

Arts Attendance in Ireland

Target Group Index 2009/2010

Report prepared in October 2010

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Chapter 1: Introduction

1.1 Arts attendance in Ireland – 2010 report

This report, the second published in 2010 by Arts Audiences, uses the resources of the Target Group Index survey for Ireland to quantify arts attendance in Ireland in 2009/2010 and to provide demographic information on arts attenders (where they come from, what age they are etc.) and behavioural information about them to assist the arts sector in reaching them more effectively.

This is the most up-to-date information available and we are able to look for the first time at year –on-year changes.

The report was prepared by Una Carmody, Director of Arts Audiences in October 2010. Thanks are due for their assistance to Eimear Faughnan of Kantar Media UK Ltd and Roisin Bell of KnowledgeWorks.

1.2 What is the Target Group Index?

The Target Group Index is a large-scale survey carried out in Ireland and collated by Kantar Media UK Ltd. The survey is carried out in two waves – October to December and January to April each year and results are released each September. The survey has been carried out each year since 1994 and the sample size for the 2010 data release was 3,028 adults (defined as any person 15 or over).

The survey intends to be representative of Republic of Ireland adults by geography and major demographics (Fuller details on methodology can be made available by request and Appendix 1 contains details of the survey itself).

The Target Group Index covers four main areas:

- Demographic information – where people live, their age and social class etc
- Media information – what media they see and consume and how they use it
- Brands – information about brands, goods and services as well as what people do in their spare time
- Attitudes – what people think

The survey, in common with the GB survey, covers a number of areas of relevance to the arts. It covers in detail the attendance behaviour of the population of Ireland in relation to the arts.

The detail covered in the survey is extensive: for example in relation to Press the survey asks respondents about their readership of newspapers and magazines, regency and frequency, and the topics of interest to them. For outdoor media, respondents are asked to outline their response to outdoor formats, for example poster advertising, and their attitudes to outdoor advertising.

The Target Group Index is used extensively by the media and advertising industries to plan and buy media for brands and to profile and understand audiences and population segments.

1.3 What is the context for this report?

Arts Audiences is an initiative of The Arts Council and Temple Bar Cultural Trust, looking at the relationship of the audience to the arts in Ireland. One of the key issues is to ensure that we know the size, scope and profile of audiences in Ireland.

The initiative has been charged with devising a method to secure a sound evidence base for audience information about the arts in Ireland. A stepped approach over a number of years will be taken with arts organisations to ensure that robust audience information is available.

In the first instance the Target Group Index provides a starting point and Arts Audiences is making this information available to arts organisations for two main reasons:

- To provide an overall picture of audiences for the arts in Ireland and to provide arts organisations for the first time with figures for attendance at different artforms. This is of value to all arts organisations and assists the public bodies involved in making a case for the arts.
- To provide audience insights for arts organisations and their marketing functions.

The Target Group Index is a representative sample survey, which asks questions about reported behaviour.

As with any sample survey, the results are subject to a margin of error. As an example, for percentages based on the total sample, this margin would be $\pm 1.7\%$. This means that figures quoted are in a range; particularly where numbers are smaller, the range can vary and should be taken as indicative.

Readers should note that the survey does not differentiate between attendances at arts events in Ireland or elsewhere; a proportion of people attending arts events will do so outside Ireland.

The TGI is the best available information at this time, providing a wealth of interesting and informative information to us all about arts attendance

Where required, users of the report should contact Arts Audiences for information on the specific sample sizes or statistical caution attached to particular target-groups cited within this report.

Users should also be assured that – unless otherwise stated – analysis has not been conducted on any samples of less than 100. For this reason, some detailed information about specific audiences cannot be included in the report.

In certain charts, data may not equal due to rounding of figures. This should be borne in mind.

1.4 Contents of the report and what's different this time?

This report outlines some key facts and findings about arts attendance in Ireland in two main sections.

Section 1	Overall arts attendance
	Attendance by artform
	Some information about the audiences for each artform
Section 2	Audience insight information
	Regional audiences for the arts and some information about their behaviour

In this report, we are providing some additional information over and above what was given in the July report. We are reporting on book buying and cinema attendance as well as artforms previously covered. In doing so, we have, with input from The Arts Council, selected specific categories of books and cinema to report on (for instance in the case of cinema the report covers those who report that their favourite type of film is arthouse cinema, foreign language films and documentary). These reports should be read as a useful snapshot for these areas only. Cinema and book buying publics have for this reason not been included in the regional audience insights in Section 2.

A very small number of demographic reports have not been repeated from the previous report as they will not change. Additional information has been provided on comparisons between numbers for 09 and 2010 and also we have provided some new information about regular attenders at the arts and their online behaviour, with reports about Facebook use, mobile internet and other behaviours.

This report is the second major release of information from the Target Group Index. We welcome comment on the report, and most particularly suggestions from arts organisations about further information that they would like to see. You can contact us directly through www.artsaudiences.ie.

We have used percentages more in this report than in the first (with thanks to Theatre Forum for the input) and we have outlined in some cases additional information about the likelihood that arts audiences will behave in a certain way compared to the general population.

Work was done in the summer of 2010 to compare and link together the results with other rich sources of information about the arts, such as "The Public and the Arts" (2006) and the Theatre Forum Benchmarking Report 2010. The latest Benchmarking Report is available on the Theatre Forum website www.theatreforumireland.com.

1.5 Key findings

Number of arts attenders

- 57% of the adult population, or approximately 2 million people, are arts attenders*
- 1.5 million people (44% of the adult population) attend once a year or more often

These figures compare with a figure of just over 2.5 million for cinema attendance at all types of cinema and 1.3 million at pop/rock concerts.

Most popular art forms

The highest attendances were reported at:

- Any performance in a theatre 1.5 million (down 5% from 09)¹
- Plays 1.3 million (down 5% from 09)
- Art Galleries and Exhibitions 903,000 (down 12% from 09).
- The lowest attendance was reported at ballet, with 201,000 people reporting that they attend.

NB In every case, it must be borne in mind that provision and availability of artforms varies widely; this should also be borne in mind in reading the regional reports in Chapter 3.

A drop in overall attendance is evident between the 08/09 figures and the newest 09/10 figures on which this report is based. This would suggest that people are being more selective in their behaviour as a result of the economic circumstances.

For the most part, it would appear that the more niche artforms have retained audience without any shifts in frequency. Some of the key shifts have occurred between the mid and lower range frequency visitation groups. This is apparent in shifts from the “2-3 times a year categories” to the lesser “once a year” frequency. This downsizing effect is most apparent in the most popular categories e.g. any performance in a theatre. Comparison with the TGI data for Great Britain shows a similar shift

However, further investigation is required. It is worth noting that the figures for 2010 are broadly in line with those for 2008 and it may be too early to cite this year’s shift as a clear indication of a downward trend. Variations in provision of a particular artform may have had a part to play also.

Whilst GB data would appear to support the trend apparent in Ireland, variations in Northern Ireland would suggest that it is too early to draw conclusions and the next set of data 2010/2011 will be needed to support any trend analysis.

¹ All percentages expressed as a % of the total population

Buying books

Just over 2 million people reported that they had bought a book in the last twelve months. New work on book purchasing has been done, showing that just over 1.5 million people bought a book in hard or paperback in the categories specified by us.²

² Categories included were: children's books, classic fiction, crime fiction, fantasy and science fiction and other fiction. Among others, categories excluded textbooks, cookery books and other non-fiction.

Frequency of attendance

Frequency of attendance is a key issue, with large differences between those who report that they go once a year and those who go less often (see the table below). This continues to suggest that the arts has an opportunity to convert those who attend infrequently (i.e. less often than once a year) into more frequent attenders.

	Attend less than once a year
Any performance in a theatre	517,000
Plays	484,000
Opera	177,000
Ballet*	124,000
Contemporary Dance	178,000
Classical music concerts/recitals	254,000
Folk Concerts	251,000
Jazz concerts	175,000
Art Galleries or Exhibitions	315,000

Participation

Just over 1.2 million people continue to report that they regularly do artistic or creative activities, such as drawing, photography etc. Further analysis on participation is needed and will be carried out in the coming months.

The survey covers attendance at:

- Any performance in a theatre (could be amateur performance, music etc)
- Plays
- Opera
- Ballet
- Contemporary Dance
- Classical music concerts and recitals
- Folk concerts
- Jazz concerts and performances
- Art galleries and exhibitions

Chapter 2: Arts attendance in Ireland - an overview

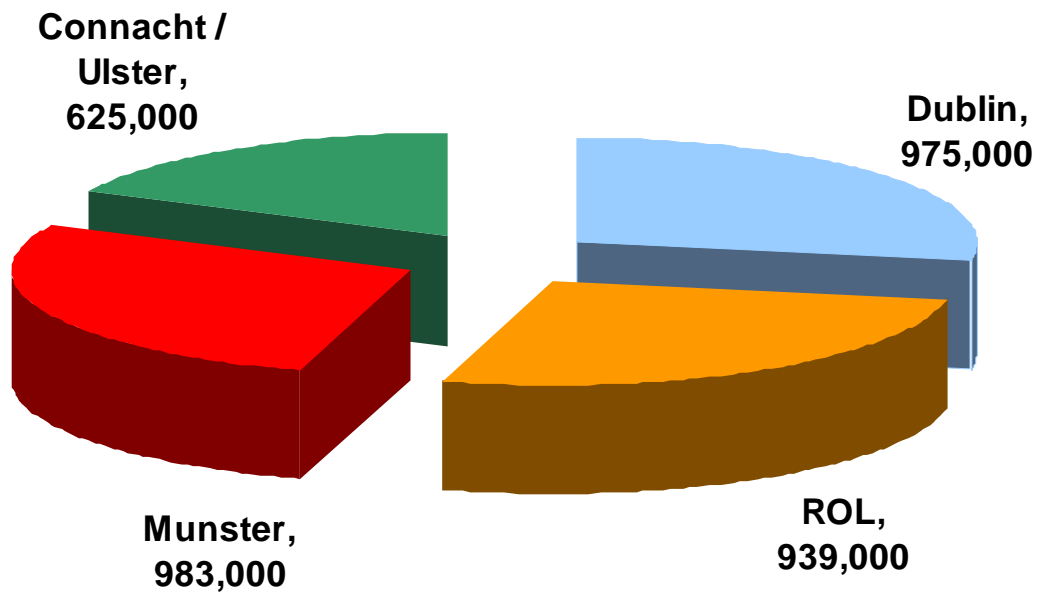
2.1 Ireland – a demographic profile

In 2010, the adult population of the Republic of Ireland was just over 3.5 million. Of these, a little over half (51%) were women, and a little less than half (49%) were men.

41% of the population were classified as ABC1. The definition of ABC1 is at Page 16 of Appendix 1.

This adult population was spread across the regions as follows:

- 28% lived in the Dublin area.
- 27% lived in Leinster, outside Dublin.
- 28% lived in Munster
- 18% lived in Connaught and Ulster



2.2 Overall arts attendance

	Once A Year or More Often	Incl Less often	Other
Arts Attenders	1,543,000	2,017,000	
Any performance in a theatre	983,000	1,500,000	
Plays	865,000	1,349,000	
Opera	126,000	303,000	
Ballet*	76,600	201,000	
Contemporary Dance	115,000	293,000	
Classical music concerts/recitals	353,000	607,000	
Folk Concerts	252,000	503,000	
Jazz concerts	141,000	316,000	
Art Galleries or Exhibitions	588,000	903,000	
<i>Pop /Rock concerts**</i>	<i>1,289,000</i>		
<i>All cinema goers**</i>			<i>2,586,000</i>

*Sample warning

** For reference purposes

Figures for pop/rock concerts and cinema are given here for purposes of comparison and are not included in the total arts attendance figures given above.

An analysis of those who attend at all genres shows that the sample size is too small to draw any reliable data from. This indicates that the figure is in the tens of thousands nationally.

The figures in the column marked "Incl less often" include all categories of attender, and exclude only those who report they never go.

Chapter 3: Profile of arts attendance for each art form

3 (i) What is covered in this section?

This section of the report aims to give a brief overview of the regular audience for each artform and some information about the people who attend; by age, region, social class, gender. This report includes new information on the percentage of audience for each artform who are university graduates. In the case of each artform, arts attenders have been defined as those who report that they attend at the artform once a year or more often.(i.e. the figures include those who report attendance once a month, 2-3 times a year etc).

Much of the information in the previous section included information on those who say they attend less often than once a year. They have been excluded from the following information as this information aims to give a profile of regular attenders.

3 (ii) How to read the age group graphs

Figures are in thousands (except where percentages are indicated).

1. The blue blocks represent the general population of Ireland and the numbers of people in each age group. The dark line represents the number of arts attenders for the artform.

Look first at the relationship between the two without looking for numbers; this will give you a picture of the age of attenders in relation to the general population.

2. The axis on the left hand side of the graph is the numbers in the population. The axis on the right is the number of adults who attend at the artform.
3. Below the graph, we have broken down the numbers of people who attend into age groups.

3 (iii) How to read the region graphs

Figures are in thousands (except where percentages are indicated).

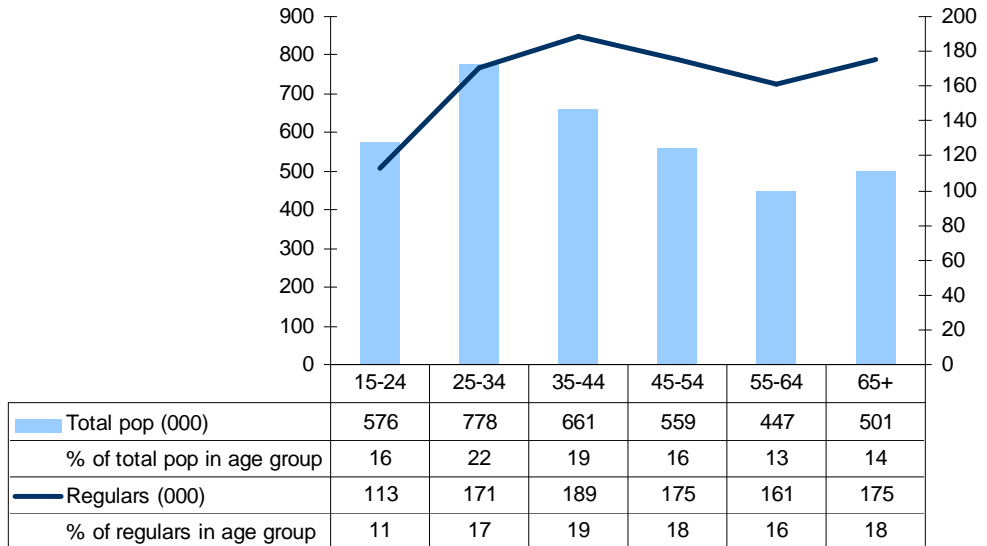
1. Look first at the general relationship between the blue blocks and the dark line. This will give you the general picture of how the population breaks down by region, and attendance profile by region of attenders for the artform.
2. The axis on the left hand side of the graph is the number of people in the population who live in each region. The axis on the right is the number of adults who attend at the artform
3. Below the graph we have broken down the numbers of people who attend by region.

3.1 Any performance in a theatre

- profile of those who attend once a year or more often

Any performance in a theatre - by age group

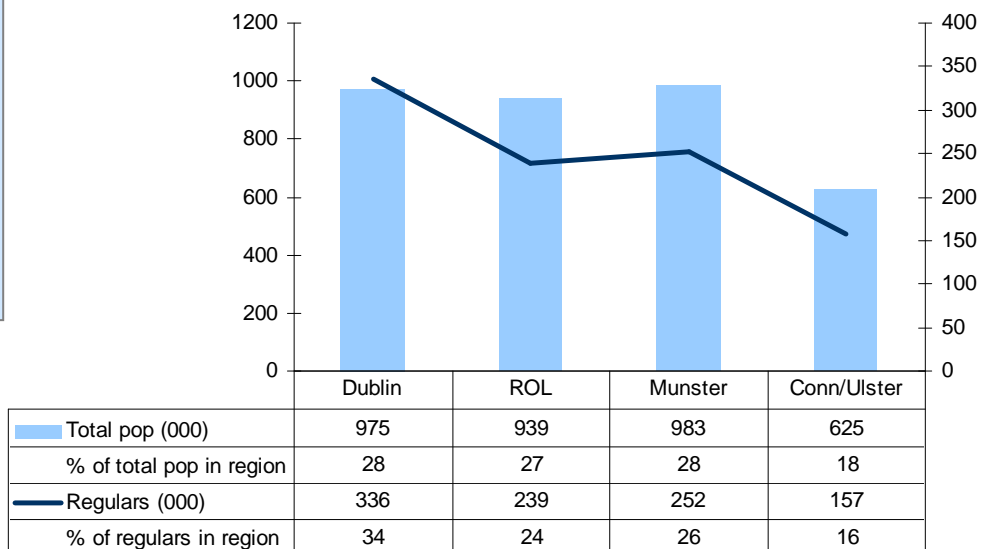
53% of regular theatre-goers are **ABC1**. This compares to 41% of the total population.



The total adult population is 3.5 million and the number of regular theatre-goers is 983,000

Any performance in a theater - by region

49% of regular theatre-goers are **men**, 51% are **women**. This compares to 49% and 51% in the general population

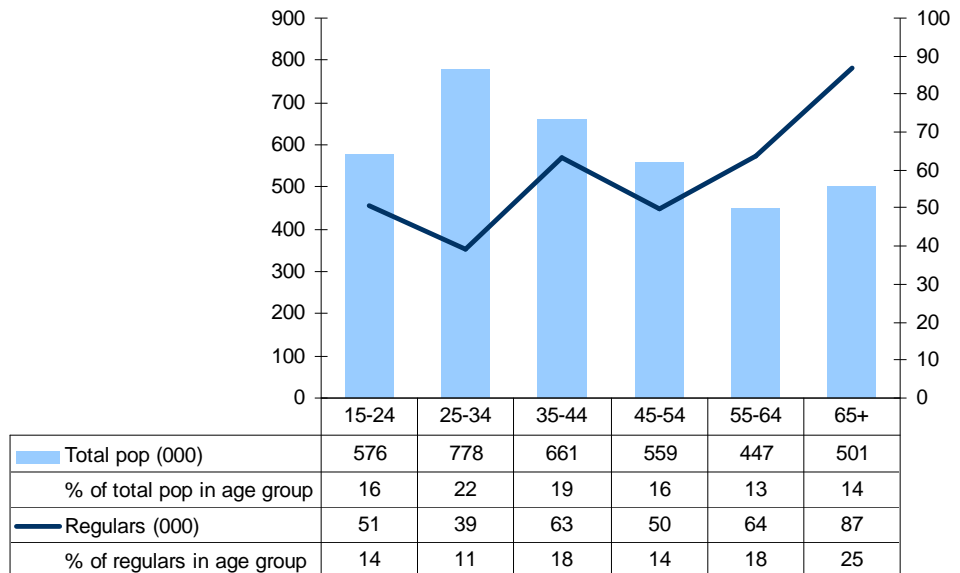


3.2 Classical music

- profile of those who attend once a year or more often

53% of those who attend a classical music performance regularly are **ABC1**, (compared to 41% of the total population)

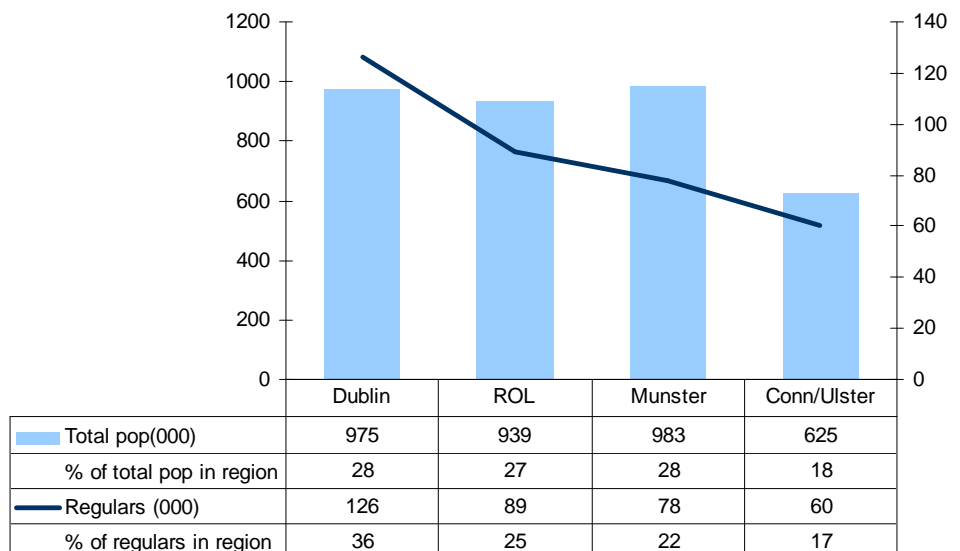
Classical music - by age group



The total adult population is 3.5 million and the number which attends classical music performances is 353,000

Classical music - by region

38% of those who attend a classical music performance regularly are **men**, 62% are **women** compared to 49% and 51% in the general population

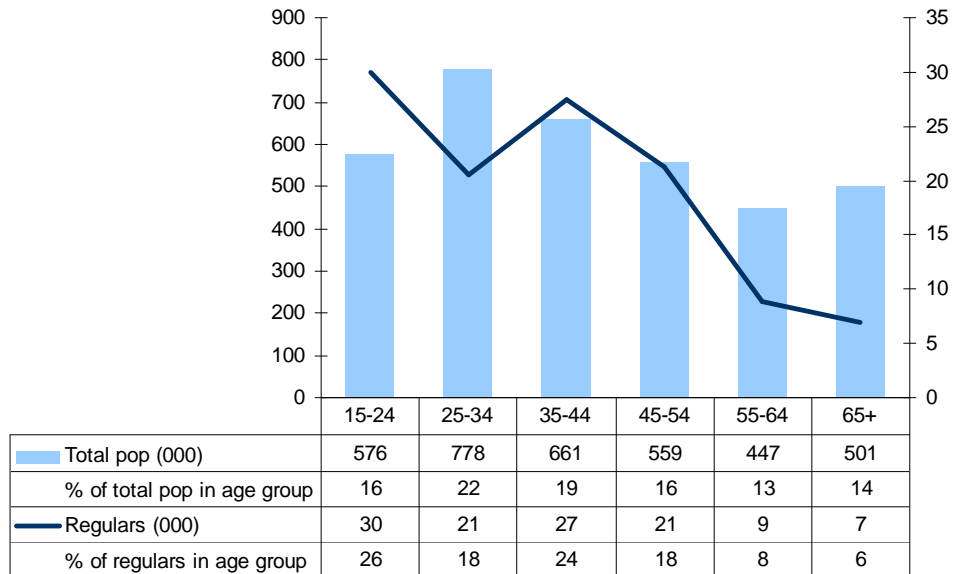


3.3 Contemporary Dance

- profile of those who attend once a year or more often

44% of those who attend a contemporary dance performance regularly are **ABC1**, This compares to 41% of the total population.

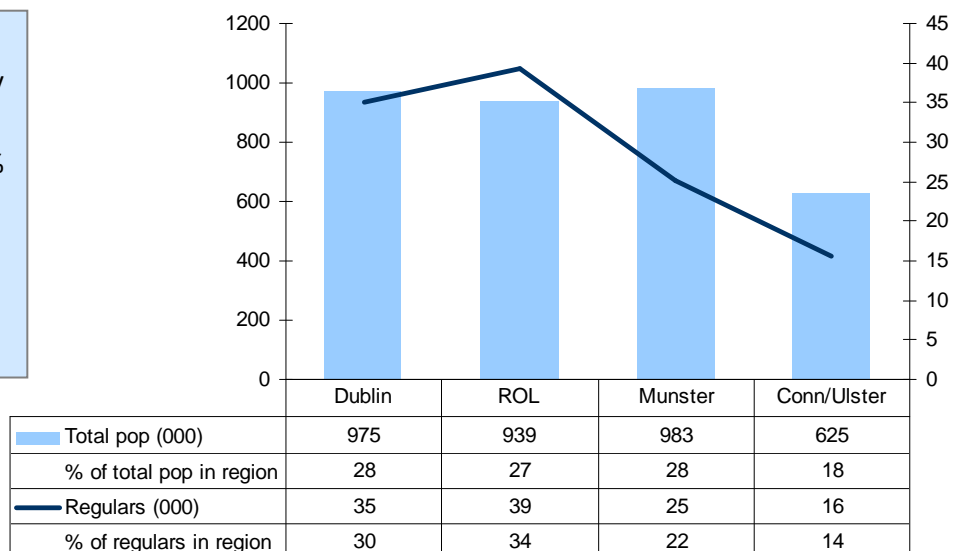
Contemporary dance - by age group



The total adult population is 3.5 million and the number which attends contemporary dance performances is 115,000

Contemporary dance - by region

45% of those who attend a contemporary dance performance regularly are **men**, 55% are **women**. This compares to 49% and 51% of the total population.

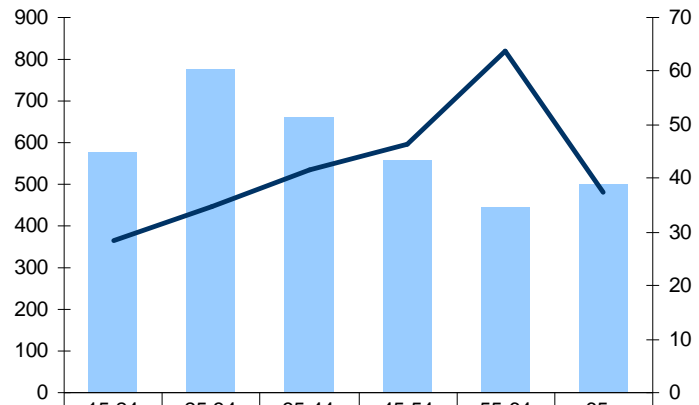


3.4 Folk concerts

- profile of those who attend once a year or more often

50% those who attend a folk concert regularly are **ABC1**, This compares to 41% of the total population.

Folk concerts - by age group

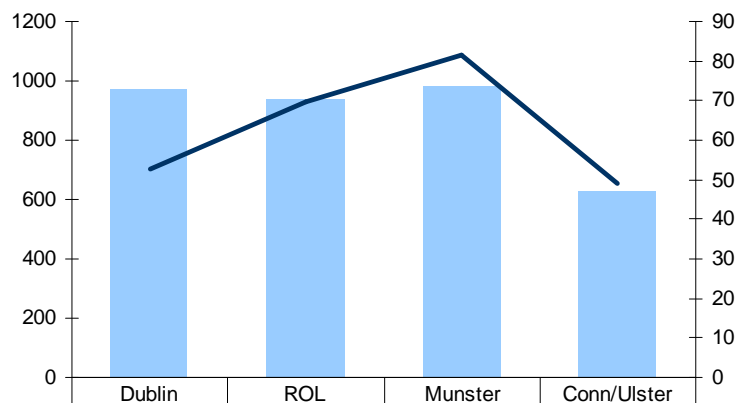


Total pop (000)	576	778	661	559	447	501
% of total pop in age group	16	22	19	16	13	14
Regulars (000)	28	35	42	47	64	38
% of regulars in age group	11	14	16	18	25	15

The total adult population is 3.5 million and the number which attends folk concerts is 252,000

54% of those who attend a folk concert regularly are **men**, 46% are **women**. This compares to 49% and 51% of the total population.

Folk concerts - by region



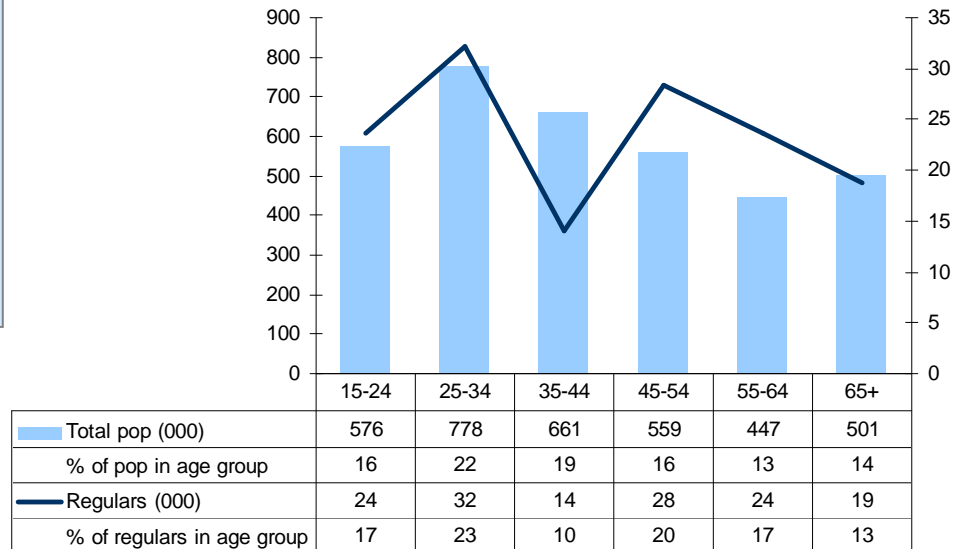
Total pop (000)	975	939	983	625
% of total pop in region	28	27	28	18
Regulars (000)	53	70	81	49
% of regulars in region	21	28	32	19

3.5 Jazz

- profile of those who attend once a year or more often

50% of those who attend a jazz performance regularly are **ABC1**. This compares to 41% of the total population.

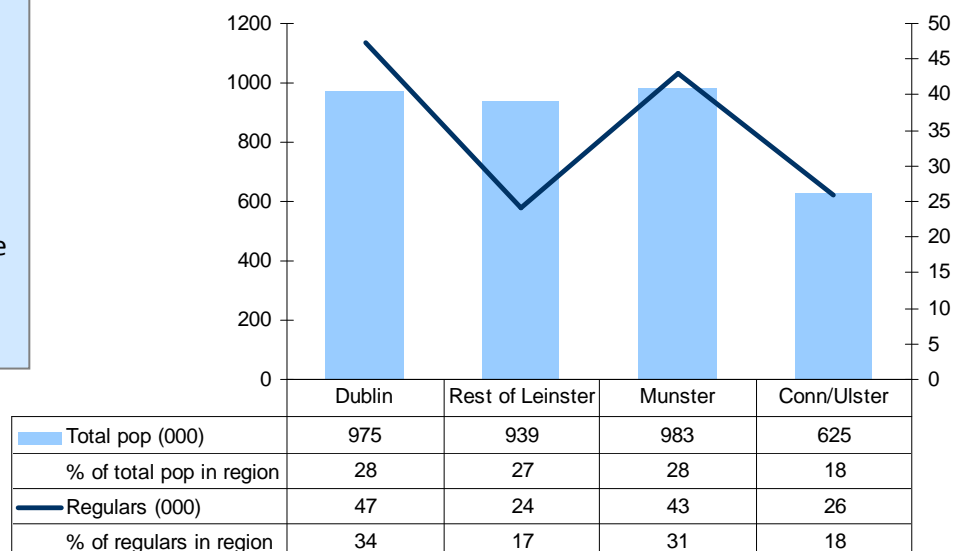
Jazz - by age group



The total adult population is 3.5 million and the number which attends jazz concerts is 141,000

51% of those who attend a jazz performance regularly are **men**, 49% are **women**. This compares to 49% and 51% of the total population.

Jazz - by region

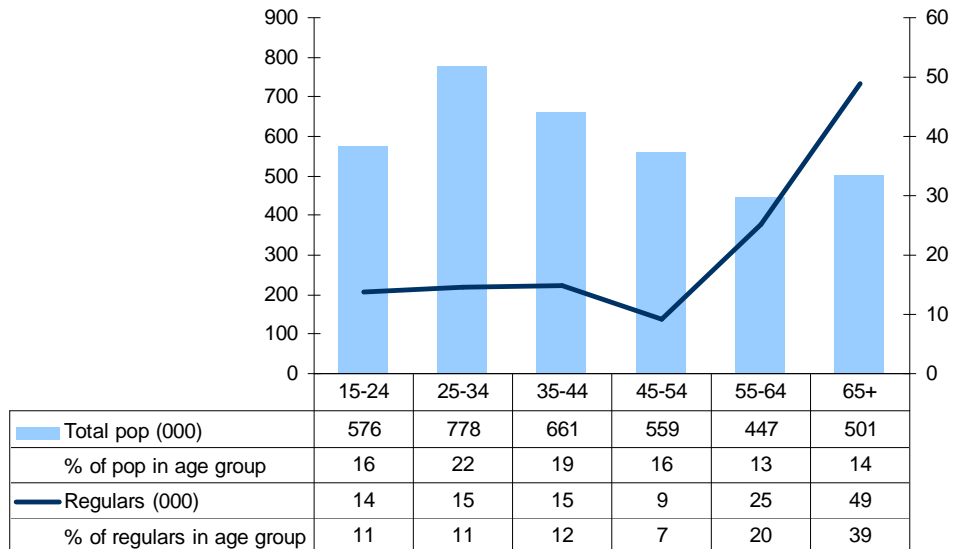


3.6 Opera

- profile of those who attend once a year or more often

60% of regular opera-goers are **ABC1**, This compares to 41% of the total population.

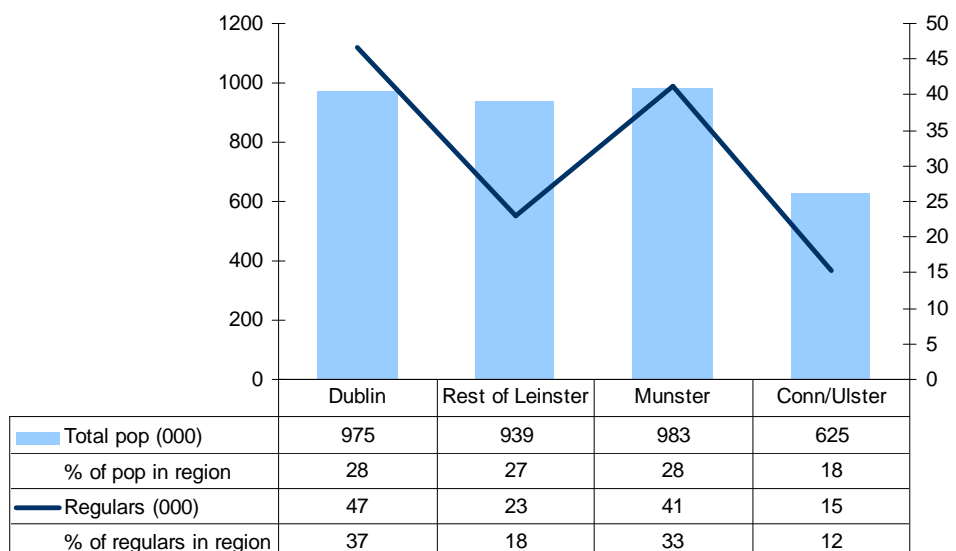
Opera - by age group



The total adult population is 3.5 million and the number who go to the opera is 126,000

32% of regular theatre-goers are **men**, 68% are **women**. This compares to 49% and 51% of the total population.

Opera - by region

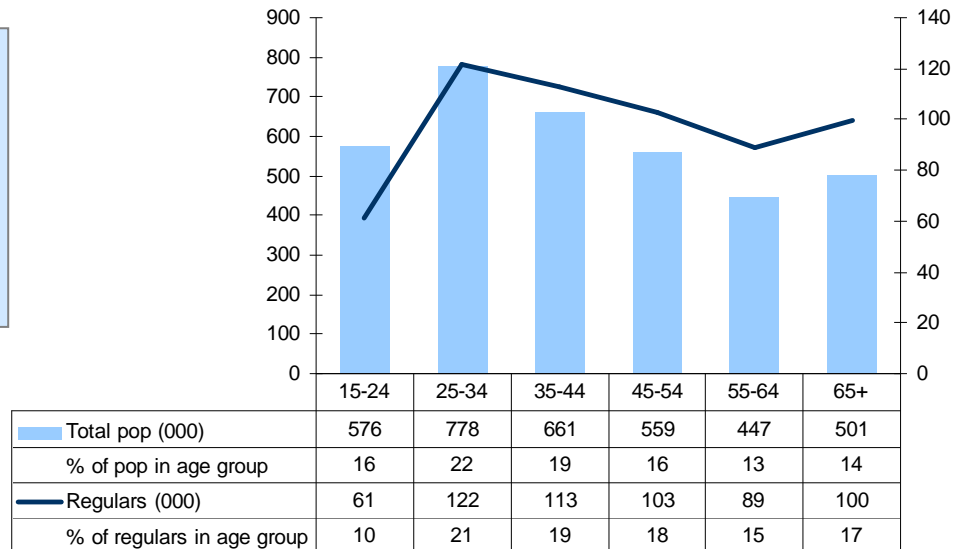


3.7 Art Galleries

- profile of those who attend once a year or more often

56% of those who regularly visit art galleries are **ABC1**, This compares to 41% of the total population.

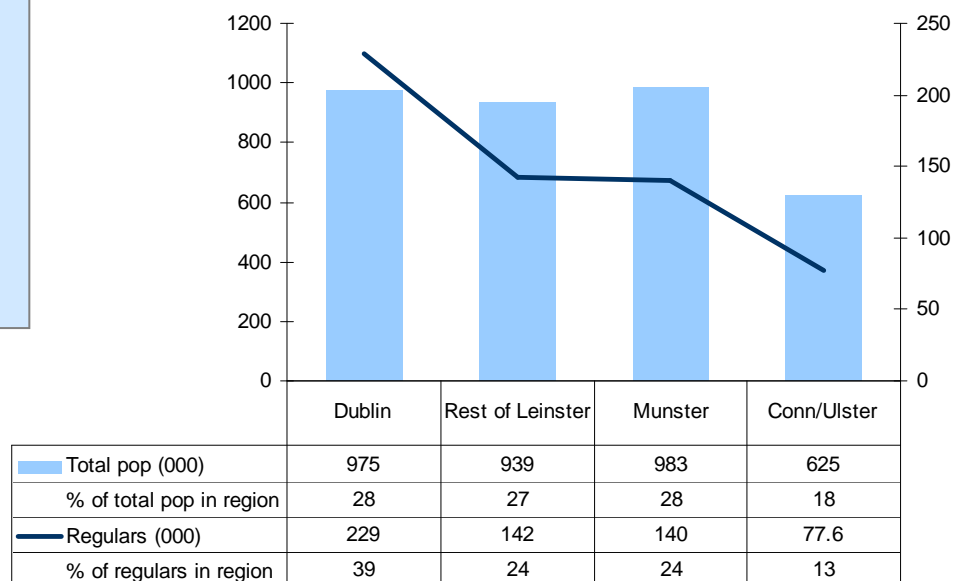
Art galleries - by age group



The total adult population is 3.5 million and the number of people who visit art galleries is 588,000

43% of those who regularly visit art galleries are **men**, 57% are **women**. This compares to 49% and 51% of the total population.

Art galleries - by region

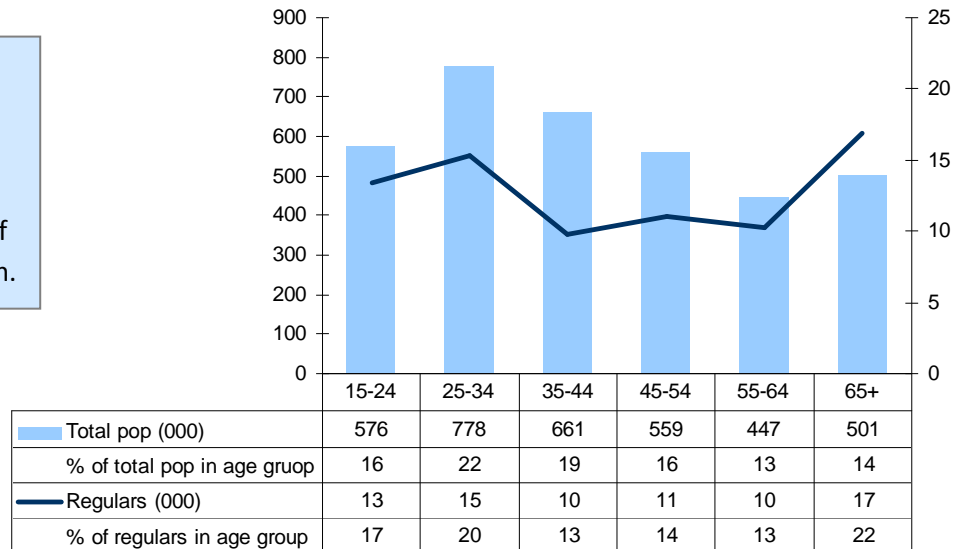


3.8 Ballet

- profile of those who attend once a year or more often

54% of those who regularly go to a ballet performance are **ABC1**, This compares to 41% of the total population.

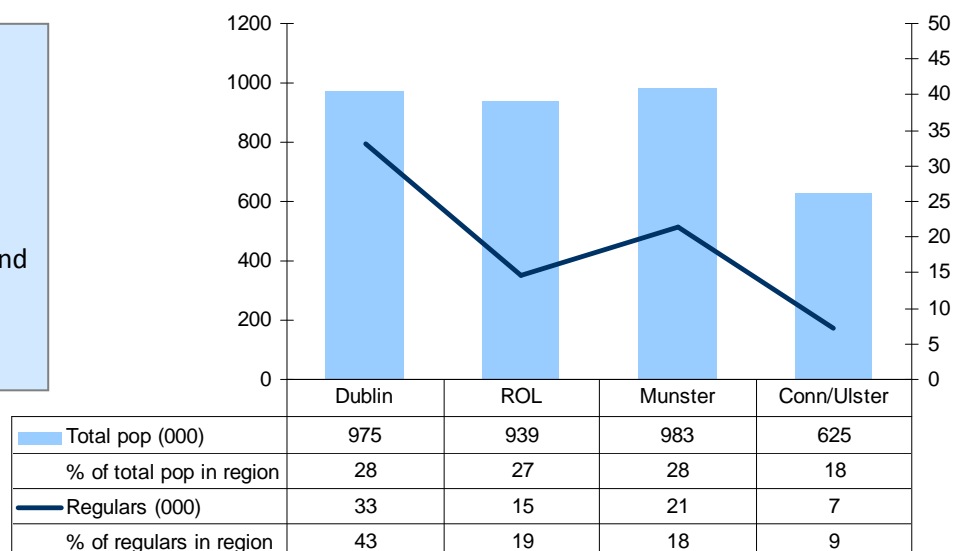
Ballet - by age group



The total adult population is 3.5 million and the number of people who go to a ballet performance is 76,600

Ballet - by region

21% of those who regularly go to a ballet performance are **men**, 79% are **women**. This compares to 49% and 51% of the total population.

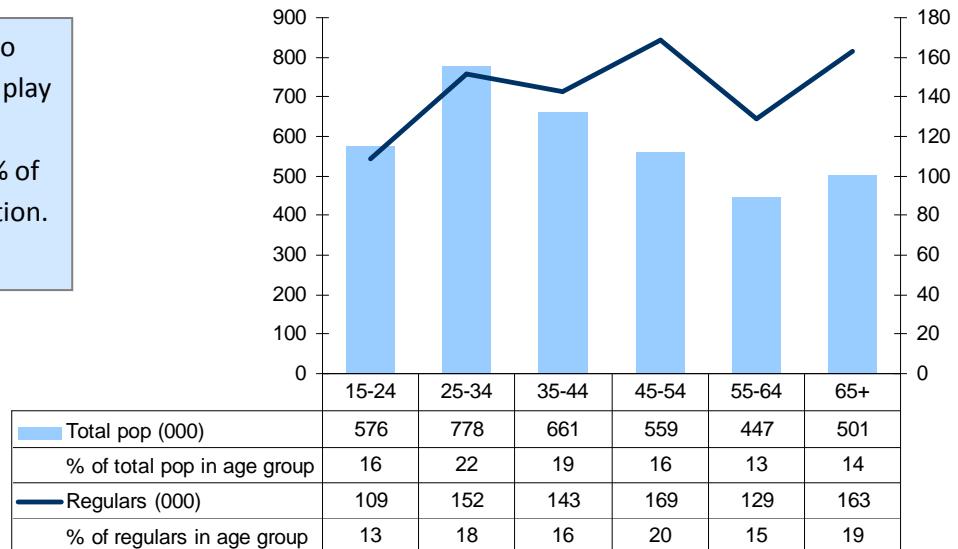


3.9 Plays

- profile of those who attend once a year or more often

52% of those who regularly go to a play are **ABC1**, This compares to 41% of the total population.

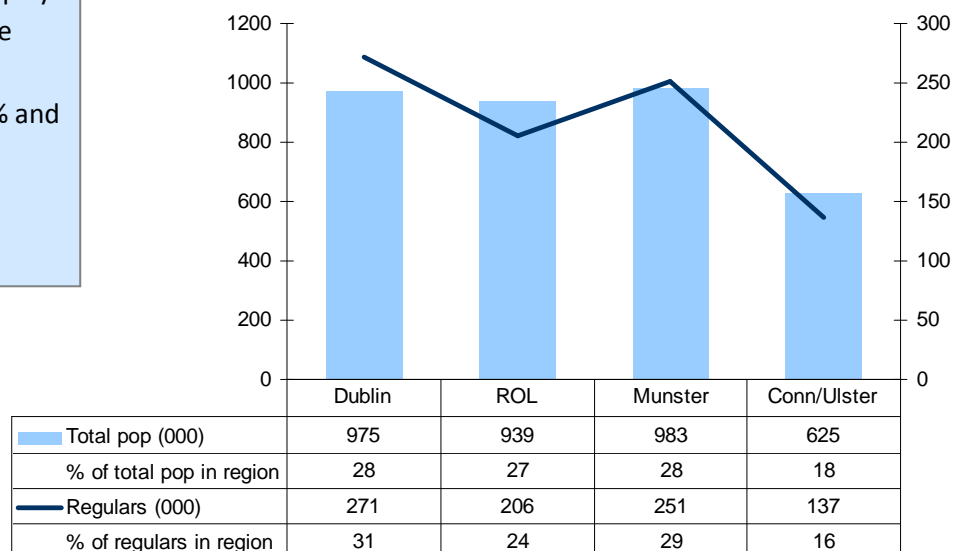
Plays - by age group



The total adult population is 3.5 million and the number of people who go to plays is 865,000

40% of those who regularly go to a play are **men**, 60% are **women**. This compares to 49% and 51% of the total population.

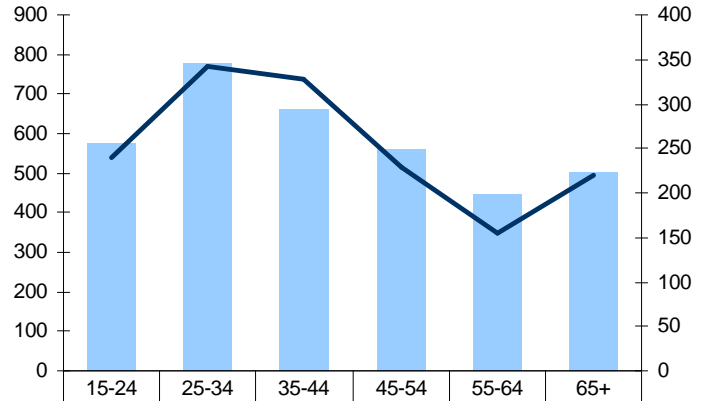
Plays - by region



3.10 Books (specified categories³)

Books - by age group

51% of those who bought a book in the last 12 months are **ABC1**, This compares to 41% of the total population.

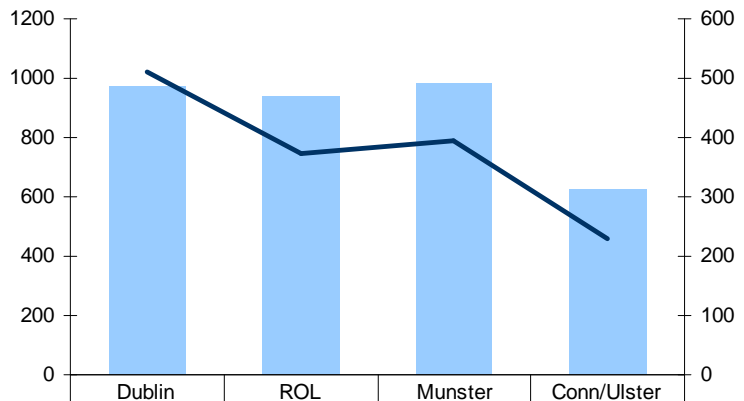


Total pop (000)	576	778	661	559	447	501
% of total pop in age group	16	22	19	16	13	14
Regulars (000)	240	342	328	228	155	219
% of regulars in age group	16	23	22	15	10	14

The total adult population is 3.5 million and the number of people who bought a book in the last 12 months is 1.5 million

Books - by region

36% of those who bought a book in the last 12 months are **men**, 64% are **women**. This compares to 49% and 51% of the total population.



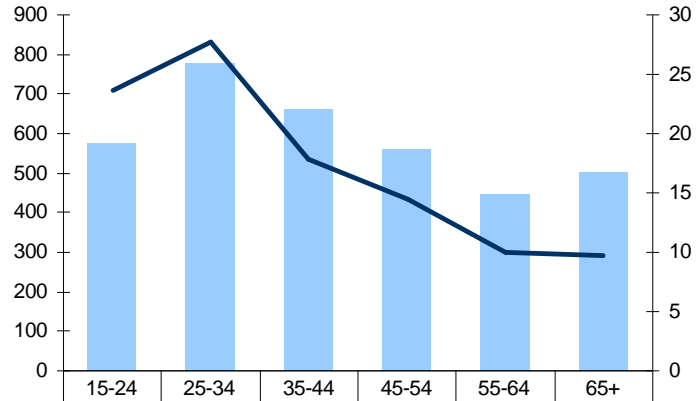
Total pop (000)	975	939	983	625
% of total pop in region	28	27	28	18
Regulars (000)	512	374	394	231
% of regulars in region	34	25	26	15

³ Hard or paperback books in the following categories: children’s books, classic fiction, crime fiction, fantasy and science fiction and other fiction.

3.11 Cinema (specified categories⁴)

Cinema - by age group

41% of those who say their favourite types of film were Arthouse, foreign language, and documentaries were ABC1.

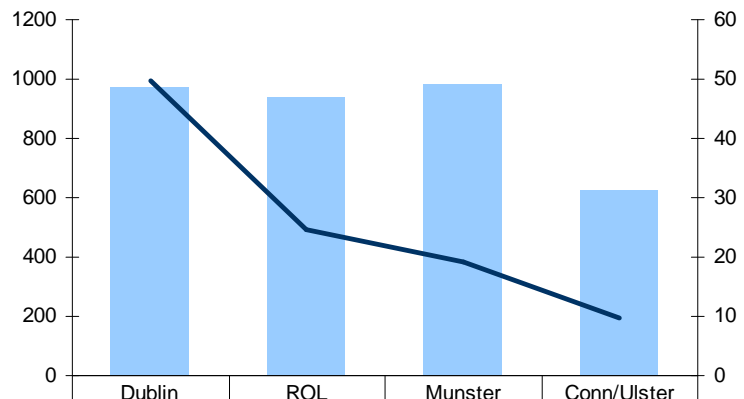


Total pop (000)	576	778	661	559	447	501
% of total pop in age group	16	22	19	16	13	14
Regulars (000)	24	28	18	14	10	10
% of regulars in age group	23	27	17	14	10	9

The total adult population is 3.5 million and the number of people whose favourite type of film is Arthouse, foreign language, and documentary is 103,000

52% of these people are **men**, 48% are **women**. This compares to 49% and 51% of the total population.

Cinema - by region



Total pop (000)	975	939	983	625
% of total pop in region	28	27	28	18
Regulars (000)	50	25	19	10
% of regulars in region	48	24	19	9

⁴ Those who said their favourite type of film was Arthouse films, foreign language films and documentaries

Chapter 4: Marketing and audience behaviour

4 (i) Overview

In this section of the report, we hope to provide useful information to arts organisations to help them to market the arts.

This section provides some information about the online and mobile behaviour of all arts attenders, some of it highlighting differences between 2009 and 2010 to show trends that you may wish to be aware of. The report then looks at some media usage and other information broken down by region.

The regions are defined as:

Dublin all areas

Rest of Leinster

Munster

Connacht/Ulster

Analysis from TGI can be used to build up a useful set of marketing tools and information.

In certain charts, data may not equal due to rounding.

TGI contains a wealth of information about audiences which can be used by arts organisations to assist them in marketing planning. This information is being released by Arts Audiences for the benefit of all arts organisations in the country.

4 (ii) What can an arts organisation do with this information?

This information is useful to arts organisations in a variety of ways.

- Marketing, including press and promotions
- Sponsorship and fundraising activities

Arts organisations can use the demographic information to determine a profile of arts attenders in their region.

Arts organisations with the ability to profile their audience can compare this information with their own audience profile to highlight similarities or differences.

This information can be used in a wide variety of ways; it can be used to determine marketing spend e.g. to reach certain audiences through advertising in media which they consume. Where for instance a preponderance of attenders are urban rather than rural, consideration can be given to advertising on public transport or radio stations aimed primarily at urban dwellers.

In addition, in approaching media and other promotional partners for promotions and offers arts organisations can use this information to outline the audiences which any promotion in the region may reach.

The media usage information on arts attenders should be examined in detail. This information can be of use not simply to determine marketing spend (although that information is key) but also press and promotions work.

Arts organisations could use this information to try to achieve greater press coverage and/or promotions with these newspapers.

We have reported on behaviour by arts attenders in relation to their response to direct mail (please note direct mail is information or promotional materials personally addressed to them in the post): this information allows arts organisations to benchmark their own response rates against these but also allows much deeper understanding of how direct mail is responded to. For example, very high levels of attenders in all regions report that material received by direct mail is “kept for later use/reference”. Arts organisations should consider this in their design of direct mail, venue brochures etc.

Direct mail is a key communication tool for many arts organisations and we have included response rates for each region. The response rate for responding to a voucher or coupon was examined to compare 2009 and 2010 and establish whether audience behaviour had changed in this respect – i.e. whether the economic climate had had an impact on behaviour. No significant difference was established. It may be that key changes to behaviour in this area happened prior to 2009. The reports show that the majority of arts attenders log onto the internet every day or almost every day and certain specified websites have been selected and reports run on whether arts attenders log on to these websites regularly. This information is key for online marketing and promotions. We have reported on some changes in online behaviour, and on specific behaviours such as regular Facebook use.

The survey indexes people against the behaviour of the general population and we have included some information for the first time about the areas where arts attenders' behaviour differs from that of the general population.

4 (iii) Sponsorship and fundraising

Because the Target Group Index is a single source of information about people and their behaviour, it is possible to cross-reference information about arts attenders (or attenders at a particular artform) with their use of brands and their consumer behaviour.

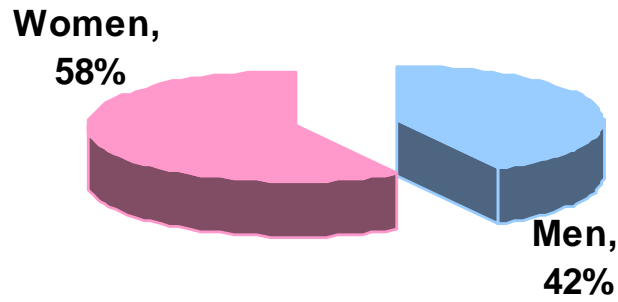
For example, it is possible to identify the brands that attenders at a specific artform are likely to consume.

This means for example that if an arts organisation is making a sponsorship pitch to a commercial company, if that company is covered by the survey we can calculate the likelihood that there is a commonality between the arts organisation and the product or company. If companies are interested in reaching certain audiences (female, ABC1, etc) we can profile for the benefit of arts organisations what their likely audience reach is.. If you would like to know more about how you can access this information log onto www.artsaudiences.ie and get in touch with your details and we will respond.

4.1.1 Dublin: demographic information

**Dublin arts attendees:
484,000**

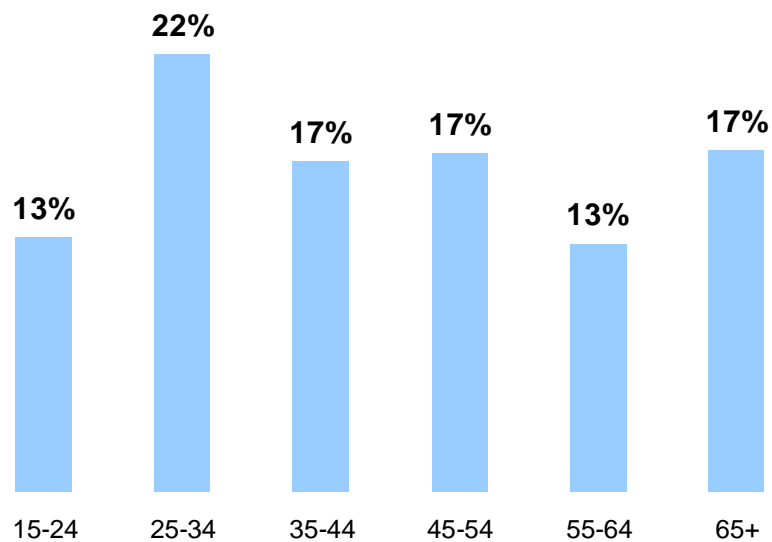
Dublin Attenders by gender



Education

29.5% of regular arts attendees in Dublin are university graduates.

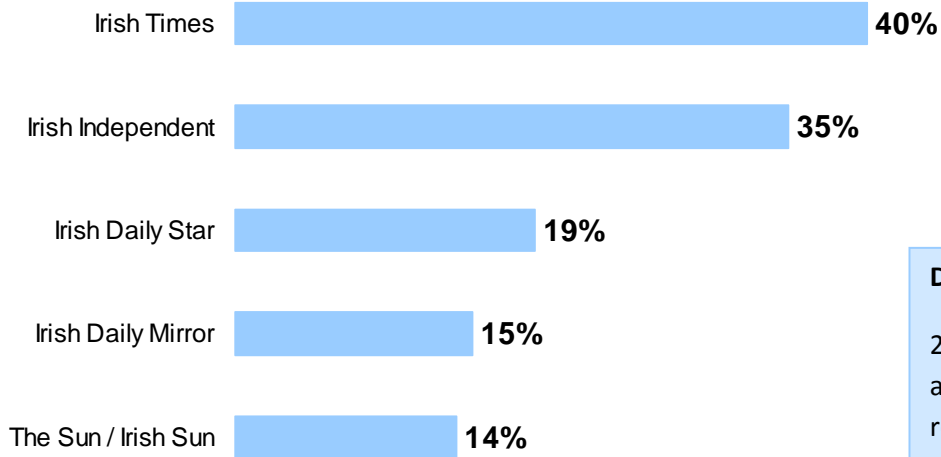
Dublin Attenders by age group



4.1.2 Dublin: media usage

**Dublin arts attendees:
484,000**

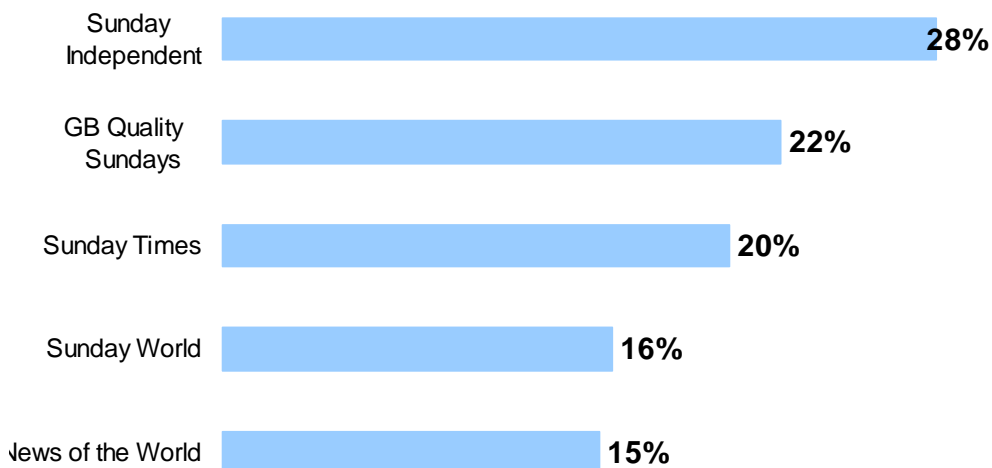
Percentage of Regular Attenders in Dublin who read these daily newspapers almost always or quite often



Direct Mail:

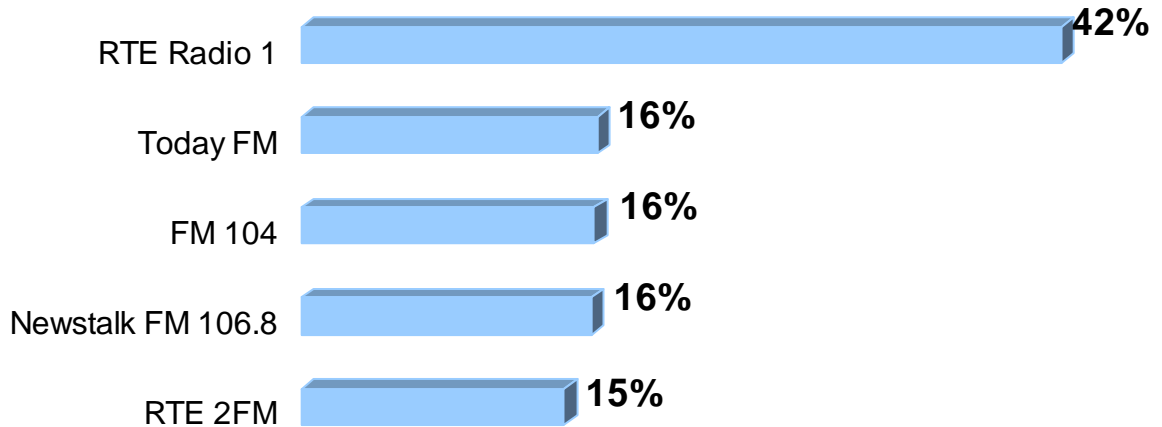
27.5% of Dublin arts attendees responded to direct mail in the last 12 months.

Percentage of Regular Attenders in Dublin who read these Sunday newspapers almost always or quite often



**Dublin arts attendees:
484,000**

Percentage of Dublin Regular Attenders who listened to these radio stations yesterday



Internet usage among Dublin Regular Attenders

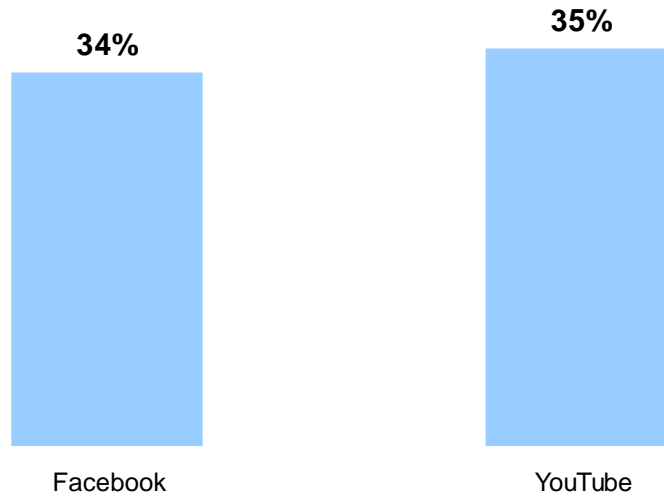


**Dublin arts attendees:
484,000**

Percentage of Dublin Regular Attenders who visit these social networking sites regularly

Facebook:

In 2009 26% of Dublin attenders used Facebook regularly: in 2010 this had risen to 34%.



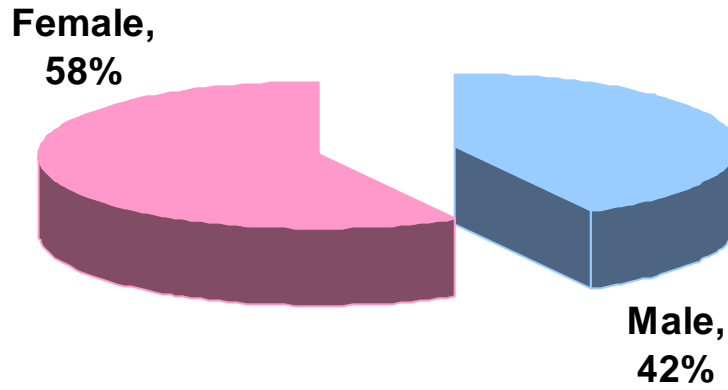
Percentage of Dublin Regular Attenders who visit these retail sites regularly



**Rest of Leinster arts
attenders: 387,000**

4.2.1 Rest of Leinster: demographic information

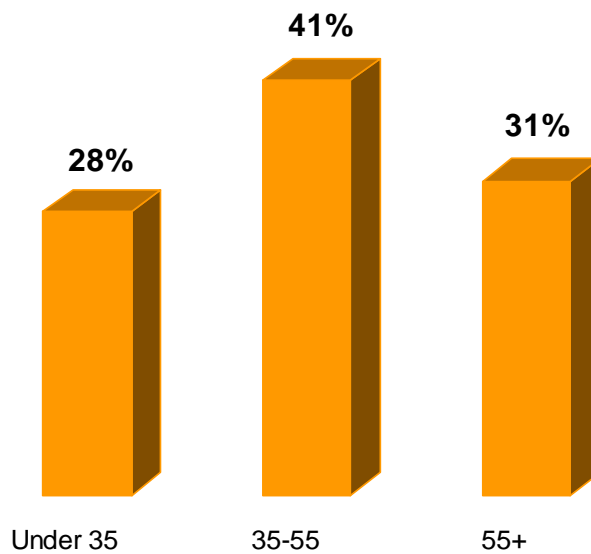
ROL Attenders by gender



Education

26.25% of regular arts attenders in ROL are university graduates.

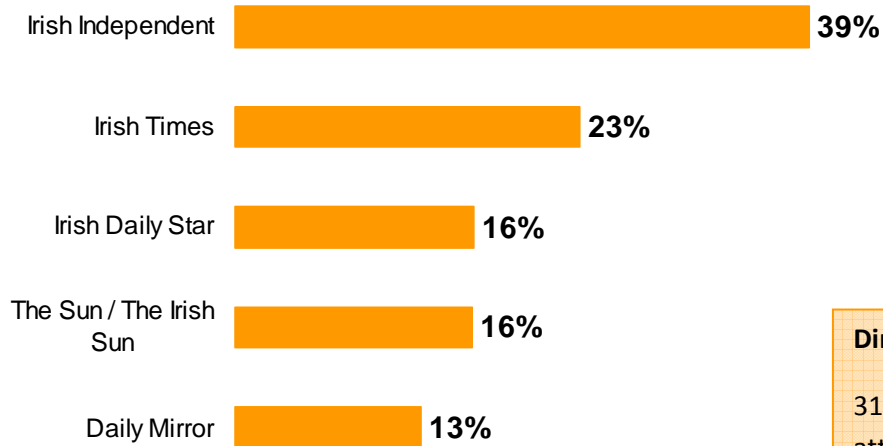
ROL Attenders by age group



4.2.2 Rest of Leinster: media usage

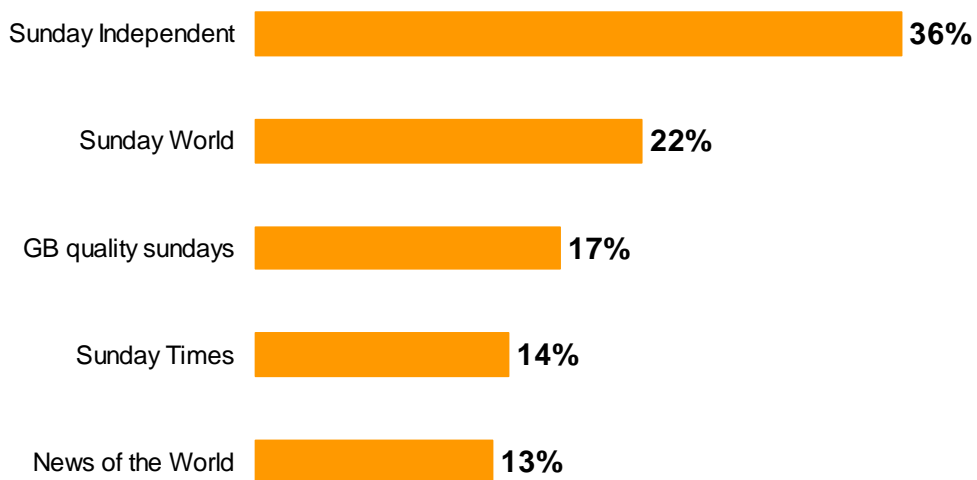
**Rest of Leinster arts
attenders: 387,000**

**Percentage of ROL Attenders who read these
daily newspapers almost always or quite often**



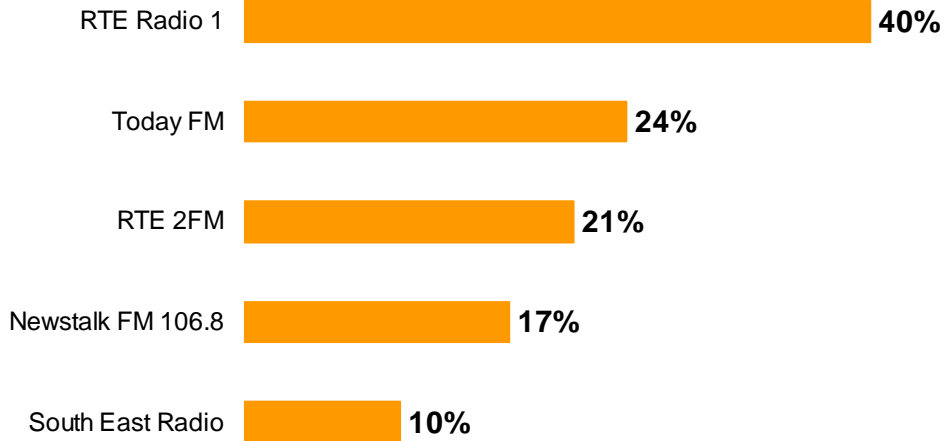
Direct Mail:
31.5% of ROL arts attenders responded to direct mail in the last 12 months.

**Percentages of ROL attenders who read these
Sunday newspapers almost always or quite often**

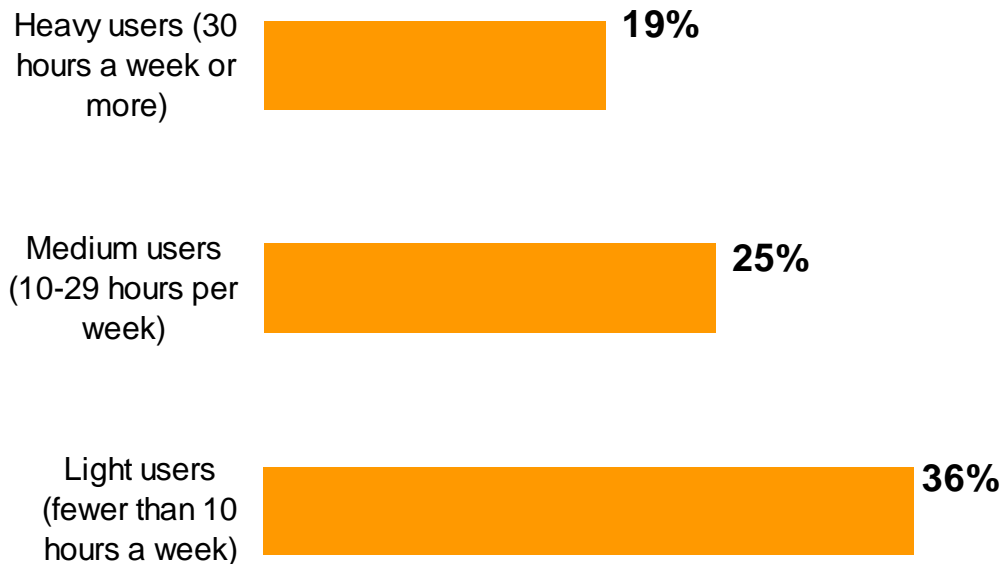


**Rest of Leinster arts
attenders: 387,000**

**Percentage of ROL Attenders who listened to
these radio stations yesterday**



Internet Usage among ROL attenders

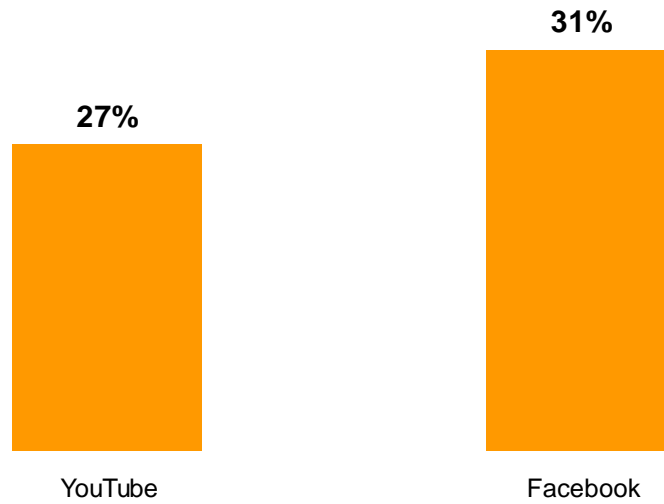


**Rest of Leinster arts
attenders: 387,000**

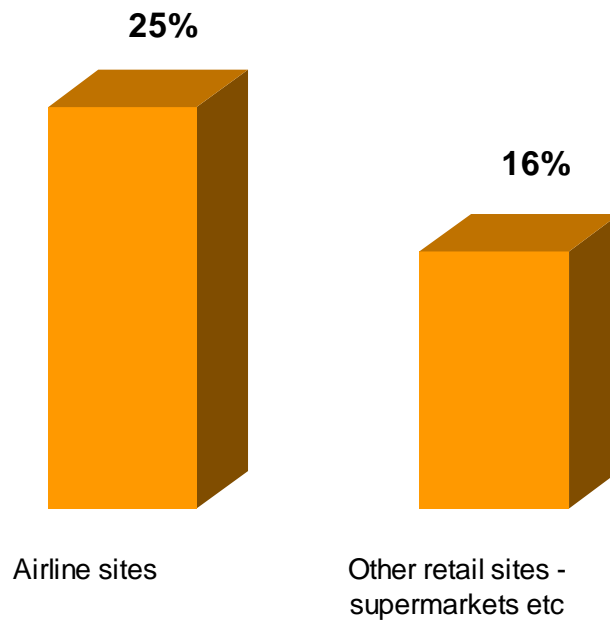
**Percentage of ROL attenders who visit these
social networking sites regularly**

Facebook:

In 2009 17% of ROL attenders used Facebook regularly: in 2010 this had risen to 31%.



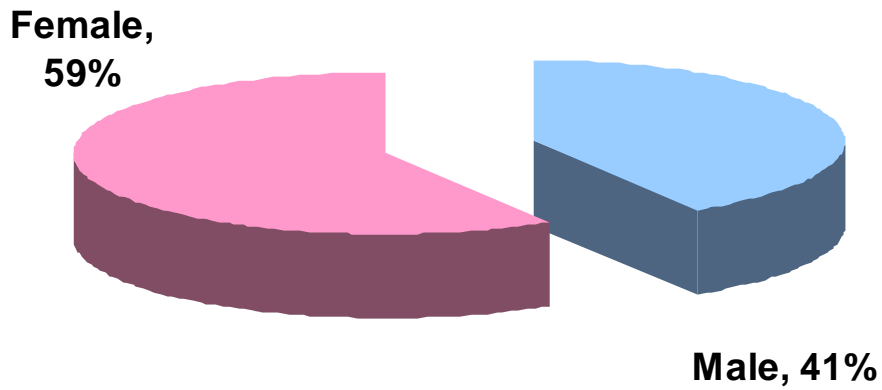
**Percentage of ROL attenders who visit these retail
sites regularly**



4.3.1 Munster: demographic information

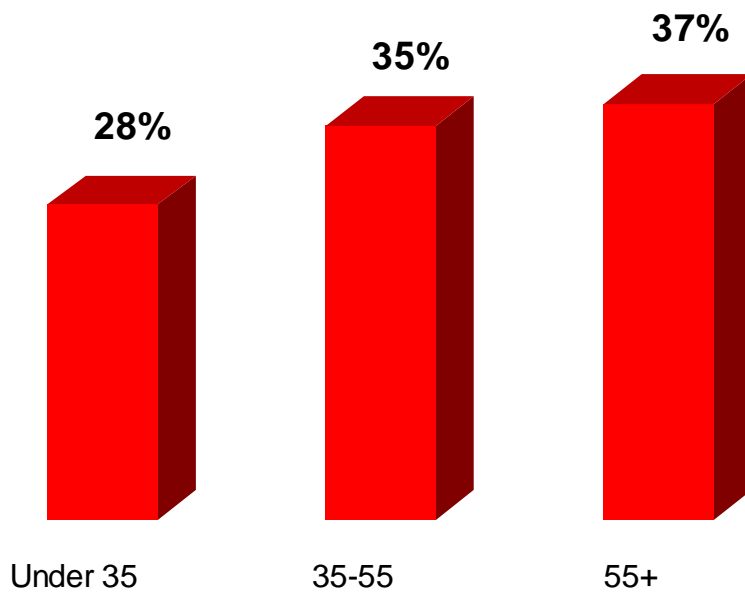
**Munster arts attenders:
427,000**

Munster attenders by gender



Education
24% of regular arts attenders in Munster are university graduates.

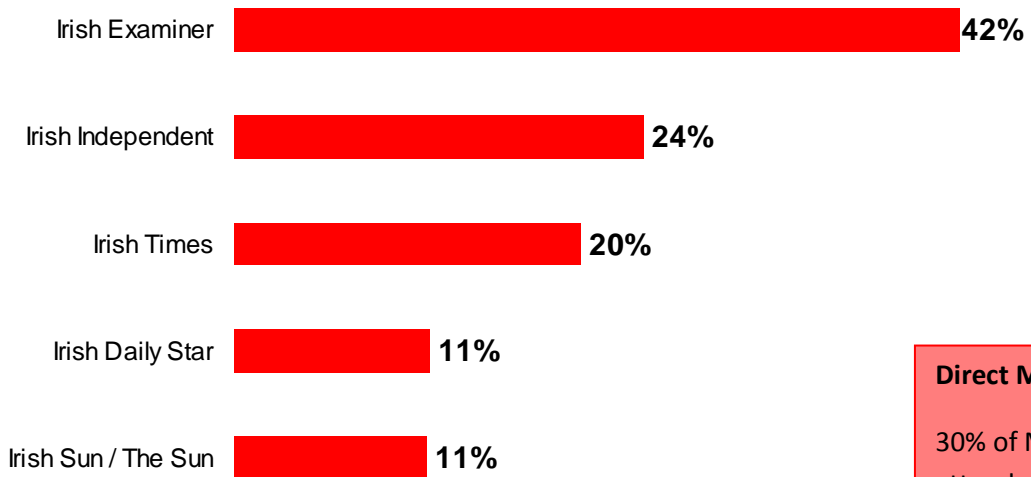
Munster Attenders by age group



4.3.2 Munster: media usage

**Munster arts attenders:
427,000**

Percentage of Munster Attenders who read these daily newspapers almost always or quite often



Direct Mail:
30% of Munster attenders responded to direct mail in the last 12 months.

Percentage of Munster Regulars who read these Sunday newspapers almost always or quite often

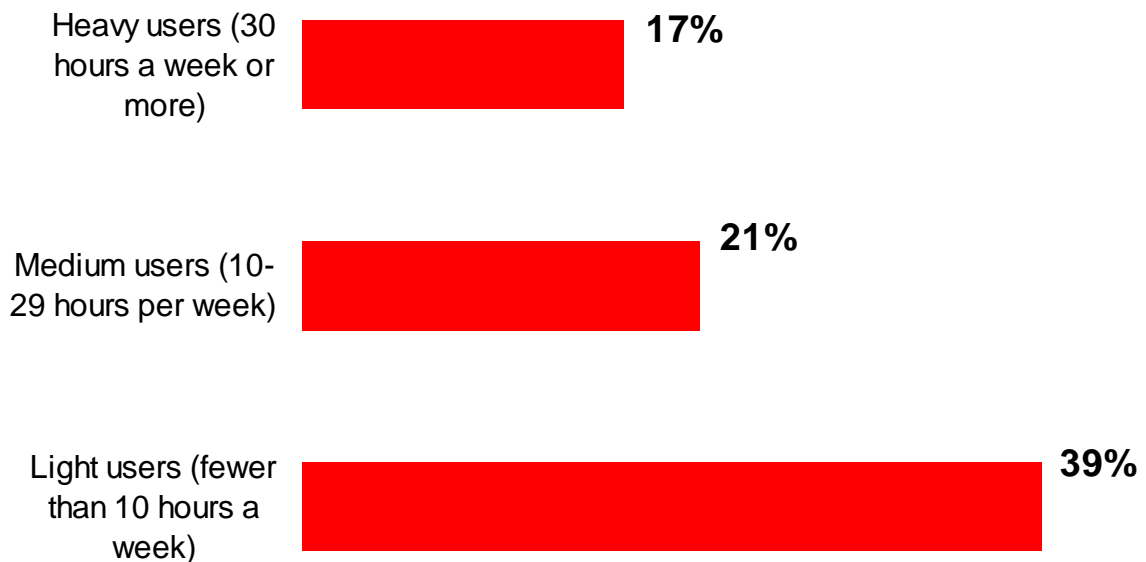


**Munster arts attenders:
427,000**

Percentage of Munster Attenders who listened to these radio stations yesterday



Internet usage among Munster Attenders

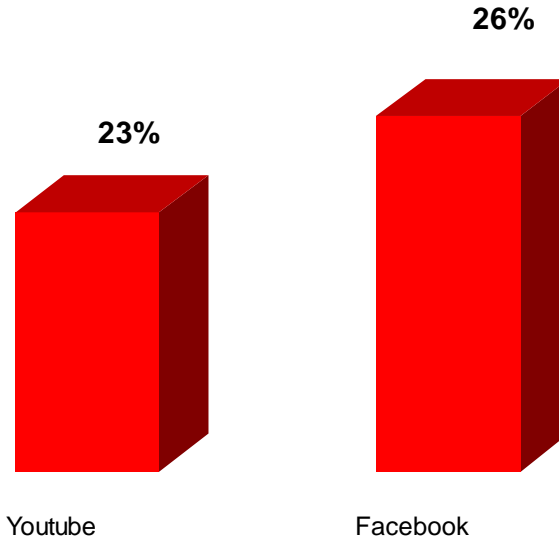


**Munster arts attenders:
427,000**

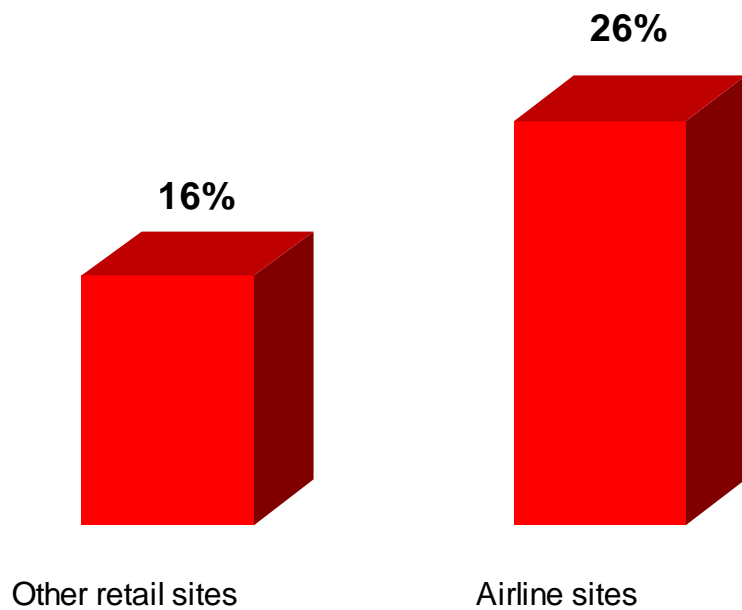
**Percentage of Munster Attenders who visit these
social networking sites regularly**

Facebook:

In 2009 16% of
Munster attenders
used Facebook
regularly: in 2010
this had risen to
25%.



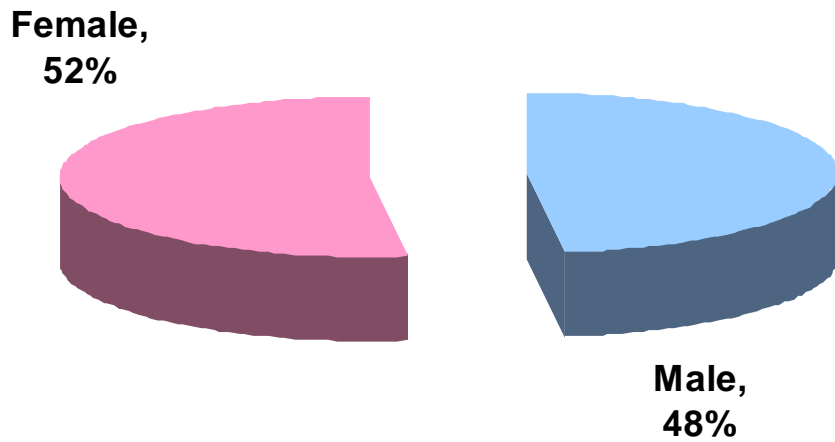
**Munster Attenders who visit these retail sites
regularly**



4.4.1 Connaught/Ulster: demographic information

**Connacht/Ulster arts
attenders: 245,000**

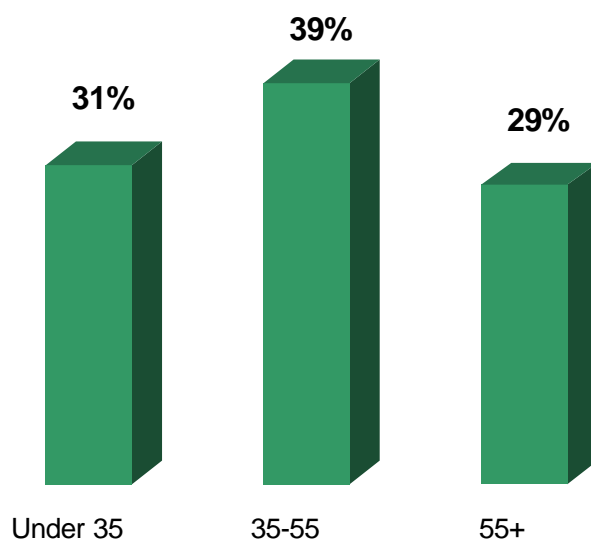
Connacht/Ulster Attenders by gender



Education

26.25% of regular arts attenders in Connacht/Ulster are university graduates.

Connacht / Ulster attenders by age group



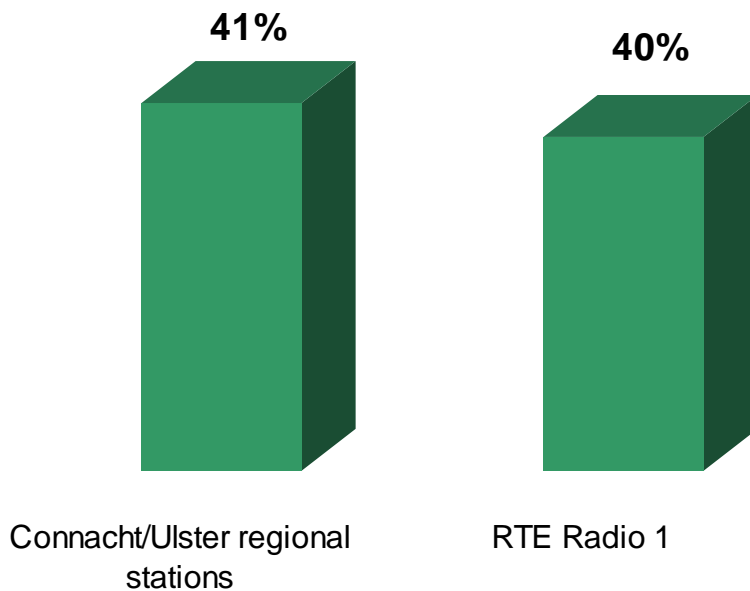
4.4.2 Connaught/Ulster: media usage

**Connacht/Ulster arts
attenders: 245,000**

Daily newspapers

41.5% of Connacht/Ulster attenders read the Irish Independent.

Percentage of Connacht/Ulster attenders who listened to these radio stations yesterday



Direct Mail:

36% of Connacht/Ulster attenders responded to direct mail once or twice in the last 12 months.

**Connacht/Ulster arts
attenders: 245,000**

Internet usage among Connacht/Ulster attenders



Facebook:

In 2009 14% of Connacht/Ulster attenders used Facebook regularly: in 2010 this had risen to 30%.

Chapter 5: Additional information

In generating the reports contained in this document, other interesting and unusual information came to light.

In addition to providing numbers of people who attend at the arts and how they behave, TGI also provides us with what is called an index; the likelihood that a group (in our case arts attenders) will behave in a certain way. Sometimes the index is as useful (if not more so) than the numbers; in planning marketing activity you should take account of both.

5.1 Direct mail

TGI shows that arts attenders are receptive to direct mail, and they respond to it.

By region, arts attenders' responses to direct mail indices are:

- Connacht/Ulster; regular arts attenders are 41% more likely to respond to direct mail than the general population
- Munster; regular arts attenders are 32% more likely to respond to direct mail than the general population
- Rest of Leinster; regular arts attenders are 31% more likely to respond to direct mail than the general population
- Dublin; regular arts attenders are 23% more likely to respond to direct mail than the general population

5.2 Brand of mobile phone

Regular arts attenders in Ireland are 43% more likely to have an iPhone than the general population. The numbers of people with this brand of phone is not large, but a niche exists among arts attenders.

5.3 Mobile internet / WAP

408,000 arts attenders countrywide use mobile internet or WAP on their mobile phone; using their phone to send and receive emails, log onto the internet etc.

5.4 Facebook usage

Facebook has experienced strong growth in the number of users worldwide and this has been reflected in the growth of use in Ireland.

In terms of growth among arts attenders, the regional breakdown is:

Region	Regular use of Facebook among arts attenders 2009	Regular use of Facebook among arts attenders 2010
Dublin	26%	34%
Connacht/Ulster	14%	30%
Munster	16%	26%
Rest of Leinster	17%	31%

Regular use of Facebook is higher among those aged between 15 and 35.

35% of all regular arts attenders are under 35%; compared to 58% of arts attenders who regularly use Facebook. However a very significant proportion -42% - are over 35. TGI provides information about adults only

5.5 Lyric FM

Lyric FM features in the survey for 2010 and has a strong listenership among arts attenders. 10% of all arts attenders reported that they had listened to Lyric yesterday; and they are 81% more likely to listen to Lyric than the general population.

A further 527,000 arts attenders reported that they listen to Lyric (ever listen to).