



2024 Indigo Share Ireland

Post-visit surveys

Benchmark data

1 Jan – 31 Dec 2024

Audience Insights Project with Performing Arts Forum



The Audience Insights project has 3 components:

1. Post-visit survey benchmarking: Jan-Dec 2024

A number of organisations sent out the Indigo Share post-event survey to a selection of their audiences throughout 2024. Each participating organisation has a link to view responses from their own audiences throughout the year; this report now aggregates all those responses into a benchmark, showing the picture across Ireland

2. Box Office data benchmarking: Feb 2025

Each member of Theatre Forum supplies their annual ticketing data from 2024 to Heather Maitland, who aggregates and analyses the data to provide an overview of audiences. This includes: total tickets and income, pricing, first timers, frequency of attendance.

3. Annual presentation and explanation of results – The Gathering: May 2025

This is where Katy Raines, CEO of Indigo and Heather Maitland will present the data from both components, analyse and discuss the implications for Performing Arts Organisations.

Audience Insights Project Timeline

Jan-Dec 2024

Post-visit survey
benchmarking



February 2025

Box Office data
benchmarking

May 2025

The findings of
these strands
will be presented
at The Gathering
in May 2025

Post-visit Survey Benchmarking Report

Methodology

The post visit survey is sent out by cultural organisations via email to their attenders as soon as possible after their visit.

The survey is designed to help organisations gather:

- Audience feedback on the performance or event and the overall experience at the venue
- Insight into motivations to attend, how audiences found out about the performance and their travel choices
- Demographic and general cultural behaviour information on audiences including frequency and recency of attendance
- Perceptions of the organisation and your impact on the community

All organisations using the survey gather responses to the same core question set, so responses can be benchmarked against other organisations in the UK.

This report

This report covers responses from audience members at events between 1 January 2024 and 31 December 2024.

More detailed analysis of your own results is available through your live viewing links.

About this research

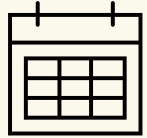
Responses

The Ireland Benchmark data is made up of a total of 13,703 respondents, taken from events at the following 17 organisations:

An Grianán Theatre
An Táin Arts Centre
Backstage Theatre
Ballina Arts Centre
Cork Midsummer Festival
DLR Mill Theatre
Droichead Arts Centre
Dublin Dance Festival
glór

Hawk's Well Theatre
Lime Tree Theatre
Mermaid Arts Centre
Project Arts Centre
Riverbank Arts Centre
Townhall Cavan
Triskel Arts Centre
Wexford Arts Centre

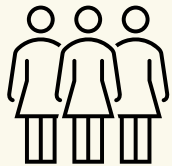
Overview



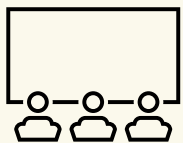
1 Jan – 31 Dec 2024



17 Organisations



15K Audience responses, **14K** Complete responses



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



Indigo's Total Insight model gives you a simple way of thinking about the different lenses through which you can look at your audiences.

Your organisation needs to understand audiences through each of these lenses in order to have a total and well-rounded picture. You can use this model to incorporate or add other sources of data (e.g. box office sales data or website behaviour data).

We have organised the data in this survey report through these lenses so that you can see which area of the model each question is contributing to.

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How to use this benchmark report

- Use these slides to compare with your own 2024 and 2025 viewing links
- Identify key differences (good and bad)
- Discuss in your organisation



Profile

Who are our audiences?

How representative are they of the population?

How representative is my audience?

In the Profile section, which reports on the demographics of your audiences, you will be able to see a comparison (where available) with the latest (2022) Census population data for Ireland (in green). These graphs show how representative your audience is of the population.

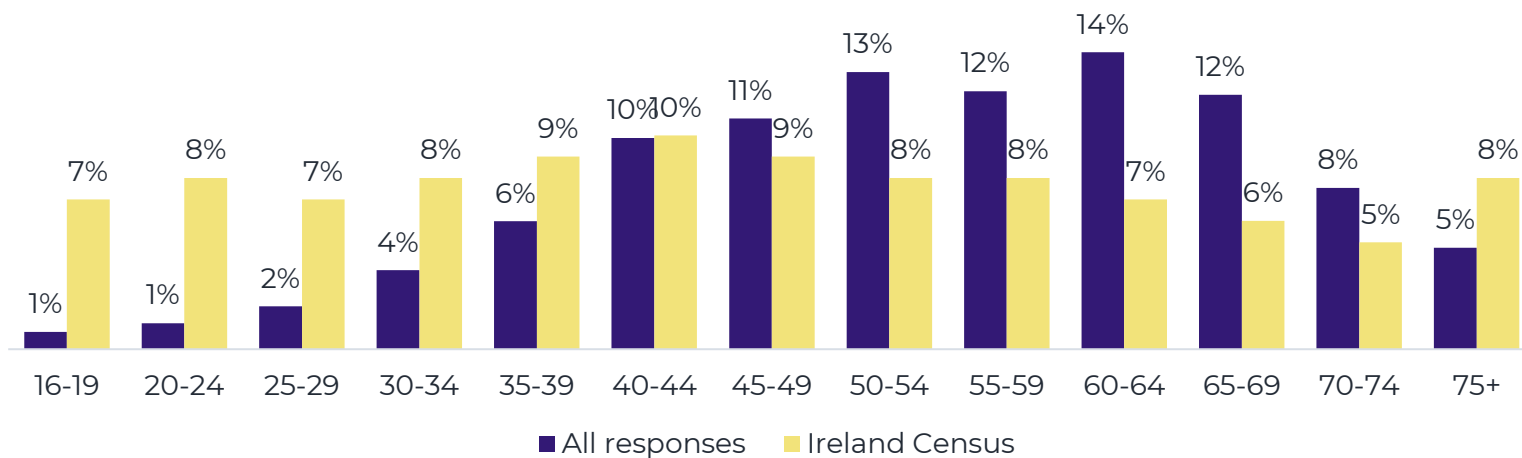
Profile: Age

Profile



How old are you?

N = 13,703



Arts Audiences are older than general population

Arts audiences

54%

aged 55+

Ireland Census

31%

aged 55+

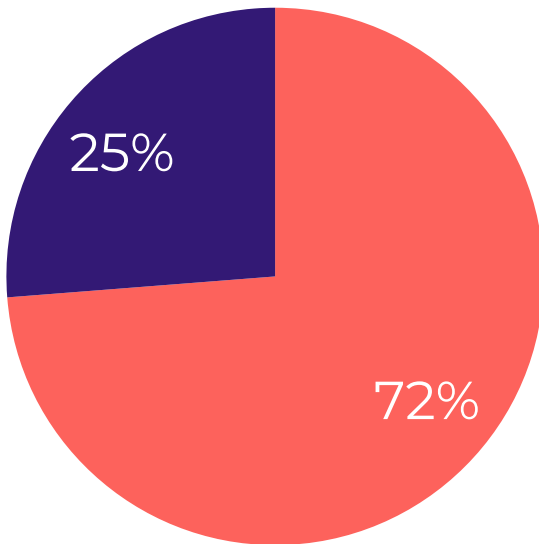
Profile: Children at home

Profile



Do you have children under 16 living with you?

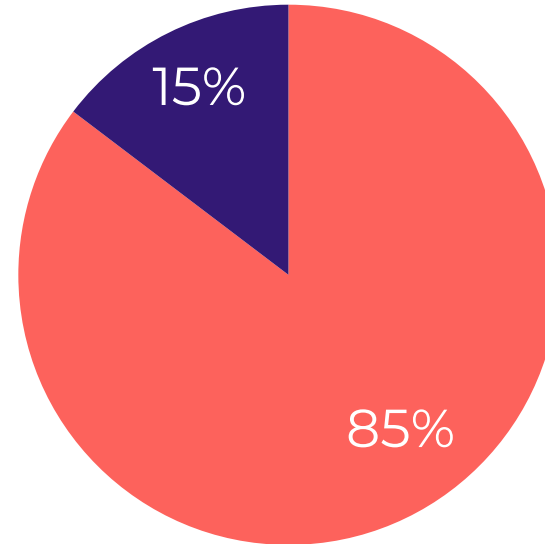
N = 13,568



■ No ■ Yes

Did you attend with children under 16?

N = 13,445



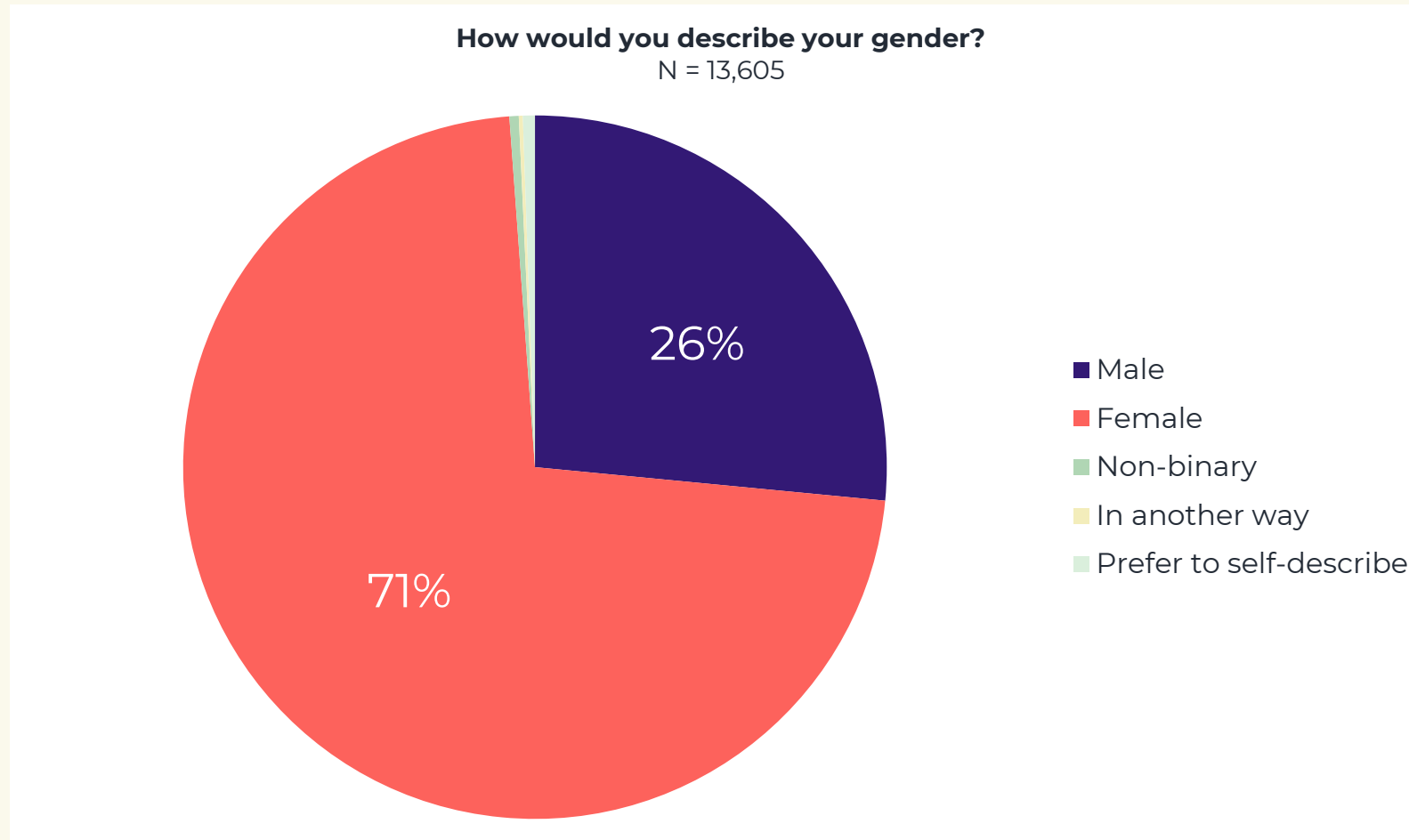
■ No ■ Yes

Quarter of arts audiences have children living at home

Ireland Census

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

Profile: Gender

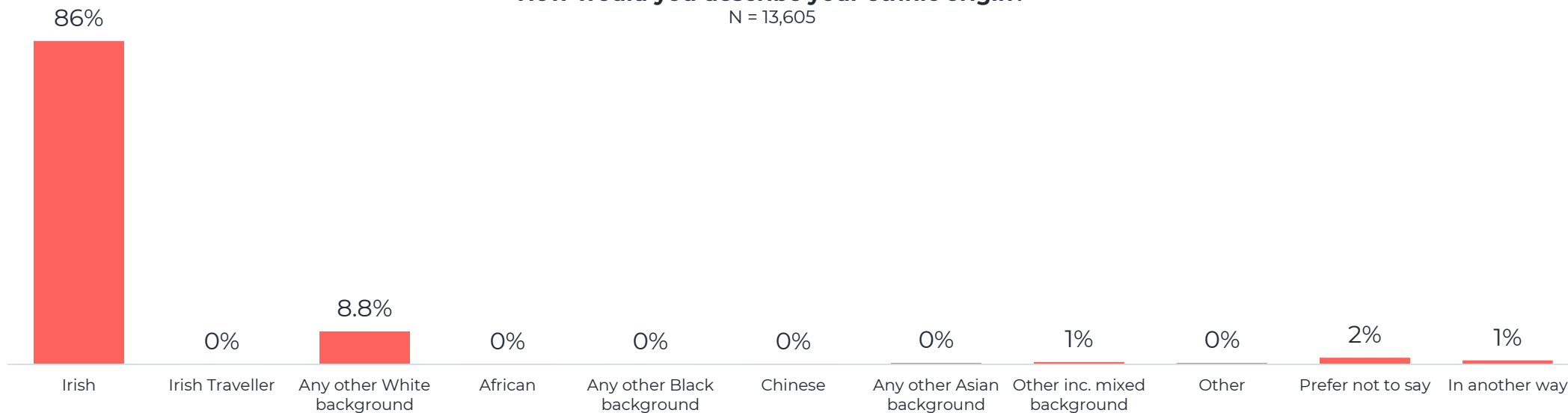




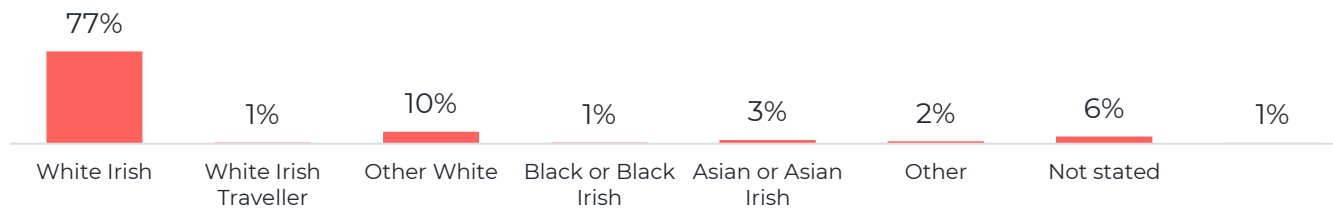
Profile: Ethnic origin

How would you describe your ethnic origin?

N = 13,605



Ireland Census
77%
White Irish

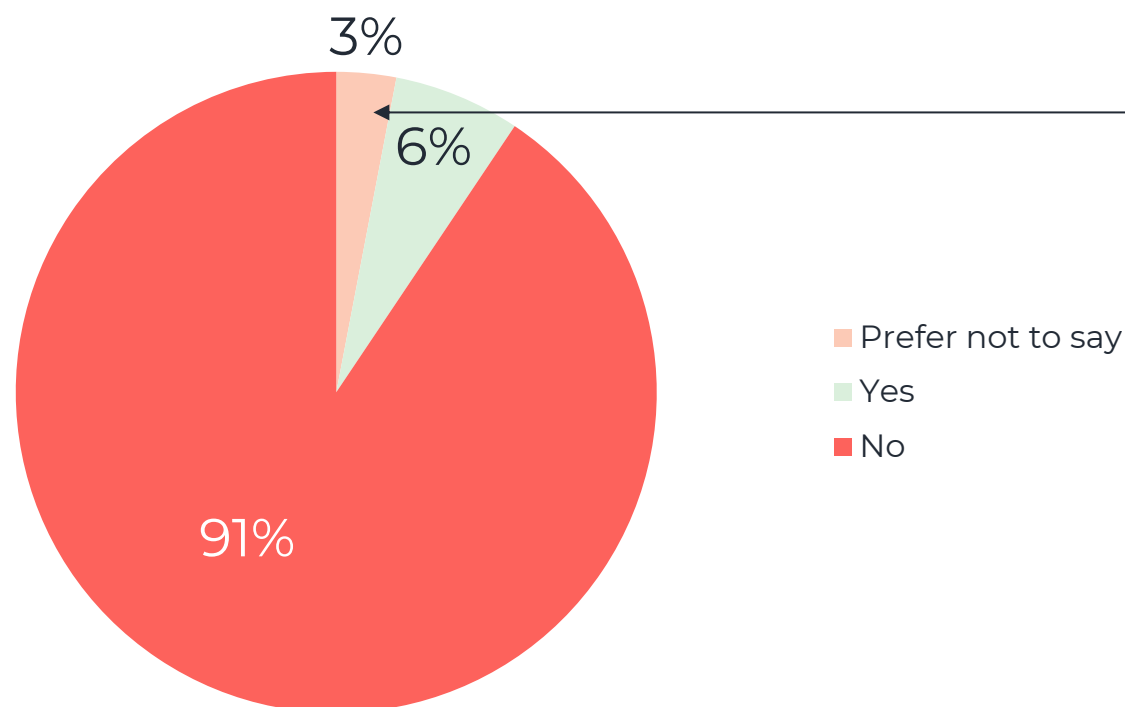




Profile: Disability

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

N = 13380



Representative of Ireland population

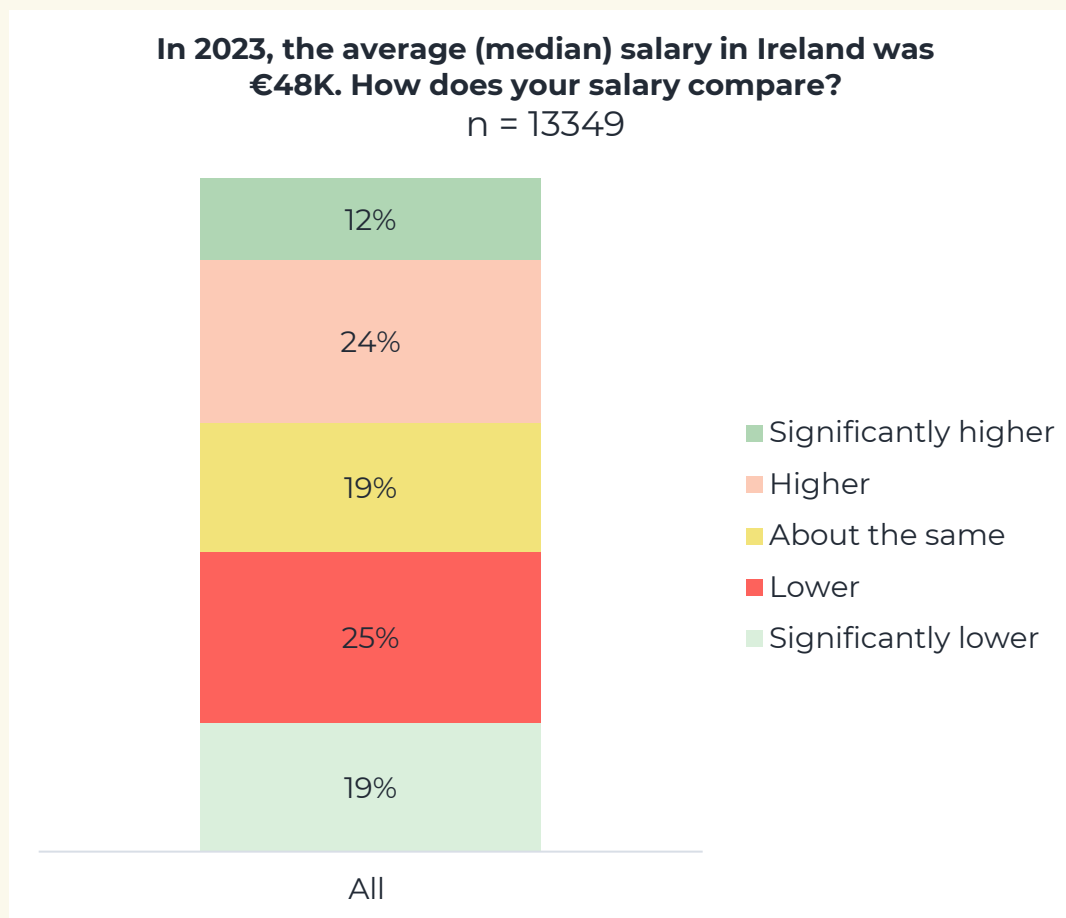
Ireland Census

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".



Profile: household income



This is an even distribution suggesting that Arts audiences in Ireland are drawn from all income levels



Behaviour

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

How is your audience behaving?

This section is about how your
audiences are behaving:

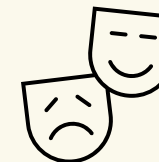
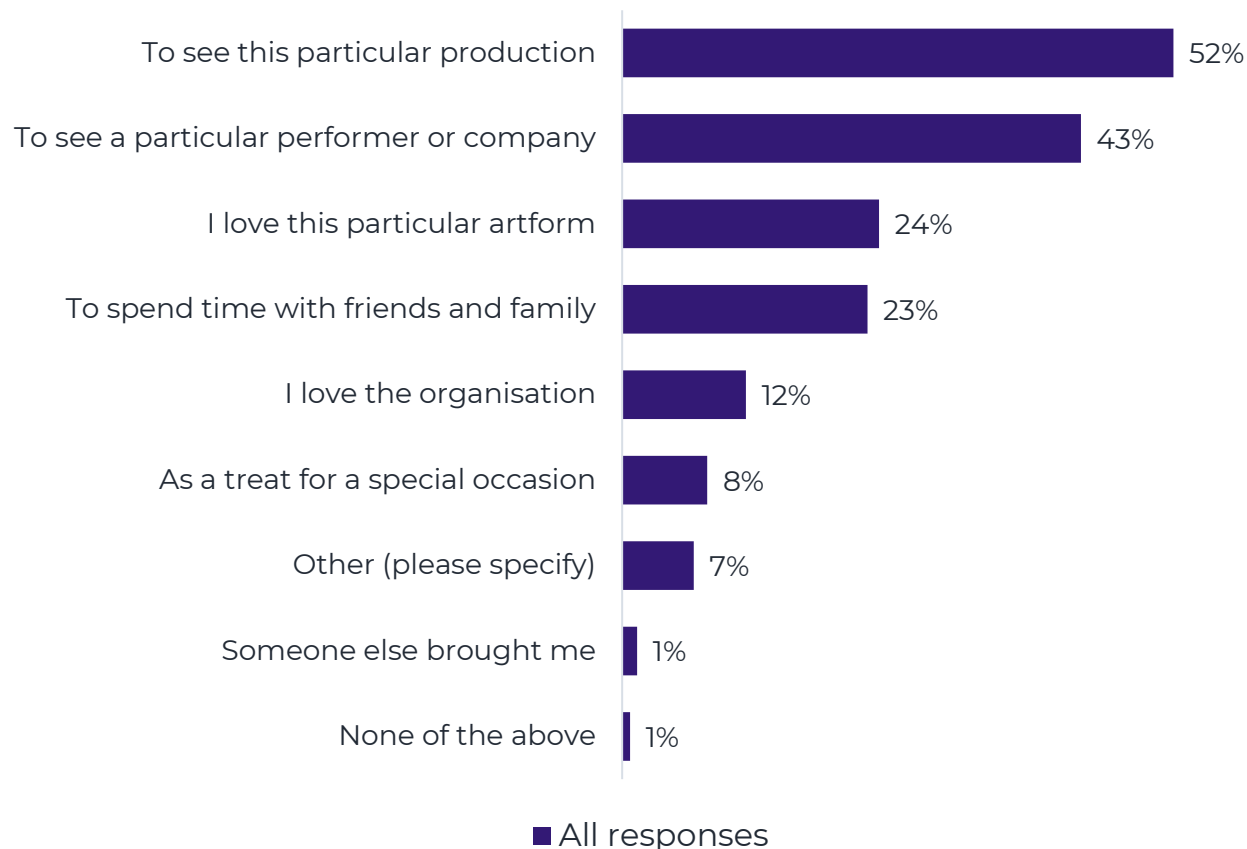
- in relation to arts and culture generally
- in relation to your organisation



Behaviour: Motivations for attending

All respondents

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



The production itself is the main motivation. The social experience is also very important (friends and family or a special occasion)



Behaviour: Motivations for attending

All respondents (free text)

What were your motivations for attending? (other)



Visiting from out of town:

Visiting from out of town And looking for a cultural experience In the small town Of Sligo

visiting Cork and looked for interesting things going on; love sign language and the Deaf world

I was visiting the area and it was suggested that I attend the festival

Was on a mini break and googled something to do in Wexford on that day



Supporting the arts:

To try something new for my children to support the arts.

I love supporting Culture Night

Support good quality theatre

To support events in the local area

I think the collaborations between Triskel and the likes of Sample Studios are fantastic, you're really supporting living/working arts workers in Cork and I want to see more of it.



Encouraging children:

To expose my child to drama and crafts through recycled material

To engage my daughter with the arts

To introduce the kids to theatre/panto

To bring Grandchildren to pantomime

I like to support local and show my young grandkids how to enjoy 'live' performances



Behaviour: Motivations for attending

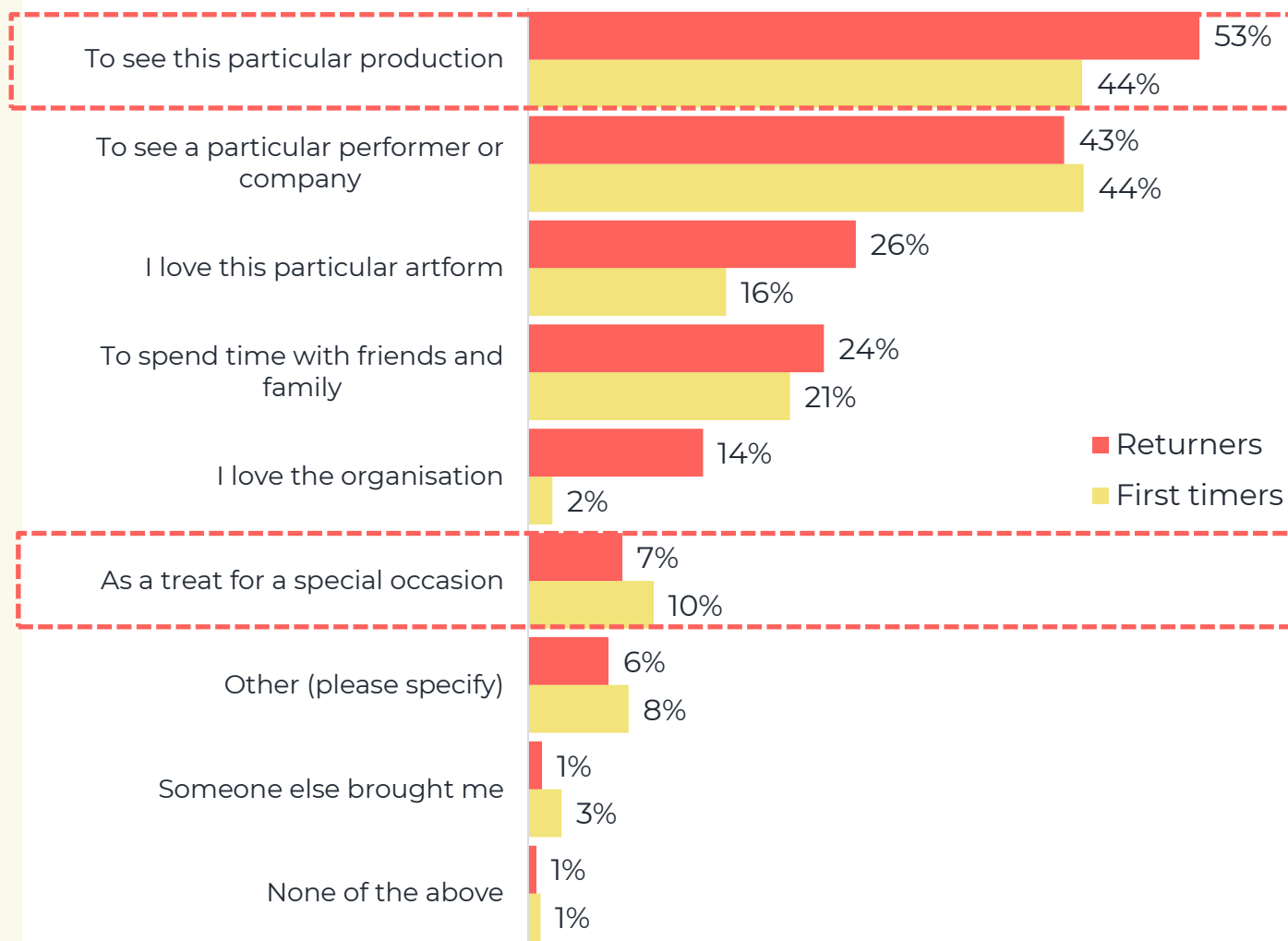
First timers



First timers are less likely to attend for the production or the particular artform

They are more motivated by special occasions than returning visitors are

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

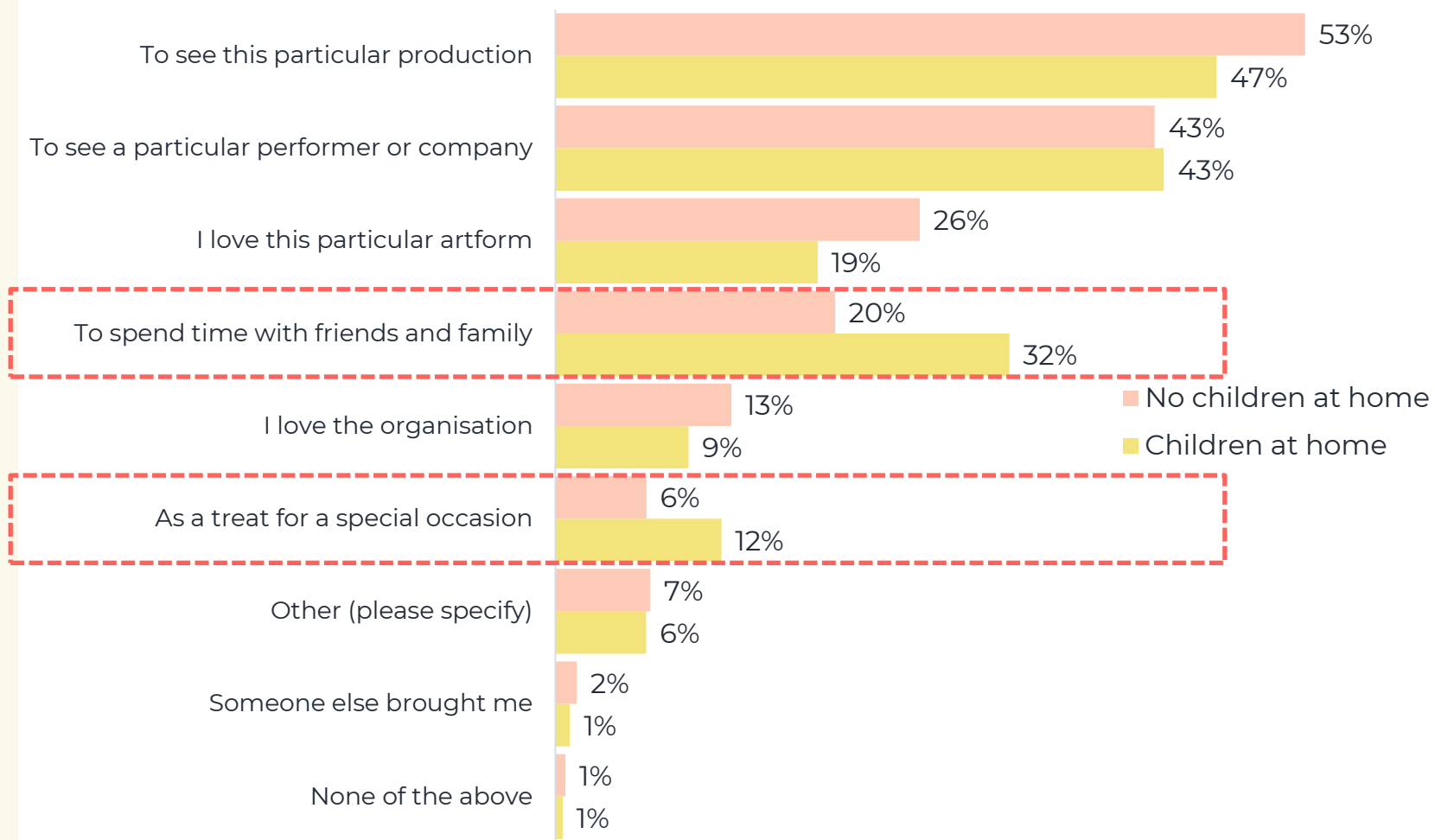




Behaviour: Motivations for attending

Children at home

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

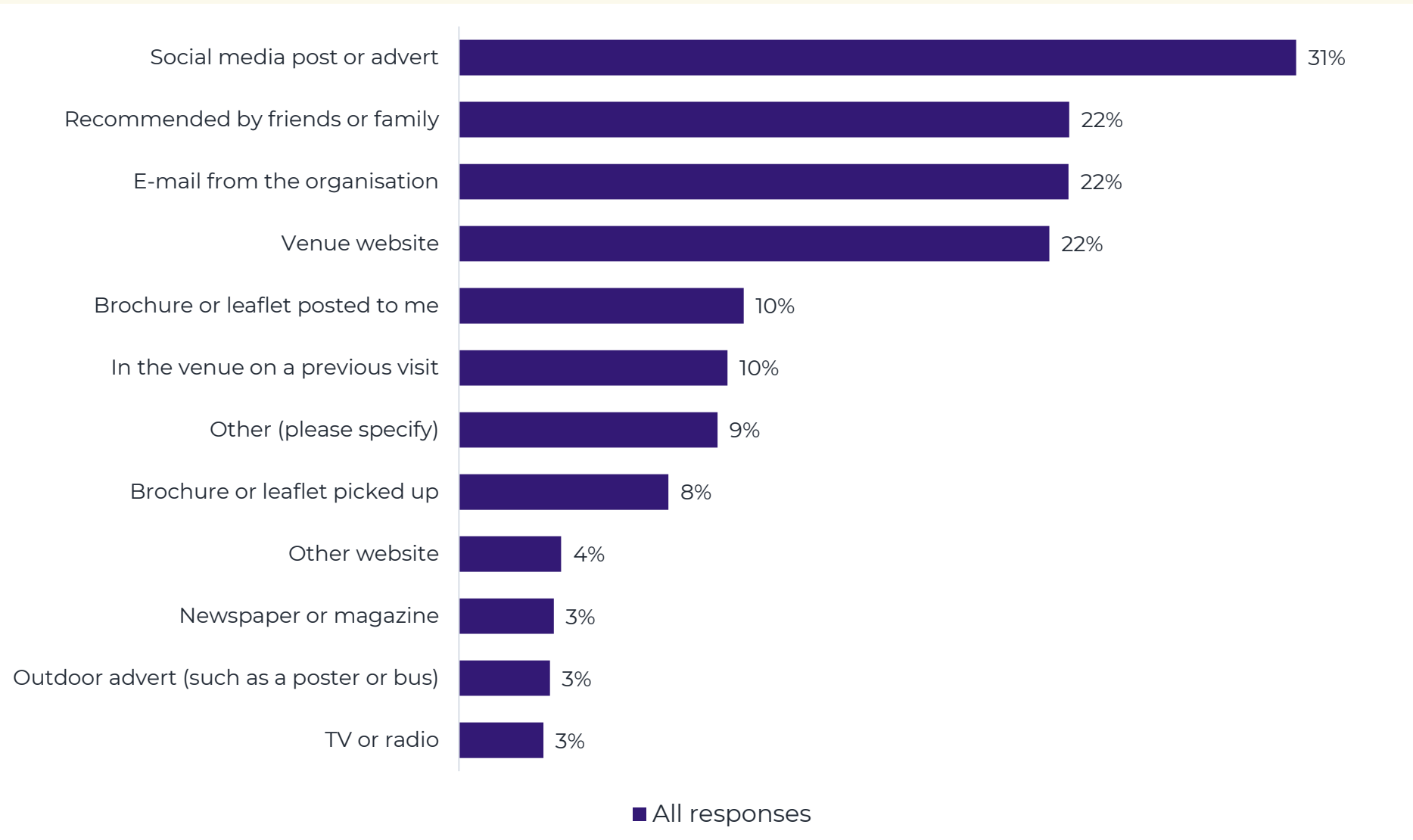


People with children at home are unsurprisingly more likely to say their motivation for attending is family-related

But are also more likely than those without children at home to be motivated by a special occasion



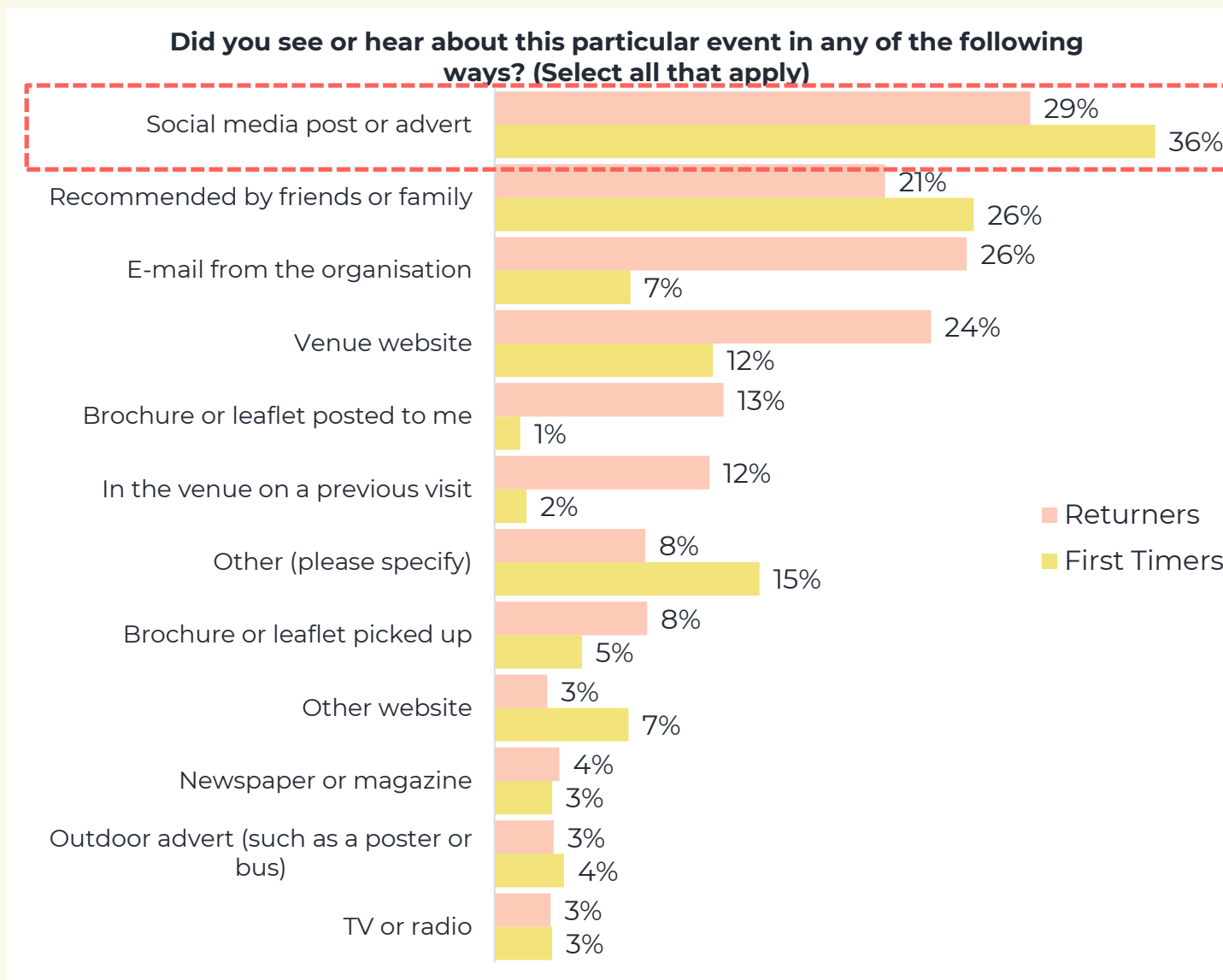
Behaviour: Marketing





Behaviour: Marketing

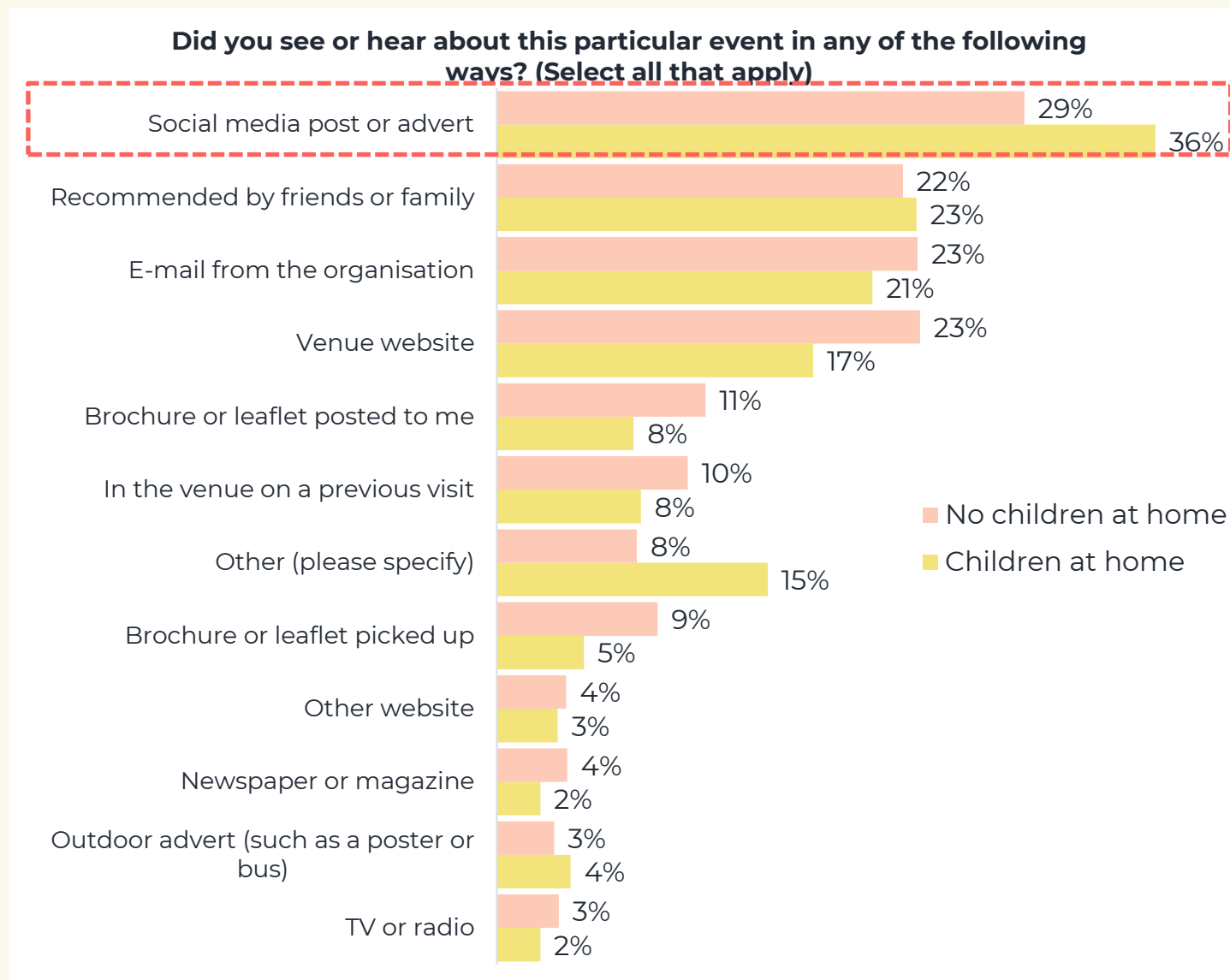
Social media is even higher for first timer attenders.





Behaviour: Marketing

... as well as
families

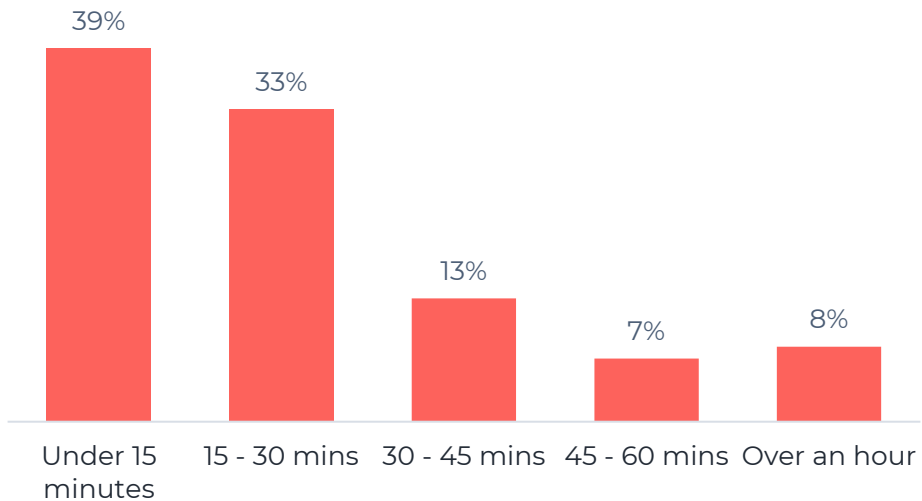




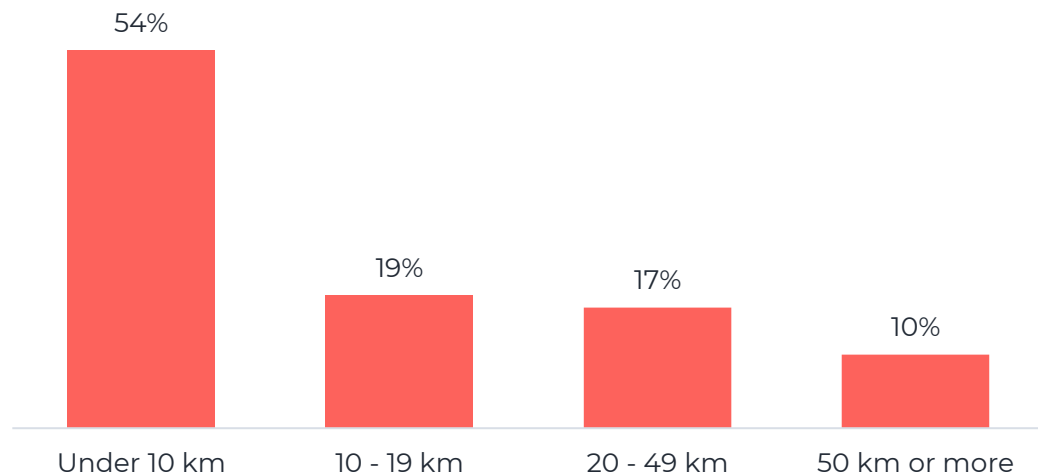
Behaviour: Travel

All respondents

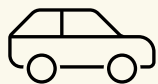
Approximately how long did your journey take?



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



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



64%

Car – petrol/diesel



12%

Walking



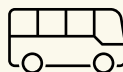
1%

Taxi



13%

Car – hybrid/electric



7%

Public transport



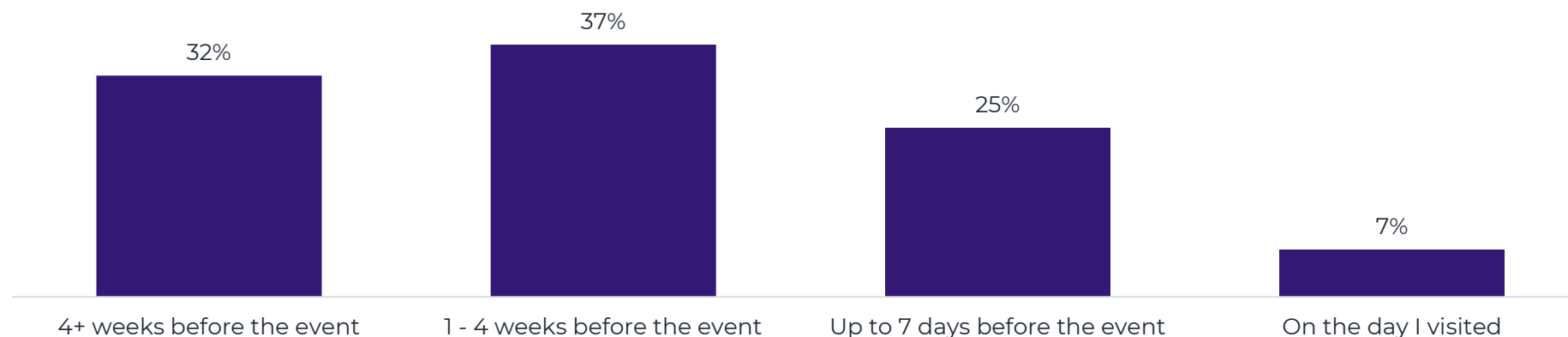
1%

Bike



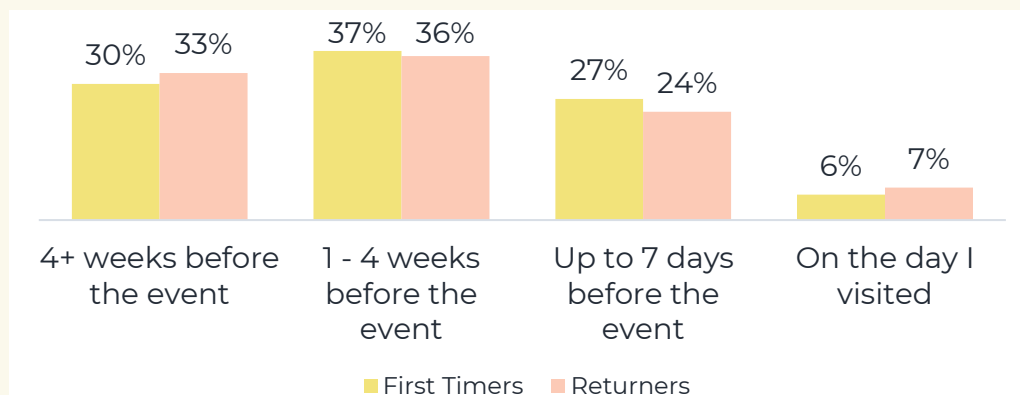
Behaviour: Booking time

When did you book your tickets for this visit?

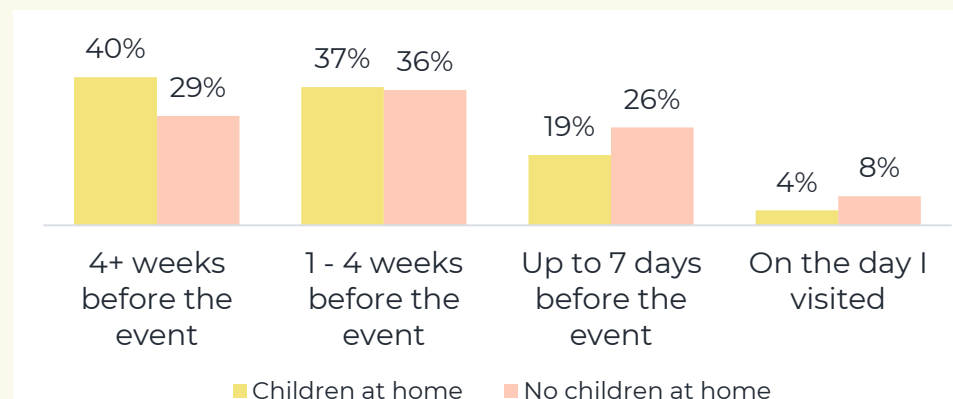


Are we telling people early enough?

First timers/returners: Very little difference for first timers



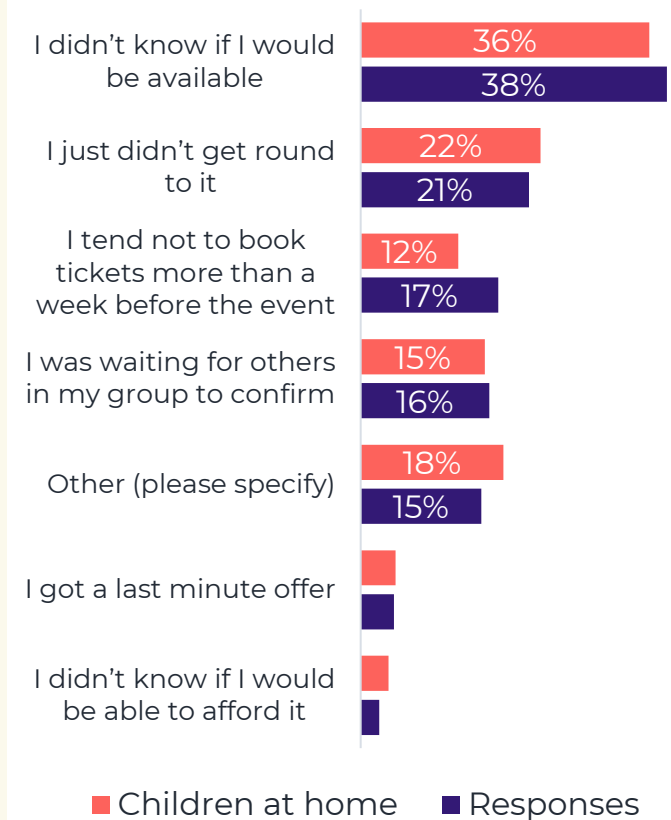
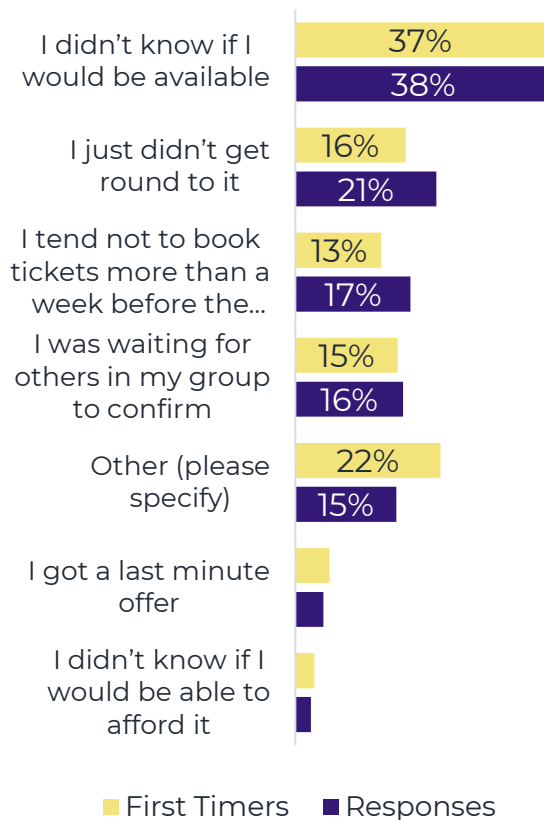
Those with children at home: More likely to book earlier





Behaviour: Booking time

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



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

Attitude

What do audiences think of cultural organisations?

What is their experience like at cultural venues?





Attitude: Net promoter Score

Net Promoter Score (NPS) is used widely by many consumer-facing businesses and is seen as a proxy for gauging someone's loyalty to the brand/organisation. Respondents were asked how likely they were to recommend your organisation to a friend or colleague, on a scale of 0 to 10.

Based on their rating, customers are then classified in three categories: detractors, passives and promoters.

DETRACTORS

'Detractors' gave a score lower or equal to 6. They are not particularly thrilled by the product or the service. They, with all likelihood, won't purchase again from the company and could potentially damage the company's reputation through negative word of mouth.

PASSIVES

'Passives' gave a score of 7 or 8. They are somewhat satisfied but could easily switch to a competitor's offering if given the opportunity. They probably wouldn't spread any negative word-of-mouth, but are not enthusiastic enough about your products or services to actually promote them.

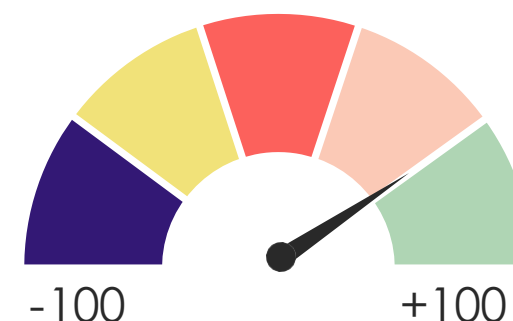
PROMOTERS

'Promoters' answered 9 or 10. They love the company's products and services. They are the repeat buyers, are the enthusiastic evangelist who recommends the company products and services to other potential buyers.

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

n = 13703

NPS **70**

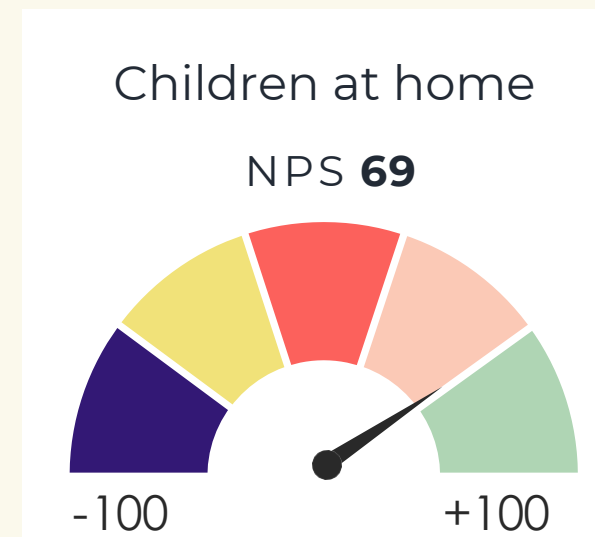
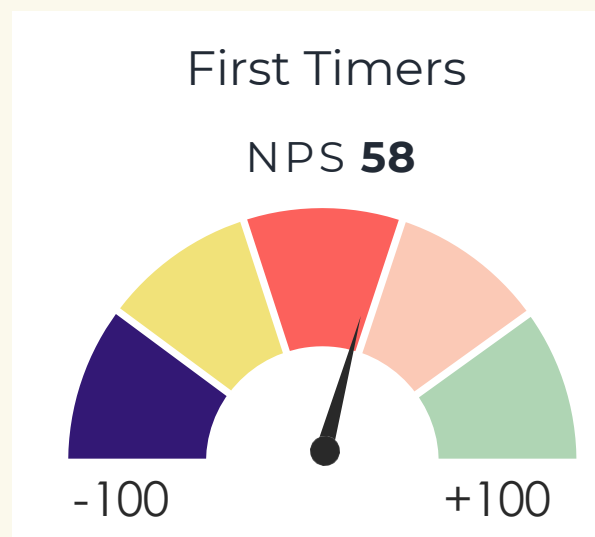
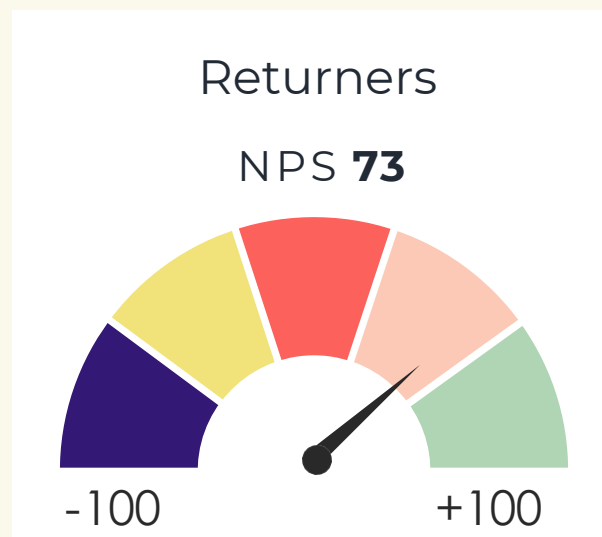
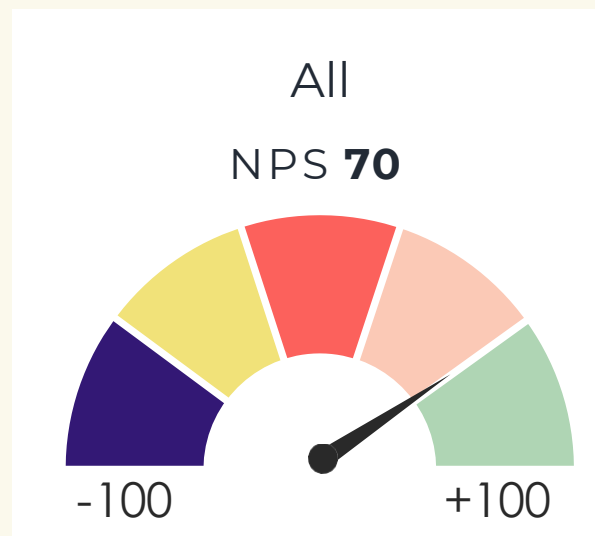


■ Detractors (0-6) ■ Passive (7-8) ■ Promoters (9-10)



Attitude: Net promoter Score

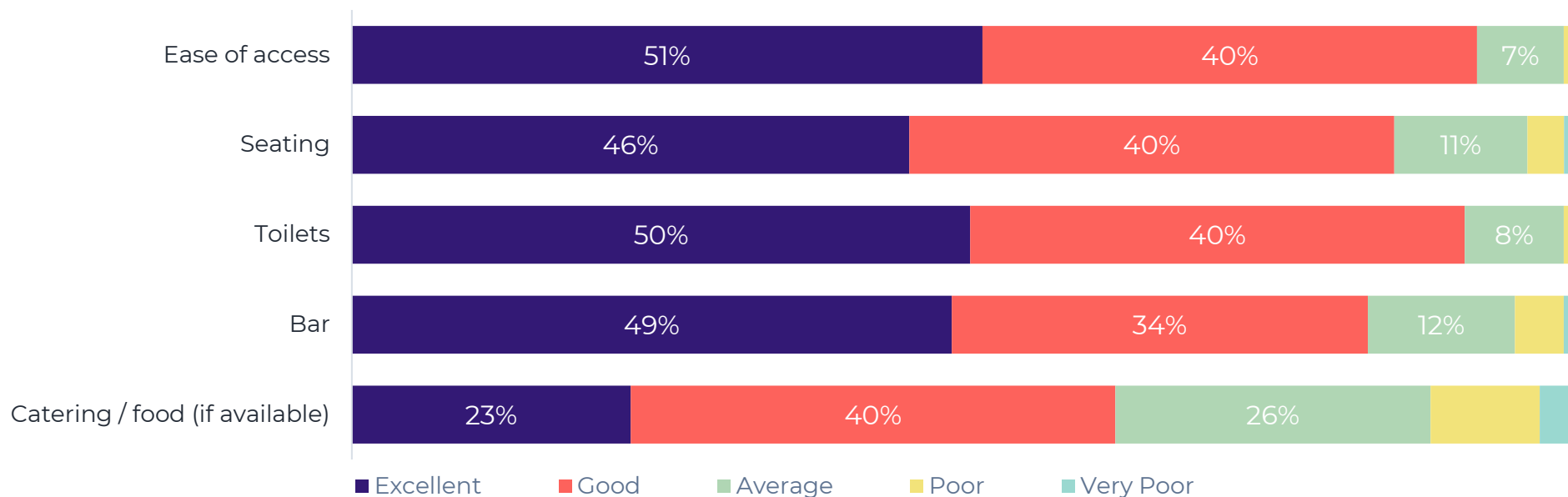
First timers and those while children at home





Attitude: Quality of visit

Please rate us on the quality of your visit



% excellent or good

91%

86%

90%

83%

63%

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



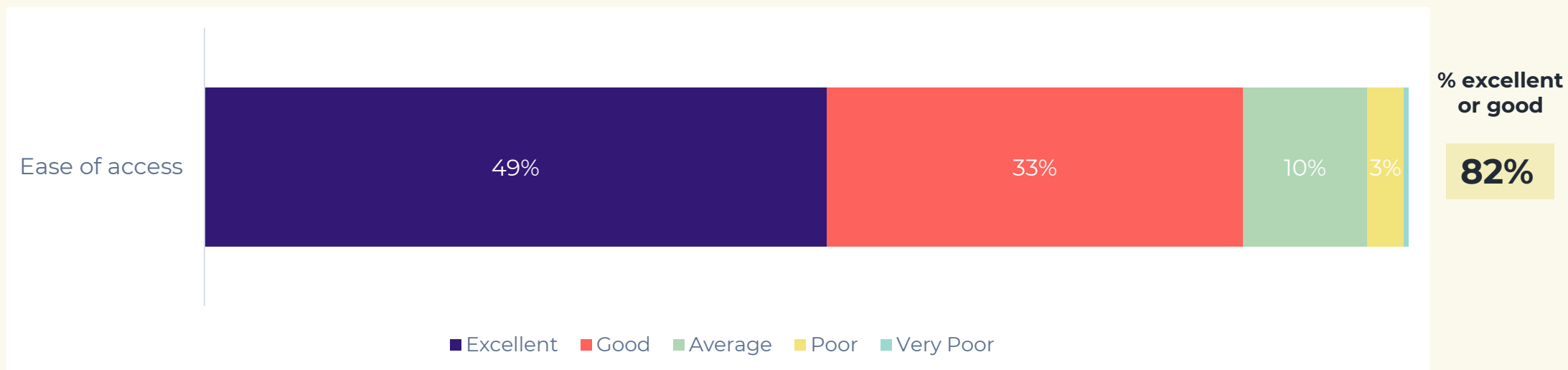
Note: High % of respondents didn't provide answer to **Catering / food**

96%



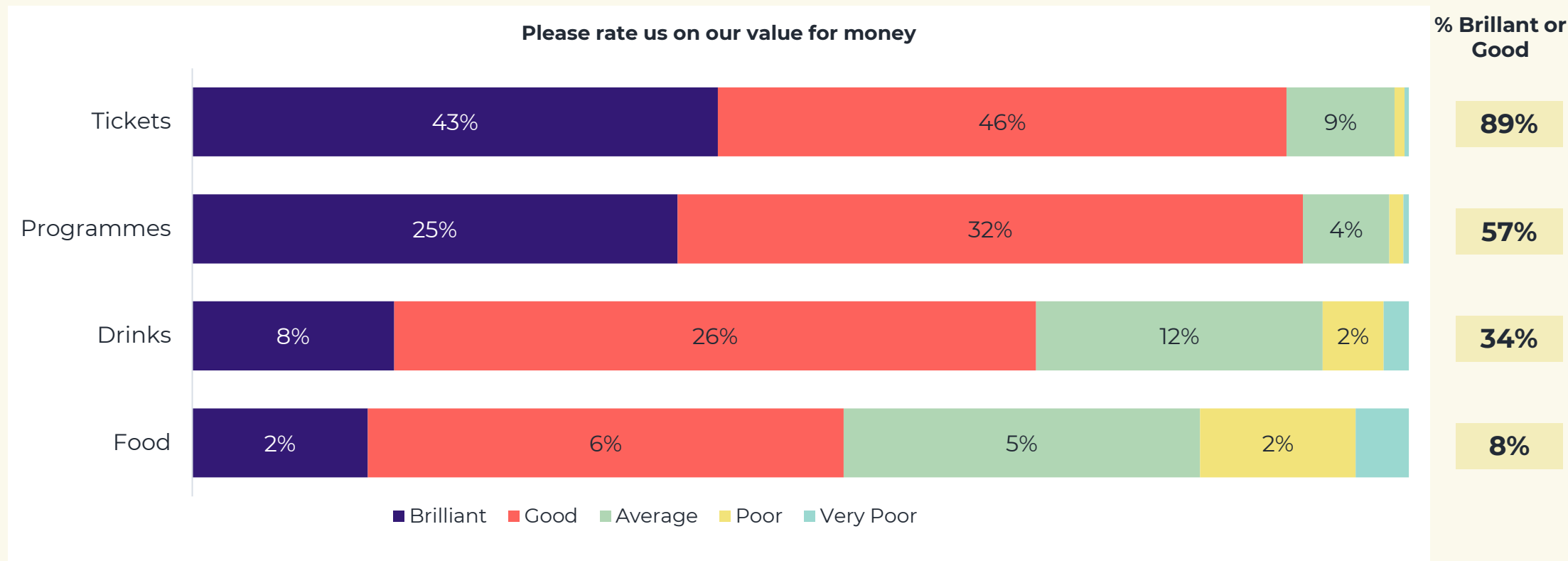
Attitude: Ease of access

Those who answered yes to: *Do you identify as a D/deaf and/or D/disabled person, or have a long term health condition?*





Attitude: Value for money



Note: High % of respondents didn't provide answer to **Food**



How can you package up your food offer?

Impact

What impact is cultural attendance having on them?

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





Impact: Artistic

How far do you agree with the following statements about **your experience**?

% Agree or strongly agree

It felt good to be sharing the experience with other people



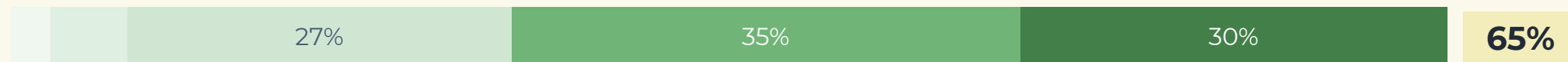
I hardly noticed the time passing



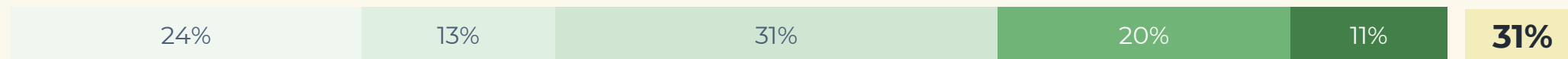
I felt lively and enthusiastic



I found it very moving



I felt challenged and provoked



Strongly Disagree Disagree Neutral Agree Strongly Agree



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



Impact: Organisational

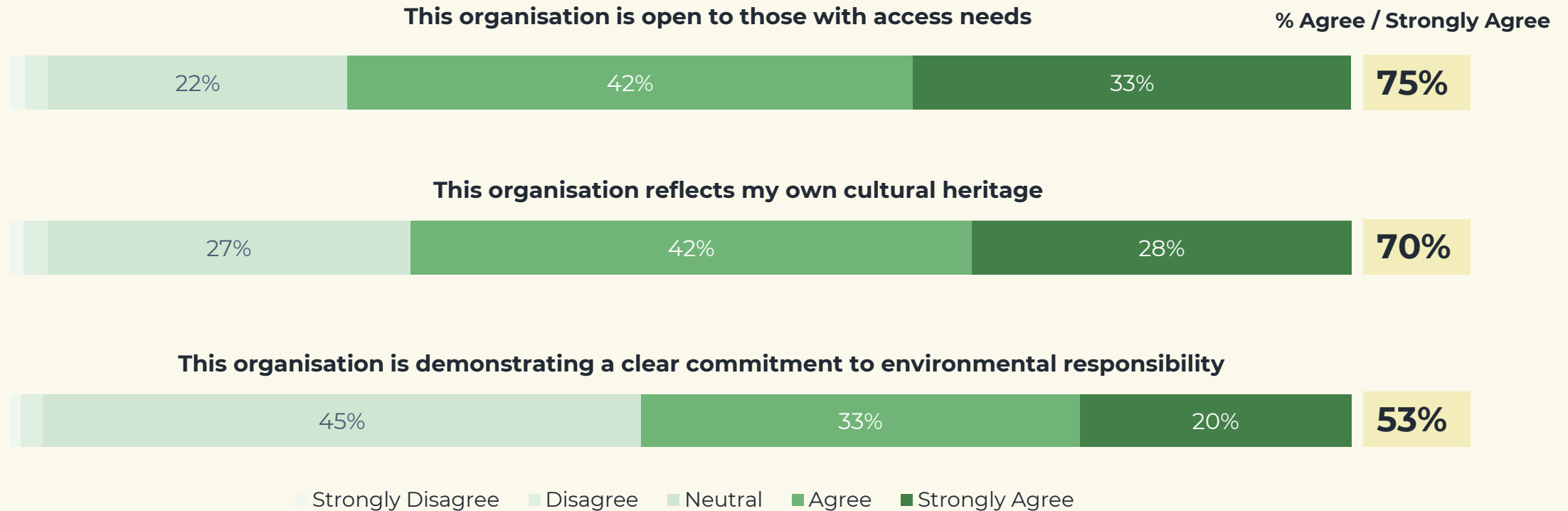
How far do you agree with the following statements about **the organisation**?





Impact: Organisational

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





indigo

This report is delivered by Indigo as part of the **Performing Arts Forum Audience Insights project**.

For more information about Performing Arts Forum:
performingartsforum.ie

For more information about Indigo: indigo-ltd.com

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