

New Zealanders and the Arts

Ko Aotearoa me ōna Toi

Research summary for Auckland 2020





INTRODUCTION

Since 2005 Creative New Zealand has conducted research to measure New Zealanders engagement with the arts. This includes attendance and participation in different art forms, as well as wider attitudes to the arts. The research comprises two separate surveys (one of adults aged 15+; and one of young people aged 10-14). 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
- Stories to advocate for the arts
- Up-to-date data that arts organisations can use to develop marketing programming and income generation strategies.

This report presents findings on public attitudes, attendance and participation in the arts in Auckland region. The findings are compared to all New Zealanders (aged 15+).

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

- **Craft and object art** is defined as uku (pottery), furniture, glass, adornment (such as 'ei katu, tā moko and jewellery), embroidery, tīvaevae, woodcraft, spinning, weaving or textiles.
- **Literary arts** is defined as spoken word, poetry or book readings, literary events, writing workshops, creative writing in poetry, fiction or non-fiction.
- **Ngā Toi Māori (Māori arts)** is defined as works created by Tangata Whenua Māori artists in all art forms (contemporary and customary: craft/object art, dance, literature, media arts, music, theatre and visual arts). arts or crafts activities or workshops, including carving, raranga, tāniko, weaving, waiata, kapa haka, kōwhaiwhai, tā moko, Māori dance or music.
- **Pacific arts** is defined as works created by Pasifika artists in all art forms (contemporary and heritage: craft/object art, dance, literature, media arts, music, theatre and visual arts).
- **Performing arts** is defined as theatre, dance and music.
- **Visual arts** is defined as drawing, painting, rāranga, tīvaevae, photography, whakairo, sculpture, print-making, typography and film-making.

'Engagement':

- The survey asks respondents about their attendance at, and participation in, six separate art forms. There are no questions that measure attendance or participation in the arts at an overall level. Overall engagement is therefore a nett calculation based on the respondents who said they attended or participated in at least one art form in the last 12 months.

'Participation' is defined as :

- The active involvement in the making or presentation of art in the last 12 months.

'Attendance' is defined as going to:

- Seeing craft and object artworks at an exhibition, festival, art gallery, museum, library or online.
- Attending spoken word, poetry or book readings, or literary festivals or events.
- Seeing any artworks by Māori artists or going to any Māori arts or cultural performances, Toi Ahurei, festivals or exhibitions.
- Seeing artworks by Pasifika artists or going to any Pasifika cultural performances, festivals or exhibitions.
- Attending performing arts events.
- Seeing visual artworks at an exhibition, festival, art gallery, museum, library, cinema or online.



1,910

ONLINE INTERVIEWS

With adults aged 15+ living in the Auckland region



FIELDWORK DATES

2 October to 2 November 2020



NATIONAL COMPARISON

Findings are compared to all New Zealanders (6,263 interviews)

METHOD

The survey was completed online, via the Colmar Brunton online panel and the Dynata online panel.

Historically *New Zealanders and the Arts* has been conducted using a telephone survey. In 2017 the decision was made to shift the survey to an online panel. The rationale for this was to future-proof the survey and to make it more affordable to increase the sample size to facilitate greater analysis of key groups of interest, including Māori, Pacific peoples, Asian New Zealanders and the regions. This has also allowed local councils, such as Auckland Council, to purchase additional sample, so they can better understand arts engagement in their own area.

SAMPLING

In order to achieve a representative sample of residents in the Auckland region, quotas (or interviewing targets) were set by age within gender. A quota of 100 interviews was also set for each local board (with the exception of the Islands).

Weighting was applied to ensure the final sample profile was representative of the Auckland population by age and gender within sub-region (i.e. Auckland North, Auckland West, Auckland Central and Auckland South East).

For ethnicity, quotas were set overall for New Zealand, and the data weighted. The ethnic profile for Auckland is in line with the census targets for the Auckland region.

TREND DATA

Trends are shown against the 2017 data. The change in method in 2017 means we cannot include trends data prior to this.

SIGNIFICANCE TESTING

There is a margin of error associated with any survey sample. Based on a sample size of 1,910 respondents the margin of error is up to +/- 2.2 percentage points.

We have used statistical tests to determine:

- Whether any differences between the survey findings for Auckland region in 2017 and 2020 are statistically significant. This is indicated on charts by white triangles.

  = significantly higher / lower than 2017

- Whether any differences between the survey findings for Auckland region in 2020 and the New Zealand sample are statistically significant. This is indicated on charts by grey triangles.

  = significantly higher / lower than all New Zealanders



SUMMARY

Executive Summary: Auckland and the Arts

Method: Online survey of 6,263 New Zealanders aged 15+ including 1910 Auckland region residents

Fieldwork: 2 October to 2 November 2020

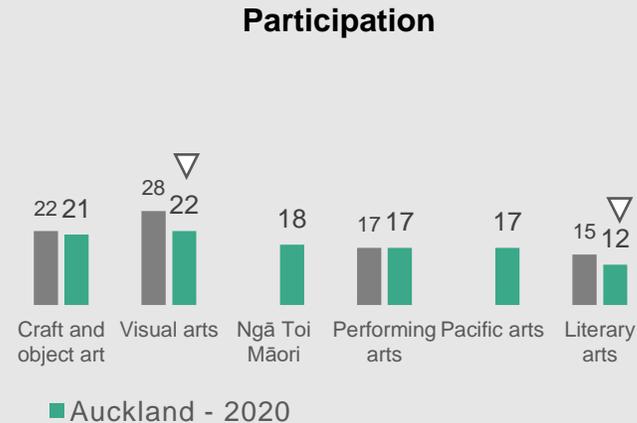
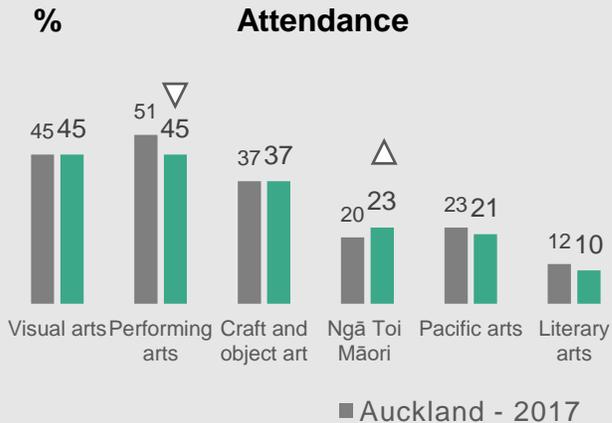
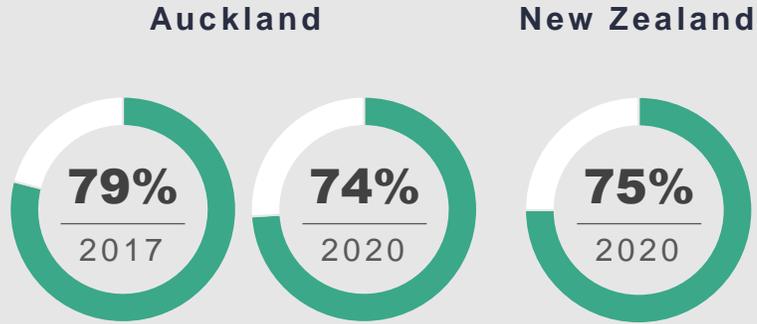
Margin of error for Auckland region: +/- 2.2%

ENGAGEMENT WITH THE ARTS IN AUCKLAND

Three quarters of Auckland residents have attended or participated in the arts in the last 12 months. The level of engagement is lower than 2017.

The decline in engagement reflects the national trend (engagement fell from 80% to 75% across New Zealand).

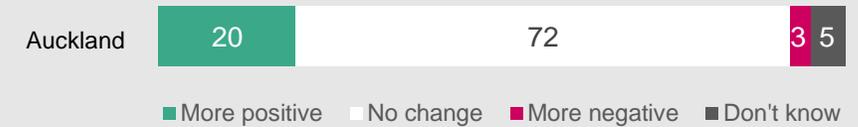
Decreased engagement among Auckland residents is attributable to lower attendance of the performing arts, and lower participation in the visual and literary arts. Both attendance and participation are likely to have been impacted by COVID-19. Two lockdowns had occurred in Auckland at the time of this research.



AUCKLANDERS RELATIONSHIP WITH THE ARTS

1 The overall impact of COVID-19 is an increase in positive feelings towards the arts

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



2 For some the arts are critical at a personal level, while the majority recognise the wider societal benefits

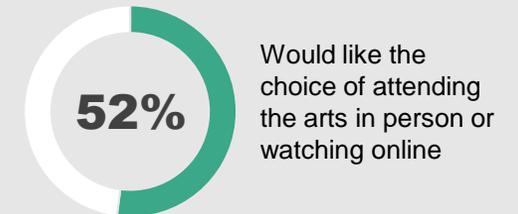
Arts and culture have supported my wellbeing since the COVID-19 crisis  30

The arts help improve New Zealand society  63

3 This recognition has led to increased support for public funding of the arts



4 As well as demand for greater accessibility





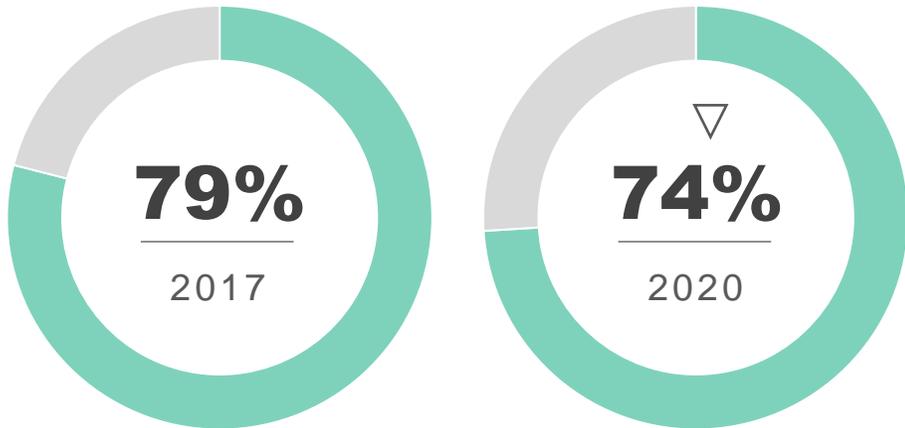
OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

Overall engagement

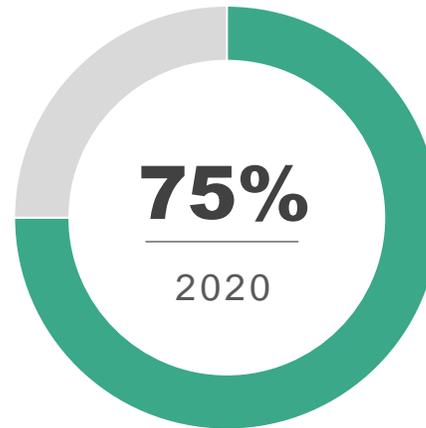
Q

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

Auckland



New Zealand



Engagement for all New Zealanders has declined significantly since 2017 - was 80%

COMMENTARY

The survey asks respondents about their attendance at, and participation in, six separate art forms. There are no questions that measure attendance or participation in the arts at an overall level. The results opposite are therefore a nett calculation based on the respondents who said they attended or participated in at least one art form in the last 12 months.

Three quarters of Auckland residents have engaged with the arts in the last 12 months. This is lower than in 2017. The decline in engagement reflects the national trend (engagement fell from 80% to 75%).

The results indicate declines in engagement are a result of lower attendance figures (as opposed to participation) due to COVID-19.

Sub-group differences in Auckland:

The following groups of Auckland residents are more likely than average (74%) to be engaged with the arts:

- Young people aged 15 to 17 (89%)
- Waitemata residents (83%)
- Women (78%).

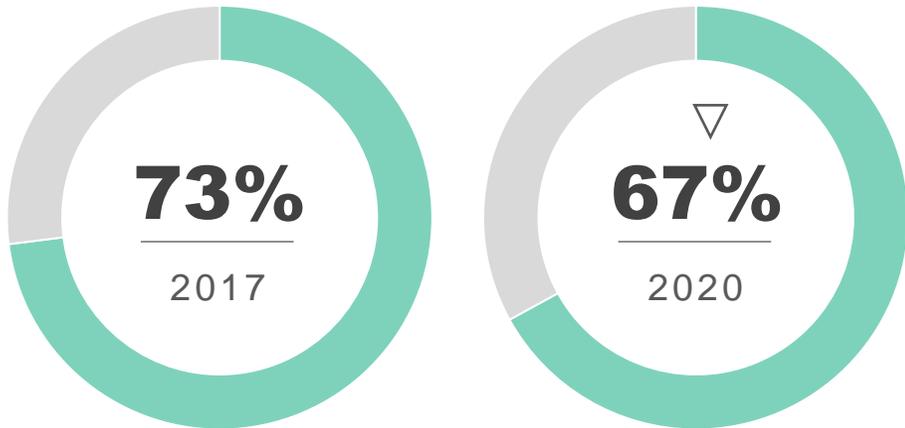
Conversely, men are less likely than average to be engaged.

Overall attendance

Q

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

Auckland



New Zealand



Attendance for all New Zealanders has declined significantly since 2017 - was 73%

COMMENTARY

Two thirds of Auckland residents have attended at least one arts event or location in the last 12 months. This represents a significant decline on 2017 (73%).

This decline in attendance is likely due to a lack of opportunity rather than a growing disinterest in the arts. Indeed, it appears COVID-19 has resulted in a greater appreciation for the arts for a fifth of Auckland residents (see slide 14).

The level of attendance is in line with the national average (68%).

Sub-group differences in Auckland:

The following groups of Auckland residents are more likely than average (67%) to attend the arts:

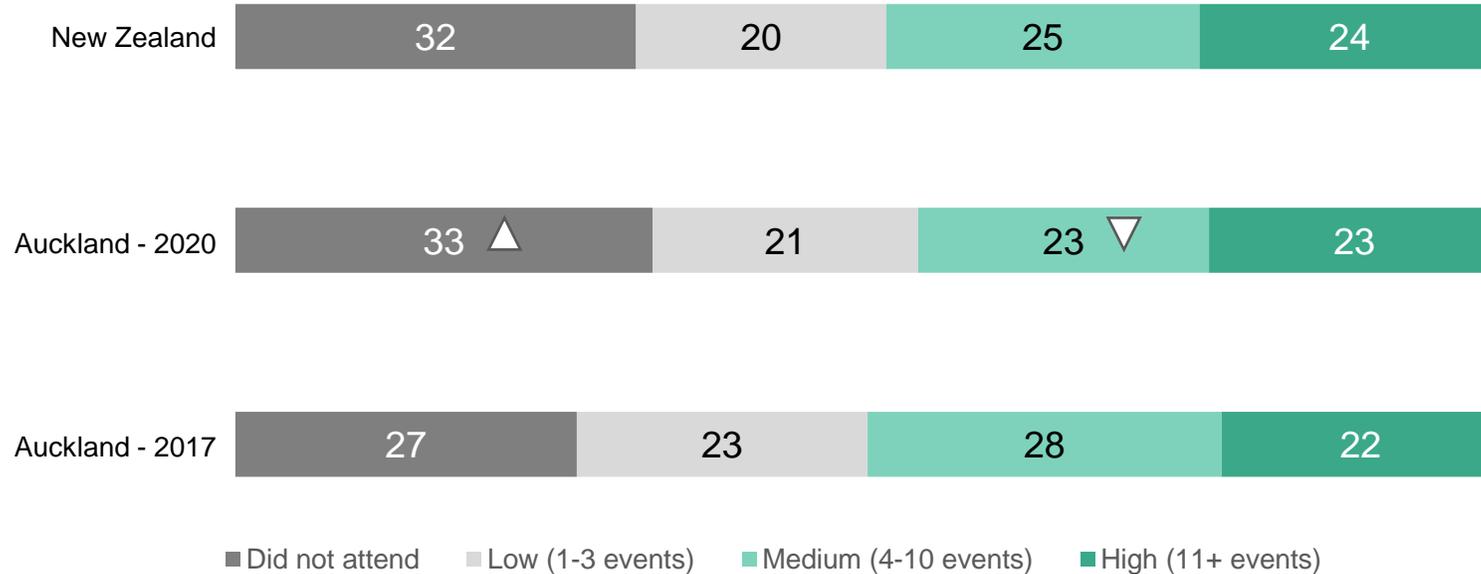
- Young people aged 15 to 17 (80%)
- Waitemata residents (77%)
- Māori (74%)
- Women (71%).

Frequency of attendance

Q

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

%



COMMENTARY

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

The majority of Auckland residents continue to attend arts events or locations reasonably frequently. Just under half attend more than three times a year, and 23% attend eleven or more times a year.

Attendance is in line with the national average.

Sub-group differences in Auckland:

The following groups of Auckland residents are more likely than average (23%) to be high attendees:

- Young people aged 15 to 17 (42%)
- People with the lived experience of disability (33%)
- Māori (30%)
- Women (26%).

On the other hand, the following groups are less likely than average to be high attendees:

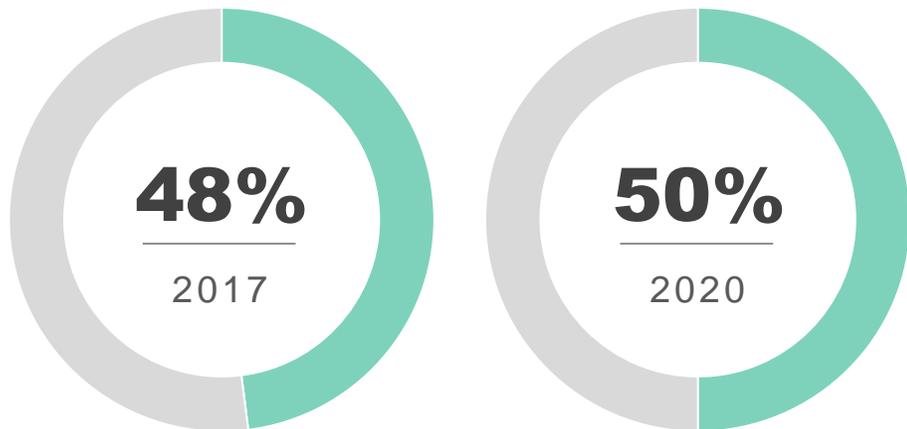
- Men (20%)
- Asian New Zealanders (19%)
- People aged 40 to 49 (17%)
- Franklin residents (11%).

Overall participation

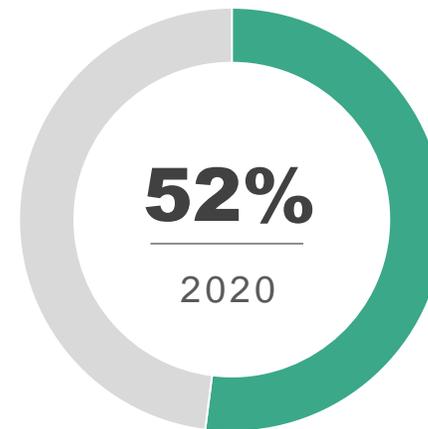
Q

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

Auckland



New Zealand



COMMENTARY

At a first glance participation has proved more resilient to COVID-19 than attendance. It is 50% in 2020, which is in line with 2017. However, the way we asked participation for Ngā Toi Māori and Pacific arts changed in 2020. We now list the activities under each art form in much greater granularity (to better capture the activities the public participate in). Because of this change, overall participation for 2020 may be slightly higher than it otherwise would have been.

The difference between the Auckland results and all New Zealand are not statistically significant.

Sub-group differences in Auckland:

The following groups of Auckland residents are more likely than average (50%) to participate in the arts:

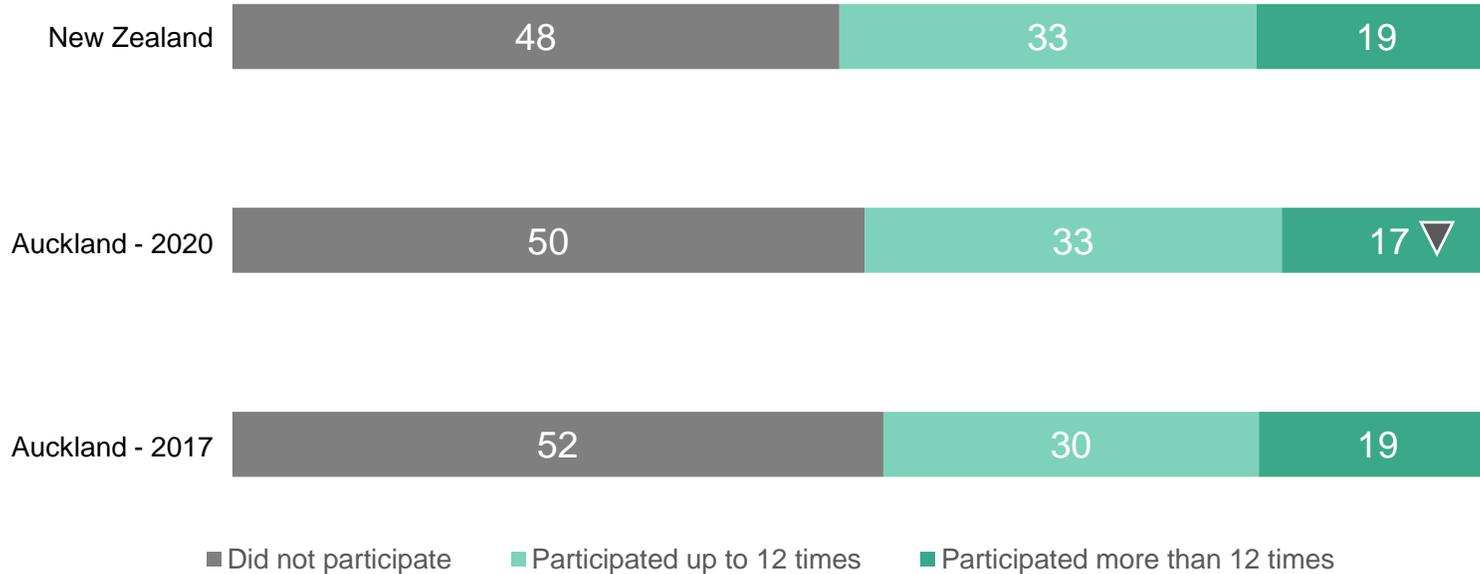
- Young people aged 15 to 17 (80%)
- Waitematā residents (77%)
- Māori (74%)
- Women (71%).

Frequency of participation

Q

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

%



COMMENTARY

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

Seventeen percent of Auckland residents participate in the arts on a regular basis (more than 12 times a year). This is in line with 2017, however it is significantly lower than the national average.

Sub-group differences in Auckland:

The following groups of Auckland residents are more likely than average (17%) to be regular participants:

- Young people aged 15 to 17 (35%)
- Pacific peoples (24%)
- People with the lived experience of disability (24%)
- Māori (22%)
- Women (21%).

On the other hand, the following groups are less likely than average (17%) to be regular participants:

- Men (12%)
- Asian New Zealanders (10%)
- Devonport-Takapuna residents (8%).



ARTS ATTITUDES

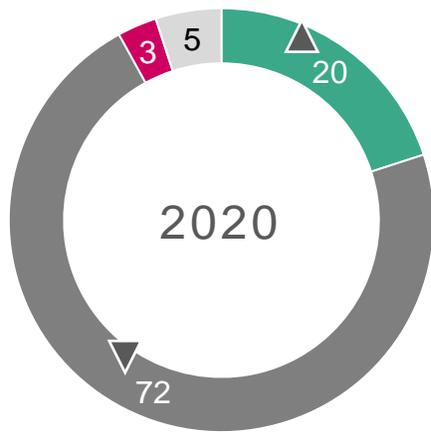
Change in overall perception of the arts

Q

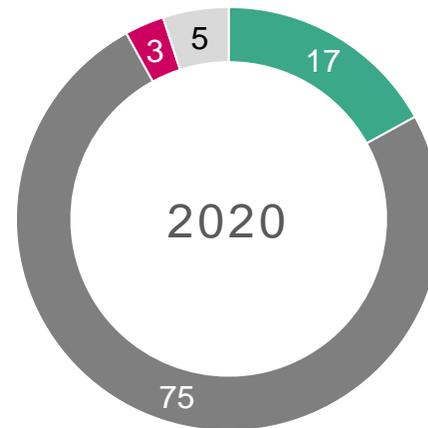
Has your view of the arts changed in the last 12 months?

%

Auckland



New Zealand



■ More positive about the arts
 ■ Opinion has not changed
 ■ More negative about the arts
 ■ Don't know

COMMENTARY

Overall, Auckland residents are more positive about the arts than they were in 2017, with positive shifts in many of the attitudes included in this section.

It appears that Auckland residents have a renewed appreciation for the arts, following the impact of COVID-19 and the subsequent lockdowns. This overall finding is supported by the chart opposite which illustrates how residents' perceptions of the arts has changed over the last 12 months. While most haven't changed their view of the arts (72%), a fifth are more positive and only 3% are more negative.

The proportion feeling more positive about the arts is higher than the national average.

Sub-group differences in Auckland:

The following groups are more likely than average (20%) to say they feel more positive about the arts than they did 12 months ago:

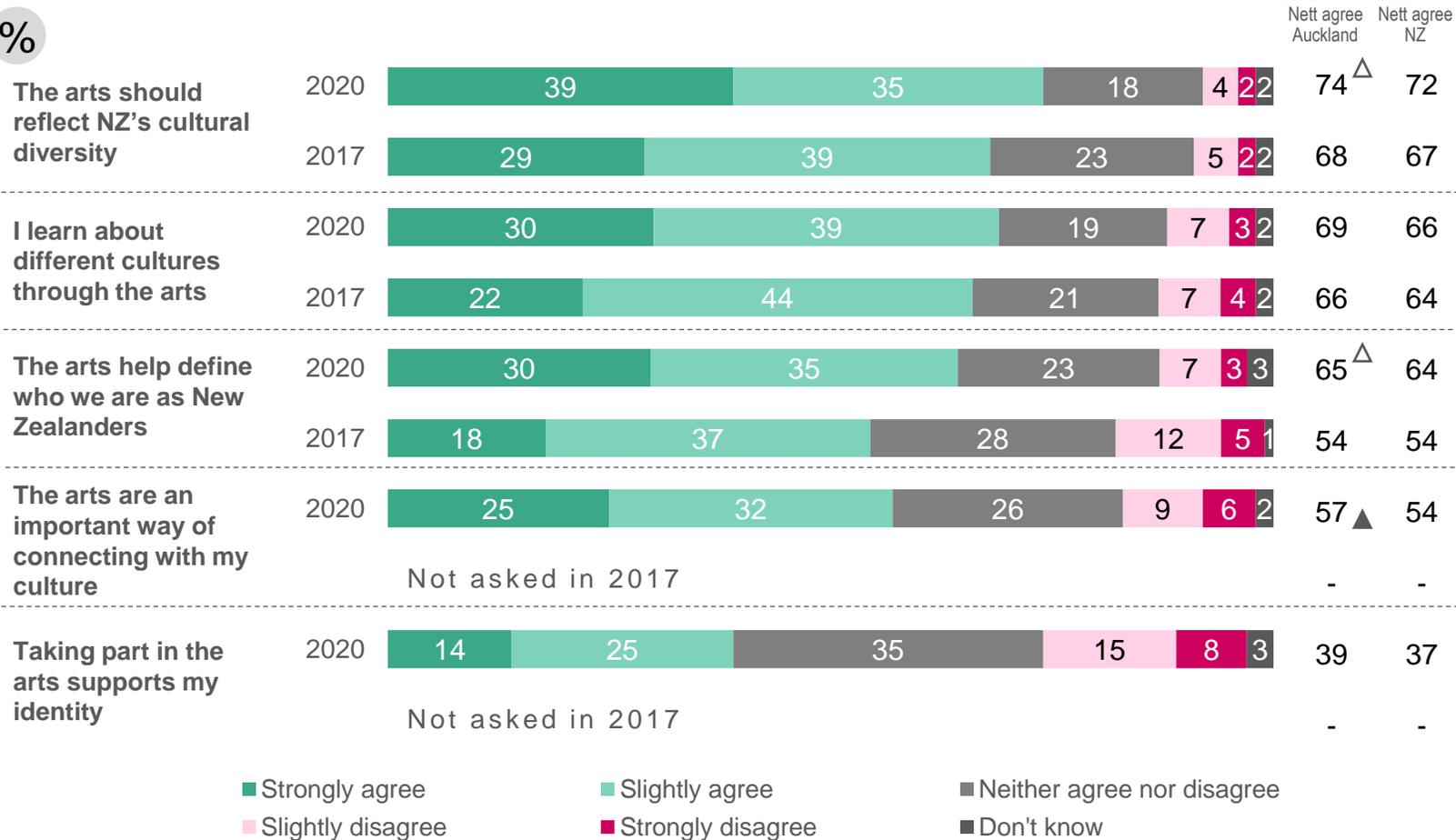
- People with the lived experience of disability (34%)
- Māngere-Ōtāhuhu and Waitemata residents (31% respectively)
- Pacific peoples (30%)
- Asian New Zealanders (25%)
- Low income households, earning up to \$50,000 per annum (25%)
- People aged under 40 (23%)
- Men (23%).

Attitudes towards the arts: Culture and identity

Q

How much do you agree or disagree?

%



COMMENTARY

The arts contribute to our sense of self, nationhood, and understanding of others.

Three quarters (74%) agree the arts should reflect New Zealand's cultural diversity, a significant increase on 2017 (68%). Sixty-nine percent say they learn about other cultures and 65% say they help define who we are as New Zealanders (also a significant increase on 2017).

Auckland residents are more likely than all New Zealanders to recognise the ways in which the arts help us to connect with our culture (57% of Auckland residents agree with this compared to 54% of New Zealanders). Further, 39% agree that taking part in the arts supports their identity.

Sub-group differences in Auckland:

People aged 15 to 17 and Māori, Pacific peoples and Asian New Zealanders are more likely than average to agree that the arts are an important way of connecting with their culture and that taking part in the arts supports their identity.

Women are more likely than average to agree that:

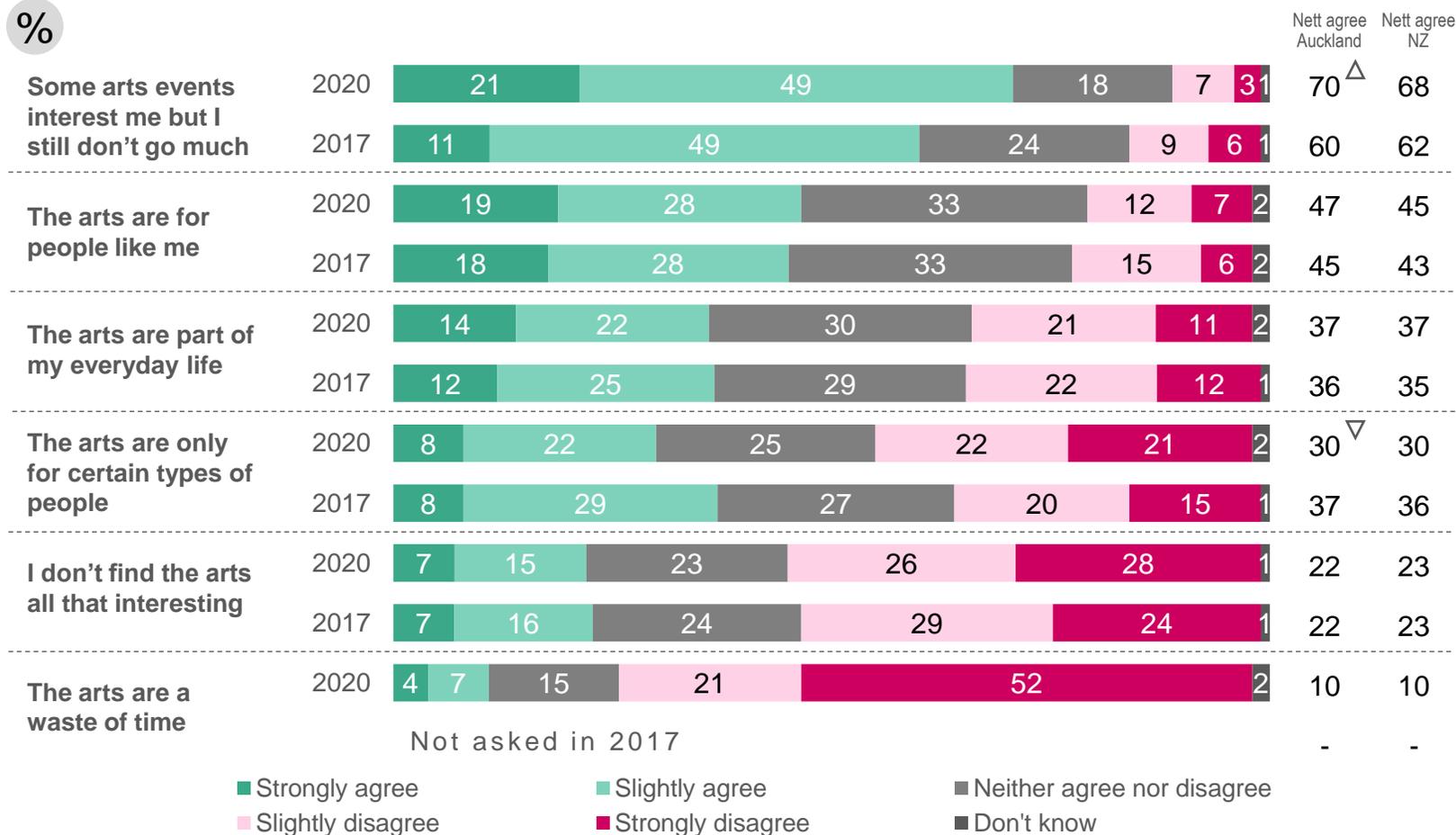
- The arts should reflect New Zealand's cultural diversity
- I learn about different cultures through the arts
- The arts help define who we are as New Zealanders.

Attitudes towards the arts: Individual's relationship with the arts

Q

How much do you agree or disagree?

%



COMMENTARY

Just under half (47%) of Auckland residents feel the arts are for people like them. Additionally, 37% say the arts are part of their everyday life.

Only a minority say the arts aren't that interesting (22%) or are a waste of time (10%). Most residents disagree with these propositions.

Thirty percent think the arts are only for certain types of people. The proportion who agree with this statement has declined between 2017 and 2020 (from 37% to 30%). This suggests that people feel the arts are becoming more inclusive.

That said, there remains an opportunity to improve attendance at arts events. Seven in ten Auckland residents are interested in some arts events but still don't attend often. This is higher than in 2017, potentially reflecting a lack of opportunity due to COVID-19.

Sub-group differences in Auckland:

The following subgroups are more likely than average (37%) to agree with the statement 'the arts are part of my everyday life':

- Young people aged 15 to 17 (49%)
- People with the lived experience of disability (44%)
- Māori (43%)
- Women (40%).

Men and Asian New Zealanders tend to be more likely to hold negative attitudes about the arts.

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Auckland residents 2017 (n=1889); 2020 (n=1910) | New Zealand 2017 (n=6101); 2020 (n=6263)

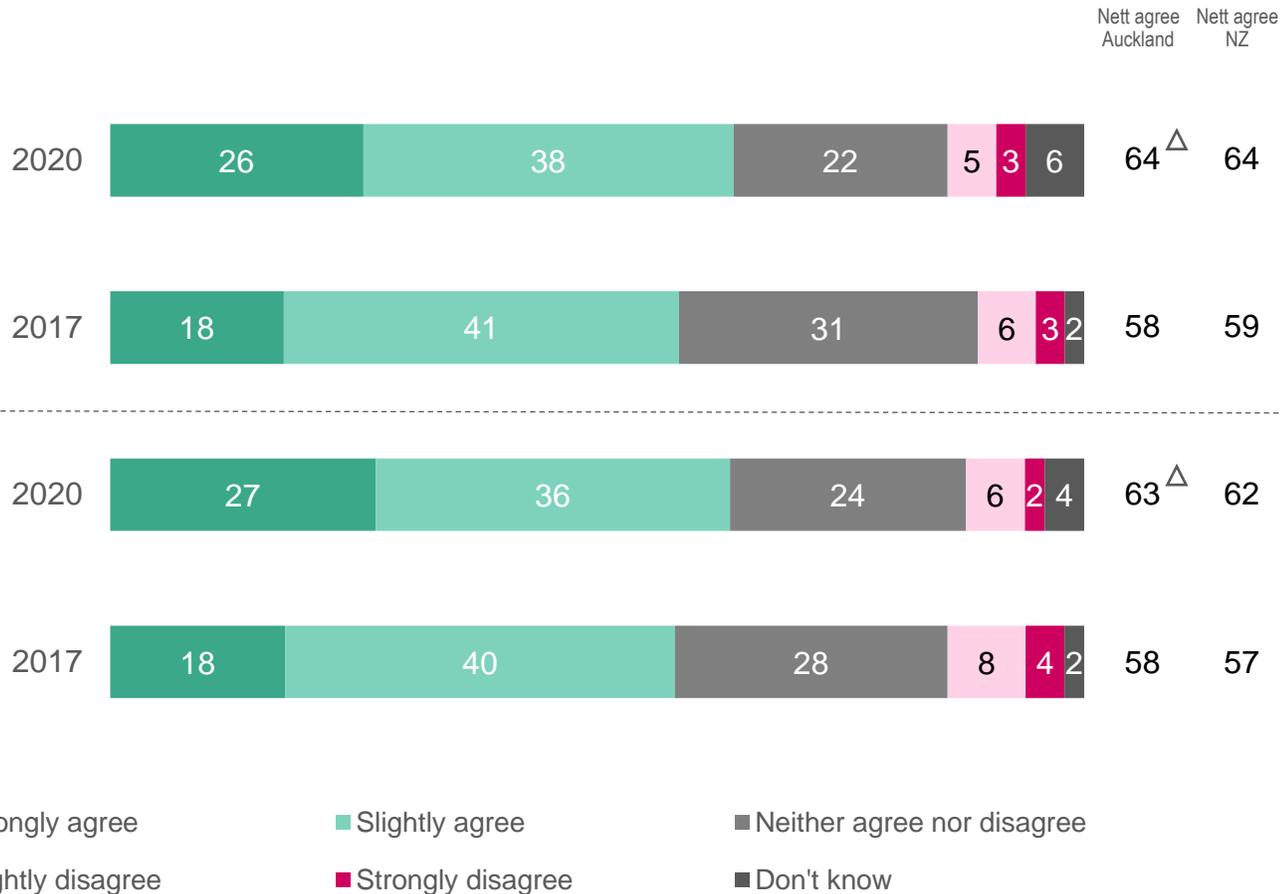
△▽ = significantly higher / lower than 2017
 ▲▼ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: How the arts benefit New Zealand

Q

How much do you agree or disagree?

%



COMMENTARY

Auckland residents recognise the social and economic benefits of the arts to a greater extent than in 2017.

More than six in ten agree the arts contribute positively to our economy (64%) and help improve society (63%). Agreement with both statements remains consistent with the national picture.

Sub-group differences in Auckland:

Women are more likely than average to agree that the arts contribute positively to our economy (68% vs. 64%). While Asian New Zealanders (67%) and those earning more than \$120,000 per year (68%) are more likely than average (63%) to agree that the arts improve society.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Auckland residents 2017 (n=1889); 2020 (n=1910) | New Zealand 2017 (n=6101); 2020 (n=6263)

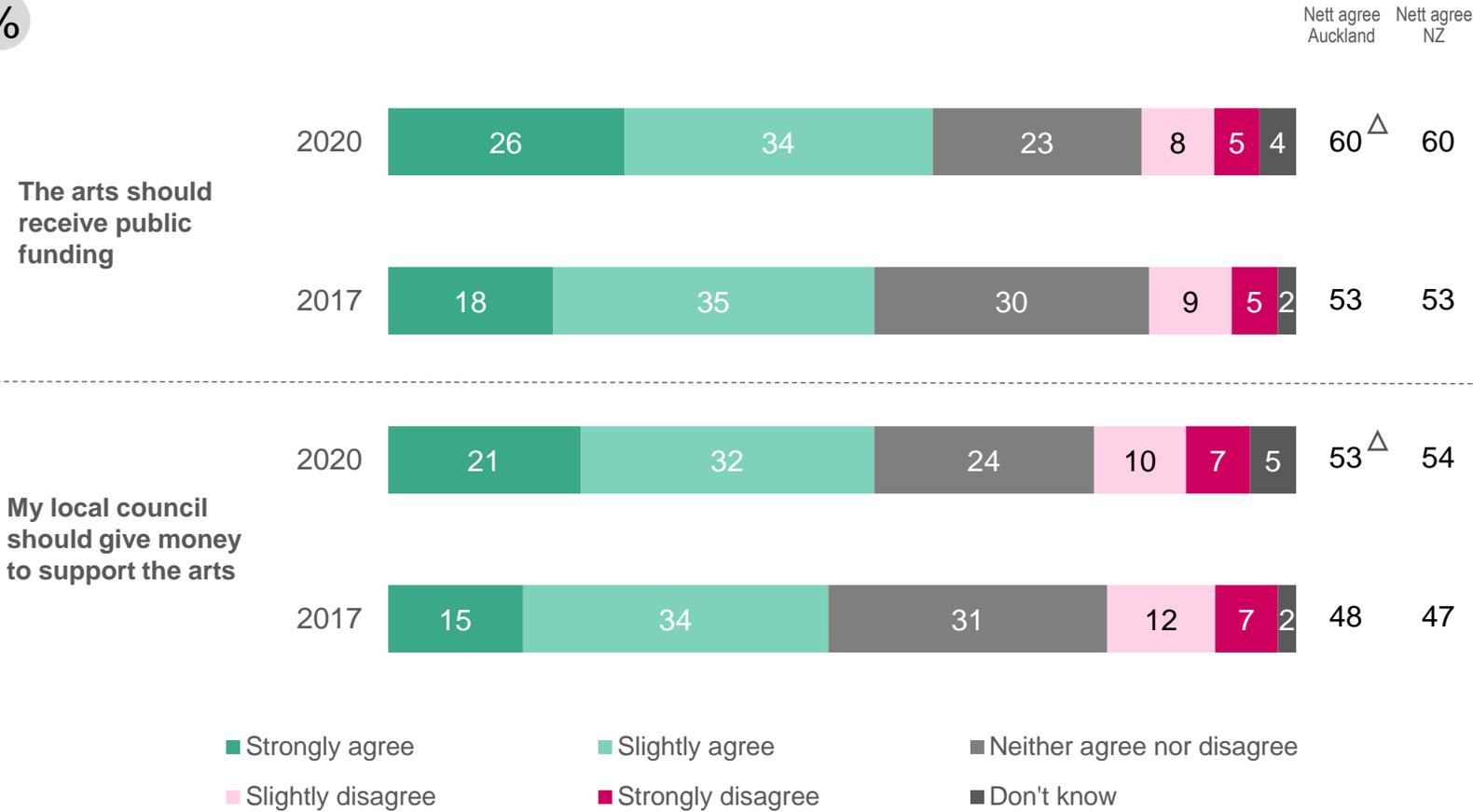
△▽ = significantly higher / lower than 2017
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Attitudes towards the arts: Funding support for the arts

Q

How much do you agree or disagree?

%



COMMENTARY

Support for public funding of arts has increased markedly since 2017, up from 53% to 60%. This reflects the earlier finding that Auckland residents are more likely to recognise the benefits of the arts to the economy and wider New Zealand society.

There is also increased support for Auckland Council to fund the arts, 53% agree with this proposition, compared to 48% in 2017.

Agreement with both statements is in line with the national average.

Sub-group differences in Auckland:

Women are more likely than average to agree the arts should receive public funding (64% vs. 60%).

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Auckland residents 2017 (n=1889); 2020 (n=1910) | New Zealand 2017 (n=6101); 2020 (n=6263)

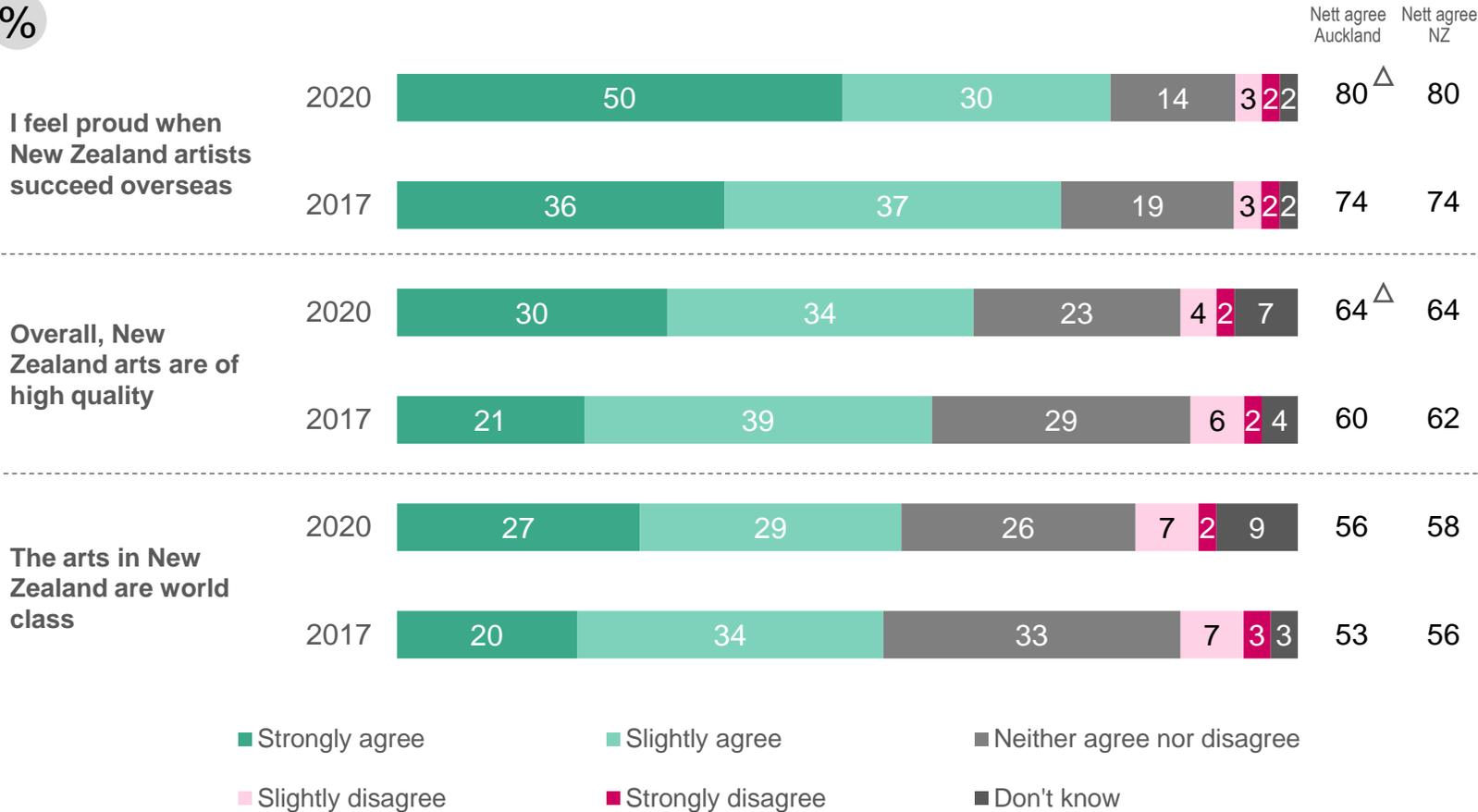
△▽ = significantly higher / lower than 2017
▲▼ = significantly higher / lower than all New Zealanders

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

Q

How much do you agree or disagree?

%



COMMENTARY

Eight in ten Auckland residents feel proud when New Zealand artists succeed overseas, and two thirds think New Zealand arts are of high quality. Agreement with both of these statements is significantly higher than in 2017.

Sub-group differences in Auckland:

Women and Māori are more likely than average to agree with all three statements.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Auckland residents 2017 (n=1889); 2020 (n=1910) | New Zealand 2017 (n=6101); 2020 (n=6263)

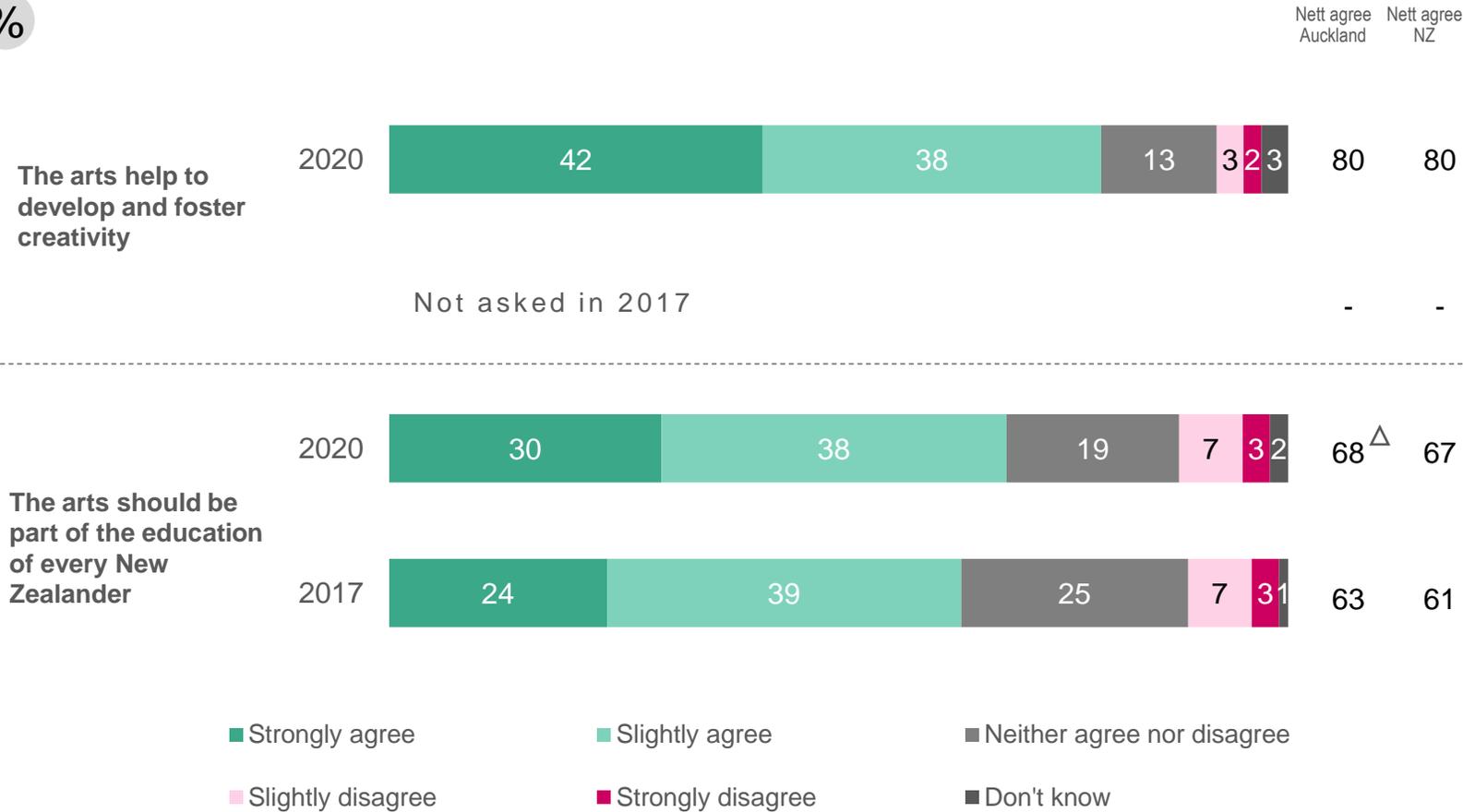
△▽ = significantly higher / lower than 2017
▲▼ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Education and development

Q

How much do you agree or disagree?

%



COMMENTARY

Most Auckland residents recognise the value of the arts in fostering creativity, and this translates into broad support for the arts being part of the education of all New Zealanders.

Support for the role of the arts in education has increased (from 63% to 68%). However, continues to be in line with the national average.

Sub-group differences in Auckland:

Women are more likely than average to agree with both statements. In addition, those earning in excess of \$120,000 per annum are more likely than average to say the arts help to foster creativity (84% vs. 80%).

Note: Nett agree is the sum of strongly agree and slightly agree
 Base: All Auckland residents 2017 (n=1889); 2020 (n=1910) | New Zealand 2017 (n=6101); 2020 (n=6263)

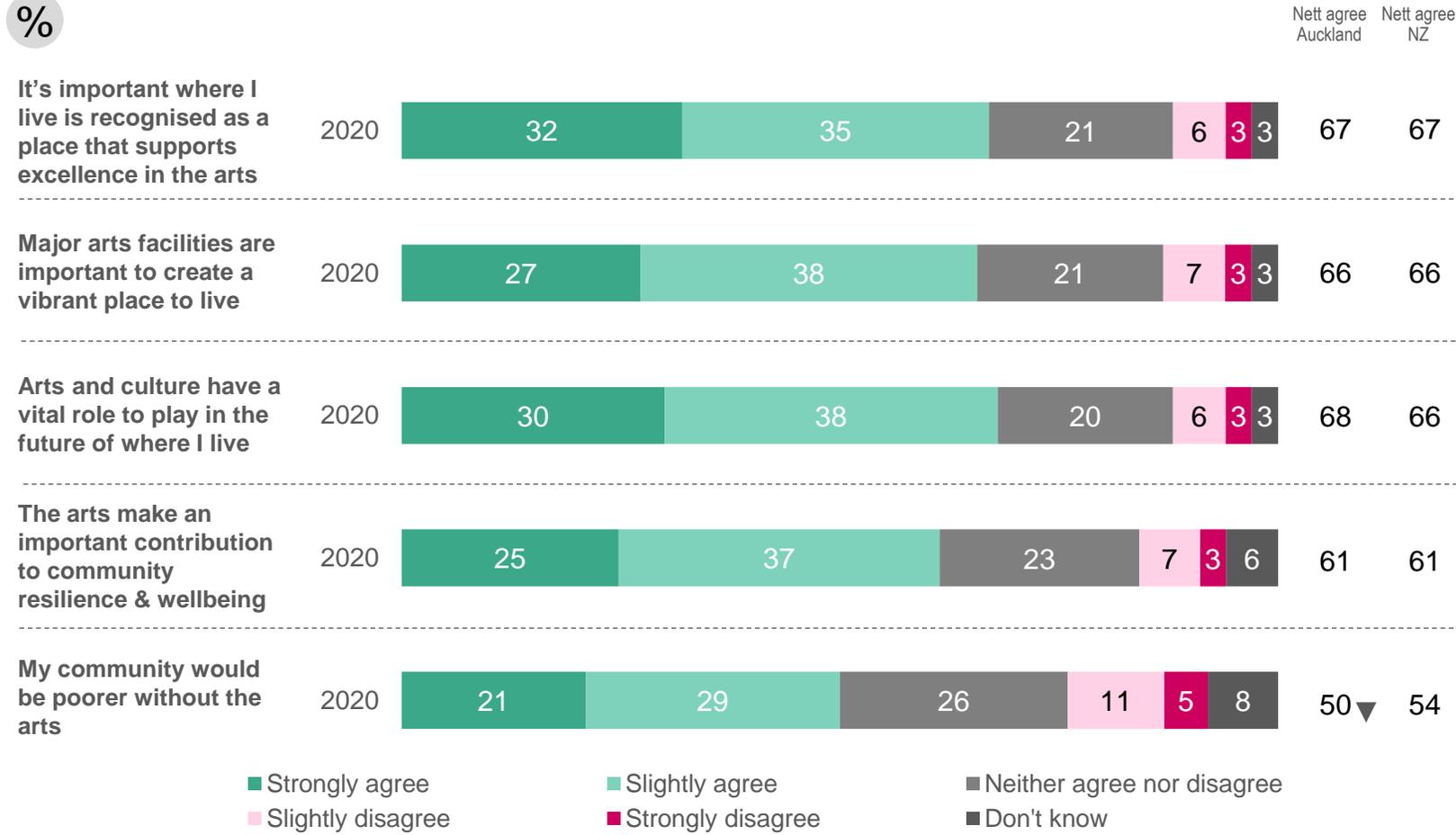
△▽ = significantly higher / lower than 2017
 ▲▼ = significantly higher / lower than all New Zealanders

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

Q

How much do you agree or disagree?

%



COMMENTARY

A series of new attitudes were added in 2020 about the role of the arts in creating communities.

Auckland residents are in line with the national average for all statements, the exception being 'my community would be poorer without the arts', where agreement is lower than average.

Sub-group differences in Auckland:

Women are more likely than average to agree with all statements, with the exception of 'my community would be poorer without the arts'.

Māori (68%) and Asian New Zealanders (65%) are more likely than average (61%) to say that the arts makes an important contribution to community resilience and wellbeing.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Auckland residents 2020 (n=1910); New Zealand 2020 (n=6263)

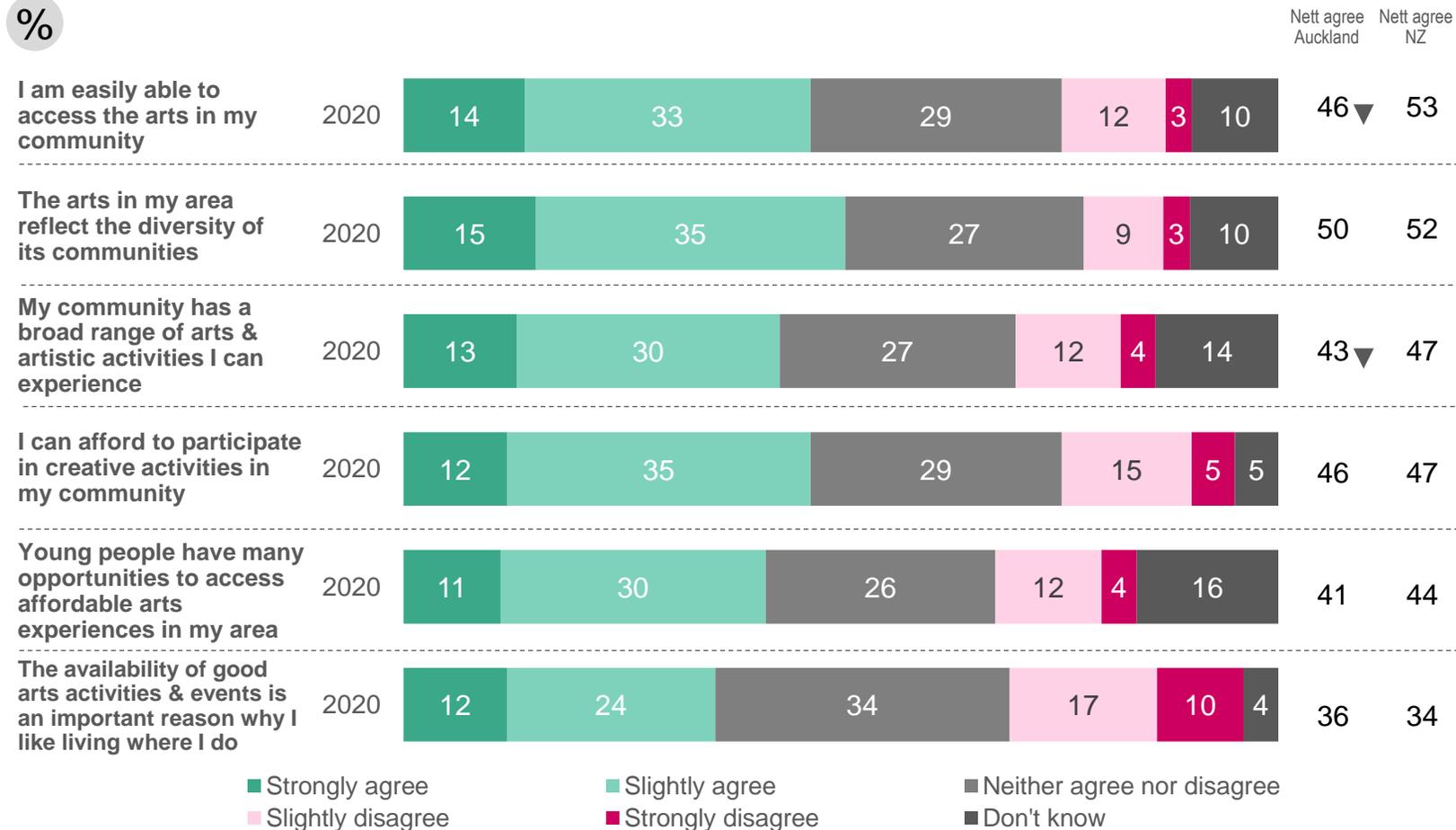
▲▼ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Accessibility and inclusiveness

Q

How much do you agree or disagree?

%



COMMENTARY

A series of new attitudes were added in 2020 about the extent to which the arts are accessible and inclusive.

Overall, Auckland residents are positive about the extent to which arts in their community are accessible and inclusive. That said, Aucklanders are less likely than average to agree that the arts are accessible, and that there is a broad range of arts and activities to experience.

Sub-group differences in Auckland:

Women, Māori and Pacific peoples are more likely than average to agree the arts in their area reflects the diversity of the community.

Those aged 60 plus are more likely than average to agree their community has a range of artistic activities they can experience.

Finally, Asian New Zealanders are more likely than average to agree with the following two statements:

- Young people have opportunities to access affordable arts in my area
- The availability of good arts activities and events is an important reason I like living where I do.

Note: Nett agree is the sum of strongly agree and slightly agree
Base: All Auckland residents 2020 (n=1910); New Zealand 2020 (n=6263)

▲▼ = significantly higher / lower than all New Zealanders



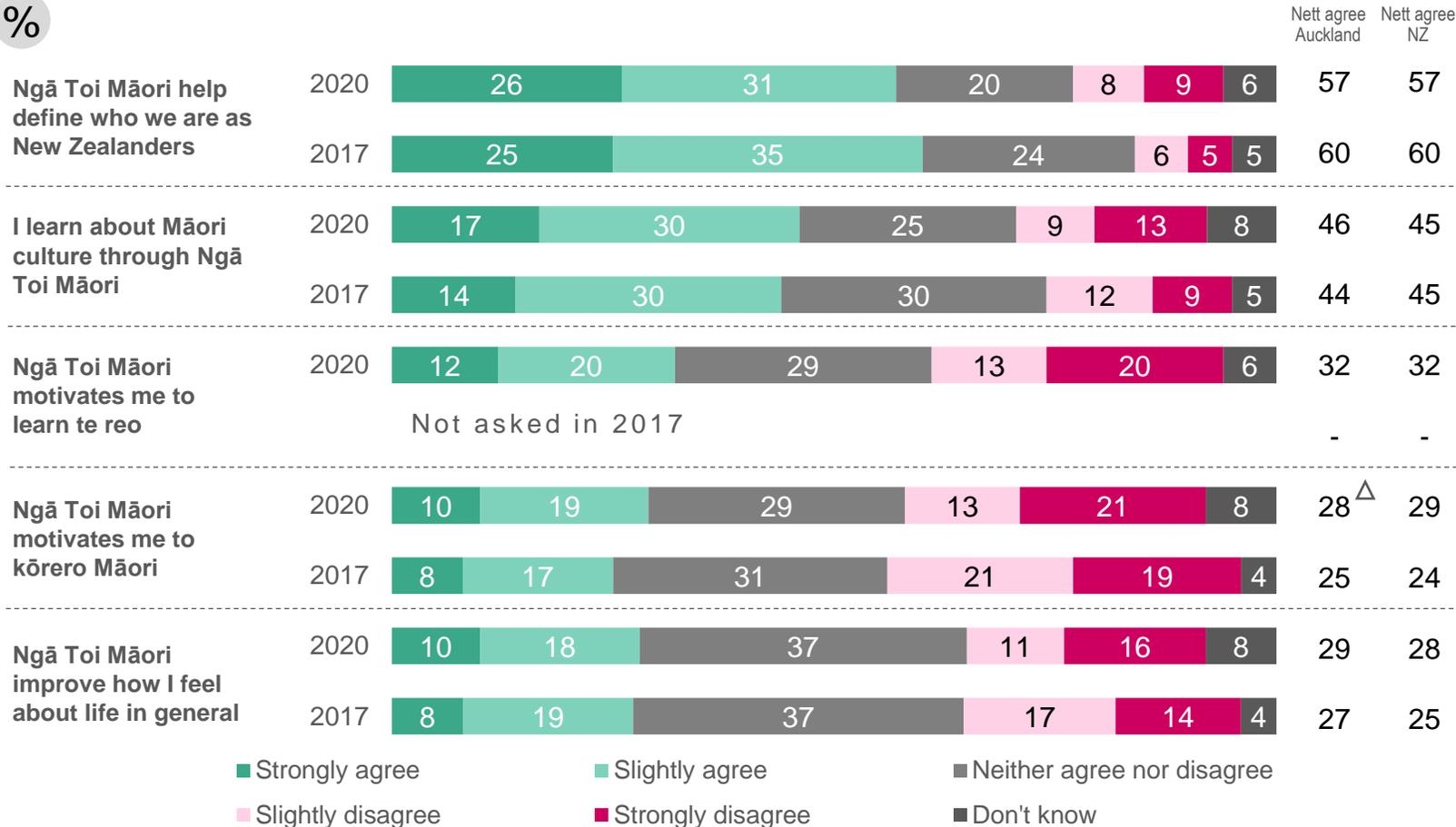
ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

Attitudes towards Ngā Toi Māori (Māori arts)

Q

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

%



COMMENTARY

Auckland residents continue to recognise multiple benefits from Ngā Toi Māori.

Nearly six in ten (57%) agree Ngā Toi Māori helps define who we are as New Zealanders, and 46% agree they learn about Māori culture through Ngā Toi Māori. Additionally, three in ten say it improves how they feel about life.

Ngā Toi Māori also acts as a catalyst for learning or conversing in te reo. The proportion who say it motivates them to kōrero Māori has increased significantly from 25% to 28%.

Auckland residents hold broadly consistent attitudes to all New Zealanders.

Māori residents living in Auckland are more likely than average to agree with all five statements about Ngā Toi Māori.

Sub-group differences in Auckland:

Young people aged under 40 are more likely to agree with most statements, however they are no more likely than average to agree Ngā Toi Māori helps define our national identity.

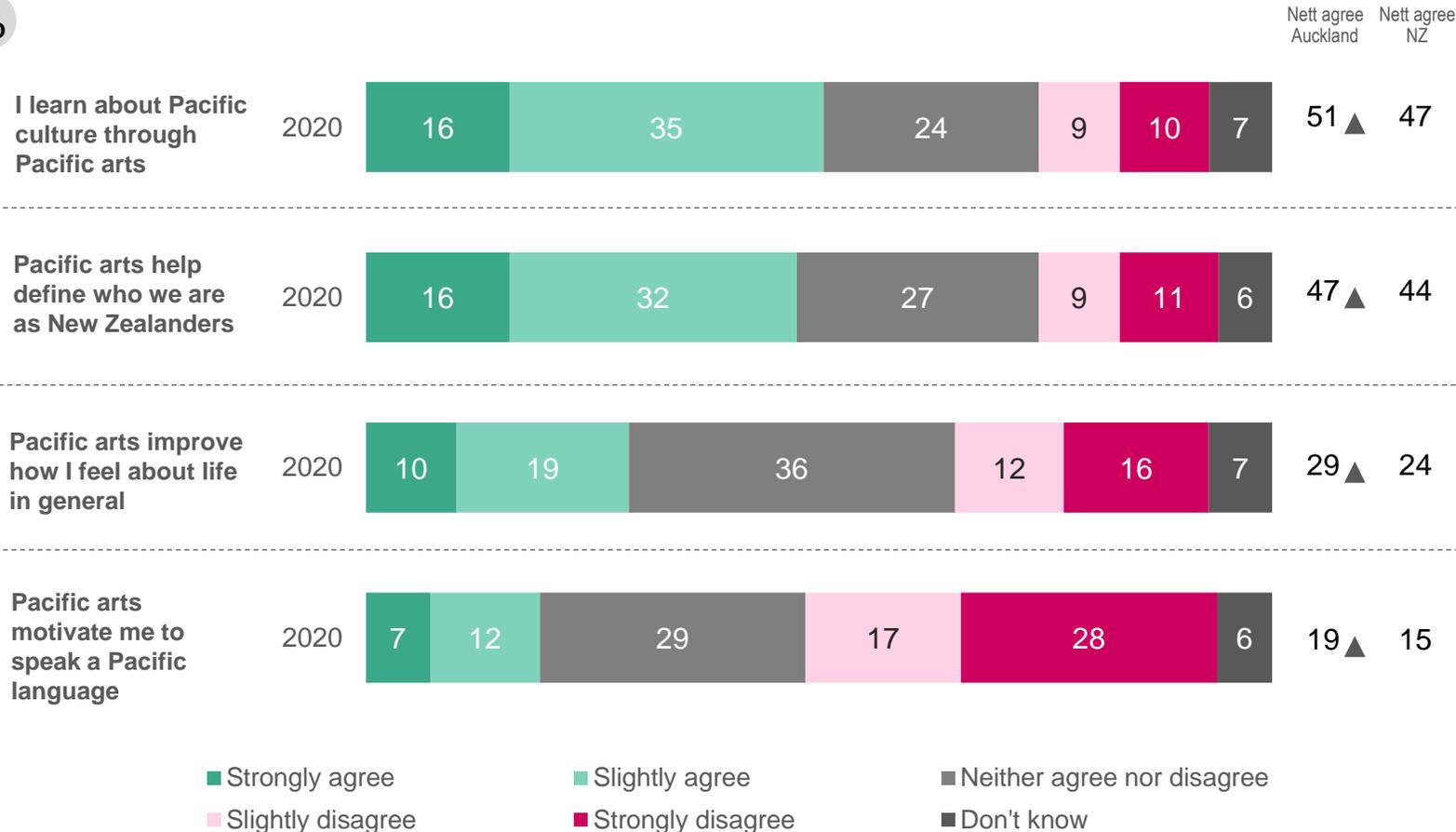
Women are also more likely than average to agree with all statements, with the exception of 'Ngā Toi Māori improves how I feel about life in general'.

Attitudes towards Pacific arts

Q

How much do you agree or disagree with the following about the Pacific arts?

%



COMMENTARY

Auckland residents also recognise multiple benefits from Pacific arts. Around half agree they learn about Pacific culture through Pacific arts and that it helps define who we are as New Zealanders.

More broadly, 29% say Pacific arts improves how they feel about life in general, and 19% say Pacific arts motivates them to speak a Pacific language.

Agreement with all statements is higher than the national average. This reflects that Auckland is made up of a higher proportion of Pacific peoples than the rest of New Zealand.

Pacific peoples living in Auckland are more likely than average to agree with all four statements about the Pacific arts.

Sub-group differences in Auckland:

Women are more likely than average to agree that they learn about Pacific culture through Pacific arts and that the Pacific arts helps define who we are as New Zealanders.

People aged under 40 are more likely to agree with all four statements.



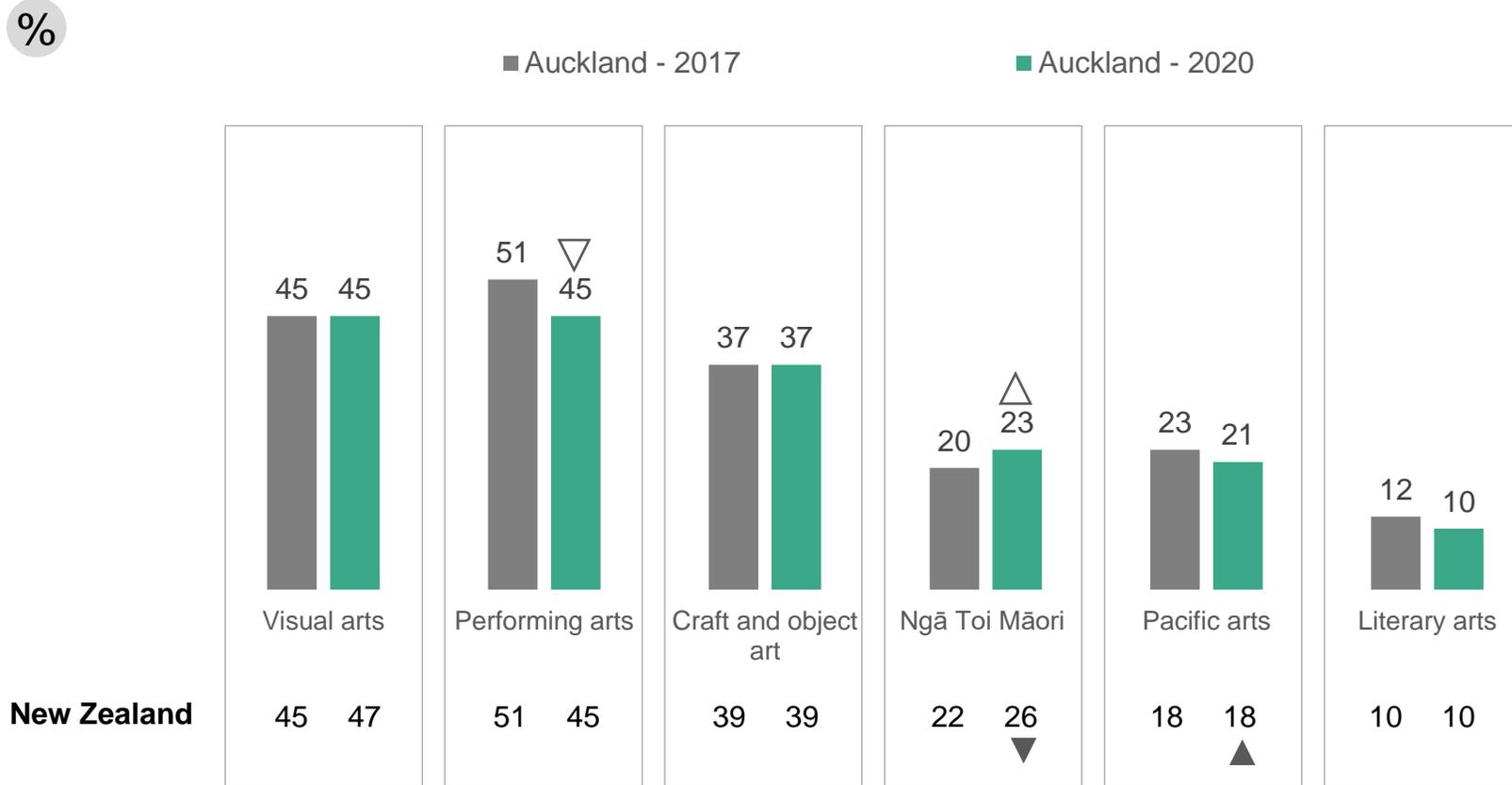
ATTENDANCE BY ARTFORM

Attendance by art form

Q

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

%



COMMENTARY

The chart shows the proportion of Auckland residents who have been actively involved in each art form at least once in the last 12 months.

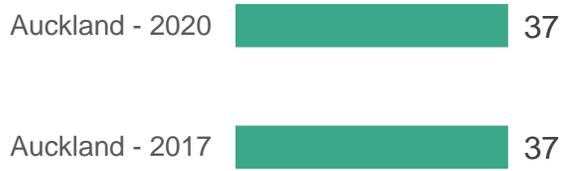
The most popular art forms for attendance are the visual and performing arts (45% respectively). This is despite a significant decline in attendance at the performing arts.

Attendance at Ngā Toi Māori has increased significantly from 20% in 2017 to 23% in 2020. Ngā Toi Māori attendance is lower than the national average, while Pacific arts attendance is higher.

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

%

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



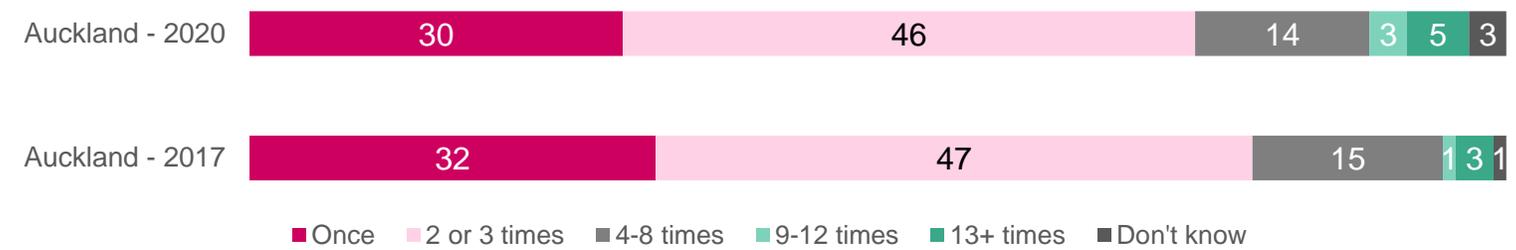
Base: All Auckland residents 2017 (n=1889); 2020 (n=1910)

Q Did you do this...



Base: All Auckland residents who have attended craft and object arts 2020 (n=703)

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



Base: All Auckland residents who have attended the craft and object arts 2017 (n=734); 2020 (n=703)

COMMENTARY

Consistent with 2017, 37% of Auckland residents have attended the craft and object arts in the last 12 months.

The frequency with which attendees are going to craft and object arts is also broadly consistent with 2017.

For the first time, the survey asked respondents whether they attended in person or online for each art form. Of course, participants might have done both, so the percentages add to more than 100%.

Of the 37% of residents who had attended the visual arts 80% had done so in person, and 39% online.

Sub-group differences in Auckland:

Women are more likely than average to have attended craft and object arts (40% vs. 37%).

People with the lived experience of disability (54%) and Pacific peoples (51%) are more likely than average (39%) to have accessed craft and object arts online.

%

Q

Have you gone to any spoken word, poetry or book readings, or literary festivals or events in the last 12 months?

Auckland - 2020  10

Auckland - 2017  12

Base: All Auckland residents 2017 (n=1889); 2020 (n=1910)

Q

Did you do this...



70% in person



60% online

Base: All Auckland residents who have attended the literary arts 2020 (n=209)

Q

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

Auckland - 2020 

Auckland - 2017 

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

Base: All Auckland residents who have attended the literary arts 2017 (n=224); 2020 (n=209)

COMMENTARY

One in ten Auckland residents have attended literary arts in the last 12 months. This is in line with 2017.

Those who are attending go fairly infrequently with only 10% doing so more than eight times per year.

People who attend literary arts typically do so in person, but around 60% attend online.

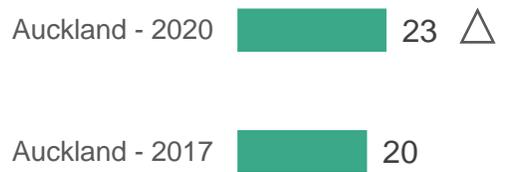
Sub-group differences in Auckland:

The following groups of Auckland residents are more likely than average (10%) to attend literary arts:

- Young people aged 15 to 17 (33%)
- Māngere-Ōtāhuhu residents (21%)
- People with the lived experience of disability (19%)
- Pacific peoples (15%)
- Asian New Zealanders (14%).

%

Q Have you seen any artworks by Māori artists or gone to any Māori arts or cultural performances, Toi Ahurei, festivals or exhibitions in the last 12 months?



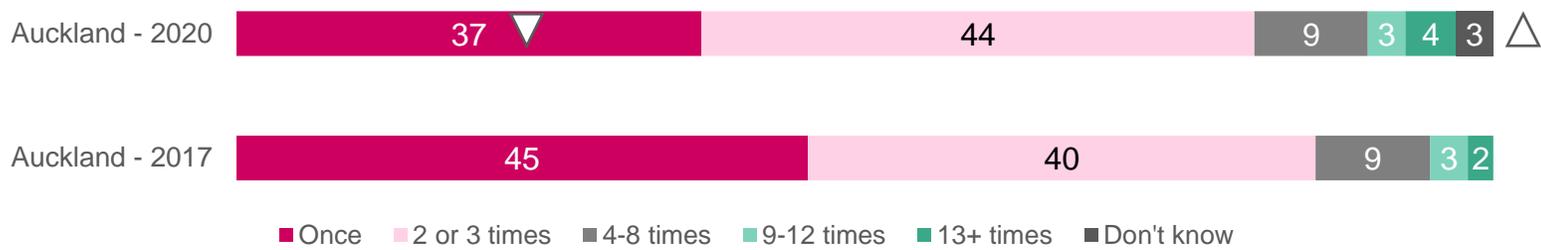
Base: All Auckland residents 2017 (n=1889); 2020 (n=1910)

Q Did you do this...



Base: All Auckland residents who have attended Ngā Toi Māori 2020 (n=460)

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



Base: All Auckland residents who have attended Ngā Toi Māori 2017 (n=363); 2020 (n=460)

COMMENTARY

The proportion of Auckland residents who have attended Ngā Toi Māori in the last 12 months has increased significantly from 20% in 2017 to 23% in 2020. In addition, those who are attending are doing so more frequently than before. Around two in three are going more than once, compared to just over half in 2017.

Those who are attending Ngā Toi Māori are typically doing so in person, but around 43% attend online.

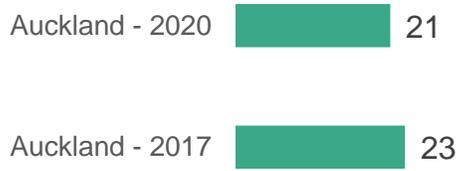
Sub-group differences in Auckland:

Māori (41%) and young people aged 15 to 17 (35%) are more likely to attend than average (23%) to attend Ngā Toi Māori.

Māori and Pacific people are more likely than average to attend Ngā Toi Māori online, while New Zealand Europeans are more likely than average to attend in person.

%

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



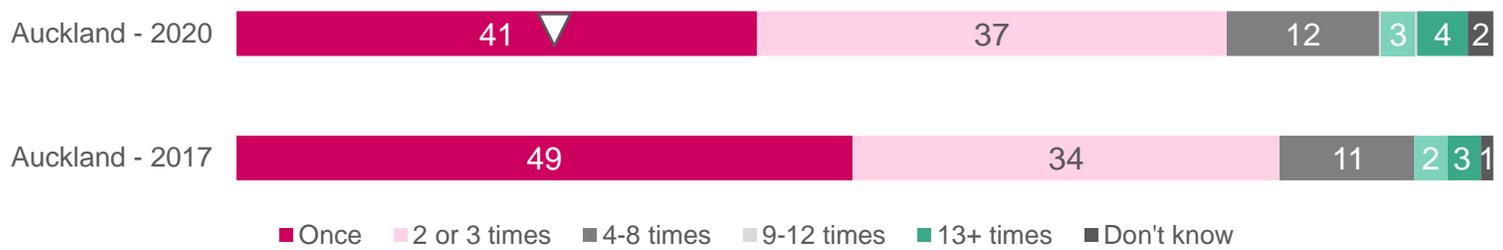
Base: All Auckland residents 2017 (n=1889); 2020 (n=1910)

Q Did you do this...



Base: All Auckland residents who have attended the Pacific arts 2020 (n=408)

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



Base: All Auckland residents who have attended the Pacific arts 2017 (n=391); 2020 (n=408)

COMMENTARY

One fifth of Auckland residents have attended Pacific arts in the last 12 months. This is in line with 2017 (23%).

Fifty-nine percent of those who attending are doing so more than once. This is a significant increase on 2017 (51%).

Those people who are attending Pacific arts are typically doing so in person, but nearly half are also attending online.

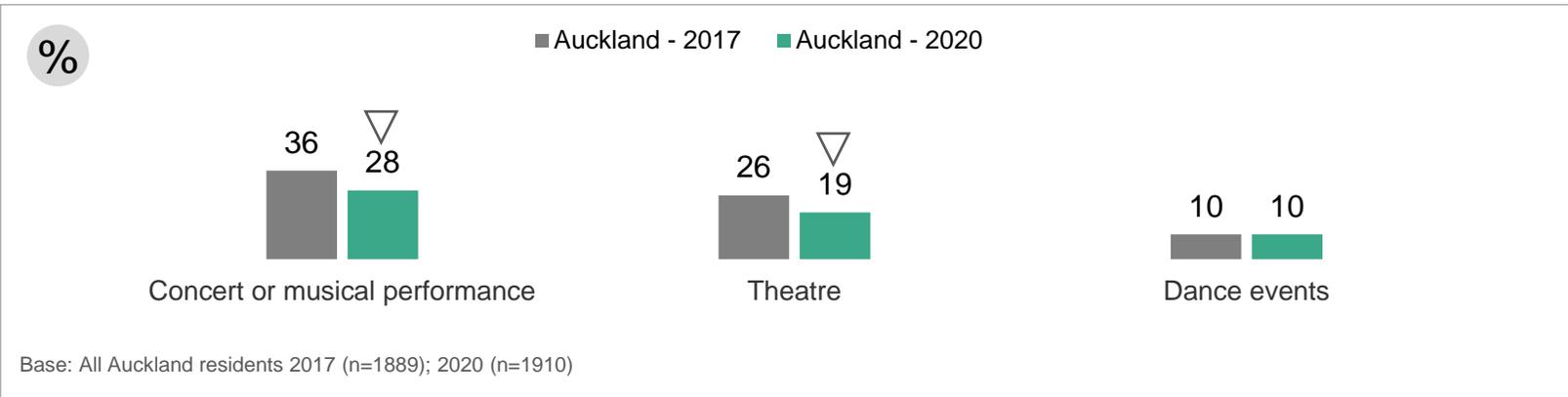
Sub-group differences in Auckland:

Nearly half (45%) of Pacific peoples have attended Pacific arts. This is significantly higher than the national average.

Aside from Pacific peoples, those more likely than average (22%) to attend Pacific arts include:

- Ōtara-Papatoetoe residents (85%)
- Young people aged 15 to 17 (31%)
- People with the lived experience of disability (27%)
- Māori (26%).

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



COMMENTARY

Overall, 45% of Auckland residents have attended the performing arts in the last 12 months. The chart shows how this breaks down across the different performing arts activities.

Concerts or musical performances remain the most popular type of performing arts. Three in ten Auckland residents have attended a concert or musical performance in the last 12 months. This is followed by theatre (19%) and dance (10%). Attendance of both concerts / musical performance and theatre have declined significantly since 2017. COVID-19 is likely to have played a role in this.

Those people who are attending the performing arts are typically doing so in person, but over one in three attend each type of activity online.

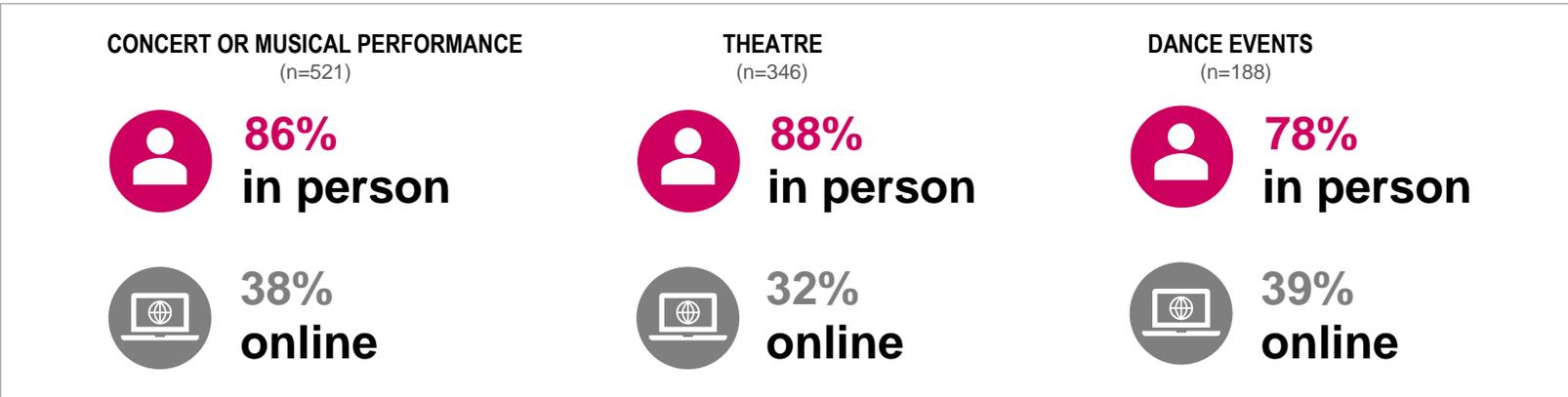
Sub-group differences in Auckland:

The following groups are more likely than average to have attended concert or musical performances:

- Young people aged 15 to 17 (40%)
- High income households, earning more than \$120,000 per annum (34%)
- Women (31%).

Hibiscus and Bay (28%) and Waitematā (28%) residents, and New Zealand Europeans (22%) are more likely than average (19%) to attend the theatre.

Q Did you do this...



Performing arts attendance

Q

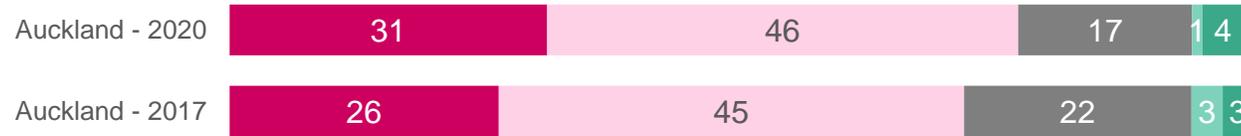
On average, how often have you attended [concerts or other musical performances / theatre / dance events] in the last 12 months?

%

Concert or musical performance



Theatre



Dance event



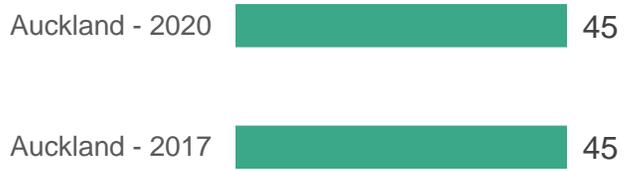
■ Once ■ 2 or 3 times ■ 4-8 times ■ 9-12 times ■ 13+ times ■ Don't know

COMMENTARY

Most people who attend the performing arts in Auckland do so infrequently. The frequency with which people are attending the different types of performing arts events has remained largely unchanged since 2017.

%

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



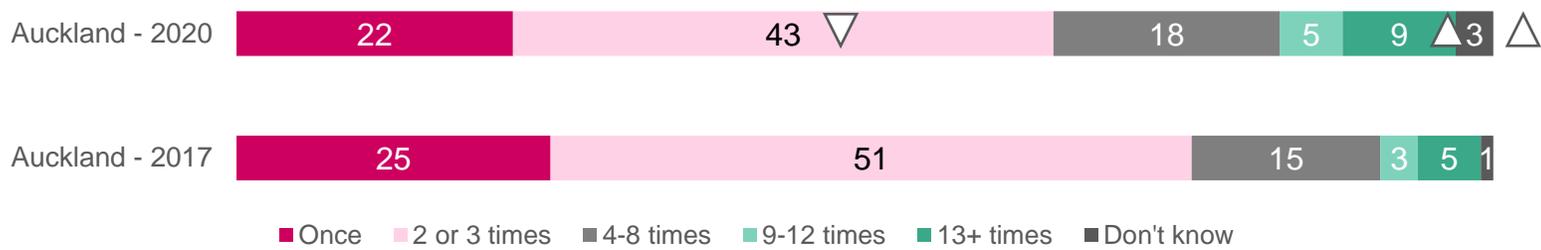
Base: All Auckland residents 2017 (n=1889); 2020 (n=1910)

Q Did you do this...



Base: All Auckland residents who have attended the visual arts 2020 (n=864)

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



Base: All Auckland residents who have attended the visual arts 2017 (n=857); 2020 (n=864)

COMMENTARY

Forty-five percent of Auckland residents have attended the visual arts in the last 12 months. This is consistent with 2017. However, the frequency with which attendees are going to the visual arts has increased.

The majority of residents attend the visual arts in person, however, nearly half access it online.

Sub-group differences in Auckland:

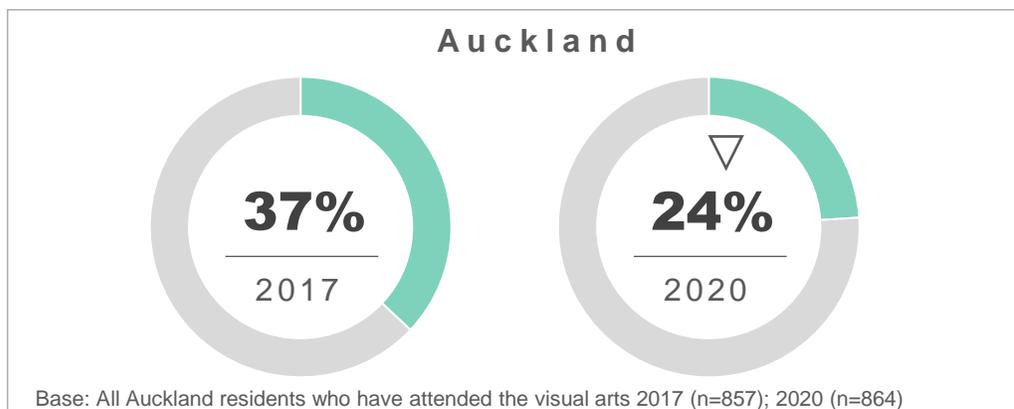
Ōrakei residents are more likely than average to attend the visual arts (56% vs. 45%).

People with the lived experience of disability (60%) and Māori (58%) are more likely than average (48%) to attend the visual arts online.

Visual arts attendance: impact of film festivals

Q

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



COMMENTARY

A quarter of Auckland residents who have attended the visual arts, have attended a film festival in the last 12 months. This is a significant drop from 2017, despite some film festivals moving to an online format because of COVID-19.

Attendance is slightly higher than the national average (20%), however the difference is not significant.

Eighty percent of those who have attended film festivals in the last 12 months have also attended other visual art forms. This is consistent with 2017 and with all New Zealanders.

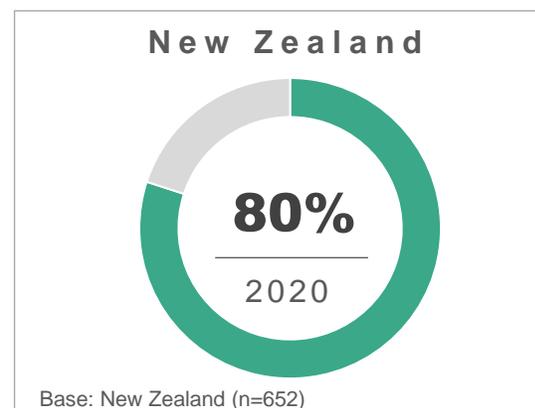
Sub-group differences in Auckland:

The following groups are more likely than average (24%) to have attended film festivals:

- People with the lived experience of disability (44%)
- Young people aged 15 to 17 (43%)
- Pacific peoples (34%)
- Asian New Zealanders (31%).

Q

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

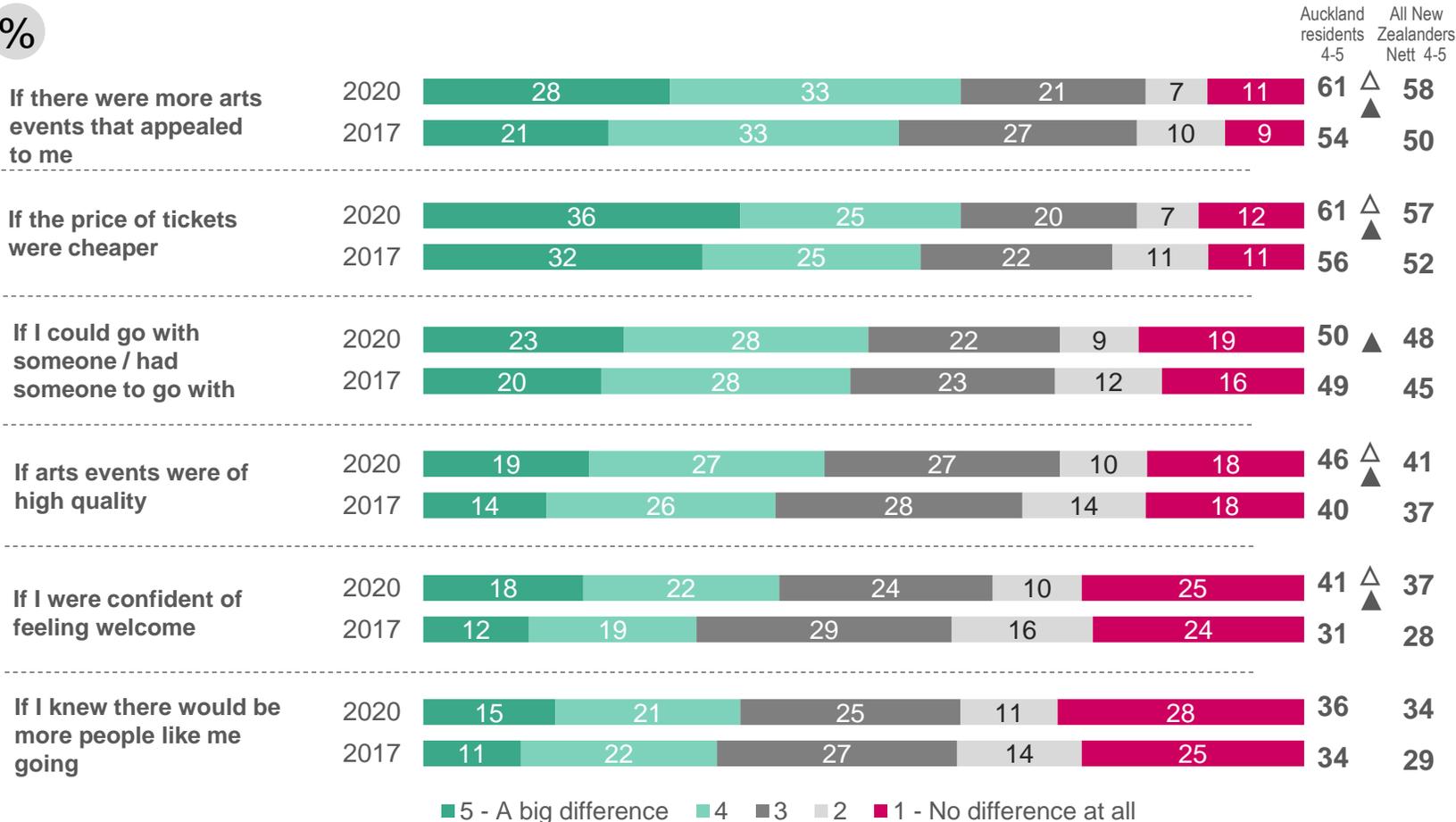


Encouraging greater attendance in the arts

Q

What difference would the following make in encouraging you to go to the arts more often?

%



COMMENTARY

Seven in ten Auckland residents agree that some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Choice and ticket prices remain the top two factors that influence attendance. Sixty-one percent say each factor could make a difference in encouraging them to go more often. This represents a significant increase in agreement with both statements since 2017.

There is also an opportunity to further increase attendance by tackling the social norm that you need to attend arts events with other people, as well as perceptions of quality. Indeed, more Auckland residents now say better quality arts events would motivate them to go more often.

Finally, greater inclusivity needs to be promoted to encourage attendance. Forty-one percent of Aucklanders say being confident of feeling welcome would increase their attendance (up from 31% in 2017), while 36% say it would help if they knew other people like them were going.

Sub-group differences in Auckland:

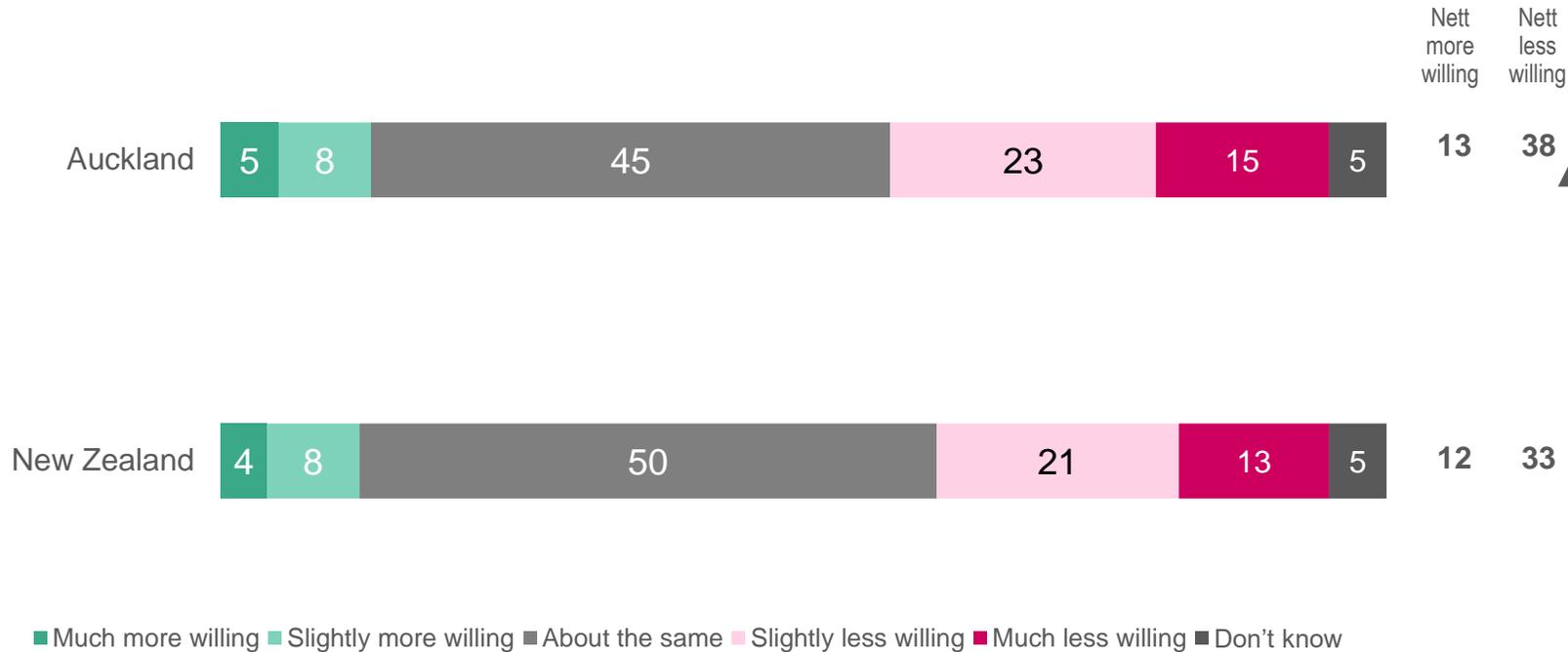
People aged under 40, Asian New Zealanders, and high income households earning more than \$120,000 per annum tend to be more likely than average to agree with these statements.

COVID-19: Impact on willingness to attend arts in person

Q

How has COVID-19 impacted your willingness to attend arts and cultural activities in person?

%



COMMENTARY

Four in ten Auckland residents (38%) are less willing to attend arts events in person because of COVID-19. This suggests there is still anxiety around catching the virus while out and about, particularly in large crowds.

Anxiety appears to be heightened among Auckland residents – compared to the national average they are less willing. This could be because Auckland residents faced an additional lockdown just prior to the fieldwork period (the second Auckland lockdown was from 12 August to 7 October, and the fieldwork for this research started on 2 October).

Sub-group differences in Auckland:

There are no subgroup differences of note.



PARTICIPATION BY ARTFORM

Participation by art form

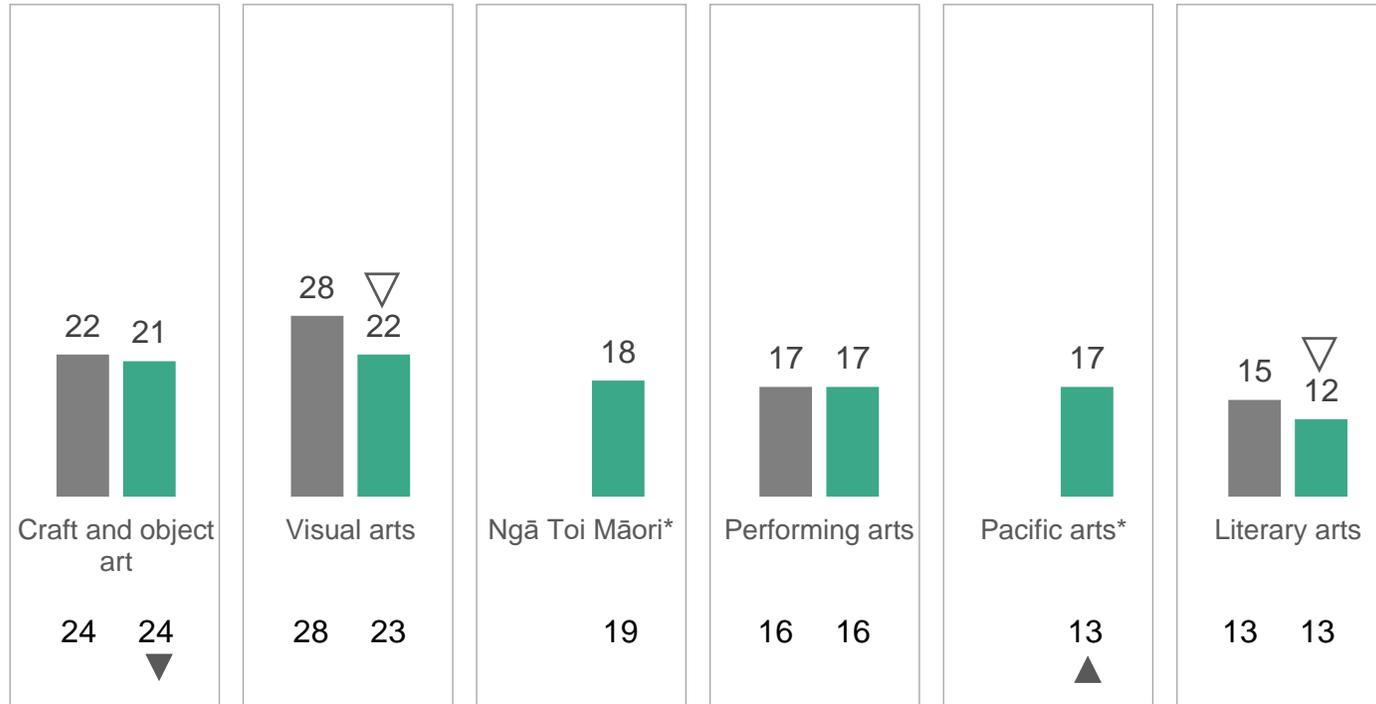
Q

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

%

■ Auckland - 2017

■ Auckland - 2020



COMMENTARY

The chart shows the proportion of Auckland residents who have participated in each art form at least once in the last 12 months.

Visual arts participation has declined significantly in 2020, however it remains the most popular art form to participate in, alongside craft and object arts. Participation in literary arts has also decline since 2017.

Note, the survey question wording changed for Māori and Pacific arts in 2020, and so there is no trend data presented for these two art forms.

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

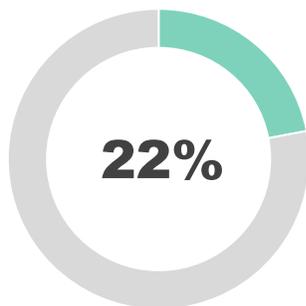
*NOTE: The way participation was asked for Ngā Toi Māori and Pacific arts in 2020 differs from how it was asked in previous years, meaning that the data is not comparable. Therefore data points for previous years have been suppressed.

Q

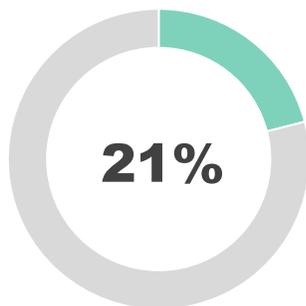
Thinking again about craft and object art, have you created anything in the last 12 months?

%

Auckland 2017



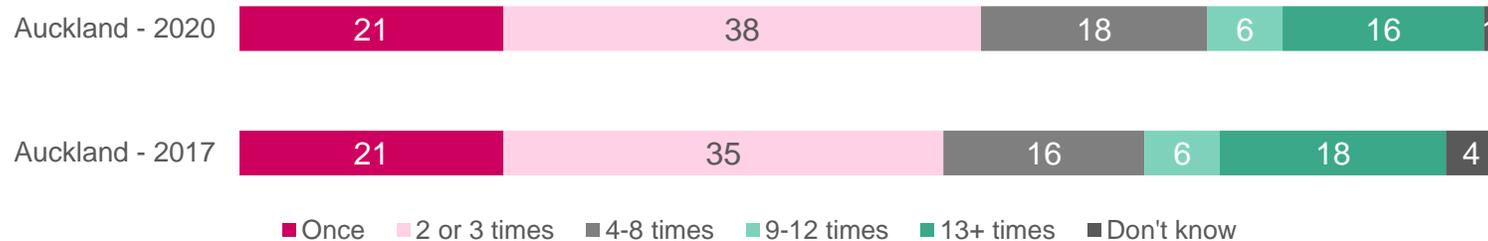
Auckland 2020



Base: All Auckland residents 2017 (n=1889); 2020 (n=1910)

Q

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



Base: All Auckland residents who have participated in craft and object arts 2017 (n=427); 2020 (n=395)

COMMENTARY

Twenty-one percent of Auckland residents have participated in craft and object art in the last 12 months. This is in line with 2017.

The frequency with which people are participating is broadly consistent with 2017. One in five participate on a regular basis (at least nine times in the last 12 months)

Sub-group differences in Auckland:

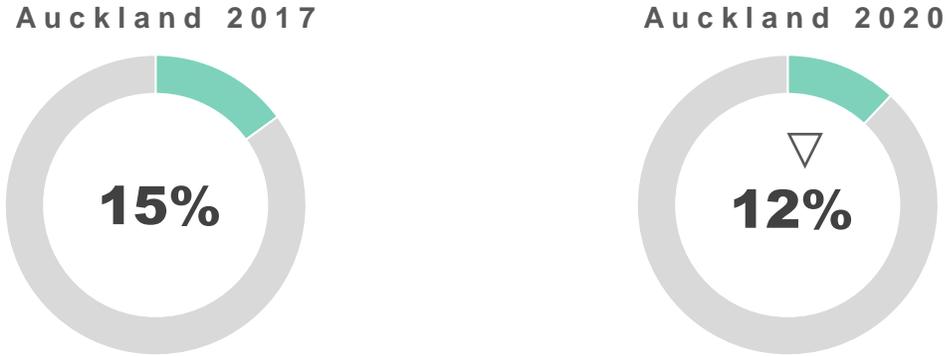
The following groups are more likely than average (21%) to participate in craft and object arts:

- Young people aged 15 to 17 (38%)
- Rodney residents (38%)
- People with the lived experience of disability (30%)
- Women (28%).

Q

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?

%



Base: All Auckland residents 2017 (n=1889); 2020 (n=1910)

COMMENTARY

Twelve percent of Auckland residents have participated in the literary arts in the last 12 months, this represents a decline on 2017.

While overall participation has declined, the frequency with which people are participating has remained unchanged. One in four participate on a regular basis (at least nine times in the last 12 months)

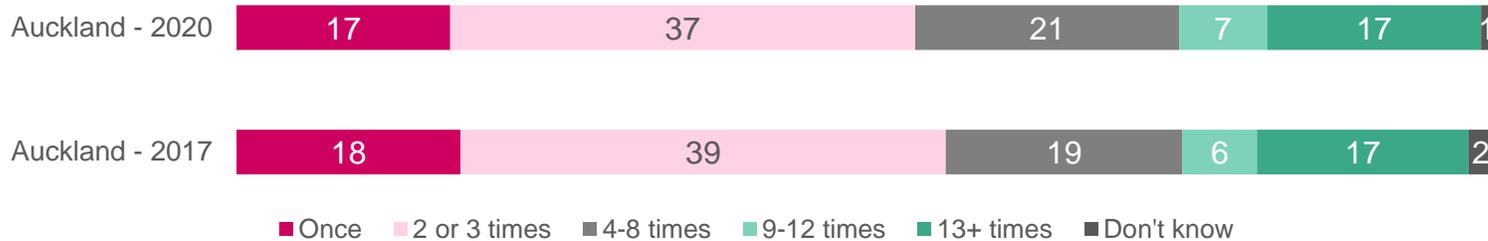
Sub-group differences in Auckland:

The following groups are more likely than average (12%) to participate in the literary arts:

- Young people aged 15 to 17 (29%)
- People with the lived experience of disability (24%)
- Māori (17%)
- Pacific peoples (16%)
- Household income of less than \$50,000 per annum (15%).

Q

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



Base: All Auckland residents who have participated in literary arts 2017 (n=240); 2020 (n=237)

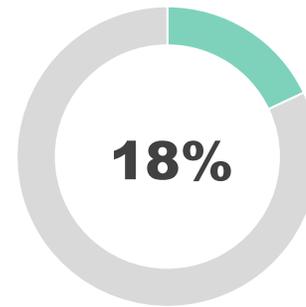
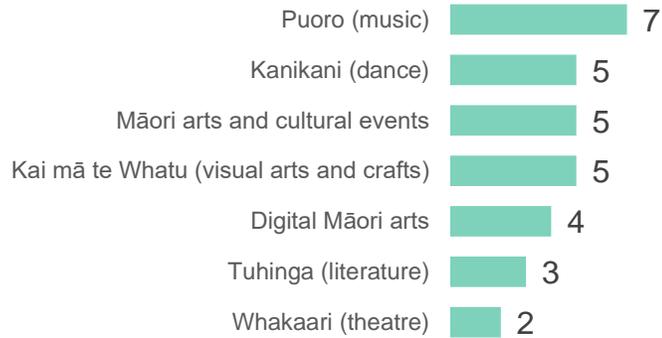
△▽ = significantly higher / lower than 2017

Ngā Toi Māori participation

Q

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

%

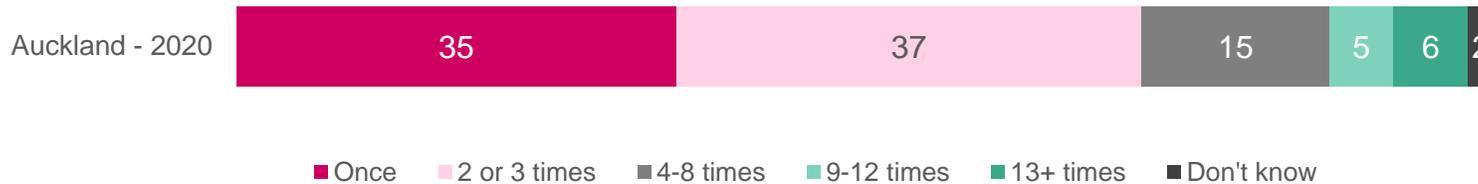


Nett participated

Base: All Auckland residents 2020 (n=1910)

Q

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



Base: All Auckland residents who have participated in Ngā Toi Māori 2020 (n=361)

COMMENTARY

One in five residents have participated in Ngā Toi Māori in the last 12 months. Please note due to changes in the question wording trends are not shown against 2017.

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

Thirty-eight percent of Māori living in the Auckland region have participated in Ngā Toi Māori. Participation is by no means confined to Māori, with 24% of Pacific peoples, 18% of New Zealand Europeans, and 17% of Asian New Zealanders having participated.

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

Sub-group differences in Auckland:

Alongside Māori and Pacific peoples, the following groups are more likely than average (18%) to participate in Ngā Toi Māori:

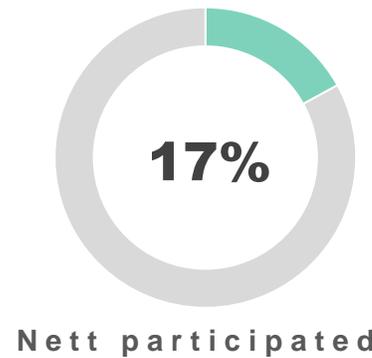
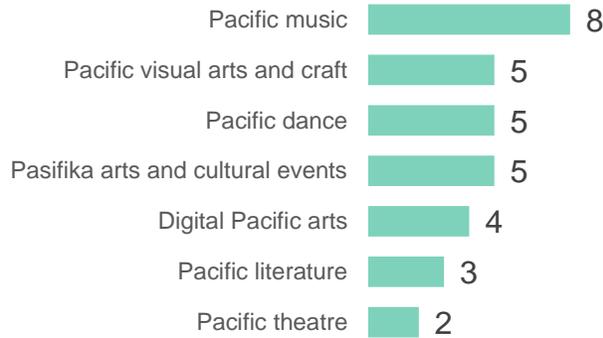
- People with the lived experience of disability (33%)
- Waitemātā and Whau residents (27% respectively)
- People aged under 40 (25%).

Pacific arts participation

Q

In the last 12 months have you taken part in any of the following Pacific arts?

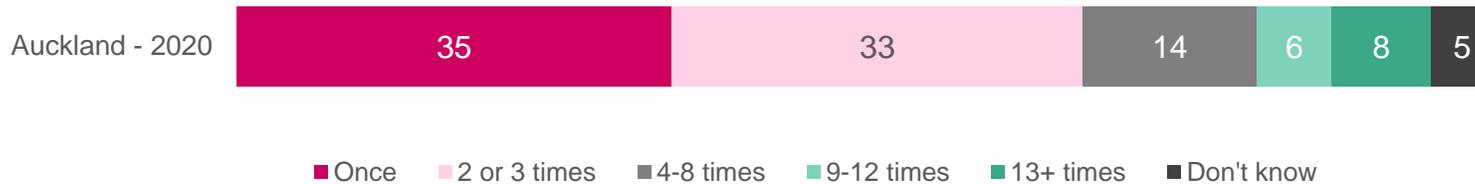
%



Base: All Auckland residents 2020 (n=1910)

Q

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



Base: All Auckland residents who have participated in Pacific arts 2020 (n=348)

COMMENTARY

Nearly one in five Auckland residents have participated in the Pacific arts in the last 12 months. Please note, due to changes in the question wording trends are not shown against 2017.

The most popular Pacific arts activity is Pacific music, followed by visual arts and craft, dance, and cultural events.

Fifty percent of Pacific peoples have attended Pacific arts. Participation is by no means confined to Pacific peoples, with 19% of Māori, 17% of Asian New Zealanders, and 13% of New Zealand Europeans having participated.

Only 14% of those who participate do so on a regular basis (at least nine times in the last 12 months).

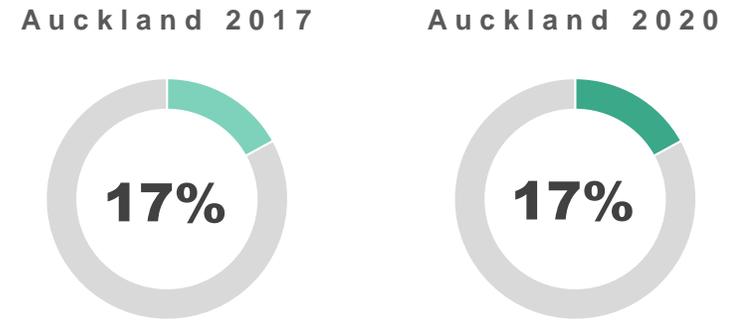
Sub-group differences in Auckland:

Aside from Pacific peoples, the following groups are more likely than average (17%) to participate in the Pacific arts:

- People with the lived experience of disability (36%)
- Ōtara-Papatoetoe (28%), Māngere-Ōtāhuhu (27%) and Waitemata (25%) residents
- Women (19%)
- People under 40 (19%).

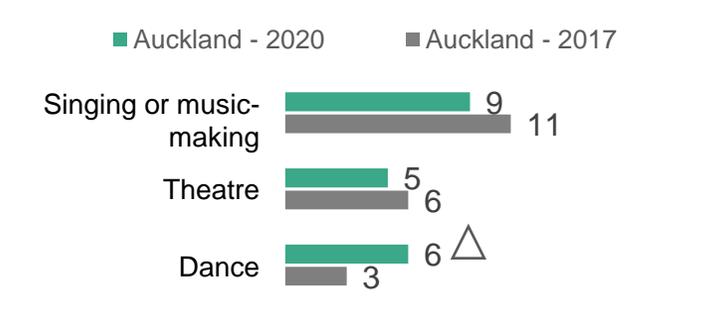
%

Q Still thinking about the performing arts, have you taken part in this in the last 12 months?



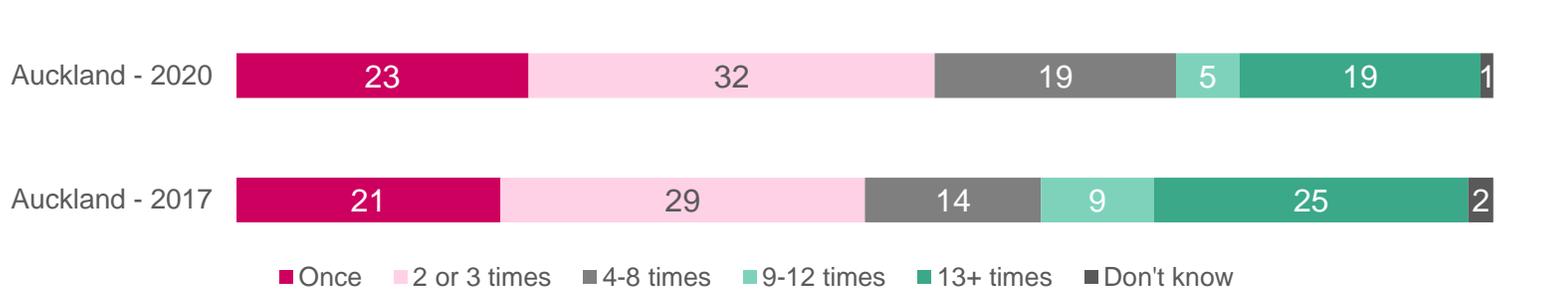
Base: All Auckland residents 2017 (n=1889); 2020 (n=1910)

Q Which of these were you actively involved in?



Base: All Auckland residents 2017 (n=1889); 2020 (n=1910)

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



Base: All Auckland residents who have participated in the performing arts 2017 (n=311); 2020 (n=337)

COMMENTARY

Seventeen percent of residents have participated in performing arts in the last 12 months. This is consistent with 2017.

Singing or music making remains the most popular type of performing arts for residents to take part in. Dance participation has increased since 2017, and is now comparable to theatre participation.

Of those who participate in the performing arts, a quarter take part on a regular basis (at least nine times in the last 12 months).

Sub-group differences in Auckland:

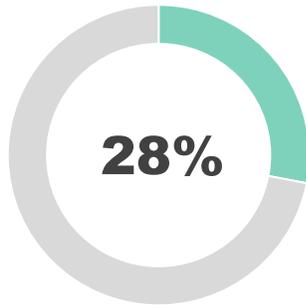
- The following subgroups are more likely than average (17%) to participate in the performing arts:
- Young people aged 15 to 17 (44%)
 - People with the lived experience of disability (28%)
 - Pacific peoples (27%)
 - Waitemata residents (26%)
 - Asian New Zealanders (20%).

Q

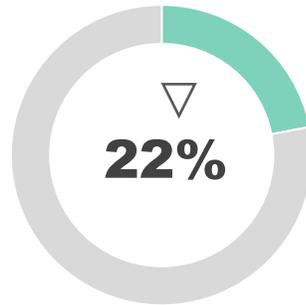
Have you created any visual artworks in the last 12 months?

%

Auckland 2017



Auckland 2020



Base: All Auckland residents 2017 (n=1889); 2020 (n=1910)

COMMENTARY

Participation in the visual arts in the last 12 months has declined significantly from 28% in 2017 to 22% in 2020.

The frequency with which people are participating is broadly consistent with 2017. One in three continue to participate on a regular basis (at least nine times in the last 12 months)

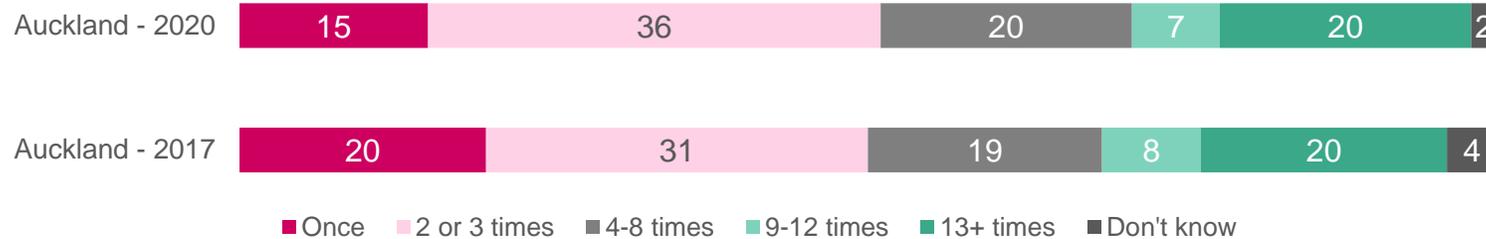
Sub-group differences in Auckland:

The following groups are more likely than average (22%) to participate in the visual arts:

- People with the lived experience of disability (32%)
- Waitākere Ranges residents (32%)
- People aged under 40 (28%)
- Women (25%).

Q

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



Base: All Auckland residents who have participated in the visual arts 2017 (n=515); 2020 (n=417)

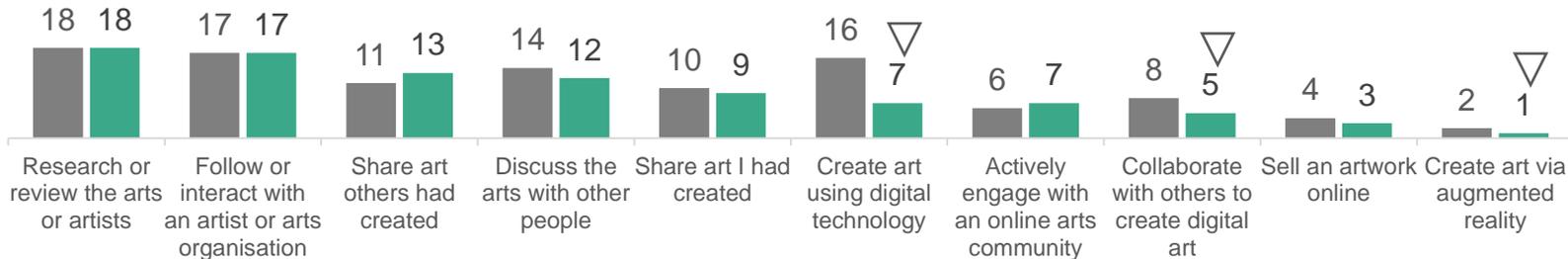
Use of digital technology for arts activities

Q

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

%

■ Auckland - 2017 ■ Auckland - 2020



COMMENTARY

Digital technology continues to enable Auckland residents to engage with the arts in different ways. However, there has been a decline in levels of participation for some activities. This includes creating art using digital technology which has dropped from 16% to 7%, and collaborating with others to create digital art (from 8% to 5%).

The most popular activities remain researching or reviewing the arts or artists (18%) and following or interacting with an artist or arts organisation (17%).

Sub-group differences in Auckland:

The following groups are more likely than average (42%) to use technology for arts activities:

- People with the lived experience of disability (54%)
- Māori (50%)
- Pacific peoples (50%)
- People aged under 40 (48%)
- Women (45%).

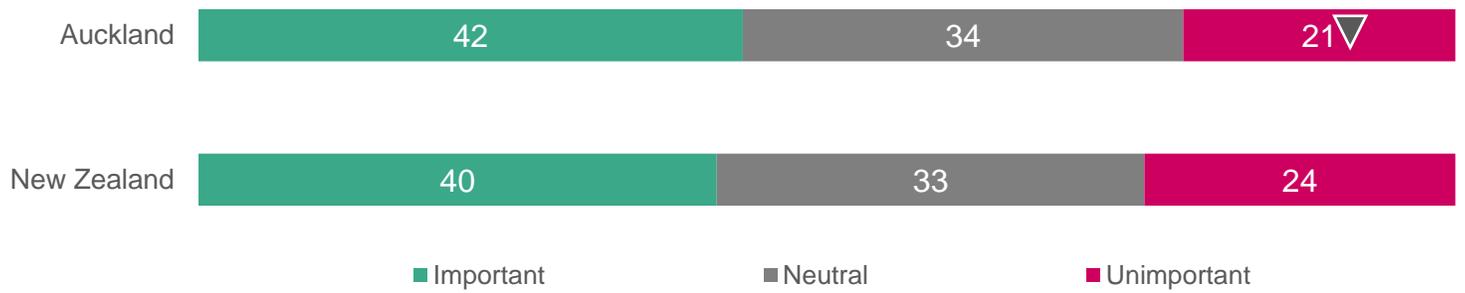


PERCEIVED IMPACT ON WELLBEING AND SOCIETY

Importance of the arts to wellbeing

Q How important is the arts to your personal wellbeing?

%



COMMENTARY

In 2020 the survey further explored the impact of the arts on wellbeing with the two questions opposite.

Forty-two percent of Auckland residents feel that the arts is important to their personal wellbeing, double the proportion who say it's not important. The proportion of Aucklanders who say the arts is not important to their wellbeing is significantly lower than the national average.

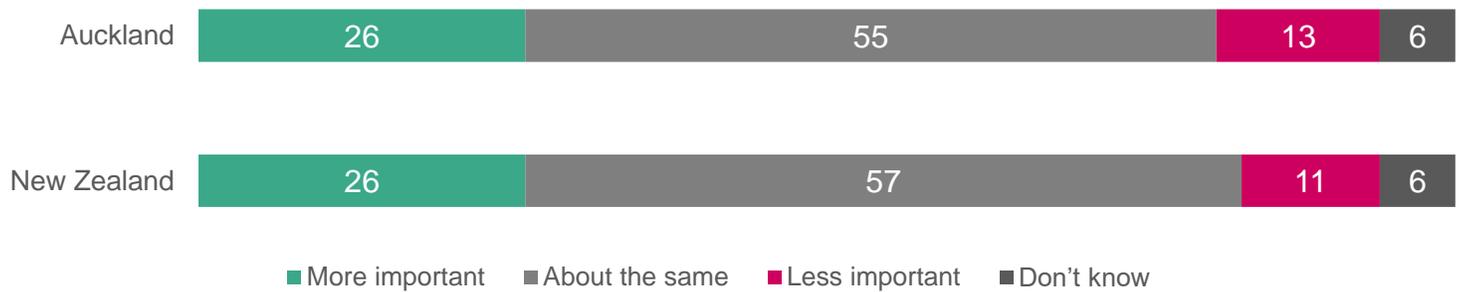
The nett impact of COVID has been for people to value the arts more in terms of their wellbeing. A quarter say the arts are more important to their wellbeing since COVID-19 arrived in New Zealand while 13% say it is less important. This is line with the national average.

Sub-group differences in Auckland:

- The following groups are more likely than average (42%) to say that the arts are important to their personal wellbeing:
- Young people aged 15 to 17 (53%)
 - Asian New Zealanders (49%)
 - Māori (48%).

Young people are also more likely than average to say the arts has become more important to their wellbeing since COVID-19 arrived in New Zealand.

Q Would you say the arts have become more or less important to your wellbeing since COVID-19 arrived in New Zealand?



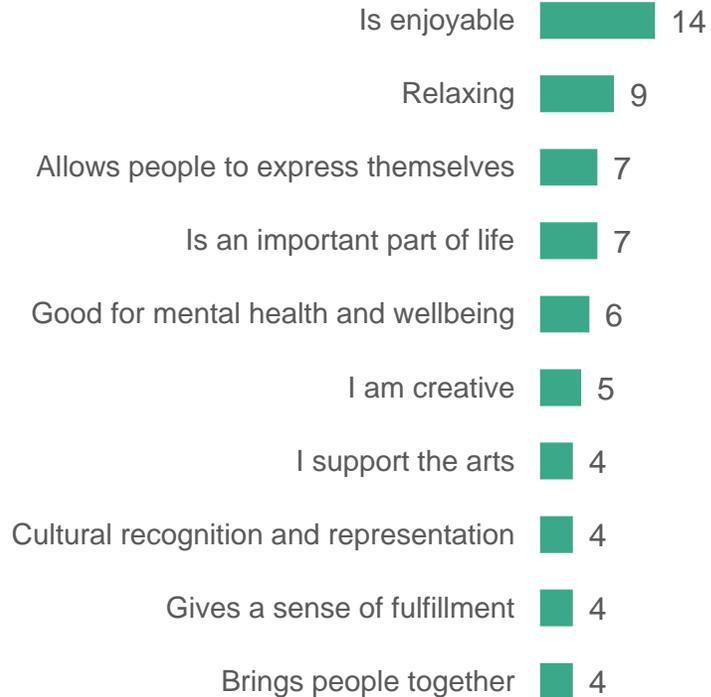
Reasons why Auckland residents feel the arts is important for their wellbeing

Q

For what reasons do you say that?

%

LEADING RESPONSES



COMMENTARY

Forty-two percent of Auckland residents feel the arts are important to their personal wellbeing. We asked these respondents an open ended question as to why this is. The chart opposite shows the leading reasons given.

These reasons relate to the arts being enjoyable and relaxing, as well as providing a source of self-expression. Some respondents talked about the therapeutic benefits of the arts and associated positive impacts on mental health.

Quotes

“A very challenging last 2/3 years personally. Has been enriched and greatly enjoyed (and help me personally grow) through film festivals, art shows, comedy shows, poetry and visiting arts (of all kinds) that I would never have considered prior.”

Man, 60-69, NZ European, Auckland region

“Because having a creative outlet and being able to participate in the Arts (either by going to a gallery or attending a performance) is part of a healthy and happy lifestyle for me.”

Woman, 30-39, Asian New Zealander, Auckland region

Reasons why the arts improve society

Q

For what reasons do you feel the arts help improve society?

%

LEADING RESPONSES



COMMENTARY

Sixty-three percent of Auckland residents feel the arts improve New Zealand society. We asked these respondents an open ended question as to why this is. The chart below shows the leading reasons given.

Key themes include self-expression, helping people to understand others differences, community cohesion, mental stimulus and fulfilment.

Quotes

“A way to express our unique voice and perspective as New Zealanders. A vehicle for change. A way for people to cross paths with and engage with others they may not in another context - as creatives (those involved in the creation of the art and expression) and those on the receiving in of the art.”

Woman, 30-39, NZ European, Auckland region

“Allow discussion between different people of all races.”

Man, 70 plus, Māori, Auckland region

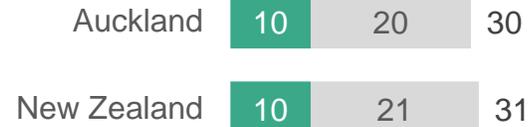


IMPACT OF COVID-19

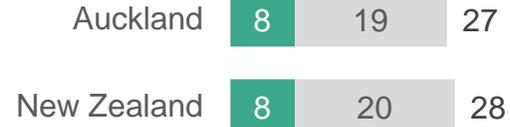
Q How much do you agree or disagree with the following?

%

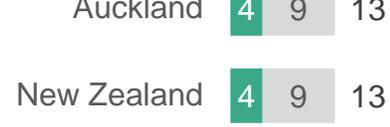
Arts and culture have supported my wellbeing during the COVID-19 crisis



I have watched more arts and culture activities online since the March lockdown



I have attended or participated in new arts and culture activities because of COVID-19



■ Strongly agree ■ Slightly agree

COMMENTARY

Three in ten residents say the arts has supported their wellbeing to get them through COVID-19. The pandemic has also pushed people to watch more activities online since the lockdown (27%). Finally, the pandemic has even provided a spur for some to engage in new cultural activities (13%).

Agreement among Auckland residents for each of these statements is in line with the national average.

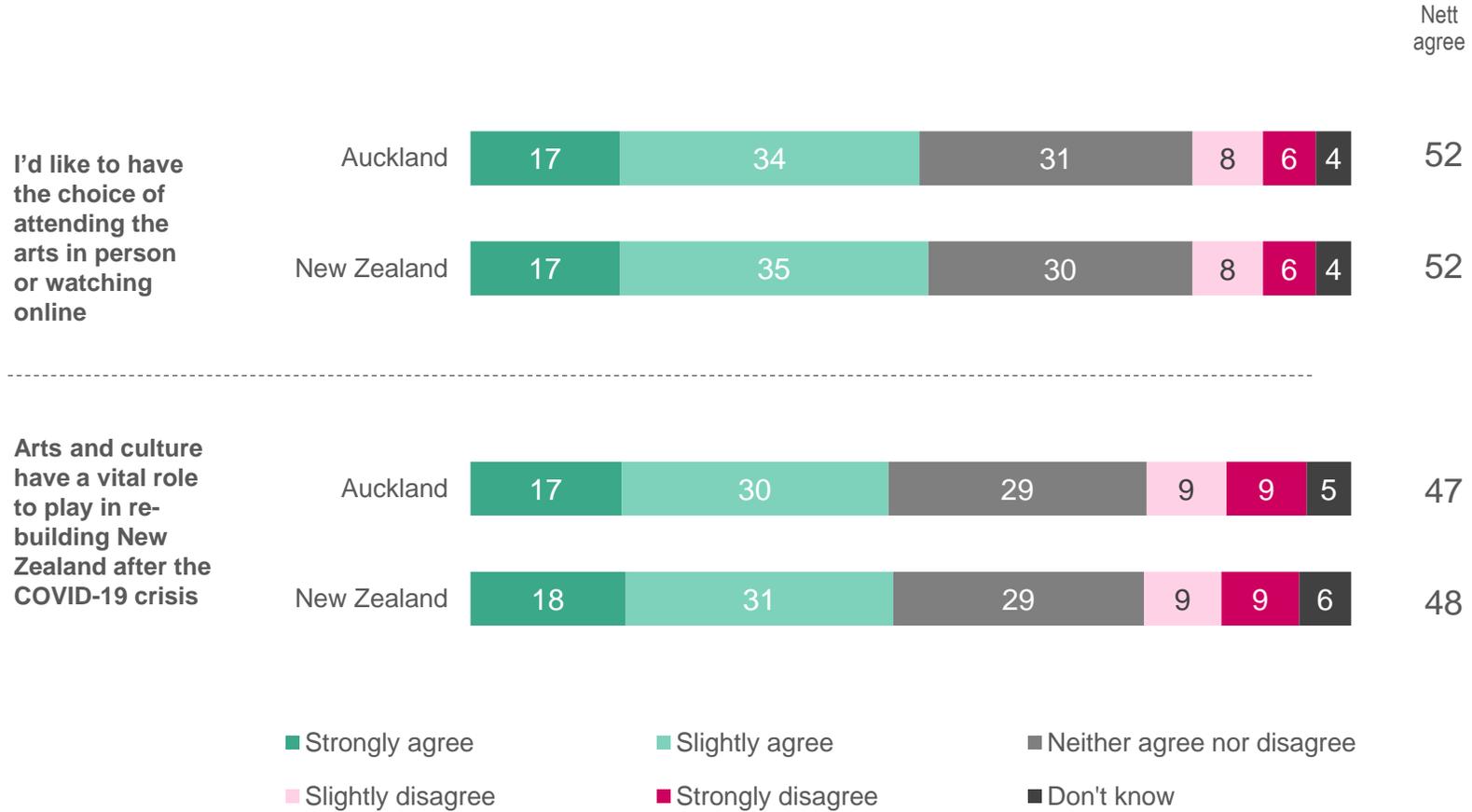
Sub-group differences in Auckland:

The following groups are more likely than average (30%) to agree that arts and culture have supported their wellbeing during the COVID-19 crisis:

- Māori (38%)
- People with the lived experience of disability (38%)
- Women (34%).

Young people aged 15 to 17 and people with the lived experience of disability are more likely than average to agree that they have watched more arts and culture activities online since the March lockdown and to agree they have attended or participated in new arts and culture activities because of COVID-19.

Q How much do you agree or disagree with the following?



COMMENTARY

Half of residents see the arts playing a vital role in the COVID-19 recovery.

There is an appetite to retain any online access to the arts which has developed during COVID-19. Looking forward, 52% would like to have the choice of attending the arts in person or watching them online.

Agreement with these two statements is in line with New Zealanders overall.

Sub-group differences in Auckland:

The following groups are more likely than average (52%) to want the choice of viewing the arts online:

- Pacific peoples (61%), Māori (58%) and Asian New Zealanders (55%)
- Women (56%).

Women are also more likely than average (47%) to say that the arts and culture have a vital role to play in re-building New Zealand after COVID-19.



FOR FURTHER INFORMATION PLEASE CONTACT

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