

# NEW ZEALANDERS AND THE ARTS

SURVEY FINDINGS FOR RESIDENTS IN  
WELLINGTON CITY

# INTRODUCTION

# Background and objectives of the research

Since 2005 Creative New Zealand has conducted research to measure New Zealanders engagement with the arts. This includes attendance and participation in different art forms, as well as wider attitudes to the arts. The research comprises two separate surveys (one of adults aged 15+; and one of young people aged 10-14). The surveys have been repeated every three years with the most recent research completed in 2014.

The research is used in a number of ways. It provides:

- Vital insights for Creative New Zealand, selected agencies and arts organisations about the national levels of cultural engagement;
- Stories to advocate for the arts
- Up-to-date data that arts organisations can use to develop marketing programming and income generation strategies.

**This report presents findings on public attitudes, attendance and participation in the arts in Wellington City. The findings are compared to all New Zealanders (aged 15+).**

**‘Attendance’** is defined as going to:

- Art galleries or exhibitions or online galleries or film festivals
- Performances in theatres, contemporary dance, ballet, concerts or circuses
- Poetry or book readings, or literary festivals
- Cultural performances, festivals, exhibitions or celebrations of Pacific or Māori arts.

**‘Participation’** is defined as :

- The active involvement in the making or presentation of art forms.

**The arts** is split into six different art forms, and attendance and participation is measured for each:

- Visual arts is defined as sculpture and painting, print-making, typography, photography and film-making
- Craft and object art is defined as ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving, or textiles
- Performing arts is defined as theatre, dance and music
- Literature is defined as poetry or book readings, writing workshops or literary events, creative writing in poetry, fiction or non-fiction
- Pacific arts is defined as arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music
- Māori arts is defined as arts or crafts activities or workshops, including carving, raranga, tāniko, weaving, waiata or, kapa haka, kōwhaiwhai, tā moko, Māori dance or music

# Approach



529

## ONLINE INTERVIEWS

With adults aged 15+ living in Wellington City



## FIELDWORK DATES

27 October to 29 November 2017



## NATIONAL COMPARISON

Findings are compared to all New Zealanders (6,101 interviews)

### METHOD

Historically *New Zealanders and the Arts* has been conducted using a telephone survey.

In 2017 the decision was made to shift the survey to an online panel. The key reasons were to:

- Future-proof the survey. It is becoming increasingly challenging to reach a representative sample of New Zealanders using randomly generated landline numbers.
- Opportunities to offer additional value. The shift to online has made it more affordable for Wellington City Council (and others) to purchase additional sample, and questions, so they can better understand the extent to which residents in their own area engage with the arts.

### SAMPLING

In order to achieve a representative sample of residents in Wellington City, quotas (or interviewing targets) were set by age within gender.

Weighting was also applied to ensure the final sample profile was representative of the Wellington City population. Weighting was also applied to the national results to correct for the over-sampling of residents in Wellington City.

### TREND DATA

The change in method from telephone to online means the 2017 national data can no longer be compared to the previous published trends.

However, a national telephone survey was conducted in parallel to the online survey. The telephone survey used a cut down version of the questionnaire.

This parallel survey has allowed us to model some questions at a national level to estimate what the previous survey results would have been had an online method been used. Creative NZ can provide further information.

### SIGNIFICANCE TESTING

There is a margin of error associated with any survey sample. Based on a sample size of 529 respondents the margin of error is up to +/- 4.3 percentage points.

We have used statistical tests to determine whether the survey findings between Wellington City and New Zealand are statistically significant or if the difference falls within the margin of error.

A white triangle is shown beside the results to indicate those findings which are statistically significant when compared to New Zealand. The direction of the difference is indicated by the triangle (▲▽).

# SUMMARY

# Summary of key findings

**OVERALL: The Creative Capital lives up to its reputation. Wellington city residents are highly engaged in the arts, with above average levels of attendance and participation. In addition, residents hold more positive attitudes about the arts than average.**

## ENGAGEMENT IN THE ARTS

Nearly nine in ten (87%) Wellington City residents have engaged with the arts in the last 12 months. This is higher than the national average (80%).

Overall attendance is higher for Wellington City (81%) compared to all of New Zealand (73%). This appears to be driven by higher than average levels of attendance for the performing (61% vs. 51%), visual (61% vs. 45%) and literary arts (14% vs. 10%). The performing and visual arts are the most popular art forms for Wellington City residents to attend.

Overall participation is also higher for Wellington City (58%) compared to all of New Zealand (52%). This appears to be driven by higher than average participation in the literary arts (18% vs. 13%).

Visual arts (31%) and craft and object art (25%) are the most popular art forms for residents to participate in, while Pacific arts is the least popular (5%). Participation in the Pacific arts is lower than the national average (8%).

## ADVOCACY OF THE ARTS

Wellington City residents hold broadly positive attitudes about the arts, and are generally more positive about the arts than all New Zealanders.

They feel the arts benefit the individual in various ways. They are a source of national pride (78% agree), a chance to learn about different cultures (74%) and a life-enhancing experience (60%).

Residents also believe the arts benefit the nation. They contribute positively to the economy (76%), improve New Zealand society (72%), help define who we are as New Zealanders (68%), and enrich the community (66%).

Wellingtonians' recognition of these benefits helps to explain why seven in ten (68%) residents feel the arts should receive public funding (compared to 53% on average).

## POTENTIAL FOR MORE ENGAGEMENT

While arts attendance is high in Wellington, there is potential to improve it further still. Two thirds (63%) of residents agree some arts events interest them but they still don't go much.

Price and choice are the top two barriers to Wellington City residents who are interested in the arts but don't go that often. Fifty-eight percent indicate that reducing ticket prices would increase their likelihood of attending, and 57% indicate that a broader range of arts events would make a big difference to their attendance.

## KEY DEMOGRAPHIC DIFFERENCES

Throughout the report women express greater engagement with the arts than average in Wellington City, or hold more positive attitudes about the arts.

Asian New Zealanders on the other hand, are less engaged with the arts than average in Wellington City, and are overall less favourable. One possible interpretation of this finding is that the current arts scene in Wellington City is not doing as well to appeal to the cultural tastes of Asian New Zealanders.

## IMPORTANCE OF THE ARTS TO WELLINGTON CITY AND THE ROLE OF THE WELLINGTON CITY COUNCIL

Wellington's vibrant arts and culture scene is an important reason why many residents want to live there. Seven in ten residents say that national cultural institutions (72%), and events that celebrate diversity (67%) are important to Wellington being the place they want to live. Additionally, the majority of residents say that major national events (65%), cultural events in suburban centres (64%), art in public spaces (64%), and local cultural institutions (62%) help make Wellington the place they want to live.

Roughly two thirds of Wellington residents think it is important that Wellington City Council supports each of the above.

The vast majority (81%) of residents view creativity as important to Wellington City's identity. Most see the following as important to securing the city's future:

- helping young people access new technology for creative purposes (67%),
- supporting programmes for creative businesses (65%),
- funding for children's arts education (65%),
- encouraging new and experimental artwork (62%),
- increasing contemporary Māori, Pasifika and Asian arts and culture (58%).

The majority of Wellington residents feel that Wellington City Council should support the above.

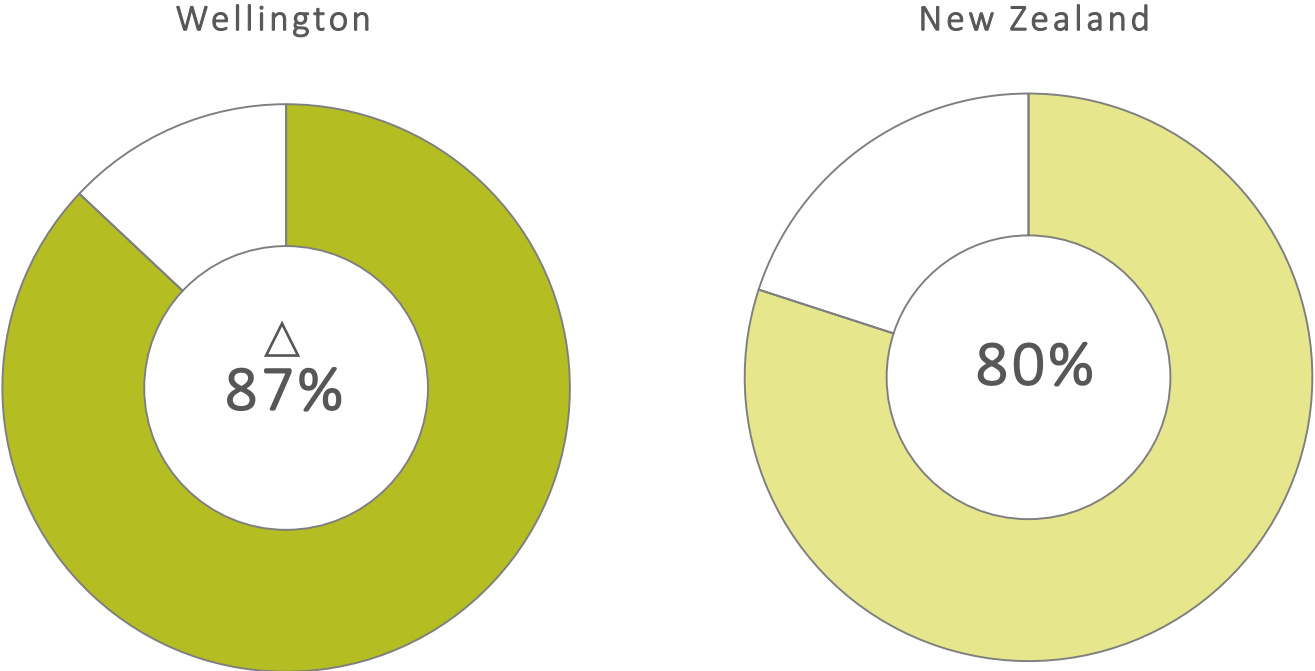


# OVERALL ENGAGEMENT

INCLUDING OVERALL ATTENDANCE AND  
PARTICIPATION

# Overall engagement

**Q** Overall engagement is based on all those who have either attended or participated in the following art forms in the last 12 months: **Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts**



The survey asks respondents specifically about their attendance at, and their participation in, six separate art forms. There are no overall questions that measure attendance or participation in the arts at an overall level.

The results opposite are therefore a nett calculation based on the respondents who said they attended or participated in at least one art form in the last 12 months.

Nearly nine in ten (87%) Wellington City residents have engaged with the arts in the last 12 months. This is higher than the national average (80%).

**Sub-group differences in Wellington City:**

Households earning incomes of \$81-\$120,000 per annum (95%), and women (91%) are more likely than average (87%) to have engaged in the arts in the last 12 months.

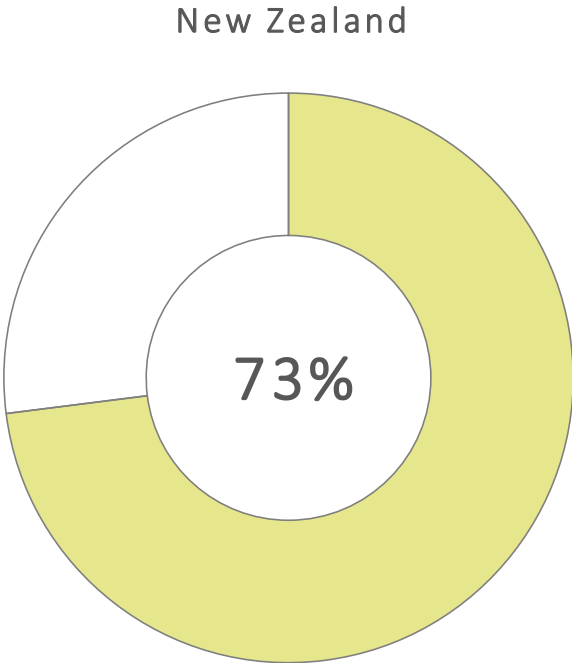
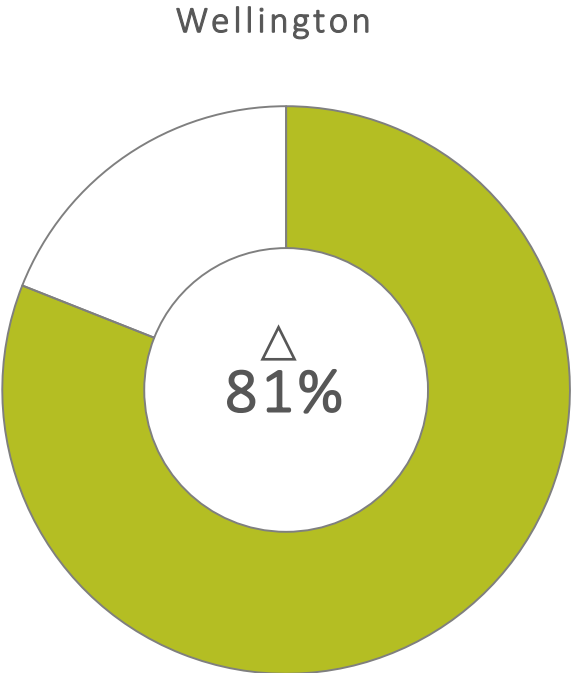
Conversely, Asian New Zealanders are less likely to have engaged with the arts (80%)

△▽ = significantly higher / lower than New Zealand  
Base: All respondents: Wellington (529); New Zealand (6,101)



# Overall attendance

**Q** Overall attendance is based on all those who have attended the following art forms in the last 12 months: **Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts**



A total of 81% of Wellington City residents have attended at least one arts event or location in the last 12 months. This is higher than the national average (73%).

There are no sub-group differences in attendance.

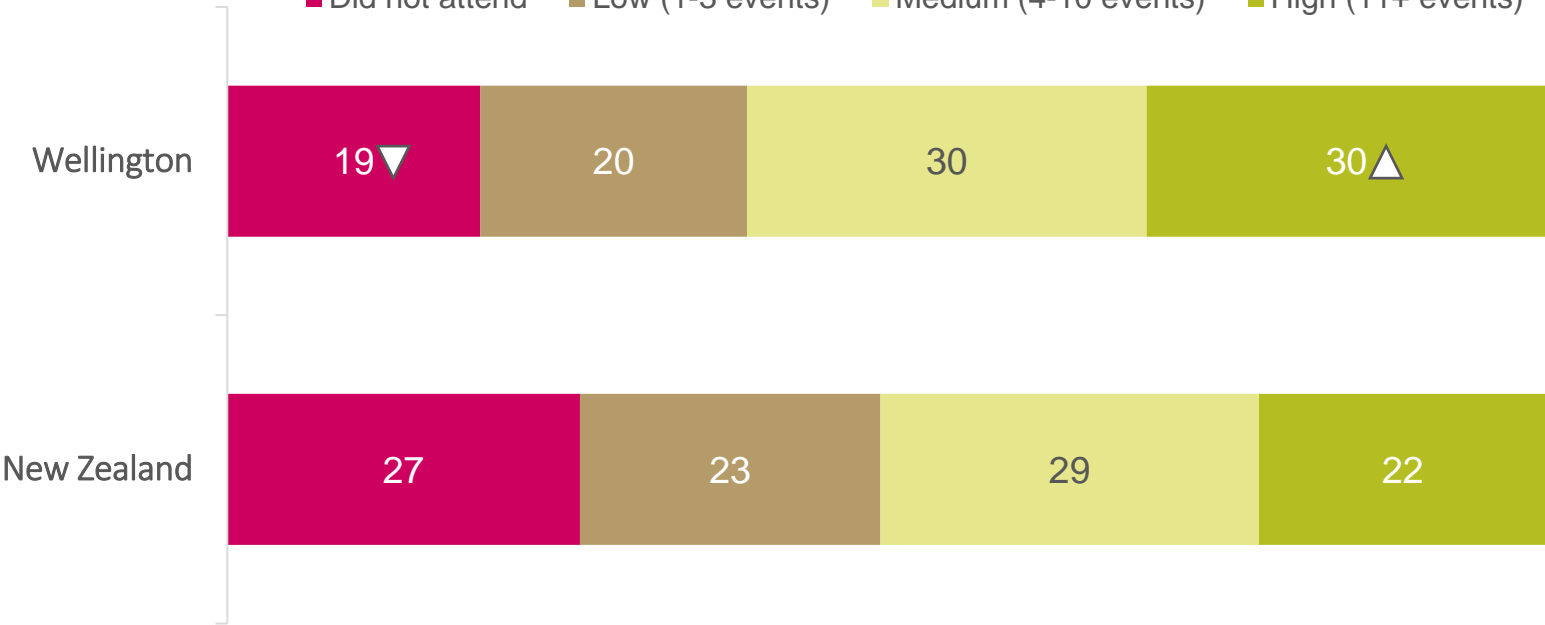
△▽ = significantly higher / lower than New Zealand  
Base: All respondents: Wellington (529); New Zealand (6,101)

# Frequency of attendance

**Q** Frequency of attendance shows the number of times respondents have attended any of the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts

%

■ Did not attend ■ Low (1-3 events) ■ Medium (4-10 events) ■ High (11+ events)



We have identified four groups in terms of the frequency with which they attend any art form.

The majority of Wellington City residents attend arts events or locations reasonably frequently. Six in ten (60%) attend more than three times a year, and three in ten (30%) attend more than ten times a year. The proportion of residents attending more than 10 times a year is higher than the national average (22%).

**Sub-group differences in Wellington City:**

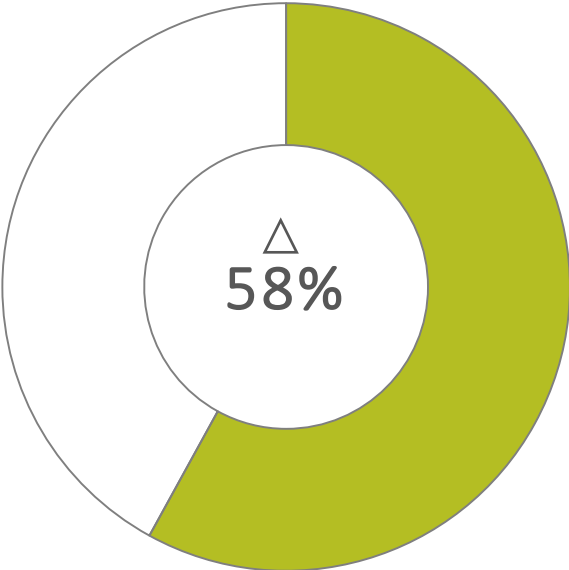
Older people aged 60+ (50%) and women (36%) are more likely than average (30%) to be represented in the 'high' group for frequency of attendance. While men (24%) and people aged 30 to 49 years (21%) are less likely to be represented in this group.

▲▼ = significantly higher / lower than New Zealand  
 Base: All respondents: Wellington (529); New Zealand (6,101)

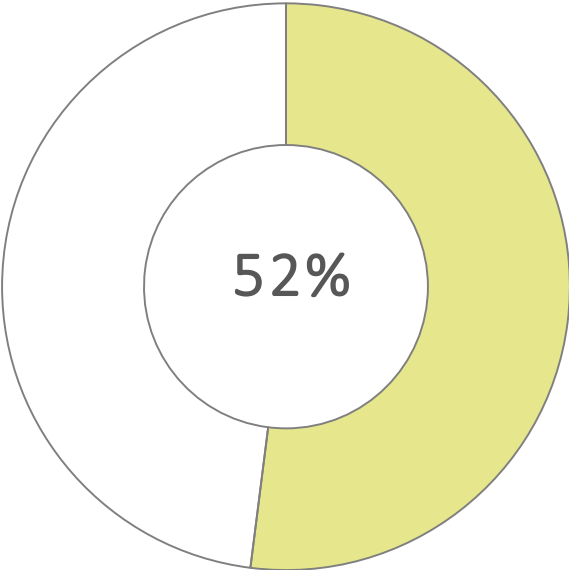
# Overall participation

**Q** Overall participation is based on all those who have participated in the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts

Wellington



New Zealand



Nearly six in ten (58%) Wellington City residents have participated in at least one arts based activity in the last 12 months. As with attendance, this is higher than for all New Zealanders (52%).

At a national level, participation has increased since 2014 (from 43% to 52%).

**Sub-group differences in Wellington City:**

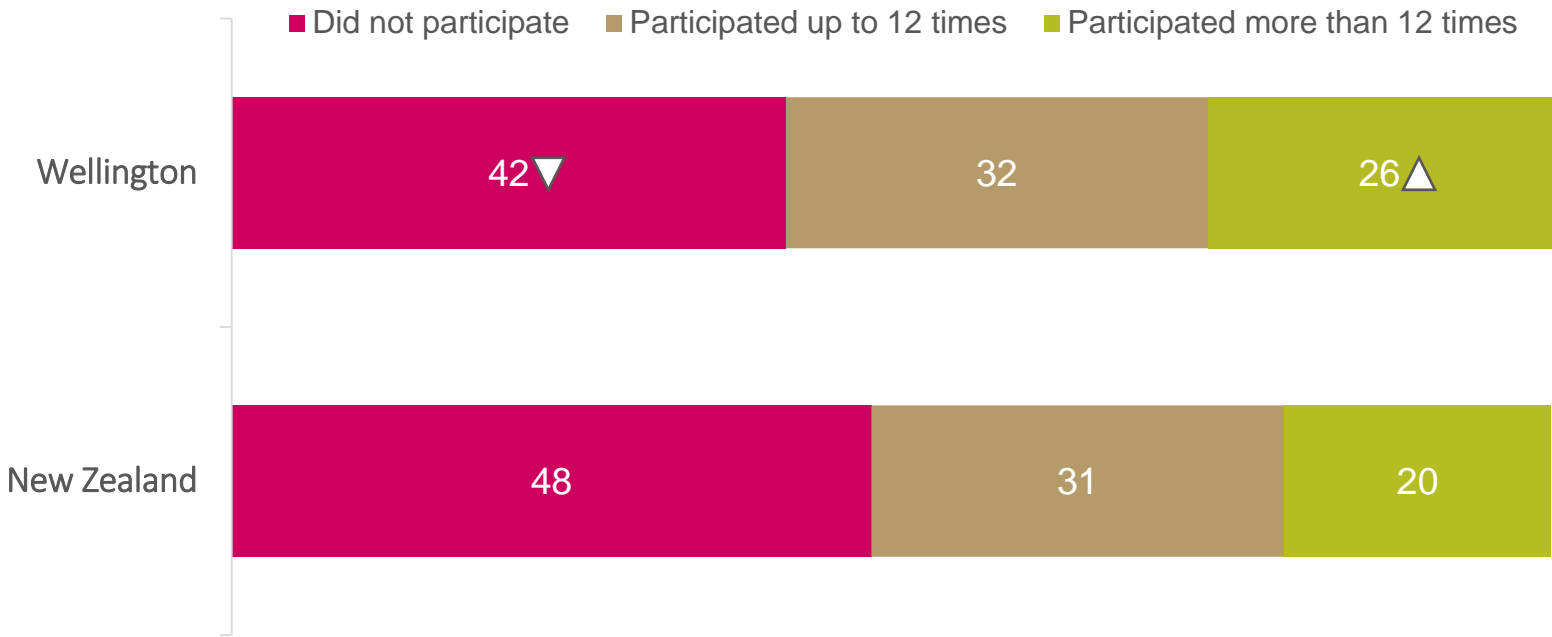
Low-income households earning up to \$30,000 per annum (80%) and younger people aged 15 to 29 (71%) are more likely than average (58%) to have participated in the arts. People aged 30-39 years are less likely (48%) to have participated.

△▽ = significantly higher / lower than New Zealand  
Base: All respondents: Wellington (529); New Zealand (6,101)

# Frequency of participation

**Q** Frequency of participation shows the number of times respondents have participated in any of the following art forms in the last 12 months: Visual arts, Craft & object art, Performing arts, Literature, Pacific arts and Māori arts

%



We have identified three groups in terms of the frequency with which they participate in any art form.

A quarter (26%) of Wellington City residents participate in the arts on a regular basis (more than 12 times a year). This is higher than the national average (20%).

**Sub-group differences in Wellington City:**

Lower income households earning less than \$50,000 per annum (44%), young people aged 15 to 29 (39%), and women (31%), are more likely than average (26%) to participate regularly (more than 12 times a year). Men (21%) and people aged 30 to 39 years (15%) are less likely to participate regularly.

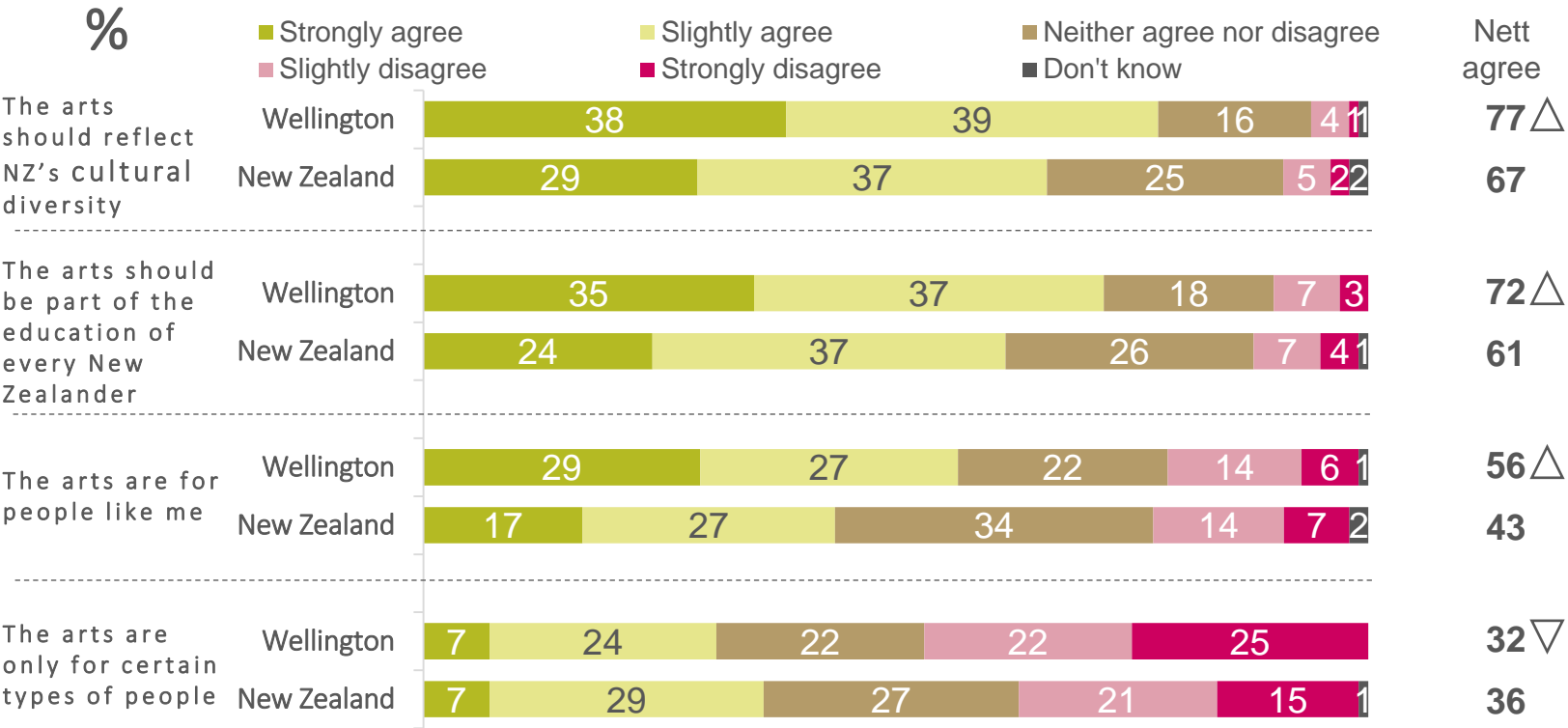
▲▼ = significantly higher / lower than New Zealand  
 Base: All respondents: Wellington (529); New Zealand (6,101)



# ARTS ATTITUDES

# Attitudes towards the arts: Inclusivity and the arts

**Q** To what extent do you agree or disagree?



There is particularly strong support amongst Wellington City residents for the arts to reflect New Zealand's cultural diversity (77%) and to be part of the education of every New Zealander (72%). Agreement with both statements is higher than the national average.

Slightly more than half (56%) of respondents agree that 'the arts are for people like me', again this is higher than the national average. This could be a reflection of the type of people attracted to living in Wellington, or a result of a more liberal and inclusive arts scene.

A sizeable (32%) minority of residents agree that the arts are only for certain types of people. While agreement with this statement is lower than the national average (36%), it appears that more work is needed to shift this perception.

**Sub-group differences in Wellington City:**

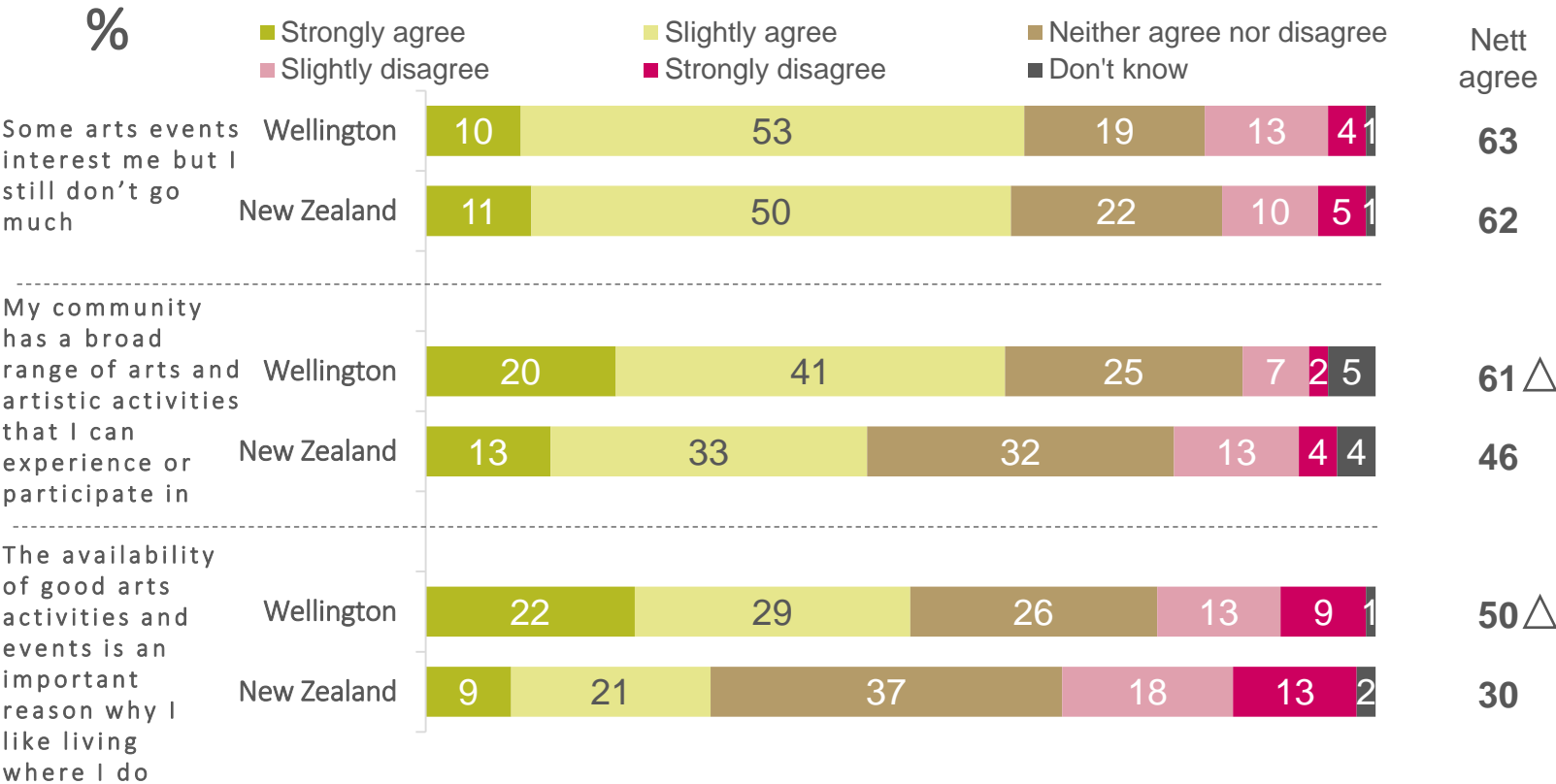
- There are several gender differences in agreement with the statements. Women are more likely than average to agree with the following:
- The arts should reflect New Zealand's cultural diversity (83% vs. 77%)
  - The arts should be part of the education of every New Zealander (79% vs. 72%)
  - The arts are for people like me (64%, compared to 56%).

Men (39%) and Asian New Zealanders (43%) are more likely than average (32%) to agree that the arts are only for certain types of people.

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Wellington (529); New Zealand (6,101)

# Attitudes towards the arts: Access to the arts

**Q** To what extent do you agree or disagree?



While arts attendance is high in Wellington, there is potential to improve it further still. Two thirds (63%) of residents agree some arts events interest them but they still don't go much. This is in line with the national average (62%).

Six in ten (61%) Wellington City residents agree they have access to a range of arts and artistic activities that they can experience or participate in. This is higher than the national average (46%). Very few residents actively disagree with this statement (9%).

Half (50%) of Wellington residents agree that the availability of good arts activities and events is an important reason why they like living in Wellington. Wellington is well known as being the 'Creative Capital' of New Zealand and it is unsurprising that this is a determining factor for many.

**Sub-group differences in Wellington City:**

People aged 30 to 39 years are more likely than average to agree that some arts interest them but they still don't go much (72% vs. 63%). This may be because people at this stage in their lives often have young families.

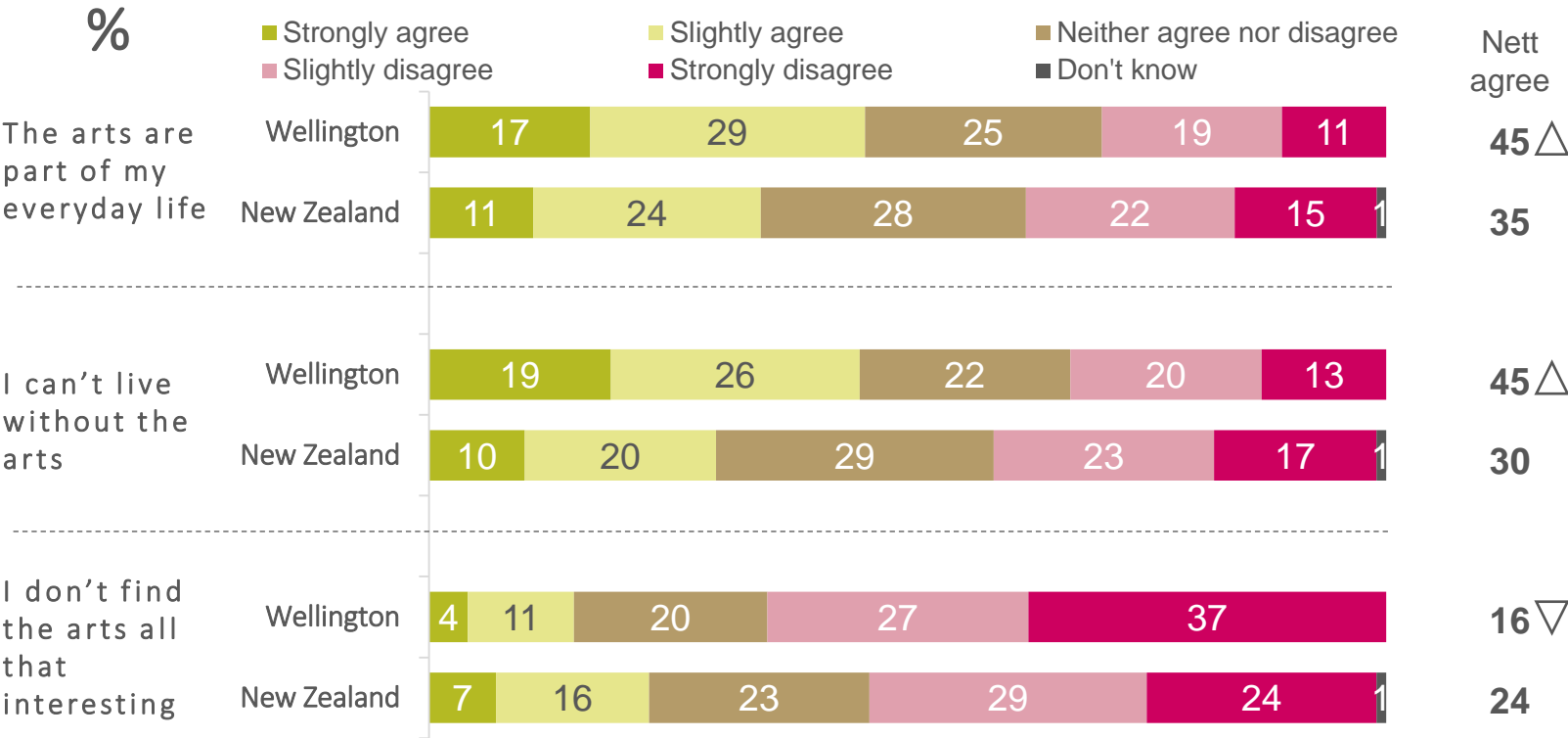
Asian New Zealanders are less likely than average to agree that their community has a broad range of artistic activities to participate in (45% vs. 61%).

Older people aged 70+ are more likely than average to agree that the availability of good arts events and activities is an important reason why they like living in Wellington City (68% vs. 50%).

$\Delta$   $\nabla$  = significantly higher / lower than New Zealand  
 Base: All respondents: Wellington (529); New Zealand (6,101)

# Attitudes towards the arts: What the arts mean to me

**Q** To what extent do you agree or disagree?



The arts have considerable meaning for nearly half of Wellington City residents. Forty-five percent of residents agree the arts are part of their everyday life. The same proportion agree they can't live without the arts. Agreement with both of these statements is higher than the national average.

More residents are interested in the arts than not. While 16% of Wellington City residents agree they don't find the arts all that interesting, 64% disagree. The proportion that lack interest in the arts is lower than the national average (16% vs. 24%).

**Sub-group differences in Wellington City:**

Older people aged 70+ (70%) and women (52%) are more likely than average (45%) to agree that the arts are part of their everyday life. While men (39%) and Asian New Zealanders (35%) are less likely to agree with this statement.

Women (51%) are more likely to than average (45%) to agree that they can't live without the arts. While men (38%) and Asian New Zealanders (29%) are less likely to agree with this statement.

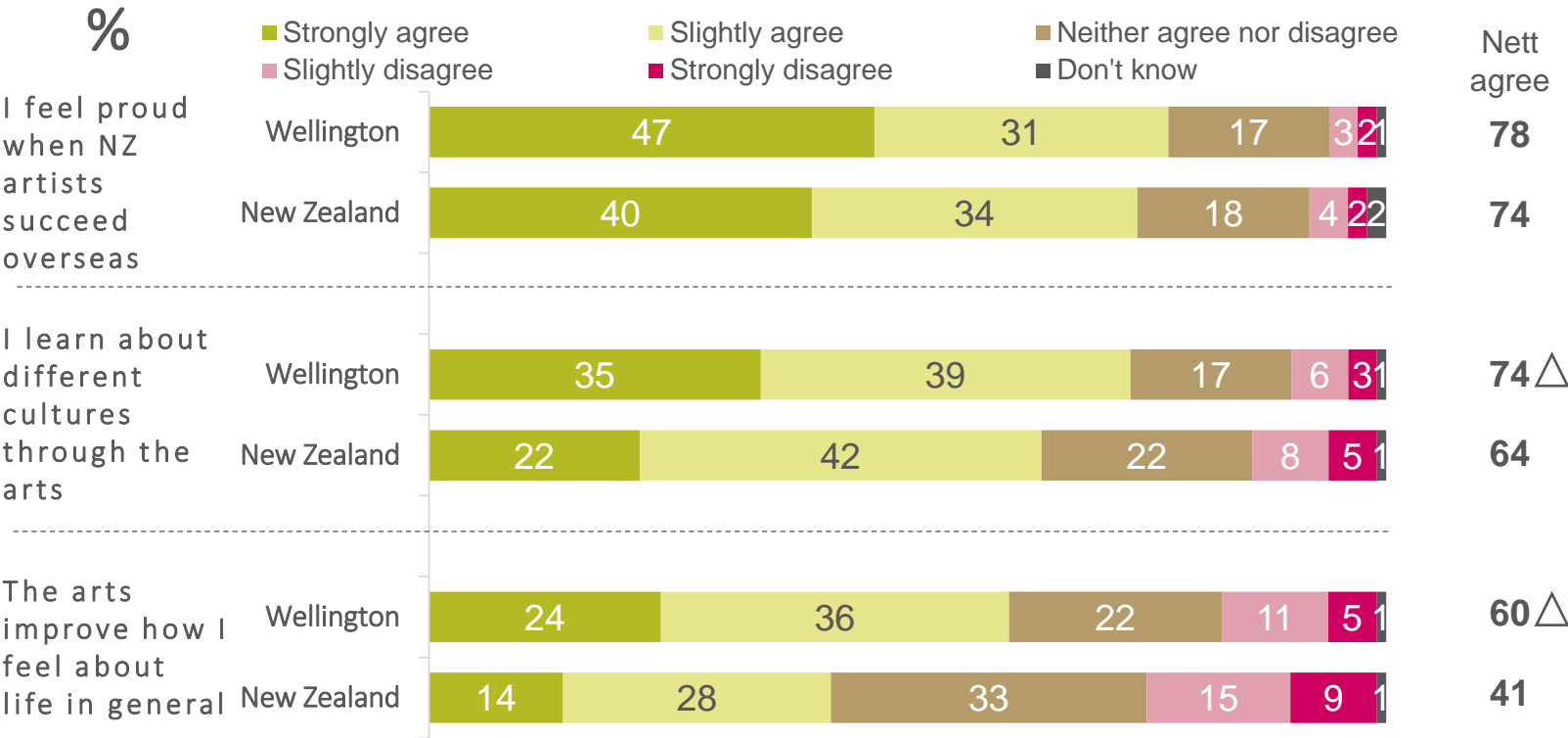
Asian New Zealanders (23%) are more likely than average (16%) to agree that they don't find the arts that interesting.

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Wellington (529); New Zealand (6,101)



# Attitudes towards the arts: How the arts benefit me

**Q** To what extent do you agree or disagree?



The arts provide personal benefits to the majority of residents in Wellington City. Eight in ten (78%) feel proud when New Zealand artists succeed overseas, three quarters (74%) learn about different cultures through the arts, and six in ten (60%) agree that the arts improve their outlook on life. Agreement with the latter two statements is higher than the national average.

At the national level, agreement with the statement ‘the arts improve how I feel about life in general’ has increased since 2014 (41% in 2017, 37% in 2014).

**Sub-group differences in Wellington City:**

Women are more likely than average to agree with the following statements:

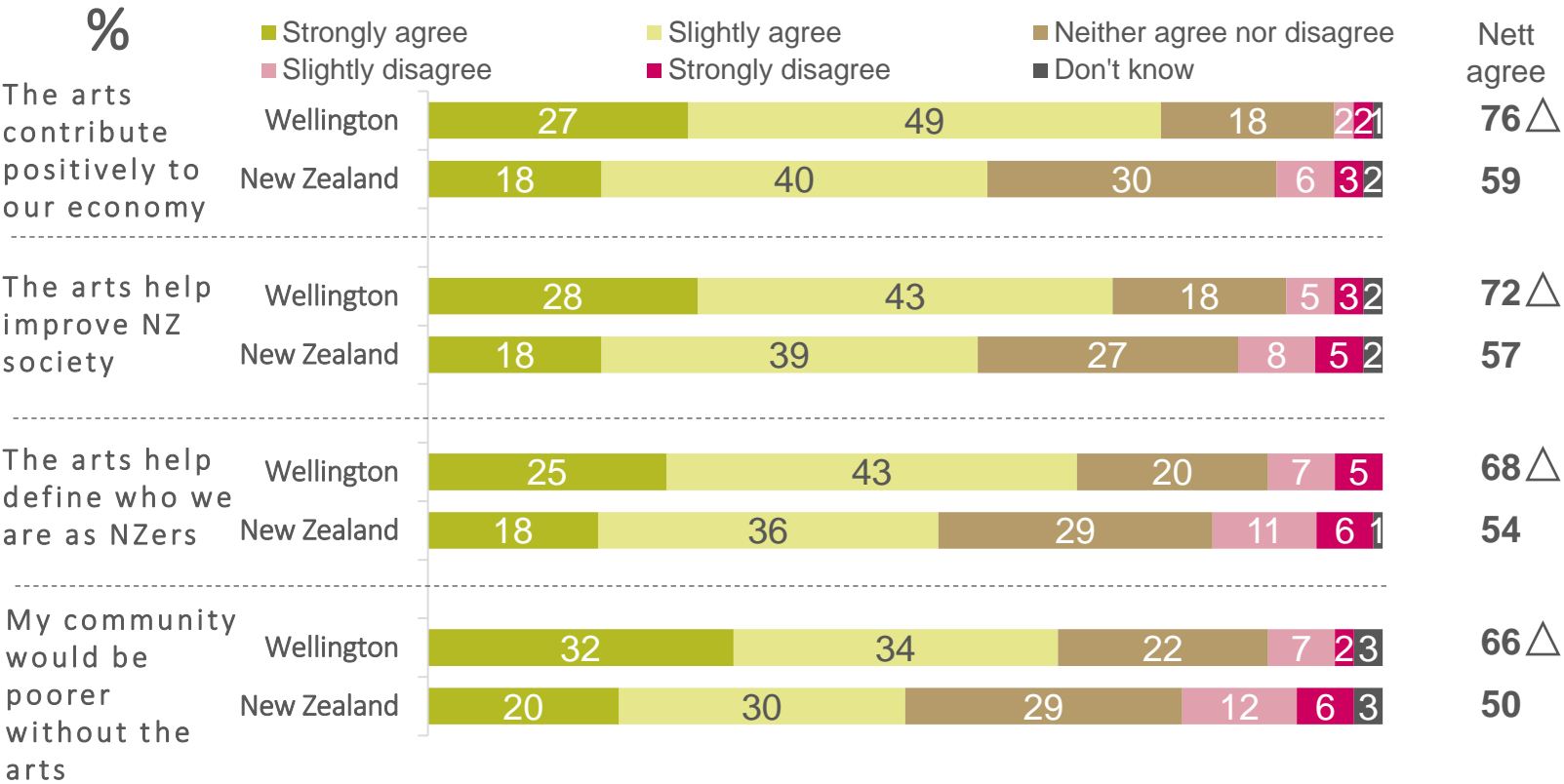
- I learn about different cultures through the arts (83% vs. 74%)
- I feel proud when New Zealand artists succeed overseas (83% vs. 78%)

Men are less likely to agree with both statements.

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Wellington (529); New Zealand (6,101)

# Attitudes towards the arts: How the arts benefit New Zealand

**Q** To what extent do you agree or disagree?



The majority of Wellington City residents recognise different ways in which the arts benefit New Zealand. Seventy-six percent agree the arts contribute positively to the economy, 72% agree they help define who we are as New Zealanders, and 68% agree they improve New Zealand society.

In addition, 66% of Wellington City residents agree that their community would be poorer without the arts.

Agreement with all statements is higher than the national average.

At the national level the proportion recognising each of these benefits is higher than in 2014, although the increase on national identity is not statistically significant.

**Sub-group differences in Wellington City:**

Men (71%) and Asian New Zealanders (60%) are less likely than average (76%) to agree the arts contribute positively to the New Zealand economy.

Women (77%) are more likely than average (72%) to agree the arts help to improve New Zealand society. While men (66%) and Asian New Zealanders (60%) are less likely to agree with this statement.

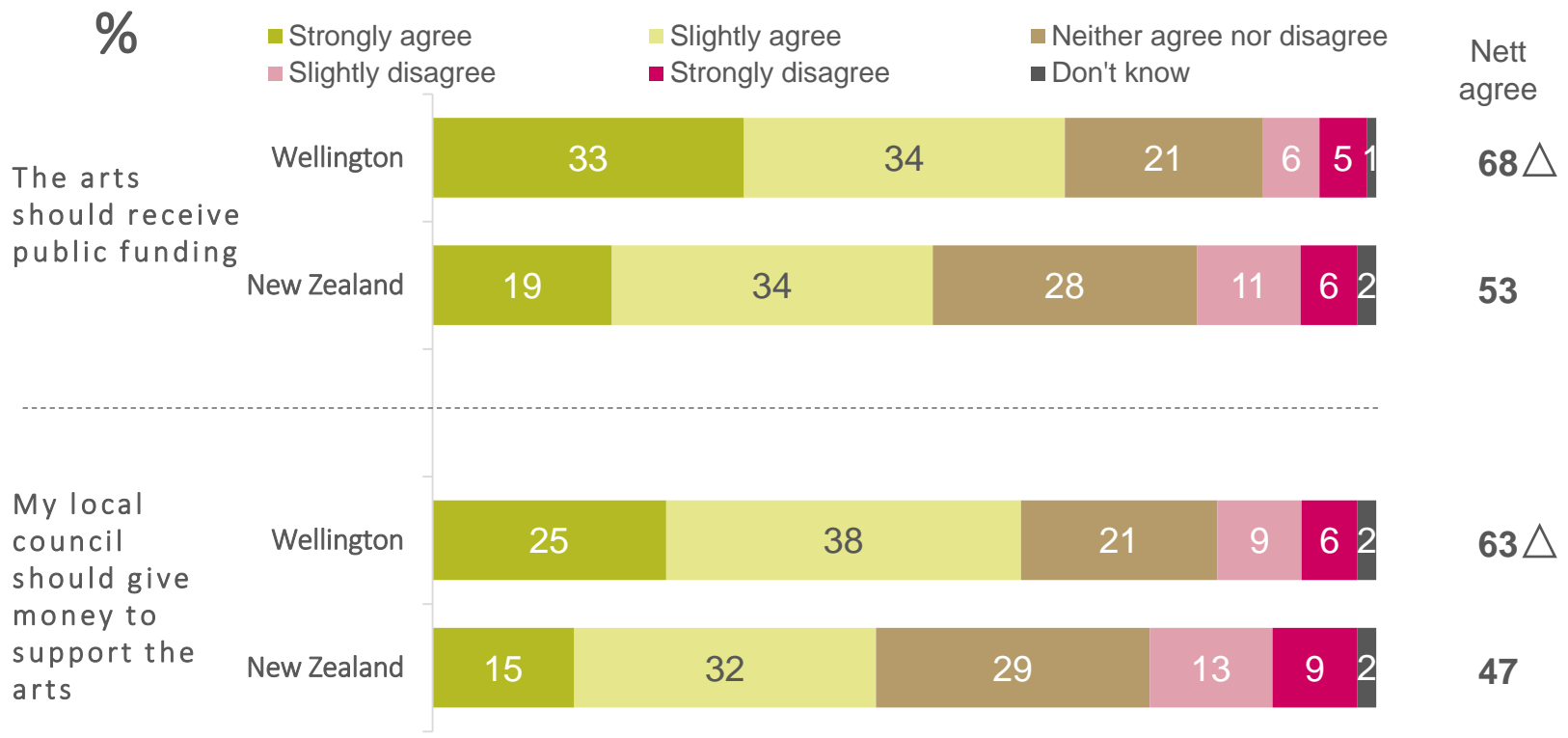
Women are more likely than average to agree the arts help define who we are as New Zealanders (73% vs. 68%).

Older people aged 60+ (85%) are more likely than average (66%) to feel that their community would be poorer without the arts. Young people aged 15 to 29 (54%) and Asian New Zealanders (41%) are less likely to agree with this statement.

△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Wellington (529); New Zealand (6,101)

# Attitudes towards the arts: Funding support for the arts

**Q** To what extent do you agree or disagree?



There is support for public funding of the arts. Nearly seven in ten (68%) Wellington City residents agree the arts should receive public funding. In contrast, just 10% disagree, while the remainder are on the fence or do not express an opinion.

Six in ten (63%) Wellington City residents feel the local council should give money to support the arts.

Agreement with both statements is much higher than the national average.

At the national level, agreement that the arts should receive public funding has increased since 2014 (53% in 2017, 49% in 2014)

**Sub-group differences in Wellington City:**

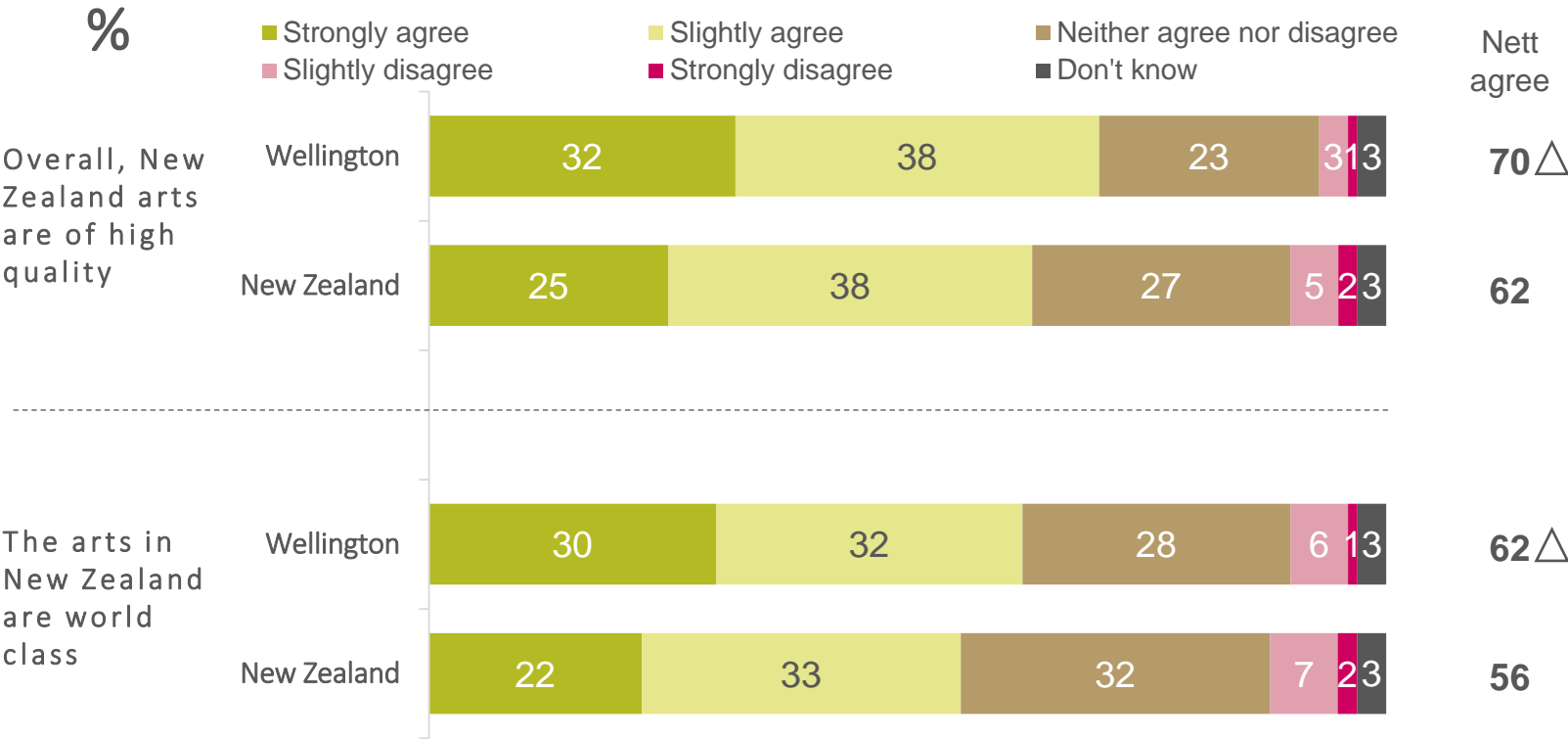
- Women are more likely than average to agree that:
  - The arts should receive public funding (74% vs. 68%)
  - The local council should give money to support the arts (70% vs. 63%)
- Men and Asian New Zealanders are less likely to agree with the above statements.

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Wellington (529); New Zealand (6,101)

# Attitudes towards the arts: Quality of the arts

**Q** To what extent do you agree or disagree?



The majority of Wellington City residents are positive about the quality of New Zealand arts. Seven in ten (70%) agree that the New Zealand arts are of high quality while six in ten (62%) feel they are world class.

Agreement with both statements is higher than the national average.

**Sub-group differences in the Wellington region:**

Women (78%) are more likely than average (70%) to agree that New Zealand arts are of high quality. Men (62%) and Asian New Zealanders (61%) are less likely to agree with this.

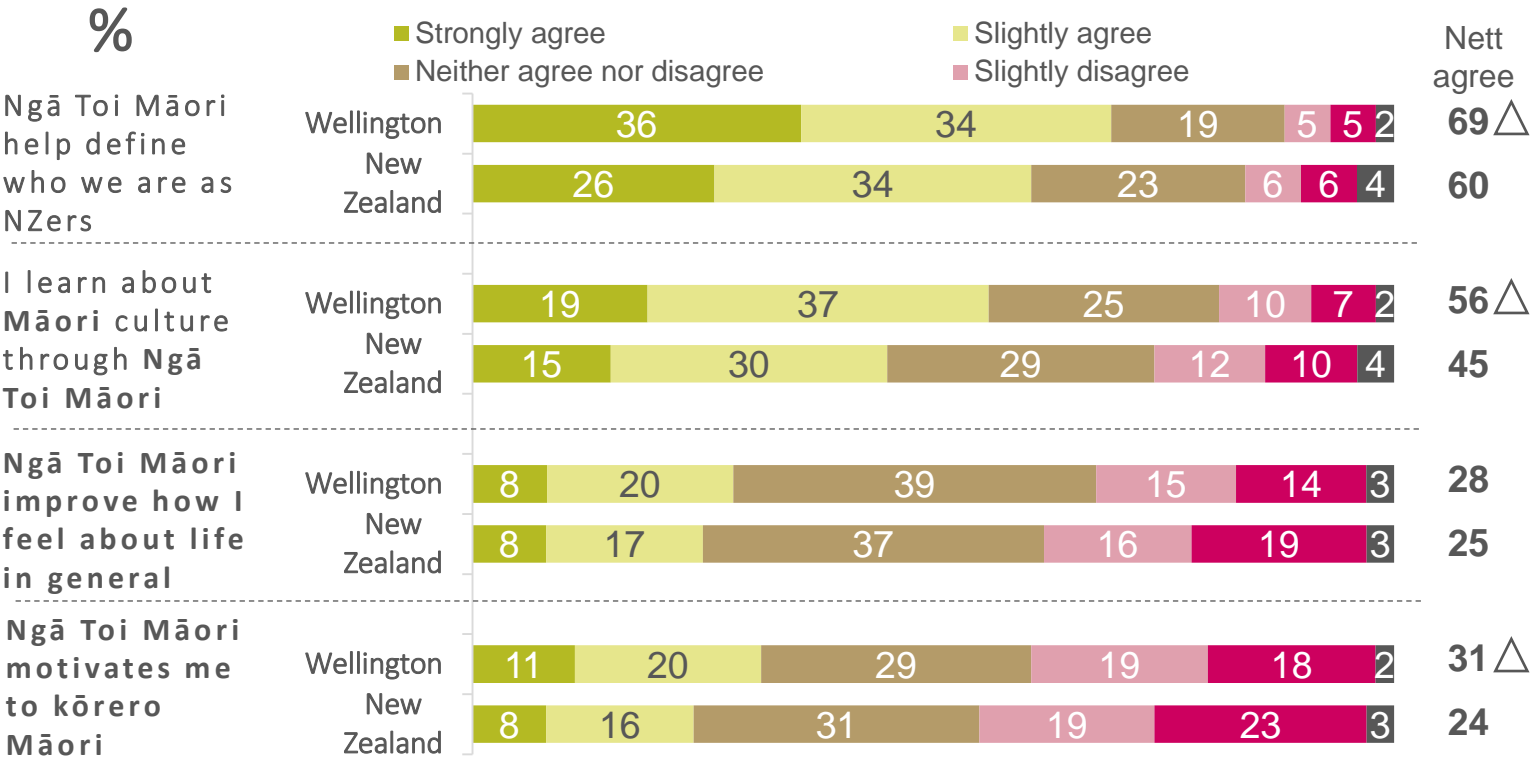
Older people aged 70+ (78%) are more likely than average (62%) to agree that the arts in New Zealand are world class, whereas young people aged 15-29 years (49%) and Asian New Zealanders (49%) are less likely to agree with this.

$\Delta$   $\nabla$  = significantly higher / lower than New Zealand

Base: All respondents: Wellington (529); New Zealand (6,101)

# Attitudes towards the arts: Impact of Ngā Toi Māori (Māori arts)

**Q** To what extent do you agree or disagree?



Wellington City residents benefit from Ngā Toi Māori in a number of ways.

Sixty nine percent agree Ngā Toi Māori helps define who we are as New Zealanders, and 56% agree they learn about Māori culture through Ngā Toi Māori. Agreement with both these statements is higher than the national average.

Three in ten residents also agree Ngā Toi Māori motivates them to speak Māori (31%) and improve how they feel about life in general (28%). Agreement with the former statement is higher than for all New Zealanders.

Māori residents are much more likely than all Wellington residents to be motivated to speak Māori by Ngā Toi Māori (62% vs. 31%) and to feel better about life thanks to Ngā Toi Māori (59% vs. 28%). Eighty percent of Māori residents agree Ngā Toi Māori helps define who we are as New Zealanders compared to 69% overall, although the difference is not statistically significant. Māori residents are equally likely to feel they learn about Māori culture through Ngā Toi Māori (56% agree for both audiences)

**Sub-group differences in Wellington City:**

- Women are more likely than average to agree with the following statements:
- Ngā Toi Māori help define who we are as New Zealanders (79% vs. (69%)
  - I learn about Māori culture through Ngā Toi Māori (67% vs. 56%)

Men and Asian New Zealanders are less likely than average to agree with the above statements.

△▽ = significantly higher / lower than New Zealand

Base: All respondents: Wellington (529); New Zealand (6,101)

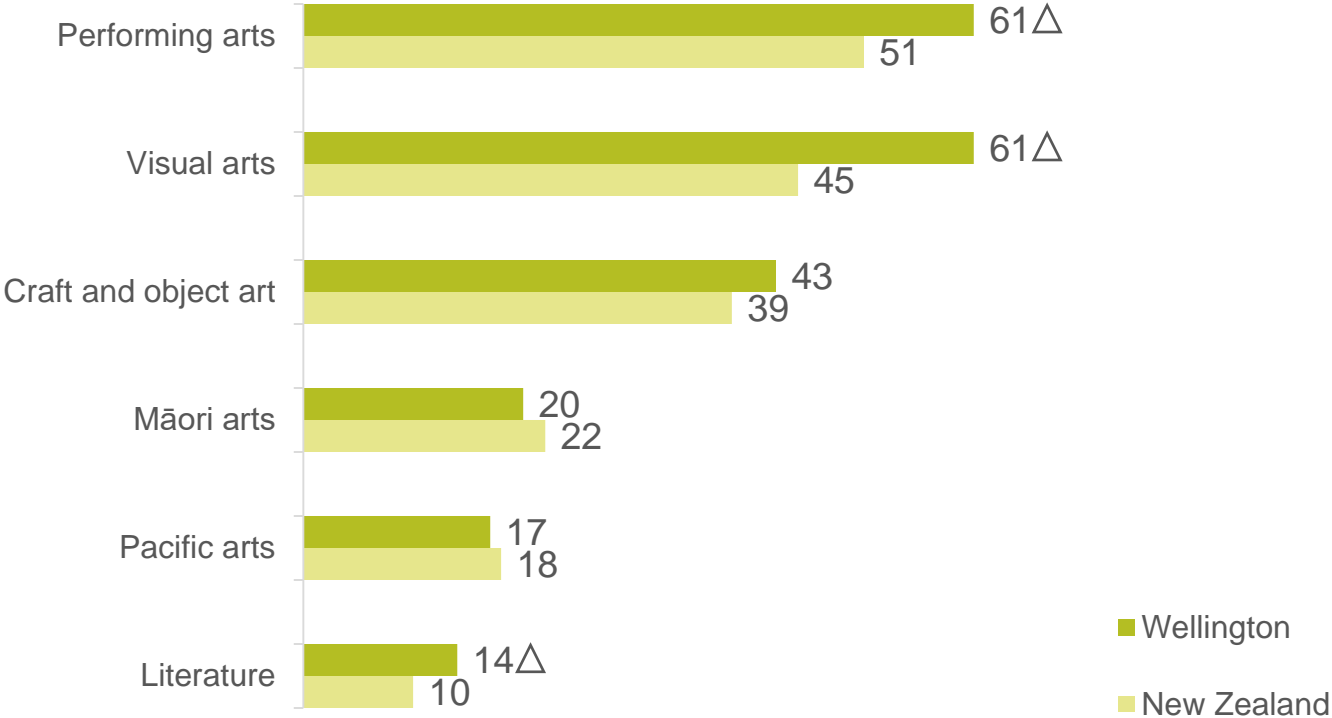


# ATTENDANCE BY ARTFORM

# Attendance by art form

Q Proportion who have attended different art forms in the last 12 months.

%



The chart shows the proportion of Wellington City residents who have been actively involved in each art form at least once in the last 12 months.

The most popular art forms for participation are the performing (61%) and visual arts (61%). Attendance for both art forms is higher than the national average.

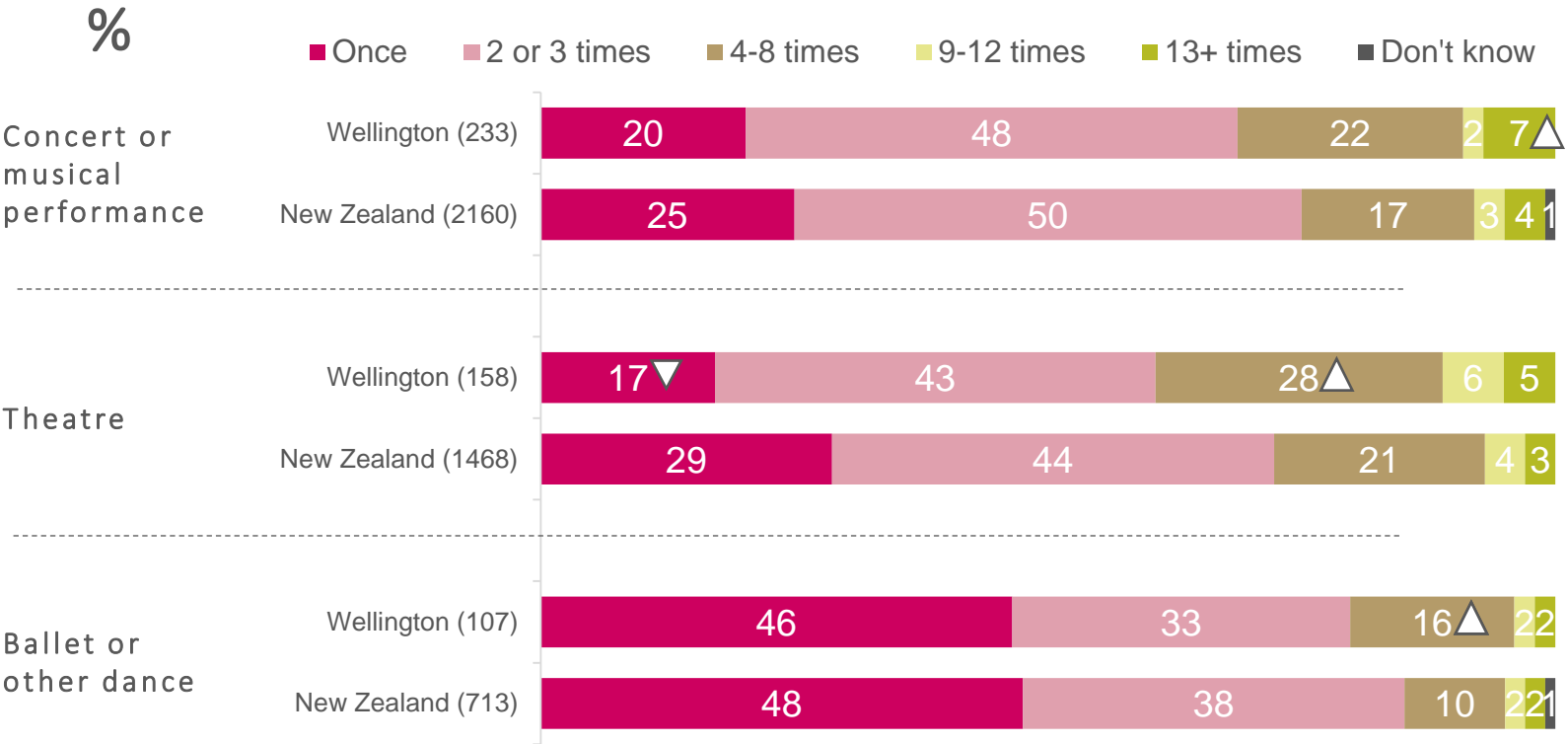
The least popular art form is the literary arts, although attendance in the literary arts in Wellington is higher than average (14% vs. 10%).

Further analysis of each art form (including sub-group differences) is presented in the following slides.

△▽ = significantly higher / lower than New Zealand  
Base: All respondents: Wellington (529); New Zealand (6,101)

# Performance arts attendance

**Q** On average, how often have you attended [concerts or other musical performances / theatre / ballet or other dance events] in the last 12 months?



Base: All respondents who have attended each art form, numbers shown in brackets

△ ▽ = significantly higher / lower than New Zealand

Wellington City residents that attend the theatre do so particularly frequently. Four in ten (39%) have attended four or more times in the last 12 months. This compares to 27% nationally.

The majority (76%) of those who have attended concert or musical performances have done so between one and three times. This is consistent with all New Zealanders (69%).

Similarly, the vast majority (80%) of those who have attended dance performances have done so between one and three times. Again, this is consistent with all New Zealanders (86%).

**Sub-group differences in Wellington City:**

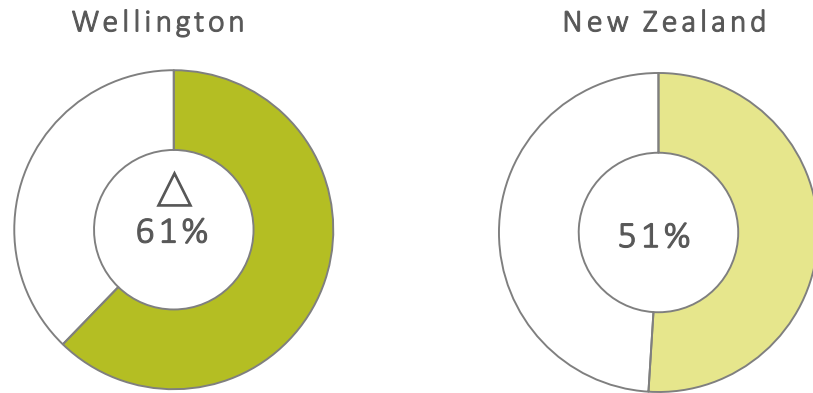
Women (51%) are more likely than average (39%) to have attended the theatre four or more times in the last 12 months. Men (27%) and people aged 30-39 (22%) are less likely to have attended with such frequency.

Please note, the base sizes are too small to test for statistical significance across sub-groups for ballet or other dance.



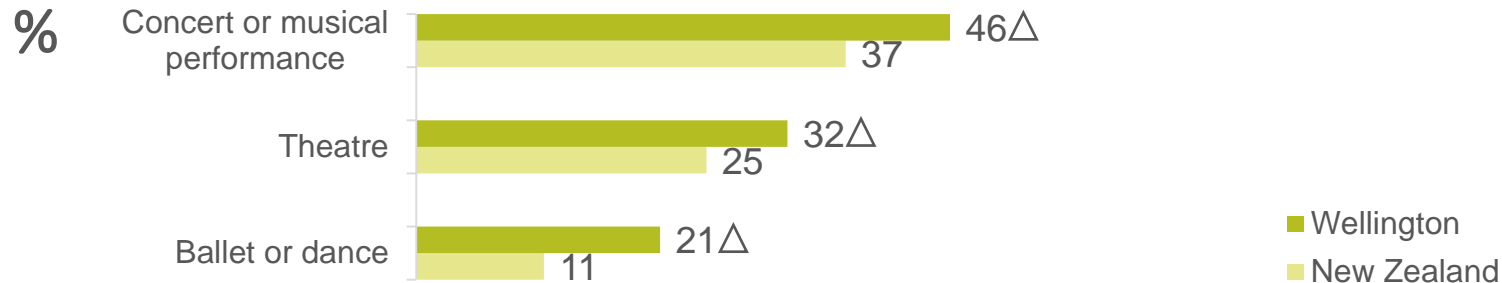
# Performance arts attendance

**Q** Now thinking about the performing arts such as theatre, dance, and music. Have you gone to any ballet or contemporary dance performances, live theatre, concerts, musical performances or circuses in the last 12 months?



Base: All respondents: Wellington (529); New Zealand (6,101)

**Q** Which of these have you been to in the last 12 months?



Base: All respondents: Wellington (529); New Zealand (6,101)

$\Delta$   $\nabla$  = significantly higher / lower than New Zealand

Six in ten (61%) Wellington City residents have attended at least one performing arts event in the last 12 months. This level of attendance is higher than for all New Zealanders (51%).

Attendance is higher than the national average across all three types of performing arts asked about in the survey. Forty six percent of Wellington City residents have attended a concert or musical performance, 32% have attended the theatre, and 21% have attended a ballet or dance performance. Levels of attendance for ballet or dance is nearly twice that of all New Zealanders (11%).

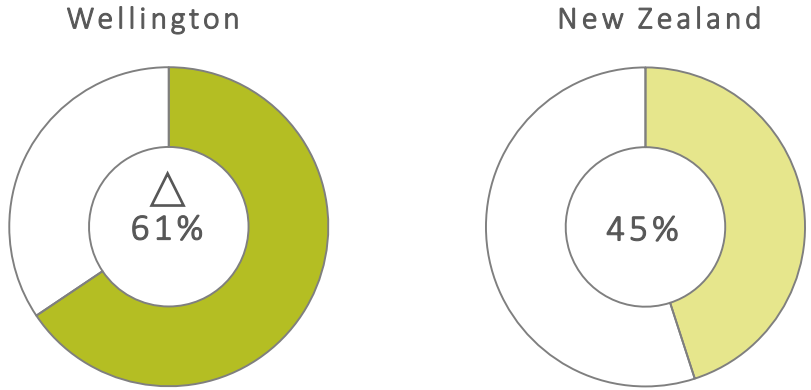
### Sub-group differences in Wellington City:

Older people aged 70+ (70%) , and women (59%) are more likely than average (46%) to attend a concert or musical performance. While men (33%) and Asian New Zealanders (28%) are less likely.

Older people aged 70+ (34%), and women (28%) are also more likely than average (21%) to attend a ballet or dance performance. Men (13%) are less likely to attend this.

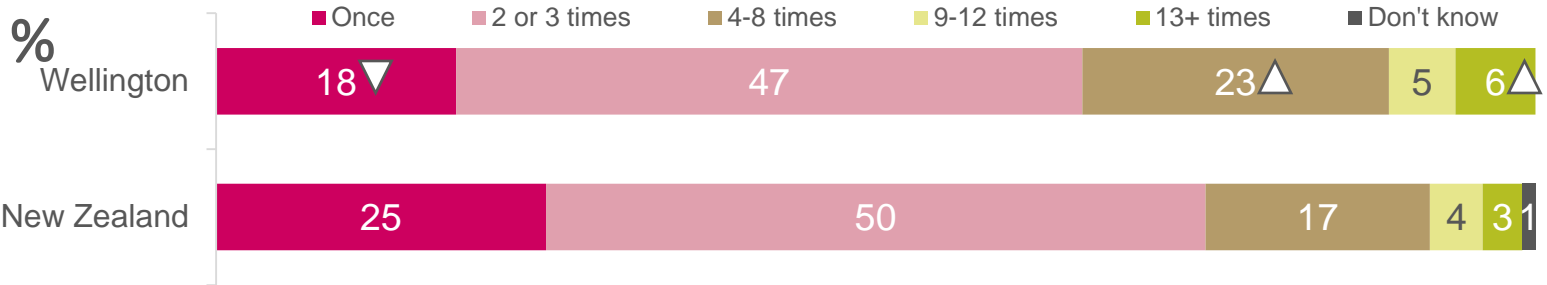
# Visual arts attendance

**Q** Firstly thinking about the visual arts such as sculpture and painting, print-making, typography, photography and film-making, have you visited any art galleries or exhibitions or online galleries or attended any film festivals in the last 12 months?



Base: All respondents: Wellington (529); New Zealand (6,101)

**Q** On average how often have you done this in the last 12 months?



Base: All who have attended the visual arts - Wellington (328); New Zealand (2,786)

△▽ = significantly higher / lower than New Zealand

Six in ten (61%) Wellington City residents have attended a visual arts event in the last 12 months. This level of attendance is higher than for all New Zealanders (45%).

Wellington City residents also attend the visual arts more frequently than all New Zealanders. Thirty-four percent have attended four or more times in the last 12 months, this compares to 24% of all New Zealanders.

At the national level, visual arts attendance has increased since 2014 (45% in 2017, 41% in 2014).

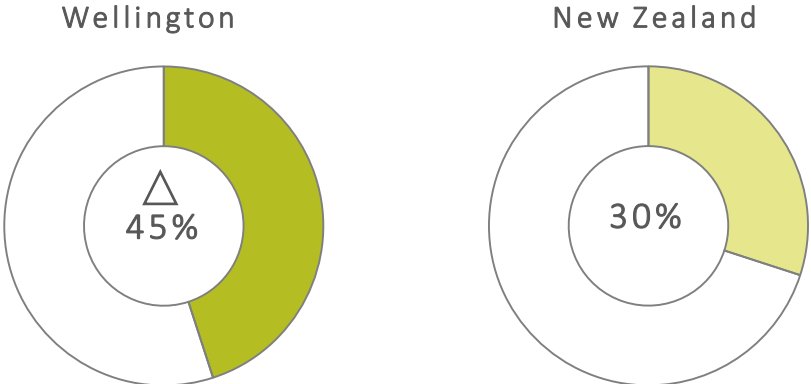
**Sub-group differences in Wellington City:**

Older people aged 60+ (78%) are more likely than average to have attended the visual arts in the last 12 months.

People aged 40 to 49 years (19%) are less likely than average (34%) to attend on a regular basis (4 or more times in the last 12 months).

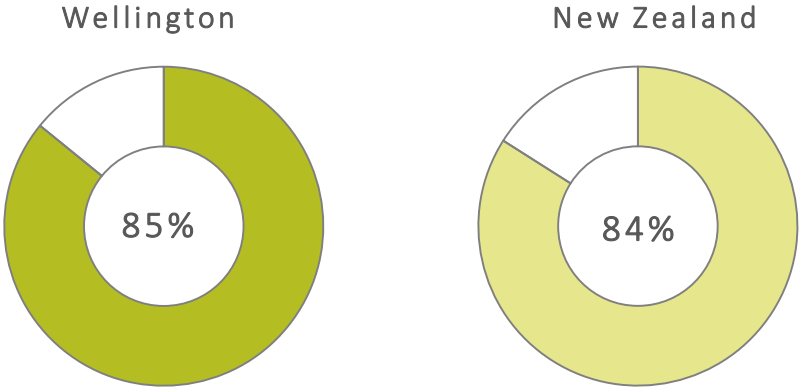
# Visual arts attendance: impact of film festivals

**Q** Were film festivals included among the visual arts you have visited in the last 12 months?



Base: All who have attended the visual arts - Wellington (328); New Zealand (2,786)

**Q** And have you visited visual arts other than film festivals in the last 12 months?



Base : All who have attended film festivals - Wellington (149); New Zealand (817)     $\triangle$   $\nabla$  = significantly higher / lower than New Zealand

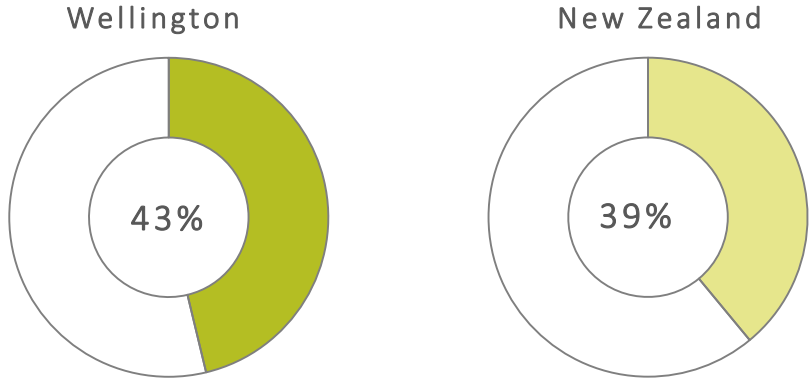
Of those who have attended the visual arts, 45% have attended at least one film festival in the last 12 months. This level of attendance is higher than for all New Zealanders (30%).

Eighty-five percent of those who have attended film festivals in the last 12 months have also attended other visual art forms. This is consistent with all New Zealanders (84%).

There are no sub-group differences of note in terms of film festival attendance or other visual arts attendance.

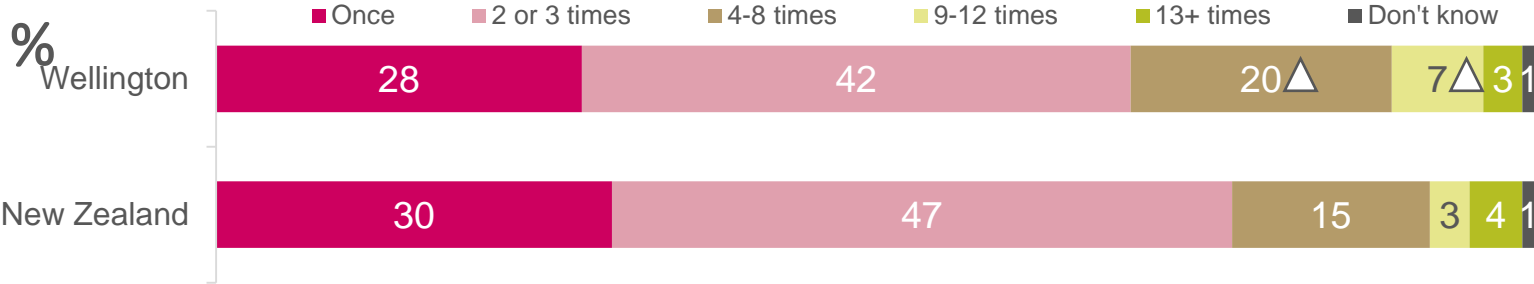
# Craft and object art attendance

**Q** Thinking now about craft and object art such as ceramics, furniture, glass jewellery embroidery, quilting, pottery, spinning and weaving, or textiles, have you visited any art galleries or exhibitions or online galleries in the last 12 months?



Base: All respondents: Wellington (529); New Zealand (6,101)

**Q** On average how often have you done this in the last 12 months?



Base: All who have attended craft and object art - Wellington (231); New Zealand (2,487)

△▽ = significantly higher / lower than New Zealand

Four in ten (43%) Wellington City residents have attended a craft and object art event in the last 12 months. This is consistent with all New Zealanders (39%).

Wellington City residents attend craft and object art events more frequently than all New Zealanders. Thirty percent have attended four or more times in the last 12 months, this compares to 22% of all New Zealanders.

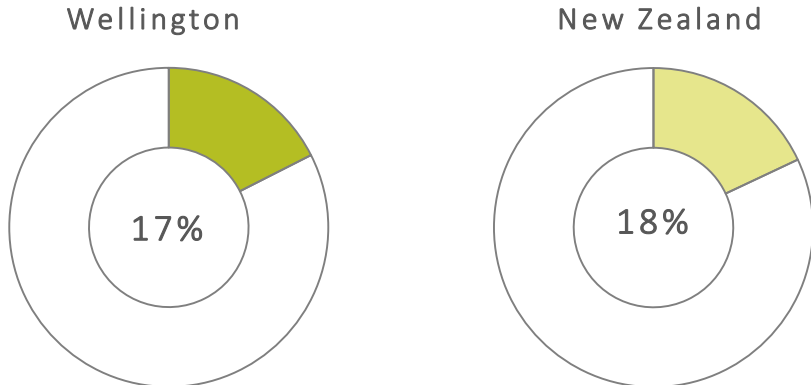
**Sub-group differences in Wellington City:**

Older people aged 60+ (65%), and women (49%) are more likely than average (43%) to have attended at least one craft and object art event in the last 12 months. Men (35%) and younger people aged 15 to 29 (33%) are less likely to have attended.

People aged 60 to 69 years (24%) are more likely than average (10%) to attend on a very regular basis (9 or more times in the last 12 months).

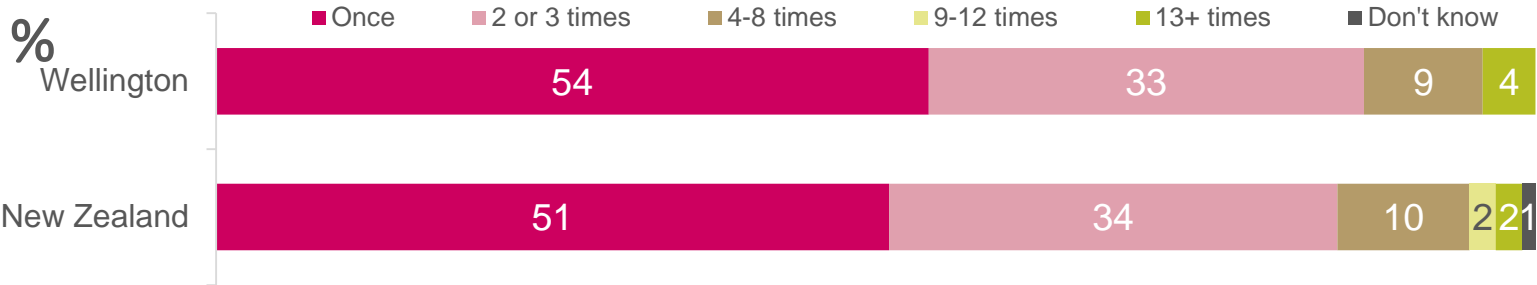
# Pacific arts attendance

**Q** Now thinking about Pacific Arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by Pacific people or groups in the last 12 months?



Base: All respondents: Wellington (529); New Zealand (6,101)

**Q** On average how often have you done this in the last 12 months?



Base: All who have attended the Pacific arts - Wellington (93); New Zealand (1,067)

△▽ = significantly higher / lower than New Zealand

Seventeen percent of Wellington City residents have attended a Pacific arts event in the last 12 months. This is in line with the national level of attendance (18%).

The majority (87%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (85%).

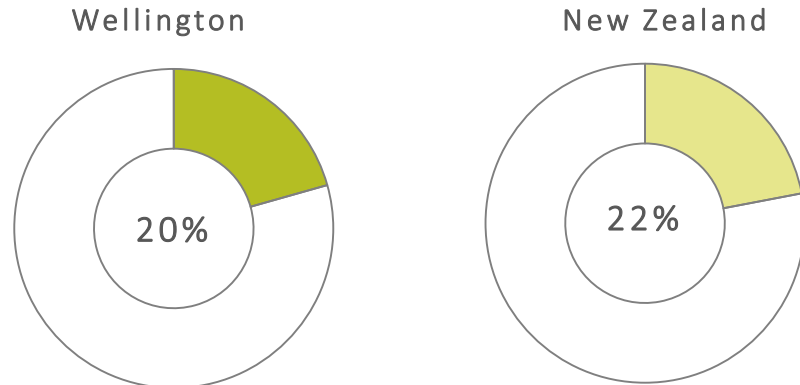
At the national level, Pacific arts attendance has increased since 2014 (18% in 2017, 14% in 2014)

There are no sub-group differences of note in terms of overall Pacific arts attendance or frequency of attendance.

Please note there are too few Pacific respondents in the survey in Wellington City to report their results separately and test for statistical significance against the average.

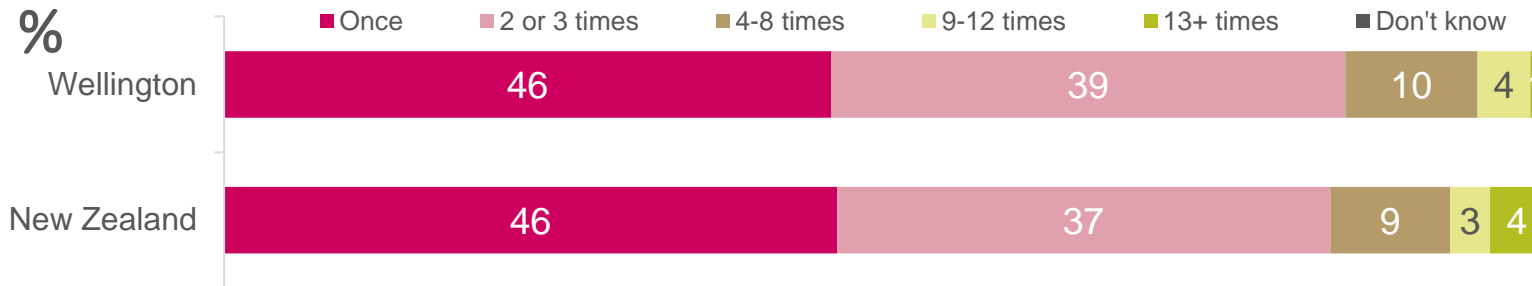
# Māori arts attendance

**Q** Thinking about Māori arts, have you gone to any cultural performances, festivals, exhibitions or celebrations by **Māori people or groups** in the last 12 months?



Base: All respondents: Wellington (529); New Zealand (6,101)

**Q** On average how often have you done this in the last 12 months?



Base: All who have attended Māori arts - Wellington (114); New Zealand (1,318)

△▽ = significantly higher / lower than New Zealand

One in five (20%) Wellington City residents have attended a Māori arts event in the last 12 months. This is in line with the national level of attendance (22%).

Māori in Wellington are more likely to attend Māori arts than average (49% vs. 20%).

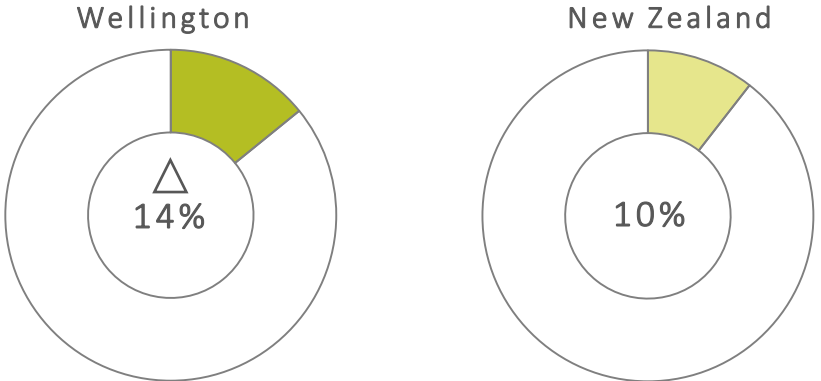
The majority (85%) of those who have attended have done so between one and three times. This is similar to the proportion of all New Zealanders (84%).

At the national level, Māori arts attendance has increased since 2014 (22% in 2017, 17% in 2014).

**Sub-group differences in Wellington City:**  
 Women (25%) are more likely than average (20%) to have attended a Māori arts event in the last 12 months.

# Literary arts attendance

**Q** Now thinking about literature, have you gone to any poetry or book readings, or literary festivals or events in the last 12 months?



Base: All respondents: Wellington (529); New Zealand (6,101)

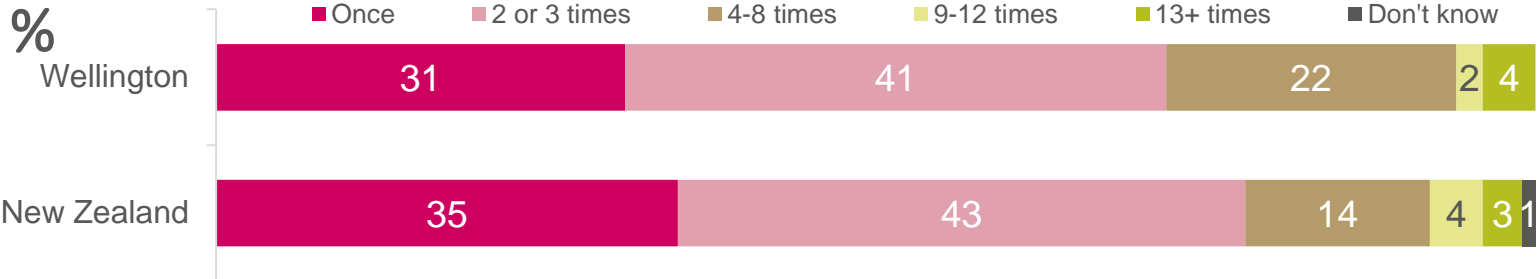
Fourteen percent of Wellington City residents have attended a literary arts festival or event in the last 12 months. This is higher than the national level of attendance (10%).

The majority (72%) of those who have attended have done so between one and three times. This is similar to levels of attendance for all New Zealanders (78%).

There are no sub-group differences of note in terms of literary arts attendance.

Please note the base sizes are too small to test for statistical significance across sub-groups for frequency of attendance.

**Q** On average how often have you done this in the last 12 months?



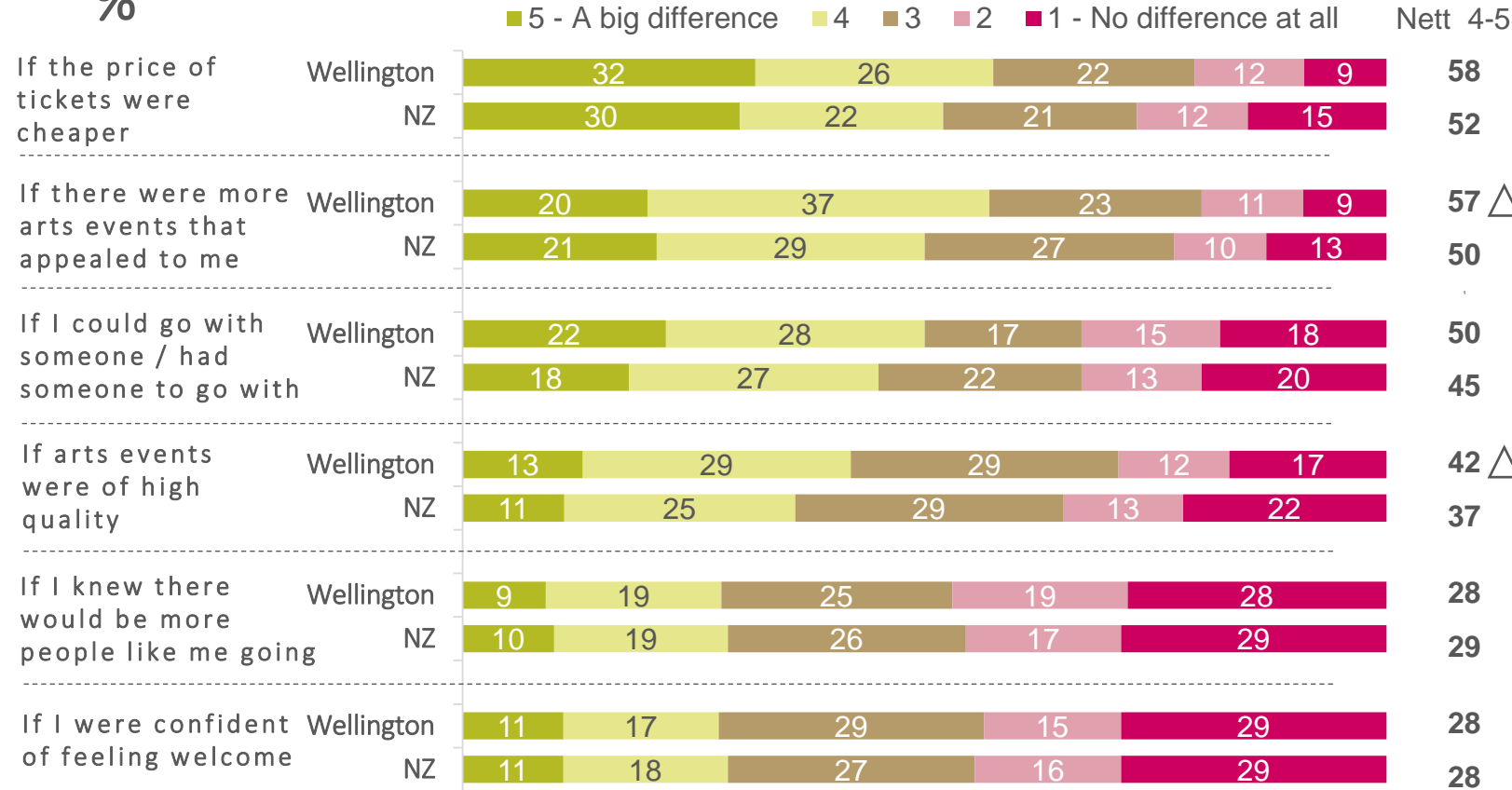
Base: All who have attended the literary arts - Wellington (70); New Zealand (580)

△▽ = significantly higher / lower than New Zealand

# Encouraging greater attendance in the arts

**Q** You earlier agreed that the arts interest you but you still don't go much. What difference would the following make in encouraging you to go to the arts more often?

%



Two thirds of Wellington City residents (63%) agree that some arts interest them but they still don't go much. We asked these respondents what might encourage them to go more often.

Price and choice are the top two barriers to Wellington City residents who are interested in the arts but don't go that often. Fifty-eight percent indicate that reducing ticket prices would increase their likelihood of attending, and 57% indicate that a broader range of arts events would make a big difference to their attendance. Agreement that a broader range of events would make a difference is higher than the national average (50%).

In addition, social isolation and quality are barriers for a substantial proportion of Wellington City residents. Half (50%) indicate that having someone to go with would increase their likelihood of attending, and 42% indicate better quality arts events would increase their likelihood of attending. Agreement that better quality events would make a difference is higher than the national average (37%).

Finally, there is evidence that a minority feel the arts is exclusive. Twenty-eight percent indicate that knowing more people like them were going would make a big difference, the same proportion would like to feel more assured of being welcome at arts events.

### Sub-group differences in Wellington City:

Young people ages 15 to 29 are more likely than average to indicate the following would make a big difference to their attendance:

- If there were more events that appealed to them (70% vs. 57%)
- If they had someone to go with (69% vs. 50%)
- If they knew there would be more people like them going (44% vs. 28%)
- If they were more confident of feeling welcome (42% vs. 28%)

Asian New Zealanders also indicate they would go more if they knew more people like themselves were going (46%) and if they were confident of feeling welcome (45%).

△▽ = significantly higher / lower than New Zealand

Base: All respondents who are interested in the arts but don't go much: Wellington (337); New Zealand (3,822)



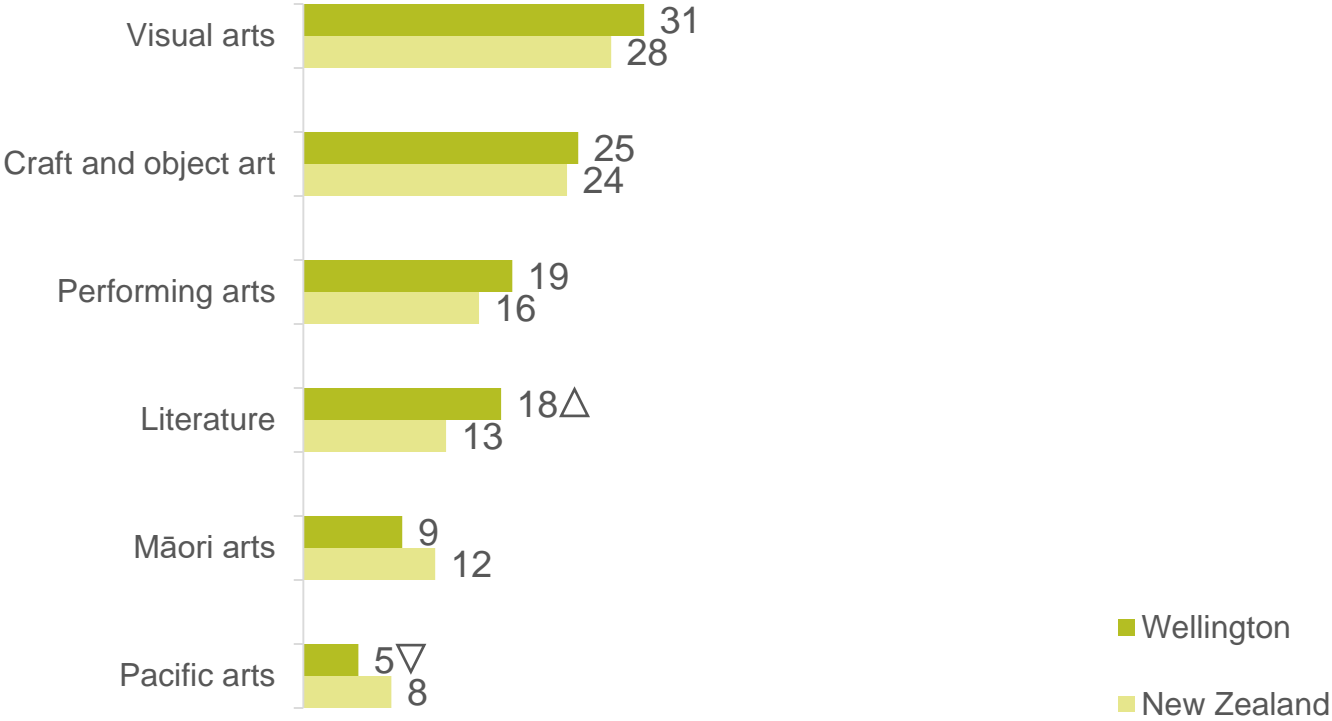


# PARTICIPATION BY ARTFORM

# Participation by art form

**Q** Proportion who have participated in different art forms in the last 12 months.

%



The chart shows the proportion of Wellington City residents who have been actively involved in each art form at least once in the last 12 months.

The most popular art form to participate in is the visual arts. Three in ten (31%) Wellington City residents have participated in the visual arts in the last 12 months. This is closely followed by craft and object art (25%).

Participation in literary arts is higher in Wellington City than it is nationally. Eighteen percent of residents have participated in the literary arts at least once in the last 12 months, this compares to 13% of all New Zealanders.

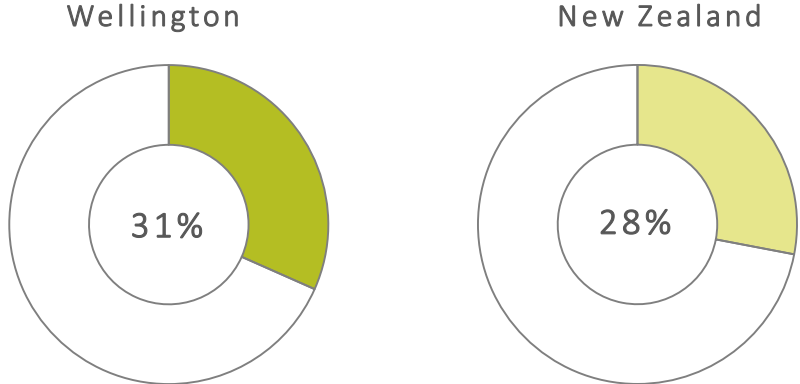
The least popular art form is Pacific arts. Only 5% of Wellington City residents have participated in Pacific arts in the last 12 months. This is lower than the national average (8%).

Further analysis of each art form (including sub-group differences) is presented in the following slides.

$\Delta$  $\nabla$  = significantly higher / lower than New Zealand  
 Base: All respondents: Wellington (529); New Zealand (6,101)

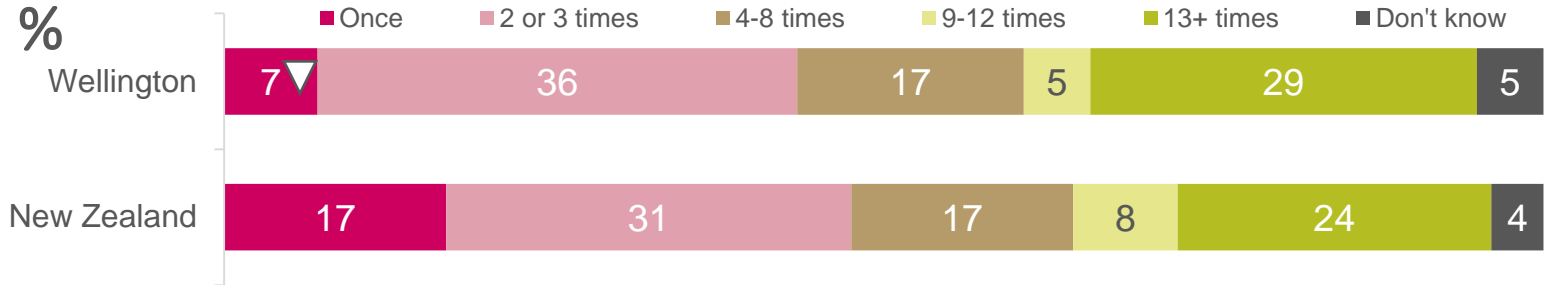
# Visual arts participation

**Q** Have you been actively involved in the visual arts in any way in the last 12 months? For example, painting, photography, sculpting, drawing, print-making, typography, web-based digital art, or film making?



Base: All respondents: Wellington (529); New Zealand (6,101)

**Q** On average how often have you done this in the last 12 months?



Base: All those who have participated in the visual arts - Wellington (157); New Zealand (1,604)

△▽ = significantly higher / lower than New Zealand

Three in ten (31%) Wellington City residents have participated in the visual arts in the last 12 months. This is consistent with all New Zealanders (28%).

Of those who participate, 35% do so on a regular basis (at least nine times in the last 12 months). This is similar to all New Zealanders (32%).

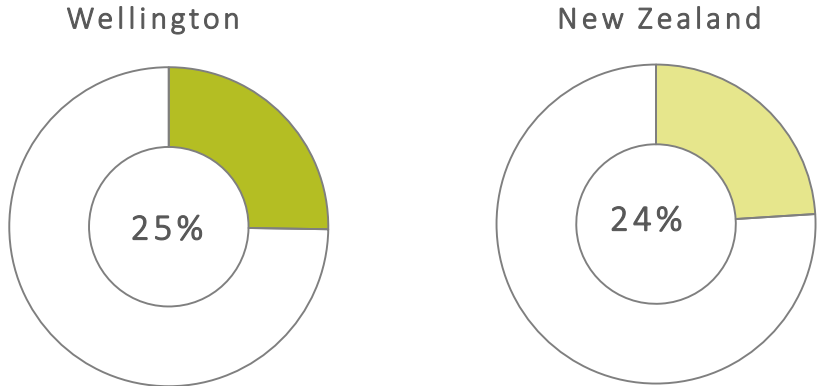
At the national level, participation in the visual arts has increased since 2014 (28% in 2017, 19% in 2014). One possible explanation for the increase in participation is the continued uptake and development of digital technology (including smart phones and tablets) supporting an increase in web-based art or film making.

**Sub-group differences in Wellington City:**

Low-income households earning less than \$30,000 per annum (48%) and young people aged 15 to 29 (42%) are more likely than average (31%) to have participated in the visual arts in the last 12 months. People aged 60 to 69 years (14%) and households earning \$50-\$80,000 per annum (16%) are less likely to have participated.

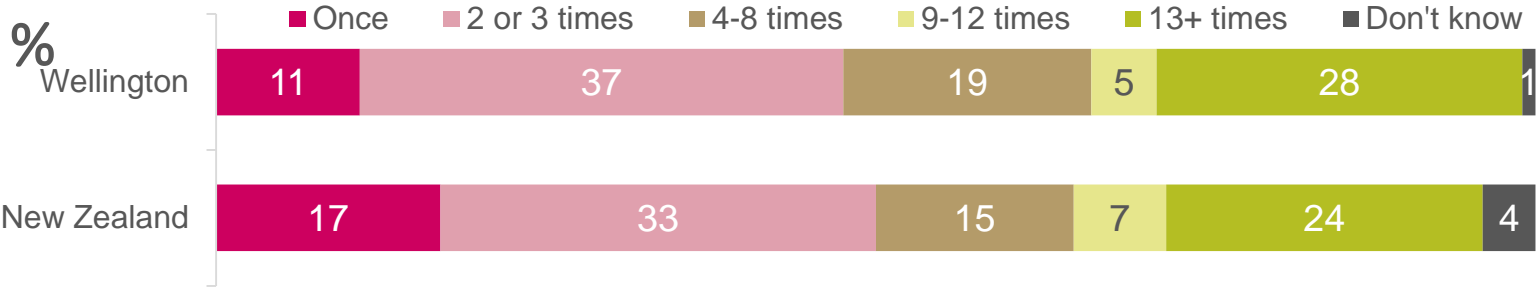
# Craft and object art participation

**Q** Have you been actively involved in craft and object art in any way in the last 12 months? For example, ceramics, furniture, glass, jewellery, embroidery, quilting, pottery, woodcraft, spinning and weaving or textiles.



Base: All respondents: Wellington (529); New Zealand (6,101)

**Q** On average how often have you done this in the last 12 months?



Base: All those who have participated in craft and object art - Wellington (129); New Zealand (1,540)

△▽ = significantly higher / lower than New Zealand

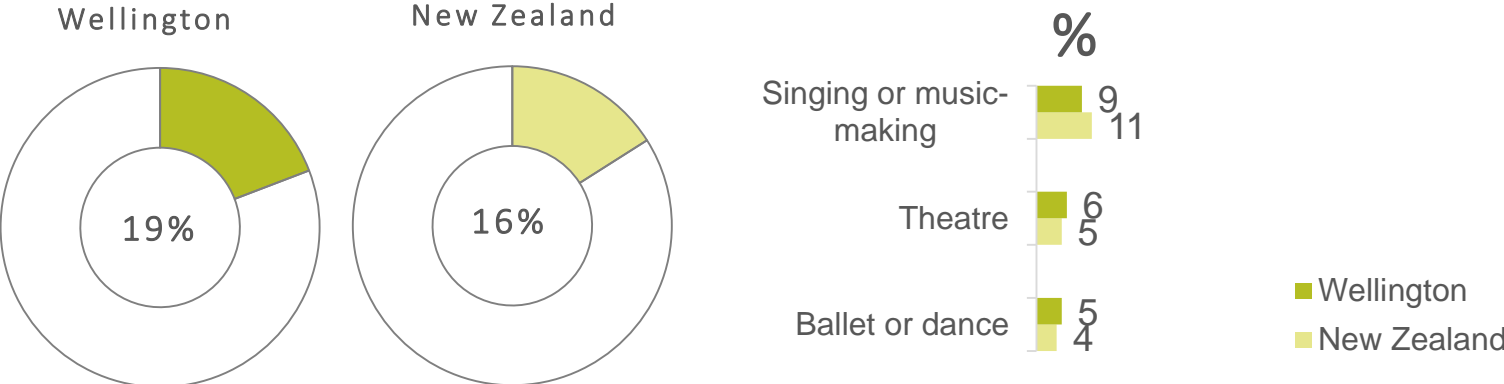
A quarter (25%) of Wellington City residents have participated in craft and object art in the last 12 months. This is consistent with all New Zealanders (24%).

Of those who participate, 33% do so on a regular basis (at least nine times in the last 12 months). This is similar to all New Zealanders (31%).

**Sub-group differences in Wellington City :**  
 Women (33%) are more likely than average (25%) to have been actively involved in craft and object art in the last 12 months.

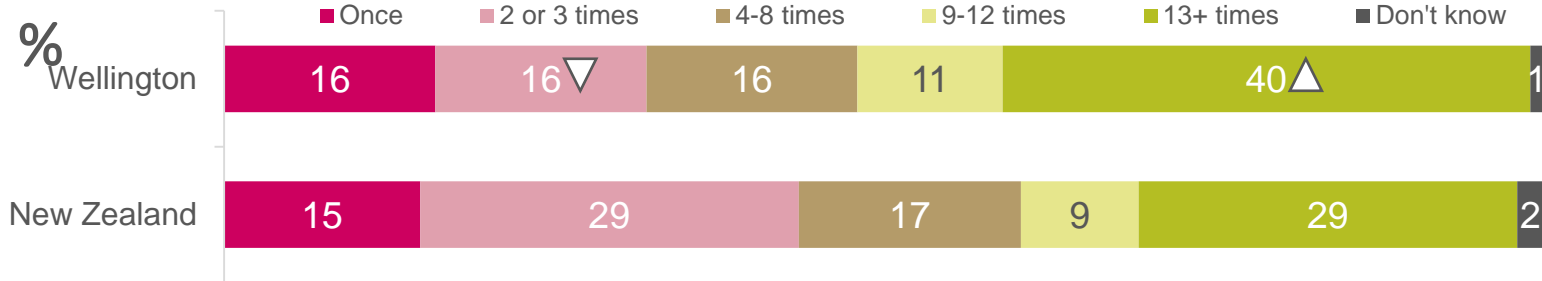
# Performance arts participation

**Q** Still thinking about the performing arts, in the last 12 months have you been actively involved in theatre, dance, singing or other music-making? Which of these were you actively involved in?



Base: All respondents: Wellington (529); New Zealand (6,101)

**Q** On average how often have you done this in the last 12 months?



Base: All those who have participated in the performance arts - Wellington (90); New Zealand (896)

△▽ = significantly higher / lower than New Zealand

One in five (19%) Wellington City residents have participated in the performing arts in the last 12 months. This is consistent with all New Zealanders (16%).

Looking more specifically at the type of performing arts, the survey shows that 9% of Wellington City residents have been involved in singing or making music, while 6% have participated in the theatre and 5% have done some form of dance.

Of those who participate in the performing arts, four in ten (40%) have done so more than 12 times in the last 12 months. This is higher than the national average (29%).

**Sub-group differences in Wellington City :**

Low-income households earning less than \$30,000 per annum (36%) and young people aged 15 to 29 (27%) are more likely than average (19%) to have participated in the performing arts.

Low-income households earning less than \$30,000 per annum are more likely than average to participate in dance (14% vs. 5%).

Young people aged 15 to 29 are more likely than average to participate in theatre or drama (14% vs. 6%).

# Literary arts participation

**Q** Still thinking about literature, in the last 12 months have you taken part in a writing workshop or literary event, or done any creative writing of your own, for example poetry, fiction or non fiction?



Base: All respondents: Wellington (529); New Zealand (6,101)

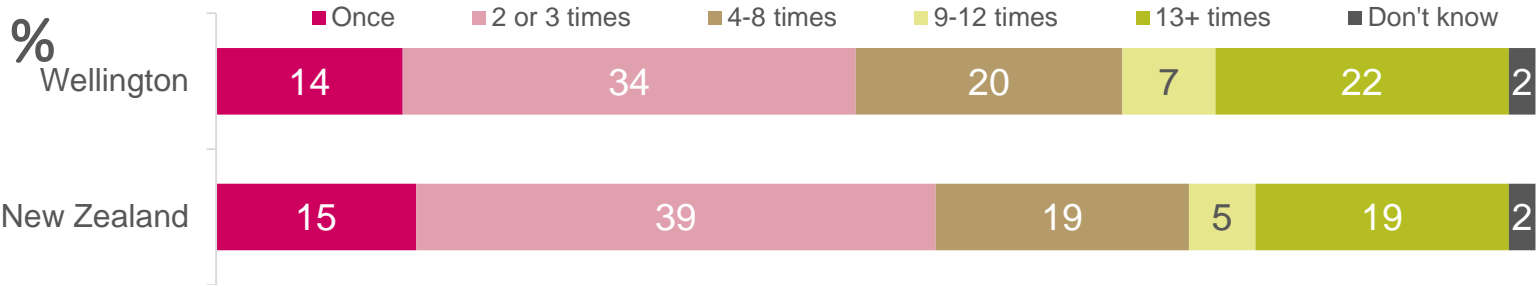
Eighteen percent of Wellington City residents have participated in the literary arts in the last 12 months. This is higher than all New Zealanders (13%).

Of those who participate in the literary arts, 28% do so on a regular basis (at least nine times in the last 12 months). This is equivalent to the proportion of all New Zealanders (24%).

At the national level, there has been an increase in literary arts participation since 2014 (13% in 2017, 10% in 2014).

There are no sub-group differences of note in terms of overall literary arts participation or frequency of participation.

**Q** On average how often have you done this in the last 12 months?

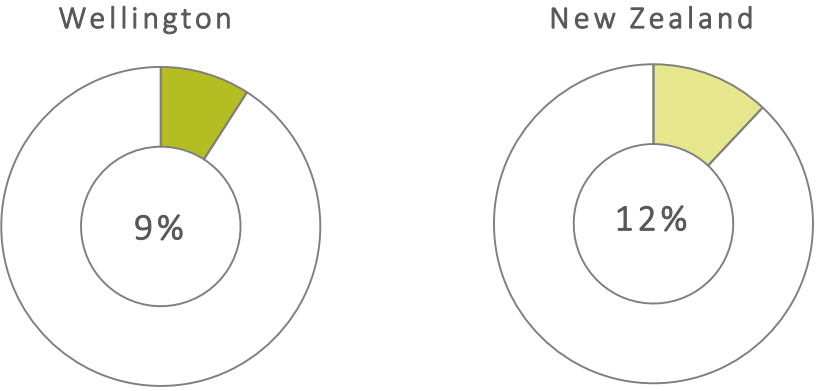


Base: All those who have participated in the literary arts - Wellington (90); New Zealand (746)

△▽ = significantly higher / lower than New Zealand

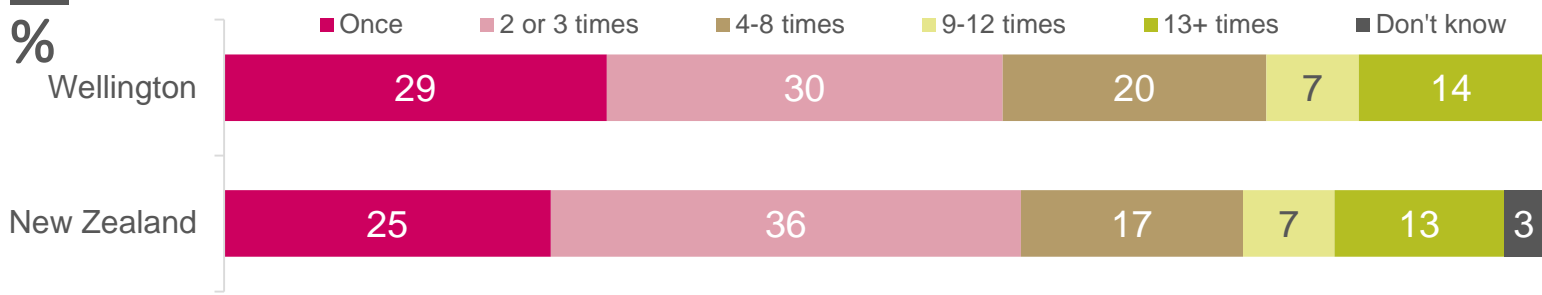
# Māori arts participation

**Q** Still thinking about Māori arts, in the last 12 months have you been actively involved in any **Māori arts or craft activities or workshops, including carving, raranga, tāniko, weaving, waiata or, kapa haka, kōwhaiwhai, tā moko, Māori dance or music?**



Base: All respondents: Wellington (529); New Zealand (6,101)

**Q** On average how often have you done this in the last 12 months?



Base: All those who have participated in the visual arts - Wellington (50); New Zealand (655)

△▽ = significantly higher / lower than New Zealand

One in ten (9%) Wellington City residents have participated in Māori arts in the last 12 months. This compares to 12% for all New Zealanders; although the difference is not statistically significant.

Māori in Wellington are more likely to participate in Māori arts than average (31% vs. 9%).

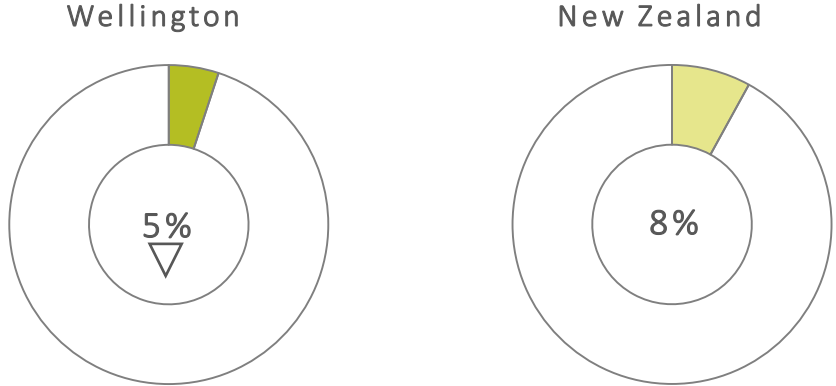
Of those who participate in the Māori arts, most (59%) do so infrequently (between one and three times in the last 12 months). This is similar to the proportion of all New Zealanders (61%). These results should be treated with caution due to the small base size (50 respondents).

At the national level, there has been an increase in participation in the Māori arts since 2014 (12% in 2017, 9% in 2014).

There are no differences of note between subgroups for Māori arts.

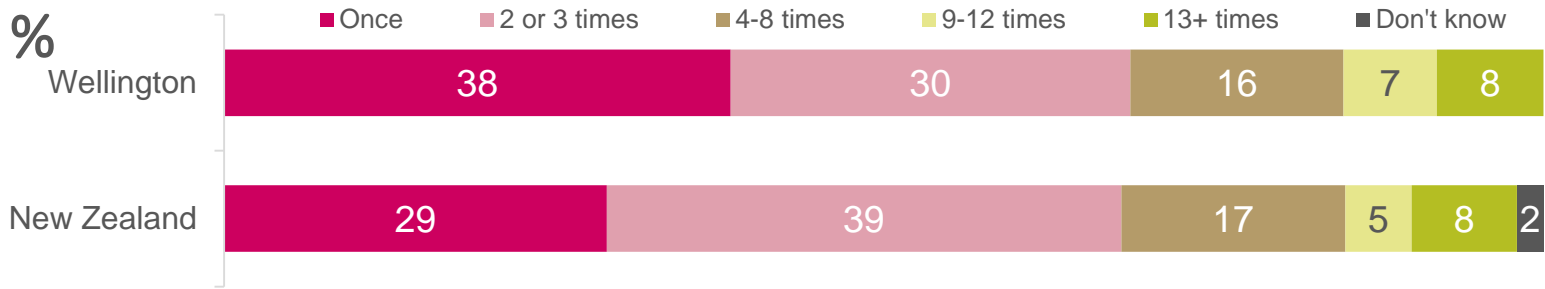
# Pacific arts participation

**Q** Still thinking about Pacific Arts, in the last 12 months have you been actively involved in any Pacific arts and crafts activities or workshops including weaving, tapa making, tivaevae, carving, traditional dance, singing or music?



Base: All respondents: Wellington (529); New Zealand (6,101)

**Q** On average how often have you done this in the last 12 months?



Base: All those who have participated in the Pacific arts - Wellington (27); New Zealand (429)

△▽ = significantly higher / lower than New Zealand

Five percent of Wellington City residents have participated in the Pacific arts in the last 12 months. This is less than all New Zealanders (8%).

Of those who participate in the Pacific arts, most (68%) do so infrequently (between one and three times in the last 12 months). This is equivalent to the proportion of all New Zealanders (68%). These results should be treated with extreme caution due to the small base size (27 respondents).

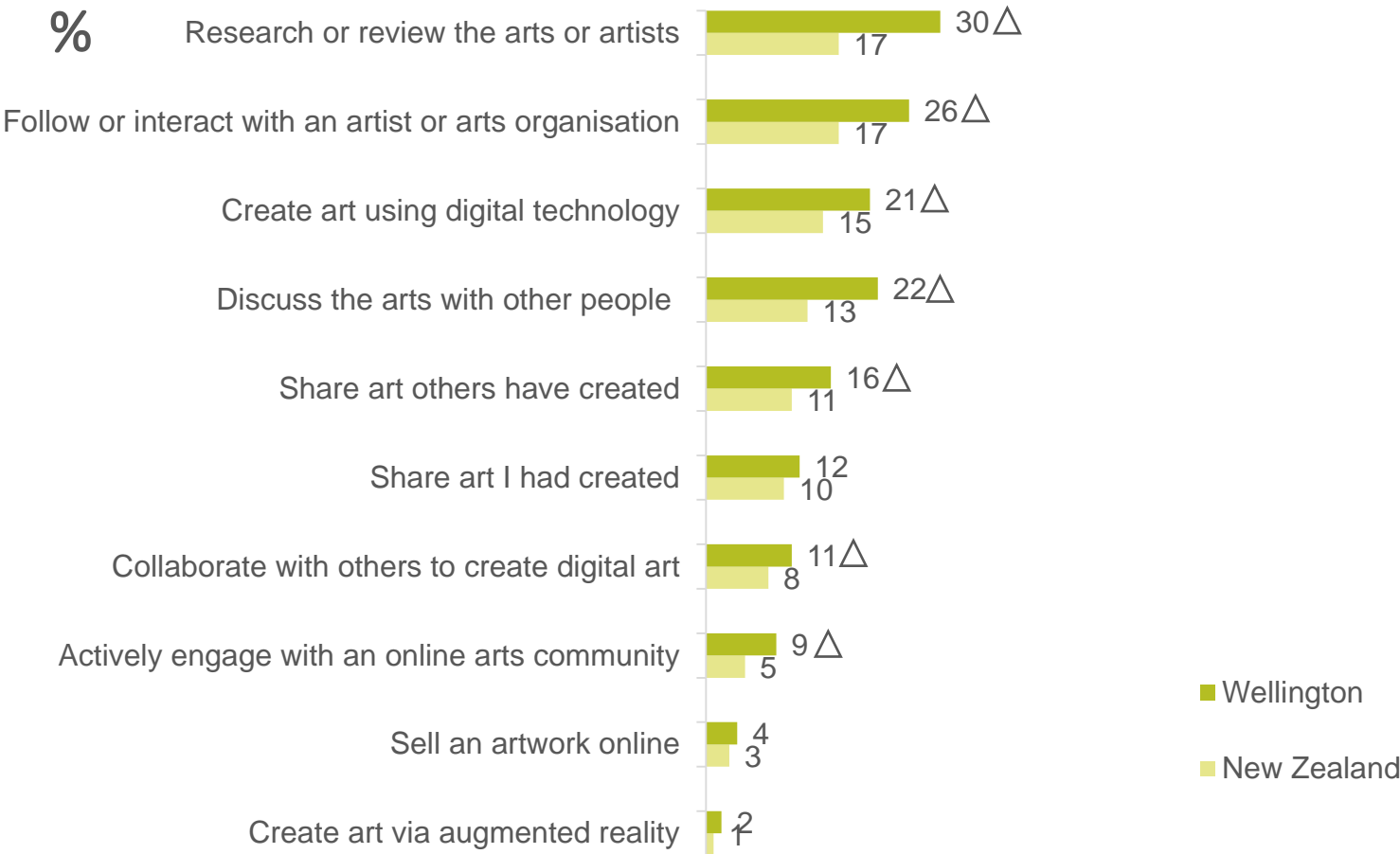
There are no differences of note between subgroups for Pacific arts participation.

Please note there are too few Pacific respondents in the survey in Wellington City to report their results separately and test for statistical significance against the average.



# Use of digital technology for arts activities

**Q** In the last 12 months have you used the internet or digital technology to do any of the following? By digital technology we mean laptops, tablets or smartphones.



Digital technology is enabling greater engagement in the arts for many Wellington City residents. Fifty-seven percent of residents have used digital technology for arts activities, this compares to 43% of all New Zealanders.

The most popular activities are researching or reviewing the arts or artists (30%), following or interacting with an artist or arts organisation (26%), and discussing the arts with other people (22%).

Wellington City residents are more likely than average to have participated in almost all digital arts activities.

**Sub-group differences in Wellington City:**

Overall, women (63%) are more likely than average (57%) to have participated in any type of digital art in the past 12 months.

When looking at specific digital arts activities:

Young people aged 15 to 29 are more likely than average to discuss the arts with other people (35% vs. 22%), create art using digital technology (29% vs. 21%), collaborate with others (22% vs. 11%) and share their own art work online (20% vs. 12%).

Women are more likely than average to research or review the arts or artists (35% vs. 30%), follow or interact with an artist or arts organisation online (33% vs. 26%), and share art others had created (20% vs. 16%).

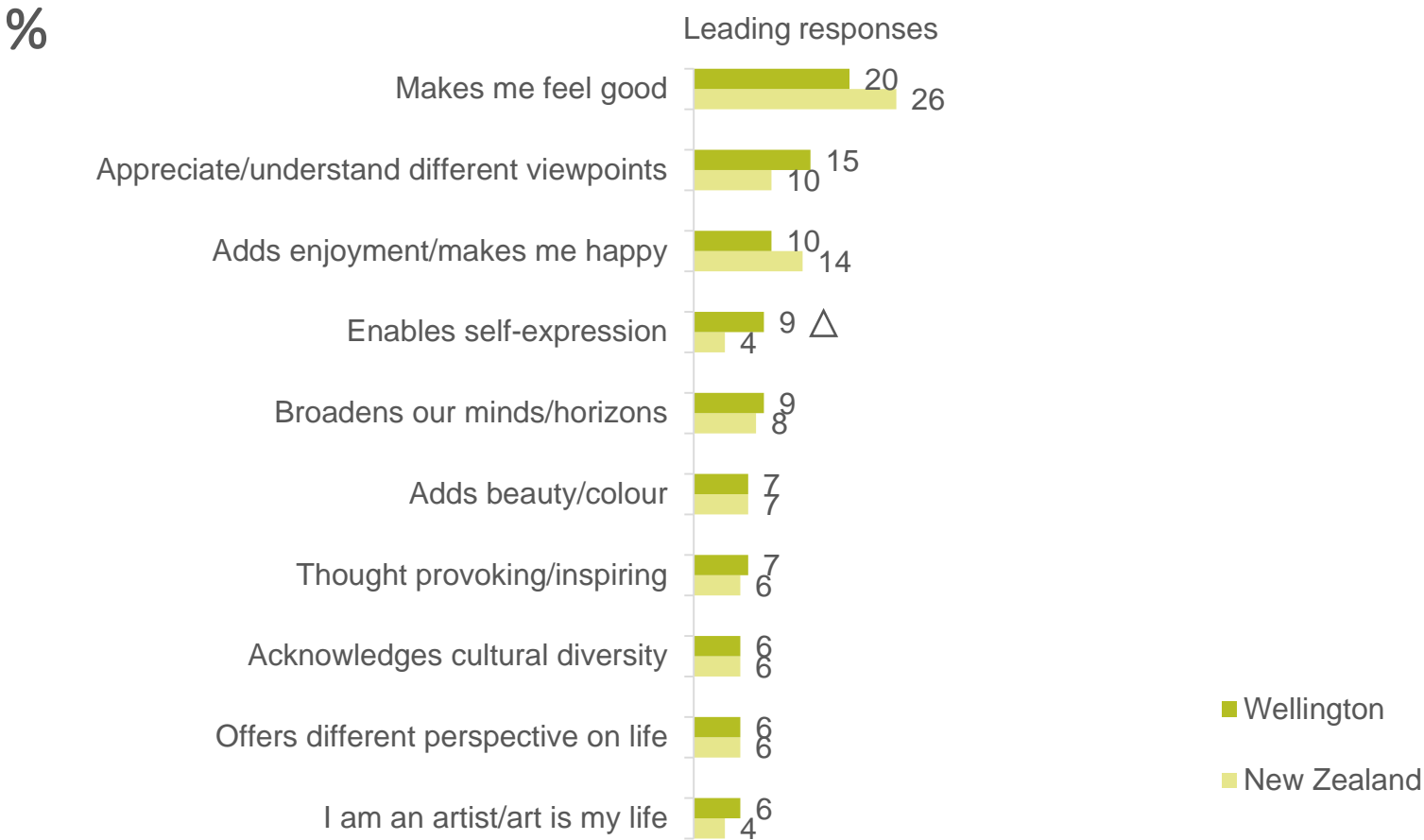
△▽ = significantly higher / lower than New Zealand  
 Base: All respondents: Wellington (529); New Zealand (6,101)



# ADVOCACY OF THE ARTS

# Reasons why the arts improve how New Zealanders feel about life

**Q** You earlier agreed that the arts improve how you feel about life in general. For what reasons do you feel the arts improve how you feel about life?



$\Delta$   $\nabla$  = significantly higher / lower than New Zealand

Base: Respondents who agree the arts improve how they feel about life in general - Wellington (172); New Zealand (1,397)

Respondents who agree the arts improve how they feel about life in general or agree they help improve society, were asked the reasons why they think this. To reduce respondent burden if someone had agreed with both statements they were only asked one of the follow-up questions.

The chart opposite shows the leading reasons why Wellington City residents feel the arts improves their outlook on life. The most important reasons are that the arts make them feel good (20%), followed by it helps them to understand and appreciate different viewpoints (15%).

Wellingtonians mentioned the arts enable self expression more often than all New Zealanders (9% vs. 4%).

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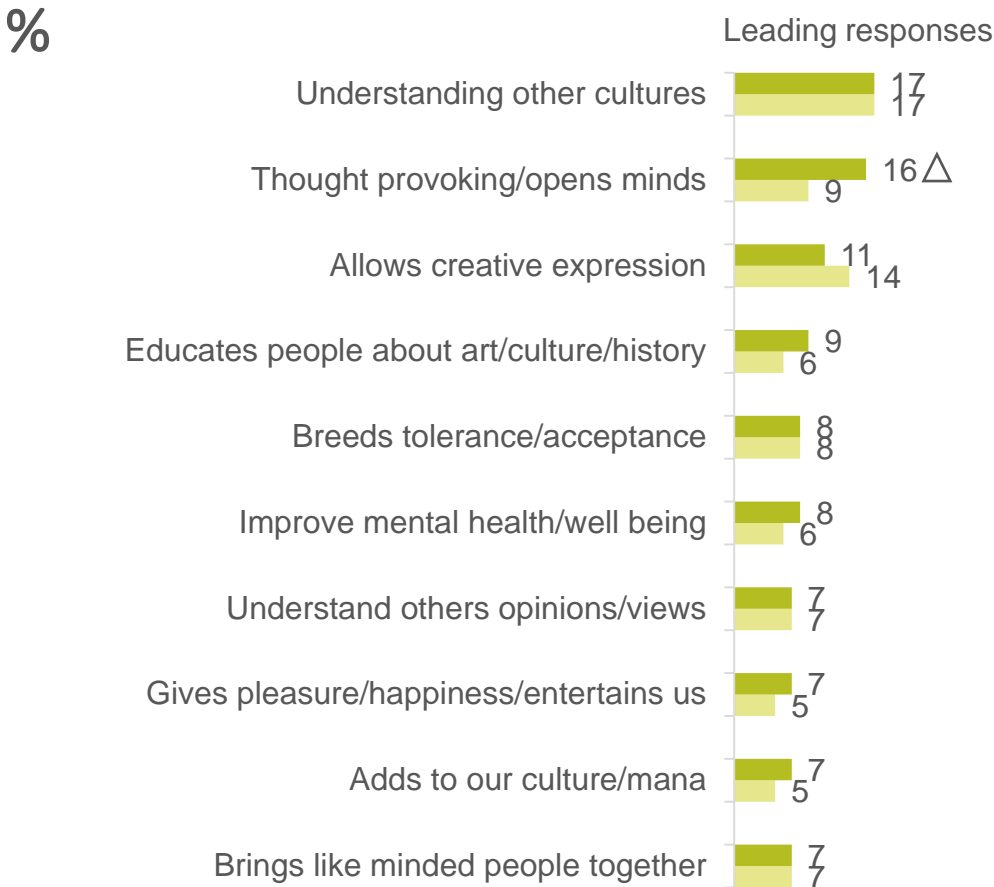
*Given that I am a musically inclined person who plays several musical instruments and enjoys most forms of dancing, the arts resonate with me well and provide me with solace and helps me to relax and enjoy life. The arts tap into my interests and provides a spiritual and often therapeutic outlet for me. I love learning about different cultures as it feeds my curiosity and enriches my well-being and life.*

*It helps my sense of wellbeing - I feel more connected to people through it.*

//

# Reasons why the arts improve society

**Q** You earlier agreed that the arts help improve New Zealand society. For what reasons do you feel the arts help improve society?



The chart opposite shows the leading responses why Wellington City residents feel the arts help improve society.

The top two reasons are that the arts enable greater understanding of other cultures (17%) and are thought provoking and open people’s minds (16%).

The proportion of residents who say the arts improve New Zealand society because they open minds is higher the national average.

*It can be a way of connecting and bringing people together. People have different interpretations of what art means to them. For the people that create art, it's a way of expressing themselves. For the people who view art, it can make them think about what the creator was trying to portray and how that links back to them.*

*It is a positive reflection of our culture. I feel great pride when I see our performers contributing to the world stage.*

*Arts can bring people from diverse backgrounds together, and can help to break down barriers that might not normally be crossed in everyday life.*

△▽ = significantly higher / lower than New Zealand

Base: Respondents who agree the arts help improve New Zealand society - Wellington (227); New Zealand (2,323)



# WELLINGTON CITY

Questions in this section of the report were designed specifically for Wellington City Council

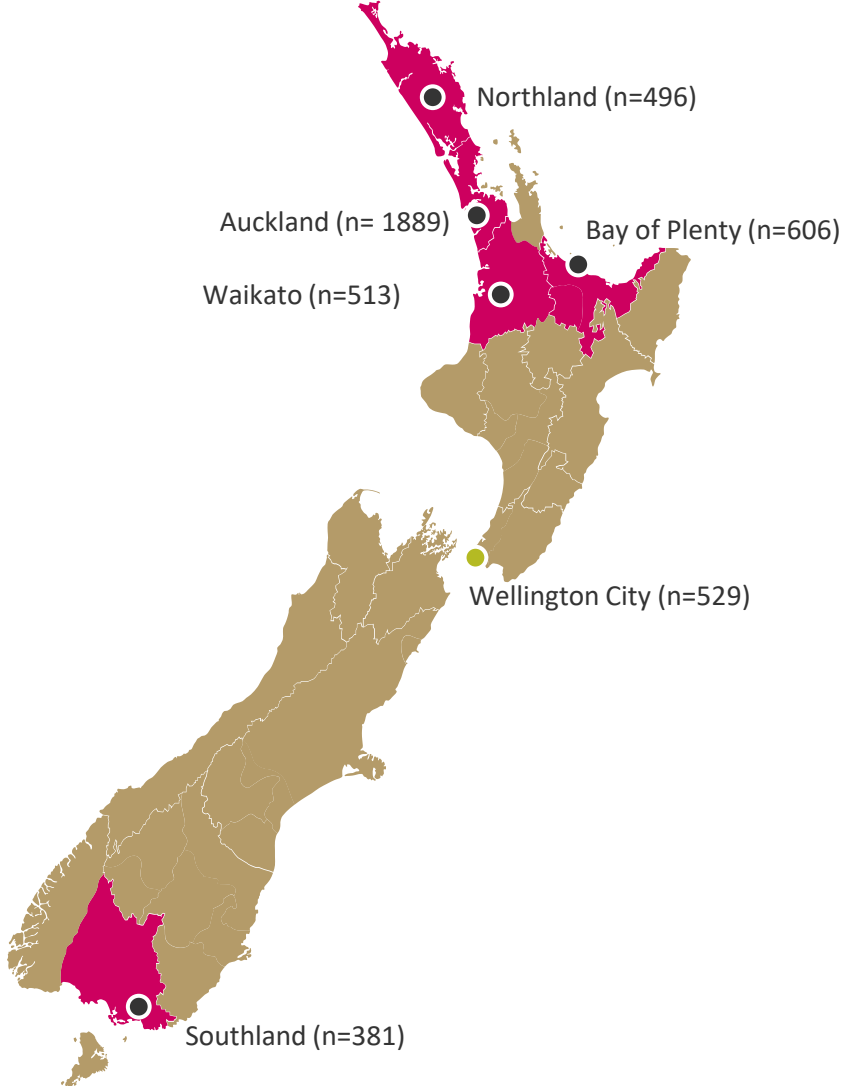
# Wellington City questions

## HOW TO INTERPRET THIS SECTION

Wellington City is one of six regions or cities (including Auckland, Bay of Plenty, Southland, Northland, and Waikato) that commissioned additional questions to the main survey to further explore how residents engage with the arts. This section of the report presents the findings of these additional questions.

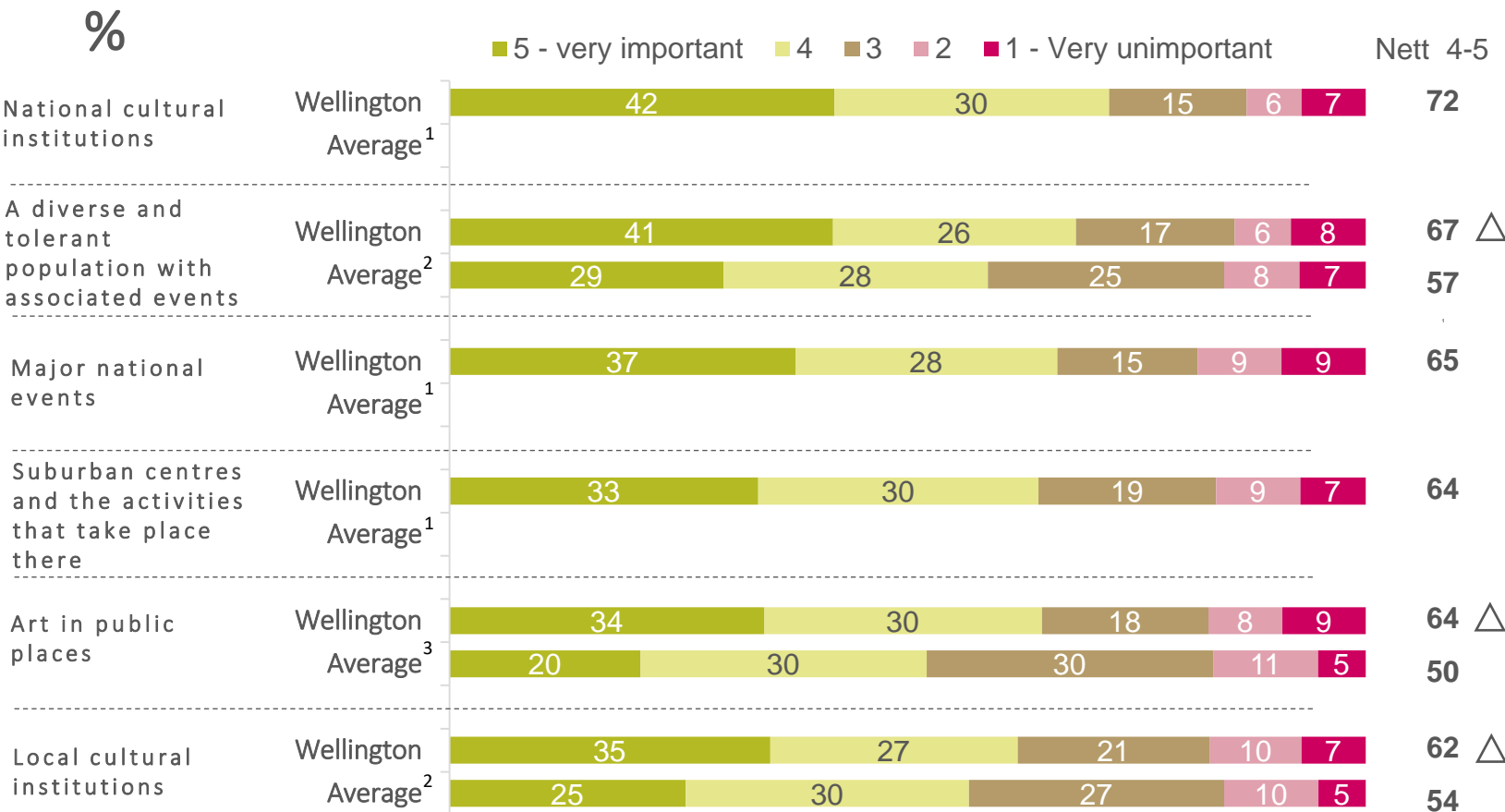
Where possible, questions asked by the six regions or cities were kept consistent to allow for comparability. Findings are compared to the weighted average across the other regions or cities asked the same question. The specific regions or cities included in the averages are detailed on each slide.

Due to the population size, where Auckland has been included this will have a strong influence on the average.



# Importance of the arts in Wellington

**Q** How important are the following to Wellington being the place you want to live?



There is evidence to suggest that the strong arts and culture scene in Wellington is an important reason why many residents want to live there.

Seven in ten (72%) residents say that national cultural institutions, and a diverse and tolerant population, with associated events, are important to Wellington being the place they want to live (72% and 67% respectively).

In addition, more than six in ten residents say that major national events (65%), suburban centres, and the activities that take place there (64%), art in public spaces (64%), and local cultural institutions (62%) help to make Wellington a place they want to live.

- Wellington City residents place more importance on the arts than New Zealanders from some other parts of the country. They are more likely than average to say the following are important in driving their place attachment to Wellington :
- A diverse population, and associated events (67% vs. 57%)
  - art in public spaces (64% vs. 50%)
  - local cultural institutions (62% vs. 54%).

**Sub-group differences in Wellington City:**

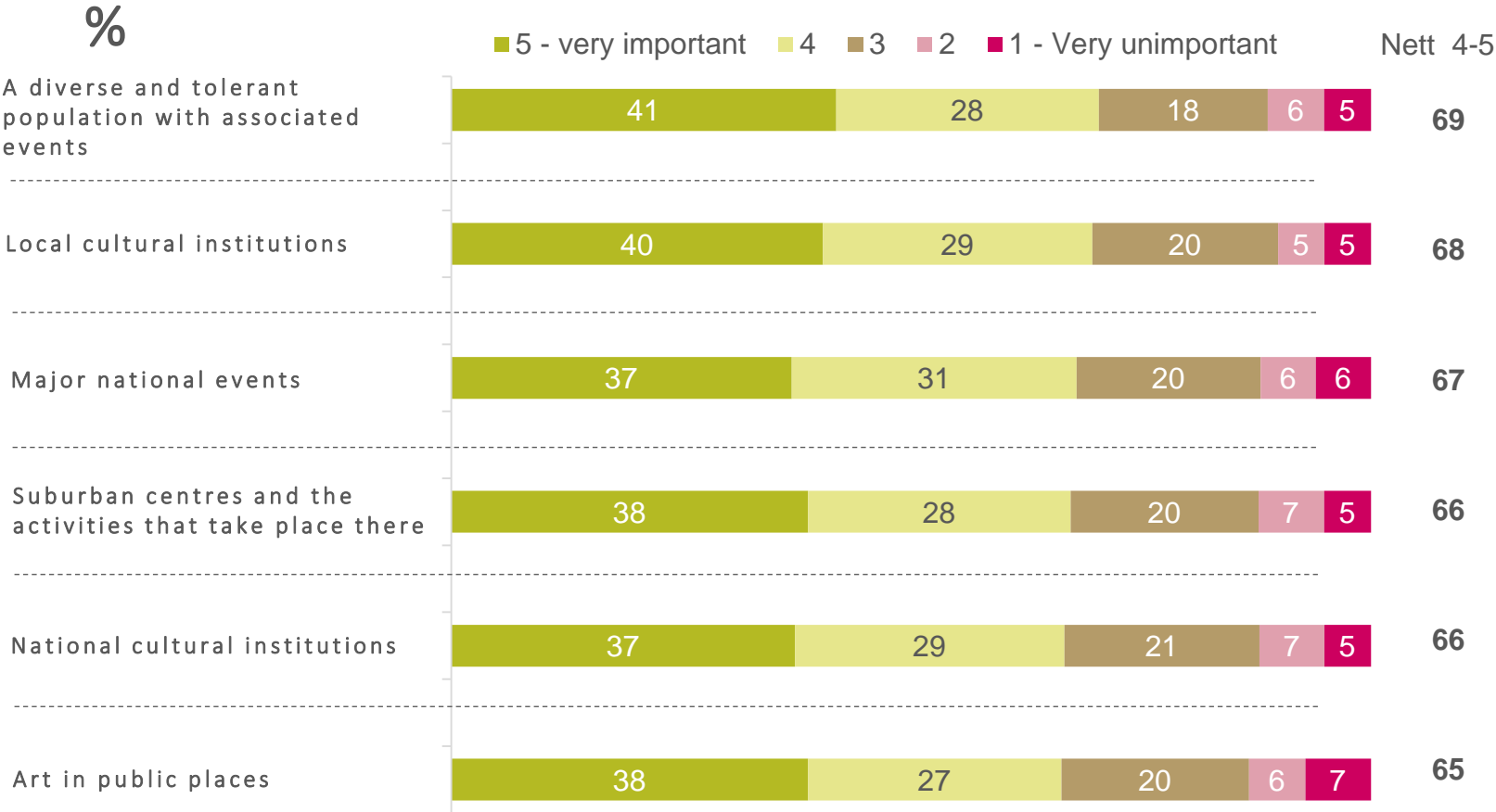
Women are more likely than average to feel that all of these factors are important in making Wellington the place they want to live.

Young people aged 15 to 29, are more likely than average to say a diverse population and associated events (76% vs. 67%) and suburban centres, and the activities that take place there (73% vs. 64%) are important in making Wellington a place they want to live.

$\Delta \nabla$  = significantly higher / lower than the average  
 Base: All respondents living in Wellington City: Wellington (529); Average (2=1025; 3=1631)  
 Note: (1) Question not asked of other regions or cities, therefore no average is available for these questions. (2) Average is made up of Wellington City and Northland (3) Average is made up of Wellington City, Northland, and Bay of Plenty.

# Importance of Wellington City Council support

**Q** How important is it that the Wellington City Council supports each of the following?



Roughly two thirds of Wellington residents think it is important that the Wellington City Council supports various arts based initiatives, including:

- events that encourage diversity and tolerance (69%)
- local and national cultural institutions (68% and 66% respectively)
- major national events (67%)
- arts activities based in suburban centres (66%)
- and art in public places (65%).

**Sub-group differences in Wellington City:**

Certain types of residents are more likely than average to view the following initiatives as important for the Wellington City Council to support:

- Art in public places: women (73% vs. 65%)
- Events that encourage tolerance and diversity: women (79% vs. 69%), young people aged 15-29 (80% vs. 69%)
- Local cultural institutions: women (74% vs. 68%)

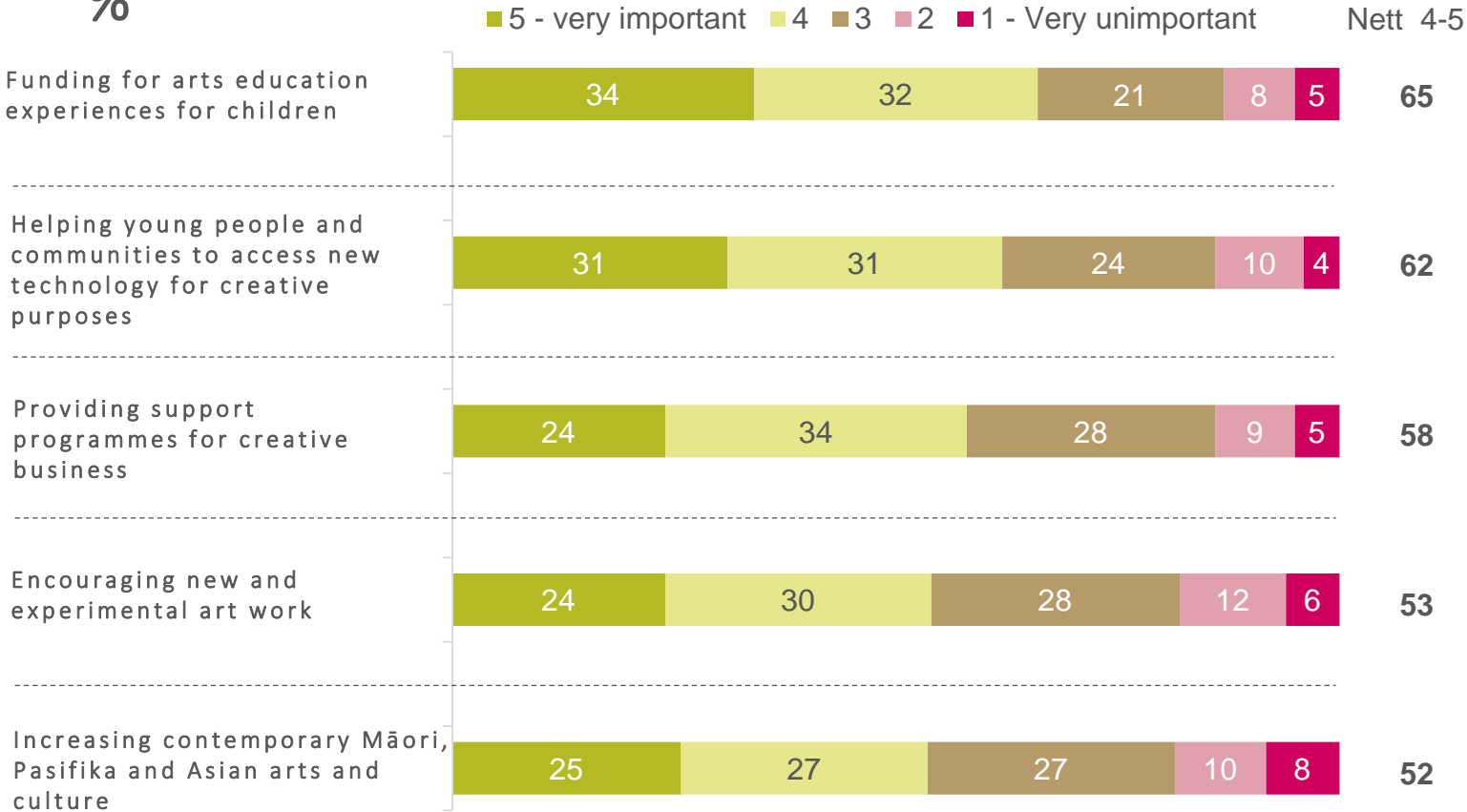
Base: All respondents living in Wellington City: Wellington (529)



# Importance of Wellington City Council support

**Q** How important is it that the Wellington City Council supports each of the following?

%



When asked to rate the relative importance of different work programmes, residents expressed most support for the Council helping young people access arts education (65%). This is followed by helping young people and communities to access new technology for creative purposes (62%), and providing support programmes for creative businesses (58%).

Just over half of residents support the Council helping to encourage new and experimental artwork (53%), and increasing contemporary Māori, Pasifika and Asian arts and culture (52%).

It should be noted that many of those who do not feel it is important for the council to support these initiatives hold a neutral position on the matter. It may be that these people do not feel informed enough to express an opinion.

**Sub-group differences in Wellington City:**

Young people aged 15 to 29 are more favourable to the Wellington City Council supporting the following:

- Helping young people and communities access new technology for creative purposes (72% vs. 62%)
- Providing support programmes for creative business (68% vs. 58%)
- Encouraging new and experimental art work (63% vs. 53%)
- Increasing the visibility of contemporary Māori, Pasifika and Asian arts and culture (63% vs. 52%)

Women are more favourable to the Wellington City Council supporting the following:

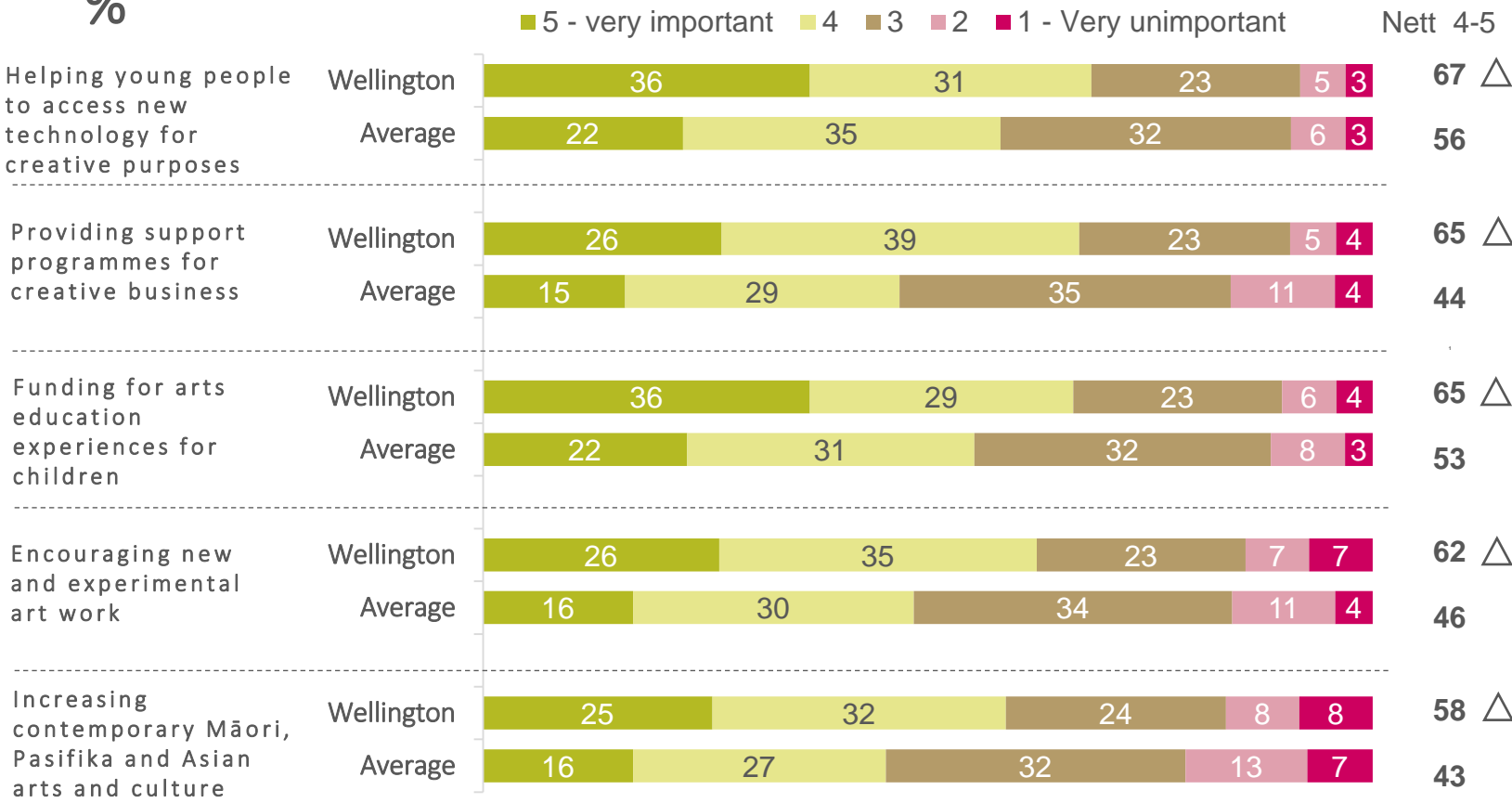
- Funding for arts education experiences for children (70% vs. 65%)
- Encouraging new and experimental art work (60% vs. 53%)
- Increasing the visibility of contemporary Māori, Pasifika and Asian arts and culture (59% vs. 52%)

Base: All respondents living in Wellington City: Wellington (529)

# Importance of the arts to Wellington's future as a creative city

**Q** How important do you think each of the following are to Wellington's future as a creative city?

%



Most Wellington City residents see providing support which enables the arts to prosper and grow as important to Wellington's future as a creative city.

Sixty-seven percent think that helping young people to access new technology for creative purposes is important to Wellington's creative future; 65% think providing support programmes for creative businesses is important, and the same proportion think funding for arts education experiences for children is important.

In addition, 62% think encouraging new and experimental artwork is important to Wellington's future as a creative city, and 58% feel that increasing contemporary Māori, Pasifika and Asian arts and culture is important.

Agreement with each of the statements is higher for Wellington City than the average.

**Sub-group differences in Wellington City:**

Women are more likely than average to agree that the following are important for Wellington's future as a creative city;

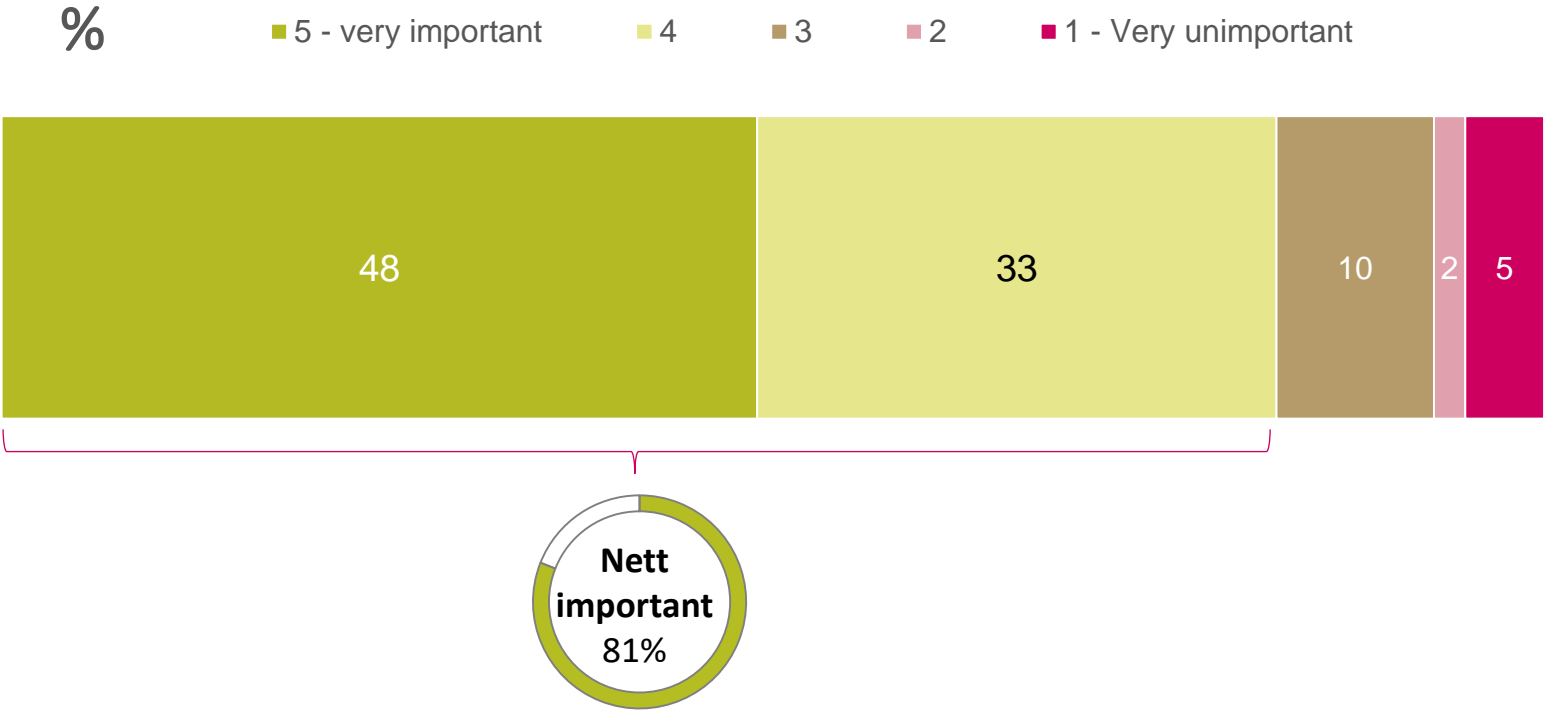
- Funding for arts education experiences for children (71% vs. 65%)
- Increasing contemporary Māori, Pasifika and Asian arts and culture (66% vs. 58%)

Young people aged 15 to 29 are more likely than average to agree that encouraging new and experimental art work is important for Wellington's future as a creative city (72% vs. 62%).

$\Delta$   $\nabla$  = significantly higher / lower than the average  
 Base: All respondents living in Wellington City: Wellington (529); Average (2=1025)  
 Note: (1) Average is made up of Wellington City, Northland, and Bay of Plenty.

# Overall importance of creativity to Wellington’s identity as a city

**Q** And all things considered, how important is creativity to Wellington’s identity as a city?



Eight in ten (81%) Wellington residents believe that creativity is important to Wellington’s identity, and nearly half (48%) think that it is very important. This high level of agreement is not surprising considering that Wellington has built a reputation as the Cultural Capital of New Zealand, with the Wellington City council actively marketing it as such.

**Sub-group differences in Wellington City:**

Some groups of Wellington residents are less likely than average to feel the arts are important to Wellington’s identity:

- Residents aged 70+ (68% vs. 81%)
- Asian New Zealanders (70% vs. 91%)

Base: All respondents: Wellington (529)



FOR FURTHER  
INFORMATION  
PLEASE CONTACT:

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EDWARD LANGLEY

Colmar Brunton, a Millward Brown Company  
Level 9, Legal House, 101 Lambton Quay, Wellington  
PO Box 3622, Wellington 6140

Phone (04) 913 3000  
[www.colmarbrunton.co.nz](http://www.colmarbrunton.co.nz)

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