

Audiences in the Northwest

Snapshot 3:

Who are people going with?

thrive



65% attended with a spouse/partner or with friends.

28% attended with children aged 0-18.



14% attended alone

5% attended as part of an organised group



People who attended in organised groups were 15% more likely to feel connected to others at an event.

Solo attenders were close behind in terms of feeling connected to others. They also felt better for joining in. Audience members from Donegal were 4% more likely to attend events alone than those in Derry and Strabane.

Demographics, like solo attenders or organised group attenders, can only be properly explored through qualitative research.

Box office data won't always be accurate, as people may book individually but attend as groups.

The North West Audience Survey is one of the few research projects examining the impact of who audiences attend with - there's not a lot of research about this out there, and lots to be explored!

What's the survey for?

The North West Audience Survey (now in its second year) is designed to help us learn/understand more about the **role that arts and heritage play in people's lives in Derry, Strabane, and Donegal.**

Where's the data coming from?

We've already received over **4000 responses across 40 arts and heritage organisations.**

What's special about this survey?

It's one of the few **cross-border arts and heritage surveys taking place over several years**, which helps to track how audiences are developing – and plan for what's to come.

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, Strabane 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, Strabane 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.