



Culture Beyond Covid: Visual Arts Survey Findings at a Glance

Pre-Covid behaviour

78%
of respondents visited galleries > 4x per year

2/3
Are missing the opportunity to visit galleries a lot

Activities
they are
interested in
in the next 12
months



Artist talks or interviews



Small bookable tours



Opening receptions



Late Night Art

Safety and Comfort: What Audiences Want



- Hand sanitiser
- 'Kite mark' for venues
- Use of masks
- Queue management



- Toilet restrictions
- No handouts/info
- Public transport
- Pre-booking a time slot

Past Digital Engagement 82%

have engaged with visual arts online

Over half have:

- Watched artist talks
- Taken a virtual tour
- Or looked at past exhibitions

Future Digital Engagement 88% are interested in

visual arts online

Half

are undecided whether they'd pay for it or not

Over 200 audience responses have been collected as part of the Culture Beyond Covid: Visual Arts Survey across seven participating visual arts organisations in Northern Ireland. Data were collected through Surveymonkey in September 2020. Organisations are welcome to quote data from this survey, however we ask that you credit the Culture Beyond Covid Visual Arts Survey from Thrive, funded by the Arts Council of Northern Ireland.