



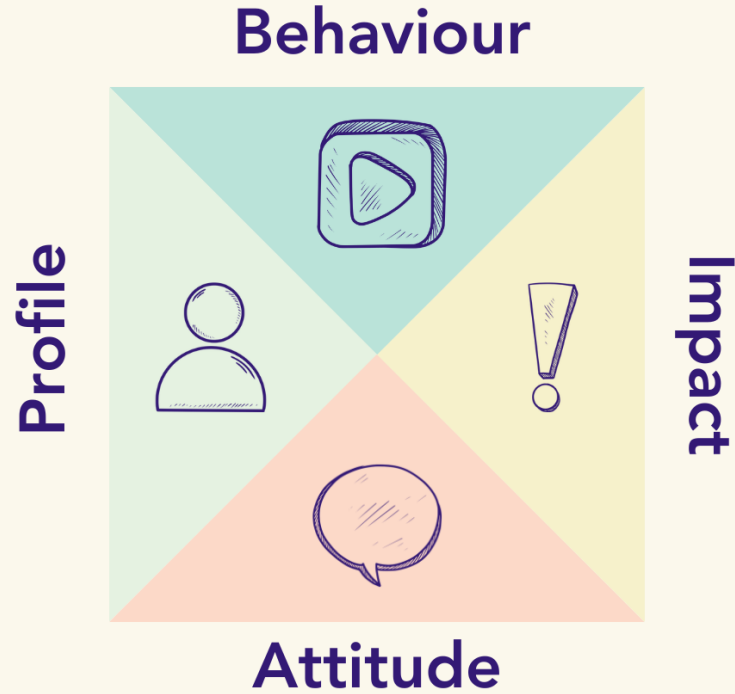
Building a stronger
performing arts
community in Ireland.

Audience Insights

How?

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

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

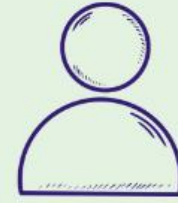


So what?
What impact are you having? What has changed because of what you're doing?

Why?

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

Profile



- Where can I find ... ?
- What does my area need?

Census Interactive Mapping tool

- <https://visual.cso.ie/?body=entity/ima/cop/2022>

The screenshot shows the CSO Visual interface for the Census Mapping tool. At the top left is the logo for An Phríomh-Oifig Staidrimh (Central Statistics Office). The page title is "Census Mapping". Below the title is a description: "Use our interactive map to explore detailed census data for an area of interest. Select an area and browse the themes (below the map) to see the wide range of data available in this app, previously known as SAPmap (Small Area Population map). Use the 'Area' dropdown to select different sizes or types of areas from Small Areas (neighbourhoods) to Counties and more. The Areas available to select will change for different census years. For demonstrations on how to use the features of this Census Mapping app, please visit the Census Mapping Resources page on the CSO website." The interface includes a "Year" dropdown set to "2022", an "Areas" dropdown set to "Small Areas", and three buttons: "Single Area" (selected), "Multi Area", and "Radius". Below these are search fields: "Search Pick an Area" and "Search for an address or eircode...", along with a "Use my location" button. On the right side, there are social media sharing icons for Facebook, Twitter, Pinterest, Email, and a share icon.

An Phríomh-Oifig Staidrimh Central Statistics Office

CSO Visual

Census Mapping

Use our interactive map to explore detailed census data for an area of interest. Select an area and browse the themes (below the map) to see the wide range of data available in this app, previously known as SAPmap (Small Area Population map).

Use the 'Area' dropdown to select different sizes or types of areas from Small Areas (neighbourhoods) to Counties and more. The Areas available to select will change for different census years.

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Year 2022

Areas Small Areas

Single Area Multi Area Radius

Search Pick an Area

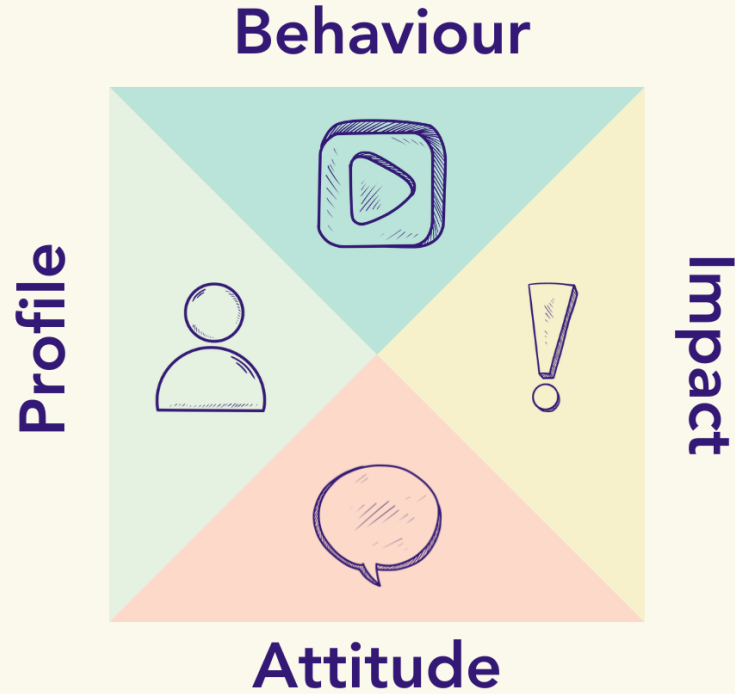
Search for an address or eircode...

Use my location

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Audience Insights - data

- Box office data
- 11 Insights collected annually
- What member organisations asked for
- 2023 compared with 2022 and 2019
- You extract the data now
- Results in May
- I will be the only person to see your data

**What do we
need to know?**

How are we doing?

- Tickets sold: ↓28%
- Gross ticket income: ↓19% **NEW**
- Average price paid: ↑13%

Are we really doing less?

- Seats put on sale: ↓25%
- Number of events **NEW**

Are people still spending less?

- Annual spend per customer: ↓5%
- One event only: 77% (↑1%)
- One more visit each = ↑€10m

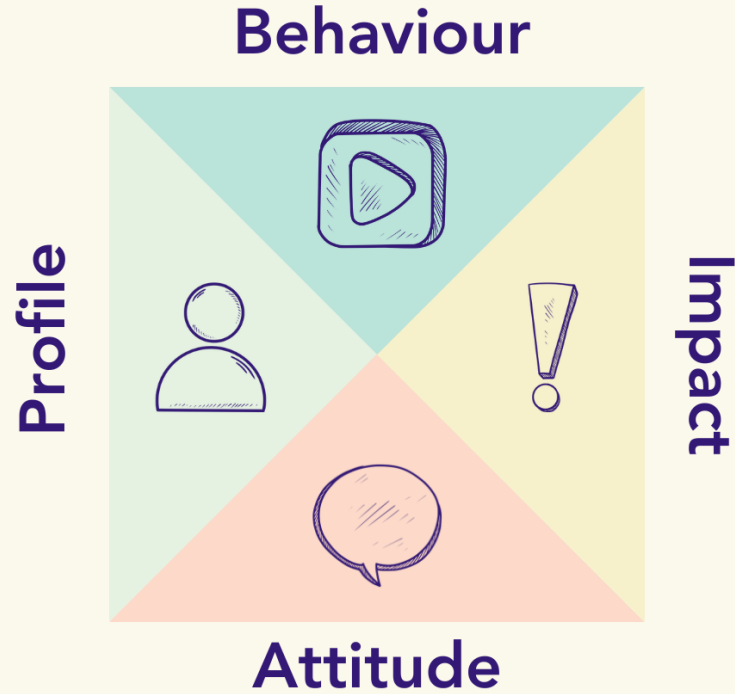
Are we keeping people year on year?

- First time ticket buyers 2022: ↑ 6%
- 2019: 31% kept
- Can we communicate with them?
 - 42% in 2022

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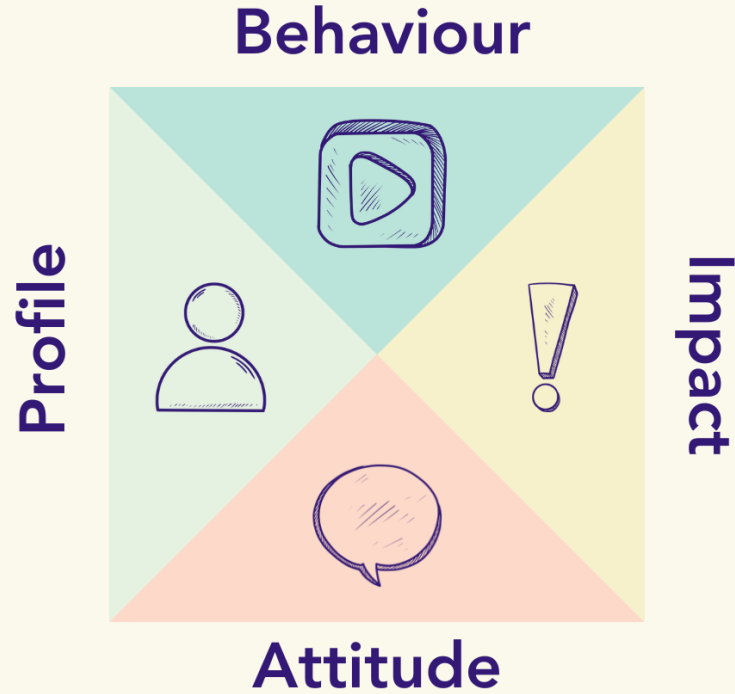
Audience Experience Survey

Post-show survey sent out automatically
from your box office system

How?

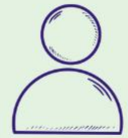
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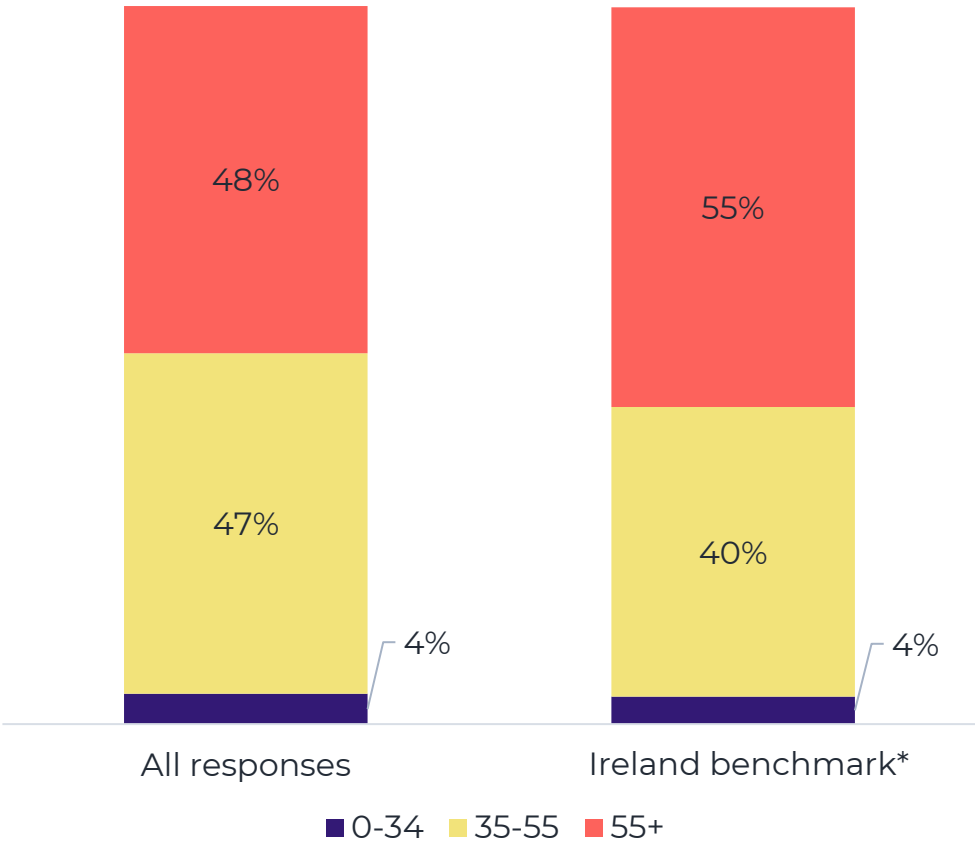
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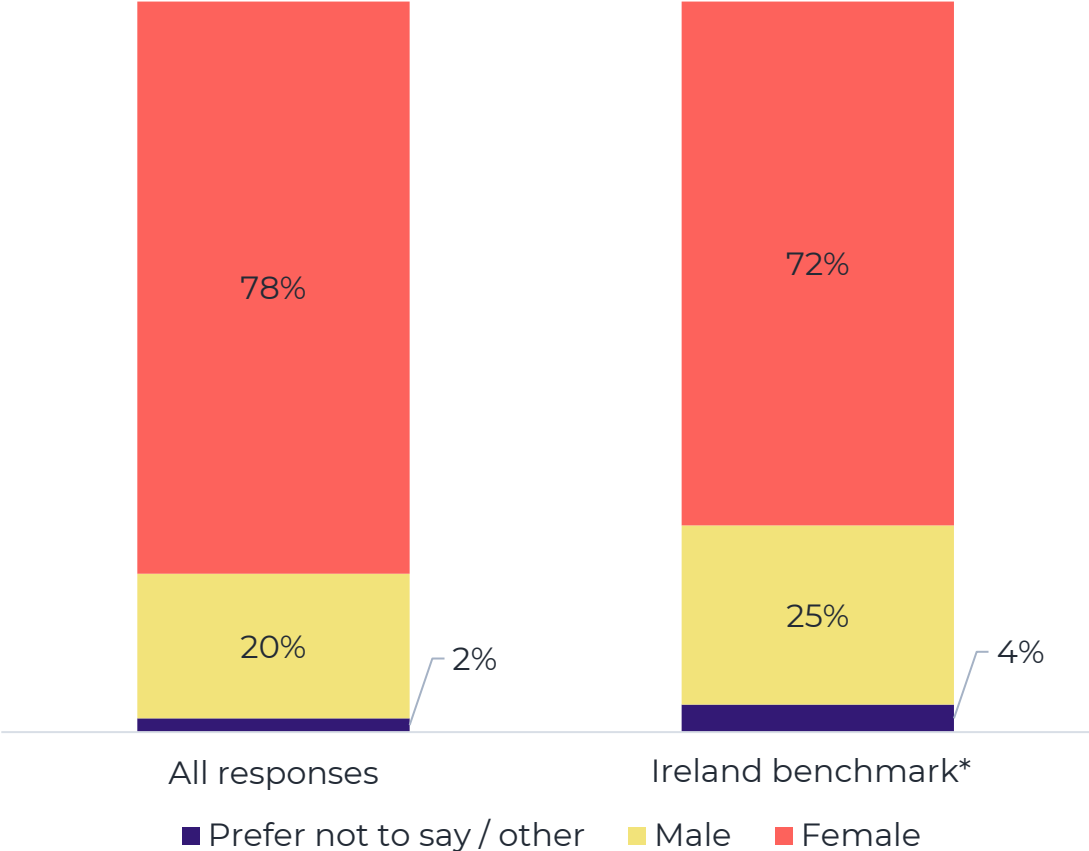


Profile: age and gender

How old are you?

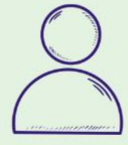


How would you describe your gender?



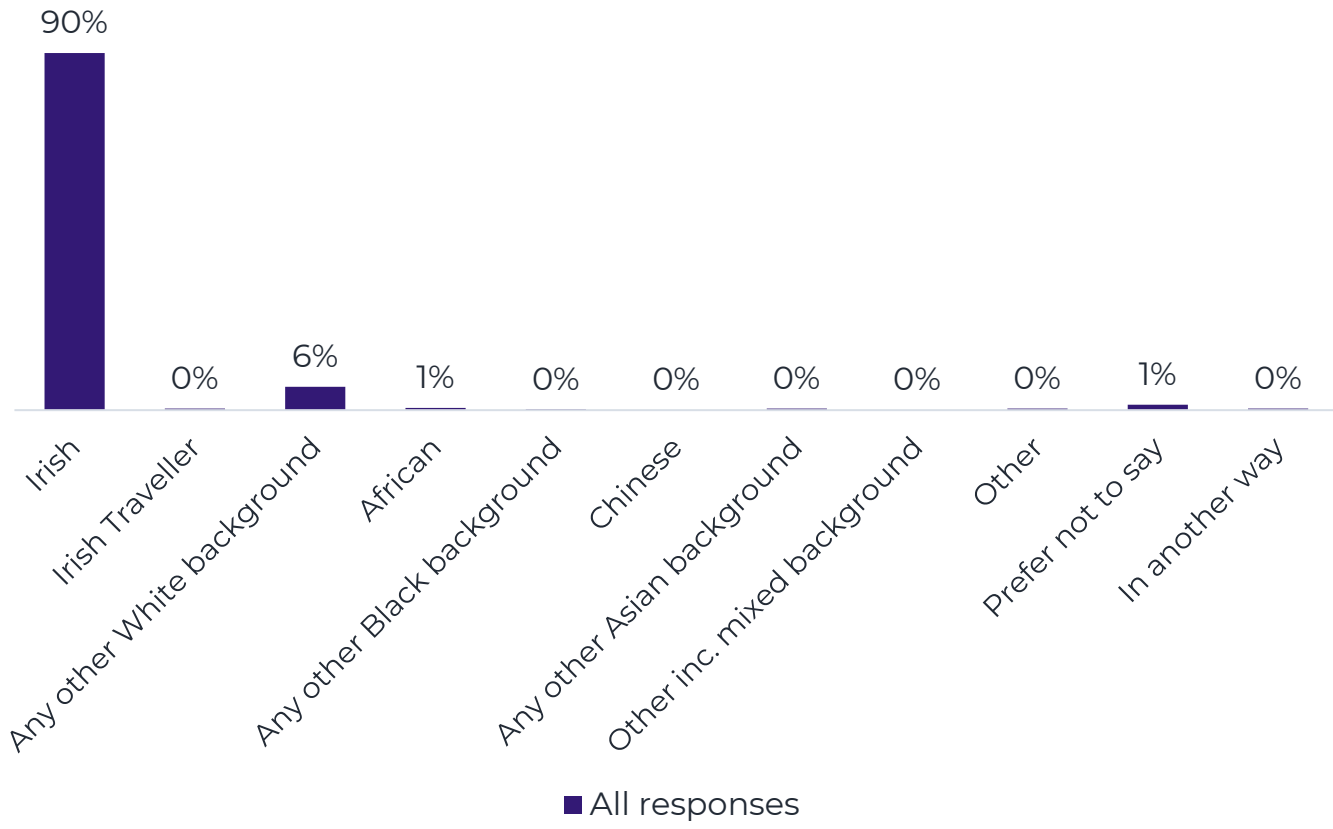
*NB. Shown as an illustration – data not an accurate Irish benchmark **yet**

Profile



Profile: ethnicity

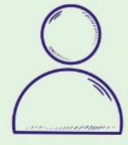
How would you describe your ethnic origin?



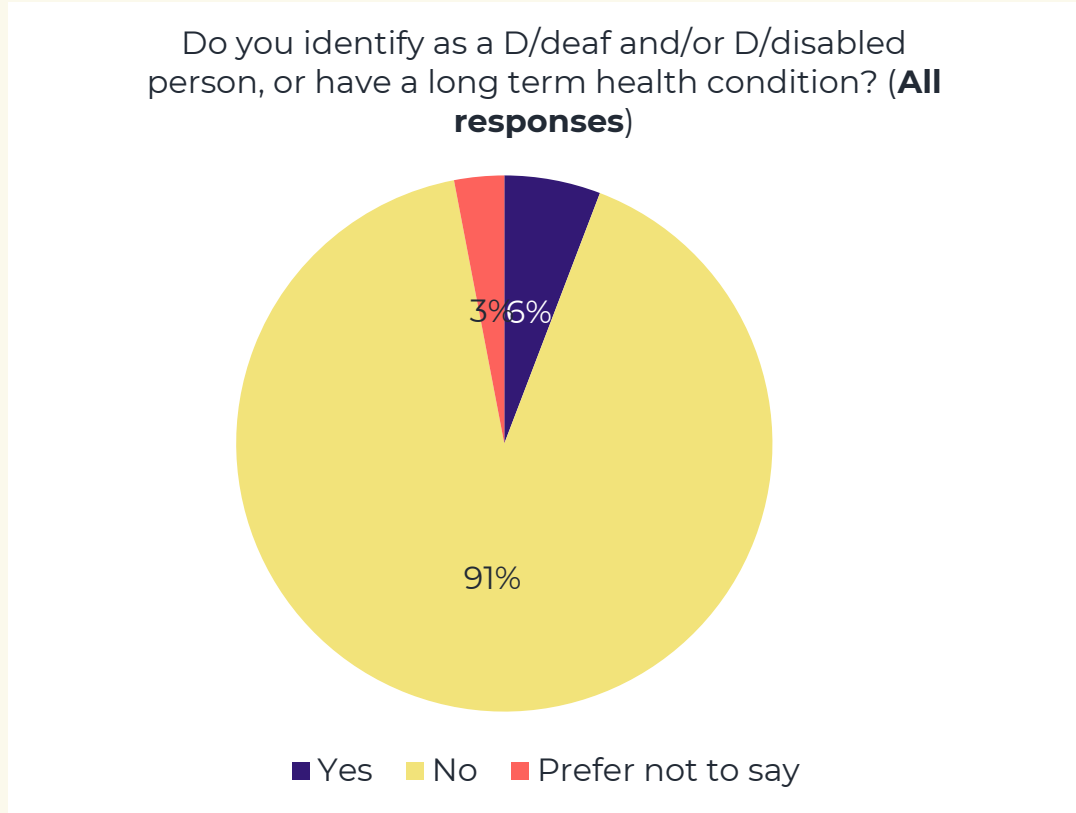
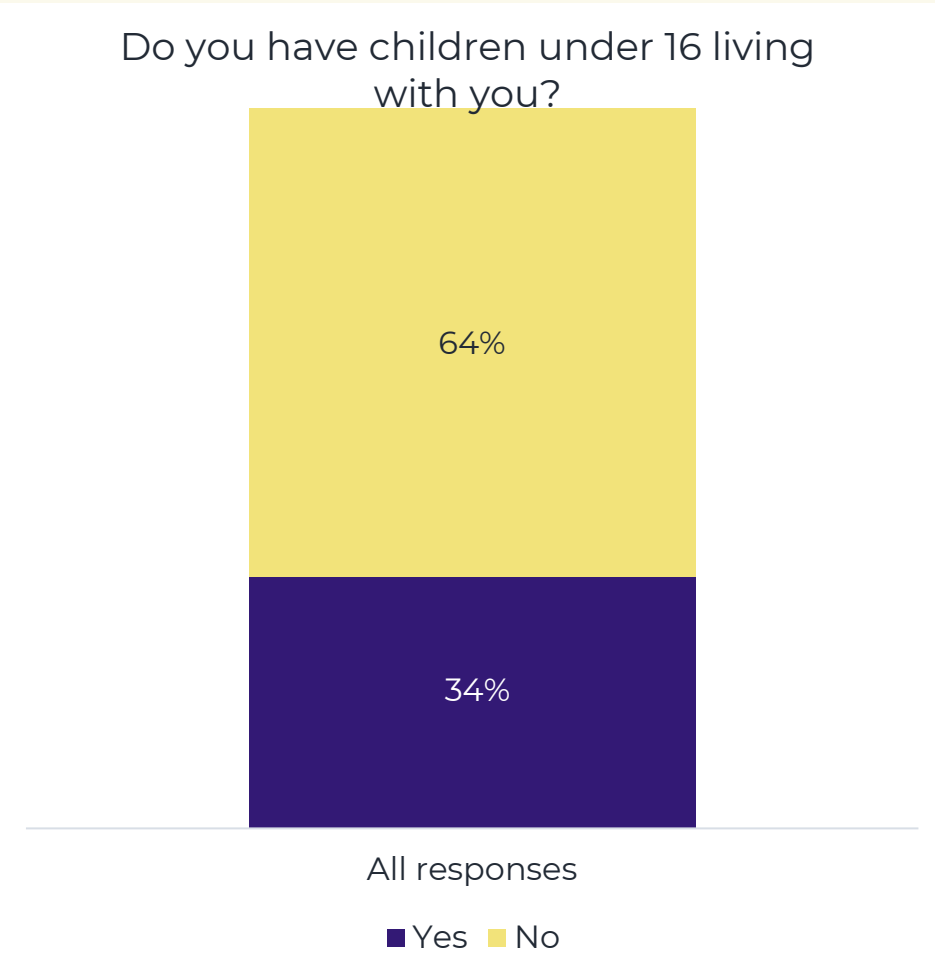
Comparison with Ireland census

National Average:

91.7% White Irish



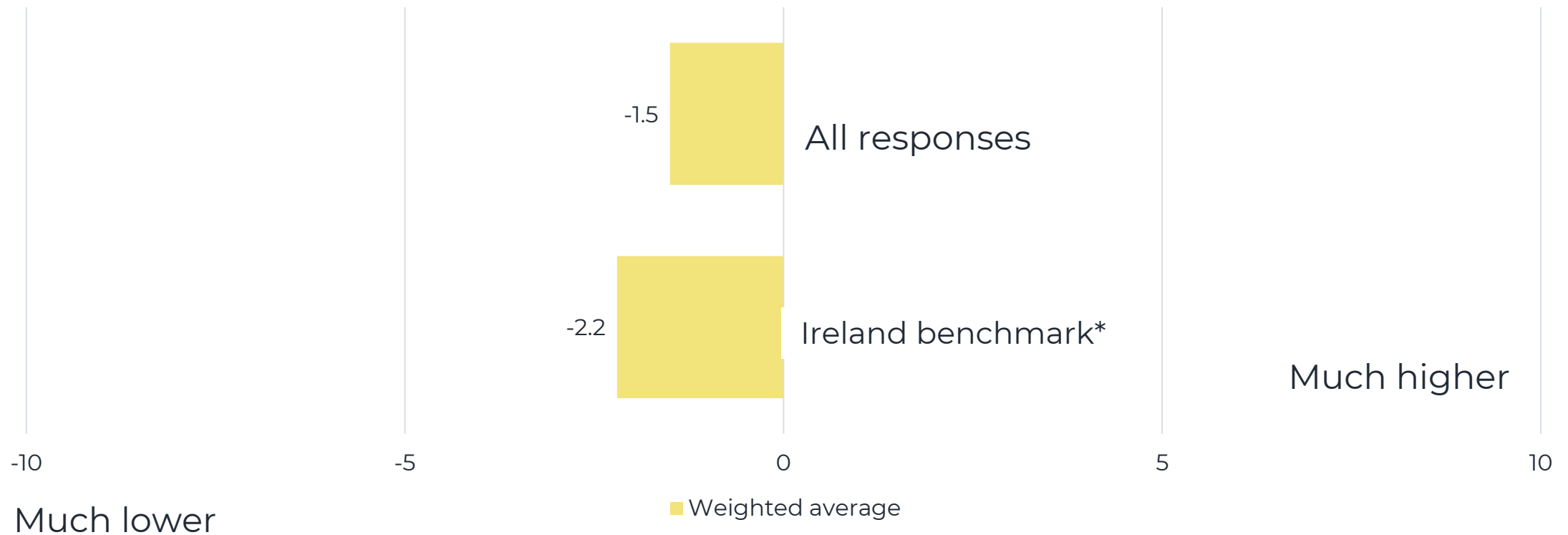
Profile: Children, Disability





Profile: Salary comparison

In 2022, the average (median) salary in Ireland was €44K. How does your salary compare?

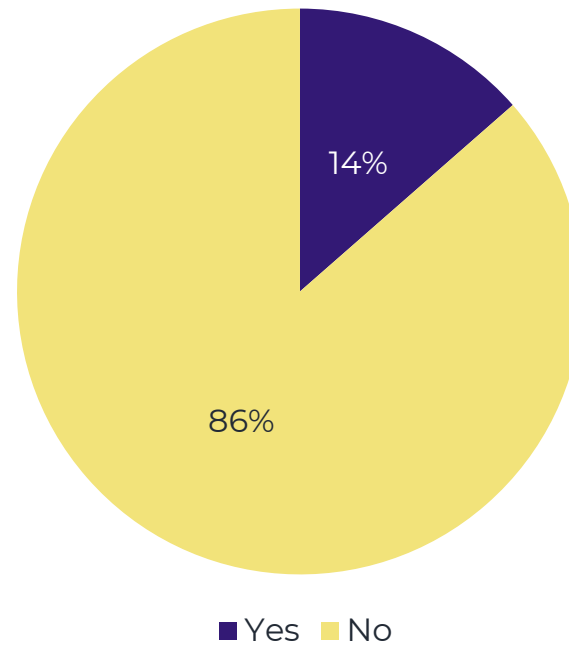


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Behaviour: first time attenders

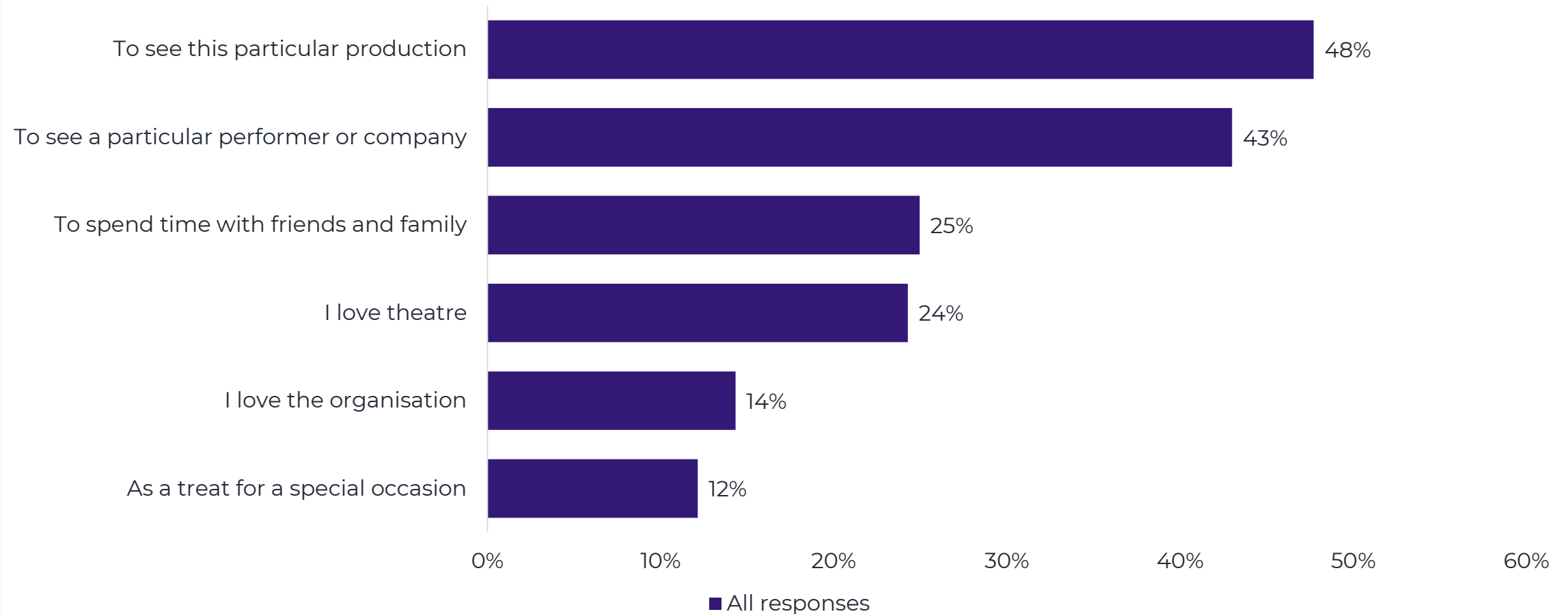
Was this your first visit to the organisation
(All responses)?





Behaviour: motivations for attending

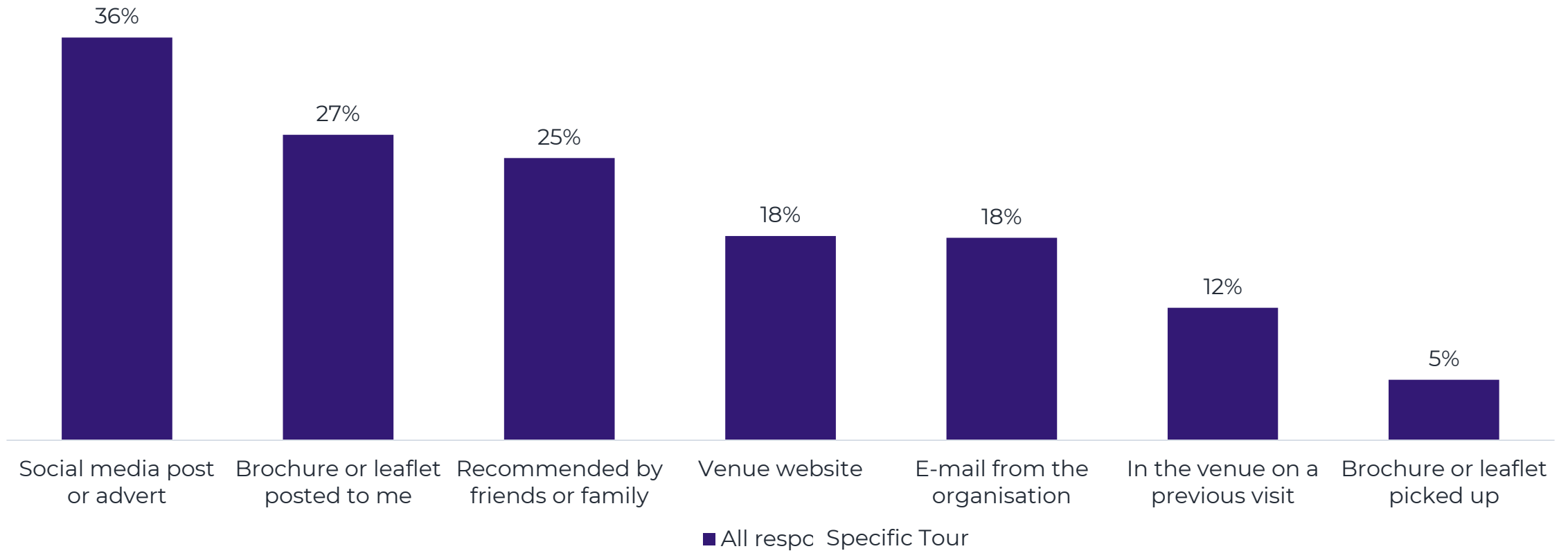
What were your motivations for attending?





Behaviour: finding out about the event

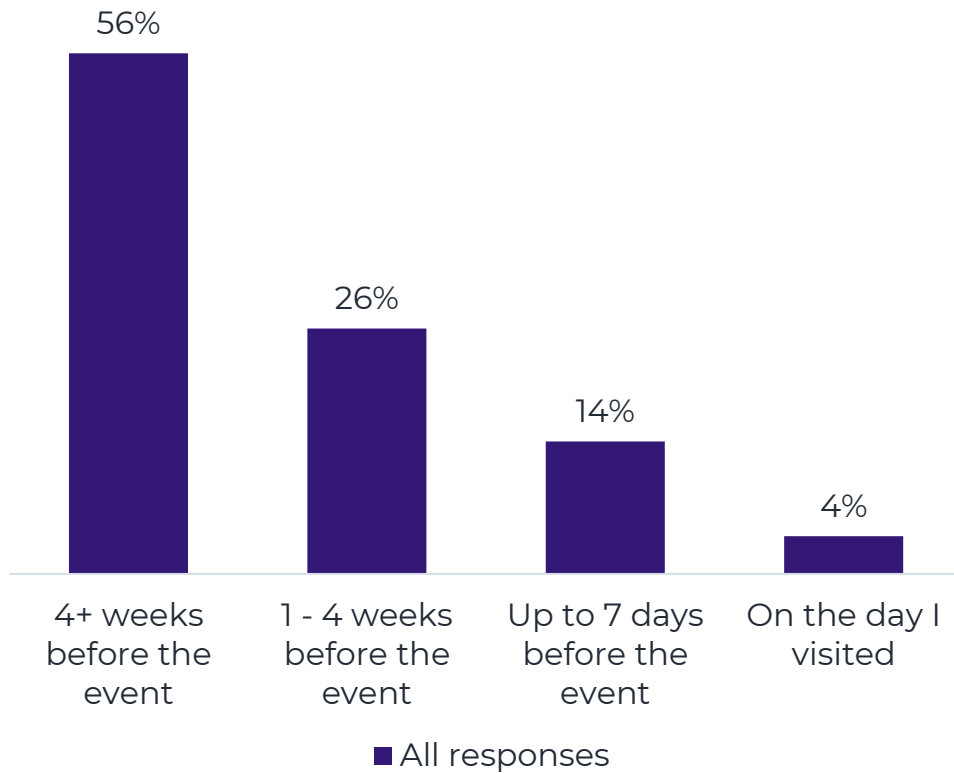
Did you see or hear about this particular event in any of the following ways? (Select all that apply)



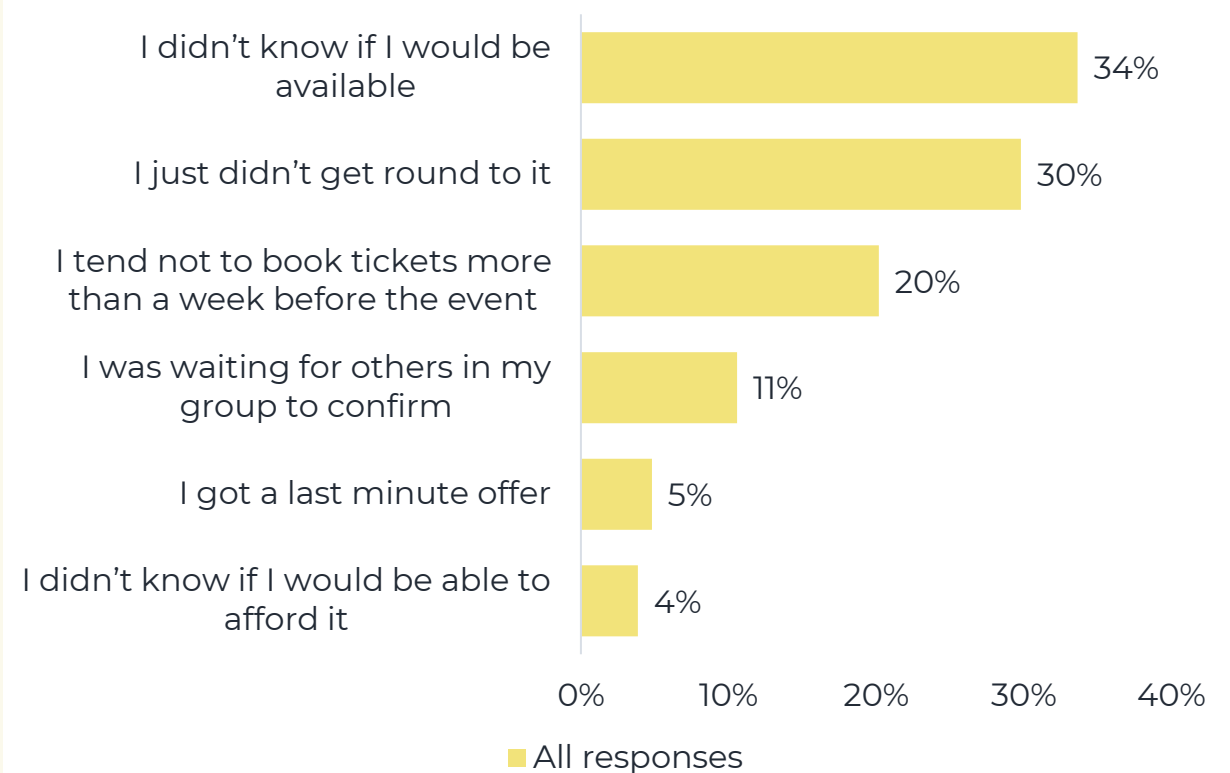


Behaviour: booking patterns

When did you book your tickets for this visit?



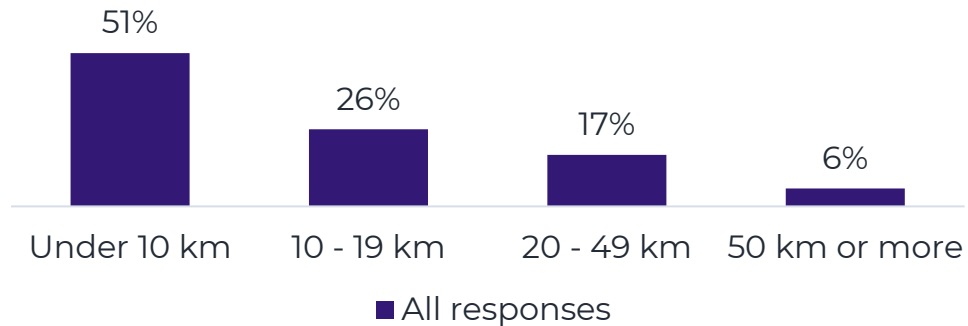
Are any of the following reasons why you didn't book further in advance for this event?



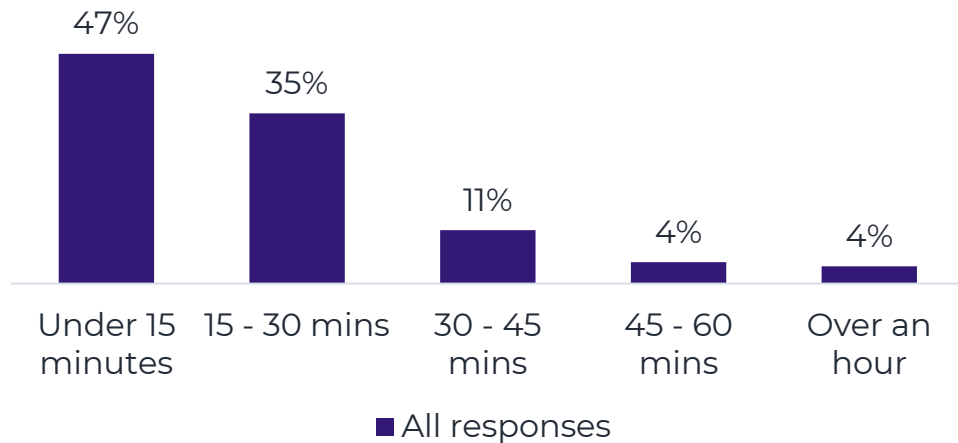


Behaviour: travel

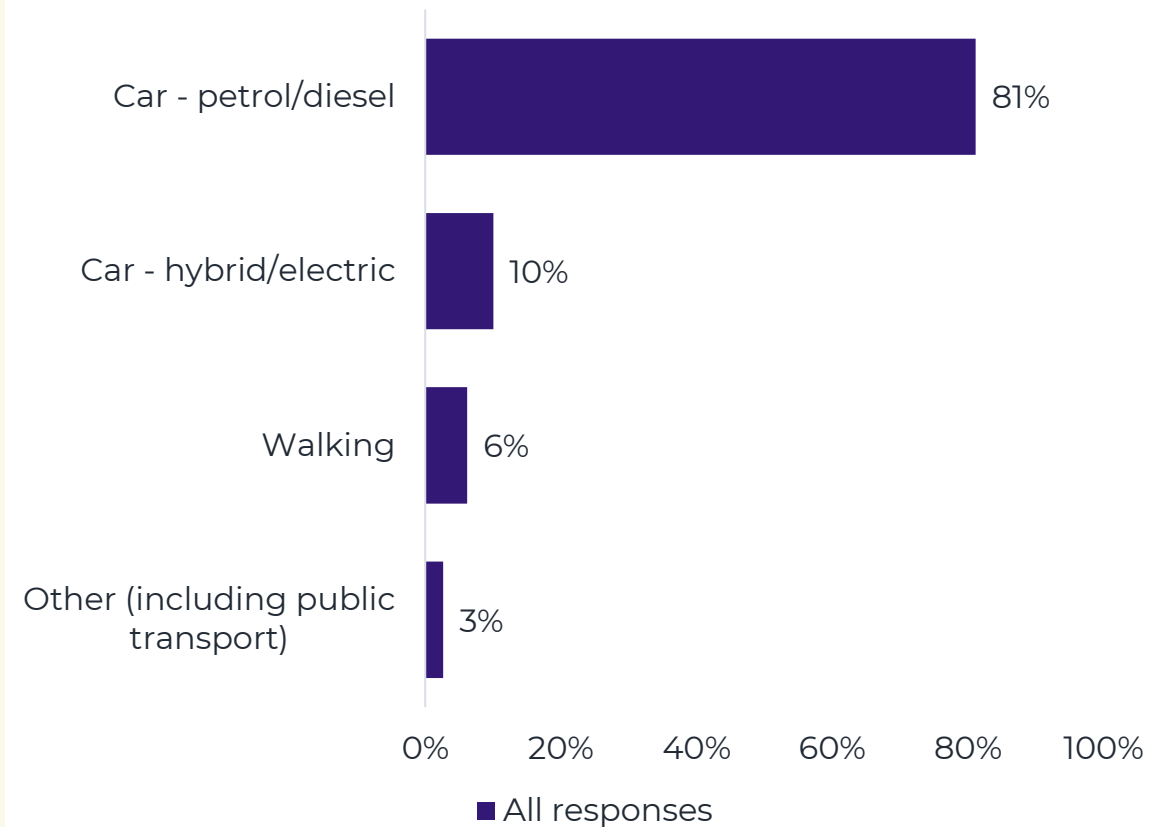
Approximately what was the total distance you travelled (in km) to and from the venue?



Approximately how long did your journey take?



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





Attitude: reviewing the show

If you were reviewing the performance for tomorrow's papers, how many stars would you give it?

4.6★
average rating



Your organisation

4.4★
average rating



Ireland benchmark*

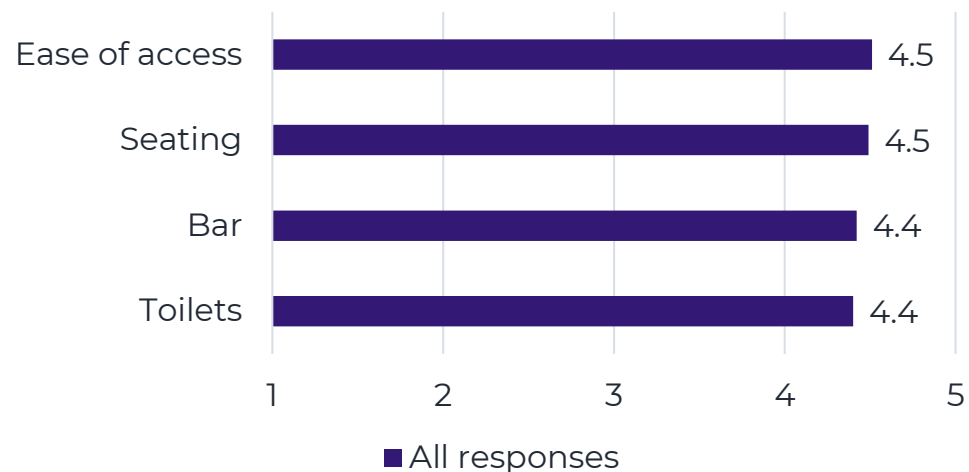
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Attitude

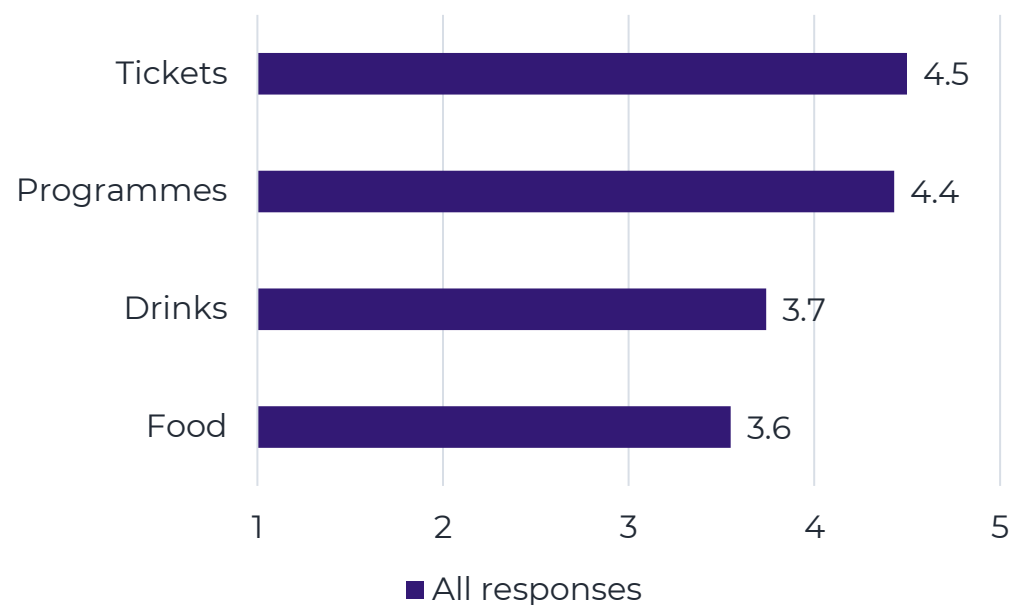


Attitude: quality of visit, staff, value for m

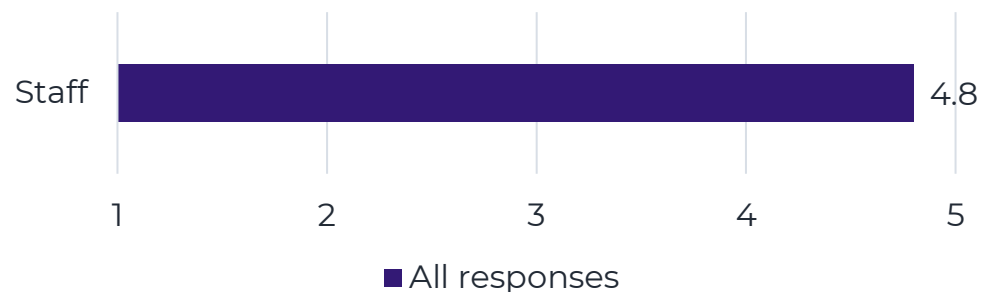
Please rate us on the quality of your visit



Please rate us on our value for money



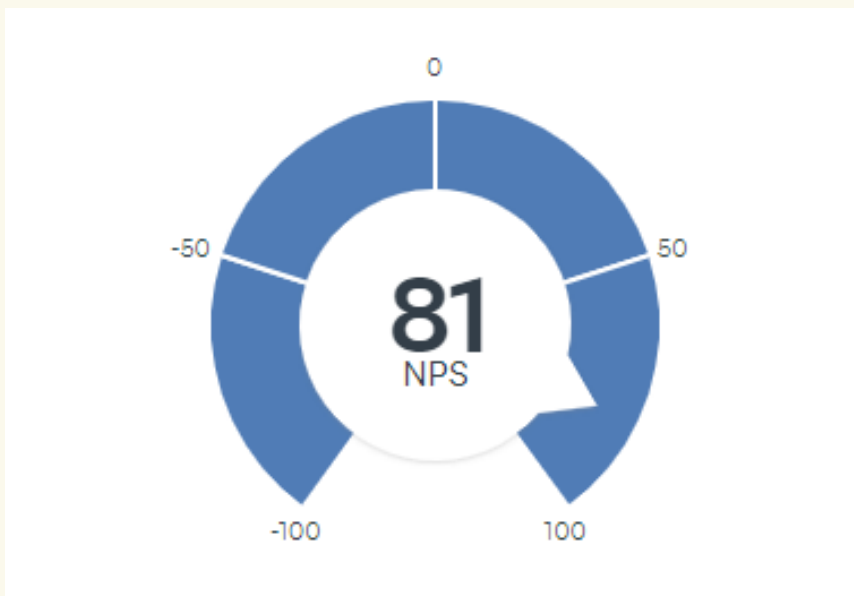
Please give our staff an overall rating



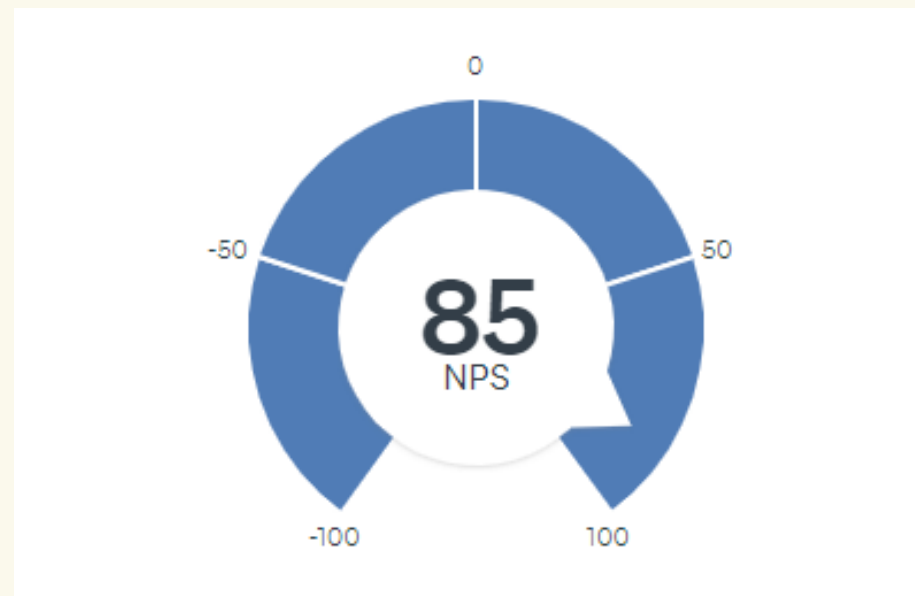


Attitude: Net Promoter Score

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



All responses



Ireland benchmark

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Impact: rating your organisation

About the organisation – how far do you agree with the following statements?





What else did audiences say?

“Being a part of the Theatre Club is a privilege. I convinced my husband to attend all of the shows with me this year and he is now hooked on theatre. **It is a fantastic addition to our community.**”

- audience member

“Lovely venue. **Very important place.** Needs to be used lots.”

- audience member

“I love it, have been going for years with family and friends, and will continue to do so as long as I'm able. **You have all done a fantastic job,** with productions, the new facade, the endless variety... Keep up the good work!”

- audience member

“**It's a play I really wanted to see.** I loved the use of colour and the lighting was very effective.”

- audience member

“It feels like a proper home for culture and art.”

- audience member

Audience Insights - survey

- Surveys sent out year-round
- You see your results in real time immediately
- You set up the survey now
- Interim results in May
- Ireland benchmark created annually in Jan for previous year – report published
- Only you will see your own organisation's data

**Theatre
Forum**

Building a stronger
performing arts
community in Ireland.

indigo
share
ireland

Feedback from participating venues



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How to get going