

The **North West Audience Survey** is now in its second year. Since its launch, we've learned a lot about audiences in Derry and Donegal.

What's the survey for?

The survey is designed to help us learn/understand more about **audiences of arts and heritage in Derry and Donegal**. It gives us valuable insight into the **role that arts and culture play in people's lives** and how they interact with them.

Who's taking part?

Arts and heritage organisations of all backgrounds from Derry and Donegal, from **theatre and dance** to **museums and national parks**. We've already received over **4000 responses across 40 organisations**.

What's special about this survey?

It's one of the few **cross-border arts and heritage surveys** running and has the added value of **taking place over several years**, which gives us insight into how the arts and heritage audiences of Derry and Donegal are changing. This helps organisations understand how their audiences are developing – and plan for what's coming next.

Snapshot 1:

Audiences with Disabilities

12% of respondents so far have identified as disabled

Disabled audience members were 4% more likely to **attend alone**, and 5% more likely to say they **'felt connected to other people in the audience'** than non-disabled respondents.

This is interesting to note, as people with disabilities in NI have previously reported **much higher rates of loneliness** than non-disabled people. Disabled respondents to a 2021 UK government survey said they had **wanted to take part in theatre, cinema and the arts (48%)** or **attend museums (34%), but couldn't due to accessibility issues.**

It's been found that **'arts engagement can support social connectedness among adults in the UK'** -our findings about **disabled audiences in North West** reflect this.

Disabled audiences were more 8% more likely to live in **urban areas**, with 58% of disabled respondents coming from these areas. This makes sense, considering it's been found that **rural areas are less accessible than towns/cities.**

How can I get involved?

It couldn't be easier to take part in the North West Audience Survey. If you're an arts and/or heritage organisation from Derry or Donegal, e-mail eve@wewillthrive.co.uk.

You'll be set up with a survey link and a reporting link - all you have to do is get the survey to your audience, and we do the rest. All of the analysis is done for you.

If you're not an organisation based in Derry or Donegal, but would like to stay up to date with our findings from the survey, subscribe to our newsletter where we'll be posting updates.

Sources

[Wellbeing in Northern Ireland 2022-23 \(executiveoffice-ni.gov.uk\)](https://www.executiveoffice-ni.gov.uk)

[Arts engagement supports social connectedness in adulthood: findings from the HEartS Survey | BMC Public Health | Full Text \(biomedcentral.com\)](https://www.biomedcentral.com)

[UK Disability Survey research report: data tables - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

[Sustainability | Free Full-Text | Improving Rural Accessibility: A Multilayer Approach \(mdpi.com\)](https://www.mdpi.com)