

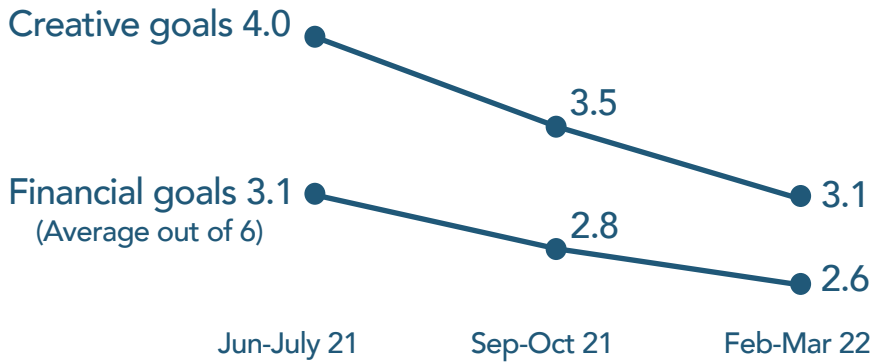


# THE STATE OF THE ARTS

## Findings from an online survey of the creative sector in Toi Pōneke - Wellington

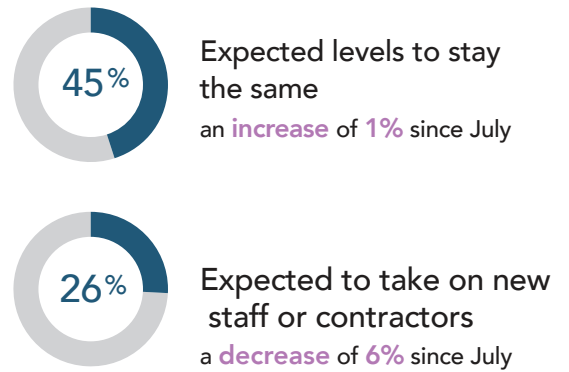
February-March 2022 survey - key figures at a glance

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



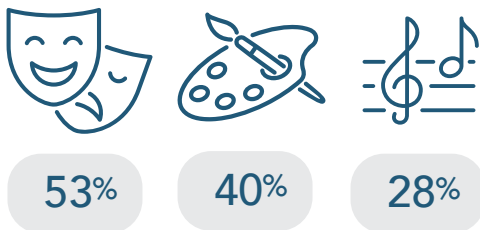
When asked to rate their outlook on a scale (from 1 meaning very pessimistic to 6 meaning very optimistic).

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



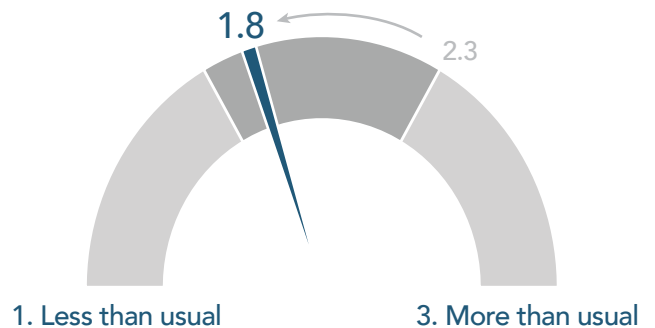
Percentage is out of applicable respondents

**59%** of creatives making up the Pōneke survey sample were **creative freelancers** (sample = 191).

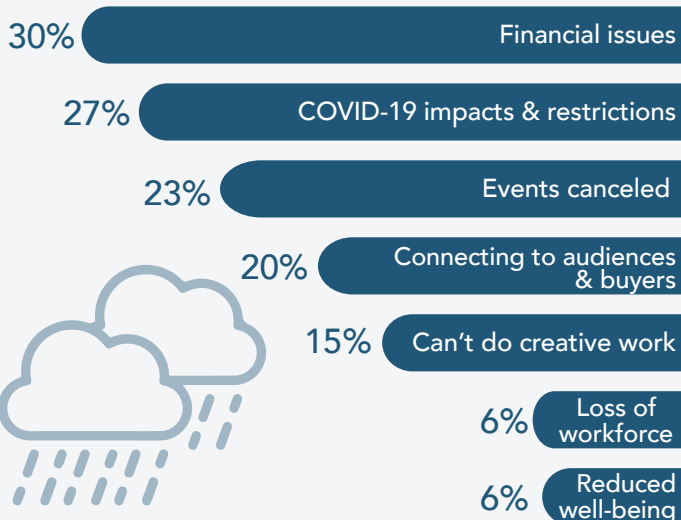


**Performing arts** were strongly represented followed by **visual arts** and **music**.

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



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**.

