

Arts Insight 2023

The National Arts Engagement Survey

J. 234784

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the arts
council
as chomhairle
ealaíon

Arts Insight 2023 Methodology

- The purpose of Arts Insights is to establish rigorous statistical measures on the Irish public's attitudes and behaviours relating to arts and culture; and how these correspond with other consumer and lifestyle behaviours.
 - The 2023 research builds off the findings of annual surveys from 2018.
- Nationally representative sample of 1,000 adults ages 16+:
 - Quota controlled in terms of gender, age, region and area.
 - Fieldwork was conducted in October/ November 2023.
 - All interviewing was conducted face to face.
 - In total, 1,015 interviews were completed for Arts Insight 2023.



Sample Profile

Base: Adults aged 16+ n - 1,015

		2023 %
Gender	Male	49
	Female	51
Age	>35	30
	35-49	29
	50+	41
Social Class	ABC1	50
	C2DE	50

		2023 %
Region	Dublin	29
	ROL	28
	Munster	27
	Conn/Ulster	17
Area	Urban	66
	Rural	34
Nationality	Nationals	83
	Non-Nationals	17



Arts Attendance



Theatres/ plays
'in focus'



Digital Arts
Engagement



Getting Information
about Arts Events
and Activities



Participating in the
Arts



Reading for
pleasure



Attitudes towards Arts



Key Learnings



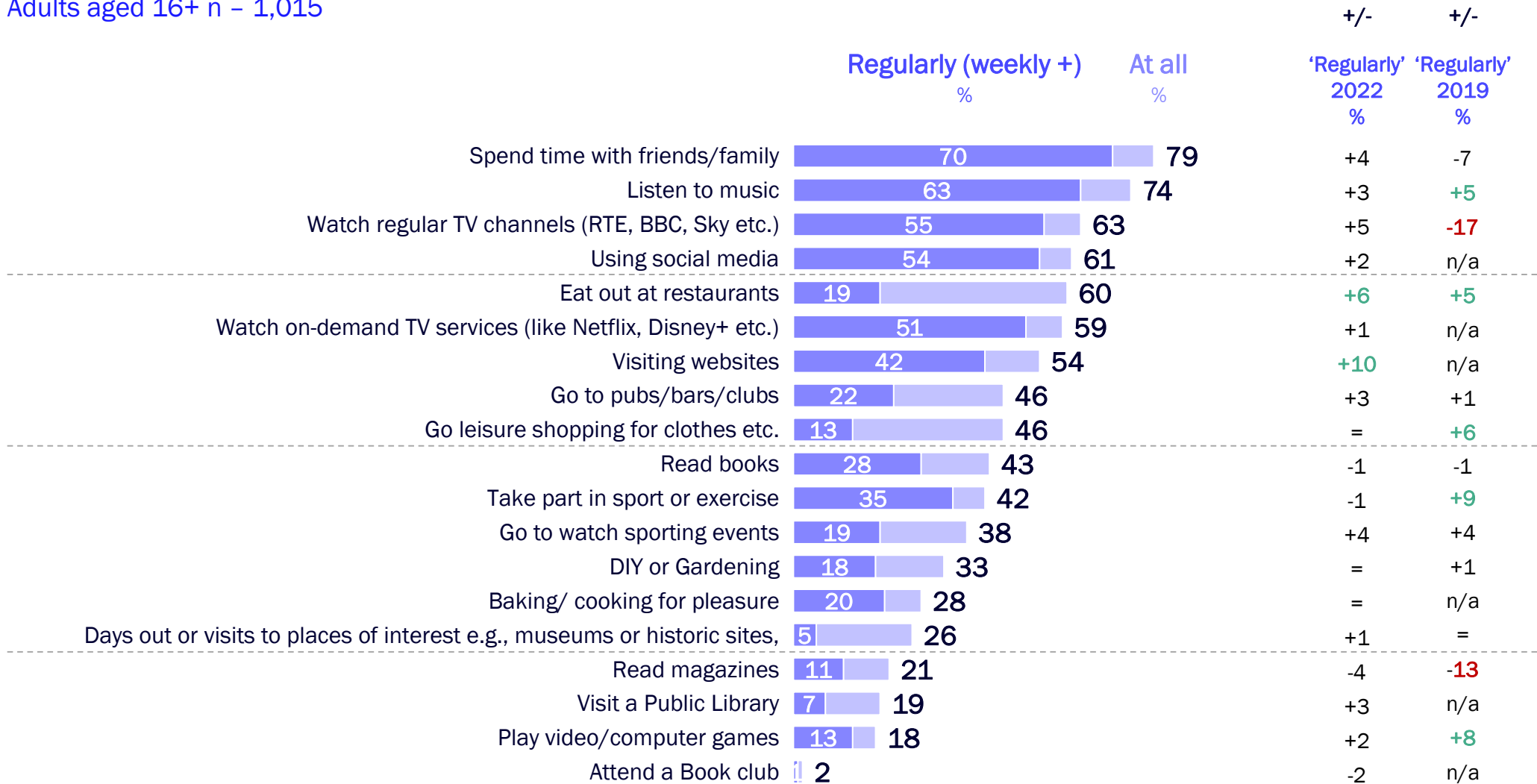
Arts attendance

Arts Insight 2023

B&A

General Leisure Interests

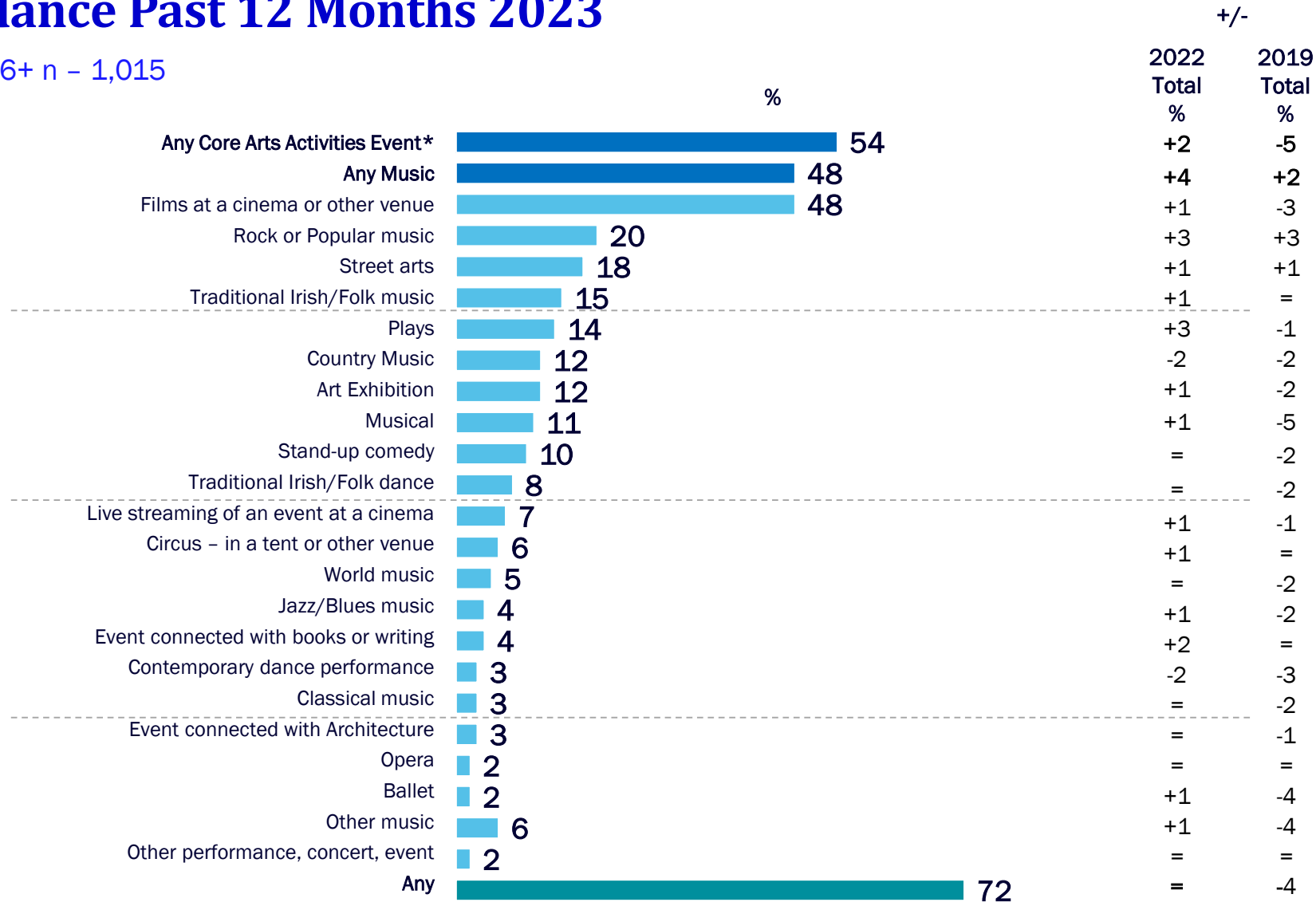
Base: Adults aged 16+ n – 1,015



Modest but positive increase in almost all leisure activities. The largest increases are for visiting websites and eating out at restaurants. The declines in traditional media since COVID remain apparent.

Arts Attendance Past 12 Months 2023

Base: Adults aged 16+ n – 1,015



Arts Attendance overall is broadly stable year on year even as several event types register marginal increases. More than half have attended at least one Core Arts Activities Event.

Arts Attendance Past 12 months

Base : All Adults aged 16+ n- 1,015

	Total	Gender		Age				Social Class		Region	
		Male	Female	16-24	25-34	35-49	50+	ABC1	C2DE	Dublin	Ex. Dublin
	1015	481	534	93	167	301	454	534	481	256	759
	%	%	%	%	%	%	%	%	%	%	%
Any	72	72	73	87	79	80	59	82	63	68	74
Any Arts Council Funded Event*	54	50	58	56	53	57	52	62	46	45	58
Any Music	48	48	47	54	50	51	42	58	37	39	51
Films at a cinema or other venue	48	46	50	75	62	56	28	57	39	53	46
Live streaming of an event at a cinema	7	7	7	14	8	8	3	11	3	8	7
Plays	14	11	17	14	7	13	17	18	10	11	15
Opera	2	1	2	-	-	2	2	2	1	2	2
Musical	11	8	15	10	9	13	11	15	8	10	12
Stand-up comedy	10	9	11	10	13	15	6	14	6	12	10
Contemporary dance performance	3	2	4	6	0	3	2	4	2	2	3
Ballet	2	1	2	3	2	1	2	2	2	3	1
Traditional Irish/Folk dance	8	9	8	4	3	11	10	10	7	8	9
Classical music	3	3	4	3	1	2	5	6	1	3	3
Jazz/Blues music	4	4	3	3	2	4	4	5	2	3	4
Rock or Popular music	20	22	17	28	24	23	13	25	14	17	21
Traditional Irish/Folk music	15	18	13	9	8	15	20	17	13	12	17
Country Music	12	10	14	14	12	11	12	12	12	4	15
World music	5	5	4	11	4	4	3	6	4	3	5
Other music	6	7	5	12	10	6	3	6	6	5	7
Event connected with books or writing	4	2	6	2	3	5	4	6	2	4	4
Art Exhibition	12	9	15	14	9	12	13	17	8	17	10
Event connected with Architecture	3	3	2	-	2	3	3	4	1	3	2
Street arts	18	17	18	27	18	20	12	21	15	6	22
Circus - in a tent or other venue	6	4	7	8	10	7	2	6	6	2	7
Other performance, concert, event	2	2	2	4	2	2	2	3	1	1	2
None	28	29	27	13	21	20	41	18	37	32	26

Arts Attendance Past 12 Months (vs 2022/ 2019)

Base: Adults aged 16+ n – 1,015

	Total	Gender		Age				Region		Social class	
		Male	Female	16-24	25-34	35-49	50+	Dublin	Excl Dublin	ABC1	C2DE
	1,015	481	534	93	167	301	454	256	759	534	481
	%	%	%	%	%	%	%	%	%	%	%
Any: 2023 Vs 2022	=	+2	-2	+3	-3	+2	=	-7	+4	+2	=
Any Core Arts Activities Event*: 2023 Vs 2022	+2	=	+4	+4	-2	+1	+3	-8	+6	+4	=

People living outside Dublin, ABC1s, women and those under 25 years have increased their attendance of Any Core Arts Activities Events year on year.

Arts Attendance Past 12 Months (vs 2022/ 2019)

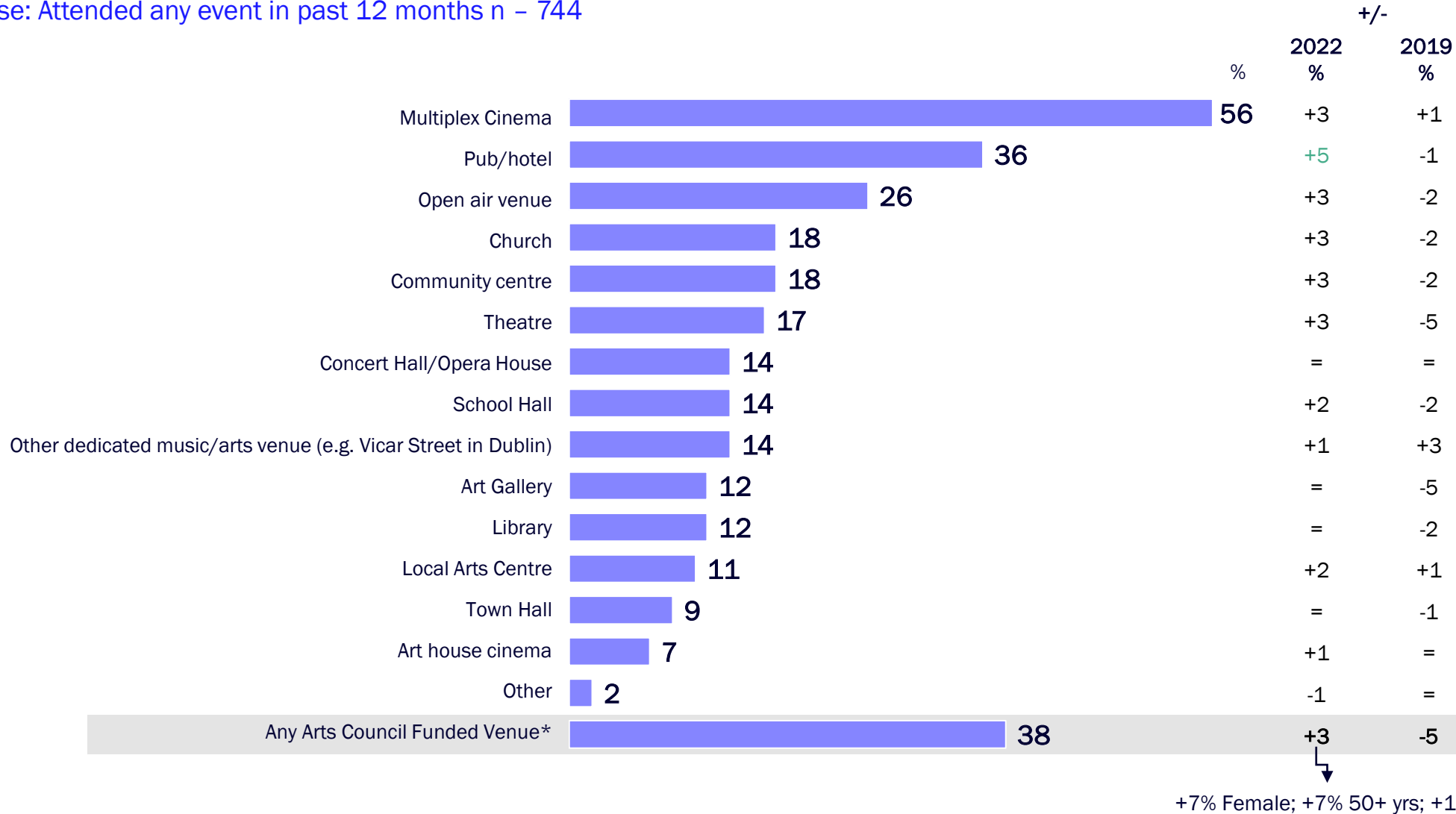
Base: Adults aged 16+ n – 1,015

	Total	Gender		Age				Region		Social class	
		Male	Female	16-24	25-34	35-49	50+	Dublin	Excl Dublin	ABC1	C2DE
	1,015	481	534	93	167	301	454	256	759	534	481
	%	%	%	%	%	%	%	%	%	%	%
Any: 2023 Vs 2022	=	+2	-2	+3	-3	+2	=	-7	+4	+2	=
<i>Any: 2023 Vs 2019</i>	-4	-4	-3	+4	-7	-6	-4	-4	-4	-4	-5
Any Core Arts Activities Event*: 2023 Vs 2022	+2	=	+4	+4	-2	+1	+3	-8	+6	+4	=
<i>Any core arts activities event: 2023 Vs 2019</i>	-5	-8	-2	-8	-7	-5	-3	-11	-2	-5	-6

People living outside Dublin, ABC1s, women and those under 25 years have increased their attendance of Any Core Arts Activities Events year on year.

Venues Attended for Arts Events in Past 12 months

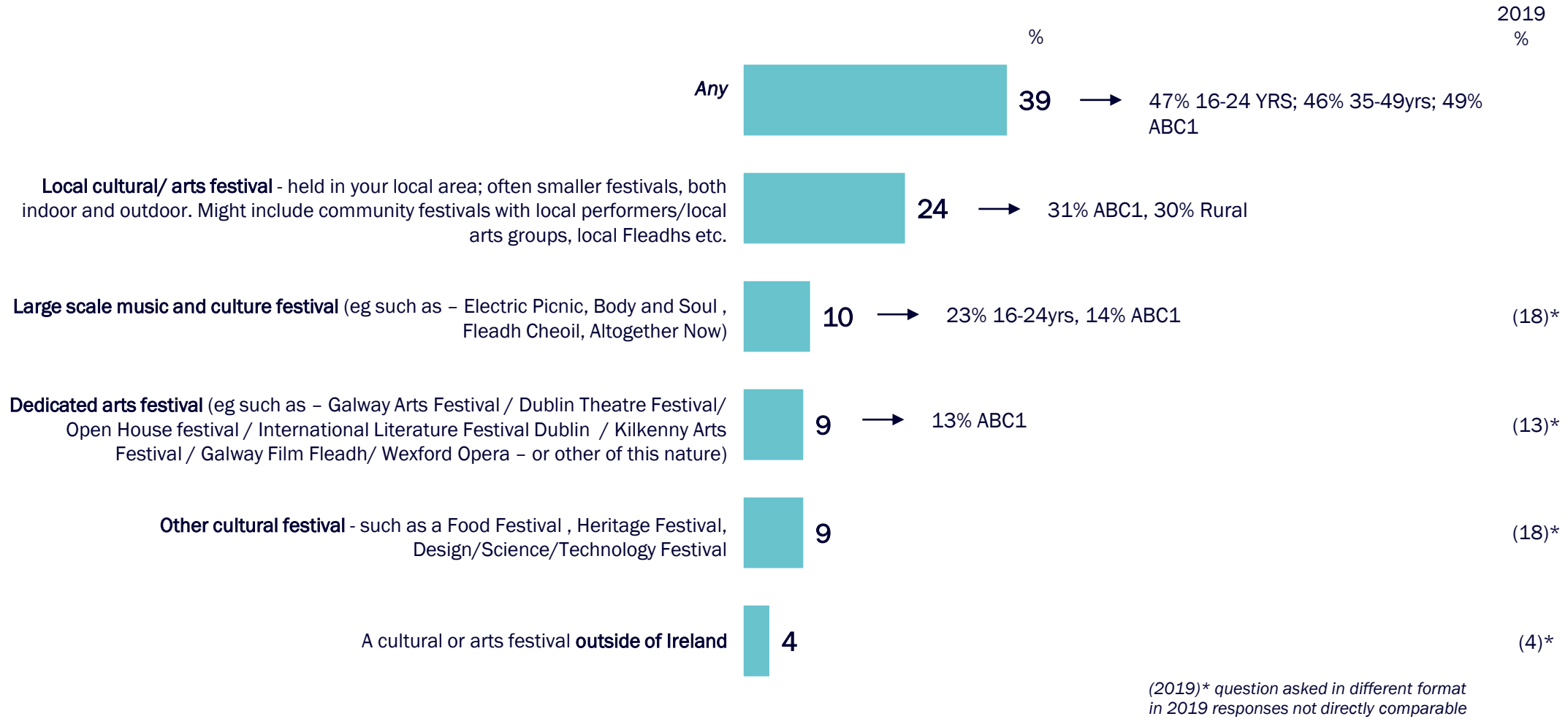
Base: Attended any event in past 12 months n – 744



38% of adult have attended at least one Arts Council Funded venue which is a marginal increase in comparison to last year. Women, adults aged 50+ and ABC1s have increased their attendance of Arts Council Funded Venues more than the national average.

Festival Attendance 2023

Base: Adults aged 16+ N- 1,015

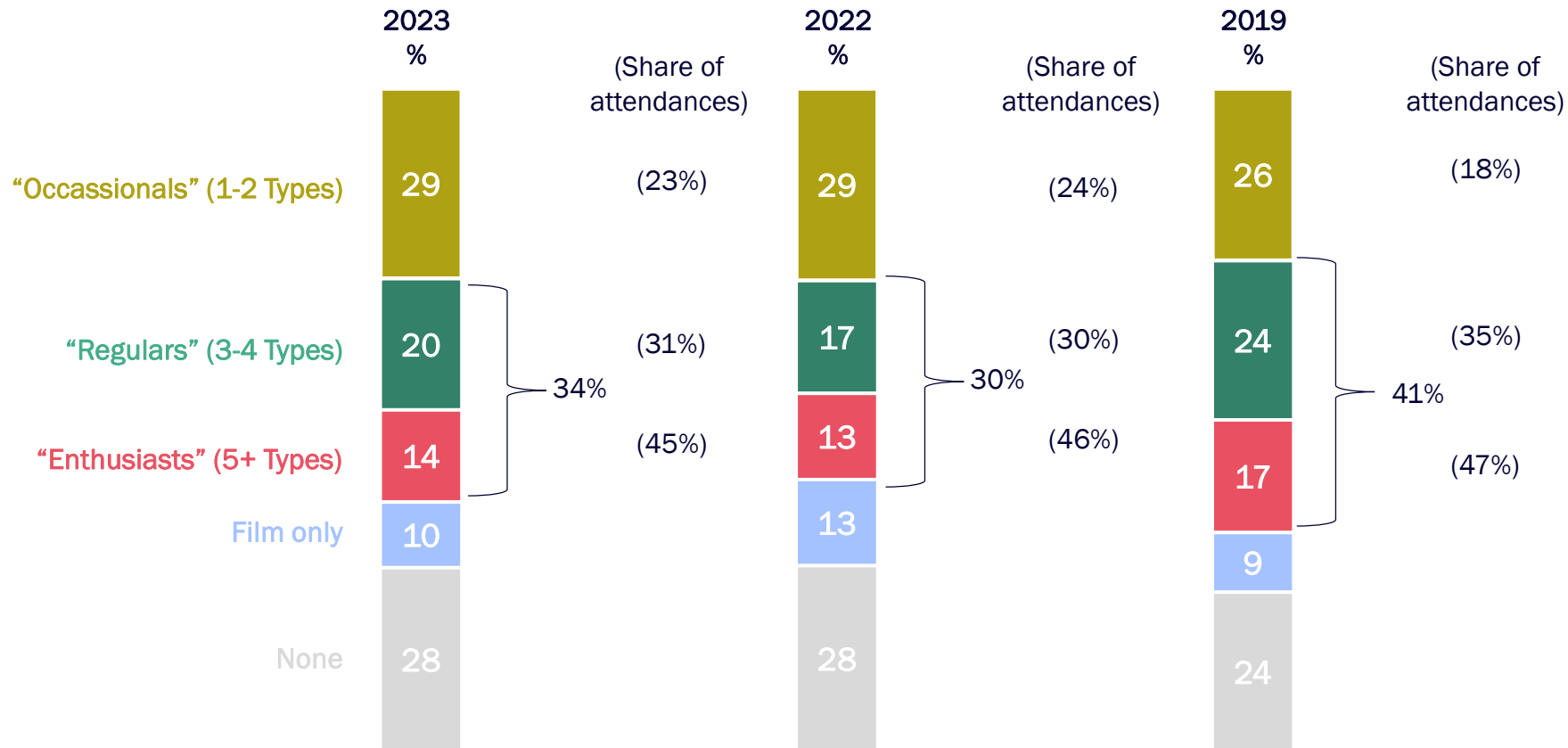


39% of adults have attended any type of festival in the past 12 months, peaking for local cultural/ arts festivals which feature and especially strong rural attendance.

Arts Insight Segments

Base: Adults aged 16+ n – 1,015

Total cross attendance



The National Arts Insight Segmentation confirms a year on year increase for both regulars and enthusiasts. Combined these groups again account for over 75% of all arts attendances.

Arts Insight 2023: Segments Profile

Base: Adults aged 16+ n – 1,015



	Total	Any arts goers	Occasionals	Regulars	Enthusiasts	Films	None
	1,015	648	297	201	150	96	271
	%	%	%	%	%	%	%
Gender							
Male	49	48	54	44	40	50	51
Female	51	52	46	56	60	50	49
Age							
16-24 years	14	16	13	20	19	24	7
25-34 years	15	16	16	18	13	25	12
35-49 years	29	31	28	34	34	37	20
50+ years	41	37	43	28	35	13	61
Social Class							
ABC1	50	58	53	56	71	45	32
C2DE	50	42	47	44	29	55	68
Region							
Dublin	29	25	25	24	27	42	33
Ex. Dublin	71	75	75	76	73	58	67
Leinster	28	31	28	31	36	25	22
Munster	27	25	26	26	22	21	33
Conn/Uls	17	20	22	19	16	13	12
Area							
Urban	66	63	63	60	68	67	71
Rural	34	37	37	40	32	33	29

Occasionals largely conform to the national demographic profile. Regulars are younger while Enthusiasts are much more likely to be middle class and female.

Arts Attendance Past 12 months 2023 – Summary (All Arts Events)



Base: Adults aged 16+ n – 1,015

	2023	2022	Pre-covid 2019
% of adults who attended any event	72%	72%	76%
Avg no. of attendances	5.8	5.4	7.0
Index total Attendances	78	72	100

Films -19; Plays -23; Musicals -30; Comedy -35; Trad dance -28; Trad music -13; Country music -33

Attendances are up 6% year on year while continuing to be 20+% down on Pre- Covid.

Arts Attendance Past 12 months 2023 – Summary (Core Arts Activities Events*)



Base: Adults aged 16+ n – 1,015

	2023	2022	Pre-covid 2019
% of adults who attended Any Core Arts Activities Events*	54%	52%	59%
Avg no. of attendances	6.8	6.5	7.9
Index total Attendances	79	69	100

Core Arts Activities Events attendances are up 10% year on year

* Based on events traditionally funded by the Arts Council; excludes films, musicals, stand up comedy, country music, rock or popular music.

Arts Attendance Past 12 months 2023 vs 2019 - Summary

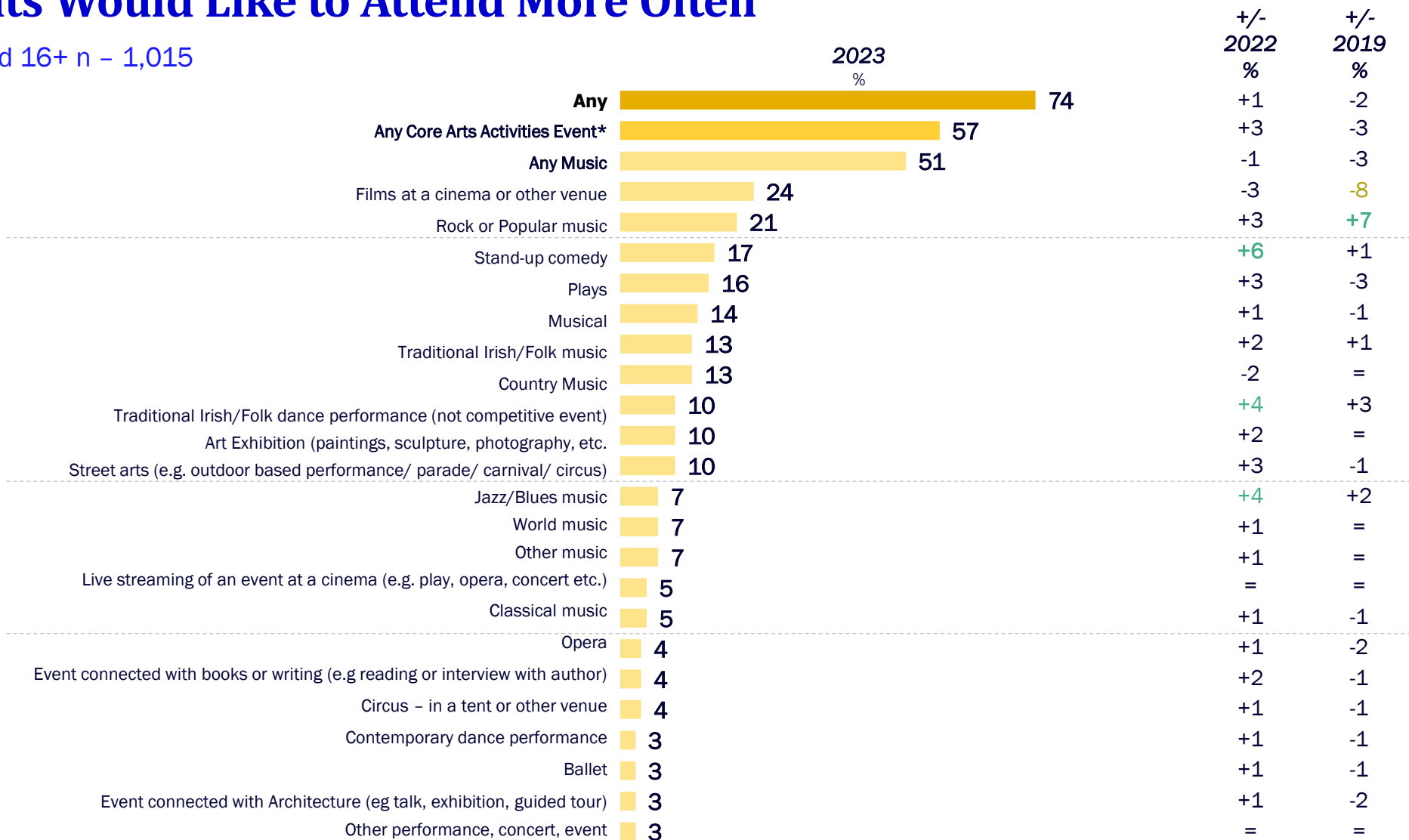
Base: Adults aged 16+ n – 1,015

Index	2023	2019	+/-
All Adults	78	100	(-22)
Arts Goers	77	100	(-23)
Occasionals	100	100	(=)
Regulars	69	100	(-31)
Enthusiasts	74	100	(-26)

The decline in attendance since Covid is directly related to a decline in frequency among Regulars & Enthusiasts.

Arts Events Would Like to Attend More Often

Base: Adults aged 16+ n – 1,015

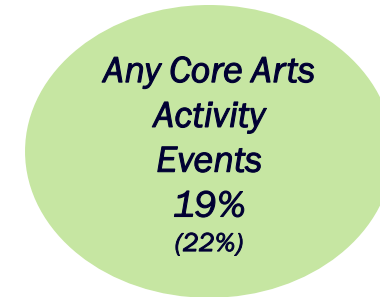


A large majority of adults (74%) would like attend arts events more often. While stand up comedy remains a second tier level of interest it also registers the largest increase year on year.

New Recruits: Attended this type of event for first time in 2022

Base : Attended any event in past 12 months N - 744

	Total
	%
Any	31 (38)
Any Music	14 (18)
Films at a cinema or other venue	8
Rock or Popular music	4
Plays	3
Stand-up comedy	3
Traditional Irish/Folk dance	3
Traditional Irish/Folk music	3
Country Music	3
Street arts	3
Live streaming of an event at a cinema	2
Musical	2
Other music	2
Art Exhibition	2
Opera	1
Contemporary dance performance	1
Ballet	1
Classical music	1
Jazz/Blues music	1
World music	1
Event connected with books or writing	1
Event connected with Architecture	1
Circus - in a tent or other venue	1
Other performance, concert, event	1

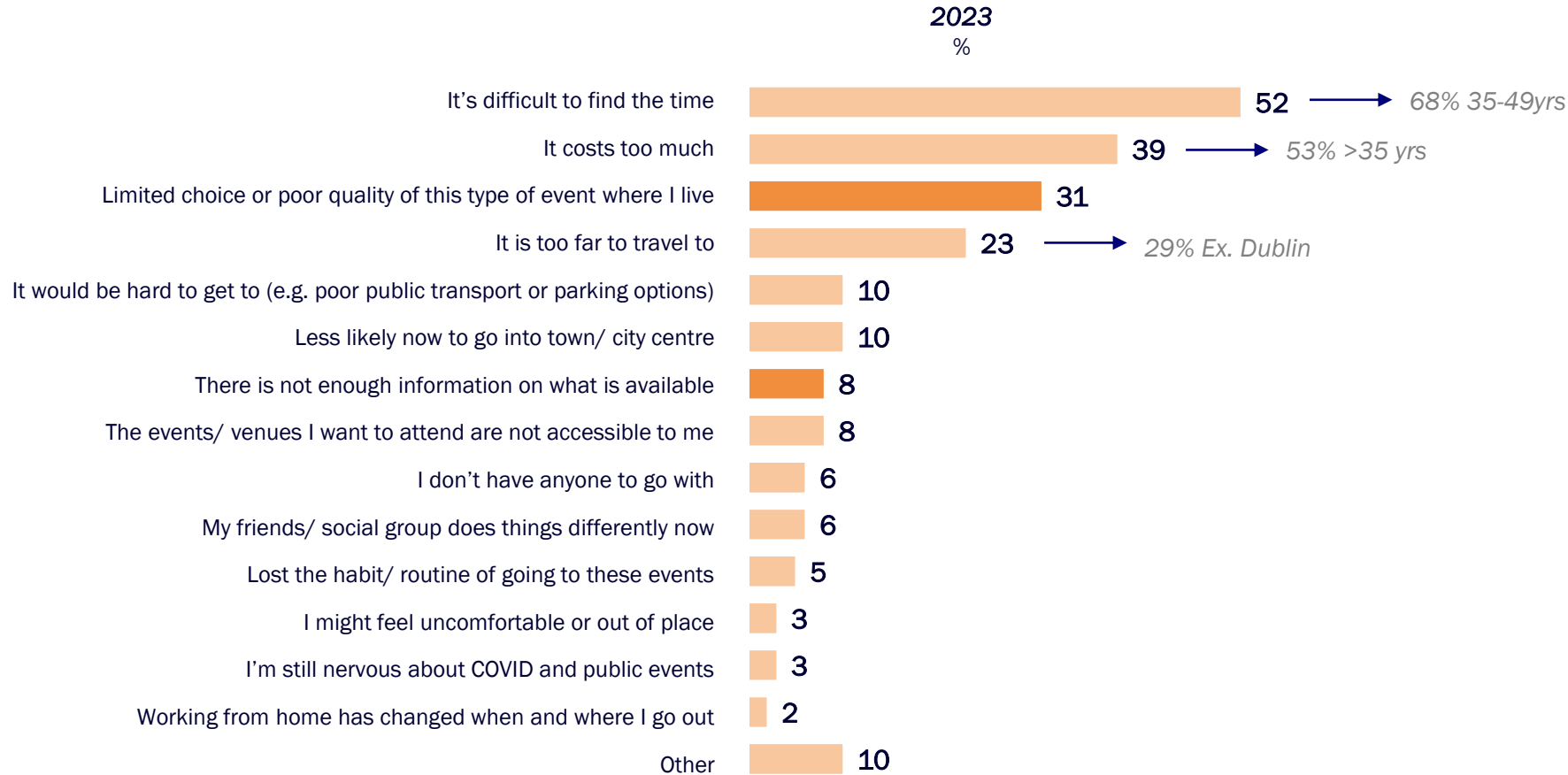


16-24yrs	15%
25-34yrs	20%
35-49yrs	17%
50yrs+	22%

1 in 3 attended at least one event type for the first time in the past 12 month, 19% of which attended a Core Arts Activity Event.

Barriers to Attending Preferred Events

Base: Wish could attend more often N – 756*



In comparison to 2022:

- +16%** 'it's difficult to find the time'
- +10%** Limited Choice or poor quality
- 3%** perceiving the costs of attendance a barrier
- 11%** feeling nervous about COVID and public events.

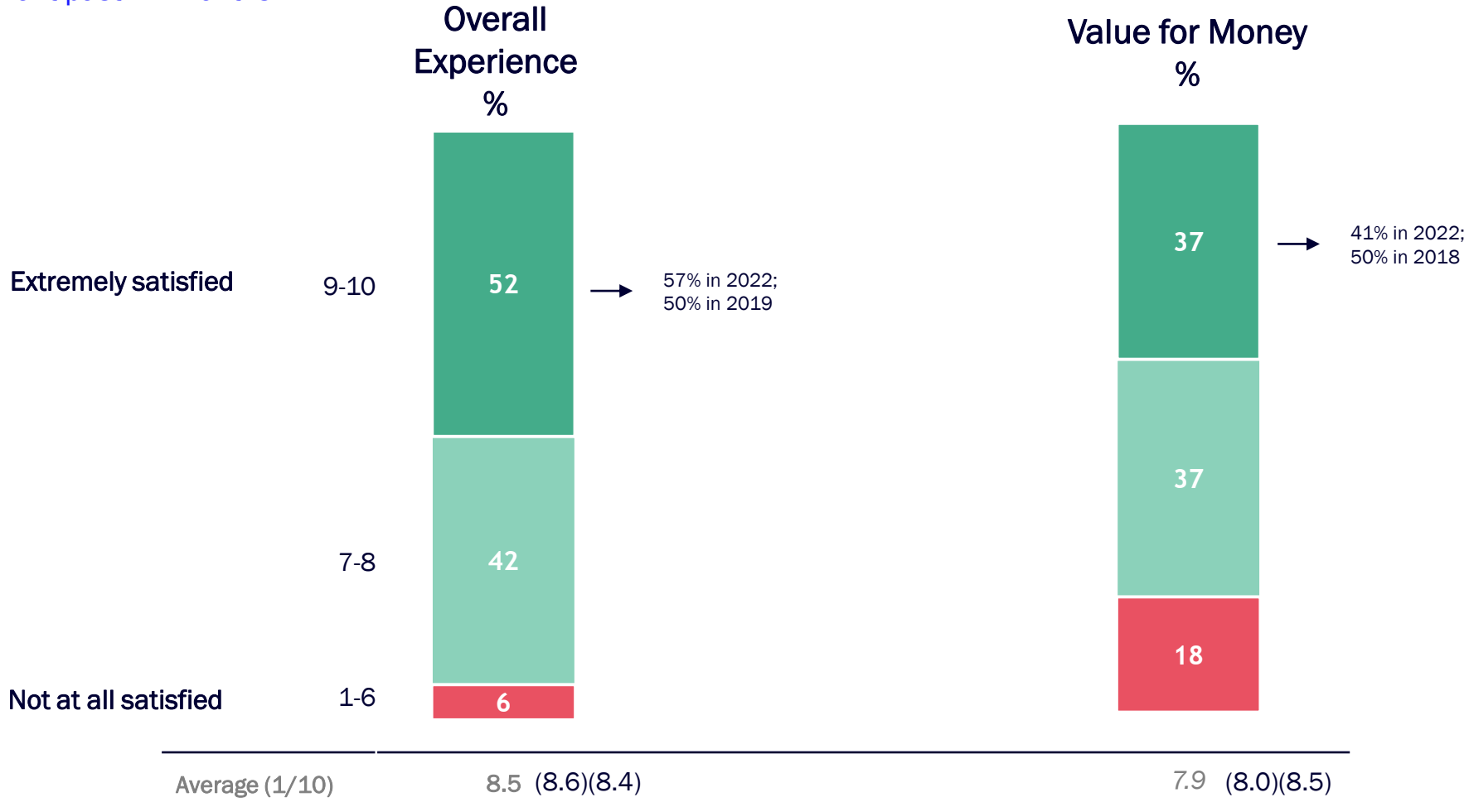
Note: factors in darker orange are barriers related to the arts offer itself.

Lack of time remains the primary barrier which is mentioned by more than half of those who would like to attend arts events more often. Lack of time increased by 16% since last year and peaks among those aged 35-49 years. The second barrier is the cost perceived as too high and this is especially an issue for younger adults.

*26% have no wish to attend; Key Reasons include: Not really interested (48%), Difficult to find time (37%) & Costs too much (30%)

Arts Experience: Evaluation of Most Recent Experience

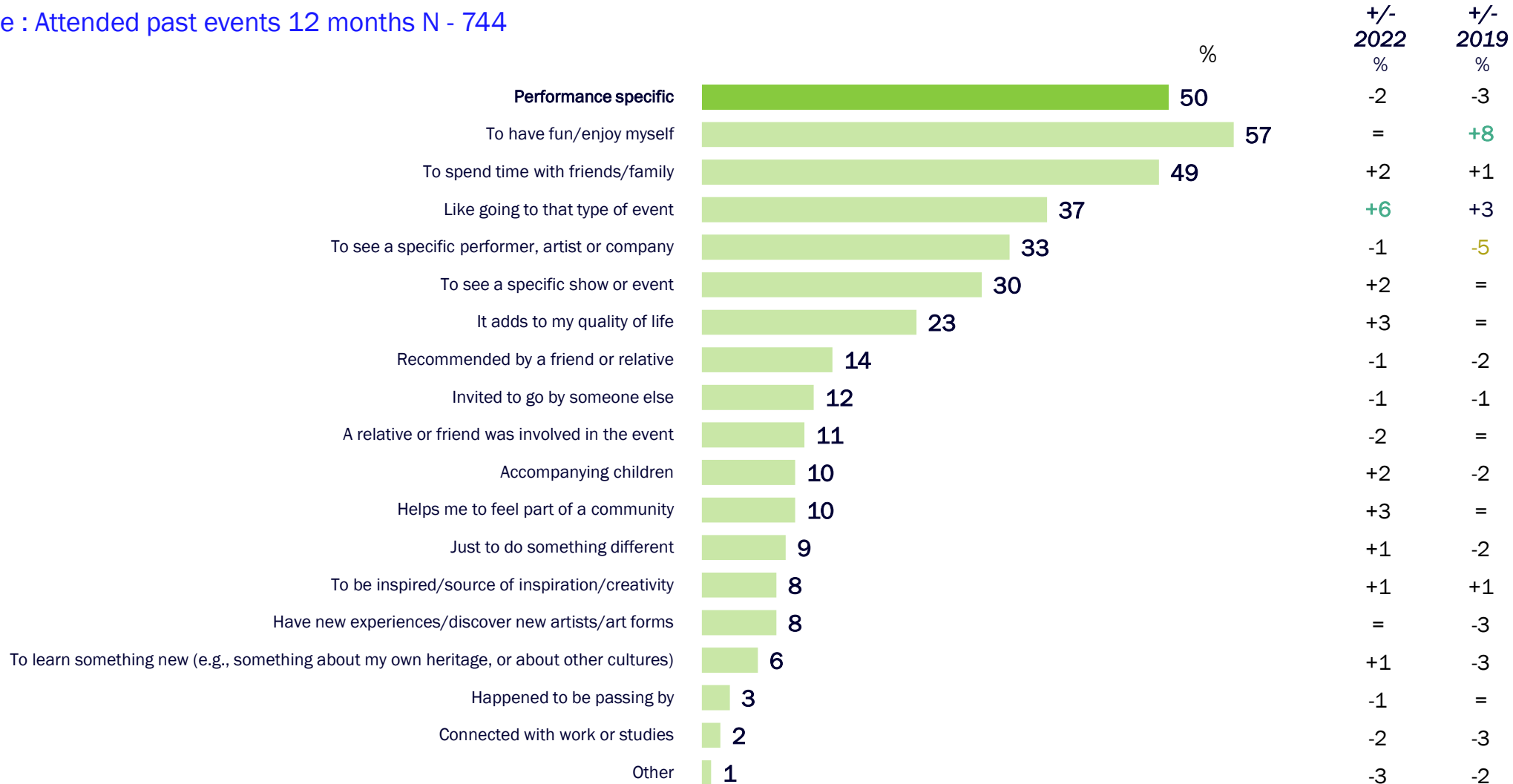
Base: Attended event past 12 months n- 744



Satisfaction with overall experience remains very high even if registered a decline in comparison to last year. VFM is also positive but in decline since 2018 with currently 37% extremely satisfied.

Reasons for Event Attendance

Base : Attended past events 12 months N - 744



The pattern of key reasons for event attendance is largely stable on YOY. Fun and socialising remain the top 2 reasons. 'Like going to that type of event' is the third top reason and increased significantly since last year.



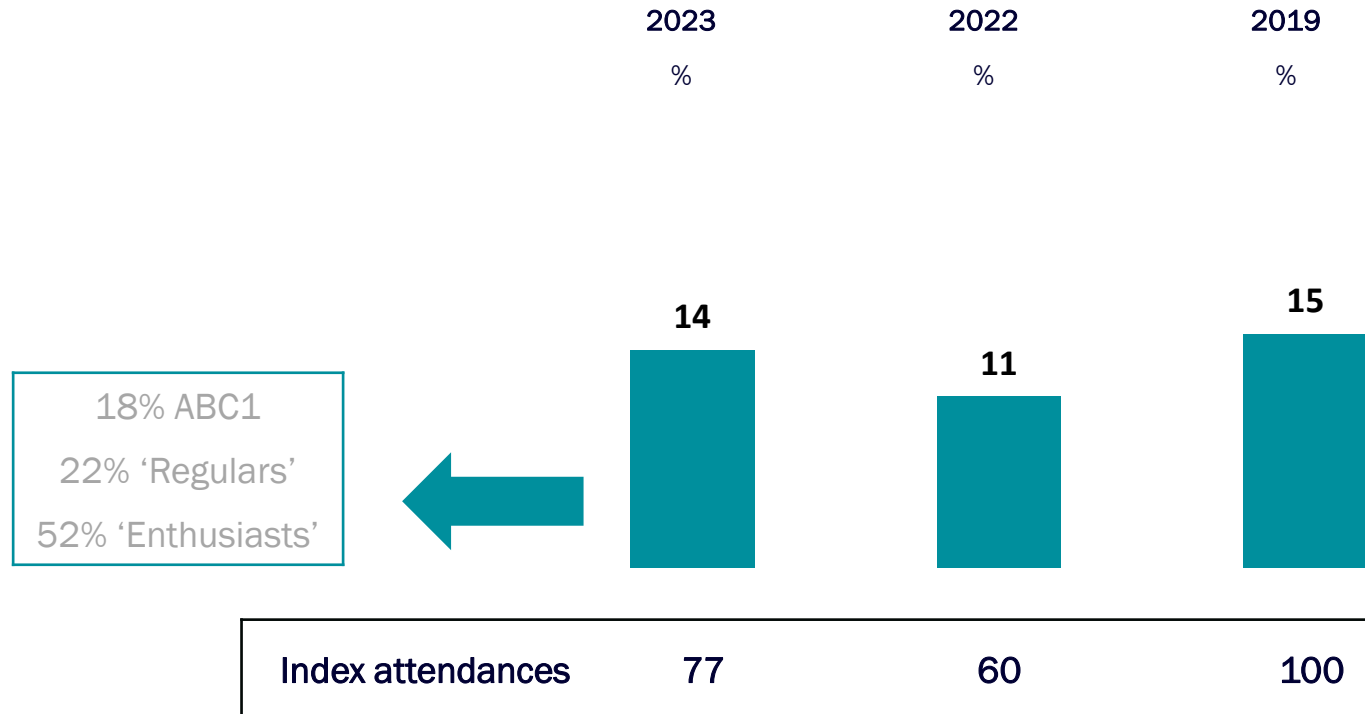
Theatres/ Plays ‘in focus’

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Attended a play past 12 months

Base: Adults aged 16+ n – 1,015

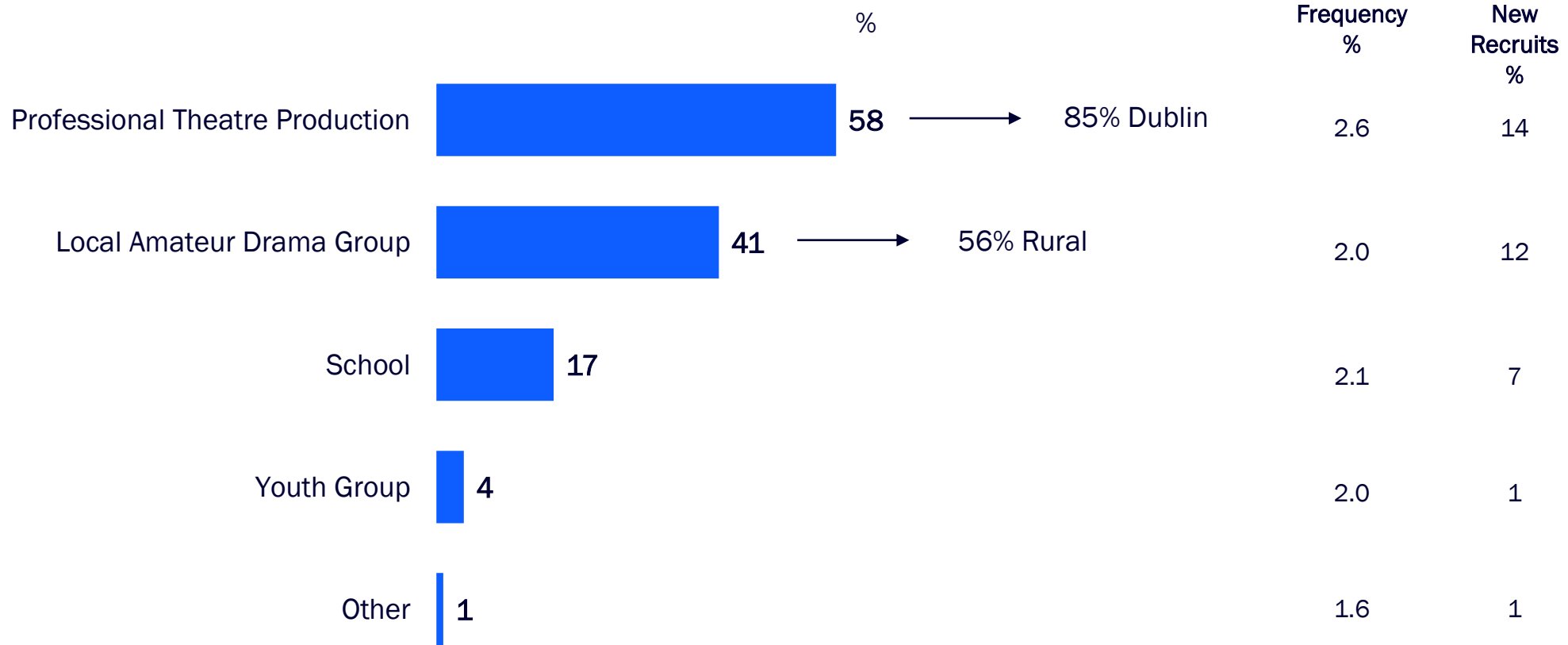


14% of all adults attended a 'play' in 2023, indicating a rise year on year and comparable to pre-covid. However, overall attendances remain 20% down on 2019.



Plays attended past 12 months

Base: Attended Any 'Play' P12M N – 156



Professional and local amateur productions dominate P12M attendance with regional and area biases likely reflecting availability.

Q.T1 You mentioned earlier you had been to a PLAY in the past 12 months. Was the play (s) you attended in the past 12 months put on by..?

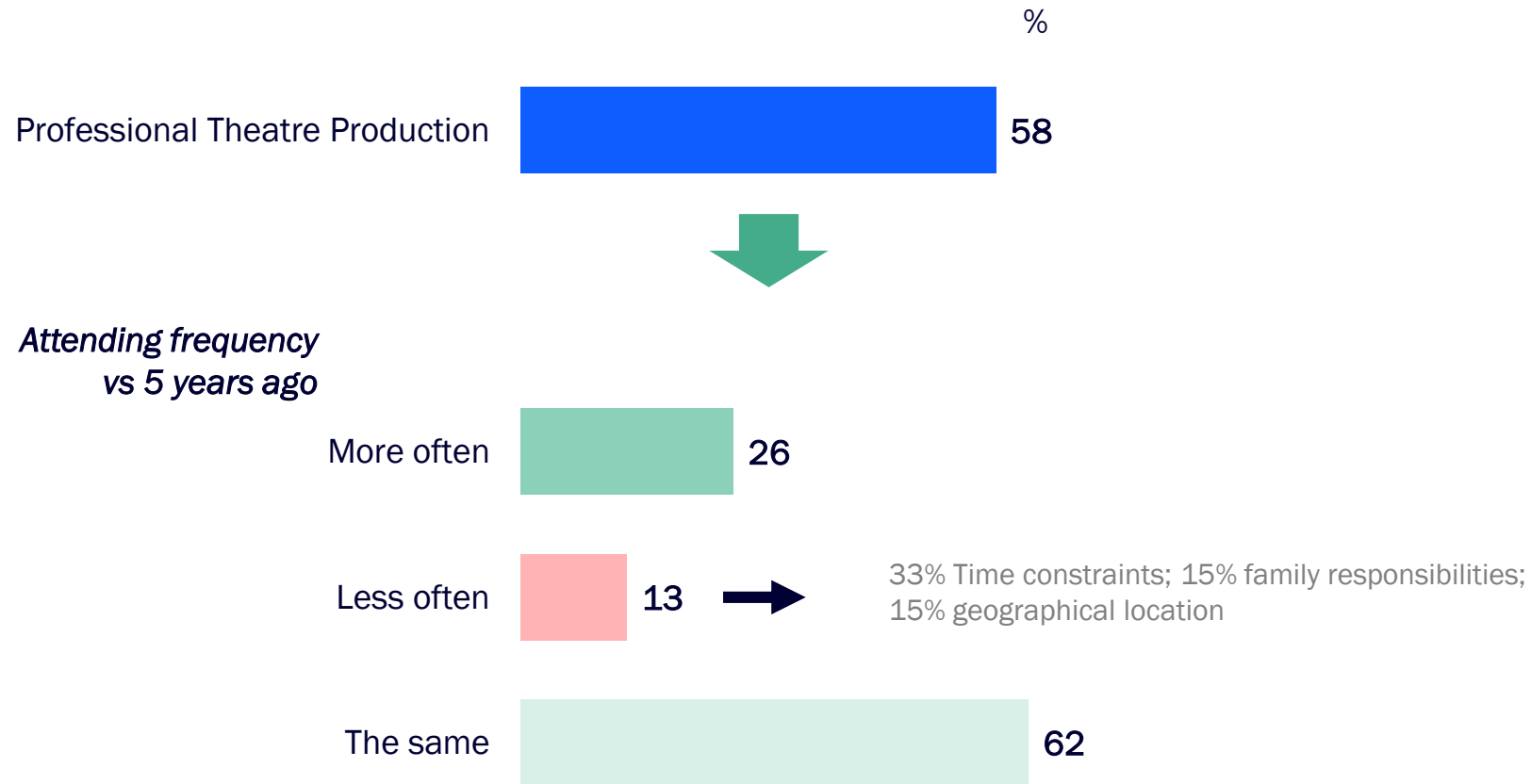
Q.T2 Attended past 12 months -

Q.T3 And which, if any, of these events did you go to for the first time in the past 12 months?



Plays attended past 12 months 'Professional Theatre Production'

Base: Attended Any 'Play' P12M N – 156



26% of those attending professional productions feel they are attending more often than five years ago.

Q.T1 You mentioned earlier you had been to a PLAY in the past 12 months. Was the play (s) you attended in the past 12 months put on by..?

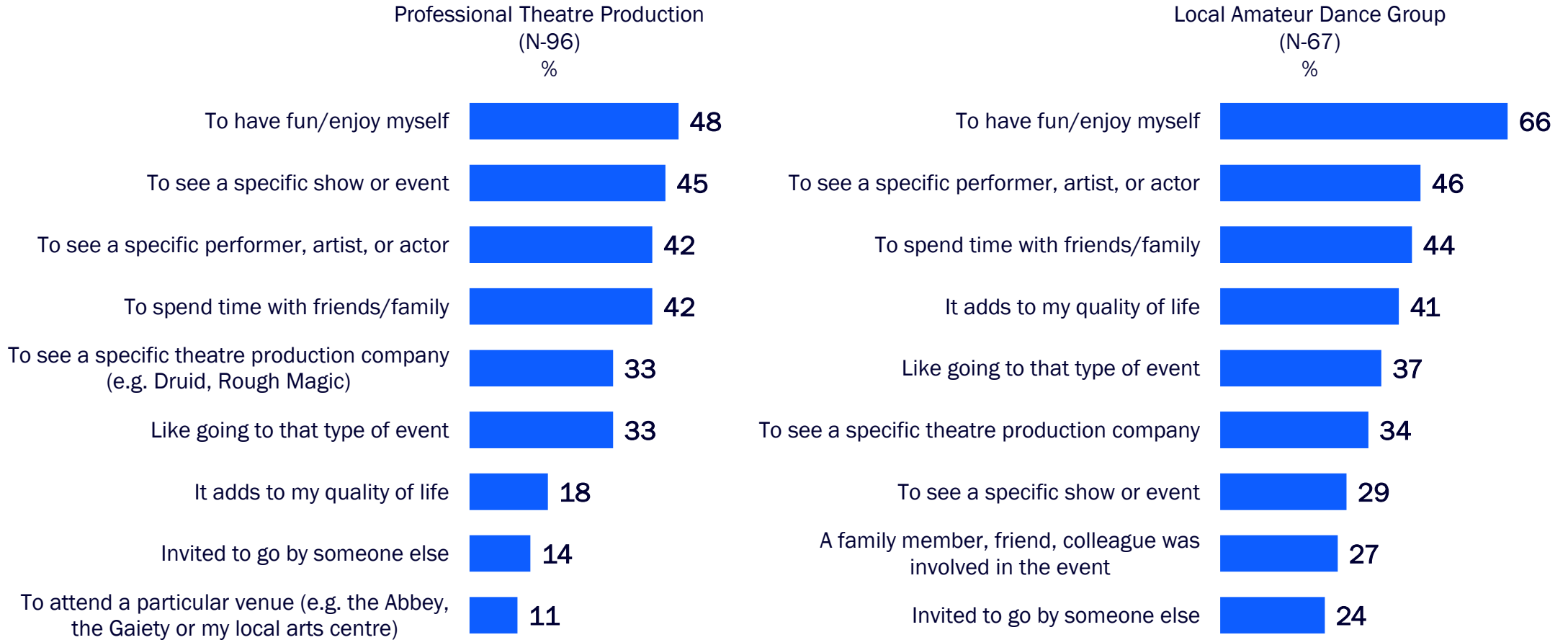
Q.T7 Do you attend more or less or about the same professional theatre productions now as you did 5 years ago?

Q.T8 Could you tell us why you attended professional theatre productions less often in the past 12 months versus 5 years ago?



Reasons for attending a play

Base: Attended Play Type P12M

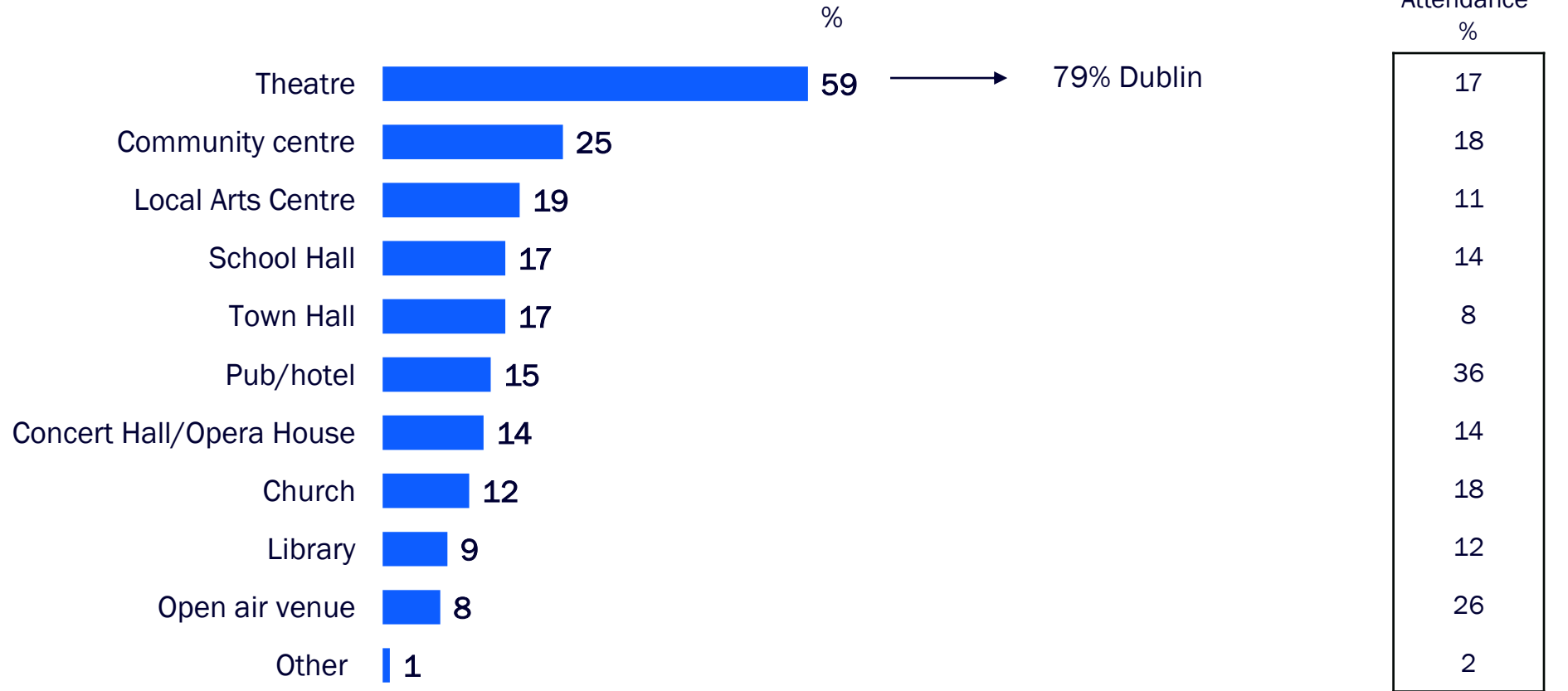


Interestingly, the motivations for attending professional and local productions are broadly comparable. For professional productions, it is noteworthy that the appeal of specific shows, performers and theatre companies is significantly higher than for the venue itself.



Plays: venues attended past 12

Base: Attended Any 'Play' P12M N – 156



Venues for plays show a distinct pattern with naturally theatres being the most prominent. Community centres and local arts centres top a relatively broad second tier.

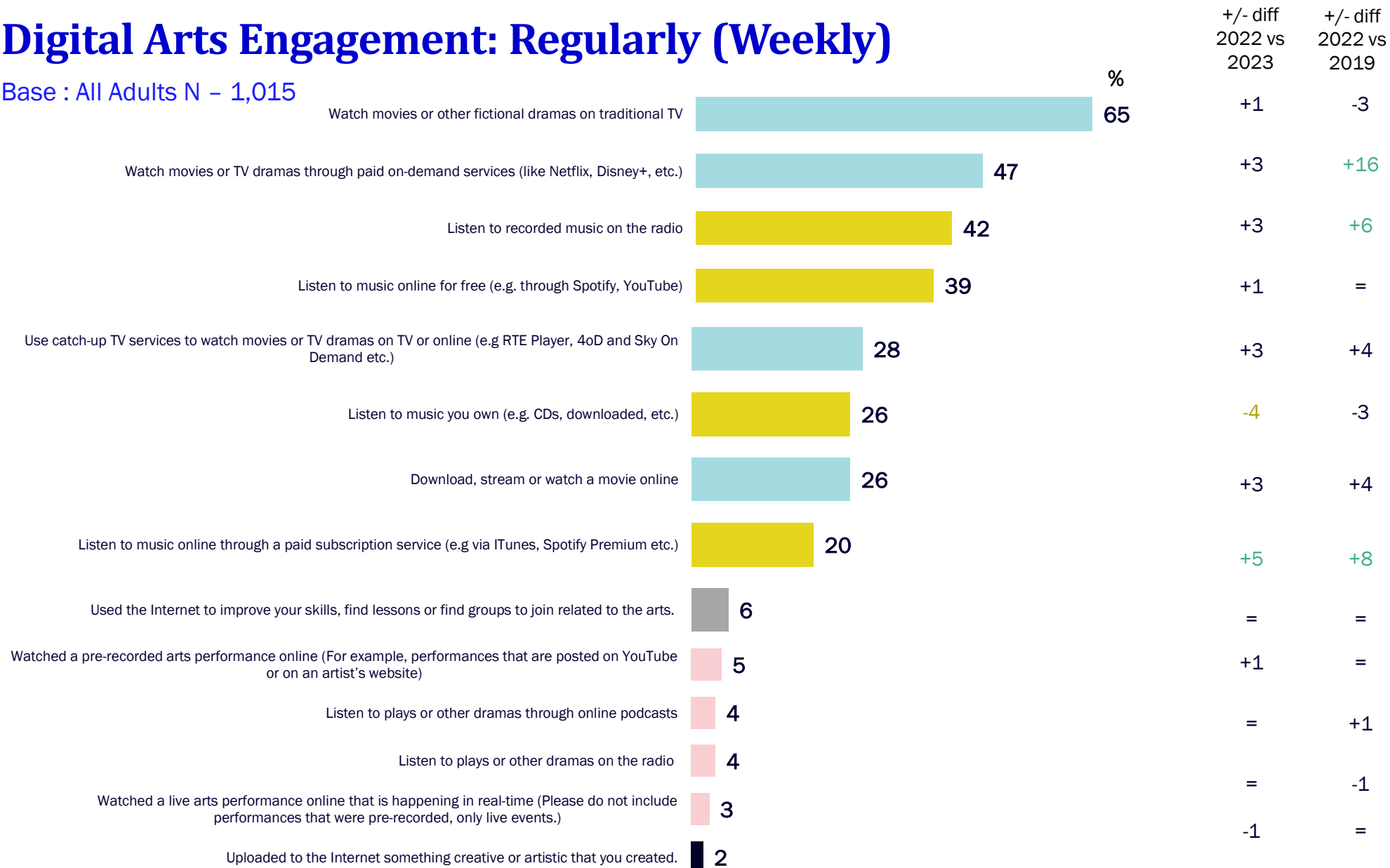


Digital Arts Engagement Arts Insights 2023

B&A

Digital Arts Engagement: Regularly (Weekly)

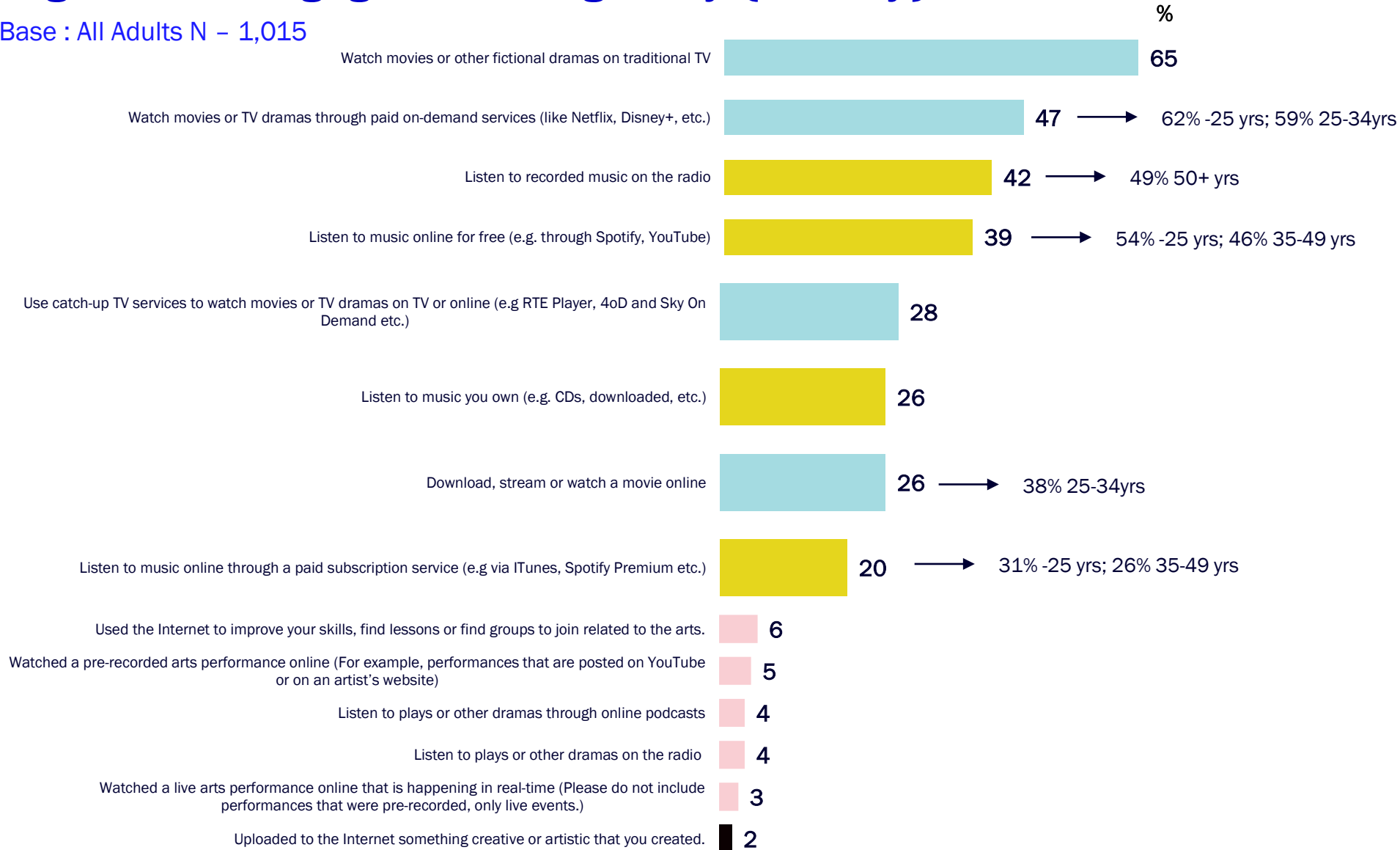
Base : All Adults N – 1,015



The post COVID trend in relation to the streaming of both TV and music content continues. Of traditional media, radio is in the most robust health.

Digital Arts Engagement: Regularly (Weekly)

Base : All Adults N – 1,015



While young adults over index on many of the digital formats cover those aged 35 to 49 years are specially prominent in relation to online music.

Digital Arts Engagement: Summary

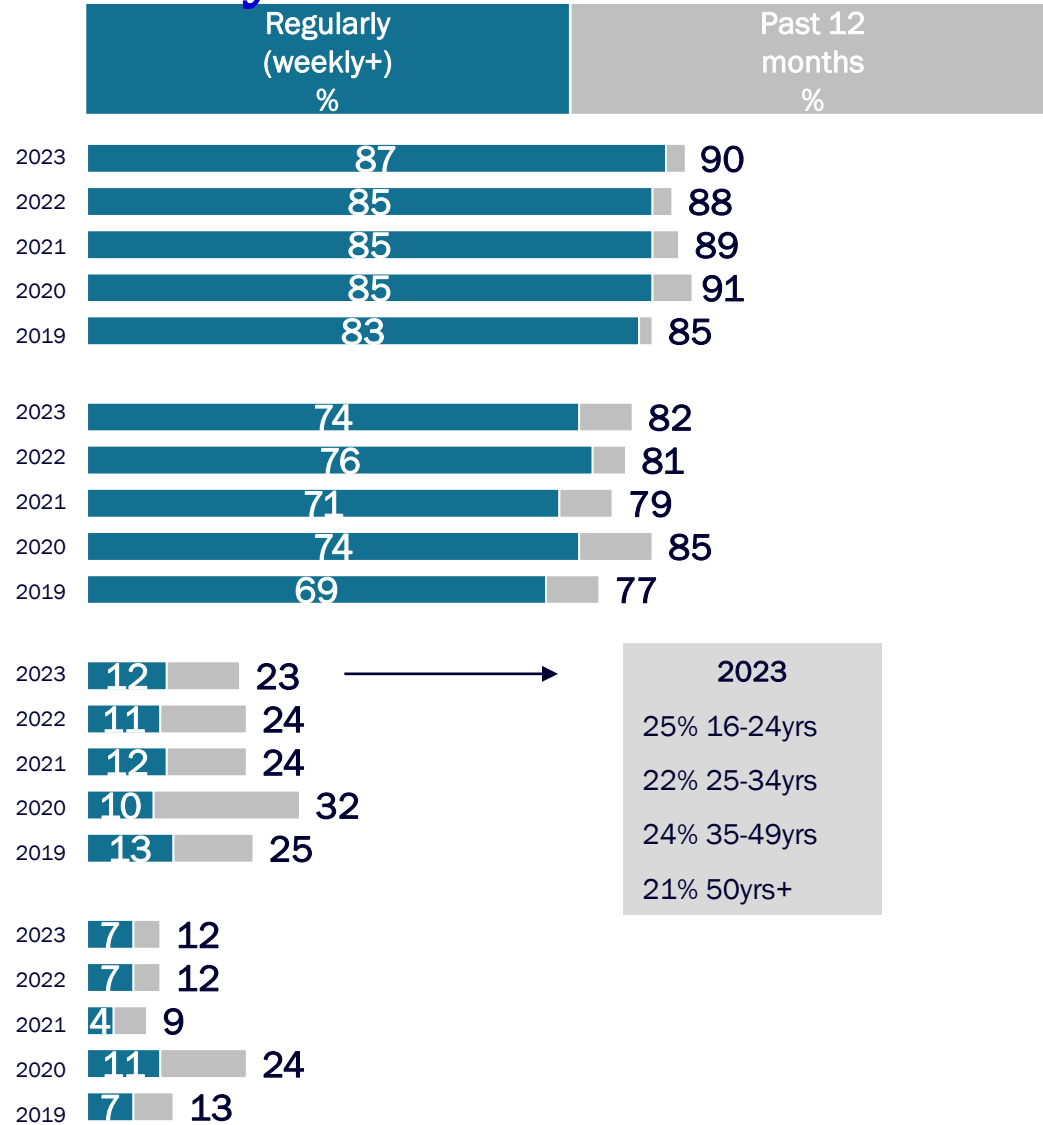
Base : All Adults N – 1,015

Any Movies/
TV

Any Music

Any
Arts/Drama

Online
Creative



23% of adults engaged with arts/drama in a digital format in the past 12 months with interestingly only minor variation across the various age groups stop



Getting Information about Arts Events and Activities

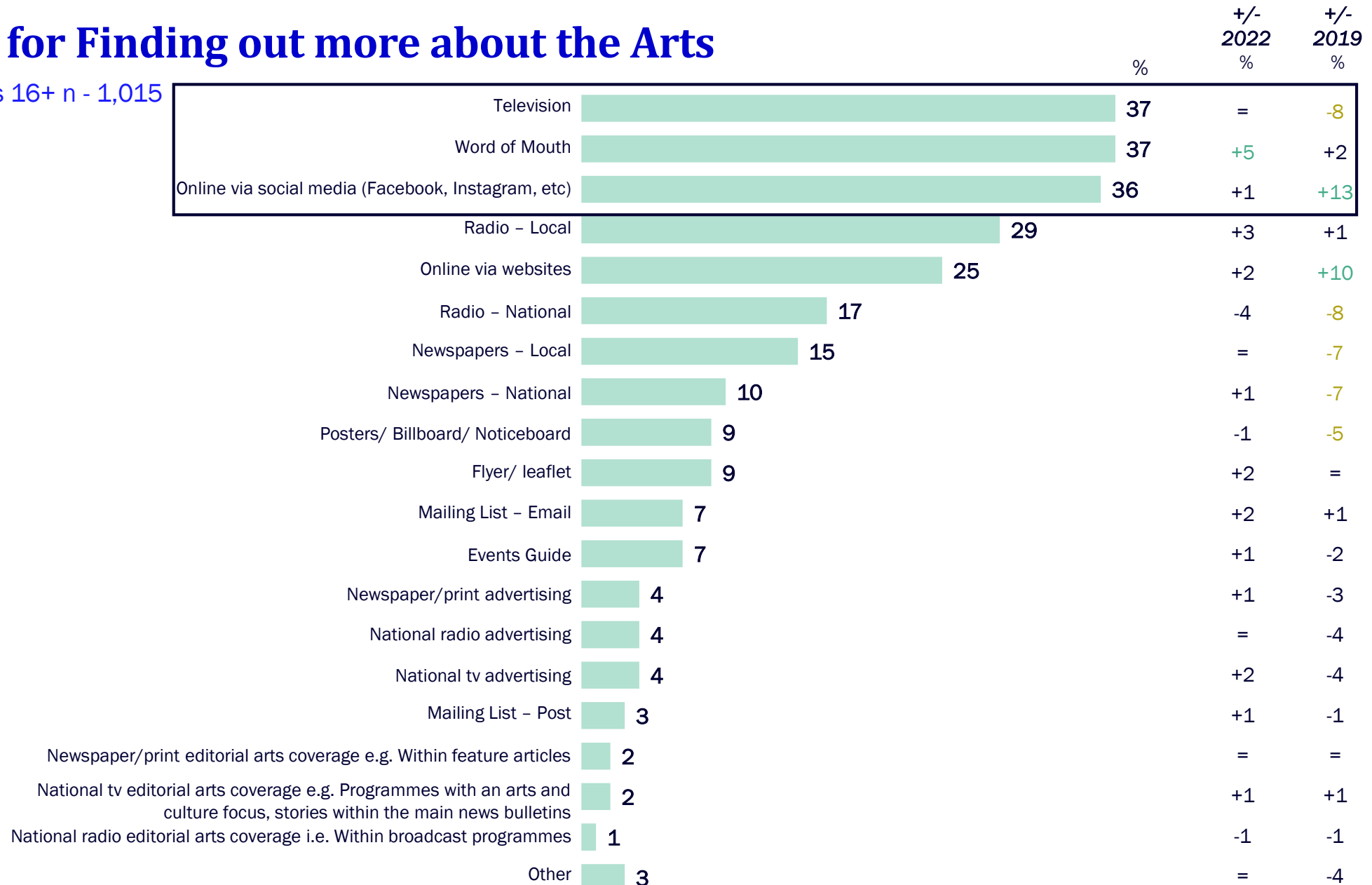
Arts Insight 2023

B&A

Sources for Finding out more about the Arts



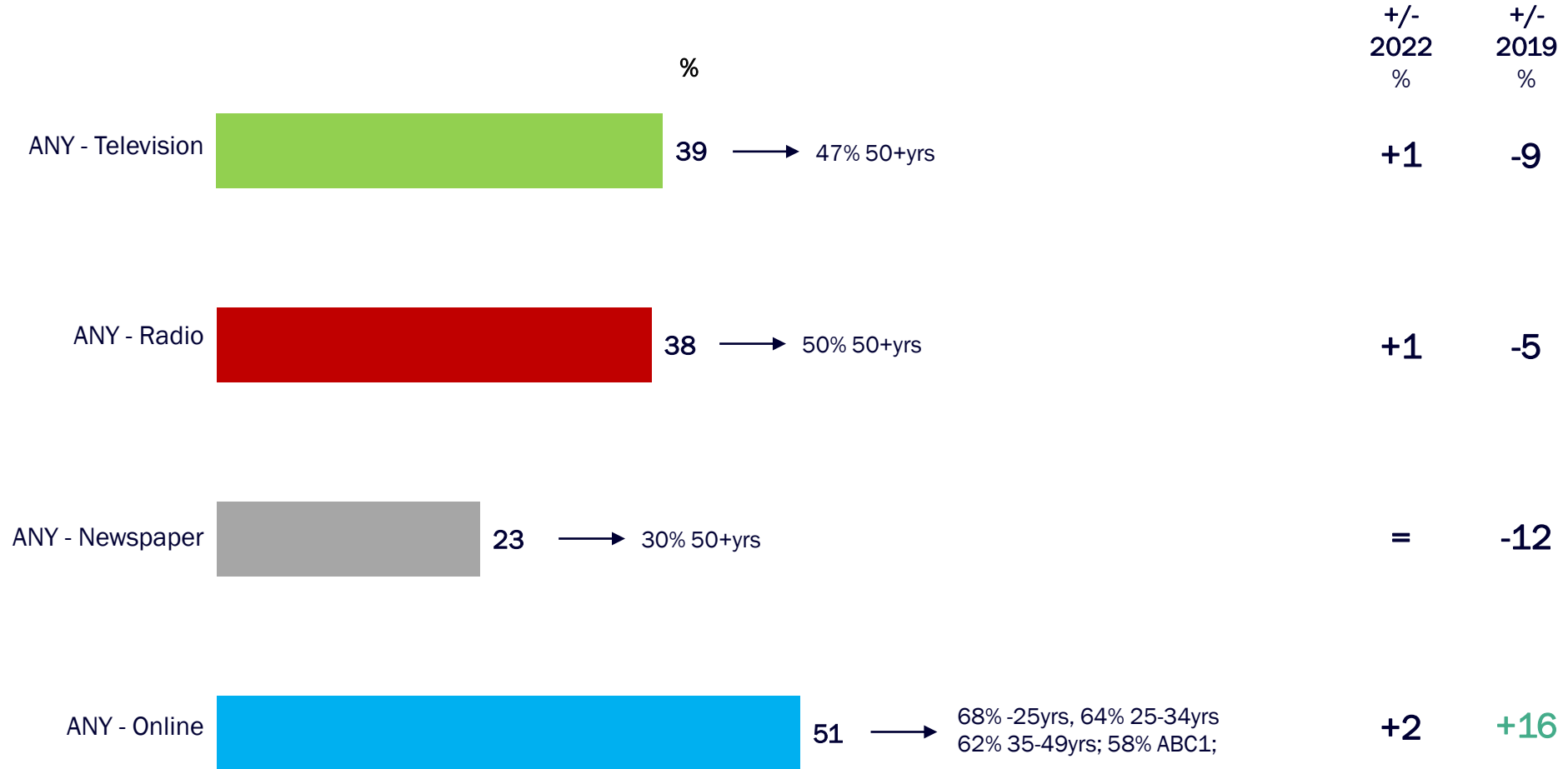
Base : All adults 16+ n - 1,015



The post COVID movement towards digital information sources and away from traditional media has continued in the past 12 months.

Sources for Finding out more about the Arts: Summary

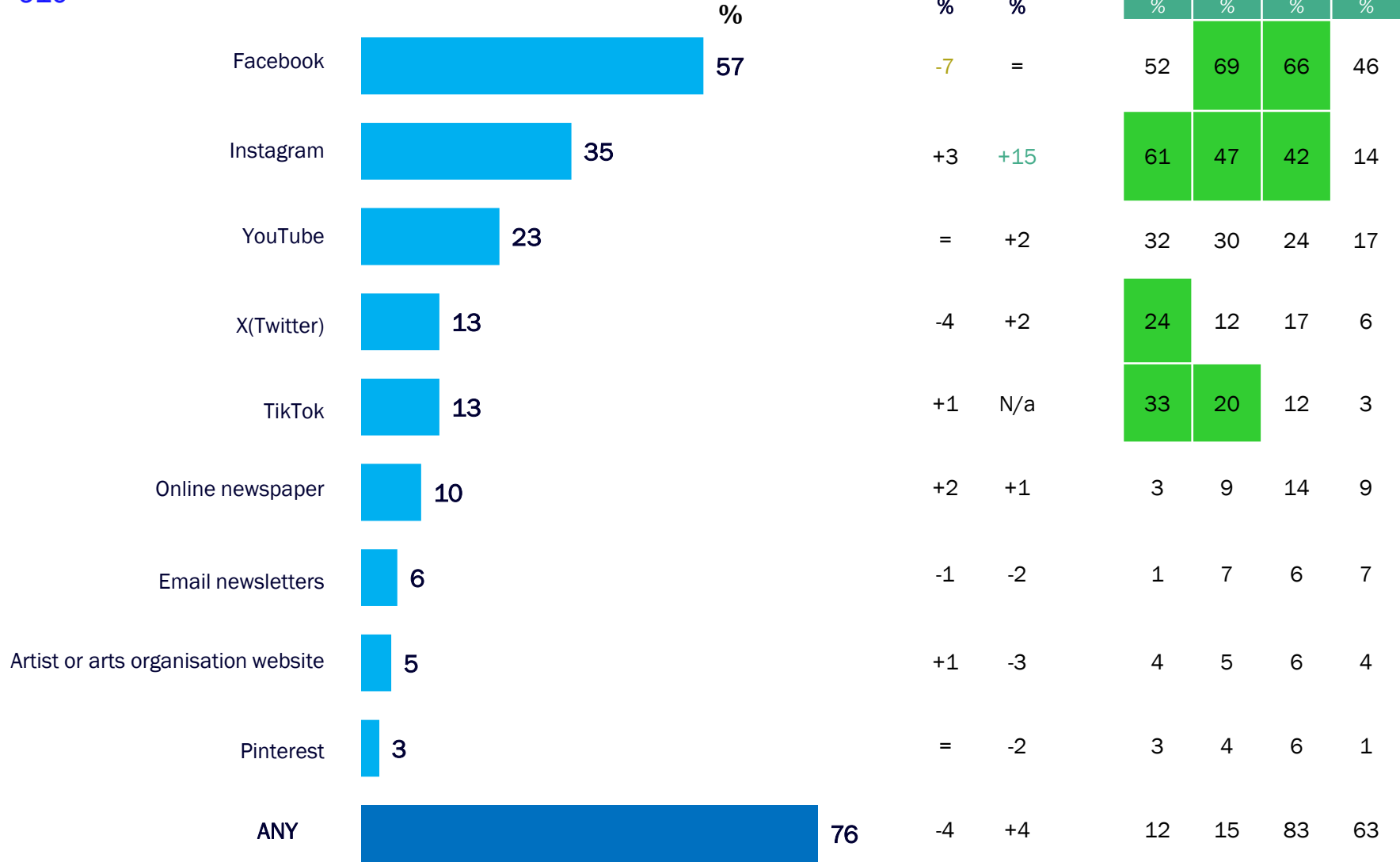
Base : All adults 16+ n-1,015



The rise in online as the dominant arts information source is driven by a broad age group - adults below the age of 50 years.

Online Media Sources for Arts Events & Activities

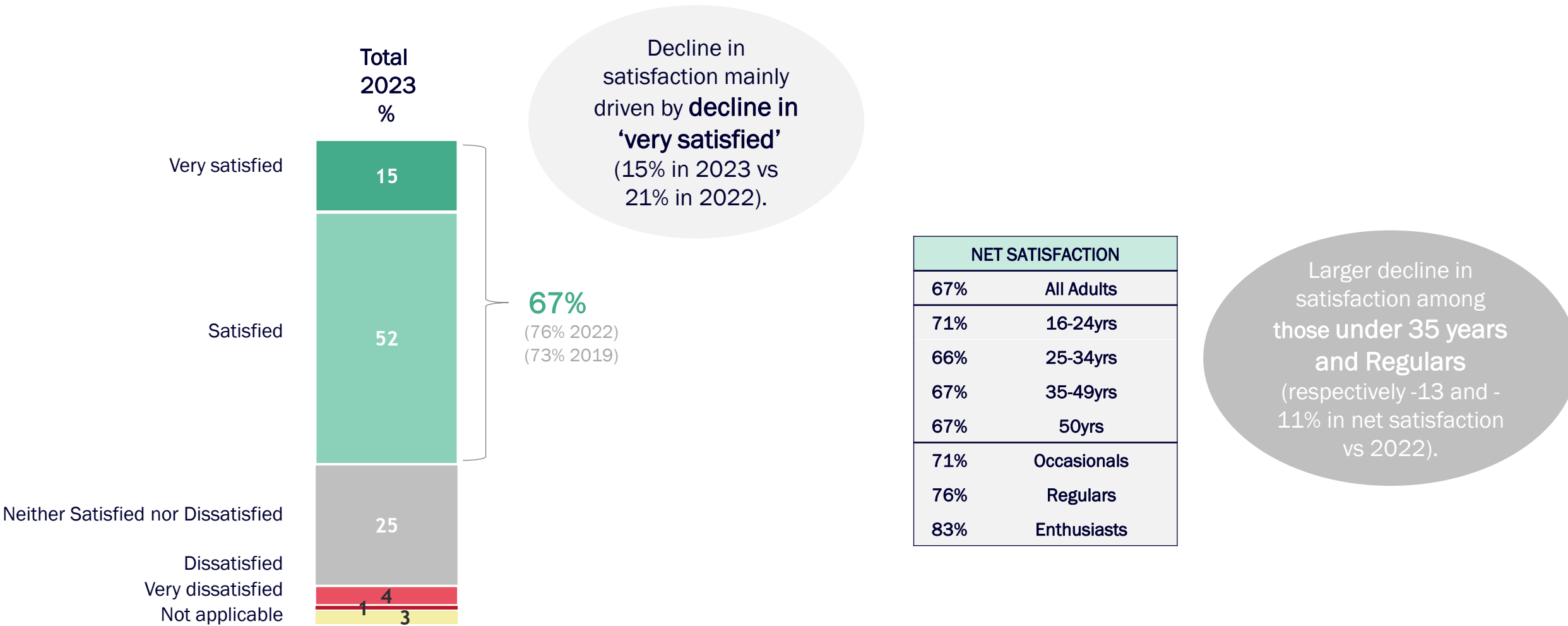
Base : Online adults N - 910



While Facebook remains the leading platform it has registered a significant decline in comparison to last year. Use of Instagram as a source has risen 15% since COVID.

Satisfaction with availability of Information about Arts Events and Activities

Base : All adults 16+ n-1,015



Only 15% of adults are very satisfied with the availability of information about arts events and activities.



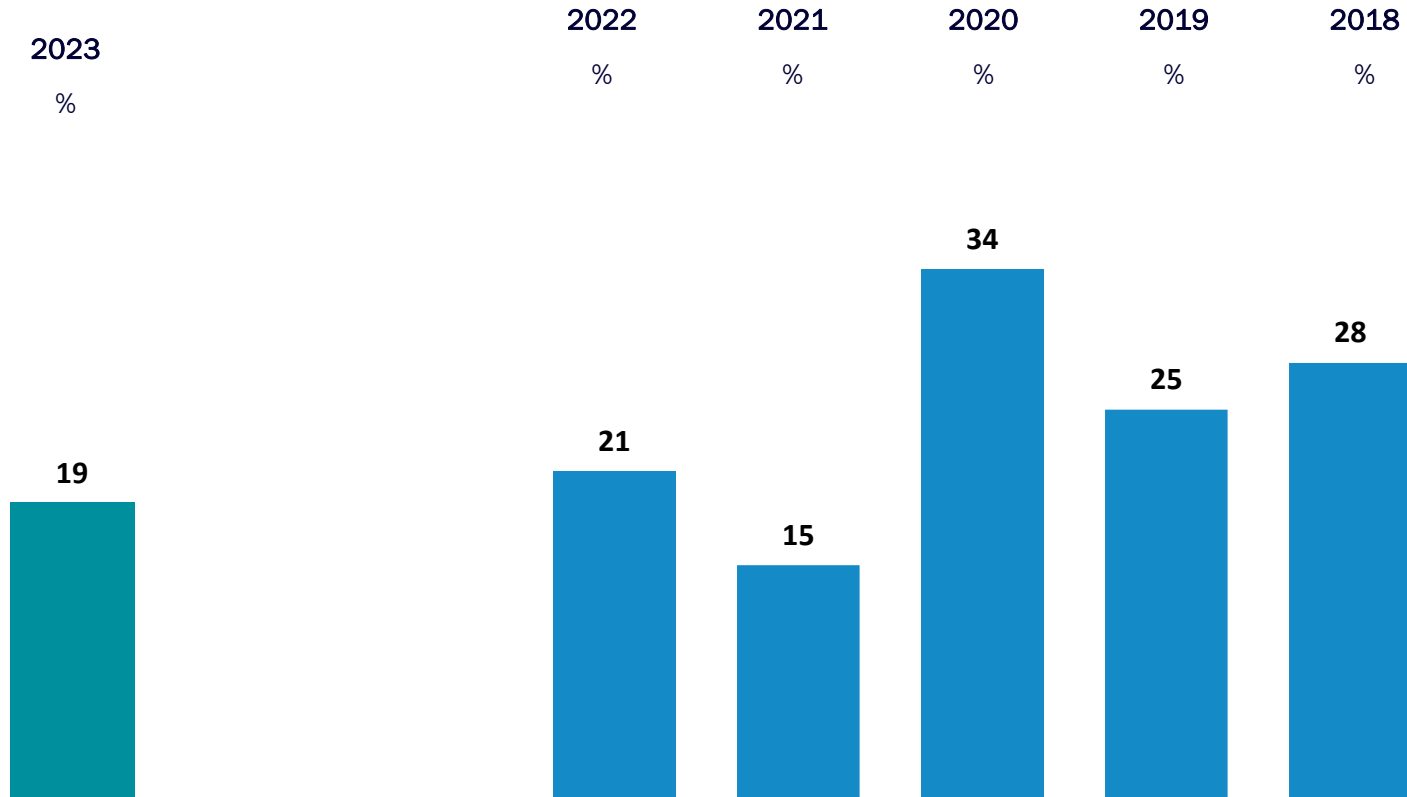
Participating in the Arts

Arts Insight 2023

B&A

Participating in the Arts

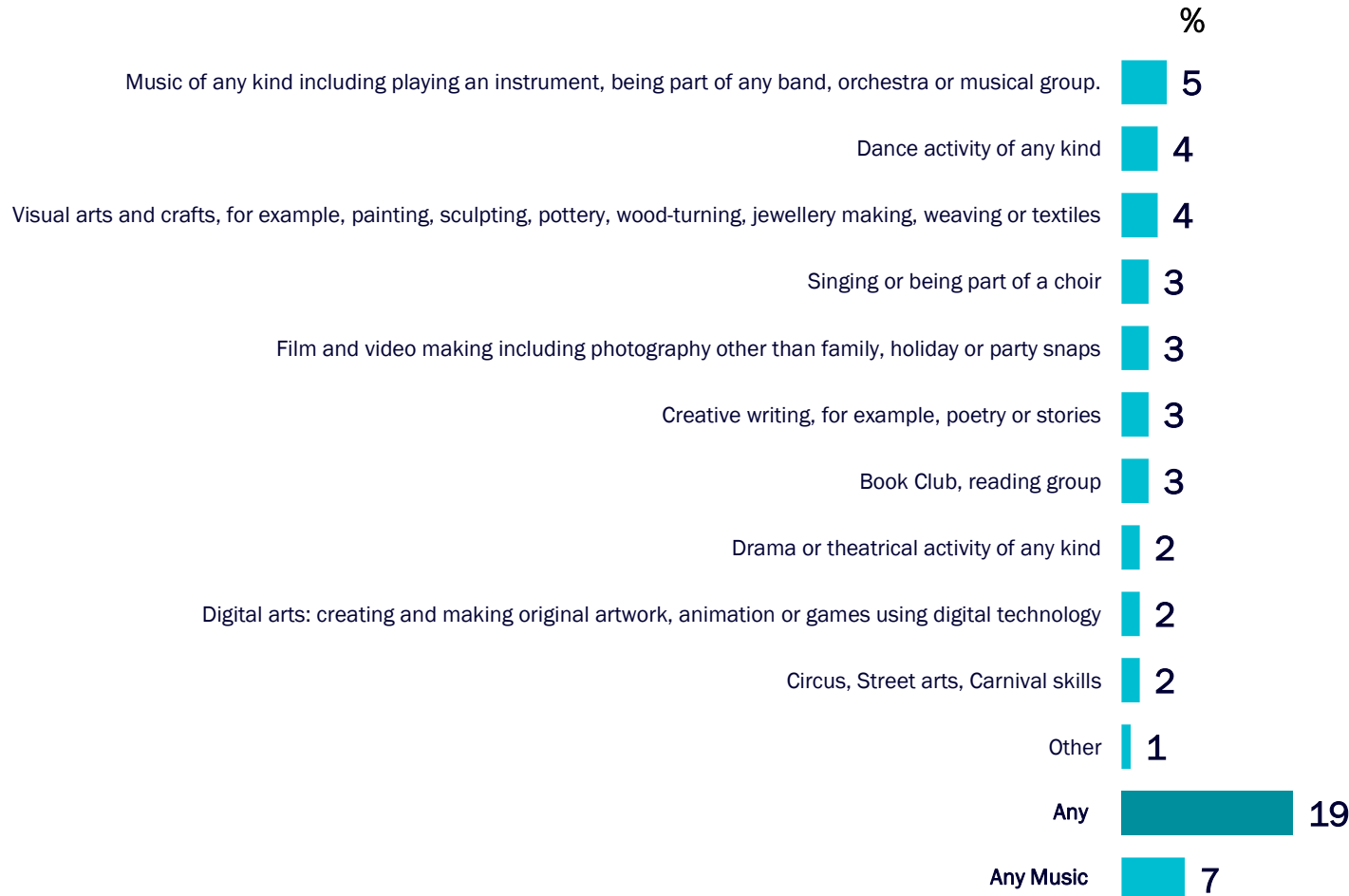
Base: Adults aged 16+ n – 1,015



19% of adults have participated in the arts in the past 12 months. The overall decline since COVID is a function of a collection of minor decreases across practically all forms of participation. Across all the measures in Arts Insight, the incidence of participation shows particular variation (which may indicate the sector exhibits considerable ‘churn’ – dropping out/ new recruits).

Participating in the Arts 2023

Base: Adults aged 16+ n – 1,015

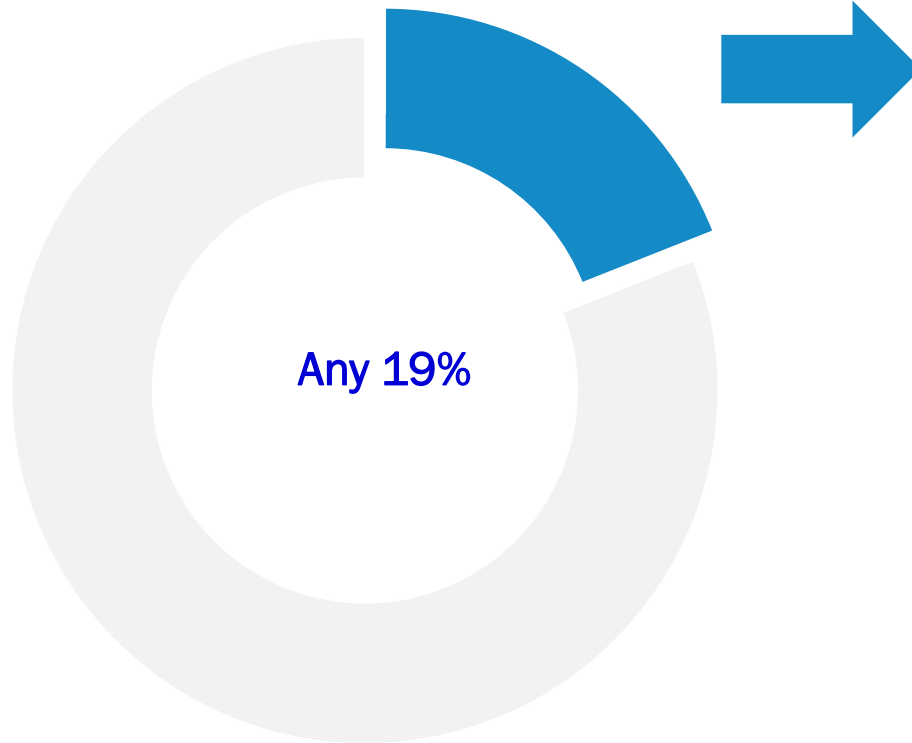


2022	2019	2019 +/- %
%	%	
5	7	-2
5	7	-3
4	6	-2
5	7	-4
3	4	-1
3	5	-2
3	5	-2
3	4	-2
2	3	-1
1	1	+1
1	3	-2
21	25	-6
9	12	-5

The overall decline since COVID is a function of a collection of minor decreases across practically all forms of participation.

Participating in the Arts 2023

Base: Adults aged 16+ n – 1,015

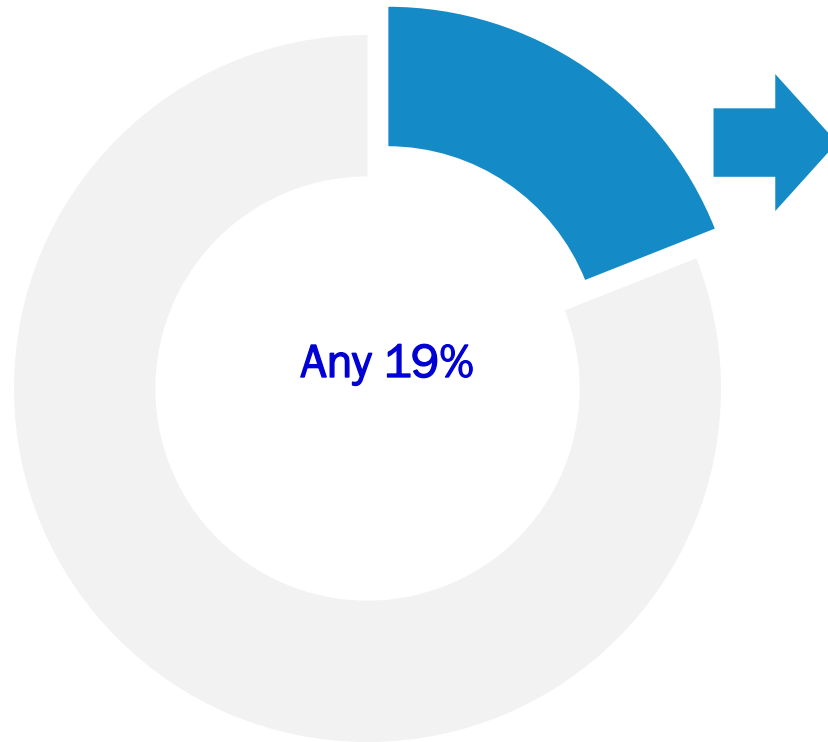


	Total Profile %	2022 %	2019 %	2019 +/- %
Male	16	19	25	-9
Female	21	23	26	-5
16-24	33	27	28	+5
25-34	21	24	30	-9
35-49	17	21	25	-8
50+	13	20	23	-10
Dublin	22	25	31	-9
Ex Dublin	17	20	23	-6
ABC1	23	25	35	-12
C2DE	14	17	17	-3

The incidence of participation since COVID is down across all demographic groups with the exception of the youngest age group - those under 25 years of age.

Participating in the Arts 2023

Base: Adults aged 16+ n – 1,015



	Profile %	2022 %	2019 %	2019 +/- %
Any Art Goers	26	31	34	-8
Occasionals	17	23	20	-3
Regulars	27	31	40	-13
Enthusiasts	44	47	46	-2
Film only	6	11	12	-6

A decline in participation both year on year and since COVID is also evident among those who attend arts events ('any art goers').

Arts Insights 2023: Summary 16-24 years

	All Adults %	16-24 year olds %	16-24 year +/- 2022
Any Arts Attendance	72	87	+4
Any Core Arts Activities Attendance	54	56	+4
Any Participation in the Arts	19	33	+6

Attendances and participation incidences have increased year on year for 16-24 year olds.

Participating in the Arts: Format

Base: Participants in each activity

	Singing or being part of a choir	Music of any kind including playing an instrument, being part of any band, orchestra or musical group.	Drama or theatrical activity of any kind	Dance activity of any kind	Film and video making including photography other than family, holiday or party snaps	Visual arts and crafts, for example, painting, sculpting, pottery, wood-turning, jewellery making, weaving or textiles	Creative writing, for example, poetry or stories	Book Club, reading group	Digital arts: creating and making original artwork, animation or games using digital technology	Circus, Street arts, Carnival skills	Other
	34*	49*	20*	39*	32*	39*	24*	28*	24*	20*	11*
	%	%	%	%	%	%	%	%	%	%	%
Taken part in person	83	87	85	85	67	86	63	88	41	89	84
Taken part online (via the internet)	3	0	0	0	14	7	27	12	42	3	0
Both	14	13	15	15	18	7	10	0	16	8	16

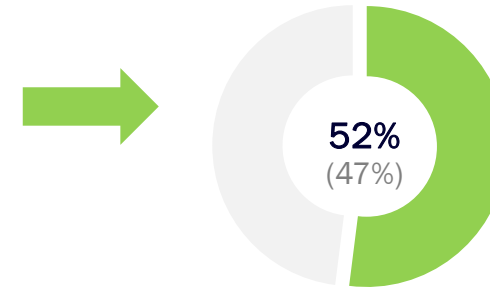
**Caution low base reference only*

Arts participation is now again dominated by in-person activity; involvement via online being again a more niche proposition.

New Recruits: Participated in an art form for first time in 2023

Base: Arts participants n - 191

	Total
	%
Dance activity of any kind	9
Book Club, reading group	9
Film and video making including photography other than family, holiday or party snaps	7
Singing or being part of a choir	6
Creative writing, for example, poetry or stories	6
Music of any kind including playing an instrument, being part of any band, orchestra or musical group.	5
Circus, Street arts, Carnival skills	5
Visual arts and crafts, for example, painting, sculpting, pottery, wood-turning, jewellery making, weaving or textiles	4
Digital arts: creating and making original artwork, animation or games using digital technology	4
Drama or theatrical activity of any kind	3
Other	1



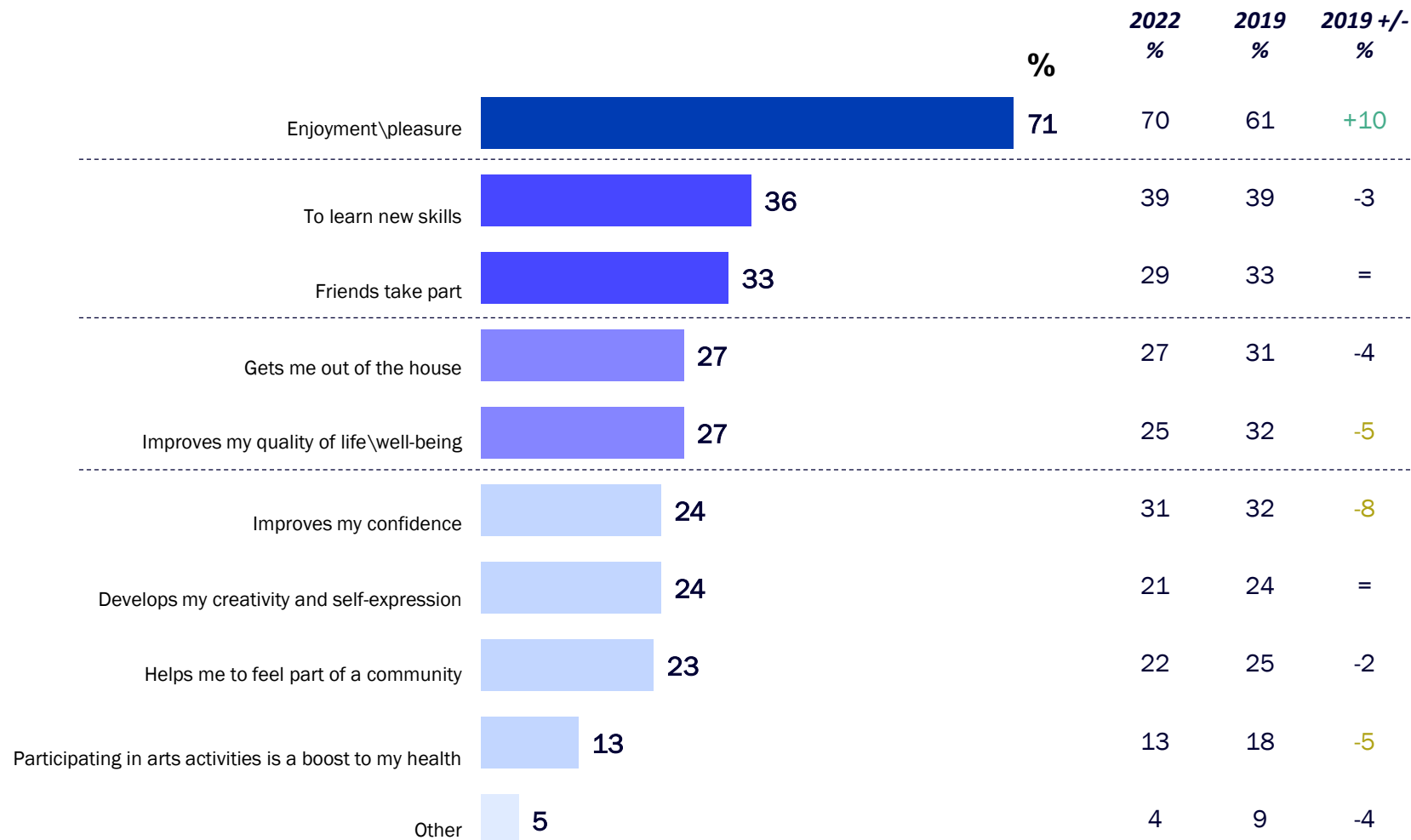
68%	16-24yrs	(51%)
48%	25-34yrs	(34%)
49%	35-49 yrs	(52%)
44%	50 yrs+	(47%)
78%	Dublin	(39%)
39%	Ex Dublin	(51%)

() = 2022 figures

Slightly more than half (52%) of arts participants attended a new activity in 2023; this peaks among those under 25 years. This high level of trialing new activities is consistent with a high 'churn' characteristic.

Reasons for Participation in the Arts

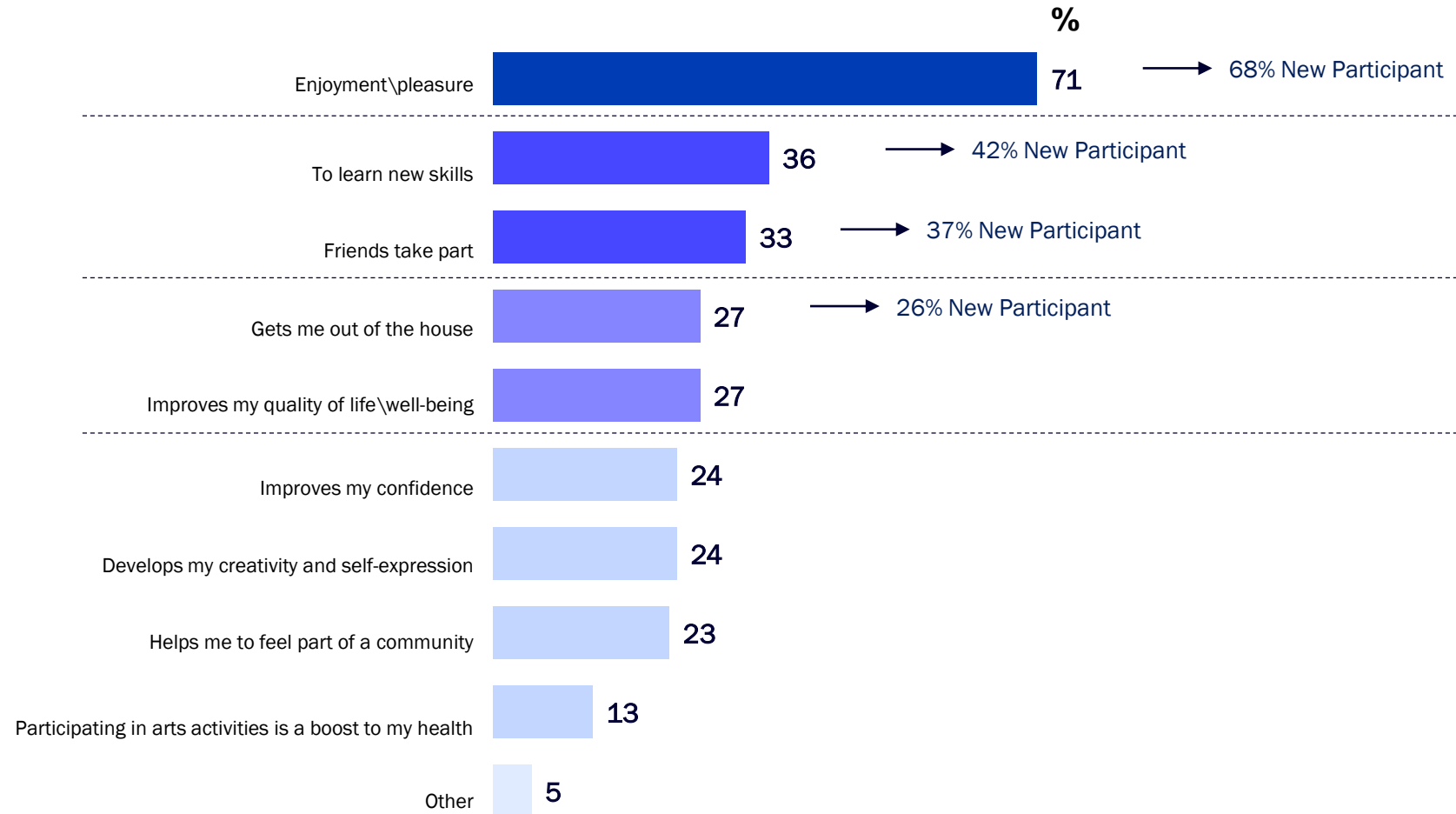
Base: Did an activity N – 191



Enjoyment/pleasure remains the dominant reason for participating in the arts. Since COVID there have been declines in the motivations relating to well-being, confidence and health.

Reasons for Participation in the Arts

Base: Did an activity N – 191

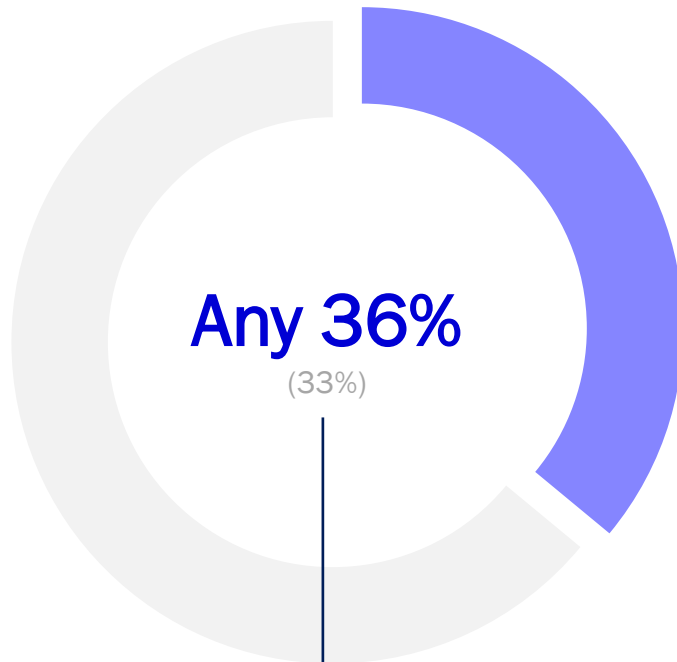


New participants more likely to have done an activity to learn a new skill.

Art Activities I would like to be more involved with

Base: Adults aged 16+ n – 1,015

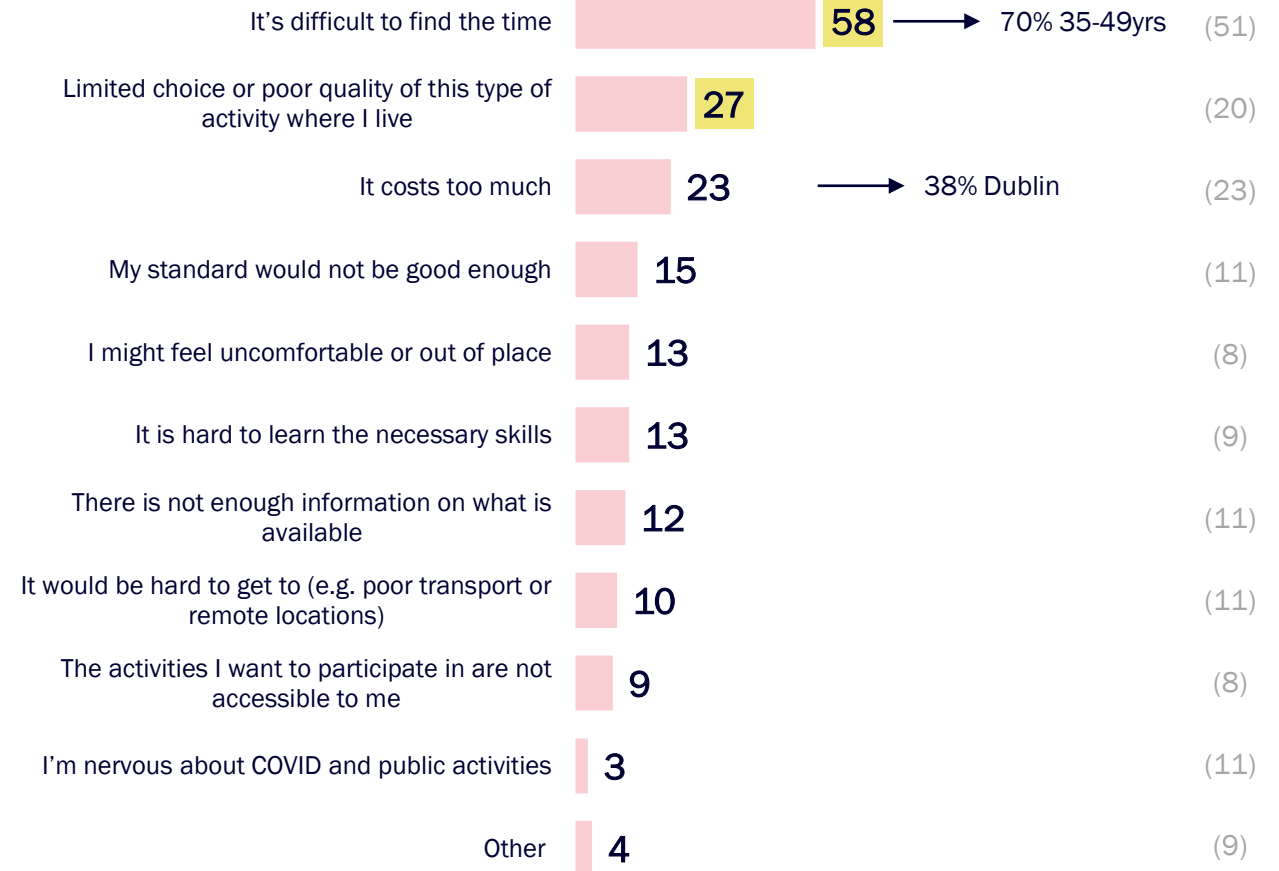
Would like to participate more in the Arts



74% Current Participants
27% Non Participants

Why don't you?

(Base: Those who would like to be involved - 364)
%

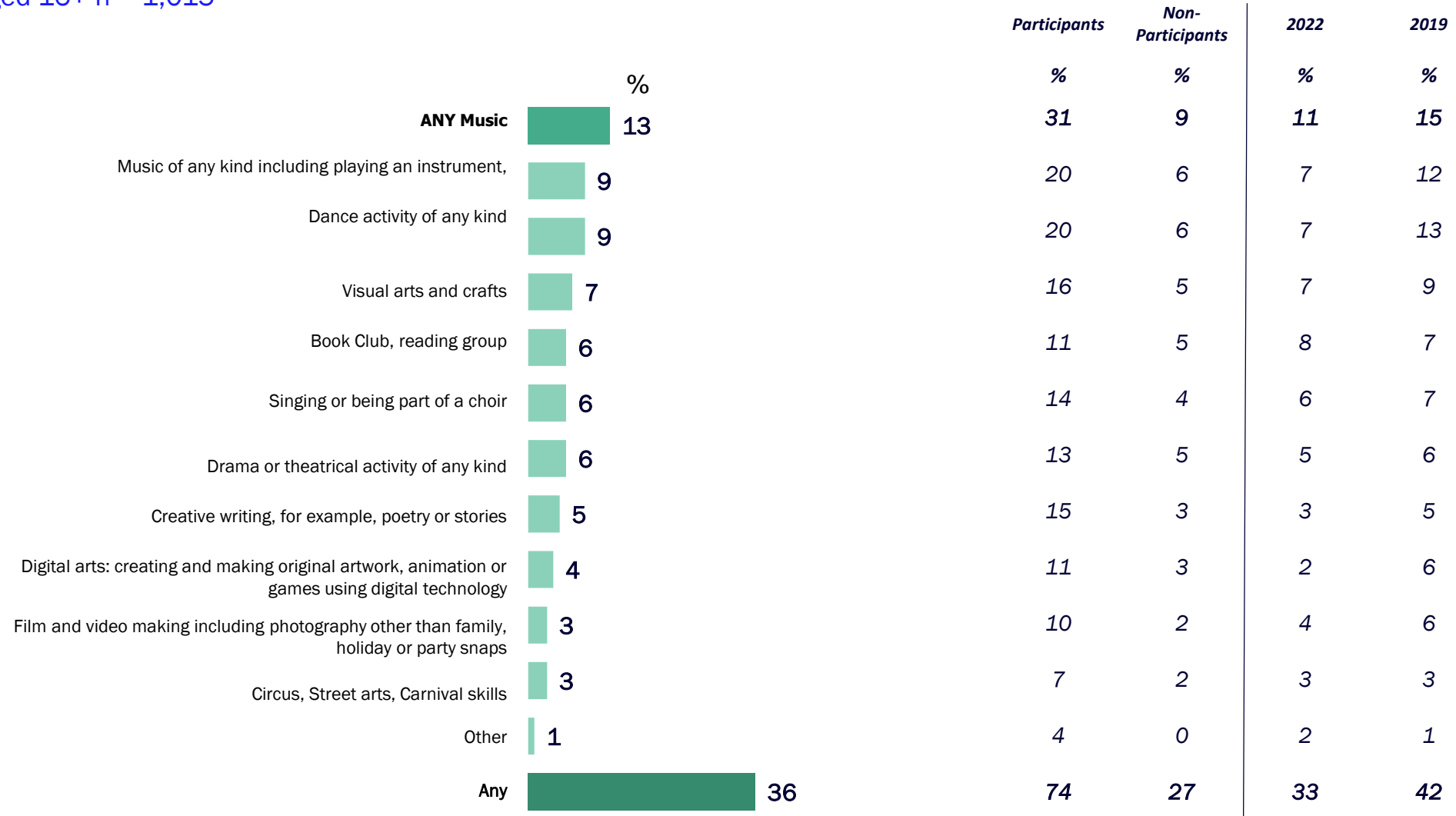


More than 1 in 3 adults would like to participate more in the arts, including 27% of those who currently do not. Lack of time is again mentioned as reason for lack of involvement with the Arts.



Arts Activities would like to be more involved with

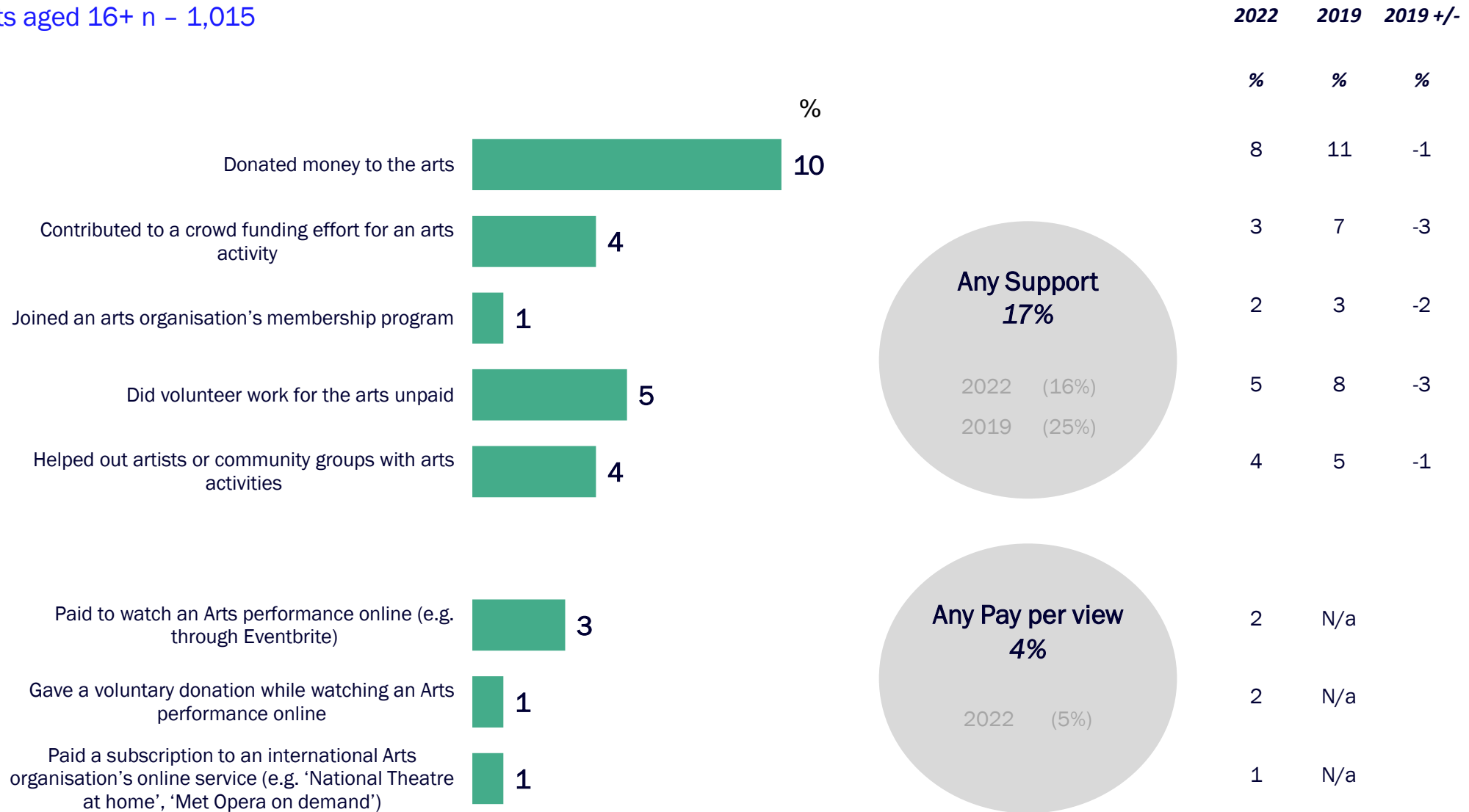
Base : All adults aged 16+ n – 1,015



'Any music' and dance are the key draws for current arts participants.

Support for the Arts 2023

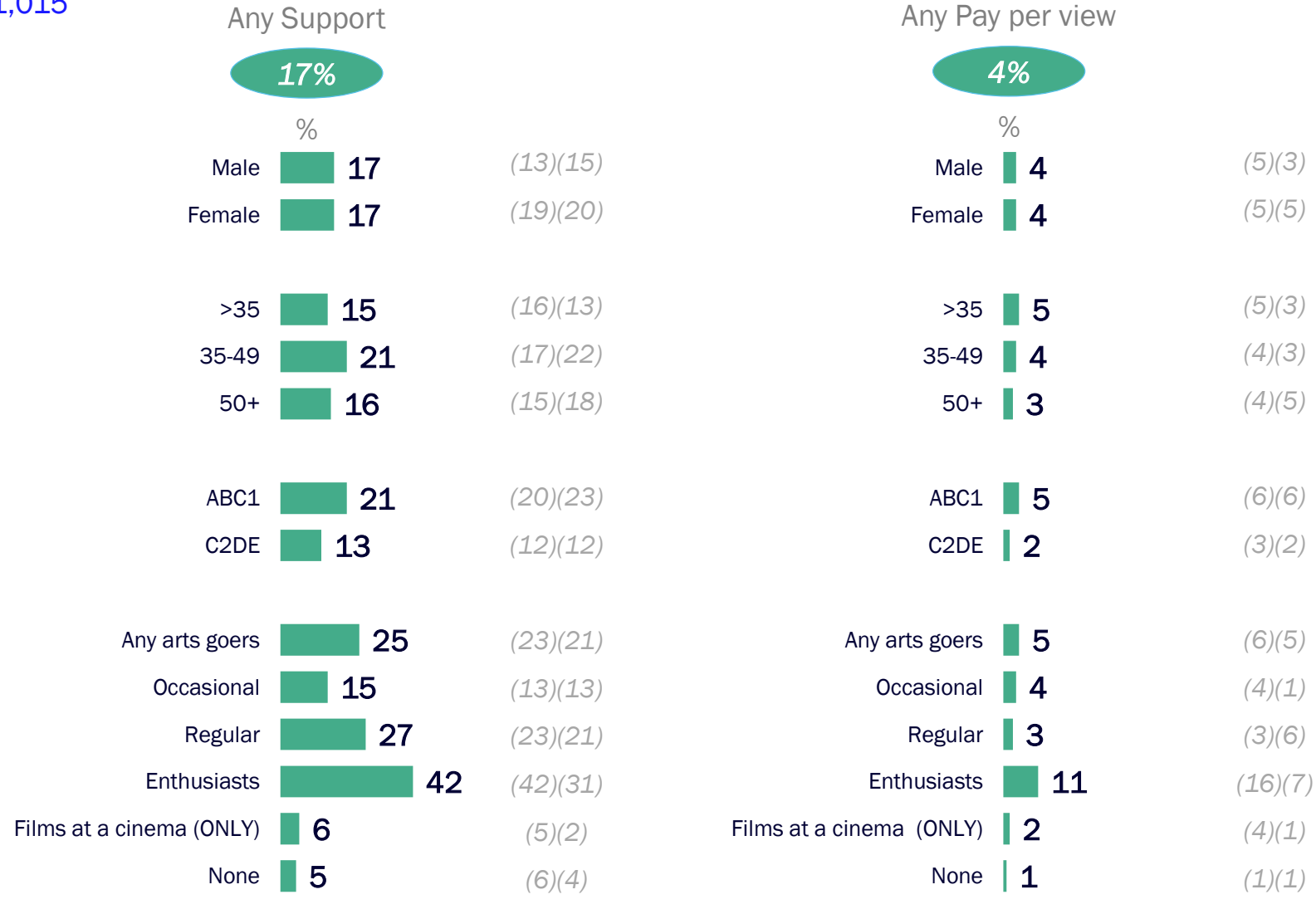
Base: Adults aged 16+ n – 1,015



'Support' for the Arts is stable in comparison to last year, with a marginal increase in donating money to the arts.

Support for the Arts 2023

Base: Adults aged 16+ n – 1,015

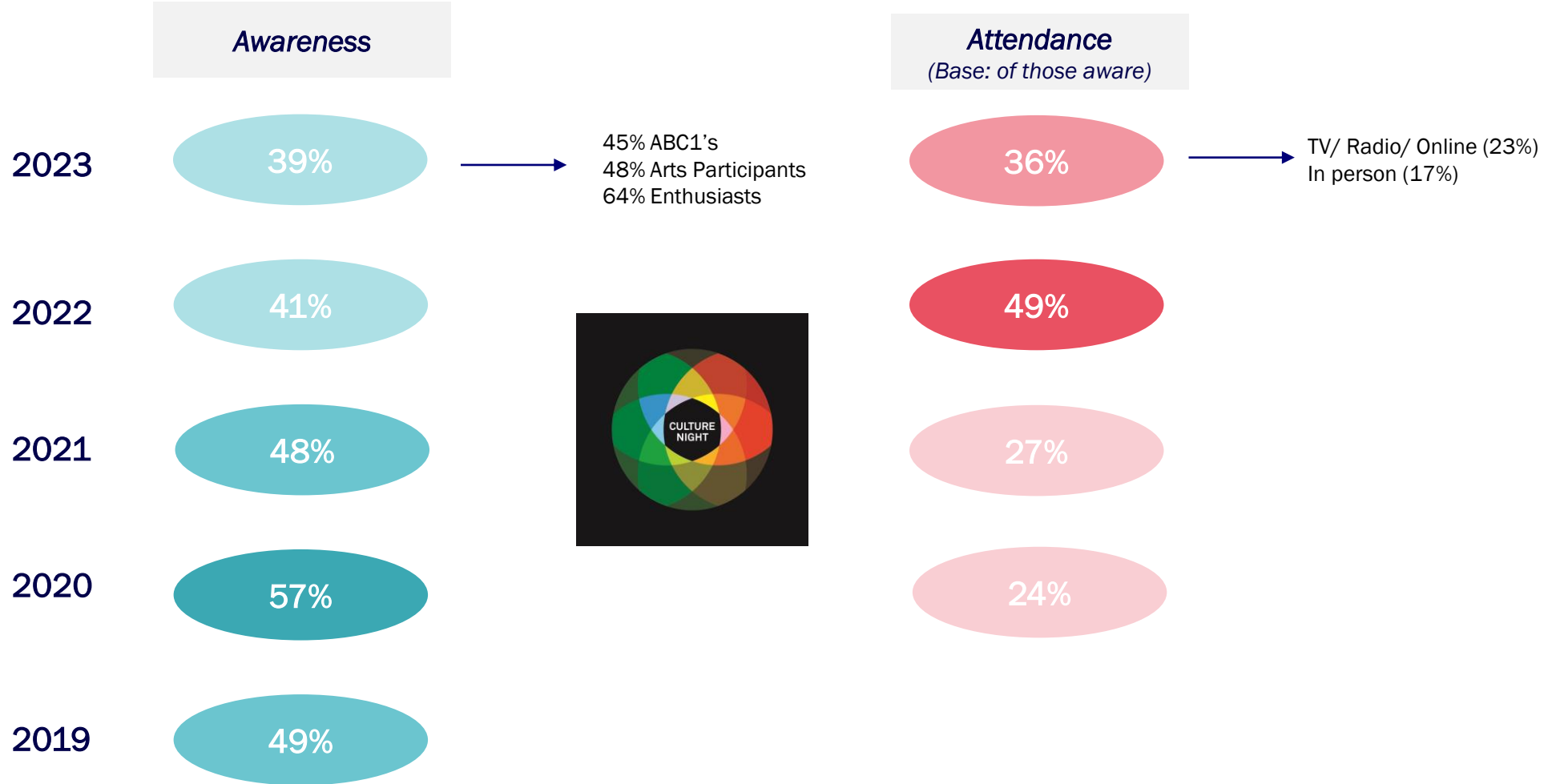


(2022),(2021)

‘Support’ peaks among Enthusiasts and Regulars. Pay-per-view is consistent by age and peaks at 11% among Enthusiasts

Culture Night 2023

Base : All Adults N – 1,015



39% of adults are aware of Culture night which is a marginal decline in comparison to 2022. The conversion from awareness to attendance remains strong (in comparison to 2021 and 2020) but has declined year on year.



Culture Night 2023

Base: Adults aged 16+ n – 1,015



+/- Vs 2022	Total	Gender		Age			Region		Social class	
		Male	Female	>35	35-49	50+	Dublin	Excl Dublin	ABC1	C2DE
	1015	481	534	260	301	454	256	759	534	481
	%	%	%	%	%	%	%	%	%	%
Awareness	-2	-4	-1	-7	=	=	-12	1	-2	-2

+/- Vs 2022	Total	Arts Goers					
		Any arts goers	Occasional	Regular	Enthusiasts	Films at a cinema or other venue (ONLY)	None
	1015	648	297	201	150	96	271
	%	%	%	%	%	%	%
Awareness	-2	-1	-2	+4	-6	-14	-2

The year on year decline in awareness is most evident in Dublin, among young adults and, curiously, enthusiasts.





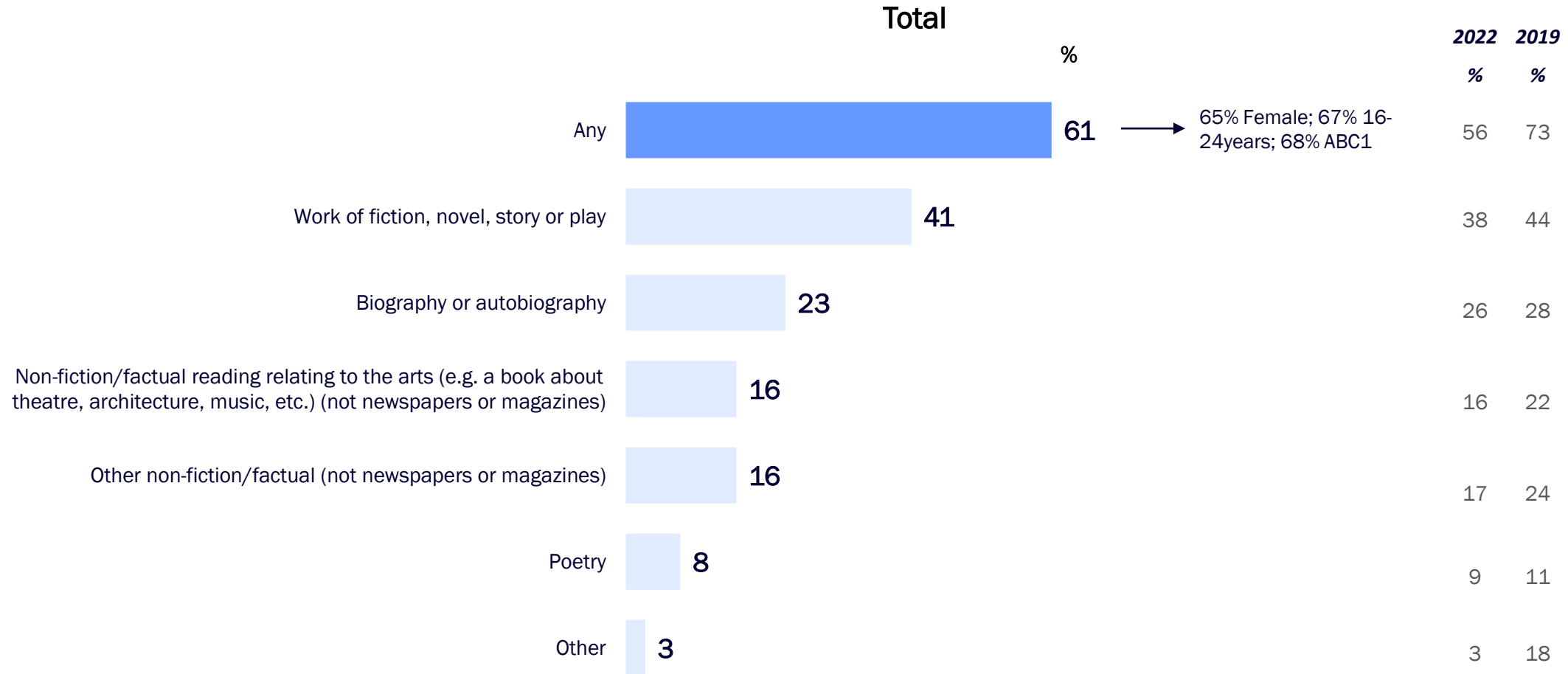
Reading for pleasure

Arts Insight 2023

B&A

Reading for Pleasure 2023

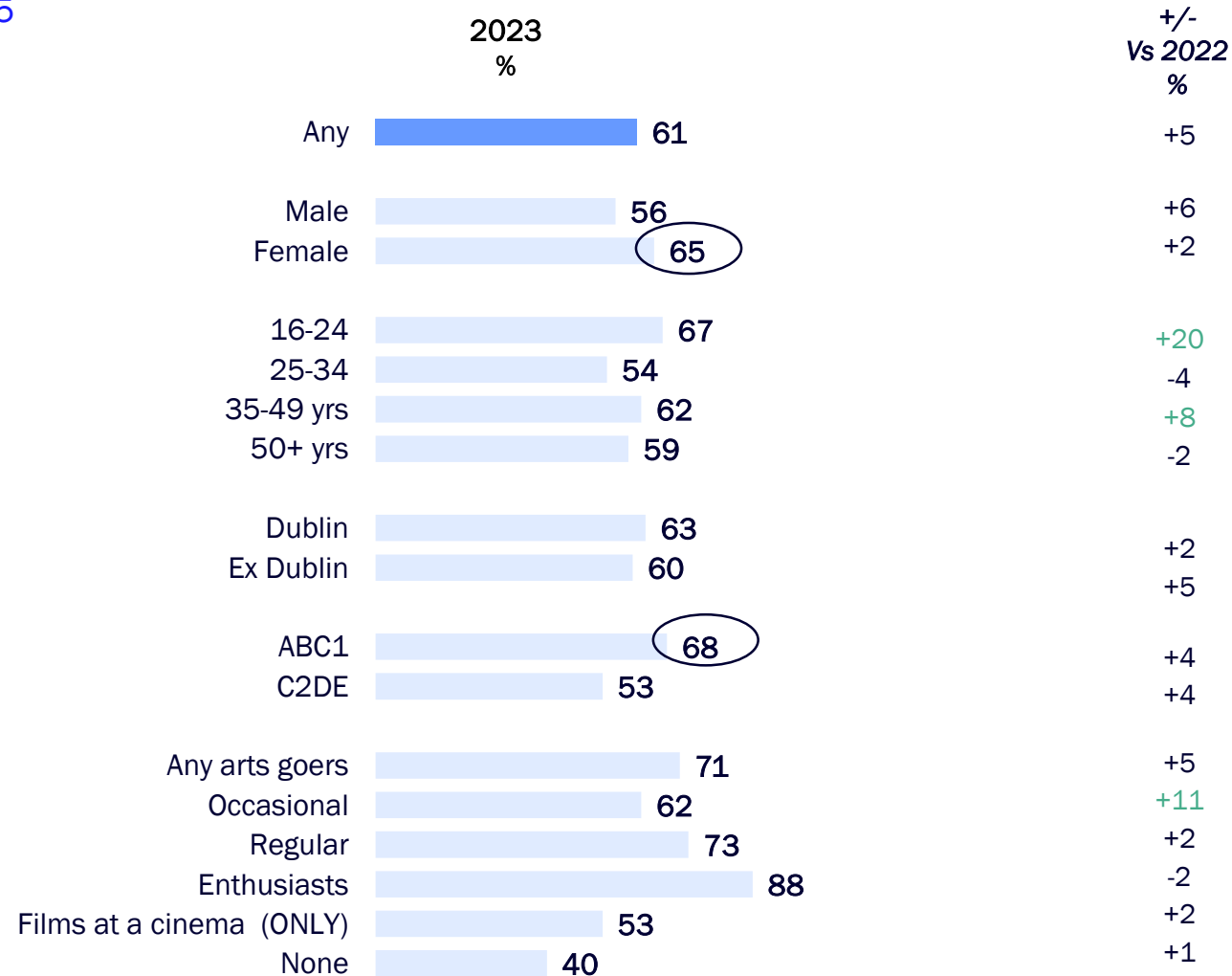
Base: Adults aged 16+ n – 1,015



61% of adults have read at least one book (of any genre) in the past 12 month which is a positive increase since last year.

Reading for Pleasure

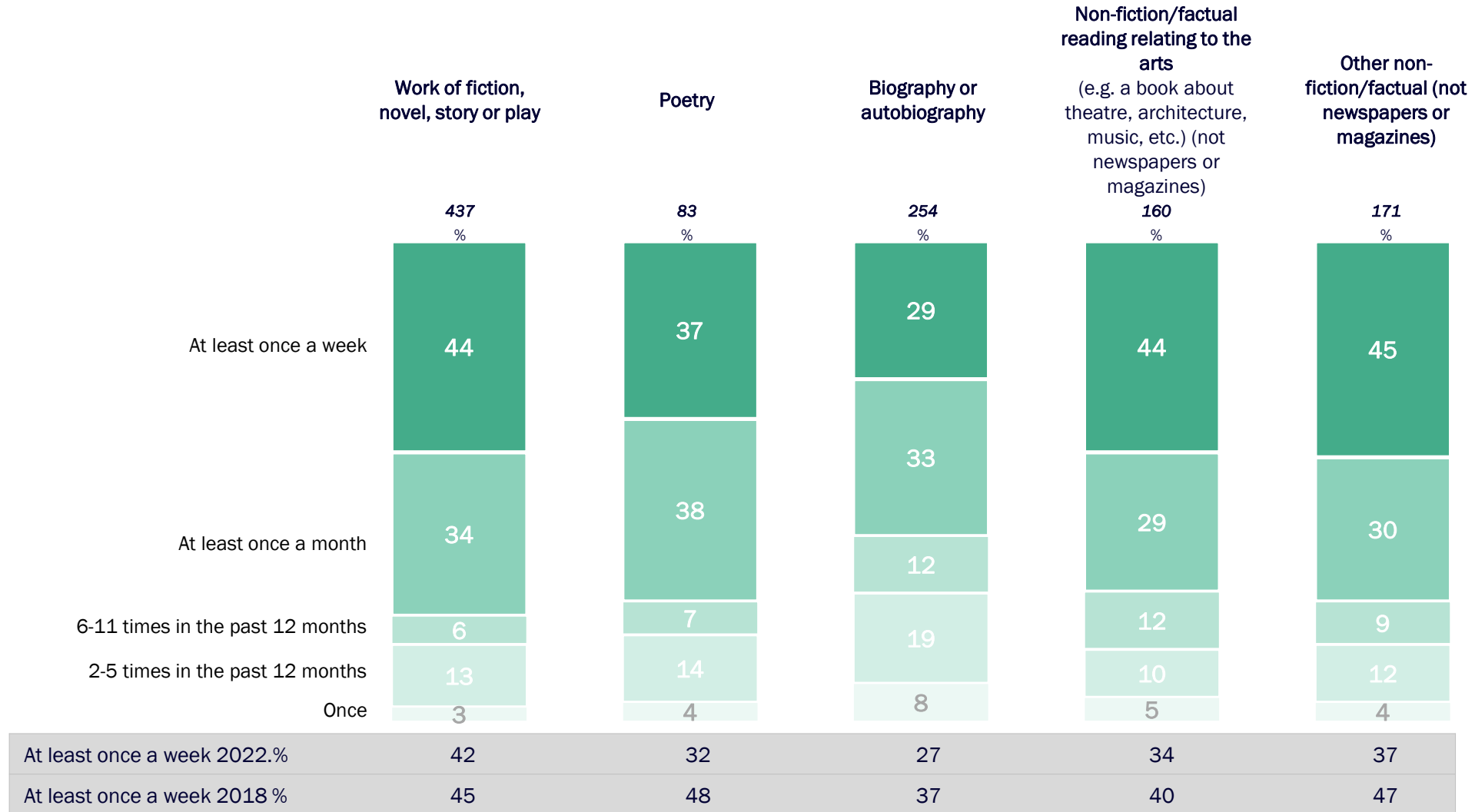
Base: Adults aged 16+ n – 1,015



The incidence of reading for pleasure remains higher than national average among middle class women; the year on year increase peaks amongst those under 25 years, and those aged 35 to 49 years.

Frequency of Reading for Pleasure 2023

Base: Readers of each genre



Reading frequency continues to show strong weekly+ levels across each literature type, increasing year on year in each case stop



Attitudes towards Arts

Arts Insight 2023

B&A

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

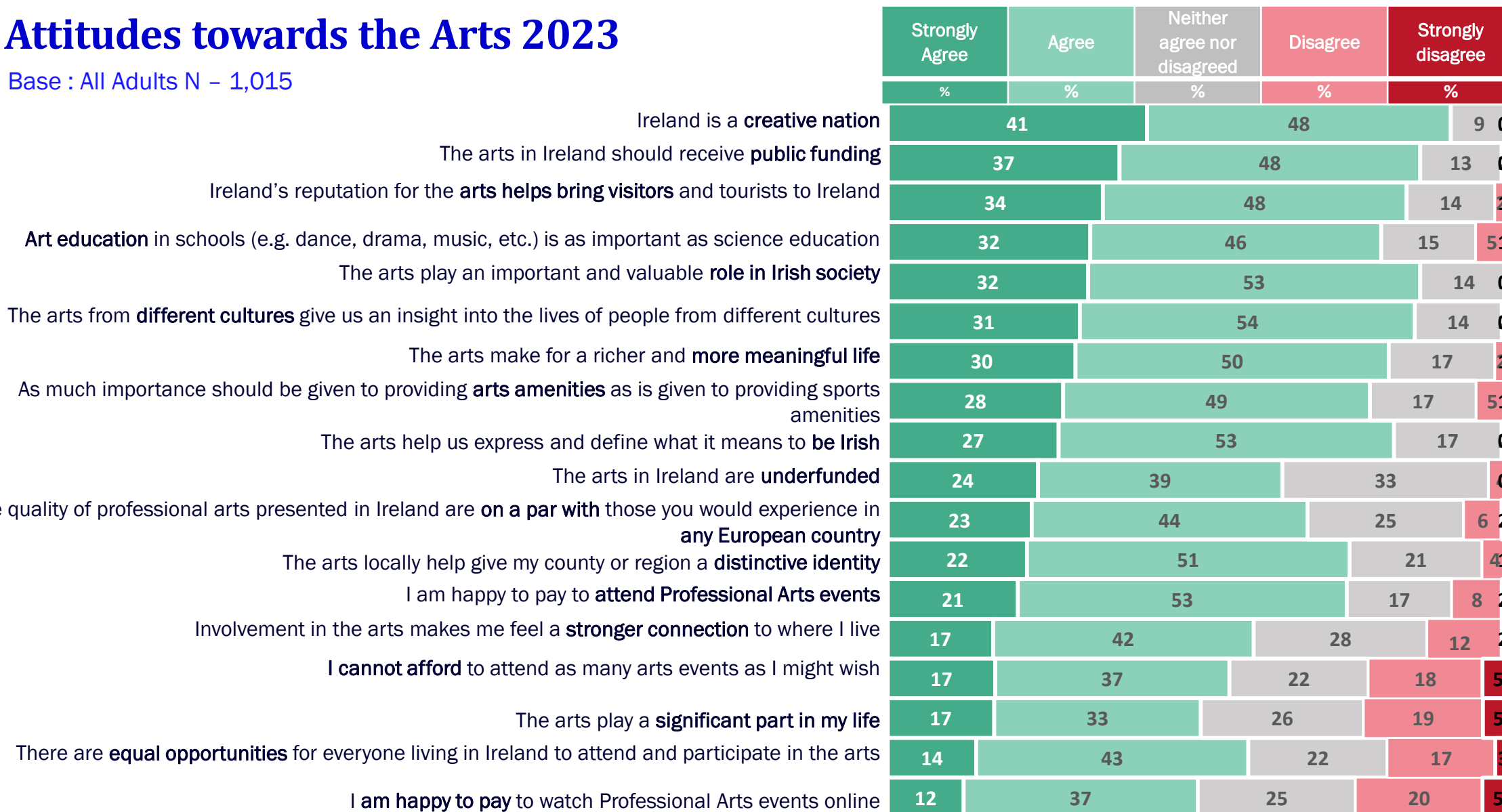
Arts Transaction

I am happy to pay to attend Professional Arts events

I am happy to pay to watch Professional Arts events online

Attitudes towards the Arts 2023

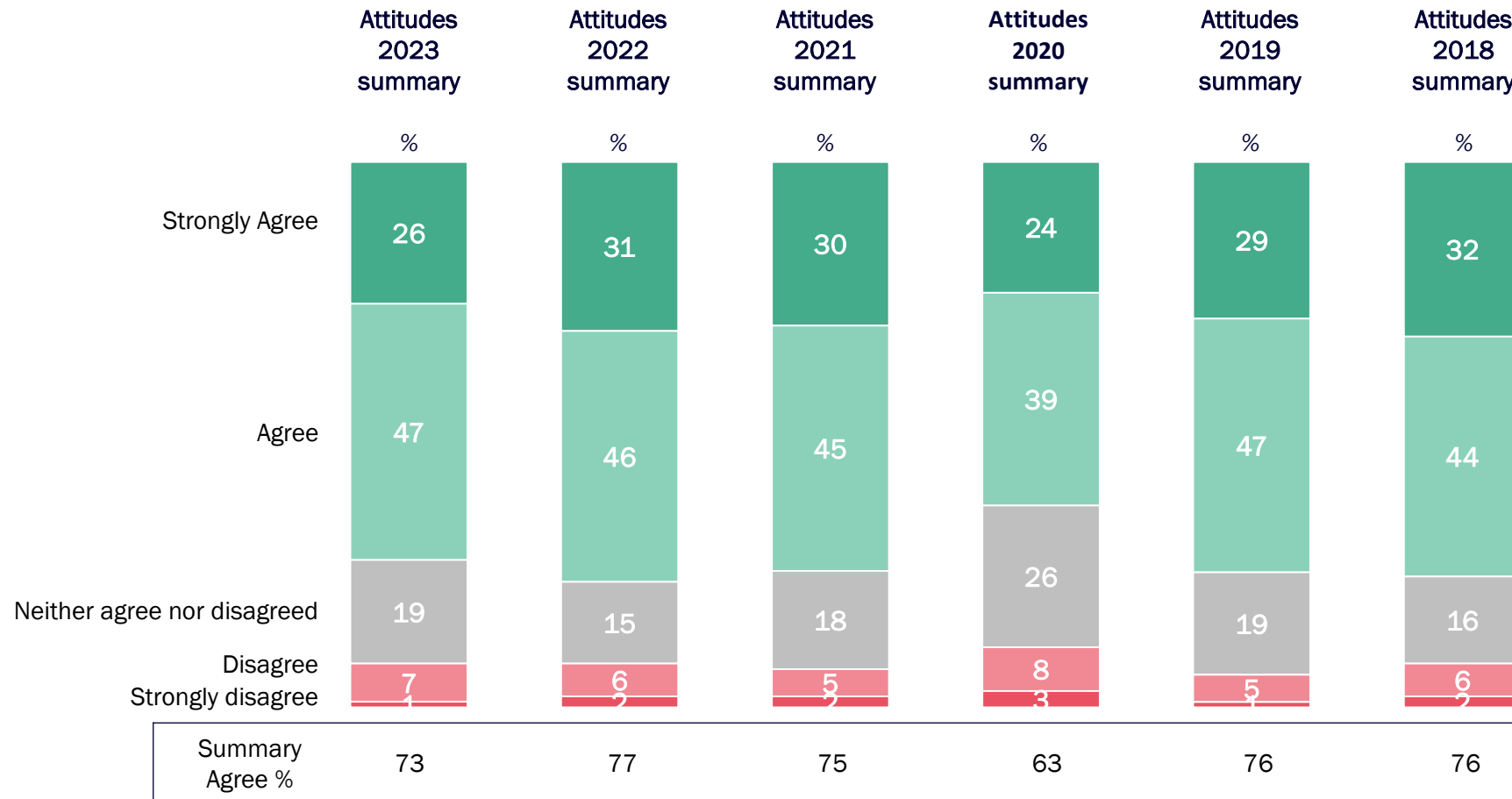
Base : All Adults N - 1,015



About 40% of Irish 'strongly agree' that Ireland is a creative nation and that the arts should receive public funding.

Attitudes towards the Arts : Summary

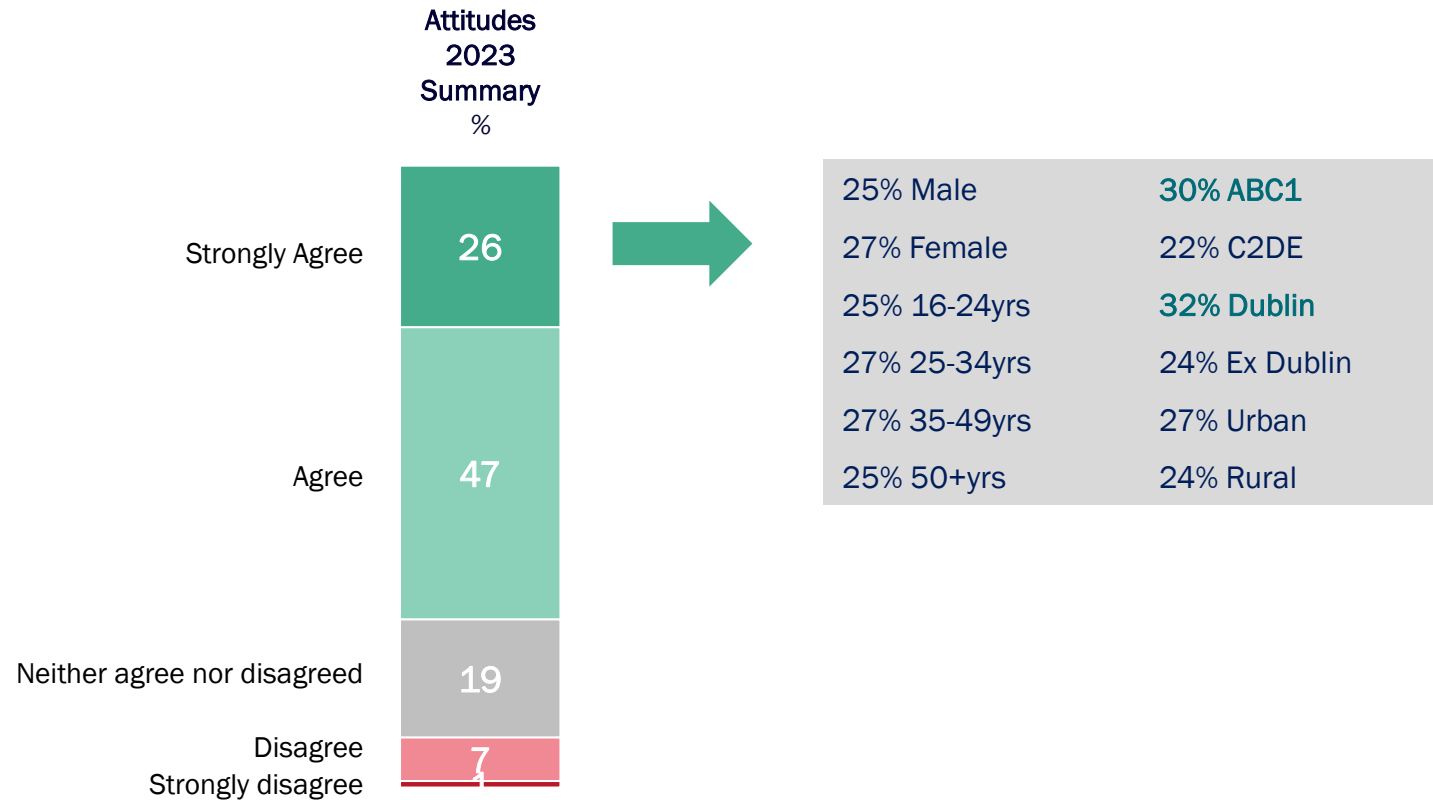
Base: Adults aged 16+ n – 1015



Following a post COVID bounce, strongly positive attitudes towards the arts have retreated year on year.

Attitudes towards the Arts : Summary

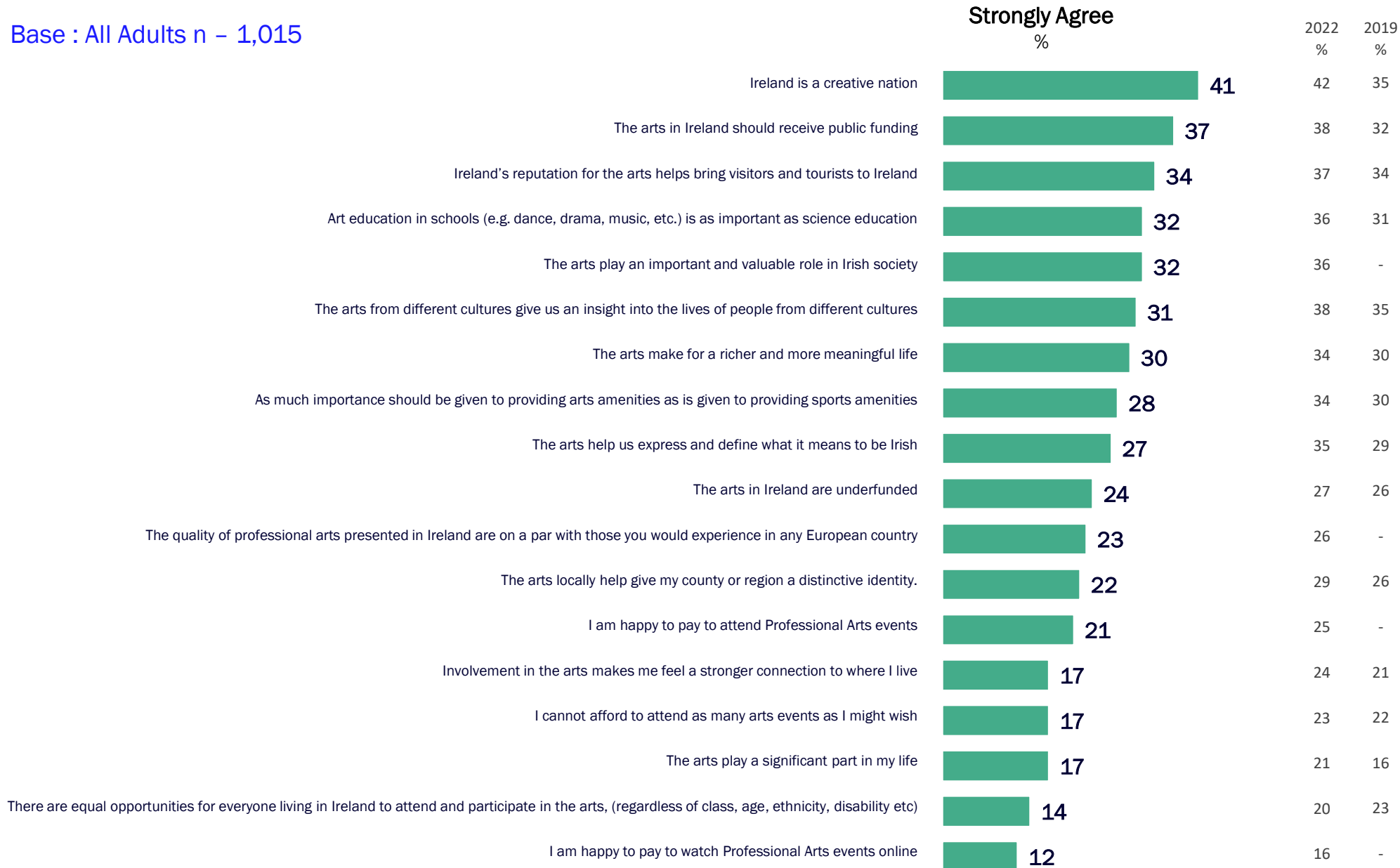
Base: Adults aged 16+ n – 1,015



Interestingly, strong positivity is evenly distributed by age group; it peaks in relation to social grade and region.

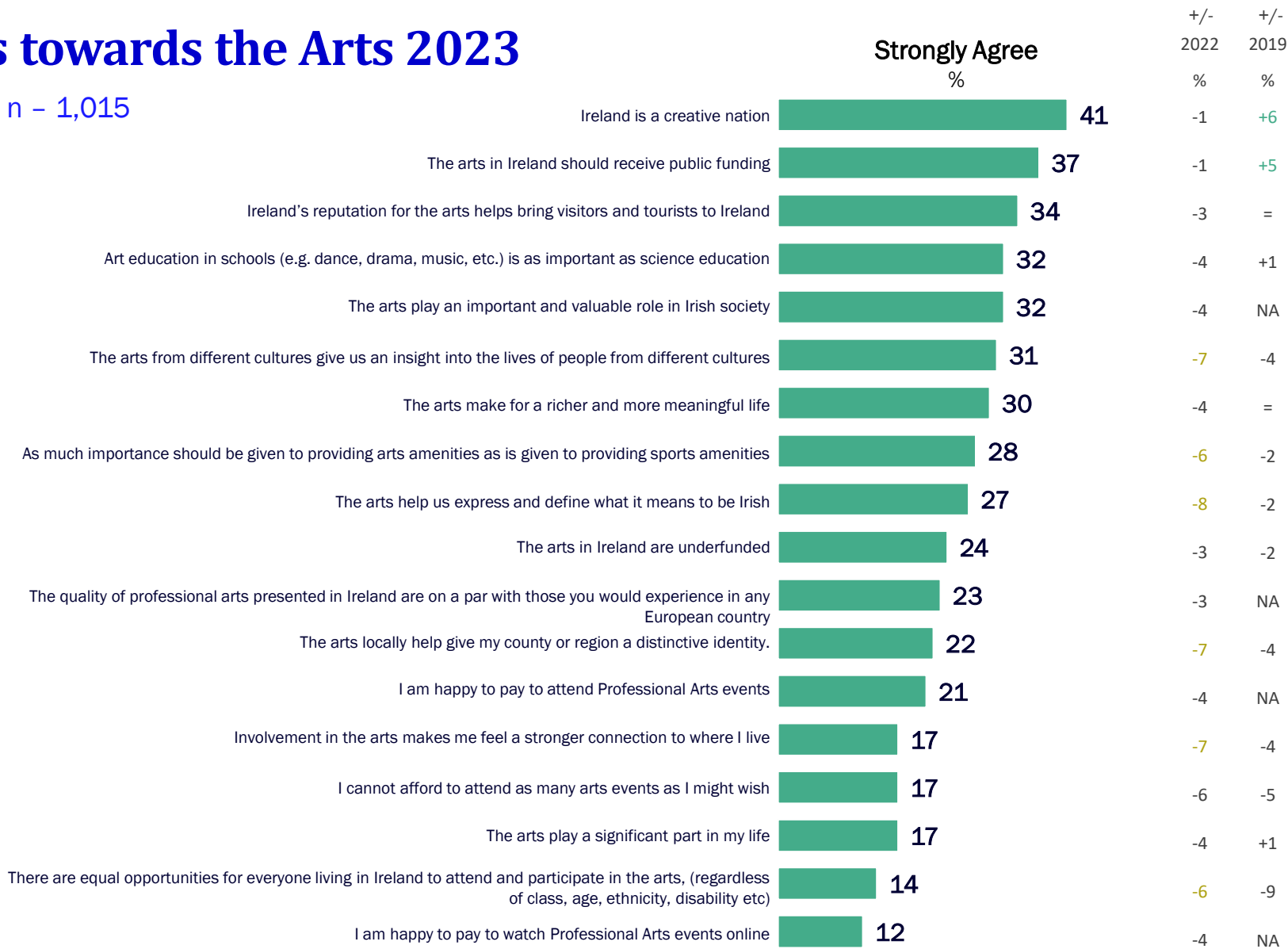
Attitudes towards the Arts 2023

Base : All Adults n – 1,015



Attitudes towards the Arts 2023

Base : All Adults n – 1,015



Significant year on year declines are evident in relation to multiple criteria: these criteria can often reference cultural identity.



Attitudes Towards the Arts 2023 – Strongly Agree

Base : All Adults n – 1,015

Strongly Agree	Total	Gender		Age				Social Class		Region		Area	
		Male	Female	16-24	25-34	35-49	50+	ABC1	C2DE	Dublin	Ex. Dublin	Urban	Rural
	1015	481	534	93	167	301	454	534	481	256	759	655	360
	%	%	%	%	%	%	%	%	%	%	%	%	%
Ireland is a creative nation	41	42	41	42	40	41	42	48	35	49	38	43	38
The arts in Ireland should receive public funding	37	36	37	36	37	36	38	41	32	49	32	40	31
Ireland's reputation for the arts helps bring visitors and tourists to Ireland	34	35	34	31	33	38	33	38	31	42	32	36	31
Art education in schools (e.g. dance, drama, music, etc.) is as important as science education	32	28	36	33	30	33	31	37	27	43	27	35	26
The arts play an important and valuable role in Irish society	32	31	33	31	34	33	30	37	26	37	30	32	32
The arts from different cultures give us an insight into the lives of people from different cultures	31	25	36	29	33	32	29	35	26	38	28	32	28
The arts make for a richer and more meaningful life	30	26	34	27	29	32	30	36	24	38	27	31	28
As much importance should be given to providing arts amenities as is given to providing sports amenities	28	25	31	28	29	31	25	33	23	34	26	29	26
The arts help us express and define what it means to be Irish	27	28	26	28	29	28	26	32	22	31	26	27	28
The arts in Ireland are underfunded	24	22	25	19	31	28	20	28	20	31	21	25	22
The quality of professional arts presented in Ireland are on a par with those you would experience in any European country	23	21	24	23	21	26	22	27	19	30	20	25	19
The arts locally help give my county or region a distinctive identity.	22	23	22	23	26	19	23	25	19	28	20	23	21
I am happy to pay to attend Professional Arts events	21	20	22	18	19	23	21	25	17	24	20	22	18
Involvement in the arts makes me feel a stronger connection to where I live	17	16	18	21	16	17	15	18	15	19	16	17	17
I cannot afford to attend as many arts events as I might wish	17	14	20	27	23	18	10	15	19	20	15	16	18
The arts play a significant part in my life	17	15	19	19	19	17	15	21	13	22	15	19	13
There are equal opportunities for everyone living in Ireland to attend and participate in the arts, (regardless of class, age, ethnicity, disability etc)	14	14	15	13	15	16	14	17	12	17	13	14	15
I am happy to pay to watch Professional Arts events online	12	10	14	9	14	16	11	15	9	13	12	14	10
Average	26	25	27	25	27	27	25	30	22	32	24	27	24

Attitudes Towards the Arts 2023 – Strongly Agree

Base : All Adults n - 1015

	Total	Arts Goers					
		Any arts goers	Occasional	Regular	Enthusiasts	Films at a cinema or other venue (ONLY)	None
1015	648	297	201	150	96	271	
%	%	%	%	%	%	%	
Ireland is a creative nation	41	46	42	46	54	33	34
The arts in Ireland should receive public funding	37	39	34	37	53	37	31
Ireland's reputation for the arts helps bring visitors and tourists to Ireland	34	38	31	40	48	34	28
Art education in schools (e.g. dance, drama, music, etc.) is as important as science education	32	35	30	38	43	27	26
The arts play an important and valuable role in Irish society	32	37	33	35	47	28	22
The arts from different cultures give us an insight into the lives of people from different cultures	31	35	27	38	48	28	21
The arts make for a richer and more meaningful life	30	35	27	36	53	24	20
As much importance should be given to providing arts amenities as is given to providing sports amenities	28	32	24	32	46	17	24
The arts help us express and define what it means to be Irish	27	32	25	30	47	27	17
The arts in Ireland are underfunded	24	27	23	29	32	23	17
The quality of professional arts presented in Ireland are on a par with those you would experience in any European country	23	25	20	26	32	25	18
The arts locally help give my county or region a distinctive identity.	22	24	21	24	33	23	18
I am happy to pay to attend Professional Arts events	21	26	19	28	37	13	13
Involvement in the arts makes me feel a stronger connection to where I live	17	20	15	21	29	15	10
I cannot afford to attend as many arts events as I might wish	17	16	15	19	15	25	15
The arts play a significant part in my life	17	20	12	19	41	8	13
There are equal opportunities for everyone living in Ireland to attend and participate in the arts, (regardless of class, age, ethnicity, disability etc)	14	15	12	18	15	15	13
I am happy to pay to watch Professional Arts events online	12	16	12	18	20	7	7
Average	26	30	24	30	40	23	20



Key Learnings

Arts Insight 2023

B&A

Arts Insights 2023: Summary 16-24 years

	All Adults %	16-24 year olds %	16-24 year +/- 2022
Any Arts Attendance	72	87	+4
Any Core Arts Activities Attendance	54	56	+4
Any Participation in the Arts	19	33	+6
Attitudes towards the Arts (Strongly positioned)	26	25	-6

Attendances and participation incidences have increased year on year for 16-24 year olds, however strongly positive attitudes have retreated in line with the population.

Arts Insights 2023 - Key Learnings

We can estimate all arts attendances as being up 6% year on year while continuing to be 20+% down on Pre- Covid. The decline in attendance since Covid is directly related to a drop in frequency among Regulars & Enthusiasts. The percentage of adults who attended arts events overall is broadly stable year on year. More than half have attended at least one Core Arts Activities Event – peaking outside Dublin, among ABC1s, women and those under 25 years.

14% of all adults attended a ‘play’ in 2023, indicating a rise year on year and comparable to pre-covid. However, overall attendances remain 20% down on 2019. Professional and local amateur productions dominate P12M attendance with regional and area biases likely reflecting availability. The motivations for attending either are broadly comparable. For professional productions, the appeal of specific shows, performers and theatre companies is significantly higher than for the venue itself.

A large majority of adults (74%) would like to attend arts events more often. Lack of time remains the primary barrier and is up 16% since last year - peaking among those aged 35-49 years. The second barrier is cost and this is especially an issue for younger adults. Satisfaction with VFM of arts attendance is positive but in decline since 2018 with currently 37% extremely satisfied.

The post COVID movement towards digital information sources and away from traditional media has continued in the past 12 months. However, only 15% of adults are very satisfied with the availability of information about arts events and activities. The rise in online as the dominant arts information source is driven by a broad age group - adults below the age of 50 years. Use of Instagram as a source has risen 15% since COVID.

19% of adults have participated in the arts in the past 12 months. The overall decline since COVID is a function of minor decreases across practically all forms of participation. Slightly more than half (52%) of arts participants attended a new activity in 2023. This high level of trialing new activities is consistent with a high ‘churn’ characteristic – the rate at which customers stop and start activity.

Following a post COVID bounce, strongly positive attitudes towards the arts have retreated year on year. Interestingly, strong positivity is evenly distributed by age; it peaks in relation to social grade and region. Significant year on year declines are evident in relation to multiple criteria: these criteria can often reference cultural identity.

Thank You



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Delve Deeper