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& Heritage

# New Zealanders' cultural participation in 2020 and future participation in a post-COVID environment

*May 2021*



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# Ngā mihi Acknowledgements

## Ehara taku toa i te toa takitahi, engari he toa takitini

E hiahia ana te Manatū Taonga ki te mihi ki ngā ringa maha i āwhina ki te waihanga i tēnei rangahau.

I te tuatahi, ka mihi ake ki ngā kaiwhakauru ki te patapatai i tuku mai i te wā, me ō rātou wheakotanga ki a mātou.

Ngā mihi hoki ki a Colmar Brunton mō te tuku i tēnei mahi.

Ngā mihi hoki ki ngā kaiarotake ā-roto me te kaiarotake ā-waho a Te Amokura Consultants Ltd, nā rātou i whakarato whakahokinga kōrero mō te hoahoatanga o te patapatai me te pūrongo

Manatū Taonga the Ministry for Culture and Heritage would like to thank the many hands that helped shape this research.

First of all, thank you to the survey participants who gave their time to share their experiences with us.

Thank you to Colmar Brunton for delivering this work.

Thanks also to our internal reviewers and external reviewer Te Amokura Consultants Ltd who provided feedback on the survey design and report.



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# Background and method



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# Background



Population lockdowns, the New Zealand border closure and public gathering restrictions brought about by the COVID-19 pandemic significantly disrupted New Zealanders' arts, culture and heritage participation in 2020.

The **Ministry for Culture and Heritage** commissioned Colmar Brunton to undertake research to better understand the changes that occurred as a result of the pandemic and to provide updated population data about cultural participation.

The specific objectives of this research were to:

- Determine current levels of participation and anticipated future participation.
- Understand COVID-19 related concerns about participation and what can be done to alleviate these concerns.
- Understand new participation behaviours brought about by the COVID-19 pandemic (for example, digital participation).



# Method

## SAMPLE

We conducted an online survey of 1,718 New Zealanders aged 18 plus. During data quality checks we removed 270 respondents. These respondents had provided combinations of answers which were not realistic, or they hadn't taken adequate time to complete the survey (i.e. they answered all survey questions in six minutes or less). After removing these respondents, we were left with a sample size of 1,448. The maximum margin of error on a sample of this size is  $\pm 2.6\%$ .

We over-sampled Māori, Pacific peoples and Asian peoples to enable more detailed subgroup analysis for these groups.

For more details on the sample composition please refer to Appendix B.

## METHOD

Online survey using Colmar Brunton's consumer panel.

All interviews took place between the 21<sup>st</sup> of October 2020 and the 11<sup>th</sup> of November 2020.

Participants were given the option of completing the survey in English or te reo Māori. Although 31 people indicated that they wanted to do the survey in te reo, ultimately all participants completed the survey in English.

In addition to providing the option to complete the survey in te reo Māori, the following steps were taken to ensure the research was carried out in a culturally responsive way:

- Colmar Brunton used a Māori consultant to inform questionnaire design and to review the findings.
- Colmar Brunton conducted cognitive testing with Māori and Pacific participants.
- The Ministry engaged internal specialists and external expertise (Te Amokura Consultants Ltd.) to inform question design, quality assurance of the te reo Māori questionnaire and review of findings.

## WEIGHTING

The survey respondents have been weighted to ensure the sample profile is representative of all New Zealanders aged 18 plus. Weights have been applied by age within gender, ethnicity, region and household income by household size.

The weighting corrects for the over-sampling of Māori, Pacific peoples and Asian peoples.

# Notes to the reader

## Post-COVID 2020 participation and intended participation (next 12 months)

Participation in post-COVID 2020 is based off the three months before the survey interview (e.g. 21<sup>st</sup> of July to 21<sup>st</sup> of October - see following slide for more details). Intended participation (next 12 months) is based on respondents' expectations on whether their 2020 level of participation (over the last three months) will increase, reduce or stay the same over the next 12 months.

## Calculating intended participation (next 12 months)

We calculated intended participation by moving a respondent either one point up or down the frequency of current attendance scale, depending on whether they said they would participate more or less.

If they said they would participate '*about the same*' we kept their intended participation the same as their 2020 participation. If they said they wouldn't do the activity again in the next 12 months they were recoded as non-participants. If they hadn't done the activity in the last three months but would in the next 12 they were coded as less than once a month.

We then grouped the codes into four broader participation groups: frequent (at least once a week), regular (every 2-4 weeks), occasional (less than once a month) and non-attenders.

FREQUENT	At least once a day	1	+1 if respondent intends to do activity more often
	A few times a week	2	
	Once a week	3	
REGULAR	Once every 2 weeks	4	No change if respondent intends to participate 'about the same' as in post-COVID 2020
	Once every 3 to 4 weeks	5	
	Less often	6	
OCCASIONAL	Not at all	7	-1 if respondent intends to do activity less often
	Don't know	8	

## Survey limitations

### The intention-action gap

Behavioural science has clearly identified a gap between intention and action. This occurs when someone intends to do something (e.g. exercise) but doesn't end up doing it. It's important to remember this when interpreting the results, as respondents could have overstated their intentions, inflating intended participation.

### Online survey

A key limitation of doing an online survey was that we couldn't reach those without internet access. This means this research does not necessarily reflect what is happening for this group of people.

## Significance testing

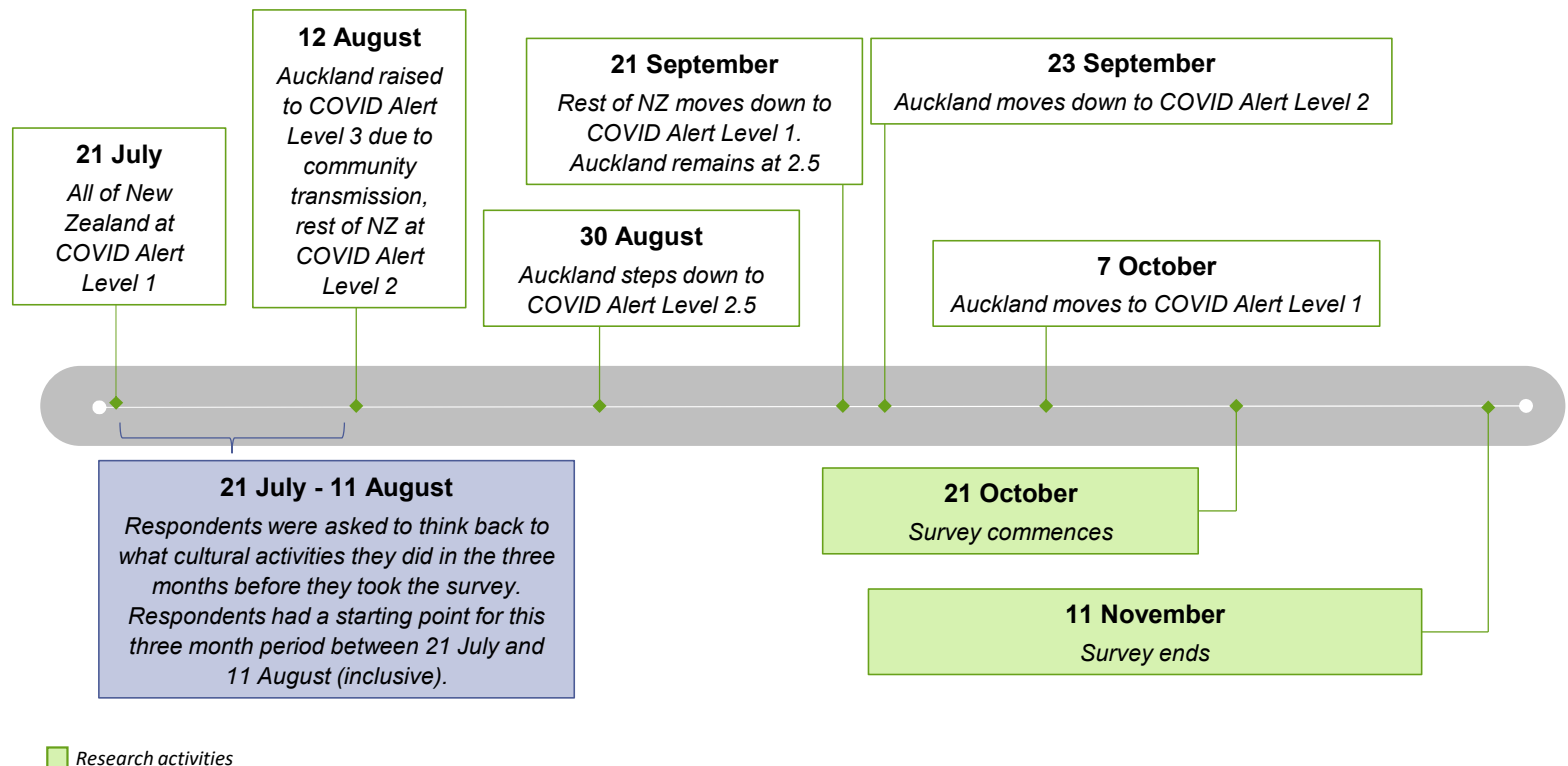
All differences mentioned in the report are statistically significant at the 95% confidence level unless stated otherwise.

# Timeline for research

*The timeline below shows some contextual factors that are worth noting when interpreting the results. In the survey we asked participants to think back over the last three months and in all regions this would have covered a period when restrictions were in place.*

Public gathering restrictions first came into place on the 16<sup>th</sup> of March 2020, and the country moved to COVID Alert Level 4 on the 25<sup>th</sup> of March. At COVID Alert Level 4, all public gatherings were banned and restrictions stayed in place until the 9<sup>th</sup> of June 2020. In August 2020, new community cases of COVID-19 in the Auckland area saw Auckland return to COVID Alert Level 3 and the rest of New Zealand to COVID Alert Level 2. At this point, all live in-person cultural events were cancelled in Auckland and were restricted elsewhere. On the 21<sup>st</sup> of September regions outside of Auckland moved back down to COVID Alert Level 1, and Auckland followed suit on the 7<sup>th</sup> of October.

The New Zealand border has been closed since the 19<sup>th</sup> of March 2020. This closure has prevented international acts from touring New Zealand and created challenges for cultural activities relying on international resources.







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# Key Insights



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## Key Insights

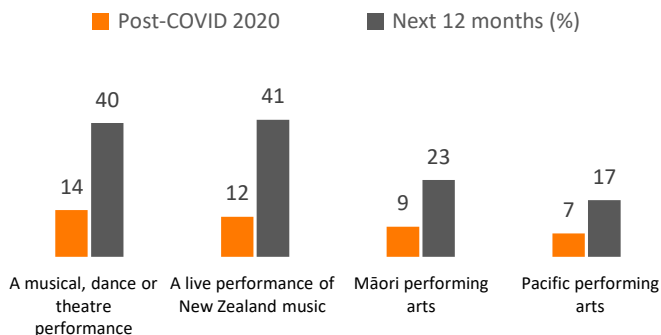


### Participation

The findings suggest that participation in arts, culture and heritage activities will increase from where it was in post-COVID 2020.

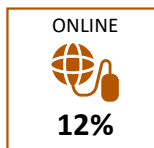
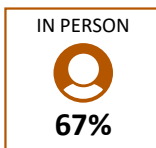
Intended participation is higher than post-COVID 2020 participation for all arts, culture and heritage activities. The increases are most pronounced for activities which involve visiting a place or going to an event.

For example, participation in the performing arts could be three to four times higher than post-COVID 2020 levels as signalled by New Zealanders' intentions.



### Online engagement

There is a clear preference for in-person engagement with arts, culture and heritage.



*Women, Māori and Pacific peoples particularly prefer in-person participation.*

We asked New Zealanders who had participated in arts, culture and heritage activities online how they intend to participate in the same type of activities in future.

There is greatest openness to participate in the following activities online:

- A cultural workshop
- Meetings, lectures or presentations on New Zealand history
- Pacific or Māori visual arts
- A Pacific cultural festival
- A commemoration event
- A library.

There is greatest resistance to participate in the following online:

- The performing arts
- Visit a place of cultural or historical significance
- Visit a gallery
- A Māori cultural festival.

### Encouraging people back to in-person activities



**Provide reassurance that tickets will be refunded if an event is cancelled due to COVID-19.**

**71%**  
more willing to attend


**Measures to protect attendees from the spread of COVID-19 are important to around half of New Zealanders.**




Mandatory actions will make some attendees less willing to go (such as visitors being required to wear masks, staff scanning temperatures or checking for symptoms and having to provide contact details for tracing).

**Communicating the protective measures in place at events is more important to**

  
Aucklanders  
(especially those in South Auckland)

  
Pacific peoples

  
Asian peoples

  
People with disabilities

**as these groups are more concerned about COVID-19.**



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# Participation

The number of adult New Zealanders (aged 18 plus) estimated to have watched or listened to each type of media in the three months before the survey was completed.



Screen

**3,102,000 (86%)**

Watched a New Zealand-made news or sports broadcast

**2,831,000 (79%)**

Watched a New Zealand-made programme, series or documentary

**2,182,000 (61%)**

Watched a New Zealand-made movie



Sound

**2,829,000 (79%)**

Listened to recorded music from New Zealand artists

**2,812,000 (78%)**

Listened to New Zealand commercial radio

**1,279,000 (36%)**

Listened to RNZ radio

**1,023,000 (28%)**

Listened to New Zealand community radio

**913,000 (25%)**

Listened to New Zealand-made podcasts

**241,000 (7%)**

Listened to student radio

**226,000 (6%)**

Listened to Iwi radio

Note: Figures have been calculated by multiplying the proportion of participants who indicated they participated in each activity at least once in the three months before they completed the survey by the New Zealand 18 plus population (according to the 2018 New Zealand Census). All figures have been rounded to the nearest thousand. Percentages in brackets represent the proportion of adult New Zealanders who indicated they did each activity in the three months before they completed the survey.  
Source: A1, A3, A3b, A4



The number of adult New Zealanders (aged 18 plus) estimated to have attended or visited each event or place in the three months before the survey was completed.



### Festivals and commemorations

**425,000 (12%)**

Attended a public commemoration event

**338,000 (9%)**

Attended another type of festival or cultural gathering

**214,000 (6%)**

Attended a Māori cultural festival

**159,000 (4%)**

Attended a Pasifika cultural festival



### Performing arts

**492,000 (14%)**

Attended a musical, dance or theatre performance

**439,000 (12%)**

Attended a live performance of New Zealand music

**333,000 (9%)**

Attended Māori performing arts

**253,000 (7%)**

Attended Pacific performing arts



### Heritage and cultural sites

**1,007,000 (28%)**

Visited a building or place because of its cultural or historical significance

**902,000 (25%)**

Visited a museum

**464,000 (13%)**

Went on a driving, walking or cycling tour related to New Zealand history

**415,000 (12%)**

Visited a marae

**329,000 (9%)**

Attended a meeting, lecture or presentation on New Zealand history

Note: Figures have been calculated by multiplying the proportion of participants who indicated they participated in each activity at least once in the three months before they completed the survey by the New Zealand 18 plus population (according to the 2018 New Zealand Census). All figures have been rounded to the nearest thousand. Percentages in brackets represent the proportion of adult New Zealanders who indicated they did each activity in the three months before they completed the survey.  
Source: A1, A3, A3b, A4



The number of adult New Zealanders (aged 18 plus) estimated to have attended or visited each event or place in the three months before the survey was completed.



Visual arts

<b>892,000 (25%)</b> Visited a visual arts gallery	<b>881,000 (25%)</b> Visited a craft or object art gallery	<b>263,000 (7%)</b> Attended Māori visual arts	<b>260,000 (7%)</b> Attended Pacific visual arts
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Literary arts and education

<b>1,764,000 (49%)</b> Visited a library	<b>295,000 (8%)</b> Took part in a workshop or class to learn about a cultural activity	<b>214,000 (6%)</b> Attended a literary event or book reading
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Note: Figures have been calculated by multiplying the proportion of participants who indicated they participated in each activity at least once in the three months before they completed the survey by the New Zealand 18 plus population (according to the 2018 New Zealand Census). All figures have been rounded to the nearest thousand. Percentages in brackets represent the proportion of adult New Zealanders who indicated they did each activity in the three months before they completed the survey.  
Source: A1, A3, A3b, A4



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# Screen



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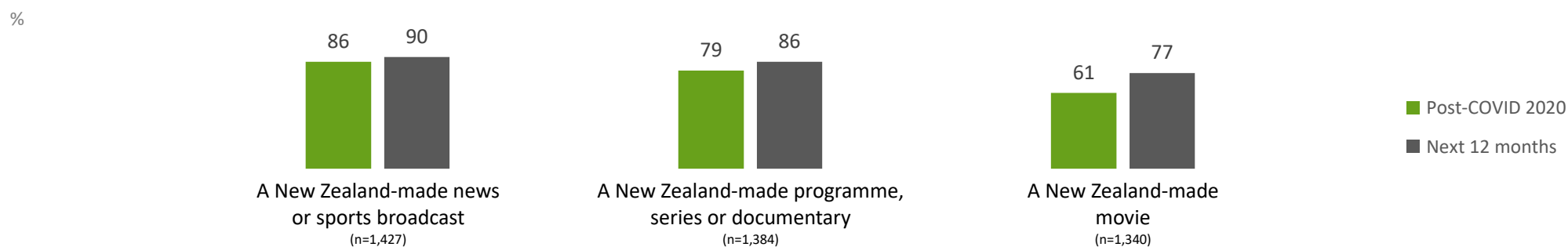


## Screen - Engagement with New Zealand film and television media

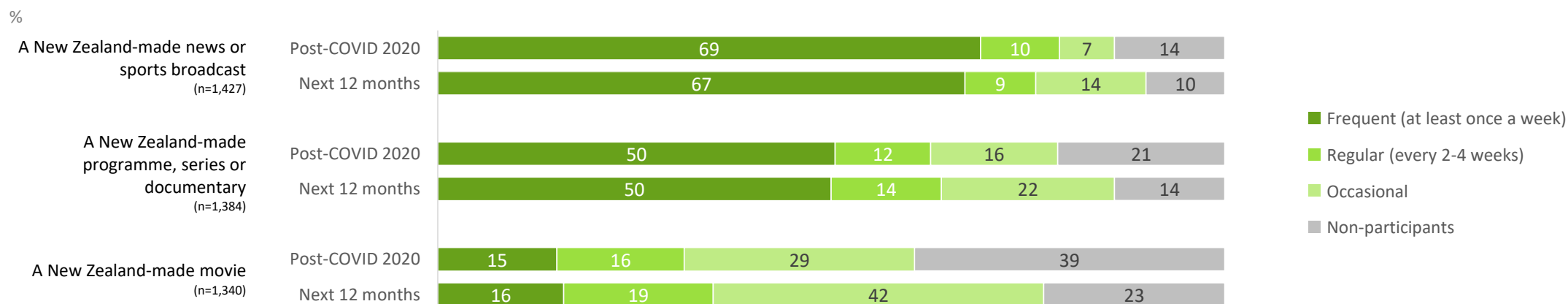
New Zealanders intend to increase their engagement with New Zealand-made movies in the next 12 months while maintaining their currently high levels of engagement with programmes, news and sports broadcasts.



### Overall engagement (at least occasionally)



### Frequency of engagement



Note post-COVID 2020 covers the three months before the survey interview, while next 12 months is the 12 months from the date of survey interview.  
Base: All respondents, excl. don't know (see chart for base sizes) | Source: A1, C1, C1A. | A1. On average, how often, if at all, have you watched each of the following during the past three months? (either at home, at a venue or online) | C1. You said you haven't done the following recently. Do you think you will do this in the next 12 months? | C1A. Thinking about the next 12 months, do you think you will be doing the following activities more or less than you are doing them now? Please remember this assumes we are at level 1 for the next 12 months.

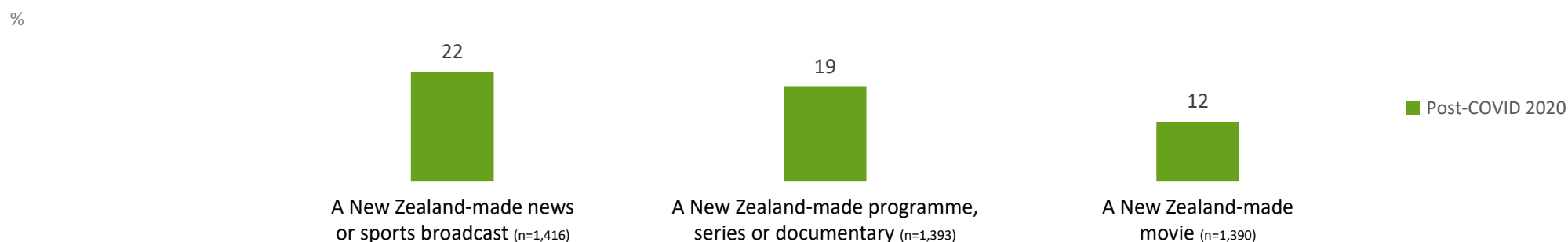


## Screen - Engagement with te reo Māori film and television media

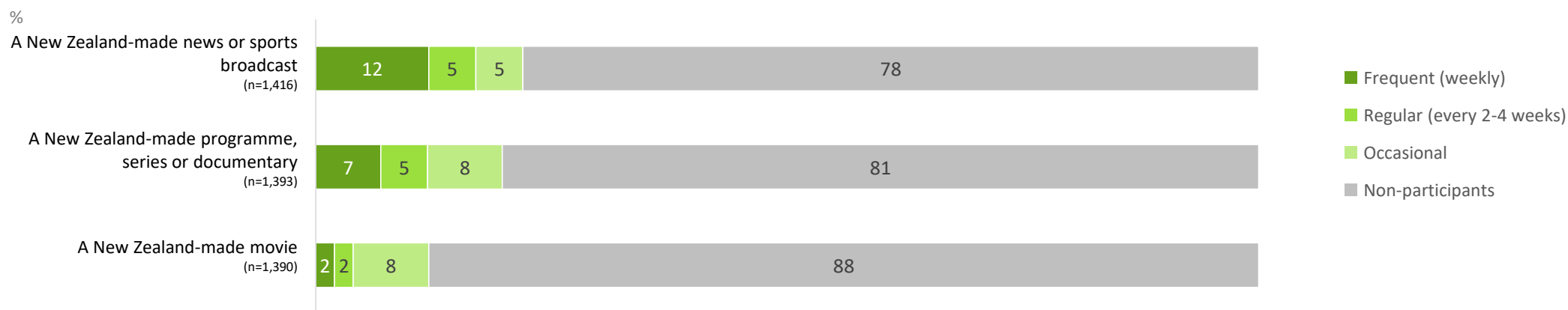
More than one in five New Zealanders say they have watched film or television mostly in te reo Māori. This may be inflated by some respondents missing the word 'mostly' when reading the question and including any content that had some use of te reo Māori.



### Overall engagement with te reo Māori screen media (at least occasionally)



### Frequency of engagement with te reo Māori screen media



Note post-COVID 2020 covers the three months before the survey interview, while next 12 months is the 12 months from the date of survey interview.  
Base: All respondents, excl. don't know (see chart for base sizes) | Source: A1, C1, C1A. | A1. On average, how often, if at all, have you watched each of the following during the past three months? (either at home, at a venue or online) | C1. You said you haven't done the following recently. Do you think you will do this in the next 12 months? | C1A. Thinking about the next 12 months, do you think you will be doing the following activities more or less than you are doing them now? Please remember this assumes we are at level 1 for the next 12 months.

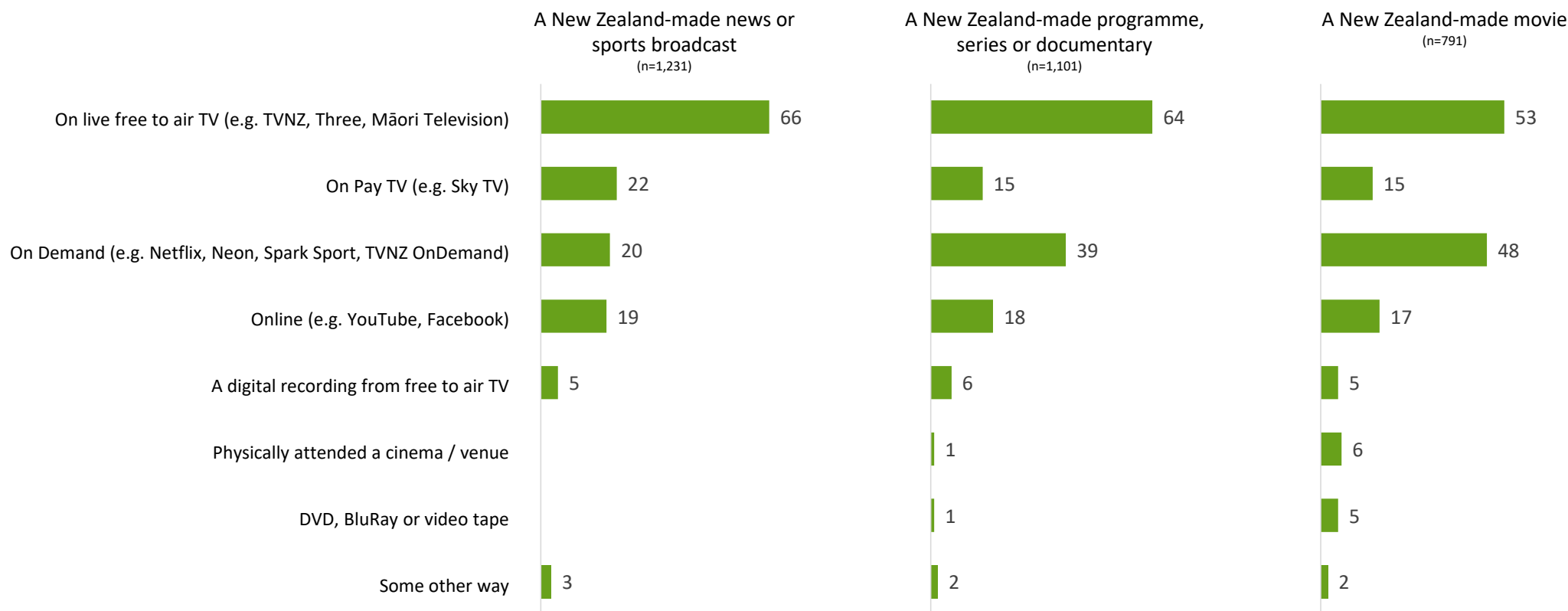


## Screen - How are people engaging?

In post-COVID 2020, New Zealanders are most likely to have watched domestic film and television content on live free-to-air television channels.



%



Base: Respondents who had done each activity in the last three months (see chart for base sizes)  
Source: A2.  
A2. How did you watch or listen to each activity?





## Demographic differences in engagement levels and platform preferences (1) - Screen



### Māori

#### ENGAGEMENT

Māori are more likely to have watched New Zealand-made content than average, irrespective of whether it is shown in English or te reo Māori.

ENGAGEMENT IN POST-COVID 2020	Māori	All New Zealanders
New Zealand-made movies - English	69%	61%
New Zealand programmes, series and documentaries - English	87%	79%
New Zealand-made movies - mostly te reo Māori	26%	12%
New Zealand programme, series or documentary - mostly te reo Māori	37%	19%
A New Zealand news or sports broadcast - mostly te reo Māori	39%	22%

#### PLATFORM

Māori are more likely than average to have watched New Zealand-made programmes and New Zealand news or sports broadcasts On Demand. They are also more likely than average to have watched news and sports broadcasts online and on Pay television.



### Pacific peoples

#### ENGAGEMENT

As with Māori, Pacific peoples are more likely than average to have watched New Zealand-made content than average, irrespective of whether it is shown in English or te reo Māori.

ENGAGEMENT IN POST-COVID 2020	Pacific peoples	All New Zealanders
New Zealand-made movies - English	70%	61%
New Zealand programmes, series and documentaries - English	84%	79%
New Zealand news or sports broadcasts - English	91%	86%
New Zealand-made movies - mostly te reo Māori	16%	12%
New Zealand programme, series or documentary - mostly te reo Māori	32%	19%
A New Zealand news or sports broadcast mostly - mostly te reo Māori	31%	22%

#### PLATFORM

Pacific peoples are more likely than average to have watched New Zealand-made content via online channels, as well as to have watched news and sports broadcasts On Demand.



### New Zealand European

#### ENGAGEMENT

New Zealand Europeans are more likely than average to have watched New Zealand-made programmes and documentaries in English (82% vs. 79% of all New Zealanders).



### Asian peoples

#### ENGAGEMENT

Asian peoples are less likely than average to have watched the following:

ENGAGEMENT IN POST-COVID 2020	Asian peoples	All New Zealanders
New Zealand-made movies - English	56%	61%
New Zealand programmes, series and documentaries - English	72%	79%
New Zealand-made movies - mostly te reo Māori	9%	12%
A New Zealand news or sports broadcast mostly - mostly te reo Māori	15%	22%

#### PLATFORM

Asian peoples are more likely than average to have watched New Zealand content via online channels, as well as to have watched news and sports broadcasts On Demand.



## Demographic differences in engagement levels and platform preferences (2) - Screen



### Women under 40

#### ENGAGEMENT

Women under 40 are more likely than average to have watched:

- New Zealand programmes, series or documentaries in English (88% vs. 79% of all New Zealanders)
- New Zealand-made movies in English (76% vs. 61% of all New Zealanders).

#### PLATFORM

Women aged under 40 are more likely than average to have watched New Zealand-made movies or programmes On Demand.



### Men under 40

#### ENGAGEMENT

Men under 40 are less likely than average to have watched:

- New Zealand programmes, series or documentaries in English (65% vs. 79% of all New Zealanders)
- New Zealand news or sports broadcasts in English (75% vs. 86% of all New Zealanders).

#### PLATFORM

Men aged under 40 are more likely than average to have watched New Zealand-made programmes, and news or sports broadcasts online.



### Women aged 60 +

#### ENGAGEMENT

Women aged 60 plus are less likely than average to have watched New Zealand-made movies in English (43% vs. 61% of all New Zealanders).

#### PLATFORM

Women aged 60 plus are less likely than average to have watched New Zealand-made content online.



### Household income less than \$50,000

#### ENGAGEMENT

People from low income households are less likely than average to have watched:

- New Zealand-made movies in English (52% vs. 61% of all New Zealanders)
- New Zealand programmes, series or documentaries in English (71% vs. 79% of all New Zealanders).

#### PLATFORM

People from low income households are more likely than average to have watched New Zealand-made movies via a digital recording from free-to-air television.

They are less likely to have watched New Zealand-made programmes and news or sports broadcasts online.



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# Sound

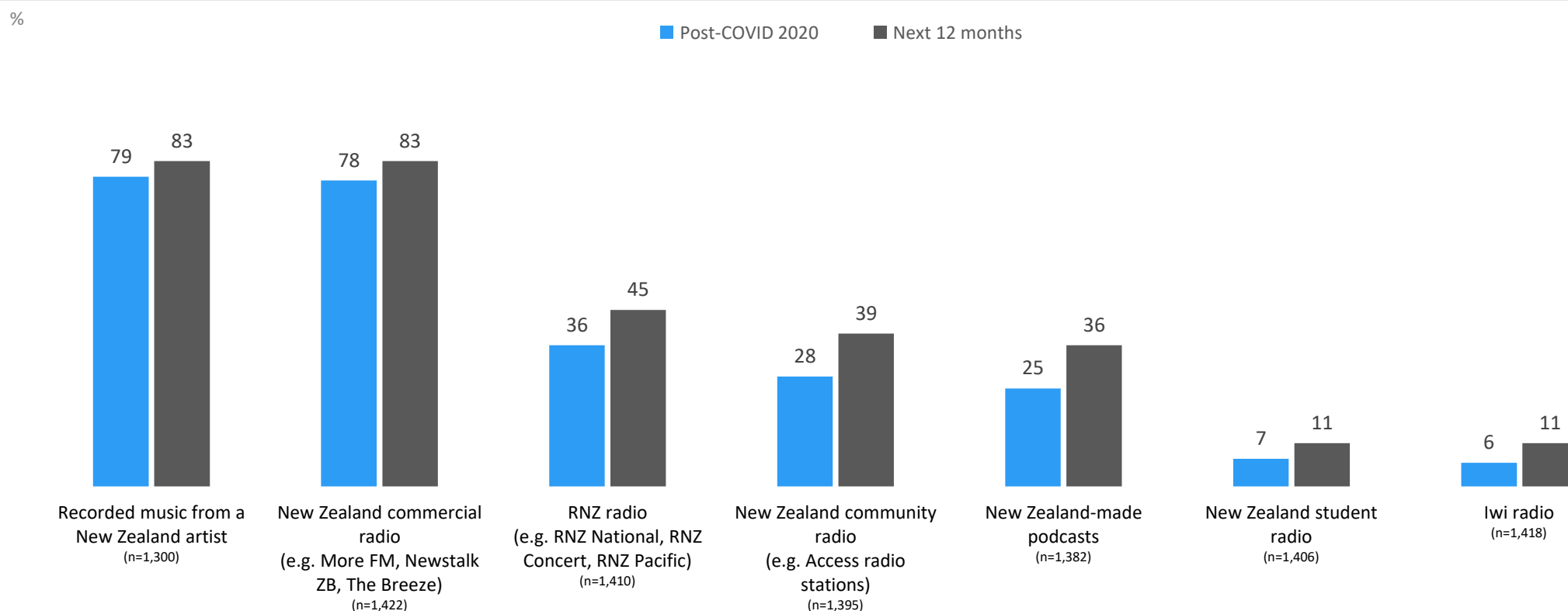


## Sound - Engagement with New Zealand sound media

New Zealanders expect to maintain their high levels of engagement with commercial radio and music by New Zealand artists over the next 12 months. Further, they anticipate they will increase their engagement with community and RNZ radio as well as New Zealand-made podcasts.



### Overall engagement (at least occasionally)



Note post-COVID 2020 covers the three months before the survey interview, while next 12 months is the 12 months from the date of survey interview.

Base: All respondents, excl. don't know (see chart for base sizes)

Source: A3, A3b, C1, C1A. | A3. On average, how often, if at all, have you listened to each of the following types of audio content during the past three months? (either live, or recorded) | A3b. On average, how often, if at all, have you listened to recorded music from New Zealand artists in the last three months? | C1. You said you haven't done the following recently. Do you think you will do this in the next 12 months? | C1A. Thinking about the next 12 months, do you think you will be doing the following activities more or less than you are doing them now? Please remember this assumes we are at level 1 for the next 12 months.

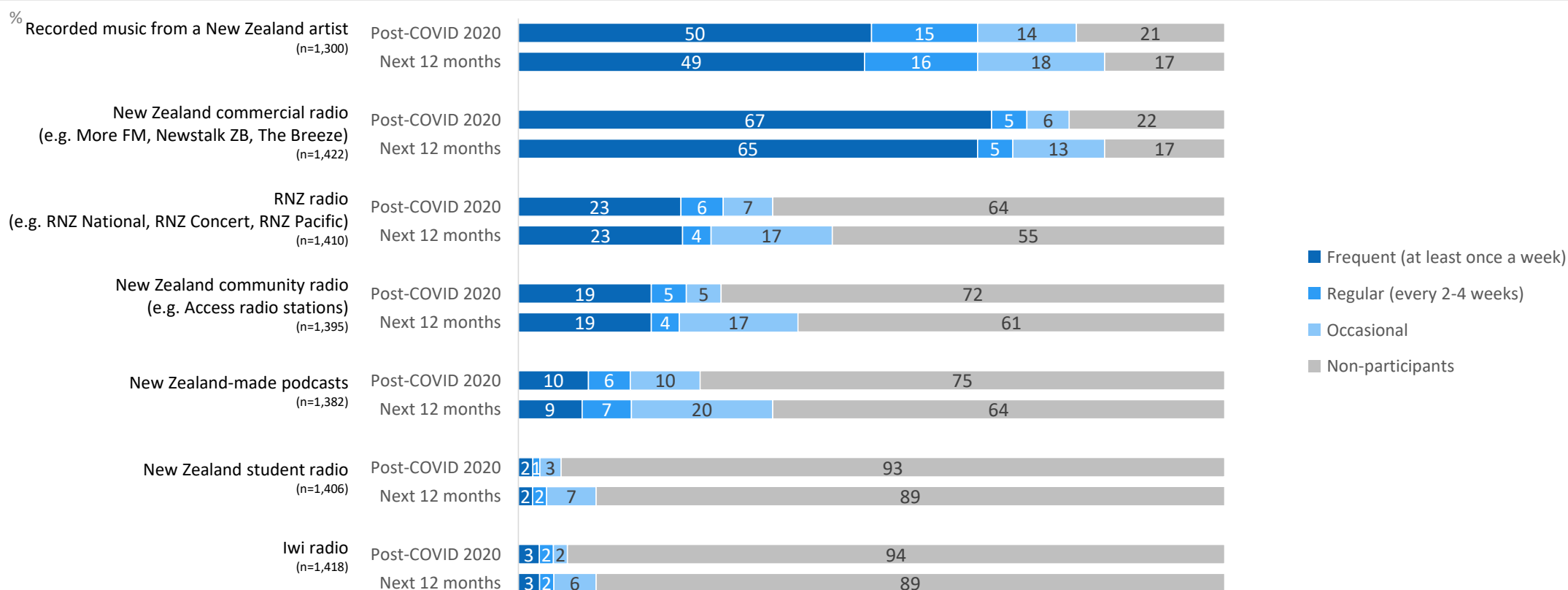


## Engagement with New Zealand sound media

The anticipated increase in engagement with sound media is mainly attributable to an increase in *occasional* engagement.



### Frequency of engagement



Note post-COVID 2020 covers the three months before the survey interview, while next 12 months is the 12 months from the date of survey interview.

Base: All respondents, excl. don't know (see chart for base sizes)

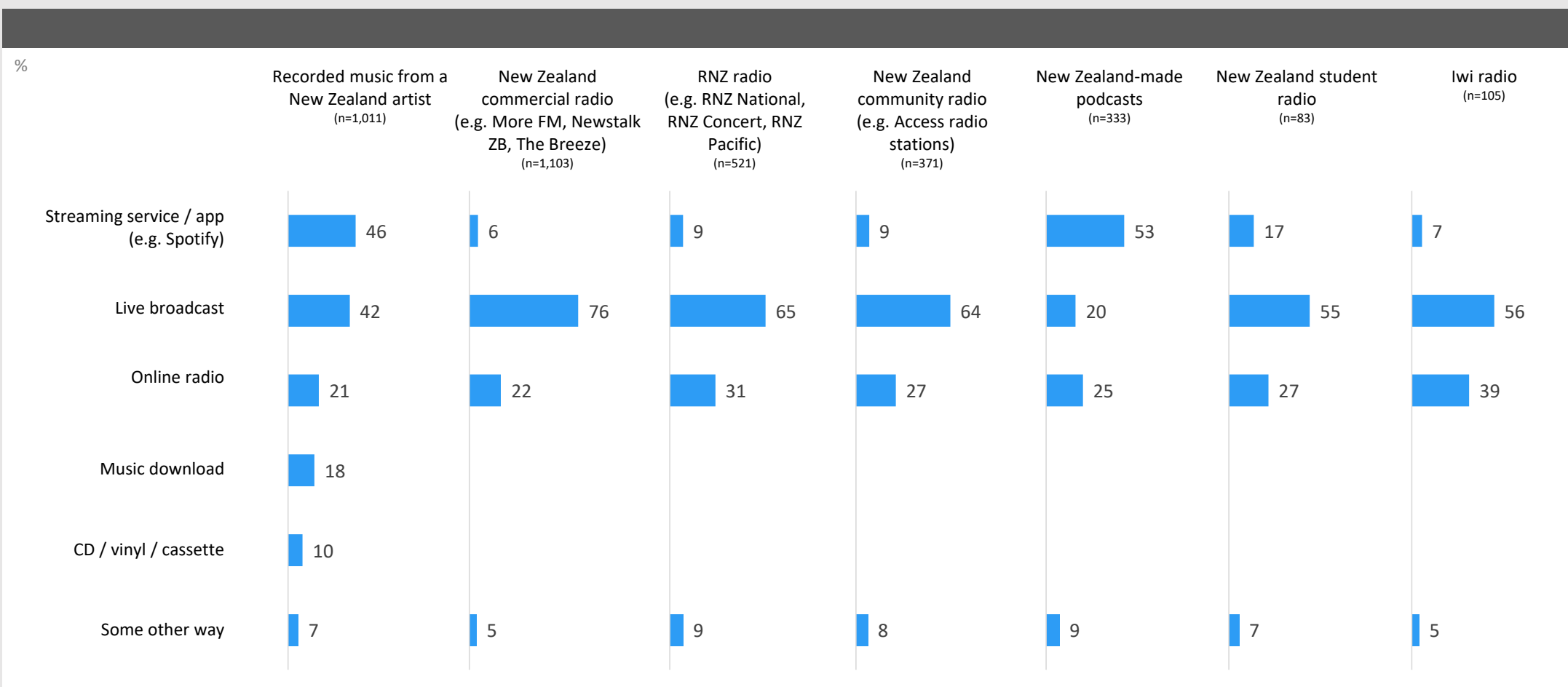
Source: A3, A3b, C1, C1A. | A3. On average, how often, if at all, have you listened to each of the following types of audio content during the past three months? (either live, or recorded) | A3b. On average, how often, if at all, have you listened to recorded music from New Zealand artists in the last three months? | C1. You said you haven't done the following recently. Do you think you will do this in the next 12 months? | C1A. Thinking about the next 12 months, do you think you will be doing the following activities more or less than you are doing them now? Please remember this assumes we are at level 1 for the next 12 months.





## How are people engaging?

In post-COVID 2020, those who listened to radio tended to do so through live broadcast. Live broadcast was also an important platform for those listening to music from New Zealand artists but equally important was streaming services. Listeners to New Zealand podcasts mostly used steaming services.



Base: Respondents who had done each activity in the last three months (see chart for base sizes)  
Source: A3a, A3c.  
A3a. How did you listen to each? | A3c. How did you listen to this?



## Demographic differences in engagement levels and platform preferences (1) - Sound



### Māori

#### ENGAGEMENT

Māori are more likely than average to have:

- Listened to music by New Zealand artists (89% vs. 79% of all New Zealanders)
- Listened to Iwi radio (16% vs. 6% of all New Zealanders).



### Pacific peoples

#### ENGAGEMENT

Pacific peoples are more likely than average to have listened to music by New Zealand artists, commercial radio, RNZ radio and community radio.

ENGAGEMENT IN POST-COVID 2020	Pacific peoples	All New Zealanders
Music from New Zealand artists	89%	79%
New Zealand commercial radio	85%	78%
RNZ radio	43%	36%
New Zealand community radio	37%	28%



### Asian peoples

#### ENGAGEMENT

Asian peoples are more likely than average to have listened to RNZ radio, New Zealand community radio, New Zealand-made podcasts and New Zealand student radio. They are less likely than average to have listened to music from New Zealand artists.

ENGAGEMENT IN POST-COVID 2020	Asian peoples	All New Zealanders
Music from New Zealand artists	66%	79%
RNZ radio	46%	36%
New Zealand community radio	37%	28%
New Zealand-made podcasts	32%	25%
New Zealand student radio	12%	7%





## Demographic differences in participation levels and platform preferences (2) - Sound



### Difference by age and gender

#### ENGAGEMENT

There are a number of differences by age and gender. These are below:

- Women under 40 are more likely than average to have listened to music from New Zealand artists (94% vs. 79% of all New Zealanders).
- Both men and women aged 40 to 59 are more likely than average to listen to New Zealand commercial radio (87% of men and 90% of women in this age bracket vs. 78% of all New Zealanders).
- Men aged 60 plus are more likely than average to listen to RNZ radio (48% vs. 36% of all New Zealanders).
- Women aged 60 plus are less likely than average to listen to New Zealand-made podcasts (16% vs. 25% of all New Zealanders).
- Both men and women aged 60 plus are less likely than average to listen to music from New Zealand artists (68% of men and 67% of women in this age bracket vs. 79% of all New Zealanders).



### Household income less than \$50,000

#### ENGAGEMENT

People from low income households are less likely than average to have:

- Listened to music from New Zealand artists (68% vs. 79% of all New Zealanders)
- Listened to New Zealand-made podcasts (18% vs. 25% of all New Zealanders).



### People with disabilities

#### ENGAGEMENT

People with disabilities are more likely than average to have listened to New Zealand community radio (39% vs. 28% of all New Zealanders).





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# Festivals and Commemorations





## Festivals and commemorations - Overall participation

Looking ahead, participation in cultural festivals and commemorations could be three times higher than post-COVID 2020 levels as signalled by New Zealanders' intentions.

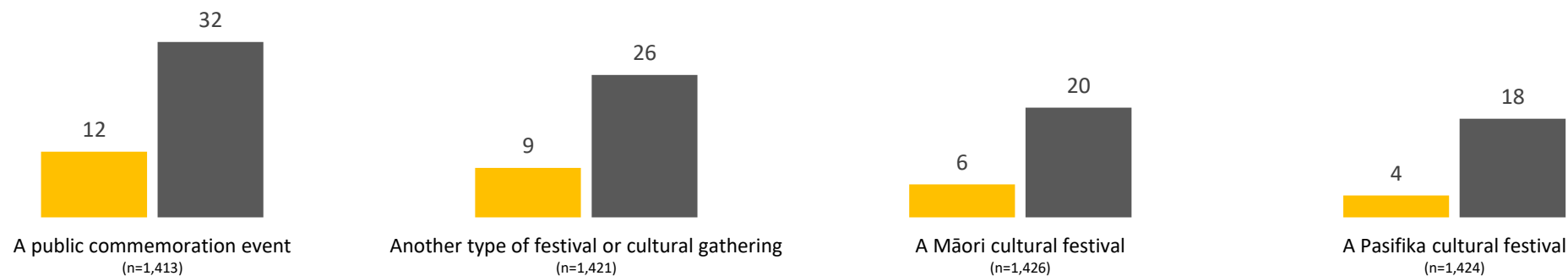


### Overall participation (at least occasionally)

%

Post-COVID 2020

Next 12 months



Note post-COVID 2020 covers the three months before the survey interview, while next 12 months is the 12 months from the date of survey interview.

Base: All respondents, excl. don't know (see chart for base sizes)

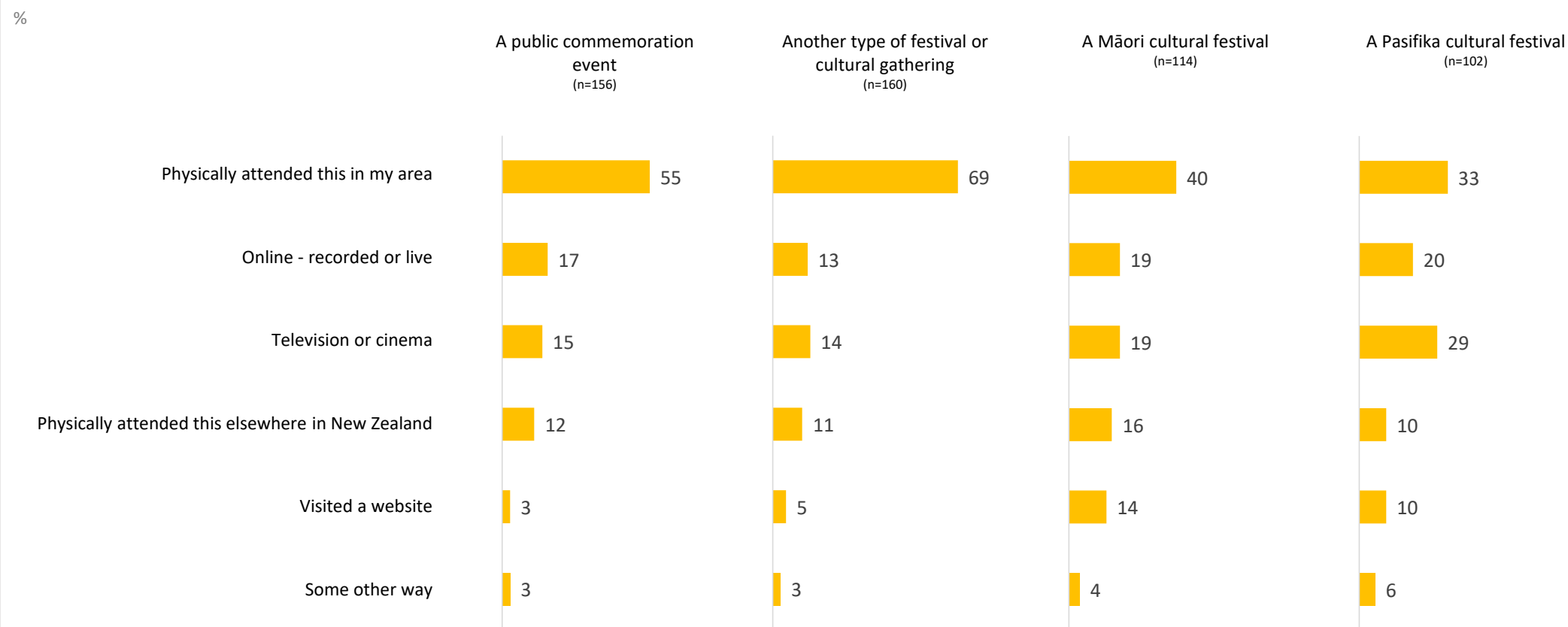
Source: A4, C1, C1A. | Q4. On average, how often, if at all, did you visit or attend each of the following in New Zealand during the past three months? (either in person or online) | C1. You said you haven't done the following recently. Do you think you will do this in the next 12 months? | C1A. Thinking about the next 12 months, do you think you will be doing the following activities more or less than you are doing them now? Please remember this assumes we are at level 1 for the next 12 months.





## Festivals and commemorations - How are people participating?

Those who have participated in festivals and commemorations have typically done so in person, although television or cinema is also a common way of participating in Pasifika cultural festivals.



Base: Respondents who had done each activity in the last three months (see chart for base sizes)  
Source: A5b  
A5b. How did you visit or attend...?



## Demographic differences in participation levels and access preferences (1) - Festivals and commemorations



### Māori

#### PARTICIPATION

Māori are more likely than average to have participated in a Māori cultural festival (12% vs. 6% of all New Zealanders).

#### ACCESS

Māori are more likely than average to have engaged with Māori cultural festivals online by watching a recording or by physically attending Māori cultural festivals in their area.



### Pacific peoples

#### PARTICIPATION

Pacific peoples are more likely than average to have participated in a Pasifika cultural festival (14% vs. 4% of all New Zealanders).



### Asian peoples

#### PARTICIPATION

Asian peoples are more likely than average to have participated in festivals and commemorations.

PARTICIPATION IN POST-COVID 2020	Asian peoples	All New Zealanders
A public commemoration event	16%	12%
Another type of festival or cultural gathering (e.g. Pride, Chinese New Year, Diwali)	27%	9%
A Māori cultural festival	12%	6%
A Pasifika cultural festival	13%	4%

#### ACCESS

Asian peoples are more likely than average to have engaged with public commemoration events by watching them on television or in the cinema or visiting a website.



### Differences by age and gender

#### PARTICIPATION

Men aged 40 to 59 are more likely than average to have:

- Participated in a public commemorations event (23% vs. 12% of all New Zealanders).
- Participated in another type of festival or cultural gathering (e.g. Pride, Chinese New Year, Diwali) (17% vs. 9% of all New Zealanders).

Women aged 60 plus are less likely than average to have participated in these same activities (4% and 2% respectively).



### Household income less than \$50,000

#### PARTICIPATION

People from low income households are less likely than average to have:

- Participated in a public commemorations event (6% vs. 12% of all New Zealanders).
- Participated in another type of festival or cultural gathering (e.g. Pride, Chinese New Year, Diwali) (4% vs. 9% of all New Zealanders).



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# Performing Arts



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## Performing arts - Overall participation

New Zealanders intend to markedly increase their participation at live New Zealand music performances or theatrical, music and dance events over the next year. Participation at Māori and Pacific performing arts events could be more than double post-COVID 2020 levels.

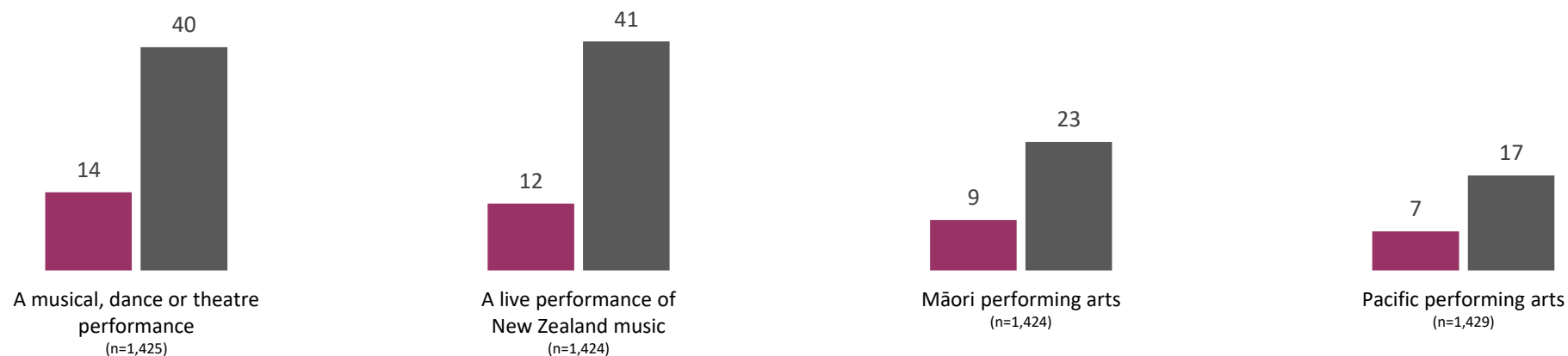


### Overall participation (at least occasionally)

%

■ Post-COVID 2020

■ Next 12 months



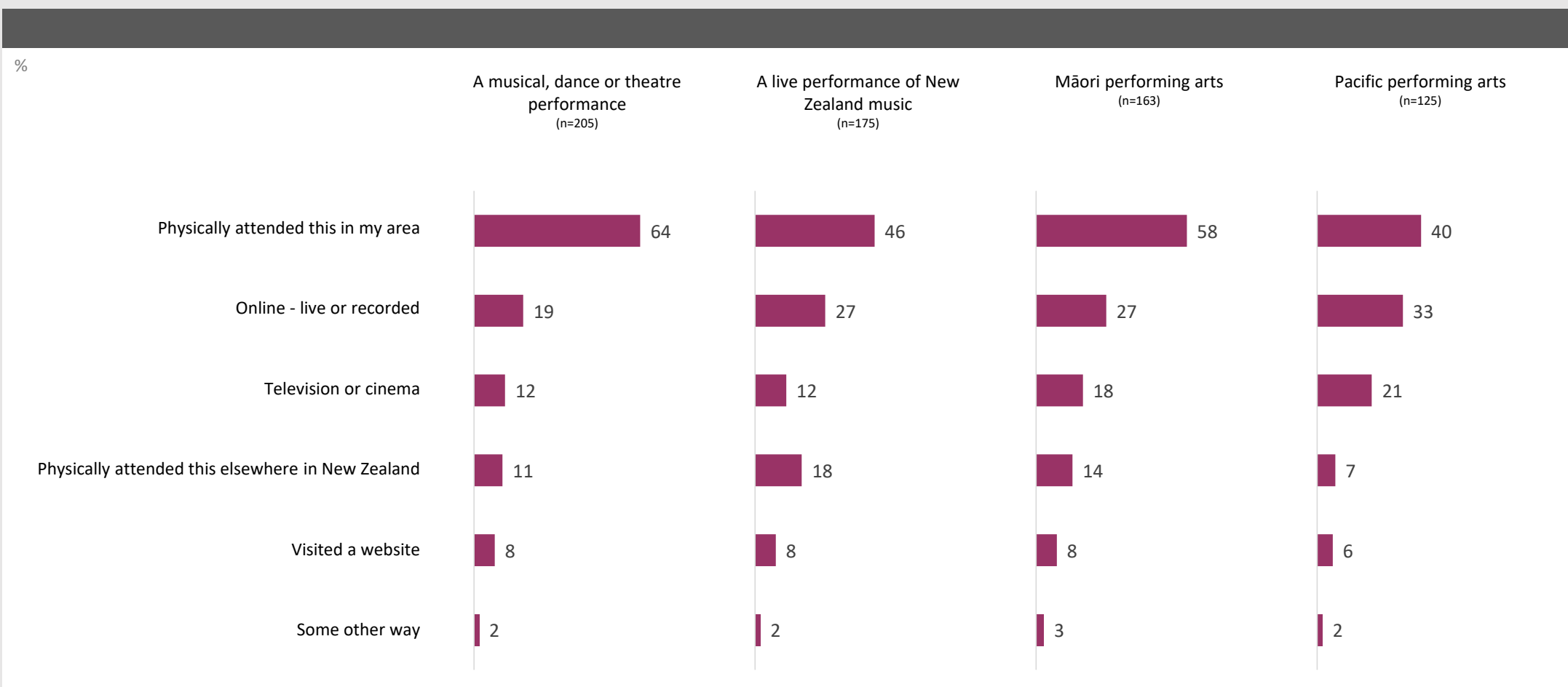
Note post-COVID 2020 covers the three months before the survey interview, while next 12 months is the 12 months from the date of survey interview.

Base: All respondents, excl. don't know (see chart for base sizes) | Source: A4, C1, C1A. | Q4. On average, how often, if at all, did you visit or attend each of the following in New Zealand during the past three months? (either in person or online) | C1. You said you haven't done the following recently. Do you think you will do this in the next 12 months? | C1A. Thinking about the next 12 months, do you think you will be doing the following activities more or less than you are doing them now? Please remember this assumes we are at level 1 for the next 12 months.



## Performing arts - How are people participating?

Attendees of live performing arts have generally participated by going to an event in their area or online. Compared to the other types of performing arts events, people are most likely to have travelled to see live performances of New Zealand music.



Base: Respondents who had done each activity in the last three months (see chart for base sizes)  
Source: A5b  
A5b. How did you visit or attend...?



## Demographic differences in participation levels and access preferences - Performing arts



### Māori

#### PARTICIPATION

Māori are more likely than average to have participated in Māori performing arts (19% vs. 9% of all New Zealanders).

#### ACCESS

Māori are more likely than average to have watched Māori performing arts online.



### Pacific peoples

#### PARTICIPATION

Pacific peoples are more likely than average to have participated in Pacific performing arts (14% vs. 7% of all New Zealanders).



### Asian peoples

#### PARTICIPATION

Asian peoples are more likely than average to have participated in performing arts.

PARTICIPATION IN POST-COVID 2020	Asian peoples	All New Zealanders
Music, dance or theatre performance	19%	14%
Live performance of New Zealand music	17%	12%
Pacific performing arts	13%	7%

#### ACCESS

Asian peoples are more likely than average to have watched a live performance of New Zealand music on television, and to have watched a musical, dance or theatre performance on television, or a recording online. They are also more likely than average to have travelled outside of their area to engage with Pacific performing arts.



### Household income less than \$50,000

#### PARTICIPATION

People from low income households are less likely than average to have:

- Been to a musical, dance or theatre performance (9% vs. 14% of all New Zealanders).
- Been to a live performance of New Zealand music (7% vs. 12% of all New Zealanders).





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# Heritage and Cultural sites

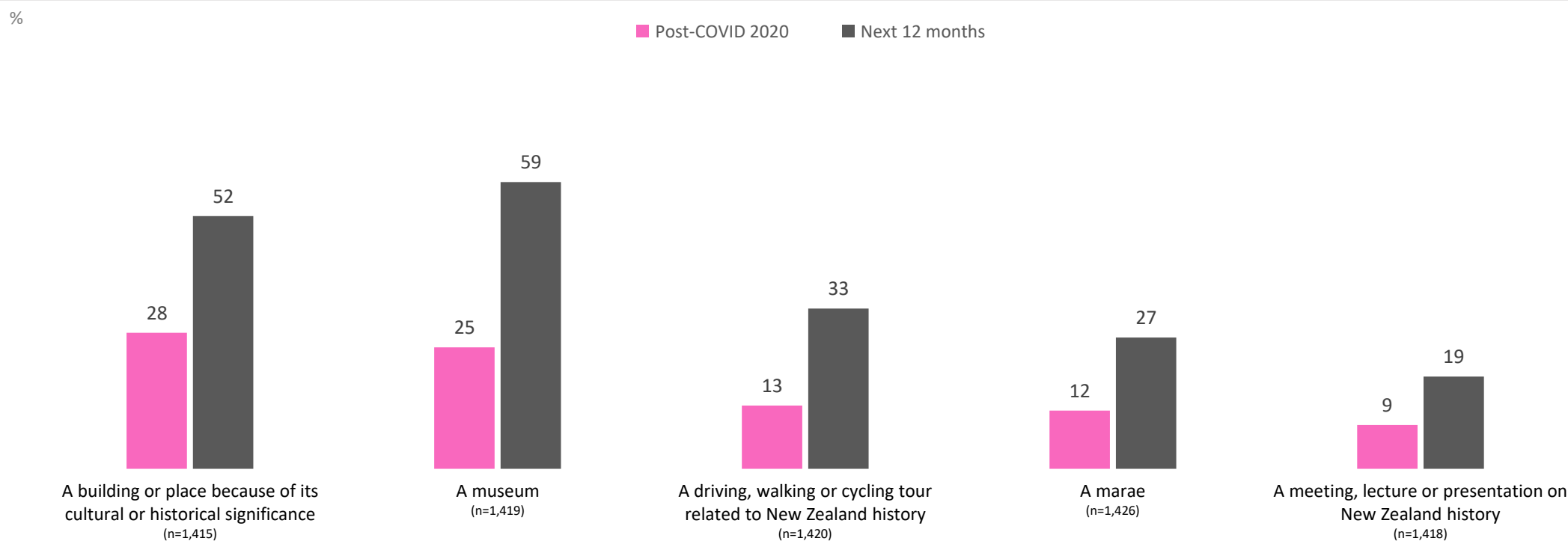


## Heritage and cultural sites - Overall participation

More New Zealanders intend to visit sites of heritage or cultural significance in the next year.



### Overall participation (at least occasionally)



Note post-COVID 2020 covers the three months before the survey interview, while next 12 months is the 12 months from the date of survey interview.

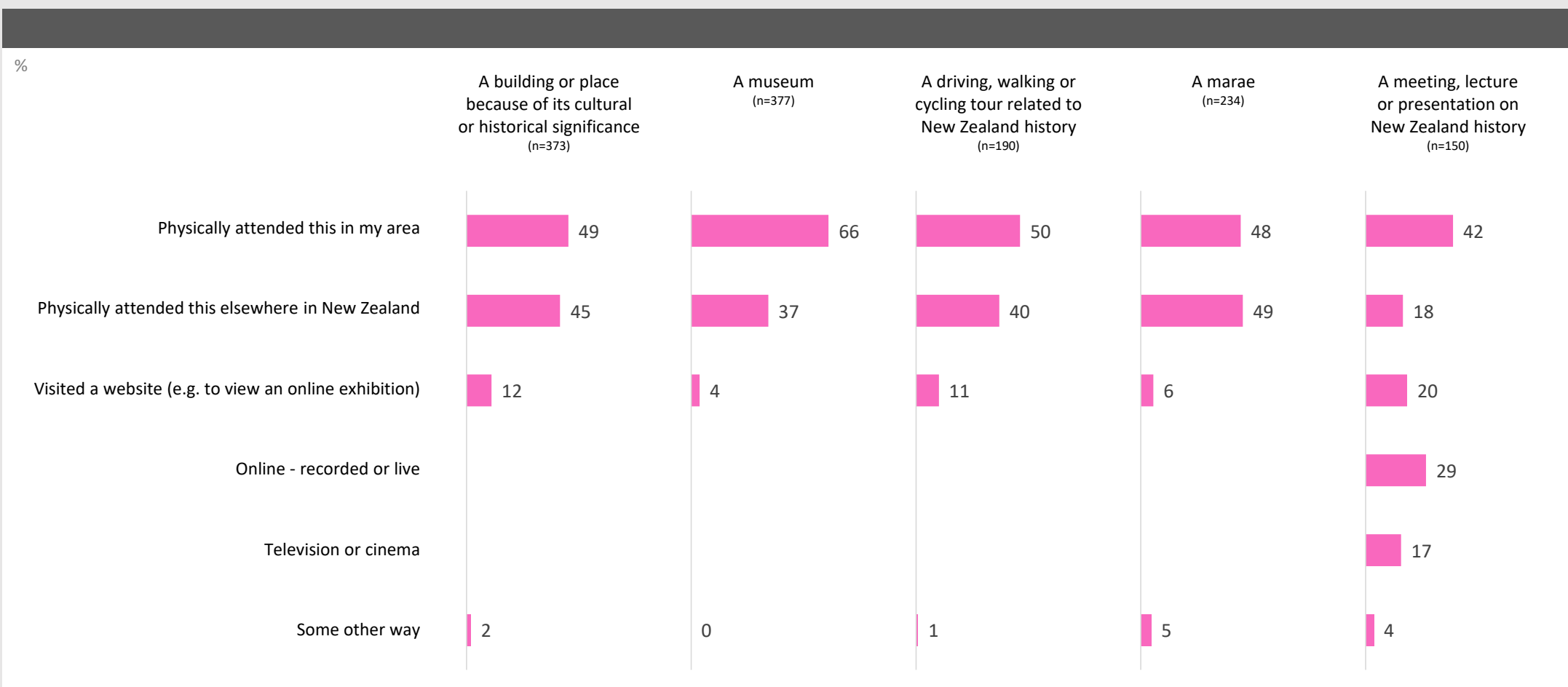
Base: All respondents, excl. don't know (see chart for base sizes)

Source: A4, C1, C1A. | Q4. On average, how often, if at all, did you visit or attend each of the following in New Zealand during the past three months? (either in person or online) | C1. You said you haven't done the following recently. Do you think you will do this in the next 12 months? | C1A. Thinking about the next 12 months, do you think you will be doing the following activities more or less than you are doing them now? Please remember this assumes we are at level 1 for the next 12 months.



## Heritage and cultural sites - How are people participating?

Visitors to places of historical and cultural significance have tended to go to these in person, especially places in their area. Those who have visited a marae have often travelled outside of their area, as well as attend one locally. Attendees of presentations on New Zealand history have often watched these online.



Base: Respondents who had done each activity in the last three months (see chart for base sizes)  
Source: A5a, A5b  
A5a/A5b. How did you visit or attend...?



## Demographic differences in participation levels and access preferences - Heritage and culture



### Māori

#### PARTICIPATION

Māori are more likely than average to have:

- Visited a building or place because of its cultural or historical significance (32% vs. 28% of all New Zealanders).
- Visited a marae (32% vs. 12% of all New Zealanders)

#### ACCESS

Māori are more likely than average to have physically visited a museum in their area or visited a museum via a website.

Māori are also more likely to have physically visited places of cultural or historical significance in their area.



### Asian peoples

#### PARTICIPATION

Asian peoples are more likely than average to have visited a museum, attended a New Zealand history tour and been to a presentation on New Zealand history.

PARTICIPATION IN POST-COVID 2020	Asian peoples	All New Zealanders
Visited a museum	34%	25%
Participated in a driving, walking or cycling tour related to New Zealand history	23%	13%
Been to a meeting, lecture or presentation on New Zealand history	17%	9%

#### ACCESS

Asian peoples are more likely than average to have visited a museum by using a website and to have watched a lecture or presentation on New Zealand history on television.



### Women aged 60 plus

#### PARTICIPATION

Women aged 60 plus are less likely than average to have visited a building or place because of its cultural or historical significance (16% vs. 28% of all New Zealanders).



## Demographic differences in participation levels and access preferences - Heritage and culture (2)



### Household income less than \$50,000

#### PARTICIPATION

People from low income households are less likely than average to have visited a building or place because of its cultural or historical significance, visited a museum and attended a presentation on New Zealand history.

PARTICIPATION IN POST-COVID 2020	Household income less than \$50,000	All New Zealanders
Visited a building or place because of its cultural or historical significance	14%	28%
Visited a museum	19%	25%
Participated in a driving, walking or cycling tour related to New Zealand history	8%	13%

#### ACCESS

People from low income households are less likely than average to have travelled outside of their area to visit a museum.



### Differences by where people live

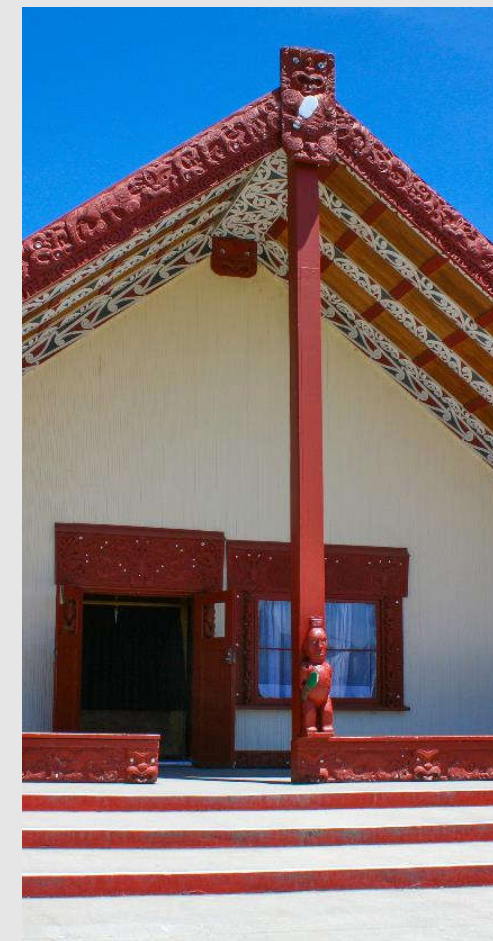
#### PARTICIPATION

- People living in a provincial city or large town are more likely than average to have visited a marae (20% vs 12% of New Zealanders). People who are living in big cities are less likely to do so (8%).



### People with disabilities

- People with disabilities are more likely than average to have attended a meeting, lecture or presentation on New Zealand history (19% vs 9% of New Zealanders).





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# Visual Arts



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## Visual arts - Overall participation

More New Zealanders intend to visit visual arts, crafts and object art galleries over the next year than have visited these places during the past three months.

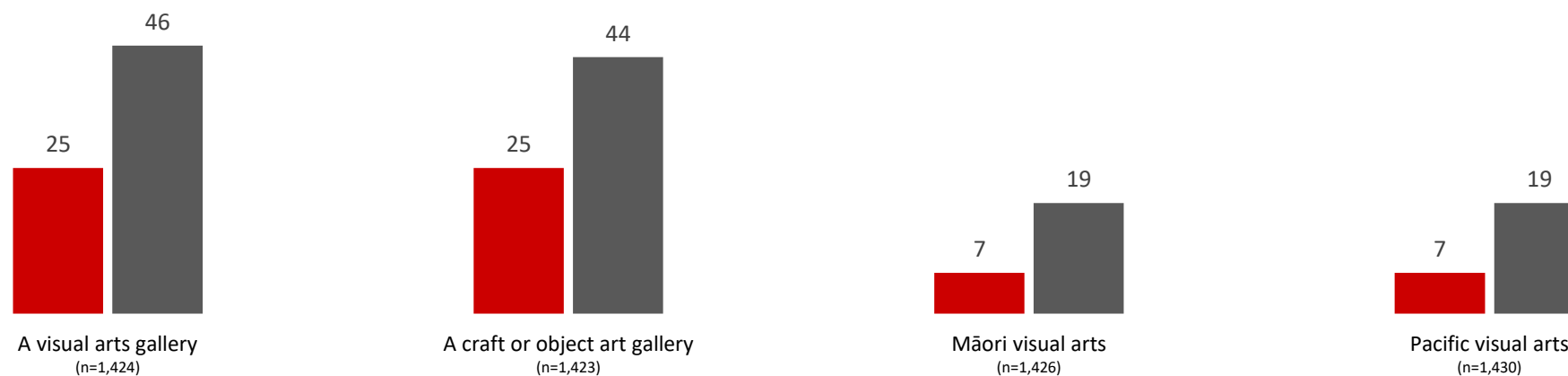


### Overall participation (at least occasionally)

%

■ Post-COVID 2020

■ Next 12 months

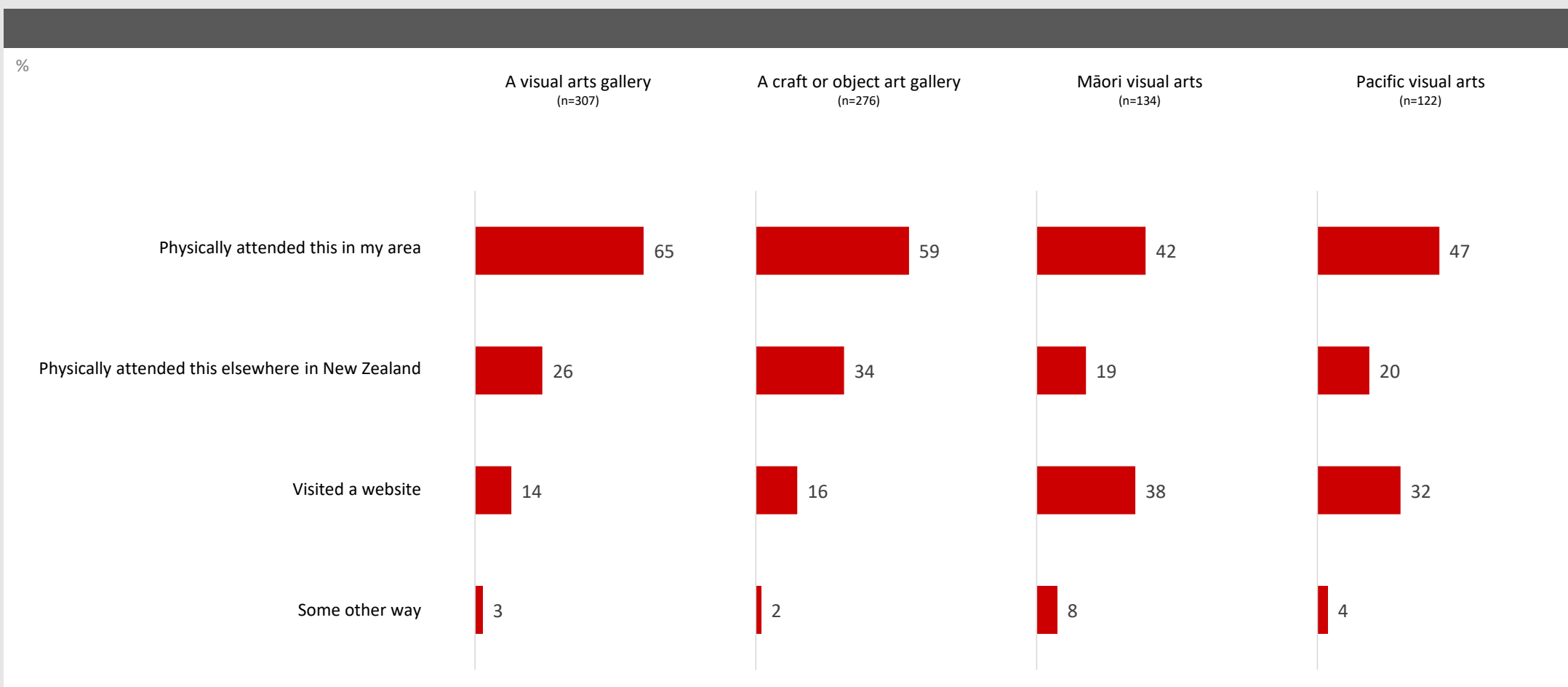


Note post-COVID 2020 covers the three months before the survey interview, while next 12 months is the 12 months from the date of survey interview.  
Base: All respondents, excl. don't know (see chart for base sizes) | Source: A4, C1, C1A. | A4. On average, how often, if at all, did you visit or attend each of the following in New Zealand during the past three months? (either in person or online) | C1. You said you haven't done the following recently. Do you think you will do this in the next 12 months? | C1A. Thinking about the next 12 months, do you think you will be doing the following activities more or less than you are doing them now? Please remember this assumes we are at level 1 for the next 12 months.



## Visual arts - How are people participating?

The majority of those who have participated in visual arts experiences did so in person, particularly in their area. For those interested in Māori and Pacific visual arts, visiting an online website was also common.



Base: Respondents who had done each activity in the last three months (see chart for base sizes)  
Source: A5a  
A5a. How did you visit or attend...?





## Demographic differences in participation levels and access preferences (1) - Visual arts



### Māori

#### PARTICIPATION

Māori are more likely than average to have visited Māori visual arts (14% vs. 7% of New Zealanders).



### Pacific peoples

#### PARTICIPATION

Pacific peoples are more likely than average to have visited Pacific visual arts (12% vs. 7% of all New Zealanders).

Pacific peoples are less likely than average to have visited a visual art gallery and a craft or object gallery.

PARTICIPATION IN POST-COVID 2020	Pacific peoples	All New Zealanders
Visual arts gallery	15%	25%
Craft and object art gallery	13%	25%



### Asian peoples

#### PARTICIPATION

Asian peoples are more likely than average to have visited Māori and Pacific visual arts.

PARTICIPATION IN POST-COVID 2020	Asian peoples	All New Zealanders
Māori visual arts	11%	7%
Pacific visual arts	11%	7%

#### ACCESS

Asian peoples are less likely than average to have physically visited a visual arts exhibition and a craft or object art gallery in their area.



### Differences by age

#### PARTICIPATION

Men under 40 are less likely than average to have visited a craft or object art gallery (13% vs. 25% of New Zealanders). On the other hand, women aged 40 to 59 are more likely to have done so (35%).



### Household income less than \$50,000

#### PARTICIPATION

People from low income households are less likely than average to have:

- Visited a visual arts gallery (19% vs. 25% of all New Zealanders)
- Visited a craft or object gallery (15% vs. 25% of all New Zealanders).



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# Literary Arts and Education





## Literary arts and education - Overall participation

More New Zealanders expect to visit their library over the next 12 months, as well as go to literary events, book readings or education workshops than have done so in the past three months.



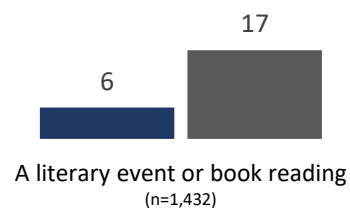
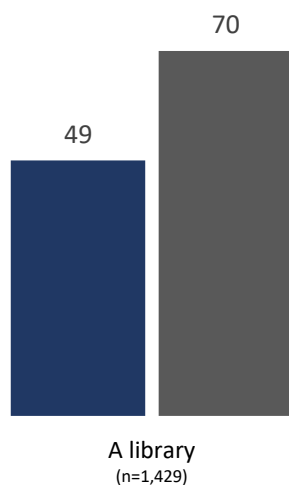
### Overall participation (at least occasionally)

%

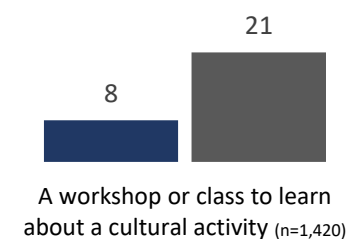
■ Post-COVID 2020

■ Next 12 months

#### LITERARY ARTS



#### EDUCATION



Note post-COVID 2020 covers the three months before the survey interview, while next 12 months is the 12 months from the date of survey interview.  
Base: All respondents, excl. don't know (see chart for base sizes) | Source: A4, C1, C1A. | A4. On average, how often, if at all, did you visit or attend each of the following in New Zealand during the past three months? (either in person or online) | C1. You said you haven't done the following recently. Do you think you will do this in the next 12 months? | C1A. Thinking about the next 12 months, do you think you will be doing the following activities more or less than you are doing them now? Please remember this assumes we are at level 1 for the next 12 months.

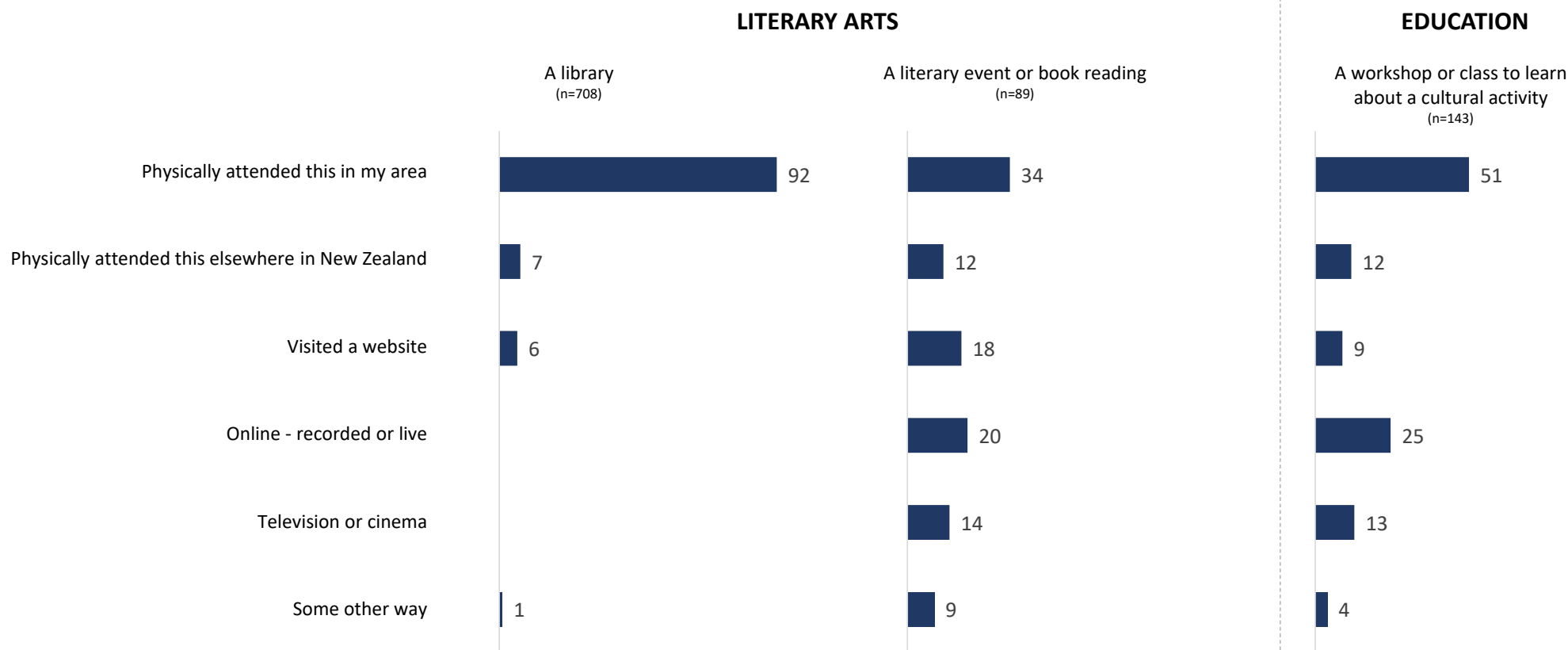


## Literary arts and education - How are people participating?

Those who have visited a library have generally done so in their local area. Most of those who have attended a literary event or have been to an educational cultural activity have been in person in their area or attended online.



%



Base: Respondents who had done each activity in the last three months (see chart for base sizes)  
Source: A5a, A5b  
A5a/A5b. How did you visit or attend...?



## Demographic differences in participation levels and access preferences (1) - Literary arts and education



### Māori

#### PARTICIPATION

Māori are more likely than average to have participated in a workshop or class to learn about a cultural activity (12% vs. 8% of New Zealanders).



### Pacific peoples

#### PARTICIPATION

Pacific peoples are more likely than average to have participated in a workshop or class to learn about a cultural activity (16% vs. 8% of all New Zealanders).

#### ACCESS

Pacific peoples are less likely than average to have physically visited a library in their area.



### Asian peoples

#### PARTICIPATION

Asian peoples are more likely than average to participate in literary arts and education.

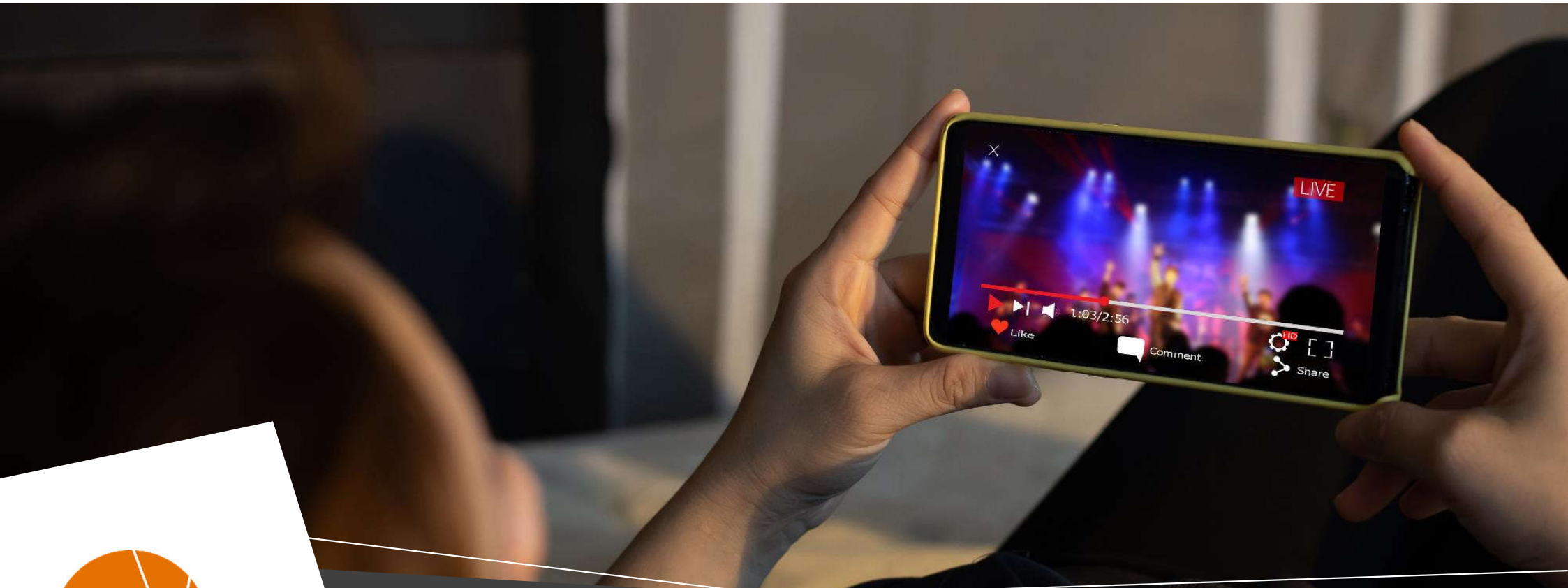
PARTICIPATION IN POST-COVID 2020	Asian peoples	All New Zealanders
Visited a library	57%	49%
Been to a literary event or book reading	14%	6%
Been to a workshop or class to learn about a cultural activity	13%	8%

#### ACCESS

Asian peoples are more likely than average to have accessed a library through a website and to have physically visited a library outside of their area.

Asian peoples are less likely to have visited a website to participate in a literary event or book reading.





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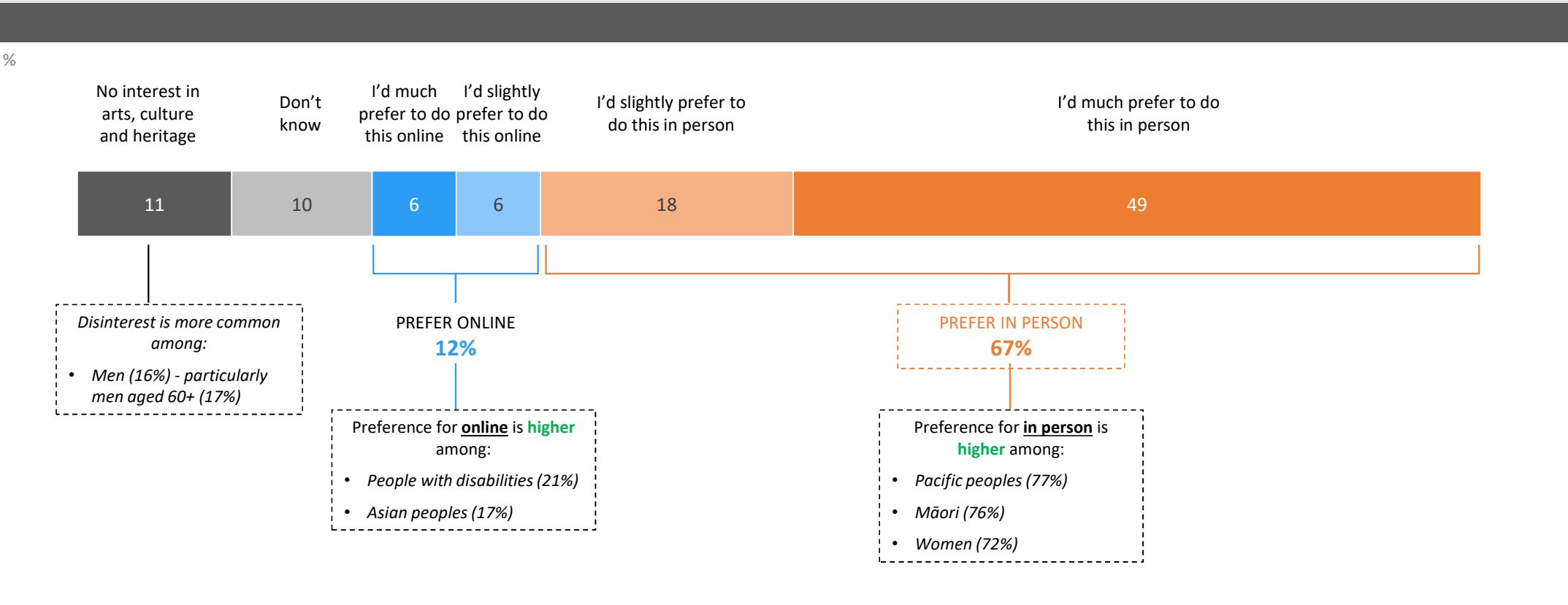
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# Online engagement

Overall preference for online versus in person



Most New Zealanders prefer to engage in arts, culture and heritage in person rather than online. This preference for in-person engagement is especially strong among Māori and Pacific peoples, as well as women.



Base: All respondents (n=1,448)  
Source: D1  
D1. Which of the following best describes how you would prefer to experience arts, culture and heritage? This includes seeing a performance or festival, or visiting a marae, gallery, museum, historical place, park or reserve.



# How does the online experience compare?



## WHAT PEOPLE SAID

*"It was great, because it was my niece who is 7 performing in the North Island. I wouldn't have seen it otherwise. I missed the personal contact but good camera work and I felt part of the scene."* Attended a Māori performing arts event online, Female, 60-69, NZ European/Māori, Southland

*"It was ok. The sound was not as full, and you don't get the excitement of others enjoying it along with you. If the rest of the household are not interested you are in a room by yourself."* Viewed a live performance of NZ music online, Female, 50-59, NZ European, Wellington

*"I found it much easier to go through the library catalogue and select the books I want to read. I struggle with mobility and it is a real challenge to browse the shelves, so this option is very helpful."* Used a library online, Female, 70+, NZ European/Māori, Nelson region

*"I felt it would have been better in person. My internet is not very fast at home, so the images were coming in distorted at times."* Viewed a visual arts gallery online, Female, 30-39, Māori, Bay of Plenty

*"I thought it was quite an unique experience. I have never done something like this before so to have a large catalogue of all the different visual arts was pleasing and quite different from being there physically. I definitely would like to do it again in the future because you can actually look through many visual arts quickly where sometimes it's not possible to look at everything when you are there physically. Plus the experience was also very safe as there is no crowd and the fear of the virus is not present."* Viewed Māori visual arts online, Male, 18-29, Asian New Zealander, Christchurch

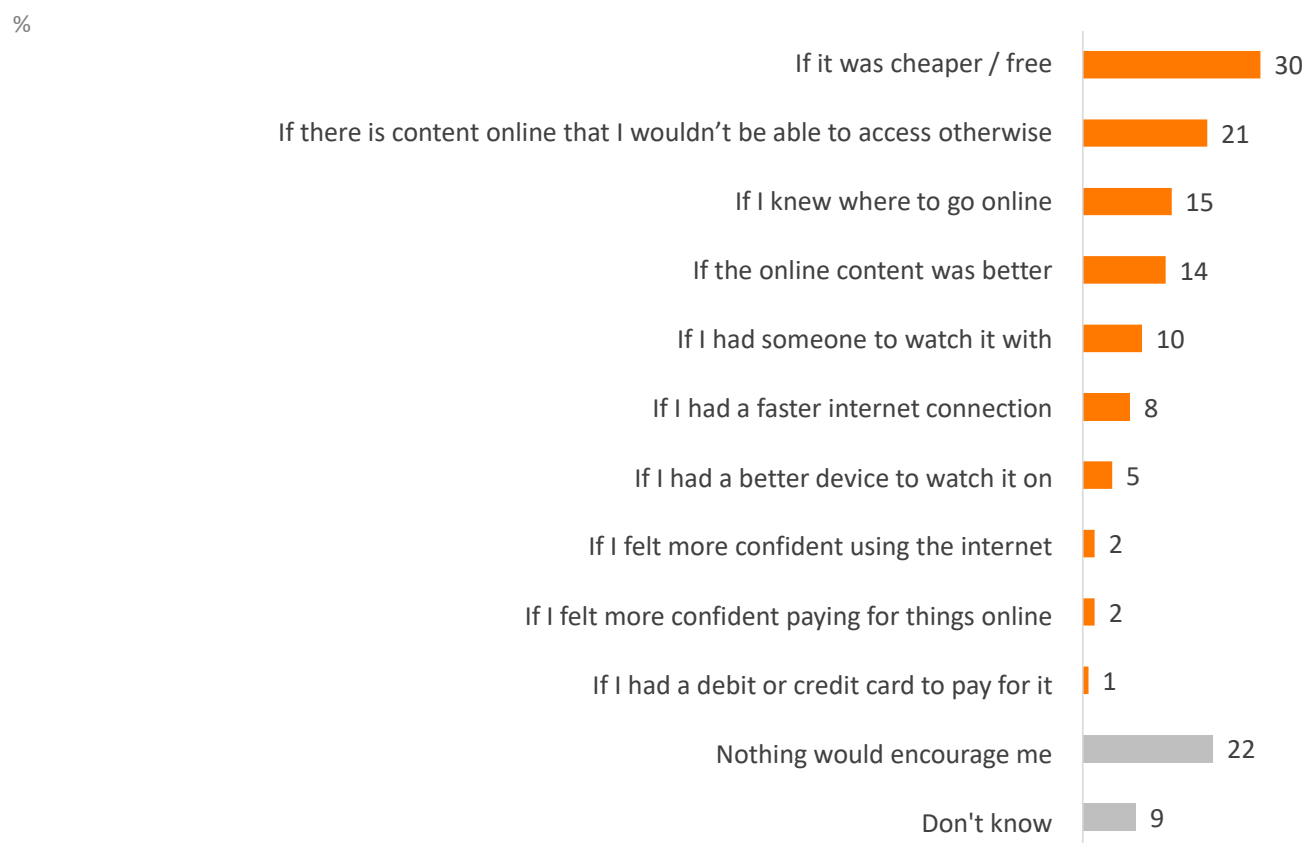
*"While not as complete of an experience as visiting in person, it was a safer option for my family and I during these times of the pandemic."* Visited a museum online, Male, 30-39, Pacific, Auckland

## Facilitators for online engagement

Those respondents who said they prefer to experience arts, culture and heritage in person were asked what would encourage them to take part online. Key motivators for doing so are cheaper or free content and content that is exclusive to online channels.



### What would encourage online participation



## Facilitators for online engagement - Demographic differences

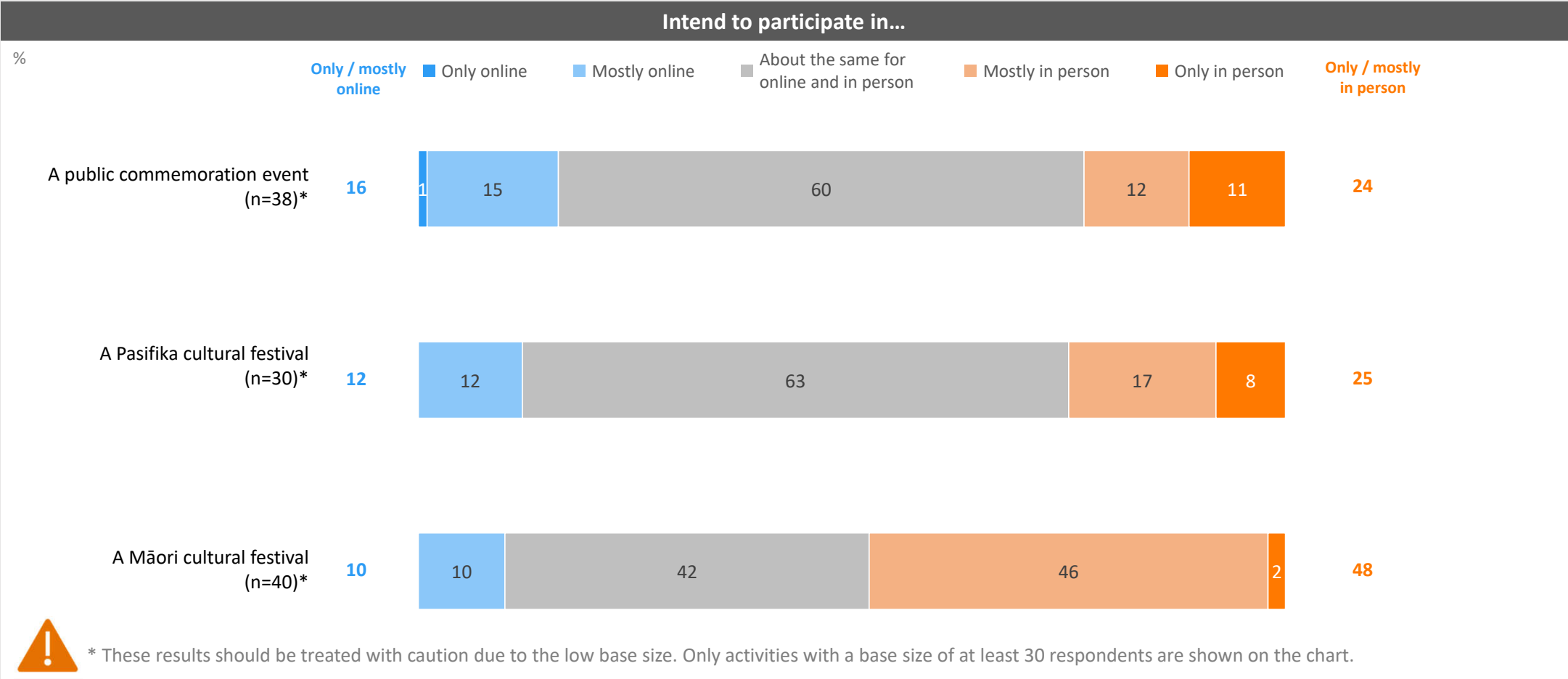
A number of factors are more motivating for Asian peoples and Pacific peoples in particular.



Facilitators more common among...			
%			
	If it was cheaper / free	30	Men aged 40 to 59 (43%); Asian peoples (41%); Pacific peoples (39%)
	If there is content online that I wouldn't be able to access otherwise	21	
	If I knew where to go online	15	Māori (24%); Pacific peoples (21%)
	If the online content was better	14	Men aged 40 to 59 (27%); Asian peoples (18%);
	If I had someone to watch it with	10	Women under 40 (19%)
	If I had a faster internet connection	8	People living in rural areas (26%); Men aged 60+ (17%)
	If I had a better device to watch it on	5	
	If I felt more confident using the internet	2	Women aged 60+ (8%); people with disabilities (8%); people from low income households (7%)
	If I felt more confident paying for things online	2	Pacific peoples (4%); Māori (3%)
	If I had a debit or credit card to pay for it	1	Men aged 40 to 59 (6%)
	Nothing would encourage me	22	
	Don't know	9	

Likelihood to continue online engagement - Festivals and commemorations

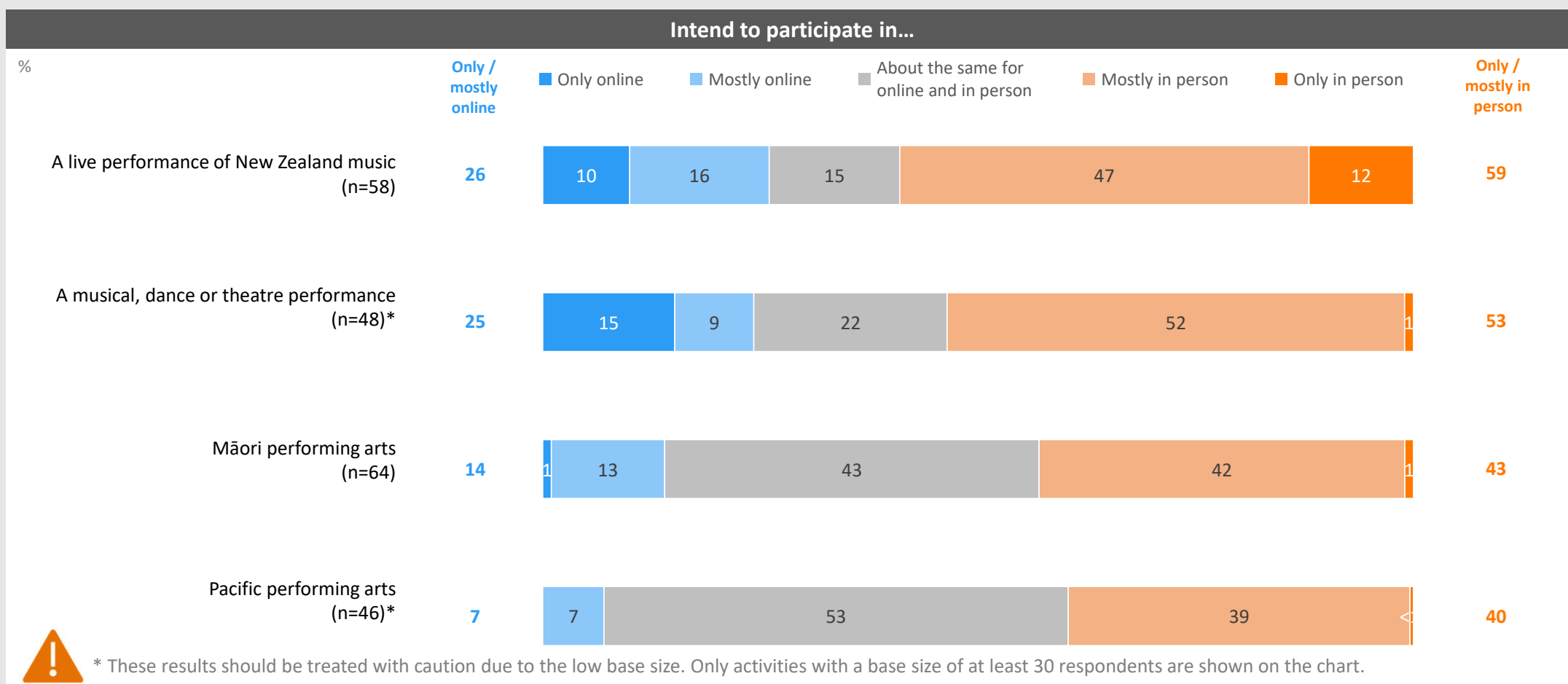
One of the objectives of the research was to see if online engagement with arts, culture and heritage was likely to persist beyond 2020. Respondents who had attended or engaged with an activity online in post-COVID 2020 and who intended to continue their engagement in future were asked how they intended to do this. The results indicate that online engagement will continue with respondents typically saying they intend to engage both online and in person. That said, there is greater intention to engage in person than online. The intention for ‘in person’ engagement is particularly notable for Māori cultural festivals.



\*Note, online participation includes both visiting a website and recorded or live online viewing.  
Base: Respondents who have done these activities online in post-COVID 2020 and intend to do them again in the next 12 months. Base sizes for each activity are shown on the chart. Don't know responses excluded from base.  
Source: C1b. You said you will do the following activity again in the next 12 months. Which of the below best describes how you intend to do this?

## Likelihood to continue online engagement - Performing arts

Online attendance of performing arts is likely to persist – at least to some extent – into the future. For Māori and Pacific performing arts, a high proportion of those who attended online in post-COVID 2020 (and plan to attend in future) say this will be a mix of online and in person attendance. When it comes to live music or a musical, dance or theatre performance the majority say they will continue to attend in person, but one in four think they will do so mostly online.



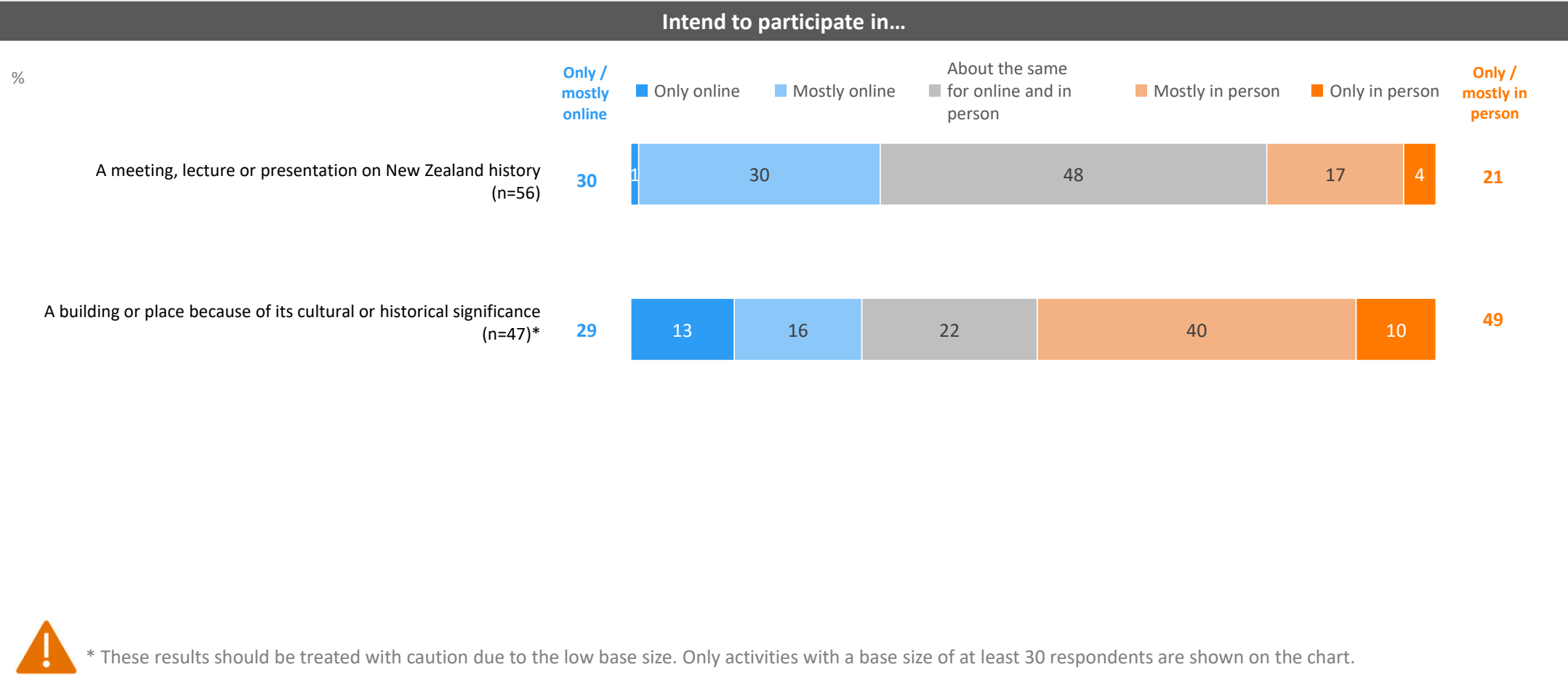
\*Note, online participation includes both visiting a website and recorded or live online viewing.

Base: Respondents who have done these activities online in post-COVID 2020 and intend to do them again in the next 12 months. Base sizes for each activity are shown on the chart. Don't know responses excluded from base.

Source: C1b. You said you will do the following activity again in the next 12 months. Which of the below best describes how you intend to do this?

Likelihood to continue online engagement - Heritage and cultural sites

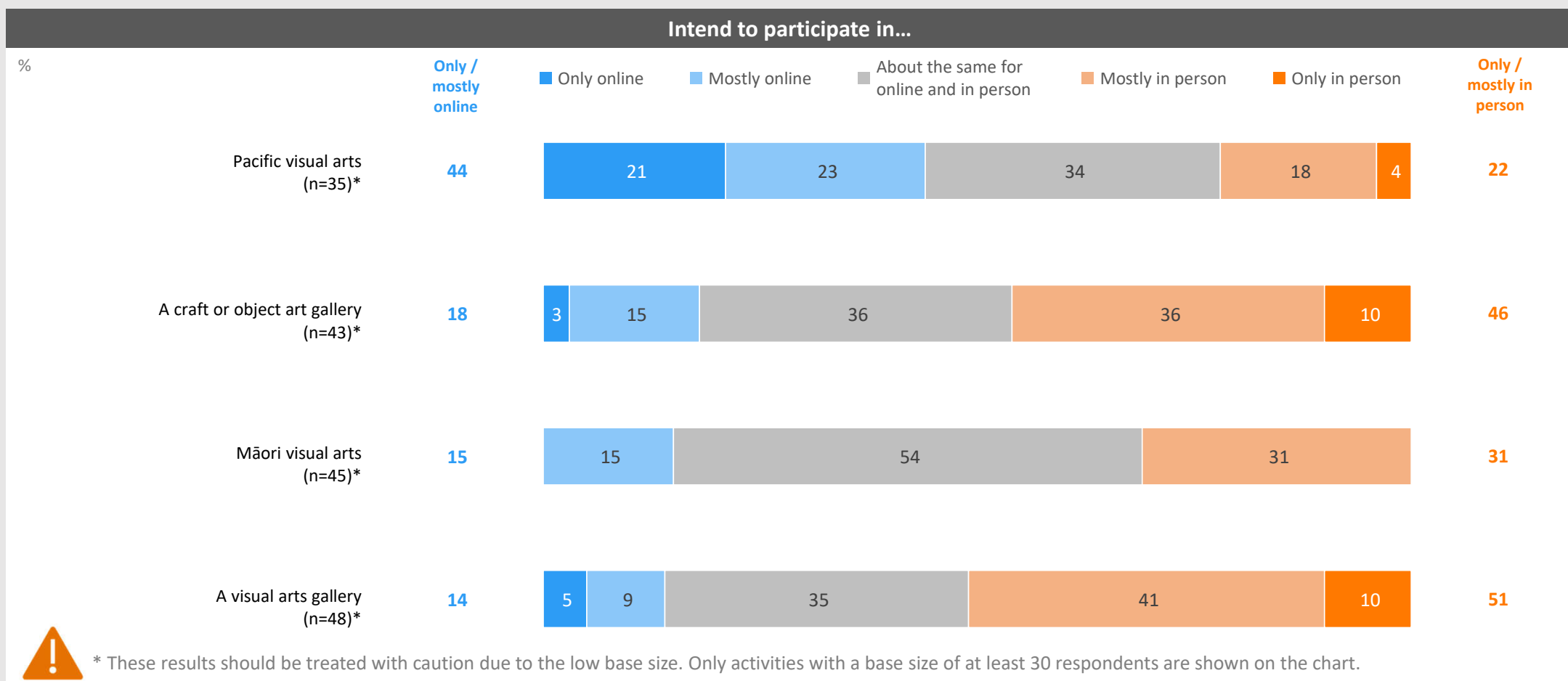
There is a broad intention to continue to engage with New Zealand history events online. Thirty percent of those who have engaged online with them in post-COVID 2020, and plan to continue to engage in future, say they will do this mostly online, compared to 21% doing so mostly in person. When it comes to visiting buildings or places of cultural or historical significance then there is a stronger intention to do this mostly in person in future (49%), rather than online (29%).



\*Note, online participation includes both visiting a website and recorded or live online viewing.  
Base: Respondents who have done these activities online in post-COVID 2020 and intend to do them again in the next 12 months. Base sizes for each activity are shown on the chart. Don't know responses excluded from base.  
Source: C1b. You said you will do the following activity again in the next 12 months. Which of the below best describes how you intend to do this?

## Likelihood to continue online engagement - Visual arts

There is likely to be a continued role for online engagement with visual arts. This is particularly notable for Pacific and Māori visual arts. Those who engaged online in post-COVID 2020 have a stronger intention to return to in-person attendance for craft or object galleries and visual arts galleries. However, even for these activities, online engagement will be part of the mix for around half of those who have engaged online in post-COVID 2020 (and plan to continue their engagement in future).



\*Note, online participation includes both visiting a website and recorded or live online viewing.

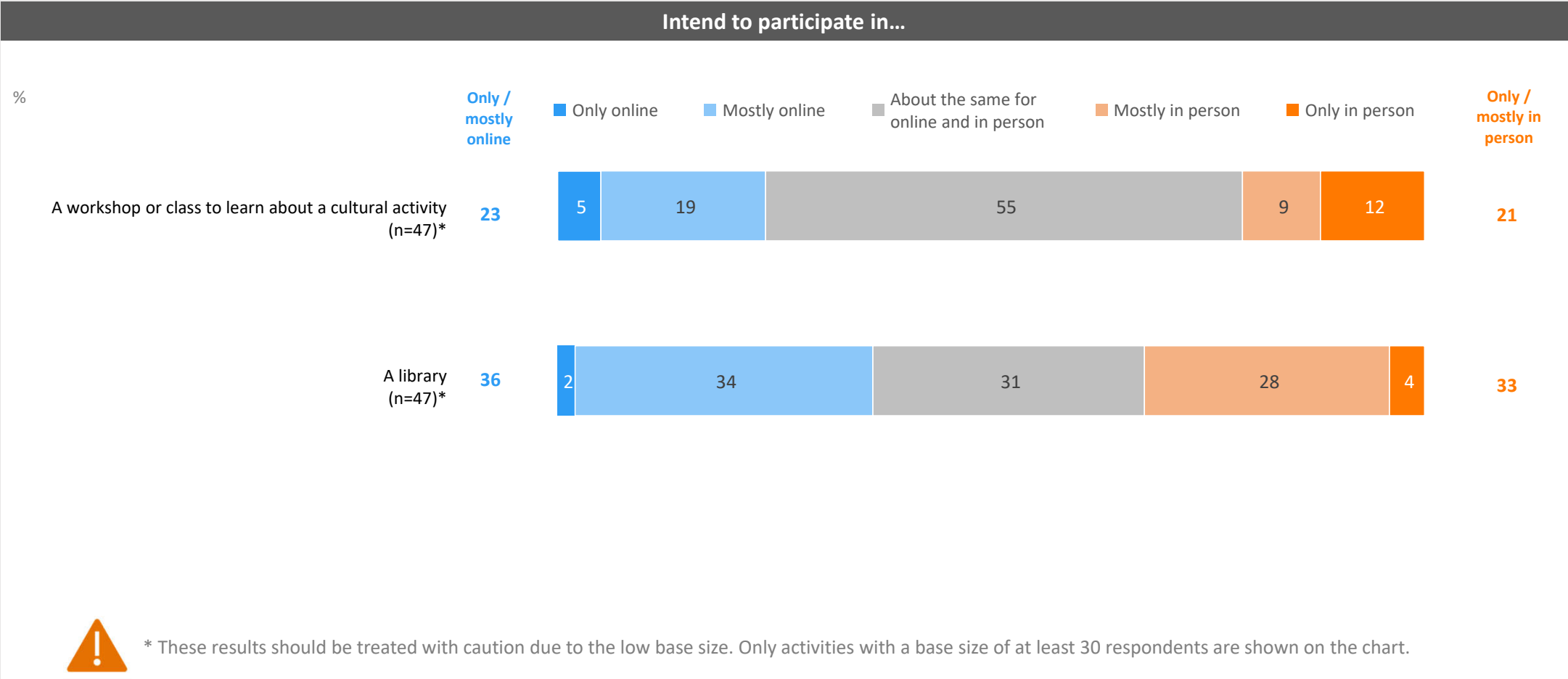
Base: Respondents who have done these activities online in post-COVID 2020 and intend to do them again in the next 12 months. Base sizes for each activity are shown on the chart. Don't know responses excluded from base.

Source: C1b. You said you will do the following activity again in the next 12 months. Which of the below best describes how you intend to do this?



Likelihood to continue online engagement - Education and libraries

There is a relatively strong intention from those who have engaged with cultural education and libraries online in post-COVID 2020 to continue to do so in future. There is notable division in the intentions of library users, with roughly one in three saying they will mostly engage online, one in three saying they will mostly engage in person, and the remaining third saying it will be a mix of online and in-person engagement. For cultural education, the majority say they will engage both online and in person.



\*Note, online participation includes both visiting a website and recorded or live online viewing.  
Base: Respondents who have done these activities online in post-COVID 2020 and intend to do them again in the next 12 months. Base sizes for each activity are shown on the chart. Don't know responses excluded from base.  
Source: C1b. You said you will do the following activity again in the next 12 months. Which of the below best describes how you intend to do this?



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# Encouraging people back to in-person activities

Concern over COVID-19

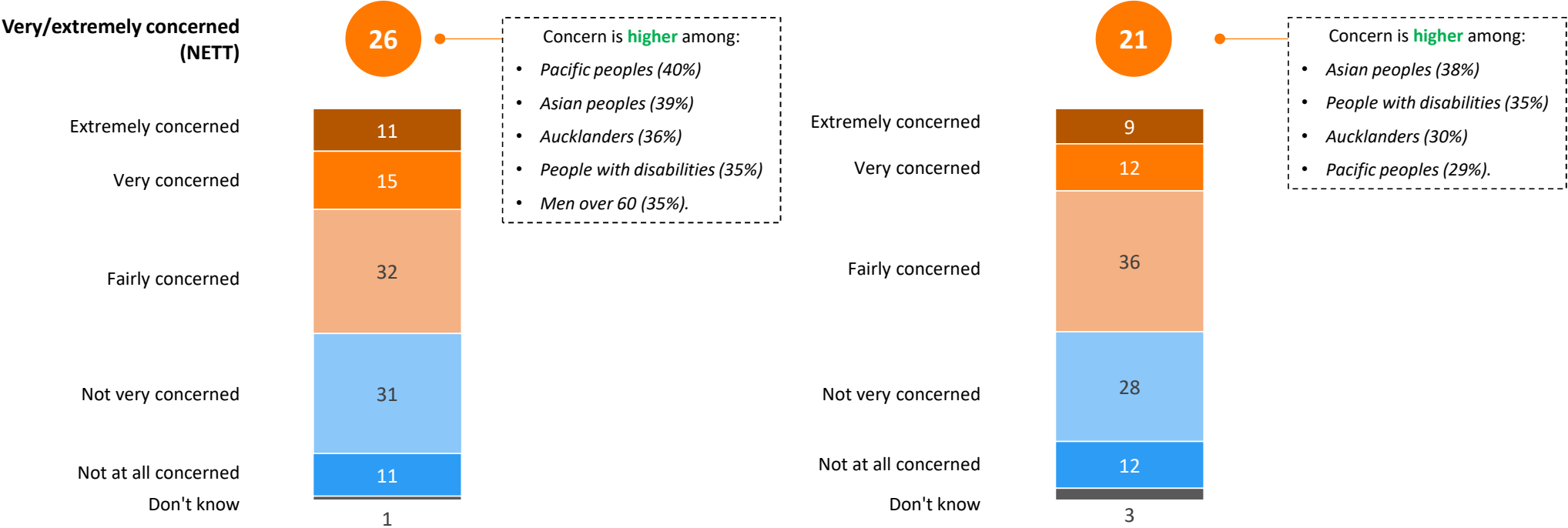
In post-COVID 2020, 26% of New Zealanders were very or extremely concerned about COVID-19. A similar proportion were concerned about catching COVID-19 from physically attending arts, culture or heritage events or places. Aucklanders (especially those living in South Auckland), people with disabilities, Pacific peoples and Asian peoples were more concerned than average about COVID-19.



%

General concern about COVID-19 in area

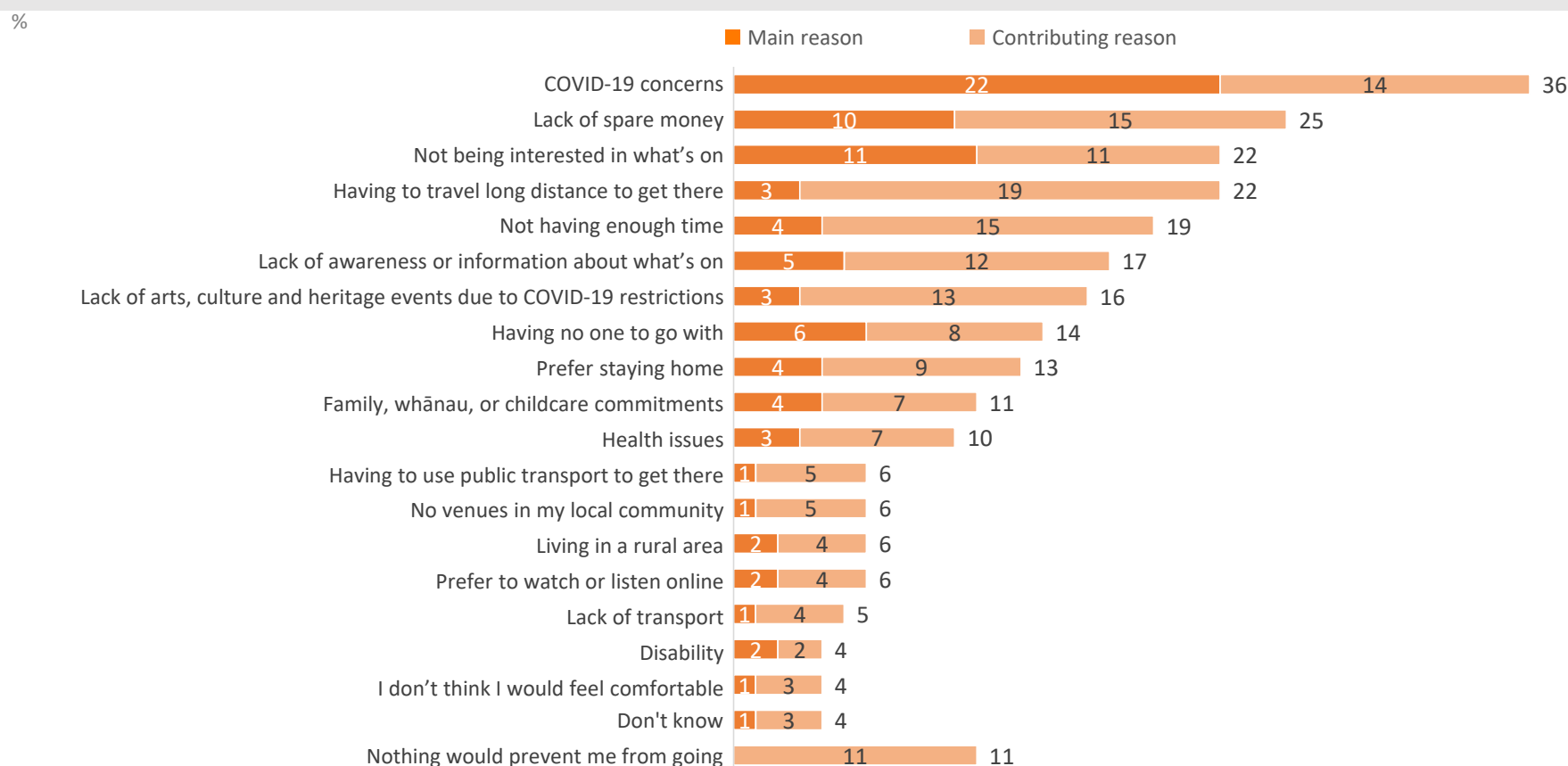
Concern about COVID-19 at arts, culture or heritage events or places



Base: All respondents (n=1,448)  
Source: D4 and A6  
D4. How concerned, or not, have you been about the spread of COVID-19 in your area over the last three months? | A6. Thinking about physically visiting or attending a public place to take part in arts, heritage or culture. How concerned are you about catching COVID-19?

## Barriers to visiting in person

Concern about COVID-19 is the primary barrier to in person visits to arts, culture and heritage places in the next 12 months. Other barriers include financial constraints, travel distance and a lack of time or interest.



Note, barriers mentioned by 1% or fewer respondents are not shown

Base: All respondents, excluding those with no interest in arts, culture and heritage (n=1,324)

Source: D2, D3 | D2. What, if anything, would prevent you from going in person to a public venue to take part in arts, culture, or heritage? Please think about the next 12 months when answering. | D3. What is the main reason why you wouldn't go to a public venue in person?

## Barriers to visiting in person - Demographic differences

Concerns about COVID-19 are particularly prevalent among men aged 40 to 59 and Asian peoples.



### Barriers more common among...

%			
	COVID-19 concerns	36	Men aged 40 to 59 (52%); Asian peoples (48%)
	Lack of spare money	25	Māori (32%)
	Not being interested in what's on	22	People aged 40 to 49 (33%); People living in a big city (27%)
	Having to travel long distance to get there	22	Māori (27%)
	Not having enough time	19	Pacific peoples (27%); Māori (24%)
	Lack of awareness or information about what's on	17	Māori (28%); People aged 50 to 59 (25%)
	Lack of arts, culture and heritage events due to COVID-19 restrictions	16	
	Having no one to go with	14	Women under 60 (24%); Māori (21%); Pacific peoples (18%)
	Prefer staying home	13	Those living in rural areas (31%)
	Family, whānau, or childcare commitments	11	Women aged 18 to 39 (27%); Pacific peoples (26%); Cantabrians (25%); Māori (19%)
	Health issues	10	People with disabilities (32%); People aged 70+ (21%)
	Having to use public transport to get there	6	Aucklanders (11%), Pacific peoples (10%); Asian peoples (9%)
	No venues in my local community	6	Māori (11%); Pacific peoples (10%);
	Living in a rural area	6	Those living in rural areas (44%)
	Prefer to watch or listen online	6	Asian peoples (9%)
	Lack of transport	5	Wellington City residents (16%)
	Disability	4	People with disabilities (30%); People aged 70+ (13%); Māori (8%)
	I don't think I would feel comfortable	4	Asian peoples (7%)
	Don't know	3	
	Nothing would prevent me from going	11	Men aged 60+ (19%)

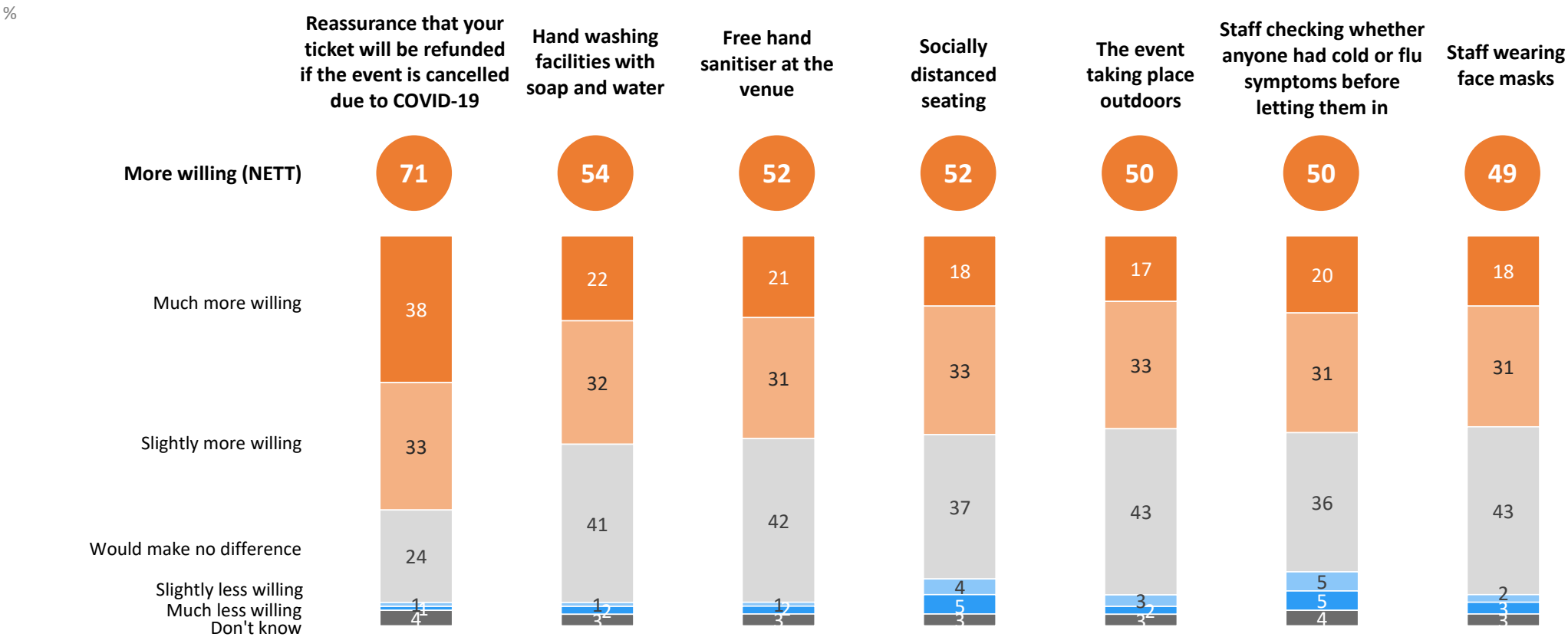
Note, barriers mentioned by 1% or fewer respondents are not shown

Base: All respondents, excluding those with no interest in arts, culture and heritage (n=1,324)

Source: D2. What, if anything, would prevent you from going in person to a public venue to take part in arts, culture, or heritage? Please think about the next 12 months when answering.

Impact of measures to encourage back audiences (1)

The most effective measure for encouraging in-person attendance is providing reassurances that people will be refunded if the event is cancelled as a result of COVID-19. Health-related measures are important to half of New Zealanders, but play a lesser role.



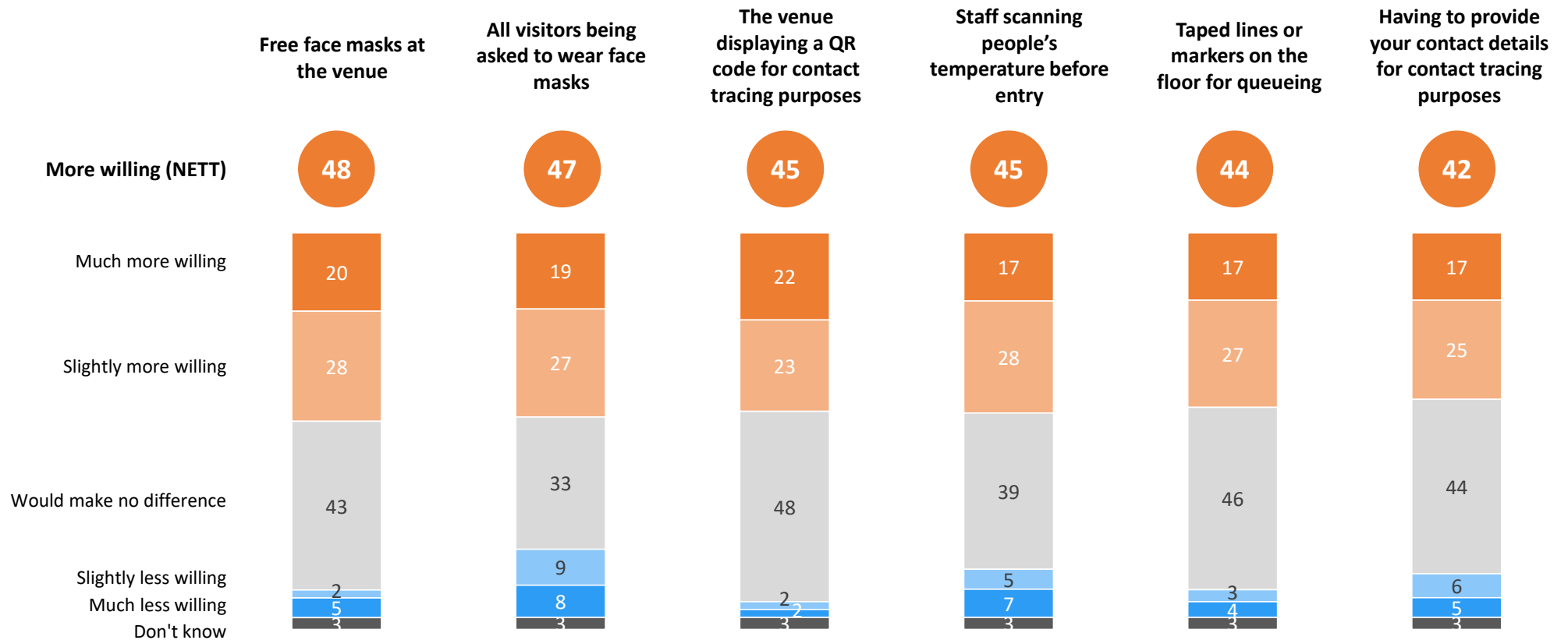
Base: All respondents (n=1,448)  
Source: A7  
A7. How would the following precautions impact your willingness to physically visit or attend public places to take part in arts, heritage or culture?

## Impact of measures to encourage back audiences (2)

As seen on the previous slide, measures limiting the spread of COVID-19 are all of relatively similar importance when it comes to encouraging in-person audiences. It's worth noting that mandatory actions will make some attendees less willing to go (such as visitors being required to wear masks, staff scanning temperatures or checking for symptoms and having to provide contact details for tracing).



%



Base: All respondents (n=1,448)

Source: A7

A7. How would the following precautions impact your willingness to physically visit or attend public places to take part in arts, heritage or culture?





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# Appendices



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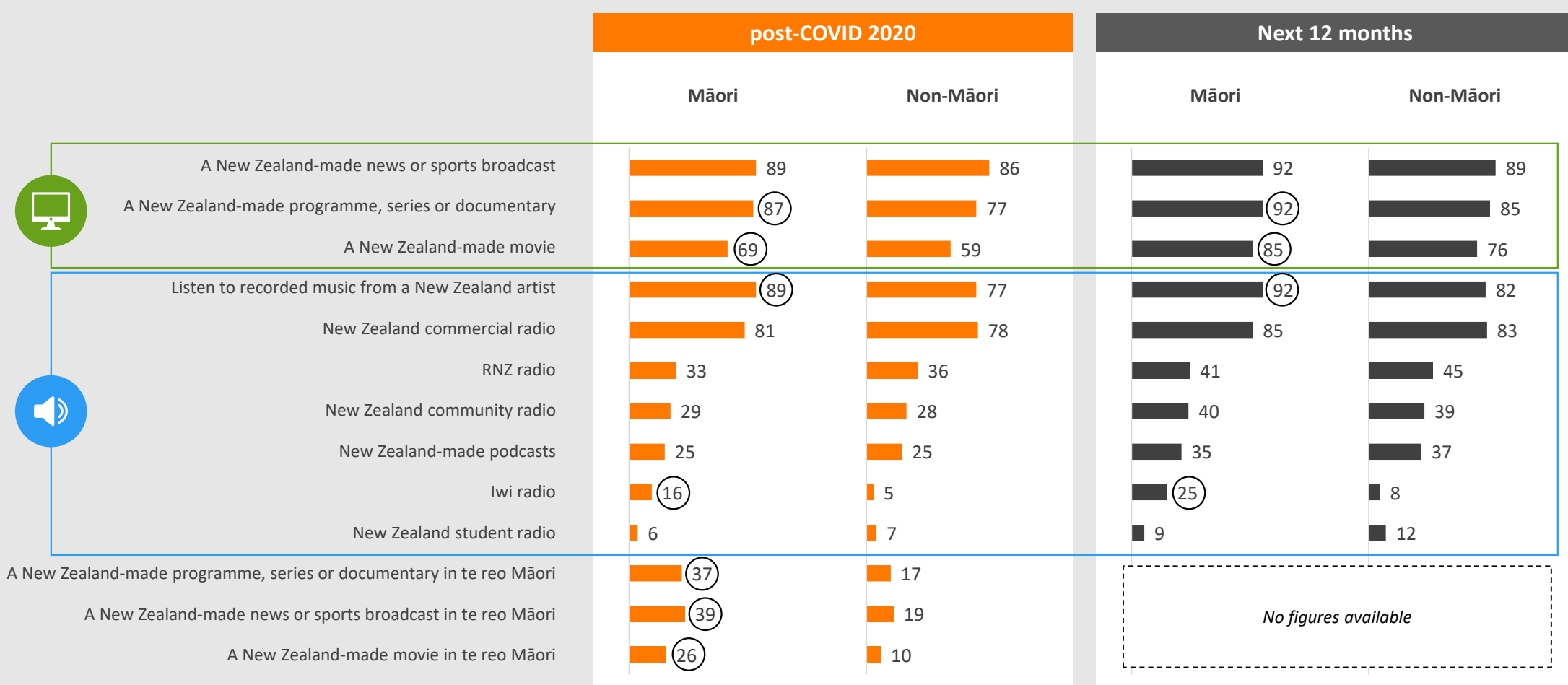
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# Appendix A: Summary of key Māori results

# Summary of media participation among Māori and non-Māori



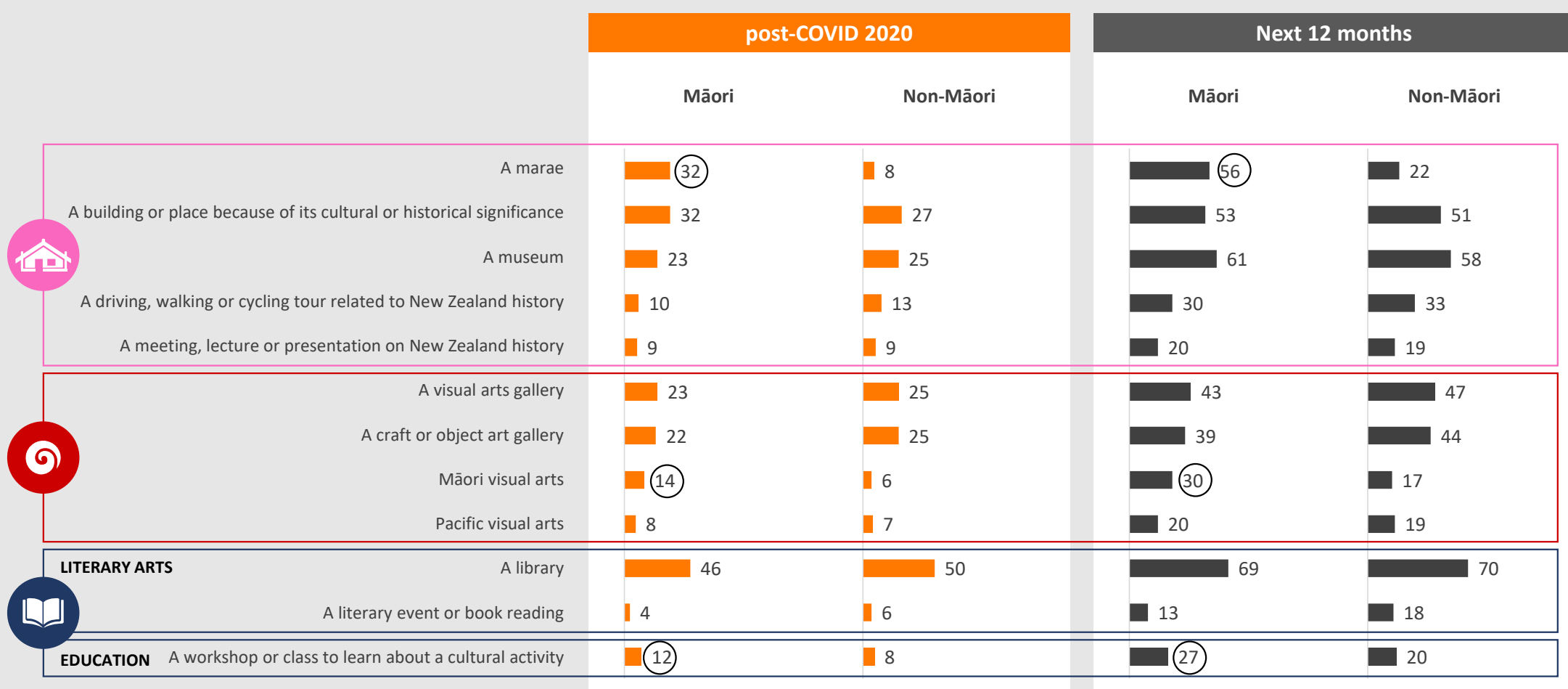
Circled figures are significantly higher among Māori or non-Māori than the same result for the other group

# Summary of audience activity participation among Māori and non-Māori



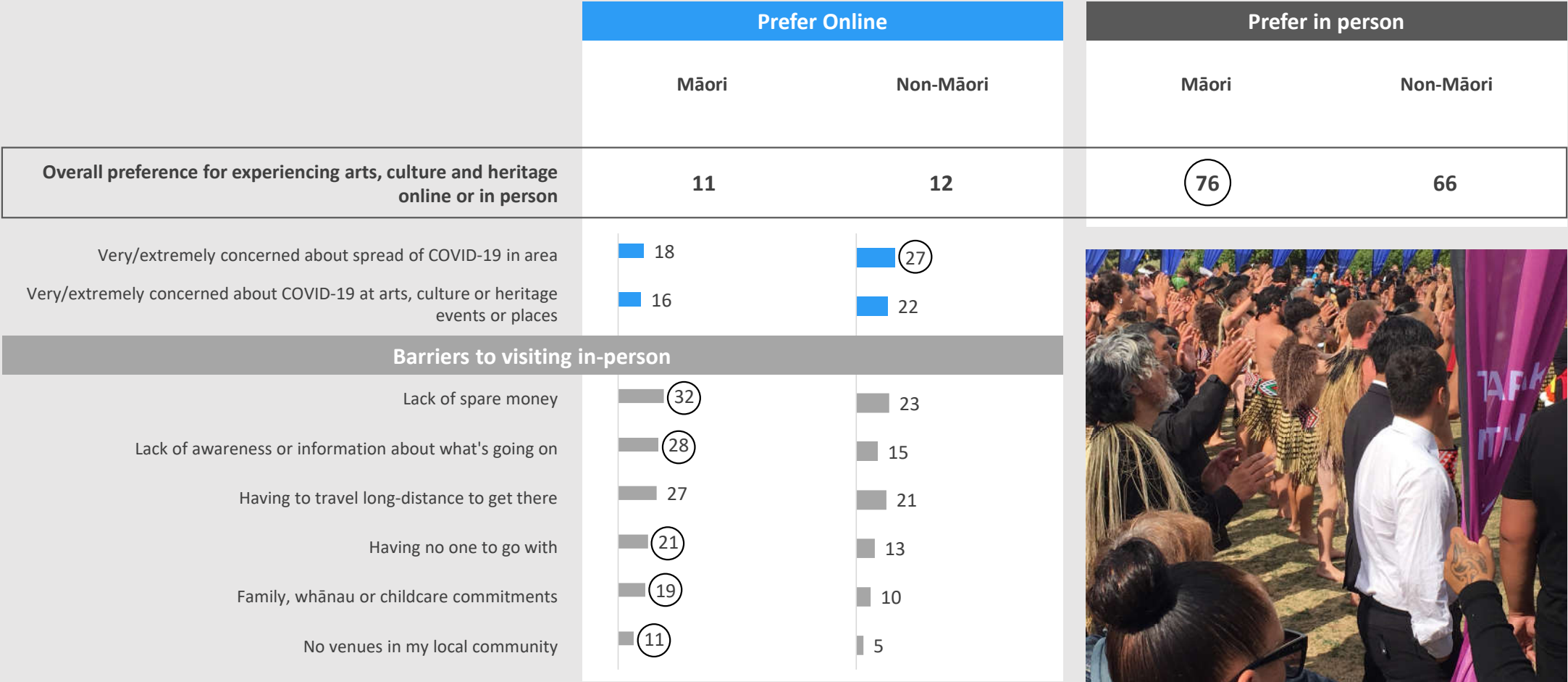
Circled figures are significantly higher among Māori or non-Māori than the same result for the other group

# Summary of visitor activity participation among Māori and non-Māori



Circled figures are significantly higher among Māori or non-Māori than the same result for the other group

# Summary of online engagement, concern about COVID-19 and barriers to in-person participation among Māori audiences



Circled figures are significantly higher among Māori or non-Māori than the same result for the other group





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## Appendix B: Sample profile

# Sample profile



	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
Total	100%	1,448	+/-2.6%

	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
Men	45%	656	+/-3.8%
Women	54%	785	+/-3.5%
Gender diverse	0.5%	7	+/-37.0%

	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
NZ European	48%	676	+/-3.8%
Māori	33%	462	+/-4.6%
Pacific peoples	24%	334	+/-5.4%
Asian peoples	30%	420	+/-4.8%

	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
18 to 29	19%	275	+/-5.9%
30 to 39	17%	251	+/-6.2%
40 to 49	20%	283	+/-5.8%
50 to 59	17%	250	+/-6.2%
60 to 69	15%	218	+/-6.6%
70 plus	12%	171	+/-7.5%

	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
Northland	4%	54	+/-13.3%

Auckland	36%	527	+/-4.3%
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Waikato	8%	117	+/-9.1%
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Bay of Plenty	6%	83	+/-10.8%
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Gisborne	1%	11	+/-29.5%
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Hawke's Bay	3%	43	+/-14.9%
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Taranaki	2%	27	+/-18.9%
----------	----	----	----------

Manawatu-Wanganui	5%	73	+/-11.5%
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Wellington	13%	185	+/-7.2%
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Tasman	1%	18	+/-23.1%
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Nelson	1%	14	+/-26.2%
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Marlborough	1%	14	+/-26.2%
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West Coast	1%	12	+/-28.3%
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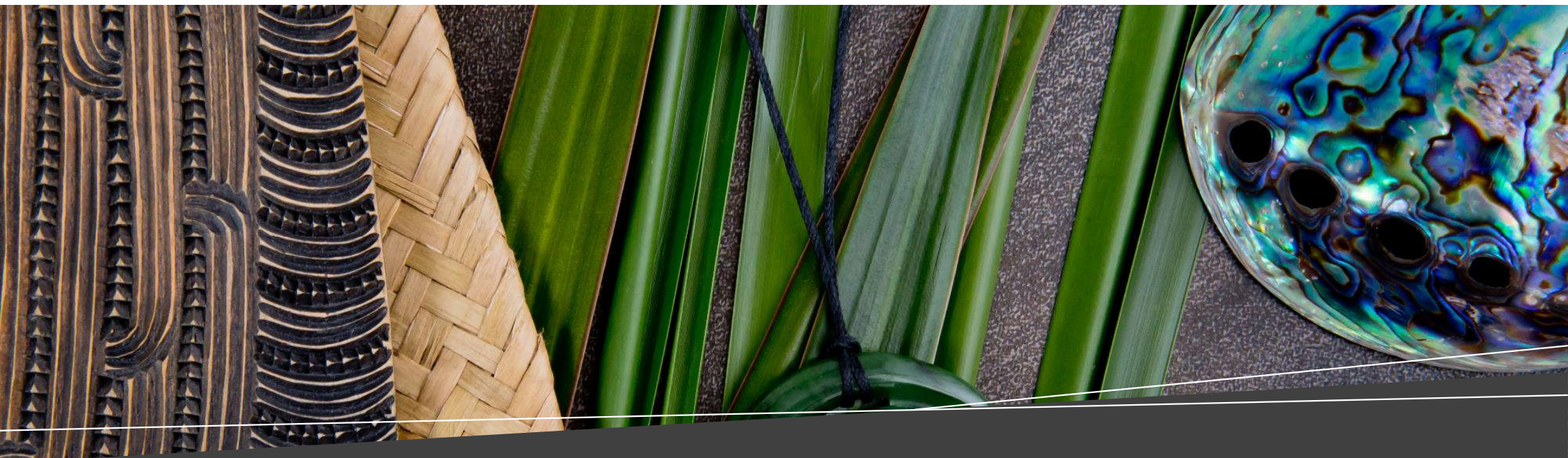
Canterbury	12%	173	+/-7.5%
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Otago	5%	69	+/-11.8%
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Southland	2%	28	+/-18.5%
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Note all data presented on this slide is unweighted. Weighting was used to correct for the over-sampling of Māori, Pacific peoples and Asian peoples and any other variances from the population. Ethnicity was asked as a multiple choice question, therefore the percentages add to more than 100% and the counts add to more than 1,448.





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