

Arts Attendance in Ireland

Target Group Index 2010/2011

Report prepared in October 2011

Contents

Chapter 1: Introduction.....	3
1.1 Arts attendance in Ireland – 2011 report	4
1.2 What is the Target Group Index?	4
1.3 What is the context for this report?	5
1.4 Contents of the report and what's different this time?.....	6
1.5 Key findings	7
Chapter 2: Arts attendance in Ireland - an overview.....	9
2.1 Ireland – a demographic profile.....	10
2.2 Attendance by artform.....	11
Chapter 3: Profile of arts attendance for each art form.....	12
3 (i) What is covered in this section?	13
3 (ii) How to read the age group graphs	13
3 (iii) How to read the region graphs.....	13
3.2 Classical music	15
3.3 Contemporary Dance	16
3.4 Folk concerts.....	17
3.5 Jazz.....	18
3.6 Opera	19
3.7 Art Galleries and art exhibitions.....	20
3.8 Ballet.....	21
3.9 Plays	22
Chapter 4: Marketing and audience behaviour	23
4 (i) Overview	24
4 (ii) What can an arts organisation do with this information?	25
4 (iii) Sponsorship and fundraising	26
4.1.1 Dublin: demographic information	27
4.1.2 Dublin: media usage.....	28
4.2.1 Rest of Leinster: demographic information	31
4.2.2 Rest of Leinster: media usage	32
4.3.1 Munster: demographic information	35
4.3.2 Munster: media usage	36
4.4.1 Connaught/Ulster: demographic information	39
4.4.2 Connaught/Ulster: media usage	40
Chapter 5: Additional information.....	43
5.1 Introduction.....	44
5.2 Direct mail is a key channel of communication for arts attenders.....	44
5.3 Brand of mobile phone	44
5.4 Cinema attendance.....	44
5.5 Dublin bikes	45
5.6 University graduation.....	45

Chapter 1: Introduction

1.1 Arts attendance in Ireland – 2011 report

This annual report uses the resources of the Target Group Index survey for Ireland to quantify arts attendance in Ireland in 2010/2011. It provides 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 looks at year-on-year trends

The report was prepared by Una Carmody, Director of Arts Audiences in October 2011. 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 2011 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. More information about the survey is available here: <http://artsaudiences.ie/?s=appendix+1>).

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.

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 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

This report contains some of the same reports as in 2010, comparing statistics from each period. New reports have been generated for each artform in the areas of customer response to marketing channels.

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.

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.

1.5 Key findings

Number of arts attenders

- 57% of the adult population, or approximately 2 million people, are arts attenders, unchanged from 2010
- 1.5 million people (44% of the adult population) attend once a year or more often
- Arts attendance is holding steady year on year, despite the economic circumstances. **2 million adults report that they attend at the arts, unchanged** from the 09/10 survey results. Some artforms are showing an improvement in attendance on the previous year
- Attendance **at plays is up** from 1.3 million people who reported they were playgoers in 09/10 to 1.4 million in 10/11, **an increase of almost 8%**
- Attendance **at art galleries and exhibitions is also up** from 903,000 in 09/10 to 1,004,000 in 10/11 an increase of more than **11%**.

Arts attendance in the TGI survey is defined as attendance at: any performance in a theatre (which could be a show in any form, for instance comedy or an amateur performance), plays, classical music concerts, folk concerts, jazz concerts, ballet, opera, contemporary dance, art galleries and art exhibitions.

- For comparison, 1.8 million people reported that they attend music gigs in stadiums and arenas, or other music gigs.
- Evidence suggests **that tickets bought for arts venues and festivals in 2010 were worth €45.7 million.** (Theatre Forum Benchmarking Report 2010)

Year on year trends: 2009, 2010 and 2011

Arts attendance for 2010/11 has remained consistent with the previous year which is excellent news for the arts, indicating that people have continued to attend despite the economic circumstances. Overall attendance figures, and figures for different artforms, are consistent since 2008, with increases in 2009.

This consistency is in contrast to overall UK attendance figures from TGI UK, which show small year on year falls each year in the number of UK adults who report that they attend at the arts.

Frequency of attendance – a key issue for arts organisations

Frequency of attendance has remained largely static and remains a key issue, with large differences between those who report that they go once a year at least 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	545,000
Plays	553,000
Ballet	143,000
Opera	226,000
Contemporary Dance	208,000
Classical music concerts/recitals	285,000
Folk Concerts	298,000
Jazz concerts	222,000
Art Galleries or art exhibitions	356,000

What does the survey cover?

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

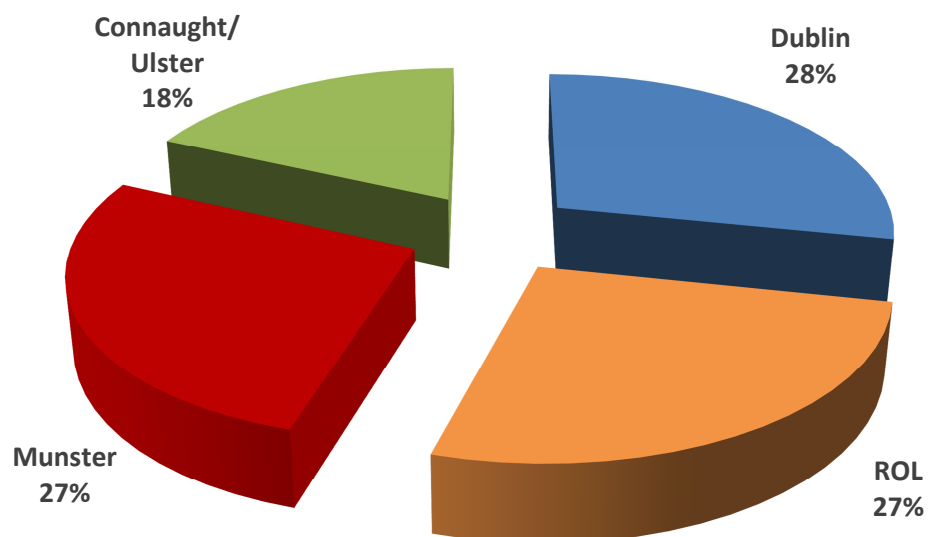
2.1 Ireland – a demographic profile

In 2011, the adult population of the Republic of Ireland was just under 3.6 million. Of these, a little over half (51%) were women, and a little less than half (49%) were men.

40% of the population were classified as being in the social classification ABC1.

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

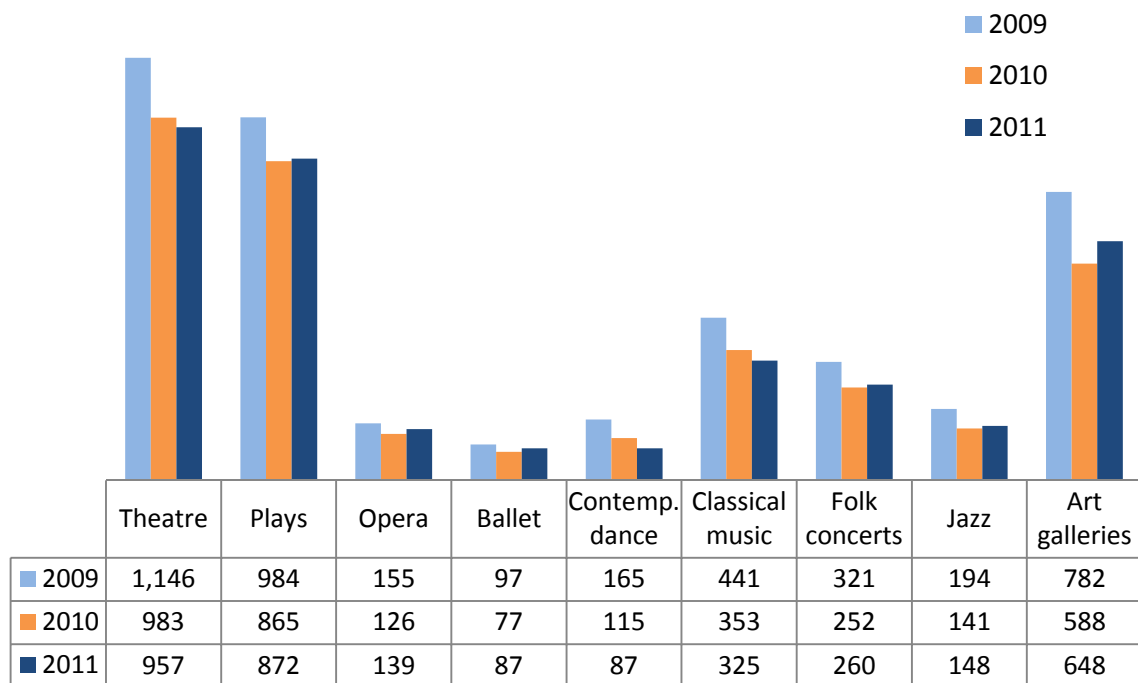


2.2 Attendance by artform

The chart below compares attendance at each artform covered by TGI in 2009, 2010 and 2011.

This illustrates the comparative size of audience in each year for each artform, while the table below shows the actual numbers (in 000's) for each artform year on year.

Those attending once a year or more often (thousands)



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.).

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

It is important to note that provision of different artforms varies between regions and this must be taken into account in reading the regional information.

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).

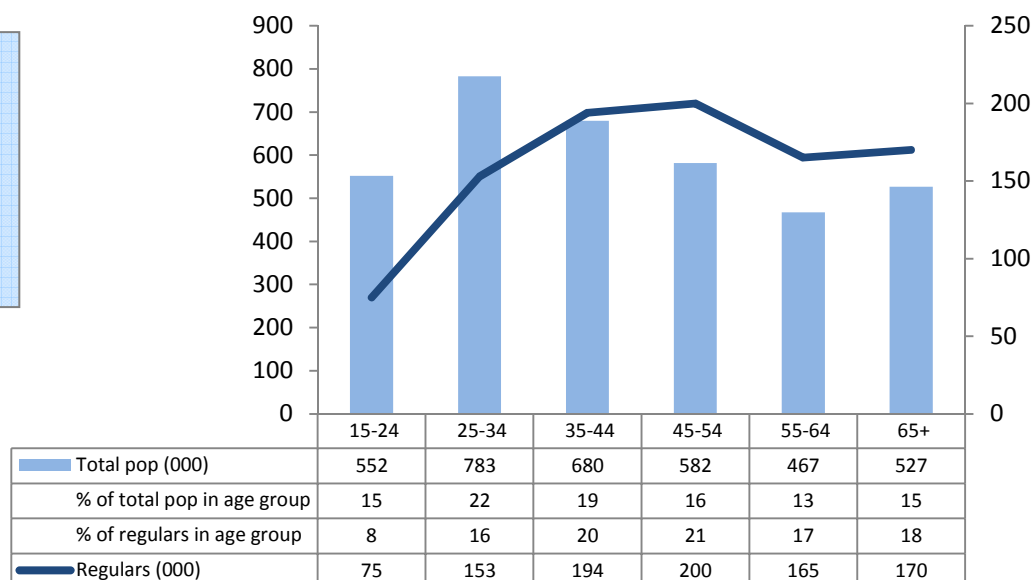
1. Look first at the general relationship between the blue blocks and the dark line. This will give you the general picture of how the population breaks down by region, and attendance profile by region of attenders for the artform.
2. The axis on the left hand side of the graph is the number of people 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 – music, comedy etc.

Profile of those who attend once a year or more often

Any performance in a theatre - by age

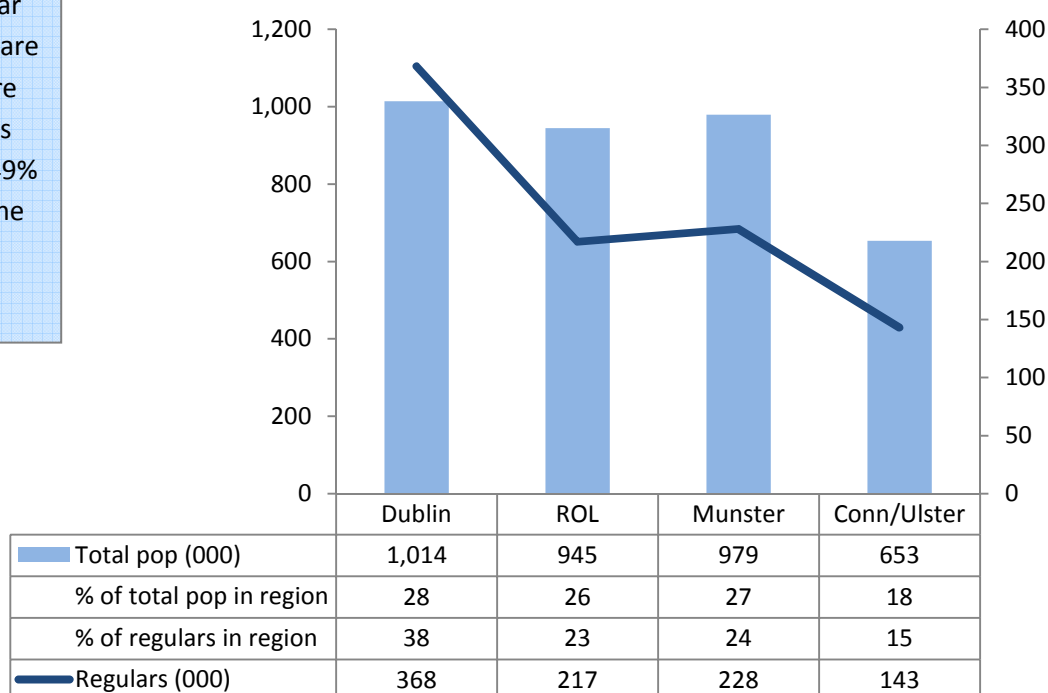
55% of regular theatre-goers are **ABC1**. This compares to 40% of the total population.



The total adult population is 3.6 million and the number of regular theatre-goers is 957,000

Any performance in a theatre - by region

40% of regular theatre-goers are **men**, 60% are **women**. This compares to 49% and 51% of the general population

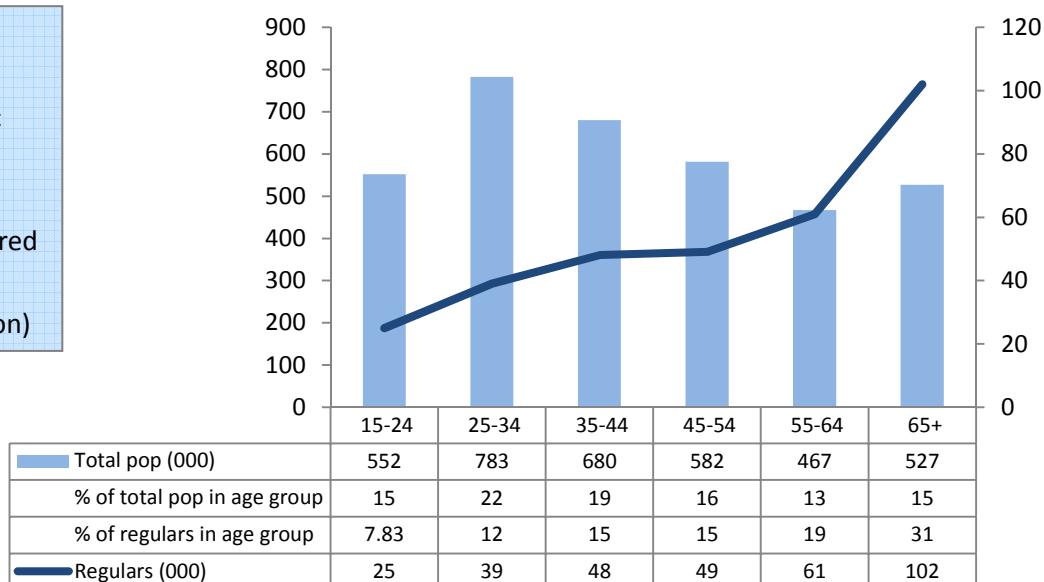


3.2 Classical music

Profile of those who attend once a year or more often

Classical music - by age

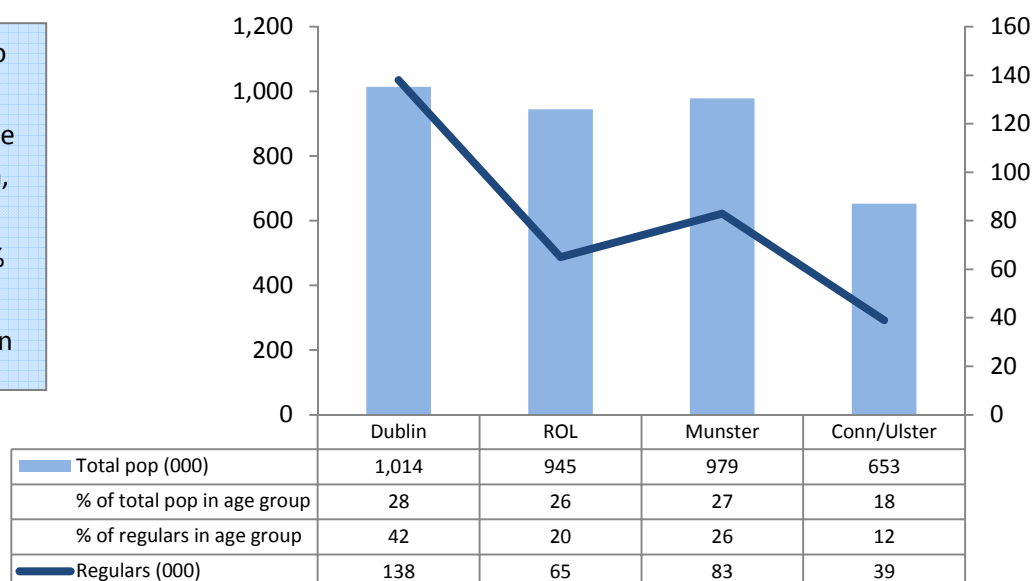
63% of those who attend a classical music performance regularly are **ABC1**, (compared to 40% of the total population)



The total adult population is 3.6 million and the number which attends classical music performances is 325,000

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

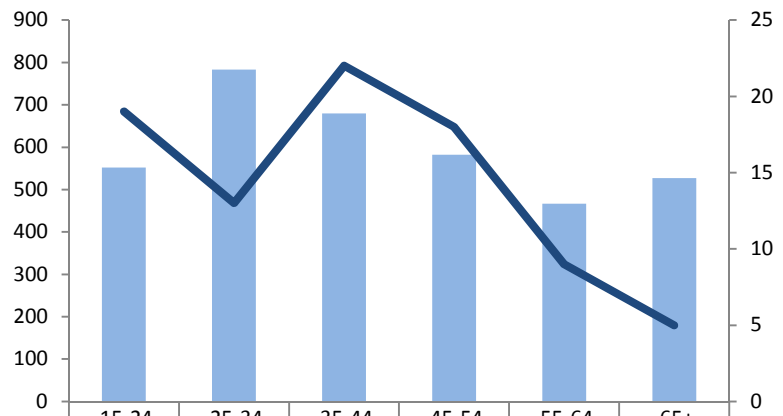


3.3 Contemporary Dance

Profile of those who attend once a year or more often

Contemporary dance - by age

50% of those who attend a contemporary dance performance regularly are **ABC1**. This compares to 40% of the total population.

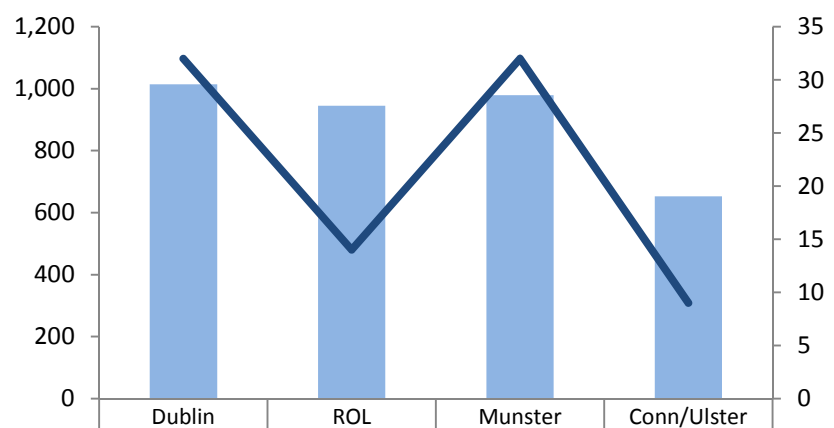


Total pop (000)	552	783	680	582	467	527
% of total pop in age group	15	22	19	16	13	15
% of regulars in age group	22	16	25	21	11	5.6
Regulars (000)	19	13	22	18	9	5

The total adult population is 3.6 million and the number which attends contemporary dance performances is 87,000

Contemporary dance - by region

34% of those who attend a contemporary dance performance regularly are **men**, 66% are **women**. This compares to 49% and 51% of the total population.



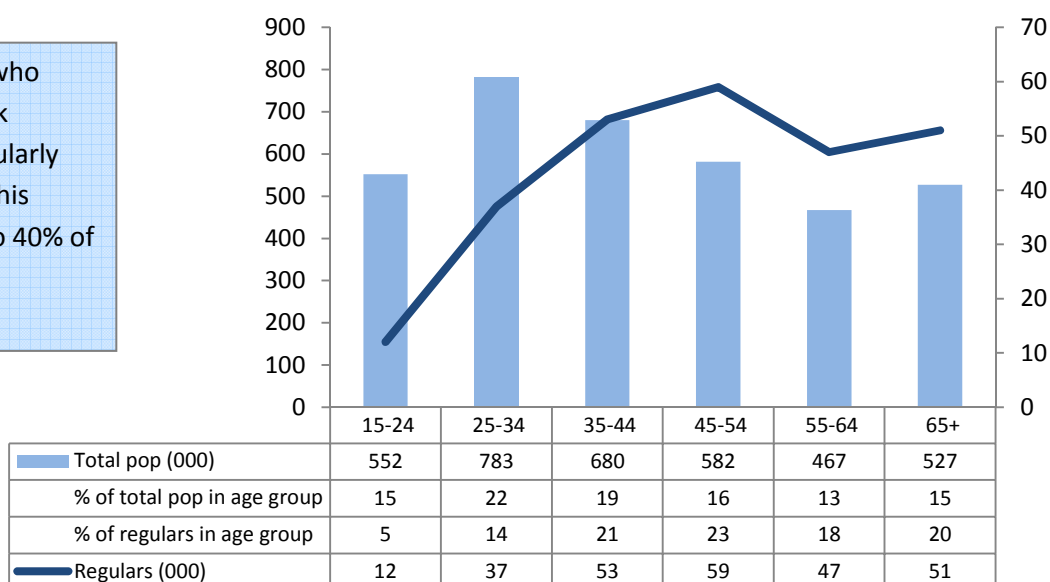
Total pop (000)	1,014	945	979	653
% of total pop in region	28	26	27	18
% of regulars in region	37	16	37	10
Regulars (000)	32	14	32	9

3.4 Folk concerts

Profile of those who attend once a year or more often

Folk concerts - by age

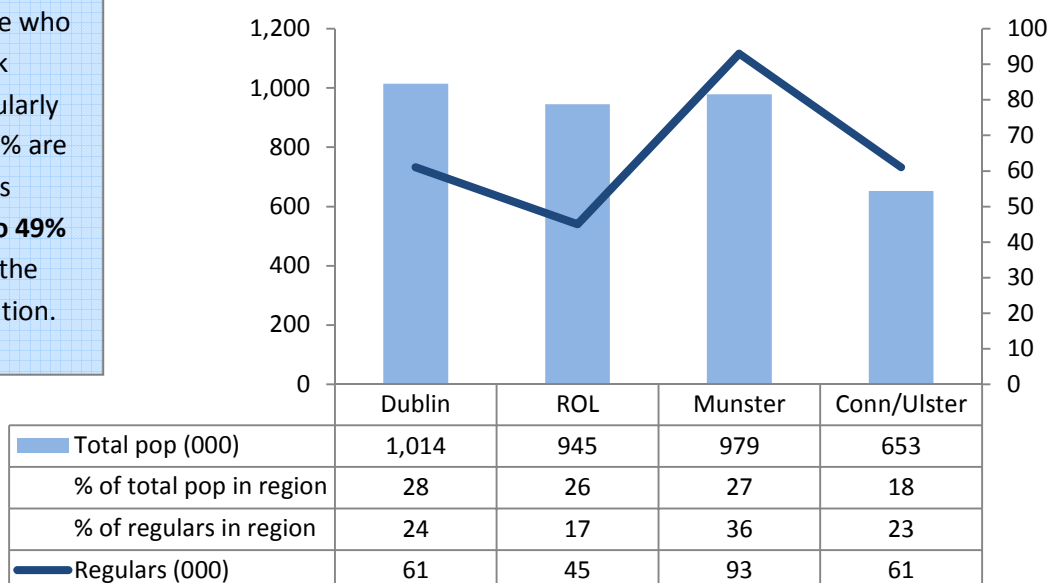
51% those who attend a folk concert regularly are **ABC1**. This compares to 40% of the total population.



The total adult population is 3.6 million and the number which attends folk concerts is 260,000

Folk concerts - by region

59% of those who attend a folk concert regularly are **men**, 41% are **women**. This compares to 49% and 51% of the total population.

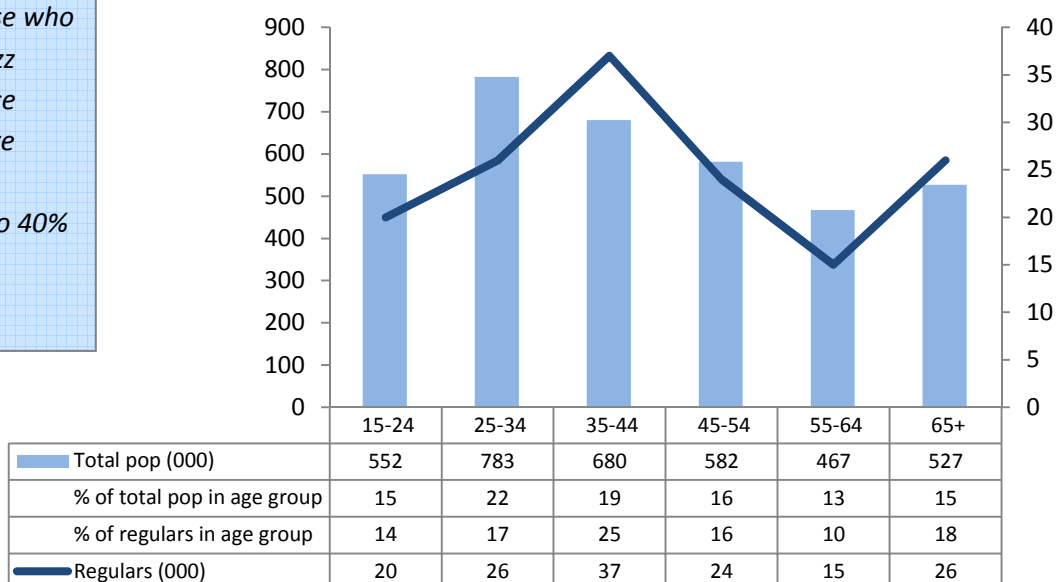


3.5 Jazz

Profile of those who attend once a year or more often

60% of those who attend a jazz performance regularly are **ABC1**. This compares to 40% of the total population.

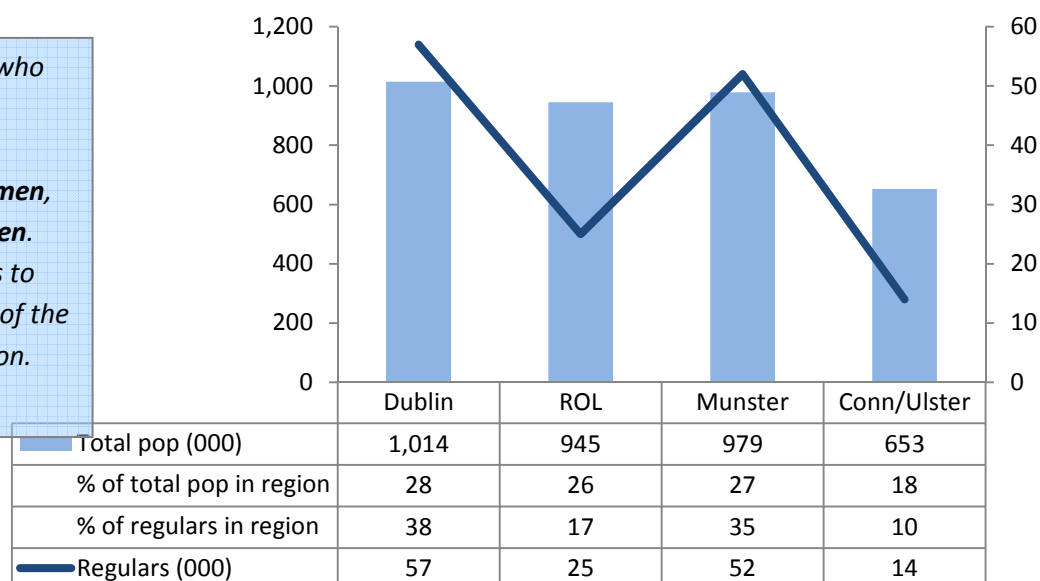
Jazz - by age



The total adult population is 3.5 million and the number which attends jazz concerts is 148,000

Jazz - by region

53% of those who attend a jazz performance regularly are **men**, 47% are **women**. This compares to 49% and 51% of the total population.

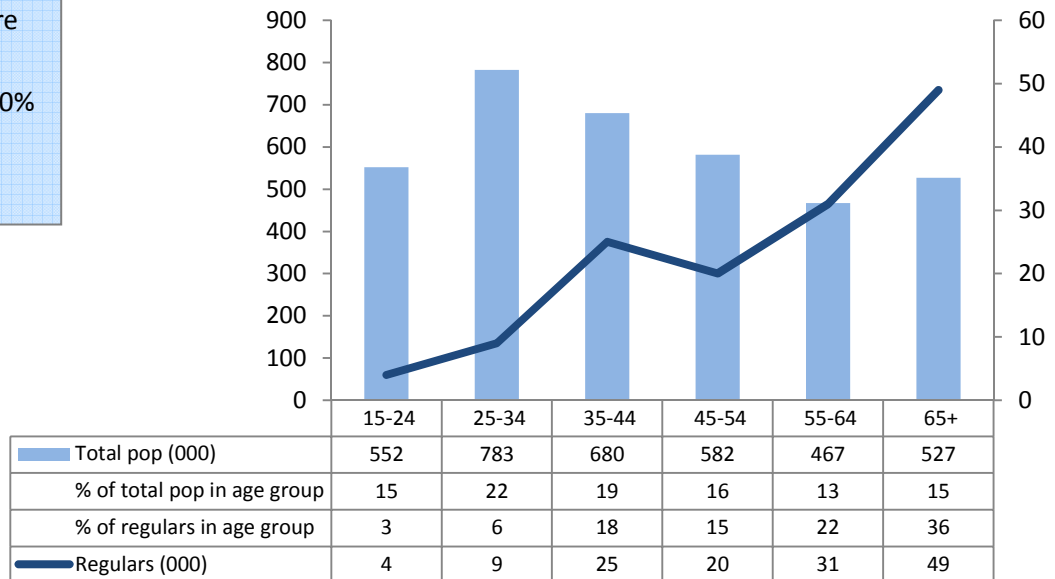


3.6 Opera

Profile of those who attend once a year or more often

64% of regular opera-goers are **ABC1**. This compares to 40% of the total population.

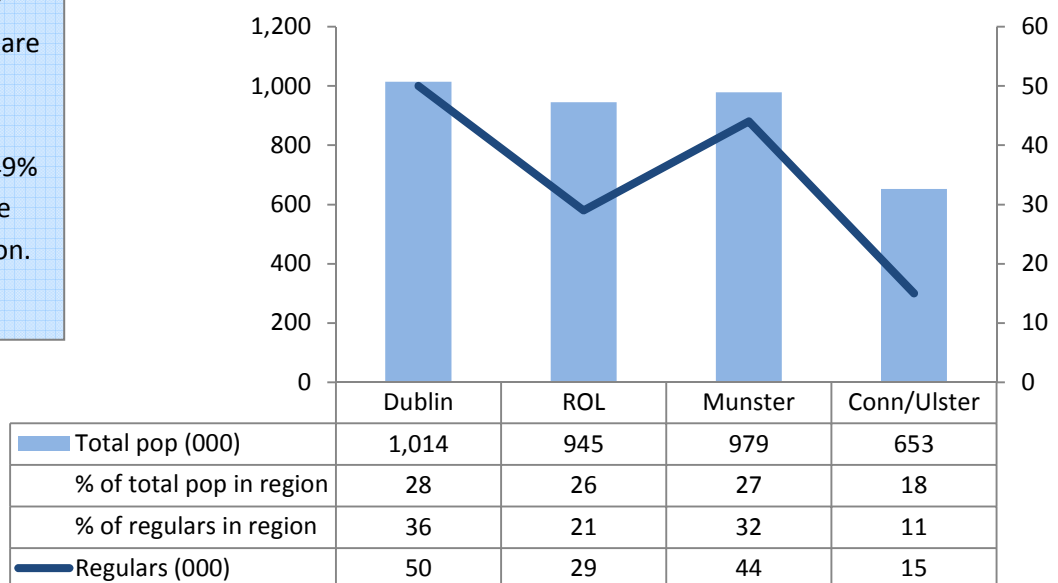
Opera - by age



The total adult population is 3.6 million and the number who go to the opera is 139,000

41% of regular theatre-goers are **men**, 59% are **women**. This compares to 49% and 51% of the total population.

Opera - by region

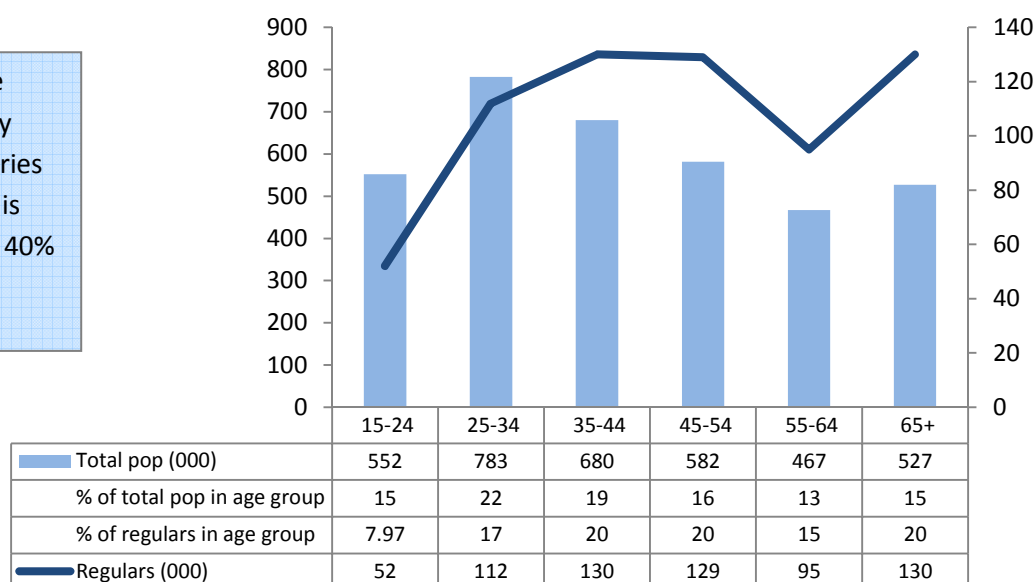


3.7 Art Galleries and art exhibitions

Profile of those who attend once a year or more often

Art galleries and art exhibitions - by age

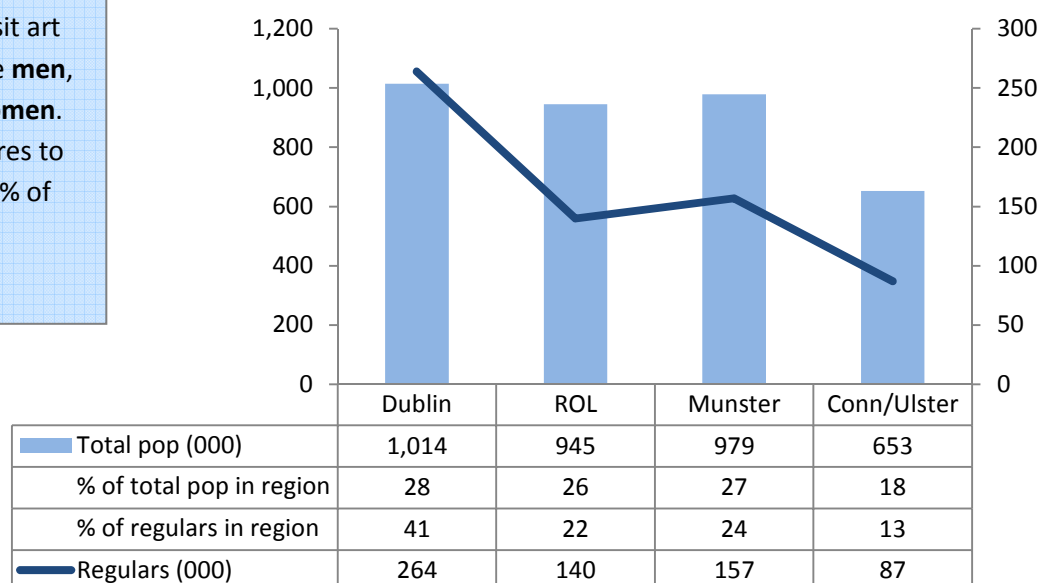
63% of those who regularly visit art galleries are **ABC1**. This compares to 40% of the total population.



The total adult population is 3.6 million and the number of people who visit art galleries is 648,000

44% of those who regularly visit art galleries are **men**, 56% are **women**. This compares to 49% and 51% of the total population.

Art galleries and art exhibitions - by region

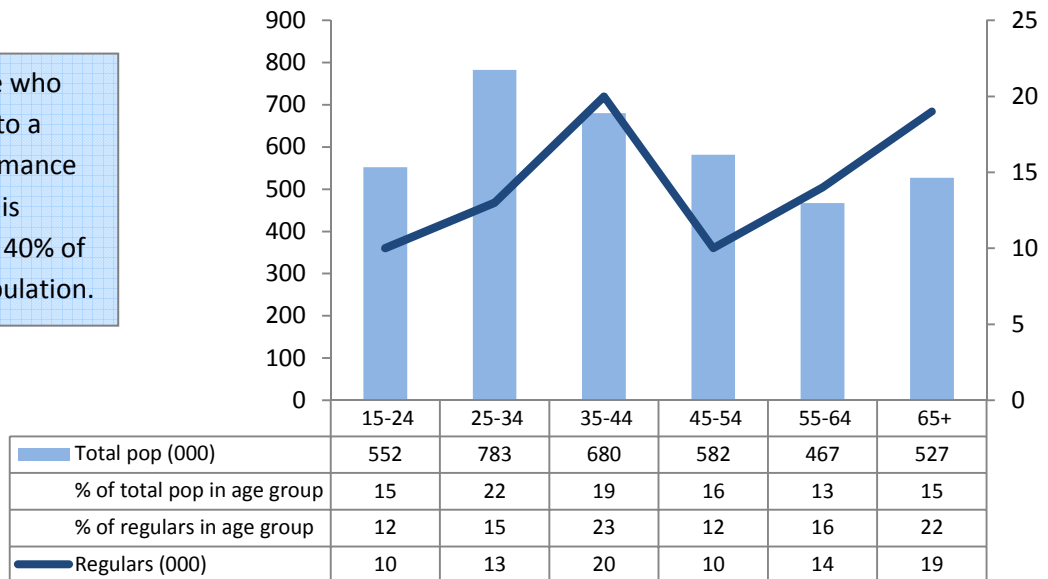


3.8 Ballet

Profile of those who attend once a year or more often

Ballet - by age

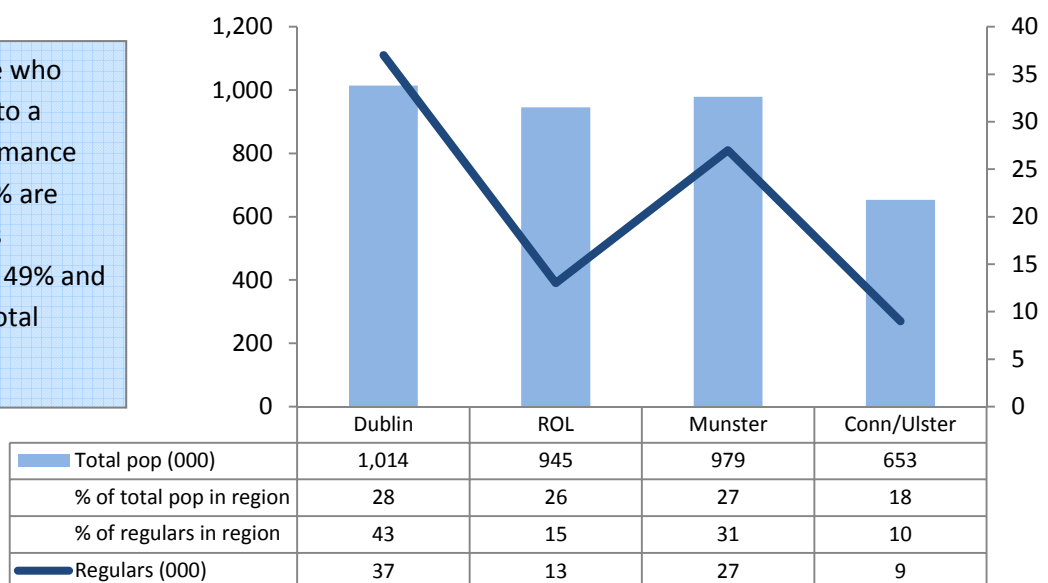
56% of those who regularly go to a ballet performance are **ABC1**, This compares to 40% of the total population.



The total adult population is 3.6 million and the number of people who go to a ballet performance is 87,000.

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.

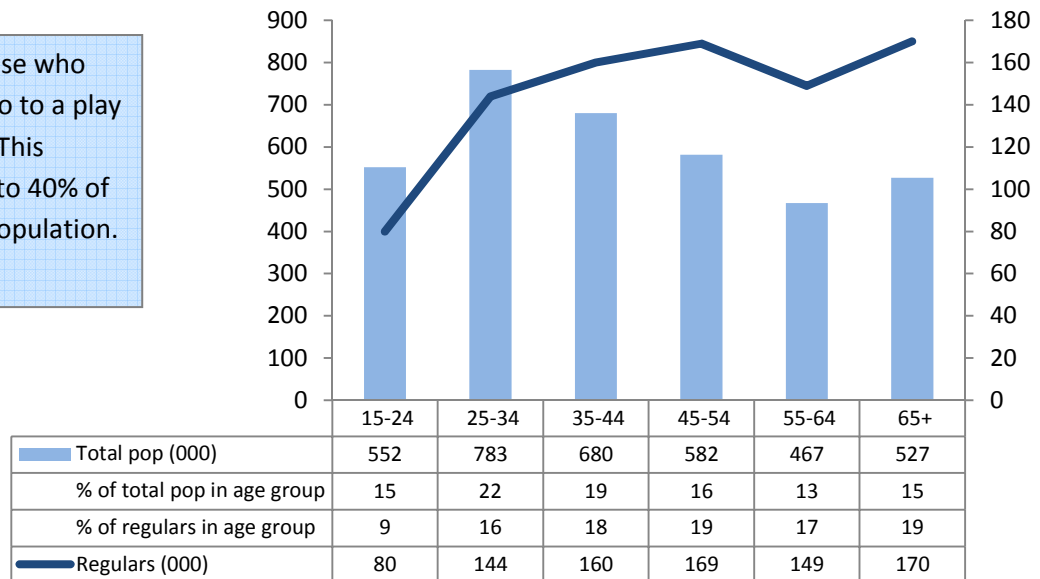


3.9 Plays

Profile of those who attend once a year or more often

Plays - by age

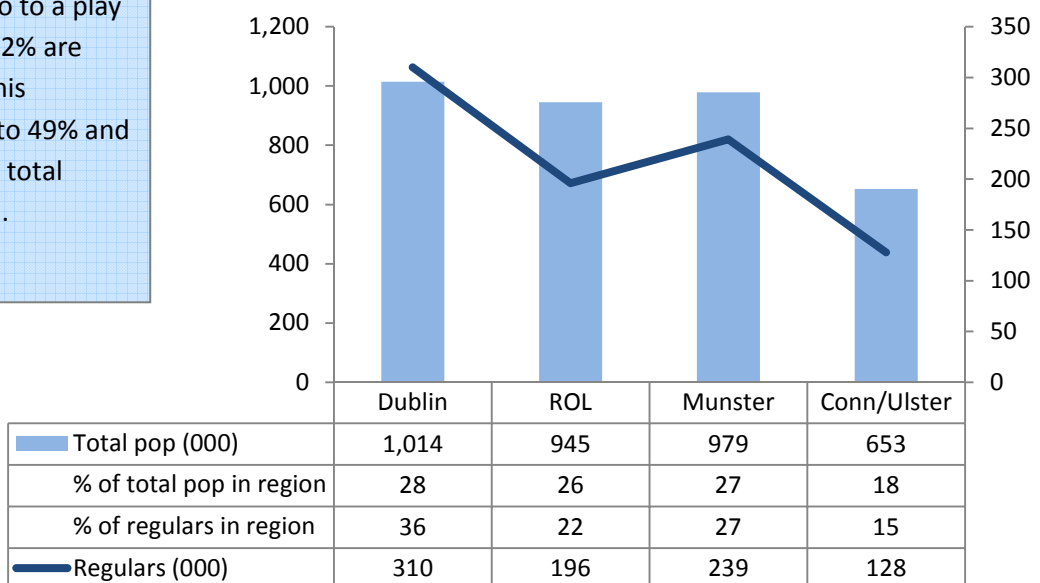
54% of those who regularly go to a play are **ABC1**, This compares to 40% of the total population.



The total adult population is 3.6 million and the number of people who go to plays is 872,000

38% of those who regularly go to a play are **men**, 62% are **women**. This compares to 49% and 51% of the total population.

Plays - by region



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 2010 and 2011 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 reports show that the majority of arts attenders log onto the internet every day or almost every day. **The reports show that direct mail and the internet, along with radio, are key communication channels for the arts.**

4 (iii) Sponsorship and fundraising

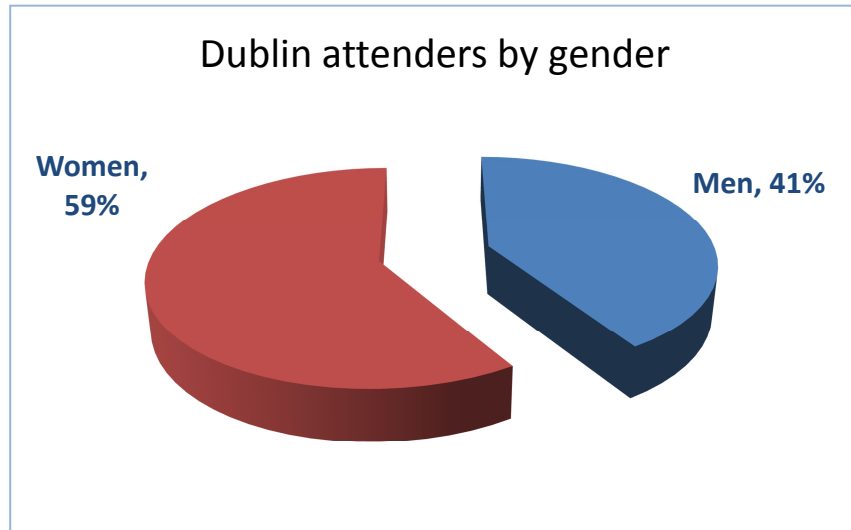
Because the Target Group Index is a single source of information about people and their behaviour, it is possible to cross-reference information about arts attenders (or attenders at a particular artform) with their use of brands and their consumer behaviour.

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.

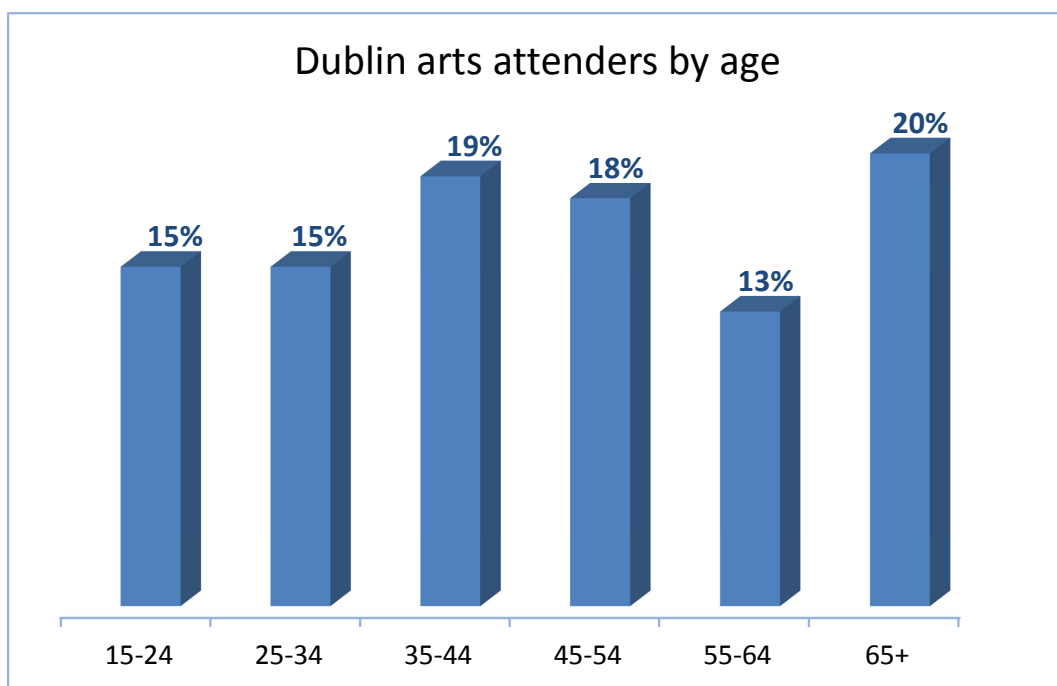
4.1.1 Dublin: demographic information

Dublin arts attenders:
539,000



Employment

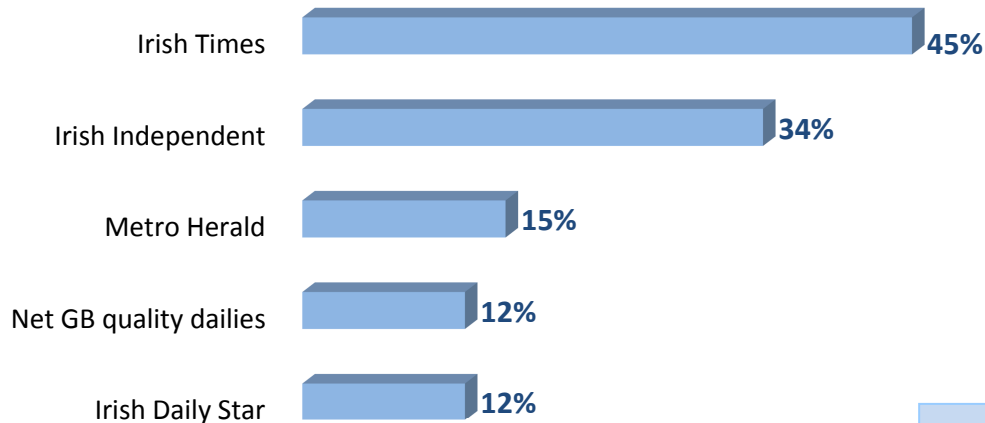
33% of Dublin regular attenders are in full time employment.



4.1.2 Dublin: media usage

Dublin arts attenders:
539,000

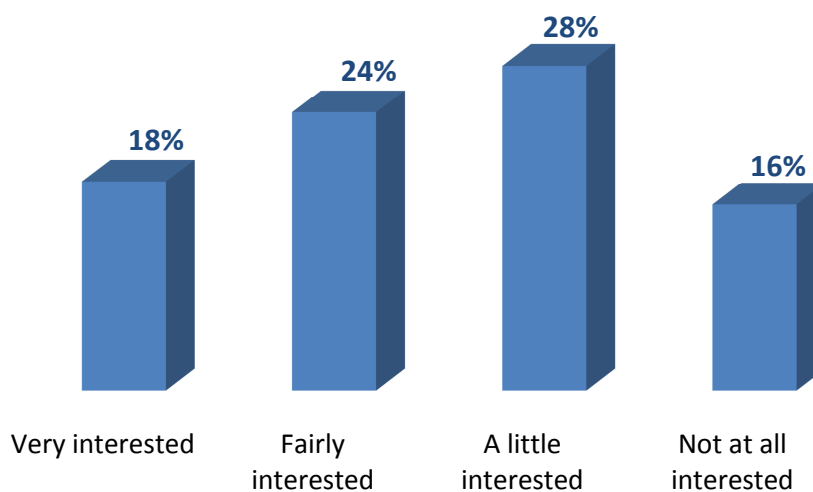
% of regular attenders who read these daily newspapers 'almost always' or 'quite often'



Newspapers:

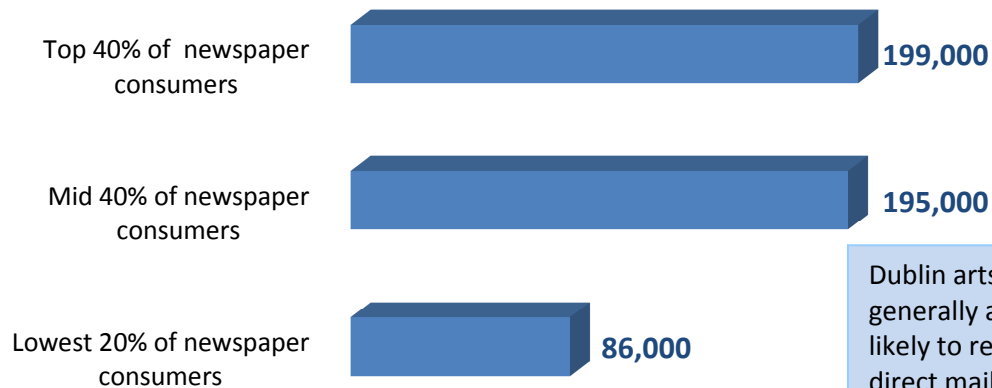
Of the 539,000 arts attenders in Dublin, 192,000 (or 36%) read a newspaper every day.

Regular attenders' interest in reading about art/theatre



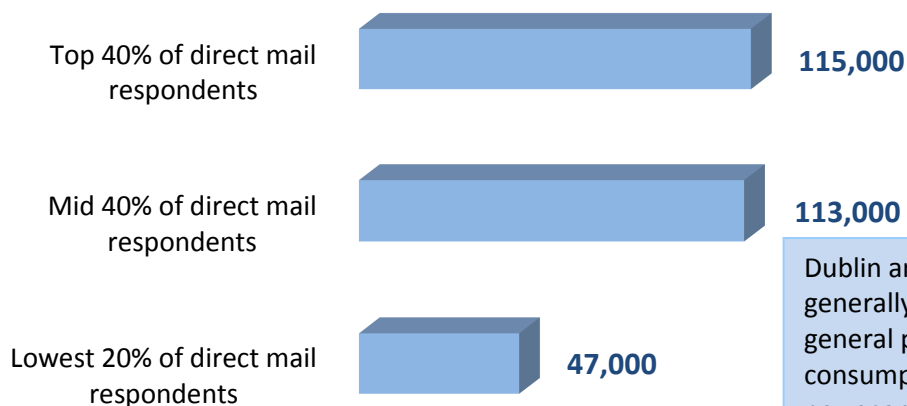
Dublin arts attenders:
539,000

Regular Dublin attenders and their newspaper readership (thousands)



Dublin arts attenders generally are more likely to respond to direct mail than the general population. They are 42% more likely than the general population to be the most responsive to direct mail.

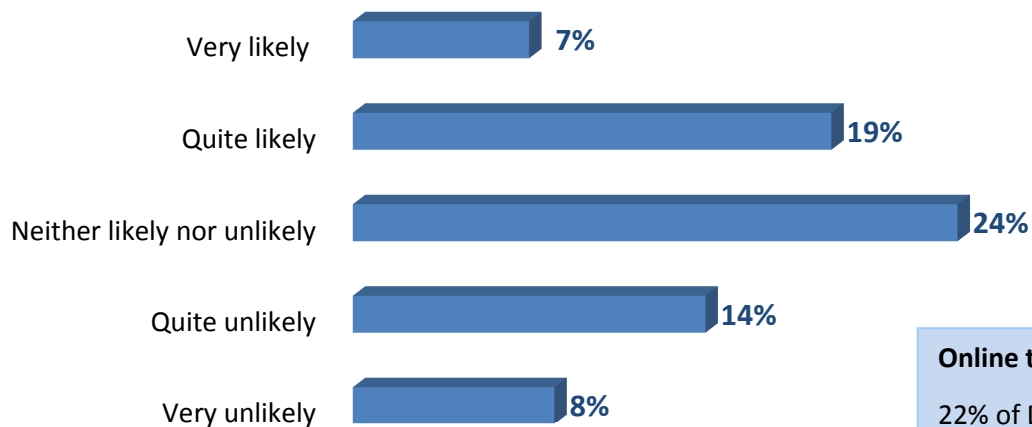
Regular Dublin attenders and their responsiveness to direct mail (thousands)



Dublin arts attenders generally are similar to the general population in their consumption of newspapers. They are most likely to be in the middle 40% of newspaper consumers (neither the heaviest nor the lightest consumers of newspapers).

Dublin arts attenders:
539,000

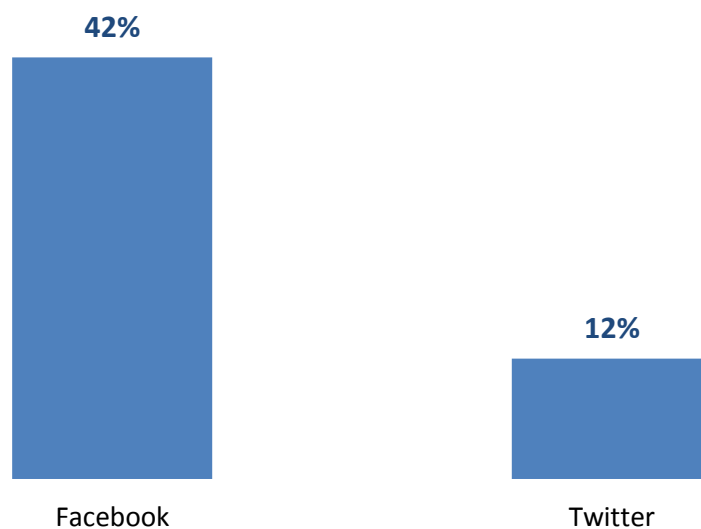
Likelihood of convincing others about the arts/theatre



Online ticket purchase

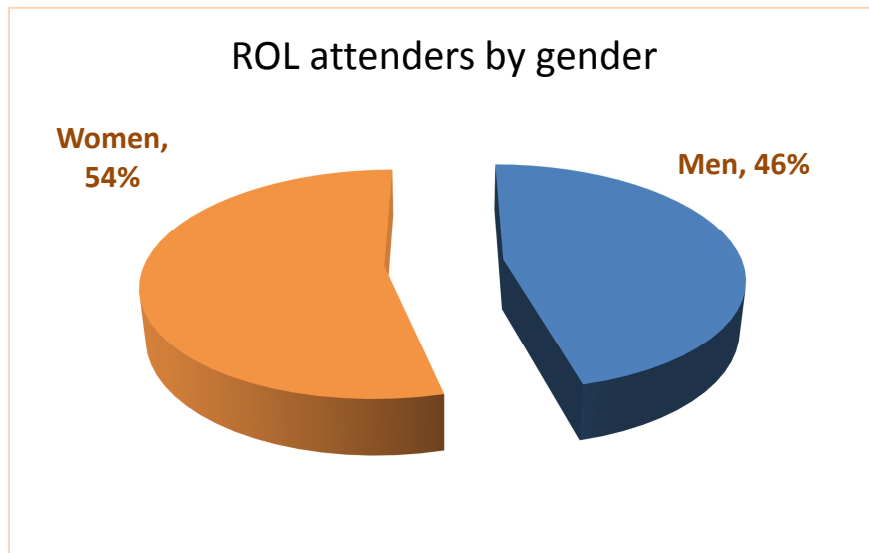
22% of Dublin attenders regularly purchase tickets for events online and 22% occasionally purchase tickets for events online

% of Dublin attenders who use these social media tools regularly



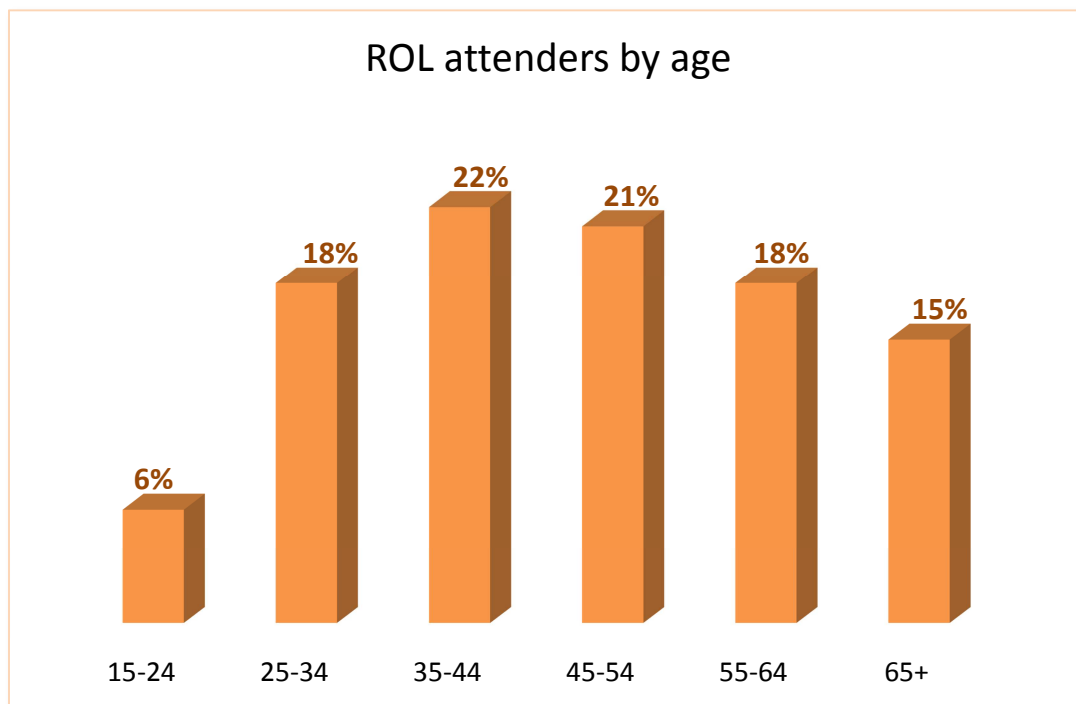
4.2.1 Rest of Leinster: demographic information

**Rest of Leinster arts
attenders: 346,000**



Employment

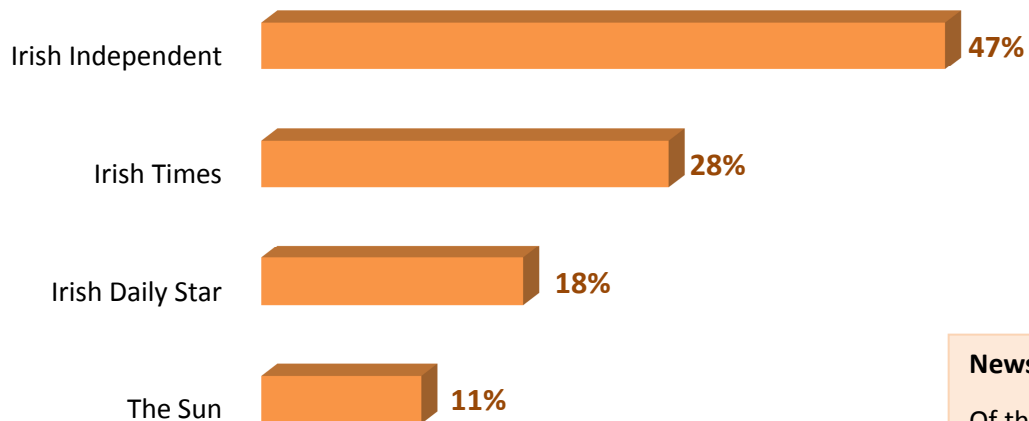
34% of ROL regular attenders are in full time employment.



4.2.2 Rest of Leinster: media usage

**Rest of Leinster arts
attenders: 346,000**

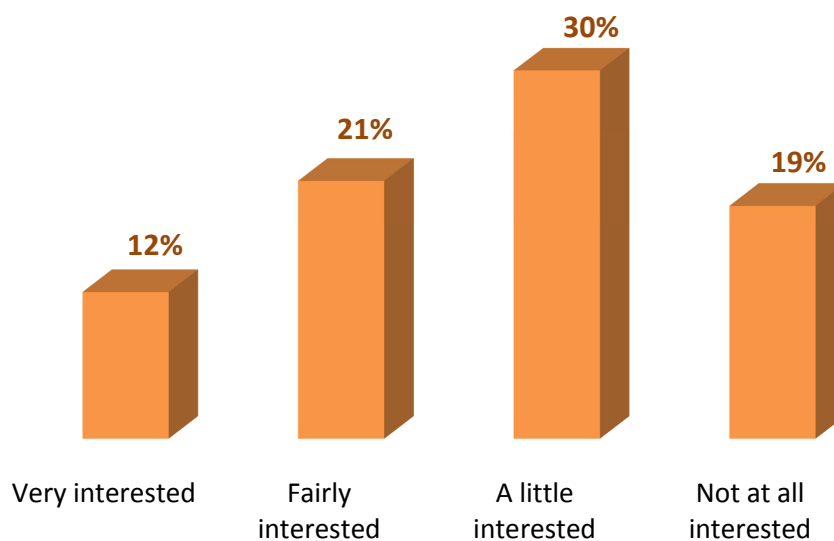
% of ROL regular attenders who read these daily newspapers 'almost always' or 'quite often'



Newspapers:

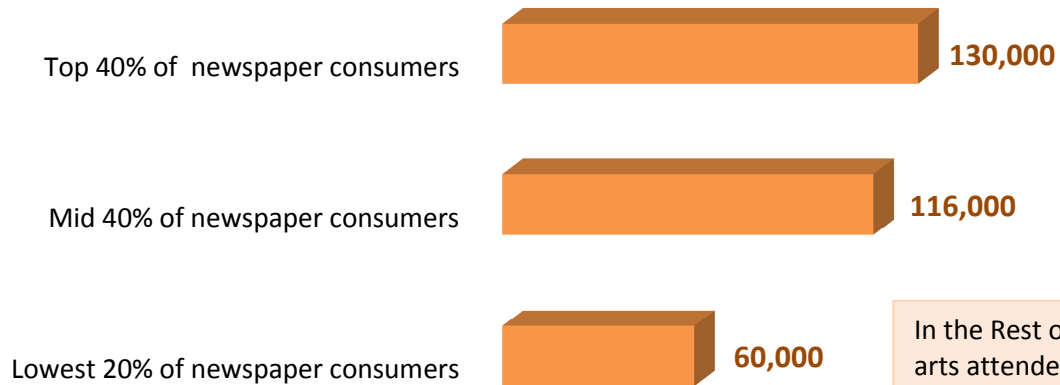
Of the 346,000 adults in ROL, 106,000 (or 31%) read a newspaper every day.

Regular ROL attenders' interest in reading about art/theatre



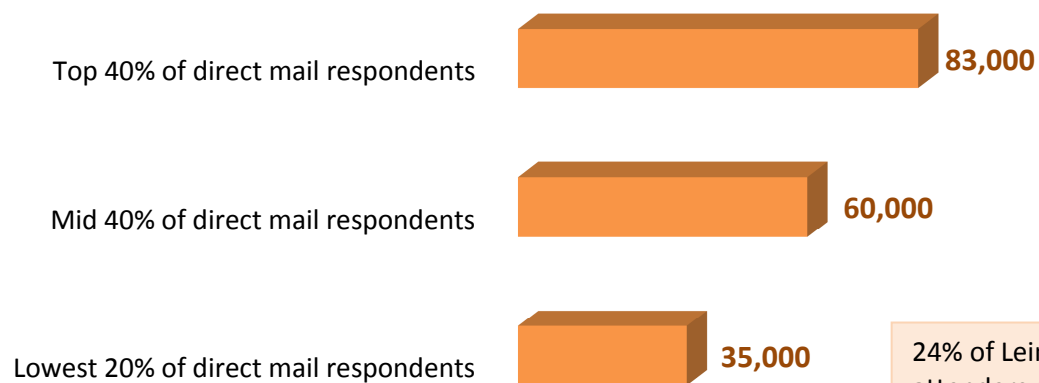
**Rest of Leinster arts
attenders: 346,000**

Regular ROL attenders and their newspaper readership (thousands)



In the Rest of Leinster, arts attenders are broadly similar to the general population on newspaper consumption, with a small likelihood that they consume more.

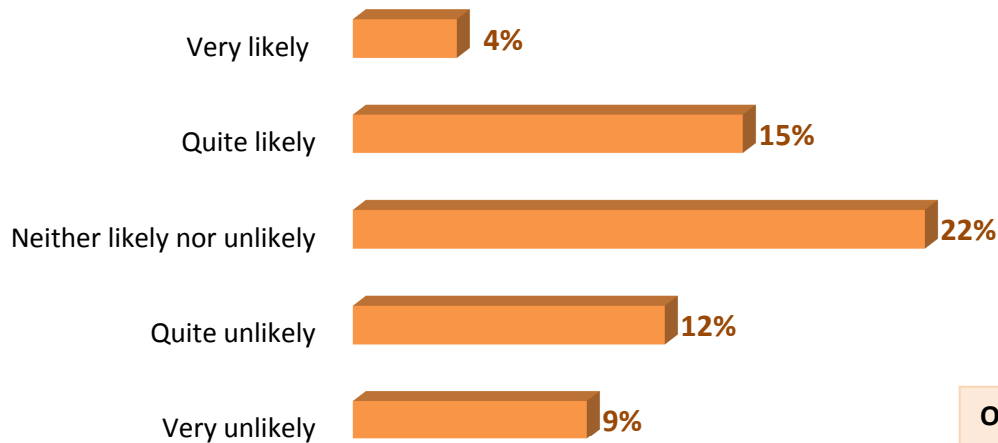
Regular ROL attenders and their responsiveness to direct mail (thousands)



24% of Leinster arts attenders are in the top two groups for responsiveness to direct mail.

**Rest of Leinster arts
attenders: 346,000**

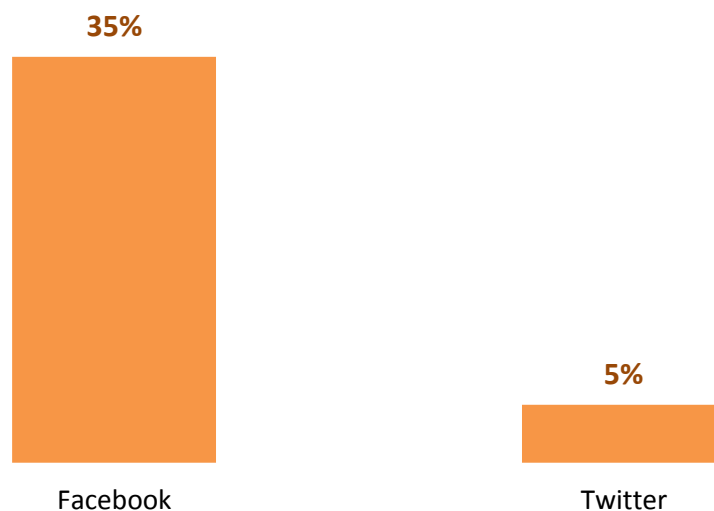
Likelihood to convince others about the arts/theatre



Online ticket purchase

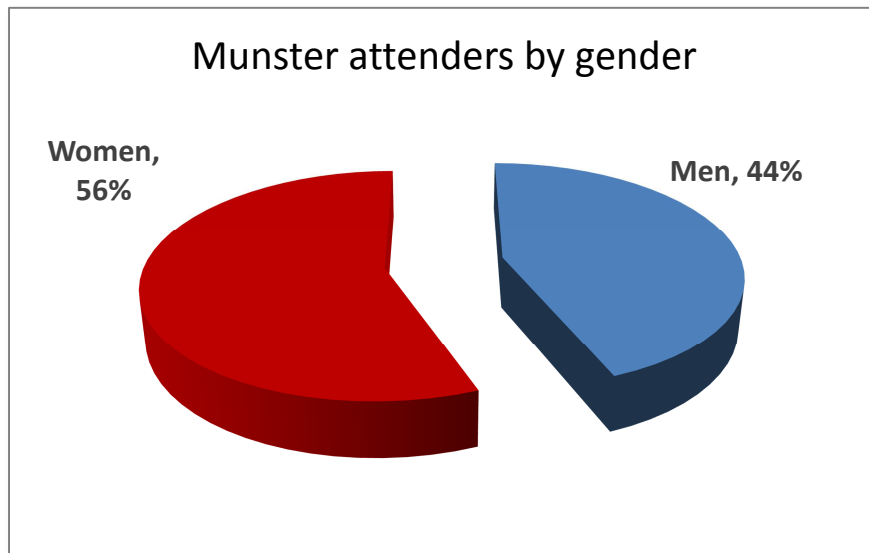
21% of ROL attenders regularly purchase tickets for events online and 20% occasionally purchase tickets for events online

% of ROL attenders who use these social media tools regularly



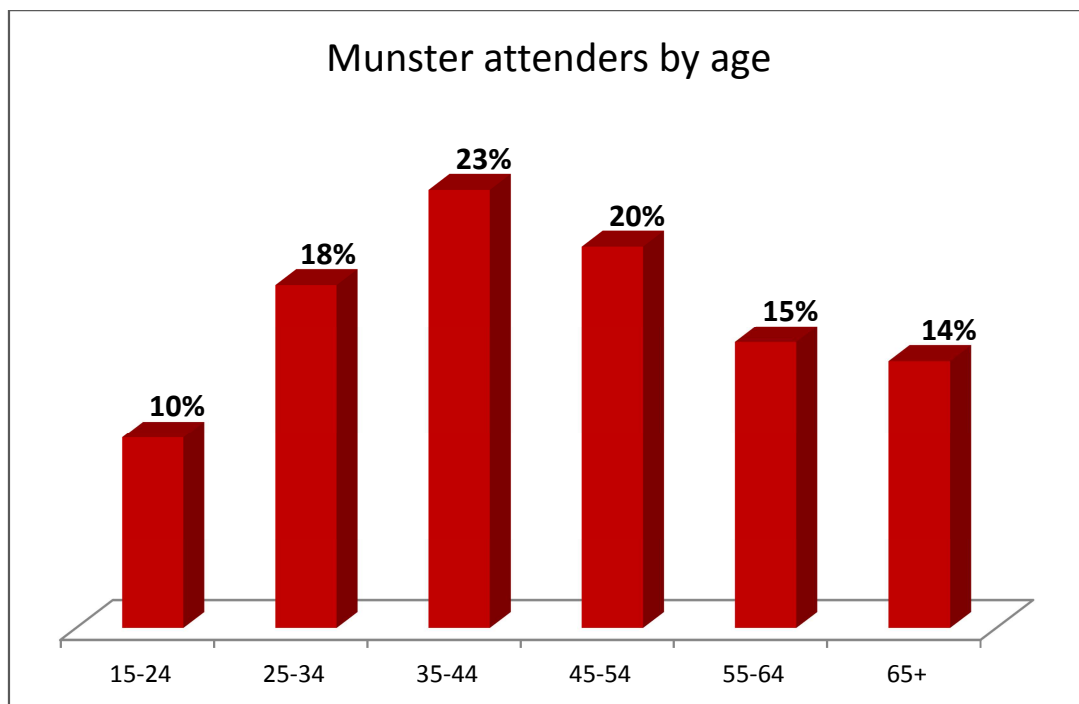
4.3.1 Munster: demographic information

Munster arts attenders:
439,000



Employment

40% of Munster regular attenders are in full time employment.

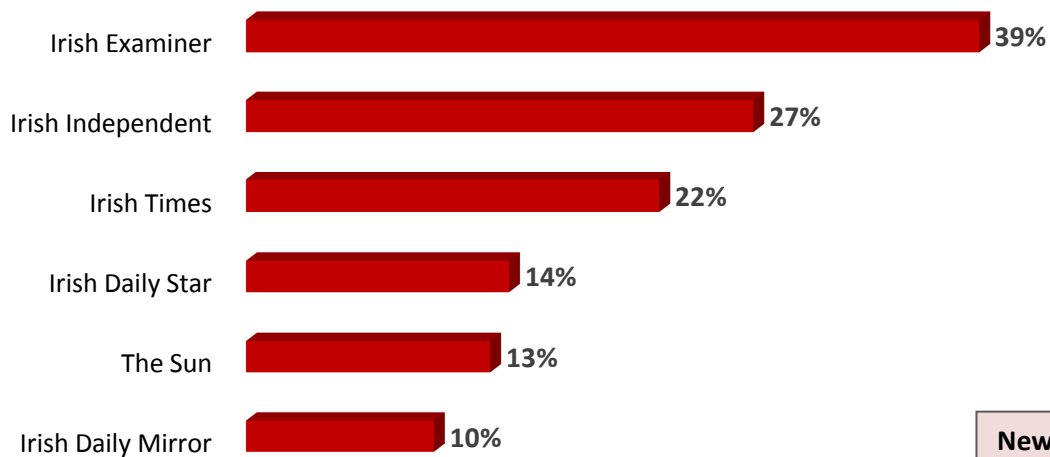


4.3.2 Munster: media usage

Munster arts attenders:

439,000

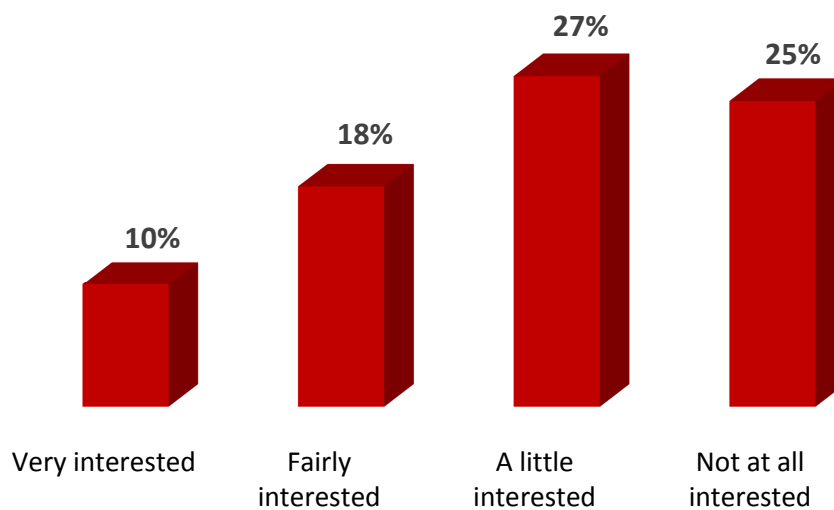
% of regular Munster attenders who read these daily newspapers 'almost always' or 'quite often'



Newspapers

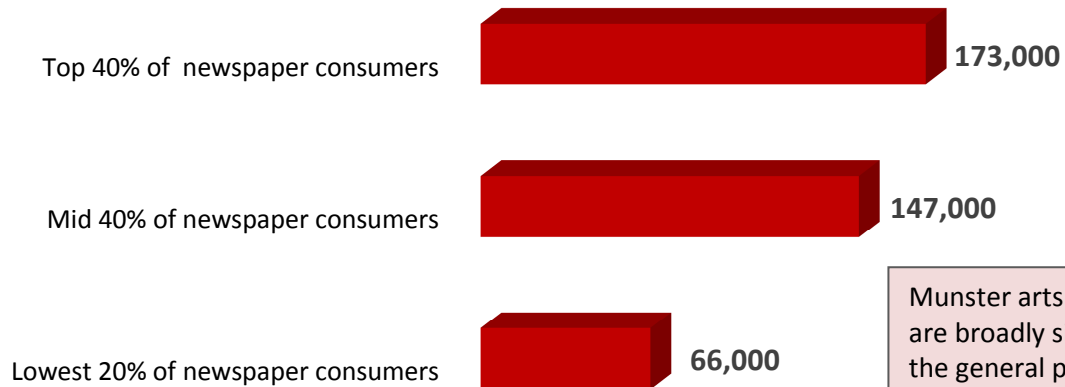
Of the 439,000 arts attenders in Munster, 171,000 or 39% read a newspaper every day.

Regular Munster attenders' interest in reading about art/theatre



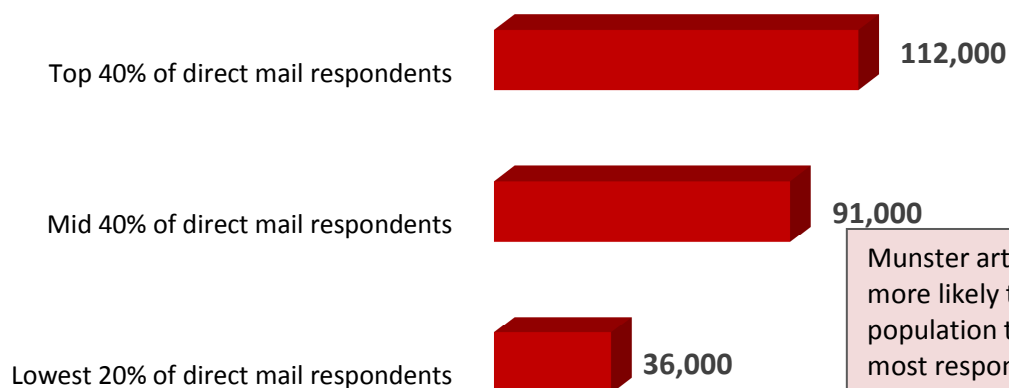
Munster arts attenders:
439,000

Regular Munster attenders and their newspaper readership (thousands)



Munster arts attenders are broadly similar to the general population in newspaper consumption.

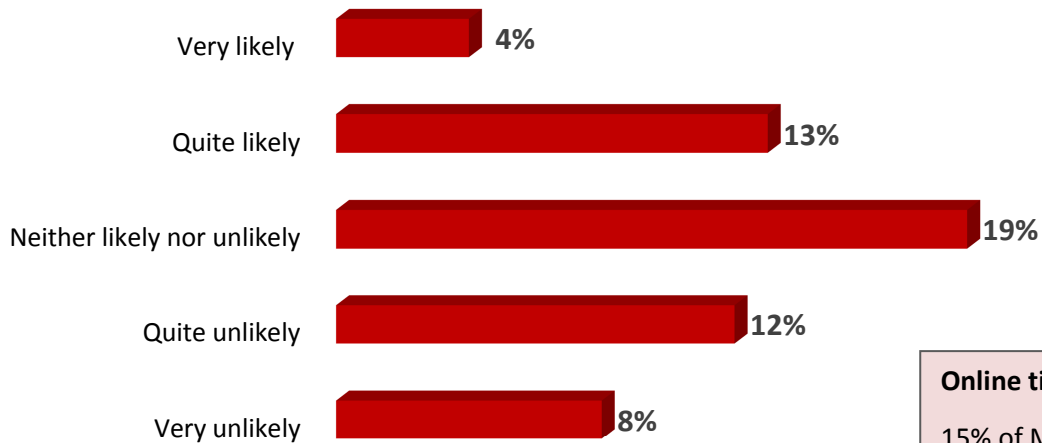
Regular Munster attenders and their responsiveness to direct mail (thousands)



Munster arts attenders are 70% more likely than the general population to be in the group most responsive to direct mail; and 36% more likely on average to be in the next most responsive groups. Munster arts attenders display a responsiveness to direct mail which is greater than that in other regions.

Munster arts attenders:
439,000

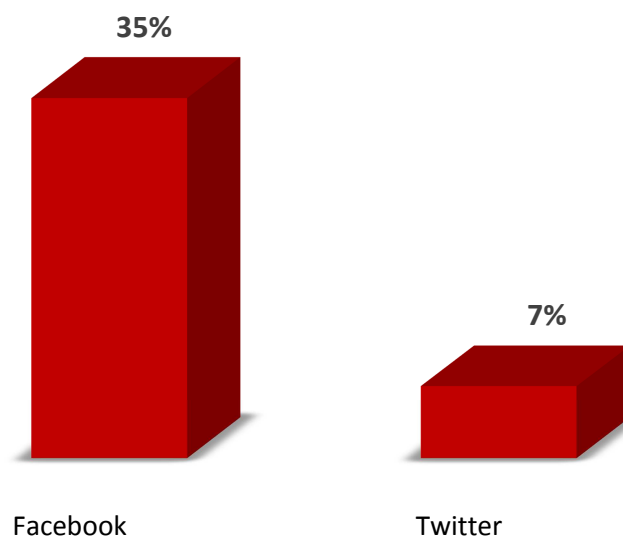
Likelihood of convincing others about the arts/theatre



Online ticket purchase

15% of Munster attenders regularly purchase tickets for events online and 20% occasionally purchase tickets for events online.

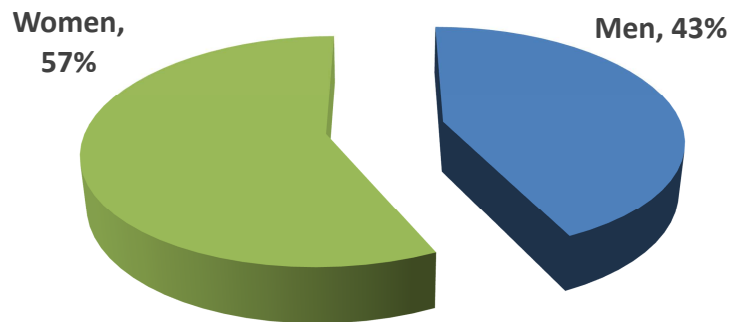
% of Munster attenders who use these social media tools regularly



4.4.1 Connaught/Ulster: demographic information

**Connacht/Ulster arts
attenders: 228,000**

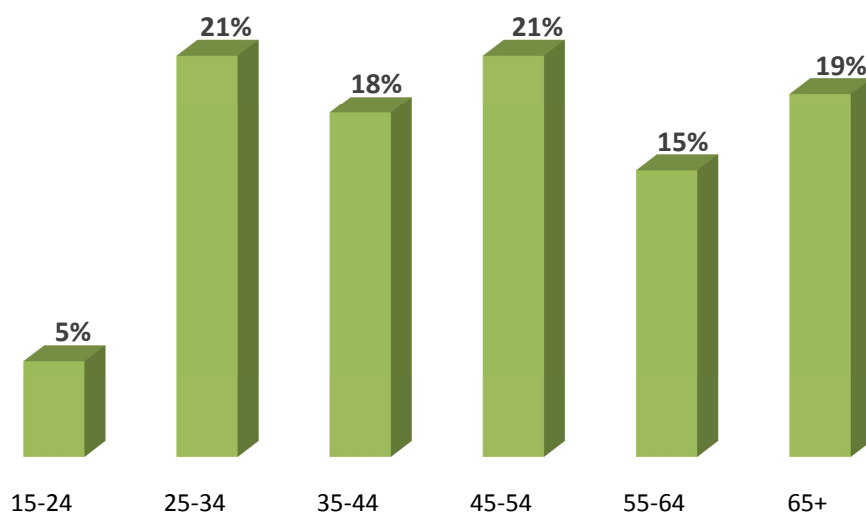
Connacht/Ulster attenders by gender



Employment

42% of regular arts attenders in Connacht/Ulster are in full time employment.

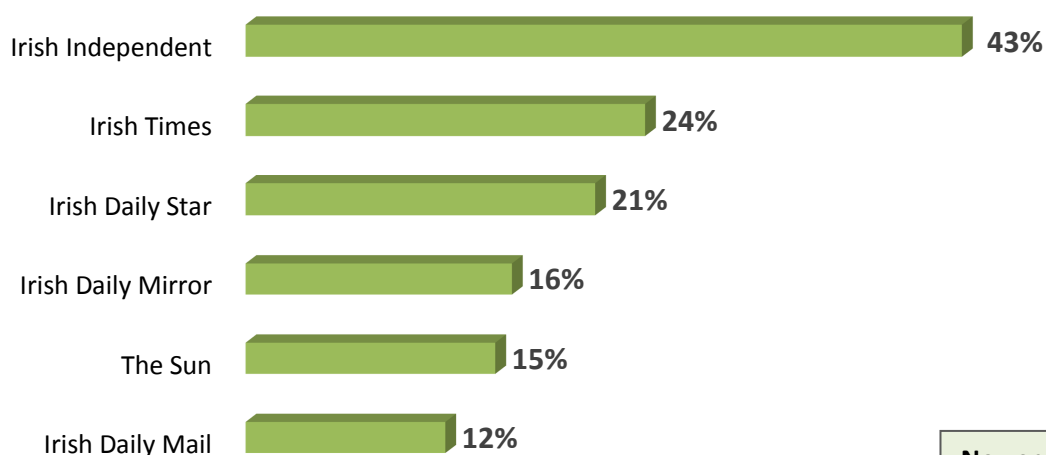
Connacht/Ulster attenders by age



4.4.2 Connaught/Ulster: media usage

**Connacht/Ulster arts
attenders: 228,000**

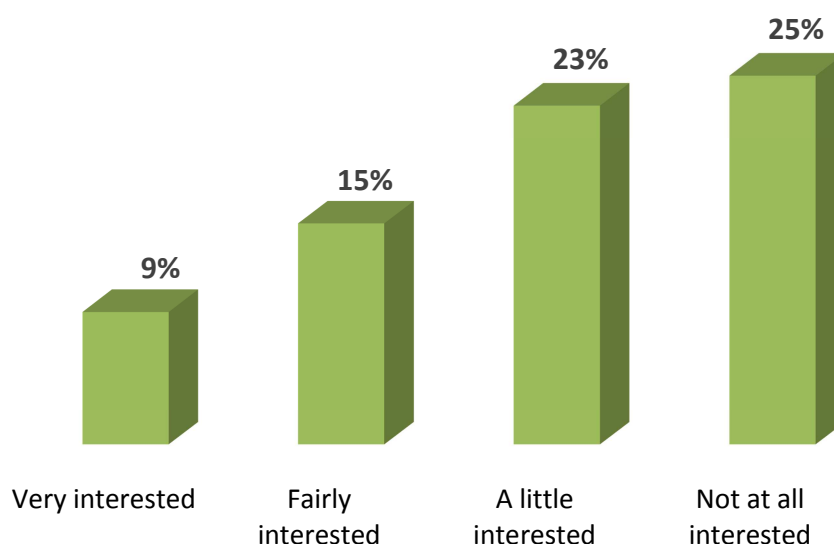
% of regular attenders who read these daily newspapers 'almost always' or 'quite often'



Newspapers

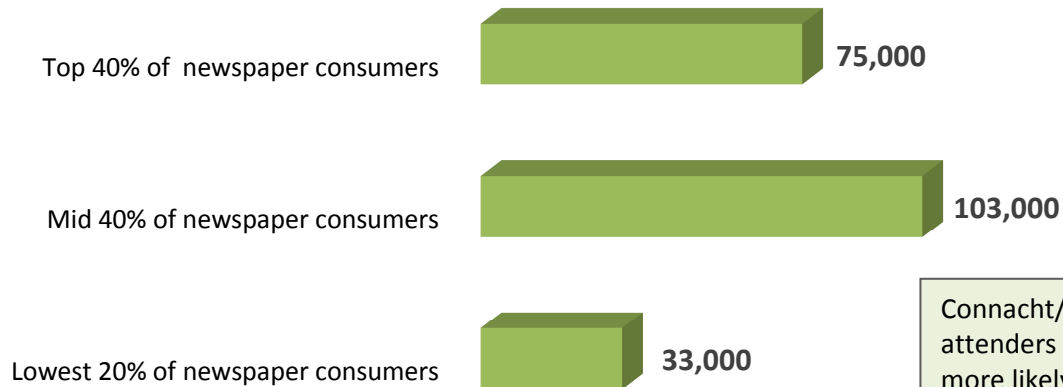
Of the 228,000 arts attenders in Connaught/Ulster, 66,000 or 29% read a newspaper every day.

Regular attenders' interest in reading about art/theatre



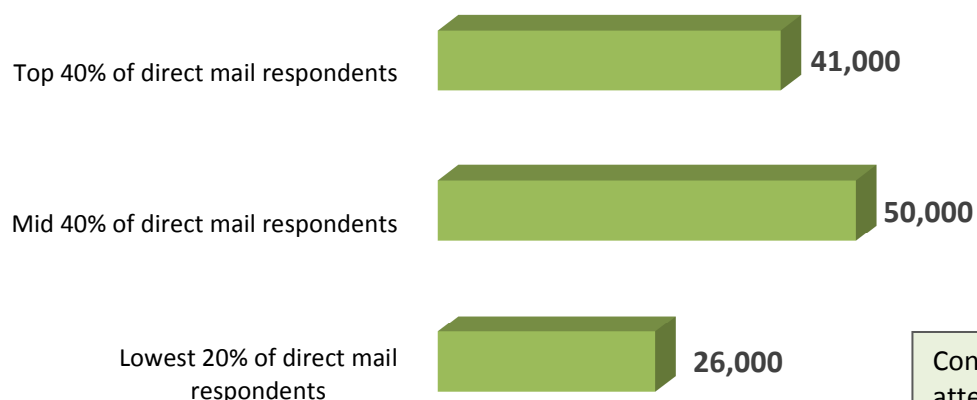
**Connacht/Ulster arts
attenders: 228,000**

Regular Connaught/Ulster arts attenders and their newspaper readership (thousands)



Connacht/Ulster arts attenders are slightly more likely than the general population to be in the higher groups for newspaper consumption.

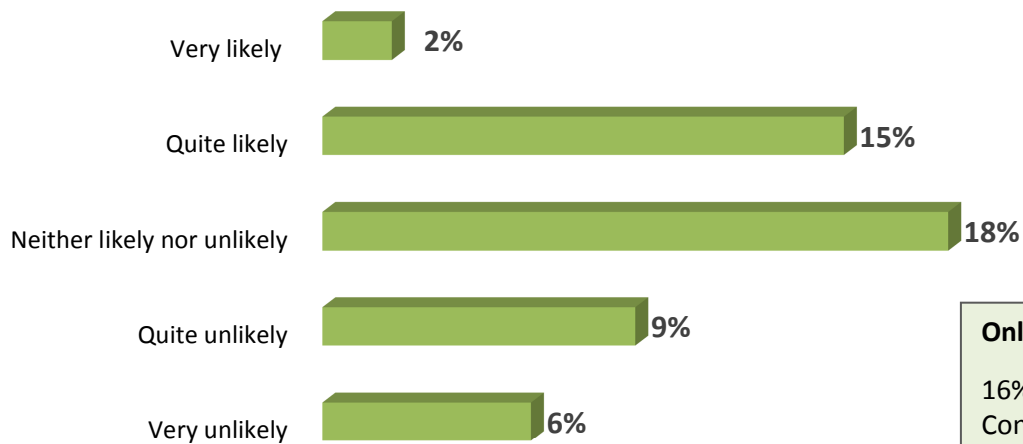
Regular Connaught/Ulster attenders and their responsiveness to direct mail (thousands)



Connacht/Ulster arts attenders are more likely to be in the groups which are responsive to direct mail.

**Connacht/Ulster arts
attenders: 228,000**

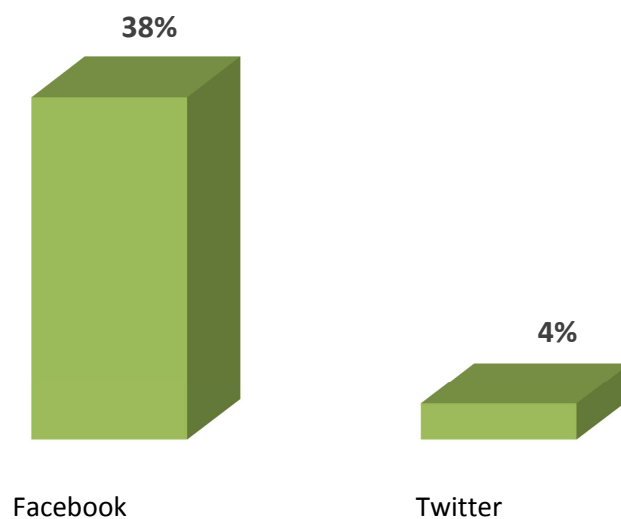
Likelihood of convincing others about the arts/theatre



Online ticket purchase

16% of Connaught/Ulster attenders regularly purchase tickets for events online and 14% occasionally purchase tickets for events online.

% of Connaught/Ulster attenders who use these social media tools regularly



Chapter 5: Additional information

5.1 Introduction

In generating the reports contained in this document, other interesting information comes 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.

5.2 Direct mail is a key channel of communication for arts attenders

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

21% of arts attenders are in the group **most likely to respond to direct mail** and a further **11% are in the next most likely group.** Please note that direct mail is mail addressed to a specific person who has requested that they be sent information, not unaddressed mail.

Arts attenders are 63% more likely than the general population **to respond to an email by buying something** and 14% more likely than others to ask for more information from an email.

Arts attenders also respond to leaflets through the letterbox, with 106,000 adults or 7% of all arts attenders saying they had bought something from a leaflet through the letterbox.

5.3 Brand of mobile phone

188,000 adults in Ireland report that they have an Apple iPhone and of these 106,000 or 56% are regular arts attenders (people who report that they attend once a year or more often than that). **Arts attenders are 31% more likely to have an iPhone** than the general population.

5.4 Cinema attendance

295,000 regular arts attenders are heavy cinemagoers who go once a month or more often than that. A further 675,000 (or 43% of all arts attenders) go to the cinema 2-3 times a year.

5.5 Dublin bikes

36,000 adults or 2% of all arts attenders in the country had used a Dublin bike. **Of those in Dublin who had used a Dublin bike, 72% are arts attenders.**

5.6 University graduation

28% of all regular arts attenders have a university degree up to PhD Level. University graduates are 41% more likely to be arts attenders than the general population.

A further 28% of arts attenders have another third level qualification and **19% of arts attenders or 300,000 adults are students**, reporting that they are still studying for a qualification.

59% of arts attenders who are also university graduates report that their summary income is €45,000 p.a. or more.

THE END

This report was produced in October 2011 by Arts Audiences.

All data ROI TGI (c) Kantar Media UK Ltd.