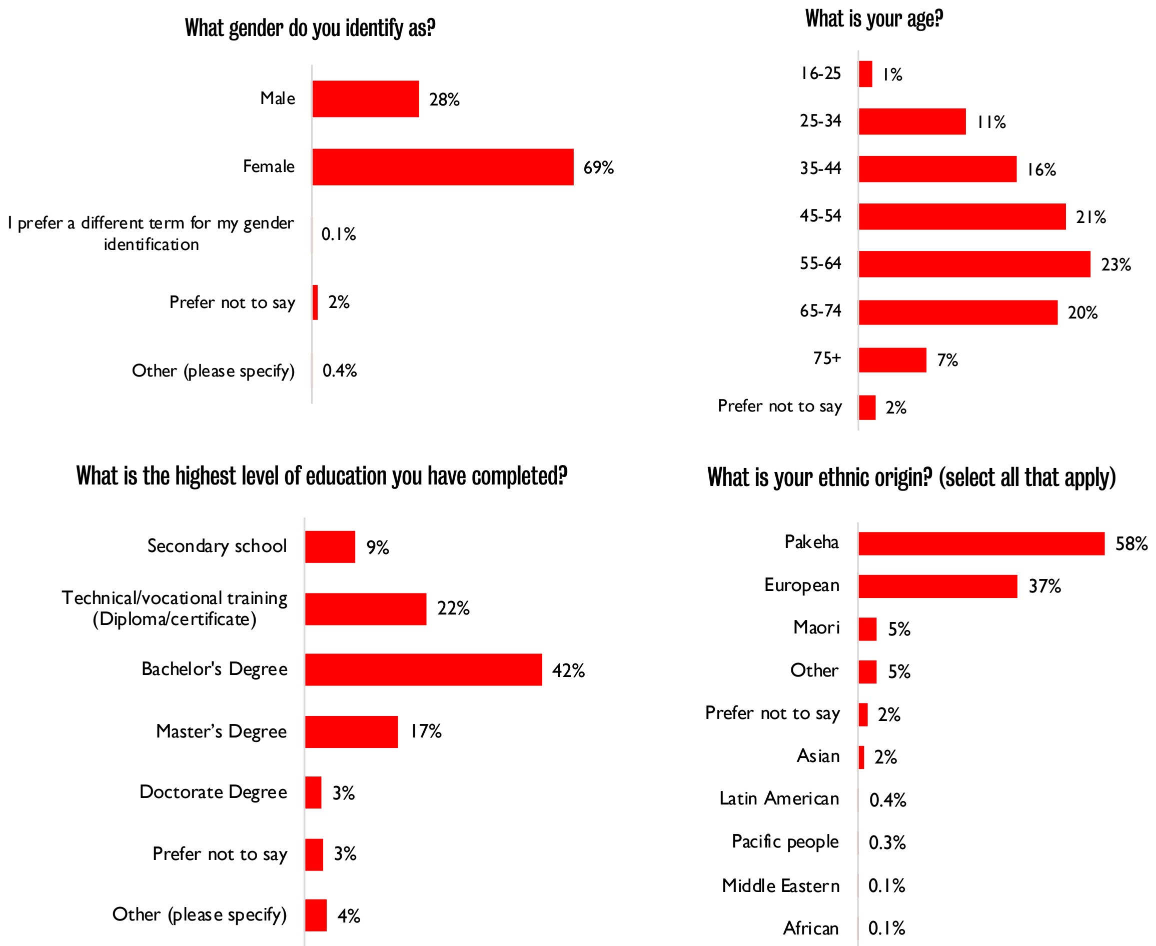
Appendix 4: Public Survey Results Analysis

Survey Respondents – Demographic Characteristics

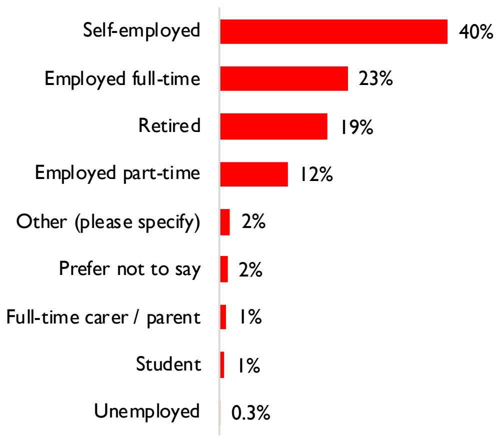
6.6 An online survey of Queenstown Lakes District residents was launched on 16 April 2019, with 819 responses received by 10 June 2019. The analysis of these responses is provided below. The survey was distributed via the QLD Council channels (website, monthly newsletter, Facebook), the direct email invitation to the 400+ community groups in the QLD, via the Three Lakes Cultural Trust contacts network, and through local media outlets.

6.7 The respondents to the arts and cultural survey are generally representative of the demographic makeup of the District. The variations from the broader population are those typical to the public surveys in the arts and cultural sector: the respondents skew older, are predominantly female, and have higher levels of education and income than the general population of the studied region. Majority of the respondents (74%) do not have children living in the household. 81% of the respondents live in the District all year round. Most reside in either Queenstown, Wanaka, or Arrowtown.

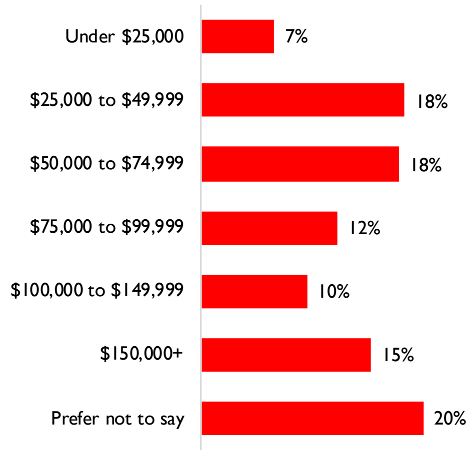
Figure 18 QLD Arts and Culture Survey: Respondents' Demographic Characteristics



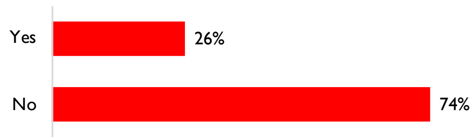
What is your primary occupation?



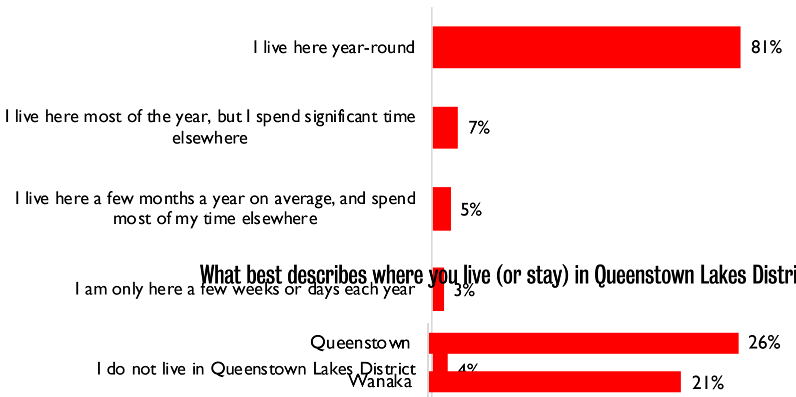
What is your total annual income? (in NZ $)



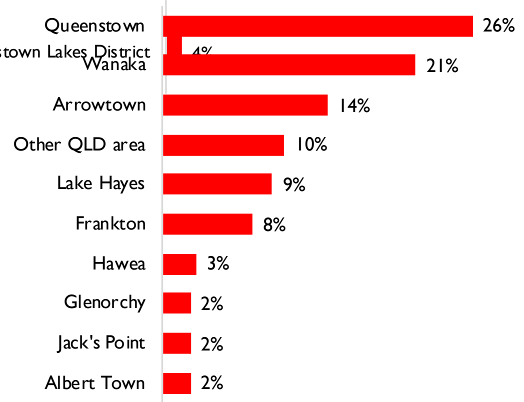
Are there any children under the age of 18 living in your household?



How would you describe your residential status in the Queenstown Lakes District?



What best describes where you live (or stay) in Queenstown Lakes District?



Levels of Arts Participation

6.8 The survey respondents indicate a high level of engagement with arts and cultural activities in the District: 71% go to concerts, theatre, arts galleries or museums and 42% practice some type of music or arts activity. Nearly 40% are frequent attendees, i.e. go to an arts/cultural event at least once a month.

Figure 19 QLD Arts & Culture Survey Responses: Leisure Time Preferences

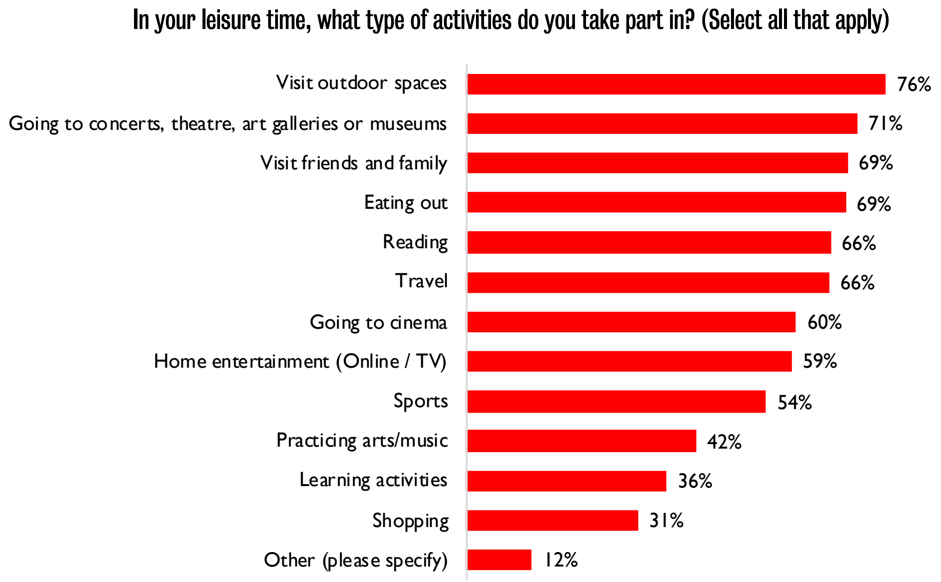
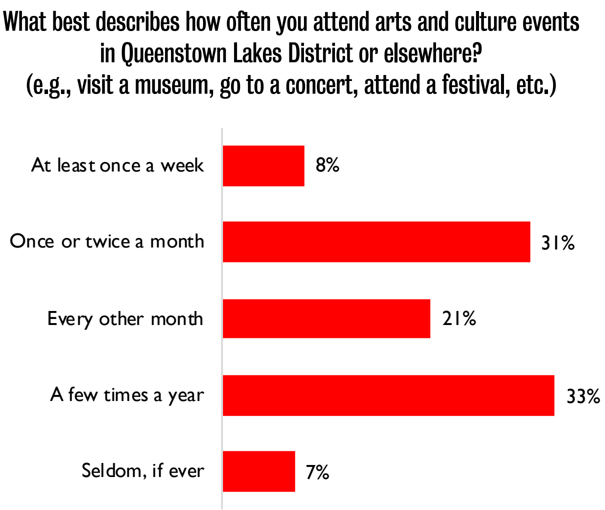
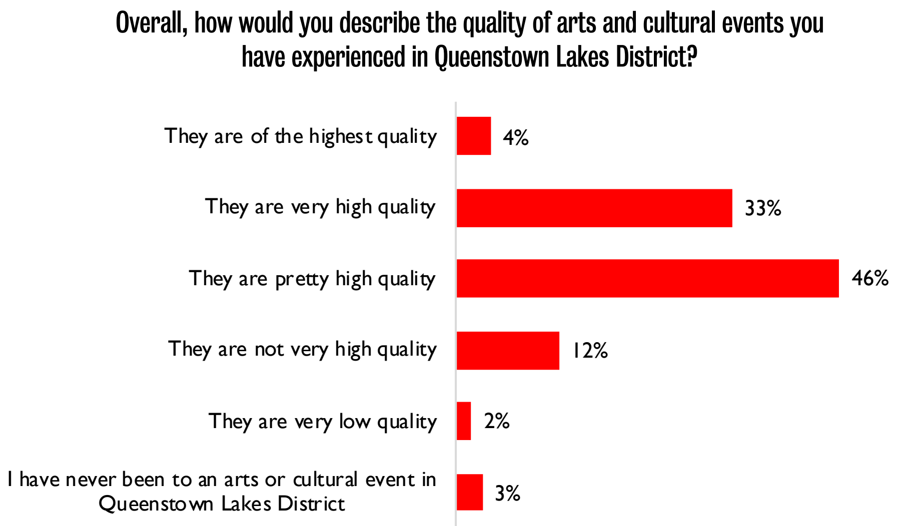


Figure 20 QLD Arts & Culture Survey Responses: Frequency of Arts Attendance



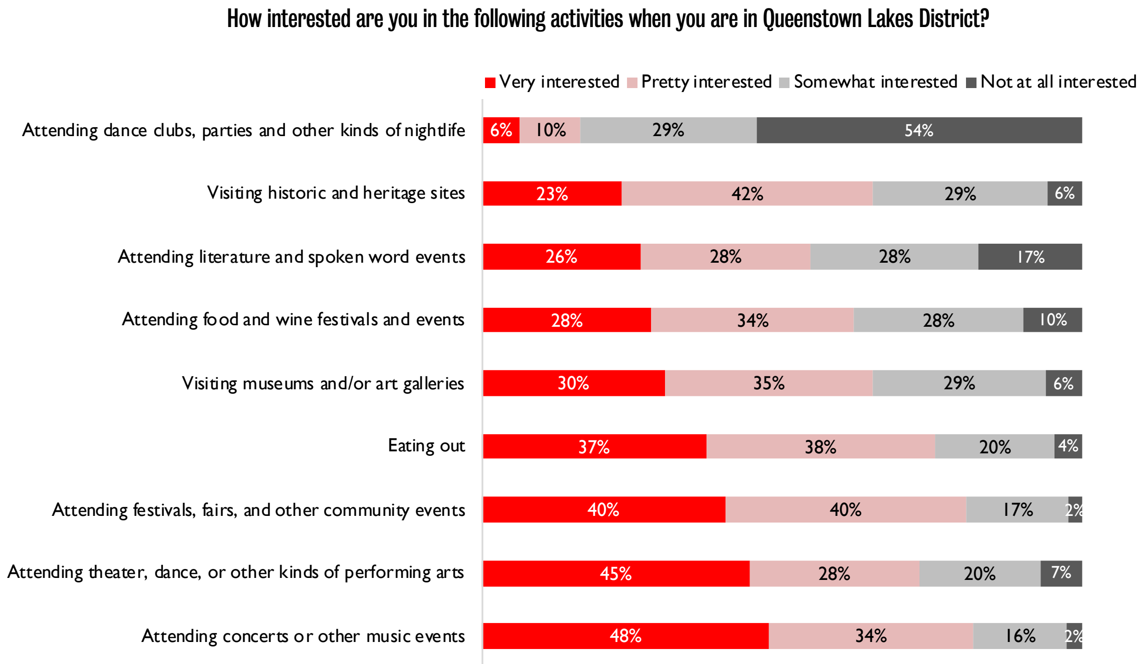
6.9 The survey respondents are generally satisfied with the quality of arts and cultural events in the District, although only 4% think the events they experienced in the District are of 'the highest quality'.

Figure 21 QLD Arts and Cultural Survey: Quality of QLD-based Events



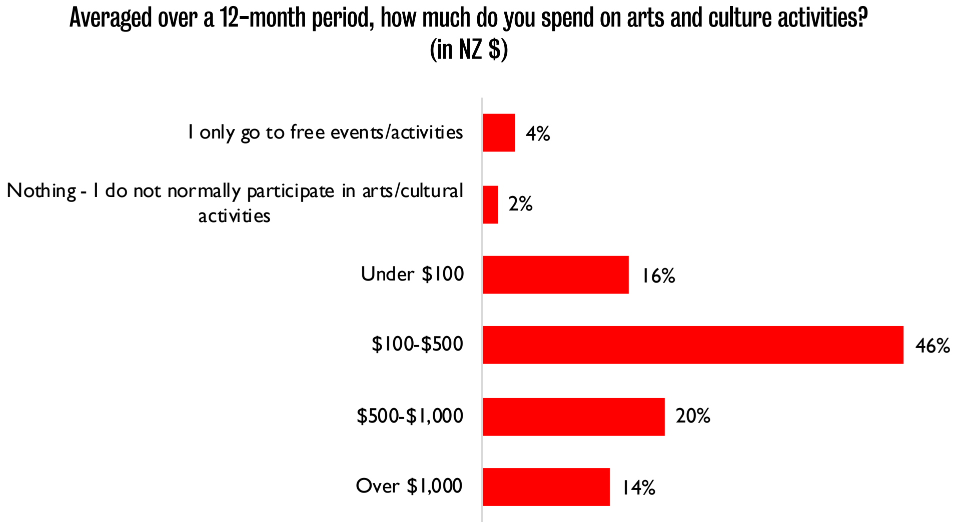
6.10 Nearly half of the respondents (48%) are most interested in attending concerts and other music events, with their second preference being for performing arts events. 40% are interested in festivals, fairs, and other community events, while nightlife activities such as clubbing are of least interest to the respondents.

Figure 22 QLD Arts and Culture Survey: Arts and Cultural Activities Preferences



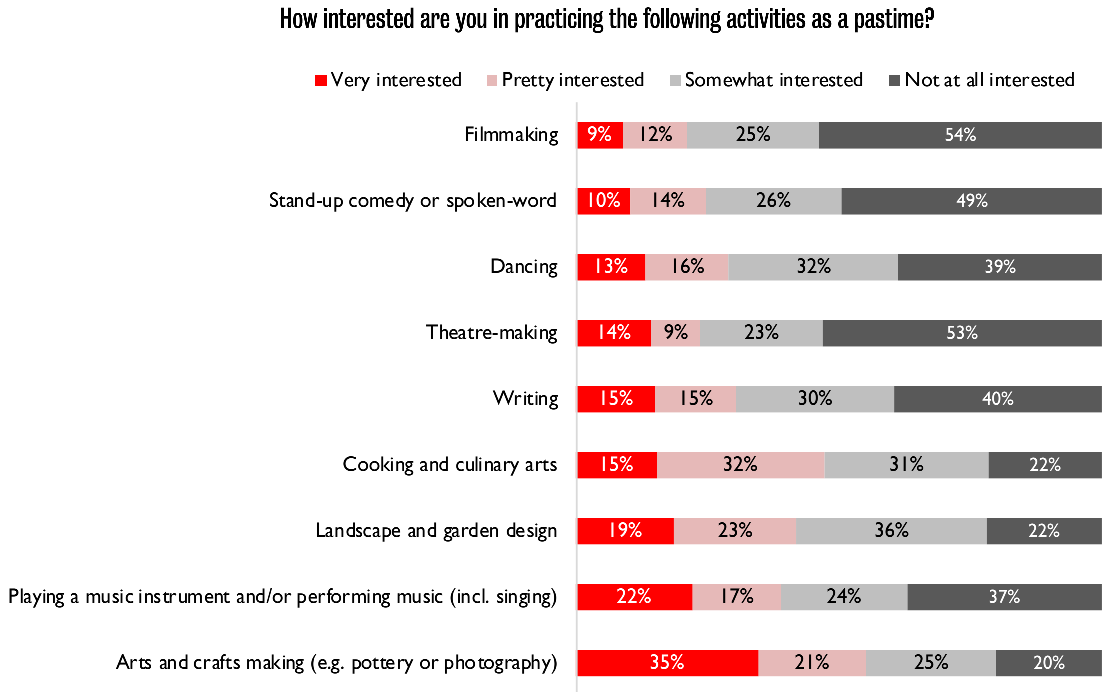
6.11 Nearly half of the respondents spend between NZD $100-$500 a year on arts and cultural activities, with 20% spending between $500-$1,000, and 14% spending over $1,000. This indicates a propensity of local residents to spend on arts and cultural activities as part of their disposable income spending.

Figure 23 QLD Arts and Culture Survey: Arts and Cultural Spending



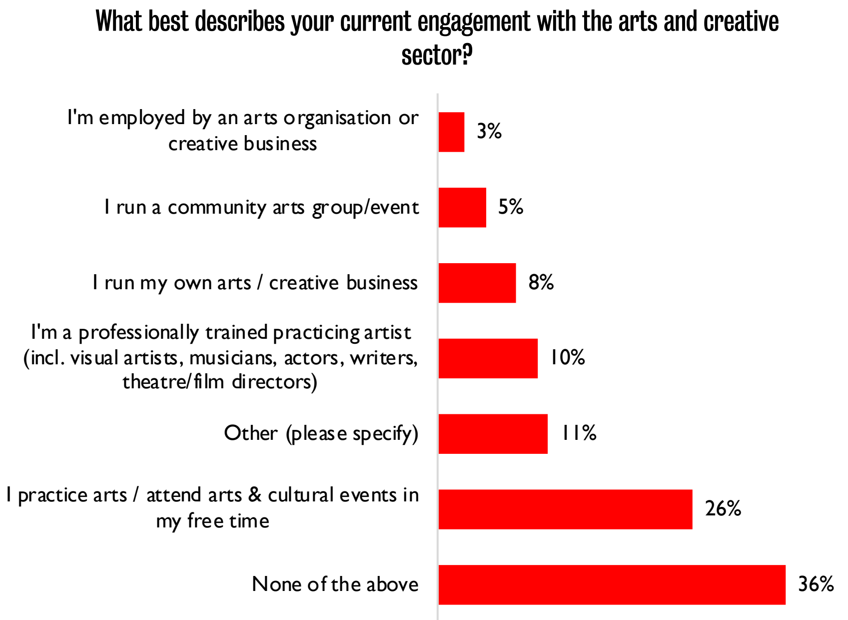
6.12 When asked what types of activities they would like to practice, arts and crafts making, playing a music instrument/singing, and landscape & garden design were the options the survey respondents would be most interested in pursuing.

Figure 24 QLD Arts and Culture Survey: Preferences in Arts Participation / Practice



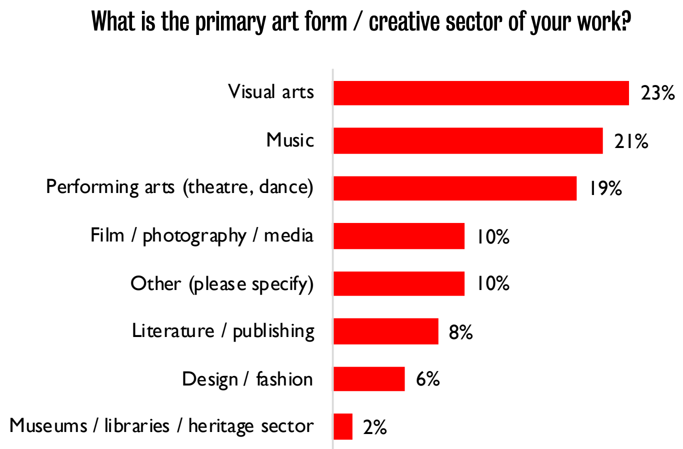
6.13 36% of respondents are not engaged in the arts and creative sector on a regular basis – either as amateurs or professionals, while 26% practice arts in their free time, and 10% are professional artists.

Figure 25 QLD Arts and Culture Survey: Type of Engagement in the Arts and Creative Sector



6.14 Among those who said that they are employed in the arts and creative sector or are professional artists, there are nearly equal numbers of those working in the visual arts (22%), music (21%), and performing arts (19%), indicating these arts forms have somewhat even representation in the District.

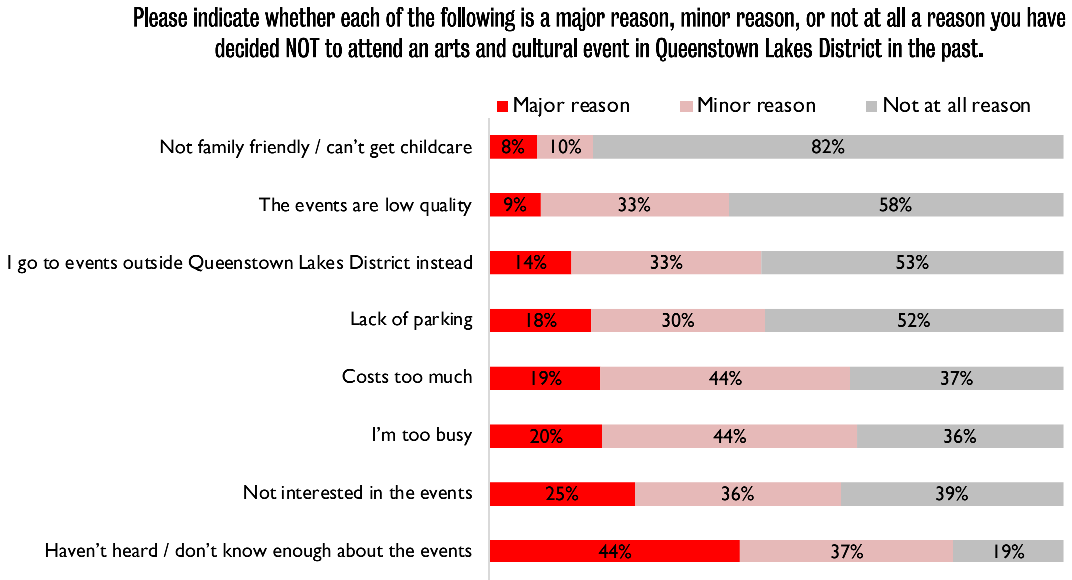
Figure 26 QLD Arts and Culture Survey: Art Form of Professional Engagement in the Cultural Sector



Barriers

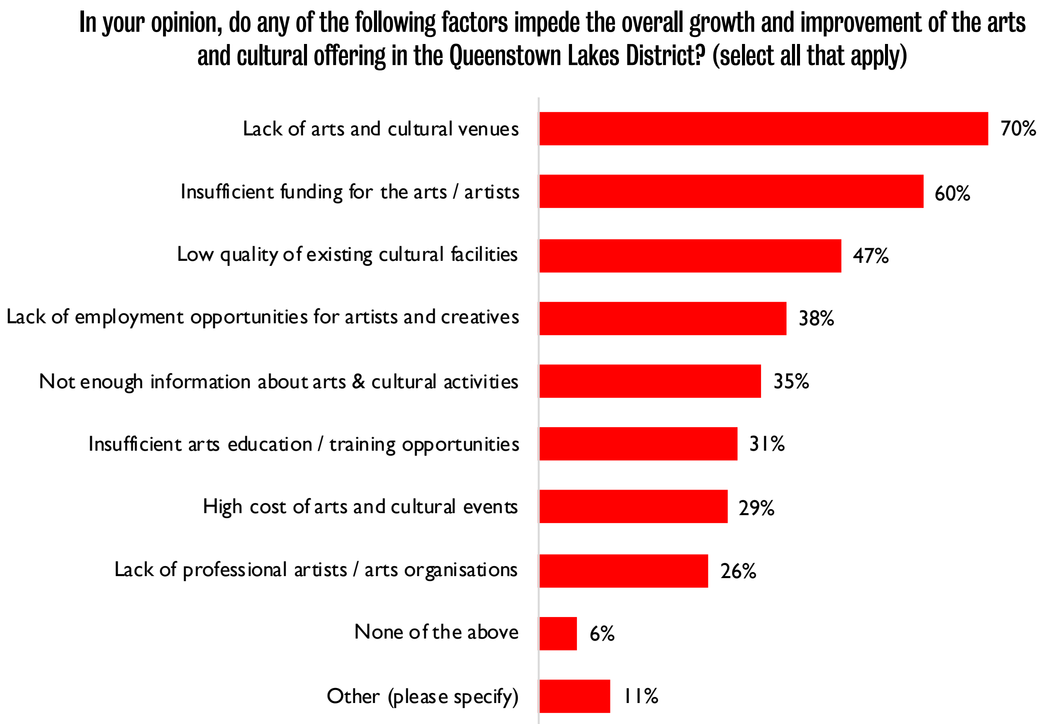
6.15 The lack of information about the arts and cultural events has been identified as the major barrier to attendance by the respondents, followed by the lack of interest and time ('being too busy') to attend such events. 19% of the respondents find the high cost of events a major barrier to attending, and 18% are stopped by limited parking (although 52% do not see the lack of parking as a barrier to attending).

Figure 27 QLD Arts and Cultural Survey: Barriers to Attendance



6.16 When asked about the main factors impeding the arts and cultural sector development in the District, 70% named the lack of arts and cultural venues, and 60% – the insufficient funding for the arts / artists. These results confirm the findings of the desk research, facility analysis, and bilateral interviews that have also identified that the District is lacking in dedicated high-quality cultural infrastructure.

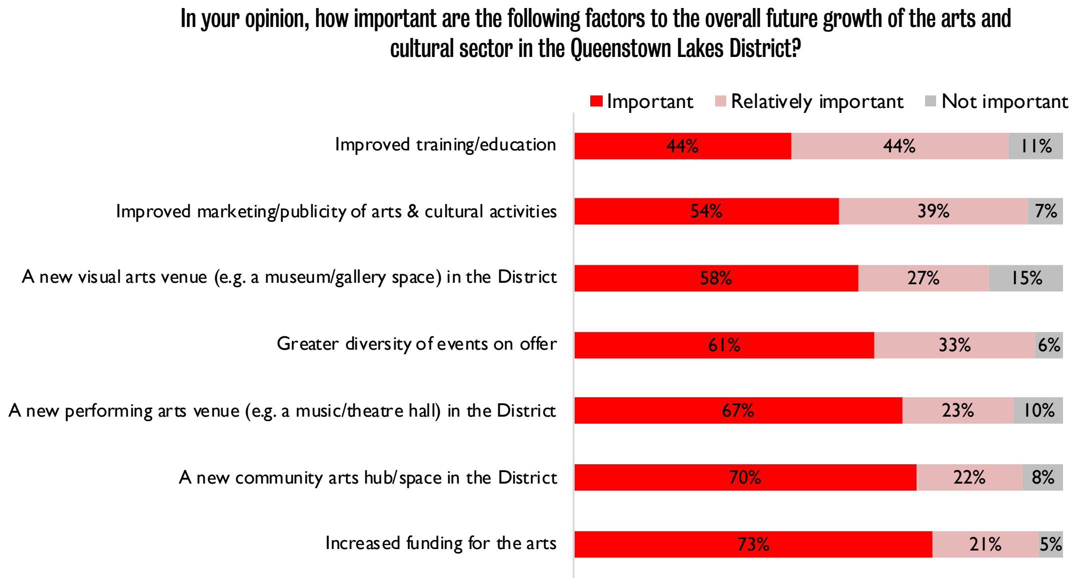
Figure 28 QLD Arts and Cultural Survey: Factors Impeding Arts & Cultural Sector Development



Growth Areas

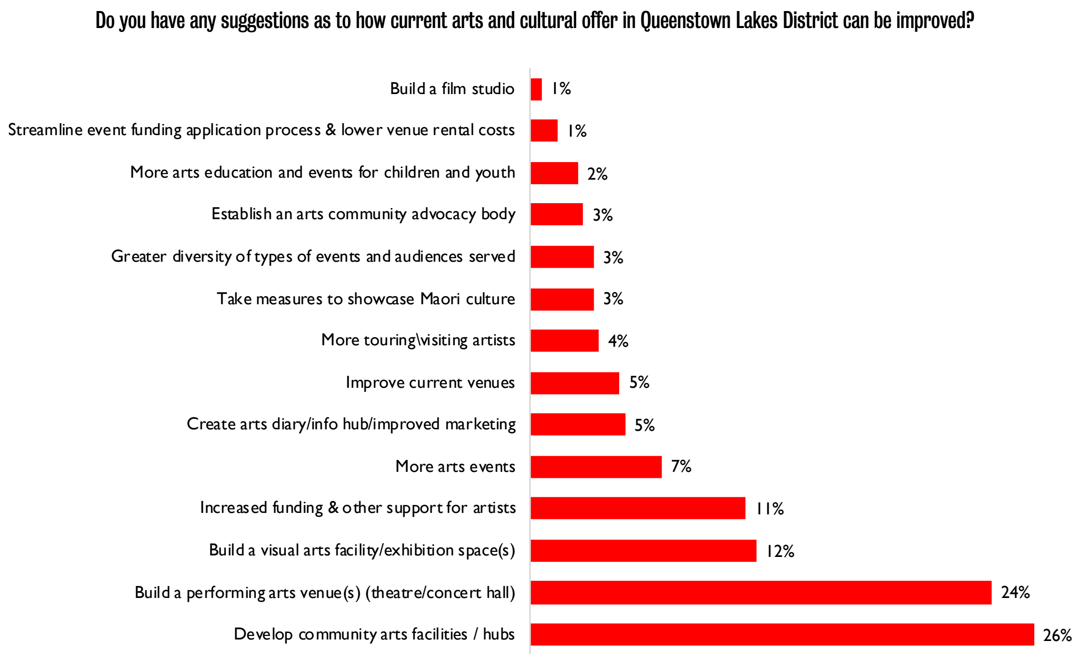
6.17 The increased levels of funding for the arts, a dedicated community arts hub, and a new performing arts venue have been indicated by the survey respondents as the most important factors for the future growth of the cultural sector in the District.

Figure 29 QLD Arts and Cultural Survey: Growth Factors



6.18 The analysis of the open-ended text answers to the question on potential improvements to the current arts and cultural offer in the District identified key focus areas – new venue, facilities for community arts practice and training, increased funding and support of the arts – as summarised in Figure 26 below.

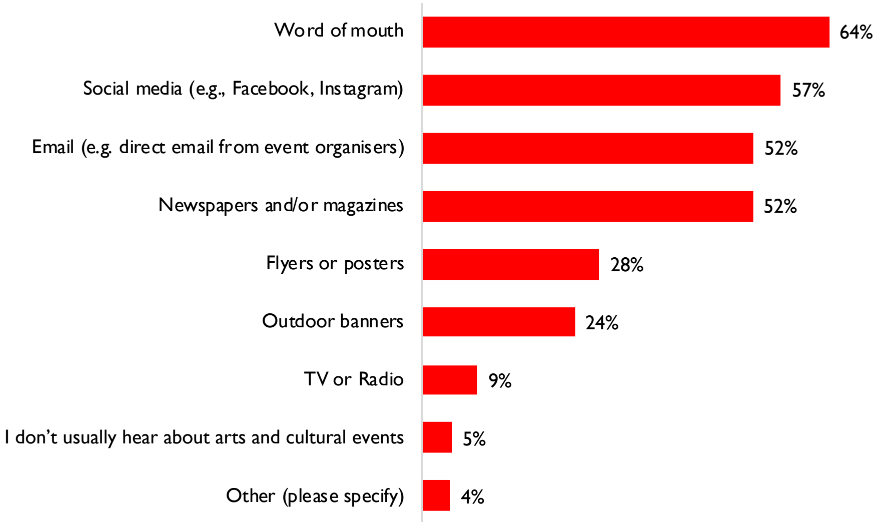
Figure 30 QLD Arts and Cultural Survey: Suggested Improvements



6.19 There is an opportunity for more coordinated and professionalised marketing and audience engagement efforts. 35% of all survey respondents name lack of information as a major reason impeding the growth of the arts and cultural sector in the District. As the figure below indicates, 65% of all survey respondents most often hear about the arts and cultural events through the word of mouth. This suggests that other channels of communication may be failing in reaching the potential audience, e.g. digital and print advertising, or there may not be enough of coordinated efforts on behalf of the local authorities, arts organisations and presenters to promote the arts events in the QLD. At the same time, there is a clear opportunity to utilise the (relatively) low cost and high reach digital channels – such as social media and direct email campaigns.

Figure 31 QLD Arts and Culture Survey: Communication Channels

How do you most often hear about arts and cultural events in Queenstown Lakes District? (select all that apply)



6.20 When asked what types of arts and cultural activities they would like to see in QLD, the survey respondents most frequently named live music (specifically outdoor music concerts), festivals, (touring) visual arts exhibitions, and increased volume of touring professional performing arts productions in the District.