



Aucklanders and the Arts

Findings for Auckland residents from the New Zealanders and the Arts
Ko Aotearoa me ōna Toi survey 2023

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me ōna Toi survey

2023



Photo credit: Jay Farnworth, taken at 2024 Luna New Year celebrations.

Introducing Verian

Verian is the new name for Kantar Public (formerly Colmar Brunton).

Following our divestment from our former parent company, we are now an independent research and evaluation agency, providing evidence and advisory services to government and the public realm, across Aotearoa New Zealand and around the world.

Verian is a corporate member of ESOMAR and all research staff are members of Research Association New Zealand.

Contact person

Jocelyn Rout



Powering decisions
that shape the world.

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Introduction

Background and objectives of the research

Since 2005, Creative New Zealand has conducted research to measure New Zealanders' engagement with the arts. This includes attendance and participation in different artforms, as well as wider attitudes to the arts. The research comprises two separate surveys (one of adults aged 15+; and one of young people aged 10-14 years).

The surveys are repeated every three years. The research is used in several ways. It provides:

- Vital insights for Creative New Zealand, selected agencies and arts organisations about the national levels of cultural engagement over time
- Stories to advocate for the arts
- Practical up-to-date data that arts organisations can use to develop marketing programming and income generation strategies.

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

Auckland Council partnered with Creative New Zealand on this research by funding a boosted sample of Auckland residents, providing more statistically robust data for the region. The boosted sample size allows analysis to be undertaken for Auckland Council's key audiences of interest (sole parent families, kuia and koroua (65+), rainbow communities, low income households, and people with lower mental wellbeing) and local boards.

Definitions

Below are the definitions used in this research for the artforms, attendance, and participation.

The arts is split into six **artforms**, and attendance and participation is measured for each:

- **Craft/object art** includes things such as uku (pottery), furniture, glass, adornment (such as 'ei katu, tā moko and jewellery), embroidery, fīvaevae, woodcraft, spinning, weaving or textiles.
- **Literature or literary arts** includes spoken word, poetry or book readings, literary festivals or events, writing workshops, and personal creative writing (e.g. poetry, fiction or non-fiction).
- **Ngā Toi Māori (Māori arts)** are the works of Māori artists across heritage and contemporary artforms. This includes but is not limited to: whakairo (carving), raranga (weaving), kanikani (dance), tuhinga (literature), puoro (music), whakaari (theatre), kai mā te whatu (visual arts and crafts), digital Māori arts, Māori arts and cultural events (Hui Ahurei, Manu Kōrero), inter-arts and media arts.
- **Pacific arts** are the works of Pasifika artists across heritage and contemporary artforms. This includes but is not limited to: craft/ object art (e.g. fīvaevae, tapa), dance (e.g. Tongan tau'olunga, Tokelauan hiva), literature, music, theatre, visual arts, digital Pacific arts, Pacific arts and cultural events, inter-arts and media arts.
- **Performing arts** includes theatre (eg comedy, drama, musical theatre, fale aitu, circus, theatre for children, and karetao), dance (e.g. haka, Pasifika dance, hip hop and ballet), and music (e.g. contemporary music gigs or performances of choirs, orchestras, and taonga puoro).
- **Visual arts** includes things such as drawing, painting, raranga, fīvaevae, photography, whakairo, sculpture, print-making, typography and film-making.

'Attendance' covers these experiences in the last 12 months:

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

'Participation' is defined as :

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

Research approach

2,611 ONLINE INTERVIEWS

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

Method

For the last three survey waves (2023, 2020, and 2017) the survey has been conducted online¹.

The questionnaire was refreshed in 2023 to better reflect how New Zealanders value the arts; eight new attitudinal statements were added to the survey. Verian conducted qualitative research (reported separately) to guide this refresh.

Trend data

Trend data is shown for 2017, 2020 and 2023 for key metrics, and for 2020 and 2023 for all other measures.

FIELDWORK DATES

30 October – 20 December 2023

Sampling

Online panels were used to achieve a representative sample of residents in the Auckland region. Quotas (i.e. interviewing targets) were set for age by gender groups within four Auckland sub-regions, as well as local board quotas targeting a minimum of 100 interviews per local board (except Waiheke and Great Barrier). At an all-New Zealand level, ethnicity quotas were set.

Post-fieldwork weighting (using census data for the Auckland 15+ population) was applied to ensure the final data is representative of the Auckland region for age by gender, and ethnicity, as well as local board.

In 2023, Disabled People's Organisations shared the survey with Deaf and disabled people in their networks to increase the number of Deaf and disabled respondents.

NATIONAL COMPARISON

Findings are compared to all New Zealanders (6,527 interviews)

Significance testing

There is a margin of error associated with any survey sample. Based on a sample size of 2,611, the margin of error is up to +/- 2.0 percentage points (at the 95% confidence level).

We have used statistical tests to determine:

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

△▽ = significantly higher / lower than 2017²

▲▼ = significantly higher / lower than 2020

- Whether any differences between the 2023 survey findings for Auckland region and the New Zealand sample are statistically significant. This is indicated on charts by dark grey arrows.

↑↓ = significantly higher / lower than all New Zealanders

Summary

Executive summary

Method: Online survey of 6,527 New Zealanders aged 15+ including 2,611 Auckland residents.

Fieldwork: 30 October - 20 December 2023

Maximum margin of error for Auckland residents: +/- 2.0%

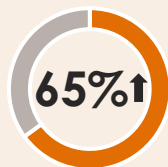
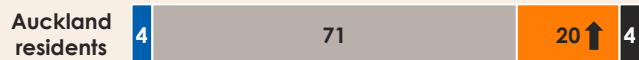
Auckland region's relationship with the arts is stronger than the national average.

Auckland residents are strong advocates of the arts. They believe the arts play a key role in creating a better society. One in five say they are more positive about the arts than a year ago. Both these measures sit above the national average.

How views have changed over the last 12 months

%

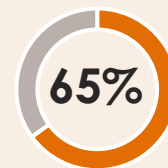
■ More negative ■ No change ■ More positive ■ Don't know



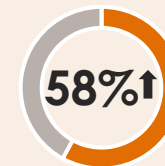
...agree the arts improve New Zealand society

Aucklanders place considerable value on the arts at a community level.

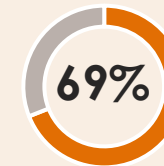
The arts help us express our diversity, create connection and communities, and expand our perspectives.



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



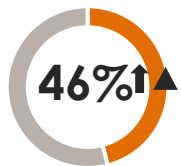
...agree the arts provide opportunities for them to socialise and connect with others



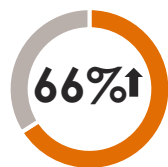
...agree the arts can play a role in raising issues facing our society

Aucklanders' personal connection with the arts has strengthened since 2020.

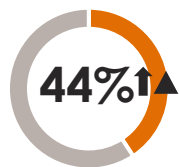
The arts play a bigger role in Aucklanders' everyday lives since 2020 and support individuals' psychological wellbeing.



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



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



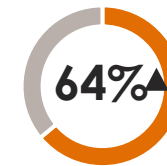
...agree the arts are part of their everyday lives

Aucklanders' views on the benefits of the arts translates to support for arts in education and public funding of the arts.

Majorities of Aucklanders support these sentiments. Support for public funding of the arts has increased four points since 2020.



...agree the arts should be part of the education of every New Zealander



...agree the arts should receive public funding

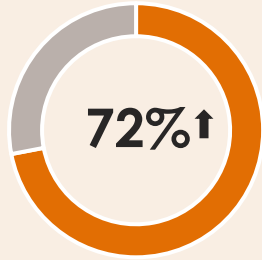
Executive summary

Method: Online survey of 6,527 New Zealanders aged 15+ including 2,611 Auckland residents.
Maximum margin of error for Auckland residents: +/- 2.0%

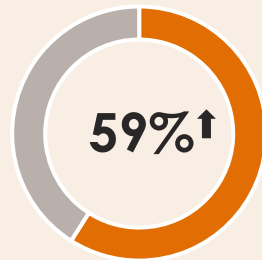
Fieldwork: 30 October - 20 December 2023

Aucklanders' cultural connection with the arts is stronger than the national average.

Majorities of Aucklanders use the arts to connect with their own culture and learn about others' cultures.



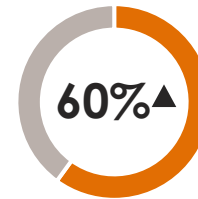
...agree they learn about different cultures through the arts



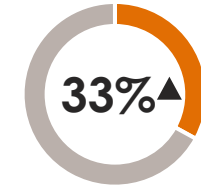
...agree the arts are an important way of connecting with their culture

Aucklanders have increasingly embraced Ngā Toi Māori and the Pacific arts.

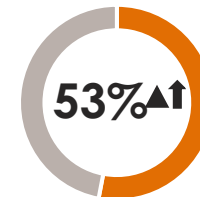
Consistent with the national trends, Aucklanders' attitudes towards Ngā Toi Māori and the Pacific arts have improved across many of the aspects measured. Here are some examples:



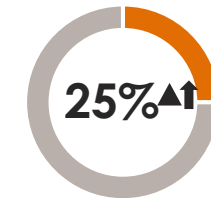
...agree Ngā Toi Māori helps define who we are as New Zealanders



...agree that Ngā Toi Māori motivates them to kōrero Māori



...agree Pacific arts helps define who we are as New Zealanders



...agree Pacific arts motivates them to speak a Pacific language

↑↓ = significantly higher / lower than all NZers

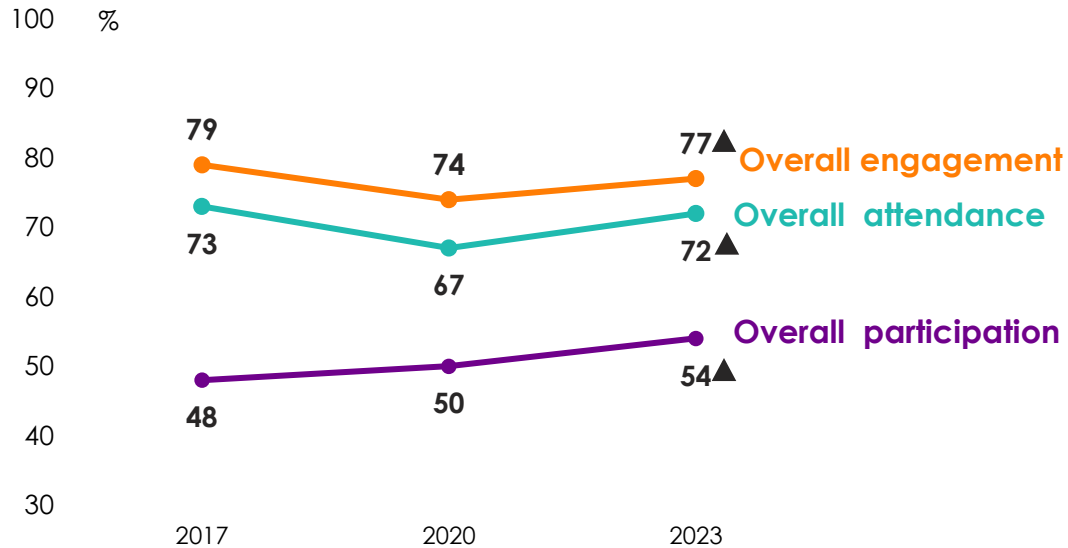
▲▼ = significantly higher / lower than 2020

Executive summary

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

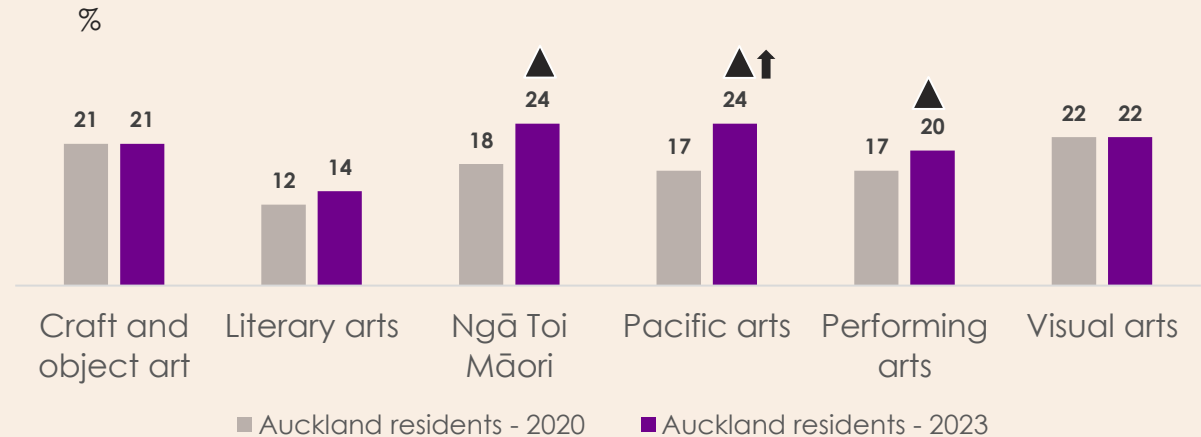
Aucklanders' participation in the arts is at its highest ever level.

Engagement and attendance levels have rebounded after Covid. However, Aucklanders' participation in the arts is higher than the pre-Covid measure.



Ngā Toi Māori, Pacific arts, and performing arts are the biggest drivers of greater participation in the arts.

Aucklanders' participation in Pacific arts is higher than the national average.



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

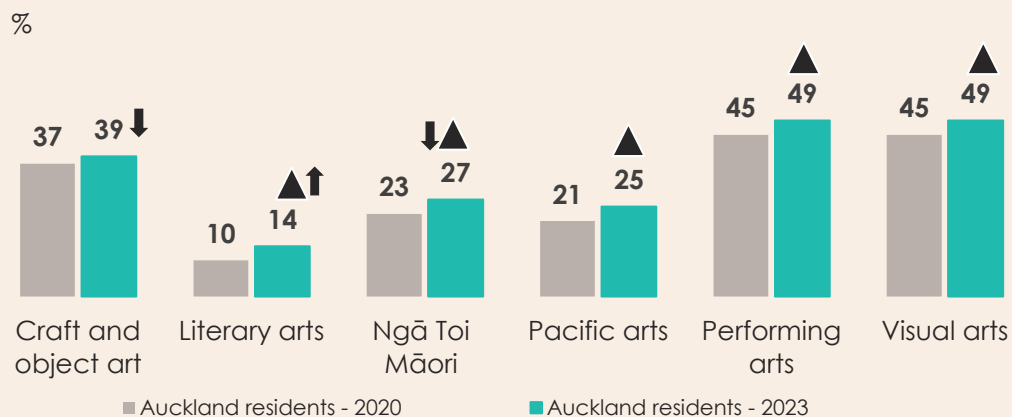
Executive summary

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

Attendance has increased since 2020 for five artforms.

Except for craft and object art, attendance at each artform has increased by four points over the last three years. There is generally an increase in in-person attendance at the expense of online attendance.

Attendance by artform



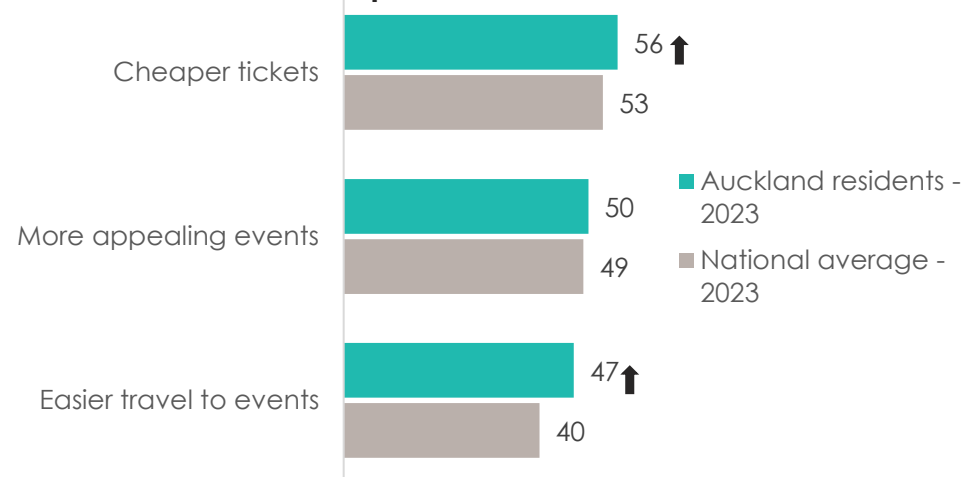
▲▼ = significantly higher / lower than 2020
 ▲↓ = significantly higher / lower than all New Zealanders

The most influential triggers to grow attendance relate to price, event appeal, and ease of travel.

Although Auckland has a strong and positive connection with the arts, 71% of Auckland residents express interest in the arts but don't go much. This is in line with the national average (70%).

For this group of Auckland residents, cheaper tickets, more appealing events, and easier travel to events have the biggest potential to drive attendance. Cheaper tickets and easier travel are more pronounced for Auckland than nationally.

Top three influencers



“ Without creativity, the world would be a very dull place, so therefore the arts brings people together and fosters positivity.”

Woman, 18-29, NZ European, Albert-Eden

“ The arts are associated with educating people on a different level. It can bring joy and pleasure, and everybody interprets it differently. There is no right and wrong - just acceptance.”

Woman, 50-59, Pacific peoples, Otara-Papatoetoe

“ They [the arts] give us insights into our heritage, our multi-cultural society and can open pathways for discourse, first about the arts themselves and then as we explore them, about the context in which they are produced. ”

Man, 70+, NZ European, Devonport-Takapuna

Arts attitudes

Change in overall perception of the arts

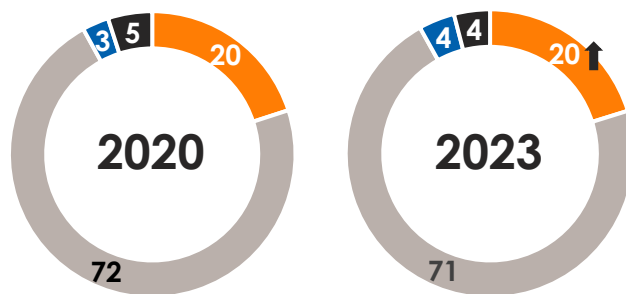
One in five Aucklanders feel more positive about the arts over the last 12 months.

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

%

- Yes, more positive about the arts
- No, opinion has not changed
- Yes, more negative about the arts
- Don't know

Auckland residents



New Zealand



Commentary

While most Auckland residents have not changed their view of the arts, 20% feel more positive about the arts over the last 12 months.

This is higher than the national average (16%).

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

Perceptions are comparable with 2020.

Groups that are more likely to feel **more positively** about the arts compared to 12 months ago are:

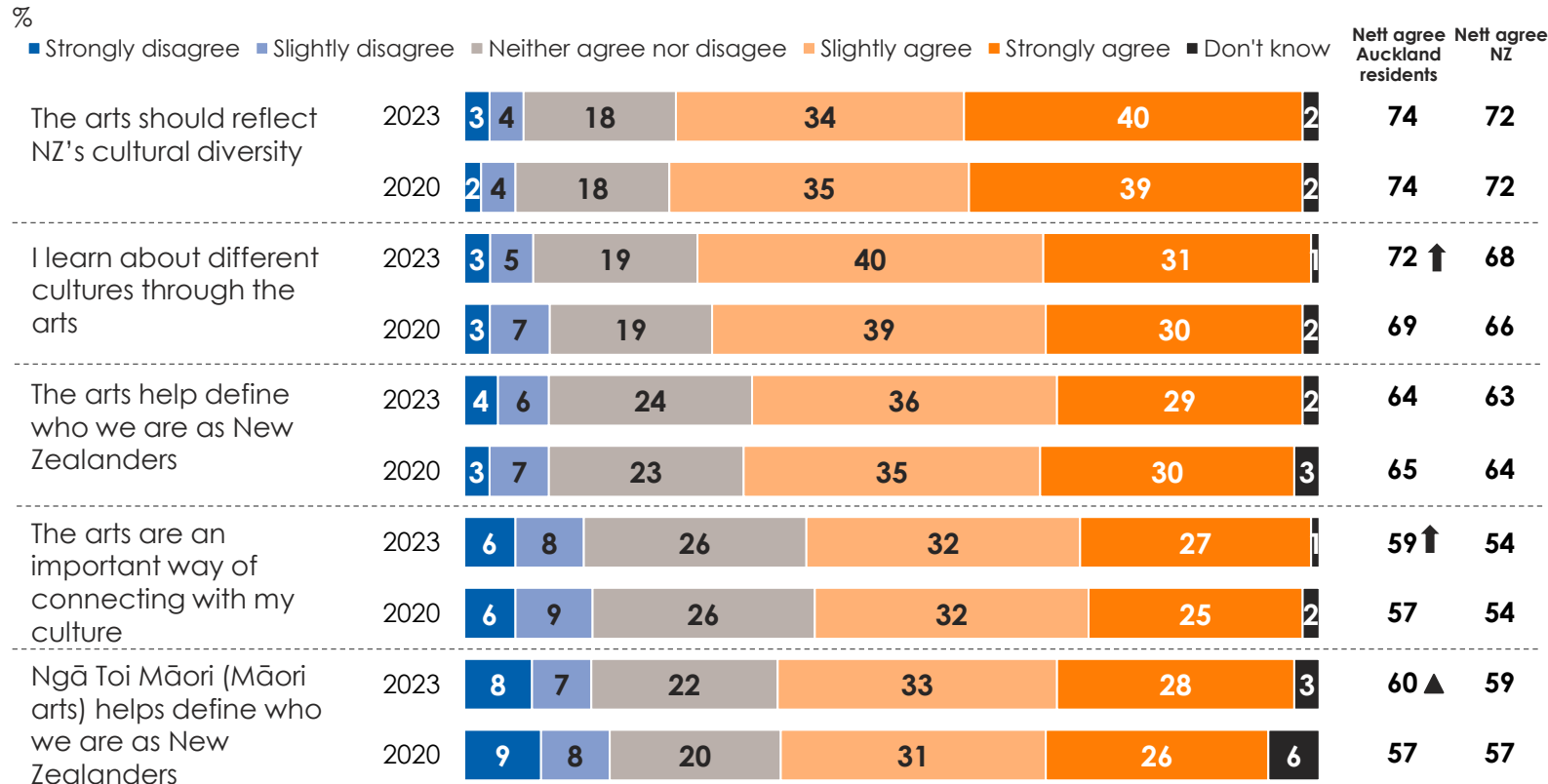
- 15-29 years (36%)
- Pacific peoples (34%)
- Sole parent or caregiver (33%)
- Māori (30%)
- Rainbow community (29%)
- Higher income households (25%)
- Lower mental wellbeing (24%)
- Auckland City (23%).

Base: All respondents: Auckland residents 2020 (n=1,910); 2023 (n=2,611); New Zealand: (n=6,527)

Attitudes towards the arts: Culture and identity

Proportions of more than seven in ten Aucklanders recognise the importance of the arts in reflecting cultural diversity and being a teaching tool for people to learn about different cultures.

How much do you agree or disagree?



Commentary

These statements cover our sense of self, nationhood and understanding of others.

Auckland residents are more likely than the national average to believe that:

- They learn about different cultures through the arts (72%, vs. 68% national average)
- The arts are an important way of connecting with their culture (59%, vs. 54% national average).

Auckland region's strong performance on these two attributes reflects the high proportions of Māori, Pacific peoples and Asian residents in the Auckland population. Further analysis shows Māori are more likely than average to agree they learn about different cultures and each of these three ethnic groups are more likely than average to agree the arts are an important way to connect with their culture.

In 2023, 60% of Auckland residents feel that Ngā Toi Māori helps define who we are as New Zealanders. This sentiment has strengthened over time (up three points since 2020).

Base: All respondents: Auckland residents 2020 (n=1,910); 2023 (n=2,611); New Zealand: (n=6,527)

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

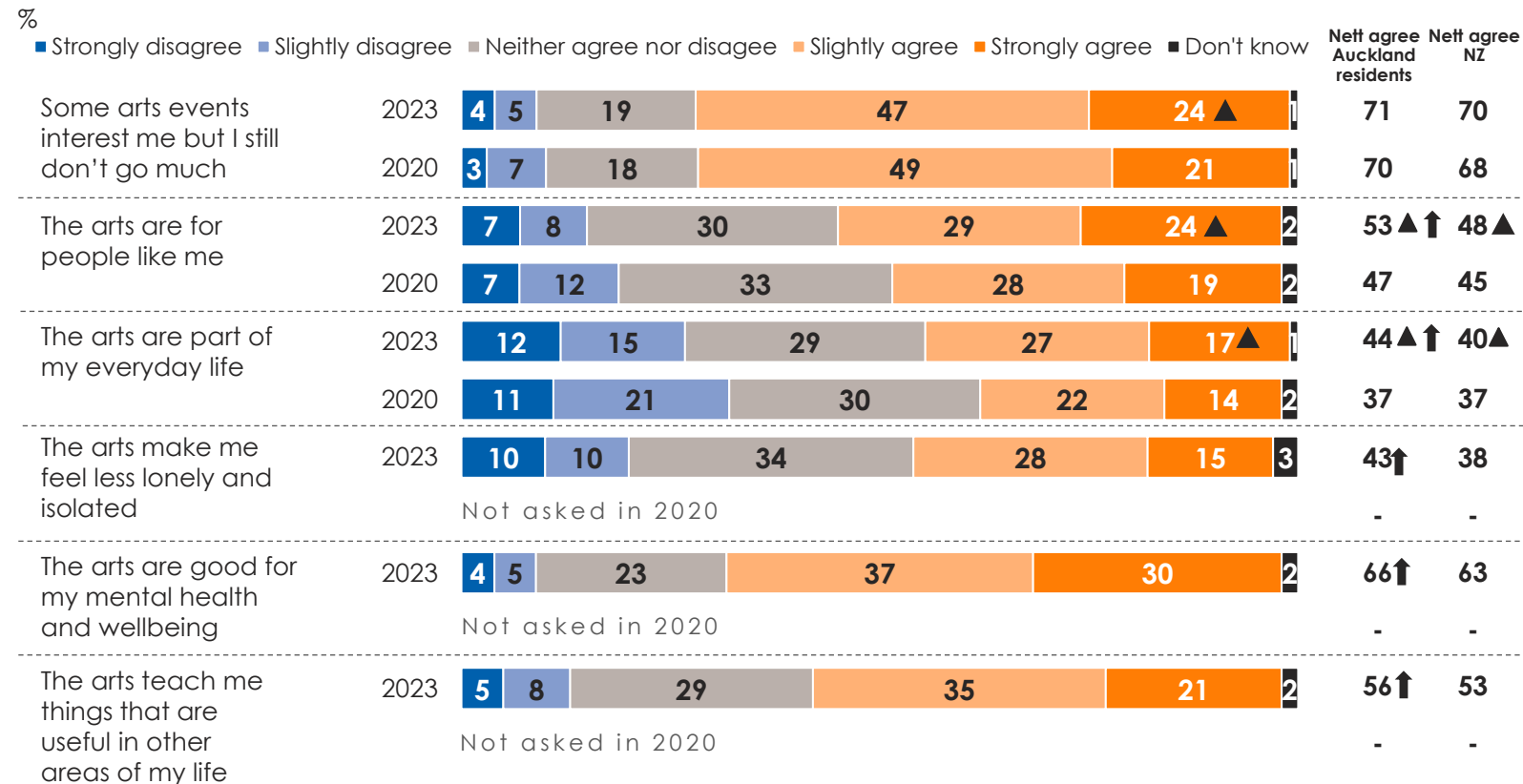
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Individuals' relationships with the arts

Auckland residents' personal connection with the arts is growing stronger.

How much do you agree or disagree?



Commentary

These statements cover the personal connection that residents have to the art.

Since 2020, higher proportions believe that:

- The arts are for people like me.
- The arts are part of my everyday life.

Three new measures in 2023 speak to the potential for the arts to influence a person's wellbeing: 43% feel the arts reduce their sense of loneliness and isolation, 66% feel the arts are good for their mental health and wellbeing, and for 56% the arts teach them things that are useful for other areas of their life.

Auckland residents are more likely than the national average to believe five of the statements measured, reinforcing the strength of the relationship that Aucklanders have with the arts.

The opportunity to improve attendance at arts events remains, with 71% of Auckland residents showing interest but reporting low attendance.

Rainbow communities are more likely to say the arts are for people like me (67%). Māori and sole parent families are more likely to say the arts are part of their everyday lives (50% and 51%, respectively).

Base: All respondents: Auckland residents 2020 (n=1,910); 2023 (n=2,611); New Zealand: (n=6,527)

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

▲▼ = significantly higher / lower than 2020

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Individuals' relationships with the arts – additional demographic analysis

The following groups in Auckland are more likely to agree the arts **make them feel less lonely:**

- Māori (51%, vs. 43% Auckland average)
- 15-29 years (50%)
- Pacific peoples (50%)
- Sole parent families (50%)
- Asian Aucklanders (49%)
- Low-income households – Up to \$50,000 (48%).

The following groups in Auckland are more likely to agree the arts **teach them things which are useful in other areas of their lives:**

- Pacific peoples (69%, vs. 56% Auckland average)
- Māori (68%)
- Sole parent families (68%)
- 15-29 years (65%).

The following groups in Auckland are more likely to agree the arts are **good for their mental health and wellbeing:**

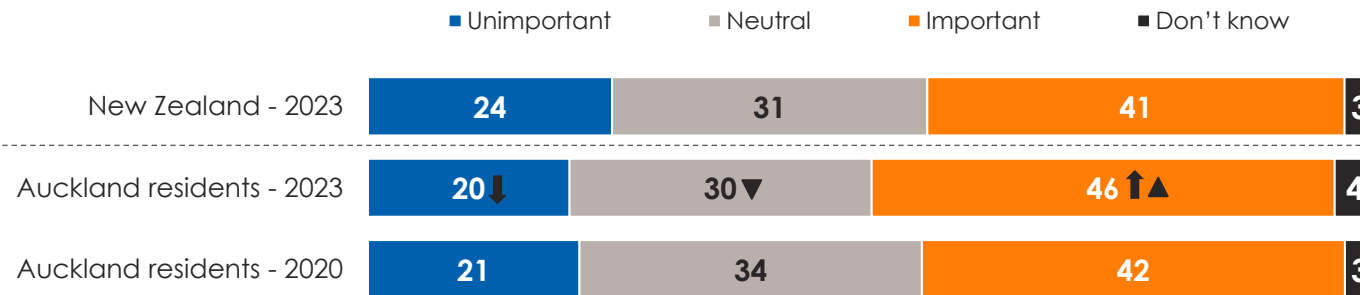
- Women (73%, vs. 66% Auckland average)
- Sole parent families (73%)
- Māori (72%).

Importance of the arts to wellbeing

Auckland residents increasingly perceive the arts as important to their personal wellbeing.

How important is the arts to your personal wellbeing?

%



Commentary

This question identifies how important to their personal wellbeing Aucklanders perceive the arts to be.

Just under half (46%) of Auckland residents feel that the arts is important to their personal wellbeing.

This perceived importance has increased since 2020 and is higher than the 2023 national average (41%).

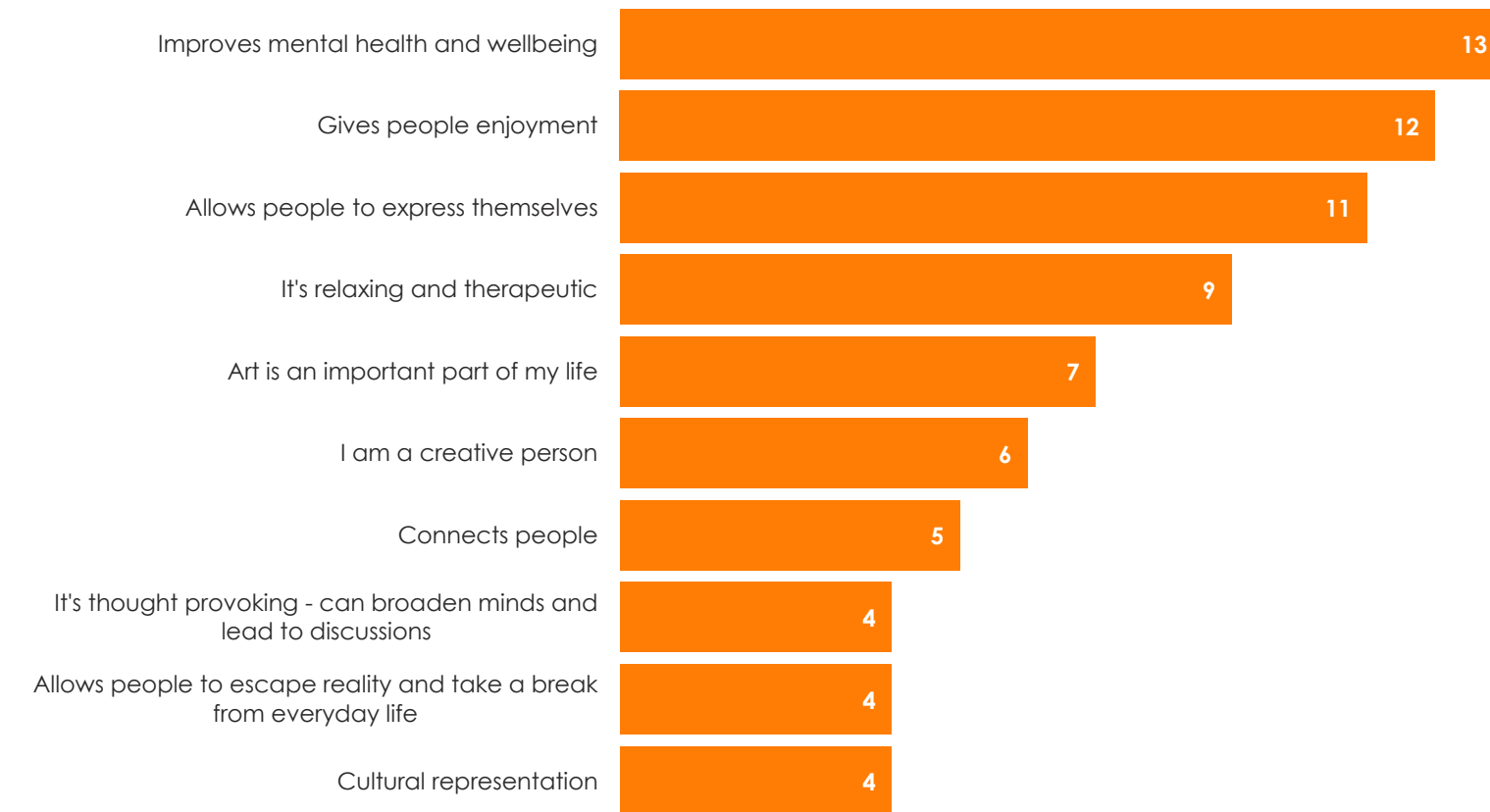
Base: All respondents: Auckland residents 2020 (n=1,910); 2023 (n=2,611); New Zealand: (n=6,527)

Reasons why the arts are important to Auckland residents' wellbeing

Auckland residents feel the arts are important to their personal wellbeing because they aid their mental health and wellbeing, are opportunities for self-expression and connection.

For what reasons do you say that?

% Leading responses



Base: Respondents who feel the arts are important to their personal wellbeing: Auckland residents 2023 (n=1,175)

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

Commentary

We asked the 46% of respondents who feel the arts is important to their personal wellbeing why this is. The chart shows the leading responses.

Quotes

"A times in my life when I have been low, participating in the arts has been critical for my mental and social wellbeing. For example, attending a play with a friend for social connection, and creating original artworks for myself for occupational therapy"

Woman, 40-49, NZ European, Māngere-Ōtāhuhu

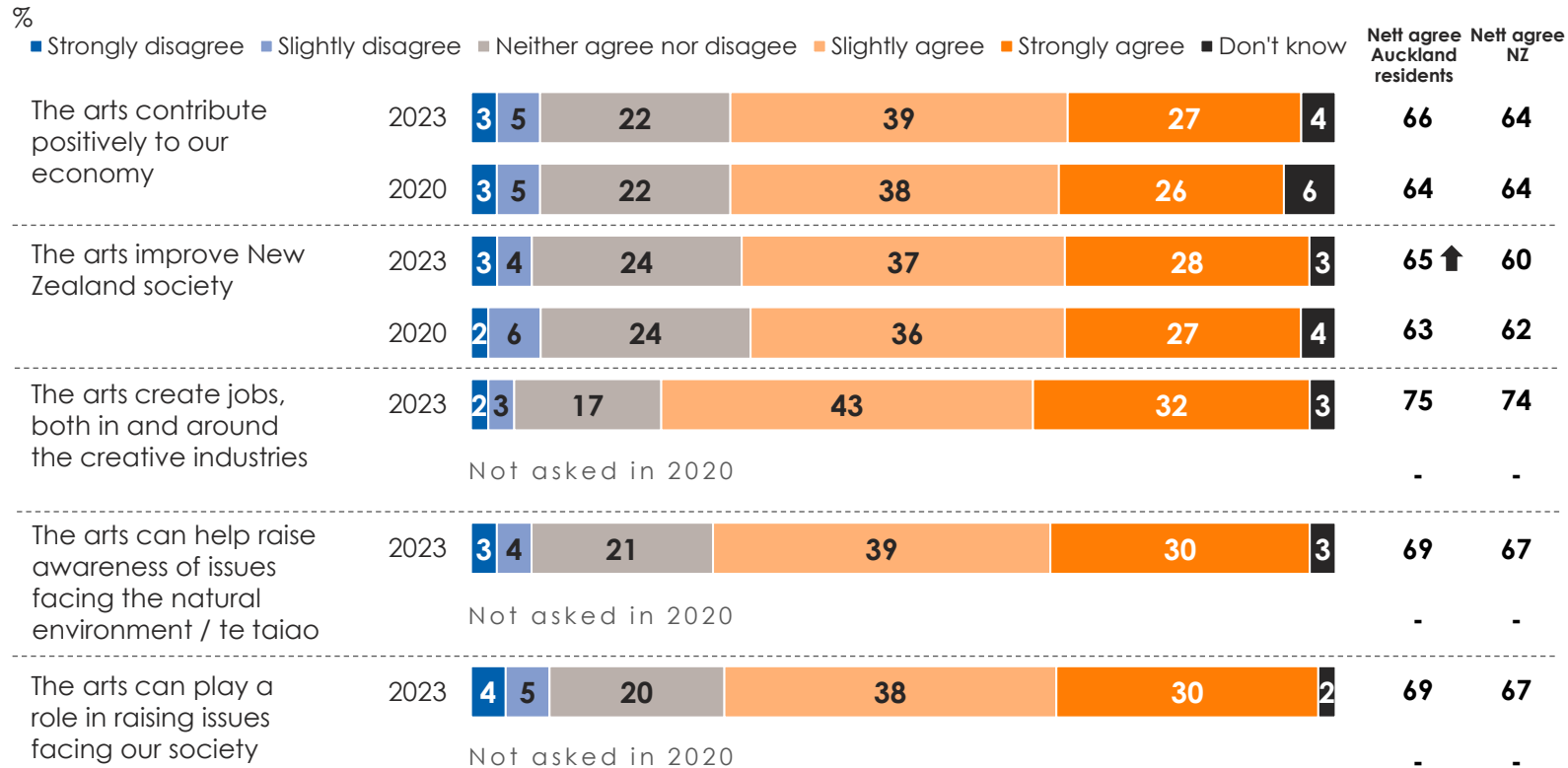
"Because I like to express myself with the artwork I do on my tablet and scrap book"

Man, 15-17, Pacific and Asian, Maungakiekie-Tāmaki

Attitudes towards the arts: How the arts benefit New Zealand

Most Auckland residents recognise the economic and social benefits of the arts, with the latter higher than the national average.

How much do you agree or disagree?



Commentary

These statements cover the social and economic benefits of the arts.

All these perceptions are in line with 2020.

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

- 75% of Auckland residents see the value of the arts in generating employment in creative industries.
- 69% of Auckland residents believe the arts can raise awareness of environmental issues.
- 69% of Auckland residents believe the arts can play a role in raising awareness of societal issues.

Māori are more likely than average to agree the arts improve New Zealand society (75%); and kuia and koroua (65+) are more likely to see the value of the arts for job creation (80%). Rainbow communities are more likely to see the benefit of the arts in raising awareness about environmental issues (77%).

Base: All respondents: Auckland residents 2020 (n=1,910); 2023 (n=2,611); New Zealand: (n=6,527)

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

▲▼ = significantly higher / lower than 2020

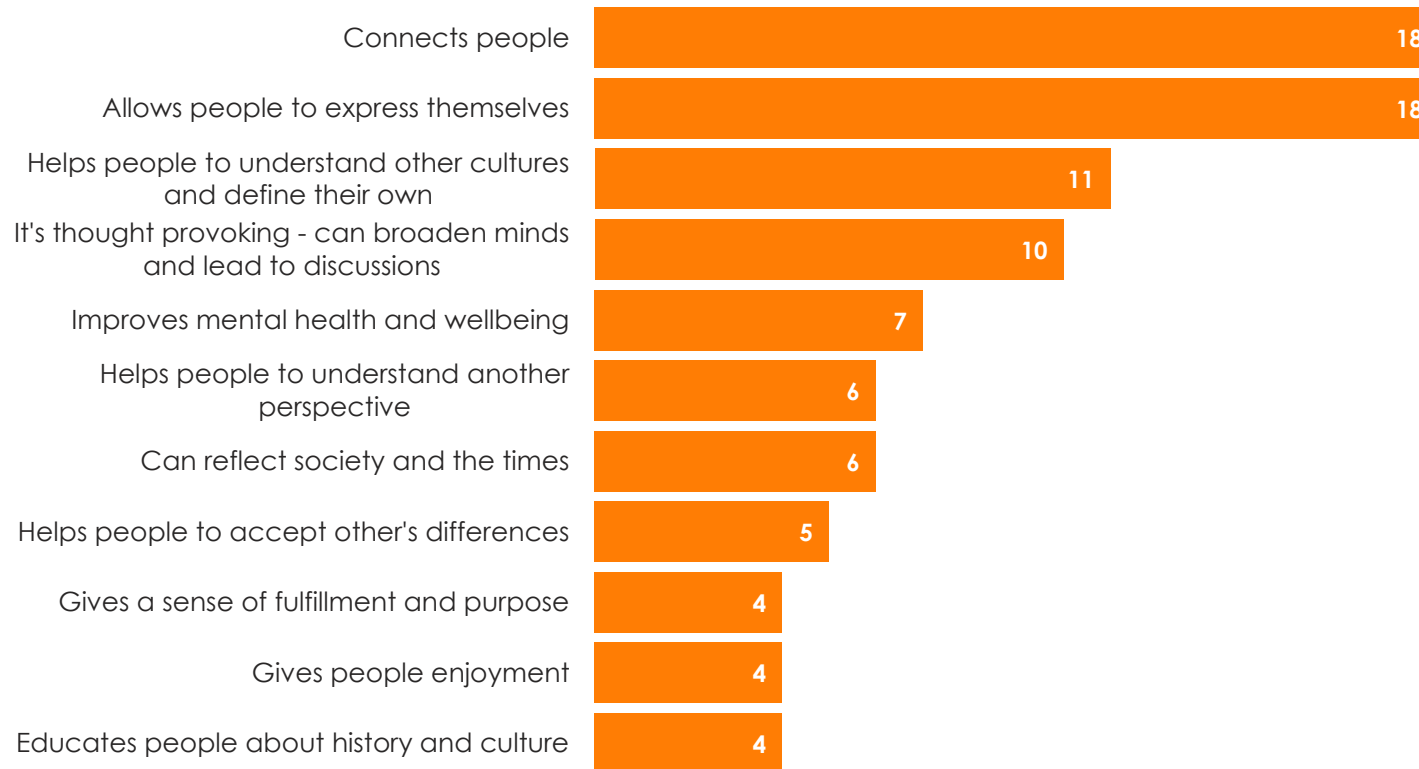
↑↓ = significantly higher / lower than all New Zealanders

Reasons why the arts improve society

Aucklanders say the arts improve society because they facilitate self-expression, build connection, and are an opportunity to learn and understand one another's perspectives.

For what reasons do you feel the arts improve society?

% Leading responses



Base: Respondents who feel the arts improve New Zealand society: Auckland residents 2023 (n=1,687)

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

Commentary

We asked the 65% of respondents who feel that the arts improve New Zealand society why this is. The chart opposite shows the leading reasons given.

Quotes

"They bring creativity and a different side of life to the forefront. Allowing people to express emotions in new ways and encouraging thought and opinion."

Woman, 30-39, NZ European and Māori, Albert-Eden

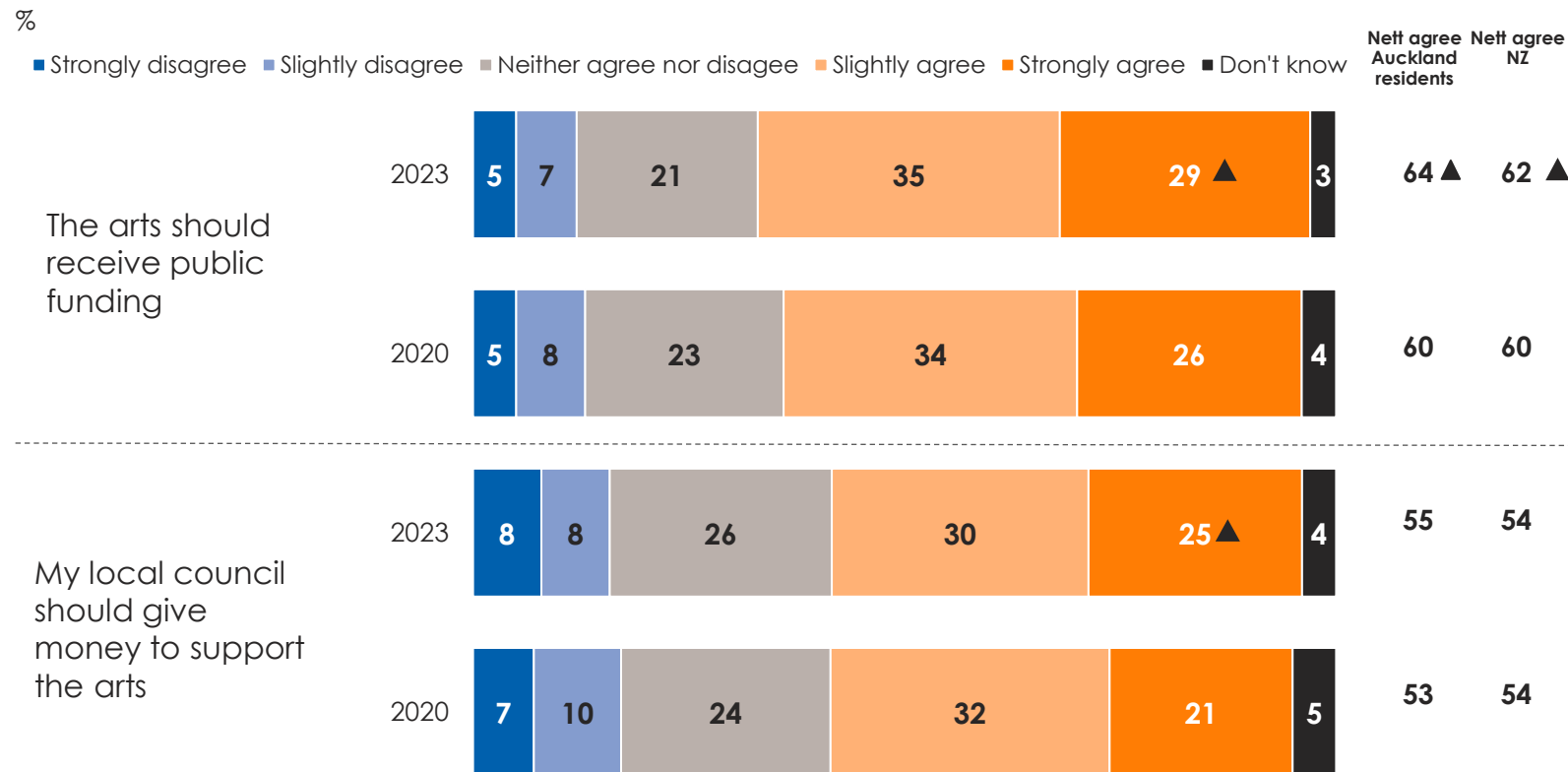
"It's a form of communication that people can identify with or relate to"

Man, 40-49, Asian, Ōrākei

Attitudes towards the arts: Funding support for the arts

Aucklanders' support for public funding of the arts has strengthened since 2020.

How much do you agree or disagree?



Commentary

These statements examine the strength of support for arts funding.

Nearly two thirds (64%) of Auckland residents believe that the arts should receive public funding.

This has increased since 2020 and is in line with the 2023 national average (62%).

Over half (55%) of Auckland residents believe Auckland Council should help fund the arts. The strength of this sentiment has increased since 2020 (25% strongly agree, an increase of four points).

This belief is in line with the national average (54%).

The following groups are more likely to agree the arts should receive public funding:

- Rainbow communities (73%)
- Women (69%)
- Kuia and koroua (65+) (68%)
- Auckland City (66%).

Base: All respondents: Auckland residents 2020 (n=1,910); 2023 (n=2,611); New Zealand: (n=6,527)

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

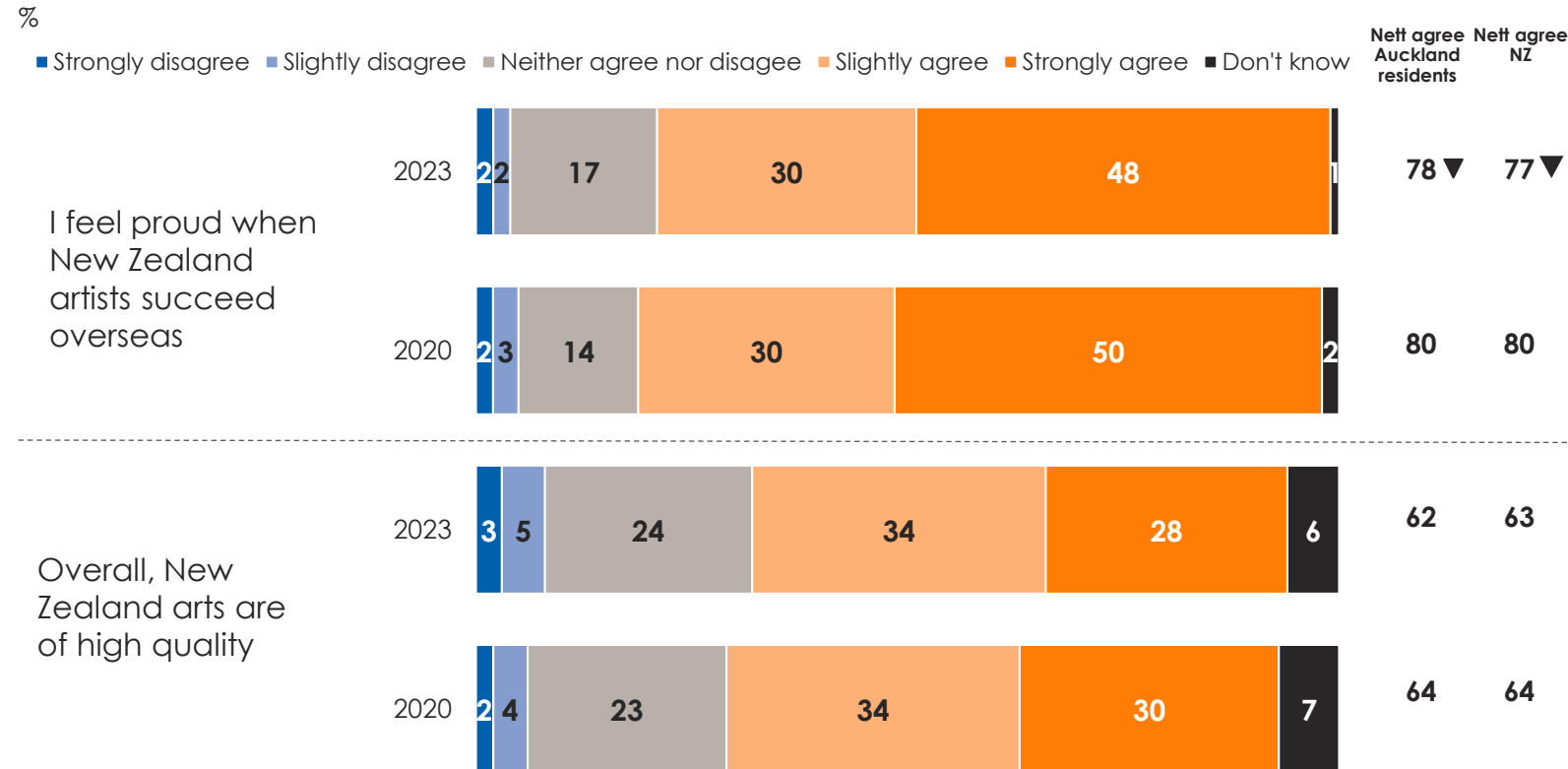
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

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

Most Aucklanders feel NZ arts are high quality and feel proud of our artists' overseas success, although the latter perception is a little less common than in 2020.

How much do you agree or disagree?



Commentary

These statements measure perceptions of quality of the arts in New Zealand and pride in seeing NZ artists succeed overseas.

Overall, 62% of Auckland residents agree that New Zealand arts are of high quality. This is comparable with 2020, and in line with the national average (63%).

Over three quarters (78%) of Auckland residents feel proud when New Zealand artists succeed overseas. This view has weakened slightly since 2020, but is in line with the national average (77%).

The following groups are more likely to feel proud when NZ artist succeed overseas:

- Māori (85%)
- Pacific peoples (84%).

Base: All respondents: Auckland residents 2020 (n=1,910); 2023 (n=2,611); New Zealand: (n=6,527)

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

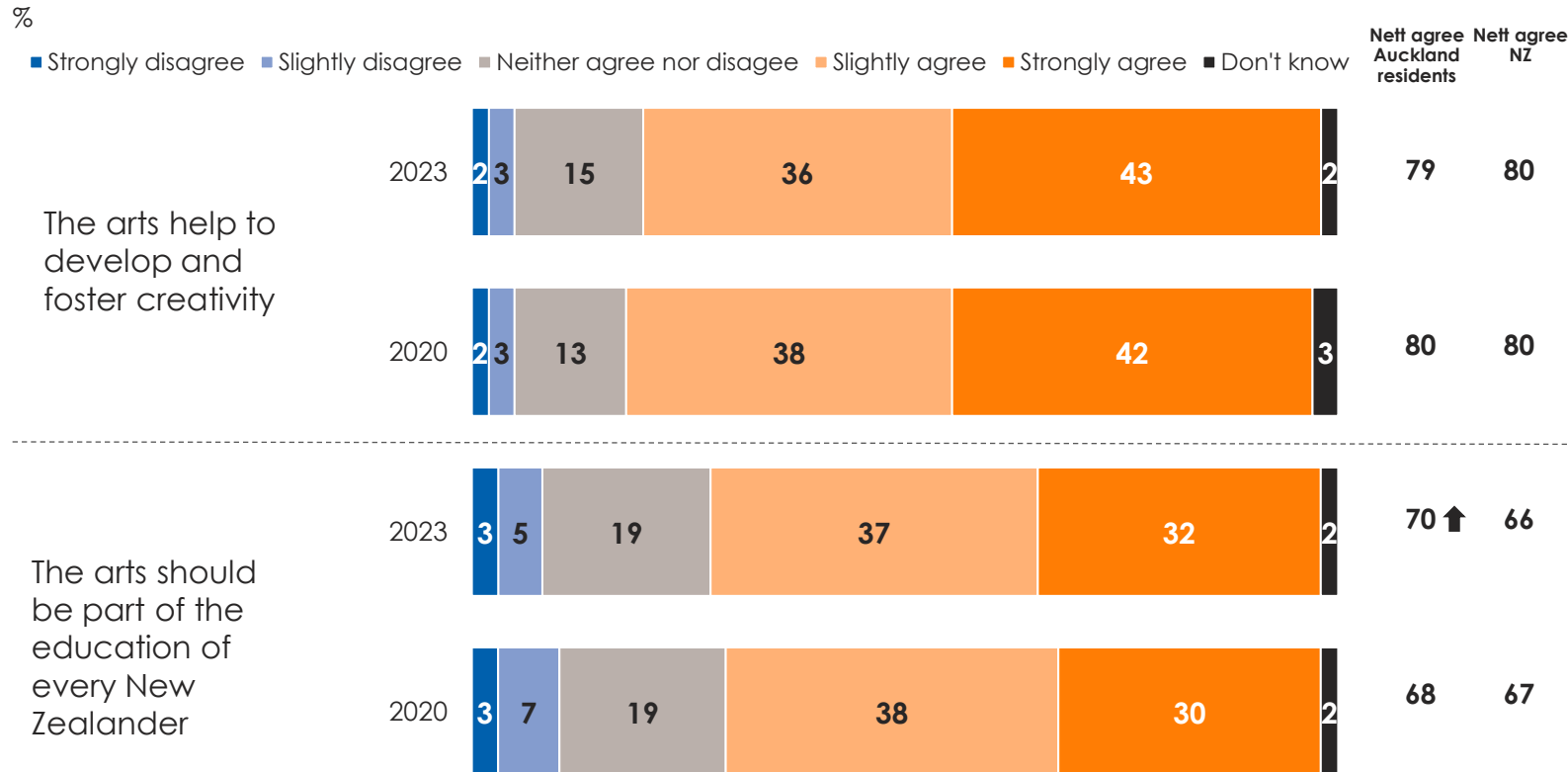
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Education and development

A large majority of Auckland residents recognise the value of the arts in fostering creativity and in turn most believe every New Zealander should be educated on the arts.

How much do you agree or disagree?



Commentary

These statements touch on the role of the arts in educating New Zealanders and fostering creativity.

Nearly eight in ten (79%) Auckland residents recognise the value of the arts in developing and fostering creativity.

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

Seven in ten (70%) Auckland residents believe the arts should be part of the education of every New Zealander.

This is comparable with 2020, and higher than the national average (66%).

The following groups are more likely to agree with at least one of these statements:

- Pacific peoples
- Kuia and koroua
- Women.

Base: All respondents: Auckland residents 2020 (n=1,910); 2023 (n=2,611); New Zealand: (n=6,527)

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

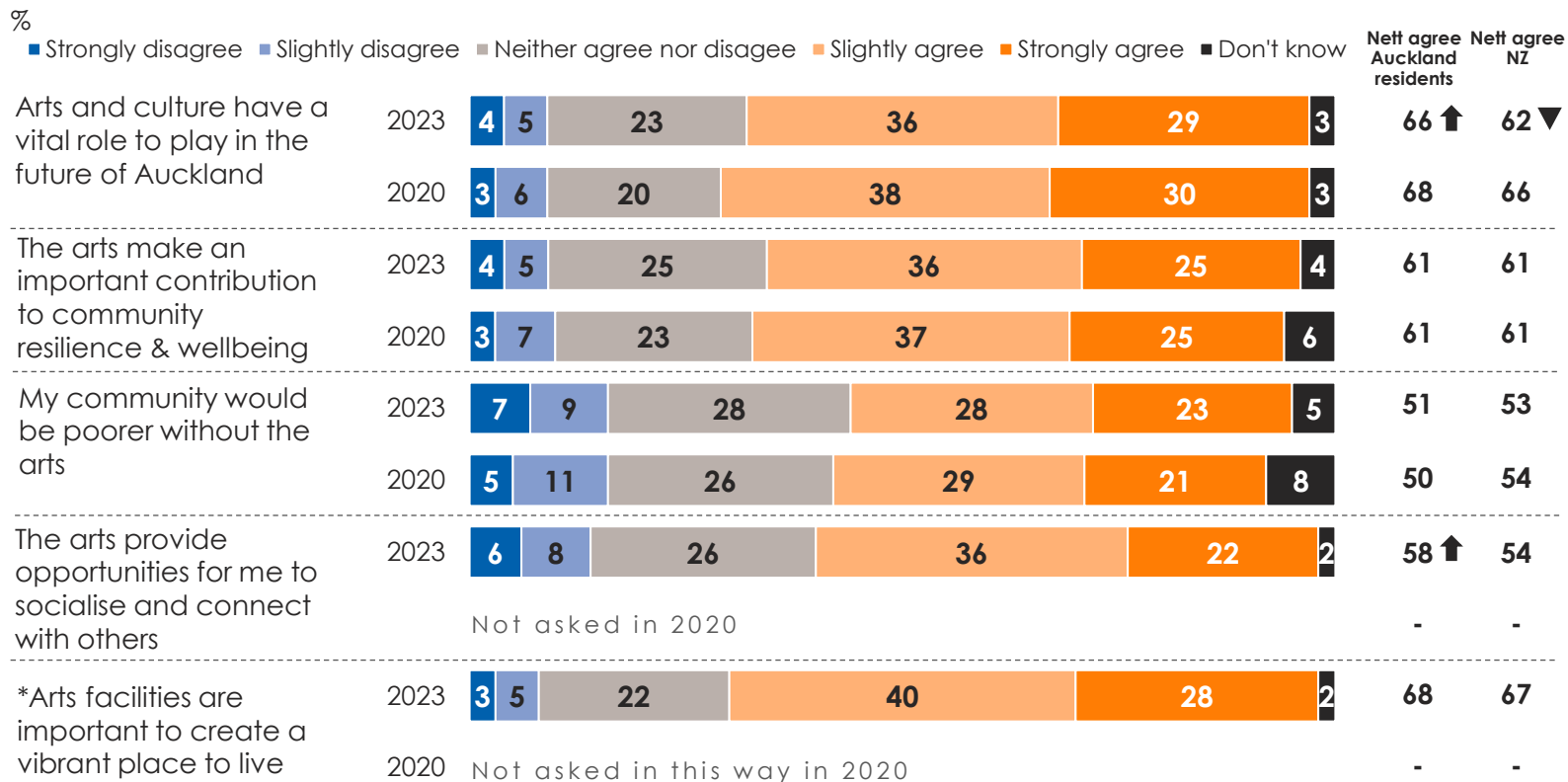
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

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

Compared with the average New Zealander, Aucklanders place a little more importance on the arts being vital to the future of the region and providing opportunities for socialising and connection.

How much do you agree or disagree?



Commentary

These statements cover the role of the arts in creating communities, and for the first time their role in supporting social connection.

Auckland residents are more likely than the national average to believe that arts and culture have a vital role to play in the future of Auckland.

The new 2023 measure shows that over half of Aucklanders value the arts for creating opportunities to socialise and connect. This is also higher than the national average.

Māori and Pacific peoples are more likely to see the role of the arts in creating communities – specifically, the arts' vital role in the future of Auckland, contributing to community resilience, and enabling individuals to connect socially.

Sole parent families are more likely to feel the arts give them opportunities to socialise and connect. Rainbow communities are more likely to see the vital role the arts have in the future of Auckland.

Base: All respondents: Auckland residents 2020 (n=1,910); 2023 (n=2,611); New Zealand: (n=6,527)

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

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

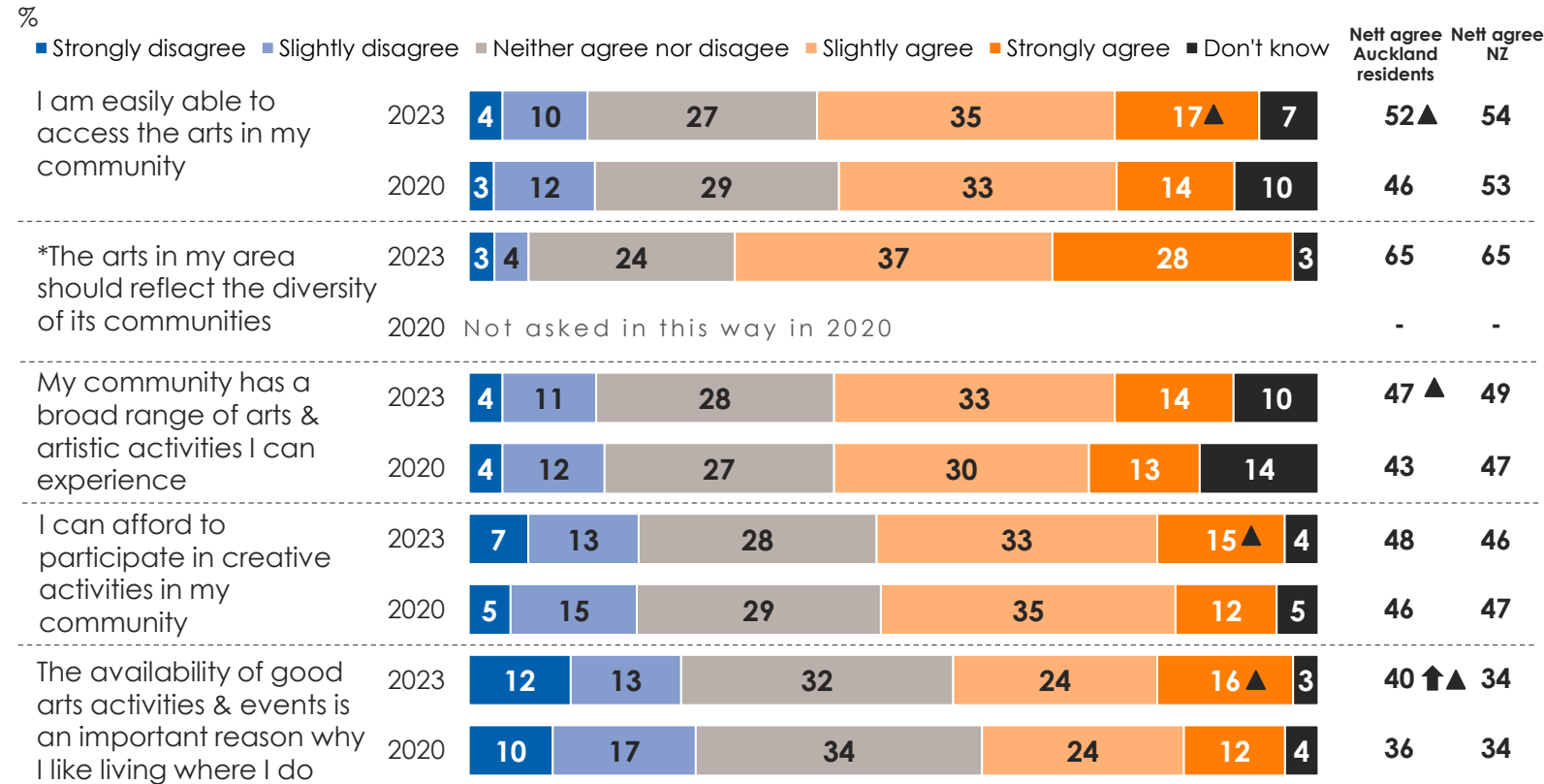
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

Attitudes towards the arts: Accessibility and inclusiveness

Aucklanders' perceptions of the accessibility and range of the arts in their communities has strengthened since 2020.

How much do you agree or disagree?



Commentary

These perceptions measure whether the arts are accessible and inclusive.

Around two thirds of Auckland residents feel the arts should reflect the diversity of their community. While only around half feel they can easily access the arts in their community, this has improved since 2020 (up six points to 52%).

Four in ten Auckland residents feel the availability of good art activities and events is an important reason why they like living where they do; this belief has increased since 2020 and is higher than the national average.

Since 2020, more Aucklanders also feel that their community has a broad range of arts and artistic activities they can experience.

The following groups are more likely to agree that the arts should reflect the diversity of its communities:

- Pacific peoples (74%)
- Māori (72%)
- 18-29 years (72%).

The following groups are more likely to say the availability of good arts events is why they enjoy living where they do:

- Sole parent families (47%)
- Asian Aucklanders (46%)
- Māori (45%).

Base: All respondents: Auckland residents 2020 (n=1,910); 2023 (n=2,611); New Zealand: (n=6,527)

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

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

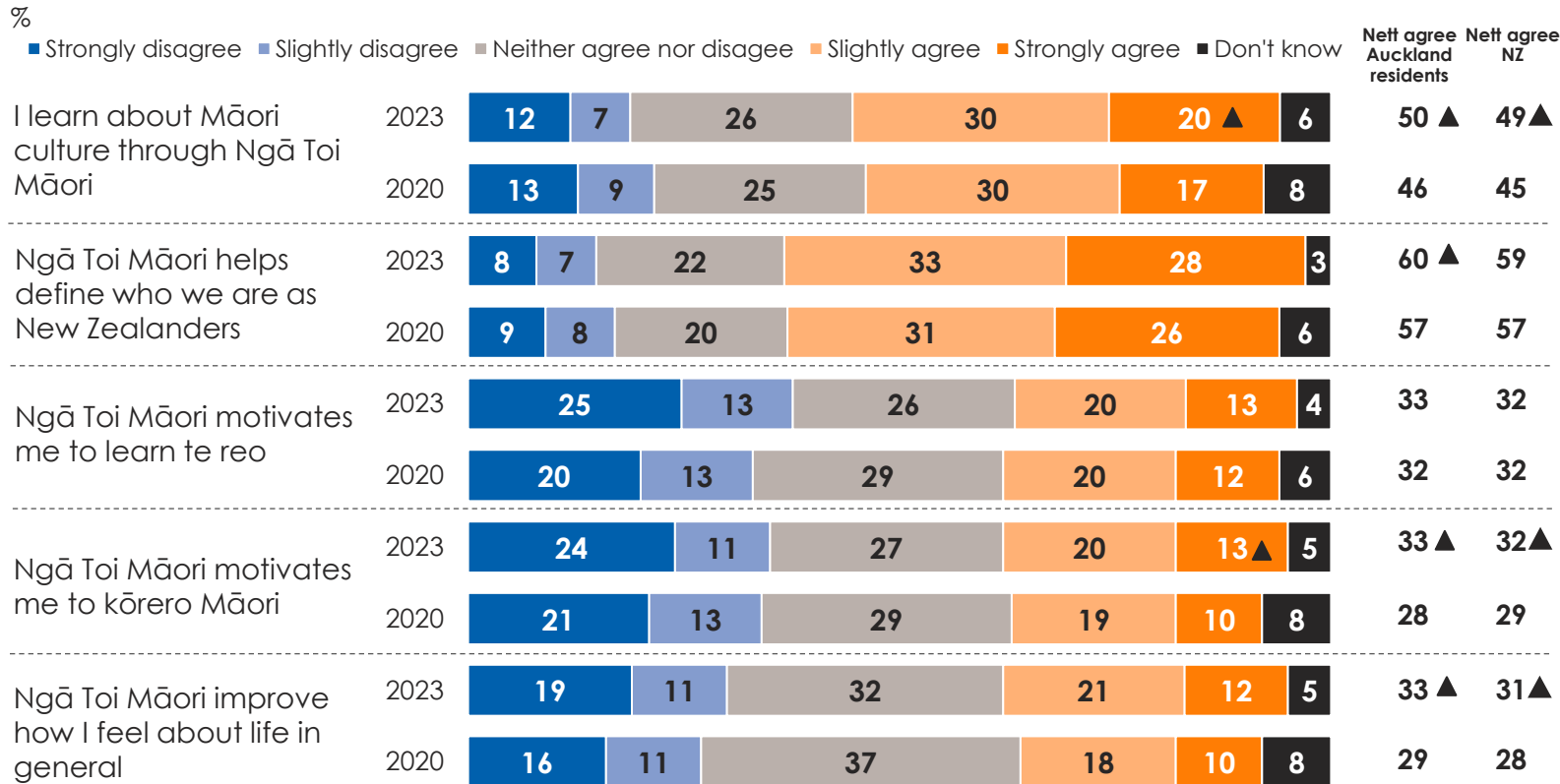
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

Attitudes towards Ngā Toi Māori (Māori arts)

Ngā Toi Māori plays a bigger role in the lives of Aucklanders in 2023, including learning about Māori culture and speaking te reo Māori.

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



Commentary

These statements measure the benefits people experience from Ngā Toi Māori.

Most commonly, Auckland residents feel Ngā Toi Māori helps shape our identity as New Zealanders and enables us to learn about Māori culture. Both these perceptions have become more common in the Auckland region over the last three years.

Since 2020, more Auckland residents also believe that Ngā Toi Māori motivates them to kōrero Māori (33%) and improves how they feel about life in general (33%).

Māori Aucklanders are more likely than non-Māori to believe Ngā Toi Māori:

- Is a learning tool for Māori culture (68% of Māori in Auckland)
- Helps define who we are as NZers (75%)
- Motivates them to learn te reo (66%)
- Motivates them to kōrero Māori (68%)
- Improves how they feel about life in general (64%).

Base: All respondents: Auckland residents 2020 (n=1,910); 2023 (n=2,611); New Zealand: (n=6,527)

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

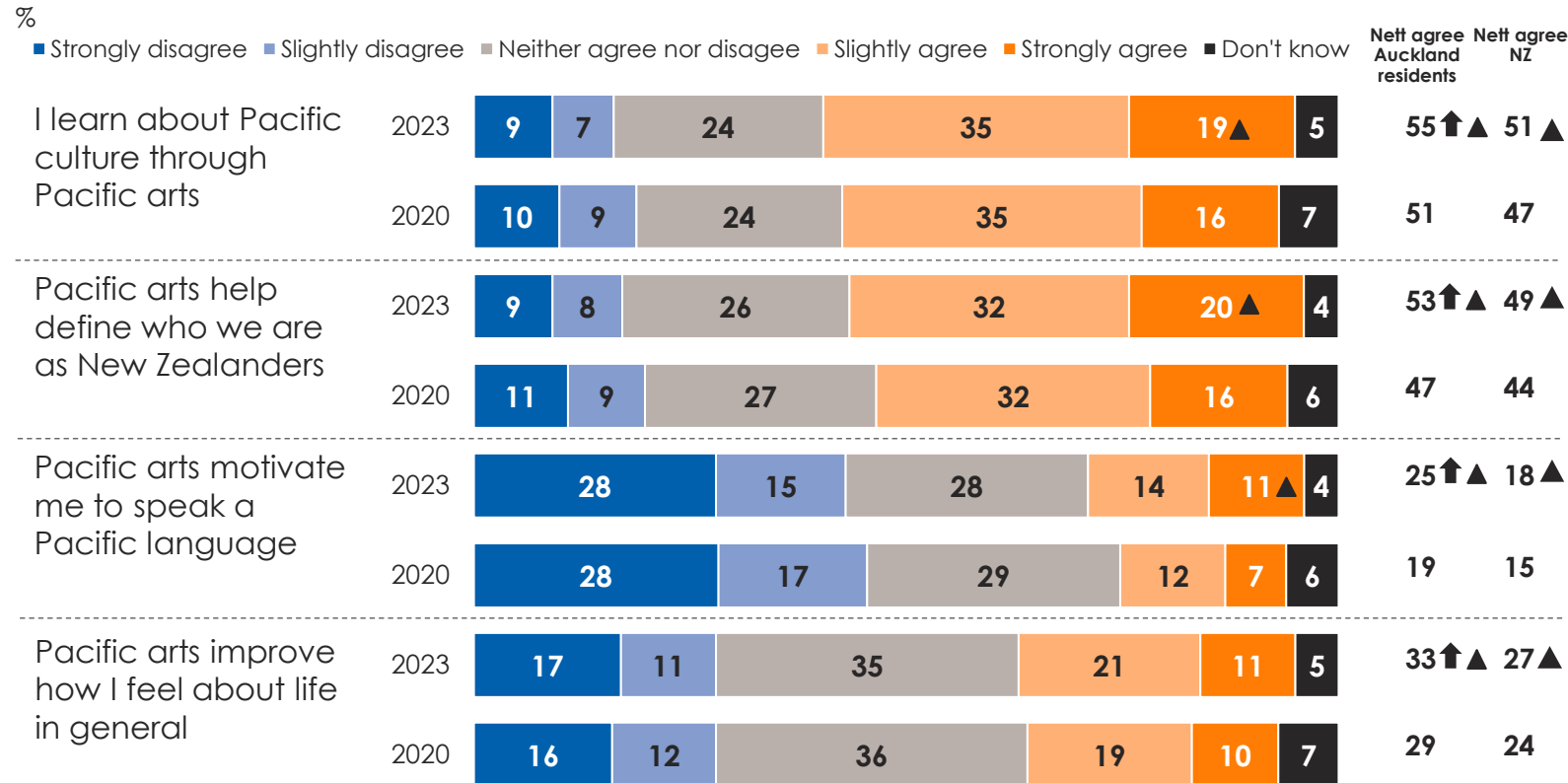
▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

Attitudes towards Pacific arts

More Aucklanders have also embraced Pacific arts since 2020, with higher proportions of Aucklanders experiencing each of the four benefits measured.

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



Commentary

These statements cover the benefits people experience from the Pacific arts.

Most commonly, Auckland residents feel that Pacific arts helps define who we are as New Zealanders and teach us about Pacific culture.

Since 2020, all four beliefs about the Pacific arts have become more common. Further, Aucklanders' views of Pacific arts are more positive than those shown by the national averages (for all four measures).

All four beliefs are most common among Pacific peoples in Auckland. Pacific arts:

- are a learning tool for Pacific culture (73% of Pacific peoples)
- help define who we are as NZers (77%)
- motivates them to speak a Pacific language (65%)
- improves how they feel about life in general (66%).

Base: All respondents: Auckland residents 2020 (n=1910); 2023 (n=2611); New Zealand: (n=6527)

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

▲▼ = significantly higher / lower than 2020

↑↓ = significantly higher / lower than all New Zealanders

Overall engagement, attendance and participation

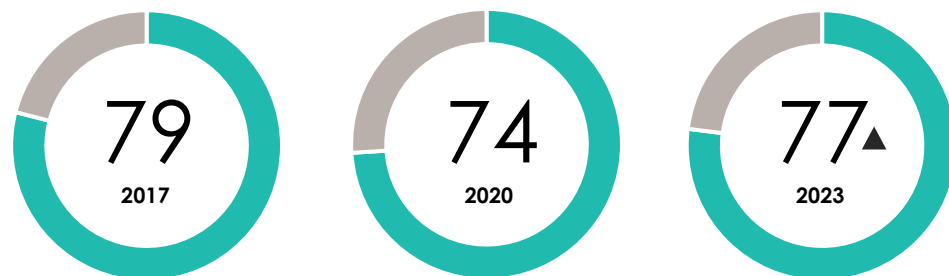
Overall engagement

Aucklanders' overall engagement with the arts has risen since 2020.

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

%

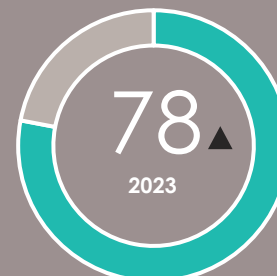
Auckland residents



Increase in overall engagement driven by:

- Devonport-Takapuna (up 13 points to 86%)
- Pacific peoples (up 7 points to 86%)
- 18-29 years (up 10 points to 83%)
- Women (up 4 points to 82%)
- Medium income households - \$51,000 to \$80,000 (up 10 points to 81%)

New Zealand



Commentary

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

77% of Auckland residents have engaged with the arts in the last 12 months. This is an increase of three points since 2020.

The level of engagement in Auckland is in line with the national average (78%).

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

Base: All respondents: Auckland residents 2017 (n=1,889), 2020 (n=1,910), 2023 (n=2,611); New Zealand: (n=6,527).

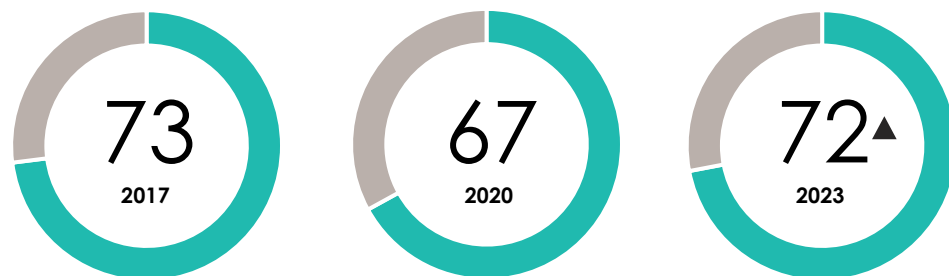
Overall attendance

Aucklanders' overall attendance at the arts has risen since 2020.

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

%

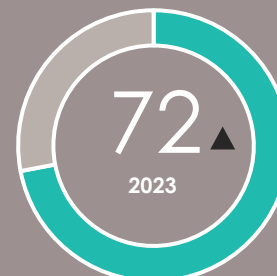
Auckland residents



Increase in overall attendance driven by:

- Māngere Ōtāhuhu (up 15 points to 82%).
- Pacific peoples (up 11 points to 82%)
- NZ European (up 5 points to 77%)
- Women (up 6 points to 77%)
- Medium to higher income households - \$51,000 to \$120,000 (up 9 points to 77%)
- 18-29 years (up 9 points to 76%)
- 50-69 years (up 12 points to 75%)

New Zealand



Commentary

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

Around seven in ten (72%) Auckland residents have attended at least one arts event or location in the last 12 months. This is an increase of five points since 2020 and is in line with the 2023 national average.

Attendance is higher for:

- Pacific peoples (82%)
- Sole parent families (80%)
- Māori (78%)
- Higher income households – between \$80,000 and \$120,000 (77%)
- Women (77%).

Base: All respondents: Auckland residents 2017 (n=1,889), 2020 (n=1,910), 2023 (n=2,611); New Zealand: (n=6,527).

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

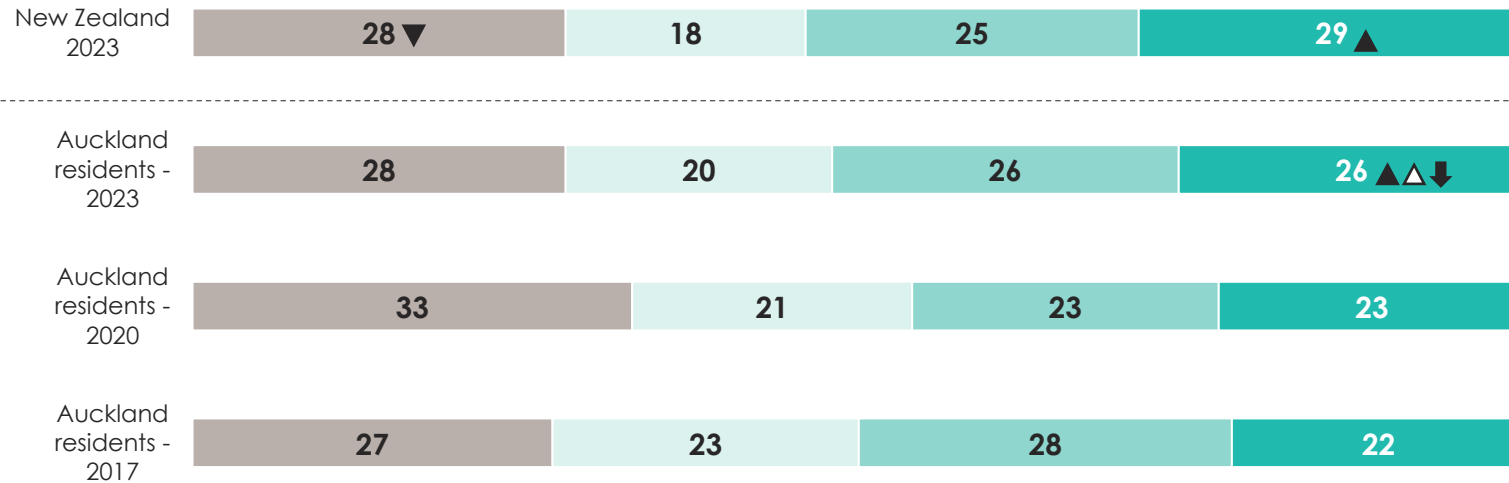
Frequency of attendance

Aucklanders' frequency of attending the arts has increased since 2020.

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

%

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



Commentary

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

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

- Did not attend any artform at all
- Attended one to three times
- Attended four to 10 times
- Attended more than 10 times.

Around half (52%) of Auckland residents have attended any artform more than three times in a year.

The proportion of Auckland residents attending 11+ times a year has increased since 2020 (up three points to 26%), although this is still a little lower than the national average (29%). Note, the 2023 level is also higher than the pre-Covid 2017 level.

Base: All respondents: Auckland residents 2017 (n=1,889), 2020 (n=1,910), 2023 (n=2,611); New Zealand: (n=6,527).

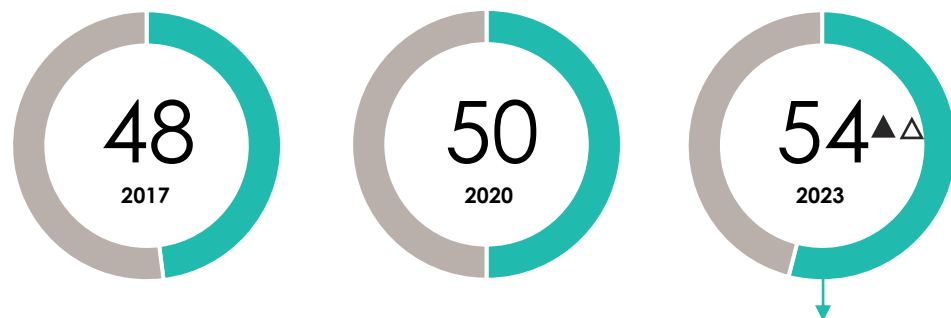
Overall participation

Aucklanders' overall participation in the arts has also risen since 2020, and is also higher than the pre-Covid 2017 measure.

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

%

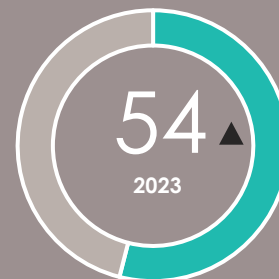
Auckland residents



Increase in overall participation driven by:

- Pacific peoples (up 9 points to 73%)
- Māori (up 9 points to 68%)
- Māngere Ōtāhuhu (up 14 points to 68%)
- 18-29 (up 15 points to 67%)
- 40-49 (up 9 points to 55%)
- Women (up 6 points to 62%)
- Medium to higher income households - \$51,000 to \$120,000 (up 10 points to 61%)
- Devonport-Takapuna (up 20 points to 56%)

New Zealand



Commentary

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

Over half (54%) of Auckland residents have participated in at least one artform in the last 12 months, an increase of four points since 2020.

Aucklanders' participation in the arts is the same as the national average.

Participation is more common among:

- Pacific peoples (73%)
- 15-29 years (70%)
- Māori (68%)
- Sole parent families (68%)
- Rainbow communities (63%)
- Women (62%)
- Medium to higher income households – Between \$50,000 and \$120,000 (61%).

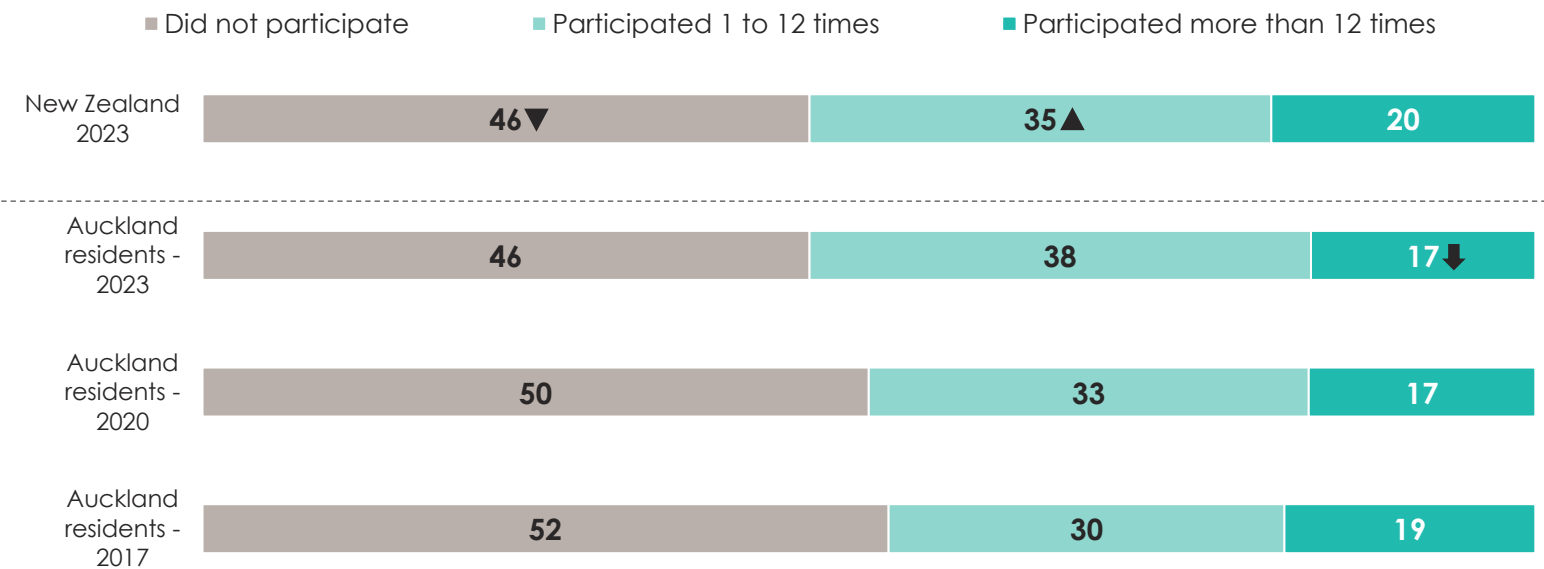
Base: All respondents: Auckland residents 2017 (n=1,889), 2020 (n=1,910), 2023 (n=2,611); New Zealand: (n=6,527).

Frequency of participation

The proportion of Aucklanders who participate in the arts especially frequently (i.e. more than 12 times a year) is similar to previous years.

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

%



Commentary

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

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

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

17% of Auckland residents participate in the arts on a more regular basis (more than 12 times a year). This has not changed since 2020 and is lower than the 2023 national average.

Base: All respondents: Auckland residents 2017 (n=1,889), 2020 (n=1,910), 2023 (n=2,611); New Zealand: (n=6,527).

Attendance by artform

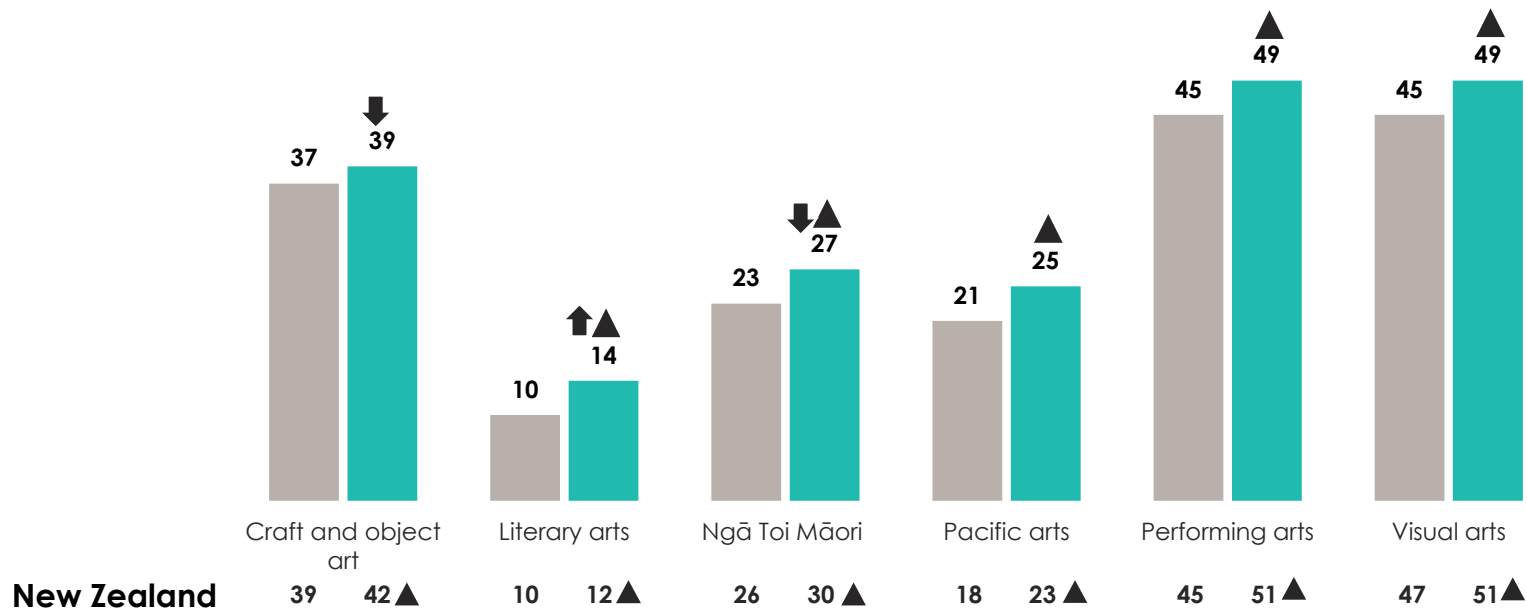
Attendance by artform

Aucklanders' attendance has risen across all artforms, reflecting the national picture.

Proportion who have attended the artform in the last 12 months

%

- Auckland residents - 2020
- Auckland residents - 2023



Commentary

This chart shows the proportions of Auckland residents who have attended each artform at least once in the last 12 months.

The most popular artforms for attendance are performing arts and visual arts.

Auckland residents are more likely than the national average to attend literary arts and less likely to attend Ngā Toi Māori and craft and object art.

Since 2020, more Auckland residents have attended:

- Visual arts
- Performing arts
- Pacific arts
- Ngā Toi Māori
- Literary arts.

Further analysis of each artform is presented on the following pages.

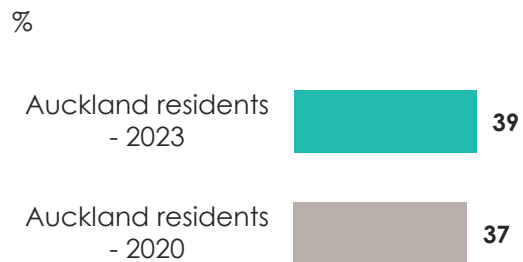
Base: All respondents: Auckland residents 2020 (n=1,910), 2023 (n=2,611); New Zealand: (n=6,527).

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

Craft and object art attendance

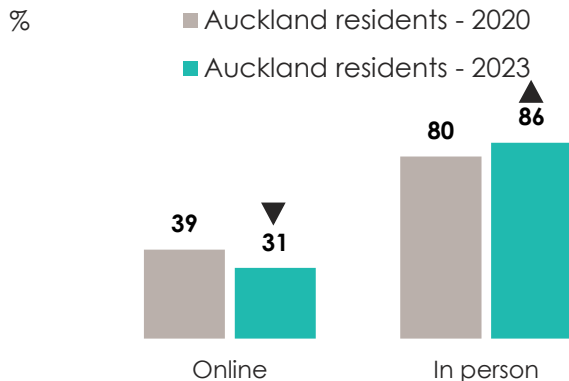
Nearly four in ten Aucklanders attended craft and object art in the last 12 months, with an increase in in-person attendance at the expense of online attendance.

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



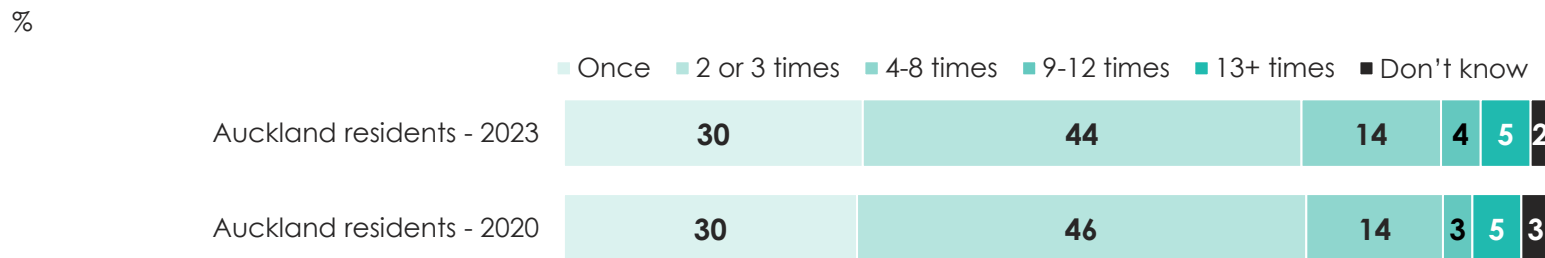
Base: All respondents: Auckland residents 2020 (n=1,910), 2023 (n=2,611).

Did you do this online or in person?



Base: All who attended craft and/or object art: Auckland residents 2020 (n=703), 2023 (n=1,037).

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



Base: All who attended craft and/or object art: Auckland residents 2020 (n=703), 2023 (n=1,037).

Commentary

This chart covers the overall level of craft and object art attendance, as well as the channel used and frequency of attendance (among attendees).

Overall, 39% of Auckland residents have attended craft and object art in the last 12 months.

This is comparable with 2020.

Attendees are increasingly more likely to attend craft and object art in person than online. This may relate to the relaxation of COVID19 in-person restrictions.

Most Auckland residents who attended craft and object art in the last 12 months did so one to three times (74%).

Literary arts attendance

Aucklanders' attendance of literary arts has increased since 2020, with less emphasis on online attendance.

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

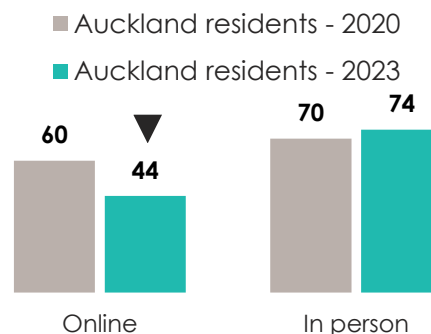
%



Base: All respondents: Auckland residents 2020 (n=1910), 2023 (n=2611).

Did you do this online or in person?

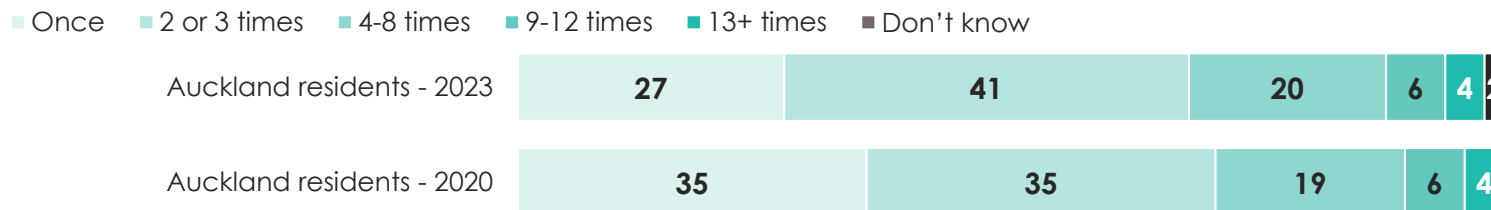
%



Base: All who attended literary arts: Auckland residents 2020 (n=209), 2023 (n=361).

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

%



Base: All who attended literary arts: Auckland residents 2020 (n=209), 2023 (n=361).

Commentary

This chart covers the overall level of literary arts attendance, as well as the channel used and frequency of attendance (among attendees).

Overall, 14% of Auckland residents have attended literary arts in the last 12 months; this is up four points since 2020.

Attendees are more likely to attend literary arts in person than online. Online attendance has dropped since 2020.

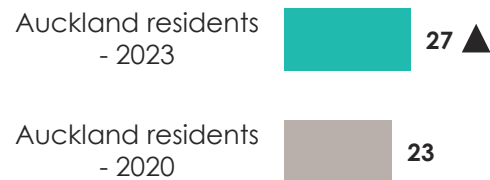
Most Auckland residents who attended literary arts did so one to three times (68%).

Ngā Toi Māori (Māori arts) attendance

Aucklanders' attendance at Ngā Toi Māori has increased since 2020, with channel preferences largely staying the same.

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

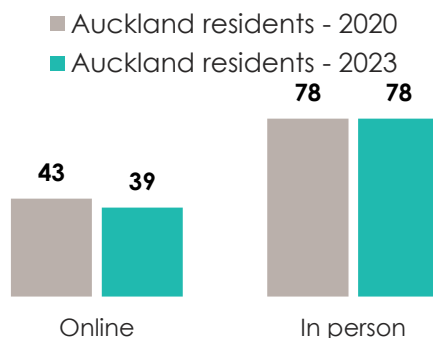
%



Base: All respondents: Auckland residents 2020 (n=1,910), 2023 (n=2,611).

Did you do this online or in person?

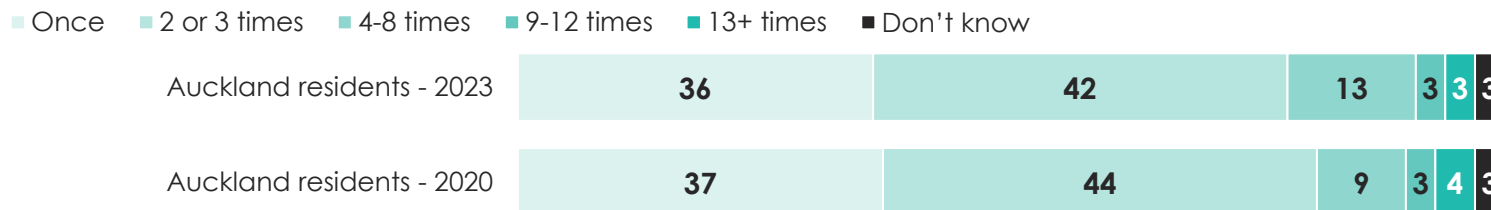
%



Base: All who attended Māori arts: Auckland residents 2020 (n=460), 2023 (n=732).

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

%



Base: All who attended Māori arts: Auckland residents 2020 (n=460), 2023 (n=732).

Commentary

This chart covers the overall level of Ngā Toi Māori attendance, as well as the channel used and frequency of attendance (among attendees).

Overall, 27% of Auckland residents have attended Ngā Toi Māori in the last 12 months. This has increased by four points since 2020.

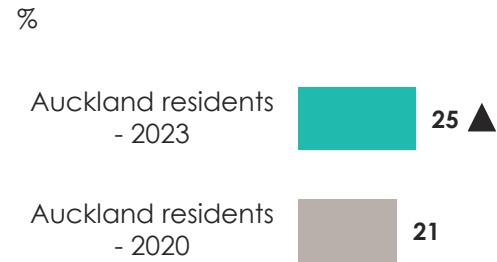
Attendees are more likely to attend Ngā Toi Māori in person than online.

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

Pacific arts attendance

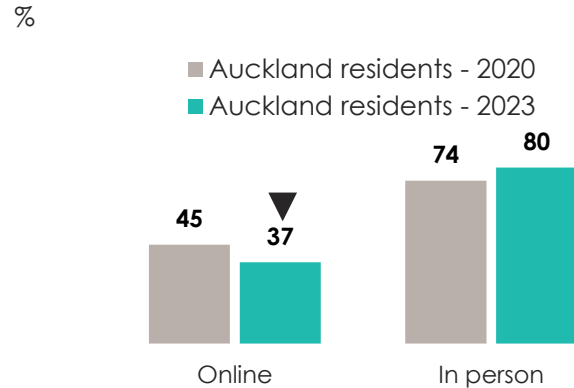
Aucklanders' attendance at Pacific arts has risen since 2020, but with less online attendance.

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



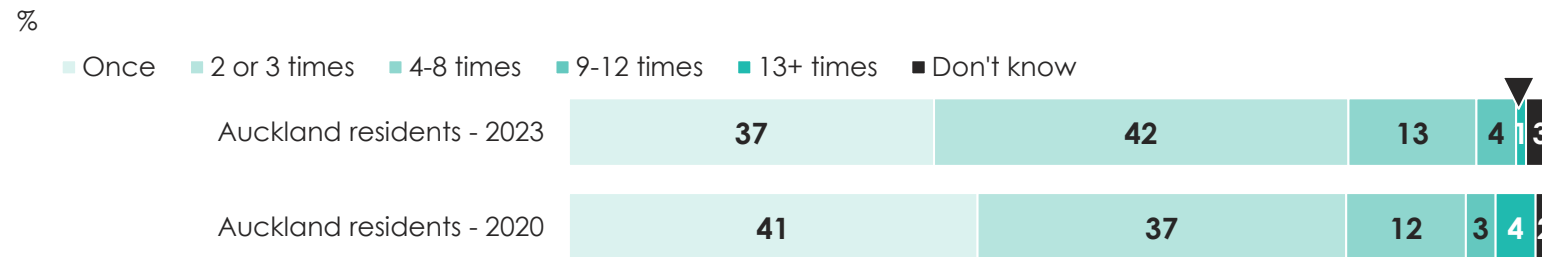
Base: All respondents: Auckland residents 2020 (n=1,910), 2023 (n=2,611).

Did you do this online or in person?



Base: All who attended Pacific arts: Auckland residents 2020 (n=408), 2023 (n=668).

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



Base: All who attended Pacific arts: Auckland residents 2020 (n=408), 2023 (n=668).

Commentary

This chart covers the overall level of Pacific arts attendance, as well as the channel used and frequency of attendance (among attendees).

One in four Auckland residents have attended Pacific arts events in the last 12 months (up four points since 2020).

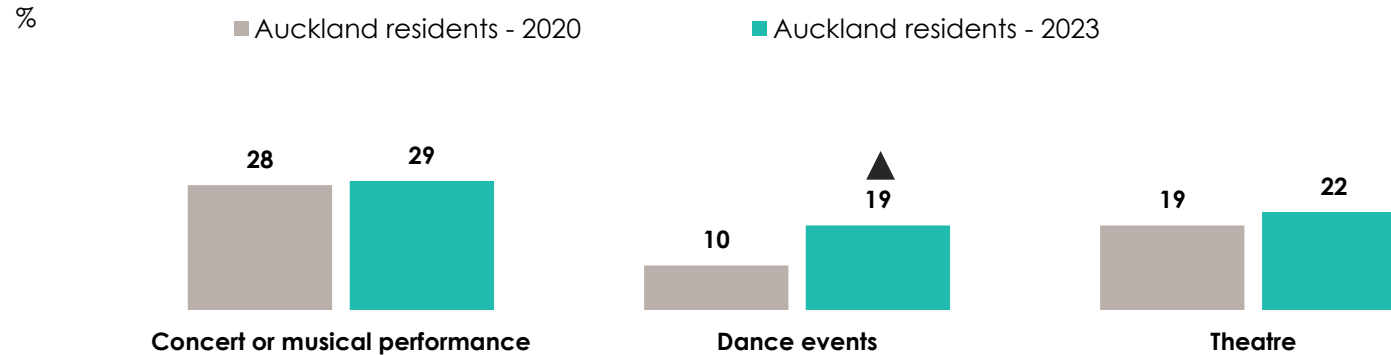
Attendees are more likely to attend Pacific arts events in person than online. Online attendance has decreased.

Most Auckland residents who attended Pacific arts events in the last 12 months did so one to three times (79%).

Performing arts attendance

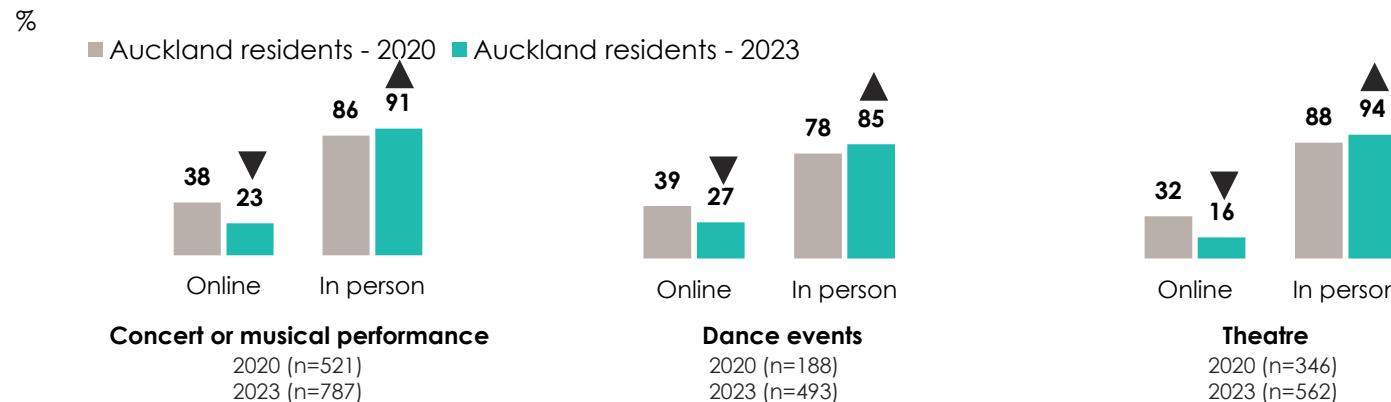
Aucklanders' attendance at dance events has risen since 2020. Preferences for in-person attendance over online attendance has increased for all artforms (among attendees).

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



Base: All who attended performing arts: Auckland residents 2020 (n=1,910), 2023 (n=2,611).

Did you do this online or in person?



Commentary

This chart shows the levels of performing arts attendance, as well as the channels attendees use.

Overall, around half (49%) of Auckland residents have attended the performing arts in the last 12 months.

In the last 12 months, 29% of Auckland residents have attended a concert or musical performance, 19% attended a dance event and 22% attended theatre.

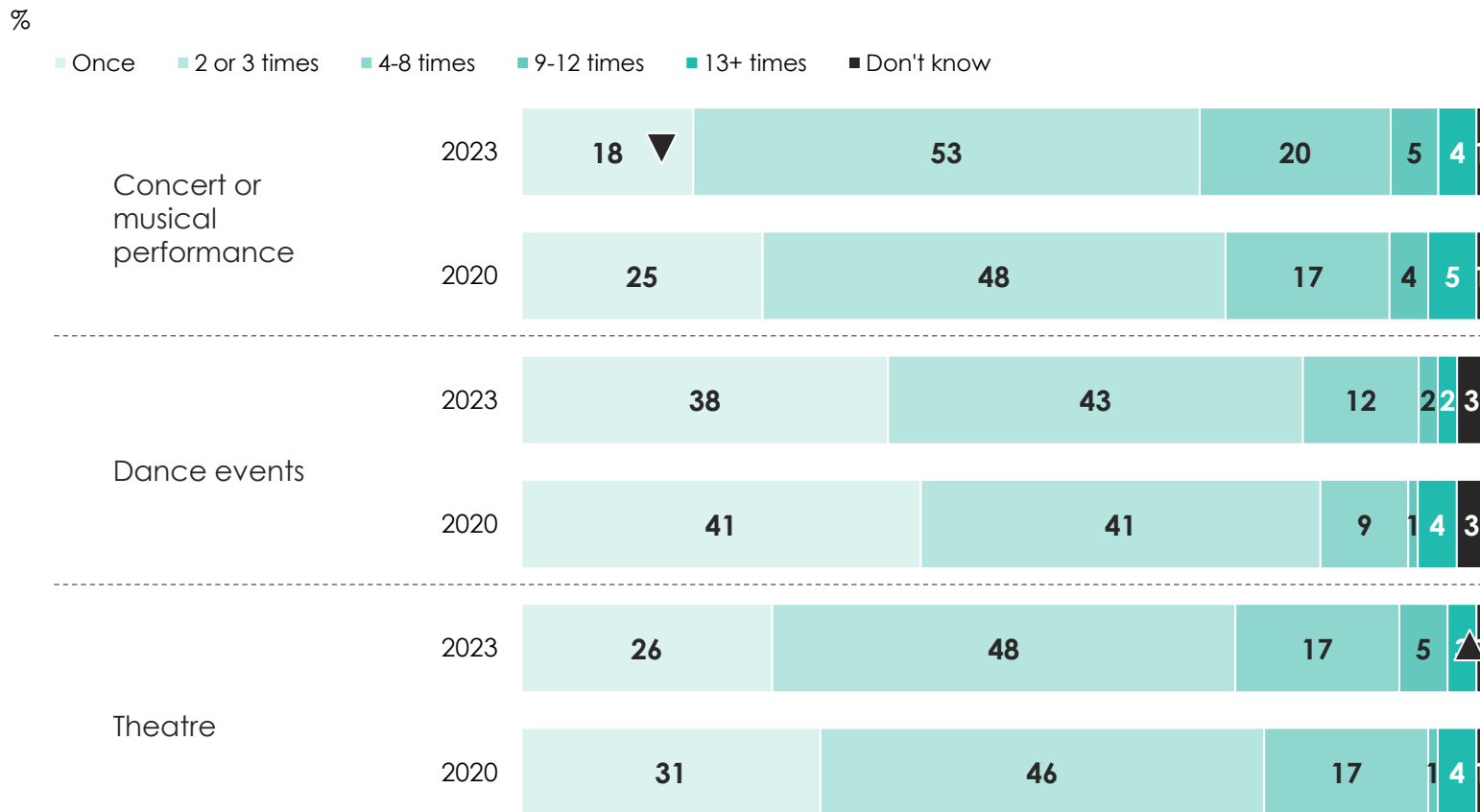
Dance events are attended more frequently than in 2020.

Auckland residents typically attend the performing arts in person, but between 16% and 27% of attendees attend each artform online. In-person attendance has increased since 2020 at the expense of online attendance.

Performing arts attendance

Aucklanders who attend concert or musical performances do so a little more frequently than in 2020.

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



Commentary

This chart examines the frequency of attending the performing arts.

Most Auckland residents who attended the performing arts in the last 12 months did so one to three times.

Concerts or musical performances are attended more frequently than in 2020.

Frequencies of attending dance events and theatre performances are similar to 2020.

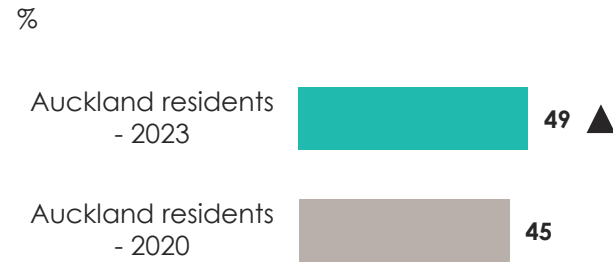
Base: All Auckland residents respondents who have attended each artform: n=521, n=787, n=188, n=493, n=346, n=562 respectively.

▲▼ = significantly higher / lower than 2020

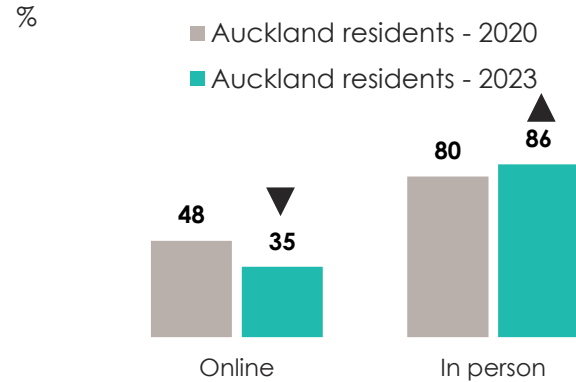
Visual arts attendance

Aucklanders' visual arts attendance has increased since 2020, with greater emphasis on in-person attendance at the expense of online attendance.

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



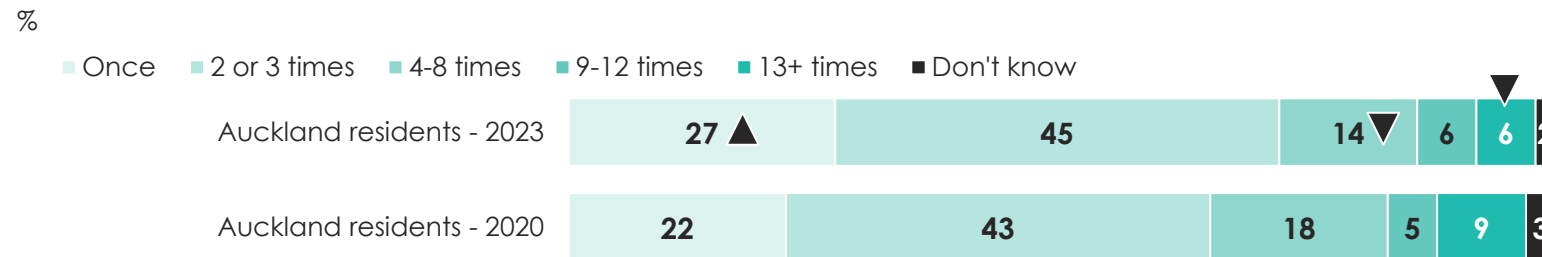
Did you do this online or in person?



Base: All respondents: Auckland residents 2020 (n=1,910), 2023 (n=2,611).

Base: All who attended visual arts: Auckland residents 2020 (n=864), 2023 (n=1,311).

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



Base: All who attended visual arts: Auckland residents 2020 (n=864), 2023 (n=1,311).

Commentary

This chart covers the overall level of visual arts attendance, as well as the channel used and frequency of attendance (among attendees).

Nearly half (49%) of Auckland residents attended the visual arts in the last 12 months. This is higher than in 2020.

A large majority (86%) of attendees did so in person and 35% attended online. Online attendance has decreased since 2020.

Among attendees of visual arts, one-timers are a little more common than in 2020. Around one in ten (12%) are enthusiasts of the visual arts, attending more than eight times in the 12-month period.

Visual arts attendance: impact of film festivals

Auckland visual arts attendees are a little more likely than their national counterparts to have attended a film festival in the last 12 months.

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

%

Auckland residents



Base: All who attended visual arts: Auckland residents 2020 (n=864), 2023 (n=1,311).

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

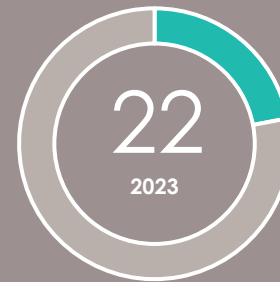
%

Auckland residents



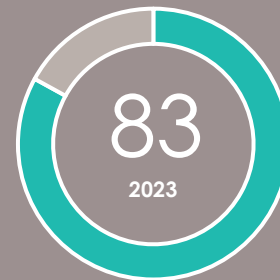
Base: All who attended film festivals: Auckland residents 2020 (n=210), 2023 (n=342).

New Zealand



Base: All who attended visual arts: New Zealand (n=3,386)

New Zealand



Base: All who attended film festivals: New Zealand (n=757)

Commentary

Here we give a breakdown of visual arts attendance by assessing the contribution that film festivals have in attracting Auckland residents to the visual arts (versus other visual arts).

Around one quarter (26%) of Auckland residents who have attended the visual arts, have attended a film festival in the last 12 months.

This is comparable with 2020, and higher than the 2023 national average (22%).

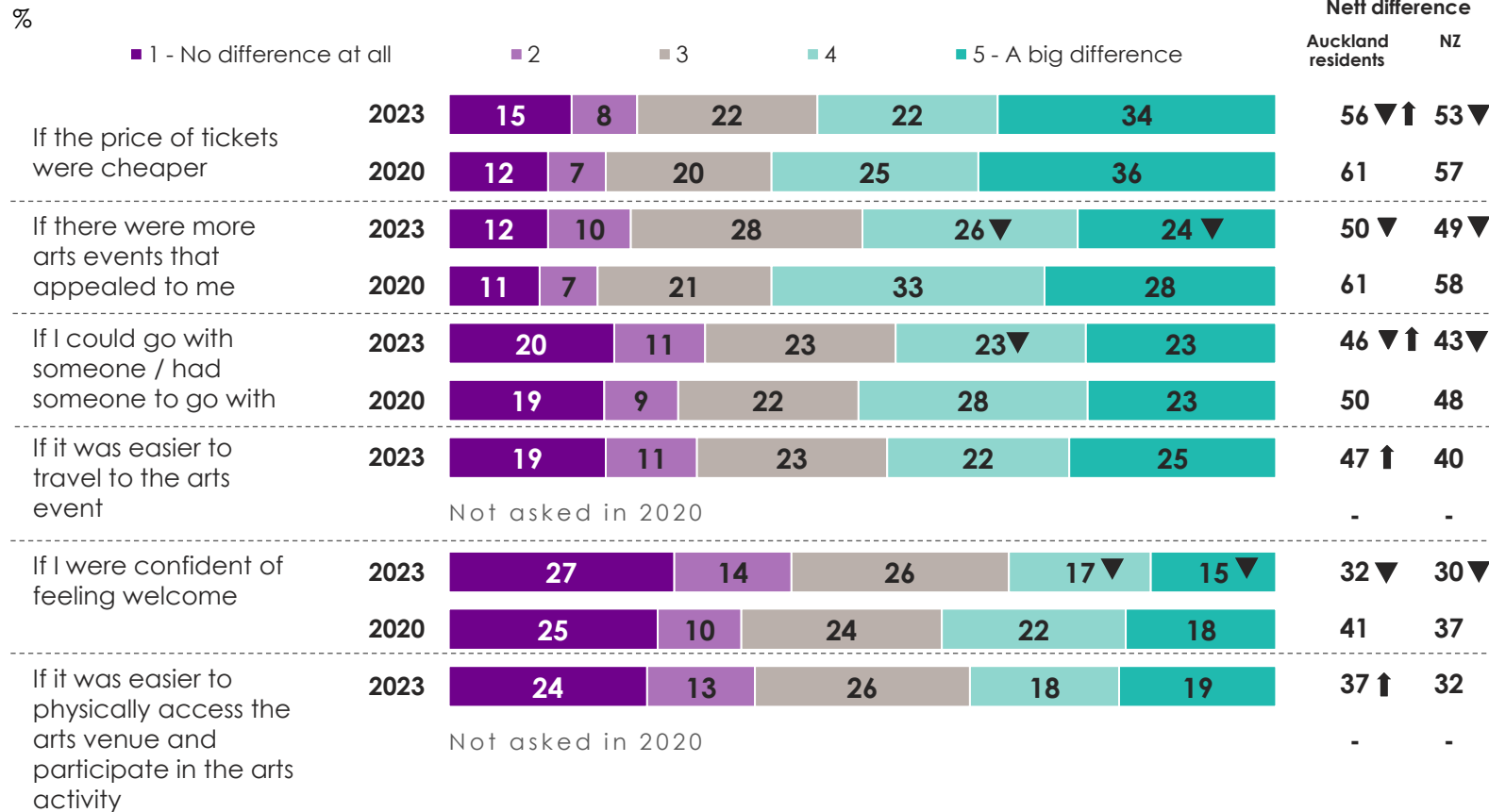
84% of those who have attended a film festival in the last 12 months have also attended other visual artforms.

This has not changed significantly since 2020 and is similar to the 2023 national average (83%).

Encouraging greater attendance in the arts

Offering cheaper tickets and more appealing events have the greatest potential for driving Aucklanders' attendance at the arts.

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



Commentary

We asked respondents what factors might encourage them to attend more often.

The top three factors are:

- Cheaper tickets (56%)
- More appealing events (50%)
- Easier travel to events (47%).

Cheaper tickets and easier travel to events are more prominent factors for the Auckland region than nationally.

Auckland residents aged 18-39 and Māori are more likely to say more appealing arts events would encourage them to attend more often (59% and 58%, respectively).

The following groups are more likely to say easier travel to arts events would encourage them to attend more often:

- Pacific peoples (55%)
- 15-17 years (55%)
- Asian Aucklanders (52%)
- Those with lower mental wellbeing (51%).

Base: All respondents who are interested in the arts but do not go much: Auckland residents 2020 (n=1,345), 2023 (n=1,848); New Zealand: (n=4,587).

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

Participation by artform

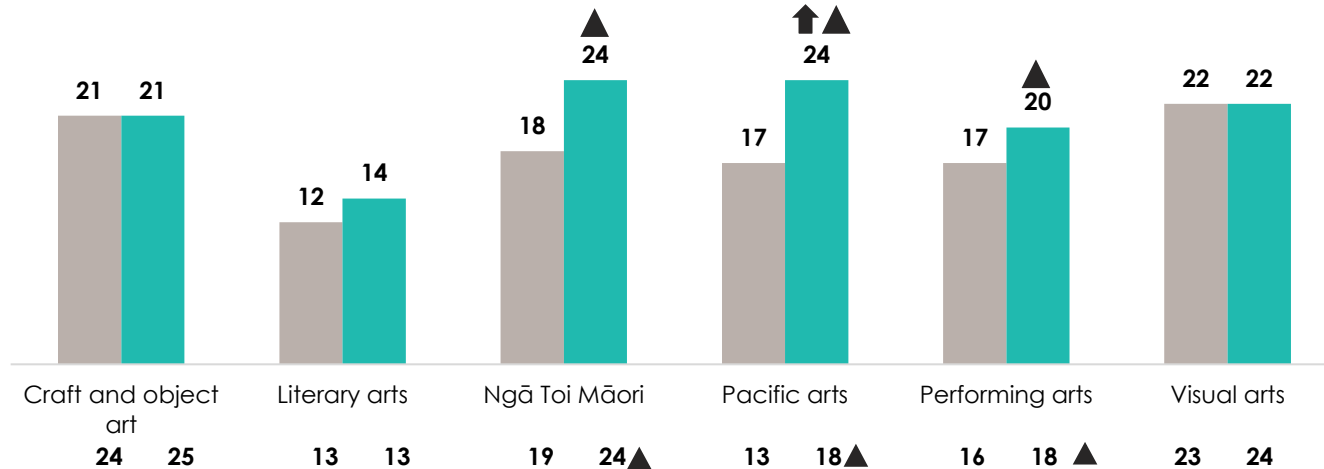
Participation by artform

More Aucklanders participate in Ngā Toi Māori, Pacific arts, and performing arts than in 2020.

Proportion who have participated in the artform in the last 12 months.

%

■ Auckland residents - 2020 ■ Auckland residents - 2023



New Zealand

Commentary

This chart shows the proportions of Auckland residents who have participated in each artform at least once in the last 12 months.

The most popular artforms for participation are Ngā Toi Māori and Pacific arts.

Since 2020, more Auckland residents have participated in:

- Ngā Toi Māori
- Pacific arts
- Performing arts

Auckland residents are more likely than the national average to participate in Pacific arts.

Further analysis of each artform is presented on the following pages.

Base: All respondents: Auckland residents 2020 (n=1,910), 2023 (n=2,611); New Zealand: (n=6,527).

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

Craft and object art participation

Consistent with 2021, around one in five Aucklanders participate in craft and object art. Participation is higher among sole-parent families, youth and Māori.

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

%

Auckland residents

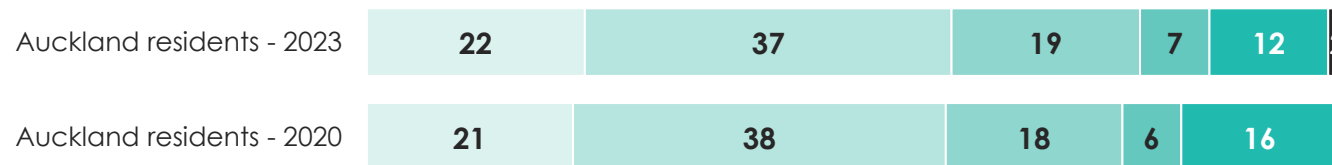


Base: All respondents: Auckland residents 2020 (n=1,910), 2023 (n=2,611).

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

%

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



Base: All who participated in craft and object art: Auckland residents 2020 (n=395), 2023 (n=598).

Commentary

This chart shows the level and frequency of craft and object art participation.

Around one in five (21%) Auckland residents participated in craft and object art in the last 12 months. This has not changed since 2020.

The following groups are much more likely to have participated in craft and object art in the last 12 months:

- Sole parent families (34%)
- 15-17 years (31%)
- Māori (30%).

19% of participants in craft and object art participate regularly (at least nine times in the last 12 months).

This is comparable with 2020.

Literary arts participation

One in seven Aucklanders participate in literary arts. This is higher among sole-parent families, Aucklanders under 30, and Māori.

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?

%

Auckland residents

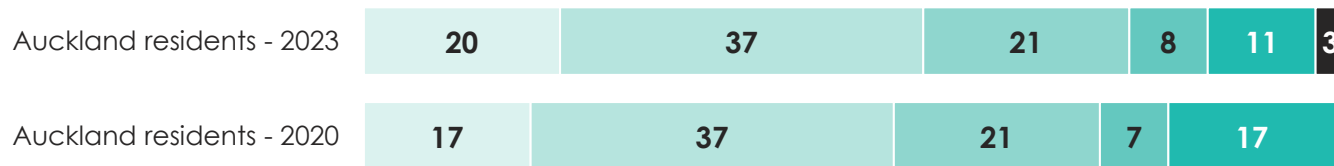


Base: All respondents: Auckland residents 2020 (n=1,910), 2023 (n=2,611).

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

%

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



Base: All who participated in literary arts: Auckland residents 2020 (n=237), 2023 (n=382).

Commentary

This chart shows the level and frequency of literary arts participation.

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

This is comparable with 2020.

The following groups are much more likely to have participated in literary arts in the last 12 months:

- 15-17 years (34%) and 18-29 years (24%)
- Sole parent families (25%)
- Māori (22%)
- Medium income households - \$51,000 to \$80,000 (21%).

19% of participants in literary arts participate regularly (at least nine times in the last 12 months).

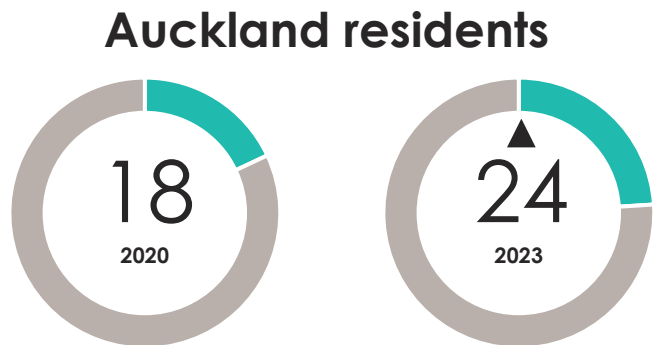
This is comparable with 2020.

Ngā Toi Māori participation

Aucklanders' participation in Ngā Toi Māori (Māori arts) has increased since 2020. Puoro (music) and Māori arts and cultural events are the most popular activities.

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

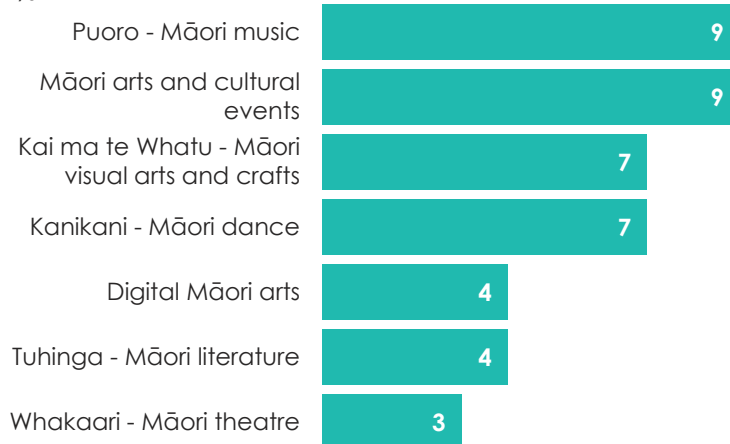
%



Base: All respondents: Auckland residents 2020 (n=1,910), 2023 (n=2,611).

Choose all the activities you have done.

%



Base: All respondents: Auckland residents 2023 (n=2,611).

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

%

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



Base: All who participated in Māori arts: Auckland residents 2020 (n=361), 2023 (n=653).

Commentary

This page covers the overall level and frequency of participation in Ngā Toi Māori (Māori arts), and participation in specific Ngā Toi Māori activities.

Around one quarter (24%) of Auckland residents participated in Ngā Toi Māori in the last 12 months, an increase of six points since 2020.

Further analysis shows that in 2023 54% of Māori Aucklanders and 21% of non-Māori Aucklanders participated in Ngā Toi Māori in the last 12 months.

The most popular Ngā Toi Māori activities are puoro (music) and Māori arts and cultural events, followed by kai mā te whatu (visual arts and crafts) and kanikani (Māori dance).

The following groups are much more likely to have participated in Ngā Toi Māori:

- Sole parent families (41%)
- Rainbow communities (34%)
- 15-39 years (33%)
- Pacific peoples (33%).

13% of participants in Ngā Toi Māori participate regularly (at least nine times in the last 12 months). Māori are more likely to participate regularly (26%).

This is comparable with 2020.

Pacific arts participation

Aucklanders' participation in Pacific arts has increased since 2020 – around one in four now participate. Participation is highest for Pacific music and Pasifika arts and cultural events.

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

%

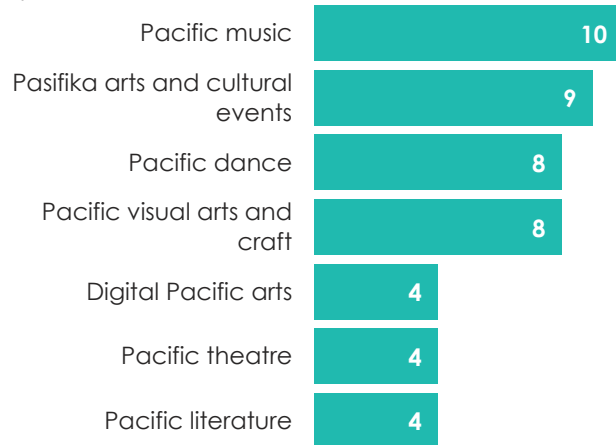
Auckland residents



Base: All respondents: Auckland residents 2020 (n=1,910), 2023 (n=2,611).

Choose all the activities you have done.

%

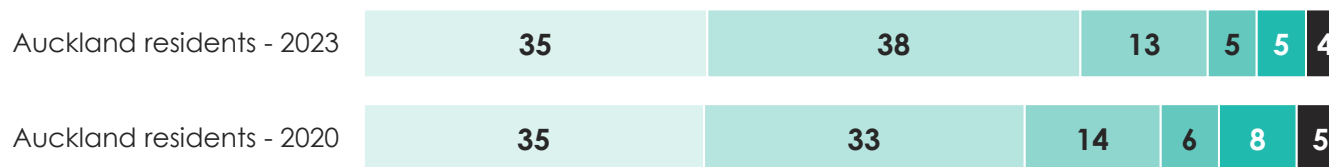


Base: All respondents: Auckland residents 2023 (n=2,611).

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

%

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



Base: All who participated in Pacific arts: Auckland residents 2020 (n=348), 2023 (n=619).

Commentary

This page covers the overall level and frequency of participation in Pacific arts, as well as participants' involvement in specific Pacific arts activities.

Participation in Pacific arts has increased, up seven points to 24% of Auckland residents.

Further analysis shows that in 2023, 59% of Pacific peoples in Auckland participated in Pacific Arts in the last 12 months.

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

10% of participants in Pacific arts participate regularly (at least nine times in the last 12 months).

This is comparable with 2020.

Performing arts participation

Aucklanders' participation in performing arts has increased since 2020. This growth is driven by more Aucklanders participating in singing or music-making and theatre.

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

%

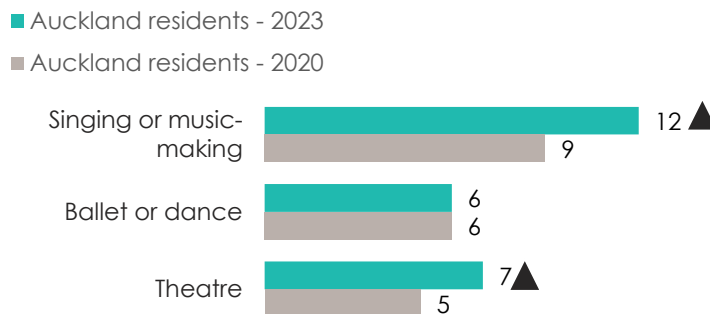
Auckland residents



Base: All respondents: Auckland residents 2020 (n=1,910), 2023 (n=2,611).

Which of these were you actively involved in?

%

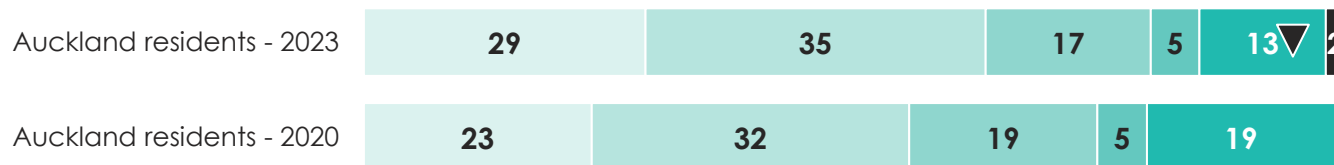


Base: All respondents: Auckland residents 2020 (n=1,910), 2023 (n=2,611).

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

%

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



Base: All who participated in performing arts: Auckland residents 2020 (n=337), 2023 (n=515).

Commentary

This page covers the level and frequency of performing arts participation.

One in five (20%) of Auckland residents participated in performing arts in the last 12 months, an increase of three points since 2020.

Singing or music making remains the most popular type of performing arts for Auckland residents to take part in. Participation in this, along with theatre, has increased since 2020.

The following groups are much more likely to have participated in performing arts in the last 12 months:

- 15-17 (42%)
- Māngere Ōtāhuhu (32%)
- Sole parent families (32%)
- Manurewa (30%)
- Pacific peoples (29%)

18% of participants in the performing arts participate regularly (at least nine times in the last 12 months).

This is lower than 2020.

Visual arts participation

Consistent with 2020, just over one in five Aucklanders participated in the visual arts in the last 12 months. This is higher among youth and sole-parent families.

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

%

Auckland residents

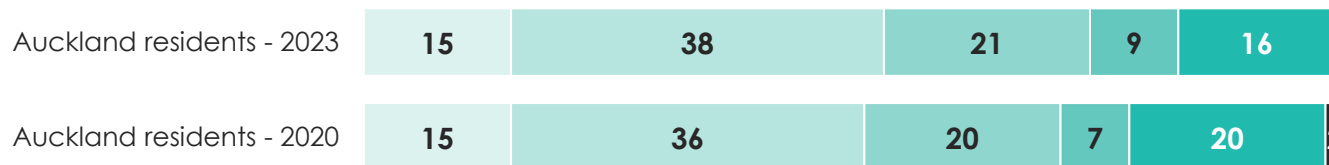


Base: All respondents: Auckland residents 2020 (n=1,910), 2023 (n=2,611).

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

%

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



Base: All who participated in visual arts: Auckland residents 2020 (n=417), 2023 (n=617).

Commentary

This page covers the level and frequency of visual arts participation.

Around one in five (22%) Auckland residents participated in the visual arts in the last 12 months. This is in line with 2020.

The following groups are much more likely to have participated in visual arts in the last 12 months:

- 15-17 years (39%)
- Sole parent families (34%).

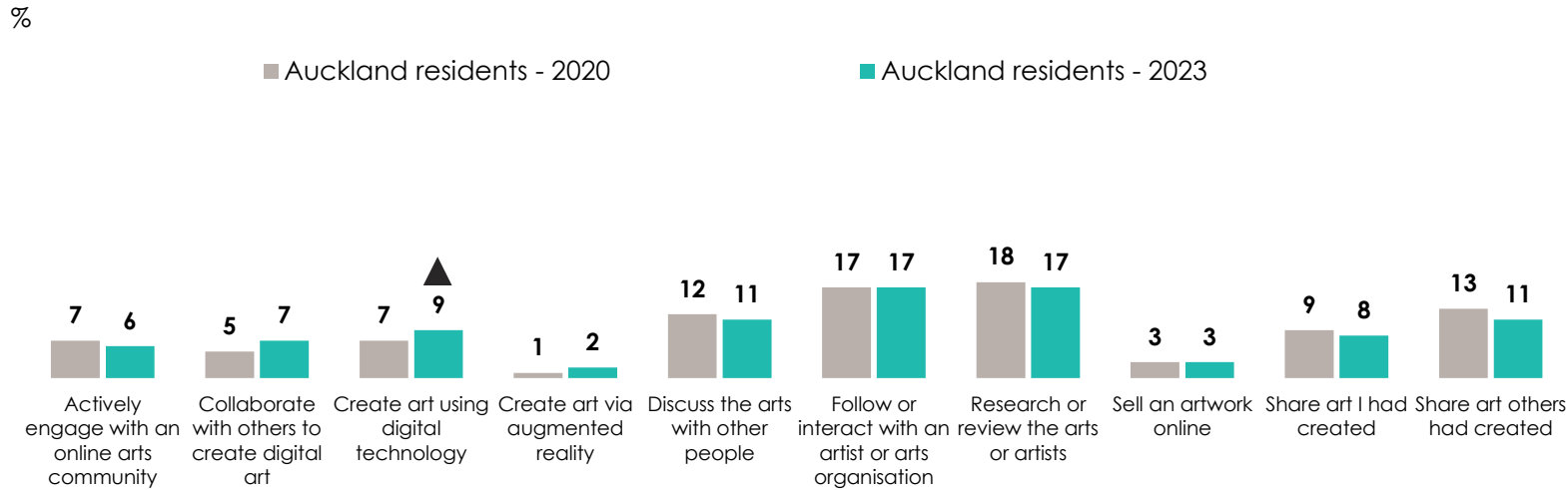
25% of participants in the visual arts participate regularly (at least nine times in the last 12 months).

This is comparable with 2020.

Use of digital technology for arts activities

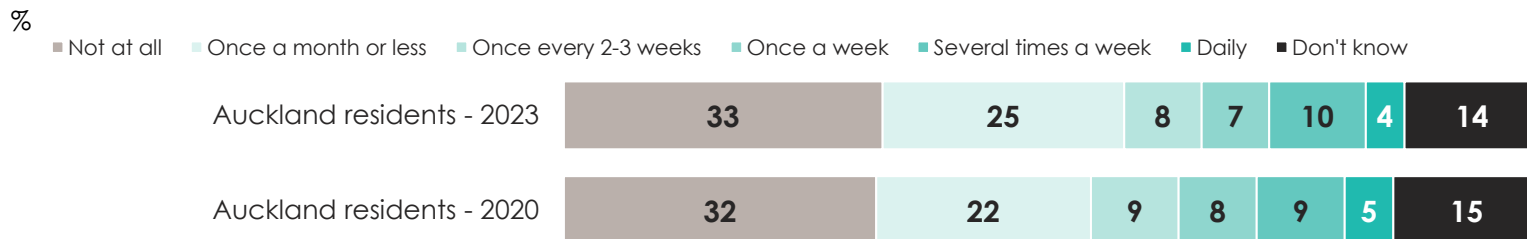
Four in ten Aucklanders use digital technology for the arts, most commonly for research or reviews or to follow or engage with an artist or arts organisation.

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



Base: All respondents: Auckland residents 2020 (n=1,910), 2023 (n=2,611).

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



Base: All respondents: Auckland residents 2020 (n=1,910), 2023 (n=2,611).

Commentary

This page covers Auckland residents' use of digital technology to engage with arts activities and frequency of digital art consumption.

40% of Auckland residents have used digital technology for arts activities in 2023.

In terms of frequency, 14% of Auckland residents look or listen to the arts online at least weekly. This has not changed significantly since 2020.

The most popular activities are:

- Researching or reviewing the arts or artists
- Following or interacting with an artist or arts organisation
- Sharing art others have created
- Discussing the arts with other people.

Audience Summaries



Audience Summary reports

Additional analysis of audiences of interest

Auckland Council partnered with Creative New Zealand to include a larger sample of Auckland residents, providing more statistically robust evidence for the region. This boosted sample size also enabled additional summary reports for Auckland Council's audiences of interest:

- Kuia and Koroua (65+)
- Rainbow communities
- Sole Parent Families
- Low-income Households
- Lower mental wellbeing

These audience summaries help to create a picture of the diverse lived experience of Aucklanders and provide insights into how different communities engage with the arts.

Summary: Kuia and koroua (aged 65+) and the arts

Auckland kuia and koroua are among Auckland's strongest advocates and supporters of the arts. They especially recognise the value the arts bring to communities including economic benefits. This support translates to good attendance of the arts (kuia and koroua attendance is on par with Aucklanders on average). However, kuia and koroua are less likely to participate in the arts and this may help to explain their weaker attitudes relating to personal connection. For those kuia and koroua who don't attend as much as they would like, cheaper tickets and easier travel to events are the top two influencers on greater attendance.

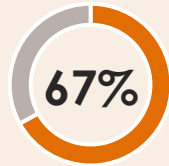
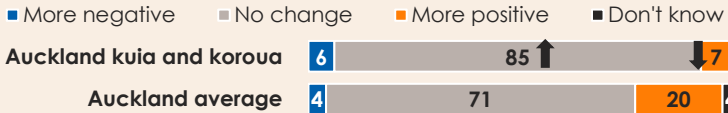
Method: Online survey of 2,611 Aucklanders aged 15+ including 569 kuia and koroua (aged 65+ years). Maximum margin of error for kuia and koroua (65+): +/- 4.1%

Auckland kuia and koroua have a stable relationship with the arts

Like Aucklanders on average, most kuia and koroua believe the arts improve society but are more likely than average to be steadfast in their opinion of the arts over the last twelve months (relatively few feel more positively or negatively).

How views have changed over the last 12 months

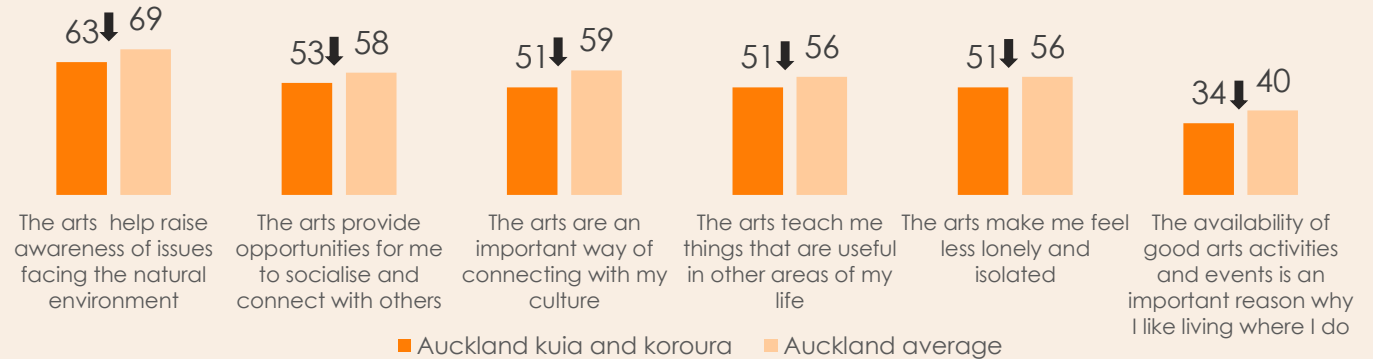
%



...agree the arts improve New Zealand society

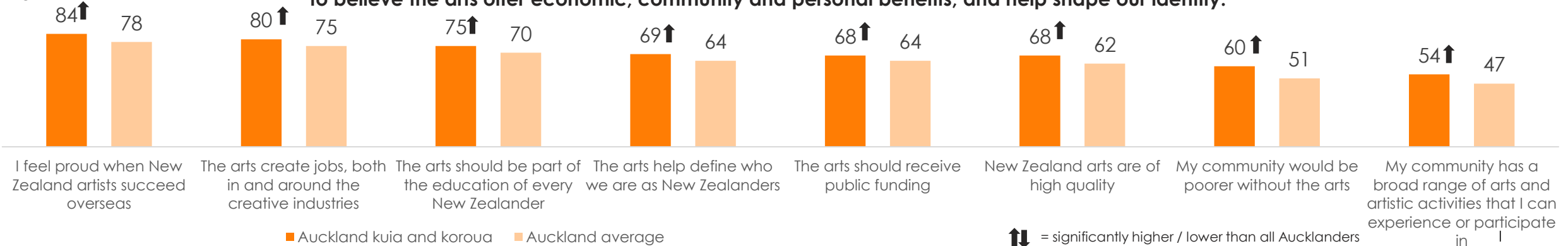
While the arts provide a personal connection for many Auckland kuia and koroua, this is less common than for the average Aucklander

% agree



.. However, kuia and koroua are especially strong supporters of the arts in New Zealand – they are more likely than average to believe the arts offer economic, community and personal benefits, and help shape our identity.

% agree



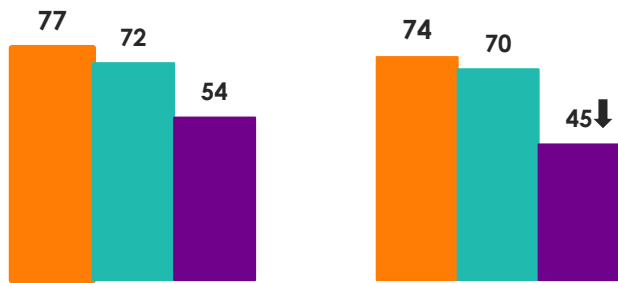
↑↓ = significantly higher / lower than all Aucklanders

Summary: Auckland kuia and koroua and the arts

Overall engagement is based on all those who have either attended or participated in the following artforms in the **last 12 months**: craft & object art, literature, ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts. Attendance and participation measures are also based on these art forms and relate to the last 12 months.

Engagement with the arts in the Auckland region

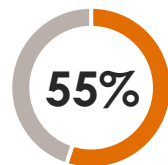
% Engagement Attendance Participation



Auckland average Auckland Kuia and Koroua

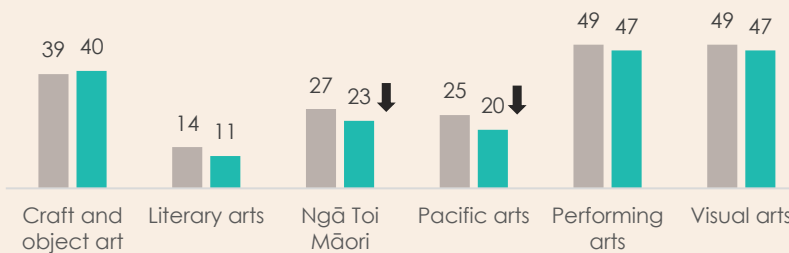
Auckland kuia and koroua are significantly less likely to participate in the arts than Aucklanders on average. However, their arts attendance is on par with the average.

Just over half of Auckland kuia and koroua feel they can easily access the arts in their community.



Attendance by artform

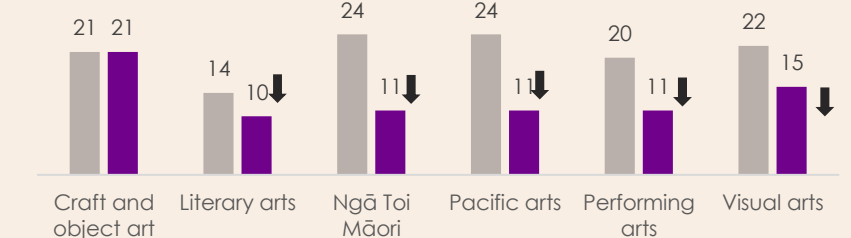
% Auckland average Auckland Kuia and Koroua



Kuia and koroua most commonly attend performing arts and visual arts, and most commonly participate in digital arts and craft and object arts. Kuia and koroua are less likely than the Auckland average to participate in most arts and attend Ngā Toi Māori and Pacific arts.

Participation by artform

% Auckland average Auckland Kuia and Koroua
27% participated in digital art (vs. 40% of Aucklanders on average)

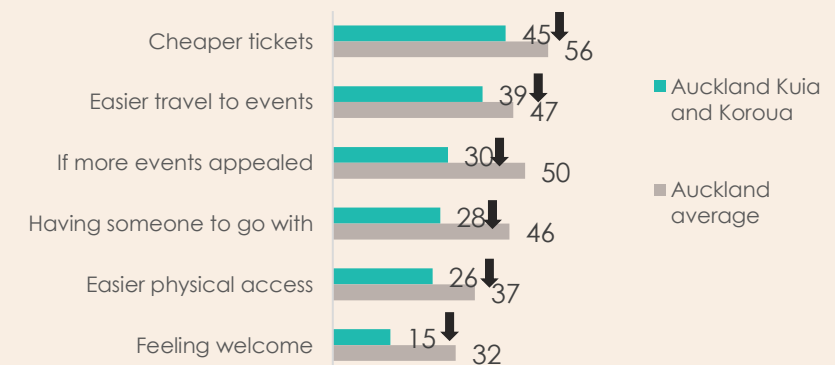


Encouraging greater attendance of the arts

Although Auckland kuia and koroua have average arts attendance, 72% express interest in the arts but don't go much. This is in line with the Auckland average (71%).

Cheaper tickets, easier travel to and more appealing events have the biggest potential to drive attendance. Influencers on greater attendance are less pronounced for kuia and koroua than Aucklanders on average. This may suggest there are other influencers at play or that they are less open to increasing their arts attendance.

Influencers



Kuia and koroua (65+) and the arts

In their own words...

“Arts promote **mutual understanding** & tolerance.”

Man, 75-79, Asian, Albert-Eden

“Tapping into and encouraging creativity enhances leisure quality and **brings people together.**”

Man, 65-69, NZ European, Albert-Eden

“They give us **insights into our heritage**, our multi-cultural society and can **open pathways for discourse**, first about the arts themselves and then as we explore them, about the context in which they are produced”

Man, 80+, NZ European, Devonport-Takapuna

“Arts **reflect the culture of a country** and a barometer of its health and welfare. .”

Woman, 75-79, NZ European, Henderson-Massey

“The arts **encourage people to look outside** their own sphere.”

Woman, 65-69, NZ European, Franklin

“The arts **reflect issues that need constant consideration** but are often neglected in a highly consumer driven society. ”

Man, 65-69, NZ European, Kaipatiki

“**Expands peoples minds to new ideas**, perspectives, encourages openness.”

Woman, 80+, Pasifika, Māngere-Ōtahuhu

“**I enjoy viewing the arts**, but I lack artistic talent.”

Man, 70-74, Other ethnicity, Waitakere Ranges

“Arts make you at **ease** and **help concentrate** and **focus on matters** that affect us. ”

Man, 65-69, Asian, Whau

“I cannot get to visit art establishments, but **greatly enjoy artworks** via Facebook and online”

Woman, 80+, Māori and NZ European, Albert-Eden

“**I love the art** that we have around our house for the **memories** I have of where we got the pieces from and how I like the look of them.”

Man, 65-69, NZ European, Rodney

“Going to an exhibition/performance **lifts my spirits**, I feel **connected to the universe**, my perception is expanded”

Woman, 75-79, NZ European, Maungakiekie-Tāmaki

“It’s good to see places looking lovely. Frequently go to Nathan Homestead for the art exhibitions, **so nice to be able to relate to your suburb** and good to get out and about to see these exhibitions”

Woman, 65-69, NZ European, Manurewa

“**Part of the enjoyment** of my life at present is attending the **wonderful diversity** of the arts in my community.”

Woman, 65-69, NZ European, Howick

“Makes me **appreciate the multicultural diverse community** that I live in and makes me feel good mentally.”

Man, 65-69, NZ European, Papakura

“I live alone and **look forward to participating** in many forms of the arts.”

Woman, 70-74, NZ European, Papakura

Summary: Auckland's rainbow community and the arts

The Auckland rainbow community are especially strong advocates of the arts, displaying strong personal connections and recognising the value of the arts in building communities and educating New Zealanders. These positive attitudes are more prevalent among the rainbow community than the wider Auckland population, as are participation rates. However, there is an opportunity to increase attendance of the arts among the rainbow community, with members more likely than the average Aucklander to say many of the factors measured would make a difference. Cheaper tickets and appealing events are most influential. Of note, rainbow community members are much more likely than the average Aucklander to say that feeling welcome would make a difference.

Method: Online survey of 2,611 Aucklanders aged 15+ including 178 rainbow community members. Maximum margin of error for Auckland rainbow community: +/- 7.3%

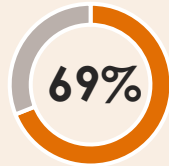
Nearly three in ten members of Auckland rainbow community are more positive about the arts than 12 months ago

Auckland's rainbow community are strong advocates of the arts. They believe the arts play a key role in creating a better society. Twenty-nine percent say they are more positive about the arts than a year ago, although 10% feel more negative. Both are higher than the Auckland average.

How views have changed over the last 12 months

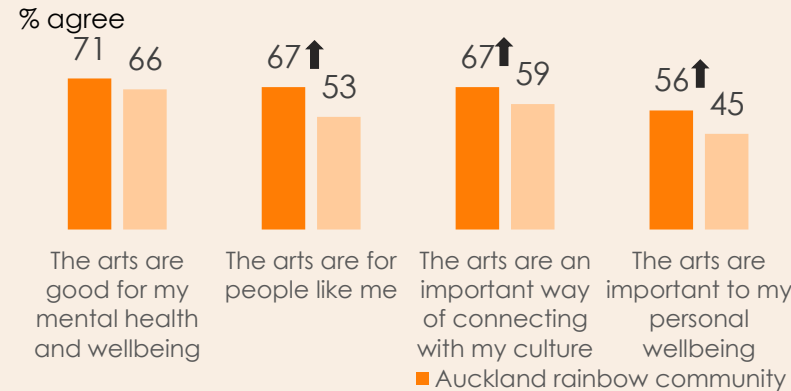
%

■ More negative ■ No change ■ More positive ■ Don't know

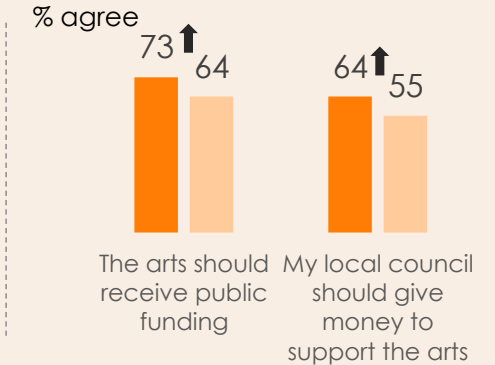


...agree the arts improve New Zealand society

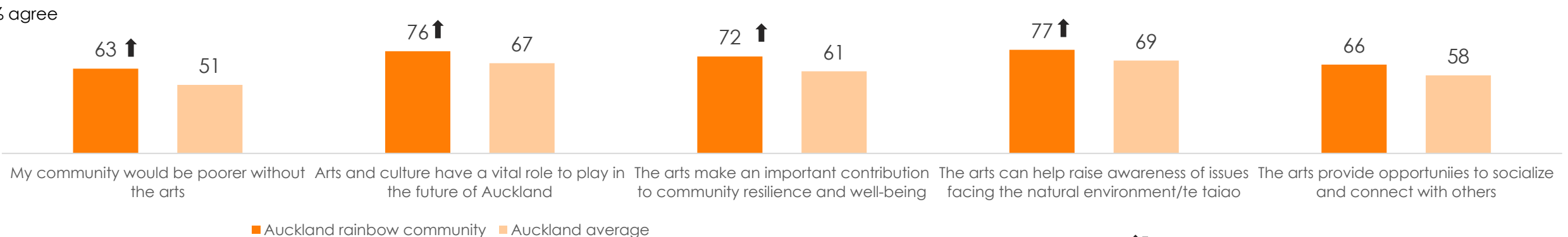
Members of Auckland's rainbow community have stronger personal connections with the arts than the average Aucklander...



... and are more likely than average to support public funding.



The rainbow community also places more value on the arts at a community level and for raising environmental issues.



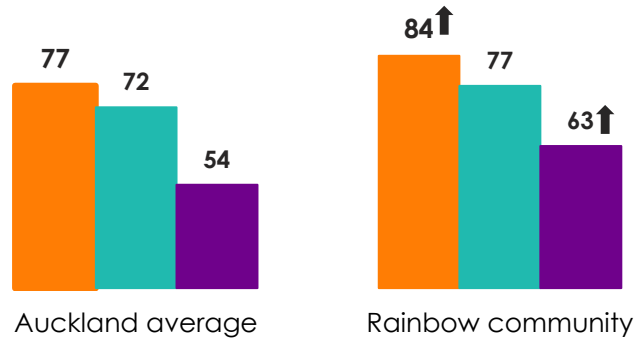
↑↓ = significantly higher / lower than all Aucklanders |

Summary: Auckland's rainbow community and the arts

Overall engagement is based on all those who have either attended or participated in the following artforms in the **last 12 months**: craft & object art, literature, ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts. Attendance and participation measures are also based on these art forms and relate to the last 12 months.

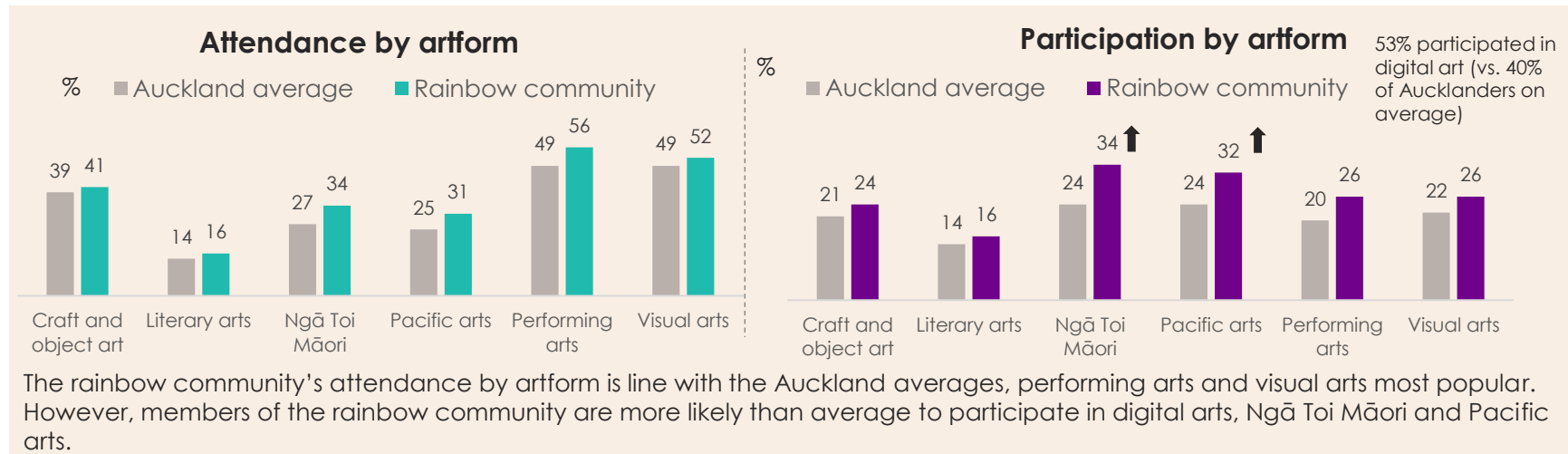
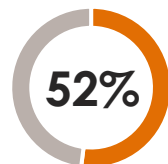
Engagement with the arts in the Auckland region

% Engagement Attendance Participation



The Auckland rainbow community are more engaged with the arts than the Average Aucklander. This is largely due to higher than average participation.

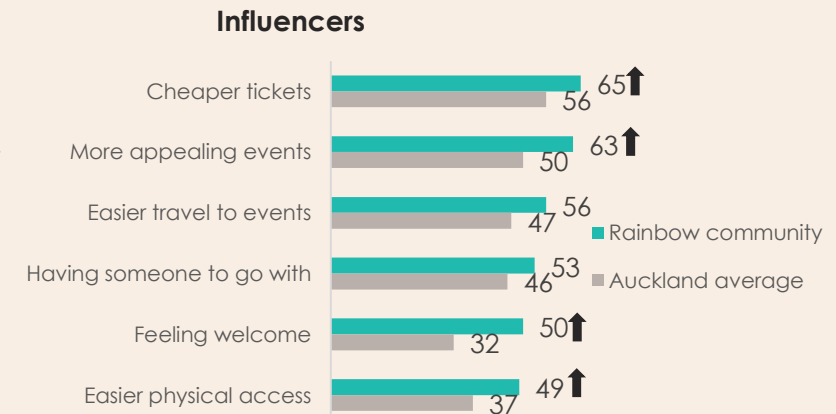
Around half the rainbow community feel they can easily access the arts in their community.



Encouraging greater attendance of the arts

Although the Auckland rainbow community has a strong and positive connection with the arts, 74% express interest in the arts but don't go much. This is in line with the Auckland average (71%).

Like the average Aucklander, cheaper tickets, more appealing events, and easier travel to events have the biggest potential to drive attendance. Several of the potential influencers measured are more pronounced among the rainbow community than the wider Auckland community – the biggest gap relates to 'feeling welcome'.



Auckland's rainbow community and the arts

In their own words...

"Arts help **bring people together**, to showcase to the world who we are as a culture in the South Pacific."

Man, 40-49, Māori, Waitematā

"Art is **visual storytelling**; it can bring communities and people together, **weaving history into art**. It allows for **personal expression** which can be healing and great for mental health. Collaborating on a project can bring social ties, another **benefit to mental health and connection**."

Woman, 18-29, NZ European and Asian Aucklander, Hibiscus and Bay

"It's **vital to my social life**, my friends are my DnD [dungeons and dragons] group, I was able to work throughout some tough stuff due to music and I am **always surrounded by some form of art**. As somebody who wants to be an engineer the arts have been invaluable to that, they've exposed me to **other people's experiences**, helped me **gain the confidence** to present my own ideas and helped me come up with creative solutions."

Woman, 15-17, NZ European and Asian Aucklander, Hibiscus and Bay

"... **Express ideas and views** about themselves, the environment and their heritage. Can **express gender and identity strengths and issues**."

Man, 70+, NZ European, Howick

"It **gives us joy**; it gives us an outlet to feel emotion and discuss issues in a **safe space**. It **lets us connect** to others in different ways. It gives joy. It allows us to learn about other cultures and lifestyles and **social issues** we wouldn't otherwise reflect on in our lives."

Woman, 18-29, Asian Aucklander, Ōrākei

"As a member of the Auckland Youth Choir, being able to create and perform is a **great source of joy** for me."

Woman, 18-29, NZ European & Māori, Kaipatiki

"The arts are a **connection to my culture**, my past, my ancestors, my history. The art I have created will live longer than my days on this earth. They are the **essence of who I am**."

Man, 60-69, NZ European & Māori, Henderson-Massey

"They give people a **sense of community** and coming together and that's got to be **good for society**."

Woman, 30-39, NZ European, Franklin

"It's sometimes a **good way to get out of your head**, or an **easier way to communicate** feelings and thought."

Undisclosed gender, 15-17, NZ European, Albert-Eden

"It is my way of **expressing parts of myself** that are vulnerable and **being relatable to others** experiencing through art."

Woman, 15-17, Māori, Māngere-Ōtahuhu

"It gives me some '**me time**' while I knit to **help my mental wellbeing**. It also **helps me socialise** with other knitters"

Woman, 30-39, Other ethnicity, Waitakere Ranges

"The arts are **good for my soul**."

Woman, 30-39, Pacific Aucklander, Manurewa

"**I am engaging more in the arts** e.g. going to theatre plays, going to acting classes, going to the art gallery, and enjoying myself there"

Woman, 18-29 Asian Aucklander, Ōrākei

"**I enjoy looking at different arts** and community events"

Man, 60-69, Unknown ethnicity, Papakura

"I think there are **not enough publicly funded art activities**, there should be more and more diverse."

Man, 30-39, Other ethnicity, Puketapapa

"Arts allow **expression of ideas** and **sharing of culture** in ways that are much easier to understand than most writing."

Man, 60-69, NZ European, Devonport-Takapuna

Summary: Auckland sole parents and the arts

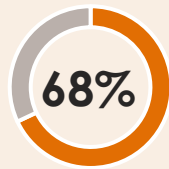
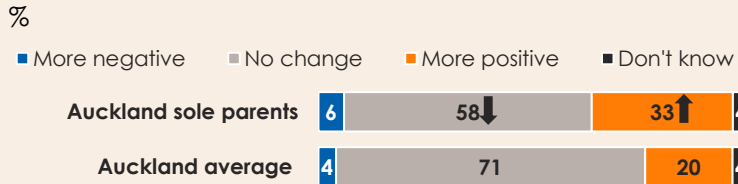
Auckland sole parents are strongly connected to the arts. They use the arts to create social connections and nurture their own personal wellbeing. Sole parents are more likely than the average Aucklander to attend and participate in most artforms. They value the role of the arts in building communities and arts availability is important in their choice of where to live. For Auckland sole parents who don't attend as much as they would like, top of the list of what might drive greater attendance is having someone to go with.

Method: Online survey of 2,611 Aucklanders aged 15+ including 195 sole parents. Maximum margin of error for Auckland sole parents: +/- 7.0%

One third of sole parents in Auckland are more positive about the arts than 12 months ago

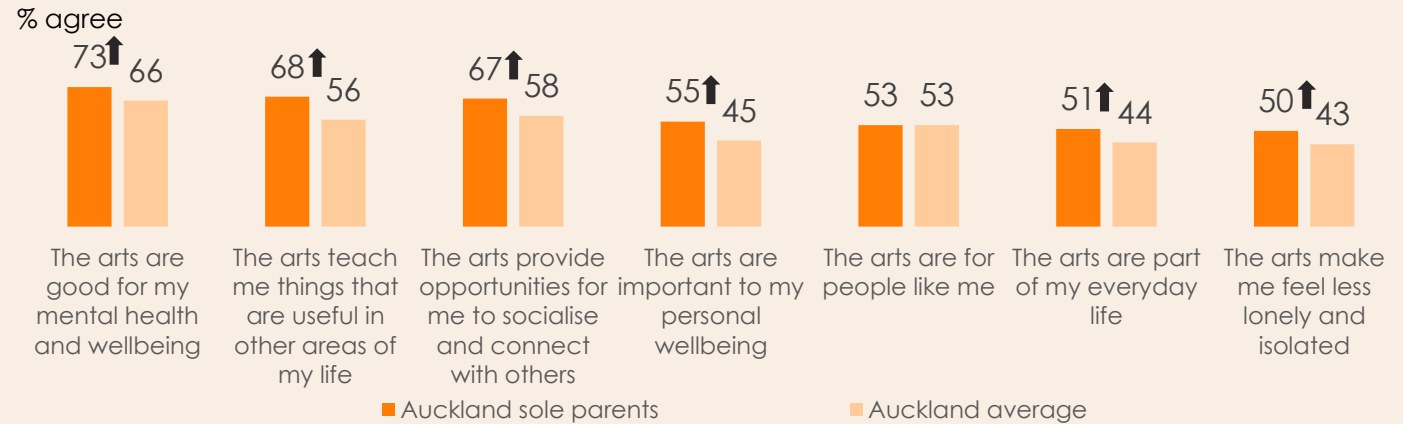
Auckland sole parents are strong advocates of the arts and believe the arts play a key role in creating a better society. One third say they are more positive about the arts than a year ago. This is higher than the Auckland average.

How views have changed over the last 12 months

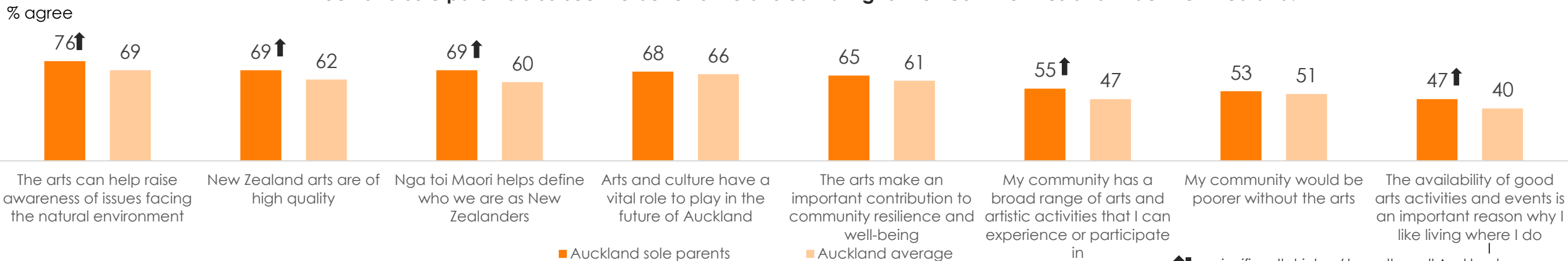


...agree the arts improve New Zealand society

Auckland sole parents have a strong personal connection to the arts and are more likely than the average Aucklander to use arts to nurture wellbeing and build social connections



Auckland sole parents also see the benefits the arts can bring to their communities and wider New Zealand.



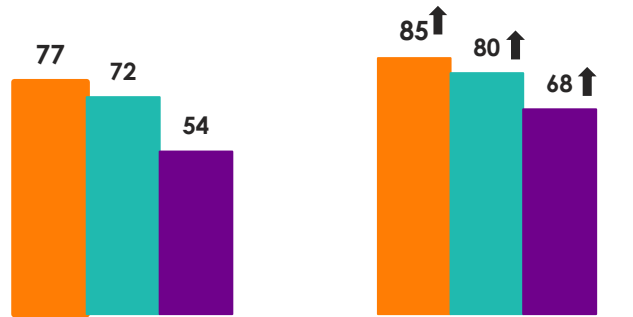
↑↓ = significantly higher / lower than all Aucklanders

Summary: Auckland sole parents and the arts

Overall engagement is based on all those who have either attended or participated in the following artforms in the **last 12 months**: craft & object art, literature, ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts. Attendance and participation measures are also based on these art forms and relate to the last 12 months.

Engagement with the arts in the Auckland region

% Engagement Attendance Participation



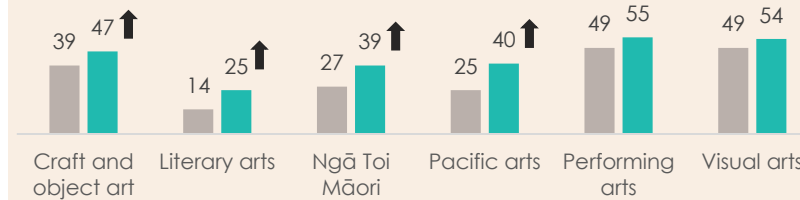
Auckland average

Auckland sole parents

Auckland sole parents are more engaged with the arts than the average Aucklander, and this is driven by both higher participation and attendance rates.

Attendance by artform

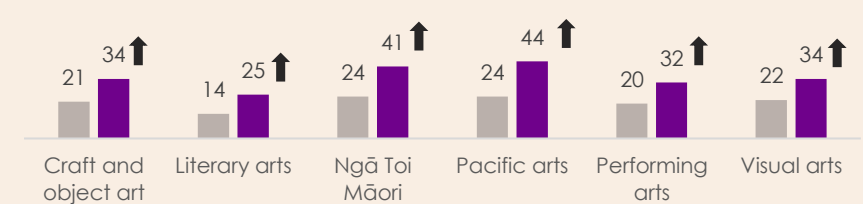
% Auckland average Auckland sole parents



Auckland sole parents' higher than average engagement is driven by greater participation in all artforms and greater attendance at all artforms except for performing arts and visual arts, which are the two most popular art forms to attend but are on par with the Auckland average.

Participation by artform

% Auckland average Auckland sole parents
56% participated in digital art (vs. 40% of Aucklanders on average)

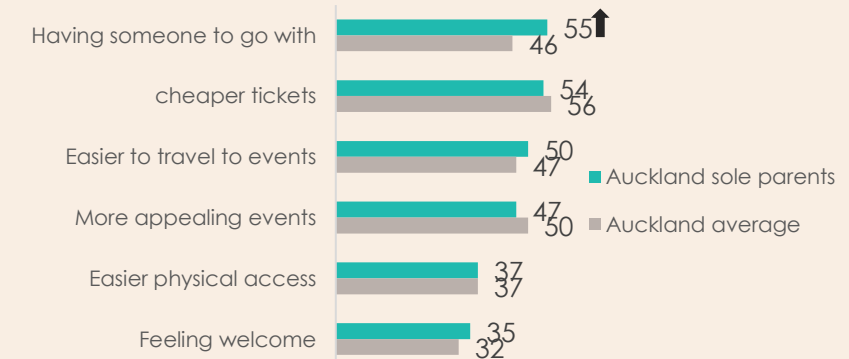


Encouraging greater attendance of the arts

Although Auckland sole parents' engagement with the arts is higher than average, 74% express interest in the arts but don't go much. This is in line with the Auckland average (71%).

Having someone to go with has the biggest potential to drive greater attendance. This is higher than the Auckland average. Cheaper tickets and easier travel to events are the next two biggest drivers, and both are similar to the Auckland averages.

Influencers



Auckland sole parents and the arts

In their own words...

"It is an **important part of the human psyche** that is far too overlooked and undervalued in society."

Woman, 45-49, Māori, Whau

"Art at home and in the community helps provide a **positive environment**."

Man, 45-49, NZ European, Maungakiekie-Tāmaki

"The arts keep me occupied and **develop critical thinking**."

Man, 35-39, Asian, Henderson-Massey

"The arts **shows about our culture** here in Aotearoa."

Woman, 55-59, NZ European & Māori, Otara-Papatoetoe

"The arts can **broaden our minds**. For instance, being moved emotionally by a play about the tragedy at Parihaka can give people both a history lesson and a lesson in their own humanity."

Woman, 45-49, NZ European, Māngere-Ōtāhuhu

"**Improves how society comes together** and enjoy the creativity and talents and the beauty of it."

Woman, 35-39, Pasifika, Manurewa

"I am a creative at heart, learning/being creative in my **downtime fills my cup**."

Woman, 35-39, NZ European, Manurewa

"It brings creativity and can be viewed as **stress relief**. Creativity comes from your heart I reckon."

Woman, 50-54, Pasifika, Puketapapa

"The arts **create awareness and identity** and help other cultures to join in cultural events within the community."

Man, 60-64, Pasifika, Otara-Papatoetoe

"I **love the arts** I participate in because I forget about work and hone stuff when I'm creating."

Woman, 55-59, NZ European & Pasifika, Manurewa

"The arts **bring people together from diverse backgrounds**, creating a shared sense of belonging and identity."

Man, 25-29, Māori, Waitemata

"The arts can **open up conversation**, conversation is highly important to connect the different cultures within our society."

Woman, 50-54, Another ethnicity, Albert-Eden

"Has always been a way to **lift my spirits** when i am down. I love Auckland arts gallery, the Apo and the local arts in my neighbourhood."

Woman, 60-64, NZ European, Devonport-Takapuna

"In their many forms, Art can be a tool that **expresses ideas in a way that people can relate to**; and may over time impact society in a positive way."

Woman, 70-74, NZ European, Manurewa

"Because we are social animals and express ourselves through language, song and visualisation that effects the emotions. This is **fundamentally human nature** and to deny that is an attempt to deny all that is human."

Man, 65-69, NZ European, Puketapapa

"The arts draw in people from all walks of life in a natural way where some people wouldn't otherwise cross paths. It **exposes the wider community to culture and ideas** from outside of their own culture/ideas. The arts is also a great outlet for artists to display their work of creativity which could **inspire others**."

Woman, 30-34, Pasifika, Whau

Summary: The arts and low-income households in Auckland

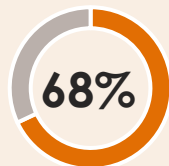
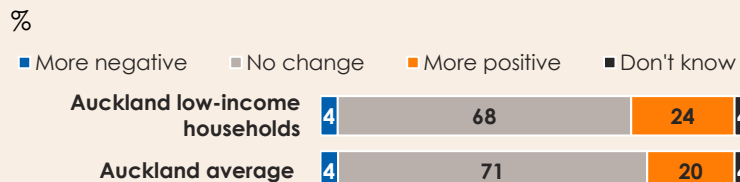
Aucklanders with low household incomes have **strong personal connections** to the arts and value the positive role the arts play in New Zealand society. They engage with the arts (both in terms of attendance and participation) at a similar level as Aucklanders on average. However, **affordability is a greater barrier to engagement** for low-income households.

Method: Online survey of 2,611 Aucklanders aged 15+ including 451 Aucklanders from low-income households. Maximum margin of error for Aucklanders in low-income households: +/- 4.7%

Nearly a quarter of Aucklanders in low-income households say they have more positive views of the arts than 12 months ago

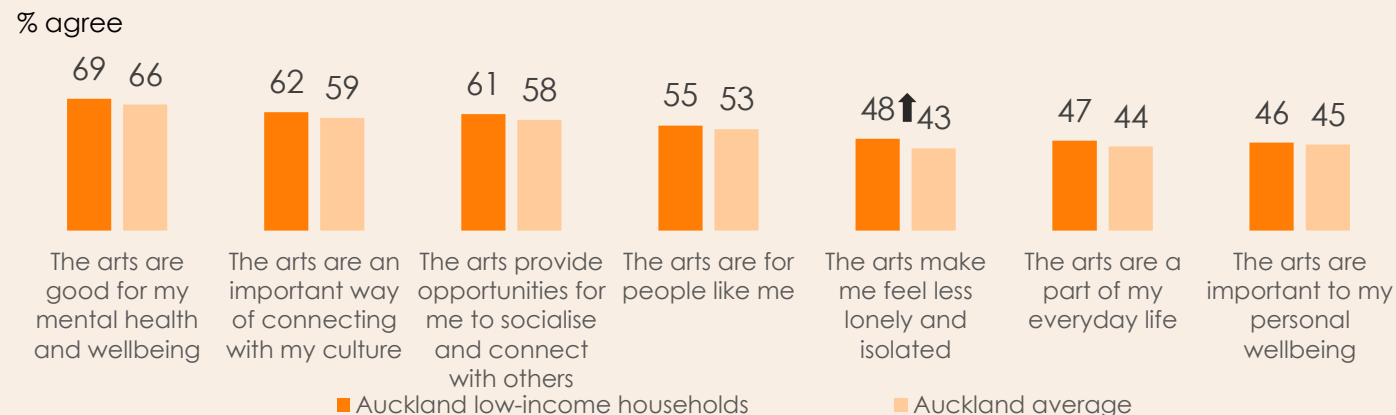
Aucklanders in low-income households are strong advocates of the arts and believe the arts play a key role in creating a better society. Twenty-four percent say they are more positive about the arts than a year ago. This is on par with the Auckland average.

How views have changed over the last 12 months

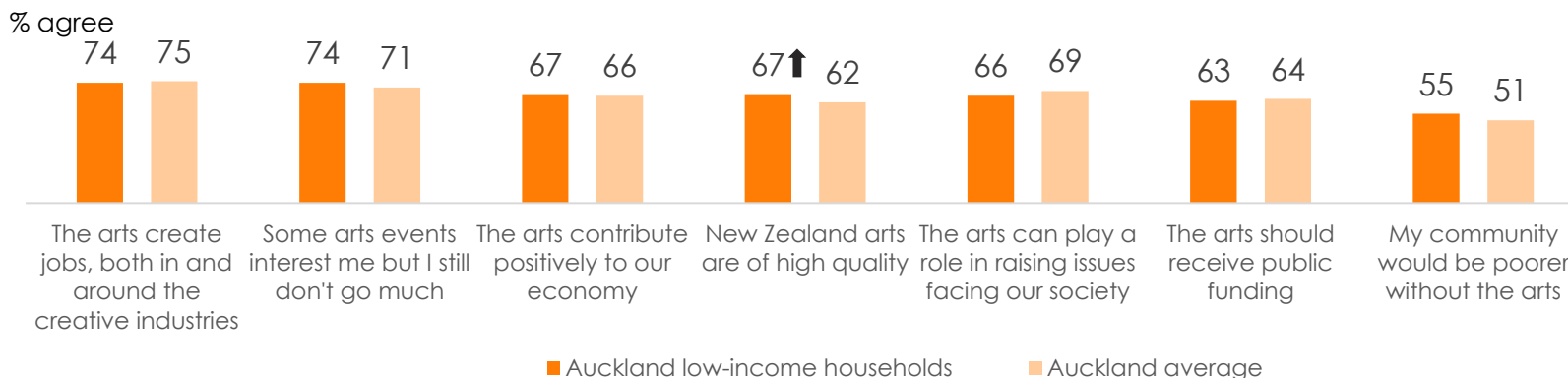


...agree the arts improve New Zealand society

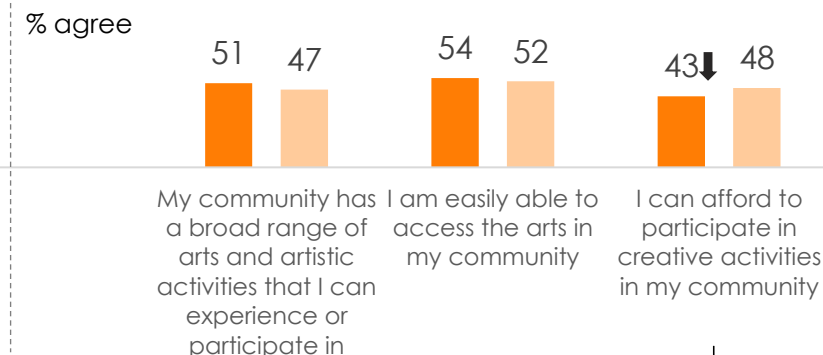
Aucklanders in low-income households have a strong personal connection to the arts



... and they recognise the contribution the arts make to their local communities and wider New Zealand.



Affordability is a bigger barrier to engagement in the arts for Aucklanders in low-income households.



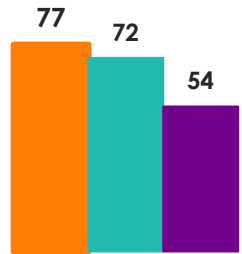
↑↓ = significantly higher / lower than all Aucklanders

Summary: The arts and low-income households in Auckland

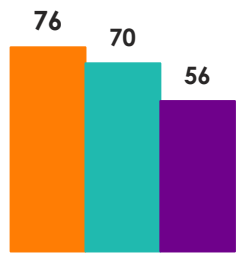
Overall engagement is based on all those who have either attended or participated in the following artforms in the **last 12 months**: craft & object art, literature, ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts. Attendance and participation measures are also based on these art forms and relate to the last 12 months.

Engagement with the arts in the Auckland region

% Engagement Attendance Participation

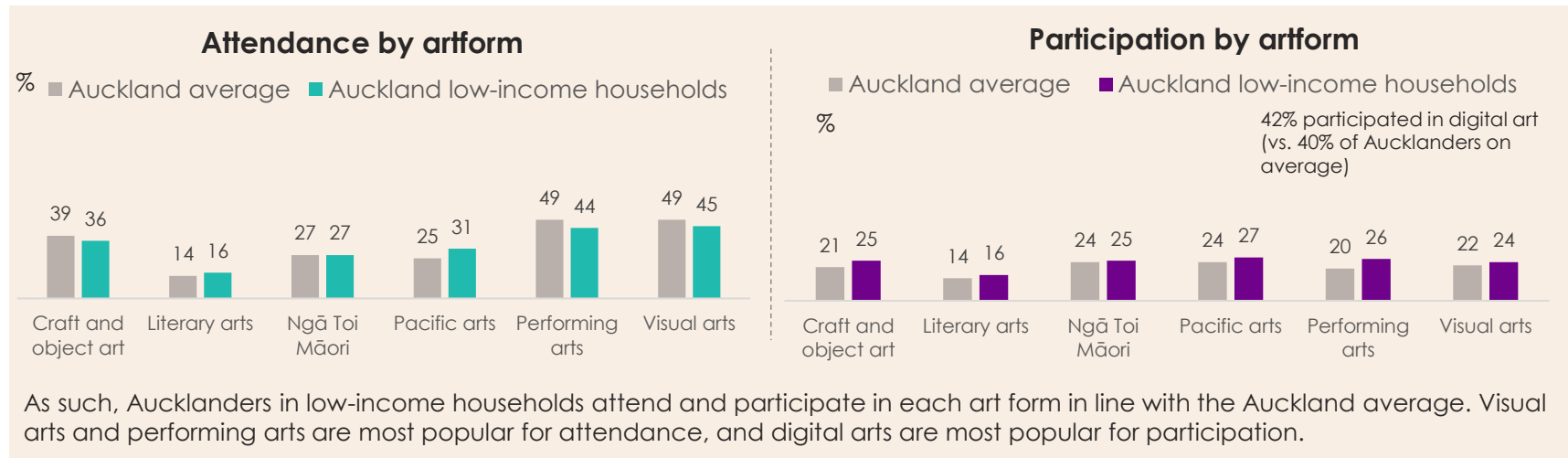


Auckland average



Auckland low-income households

Aucklanders in low-income households have similar levels of arts engagement as Aucklanders on average.

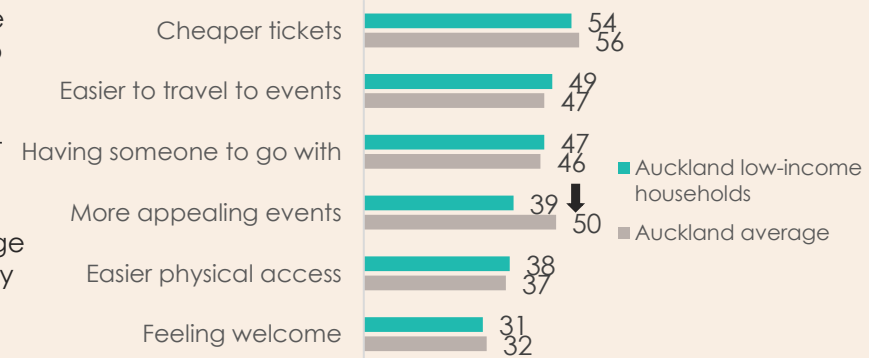


Encouraging greater attendance of the arts

Despite Aucklanders in low-income households having average engagement levels, 72% express interest in the arts but don't go much. This is in line with the Auckland average (71%).

Like Aucklanders on average, cheaper tickets have the biggest potential to drive attendance. Digging a little deeper into this data, we found that this group of Aucklanders are more likely than average to **disagree** that cheaper tickets would encourage greater attendance (28% disagree vs 21% on average). This may suggest that those living on low incomes may not be able to afford tickets at any price.

Influencers



The arts and low-income households in Auckland

In their own words...

"Art provides an opportunity for **self reflection**, self connection, inspiration, elevation, connection, peace."

Man, 50-54, NZ European, Albert-Eden

"Fosters creativity, **productivity**, and **acts an outlet** for people's thoughts, feelings, and experiences. Engages people meaningfully and makes for a **more culturally rich society**."

Woman, 25-29, Asian, Kaipatiki

"Can **bring all peoples together** and appreciate each other."

Woman, 55-59, Pasifika, Wāitemāta

"The arts can provide a **sense of togetherness** and foster national pride."

Woman, 75-79, NZ European, Devonport-Takapuna

"It's a **great form of releasing and expressing**. Getting creative through the arts industry helps you to be you and express you and all that comes with you. It's a great way to **showcase who you truly are without feeling judged**."

Woman, 18-24, NZ European & Māori, Franklin

"[The arts] get people together and talking and **helps your mental health**."

Woman, 55-59, Asian & Pasifika, Whau

"It allows me to **get out of my head** and experience beautiful things, whether music, theatre, photography, fine art etc."

Woman, 30-34, NZ European & Māori, Manurewa

"The arts provide **economic and cultural benefits** as well as mental health benefits for the doer."

Man, 30-34, NZ European & Māori, Wāitemata

"It gives me some **'me time'** while I knit you help my mental wellbeing. It also helps me **socialise with other knitters**."

Woman, 35-39, Another ethnicity, Waitakere Ranges

"I have been **enriched all my life** by either participating in or experience many different experiences and am very aware, during this particularly unsettled time, of the importance of enriching experiences."

Woman, 80+, Another ethnicity, Hibiscus and Bays

"They help connect us through **shared experiences**, educate us, foster understanding of people and cultures, and **bring us joy**."

Man, 55-59, NZ European & Asian, Albert-Eden

"**Broadens the mind** towards learning about and accepting different cultures and what they bring our society."

Man, 75-79, NZ European, Kaipatiki

"Arts brings the diverse New Zealand community together and helps to **understand different cultures**."

Man, 70-74, Pasifika, Manurewa

"They can make me aware of things happening in my environment, good and bad and thus i see as a positive thing that can **improve our society**."

Woman, 65-69, Māori, Maungakiekie-Tamaki

"The arts is what you make of it personally. For me, it is an **acknowledgement of where I come from** or where I live and how it affects me every day. I don't always go to events within Auckland like I did in the past, however, to have the Arts there, present in our lives, is a connection to my roots and respect for the cultural diversity within New Zealand."

Woman, 45-49, Pasifika, Henderson-Massey

"My family are all creatives, many working in related fields, so I have found my own ways to incorporate the arts into my life, particularly reading or writing when I'm struggling mentally or emotionally. It **helps me to process my thoughts** and feel less overwhelmed when I know I am not alone."

Woman, 30-34, NZ European, Māori & another ethnicity, Whau

Summary: Aucklanders with lower mental wellbeing and the arts

Despite being strong advocates of the arts and many experiencing a strong personal connection, Aucklanders with lower mental wellbeing face bigger affordability and access barriers to engaging with the arts. Like the average Aucklander, cheaper tickets would make a difference but having company and experiencing a warm welcome would make a bigger difference to those with lower mental wellbeing than the average Aucklander.

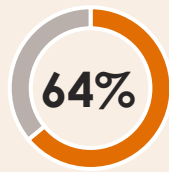
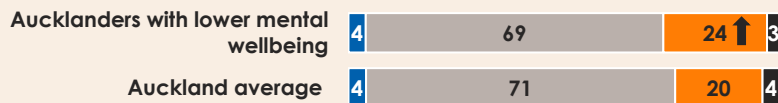
Method: Online survey of 2,611 Aucklanders aged 15+ including 919 Aucklanders with lower mental wellbeing. Maximum margin of error for Aucklanders with lower mental wellbeing: +/- 3.2%

Nearly a quarter of Aucklanders with lower mental wellbeing say they have more positive views of the arts than 12 months ago

Aucklanders with lower mental wellbeing are strong advocates of the arts and believe the arts play a key role in creating a better society. Twenty-four percent say they are more positive about the arts than a year ago. This is higher than the Auckland average.

How views have changed over the last 12 months

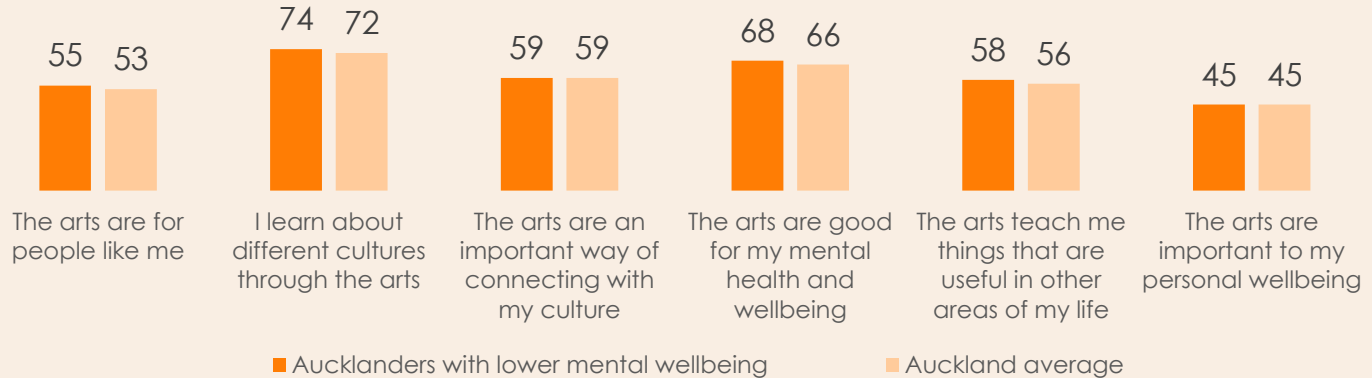
%
 ■ More negative ■ No change ■ More positive ■ Don't know



...agree the arts improve New Zealand society

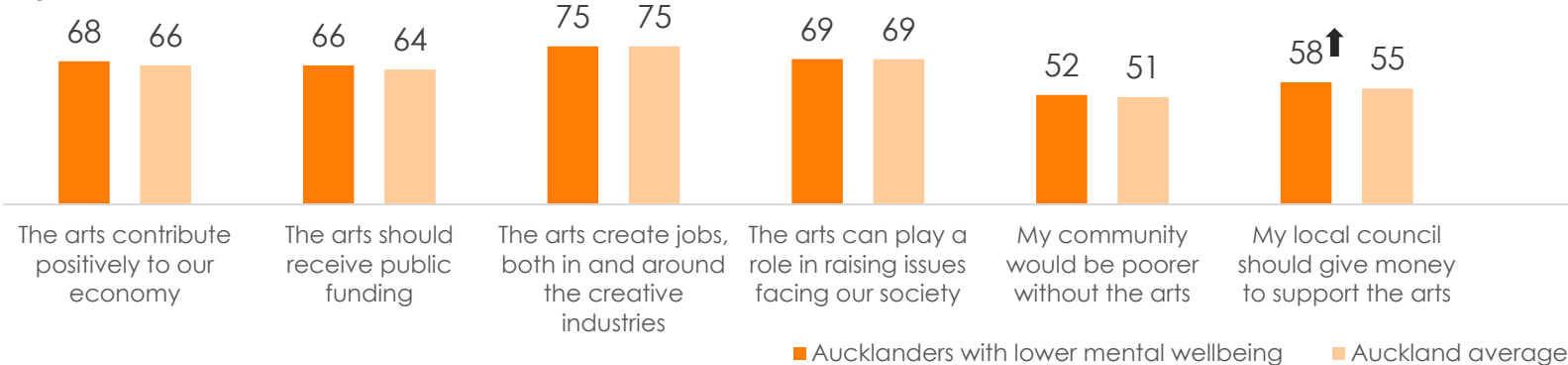
Aucklanders with lower mental wellbeing have a strong personal connection to the arts...

% agree

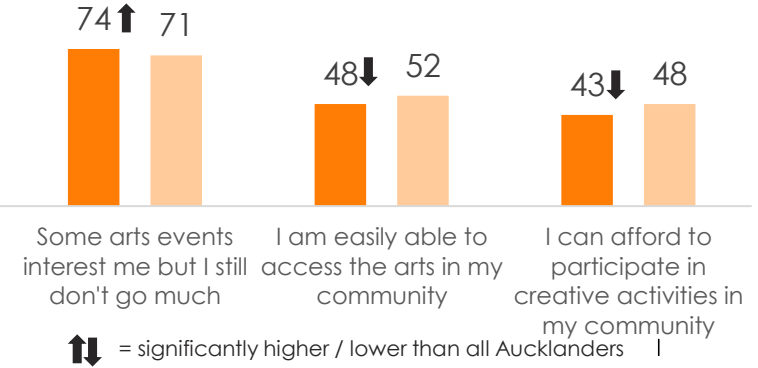


... and they see the value arts can bring to New Zealand communities

% agree



However, Aucklanders with lower mental wellbeing find the arts less accessible than Aucklanders on average.

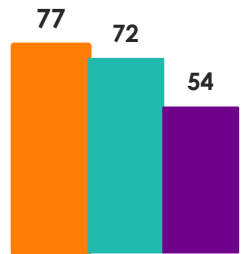


Summary: Aucklanders with lower mental wellbeing and the arts

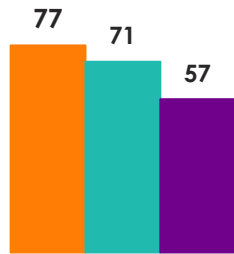
Overall engagement is based on all those who have either attended or participated in the following artforms in the **last 12 months**: craft & object art, literature, ngā Toi Māori (Māori arts), Pacific arts, performing arts, and visual arts. Attendance and participation measures are also based on these art forms and relate to the last 12 months.

Engagement with the arts in the Auckland region

% Engagement Attendance Participation

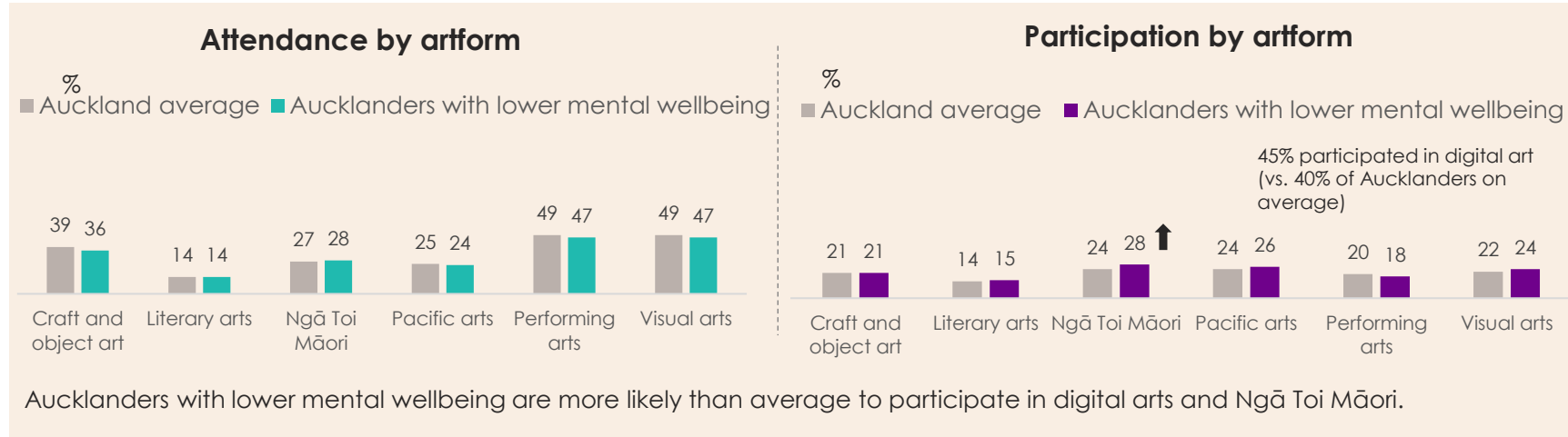


Auckland average



Aucklanders with lower mental wellbeing

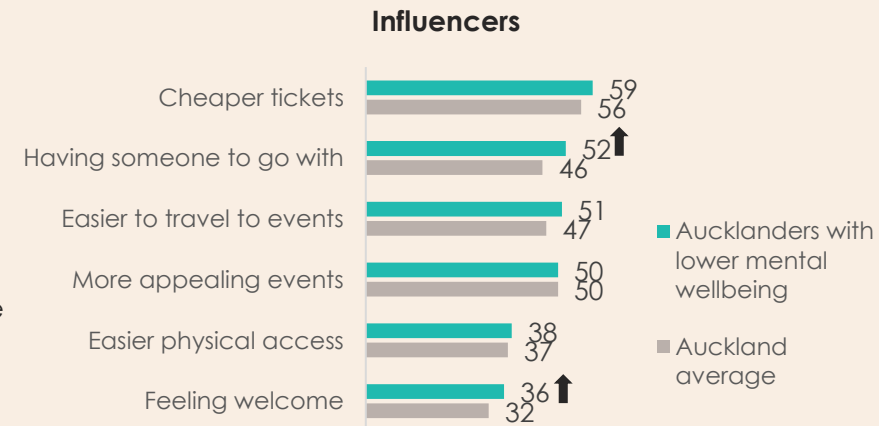
Overall engagement with the arts among Aucklanders with lower mental wellbeing is in line with the Auckland average.



Encouraging greater attendance of the arts

Aucklanders with lower mental wellbeing are more likely to agree they are interested in arts events but don't go much (74%, vs. 71% of Aucklanders on average).

In line with the Auckland average, cheaper tickets have the biggest potential to drive attendance. Compared to the Auckland average, those with lower mental wellbeing are more likely to say having someone to go with and feeling welcome would encourage them to attend more often.



Aucklanders with lower mental wellbeing and the arts

In their own words...

"It shows our **individuality** and **creativity** that shows everyone how **unique** we are."

Man, 50-54, NZ European, Maungakiekie-Tāmaki

"I love to see the talent some people have to **inspire me**. I enjoy doing small craft things for my **well being**."

Woman, 30-34, NZ European, Ōtara-Papatoetoe

"I'm a creative person, I **enjoy the arts**, although I don't have much time to get out and be involved in it or view it."

Woman, 40-44, NZ European, Māngere-Ōtāhuhu

"Wellness after covid-19 has taken first place and everyone should **focus on mental well being** in order to prosper life."

Man, 45-49, Asian, Ōtara-Papatoetoe

"Connecting people, **mental health benefits**, bringing a **positive energy** and outlet."

Woman, 25-29, NZ European, Kaipatiki

"Provide access to **different views**, thoughts, and understanding of what is interesting or important. Arts also often provide discounted entertainment / **days out for less advantaged people**."

Man, 45-49, NZ European, Ōrakei

"Music **helps me with my mental health**."

Woman, 15-17, Asian, Howick

"Creating a **sense of community** and belonging, learning **new skills is beneficial** for everyone."

Woman, 30-34, NZ European, Papakura

"People come together, there is **whanaungatanga** and **maanaki!**"

Woman, 30-34, NZ European, Maungakiekie-Tāmaki

"Arts helps to **connect people** from different backgrounds, you don't need to know the different languages, but you are able to connect through arts. Arts has **no boundaries and barriers**."

Woman, 40-44, Asian, Puketāpapa

"It just **helps me in general** to be honest. I could have a bad day & arts just comes you know."

Man, 18-24, Pasifika, Māngere-Ōtāhuhu

"Works of art can **help you connect with the artist** or other appreciators to give you a sense of community and belonging. It helps reassure that the emotions you feel are not isolated and that **others feel the same way**."

Man, 30-34, Asian, Ōtara-Papatoetoe

"The arts **gives people an outlet** rather than bottling it up and showing aggression in a violent way."

Man, 35-39, Pasifika, Maungakiekie-Tāmaki

"The arts is a **great way of connecting people** through creativity. It's an amazing emotional outlet for people and helps foster diversity and expression."

Woman, 25-29, Asian, Waitemātā

"To **get people understanding** that many go through the same things. To artistically show what life is and what it can be like."

Woman, 35-39, Another ethnicity, Whau

"**Art improves society** as it creates communication and discussion between people, in what they see in the arts and therefore encourages people to ponder on this too, as well as what they think themselves."

Woman, 70-74, NZ European, Waitemātā

"**Greater awareness of issues** and brings people together."

Woman, 50-54, NZ European & Māori, Ōrakei

"**Sense of cultural understanding**, inspires new artists, promotes NZ artists to a wider audience of people including overseas."

Woman, 55-59, NZ European, Māori & Pasifika, Henderson-Massey

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Aucklanders and the Arts

Findings for Auckland residents from the New Zealanders and the Arts
Ko Aotearoa me ōna Toi survey 2023

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August 2024

ISBN 978-1-991146-41-0 (PDF)

