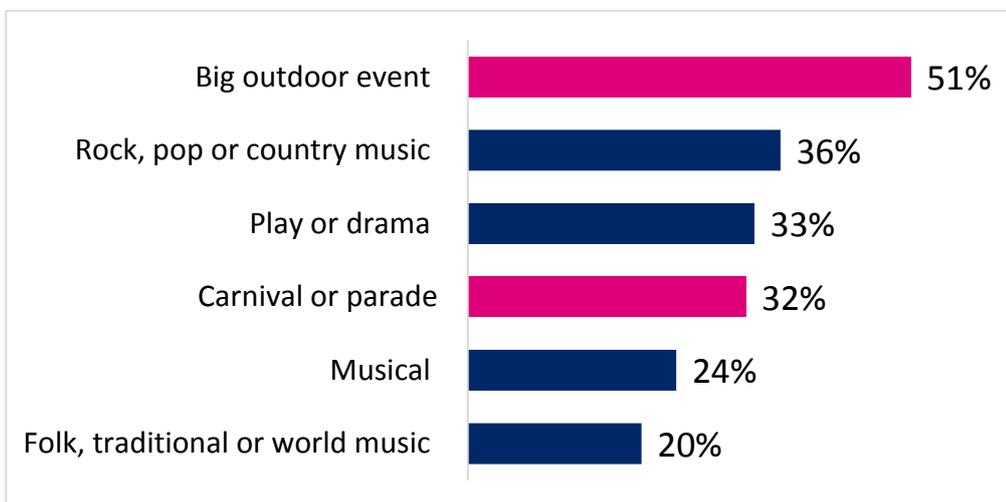


Audience Snapshot: Outdoor Events in Belfast

In 2017, we carried out a survey on behalf of Belfast City Council 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. Here's some of what we found out about outdoor events audiences in Belfast.

How many people are attending outdoor events per year?

Big outdoor events were more widely attended than any other art form in our survey.



51%

of Belfast residents have attended a big outdoor event in the past year.

What do outdoor events audiences look like in Belfast?



They're young. **Nearly half (45%) of your adult audiences are between the ages of 16-34.** That's younger than visual arts, theatre, dance, music, and literature audiences.



There are **much fewer over 65s** that we'd expect. This group make up 18% of Belfast residents, but only 9% of outdoor events attendees.



Outdoor events has the **largest attendance of families (33%)** across all art forms. But... that's already 60% of all families in Belfast.



Outdoor events audiences are **less likely to have a disability (1 in 17)** than the general Belfast population (1 in 7).

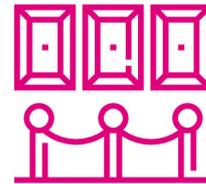
Compared to non-attenders, outdoor events audiences are...



TWICE as likely to visit a museum



TWICE as likely to visit a National Trust Property



THREE TIMES as likely to see a visual art exhibition

What strategies can we use to grow outdoor audiences?

Celebrate your success

Compared to other art forms, you're reaching a really wide and representative audience. A whopping 51% of Belfast residents aged 16+ attend an outdoor event at least once a year. This is a huge stat which can back up your calls for funding and investment in outdoor events as accessible and popular arts experiences.

Attract Older Audiences

Only 9% of your attendees are 65+, compared to 18% of Belfast city residents overall. There's opportunity for growth here if your purpose and programming can fit with this target audience. Check out the [Age Friendly Guidelines](#) for ideas on how to tailor programming, marketing, and visitor experience for this audience

Collaborate and Cross-Promote

Your events appeal to a wide range of people and often contain a wide range of art forms within one festival. Your attendees are likely to go to other arts events throughout the year, so collaborative marketing and research efforts with other groups and organisations are a good way to reach more people.

Focus on Families

Outdoor events has the largest attendance of families (33%) across all art forms. So your events clearly appeal to this audience. But this is very close to the percentage of families in the general population. Meaning that 60% of families in Belfast already go to outdoor events. Looking at increasing frequency of attendance could be one way to improve audience numbers.

Be Great for Groups

Young adults and families are coming to your events in big numbers. You can cater to group visits by including 'hang-out' spots and meeting points for socialising. A varied food offer is important too.

Welcome Disabled Audiences

Approximately 1 in 7 Belfast residents has a disability, but only 1 in 17 of your attendees do. However, we see a similar story across other art forms in Belfast – so it's not just a problem for outdoor events. Often physical access can be good, but it's marketing, programming, and event experience that don't appeal to this audience. Some more individualised research or focus groups could help you pinpoint what to improve.



Sources

Please contact our research executive Laura Cusick if you'd like more info on visual arts and crafts in Belfast – researchexec@wewillthrive.co.uk

Other stats are based on NISRA's 2017 mid-year population estimates:

<https://www.nisra.gov.uk/news/2017-mid-year-population-estimates-northern-ireland>

www.wewillthrive.co.uk

Data correct as of August 2018