

Aucklanders and the arts 2023: Key insights

Auckland Council partners with Creative New Zealand to commission a survey every three years measuring Aucklanders' attitudes and engagement with the arts.

The survey results provide a valuable snapshot into Aucklanders' perspectives about the arts in 2023. It tells us why people engage with the arts, the value of the arts through the eyes of communities, and what barriers may need to be removed to encourage more participation.

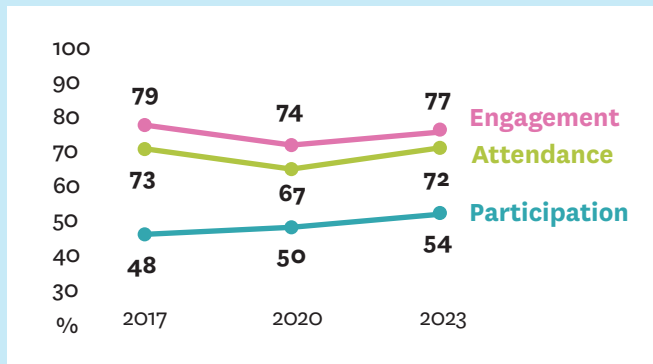
See [here](#) for the full report, or scan the QR code.



Participation in the arts in Auckland is at its highest ever level

Over half (54%) of Auckland residents have participated in at least one artform in the last year.

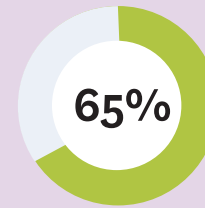
This represents an increase of 4% since 2020.



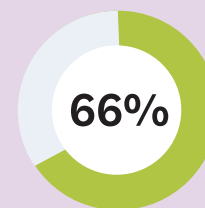
Overall engagement in the arts (participation and attendance) in Auckland has also risen, recovering to the same levels as the pre-covid measure.

Aucklanders' increasing participation in Ngā toi Māori, Moana Oceania arts, and performing arts are the biggest drivers for increased engagement in the arts.

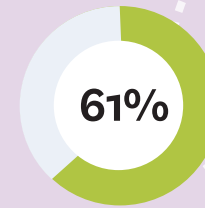
Aucklanders recognise the relationship between the arts and wellbeing



...agree the arts improve Aotearoa New Zealand society



...agree the arts are good for their mental health and wellbeing



...say the arts make a valuable contribution to community resilience and wellbeing

Aucklanders are more positive than the national average about the impact arts and culture have on their personal wellbeing, and the wellbeing of their communities

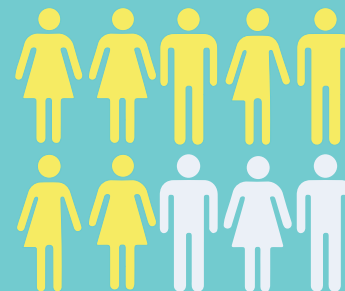
Aucklanders recognise how the arts contribute to a liveable city



Most Aucklanders agree that:

- Arts and culture have a vital role to play in the future of Auckland (66%)
- My community would be poorer without the arts (51%)
- The arts provide opportunities for me to socialise and connect with others (58%)
- Arts facilities are important to create a vibrant place to live (68%)

Most Aucklanders attend arts events and locations at least once a year



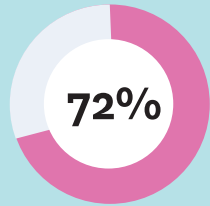
Around seven in ten (72%) Auckland residents have attended at least one arts event or location in the last 12 months, a 5% increase

The increase in attendance has been driven by increasing attendance by some key demographics:

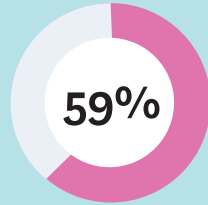
- Māngere-Ōtāhuhu Local Board (up by 15%)
- 50-69 years age group (up 12%)
- Moana Oceania peoples (up 11%)

Aucklanders use the arts for cultural connection and discovery

Aucklanders are more likely than the rest of Aotearoa New Zealand to use the arts to connect with their own culture and learn about others' cultures.



...agree they learn about different cultures through the arts



...agree the arts are an important way of connecting with their culture

Arts help **bring people together**, to showcase to the world who we are as a culture in the South Pacific.

- Man, 40-49, Māori, Waitematā

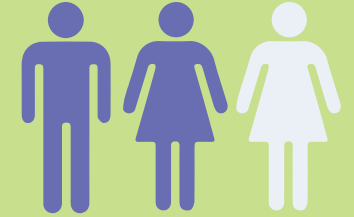
Arts allow **expression of ideas and sharing of culture** in ways that are much easier to understand than most writing.

- Man, 60-69, NZ European, Devonport-Takapuna

Aucklanders support funding of the arts

Auckland's positive view of the arts translates to a strong support for public funding.

Nearly two thirds (64%) of Auckland residents believe the arts should receive public funding.



Additionally, over half (55%) believe that Auckland Council should help fund the arts, a sentiment that has strengthened significantly since 2020.



Rainbow communities (73%), Women (69%), and Kuia and Koroua (65+) (68%) were more likely to agree the arts should receive public funding.

Aucklanders are increasingly embracing Ngā Toi Māori and Moana Oceania arts

Many Aucklanders see Ngā Toi Māori and Moana Oceania arts as key to our national sense of identity.



...agree Ngā Toi Māori helps define who we are as New Zealanders



...agree that Ngā Toi Māori motivates them to korero Māori

Both figures have increased since 2020.



...agree Moana Oceania arts helps define who we are as New Zealanders



...agree that Moana Oceania arts motivates them to speak a Moana Oceania language

These figures are significantly higher in Auckland compared to the rest of Aotearoa New Zealand.

Cost and travel are key barriers to participating in the arts

Removing key barriers could encourage greater attendance and engagement in the arts. The top 3 factors Aucklanders identified that could encourage them to attend more often were:

Easier travel was a more prominent factor for Aucklanders compared to the rest of Aotearoa New Zealand.



Cheaper tickets (56%)



More appealing events (50%)



Easier travel to events (47%)

Some Aucklanders were more likely to say easier travel to arts events would encourage them to attend more often, including Moana Oceania peoples (55%), Aucklanders aged 15-17 years (55%), Asian Aucklanders (52%) and people with lower mental wellbeing (51%).