

CULTURE
RESTART

Culture Restart Experience Surveys

Wave 1

May - June 2021

INSIGHTS
ALLIANCE

indigo

BAKER**RICHARDS**

One Further

supporting cultural recovery

Experience Survey Overview



RESPONSES

2,614



DATE RANGE

17 May - 15 June 2021



PARTICIPATING ORGANISATIONS

22

Respondent profile



AGE

37% OVER 65

19% UNDER 45



LOCATION

**87% FROM OUTSIDE
LONDON**



GENDER

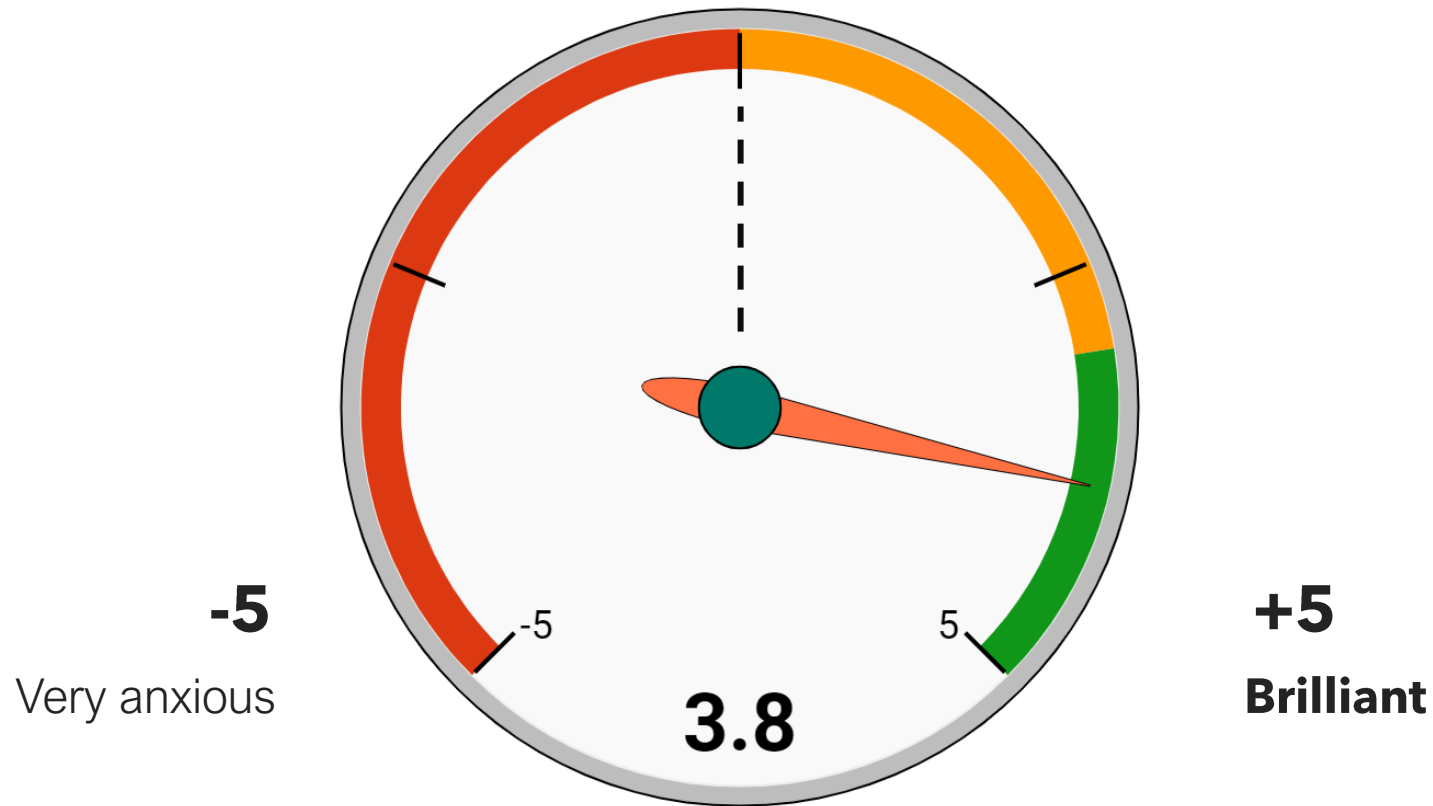
61% FEMALE



VACCINATION

94% HAD ONE DOSE

How did you feel immediately after your visit?



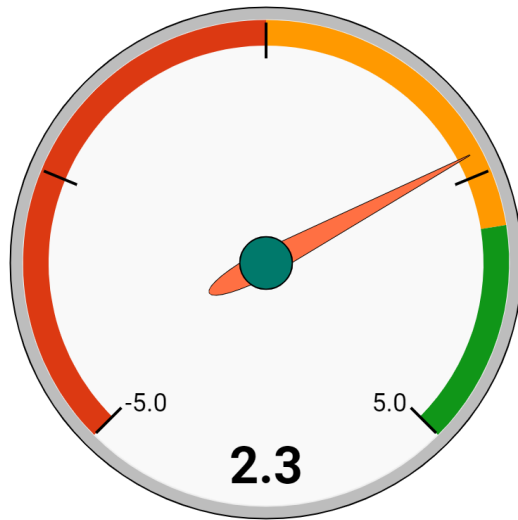
CONFIDENCE

- High levels of confidence among the first audiences to return to in-person cultural events

Pre-and-post visit comparison

Pre-visit

How are you feeling about your upcoming visit?



-5

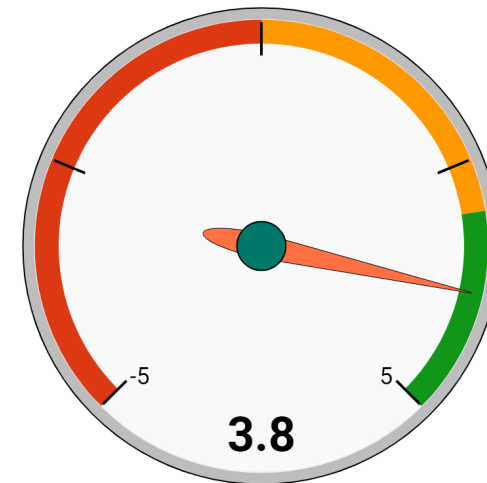
Very Anxious

+5

Brilliant

Post-visit

How did you feel immediately after your visit?



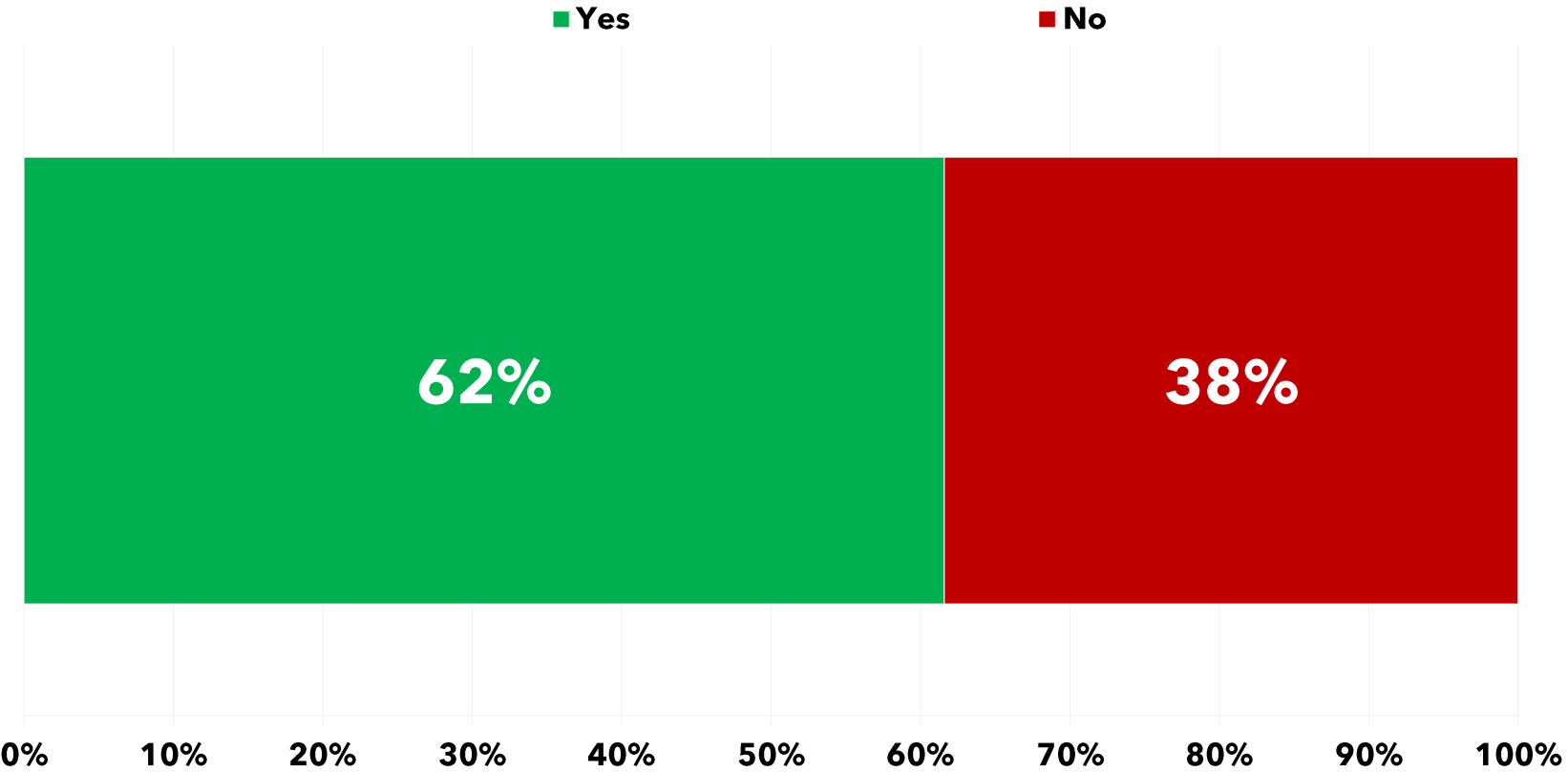
-5

Very Anxious

+5

Brilliant

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



ATTENDANCE

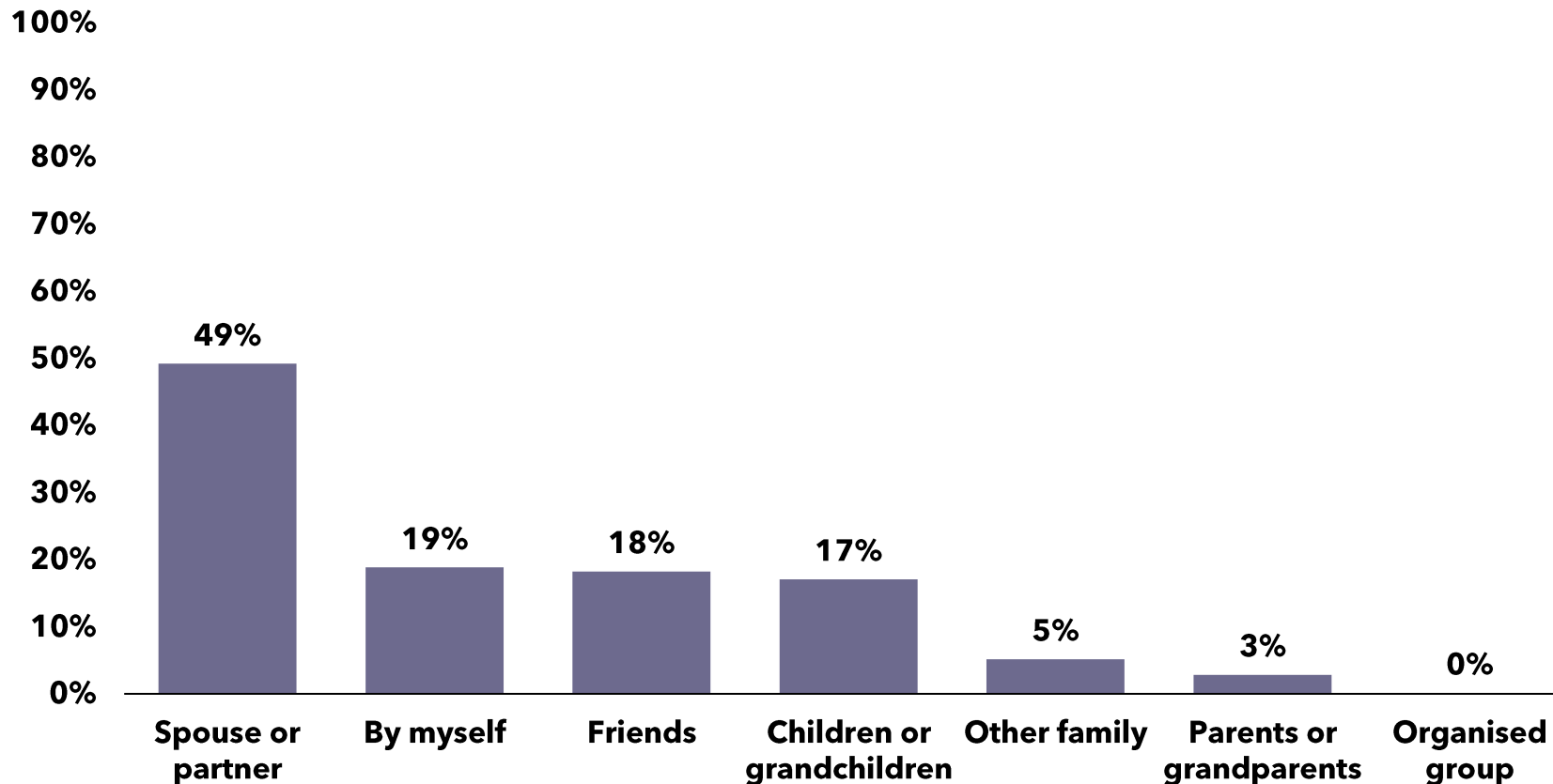
- 62% first time back to a cultural venue since March 2020
- 38% attended something either in the periods between lockdown or have attended more than one event since 17 May



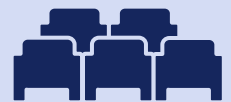
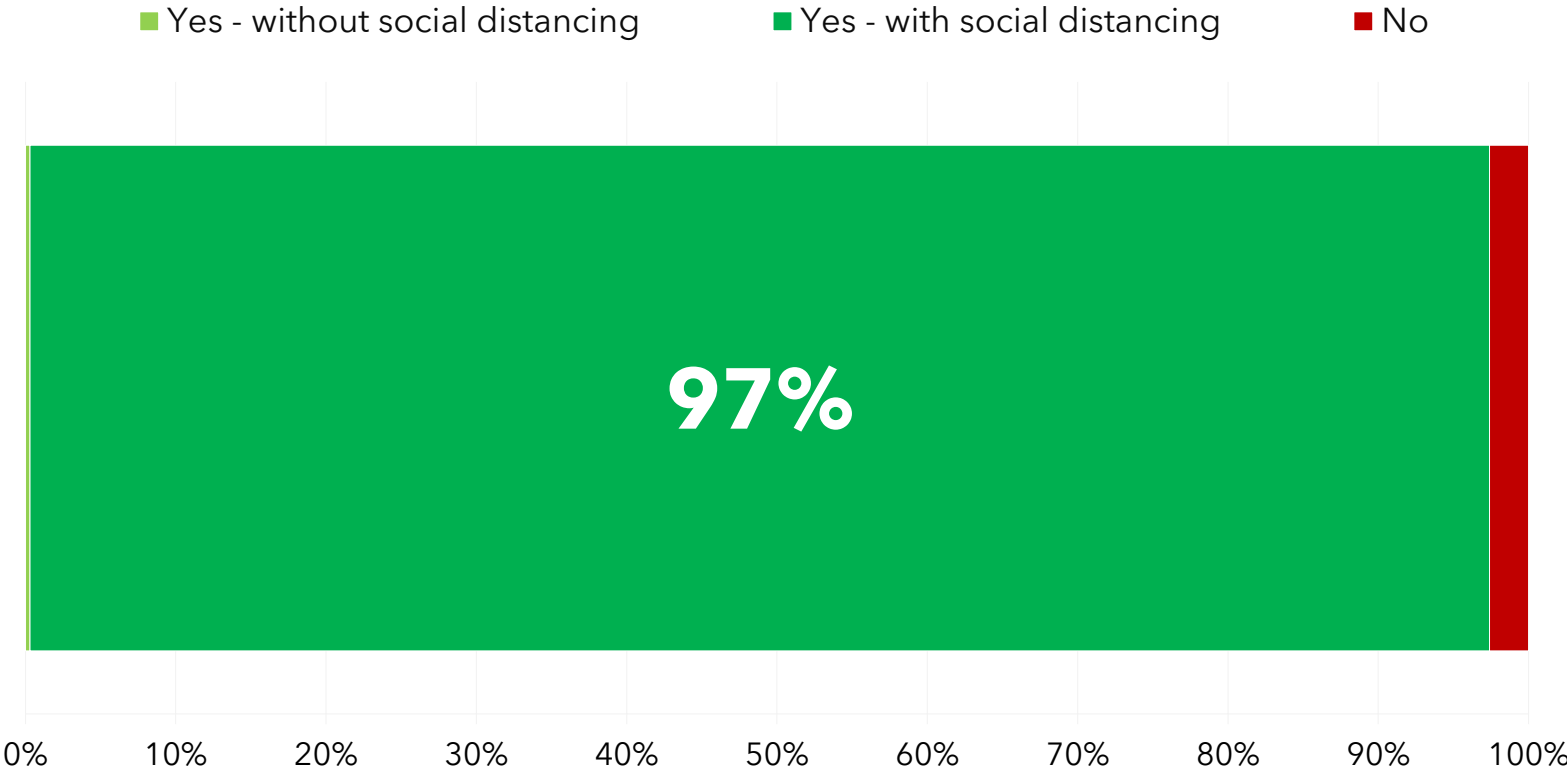
ATTENDANCE

- Half of respondents attended with a spouse or partner with a further 19% attending alone
- People are still generally attending in their 'bubble'

Who did you attend with?



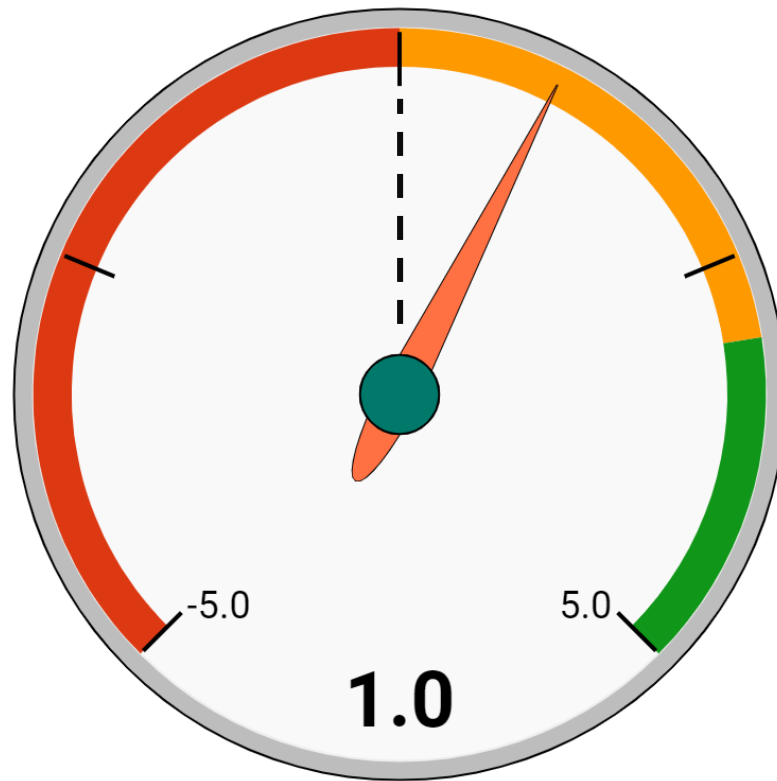
Was the event seated?



ATTENDANCE

- 97% attended a seated and socially distanced event

How comfortable would you feel returning to a similar event if it was operated WITHOUT socially distanced seating?



**-5
Uncomfortable**

**+5
Comfortable**

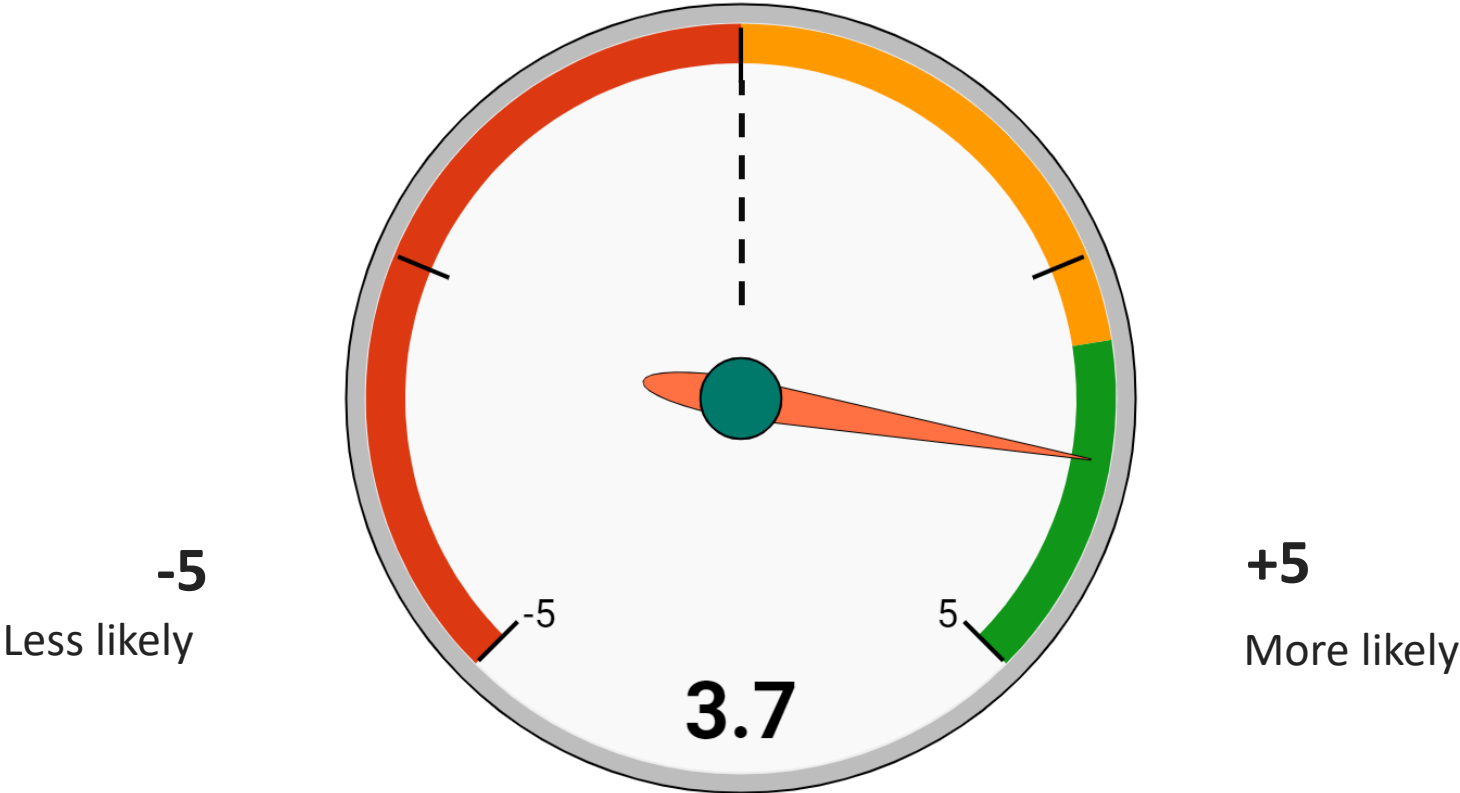
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SAFETY MEASURES

- Even the most confident who have already returned are wary of the easing of social distancing

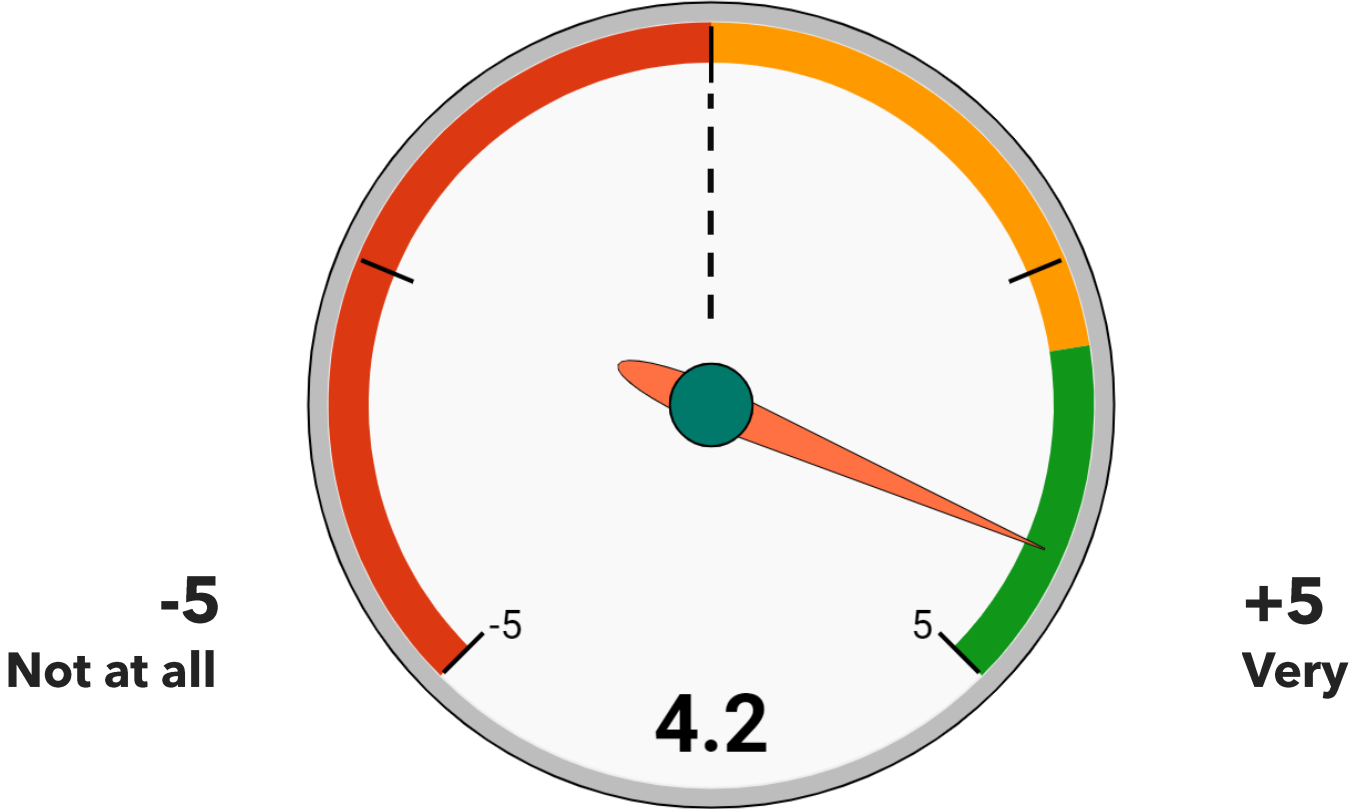
To what extent has this visit made you MORE or LESS likely to come to other cultural events, venues and activities?



FUTURE EVENTS

- The act of attendance builds confidence.

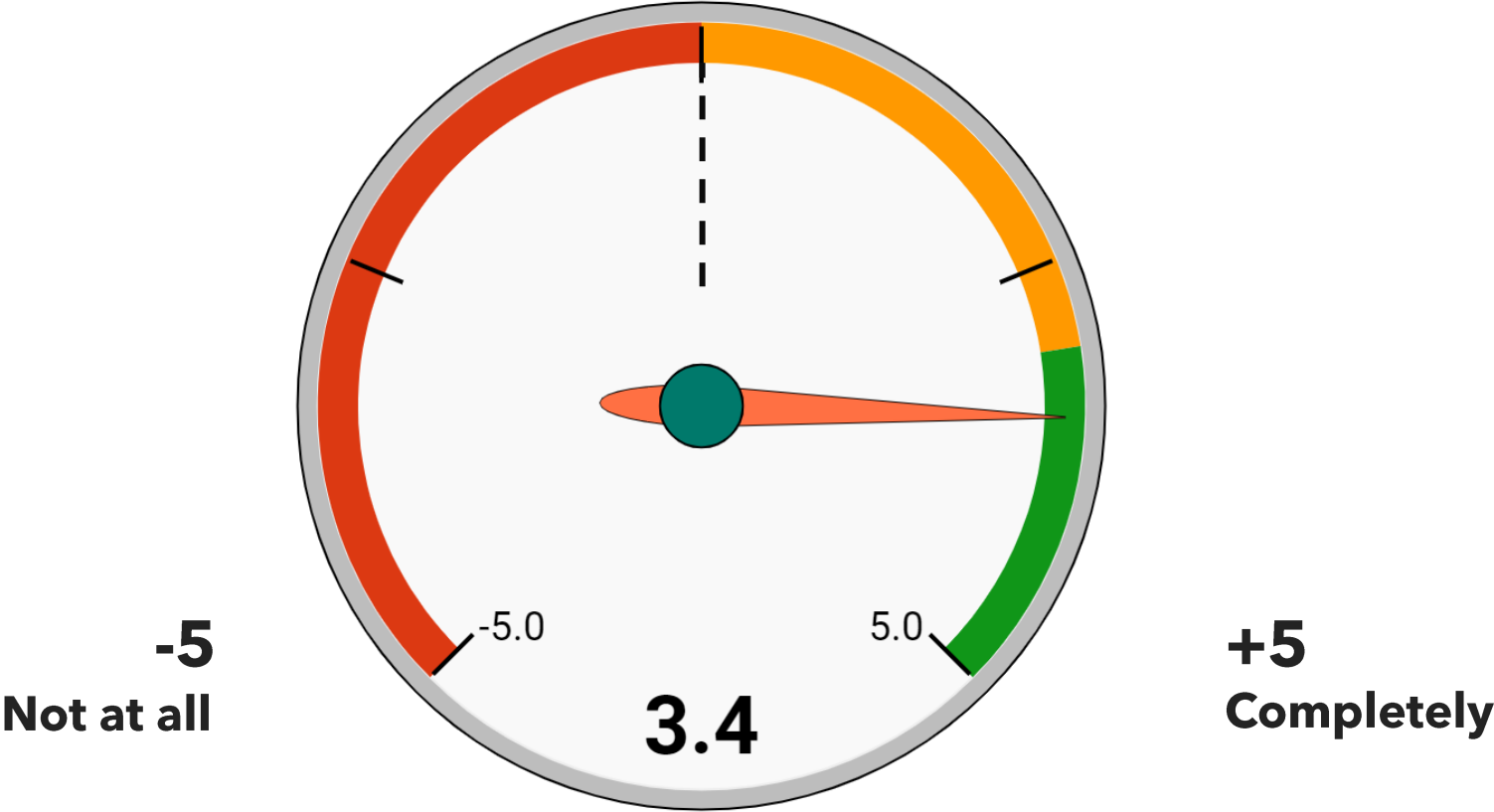
To what extent did you feel safe and comfortable when you visited?



SAFETY & COMFORT

- Audiences felt very safe and comfortable during their visit

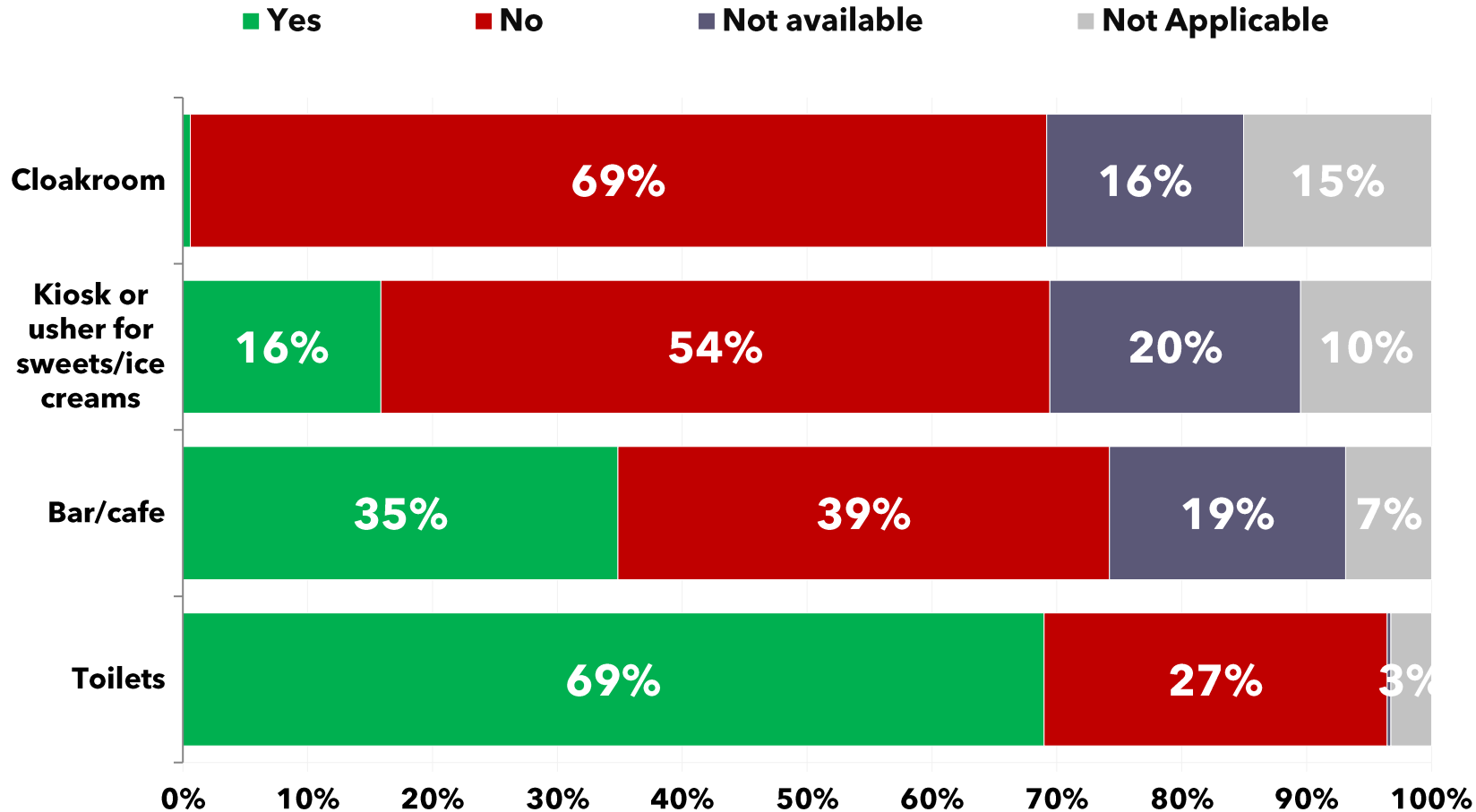
To what extent were you able to forget about safety and simply enjoy yourself?



SAFETY & COMFORT

- Audiences were positive about being able to forget about all the safety measures and enjoy themselves.

Which of the following venue facilities did you use?

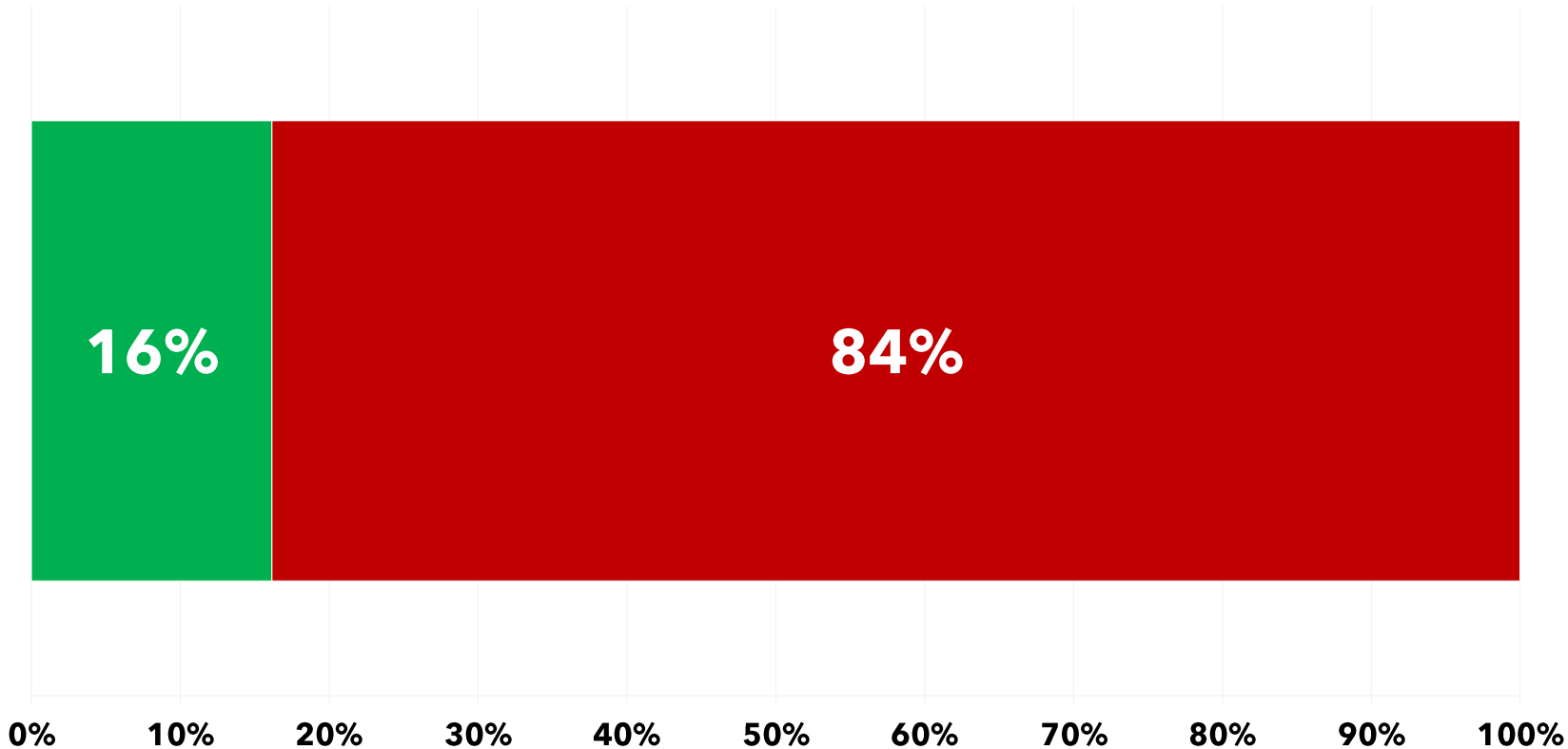


RESTRICTIONS

- Around 1/3 of respondents used the bar or café - for 1/4 it wasn't available
- Almost no one used the cloakroom

Was there an interval?

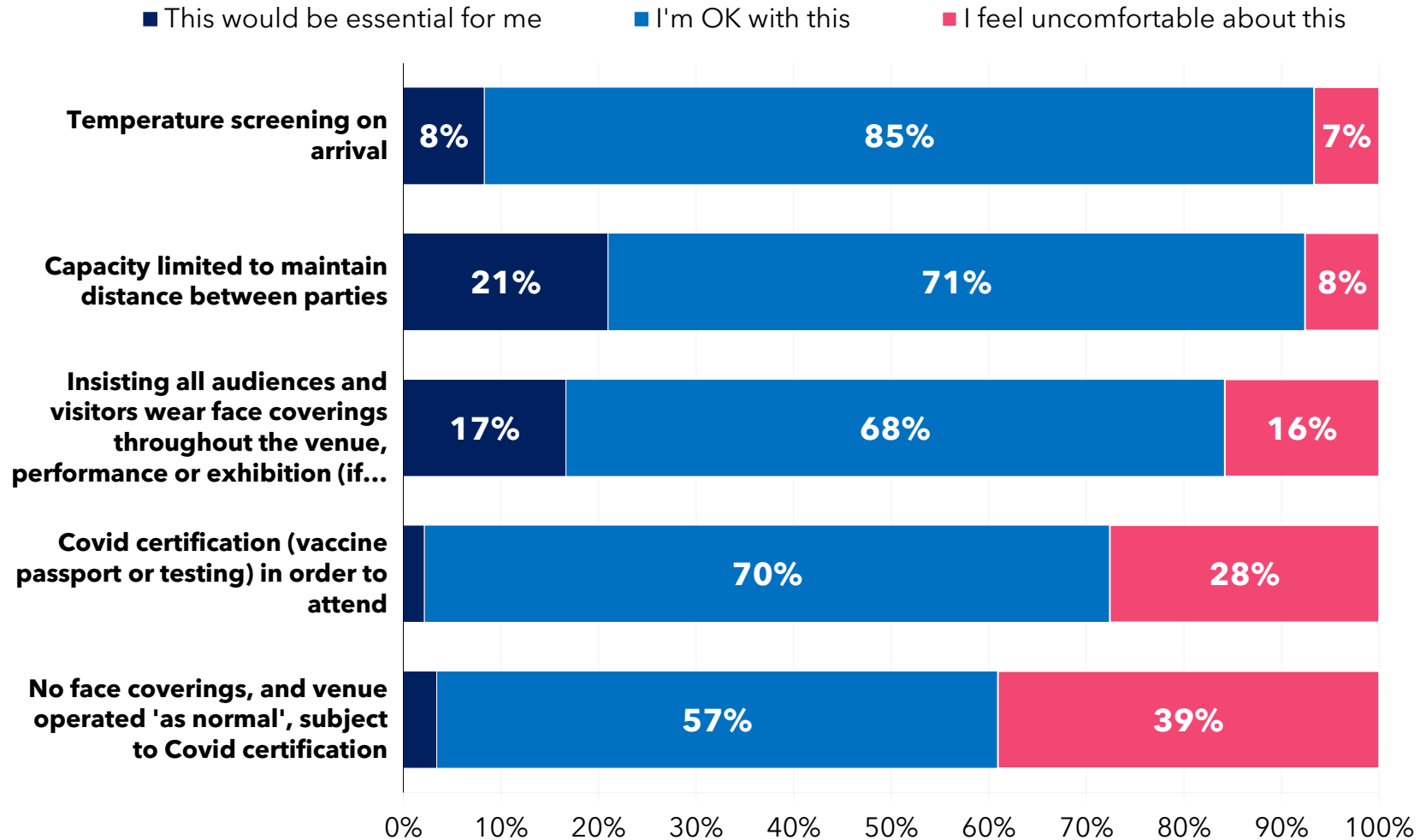
■ Yes ■ No



RESTRICTIONS

- Only 16% of visits had intervals

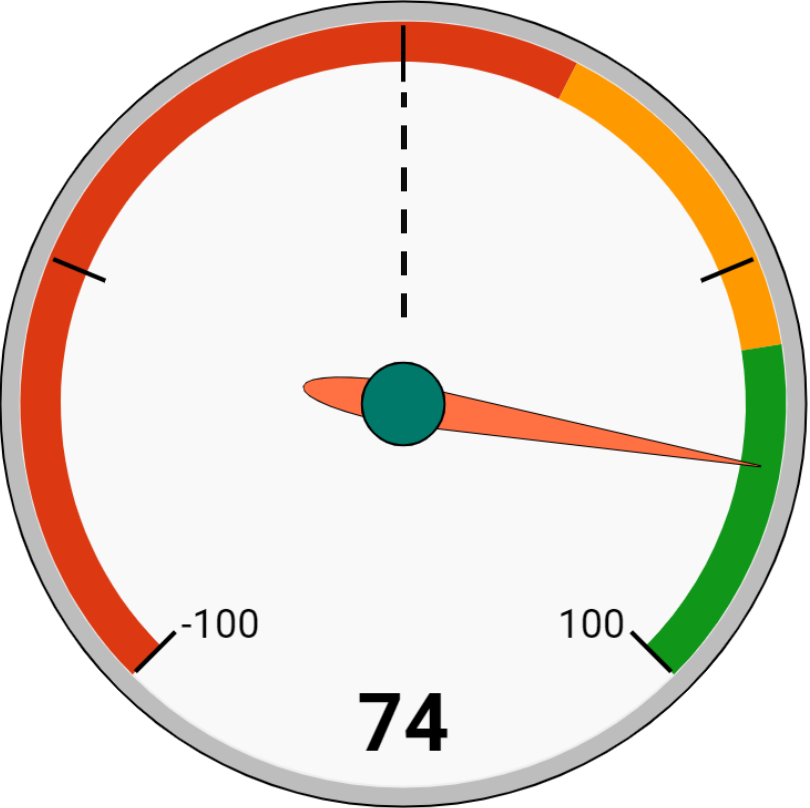
How do you feel about the following being implemented or considered by cultural organisations?



SAFETY MEASURES

- Respondents are most uncomfortable about the idea of attending 'as normal' subject to Covid certification

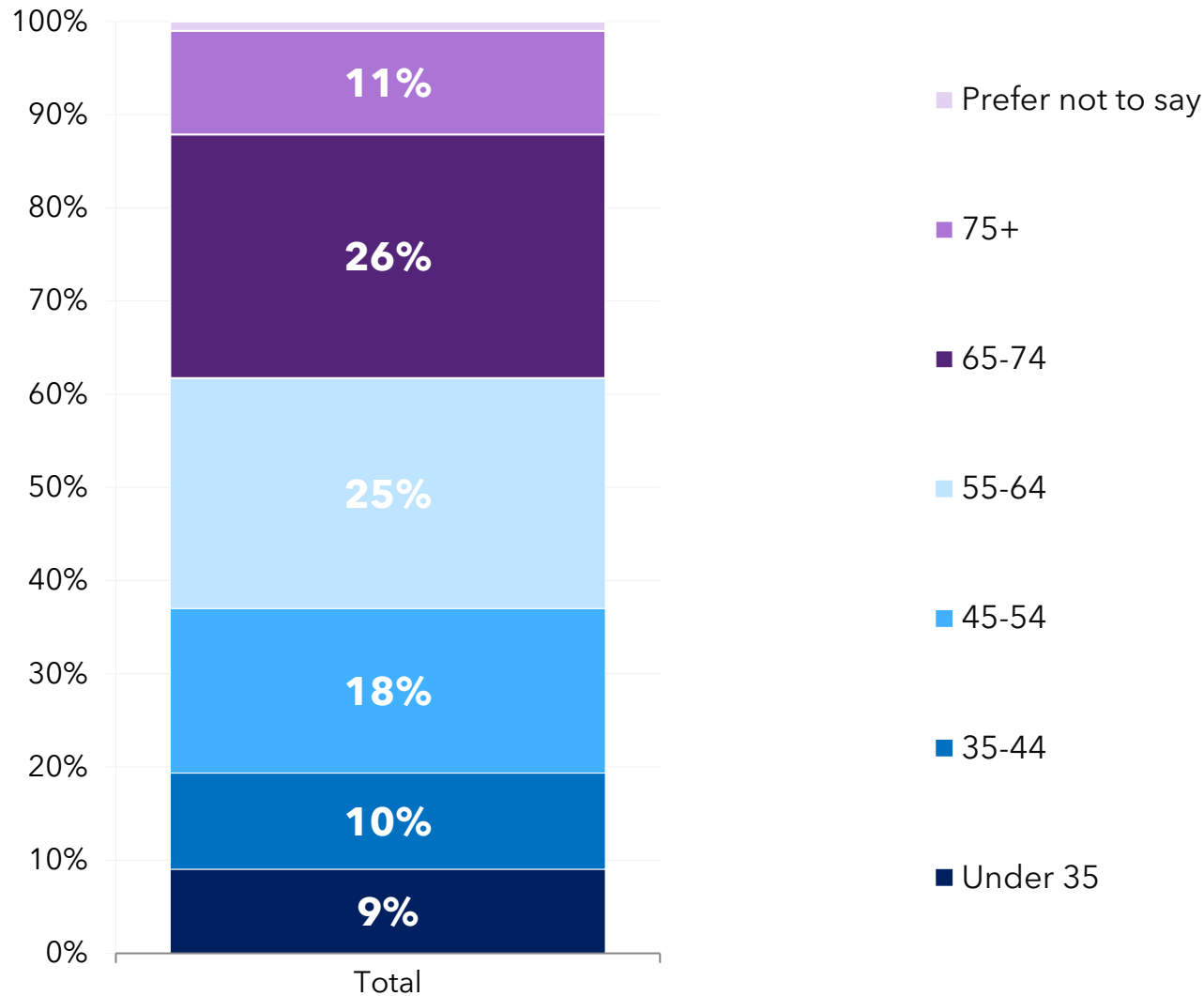
How likely is it that you would recommend us to a friend or colleague?



NPS

- The hugely positive Net Promotor Score shows what a brilliant job these organisations who have reopened so far are doing

Respondents by age



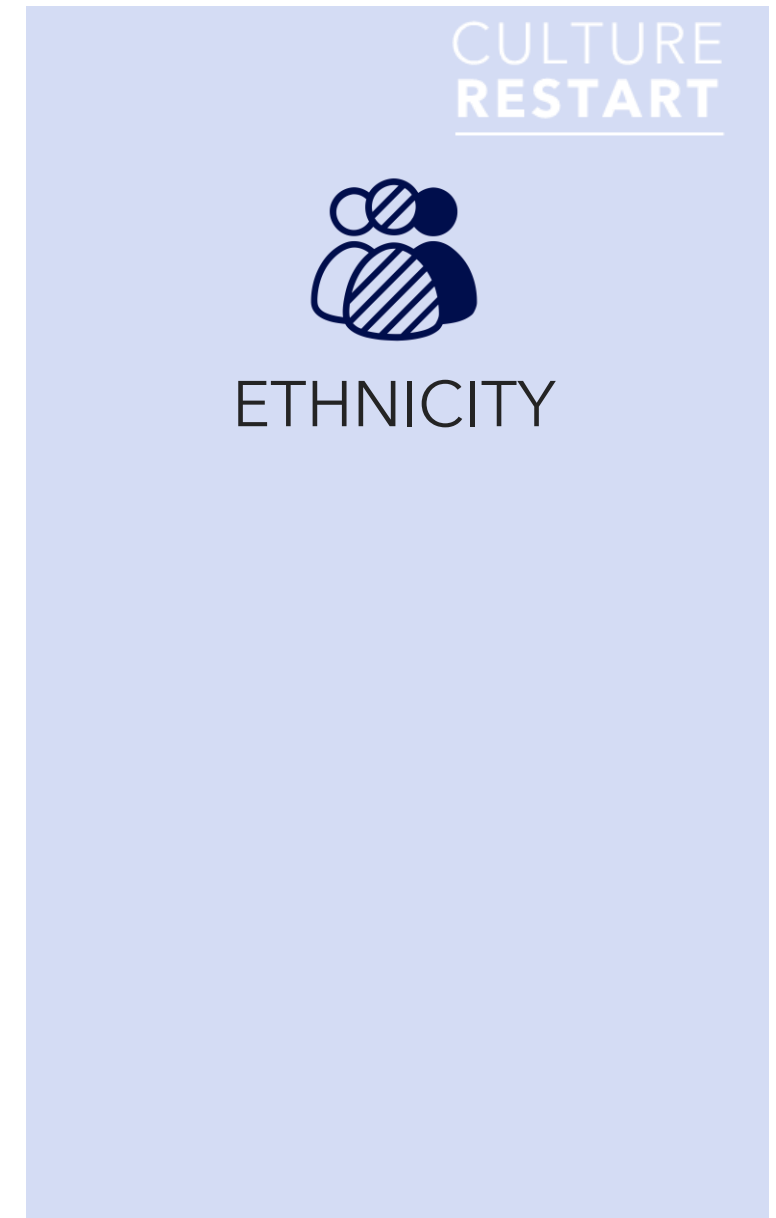
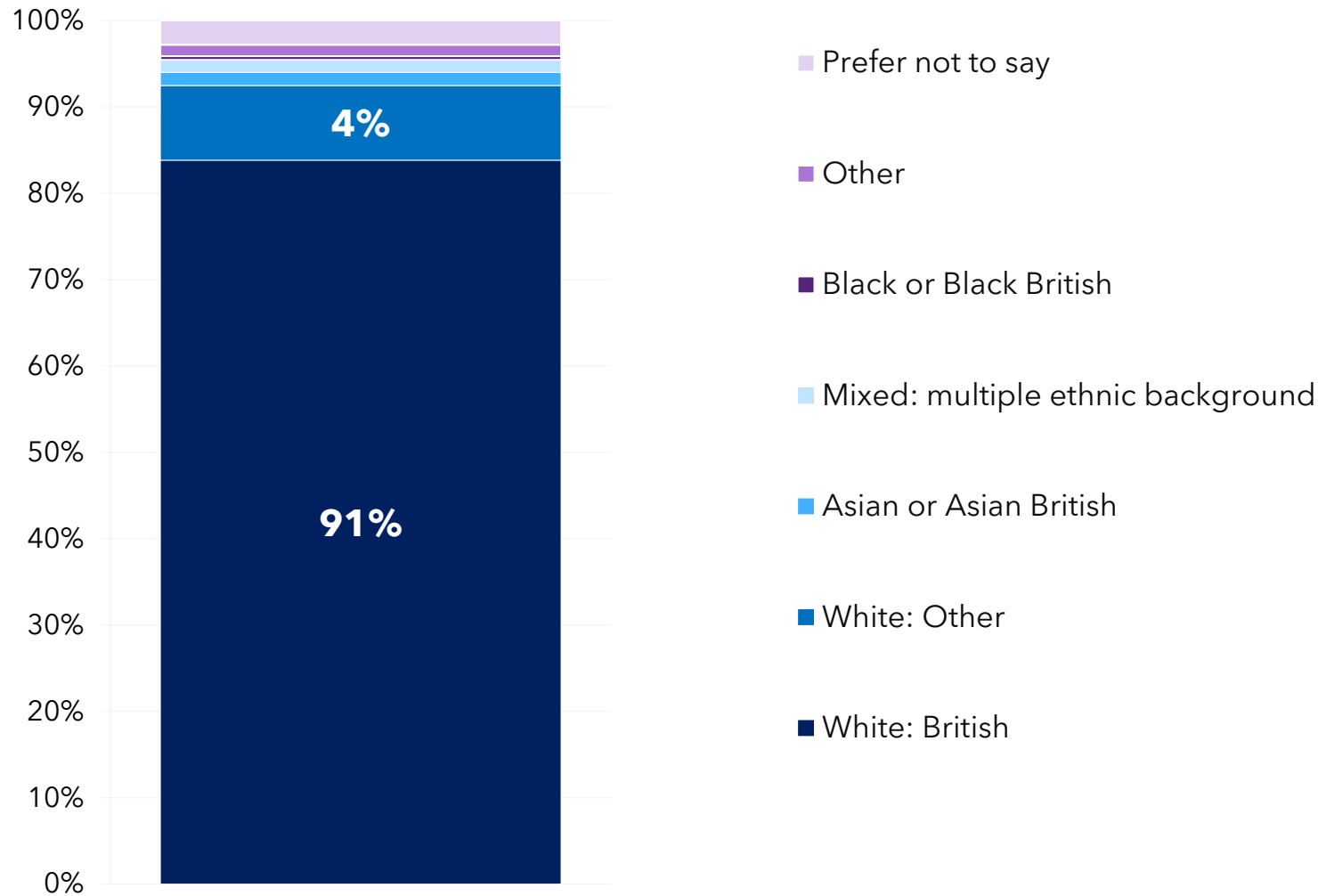
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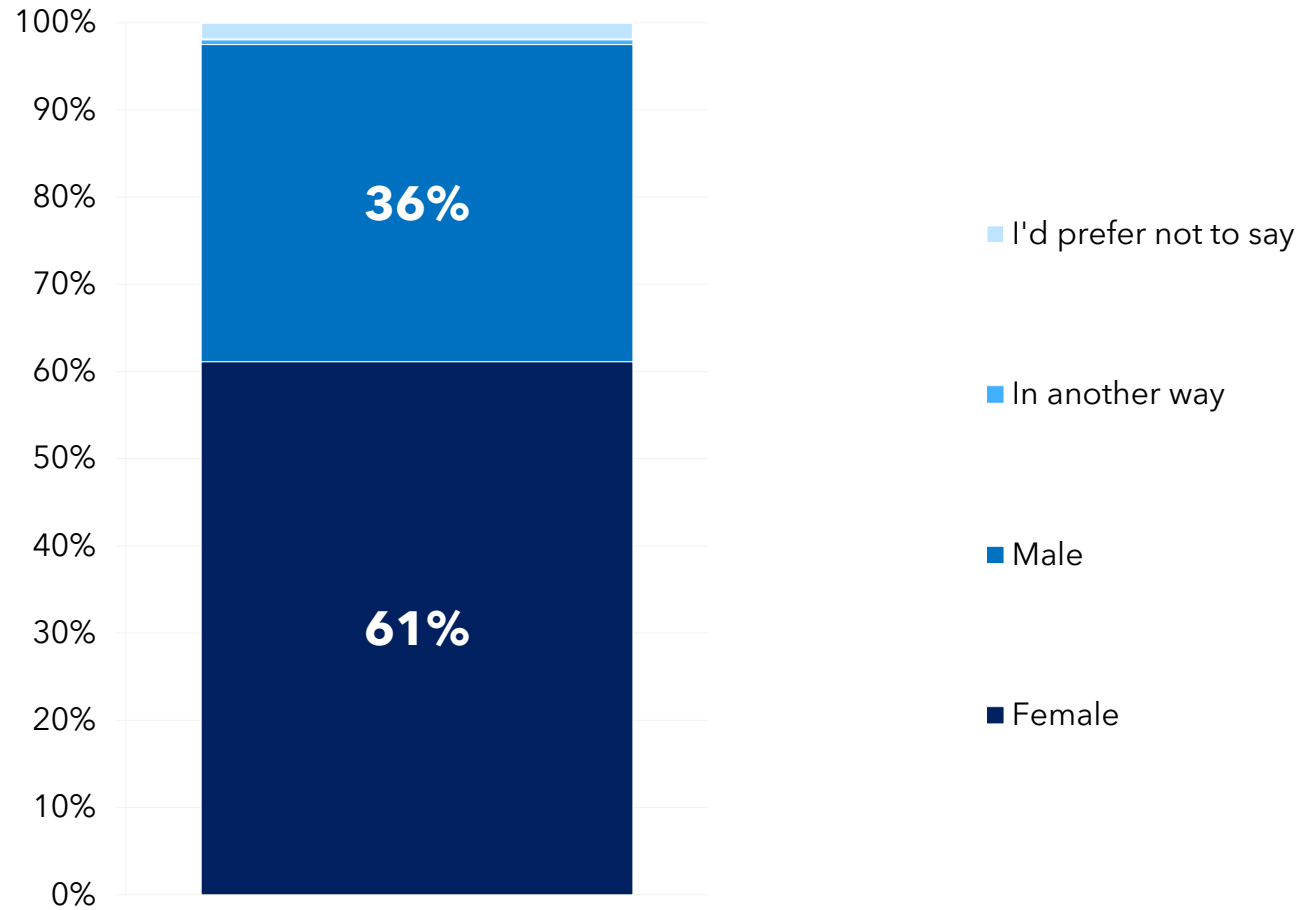
AGE

- 37% of respondents are 65 or older
- 42% of respondents are aged between 45 and 64
- 19% of respondents are 44 or younger

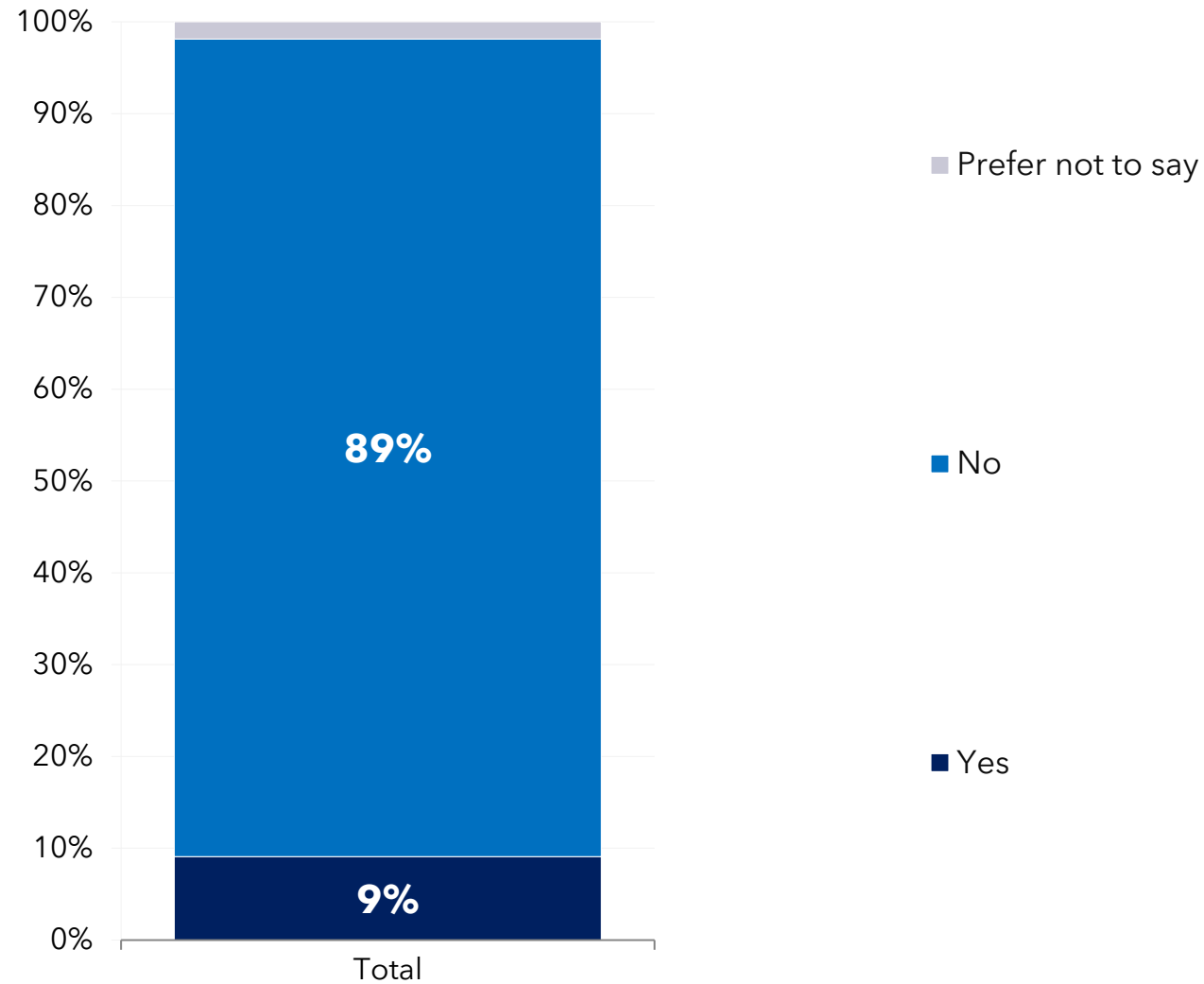
Respondents by ethnicity



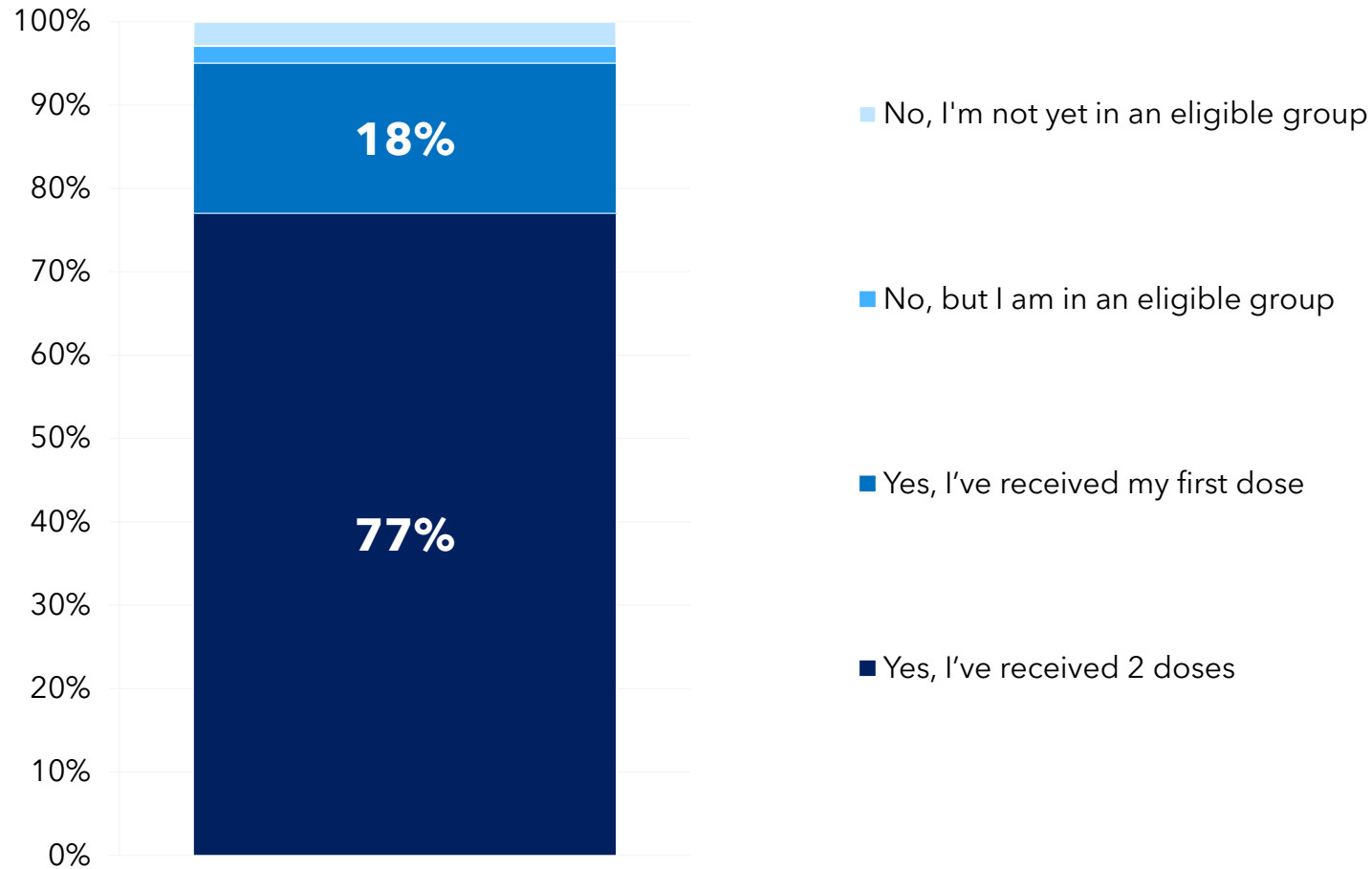
Respondents by gender



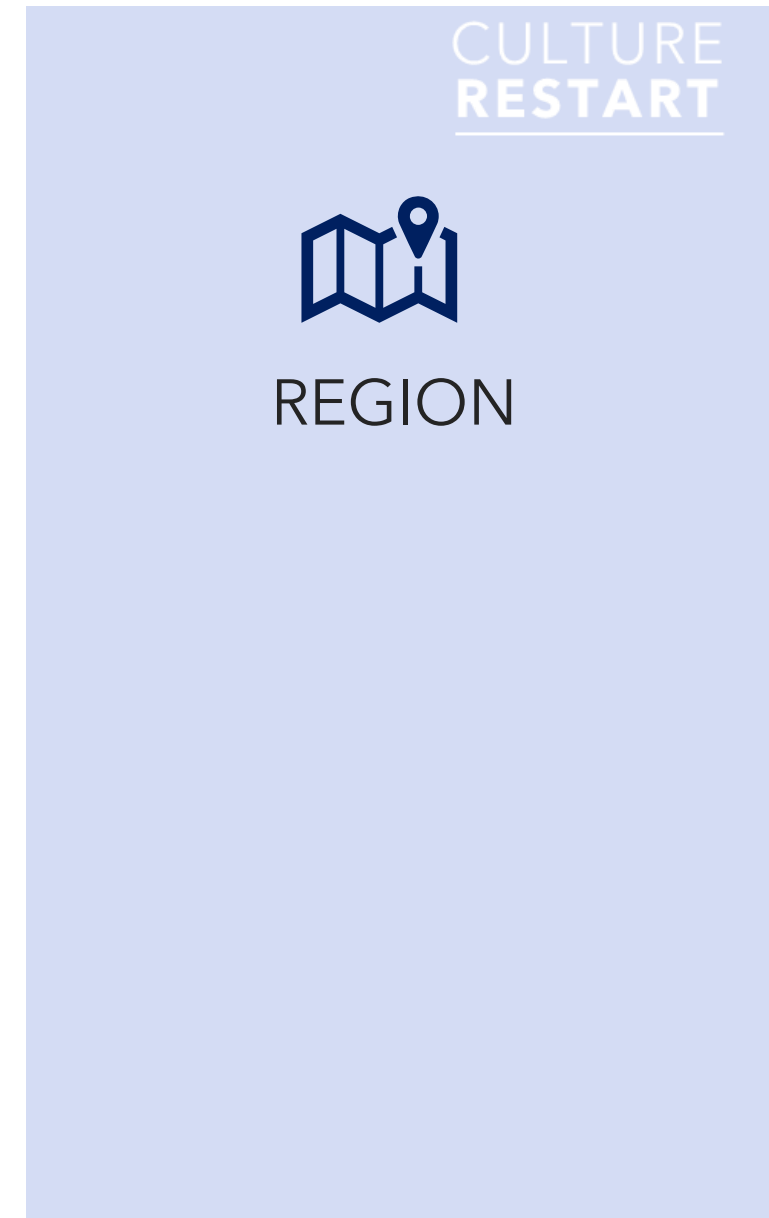
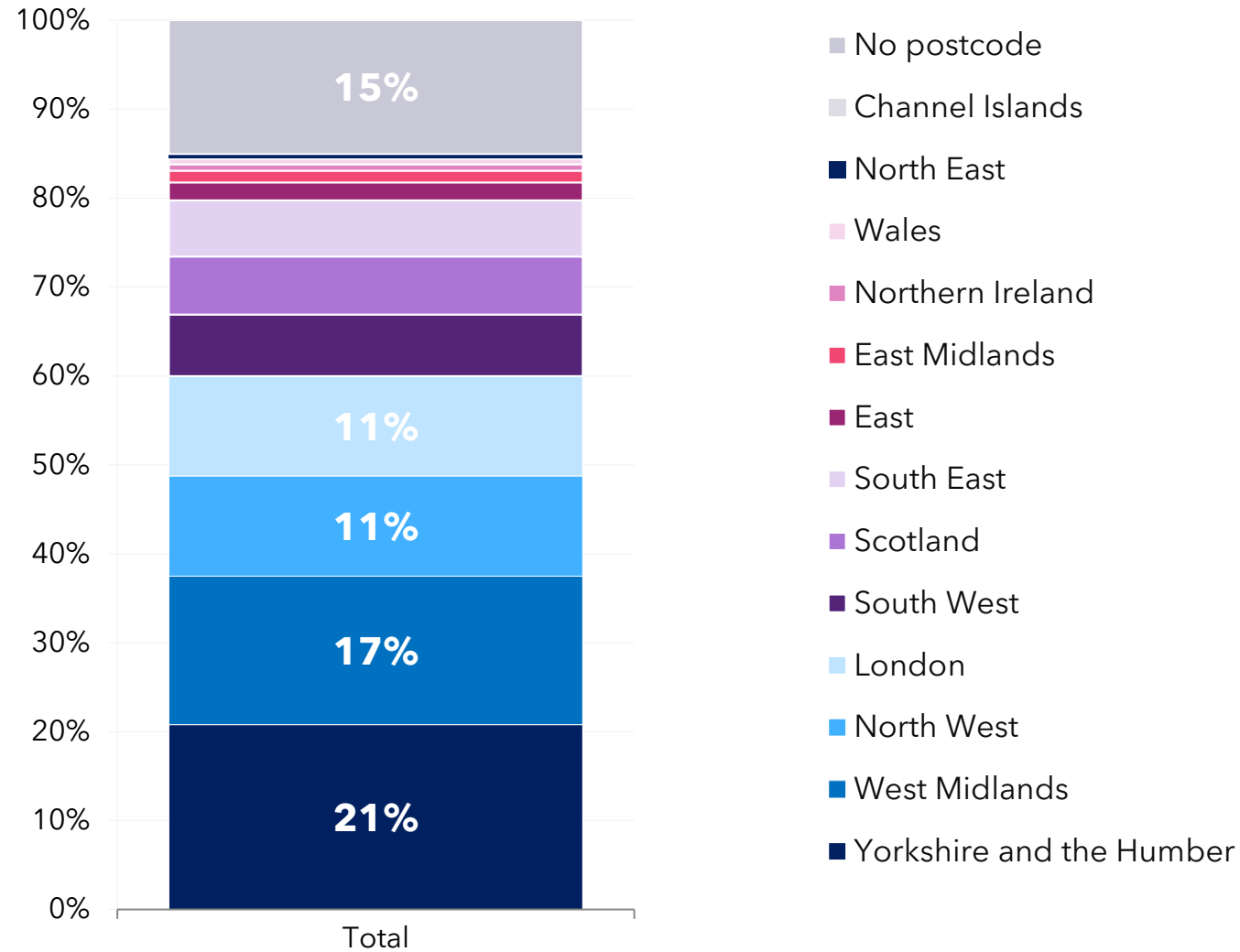
Respondents by D/deaf and disabled



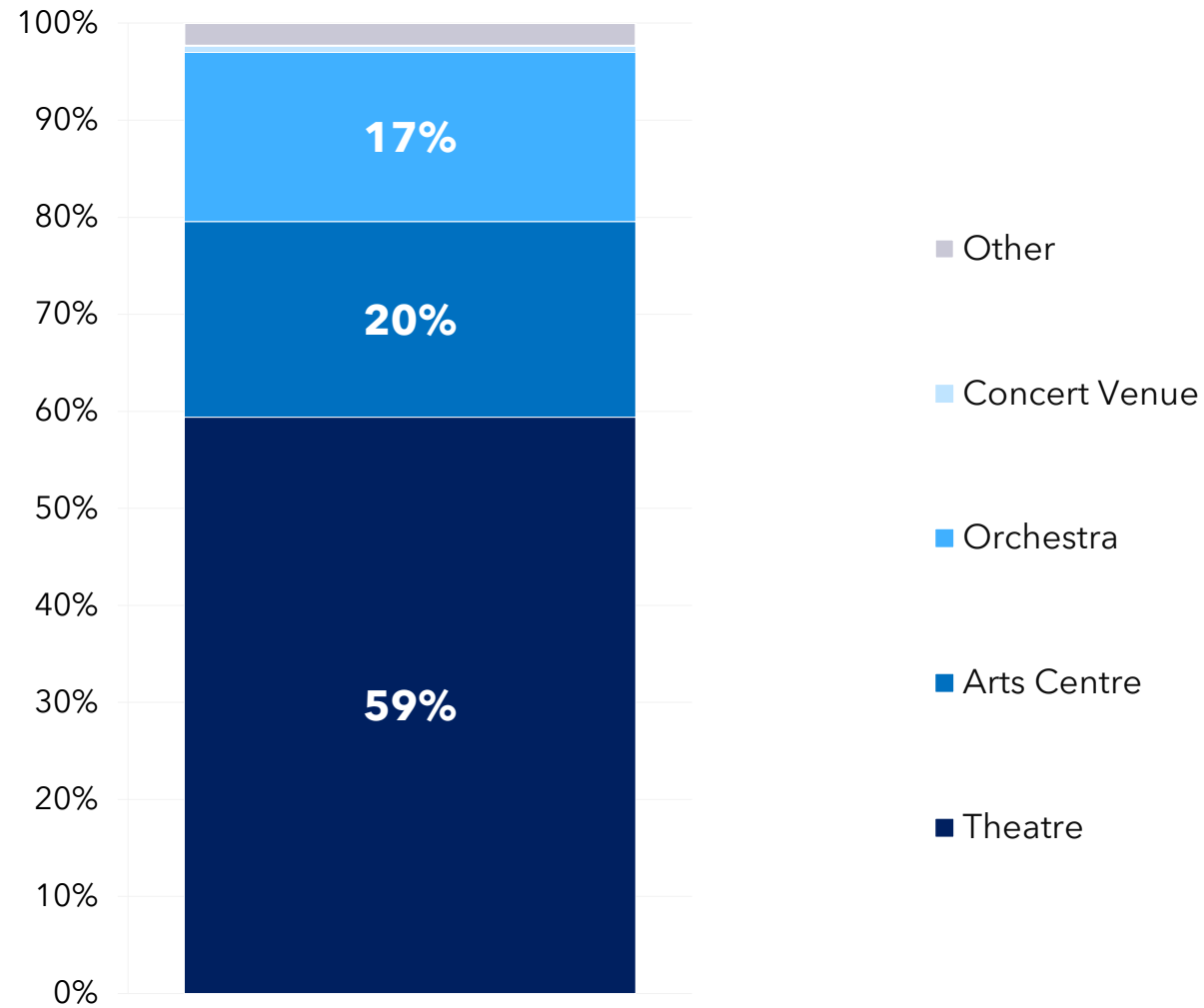
Have you received a Covid-19 vaccine?



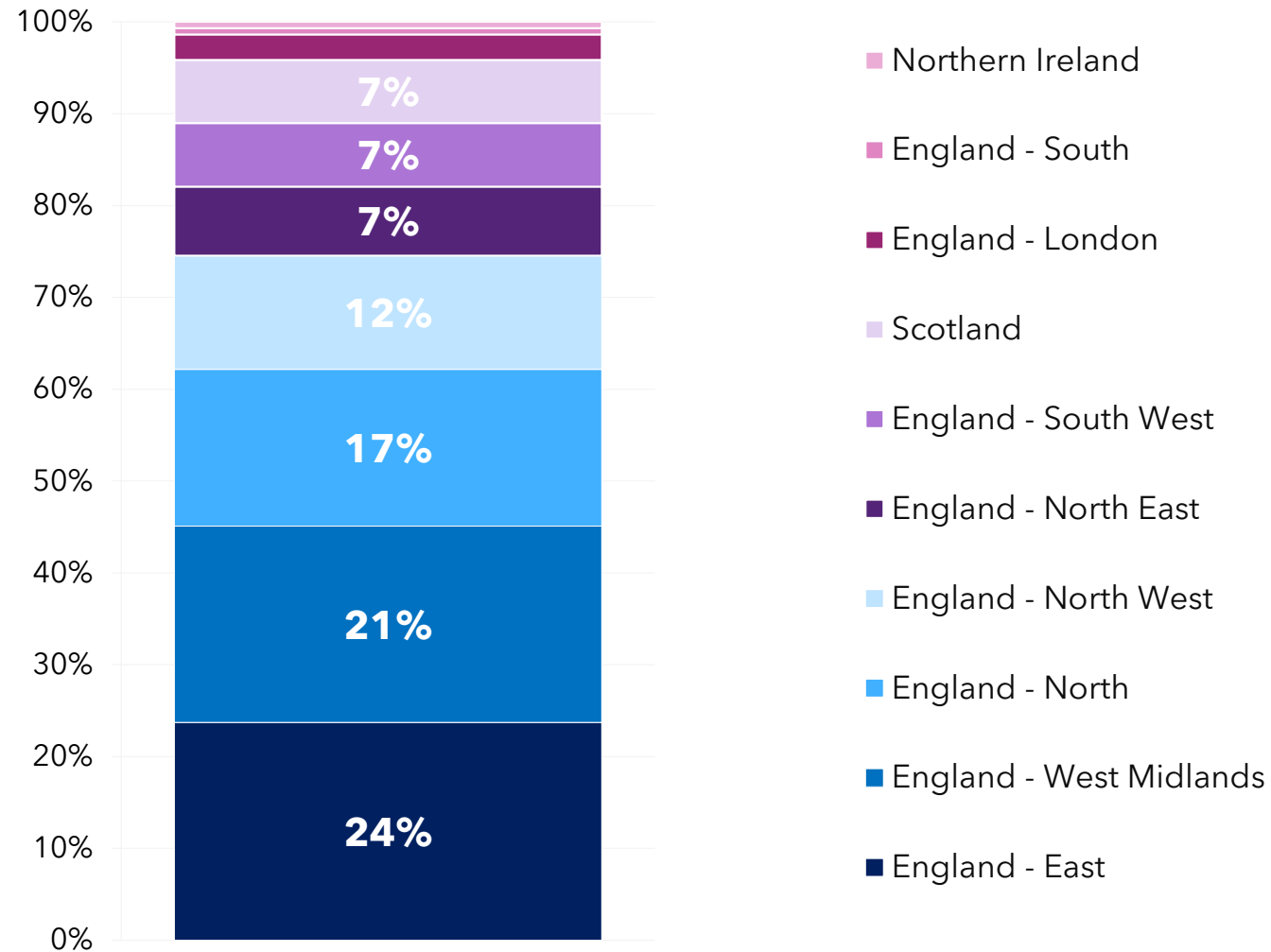
Respondents by region



Organisation Type



Organisation Location



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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