statements is higher for Auckland than the New Zealand average. This suggests there may be greater barriers to attendance in the Auckland region compared to elsewhere.

Q You earlier agreed that the arts interest you but you still don't go much. What difference would the following make in encouraging you to go to the arts more often?



Δ ∇ = significantly higher / lower than New Zealand

Base: All respondents who are interested in the arts but don't go much: Auckland (1175); New Zealand (3,822)

Younger people and Asian New Zealanders repeatedly indicate these different factors would encourage them to go to the arts more often than they currently do. Due to the lower base sizes for this question there are relatively few differences by local board which are statistically significant. Further detail for each factor are provided below.

The following demographic groups are more likely than average (56%) to indicate they would go to arts more often *if the price of tickets was cheaper*:

- Households with 5 or more people (70%)
- Asian New Zealanders (66%)
- Women (63%).

The following demographic groups are more likely than average (54%) to indicate they would go to the arts more often *if there were more arts events that appealed to them*:

- Younger people aged 15-29 (67%) and 30-39 (64%)

The following demographic groups are more likely than average (49%) to indicate they would go to the arts more often *if they had someone to go with*:

- Asian New Zealanders (58%)
- Younger people aged 15-29 (66%) and 30-39 (56%)
- Women (54%).

The following demographic groups are more likely than average (40%) to indicate they would go to the arts more often *if arts events were of high quality*:

- Asian New Zealanders (53%)
- Younger people aged 15-29 (52%).

The following demographic groups are more likely than average (34%) to indicate they would go to the arts more often *if they knew there would be more people like them going*:

- Those living in Waitemata local board (49%)
- Younger people aged 15-29 (48%)
- Asian New Zealanders (46%)
- Māori (45%).

The following demographic groups are more likely than average (31%) to indicate they would go to the arts more often *if they were confident of feeling welcome*:

- Asian New Zealanders (40%)
- Younger people aged 15-29 (47%) and 30-39 (37%).

7 Attitudes towards the arts

To understand what New Zealanders think about the arts (and their potential benefits) a series of attitudinal statements have been developed since 2005. A number of these statements were included on the 2017 telephone parallel survey which has enabled us to produce trends for these statements.

In addition to 21 statements included on the national survey, Auckland Council also added 14 statements to the survey to gain a deeper understanding of how Aucklanders perceive the arts in their region and communities. These statements were not included on the telephone parallel survey and as such it is not possible to show trends.

However, some of these statements (or versions of them) were also included in survey boosts for other regions or councils (namely Bay of Plenty, Northland, Southland, Waikato and Wellington City). Where relevant we compare the Auckland findings with the average across these areas (including Auckland). Those areas which comprise the average are detailed on the chart.

7.1 Summary of Aucklanders' attitudes

On balance, Aucklanders are positive about the arts. The majority of Aucklanders hold positive attitudes on 23 of the 35 statements measured. It should be noted that many of those who do not share these positive views often take a neutral position, as opposed to holding a negative viewpoint (full details are provided in sections 7.2 to 7.10).

- *I feel proud when New Zealand artists succeed overseas (74% agree)*
- *The arts should reflect New Zealand's cultural diversity (68% agree)*
- *The arts help to improve understanding of different cultures (67% agree)*
- *The arts help to create connections between different people in the community (67% agree)*
- *The arts make Auckland a more vibrant and attractive place to live (66% agree)*
- *I learn about different cultures through the arts (66% agree)*
- *It's important that the arts have a strong presence in Auckland (65% agree)*
- *It is important for Auckland to be known as a place that supports great arts events and activities (64% agree)*
- *The arts should be part of the education of every New Zealander (63% agree)*
- *The range of arts events and activities on offer in Auckland reflect the multicultural diversity of the region (63% agree)*
- *Arts activities, venues and events help make Auckland a more vibrant and attractive place to live (62% agree)*
- *There is a wide range of arts activities and events available in Auckland (62% agree)*
- *Auckland has a high range of high quality arts and culture venues (61% agree)*
- *Overall New Zealand arts are of high quality (60% agree)*
- *Some arts events interest me but I still don't go much (60% agree)*
- *The arts contribute positively to our economy (58% agree)*
- *The arts help improve New Zealand society (58% agree)*
- *The arts in New Zealand are world class (53% agree)*
- *The arts help define who we are as New Zealanders (54% agree)*
- *The arts should receive public funding (53% agree)*
- *I don't find the arts all that interesting (53% disagree)*
- *Māori culture, identity and stories are celebrated in Auckland (52% agree)*
- *I am proud of the arts in Auckland (50% agree).*

While, less than half of all Aucklanders express a positive viewpoint on the following statements, they are much more likely to hold a positive one than a negative one (a significant proportion are neutral).

- *My local Council should give money to support the arts (48% agree)*
- *My community would be poorer without the arts (47% agree)*
- *The arts help define who we are as Aucklanders (46% agree)*
- *The arts are for people like me (45% agree)*
- *There are good opportunities for me to take part in arts activities and events in my local area (45% agree)*
- *My community has a broad range of arts and artistic activities that I can experience or participate in (44% agree)*
- *The arts improve how I feel about life in general (44% agree).*

In contrast Aucklanders are more evenly balanced between a positive and negative viewpoint on the following statements (with others taking a neutral viewpoint).

- *The arts are only for certain types of people (37% agree)*
- *The arts are part of my everyday life (36% agree)*
- *The availability of good arts activities and events is an important reason why I like living where I do (32% agree).*

There are only two statements where on balance Aucklanders are more likely to hold a negative attitude than positive.

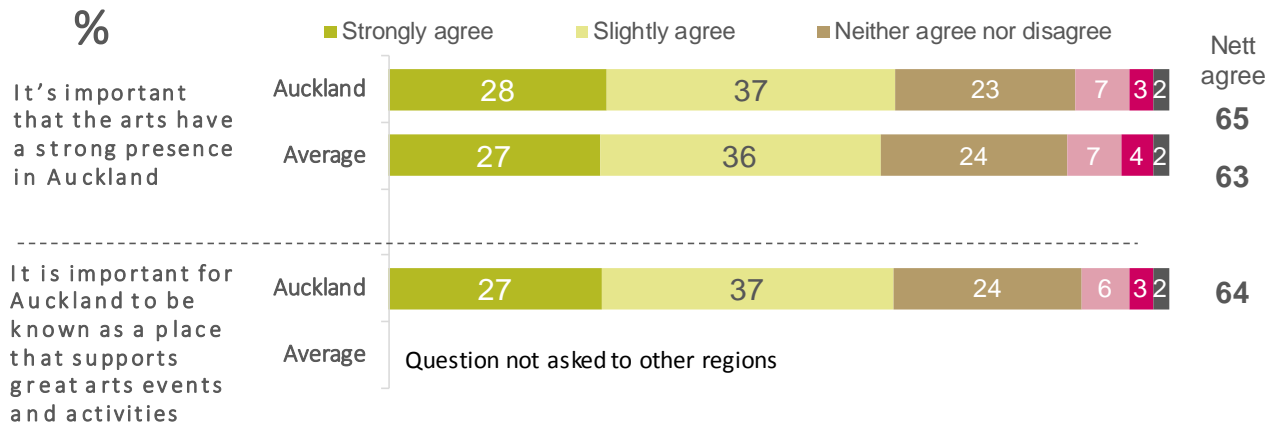
- *All the best arts events and activities are in the CBD (38% who agree, compared to 19% who disagree and 43% neutral)*
- *I can't live without the arts (33% agree, compared to 37% who disagree, and 29% who are neutral).*

7.2 Relative importance of the arts to Auckland and its identity

Aucklanders perceive the arts as important to the region’s identity.

Two in three Aucklanders (65%) agree it is important the arts have a strong presence in Auckland. This is in line with the average (63%). In addition, two in three agree it is important for Auckland to be known as a place that supports great arts events and activities. There is a depth of feeling about both ideas. The proportion who strongly agree is noticeably higher than with other attitudes expressed in the survey.

Q To what extent do you agree or disagree?



△ ▽ = significantly higher / lower than average

Base: All respondents: Auckland (1889); Average (3372)

Note: Average is made up of Bay of Plenty, Auckland, Northland and Southland

The following demographic groups are more likely than average (65%) to agree that it’s important the arts have a strong presence in Auckland:

- Those living in Waitakere Ranges (80%), Waitemata (79%) and Albert-Eden (76%) local boards
- Those who feel Auckland is a great place to live (74%)
- Those living in the Central region of Auckland (71%)
- Middle-aged people, aged 50-59 (73%), and older people, aged 60-69 (71%)
- High-income households, with an annual income of more than \$120,000 (70%)
- Women (69%)
- Pākehā (67%).

A similar set of groups are more likely than average (64%) to agree that it’s important for Auckland to be known as a place that supports great arts events and activities:

- Those living in Albert-Eden (79%) and Waitemata (78%) local boards
- Those who feel Auckland is a great place to live (75%)
- Those living in the Central region of Auckland (69%)
- Middle-aged people, aged 50-59 (71%)
- High-income households, with an annual income of more than \$120,000 (69%)
- Women (69%).

7.3 Inclusivity of the arts

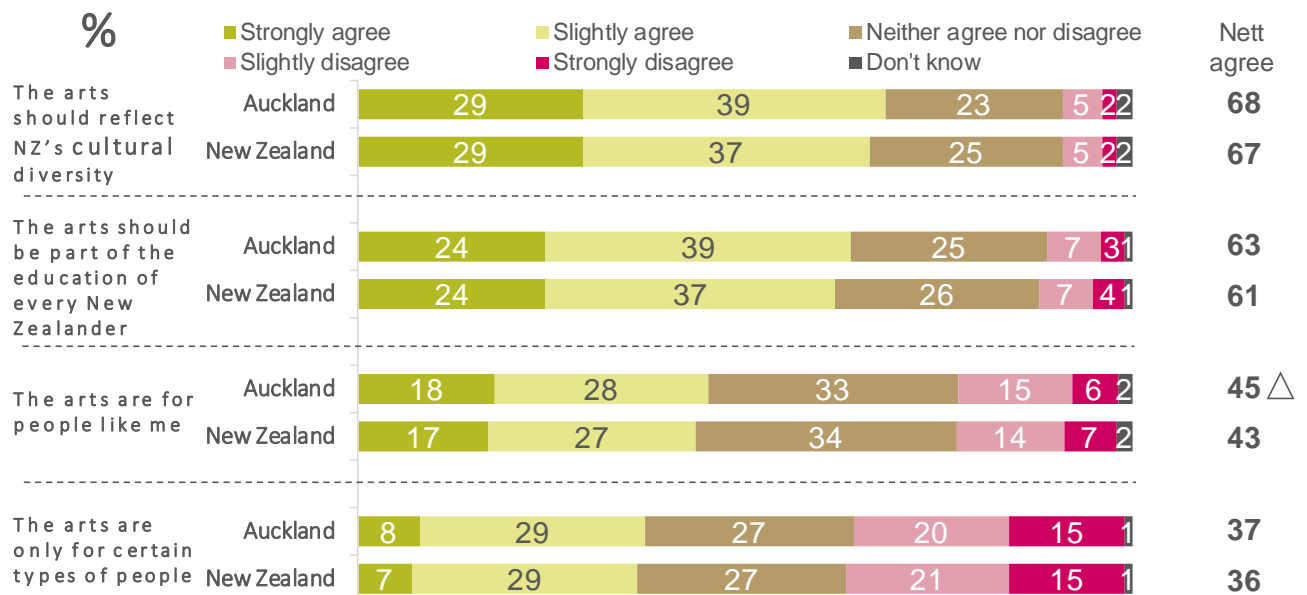
7.3.1 Findings from questions included in the national survey

There is strong support amongst Aucklanders for the arts to reflect New Zealand’s cultural diversity and to be part of the education of every New Zealander. The majority of Aucklanders agree with these statements, with only a minority actively disagreeing (7% and 10% respectively). There is a depth of feeling about both ideas. The proportion who strongly agree is noticeably higher than with other attitudes expressed in the survey.

There is a feeling the arts could be more inclusive. Forty five percent agree the ‘arts are for people like me’, while 37% agree the arts are only for certain types of people.

The attitudes expressed by Aucklanders are largely in line with all New Zealanders, although they are more likely to agree the arts are for people like me than all New Zealanders (45% vs. 43%).

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Auckland 2017 (1889); New Zealand (6,101)

The following groups of Aucklanders are more likely than average (68%) to agree the arts should reflect New Zealand’s cultural diversity:

- Middle-aged people, aged 50-59 (75%)
- Women (73%).

Similar groups are more likely than average (63%) to agree the arts should be part of the education of every New Zealander:

- Middle-aged people, aged 50-59 (70%)
- Older people aged 60-69 (69%)
- Women (69%)
- High-income households, with an annual income of more than \$120,000 (68%).

Residents living in Waitemata local board are more likely than average to agree the arts are for people like me (64% vs. 45%), as are those living in the Central region of Auckland (51%). In contrast Asian New Zealanders are

less likely to agree than average (41%), as are those living in Papakura local board (34%) and the South-East region of Auckland (40%).

The following groups of Aucklanders are more likely than average to agree the arts are not wholly inclusive, and only for certain types of people (37%):

- Young people, aged 15-29 (44%)
- Asian New Zealanders (41%)
- Men (41%).

7.3.2 Findings from questions included in the Auckland survey

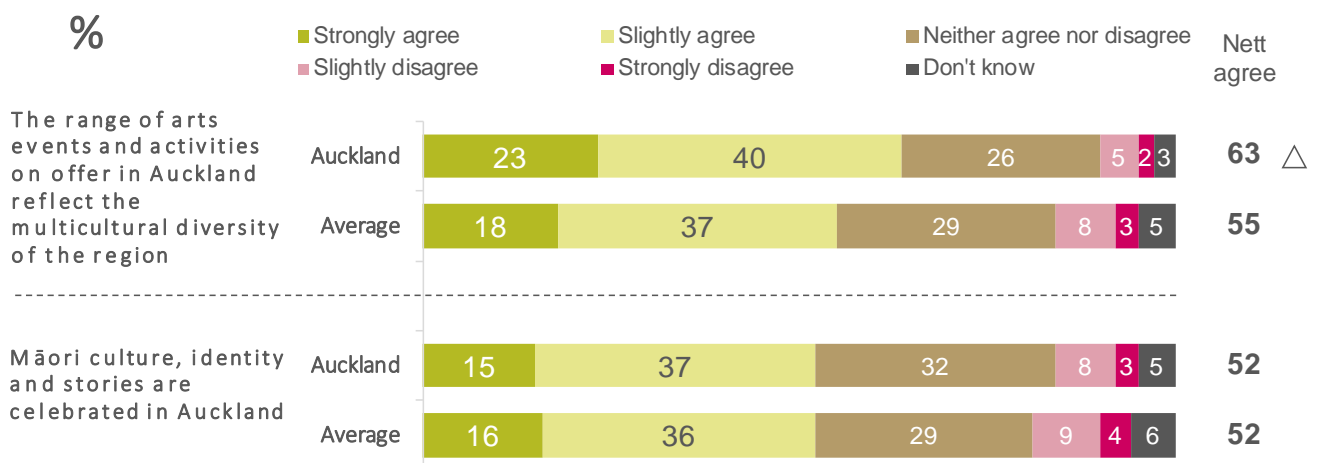
Aucklanders broadly agree that the arts both reflect and celebrate its diversity.

Two in three Aucklanders (63%) agree the range of its arts scene reflects its multicultural diversity. This is higher than average (55%).

In addition, just over half of Aucklanders (52%) feel that Māori culture, identity and stories are celebrated in Auckland. This is in line with the average. Māori perceptions of the extent to which their culture is celebrated is consistent with that of all Aucklanders (51% vs. 52% agreeing). However, Māori are more likely to strongly agree with this statement than all Aucklanders (27% vs. 15%)

Finally, half of all Aucklanders perceive the arts as a source of pride. This is in line with the average.

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than average

Base: All respondents: Auckland (1889), Average (1= 3885, 2=3372)

Note: Average is made up of Bay of Plenty, Auckland, Northland, Southland and Waikato

The following demographic groups are more likely than average (63%) to agree the range of arts events and activities on offer in Auckland reflect the multicultural diversity of the region:

- Those living in Rodney (76%) and Waitemata (74%) local boards
- Those who feel Auckland is a great place to live (72%)
- Middle-aged people, aged 50-59 (70%), and older people, aged 60-69 (73%)
- High-income households, with an annual income of more than \$120,000 (69%)
- Women (68%)
- Pākehā (66%).

In contrast Asian New Zealanders (58%) and Māori (54%) are less likely to agree than average (63%) to feel the arts are reflecting the region's diversity. Fifty-six percent of Pacific peoples agree, although the difference is not statistically significant when compared to the average.

The following groups of Aucklanders are more likely than average (52%) to agree Māori culture, identity and stories are celebrated in Auckland:

- Those who feel Auckland is a great place to live (60%)
- Women (57%).

7.4 Accessibility of the arts

7.4.1 Findings from questions included in the national survey

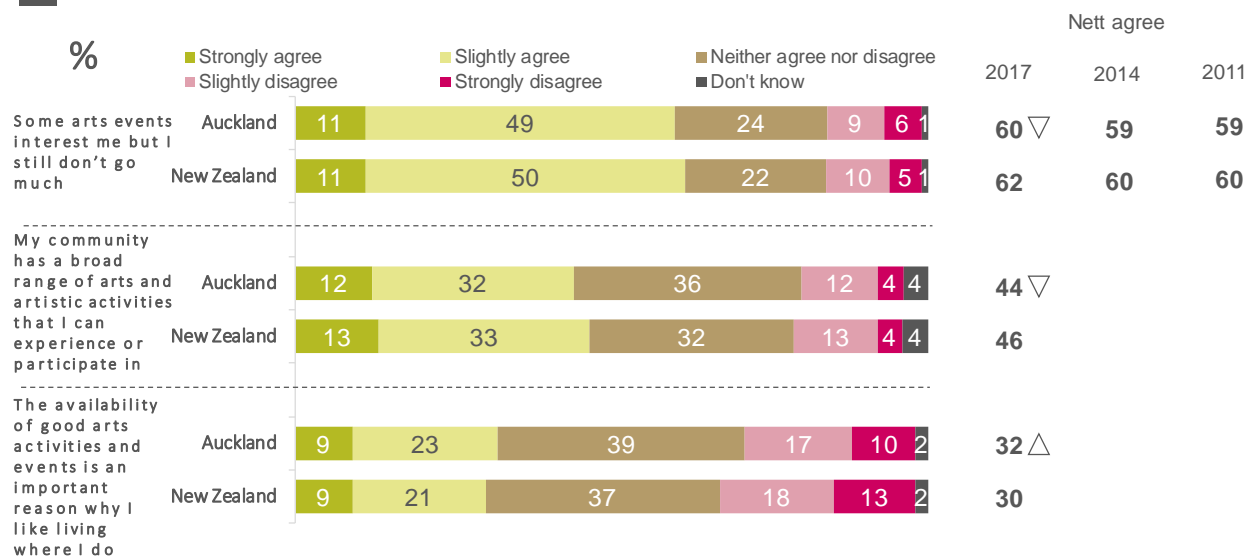
There is potential to significantly improve attendance at arts events. Three in five Aucklanders (60%) agree ‘some arts events interest me but I still don’t go much’. This is in line with previous surveys, although slightly lower than all New Zealanders (62%).

A sizeable proportion of Aucklanders agree they have access to a range of arts and artistic activities (44% agree with this). Only a minority disagree with this (16%), while a third remain unsure; potentially indicating a lack of knowledge of what is available in their area.

The proportion who agree with this statement is slightly lower than all New Zealanders (46%). This is perhaps surprising given the wide range of arts venues and activities in Auckland. However, this finding suggests there are various barriers that prevent residents from accessing what the region has to offer. Findings from Section 6 (on the triggers to greater engagement with the arts) indicate these barriers are principally around the cost of living and transport (getting across Auckland).

Three in ten Aucklanders feel the arts and arts activities is an important reason in why they like living where they do. A similar proportion disagree with this statement (28%) indicating there are other more important reasons which influence their place attachment. The proportion who agree is slightly higher than all New Zealanders (30%).

Q To what extent do you agree or disagree?



△ ▽ = significantly higher / lower than New Zealand

Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); Auckland 2011 (928); New Zealand (6,101)

The survey highlights a number of groups with the greatest potential to grow arts attendance. The following are more likely to agree than average ‘some arts interest me but I still don’t go much’ (60%):

- Those living in the Waitakere Ranges local board (72%) and Albert Eden local board (71%)
- Women (66%).

There are a number of geographical differences in terms of those who believe their community has a broad range of arts and artistic activities they can experience or participate in. Those living in Waitemata (61%) and Albert Eden (57%) local boards are more likely than average (44%) to agree with this statement while those living in Manurewa (31%) and Papakura (25%) local boards are less likely than average to agree.

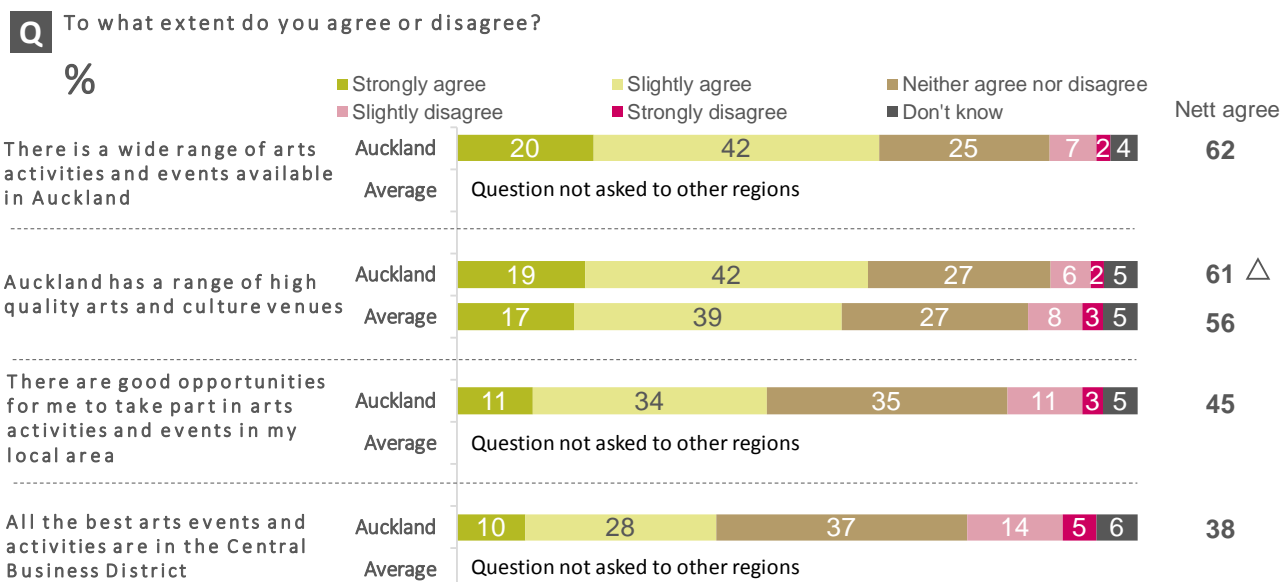
The availability of a vibrant arts scene is of particular importance to residents in Waitemata in determining why they like living where they do (57% vs. 32% across Auckland). In addition, those living in the Central region of Auckland (40%) more likely to agree, and those living in the South-East region (24%) are less likely to do so.

7.4.2 Findings from questions included in the Auckland survey

There is recognition that Auckland has a strong arts scene but some Aucklanders perceive the best elements are concentrated in the CBD. There is also evidence more could be done to provide access to the arts.

Over three in five Aucklanders agree there are a wide range of arts activities and events available (62%). In addition, the proportion Aucklanders are more likely to believe they have a range of high quality arts and cultural venues than average (56%). However, at the same time 38% feel that all the best events and activities are in the CBD (with only 19% disagreeing with this sentiment).

There is evidence more could be done to increase access to the arts for Aucklanders. Less than half agree (45%) there are good opportunities for me to take part in arts activities and events in my local area, although only 15% disagree, with the remainder either neutral or not expressing an opinion.



Δ ∇ = significantly higher / lower than average

Base: All respondents: Auckland (1889); Average (3372)

Note: Average is made up of Bay of Plenty, Auckland, Northland and Southland

The following demographic groups are more likely than average (62%) to agree there is a wide range of arts activities and events available in Auckland:

- Those living in Waitakere Ranges local board (77%)
- Those who feel Auckland is a great place to live (71%)
- High-income households, with an annual income of more than \$120,000 (71%)
- Middle-aged people, aged 50-59 (68%), and older people, aged 60-69 (70%)
- Women (67%)
- Pākehā (65%).

Some similar groups are more likely than average (61%) to agree Auckland has a range of high quality arts and culture venues:

- Those who feel Auckland is a great place to live (69%)
- Middle-aged people, aged 50-59 (68%)

- High-income households, with an annual income of more than \$120,000 (67%)
- Women (66%)
- Pākehā (64%).

The following groups are more likely than average (45%) to feel there are opportunities for them to participate in the arts in their area include:

- Those who live in Waitemata (68%) and Otara-Papatoetoe (59%) local boards
- Those who feel Auckland is a great place to live (51%)
- Middle-aged people, aged 50-59 (52%).

In contrast those groups who are less likely than average (38%) to feel there are opportunities for them to participate in the arts in their area include:

- Asian New Zealanders (41%)
- Older people, aged 70+ (37%)
- Those who live in Howick (32%) and Manurewa (29%) local boards

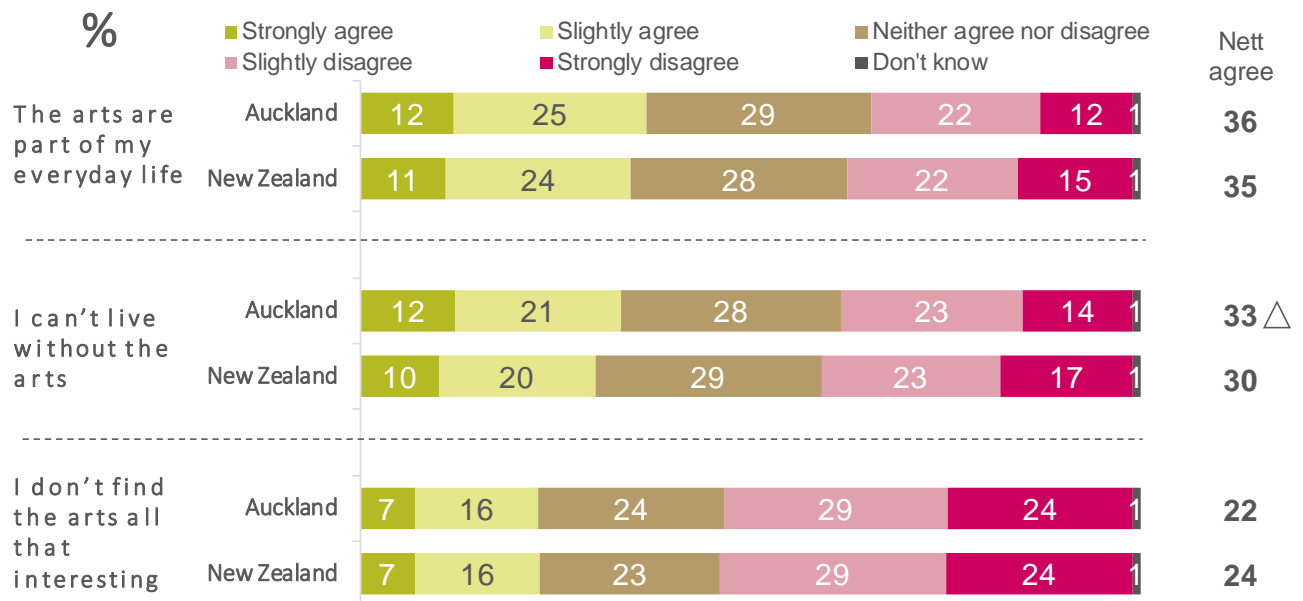
Finally, Asian New Zealanders are more likely than average (45% vs. 38%) to feel the best of the arts scene is in the CBD. There are no statistically significant differences by local board or region.

7.5 What the arts mean to me

The arts have significant meaning for a sizeable proportion of Aucklanders. Thirty-six percent agree the arts are part of their everyday life while 33% agree they can't live without the arts. The proportion who can't live without the arts is slightly higher than all New Zealanders.

More residents are interested in the arts than not. While, 22% of Aucklanders agree they don't find the arts all that interesting, 53% disagree. This is in line with all New Zealanders.

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Auckland 2017 (1889); New Zealand (6,101)

The arts have particular resonance for Auckland women, and those living in Waitemata local board or the central region of Auckland. They are more likely than average to agree the arts are part of their daily lives, and they can't live without the arts:

- Waitemata local board (57% agree the arts part of my everyday life; 57% agree I can live without the arts)
- Central region (43% agree the arts part of my everyday life; 40% agree I can live without the arts).
- Women (41% agree the arts part of my everyday life; 36% agree I can live without the arts)

Men (30%) and those living in Orakei local board (35%) are less likely than average to express interest in the arts (by agreeing with the statement 'I don't find the arts all that interesting'). This compares to 22% on average.

In contrast those more likely than average to express interest in the arts (by disagreeing with the statement 'I don't find the arts all that interesting') includes:

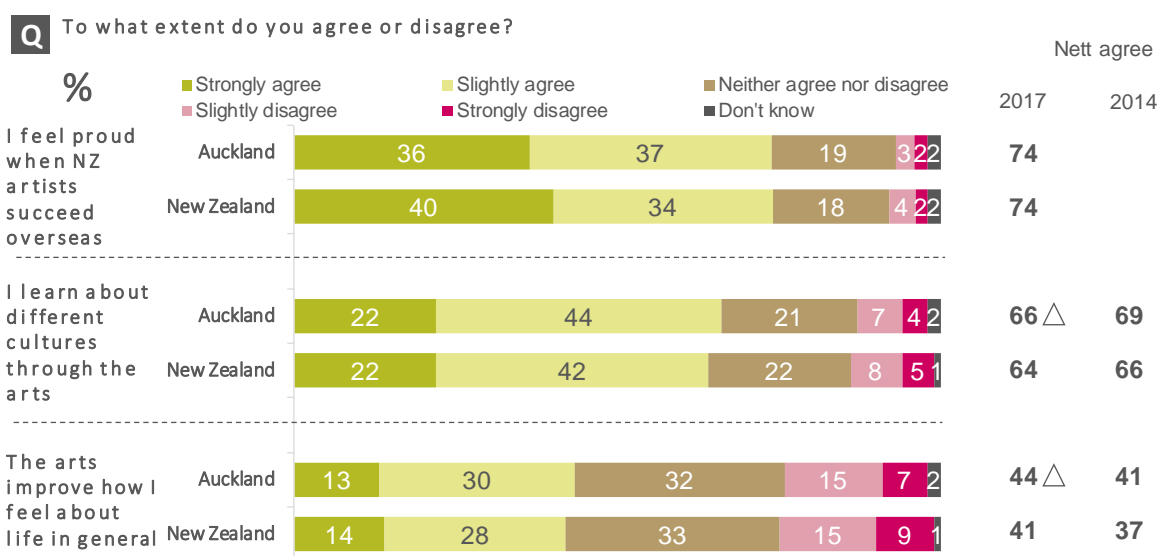
- Those living in Waitakere Ranges (71%), Devonport Takapuna (67%) and Waitemata (66%).
- Middle-aged people, aged 50-59 (60%), and older people aged 60-69 (61%)
- Women (59%).

7.6 How the arts benefit me

The arts provide personal benefits to most Aucklanders. Three quarters agree they feel proud when New Zealand artists succeed overseas. The proportion who strongly agree they feel proud when New Zealand artists succeed overseas is noticeably higher than with other statements in the survey.

Aucklanders are slightly more likely to learn about different cultures through the arts than all New Zealanders (66% vs. 64%), and to benefit from the arts in terms of their wellbeing (44% agree the arts improve how I feel about life in general, compared to 41% nationally).

The differences in Auckland over time in terms of learning about different cultures, and improving how I feel about life, are not statistically significant.



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); New Zealand (6,101)

There are a number of demographic groups who are more likely than average (74%) to feel proud when New Zealand artists succeed overseas:

- Older people aged 50+ (82%)
- Women (81%)
- High-income households, earning more than \$120,000 per annum (80%).

Those groups who are more likely than average (66%) to learn about different cultures through the arts include:

- Those living in Waitemata local board (78%)
- Middle-aged people, aged 50-59 (76%)
- Women (71%)
- High-income households, earning more than \$120,000 per annum (72%).

Finally, the arts are more likely than average (44%) to positively impact the wellbeing of the following groups:

- Those living in Waitemata local board (63%) and the Central region of Auckland (49%)
- Asian New Zealanders (48%)
- High-income households, earning more than \$120,000 per annum (49%)
- Women (45%).

It is also worth noting that those living in Manurewa (30%) and Papakura (29%) are less likely than average to benefit from the arts in terms of their wellbeing.

7.7 How the arts benefit Auckland

Aucklanders believe the arts help promote community cohesion and improve the liveability of their region.

Two in three Aucklanders agree the arts help improve understanding of different cultures (67%) and help create connections between different people in the community (67%). Aucklanders are more likely than average to feel the arts help create these connections (67% vs. 63%).

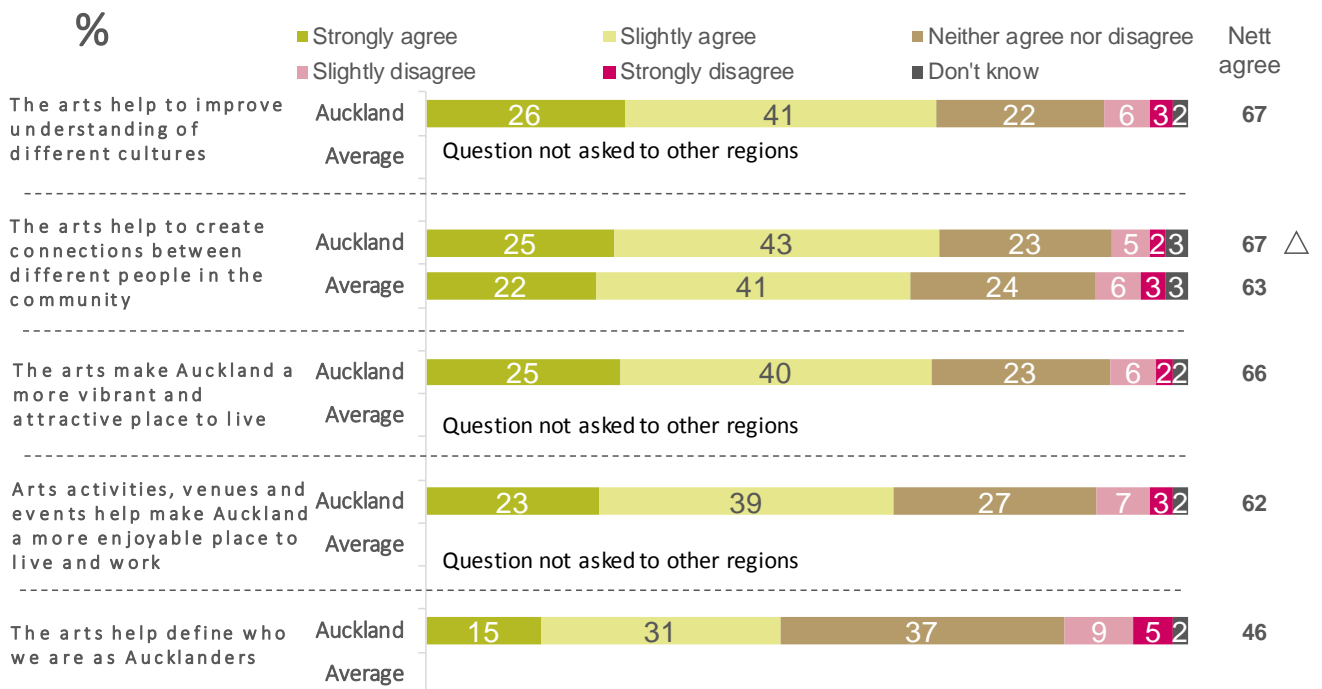
There is a depth of feeling about these attitudes, with a higher proportion strongly agreeing with them compared to other attitudes included in the survey. It is also worth noting that all ethnicities believe the arts improve community cohesion (69% Pākehā, 66% Pacific Peoples, 65% Māori and 62% Asian New Zealanders).

A further two in three Aucklanders feel the arts make Auckland a more *vibrant and attractive* place to live (66%) while 62% feel its arts scene makes Auckland a more *enjoyable* place to live and work. Again, the proportion who strongly believe the arts make Auckland a more *vibrant and attractive* place to live is relatively high.

Less than 10% disagree with each of these four statements, with the remainder neutral or not expressing an opinion.

Just under half of Aucklanders (46%) agree the arts help define who we are as Aucklanders. However, the proportion who agree (46%) far outweighs those who disagree (14%) with the remainder either remaining neutral or not expressing an opinion. It is worth noting that Aucklanders are more likely to agree the arts shape their national identity (54%; see Section 7.8) as opposed to their regional identity (46%).

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than average

Base: All respondents: Auckland (1889); Average (3885)

Note: Average is made up of Bay of Plenty, Auckland, Northland, Southland and Waikato

The following demographic groups are more likely than average (67%) the arts help to improve understanding of different cultures:

- Those living in Waitakere Ranges (83%) and Waitemata (79%) local boards
- Those who feel Auckland is a great place to live (76%)

- Higher-income households, with an annual income of more than \$80,000 (73%)
- Middle-aged people, aged 50-59 (80%), and older people, aged 60-69 (70%)
- Women (74%).

Similar groups are more likely than average (67%) to agree the arts help create connections between different people in the community:

- Those living in the Waitemata local board (84%)
- Those who feel Auckland is a great place to live (76%)
- Middle-aged people, aged 50-59 (75%), and older people, aged 60-69 (74%)
- Higher-income households, with an annual income of between \$80,001 and \$120,000 (74%)
- Single person households (73%)
- Those living in the Central region of Auckland (73%)
- Women (72%).

It is worth noting that those living in Devonport-Takapuna (53%) and Manurewa (51%) local boards are less likely than average to feel the arts help create connections between different people in the community.

The following groups of Aucklanders are more likely than average (66%) to agree the arts make Auckland a vibrant and attractive place to live:

- Those living in the Waitakere Ranges local board (78%)
- Those who feel Auckland is a great place to live (76%)
- High-income households, with an annual income of more than \$120,000 (73%)
- Middle-aged people, aged 50-59 (71%)
- Women (71%).

Those more likely than average (62%) to agree arts activities, venues and events help make Auckland a more enjoyable place to live and work include:

- Those living in the Waitemata (81%), Waitakere Ranges (78%) and Orakei (76%) local boards
- Those who feel Auckland is a great place to live (73%)
- Those living in the Central region of Auckland (69%)
- High-income households, with an annual income of more than \$120,000 (70%)
- Middle-aged people, aged 50-59 (69%)
- Women (66%).

It is worth noting Māori (51%) and those living in Manurewa local board (39%) are less likely to agree with this than average.

Finally, those more likely than average (46%) to agree the arts help define who we are as Aucklanders include:

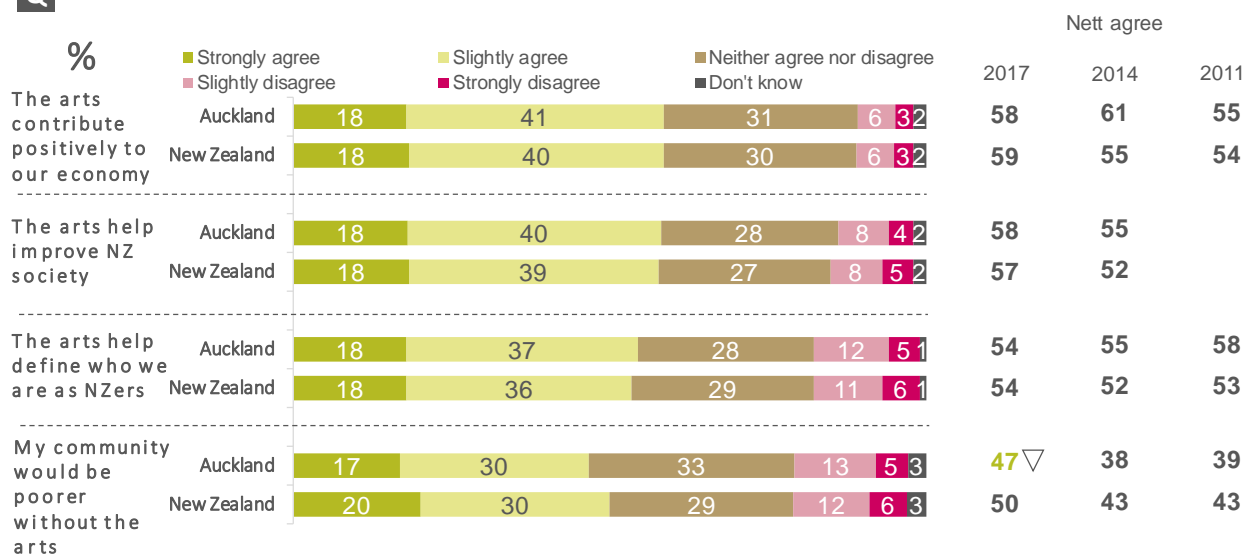
- Those living in Waitemata local board (58%)
- Those who feel Auckland is a great place to live (54%)
- Middle-aged people, aged 50-59 (53%), and older people, aged 60-69 (54%)
- Those living in the Central region of Auckland (51%).

7.8 How the arts benefit New Zealand

The majority of Aucklanders recognise different ways in which the arts benefit the nation. Over half agree they contribute positively to the economy (58%), improve New Zealand society (58%) and help define who we are as New Zealanders (54%). In addition, 47% agree their community would be poorer without the arts.

These findings are largely in line with those for all New Zealanders. The proportion who believe their community would be poorer without the arts is slightly lower amongst Aucklanders than average (47% vs. 50%). However, the proportion of Aucklanders who recognise this benefit has increased significantly since 2014 (from 38% in 2014 to 47% in 2017). None of the other differences over time are statistically significant.

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than New Zealand

Findings in red is significantly lower than 2014 / in green is significantly higher than 2014

Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); Auckland 2011 (928); New Zealand (6,101)

There are a number of demographic groups who are more likely than average (58%) to agree the arts contribute positively to the economy:

- High-income households, earning more than \$120,000 per annum (68%)
- Older people, aged 60-69 (68%)
- Women (64%)
- Pākehā (62%).

Those groups who are more likely than average (58%) to agree the arts help improve New Zealand society include:

- Those living in Waitemata local board (75%)
- Middle-aged people, aged 50-59 (69%)
- High-income households, earning more than \$120,000 per annum (65%)
- Women (61%).

Those groups who are more likely than average (54%) to agree the arts help define who we are as New Zealanders include:

- Those living in Albert Eden local board (69%) and the Central region of Auckland (59%)
- Middle-aged people, aged 50-59 (60%), and older people, aged 60+ (62%).

Finally, the following demographic groups are more likely than average (47%) to feel their community would be poorer without the arts:

- High-income households, earning more than \$120,000 per annum (65%)
- Those living in Orakei (67%) and Waitemata (60%) local boards, and the Central region of Auckland (55%)
- Older people aged 50+ (59%)
- Pākehā (52%)

In contrast the following are all less likely to agree their community would be poorer without the arts:

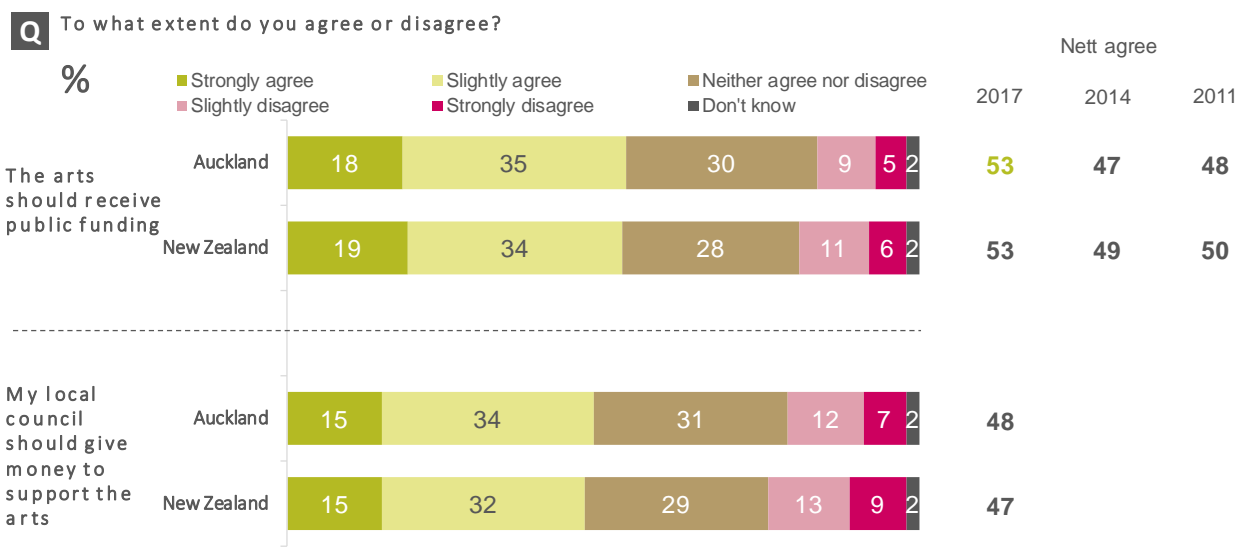
- Asian New Zealanders (40%), Māori (38%) and Pacific peoples (37%)
- Younger people, including those aged 15-29 (36%) and 30-39 (42%)
- Those living in Papakura (31%) and Manurewa (29%), and the South-East region of Auckland (38%).

7.9 Support for public funding of the arts

There is support for public funding of the arts. Over half of Aucklanders (53%) agree the arts should receive public funding. In contrast, just 15% disagree, while the remainder are either neutral or undecided. Support for public funding is also higher than in 2014, while it is in line with the findings for all New Zealanders.

As might be expected, those Aucklanders who hold positive perceptions of the arts, including those who derive personal benefits or see benefits for the nation, are much more likely to support public funding of the arts. Typically, between seven in ten and eight in ten who hold positive attitudes about the arts believe they should be publicly funded. This demonstrates the importance of advocating for the arts to build further support for public funding.

Just under half of all Aucklanders (48%) also feel their local council should give money to support the arts. This compares to 19% who disagree, with the remainder either neutral or undecided. Again, those who hold positive attitudes about the arts are much more likely to support funding from their local council, typically around seven in ten of those with a positive viewpoint. Support for council funding is particularly high amongst those who agree the arts is an important reason they like living where they do.



△▽ = significantly higher / lower than New Zealand

Findings in red is significantly lower than 2014 / in green is significantly higher than 2014

Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); Auckland 2011 (928); New Zealand (6,101)

There are a number of demographic groups who are more likely than average (53%) to support public funding of the arts:

- Those living in Waitemata local board (68%) and the Central region of Auckland (58%)
- High-income households, earning more than \$120,000 per annum (61%)
- Middle-aged people, aged 50-59 (61%), and older people, aged 60-69 (60%)
- Two-person households (58%)
- Women (57%).

These same groups are also more likely than average (47%) to believe their local council should help fund the arts:

- Those living in Waitemata (67%) and Maungakiekie-Tamaki (60%) local boards and the Central region of Auckland (55%)
- High-income households, earning more than \$120,000 per annum (54%)
- Middle-aged people, aged 50-59 (54%)

- Two-person households (51%)
- Women (51%)

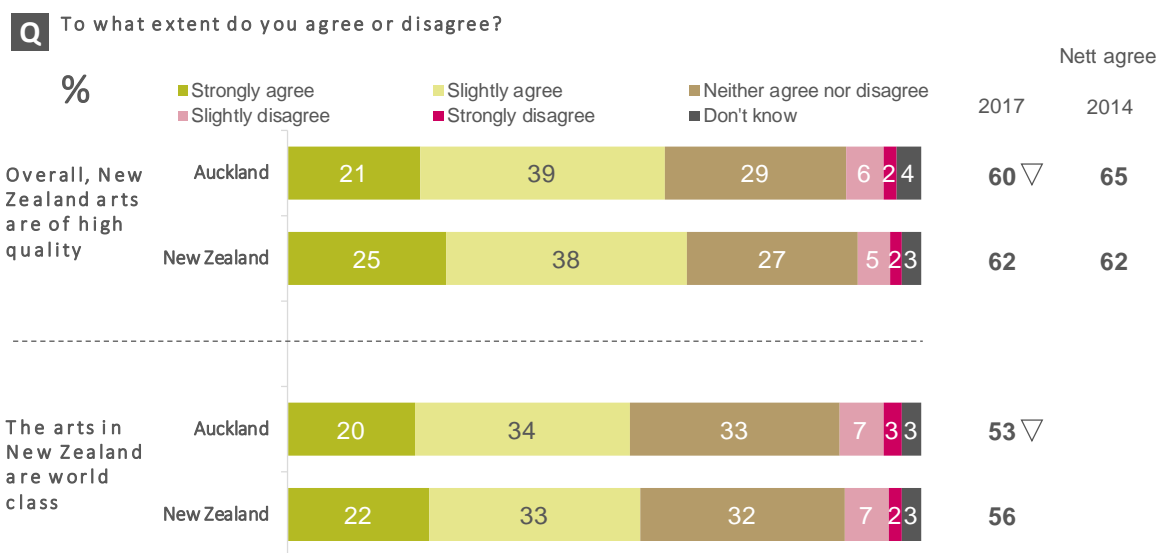
It is worth noting those living in Devonport Takapuna (30%) and those living in the North region of Auckland (24%) are more likely than average (19%) to be actively opposed to their local council funding the arts (i.e. those who disagree with the statement).

7.10 Quality of the arts

7.10.1 Findings from questions included in the national survey

The majority of Aucklanders are positive about the quality of New Zealand arts. Three in five (60%) agree the New Zealand arts are of high quality while 53% feel they are world class.

However, Aucklanders are a little more critical than all New Zealanders. They are less likely to agree the nation's arts are high quality (60% vs 62%) and are world class (53% vs. 56%).



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Auckland 2017 (1889); New Zealand (6,101)

There are a number of demographic groups who are more likely than average (60%) to agree the New Zealand arts of high quality:

- Older people aged 60-69 (69%)
- Middle income households, with an annual household income of \$50,001 to \$80,000 (68%).
- Women (65%)
- Pākehā (64%).

There are a number of demographic groups who are more likely than average (53%) to agree the arts in New Zealand are world class:

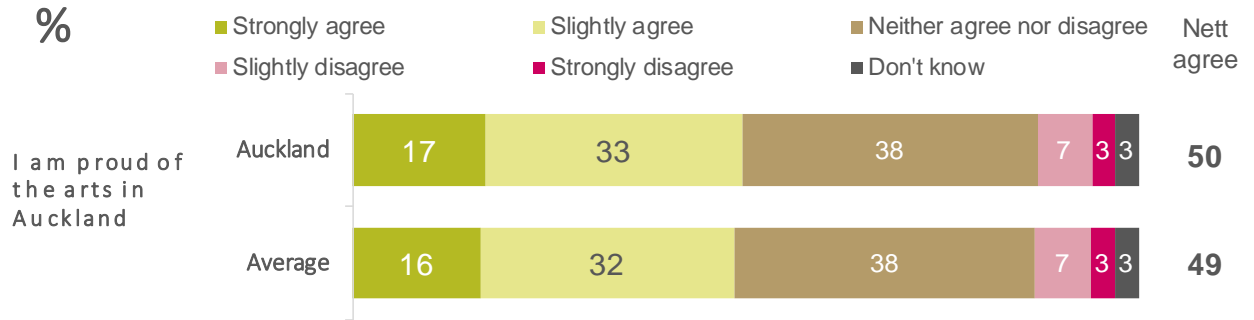
- Older people aged 50+ (62%)
- Women (57%)
- Pākehā (57%).

It is worth noting that some groups of New Zealanders are less convinced of the quality of the arts in New Zealand, and less likely to agree with both statements. This includes Asian New Zealanders, younger people aged 15-29 and men.

7.10.2 Findings from questions included in the Auckland survey

Half of all Aucklanders feel proud of the arts in Auckland, while only 10% disagree. These findings are consistent with the average.

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than average

Base: All respondents: Auckland (1889); Average (3372)

Note: Average is made up of Bay of Plenty, Auckland, Northland and Southland

The following groups of people are more likely than average (50%) to agree I am proud of the arts in Auckland:

- Those living in the Waitemata (64%) and Waitakere Ranges (63%) local boards
- Women (54%).

In contrast those living in Papakura local board (35%) are less likely to feel this sense of pride.

7.11 Impact of Ngā Toi Māori (Māori arts)

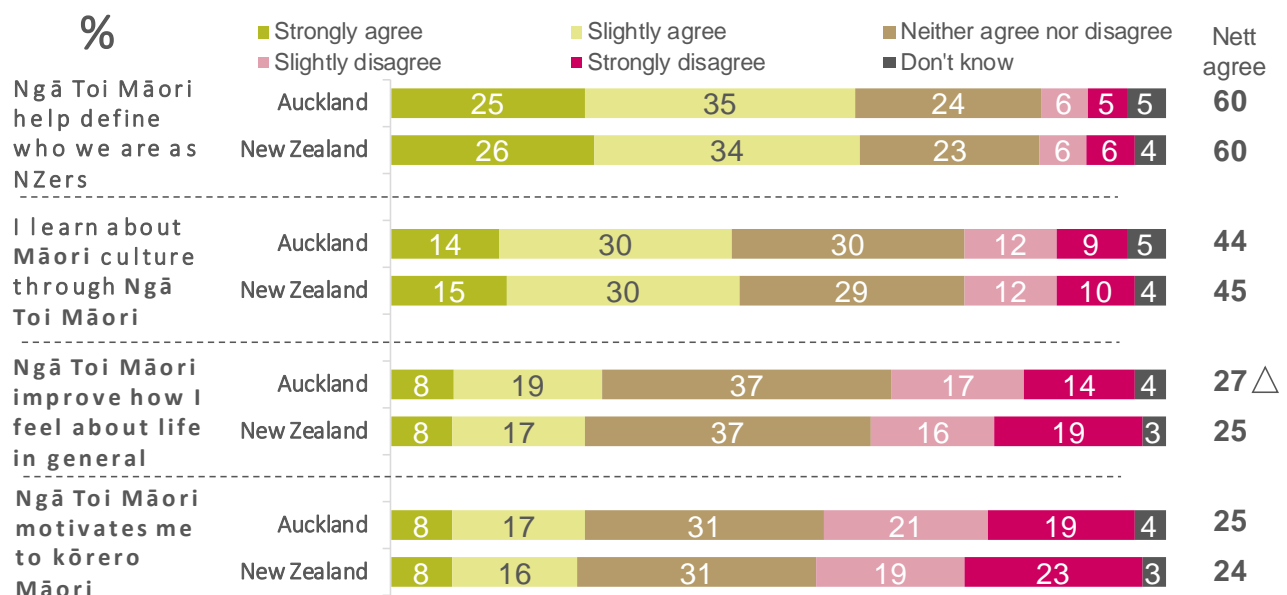
A number of statements were included in the 2017 survey on behalf of Te Puni Kōkiri (the Ministry of Māori Development) to measure the impact of Ngā Toi Māori (Māori arts). With a sample of 171 Māori respondents in Auckland the findings have been broken out by Māori and all adults in Auckland.

The first chart (below) shows the findings for all Aucklanders and all New Zealand. The second chart (overleaf) shows the difference between Māori in Auckland and all Aucklanders.

Ngā Toi Māori provide a range of benefits for some Aucklanders. The majority of Aucklanders believe Ngā Toi Māori helps define our national identity, while just less than half learn about Māori culture through Ngā Toi Māori. In addition, one in four Aucklanders agree Ngā Toi Māori improves their well-being and encourages them to kōrero (speak) Māori.

These findings are largely in line with all New Zealanders, although Aucklanders are slightly more likely to agree Ngā Toi Māori improve how they feel about life in general than average (27% vs. 25%). In addition, the proportion who strongly agree Ngā Toi Māori help define who we are as New Zealanders is relatively high compared to other attitudes measured in the survey.

Q To what extent do you agree or disagree?

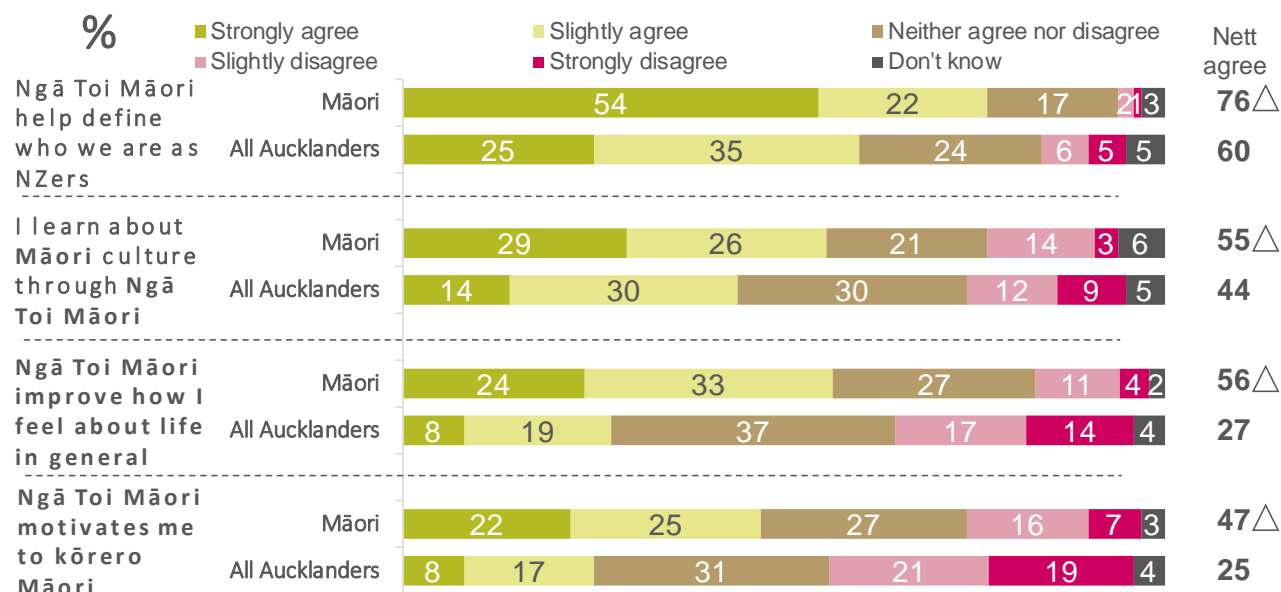


△▽ = significantly higher / lower than New Zealand
 Base: All respondents: Auckland (1889); New Zealand (6,101)

As shown in the chart overleaf Māori are more likely than all Aucklanders to benefit from Ngā Toi Māori in a number of ways. Three in four agree they help support our national identity, while over half agree they learn about Māori culture through Ngā Toi Māori and that Ngā Toi Māori improves their well-being. Just under half feel Ngā Toi Māori motivates them to kōrero Māori.

It is also noticeable that Māori express a deeper strength of feeling, with a higher proportion of Māori than all Aucklanders strongly agreeing with each of these statements.

Q To what extent do you agree or disagree?



△▽ = significantly higher / lower than All Aucklanders

Base: All respondents: All Māori in Auckland, All Aucklanders (1889)

The sample size of Māori in Auckland is too small to detect any statistically significant differences.

Across all Aucklanders women are more likely than average to agree Ngā Toi Māori helps define who we are as New Zealanders (63% vs. 60%).

The following groups are more likely than average (44%) to agree they learn about Māori culture through Ngā Toi Māori:

- Higher-income earners, earning between \$80,001 and \$120,000 per annum (51%)
- Women (52%).

It is also worth noting those groups who are less likely to agree they learn about Māori culture through Ngā Toi Māori:

- Low-income households, earning up to \$30,000 per annum (37%)
- Those living in Papakura (32%) and Manurewa (31%) local boards.

Those living in Waitemata are more likely than average to agree Ngā Toi Māori improves how they feel about life in general (38% vs. 27%).

Finally, the following groups are more likely than average (25%) to agree Ngā Toi Māori motivates them to kōrero (speak) Māori:

- Those living in Waitemata (39%), Otara-Papatoetoe (37%) and Whau (37%) local boards
- Pacific peoples (35%)
- Higher-income earners, earning between \$80,001 and \$120,000 per annum (29%)
- Women (28%).

8 The relationship between the Auckland arts scene and liveability

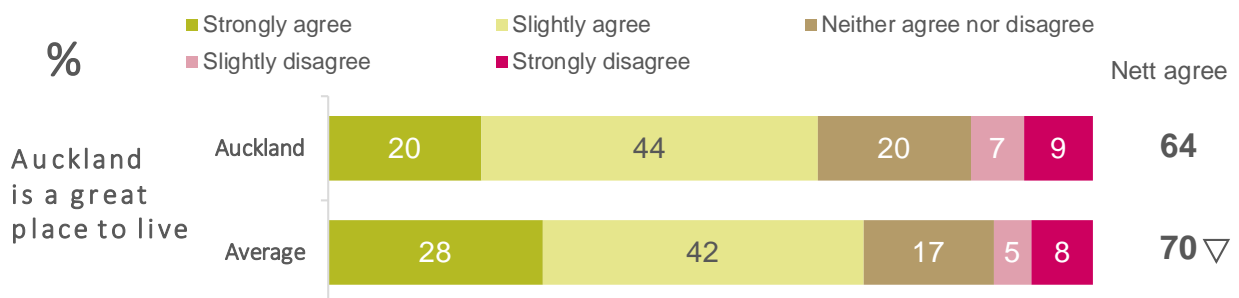
8.1 Place attachment to Auckland

Auckland respondents were asked whether they agree (or not) that Auckland is a great place to live. The purpose of this question was to support analysis of the role of different arts events or facilities or driving this.

Two in three Aucklanders agree Auckland is a great place to live, while 14% disagree with this statement. This is lower than the average of 70% (based on all respondents in Auckland, Bay of Plenty, Northland and Waikato).

One in five have the greatest place attachment with Auckland (20%) which is lower than average (28%).

Q To what extent do you agree or disagree?



△ ▽ = significantly higher / lower than average

Base: All respondents: Auckland (1889); average (3885)

Note: Average is made up of Auckland, Bay of Plenty, Northland, Southland and Waikato

The extent to which different demographic groups feel attached to Auckland varies. The following groups are more likely than average (64%) to feel Auckland is a great place to live:

- Those living in Whau local board (75%)
- High-income households, with an annual income of more than \$120,000 (75%)
- Older people, aged 60-69 (70%) and 70+ (72%)
- Asian New Zealanders (69%).

In contrast, the following groups are less likely than average (64%) to feel Auckland is a great place to live:

- Those living in Papakura local board (53%) and the South-East region of Auckland (58%)
- Low-income households, with an annual income of up to \$30,000 (53%)
- Younger people, aged 15-29 (53%)
- Pacific peoples (53%)
- Māori (51%).

8.2 Relative importance of different aspects of the Auckland arts scene

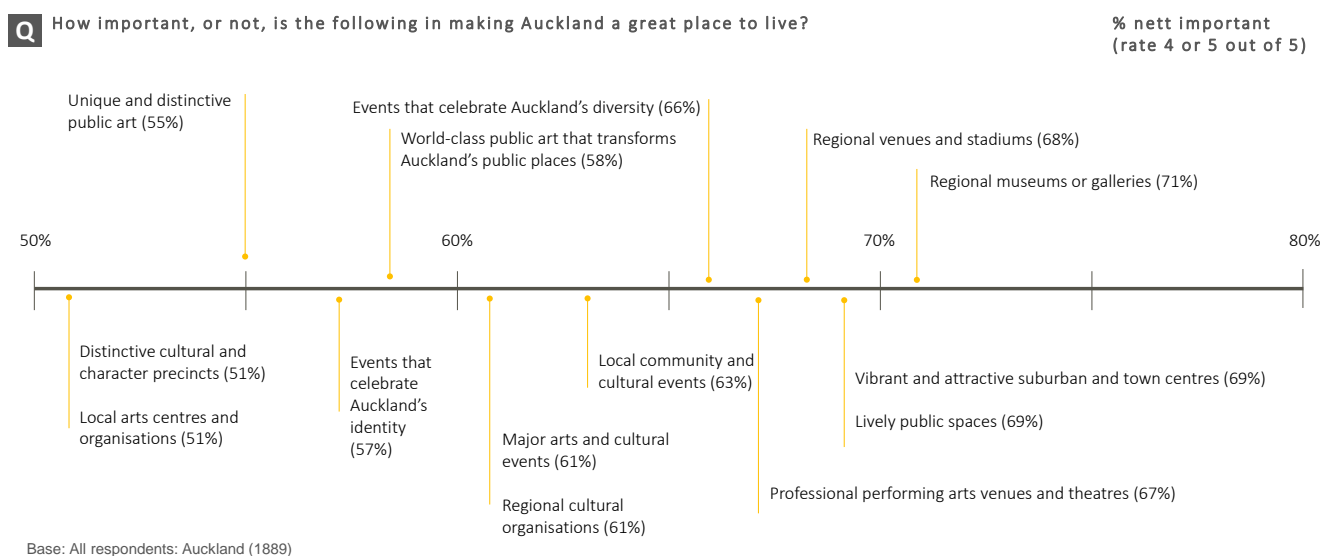
The following chart shows the relative importance of different arts and cultural events, or facilities, in making Auckland a great place to live.

Aucklanders place most importance, or value, on its regional museums or galleries (71% view this as important). This is closely followed by vibrant and attractive suburban and town centres (69%) and lively public spaces (69%).

Aucklanders place least importance on local arts centres and organisations, as well as distinctive cultural and character precincts. However, 51% still rate both elements as important in making Auckland a great place to live.

Aucklanders place the least importance on distinctive cultural and character precincts as important in making Auckland a great place to live, as well as local arts centres and organisations.

Those who think Auckland is a great place to live, are more likely than those who do not, to consider each one of these factors to be important. However, the biggest differences between these two groups relate to lively public spaces (77% vs. 59%), professional performing arts venues and theatres (75% vs. 58%), regional venues and stadiums (75% vs. 60%), and events that celebrate Auckland's diversity (74% vs. 60%). Therefore, we can conclude that these are the aspects of the arts scene which are most likely to determine liveability.



There are variations in how different demographic groups respond to these questions.

- Women are more likely than men to rate each one of these factors as important in making Auckland a great place to live. However, the order in which the genders prioritise them is largely consistent.
- Older people (aged 50-69) typically rate the various factors as more important than average, while young people (aged 15-29) tend to rate them as less important. The order in which different age groups prioritise these factors are largely consistent although young people (aged 15-29) place more emphasis (relatively speaking) on events that celebrate Auckland's diversity. In contrast older people, aged 70+, are more resistant to the multicultural nature of Auckland and place less emphasis (relatively speaking) on events that celebrate Auckland's diversity, as well as events that celebrate Auckland's identity.
- There are some differences in terms of priorities by ethnicity.
 - Asian New Zealanders place greatest emphasis on events that celebrate Auckland's diversity. It is the single most important factor for them in making Auckland a great place to live (71% rate it as important).

- For Pacific peoples, events that celebrate Auckland's identity and events that celebrate Auckland's diversity are the factors of greatest importance in shaping perceptions of Auckland.
- For Māori events that celebrate Auckland's identity is the single most important factor (67%). This is followed by events that celebrate its diversity (65%), regional museums and galleries (65%), and regional venues and stadiums (65%).
- High-income households, with an annual income of more than \$120,000 tend to view each factor as more important than average, but the order in which they prioritise them is largely consistent with the average. Low-income households, with an annual income of up to \$30,000 tend to view each factor as less important than average, but again the order in which they prioritise them is largely consistent with average.

9 Advocacy of the arts

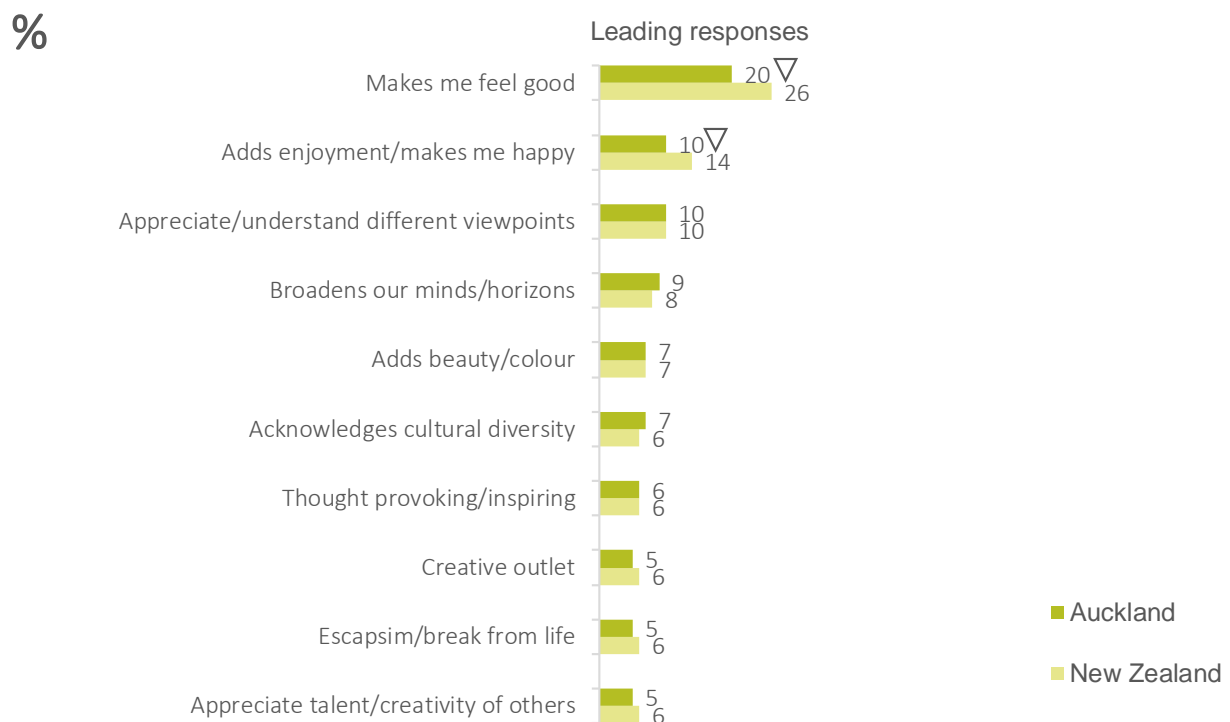
9.1 Reasons why the arts improve Aucklanders' lives

There are various ways in which Aucklanders advocate for the arts. Forty-four percent agree the arts improve how they feel about life in general, while 58% agree they help improve New Zealand society. To better understand why these groups of Aucklanders are advocates of the arts, we asked an open-ended question as to the main reasons they think this. To reduce respondent burden if someone had agreed with both statements they were only asked the follow-up question for one statement.

The chart below shows the leading reasons why 44% of Aucklanders agree the arts improve how they feel about life in general. These reasons relate to positive emotions such as feeling good or happy, as well as providing mental stimulation in various ways.

Aucklanders are less likely than all New Zealanders to mention reasons relating to feeling good (20% vs. 26%) or feeling happy (10% vs. 14%).

Q You earlier agreed that the arts improve how you feel about life in general. For what reasons do you feel the arts improve how you feel about life?



△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - Auckland (458); New Zealand (1,397)

There are relatively few differences in the range of reasons mentioned by different demographic groups. However, some key differences are detailed below:

Adds enjoyment / makes me happy (10%)

- Women (14%)

Appreciate / understand different viewpoints (10%)

- Middle-aged people aged 40-49 (21%)

Adds beauty / colour (7%)

- Lower-income households, with an annual income between \$30,001 and \$50,000 (18%)

Acknowledges / cultural diversity (7%)

- Women (11%)

Creative outlet (5%)

- Older people aged 60-69 (11%)

Escapism / break from life (5%)

- Lower-income households, with an annual income between \$30,001 and \$50,000 (13%)

Below, we have provided examples of why some Aucklanders believe the arts improve how they feel about life.

“I find the beauty that comes from personal expression to be really inspiring, especially if the artist has the ability to capture mood and feeling in their works.”

Man, 15-29, Asian New Zealander, Puketapapa

“Learning about diversity and who we are as New Zealanders.”

Woman, 15-29, Pacific peoples, Henderson-Massey

“Opens me up to new ideas. Also can be visually appealing.”

Man, 30-39, Pākehā, Māori, Whau

“Sometimes looking at a piece of art can convince you to look at life from a different perspective.”

Woman, 30-39, Asian New Zealander, Papakura

“When I see artwork I like, I am usually mesmerized by its beauty. I enjoy paintings, drawings and tattoos that 'meander and curve' with a gentle flow. They make me feel calm, peaceful and relaxed. These are all attributes that can make a difference in how one feels about life in general.”

Woman, 40-49, Māori, Otara-Papatoetoe

“Some arts can help show us the nature of the world and our place in it. Knowing this better can help how we feel about life.”

Man, 40-49, Asian New Zealander, Devonport-Takapuna

“They speak on many levels about life and add beauty, fun, creativity that makes you smile and diversity of style shows us we are all different. It often comes from the heart and talks of feelings as well as discussing political points in a visual way.”

Woman, 50-59, Pākehā, Whau

“The feeling when you look at a creation or listen to a performance can be both relaxing and uplifting.”

Man, 50-59, Pākehā, Upper Harbour

“Makes me feel happy others are so talented and are gifted to be really good at arts.”

Woman, 60-69, Māori, Howick

“Participation gives a reason to be involved in the community of artists and it provides mental and physical stimulation.”

Man, 60-69, Pākehā, Orakei

“Makes me want to learn or know a bit more.”

Man, 70+, Māori, Mangere-Otahuhu

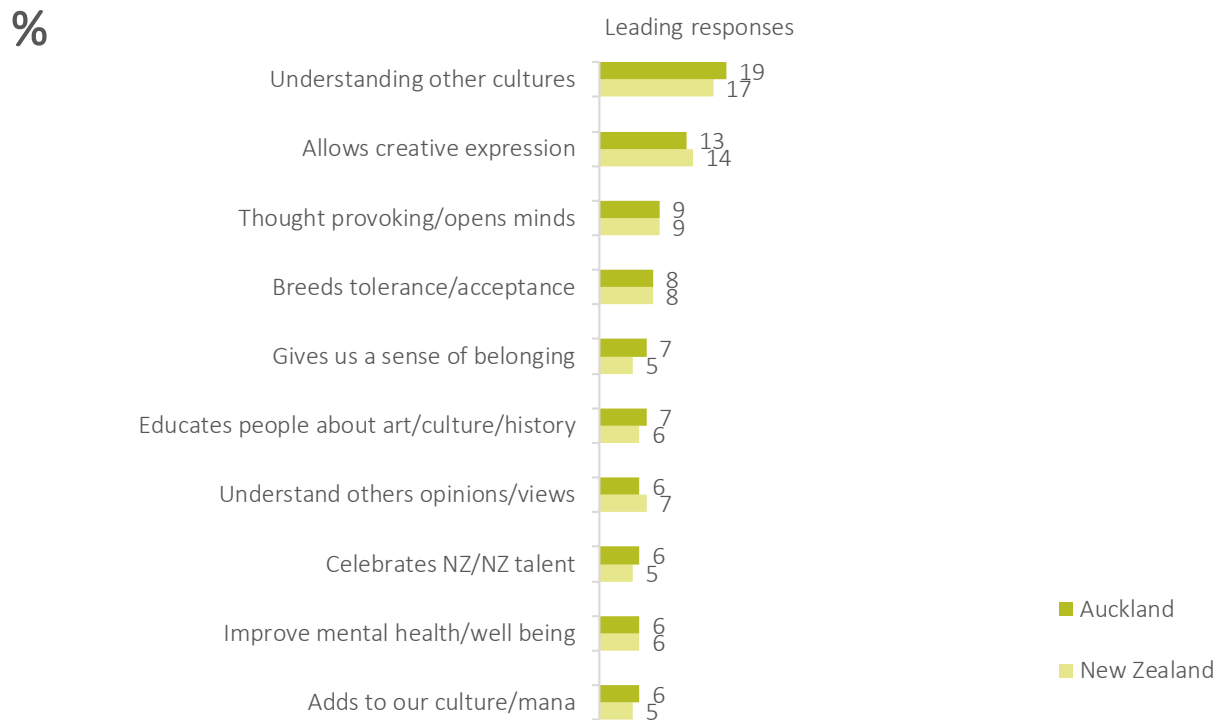
“They broaden my experience of life in New Zealand. They strengthen my identity as a New Zealander and help me to know myself better through the emotions they evoke. They provide opportunities to escape the mundanities of everyday life and opportunities for 'peak' experiences.”

Woman, 70+, Pākehā, Waitakere Ranges

9.2 Reasons why the arts improve society

The chart below shows the leading reasons why 58% of Aucklanders agree the arts help improve New Zealand society. Many of these relate to community cohesion, and this theme has particular resonance for Pacific peoples. Other areas referenced include creativity, well-being, national-identity and culture, as well as pure joy.

Q You earlier agreed that the arts help improve New Zealand society. For what reasons do you feel the arts help improve society?



△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts help improve New Zealand society - Auckland (719); New Zealand (2,323)

There are relatively few differences in the range of reasons mentioned by different demographic groups. However, some key differences are detailed below:

Understanding other cultures (19%)

- Older people aged 60-69 (28%)

Gives us a sense of belonging (7%)

- Pacific peoples (18%)
- Women (9%)

Allows creative expression (13%)

- Those living in Waitemata local board (26%)

Understand others' opinions / views (7%)

- Those living in Orakei local board (18%)

Below, we have provided some examples of why many Aucklanders believe the arts help improve society.

“Arts, music and dance can bring any and all cultures together and because of the many cultures in our society it’s important for all cultures to find common interests.”

Woman, 15-29, Māori, Manurewa

“It’s great to see people displaying their avid abilities - I think the arts improve society by filling people with a sense of pride in what people in our country can achieve.”

Man, 15-29, Pākehā, Franklin

“It can unite people with different backgrounds and cultures.”

Man, 30-39, Asian New Zealander, Kaipatiki

“The arts act as a platform to allow people to express and share ideas and issues facing New Zealand society. They open up a channel for people to then talk and discuss.”

Woman, 30-39, Pākehā, Albert-Eden

“Allows people to express themselves in a different way. Educates people and promotes inclusion.”

Woman, 40-49, Pākehā, Rodney

“New Zealanders are busy rushing around with their daily lives. Arts, in any shape, helps us to slow down and appreciate the finer things of life.”

Man, 40-49, Asian New Zealander, Whau

“Art can capture who we are, what we've done, our history. Sometimes art makes it easier to describe things or events better than words.”

Woman, 50-59, Pacific peoples, Manurewa

“It gives a focus for all New Zealand to come together and support.”

Man, 50-59, Other ethnic group, Hibiscus and Bay

“People from all walks of life join together with no judgement of each other and enjoy themselves.”

Woman, 60-69, Pākehā, Waitakere Ranges

“Informed awareness and understanding of multi-cultural New Zealand society.”

Man, 60-69, Pacific peoples, Waitemata

“Engenders tolerance. Imparts knowledge. Enjoyment, good times in a group.”

Woman, 70+, Pākehā, Mangere-Otahuhu

“They make our lives richer by contributing colour, showing us the passion of others, raising controversy and subsequent thoughtful (or active) engagement.”

Man, 70+, Pākehā, Devonport-Takapuna

10 Attendance by art form

10.1 Summary of attendance by art form

The chart below shows the proportion of Aucklanders who have attended each of the six art forms listed in the survey, compared to the 2017 national average.

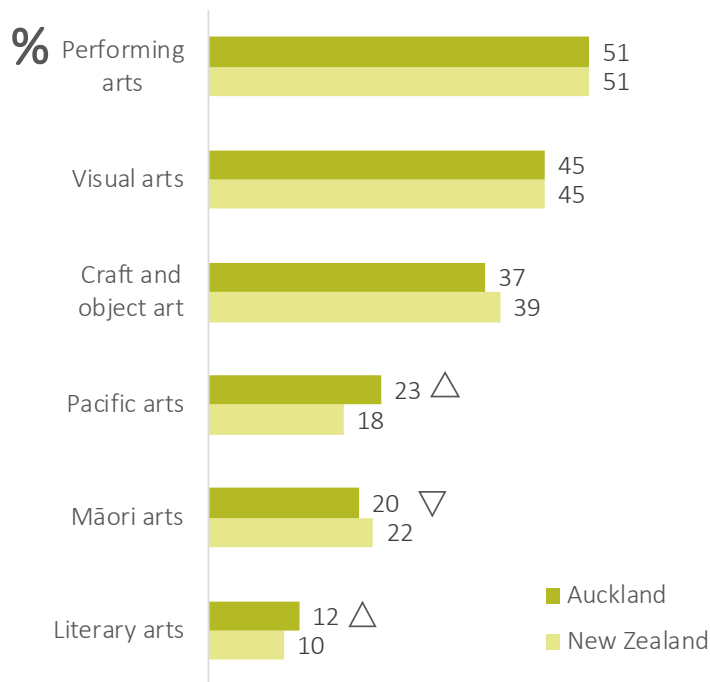
The performing arts is the art form Aucklanders are most likely to attend. Half (51%) of all Aucklanders have gone to at least one performing arts event in the last 12 months. This is followed by visual arts (45%) and craft and object arts (37%). Attendance at these three art forms is in line with all New Zealanders.

Nearly a quarter (23%) of Aucklanders have attended a Pacific arts performance in the last 12 months. This is higher than the national average (18%) reflecting Auckland's larger Pacific community. In contrast, attendance of the Māori arts is lower in Auckland than it is nationally (20% vs. 22%).

Literary arts is the art form Aucklanders are least likely to attend. However, Aucklanders are more likely to attend than all New Zealanders (12% vs. 10%).

Further analysis of each art form (including differences by demographic groups) is presented in the following sub-sections.

Q Proportion who have attended different art forms in the last 12 months.



\triangle ∇ = significantly higher / lower than New Zealand

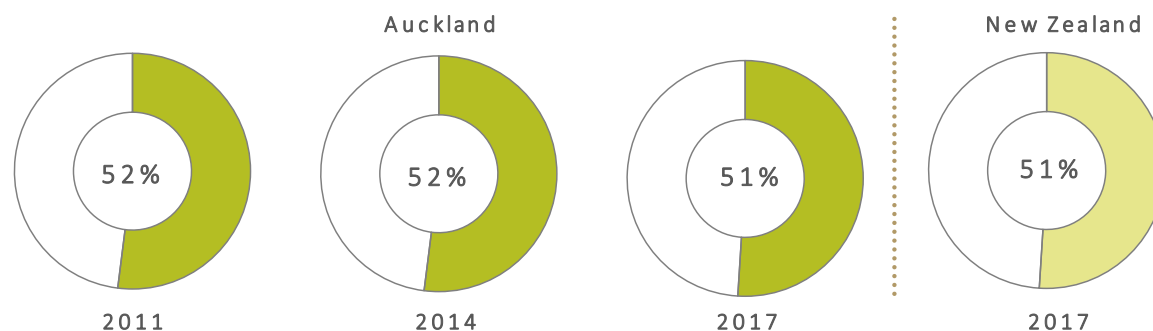
Base: All respondents: Auckland (1889); New Zealand (6,101)

10.2 Attendance at performing arts

10.2.1 Attendance at performing arts

Performing arts is the art form Aucklanders are most likely to attend. Half of all Aucklanders (51%) have attended the performing arts in the last 12 months. This is consistent with previous findings for Auckland (52% in both 2011 and 2014), and with the 2017 national average (51%).

Q Now thinking about the performing arts such as theatre, dance, and music. Have you gone to any ballet or contemporary dance performances, live theatre, concerts, musical performances or circuses in the last 12 months?



Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); Auckland 2011 (928); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Those demographic groups who are more likely than average (51%) to attend the performing arts include:

- Those living in Waitakere Ranges local board (63%)
- Higher-income households earning \$80,001 to \$120,000 per annum (59%), and high-income households earning \$120,000 per annum or more (58%)
- Those living in the Central region of Auckland (57%)
- Women (57%)
- Middle-aged people, aged 40-49 years (58%)
- Two-person households (56%)
- Pākehā (55%).

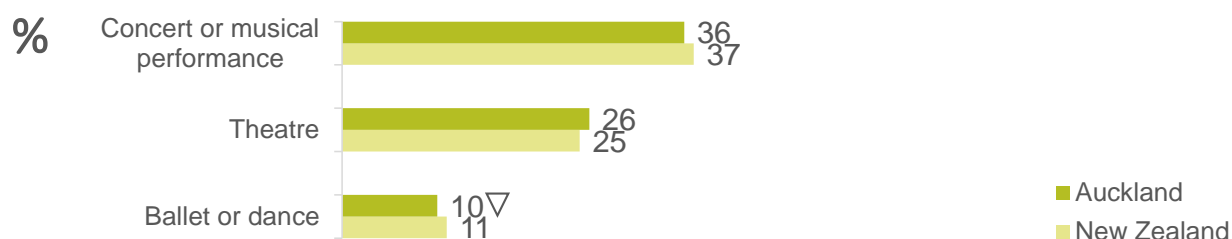
Conversely those groups who are less likely than average (51%) to attend the performing arts include:

- Men (44%)
- Older people aged 70+ (44%)
- Those living in the South-East region of Auckland (41%)
- Low-income households earning up to \$30,000 per annum (35%).

10.2.2 Attendance at different types of performing arts

Concerts or musical performances are the performing arts that Aucklanders are most likely to attend. Thirty-six percent of Aucklanders have attended a concert or musical performance in the last 12 months. This is followed by the theatre (26%) and ballet or some other form of dance (10%).

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



Base: All respondents: Auckland (1889); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Those demographic groups who are more likely than average (36%) to attend a concert or other musical performance include:

- Those living in Waitemata (50%) and Waitakere Ranges (47%) local boards
- Those living in the Central region of Auckland (43%)
- Higher-income households earning \$80,001 to \$120,000 per annum (42%), and high-income households earning \$120,000 per annum or more (42%)
- Women (40%)
- Pākehā (40%).

Those demographic groups who are more likely than average (26%) to attend the theatre include:

- Those living in Waitakere Ranges (38%), Hibiscus and Bays (37%), and Waitemata (36%) local boards
- High-income households earning \$120,000 per annum or more (32%)
- Pākehā (31%).

Those demographic groups who are more likely than average (10%) to attend the ballet or another dance event include:

- Those living in Waitemata (21%) local board
- People aged 40-49 years (14%)
- Women (13%).

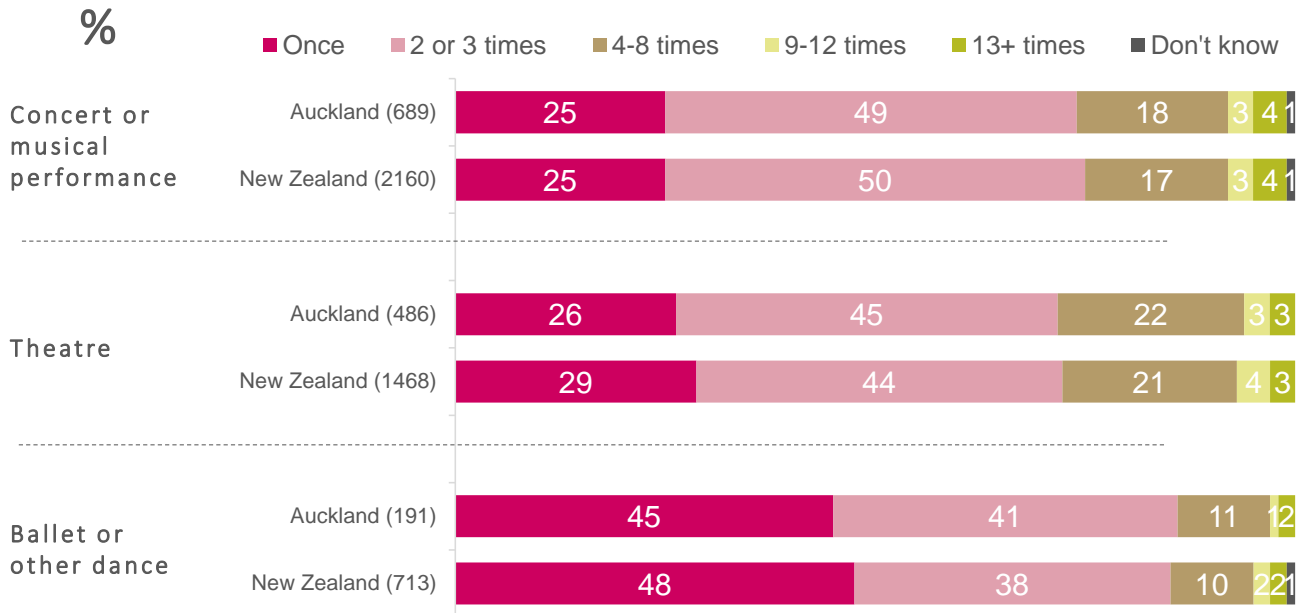
There are some similarities in demographic groups who are less likely than average to attend a concert or other musical performance and the theatre. These include low-income households earning less than \$30,000 per annum (22%, 19%), and those living in the South-East region of Auckland (25%, 19%).

In addition, men are less likely than average to attend a concert or other musical performance (32%), or a dance event (7%). Asian New Zealanders are less likely than average to attend the theatre (21%), and Māori are less likely to attend the ballet or another dance event (4%).

10.2.3 Frequency of attendance at the performing arts

Most of those who attend the performing arts do so on a relatively infrequent basis. The proportion who have attended between one and three times is 86% for ballet or other dance performances, 74% for concerts or musical performances, and 71% for the theatre. This is in line with the findings for all New Zealanders.

Q On average, how often have you attended [concerts or other musical performances / theatre / ballet or other dance events] in the last 12 months?



Base: All respondents who have attended each art form, numbers shown in brackets

△▽ = significantly higher / lower than New Zealand

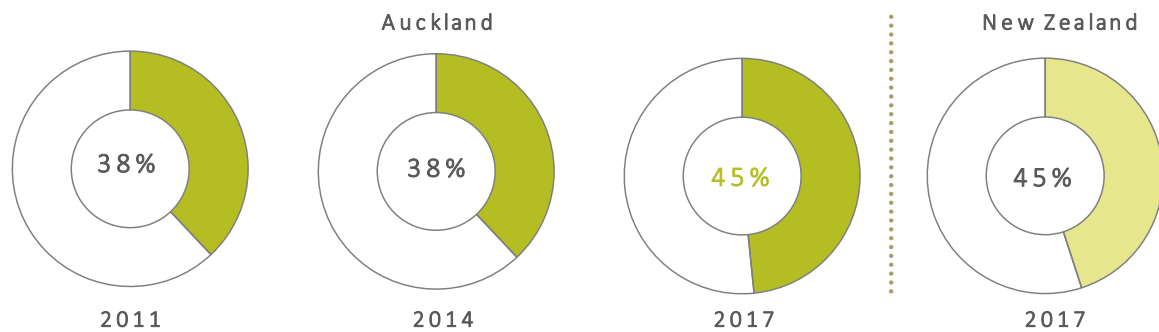
Pākehā (28%) are more likely than average (25%) to attend concerts or other musical performances on a regular basis (at least four times in the last 12 months). In contrast, Asian New Zealanders are less likely to attend concerts or other musical performances (17% vs. 25%) and the theatre (18% vs. 28%) on a regular basis.

103 Attendance at visual arts

10.3.1 Attendance at visual arts

Almost half of all Aucklanders (45%) have attended a visual arts event in the last 12 months. This is consistent with all New Zealanders (45%) and represents an increase from 2014 (38%). Note that in 2014 craft and object art was split out as a standalone art form. As such, no comparative data is provided for visual arts before 2014.

Q Firstly thinking about the visual arts such as sculpture and painting, print-making, typography, photography and film-making, have you visited any art galleries or exhibitions or online galleries or attended any film festivals in the last 12 months?



Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); Auckland 2011 (928); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Those demographic groups who are more likely than average (45%) to attend the visual arts include:

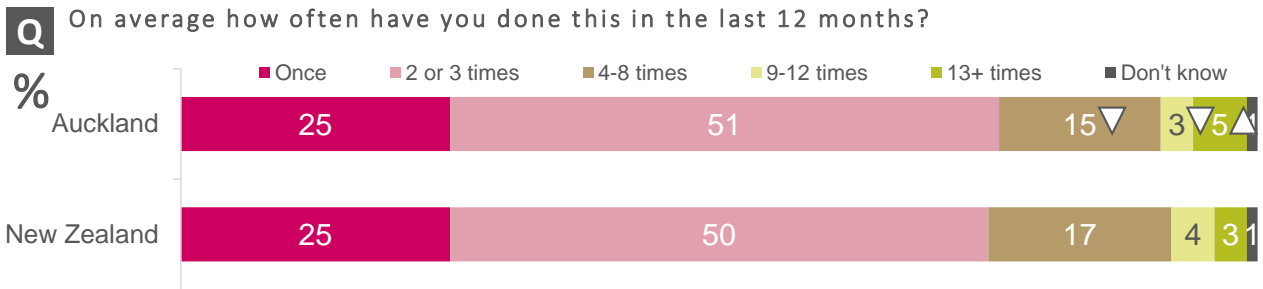
- Those living in Waitemata (66%) and Orakei (58%) local boards
- Lower-income households, earning between \$30,001 and \$50,000 per annum (56%)
- Those living in the Central region of Auckland (54%)
- High-income households, earning more than \$120,000 per annum (50%)
- Asian New Zealanders (49%).

Conversely, those groups who are less likely than average (45%) to attend the visual arts include:

- Those living in the South-East region of Auckland (35%)
- Low-income households, earning up to \$30,000 per annum (35%)
- Māori (35%)
- Pacific peoples (30%).

9.3.2 Frequency of attendance at the visual arts

Most of those who attend the visual arts do so on a relatively infrequent basis; 76% did so between one and three times in the last 12 months. This is consistent with all New Zealanders (75%).



Base: All who have attended the visual arts - Auckland (857); New Zealand (2,786)

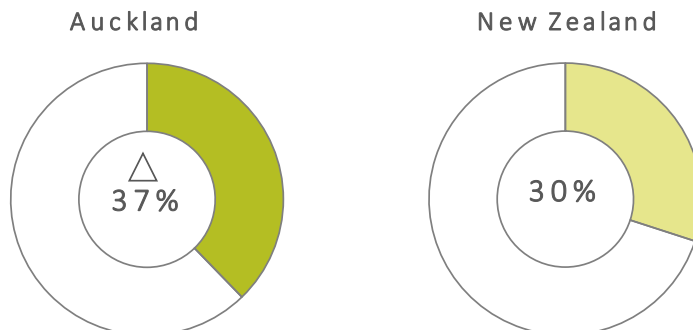
△▽ = significantly higher / lower than New Zealand

One-person households (32%) are more likely than average (23%) to attend the visual arts on a regular basis (at least four times in the last 12 months). While those aged 30-39 years (13%) and those living in Howick local board (7%) are less likely than average to attend regularly.

10.3.3 Impact of film festivals

Nearly four in ten Aucklanders (37%) who have attended the visual arts have been to a film festival in the last 12 months. This is higher than the national average (30%). This higher rate of attendance is likely to reflect the greater opportunities to attend film festivals in Auckland compared to the nation overall.

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



Base: All who have attended the visual arts - Auckland (857); New Zealand (2,786)

Of those Aucklanders who have attended the visual arts in the last 12 months, the following demographic groups are more likely than average (37%) to have attended a film festival:

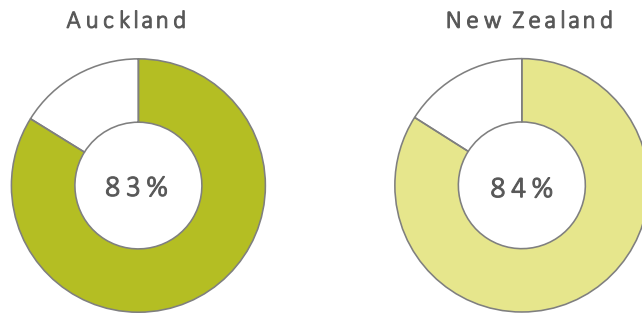
- Those living in Waitemata (63%) local board
- Those living in the Central region of Auckland (48%)
- Asian New Zealanders (46%).

Conversely, the following groups are less likely than average (37%) to have attended a film festival:

- Pākehā (33%)
- Those living in the North region (26%) and South-East region (27%) of Auckland
- Older people aged 60-69 years (28%) and 70+ (22%)

Most Aucklanders who have attended a film festival (83%) also attended at least one other type of visual arts event. This is consistent with all New Zealanders (84%)

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



Base : All who have attended film festivals - Auckland (298); New Zealand (817) $\triangle \nabla$ = significantly higher / lower than New Zealand

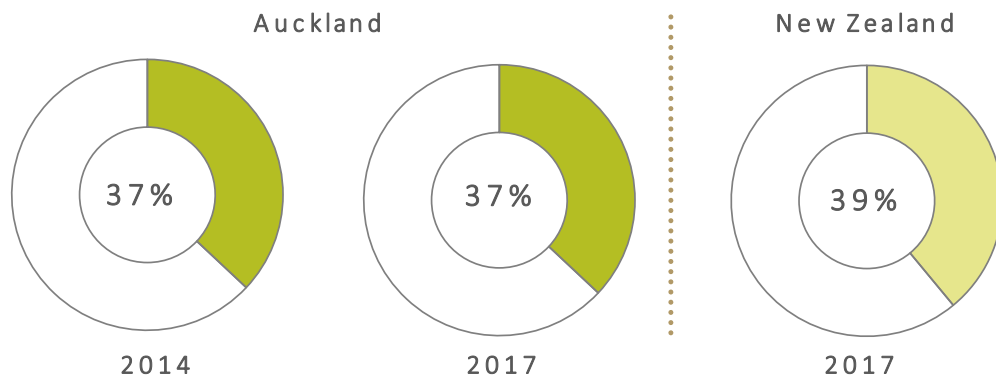
There are no demographic differences of note for attendance of visual arts other than film festivals.

10.4 Attendance at craft and object art

10.4.1 Attendance at craft and object art

Nearly four in ten Aucklanders (37%) have attended a craft and object art event in the last 12 months. This is consistent with 2014 (37%), and in line with the national average (39%). Note that in 2014 craft and object art was split out as a standalone art form. As such no comparative data is provided before 2014.

Q Thinking now about craft and object art such as ceramics, furniture, glass jewellery embroidery, quilting, pottery, spinning and weaving, or textiles, have you visited any art galleries or exhibitions or online galleries in the last 12 months?



Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Those demographic groups who are more likely than average (37%) to attend craft and object art events include:

- Those living in Waitemata local board (55%)
- Lower-income households, earning between \$30,001 and \$50,000 per annum (50%)
- Older people aged 60-69 (45%)
- Those living in the Central region of Auckland (43%)
- Women (42%).

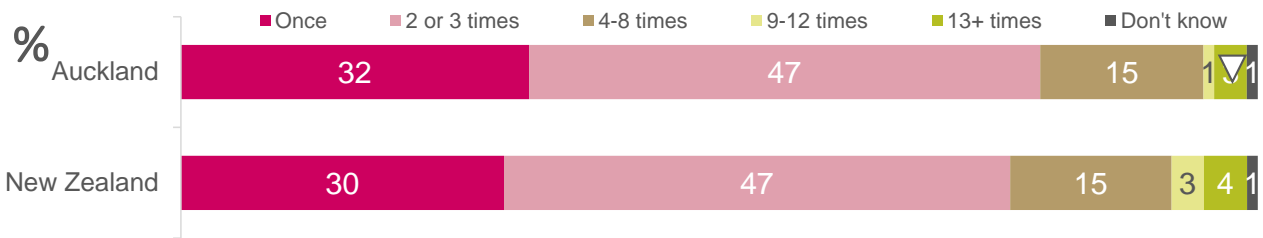
Conversely those groups who are less likely than average (37%) to attend craft and object art events include:

- Men (32%)
- Those living in the South-East region of Auckland (29%)
- Those living in Manurewa local board (17%).

10.4.2 Frequency of attendance at the craft and object art

Most of those who attend craft and object art events do so on a relatively infrequent basis; 79% did so between one and three times in the last 12 months.

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



Base: All who have attended craft and object art - Auckland (734); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

One-person households are more likely (31%) than average (20%) to attend craft and object art events on a regular basis (at least four times in the last 12 months). Conversely, Asian New Zealanders are less likely to attend regularly (14% vs. 20%).

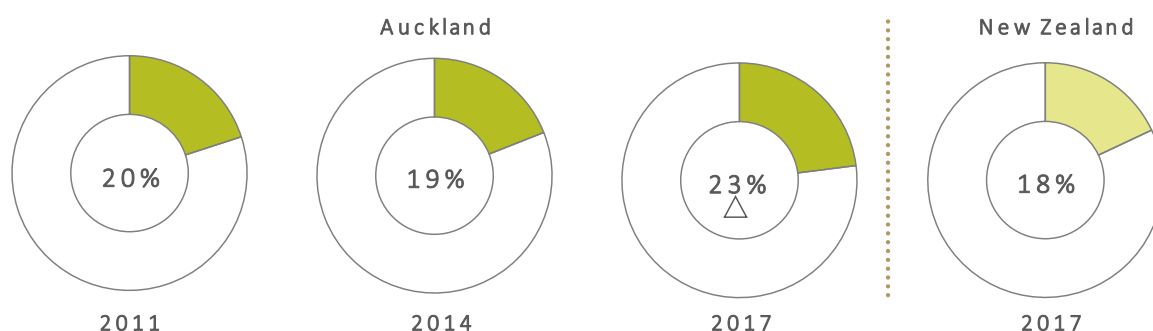
10.5 Attendance at Pacific arts

10.5.1 Attendance at Pacific arts

Nearly a quarter (23%) of Aucklanders have attended Pacific arts events in the last 12 months. This is the highest level of attendance for the Pacific arts to date, and higher than the national average (18%). This may well reflect the higher proportion of Pacific peoples in Auckland compared to New Zealand overall.

Over half of Pacific peoples (53%) have attended Pacific arts events. A high proportion of Māori also have attended (44%).

Q Now thinking about Pacific Arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Pacific people or groups in the last 12 months?



Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); Auckland 2011 (928); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Those demographic groups who are more likely than average (23%) to attend Pacific arts events include:

- Pacific people (53%)
- Māori (44%)
- Those living in Waitemata (40%), Otara-Papatoetoe (39%), and Mangere-Otahuhu (37%) local boards
- Those aged 30-39 (28%)
- Higher-income households earning \$80,001-\$120,000 per annum (28%)
- Women (25%).

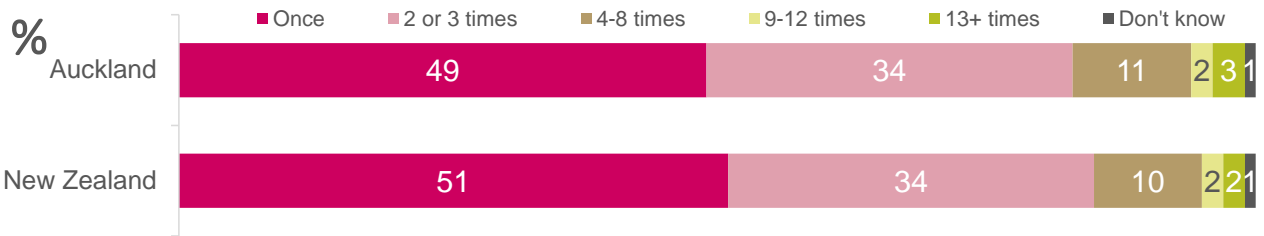
Conversely those groups who are less likely than average (23%) to attend Pacific arts events include:

- Pākehā (19%), and Asian New Zealanders (18%)
- Those living in the North region of Auckland (15%)
- Older people aged 70+ (11%).

10.5.2 Frequency of attendance at Pacific arts

Most of those who attend Pacific arts do so on a relatively infrequent basis; 83% did so between one and three times. This is in line with all New Zealanders (85%).

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



Base: All who have attended the Pacific arts - Auckland (391); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

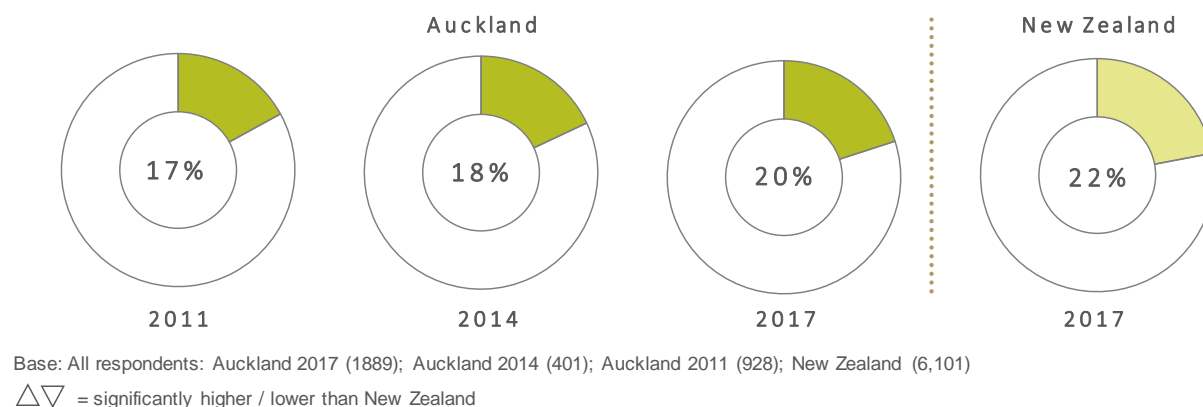
Pacific peoples (27%) are more likely than average (16%) to attend Pacific arts events on a regular basis (at least four times in the last 12 months). Conversely, older people aged 60-69 years are less likely to attend regularly (3%).

10.6 Attendance at Māori arts

10.6.1 Attendance at Māori arts

One in five Aucklanders (20%) have attended at least one Māori arts event in the last 12 months. This is a gradual increase from 2011 (17%), although the difference is not statistically significant. However, it is lower than the national average (22%).

Q Thinking about Māori arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Māori people or groups in the last 12 months?



Those demographic groups who are more likely than average (20%) to attend Māori arts events include:

- Māori (49%)
- Those living in Waitemata local board (36%).

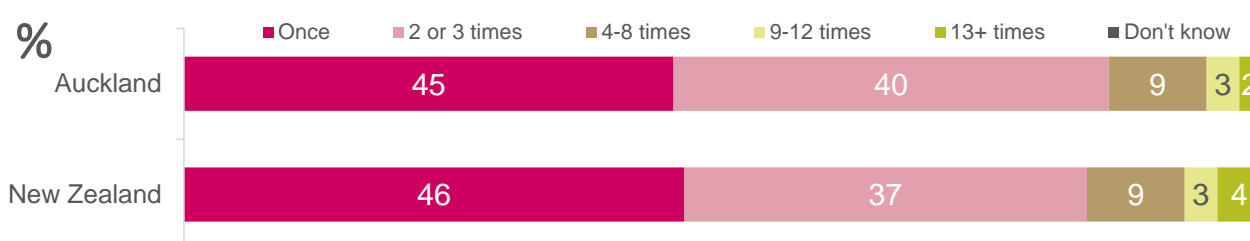
Conversely those groups who are less likely than average (20%) to attend Māori arts events include:

- Pākehā (17%) and Asian New Zealanders (16%)
- Those living in the North region of Auckland (16%)
- Older people aged 70+ (10%).

10.6.2 Frequency of attendance at Māori arts

Most of those who attend Māori arts do so on a relatively infrequent basis; 85% did so between one and three times. This is consistent with the national average (83%).

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



Base: All who have attended Maori arts - Auckland (363); New Zealand (1,318)
 △▽ = significantly higher / lower than New Zealand

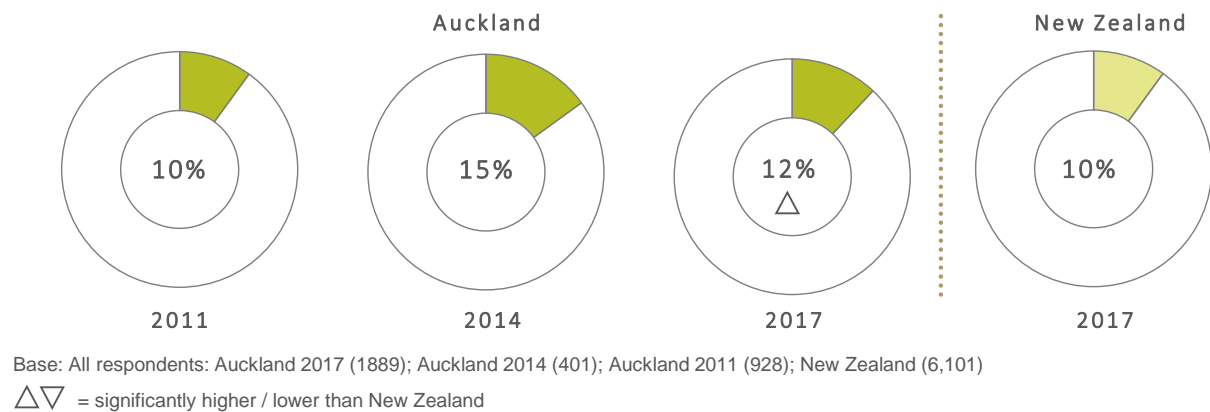
Māori (34%) are more likely than average (15%) to attend Māori arts events on a regular basis (at least four times in the last 12 months). Conversely, Asian New Zealanders (6%) and people aged 60-69 years (3%) are less likely to.

10.7 Attendance at Literary arts

10.7.1 Attendance at Literary arts

Twelve percent of Aucklanders have attended a literary festival or event in the last 12 months. This is higher than all New Zealanders (10%). The difference in attendance in Auckland over time, between 2014 (15%) and 2017 (12%) is not statistically significant.

Q Now thinking about literature, have you gone to any poetry or book readings, or literary festivals or events in the last 12 months?



Those demographic groups who are more likely than average (12%) to attend a literary festival or event in the last 12 months include:

- Asian New Zealanders (19%)
- Those living in the Central region of Auckland (17%).

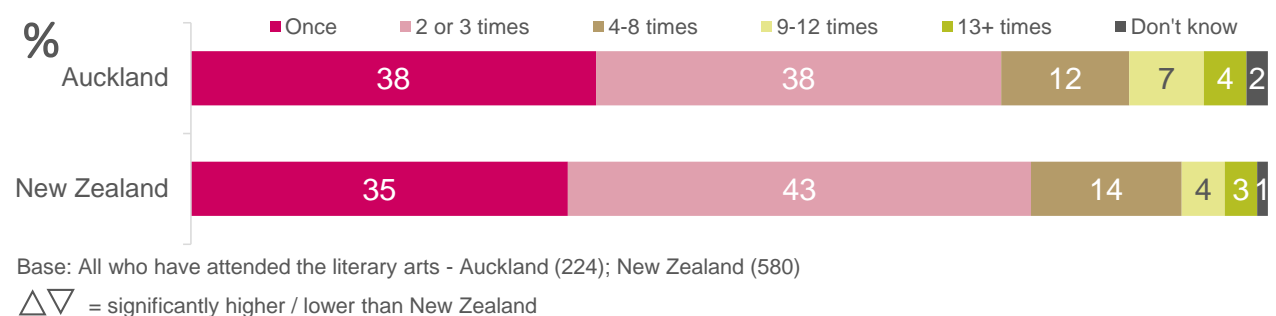
Conversely those groups who are less likely than average (12%) to attend a literary festival or event in the last 12 months include:

- Those living in the North (9%) and South-East (9%) regions of Auckland
- Pākehā (9%).

10.7.2 Frequency of attendance at literary arts

Most of those who attend a literary festival or event do so on a relatively infrequent basis; 76% did so between one and three times. This is consistent with the national average (78%).

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



There are no sub-group differences of note for frequency of literary arts attendance.

11 Participation by art form

11.1 Summary of participation by art form

The chart below shows the proportion of Aucklanders who have participated in each art form in the last 12 months, compared to the national average.

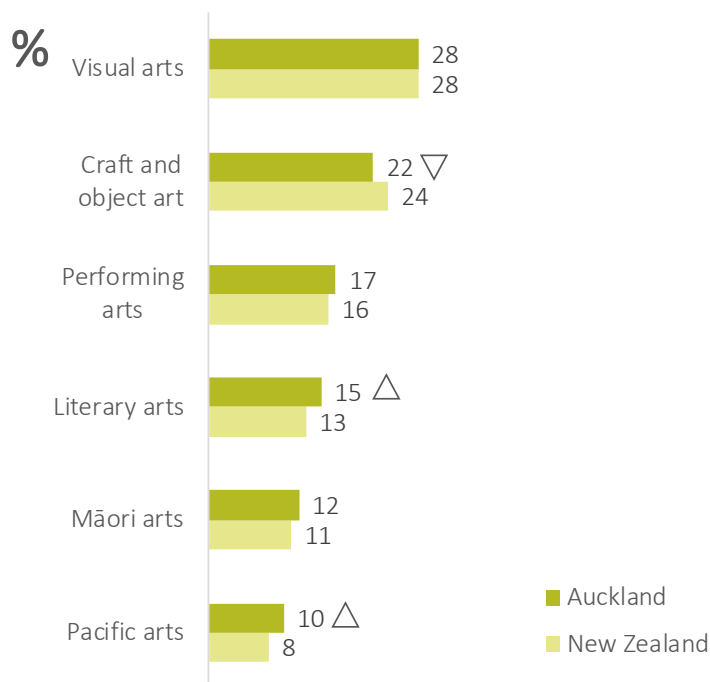
The visual arts are the art form Aucklanders are most likely to participate in. Nearly three in ten (28%) Aucklanders having participated in this art form in the last 12 months.

This is followed by craft and object art, however participation among Aucklanders is lower than the national average (22% vs. 24%). In contrast, participation in the literary arts is higher than the national average (15% vs. 13%).

The Māori and Pacific arts are the art forms Aucklanders are least likely to participate in, although participation in the Pacific arts is higher than the national average (10% vs. 8%).

Further analysis of each art form (including sub-group differences) is presented in the following sub-sections.

Q Proportion who have participated in different art forms in the last 12 months.



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Auckland (1889); New Zealand (6,101)

11.2 Participation in the visual arts

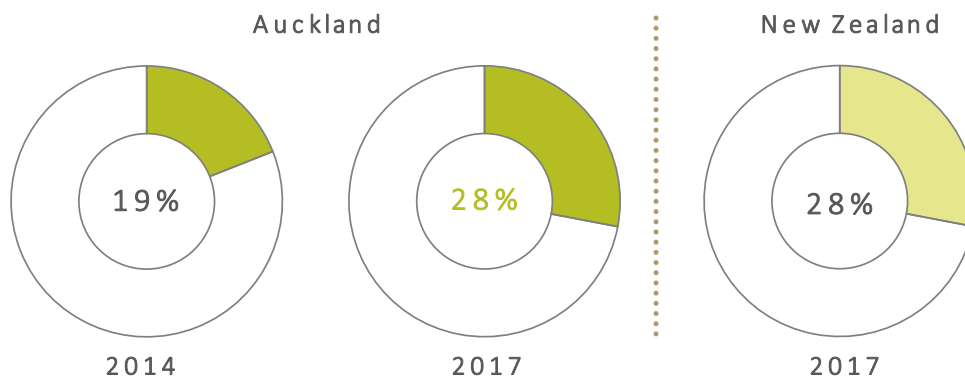
10.2.1 Participation in the visual arts

Twenty-eight percent of Aucklanders (28%) have participated in the visual arts in the last 12 months. This is consistent with the 2017 national result (28%), and represents an increase from 2014 (19%).

One possible explanation for the increase in participation is the continued uptake and development of digital technology (including smart phones and tablets) supporting an increase in web-based art or film making. In support of this explanation, survey analysis highlighted that young people (aged 15-29) are critical in driving increased participation in the visual arts at a national level (however, it is not possible to undertake this analysis for Auckland due to lower sample sizes).

Note that in 2014 craft and object art was split out as a standalone art form. As such no comparative data is provided for visual arts before 2014.

Q Have you been actively involved in the visual arts in any way in the last 12 months? For example, painting, photography, sculpting, drawing, print-making, typography, web-based digital art, or film making?



Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Those demographic groups who are more likely than average (28%) to participate in the visual arts include:

- Those living in Waitemata local board (40%)
- Young people, aged 15-29 (37%)
- Asian New Zealanders (33%).

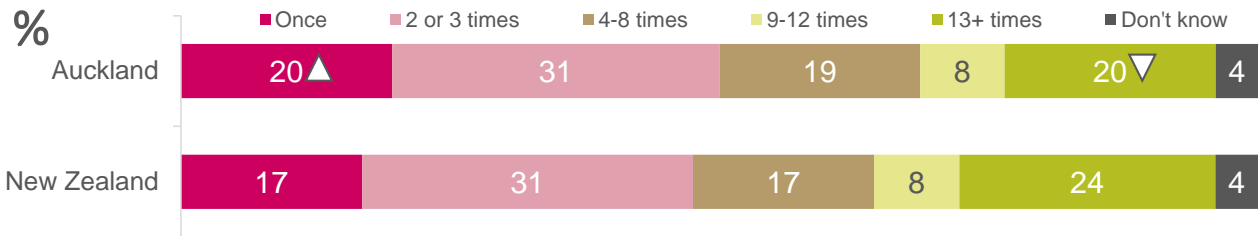
Conversely those groups who are less likely than average (28%) to participate in the visual arts include:

- Older New Zealanders, aged 60+ (19%)
- Those living in Papakura local board (18%).

11.2.2 Frequency of participation in the visual arts

Of those who participate in the visual arts 27% do so on a regular basis (at least nine times in the last 12 months).

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



Base: All those who have participated in the visual arts - Auckland (515); New Zealand (1,604)

▲▼ = significantly higher / lower than New Zealand

Older people, aged 60-69 years (43%) are more likely than average (27%) to participate in the visual arts on a regular basis (at least nine times in the last 12 months).

Conversely, Asian New Zealanders (18%), people aged 40-49 years (16%), and middle-income households earning \$50,001-\$80,000 per annum (11%) are less likely to participate regularly.

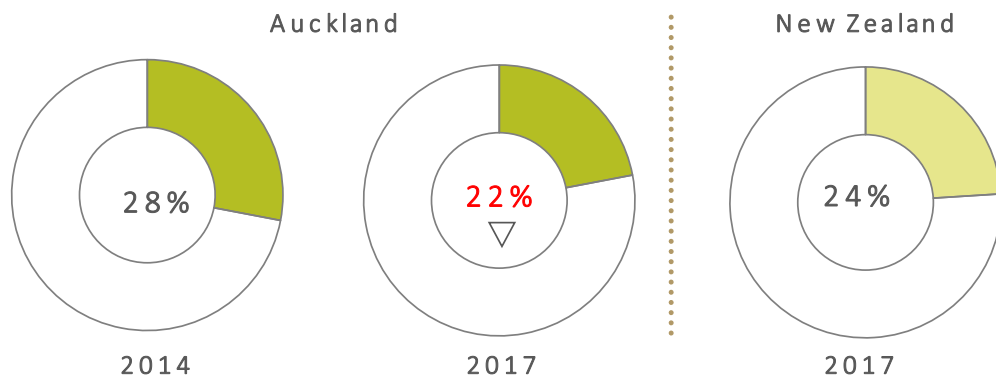
11.3 Participation in craft and object art

10.3.1 Participation in craft and object art

Over a fifth of Aucklanders (22%) have participated in craft and object art in the last 12 months. This is lower than in 2014 (28%), and lower than the 2017 national average (24%).

Note that in 2014 craft and object art was split out as a standalone art form. As such no comparative data is provided before 2014.

Q Have you been actively involved in craft and object art in any way in the last 12 months? For example, ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving or textiles.



Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Women are more likely than average to participate in craft and object art (27% vs. 22%).

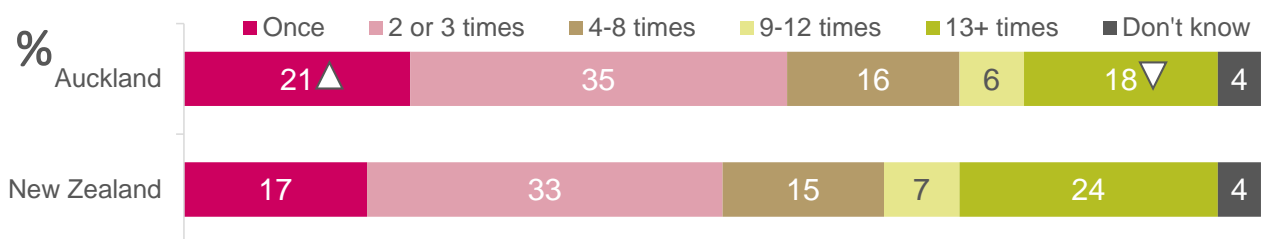
Conversely those groups who are less likely than average (22%) to participate in craft and object art include:

- High-income households, earning more than \$120,000 per annum (17%)
- Men (15%)
- Those living in Hibiscus and Bays local board (12%).

10.3.2 Frequency of participation in craft and object art

Of those who participate in craft and object art, 24% do so on a regular basis (at least nine times in the last 12 months). This is lower than the national average (31%).

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



Base: All those who have participated in craft and object art - Auckland (427); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

Pākehā (30%) are more likely than average (24%) to participate in the craft and object art on a regular basis (at least nine times in the last 12 months).

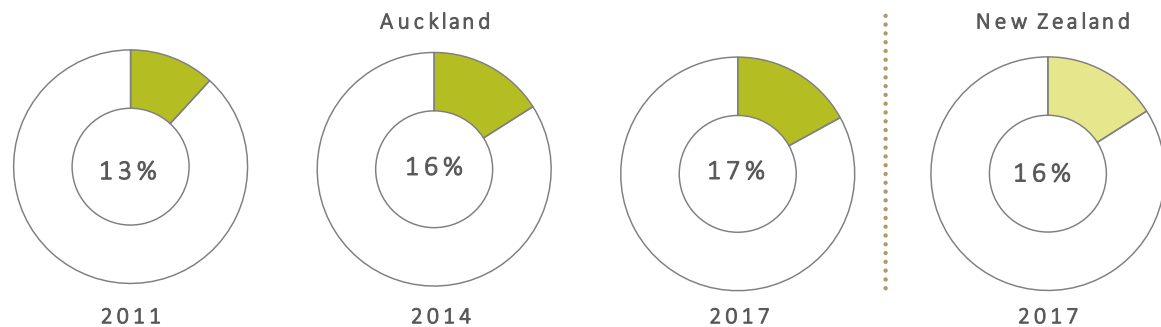
Conversely, men (15%), and Asian New Zealanders (13%) are less likely to participate regularly.

11.4 Participation in the performing arts

10.4.1 Participation in the performing arts

Nearly one in five (17%) Aucklanders have participated in the performing arts in the last 12 months. This is the highest level recorded to date and is consistent with the 2017 national average (16%). While the level of participation is not higher than 2014 (16%) it is higher than 2011 (13%).

Q Still thinking about the performing arts, in the last 12 months have you been actively involved in theatre, dance, singing or other music-making?
Which of these were you actively involved in?



Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); Auckland 2011 (928); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Those demographic groups who are more likely than average (17%) to participate in the performing arts include:

- Those living in Waitemata local board (30%)
- Higher-income households earning \$81,001-\$120,000 per annum (22%)
- Asian New Zealanders (21%).

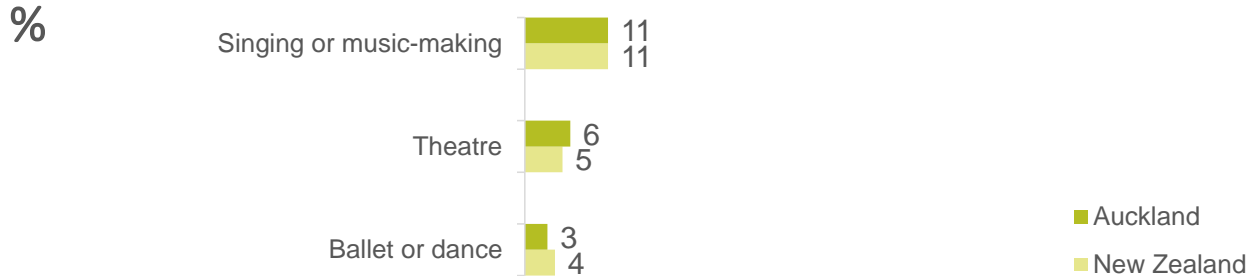
Conversely those groups who are less likely than average (17%) to participate in the performing arts include:

- Pākehā (14%)
- Older people aged 70+ (11%)
- High-income households, earning more than \$120,000 per annum (11%)
- Those living in Manurewa local board (8%).

11.4.2 Participation in different types of the performing arts

Singing or music-making is the performing art Aucklanders are most likely to participate in. Eleven percent have participated in the last 12 months, 6% have participated in the theatre, and 3% have done ballet or another form of dance. This is consistent with all New Zealanders.

Q Which of these were you actively involved in?



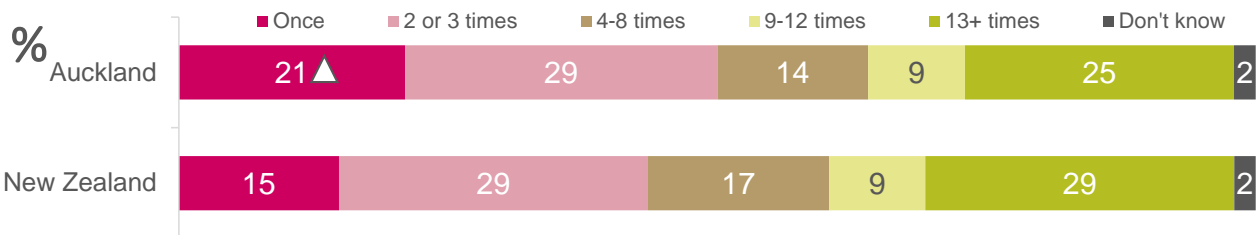
Base: All respondents: Auckland (1889); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

10.4.3 Frequency of participation in the performing arts

Of those Aucklanders who participate in the performing arts, 34% do so on a regular basis (at least nine times in the last 12 months). This is lower than the national average (38%).

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



Base: All those who have participated in the performance arts - Auckland (311); New Zealand (896)

△▽ = significantly higher / lower than New Zealand

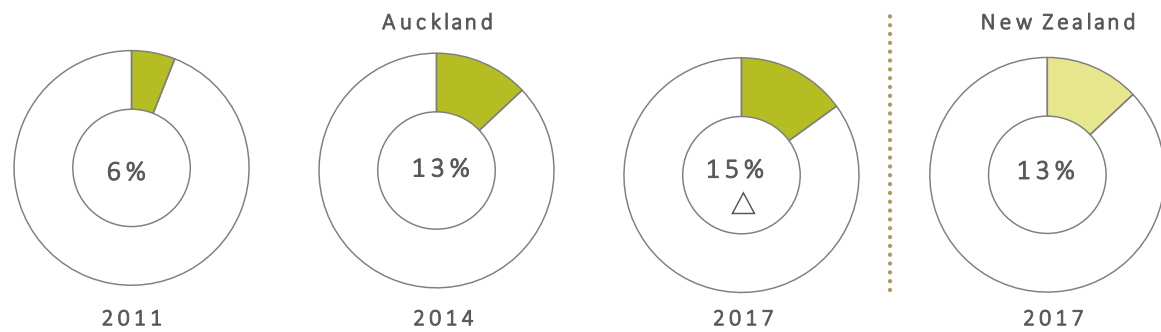
Women (41%) are more likely than average (34%) to participate in the performing arts on a regular basis (at least nine times in the last 12 months). Conversely, Asian New Zealanders are less likely to regularly take part (24%).

11.5 Participation in the literary arts

11.5.1 Participation in the literary arts

Fifteen percent of Aucklanders have participated in the literary arts in the last 12 months. This is the highest level of participation to date and is higher than the national average (13%). While the level of participation is not higher than 2014 (13%) it is higher than 2011 (6%).

Q Still thinking about the literary arts, 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?



Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); Auckland 2011 (928); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Those demographic groups who are more likely than average (15%) to participate in the literary arts include:

- Younger people, aged 15-29 (26%)
- Those living in Waitemata local board (26%)
- Māori (21%)
- Lower-income households earning \$30,001-\$50,000 per annum (20%).

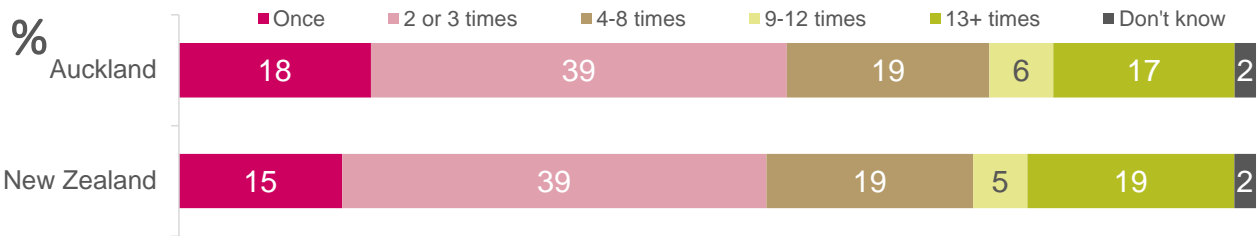
Conversely those groups who are less likely than average (15%) to participate in the literary arts include:

- Pākehā (13%)
- High-income households, earning more than \$120,000 per annum (11%)
- People aged 30-39 years (11%), 60-69 years (10%) and 70+ (7%)
- Those living in Manurewa local board (6%).

11.5.2 Frequency of participation in the literary arts

Of those Aucklanders who participate in the literary arts, 23% do so on a regular basis (at least nine times in the last 12 months).

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



Base: All those who have participated in the literary arts - Auckland (240); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

Women (30%) are more likely than average (23%) to participate in the literary arts on a regular basis (at least nine times in the last 12 months). Conversely, Asian New Zealanders are less likely to regularly take part (12%).

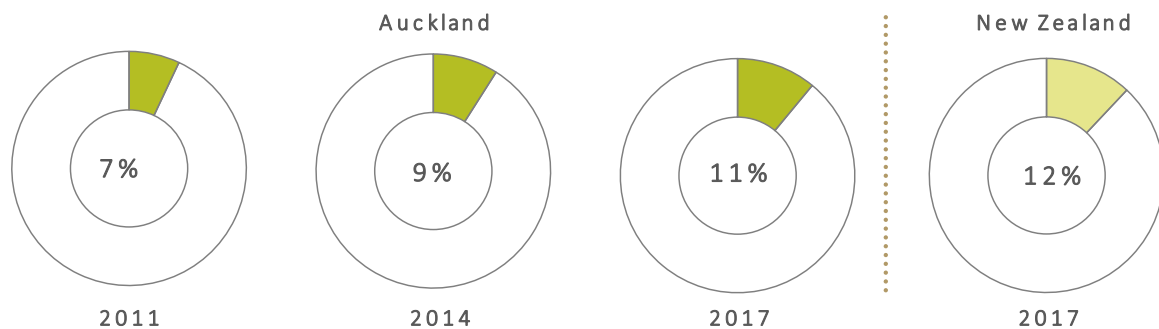
11.6 Participation in the Māori arts

11.6.1 Participation in the Māori arts

Eleven percent of Aucklanders have participated in the Māori arts in the last 12 months. This is the highest level of participation recorded to date and is in line with the national average (12%). Once again, while the level of participation is not higher than 2014 (9%) it is higher than 2011 (7%).

Two in five Māori (39%) have participated in Māori arts. They also attract a wider audience with 21% of Pacific peoples having participated, 10% of Asian New Zealanders and 8% of Pākehā.

Q Still thinking about Māori arts, in the last 12 months have you been actively involved in any Māori arts or craft activities or workshops, including carving, raranga, tāniko, weaving, waiata or, kapa haka, kōwhaiwhai, tā moko, Māori dance or music?



Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); Auckland 2011 (928); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Those demographic groups who are more likely than average (11%) to participate in the Māori arts include:

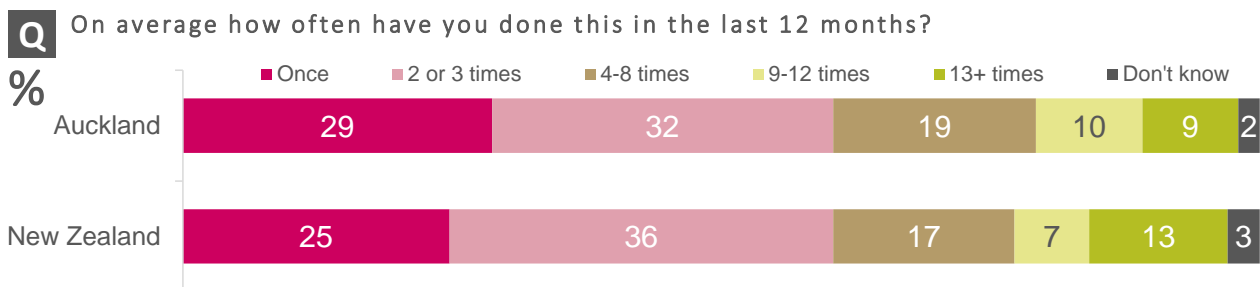
- Those living in Howick local board (22%)
- Younger people, aged 15-29 (18%).

Conversely those groups who are less likely than average (11%) to participate in the Māori arts include:

- High-income households earning more than \$120,000 per annum (7%)
- Older people aged 60-69 (7%) and 70+ (4%)
- Those living in Franklin local board (3%).

10.6.2 Frequency of participation in the Māori arts

Of those who participate in the Māori arts, 18% do so on a regular basis (at least nine times in the last 12 months).



Base: All those who have participated in the visual arts - Auckland (186); New Zealand (655)

△▽ = significantly higher / lower than New Zealand

Those living in Auckland Central (7%) and Asian New Zealanders (4%) are less likely than average (18%) to participate in the Māori arts on a regular basis (at least nine times in the last 12 months).

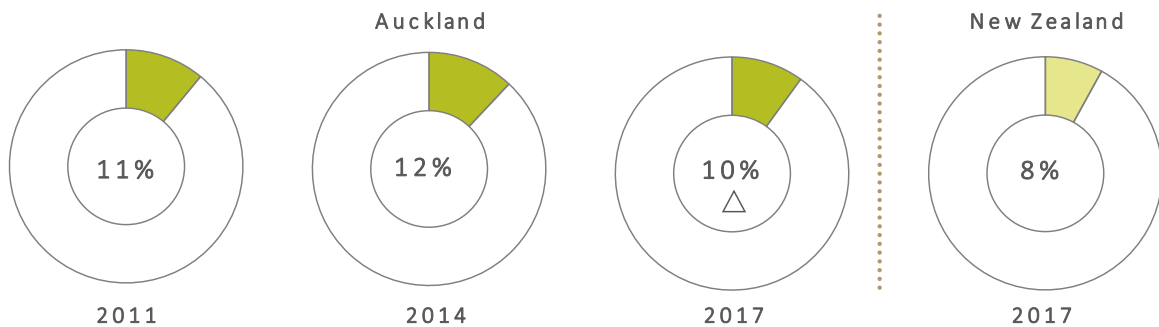
11.7 Participation in the Pacific arts

11.7.1 Participation in the Pacific arts

Participation in the Pacific arts is 10%, which is higher than the national average (8%). The difference between 2014 (12%) and 2017 (10%) is not statistically significant.

A quarter of Pacific peoples have participated in Pacific arts (24%). They also attract a wider audience with 25% of Māori having participated, 11% of Asian New Zealanders, and 7% of Pākehā.

Q Still thinking about Pacific Arts, in the last 12 months have you been actively involved in any Pacific arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music?



Base: All respondents: Auckland 2017 (1889); Auckland 2014 (401); Auckland 2011 (928); New Zealand (6,101)

△▽ = significantly higher / lower than New Zealand

Those demographic groups who are more likely than average (10%) to participate in the Pacific arts include:

- Those living in Otara-Papatoetoe (24%) and Howick (19%) local boards
- Women (12%)
- Younger people aged 15-29 years (14%).

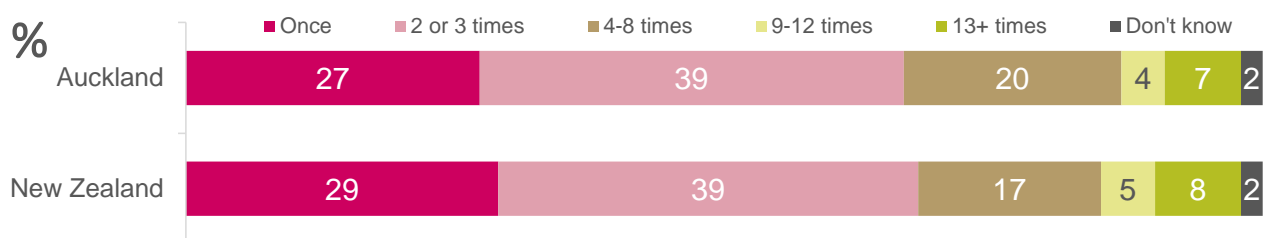
Conversely those groups who are less likely than average (10%) to participate in the Pacific arts include:

- Men (8%)
- Those living in the North region of Auckland (6%)
- Older people aged 60-69 (4%) and 70+ (3%).

11.7.2 Frequency of participation in the Pacific arts

Of those who participate in the Pacific arts, 11% do so on a regular basis (at least nine times in the last 12 months).

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



Base: All those who have participated in the Pacific arts - Auckland (165); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

Fifteen percent of Pacific peoples participate in Pacific arts on a regular basis. This compares to 11% on average, although the difference is not statistically significant.

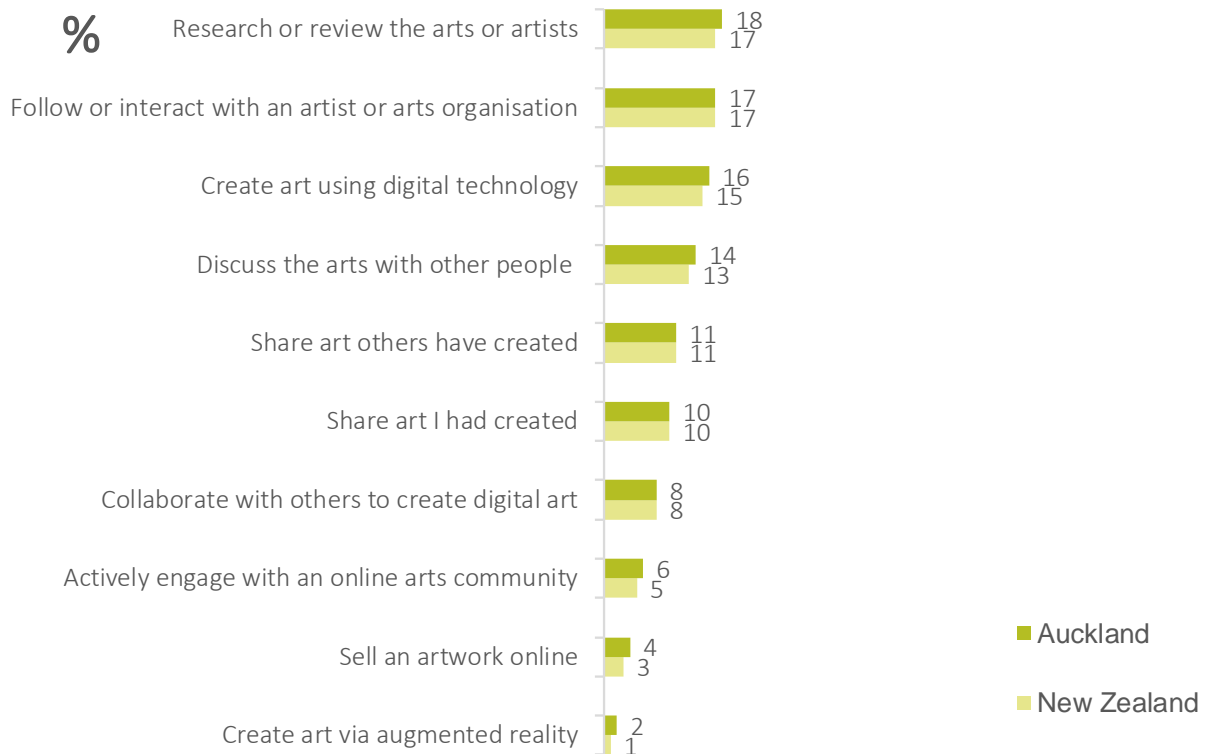
Asian New Zealanders (1%) are less likely than average (11%) to participate in the Pacific arts on a regular basis (at least nine times in the last 12 months).

11.8 Use of digital technology for arts activities

Digital technology is enabling greater engagement in the arts for 45% of Aucklanders. Among other things, it is being used to create and share art and develop a stronger relationship with artists.

Aucklanders are most likely to have used digital technology to research or review the arts or artists (18%), follow or interact with an artist or arts organisation (17%) and create art using digital technology (16%). These findings are in line with all New Zealanders.

Q In the last 12 months have you used the internet or digital technology to do any of the following? By digital technology we mean laptops, tablets or smartphones.



△▽ = significantly higher / lower than New Zealand

Base: All respondents: Auckland (1889); New Zealand (6,101)

Those demographic groups who are more likely than average (45%) to use digital technology for arts activities include:

- Those living in Waitemata local board (67%) and the Central region of Auckland (54%)
- Younger people, aged 15-29 (59%).

Conversely those groups who are less likely than average (43%) to use digital technology for arts activities include:

- Middle-aged people, aged 50-59 (38%), and older people aged 60-69 (36%) and 70+ (29%)
- Those living in Manurewa (30%) and Papakura (28%) local boards, and the South-East region of Auckland (38%).

Appendices

Appendix A Survey Questionnaire

Q1a Which gender do you most identify with...

Male	1
Female	2
Gender diverse	3

Q1b Which of the following age groups do you fall into?

15 to 17	1
18 to 24	2
25 to 29	3
30 to 34	4
35 to 39	5
40 to 44	6
45 to 49	7
50 to 54	8
55 to 59	9
60 to 64	10
65 to 69	11
70 to 74	12
75 to 79	13
80+	14

Q1c Which ethnic group do you most identify with? You can choose more than one group.

MULTICODE OK

New Zealand European (or Pākehā)	1
Māori	2
Samoan	3
Cook Island Māori	4
Tongan	5
Niuean	6
Chinese	7
Indian	8
Filipino	18
Korean	22
Japanese	23
Sri Lankan	19
Cambodian	24
Vietnamese	25
Another ethnic group (please tell us)	09
Don't know	12
Refused	13

Q1d And which of the following best describes your total annual household income from all sources, including returns from investments, before tax?

\$20,000 or less	1
More than \$20,000 up to \$30,000	2
More than \$30,000 up to \$40,000	3
More than \$40,000 up to \$50,000	4
More than \$50,000 up to \$60,000	5
More than \$60,000 up to \$80,000	6
More than \$80,000 up to \$100,000	7
More than \$100,000 up to \$120,000	8
More than \$120,000 up to \$150,000	9
More than \$150,000	12
Refused	10
Don't know	11

Q1e How many people living in your household are aged 15 years or over?

ENTER NUMBER:

Q1f In which of the following places do you live?
Please select one only.

Whangarei	1
Northland (outside of Whangarei)	2
Auckland city	3
Auckland region (outside of Auckland city)	4
Hamilton	5
Waikato (outside of Hamilton)	6
Rotorua	7
Tauranga	8
Bay of Plenty (outside of Rotorua or Tauranga)	9
Gisborne city	10
Gisborne region (outside of Gisborne city)	11
Napier/Hastings	12
Hawkes Bay (outside of Napier / Hastings)	13
New Plymouth	14
Taranaki (outside of New Plymouth)	15
Palmerston North	16
Wanganui	17
Manawatu-Whanganui (outside of Palmerston North or Whanganui)	18
Wellington city	19
Wellington region (outside of Wellington city)	20
Tasman region	21
Nelson city	22
Nelson region (outside of Nelson city)	23
Marlborough region	24
West Coast region	31
Christchurch	25
Canterbury (outside of Christchurch)	26
Dunedin	27
Otago (outside of Dunedin)	28
Invercargill	29
Southland (outside of Invercargill)	30

ASK AUCKLANDERS (CODE 3 OR 4 @ Q1F)

Q1g. In which suburb do you live?
Please select the option that best applies.

SCRIPTER INSTRUCTION: SHOW SUBURB LIST AS DROP DOWN BOX IN ALPHABETICAL ORDER.
INCLUDE 'I DON'T LIVE IN THE AUCKLAND REGION' AS SINGLE RESPONSE CODE OUTSIDE DROP DOWN BOX

<INSERT SUBURB LIST>	1	
None - I don't live in the Auckland Region	2	THANK AND CLOSE

Attitudes toward the arts

SHOW ALL

Q2txt The first set of questions ask you about your views on the arts.

Q2 To what extent do you agree or disagree?

There are no right or wrong answers; we are interested in your views on these statements.

DYNAMIC GRID

		Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree	Don't know
1	The arts are for people like me	1	2	3	4	5	6
2	I can't live without the arts	1	2	3	4	5	6
3	The arts help define who we are as New Zealanders	1	2	3	4	5	6
4	The arts are only for certain types of people	1	2	3	4	5	6
5	The arts are part of my everyday life	1	2	3	4	5	6
6	I don't find the arts all that interesting	1	2	3	4	5	6
7	Some arts events interest me but I still don't go much	1	2	3	4	5	6
8	The arts contribute positively to our economy	1	2	3	4	5	6
9	The arts in New Zealand are world class	1	2	3	4	5	6
10	The arts should receive public funding	1	2	3	4	5	6
11	My community would be poorer without the arts	1	2	3	4	5	6
12	My local council should give money to support the arts	1	2	3	4	5	6
13	The availability of good arts activities and events is an important reason why I like living where I do	1	2	3	4	5	6
14	The arts improve how I feel about life in general	1	2	3	4	5	6
15	The arts help improve New Zealand society	1	2	3	4	5	6
16	I learn about different cultures through the arts	1	2	3	4	5	6
17	My community has a broad range of arts and artistic activities that I can experience or participate in	1	2	3	4	5	6
18	Overall New Zealand arts are of high quality	1	2	3	4	5	6
19	I feel proud when New Zealand artists succeed overseas	1	2	3	4	5	6
20	The arts should reflect New Zealand's cultural diversity	1	2	3	4	5	6
21	The arts should be part of the education of every New Zealander	1	2	3	4	5	6

Participation and attendance: Visual arts

Q3txt The next section of the survey includes questions on different art forms. The questions ask which art forms you watch, and which ones you take part in.

Q3a Firstly, thinking about the visual arts such as sculpture and painting, print-making, typography, photography and film-making, have you visited any art galleries or exhibitions or online galleries or attended any film festivals in the last 12 months?

Yes	1	GO TO Q4a GO TO Q4a
No	2	
Don't know/Can't remember	3	

Q3b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q3c Were film festivals included among the visual arts you have visited in the last 12 months?

Yes	1	GO TO Q4a GO TO Q4a
No	2	
Don't know	3	

Q3d And have you visited visual arts other than film festivals in the last 12 months?

This might include art galleries or exhibitions or online galleries

Yes	1
No	2
Don't know	3

Q4a Thinking now about craft and object art such as ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving, or textiles, have you visited any art galleries, exhibitions or online galleries in the last 12 months?

Yes	1	GO TO Q5a GO TO Q5a
No	2	
Don't know/Can't remember	3	

Q4b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q5a Thinking again about the visual arts, in the last 12 months have you been actively involved in, for example, painting, photography, sculpting, drawing, print-making, typography, web-based/digital art, or film-making in any way?

CODE ONE ONLY.

Yes	1
No	2
Don't know	3

GO TO Q6a

GO TO Q6a

Q5b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q6a Thinking again about craft and object art, in the last 12 months have you been actively involved in, for example ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving, or textiles in any way?

Yes	1
No	2
Don't know	3

GO TO Q7

GO TO Q7

Q6b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Participation and attendance: Performing arts

- Q7 Now thinking about the performing arts, such as theatre, dance and music. Have you gone to any ballet or contemporary dance performances, live theatre, concerts, musical performances or circuses in the last 12 months?

Yes	1	GO TO Q9 GO TO Q9
No	2	
Don't know	3	

- Q8a Which of these have you been to in the last 12 months?

Theatre	1
Concert or other musical performance	2
Ballet or other dance event	3
Another type of performing arts event (specify)	4

ASK Q8b IF CODE 1 AT Q8a

- Q8b On average, how often have you attended the theatre in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

ASK Q8c IF CODE 2 AT Q8a

- Q8c On average, how often have you attended concerts or other music performances in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

ASK Q8d IF CODE 3 AT Q8a

Q8d On average, how often have you attended ballet or other dance events in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

ASK Q8e IF CODE 4 AT Q8a

Q8e On average, how often have you attended [INSERT OTHER EVENTS SPECIFIED AT Q8a] in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q9 Still thinking about the performing arts, in the last 12 months have you been actively involved in theatre, dance, singing or other music-making activities?

Yes	1
No	2
Don't know	3

GO TO Q11a

GO TO Q11a

Q10a Which of these were you actively involved in?

Please select all that apply

Theatre or drama	1
Singing or other music-making	2
Ballet or other dance	3
Another type of performing arts (please tell us)	4

Q10b On average, how often have you done (this/those) in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Participation and attendance: Literature

Q11a Now thinking about literature, have you gone to any poetry or book readings, or literary festivals or events in the last 12 months?

Yes	1
No	2
Don't know	3

GO TO Q12a

GO TO Q12a

Q11b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q12a 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?

Yes	1
No	2
Don't know	3

GO TO Q13ai

GO TO Q13ai

Q12b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Digital engagement

Q13ai In the last 12 months have you used the internet or digital technology to do any of the following? By digital technology we mean laptops, tablets or smartphones.

Please select all that apply

Create art using digital technology	1
Collaborate with others to create digital art such as visual art, craft, video art, music, graphics, games, dance, theatre or creative writing	2
Create art via augmented reality	3
Sell an artwork online	4
Share art I had created	5
Share art others had created	6
Discuss the arts with other people	7
Actively engage with an online arts community	8
Follow or interact with an artist or arts organisation (e.g. via social media, newsletters etc.)	9
Research or review the arts or artists	10
None of these	11

Participation and attendance: Pacific arts

Q17a Now thinking about Pacific Arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Pacific people or groups in the last 12 months?

Yes	1
No	2
Don't know	3

GO TO Q18a

GO TO Q18a

Q17b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
DO NOT READ: Don't know	6

Q18a Still thinking about Pacific Arts, in the last 12 months have you been actively involved in any Pacific arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music?

Yes	1
No	2
Don't know	3

GO TO Q19a

GO TO Q19a

Q18b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
DO NOT READ: Don't know	6

Participation and attendance: Māori arts

Q19a Thinking about Māori Arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Māori people or groups in the last 12 months?

Yes	1
No	2
Don't know	3

GO TO Q20a

GO TO Q20a

Q19b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q20a Still thinking about Māori Arts, in the last 12 months have you been actively involved in any Māori arts or crafts activities or workshops, including carving, raranga, tāniko, weaving, waiata or, kapa haka, kōwhaiwhai, tā moko, Māori dance or music?

Yes	1
No	2
Don't know	3

GO TO Q20c

GO TO Q20c

Q20b On average, how often have you done this in the last 12 months?

Once	1
2 or 3 times	2
Between 4 and 8 times	3
Between 9 and 12 times	4
More than 12 times	5
Don't know	6

Q20c To what extent do you agree or disagree with the following about Ngā Toi Māori (or Māori Arts)?

DYNAMIC GRID

	Strongly agree	Slightly agree	Neither agree nor disagree	Slightly disagree	Strongly disagree	Don't know
Ngā Toi Māori (Māori arts) help define who we are as New Zealanders	1	2	3	4	5	6
I learn about Māori culture through Ngā Toi Māori (Māori arts)	1	2	3	4	5	6
Ngā Toi Māori (Māori arts) motivates me to kōrero Māori (speak in Māori)	1	2	3	4	5	6
Ngā Toi Māori (Māori arts) improve how I feel about life in general	1	2	3	4	5	6

Encouraging arts attendance

ASK IF AGREE (CODES 1-2) @ Q2_9

Q20d You earlier agreed that the arts interest you but you still don't go much. What difference would the following make in encouraging you to go to the arts more often?

Please answer on scale of 1 to 5, where 1 is no difference at all and 5 is a big difference.

DYNAMIC GRID - RANDOMISE

If I could go with someone / had someone to go with	1
If the price of tickets were cheaper	2
If I knew there would be more people like me going	3
If there were more arts events that appealed to me	4
If arts events were of high quality	5
If I were confident of feeling welcome	6

SCALE – STATIC

1 - No difference at all	1
2	2
3	3
4	4
5 – A big difference	5

Advocacy of the arts

DP: RESPONDENTS SHOULD ONLY BE ASKED Q20E OR Q20F. IF THEY QUALIFY FOR BOTH THEN RANDOMLY ALLOCATE THEM TO ONE QUESTION.

ASK IF AGREE (CODES 1-2) @ Q2_14

Q20e You earlier agreed that the arts improve how you feel about life in general. For what reasons do you feel the arts improve how you feel about life?

Please type in your answer below.

OPEN ENDED QUESTION. INCLUDE DON'T KNOW BUTTON

ASK IF AGREE (CODES 1-2) @ Q2_15

Q20f You earlier agreed that the arts help improve New Zealand society. For what reasons do you feel the arts help improve society?

Please type in your answer below.

OPEN ENDED QUESTION. INCLUDE DON'T KNOW BUTTON

Auckland questionnaires

We now have some questions about arts and culture in Auckland. For the purpose of these questions, Auckland includes the whole region from the Bombay Hills to Wellsford.

QA1 How much do you agree or disagree with the following statement?

‘Auckland is a great place to live’

Please select one answer

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree

QA2 Thinking now about arts and culture overall in Auckland, to what extent do you agree or disagree with the following?

Please select one answer

DYNAMIC GRID. RANDOMISE

	1 Strong disagree	2 Slightly disagree	3 Neither agree nor disagree	4 Slightly agree	5 Strongly agree	99 Don't know
There is a wide range of arts activities and events available in Auckland	1	2	3	4	5	99
Auckland has a range of high quality arts and culture venues	1	2	3	4	5	99
The arts help to create connections between different people in the community	1	2	3	4	5	99
The arts help to improve understanding of different cultures	1	2	3	4	5	99
There are good opportunities for me to take part in arts activities and events in my local area	1	2	3	4	5	99
All the best arts events and activities are in the Central Business District	1	2	3	4	5	99
It's important that the arts are strong in Auckland	1	2	3	4	5	99
I am proud of the arts in Auckland	1	2	3	4	5	99
I think it is important for Auckland to be known as a place that supports great arts events and activities	1	2	3	4	5	99
The range of arts events and activities on offer in Auckland reflect the multicultural diversity of the region	1	2	3	4	5	99
The arts help define who we are as Aucklanders	1	2	3	4	5	99
Arts activities, venues and events help make Auckland a more enjoyable place to live and work	1	2	3	4	5	99
The arts make Auckland a more vibrant and attractive place to live	1	2	3	4	5	99
Māori culture, identity and stories are celebrated in Auckland	1	2	3	4	5	99

QA3 How important, or not, is the following in making Auckland a great place to live? Please answer on a scale of 1 to 5 where 1 is very unimportant and 5 is very important.

DYNAMIC GRID. RANDOMISE

	1 Very unimportant	2	3	4	5 Very important	99 Don't know
Vibrant and attractive suburban and town centres	1	2	3	4	5	99
Distinctive cultural and character precincts	1	2	3	4	5	99
Lively public spaces (such as the waterfront, Aotea Square, local town centres) with street performances, "pop-up" activities, installations and temporary public art	1	2	3	4	5	99
Unique and distinctive public art	1	2	3	4	5	99
World-class public art that transforms Auckland's public places	1	2	3	4	5	99
Events that celebrate Auckland's identity such as Matariki Festival and Tāmaki Herenga Waka Festival	1	2	3	4	5	99
Major arts and cultural events, for example, Auckland Arts Festival, the NZ International Comedy Festival, Auckland Writers Festival, Documentary Edge	1	2	3	4	5	99
Events that celebrate Auckland's diversity, such as Pasifika, Diwali, Lantern Festival and the Auckland International Cultural Festival	1	2	3	4	5	99
Local community and cultural events	1	2	3	4	5	99
Regional museums and galleries for example Auckland Museum, Auckland Art Gallery, NZ National Maritime Museum and Museum of Transport and Technology	1	2	3	4	5	99
Regional venues and stadiums such as the SPARK Arena, Vodafone Events Centre, Mt Smart	1	2	3	4	5	99
Local arts centres and organisations, such as Estuary Arts Centre, Depot Artspace, Te Tuhi, Te Uru, Uxbridge and Māngere Arts Centre – Ngā Tohu o Uenuku	1	2	3	4	5	99
Professional performing arts venues and theatres such as Civic Theatre, Aotea Centre, Town Hall, Q Theatre, ASB Waterfront Theatre, Bruce Mason Theatre	1	2	3	4	5	99
Regional cultural organisations such as the Auckland Philharmonia Orchestra, Auckland Theatre Company, NZ Opera	1	2	3	4	5	99

A4 What would **inspire you to attend more arts and cultural events, or participate more frequently in arts and cultural activities?**

Please type your comments below