

Northern Ireland Audiences

Summary

From the COVID-19 Cultural Participation Monitor

NI Audiences Summary from the COVID-19 Monitor

This report summarises results for Northern Ireland from the first wave of The Audience Agency's COVID-19 Monitor, a nationally-representative online survey of the UK population and their experiences and responses to COVID, particularly in relation to cultural engagement. The wave 1 sample of 6,055 responses was carried out between Oct and Nov 2020. **The NI sample was 286 respondents, with a MOE of 6%.**

This report draws out some headline figures and key differences for Northern Ireland, compared to the UK overall, or other nations and regions. More details are available from The Audience Agency on request.

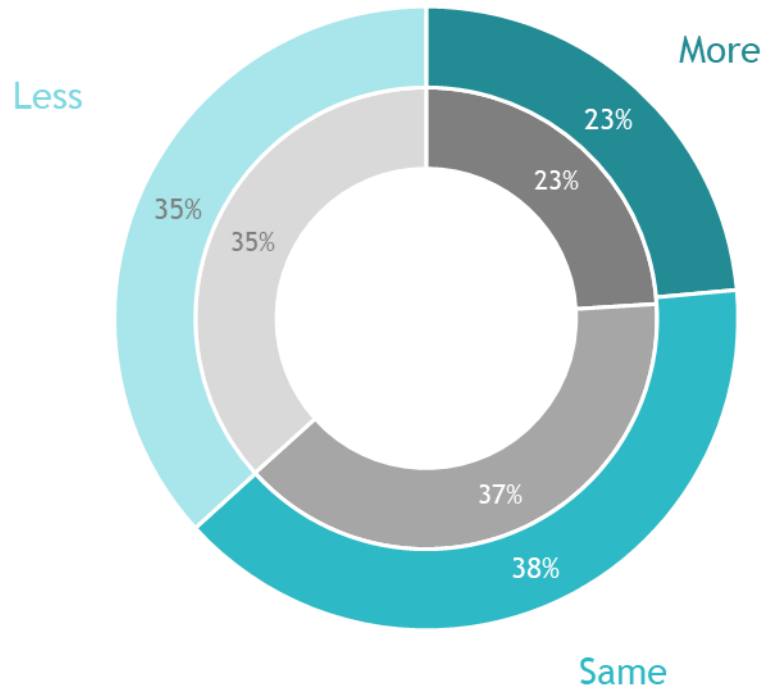
Summary of Findings

- NI had levels of arts and cultural engagement before COVID that were slightly higher than UK average, but **levels dropped further** in NI since March 2020 than overall (esp. for literature), although creative activities dropped less (and reading for pleasure rose more).
- As of the beginning of November, COVID appears to have had **a similar impact in NI in terms of time and money** available to people. Similar proportions faced local lockdowns and were shielding.
- Similar proportions in NI are ready to start attending in person in line with the UK average.

Experiences During COVID-19

Impact of COVID on Time and Money

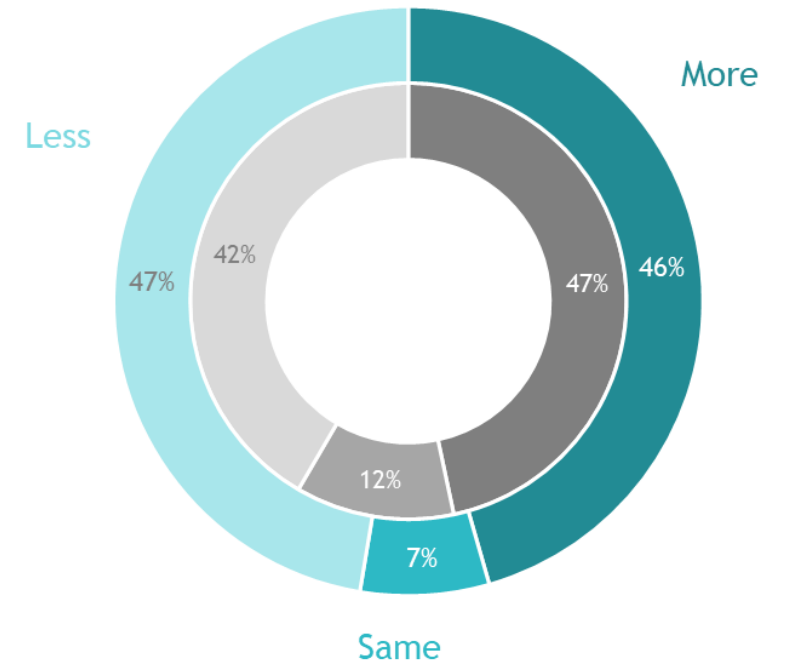
Change in Money NI vs Overall



Northern Ireland (NI) saw similar financial drops to across the UK as a whole.

A slightly higher proportion of NI had 'less' time than before COVID.

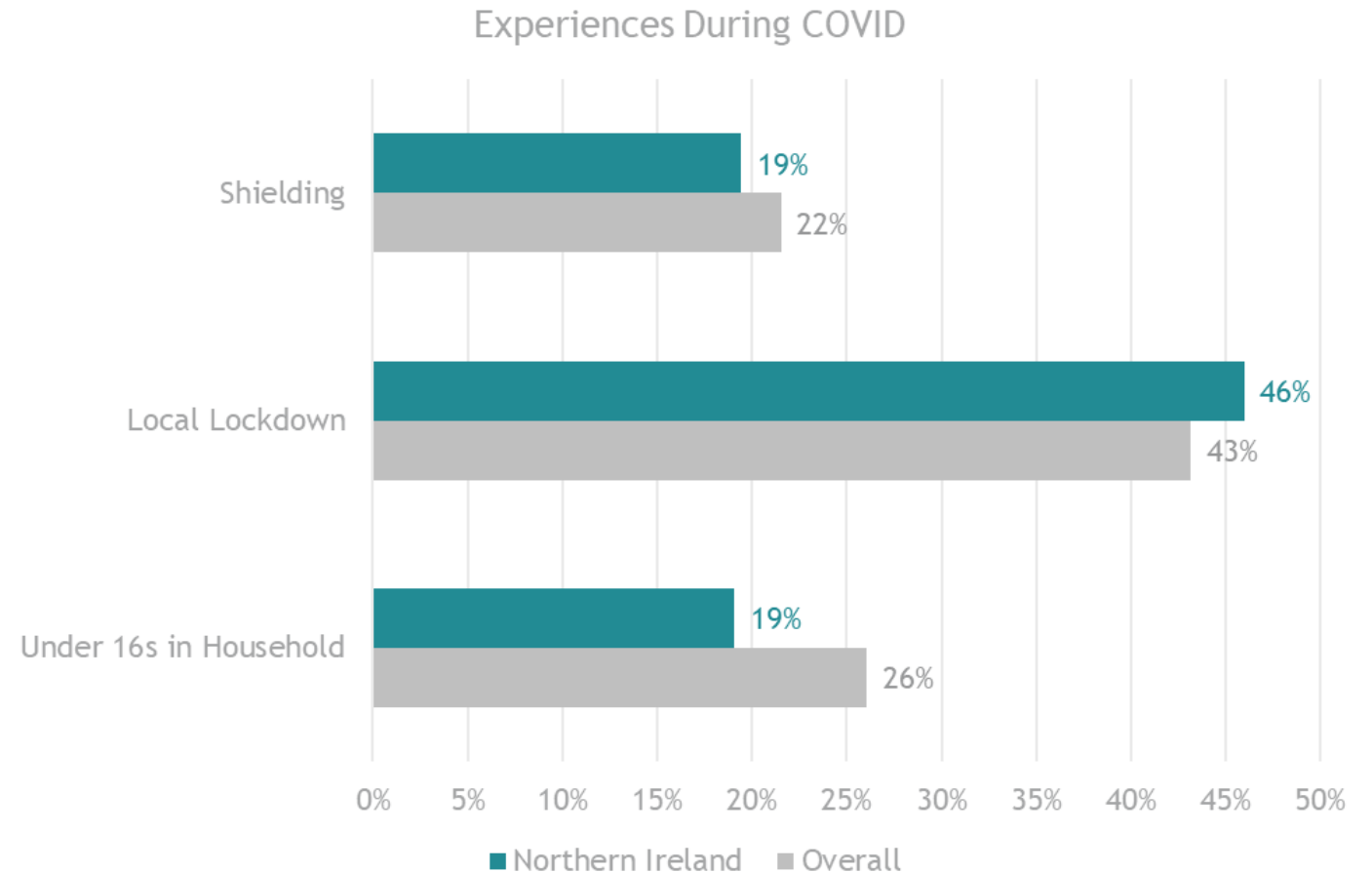
Change in Time NI vs Overall



Other Impacts of COVID

Northern Irish had similar proportions of people in a local lockdown and shielding: a slightly higher proportion have faced local lockdowns and a slightly lower were shielding.

A lower percentage lived in households with children.



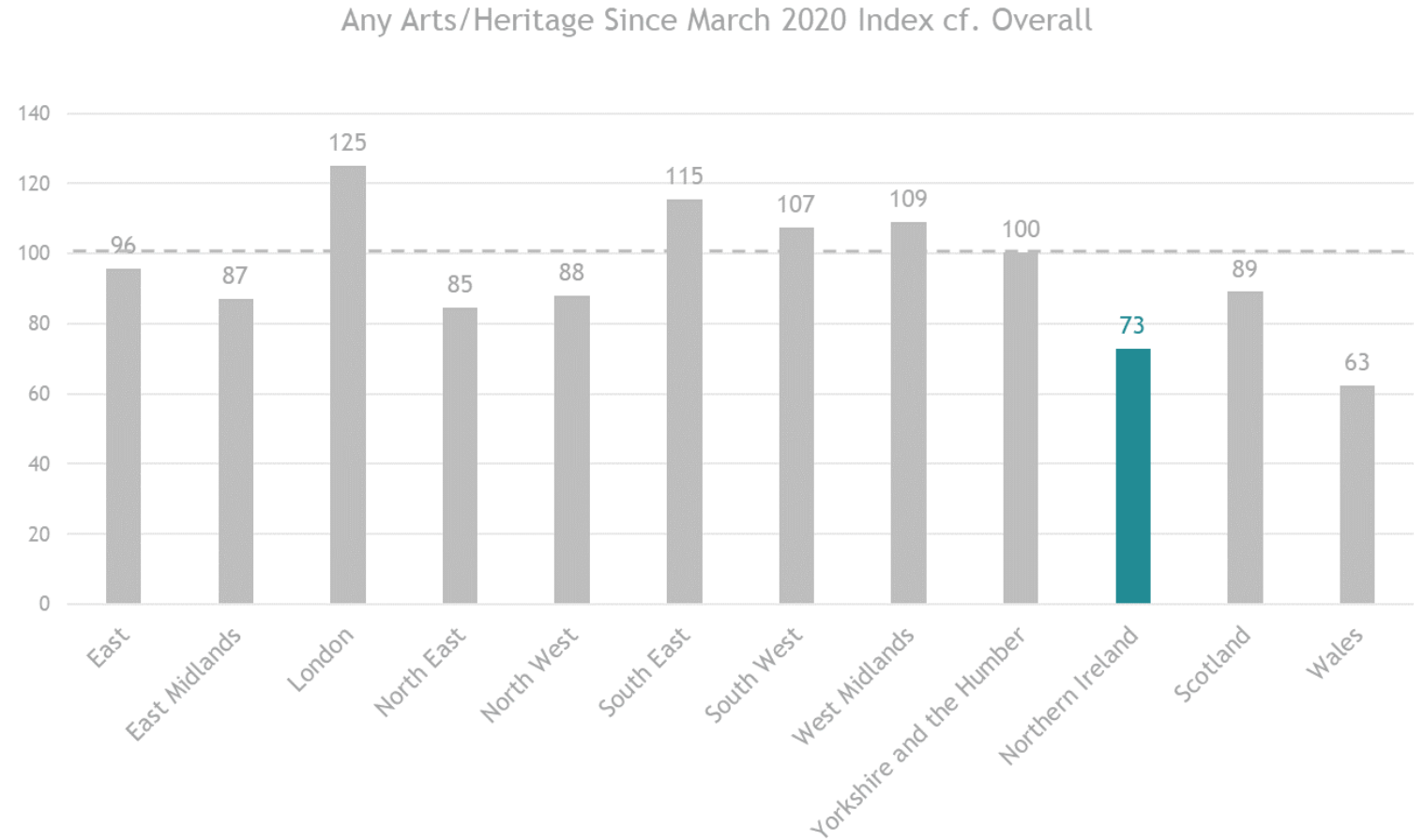
In Person Engagement

Attended Since March 2020

25% of Northern Irish had attended any arts/heritage since Mar 2020, below the overall UK average of 34%: **73** cf. to an index of 100.

It was notably lower than Scotland and higher than Wales, (indices of 89% and 63%).

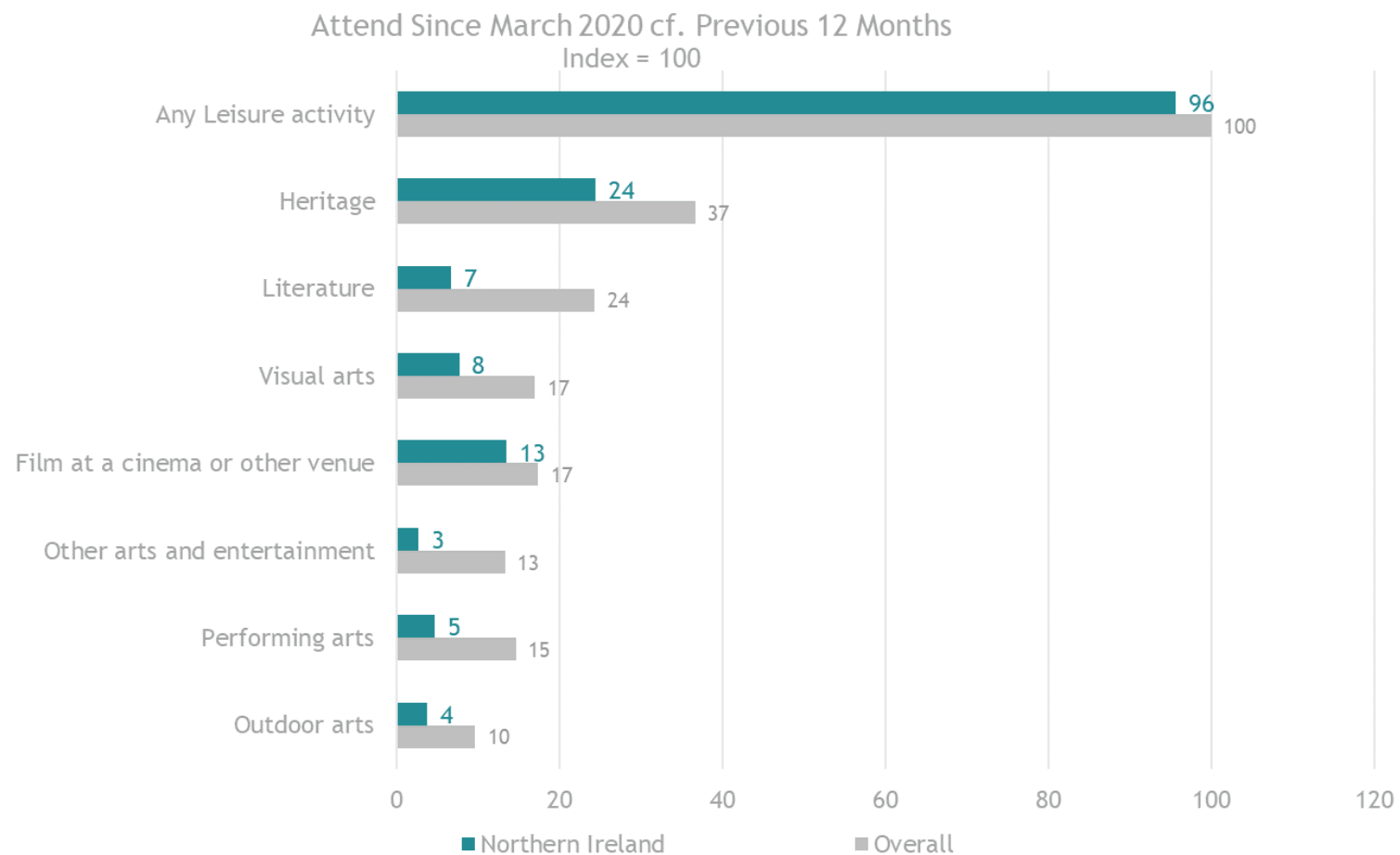
In the 12 months before, it was 88%, slightly higher than the UK average (85%).



Attended Since March 2020

Attendance by Northern Irish dropped further than overall, compared to pre-March 2020 level, especially for literature.

(NB: this is comparing 9 and 12 month periods)

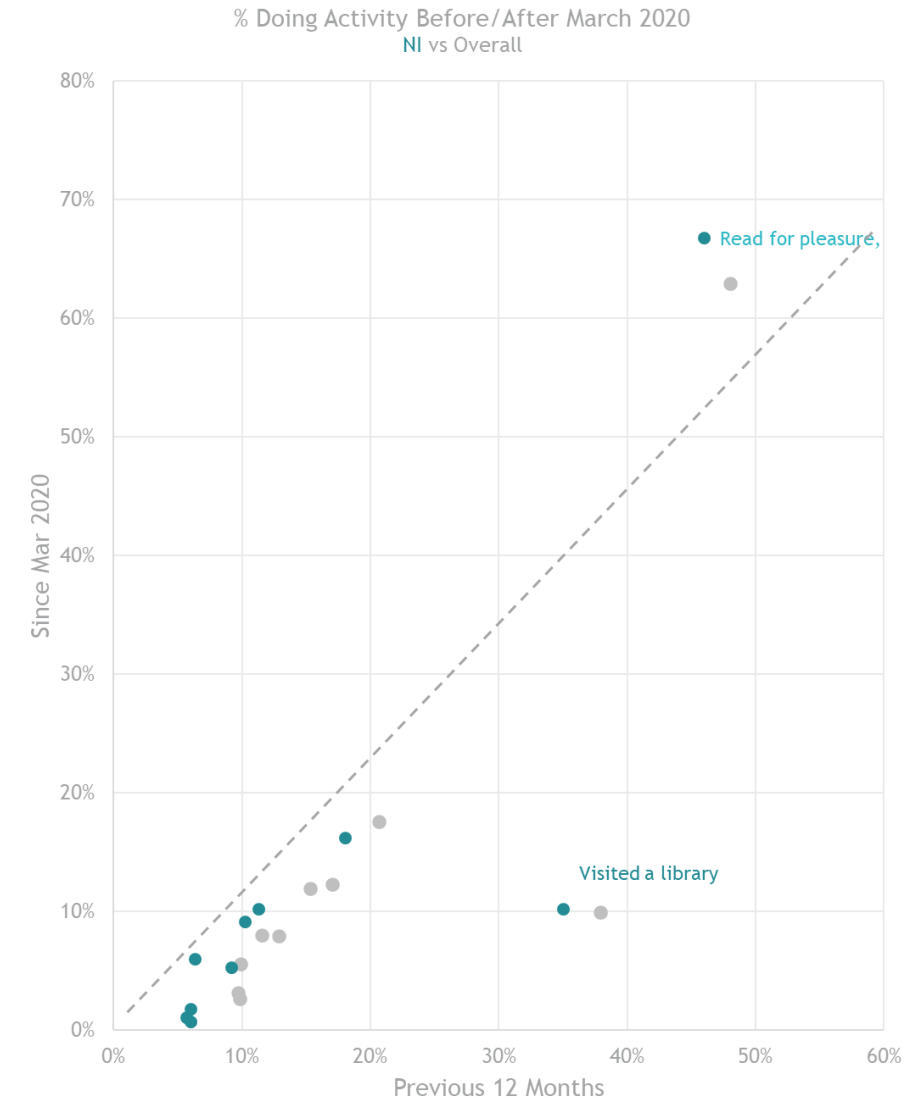


Creative Activities

Comparing creative activities before and after March 2020, four things stand out:

- Almost all activities were done by fewer people*
- NI read for pleasure at average levels before, but increased to above UK average after March
- Fewer NI visited libraries before March, but decreased less to be in line with average levels after March
- Overall, the activity levels of NI have reduced less than those for the UK overall.

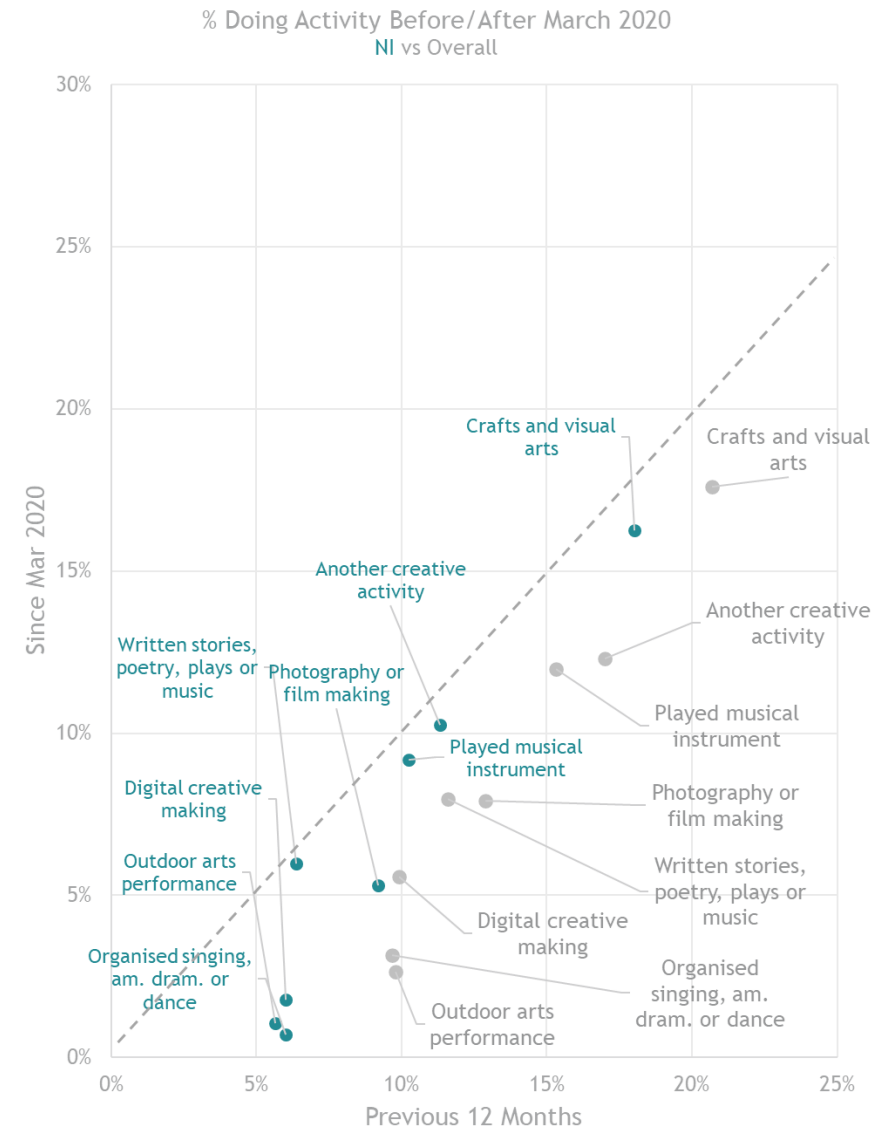
* So were below the dotted line (where levels would be the same)



Creative Activities

For other activities:

- Most were done (slightly) less in NI before March 2020
- But most had fallen less in NI than elsewhere since March 2020
- The overall ranking of activities is very similar between NI the whole of the UK (although more elsewhere do ‘another creative activity’)



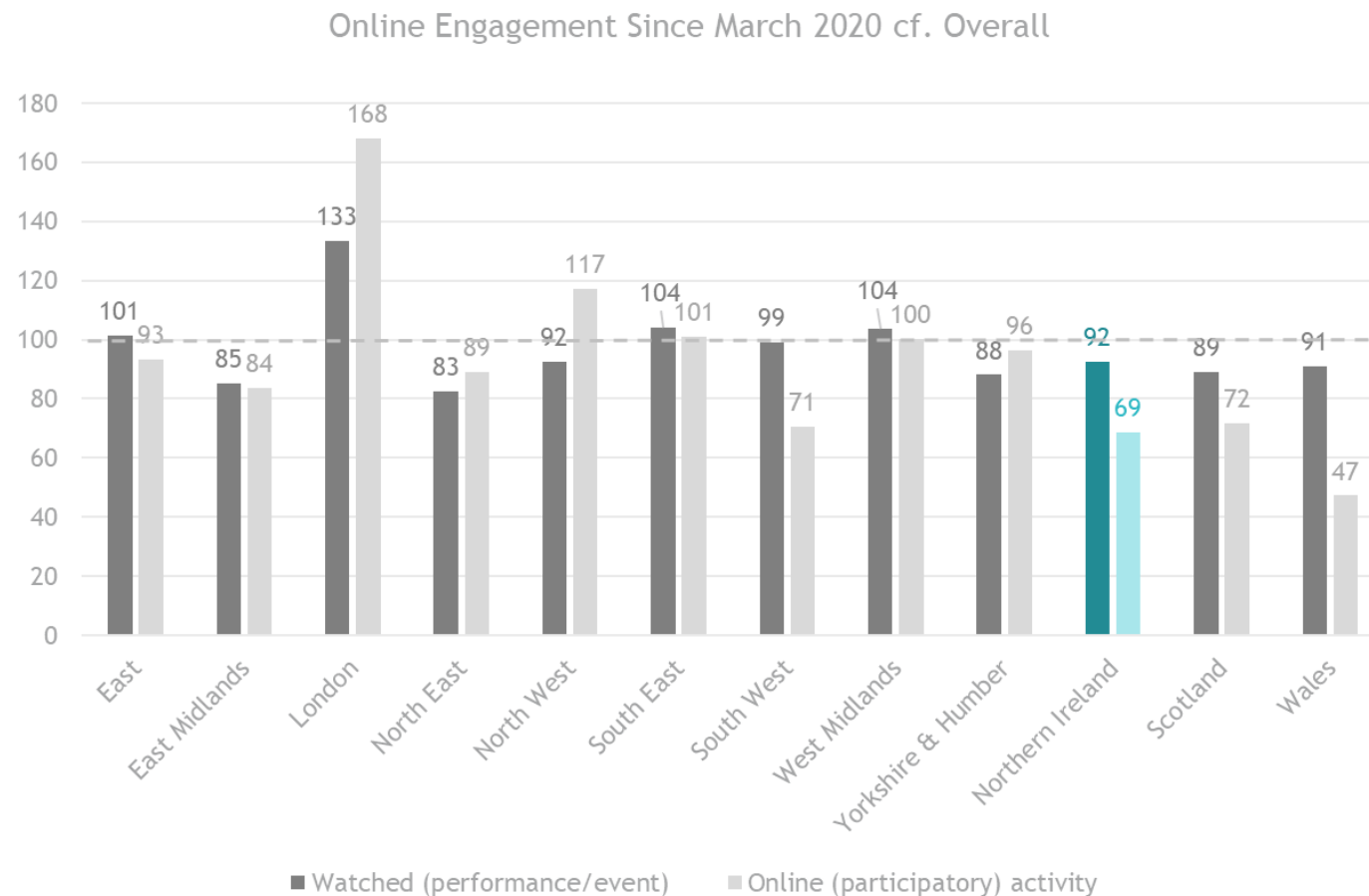
Online Engagement

Online Engagement Since March 2020

30% of NI watched a performance/event online since March 2020; 6% had taken part in an online activity.

This was below the overall UK averages of 33% and 9%: **92 and 69** cf. an index of 100.

In the previous 12 months 44% (cf. 45% for the UK overall) had watched anything (an index of 92), so most of the lockdown difference reflects existing digital engagement levels.



Payment for Online Content

The proportion of NI who had paid for digital content by the following means were:

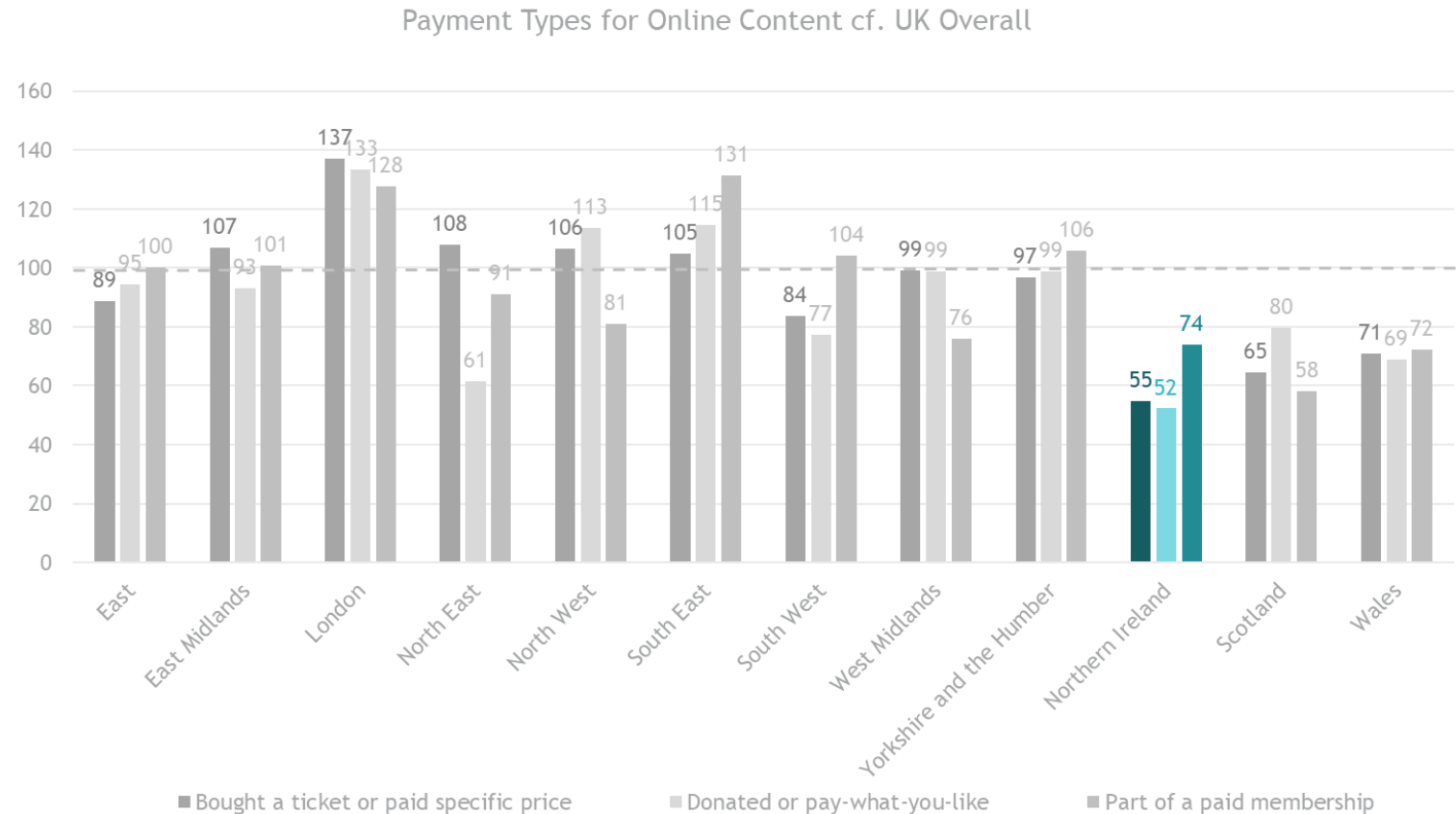
9% – Bought a ticket/fixed price

10% – Donated/ pay what you like

8% – Part of paid membership

These were below the overall UK averages of 17%, 19%, 11%:

55, 52 and 74 cf. to an index of 100.



Future Engagement

Booked or Interested Overall

The % who are currently ‘in play’ (i.e. who have booked, or are interested in booking) for ANY art and heritage activity of those listed (see next page) is c. 1% lower in Scotland than the overall average.

Booked/interested for ANY art / heritage activity:

62%

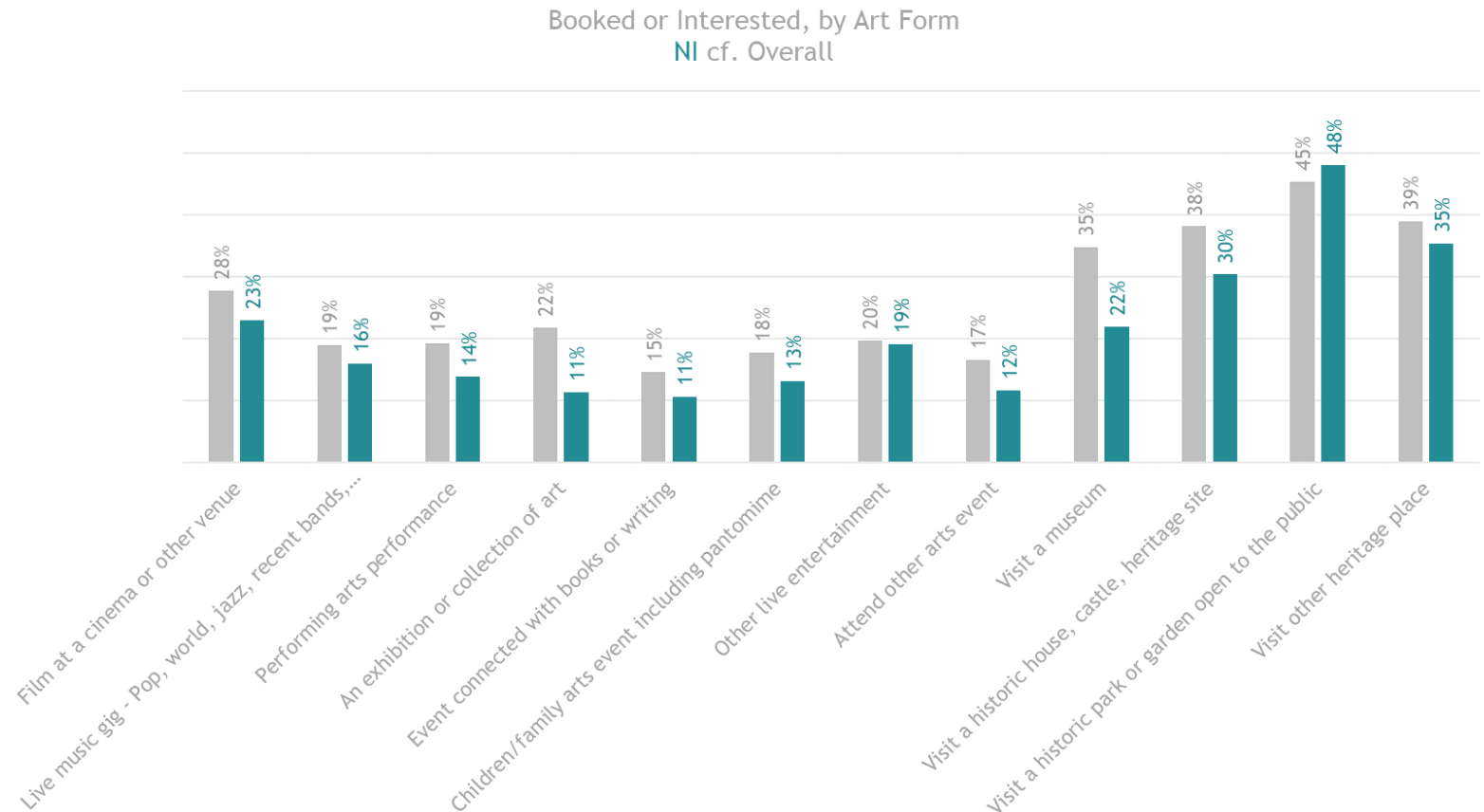
Cf. 63% for UK Overall

Booked or Interested by Art Form

The % 'in play' for each artform (i.e. who have booked, or are interested in booking) is similar to the overall average c.+/- 1%.

Exceptions are:

- visit a museum [+8%]
- visit a historic park or garden open to the public [-7%]
- an exhibition or collection of art [+5%]



For more information...

Please get in touch: theaudienceagency.org
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For background and methodology, please see the
COVID-19 Monitor Summary Report and/or visit
theaudienceagency.org/bouncing-forwards-insights-hub/covid-19-cultural-participation-monitor

