

Per•ceptive
[Research]

NZ Music Commission Annual Tracker

July 2016

Methodology

The monthly Perceptive Omnibus surveys a minimum of 1,000 New Zealanders online using a nationwide sampling framework, the results are then weighted to Statistics New Zealand census gender, age and location data.

1,014 responses were captured in this report.

Findings

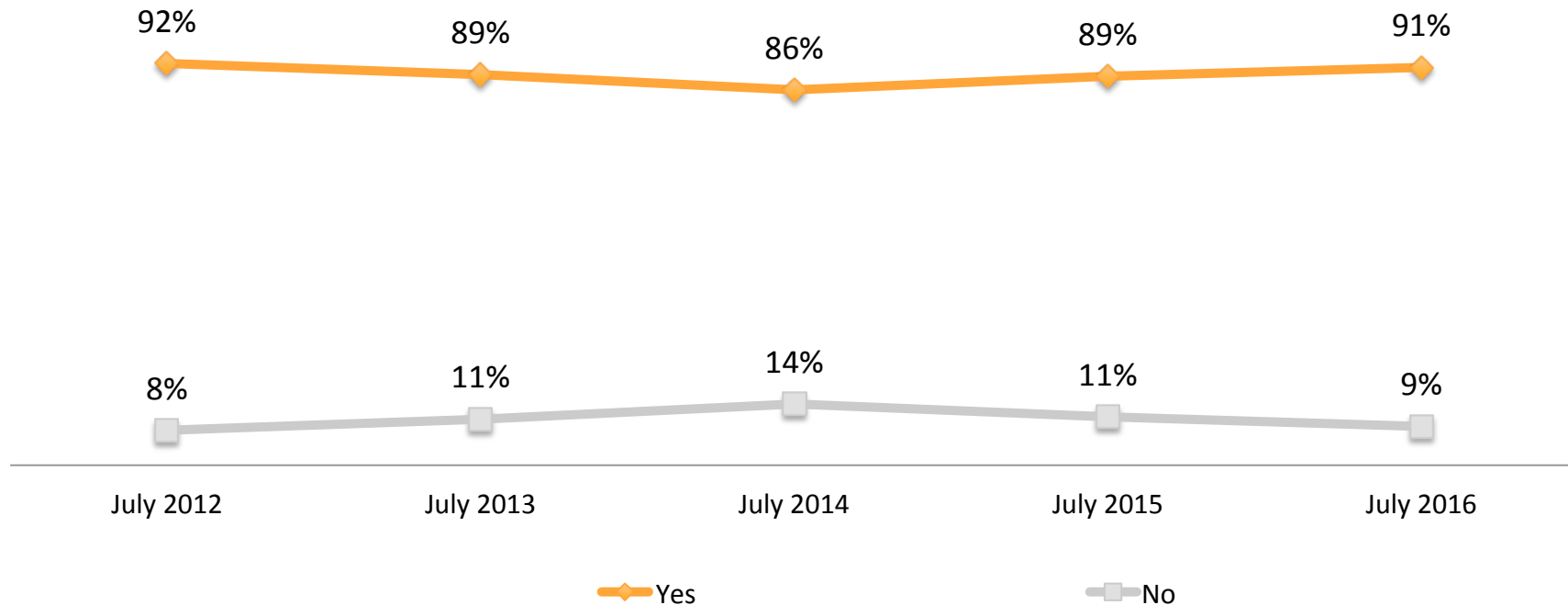
- Agreement that music is a significant part of NZ culture continues to be high, with 9 in 10 respondents in July 2016 indicating that it is a significant part (91%), a 2 percentage point increase from July 2015.
- There has been a significant increase in agreement that NZ music is an important thing to be taught in schools, with 80% indicating that they think it is important (11 percentage point increase from July 2015).
- 53% of respondents have purchased any music in the past 12 months (no change from July 2015).
 - Of those respondents, 48% have purchased NZ music in the past 12 months.
- 76% of respondents have heard of NZ Music Month, with 43% indicating that it falls in May (7 percentage point increase from July 2015).

Findings *continued*

- Over half of respondents have listened to any NZ music online (57%).
- In the past 12 months, 21% of respondents have attended a live music show by an NZ artist, with many indicating they saw Six60, Sol3Mio, Stan Walker and Devilskin.
- There has been a 7 percentage point decrease from July 2015 in awareness of NZ musicians who have played overseas in the past 12 months, with 56% aware. A majority noted Lorde and Broods.

“A majority of respondents indicated that they think music is a significant part of NZ culture (91%), a 2 percentage point increase from July 2015.”

Q: Do you think music is a significant part of NZ culture?

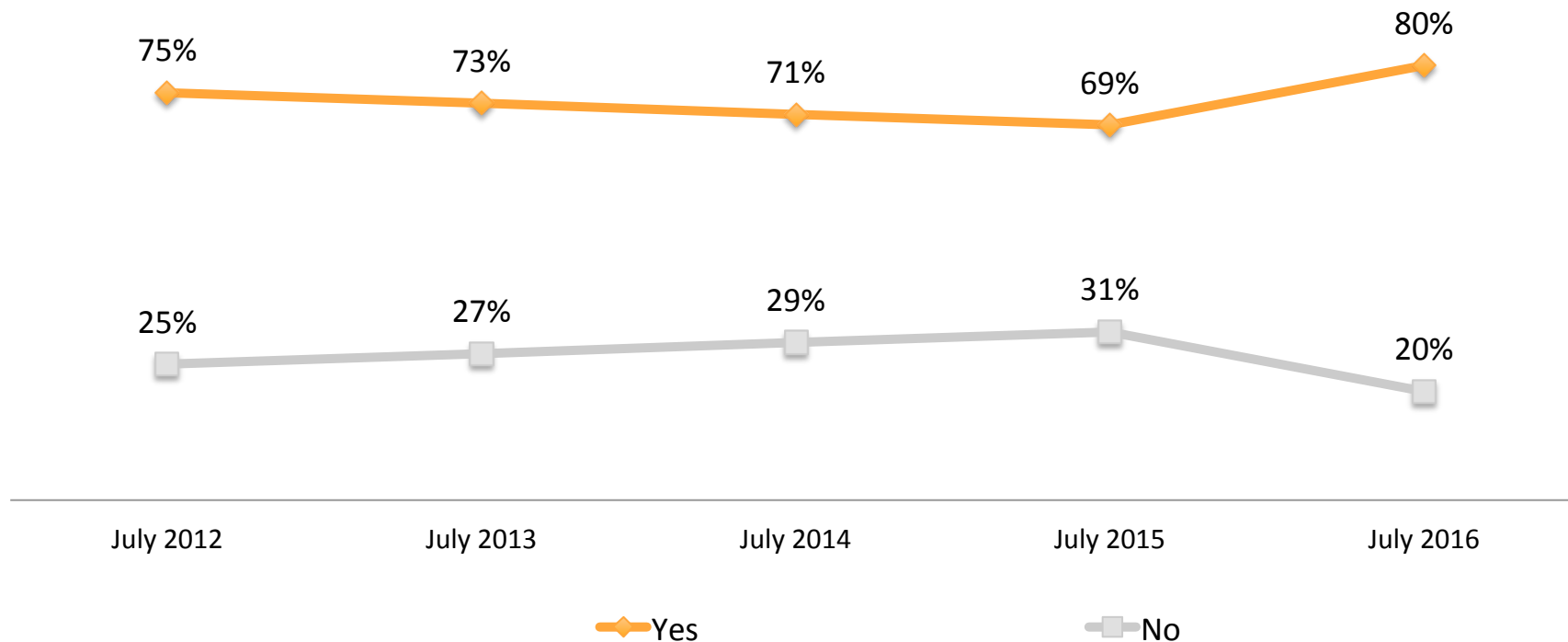


All respondents n=1014

NZ Music Commission
July 2016

“8 in 10 respondents think it is important for NZ music to be taught in schools (80%), an 11 percentage point increase from July 2015.”

Q: Do you think it is important for NZ music to be taught in our schools?

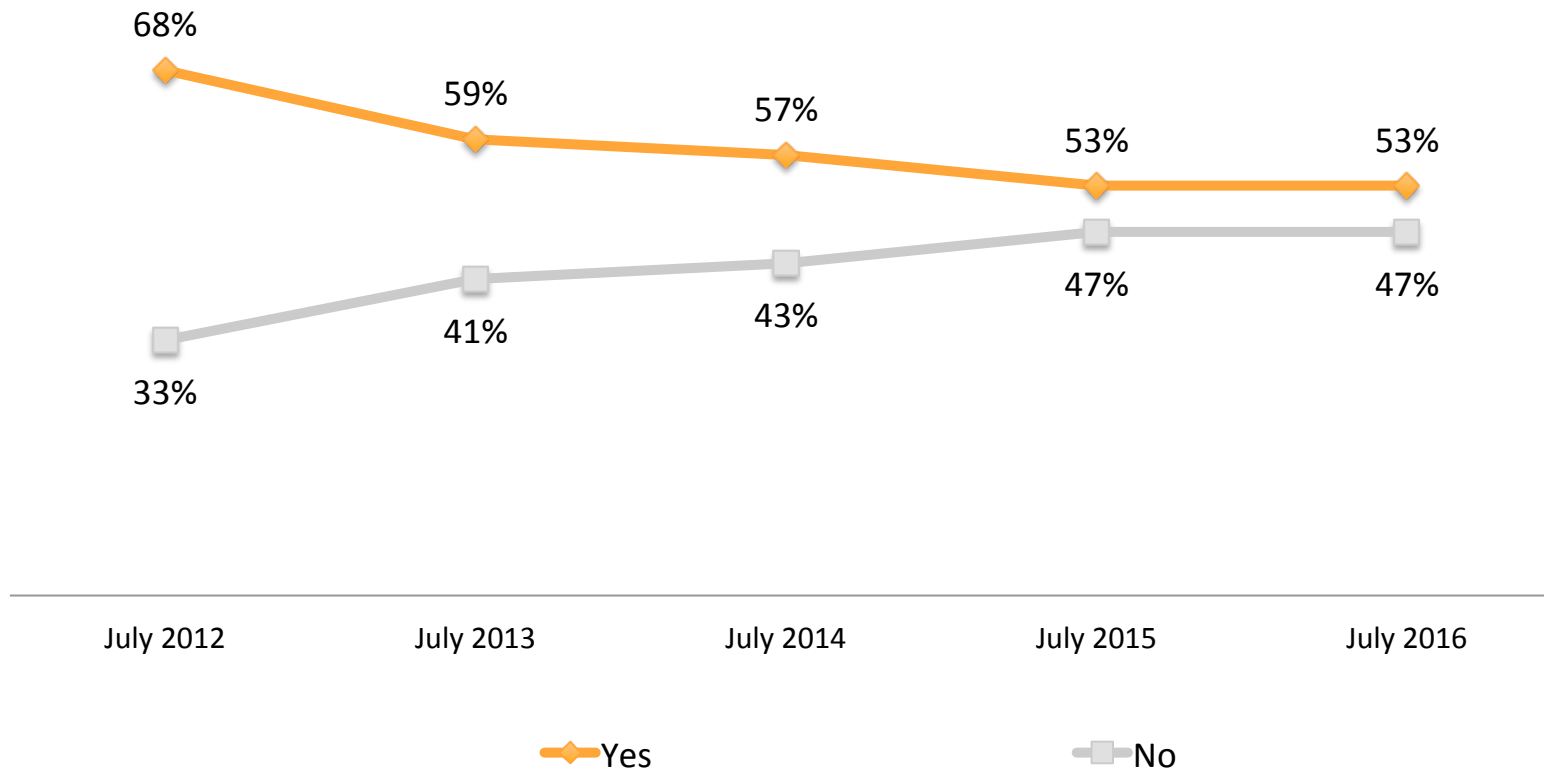


All respondents n=1014

NZ Music Commission
July 2016

“Over half of respondents in July 2016 have purchased any music in the past 12 months (53%), no change from July 2015.”

Q: In the past 12 months have you purchased any music?

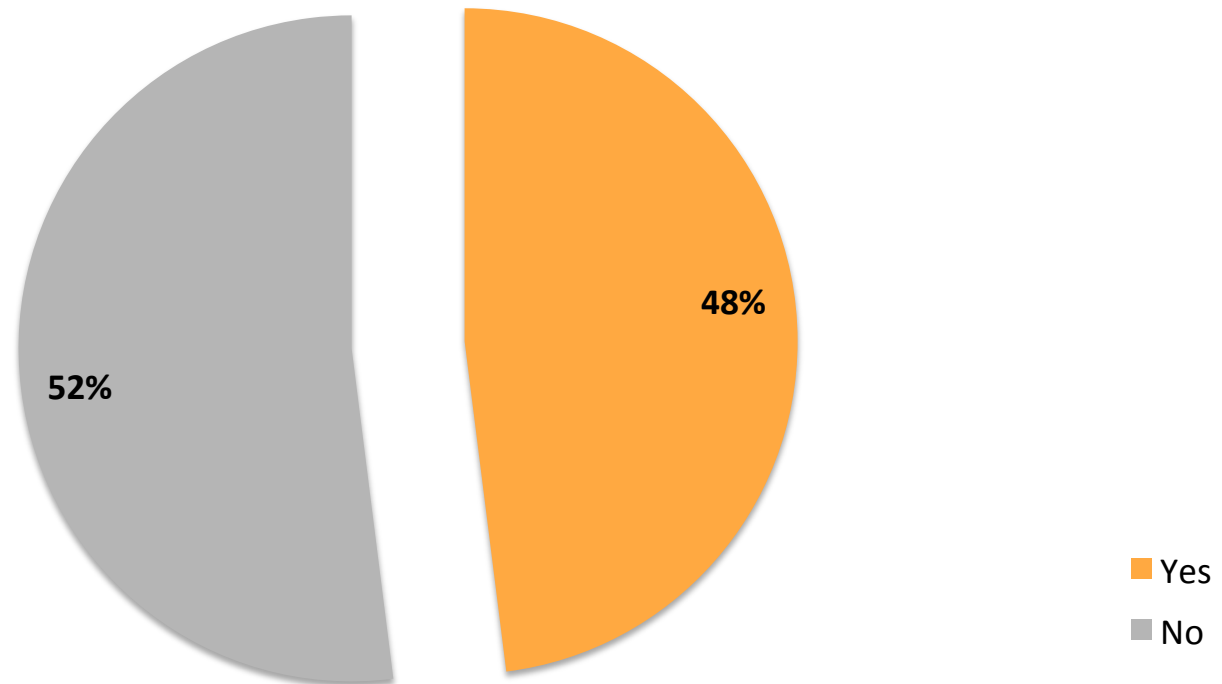


All respondents n=1014

NZ Music Commission
July 2016

“Of those who have purchased any music in the past 12 months, 48% have purchased NZ music.”

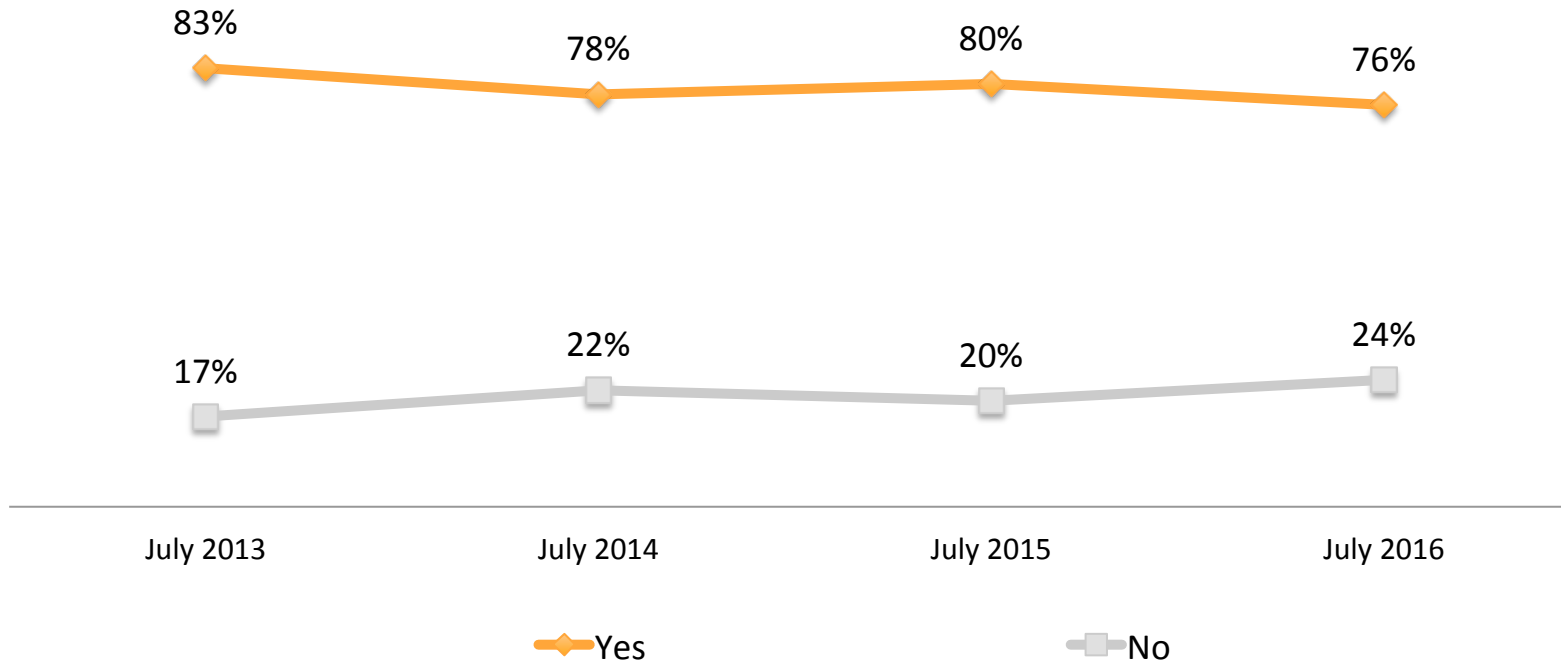
Q: In the past 12 months have you purchased any NZ music?



*Logic was applied in July 2016 to see how many respondents who have purchased any music in the past 12 months were purchasing homegrown content.

“There has been a slight decrease in awareness of NZ Music Month for July 2016, with 76% of respondents indicating that they have heard of it (4 percentage point decrease from July 2015).”

Q: Have you heard of NZ Music Month?

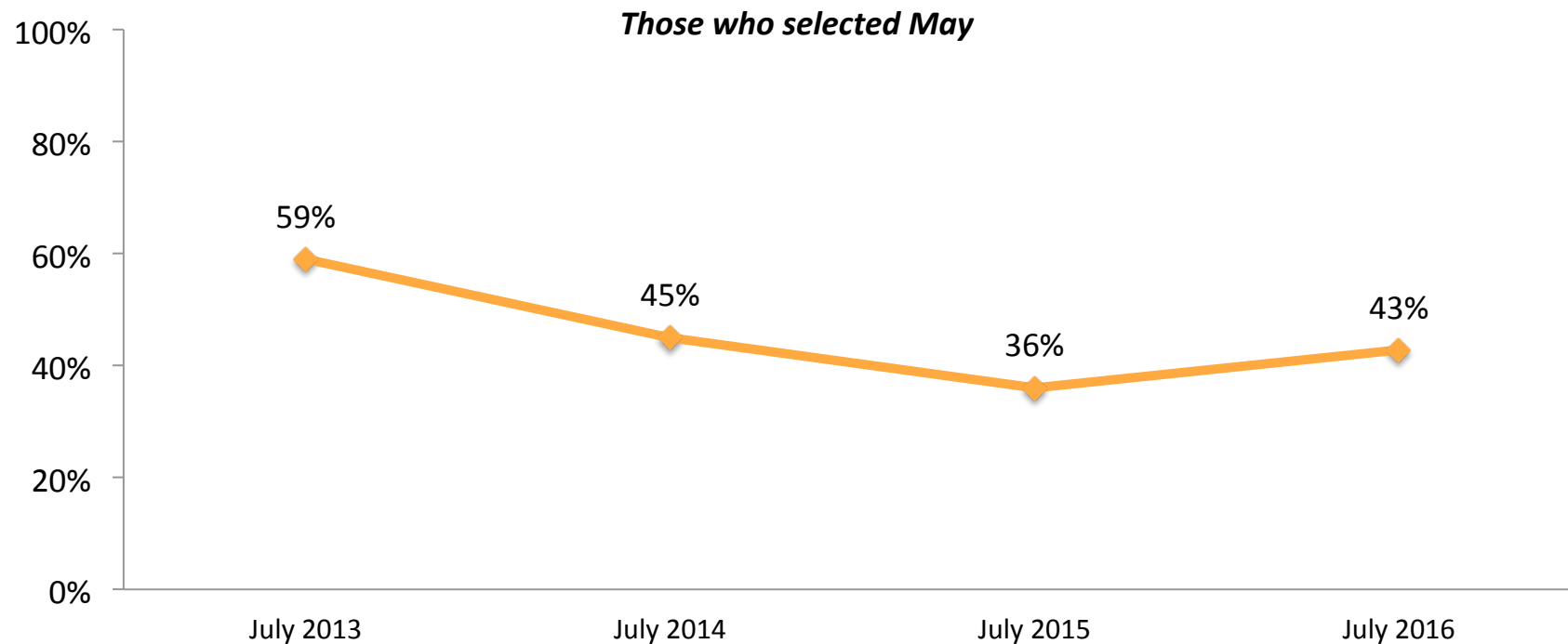


*New question in 2013

All respondents n=1014

“Of those who have heard of NZ Music Month, 43% indicated that it is run in May (7 percentage point increase from July 2015). 43% said they were unsure to which month it is run in.”

Q: Which of the following months is NZ Music Month?

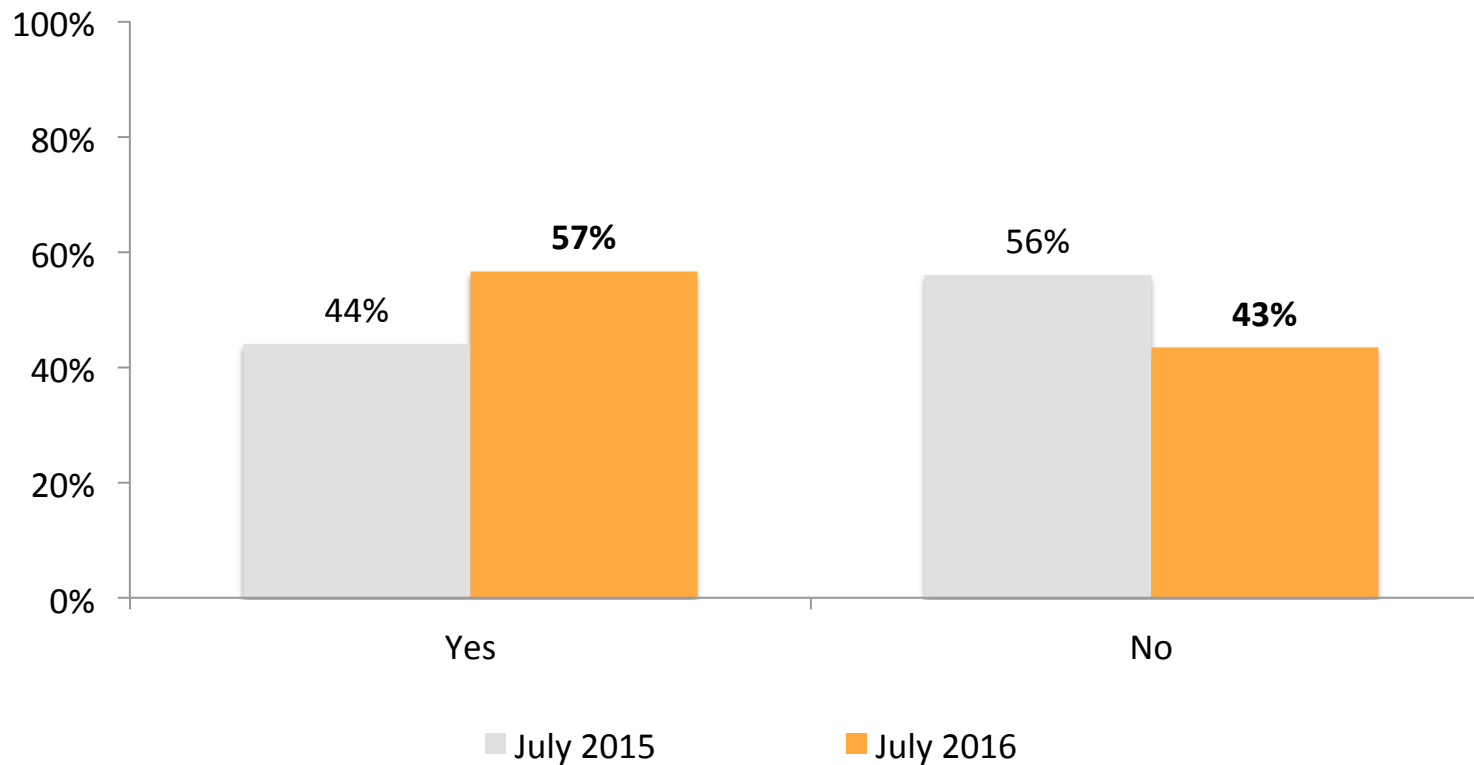


*New question in 2013

Those who have heard of NZ Music Month n=775

“In the past 12 months, over half of respondents have listened to any NZ music online (57%), a 13 percentage point increase since July 2015.”

Q: In the past 12 months have you listened to any NZ music online?

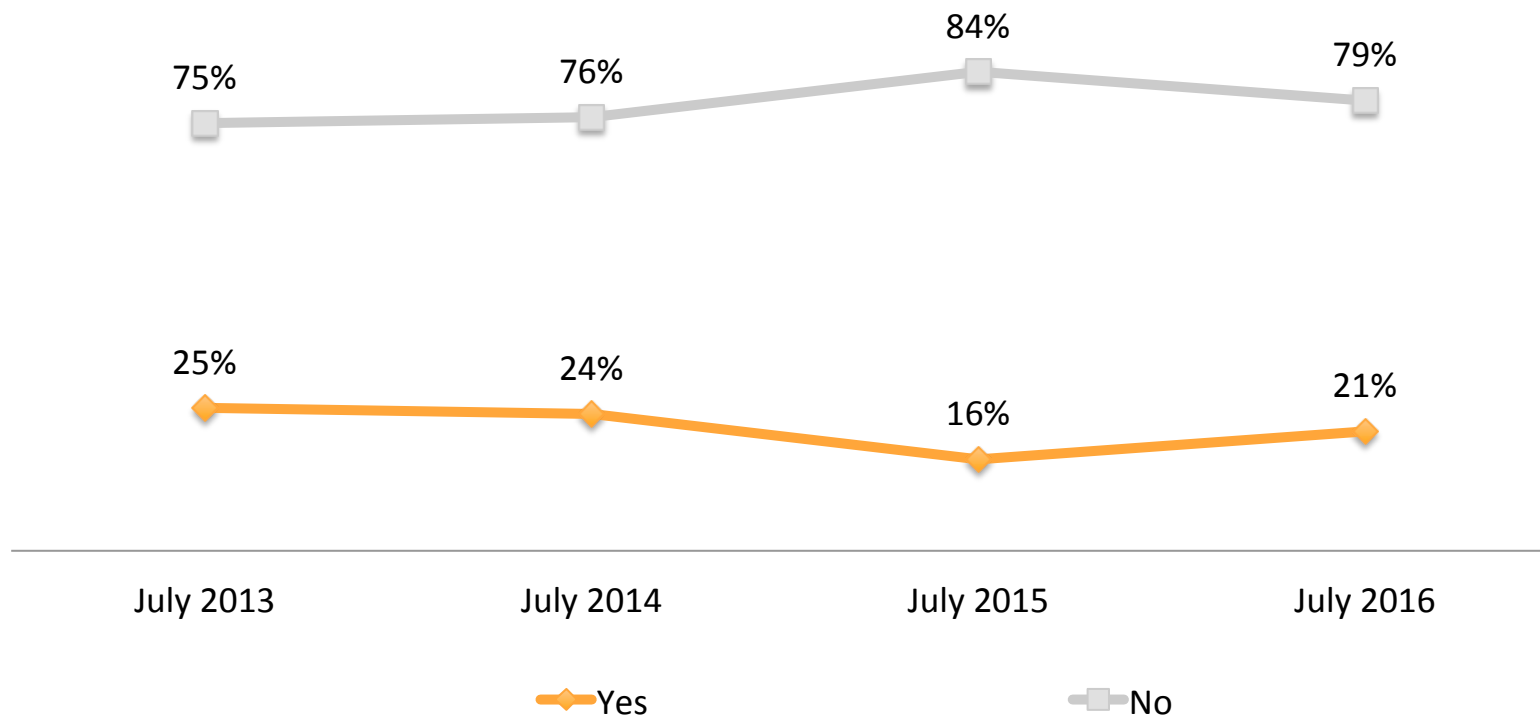


*New question in 2015

All respondents n=1014

“In the past 12 months, only 2 in 10 respondents have attended a live music show/event by a NZ artist (21%), a 5 percentage increase from July 2015.”

Q: In the past 12 months have you attended a live music show/event by a NZ artist?



*New question in 2013

All respondents n=1014

“Of those who have seen an NZ artist live in the last 12 months, many indicated they saw Six60, Sol3Mio, Stan Walker and Devilskin.”

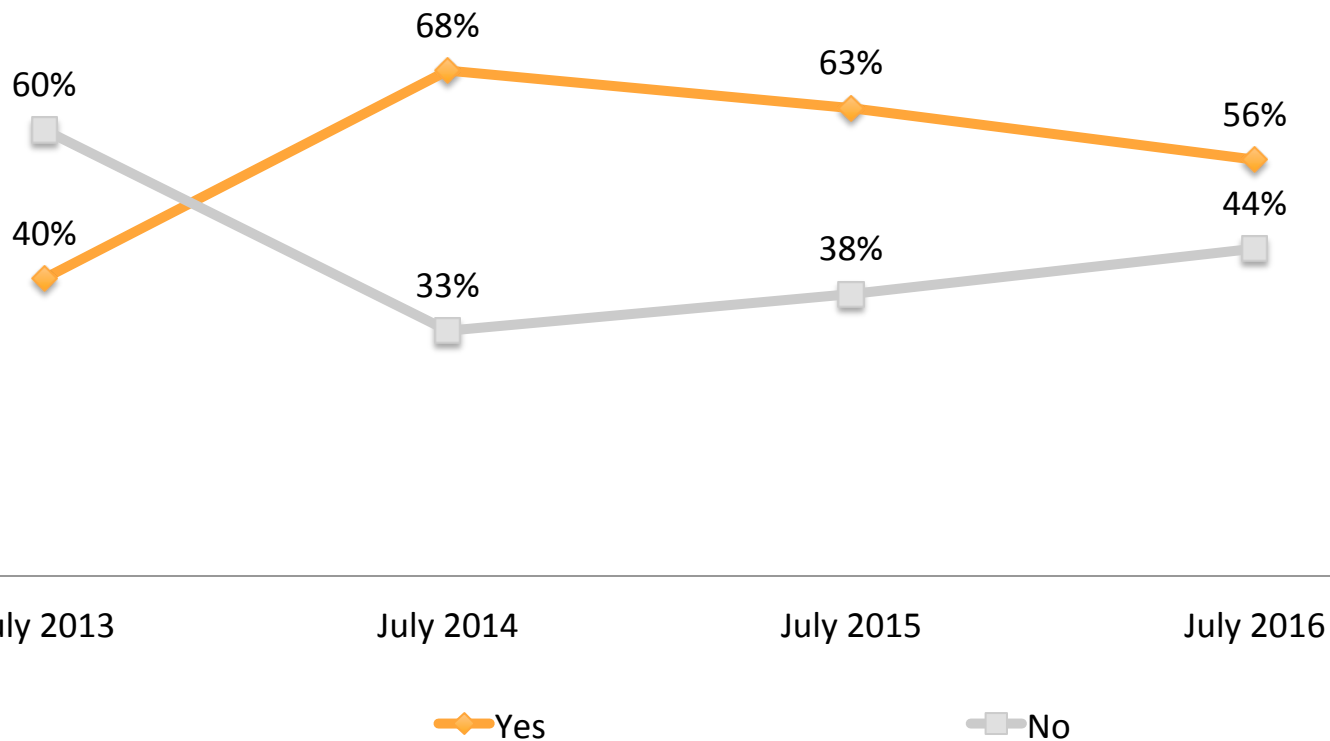
Q: Which NZ artist have you seen in the last 12 months?



Those who have attended a live music show/event by a NZ artist in the past 12 months n=213

“There has been a slight decrease in awareness of NZ musicians that have played overseas in the past 12 months, with 56% of respondents aware (a 7 percentage point decrease since July 2015).”

Q: Are you aware of any NZ musicians that have played overseas in the past 12 months?

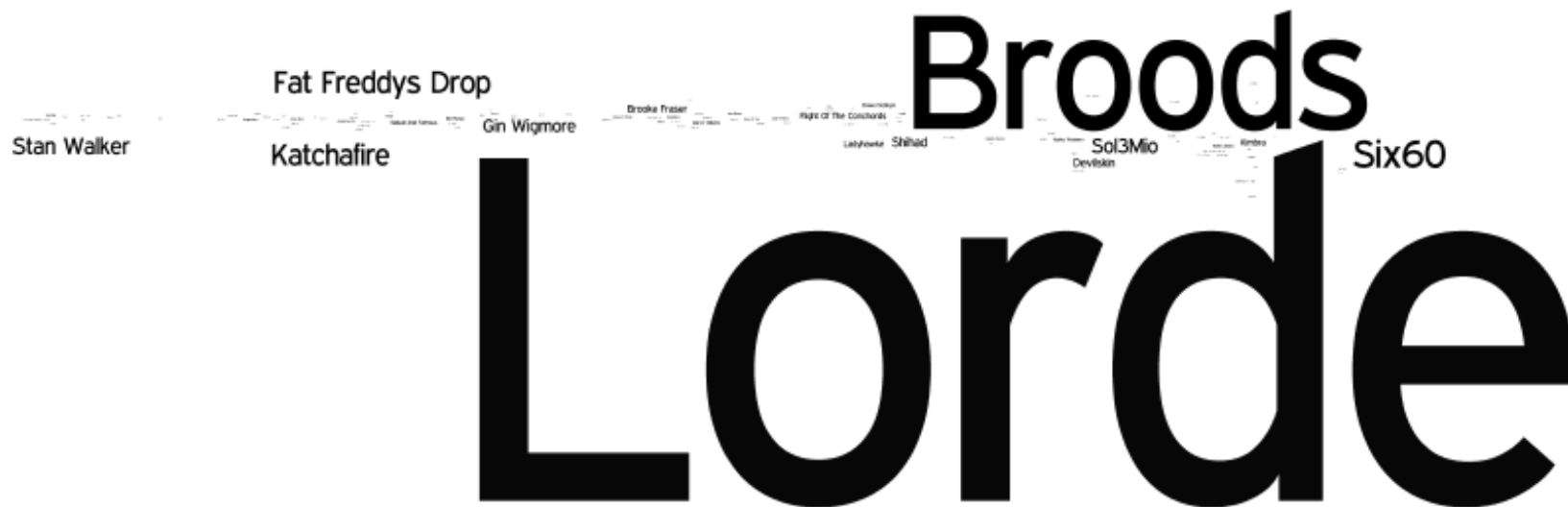


*New question in 2013

All respondents n=1014

“Of those who are aware of NZ musicians who have played overseas in the past 12 months, a majority noted Lorde and Broods.

Q: Which NZ musicians have played overseas in the past 12 months?



Those who are aware of any NZ musicians that have played overseas in the past 12 months n=567

		Count
Which do you identify with:	Male	485
	Female	529
Which of the following age groups do you fit into:	Under 18	0
	18 - 24 years	130
	25 - 34 years	163
	35 - 44 years	182
	45 - 54 years	191
	55 - 64 years	156
Which region do you live in?	65+ years	192
	Northland	34
	Auckland	336
	Waikato	91
	Bay of Plenty	44
	Gisborne	9
	Hawkes Bay	28
	Taranaki	27
	Manawatu/Wanganui	46
	Wellington	114
	Other North Island	3
	West Coast	13
Canterbury	132	
Otago	54	
Southland	26	
Tasman Nelson Marlborough	54	
Other South Island	0	

		Count
What best describes your employment status?	Employed fulltime	392
	Employed part-time	138
	Business Owner / Self-employed	105
	Housewife / husband	80
	Retired	172
	Student	71
Do you live in a:	Unemployed	32
	Other	25
	Major city	606
Do you live in a:	Town	296
	Rural area	113
	What best describes your relationship status?	Married
Single		297
Engaged		29
Civil Union		9
De facto relationship		133
Widow / Widower		22
Other	20	

		Count
Which of the following best describes your household?	Single person living alone	126
	Single person sharing with friends	95
	Couple with no children	197
	Single/Couple with pre-school aged children	78
	Single/Couple with school aged children	173
	Single/Couple with adult children	142
	Single/Couple with children who have left home	121
	Single/Couple with mix of pre-school/school/adult children	53
	Other	29
What is your total household income before tax?	Up to \$30000	117
	\$30001 - \$50000	215
	\$50001 - \$70000	163
	\$70001 - \$100000	165
	\$100001 - \$130000	99
	Over \$130000	93
	Would rather not say	162

		Count
Which ethnic group(s) do you belong to?	New Zealand European	805
	Māori	67
	Samoan	11
	Cook Island Maori	5
	Tongan	6
	Niuean	2
	Chinese	37
	Indian	35
	Rather not say	18
		Other
Where are you completing this survey from?	At home	833
	At work	140
	Other	39
Do you own or rent your home?	I/we own our home	627
	I/we rent our home	370
	Don't know	16