



arts HERE

A SURVEY OF ARTS PARTICIPATION BY ADULTS IN

Thanks and appreciation

The Leisure Participation Survey and development of *Arts Here and Now* have been developed with the support of survey information provided by Creative New Zealand as well as the resultant document Arts Every Day. Thanks are also due to Mary Donn for assistance and support in the preparation of this survey. Thank you.

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arts **HERE AND NOW**

A SURVEY OF ARTS PARTICIPATION BY ADULTS IN PALMERSTON NORTH

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1 Introduction

Surveying arts participation in Palmerston North has confirmed some perceptions, challenged some assumptions and demonstrated the role of the arts in our society. The survey highlights the variety and diversity of current arts activity in Palmerston North.

Purpose

The Palmerston North City Council provides funding, support and advice across the spectrum of arts activities, from theatres, museum / art gallery / science centre and libraries, to arts activities in the community. Currently the Council has no comprehensive information on the types and number of people participating in arts activities across the city.

The National Research Bureau, a leading research company, undertook a random survey of 300 local adults about what physical and arts activities they took part in as well as how, why (and why not), where, who and who with. Interviewers talked with all kinds of people, not just those active in sports and arts activities.

The survey itself is closely based on a national survey developed by the Hillary Commission and Creative New Zealand in 1998 that resulted in a document entitled *Arts Everyday*.

Arts Here and Now summarises arts participation patterns of Palmerston North adults (over the age of 18) during the 2001/2002 year. It also identifies the arts participation of young people (aged 5-17 years) in the household of those adults interviewed.

The information provides a starting point for discussion about future directions for Council's involvement in arts in Palmerston North, including policy development and the focussed development of strategies and initiatives that will support future participation in the arts in Palmerston North.

These are preliminary findings intended to provide a flavour of the general arts participation trends. More detailed analysis will be undertaken as part of future policy development.

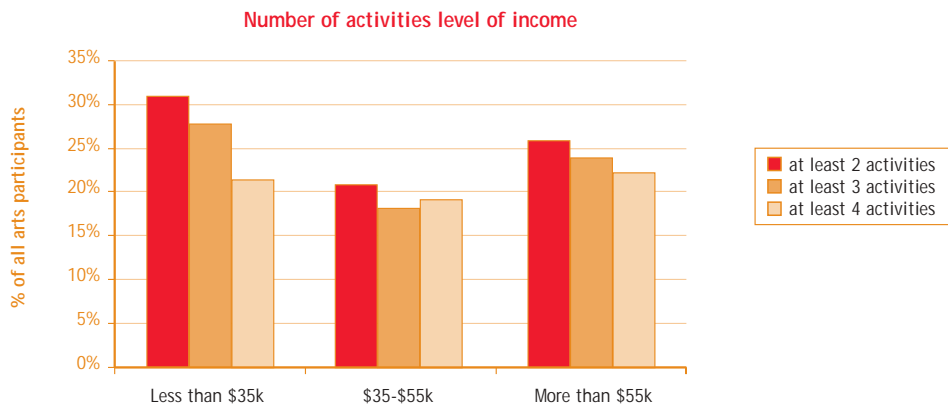
Survey findings regarding physical activities and sports that adults in Palmerston North currently pursue will be released separately. The same people were interviewed for both surveys, thus raising interesting possibilities for future comparative studies.



Defining the arts

What is arts participation and how do we perceive the arts? Creative New Zealand's 1994 Act defines the arts as all forms of creative and interpretative expression. On that basis *Arts Here and Now* covers arts activity ranging from watching movies, creating techno music, performing kapa haka and reading screenplays.

The arts are often perceived as the domain of the rich and well educated based on a narrow definition of the arts (e.g. ballet, opera, theatre and classical music) and how people participate (e.g. visiting art galleries, going to a theatre). However the arts, more broadly defined, are a part of a wider imaginative and creative world that includes what happens in libraries and book clubs, church choirs and singing groups, it includes writing a poem by yourself and performing in a local play with friends.



Points of interest

- 87% of adults surveyed took part in arts activity during the last 12 months
- Half the people surveyed had surfed the net for information about the arts (33% from home and 16% away from home)
- 26% had listened to the concert programme and 37% to arts and culture programmes on National radio during the previous year
- 71% watched arts & culture programmes on television



2 WHAT ARTS ACTIVITIES PEOPLE PARTICIPATE IN

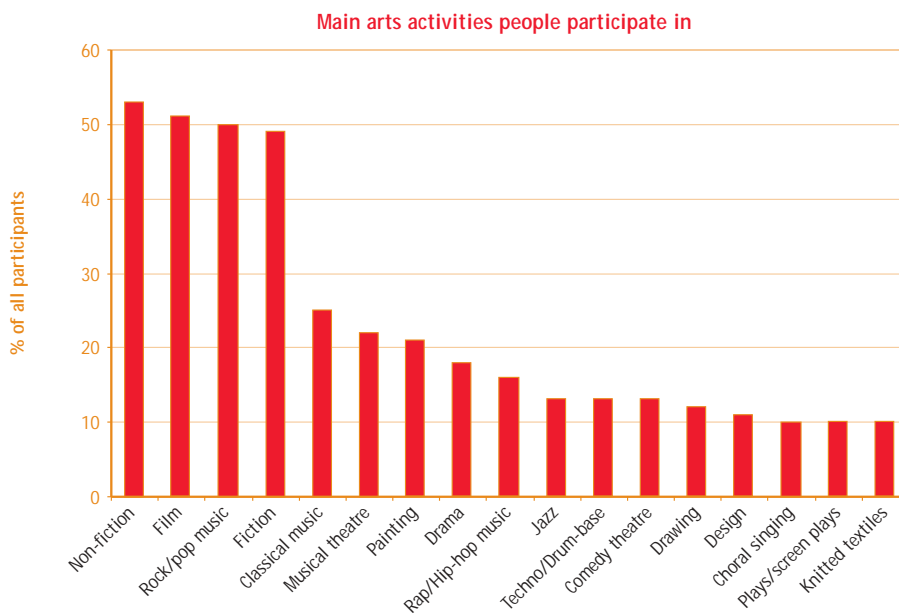
This section presents information about the types of activities people participated in. All figures are based on people who participated in arts activities during the 2001 / 2002 year. Those surveyed were able to give more than one response to each of the questions relating to what, where, who with, how and why they participated in the arts.

The questionnaire used in this survey contained three groups of arts activities: general, Maori and other cultures. (Participation in each of these groups is covered separately.)

General arts

People were asked which of 56 activities they took part in over the year. The most popular activities people participate in include non-fiction (53%), movies (51%), rock/pop music (50%) and fiction (49%).

Overall, women (53%) participate in arts activities marginally more than men (47%). Men participate more than women in jazz, woodwork, rap/hip-hop and drawing.



Top 10 arts activities for men and women

	1	2	3	4	5	6	7	8	9	10
Men	Film	Rock/Pop music	Non-fiction	Fiction	Woodwork	• Musical theatre • Painting • Rap music			Classical music	Jazz
Women	Non-fiction	Fiction	Rock/pop music	Film	Classical music	Musical theatre	Painting	Drama	• Country music • Flower arranging	

Top 10 arts activities for adults of all ages

	18-39 years	40-59 years	60+ years
1	Rock/pop music	Film	Fiction
2	Non-fiction	Rock/Pop music	Non-fiction
3	Film	Non-fiction	Classical music
4	Fiction	Fiction	Film
5	Rap/Hip-hop music	Classical music	<ul style="list-style-type: none"> • Knitting • Musical theatre
6	Painting	Musical theatre	
7	Techno/Drum & base	Drama theatre	<ul style="list-style-type: none"> • Folk music • Drama theatre
8	<ul style="list-style-type: none"> • Classical music • Drawing 	Painting	
9	<ul style="list-style-type: none"> • Comedy theatre • Country music • Jazz music 	<ul style="list-style-type: none"> • Comedy theatre • Country music 	<ul style="list-style-type: none"> • Opera • Rock/pop music • Brass band music • Pipe band music
10			



Maori arts

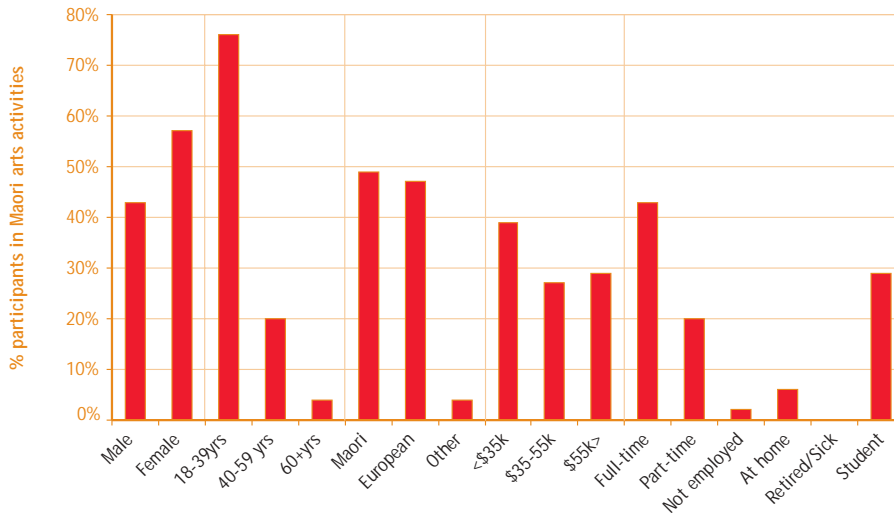
For Maori, the arts are an integral part of life and this is reflected in the list of arts activities Maori participate in. The most popular Maori arts activities for Maori are waiata (54%) and te reo (54%).

- 51% of those taking part in Maori arts are non-Maori
- 17% of all participants (i.e. all cultural groups) took part in Maori arts

	Top 5 Maori activities for Maori	Top 5 Maori arts activities for all participants
1	<ul style="list-style-type: none"> • Waiata • Te reo 	Waiata
2		Te reo
3	Kapa haka	Karakia
4	<ul style="list-style-type: none"> • Karakia • Poi 	Kapa haka
5		Poi



Profile of participants in Maori arts activities



Art activities from other cultures

For many cultures, as for Maori, the arts are not separated easily from daily life. The most popular arts activities for most cultures are singing and dancing.

- 3% of all arts participants participated in arts activities from other cultures
- 78% of those participating in arts from other cultures identified themselves as European
- Activities specifically identified include: taiko (Japanese drumming), Japanese tea ceremony, and singing and dancing within the following cultures: Scottish, Polish, Samoan, Thai, West Indian, Israeli, Irish, Indian.

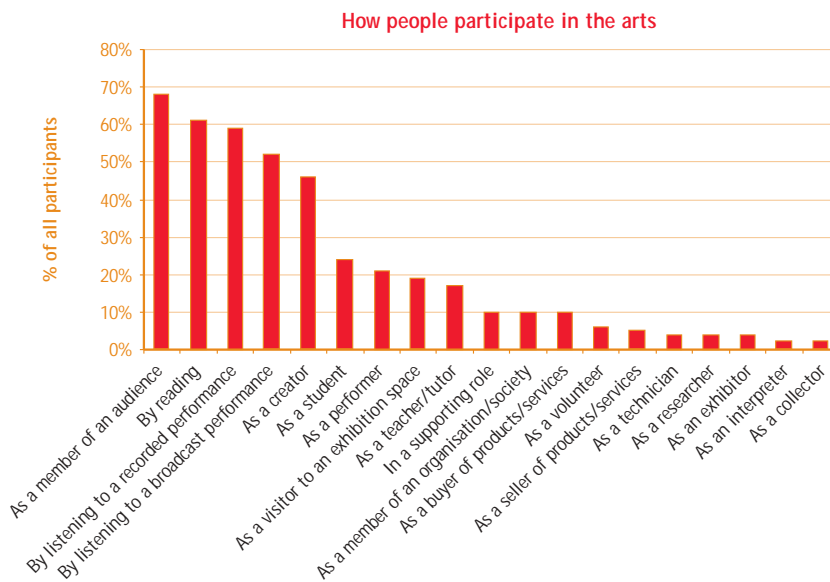


3 how people participate in the arts

The nature of the art activity influences the ways in which people participate. Participating in music, for instance, may involve listening to a CD at home, going to a concert with friends, creating music by singing or performing music by playing in an orchestra or band. Music may be a hobby or someone's livelihood.

The influence of changes in technology has a significant impact on how and where people participate in the arts. This survey included participation in the arts via broadcast and recorded media. Findings show that listening to a recorded performance on CD, tape or record is more popular among the 18-39 year old age group. The most popular way of participating across all age groups was as a member of an audience.

Women are more likely to create music or be involved as students and volunteers whereas men are more likely to participate as technicians and exhibitors. Those earning more than \$55k are more likely to participate as a member of an audience and those earning less than \$35k are more likely to participate by reading or creating.



Top 10 ways of participating for men and women

	1	2	3	4	5	6	7	8	9	10
Men	As a member of an audience	By reading	By listening to a recorded performance	By listening to a broadcast performance	As a creator	As a student	As a visitor to a gallery/museum	• As a performer • As a teacher	As a buyer of products and services	As a technician
Women	As a member of an audience	By reading	By listening to a recorded performance	As a creator	By listening to a broadcast performance	As a student	As a performer	As a visitor to a gallery/museum	As a teacher	• In a supporting role • As member of an organisation/society

Top 10 ways of participating for adults - by age group

	18-39 years	40-59 years	60+ years
1	As a member of an audience	As a member of an audience	By reading
2	By reading	By reading	As a member of an audience
3	By listening to a recorded performance on CD/tape/record	By listening to a broadcast performance on the radio	By listening to a broadcast performance on the radio
4	By listening to a broadcast performance on the radio	By listening to a recorded performance on CD/tape/record	By listening to a recorded performance on CD/tape/record
5	As a creator	As a creator	As a creator
6	As a student	As a visitor to a gallery, museum or exhibition space	As a volunteer
7	As a performer	As a performer	As a member of an organisation/society
8	As a teacher/tutor	As a teacher/tutor	As a visitor to a gallery, museum or exhibition space
9	As a visitor to a gallery, museum or exhibition space	As a student	As a buyer of products / services
10	In a supporting role	As a member of an organisation / society	As a performer

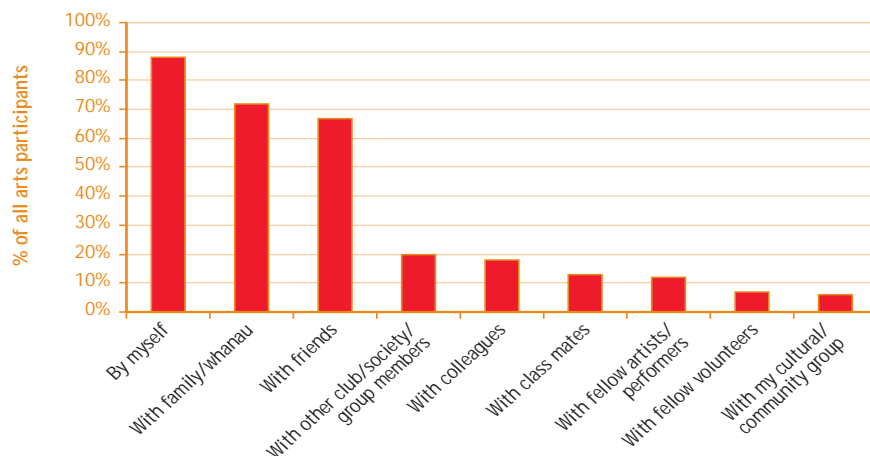
4 WHO PEOPLE PARTICIPATE WITH

The way people participate in arts activities influences who they participate with. Clearly, activities such as reading a book, creative writing or painting a picture are more likely to be solitary activities than making a film or attending a concert.

88% of participants had taken part in activities during the last year alone. Women (88%) were slightly more likely to do so than men (86%). The social aspect of arts participation is also evident. Many individuals also participate with family / whanau (72%) and with friends (67%).



Who people participate with



5 WHY PEOPLE PARTICIPATE IN THE ARTS

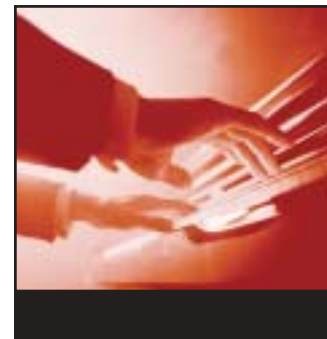
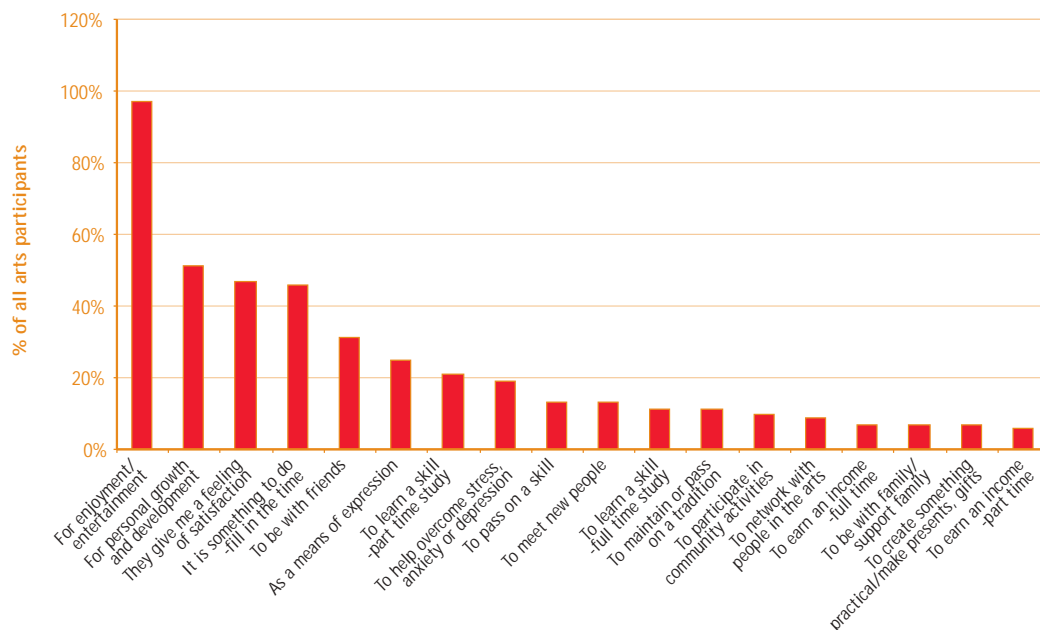
People were asked to give their three main reasons for participating in each of the arts activities they had participated in over the last year. 97% of people who participate in the arts do so for enjoyment / entertainment. Other reasons are for personal growth and development (51%), for the feeling of satisfaction (47%) and as something to do to fill the time (46%).



Top 10 reasons why men and women participate

	1	2	3	4	5	6	7	8	9	10
Men	For enjoyment	For personal growth	Something to do to fill the time	They give me a feeling of satisfaction	To be with friends	As a means of expression	To help overcome stress	To learn a skill / part time study	To pass on a skill	To meet new people
Women	For enjoyment	For personal growth	They give me a feeling of satisfaction	Something to do to fill the time	As a means of expression	To be with friends	To learn a skill / part time study	To help overcome stress	To maintain or pass on a tradition	To meet new people

Why people participate in the arts



6 where people participate in the arts

Arts activities take place in a range of different settings: at home and in churches, in local halls and theatres, in libraries and museums. Most people participating in the arts do so at home (88%). This is followed by participation in local venues/theatres/performance spaces (49%), at the movie theatre (43%) and at the library (22%).

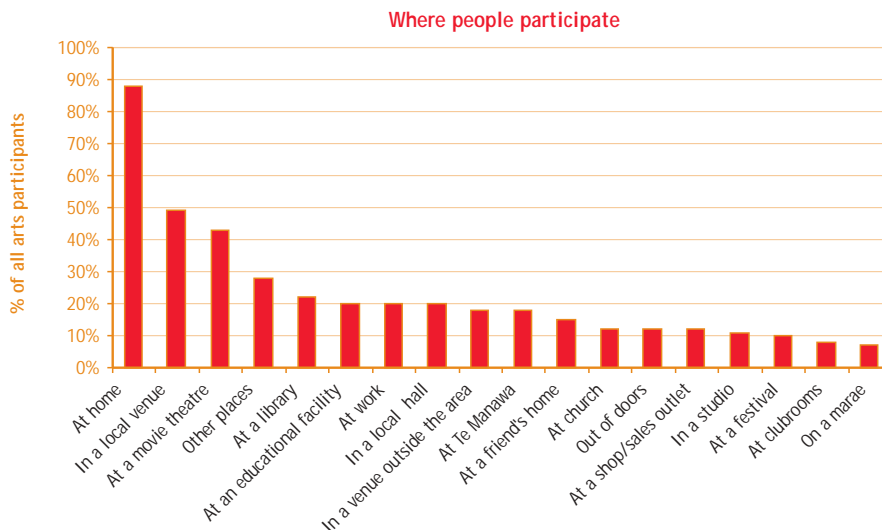
Those participating at venues outside Palmerston North are most likely to live in the Fitzherbert Ward (47% of those participating do so at venues outside the city).

The roles people take when participating in arts activity have a close relationship to the nature of the activity and where the activity takes place. It is interesting to note that the most popular way of participating in the arts is as a member of an audience yet the most popular place to participate is at home. This apparent anomaly can be explained by the variety of places people can participate as a member of an audience compared to 'at home', a single venue.



Top 10 places people participate - by age group

	18-39 years	40-59 years	60+ years
1	At home	At home	At home
2	In a movie theatre	In a local venue, theatre or performance space	In a local venue, theatre or performance space
3	In a local venue, theatre or performance space	In a movie theatre	In a movie theatre
4	At school, Massey, UCOL, Wananga	At a library	In a local school/community hall
5	At a library	At work	At church
6	At work	In a local school/community hall	At clubrooms
7	In a venue outside the area	At church	At a library
8	In a local school/community hall	In a venue outside the area	In a venue outside the area
9	Out of doors	At school, Massey, UCOL, Wananga	At work
10	At a friend's home	At Te Manawa	At a friends' home

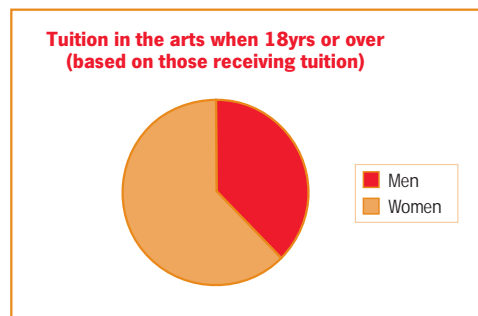
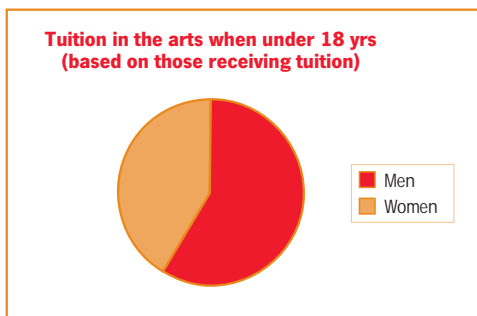
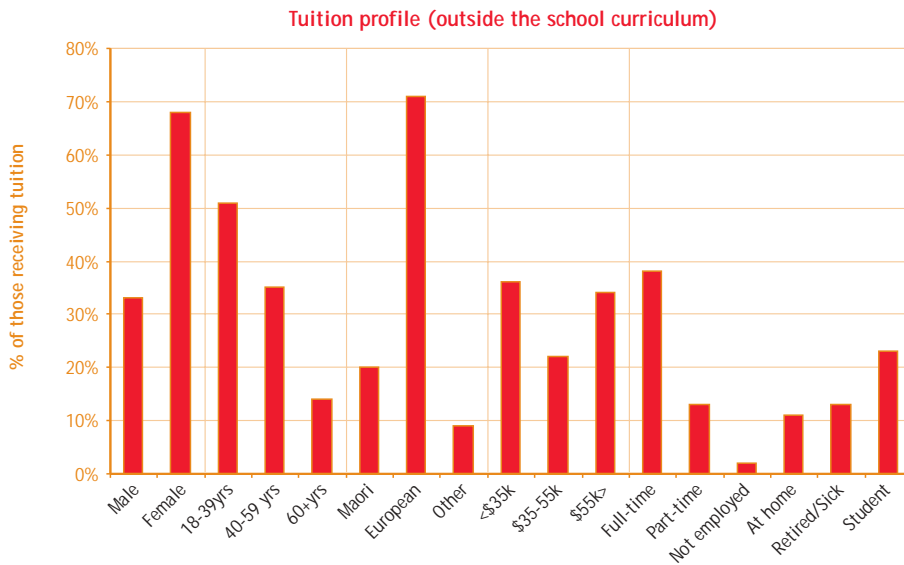


7 TUITION in the arts

Overseas research suggests a strong correlation between arts education, arts socialisation and subsequent participation in the arts. The importance of educational institutions as venues for arts participation is highlighted by the number of people who participate at school, Massey, UCOL or Wananga (20%) and those that participate in a local school or community hall (20%). It is also emphasised by the number of people participating as students (24%) or tutors (17%): and the numbers who gave learning, full-time (11%) or part-time (20%), as one of the main reasons for participating in arts activities.

The focus of this part of the survey was on tuition received outside the school curriculum. It was designed to find out if people had had tuition in the arts activities they participate in, and how old they were when this occurred.

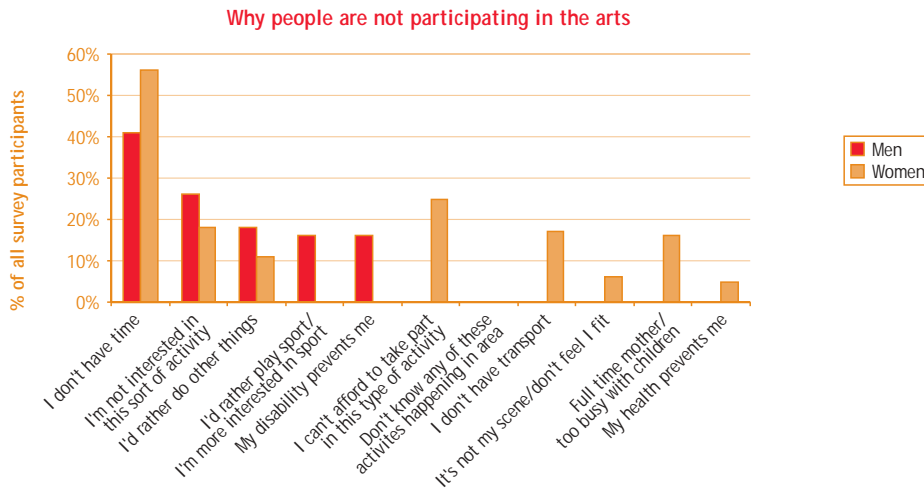
47% of those participating in the arts had received tuition. Women (58%) were more likely to have had tuition than men (42%). Most of those (60%) who had received tuition were aged 18 years and under at the time.



8 WHY PEOPLE DON'T PARTICIPATE IN THE ARTS

13% of those who participated in the survey indicated they do not participate in any arts activities, the main reason cited was lack of time.

Aside from this men are more likely to express lack of interest and more interest in sport as reasons for non-participation. Women are more likely to raise inability to afford this type of activity or lack of transport as constraining factors.



9 ACTIVITY PROFILES

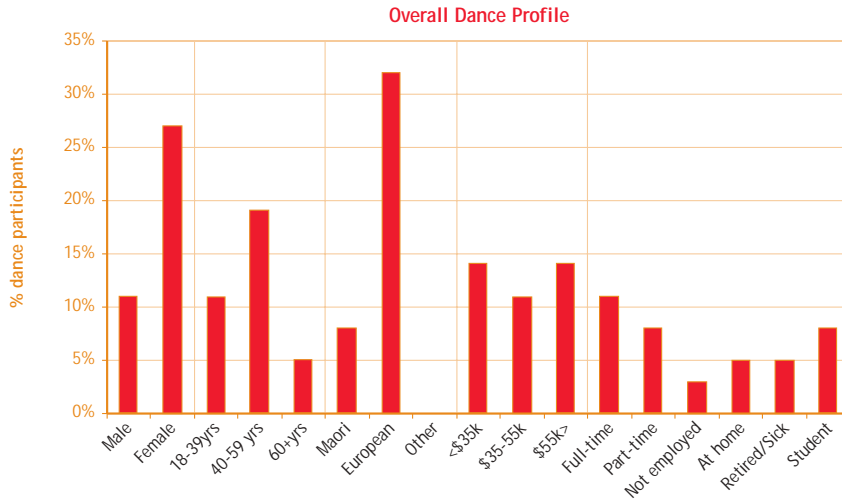
The survey contained two main lists of activities - general arts and Maori arts. The activities represented in the Maori list tend to be more traditional practices, although some contemporary art forms will fall within these categories. The general list ranges from what are often called the 'high arts' - ballet, theatre, opera, and fine arts to the craft arts such as woodwork and paper making, and recreational arts such as knitting. It also includes the design arts that have a more commercial aspect to them.

Specific activities involved in each of the following profiles include:

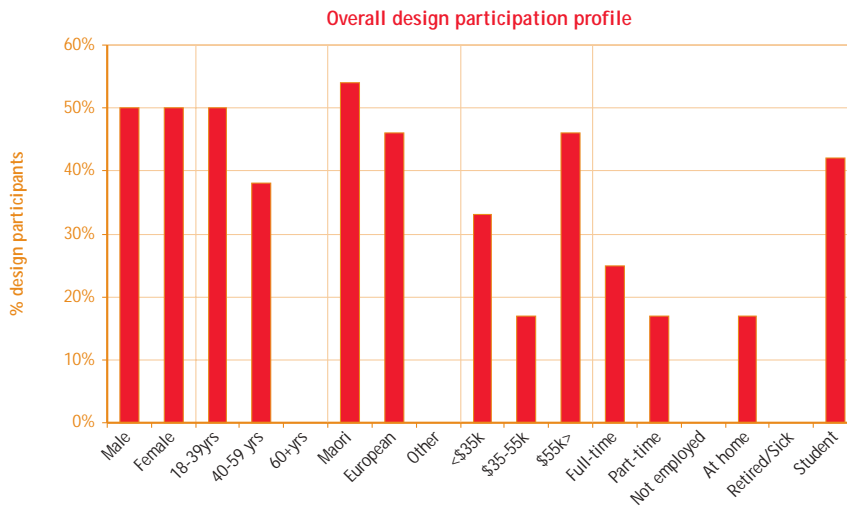
Dance	Contemporary Jazz Ballet Folk Tap Ballroom	Music	Brass band Pipe Classical Country Jazz Folk Opera Rock/pop Choral Rap/hip-hop Techno/Drum & base
Design	Jewellery Fashion Graphic Interior	Theatre	Musical Drama Performing troupes Operetta Improvisation Comedy
Fabric/Textiles	Dyed Embroidered Knitted Spun Patchwork/quilted Woven	Literature	Poetry Plays/screenplays Fiction Non-fiction



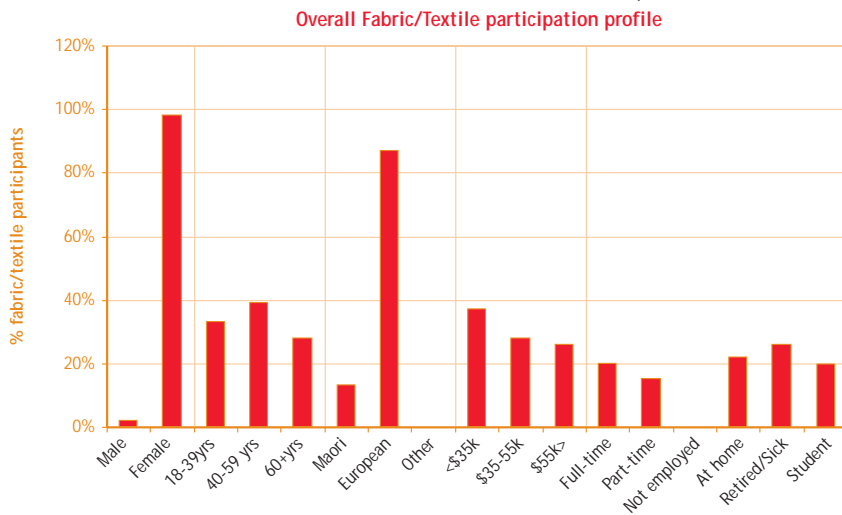
Dance



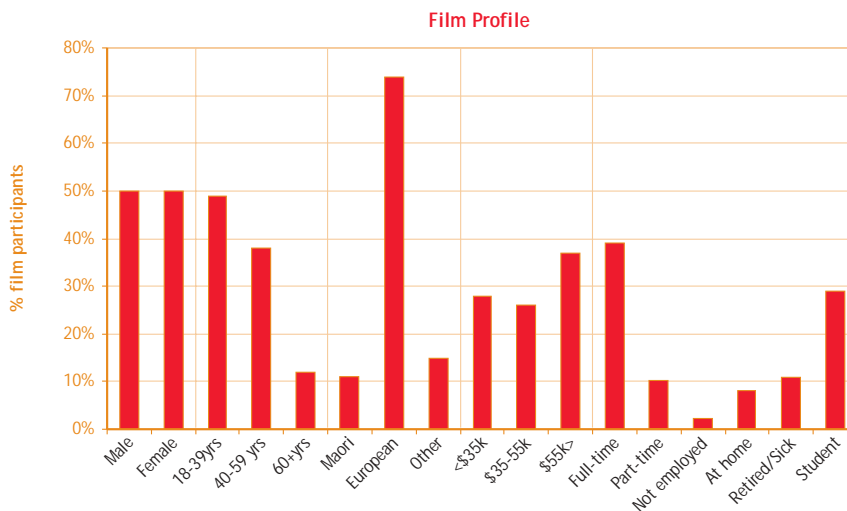
Design



Fabric/Textile

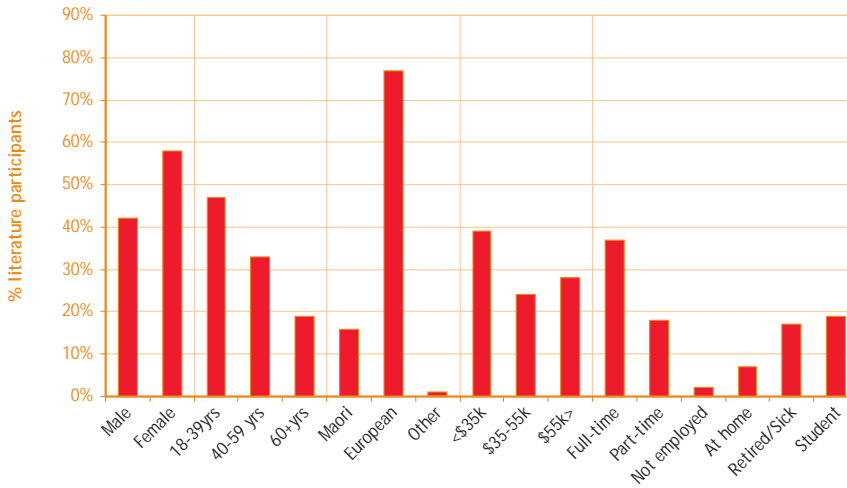


Film



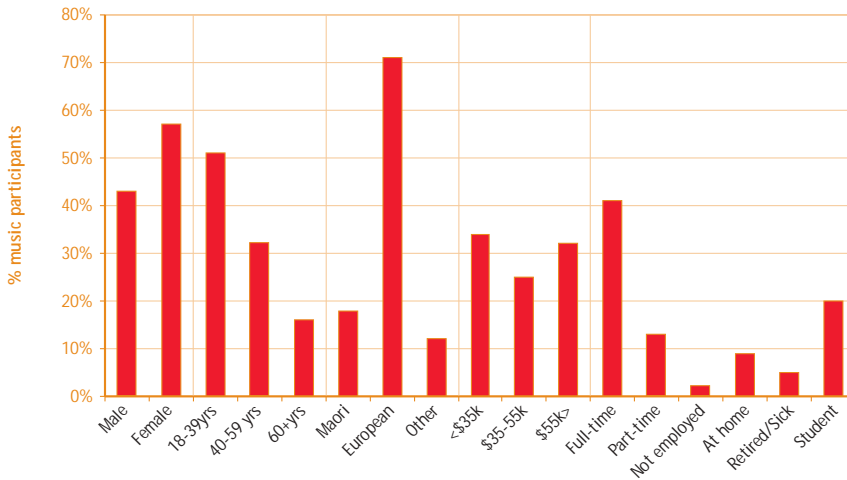
Literature

Overall literature participation profile



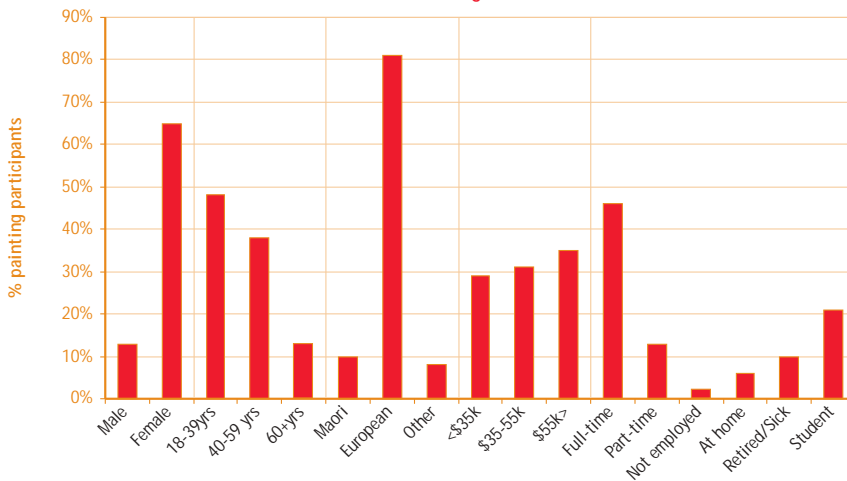
Music

Overall Music Profile



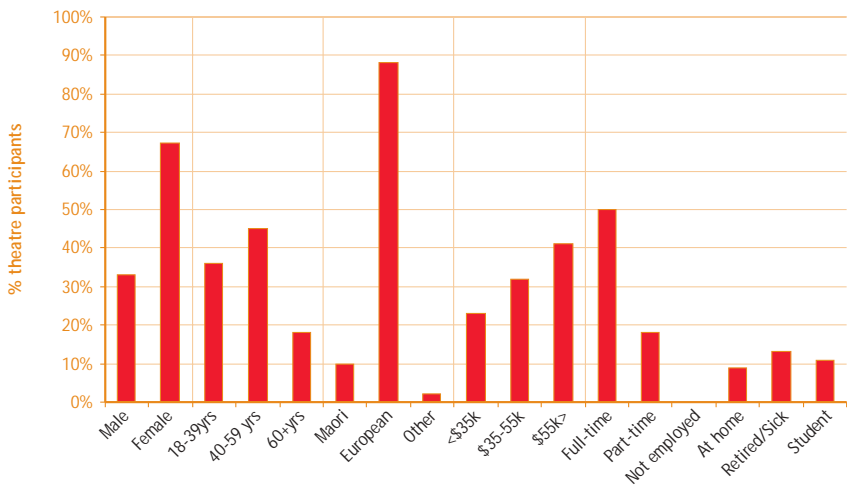
Painting

Painting Profile



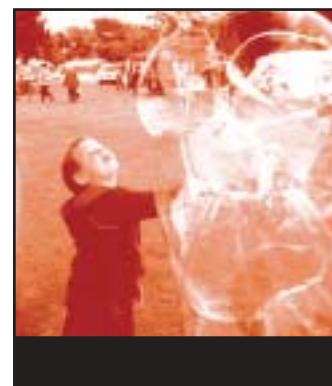
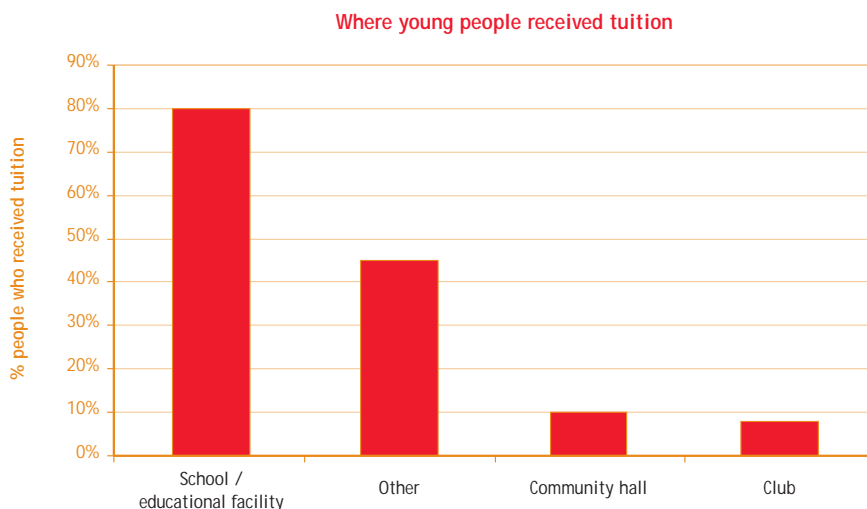
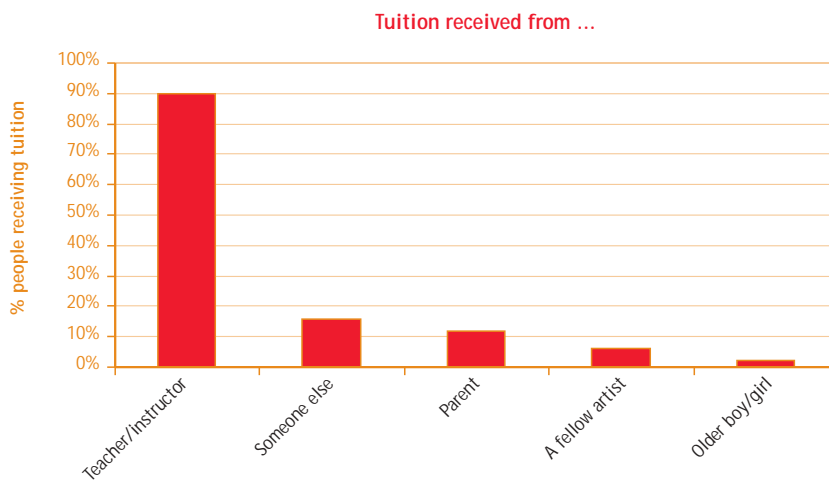
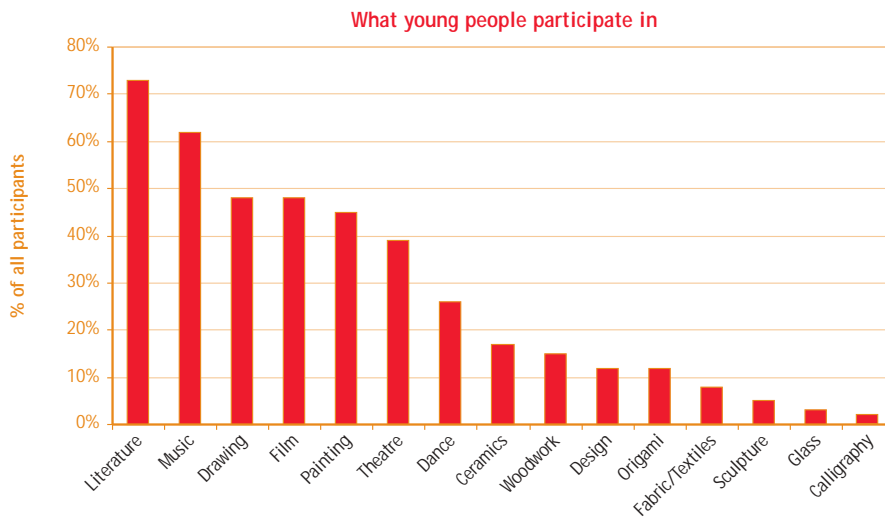
Theatre

Overall Theatre Profile



10 YOUNG PEOPLE'S PARTICIPATION IN THE ARTS

The relationship between arts socialisation and subsequent participation in the arts formed the basis of questions about children's participation and tuition in the arts. Adults responding to the survey were asked about the arts participation of children between 5 - 17 years living in the household. This section focused on tuition received outside the school curriculum.



11 METHODOLOGY & DEMOGRAPHIC DATA

The survey was conducted over a 5 week period in June / July 2002. The results are based on a random sample of 300 interviews with adults aged 18 years and over living in private dwellings. The survey was conducted within the Palmerston North City boundaries.

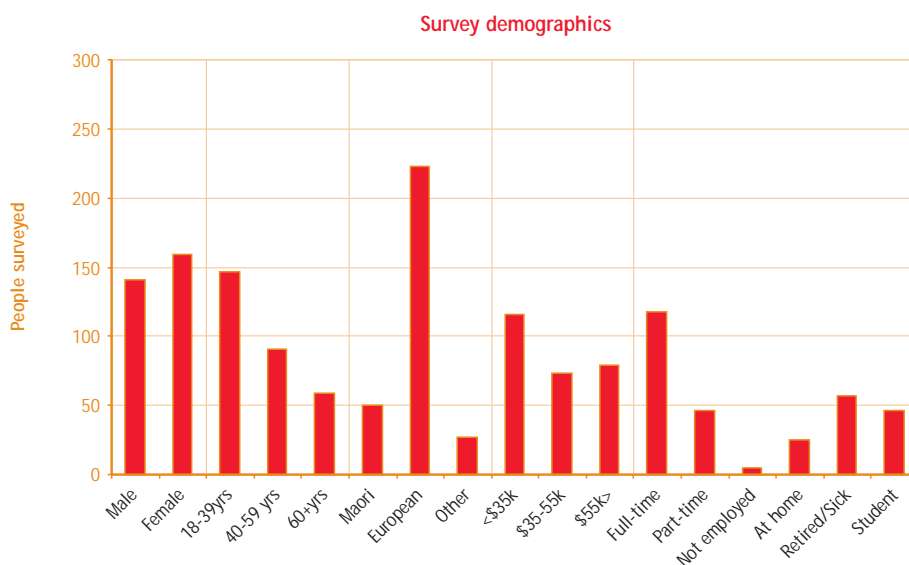
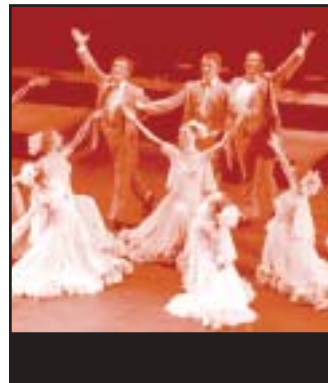
Specific information was sought on:

- the number of people taking part in arts activities
- how many different arts activities they take part in
- who takes part and in which activities and who with
- where, why and how they take part.

The survey also asked respondents whether they had lessons/tuition in arts activities. Information was also gathered about the arts activities of young people aged between 5-17 years who lived in the household.

Face-to-face interviews were carried out in people's homes by trained interviewers from National Research Bureau. Up to five calls were made to potential respondents, covering evenings and weekends, to maximise the chance of each person being included in the survey and reflect the actual gender, age and ethnic proportions in Palmerston North. Only one person per household was interviewed.

Sample data weightings reflect the actual gender and age proportions in Palmerston North as determined by Statistics New Zealand's 2001 Census data.



The overall margin of error for the survey is +/- 5.7% (based on a sample of 300). Throughout *Arts Here and Now* the results for particular activities involve smaller sample sizes and therefore have higher margins of error. The following table will assist in the interpretation of those results.

Sample size	50/50 split	60/40 split	70/30 split	80/20 split	90/10 split
300	5.7	5.5	5.2	4.5	3.4
200	6.9	6.8	6.4	5.5	4.2
100	9.8	9.6	9.0	7.8	5.9
90	10.3	10.1	9.5	8.3	6.2
80	11.0	10.7	10.0	8.8	6.6
70	11.7	11.5	10.7	9.4	7.0
60	12.7	12.4	11.6	10.1	7.6
50	13.9	13.6	12.7	11.1	8.3
40	15.5	15.2	14.2	12.4	9.3
30	17.9	17.5	16.4	14.3	10.7

Unlike many surveys that have been carried out overseas, this survey does not concentrate only on participation as an audience member, reader or listener (or passive participation, as it is sometimes described). Rather the survey explores all the ways that people of all cultures take part in arts activities.

The term “participants” has been used where figures are a percentage of people who have participated in the preceding year, rather than a percentage of the whole population.

