



Arts Insight 2022

The National Arts Engagement Survey

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RESEARCH
& INSIGHT



Arts Insight 2022



Arts Attendance



Digital Arts Engagement



Getting Information about Arts Events and Activities



Participating in the Arts



Reading for pleasure



Attitudes towards Arts



Key Learnings

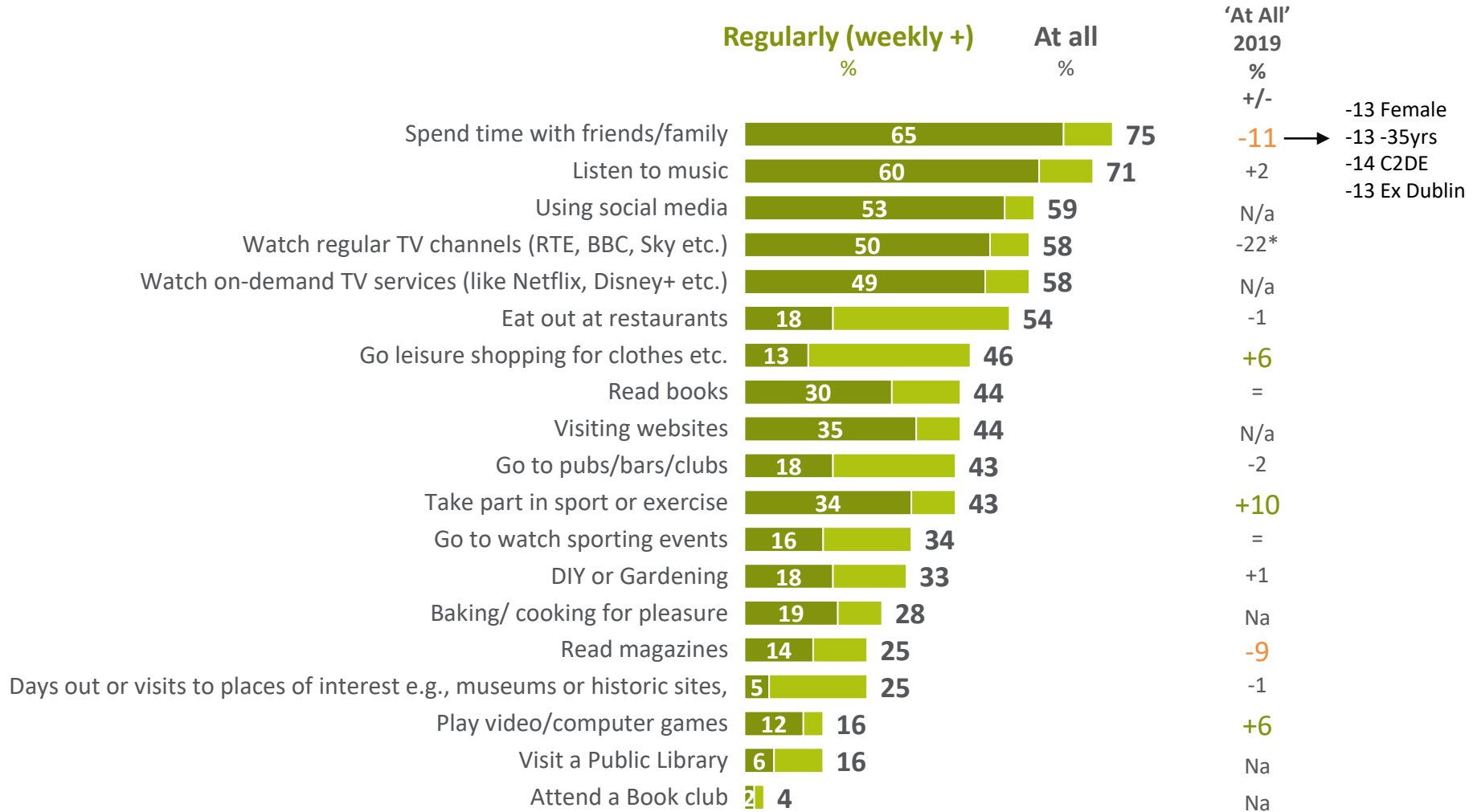


Arts attendance

Arts Insight 2022

General leisure interests

Base: Adults aged 16+ n – 1,011



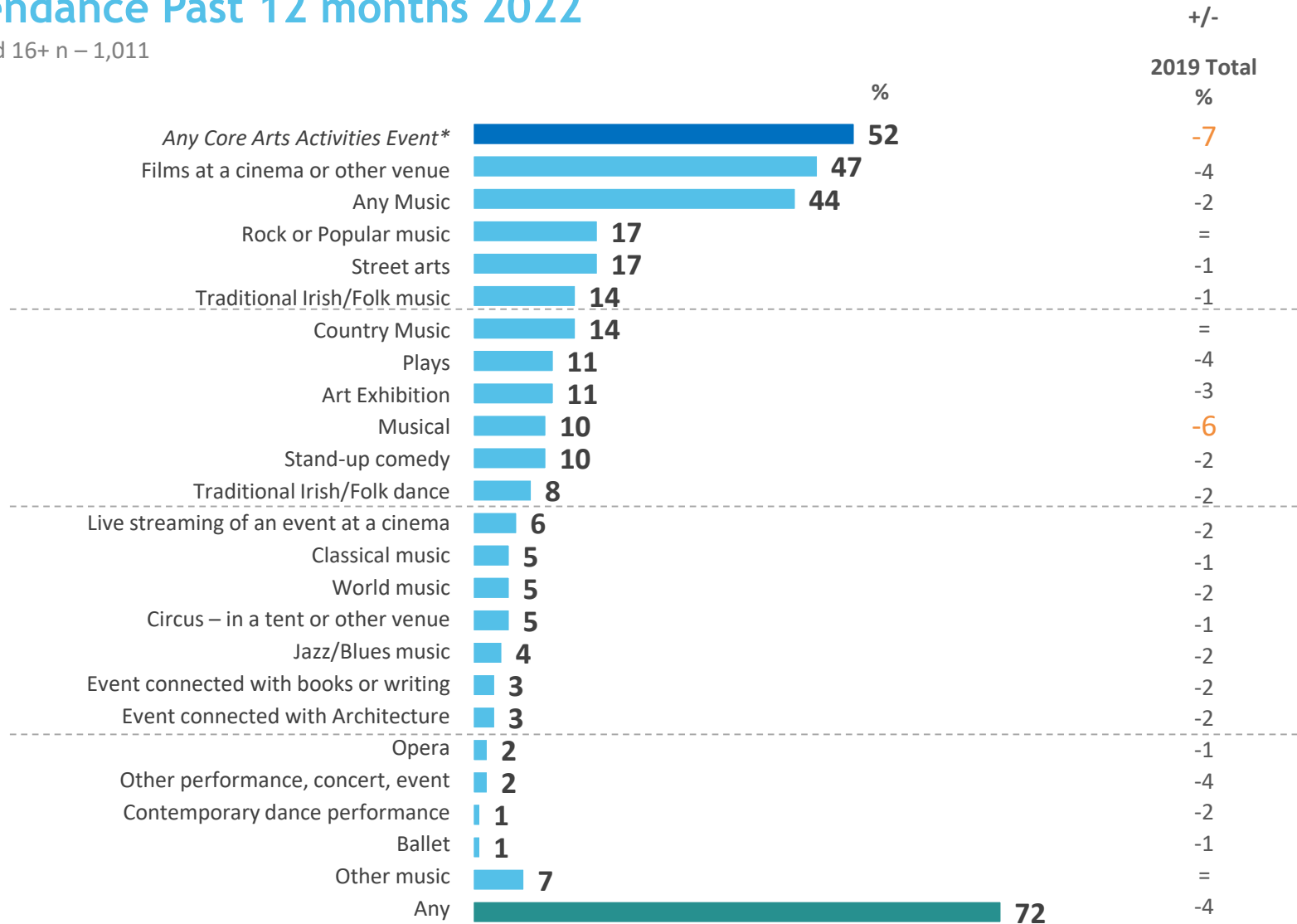
Our leisure profile shows a series of changes from 2019, the most striking being the decline in 'spend time with friends/ family'.

* Additional code for steaming services added in 2022



Arts Attendance Past 12 months 2022

Base: Adults aged 16+ n – 1,011

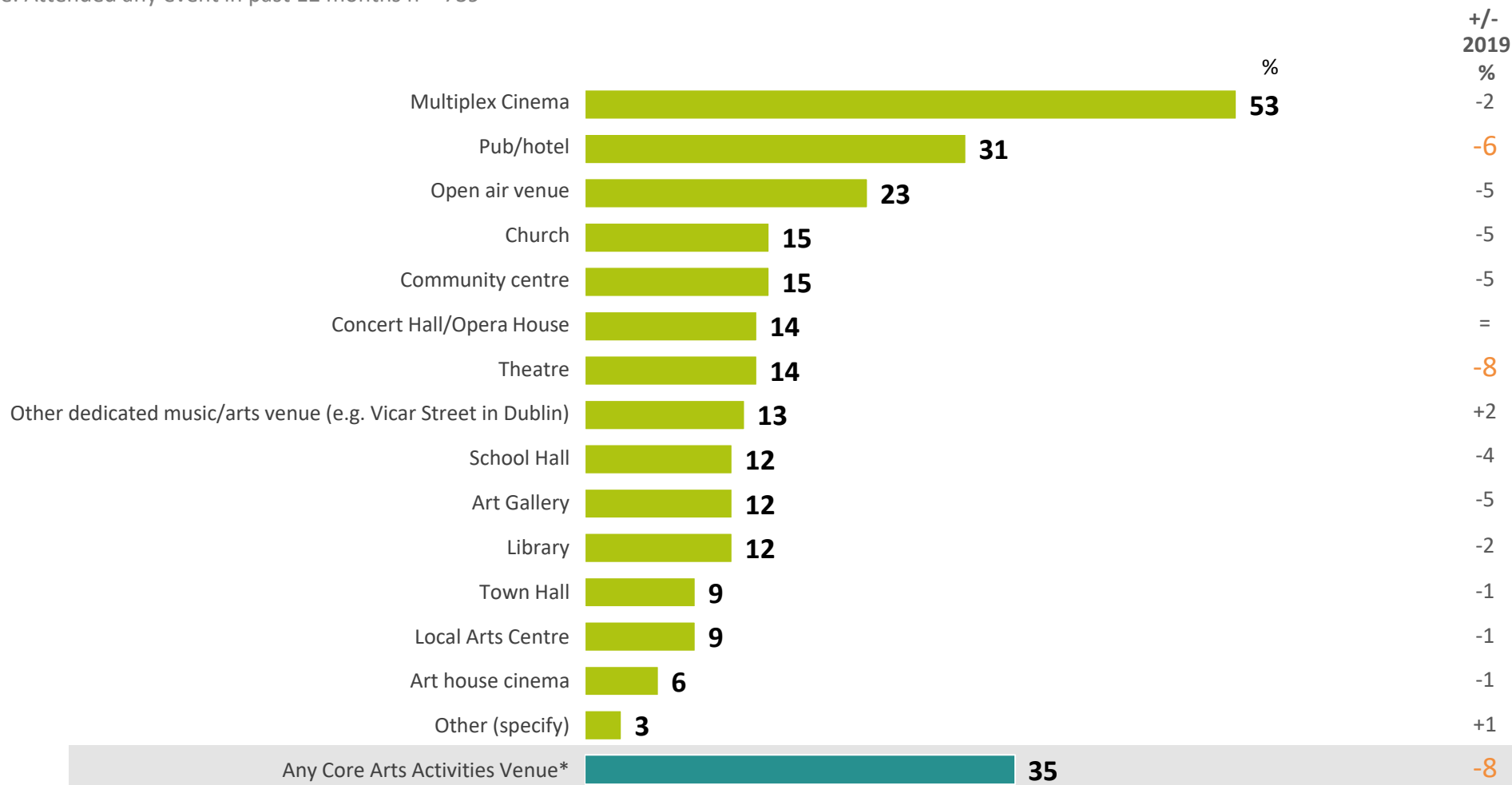


A consistent set of modest declines are evident in national incidence of attendance across the event types.

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

Venues attended for Arts events in past 12 months

Base: Attended any event in past 12 months n – 739



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

Attendance at venue types is also characterised by a regular reduction; the incidence of adults attending any core arts activities venues is down 8% on 2019.

Arts Attendance Past 12 Months (vs 2019)

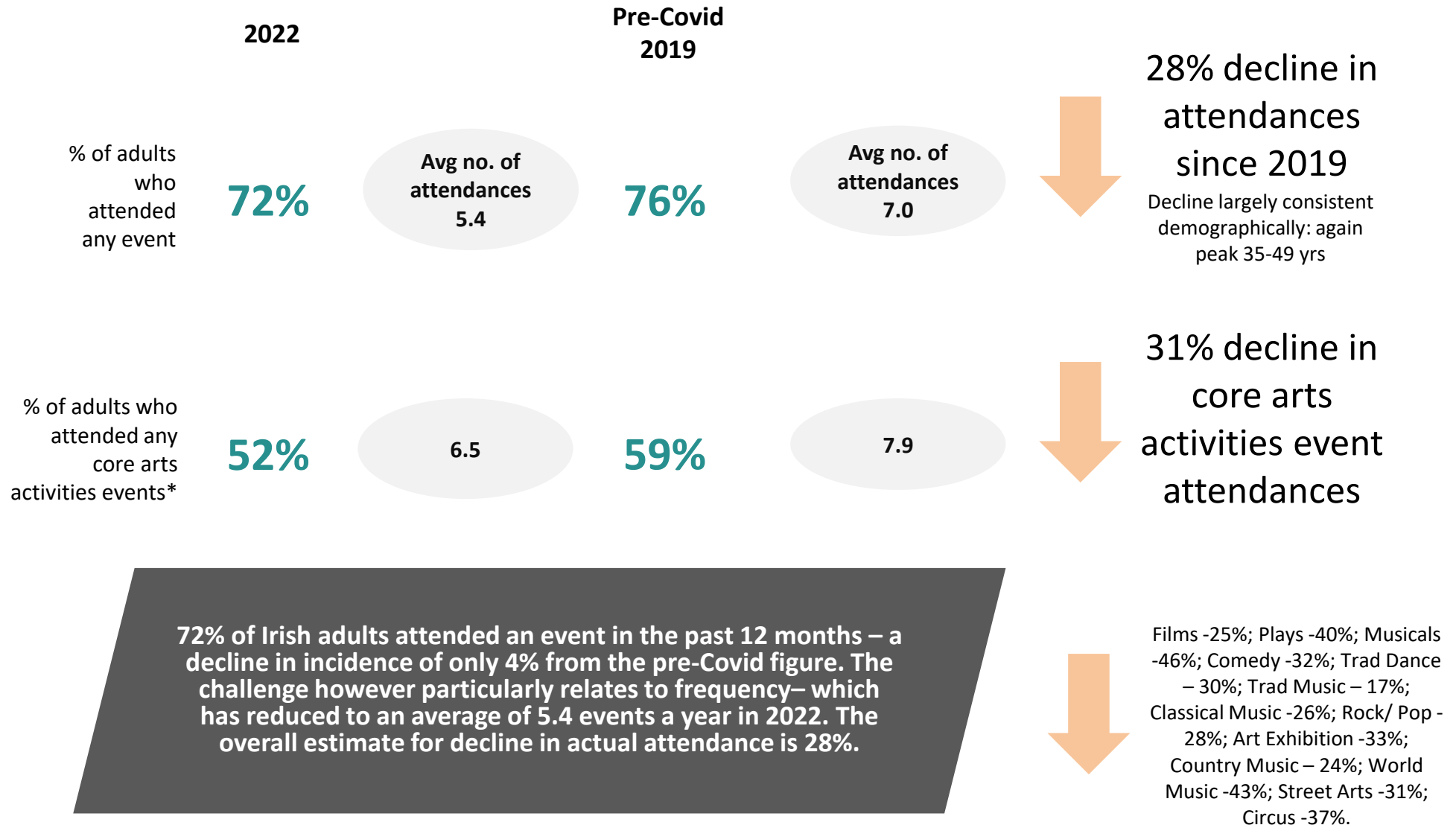
Base: Adults aged 16+ n – 1,011

	Total	Gender		Age			Region		Social class	
		Male	Female	>35	35-49	50+	Dublin	Excl Dublin	ABC1	C2DE
	1011	465	546	254	290	467	291	720	560	451
	%	%	%	%	%	%	%	%	%	%
Any: 2022 Vs 2019	-4	-4	-3	-1	-6	-4	-4	-4	-4	-5
Any core arts activities event: 2022 Vs 2019	-7	-8	-6	-8	-6	-6	-3	-8	-9	-6

The decline in incidence across both measures of national attendance shows a broadly consistent pattern; the decline in ‘core arts activities’ is more evident outside Dublin

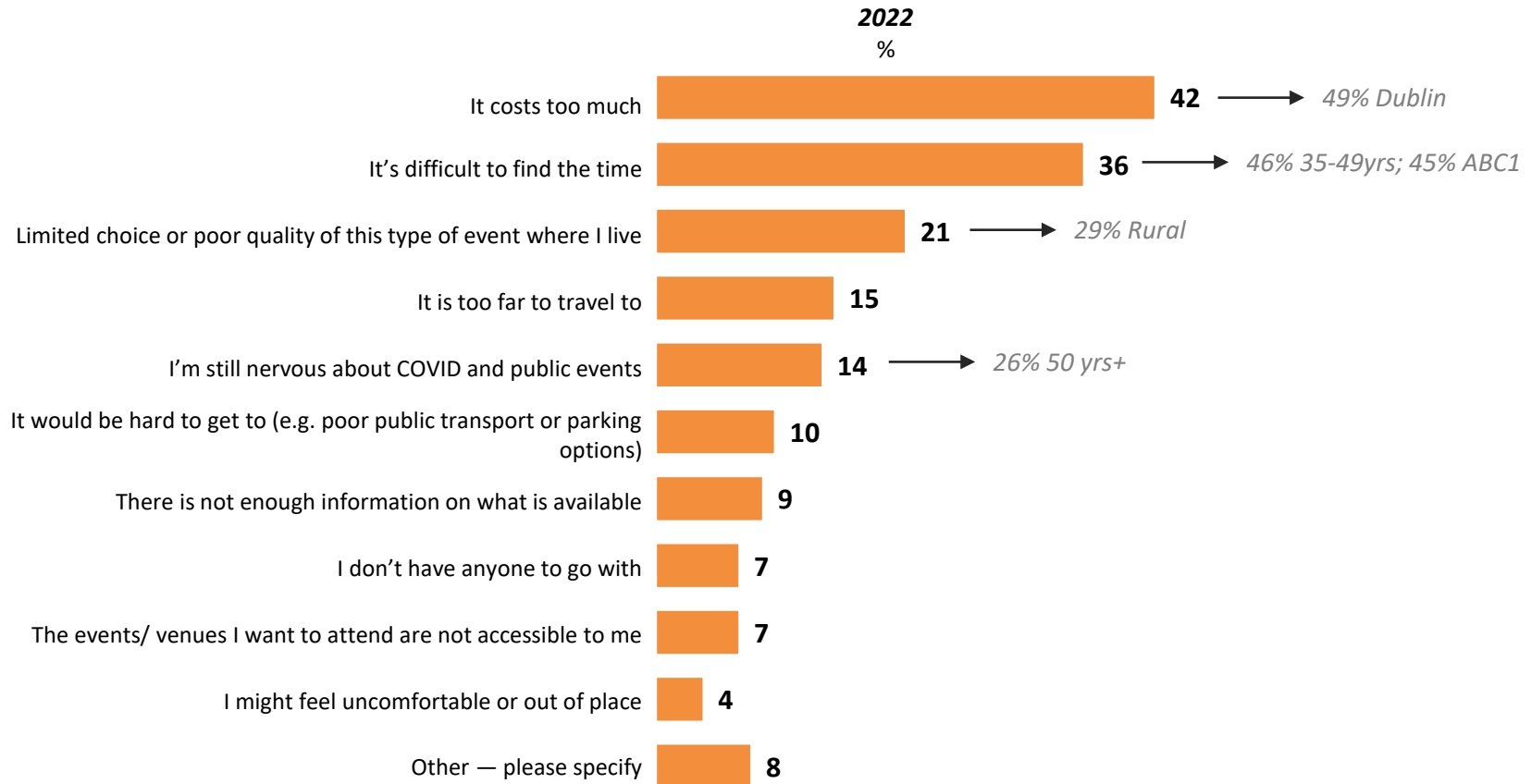
Arts Attendance Past 12 months 2022 - Summary

Base: Adults aged 16+ n – 1,011



Barriers to attending preferred events

Base: Wish could attend more often N – 740*

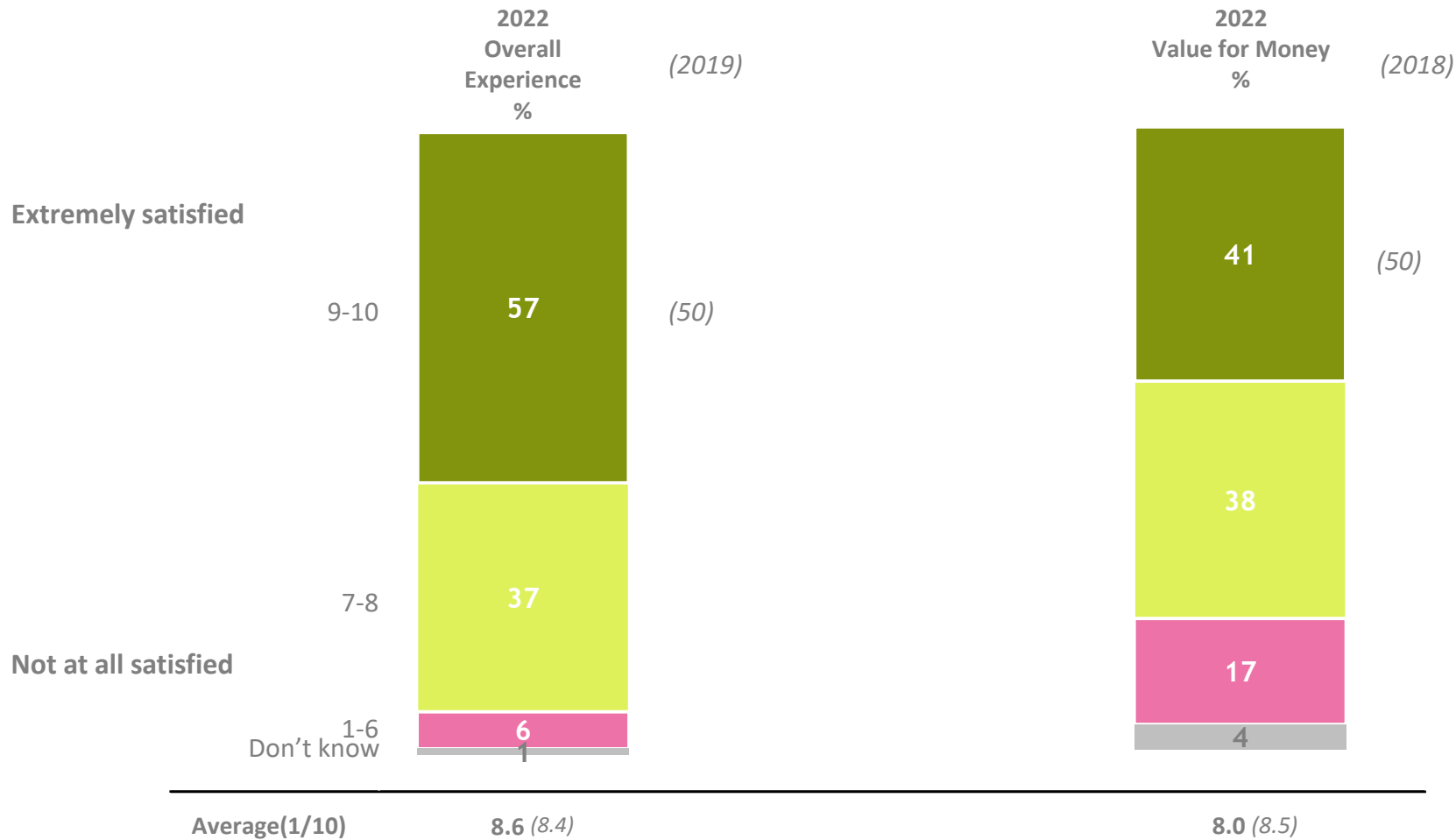


The barriers to future attendance focus on time and cost concerns; however, note prominence of Covid among those 50 years plus

*38% have no wish to attend; Key Reasons include: Not really interested (36%), Difficult to find time (35%) & Costs too much (23%)

Arts Experience: Evaluation of most recent experience

Base: Attended event past 12 months n- 739



Satisfaction with overall event experience in 2022 is very strong; however perceived value for money, while still positive, is well down on pre-Covid (2018). The VFM score may likely be both a function of ticket price increases and cost of living concerns

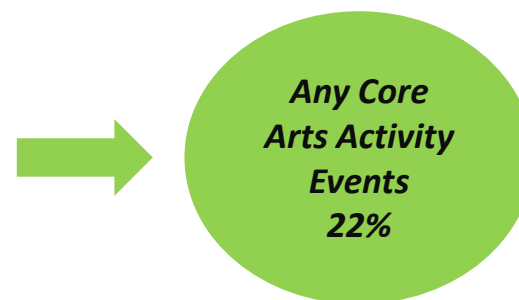
Q. How would you rate the overall value for money of attending the event?

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

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

Base : Attended any event in past 12 months N - 737

	Total
	%
<i>Any</i>	38
<i>Any Music</i>	18
Rock or Popular music	5
Country Music	5
Musical	3
Stand-up comedy	3
Traditional Irish/Folk music	3
Street arts	3
Circus – in a tent or other venue	3
Live streaming of an event at a cinema	2
Plays	2
Traditional Irish/Folk dance	2
Classical music	2
World music	2
Art Exhibition	2
Opera	1
Contemporary dance performance	1
Jazz/Blues music	1
Other music	1
Event connected with books or writing	1
Event connected with Architecture	1
Other performance, concert, event	1



-35 yrs	17%
35-49yrs	27%
50yrs+	22%

Despite the challenges, 22% of attendees in the past 12 months attended a core arts activity event for the first time

Attendance Intentions for 2023

Base : Attended any event in past 12 months N - 737



There are promising signs of attendance bouncing back next year: 39% of adults plan to attend events more often in 2023, rising to 45% of 2022 attendees. These intentions are broadly similar across age group & segments.

Significant decline in attendance since Covid but promising signs for 2023.

72% of Irish adults attended an event in the past 12 months – a decline in incidence of only 4% from the pre-Covid figure. The challenge however particularly relates to frequency of attendance – the estimate for **decline in actual attendance is 28%**.

For those adults who volunteer they are now attending less, the reasons given primarily relate to **Covid** and changes in broader lifestyle since Covid.

The barriers to future attendance focus on time and cost concerns. Of note here is the perceived **value for money** from attendance in 2022 is well down on pre-Covid (2018).

More positively, 22% of attendees in the past 12 months attended a type of core arts activity event for the **first time**.

And there are promising signs of **attendance bouncing back next year**: 39% of adults plan to attend more often in 2023, rising to 45% of 2022 attendees.



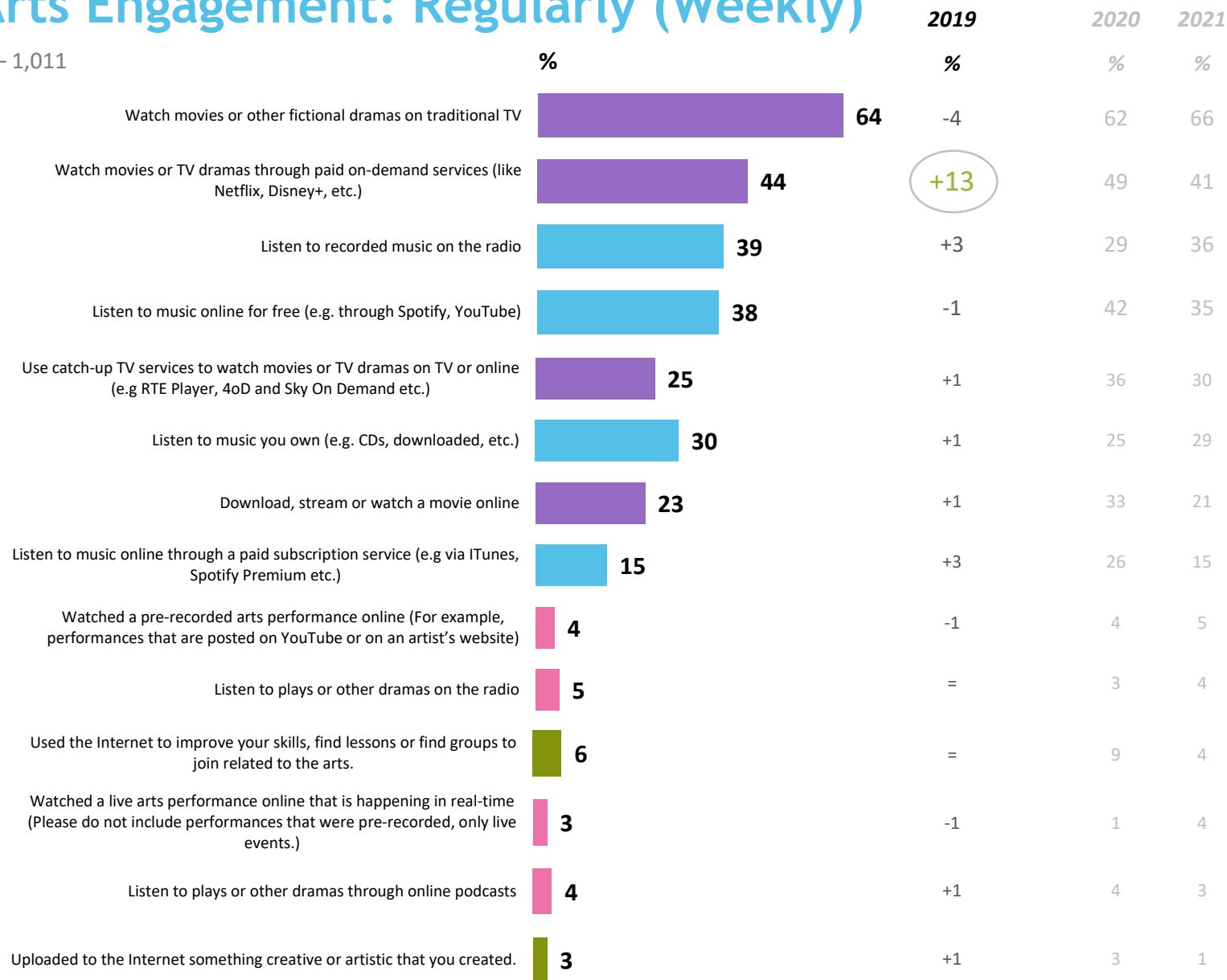
Digital Arts Engagement

Arts Insight 2022

Digital Arts Engagement: Regularly (Weekly)



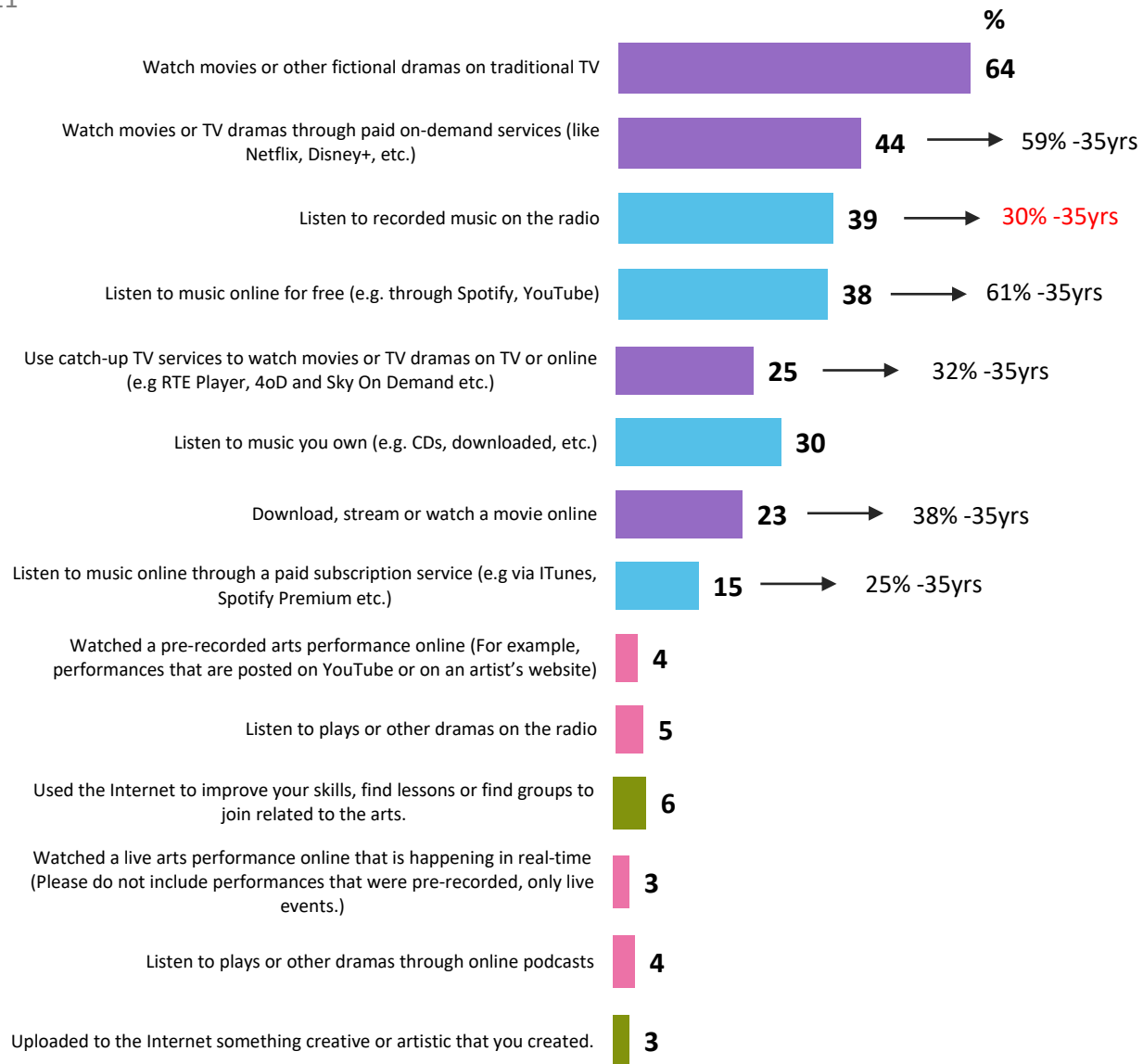
Base : All Adults N – 1,011



Comparisons with 2019 confirm the big digital change is our greater use of on-demand streaming services

Digital Arts Engagement: Regularly (Weekly)

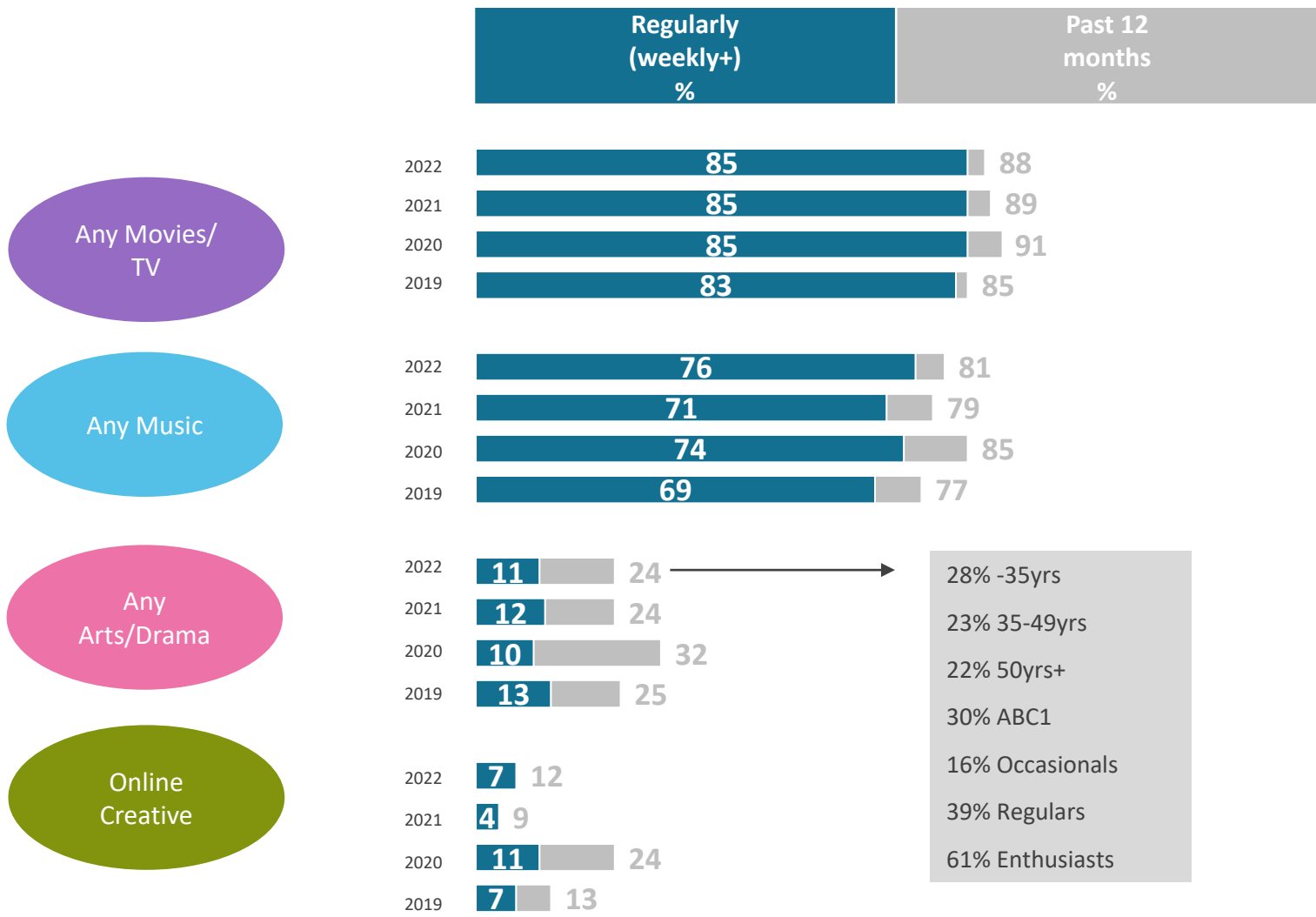
Base : All Adults N – 1011



Digital engagement among those under 35 years is on a separate, higher level

Digital Arts Engagement: Summary

Base : All Adults N – 1011



24% of adults engaged with arts/drama in a digital format in the past 12 months. A challenge is to drive this audience to a higher incidence among the younger age group (currently 28%).

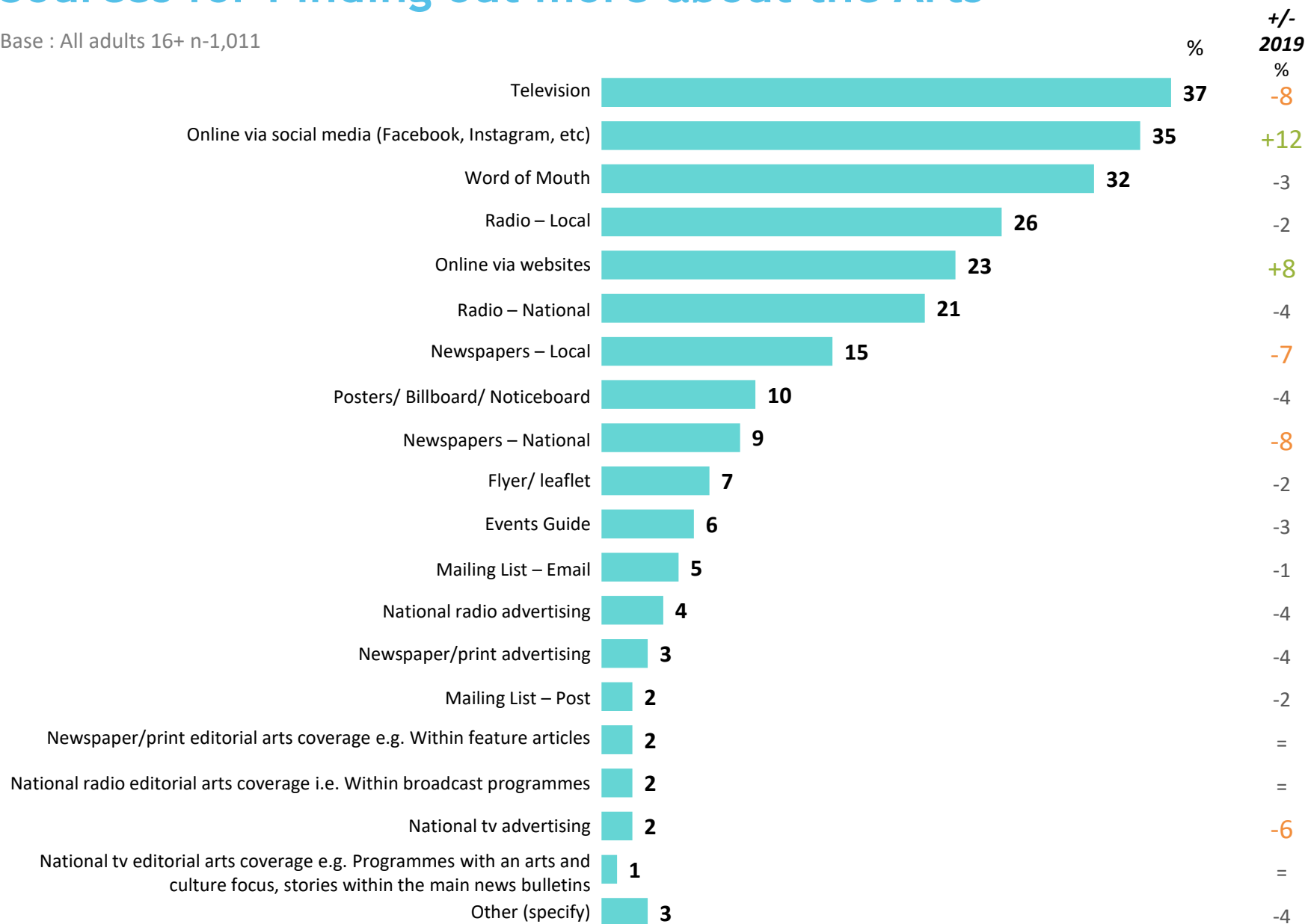


Getting Information about Arts Events and Activities

Arts Insight 2022

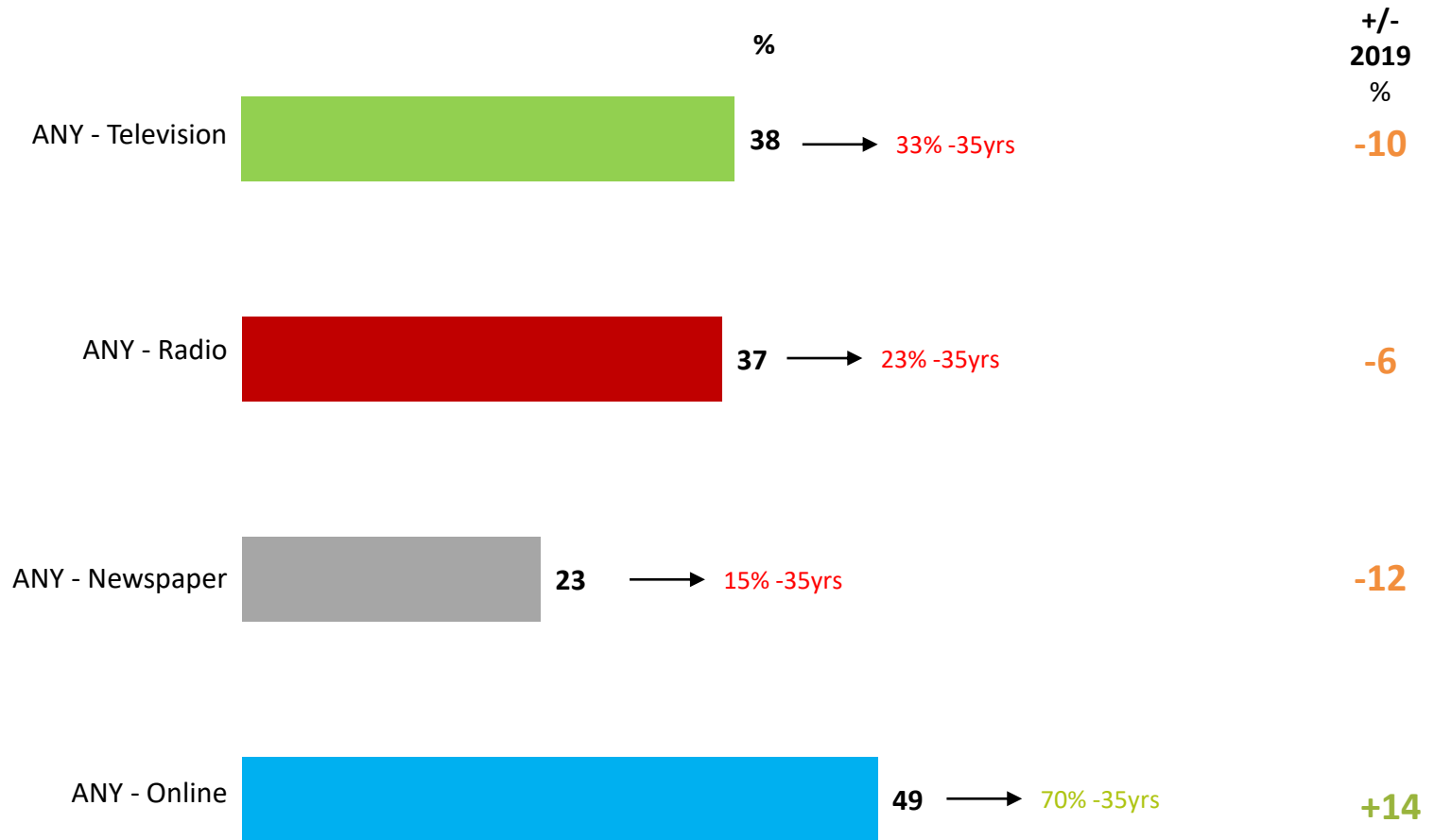
Sources for Finding out more about the Arts

Base : All adults 16+ n-1,011



Sources for Finding out more about the Arts: Summary

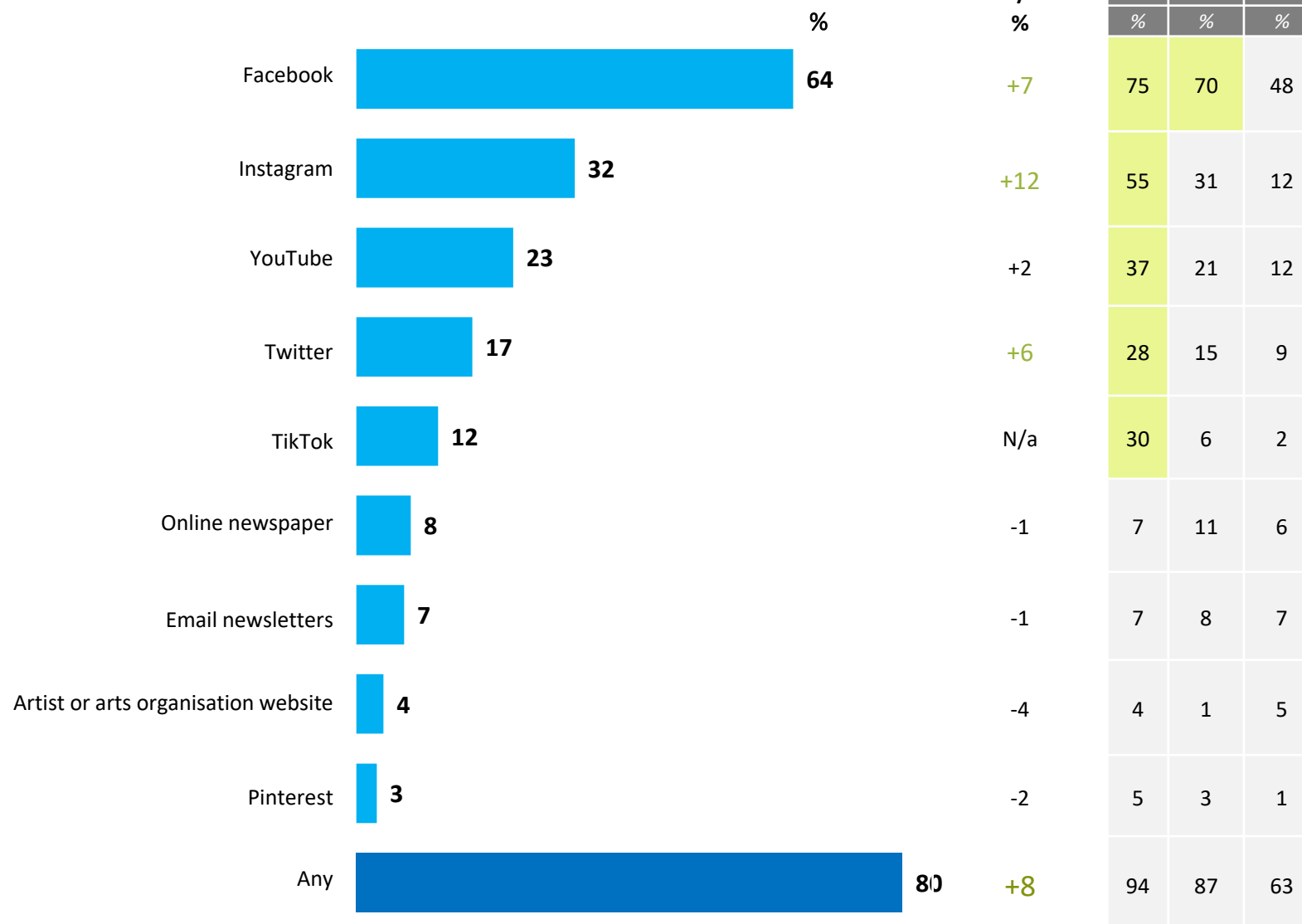
Base : All adults 16+ n-1,011



Our sources for finding out more about the arts have changed significantly since Covid. The prominence of television and online sources has switched, and the decline of newspapers is clearly apparent.

Online Media Sources for Arts Events & Activities

Base : Online adults N - 905

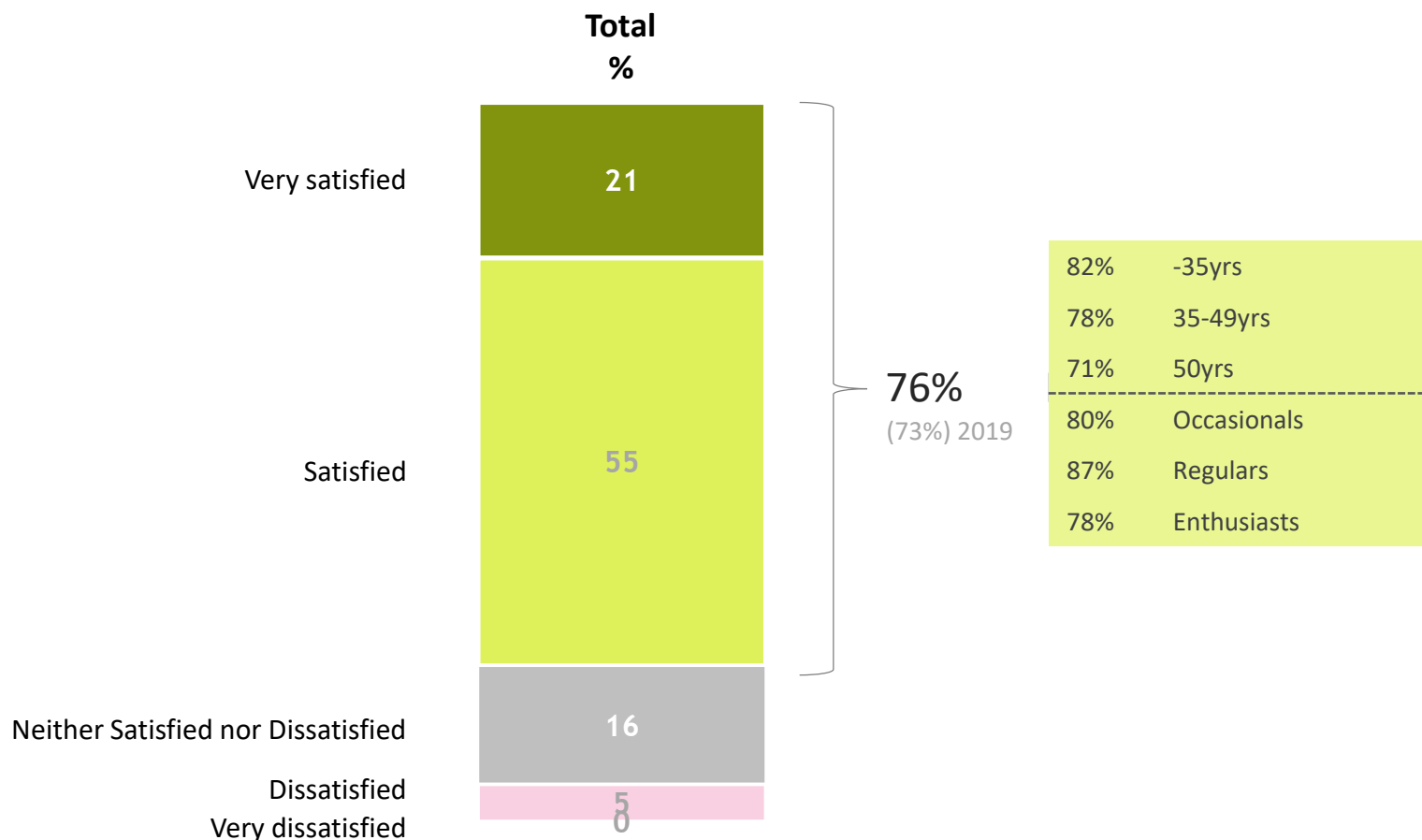


80% of online adults have used an online media source for information about arts events and activities in the past 12 months. Time comparisons show significant rises for each of Facebook Instagram and Twitter.



Satisfaction with availability of Information about Arts Events and Activities

Base : All adults 16+ n-1,011



Notwithstanding the changes in sources, satisfaction with availability of information is broadly consistent with pre-Covid; however it varies considerably with age – older adults are more critical.

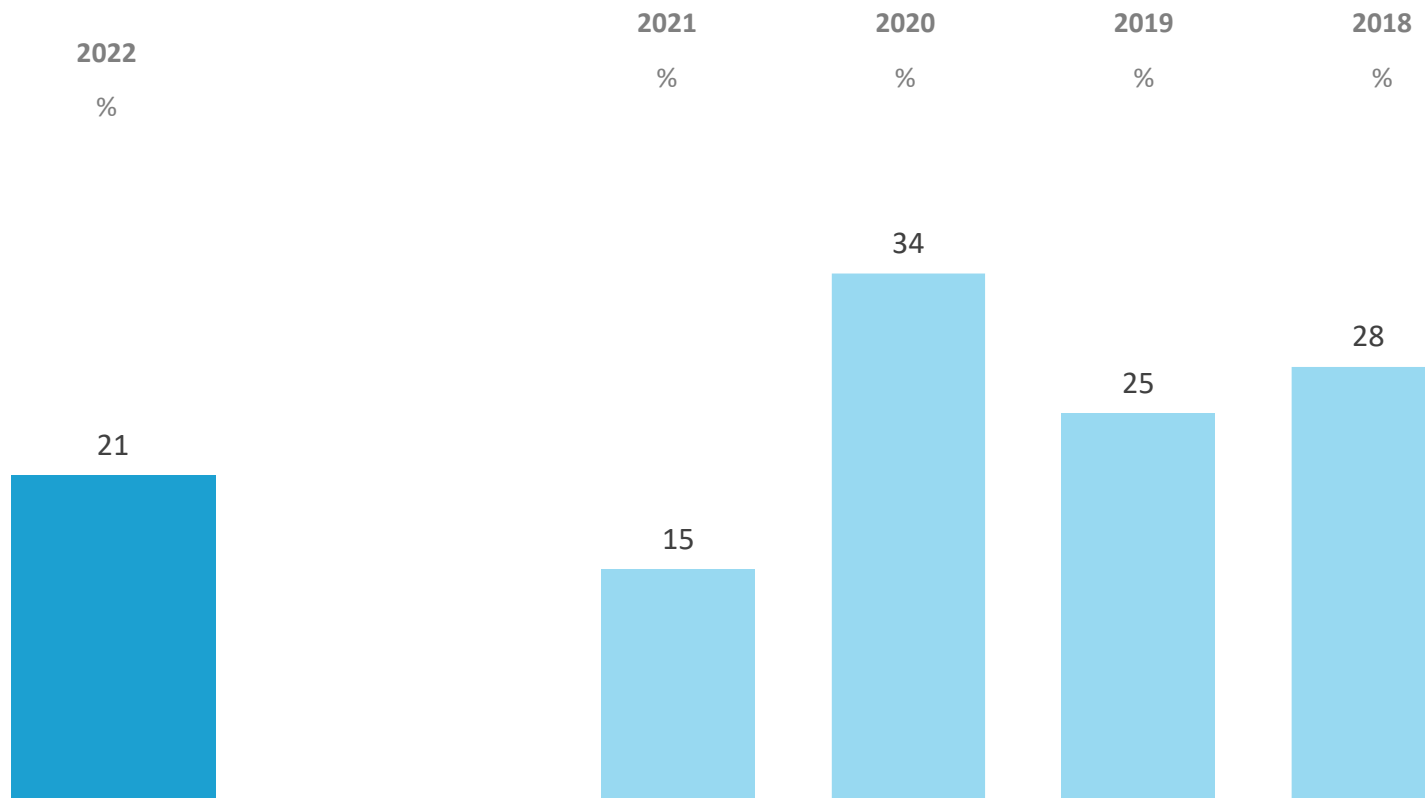


Participating in the Arts

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Participating in the Arts

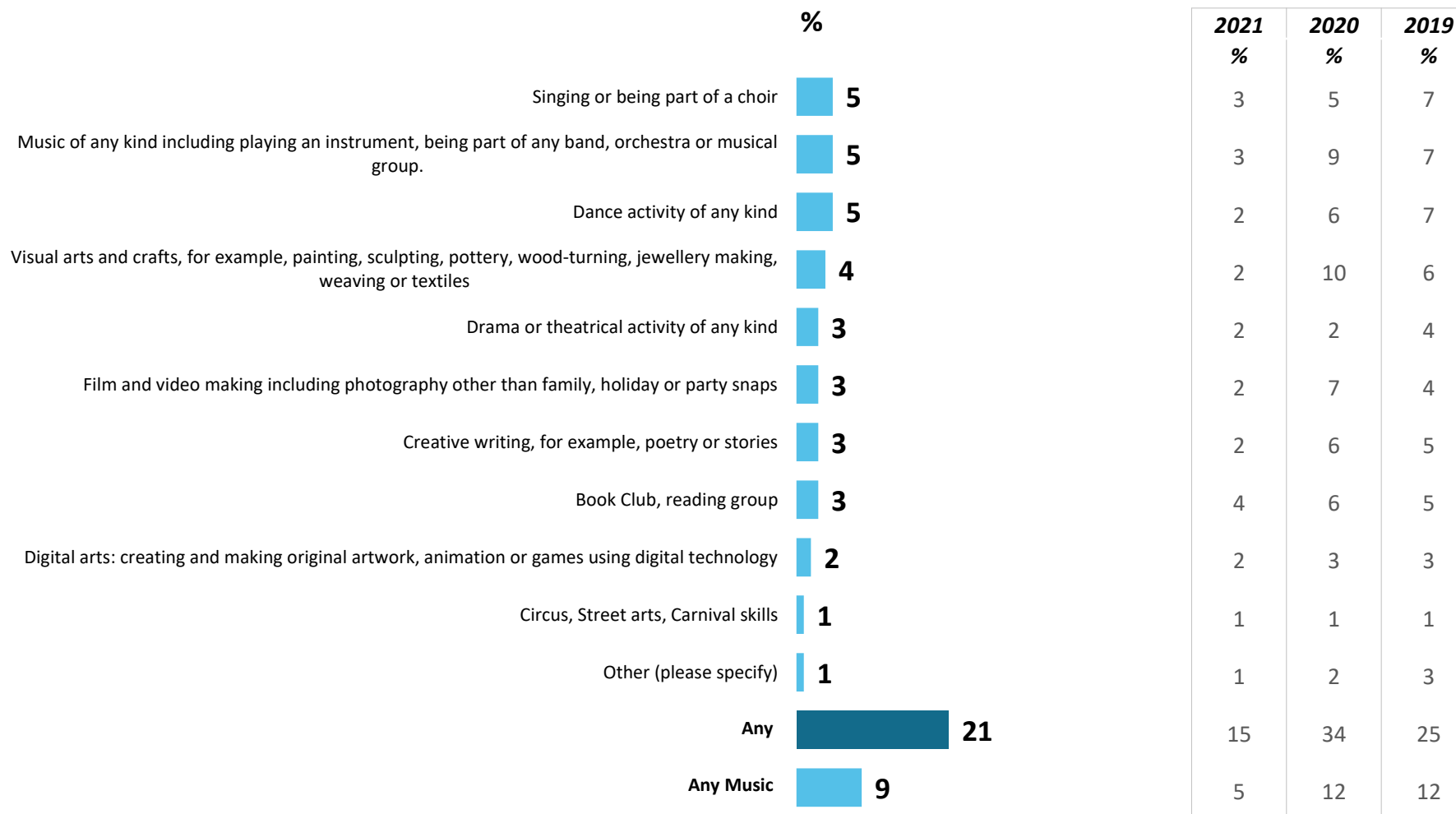
Base: Adults aged 16+ n – 1,011



Participation in the arts is again on the rise as Covid dissipates: 21% of adults participated in some art form in the past 12 months, again comparable to the pre-Covid figure of 2019.

Participating in the Arts

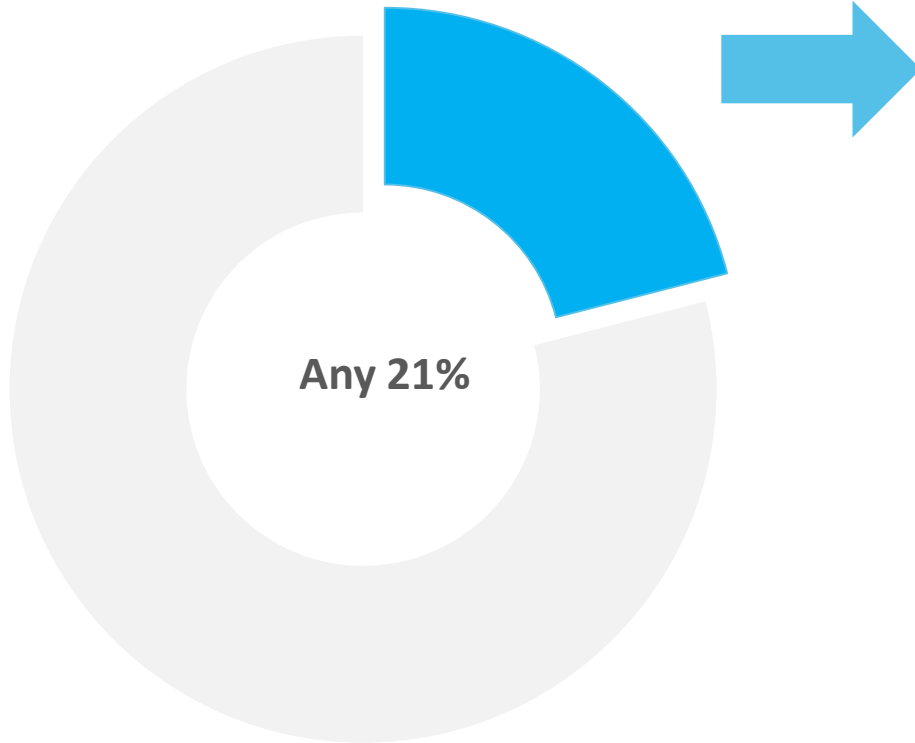
Base: Adults aged 16+ n – 1,011



The overall increase is a function of positive movements across practically all disciplines. Arts participation is now again dominated by in-person activity; involvement via online has retreated to a more niche proposition.

Participating in the Arts 2022

Base: Adults aged 16+ n – 1,011



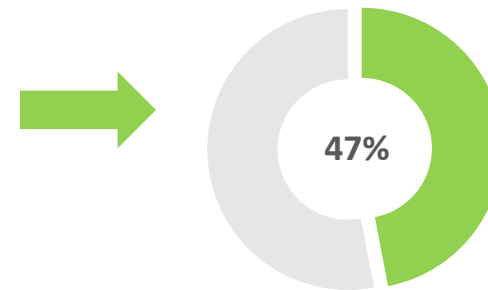
	Total Profile %	2021 %	2020 %	2019 %
Male	19	12	29	25
Female	23	18	39	29
>35	24	15	38	32
35-49	21	16	33	25
50+	20	14	31	25
Dublin	25	19	40	30
Ex Dublin	20	14	43	26
ABC1	25	22	33	33
C2DE	17	9	35	22

The year on year rise in participation is also evident across every demographic group.

New Recruits: Participated in an art form for first time in 2022

Base: Arts participants n - 214

	Total
	%
Singing or being part of a choir	8
Music of any kind including playing an instrument, being part of any band, orchestra or musical group.	8
Drama or theatrical activity of any kind	4
Dance activity of any kind	10
Film and video making including photography other than family, holiday or party snaps	8
Visual arts and crafts, for example, painting, sculpting, pottery, wood-turning, jewellery making, weaving or textiles	5
Creative writing, for example, poetry or stories	1
Book Club, reading group	7
Digital arts: creating and making original artwork, animation or games using digital technology	4
Circus, Street arts, Carnival skills	3
Other (please specify)	2

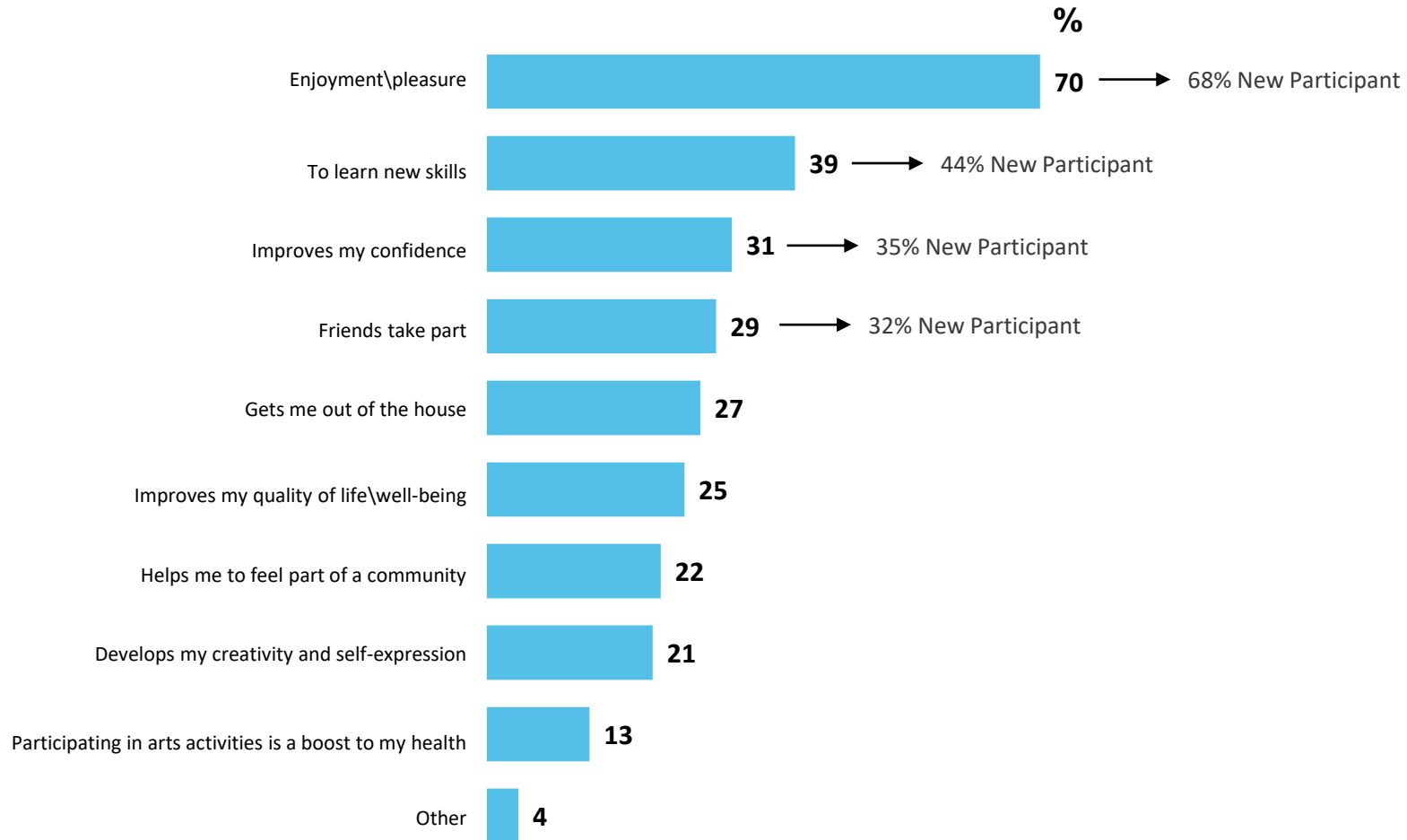


43%	-35yrs
52%	35-49 yrs
47%	50 yrs+
<hr/>	
39%	Dublin
51%	Ex Dublin

A striking 47% of arts participants attended a new activity in 2022; this impressive incidence is largely consistent by age and peaks outside Dublin.

Reasons for Participation in the Arts

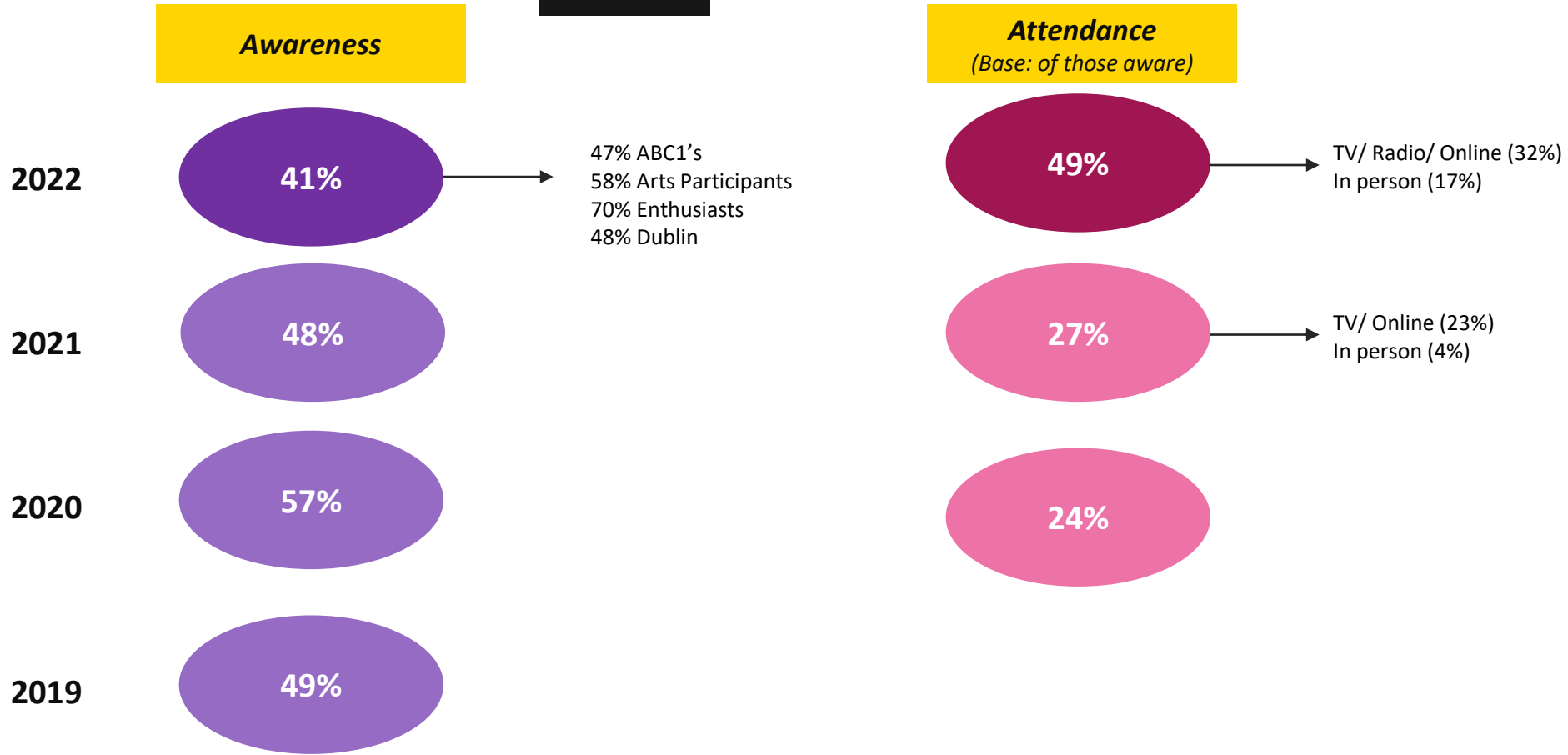
Base: Did an activity N – 214



Enjoyment/pleasure remains the dominant reason for participating in the arts. The key other reasons relate to learning new skills and improving confidence

Culture Night 2022

Base : All Adults N – 1,011



Awareness for Culture Night, while still strong, has declined in 2022. The conversion from awareness to attendance, in some form, has however increased.



Culture Night 2022

Base: Adults aged 16+ n – 1,011



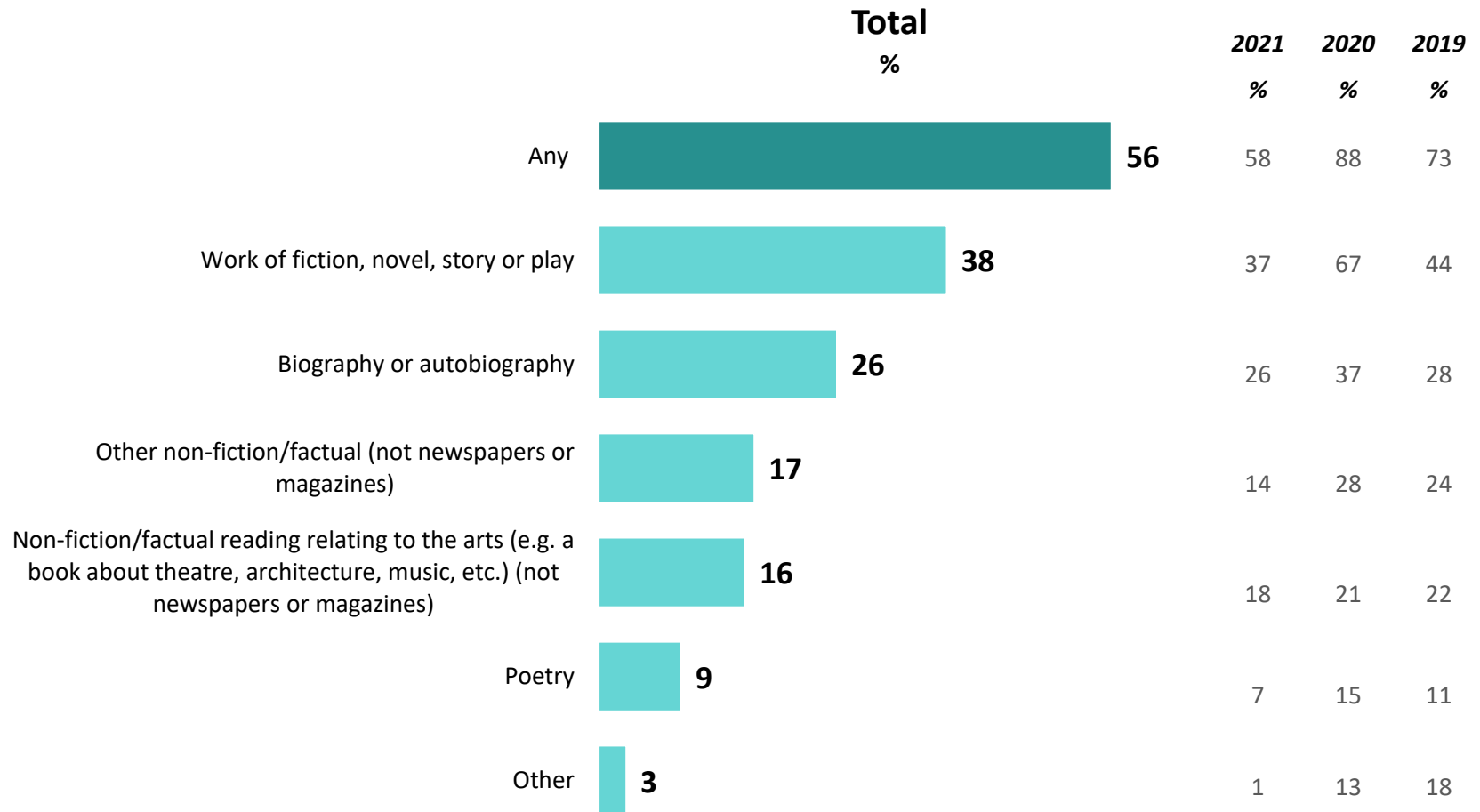
+/- Vs 2021	Total	Gender		Age			Region		Social class	
		Male	Female	>35	35-49	50+	DUBLIN	Excl Dublin	ABC1	C2DE
	1011	465	546	254	290	467	291	720	560	451
	%	%	%	%	%	%	%	%	%	%
Awareness	-7	-5	-7	-5	-11	-6	-5	-7	-11	-4

+/- Vs 2021	Total	Arts Goers					
		Any arts goers	Occasional	Regular	Enthusiasts	Films at a cinema or other venue (ONLY)	None
	1011	622	292	190	140	117	272
	%	%	%	%	%	%	%
Awareness	-7	-3	-3	-7	+5	-4	+3

The decline in awareness is most evident among one of the strongest constituencies for Culture Night – middle class family age group; awareness has actually increased among Enthusiasts

Reading for Pleasure 2022

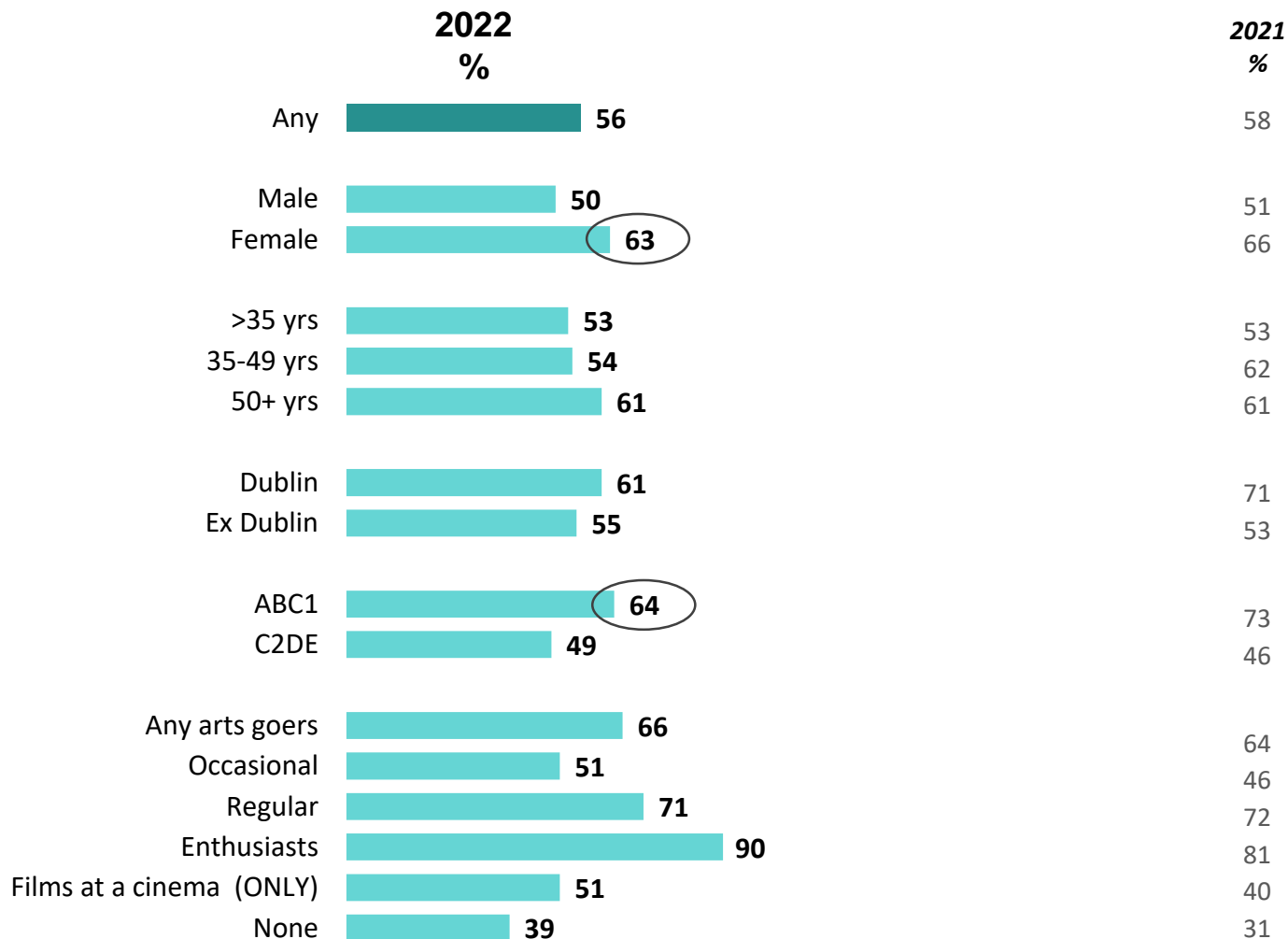
Base: Adults aged 16+ n – 1,011



The national incidence of reading for pleasure is consistent year-on-year, while still well below the Covid levels. 56% of adults read at least one of the literature genres in the past 12 months, peaking at 38% for works of fiction, novels, stories or plays

Reading for Pleasure

Base: Adults aged 16+ n – 1,011



The incidence of reading for pleasure peaks among middle-class women and Enthusiasts



Attitudes towards Arts

Arts Insight 2022

Base: All Adults: 1,011

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

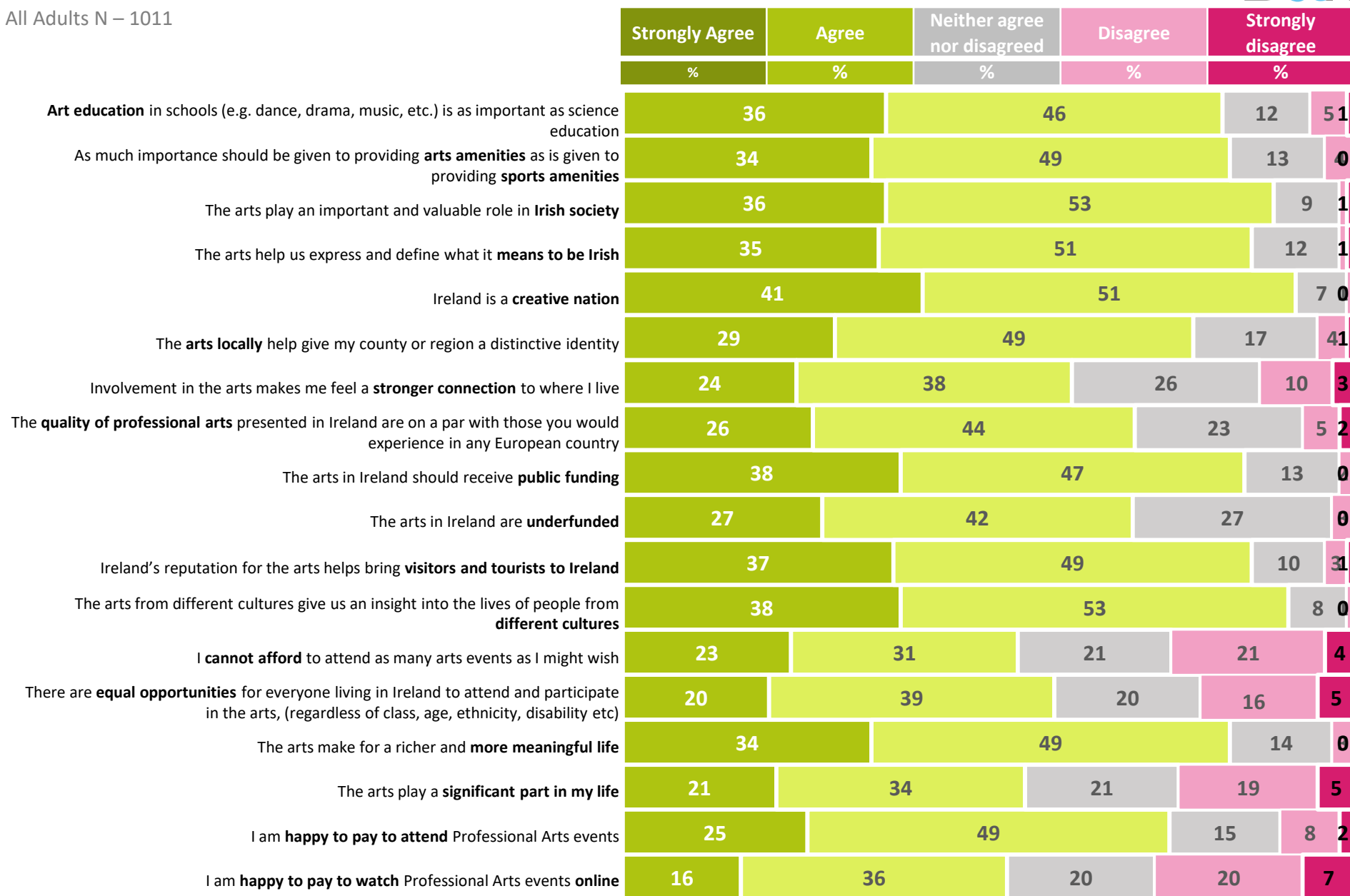
Arts Transaction

I am happy to pay to attend Professional Arts events

I am happy to pay to watch Professional Arts events online

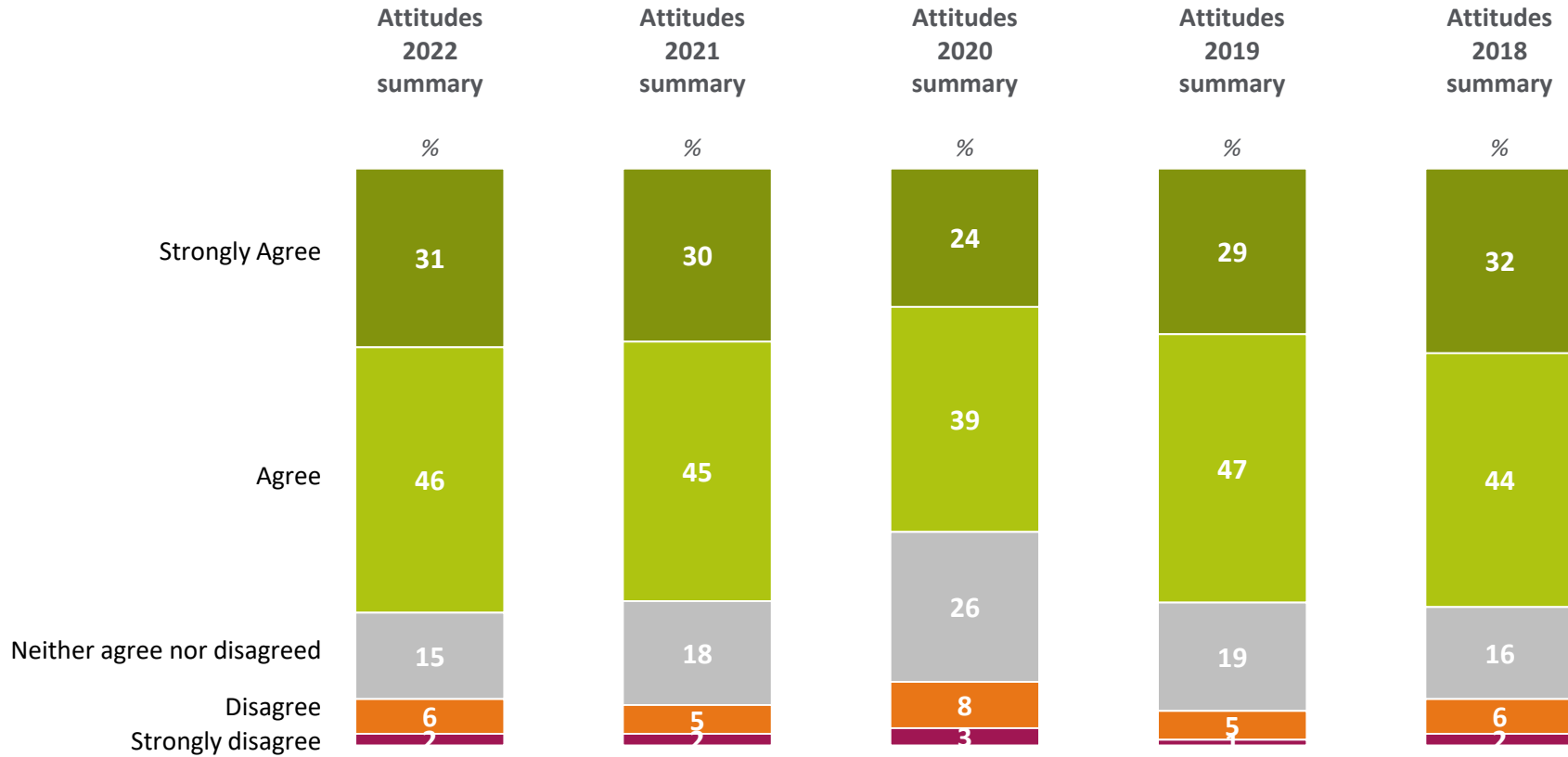
Attitudes towards the Arts 2022

Base : All Adults N – 1011



Attitudes towards the Arts 2022: Summary

Base: Adults aged 16+ n – 1011

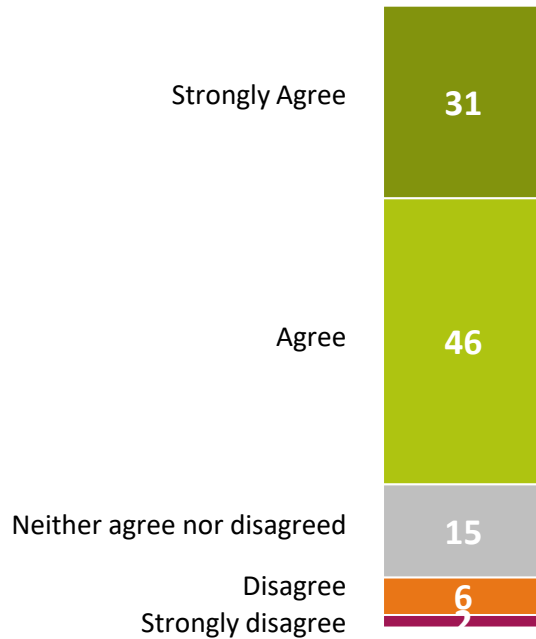


Attitudes towards the arts have returned to their traditionally positive level after the sharp dip in the first year of Covid.

Attitudes towards the Arts 2022: Summary

Base: Adults aged 16+ n – 1011

Attitudes
2022
summary
%

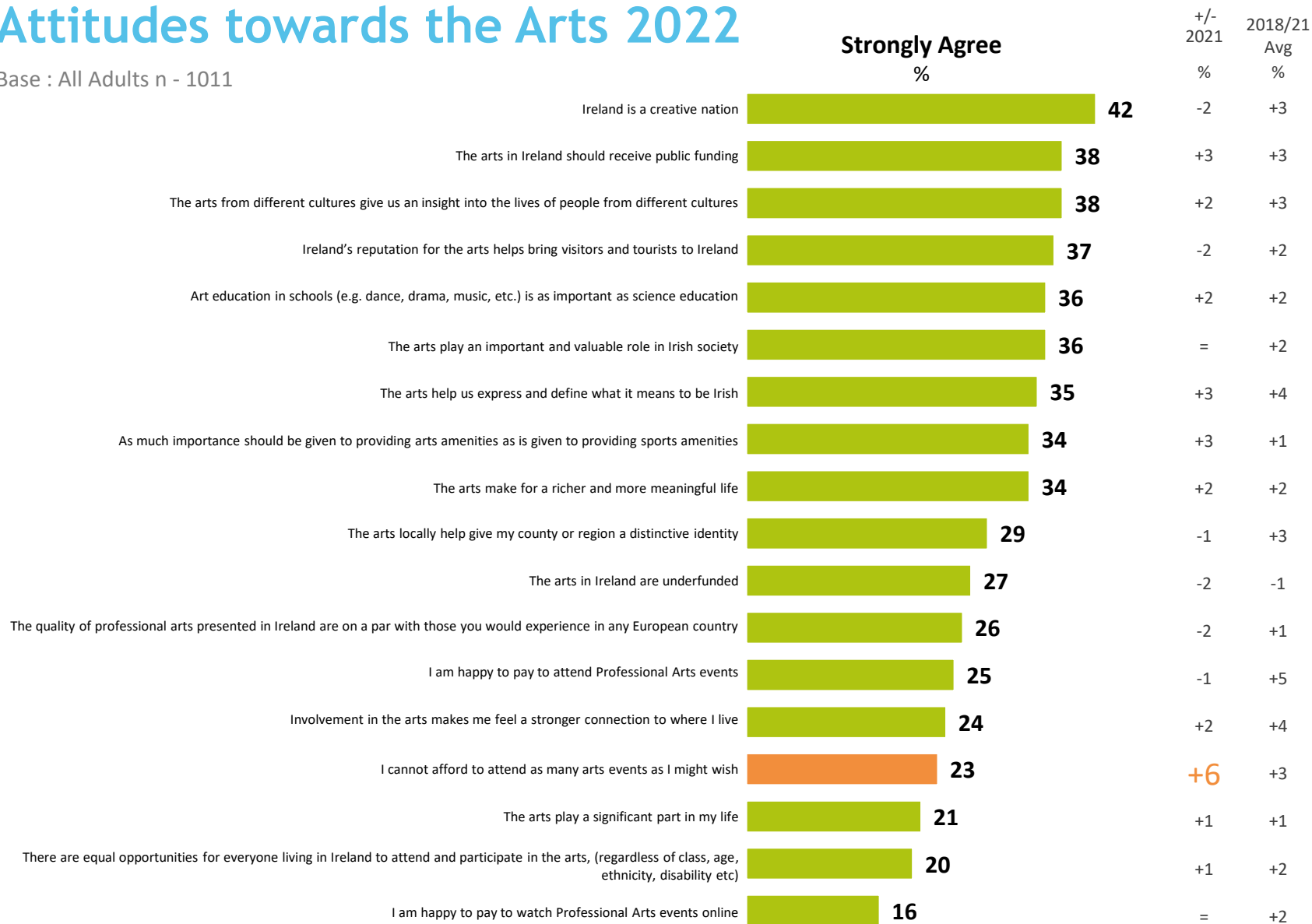


28% Male	33% ABC1	28% Occasionals
34% Female	28% C2DE	35% Regulars
32% -35yrs	34% Dublin	48% Enthusiasts
32% 35-49yrs	30% Ex Dublin	
30% 50yrs+		

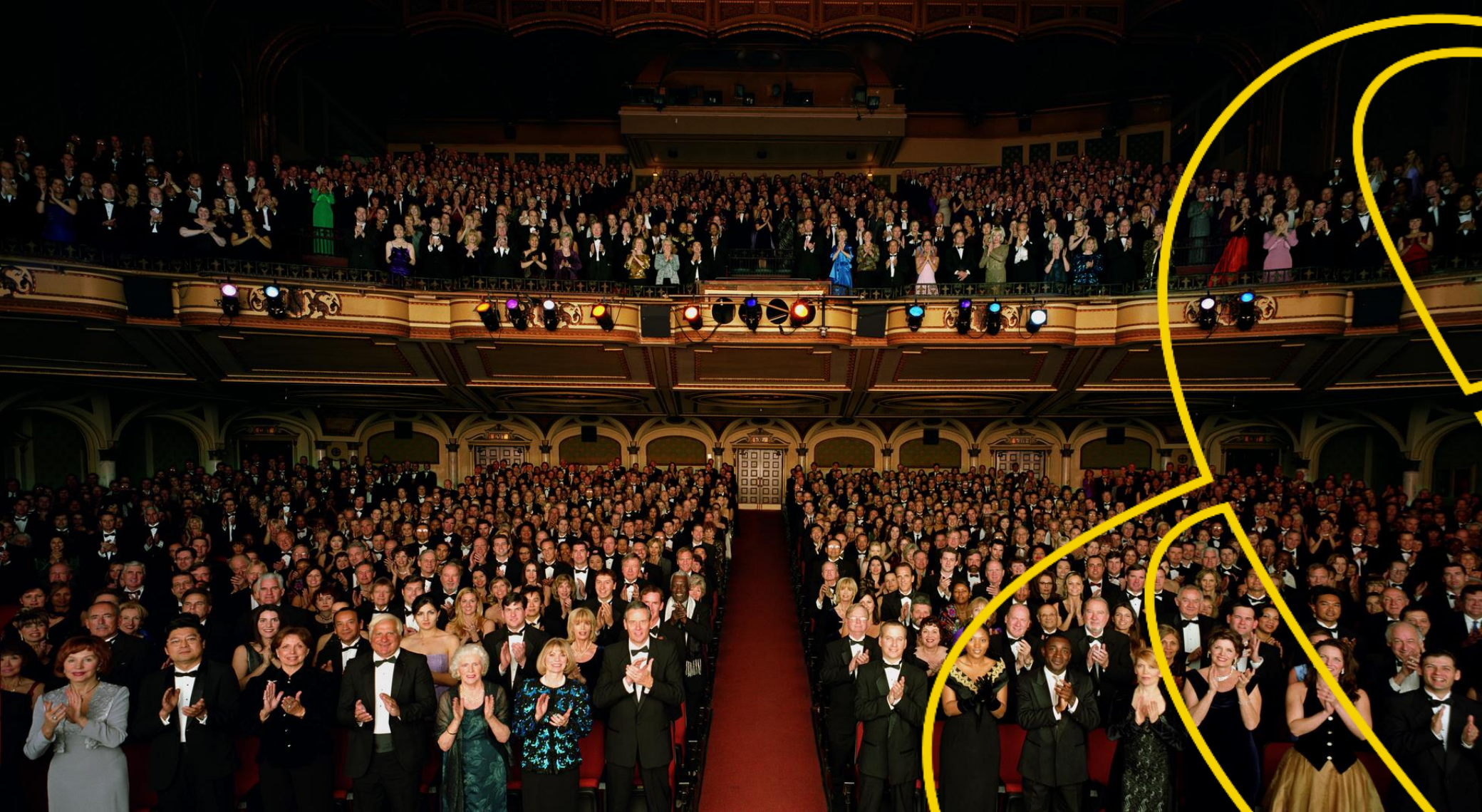
The summary attitudes are largely consistent across the demographic groups.

Attitudes towards the Arts 2022

Base : All Adults n - 1011



The year-on-year comparisons against both 2021 and the research series average show typically positive movements. Of note however, is the rise of 6% year-on-year who strongly agree they 'cannot afford to attend as many arts events as I might wish'.



Key Learnings

Arts Insight 2022

Arts Insights 2022

Key Learnings



The estimate of **decline** in actual attendance since Covid is 28%; and the reasons given primarily relate to **Covid**. The incidence of attendance is less of an issue than the frequency which has contracted significantly.



There are however promising signs of attendance **bouncing back next year**: 39% of adults plan to attend more often in 2023; and despite the challenges, 22% of attendees in the past 12 months attended a core arts activity event for the **first time**.



The barriers to future attendance focus on time and cost concerns. Of note here is the perceived **value for money** from attendance in 2022 is well down on pre-Covid (2018). There is also a 6% year-on-year rise in adults who strongly agree they 'cannot afford to attend as many arts events as I might wish'.



Our sources for finding out about the arts have changed significantly since Covid with the roles of television and online having switched in prominence. **Digital** behaviour among those under 35 years is on a separate, higher level and a challenge is to drive higher digital arts engagement among this group.



Participation in the arts is on the rise as Covid dissipates with the national incidence now comparable to the pre-Covid figure; participation has returned to being dominated by in-person activity. A striking 47% of arts participants attended a new activity in 2022.



Attitudes towards the arts have also returned to their traditionally positive level after the sharp dip in the first year of Covid. The year on year comparisons against both 2021 and the research series average show typically positive movements across the attitudinal statements.

Thank you.



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Delve Deeper