

## Motivations & Behaviours Pre-Covid

### Top 4 reasons for attending:

- To be entertained
- To enjoy myself
- For a specific artist
- To be inspired/uplifted

Only  
**1/4**

attended cultural  
experiences alone

## Attendance During Covid

**17%**

attended a cultural  
experience since March

**74%**

visited an outdoor space

Other spaces visited:  
heritage sites, cinemas, visitor  
attractions, museums, and galleries

## Audiences Currently Booking for Events:

**36%**

are actively booking  
for cultural events

**80%**

of booked events are  
from January onwards

## Audiences Not Booking:

Top reason for not  
booking:

**Avoiding crowds**

**40%**

aren't sure when  
they'll be ready to  
book

## Culture Online

**Half**

of audiences have  
engaged with culture  
online

### Top online activities:

- Livestream/recording of a new activity
- Archive recording, pre-Covid
- Online talk/lecture

Over 3,400 audience responses have been collected to date across cultural organisations in Northern Ireland. Research was conducted between 14th October and 11th November, and before the NI Assembly announced further restrictions on 19 November 2020. Organisations are welcome to quote data from this survey, however we ask that you credit the Culture Beyond Covid: Arts survey from Thrive, funded by the Arts Council of Northern Ireland.