

# 2024 Indigo Share Ireland Benchmark data

1 Jan – 31 Dec 2024

# Overview

**1 Jan – 31 Dec 2024**

**17** Organisations

**15K** Audience responses

**14K** Complete responses

## **Organisation type**

15 venues

2 Festivals

Special mentions to those who got over 1500 responses across the year:

- **Lime Tree**
- **Mermaid Arts Centre**
- **An Grianán Theatre**

# Total Insight model



# How to use the benchmark

- Use these slides to compare with your own results for 2024 (viewing link)
- We will also issue a benchmark report in Feb
- Identify key differences (good and bad)
- Discuss in your organisation

# Profile

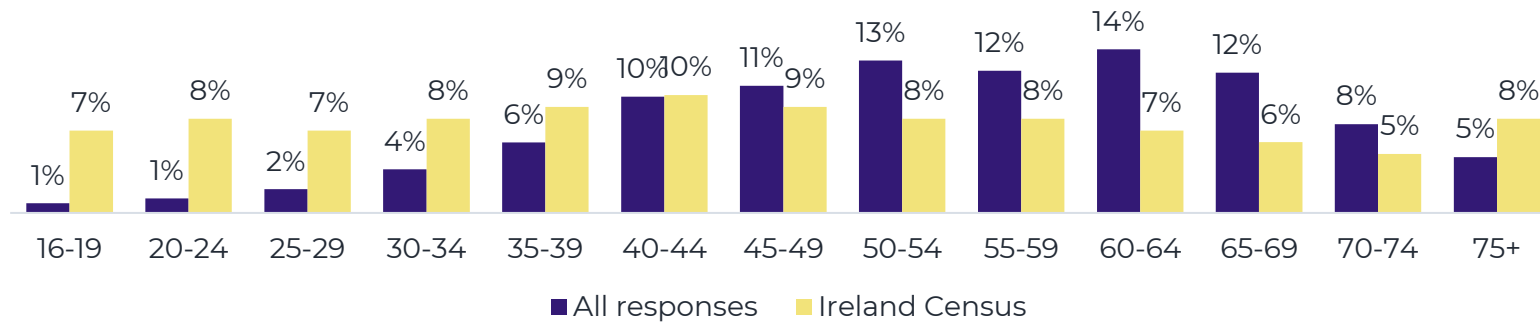
*Who are our audiences?*

*How representative are they of the population?*



# Age: Arts Audiences are older than general population

Q20. How old are you?

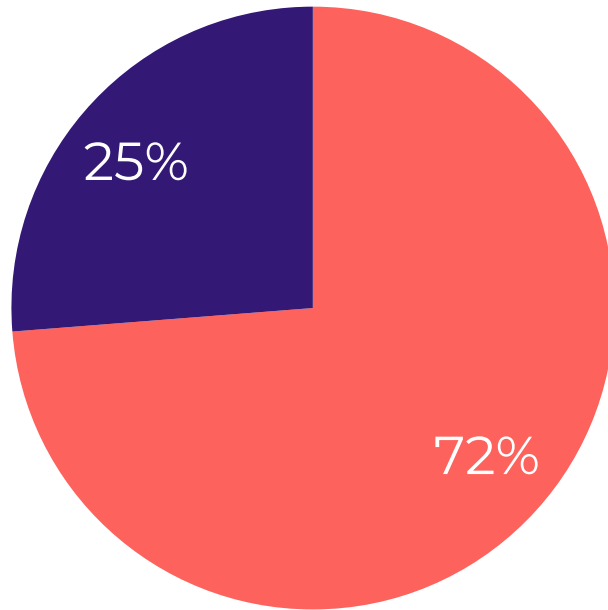


Arts audiences  
**54%**  
aged 55+

Ireland Census  
**31%**  
aged 55+

# Children at home: Quarter of arts audiences have children living at home

Q21. Do you have children under 16 living with you?

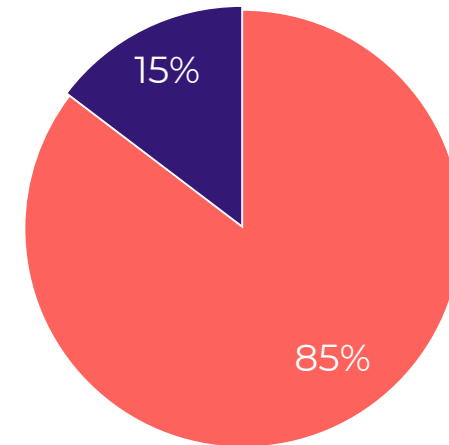


■ No ■ Yes

*Ireland Census*

**Family units with children under 15: 30%**

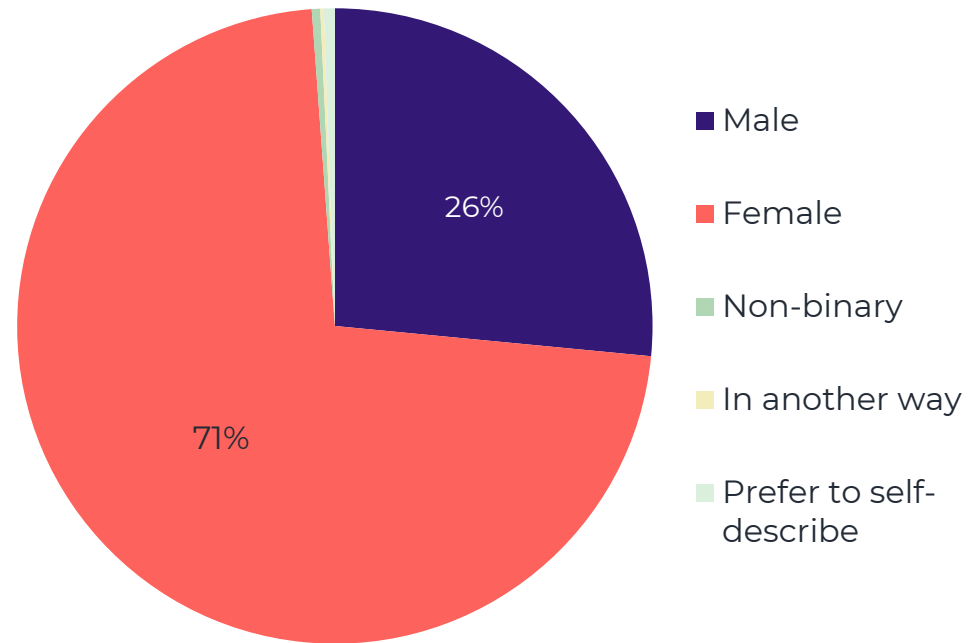
Q4. Did you attend with children under 16?



■ No ■ Yes

# Gender of booker

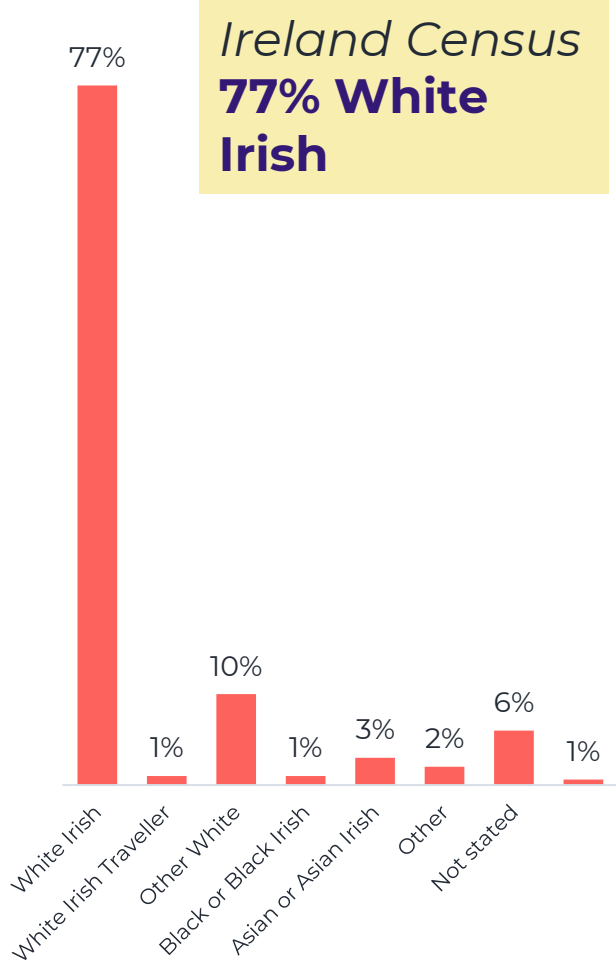
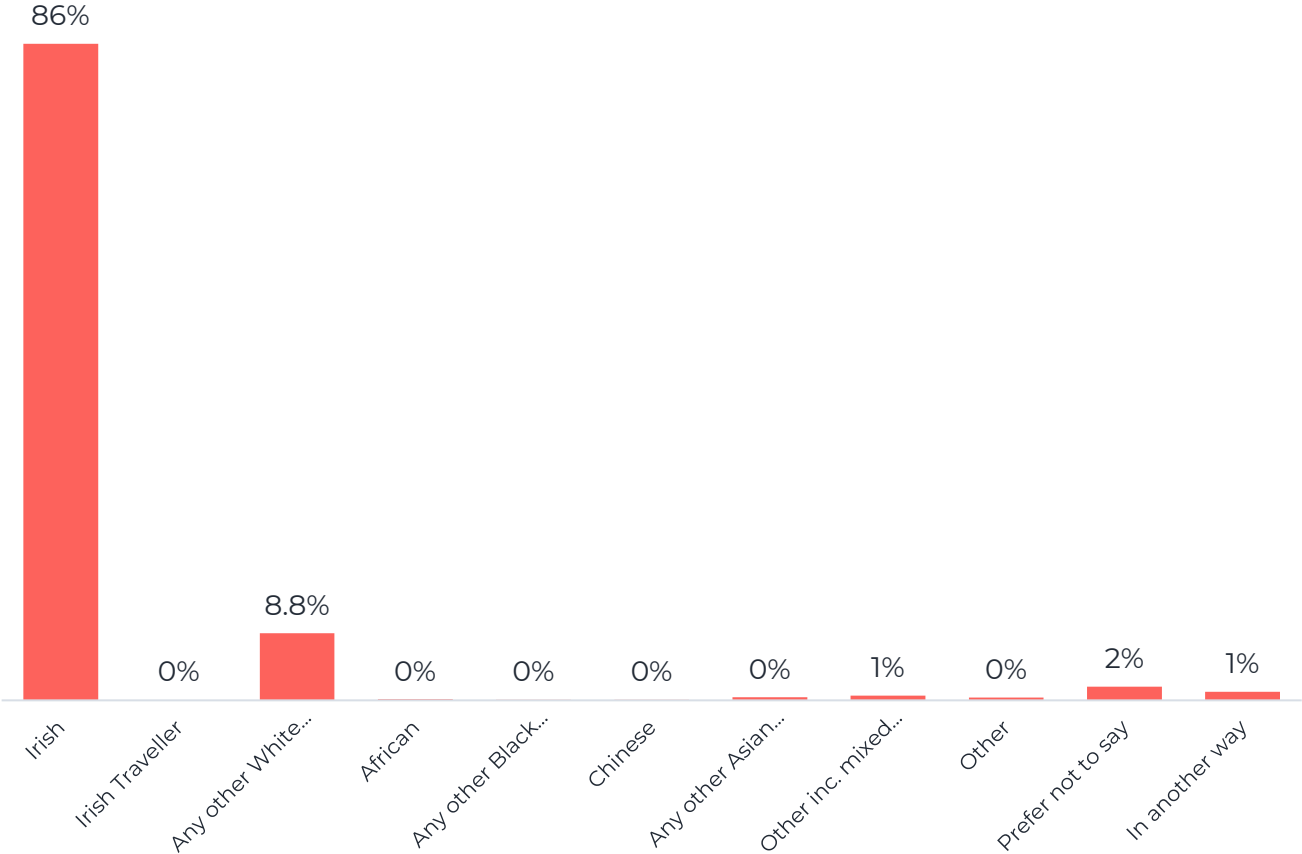
Q22. How would you describe your gender?





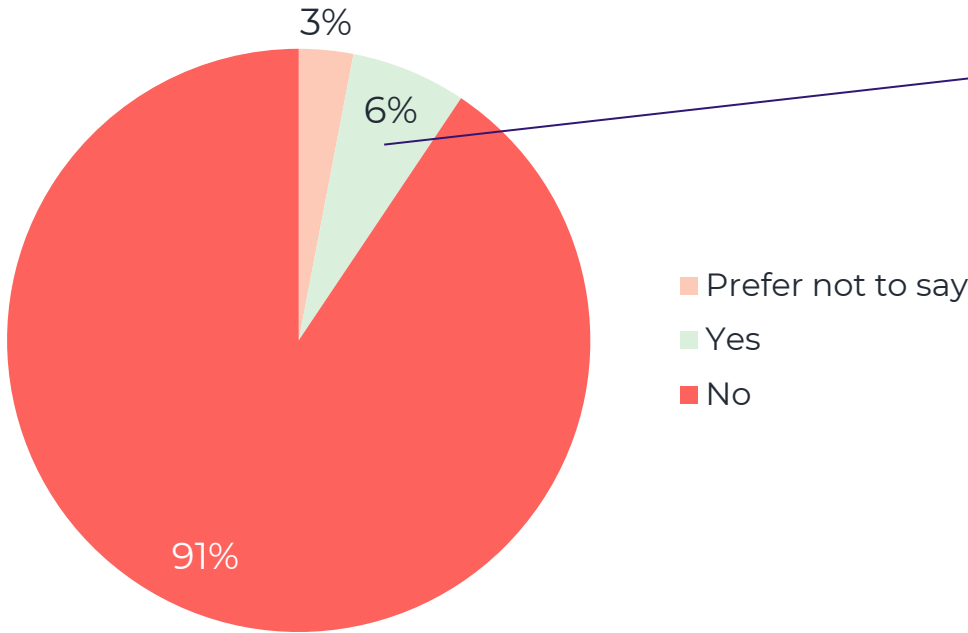
# Ethnicity

Q23. How would you describe your ethnic origin?



# Disability

Q24. Do you identify as a D/deaf and/or D/disabled person, or have a long term health condition?



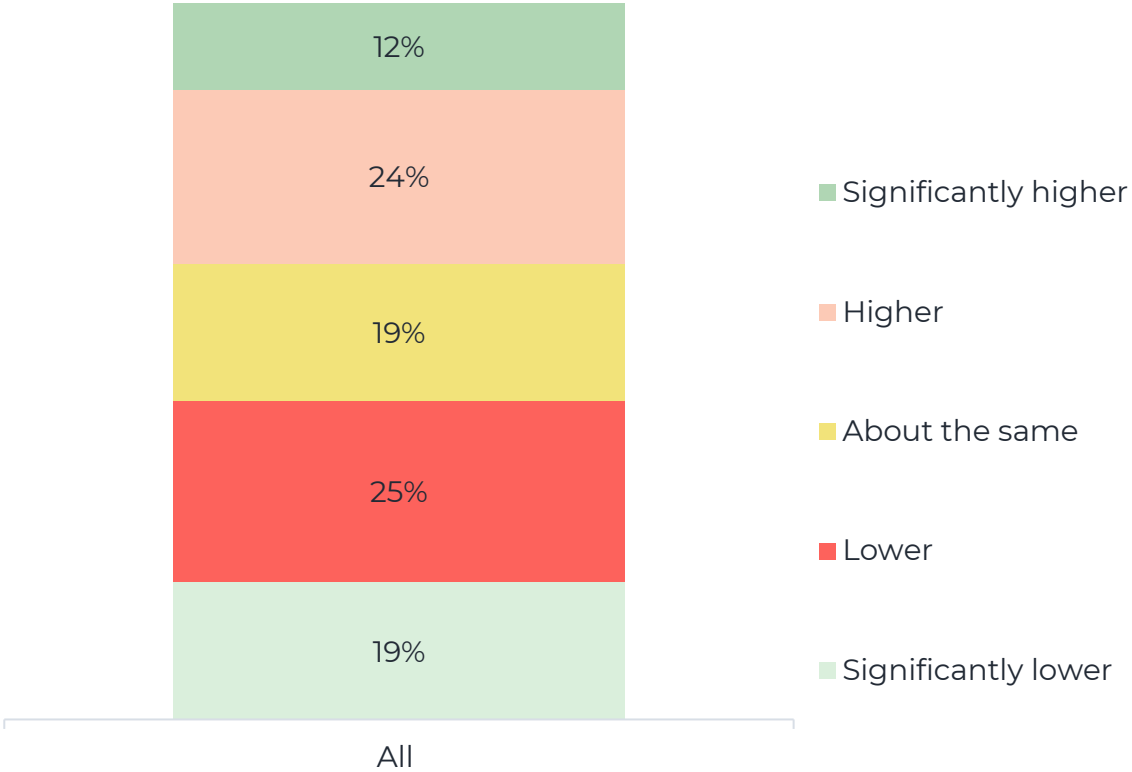
## Ireland Census

**8%** of the 2022 Census respondents said they experience health conditions and/or difficulties "to a great extent or a lot".

**22%** of census respondents experience conditions and/or difficulties "to a greater or lesser extent".

# Income

**Q25. In 2023, the average (median) salary in Ireland was €48K. How does your salary compare?**



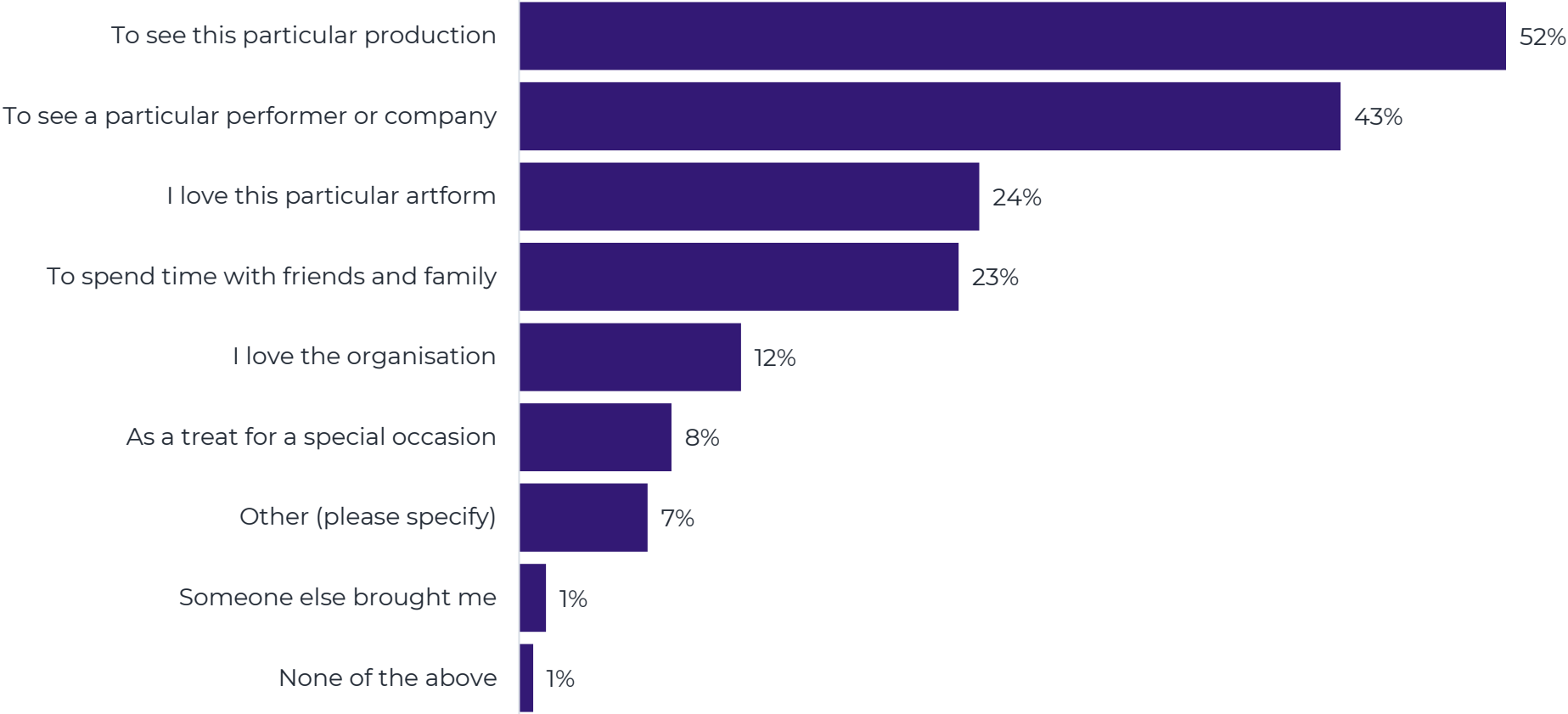
# Behaviour

*How are audiences behaving in relation to cultural organisations and culture in general?*



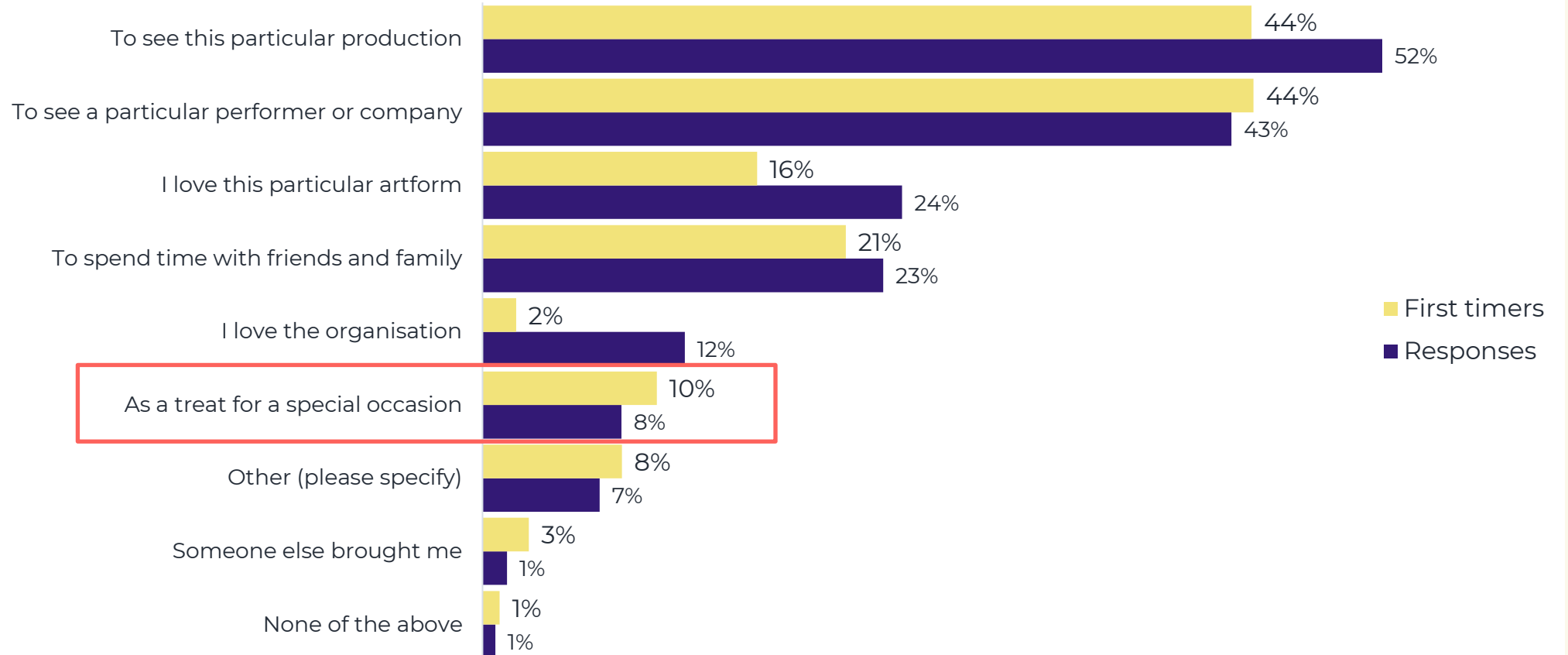
# Motivations to attend

**Q2. What were your motivations for attending? (Select all that apply)**



# Motivations to attend (first timers)

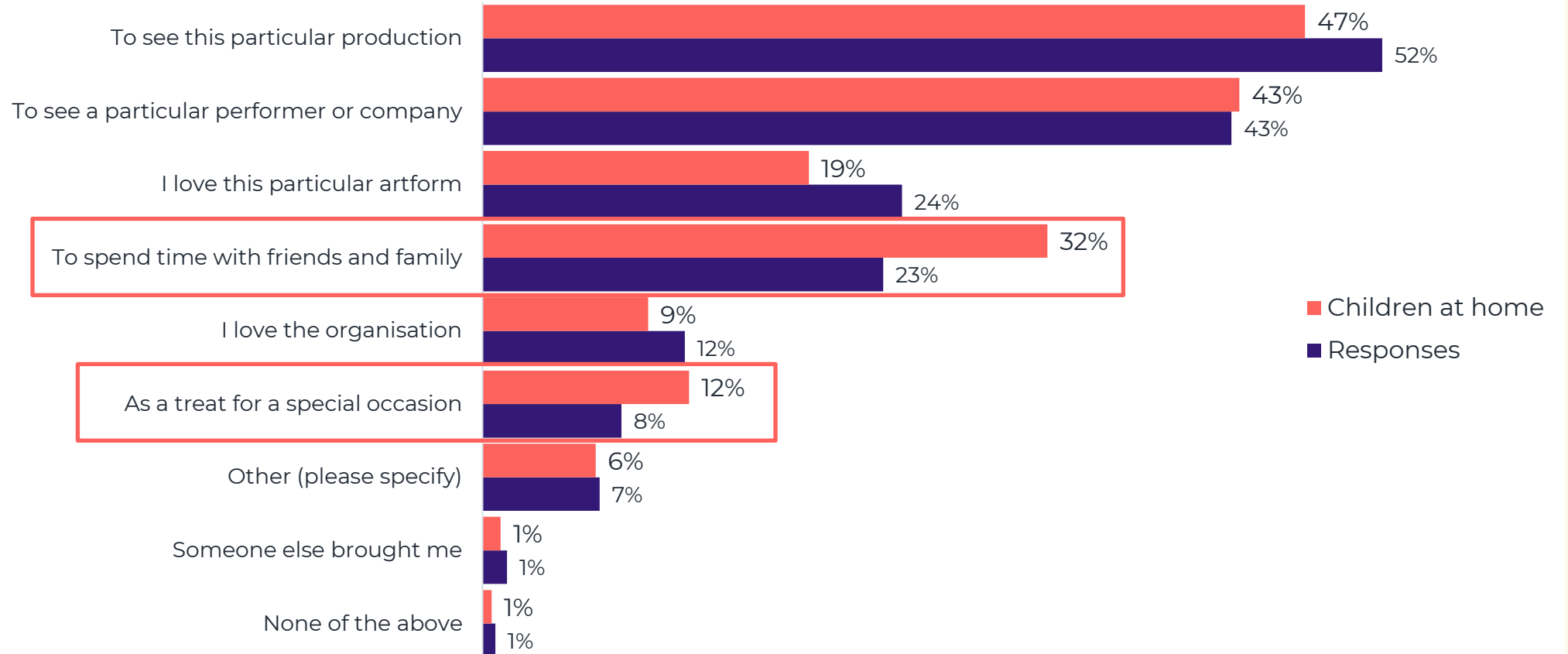
Q2. What were your motivations for attending? (Select all that apply)



# Motivations to attend

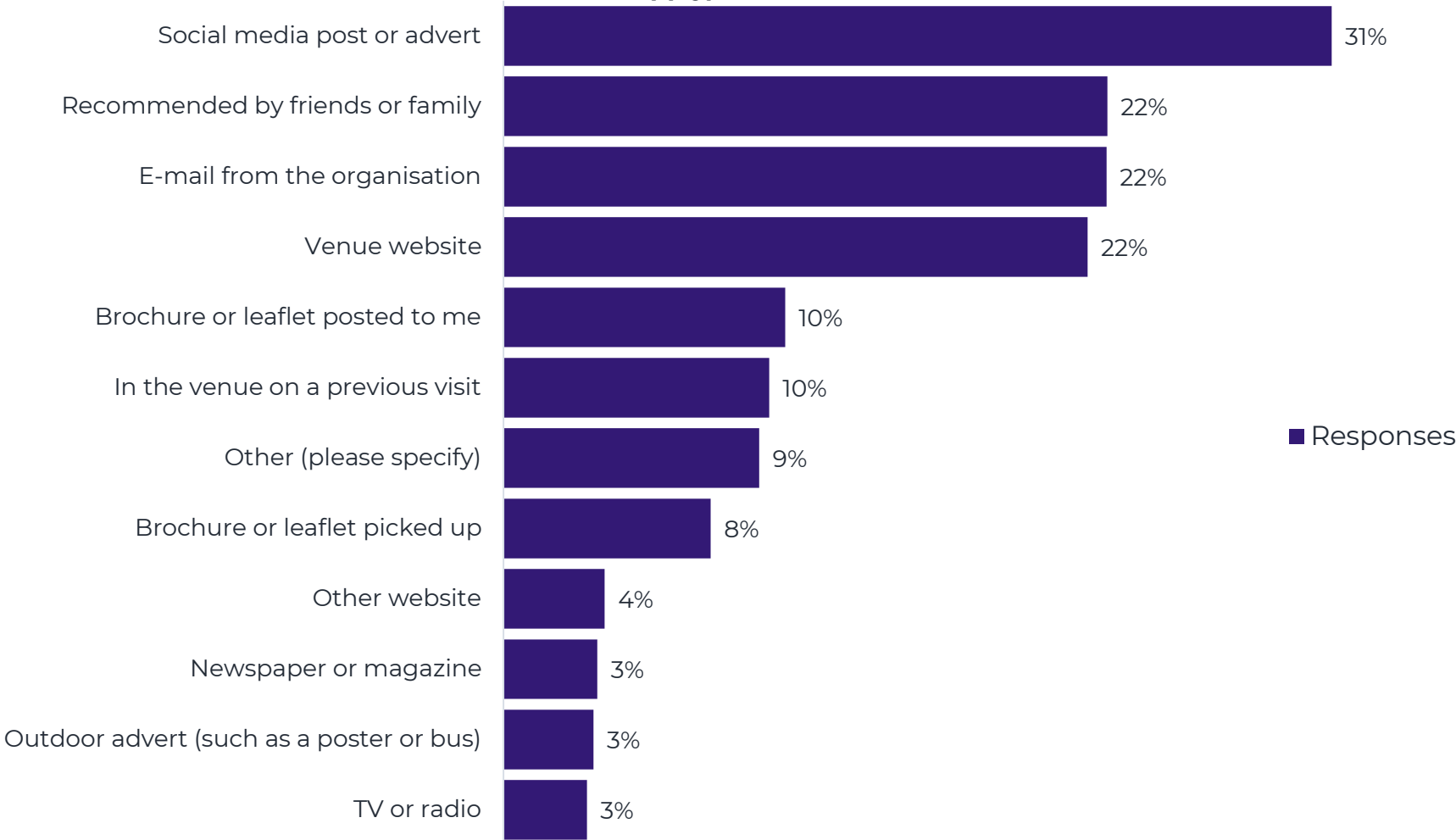
## (Children at home)

Q2. What were your motivations for attending? (Select all that apply)



# Marketing

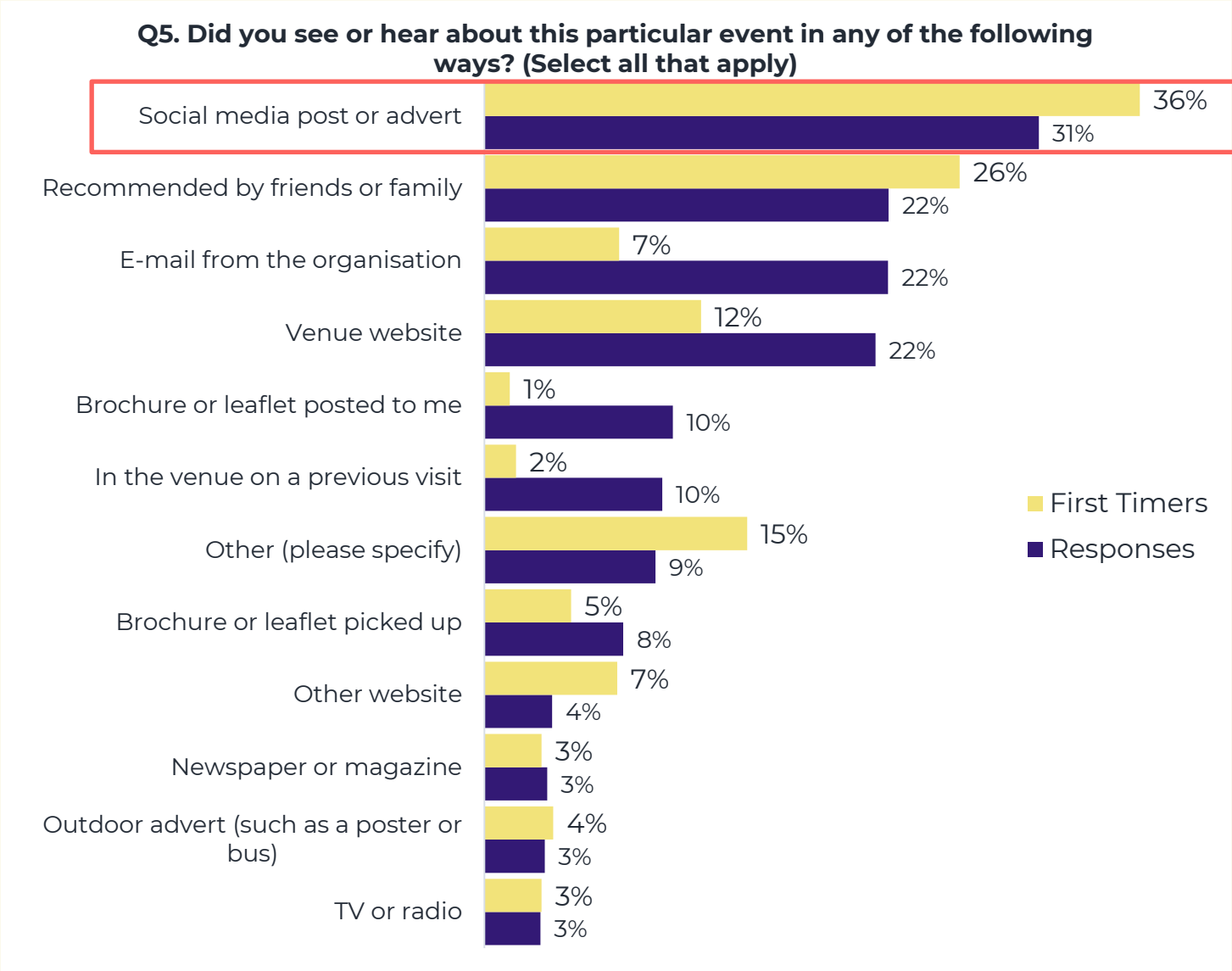
**Q5. Did you see or hear about this particular event in any of the following ways? (Select all that apply)**





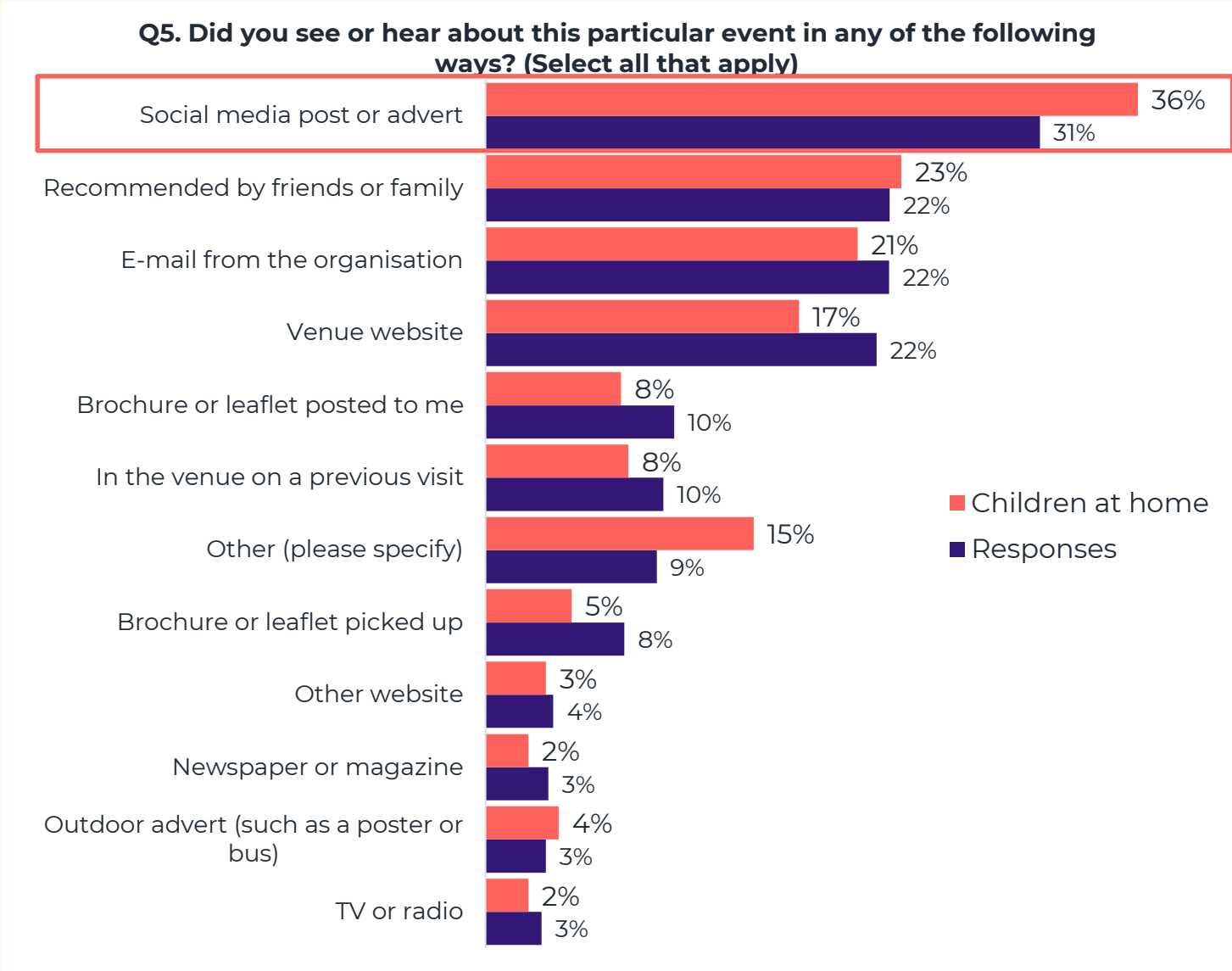
# Marketing

Social media is even higher for first timers



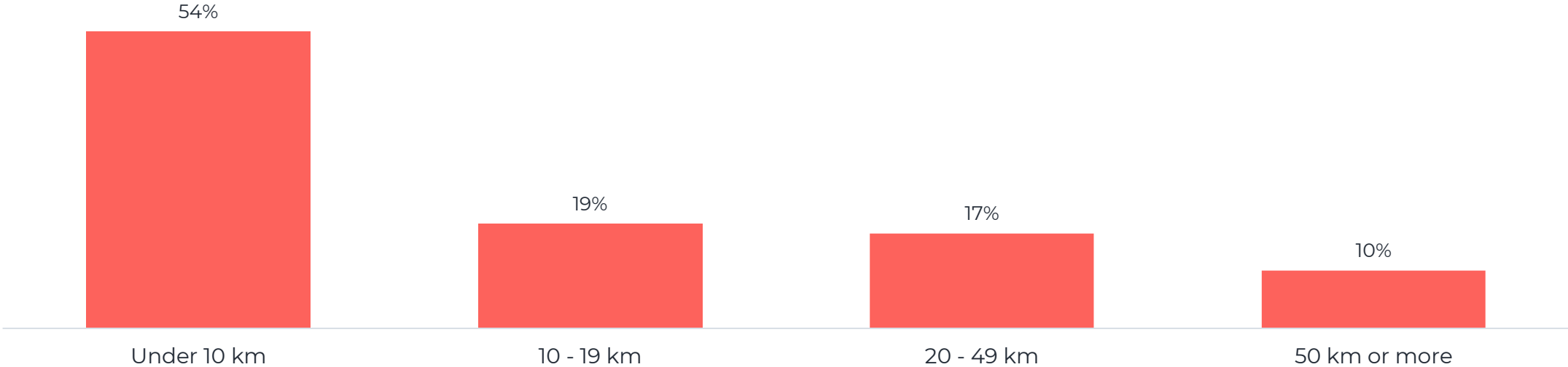
# Marketing

And for families



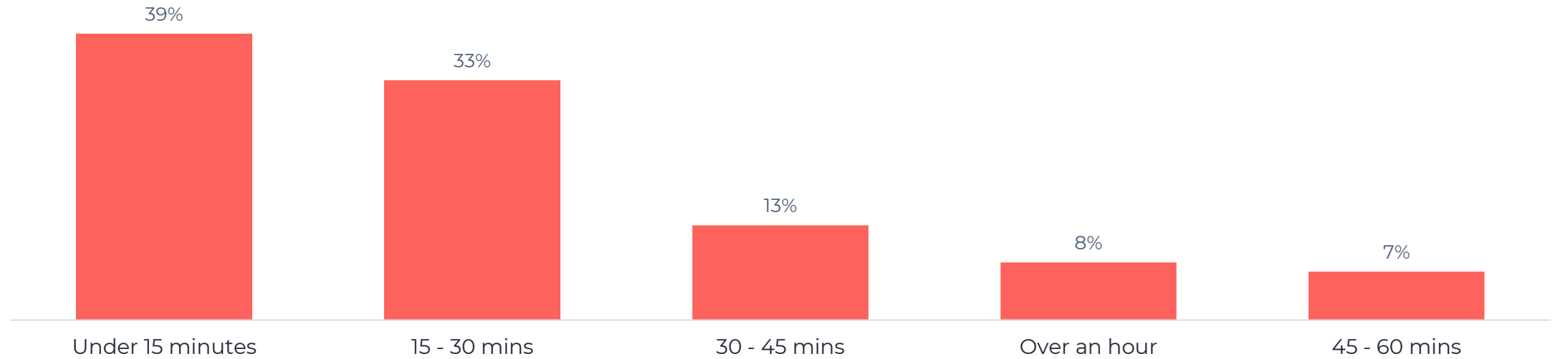
# Distance travelled

Q6. Approximately what was the total distance you travelled (in km) to and from the venue?



# Journey time

Q7. Approximately how long did your journey take?

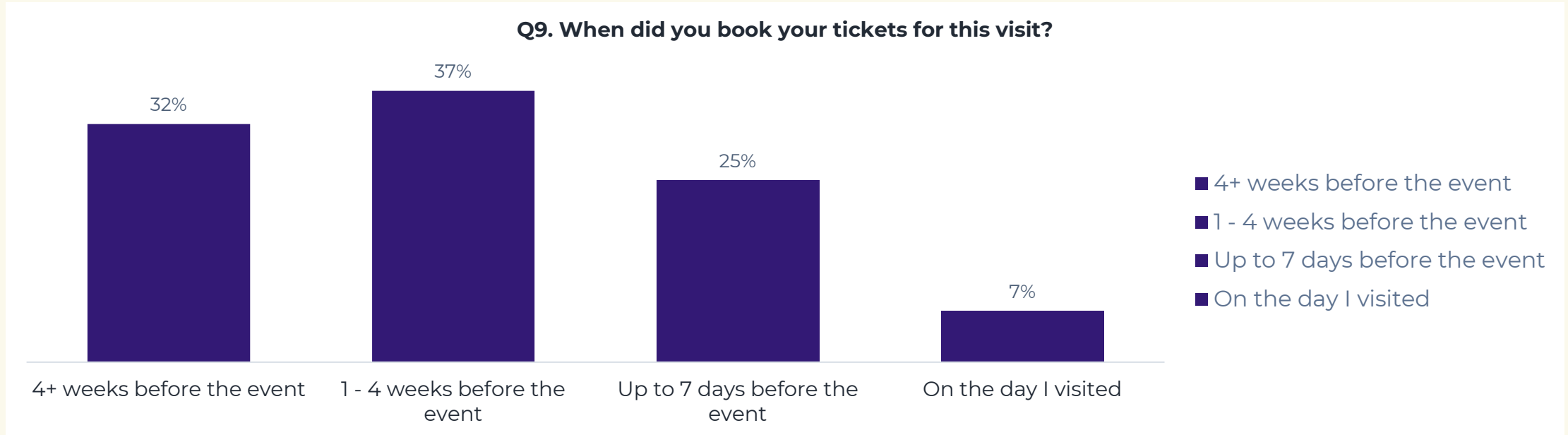


# Transport method

Q8. Which transport method did you use for the longest part of the journey?



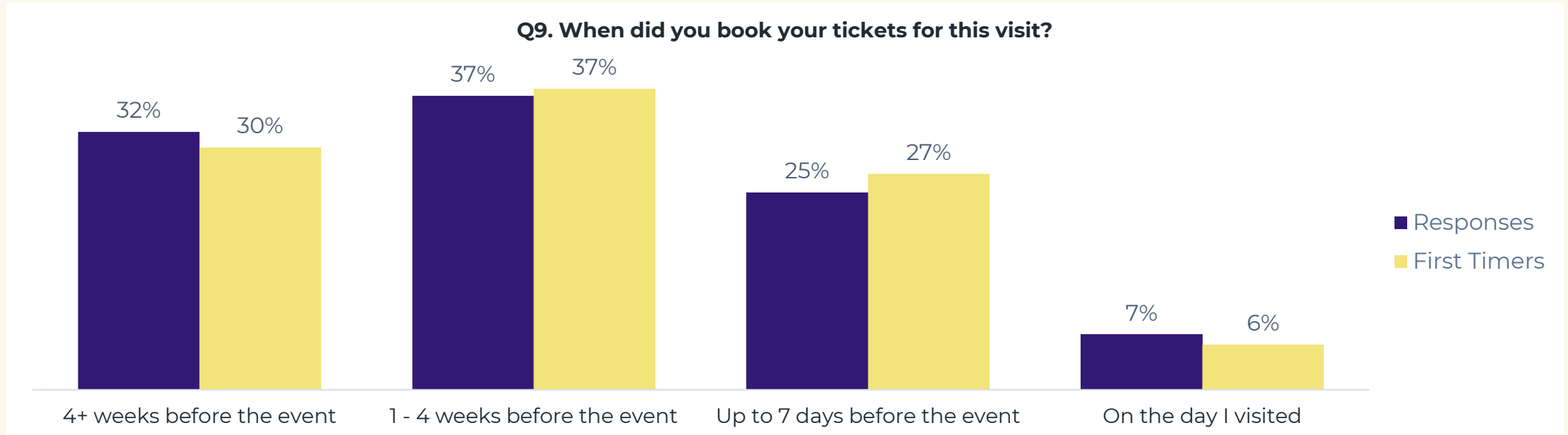
# Booking time



Are we telling people early enough?

# Booking time

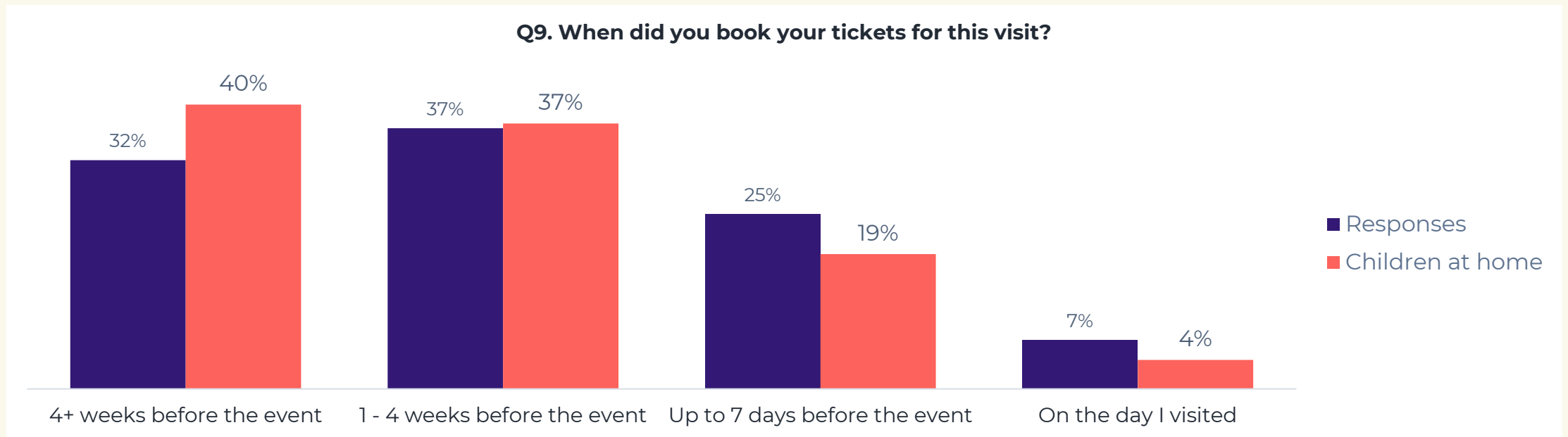
(first timers)



Very little difference for first timers

# Booking time

(Children at home)



People with children at home are more likely to book earlier

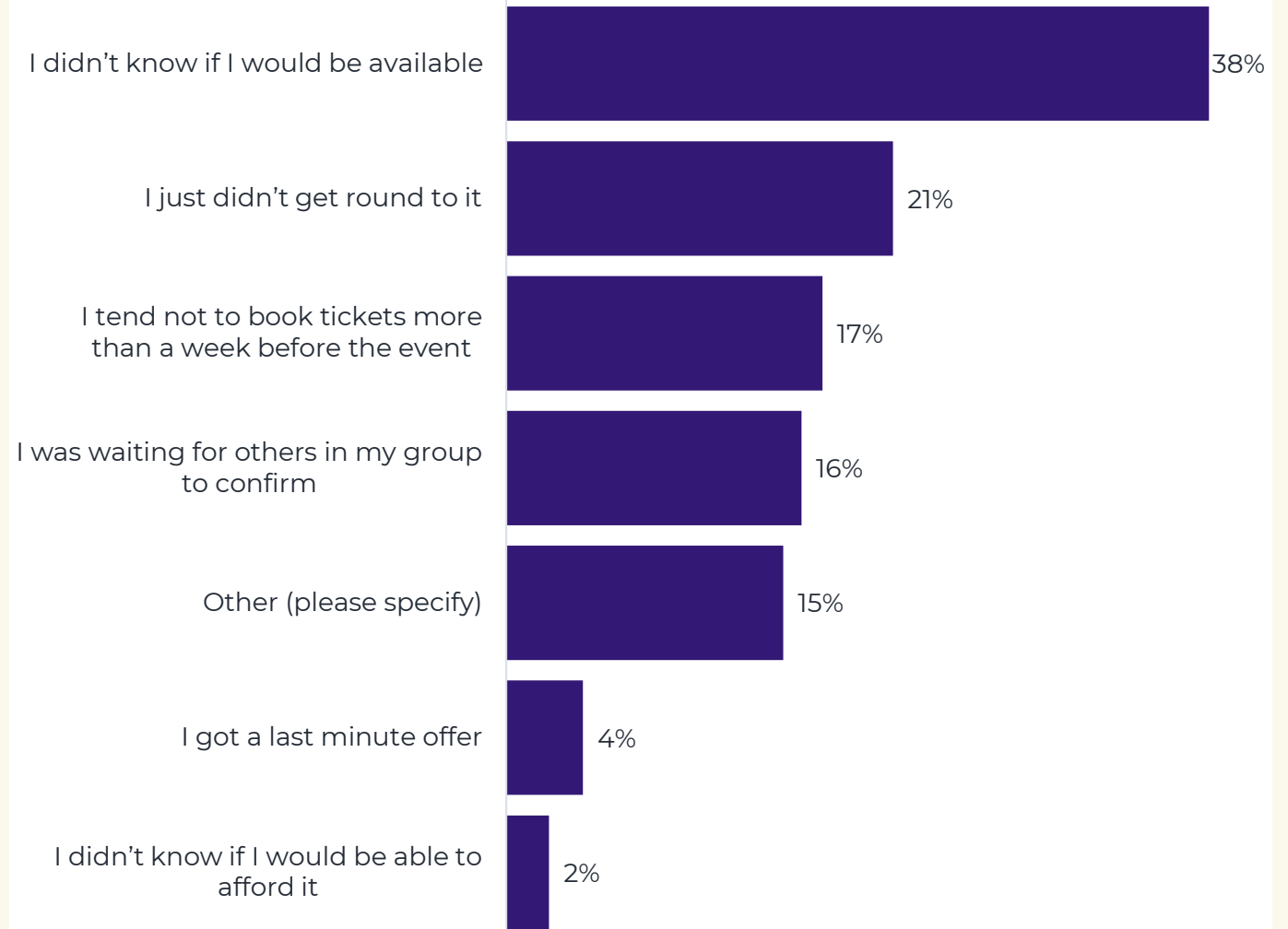


# Booking time



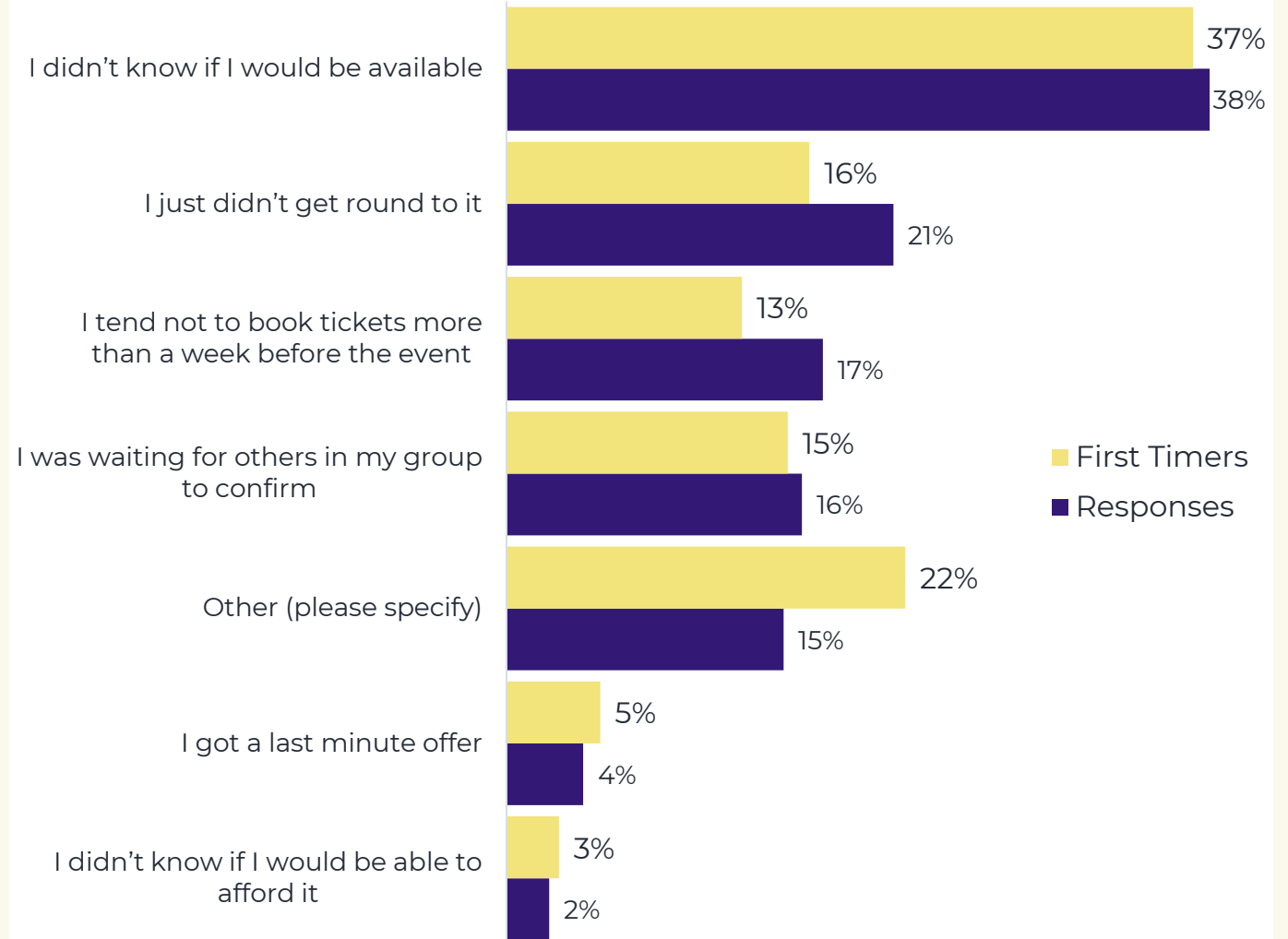
If you offer exchange for credit, people can book with no risk.

**Q10. Are any of the following reasons why you didn't book further in advance for this event? (Select all that apply)**

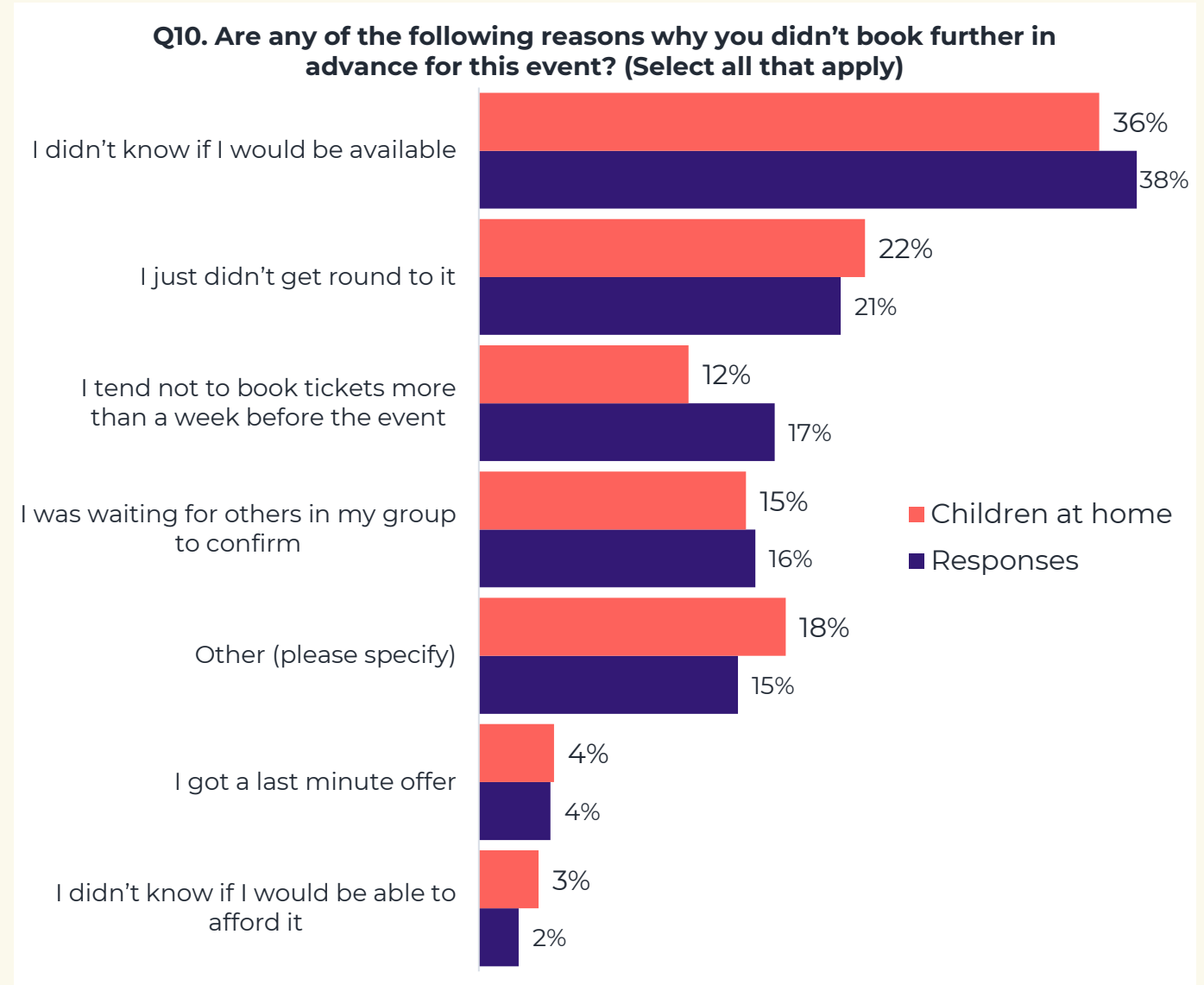


# Booking time

Q10. Are any of the following reasons why you didn't book further in advance for this event? (Select all that apply)



# Booking time



# Attitude

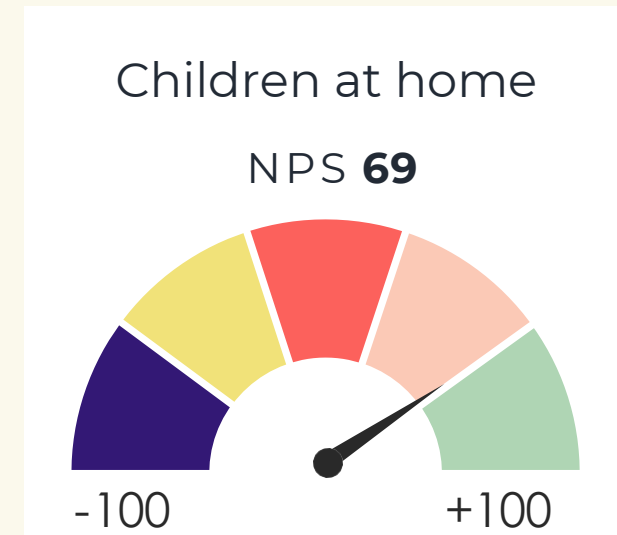
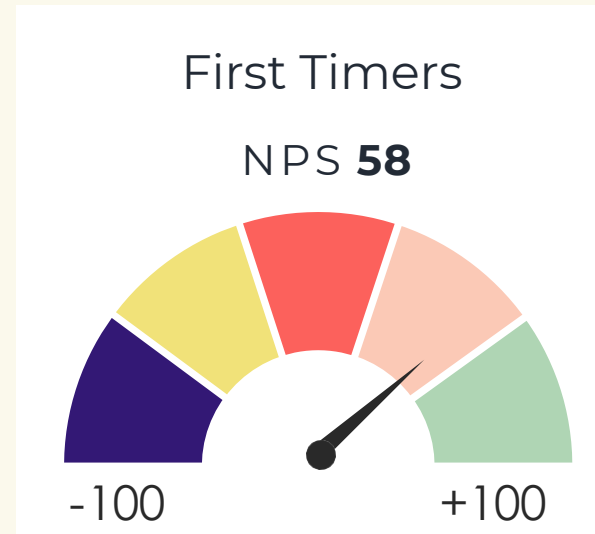
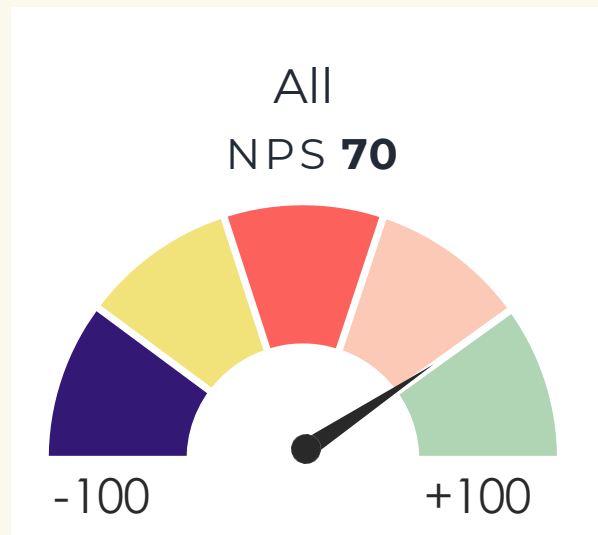
*What do audiences think of cultural organisations?*

*What is their experience like at cultural venues?*



# Likelihood to recommend?

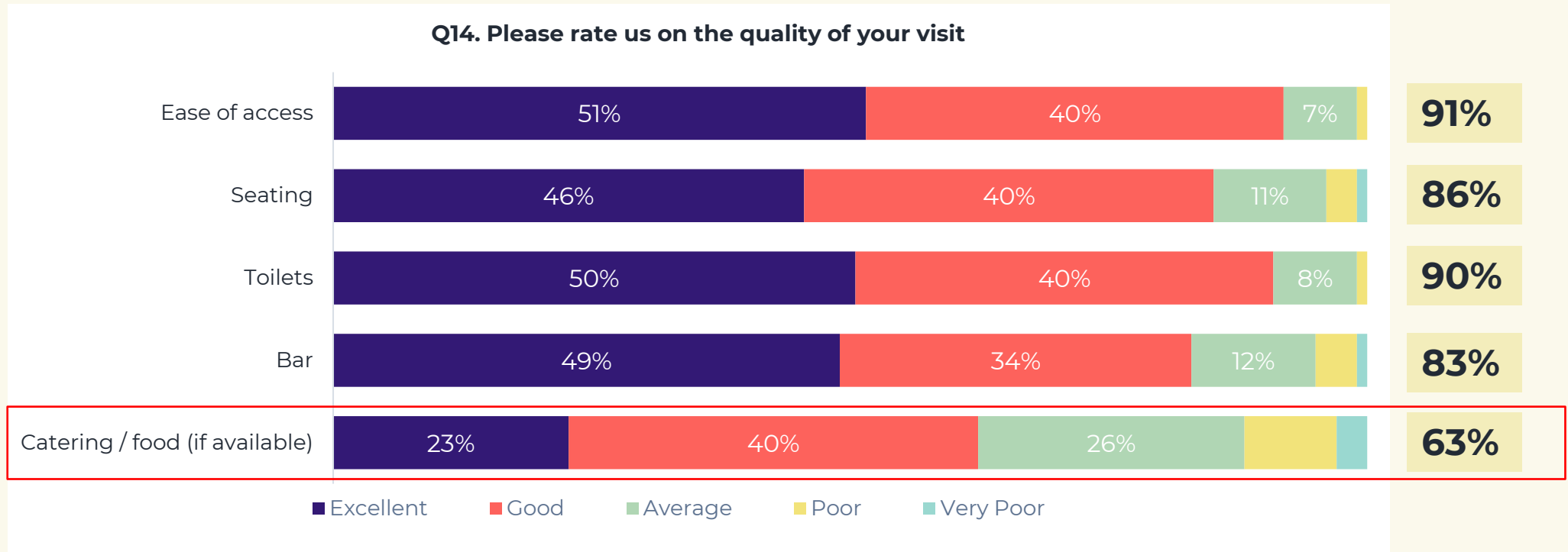
Q17. How likely is it that you would recommend this organisation to a friend or colleague?



Why are first timers so much less likely to recommend?

# Quality of visit

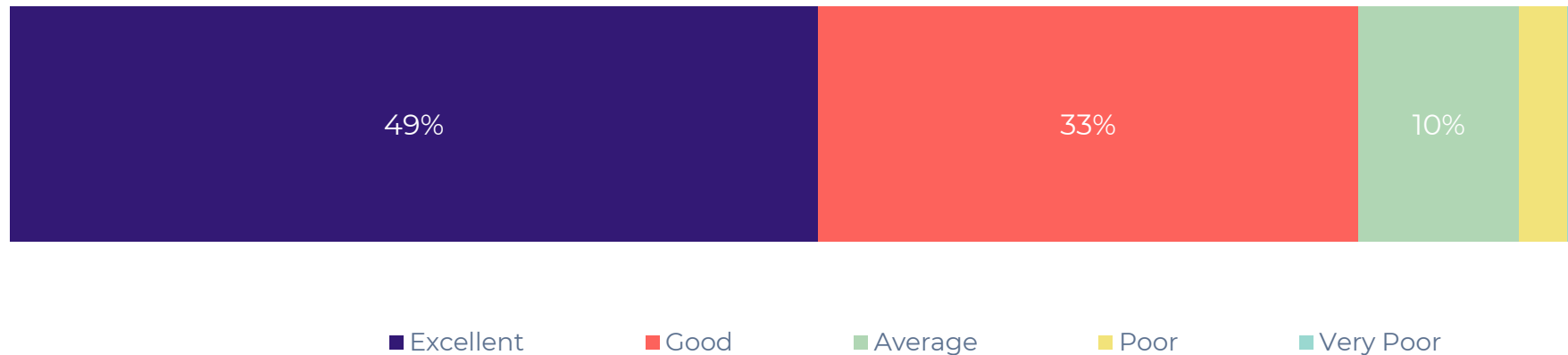
**% excellent or good**



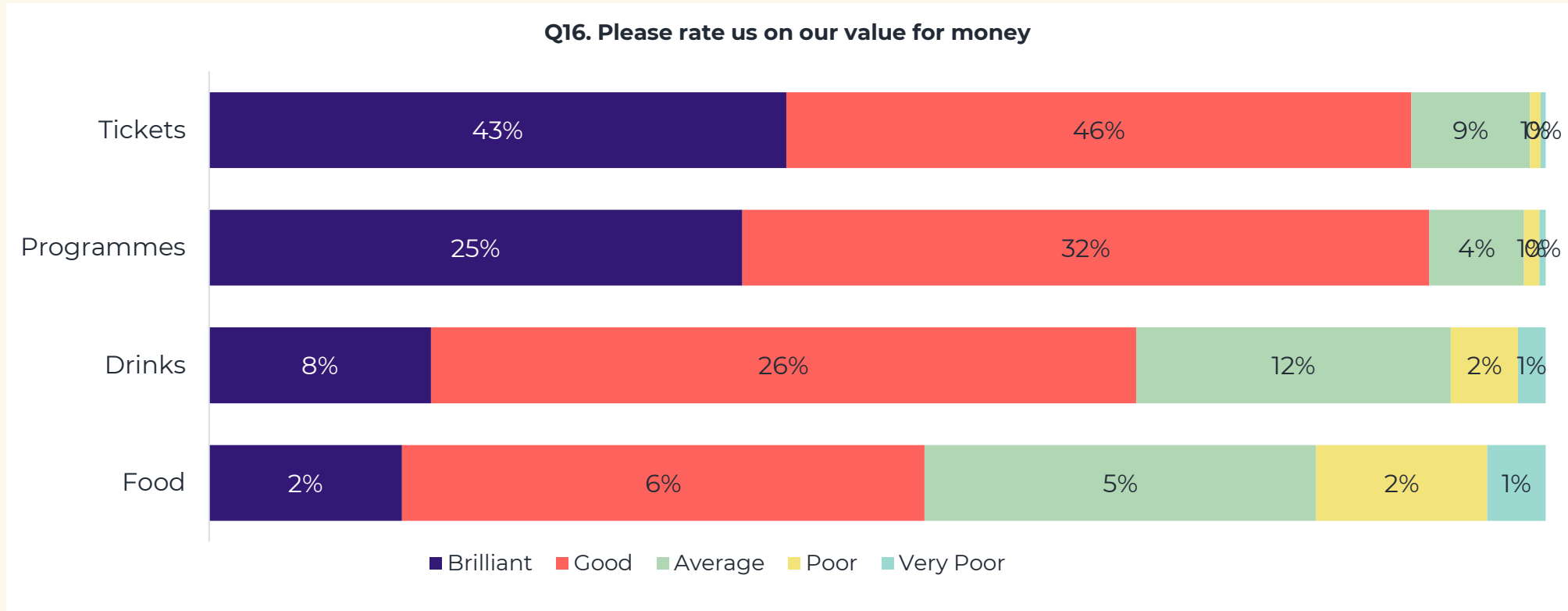
# Quality of visit

## Q14. Please rate us on the quality of your visit

Do you identify as a D/deaf and/or D/disabled person, or have a long term health condition? **Yes**



# Value for money



How can you package up your food offer?



# Staff

Q15. If you were to give our staff an overall rating, how would they score?



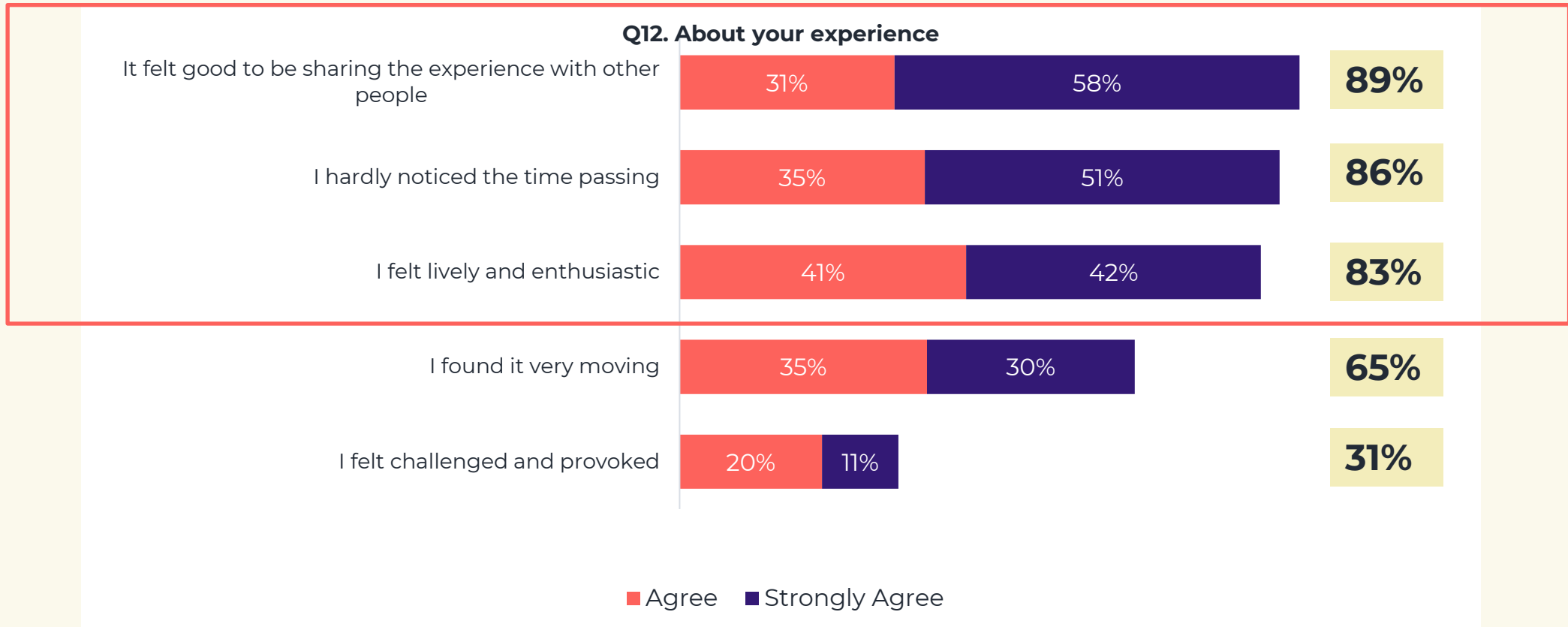
# Impact

*What impact is cultural attendance having on them?*

*What impact do they think organisations have on the local community more broadly?*



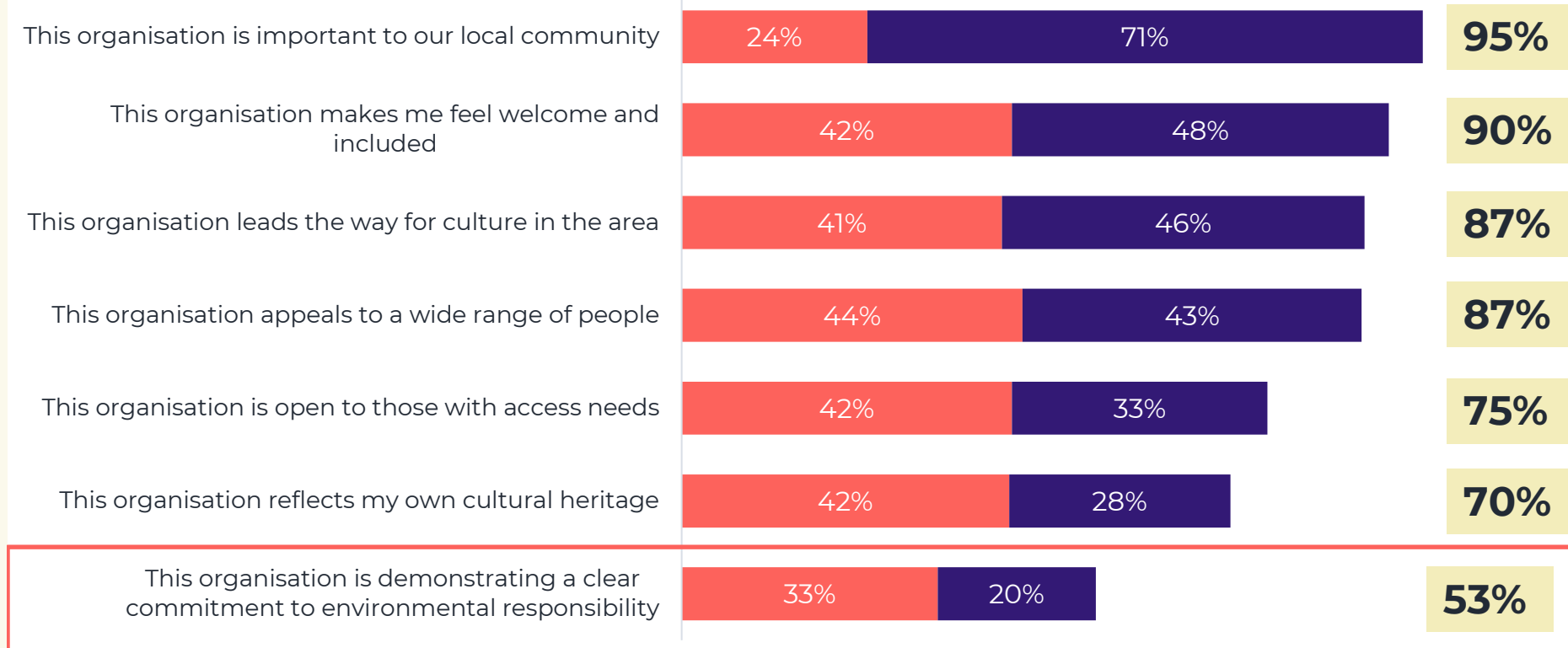
# Artistic Impact



What are you doing to communicate these things as the experience?

# Organisational Impact

## Q13. About the organisation

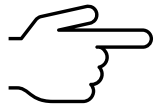


■ Agree ■ Strongly Agree

# Plans for 2025

- Send out **Annual Audience Overview** survey - Feb
- **Audience Experience** post-show survey rolling on for existing organisations (we will send new viewing links for 2025 data)
- **New organisations** to sign up?
- **3 Volunteer organisations** to try non-ticketed data capture?

# Your next steps...



**Sign up to Indigo Share Ireland for 2025 (Link in chat):**

[https://docs.google.com/forms/d/e/1FAIpQLSdy9U87F69151jHW9USHKLfgoS\\_RFrS\\_WJ9ce0-7yq9WzsZq8A/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdy9U87F69151jHW9USHKLfgoS_RFrS_WJ9ce0-7yq9WzsZq8A/viewform?usp=sf_link)



**Email us if you have any questions: [info@indigo-ltd.com](mailto:info@indigo-ltd.com)**