

# Audience Snapshot: Cultural Film in Belfast

In 2016, Belfast City Council commissioned us to find the levels of cultural engagement in Belfast. We asked 2,200 Belfast residents about their cultural lives, and gathered some really rich data.

We were able to dig deeper into the research and find information on specific audiences too. Below is some of what we found out about cultural film audiences in Belfast. And if you'd like more detailed information, feel free to get in touch at [www.wewillthrive.co.uk](http://www.wewillthrive.co.uk).

## What do audiences for arthouse, documentary, and foreign language film look like?



Audiences are young, with 22% in the 16-24 age-bracket, 25% are 25 – 34, and 22% are between 35 and 49.



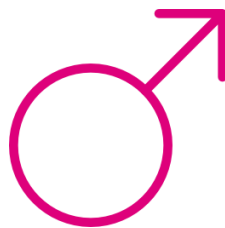
30% of them are aged 50 or over.



74% come from higher social grades (ABC1s). Social grade is based on the occupation of the head of the household. ABC1s are typically middle class and above.



Just over half (51%) of them are couples.



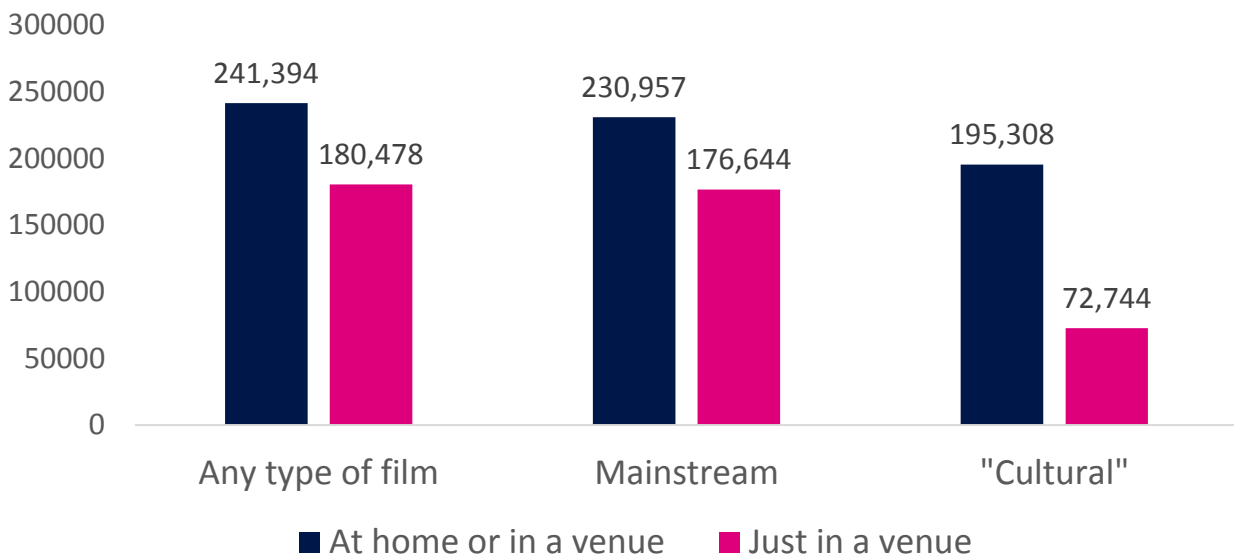
Slightly more men are engaging (53%), even though there are more women than men in Belfast overall.



Only 24% have kids in the household.

## How many people watch in film in a year?

We asked Belfast residents if and where they watched mainstream or cultural cinema (including arthouse, documentary or foreign language and live screening of ballet/opera/theatre).



## Where are the potential audience gains for cultural cinema?

### Converting Home Viewers

68% of residents watch arthouse, documentary, or foreign language films at home, but only 20% watch at a venue. There's a huge potential audience here in the 48% who only watch at home.

### Older Audiences

Just over 30% of the audience for cultural film are 50+. You're attracting more of these audiences than mainstream cinema is, so you've clearly got a product and experience that appeals to this group.

### Female audiences

Men make up 53% of the audiences for arthouse, documentary, and foreign language cinema. In cinema visits overall in Belfast, women make up 54% of audiences. There are also more women than men in the general Belfast population.

### Data and data sharing

Better data collection and sharing can answer more questions about your audience interests and locations. Collaborative programming can ensure that cultural film audiences are developed as a whole.

### Live-screening is growing

Only 3% more Belfast residents saw an arthouse, documentary or foreign language film than saw a live performance screening in venues.

### Disabled Audiences

Disabled audiences are only 5% of Belfast film venue audiences, but make up 21% of the NI population overall.

### Collaborating with other artforms

73% of people who watched a live-screening of theatre, opera, and ballet also attended a live performance in the same year, so there's potential to cross-promote.



## Sources

Please contact our research executive Laura Cusick if you'd like more info on film audiences in Belfast – [researchexec@wewillthrive.co.uk](mailto:researchexec@wewillthrive.co.uk)

Other general population stats are from NISRA:

[https://www.nisra.gov.uk/sites/nisra.gov.uk/files/publications/NI%20IN%20PROFILE\\_1.pdf](https://www.nisra.gov.uk/sites/nisra.gov.uk/files/publications/NI%20IN%20PROFILE_1.pdf)