

Public Art People's Panel Survey

Results Summary
November 2023



Survey Methodology



Methodology

people's panel

- The People's Panel** is Auckland Council's online survey panel, it has over **70,000** members who have opted-in via:
- recruitment questions in other council surveys and consultations (like our Customer Experience Monitor (CEM) or our Annual Budget consultations)
 - digital recruitment campaigns on social media targeted at underrepresented groups e.g. youth, Pasifika, and
 - a sign-up form on our webpage

Survey invites
were emailed to
a **sample of**
12,999
members*

8% (n=977)
finished the
survey

Responses
received:
3 - 9 Nov
2023

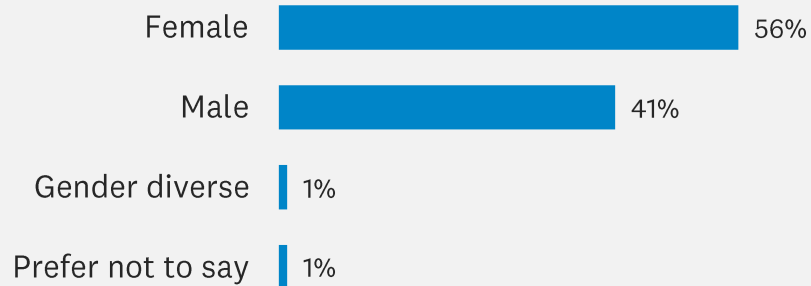


Sample Profile

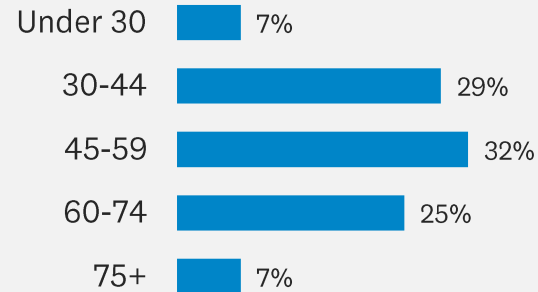
The survey sample was skewed towards Aucklanders who are female, older (those aged 30+), and European.



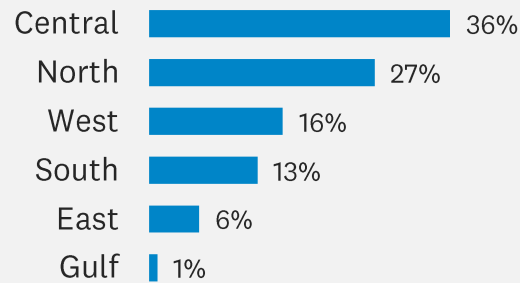
Gender



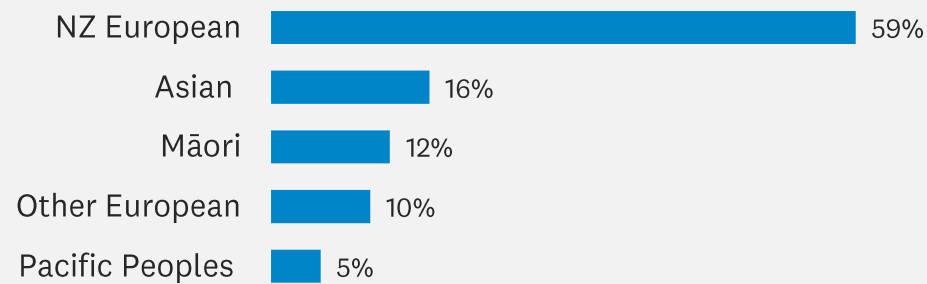
Age



Area



Ethnicity



In this report, we look at results at an **overall level**, as well as by the following **key demographic groups**:

- **Gender** (male, female)
- **Age group** (under 30, 30-39, 40-49, 50-59, 60-69, 70+)
- **Ethnicity** (NZ European, Māori, Asian, Pasifika, Other European)
- **Household (HH) types** (young households e.g. young single / couple / flatting, HH with school kids, etc.)
- **Local Boards** (excluding Aotea Great Barrier and Waiheke, due to small sample sizes)



Results summary



SUMMARY



Respondents see more public art than they think they do:

- Before introducing public art, 64% said they most often see art ‘in public spaces’, followed by 47% ‘in a gallery’.
- At the end of the survey, when asked about the last 3 months, 70% said they had seen a public art, only 38% said they had been to a gallery

Salience of public art and the types of public art

- 53% of respondents report seeing public art in the last week
- ‘Light art’ (76%), ‘standalone’ artworks (73%), and ‘interactive’ artworks (64%) are the most common types of public art seen by respondents. Only 49% have seen ‘integrated’ public artworks, and 17% ‘travelling’ public artworks

Favourite types of public art

- ‘Light art’, and ‘integrated’, ‘interactive’, and ‘standalone’ artworks all enjoy very similar favor ratings (57%-53%)
- 30% say ‘travelling’ public art is a favourite, almost twice as many of those who have actually seen it in Auckland (17%)

Reasons for liking types of public art

- ‘Light art’ is most liked for the beautifying effect the illumination has on our region at nighttime
- ‘Standalone’ artworks are most liked for their ability to define a place and provide a landmark
- ‘Interactive’ artworks are most liked for the play and fun that they encourage, especially among children
- ‘Integrated’ artworks are most liked for how they enhance the everyday including our daily travels
- ‘Travelling’ artworks are most liked for their fun and novelty, and the increased opportunity for the public to see them

Attitudes towards public art are very positive

- Almost everyone agrees that they enjoy seeing public artworks around Auckland (79%)
- 76% agree that public art adds to the vibrancy of the Auckland region
- 74% agree that public art in Auckland ‘transforms public places’ and is ‘unique and distinctive’
- Over half agree that public art ‘builds cultural / social connection’ (59%) and ‘celebrates and expresses Te Ao Māori’ (57%)
- Very few agree that Auckland’s public art is ‘not relevant’ to them (8%), or that Auckland has too much public art (5%)

SUMMARY

Adding more value to public art in Auckland

- People are most interested in a map of key pieces of public art (70%) and website of public art (67%). This presents a good opportunity to promote www.aucklandpublicart.com
- Two-thirds (66%) would like to see more plaques or labels on public art

One third (33%) of respondents are satisfied with local public art

- Those who are 'satisfied' tend to mention how much they appreciate and enjoy their local public art, but also that there could be more public art in their area and across Auckland
- Those who are 'neutral' or dissatisfied tend to mention that there is 'no' or 'very little' public art in their local area or that they would like 'more' public art in their local area. They also mention that they live in the suburbs or in poorer areas that have less public art than more central or richer areas.

Differences by area

In general, those from central and western local boards (excluding Henderson-Massey) are more likely to:

- Have seen public art in passing
- Visited an art gallery
- Agree with positive statements about public art, and
- Be satisfied with their local public art

Introducing public art to respondents



In the survey we first introduced public art as below:



*“Below are **some examples** of public art in Auckland”*

Public art is “artistic works or activities created by artists and experienced by the public in our **public spaces** e.g. town centres, parks and reserves, or as part of the design of bridges or transport stations.”



We also talked about five types of public art:



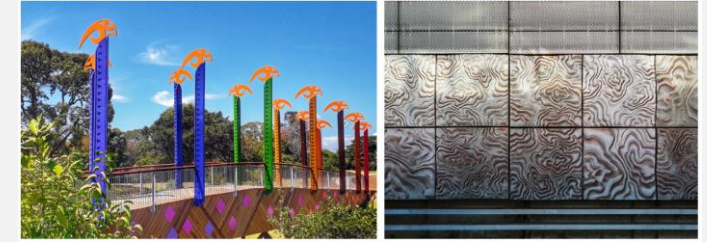
Travelling public artworks

e.g. *Rainbow Machine*. This artwork makes rainbows when the sun is out, and moves around the region during summer



Standalone public artworks

e.g. *Waharoa* in Aotea square or *Kaitiaki* in Auckland Domain



Integrated public artworks

e.g. *Ōtara Creek Pedestrian Bridge* or the *New Lynn Rail Corridor* (integrated art works are part of public buildings and infrastructure)



Interactive public artworks

e.g. *Sounds of Sea* at Wynyard Quarter (that allows people to speak to each other) or *Soapbox* in Takapuna (a speaking platform which can be observed, stood on or sat upon)



Light art

e.g. *Te Ara I Whiti – The Lightpath* a cycle way in central Auckland or *I Love You / Aroha atu – Aroha mai* in Manukau



Where respondents see art

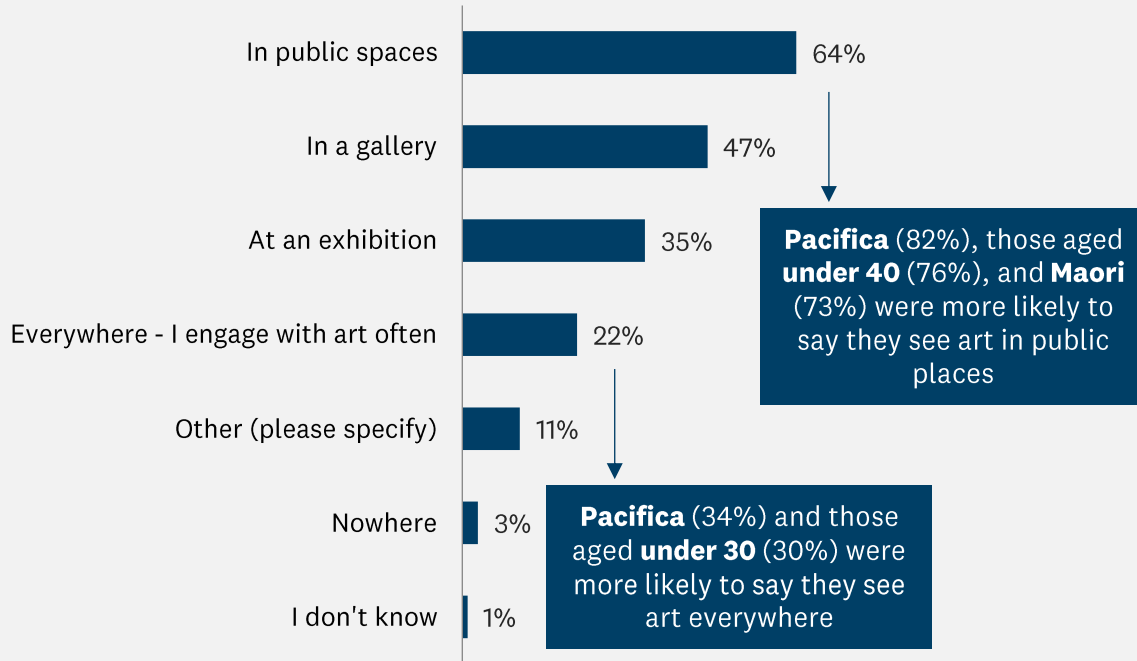


Respondents see public art more often than they think

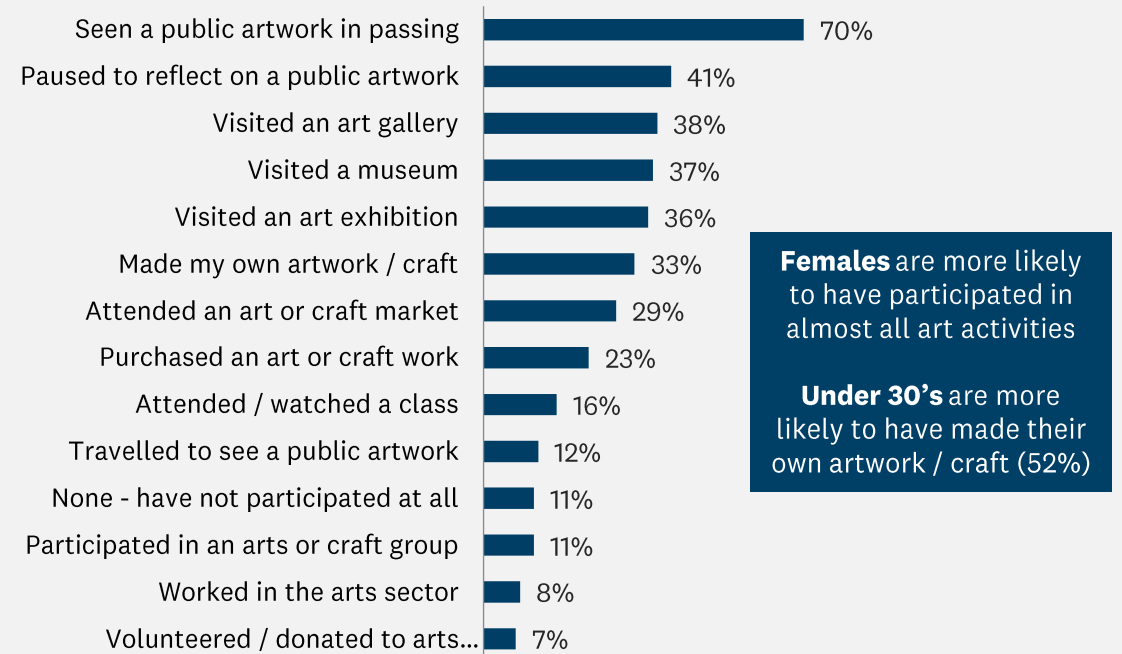
Before the introduction of public art, two thirds said they most often see art ‘in public spaces’ (64%), followed by almost half ‘in a gallery’ (47%). At the end of the survey, 70% of respondents reported seeing a public artwork in passing in the last 3 months, while only 38% said they had seen it in a gallery. The perception of seeing art most often in a gallery is higher than in reality.



Where do you most often see art? [Asked **before introducing** public art]



Art activities participated in, in last 3 months: [Asked **after introducing** public art]



BASE: All respondents (n=977)

Q: Where do you most often see art?

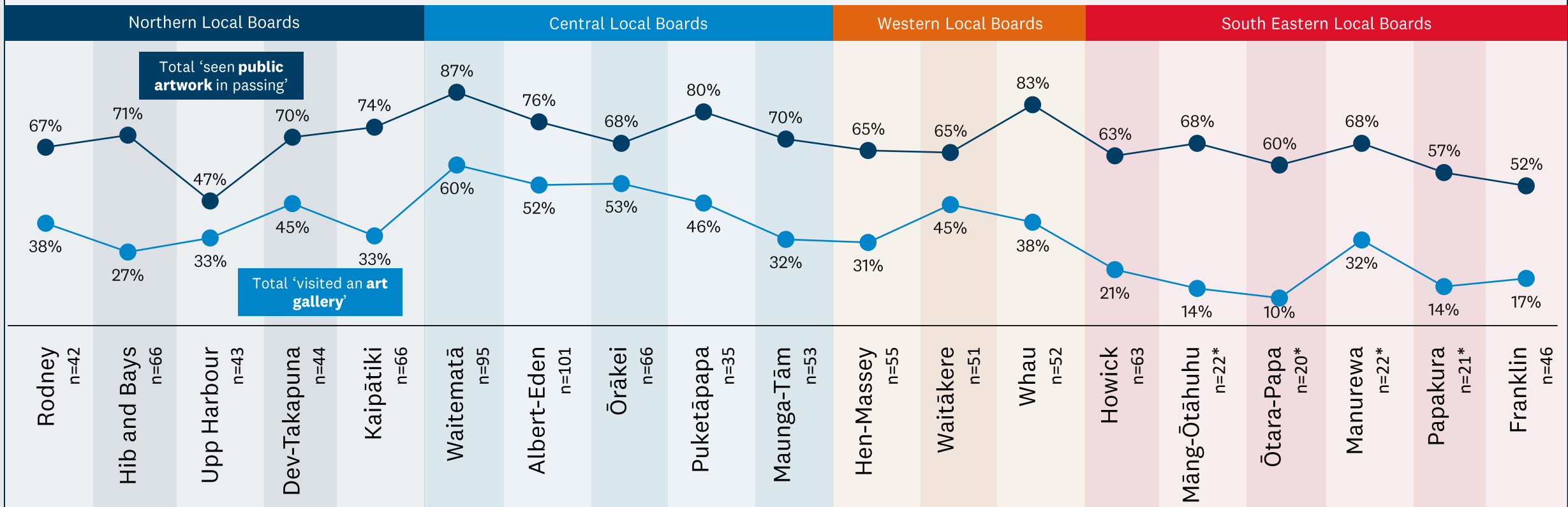
Q: Now we would like to ask about art in general. In the last 3 months, what art related activities have you participated in? Please select all that apply.

Those in Waitemata are most likely to have seen public art

In the last 3 months, respondents living in Waitemata and Whau are most likely to have seen public art in passing (87% and 83%, respectively). Those in Upper Harbour have relatively low levels of both seeing public artworks in passing *and* of visiting a gallery. Respondents living in 4 of our 5 southern local boards are *least likely* to have been to an art gallery (10%-17%).



Participated in **art activity** in last 3 months:



*Caution low sample size

BASE: All respondents (n=977)

Q: Now we would like to ask about art in general. In the last 3 months, what art related activities have you participated in? Please select all that apply.



Public art salience and preferences



We asked about five different types of public art:



Travelling public artworks

e.g. *Rainbow Machine*. This artwork makes rainbows when the sun is out, and moves around the region during summer



Standalone public artworks

e.g. *Waharoa* in Aotea square or *Kaitiaki* in Auckland Domain



Integrated public artworks

e.g. *Ōtara Creek Pedestrian Bridge* or the *New Lynn Rail Corridor* (integrated art works are part of public buildings and infrastructure)



Interactive public artworks

e.g. *Sounds of Sea* at Wynyard Quarter (that allows people to speak to each other) or *Soapbox* in Takapuna (a speaking platform which can be observed, stood on or sat upon)



Light art

e.g. *Te Ara I Whiti – The Lightpath* a cycle way in central Auckland or *I Love You / Aroha atu – Aroha mai* in Manukau

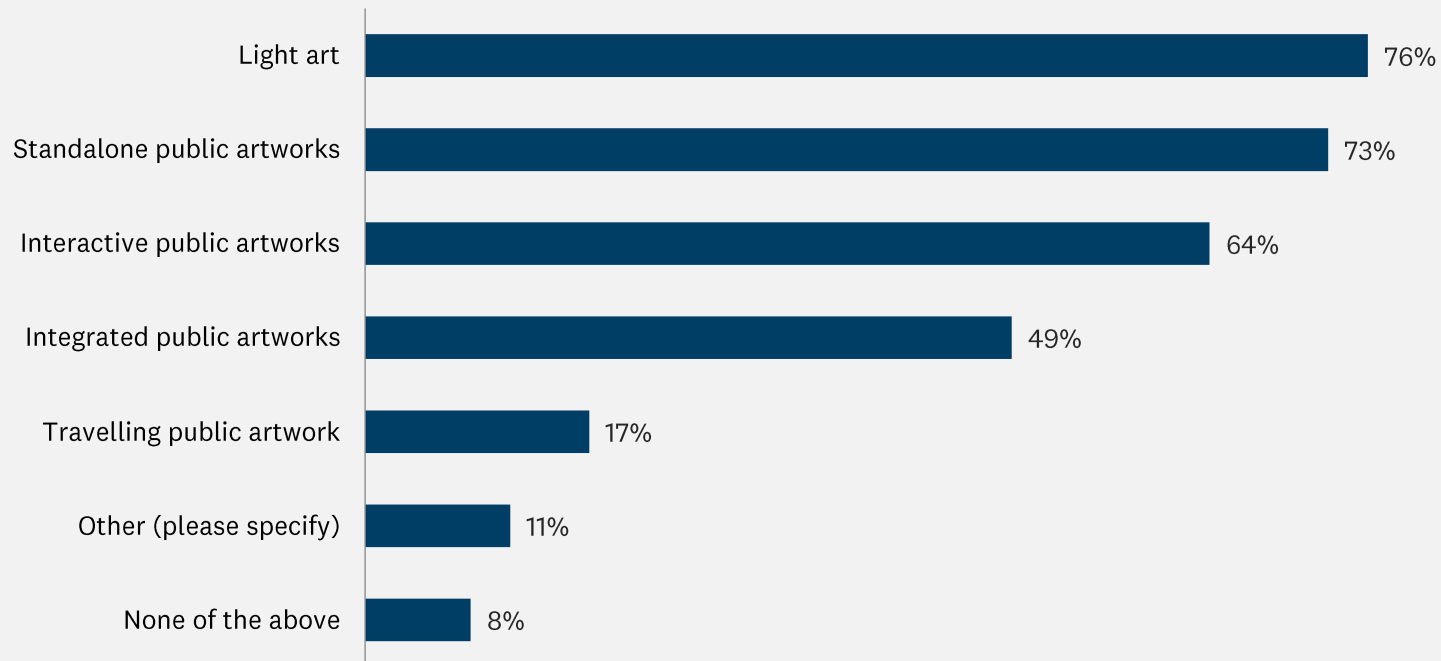


Light art is the most salient type of public art

Around three quarters of people recall seeing 'light art' (76%) and 'standalone' public artworks (73%) in Auckland. 'Interactive' public artworks have been seen by 64% of respondents, and just under half (49%) have seen 'integrated' public artworks. 'Travelling' public artworks are least commonly seen, with only 17% of respondents reporting they have seen it.



Types of public art seen:



Females are more likely to see most types of public art (except integrated public art)

Those under 30 are more likely to see integrated and interactive public art, and those aged **30-40** are more likely to see light art

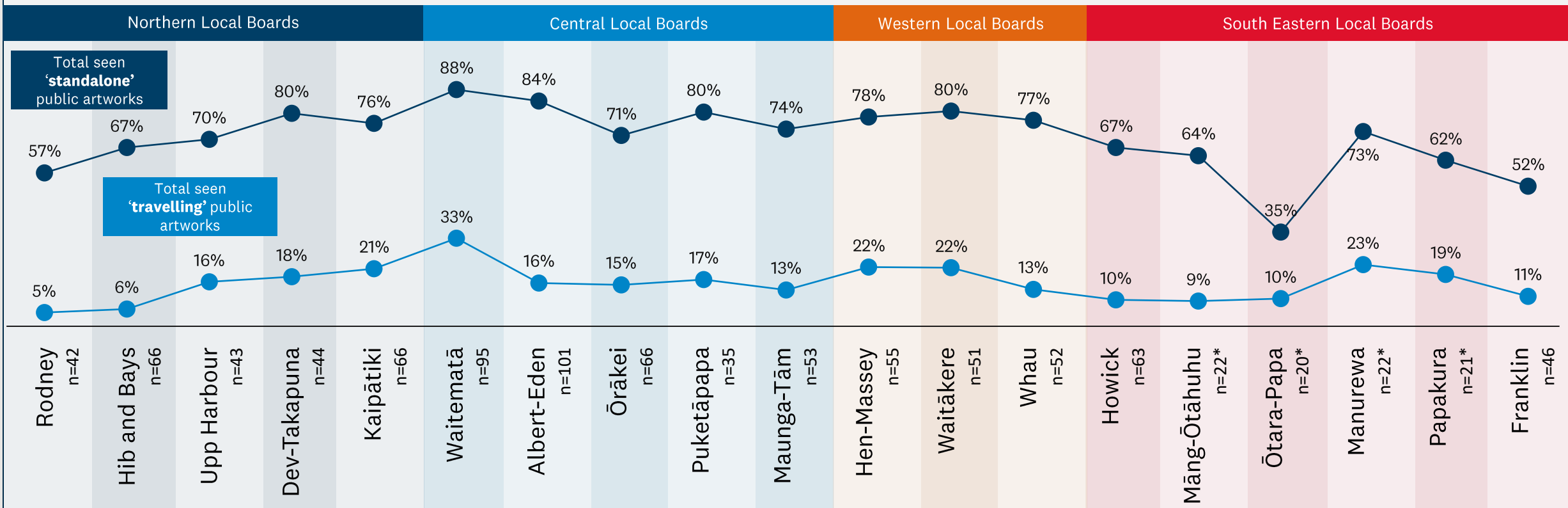


Seen 'standalone' and 'travelling' public art by board

Otara-Papatoetoe* respondents have the lowest levels of seeing standalone art in Auckland at 35%, this is less than half of the regions average (73%). Waitemata residents report the highest sightings of both standalone (88%) and travelling (33%) public art.



Has seen **type of public art** in Auckland:



*Caution low sample size

BASE: All respondents (n=977)

Q: Which of the following types of public art have you seen around Auckland?

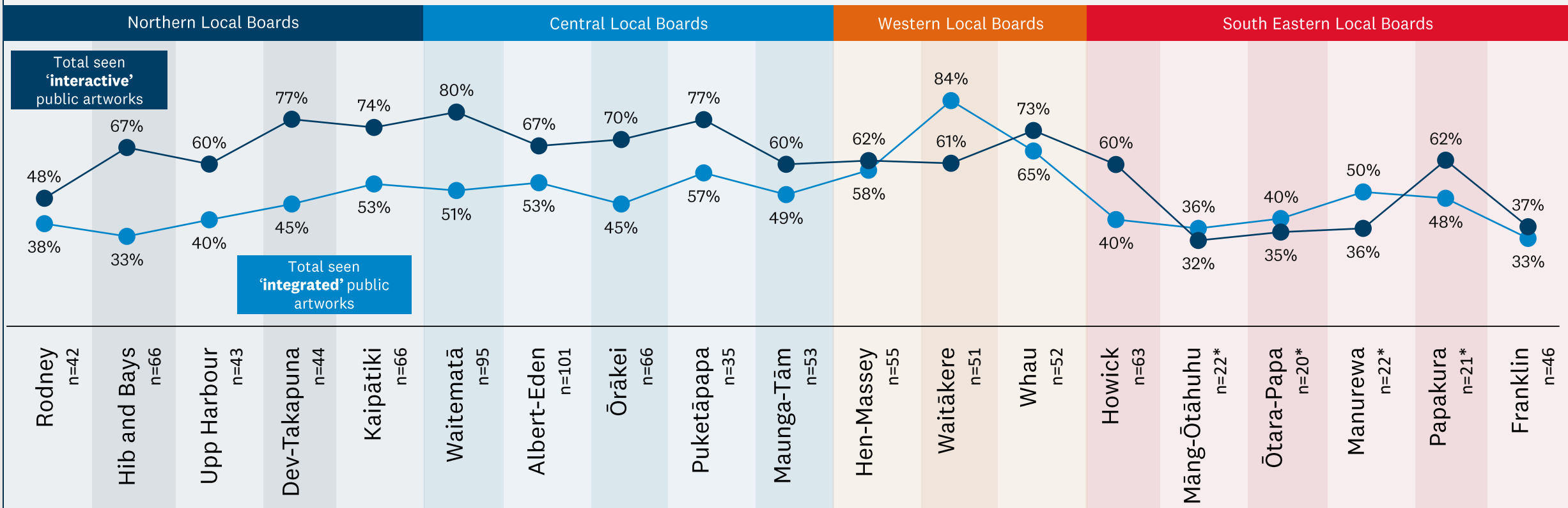


Seen 'interactive' and 'integrated' public art by board



Visibility of 'interactive' public art is steady across most northern, central and western local boards (apart from a low visibility rating for Rodney local board). There is a big drop off in visibility for southern local boards (excluding Papakura). Residents of western local boards have very high visibility of 'integrated' public art, especially in Waitakere where almost all residents have seen it (84%).

Has seen **type of public art** in Auckland:



*Caution low sample size

BASE: All respondents (n=977)

Q: Which of the following types of public art have you seen around Auckland?

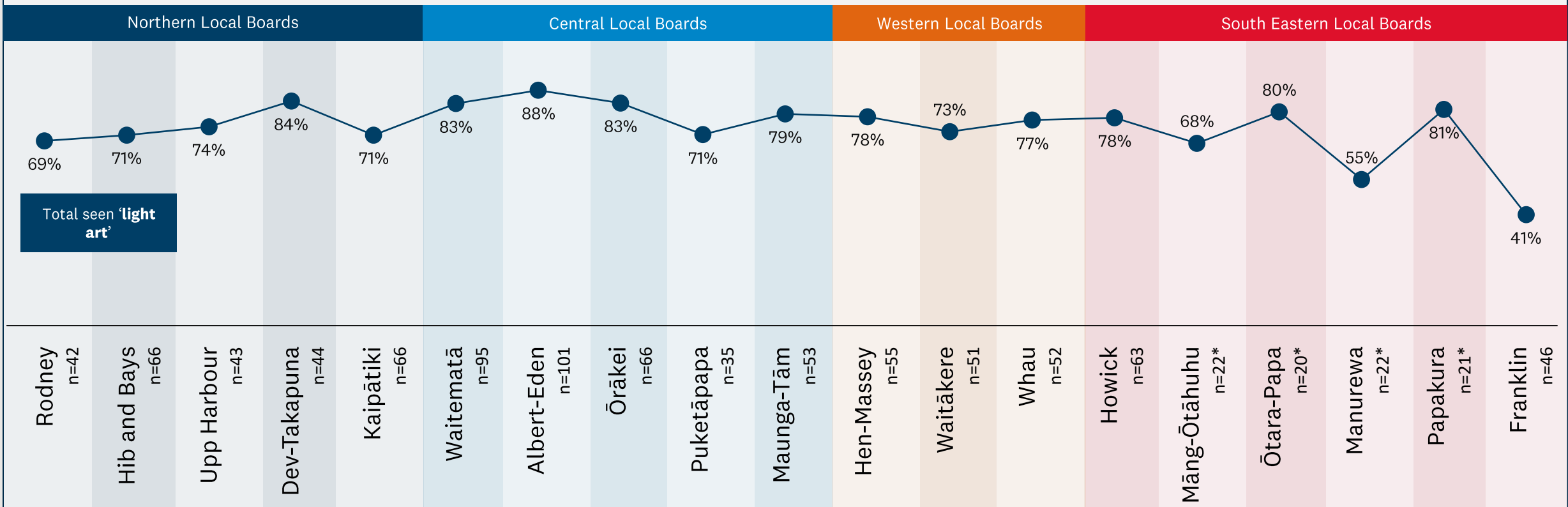


Seen 'light art' by board

There is steady visibility of interactive public art seen across the regions, excluding Franklin (41%) and Manurewa (55%) which have much lower reports.



Has seen **type of public art** in Auckland:



*Caution low sample size

BASE: All respondents (n=977)

Q: Which of the following types of public art have you seen around Auckland?

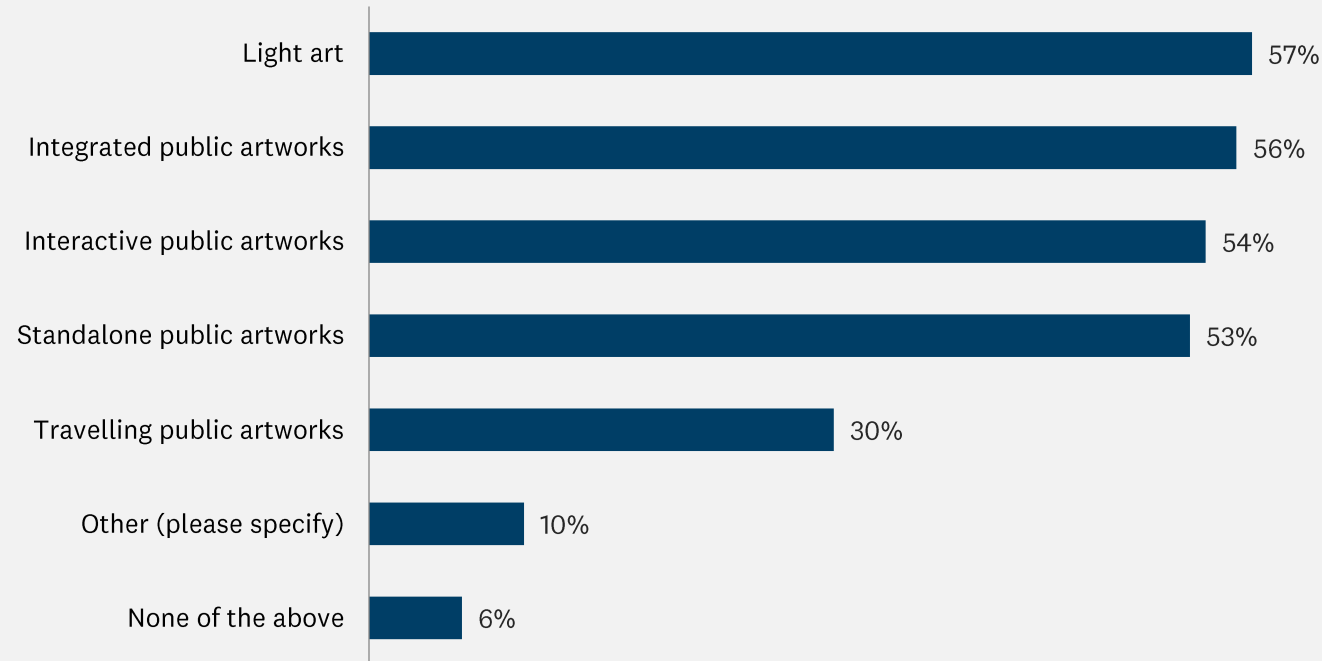


Light art is the favourite type of art, just!

The top four favourite types of public art enjoy very similar ratings (53-57%). While reports of seeing ‘travelling public artwork’ in Auckland are low (17%), almost double that (30%) say it is a favourite type of public art. A similar phenomenon is seen for integrated public artworks (only 49% have seen it in Auckland but 56% say it is a favourite type).



Favourite type of public art:



Females are more likely to say each type of public art is their favourite

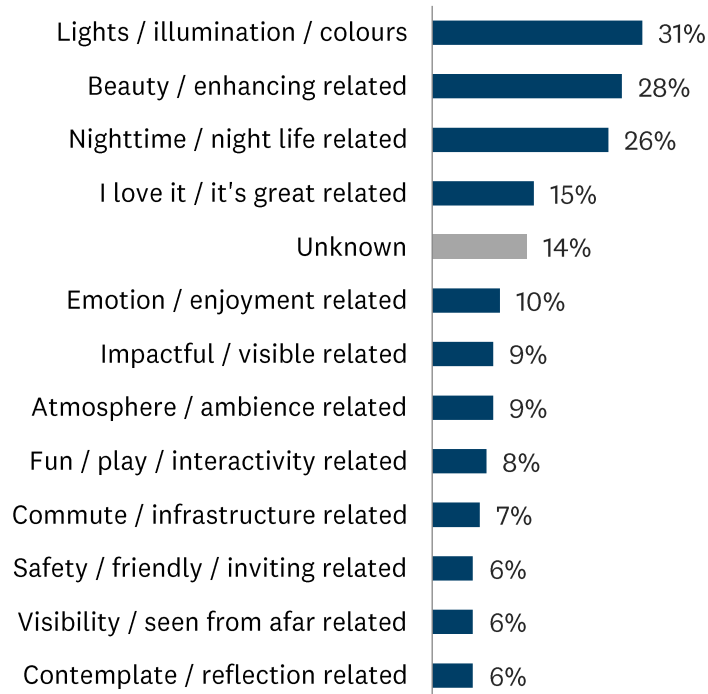


Light art: why are these your favourite?

People like light art for the beautifying effect that the illumination has on our region at nighttime. They also like the excitement and atmosphere it creates for Auckland's nightlife, and that it can be appreciated from afar.



Reasons why **light art** is a favourite:



"They can be seen 24/7"
"I love seeing the lights in the darkness of night"
"Beautiful and visible at night"
"Makes the city safer at night"
"Beautiful and exciting"
"I sometimes run along the lightpath and I love that it lights up"
"Night-time vibrancy"
"Being able to enjoy art at night is always fun"
"Makes things more lively"
"Had a lovely date end on the Lightpath once"
"They bring light and colour"
"They lift my spirits in the dark and make the place exciting"

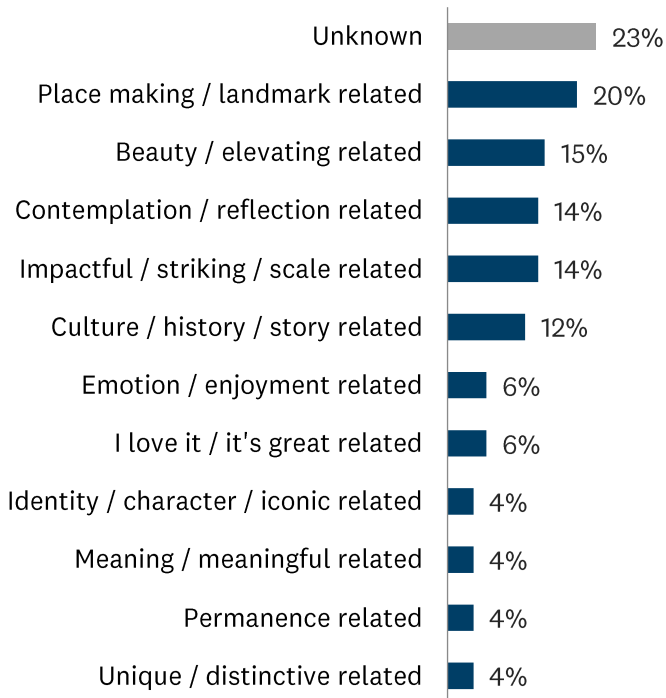


Standalone public art: why are these your favourite?

People like standalone art works for their ability to define a place and provide a landmark or a meeting point. They can also be quite striking, allowing for the beautification of an area and one's reflection on the artwork.



Reasons why **standalone public artworks** is a favourite:



“Standout art experiences”

“Reminds me that humanity is more than just work”

“They serve as markers / monuments”

“I particularly enjoy the art work that emphasises a Māori concept e.g. the new construction in Takapuna ‘Square’”

“Colourful and dramatic designs.”

“They are special”

“They're just beautiful to look at”

“Gives a space meaning”

“Stunning”

“A good landmark for meeting up”

“When well chosen and well-sited, these works enhance public spaces”

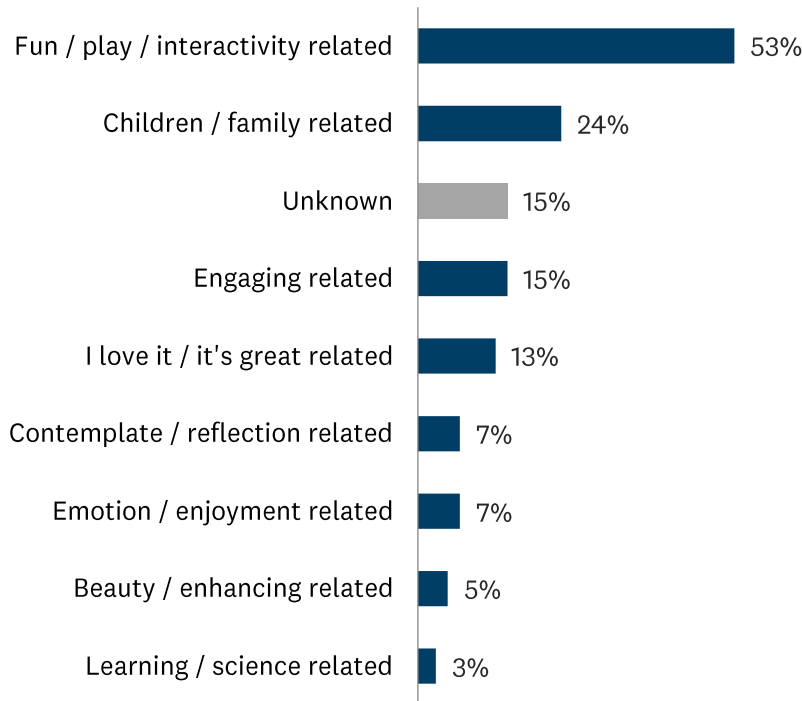


Interactive public art: why are these your favourite?

People like interactive public artworks for the play and fun that they encourage, especially among children.



Reasons why **interactive public artworks** is a favourite:



“Interactive”

“My daughter loves to play with them”

“Fun and accessible, especially for kids”

“They offer people the chance to engage”

“Love to be part of the art work”

“It shows that art can not only be seen and admired from afar, but can also be utilised in fun and functional ways”

“Great for the community”

“It’s functional for kids”

“Always appreciate audience activation”

“provides a bit of fun”

“Fun to experience”

“Something fun I get to play with, with mates”

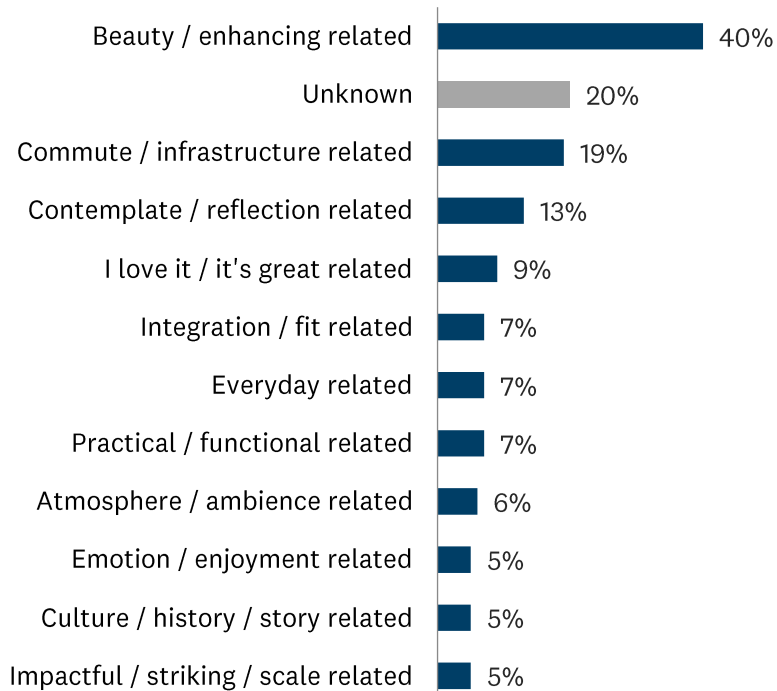


Integrated public art: why are these your favourite?

People like integrated public artworks for how it enhances the everyday: our travels, and the infrastructure of our region.



Reasons why **integrated public artworks** is a favourite:



“Creative, bright or calming”

“General beauty of our infrastructure and city”

“Makes everyday life more delightful”

“They beautify public space”

“Just to experience art in your daily life is great”

“There can be symbolism in them or they inspire the imagination”

“It shows that art is a part of our community, beautifying them and showcasing culture as well as creativity”

“Because they seamlessly fit into spaces we use everyday, thus are easy to appreciate and make a difference to our every day lives”

“They are part of the whole, not stand alone”

“Becomes part of the journey / a treat for the eyes as you pass”

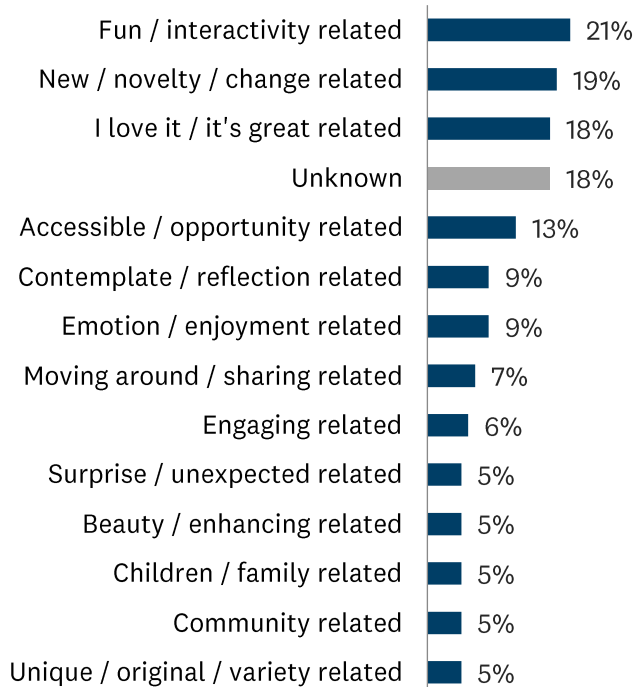


Travelling public art: why are these your favourite?

Travelling artworks are a favourite due to the fun and interactivity they can bring, and their novelty. People also mention their accessibility due to the increased opportunity for the public to see them.



Reasons why **travelling public artworks** is a favourite:



“Innovative”

“The works can be seen by a wide number of people”

“Modern design”

“Positive vibes and interactions”

“It intrigues me that the context can change for such a large piece”

“So great to have works that move around so more people can see them”

“It's a treat when something news pops up in an area and I most likely will engage (if not too crowded)”

“Almost like an attraction”

“The joy and surprise”

“Variety and shared across communities”

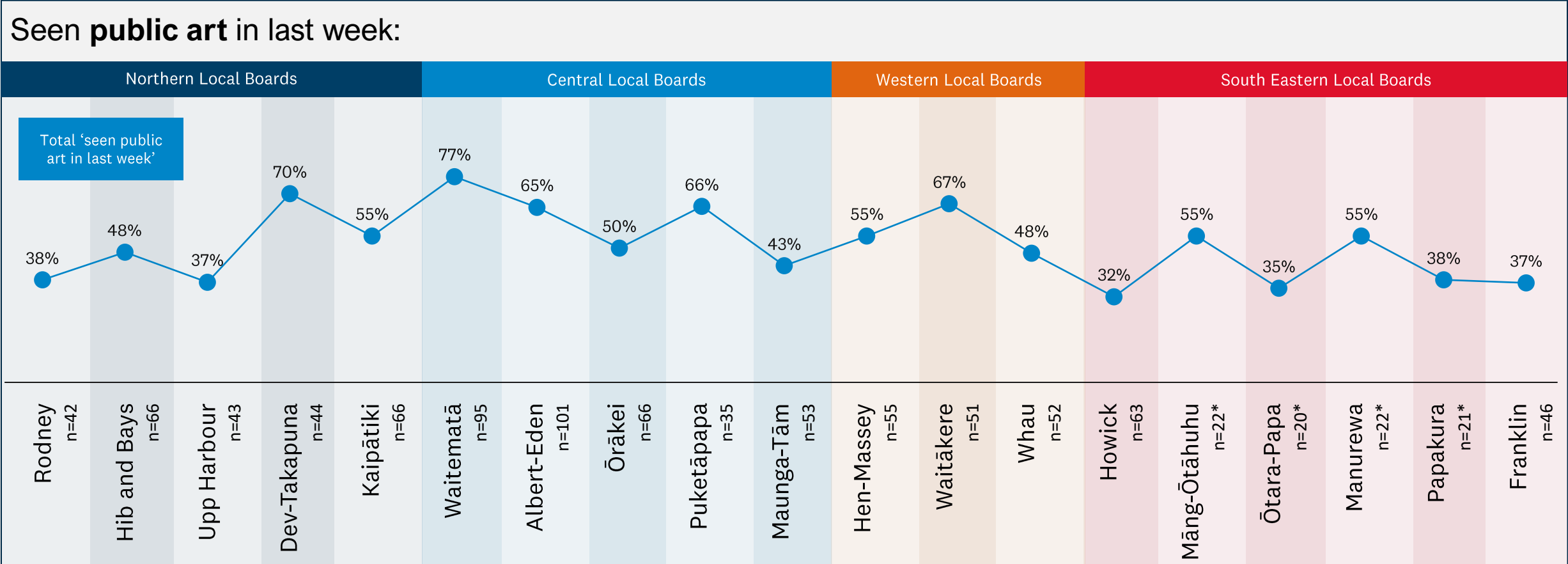


When public art was last seen



Region-wide, 53% have seen public art in the last week

Respondents from Waitemata (77%) and Devonport-Takapuna (70%) are most likely to have seen public art in the last week.



*Caution low sample size

BASE: All respondents (n=977)

Q: Approximately, when was the last time you saw any public artworks in Auckland?



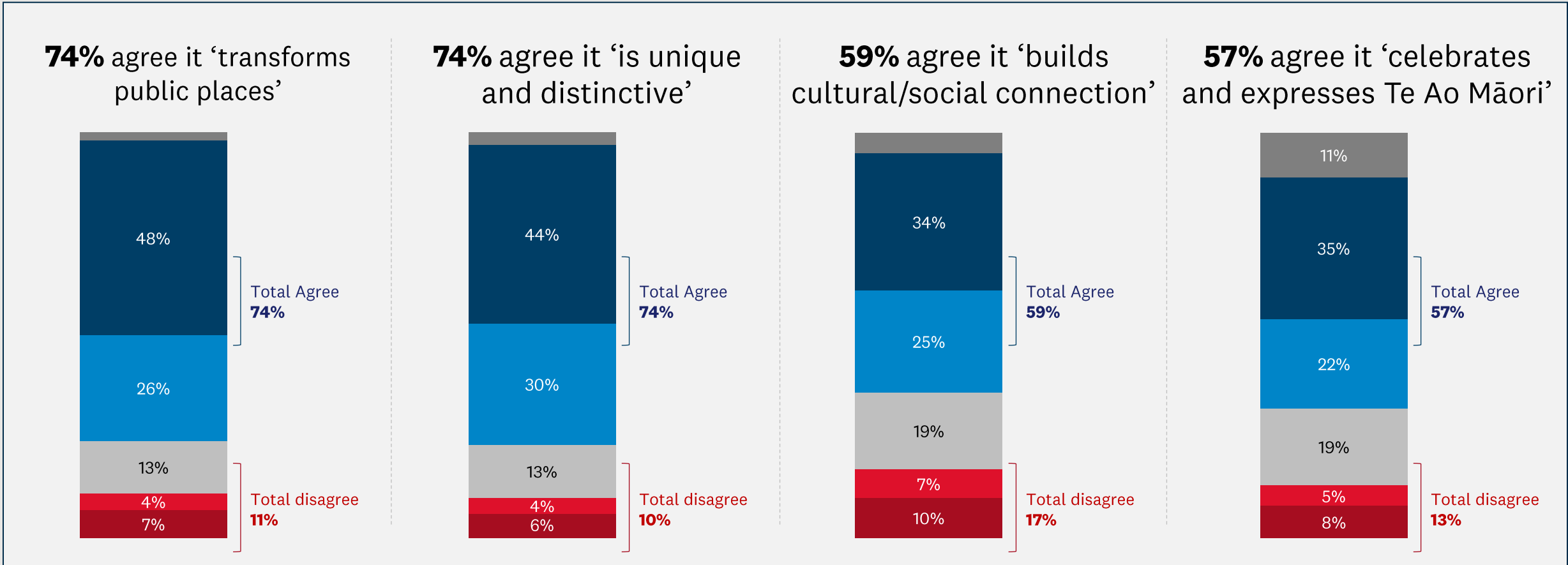
Attitudes towards public art



Agreement statements about Auckland's public art...



There was high agreement (74%) that public art in Auckland 'transforms public places' and is 'unique and distinctive'. Over half agree that public art 'builds cultural / social connection' (59%) and 'celebrates and expresses Te Ao Māori' (57%). Female respondents, were more like to agree with all statements (79%, 78%, 65%, and 62%, respectively)



BASE: All respondents (n=977)

Q: Based on your experience of public art in Tamaki Makaurau, how much do you agree with each of the following statements: In Auckland I have experienced public art which...

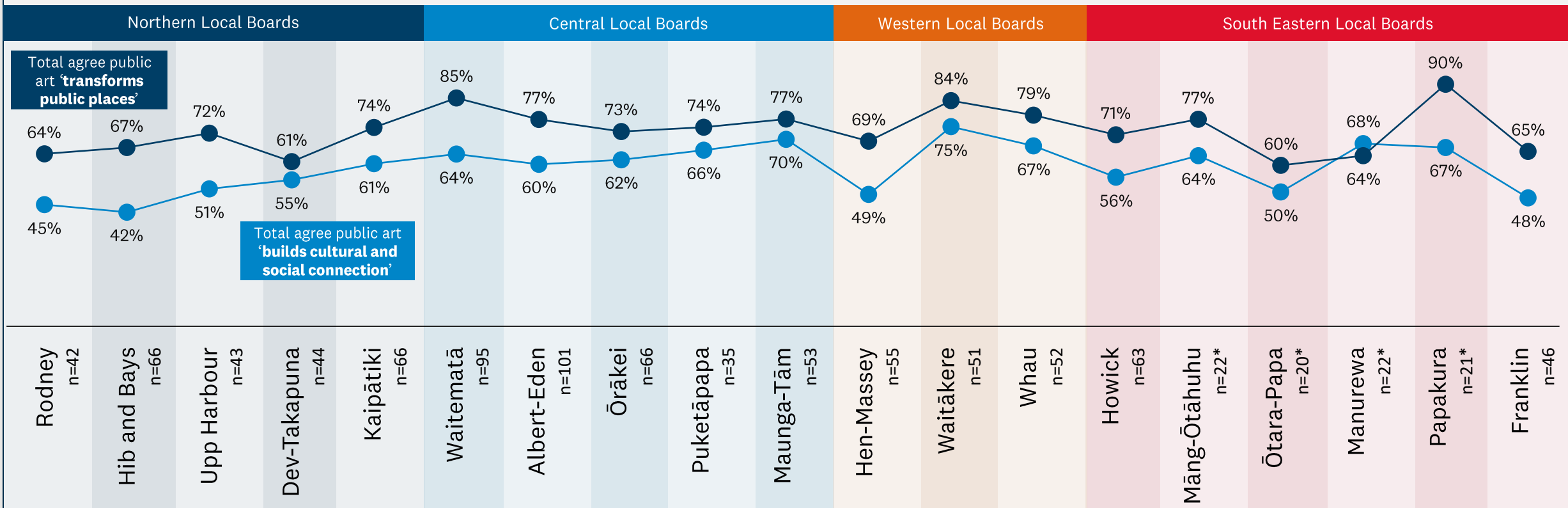


Agreement statements by local board

The local boards with the strongest agreement with public art ‘transforms public spaces’ are Papakura (90%), Waitemata (85%), and Waitakere (84%). Those in Waitakere (75%) and Maungakiekie-Tamaki (70%) are most likely to agree that public art ‘builds cultural and social connection’.



Total agreement with statements about public art:



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BASE: All respondents (n=977)

Q: Based on your experience of public art in Tamaki Makaurau, how much do you agree with each of the following statements: In Auckland I have experienced public art which...

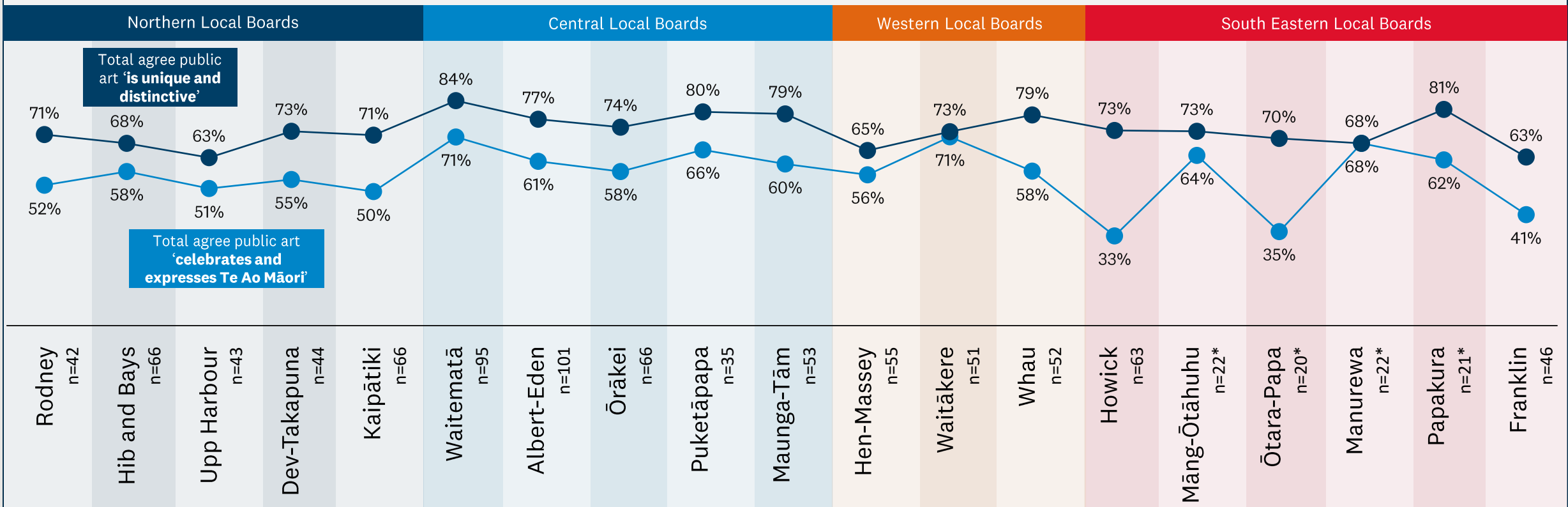


Agreement statements by local board

Agreement that public art is 'unique and distinctive' is high and fairly consistent across local boards. There is strong agreement that public art 'celebrates and expresses Te Ao Māori' in Waitemata (71%), Waitakere (71%), Manurewa (68%), and Mangere-Otahuhu (64%). Agreement with this statement is the lowest in Howick (33%), Otara-Papatoetoe (35%), Franklin (41%), and northern local boards (50%-58%).



Participated in **art activity** in last 3 months:



*Caution low sample size

BASE: All respondents (n=977)

Q: Based on your experience of public art in Tamaki Makaurau, how much do you agree with each of the following statements: In Auckland I have experienced public art which...



Agreement statements by local board:

Central and western local boards (excluding Henderson-Massey) are more likely to express positive sentiments about public art, while northern and southern local boards tend to be least positive, especially in Otara-Papatoetoe and Franklin.



Agreement statements about Auckland's public art:

	Northern Local Boards					Central Local Boards					Western Local Boards			South-Eastern Local Boards					
	Rodney	Hib and Bays	Upp Harbour	Dev-Takapuna	Kaipātiki	Waite-mata	Albert-Eden	Ōrākei	Puketa-papa	Maunga-Tām	Hen-Massey	Waitākere	Whau	Howick	Māng-Ōtāhuhu	Ōtara-Papa	Manurewa	Papakura	Franklin
Is unique and distinctive	71%	68%	63%	73%	71%	84%	77%	74%	80%	79%	65%	73%	79%	73%	73%	70%	68%	81%	63%
Celebrates and expresses Te Ao Māori	52%	58%	51%	55%	50%	71%	61%	58%	66%	60%	56%	71%	58%	33%	64%	35%	68%	62%	41%
Transforms Auckland's public places	64%	67%	72%	61%	74%	85%	77%	73%	74%	77%	69%	84%	79%	71%	77%	60%	64%	90%	65%
Helps to build cultural and social connection	45%	42%	51%	55%	61%	64%	60%	62%	66%	70%	49%	75%	67%	56%	64%	50%	68%	67%	48%
Total Count (Answering)	42	66	43	44	66	95	101	66	35	53	55	51	52	63	22*	20*	22*	21*	46

*Caution low sample size

BASE: All respondents (n=977)

Q: Based on your experience of public art in Tamaki Makaurau, how much do you agree with each of the following statements: In Auckland I have experienced public art which...

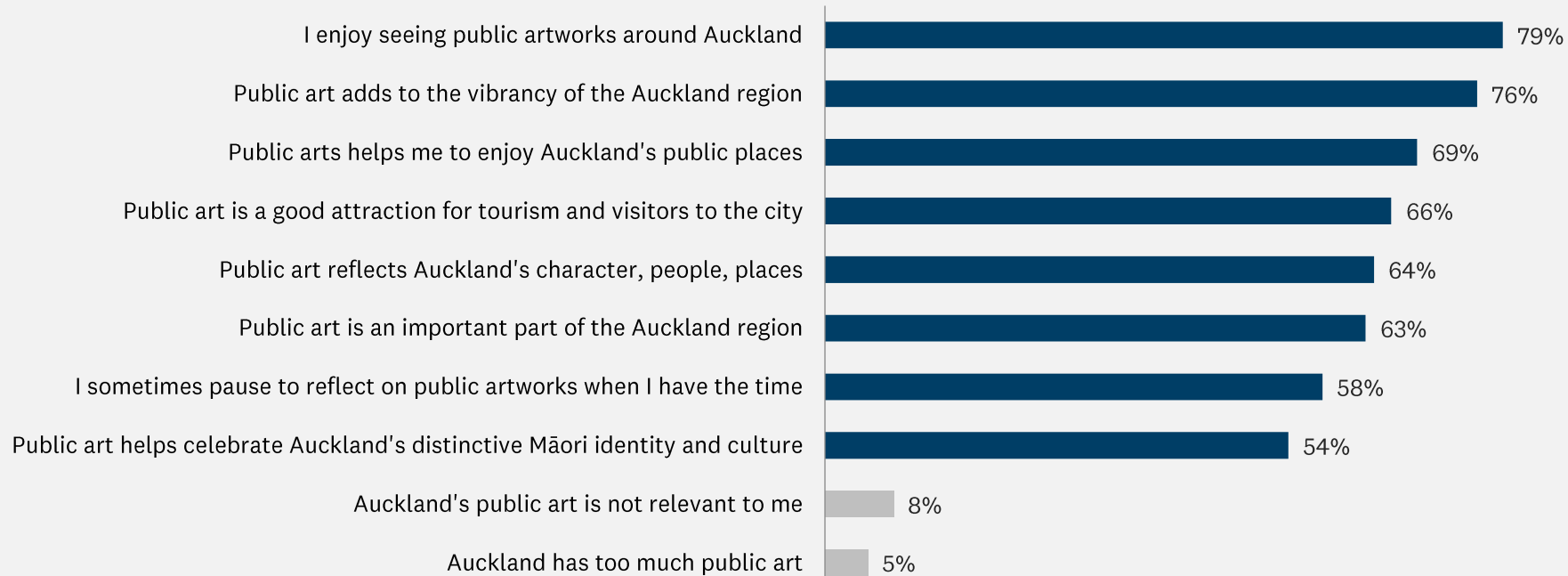


Other agreement statements about Auckland's public art:

Respondents most agree that they 'enjoy seeing public artworks' around Auckland (79%) and that it makes the region more 'vibrant' (76%). Very few respondents agree that public art is 'not relevant' to them (8%) or that Auckland has 'too much public art' (5%). Females are more likely to agree with all positive statements about public art.



Agreement statements about Auckland's public art:



Younger Aucklanders are more likely to agree that:

- 'I enjoy seeing public artworks around Auckland' (92% under 30, and 86% 30-40)
- 'Public arts helps me to enjoy public places' (83% under 30)
- 'Public art helps celebrate Auckland's distinctive Māori identity and culture' (70% under 30, and 64% 30-40)

Pacific respondents are more likely to agree they pause to reflect on public artworks when I have the time (80%)

Those aged **over 70** (14%), and **males** (13%) are more likely to agree that Auckland's public art is not relevant to me'



Other agreement statements by local board:

Central and western local boards are more likely to express positive sentiments about public art, while northern and southern local boards tend to be less positive. Franklin is the least positive local board, with almost one quarter (24%) agreeing that public art is ‘not relevant to me’.



Agreement statements about Auckland’s public art:

	Northern Local Boards				Central Local Boards						Western Local Boards			South-Eastern Local Boards					
	Rodney	Hib and Bays	Upp Harbour	Dev-Takapuna	Kaipātiki	Waite-mata	Albert-Eden	Ōrākei	Puketa-papa	Maunga-Tām	Hen-Massey	Waitākere	Whau	Howick	Māng-Ōtāhuhu	Ōtara-Papa	Manurewa	Papakura	Franklin
I enjoy seeing public artworks around Auckland	71%	67%	81%	80%	82%	88%	87%	77%	83%	87%	65%	86%	87%	73%	77%	75%	77%	86%	61%
Public art adds to the vibrancy of the Auckland region	76%	71%	65%	73%	80%	87%	83%	70%	77%	89%	71%	84%	83%	73%	77%	65%	73%	62%	57%
Public arts helps me to enjoy Aucklands’ public places	64%	62%	58%	68%	67%	78%	80%	68%	74%	81%	58%	73%	81%	65%	73%	60%	64%	57%	43%
Public art is a good attraction for tourism and visitors to the city	52%	62%	70%	61%	65%	75%	66%	61%	74%	64%	58%	65%	83%	65%	55%	65%	68%	67%	63%
Public art reflects Auckland’s character, people, places	64%	61%	51%	66%	70%	72%	69%	52%	69%	77%	56%	73%	75%	54%	64%	55%	59%	57%	43%
Public art is an important part of the Auckland region	60%	52%	49%	59%	73%	84%	71%	61%	69%	68%	47%	63%	75%	56%	64%	45%	64%	57%	41%
I sometimes pause to reflect on public artworks when I have the time	38%	41%	53%	73%	62%	67%	69%	58%	57%	72%	53%	71%	62%	49%	50%	40%	55%	52%	39%
Public art helps celebrate Auckland’s distinctive Māori identity and culture	43%	47%	40%	45%	53%	66%	66%	48%	69%	66%	44%	69%	65%	44%	45%	40%	55%	62%	28%
Auckland’s public art is not relevant to me	12%	12%	7%	9%	6%	2%	6%	8%	6%	6%	11%	4%	8%	5%	9%	10%	14%	5%	24%
Auckland has too much public art	10%	12%	2%	5%	2%	5%	3%	3%	0%	6%	7%	4%	2%	3%	5%	10%	5%	0%	7%
Total Count (Answering)	42	66	43	44	66	95	101	66	35	53	55	51	52	63	22*	20*	22*	21*	46

BASE: All respondents (n=977)

Q: Which of the following statements about public art do you agree with? Please select all that apply.



Adding more value to Auckland's public art

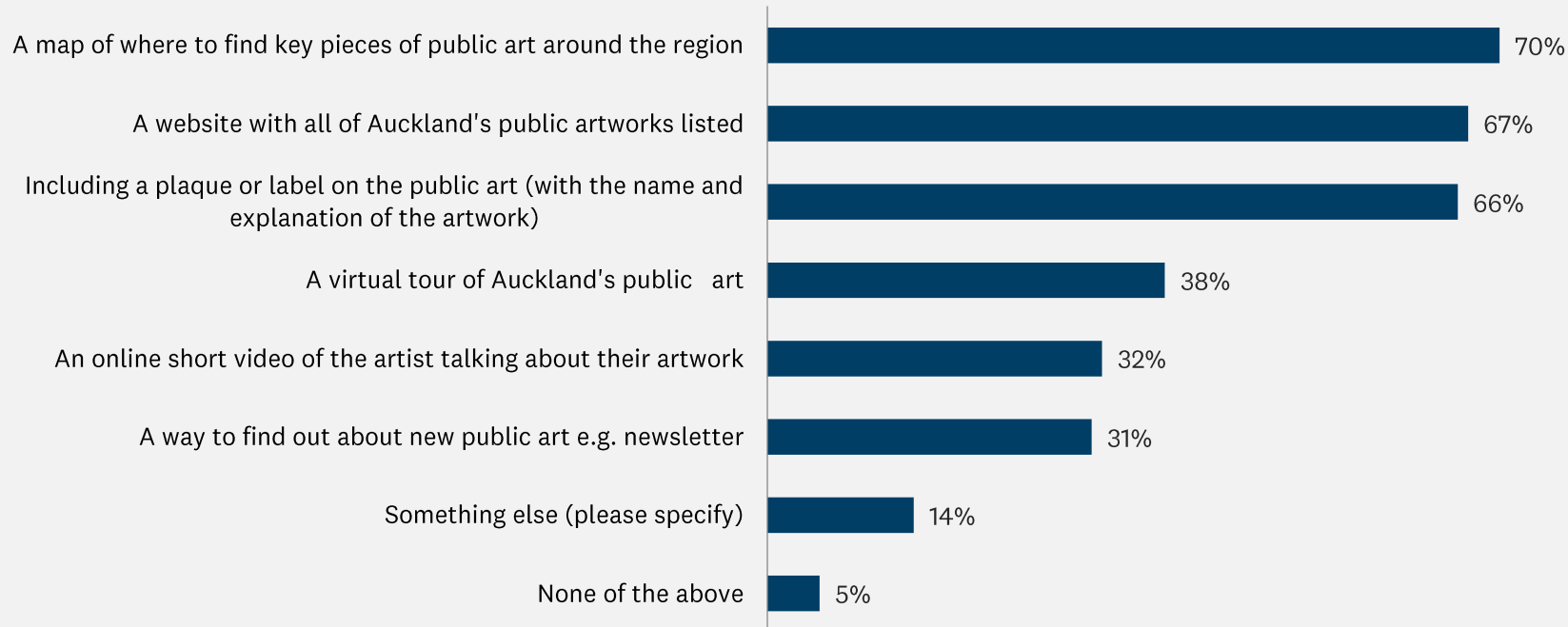


People would like a map and website of public art

People are most interested in a map (70%) and website of public art (67%) which presents and opportunity to promote www.aucklandpublicart.com. Two-thirds (66%) would like to see more plaques or labels on public art.



Adding more value to public art in Auckland:



Females are more likely to be interested in all of these (except videos of artists talking about their work)

Those **under 30** are more likely to want a way to find out about new public art e.g. newsletter (47%)

Those **60-69** are more likely to want a website with all of Auckland's public artworks listed (76%)

Pacific (52%), **Maori** (49%), and **over 50s** (44%) are more likely to want a virtual tour of Auckland's public art



Satisfaction with local public art

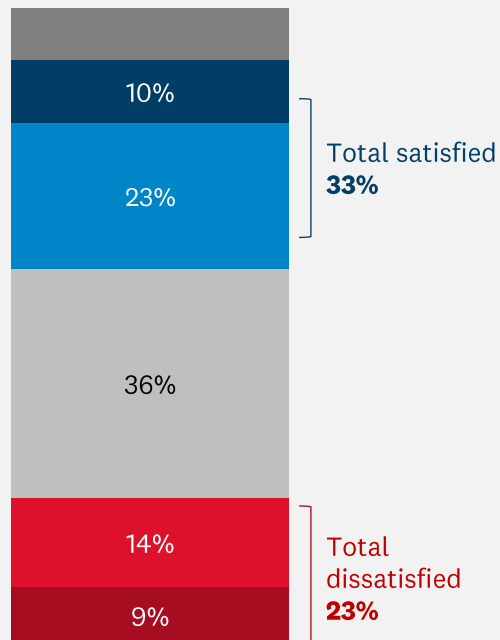


One third of respondents are satisfied with local public art

Those who are satisfied with the public art in their local area tend to mention how much they appreciate and enjoy their local public art, but also that there could be more public art in their area and across Auckland. Pacific (48%) and Maori (45%) are more likely to be satisfied with their local public art.



Satisfaction with public art in local area:



Reasons for satisfaction:



BASE: All respondents (n=977)

Q: Thinking about public art in your local area... How satisfied or dissatisfied are you with the public art in your local area?

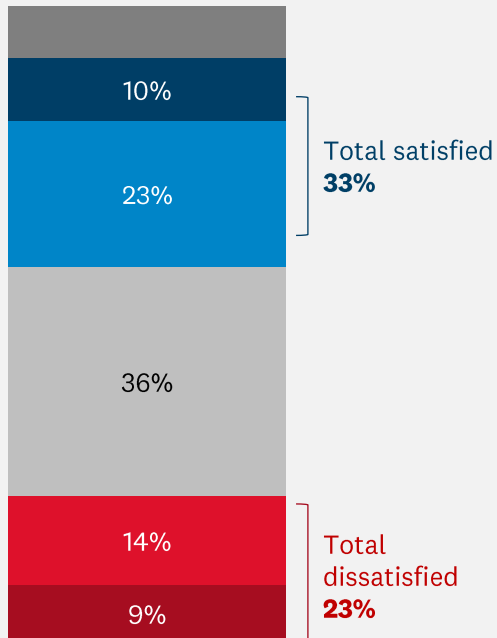


Another third (36%) rate local public art neutrally

Those who are feel neutral about the public art in their local area tend to mention that there is 'not much' public art or that they would like 'more' public art in their local area. They also mention that they may live in a poorer or suburban area that have less public art than more central or richer areas.



Satisfaction with public art in local area:



Reasons for neutral rating:

“Too much emphasis on Maori art. Auckland is vastly multicultural and should try to achieve a better balance..”

“Glenfield has very little public art and what is there is not very accessible or visible maybe I don't know what us around? It also seems the wealthy suburbs on the shore like Devonport, Takapuna, and Mitford have the majority of public art on the north shore.”

“There could always be more and artists need more support from council for this”

“... Some of it doesn't seem relevant to the town.”

“Art is not explained.”

“My area is largely suburban and thus there is not much public art easily accessible nearby.”

“I would like to see more, I love driving through Avondale and seeing the spider and the murals, more is better.”

“My favourite locally is outside the local library and it's nicely themed. I'd love to see more Maori art in our area - e.g. to welcome people to our community and share some of our heritage.”

BASE: All respondents (n=977)

Q: Thinking about public art in your local area... How satisfied or dissatisfied are you with the public art in your local area?

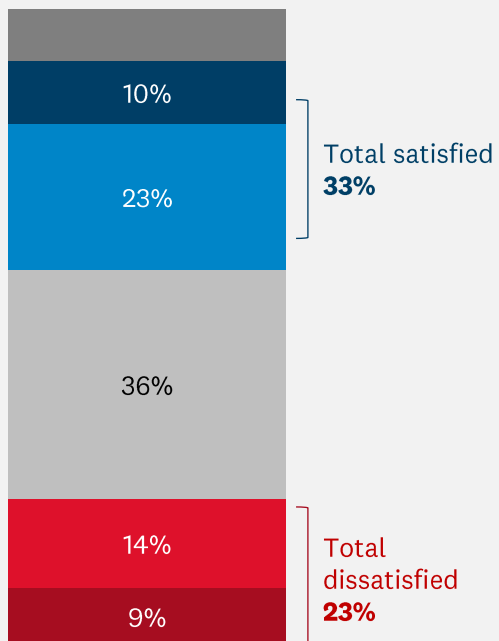


23% are dissatisfied with their local public art

Those who are dissatisfied with public art in their local area, tend to mention that there is 'no' or 'very little' public art in their local area, or that they live in the suburbs or poorer areas that don't have public art unlike more central or richer areas.



Satisfaction with public art in local area:



Reasons for dissatisfaction:



BASE: All respondents (n=977)

Q: Thinking about public art in your local area... How satisfied or dissatisfied are you with the public art in your local area?

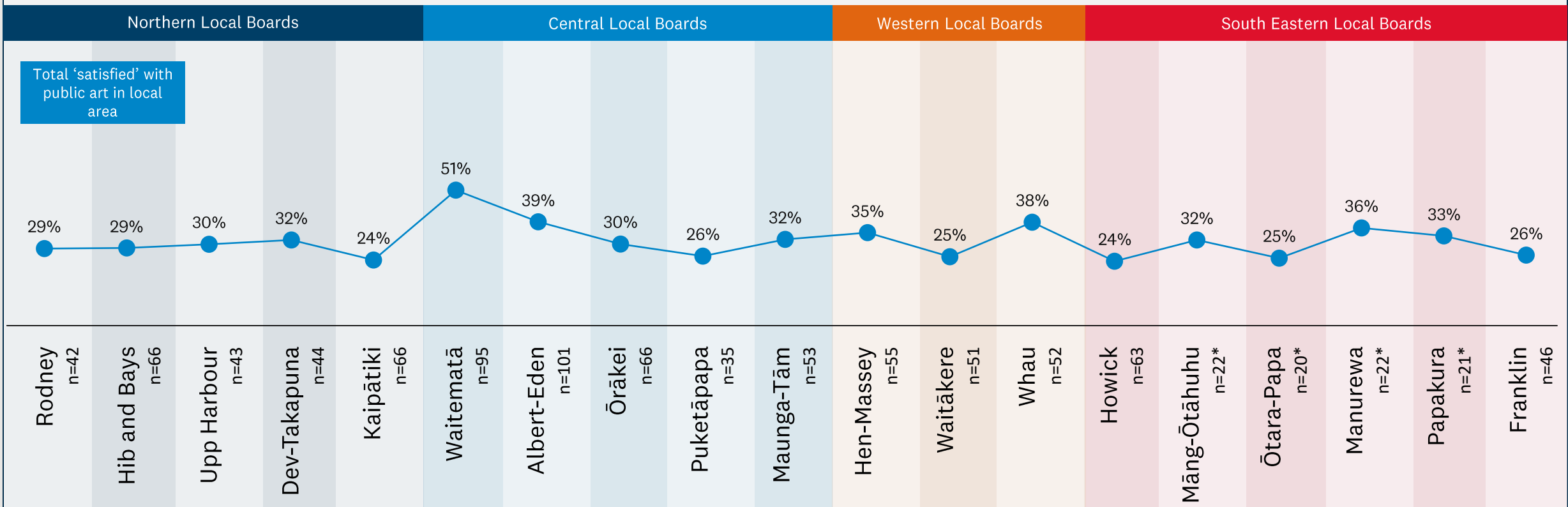


Satisfaction with local public art by local board

The highest satisfaction ratings with local public art are seen in the central local boards of Waitemata (51%) and Albert-Eden (39%), followed by the western local board of Whau (38%).



Satisfaction with public art in local area:



*Caution low sample size

BASE: All respondents (n=977)

Q: Thinking about public art in your local area... How satisfied or dissatisfied are you with the public art in your local area?

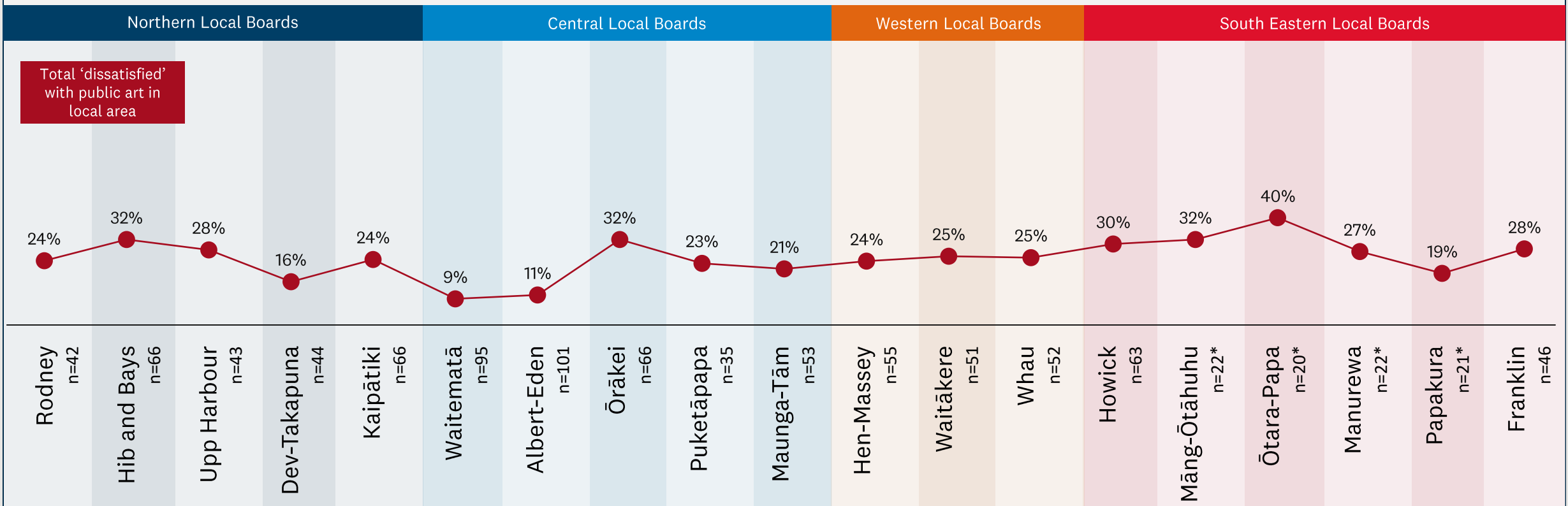


Dissatisfaction with local public art by local board

The highest dissatisfaction ratings with local public art are seen in Otara-Papatoetoe (40%), Hibiscus and Bays, Orakei, and Mangere-Otahuhu (all 32%). In general, northern and southern local boards are most dissatisfied.



Satisfaction with public art in local area:



*Caution low sample size

BASE: All respondents (n=977)

Q: Thinking about public art in your local area... How satisfied or dissatisfied are you with the public art in your local area?



Any questions?

Contact the People's Panel Team at
peoplespanel@aucklandcouncil.govt.nz



Appendix

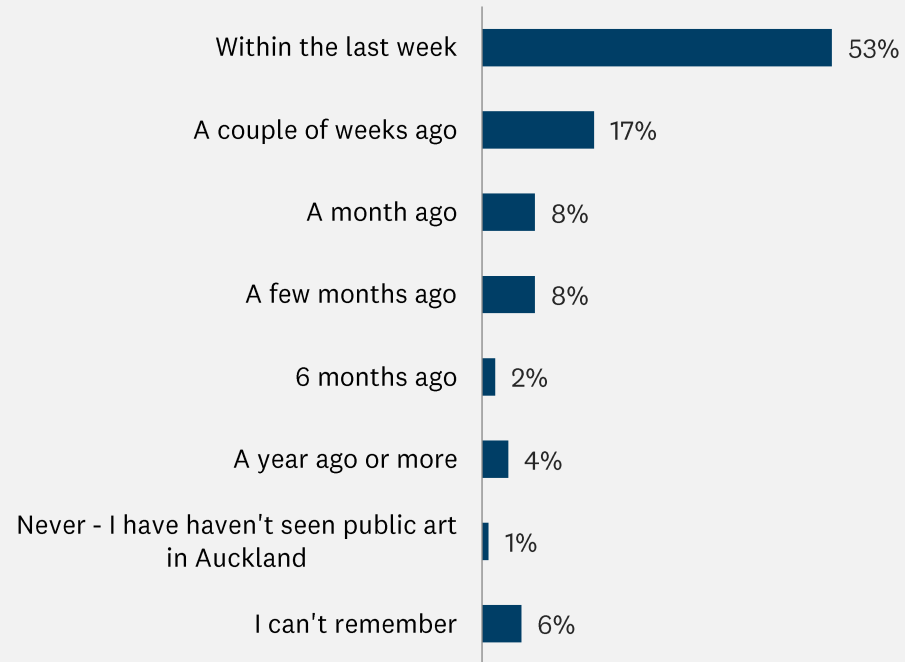


Over half (53%) have seen public art in the last week

Only 1% say they have not seen public art in Auckland.



Last time seen public art in Auckland:



BASE: All respondents (n=977)

Q: Approximately, when was the last time you saw any public artworks in Auckland?

