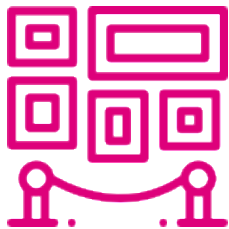


# Audience Snapshot: Visual Arts in Belfast

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. Below is some of what we found out about visual arts audiences in Belfast.

## How many people are attending visual arts and craft per year?



**25%** of Belfast residents have seen an exhibition of visual art.



**14%** of Belfast residents have seen an exhibition of craft.

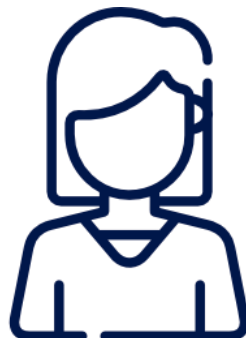
### Overlap between craft and visual arts

13% of Belfast residents saw a visual arts exhibit only (and not craft), 3% saw craft only, and 11% saw both. So there is a huge overlap there.

## What do visual arts and craft audiences look like in Belfast?



They're relatively young. There's a higher representation of 16 to 24 year olds, and 35 to 49 year olds than in the general population.



Slightly more women than men attend visual arts and crafts. 56%, compared to 52% of NI residents overall.



Visual arts and crafts audiences are less likely to have a disability (5%) than someone from the general population (15%).

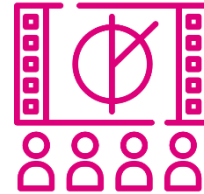
Compared to non-attenders, visual arts and craft audiences are...



**TWICE** as likely to visit a museum



**TWICE** as likely to see a historic site



**THREE TIMES** as likely to go out to watch non-mainstream films

Visual arts and craft attenders are very culturally-engaged. They enjoy going to a wide variety of events and activities, including films, big outdoor events, concerts, plays, and talks about arts, culture, and heritage.

## What strategies can we use to grow visual arts audiences?

### Collaboration and Cross-Promotion

Visual arts attenders are more likely to go to a wide range of events, including big outdoor events, carnivals, concerts, and plays.

Visual arts are often represented in festivals, but deeper collaboration and cross-promotion could create a stronger partnership.

### Deepen Engagement

Visual arts audiences are looking for ways to fully culturally engage. You might offer artists talks, tours, and reading groups already, but talking to your visitors can help uncover new ways for them to learn more about the work.

### Offer Opportunities to Participate

1 in 3 visual arts attendees have engaged in painting, drawing, printmaking or sculpture. 21% of non-attenders participate in visual art and craft activities, but don't go to visual art/craft exhibits themselves.

### Develop Your Volunteering Programme

25% of visual arts and craft attenders told us they had volunteered with an arts, culture, or heritage event or organisation in Northern Ireland. This is a highly engaged group that want to be deeply involved in organisations and events.

### Attract Older Audiences

With an extremely young and loyal audience, older people could be a key opportunity for growth. More comfortable seating in galleries, and well organised tours could be a way to appeal to this group.

### Welcome Disabled Audiences

Disabled audiences are only 5% of Belfast visual arts audiences, but make up 21% of the NI population overall. Belfast organisation University of Atypical run an awards scheme called the Arts & Disability Equality Charter.



## 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](mailto: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](http://www.wewillthrive.co.uk)

Data correct as of August 2018