

Citizen Survey Report for: Dublin City Council Culture Company



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council



Economic Development Office
Dublin City Council

Report Date: 13/04/2023
Survey Fieldwork: March 2023

Report by:



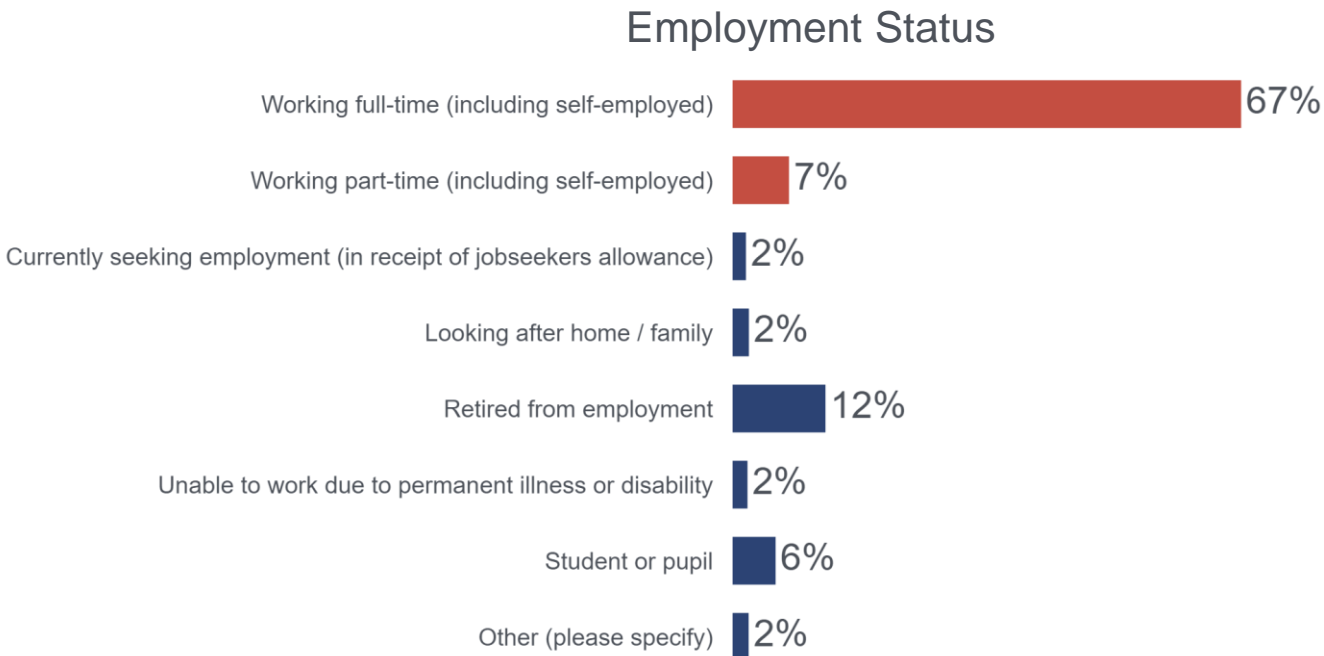
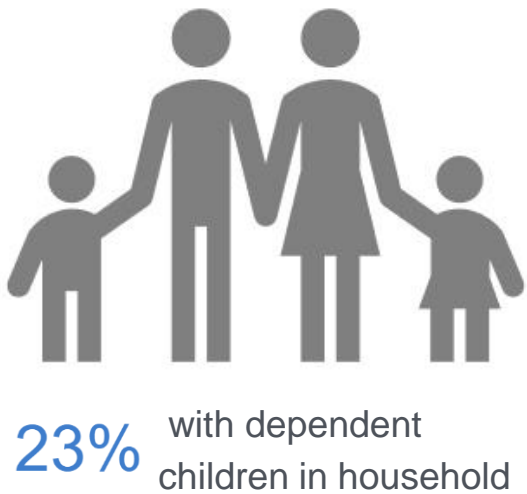
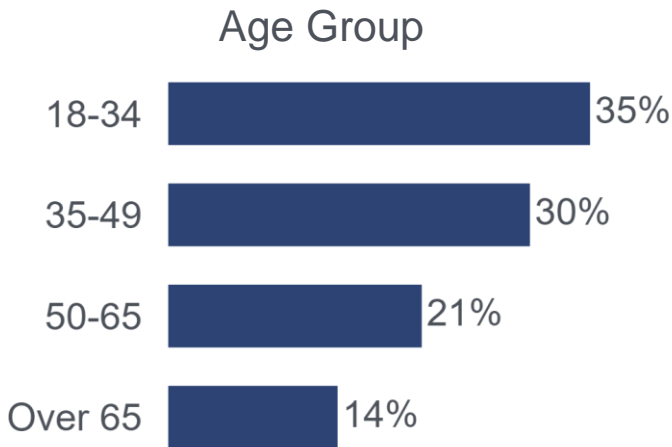
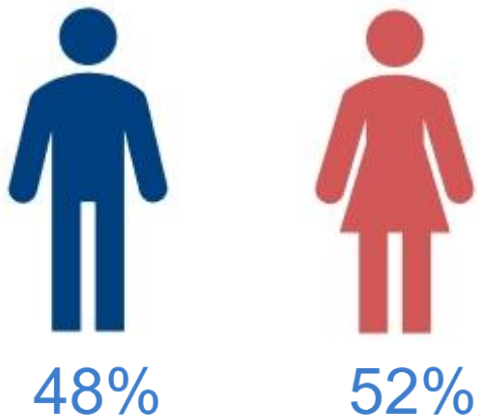
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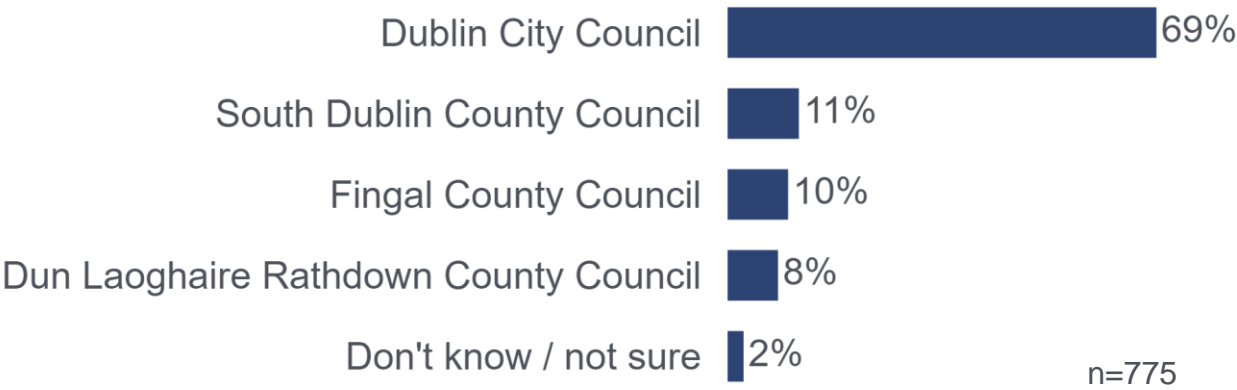
- Online survey, 1st March - 10th March 2023
- 927 respondents from the "Your Dublin, Your Voice" opinion panel
- 19% response rate
- Median response time 11.7 minutes
- Global margin of error +/- 3.2%
- Robust panel in existence since 2010, recruitment through various channels



41 nationalities represented on this survey, 89% Irish



Local Authority

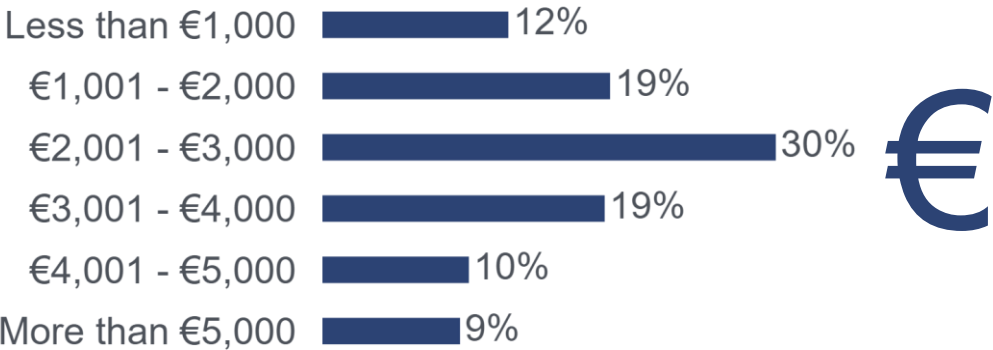


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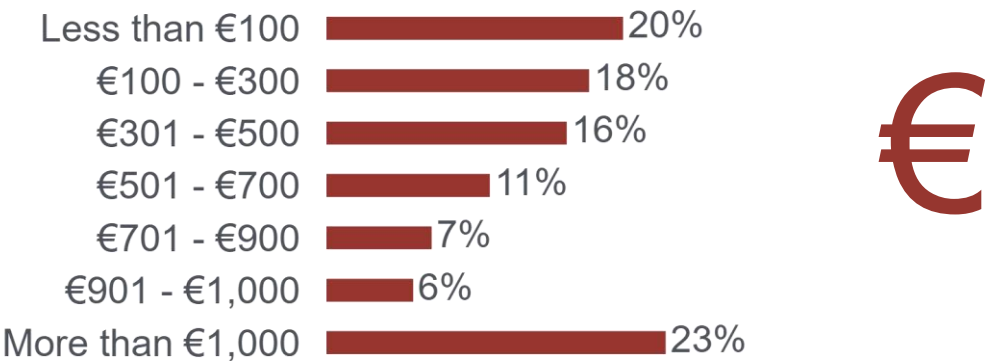
Current Area of Residence

	%
Outside County Dublin	6%
Dublin 1	3%
Dublin 2	3%
Dublin 3	6%
Dublin 4	5%
Dublin 5	4%
Dublin 6	4%
Dublin 6W	4%
Dublin 7	9%
Dublin 8	11%
Dublin 9	8%
Dublin 10	1%
Dublin 11	4%
Dublin 12	7%
Dublin 13	3%
Dublin 14	3%
Dublin 15	3%
Dublin 16	2%
Dublin 17	1%
Dublin 18	1%
Dublin 20	1%
Dublin 22	1%
Dublin 24	3%
County Dublin	8%

Monthly Income After Taxes, Before Bills



Monthly Disposable Income After Bills Are Paid



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Life Satisfaction

- **6.7 out of 10** is the average life satisfaction score among respondents. This is in line from 6.7 measured in November 2022. Life satisfaction is **highest among over 65s** (7.6 out of 10). Life Satisfaction increases with educational achievement and is higher among those with higher incomes.

Cultural spaces important to you

- The **top five** cultural spaces most commonly identified by respondents as being important to them were:
 - Phoenix Park
 - National Gallery of Ireland
 - Lighthouse Cinema
 - Abbey Theatre
 - Irish Film Institute

Engaging in artistic / creative activities

- **24%** of those in employment indicated that they engaged in some form of artistic / creative activity as part of their work
- **72%** of respondents engage in some form of artistic / creative activity as a hobby

Engaging in activities in the past 12 months

- The **top ten** activities that respondents most frequently engaged in during the past 12 months were:
 - Outdoor activities e.g. walking or running - **94%** at least once
 - Go to the pub - 88%
 - Go to bookshops - 86%
 - Go to museums / heritage sites - 85%
 - Listen to live music - 82%
 - Go to the cinema - 79%
 - Go to art galleries - 71%
 - Go to the theatre - 62%
 - Engage in late night entertainment - 59%
 - Attend a sporting event - 51%
 - Take part in a sport - 41%
- Engaging in late night entertainment, going to the pub, attending comedy nights, going to the theatre, attending sporting events and listening to live music were among **the most sociable activities**, i.e. where people were most likely to go with others.

Cultural offerings missing or lacking in Dublin

- The **top five** cultural activities or offerings that respondents felt were **missing or lacking** in Dublin were:
 - Late night bars / clubs / cafés / other late night spaces – 23% of mentions
 - Music / music venues – 12%
 - Open-air / street activities / events / festivals - 12%
 - Alcohol free options – 10%
 - Food markets / indoor markets / flea markets – 8%
- Male respondents and younger respondents were more likely to mention late night offerings as missing or lacking. Similarly those with higher educational achievement and those with no dependent children were more likely to mention late night offerings as missing or lacking.

Participating in cultural activities

- **44%** of respondents felt that they participate in cultural activities more than other people of their age. Self-reported relative participation increases to 47% among those with a postgraduate qualification.
- **80%** of respondents indicated that they **would like to be more engaged** with cultural activities in Dublin.
- Desire to be more engaged in cultural activities in Dublin is higher among younger age groups and increases with educational achievement. This is also higher among those with children (87%) and among those living in Dublin less than 5 years (94%).

Importance of culture in your life

- **91%** of respondents felt that culture and **cultural activities are important in their lives**.
- Importance of culture in respondents' lives increases with educational achievement.
- Life Satisfaction (rated out of 10) is higher among those who feel that culture and cultural activities are important in their lives (6.8 out of 10) compared with those who felt that cultural activities are not important in their lives (6.1 out of 10).

Barriers to engaging more with cultural activity in Dublin

- The top five barriers to engaging more with cultural activity, mentioned by respondents in their own words, were:
 - Cost / affordability – **30%** of mentions
 - Transport / access to events / getting to and from events – 22%
 - Not enough time - 17%
 - Lack of information about what's going on – 13%
 - Lack of options / suitable events for me – 12%
- Younger respondents were more likely to mention cost and lack of information as barriers to engaging more with cultural activity. DCC area residents were more likely to mention lack of information as a barrier, and less likely to mention transport / access as a barrier.

Finding out about events happening in Dublin

- The **top five** sources for finding out about events happening in Dublin were:
 - Friends and family
 - Social media
 - Search engine
 - Posters / fliers around town
 - Web / mobile ads
- In terms of specific websites or apps used, **venue-specific alerts** were the most commonly mentioned.
- **Instagram**, **Eventbrite** and **Ticketmaster** have all increased in popularity as sources of information since last measured in 2018.

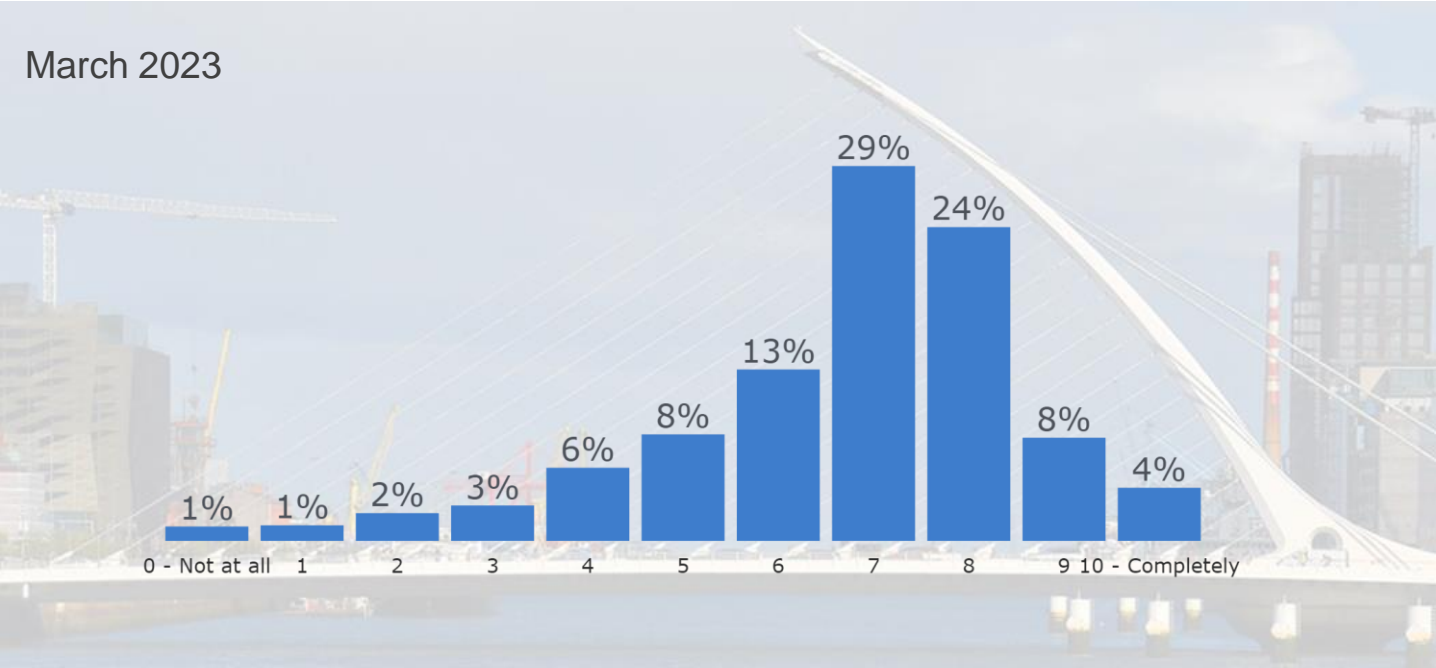
Values attached to arts and cultural activity

- Out of five value statements, respondents indicated the strongest agreement with the statement “Arts and culture are necessary for society” – On a scale of 0 to 10 this rated **9.1 out of 10**
- Internationally, ratings on this and other values were broadly in line with those reported in Barcelona and slightly lower than the EU average.
- Agreement with the statement “Taking part in cultural activities has given me the opportunity to interact with and meet other people” was closest to the EU average at 7.8 out of 10 (7.9 for EU).
- Ratings of values attached to arts and cultural activity tended to be higher among younger age groups, and among those with higher educational achievement.

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On a scale of 0 to 10, overall how satisfied are you with your life nowadays?



6.7
is the average life satisfaction
score out of 10

This is in line with the level
measured in November 2022.

Life satisfaction is highest
among over 65s (7.6 out of
10).

Life satisfaction increases
with education and income.

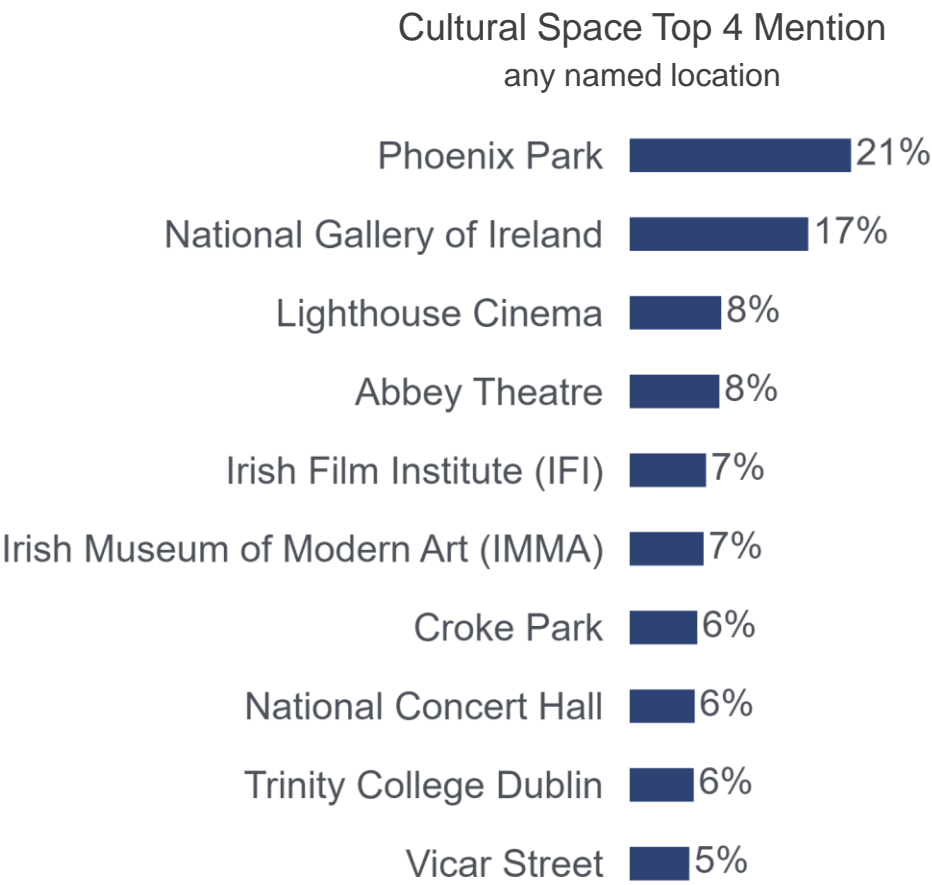


Base: N = 927

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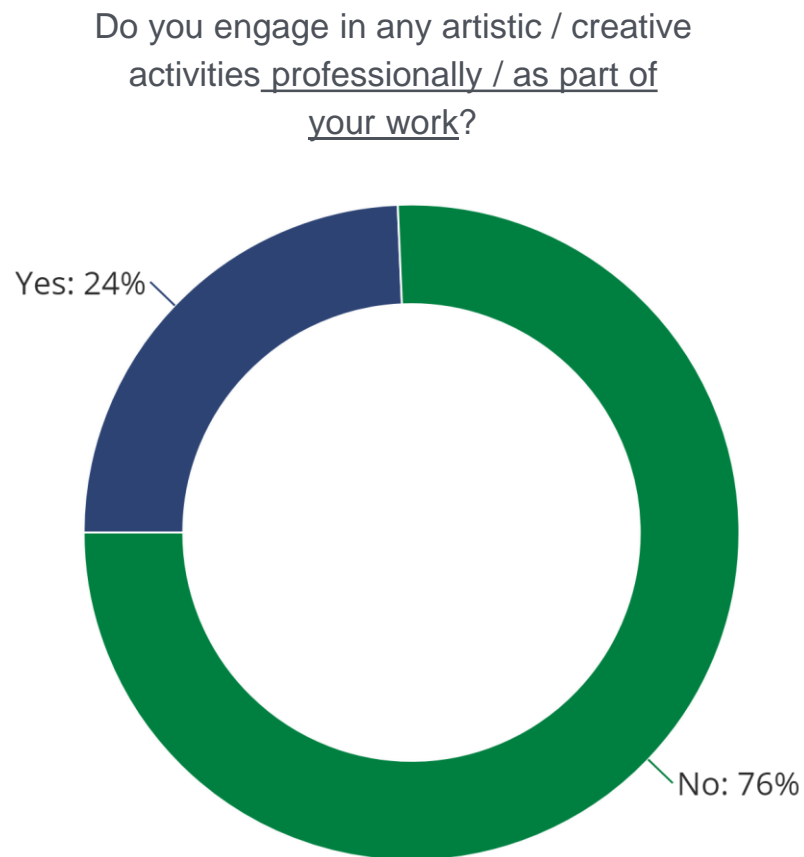
For you personally, in order of preference, what are the top 4 most important cultural spaces in Dublin (not just the city centre)?



- Males were more likely to mention Croke Park as an important cultural space to them. Vicar Street was mentioned predominantly by under 50s.
- The National Gallery of Ireland, the Lighthouse Cinema and the Abbey Theatre were more likely to be mentioned by those with a postgraduate qualification.

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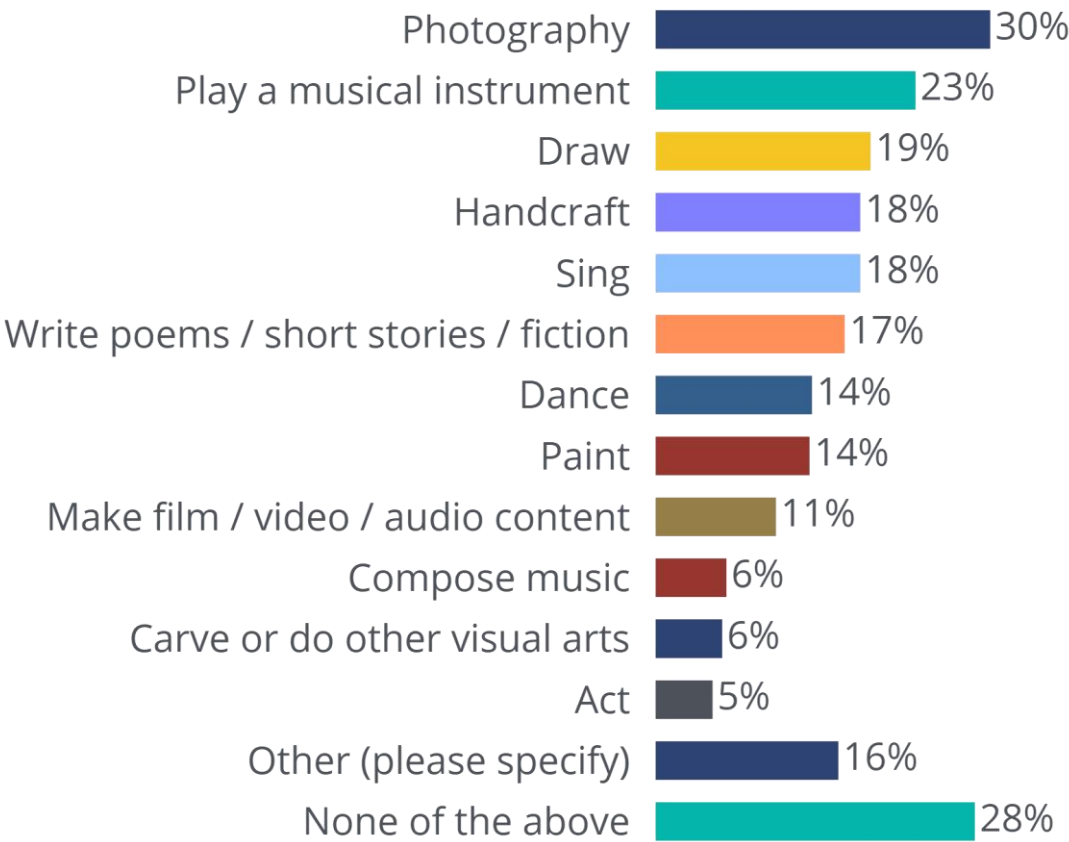
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24% of those in employment engage in some form of artistic / creative activity as part of their work.

Base: N = 689

Do you engage in any of the following artistic / creative activities as a hobby?

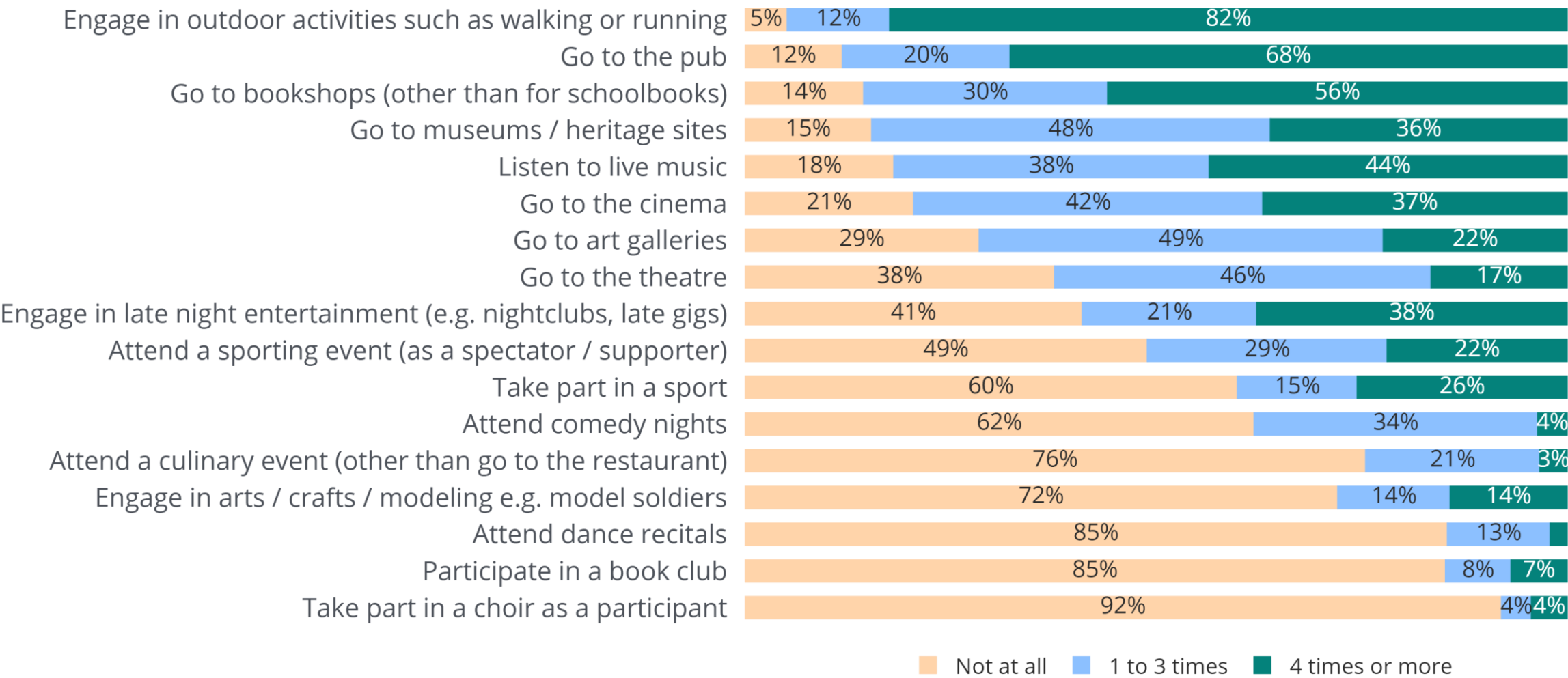


72% of respondents engage in some form of artistic / creative activity as a hobby.

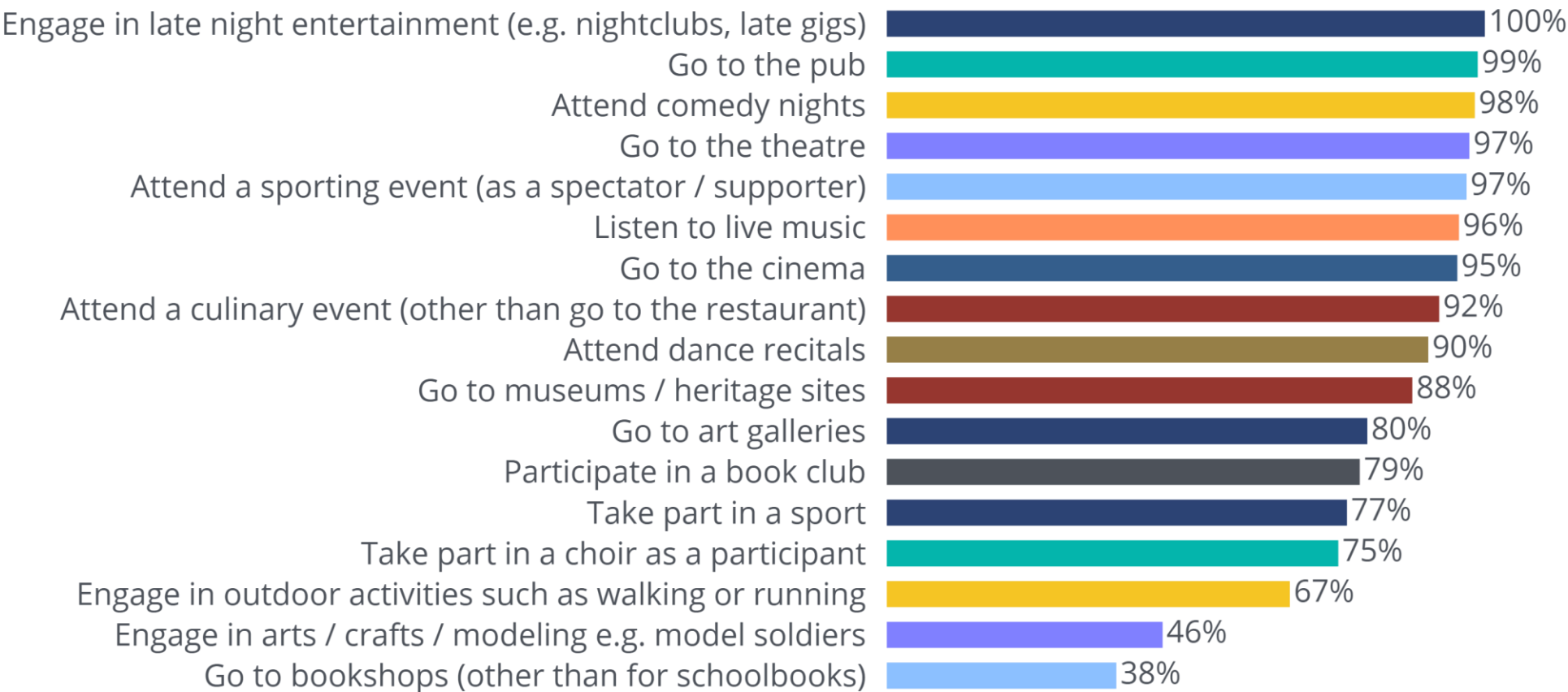
Female respondents (77%) are more likely to engage in artistic / creative hobbies than males (65%).

“Other” includes various activities such as knitting, gardening, DJ-ing etc.

In the past 12 months, how often have you done the following in Dublin?



% of those engaging in each activity with others at least sometimes

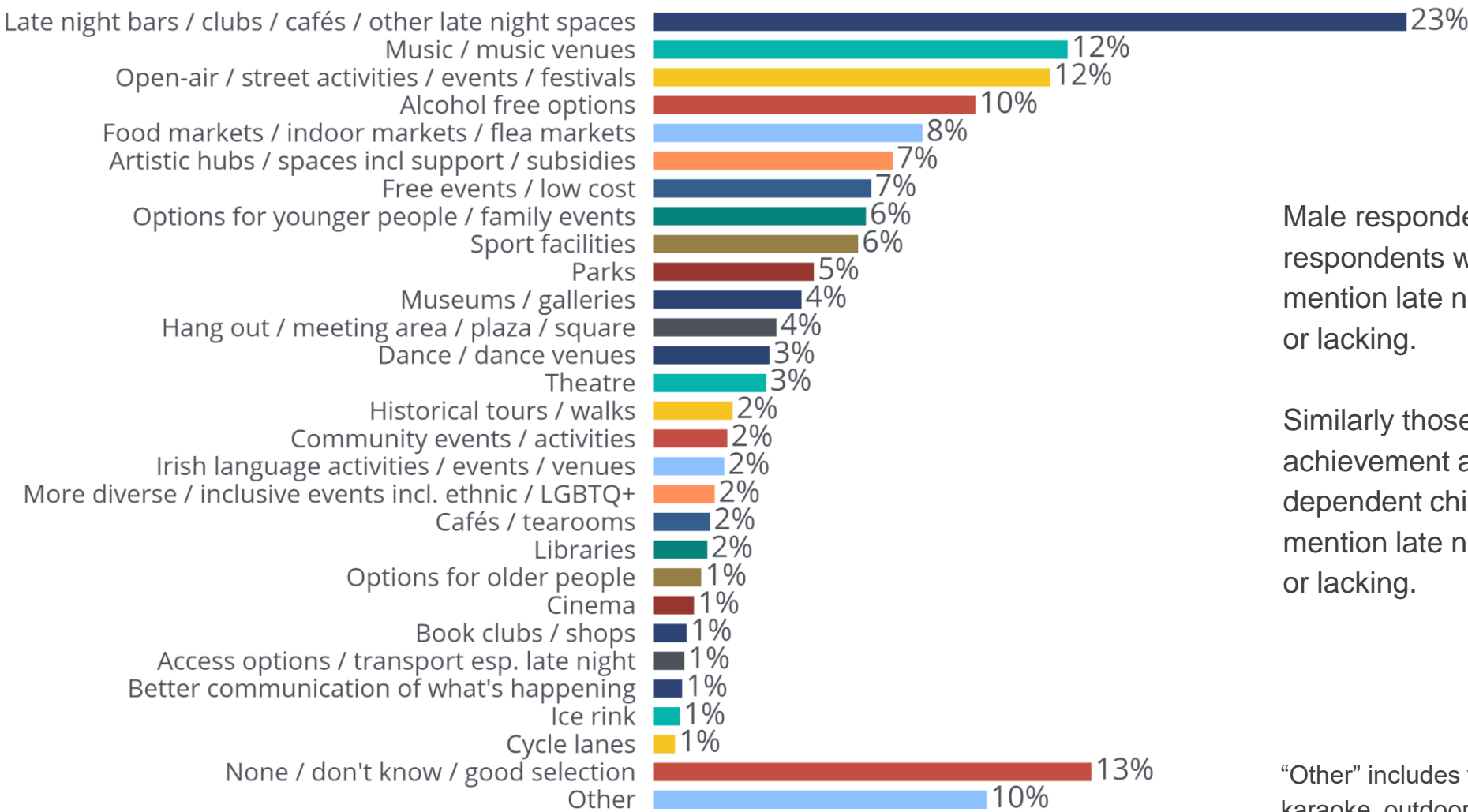


For all activities, respondents were more likely to engage with friends rather than family if engaging with others.

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What kind of cultural activities or offerings do you think are missing or lacking in Dublin? (open-ended comments categorised)



Male respondents and younger respondents were more likely to mention late night offerings as missing or lacking.

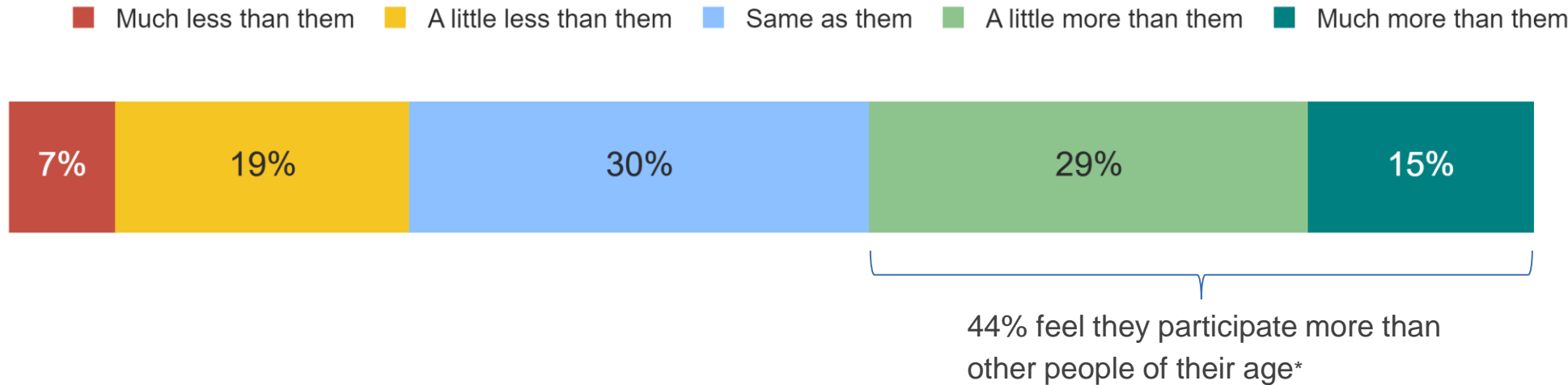
Similarly those with higher educational achievement and those with no dependent children were more likely to mention late night offerings as missing or lacking.

“Other” includes various activities e.g. karaoke, outdoor movies, archery etc.

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In general, would you say that you participate in cultural activities more or less than other people of your age?



Self-reported relative participation is higher among those who engage in arts / culture professionally or as a hobby.

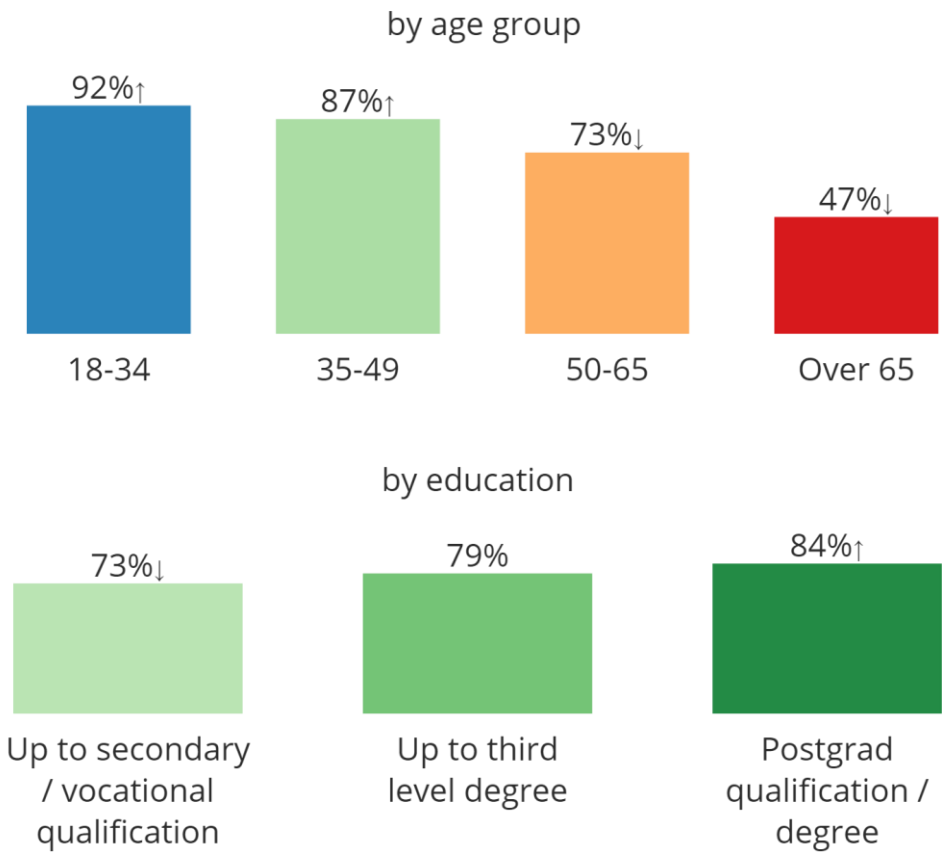
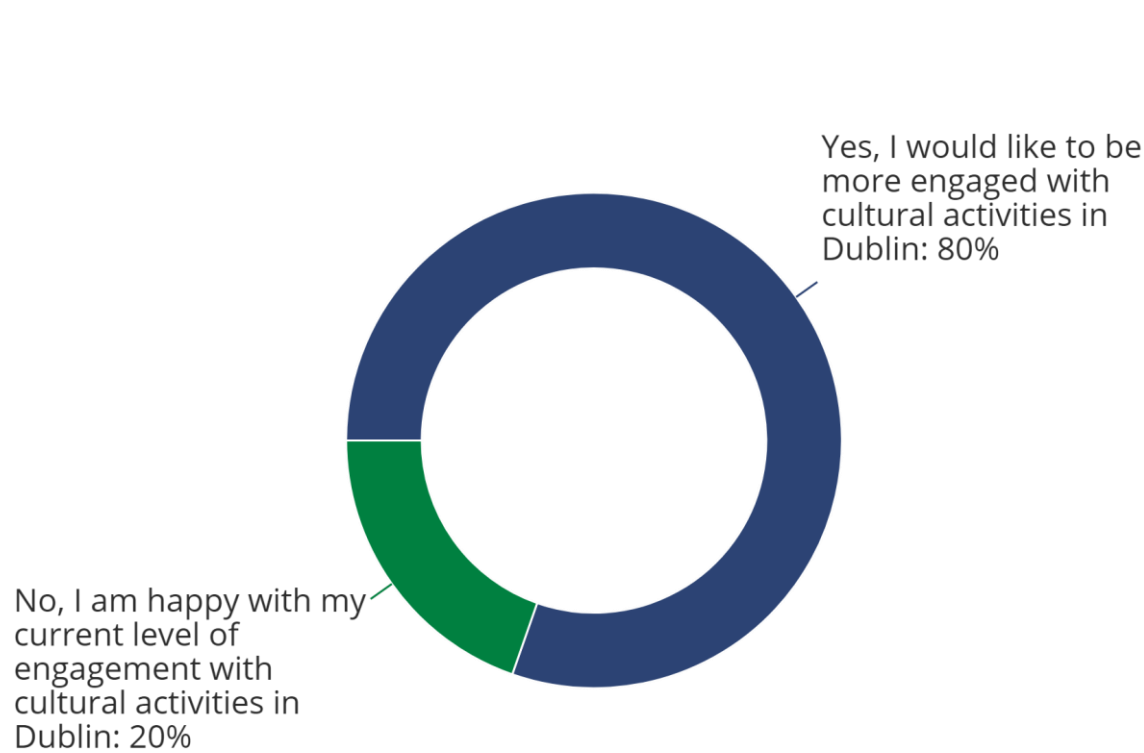
*International comparison: Barcelona 2019, **25%** indicated more than other people of their age

https://barcelonadadescultura.bcn.cat/wp-content/uploads/2020/04/CulturalSurvey2019_Report_EN.pdf

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Would you like to be more engaged with cultural activities in Dublin?

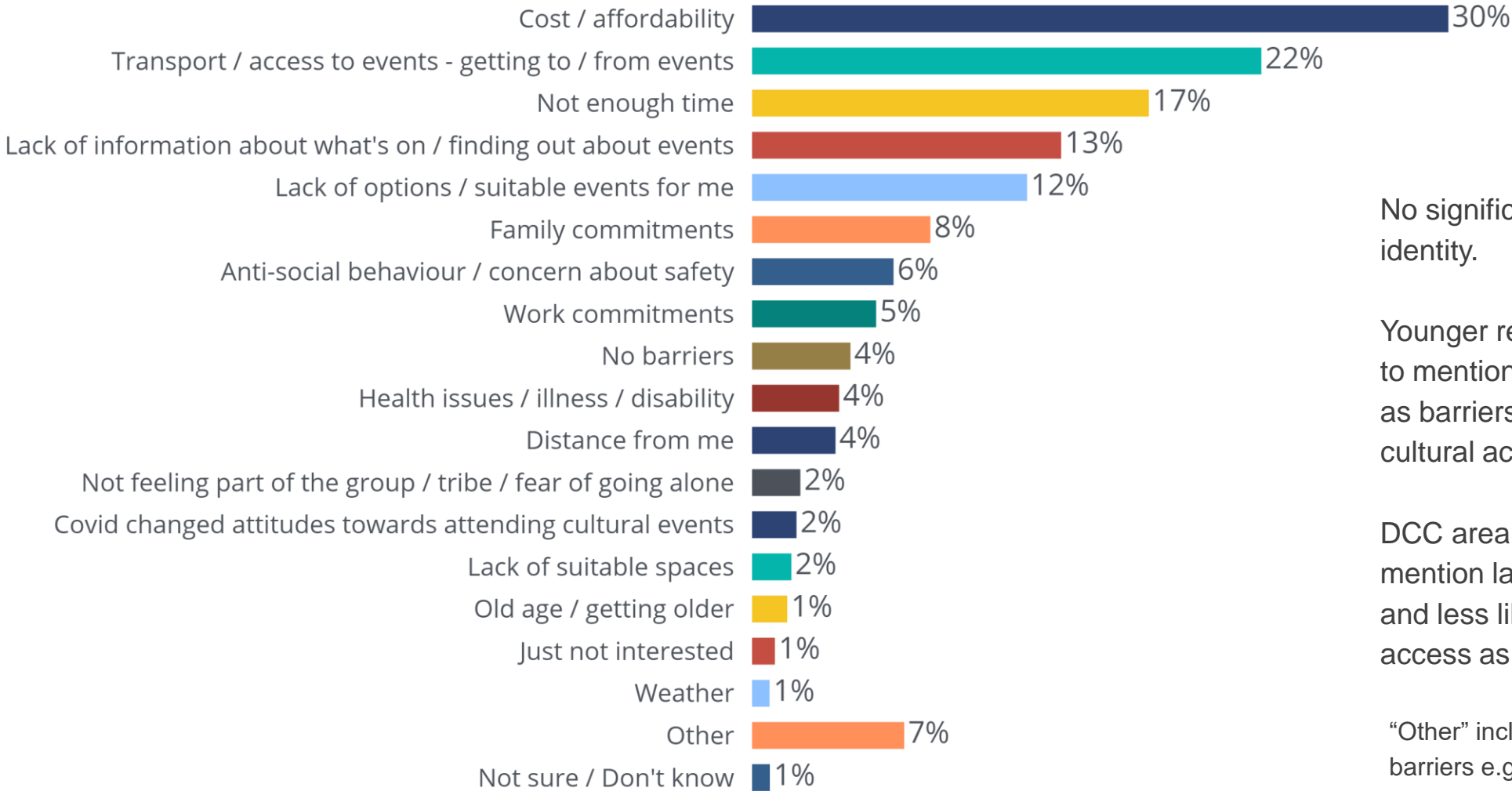


Desire to be more engaged in cultural activities in Dublin is higher among younger age groups and increases with educational achievement. This is also higher among those with children (87%) and among those living in Dublin less than 5 years (94%).

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What, if any, are the barriers to you engaging more with cultural activity in Dublin?
(open-ended comments categorised)



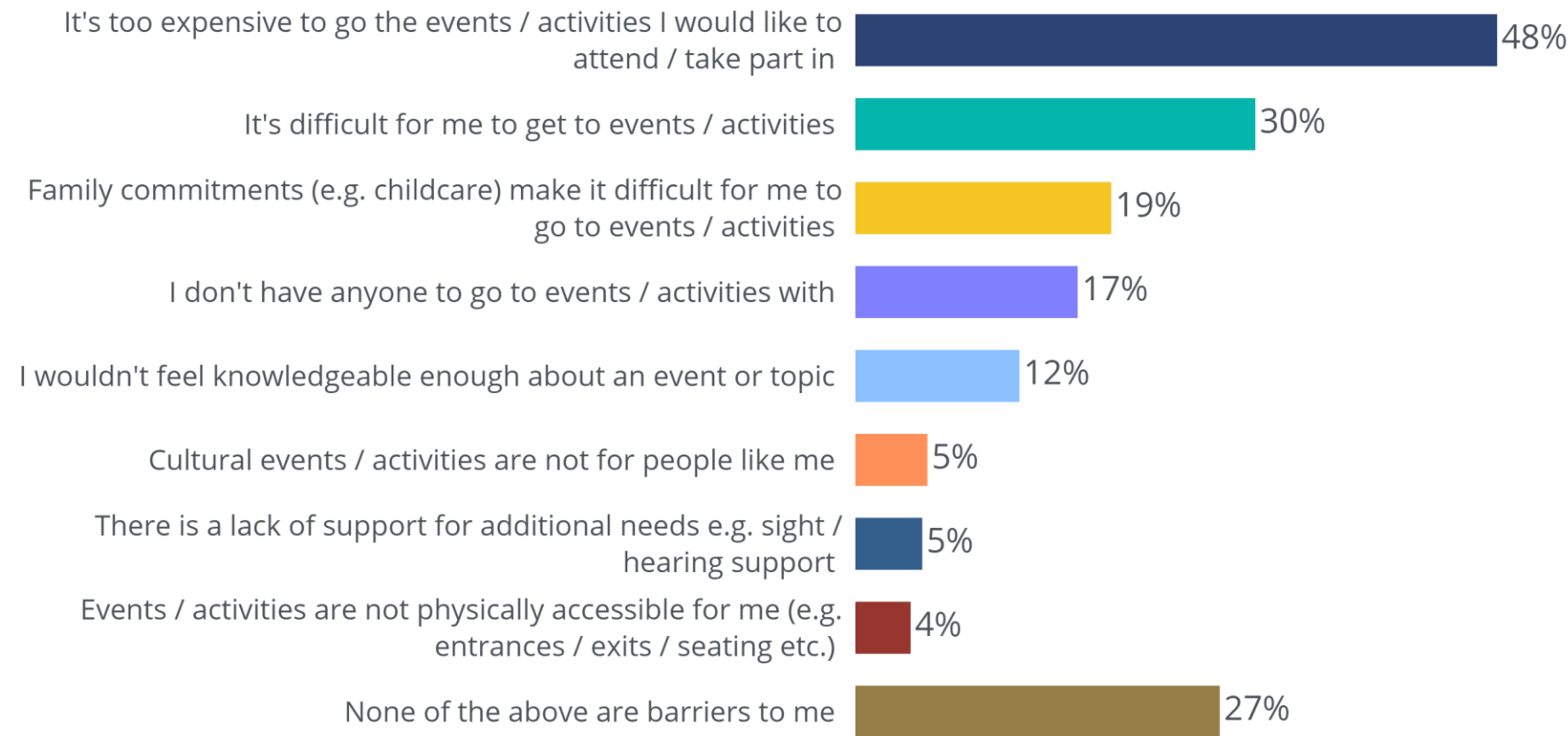
No significant differences by gender identity.

Younger respondents were more likely to mention cost and lack of information as barriers to engaging more with cultural activity.

DCC area residents were more likely to mention lack of information as a barrier, and less likely to mention transport / access as a barrier.

“Other” includes various low frequency barriers e.g. traffic, personal lifestyle etc.

Which of the following apply to you personally as possible barriers to engaging more with cultural activities in Dublin?

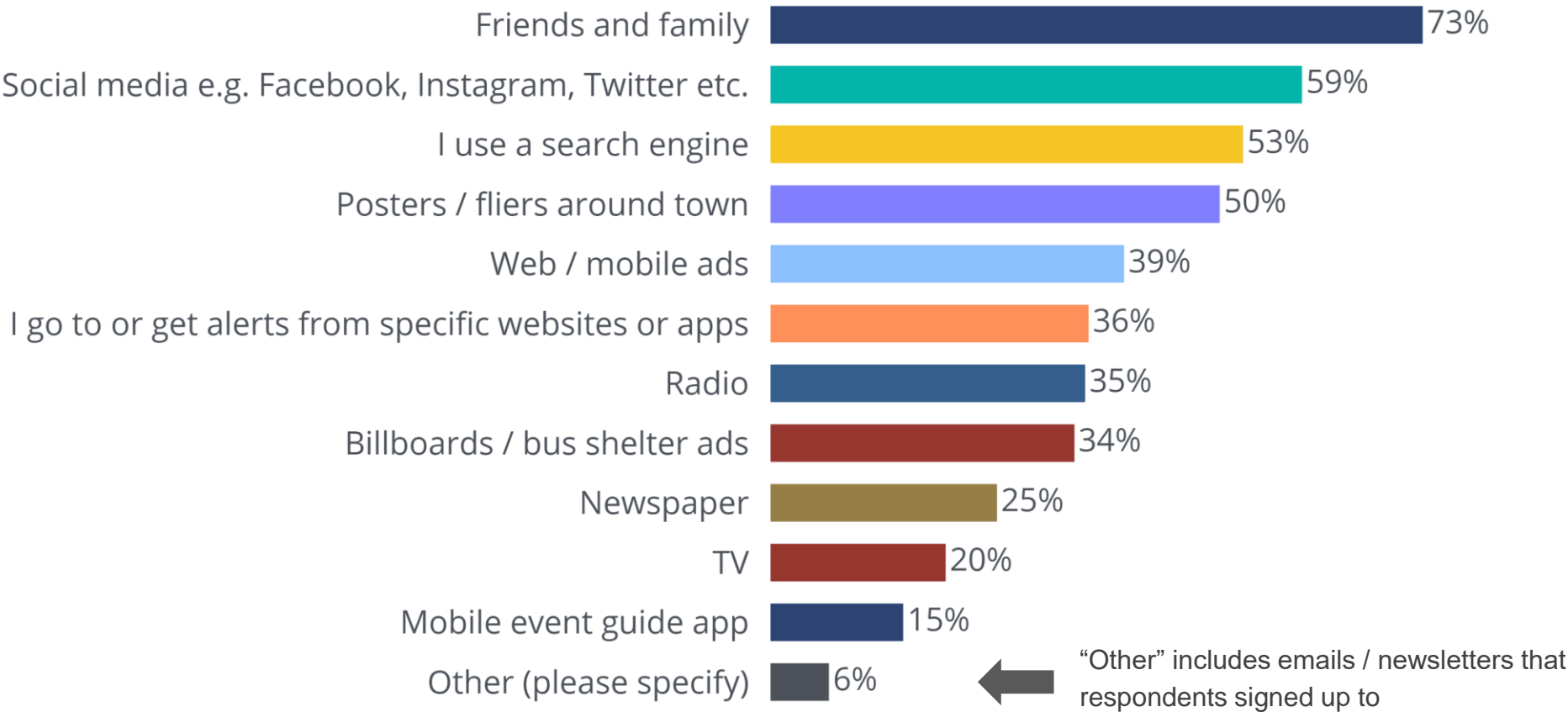


The pattern if response here is similar to that in the previous open ended question. The exception is that “**Lack of information about events**” emerged as a barrier when unprompted.

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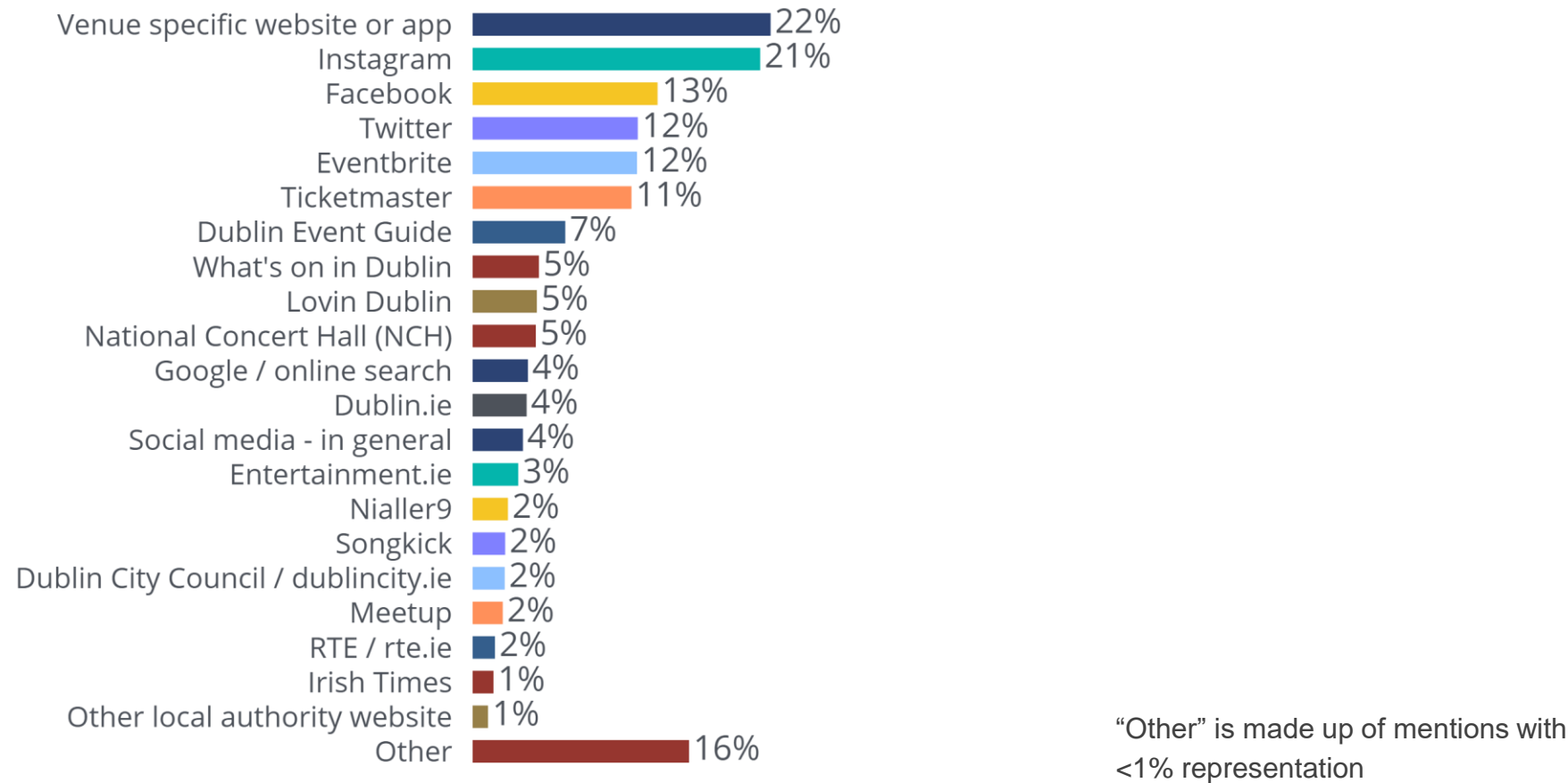
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If you are trying to find out what events are happening in Dublin, what sources do you usually rely on for information? Please select all that apply.

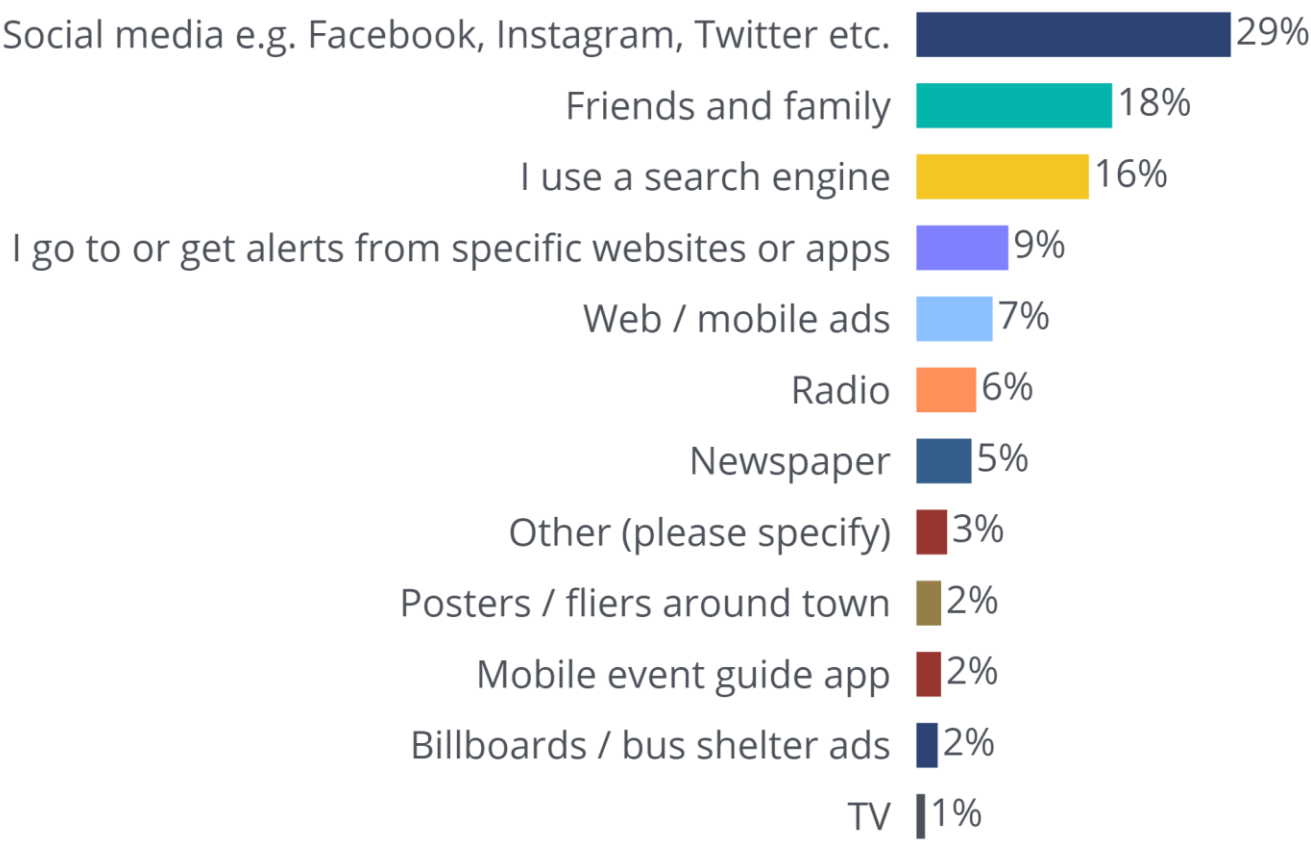


Females are more likely to find out about events through social media. Posters / fliers and social media are more effective for a younger audience, while radio, newspaper and TV are more common means of finding out about events among older age groups.

Which specific websites or apps do you go to or get alerts from about what is going on in Dublin?



What is your main source of information about what is going on in Dublin?



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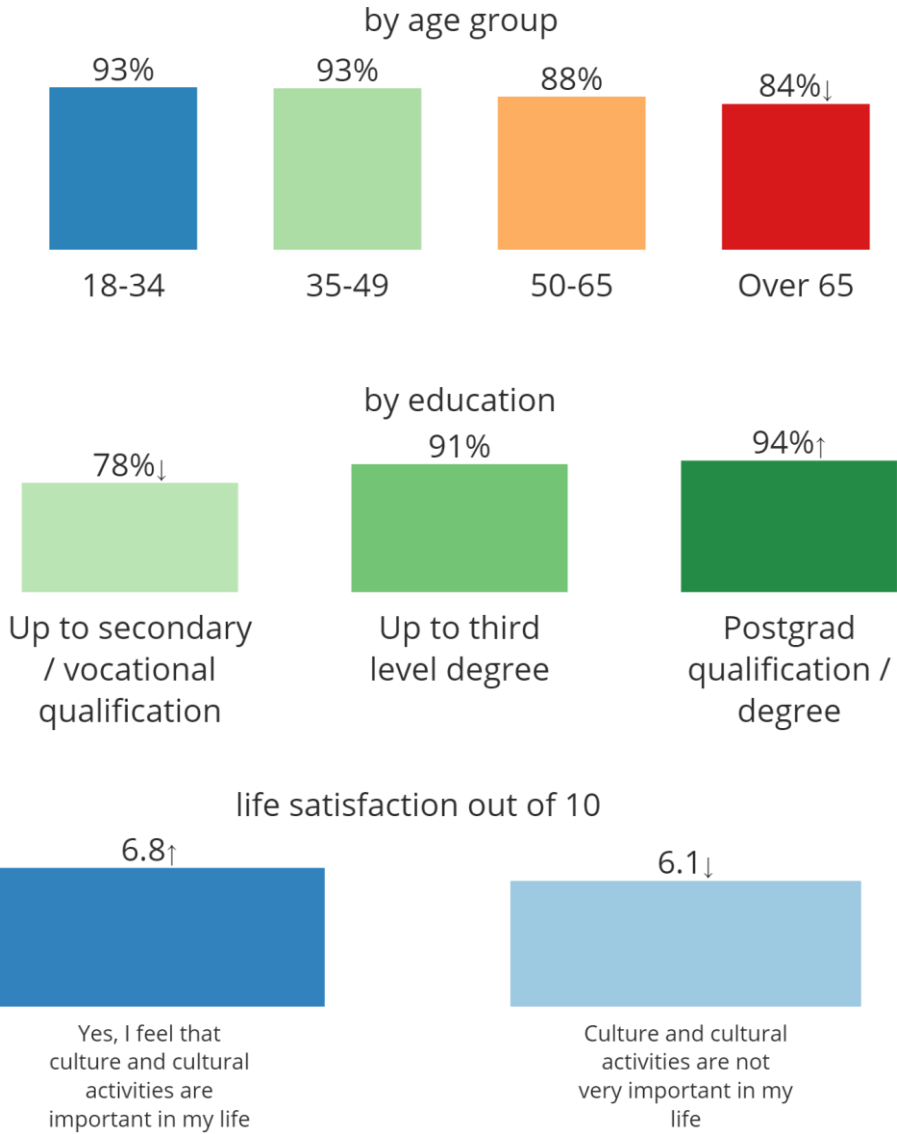
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Do you consider culture and cultural activities to be an important aspect of your life?

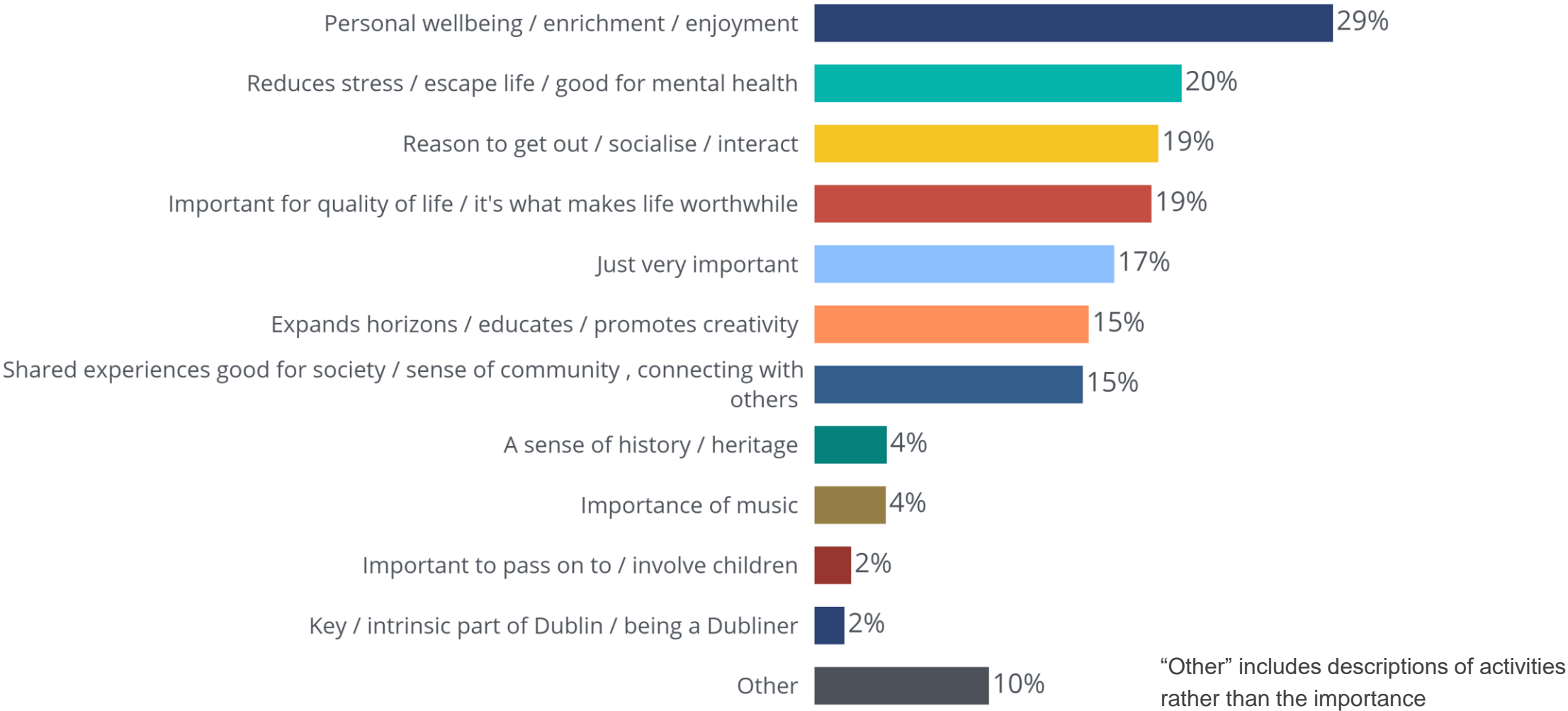


Importance of cultural activities is higher among those who engage in arts / culture professionally (98%) or as a hobby (94%).

Life Satisfaction (rated out of 10) is higher among those who feel that culture and cultural activities are important in their lives.



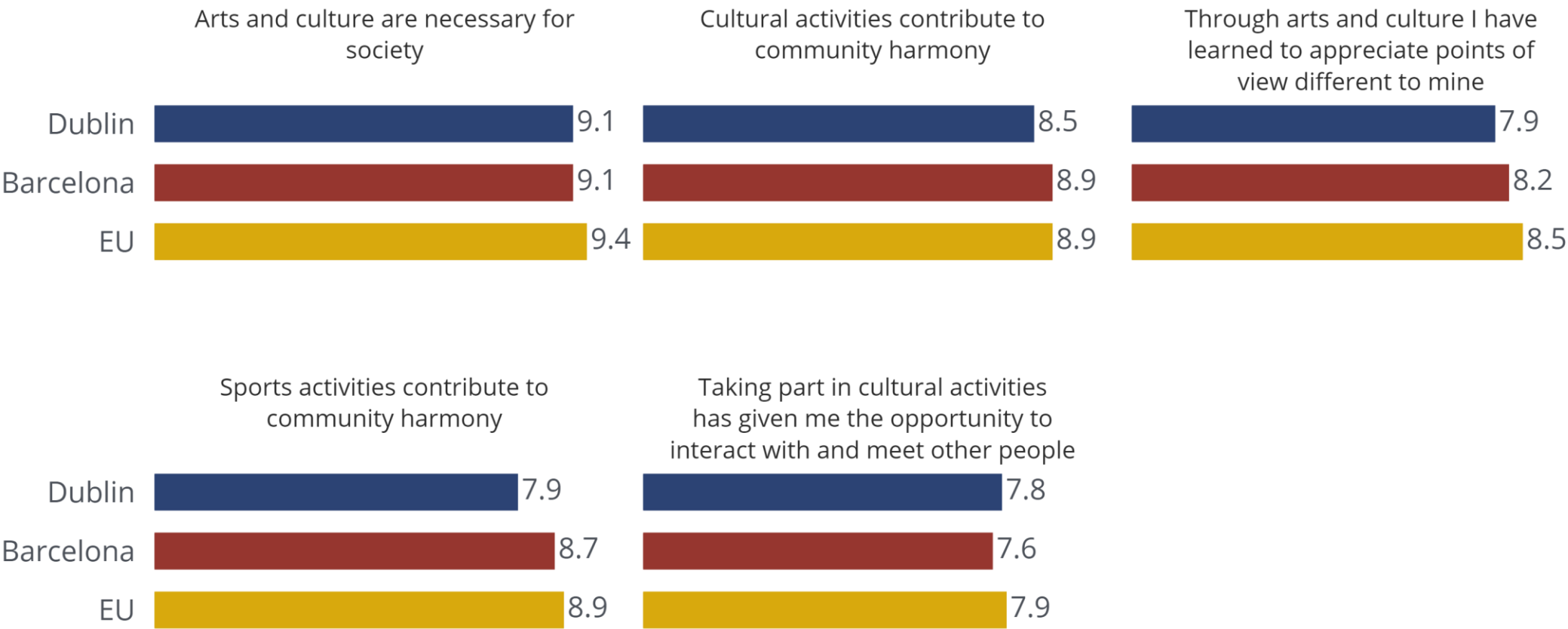
Please describe the importance of culture and cultural activity in your life.
(open-ended comments categorised)



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For each of the following statements, please indicate your level of agreement, where 0 = Strongly disagree and 10 = strongly agree



Female respondents tended to give higher ratings than males, as did younger age groups and those with higher levels of educational achievement. Those engaging in arts and culture through work or hobby also gave higher ratings.

For further information please
contact:

Economic Development Office
Dublin City Council
01 222 5611
research@dublincity.ie



Comhairle Cathrach
Bhaile Átha Cliath
Dublin City Council