

# Citizen Survey Report Events & Festivals November 2025



Economic Development Office  
Dublin City Council

Report Date:  
10/12/2025  
Survey Fieldwork:  
November 2025

Report by:  **Delve Research**  
Survey Research & Analysis  
[www.delve-research.com](http://www.delve-research.com)

# Agenda

I.	Summary	2
II.	Introduction and Respondent Profile	10
III.	Awareness of Events	15
IV.	Attending Events	17
V.	Impact of Events	19
VI.	Factors Influencing Event Attendance	21
VII.	Preferred Time of Day / Day of Week / Time of Year for Events	23
VIII.	Attractive Events in the Shoulder Season	25
IX.	Frequency of Engaging with Events in Dublin	27
X.	Spend Attending Events in Dublin	29
XI.	Sentiment Around Events	31
XII.	Interest in More Offerings from Local Authority	33
XIII.	Finding Out What Events Are Happening	35
XIV.	Specific Websites, Apps or Newsletters	38
XV.	Benefits of Investment in Events	40
XVI.	Event Suggestions	42
XVII.	Sponsorship Awareness	44
XVIII.	TwinkleTown - Likely to Attend	46
XIX.	Santo Panto - Likely to Attend	48
XX.	Key Takeaways	50

## Life Satisfaction

- **6.8 out of 10** is the average life satisfaction score among respondents. This is down slightly compared with the measure from August 2025.

## Feeling Safe in the City Centre

- **69%** of respondents indicated they feel safe in the city centre during the day (up from 62% in August 2025) and **37%** feel safe in the city centre at night (up from 35%).

## Awareness of Events

- The events with the highest awareness levels among respondents were:
  - St. Patrick's Festival
  - Dublin Pride
  - Women's Mini Marathon
  - Dublin City Half Marathon
  - NFL American Football Game
  - Dublin City Liffey Swim
  - Dublin Winter Lights
  - Dublin City Council Bram Stoker Festival

## Attending Events

- The most commonly attended / participated in events among respondents were:
  - Dublin Winter Lights
  - St. Patrick's Festival
  - Dublin Pride

## Impact of Events

- For all 21 events listed, the majority respondents rated the impact of the events on the Dublin region as positive. The highest positive ratings were for:
  - Macnas Parade
  - Women's Mini Marathon
  - St. Patrick's Festival

## Factors Influencing Event Attendance

- The top 4 factors influencing event attendance were:
  - Cost of tickets / entry fees
  - Ease of getting there
  - Quality of line-up programme
  - Weather considerations (indoor or outdoor)

## Preferred Times to Attend Festivals or Events

- Time of day – the majority indicated a preference for the afternoon of the evening (up to 10pm)
- Friday (41%), Saturday (69%) and Sunday (58%) were the most preferred days of the week, with 26% indicating no preference
- May to August was the preferred time of year to attend events, with 44% indicating no preference

## Attractive Events in the Shoulder Seasons

- The most commonly suggested events for the shoulder seasons (outside the traditionally busier times of the year) were:
  - Halloween / Christmas / Seasonal celebrations
  - Irish culture and heritage events
  - Music events and festivals

## Engaging with Events in Dublin

- The top 4 factors most commonly attended events in the past 12 months were:
  - Arts and cultural festivals (73% attending at least once)
  - Food and drink festivals / markets (70%)
  - Events or festivals in the city centre (70%)
  - Seasonal celebrations, e.g. Christmas, Halloween, St Patrick's (68%)

## Spend Attending Events in Dublin

- €47.84 was the average monthly spend on attending festivals and events in Dublin

## Sentiment Around Events

- 94% of respondents agreed that it is important for a local authority to spend money supporting festivals and events
- 86% agreed it is important for a local authority to sponsor participation events such as walks / runs / cycles
- 71% agreed that Dublin City has a good variety of festivals and events
- 62% agreed that Dublin City has plenty of family-friendly festivals and events
- 56% felt that there “is a good range of events for people like me”

## Interest in More Offerings from Local Authority

The top 5 types of events which respondents would most like to see more of from their local authority were:

- Free or low-cost outdoor cultural events (70% selecting in their top 5)
- Events in parks and open spaces (51%)
- Community and neighbourhood-based events (49%)
- Arts and cultural festivals (music, dance, literature, visual arts (46%)
- Food and drink festivals / markets (44%)

## Finding Out What Events Are Happening

The most popular ways for finding out what events are happening in Dublin were:

- Social media – 61% of respondents
- Friends and family – 52% (down from 73% in 2023)
- Posters / fliers around town – 42%
- Search engine – 36% (down from 53% in 2023)
- Emails / newsletters – 35%

The most commonly cited specific websites, apps or newsletters were:

- Instagram
- Dublin Event Guide / Other What's on Guides
- Dublin City Council websites and social media
- Eventbrite
- Facebook

## Benefits of Investment in Events

The top 3 perceived benefits of investment by Dublin City Council in events and festivals were:

- Allowing people to feel more engaged with the city – 70% selecting in their top 3 benefits
- Offering more affordable options for people than private sector events – 53%
- Creating connections between people – 45%

## Suggestions for Other Types of Events or Festivals Not Currently Offered

The top 4 most commonly suggested event types that respondents would like to see in Dublin were:

- Music festivals and concerts
- Arts and crafts festivals
- Cultural and heritage celebrations
- Food markets and festivals

## Awareness of Dublin City Council Sponsorships

- 74% of respondents were aware that Dublin City Council is a title sponsor of Dublin Winter Lights
- 71% were aware of Dublin City Council's sponsorship of the Dublin City Half Marathon
- 70% were aware of Dublin City Council's sponsorship of Dublin Pride
- 66% were aware of Dublin City Council's sponsorship of the Dublin City Council Bram Stoker Festival

## TwinkleTown

- 59% of respondents indicated that they would be likely to attend *TwinkleTown* this year

## Santo Panto and The Magic Present Machine

- 26% of respondents indicated that they would be likely to attend *Santo Panto and The Magic Present Machine*

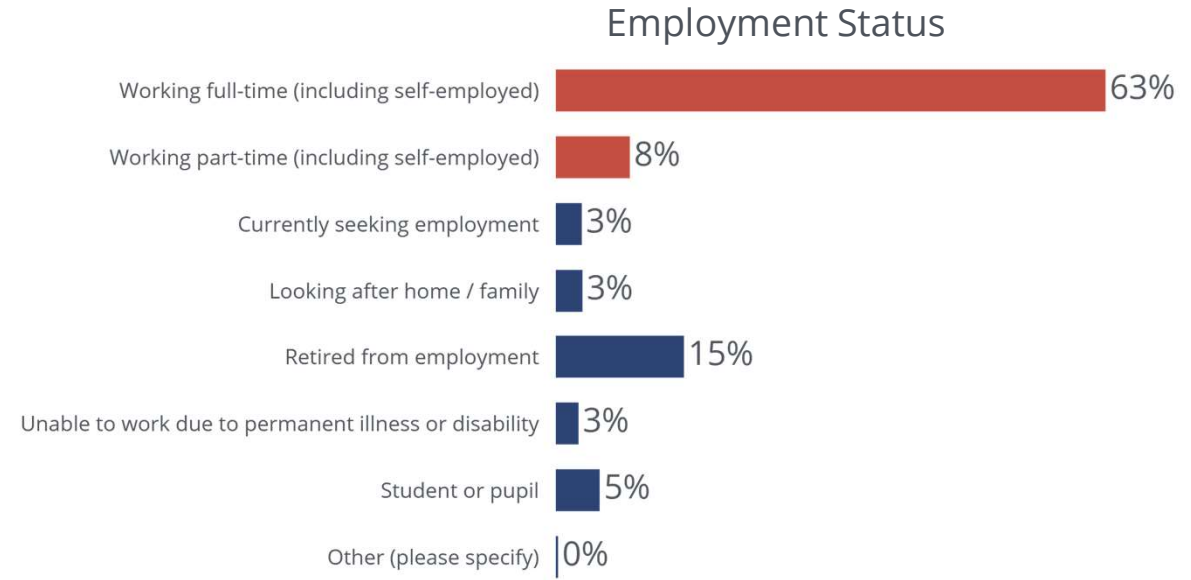
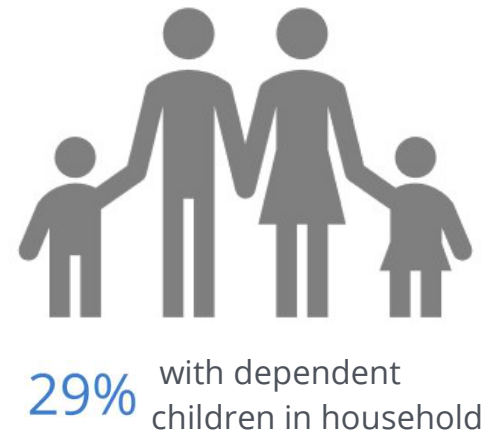
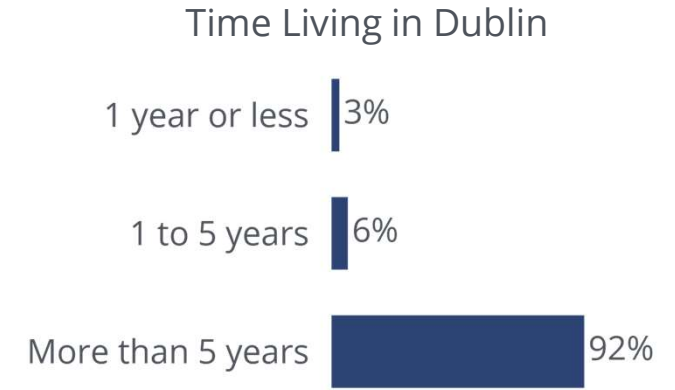
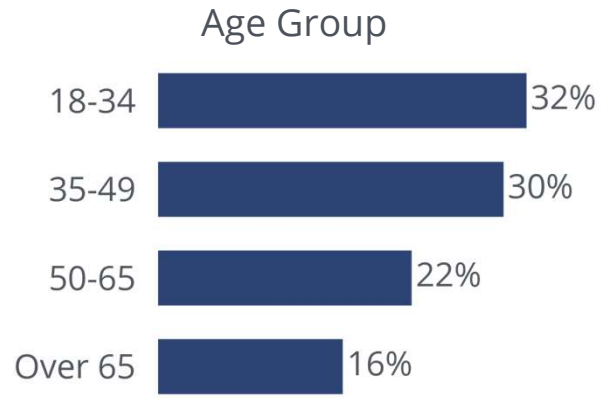
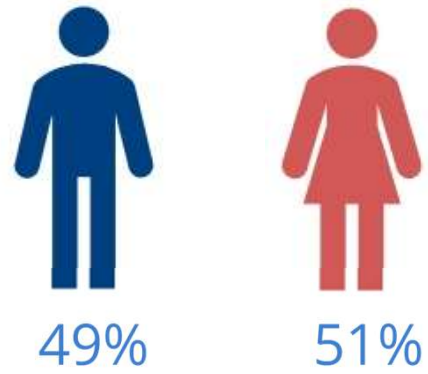
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- Online survey, 4th - 16th November 2025
- 1,004 respondents from the "Your Dublin, Your Voice" opinion panel
- 18% response rate
- Margin of error +/- 3%
- Robust panel in existence since 2010, recruitment through various channels

# Respondent Profile

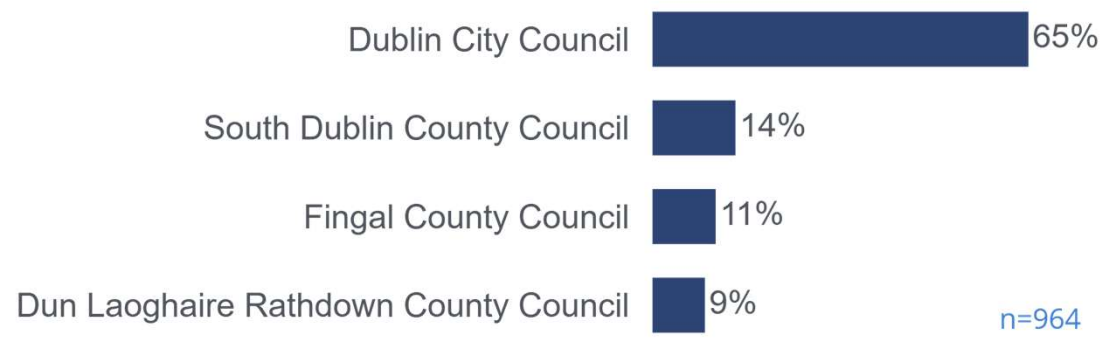


# Respondent Profile

32 nationalities represented on this survey, 90% Irish



## Local Authority



## Current Area of Residence

	%
Outside County Dublin	4%
Dublin 1	2%
Dublin 2	2%
Dublin 3	6%
Dublin 4	3%
Dublin 5	5%
Dublin 6	3%
Dublin 6W	4%
Dublin 7	10%
Dublin 8	9%
Dublin 9	8%
Dublin 10	1%
Dublin 11	5%
Dublin 12	7%
Dublin 13	3%
Dublin 14	3%
Dublin 15	4%
Dublin 16	2%
Dublin 17	1%
Dublin 18	2%
Dublin 20	1%
Dublin 22	2%
Dublin 24	3%
County Dublin	11%
NET	100%

## Monthly Income After Taxes, Before Bills



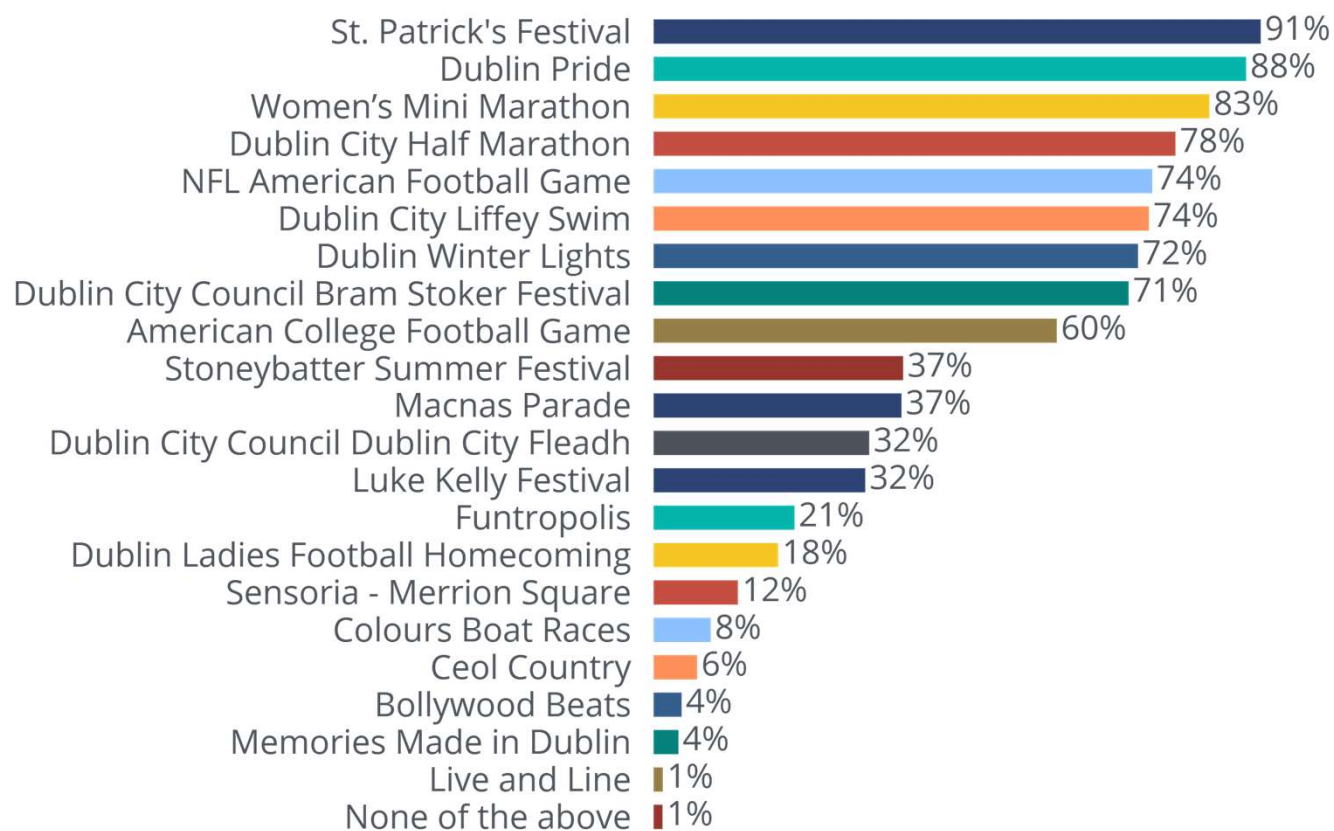
## Monthly Disposable Income After Bills Are Paid



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Which of the following events or festivals in Dublin have you heard of before today?  
% selecting

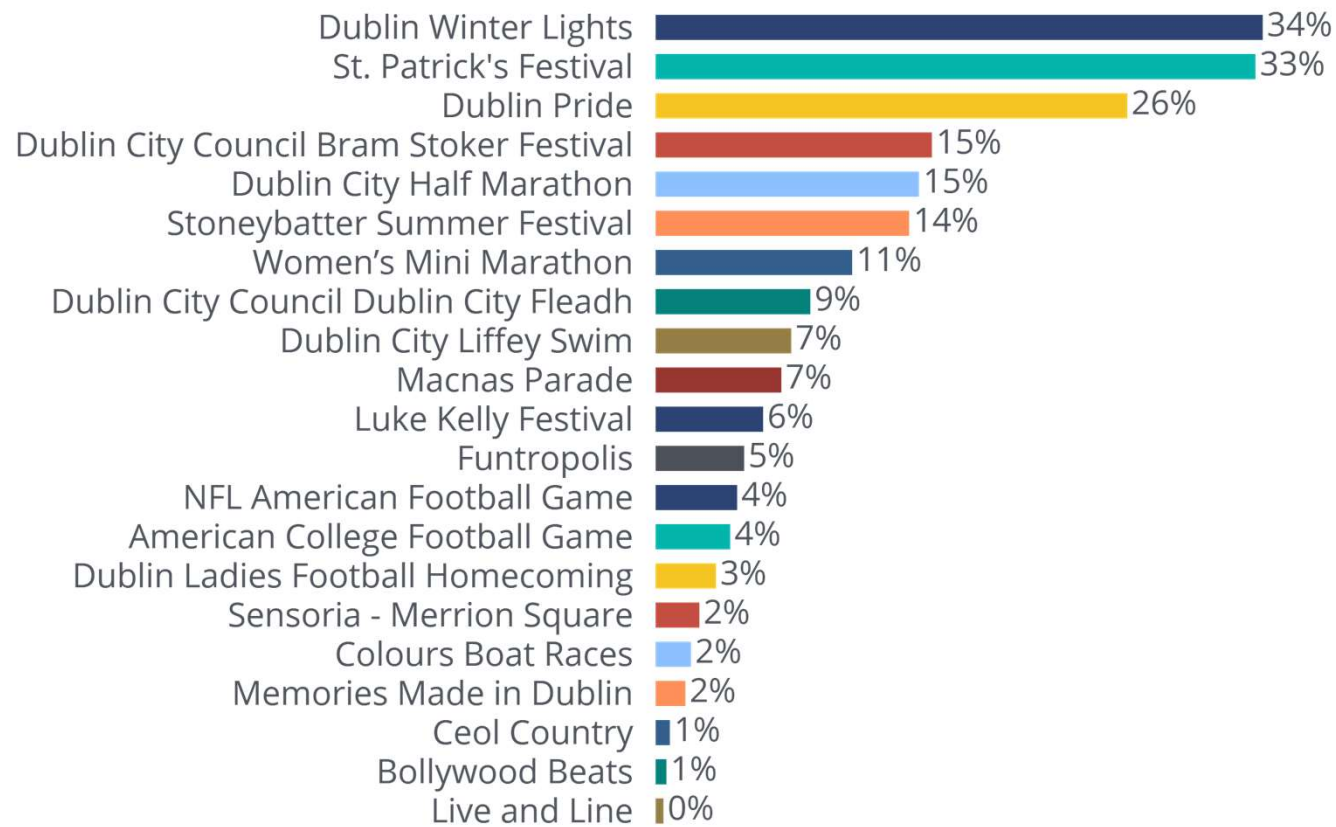


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Did you attend any of these events in 2025, either as a participant or spectator?  
% selecting

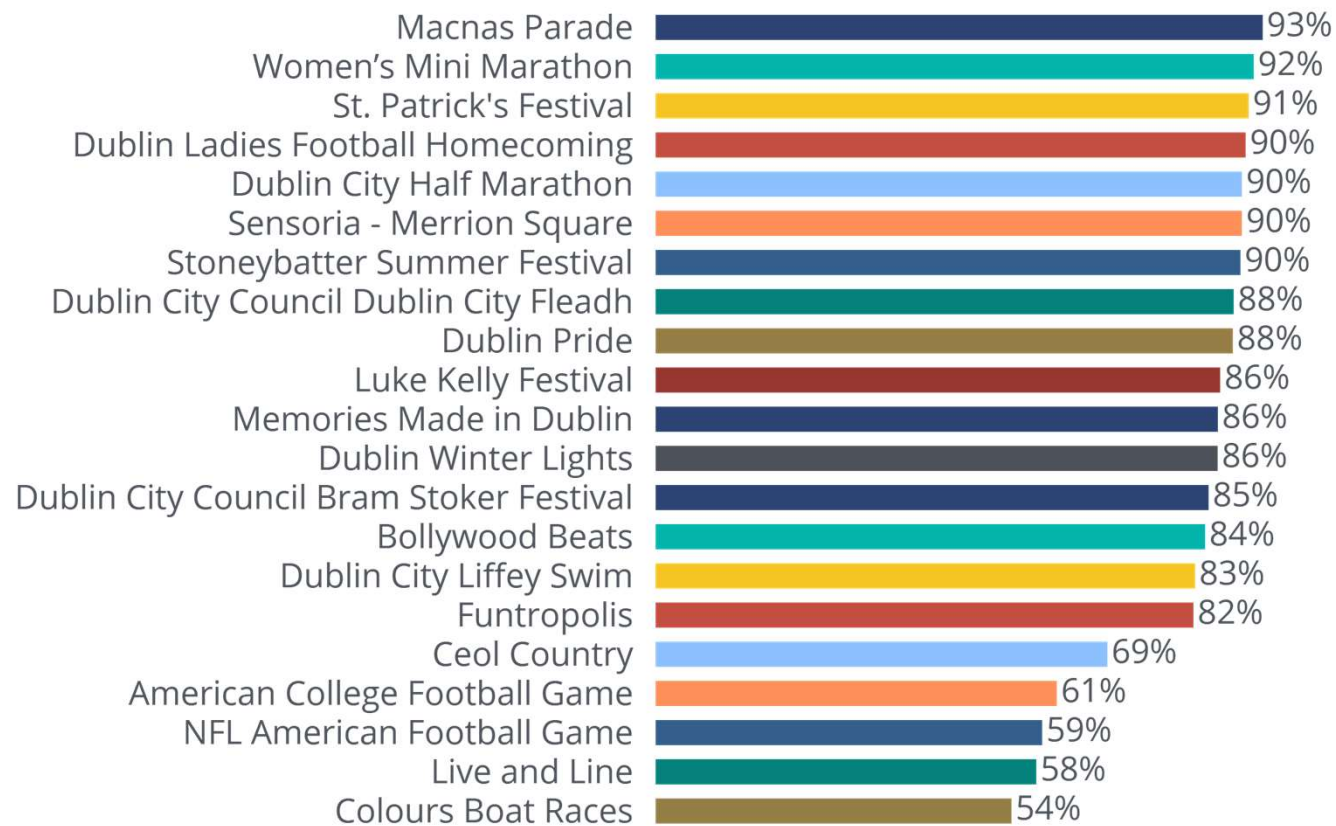


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How do you rate the impact of the following events on the Dublin Region?  
% somewhat or strong positive impact



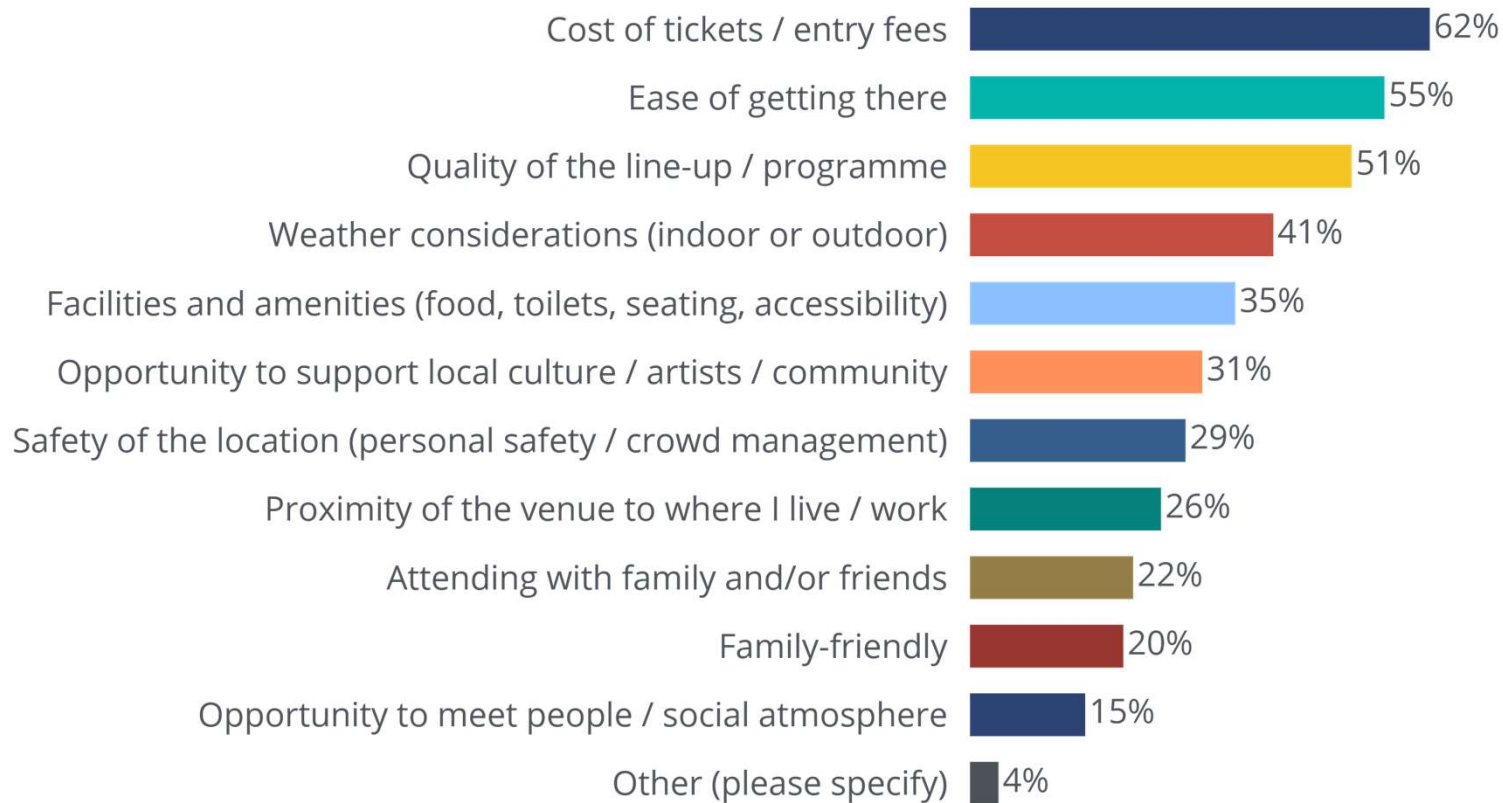
Base: Any who have heard of each event; "don't know" excluded

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# Factors Influencing Decision to Attend Events

When deciding on which events or festivals you might attend, please select the top 4 most important factors for you  
% selecting in top 4



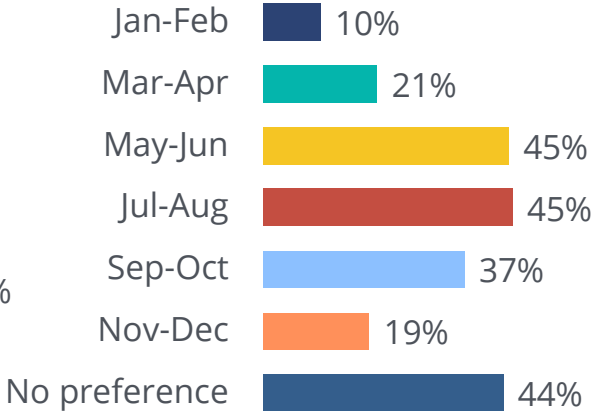
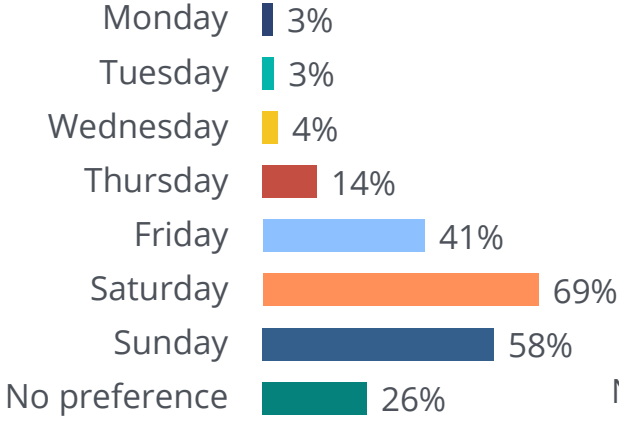
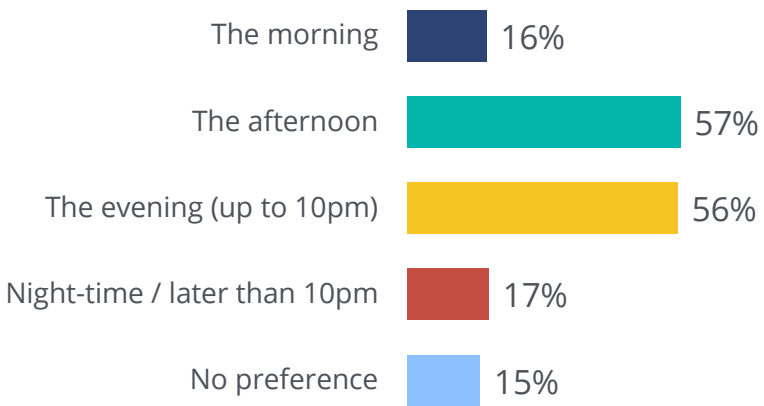
Base: 1004

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# Preferred Time of Day / Day of Week / Time of Year to Attend Festivals or Events

"I prefer to attend festivals or events in / on..." (please select as many as apply)  
% selecting



Base: 1004

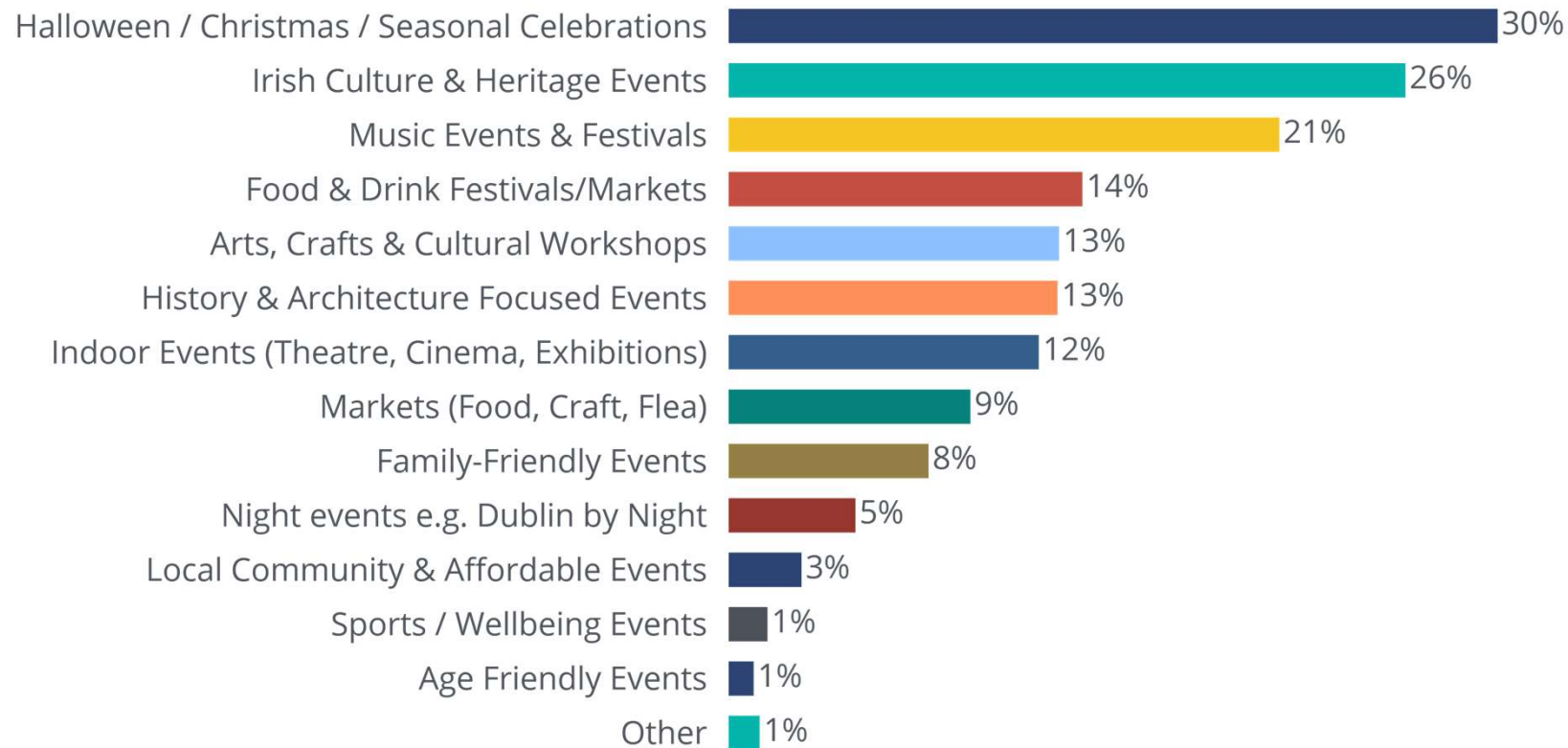
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# Attractive Events in the Shoulder Seasons

Are there any types of events that you would find attractive to attend in the shoulder seasons (outside the traditionally busier times of year)? Please describe.

open-ended suggestions categorised



Base: 528

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

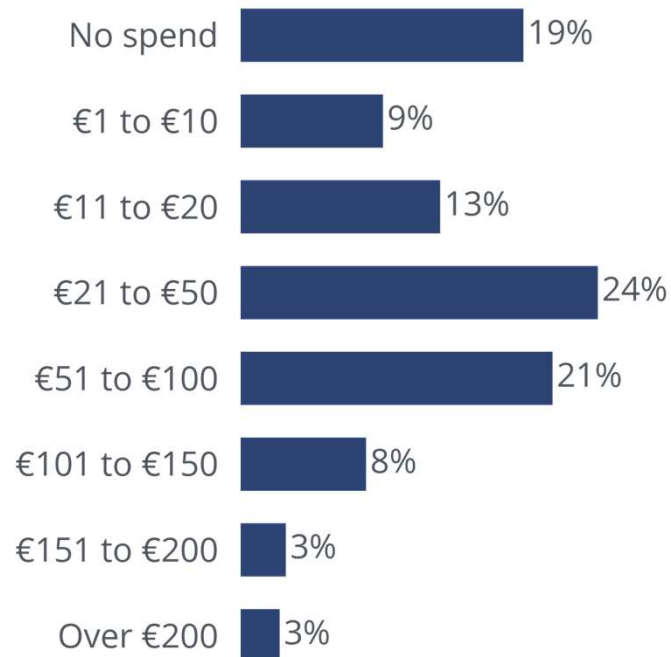


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# Spend Attending Festivals and Events in Dublin

On average, approximately how much per month do you usually spend attending festivals and events in Dublin? Please consider travel costs, ticketing, food, drink and accommodation (if any) for the events.



€47.84

was the average monthly spend on attending festivals and events in Dublin.

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Please indicate your agreement with the following statements about festivals and events in Dublin:  
% somewhat or strongly agree



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# Interest in More Offerings from Local Authority

"I would like to see my local authority offer more" (please select up to 5 options)  
% selecting



Base: 1000

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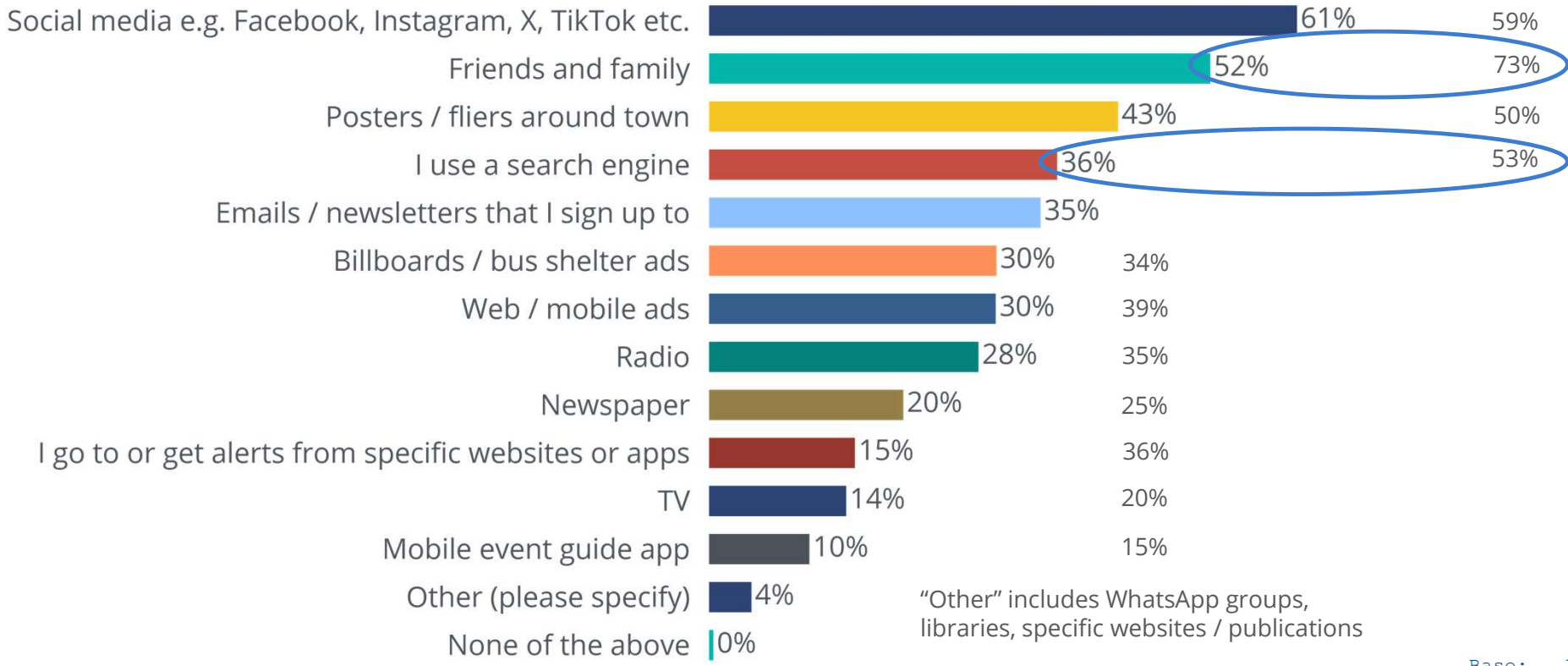
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# Finding Out What Events Are Happening

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.

% selecting

March 2023

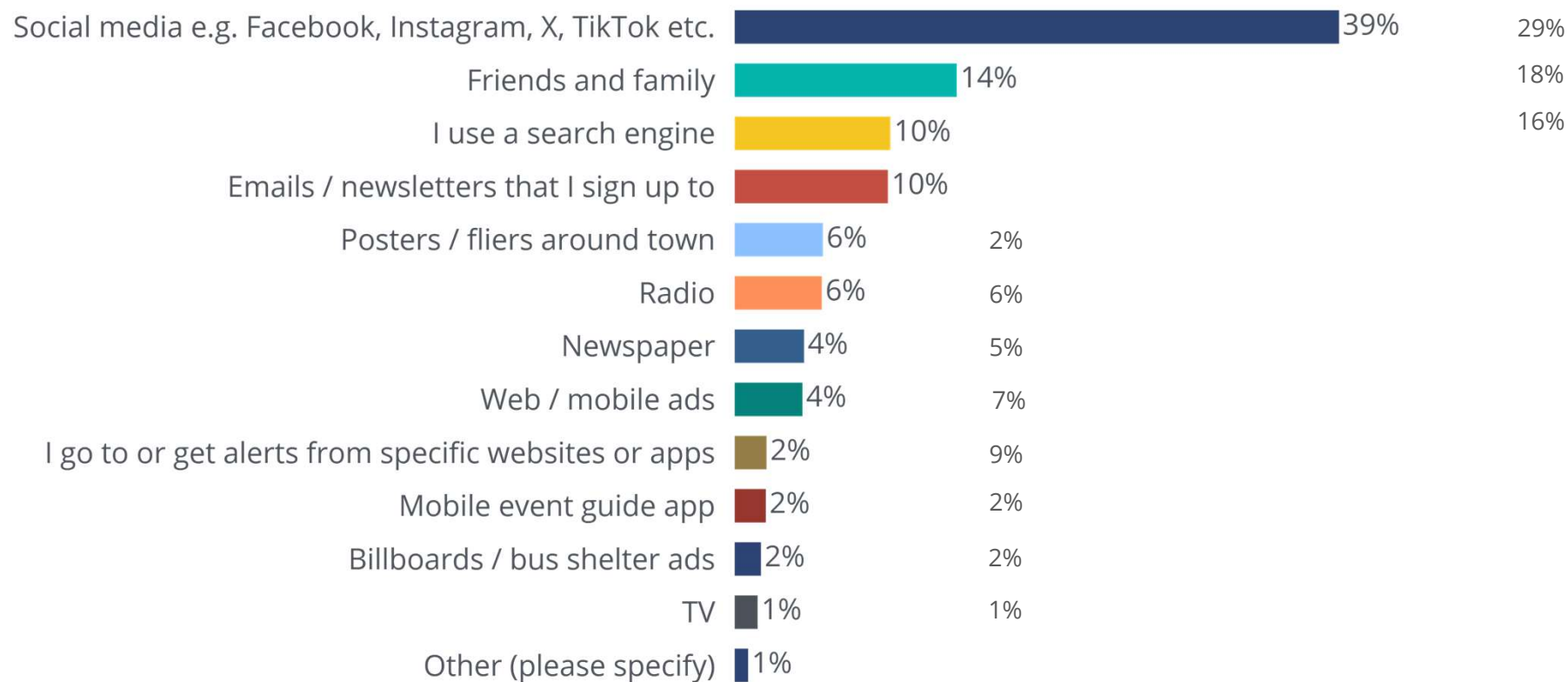


"Other" includes WhatsApp groups, libraries, specific websites / publications

Base: 1000

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

March 2023



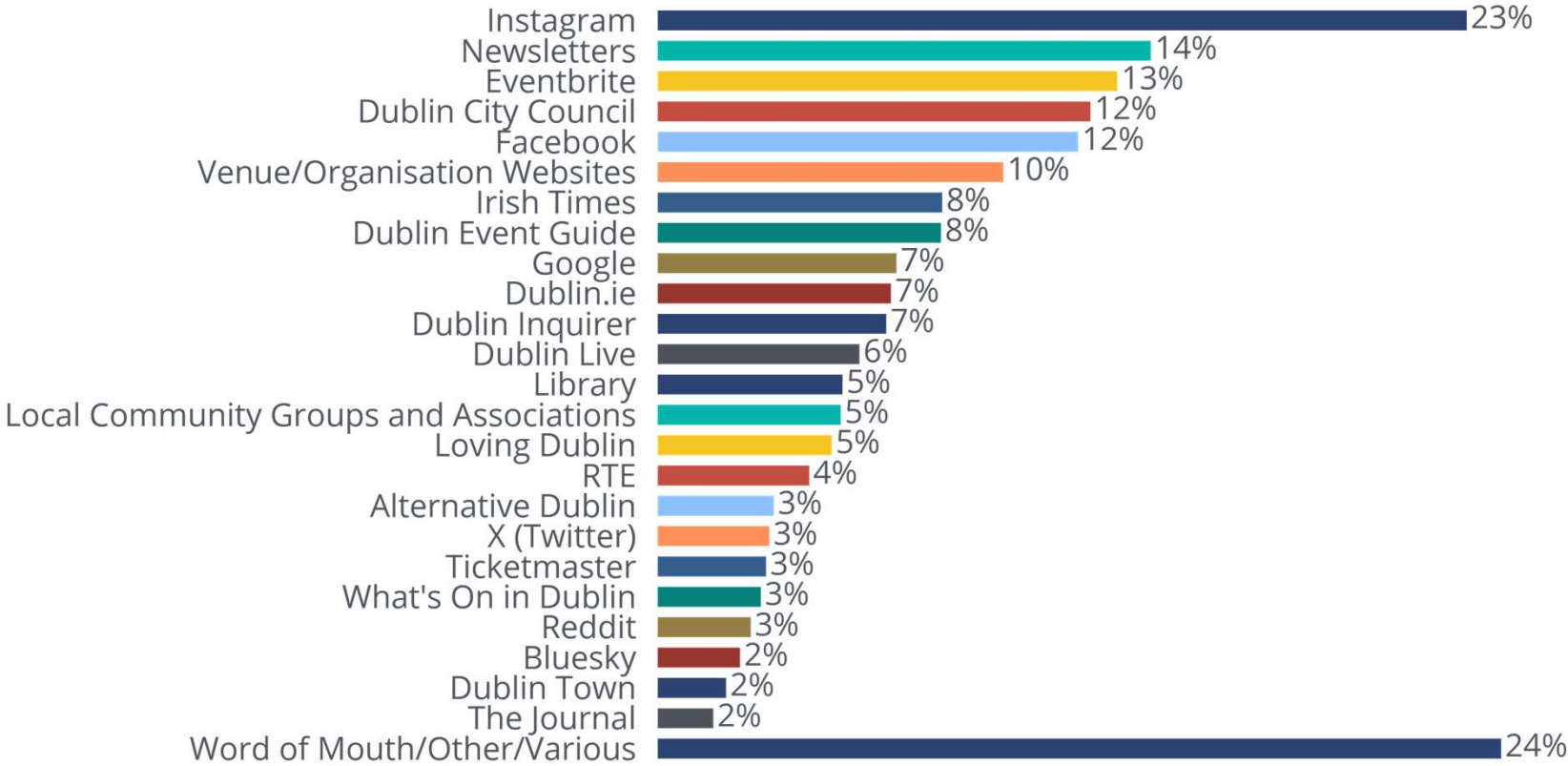
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# Specific Websites, Apps or Newsletters

Which specific websites, apps or newsletters do you go to or get information from about what is going on in Dublin?  
% mentions



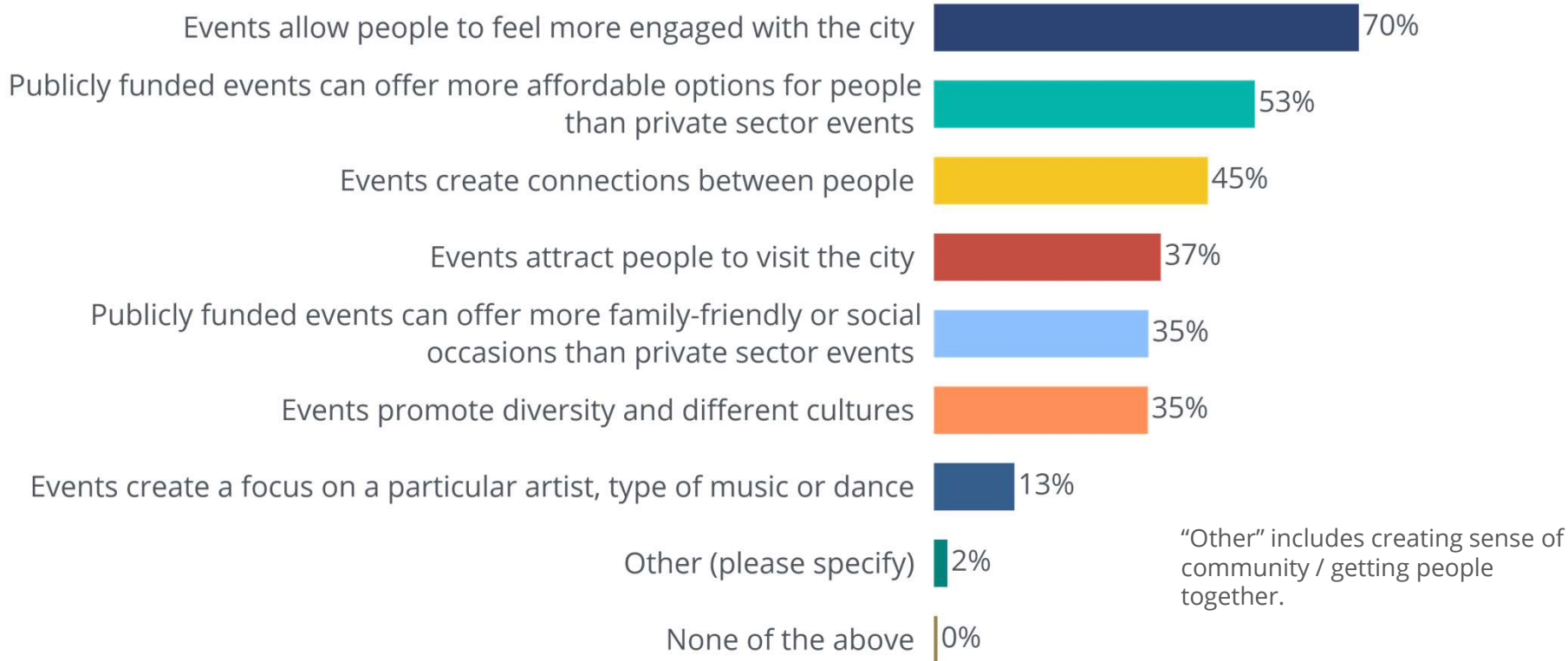
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XVI.	Event Suggestions	42
XVII.	Sponsorship Awareness	44
XVIII.	TwinkleTown - Likely to Attend	46
XIX.	Santo Panto - Likely to Attend	48
XX.	Key Takeaways	50

# Benefits of Investment in Events

There are many potential benefits of investment by Dublin City Council in events and festivals.  
From the following list, please select the **top 3** most important in your view:  
% selecting in top 3

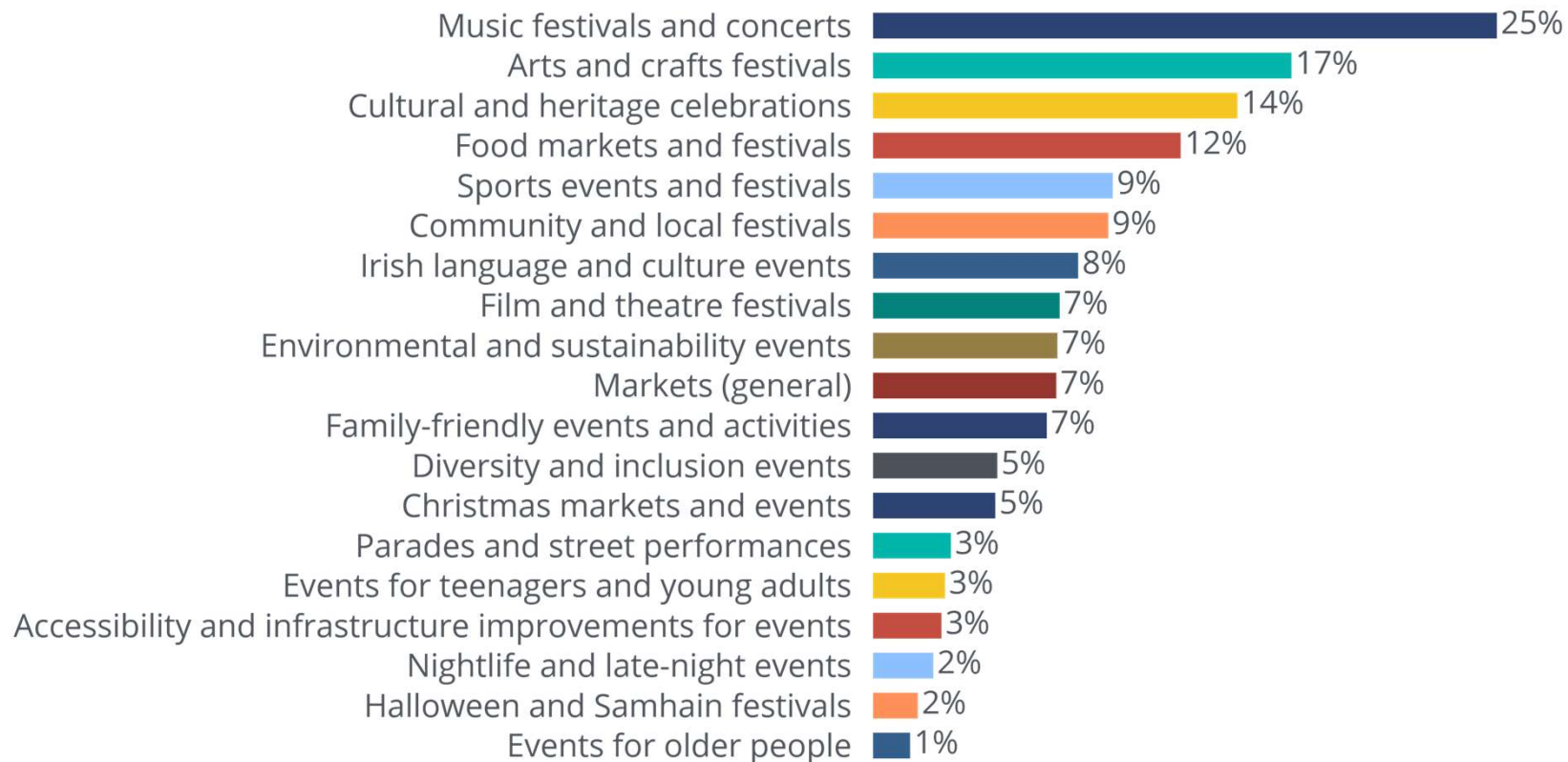


Base: 1004

# Agenda

I.	Summary	2
II.	Introduction and Respondent Profile	10
III.	Awareness of Events	15
IV.	Attending Events	17
V.	Impact of Events	19
VI.	Factors Influencing Event Attendance	21
VII.	Preferred Time of Day / Day of Week / Time of Year for Events	23
VIII.	Attractive Events in the Shoulder Season	25
IX.	Frequency of Engaging with Events in Dublin	27
X.	Spend Attending Events in Dublin	29
XI.	Sentiment Around Events	31
XII.	Interest in More Offerings from Local Authority	33
XIII.	Finding Out What Events Are Happening	35
XIV.	Specific Websites, Apps or Newsletters	38
XV.	Benefits of Investment in Events	40
<b>XVI.</b>	<b>Event Suggestions</b>	<b>42</b>
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Are there any types of events or festivals that you would like to see in Dublin, that are not currently offered?  
open-ended suggestions categorised

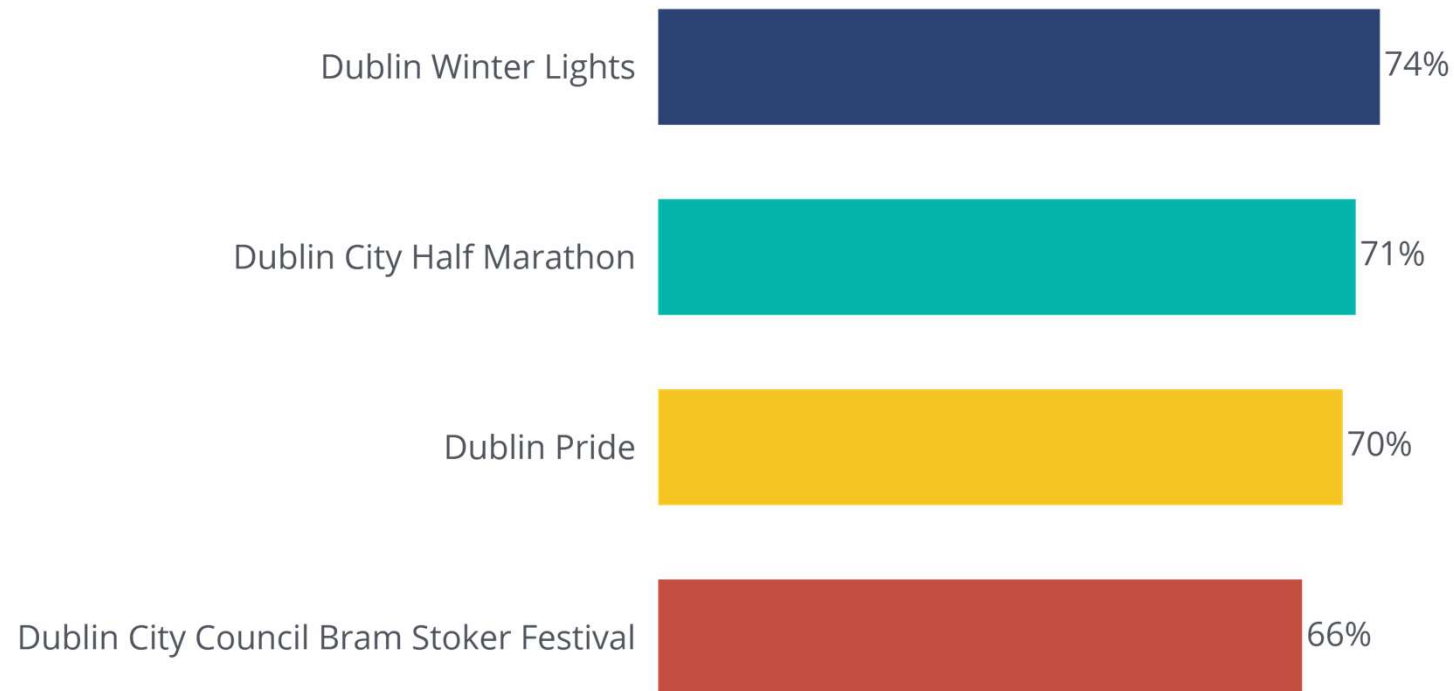


Base: 369

# Agenda

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Before today, did you know that Dublin City Council is a title sponsor of:  
% yes



Base: 1004

# Agenda

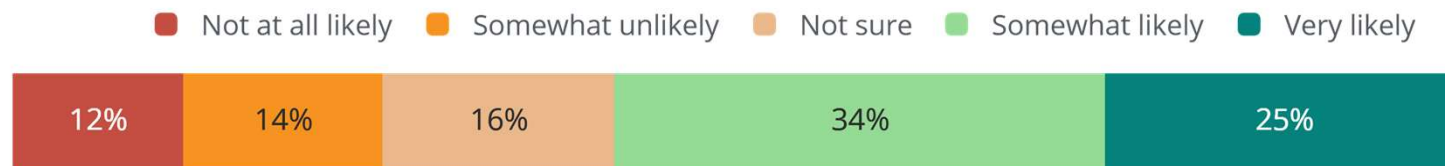
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**TwinkleTown** is a brand-new Christmas event happening in **Smithfield Square** from **November 28th to January 4th**, in collaboration with **Dublin City Council**. It will be a festive hotspot with sparkling light displays and charming decorations, cultural performances and seasonal food & drink, headline shows like ***Santo Panto and The Magic Present Machine*** and classic winter attractions including an **ice rink, ferris wheel, vintage fairground, Christmas market**, and the cosy **Twinkle Tavern**.

General admission to Twinkletown is **free**.

Ice skating adult tickets are priced from €18, ice skating child tickets are €14, and ice skating for students is €15.

How likely are you to attend TwinkleTown this year?



**59%** somewhat likely or very likely to attend

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# Santo Panto and The Magic Present Machine - Likelihood to Attend

***Santo Panto and The Magic Present Machine*** is a heart-warming 20-minute live show packed with music, laughter, magic and a healthy dose of mayhem. Every child attending Santo Panto will be treated to an early Christmas present from Santa Claus!

Tickets for Santo Panto are priced at €5, with a gift included. How likely are you to attend *Santo Panto and The Magic Present Machine*?



**26%** somewhat likely or very likely to attend

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- **Strong awareness of flagship events:** St. Patrick's Festival, Dublin Pride, Women's Mini Marathon and Dublin Winter Lights have the highest visibility.
- **Most-attended events:** Dublin Winter Lights, St. Patrick's Festival and Dublin Pride lead attendance / participation.
- **Clear attendance drivers:** Cost, ease of getting there, programme quality and indoor/outdoor/weather considerations are the top decision factors.
- **Preferred timings:** Afternoons and early evenings (to 10pm), with strong preference for Fri-Sun events; May-August is the favoured season, noting however a significant minority have no preference
- **Strong public support:** 94% believe local authorities should invest in festivals; 86% value sponsorship of participation events.
- **Demand for more low-cost cultural activity:** Top requests include free/low-cost outdoor cultural events, events in parks, neighbourhood / community events and food / arts festivals.
- **How people find out about events:** Social media (61%) and friends/family (52%) dominate, followed by posters and search engines.



For further information please  
contact:

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