

New Zealanders and the Arts

Survey findings for Wellington City residents



INTRODUCTION

Background and objectives of the research

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

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

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

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



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

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

'Attendance' is defined as going to:

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

'Participation' is defined as :

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



608

ONLINE INTERVIEWS

With adults aged 15+ living in Wellington City



FIELDWORK DATES

2 October to 2 November 2020



NATIONAL COMPARISON

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

METHOD

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

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

SAMPLING

In order to achieve a representative sample of residents in Wellington City, quotas (or interviewing targets) were set by age within gender.

Weighting was also applied to ensure the final sample profile was representative of the Wellington City population.

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

TREND DATA

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

SIGNIFICANCE TESTING

There is a margin of error associated with any survey sample. Based on a sample size of 608 respondents the margin of error is up to +/- 4.0 percentage points.

We have used statistical tests to determine:

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

△▽ = significantly higher / lower than 2017

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

▲▼ = significantly higher / lower than all New Zealanders



SUMMARY

Executive Summary: Wellington City and the Arts

Method: Online survey of 6,263 New Zealanders aged 15+ including 603 Wellington City residents

Fieldwork: 2 October to 2 November 2020

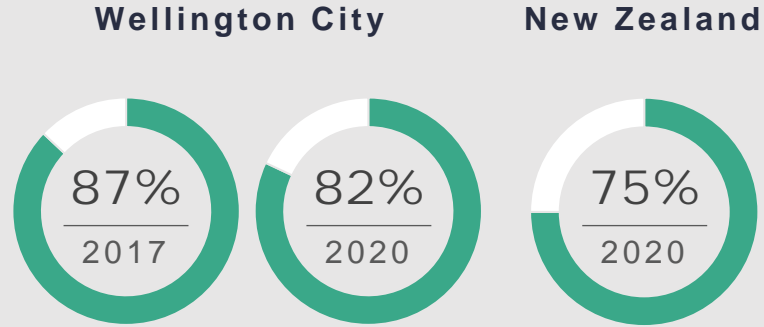
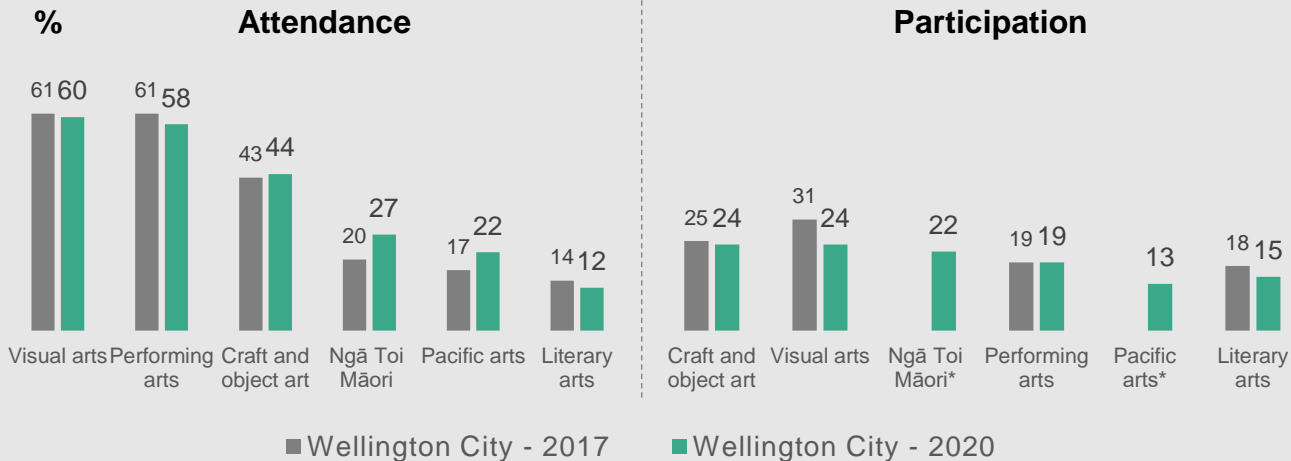
Margin of error for Wellington City: +/- 4.0%

ENGAGEMENT WITH THE ARTS IN WELLINGTON CITY

82% of Wellington City residents have attended or participated in the arts in the last 12 months.

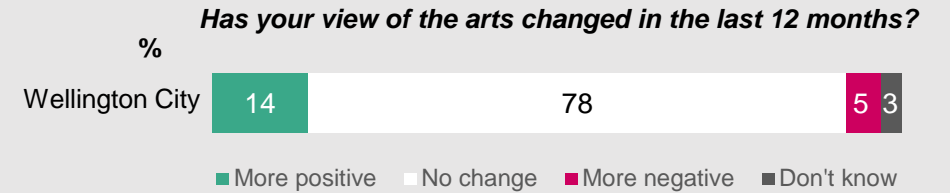
This is lower than 2017 but remains higher than the national average (75%). The decline in engagement reflects the national trend (engagement fell from 80% to 75% across New Zealand).

The results indicate this is due to a decline in participation in the visual arts, and attendance in the performing arts.

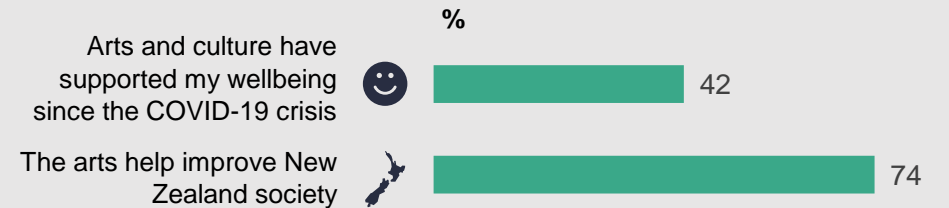


WELLINGTON'S RELATIONSHIP WITH THE ARTS

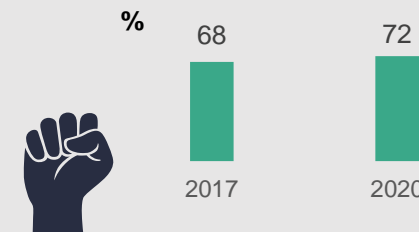
1 The overall impact of COVID-19 is an increase in positive feelings towards the arts



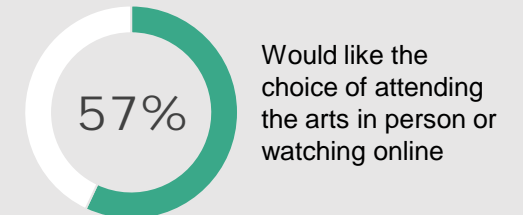
2 For some the arts are critical at a personal level, while the majority recognise the wider societal benefits



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



4 As well as demand for greater accessibility





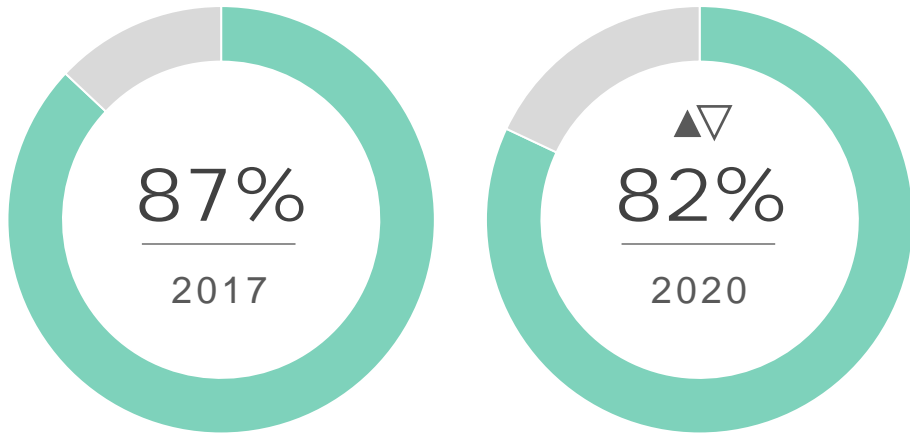
OVERALL ENGAGEMENT, ATTENDANCE AND PARTICIPATION

Overall engagement

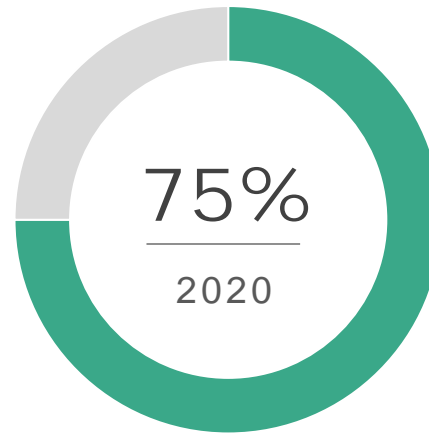


Overall engagement is based on all those who have either attended or participated in the following art forms in the last 12 months: *Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Ngā Toi Māori (Māori arts)*

Wellington City



New Zealand



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

COMMENTARY

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

The results opposite are therefore a nett calculation based on the respondents who said they attended or participated in at least one art form in the last 12 months.

Eighty-two percent of Wellington City residents have engaged with the arts in the last 12 months. This is lower than in 2017 but remains higher than the national average (75%).

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

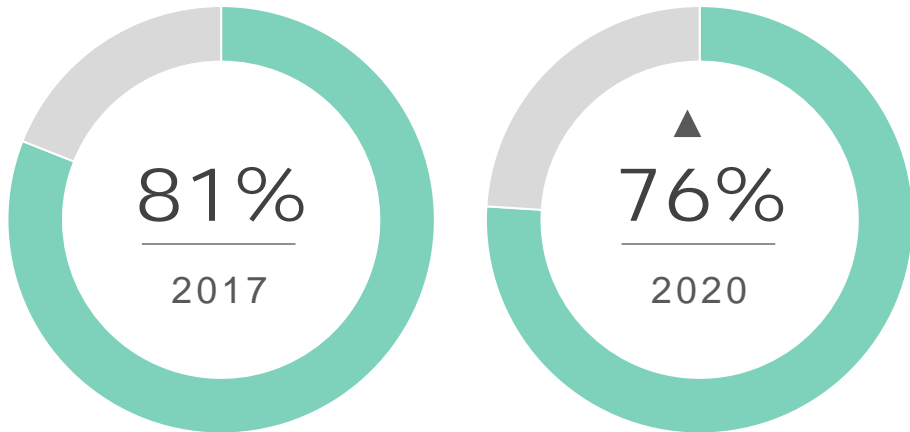
Sub-group differences in Wellington City:

Women are more likely to be engaged than average (90%, vs. 82%).

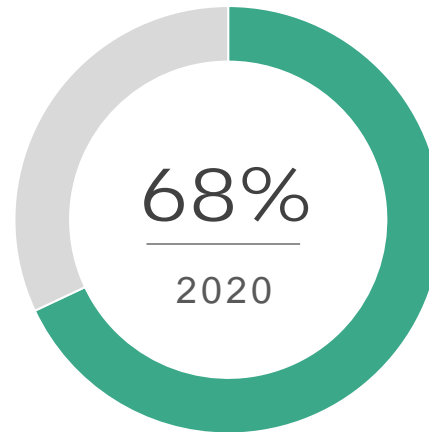


Overall attendance is based on all those who have attended the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Ngā Toi Māori (Māori arts)

Wellington City



New Zealand



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

COMMENTARY

A total of 76% of Wellington City residents have attended at least one arts event or location in the last 12 months. This compares to 81% in 2017, albeit the difference is not statistically significant.

This indicative decline in attendance is likely due to a lack of opportunity rather than a growing disinterest in the arts. Indeed, it appears COVID-19 has resulted in a greater appreciation for the arts for some Wellington City residents (see slide 13).

The level of attendance remains higher than the national average (68%).

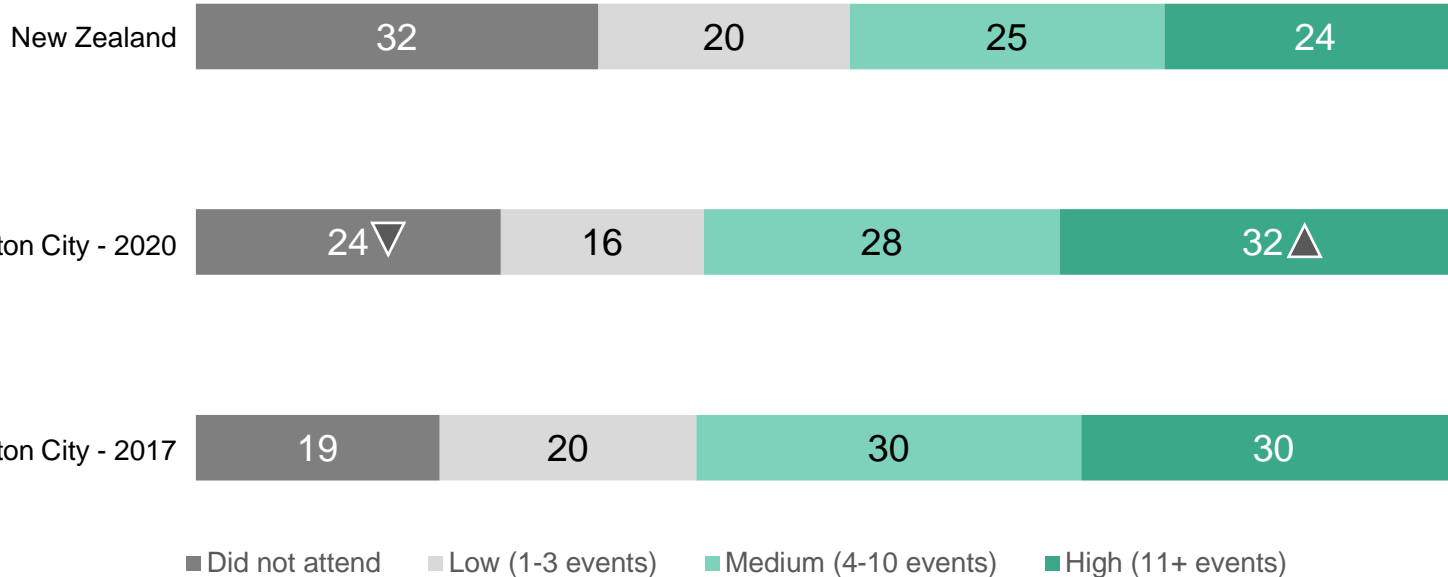
Sub-group differences in Wellington City:

Women are more likely to attend the arts than average (82%, vs. 76%).

Frequency of attendance



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



COMMENTARY

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

The majority of Wellington City residents continue to attend arts events or locations reasonably frequently. 60% attend more than three times a year, and 32% attend more than ten times a year. It is notable that the indicative decline in attendance in Wellington City seems to be largely due to a decline in 'occasional' attendees.

The proportion of residents attending more than 10 times a year continues to be higher than the national average (24%).

Sub-group differences in Wellington City:

The following groups are more likely than average (32%) to be high attendees:

- Those aged 60-69 (45%)
- Women (36%).

The following groups are less likely than average (32%) to be high attendees:

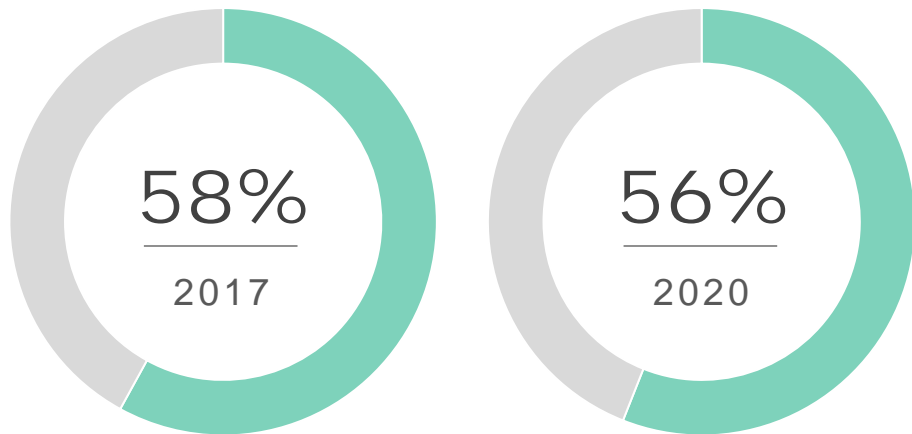
- Men (26%)
- Those aged 15-29 (22%)
- Asian New Zealanders (21%).

Overall participation

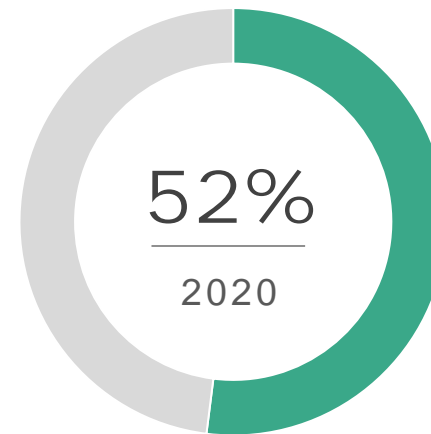


Overall participation is based on all those who have participated in the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Ngā Toi Māori (Māori arts)

Wellington City



New Zealand



COMMENTARY

At a first glance participation has proved more resilient to COVID-19 than attendance. It is 56% in 2020, which is consistent with 2017.

However, the way we asked participation for Ngā Toi Māori and Pacific arts changed in 2020. We now list the activities under each art form in much greater granularity (to better capture the activities the public participate in). Because of this change, overall participation for 2020 may be slightly higher than it otherwise would have been.

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

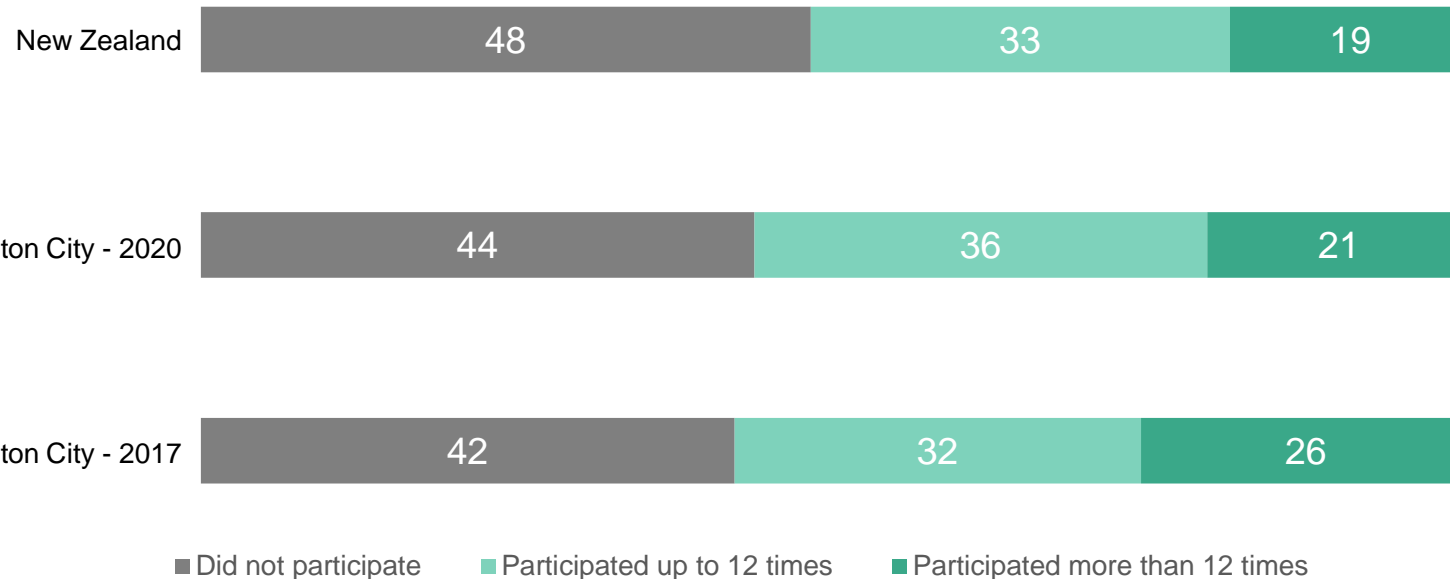
Sub-group differences in Wellington City:

People with the lived experience of disability (75%) and women (68%) are more likely to participate in the arts than average (56%).

Frequency of participation



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



COMMENTARY

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

21% of Wellington City residents participate in the arts on a regular basis (more than 12 times a year). This compares to 26% in 2017, albeit the difference is not statistically significant.

The proportion of residents attending more than 12 times a year is now in line with the national average (19%). It had been significantly higher back in 2017.

Sub-group differences in Wellington City:

The following groups are more likely than average (21%) to be regular participants:

- People with the lived experience of disability (35%)
- Women (26%).

The following groups are less likely than average (21%) to be regular participants:

- Men (14%)
- Asian New Zealanders (13%).



ARTS ATTITUDES

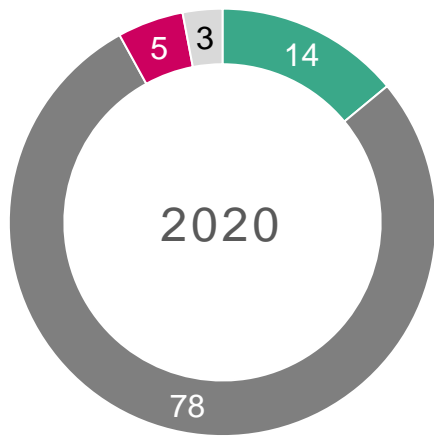
Change in overall perception of the arts



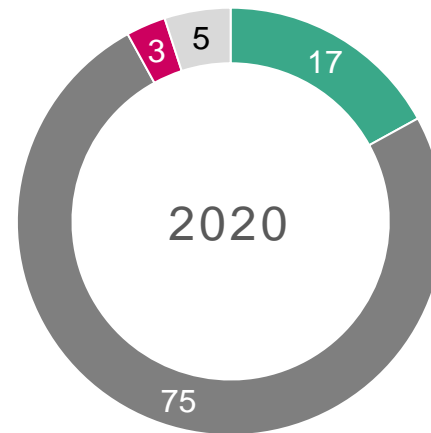
Has your view of the arts changed in the last 12 months?

%

Wellington City



New Zealand



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

COMMENTARY

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

It appears that, Wellington City residents have a renewed appreciation for the arts, following the impact of COVID-19 and the subsequent lockdowns.

This overall finding is supported by the chart opposite which illustrates how residents' perceptions of the arts has changed over the last 12 months. While most haven't changed their view of the arts (78%), 14% are more positive and only 5% are more negative. This is broadly in line with the national picture.

Sub-group differences in Wellington City:

The following groups are more likely than average (14%) to say they feel more positive about the arts than they did 12 months ago:

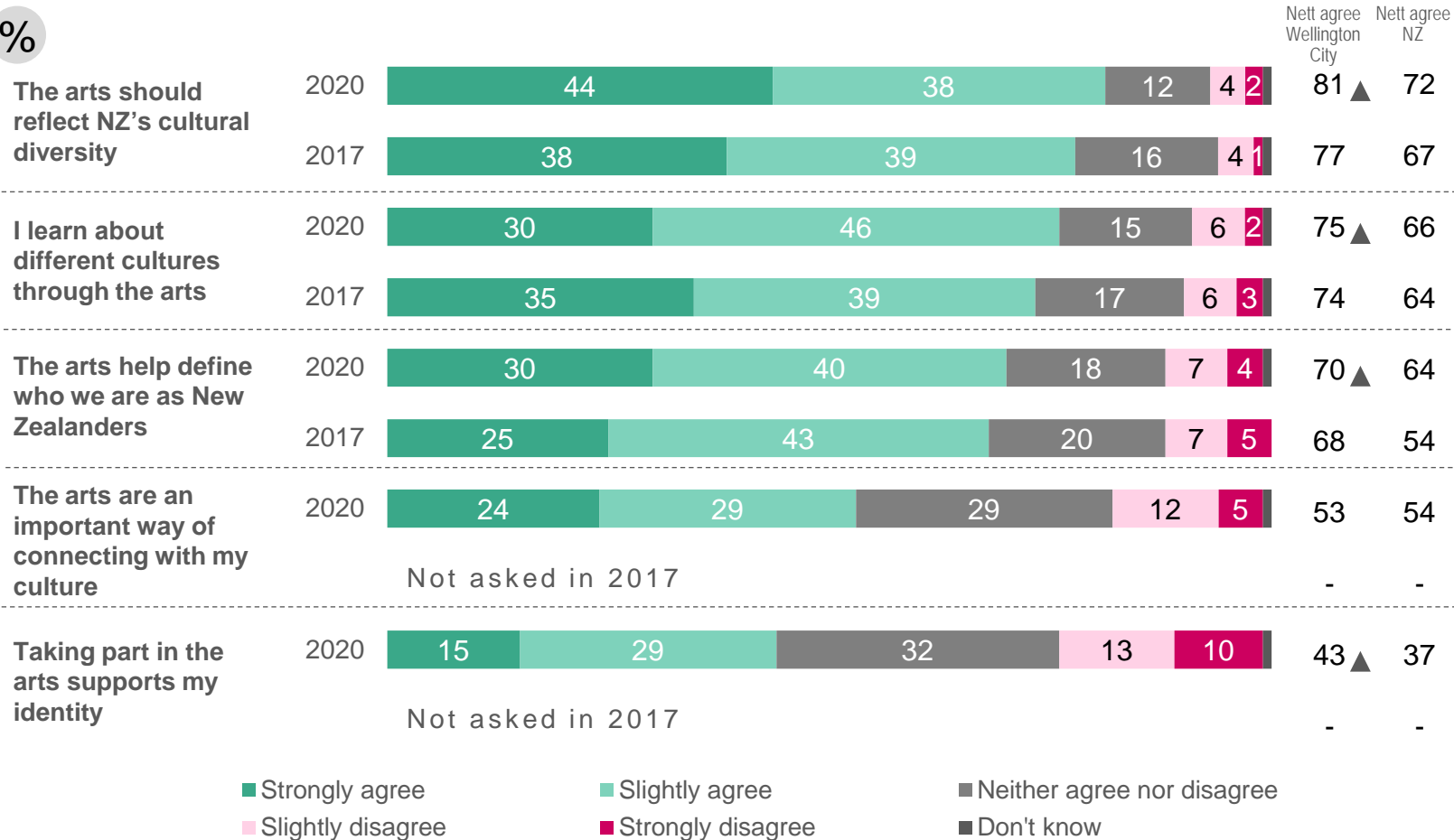
- People with the lived experience of disability (28%)
- Asian New Zealanders (24%).

Attitudes towards the arts: Culture and identity



How much do you agree or disagree?

%



COMMENTARY

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

81% agree the arts should reflect New Zealand's cultural diversity, 75% say they learn about other cultures and 70% say they help define who we are as New Zealanders.

The differences between 2020 and 2017 are not statistically significant. However, Wellington City residents are more likely than all New Zealanders to recognise the ways in which the arts supports our identity and understanding of one another.

Sub-group differences in Wellington City:

In general women express more positive attitudes about the arts and are more likely than average to agree with each statement, with the exception of 'taking part in the arts supports my identity'.

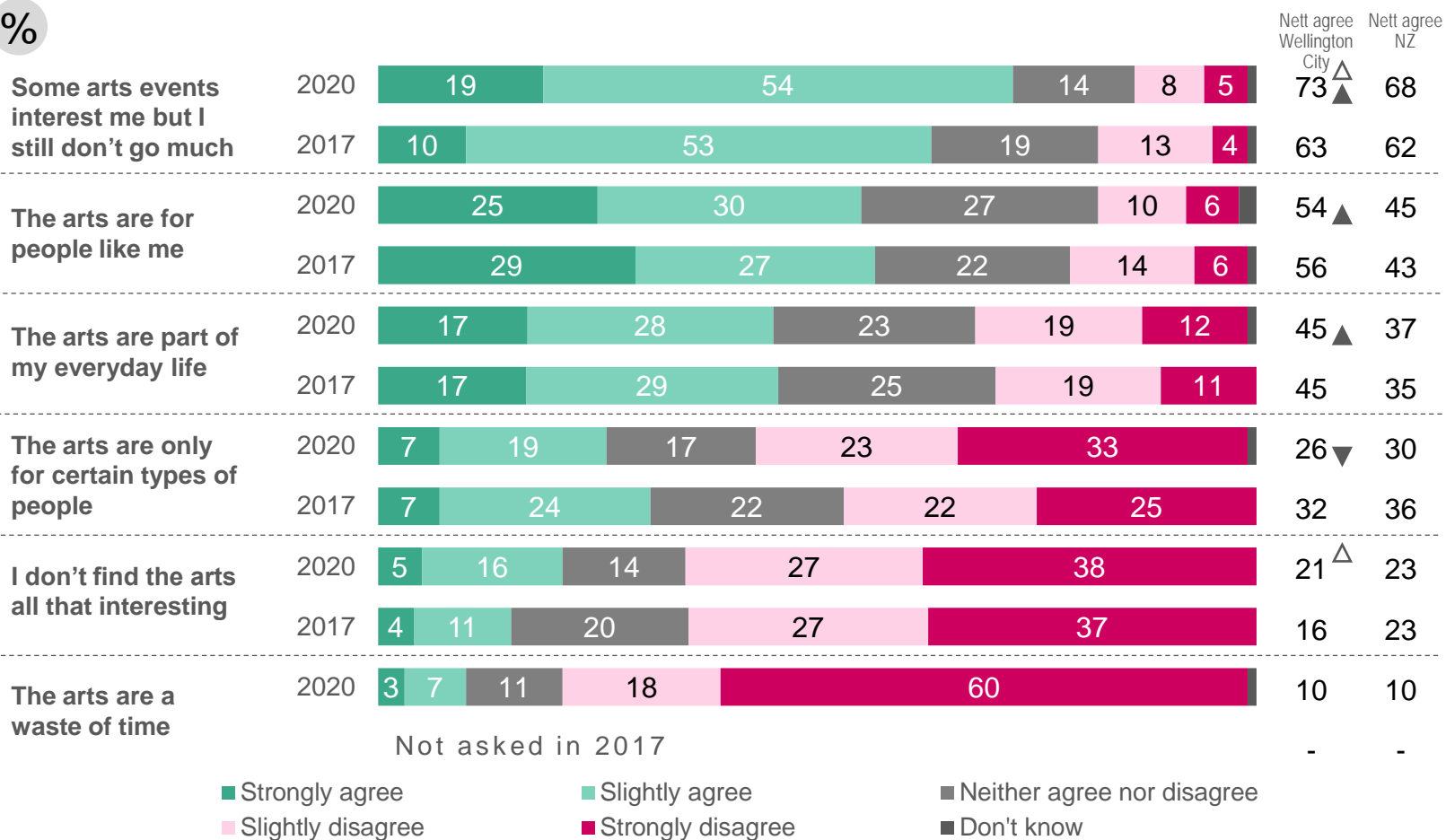
In addition, Māori are more likely than average to feel the arts are an important way of connecting with their culture (76%, vs. 53% overall).

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



How much do you agree or disagree?

%



COMMENTARY

Wellington City residents have a relatively strong personal connection to the arts. Fifty-four percent agree the arts are for people like me, while 45% say they are part of their everyday life. This is higher than the national averages.

In addition, only a minority say the arts aren't that interesting (21%) or are a waste of time (10%). The majority of residents disagree with these propositions.

A quarter think the arts are only for certain types of people. The proportion who disagree with this statement has increased from 46% in 2017 to 56%. This suggests that people feel the arts are becoming more inclusive.

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

Sub-group differences in Wellington City:

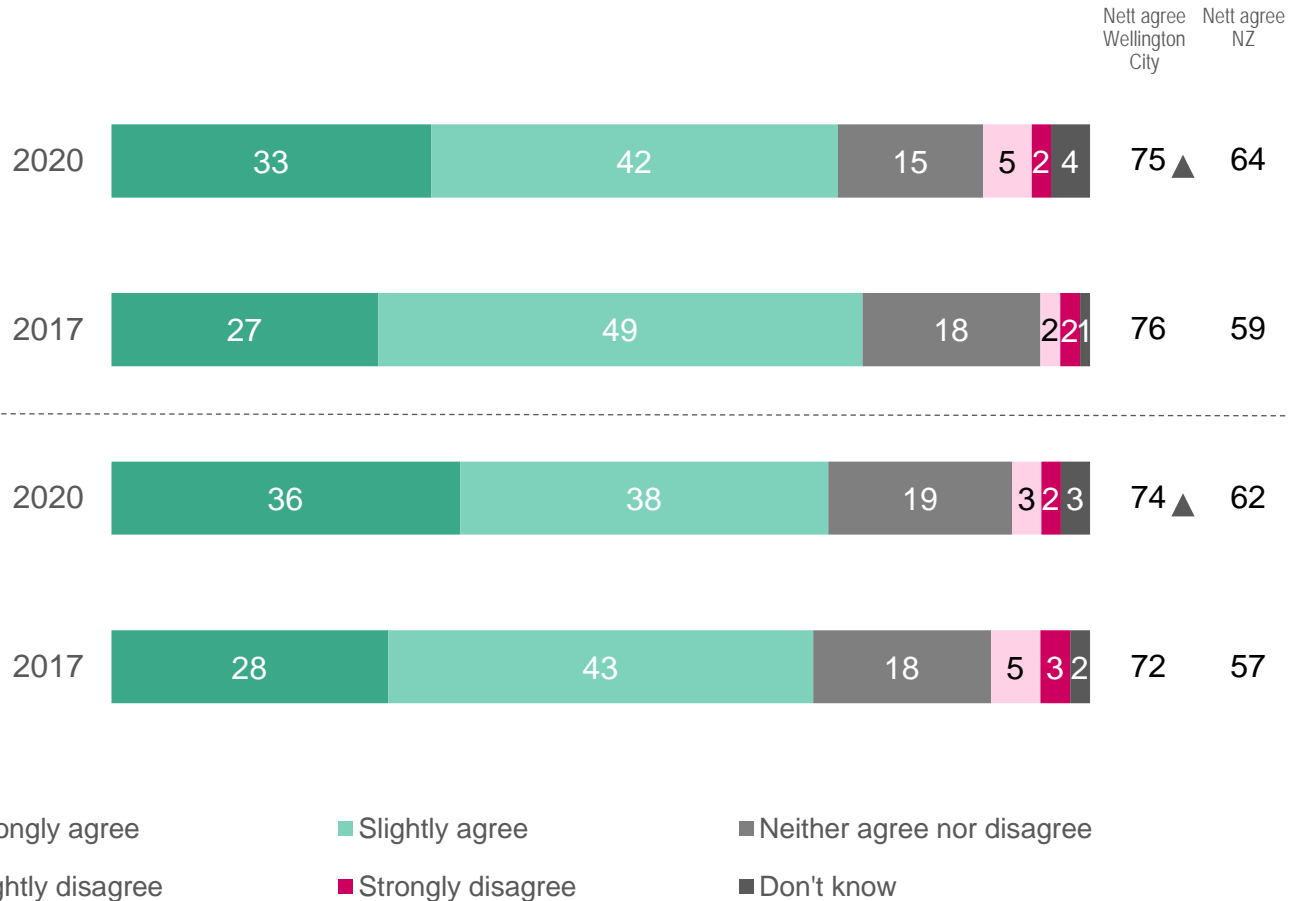
Women and older people (aged 60+) have a stronger personal connection to the arts. In contrast, men and younger people (aged 15-29) have a weaker personal connection.

There is evidence the arts could be made more inclusive with Asian New Zealanders more likely than average to feel the arts are only for certain types of people.

Attitudes towards the arts: How the arts benefit New Zealand



How much do you agree or disagree?



COMMENTARY

Wellington City residents continue to widely recognise the social and economic benefits of the arts, to a greater extent than all New Zealanders.

Three in four agree the arts contribute positively to our economy (75%) and help improve society (74%). These figures are consistent with 2017, although the sentiment around improving New Zealand society is deeper than before, with an increase in the proportion who strongly agree. Agreement with both statements remains higher than the national average.

Sub-group differences in Wellington City:

Those aged 70 plus, women and New Zealand Europeans are more likely than average to agree that the arts contribute positively to the economy and that they help improve New Zealand society.

Asian New Zealanders and men are less convinced than average, although a clear majority still feel the arts benefit New Zealand.

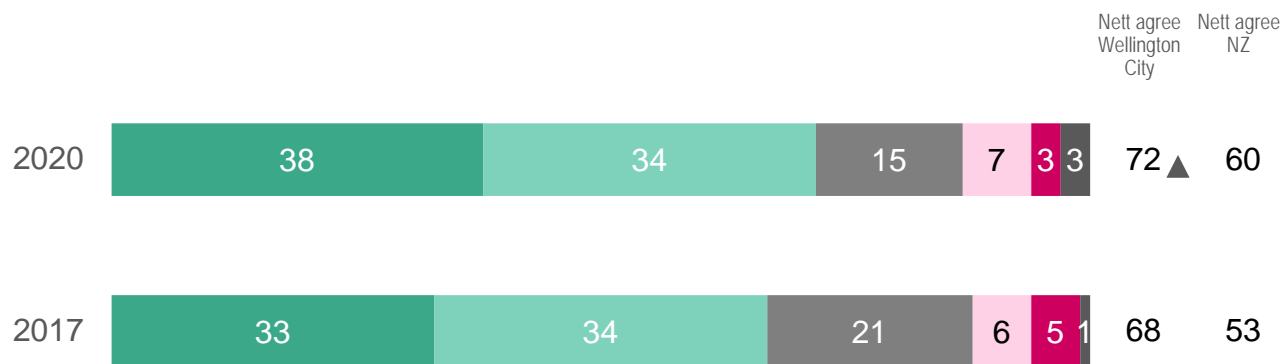
Attitudes towards the arts: Funding support for the arts



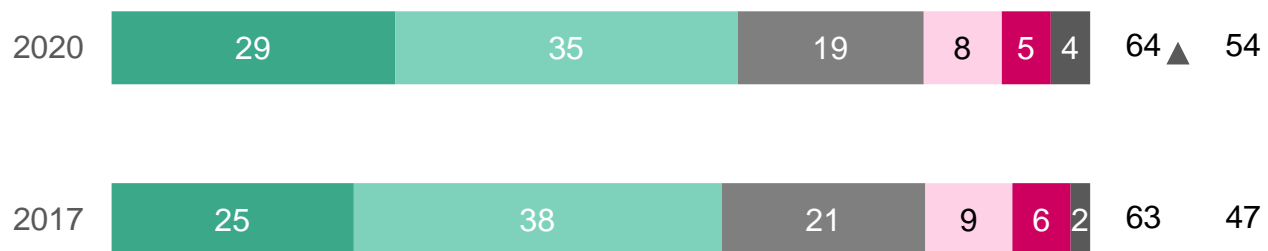
How much do you agree or disagree?



The arts should receive public funding



My local council should give money to support the arts



■ Strongly agree
 ■ Slightly agree
 ■ Neither agree nor disagree
■ Slightly disagree
 ■ Strongly disagree
 ■ Don't know

COMMENTARY

Support for public funding of the arts remains strong in Wellington City and is notably higher than the national average (72%, vs. 60% overall). This reflects the earlier finding that Wellington City residents are more likely to recognise the benefits that the arts bestow on society.

There is also a relatively high level of support for Wellington City Council to help fund the arts. Sixty-four percent agree with this proposition, compared to 54% nationally.

There are no statistically significant differences in the level of support for public funding of the arts in Wellington City.

Sub-group differences in Wellington City:

The following groups are more likely than average to agree that the arts should receive public funding: those aged 70 plus, women and New Zealand Europeans.

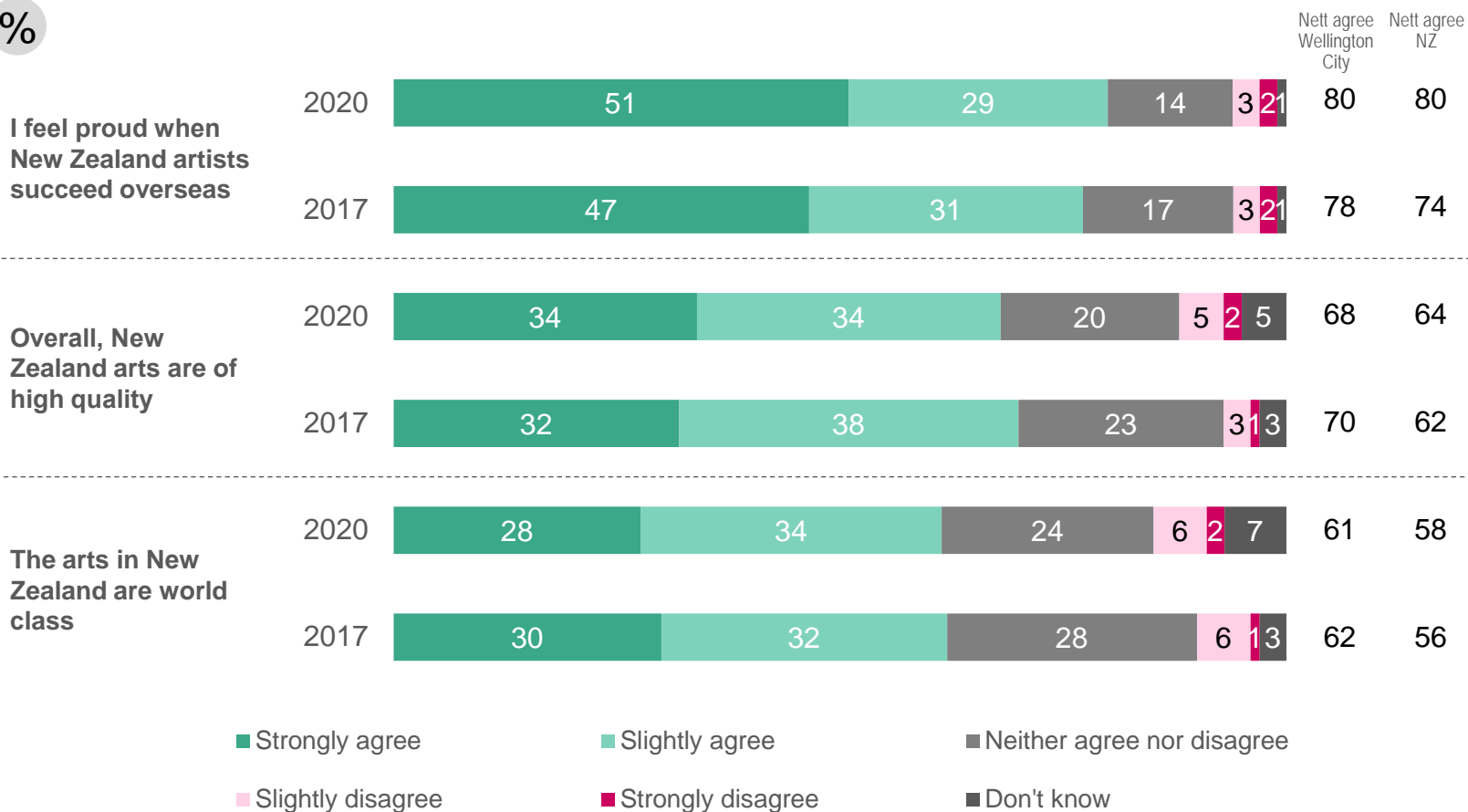
In contrast, Asian New Zealanders, young people aged 15-29 and men are less supportive than average of public funding of the arts, although a clear majority still support it.

The following groups are more supportive than average of Wellington City Council funding the arts: those aged 60-69 and women. Those aged 15-29 and men are less likely to support local council funding although again a majority still do so.

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



How much do you agree or disagree?



COMMENTARY

Wellington City residents are positive about the quality of the arts in New Zealand, and are enthused when they see New Zealand artists succeed overseas.

The attitudes expressed are in line with findings for 2017 and with the national average.

Sub-group differences in Wellington City:

The groups who are more likely than average to be enthusiastic about the quality of New Zealand arts include those aged 60 plus, women and New Zealand Europeans, while men are less enthused than average.

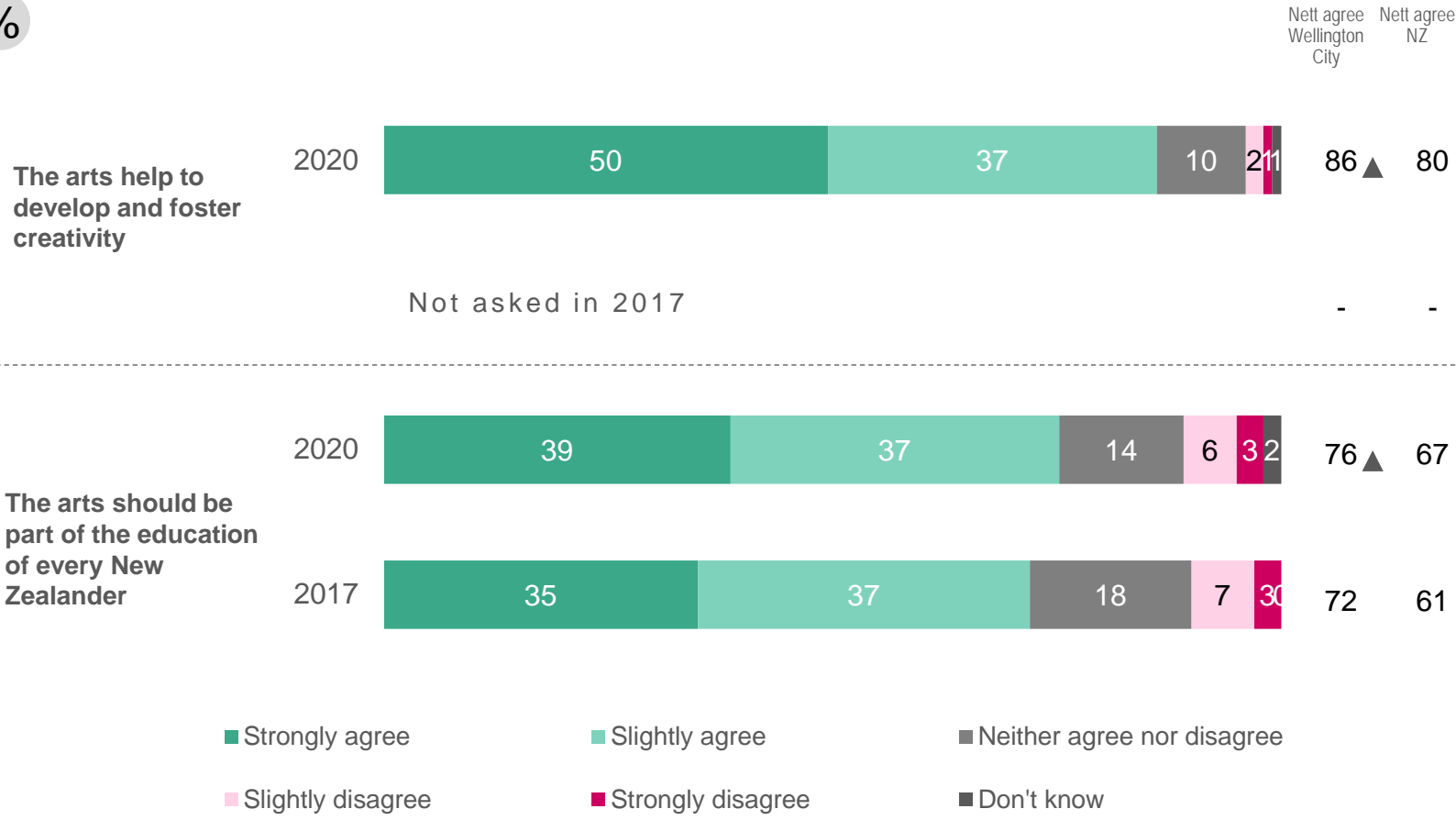
Those groups who are more likely than average to feel a sense of pride when New Zealand artists succeed overseas include those aged 70 plus and women.

The groups who are more sceptical of the quality of New Zealand arts include Asian New Zealanders, those aged 30-39 and men.

Attitudes towards the arts: Education and development



How much do you agree or disagree?



COMMENTARY

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

Support for the role of the arts in education continues to be higher than the national average. However, the difference in support between 2017 and 2020 is not statistically significant.

Sub-group differences in Wellington City:

There is a gender difference for these two attitudes with women more likely than average to agree and men less likely to do so. In addition, those aged 70 plus are more likely than average to feel the arts should be part of the education of every New Zealander.

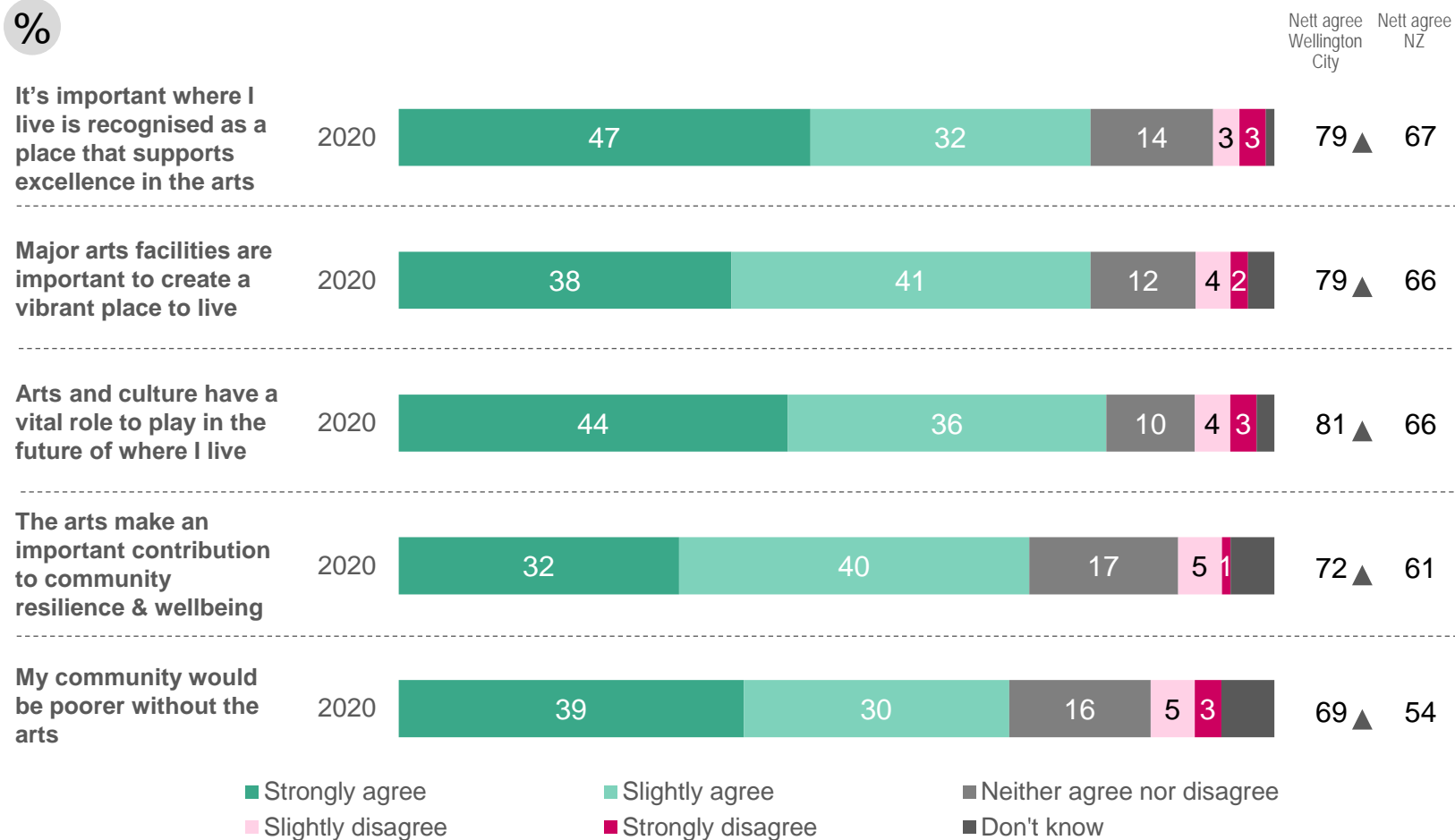
Base: All Wellington City residents 2017 (n=529); 2020 (n=608) | New Zealand 2017 (n=6101); 2020 (n=6263)

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

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



How much do you agree or disagree?



COMMENTARY

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

Wellington City residents are clear that the arts is a key part of the City's identity, and want it to be recognised as a place that supports the arts.

They also feel that the arts benefit the community by contributing to resilience and wellbeing, and that their community would be a poorer place without them.

Wellington City residents are more likely to express each of these attitudes than all New Zealanders.

Sub-group differences in Wellington City:

At a broad level older people (60+), women and New Zealand Europeans are more positive than average about the importance of arts in creating communities.

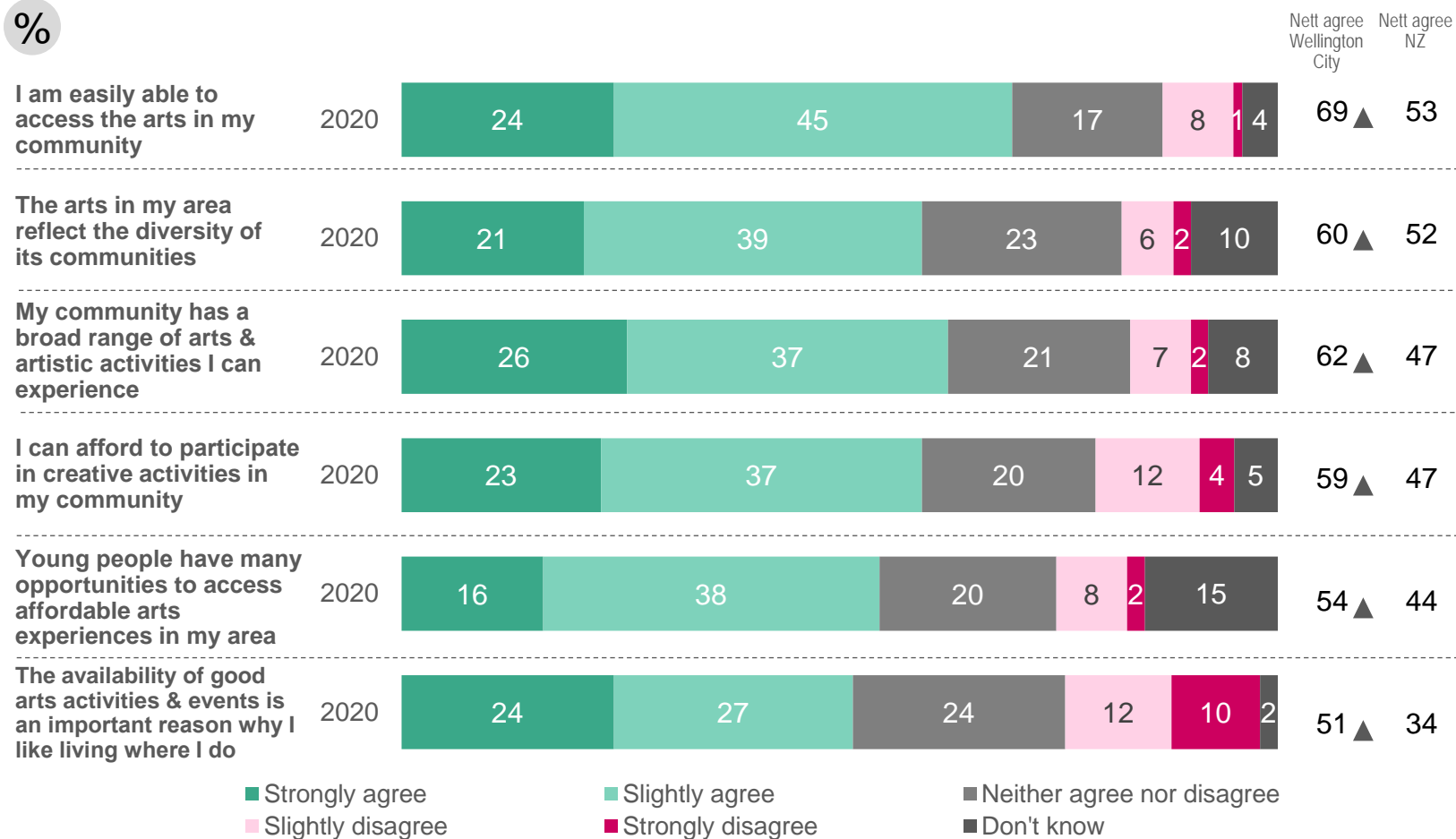
Those who are more likely than average to question the role of arts in creating communities are men, Asian New Zealanders and those aged 15-29.

Attitudes towards the arts: Accessibility and inclusiveness



How much do you agree or disagree?

%



COMMENTARY

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

Overall, Wellington City residents are positive about the extent to which arts in their community are accessible and inclusive. They also express more positive attitudes than New Zealanders overall.

That said, affordability is an issue for some with 16% disagreeing that they can afford to participate in creative activities in their community.

The arts scene also seems relatively important in terms of place attachment for Wellington City residents. Fifty-one percent agree that the availability of good arts activities and events is an important reason why they like living where they do. This compares to just 34% of all New Zealanders.

Sub-group differences in Wellington City:

Older people (aged 60 plus) are more positive than average about the extent to which the arts are accessible and inclusive in their community, and to a lesser extent women are also. In contrast men are typically less positive.

It is worth noting only 45% of those aged 15 to 29 feel children and young people have access to affordable art experiences in their area (compared to 54% on average).



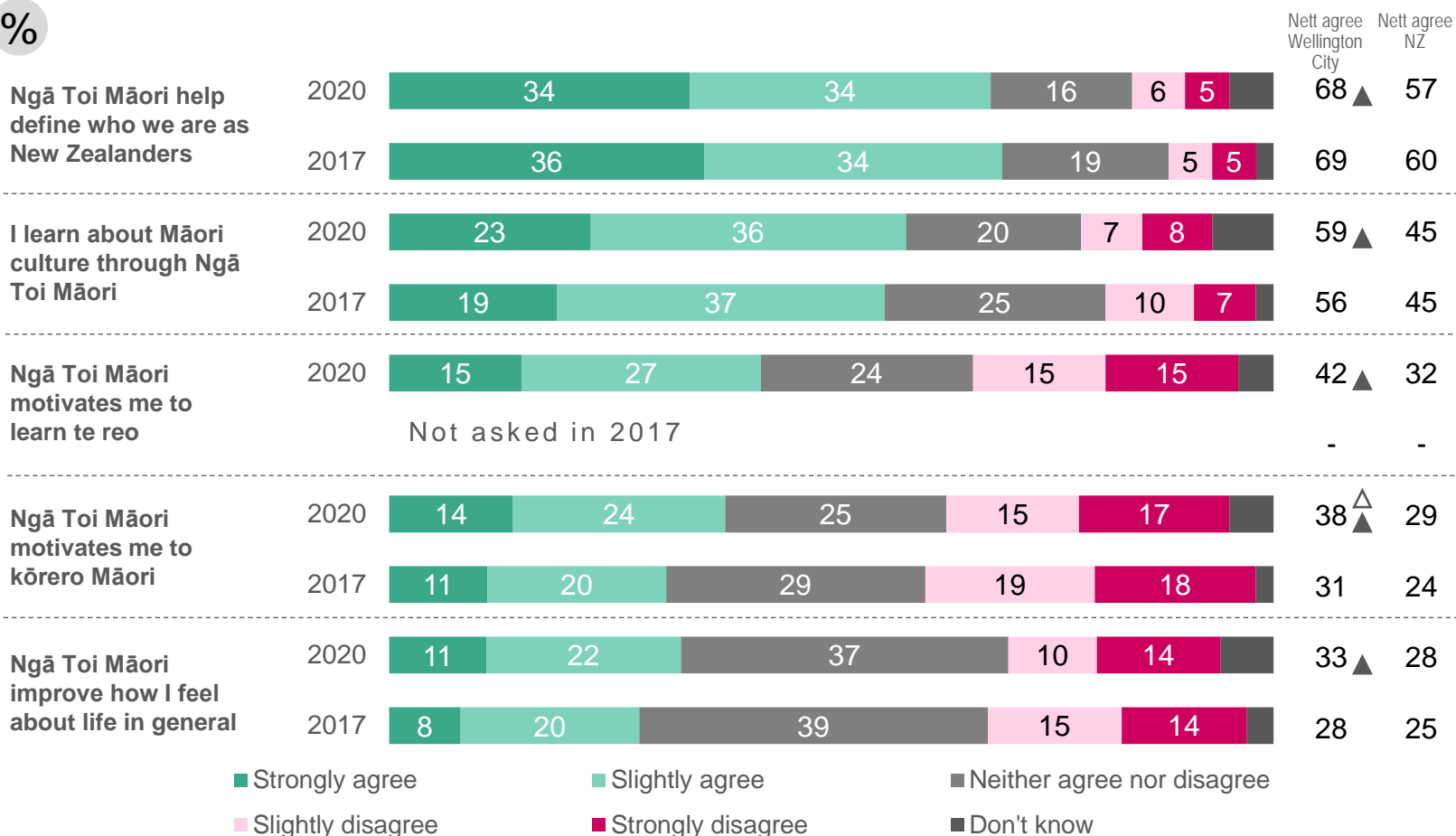
ATTITUDES TOWARDS NGĀ TOI MĀORI AND PACIFIC ARTS

Attitudes towards Ngā Toi Māori (Māori arts)



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

%



COMMENTARY

Wellington City residents continue to recognise multiple benefits from Ngā Toi Māori.

Sixty-eight percent agree Ngā Toi Māori helps define who we are as New Zealanders, and 59% agree they learn about Māori culture through Ngā Toi Māori. Overall one in three residents say it improves how they feel about life.

Ngā Toi Māori also acts as a catalyst for learning or conversing in te reo. The proportion who say it motivates them to kōrero te reo has increased from 31% to 38%.

Wellington City residents express more positive attitudes about Ngā Toi Māori than all New Zealanders.

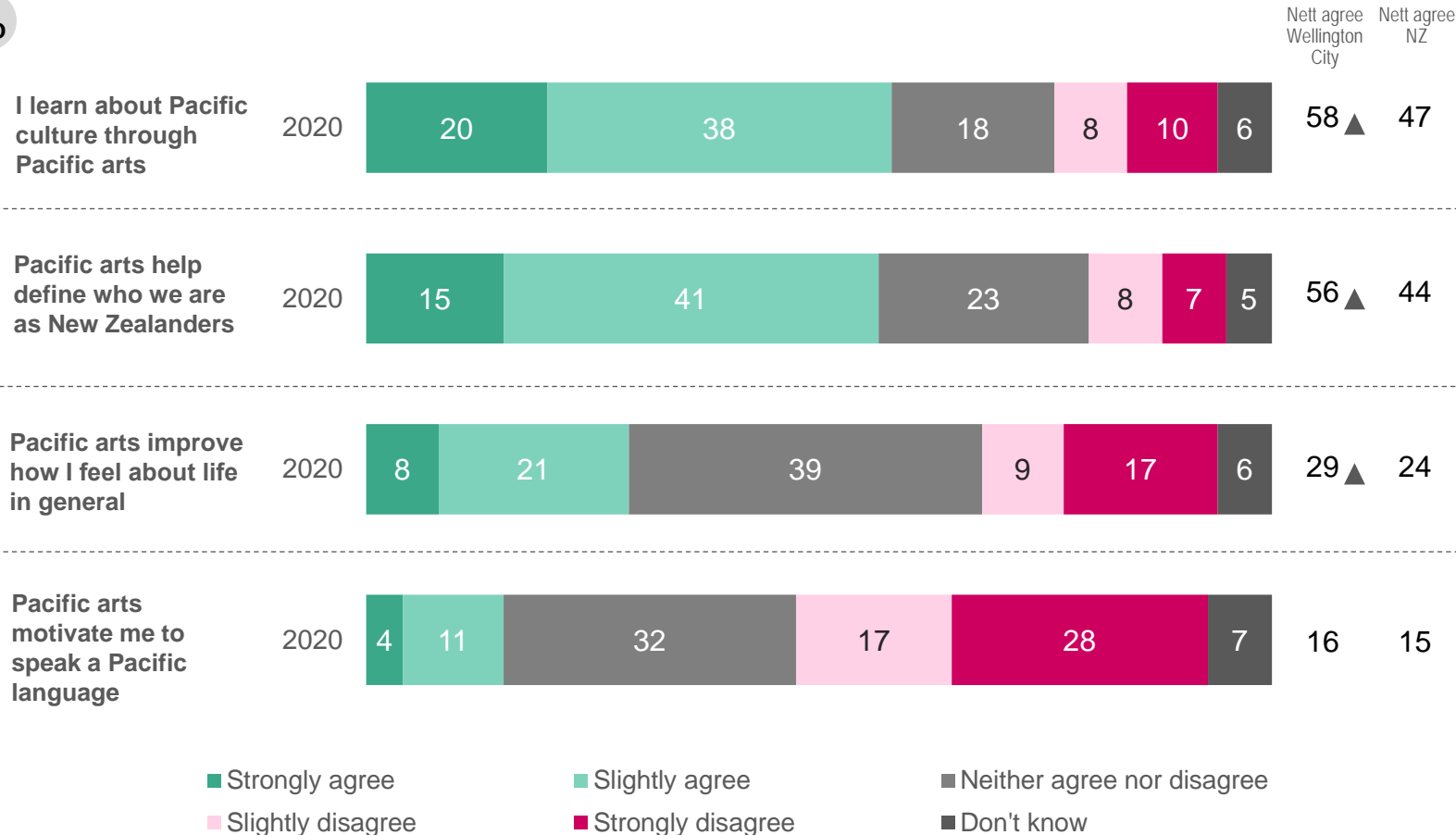
Māori residents broadly hold similar attitudes to all adults across Wellington City. The most notable difference is that 47% of Māori say Ngā Toi Māori makes them feel better about life in general, compared to 33% overall, albeit this difference is not statistically significant due to the relatively small base size of Māori (51 respondents). Finally, 76% of Māori say it is an important way of connecting with their culture (this attitude is not shown on the chart).

Sub-group differences in Wellington City:

Women hold more positive attitudes than men towards Ngā Toi Māori, while young people (aged 15-29) and higher income households (over \$120k) are more motivated than average to learn te reo through Ngā Toi Māori.



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



COMMENTARY

Wellington City residents also recognise multiple benefits from Pacific arts.

Over half agree that they learn about Pacific culture through Pacific arts and that it helps define who we are as New Zealanders. This is higher than the national average.

More broadly 29% say Pacific arts improves how they feel about life in general, which is also higher than the national average.

16% of Wellington City residents say Pacific arts motivates them to speak a Pacific language, which is in line with the national average.

Due to relatively low base size (26 respondents) we cannot comment in depth on the results for the Pacific sample in Wellington, but at an indicative level they are more positive than all residents.

Sub-group differences in Wellington City:

Women hold more positive attitudes than men towards Pacific arts. In addition those aged 30 to 39 are more likely than average to say they learn about Pacific culture through Pacific arts, while those aged 70 plus are less likely to. Finally, people with the lived experience of disability are more likely than average to agree that the Pacific arts motivates them to speak a Pacific language.



ATTENDANCE BY ARTFORM

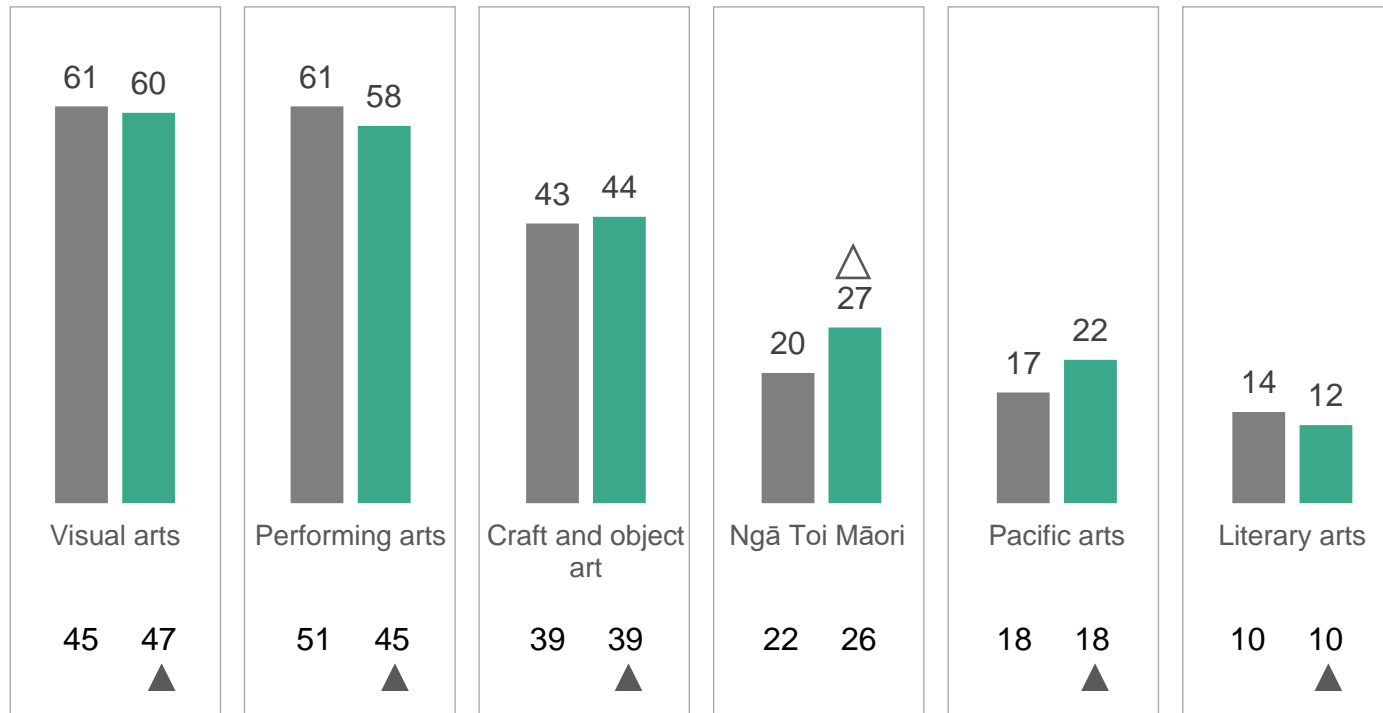
Attendance by art form



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



■ Wellington City - 2017 ■ Wellington City - 2020



COMMENTARY

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

The most popular art forms for attendance is the visual arts (60%) and performing arts (58%).

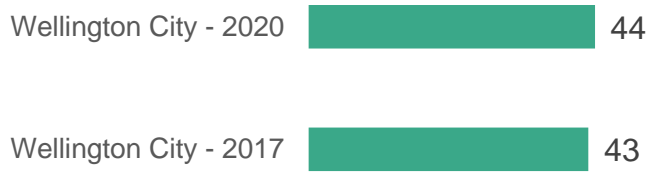
Attendance at Ngā Toi Māori has increased significantly from 20% in 2017 to 27% in 2020. The increase in attendance at Pacific arts is not statistically significant.

With the exception of Ngā Toi Māori, attendance at all art forms is higher than the national average.

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

%

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



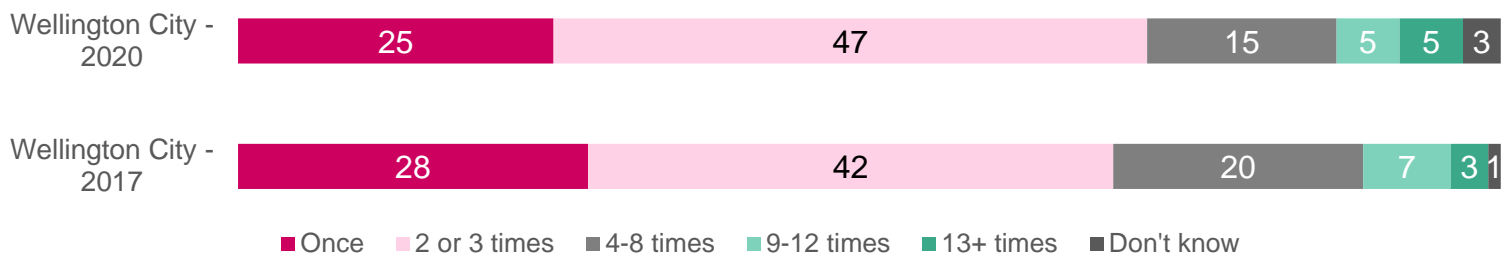
Base: All Wellington City residents 2017 (n=529); 2020 (n=608)

Q Did you do this...



Base: All Wellington City residents who have attended craft and object arts 2020 (n=273)

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



Base: All Wellington City residents who have attended the craft and object arts 2017 (n=231); 2020 (n=273)

COMMENTARY

Forty-four percent of Wellington City residents have attended craft and object art in the last 12 months, in line with 2017.

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

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

Of the 44% of residents who had attended the visual arts 89% had done so in person, and 36% online.

Sub-group differences in Wellington City:

Women (49%) are more likely to have attended craft and object art than average (44%). In contrast, men (39%) are less likely than average to have attended.

Men who have attended are more likely than average to have only done so online (16% vs. 9%).

%



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

Wellington City - 2020  12

Wellington City - 2017  14

Base: All Wellington City residents 2017 (n=529); 2020 (n=608)



Did you do this...



86% in person



35% online

Base: All Wellington City residents who have attended the literary arts 2020 (n=74)



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

Wellington City - 2020 

Wellington City - 2017 

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

Base: All Wellington City residents who have attended the literary arts 2017 (n=70); 2020 (n=74)

COMMENTARY

12% of Wellington City residents have attended literary arts in the last 12 months. This is in line with 2017.

Those who are attending go fairly infrequently with one in five doing so more than three times per year.

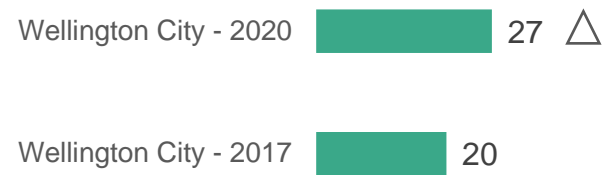
Those people who are attending literary arts typically do so in person, but around one in three attend online.

Sub-group differences in Wellington City:

People with the lived experience of disability are more likely than average to attend literary arts (24% vs. 12%).

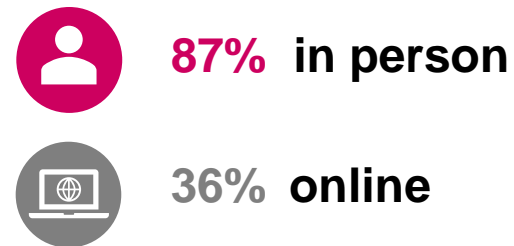
%

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



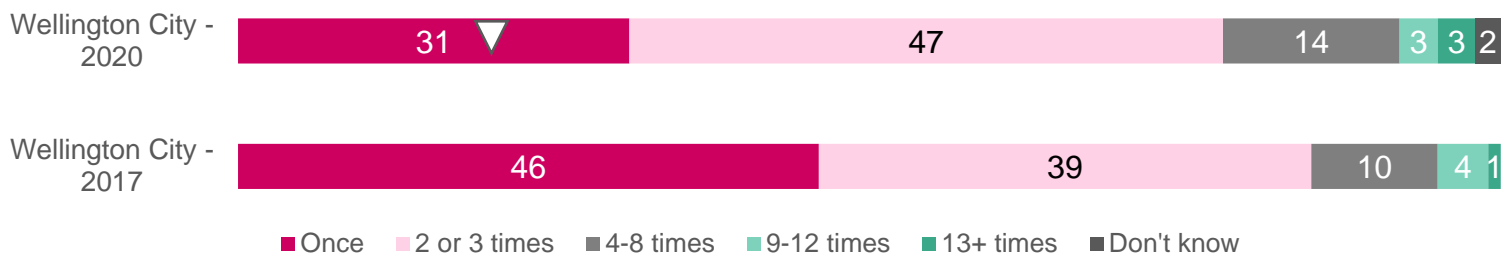
Base: All Wellington City residents 2017 (n=529); 2020 (n=608)

Q Did you do this...



Base: All Wellington City residents who have attended Ngā Toi Māori 2020 (n=173)

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



Base: All Wellington City residents who have attended Ngā Toi Māori 2017 (n=114); 2020 (n=173)

COMMENTARY

The proportion of Wellington City residents who have attended Ngā Toi Māori in the last 12 months, has increased from 20% in 2017 to 27% in 2020.

In addition, those who are attending are doing so more frequently than before. Around two in three are going more than once, compared to just over half in 2017.

Those people who are attending Ngā Toi Māori are typically doing so in person, but around one in three attend online.

Sub-group differences in Wellington City:

Those more likely than average (27%) to attend Ngā Toi Māori include:

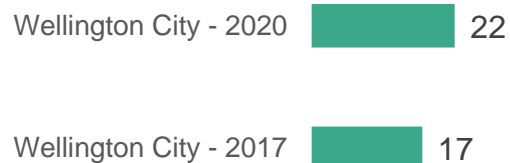
- Māori (41%)
- Those aged 60 to 69 (38%).

Asian New Zealanders who attend Ngā Toi Māori, are more likely to be occasional visitors (49% have done so only once vs. 31% on average).

%



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 Wellington City residents 2017 (n=529); 2020 (n=608)



Did you do this...



87% in person

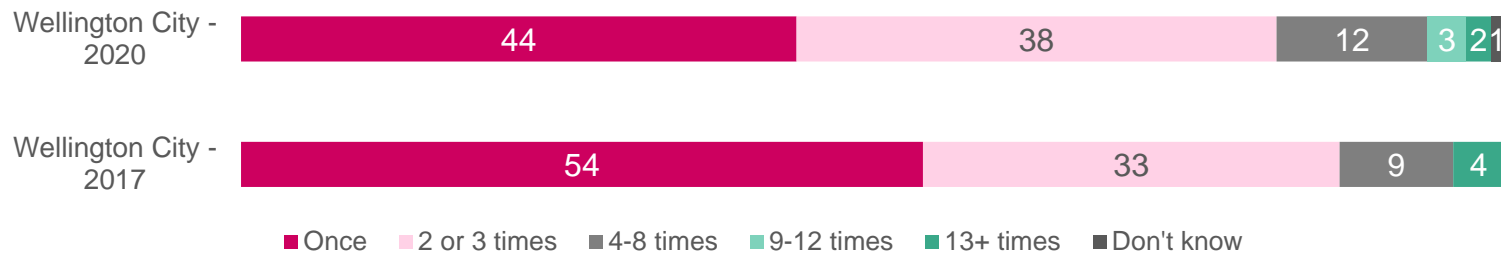


32% online

Base: All Wellington City residents who have attended the Pacific arts 2020 (n=145)



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



Base: All Wellington City residents who have attended the Pacific arts 2017 (n=93); 2020 (n=145)

COMMENTARY

Twenty-two percent of Wellington City residents have attended Pacific arts in the last 12 months. This compares to 17% in 2017, albeit the difference is not statistically significant.

Over half of those who attending are doing so more than once. This compares to less than half in 2017. Once again this is not statistically significant.

Those people who are attending Pacific arts are typically doing so in person, but around one in three are also attending online.

Sub-group differences in Wellington City:

Sixty-five percent of Pacific peoples have attended Pacific arts. However this result should be viewed with caution due to the low sample size (26 respondents).

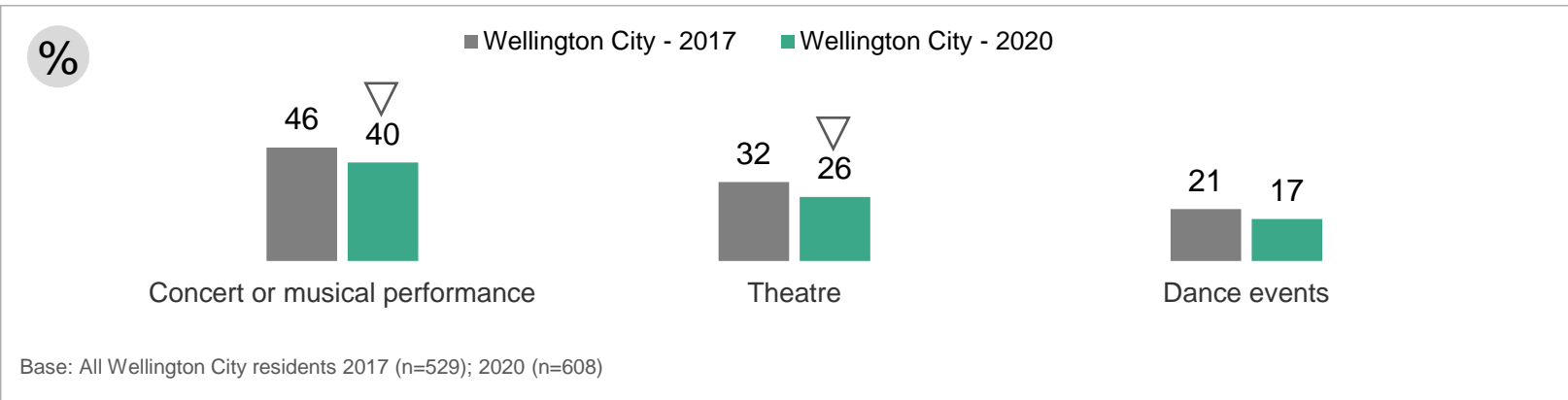
Those more likely than average (22%) to attend Pacific arts include:

- People with the lived experienced of disability (36%)
- Māori (35%)
- Those aged 60 to 69 (34%).

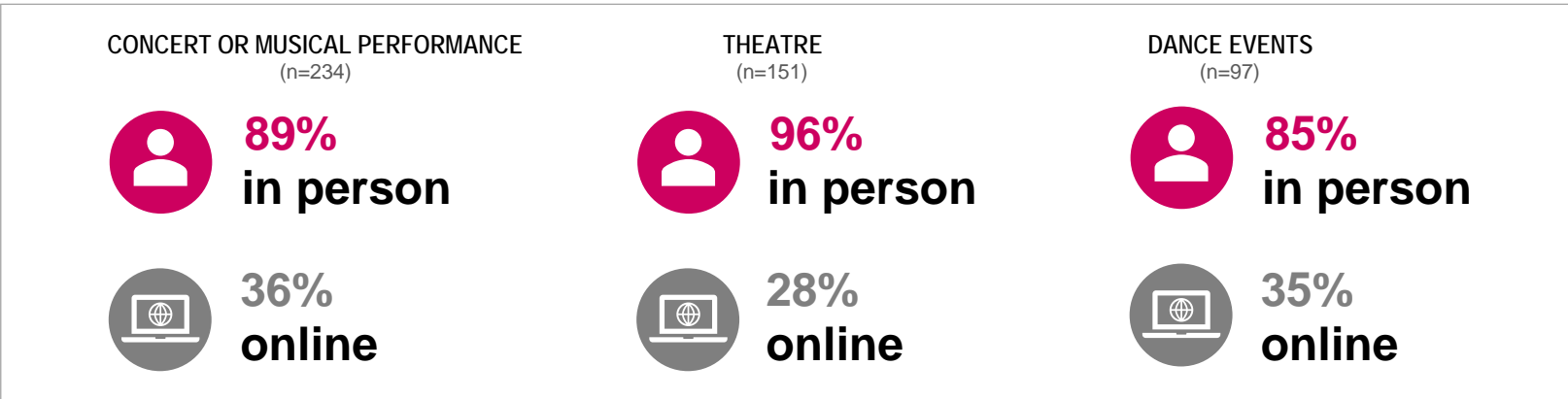
Asian New Zealanders who have attended are less likely than average to have done so in person (70% vs. 87%).

Performing arts attendance

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



Did you do this...



COMMENTARY

Overall, 58% of Wellington residents have attended the performing arts in the last 12 months. The chart shows how this breaks down across the different types.

Concerts or musical performances remain the most popular type of performing arts. Forty percent of Wellington City residents have attended a concert or musical performance in the last 12 months. This is followed by theatre (26%) and dance (17%). Attendance of both concerts / musical performance and theatre have declined significantly since 2017.

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

Sub-group differences in Wellington City:

Women (64%) are more likely to have attended the performing arts than average (58%). In contrast, men (50%), people with the lived experience of disability (42%) and Asian New Zealanders (42%) are less likely than average to have attended.

Women are also more likely than average to have attended concerts or musical performances (45%), and men less likely to (33%).

Finally, Asian New Zealanders are also less likely than average to have attended each type of the performing arts.

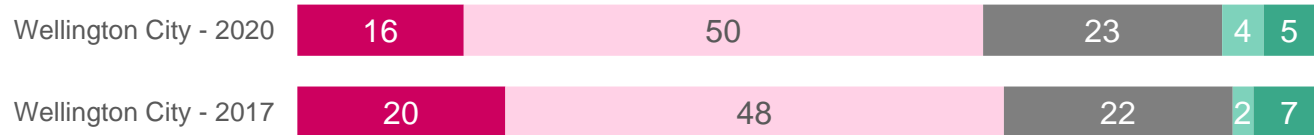
Performing arts attendance



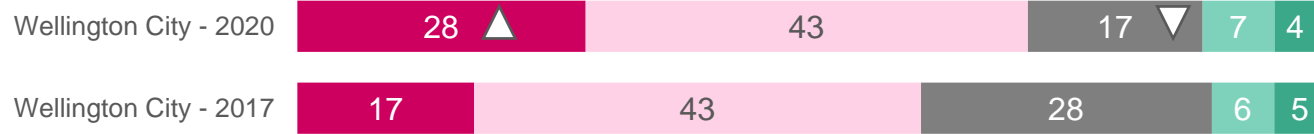
On average, how often have you attended [concerts or other musical performances / theatre / dance events] in the last 12 months?



Concert or musical performance



Theatre



Dance event



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

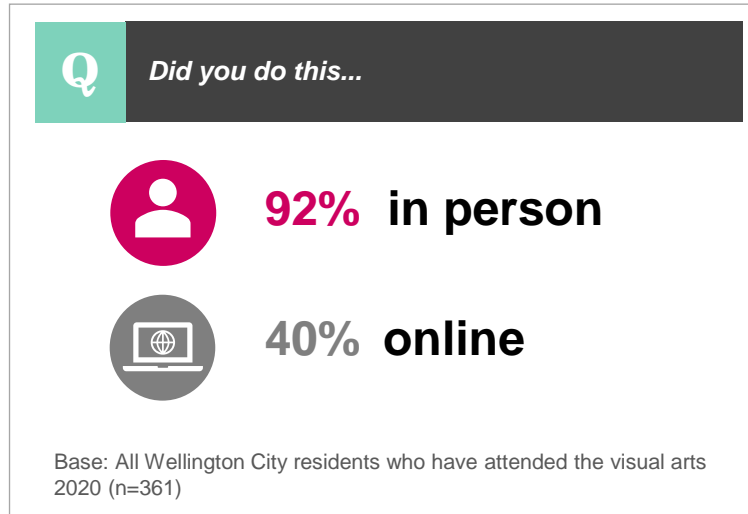
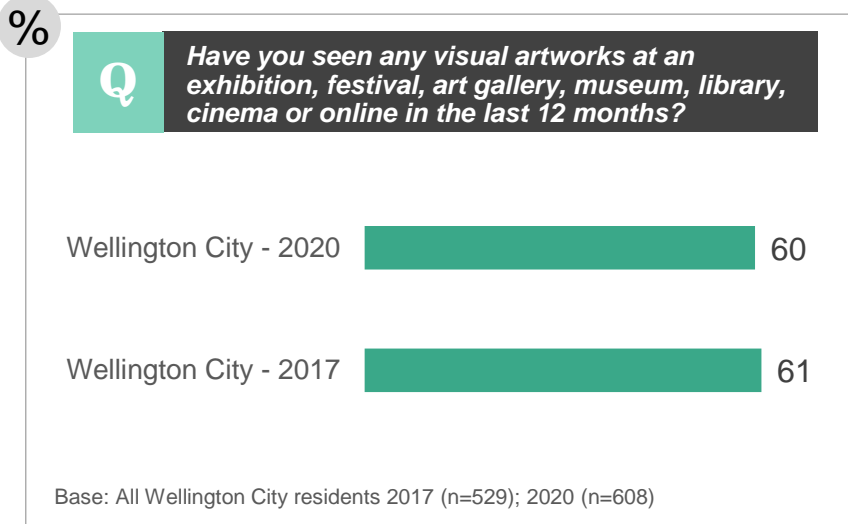
COMMENTARY

Most people who attend the performing arts in Wellington do so infrequently i.e. up to three times in the last twelve months.

Those who are attending the theatre are doing so less frequently than in 2017.

Sub-group differences in Wellington City:

There are no sub-group differences of interest.



COMMENTARY

60% of Wellington City residents have attended the visual arts in the last 12 months, in line with 2017.

The frequency with which attendees are going to the visual arts is broadly consistent with 2017.

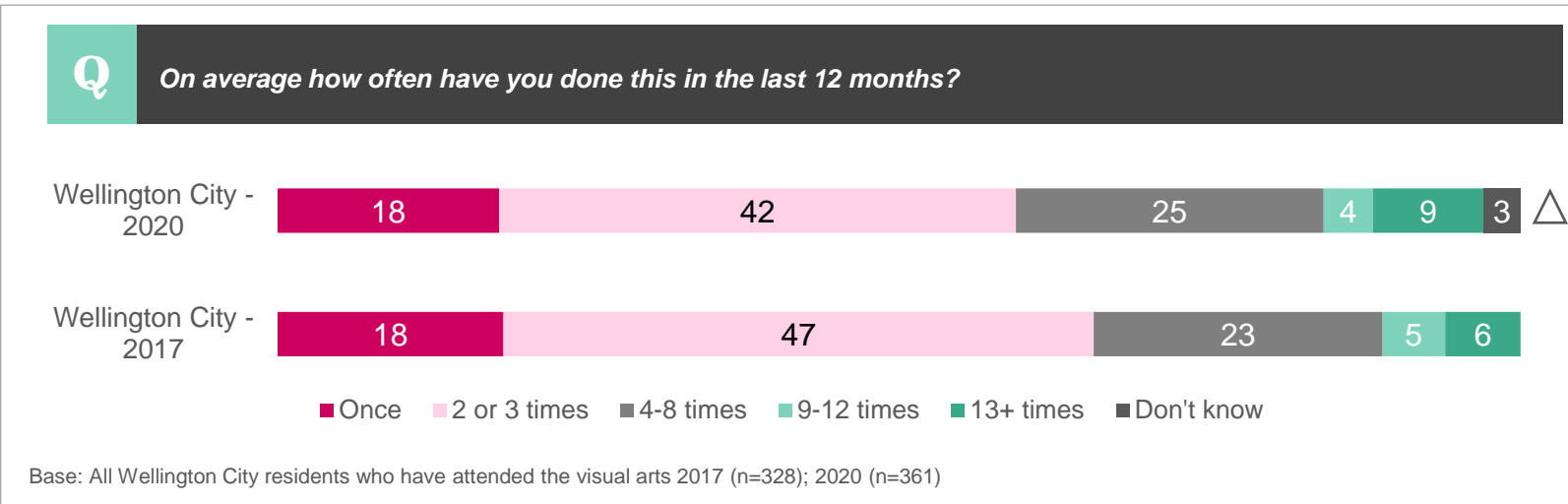
Of the 60% of residents who had attended the visual arts over 90% had done so in person, and 40% online.

Sub-group differences in Wellington City:

Women (67%) are more likely than average (60%) to have attended the visual arts. In contrast, men (52%) and Asian New Zealanders (51%) are less likely than average to have attended.

Asian New Zealanders who have attended are also more likely than average to only attend once (32% vs. 18%).

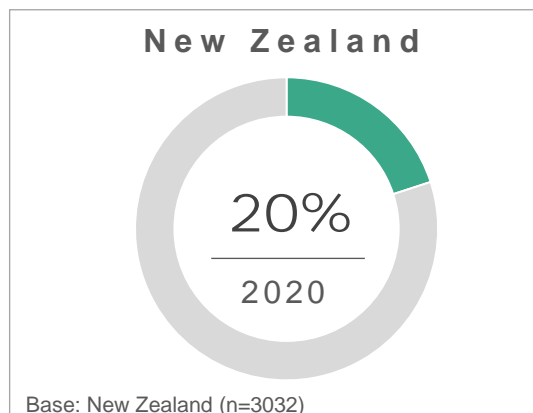
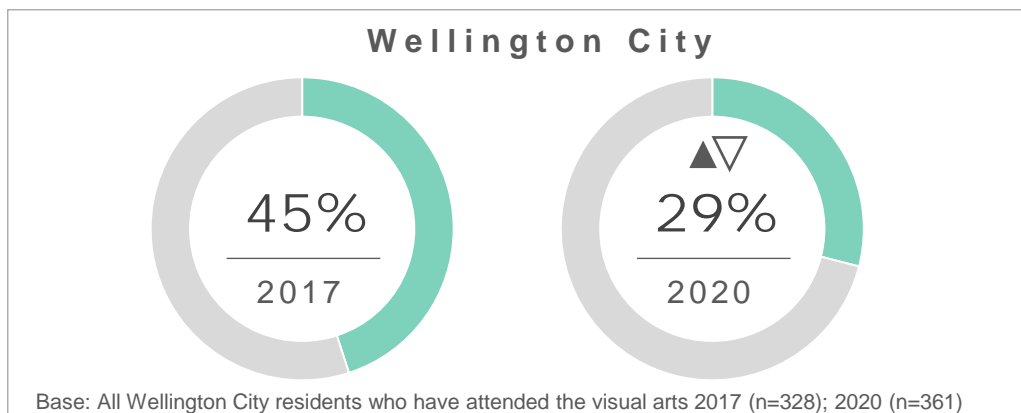
People with the lived experience of disability (25%), and Asian New Zealanders (13%) are also more likely than average (6%) to have only visited online.



Visual arts attendance: impact of film festivals



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



COMMENTARY

Twenty-nine percent of Wellington residents who have attended the visual arts, have attended a film festival in the last 12 months. This is a significant drop from 2017, despite some film festivals moving to an online format. However, attendance remains higher than the national average (20%).

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

Sub-group differences in Wellington City:

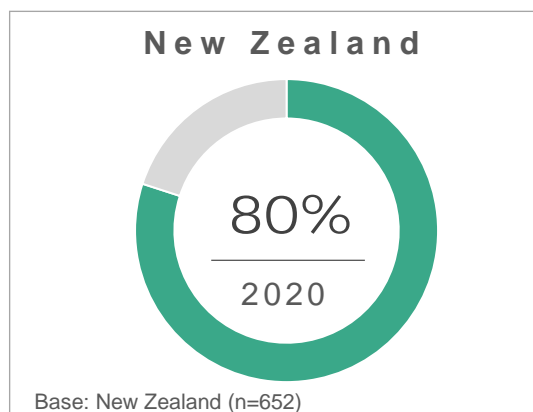
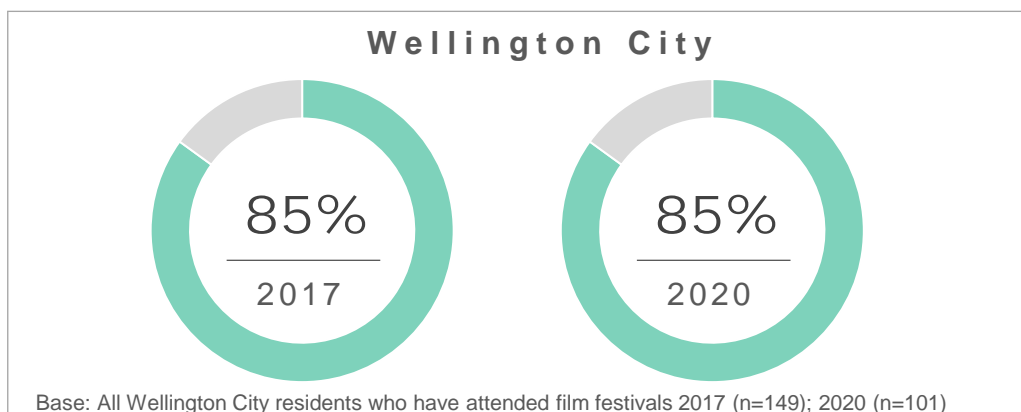
The following groups are more likely than average (29%) to have attended film festivals:

- People with the lived experience of disability (52%)
- Those on lower household incomes (up to \$50,000) (46%).

Young people, aged 15 to 29, are less likely than average to have attended (17%).



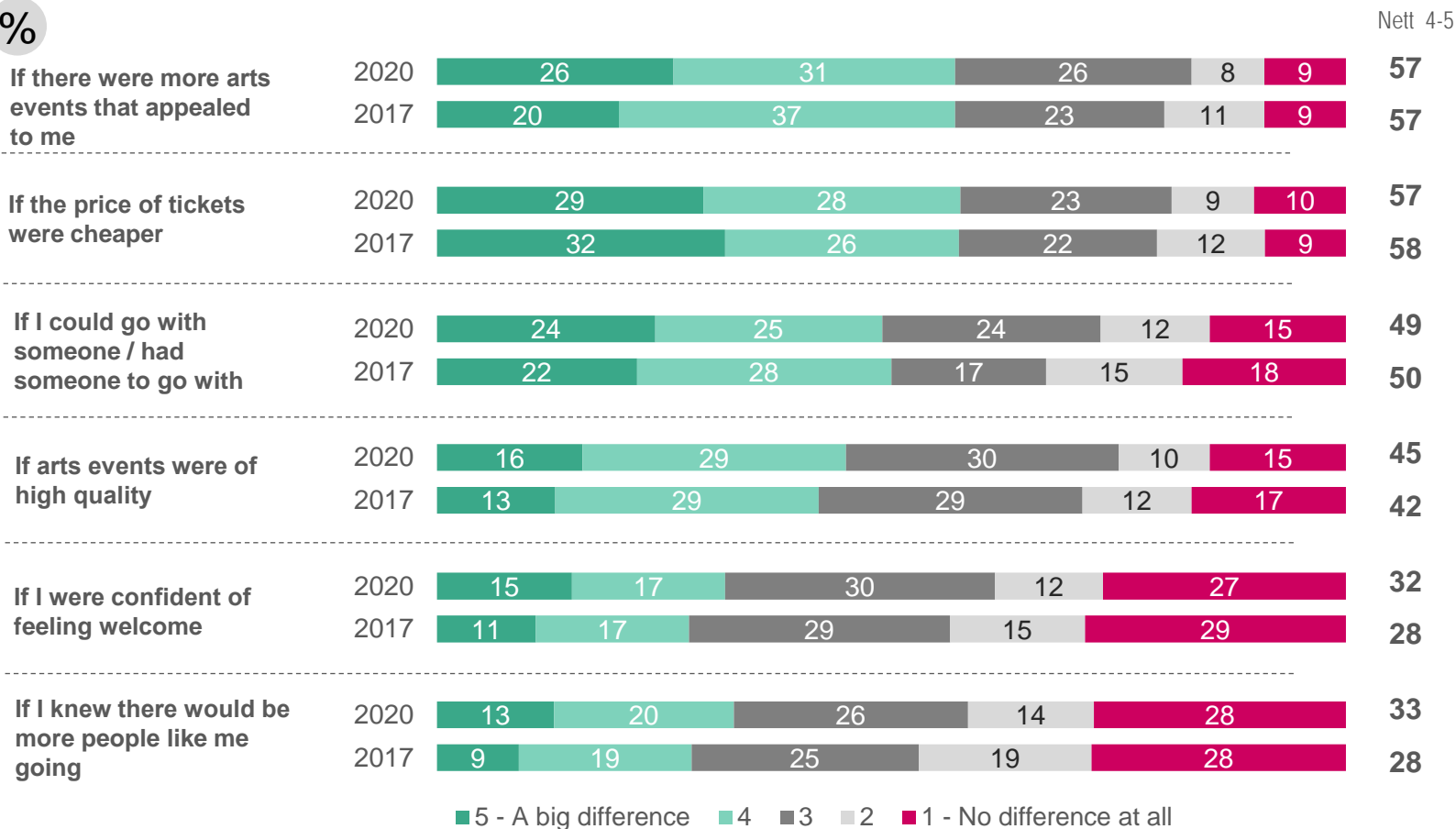
And have you visited visual arts other than film festivals in the last 12 months?



Encouraging greater attendance in the arts



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



COMMENTARY

Seventy-three percent of Wellington City residents agree that some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Choice and ticket prices remain the top two factors that influence attendance. Fifty-seven percent say each factor could make a difference in encouraging them to go more often.

There is also an opportunity to further increase attendance by tackling the social norm that you need to attend arts events with other people, as well as perceptions of quality.

Finally, greater inclusivity needs to be promoted to encourage attendance for around one in three residents.

The proportion referencing each trigger is in line with 2017.

Sub-group differences in Wellington City:

Lower prices is of greater importance than average to those on lower household incomes (\$50,001 to \$80,000), younger people aged under 40, and women. Women are also more likely than average to say that going with someone would make a big difference to their attendance.

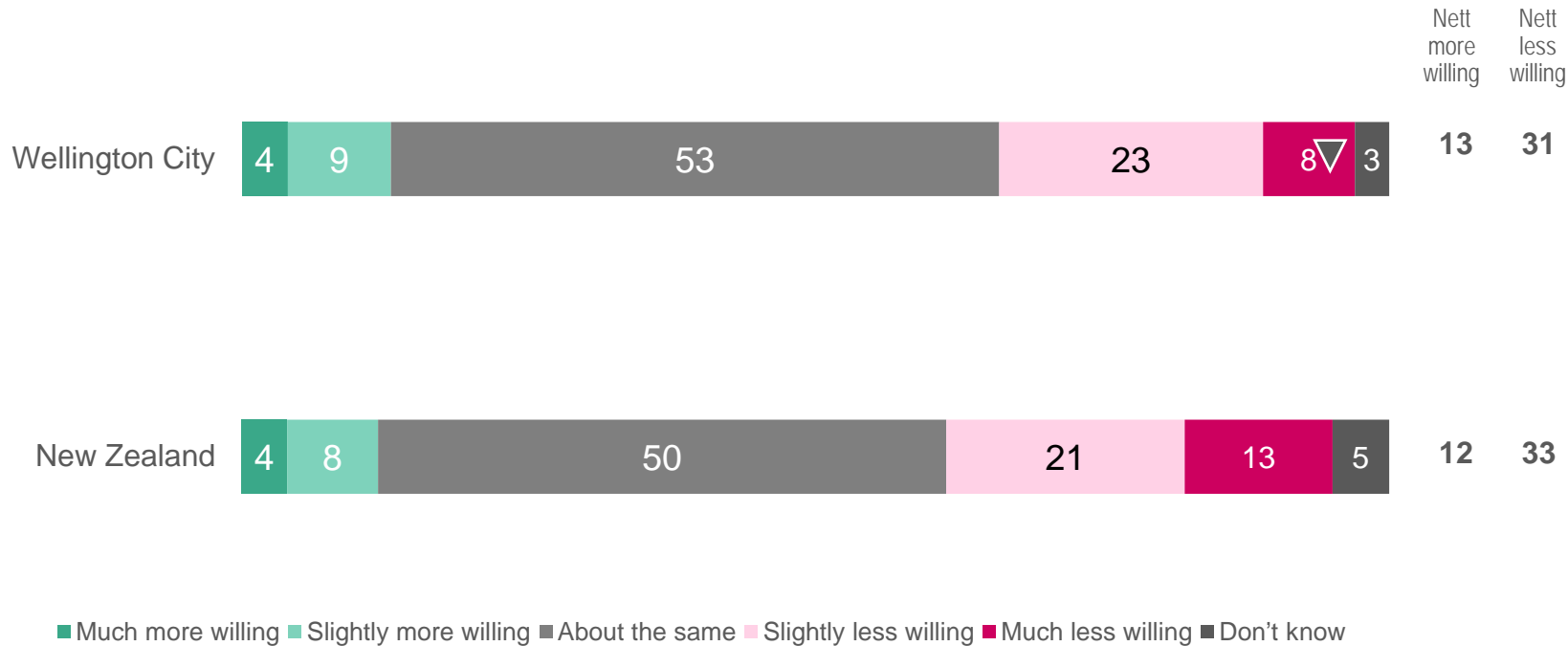
Young people (aged 15 to 29) in particular are seeking peer support and reassurance. They are much more likely than average to say that having someone to go with, knowing there are people like them going, or being confident of feeling welcome would make a big difference.

Both men and Asian New Zealanders are more likely than average to say that higher quality events could make the difference, while Asian New Zealanders are also more likely than average to respond to being made to feel welcome.

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



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



COMMENTARY

A third of Wellington City residents (31%) are less willing to attend arts events in person because of COVID-19, suggesting there is still anxiety around catching the virus while out and about, particularly in large crowds. On the other hand, 13% are *more* willing. For this group of people COVID-19 may have had the opposite effect - motivating them to live life to its fullest.

These findings are broadly in line with the national average.

Sub-group differences in Wellington City:

Women are more likely than average to be less willing to attend the arts in person because of COVID-19.

In contrast, young people aged 15 to 29 are more likely than average to be more willing to do so. However, even within this group the proportion who are less willing (27%) still outweighs those who are more willing (22%).



PARTICIPATION BY ARTFORM

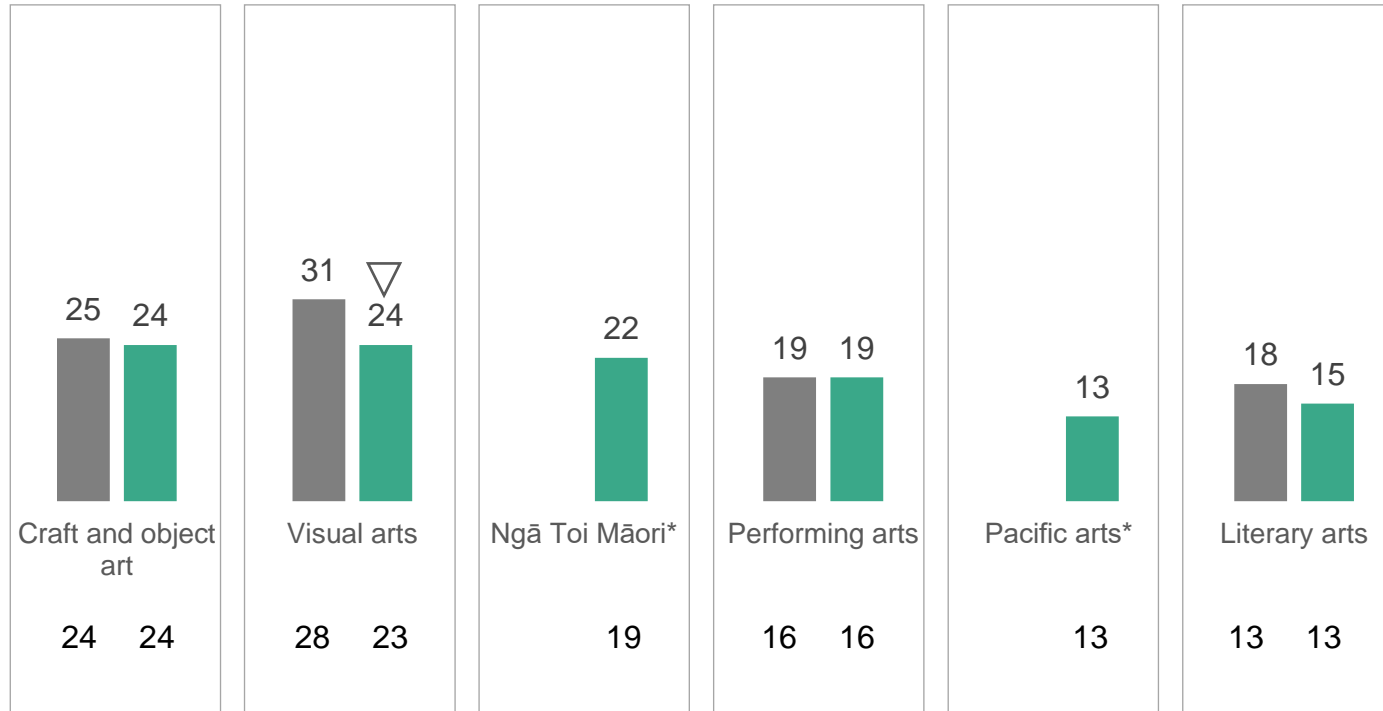
Participation by art form



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



■ Wellington City - 2017 ■ Wellington City - 2020



COMMENTARY

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

Visual arts participation has declined in 2020, however it continues to be one of the most popular art forms to participate in, alongside craft and object arts. Participation in all other art forms is consistent with 2017.

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

Levels of participation in each art form are also consistent with

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

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

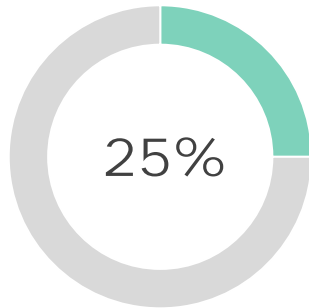
Craft and object art participation



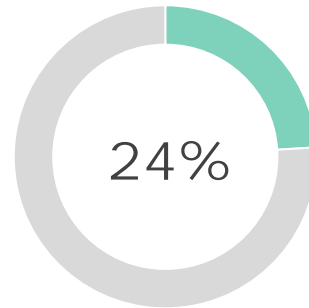
Thinking again about craft and object art, have you created anything in the last 12 months?



Wellington City 2017



Wellington City 2020



Base: All Wellington City residents 2017 (n=529); 2020 (n=608)

COMMENTARY

24% of Wellington City residents have participated in craft and object art in the last 12 months. This is in line with 2017.

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

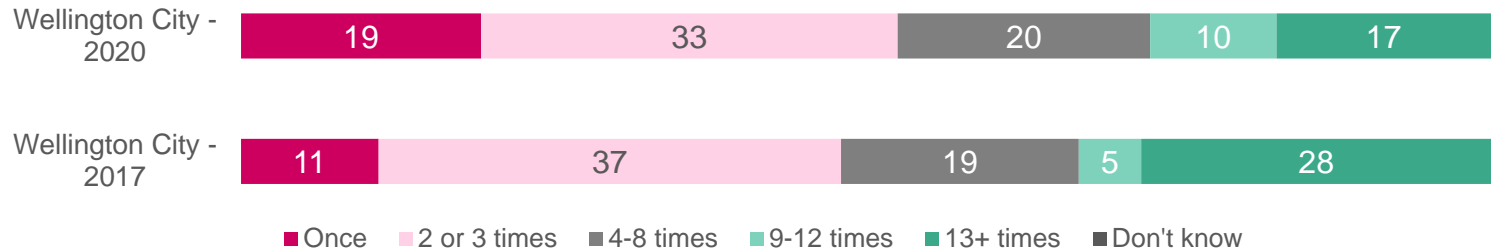
Sub-group differences in Wellington City:

Women (36%) are more likely than men (12%) to participate in craft and object art.

Those men who do participate are more likely to have only done so once than women (37% vs. 14%).



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



Base: All Wellington City residents who have participated in craft and object arts 2017 (n=129); 2020 (n=148)

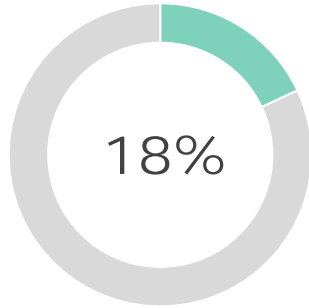
Literary arts participation



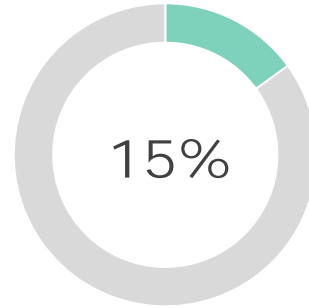
Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non-fiction?

%

Wellington City 2017



Wellington City 2020



Base: All Wellington City residents 2017 (n=529); 2020 (n=608)

COMMENTARY

Fifteen percent of Wellington City residents have participated in literary arts in the last 12 months. This is broadly consistent with 2017.

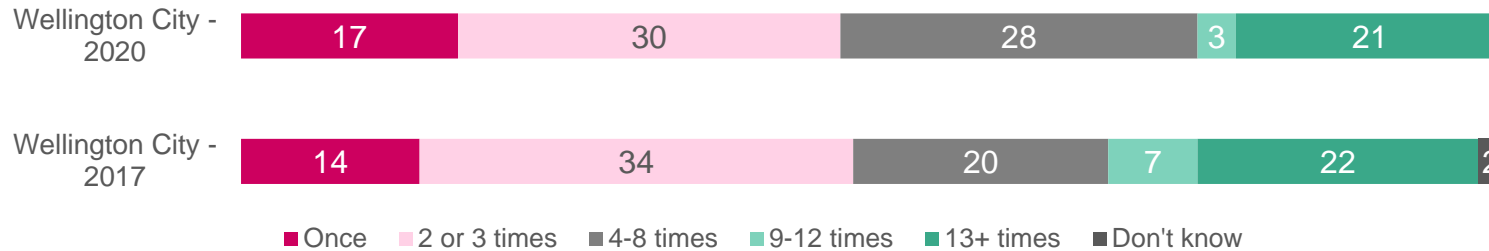
The frequency with which people are participating is also consistent with 2017. One in four participate on a regular basis (at least nine times in the last 12 months)

Sub-group differences in Wellington City:

There are no sub-group differences of note.



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



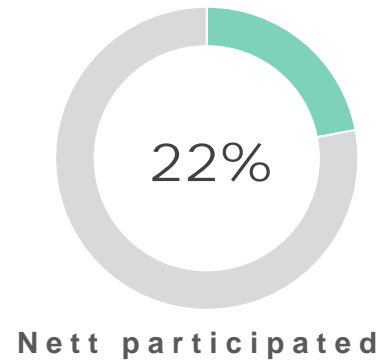
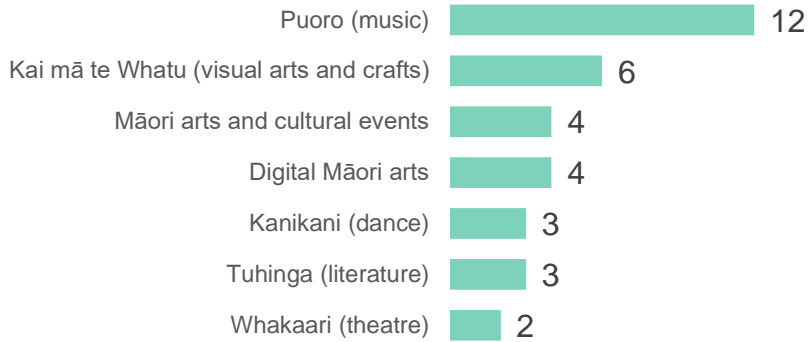
Base: All Wellington City residents who have participated in literary arts 2017 (n=90); 2020 (n=85)

Ngā Toi Māori participation



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

%



Base: All Wellington City residents 2020 (n=608)



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

Wellington City - 2020



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

Base: All Wellington City residents who have participated in Ngā Toi Māori 2020 (n=139)

COMMENTARY

Twenty-two percent of Wellington City residents have participated in Ngā Toi Māori in the last 12 months. Please note due to changes in the question wording trends are not shown against 2017.

The most popular Ngā Toi Māori activity is puoro (music), followed by kai mā te whatu (visual arts and crafts).

A third (32%) of Māori in Wellington City have participated in Ngā Toi Māori. Participation is by no means confined to Māori, with 24% of Asian New Zealanders and 20% of New Zealand Europeans having participated.

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

Sub-group differences in Wellington City:

The following groups are more likely to have participated in Ngā Toi Māori in the last 12 months:

- Women (27%)
- People with the lived experience of disability (39%)

The following groups are less likely to have participated in Ngā Toi Māori in the last 12 months:

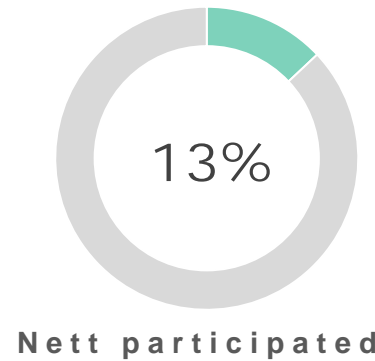
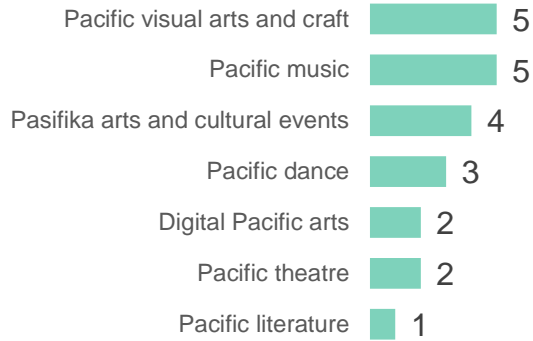
- Men (17%)
- Those aged 70 plus (9%)

Pacific arts participation

Q

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

%



Base: All Wellington City residents 2020 (n=608)

Q

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

Wellington City - 2020



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

Base: All Wellington City residents who have participated in Pacific arts 2020 (n=90)

COMMENTARY

Thirteen percent of Wellington City residents have participated in the Pacific arts in the last 12 months. Please note due to changes in the question wording trends are not shown against 2017.

The most popular Pacific arts activities are visual arts and craft and music.

Fifty-four percent of Pacific peoples have attended Pacific arts. However this result should be view with caution due to the low sample size (26 respondents). Participation is by no means confined to Pacific peoples, with 24% of Asian New Zealanders, 13% of Māori and 10% of New Zealand Europeans having participated

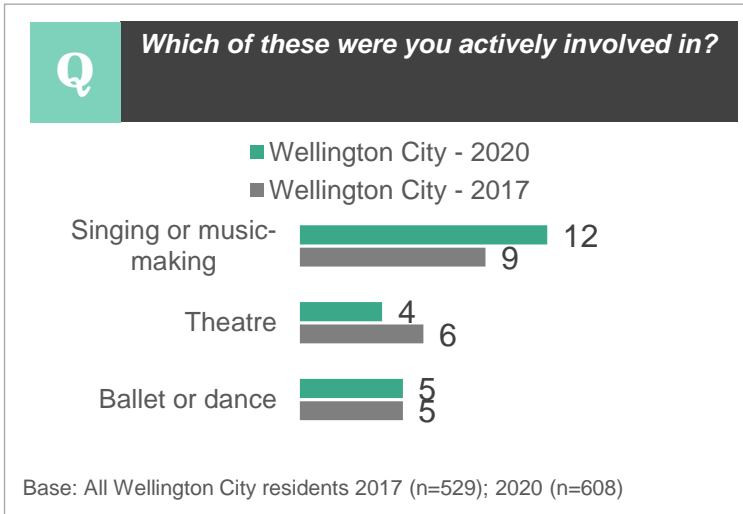
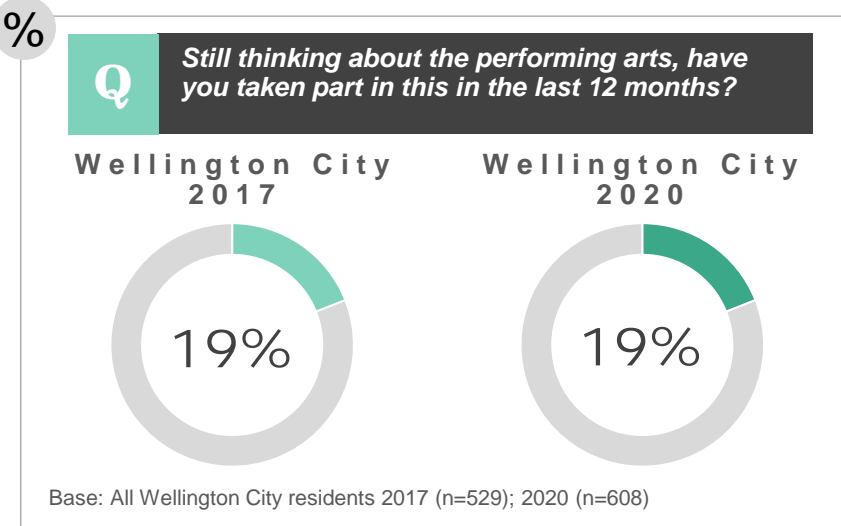
Less than 10% of those who participate do so on a regular basis (at least nine times in the last 12 months).

Sub-group difference:

The following groups are more likely than average (13%) to have participated in Pacific arts in the last 12 months:

- People with the lived experience of disability (40%)
- Asian New Zealanders (24%)
- Those with a household income of between \$50,001 and \$80,000 (21%).

New Zealand Europeans (10%) are less likely than average to have participated.



COMMENTARY

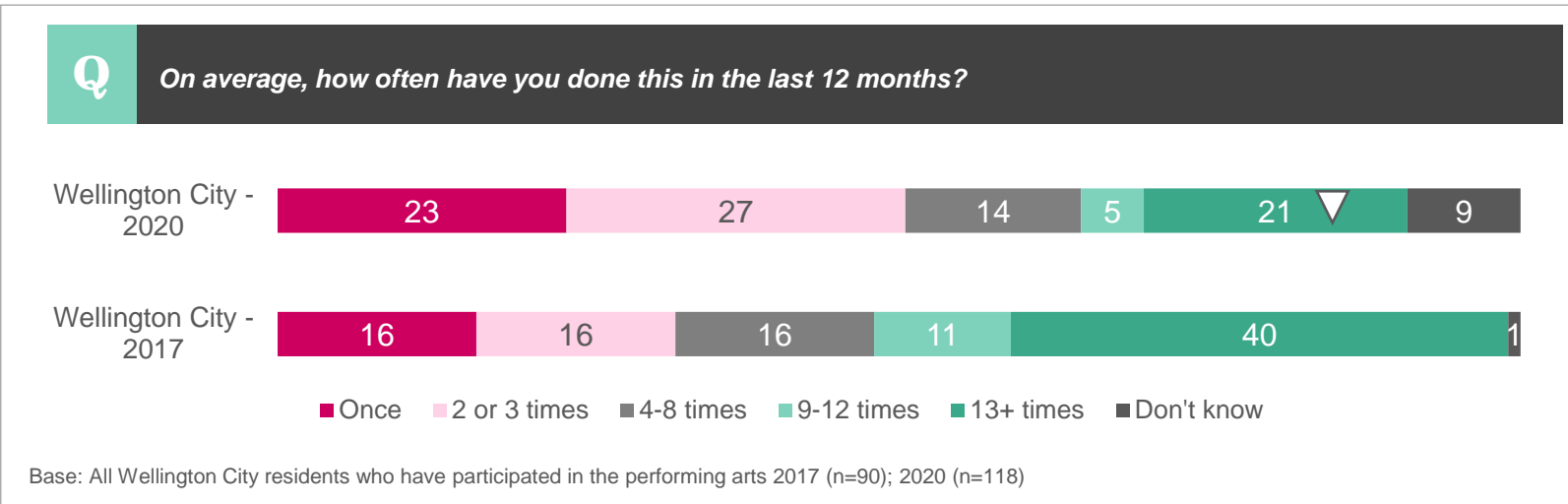
Nineteen percent of Wellington City residents have participated in performing arts in the last 12 months. This is in line with 2017.

Singing or music making remains the most popular type of performing arts for residents to take part in. Levels of participation in the different types of art form have not changed significantly.

Those who are participating are doing so less frequently than before. Around one in four take part on a regular basis (at least nine times in the last 12 months), compared to one in two in 2017.

Sub-group differences in Wellington City:

Māori (31%) are more likely than average (19%) to participate in the performing arts.



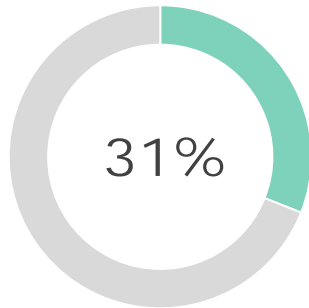
Visual arts participation



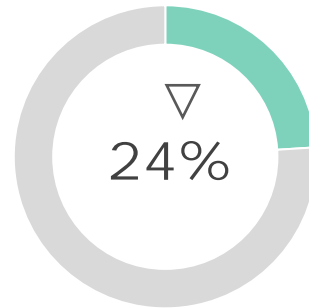
Have you created any visual artworks in the last 12 months?



Wellington City 2017



Wellington City 2020



Base: All Wellington City residents 2017 (n=529); 2020 (n=608)

COMMENTARY

Participation in the visual arts in the last 12 months has declined from 31% in 2017 to 24% in 2020.

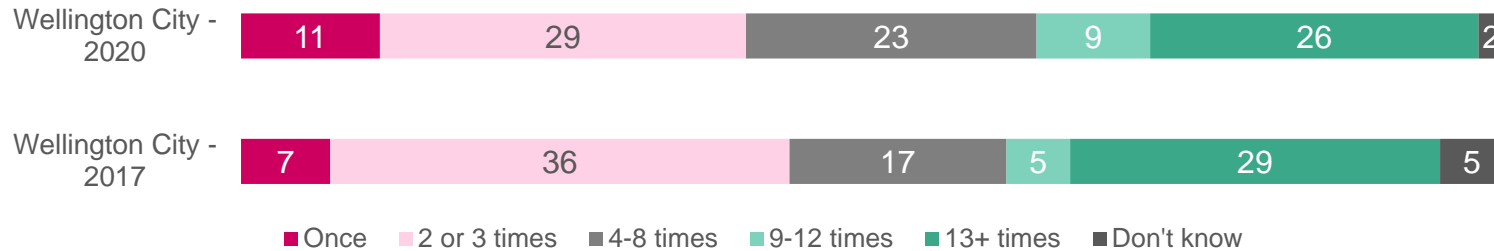
The frequency with which people are participating is broadly consistent with 2017. One in three continue to participate on a regular basis (at least nine times in the last 12 months)

Sub-group differences in Wellington City:

Women (31%) are more likely than men (15%) to participate in the visual arts.



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



Base: All Wellington City residents who have participated in the visual arts 2017 (n=157); 2020 (n=145)

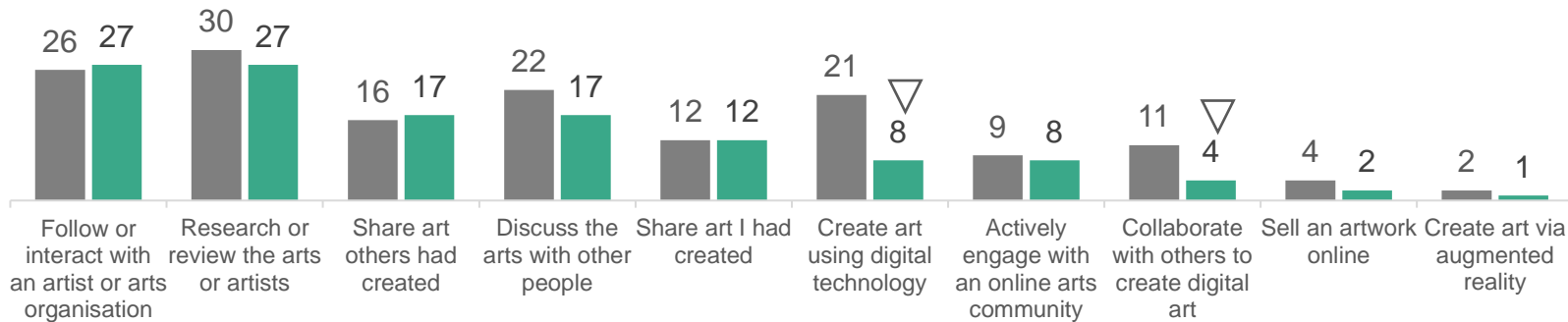
Use of digital technology for arts activities



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



■ Wellington City - 2017 ■ Wellington City - 2020



COMMENTARY

Digital technology continue to enable Wellington City residents to engage with the arts in different ways. However, some of the allure or novelty of this technology may be waning.

Half (51%) of residents have used digital technology for arts activities, this compares to 57% in 2017, albeit this difference is not statistically significant.

There has been a decline in levels of participation in some activities, however. This includes creating art using digital technology which has dropped from 21% to 8%, and collaborating with others to create digital art (from 11% to 4%).

The most popular activities remain following or interacting with an artist or arts organisation (27%) and researching or reviewing the arts or artists (27%).

Sub-group differences in Wellington City:

Women are more likely than men to engage with digital technology for arts activities (57% vs. 44%). In particular, they are more likely to follow or interact with an artist or arts organisation (36% vs. 16%) and share art others have created (21% vs. 11%).

In addition, those aged 15 to 29 are more likely than average to collaborate with others to create digital art (9% vs. 4%), while people with the lived experience of disability are more likely to sell an artwork online (11% vs. 2%).

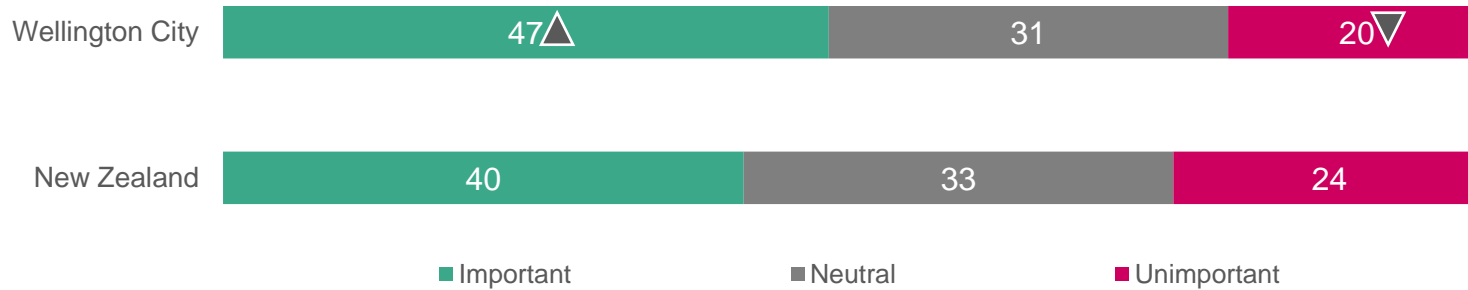


PERCEIVED IMPACT ON WELLBEING AND SOCIETY

Importance of the arts to wellbeing

Q How important is the arts to your personal wellbeing?

%



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



COMMENTARY

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

Forty-seven percent of Wellington City residents feel that the arts is important to their personal wellbeing. This is higher than the average for all New Zealanders (40%).

The nett impact of COVID has been to value the arts more in terms of their wellbeing. Twenty-eight percent of residents say the arts are more important to their wellbeing since COVID-19 arrived in New Zealand while 9% say it is less important. This is line with the national average.

Sub-group differences in Wellington City:

The following groups are more likely than average to say that the arts are important to their personal wellbeing: older people aged 60 to 69 (60%) and 70 plus (62%), and women (54%).

Women (34%) are also more likely than men (22%) to say the arts has become more important to their wellbeing since COVID-19 arrived in New Zealand.

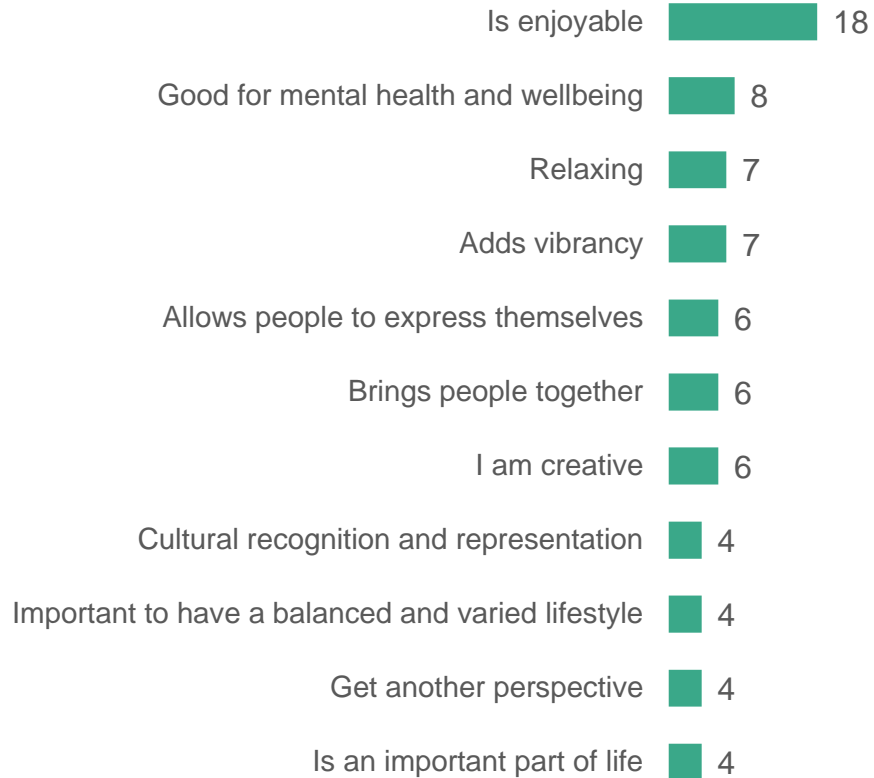
Reasons why the arts is important for personal wellbeing



For what reasons do you say that?



LEADING RESPONSES



COMMENTARY

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

These reasons relate to positive emotions such as feeling good or happy, as well as providing a source of self-expression. Some respondents talked about the therapeutic benefits of the arts and associated positive impacts on mental health

// Quotes

“Whenever I do get involved in the arts it’s had a positive effect on me. Being involved in orchestras all throughout childhood was extremely influential to my overall wellbeing.”

Woman, 18-29, New Zealand European, Wellington

“Arts provide sustenance for my soul, they can enlighten me on what is happening in society, they can elevate me.”

Man, 70 plus, New Zealand European and Māori, Wellington

Reasons why the arts improve society



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



LEADING RESPONSES



COMMENTARY

Three quarters (74%) of Wellington City residents feel the arts improve New Zealand society. We asked these respondents an open-ended question as to why this is. The chart opposite shows the leading reasons given.

Key themes include self-expression, community cohesion, mental stimulus and joy.

Quotes

“Allows people to share their stories and backgrounds; provides beauty, challenges and entertainment to people; allows collaboration between people of different backgrounds.”

Man, 30-39, NZ European, Wellington

“It makes people think about things from a different point of view / perspective which helps with understanding and a breakdown of cultural and / or ingrained views and stereotypes. It broadens our overall perceptions and encourages integration - especially when people can make a connection through the arts that has no colour, body type, or gender bias.”

Woman, 50-59, NZ European and Pacific, Wellington



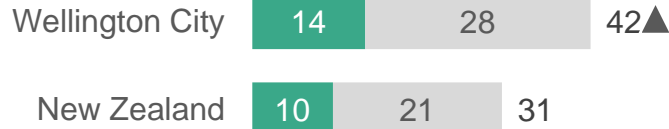
IMPACT OF COVID-19



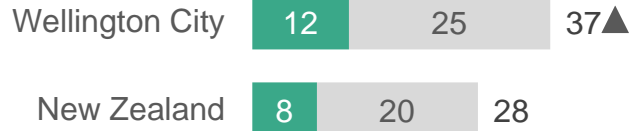
How much do you agree or disagree with the following?



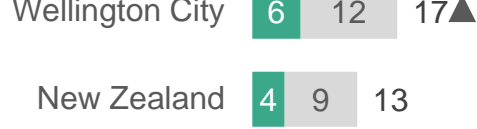
Arts and culture have supported my wellbeing during the COVID-19 crisis



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



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



■ Strongly agree ■ Slightly agree

COMMENTARY

Forty-two percent of residents say the arts has supported their wellbeing through COVID-19. The pandemic has also pushed people to watch more activities online since the lockdown (37%). Finally, the pandemic has even provided a spur for some to engage in new cultural activities (17%).

Wellington City residents are more likely to agree with each of these statements than New Zealanders overall.

Sub-group differences in Wellington City:

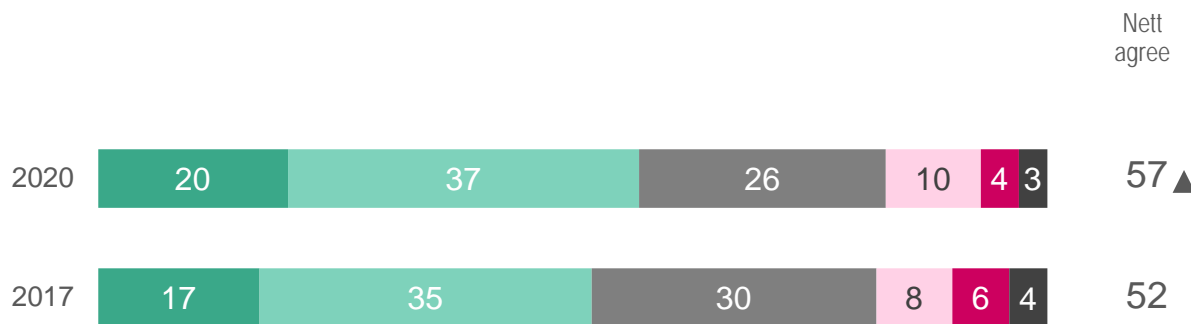
The following groups are more likely than average (42%) to say that arts and culture supported their wellbeing during the COVID-19 crisis: older people aged 70 plus (58%), household with an income of between \$50,001 and \$80,000 (53%) and women (48%).

Those aged 60 to 69 (49%) and women (43%) are more likely than average to have watched more arts and cultural activities online since the March lockdown.

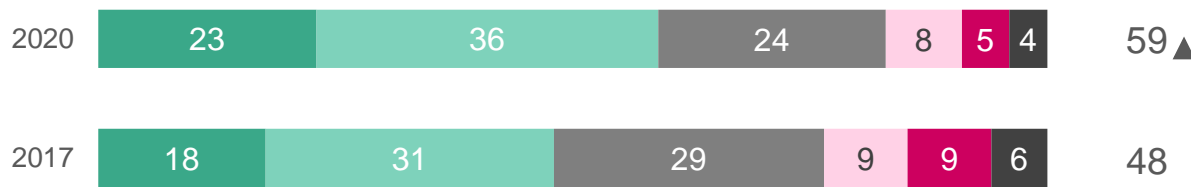


How much do you agree or disagree with the following?

I'd like to have the choice of attending the arts in person or watching online



Arts and culture have a vital role to play in re-building New Zealand after the COVID-19 crisis



■ Strongly agree
 ■ Slightly agree
 ■ Neither agree nor disagree
■ Slightly disagree
 ■ Strongly disagree
 ■ Don't know

COMMENTARY

Fifty-nine percent of residents see the arts playing a vital role in the COVID-19 recovery.

There is an appetite to retain online access to the arts. Looking forward, 57% would like to have the choice of attending the arts in person or watching them online.

Again Wellington City residents are more likely to hold these attitudes than New Zealanders overall.

Sub-group differences in Wellington City:

Those aged 70 plus (82%) and women (68%) are more likely than average (59%) to feel arts and culture have a vital role in rebuilding New Zealand after COVID-19. In contrast men (48%) and Asian New Zealanders (49%) are less likely to share this view.

Women are also more likely than men to want the choice to view arts online or in person (65% compared to 49%).



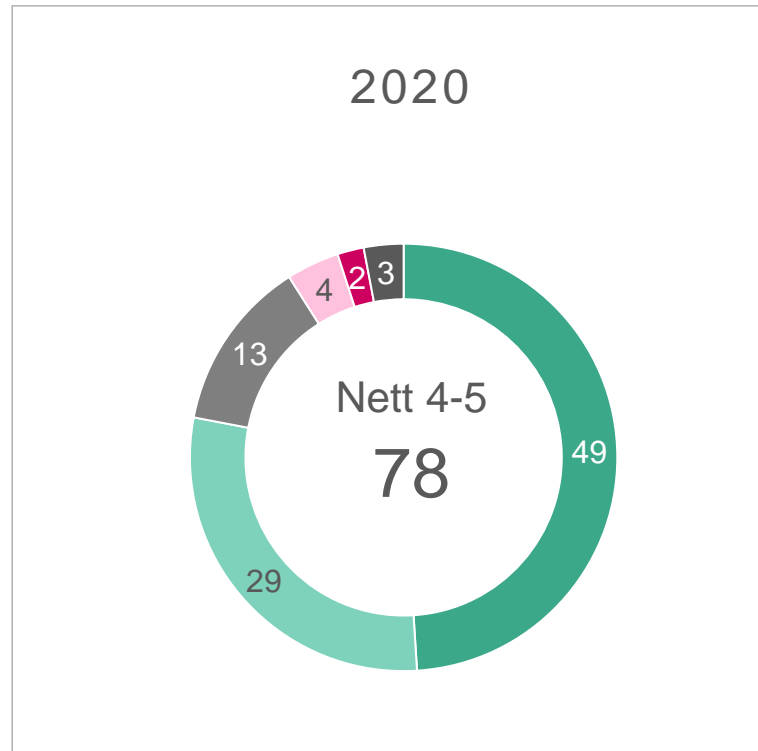
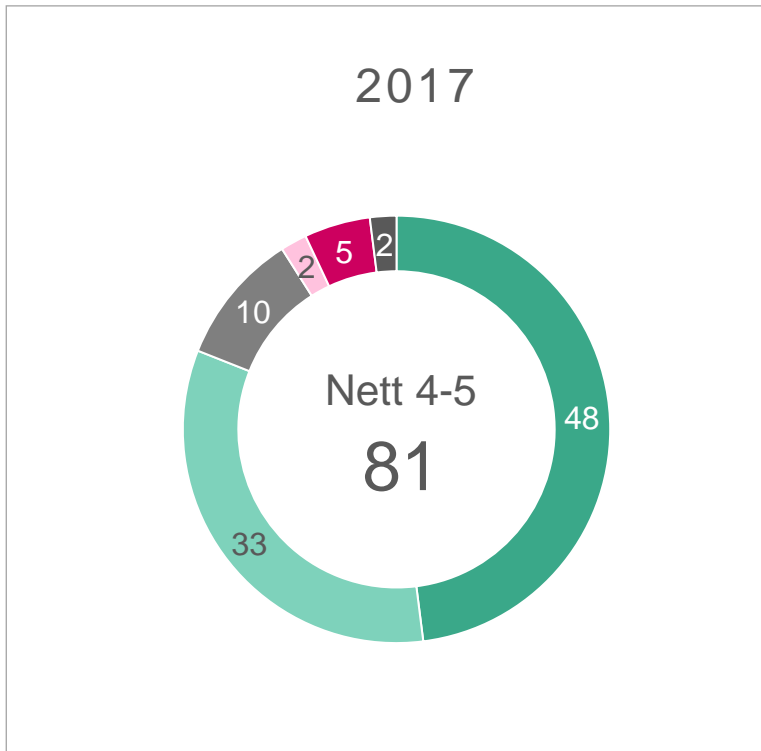
WELLINGTON CITY

Questions in this section of the report were designed specifically for Wellington City Council

Importance of creativity to Wellington's identity



How important is creativity to Wellington's identity as a city?



■ 5 = Very important ■ 4 ■ 3 ■ 2 ■ 1 - Very unimportant ■ Don't know

COMMENTARY

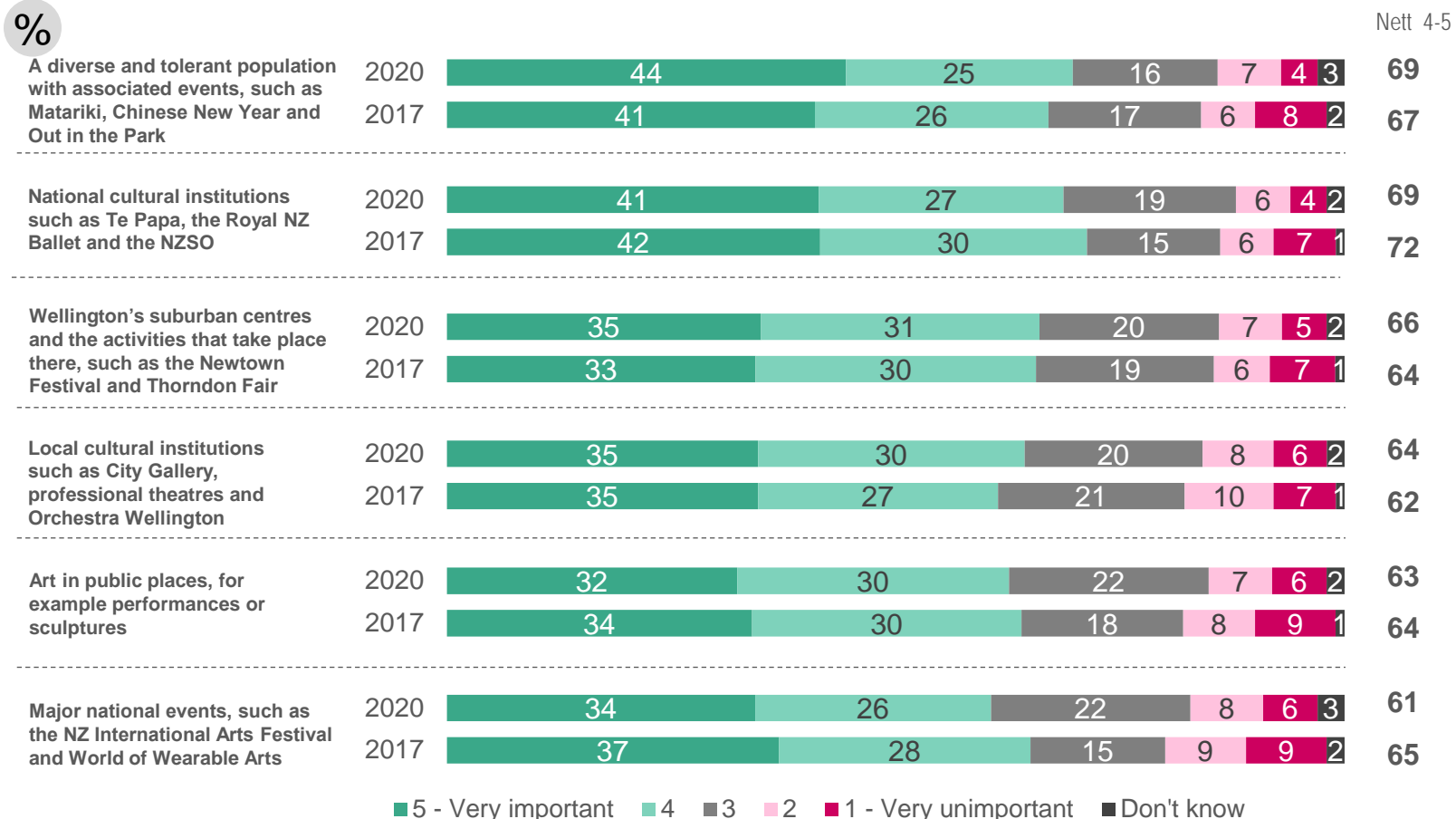
Wellington City residents continue to see creativity as important to Wellington's identity. Seventy-eight percent rate it as important in 2020. This is broadly in line with 2017, at 81%.

Sub-group differences in Wellington City:
Women (84%) are more likely than average (78%) to say creativity is important to Wellington's identity, while men are less likely to (71%).

The importance of arts and culture in creating place attachment



How important are the following to Wellington being the place you want to live?



COMMENTARY

Broadly speaking, creative infrastructure and events are important reasons why Wellington City residents gravitate to the capital. These attitudes are in line with 2017.

One significant change since 2017, is that the public are less likely to say art in public places is unimportant (13% vs. 18%). One possible interpretation is that the COVID-19 lockdowns, which saw people spending more time walking around the city, provided them with a greater appreciation of public art.

The most notable priorities for Wellingtonians is a diverse and tolerant population with associated events, and housing national cultural institutions with 69% saying these are very important.

Sub-group differences in Wellington City:

Women are more likely than average to view each of these aspects of the city's cultural life as important, while men are less likely to; albeit the majority of men feel each one is important.

Young people (aged 15 to 29) are less likely than average to feel that certain aspects of cultural life are important in terms of their place attachment including: major national events, art in public places, local and national cultural institutions,

People with the lived experience of disability are less likely to rate the following as important to their place attachment: major national events, Wellington's suburban centres, and national cultural institutions.

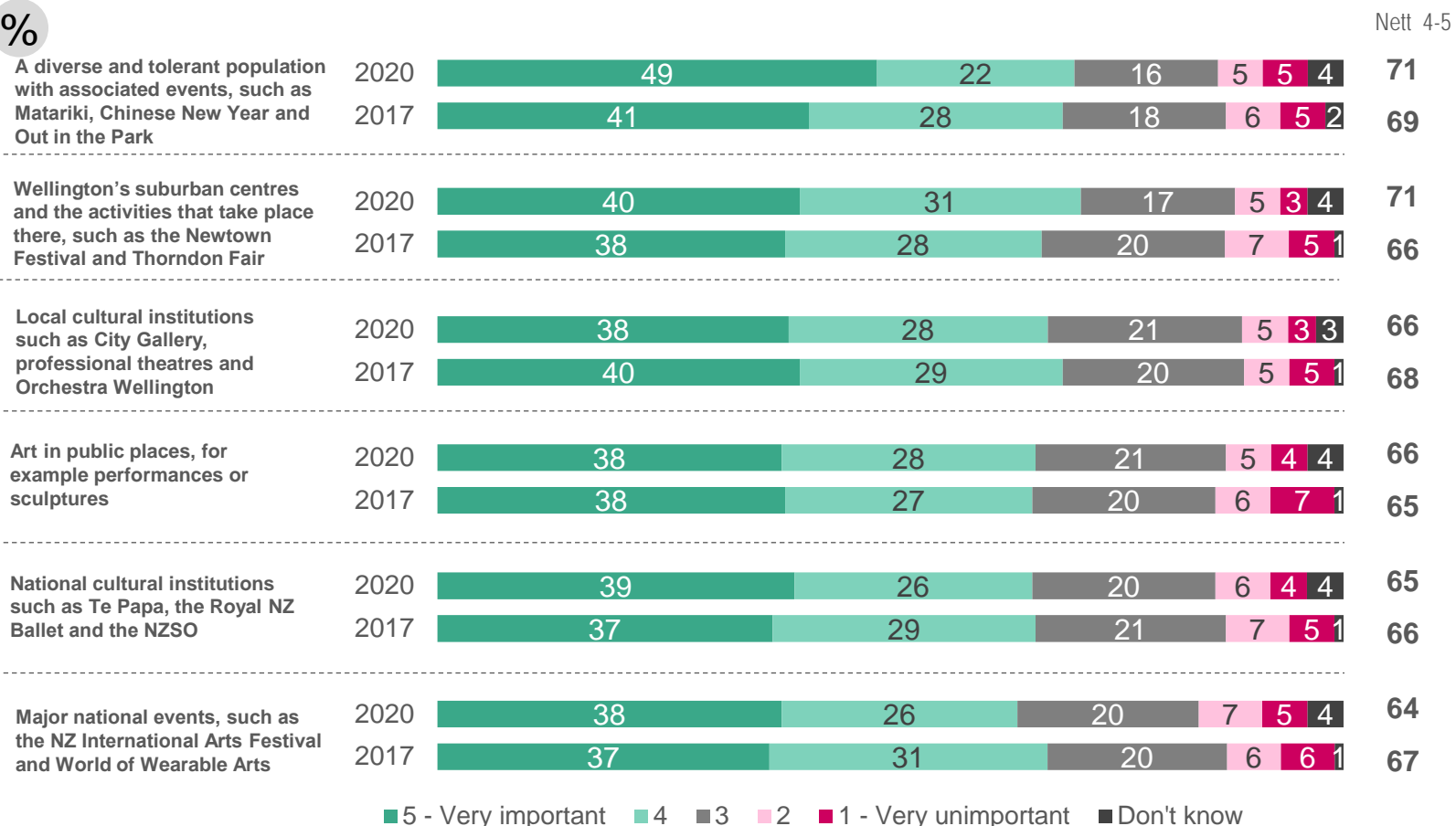
Those living in low income households (up to \$50,000) are less likely than average to say Wellington's suburban centres and the activities that take place there are important.

The importance of Wellington City supporting arts and culture



How important is it that Wellington City Council supports each of the following?

%



COMMENTARY

The importance residents place on arts and culture in terms of their place attachment feeds through into how much they want Wellington City Council to support different aspects of cultural life. Around two in three residents feel Wellington City Council should support each one. This is in line with 2017.

The most notable priority is that Wellington City Council supports a diverse and tolerant population with associated events. Half of all residents (49%) say it is very important that the Council do so. This is a significant increase compared to 2017 (41%).

Sub-group differences in Wellington City:

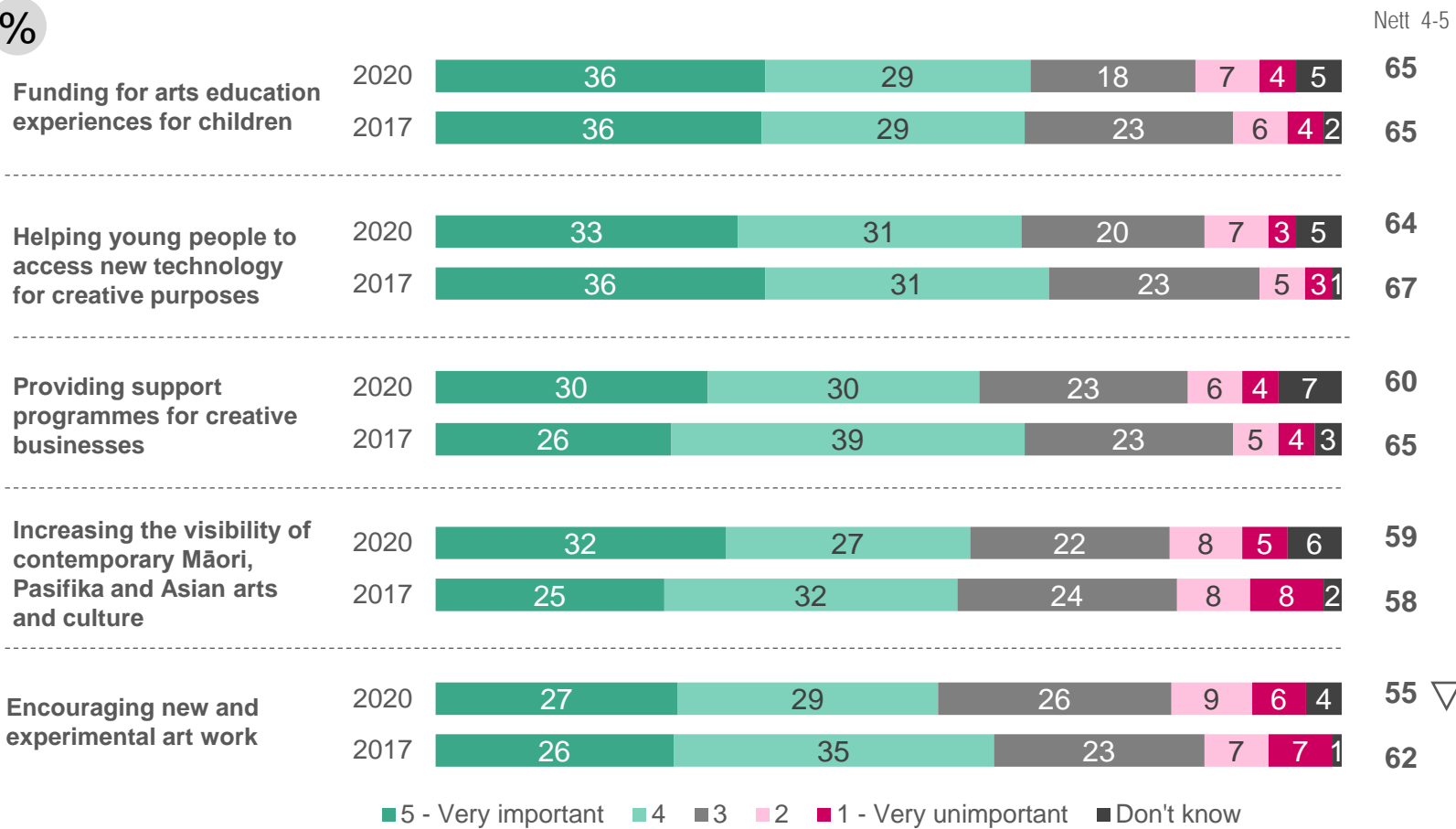
Women are more likely than average to feel it is important the Council support each aspect of the city's cultural life, while men are less likely to, albeit the majority of men feel this is still important.

People with the lived experience of disability are less likely than average to consider it important that the Council supports Wellington's suburban centres and the activities that take place there (58% vs. 71% on average).

The importance of arts initiatives for Wellington's future



How important do you think each of the following are to Wellington's future as a creative city?



COMMENTARY

Broadly speaking, the majority of Wellington City residents think that each of the initiatives listed are important to Wellington's future as a creative city. Those initiatives targeting children or young people have greatest support.

Sixty percent of Wellington residents think providing support programmes for creative businesses is important to the city's future. This compares to 65% in 2017, albeit the difference is not significant.

There is a significant decline in the proportion who think it's important to encourage new and experimental art work (55% in 2020, vs. 62% in 2017).

In contrast, the proportion of residents who think it is very important for Wellington's creative future to increase the visibility of contemporary Māori, Pasifika and Asian arts and culture has increased from 25% in 2017 to 32% in 2020.

Sub-group differences in Wellington City:

Women are more likely than average to view each initiative as important for Wellington's future as a creative city. In contrast men are less likely than average to.

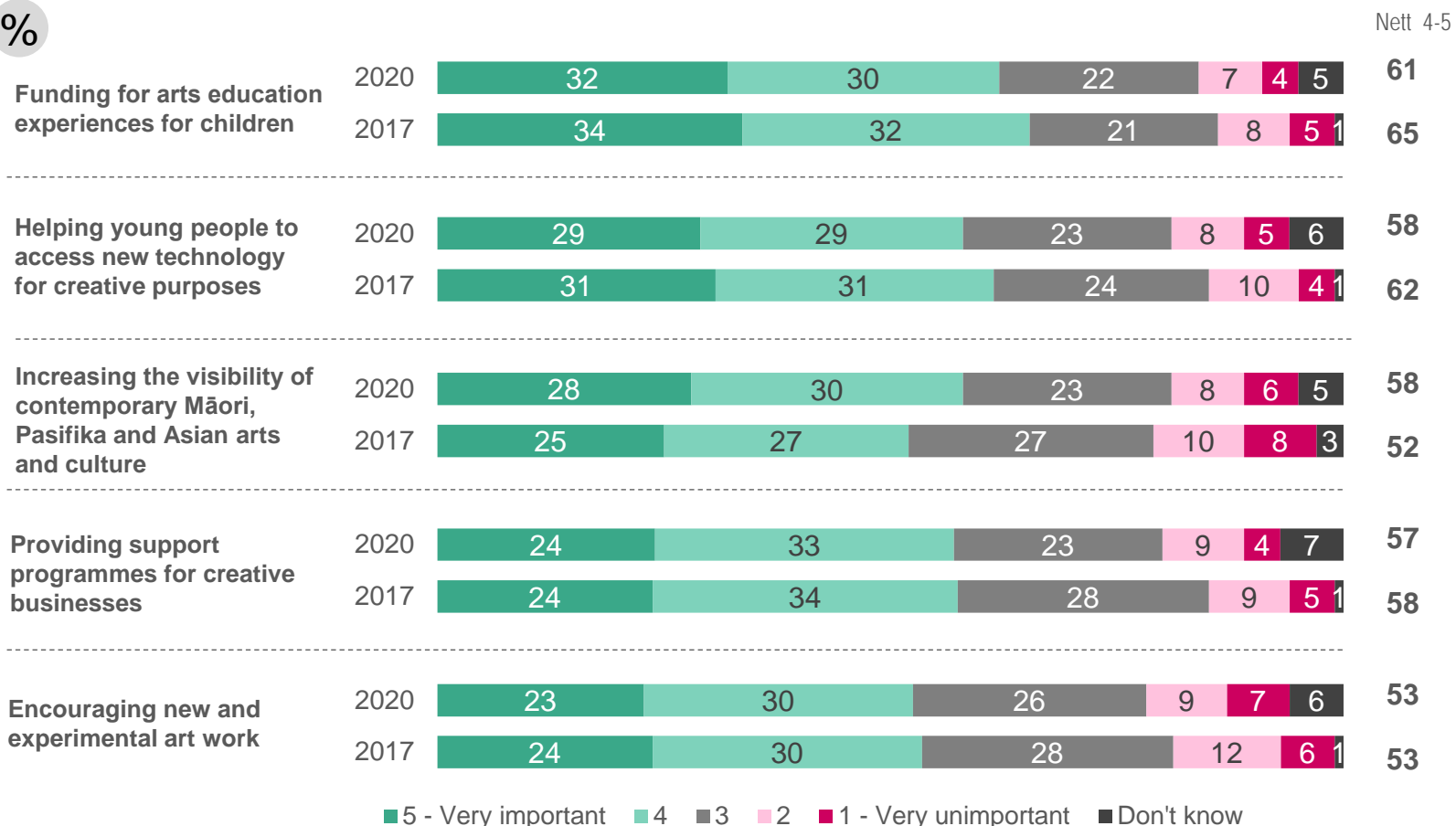
There is a particularly strong gender divide when it comes to rating the importance of increasing the visibility of contemporary Māori, Pasifika and Asian arts and culture (70% of women feel it is important vs. 47% for men), and also when it comes to encouraging new and experimental art work (66% for women vs. 45% for men).

The importance of Wellington City supporting arts initiatives



How important is it that Wellington City Council supports each of the following?

%



COMMENTARY

Residents generally feel it is important that Wellington City Council supports these initiatives. Around six in ten think it is important that the Council does so. The exception is encouraging new and experimental art work, where five in ten think it is important the Council supports this.

Sub-group differences in Wellington City:

Women are more likely than average to feel it is important the Council support each of these initiatives with the exception of providing support programmes for creative businesses. Men, are less likely than average to feel it is important the Council supports these initiatives (again with the exception of providing support for creative businesses).

Once again, the gender divide is greatest when it comes to the idea of the Council supporting increased visibility of contemporary Māori, Pasifika and Asian arts and culture (67% of women feel it is important vs. 47% for men).



FOR FURTHER INFORMATION PLEASE CONTACT

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