

# THE STATE OF THE ARTS

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

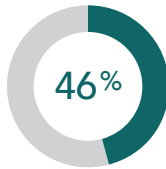
February-March 2022 survey - key figures at a glance

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

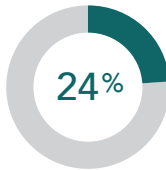


When asked to rate their outlook on a scale (from 1 meaning very pessimistic to 6 meaning very optimistic).

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



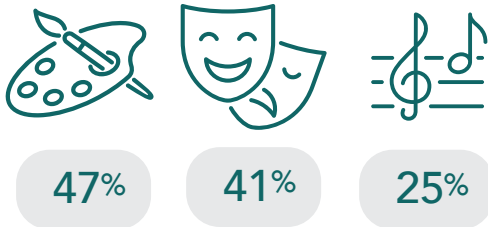
Expected levels to stay the same  
an **increase** of 8% since September



Expected to take on new staff or contractors  
a **decrease** of 13% since September

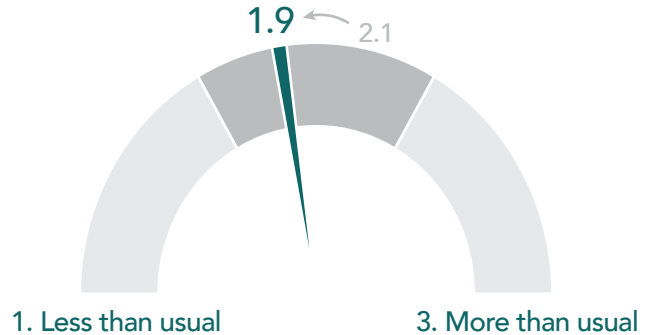
Percentage is out of applicable respondents

**61%** of creatives making up the survey were **creative freelancers** (sample = 707).

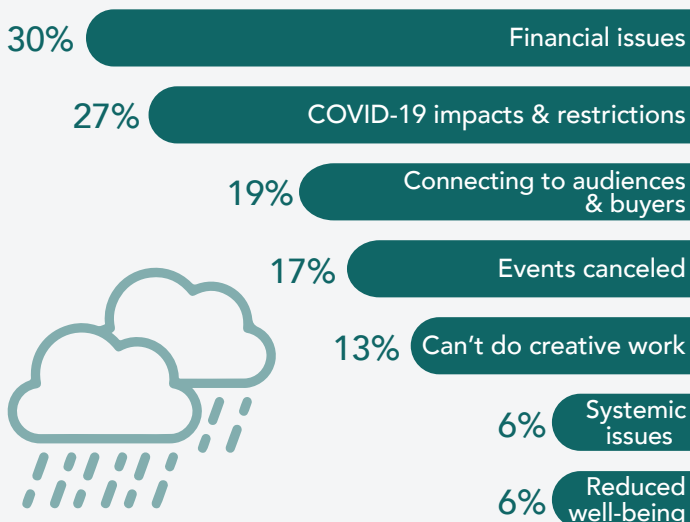


**Visual arts** were strongly represented followed by **performing arts** and **music**.

Respondents indicated that **audience appetite** for their creative work had **decreased slightly** since September.



Areas respondents were most **worried** about for their creative work or organisation in **2022**.



Areas respondents were most **optimistic** about for their creative work or organisation in **2022**.

