



The Civic Audience Data

Share Ireland Audience Overview 2023





TOPLINE DATA

15325 recipients

345 responses 2.3% response

(venue average 1.5%)

Indigo Share Ireland delivered by Indigo in partnership with Theatre Forum, as part of Audience Insights 2023.

Full Results: https://www.research.net/results/SM-mxLDoLHIFAcLwfluksPOeQ_3D_3D/

Methodology

Cultural organisations in Ireland, including theatres, arts Centres and festivals were invited to participate in the Indigo Share research. The research was free for cultural organisations in Ireland to take part.

Organisations were each provided with a unique link to send out to their previous attendees who attended in 2022. Organisations were provided with a link to see the results from their own organisation in real time, and the results from all organisations were then aggregated to form the aggregate data set.

The survey ran from 14 June – 31 July and during that period, 5,058 responses were gathered through 35 cultural organisations.

Participating organisations

An Grianán Theatre
An Táin Arts Centre
Backstage Theatre
Ballina Arts Centre
Cork Midsummer Festival
Cork Opera House
dIr Mill Theatre
Droichead Arts Centre
Dublin Dance Festival
Dublin Fringe Festival
Dunamaisé Arts Centre
Glór
Hawk's Well Theatre
Lime Tree Theatre
Linenhall Arts Centre
Mermaid Arts Centre
National Opera House

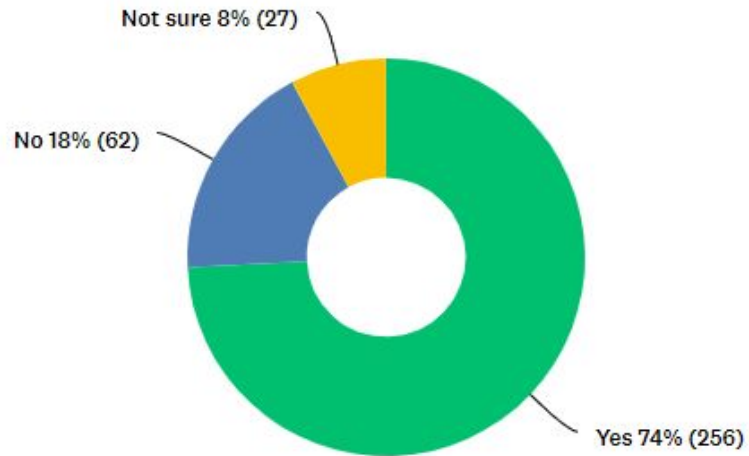
Project Arts Centre
Riverbank Arts Centre
Roscommon Arts Centre
Siamsa Tíre, The National Folk Theatre of Ireland
Smock Alley Theatre
Solstice Arts Centre
South Tipperary Arts Centre
St John's Theatre and Arts Centre
The Civic Tallaght
The Dock
The Everyman
The Glens Centre
The Whale Theatre
Theatre Royal Waterford
Triskel Arts Centre
VISUAL Carlow
Wexford Arts Centre

Q1



Did you visit us last year (2022)?

Answered: 345 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	74%	256
No	18%	62
Not sure	8%	27
TOTAL		345

Fairly obvious, engaged patrons more likely to respond to e-mail surveys

Q2

When you think about this organisation, what first comes to mind?

Answered: 192 Skipped: 153

Unprompted comments



Great Theatre on our door step
Easy access
Friendly and part of the community
Fun
Local entertainment
Local theatre
Such friendly staff

Drama in a small intimate venue
Innovative, local, value
Entertainment
Local artists
Happy friendly staff and audience
great shows, variety of shiws, nice cafe, good seats

Comments demonstrate an excellent link to our values and brand mission



MISSION:

A place of possibility, opportunity and transformation, where all people are inspired and nurtured to play a creative and civic role in our world.

VALUES

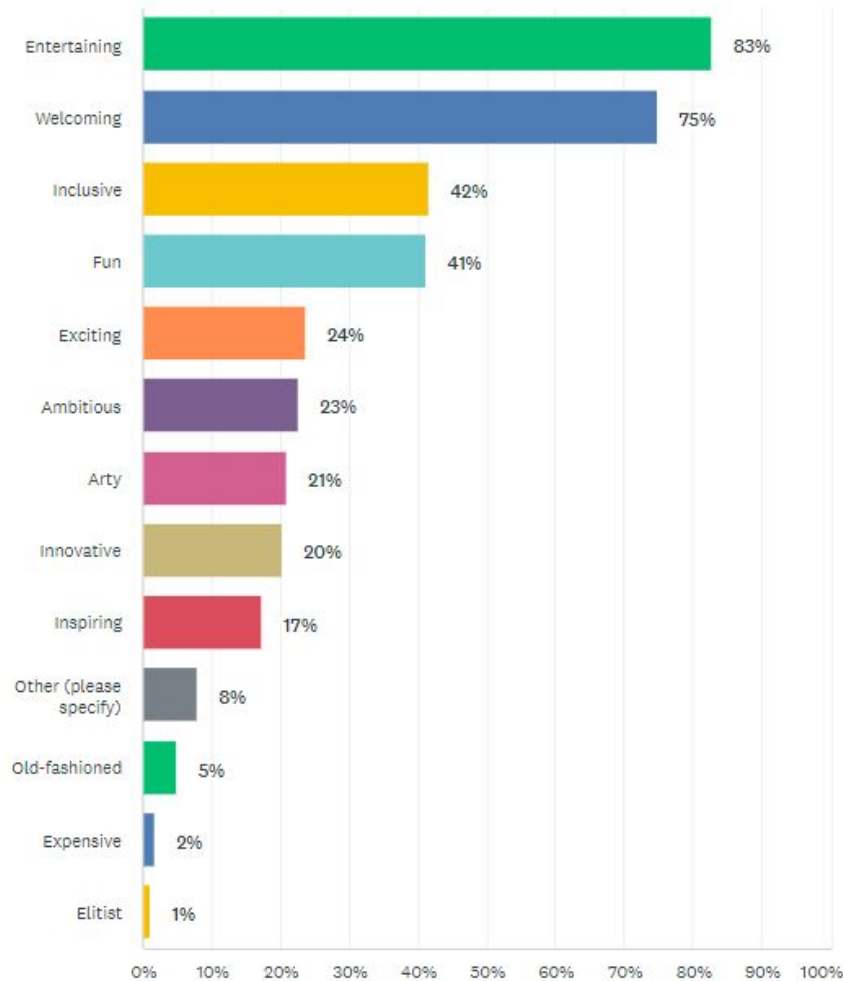
- | | |
|--------------|---------------------|
| Inspiring | Open Hearts & Minds |
| Conciencious | Gutsy |
| Trusted | Rooted in Tullaght |

Q3



Which of the following words do you think describes the organisation?
(Select all that apply)

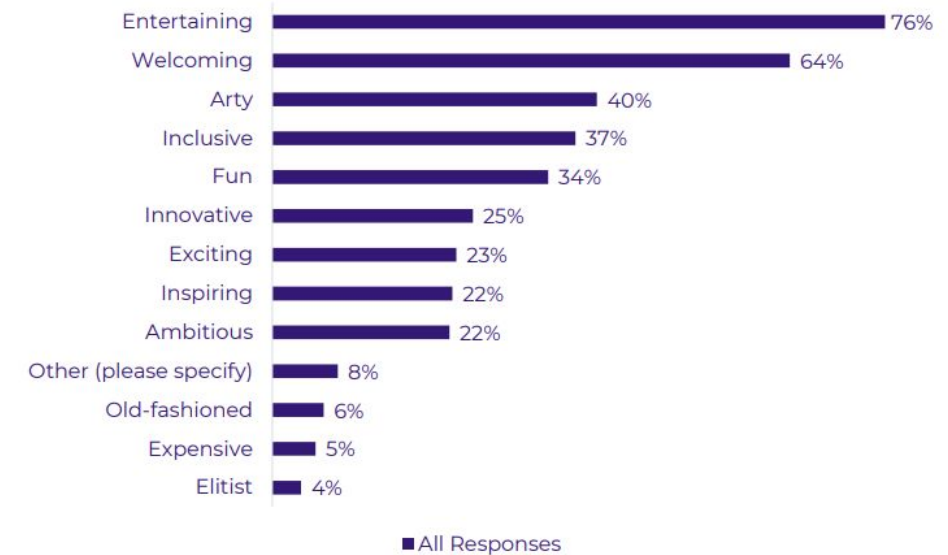
Answered: 291 Skipped: 54



Attitude

'Entertaining' and 'welcoming' are the most common words used to describe the organisation

Which of the following words do you think describes the organisation? (Select all that apply)



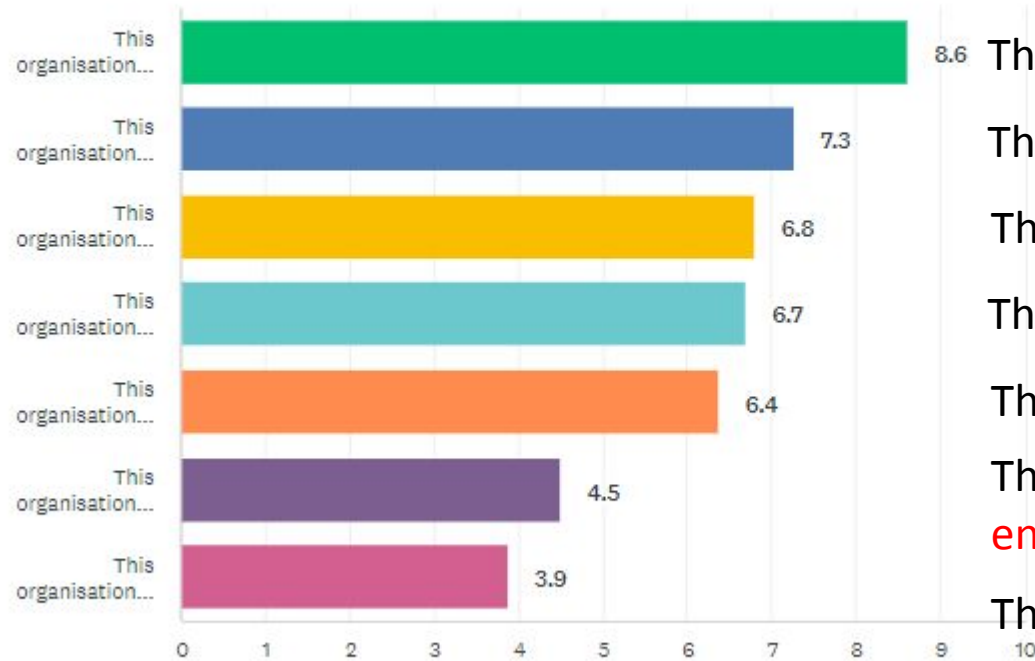
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The Civic is more 'entertaining, exciting, inclusive' than other venues and LESS 'expensive'.

Q5

How far do you agree with the following statements about the organisation?

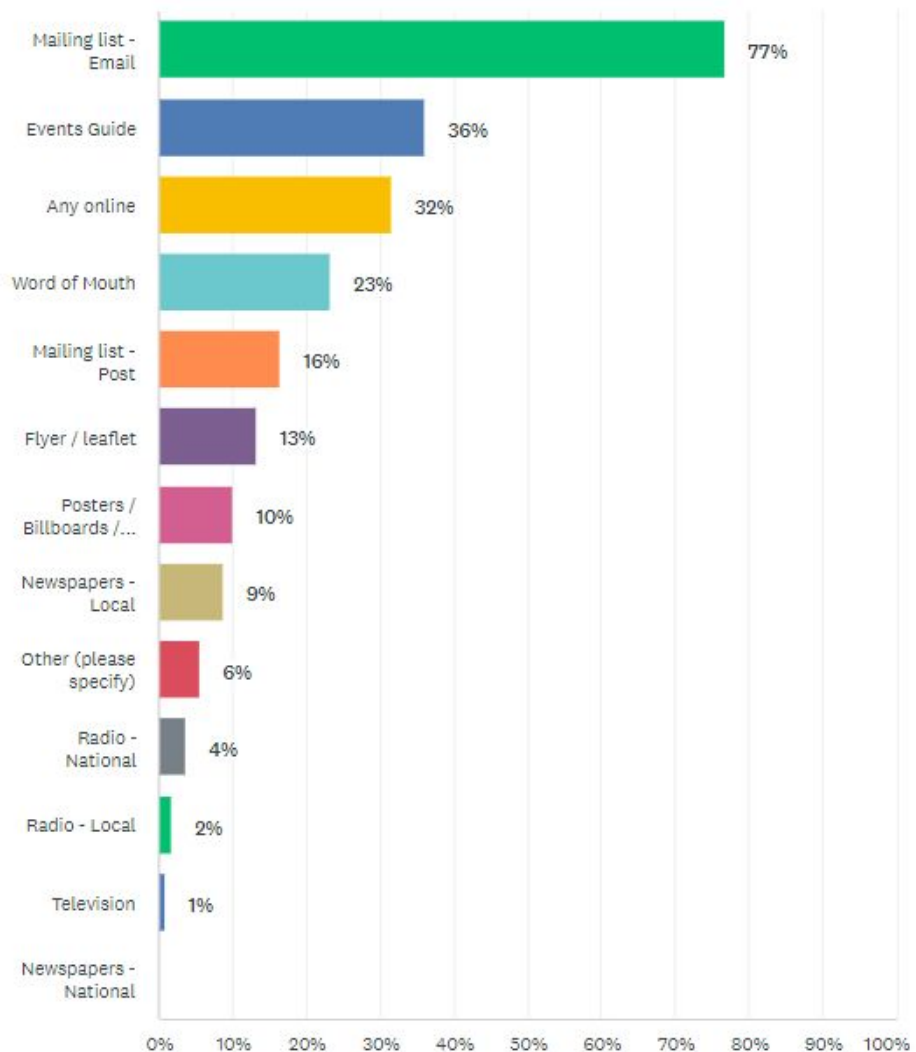
Answered: 277 Skipped: 68



- This organisation is important to our **local community**
- This organisation makes me feel **welcome** and **included**
- This organisation appeals to a wide **range** of people
- This organisation is open to those with **access** needs
- This organisation **leads** the way for culture in the area
- This organisation is demonstrating a clear commitment to **environmental responsibility**
- This organisation reflects my own **cultural heritage**

How do you usually find out about events at this organisation? (Please select all that apply)

Answered: 250 Skipped: 95

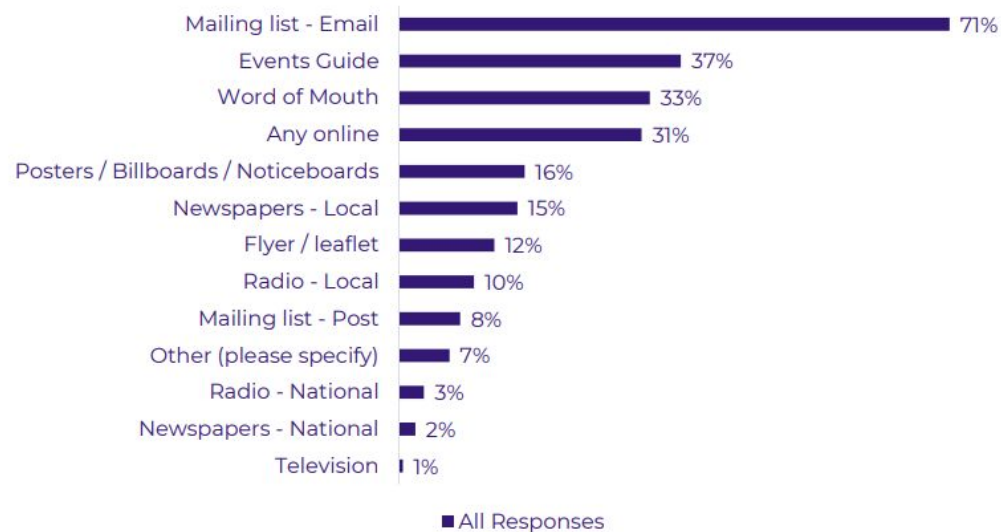


Behaviour

Majority of respondents find out about events through email mailing lists

All Venues

How do you usually find out about events at this organisation? (Please select all that apply)



Q8



Which of the following describe your artistic and cultural preferences?
(Select all that apply)

ANSWER CHOICES	RESPONSES	
I enjoy good entertainment	85%	211
I have eclectic tastes - I like to see a variety of different things	38%	94
I enjoy trying out new or unfamiliar things	29%	72
I tend to go to things recommended by others	27%	68
I tend to stick to things I know and like	27%	66
I have traditional tastes	23%	56
I like events that challenge or provoke	22%	54
I like to go to things I can participate in	5%	13
Total Respondents: 248		

Q9



Which of the following phrases BEST describes how you currently attend arts and cultural events? (Select one)

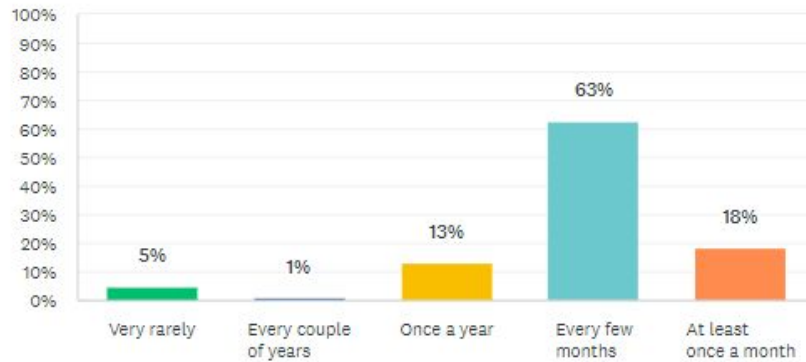
ANSWER CHOICES	RESPONSES	
I mostly go to events that I feel it is important to see or don't want to miss	41%	102
I mostly attend for social occasions with friends or family	38%	94
I mostly go to see 'big name' events or performers	14%	35
None of the above	5%	13
I mostly attend one or two specific organisations	2%	4
TOTAL		248

Q10



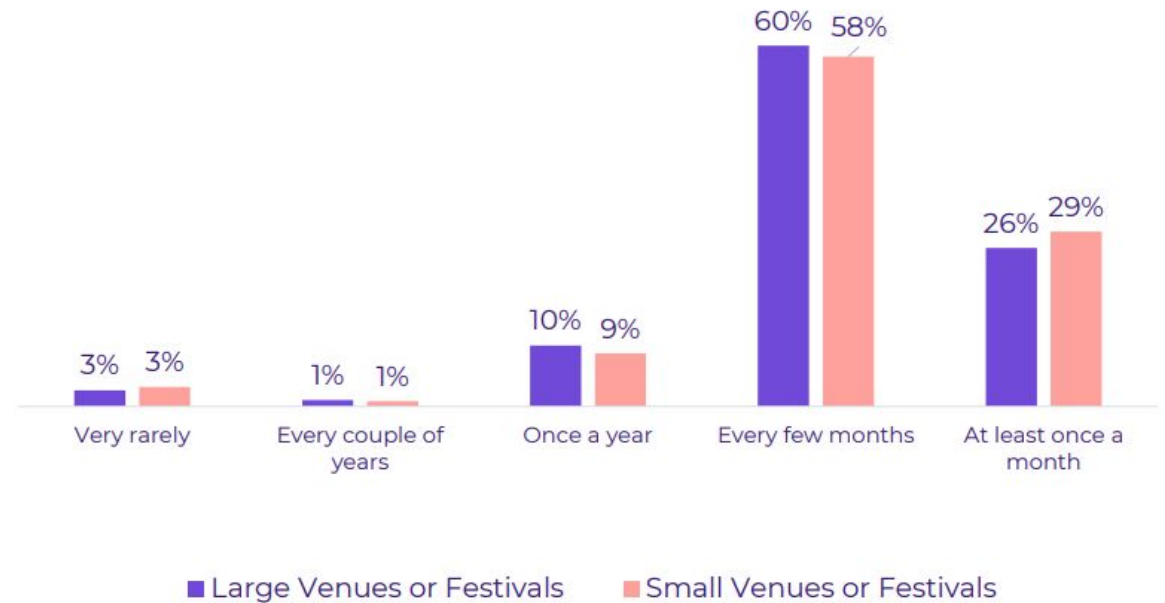
How frequently would you say you attend arts and cultural events overall?

Answered: 247 Skipped: 98



ANSWER CHOICES	RESPONSES	
Very rarely	5%	12
Every couple of years	1%	2
Once a year	13%	33
Every few months	63%	155
At least once a month	18%	45
TOTAL		247

How frequently would you say you attend arts and cultural events overall? (Select one)



Q15



If you can remember, what were your reasons for attending cultural events in 2022? (Select all that apply)

ANSWER CHOICES	RESPONSES	
I like going to that type of event	63%	145
To have fun/enjoy myself	59%	136
To see a specific show or event	58%	134
To see specific performer, artist or company	37%	86
To spend time with friends / family	35%	82
Because these events provide a boost to my sense of wellbeing	34%	80
To have new experiences / discover new artists / art forms	21%	48
A relative or friend was involved in the event	19%	44
To be inspired / source of inspiration / creativity	19%	44
Accompanying children	18%	42
Just to do something different	18%	42
To learn something new (e.g. something about my own heritage, or about other cultures)	18%	42
I was invited to go by someone else	17%	39
It was recommended by a friend or relative	16%	38
It helped me feel part of a community	11%	25
Connected with work or studies	5%	12
Other (please specify)	Responses	3%
Happened to be passing by	1%	3
Total Respondents: 232		

Q19



What are some of the reasons for you not attending arts events more often? (Select all that apply)

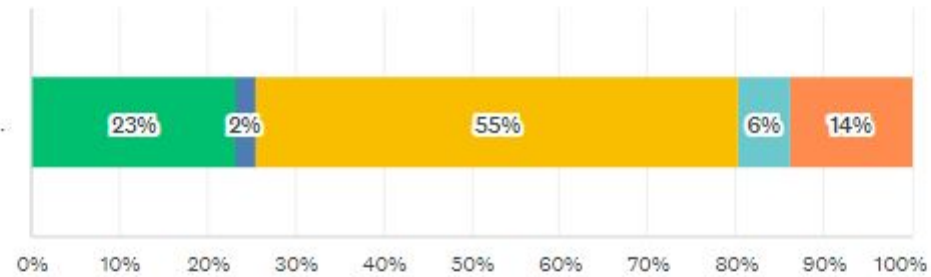
ANSWER CHOICES	RESPONSES
It's difficult to find the time	38% 9
It costs too much	38% 9
Limited choice or poor quality of this type of event where I live	25% 6
Other (please specify) Responses	21% 5
It would be hard to get to (e.g. poor public transport or parking options)	13% 3
I don't have anyone to go with	13% 3
There is not enough information on what is available	4% 1
I have a health issue / disability	4% 1
I am not really interested	0% 0
It's too far to travel to	0% 0
I would rather attend or participate in other leisure activities	0% 0
I might feel uncomfortable or out of place	0% 0
Total Respondents: 24	

Q21



To what extent is your attendance being influenced by the current cost of living and economic crisis?

Answered: 219 Skipped: 126

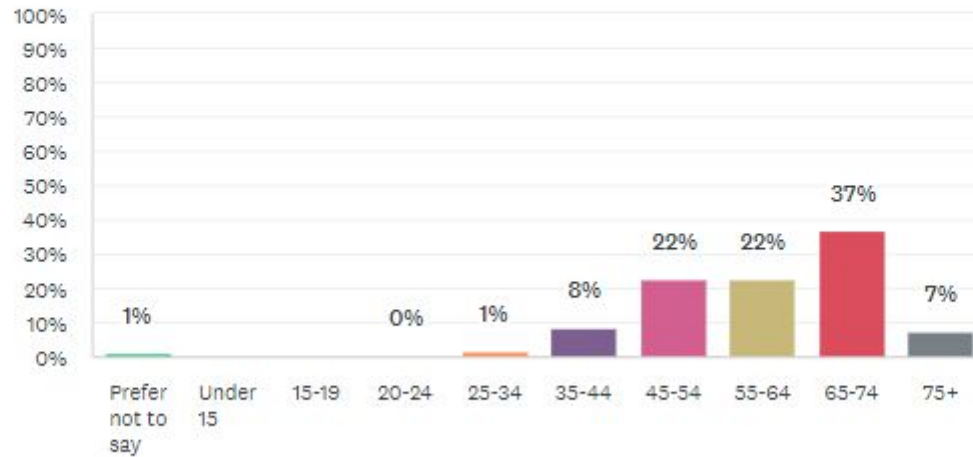


	NOT AT ALL	(Unlabeled)	A LITTLE	(Unlabeled)	A LOT	TOTAL	WEIGHTED AVERAGE
	23%	2%	55%	6%	14%	219	2.84
	51	5	120	13	30		

Q22

How old are you?

Answered: 219 Skipped: 126



Respondents more likely to be of an older demographic, however programming for teens/young adults has been identified as a gap, hence future plans for more breadth in music programming (Hip/Hop, youth culture (comedians) and podcasts for example.

POSITIVE – Trusted, customer centric venue. Breadth of programming with affordable pricing mentioned many times (unprompted).

KEY ACTION POINTS

- Green Policy
- EDI (Cultural representation)
- Increase frequency (venue promotion/ PR post construction works- Luas advertising/ large digital screen etc.)
- Programming for teens/young adults/ late night economy?

**READ THE
FULL REPORT**

Other specific data included please read the report:

https://www.research.net/results/SM-mxLDoLHIFAcLwfluksPOeQ_3D_3D/