

## Audience Snapshot - young people



'Young People' is a collective term to refer to individuals aged between 4 and 24 in Northern Ireland.

98,795

**Babies  
(0 to 3)**

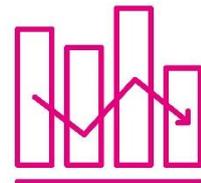
289,206

**Children  
(4 to 15)**

214,721

**Young Adults  
(16 to 24)**

By 2016, the number of 4 - 15 year olds in Northern Ireland had **increased** steadily since 2011 by over 10,000 children, following a steady decline since 2001. However, the number of 16-24 year olds had **decreased** steadily since 2007, by 15,400 people.



Both are sizeable markets to be explored, and while the young adult market is declining currently, the growing number of 4 to 15 year olds will eventually mature into young adults so this trend is likely to reverse at some point.

While it may sound clichéd, these are the audiences of the future and engaging them now helps develop their taste for future years. Are they also your audiences of today though?

### Are they interested in the arts generally?



Young people are highly engaged in "the arts", either through attending events or actively participating. However, this may be skewed by high interest in cinema.

89% of children engaged in 2016/17  
90% of young adults engaged in 2016/17

### Are they interested in your product?



That depends on what you have on offer. Young people are typically interested in a slightly narrower range of activities than older adults. While that doesn't rule out developing wider work for these age ranges, it requires active development to grow these audiences.

## ATTENDANCE



85% of children attended in 2016/17  
89% of young adults attended in 2016/17

### Cinema is universal

Attending film is the only thing that the majority of young people go to, right the way through from childhood (75% of 11 to 16 year olds) to young adulthood (79%).

### Music is a taste that develops in young adulthood

Attending music becomes likely once children hit young adulthood, particularly with popular music which jumps from 9% of 11 to 16 year olds to 29% of young adults.

### Above average art forms for children

Museums are attended by 32% of children, but that drops to a more average 24% of young adults. Children are also far more likely to attend pantomimes and musicals (24%), but again this drops away to a below average 8% amongst young adults.

## PARTICIPATION



66% of children participated in 2016/17  
36% of young adults participated in 2016/17

### No activity is universal

Outside of school, the majority of children do participate in arts activity BUT no single activity is participated in by the majority of children.

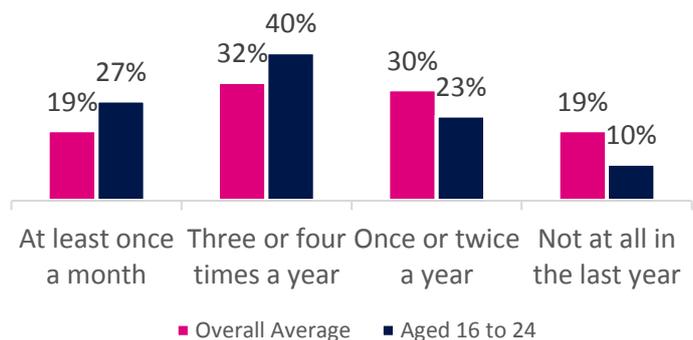
The most popular activities are visual arts activities (painting, sculpting etc.) at 27%, followed by dance (19%), digital art (16%) and playing a musical instrument (16%).

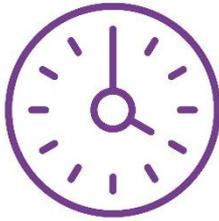
### Participation then declines among young adults

There's a big drop off generally in participation once someone becomes a young adult (from 66% to 34%). This is very noticeable in visual arts (down by 17%) and dancing (down 15%). Even the most popular activity for young adults (11% play a musical instrument) only just manages to get into double figures.

## Young adults = high frequency attenders

Young adults engaged with arts events more frequently than any other age group. A lot of this engagement is from film and popular music, while art forms like theatre take more time to mature into.





## What stops them engaging more often?

78% of young adults experience barriers to attending arts performances and events within NI, but there is no one universal obstacle as different barriers affect different young adults.

You can directly address some of these to minimise their impact, such as the cost of attending and a lack of information about what's on. Other things are harder to influence, such as young people's lack of time and venues not being close to where they live.

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## Already got them?

You may already have access to young people among your existing customer base. They may have attended themselves, or maybe their parents have. One way to tell is to survey your audience, but a **thrive** audience mapping report reporting on the Mosaic groups present in your audience or local area is another way to tell. The groups below are the most likely to have children or young adults still living at home.

### Children

Prestige Positions, Rural Reality, Suburban Stability, Domestic Success, Family Basics and Transient Renters

### Young Adults (still living at home)

Prestige Positions, Country Living and Suburban Stability

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## Sources

Department for Communities, 'Experience of culture and the arts by adults in Northern Ireland 2016/17', <https://www.communities-ni.gov.uk/publications/experience-culture-and-arts-by-adults-northern-ireland-201617>

Department of communities: 'Engagement in culture, arts and leisure by young people in Northern Ireland 2016', <https://www.communities-ni.gov.uk/publications/engagement-culture-arts-and-leisure-by-young-people-northern-ireland-2016>

Northern Ireland Neighbourhood Information Service: 'Population Estimates - Single year of age (admin geographies)', [http://www.ninis2.nisra.gov.uk/Download/Population/Population%20Estimates%20-%205%20year%20age%20bands%20\(admin%20geographies\).zip](http://www.ninis2.nisra.gov.uk/Download/Population/Population%20Estimates%20-%205%20year%20age%20bands%20(admin%20geographies).zip)