


# Attendance, Participation & Engagement with the Arts in Ireland 2018

Arts Council national survey



# Information Coverage

- 
1. Research background and objectives
  2. 'The Arts' : Spontaneous associations
  3. Arts attendance past 12 months
  4. Venues for arts attendees
  5. Satisfaction with level of arts attendance
  6. Arts experience
  7. Participating in the arts
  8. Arts engagement at home
  9. Reading for pleasure
  10. Getting information about the arts events and activities
  11. Attitudes towards the arts
  12. Summary and conclusions

# 'The Arts' : Spontaneous associations (Age under 25 years)



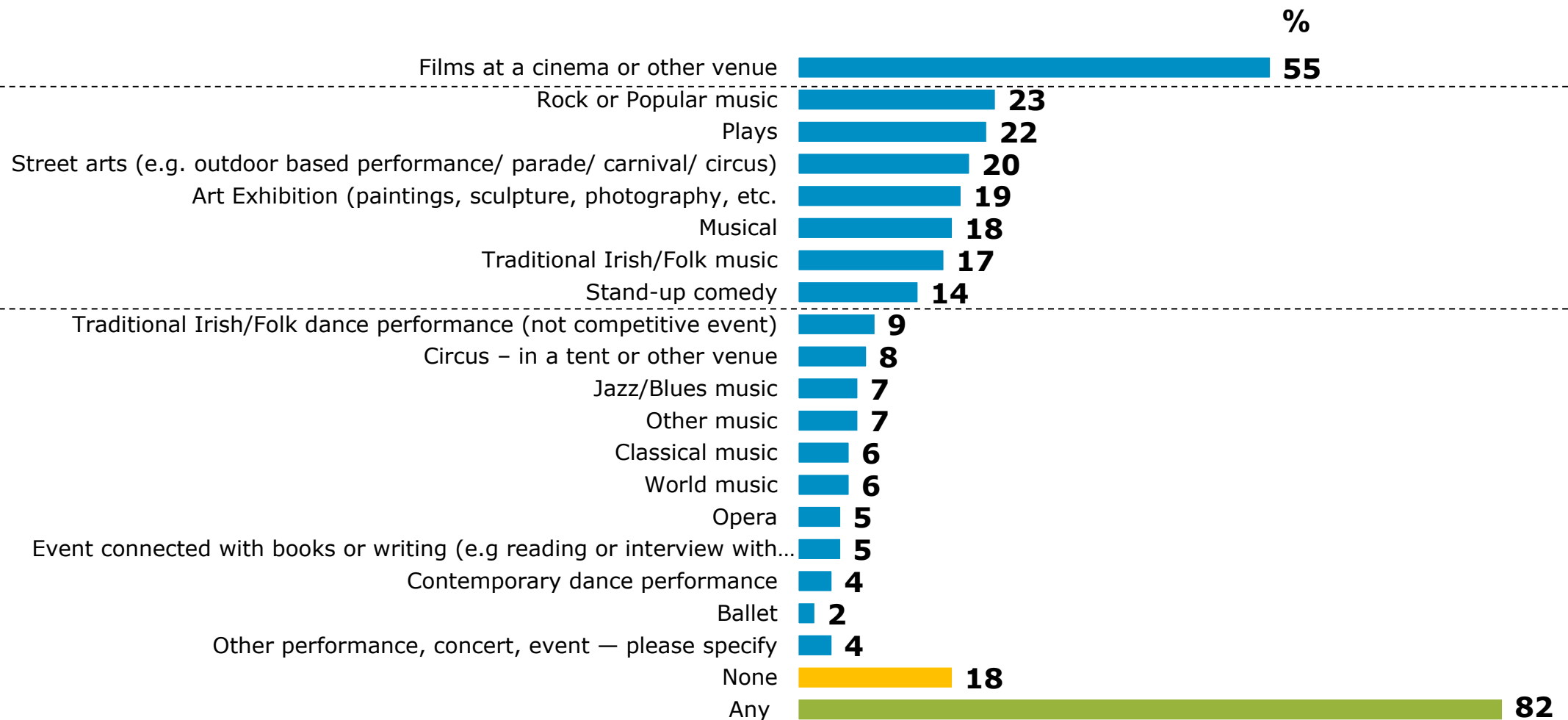


# Arts attendance past 12 months



# Arts attendance past 12 months

Base : All Adults aged 16+ n- 1,068



In terms of any attendance in the past 12 months, the various arts categories separate into 3 tiers.



# Arts attendance past 12 months

Base: All adults N = 1,068

What percentage of Irish adults attended an arts event in the past 12 months?



Pop.est 3.0mn

# Arts attendance past 12 months

Base: All adults N = 1,068

**What percentage of Irish adults attended an event  
in the past 12 months  
(which is traditionally funded by the Arts Council)\*  
?**

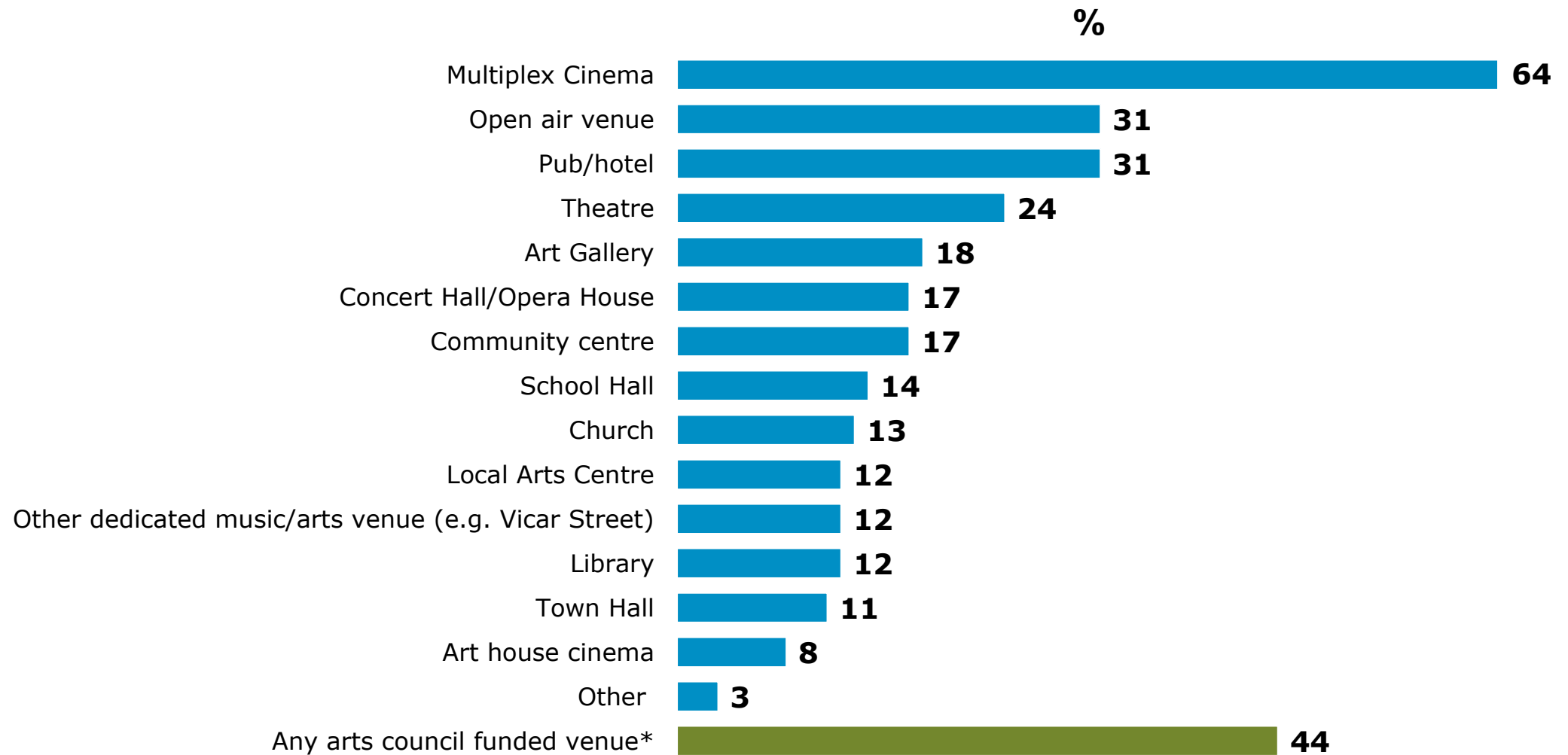


Pop.est 2.2mn

\*Excludes films, musicals, stand-up comedy, rock or popular music

# Venues attended for Arts events in past 12 months

Base: Attended any event in past 12 months n-868



\*includes Art House Cinema, Concert Hall/ Opera House, Local Arts Centre, Art Gallery, Theatre





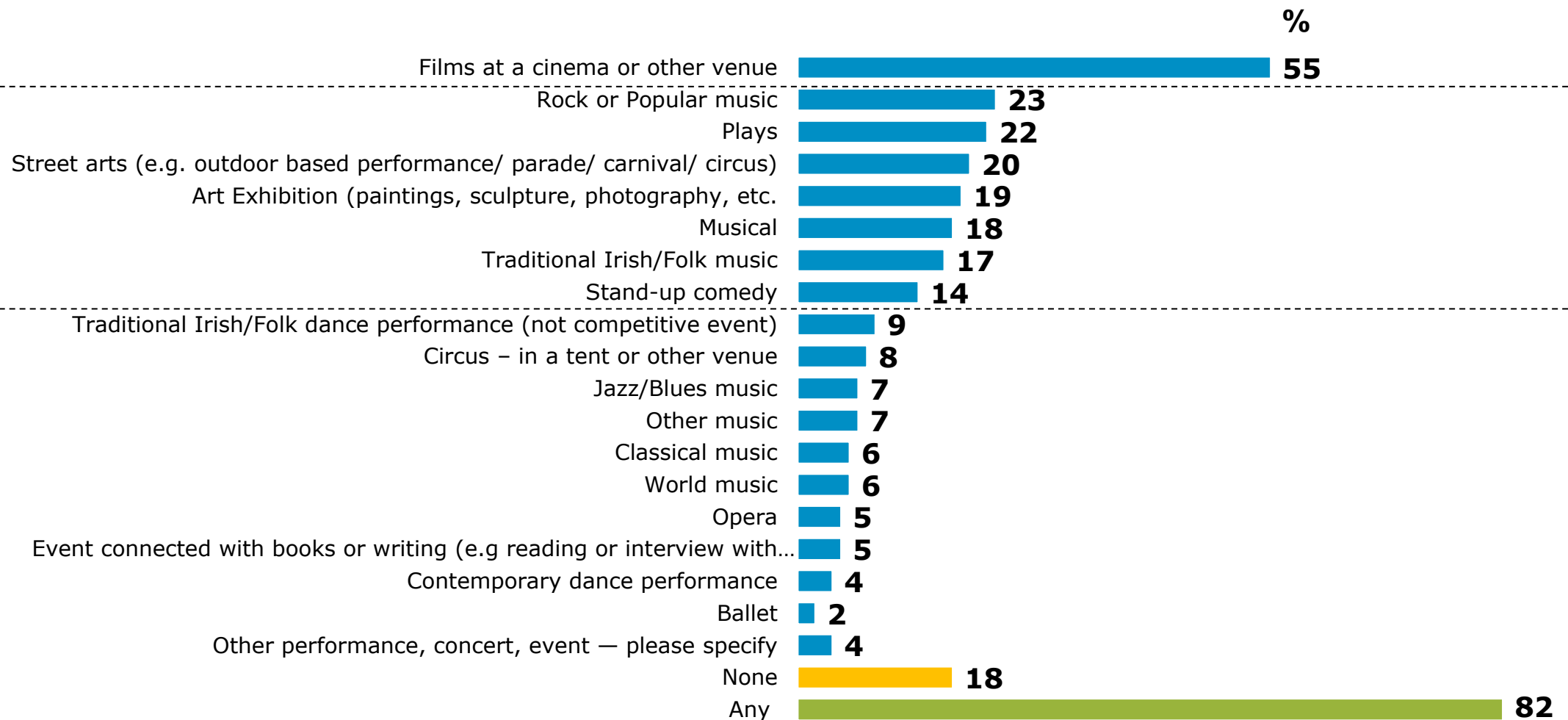


# Arts attendance segmentation



# Arts attendance past 12 months

Base : All Adults aged 16+ n- 1,068



# Arts attendance past 12 months : Any Attendance

Base : All Adults n- 1,068

	Total	Gender		Age			Social Class		Region	
		Male	Female	<34	35-49	50+	ABC1F50+	C2DEF50-	DUBLIN	EX-Dublin
Base (WTD)	3694	1809	1885	1174	1042	1478	1709	1985	1071	2623
UNWTD	1068	513	555	292	334	442	524	544	313	755
Films	55	57	53	75	63	33	60	50	68	50
Rock or Popular music	23	24	21	32	27	13	26	20	29	20
Plays	22	19	25	26	18	22	25	20	30	19
Street arts	20	21	20	23	26	14	22	19	17	22
Art Exhibition	19	14	23	22	21	14	22	16	27	15
Musical	18	16	20	20	17	16	20	15	27	14
Traditional Irish/Folk music	17	18	16	16	17	18	19	16	16	17
Stand-up comedy	14	15	13	22	16	7	18	11	22	11
Traditional Irish/Folk dance performance	9	9	9	9	10	9	10	8	11	8
Circus – in a tent or other venue	8	7	8	11	11	3	9	7	6	8
Jazz/Blues music	7	8	6	7	6	6	8	5	12	5
Other music	7	5	8	10	6	5	8	6	7	7
Classical music	6	6	6	5	5	8	8	5	12	4
World music	6	8	5	9	7	3	8	5	12	4
Opera	5	5	5	5	3	7	5	5	12	3
Event connected with books or writing	5	3	7	5	6	6	6	5	8	4
Other performance, concert, event — please specify	5	4	6	5	4	5	5	5	5	5
Contemporary dance performance	4	4	4	3	7	2	4	3	5	3
Ballet	2	1	3	3	2	1	2	2	5	1

**The most significant demographic driver of attendance is location- Dublin vs elsewhere.**



# Arts attendance past 12 months : Any cross attendance

Base : All Adults n- 1,068

	Total	Plays	Opera	Musical	Stand-up comedy	Contemp dance perform	Ballet	Trad Irish/Folk dance perform	Classical music	Jazz/Blues music	Rock or Popular music	Trad Irish/Folk music	World music	Other music	Event books or writing	Art Exhibition	Street arts
Plays	22	100	53	49	37	50	73	43	53	50	31	44	38	35	53	47	33
Opera	5	12	100	12	8	26	36	14	25	26	11	6	14	8	20	13	6
Musical	18	39	42	100	27	38	52	22	49	43	30	27	37	33	39	35	20
Stand-up comedy	14	24	22	22	100	13	14	17	20	26	25	18	25	16	24	25	21
Contemporary dance performance	4	8	18	8	3	100	25	11	17	17	6	8	10	5	14	7	7
Ballet	2	7	14	6	2	15	100	8	12	11	4	3	7	5	11	6	3
Traditional Irish/Folk dance performance	9	18	25	11	11	27	34	100	28	29	11	25	20	14	18	17	19
Classical music	6	15	30	18	9	29	36	19	100	35	14	15	24	14	27	17	12
Jazz/Blues music	7	15	34	17	12	31	36	21	38	100	18	16	25	17	21	17	10
Rock or Popular music	23	32	47	39	40	37	39	29	51	59	100	34	55	31	42	43	36
Traditional Irish/Folk music	17	34	19	26	21	37	23	47	41	39	25	100	41	28	36	29	30
World music	6	11	18	13	11	18	22	14	24	24	15	15	100	18	17	14	12
Other music	7	11	11	13	8	10	18	11	15	18	9	11	20	100	12	11	7
Event connected with books or	5	13	21	12	9	21	30	11	24	17	10	12	14	10	100	21	14
Art Exhibition (paintings, sculpture, photography, etc.)	19	39	49	36	32	33	58	35	50	46	35	32	40	30	72	100	42
Street arts	20	30	25	24	29	39	27	42	40	29	32	36	38	22	53	46	100

The level of cross attendance among the art categories is consistently very high.

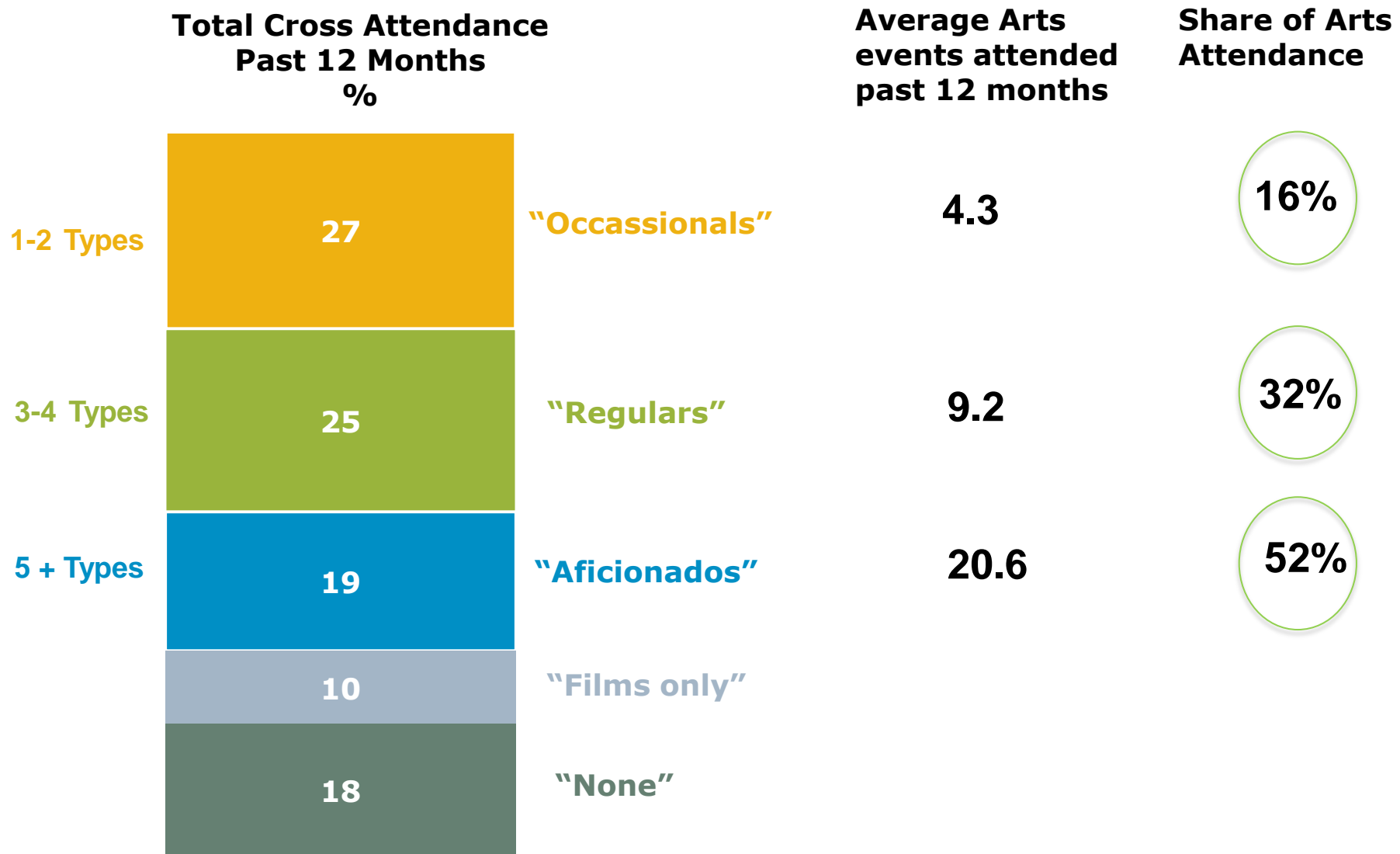
Q.2

In the past 12 months, have you been to any of these events?



# Arts Attendees Segmentation

Base: All Adults aged 16+ n – 1,068



**These are well established patterns - only 7% of Irish adults express dissatisfaction with their current level of arts attendance.**



# Arts attendance past 12 months: Segmentation: Profile

Base : All Adults aged 16+ n- 1,068

	Total	Any Arts Goers	Occasionals	Regulars	Aficionados	Films	None
UNWTD	1068	744	285	270	189	103	221
%	%	%	%	%	%	%	%
<b>Gender</b>							
Male	49	48	48	50	45	62	46
Female	51	52	52	50	55	38	54
<b>Age</b>							
16-24	14	16	15	16	16	21	4
25-34	18	21	18	21	25	17	7
34-49	28	29	28	27	32	40	20
50-64	23	21	23	23	16	13	33
65+	17	13	16	12	11	8	36
<b>Social Grade</b>							
ABC1F50+	46	49	44	48	58	46	36
C2DEF50-	54	51	56	52	42	54	64
<b>Region</b>							
DUBLIN	29	32	22	36	41	32	16
<i>EX-Dublin</i>	71	68	78	64	59	68	84
Rest Of Leinster	26	25	27	30	16	30	28
Munster	27	25	33	21	21	27	33
Connaught/Ulster	18	17	18	13	22	10	23
<b>Area</b>							
Urban	85	86	83	87	89	90	78
Rural	15	14	17	13	11	10	22

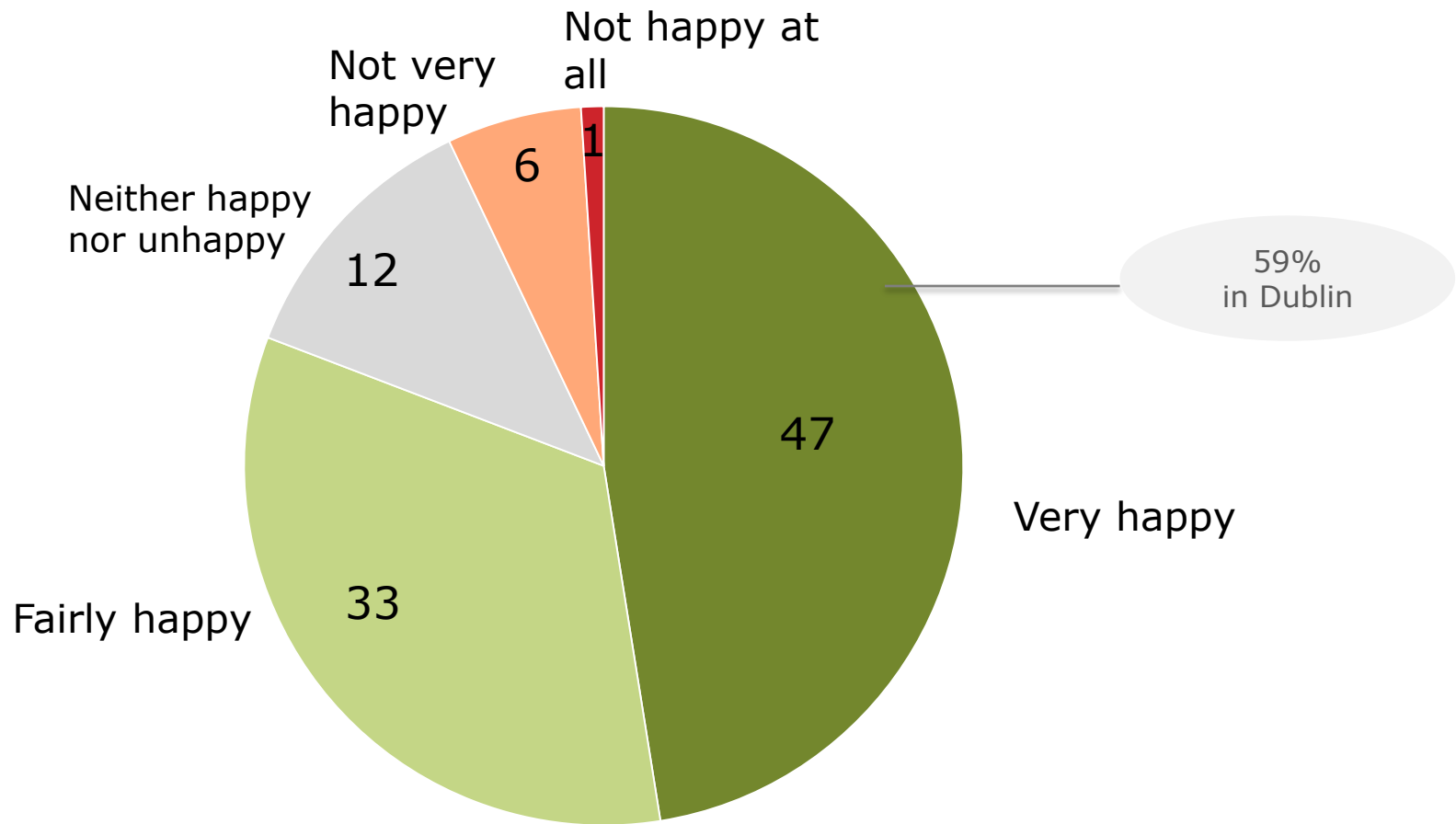
'Aficionados' are distinctive in relation to age, social class and region. 'Regulars' and 'Occasionals' are similar demographically across all criteria bar region.

A young man and woman are dancing in a forest at sunset. The man is wearing a light blue shirt and the woman is wearing a light blue lace dress. They are holding hands and the man is lifting the woman's arm. The background is a dense forest of tall trees with warm, golden light filtering through the leaves.

**Satisfaction with level of arts attendance**

# Overall satisfaction with level of arts attendance

Base : All adults 16+ n-1068



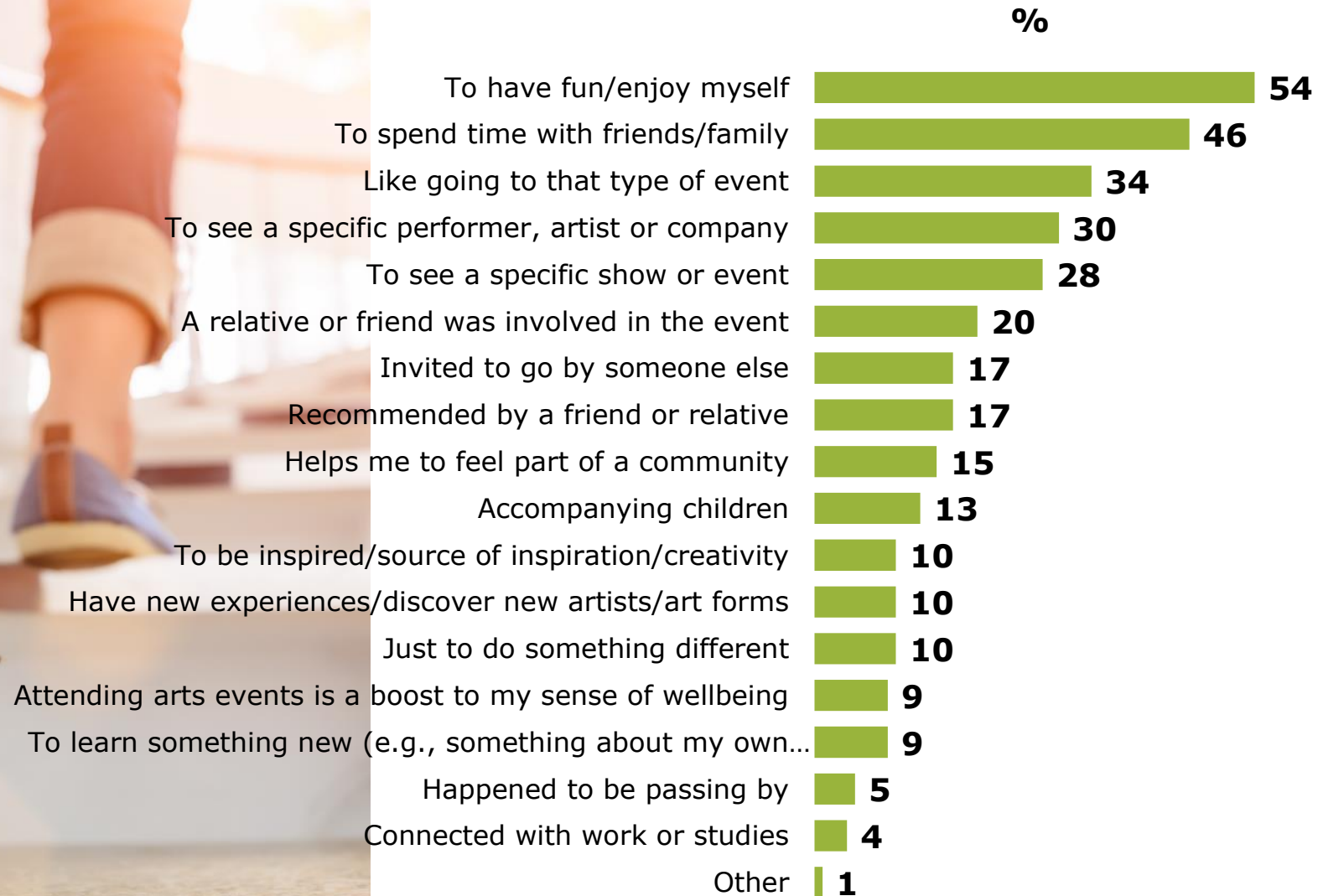
**Only 7% of Irish adults express dissatisfaction with their current level of arts attendance. The level of satisfaction is significantly higher in Dublin.**

Q.5 How happy or not are you with how often you attend these types of events in your leisure time?



# Reasons for Events Attendance

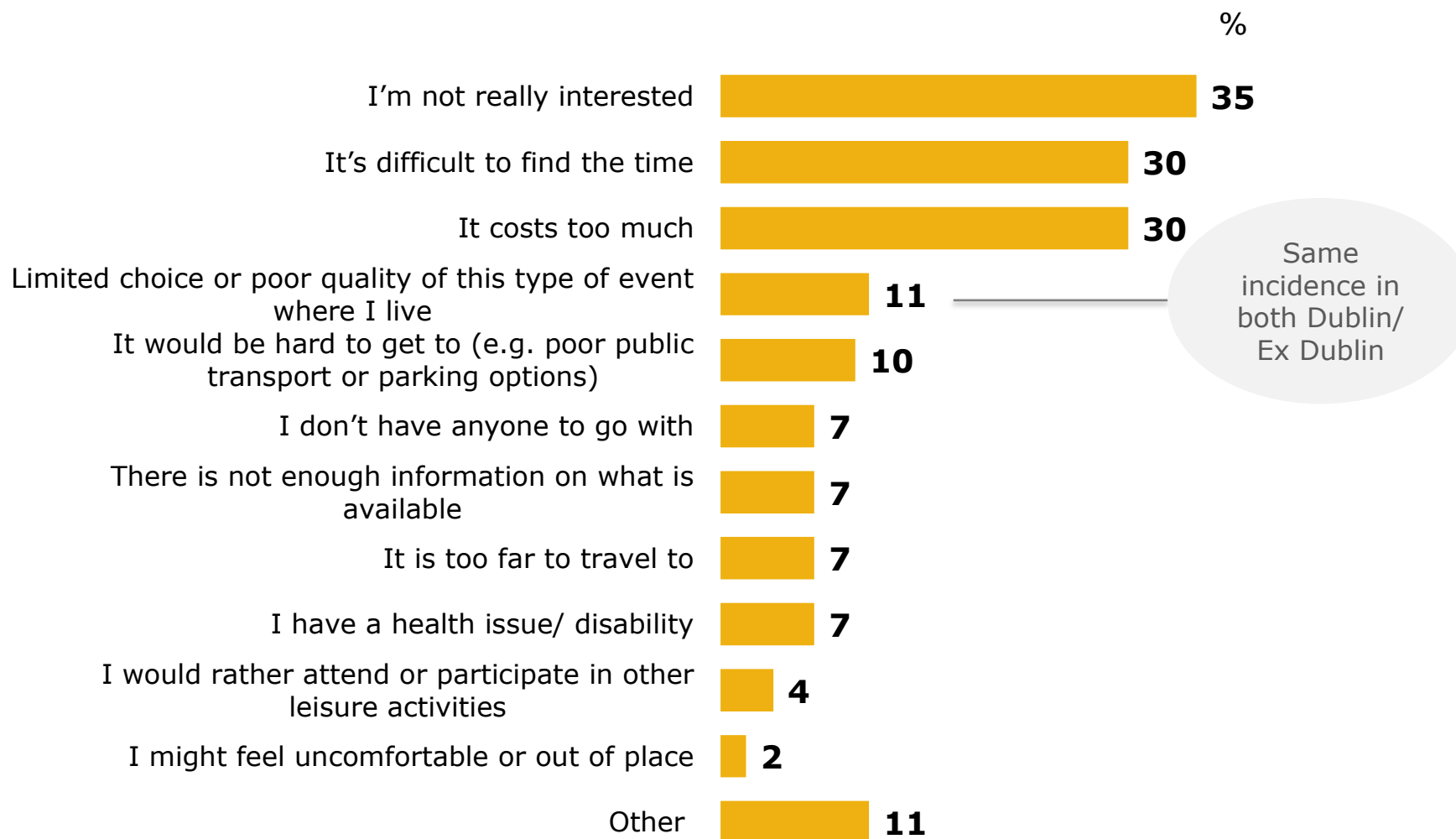
Base : Arts Goers N - 744



**Entertainment and socialising are key reasons for attendance**

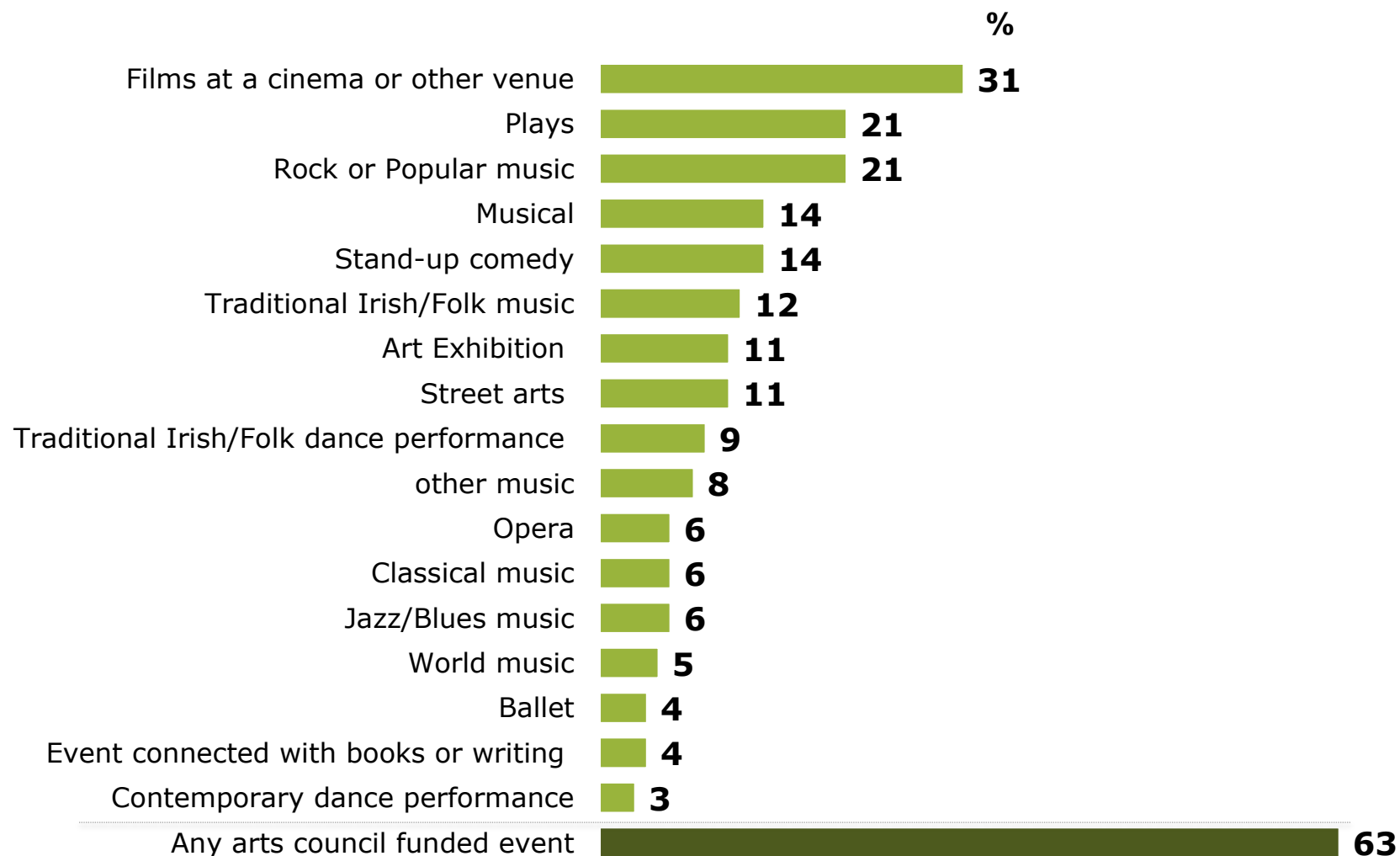
# Reasons for not attending arts events more often

Base : No attendance in past 12 months and unhappy with frequency of current attendance (n-259)



# Arts events would like to attend more often

Base : All adults 16+ n-1068

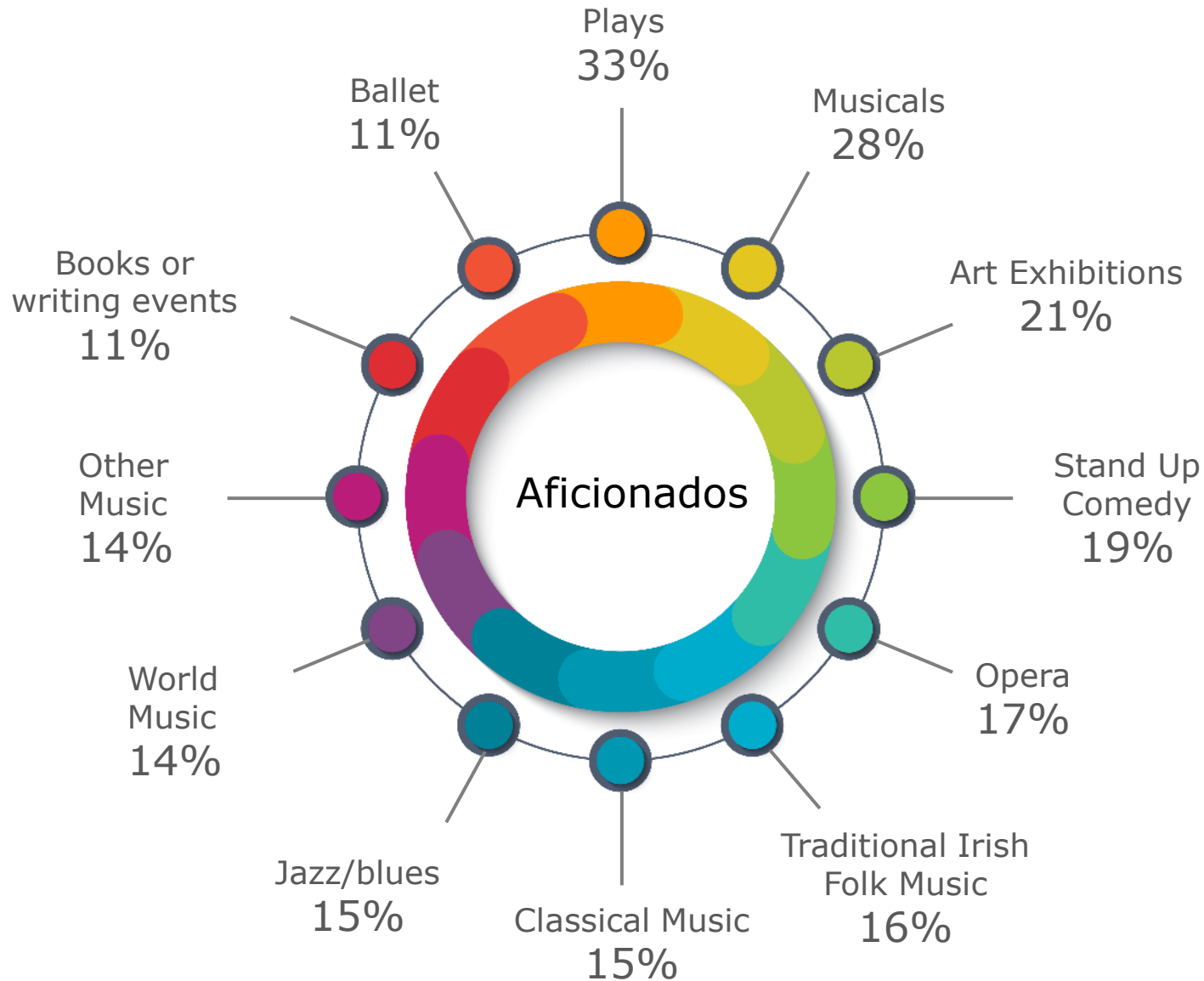


\*Excludes films, musical, stand up comedy, rock or popular music

**21% of Irish adults indicate they would like to attend more plays; 14% more musicals.**



# Arts Events would like to attend more often



..... can they bring a friend ?

Q.7 Which of these events do you really wish you could go to more often?



# Arts Experience



# Arts Experience: Evaluation of most recent experience

Base: Attended event past 12 months n-868

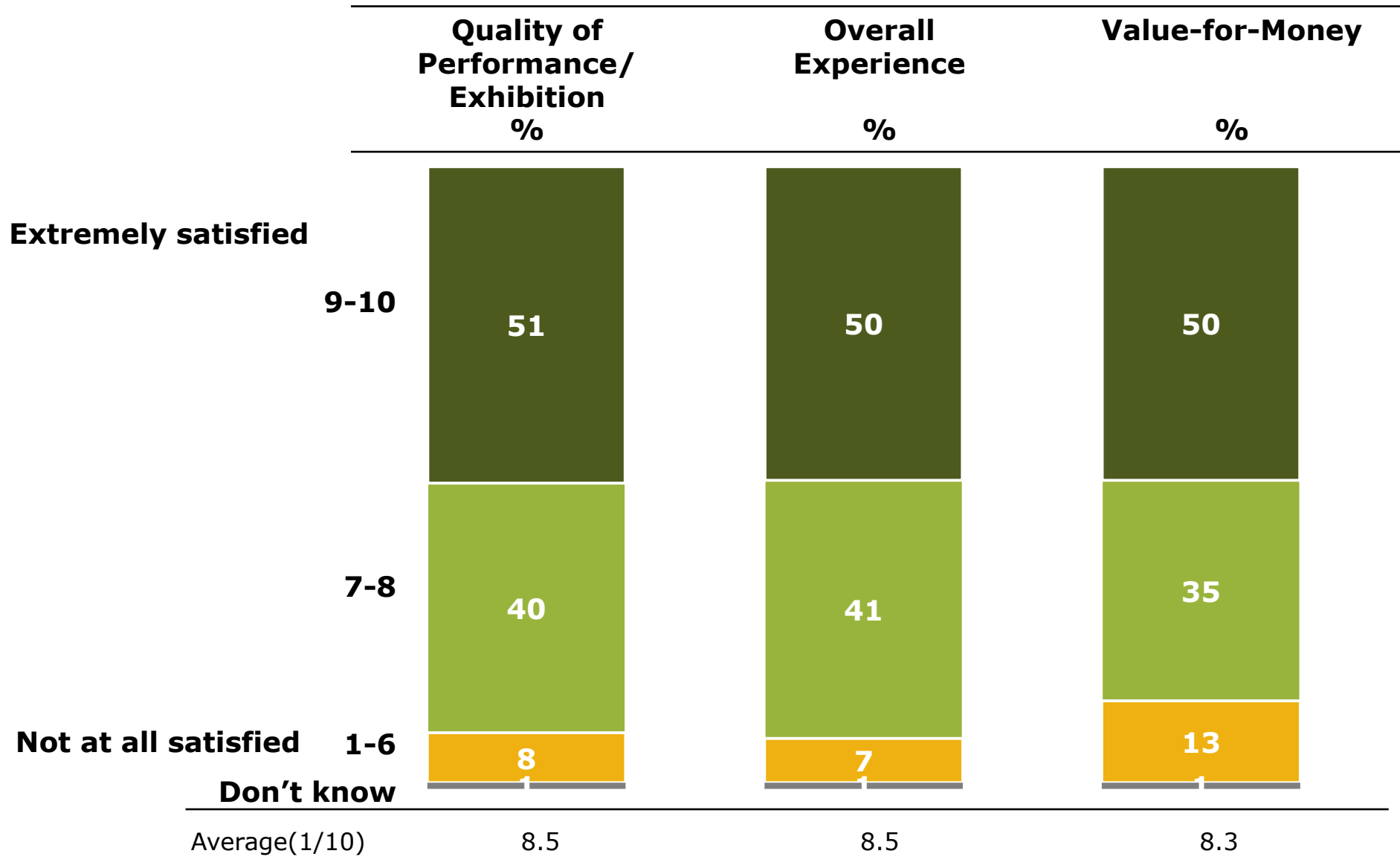
Q. **How would you rate the quality of the performance/exhibition?**

Q. **How would you rate your overall experience of the event, including the venue, the atmosphere, interaction with other attendees etc.?**

Q. **How would you rate the overall value for money of attending the event?**

# Arts Experience: Evaluation of most recent experience

Base: Attended event past 12 months n-868

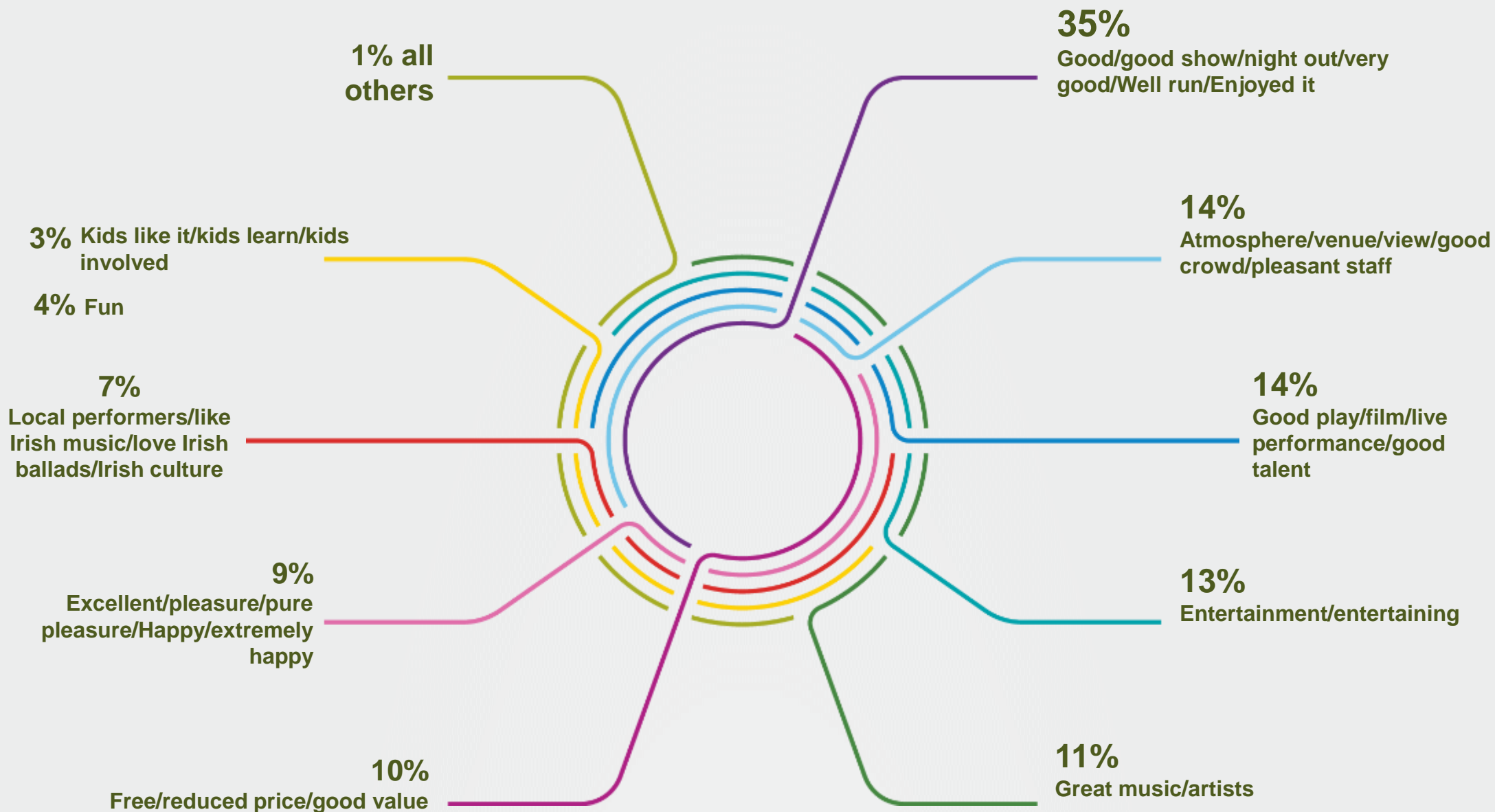


Q.10 How would you rate the quality of the performance/exhibition?  
 Q.11 How would you rate your overall experience of the event, including the venue, the atmosphere, interaction with other attendees etc.?  
 Q.12 How would you rate the overall value for money of attending the event?



# Reasons for 9-10 Rating

Base: Arts goers who gave 9-10 rating N - 374





# Reasons for 9-10 Rating –Verbatims

Base: Arts goers who gave a 9-10 score - 374

High quality of the performance and all the creativity and dedication and commitment of all involved

Sounds and lights were fantastic, put together so well, very well polished

Very colourful and lots for the kids to look at and things to do

Love the atmosphere, it brings out happiness in people

It was free entrance and the quality was stunning very colourful and lots for the kids to look at and things to do

Live, good craic, people joined singing

It's reasonably priced, comfortable and pleasant ambience

Staff are very helpful, very inclusive of people with disabilities

My way of getting involved with Irish culture

Great mix of people

Great to see local communities putting on a play. Show case talent

Great crowd , great atmosphere

Local performers, fantastically done



# Reasons for 7-8 Rating - Verbatim

Base: Arts goers who gave a 7-8 score - 313

It was enjoyable and a nice cultural evening

Really enjoyed the whole experience, very well done

Venue might have been **too crowded and ventilation was not satisfactory**

**Bit expensive to get in and drinks very expensive**

**Not that Interesting** but a good performance

Local very talented people

It was worth attending **but** not great value for money

There was very high quality work on show and free entry

Intimacy of the venue and the acting

**Thought I would have enjoyed it better**, Venue was good

Very good **but** expensive

Venue was **too busy**



Q.13c Reasons for rating 7-8

# Reasons for 1-6 Rating – Verbatim

Base: Arts goers who gave a 1-6 score - 48

I paid 189 euros and as a group did not live up to my expectations

Room for improvement in all entertainment

There could be more interaction with the audience

For kids, performances were not child friendly, throwing knives

Event was Expensive

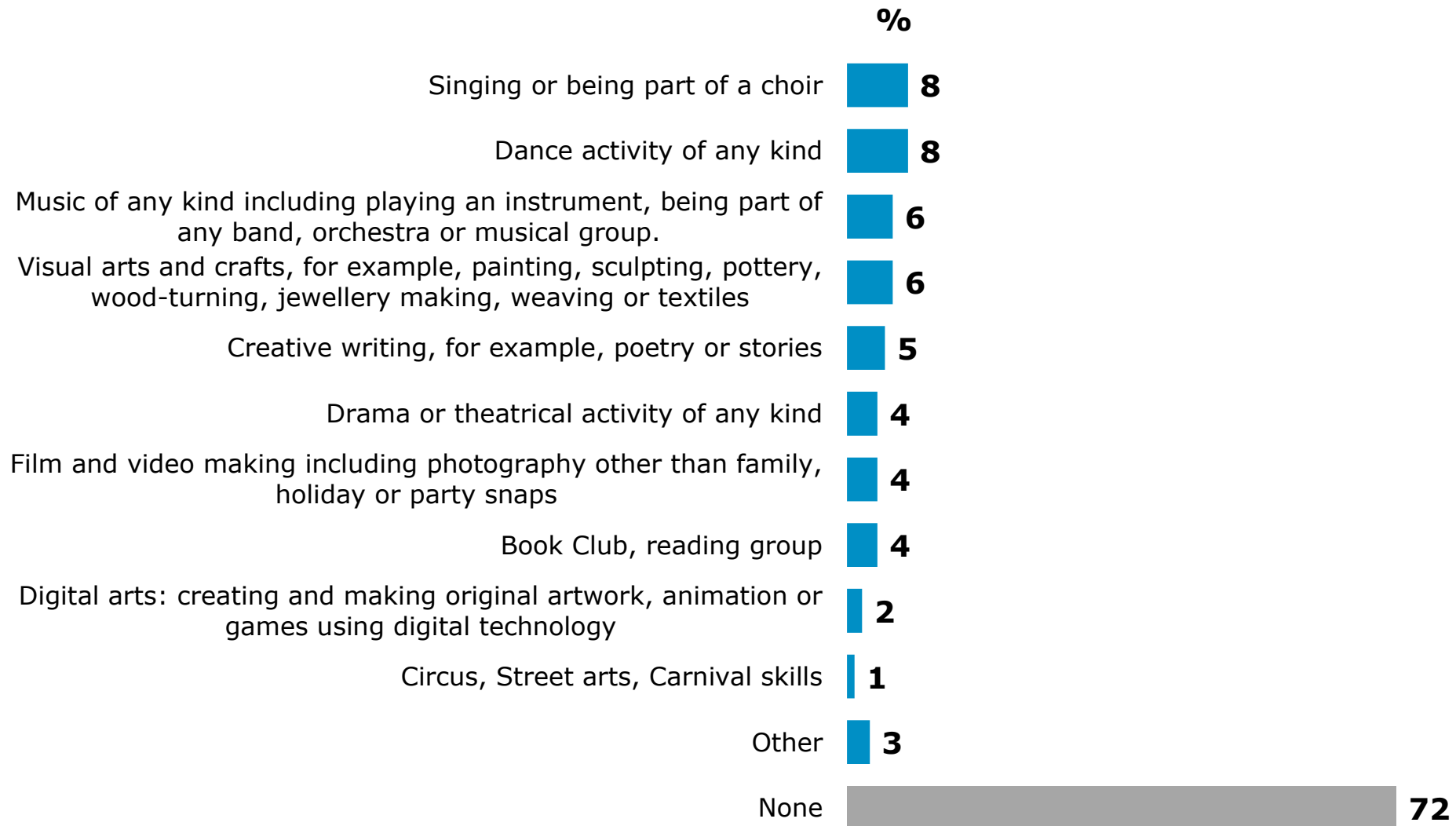




## Participating in the Arts

# Participating in the Arts

Base : All adults 16+ n-1068

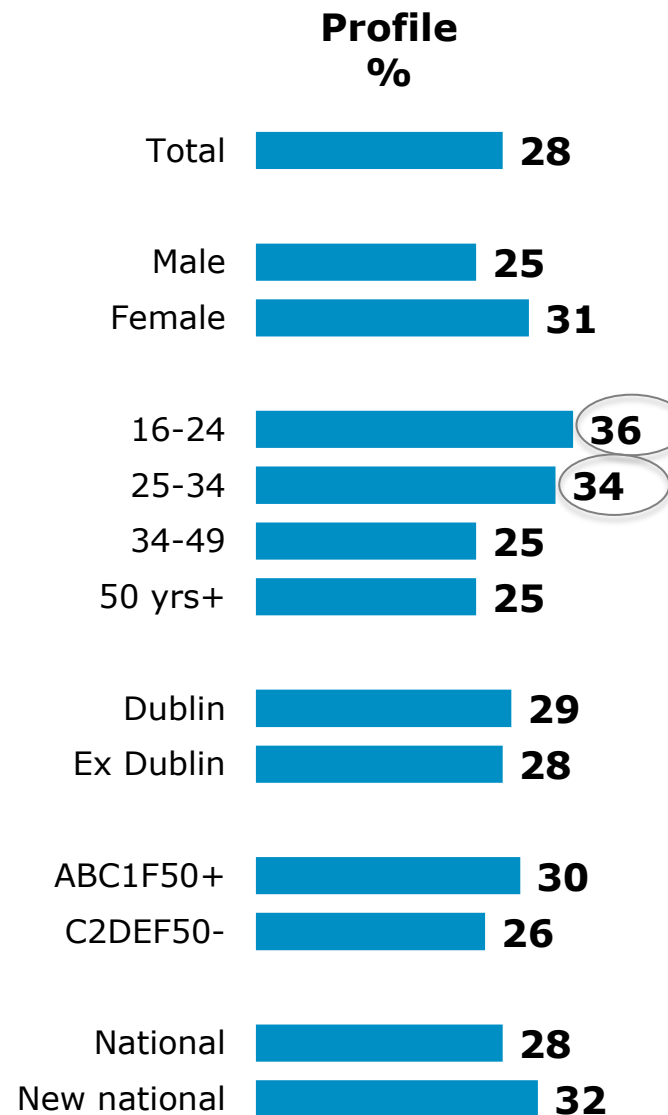


What percentage  
of Irish Adults  
have **taken part**  
in any of the  
listed arts  
activities in the  
past 12 months?



# Participating in the Arts

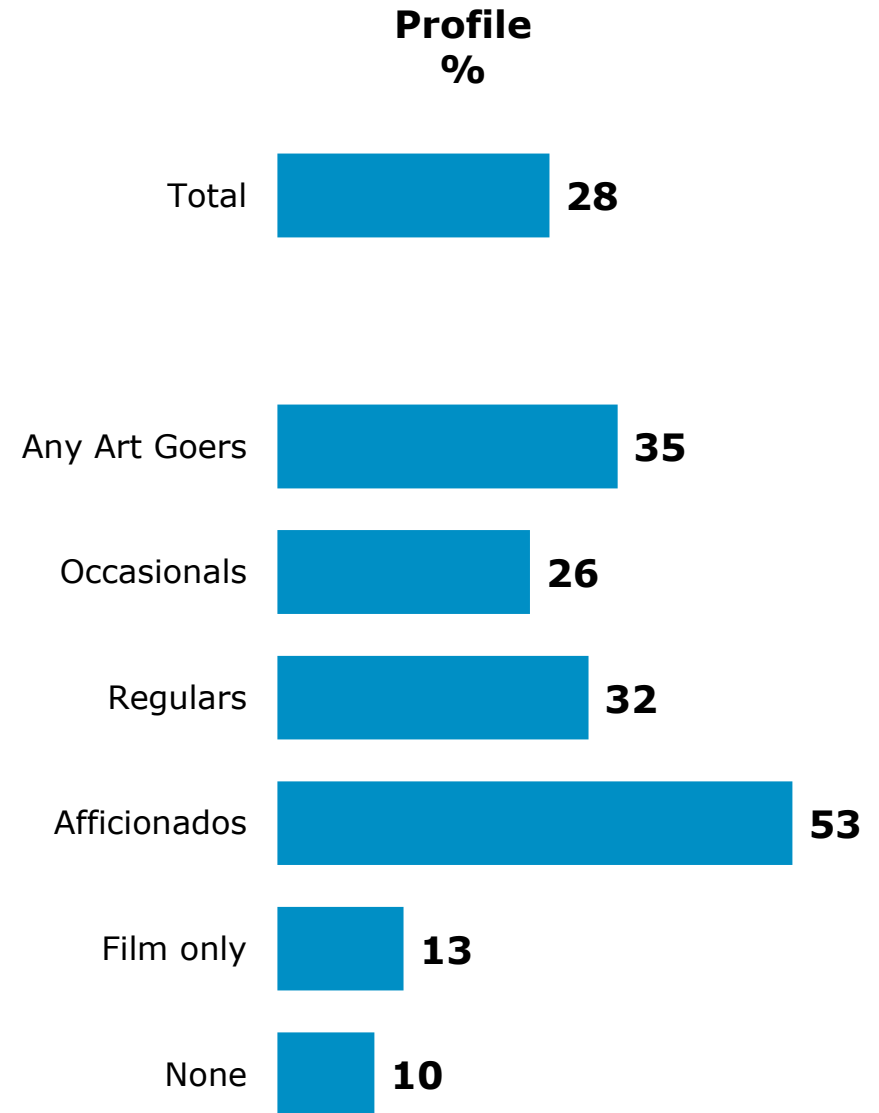
Base : All adults 16+ n-1068



**Participation varies most markedly by age, peaking among the younger age groups.**

# Participating in the Arts

Base : All adults 16+ n-1068



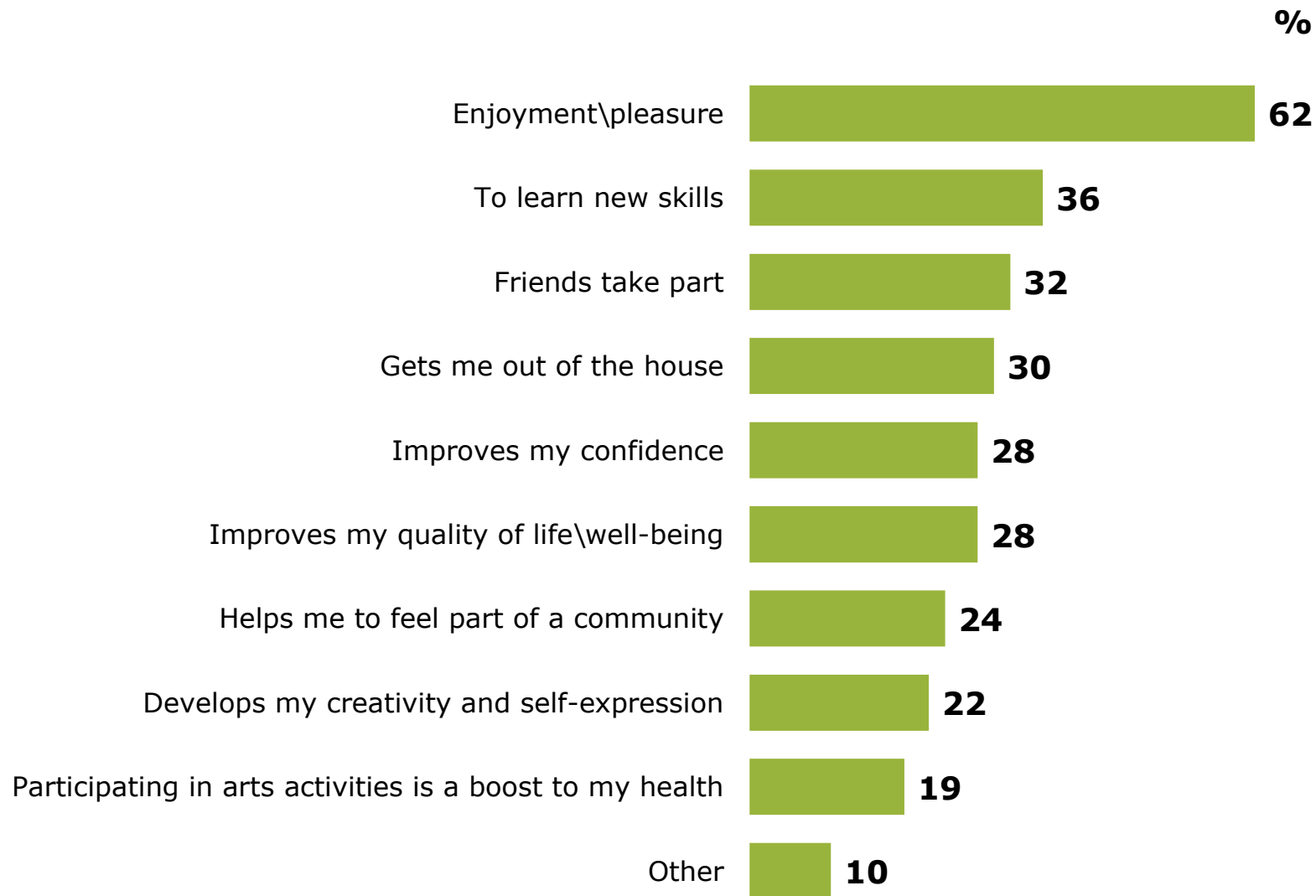
**53% of 'Aficionados' also participate in the Arts. 'Occasionals' and 'Regulars' are similar in relation to participation and largely conform to the national average.**





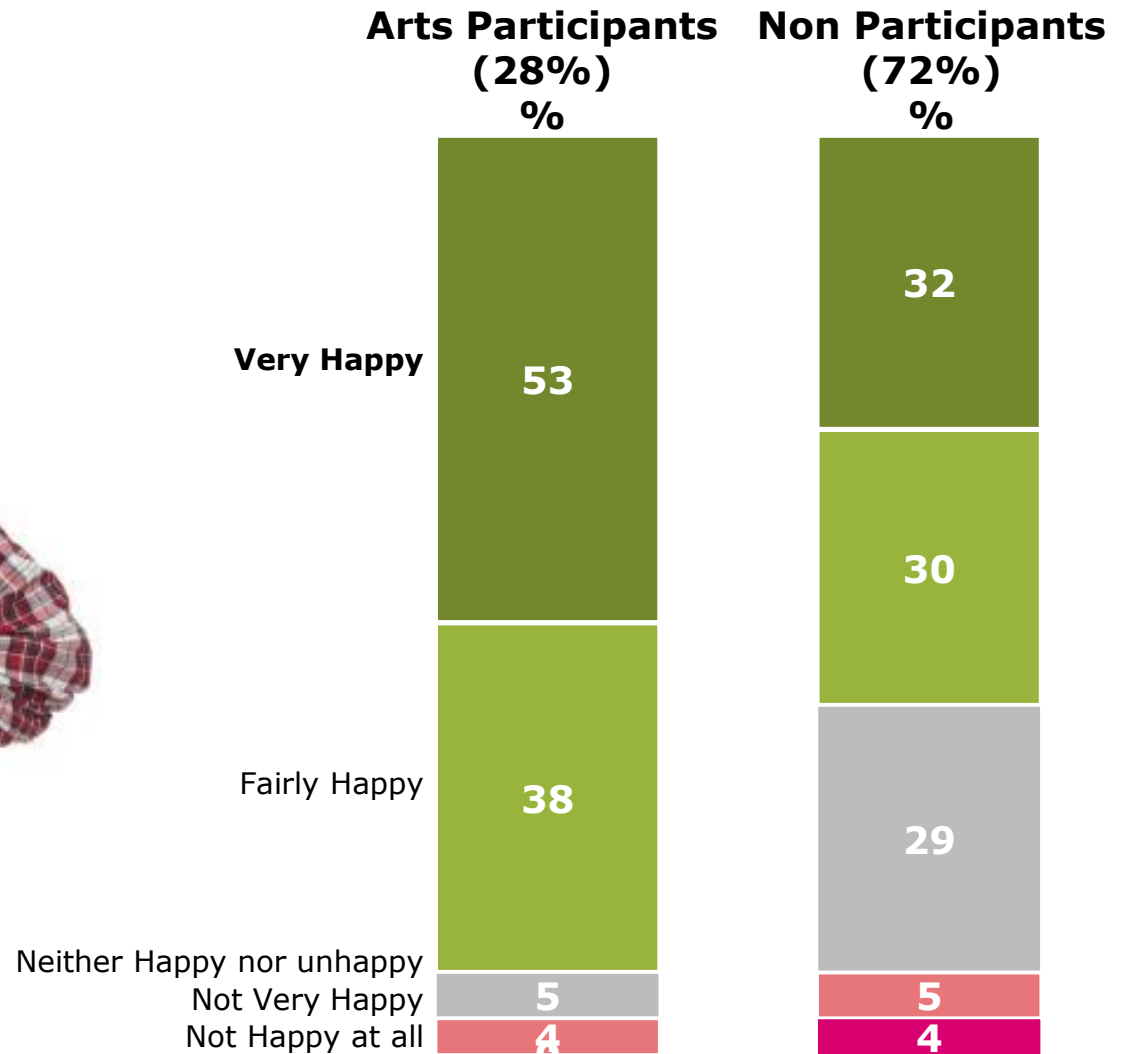
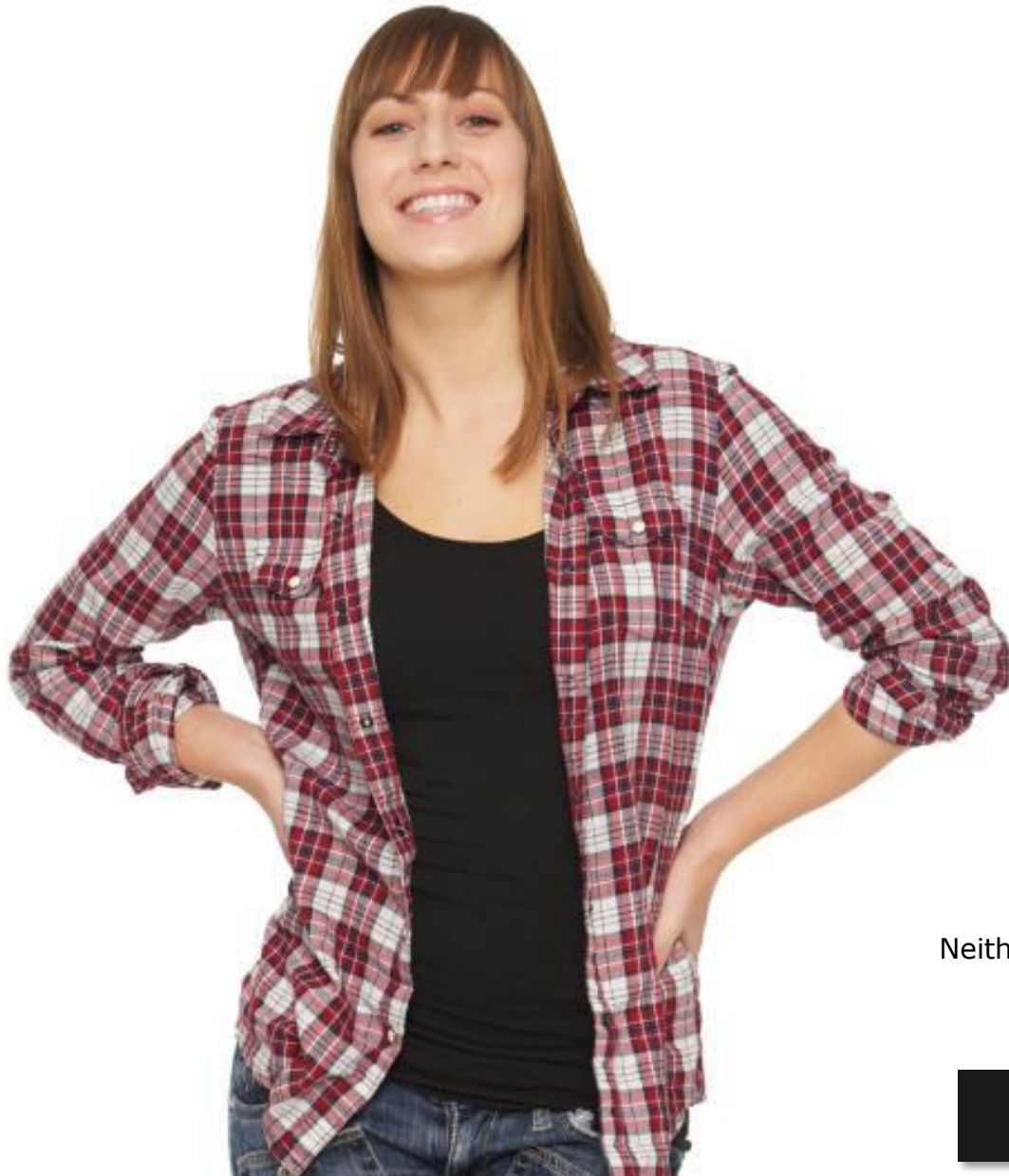
# Reasons for Participation in the Arts

Base : Arts Participants n -280



# 'Happy with' Level of Participation in the Arts

Base : All adults aged 16+ n-1068

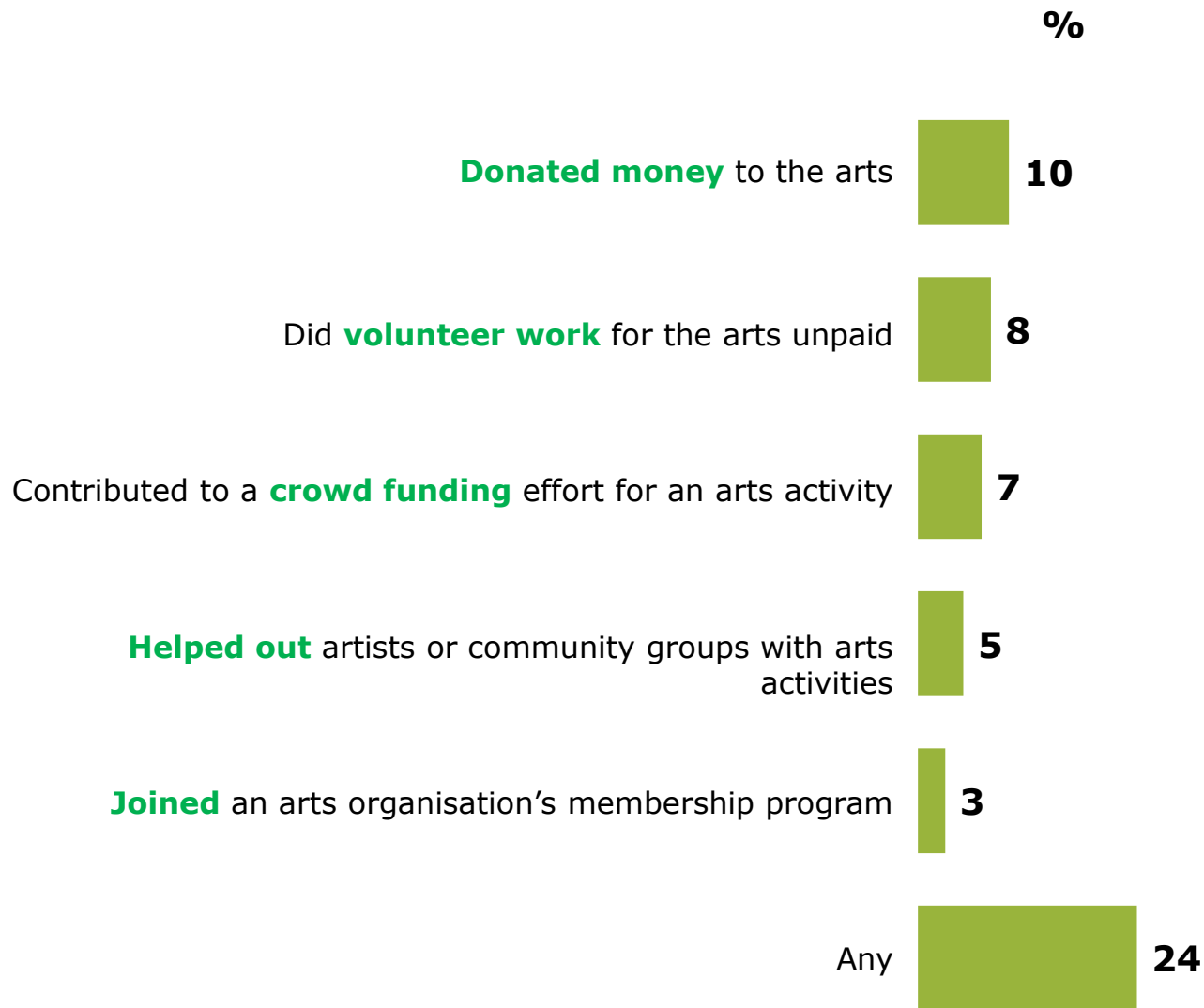


**The opportunity to recruit 'non participants' appears slight.**



# Support for the Arts

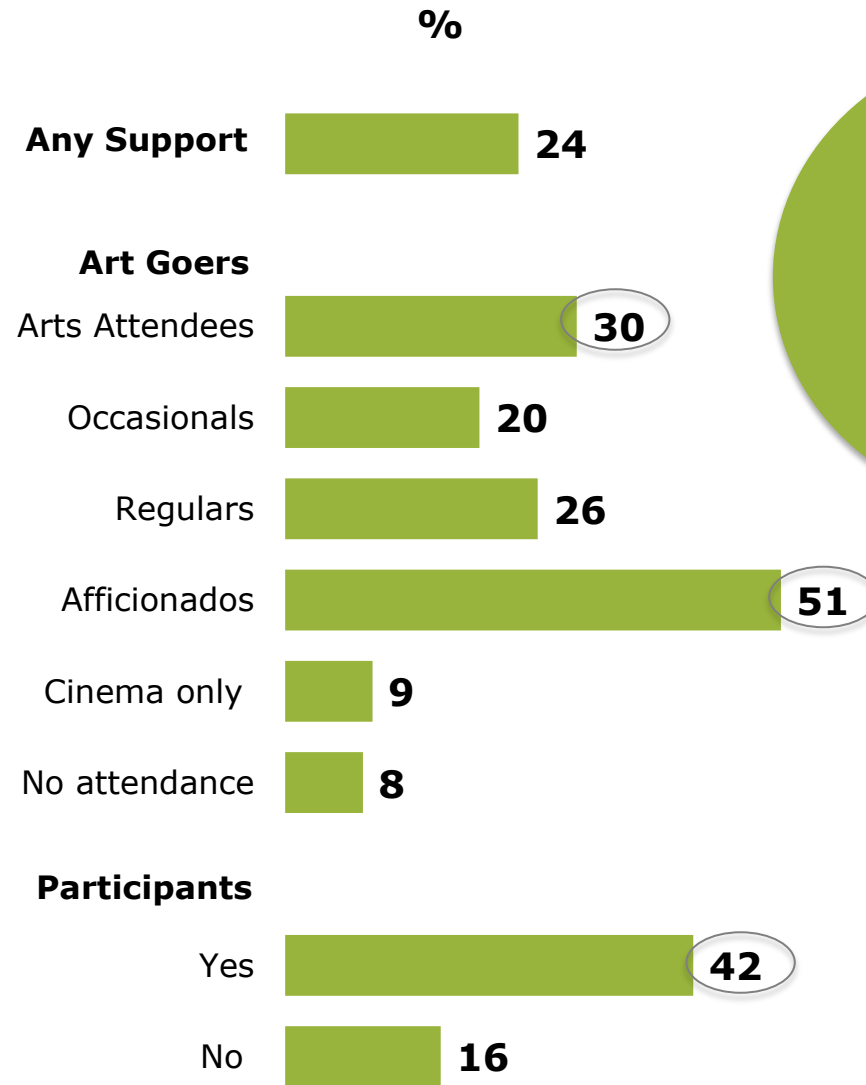
Base : All adults 16+ n-1068



**24%** of Irish adults have supported the arts in some form in the past 12 months

# Support for the Arts

Base : All adults 16+ n-1068



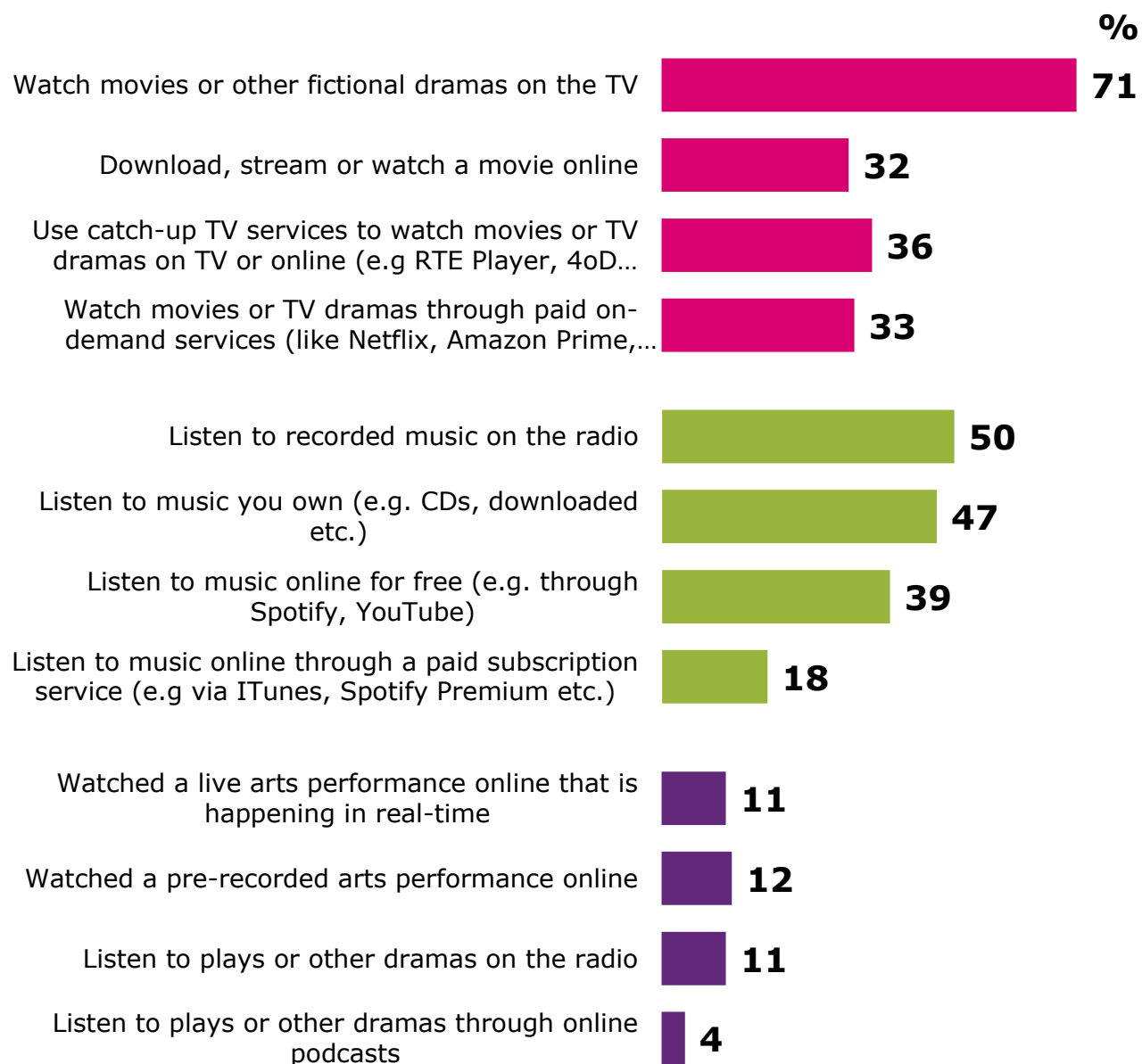
This rises to **30%** of arts attendees, 42% of Participants and **51%** of 'Aficionados'

A young girl with blonde hair tied back, wearing a light pink button-down shirt and blue jeans, is sitting on a beige corduroy sofa. She is smiling and looking at a white tablet computer she is holding. Next to her, an older man with grey hair and a beard, wearing a light blue polo shirt and blue jeans, is also smiling and looking at the tablet. He is holding a newspaper open in his left hand. The background shows a window with light streaming in and a wooden shelving unit with various decorative items.

# Arts Engagement at Home

# Arts Engagement at Home

Base : All Adults N – 1,068



# Arts Engagement at Home

Base : All Adults N – 1,068

	Total	Arts Goers					
		Any arts goers	Occasionl	Regular	Aficionados	Cinema only	None
UNWTD	1068	744	285	270	189	103	221
	%	%	%	%	%	%	%
Any Movies/TV	86	90	87	90	92	86	71
Any Music	82	85	82	88	87	82	69
Any Arts/Drama	27	33	21	<b>34</b>	<b>48</b>	13	11

**Engagement with Arts/Drama at home rises to 34% of 'Regulars' and 48% of 'Aficionados'. Note, the distinction in Arts/Drams home engagement between 'Occasionals' and 'Regulars'.**



# Arts Engagement Online

Base : Online Adults n - 901

Used **social media** like Facebook, Twitter or Instagram **to talk about or find out about an arts** or cultural organisation, event or an artist



%

43

Used the Internet **improve your skills,** find lessons or find groups to join related



19

**Uploaded** to the Internet **something creative** or artistic that you created



9

Any



50

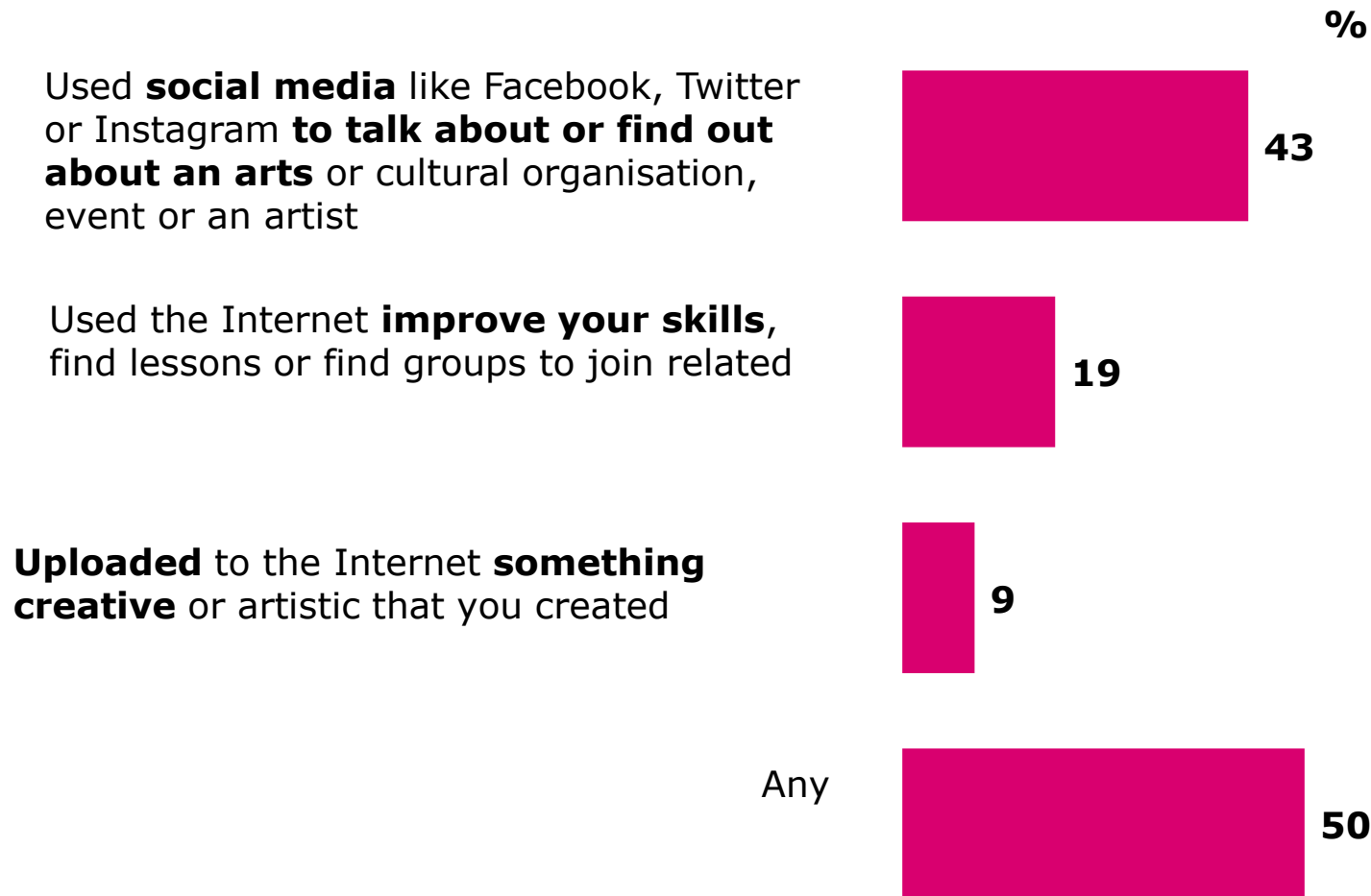
Age		
<34	35-49	50+
290	313	298
%	%	%
54	45	26
21	18	16
13	8	6
60	52	36





# Arts Engagement Online

Base : Online Adults n - 901



Art Goers			
Any arts goers	Occasional	Regular	Afficionados
678	243	256	179
%	%	%	%
47	46	48	45
23	16	20	34
10	5	11	16
55	52	55	58

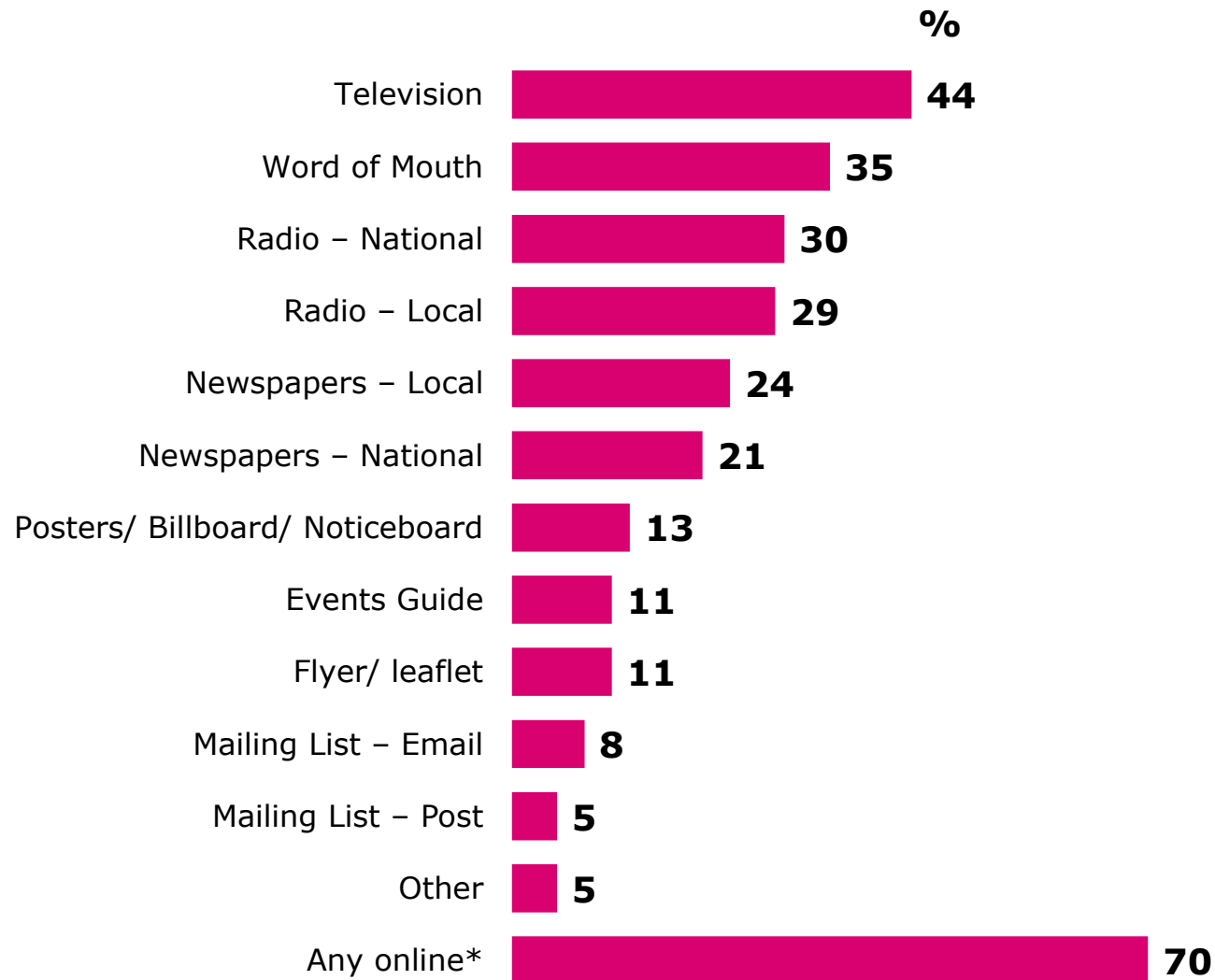




# Getting Information about Arts Events and Activities

# Sources for Finding out more about the Arts

Base : All adults n-1068



\*As per online/ social media specific measure (Q.26/ Slide 74)

# Sources for Finding out more about the Arts

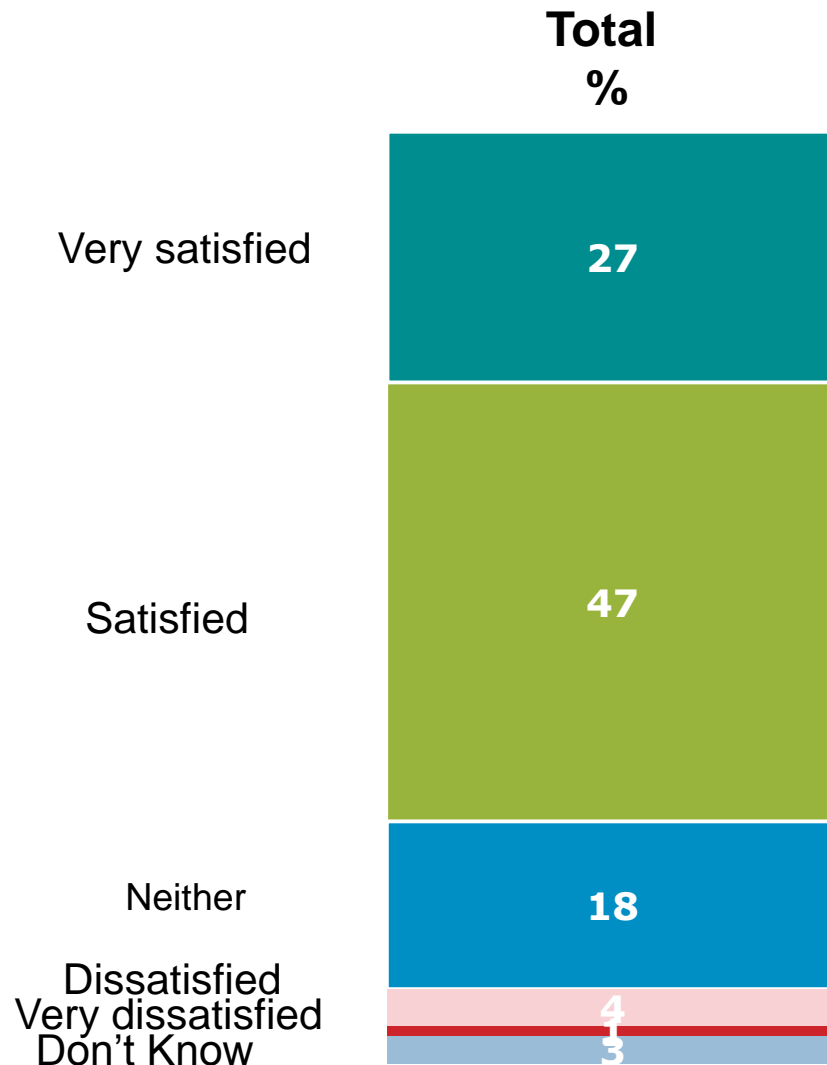
Base : All adults aged 16+ n-1068

	Total	Gender		Age2			Social Class		Region	
		Male	Female	<34	35-49	50+	ABC1F50+	C2DEF50-	DUBLIN	EX-Dublin
<b>UNWTD</b>	<b>1068</b>	<b>513</b>	<b>555</b>	<b>292</b>	<b>334</b>	<b>442</b>	<b>524</b>	<b>544</b>	<b>313</b>	<b>755</b>
	%	%	%	%	%	%	%	%	%	%
<b>Any Radio</b>	<b>44</b>	<b>44</b>	<b>43</b>	<b>40</b>	<b>42</b>	<b>48</b>	<b>42</b>	<b>45</b>	<b>39</b>	<b>46</b>
<b>Any Newspapers</b>	<b>35</b>	<b>36</b>	<b>35</b>	<b>30</b>	<b>34</b>	<b>40</b>	<b>35</b>	<b>35</b>	<b>29</b>	<b>38</b>
<b>Any Mail</b>	<b>11</b>	<b>9</b>	<b>13</b>	<b>14</b>	<b>10</b>	<b>9</b>	<b>14</b>	<b>8</b>	<b>16</b>	<b>9</b>
<b>Any Online</b>	<b>70</b>	<b>68</b>	<b>73</b>	<b>81</b>	<b>75</b>	<b>53</b>	<b>70</b>	<b>71</b>	<b>60</b>	<b>75</b>



# Satisfaction with availability of Information about Arts Events and Activities

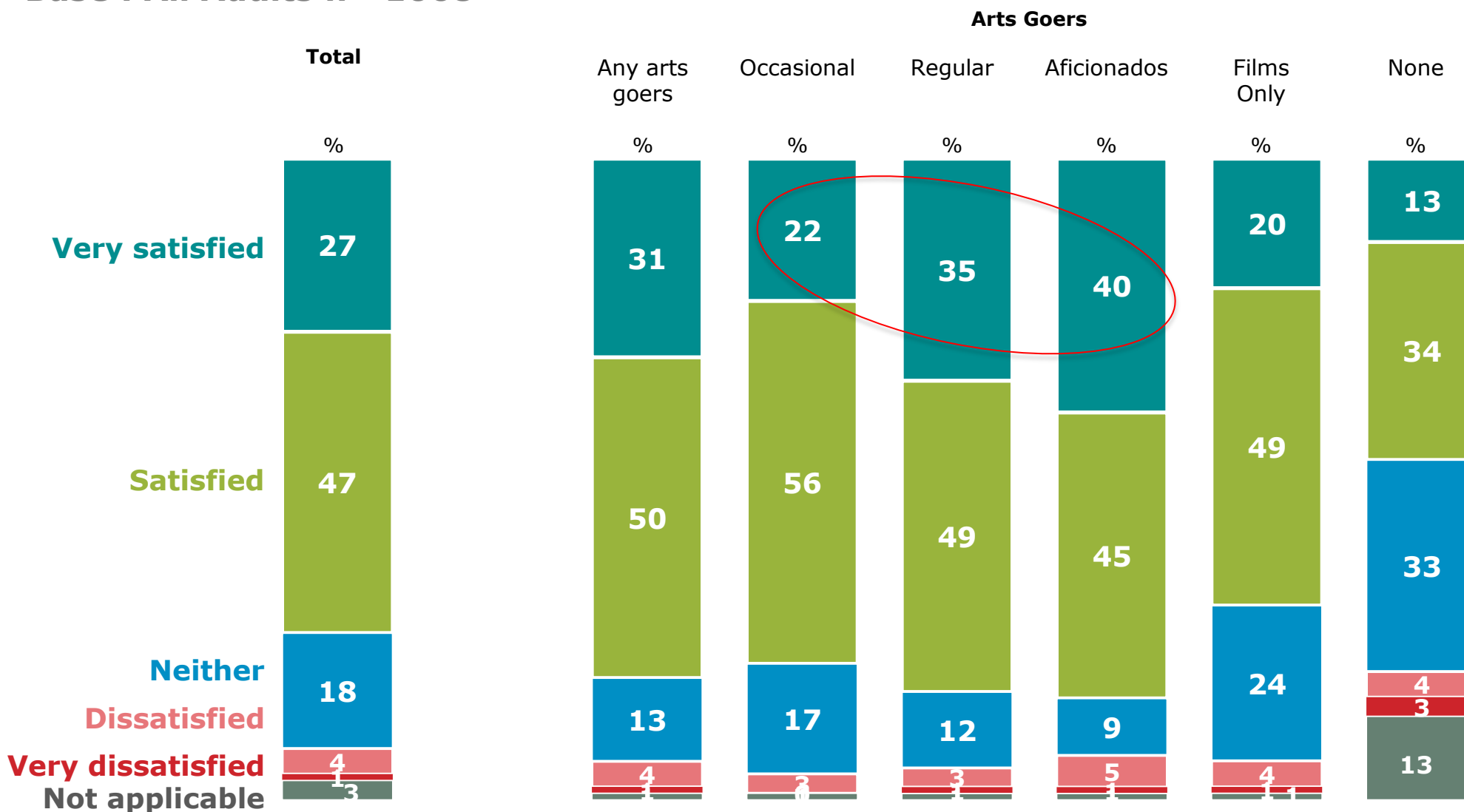
Base : All Adults aged 16+ n - 1068



**27% of Irish adults are very satisfied with the availability of information about arts events and activities. The very satisfied figure is significantly lower for the 'Occasional' segment.**

# Satisfaction with availability of Information about Arts Events and Activities

Base : All Adults n - 1068



The very satisfied figure is significantly lower for the 'Occasional' segment.



A stack of old, worn books with a blue banner overlay. The books are bound in various colors and materials, including leather and cloth. The text on the spines is partially visible, including "PIERRE BENOIT ET 1911", "Les Éditions de", "ANDRÉ BONNE PARIS", and "COLLECTION SCIENCES ET LANGUES".

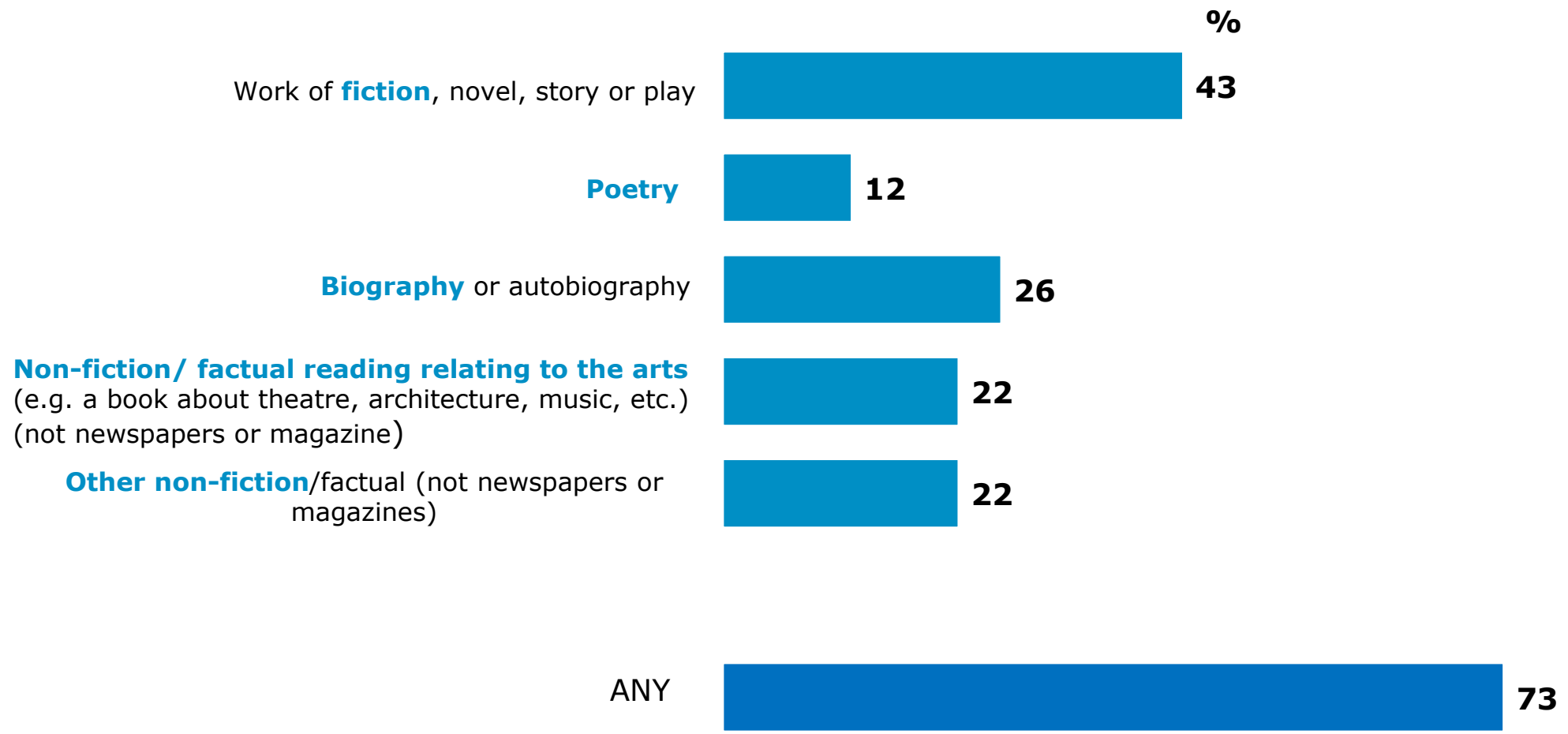
# Reading for Pleasure



# Reading for Pleasure

Base : All Adults 16+ n- 1,068

## Total

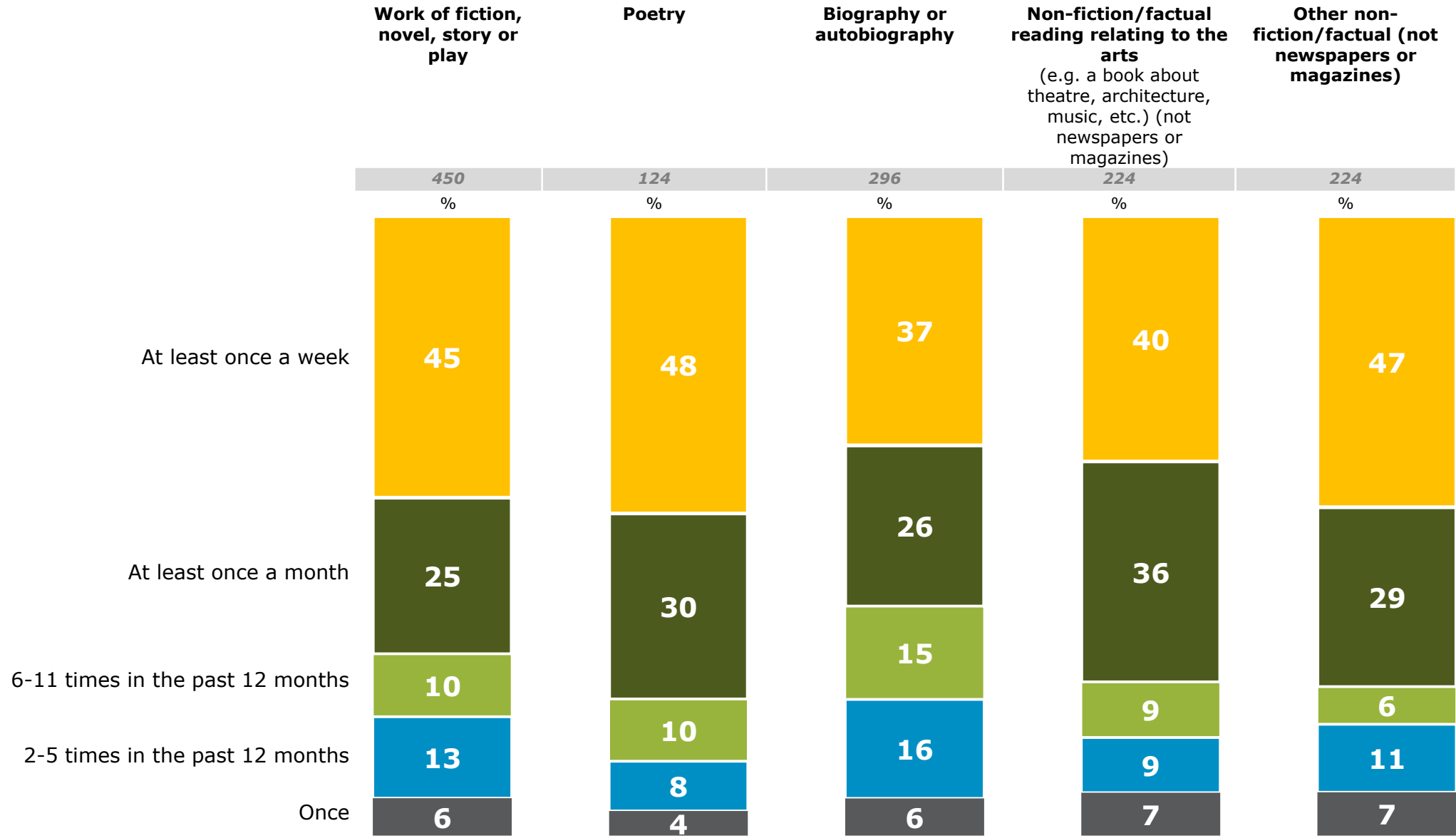


Q. Have you read any of the following in the past 12 months?



# Frequency of Reading for Pleasure

Base : All readers of each genre



# Reading for Pleasure x Arts Goers

Base : All Adults 16+ n- 1,068

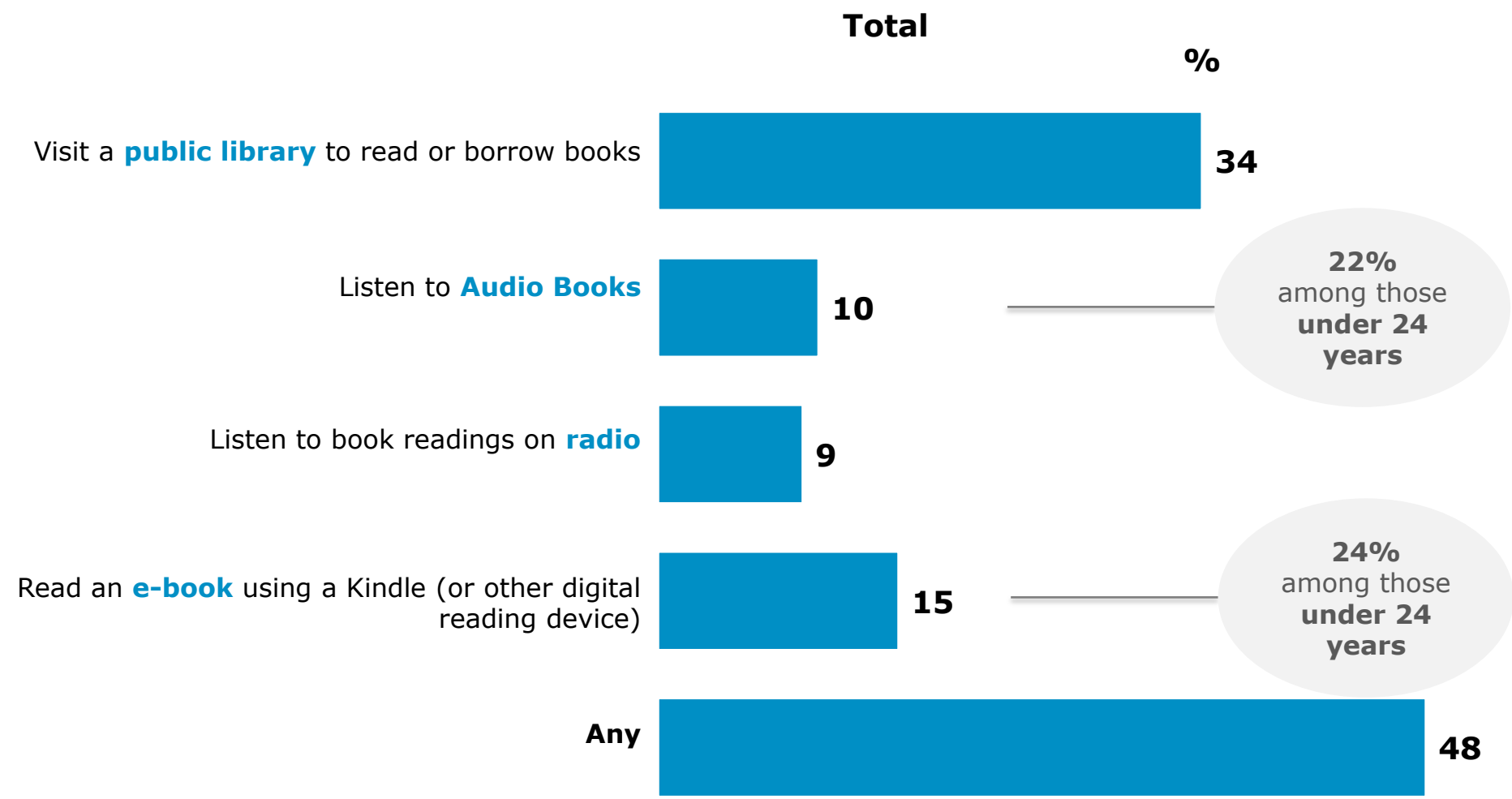
	Total	Arts Goers					
		Any arts goers	Occasional	Regular	Aficionados	Cinema Only	None
UNWTD	1068	744	285	270	189	103	221
	%	%	%	%	%	%	%
Work of <b>fiction</b> , novel, story or play	43	50	39	49	68	30	24
<b>Poetry</b>	12	15	7	11	30	6	2
<b>Biography</b> or autobiography	26	31	21	31	48	23	10
<b>Non-fiction/factual reading relating to the arts</b> (e.g. a book about theatre, architecture, music, etc.) (not newspapers or magazines)	22	27	20	29	34	13	10
<b>Other non-fiction/factual</b> (not newspapers or magazines)	22	23	20	24	28	19	18
<b>ANY</b>	<b>73</b>	<b>80</b>	<b>73</b>	<b>81</b>	<b>90</b>	<b>68</b>	<b>50</b>

**Reading levels peak among 'Regulars' and 'Aficionados' – note distinction between 'Occasionals' and 'Regulars'.**



# Reading Activities

Base : All Adults 16+ n- 1,068



Q. Have you done any of the following in the past 12 months?



# Attitudes towards the Arts

# Attitudes towards the Arts

## Cultural value

**Art education in schools** (e.g. dance, drama, music, etc.) is as important as science education

As much importance should be given to providing **arts amenities** as is given to providing sports amenities

The arts play an important and valuable role in a **modern society** such as Ireland

The arts help us express and define **what it means to be Irish**

Ireland is a **creative nation**

## Social value

The arts make a difference to the **area where I live**

Involvement in the arts makes me feel a **stronger connection** to where I live

## Quality

Overall, the arts in Ireland are of **high quality**

## Economic Value

The arts in Ireland should receive **public funding**

## Diversity

The arts from **different cultures** give us an insight into the lives of people from different cultures

I **cannot afford to attend** as many arts events as I might wish

There are **lots of opportunities** to get involved in the arts if I want

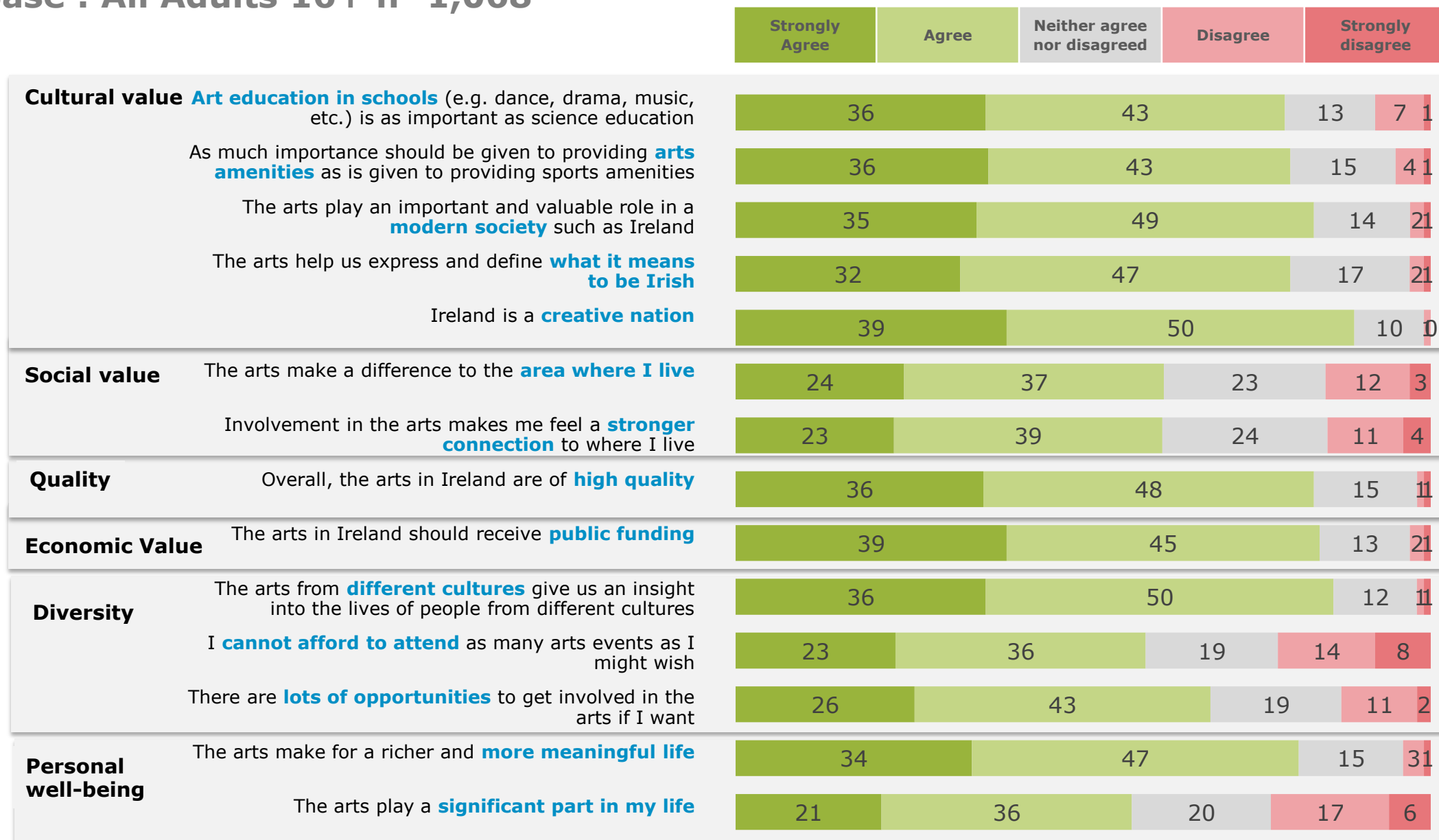
## Personal well-being

The arts make for a richer and **more meaningful life**

The arts play a **significant part in my life**

# Attitudes towards the Arts

Base : All Adults 16+ n- 1,068



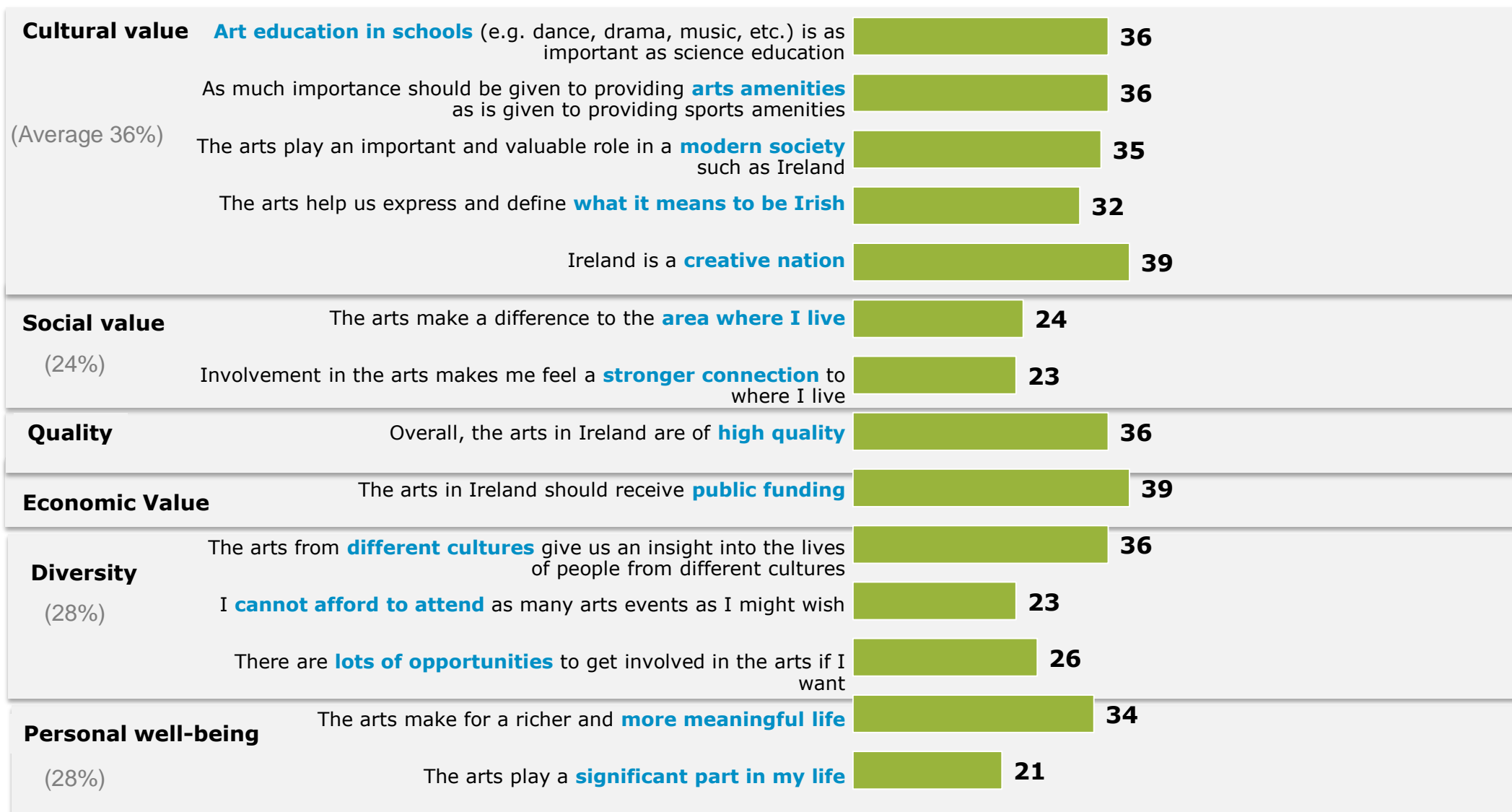
**While positive, strong public agreement doesn't exceed 40% for any statement.**



# Attitudes towards the Arts

Base : All Adults 16+ n- 1,068

Strongly Agree  
%



# Attitudes Towards the Arts

Base : All Adults n - 1068

	Total	Gender		Age			Social Class		Region		Area	
		Male	Female	<34	35-49	50+	ABC1F50+	C2DEF50-	DUBLIN	EX-Dublin	Urban	Rural
UNWTD	1068	513	555	292	334	442	524	544	313	755	756	308
	%	%	%	%	%	%	%	%	%	%	%	%
Ireland is a <b>creative nation</b>	39	34	43	40	41	37	46	33	45	37	39	41
The arts in Ireland should receive <b>public funding</b>	39	35	43	40	42	37	45	34	48	36	39	39
<b>Art education in schools</b> (e.g. dance, drama, music, etc.) is as important as science education	36	30	41	35	40	34	41	32	45	32	36	37
As much importance should be given to providing <b>arts amenities</b> as is given to providing sports amenities	36	29	43	36	38	35	41	33	45	33	37	35
Overall, the arts in Ireland are of <b>high quality</b>	36	32	39	40	34	33	42	31	43	33	36	35
The arts from <b>different cultures</b> give us an insight into the lives of people from different cultures	36	32	41	39	37	34	41	32	50	31	38	28
The arts play an important and valuable role in a <b>modern society</b> such as Ireland	35	30	39	37	34	34	41	29	47	30	36	28
The arts make for a richer and more <b>meaningful life</b>	34	29	38	34	36	32	40	28	46	29	35	30
The arts help us express and define <b>what it means to be Irish</b>	32	29	35	34	33	30	38	28	40	29	33	30
There are <b>lots of opportunities</b> to get involved in the arts if I want	26	24	27	25	27	25	28	23	36	21	27	20
The arts make a difference to the <b>area where I live</b>	24	21	28	27	25	22	28	21	32	21	26	15
Involvement in the arts makes me feel a <b>stronger connection</b> to where I live	23	21	24	24	23	21	27	19	28	21	24	16
<b>I cannot afford to attend</b> as many arts events as I might wish	23	20	26	27	23	20	23	23	26	22	24	17
The arts play a <b>significant part in my life</b>	21	19	23	23	20	21	26	18	31	17	23	14





# Attitudes Towards the Arts

Base : All Adults n - 1068

	Total	Arts Goers					
		Any arts goers	Occasional	Regular	Aficionados	Films Only	None
UNWTD	1068	744	285	270	189	103	221
	%	%	%	%	%	%	%
Ireland is a creative nation	39	42	32	<b>45</b>	<b>53</b>	31	31
The arts in Ireland should receive public funding	39	43	35	43	<b>53</b>	32	31
Art education in schools (e.g. dance, drama, music, etc.) is as important as science education	36	39	31	<b>41</b>	<b>49</b>	24	30
As much importance should be given to providing arts amenities as is given to providing sports amenities	36	39	33	39	<b>47</b>	35	28
Overall, the arts in Ireland are of high quality	36	40	32	39	<b>51</b>	28	26
The arts from different cultures give us an insight into the lives of people from different cultures	36	39	29	<b>42</b>	<b>48</b>	36	28
The arts play an important and valuable role in a modern society such as Ireland	35	39	29	<b>41</b>	<b>50</b>	25	26
The arts make for a richer and more meaningful life	34	38	29	38	<b>53</b>	23	23
The arts help us express and define what it means to be Irish	32	36	27	36	<b>49</b>	24	24
There are lots of opportunities to get involved in the arts if I want	26	28	18	<b>32</b>	<b>38</b>	19	19
The arts make a difference to the area where I live	24	28	18	<b>32</b>	<b>36</b>	15	15
Involvement in the arts makes me feel a stronger connection to where I live	23	26	18	26	<b>36</b>	18	15
I cannot afford to attend as many arts events as I might wish	23	24	20	22	<b>33</b>	19	20
The arts play a significant part in my life	21	26	15	<b>28</b>	<b>39</b>	5	14

A person with a tattooed arm and a brown long-sleeved shirt is painting a traditional East Asian ink wash painting on a scroll. The scroll is laid out on a wooden table. The person is holding a brush and applying ink to the paper. In the background, there is a window with a small potted plant on the sill, and a framed painting on the wall. The scene is lit with warm, natural light from the window.

# Summary & Conclusions

# Summary and Conclusions

- 82% of Irish adults claim to have attended some form of arts event in 'the past 12 months'.
- When this is translated into actual volume of arts attendance, and we exclude cinema attendance, a clear segmentation of the Irish arts audience becomes apparent:
- 'Aficionados' account for 50%+ of all arts attendances
  - And they account for only 19% of the Irish adult population
- 'Regulars' account for 32% of all arts attendances
  - And are 25% of the population
- In terms of demographics the differences across the Attendance Segments are relatively slight:
  - 'Aficionados' are distinctive in relation to age, social class and region. 'Regulars' and 'Occassionals' are similar demographically across all criteria bar region.

# Summary and Conclusions

- In relation to attitudes and other behaviours the three groups are more differentiated:
  - 'Aficionados' are clearly absorbed by the arts and over index on practically every conceivable measure
  - Regulars separate themselves from Occassionals in terms of:
    - Arts Engagement in the Home
    - Reading for Pleasure and other Reading Activities
    - Positive general attitudes towards the arts
- Strategically, the data points in a particular direction:
  - Aficionados are the core audience, must be kept happy, and may have the potential to act as evangelists for arts attendance and participation
  - The opportunity for growth appears to particularly focus on Regulars – albeit they already attend near 10 events per years; but could they attend still more frequently
  - While they do attend, Occassionals show a weaker overall affinity to the arts and the scope for their greater involvement may be consequently weaker
  - Outside of these two groups, any targeting for growth in attendance and participation may best focus on the youth audience through online engagement in the arts

# Attendance, Participation & Engagement with the Arts in Ireland 2018

Arts Council national survey

