




ARTS INSIGHT 2024

04 february 2024

 Westival performance. Photo: AMAYO Photography



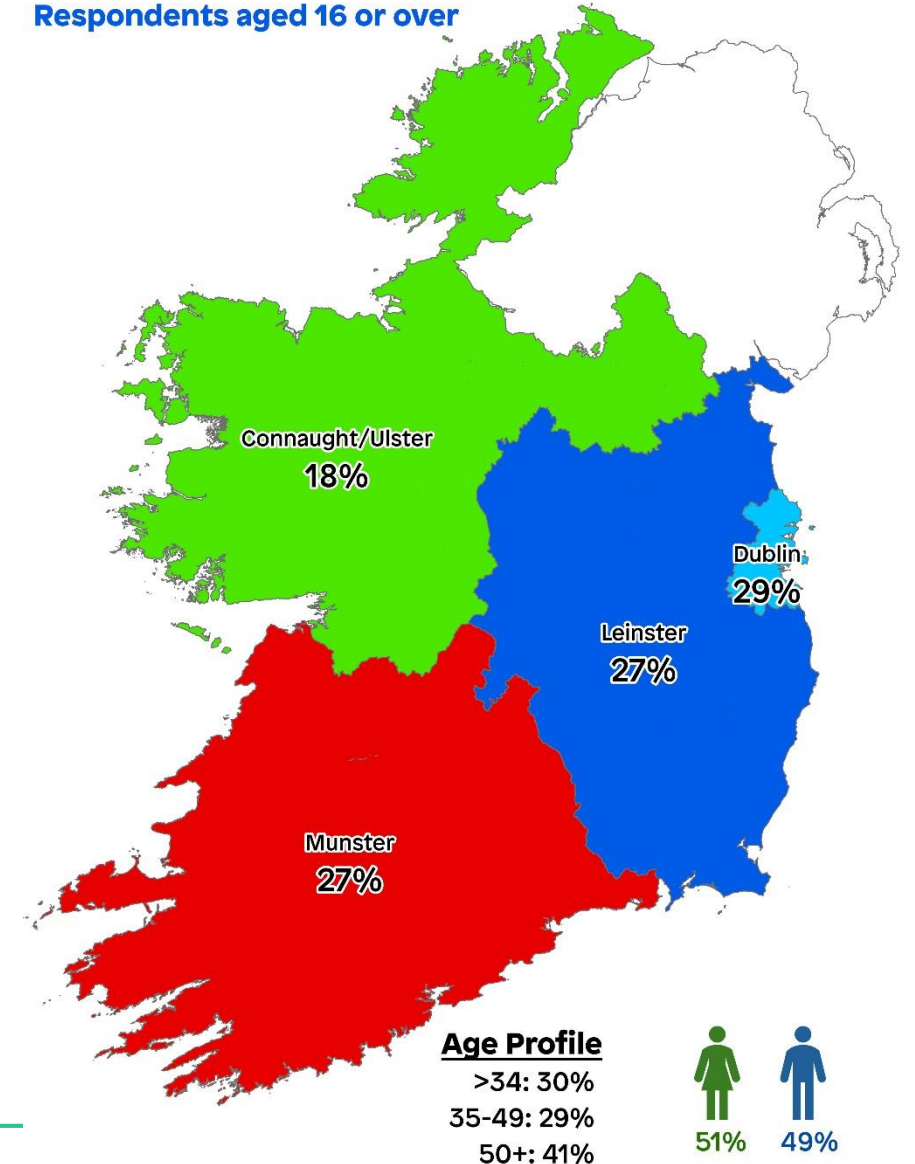
Agenda

1. What is Arts Insight?
2. Arts attendance
3. Arts Participation
4. Reading for Pleasure
5. Getting information about the Arts
6. Attitudes towards the Arts
7. Summary of key findings

What is Arts Insight?

- Every year **The Arts Council** commissions a survey to understand the public's attitudes and behaviours relating to arts and culture.
- The survey is conducted by research agency *Ipsos B&A (Behaviour & Attitudes)* and has been taking place since 2018.
- The survey is a Nationally Representative sample of 1,012 adults aged 16+ and takes place in-person (in Sep/Oct 2024).

Nationally representative demographic breakdown Respondents aged 16 or over



Arts Attendance

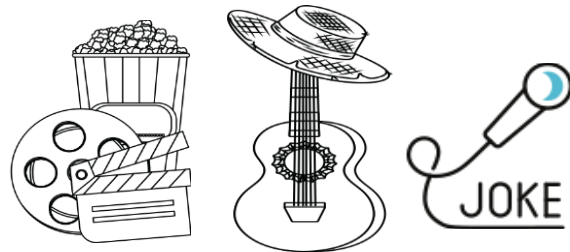
- What was the pattern of arts attendance in 2024?
- Who is attending?
- Why do people attend?
- How do people rate their experience of Arts Events?



What was the pattern of Arts attendance in 2024? Arts Attendance in Ireland saw a significant increase in 2024



Any Arts Event



(Includes Rock, Pop, Country music, musicals, commercial cinema, stand up comedy)



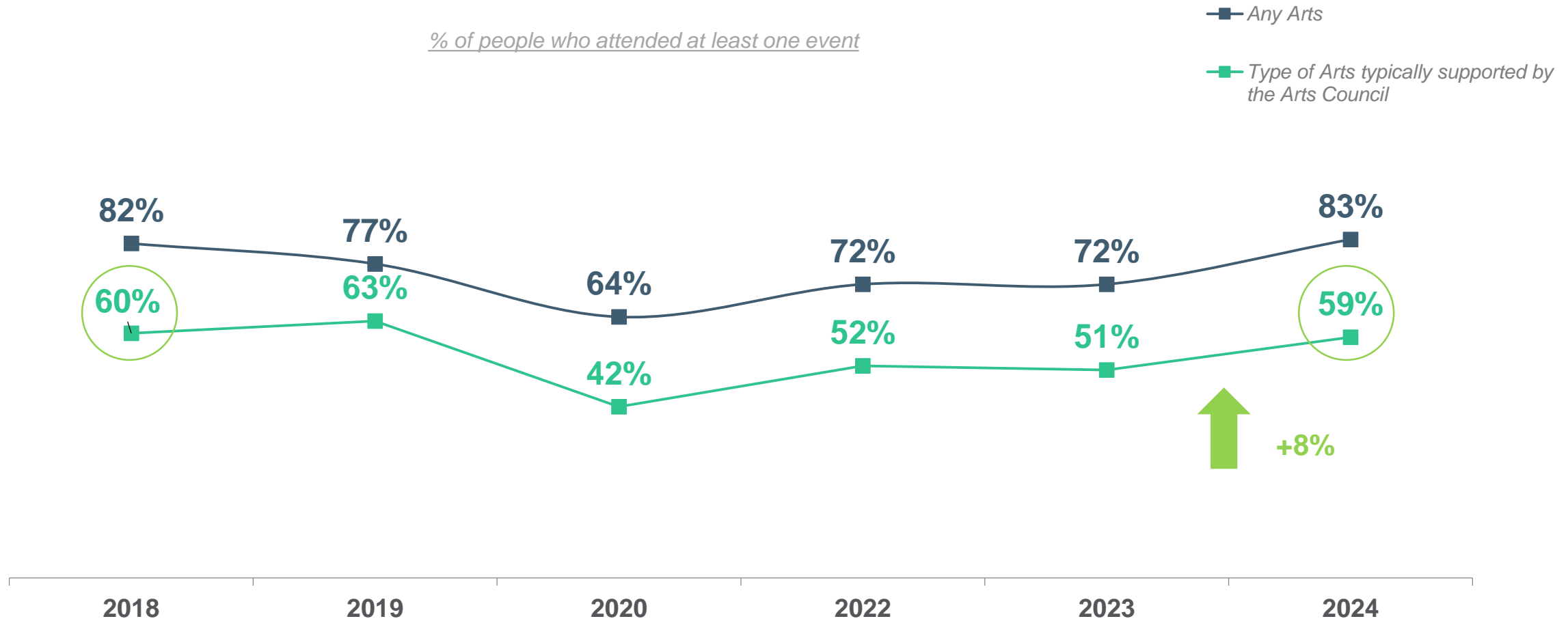
The type of Arts Event typically supported by the Arts Council



(Excludes Rock, Pop, Country music, musicals, commercial cinema, stand up comedy)

Source: Arts Insight 2024, Q.2 In the past 12 months, have you been to any of these events? Base: Adults aged 16+ n – 1,012

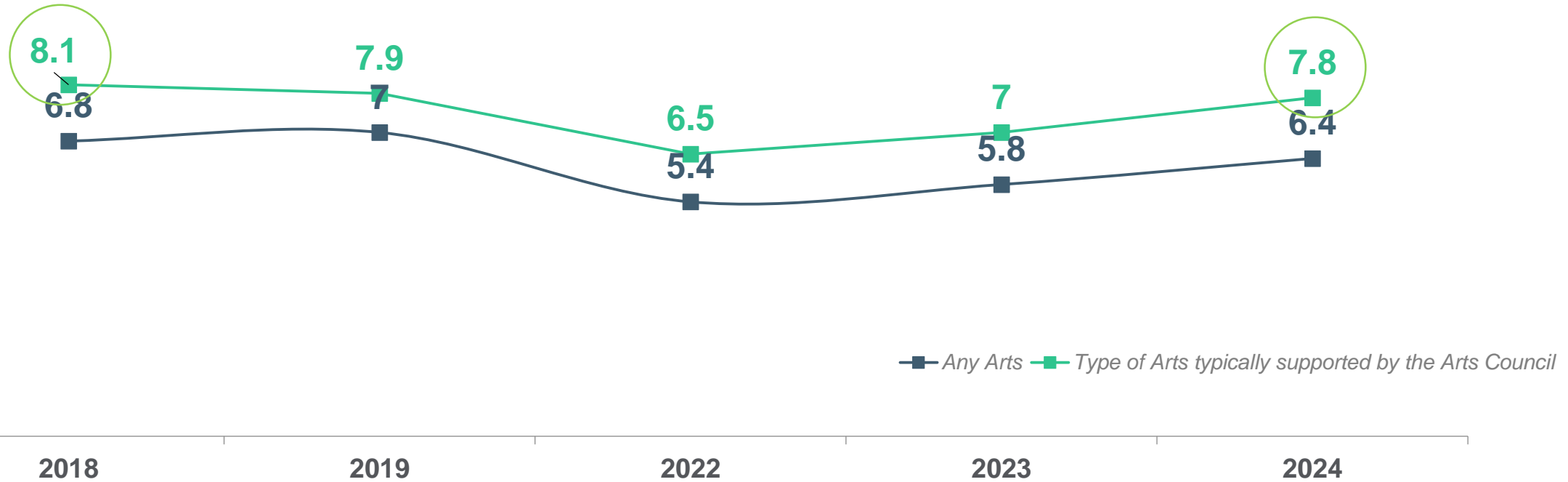
What was the pattern of Arts Attendance in 2024? 2024 signaled a bounce back to pre- COVID levels of Arts attendance.



Source: Arts Insight 2024, Q.2 In the past 12 months, have you been to any of these events? Base: Adults aged 16+ n – 1,012

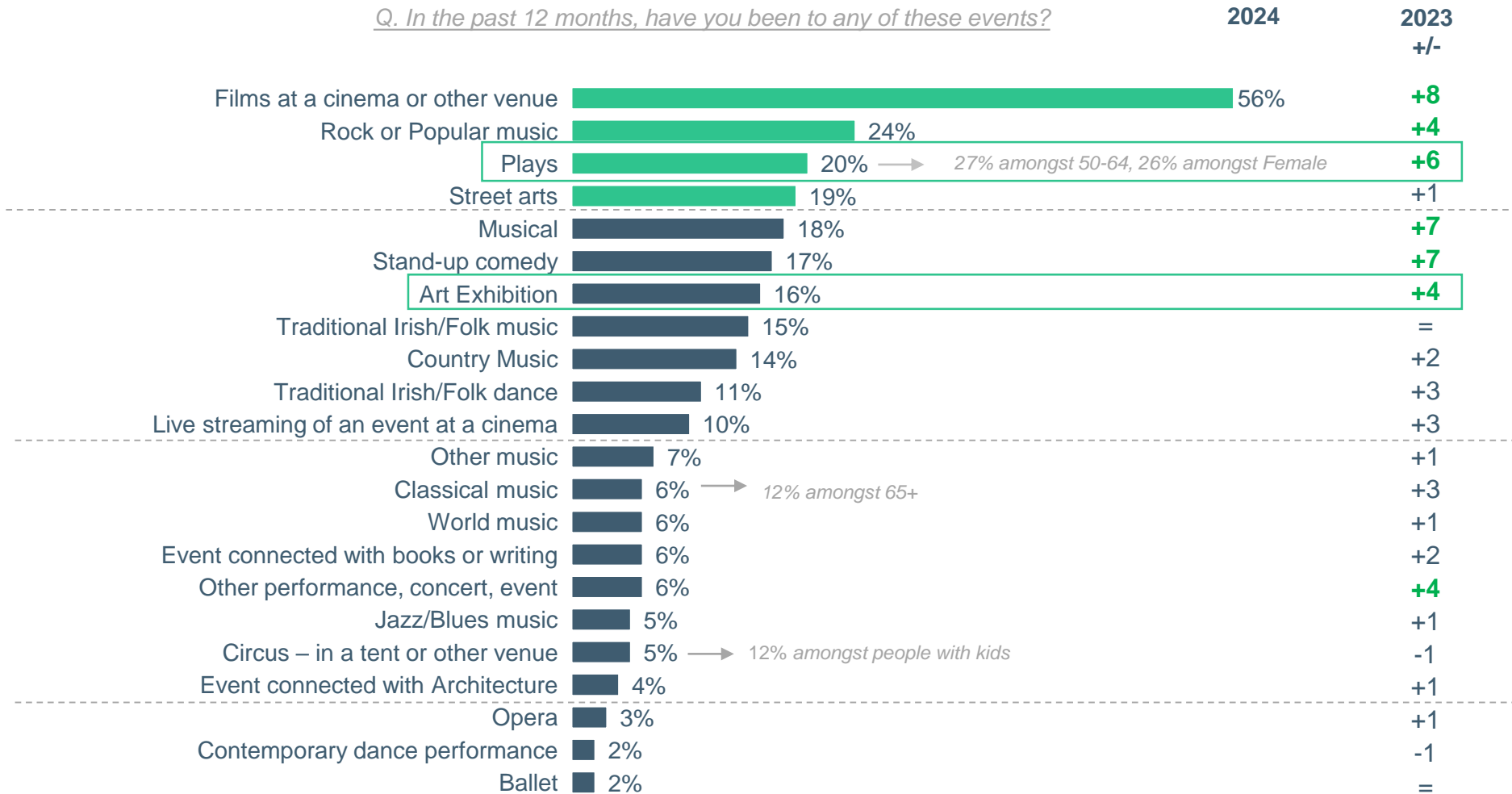
What was the pattern of Arts Attendance in 2024? Frequency of attendance is also nearing pre-COVID levels.

The average no of events attended



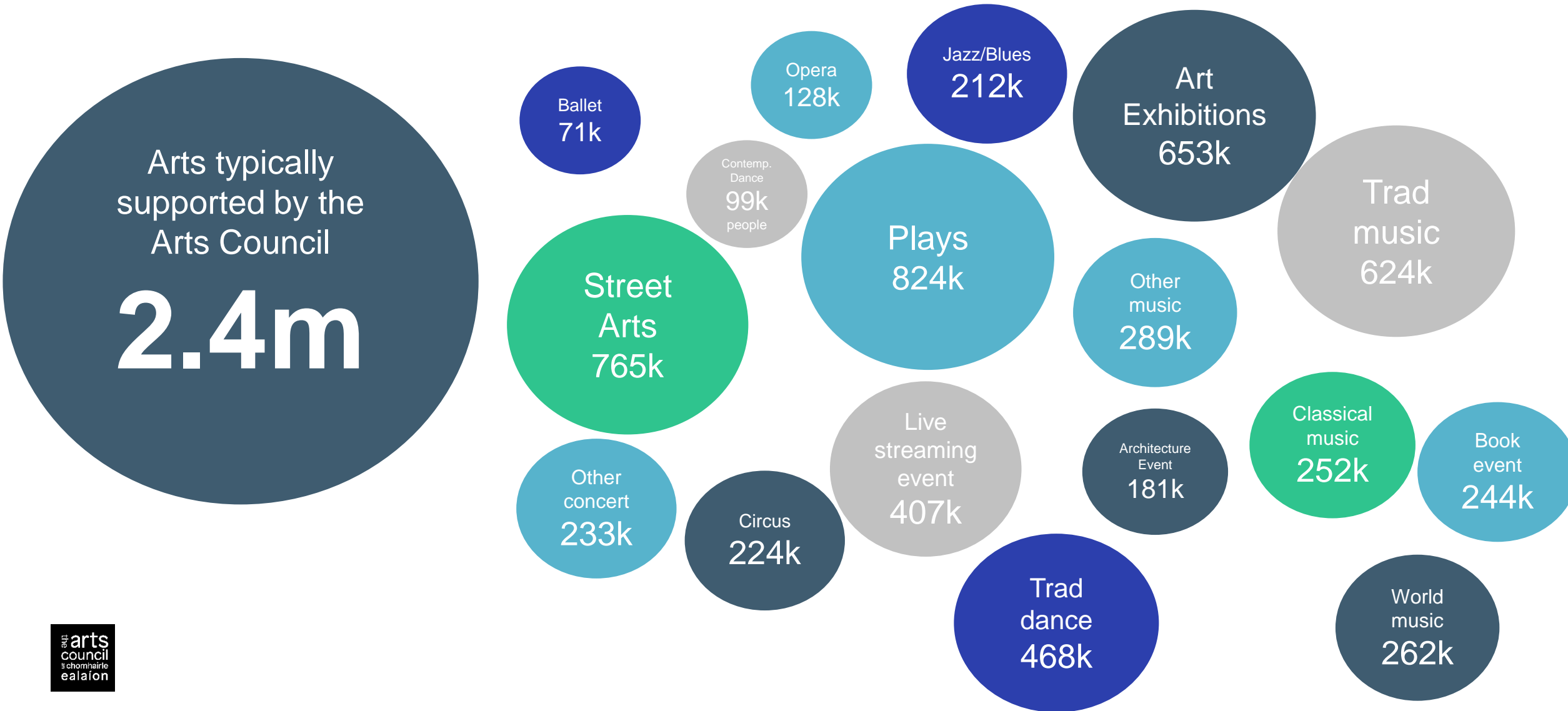
Source: Arts Insight 2024, Q.2 In the past 12 months, have you been to any of these events? Base: Adults aged 16+ n – 1,012, Q4. Which of the following best describes how often you have attended in the past 12 months?

What was the pattern of Arts Attendance in 2024? Attendance has increased across almost all artforms



Source: Arts Insight 2024, Q.2 In the past 12 months, have you been to any of these events? Base: Adults aged 16+ n – 1,012

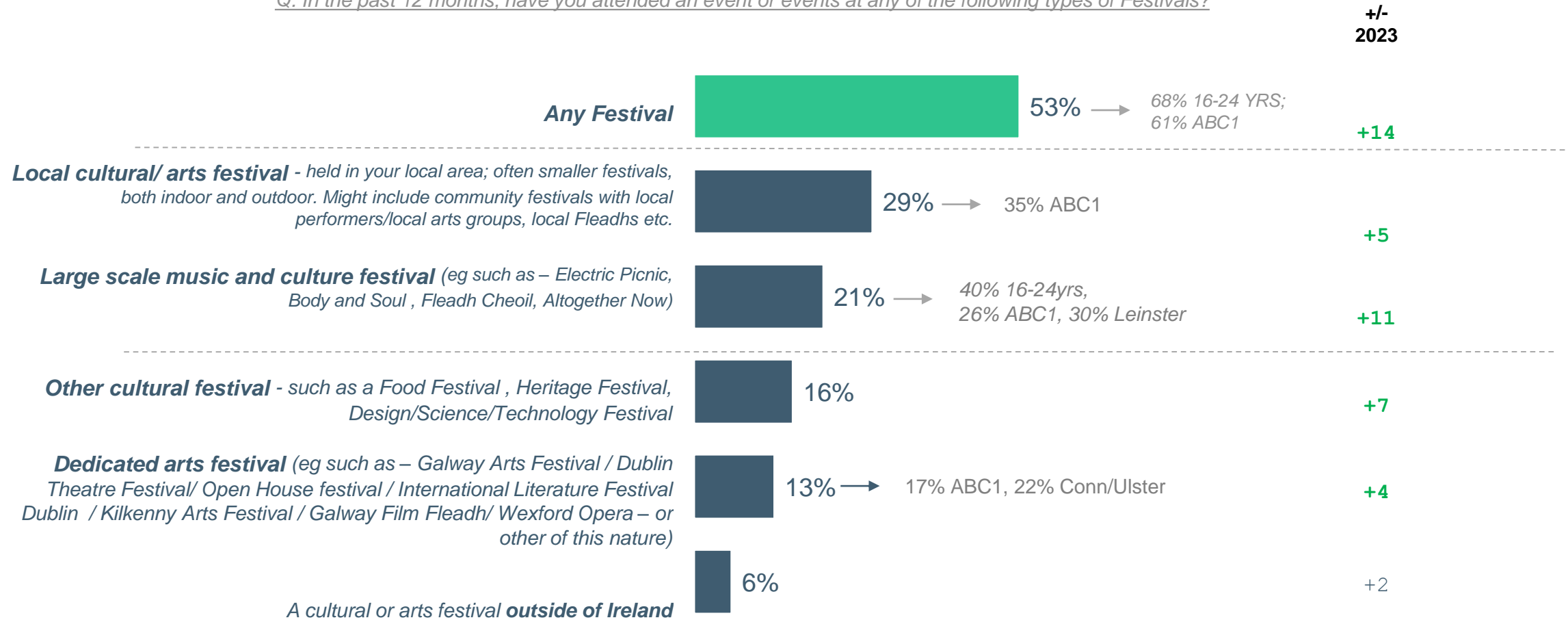
What is the pattern of arts attendance? An estimated 2.4million people attended at least one arts event typically supported by the Arts Council in the 12 months prior to Sep/Oct 2024.



Source: Arts Insight 2024, Q.2 *In the past 12 months, have you been to any of these events?* Base: Adults aged 16+ n – 1,012

Festival Attendance: 2024 saw an increase in festival attendance with the most attended festivals being local cultural/arts festivals

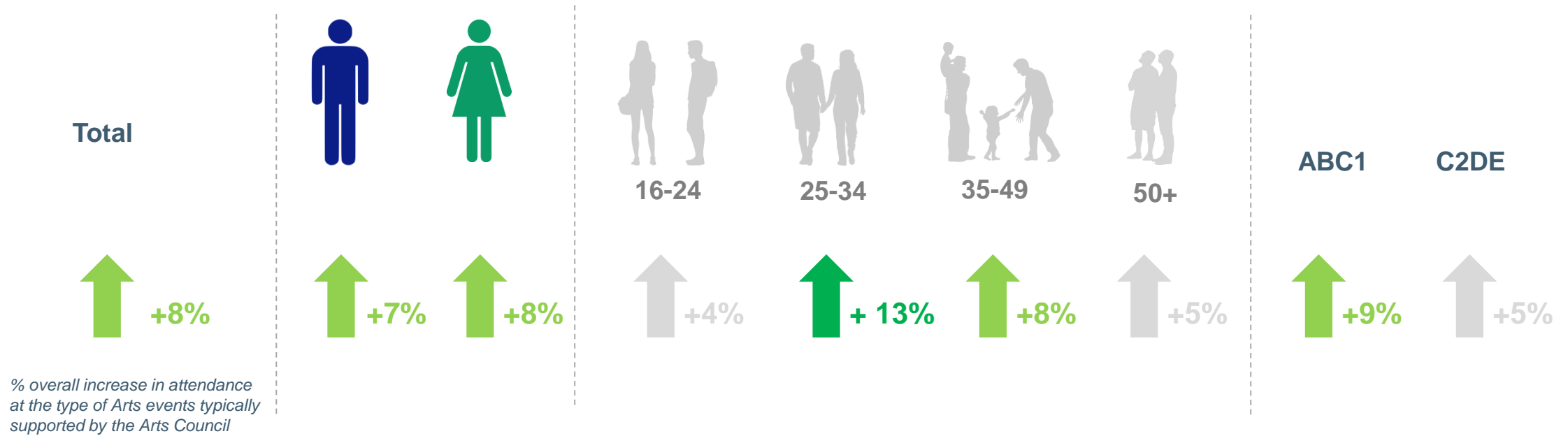
Q. In the past 12 months, have you attended an event or events at any of the following types of Festivals?



Source: Arts Insight 2024: Q.9 In the past 12 months, have you attended an event or events at any of the following types of Festivals? Base: Adults aged 16+ n – 1,012

Who is attending? The demographic that saw the greatest increase in arts attendance in 2024 was 25 to 34 year olds

% increase 2024 vs 2023



Who is attending?

Enthusiasts

(5 + different types of arts events attended)

Regulars

(3-4 different types of arts events attended)

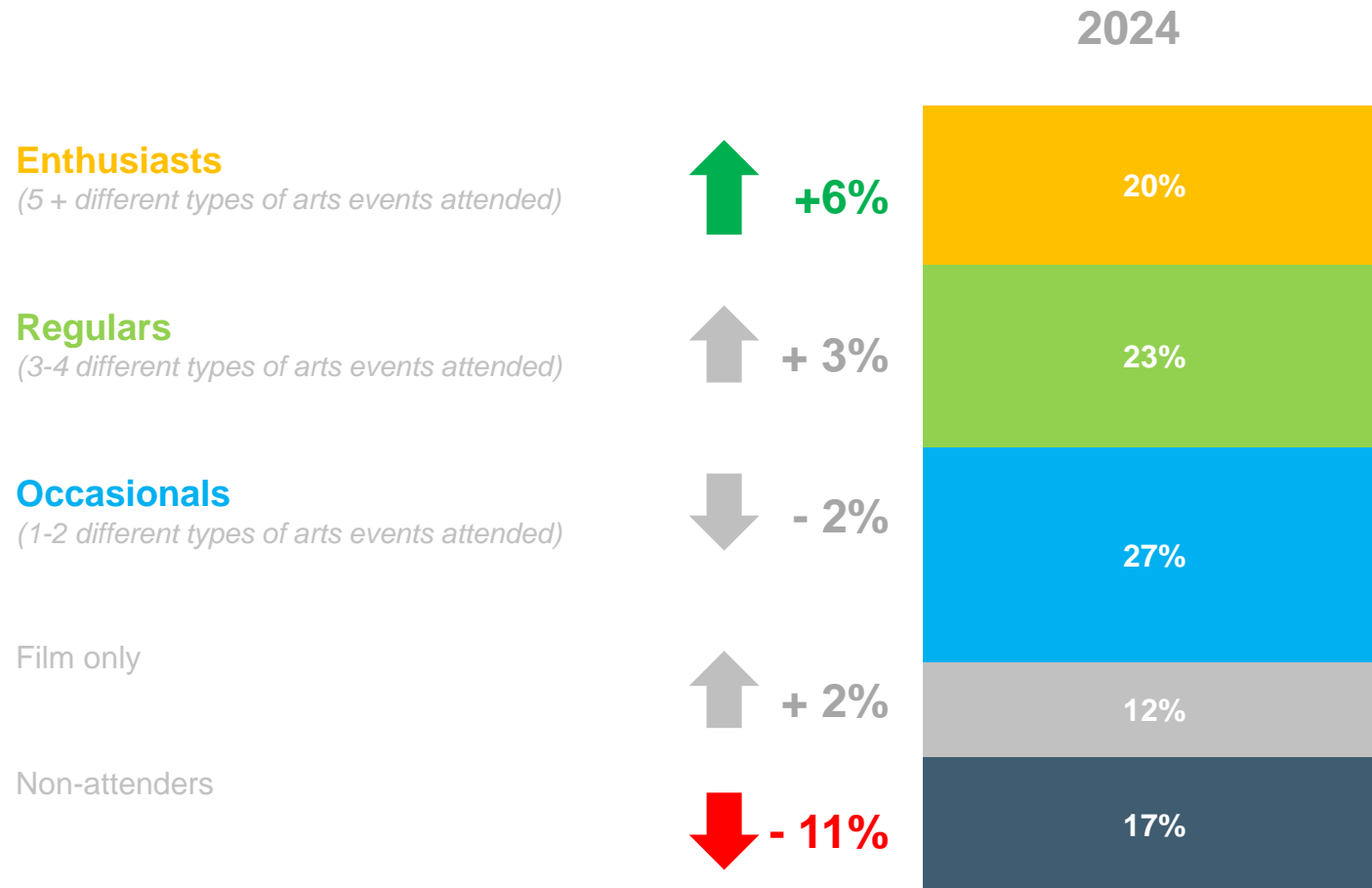
Occasionals

(1-2 different types of arts events attended)

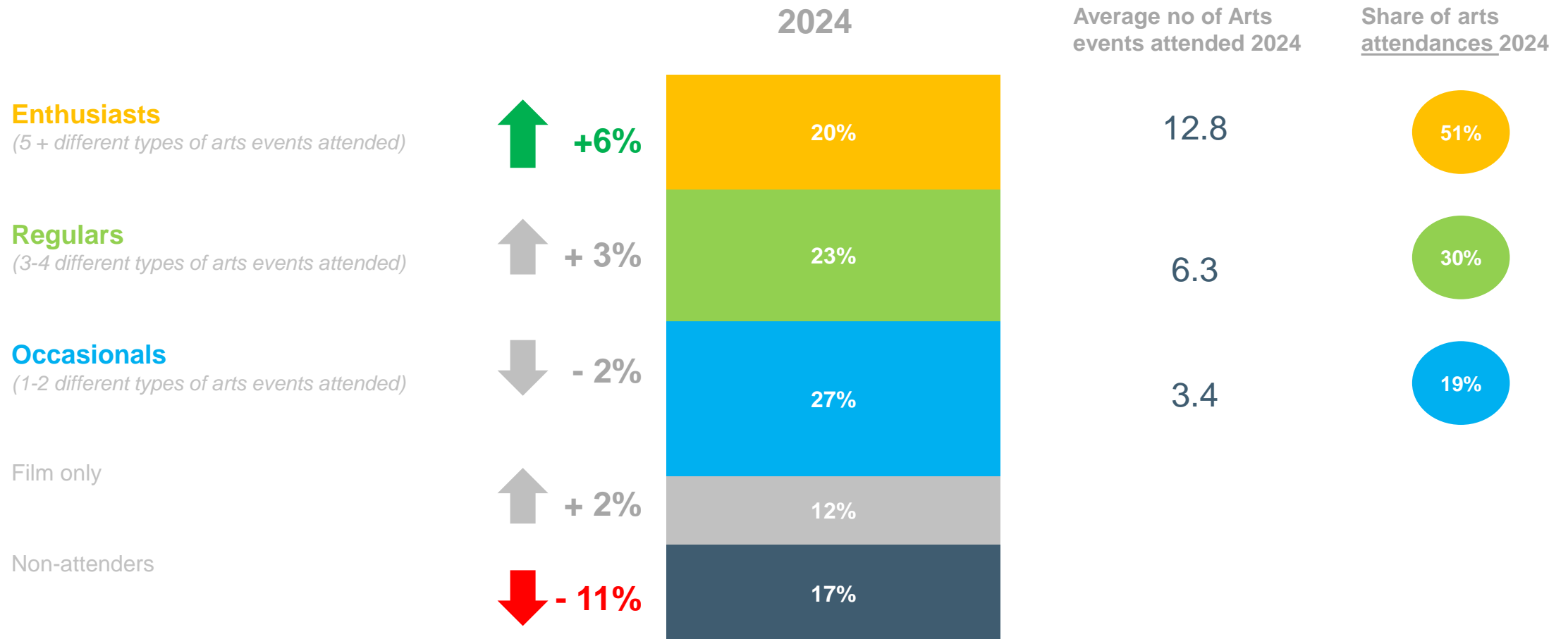
Film only

Non-attenders

Who is attending? 'Enthusiasts' were the segment that saw the biggest increase in 2024



Who is attending? When frequency of attendance is taken into account, enthusiasts account for over 50% of the total share of Arts attendance



Who is attending? Occasionals and Regulars largely conform to the national demographic profile although regulars tend to be younger and occasionals are more likely to be based in urban areas

Occasionals

(27% of people, 19% share of audience)



→ More likely to live in urban areas

Regulars

(23% of people, 30% share of audience)



→ More likely to be under 50

Who is attending? Frequent attenders of the arts are increasingly from higher socio- economic groups.

Enthusiasts

(20% of people, 51% share of audience)



More likely to be:

- Under 50 (69% of enthusiasts are under 50)
- Slightly more female (54% of enthusiasts are female)
- Live in Urban areas (73% of enthusiasts live in urban areas)
- Higher socio-economic bracket
 - *58% of enthusiasts were ABC1 in 2018.*
 - **72% of enthusiasts are ABC1 in 2024**

Who is not attending? Non arts attendees **who are willing to attend** are significantly less likely to have a family connection to the Arts.

Non arts attendees who are willing to attend*

(22% of people, 0% share of audience)

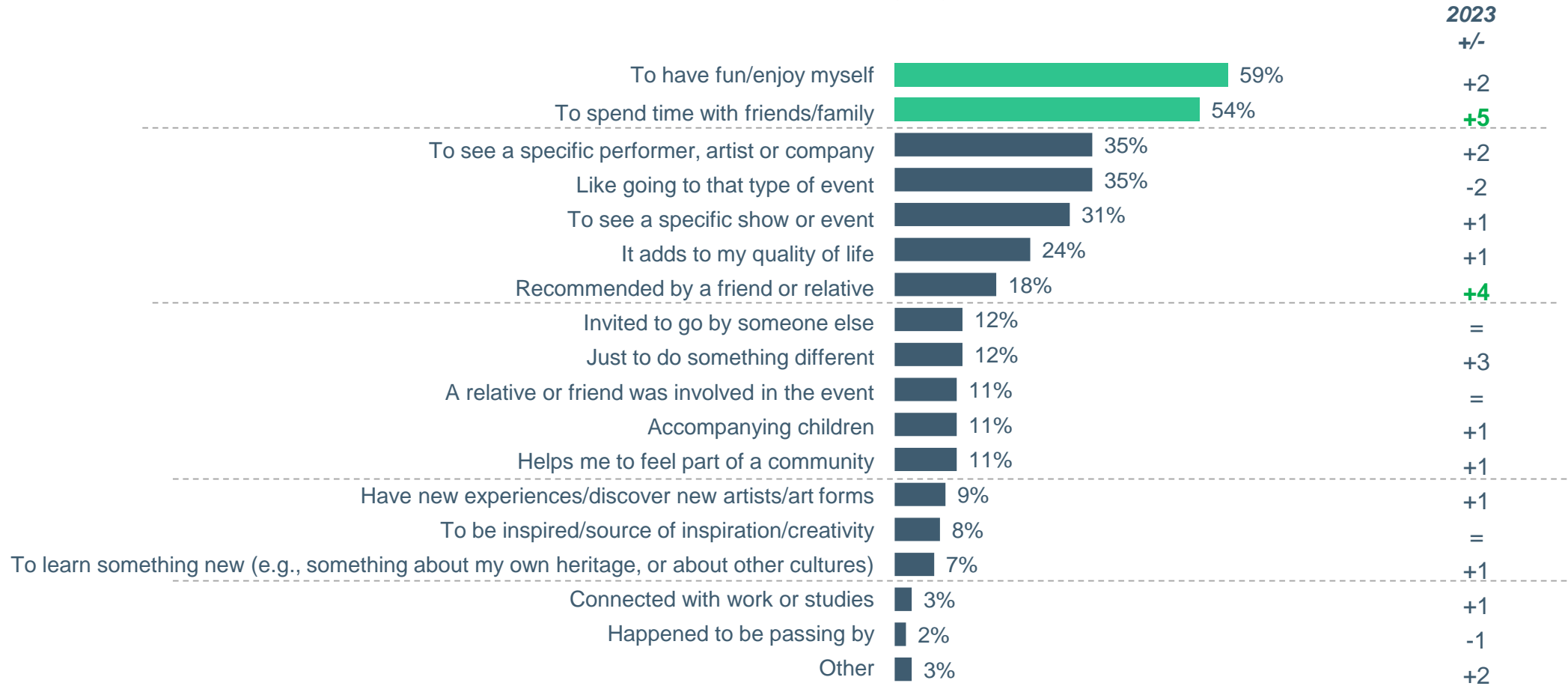


More likely to be:

- Over 50, slightly more male, live in Dublin
- Lower socio-economic bracket
- Higher proportion of non-nationals are interested in attending
- The arts events they are most interested in are music events
- They are significantly less likely to have a family connection to the Arts

Why do people attend? Spending time with family and friends remains a consistently a strong motivator to attend the Arts along with to have fun

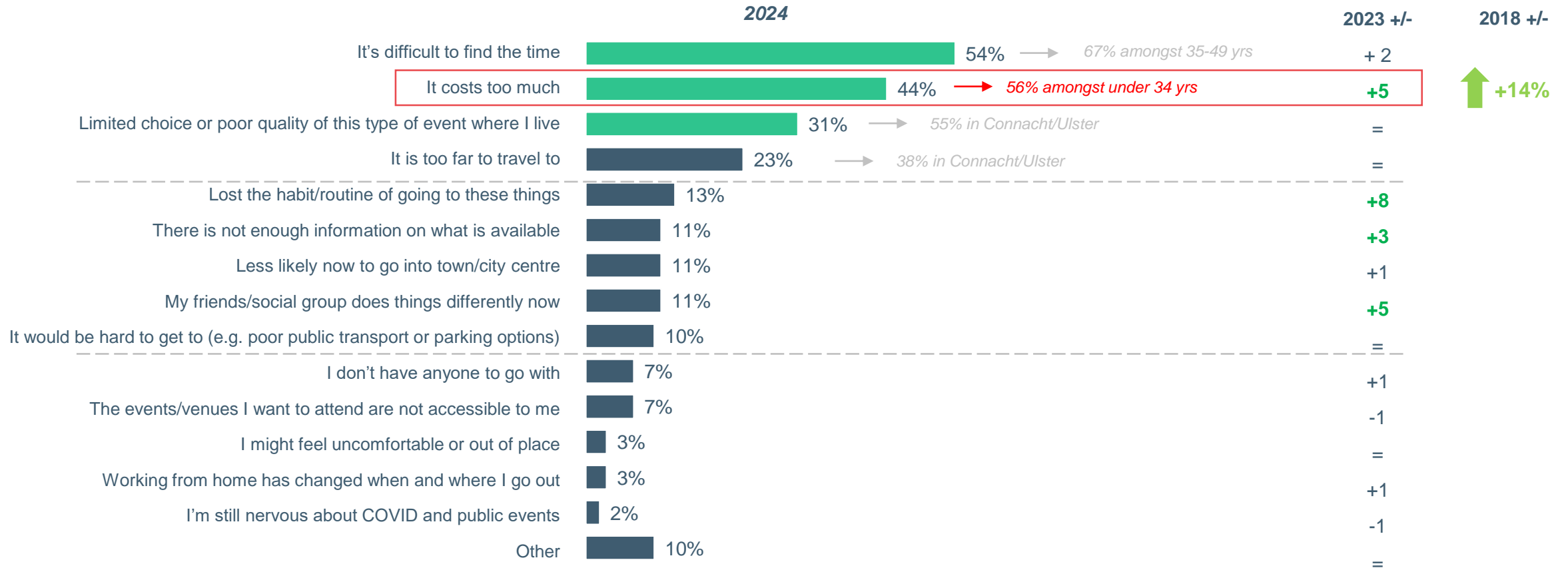
Q. What were your reasons for going?



Source: Arts Insight 2024: Q.14 What were your reasons for going? Base : Attended past events 12 months N - 850

Why do people not attend more? Lack of time is the primary barrier- mentioned by more than half of those who would like to attend more often. The second barrier is that cost is too high, particularly for young adults.

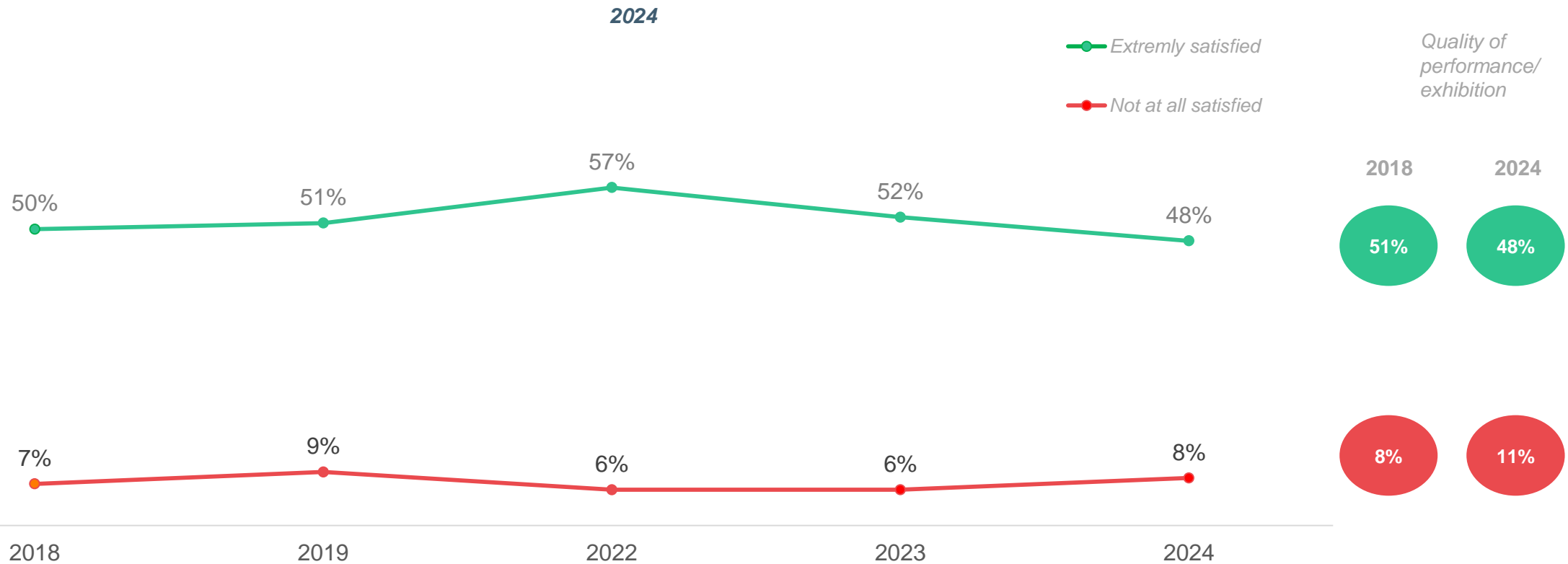
Q. What are some of the reasons for you not attending these events as often as you would wish?



Source: Arts Insight 2024: Q.7b Thinking now of those events you wish you could go to more often, what are some of the reasons for you not attending these events as often as you would wish? Base: Wish could attend more often N – 972*

How do people rate their experience of Arts Events? Satisfaction with overall experience and the quality of performances/exhibition remains high although marginally lower than 2018.

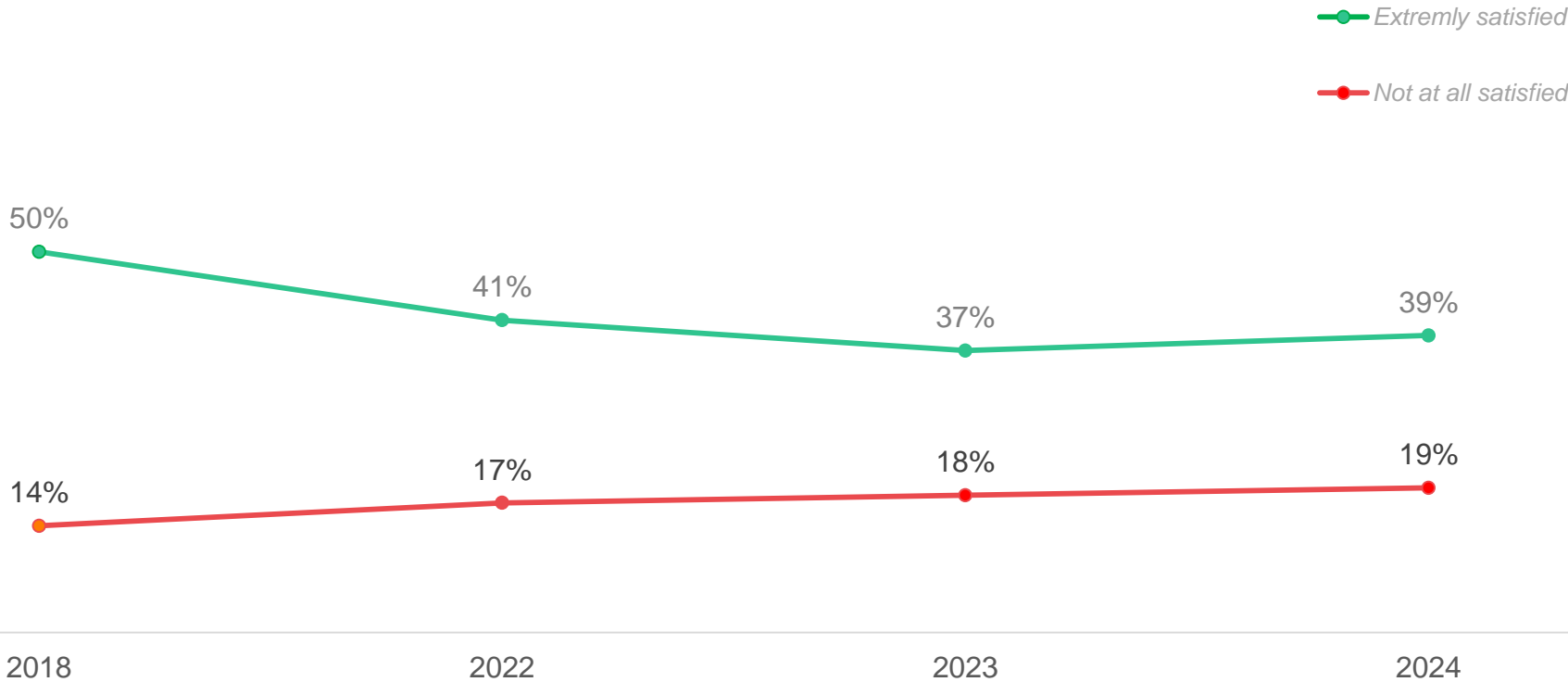
Q.How would you rate your overall experience of the event, including the venue, the atmosphere, interaction with other attendees etc?



Source: Arts Insight 2024: Q.11 How would you rate your overall experience of the event, including the venue, the atmosphere, interaction with other attendees etc.? Q.10 How would you rate the quality of the performance/exhibition? Base: Attended event past 12 months n- 850

How do people rate their experience of Arts Events? Value for Money is well below 2018 and dissatisfaction with VFM is rising.

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



Arts Attendance- Summary

- **Strong bounce back in attendance**
- **Increase in frequency of attendance**

BUT

- **Cost is increasingly a barrier- particularly for younger audiences & people's satisfaction with Value for Money down**
- **Frequent attenders of the arts are increasingly from higher socio- economic groups**

Arts Participation

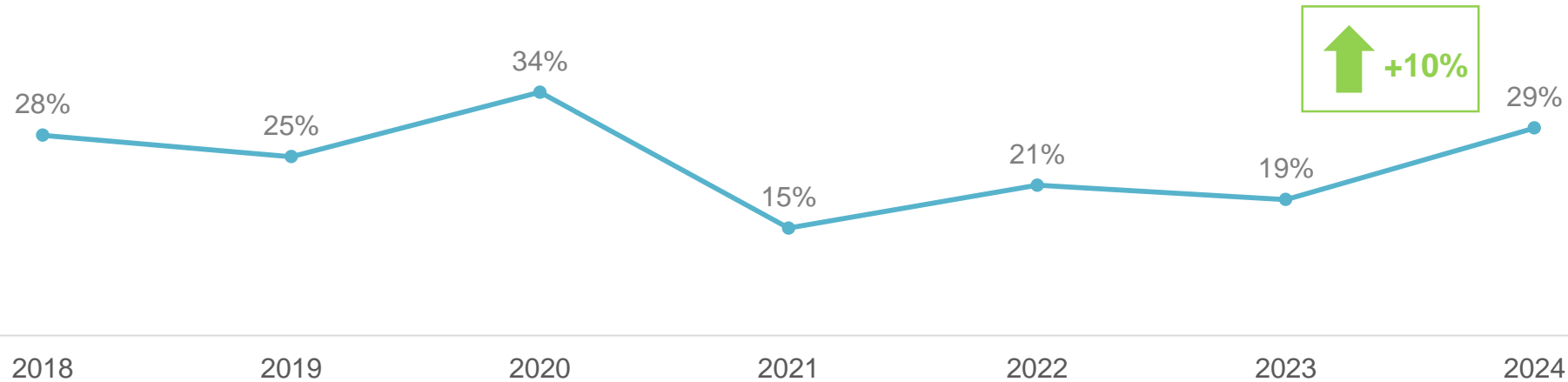


What are Participation levels? Participation saw a significant increase in 2024 returning to pre-COVID levels

Q. *In the past 12 months, have you taken part in any of the following activities?*

Includes:

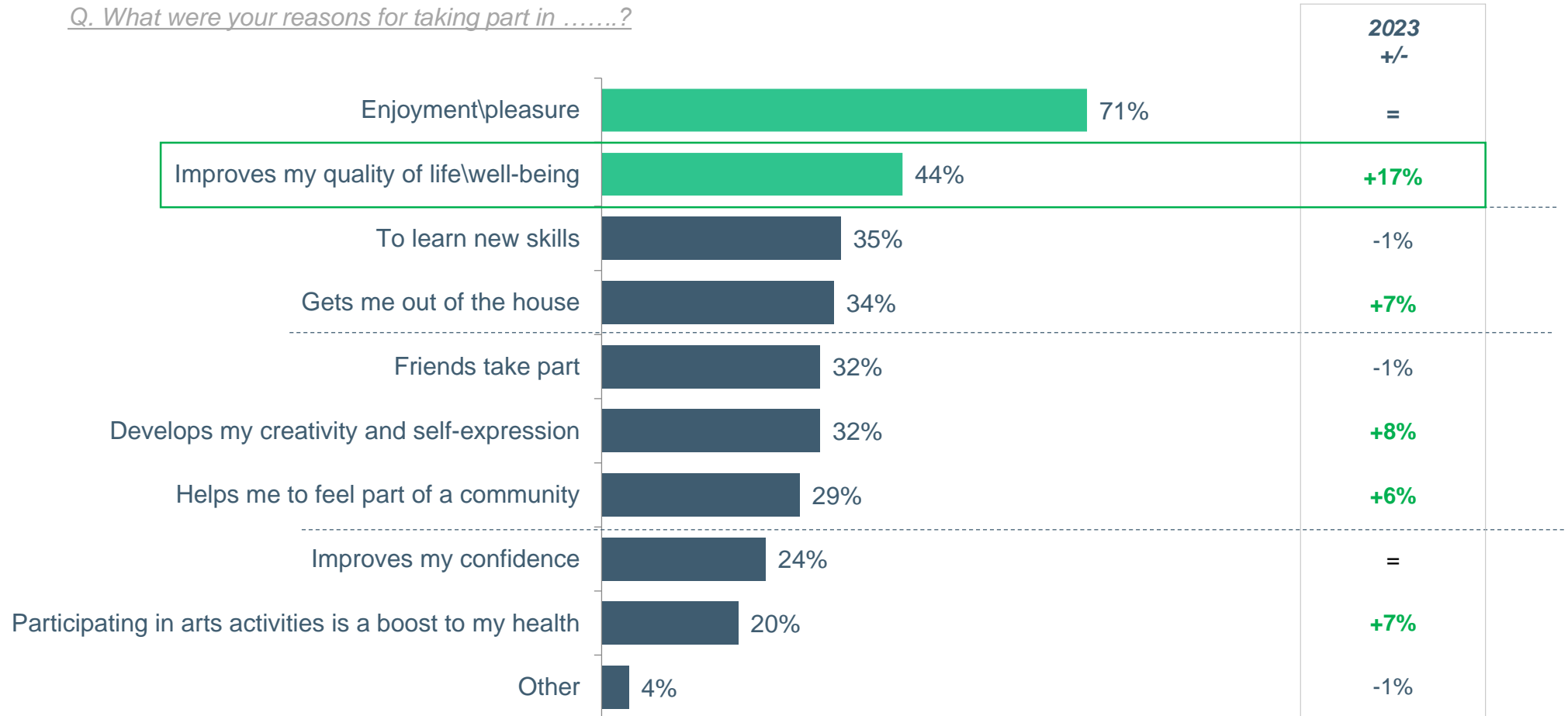
- Playing an instrument (7%)
- Singing/ part of a choir (6%)
- Dance of any kind (6%)
- Visual arts & crafts (6%)
- Book Club (6%)
- Film & Video (4%)
- Creative writing (4%)
- Drama (3%)
- Digital arts (2%)
- Circus, Street Arts (2%)



Source: Arts Insight 2024: Q.15 In the past 12 months, have you taken part in any of the following activities? Base: Adults aged 16+ n – 1,012

What motivates people to take part in the Arts? 2024 saw a significant increase in the % of people saying that they participate in the Arts because it improves their quality of life/well being

Q. What were your reasons for taking part in



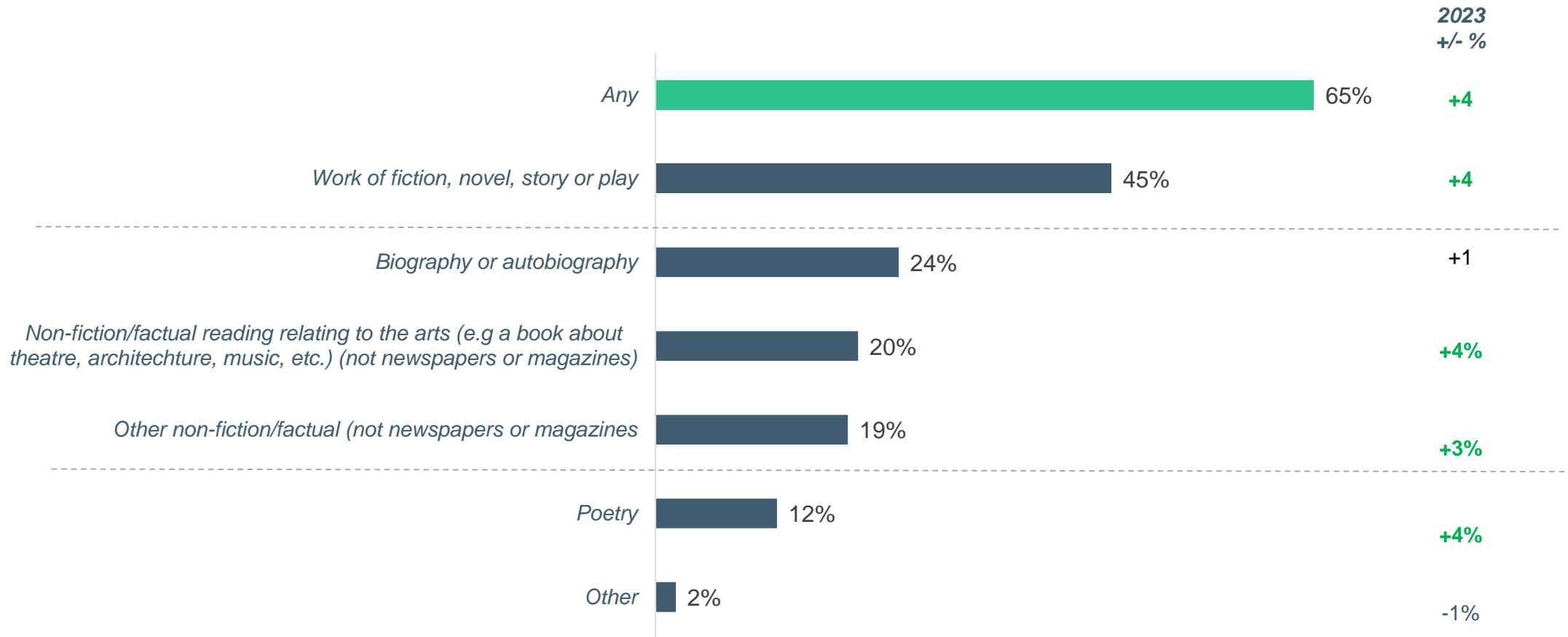
Source: Arts Insight 2024: Q.18b What were your reasons for taking part in

Reading For Pleasure



Reading for Pleasure: 65% of adults read at least one genre in the past 12 months- an increase on last year

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



Source: Arts Insight 2024: Q.20a Have you read any of the following in the past 12 months? Base: Adults ages 16+ n – 1,012

Reading for pleasure: Women and those in higher socio economic brackets are more likely to read for pleasure. 2024 saw a shift in age profile with more 25-34 and 50+ year olds and less 16-24 year olds reading

Reading for pleasure (65%)

(Any genre)



More likely to be:

- Female (72% of females compared to 59% of men)
- Higher socio-economic bracket (71% of ABC1 compared to 59% of C2DE)

Changes since 2023:

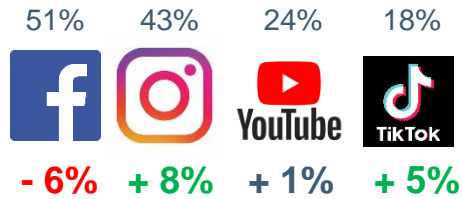
- ↑ 14% increase amongst 25-34 year olds
- ↑ 8% increase amongst 50+
- ↓ - 7% decrease amongst 16-24 year olds

Getting Information on the Arts

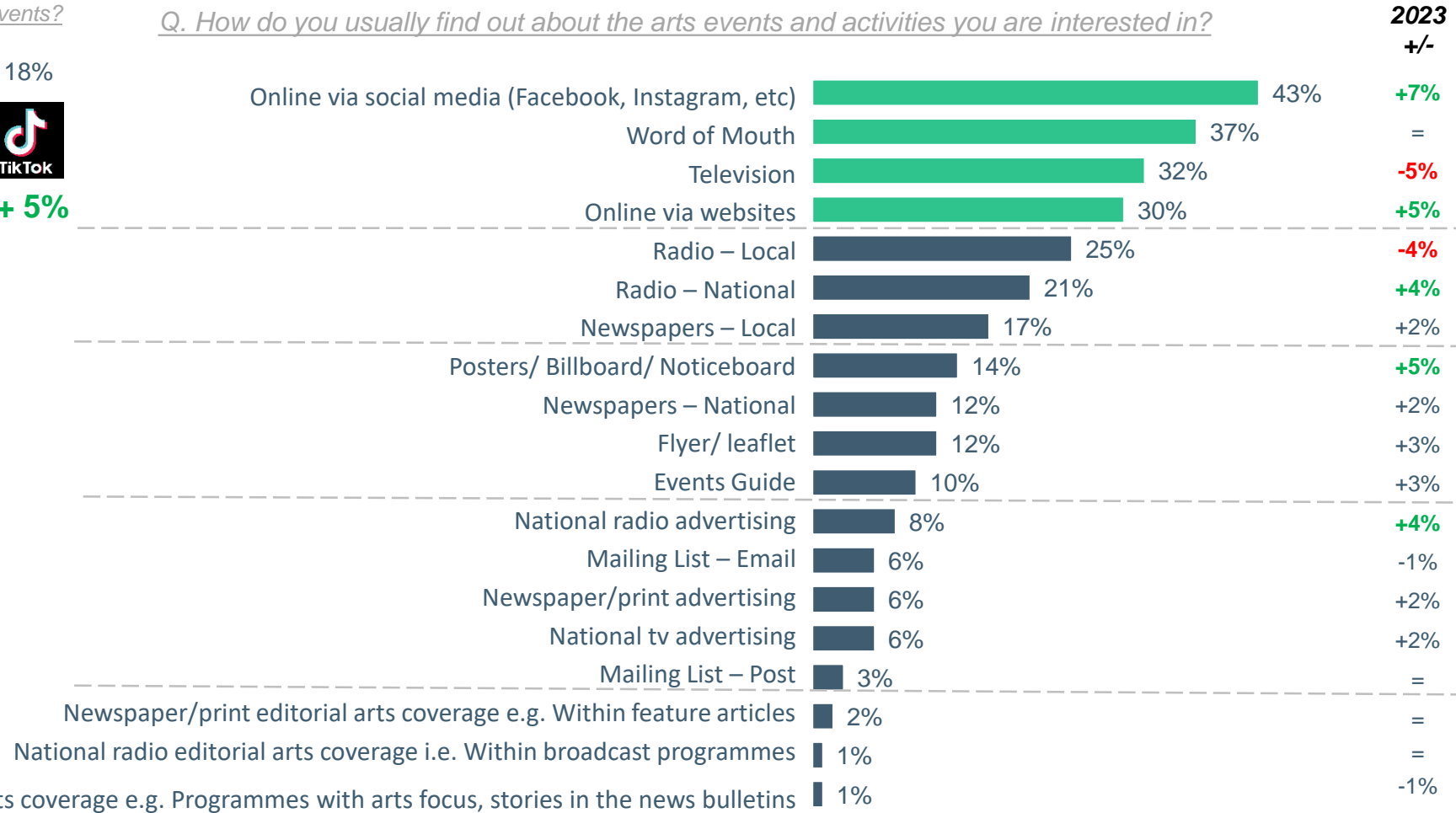


Sources for Finding out more about the Arts: Social Media is the top source of information for arts events

Q. Which social media for arts events?



Q. How do you usually find out about the arts events and activities you are interested in?

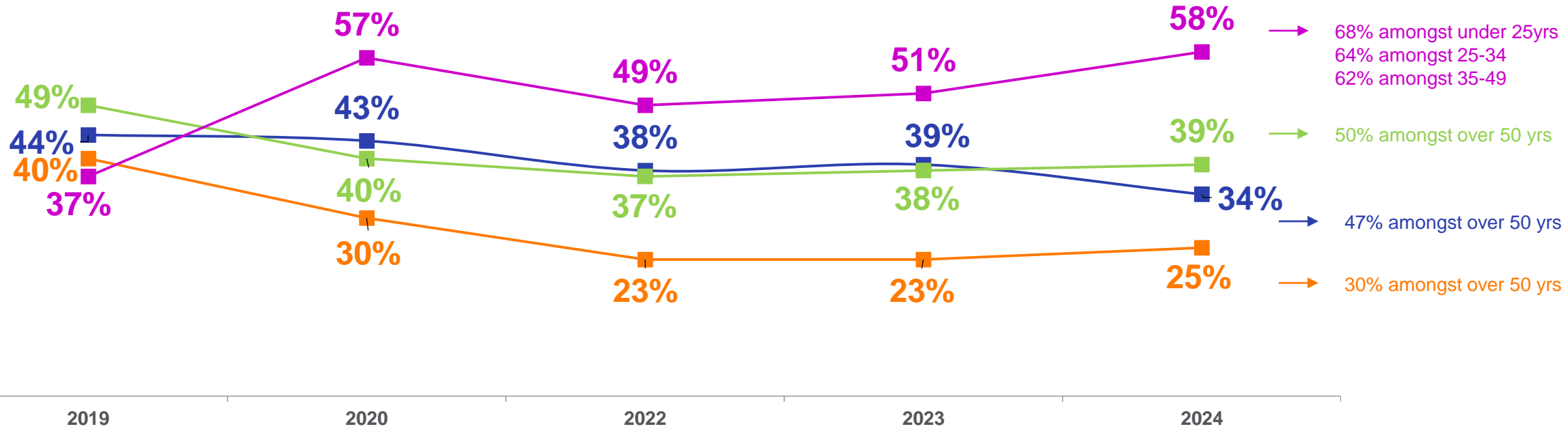


Source: Arts Insight 2024: Q.25 How do you usually find out about the arts events and activities you are interested in? Base: Adults aged 16+ n – 1,012

Sources for Finding out more about the Arts: The last five years has seen online sources overtake TV, radio and newspapers as the main source for finding out about the arts.

Q. How do you usually find out about the arts events and activities you are interested in?

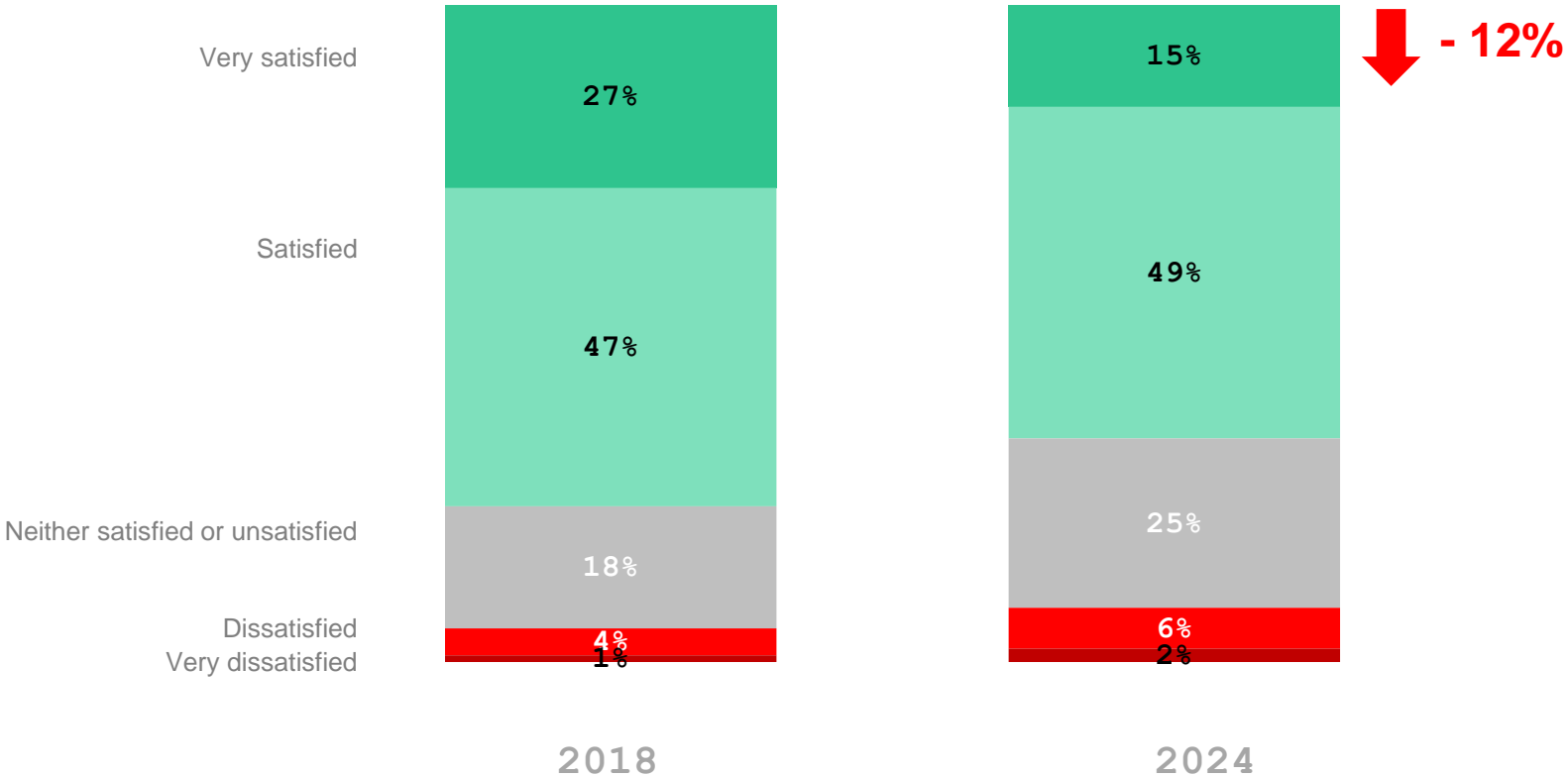
- Any TV
- Any radio
- Any newspaper
- Any online



Source: Arts Insight 2024: Q.25 How do you usually find out about the arts events and activities you are interested in? Base: Adults aged 16+ n – 1,012

Sources for Finding out more about the Arts: As our sources of information for arts events has changed over time, the public's satisfaction with the information available has declined

Q. How satisfied or dissatisfied are you with the availability of information about arts events and activities?



Attitudes towards the Arts



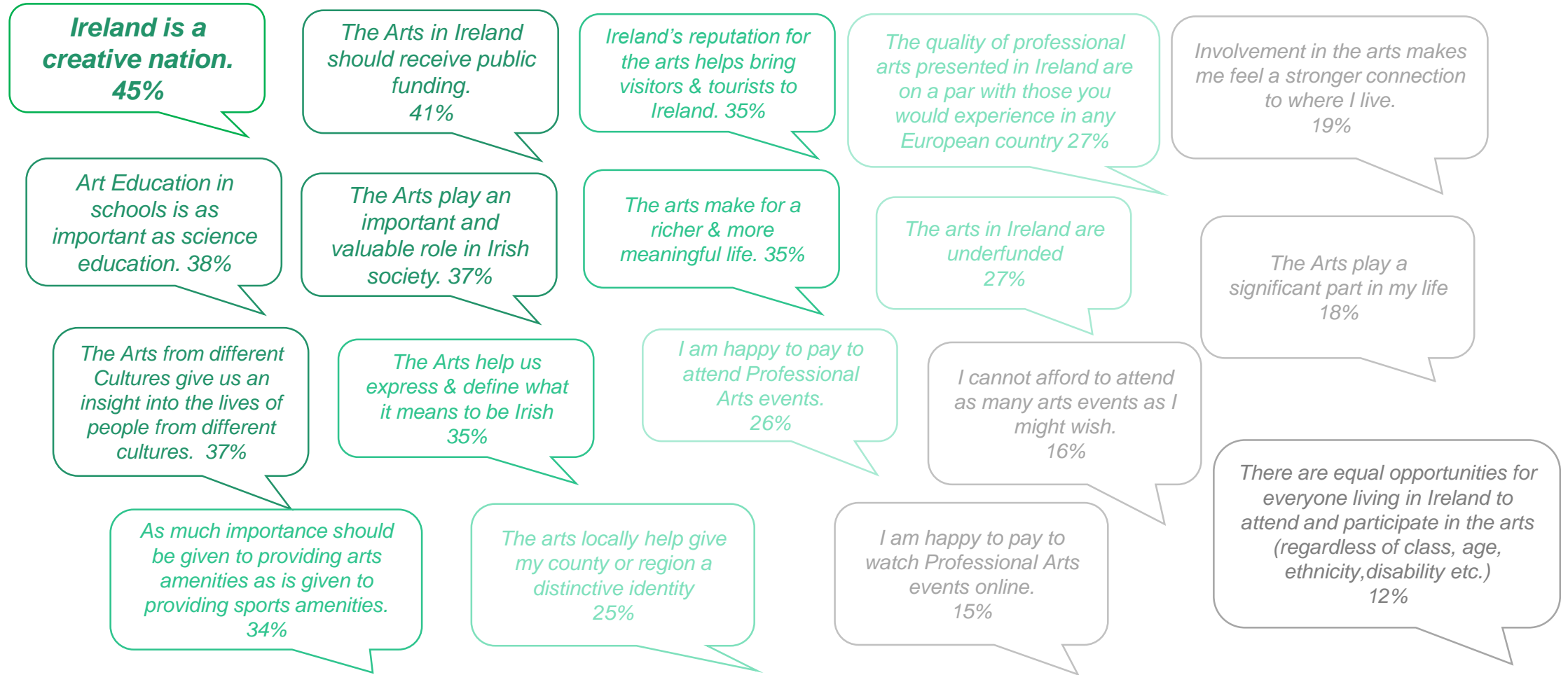
How does the public view the Arts?

Q. How much do you agree or disagree with each of the following statements?



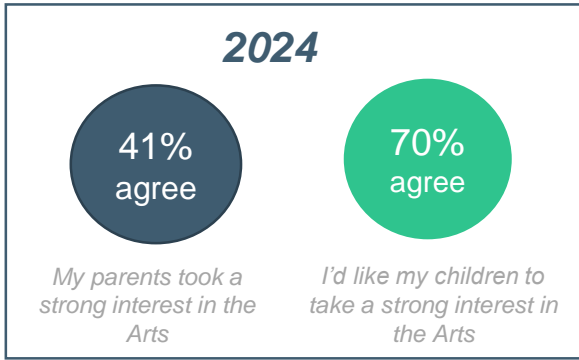
Source: Arts Insight 2024: Q. 30: How much do you agree or disagree with each of the following statements? Base: Adults aged 16+ n – 1,012

How does the public view the Arts? There is strong consensus that Ireland is a creative nation, however people are far less likely to agree that there are equal opportunities to attend & participate in the Arts in Ireland.

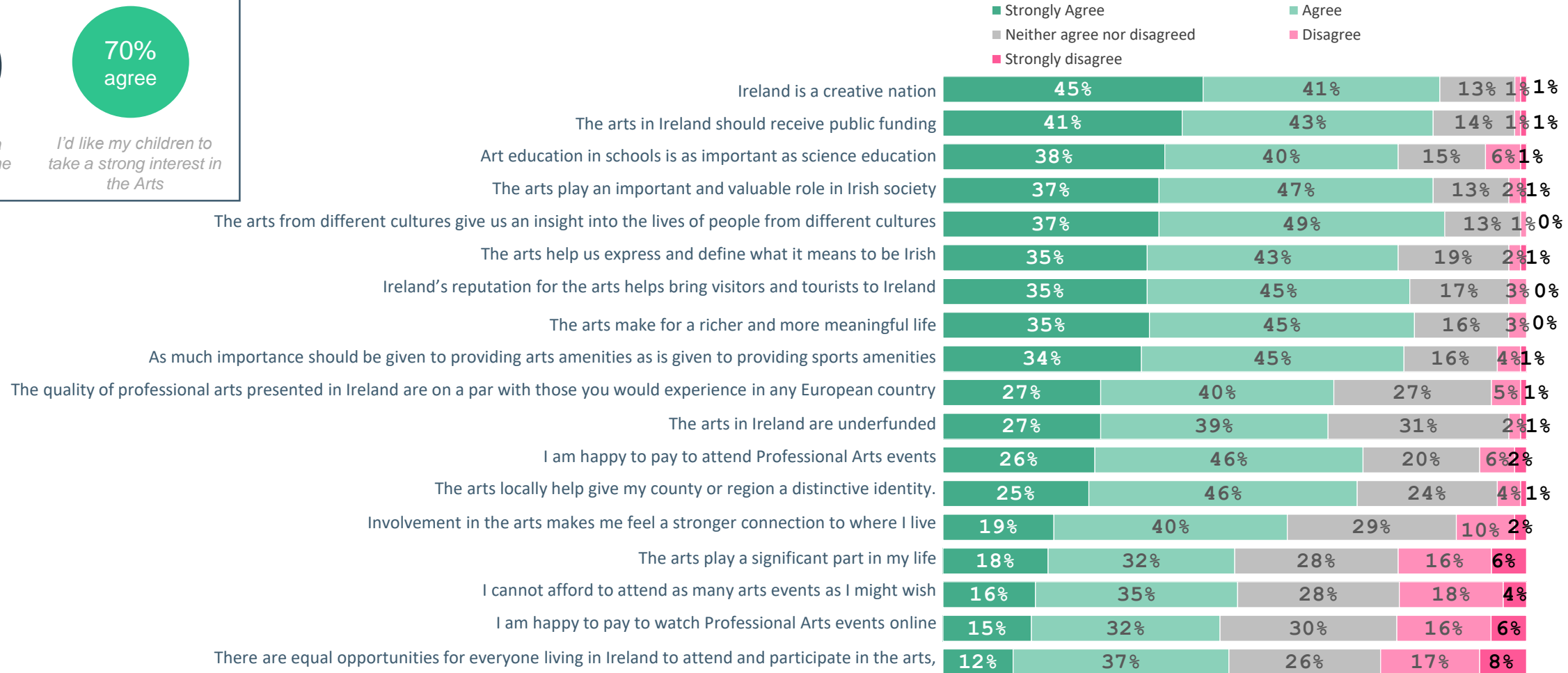


Source: Arts Insight 2024: Q. 30: How much do you agree or disagree with each of the following statements? Base: Adults aged 16+ n – 1,012

How does the public view the Arts? Overall, there is strong positive sentiment towards the Arts in Ireland



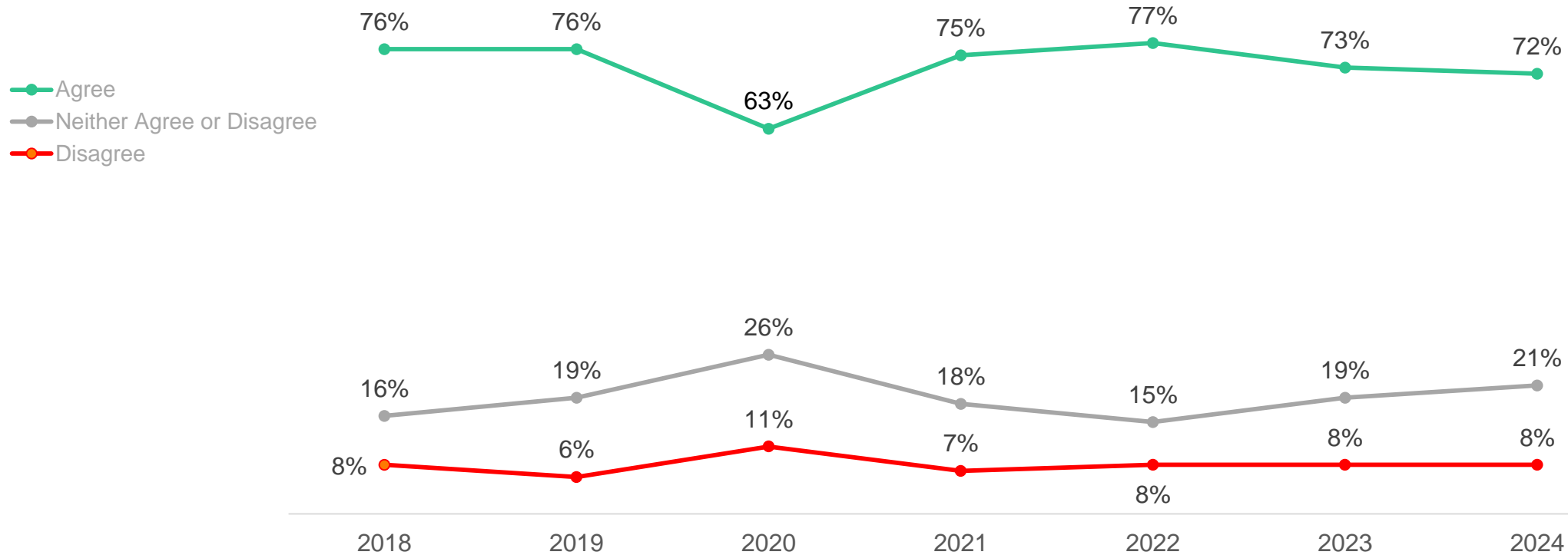
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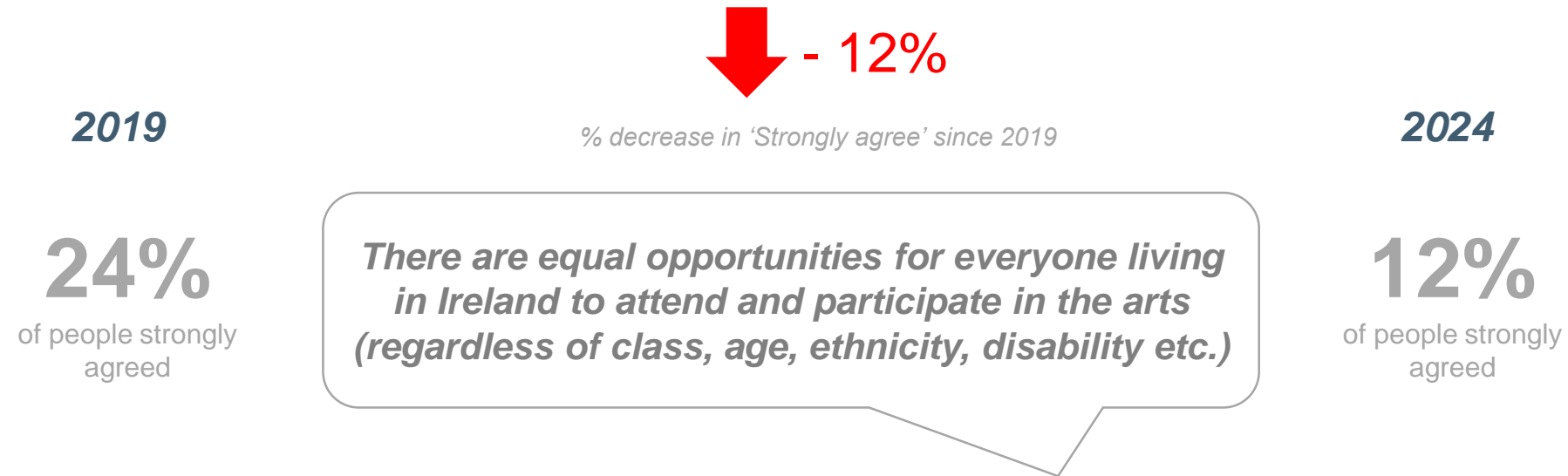
Source: Arts Insight: Q. 30: How much do you agree or disagree with each of the following statements? Base: Adults aged 16+ n – 1,012

How have attitudes towards the Arts changed? Although dipping in 2020, the Arts has largely been viewed positively, with 70% of people agreeing that they would like their children to take a strong interest in the arts

Q. How much do you agree or disagree with each of the following statements?



How have attitudes towards the Arts changed? Since 2019, the public are less likely to agree that there are equal opportunities for everyone living in Ireland to attend & participate in the Arts in Ireland.



Attitudes towards the Arts- Summary

People believe in the Power of the Arts

Cultural Understanding and Exchange:

*“The Arts from different cultures gives us an insight into the lives of **people from different cultures**”
(85% agree)*

Integral Role in Society:

*“The Arts play an important and **valuable** role in Irish Society”
(84% agree)*

Economic & Cultural Value:

*“Ireland’s reputation for the Arts helps bring visitors & tourists to Ireland”
(80% agree)*

Educational Importance

*“Art education in schools (e.g. dance, drama, music, etc.) is as important as science education”
(78% agree)*

But are increasingly concerned about access and equality

Perceived Lack of Accessibility and Inclusion

*“There are equal opportunities for everyone living in Ireland to attend and participate in the arts (regardless of class, age, ethnicity, disability etc.)”
(49% agree)*

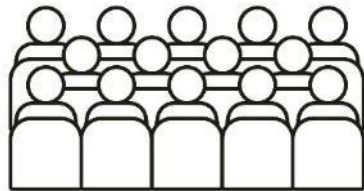
Disconnect from Personal Life

*“The Arts Play a significant part in my life”
(50% agree)*

Arts Insight 2024- Summary

1

Bounce back in attendance



- Attendance ↑
- Frequency ↑

2

Cost & value for money are barriers



- 'It Costs too much' ↑
- Value for Money ↓

3

People believe in the power of the arts but are concerned about access & equality



- Enhances well being and understanding of other cultures ✓
- Equal opportunities in the Arts ✗

Thank you



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