Arts Insight 2025

The national arts engagement survey
April 2026

Prepared by **Ipsos B&A** for
The Arts Council / An Chomhairle Ealaíon

A Note on Methodology for the 2025 Survey

The Arts Insight survey has a long-standing and robust history of using a face-to-face (F2F) interviewing methodology to deliver a nationally representative survey of Irish adults and ensure the highest quality of data and consistency for year-on-year trend analysis.

For the 2025 wave, due to a revised project start date, a pragmatic decision was made in partnership with the Arts Council to conduct the main survey via an online methodology. This was a one-off solution to ensure the timely delivery of findings for the 2025 period.

It is a well-established phenomenon in market research that a change in survey methodology (a "mode switch") can have a significant impact on results. This "mode effect" arises not just from the different profile of respondents but also from the different context in which questions are answered.

Consequently, the 2025 findings for most behavioural, motivational, and attitudinal questions are not directly comparable with the results from previous F2F survey waves. We strongly advise that the 2025 main survey data is interpreted as a 'standalone deep-dive'—a rich and detailed snapshot of the public's engagement with the arts in 2025.

To protect the integrity of the core longitudinal trend, a parallel 'gold standard' F2F Omnibus survey was conducted to measure the national incidence of arts attendance. This allows for a direct and reliable comparison of overall attendance levels in 2025 against previous years and serves as the definitive measure for this key metric.

Arts Insight 2025

Arts attendance

Participating in the Arts

Reading for pleasure

Digital Arts Engagement

Getting Information about- Arts Events and Activities

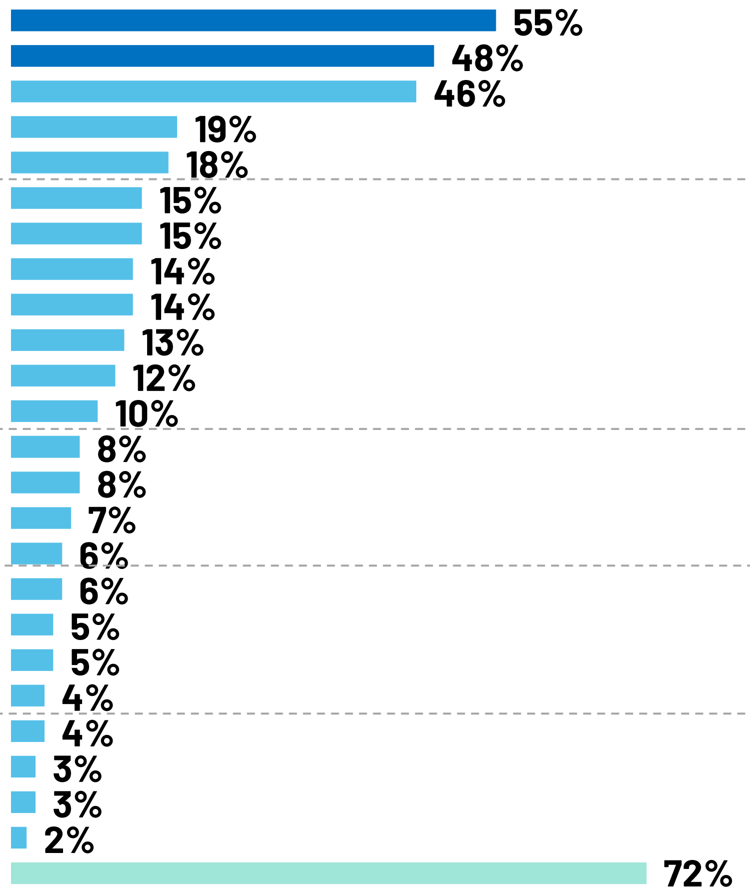
Attitudes towards Arts

Key Learnings

ARTS ATTENDANCE
ARTS INSIGHT 2025

Arts Attendance Past 12 Months 2025

A detailed snapshot of 2025 attendance reveals the scale of different artforms. Cinema remains the most attended artform despite a 10% decrease in 2025; a robust 55% of adults attended a 'Core Arts' event, highlighting the sector's broad reach.



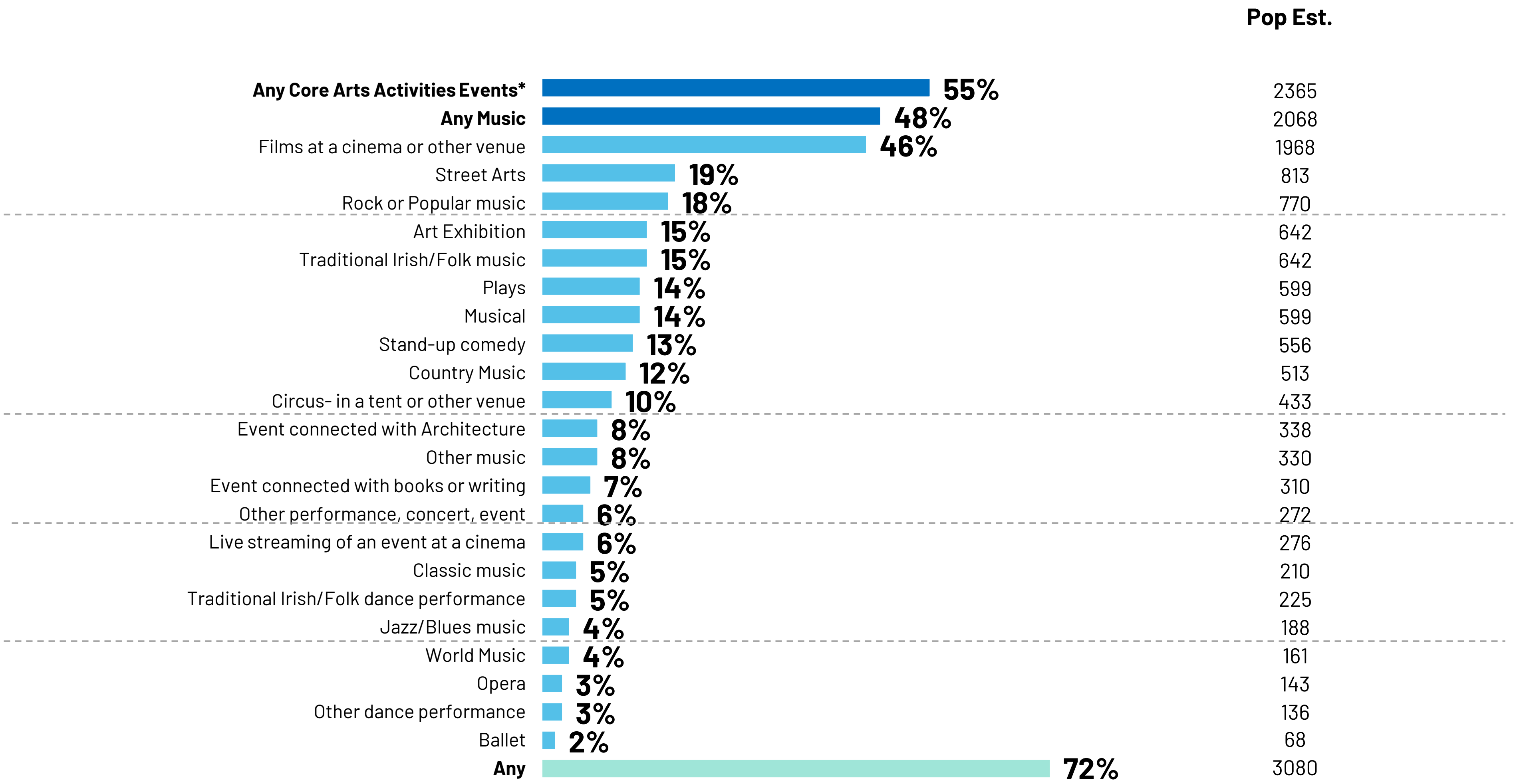
		2024 Total	2018-2024 Average
Any Core Arts Activities Events*	55%	59%	55%
Any Music	48%	54%	48%
Films at a cinema or other venue	46%	56%	51%
Street Arts	19%	19%	18%
Rock or Popular music	18%	24%	20%
Art Exhibition	15%	16%	15%
Traditional Irish/Folk music	15%	15%	14%
Plays	14%	20%	15%
Musical	14%	18%	14%
Stand-up comedy	13%	17%	13%
Country Music	12%	14%	13%
Circus- in a tent or other venue	10%	5%	6%
Event connected with Architecture	8%	4%	4%
Other music	8%	7%	7%
Event connected with books or writing	7%	6%	5%
Other performance, concert, event	6%	6%	4%
Live streaming of an event at a cinema	6%	10%	7%
Classic music	5%	6%	5%
Traditional Irish/Folk dance performance	5%	11%	9%
Jazz/Blues music	4%	5%	5%
World Music	4%	6%	5%
Opera	3%	3%	3%
Other dance performance	3%	2%	2%
Ballet	2%	2%	2%
Any	72%	83%	75%

Q.2 In the past 12 months, have you been to any of these events?
Base: Adults aged 16+ n – 1060

** Not including commercial films, musicals, stand-up comedy, country music, rock or popular music.*

Arts Attendance Past 12 Months 2025

Estimated attenders in numbers.



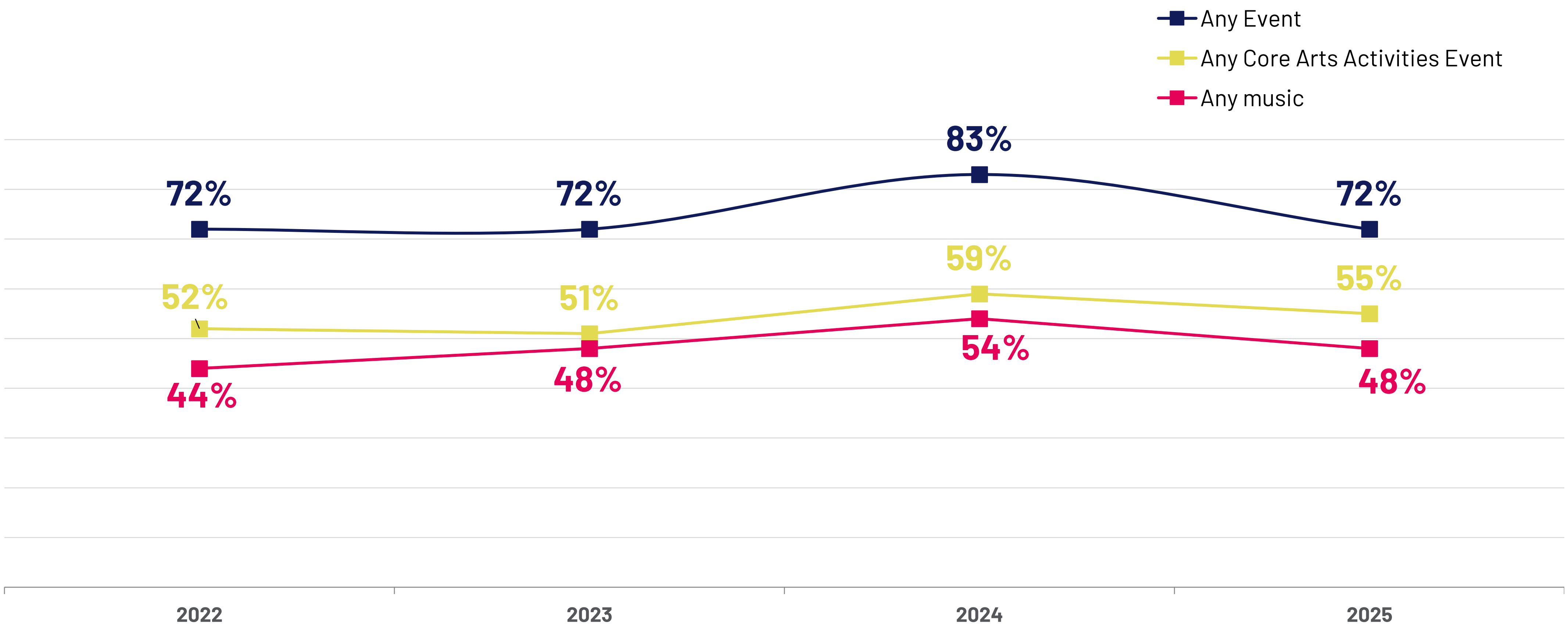
Q.2 In the past 12 months, have you been to any of these events?

Base: Adults aged 16+ n – 1060

**Not including commercial films, musicals, stand-up comedy, country music, rock or popular music.*

Arts Attendance Past 12 Months

After an exceptional post-pandemic surge in 2024, overall arts attendance has stabilized at 72%, returning to the consistent baseline seen in 2022 and 2023. Crucially, attendance at 'Core Arts' events remains resilient, holding at 55%.



Q.2 In the past 12 months, have you been to any of these events?
Base: Adults aged 16+ n – 1060

Understanding the 2024 Attendance Anomaly: The ‘Exceptional Surge’

The 2025 F2F Omnibus data shows that overall arts attendance has stabilized at 72%, a level identical to that seen in 2022 and 2023. This provides a clear and credible picture of a new, stable post-pandemic baseline.

This context positions the 83% attendance figure recorded in 2024 as an exceptional, one-off spike rather than a new sustainable norm. This surge can be attributed to a unique confluence of three factors that defined the 2024 cultural landscape:

A Backlog of Major Events & Peak Demand:

2024 likely represented the high-water mark of pent-up demand following the pandemic. This was amplified by a uniquely dense calendar of large-scale events, including major international tours like Taylor Swift's, which created a 'perfect storm' for attendance."

A Wider Cinema Downturn:

The 10% drop in Irish cinema attendance in 2025 did not happen in isolation. It reflects a broader European trend, with the European Audiovisual Observatory reporting an estimated 5.5% fall in cinema admissions across Europe. In Ireland, total box office revenue fell by 7% year-on-year, with ticket sales down by 9.5%

This combination of factors created a unique "perfect storm" for attendance in 2024. The subsequent return to the 72% baseline in 2025 may indicate that the market has now normalised as these exceptional conditions have subsided; albeit given the wider economic pressures which have taken hold, the prospect of a further decline cannot be discounted.

Arts Attendance Past 12 months 2025 – Summary (All Arts Events)

When we factor in frequency, the total volume of attendances in the wider arts market has returned to a level below the 2024 peak, with an index of 83. This normalization is largely driven by the drop in high-frequency commercial activities like cinema.

	2022	2023	2024	2025
% of adults who attended any event	72%	72%	83%	72%
Total attendances (mn)*	20.7	22.0	29.3	24.4
Index total Attendances**	71	75	100	83

** The calculation of 'Total attendances' is based on the attendance incidence for each art form at Q.2 and the frequency of this attendance at Q.4*

** The index provides an easy way to compare the total volume of attendances over time. The year 2024 is set as the base year (Index = 100), so the 2025 index of 83 indicates that the total volume of attendances was at 83% of the 2024 level.

Q.2 In the past 12 months, have you been to any of these events?
Q.4 Which of the following best describes how often you have attended (INSERT FROM Q.2) in the past 12 months?
Base: Adults aged 16+ n – 1060

Arts Attendance Past 12 months 2025 – Summary (Core Arts Activities Events*)

While the absolute number of attendances has dipped from the 2024 peak, the index shows that the Core Arts sector has retained 94% of its peak volume. This demonstrates strong resilience and a much smaller drop-off compared to the wider arts market (which fell to an index of 83).

	2022	2023	2024	2025
% of adults who attended Any Core Arts Activities Events*	52%	51%	59%	55%
Total attendances (mn)**	8.9	9.7	12.6	11.8
Index total Attendances***	71	77	100	94

Q.2 In the past 12 months, have you been to any of these events?
Q.4 Which of the following best describes how often you have attended (INSERT FROM Q.2) in the past 12 months?
Base: Adults aged 16+ n – 1060

** Not including commercial films, musicals, stand-up comedy, country music, rock or popular music.*

*** The calculation of 'Total attendances' is based on the attendance incidence for each eligible art form at Q.2 and the frequency of this attendance at Q.4*

*** The index provides an easy way to compare the total volume of attendances over time. The year 2024 is set as the base year (Index = 100), so the 2025 index of 94 indicates that the total volume of attendances was at 94% of the 2024 level.*

Arts Attendance Past 12 months (Index) 2022-2024

The index shows that the Core Arts sector has retained 94% of its peak volume. This demonstrates strong resilience and a much smaller drop-off compared to the wider arts market (which fell to an index of 83).

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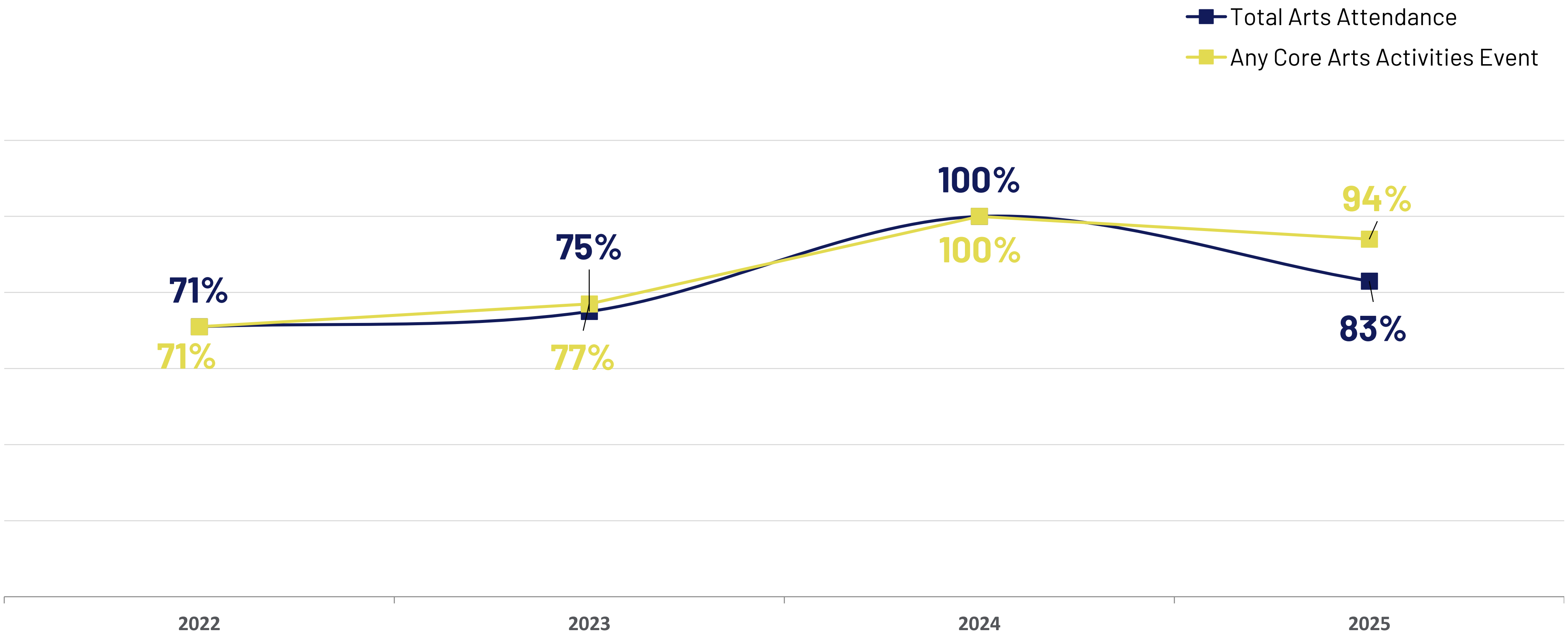


Q.2 In the past 12 months, have you been to any of these events?
Base: Adults aged 16+ n – 1060

Arts Attendance Past 12 Months 2025

Attendance in 2025 continues to be driven by younger audiences (16-34) and the ABC1 social class. The data also likely reveals the impact of cost pressures, with indications of a sharper drop in attendance among the C2DE social class compared to ABC1s; a decline in attendance also appears evident among older audiences (50+), representing a trend to monitor.

	Total	Gender		Age					Social Class		Region				
		Male	Female	16-24	25-34	35-49	50-64	65+	ABC1	C2DE	Dublin	Ex. Dublin	Leinster	Munster	Connaught t/Ulster
UNWTD	1060	487	573	104	214	280	260	202	548	512	296	764	281	280	203
Any	**72%**	**73%**	**71%**	**91%**	**89%**	**71%**	**64%**	**55%**	**81%**	**62%**	**81%**	**68%**	**67%**	**67%**	**72%**
Any Core Arts Activities Events	**55%**	**55%**	**55%**	**70%**	**71%**	**55%**	**45%**	**46%**	**64%**	**46%**	**64%**	**52%**	**52%**	**53%**	**50%**
Any Music	48%	49%	48%	60%	58%	50%	41%	39%	55%	41%	56%	45%	48%	42%	46%
Films at a cinema or other venue	46%	46%	46%	60%	67%	49%	38%	26%	56%	35%	53%	43%	44%	43%	42%
Street arts	19%	18%	20%	20%	29%	21%	16%	10%	23%	15%	18%	19%	16%	22%	20%
Rock or Popular music	18%	19%	17%	19%	24%	19%	19%	9%	22%	13%	23%	16%	16%	16%	15%
Traditional Irish/Folk music	15%	17%	13%	14%	14%	16%	14%	16%	16%	14%	13%	16%	16%	17%	15%
Art Exhibition	15%	15%	15%	23%	19%	13%	12%	12%	19%	11%	21%	13%	13%	14%	10%
Plays	14%	10%	18%	13%	15%	11%	15%	17%	16%	12%	14%	14%	13%	14%	15%
Musical	14%	12%	16%	21%	21%	14%	10%	8%	18%	9%	17%	13%	16%	10%	13%
Stand-up comedy	13%	11%	15%	9%	24%	18%	9%	5%	16%	10%	14%	13%	14%	11%	13%
Country Music	12%	12%	12%	14%	20%	12%	7%	10%	12%	12%	11%	13%	12%	10%	17%
Circus – in a tent or other venue	10%	9%	11%	13%	15%	15%	5%	3%	12%	9%	11%	10%	9%	9%	11%
Other music	8%	7%	9%	8%	9%	10%	7%	5%	9%	6%	10%	7%	7%	6%	7%
Event connected with Architecture	8%	9%	7%	13%	10%	8%	5%	6%	10%	5%	11%	7%	5%	9%	6%
Event connected with books or writing	7%	6%	8%	11%	9%	8%	4%	7%	9%	5%	8%	7%	7%	9%	4%
Live streaming of an event at a cinema	6%	8%	5%	13%	14%	5%	2%	4%	8%	5%	7%	6%	7%	5%	8%
Other performance, concert, event	6%	6%	7%	7%	9%	6%	5%	5%	8%	4%	7%	6%	3%	8%	8%
Traditional Irish/Folk dance performance (not competitive event)	5%	6%	5%	3%	7%	6%	4%	6%	6%	5%	5%	5%	3%	5%	9%
Classical music	5%	5%	5%	6%	6%	6%	3%	5%	5%	4%	5%	5%	6%	4%	4%
Jazz/Blues music	4%	5%	4%	9%	4%	3%	3%	4%	5%	4%	7%	3%	3%	5%	3%
World music	4%	5%	3%	4%	7%	5%	2%	2%	5%	3%	6%	3%	5%	1%	3%
Opera	3%	5%	2%	5%	6%	4%	1%	3%	4%	2%	5%	3%	3%	3%	2%
Other dance performance	3%	2%	4%	5%	3%	4%	2%	2%	3%	3%	3%	3%	3%	3%	3%
Ballet	2%	1%	2%	2%	2%	2%	1%	1%	2%	1%	3%	1%	1%	1%	1%

Q.2 In the past 12 months, have you been to any of these events?
Q.4c Have you been to an arts event in the past 12 months which was performed in the Irish language?
Base: Adults aged 16+ n – 1060

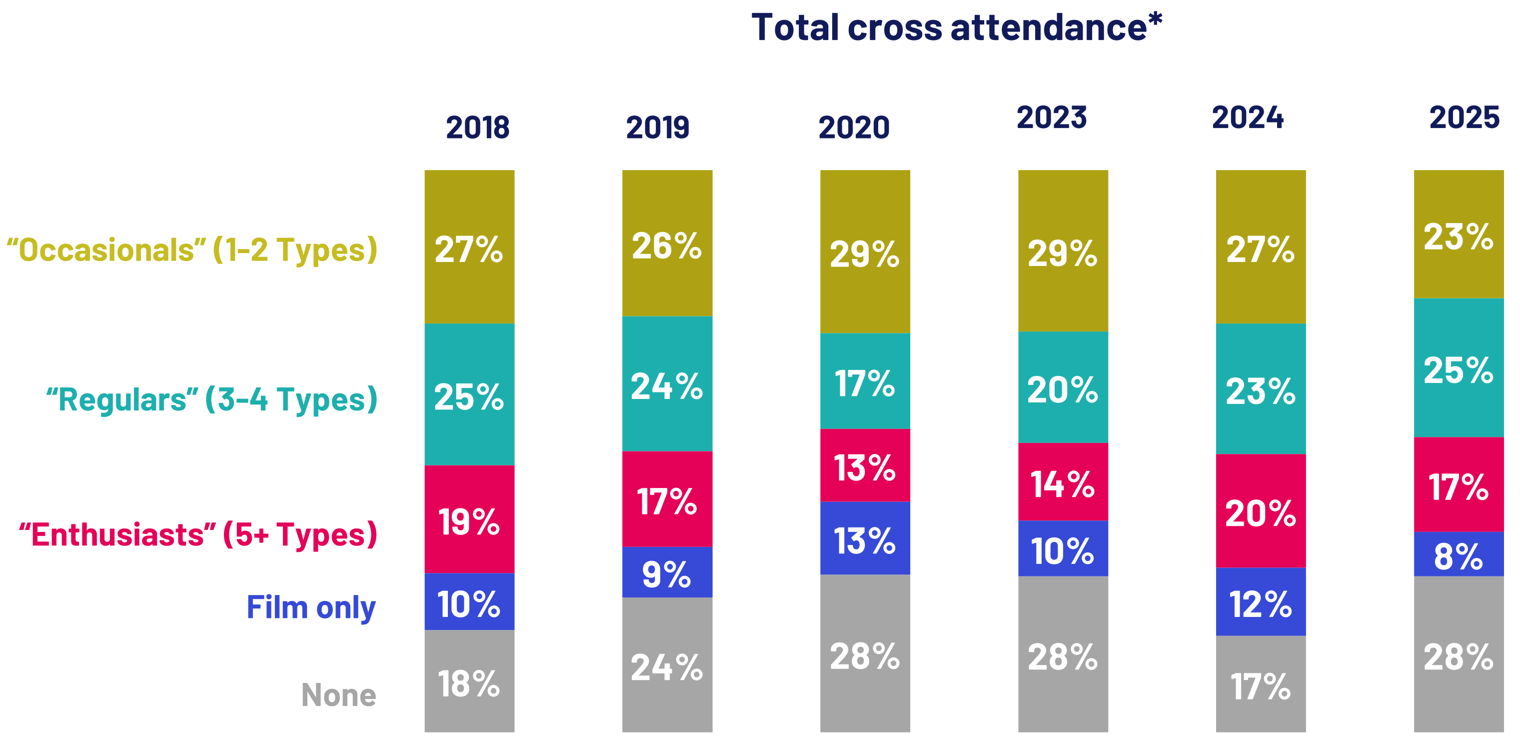
12% of all adults have been to an arts event in the past 12 months which was performed in the Irish language

Significantly higher than total

Significantly lower than total

Arts Insight Segments: National Incidence

The data reveals a positive trend of deepening engagement among arts-goers, with a significant portion of 2024's 'Occasionals' appearing to have graduated into 'Regulars' in 2025. However, this success must be set against the key strategic challenge that the level of non-attendance remains stubbornly high at 28%.

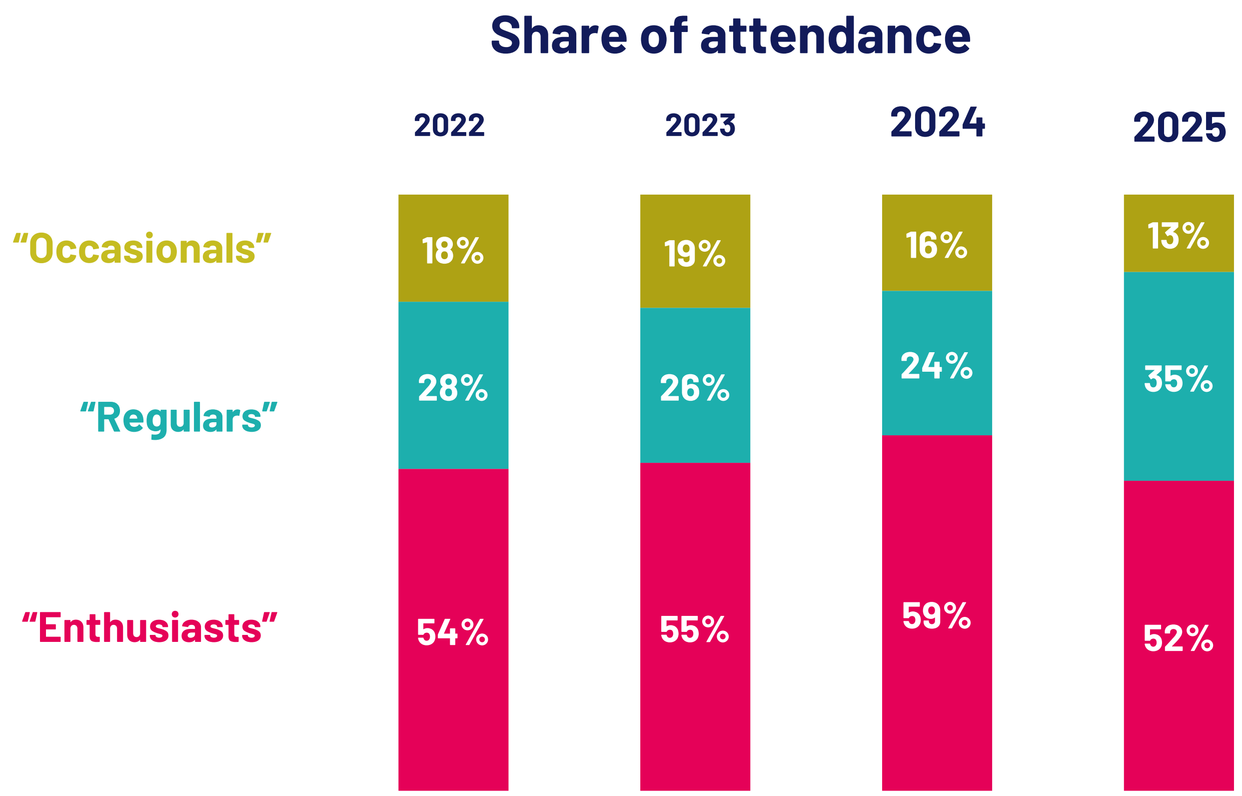


* Note on Segmentation: The Arts Insight Segments categorize audiences based on the variety (the number of different artform types) of their attendance in the past 12 months. An 'Occasional' attends 1-2 different types, a 'Regular' attends 3-4, and an 'Enthusiast' attends 5 or more.

Q.2 <u>In the past 12 months</u>, have you been to any of these events?
Base: Adults aged 16+ n – 1060

Share of Attendance at Core Arts Activities Events

'Enthusiasts' continue to drive attendance levels at core arts events. While making up only 17% of the population, they account for over half (52%) of all attendances at Core Arts events in 2025, highlighting their critical importance to sustaining the arts sector.



Q.2 In the past 12 months, have you been to any of these events?
Base: Adults aged 16+ n – 1060

Arts Insight 2025: Segments Profile

The demographic profile of Enthusiasts in 2025 highlights an ongoing strategic challenge for the Arts Council: while the disparity by social class appears to have softened this year, this group remains skewed towards ABC1s (67%) and those living in urban areas (71%), underlining the work still to be done to deepen engagement across all socio-economic groups and in rural Ireland.

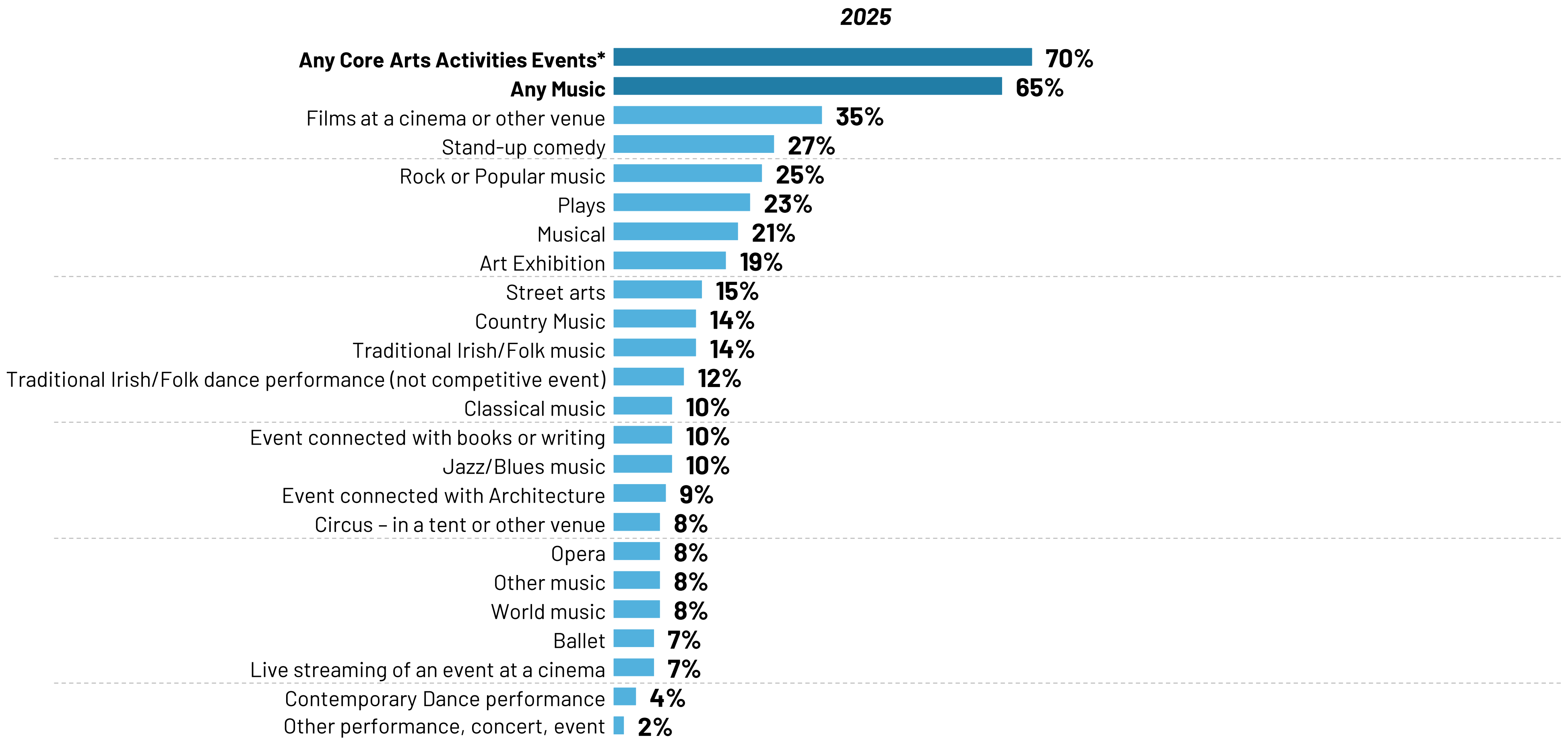
	Total 1060	Any arts goers 878	Occasionals 283	Regulars 322	Enthusiasts 273	Films 78	None 104
Gender							
Male	49%	49%	50%	53%	42%	54%	47%
Female	51%	51%	50%	47%	58%	46%	53%
Age							
16-24 years	14%	17%	16%	17%	19%	26%	4%
25-34 years	15%	20%	16%	22%	23%	9%	6%
35-49 years	27%	27%	26%	26%	30%	27%	28%
50+ years	43%	36%	43%	35%	28%	38%	62%
Social Class							
ABC1	53%	59%	51%	61%	67%	57%	36%
C2DE	47%	41%	49%	39%	33%	43%	64%
Region							
Dublin	29%	33%	32%	33%	34%	28%	19%
Ex. Dublin	71%	67%	68%	67%	66%	72%	81%
Leinster	27%	24%	23%	24%	26%	31%	31%
Munster	27%	26%	24%	29%	23%	22%	32%
Conn/Uls	18%	17%	20%	14%	17%	20%	18%
Area							
Urban	64%	68%	66%	67%	71%	60%	56%
Rural	36%	32%	34%	33%	29%	40%	44%

Q.2 In the past 12 months, have you been to any of these events?

Base: Adults aged 16+ n – 1060

Arts Events Would Like to Attend More Often

There is a strong latent demand for greater arts engagement, with over two-thirds of adults wishing they could attend Core Arts events more often, indicating a significant opportunity for the sector.

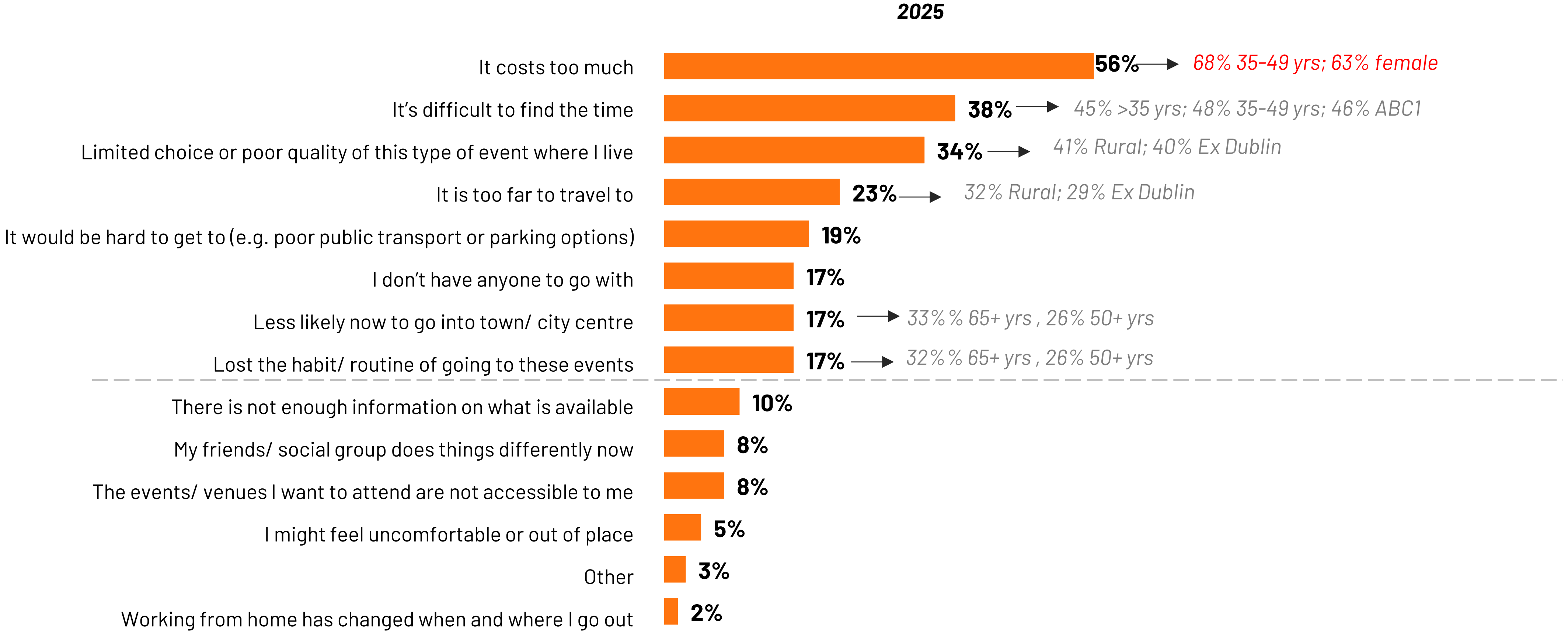


Q.7a Which of these events do you really wish you could go to more often?
Base: Adults aged 16+ n – 1060

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

Barriers to Attending Preferred Events

Cost is the dominant barrier to attendance in 2025, cited by 56% of those who wish to attend more. This aligns with the wider economic context and helps explain the normalization of attendance levels from the 2024 peak, as financial pressures influence discretionary spending.



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?

Q.7c What are some of the reasons for you not wanting to attend any of these events more often?

Base: Wish could attend more often N – 994*

**11% have no wish to attend; Key Reasons include: Costs too much (35%); Not really interested (34%), Would be hard to get to (16%).*

Arts Experience: Evaluation of Most Recent Experience

Satisfaction with the quality of performance remains high in 2025 (8.0/10). However, the rating for Value for Money is notably lower with 22% being actively dissatisfied, reinforcing the theme of cost sensitivity and its impact on the overall arts experience.

Q.10 How would you rate the quality of the performance/exhibition?
Q.11 How would you rate the overall value for money of attending the event?
Q.12 How would you rate your overall experience of the event, including the venue, the atmosphere, interaction with other attendees etc.?
Base: Attended event past 12 months n- 956

Arts Attendance: Summary of Key Findings

Overall arts attendance has stabilized:

After an exceptional post-pandemic surge in 2024, overall arts attendance has stabilized at 72%, returning to the consistent and credible baseline seen in both 2022 and 2023.

Resilient 'Core Arts' sector

The 'Core Arts' sector has proven far more resilient than the wider market, retaining a significant portion of its 2024 audience and remaining well above its 2022/23 baseline.

Enthusiast segment is the engine:

Enthusiasts' continue to drive attendance levels at core arts events. While making up only 17% of the population, they account for over half (52%) of all attendances at Core Arts events in 2025.

Cost is the primary barrier:

Cost is the dominant barrier preventing people from attending more, confirming that economic pressures are the key headwind facing the sector in 2025.

Youth engagement is a Key Driver:

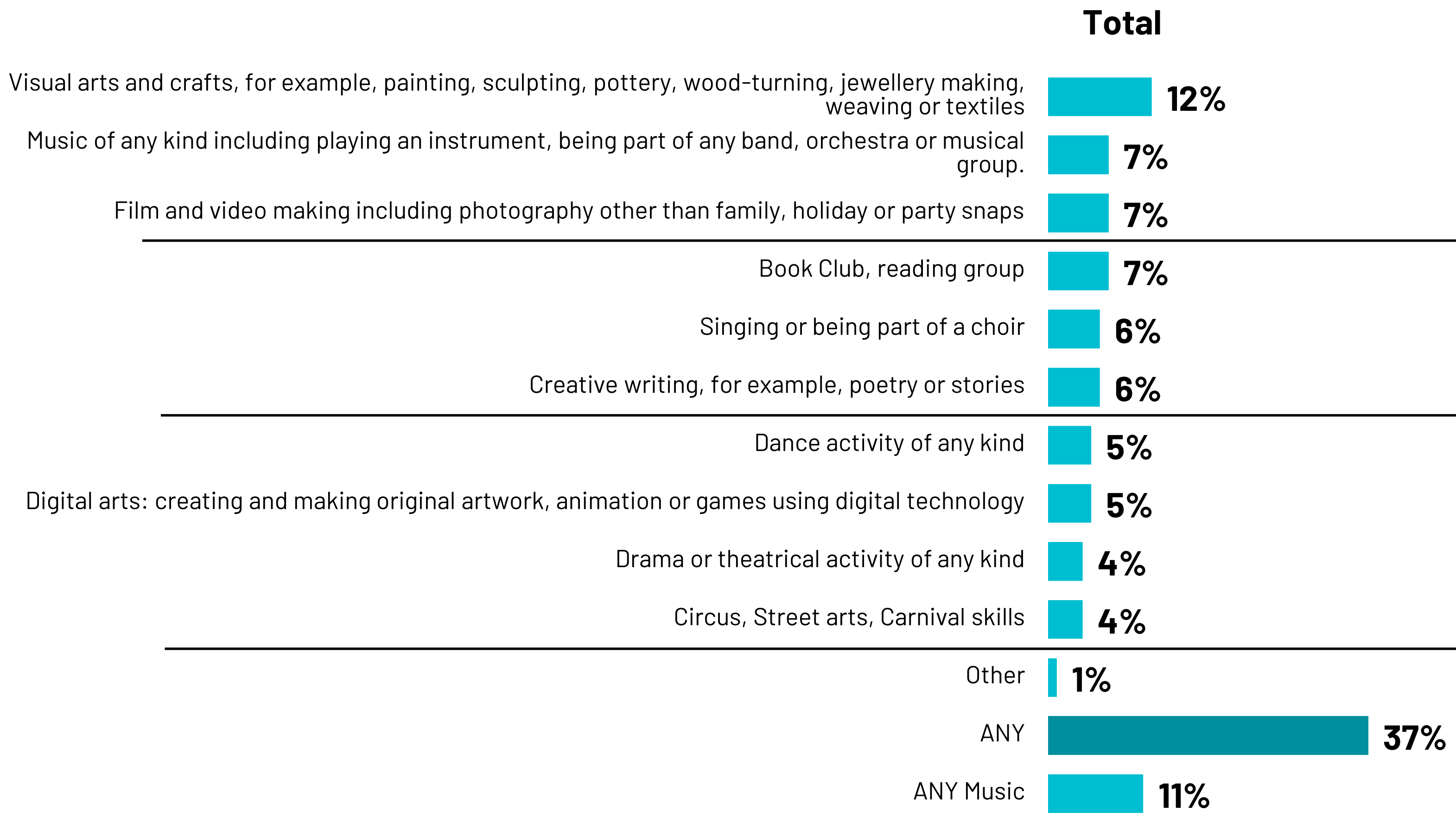
Attendance in 2025 is highest among younger audiences (16-34), while a corresponding decline is evident among older age groups, highlighting a significant generational shift.

PARTICIPATING IN THE ARTS

ARTS INSIGHT 2025

Participating in the Arts 2025

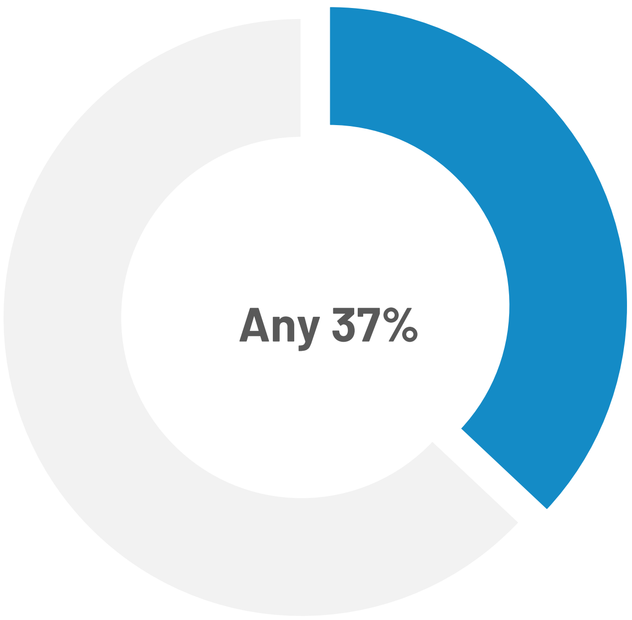
Participation in creative activities is high among this online sample, with over a third (37%) taking part. Visual arts and crafts are the most popular activities, highlighting a strong interest in hands-on creativity within this digitally-engaged cohort.

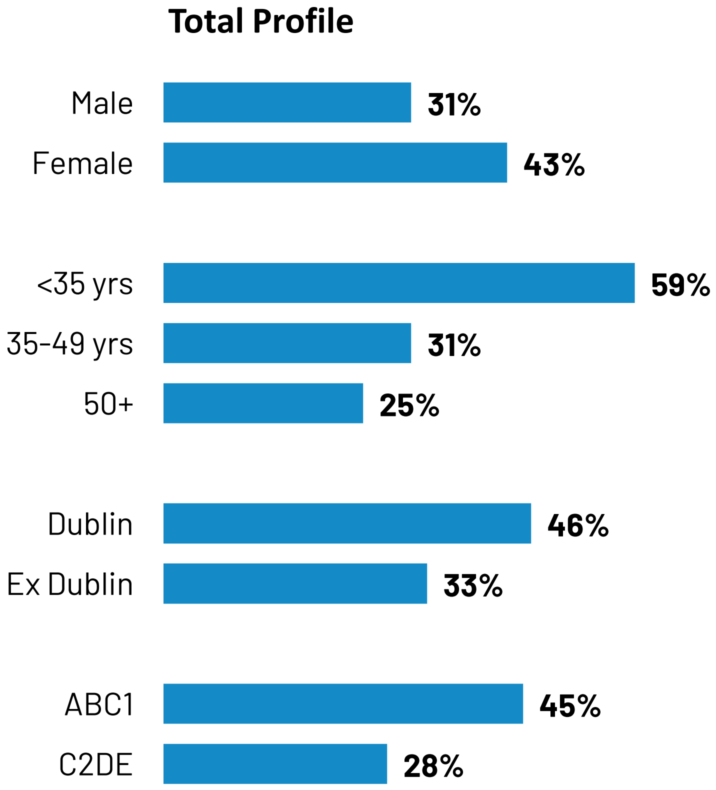


Q.15 In the past 12 months, have you taken part in any of the following activities?
Base: Adults aged 16+ n – 1060

Participating in the Arts 2025 (Profile)

Within the 2025 online sample, arts participation is significantly higher among women and younger adults, with a remarkable 59% of under 35 yrs taking part in a creative activity. This highlights a generation that is not just consuming culture, but actively co-creating it.

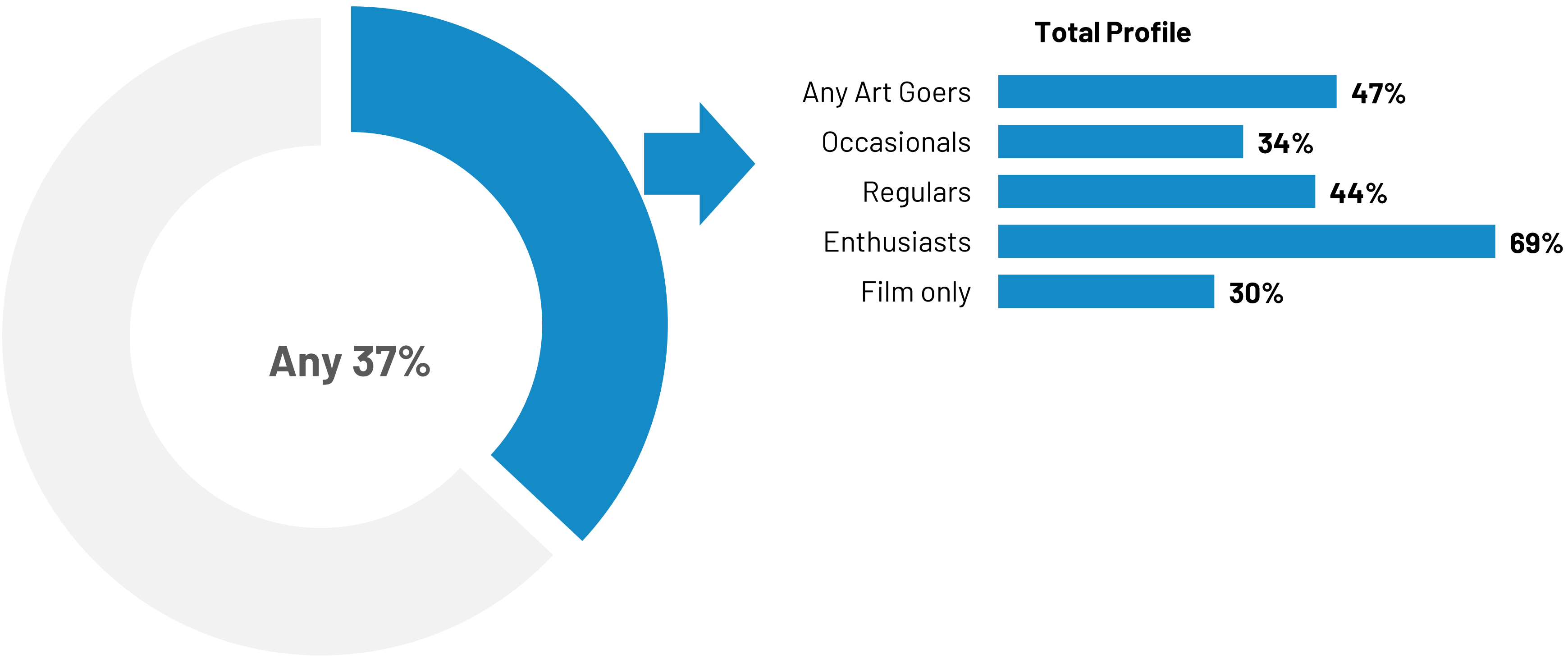




Q.15 In the past 12 months, have you taken part in any of the following activities?
Base: Adults aged 16+ n – 1060

Participating in the Arts 2025 (Segments)

A clear link exists between attending and participating. Within the 2025 sample, participation rises dramatically with the level of arts attendance, from just 30% of 'Film Only' attendees to 69% of 'Enthusiasts', showing how deep engagement often involves both spectating and creating.

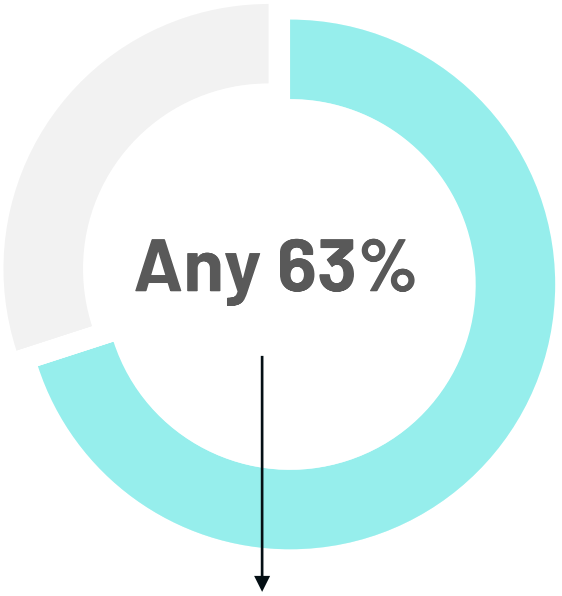


Q.15 In the past 12 months, have you taken part in any of the following activities?
Base: Adults aged 16+ n – 1060

Art Activities I would like to be more involved with

There is a huge latent demand for creative participation, with 63% of adults wishing they could be more involved. Time is the single biggest barrier (44%), followed by cost (36%), reflecting the pressures of modern life on people's creative aspirations.

Would like to participate more in the Arts

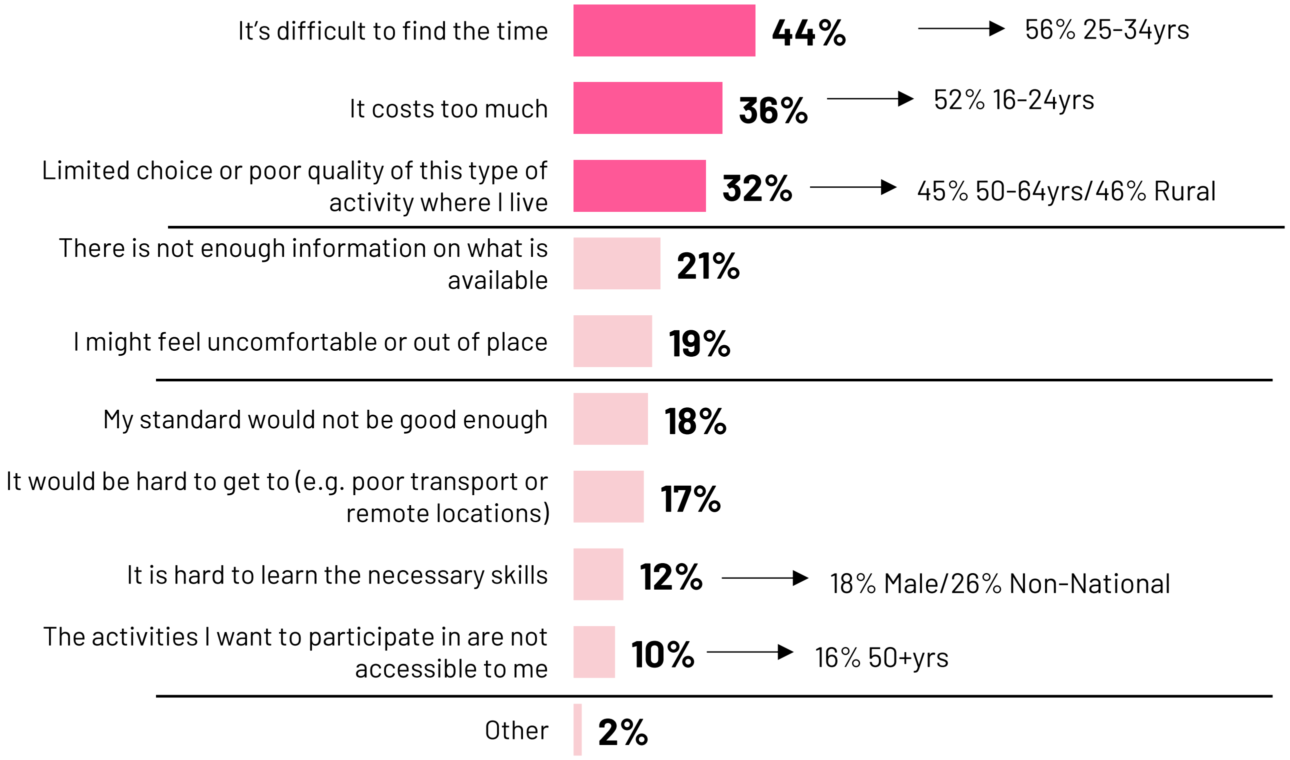


92% Current Participants

46% Non Participants

Why don't you?

(Base: Those who would like to be involved - 731)



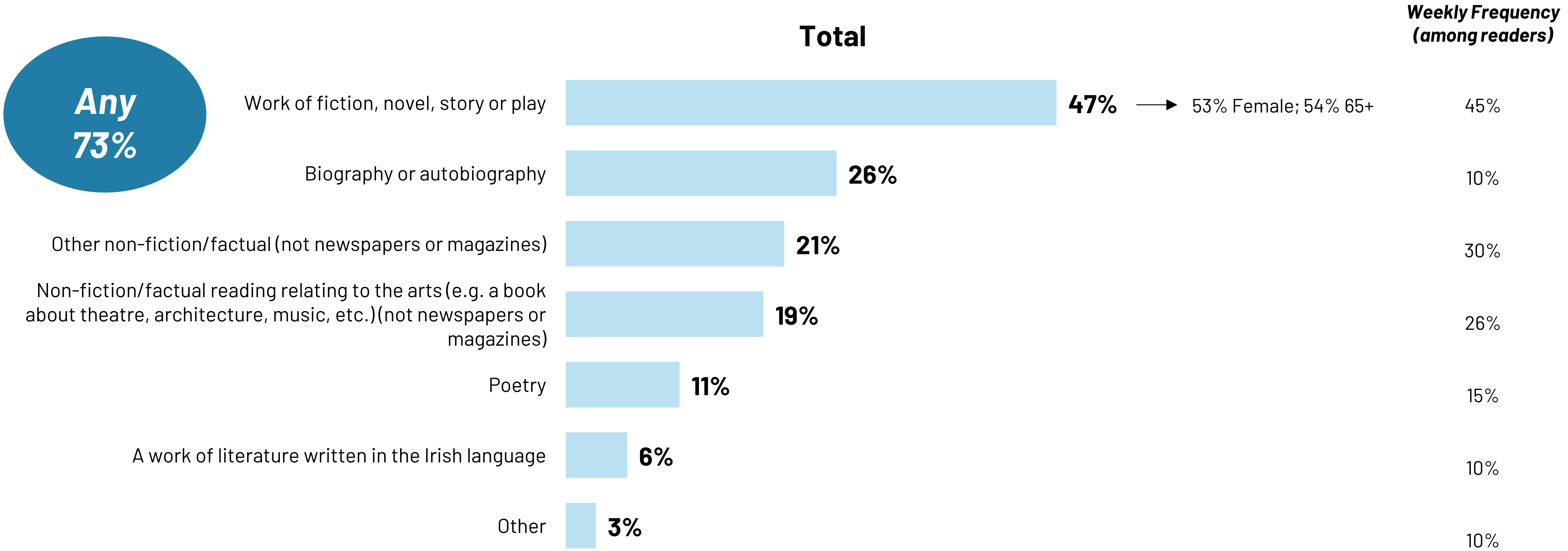
Q.18a Which of these do you really wish you could be more involved with/ do more often?

Q.18b Thinking now of the activities you really wish you could be involved with/ do more often what are some of the reasons for you not participating in these activities as you would wish?

Base: Adults aged 16+ n – 1060

Reading for Pleasure 2025

Reading for pleasure is a widespread activity within the 2025 sample, with nearly three-quarters (73%) having read a book in the past year. Fiction remains the most popular genre, engaging almost half of all adults (47%).



Q.20a Have you read any of the following in the past 12 months?
Base: Adults aged 16+ n – 1060

Participation & Reading: Summary of Key Findings

Key findings from Arts Insight 2025 in relation to Participating in the Arts & Reading for pleasure include..

Young and creatively engaged

Creative participation is high among this online sample, with over a third taking part in an arts activity. This is especially pronounced among those under 35 years (59%), revealing a young, creatively engaged cohort.

Synergy between attendance and participation

A clear synergy exists between attending and creating: participation rises dramatically with engagement, from just 30% of 'Film Only' attendees to 69% of 'Enthusiasts'.

Huge unmet creative desire

There is a huge unmet desire for more creative engagement, with nearly two-thirds of adults wishing they could participate more. The key barriers are not lack of interest, but the practical constraints of time and cost.

Literature as a pillar of cultural engagement.

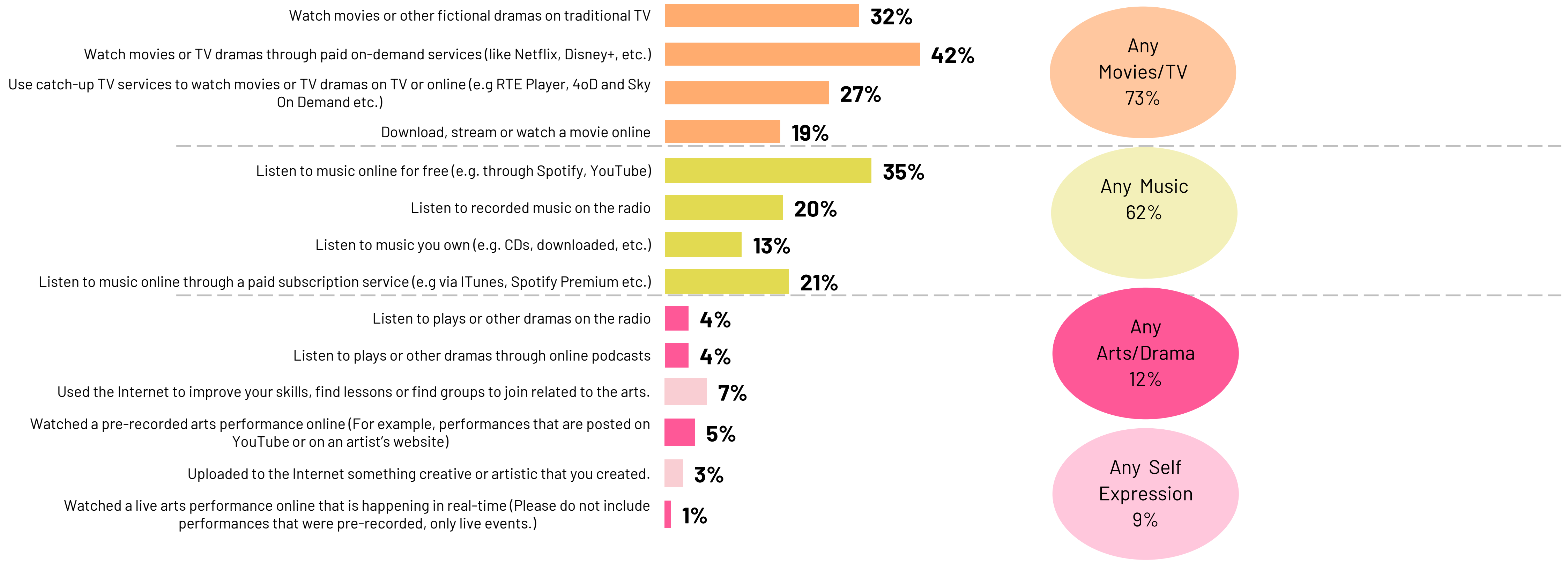
Reading for pleasure is a near-universal habit within this sample (73%), reinforcing the importance of literature as a foundational pillar of cultural engagement.

DIGITAL ARTS ENGAGEMENT

ARTS INSIGHTS 2025

Digital Arts Engagement: Regularly (Weekly)

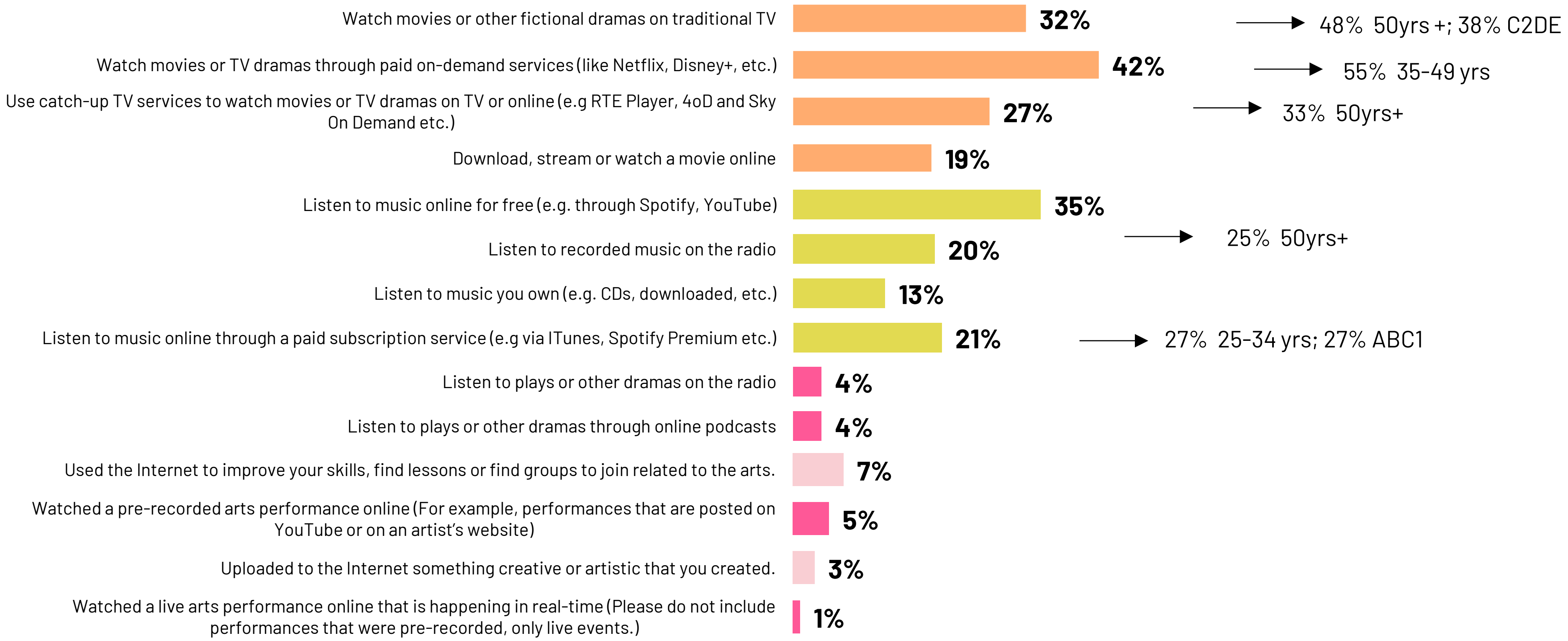
The 2025 data shows that digital engagement with movies and music is an established habit for many. Paid on-demand services like Netflix are a dominant force (42% use weekly), while free online music streaming on platforms like YouTube and Spotify is also a key activity (35%).



Q.24b And which of these do you do regularly – say at least once a week?
Base: Adults aged 16+ n – 1060

Digital Arts Engagement: Regularly (Weekly)

While TV remains a key medium for older audiences, weekly digital engagement is driven by younger demographics. Paid music streaming is highest among 25-34s (27%), while paid TV/movie services peak among 35-49s (55%).



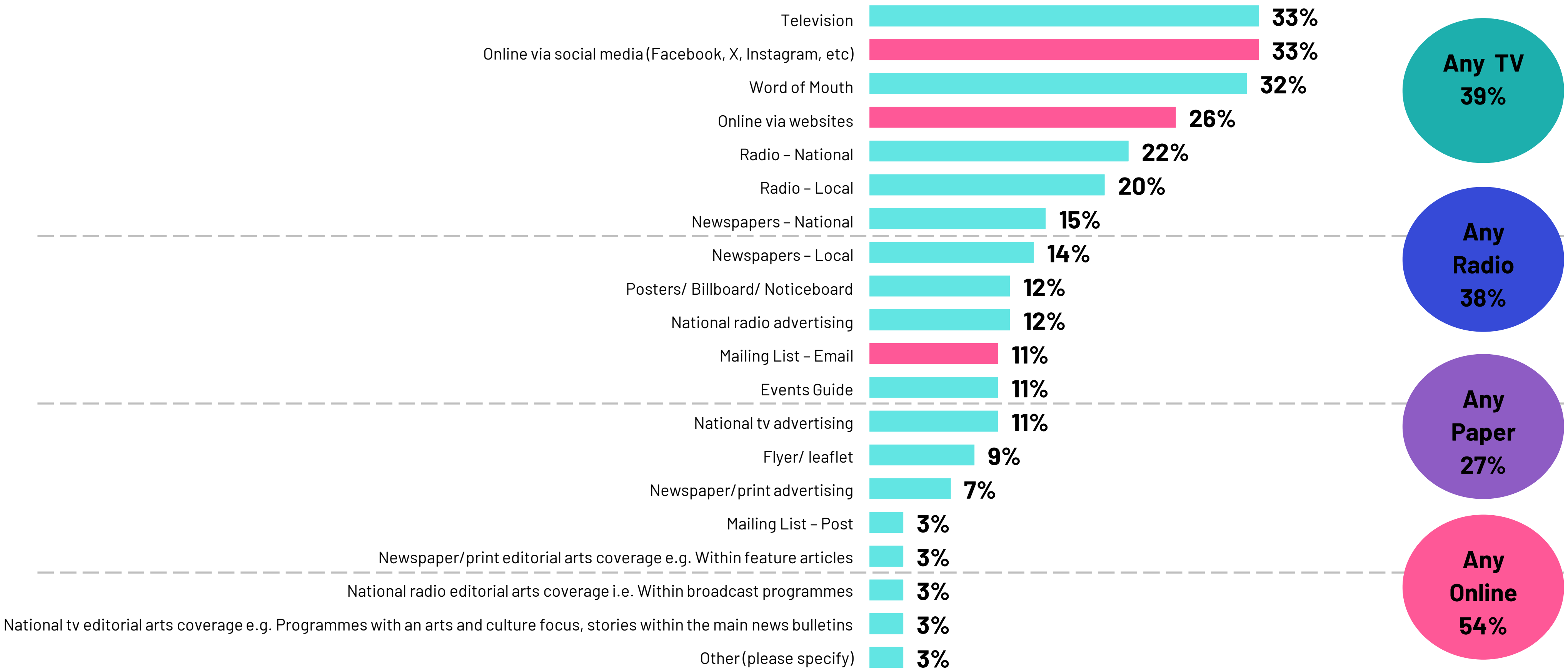
Q.24b And which of these do you do regularly – say at least once a week?
Base: Adults aged 16+ n – 1060

GETTING INFORMATION ABOUT ARTS EVENTS AND ACTIVITIES

ARTS INSIGHT 2025

Sources for Finding out more about the Arts

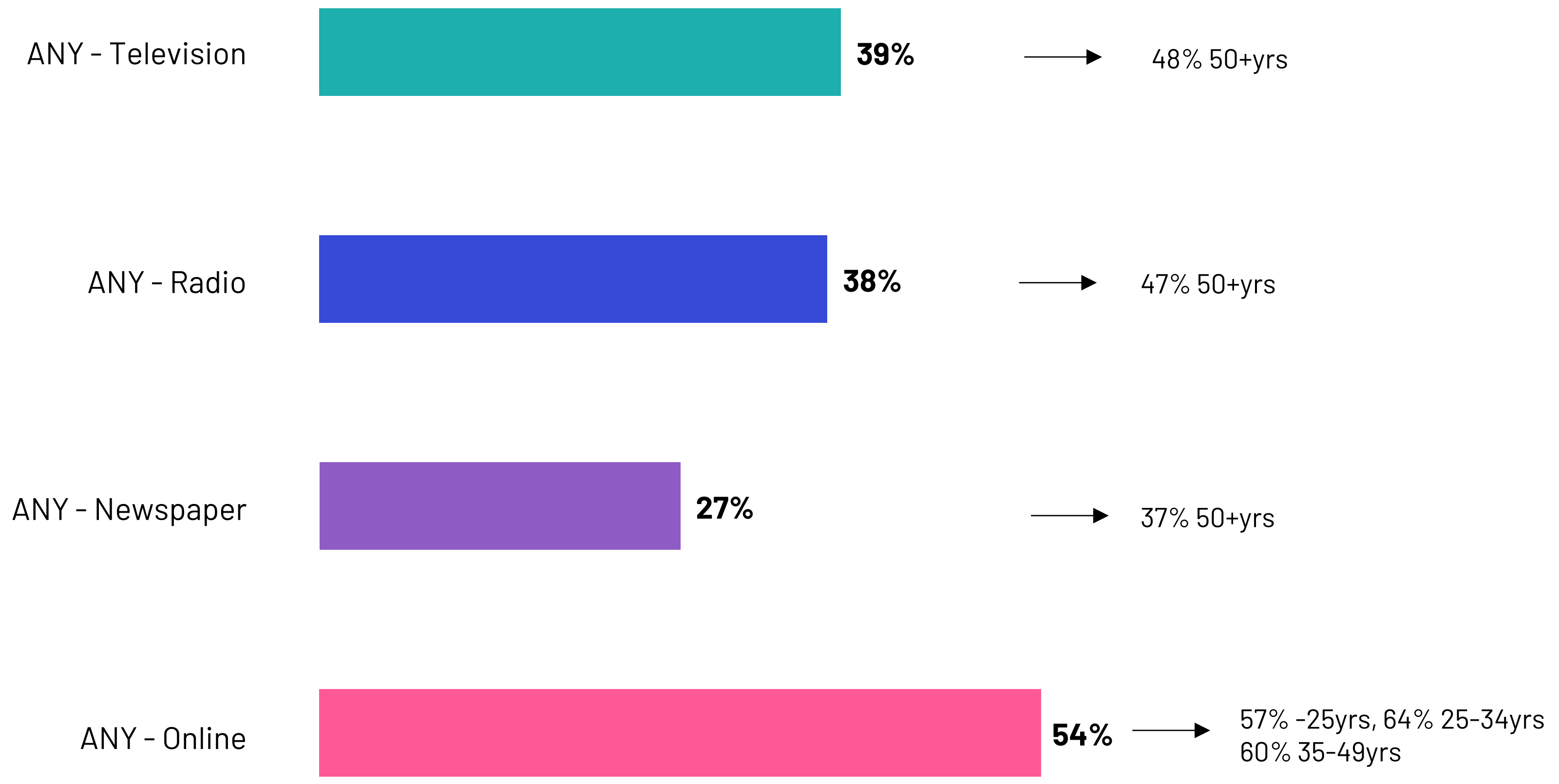
Within this digitally-engaged online sample, online sources are the primary way people find out about the arts (54%). However, traditional sources like television (39%) and radio (38%) still play a significant role, highlighting the need for a multi-channel information strategy.



Q.25 How do you usually find out about the arts events and activities you are interested in?
Base: Adults aged 16+ n – 1060

Sources for Finding out more about the Arts: Summary

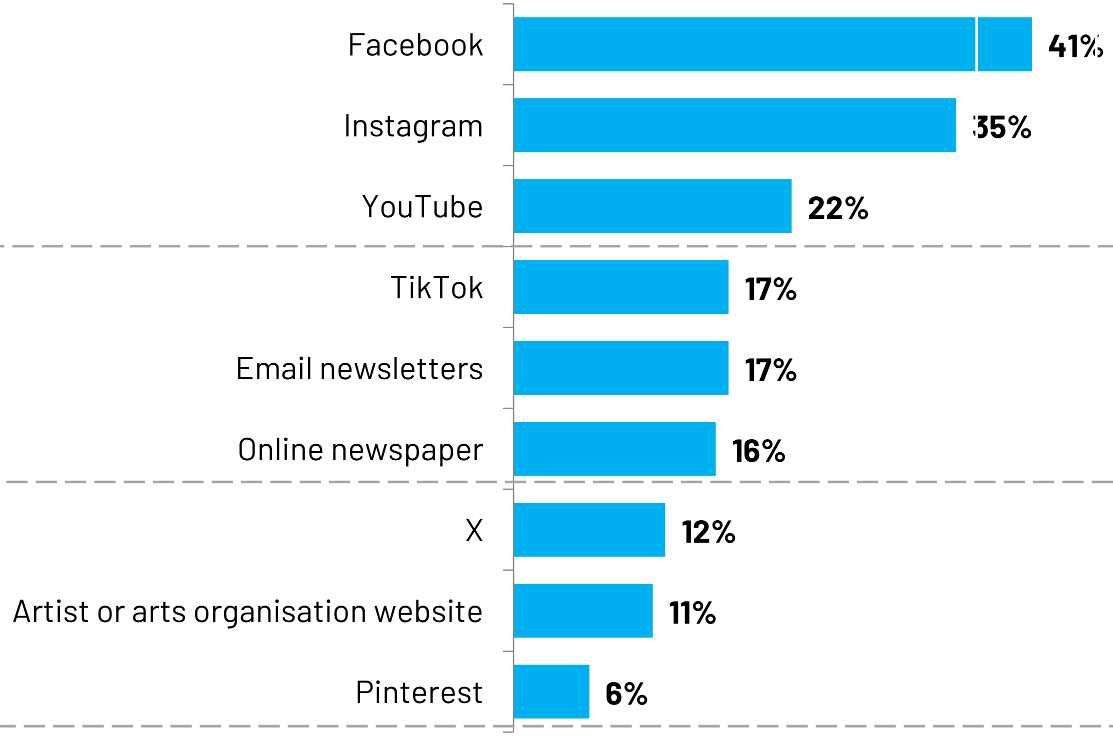
Information sources are heavily generation-dependent. In 2025, those under 50 are overwhelmingly reliant on online channels to find out about the arts, while those aged 50+ continue to depend more heavily on traditional broadcast media like TV and radio.



Q.25 How do you usually find out about the arts events and activities you are interested in?
Base: Adults aged 16+ n – 1060

Online Media Sources for Arts Events & Activities

Among online sources in 2025, social media platforms are dominant. Facebook remains the leading source (41%), but Instagram is more important for those under 35. The rise of TikTok as an information source for 16-24s (42%) is a critical trend.



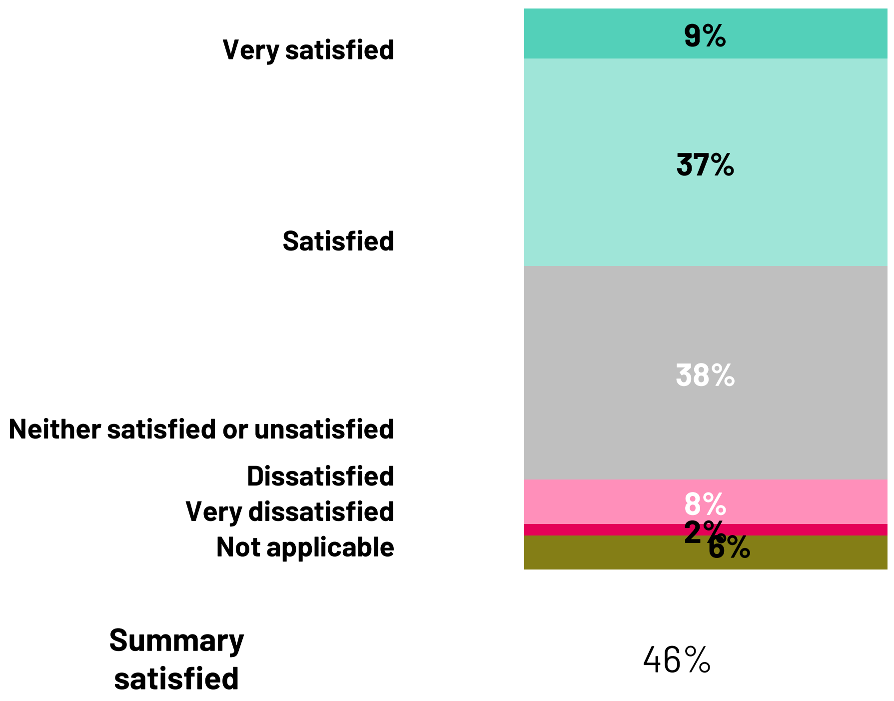
	Age 16-24	Age 25-34	Age 35-49	Age 50+
	104	214	280	*462*
Facebook	22%	48%	52%	39%
Instagram	58%	58%	39%	17%
YouTube	29%	33%	21%	17%
TikTok	42%	27%	16%	6%
Email newsletters	10%	16%	17%	20%
Online newspaper	6%	13%	11%	23%
X	23%	18%	11%	6%
Artist or arts organisation website	8%	10%	9%	12%
Pinterest	16%	9%	3%	4%

Q.26 Which online media have you used for information about arts events and activities in the past 12 months?
Base: Adults aged 16+ n – 1060

Satisfaction with availability of Information about Arts Events/Activities

Within the 2025 online sample, satisfaction with the availability of arts information is mixed, with 46% satisfied and 38% neutral. Satisfaction is highest among the most engaged 'Enthusiast' segment (66%), suggesting that those who actively seek information are more likely to be content with what they find.

2025



2025: Summary Satisfied	
46%	All Adults
48%	16-24yrs
56%	25-34yrs
42%	35-49yrs
44%	50yrs
44%	Occasionals
55%	Regulars
66%	Enthusiasts

Q.29 How satisfied or dissatisfied are you with the availability of information about arts events and activities?
Base: Adults aged 16+ n – 1060

Digital Engagement & Information: Summary of Key Findings

Key findings from Arts Insight 2025 in relation to Digital Arts Engagement & Getting Information about Arts Events and Activities include..'

Netflix and Youtube

Digital engagement is dominated by mainstream, on-demand entertainment. Paid services like Netflix and free music platforms like YouTube are weekly habits for a huge proportion of the population.

Information's generational divide

A sharp generational divide defines how people find information about the arts. Those under 50 are now overwhelmingly reliant on online sources, while traditional broadcast media (TV and radio) remains the primary channel for those aged 50+.

Age fragments social media

Within social media, the landscape is fragmenting by age. While Facebook is a key source, Instagram is vital for under-35s, and TikTok has become a dominant information channel for 16-24s.

Only seekers are satisfied with information

Satisfaction with the availability of arts information is mixed. The most engaged audiences ('Enthusiasts') are the most satisfied, suggesting that those who actively seek information are better served than those who are passive recipients.

ARTS ATTITUDES

ARTS INSIGHT 2025

Attitudes towards 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 Irish society

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

Ireland is a creative nation

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 equal opportunities for everyone living in Ireland to attend and participate in the arts, (regardless of class, age, ethnicity, disability etc)

Quality

The quality of professional arts presented in Ireland are on a par with those you would experience in any European country

Economic Value

The arts in Ireland should receive public funding

The arts in Ireland are underfunded

Ireland's reputation for the arts helps bring visitors and tourists to Ireland

Social value

The arts locally help give my county or region a distinctive identity

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

Personal well-being

The arts make for a richer and more meaningful life

The arts play a significant part in my life

Arts Transaction

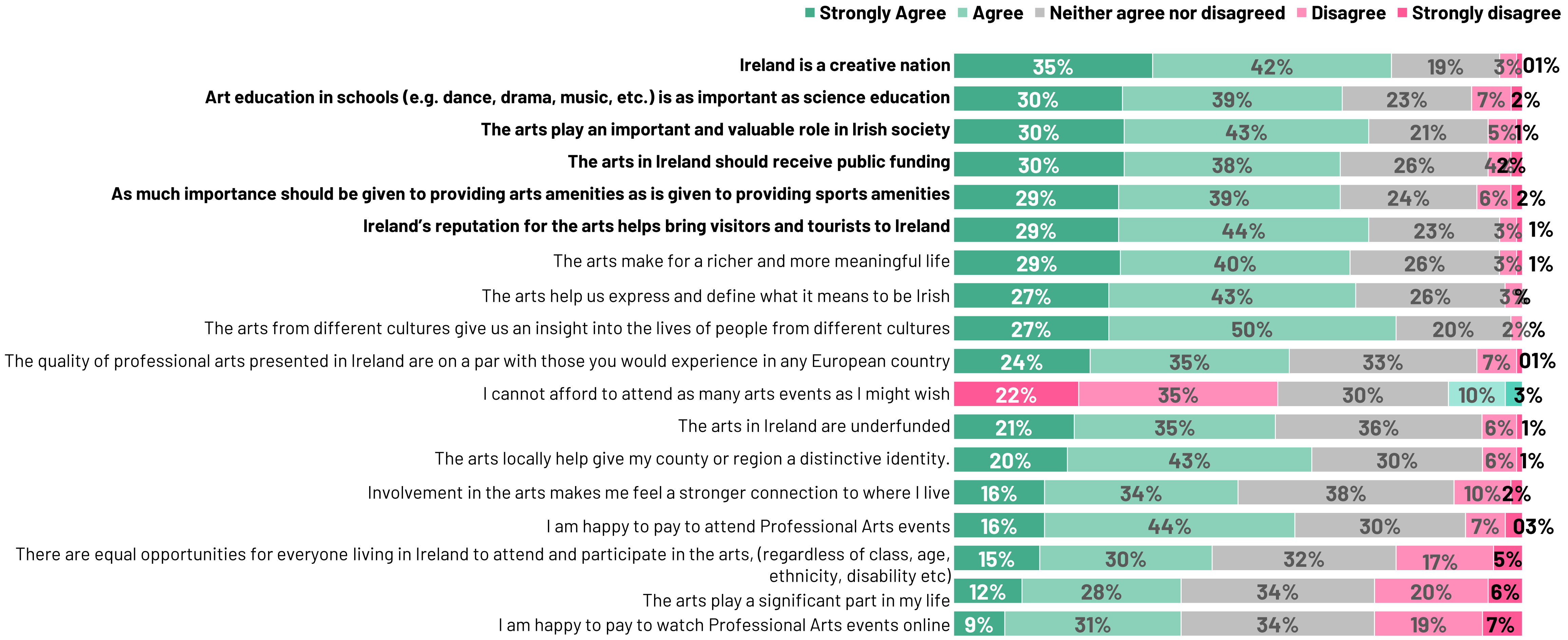
I am happy to pay to attend Professional Arts events

I am happy to pay to watch Professional Arts events online

Q.30 How much do you agree or disagree with each of the following statements

Attitudes towards the Arts 2025

There is a powerful and widespread belief in the intrinsic value of the arts. An overwhelming majority agree that Ireland is a creative nation (77%), that the arts play a valuable role in society (73%), and that they should receive public funding (68%).

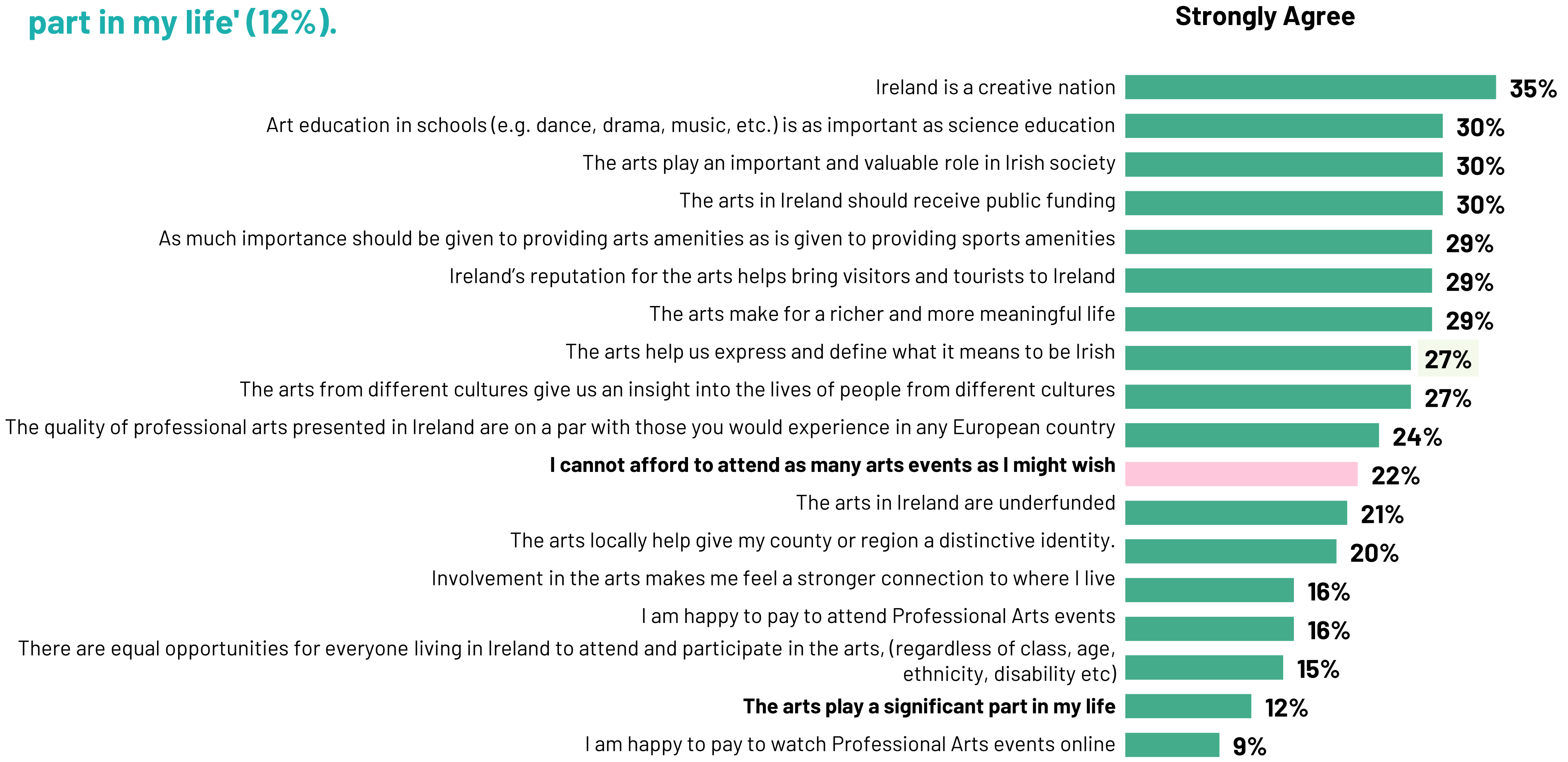


Q.30 How much do you agree or disagree with each of the following statements

Base: Adults aged 16+ n – 1060

Attitudes towards the Arts 2025

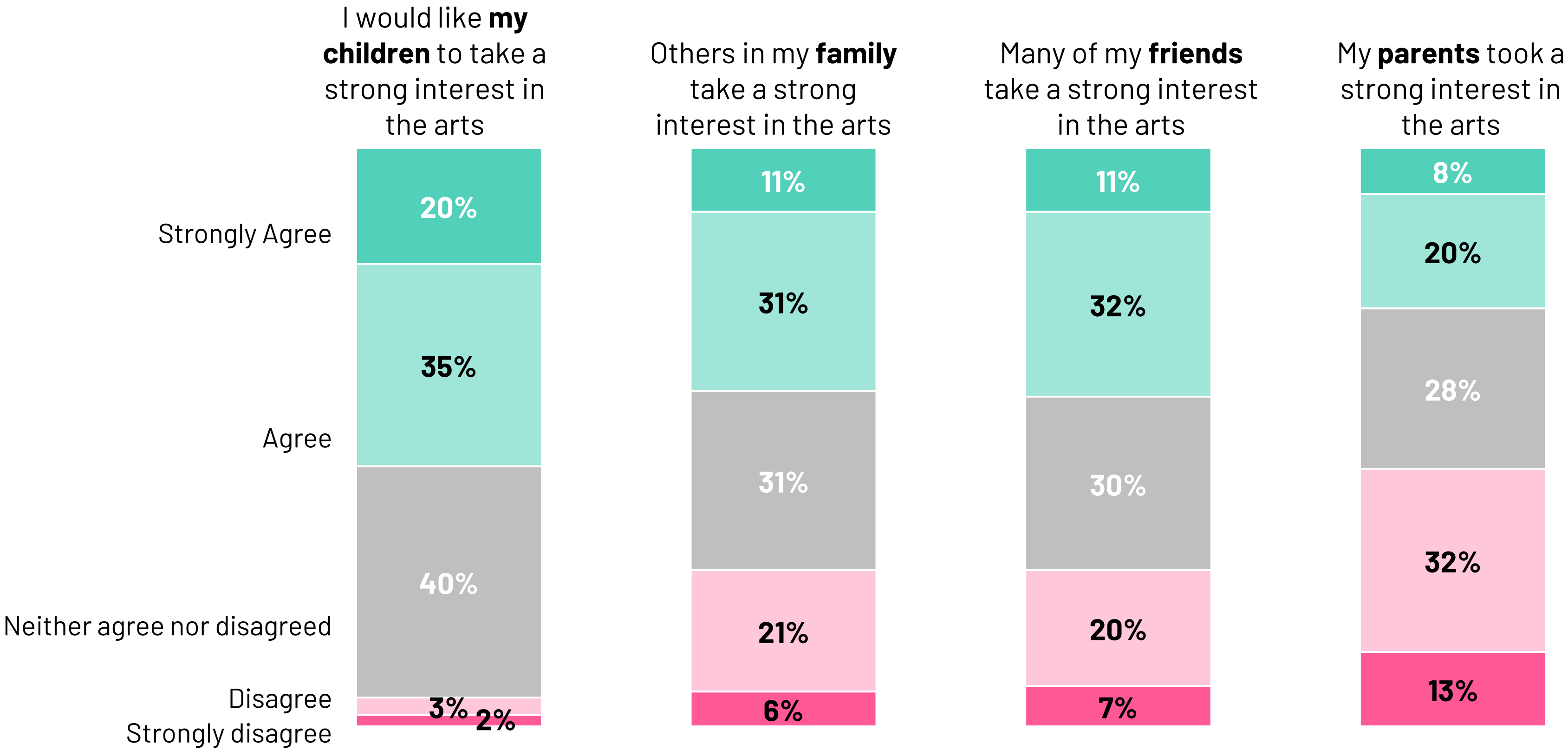
The 2025 data reveals a key tension: while belief in the public value of the arts is strong, personal financial barriers are a major concern. Strong agreement that 'I cannot afford to attend' (22%) is notably higher than agreement that 'The arts play a significant part in my life' (12%).



Q.30 How much do you agree or disagree with each of the following statements
Base: Adults aged 16+ n – 1060

Attitudes towards the Arts: Family and the Arts

There is a strong forward-looking desire to pass on a love for the arts, with 55% agreeing they would like their children to take a strong interest. This aspiration is significantly higher than the level of arts interest people recall from their own parents (28%).



Summary Agree	55%	42%	43%	28%

Q.31 How much do you agree or disagree with each of the following statements
Base: Adults aged 16+ n – 1060

Arts Attitudes: Summary of Key Findings

Key findings from Arts Insight 2025 in relation to national attitudes towards the arts include..'

Social appreciation of the arts

There is a powerful and near-universal belief in the public value of the arts. The vast majority of adults agree that the arts are vital to Ireland's identity and creative reputation, and that they deserve public funding.

The gap with individual reality

A critical tension exists between this belief in public value and personal circumstances. Strong agreement that 'I cannot afford to attend' is significantly higher than agreement that 'The arts play a significant part in my life', highlighting a gap between societal appreciation and individual reality.

Fostering the next generation of arts lovers

There is a strong desire to foster the next generation of arts lovers. A majority of people (55%) want their children to take a strong interest in the arts, an aspiration that far outstrips their own recalled upbringing.

KEY LEARNINGS
ARTS INSIGHT 2025

Arts Insight 2025: Key Learnings

1.

A Resilient Core in a "Two-Speed" Arts Economy

The 2025 data reveals a two-speed arts economy. While the wider entertainment market has fallen back to its post-pandemic baseline after the 2024 surge, the 'Core Arts' sector has proven remarkably resilient. It has successfully retained a significant portion of its 2024 audience, demonstrating the enduring value and appeal of the artforms the Arts Council supports, even in a challenging climate.

2.

Younger Adults are the Driving Force Behind Arts Engagement

The data shows a clear generational shift. 90% of those under 35 years attended an arts event in 2025 (vs. 72% of all adults), and 59% participated in a creative activity (vs. 37% of all adults). The key challenge for the sector is how to harness this powerful wave of youth engagement and ensure it is sustained for the long term.

3.

The Cost-of-Living Crisis is Now the Dominant Headwind

The primary driver explaining the market's normalization is economic. Cost is the single biggest barrier preventing people from attending more, and satisfaction with "Value for Money" is under pressure. The strategic challenge for the sector has fundamentally shifted from post-COVID recovery to proving value and maintaining accessibility in an era of sustained financial pressure on households.

4.

Powerful Societal Appreciation but Lower Personal Connection

There is a powerful, widespread belief in the cultural benefit of the arts. However, there is a clear disconnect between this societal appreciation and people's personal connection to the term "the arts." The challenge is to recognize and champion the "everyday" role the arts play in people's lives, closing the gap between what people do and how they feel about the arts.

Arts Insight 2025: Key Learnings

5.

Resilient Enthusiasts and Persistent Inequality:

The highly engaged 'Enthusiast' segment continues to drive attendance at core arts events, accounting for over 50% of attendances. However, this must be paired with the challenge of persistent socio-economic and geographic inequality of attendance. A key task for the sector is to broaden its reach, converting non-attenders and 'Occasionals' while still serving its core audience.

6.

An Untapped Appetite for Everyday Creativity

Beyond formal attendance, there is a huge, unmet desire for personal creativity, with nearly two-thirds of adults wishing they could participate more in the arts. The primary barriers are not lack of interest, but the practical constraints of time and cost. This signals a major opportunity for the sector to develop and promote accessible, low-barrier, local opportunities for creative participation.

7.

The Generational Divide in Communication is Deepening

The channels for reaching audiences are increasingly fragmented by age. Those aged 50+ remain anchored to traditional broadcast media (TV and Radio). For audiences under 50, the landscape is entirely online, with platforms like TikTok now a dominant information source for 16-24s. A "one-size-fits-all" communications strategy is no longer viable.

8.

Reading for Pleasure is a Near-Universal Habit:

With nearly three-quarters of the population reading a book in the past year, reading remains a foundational pillar of cultural engagement in Ireland. This near-universal habit represents a powerful and established gateway to wider arts and cultural participation.

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