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New Zealanders' cultural participation in 2022, including the impacts of COVID

December 2022





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Background and method

Background



In 2020, **Manatū Taonga Ministry for Culture and Heritage** commissioned Kantar Public to undertake research to better understand the changes to cultural participation that occurred as a result of the COVID-19 pandemic, and to provide population level participation data which could be tracked over time.

Two years on, this research provides an updated view of cultural participation in an environment where most COVID restrictions have been dropped.

The objectives of the 2022 research are to:

- Determine current levels of participation, and how this has changed since 2020.
- Understand barriers to digital and in person cultural participation, and what can be done to overcome these.
- Understand knowledge of, and participation in, Matariki activities.

Method

Sample

We conducted an online survey of 1,651 New Zealanders aged 18 years and over. During data quality checks we removed 29 respondents. After removing these respondents, we were left with a sample size of 1,622. The maximum margin of error on a sample of this size is +/-2.4%.

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 the Appendix.

Method

Online survey using Kantar Public's consumer panel.

All surveys took place between the 12th and the 25th of September 2022.

Participants were given the option of completing the survey in English or te reo Māori. In total 6 respondents completed the survey in te reo.

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 when the research was designed in 2020:

- Kantar Public used a Māori consultant to inform questionnaire design and to review the findings.
- Kantar Public conducted cognitive testing with Māori and Pacific participants.
- Manatū Taonga engaged internal specialists and external expertise to inform question design, quality assurance of the te reo Māori questionnaire and review of findings.

Weighting

To ensure the sample profile is representative of all New Zealanders aged 18 plus, a weight was created for each respondent. Weighting targets were set for four sets of variables: ethnicity, region, household income within household size, and age within gender.

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

Note to reader



Comparisons over time

The 2020 research set out to determine current levels of participation in arts, culture, and heritage activities. However, cognitive testing revealed the disruption to peoples' lives caused by the COVID-19 pandemic made it very hard for them to provide an accurate view of how often they were engaging in these activities over the 12 months prior. We therefore asked participants to only think about the last 3 months when answering questions on current participation.

With reduced COVID restrictions in place in 2022, it was appropriate to change the time interval we ask about to the last 12 months. However, we still wanted to provide a sense of how participation had changed two years on from the 2020 research. Survey respondents have therefore been asked about both their participation in the last 12 months, and the last 3 months.

All results in this report comparing 2022 to 2020 are therefore based on participation in the last three months. All other participation figures, with the exception of media and screen, are based on the last 12 months.

Rounding

You may notice that sometimes a set of percentages do not add to the total figure provided. This is because of rounding. For example, if we have two equal responses of 33.3%, they would each be reported as 33%, but as they add to 66.6% the total would be reported as 67%.





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Key Insights



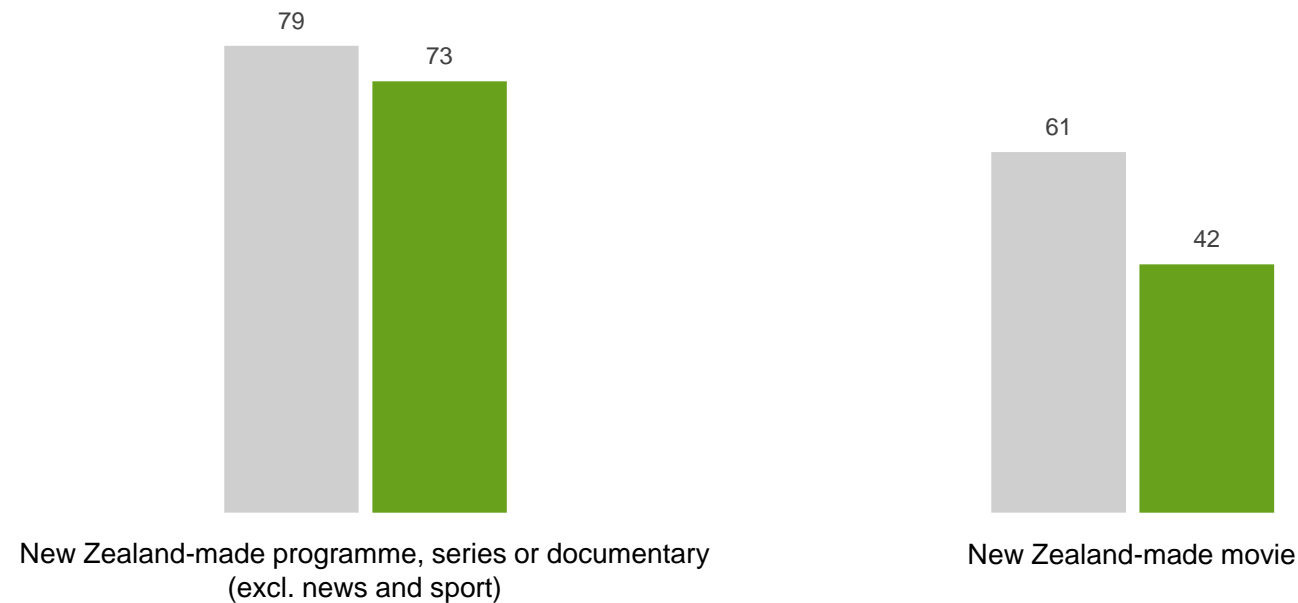
Changes to participation and engagement

Screen

In 2022, fewer New Zealanders watched New Zealand-made programmes, series and documentaries, and New Zealand-made movies than in 2020. It is not clear whether this is due to changing viewing preferences or a general decline in consumption of film and television. Indeed, TV audiences in New Zealand have been in decline for a number of years now (from 83% in 2014 to 56% in 2021)¹. Availability of New Zealand-made content may also have a role to play with many productions put on hold due to COVID, with the flow on effects still being felt now.

Screen: overall engagement (past 3 months) %

- 2020 – covering the period mid July to mid October
- 2022 – covering the period mid June to mid August



1. Source: NZ On Air, [Where are the Audiences? 2021](#)



Changes to participation and engagement

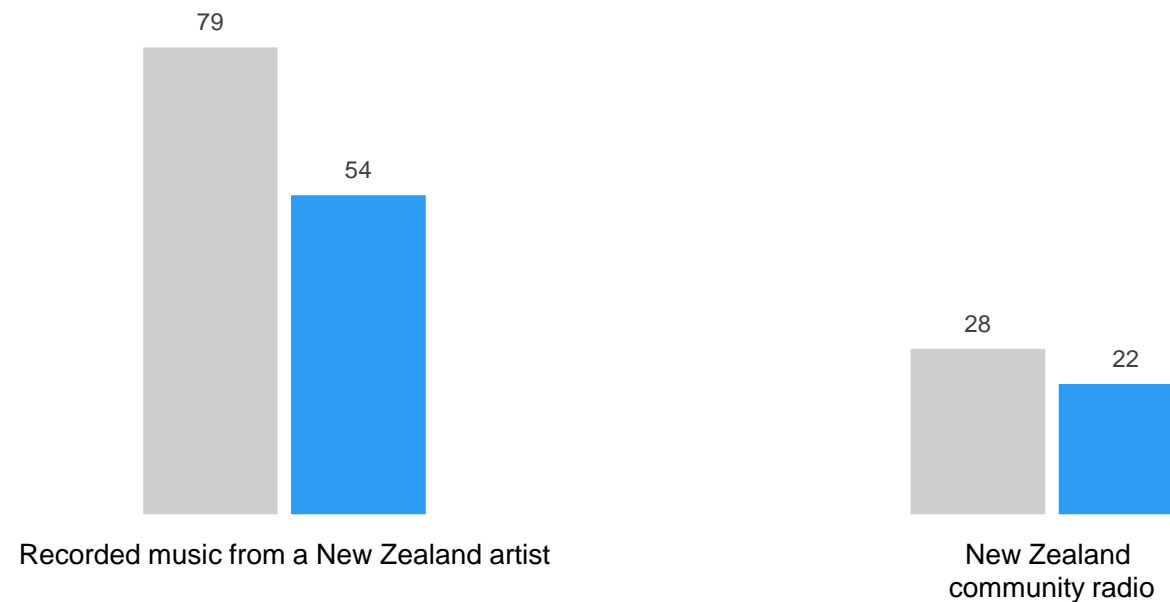
Sound

Engagement with most audio content and services is consistent with 2020, although fewer people say they listened to recorded music from a New Zealand artist, and New Zealand community radio.

Please note, the way we asked about recorded music from NZ artists changed between 2020 and 2022, therefore the results are not directly comparable. Changes in listener behaviour around streaming may also have contributed to the difference, as respondents may not have considered music streaming to be 'recorded music'.

Sound: overall engagement (past 3 months) %

- 2020 – covering the period mid July to mid October
- 2022 – covering the period mid June to mid August





Changes to participation and engagement

Arts, culture and heritage activities

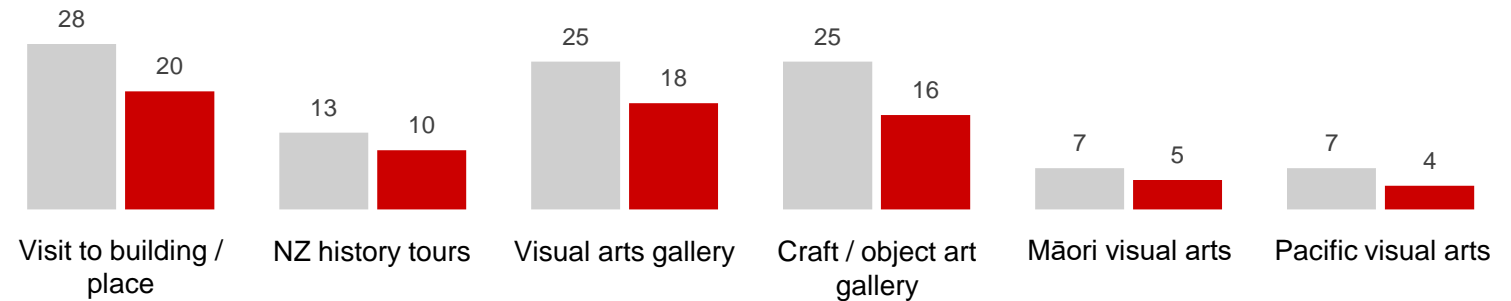
Overall engagement with the various arts, culture and heritage activities in 2022 is largely consistent with 2020, the exceptions being:

- Visits to a building or place because of its cultural or historical significance;
- Participation in New Zealand history tours;
- All visual arts (see right).

Lower levels of participation for some activities are in contrast with what the public thought they would be doing in 2022, as indicated by the 2020 research. Many predicted their participation would have increased by now (see 2020 report¹).

Overall participation (past 3 months) %

- 2020 – covering the period mid July to mid October
- 2022 – covering the period mid June to mid August



1. Note: When we asked respondents to indicate their future participation in the 2020 research, this was based on the assumption that we would be in COVID Level 1 – a scenario which did not eventuate.



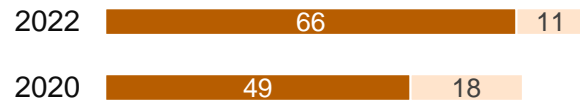
Increasing engagement

Impact of COVID

Preference for engaging in person has deepened significantly since 2020. Two thirds now say they would **much prefer** an in person experience, compared to 49% in 2020. This is probably a result of New Zealanders being less concerned about catching COVID-19 when visiting a public place. Indeed, fewer people indicate they are very or extremely concerned about this now, and 22% say they are not at all concerned (was 12% in 2020).

Proportion of New Zealanders who prefer to experience arts, heritage and culture in person %

■ Much prefer in person ■ Slightly prefer in person

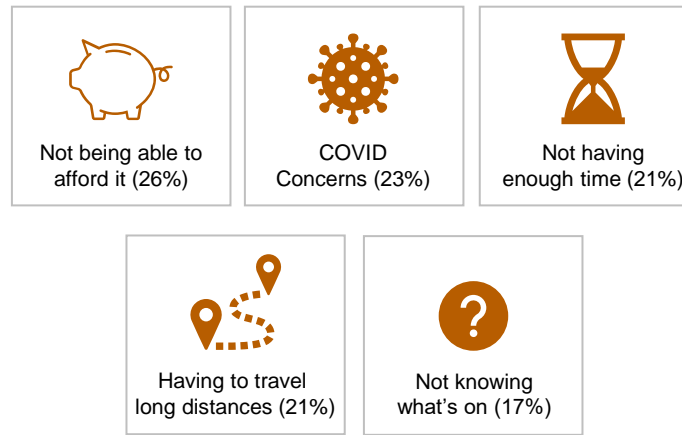


In keeping with lower levels of concern, COVID now presents less of a barrier to going to a public event in person (23% in 2022, compared to 36% in 2020). However, it is still one of the biggest barriers, second only to not having enough spare money.

In person engagement

As mentioned, a lack of spare money and COVID concerns are two of the biggest barriers to in person engagement. Not having enough time, having to travel long distances, and lack of awareness are also significant contributing factors. Arts, heritage and cultural providers should consider the different ways in which they can try to overcome some of these barriers.

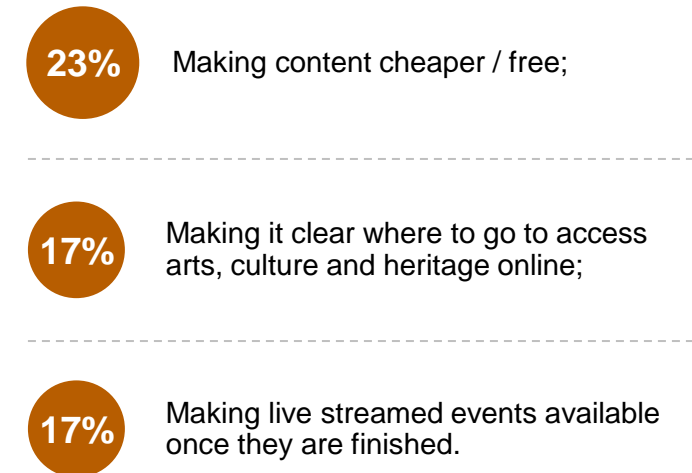
Top barriers to in person engagement:



Online engagement

New Zealanders appear less disposed towards participating online compared to two years ago, with 28% saying nothing would encourage them to do so (compared to 22% in 2020). This is possibly because options for in person engagement are increasing again.

Top suggestions for increasing online engagement from participations include:





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Participation

KANTAR PUBLIC

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

2,884,000 (73%)

Watched a New Zealand-made programme, series or documentary

1,675,000 (42%)

Watched a New Zealand-made movie



Sound

2,955,000 (74%)

Listened to New Zealand commercial radio

2,161,000 (54%)

Listened to recorded music from New Zealand artists

1,308,000 (33%)

Listened to RNZ radio

999,000 (25%)

Listened to New Zealand-made podcasts

857,000 (22%)

Listened to New Zealand community radio

247,000 (6%)

Listened to student radio

236,000 (6%)

Listened to iwi radio

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



Festivals and commemorations

1,122,000 (28%)

Attended a public commemoration event

650,000 (16%)

Attended another type of festival or cultural gathering

400,000 (10%)

Attended a Māori cultural festival

290,000 (7%)

Attended a Pasifika cultural festival



Performing arts

866,000 (22%)

Attended a musical, dance or theatre performance

713,000 (18%)

Attended a live performance of New Zealand music

467,000 (12%)

Attended Māori performing arts

364,000 (9%)

Attended Pacific performing arts



Heritage and cultural sites

1,752,000 (44%)

Visited a museum

1,450,000 (37%)

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

636,000 (16%)

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

606,000 (15%)

Attended a meeting, lecture, or presentation on New Zealand history

477,000 (12%)

Visited a marae for a cultural experience

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



Visual arts

1,242,000 (31%)

Visited a visual arts gallery

1,096,000 (28%)

Visited a craft or object art gallery

402,000 (10%)

Attended Māori visual arts

269,000 (7%)

Attended Pacific visual arts



Literary arts and education

2,300,000 (58%)

Visited a library

546,000 (14%)

Took part in a workshop or class to learn about a cultural activity

378,000 (10%)

Attended a literary event or book reading



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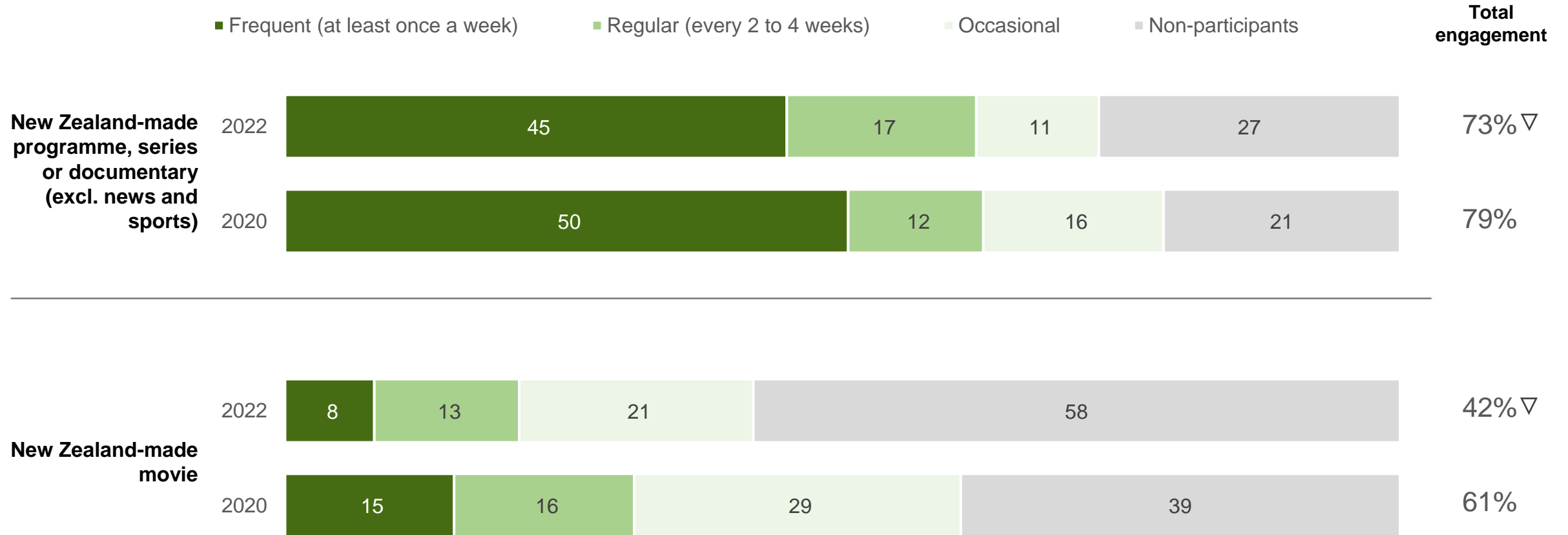


Screen



Compared to 2020, New Zealanders are less likely to say they have watched a New Zealand-made programme, series or documentary, or watched a New Zealand-made movie in the last three months.

Engagement with New Zealand film and television media %



Note: To make the chart easier to read, significance testing has only been applied to total engagement figures. Base: All respondents, excl. don't know (2020 n=1,448; 2022 n=1,622). Source: A1. Have you done the following during the past 3 months? (at a venue or through a personal or home device) | A1a. On average, how often have you done each of the following during the past 3 months? (at a venue or through a personal or home device)

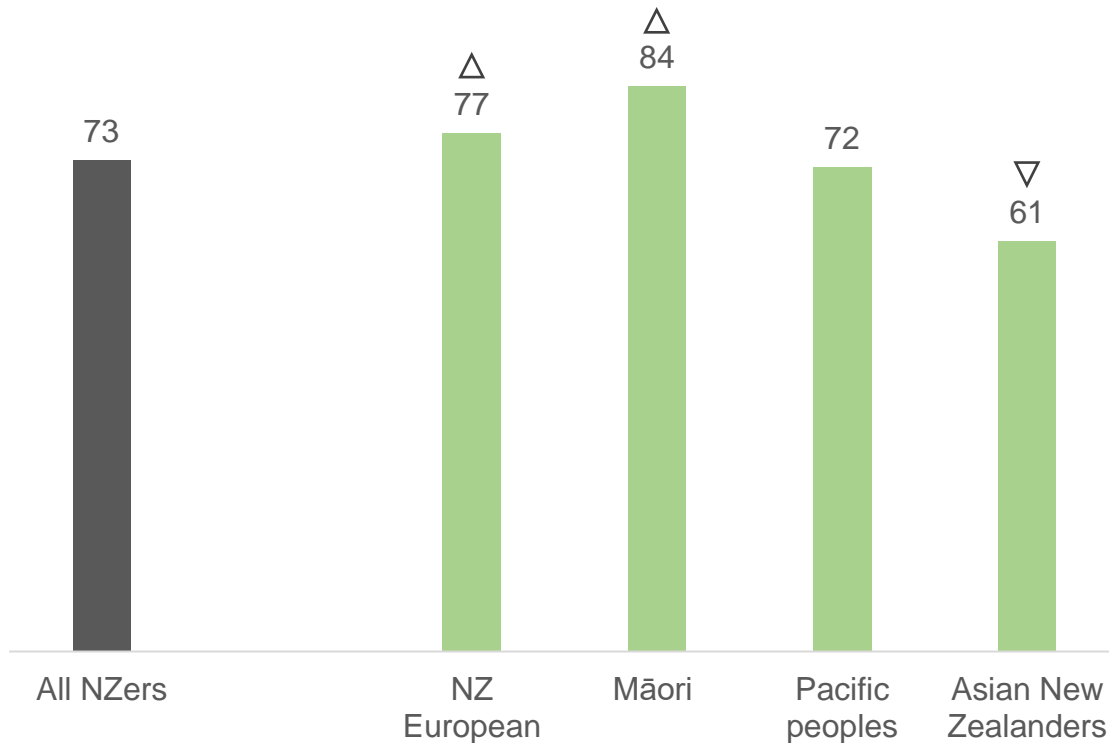
▽ Significantly higher / lower than 2020



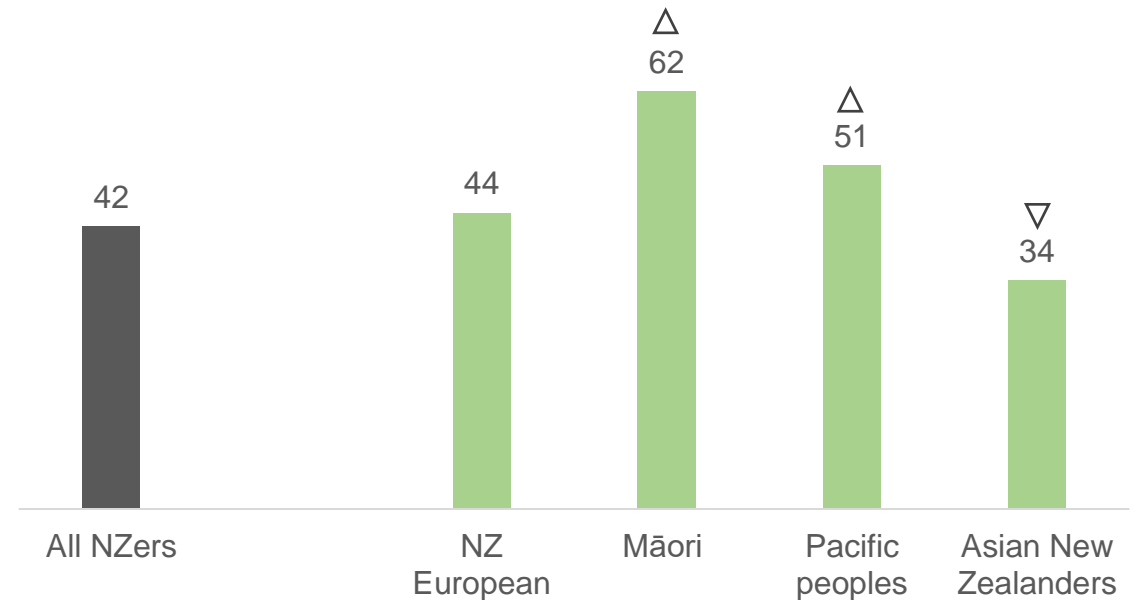
Whether people have watched New Zealand-made content or not in the last three months varies by ethnicity. Māori are more likely than the general population to have watched at least one New Zealand-made programme, series or documentary and at least one New Zealand-made movie over the last three months. Pacific peoples are also more likely than average to have watched a New Zealand-made movie, while Asian New Zealanders are less likely to have watched either.

Demographic differences – Ethnicity

Watched a NZ-made programme, series or documentary (past 3 months) %



Watched a NZ-made movie (past 3 months) %



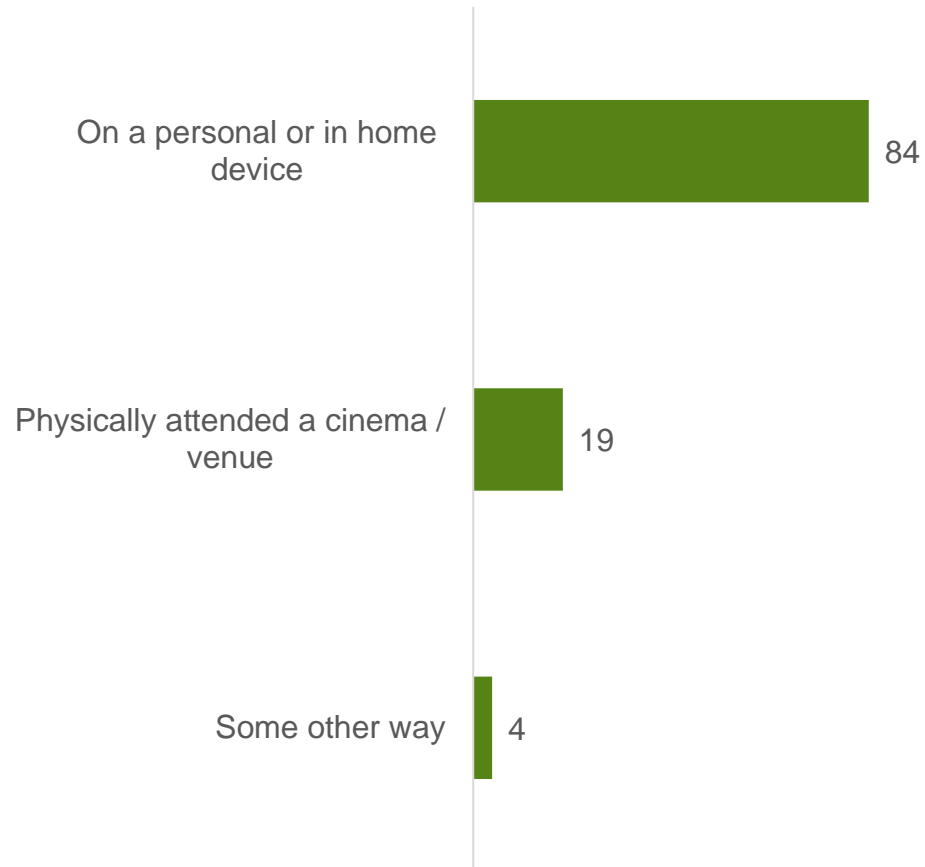
Base: All respondents, excl. don't know (2022 n=1,622). Source: A1. Have you done the following during the past 3 months? (at a venue or through a personal or home device) | A1a. On average, how often have you done each of the following during the past 3 months? (at a venue or through a personal or home device)

△▽ Significantly higher / lower than all New Zealanders



Of the 42% of people who have watched a New Zealand-made movie in the last 12 months, 84% watched it on a personal / in home device such as their television or phone, and 19% went to a cinema or venue to see it.

How are people watching NZ-made movies? %



Differences by ethnicity

Māori are more likely than average to have physically gone to a cinema or venue to see a New Zealand-made movie (24% vs. 19%).

Differences for household income

Going to see New Zealand-made movies in cinema / venue is something people are more likely to do the higher their household income is / the more disposable income they have. The below table shows the likelihood of going to a cinema or venue at different household income levels:

Household income	\$50,000 or less	\$50,001 to \$100,000	\$100,000 or more
physically attended cinema / venue %	12%	19%	25%

Differences by where people live

People who live in small towns are also less likely than average to see New Zealand-made film in cinema (10% vs. 19%). This is possibly due to poorer access to cinemas in small communities.



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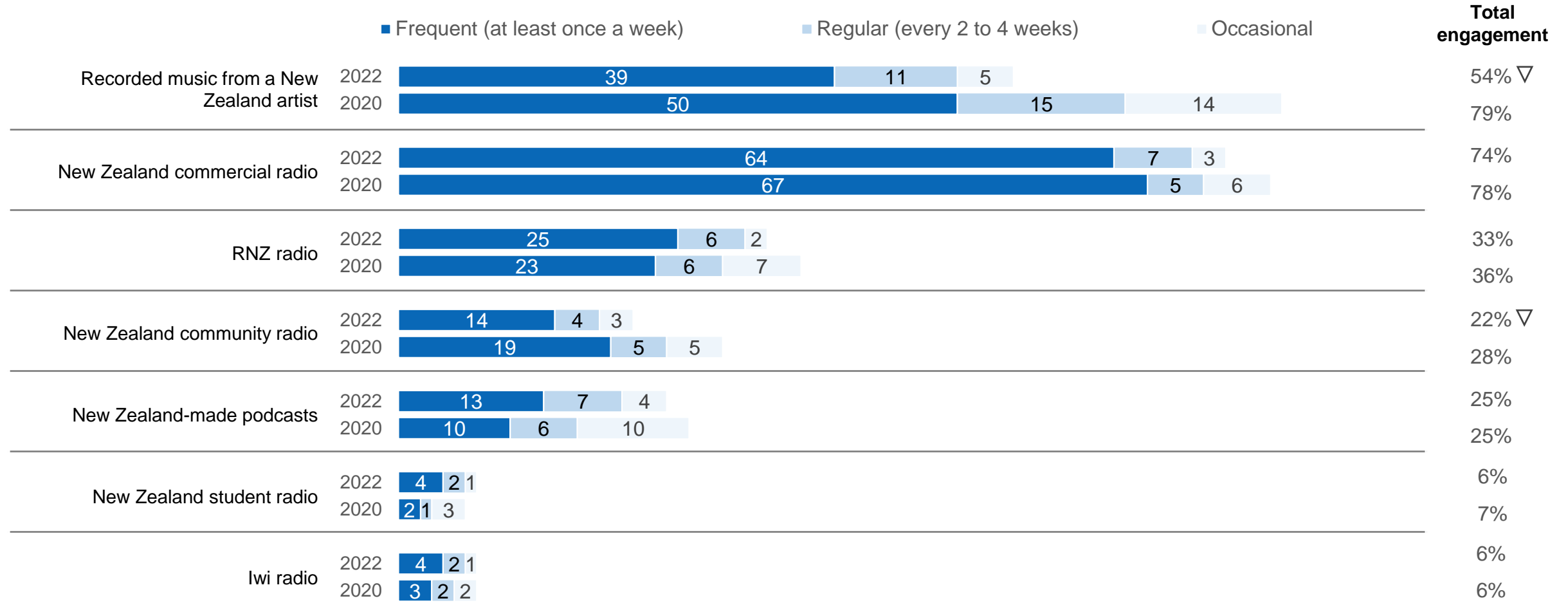
Sound



Engagement with most audio content and services is consistent with the 2020 findings, although fewer people say they have listened to recorded music from a New Zealand artist, and New Zealand community radio in the last three months. Please note, the way we asked about recorded music from NZ artists changed between 2020 and 2022, therefore the results are not directly comparable. Changes in listener behaviour around streaming may also have contributed to the difference, as respondents may not have considered music streaming to be 'recorded music'.

While the proportion of people listening to podcasts remains at 25%, those who are listening to podcasts are listening more often.

Frequency of engagement %



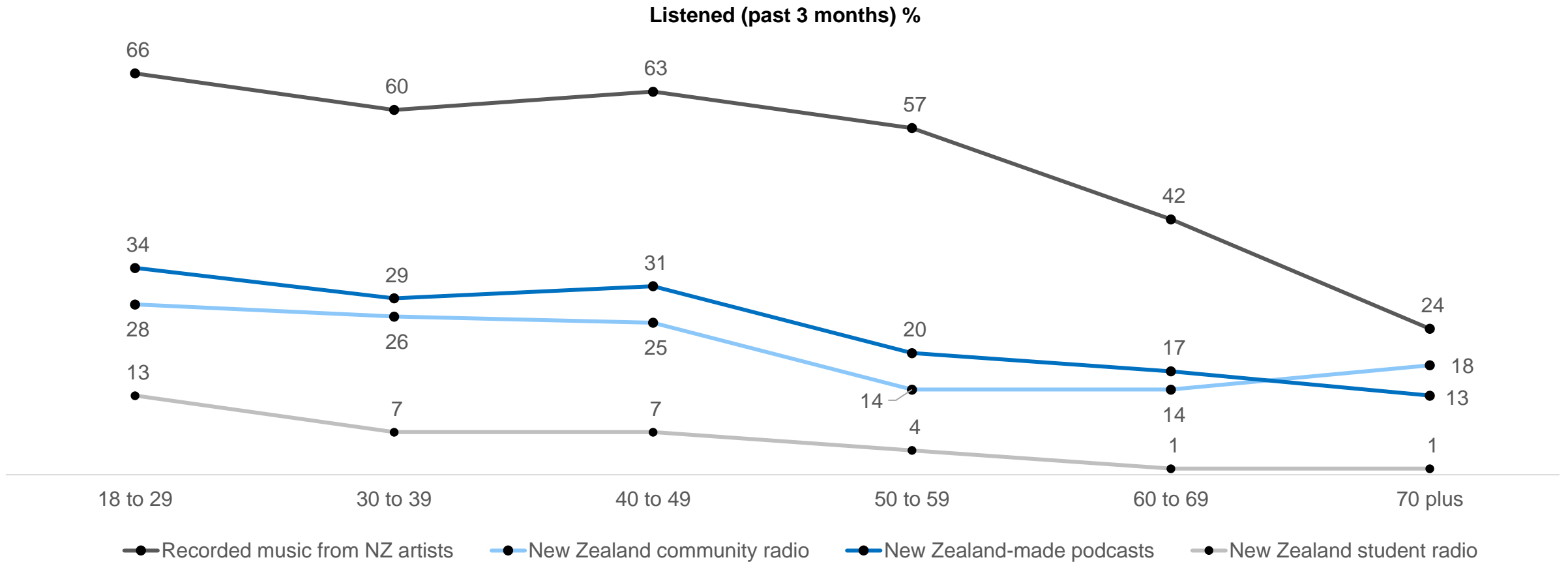
Note: To make the chart easier to read, significance testing has only been applied to total engagement figures. Base: All respondents, excl. don't know (2020 n=1,448; 2022 n=1,622). Source: A3A. Have you listened to each of the following types of audio content and services during the past 3 months? (either live, or recorded). A3. On average, how often, have you listened to each of the following types of audio content and services during the past 3 months? (either live, or recorded)

▽ Significantly higher / lower than 2020



Older New Zealanders are less likely to listen to New Zealand student radio, community radio, podcasts and recorded music. New Zealand commercial radio, RNZ, and iwi radio do not differ significantly by age.

Demographic differences – Age





Māori are more likely to have listened to New Zealand commercial radio, music from New Zealand artists, and iwi radio. Asian New Zealanders are more likely to have listened to RNZ National and community radio, but less likely to have listened to music from New Zealand artists.

Demographic differences – Ethnicity

Māori

More likely to have listened to...

- New Zealand commercial radio (81% vs. 74%)
- Recorded music from New Zealand artists (71% vs. 54%)
- Iwi radio (20% vs. 6%)

Asian New Zealanders

More likely to have listened to...

- RNZ National (47% vs. 33%)
- New Zealand community radio (32% vs. 22%)

Less likely to have listened to...

- Recorded music from New Zealand artists (44% vs. 54%)





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Festivals and Commemorations



To get a read on how cultural participation has changed over time, we asked participants what they have done in the last three months, in line with the 2020 survey. Participation in festivals and commemorations has not changed between surveys.

Festivals and Commemorations: Overall participation over time (past 3 months) %

2020 – covering the period mid July to mid October 2022 – covering the period mid June to mid August



Base: All respondents, excl. don't know (2020 n=1,448; 2022 n=1,622)

Source: A4c. Did you visit or attend each of the following in New Zealand during the past 3 months? (either in person or online)

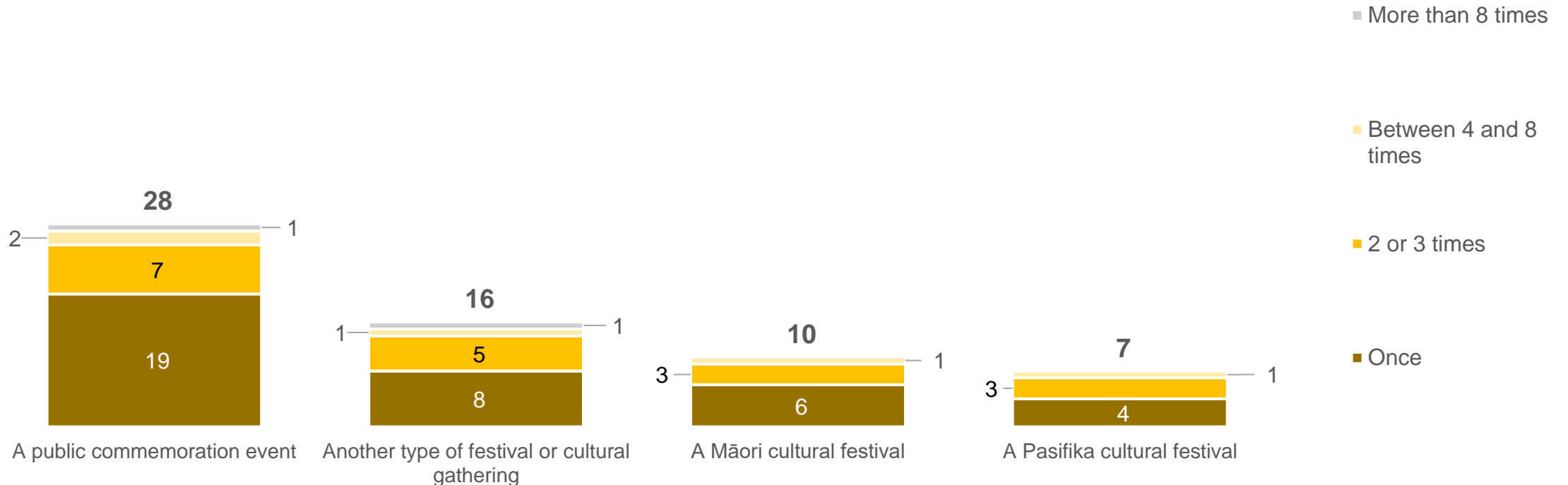
△▽ Significantly higher / lower than 2020



In addition to asking respondents about their participation over the last 3 months, this year we also asked them about their participation over the last 12 months. This is because some arts, culture and heritage activities are more common at certain times of year in Aotearoa. This is particularly true for festivals and commemorations.

This year, a total of 28% of New Zealanders said they had been to a public commemoration event in the past 12 months, and 16% had been to a festival or cultural gathering (excl. Māori and Pasifika cultural festivals). Participation in these events is relatively infrequent, with many only going once.

Festivals and Commemorations: Participation (past 12 months) %





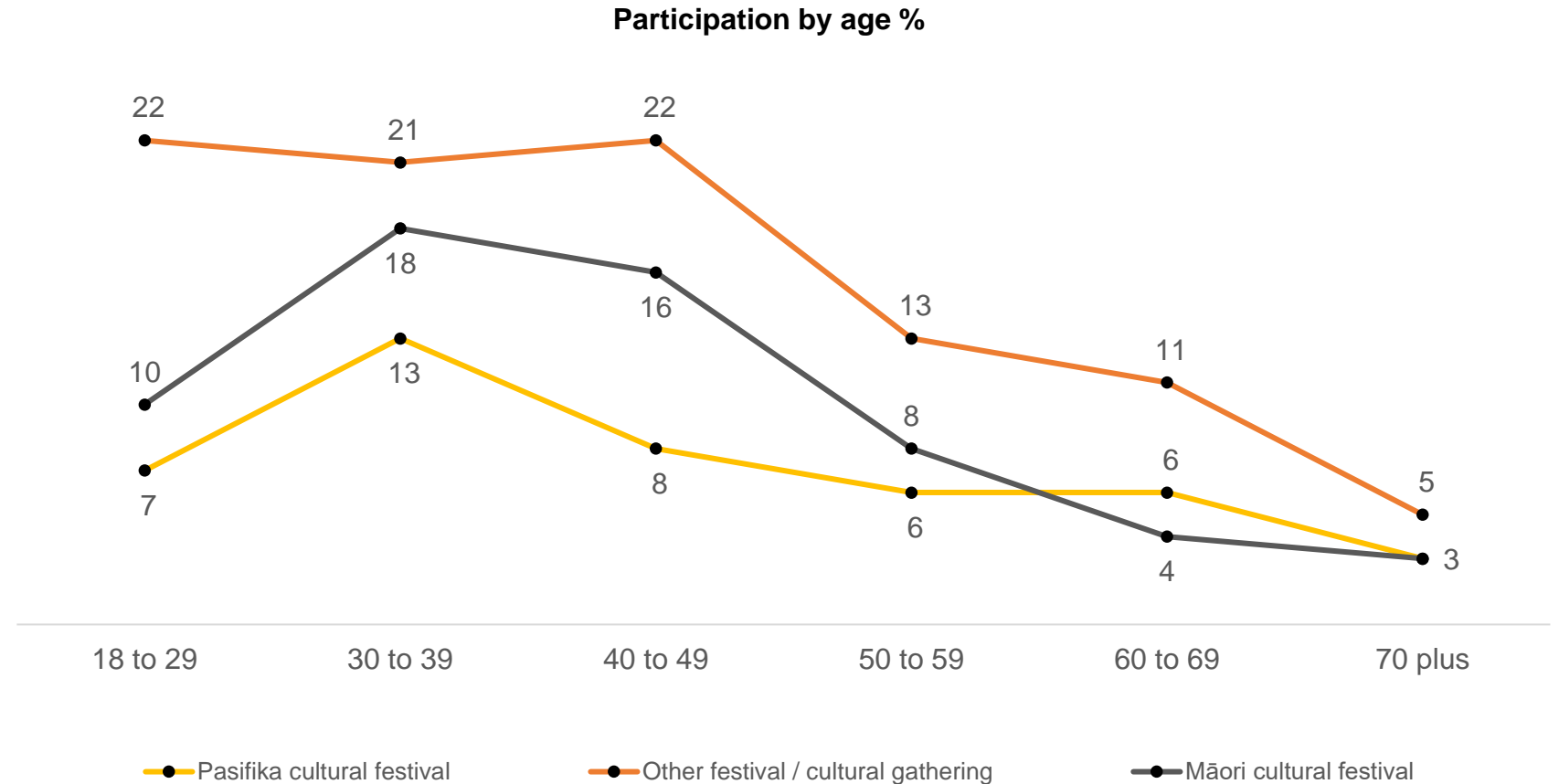
Demographic differences in participation levels – Festivals and Commemorations

Differences by age and gender

There are no differences in participation in festivals and commemorations by gender.

Participation in festivals and cultural gatherings tends to be lower among older people, although those aged under 30 are no more likely than average to attend a Māori or Pasifika cultural festival.

There are no differences by age when it comes to attending public commemoration events.





Demographic differences in participation levels – Festivals and Commemorations

Differences by ethnicity

Māori are more likely than average to have attended:

- A public commemoration event (40% vs. 28%)
- A Māori cultural festival (24% vs. 10%)

Pacific Peoples are more likely than average to have attended:

- A Pasifika cultural festival (33% vs. 7%)

Asian New Zealanders are more likely than average to have attended:

- A festival or cultural gathering (44% vs. 16%)
- A Māori cultural festival (14% vs. 10%)
- A Pasifika cultural festival (11% vs. 7%)

Differences by where people live

People living in big cities are more likely than average to have been to a festival or cultural gathering (19% vs. an average of 16%). In particular, people in South Auckland are more likely to say they did this in the past 12 months (26%). Further, those living in Central Auckland are more likely to say they have been to a Pasifika cultural festival (15% vs. 7%).

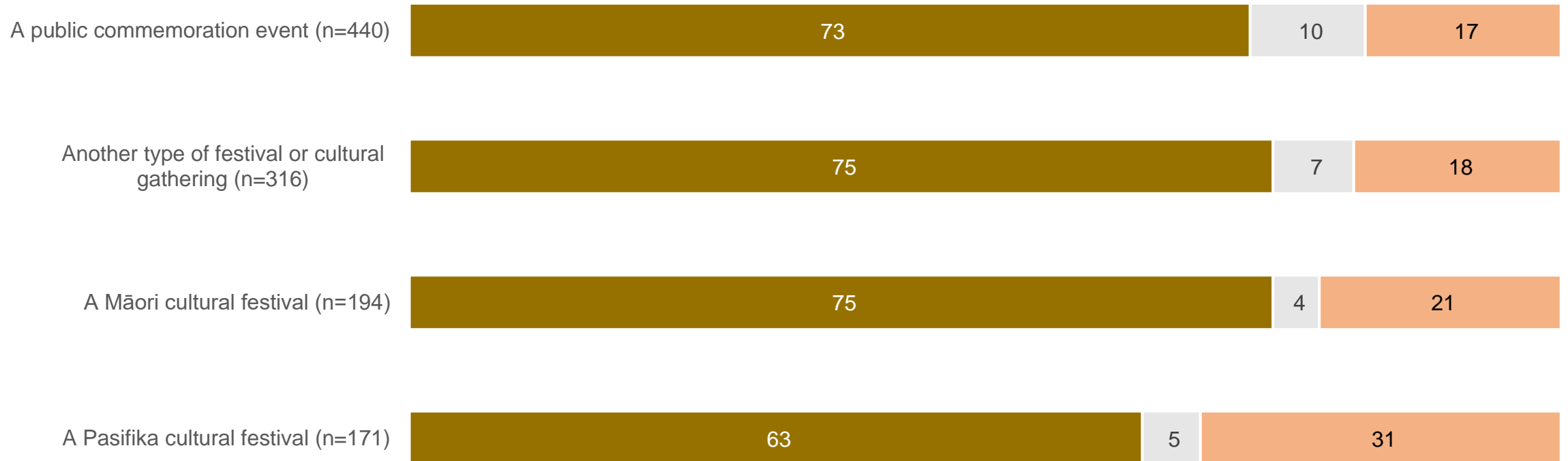
Taranaki / Manawatū residents are more likely than average to say they have been to a public commemoration event in the past 12 months (40% vs. 28%)



Those who have participated in festivals and commemorations have typically done so in person. Compared to the other events we asked about, it's more common for people to attend Pasifika cultural festivals remotely.

Festivals and Commemorations: How people are participating %

■ Only did this in person ■ Both in person and remotely ■ Only did this remotely





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Performing Arts



When compared to the three months ending October 2020, participation in the performing arts is largely unchanged. It is most common for people to have attended a musical, dance or theatre performance, followed by a live performance of New Zealand music.

Performing arts: Overall participation over time (past 3 months) %

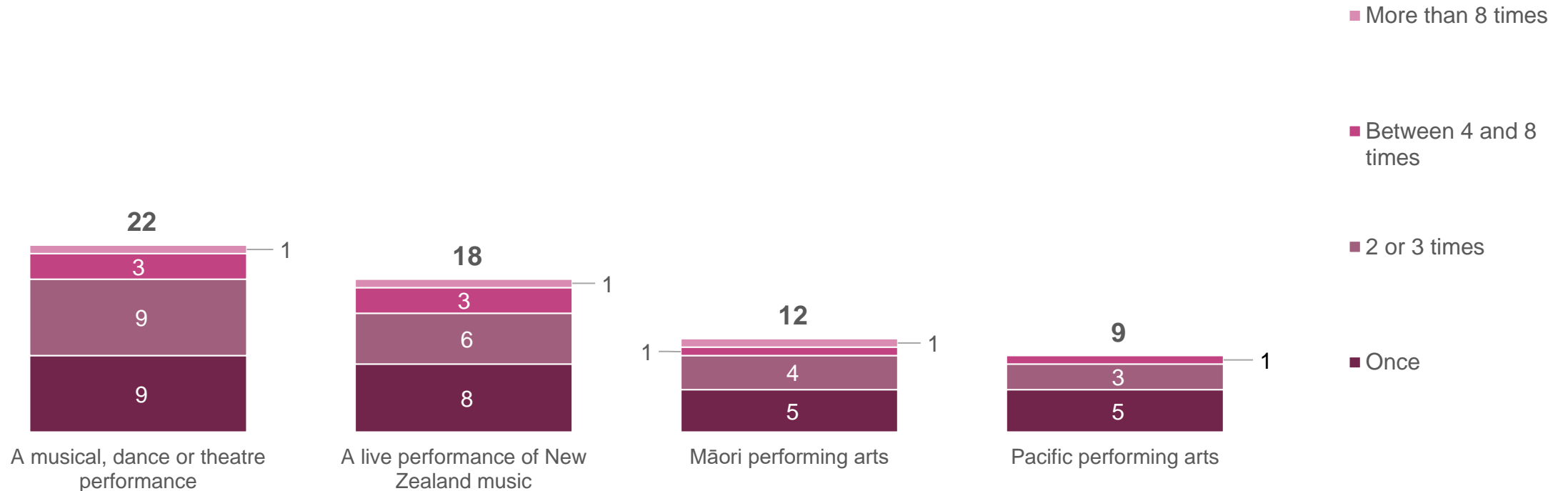
■ 2020 – covering the period mid July to mid October ■ 2022 – covering the period mid June to mid August





When asked about their participation over the last 12 months, 22% of New Zealanders said they had been to a musical, dance or theatre performance, and 18% said they had been to a live performance of New Zealand music. It is fairly common for New Zealanders to attend each type of performing art up to three times.

Performing arts: Participation (past 12 months) %



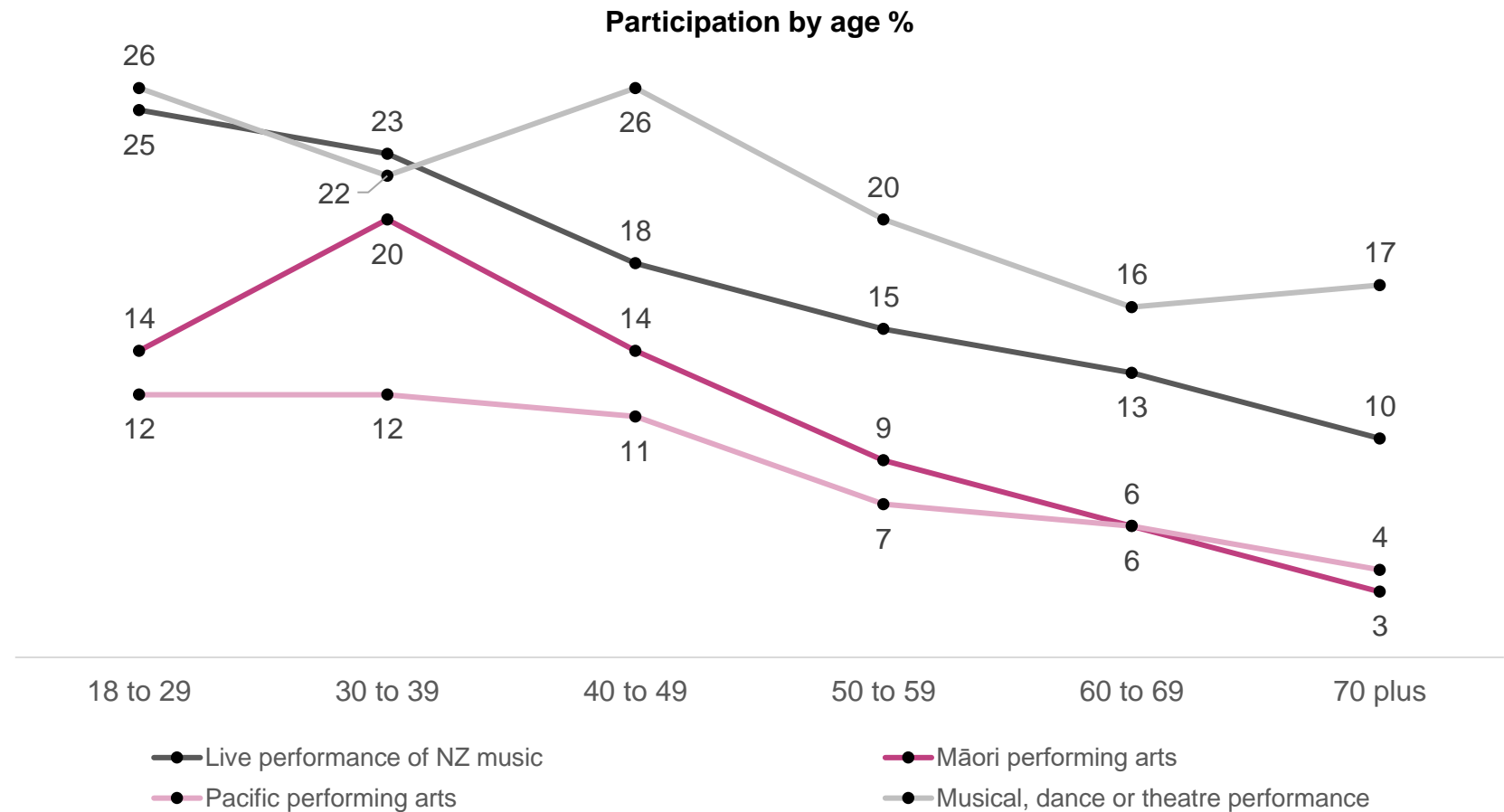


Demographic differences in participation levels – Performing arts

Differences by age and gender

Women are more likely than men to have attended at least one musical, dance or theatre performance in the past 12 months (25% vs. 18%).

Participation in performing arts tends to be lower among older age groups, the exception being musical, dance or theatre performances which are attended relatively consistently across all age groups.





Demographic differences in participation levels – Performing arts

Differences by ethnicity

Māori are more likely than average to have attended:

- Māori performing arts (29% vs. 12%)
- Pacific performing arts (14% vs. 9%)

Pacific Peoples are more likely than average to have attended:

- Pacific performing arts (29% vs. 9%)

Asian New Zealanders are more likely than average to have attended:

- A musical, dance or theatre performance (27% vs. 22%)
- A live performance of New Zealand music (23% vs. 12%)
- Māori performing arts (20% vs. 12%)

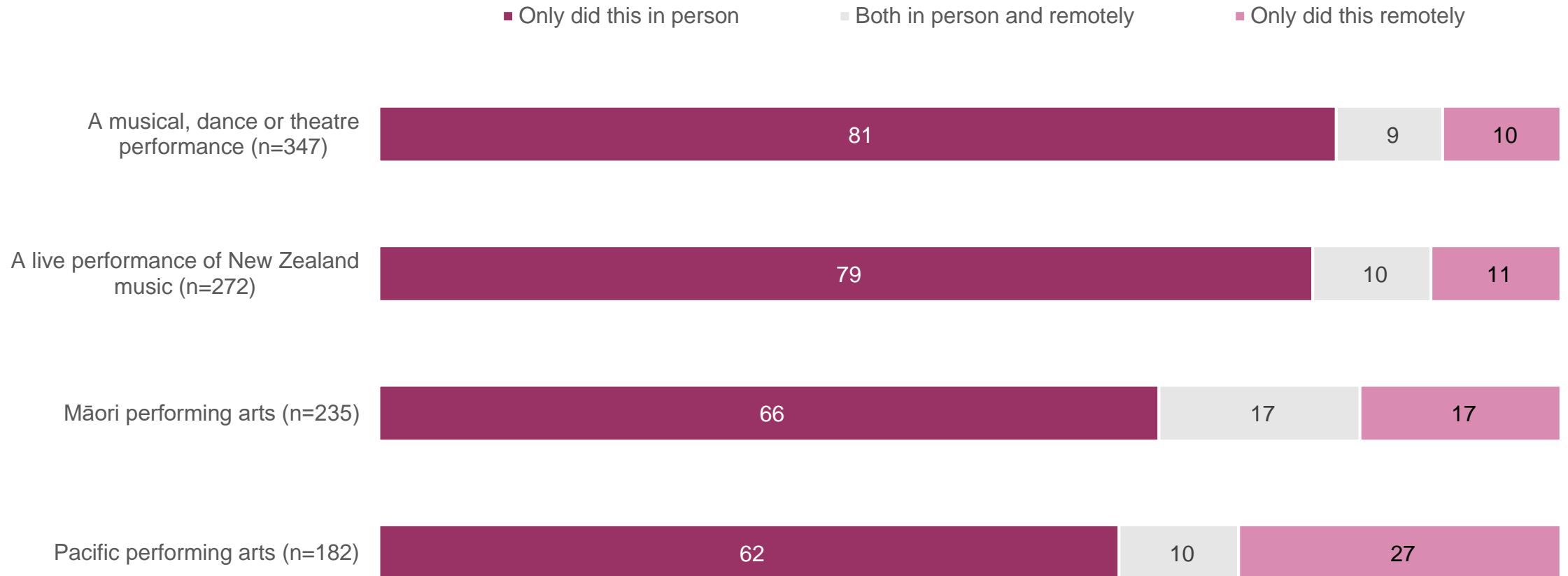
Differences by where people live

People living in central Auckland are more likely than average to have been to Pacific performing arts in the last 12 months (17% vs. 9%).



Those who have participated in performing arts events typically do so in person. It's more common for Māori and Pacific performing arts to be attended remotely than other types of performing art.

Performing arts: How people are participating %





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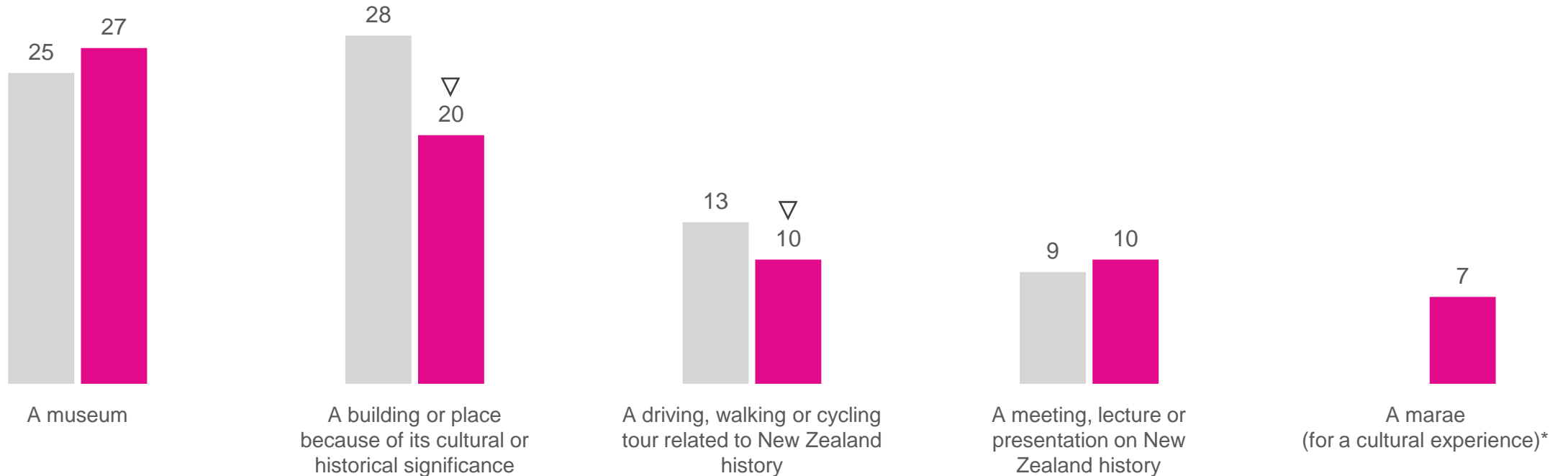
Heritage and Cultural sites



The proportion of New Zealanders who said they visited a building or place due to its cultural or historical influence in the last three months has declined from 28% in 2020, to 20% in 2022. Participation in New Zealand history tours has also dropped away, although not to the same extent.

Heritage and cultural sites : Overall participation over time (past 3 months) %

■ 2020 – covering the period mid July to mid October ■ 2022 – covering the period mid June to mid August



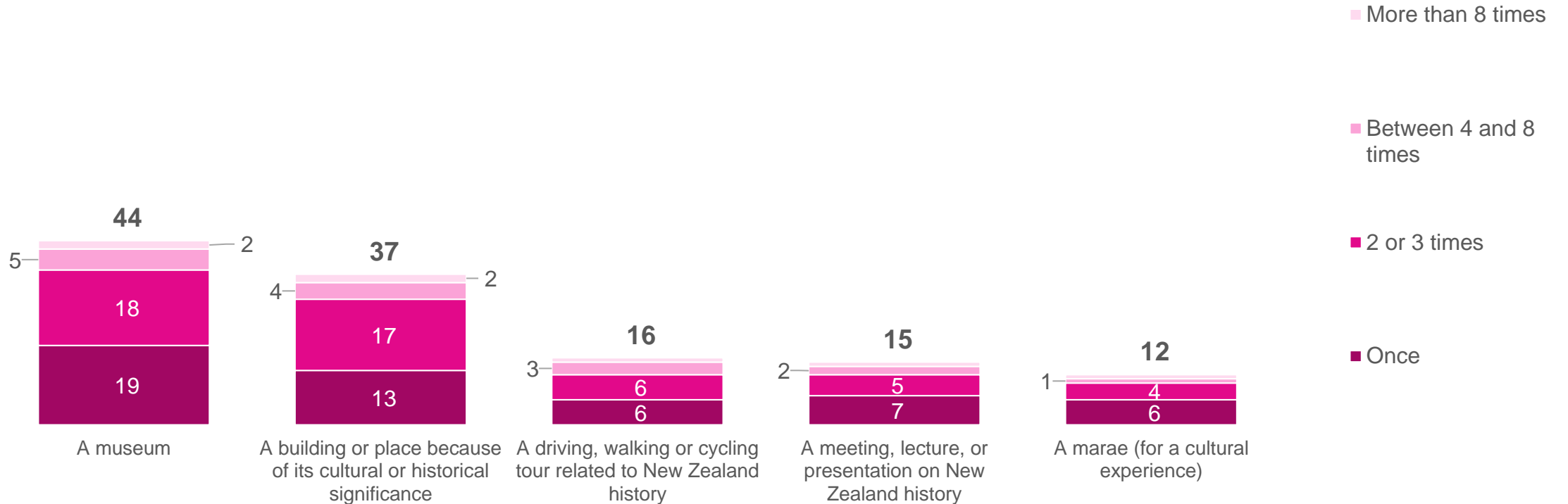
*Note: 2020 results not comparable to 2022 results due to a change in how the question was asked about visits to marae specifically
Base: All respondents, excl. don't know (2020 n=1,448; 2022 n=1,622). Source: A4c. Did you visit or attend each of the following in New Zealand during the past 3 months? (either in person or online)

△▽ Significantly higher / lower than 2020



When asked about their participation over the last 12 months, almost half of New Zealanders said they had been to a museum, and over a third said they had been to a building or place because of its historical or cultural significance. It is quite common for people to have visited each of these places up to three times.

Heritage and cultural sites: Participation (past 12 months) %



Base: All respondents, excl. don't know (2022 n=1,622)

Source: A4b. And how many times did you visit or attend each of the following in New Zealand during the past 12 months? (either in person or online)

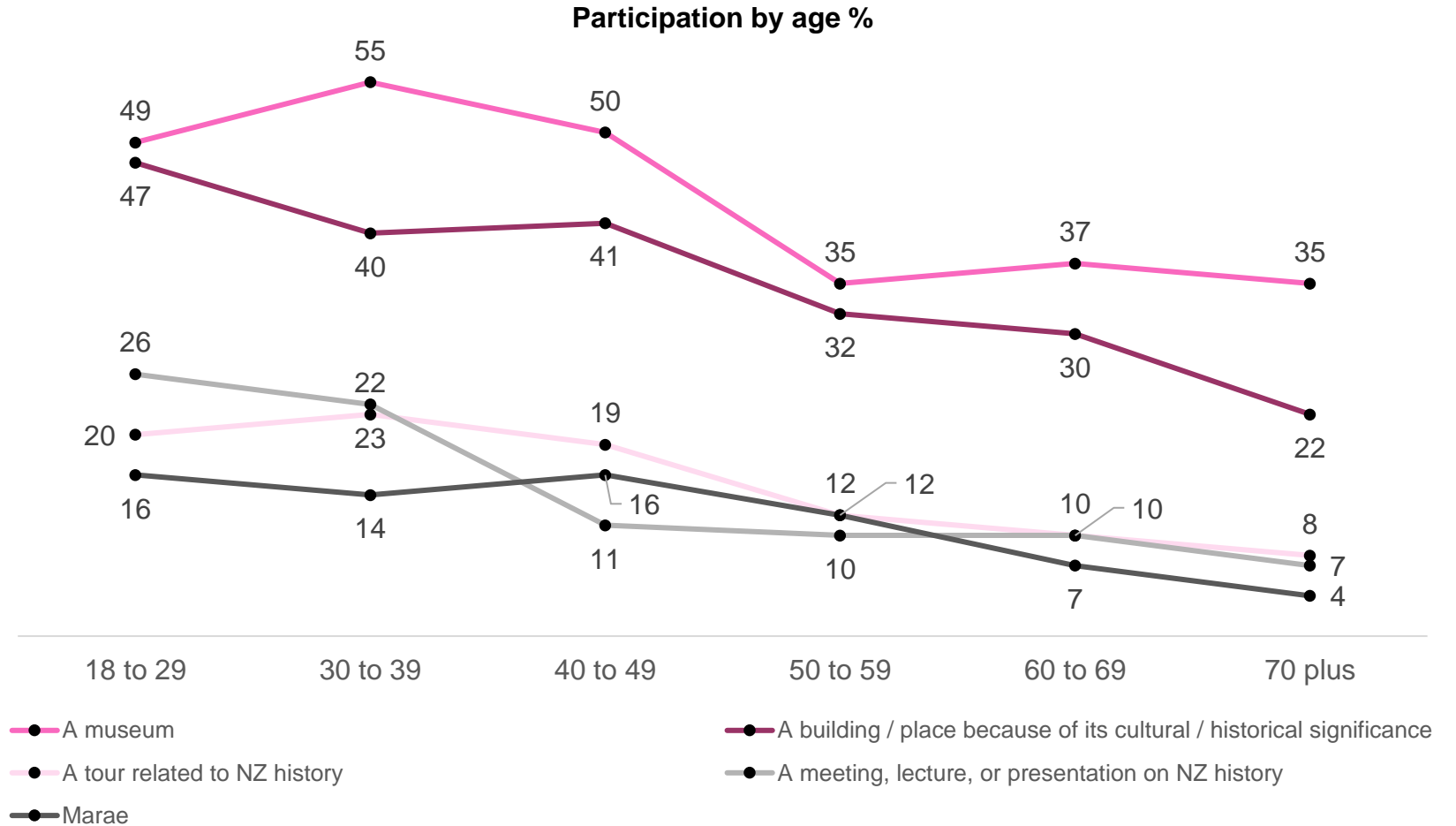


Demographic differences in participation levels – Heritage and cultural sites

Differences by age and gender

Men are more likely than women to have attended at least one New Zealand history tour in the past 12 months (20% vs. 12%).

Visits to heritage and cultural sites tend to be lower among older people, see chart right.





Demographic differences in participation levels – Heritage and cultural sites

Differences by ethnicity

Māori are more likely than average to have attended:

- A building or place because of its cultural or historical significance (42% vs 37%)
- A marae, for a cultural experience (33% vs. 12%)

Asian New Zealanders are more likely than average to have attended:

- A museum (52% vs. 44%)
- A driving, walking or cycling tour related to New Zealand history (25% vs. 16%)
- A meeting, lecture, or presentation on New Zealand history (23% vs. 15%)

Differences by where people live

Wellington residents are more likely than average to say they have been to a museum in the past 12 months (56% vs. 44%).

Differences by income

People with higher household incomes are more likely than average to have been to a museum or a building or place because of its cultural or historical significance.

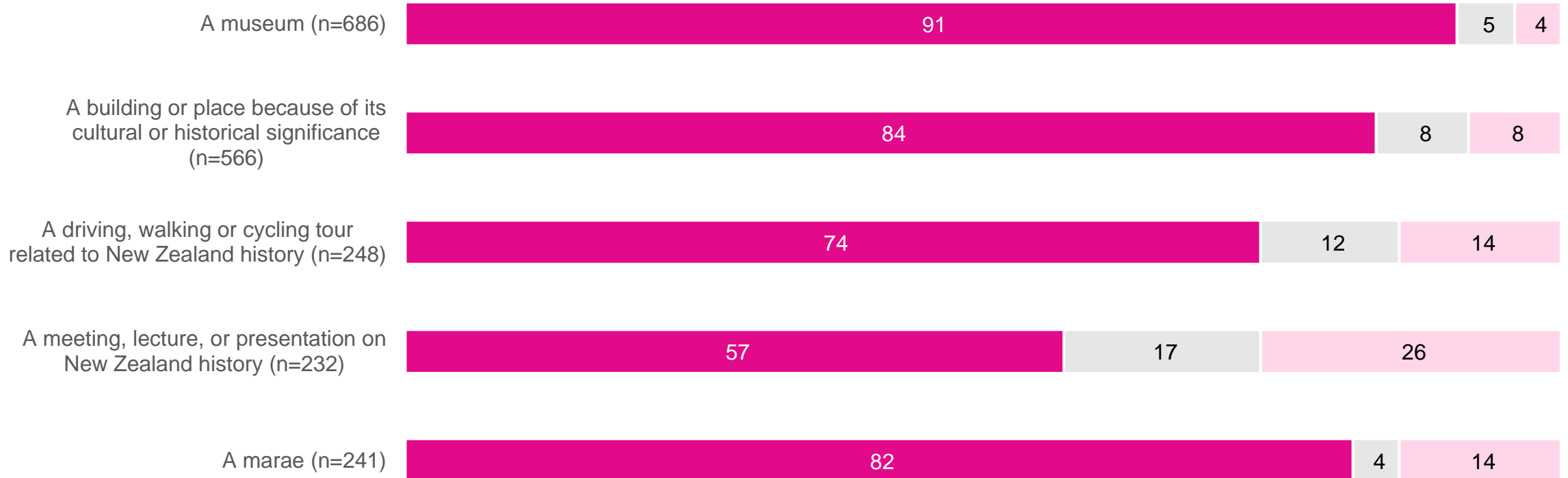
Household income	\$50,000 or less	\$50,001 to \$100,000	\$100,000 or more
visited a museum %	36%	45%	49%
visited a building / place because of its cultural / historical significance %	26%	35%	46%



The vast majority of visits to heritage and cultural sites have been in person over the last 12 months. However, a substantial minority (43%) of those who have participated in a meeting, lecture or presentation on New Zealand history have done so remotely.

Heritage and cultural sites: How people are participating %

■ Only did this in person ■ Both in person and remotely ■ Only did this remotely





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Visual Arts



Participation in visual arts experiences has declined across the board.

Visual arts: Overall participation over time (past 3 months) %

■ 2020 – covering the period mid July to mid October ■ 2022 – covering the period mid June to mid August



Base: All respondents, excl. don't know (2020 n=1,448; 2022 n=1,622)

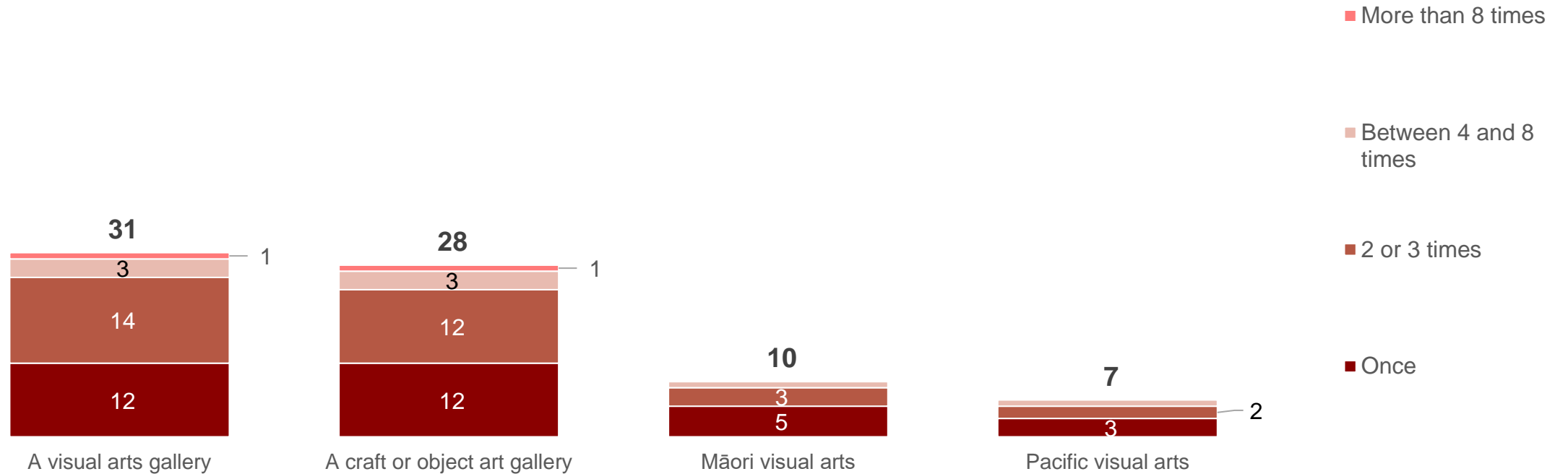
Source: A4c. Did you visit or attend each of the following in New Zealand during the past 3 months? (either in person or online)

△▽ Significantly higher / lower than 2020



Thirty-one percent of New Zealanders have been to a visual arts gallery in the last 12 months, and a similar proportion have been to a craft or object art gallery. Ten percent have been to Māori visual arts, while 7% have been to Pacific visual arts.

Visual arts: Participation (past 12 months) %





Demographic differences in participation levels – Visual arts

Differences by age and gender

Women are more likely than men to have visited a visual arts gallery, or a craft or object gallery (see table below).

	Women	Men
visited a visual arts gallery %	35%	27%
visited a craft or object arts gallery %	34%	21%

The visual arts are attended relatively consistently by all age groups, although older people are somewhat less likely to participate in Māori and Pacific visual arts.

Differences by ethnicity

Māori are more likely than average to have attended:

- A craft or object art gallery (33% vs. 28%)
- Māori visual arts (20% vs. 10%)

Pacific Peoples are more likely than average to have attended:

- Pacific visual arts (22% vs. 7%)

Asian New Zealanders are more likely than average to have attended:

- Māori visual arts (17% vs. 10%)
- Pacific visual arts (12% vs. 7%)



Demographic differences in participation levels – Visual arts

Differences by where people live

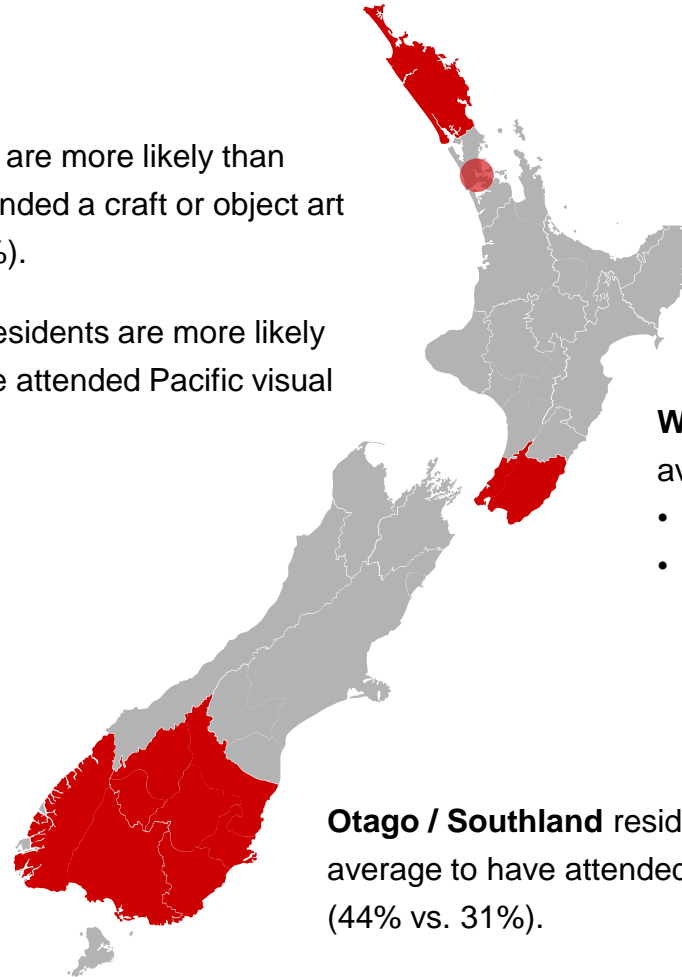
Northland residents are more likely than average to have attended a craft or object art gallery (45% vs. 28%).

Auckland Central residents are more likely than average to have attended Pacific visual arts (15% vs. 7%).

Wellington residents are more likely than average to have attended:

- A visual arts gallery (43% vs. 31%)
- A craft or object art gallery (38% vs. 28%).

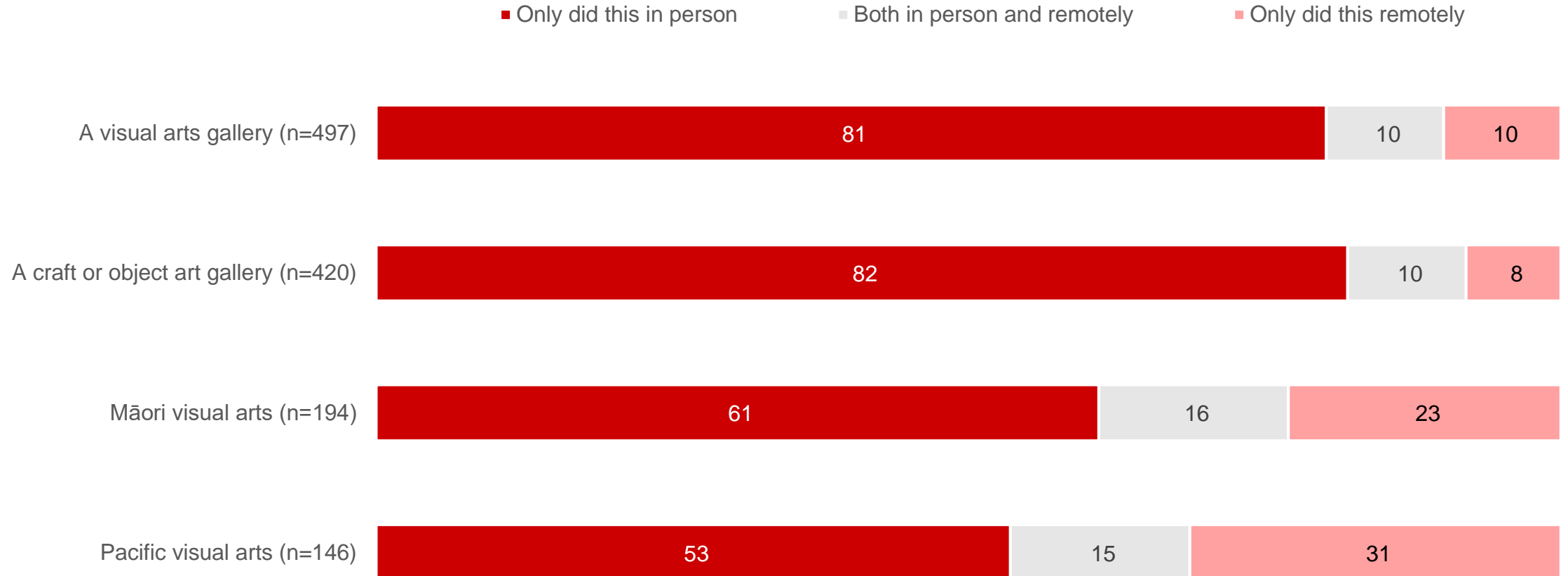
Otago / Southland residents are more likely than average to have attended a visual arts gallery (44% vs. 31%).





Most people who attended a visual arts gallery or craft and object gallery are doing so in person, only about 10% are exclusively doing this remotely. It's a little more common for people to have accessed Māori and Pacific visual arts remotely, however, in person is still more popular.

Visual arts: How people are participating %





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Literary Arts and Education



Participation in literary arts and education is consistent with 2020.

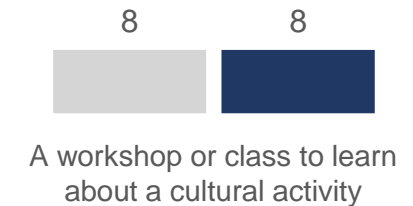
Literary arts and education: Overall participation over time (past 3 months) %

■ 2020 – covering the period mid July to mid October ■ 2022 – covering the period mid June to mid August

Literary arts



Education

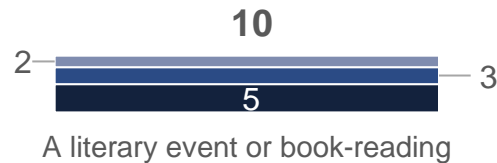
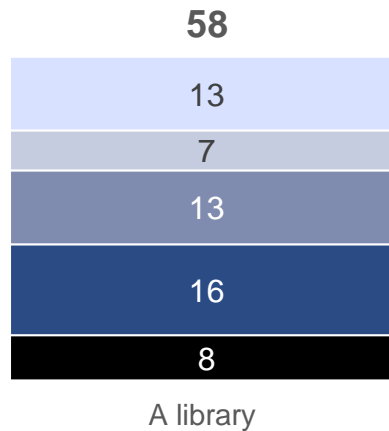




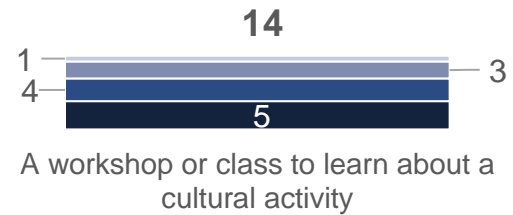
When asked about their participation over the last 12 months, 58% of New Zealanders said they had been to a library, and 10% said they had been to a literary event or book reading. Fourteen percent said they had gone to a workshop or class to learn about a cultural activity. Trips to the library are reasonably frequent with a fifth of New Zealanders having used one at least 9 times in the last 12 months.

Literary arts and education: Participation (past 12 months) %

Literary arts



Education



- More than 12 times
- Between 9 and 12 times
- Between 4 and 8 times
- 2 or 3 times
- Once



Demographic differences in participation levels – Literary arts and education

Differences by age and gender

The proportion of New Zealanders attending libraries peaks among people aged 30 to 49 and then declines again. Higher levels of participation among this age group could be due to people having children and going to the library with them.

Those aged 18 to 29 are more likely than average to have attended a literary event or book-reading (16% vs. 10%). After 30 years of age, participation is relatively consistent.

People aged under 50 are more likely to participate in a workshop or class to learn about a cultural activity (20% vs. 14%). After this point participation gradually tapers off.

There are no differences in participation by gender.

Differences by ethnicity

Māori are more likely than average to have attended:

- A workshop or class to learn about a cultural activity (19% vs. 14%)

Pacific Peoples are more likely than average to have attended:

- A workshop or class to learn about a cultural activity (19% vs. 14%)

Asian New Zealanders are more likely than average to have attended:

- A library (64% vs. 58%)
- A workshop or class to learn about a cultural activity (22% vs. 14%)
- A literary event or book reading (16% vs. 10%)

Differences by where people live

Auckland residents are more likely than average to say they have participated in a workshop or class to learn about a cultural activity in the past 12 months (19% vs. 14%). Specifically, those living in Auckland Central (23%) and South Auckland (23%).

Waikato residents are less likely than average to say they have been to a literary event or book reading in the last 12 months (1% vs. 10%).

Differences by income

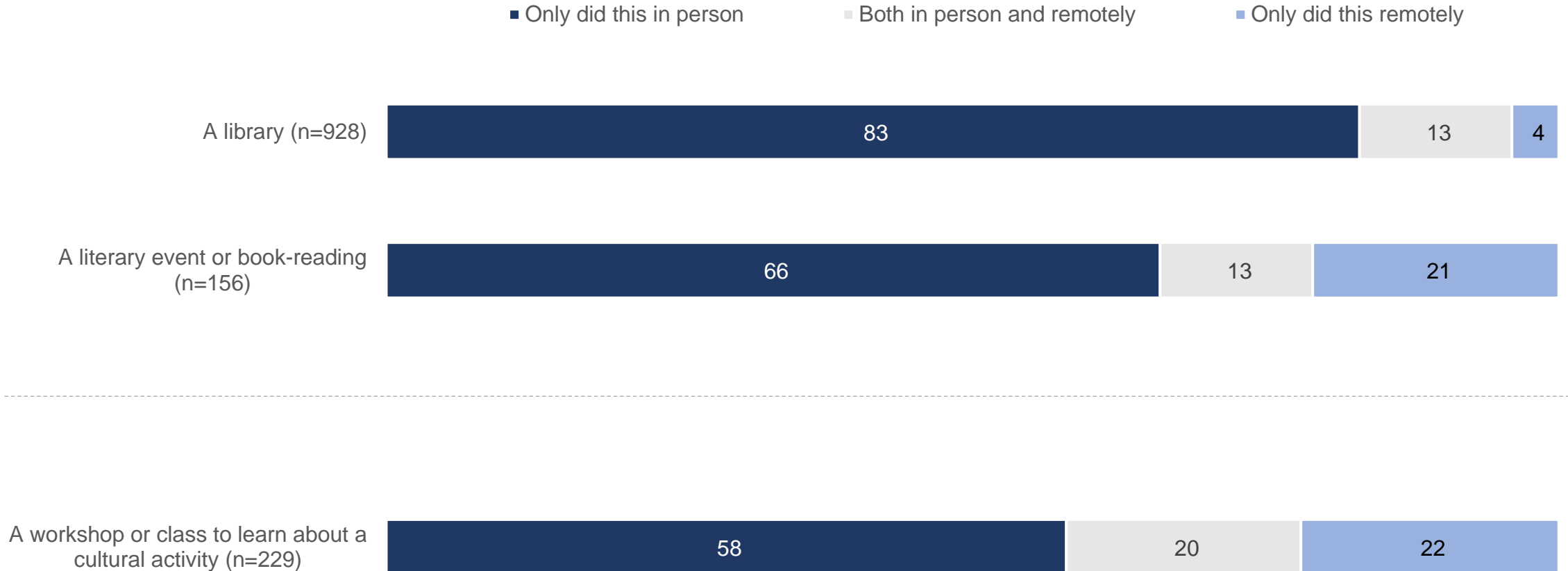
People with higher household incomes are more likely to have participated in a workshop or class to learn about a cultural activity, see table below.

Household income	\$50,000 or less	\$50,001 to \$100,000	\$100,000 or more
participated in a workshop or class to learn about a cultural activity %	6%	12%	20%



Almost everyone (96%) who has been to a library in the last 12 months has gone in person at some point. It's more common to attend a literary event or book reading, and cultural workshops / classes remotely.

Literary arts and education: How people are participating %





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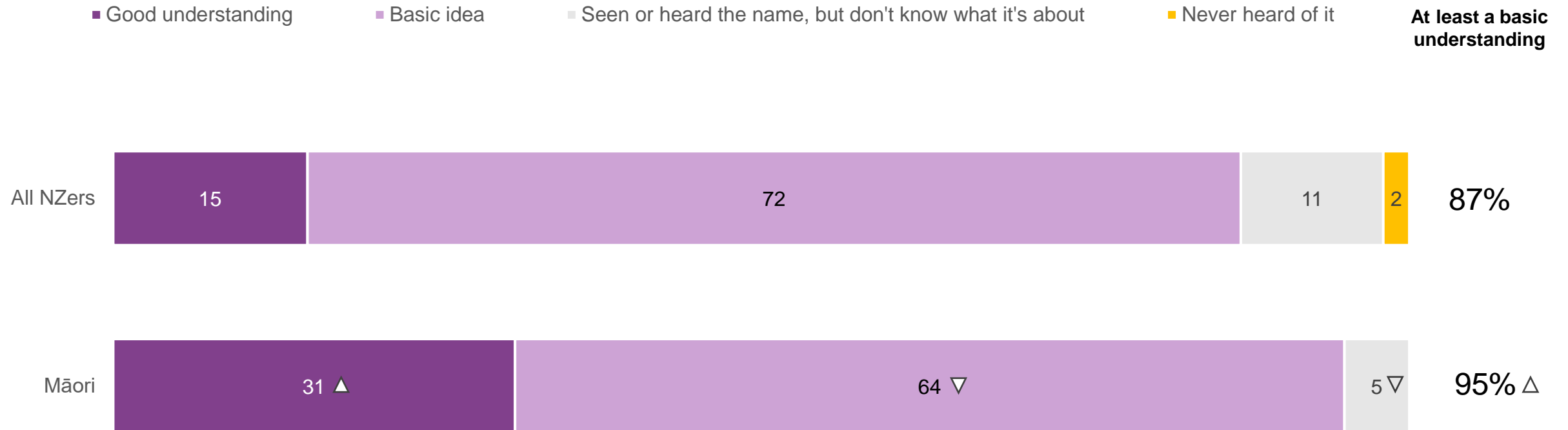


Participation in Matariki



Almost all New Zealanders (98%) have heard of Matariki, and the vast majority (87%) have at least some understanding of what it is about. There is greater understanding of Matariki among Māori; although there is still an opportunity to improve knowledge with only 31% indicating they have a good understanding.

Understanding of Matariki %



Base: All respondents (n=1,622)

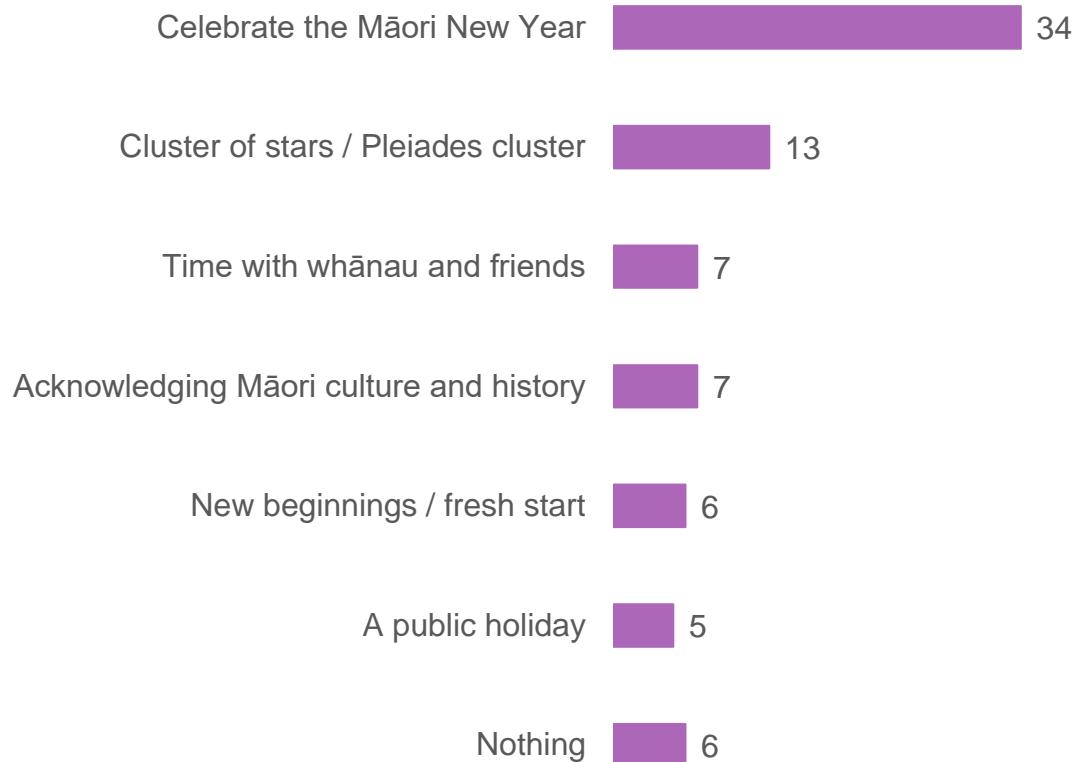
Source: M1. how familiar are you with Matariki, if at all?

▲▼ Significantly higher / lower than average



A third of New Zealanders who feel they have at least a basic understanding of Matariki, associate it (unprompted) with the start of the Māori new year, and 13% recognise its significance outside of te ao Māori as the Pleiades cluster. Between six and seven percent view Matariki as a time to start fresh, acknowledge Māori culture and history, and spend time with friends and whānau.

What does Matariki mean to New Zealanders? (unprompted)* %



What people said

“A chance to connect with my ancestors by celebrating my culture.” *Male, 40-49, NZ European / Māori, Canterbury*

“Cluster of Stars. Celebrating Māori culture and remembering those who have passed on to the other side.” *Female, 18-29, Asian New Zealander, Auckland West*

“Celebrating the Māori New Year. Karakia (religious services) to commemorate Matariki.” *Male, 70+, NZ European / Māori, Otago / Southland*

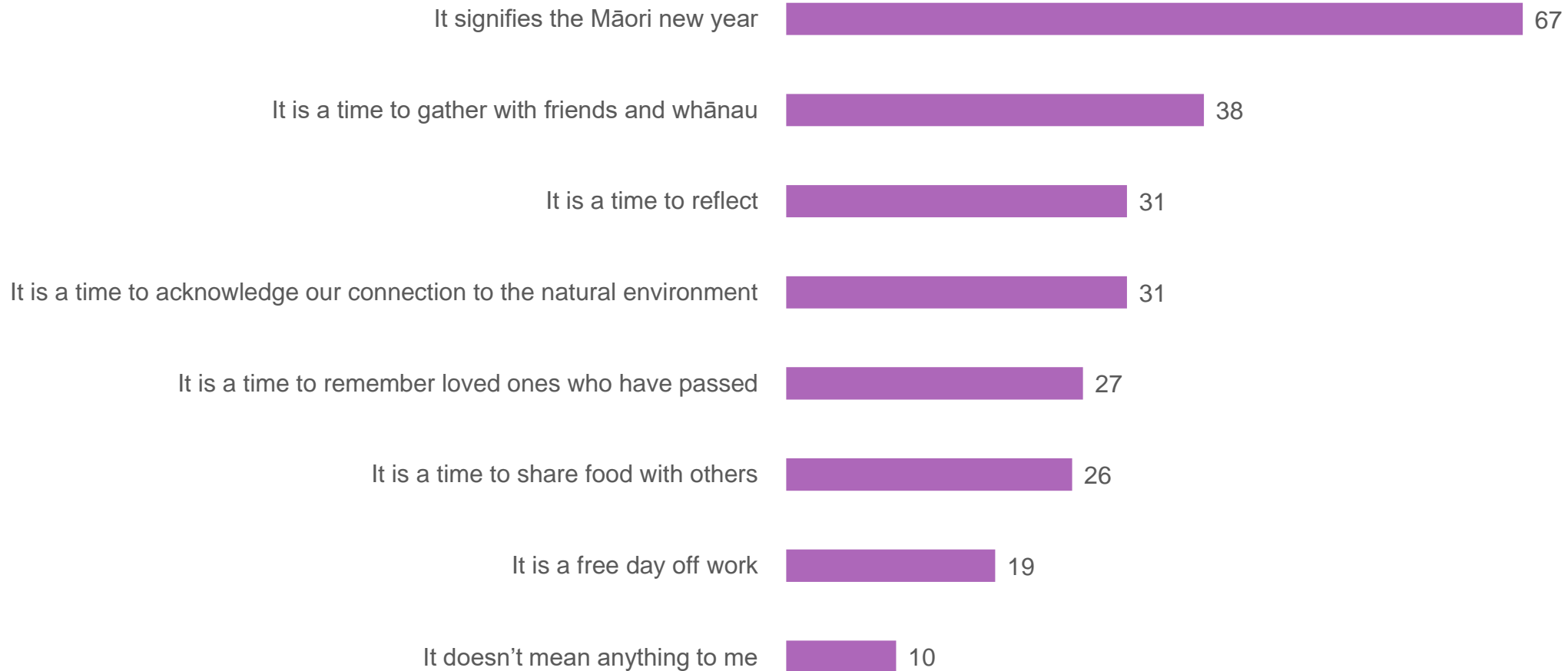
“It is the remembrance of Papatūānuku and Rangi-nui and how one of the brothers ripped his eyes out because he was furious.” *Female, 50-59, Pacific Peoples, Auckland South*

*Note: Themes mentioned by less than 5% of respondents are not reported. 14% provided a don't know answer. Base: Respondents who have a good or basic understanding of Matariki (n=1,420). Source: M1a. What does Matariki mean to you?



Celebrating the Māori new year appears as the top theme again when respondents were prompted with suggestions. Two thirds of all New Zealanders believe Matariki signifies the Māori New Year, and over a third think of it as a time to spend time with friends and whānau. Conversely, 10% see no relevance of Matariki to themselves at all.

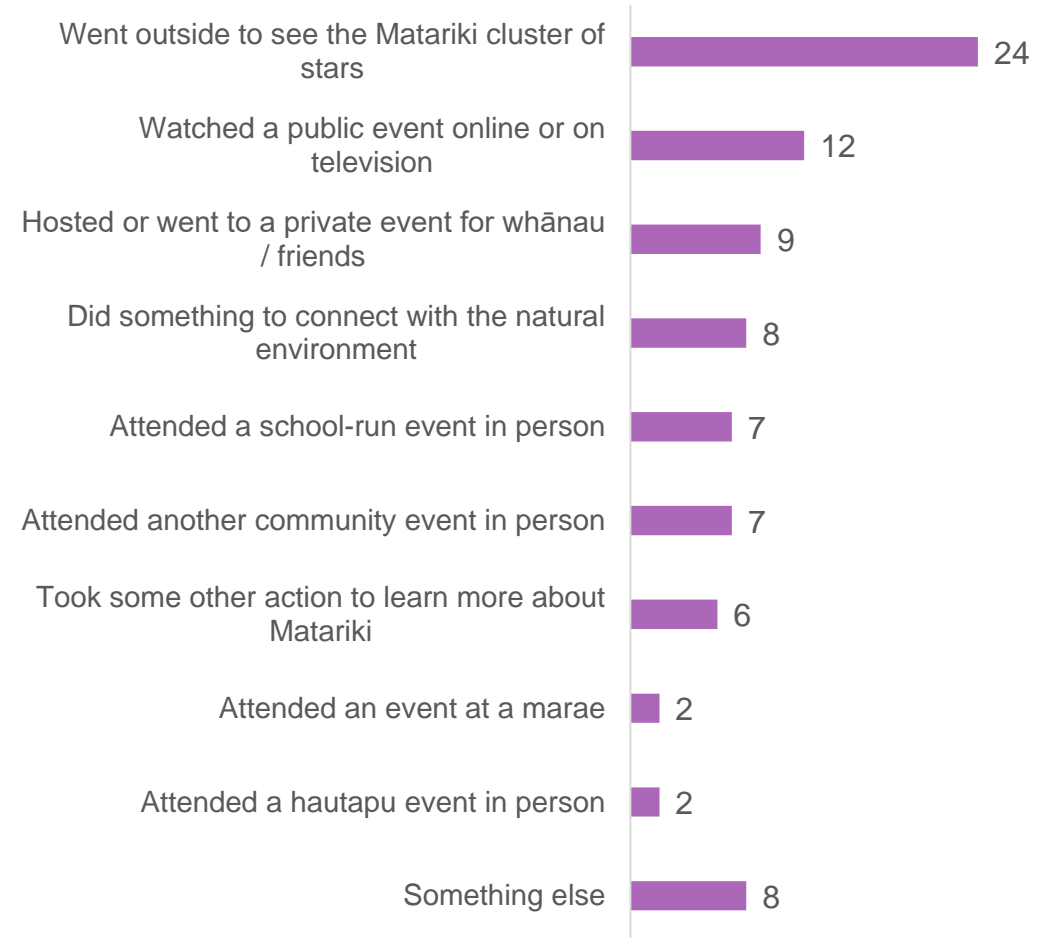
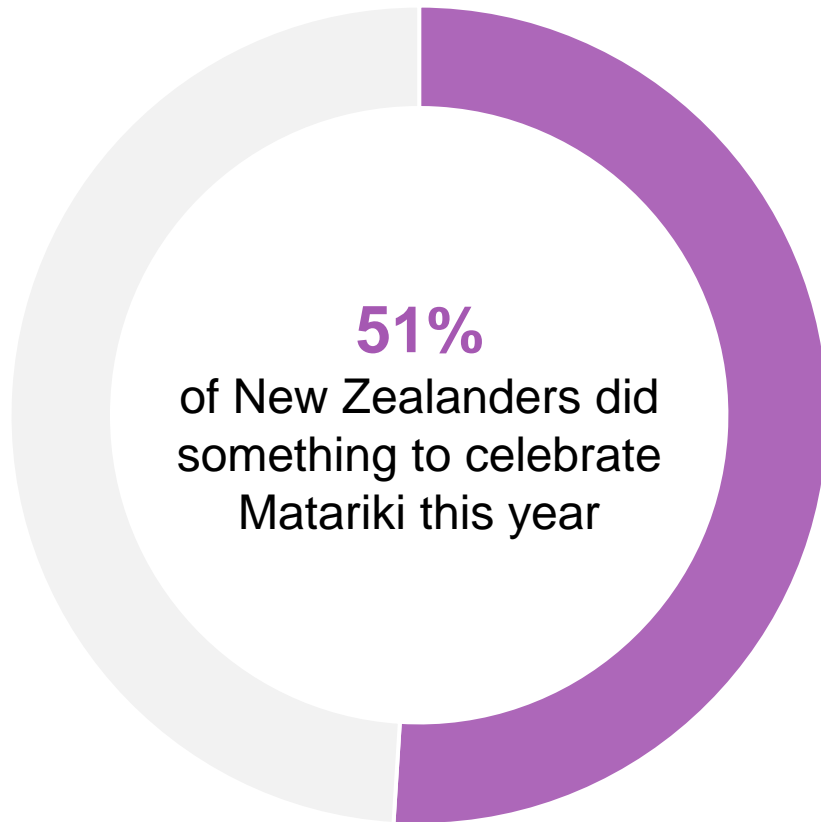
What do New Zealanders think about Matariki? %





Half of New Zealanders did something to celebrate Matariki this year. The most popular way to celebrate was going outside to view the Matariki cluster.

What did New Zealanders do to celebrate Matariki? %





Demographic differences in celebrating Matariki

Differences by age and gender

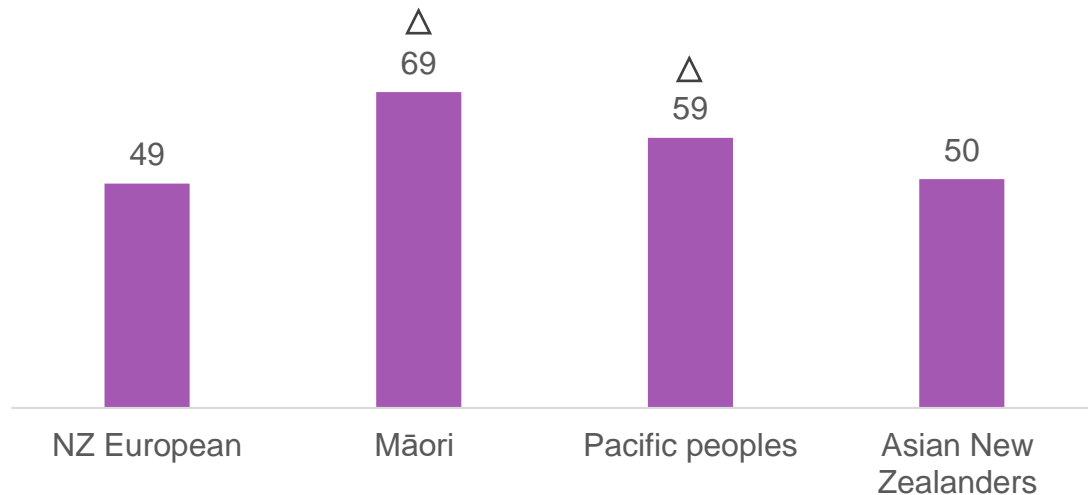
Women are more likely than men to have celebrated Matariki this year (54% vs. 44%).

There are no significant differences in celebrating Matariki by age.

Differences by ethnicity

Māori and Pacific peoples are more likely than average to have celebrated Matariki this year.

Celebrated Matariki this year by ethnicity %

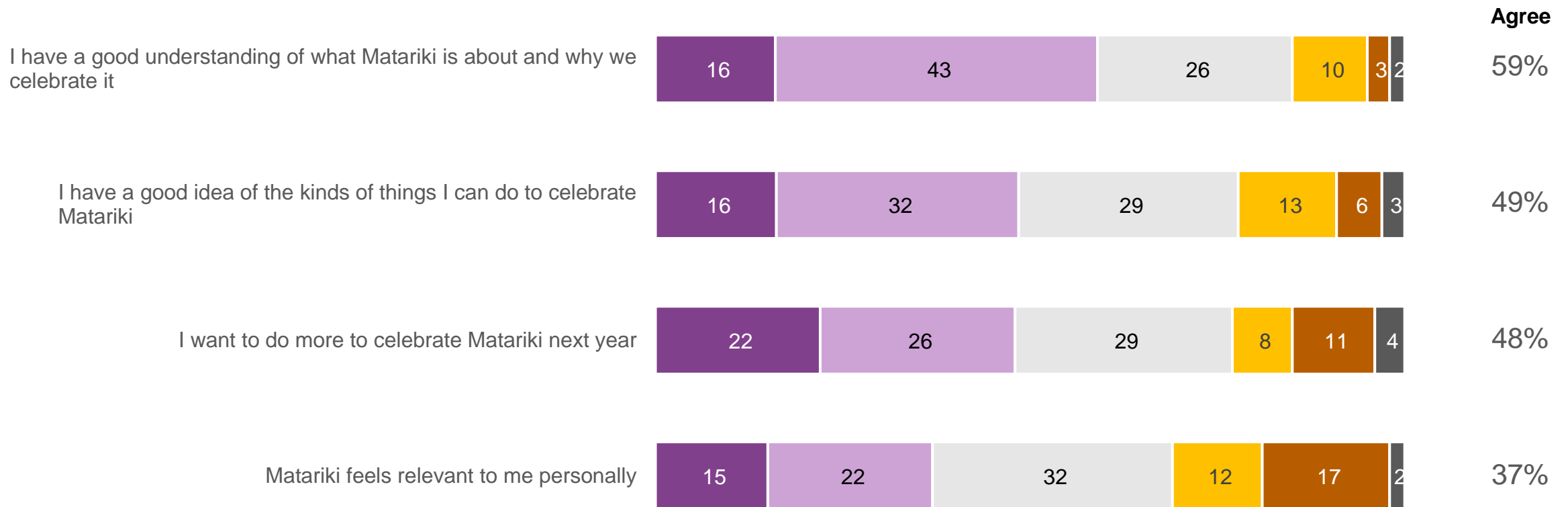




Nearly two thirds of New Zealanders agree that they have a good understanding of what Matariki is and its purpose, and half of them also have an idea of how to celebrate it – although there remains a sizeable minority that disagree with both statements (13% and 19% respectively). Being the first time celebrating Matariki for many people, 48% said they would like to do more to celebrate it next year.

Attitudes around Matariki %

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





Demographic differences in agreement with statements about Matariki

Differences by age

- There is significantly lower levels of agreement with all statements among those aged over 70.
- There is significantly higher levels of agreement with the statement 'I want to do more to celebrate Matariki next year' among those aged under 40 (58% vs. 48%).

Differences by ethnicity

Māori are more likely than average to agree with all four statements around Matariki, and Pacific peoples are more likely than average to agree with three out of the four statements (see below table).

Asian New Zealanders are less likely to agree that they have a good idea of ways to celebrate Matariki, or that Matariki feels personally relevant to them.

	Māori %	Pacific peoples %	Asian New Zealanders %
I have a good idea of the kinds of things I can do to celebrate Matariki	67% Δ	63% Δ	41% ∇
I want to do more to celebrate Matariki next year	67% Δ	59% Δ	50%
I have a good understanding of what Matariki is about and why we celebrate it	72% Δ	65%	56%
Matariki feels relevant to me personally	65% Δ	46% Δ	32% ∇





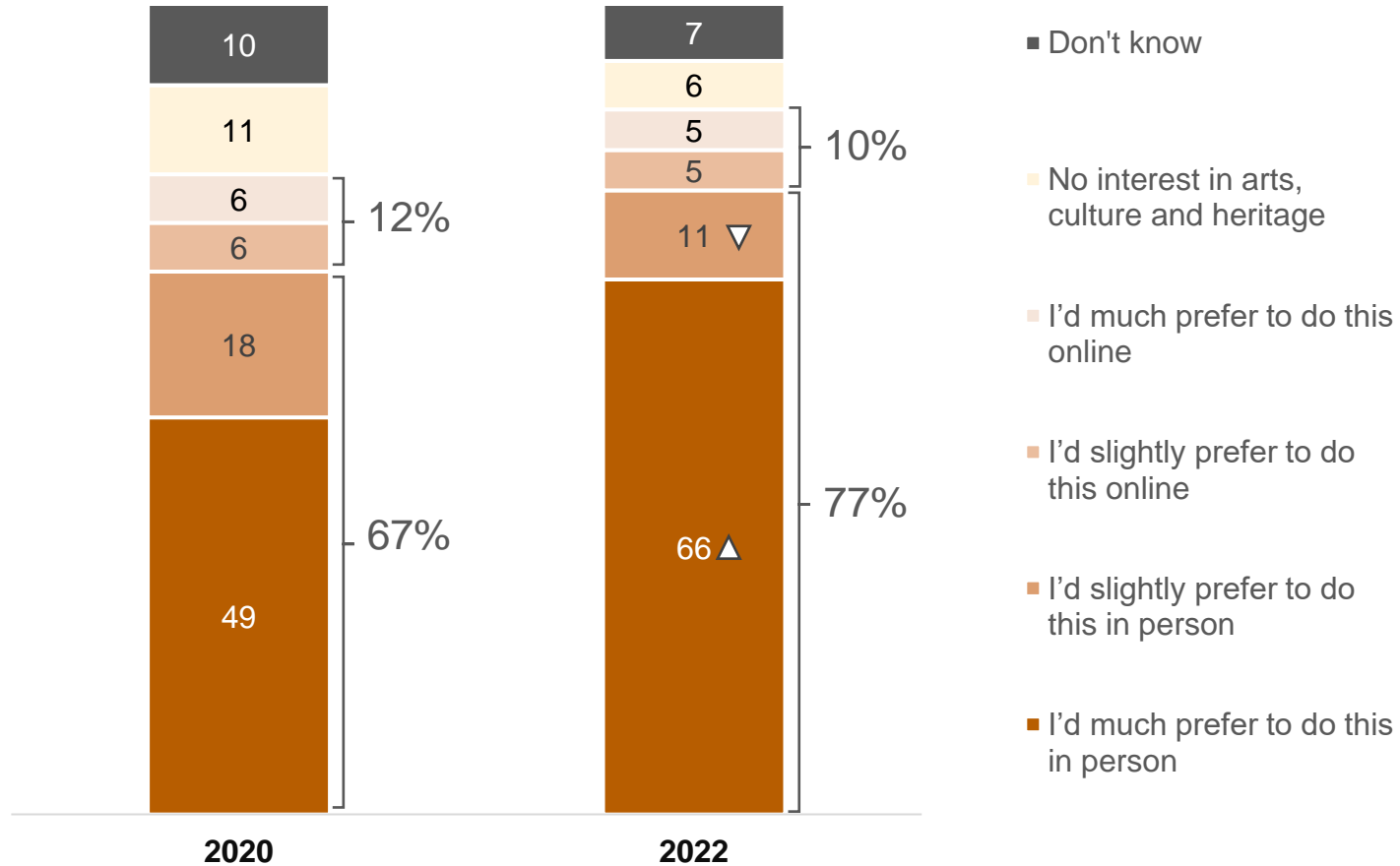
Manatū
Taonga

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In-person and online engagement

Preference for engaging in arts, culture and heritage in person has deepened, with more people saying they would **much prefer** to participate in person. Interestingly, those who have already had COVID-19 are more likely to show a preference for an in person experience; they may feel a sense of immunity and just want to “get on with life”, alternatively, because they enjoy in person events they may be more likely to have already contracted COVID. The proportion who prefer online has not shifted.

Engagement preferences %



Demographic differences

Preference for in person is higher among:

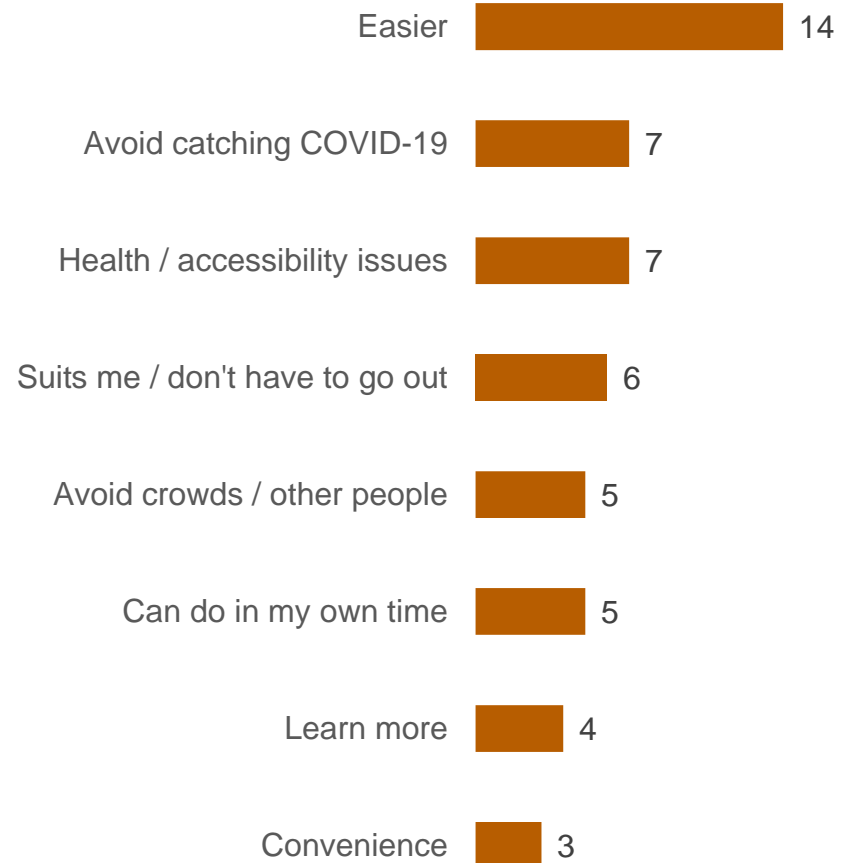
- Māori (87%)
- Pacific peoples (83%)
- Had a moderate / severe case of COVID-19 (82%)
- Women (81%).

Preference for online is higher among:

- Those who sometimes go without the essentials to get by (21%)
- Those who are at least fairly concerned about catching COVID-19 at an event (13%)
- Men (13%)
- Asian New Zealanders (13%) .

Those who prefer to experience arts, culture and heritage online most commonly say it's because it's easier and they want to avoid catching COVID-19. It also often better suits those with health and accessibility issues.

Reasons to experience online %



What people said

"Can connect to wide group and no fear of COVID."

Male, 60-69, Asian New Zealander, Auckland West

"It's in the comfort of my home, and if my baby is home I don't need to find a babysitter. I can enjoy also if people ask questions I can learn."

Female, 40-49, Pacific Peoples, Otago / Southland

"Mainly because I have difficulty getting around. When I was younger I would love to go, but a car accident and arthritis have left me with mobility problems, which are getting worse with age."

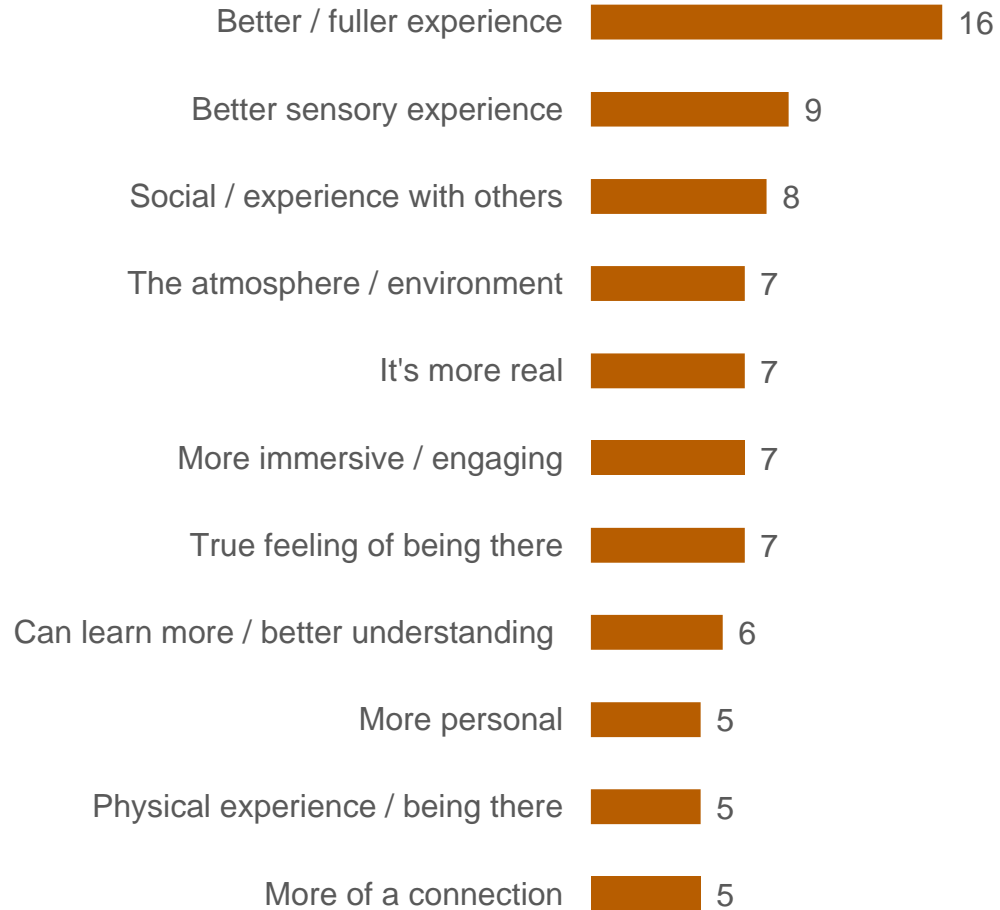
Male, 70+, Wellington

"Doing this online would be best for my schedule and allow me to understand better."

Female, 18-29, NZ European, Auckland Central

Those who prefer to experience the arts, culture and heritage in person say it offers a fuller experience, both from a sensory and social perspective.

Reasons to experience in person %



What people said

“Why not! We have been restricted far to long. The best one to experience anything is in person not from a screen.”

Female, 40-49, NZ European, Northland

“To get the real feeling in the presence of whānau and friends. To be able to participate physically in the proceedings and catch up with whānau I might not have seen for awhile.”

Male, 70-79, Māori, Waikato

“It just has a different personal and emotional attachment when it’s done in person.”

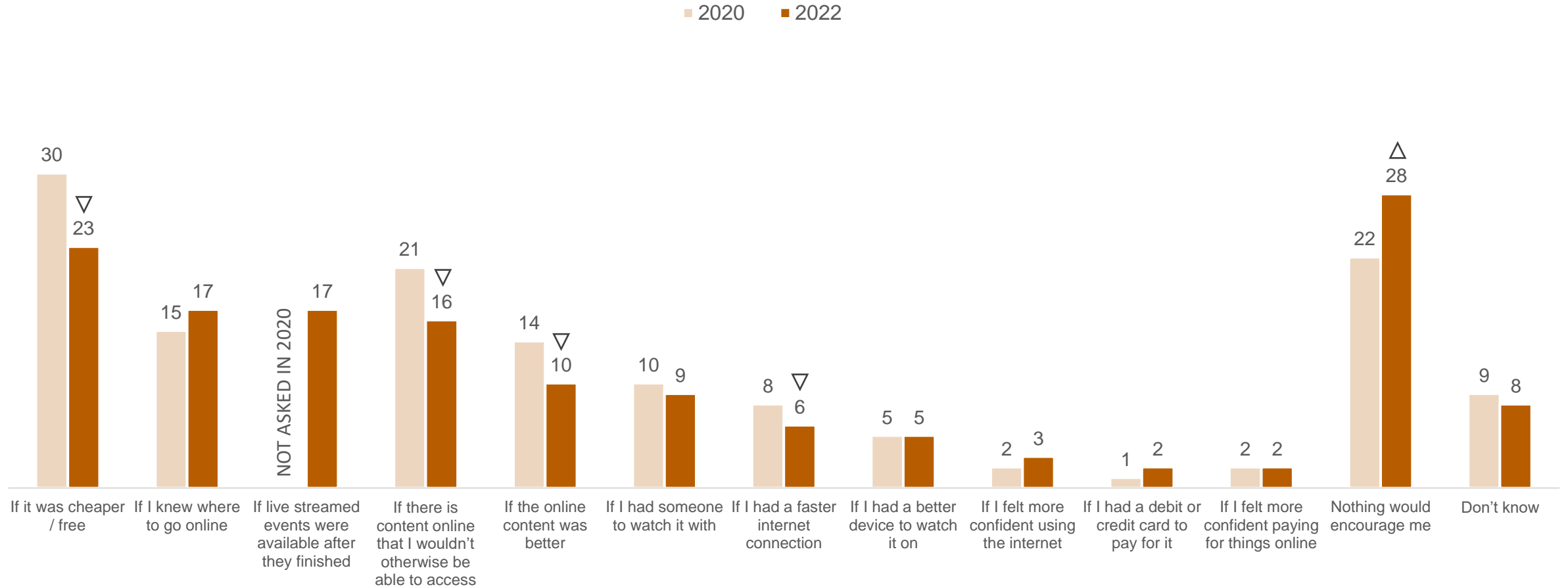
Female, 30-39, Asian New Zealander, Taranaki / Manawatū

“It’s as much as about location and the space in and around that often can’t be seen or experienced on line. Quite often it is simple connections that need to be seen as a whole to make better sense of them. For example buildings and spaces in context makes them easier to understand, the light the air the views.”

Male, 50-59, NZ European / Māori, Tasman / Nelson / Marlborough / West Coast

We asked the 88% of people who would prefer to take part in arts, culture and heritage in person, what would encourage them to participate online. Overall, New Zealanders appear less open-minded about participating online compared to two years ago, with 28% saying nothing would encourage them to do so. While still the top suggestion, fewer people indicated making online content cheaper or free would entice them.

What would encourage online participation? %

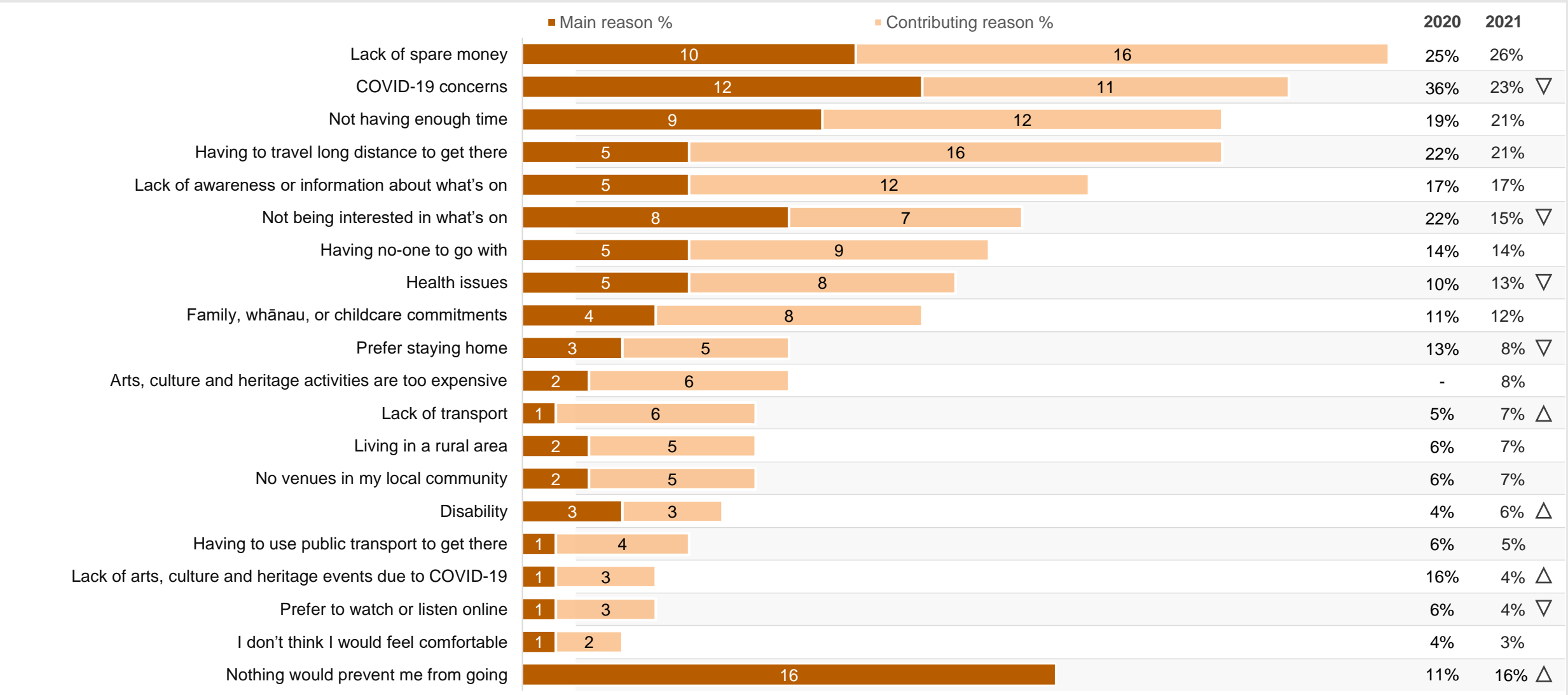


Base: Respondents who prefer to experience arts, culture and heritage in person (2020 n=1,007; 2022 n=1,296)

Source: D1a. What would encourage you to take part in the arts, culture and heritage online?

△▽ Significantly higher / lower than 2020

We asked people what would prevent them from going to a public event in person. In 2020, COVID-19 presented the biggest barrier, however, concern has declined significantly this wave, and lack of spare money is now the top barrier. Not having enough time, and having to travel a long way are also barriers for 21% of people.



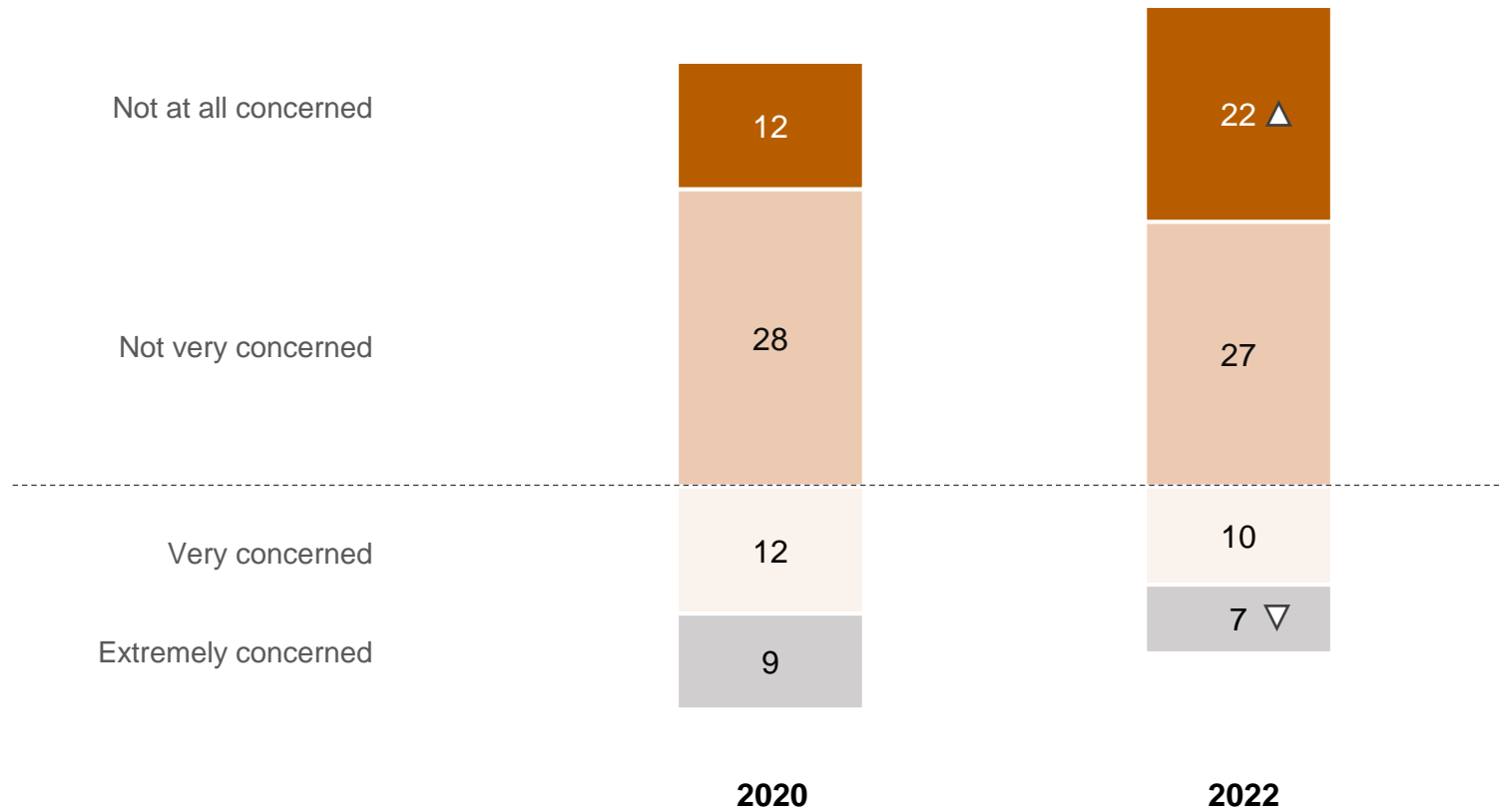
Note: 4% gave a don't know response | Base: All respondents, excluding those with no interest in arts, culture and heritage (n=1,560)

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. | D3. What is the main reason why you wouldn't go to a public venue in person?

△▽ Significantly higher / lower than 2020

In keeping with the finding that COVID is less of a barrier to in person attendance in 2022, more people say they are not particularly concerned about catching COVID-19 while visiting a public place, with 22% going as far as saying they are not at all concerned. The elderly and our disabled community are more likely than average to have higher levels of concern about catching COVID-19.

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



Differences by age

18-29 year olds are less likely than average to be very or extremely concerned about COVID-19 (12% vs. 17%), and those aged 70 plus are more likely to be very / extremely concerned (26%).

Differences by disability

People who identify as having a disability are more likely to be very or extremely concerned about catching COVID-19 compared to those who do not (27% vs. 15%).



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Appendices

Sample profile

	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
Total	100%	1,622	2.4%

Gender	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
Men	45%	724	3.6%
Women	55%	894	3.3%
Gender diverse	0.2%	4	-

Ethnicity	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
NZ European	57%	899	3.3%
Māori	27%	422	4.8%
Pacific peoples	17%	271	6.0%
Asian peoples	28%	435	4.7%

Age	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
18 to 29	18%	295	5.7%
30 to 39	16%	261	6.1%
40 to 49	19%	309	5.6%
50 to 59	18%	290	5.8%
60 to 69	16%	252	6.2%
70 plus	13%	215	6.7%

Location	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
Northland	4%	58	12.9%
Auckland	35%	573	4.1%
Waikato	9%	139	8.3%
Bay of Plenty	6%	93	10.2%
Gisborne / Hawke's Bay	5%	87	10.5%
Taranaki	2%	28	18.5%
Manawatu-Wanganui	5%	79	11.0%
Wellington	11%	180	7.3%
Tasman / Nelson / Marlborough / West Coast	4%	60	12.7%
Canterbury	8%	125	8.8%
Otago	6%	104	9.6%
Southland	5%	77	11.2%

Location size	Percentages (unweighted)	Counts (unweighted)	Maximum margin of error
Big city	55%	895	3.3%
Provincial city or town	21%	338	5.3%
Small town	16%	254	6.1%
Rural area or farm	8%	135	8.4%

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 1,622.



For further information please contact:

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