

Your Dublin, Your Voice Arts & Culture Survey August 2018




Executive Summary

Survey reference period: August 2018

Report by  **Delve Research**
Survey Research & Analysis

www.delve-research.com

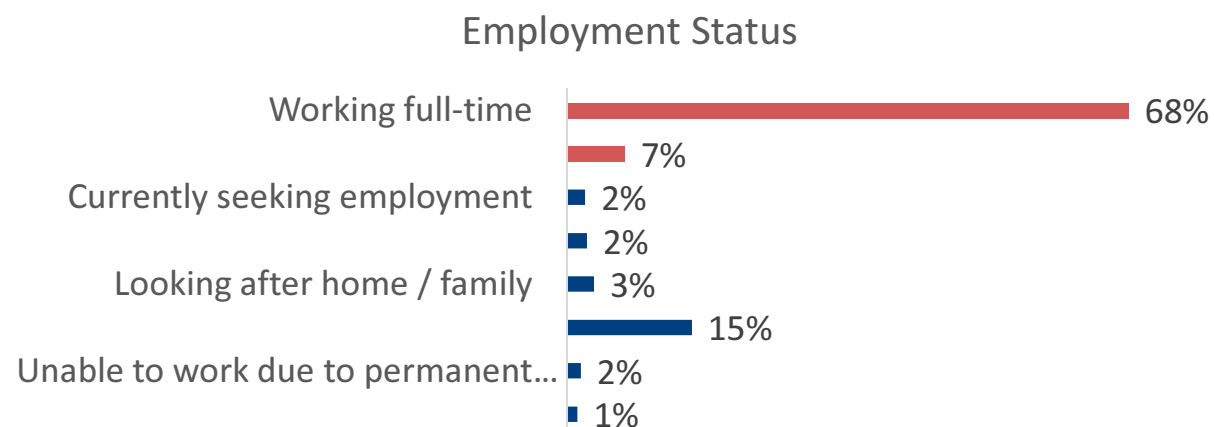
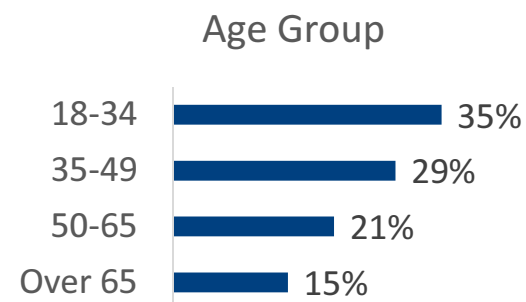
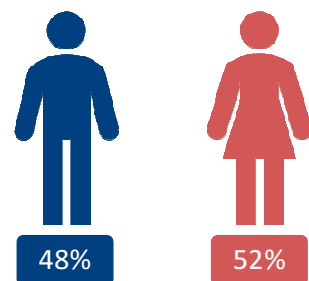


Background to this survey



- Online survey, 15th August – 2nd September 2018
- 1,003 respondents, from “Your Dublin, Your Voice” opinion panel
- 27% response rate
- Global margin of error = +/- 3.1%
- Robust panel in existence since 2010, recruitment through various channels

Respondent Profile



Principal results are statistically adjusted to match census data by gender and age group

N=1,003

Respondent Profile

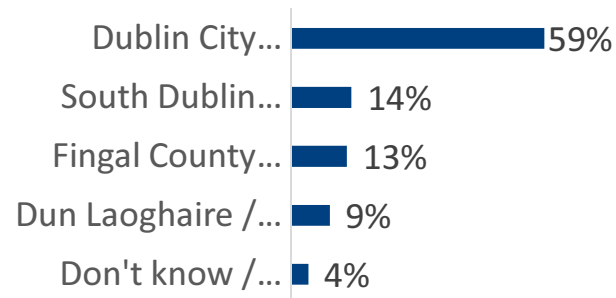


32 nationalities represented on this survey

89% Irish



Local Authority (Dublin Residents)

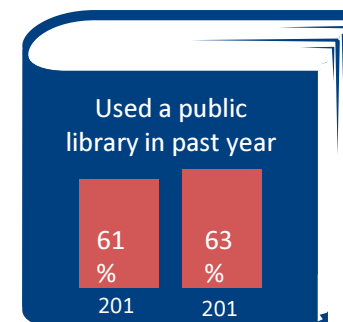


Current Area of Residence

| | % | n |
|-----------------------|-------|-----|
| County Dublin | 11.6% | 121 |
| Dublin 1 | 3.0% | 21 |
| Dublin 2 | 1.3% | 14 |
| Dublin 3 | 3.9% | 41 |
| Dublin 4 | 3.4% | 34 |
| Dublin 5 | 3.9% | 37 |
| Dublin 6 | 5.6% | 51 |
| Dublin 6W | 2.5% | 28 |
| Dublin 7 | 7.1% | 74 |
| Dublin 8 | 8.9% | 84 |
| Dublin 9 | 6.2% | 64 |
| Dublin 10 | 1.1% | 12 |
| Dublin 11 | 4.4% | 54 |
| Dublin 12 | 5.7% | 61 |
| Dublin 13 | 3.0% | 37 |
| Dublin 14 | 2.2% | 22 |
| Dublin 15 | 5.7% | 53 |
| Dublin 16 | 2.1% | 23 |
| Dublin 17 | .3% | 4 |
| Dublin 18 | 1.9% | 24 |
| Dublin 20 | 1.6% | 19 |
| Dublin 22 | 1.5% | 15 |
| Dublin 24 | 2.8% | 32 |
| Outside County Dublin | 10.1% | 78 |

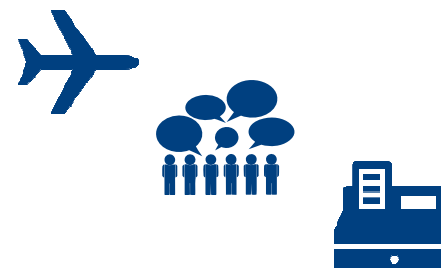
Public Libraries

- Frequency of use of public libraries has remained at similar levels to 2014, against a background of changing use of services.



Perceptions & Impact of Arts & Culture

- Respondents felt that Arts & Culture had the most positive impact on the tourist experience (79% rating this as positive), followed by the impact on social interaction (73%) and local economy (71%).



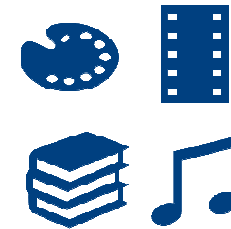
Awareness of Art Galleries

- 88% of respondents could name at least one gallery in Dublin. 81% named the National Gallery of Ireland (unprompted) and 63% named Dublin City Gallery The Hugh Lane (or variation).
- Name recognition for galleries was highest for the National Gallery of Ireland (95%), Irish Museum of Modern Art (88%) and Dublin City Gallery The Hugh Lane (80%).
- Name recognition for most galleries was lower than average among 18 to 34 year olds.
- There is scope for improving unprompted awareness (“top of mind”) for several galleries, especially for the Irish Museum of Modern Art.



Arts & Culture Participation

- 35% of respondents engage in some form of artistic or cultural activity as a participant.
- Visual Arts is the most popular participation medium (13% of respondents), followed by creative writing (11%) and playing music in a group or solo (8%).



Finding Out About Events

- Search engine research was the most popular source for information about what events are happening in Dublin. 69% use search engines for this purpose.
- 49% rely on family and friends for information about what events are happening in Dublin.



Events & Designations

- 81% of respondents were familiar with Culture Night, similar to 2014 (80%). Awareness of several other events was lower in 2018 than in 2014.
- 37% of respondents attended an event or events on Culture Night 2017. Of these, 46% visited a museum, and 40% visited a gallery or art exhibition.



Engaging with Arts & Culture

- Cinema is the most engaged-with art form in Dublin, with 81% of respondents going to the cinema. 73% go to museums / heritage sites / heritage festivals, and 71% listen to live music.
- Among those who listen to live music, 83% do so at large concerts, 61% do so at the pub, and 53% do so at local paid events.
- The average spend on arts and culture related events is €40.74 per month. Respondents not in employment (including retired and homemakers) were more likely than those in employment to not spend anything on this sector.



€40.7



Best thing about Dublin

- As in 2010, the most common responses to “What is the best thing about Dublin?” related to the people of Dublin – referring to friendliness, wit etc.
- Other common “best” aspects of Dublin were “Culture / arts / variety of activities”, “Size of the city”, and the diverse, cosmopolitan and vibrant character of the city.



What the city could do to improve the cultural offering

- The most common suggestions for how the city could improve the cultural offering related to increasing awareness of events through advertising and promotion.
- Other common suggestions were for more free / cheap events, a safer city, and making the city more generally accessible.



END

More detail and complete verbatim comments available in the accompanying full report.

This report has been prepared by Delve Research.
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