



CULTURE
RESTART

Culture Restart

Experience Survey

19 July - 1 August 2021

INSIGHTS
ALLIANCE

indigo

BAKER**RICHARDS**

One Further

supporting cultural recovery

Experience Survey Overview



RESPONSES

1,961



DATE RANGE

19 JULY - 1 AUGUST 2021



PARTICIPATING ORGANISATIONS

13

Respondent profile



AGE

33% OVER 65

21% UNDER 45



LOCATION

95% FROM OUTSIDE LONDON



GENDER

71% FEMALE



VACCINATION

97% HAD AT LEAST ONE DOSE

Participating organisations

Bournemouth Symphony Orchestra

Bristol Old Vic

Capital Theatres

Joseph Rowntree Theatre

Junction, Goole

Leeds Playhouse

Marina Theatre, Lowestoft

Newcastle Theatre Royal

Scottish Ensemble

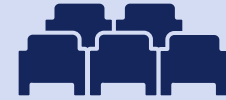
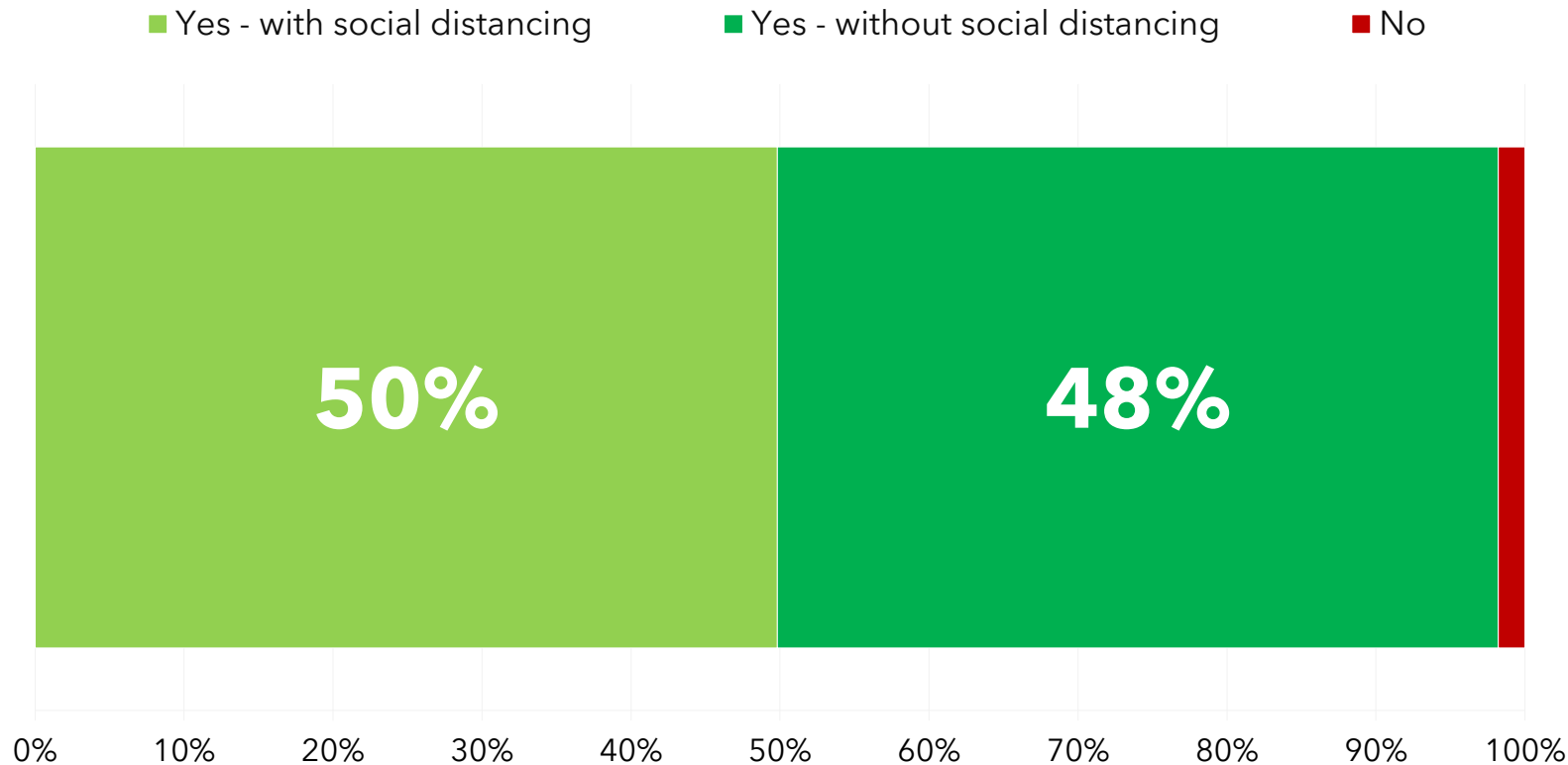
Shakespeare's Globe

The Byre Theatre, University of St Andrews

Theatre Severn

Turner Sims Southampton

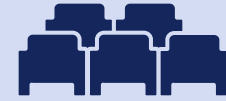
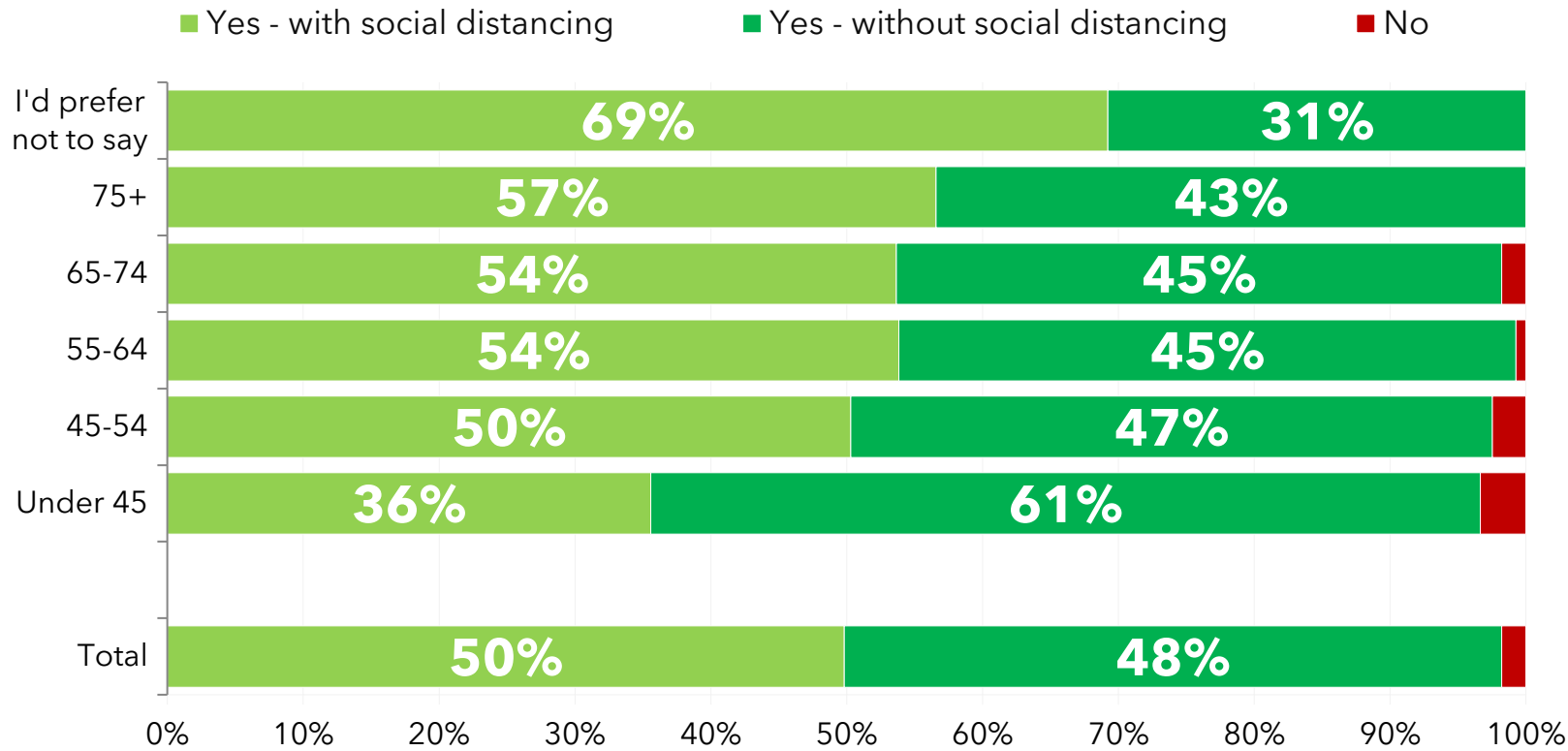
Was the event seated?



ATTENDANCE

- 50% attended a seated, and socially distanced, event
- The 35 respondents who didn't attend a seated event are excluded from further slides

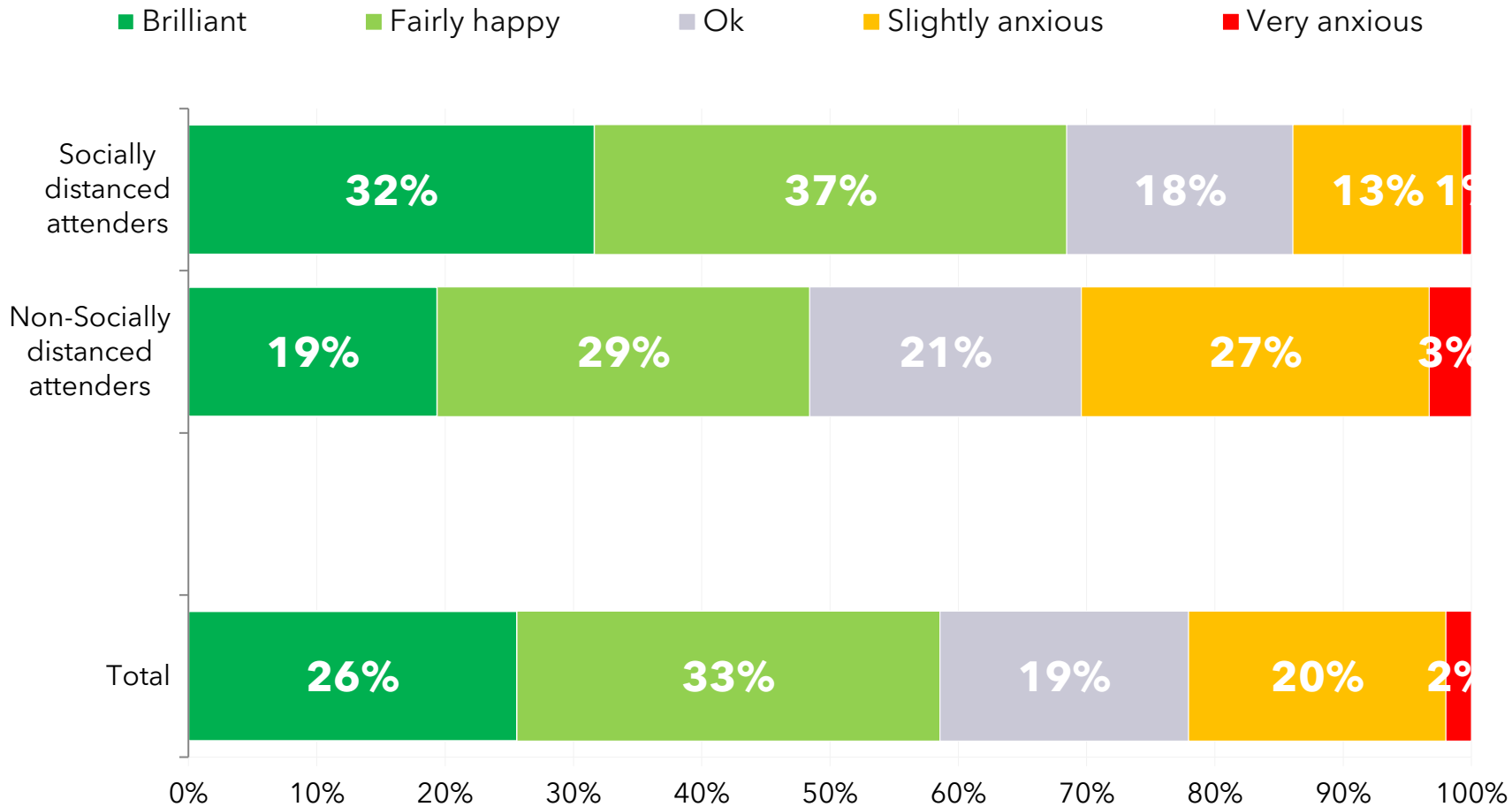
Was the event seated?



ATTENDANCE

- Younger age groups were more likely to attend non-socially distanced events

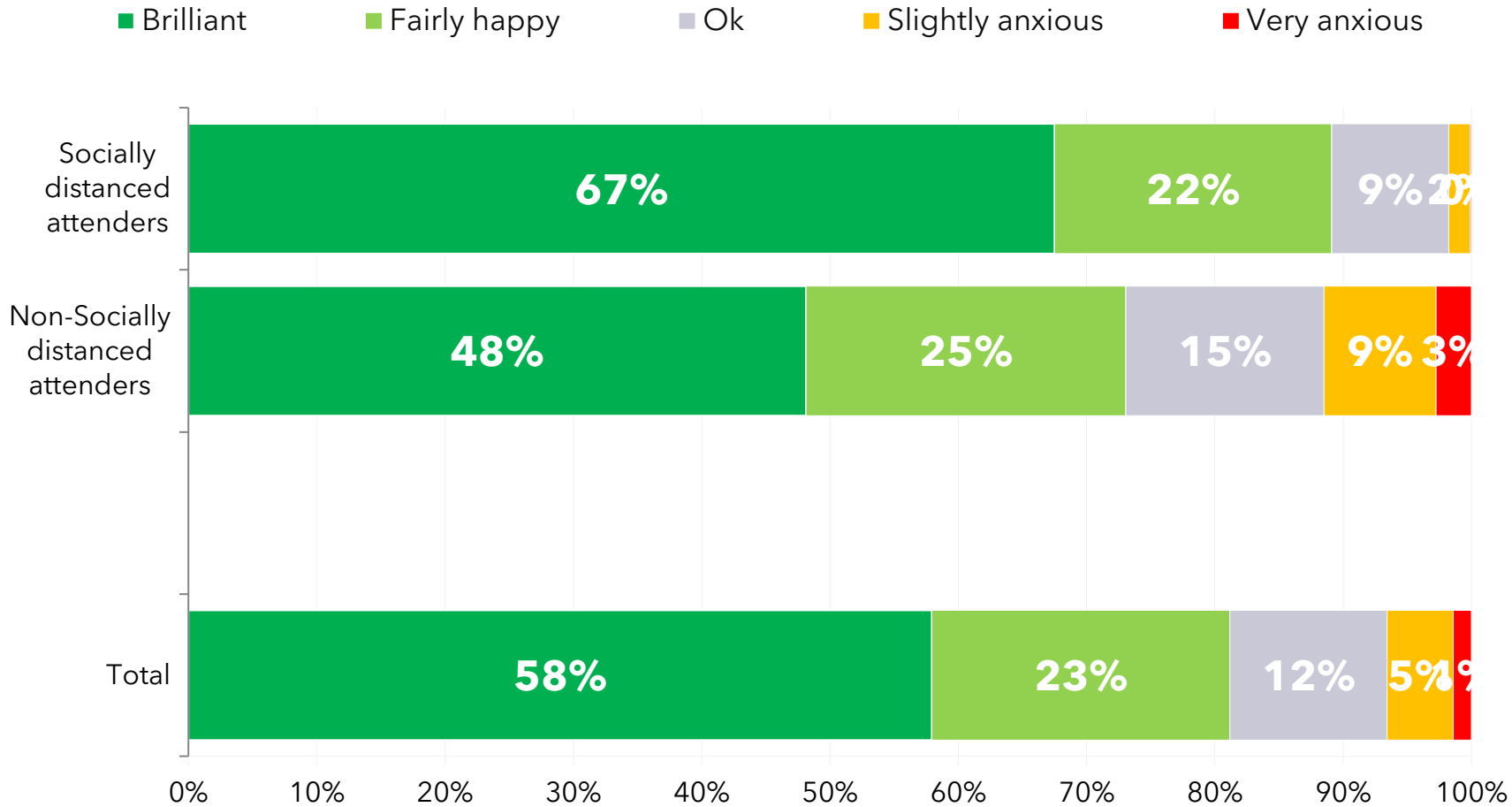
How did you feel about your recent visit before you attended?



CONFIDENCE

- Pre-visit confidence was higher among socially distanced attenders

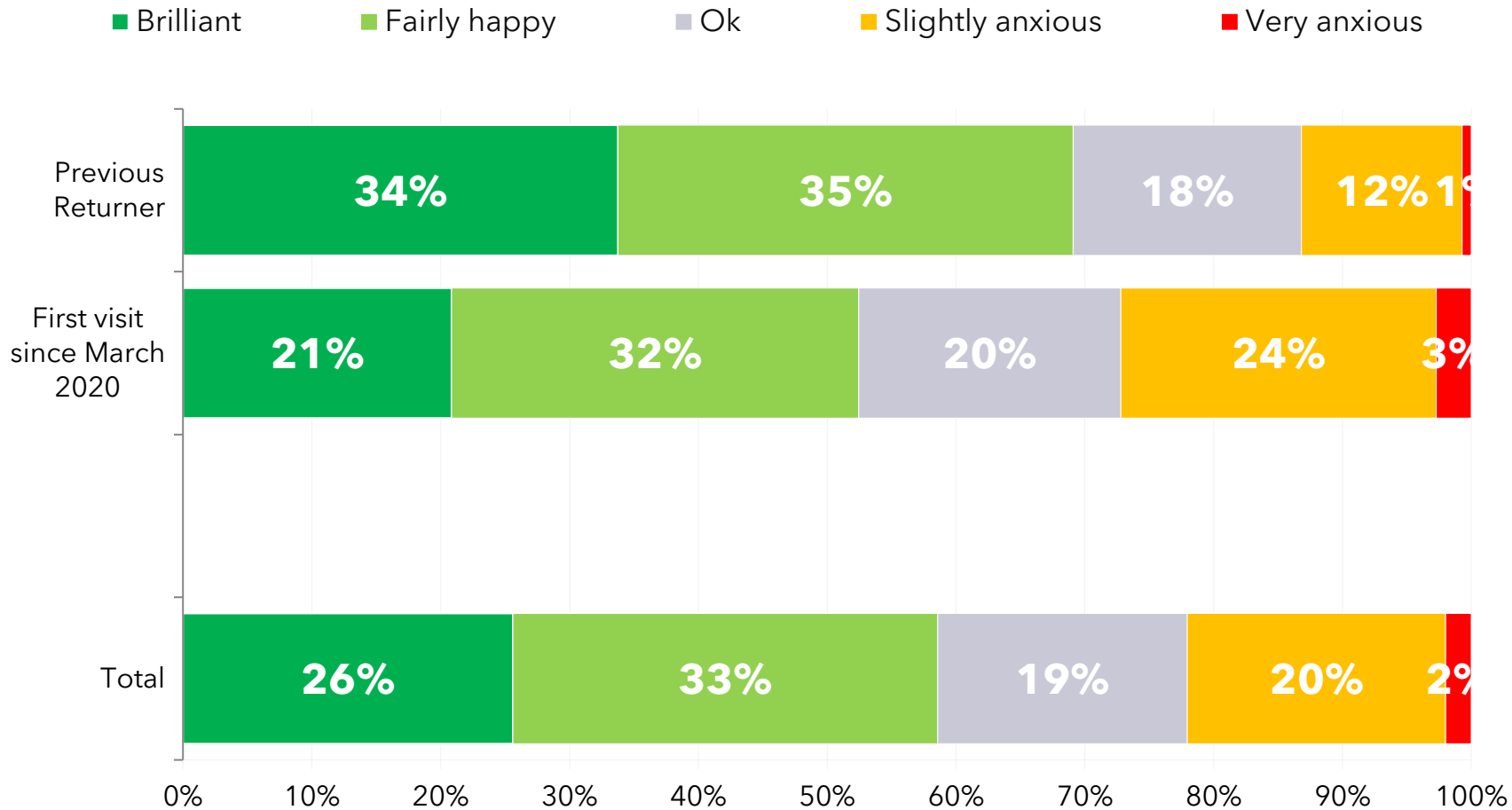
How did you feel about your recent visit after you attended?



CONFIDENCE

- Confidence increased after attendance from 59% to 81%

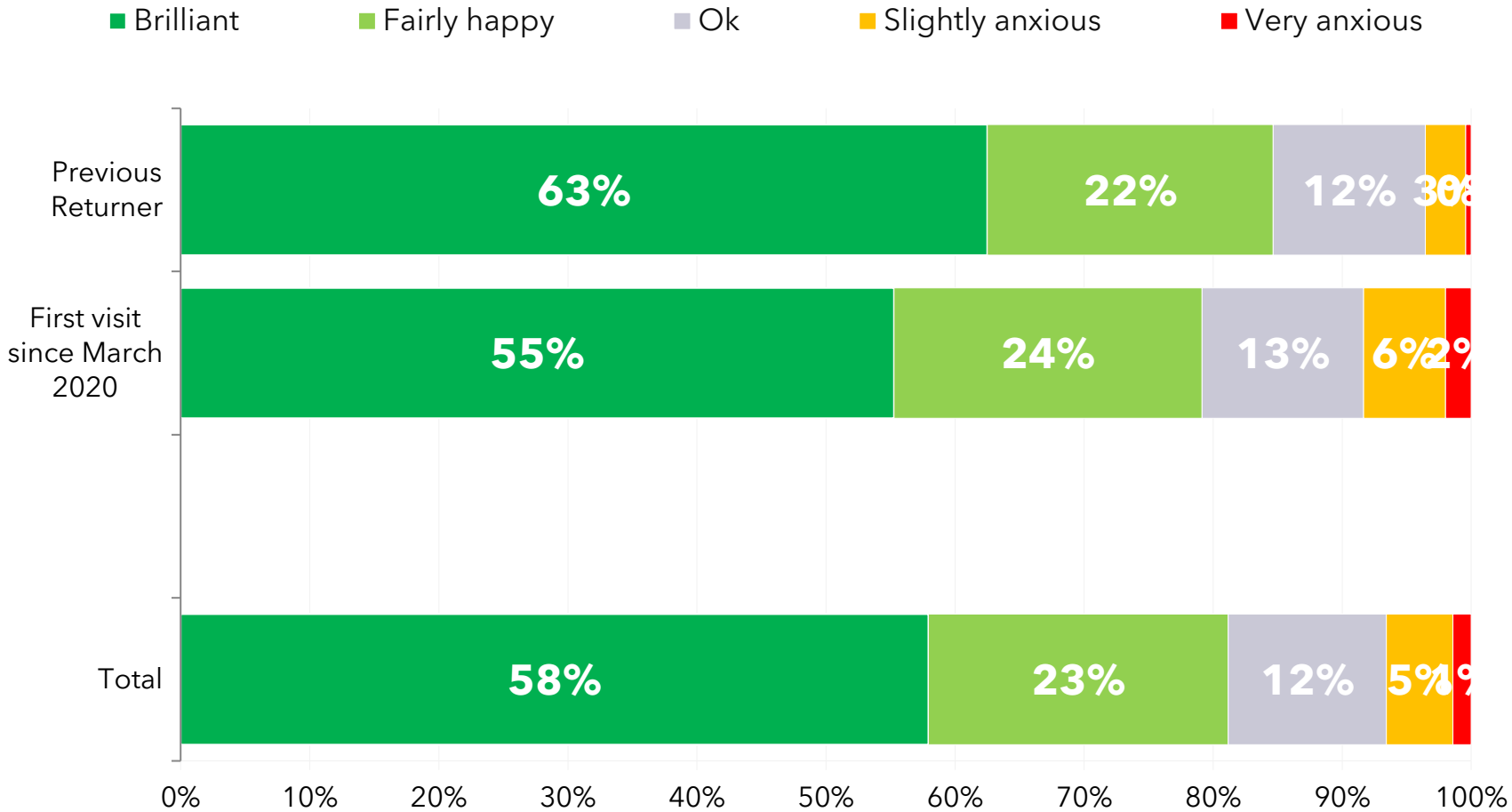
How did you feel about your recent visit before you attended?



CONFIDENCE

- Pre-visit confidence was higher among those who had already attended post-lockdown

How did you feel about your recent visit after you attended?

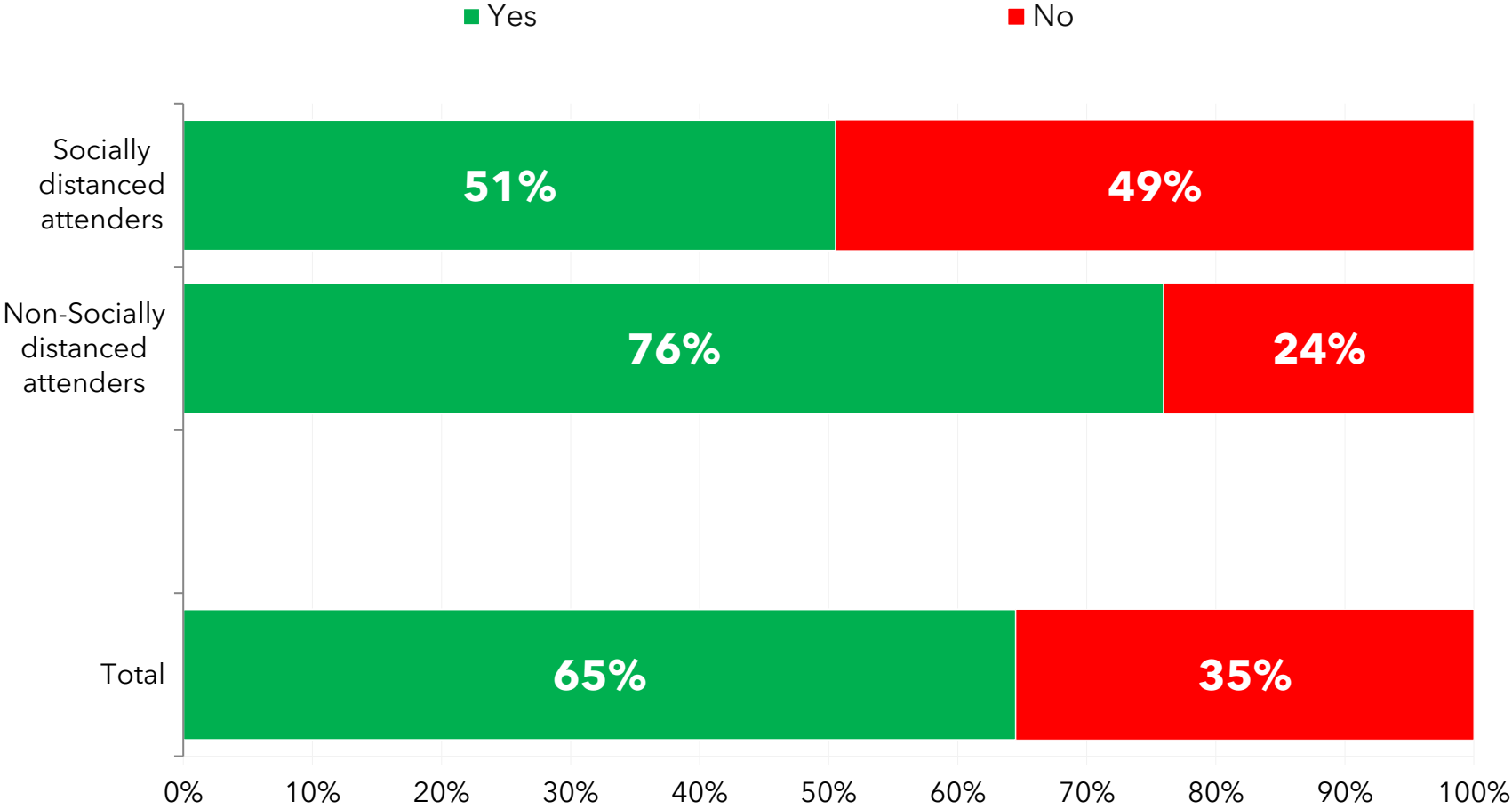


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CONFIDENCE

Was this your first trip to a cultural venue since venues first closed in March 2020?



ATTENDANCE

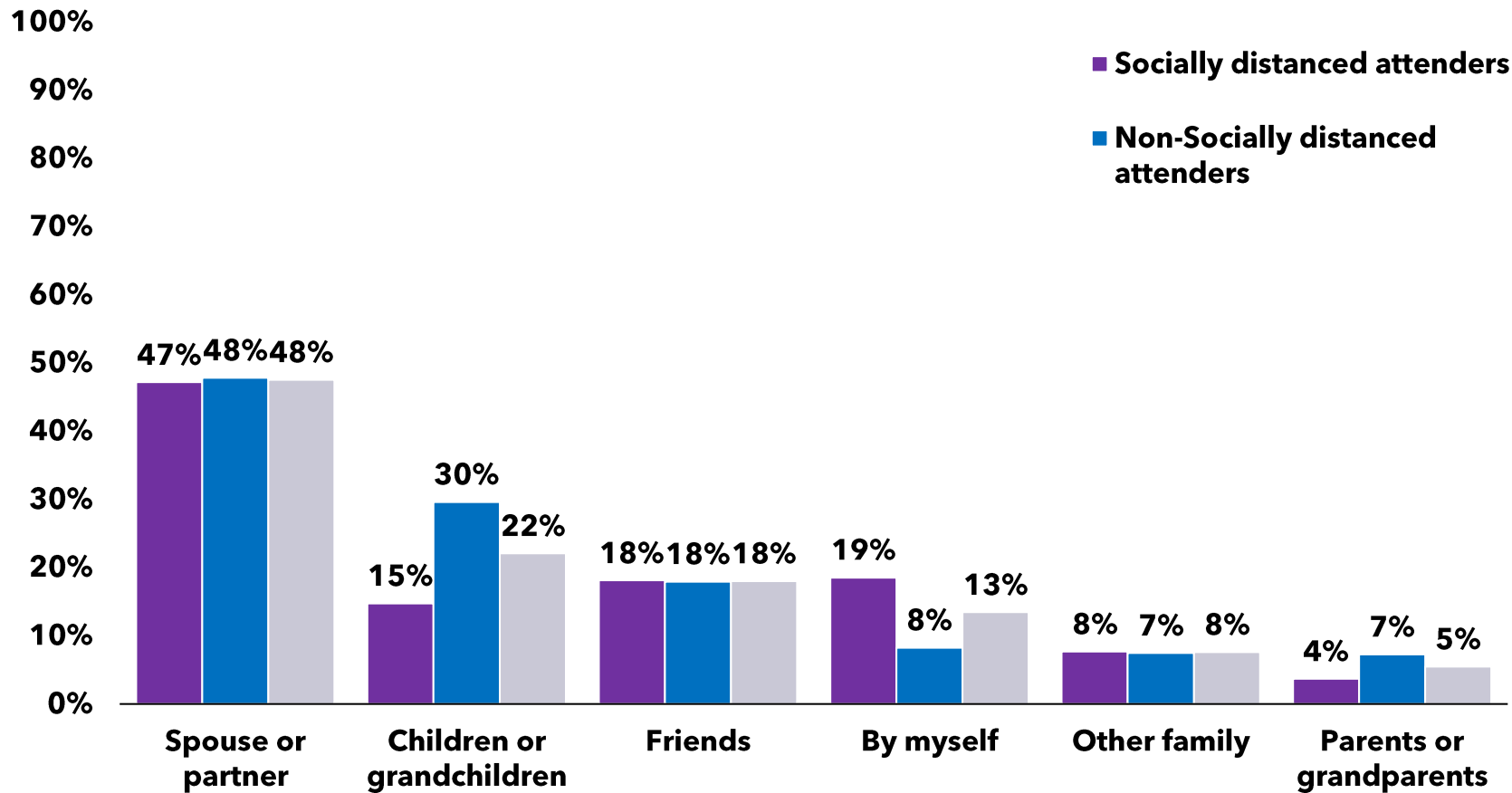
- For 65% it was their first time back to a cultural venue since March 2020
- 35% attended something either in the periods between lockdown or more than one event since 17 May



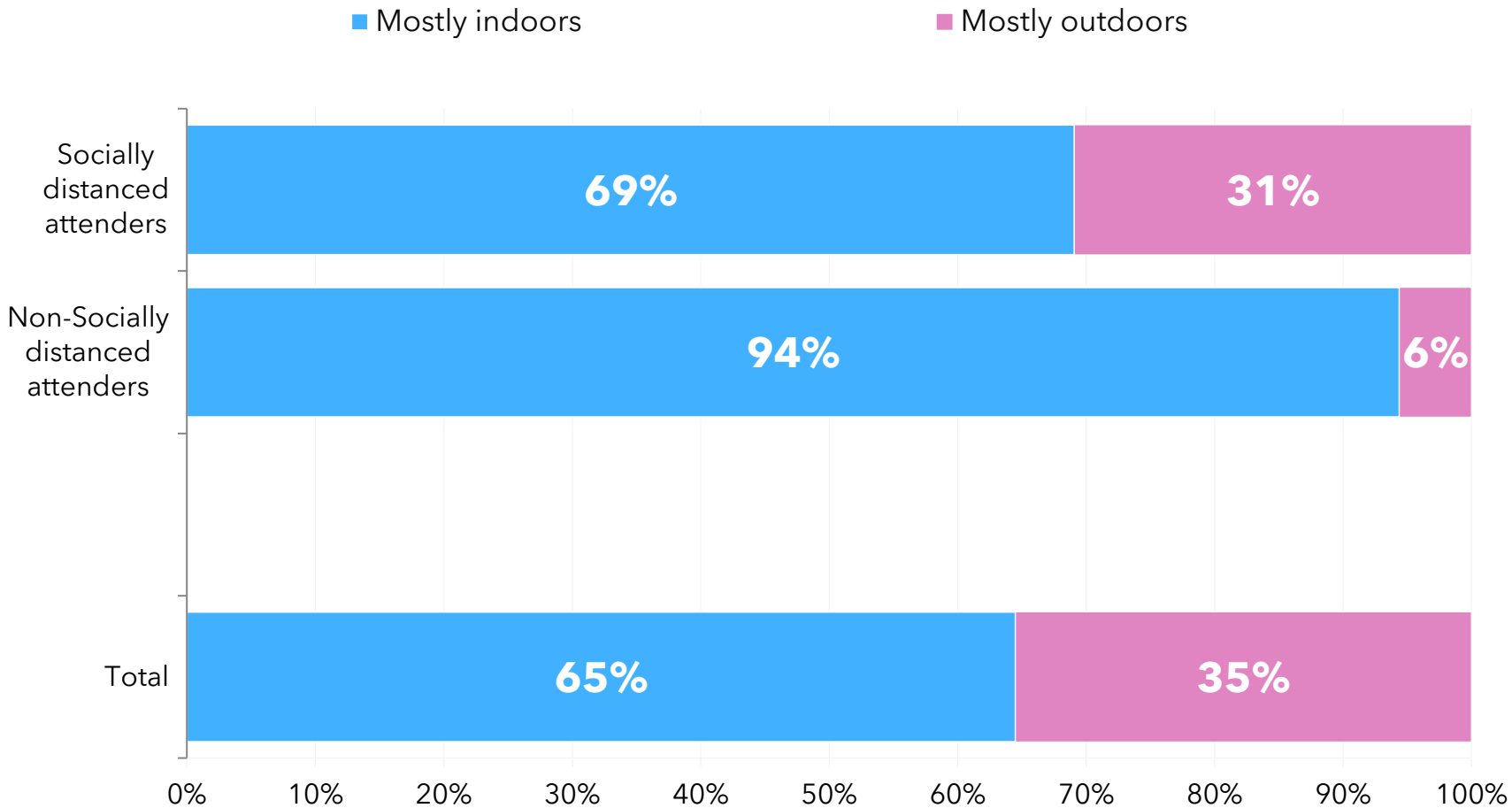
ATTENDANCE

- Nearly half of respondents attended with a spouse or partner

Who did you attend with?



Was the event you attended mostly indoors or outdoors?

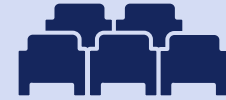
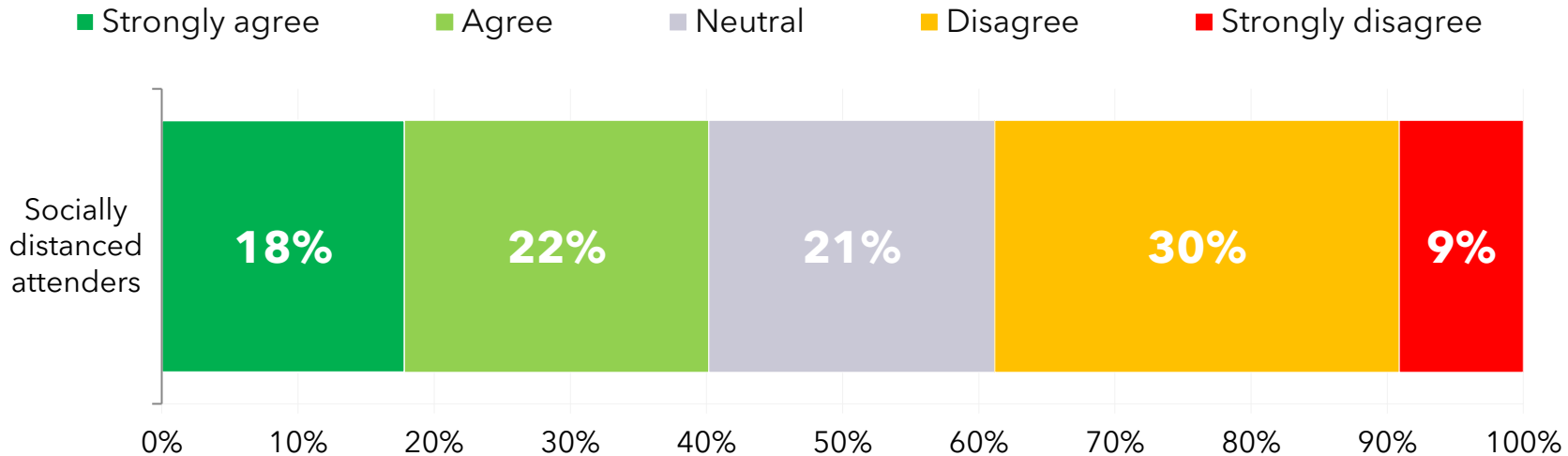


ATTENDANCE

- Socially distanced events were more likely to be held outside

Respondents who attended socially distanced events were asked to what extent they agree with the statement:

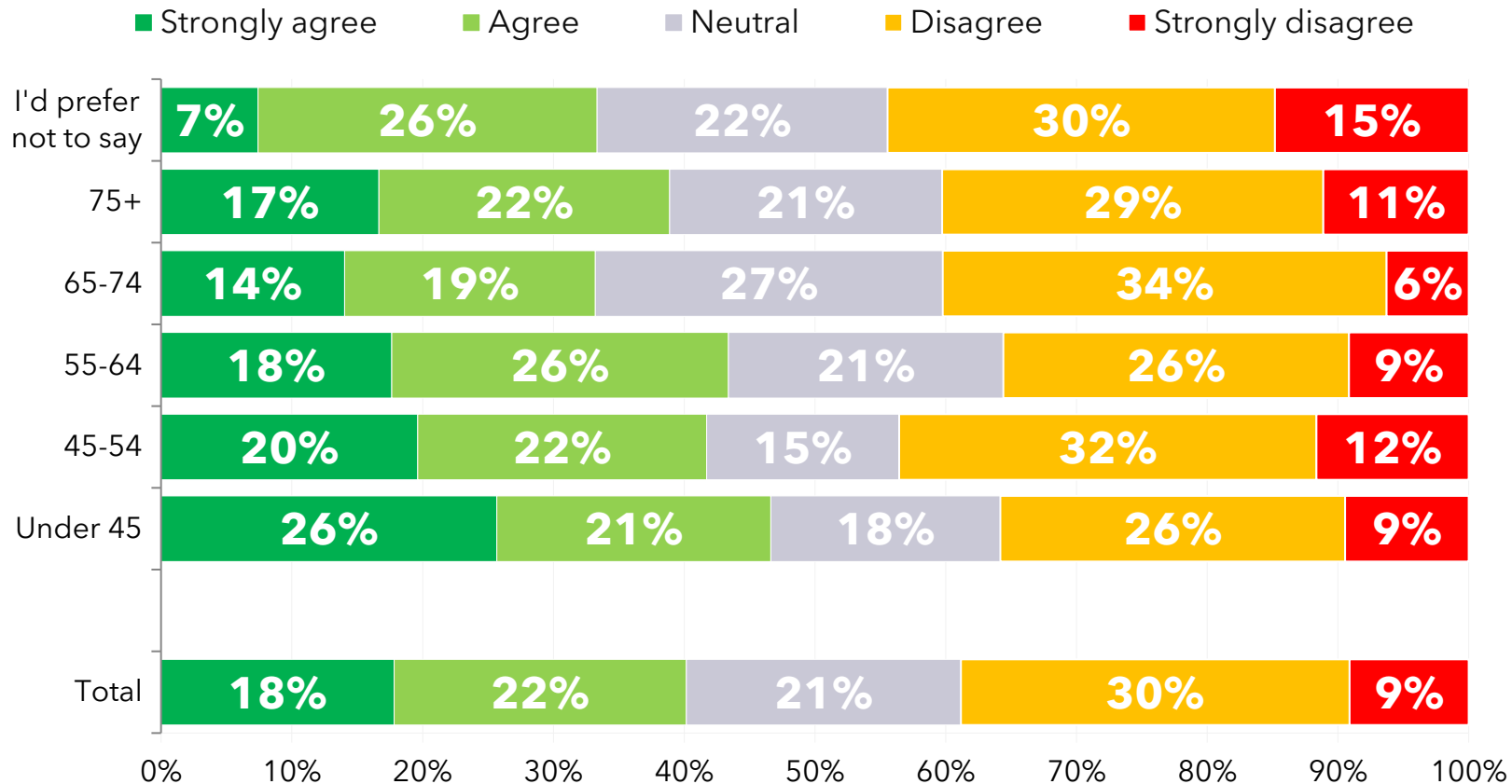
“I would feel comfortable returning to a similar event without socially distanced seating”



SOCIAL DISTANCING

- Respondents are evenly split: 40% would feel comfortable without social distancing, and 39% would be uncomfortable

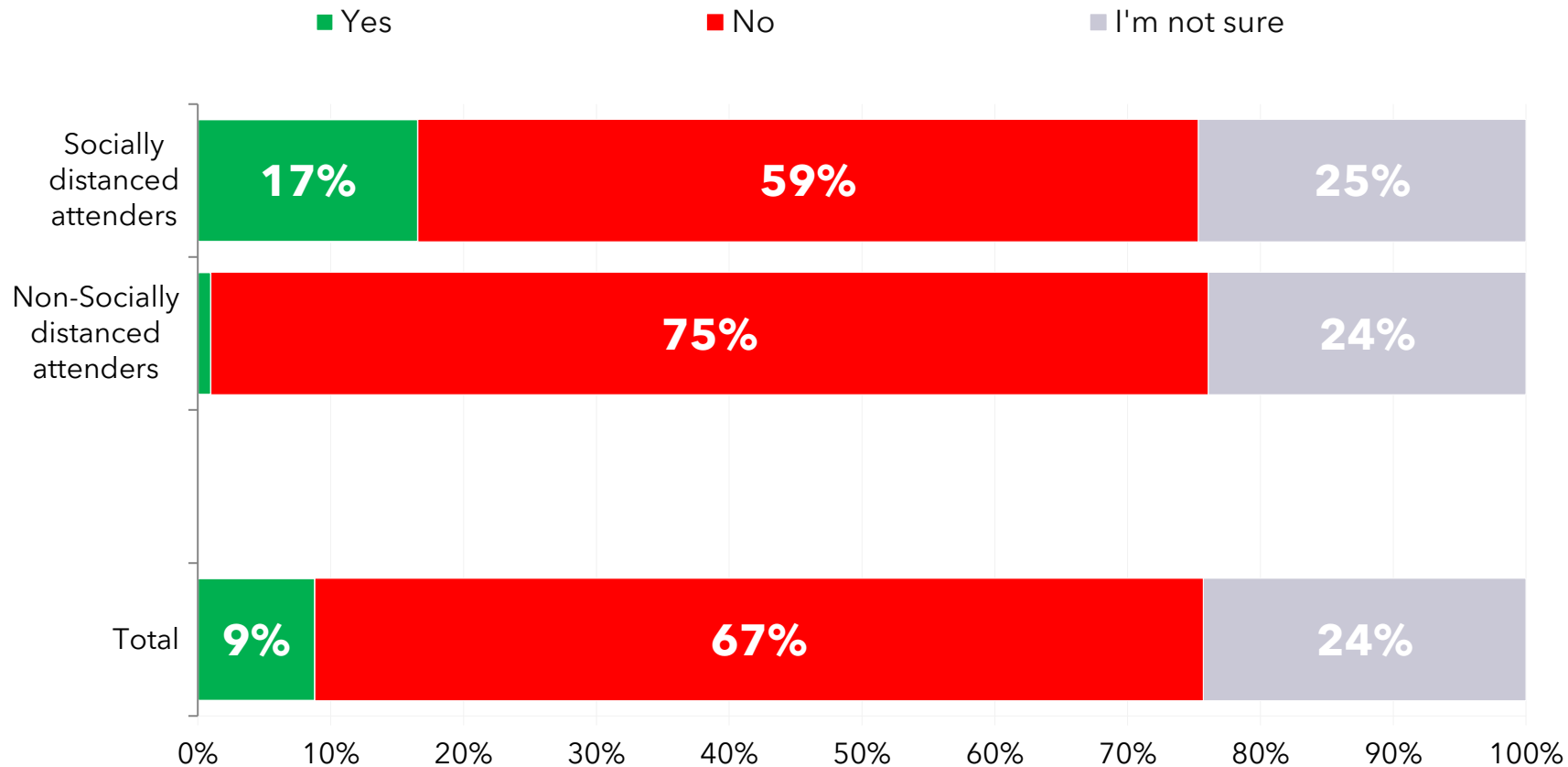
"I would feel comfortable returning to a similar event without socially distanced seating"



SOCIAL DISTANCING

- Younger respondents were slightly more comfortable with the idea of returning to a similar event without socially distanced seating

Were you able to choose between a socially distanced and non socially distanced option for the event you went to see?

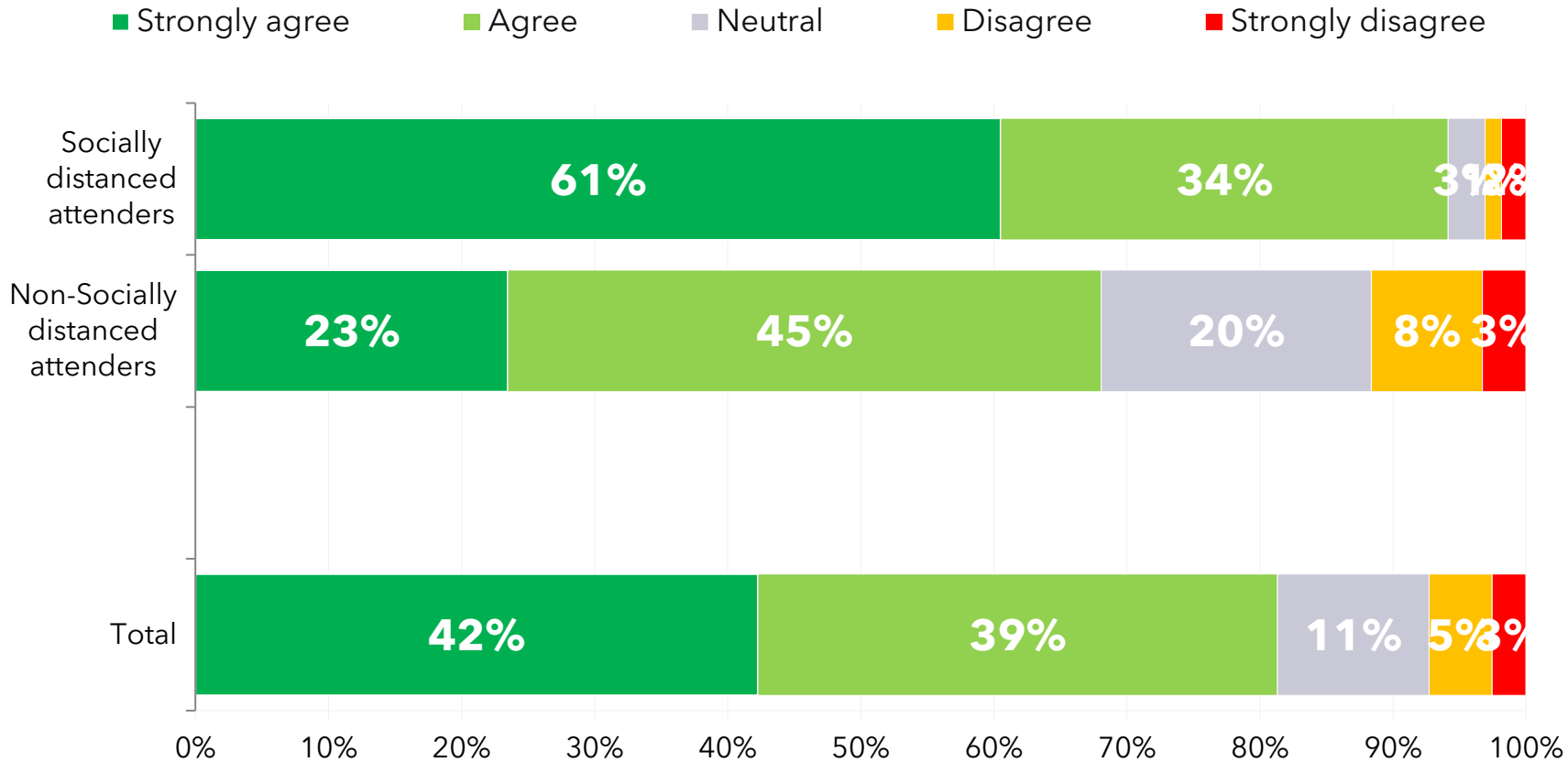


SAFETY MEASURES

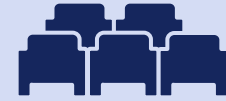
- The majority were not able to choose between different options

To what extent do you agree with the following statement?

"I felt confident that the venue had measures in place to keep me safe"

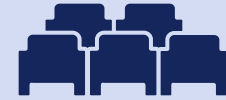
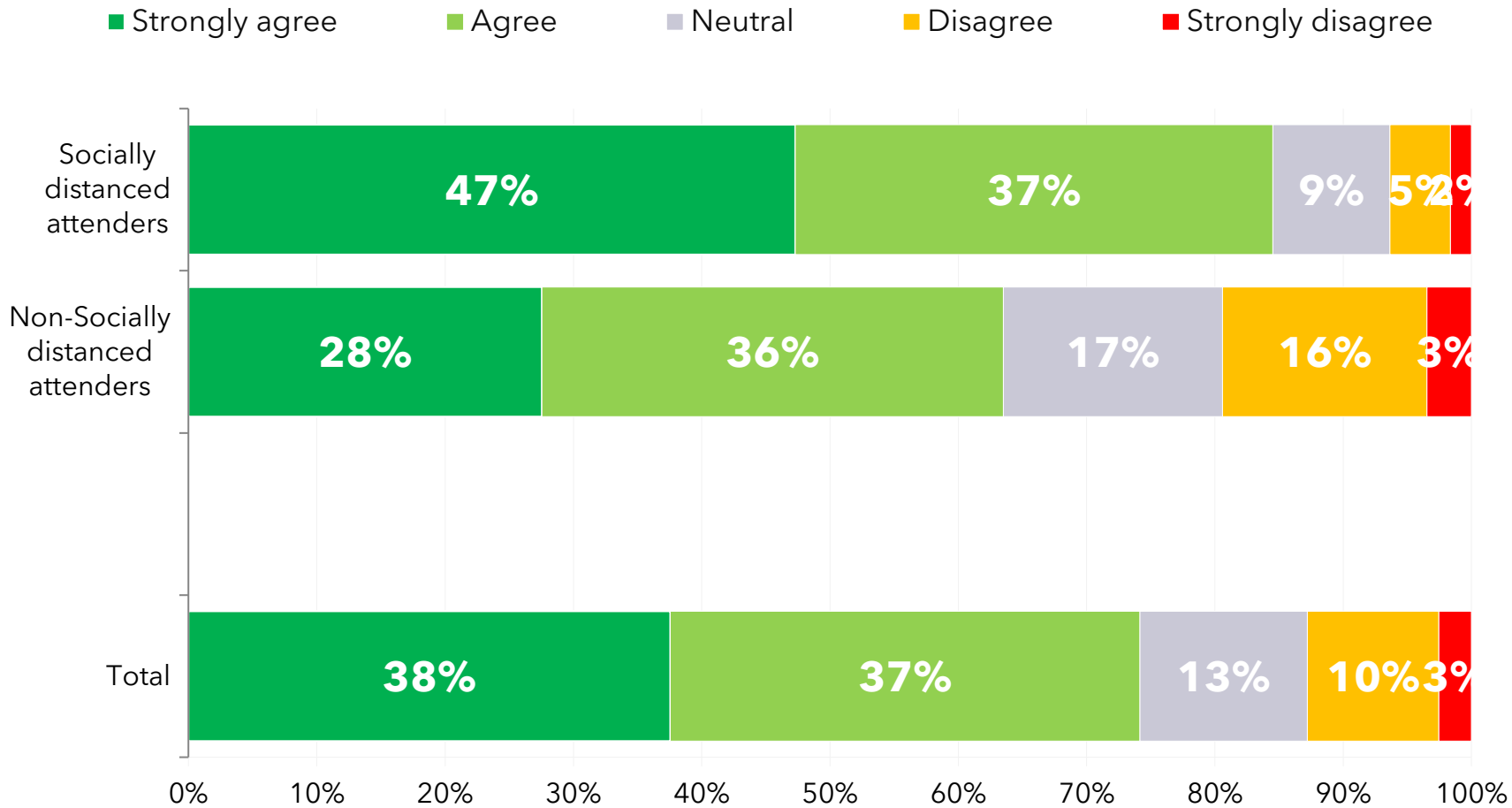


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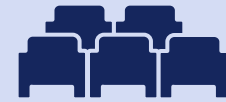
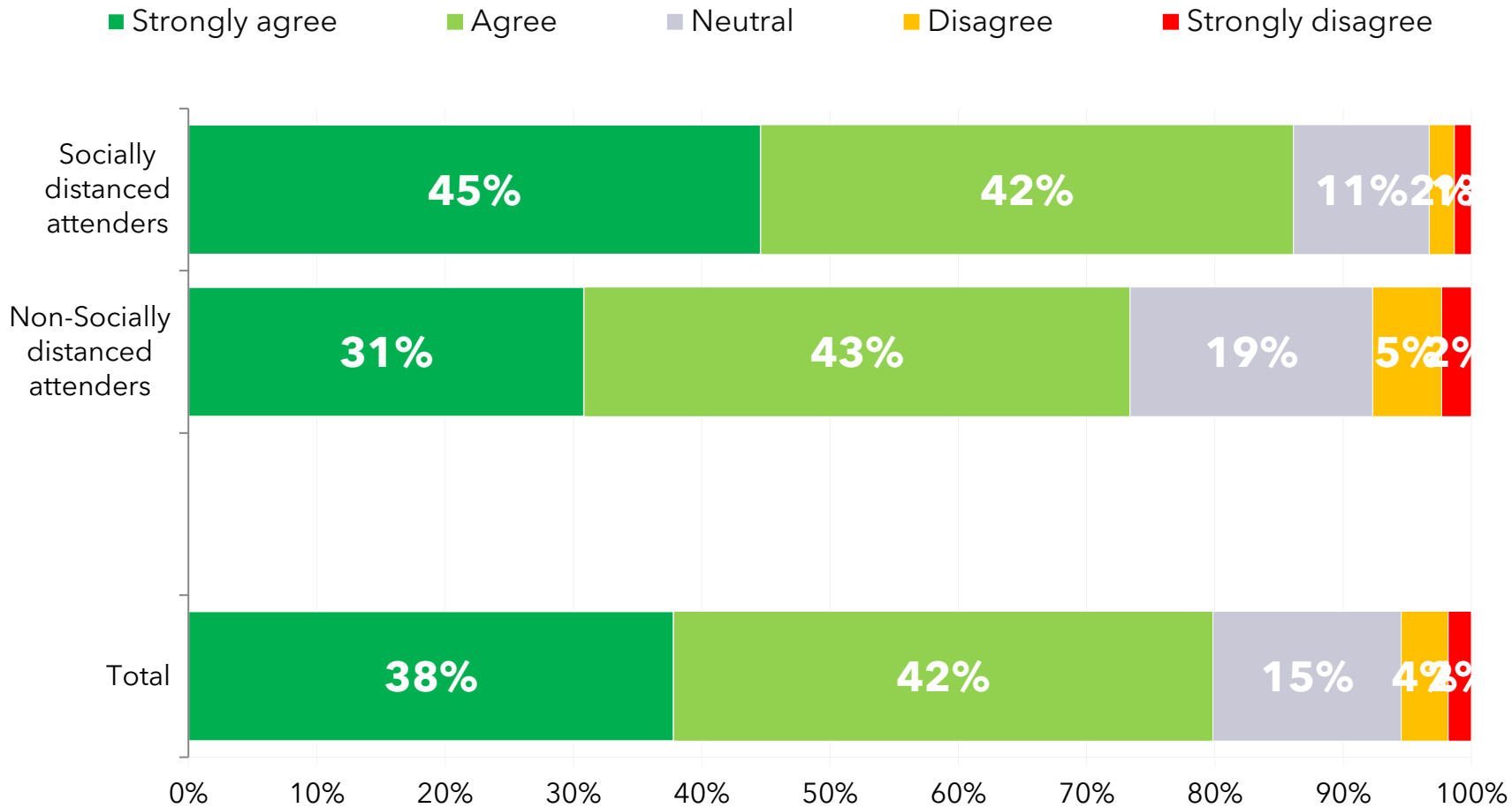
SAFETY MEASURES

To what extent do you agree with the following statement? "I was able to forget about safety and simply enjoy myself"



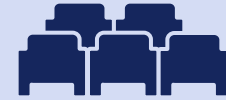
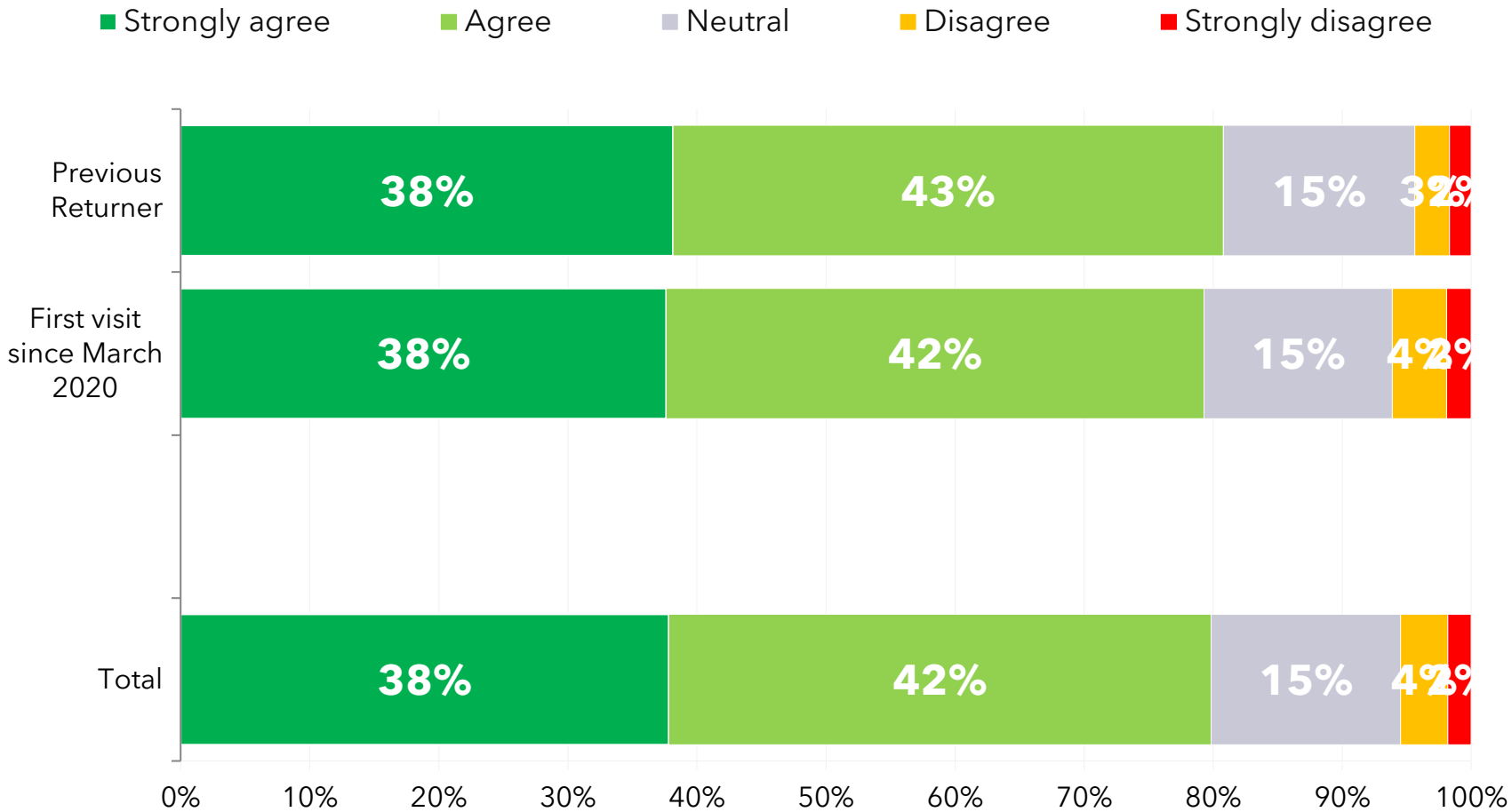
SAFETY MEASURES

To what extent do you agree with the following statement? "This visit has made me more likely to come to other cultural events"



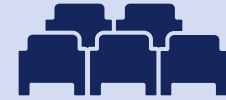
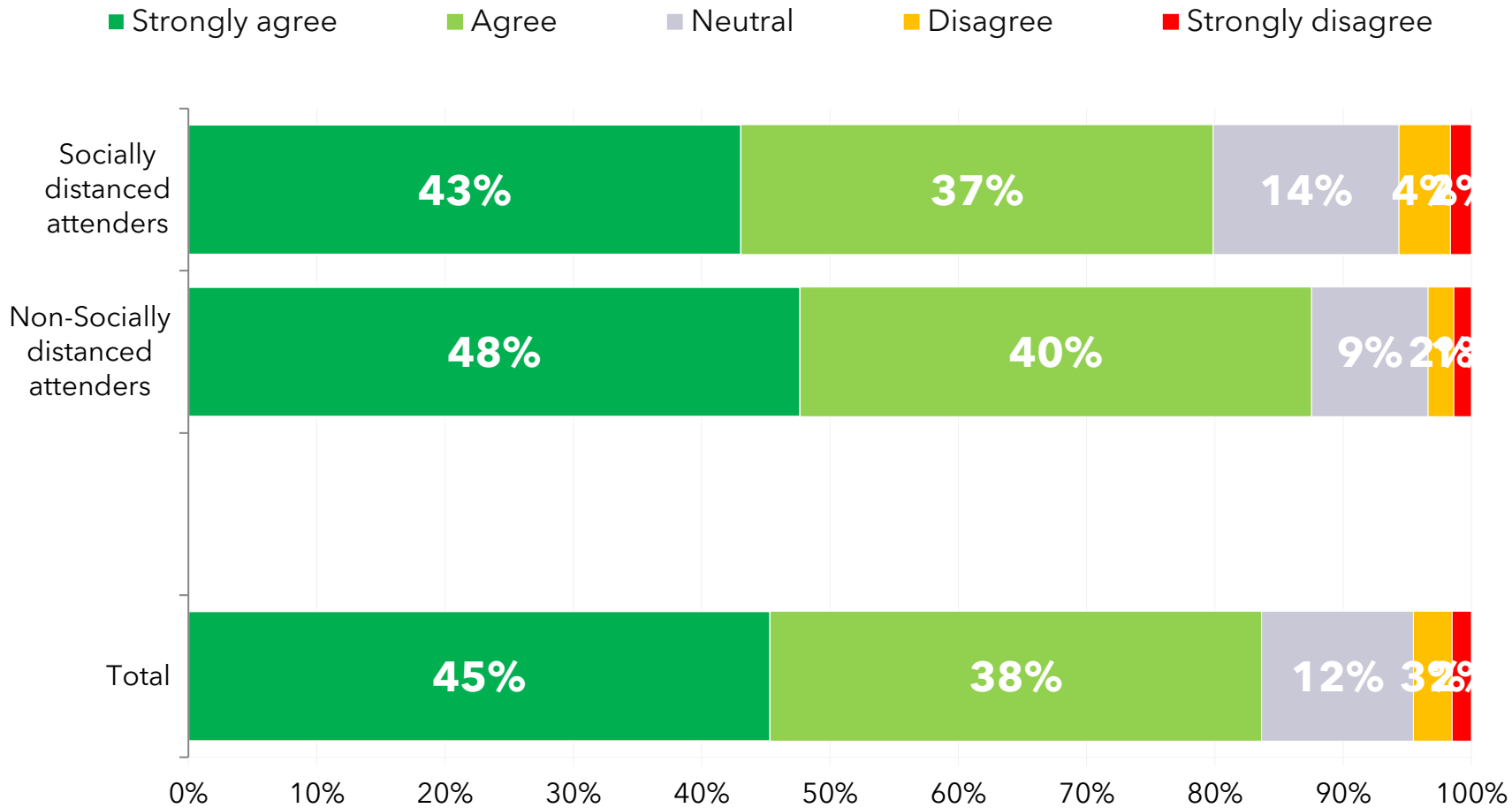
SAFETY MEASURES

To what extent do you agree with the following statement? "This visit has made me more likely to come to other cultural events"



SAFETY MEASURES

To what extent do you agree with the following statement? "There was a great atmosphere"

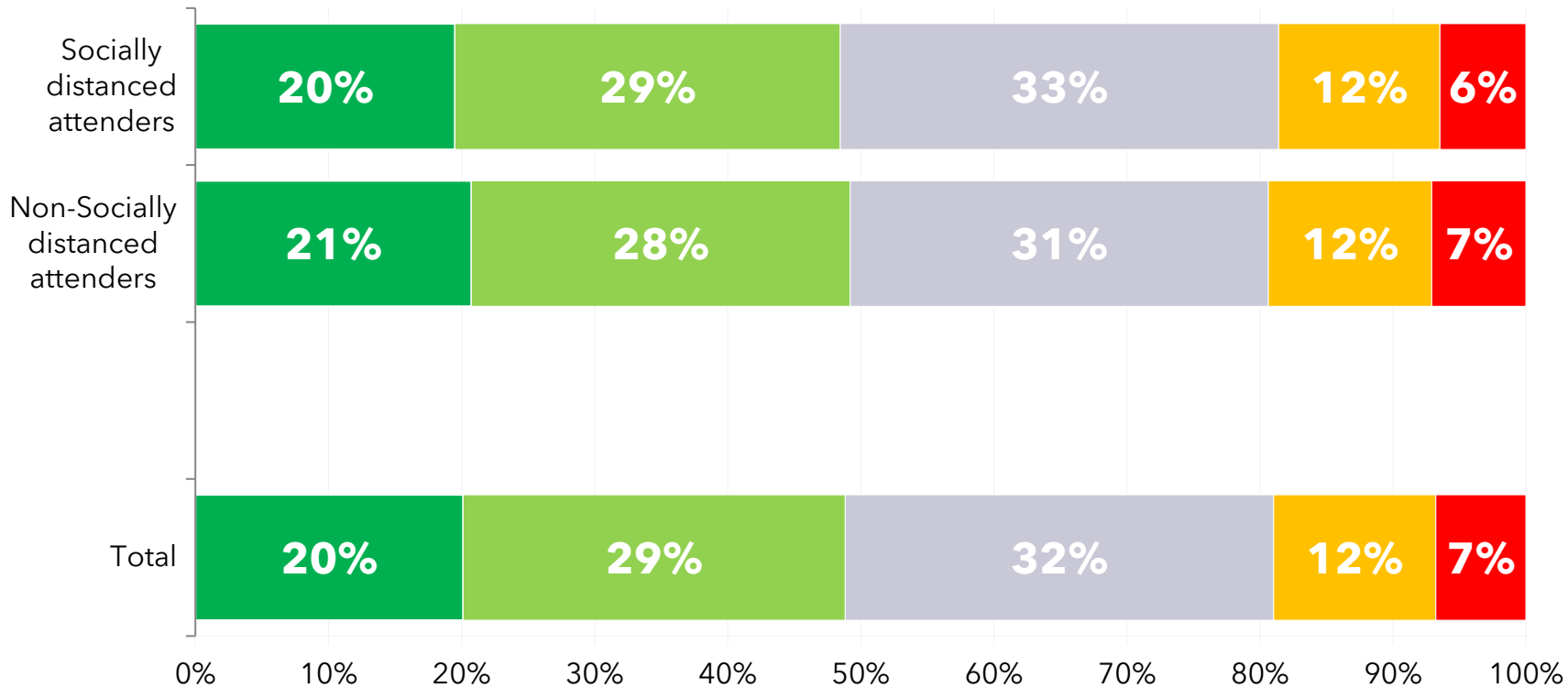


SAFETY MEASURES

How would the following measures, if in place at a cultural organisation regardless of current government restrictions, affect your likelihood of attending another event or venue NOW?

All audiences / visitors required to wear masks throughout the venue

■ Much more likely to attend
 ■ More likely to attend
 ■ Neutral
 ■ Less likely to attend
 ■ Much less likely to attend

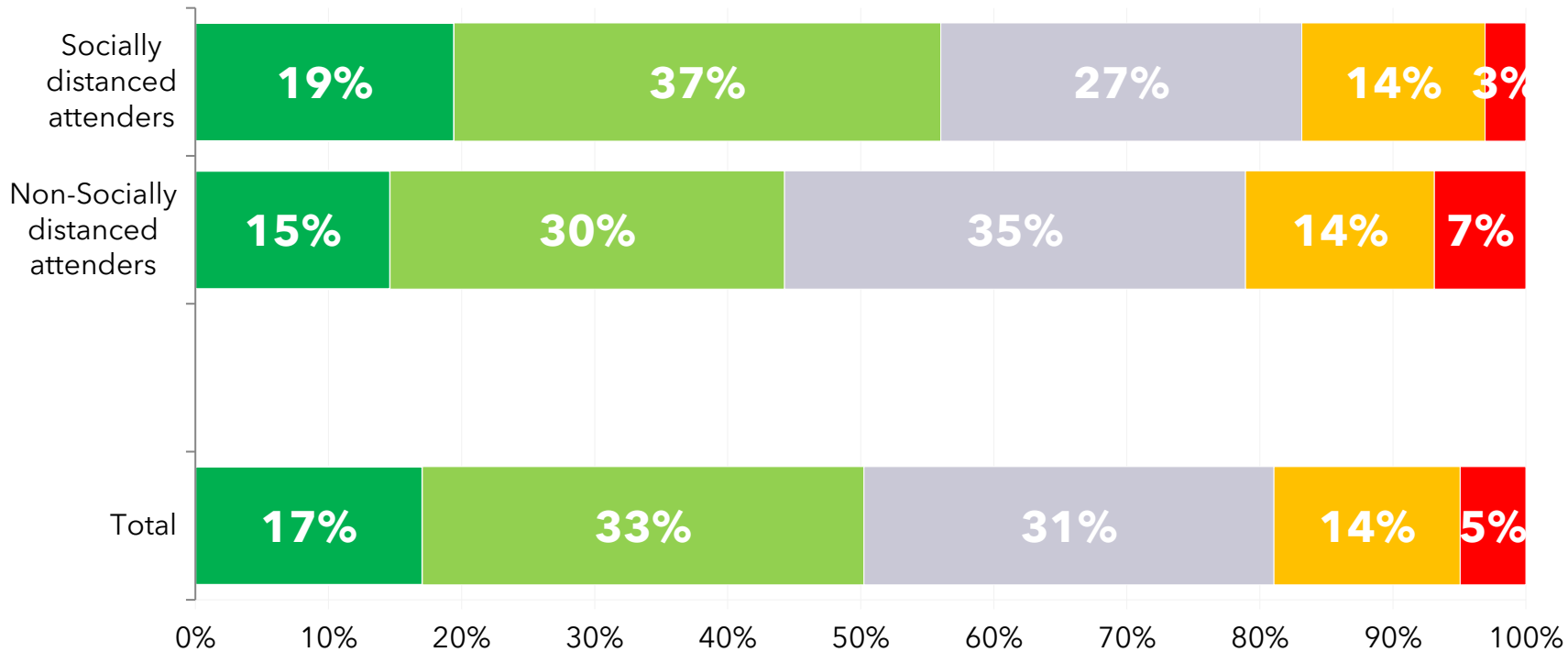


SAFETY MEASURES

How would the following measures, if in place at a cultural organisation regardless of current government restrictions, affect your likelihood of attending another event or venue NOW?

All audiences / visitors required to wear masks - apart from when seated to watch a performance

■ Much more likely to attend ■ More likely to attend ■ Neutral ■ Less likely to attend ■ Much less likely to attend

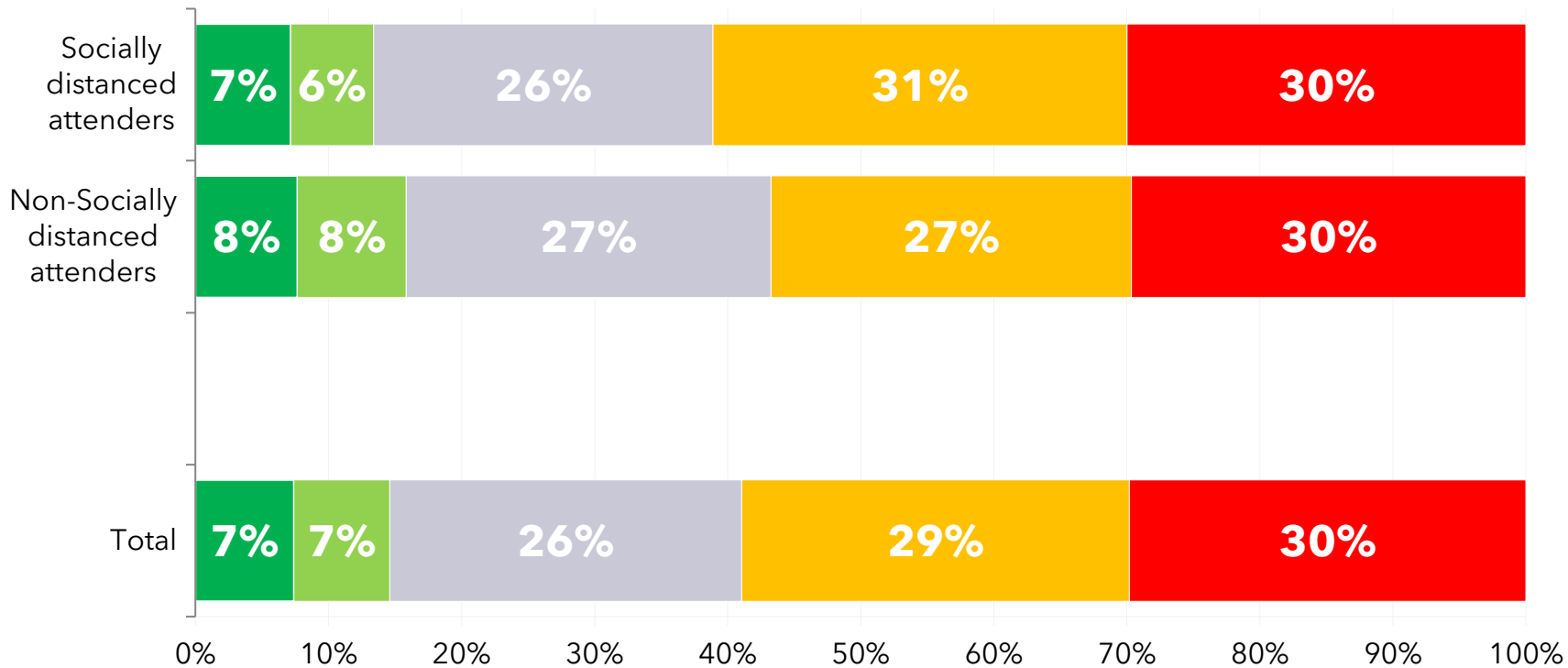


SAFETY MEASURES

How would the following measures, if in place at a cultural organisation regardless of current government restrictions, affect your likelihood of attending another event or venue NOW?

Audiences / visitors not required to wear masks at all

■ Much more likely to attend ■ More likely to attend ■ Neutral ■ Less likely to attend ■ Much less likely to attend



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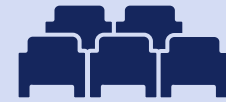
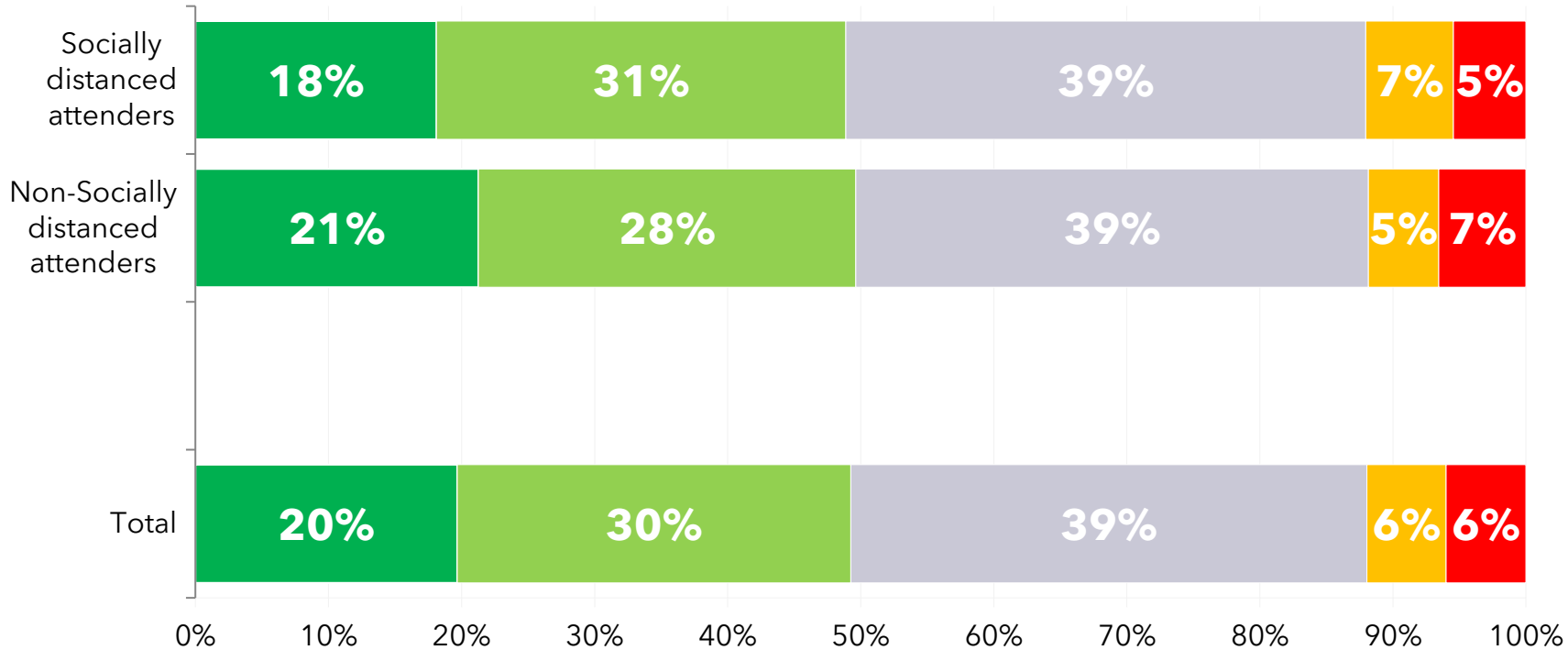


SAFETY MEASURES

How would the following measures, if in place at a cultural organisation regardless of current government restrictions, affect your likelihood of attending another event or venue NOW?

Showing proof of vaccination, a negative Covid test or proof of anti-bodies to attend

■ Much more likely to attend ■ More likely to attend ■ Neutral ■ Less likely to attend ■ Much less likely to attend

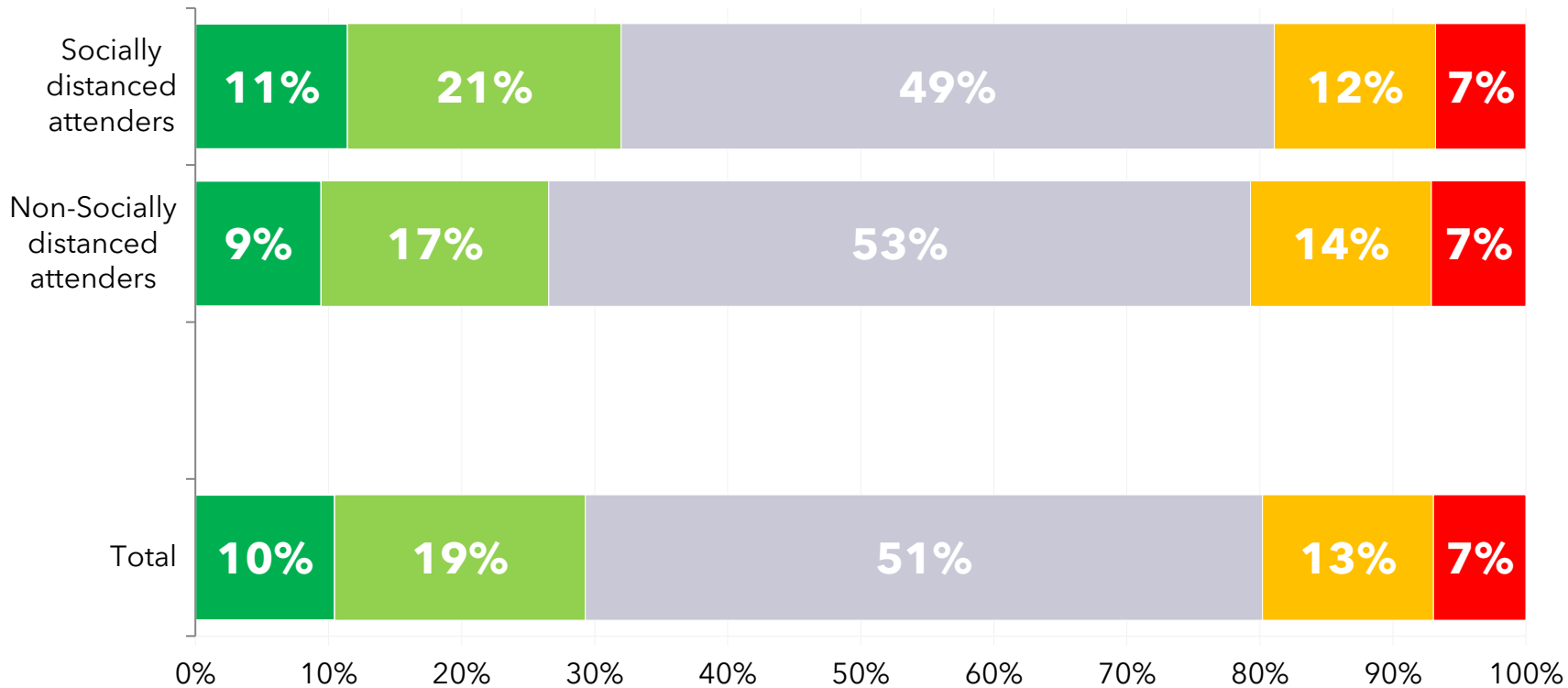


SAFETY MEASURES

How would the following measures, if in place at a cultural organisation regardless of current government restrictions, affect your likelihood of attending another event or venue NOW?

Requirement to supply contact details for your whole party for Test and Trace

■ Much more likely to attend
 ■ More likely to attend
 ■ Neutral
 ■ Less likely to attend
 ■ Much less likely to attend

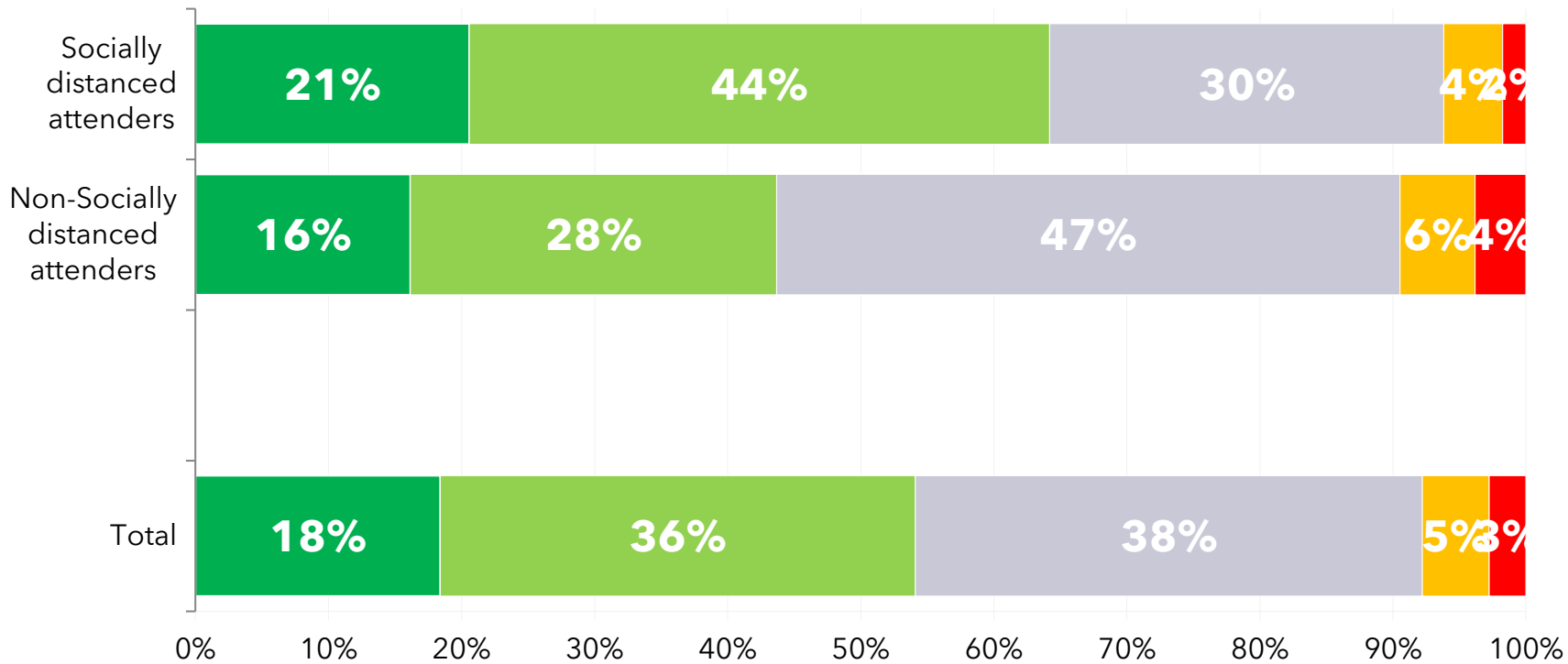


SAFETY MEASURES

How would the following measures, if in place at a cultural organisation regardless of current government restrictions, affect your likelihood of attending another event or venue NOW?

Capacity limited to maintain distance between parties

■ Much more likely to attend
 ■ More likely to attend
 ■ Neutral
 ■ Less likely to attend
 ■ Much less likely to attend

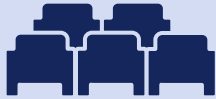
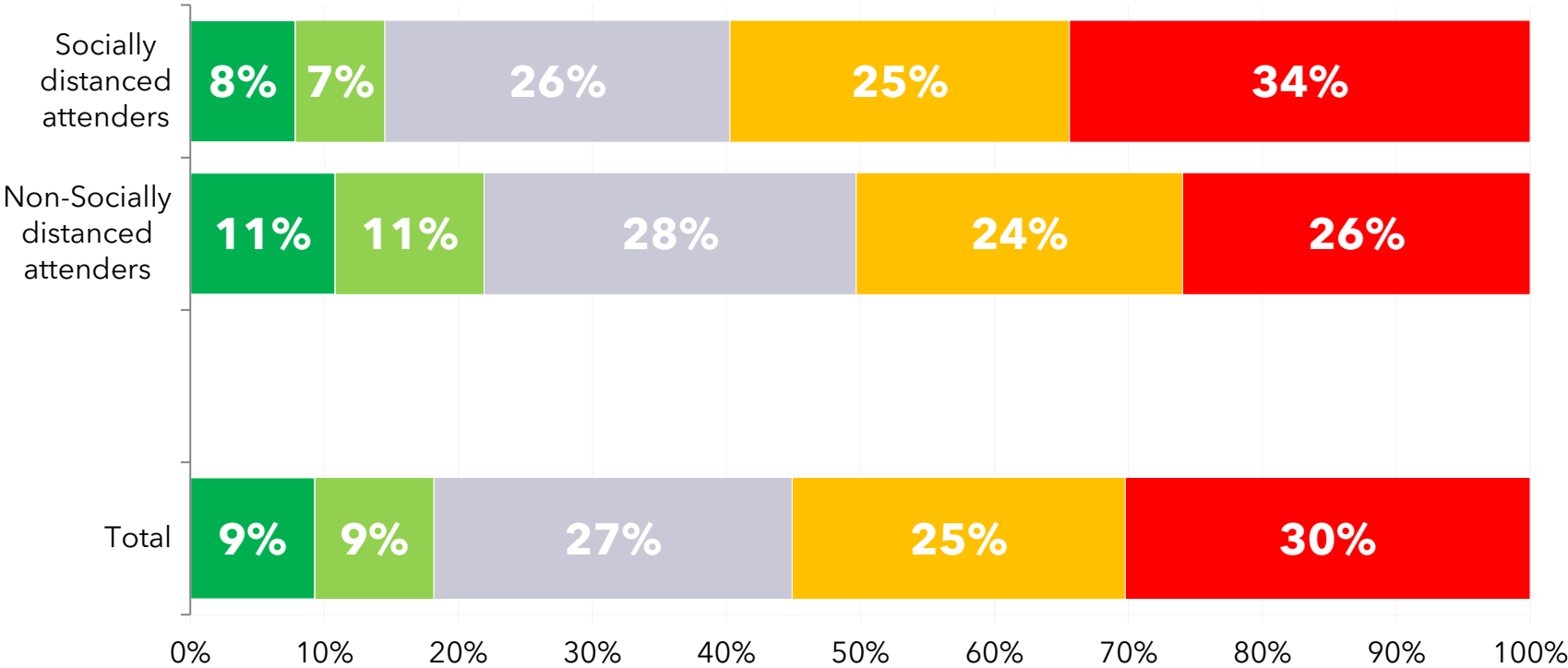


SAFETY MEASURES

How would the following measures, if in place at a cultural organisation regardless of current government restrictions, affect your likelihood of attending another event or venue NOW?

All restrictions removed and the venue operated as it was pre-Covid

■ Much more likely to attend
 ■ More likely to attend
 ■ Neutral
 ■ Less likely to attend
 ■ Much less likely to attend

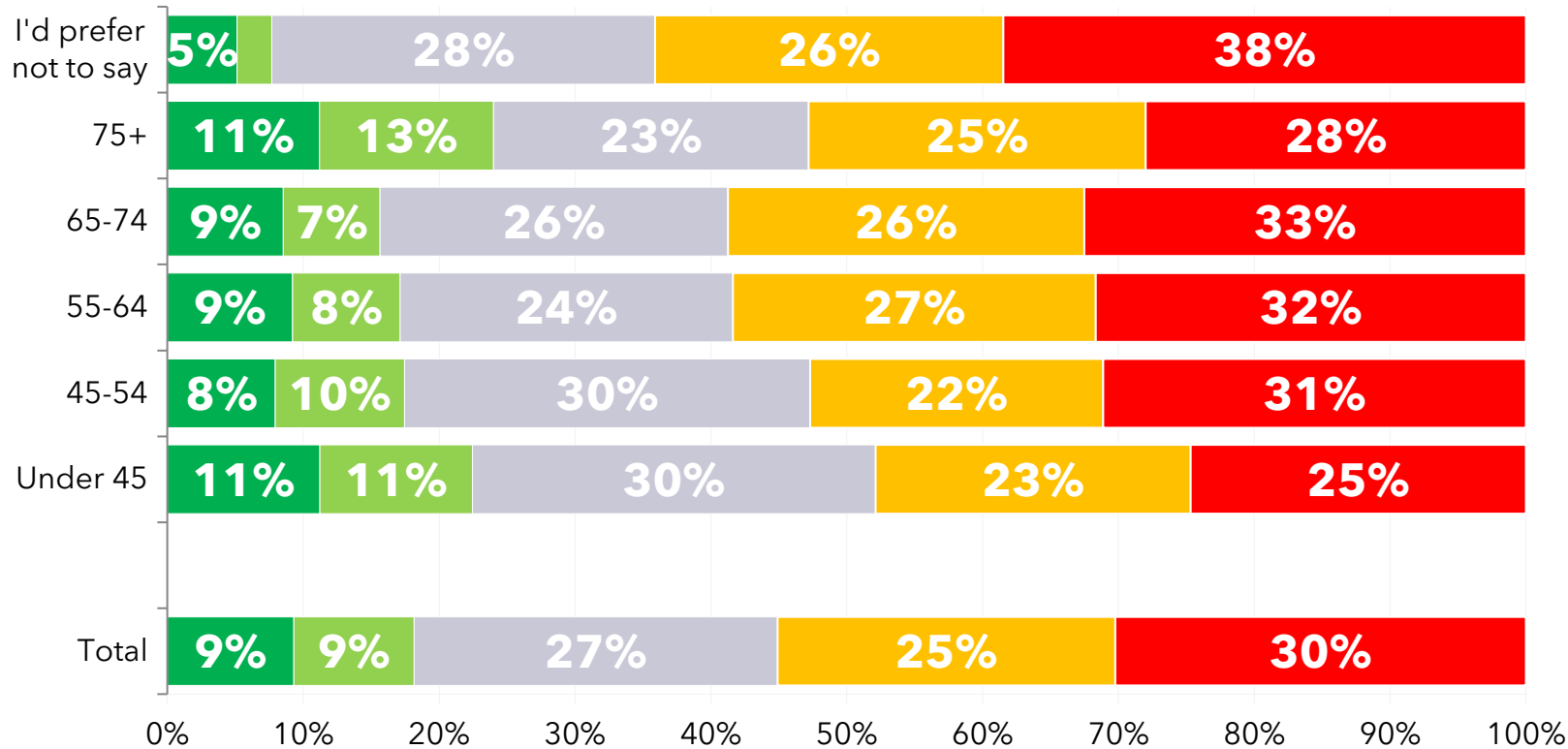


SAFETY MEASURES

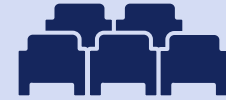
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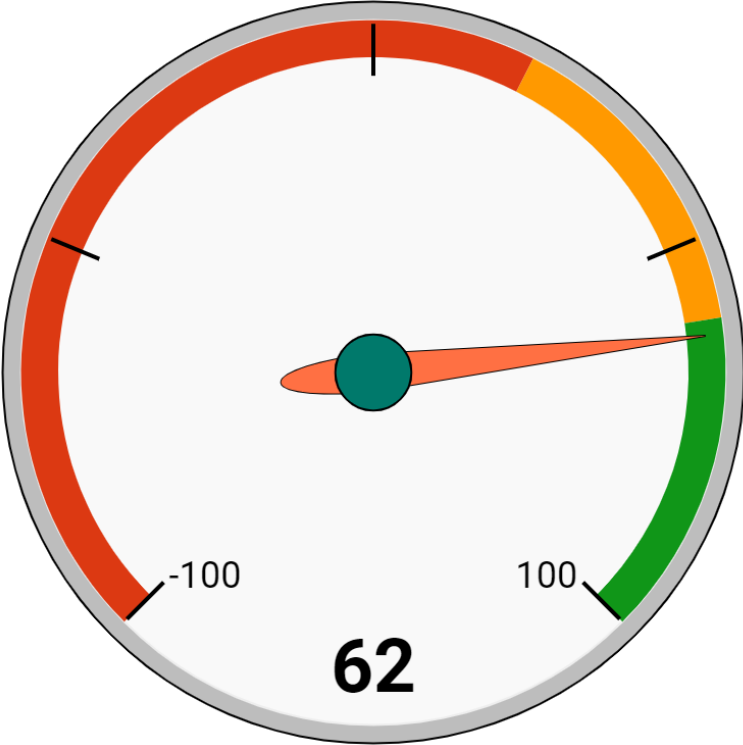


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SAFETY MEASURES

How likely is it that you would recommend us to a friend or colleague?



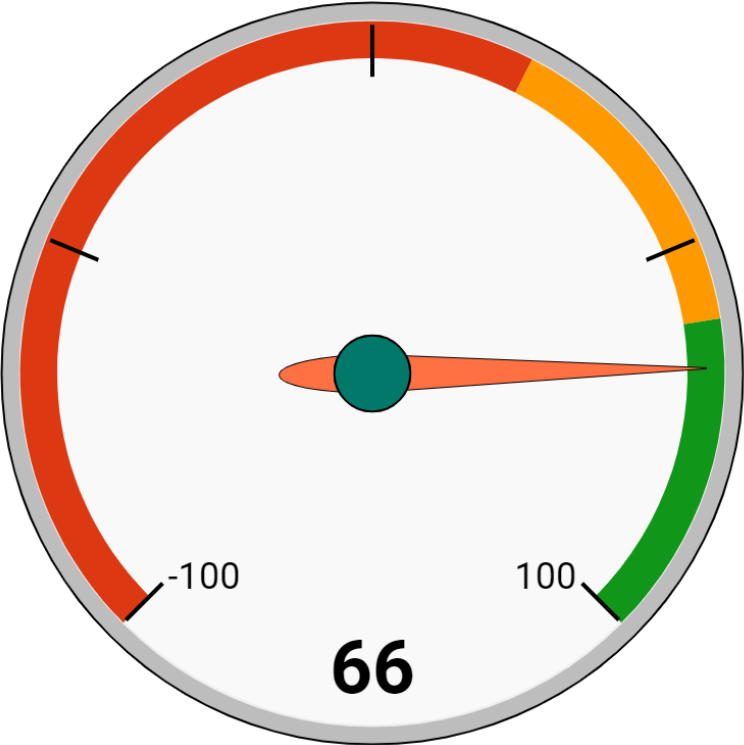
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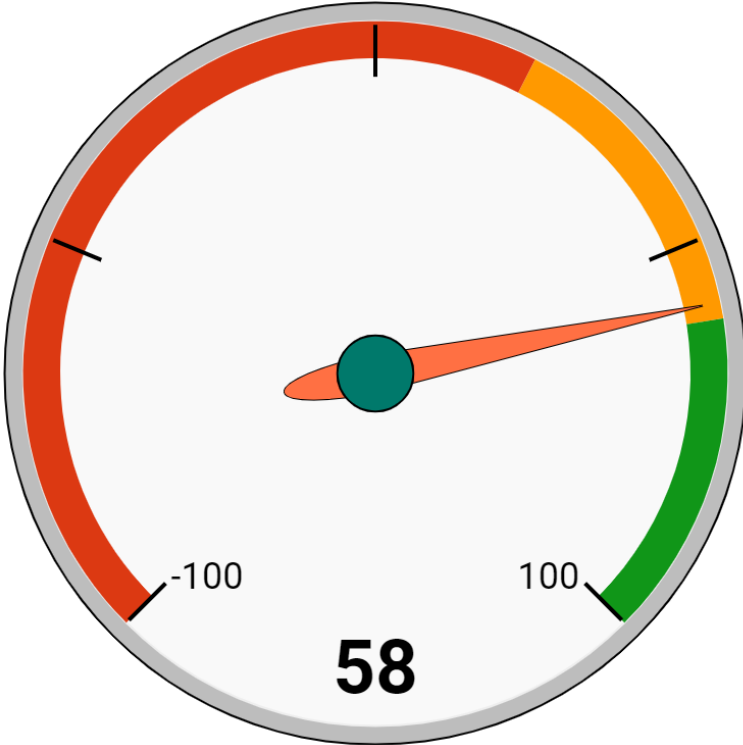
NPS

How likely is it that you would recommend us to a friend or colleague?

Socially Distanced Attenders



Non-Socially Distanced Attenders



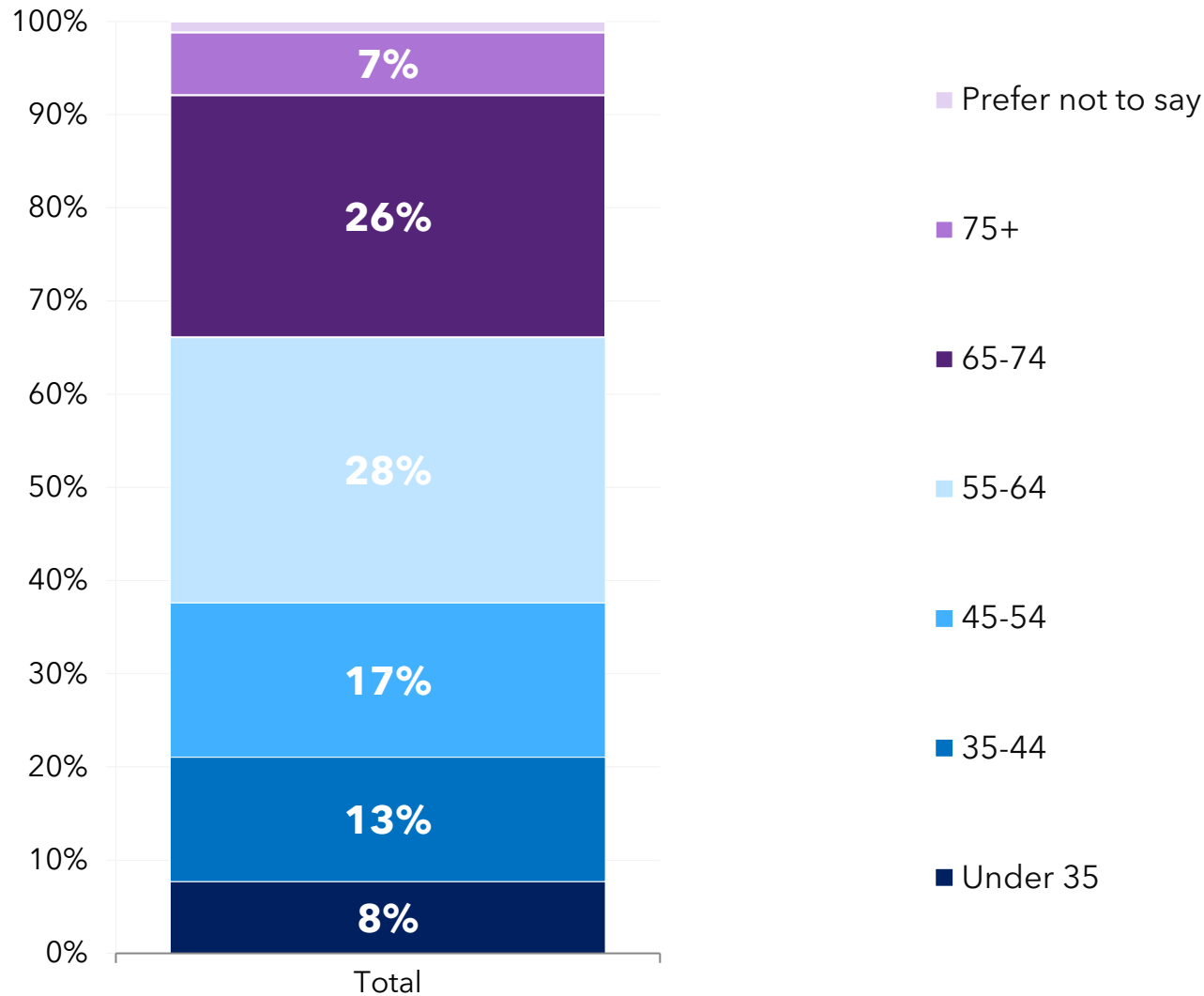
NPS

If you were reviewing the performance, experience or exhibition, how many stars would you give it?



- 4.5 stars for both socially distanced and non-socially distanced attendees

Respondents by age



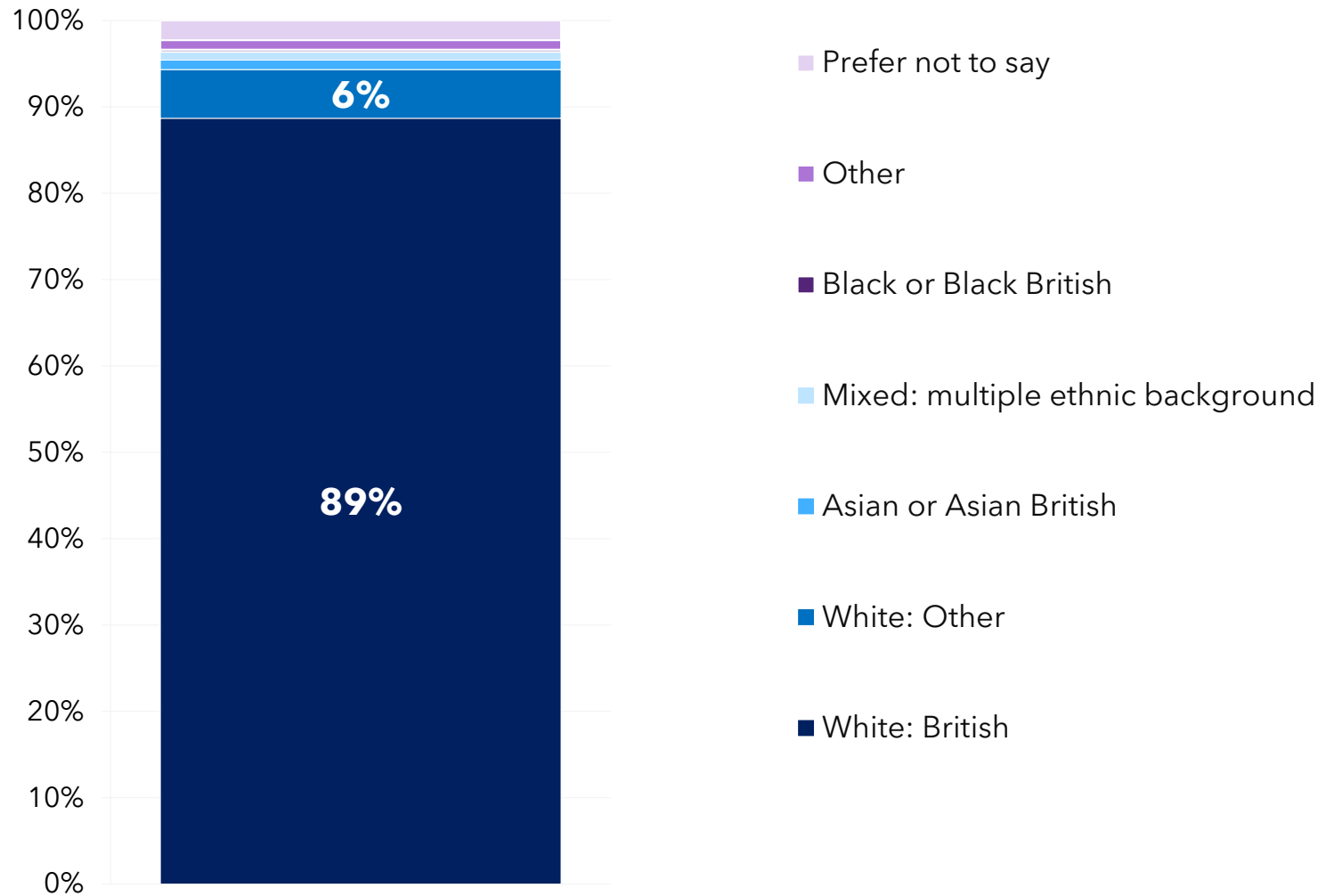
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AGE

- 33% of respondents are 65 or older
- 45% of respondents are aged between 45 and 64
- 21% of respondents are 44 or younger

Respondents by ethnicity

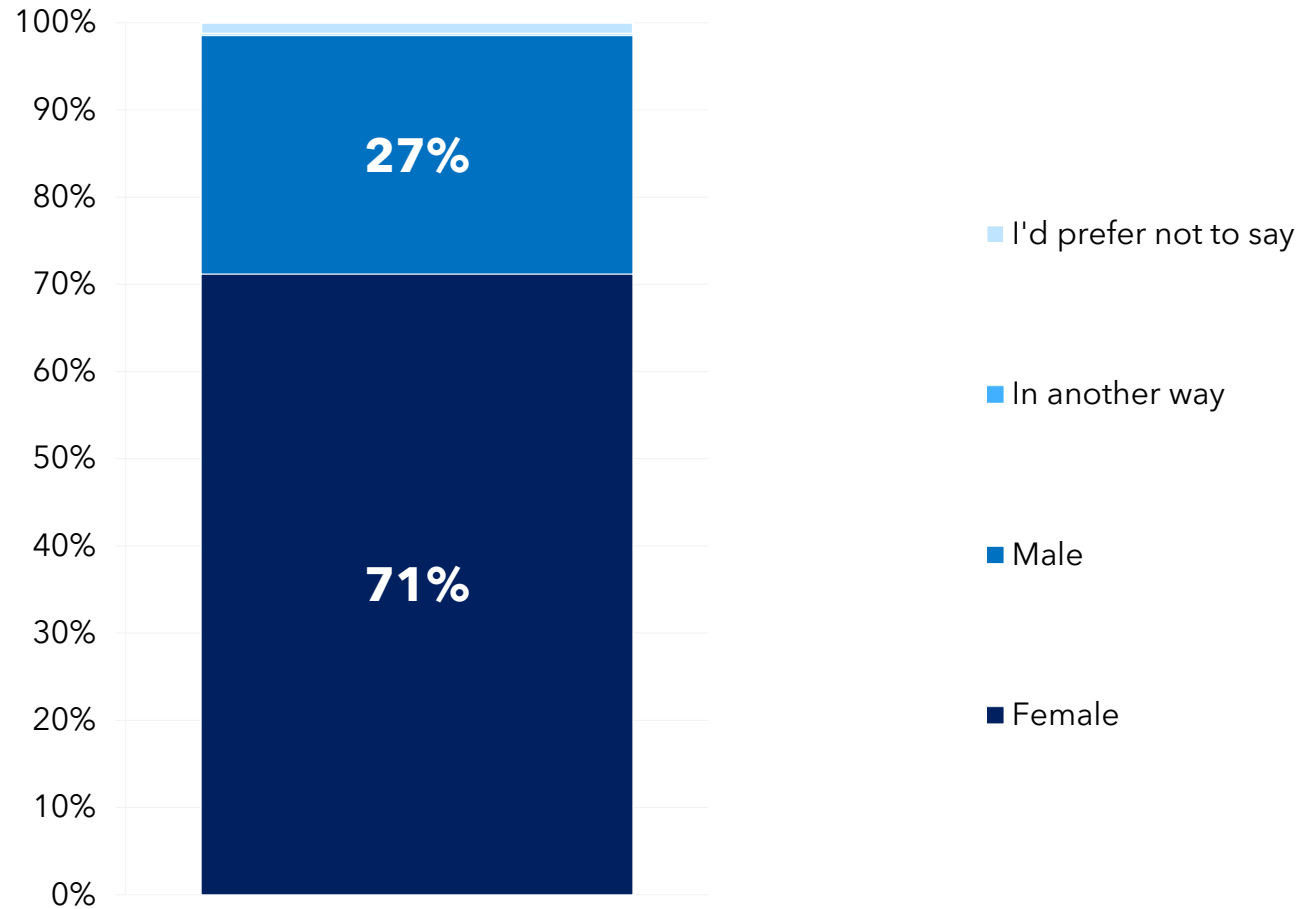


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ETHNICITY

- 89% of respondents identify as White British
- 6% of respondents identify as White Other

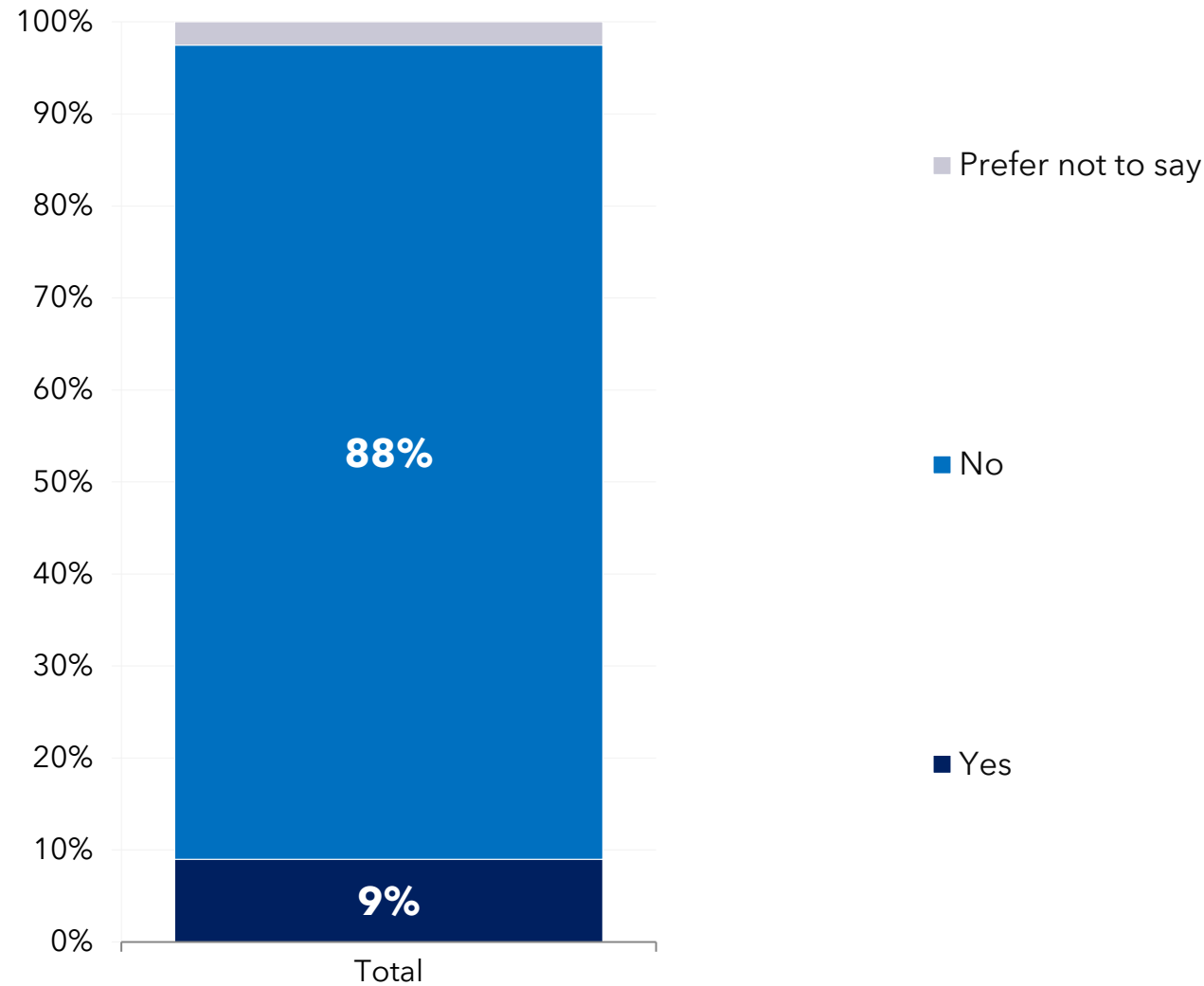
Respondents by gender



GENDER

- 71% of respondents identify as female

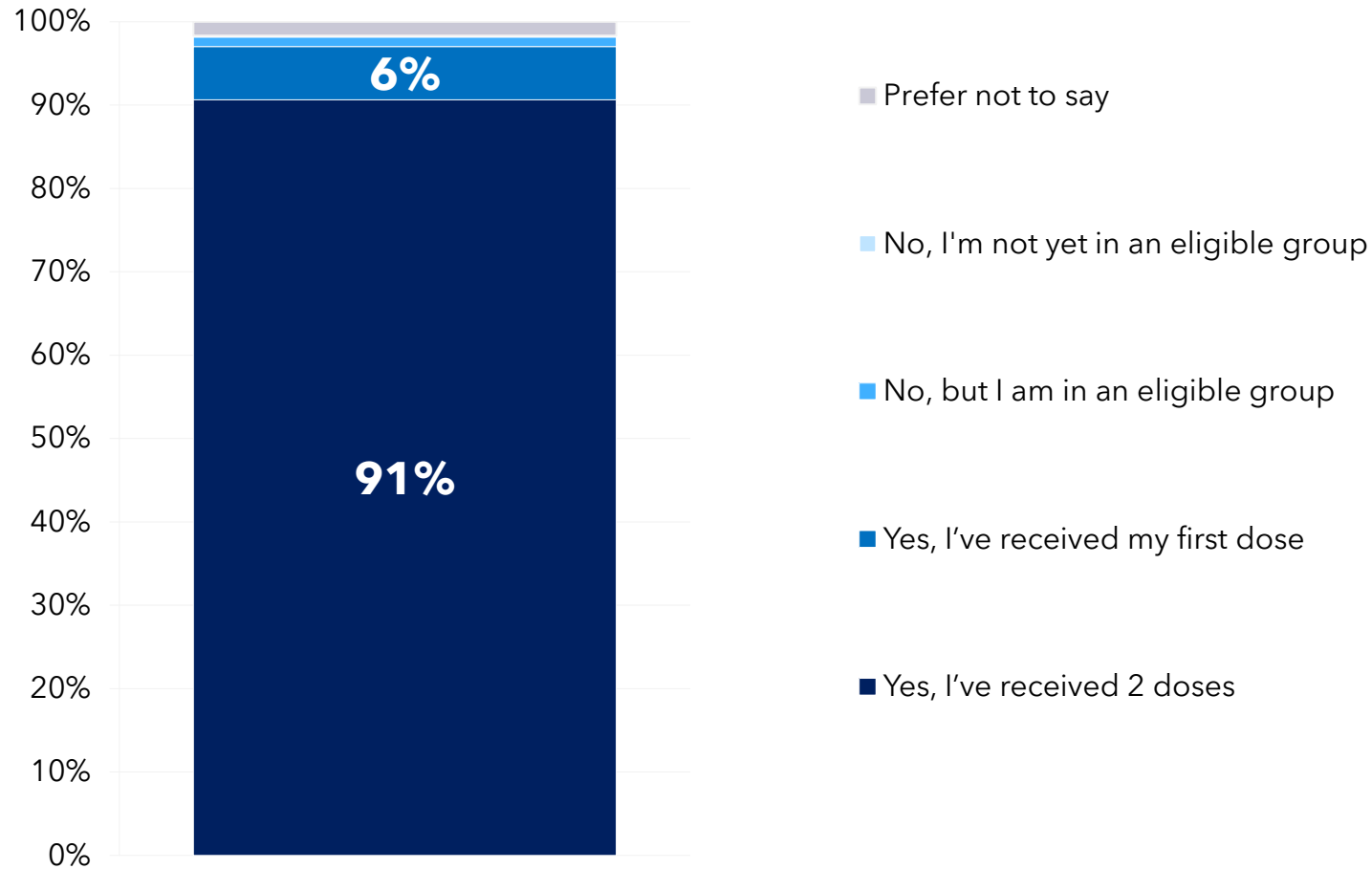
Respondents by D/deaf and disabled



D/deaf or DISABLED

- 9% of respondents identify as D/deaf or disabled

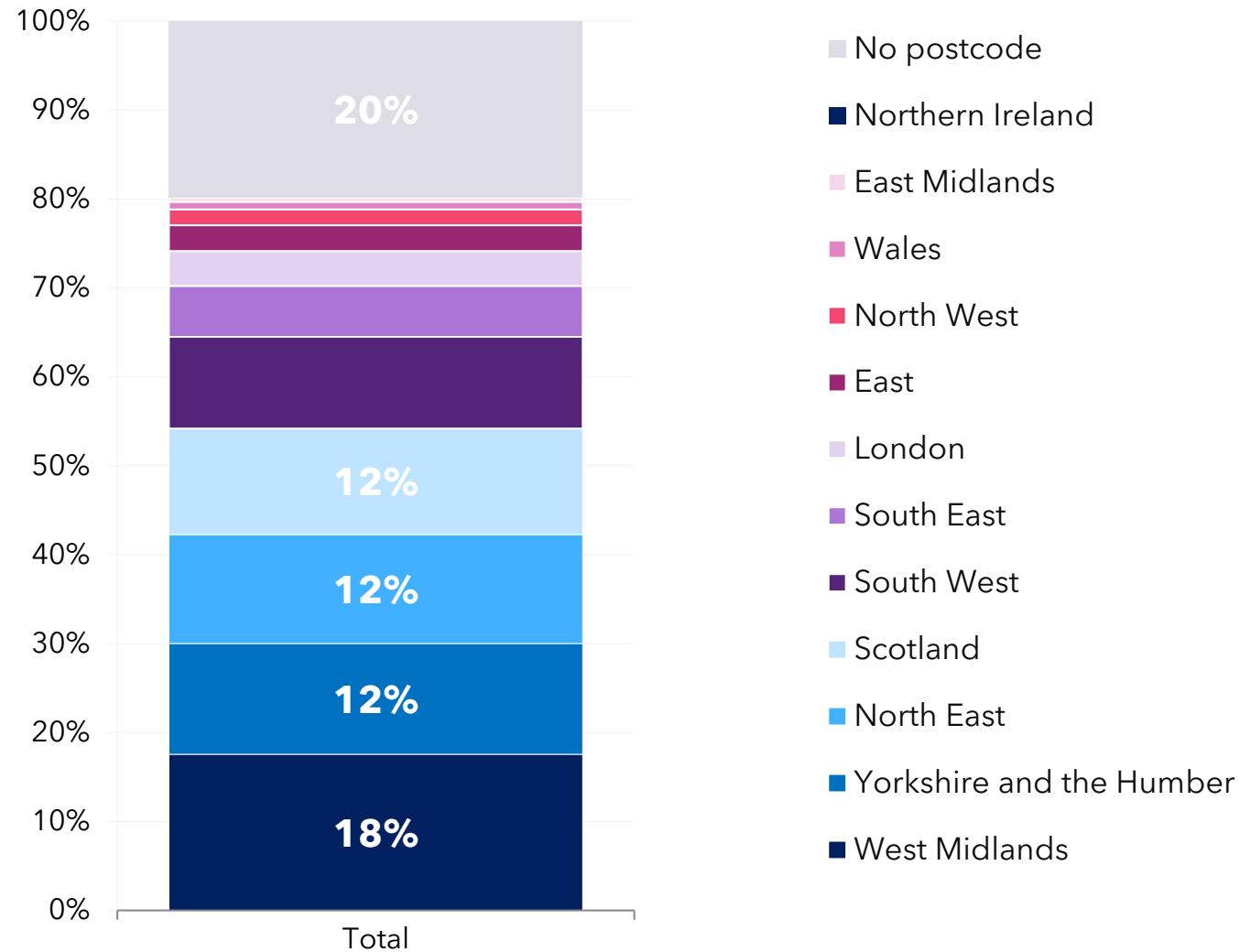
Have you received a Covid-19 vaccine?



VACCINATION

- 97% of respondents have had at least one dose of the vaccine

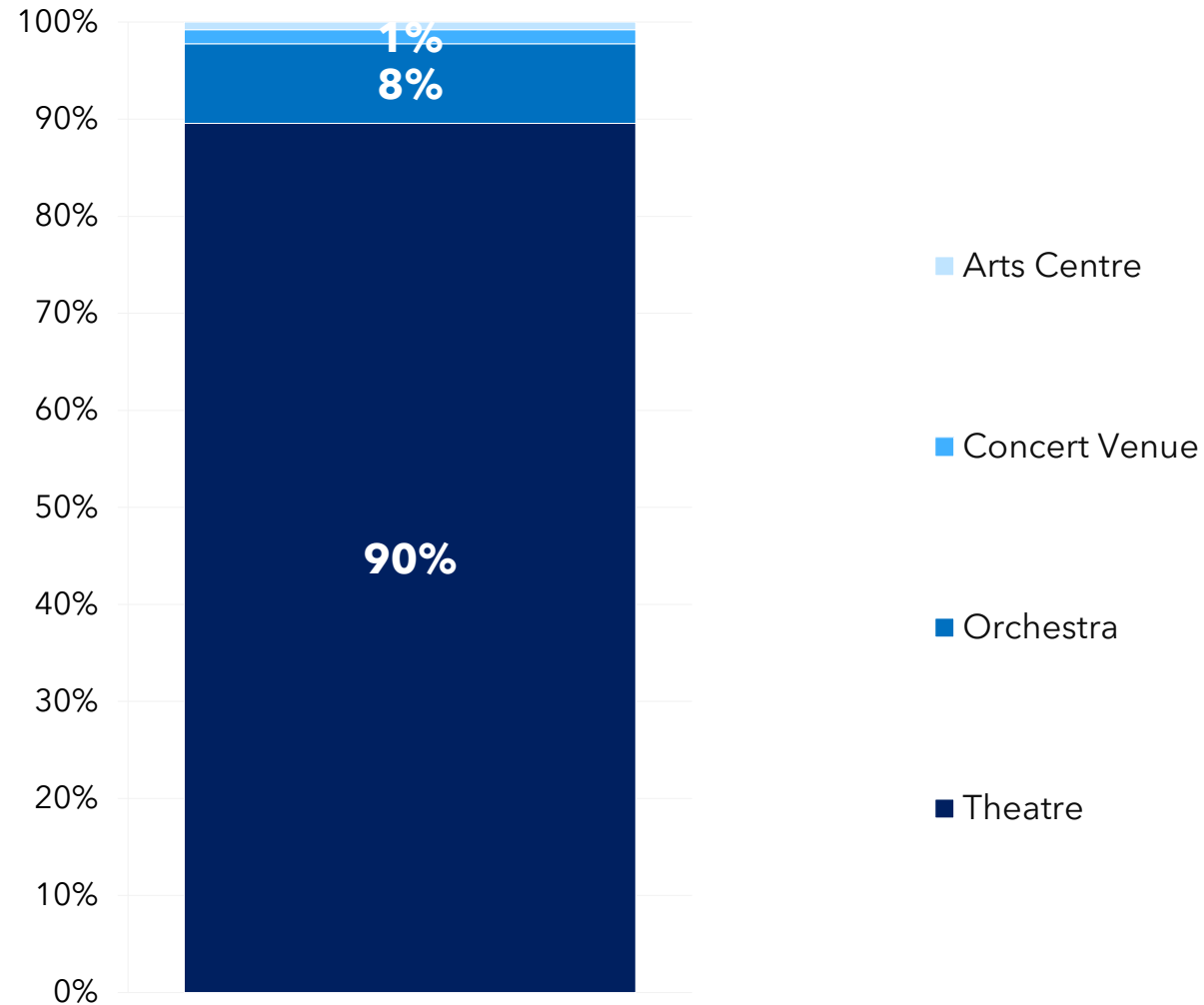
Respondents by region



REGION

- Of those with a postcode 95% are outside of London

Organisation Type



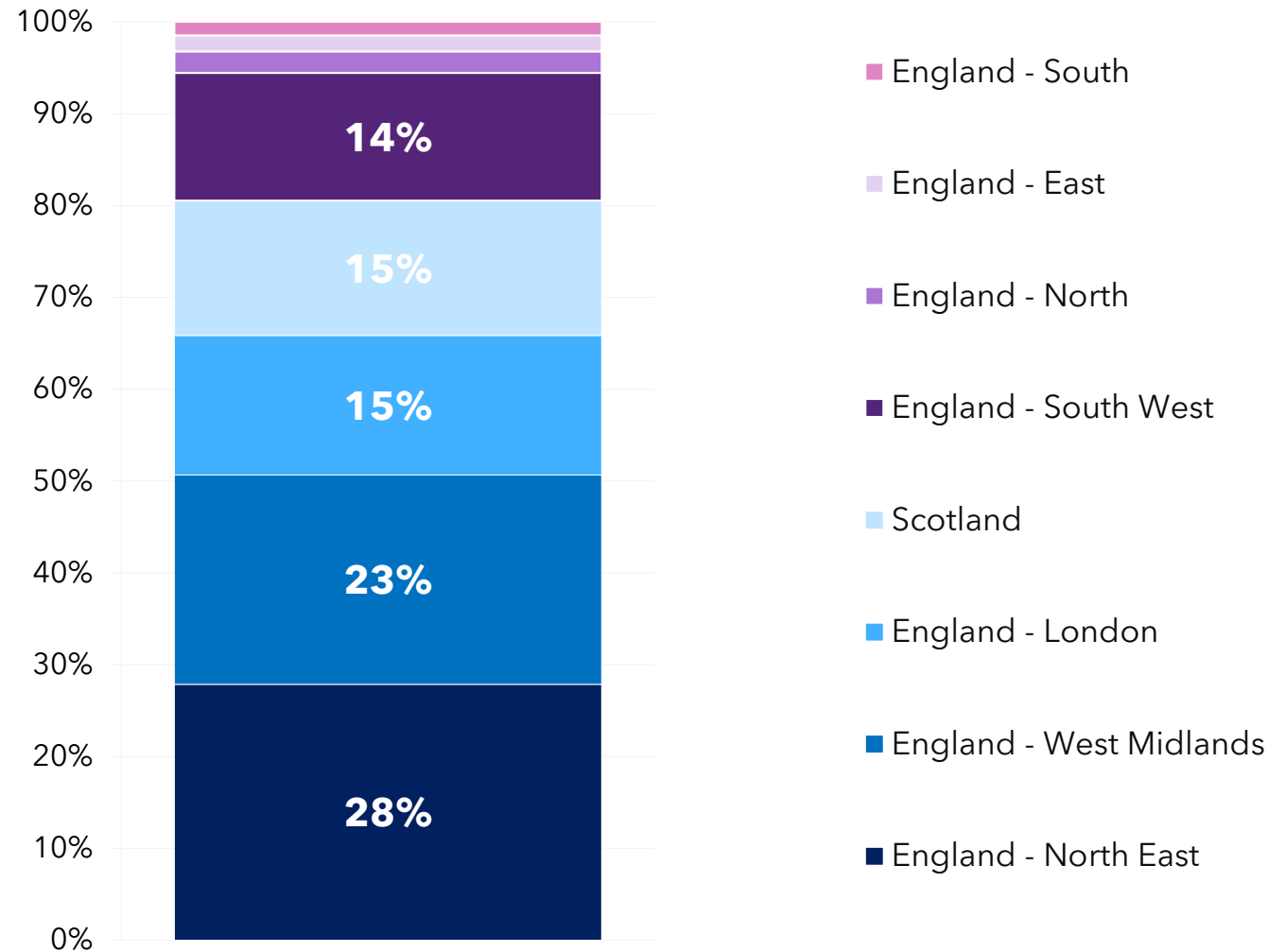
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ORGANISATION

- 90% of responses were from theatre attenders

Organisation Location



REGION

- The majority of collecting organisations are in the West Midlands and the North East of England
- 15% of responses come from organisations in London

Are you
signed up?

A LARGER DATA SET ENABLES:

- EVER-MORE NATIONALLY REPRESENTATIVE
- GRANULAR SEGMENTATION

EVERY ORGANISATION HAS ACCESS TO ITS OWN LIVE
RESPONSES DASHBOARD

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