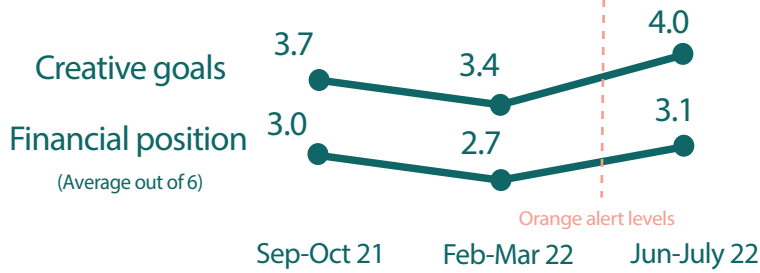


# THE STATE OF THE ARTS

## Findings from an online survey of the creative sector in Aotearoa

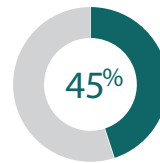
June - July 2022 survey - key results at a glance

Views on **financial position** and whether respondents would achieve their **creative goals** in the next 12 months have become more optimistic.

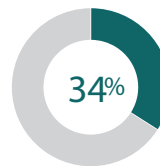


When asked to rate their outlook on a scale (from 1 meaning very pessimistic to 6 meaning very optimistic).

Respondents expect to **maintain** current **staff** or **contractor numbers**.



Expected levels to stay the same an **increase** of **38% to 45%** since September 2021

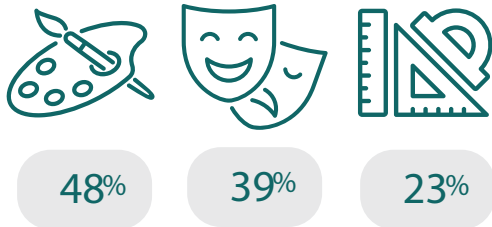


Expected to take on new staff or contractors

a **decrease** from **37% to 34%** since September 2021

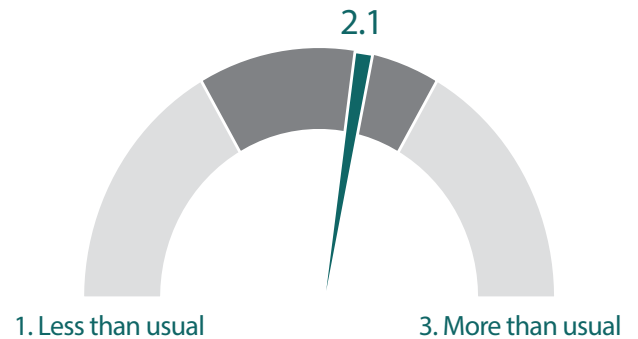
Percentage is out of applicable respondents

**54%** of creatives making up the survey were **creative freelancers** (sample = 634).



**Visual arts** were strongly represented followed by **performing arts** and **craft and object art**.

Respondents indicated that **audience appetite** for their creative work had **returned to same level** as September 2021.



Survey participants were asked to respond to the question **'If you were having coffee with the Minister for Arts, Culture and Heritage today, what changes would you advocate for?'**

The most common themes were:

