

# The (actual) state of Audiences for the Performing Arts

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Katy Raines, Indigo

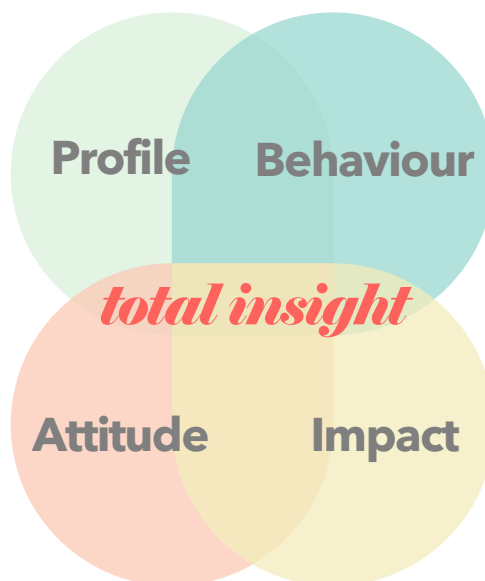
*indigo*  
share

## Who?

Who are the people  
you're serving or want to  
serve?  
How representative are  
they?

## Why?

Why are people  
behaving in these ways?  
What are their attitudes  
towards you, the arts  
and culture?



## How?

How are these people  
behaving in relation to  
your organization, others  
or culture in general?

## So what?

What impact are you  
having? What has  
changed, or is changing  
because of what you're  
doing?

*indigo*

# Audience Insights

## Audience Insights

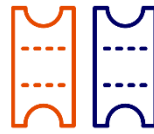
- 12 Insights collected annually
- What member organisations asked for at the 2022 Cork Gathering
- 2023 compared with 2022 and 2019
- Box office data
- Ticket buyers who have paid at least €1 for at least 1 ticket
- Total attendance includes attenders at free events
- Your data is confidential



### How?

How are these people behaving in relation to your organization, others or culture in general?

# What are we looking at?



1.1m



€23m



304,000



7,900

## 2023 VS 2022

Tickets sold

**+19%**

Seats put on sale

**0%**

% capacity

**+9%**

Gross ticket income

**+13%**

Average price paid

**-4%**

# 2023 VS 2022

## Audience engagement

First time ticket buyers **-8%**

Ticket buyers kept from 2022 **29%**

# 2023 VS 2019

Seats put on sale **-22%**

Tickets sold **-15%**

% capacity **+8%**

Gross ticket income **-6%**

Average price paid **+7%**

# Ticket prices

## 2023 vs 2019

### Festivals

Average price paid	<b>-14%</b>
Gross ticket income	<b>-26%</b>
Tickets sold	<b>-4%</b>
One event only	<b>-12%</b>
Total attendance	<b>+22%</b>

# Ticket prices

## 2023 vs 2019

### Venues under 500 seats in Urban areas

Average price paid	<b>+22%</b>
Gross ticket income	<b>+49%</b>
Tickets sold	<b>+15%</b>
One event only	<b>+3%</b>

# Audience engagement

## 2023 vs 2019

Tickets sold

**-15%**

# Audience engagement

## 2023 vs 2019



First time ticket buyers

**-3%**

Kept from previous year

**-5%**

2+ events

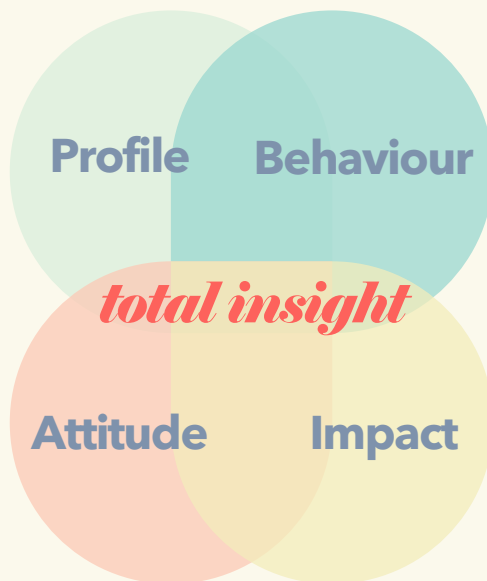
**-4%**

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## Ireland (partial) Benchmark

2023/24\*



\*Nov 23 – April 24

**5041**

responses from 12 cultural organisations  
(post-show surveys to ticket buyers)

**15%**

first time attenders to the organisation

**50%**

Travelled less than 10K

**6%**

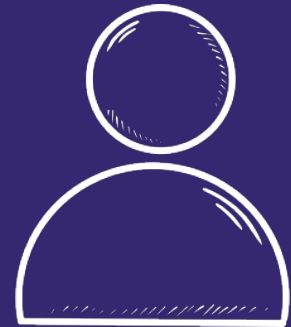
aged under 35

Comparison where relevant with census

# Profile

Who are our audiences?

How representative are they of the population?



How **representative** are ticket buyers of the general population?

## Profile



### Age

Arts audiences:

**51%**

are aged >55

Census:

**25%**

are aged >55

### Children living with them

Arts audiences:

**27%**

Have children living at home

Census:

**69%**

Have children living at home

### Disability

Arts audiences:

**6%**

are disabled





Audiences are skewed towards the better off

**38%**

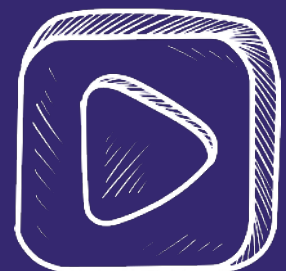
of respondents have a higher salary than Ireland average

**42%**

of respondents have a lower salary than Ireland average

## Behaviour

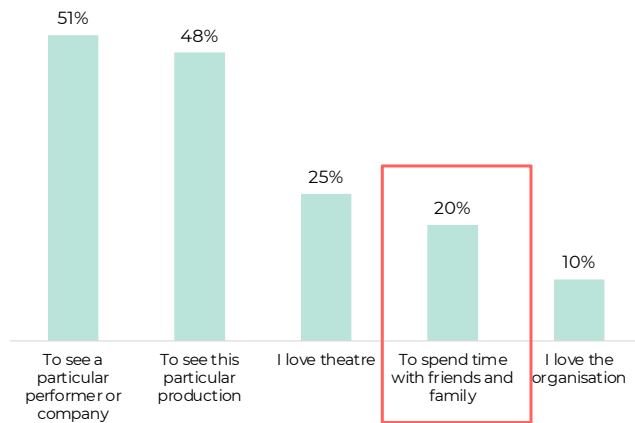
How are audiences behaving in relation to cultural organisations and culture in general?





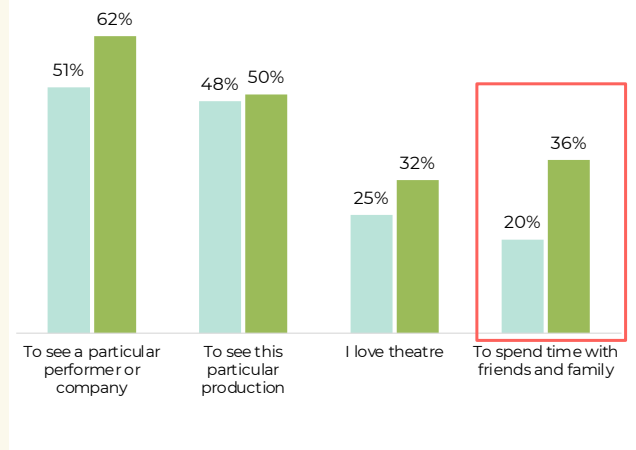
The production or performer is the main motivator but the social experience is also very important

Motivations for attending



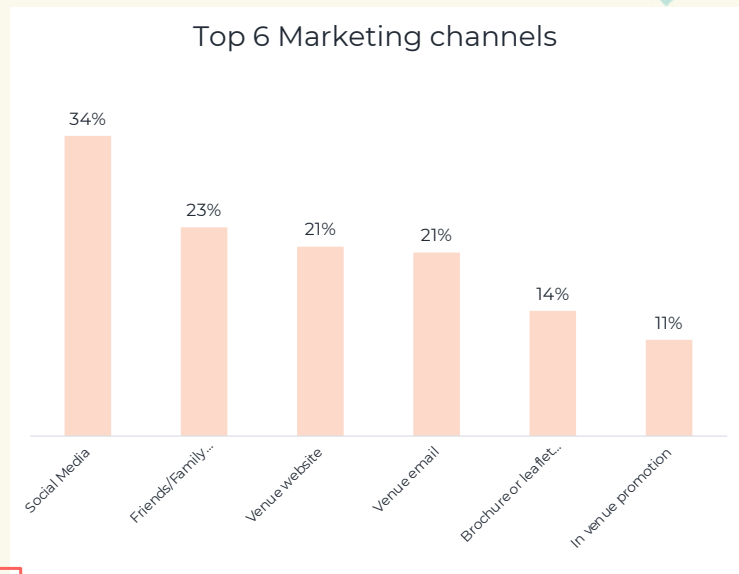
Under 35s are more socially motivated

Motivations for attending (under 35s)





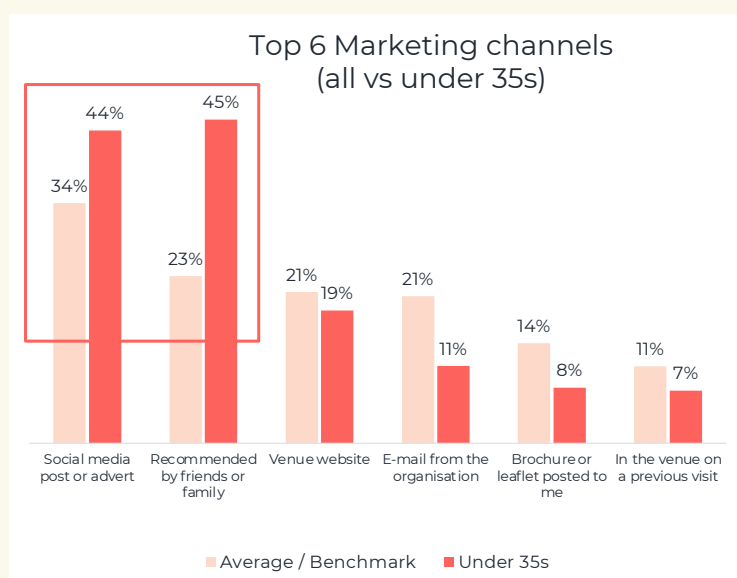
Social media and word of mouth the most cited marketing channels



**Warning:** This does not mean you should abandon print!!!



Even more so for under 35s



**Warning:** This does not mean you should abandon print!!!

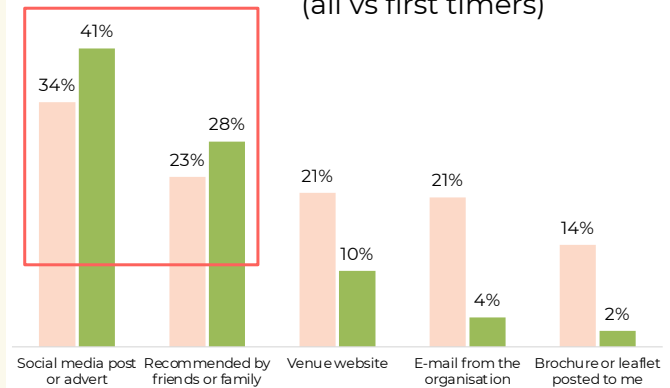


...and first timers



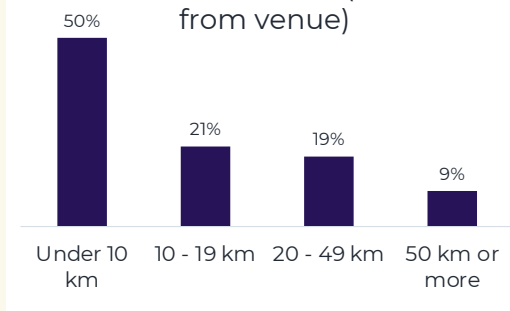
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Top 6 Marketing channels  
(all vs first timers)

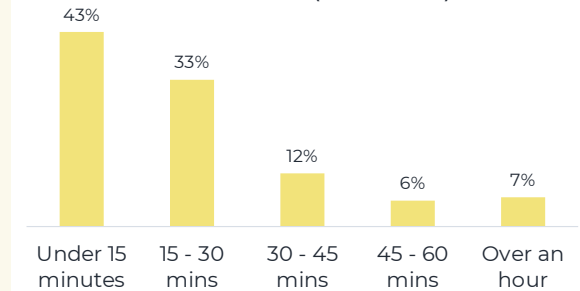


Audiences are not travelling far

Distance travelled (to and from venue)

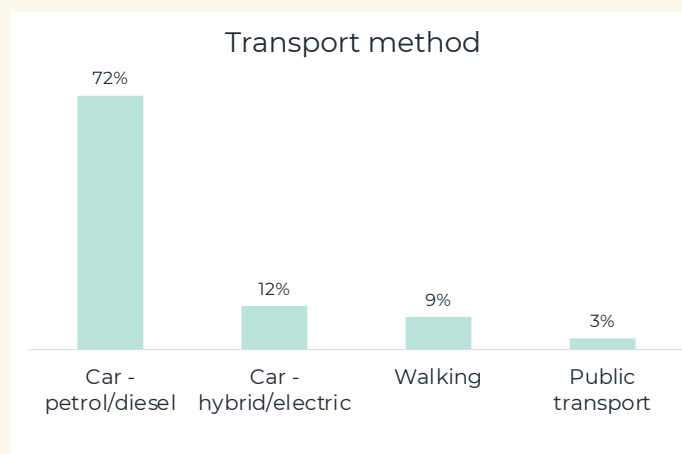


Time taken (to venue)





..and coming by car



# Attitude

What do audiences think of cultural organisations?

What is their experience like at cultural venues?





Arts attenders are having a wonderful time at your venues

They think your staff are great



**4.7 / 5**

Average rating for staff



They think your productions are great



**4.6 / 5**

Average performance rating





Arts organisations are seen as an important part of the local community

Impact



**4.7/5**

Level of agreement with 'this organisation is important to our local community'



Audiences feel welcome

Attitude



**4.4 / 5**

Level of agreement with 'this organisation makes me feel welcome and included'



Attitude



Audiences love sharing the experience with other people

**4.4 / 5**

Level of agreement with 'It felt good to be sharing the experience with other people'

Impact



Audiences don't think you're doing enough to show commitment to sustainability

**3.7/5**

Level of agreement with 'this organisation is demonstrating a clear commitment to environmental sustainability'

Five key takeaways about  
arts audiences now



**Arts Audiences Now: Five key takeaways**

**1**

**Reflect your  
community**

**2**

**Consider family  
audiences**

**3**

**Focus on  
your hyper  
local area**

**4**

**Promote your  
customer  
feedback**

**5**

**Talk more  
about  
sustainability**

# Want to be part of it?

Drop us an email at [info@indigo-ltd.com](mailto:info@indigo-ltd.com)

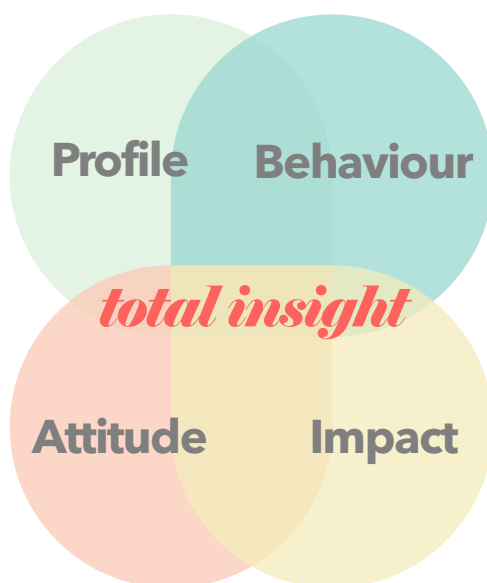


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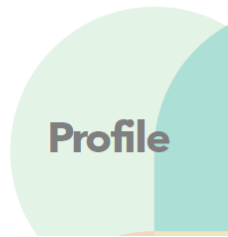
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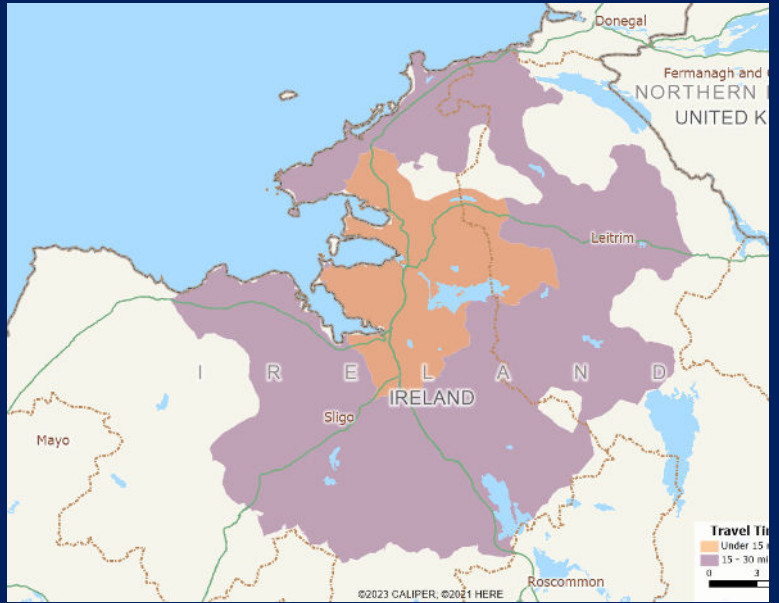


- How representative are they?
- Who and where are the people you want to serve?

# Mapping Your Audience

# Drivetimes

[https://public.tableau.com/app/profile/peopleandplace/viz/ArtsCouncil\\_MapYourAudience\\_DRAFT/Home](https://public.tableau.com/app/profile/peopleandplace/viz/ArtsCouncil_MapYourAudience_DRAFT/Home)



### Filter Venue List

by Local Authority

Sligo

Venue

The Model

Indicator

1.Population - Age Cohorts

### Select Data Type

- Count - Combined Catchments
- Count - Individual Catchments
- Percentage - Individual Catchments

## The Model, Sligo, Sligo

Indicator: 1.Population - Age Cohorts

Data Type: Count - Individual Catchments

0 to 10 mins    10 to 30 mins    30 to 60 mins

	0 to 10 mins	10 to 30 mins	30 to 60 mins
Age 0 - 4	1,706	2,690	7,861
Age 5 - 12	2,992	5,387	14,838
Age 13 - 17	1,932	3,448	9,323
Age 18 - 24	3,210	3,218	9,129
Age 25 - 44	8,314	10,794	31,712
Age 45 - 64	7,821	12,610	36,326
Age 65+	5,838	8,440	27,219
<b>Total - Population</b>	<b>31,816</b>	<b>46,590</b>	<b>136,412</b>



About this tool

### Selected Venue Location

