



# Missing Audiences Wave 2

January - February 2022

**INSIGHTS**  
**ALLIANCE**

*supporting cultural recovery*

*indigo*

BAKERRICHARDS

**One Further**

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# Survey Overview



RESPONSES

**23,369**



WAVE 2 (6 WEEKS):

**31 Jan - 20 Feb 2022**



PARTICIPATING ORGANISATIONS

**81**

# Respondent profile



## AGE

46% OVER 65

45% 45 TO 64

9% UNDER 45



## LOCATION

73% ENGLAND

8% SCOTLAND

16% WALES

3% N. IRELAND




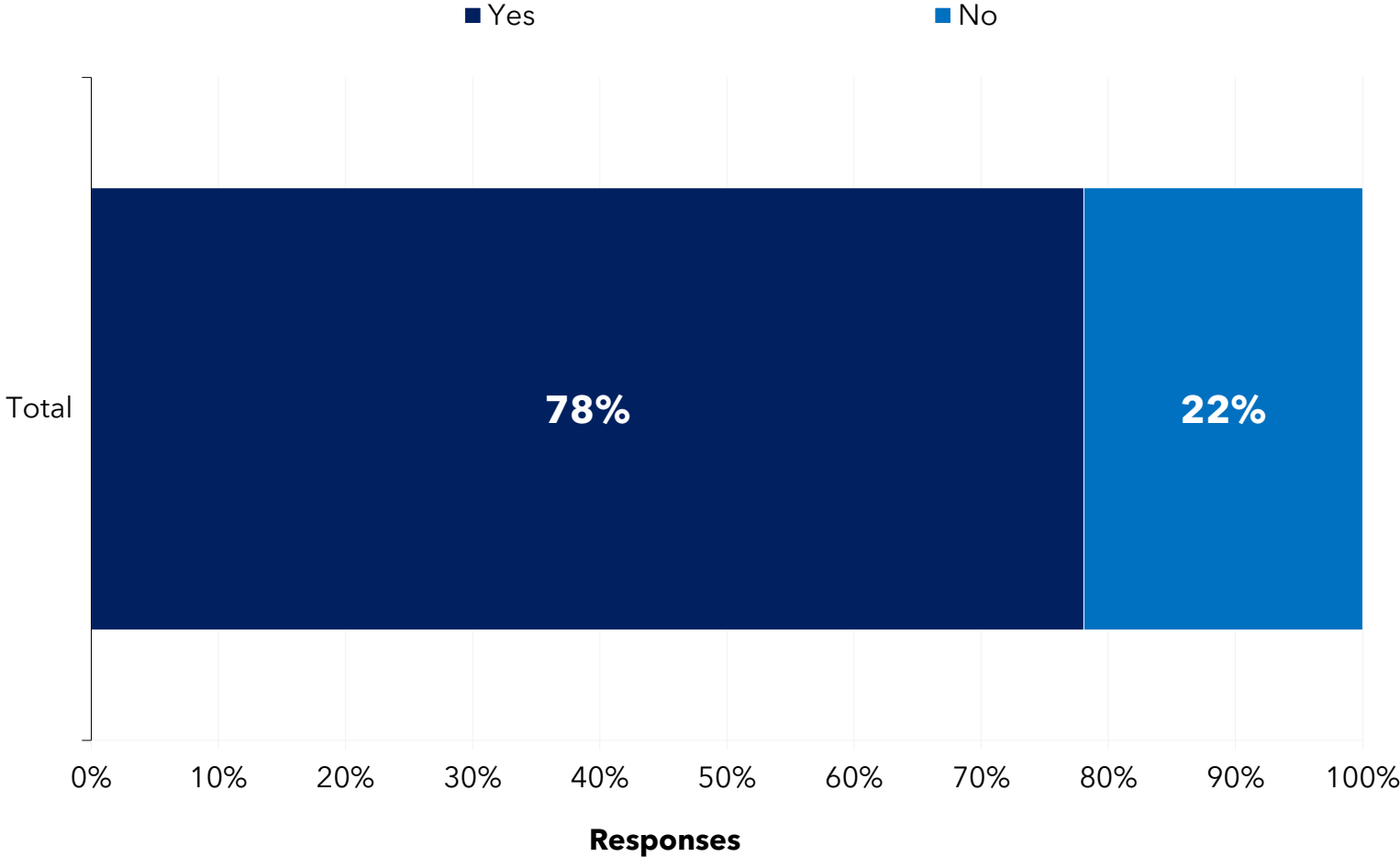
## D/deaf OR DISABLED

12% IDENTIFY AS D/deaf OR DISABLED

## Total responses and responses by returners and non-returners.

For each question, the total response is given, followed by respondents split by whether they have attended any cultural events, activities or venues since venues reopened.

# Returners vs Non-returners: Have you attended (in person) any cultural events, activities or venues since venues reopened?


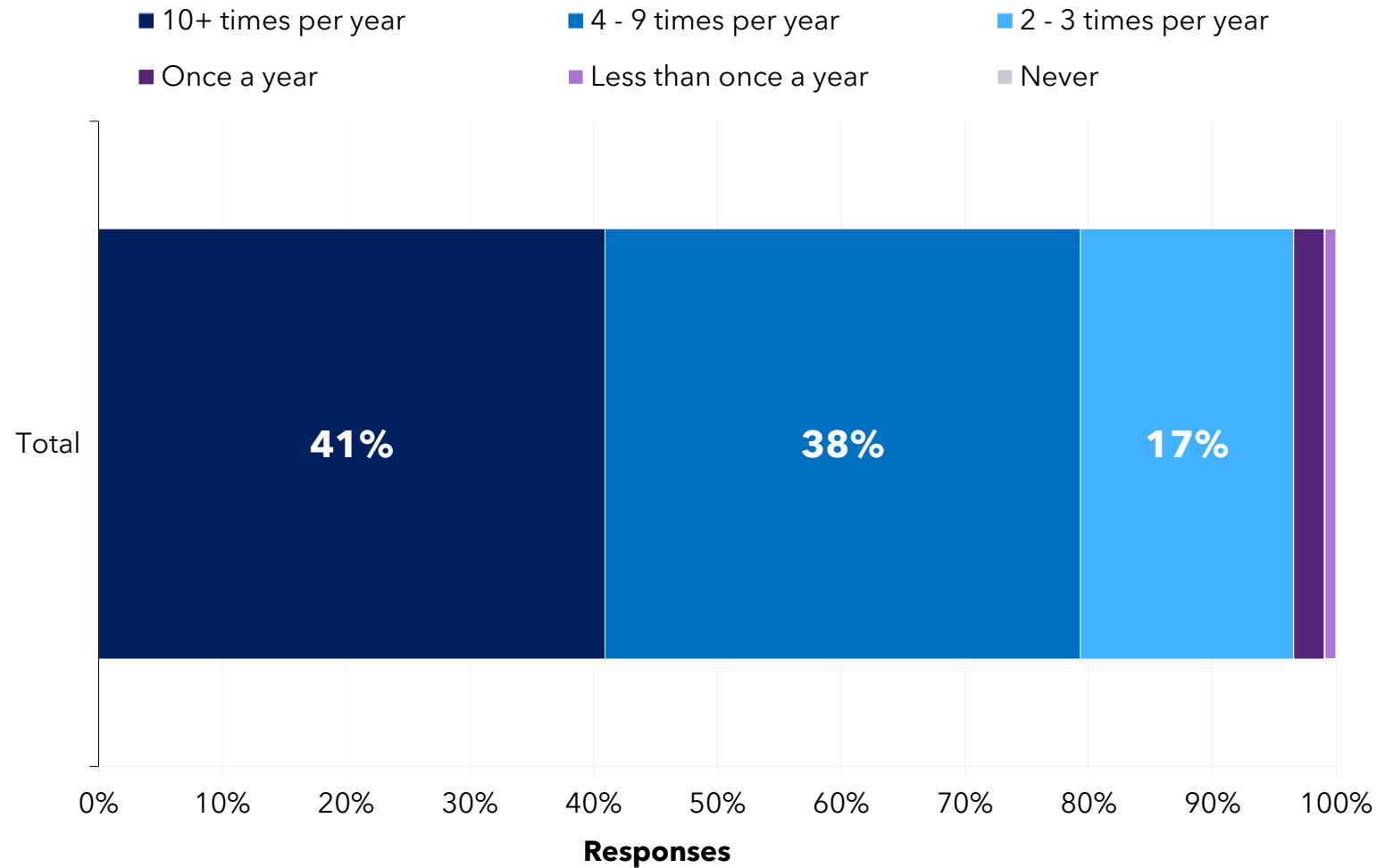


ATTENDANCE

Wave 1 n = 23,222

# Pre-Covid attendance

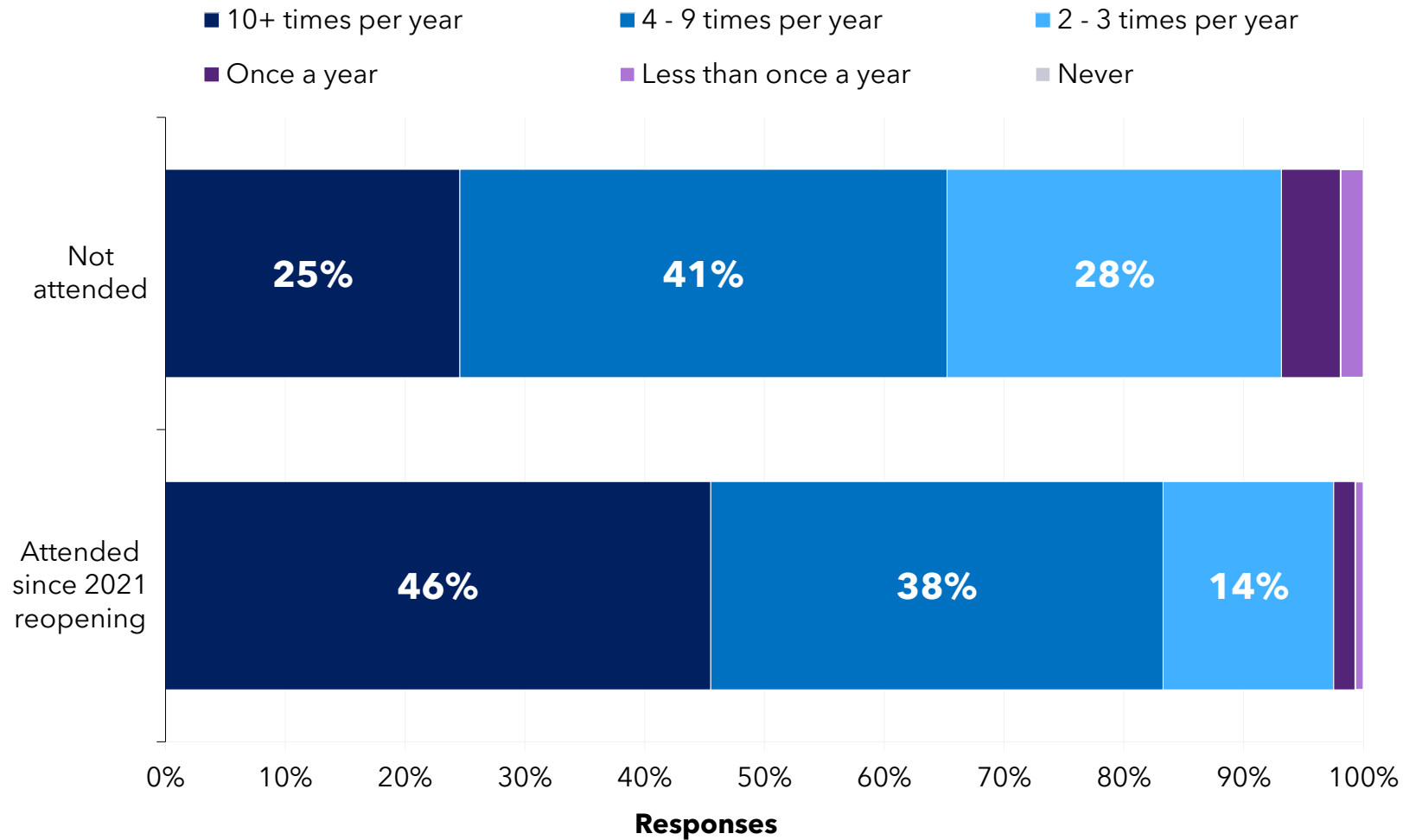
# How often would you say that you attended or visited cultural events and venues pre-Covid?



## ATTENDANCE

Wave 2 n = 23,222

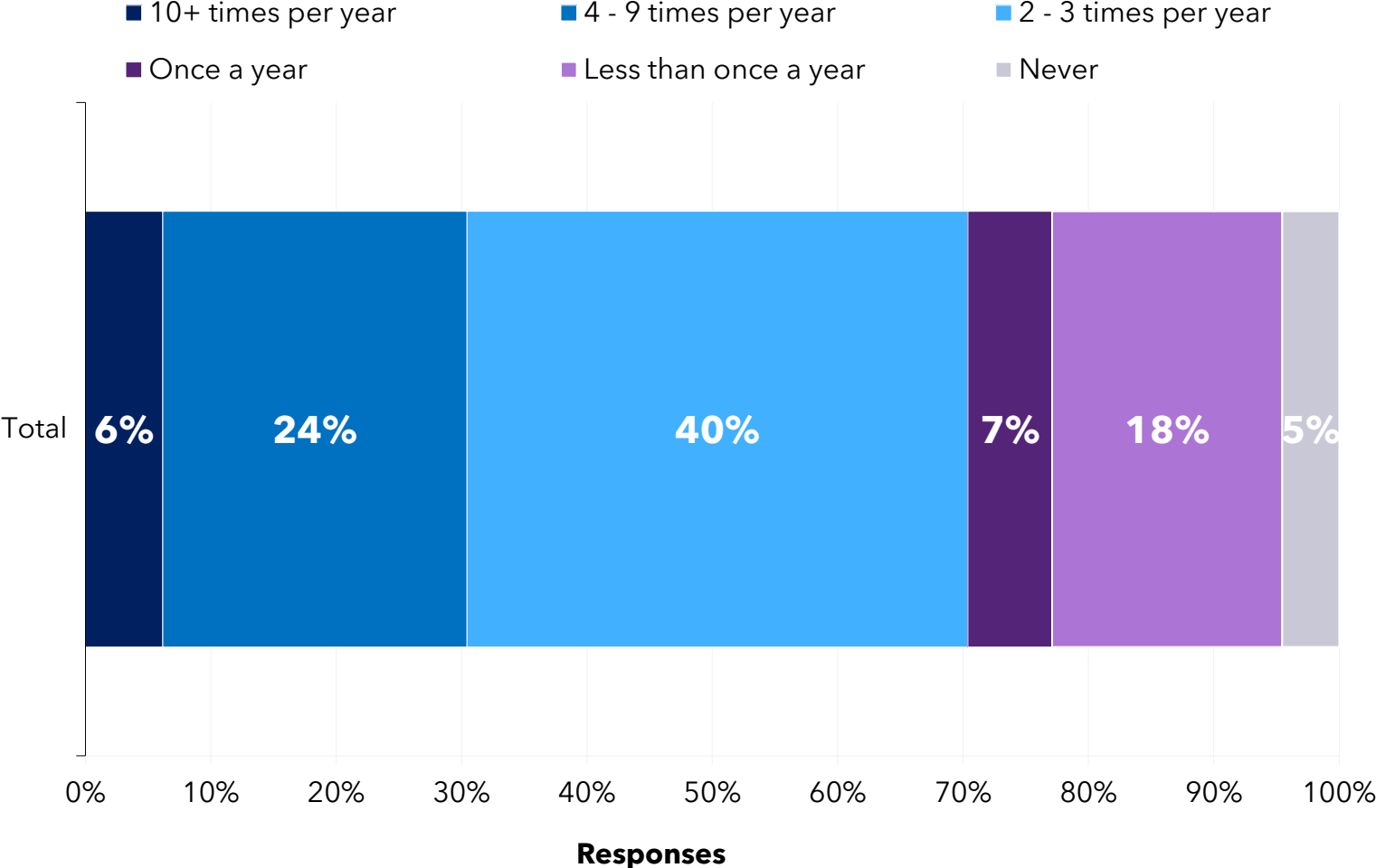
# How often would you say that you attended or visited cultural events and venues pre-Covid?




ATTENDANCE

Wave 2 n = 23,222

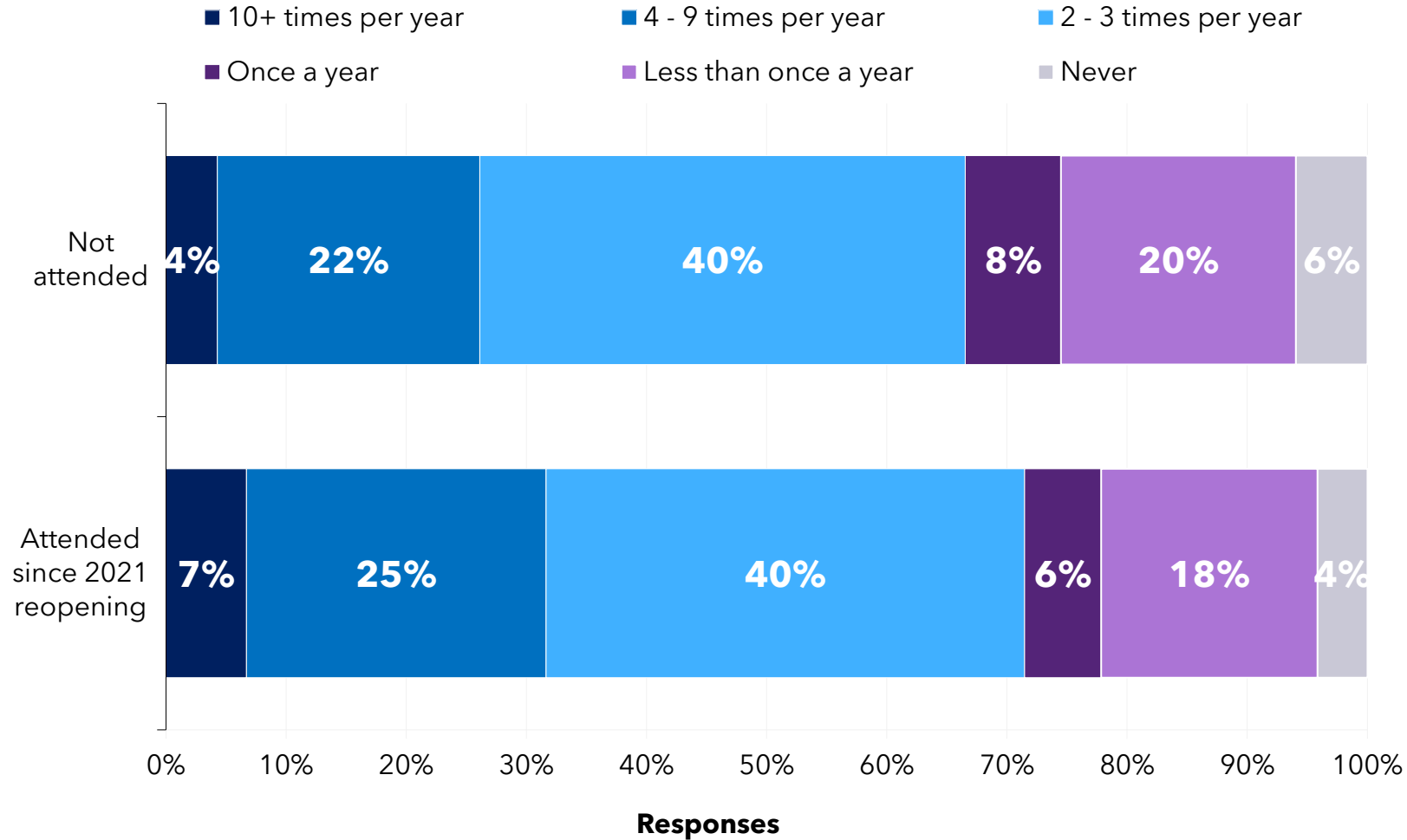
# How often would you say that you attended or visited the ORGANISATION who sent you this survey pre-Covid?



  
**ATTENDANCE**

Wave 2 n = 23,155

# How often would you say that you attended or visited the ORGANISATION who sent you this survey pre-Covid?

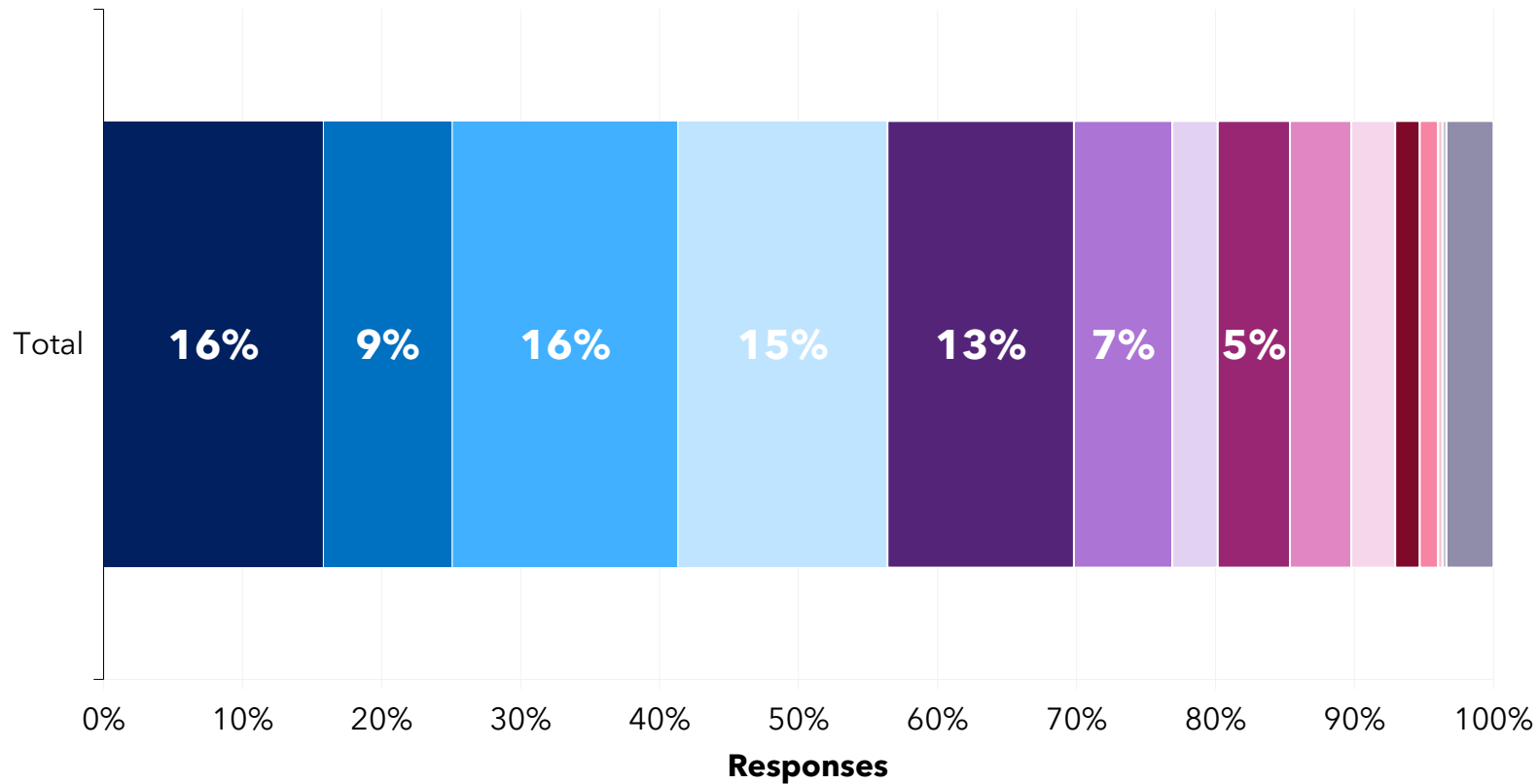


## ATTENDANCE

Wave 2 n = 23,155

# Which artform did you tend to go to MOST regularly pre-Covid? (please choose only one)

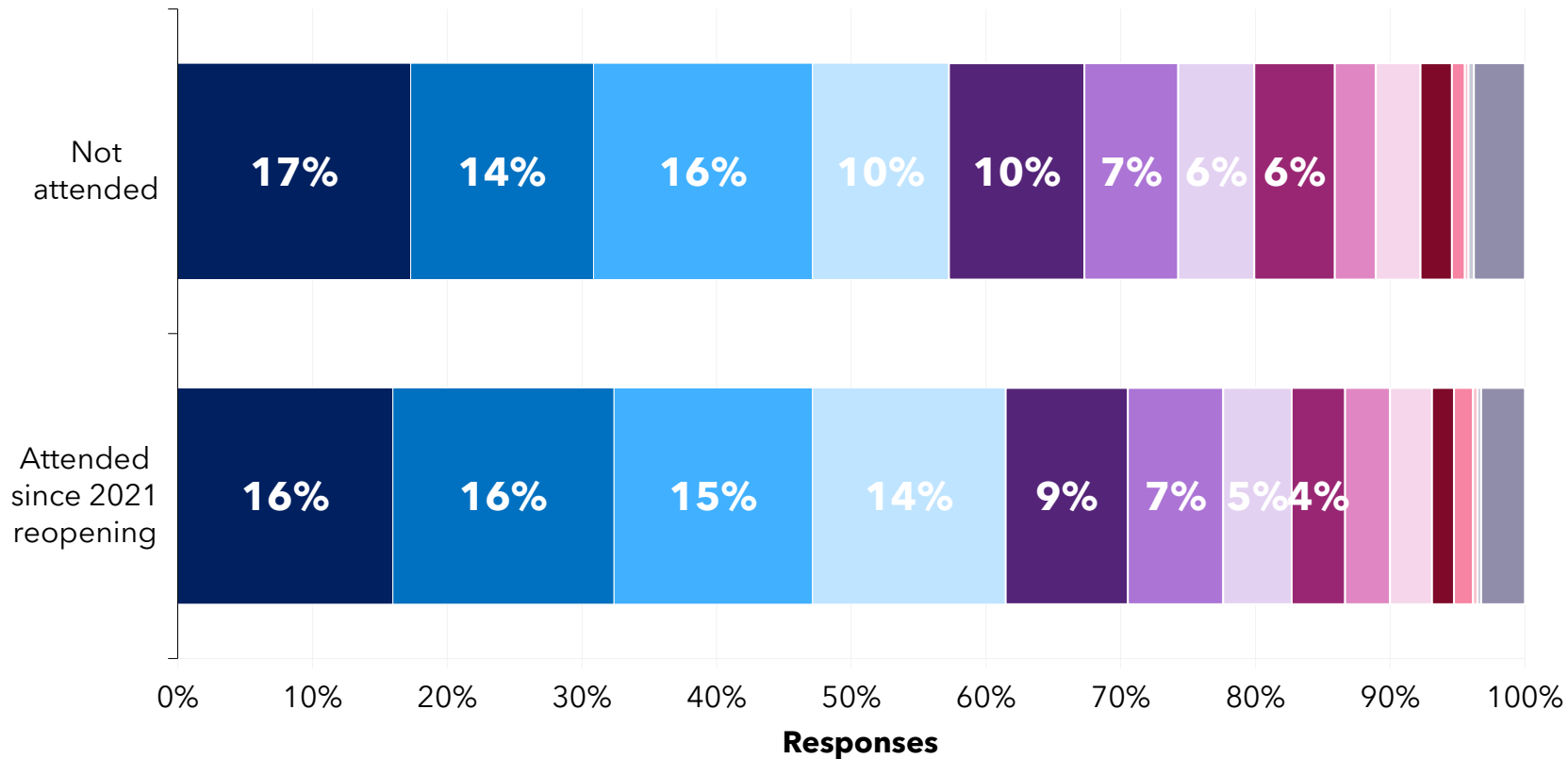
- Drama
- Music: Classical
- Music: Rock, Pop, Jazz or World
- Musical Theatre
- Film
- Exhibitions / Museums
- Opera
- Comedy
- Music: Country, Folk or Traditional
- Family / Children's performances
- Dance: Ballet
- Visual Arts
- Dance: Contemporary
- Outdoor Arts
- Other



Wave 2 n = 23,175

# Which artform did you tend to go to MOST regularly pre-Covid? (please choose only one)

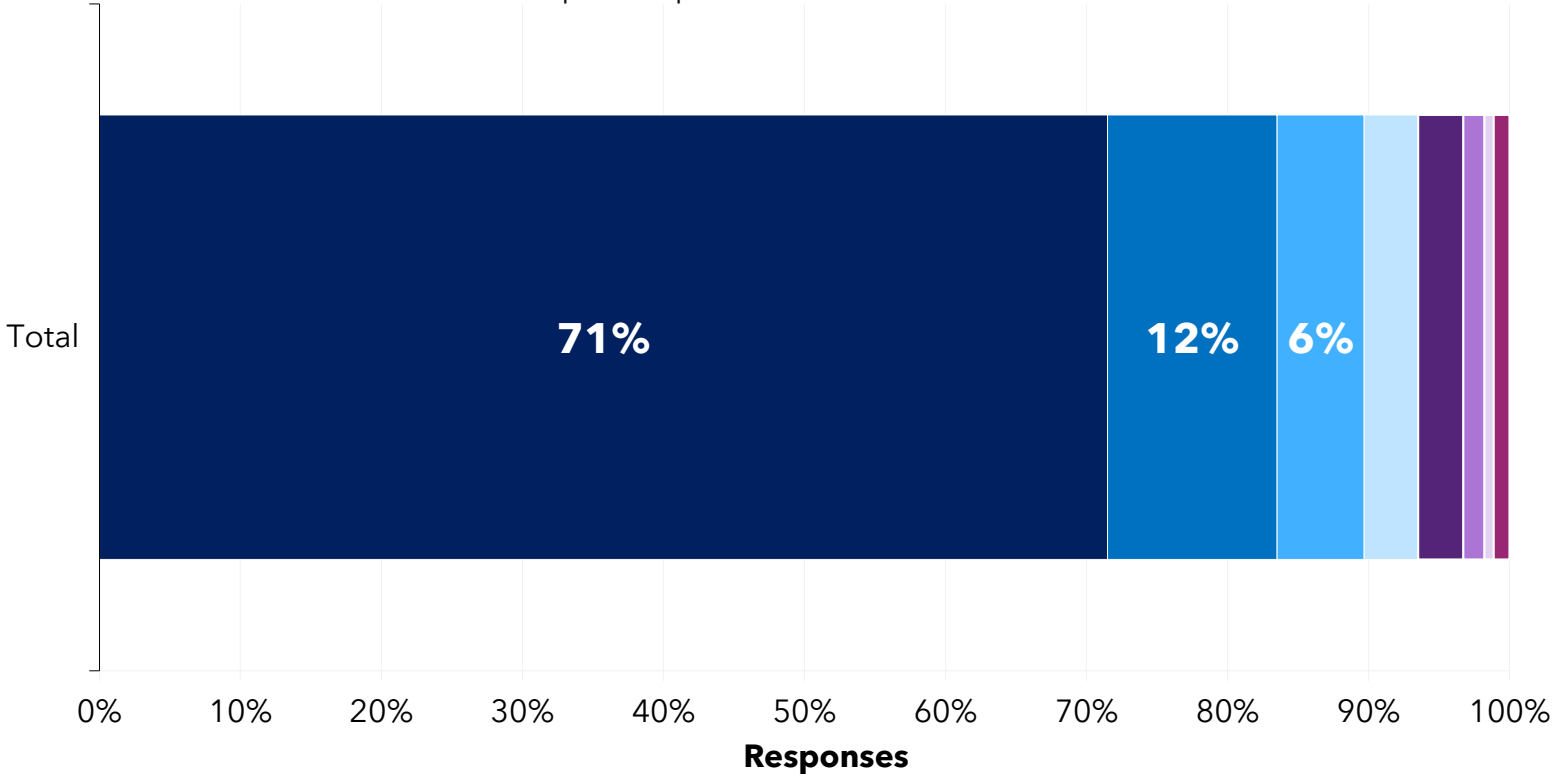
- Music: Rock, Pop, Jazz or World
- Drama
- Musical Theatre
- Film
- Music: Classical
- Exhibitions / Museums / Heritage
- Comedy
- Music: Country, Folk or Traditional
- Opera
- Family / Children's performances
- Dance: Ballet
- Visual Arts
- Outdoor Arts
- Dance: Contemporary
- Other



Wave 2 n = 23,175

# In which type of venue or location did you MOST frequently attend cultural experiences? (please choose only one)

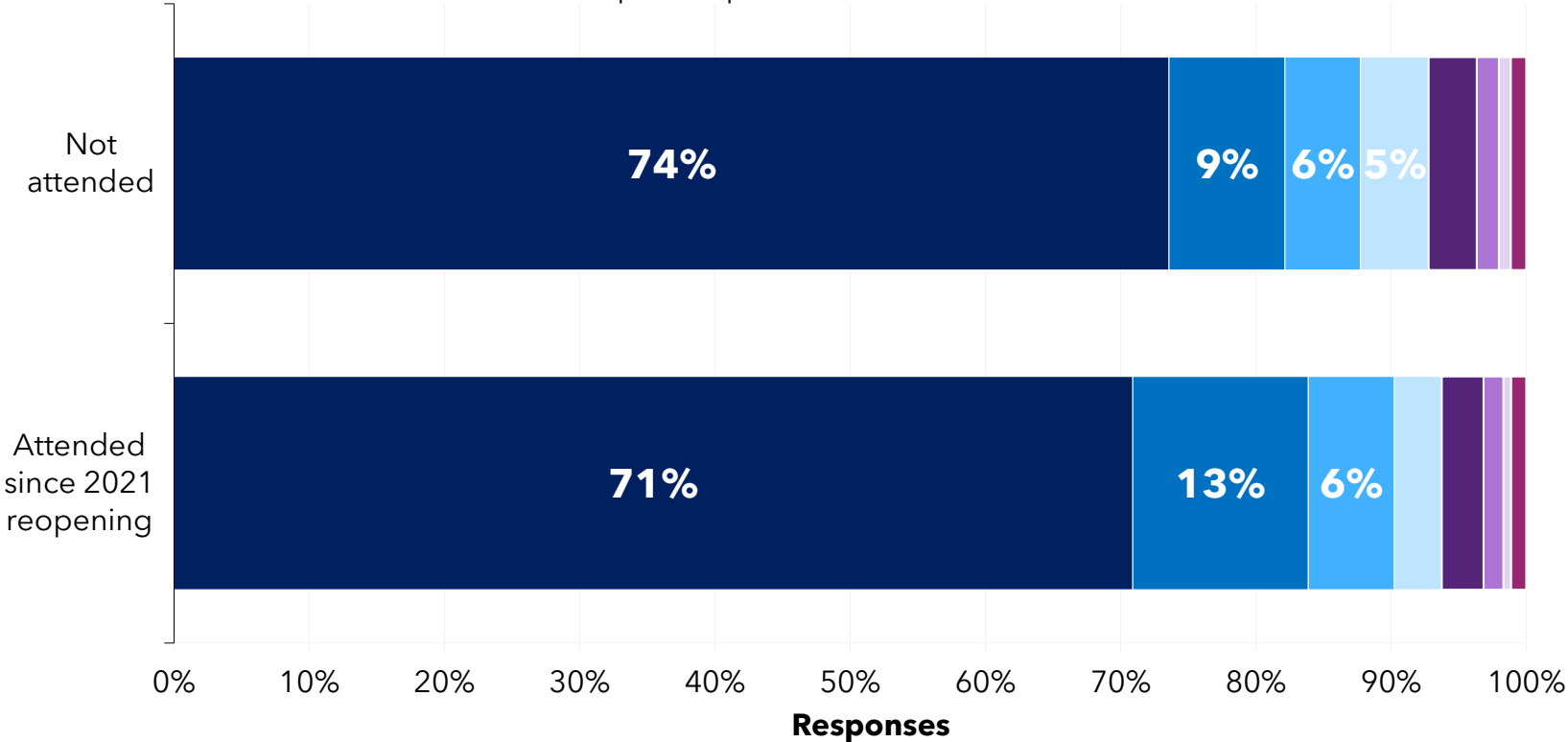
- Theatre, arts centre, concert hall or music venue
- Cinema
- Art gallery or museum
- Arena or stadium
- Heritage site, property or gardens
- Community or faith space e.g. community centre or church
- Outdoor arts or public space



Wave 2 n = 23,169

# In which type of venue or location did you MOST frequently attend cultural experiences? (please choose only one)

- Theatre, arts centre, concert hall or music venue
- Cinema
- Art gallery or museum
- Arena or stadium
- Heritage site, property or gardens
- Community or faith space e.g. community centre or church
- Outdoor arts or public space

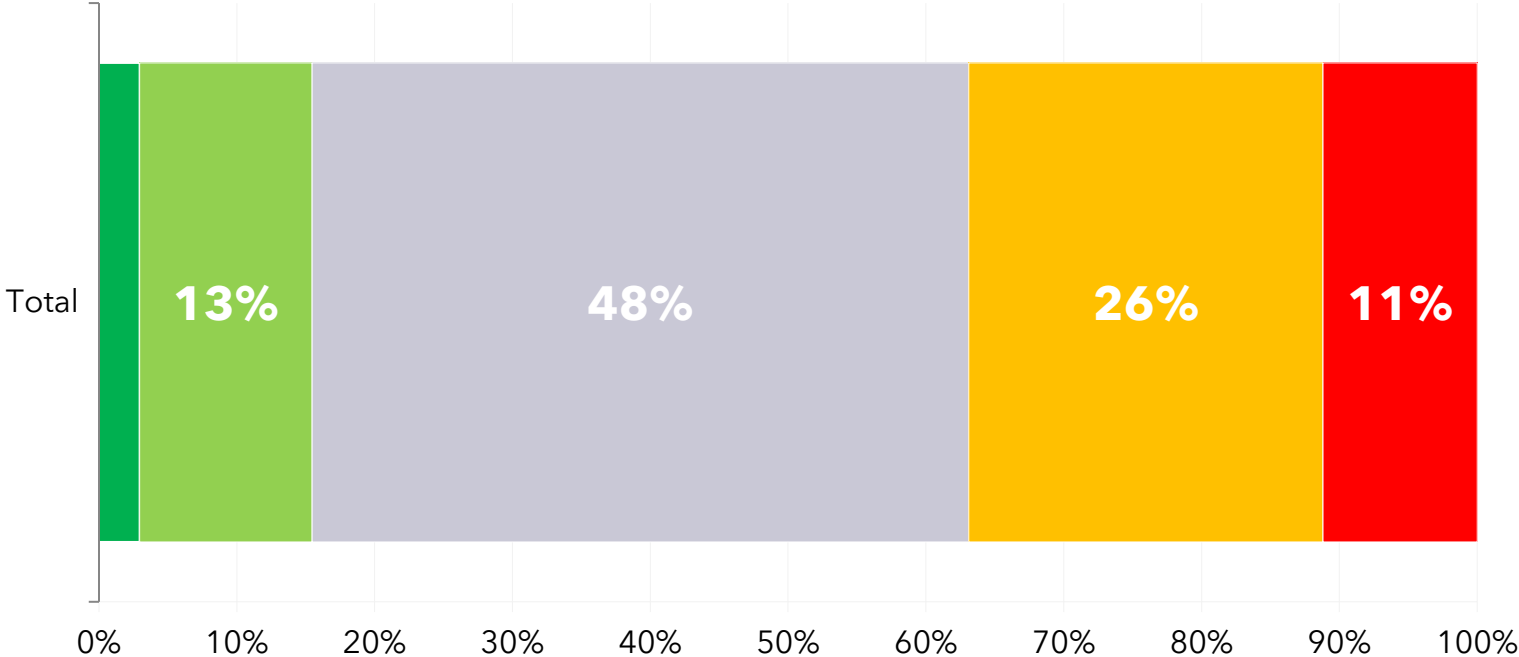


Wave 2 n = 23,169

# Post-Covid attendance

# As things stand today, in the next 12 months do you expect to attend cultural events and venues more or less than pre-Covid?


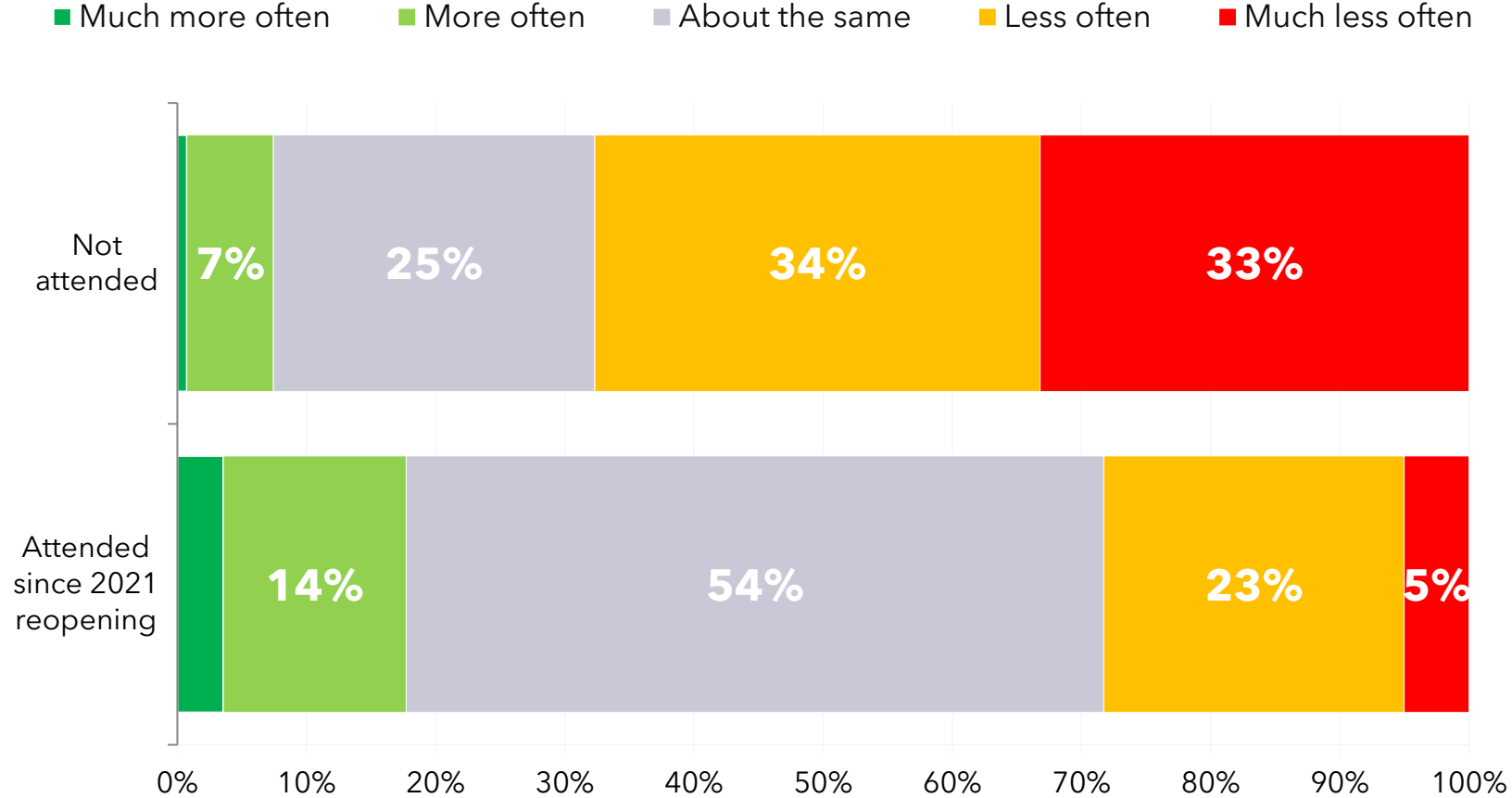
■ Much more often   ■ More often   ■ About the same   ■ Less often   ■ Much less often



## ATTENDANCE

Wave 2 n = 23,148


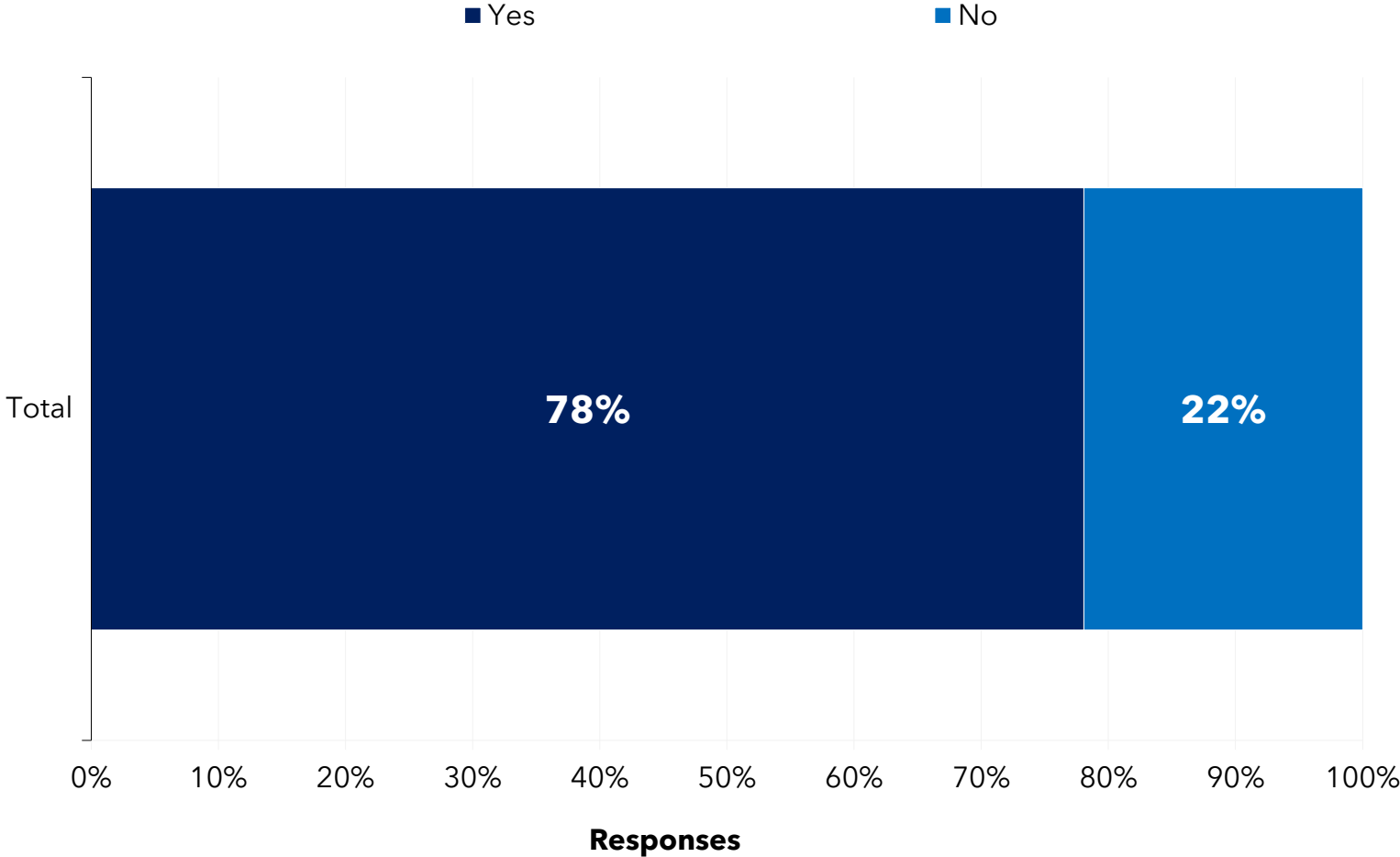
# As things stand today, in the next 12 months do you expect to attend cultural events and venues more or less than pre-Covid?



## ATTENDANCE

Wave 2 n = 23,148

# Have you attended (in person) any cultural events, activities or venues since venues reopened?

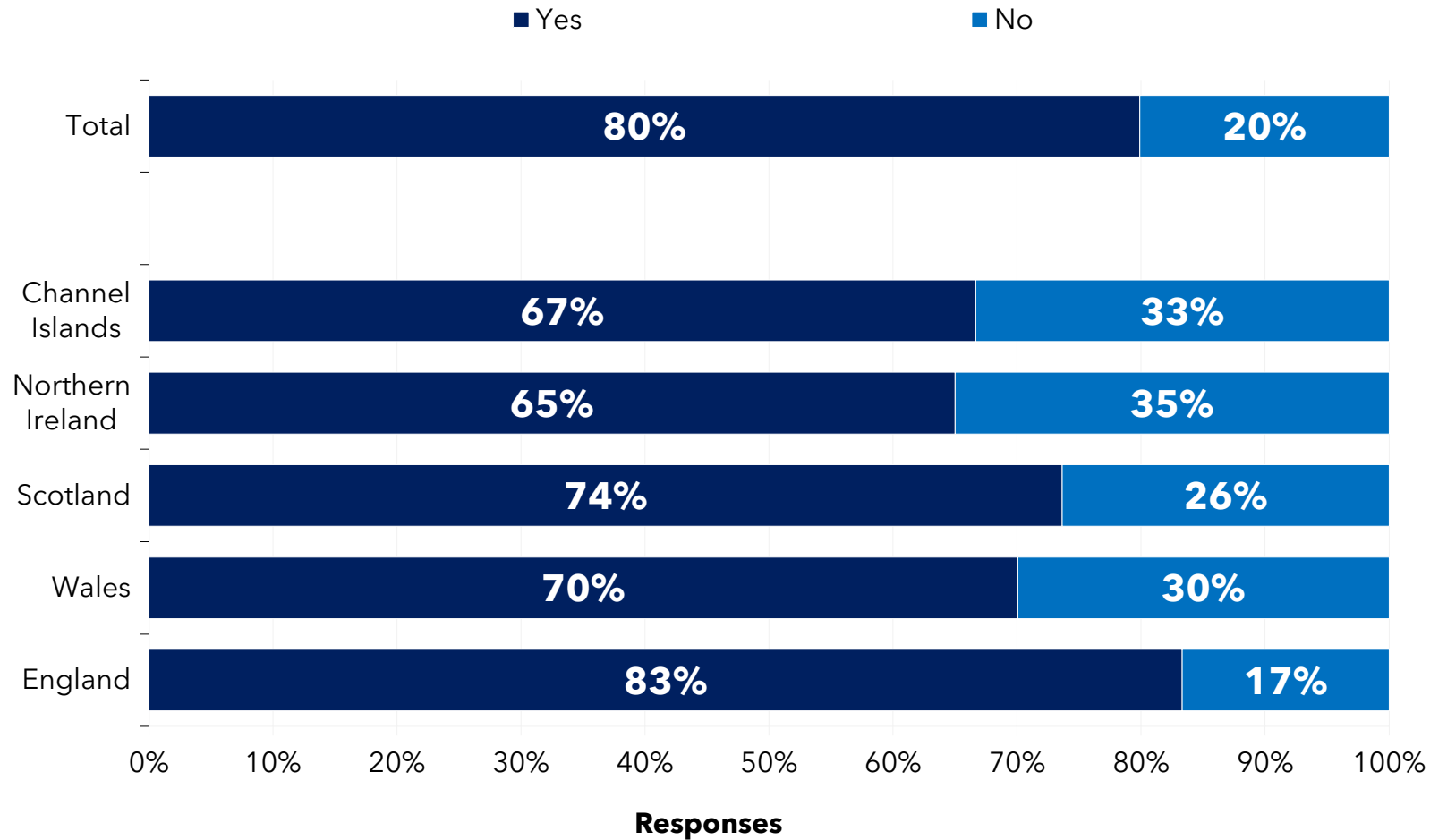


ATTENDANCE

Wave 1 n = 23,222

Breakdown by region:

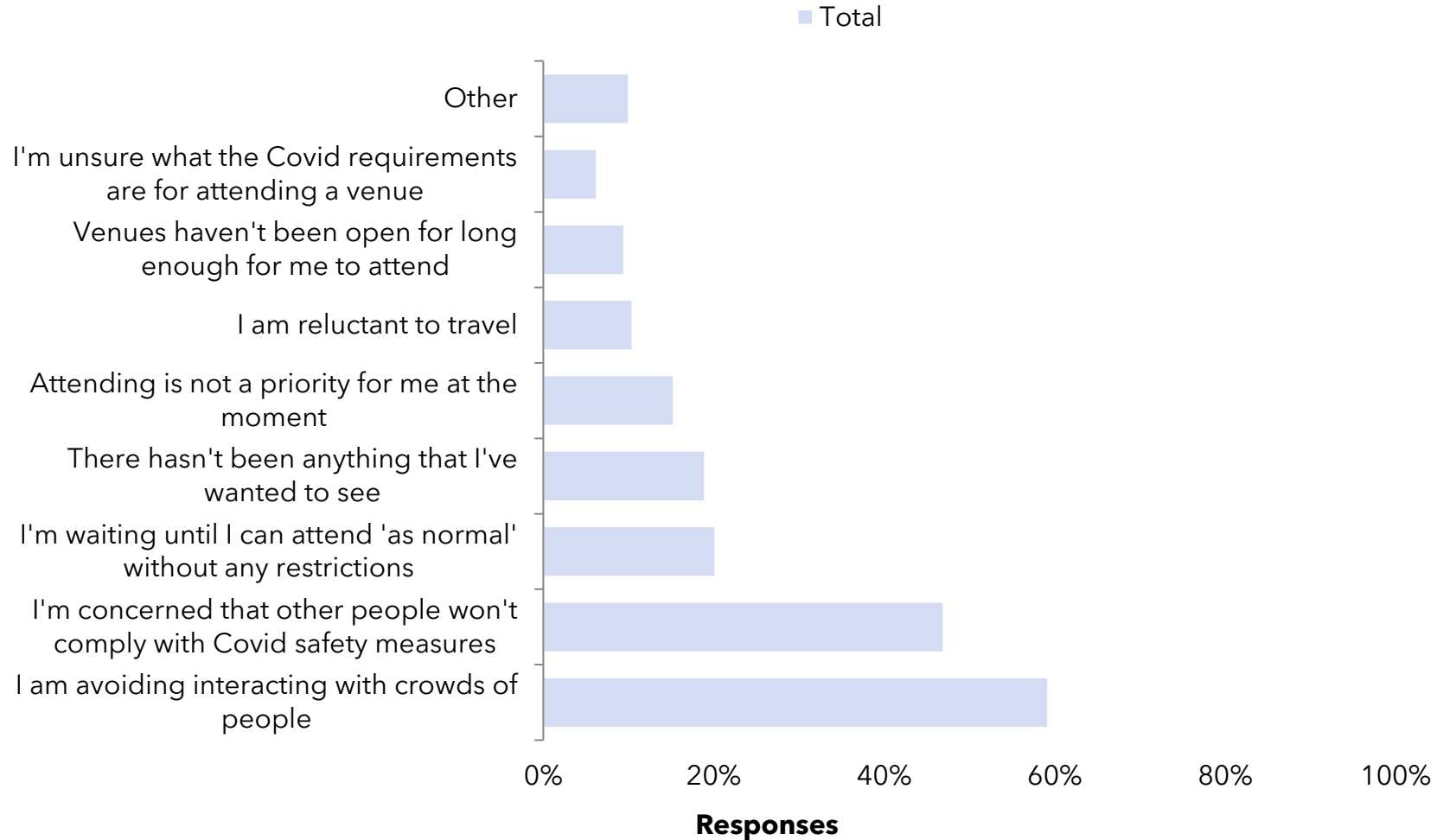
## Have you attended (in person) any cultural events, activities or venues since venues reopened?



ATTENDANCE

Wave 2 n = 17,956

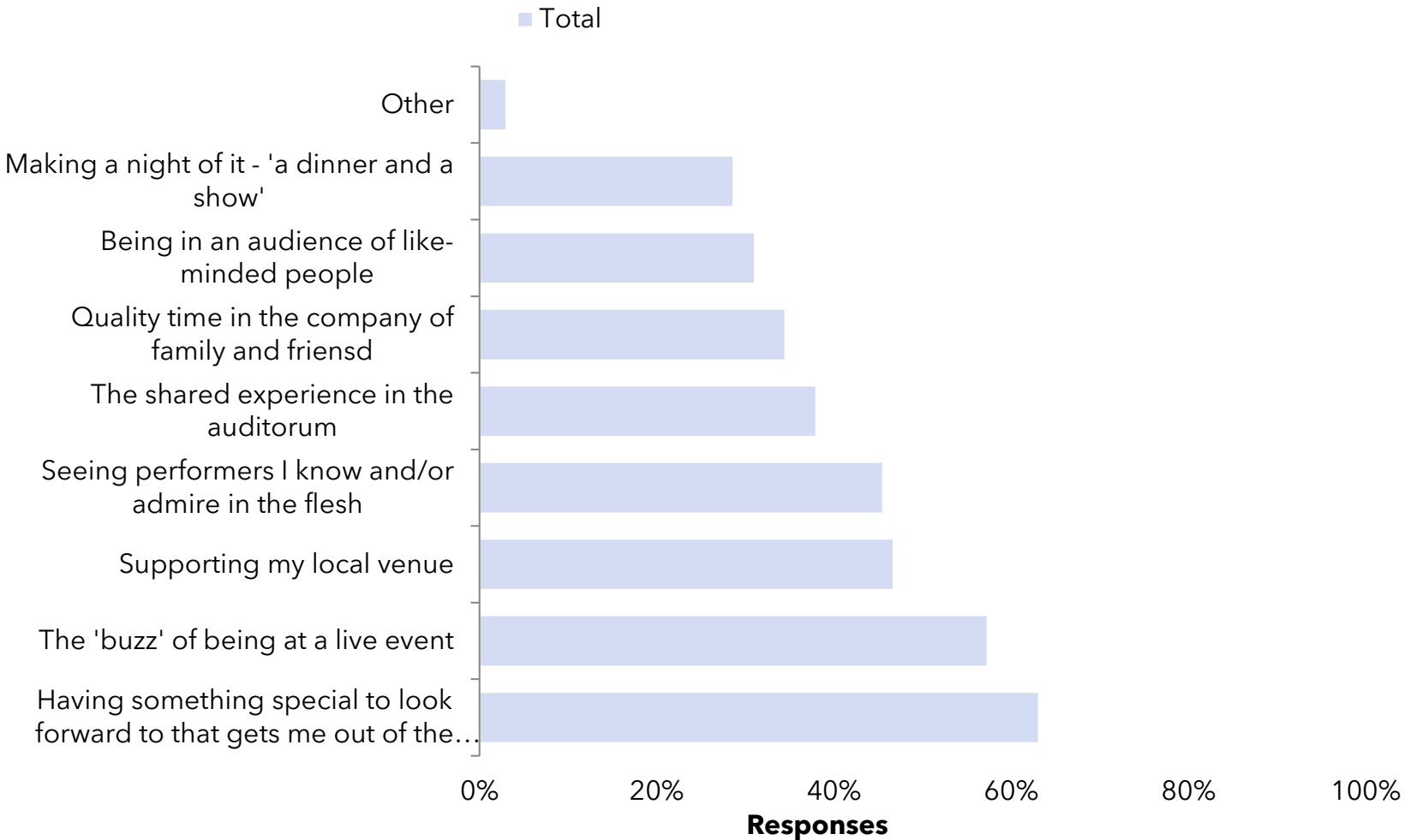
Those who said no to attending since Covid were asked  
**Could you tell us which of the following might be reasons for that? (select all that apply)**



REASONS FOR NOT ATTENDING

Wave 2 n = 5,092

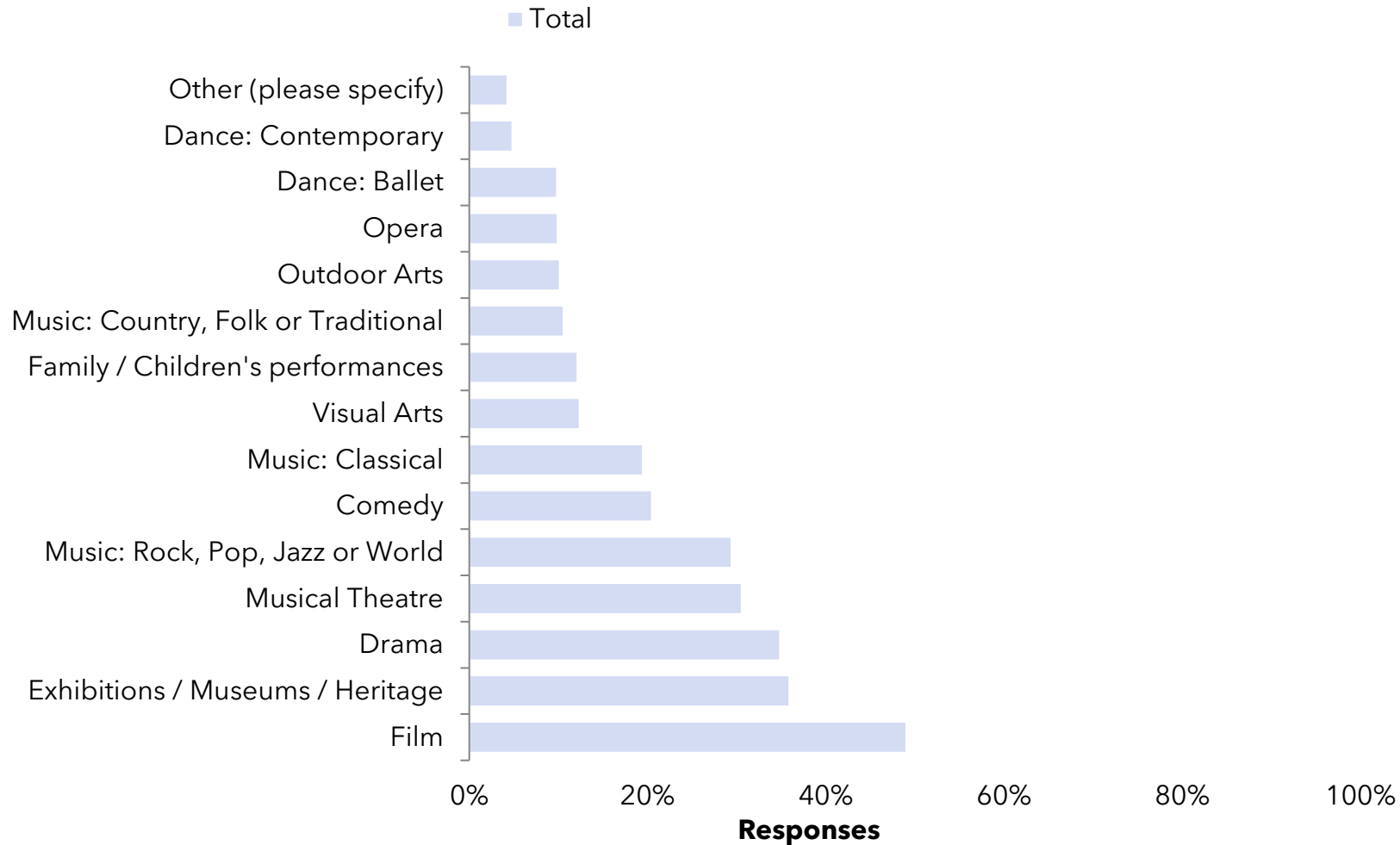
Those who said no to attending since Covid were asked:  
**What have you missed about not attending cultural events and venues?**



WHAT YOU HAVE MISSED

Wave 2 n = 5,092

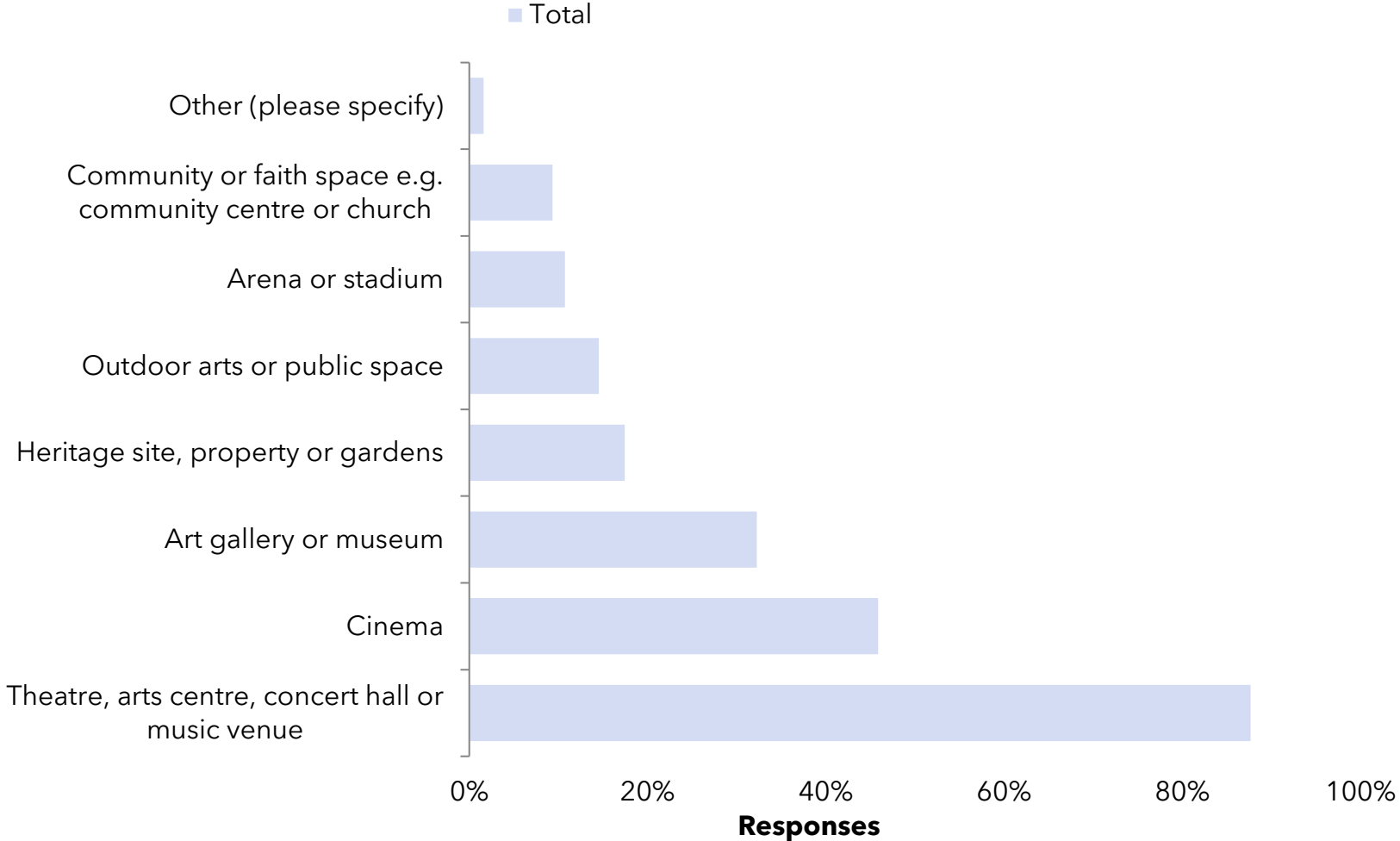
Those who said yes to attending since Covid were asked:  
**Which artforms have you attended since organisations began to reopen?**



WHAT YOU HAVE ATTENDED

Wave 2 n = 18,130

Those who said yes to attending since Covid were asked:  
**In which types of venues have you seen these artforms?**

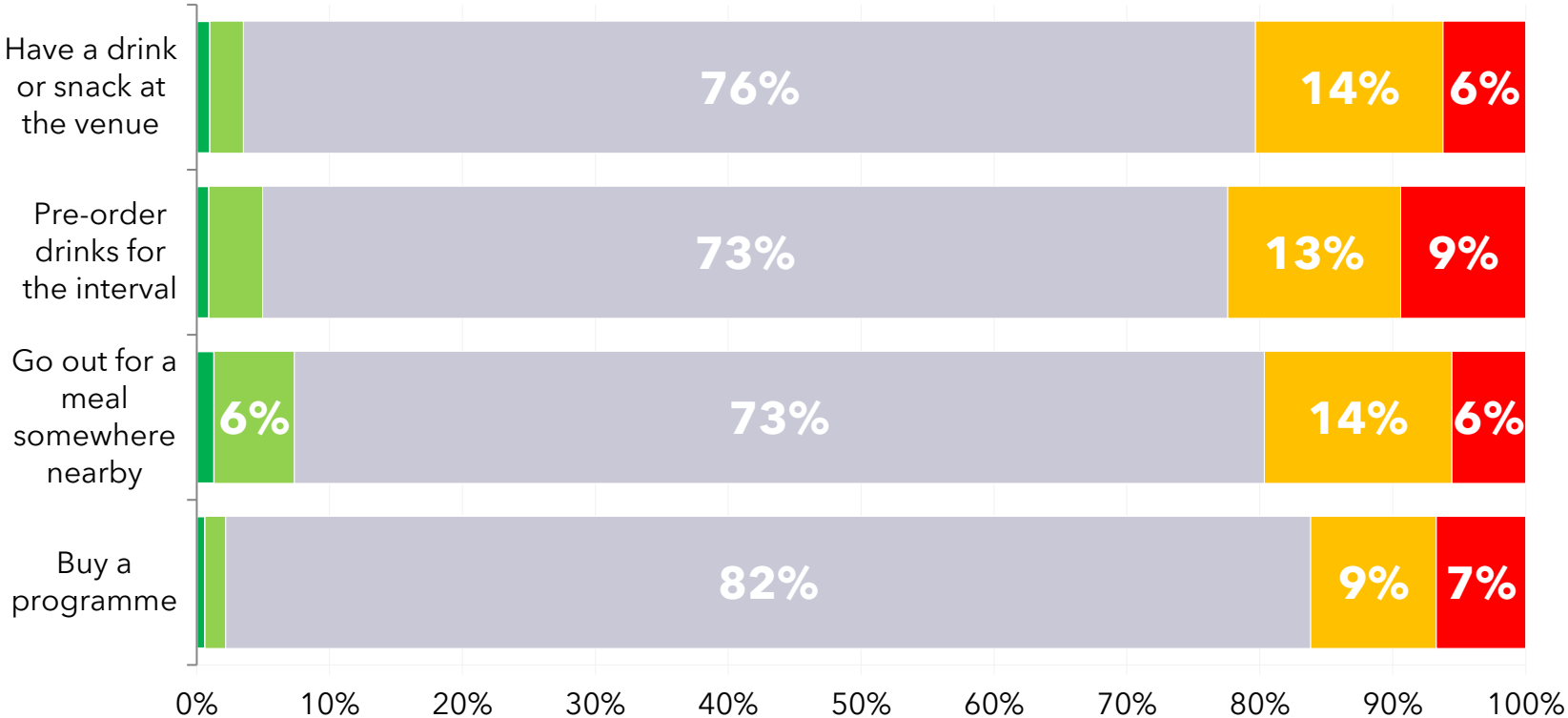


WHERE YOU HAVE ATTENDED

Wave 2 n = 18,130


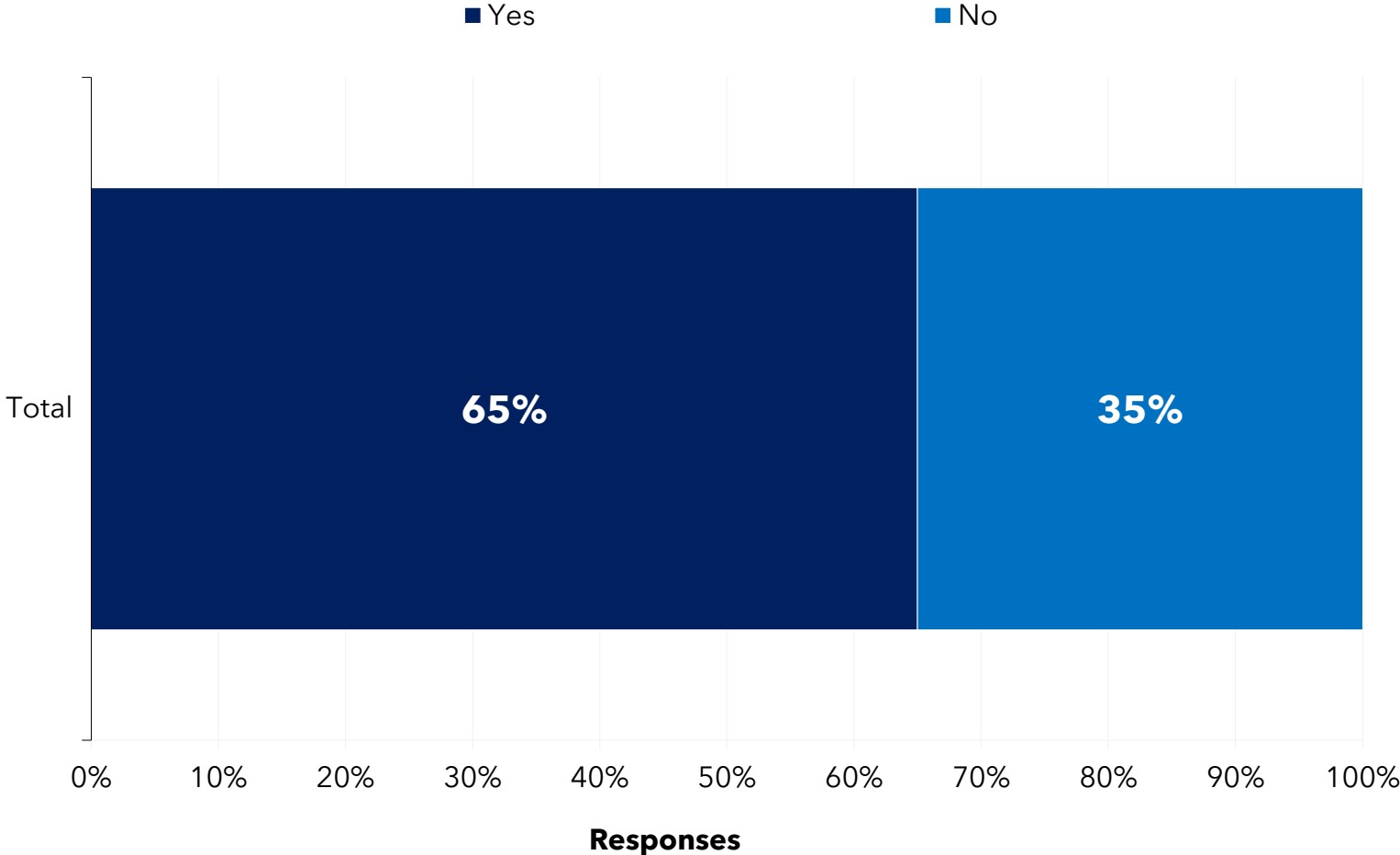
Those who said yes to attending since Covid were asked:  
**When you attend a cultural event or venue are you more or less likely than before Covid to do any of the following?**

■ Much more likely   
 ■ More likely   
 ■ About the same   
 ■ Less likely   
 ■ Much less likely



Wave 2 n = 18,130

Those who said yes to attending since Covid were asked:  
**Have you attended the ORGANISATION who sent you this survey since Covid?**

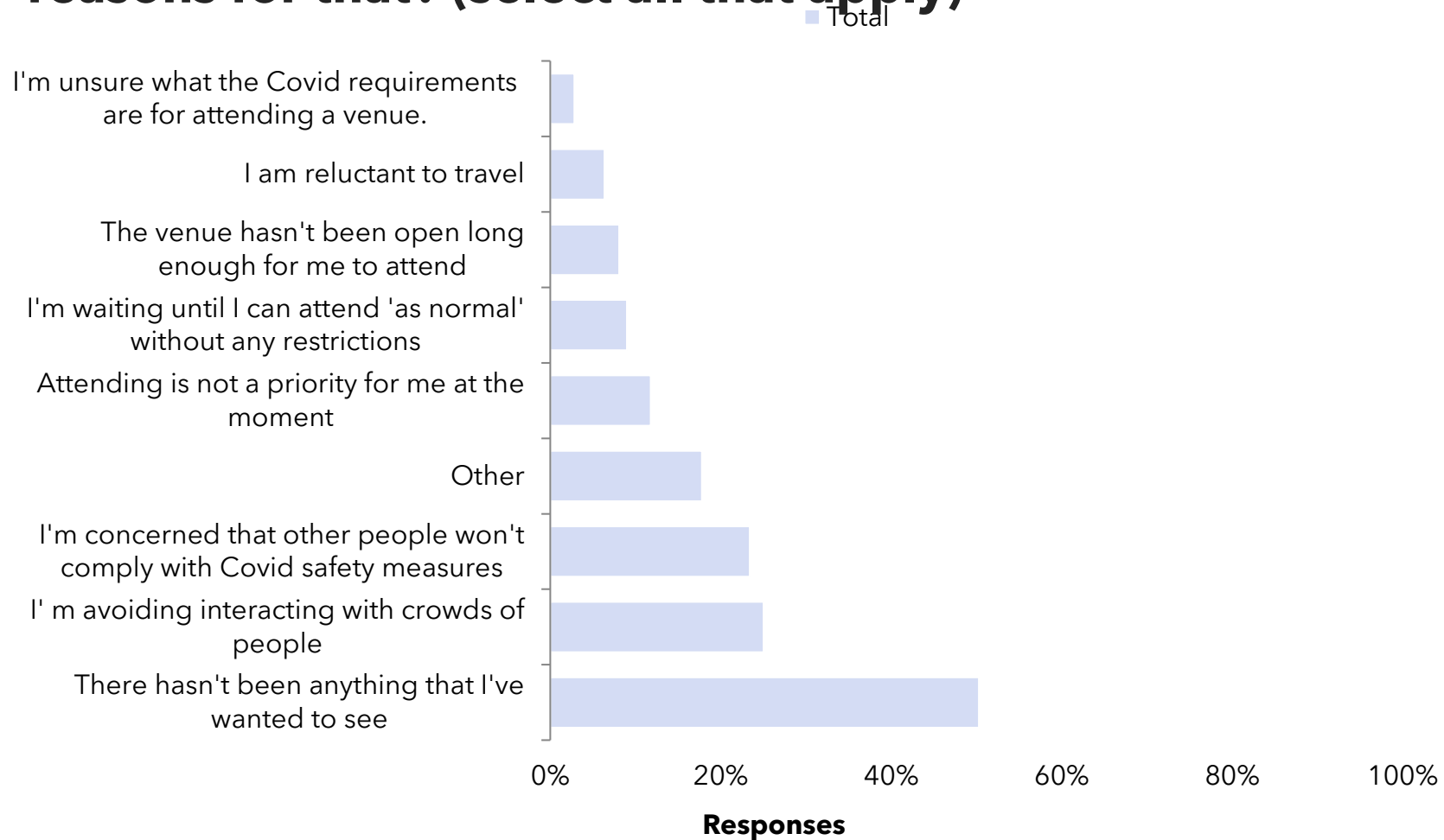


ATTENDANCE

Wave 2 n = 18,126

Those who said no to attending this organisation were asked:


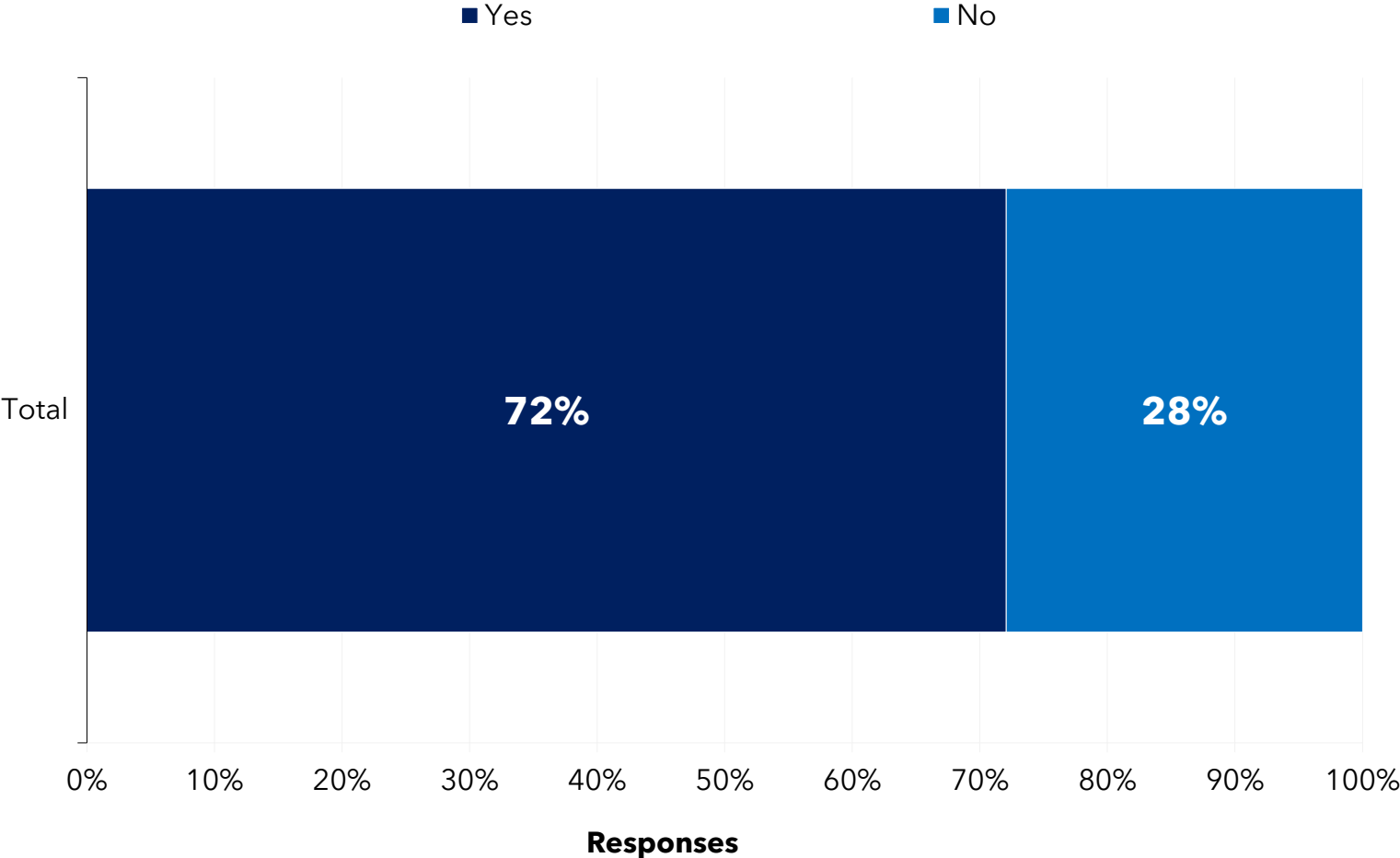
## Could you tell us which of the following might be reasons for that? (select all that apply)



# REASONS FOR NOT ATTENDING THIS VENUE

Wave 2 n = 6,349

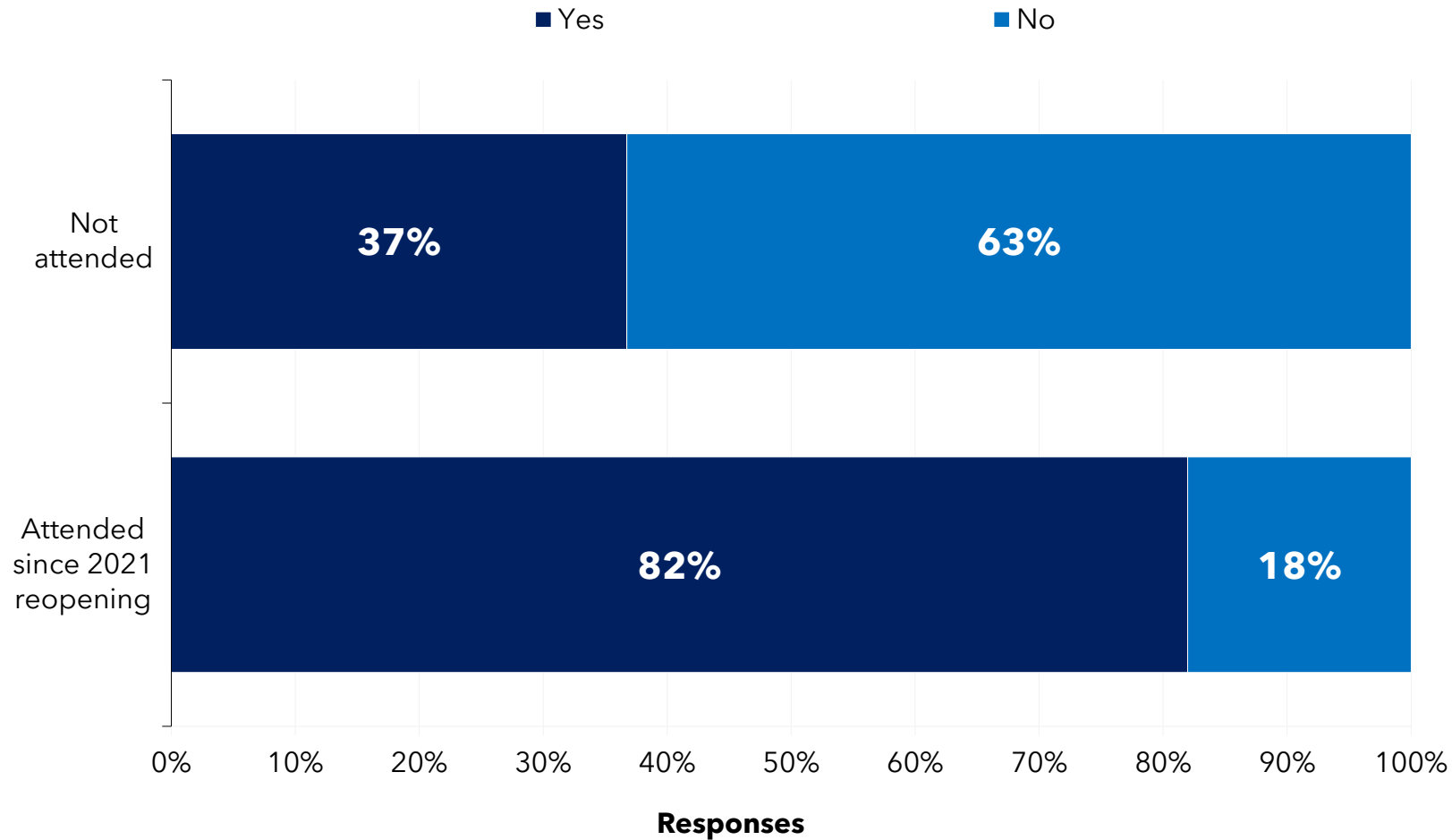
# Have you made bookings for any cultural events in the future (either booked by you or someone you're attending with) or planned any visits to cultural organisations?



## FUTURE BOOKINGS

Wave 2 n = 23,218

# Have you made bookings for any cultural events in the future (either booked by you or someone you're attending with) or planned any visits to cultural organisations?

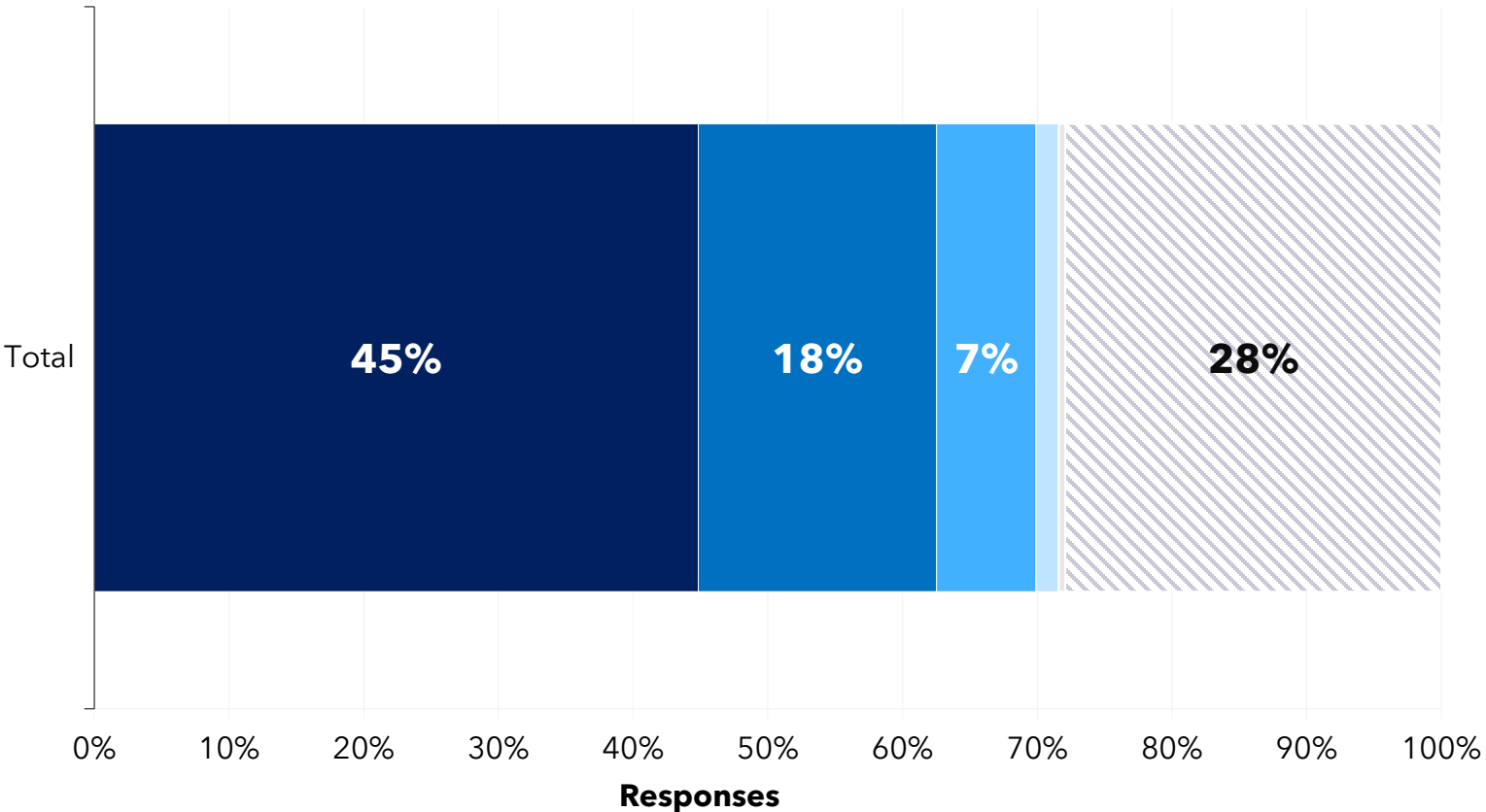


## FUTURE BOOKINGS

Wave 2 n = 23,218

# When is the FIRST upcoming event that you have booked for - or visit that you have planned - scheduled to take place?

■ within the next month ■ 1 to 3 months ■ 3 to 6 months ■ more than 6 months ■ not sure ■ no future booking

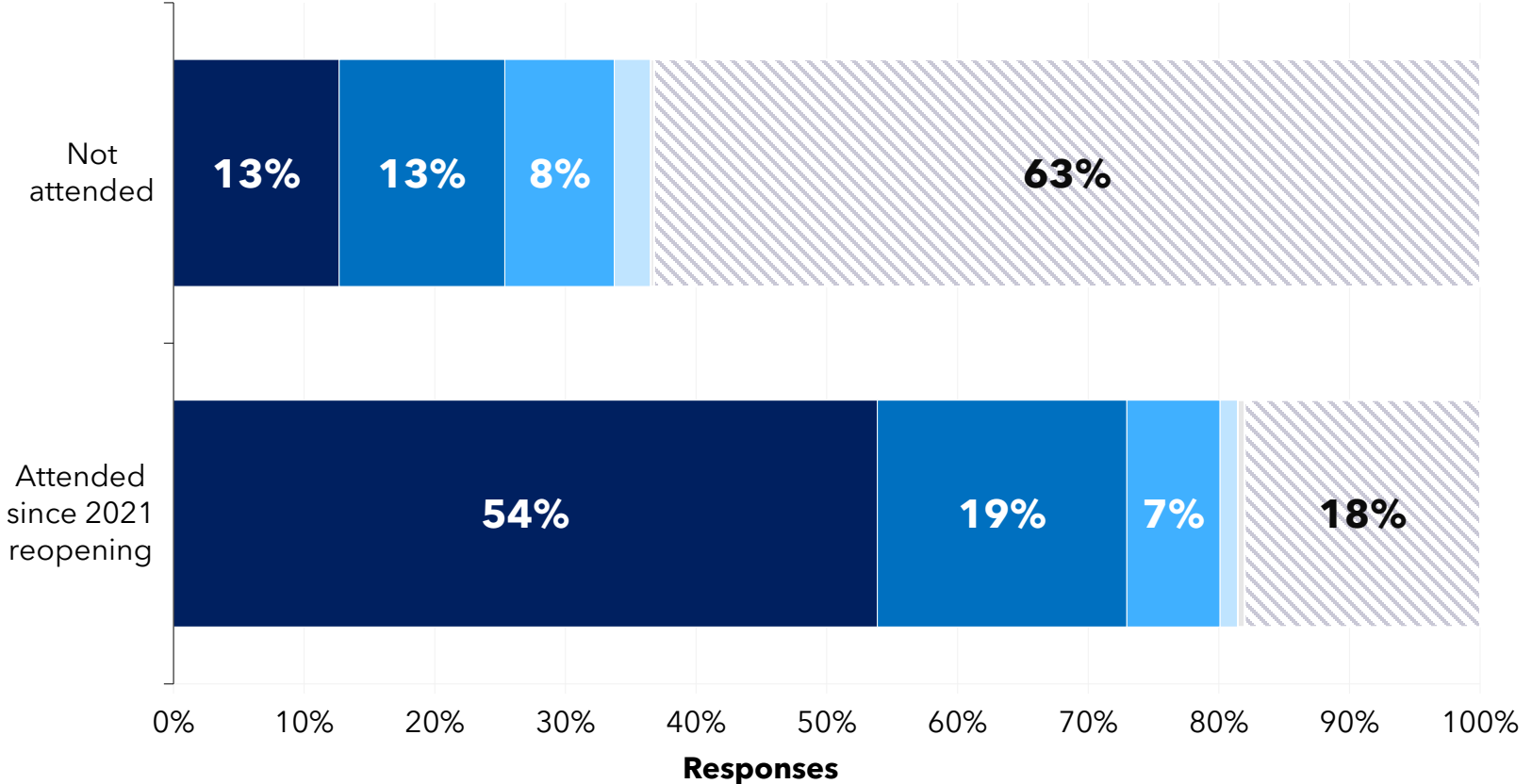


  
**FUTURE BOOKINGS**

Wave 2 n = 23,222

# When is the FIRST upcoming event that you have booked for - or visit that you have planned - scheduled to take place?

■ within the next month 
 ■ 1 to 3 months 
 ■ 3 to 6 months 
 ■ more than 6 months 
 ■ not sure 
 ■ no future booking

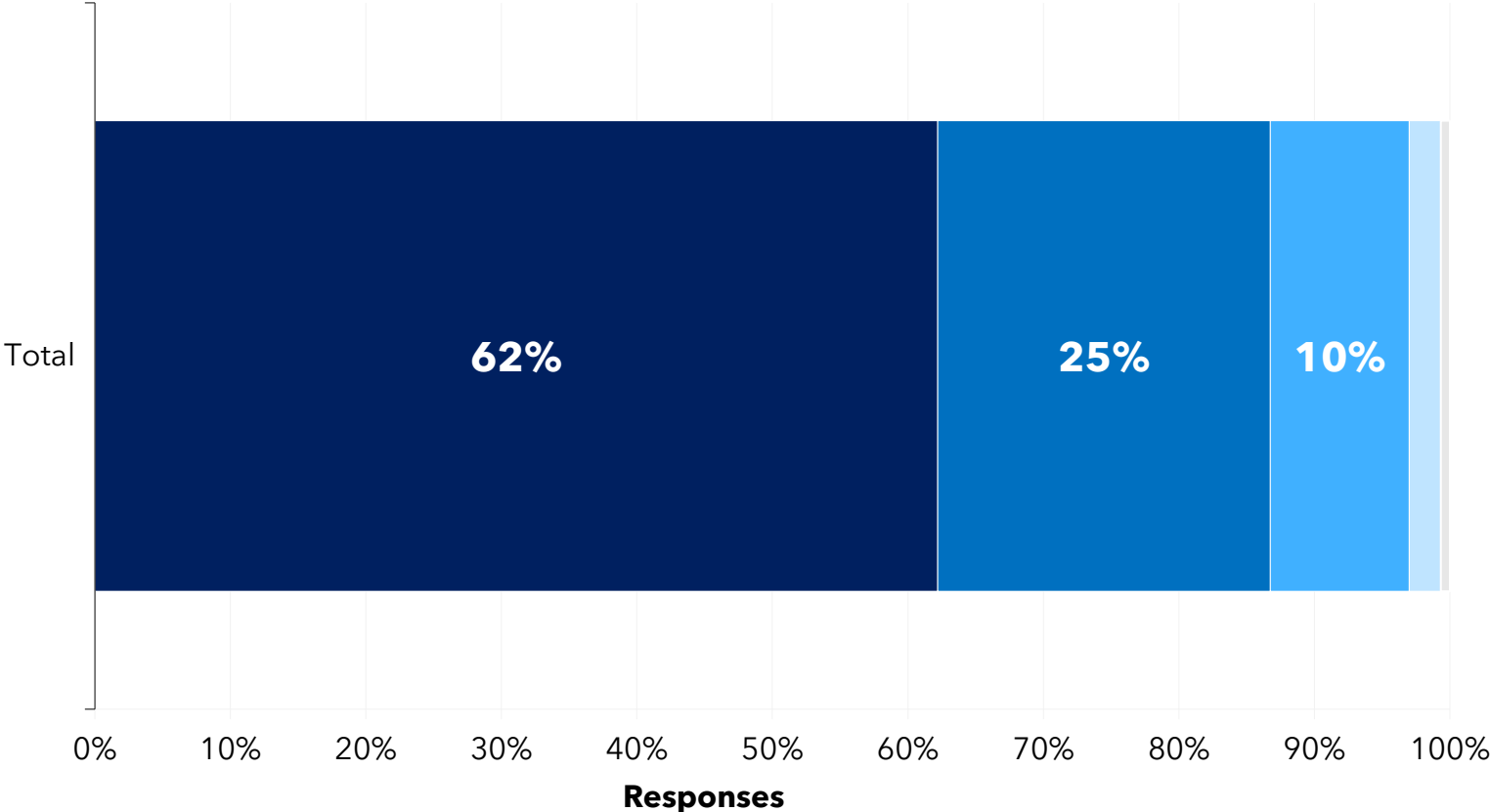


## FUTURE BOOKINGS

Wave 2 n = 23,222

Those who said yes to having an upcoming booking were asked:  
**When is the FIRST upcoming event that you have booked for - or visit that you have planned - scheduled to take place?**

■ within the next month   ■ 1 to 3 months   ■ 3 to 6 months   ■ more than 6 months   ■ not sure

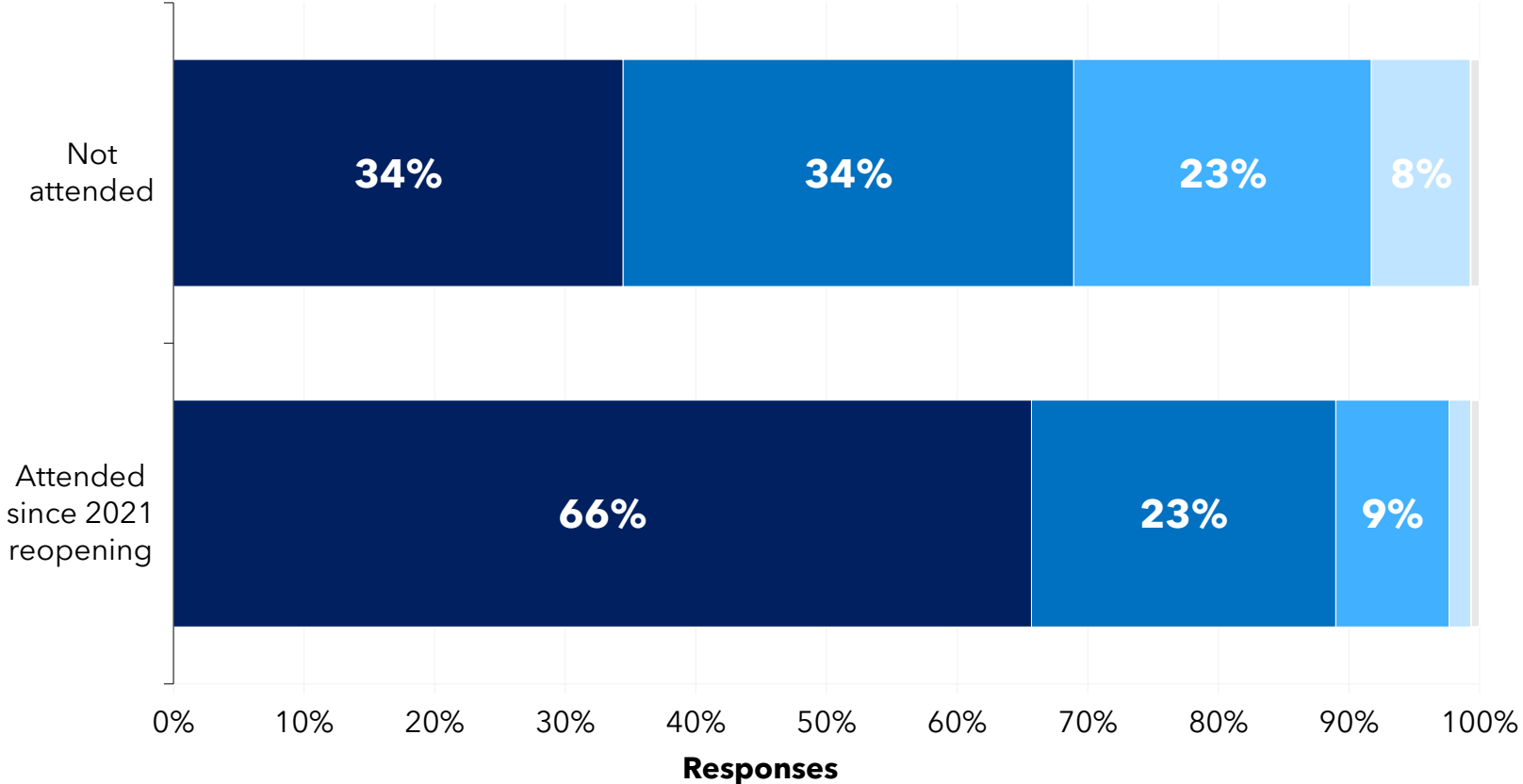


# FUTURE BOOKINGS

Wave 1 n = 16,739

Those who said yes to having an upcoming booking were asked:  
**When is the FIRST upcoming event that you have booked for - or visit that you have planned - scheduled to take place?**

■ within the next month   ■ 1 to 3 months   ■ 3 to 6 months   ■ more than 6 months   ■ not sure

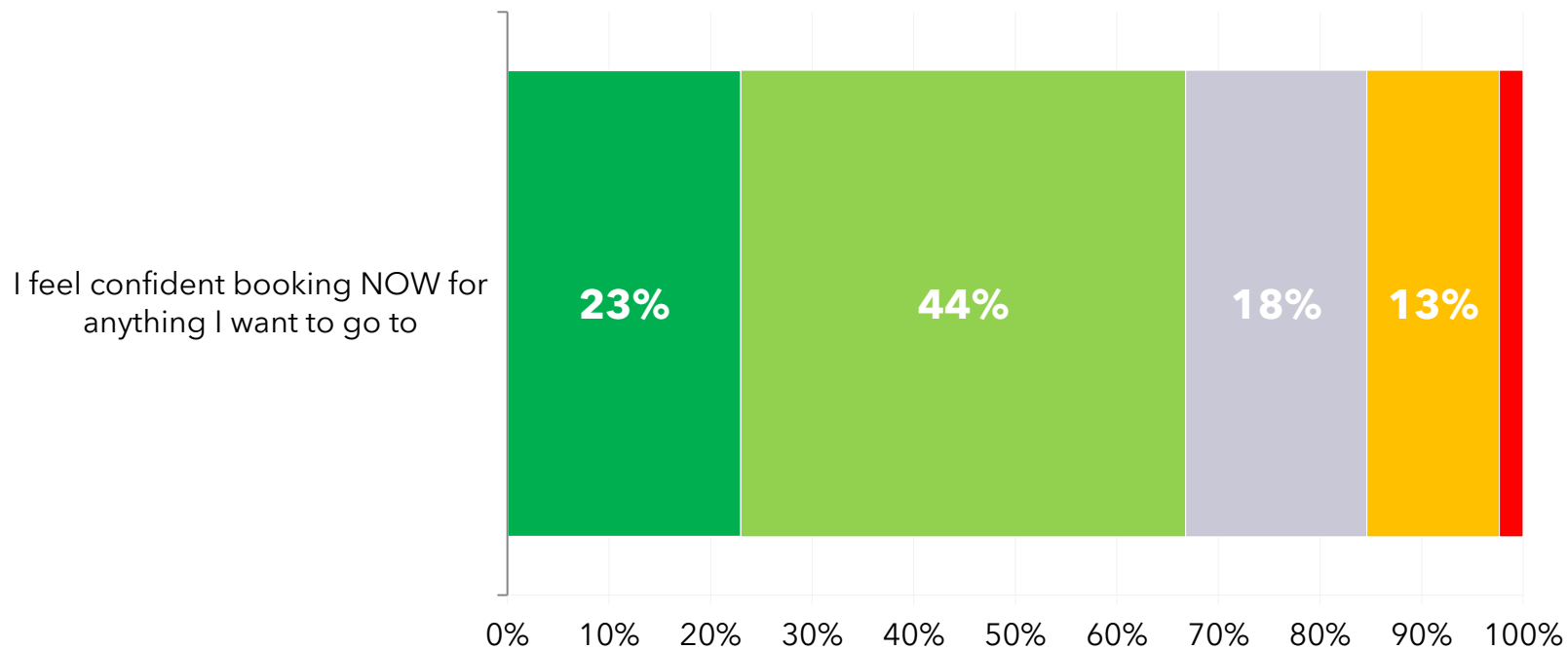


## FUTURE BOOKINGS

Wave 2 n = 16,739

Those who said yes to having an upcoming booking were asked:  
**How far do you agree with the following statements about booking for events in the future?**

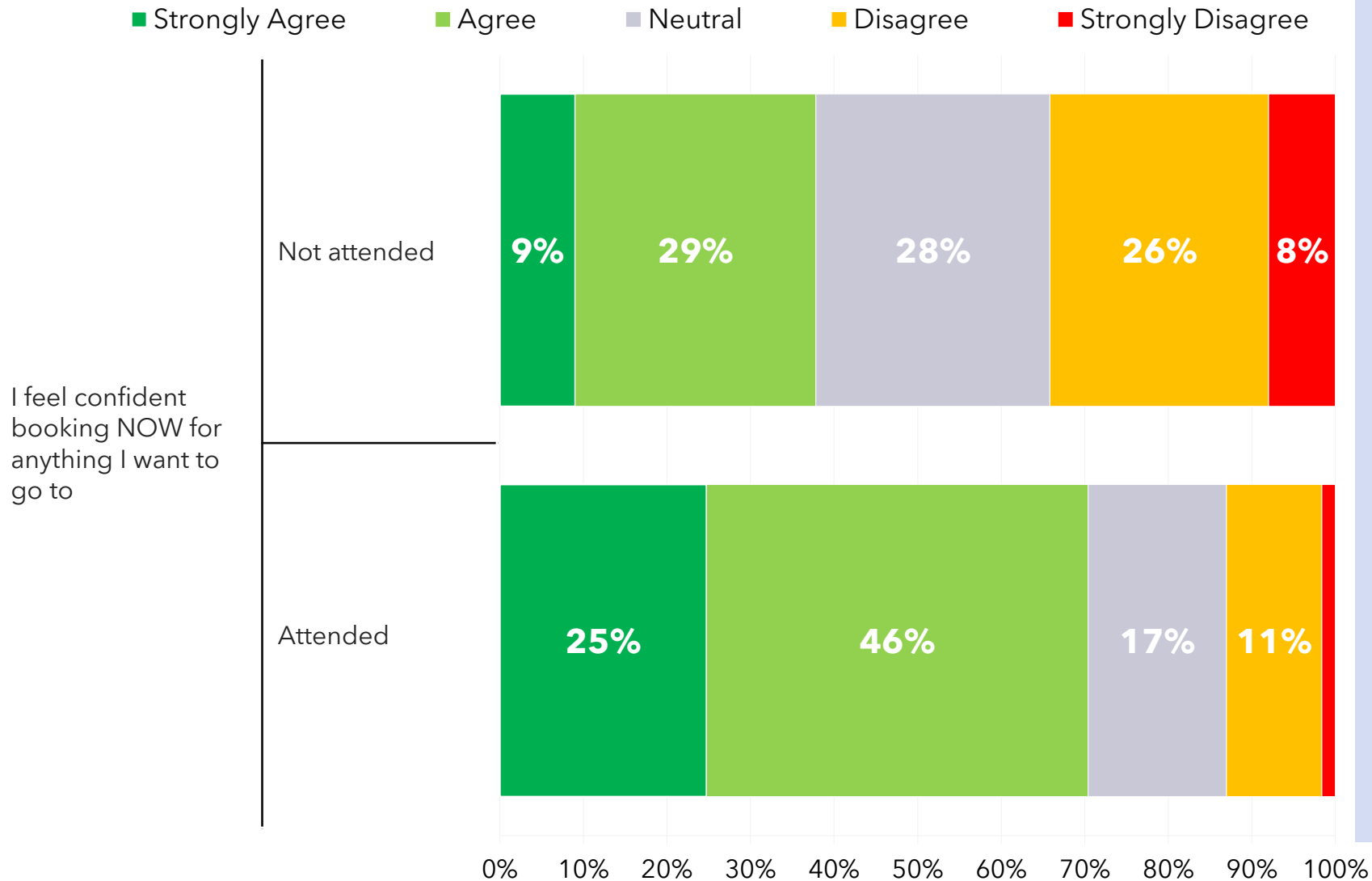
■ Strongly Agree   ■ Agree   ■ Neutral   ■ Disagree   ■ Strongly Disagree



  
CONFIDENCE

Wave 2 n = 16,411

Those who said yes to having an upcoming booking were asked:  
**How far do you agree with the following statements about booking for events in the future?**

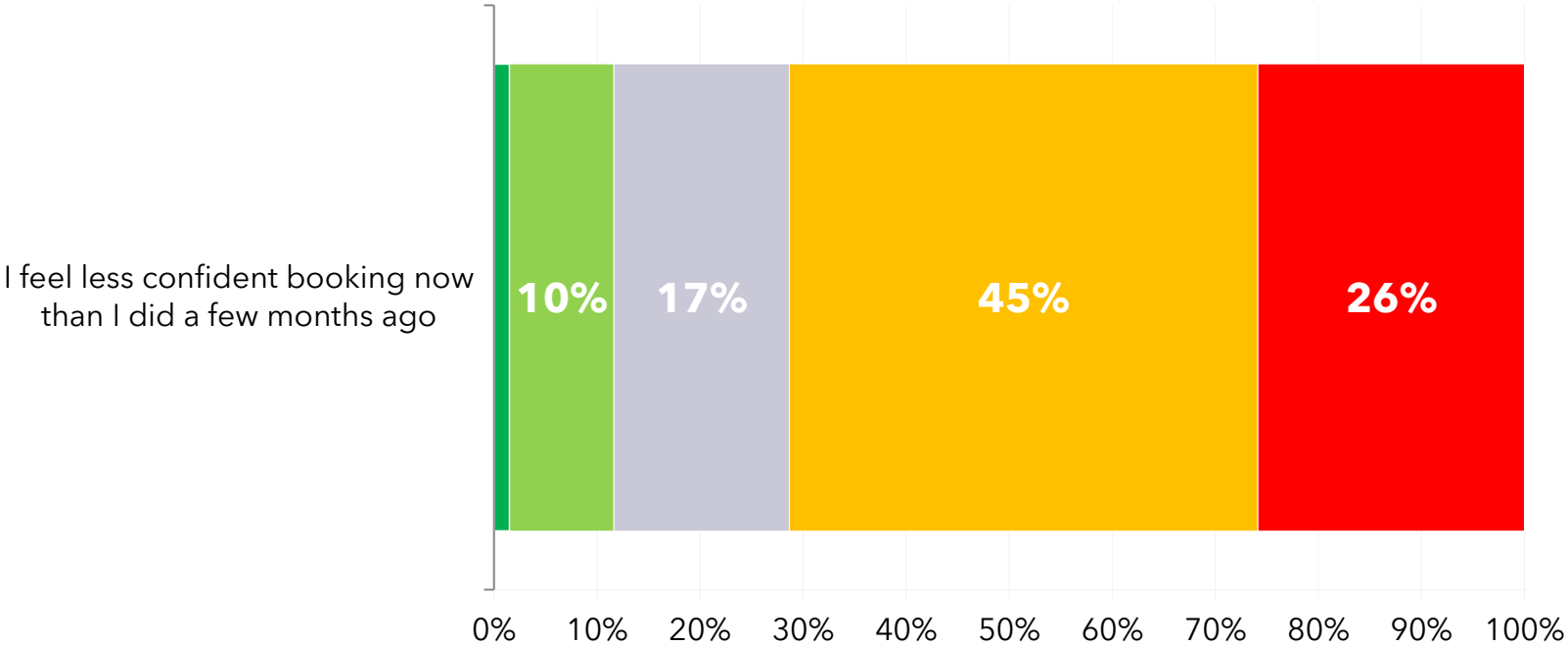


CONFIDENCE

Wave 2 n = 16,411

Those who said yes to having an upcoming booking were asked:  
**How far do you agree with the following statements about booking for events in the future?**

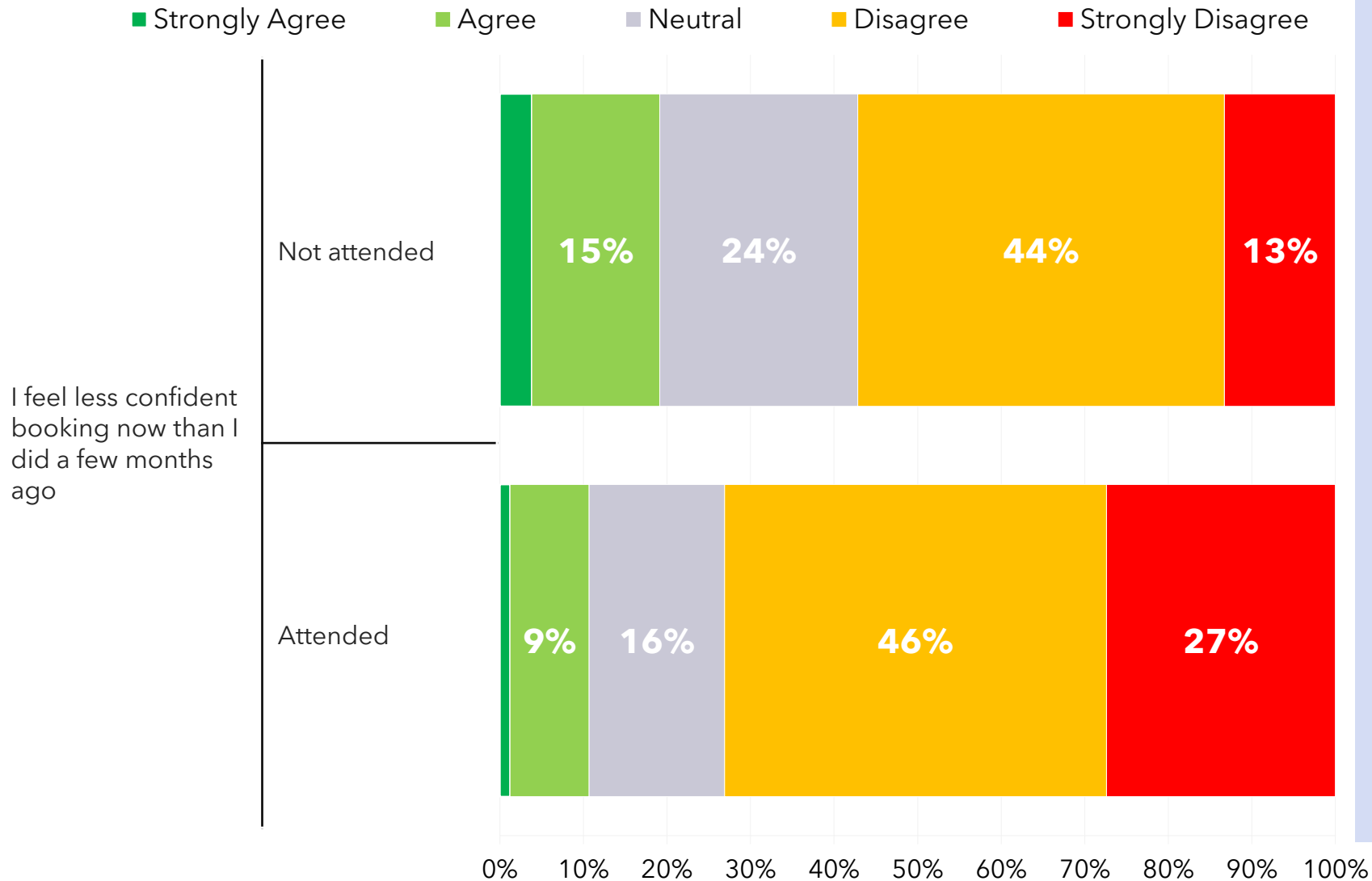
■ Strongly Agree   ■ Agree   ■ Neutral   ■ Disagree   ■ Strongly Disagree



CONFIDENCE

Wave 2 n = 16,411

Those who said yes to having an upcoming booking were asked:  
**How far do you agree with the following statements about booking for events in the future?**



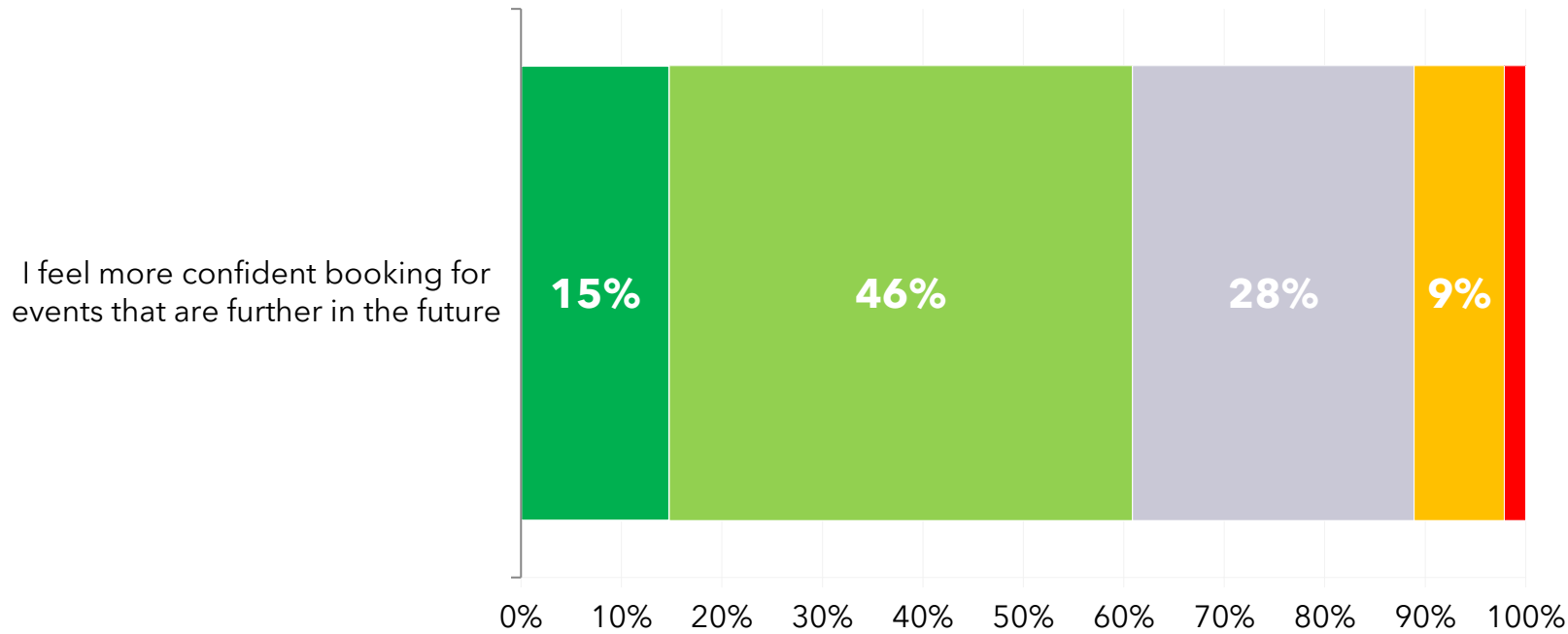
I feel less confident booking now than I did a few months ago

CONFIDENCE

Wave 2 n = 16,411

Those who said yes to having an upcoming booking were asked:  
**How far do you agree with the following statements about booking for events in the future?**

■ Strongly Agree   ■ Agree   ■ Neutral   ■ Disagree   ■ Strongly Disagree



CONFIDENCE

Wave 2 n = 16,411

Those who said yes to having an upcoming booking were asked:  
**How far do you agree with the following statements about booking for events in the future?**

■ Strongly Agree ■ Agree ■ Neutral ■ Disagree ■ Strongly Disagree

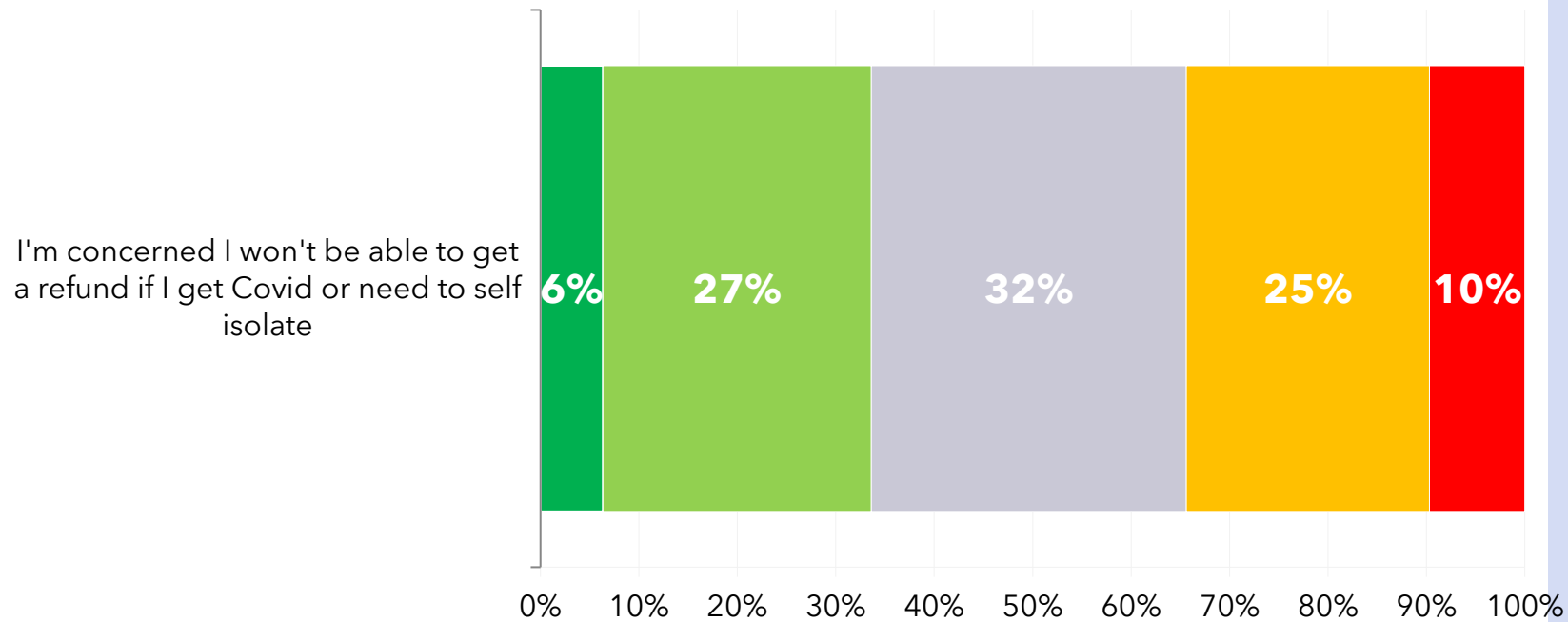


CONFIDENCE

Wave 2 n = 16,411

Those who said yes to having an upcoming booking were asked:  
**How far do you agree with the following statements about booking for events in the future?**

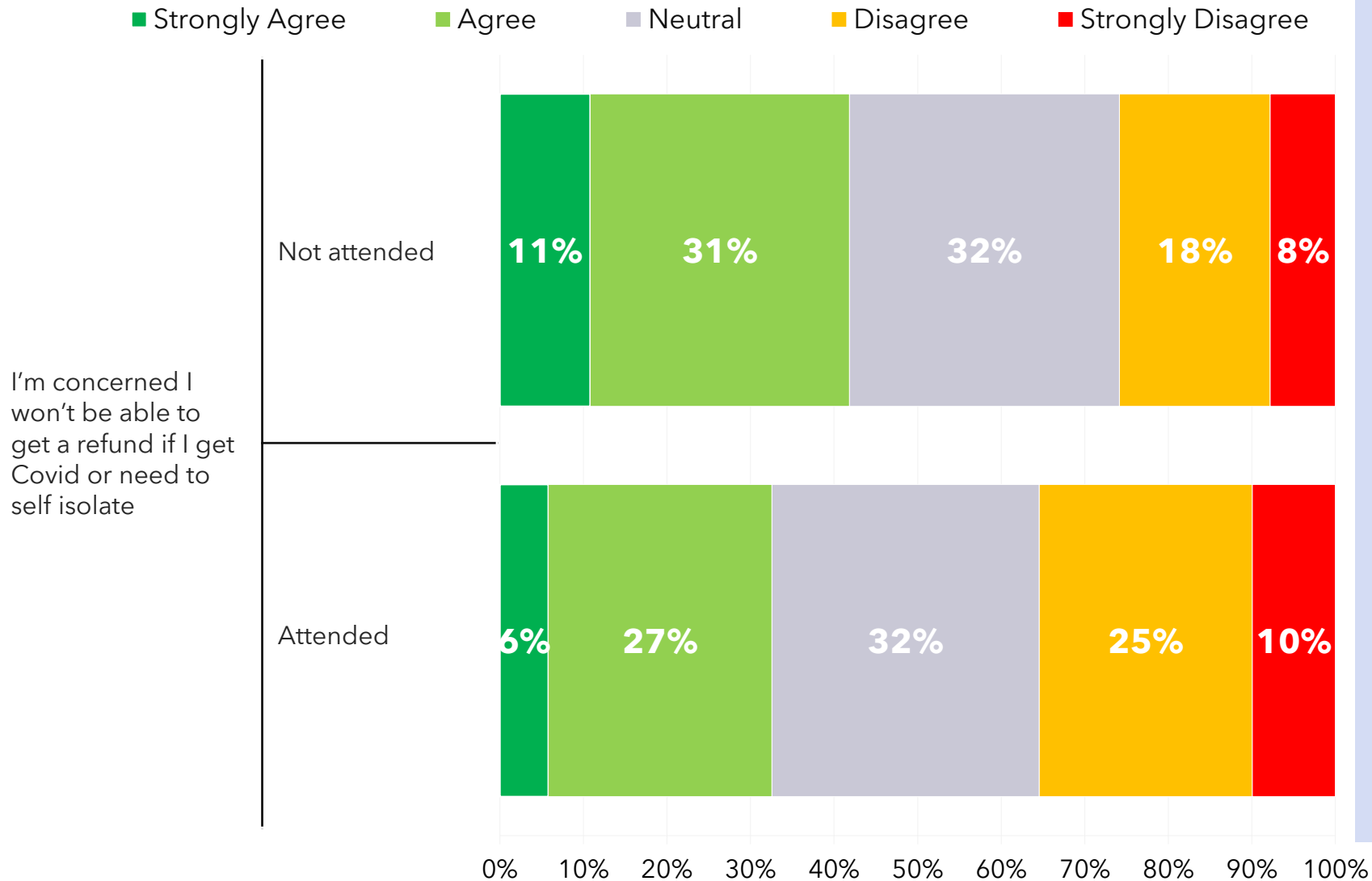
■ Strongly Agree   ■ Agree   ■ Neutral   ■ Disagree   ■ Strongly Disagree



  
CONFIDENCE

Wave 2 n = 16,411

Those who said yes to having an upcoming booking were asked:  
**How far do you agree with the following statements about booking for events in the future?**

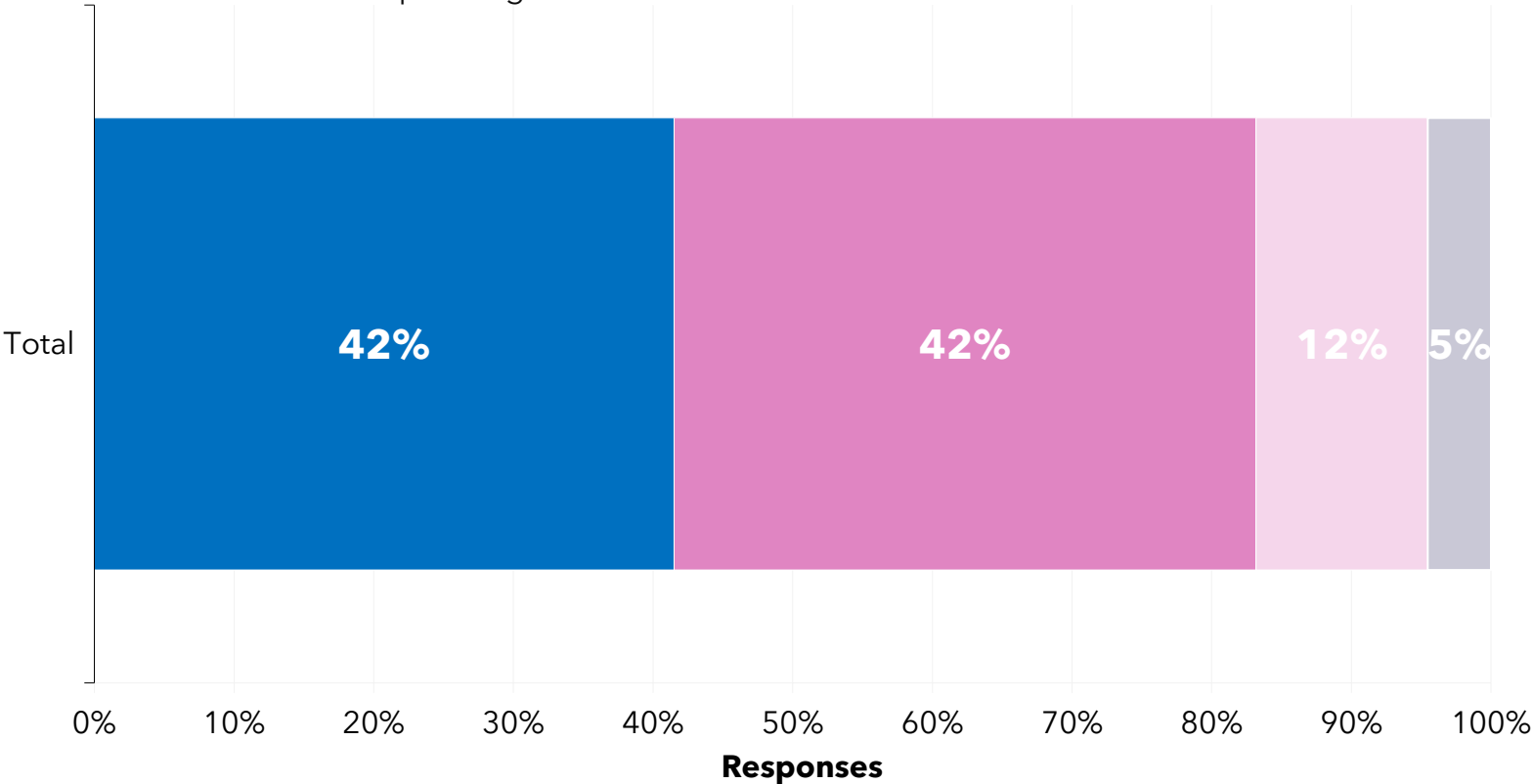


CONFIDENCE

Wave 2 n = 16,411

Those who said no to having an upcoming booking were asked:  
**If you had to say now how you're feeling about booking or planning a visit, which of the options below would you choose? (please choose only ONE)**

- I'm happy to book or visit now if there's something I want to see
- I'd rather wait until the Covid risk is lower than it is now
- I'd rather wait until I can attend in the way I used to before Covid
- I'm not planning to book or visit at all



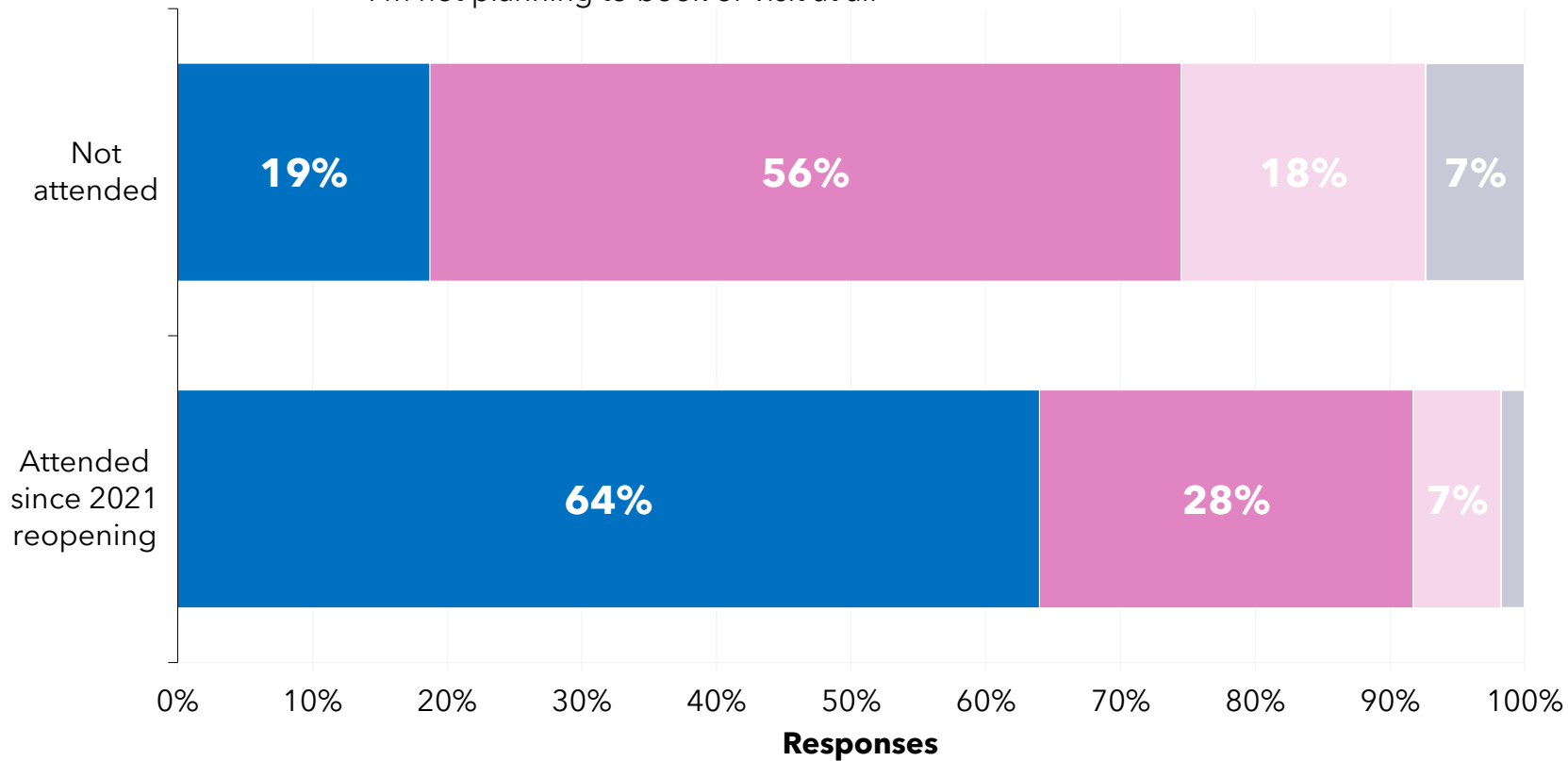
## FUTURE BOOKINGS

- NOT YET BOOKED

Wave 2 n = 6,492

Those who said no to having an upcoming booking were asked:  
**If you had to say now how you're feeling about booking or planning a visit, which of the options below would you choose? (please choose only ONE)**

- I'm happy to book or visit now if there's something I want to see
- I'd rather wait until the Covid risk is lower than it is now
- I'd rather wait until I can attend in the way I used to before Covid
- I'm not planning to book or visit at all

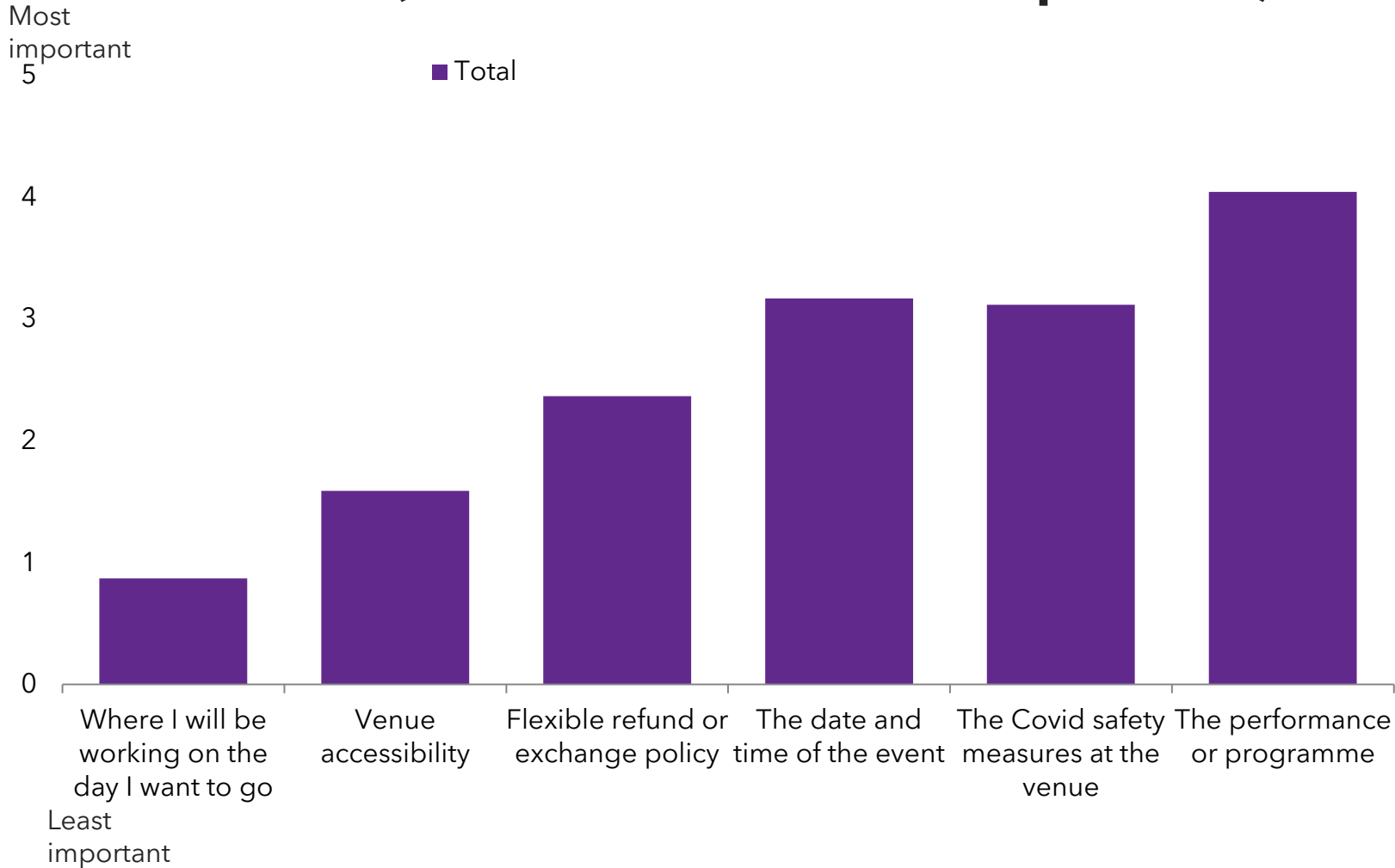



## FUTURE BOOKINGS

- NOT YET BOOKED

Wave 2 n = 6,492

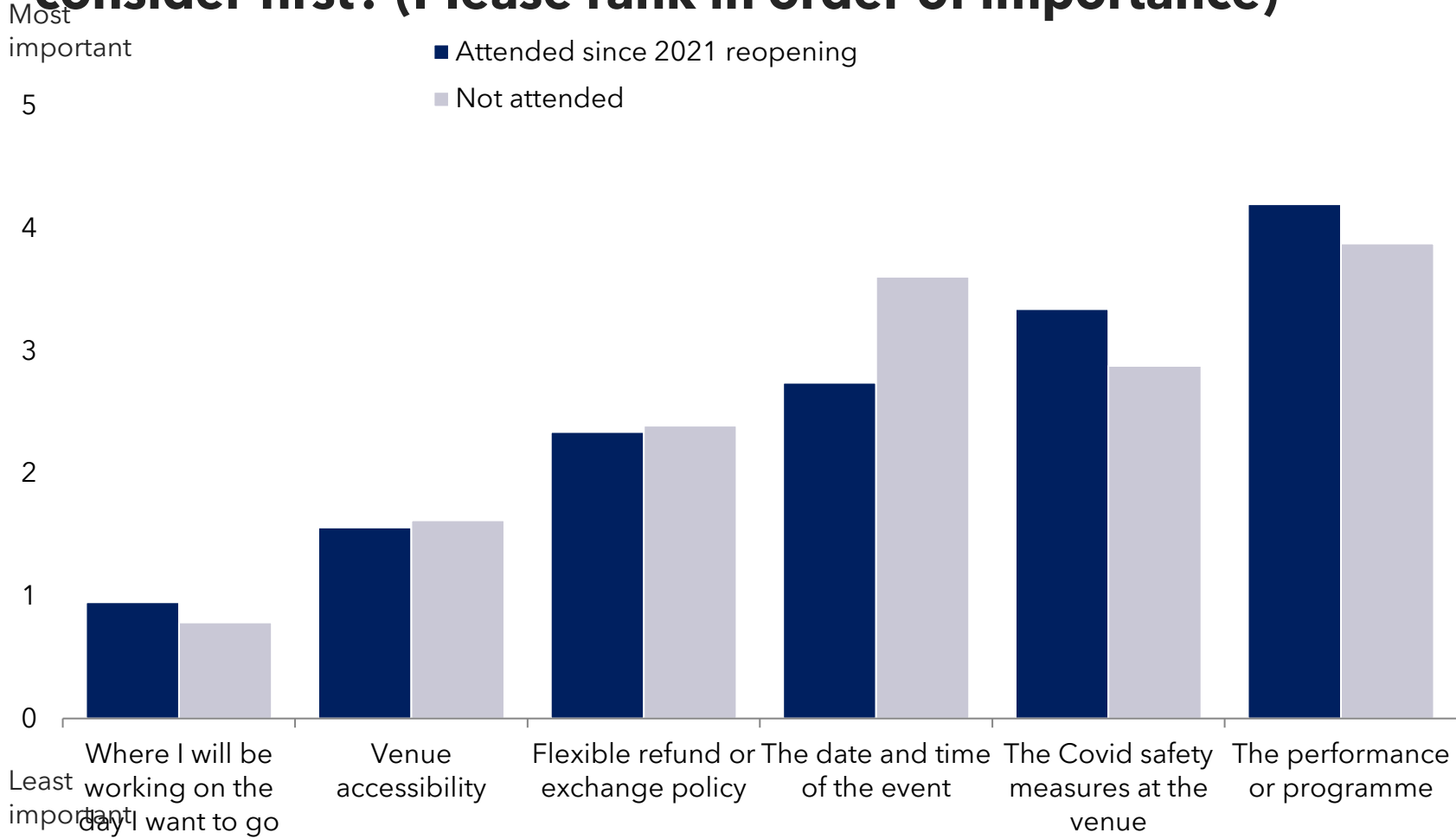
Those who said no to having an upcoming booking were asked:  
**If you were considering booking a ticket for a cultural performance today, which of the following would you consider first? (Please rank in order of importance)**

FUTURE BOOKINGS

Wave 2 n = 6,492

Those who said no to having an upcoming booking were asked:  
**If you were considering booking a ticket for a cultural performance today, which of the following would you consider first? (Please rank in order of importance)**

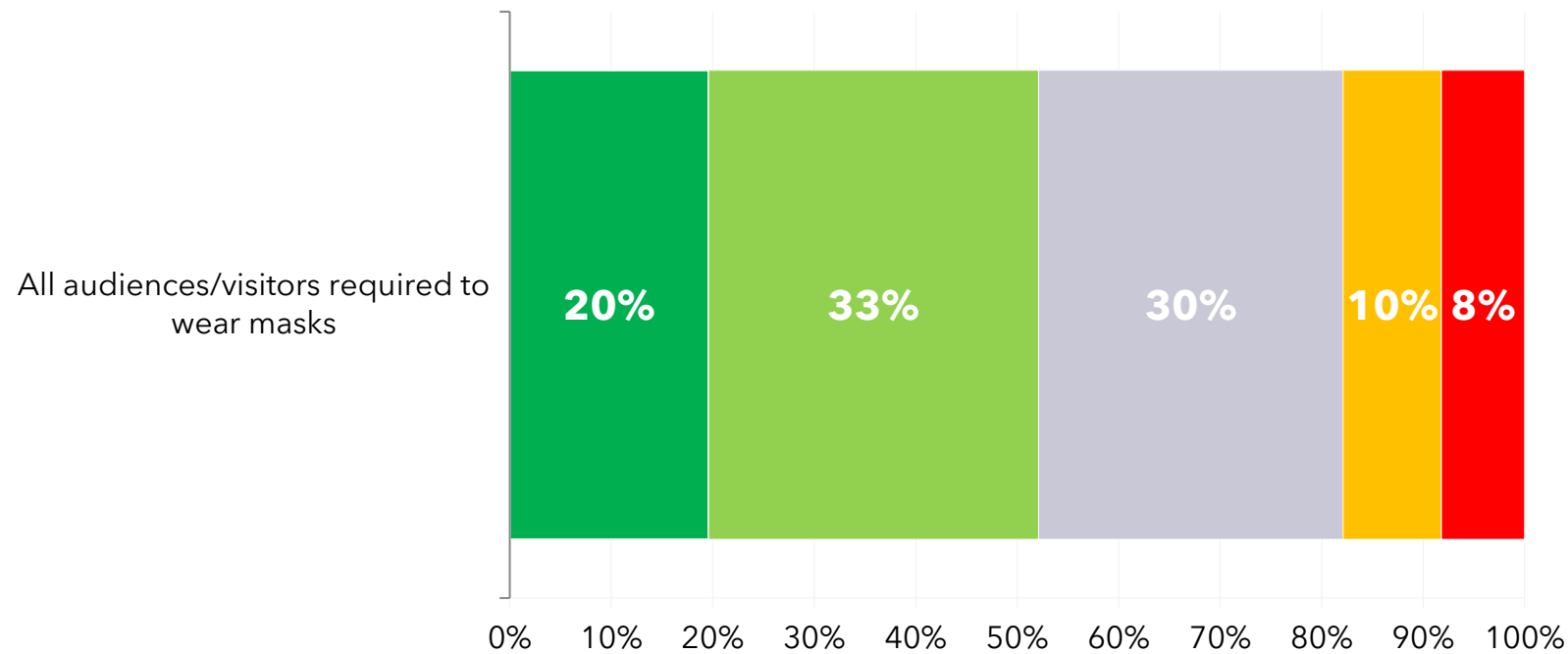


FUTURE BOOKINGS

Wave 2 n = 6,492

# Regardless of government guidance, how would the following measures, if implemented by the venue, affect your likelihood of booking for another event or making a visit as of today?

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

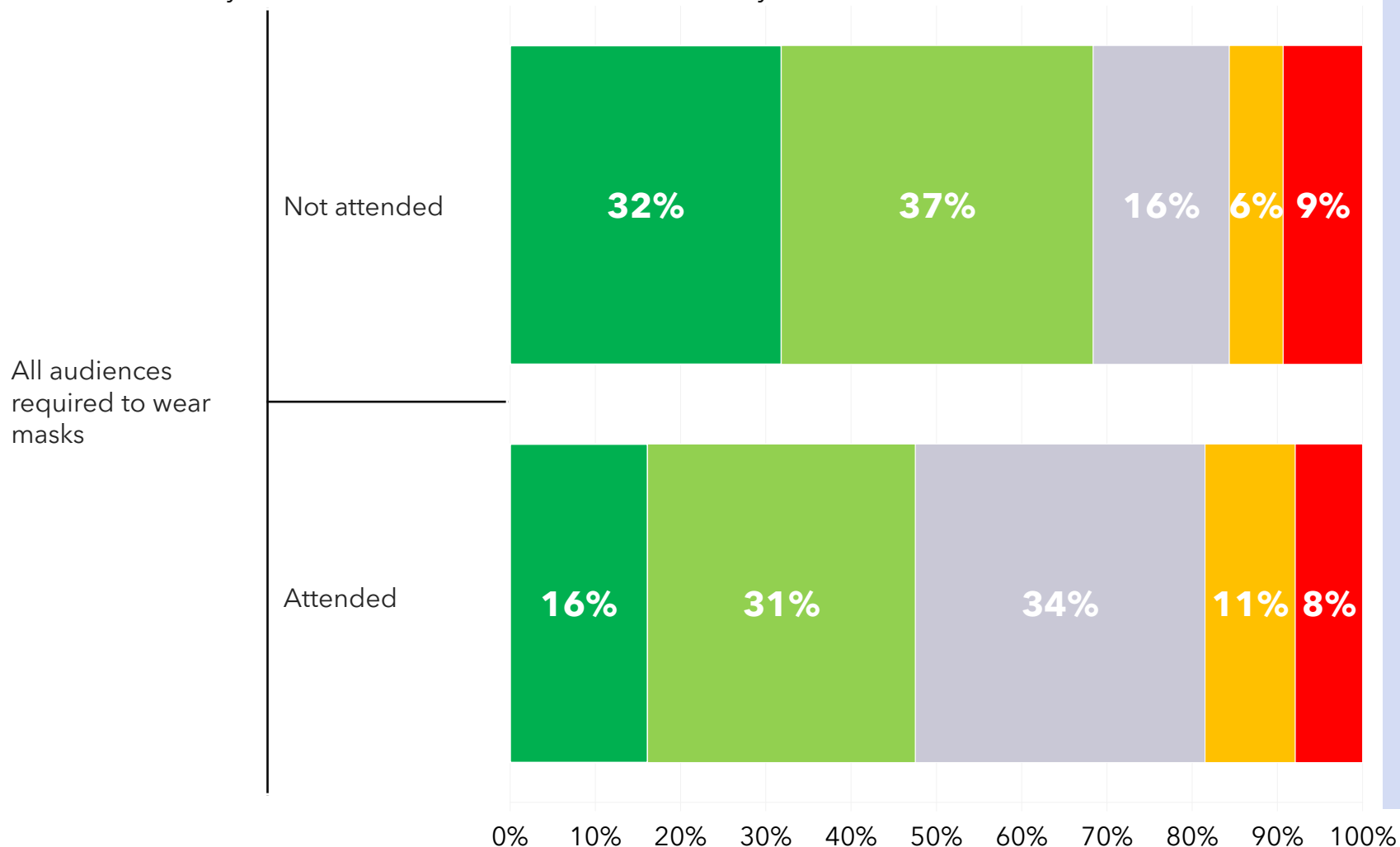



## SAFETY MEASURES

Wave 2 n = 22,681

# Regardless of government guidance, how would the following measures, if implemented by the venue, affect your likelihood of booking for another event or making a visit as of today?

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



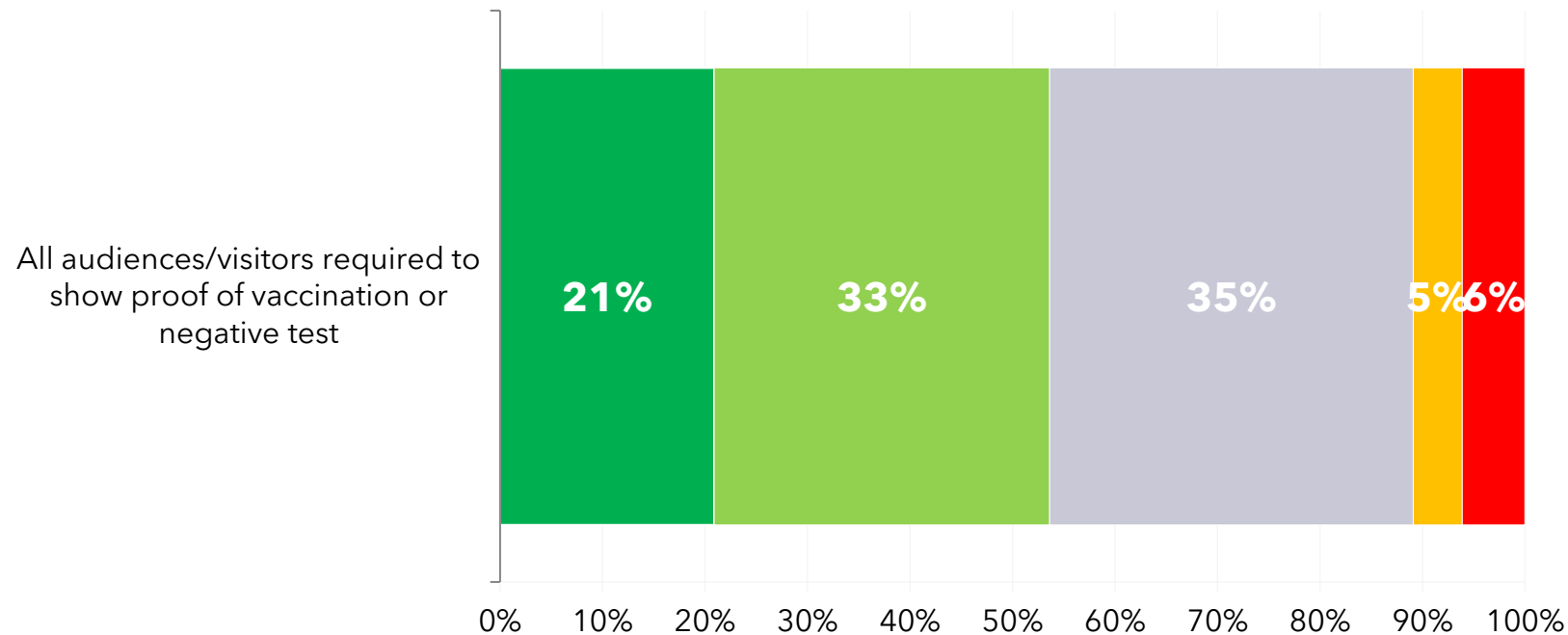


## SAFETY MEASURES

Wave 2 n = 22,681

# Regardless of government guidance, how would the following measures, if implemented by the venue, affect your likelihood of booking for another event or making a visit as of today?

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




## SAFETY MEASURES

Wave 2 n = 22,681

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



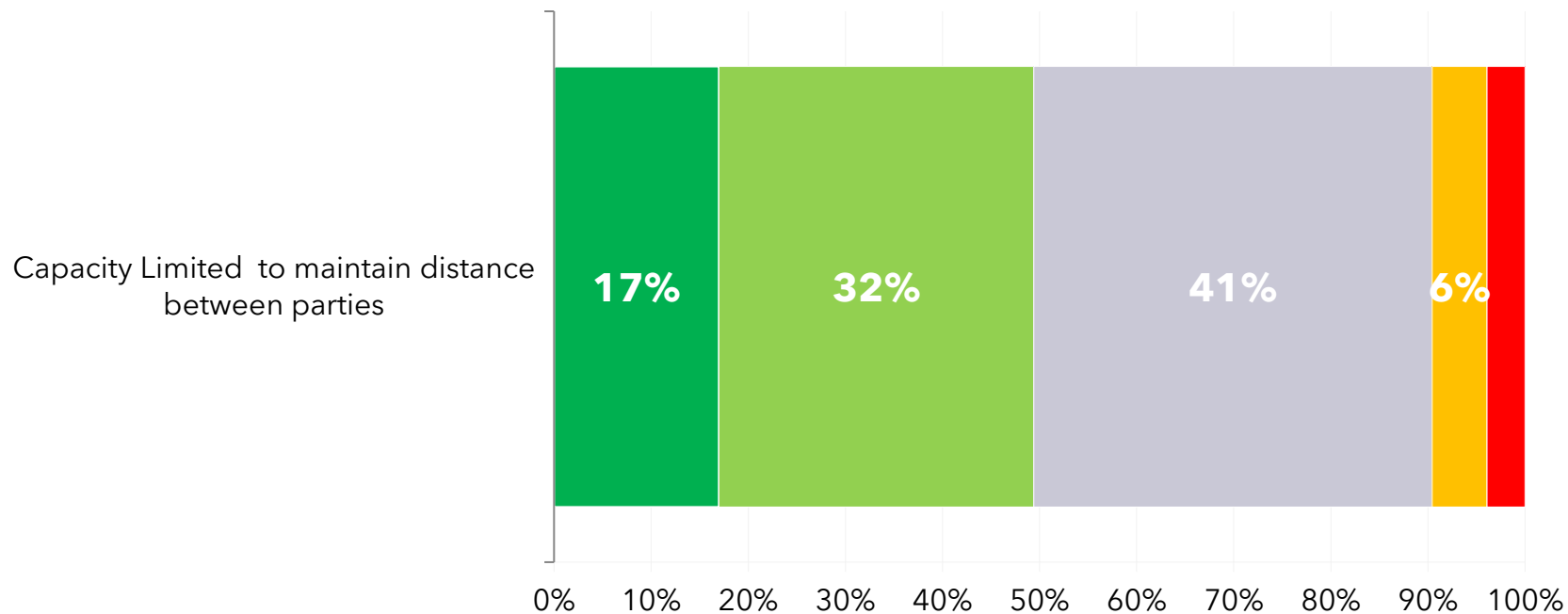


## SAFETY MEASURES

Wave 2 n = 22,681

# Regardless of government guidance, how would the following measures, if implemented by the venue, affect your likelihood of booking for another event or making a visit as of today?

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

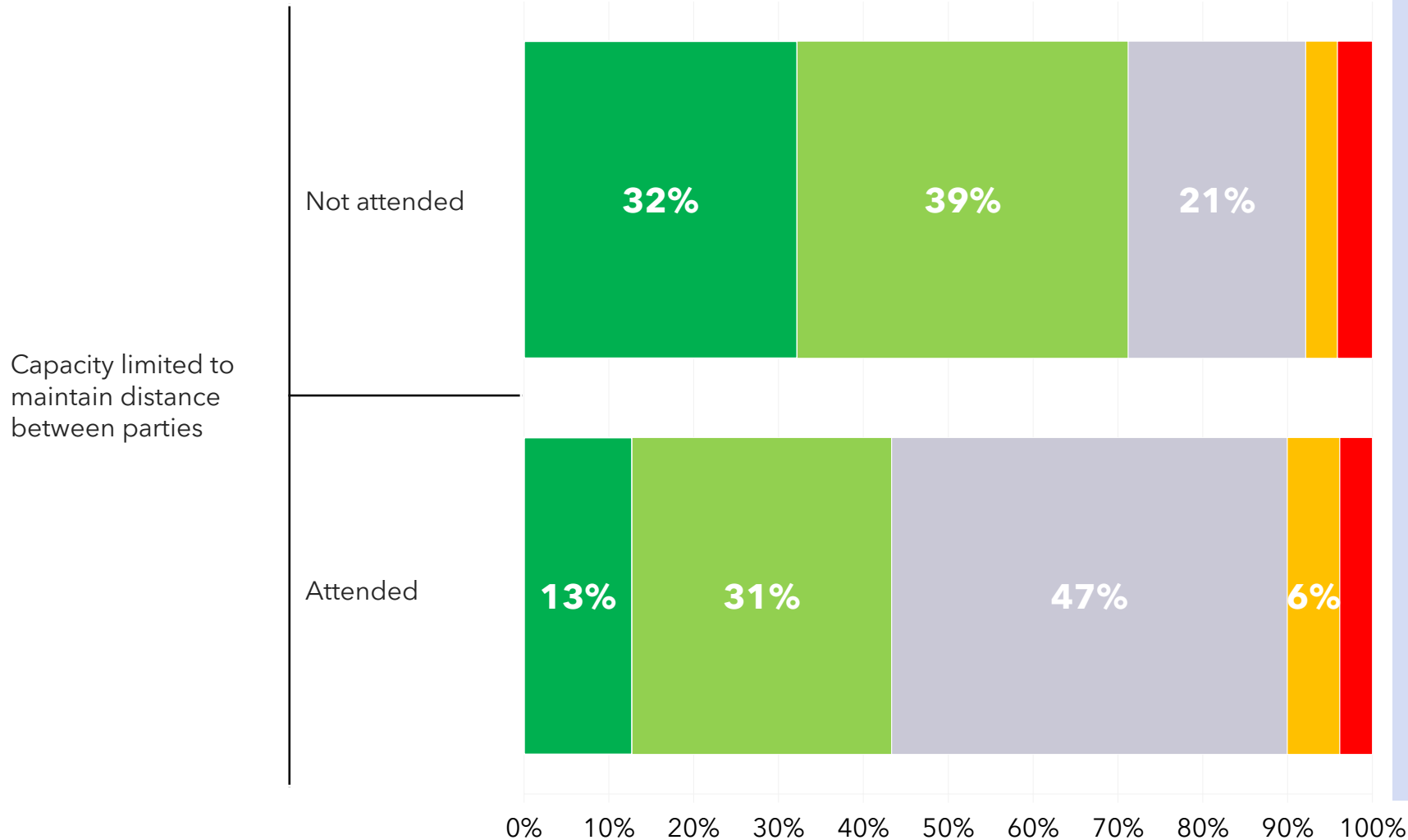


## SAFETY MEASURES

Wave 2 n = 22,681

# Regardless of government guidance, how would the following measures, if implemented by the venue, affect your likelihood of booking for another event or making a visit as of today?

- Much more likely to attend
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- Neutral
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- Much less likely to attend

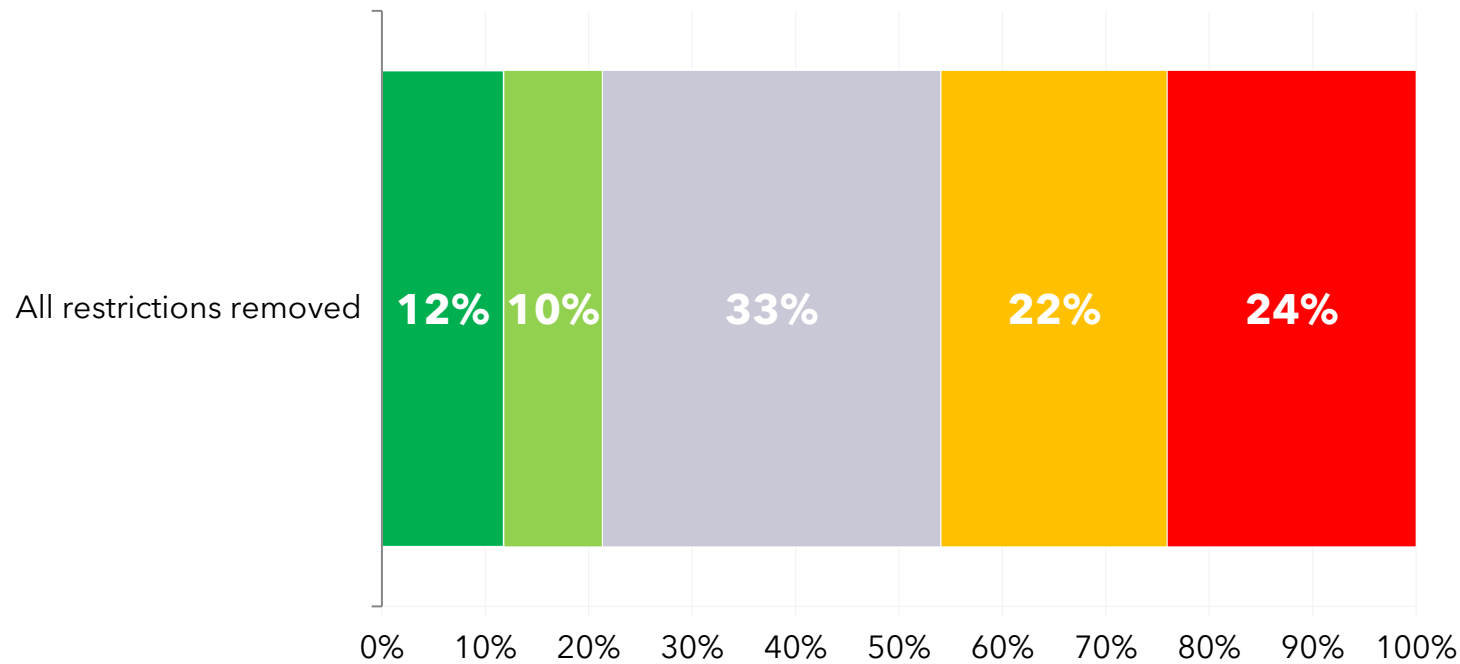


**SAFETY MEASURES**

Wave 2 n = 22,681

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- Neutral
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- Much less likely to attend

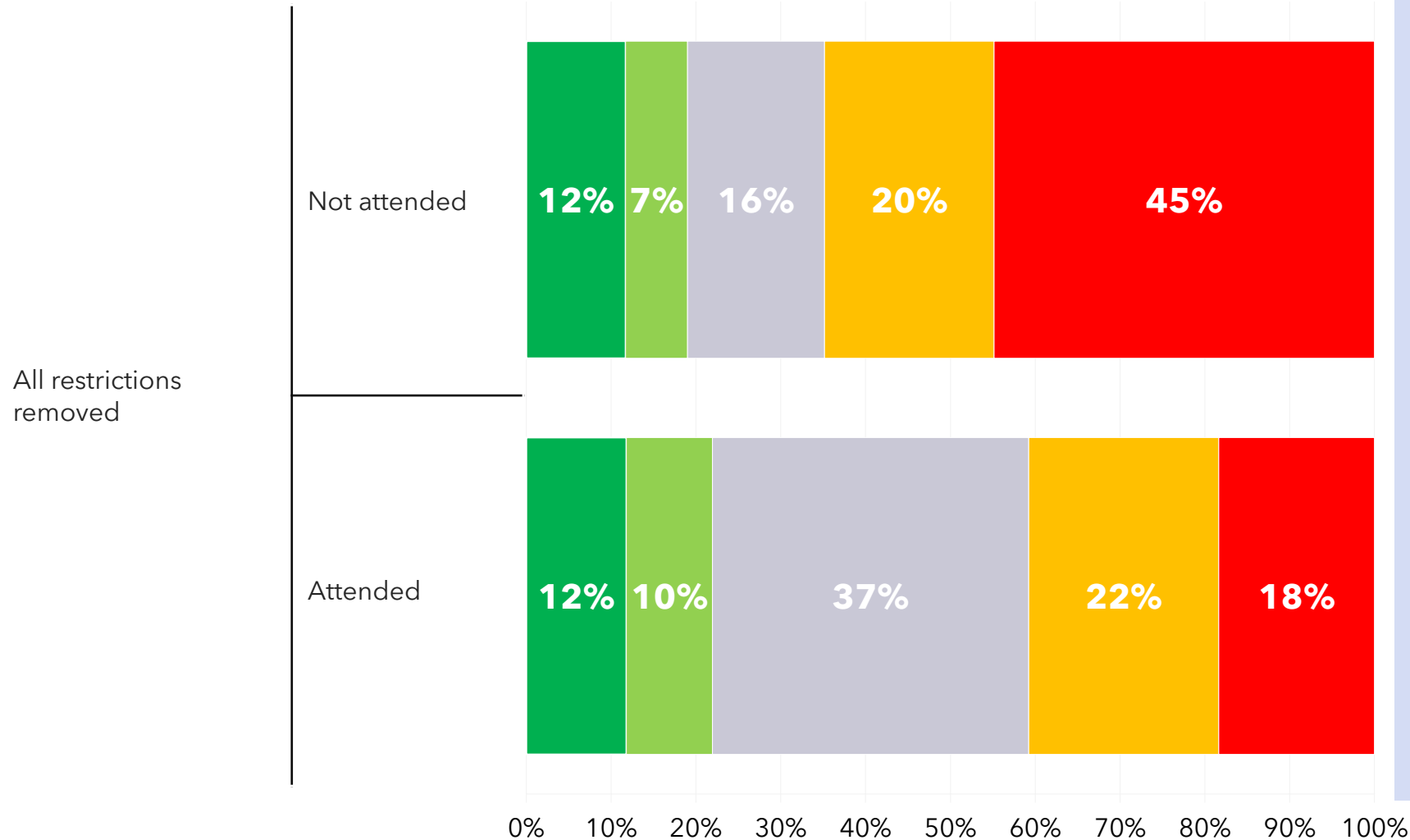



## SAFETY MEASURES

Wave 2 n = 22,681

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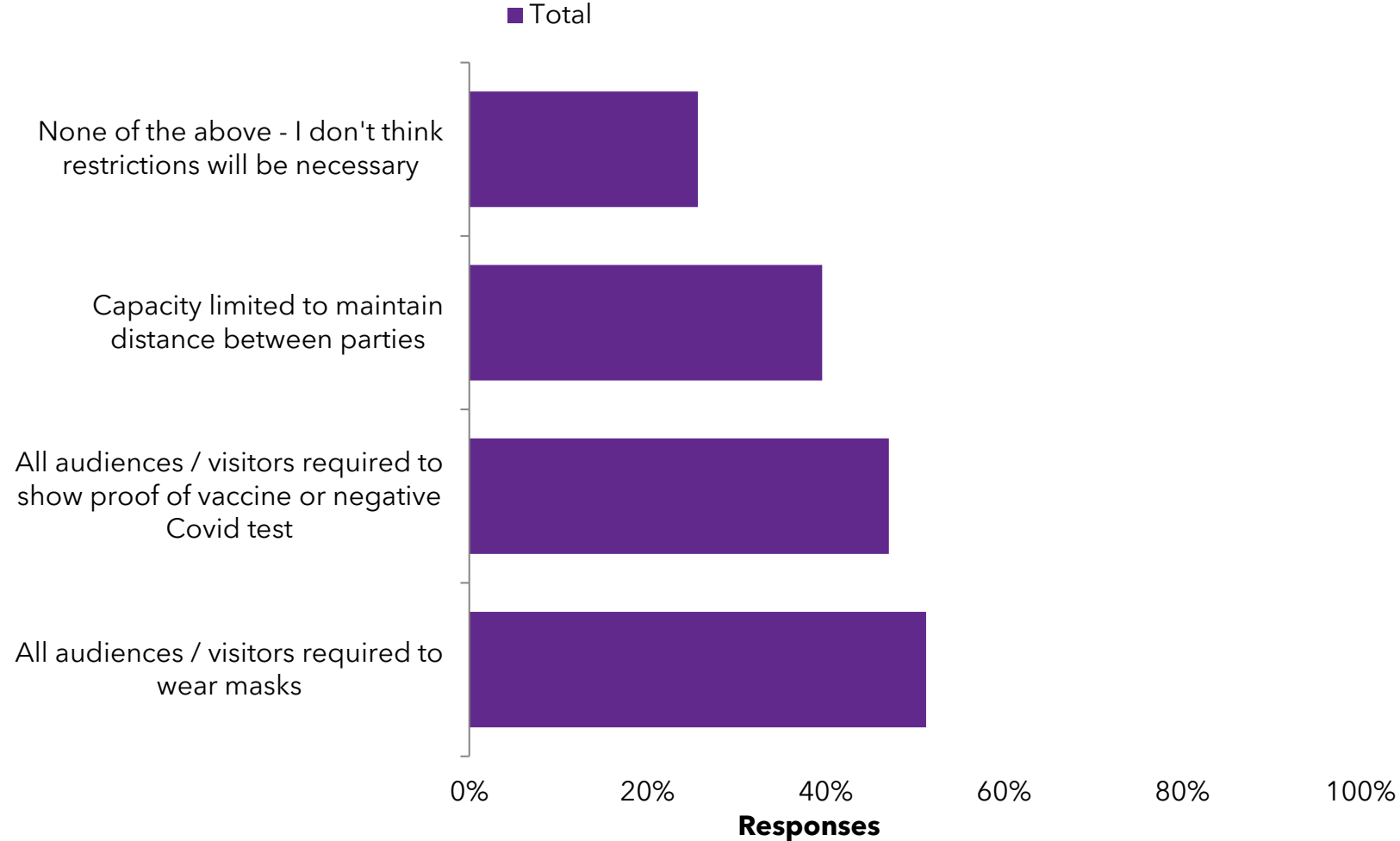




## SAFETY MEASURES

Wave 2 n = 22,681

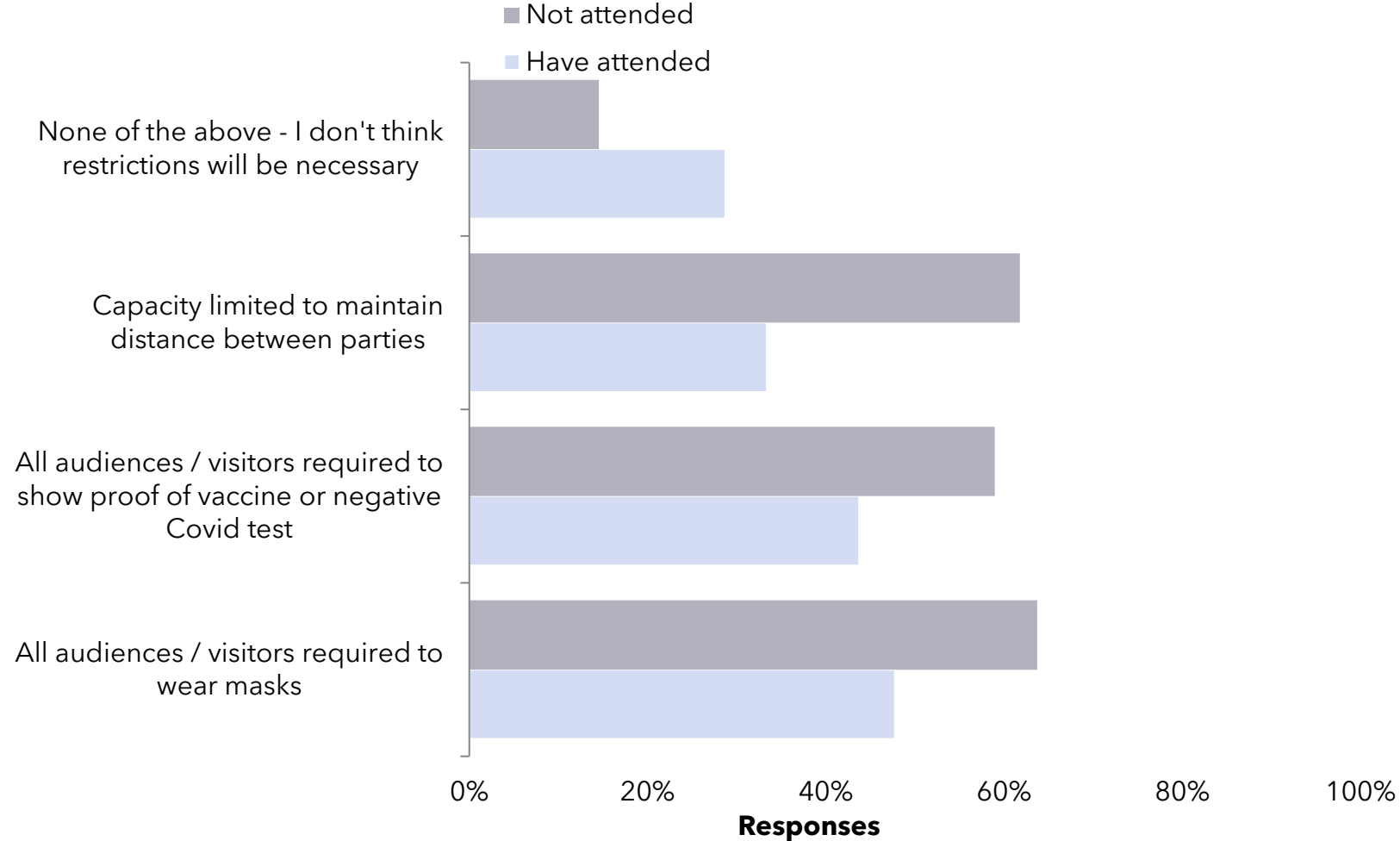
# Which of the following measures would you like to see cultural venues implement for the next 3-6 months at least?



SAFETY MEASURES

Wave 2 n = 22,681

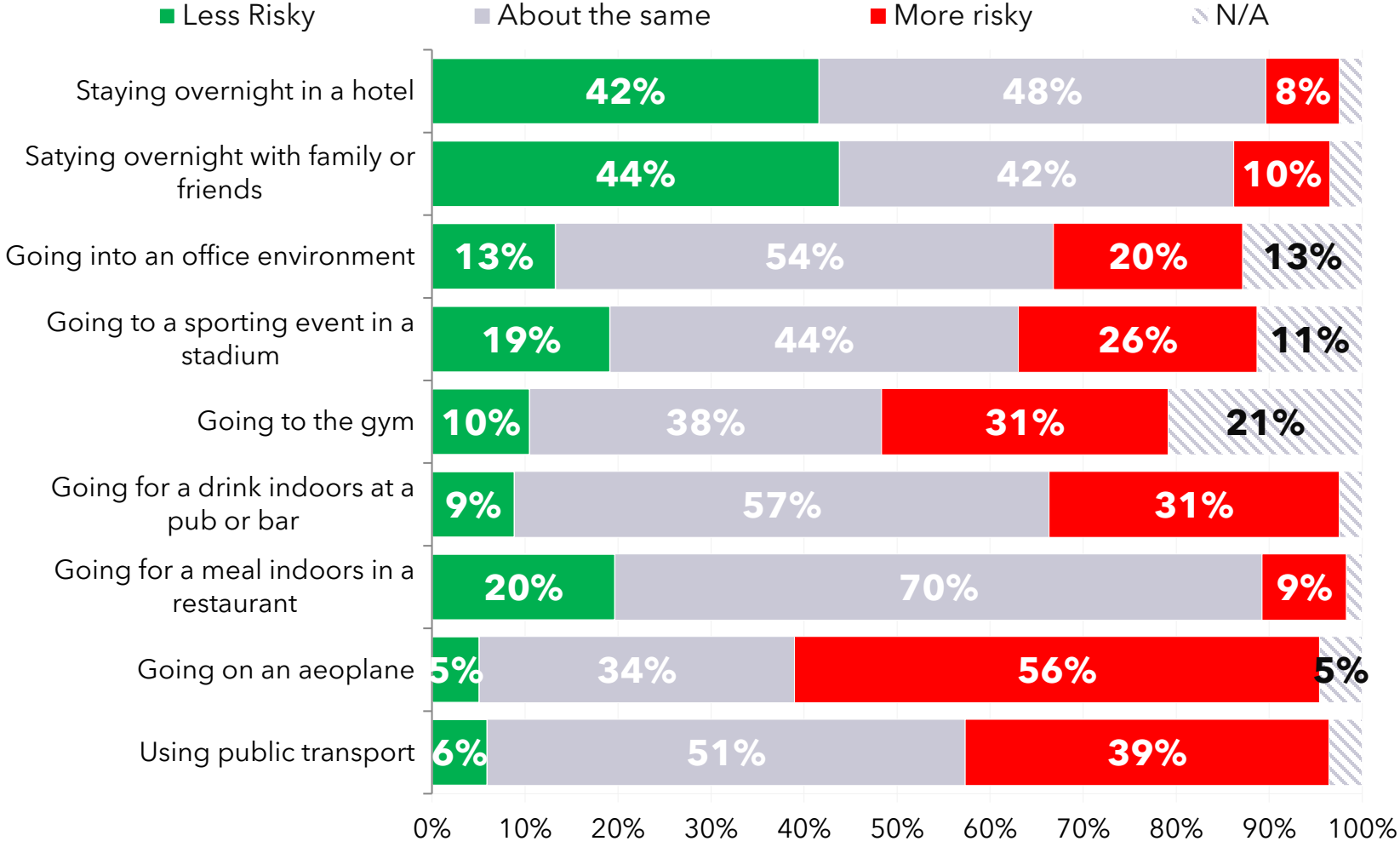
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SAFETY MEASURES

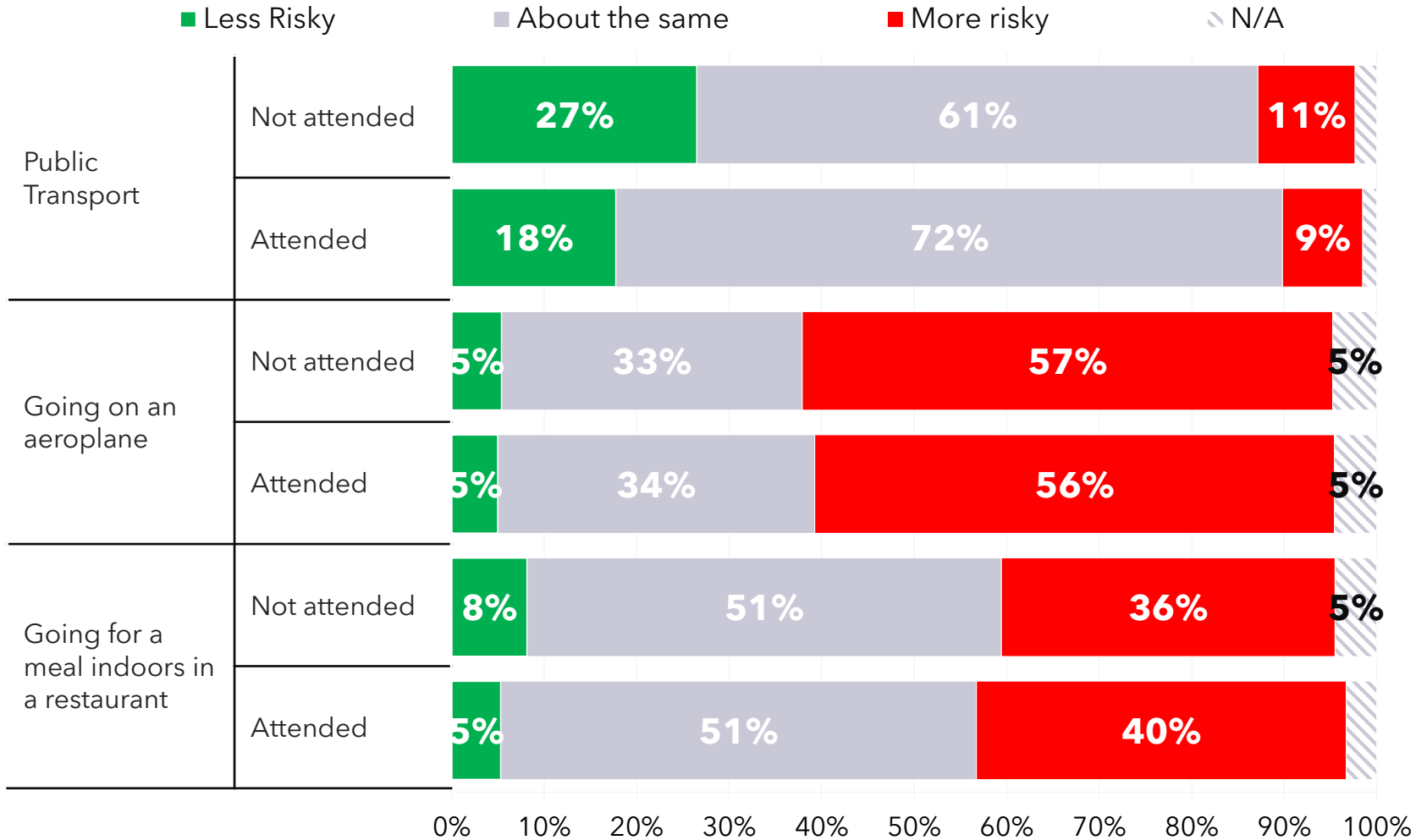
Wave 2 n = 22,681

# Would you consider the following activities to be more or less risky (in relation to catching Covid) than attending an indoor seated cultural event?



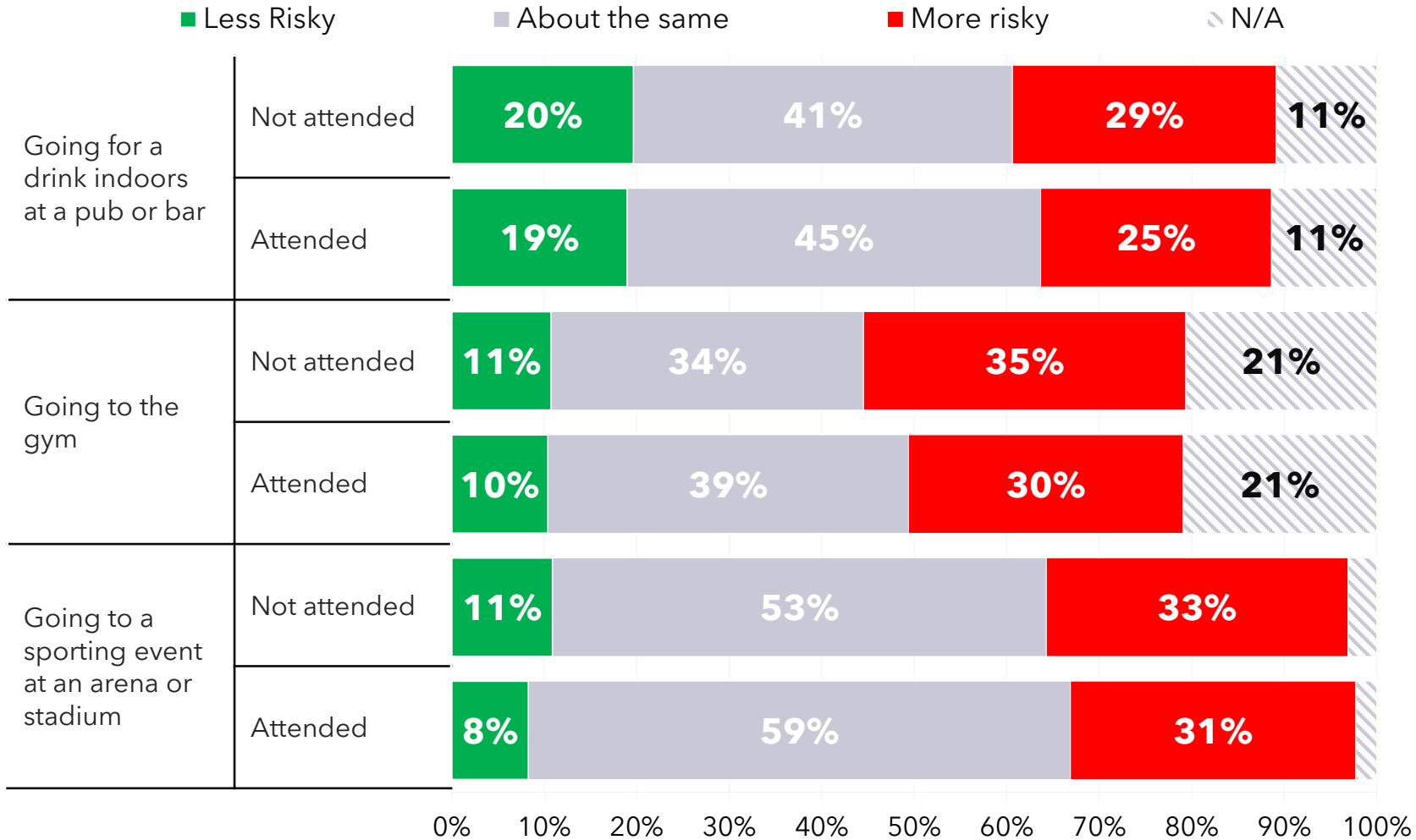
Wave 2 n = 23,091

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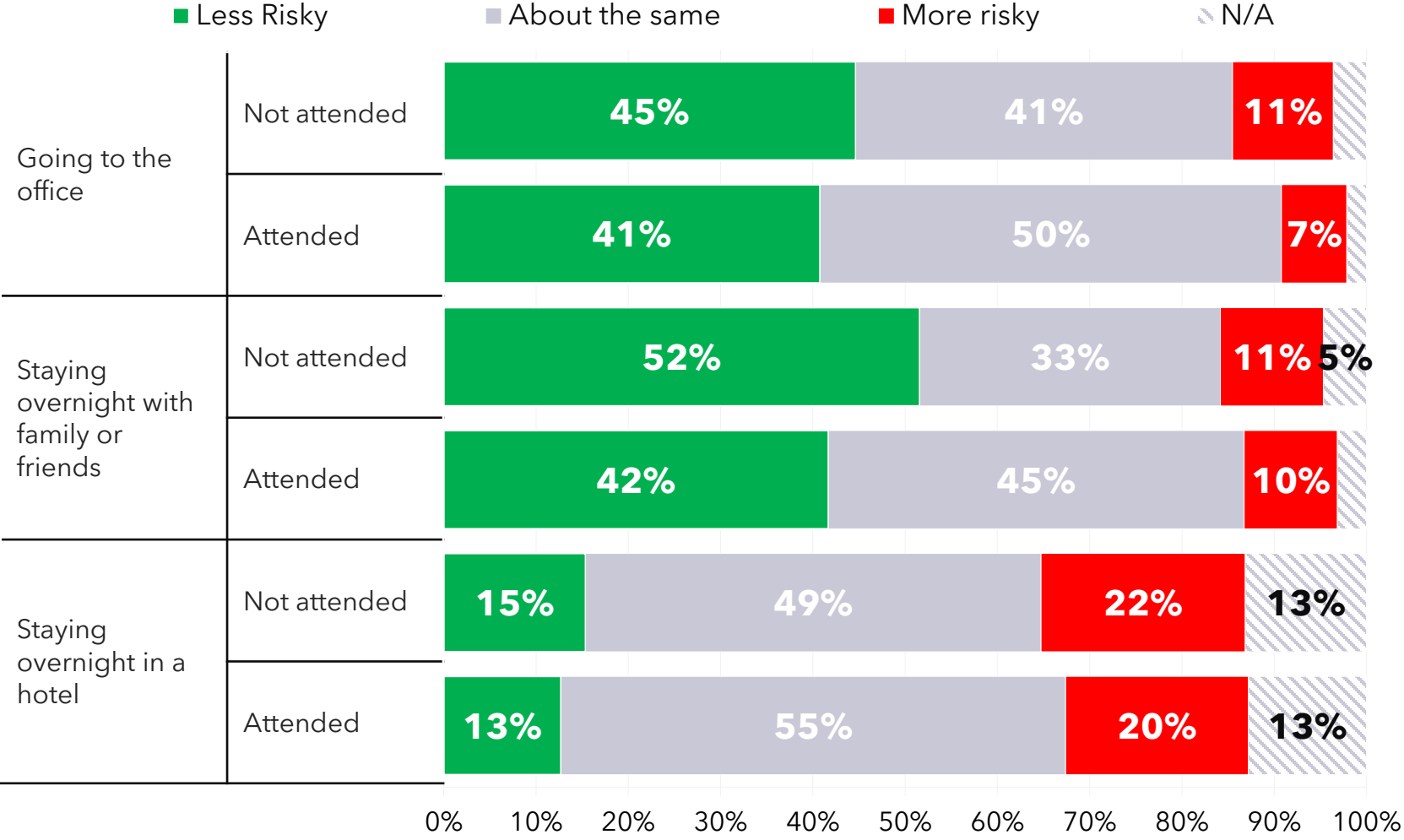
Wave 2 n = 23,091

# Would you consider the following activities to be more or less risky (in relation to catching Covid) than attending an indoor seated cultural event?



Wave 2 n = 23,091

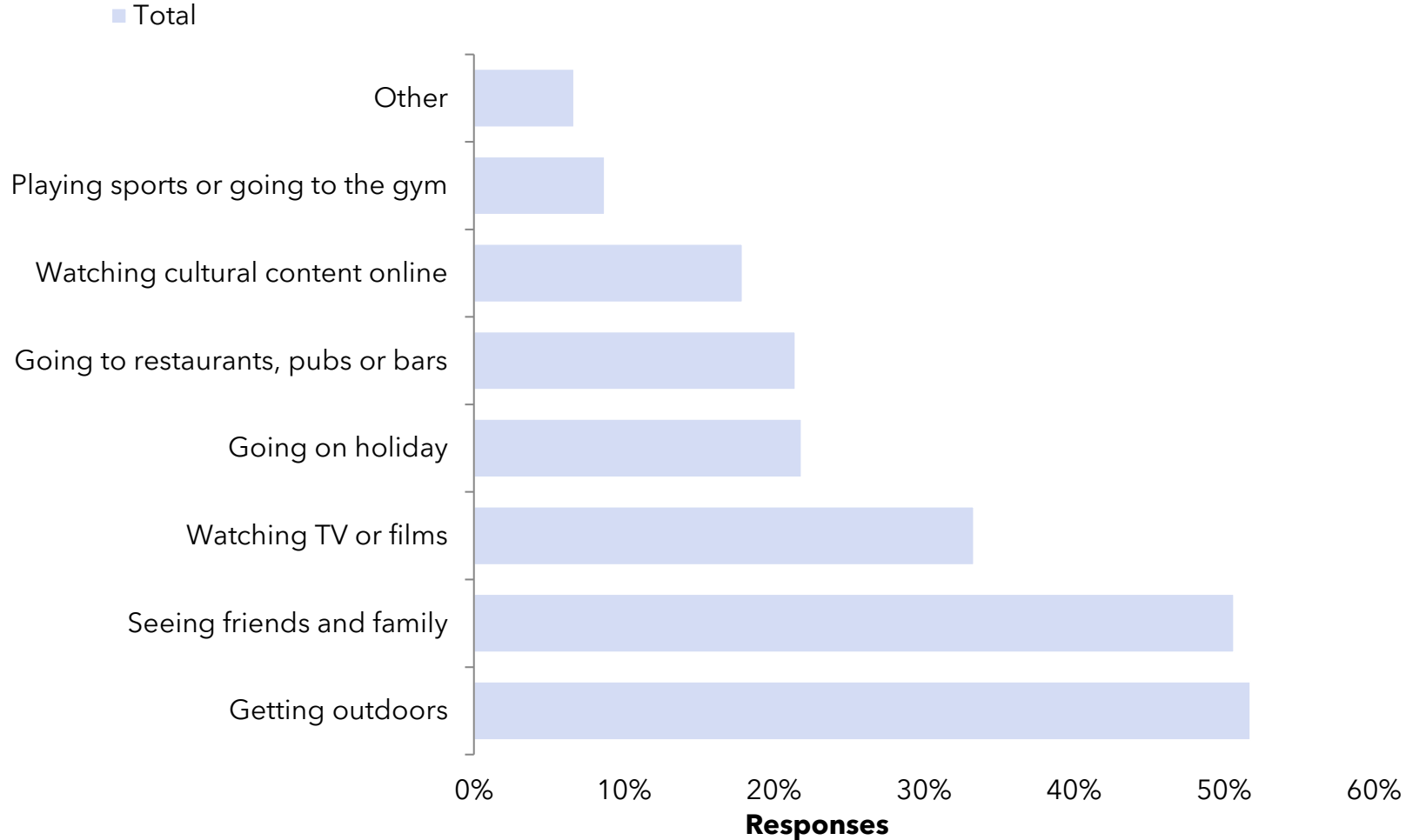
# Would you consider the following activities to be more or less risky (in relation to catching Covid) than attending an indoor seated cultural event?



**RISK**

Wave 2 n = 23,091

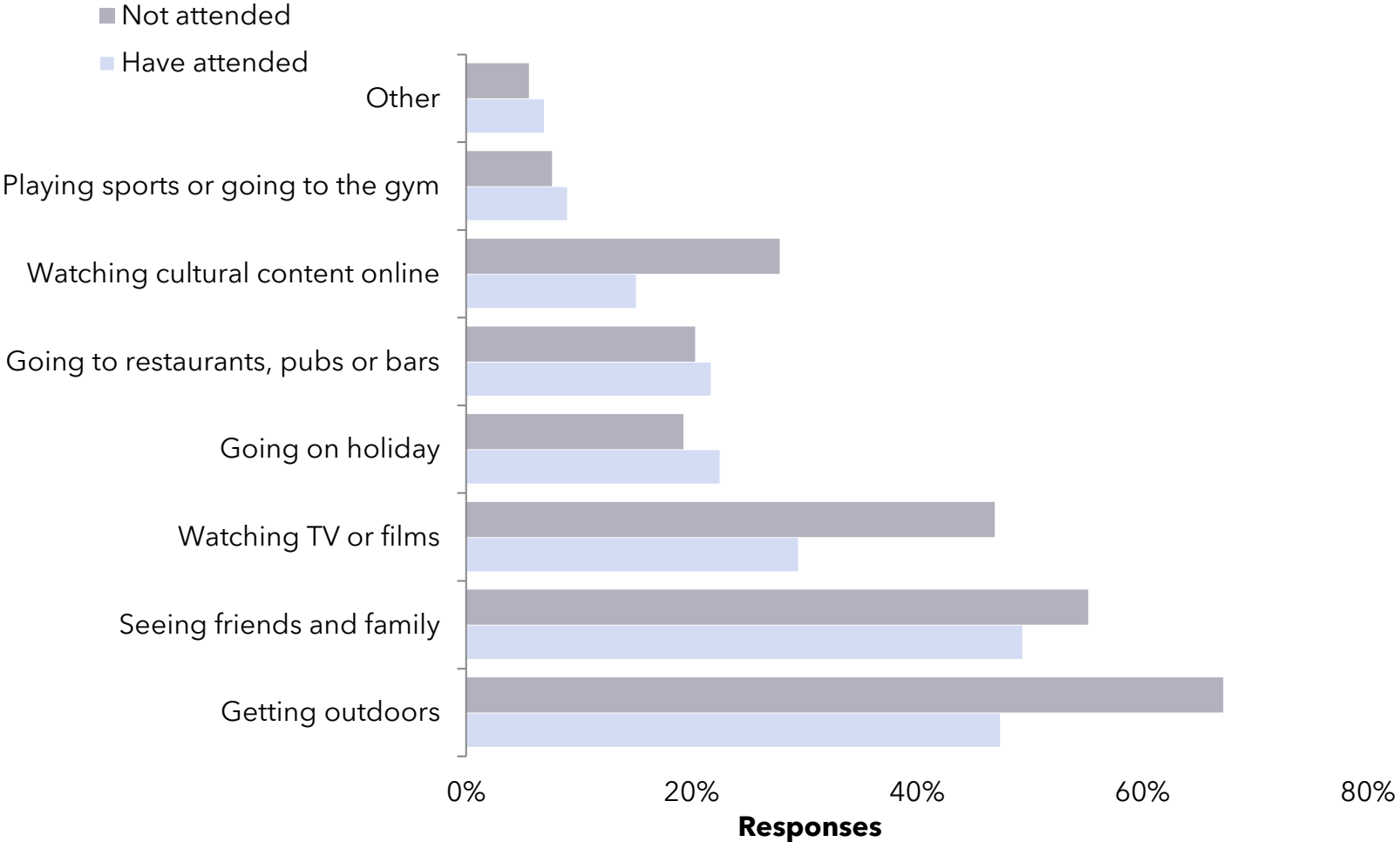
# Since Covid, are you prioritising any of the following activities over attending cultural events and venues?



PRIORITIES

Wave 2 n = 23,222


# Since Covid, are you prioritising any of the following activities over attending cultural events and venues?



Wave 2 n = 23,222

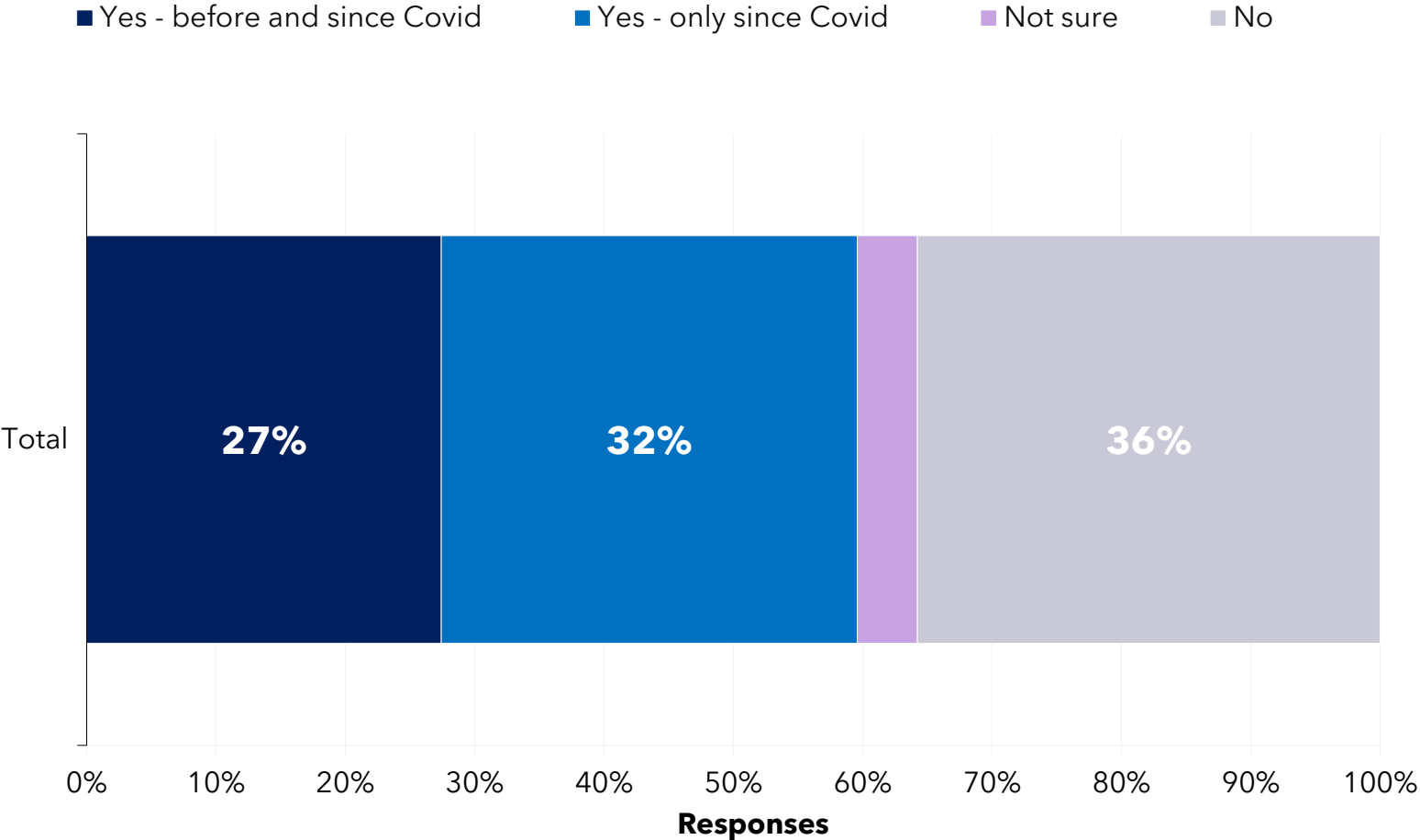
# Online Culture

# Have you ever engaged with any culture ONLINE?

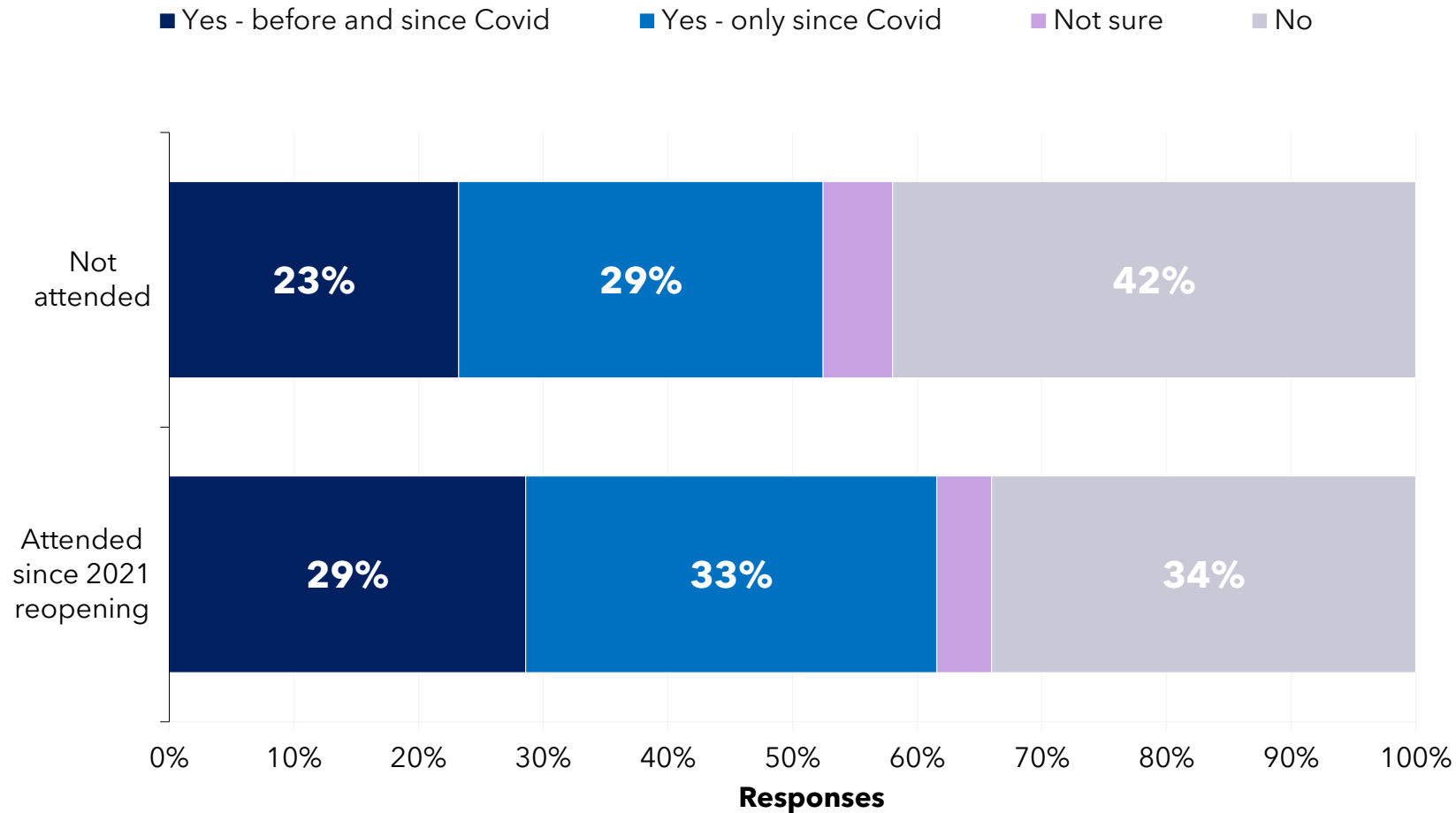


DIGITAL  
ENGAGEMENT

Wave 2 n = 23,222



# Have you ever engaged with any culture ONLINE?

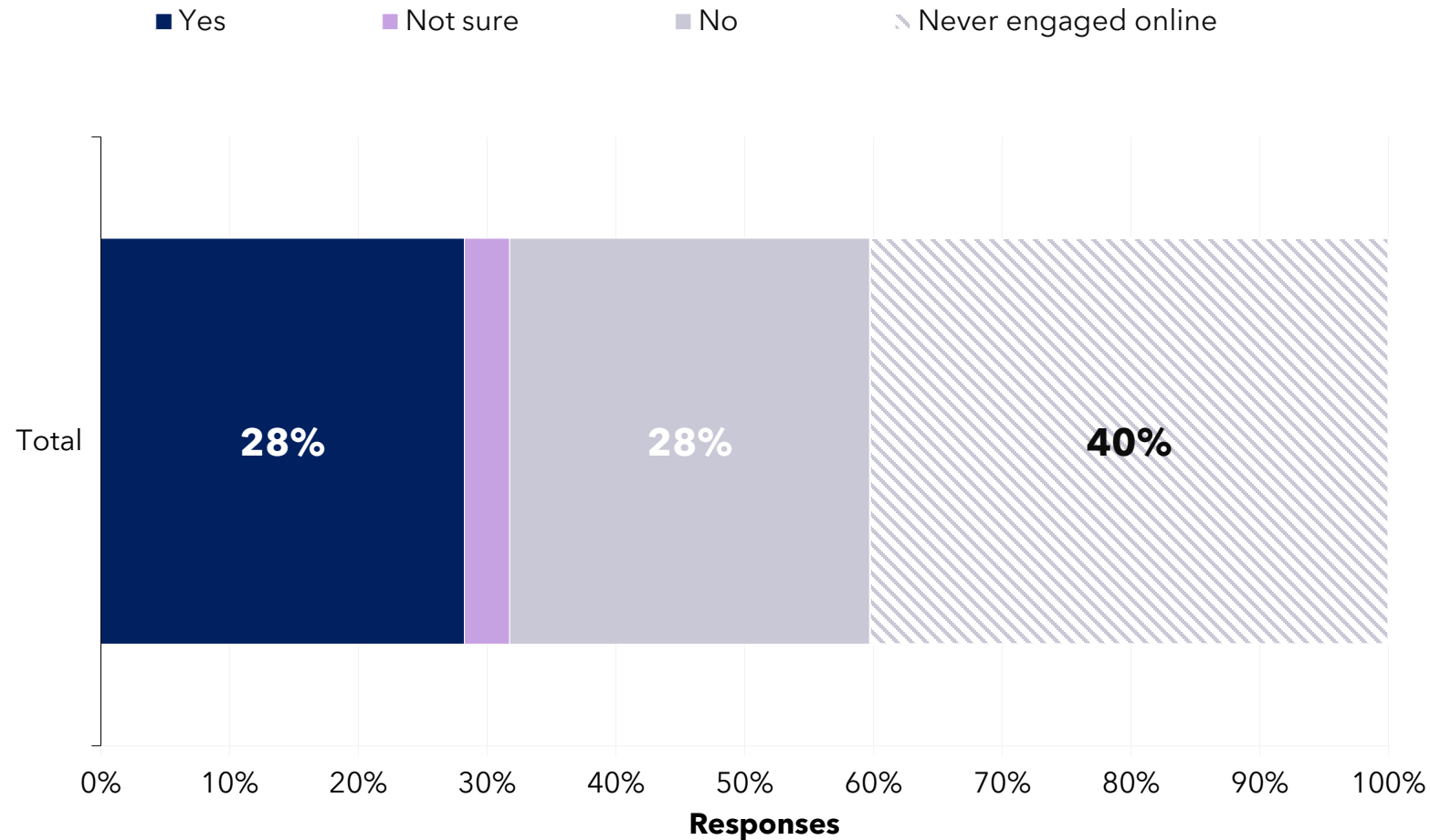


  
DIGITAL  
ENGAGEMENT

Wave 2 n = 23,222

Those who answered yes to having engaged with online culture were asked:

## Have you engaged with culture online since cultural venues reopened in 2021?

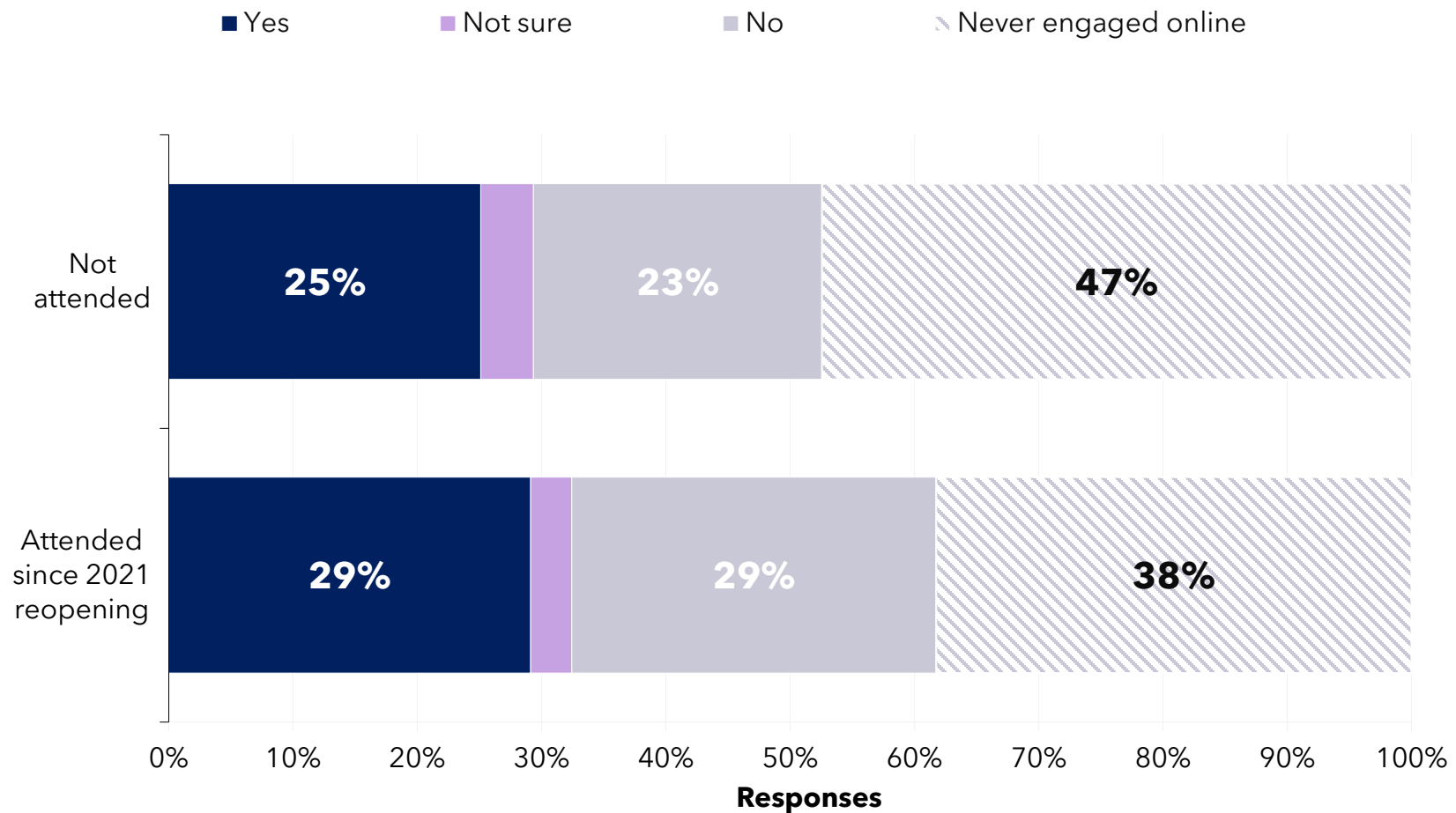


DIGITAL  
ENGAGEMENT

Wave 2 n = 23,222

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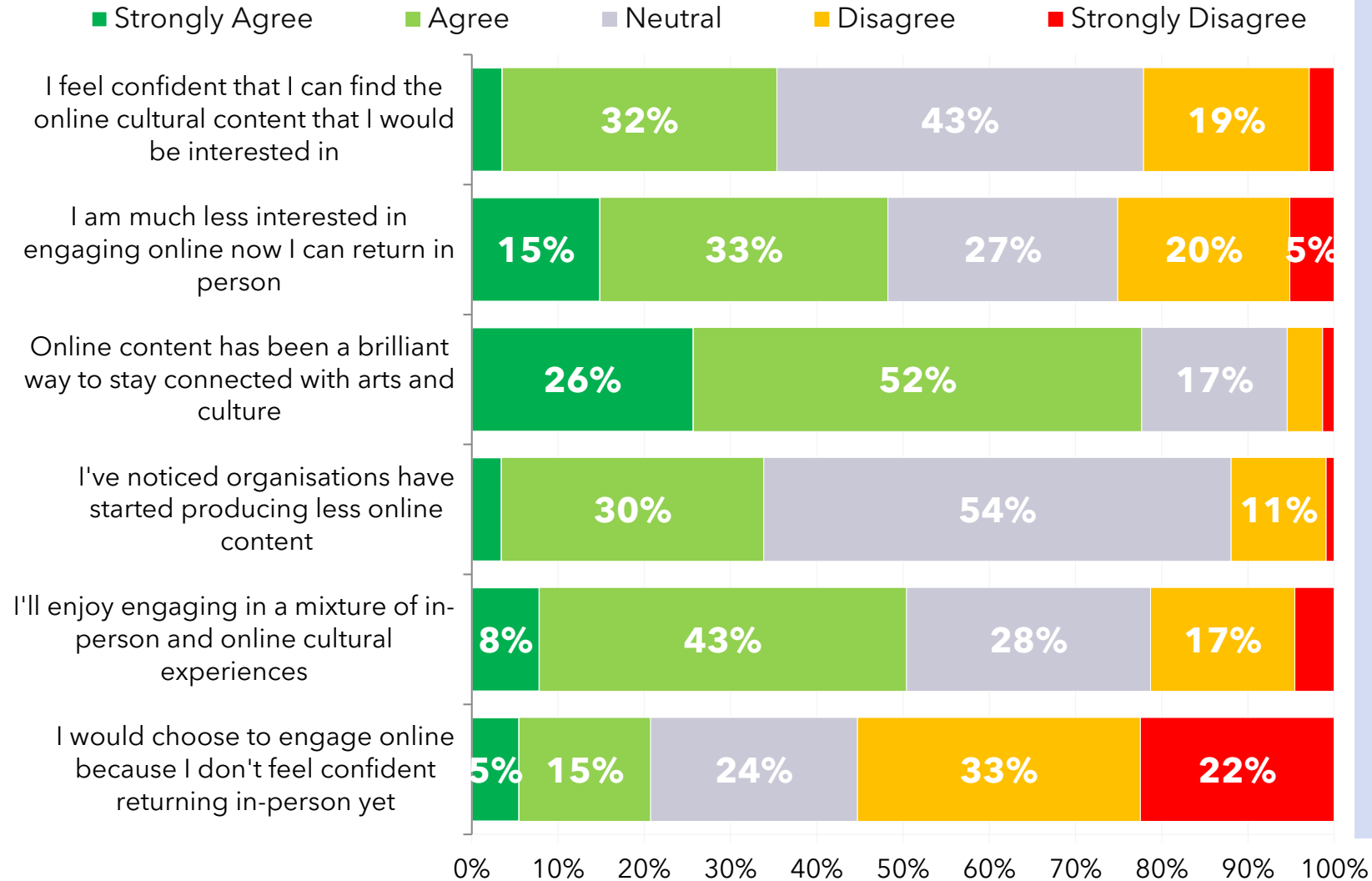


DIGITAL  
ENGAGEMENT

Wave 2 n = 23,222

Those who answered yes to having engaged with online culture were asked:

## How far do you agree with the following statements about online culture?

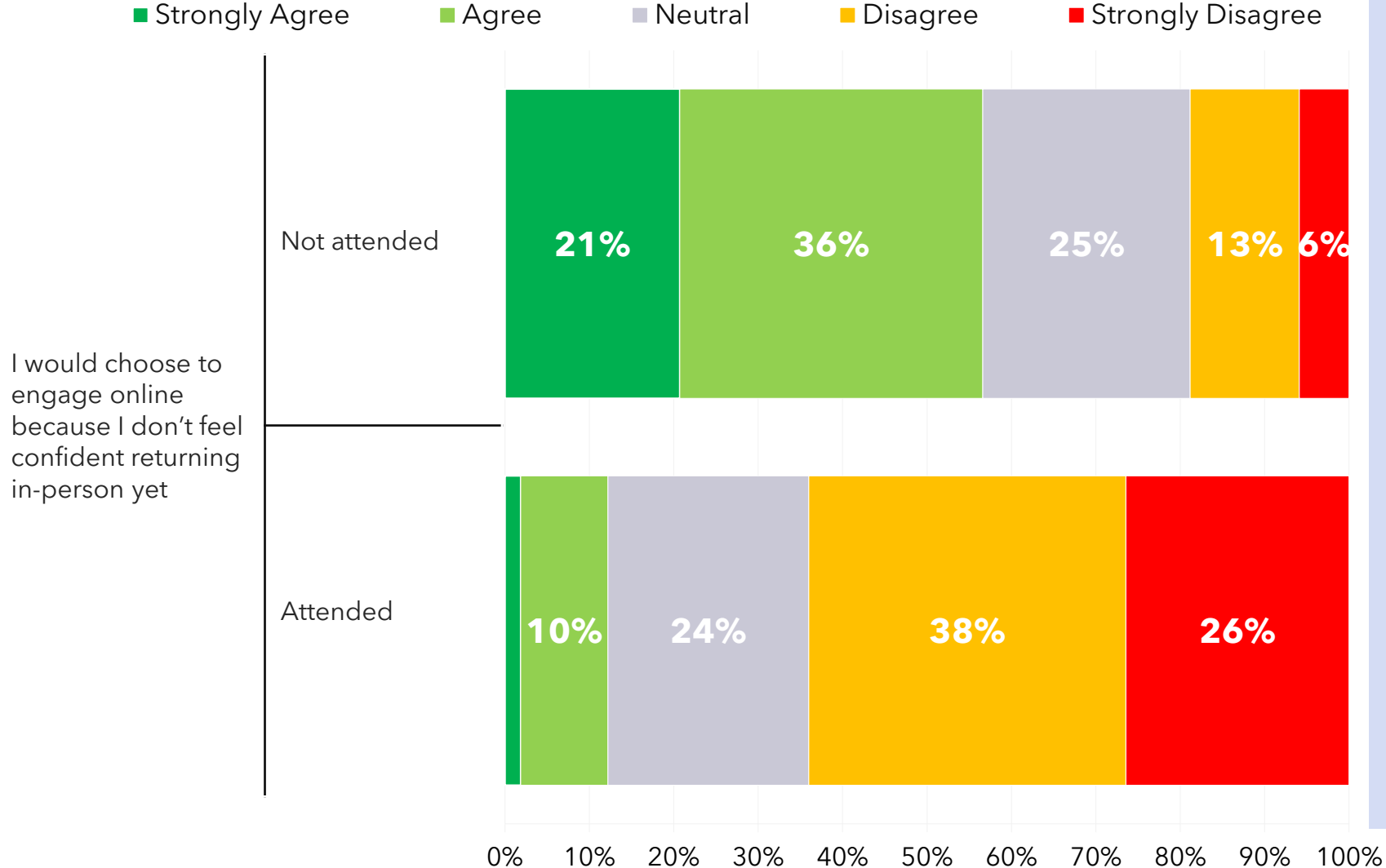


## DIGITAL ENGAGEMENT

Wave 2 n = 23,222

Those who answered yes to having engaged with online culture were asked:

## How far do you agree with the following statements about online culture?

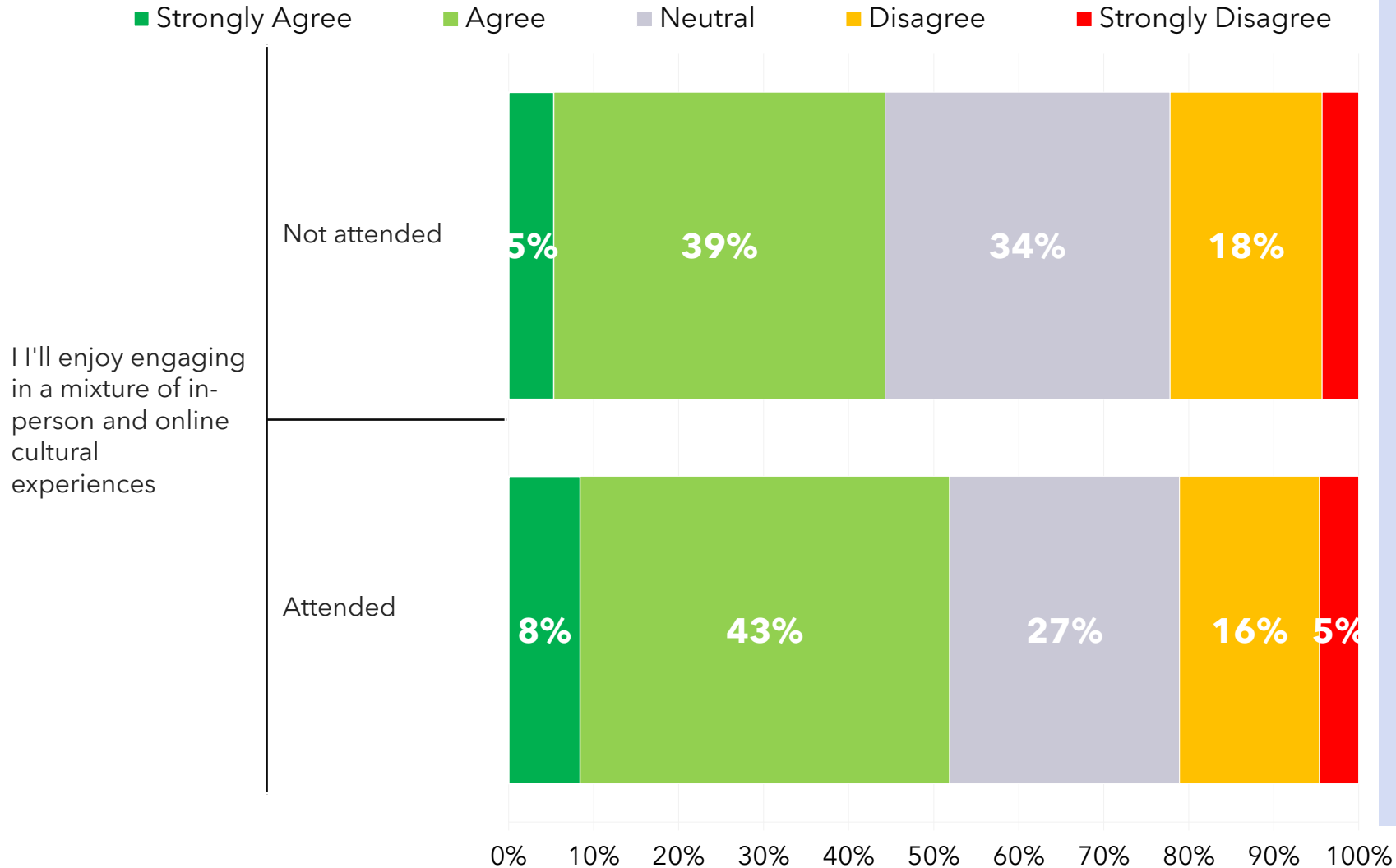


## DIGITAL ENGAGEMENT

Wave 2 n = 23,222

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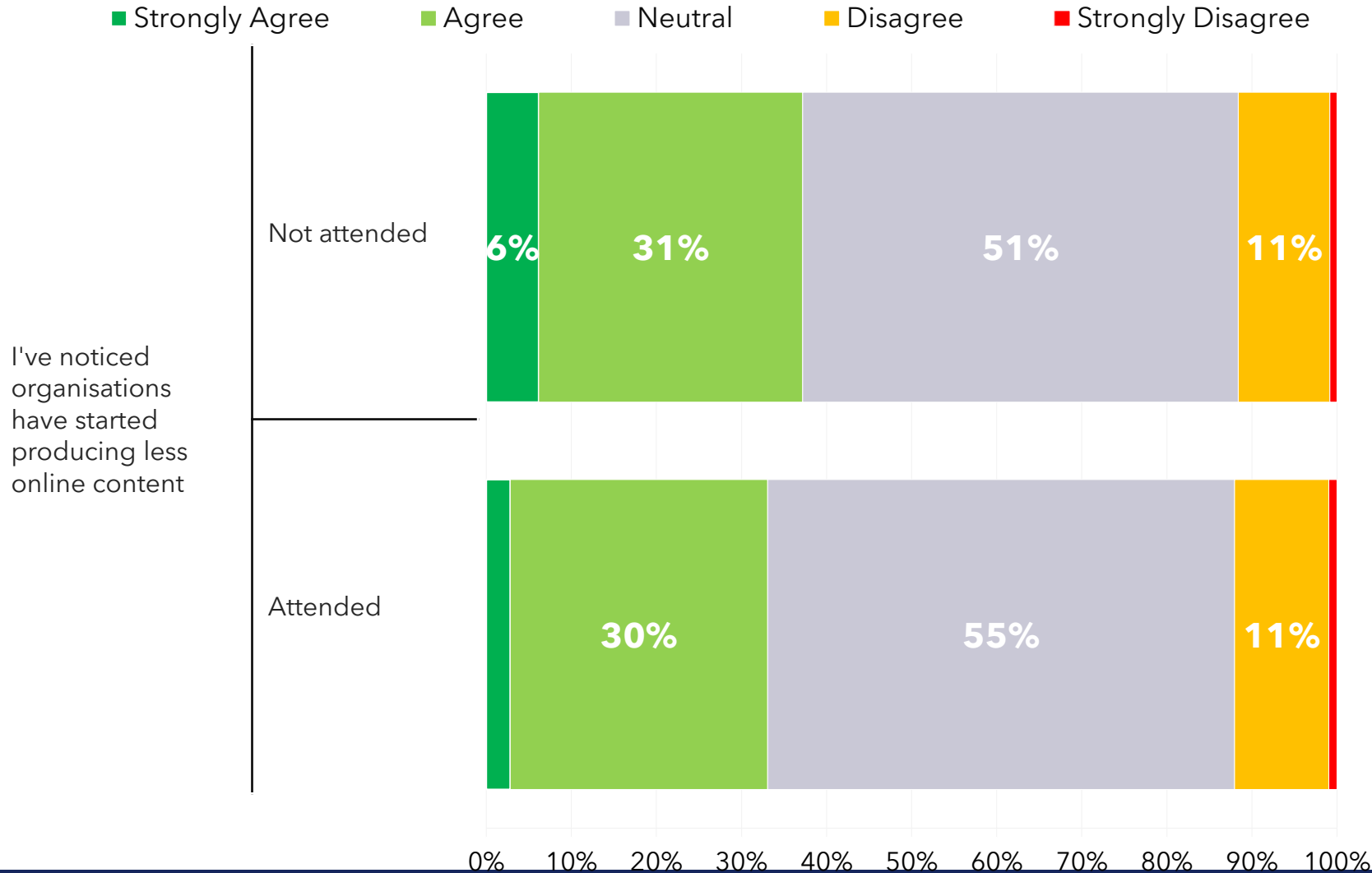


## DIGITAL ENGAGEMENT

Wave 2 n = 23,222

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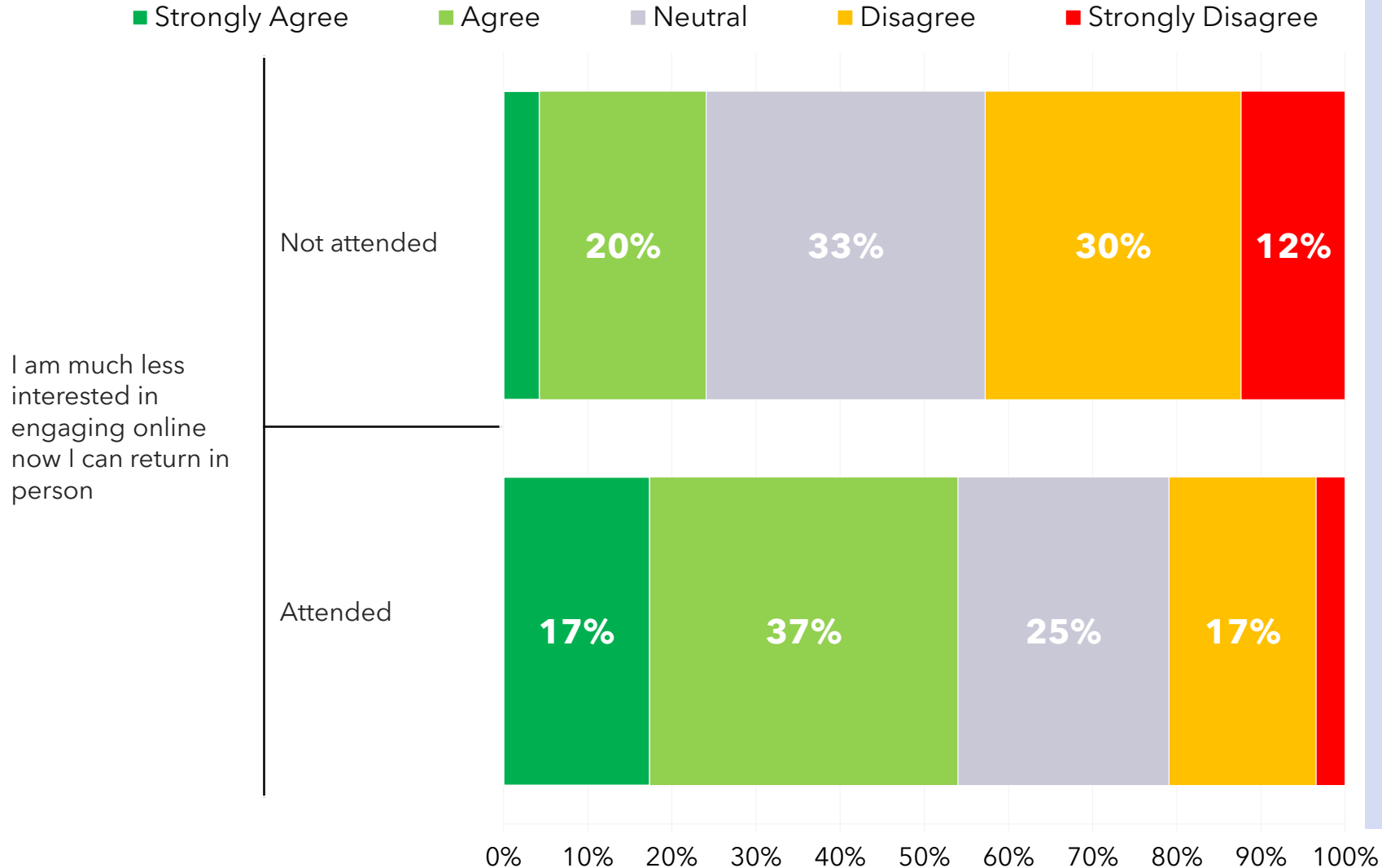


## DIGITAL ENGAGEMENT

Wave 2 n = 23,222

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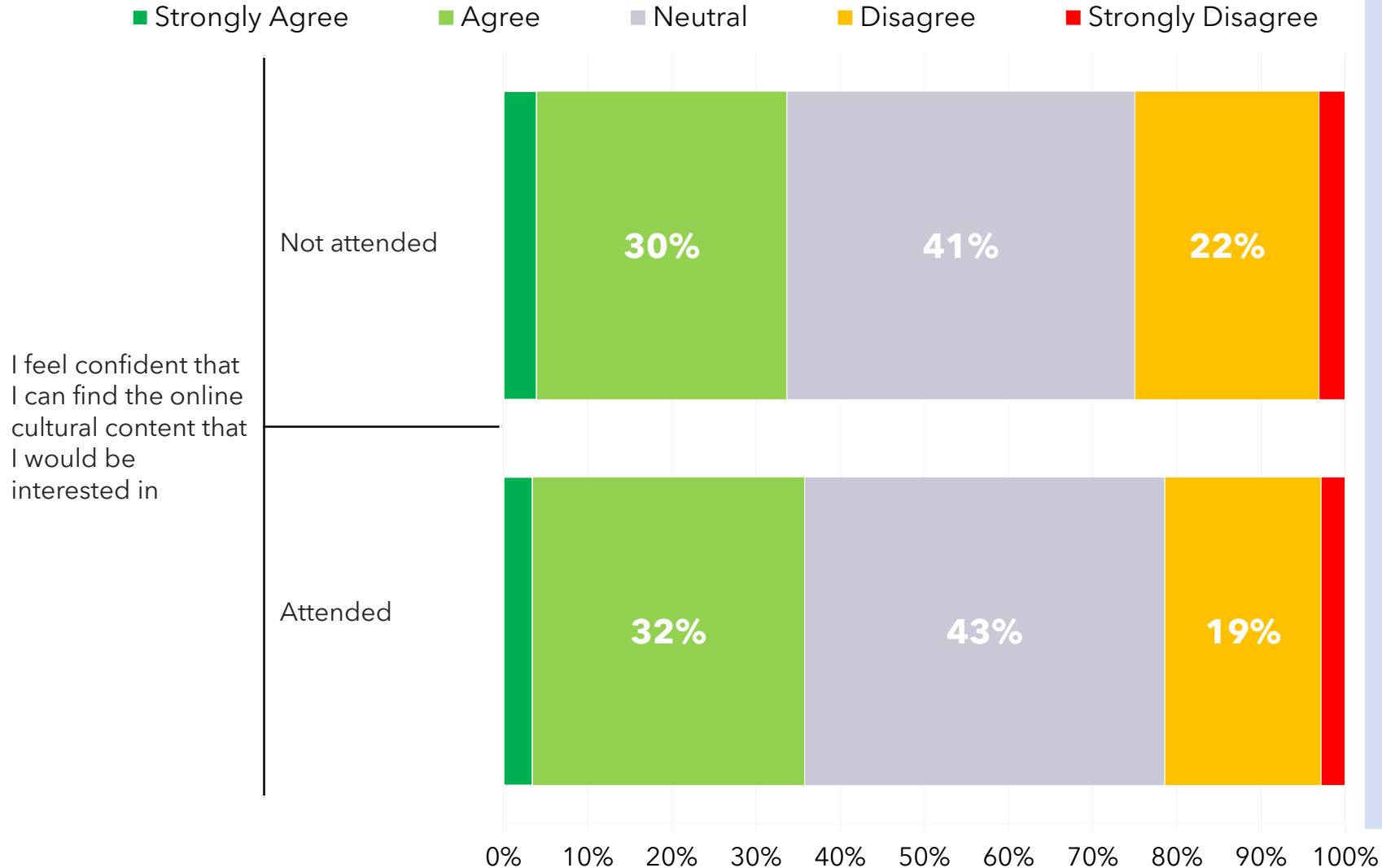


## DIGITAL ENGAGEMENT

Wave 2 n = 23,222

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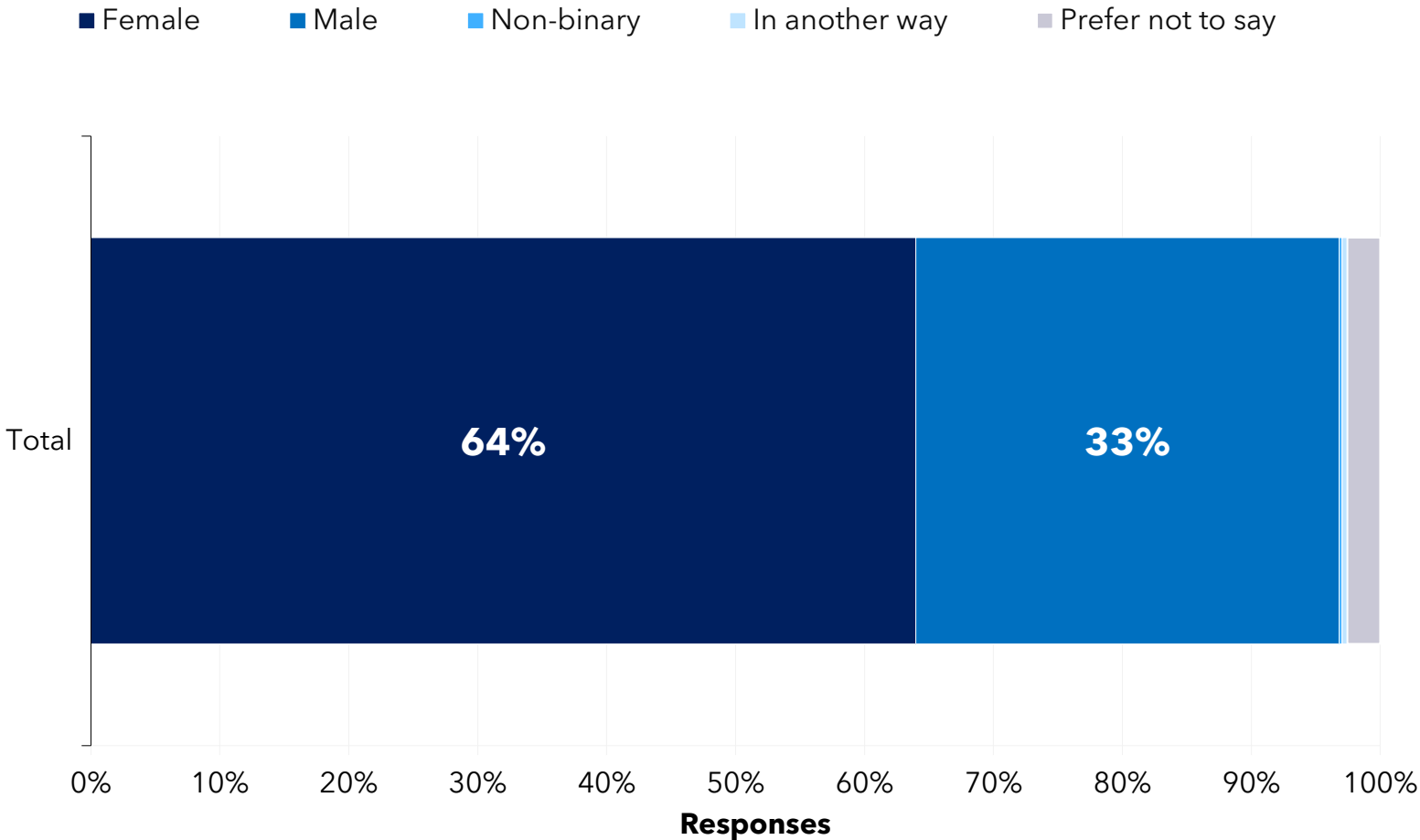


## DIGITAL ENGAGEMENT

Wave 2 n = 23,222

# Demographics

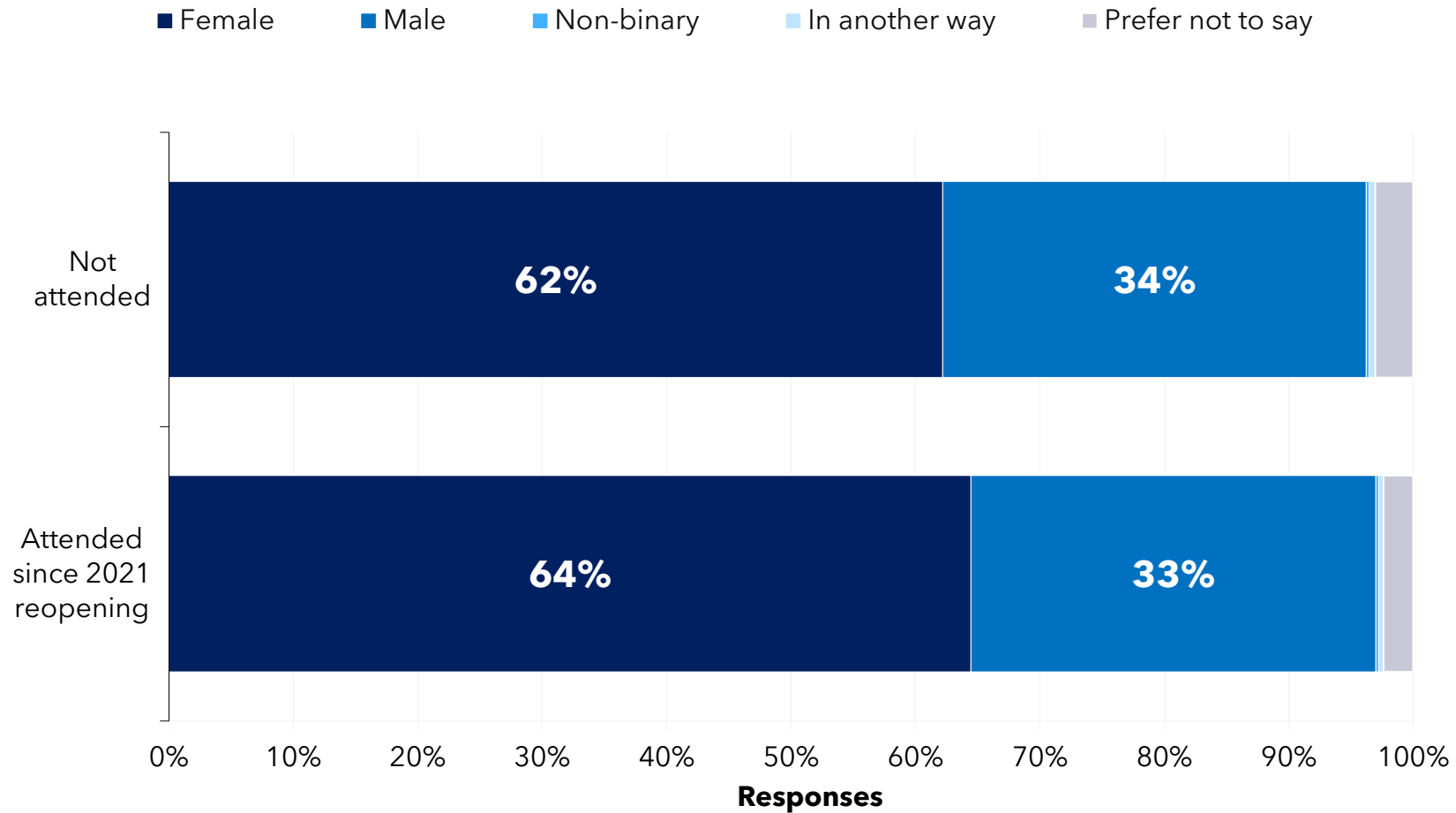
# Respondents by gender



GENDER

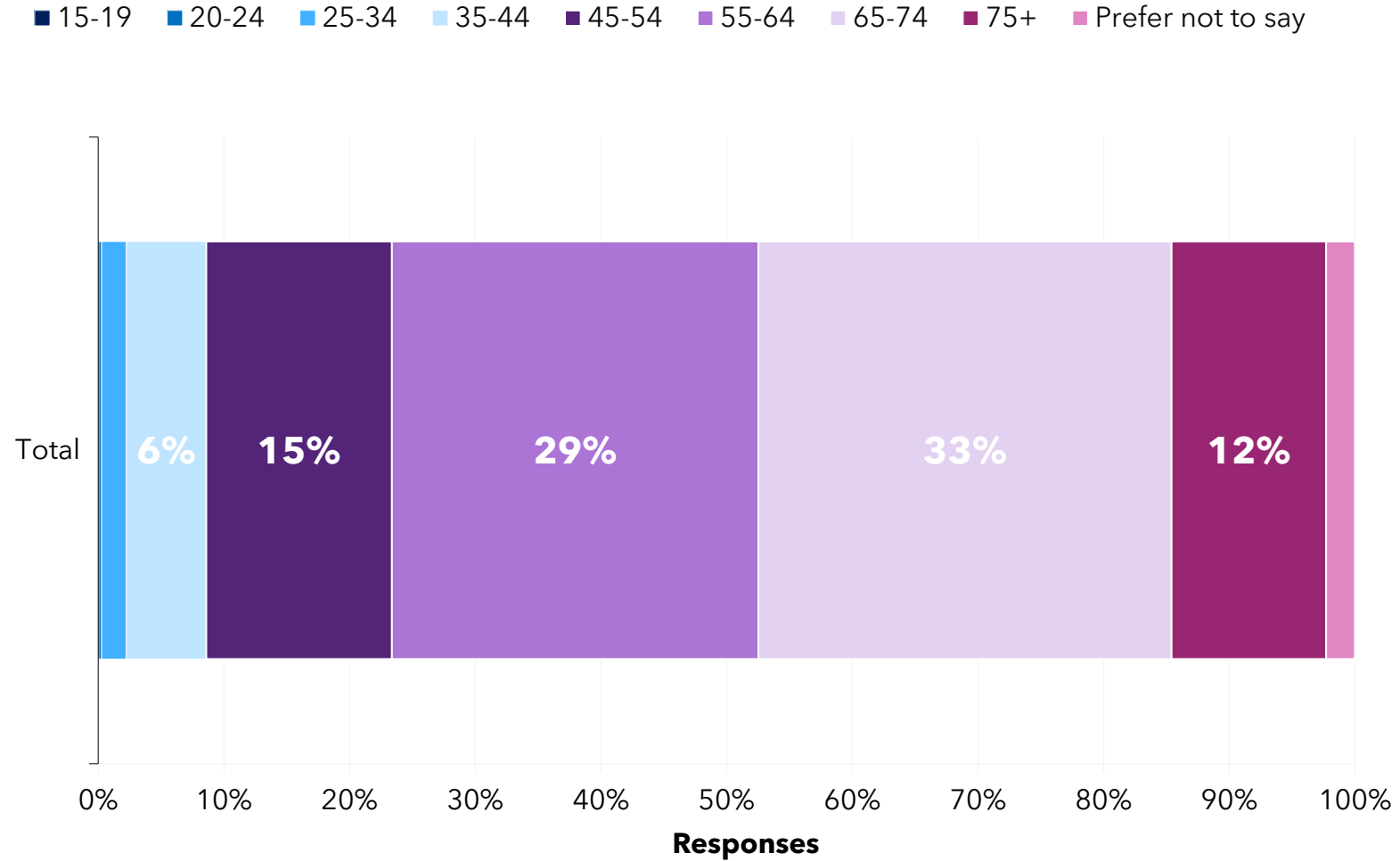
Wave 2 n = 23,012

# Respondents by gender



Wave 2 n = 23,012

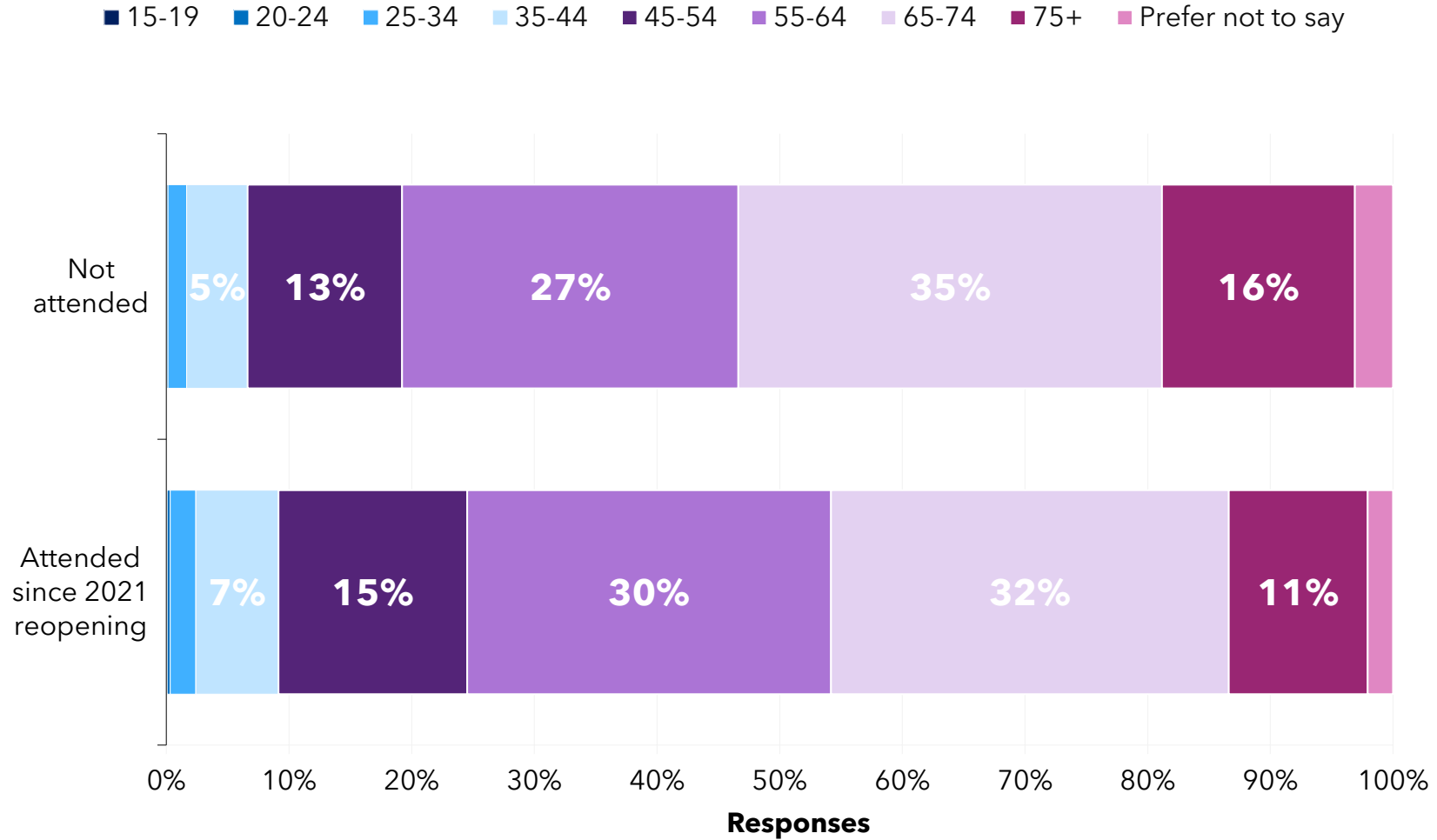
# Respondents by age



AGE

Wave 2 n = 23,094

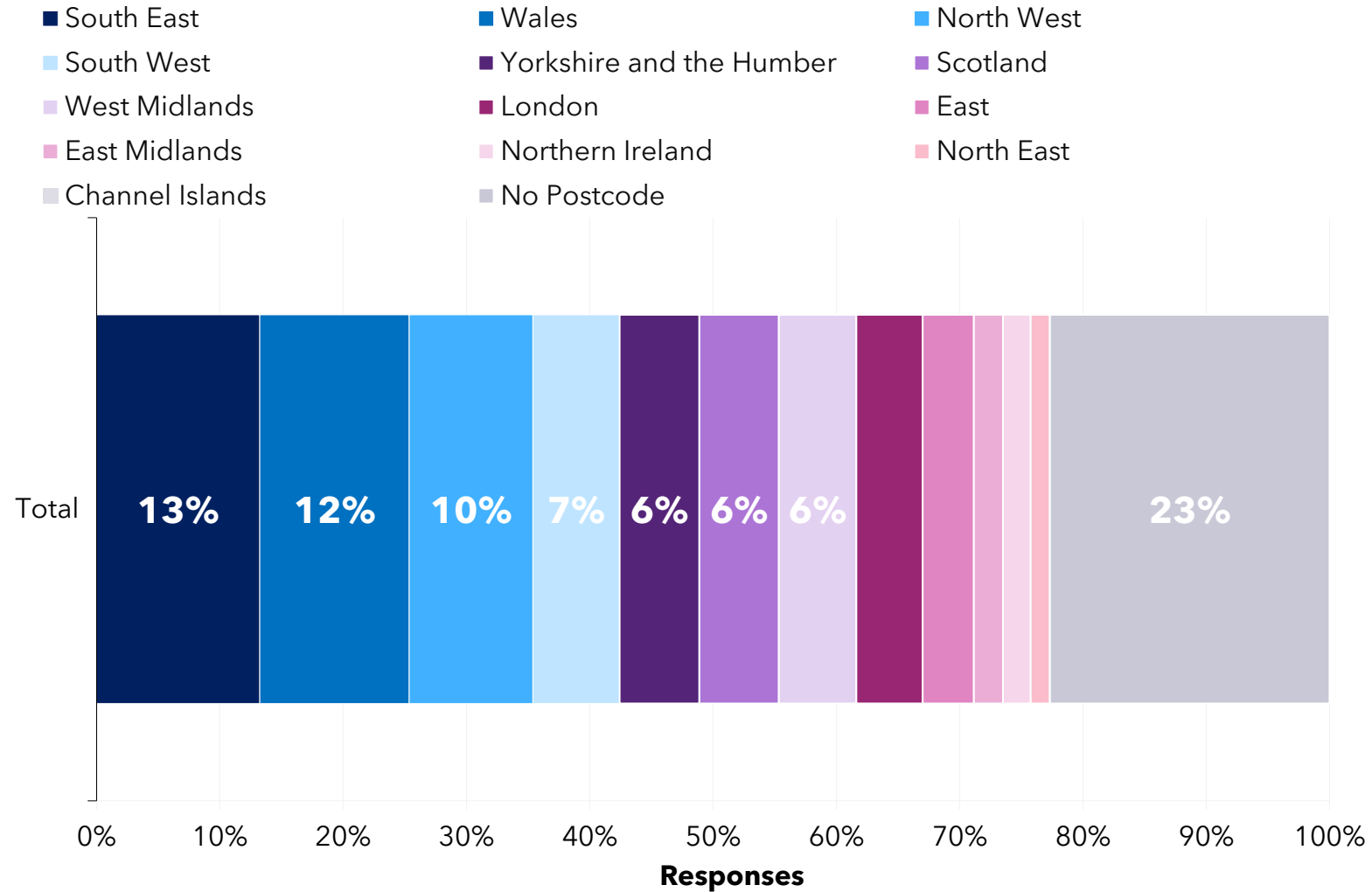
# Respondents by age



AGE

Wave 2 n = 23,094

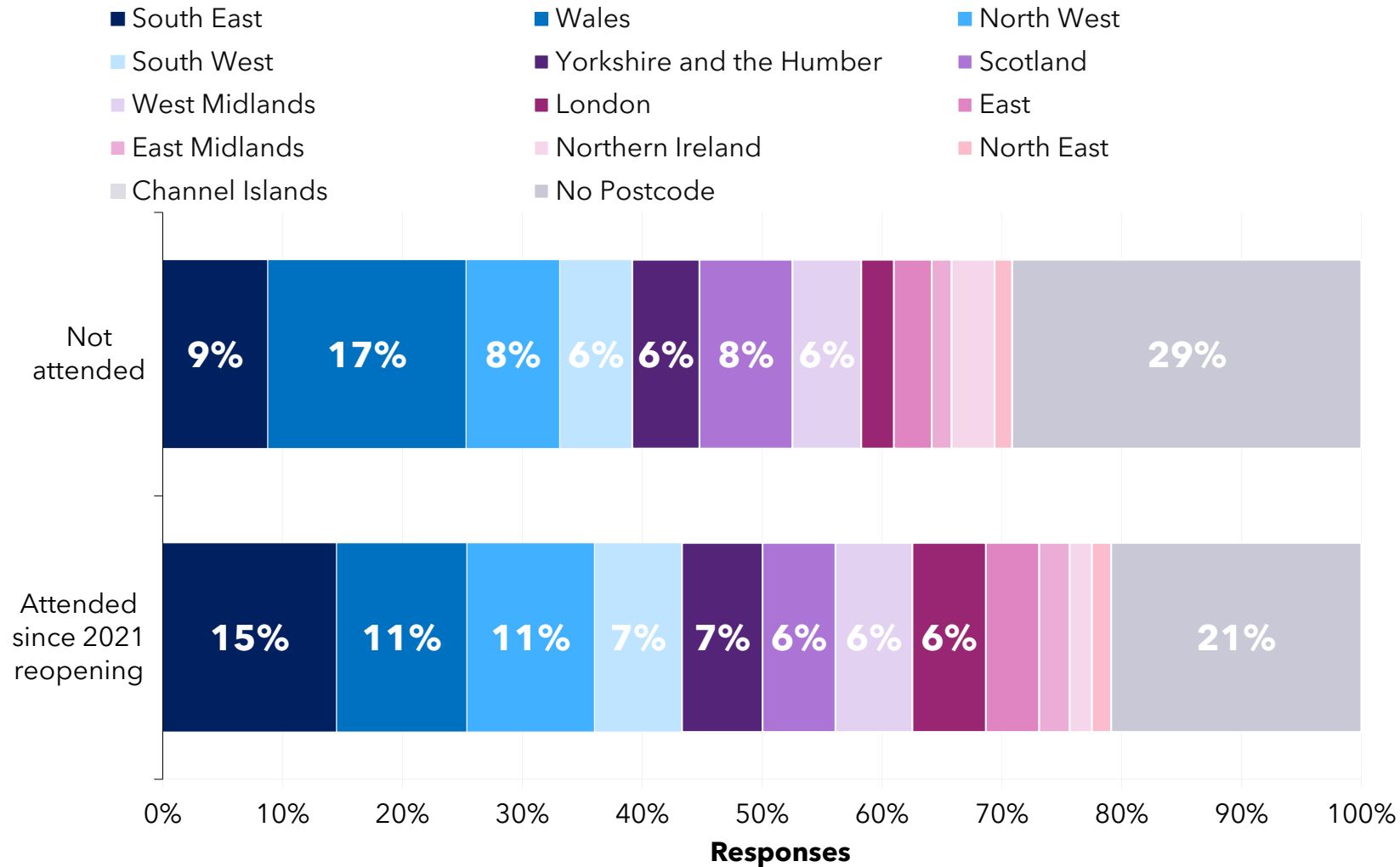
# Respondents by region



REGION

Wave 2 n = 23,222

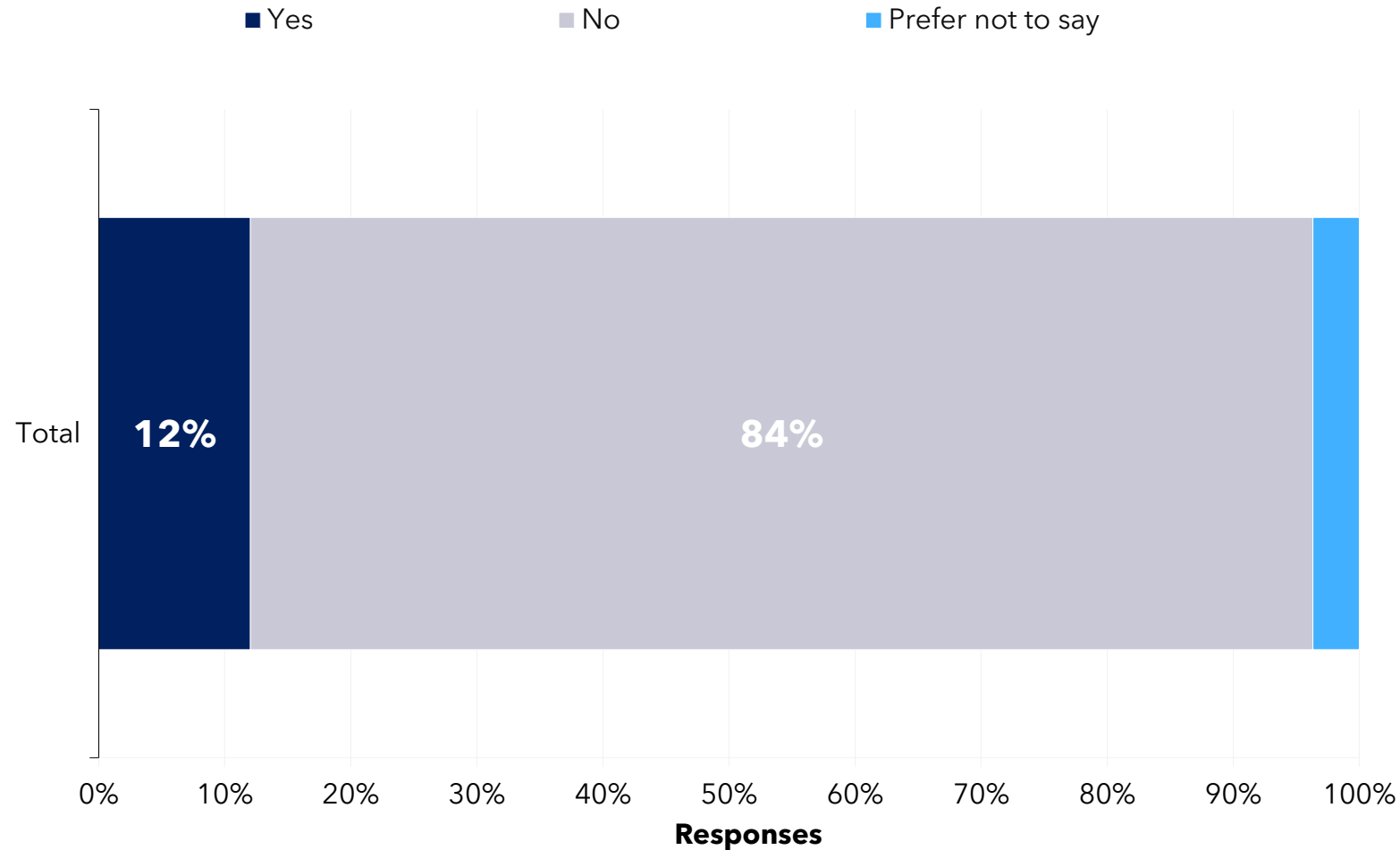
# Respondents by region



REGION

Wave 2 n = 23,222

# Respondents by D/deaf and disabled

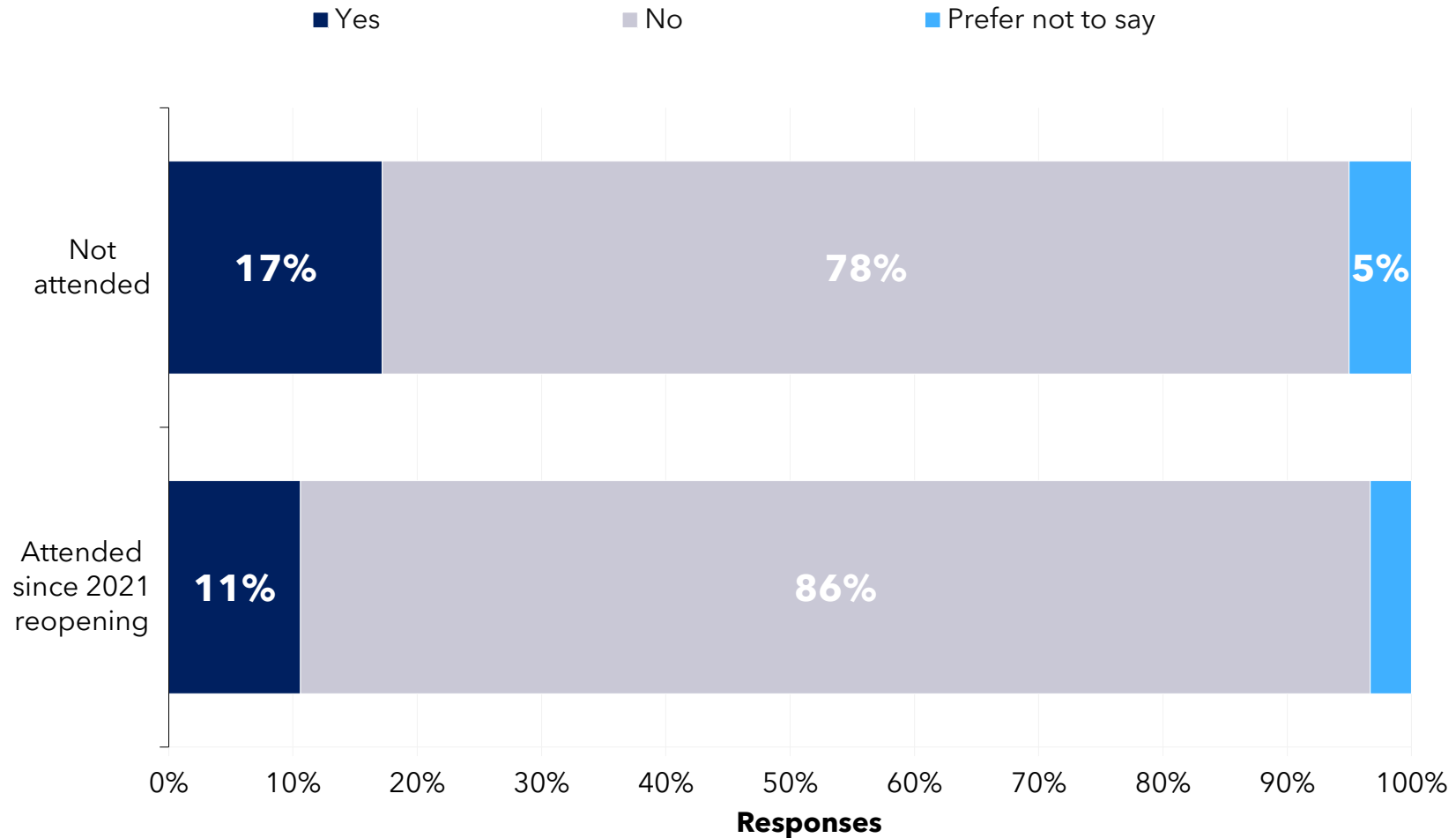


## D/deaf or DISABLED

- Slightly more non-returners identify as D/deaf or disabled

Wave 2 n = 22,752

# Respondents by D/deaf and disabled

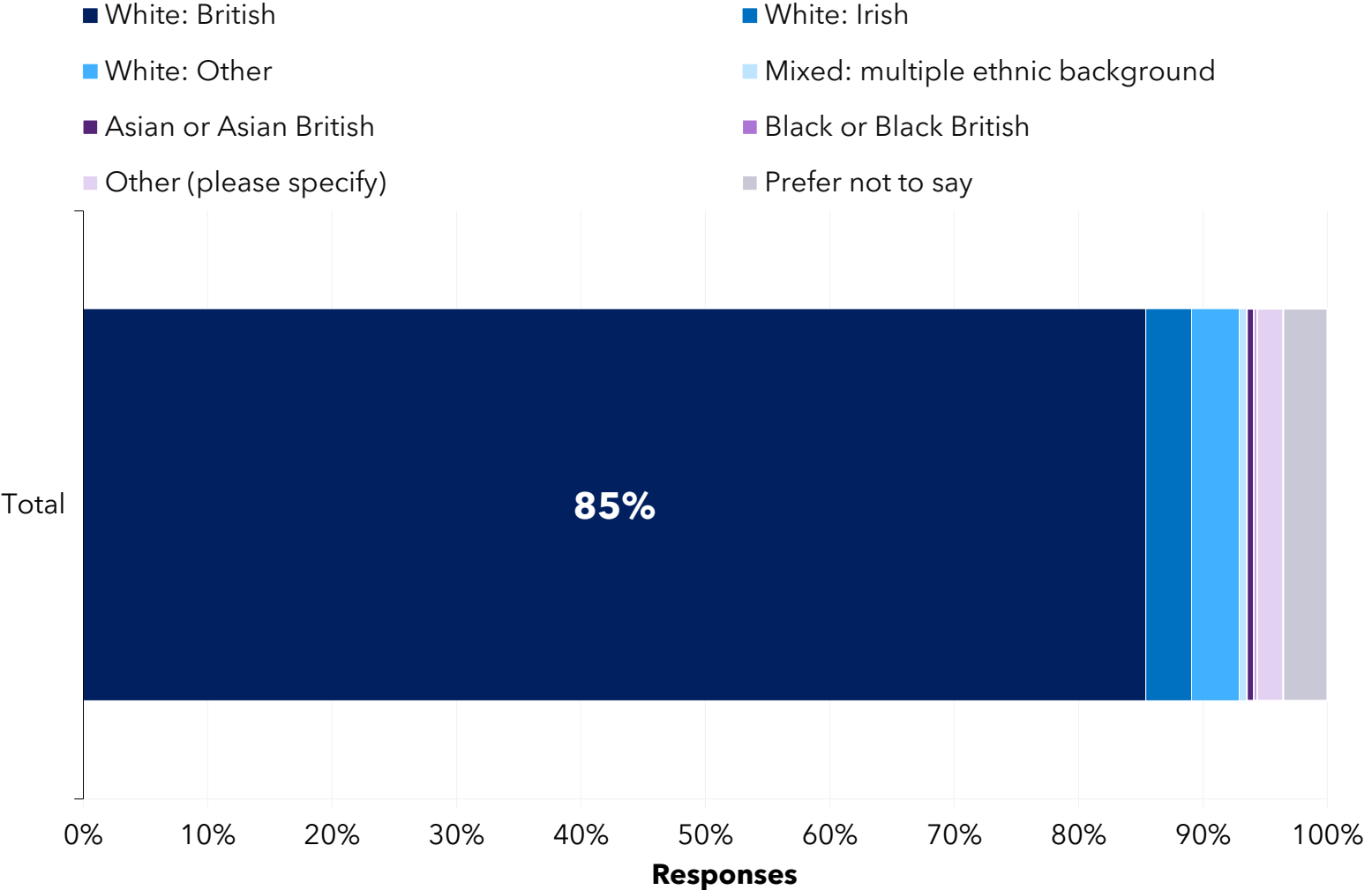


## D/deaf or DISABLED

- Slightly more non-returned identify as D/deaf or disabled

Wave 2 n = 22,752

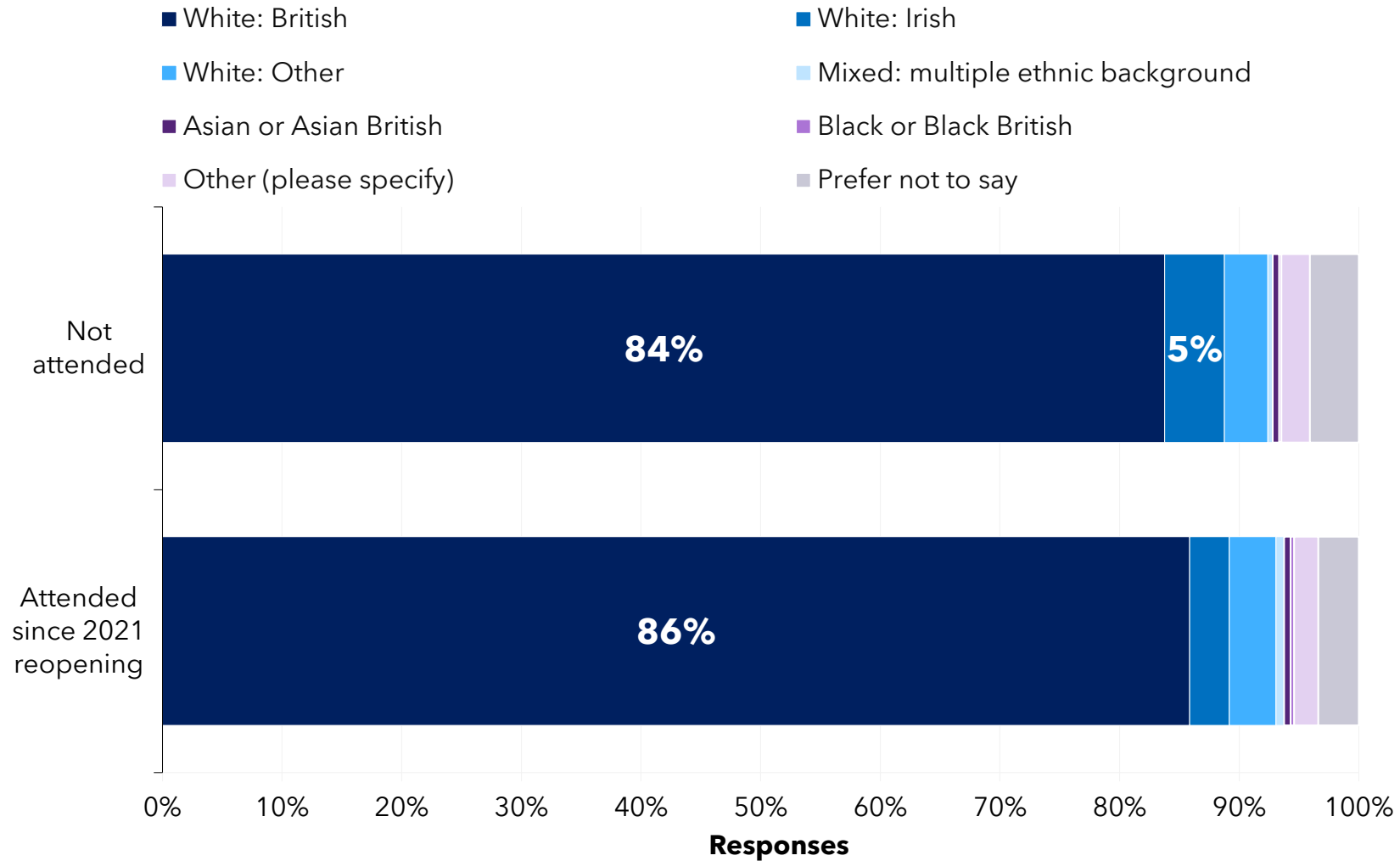
# Respondents by ethnicity



ETHNICITY

Wave 2 n = 23,012

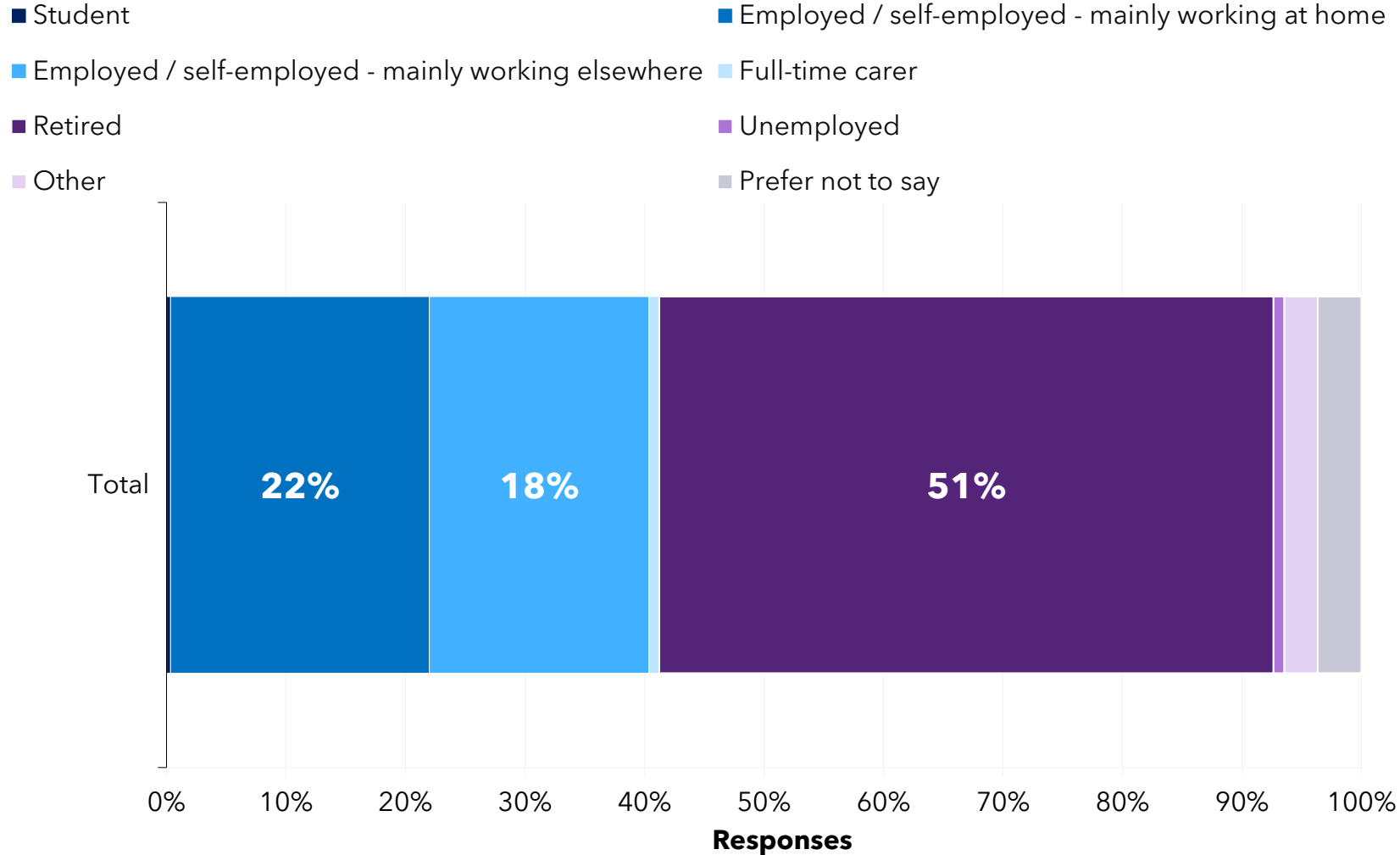
# Respondents by ethnicity



ETHNICITY

Wave 2 n = 23,012

# Respondents by employment

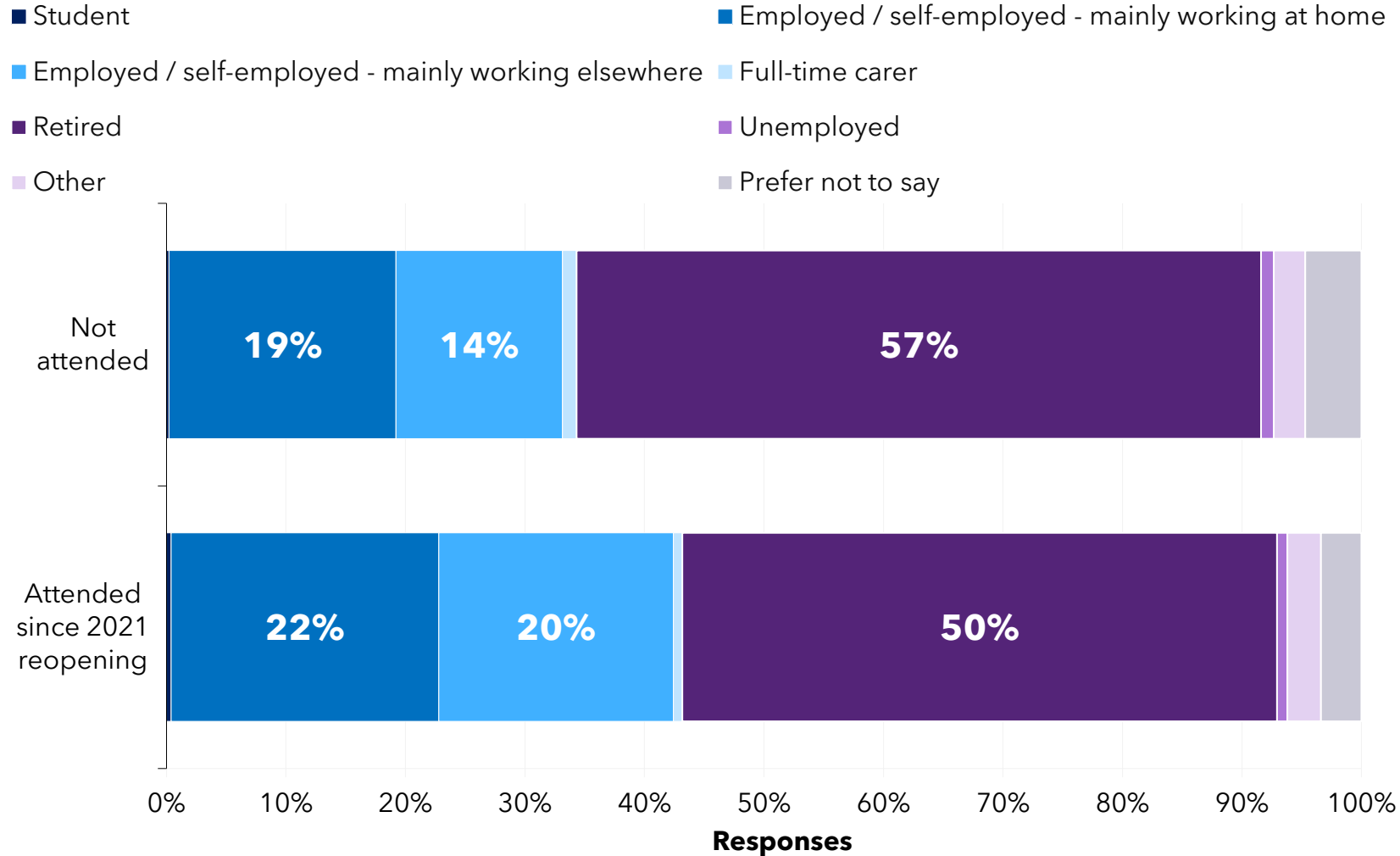


## EMPLOYMENT

- Slightly more retired respondents among non-returners

Wave 2 n = 23,222

# Respondents by employment



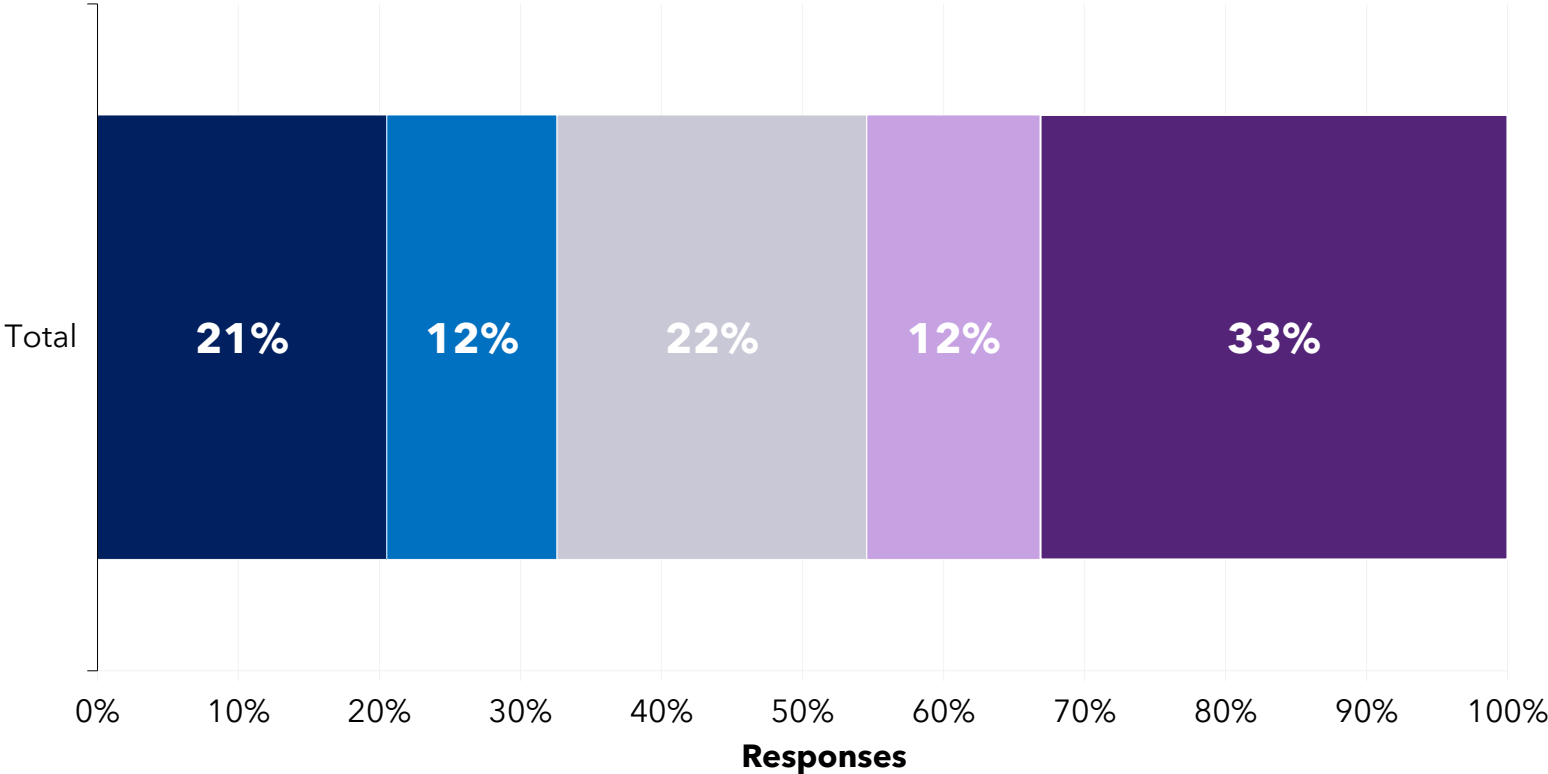
## EMPLOYMENT

- Slightly more retired respondents among non-returned

Wave 2 n = 23,222

# Those in employment were asked: **Respondents by employment**

- Fully from home
- Mostly from home
- About half and half
- Mostly in an office / other workplace
- Fully in an office / other workplace

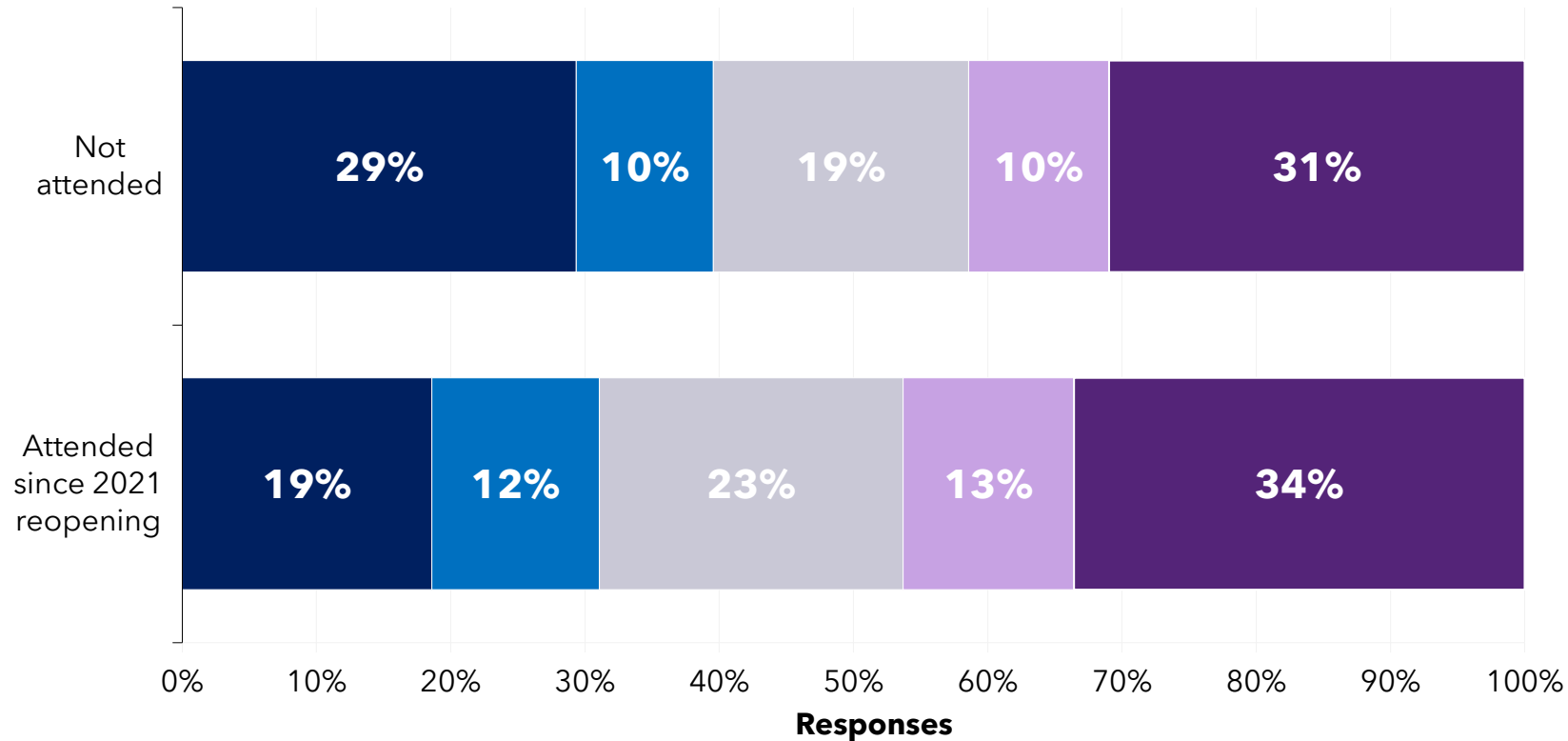


EMPLOYMENT

Wave 2 n = 8,974

# Respondents by employment

- Fully from home
- Mostly from home
- About half and half
- Mostly in an office / other workplace
- Fully in an office / other workplace



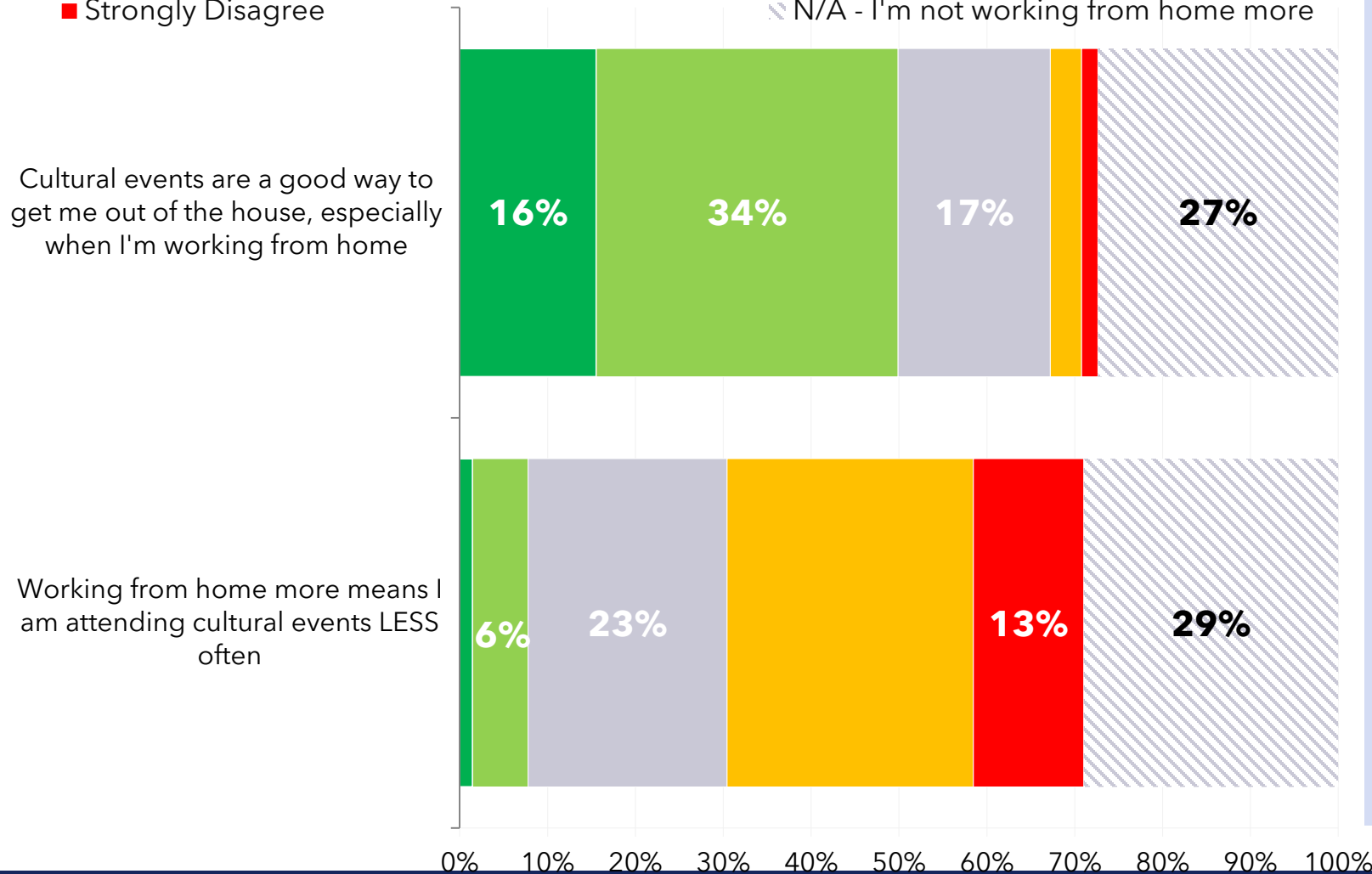
EMPLOYMENT

Wave 2 n = 8,974

Those in employment were asked:  
**How far do you agree with the following statements about balancing work with cultural activities?**

- Strongly Agree
- Neutral
- Strongly Disagree

- Agree
- Disagree
- N/A - I'm not working from home more



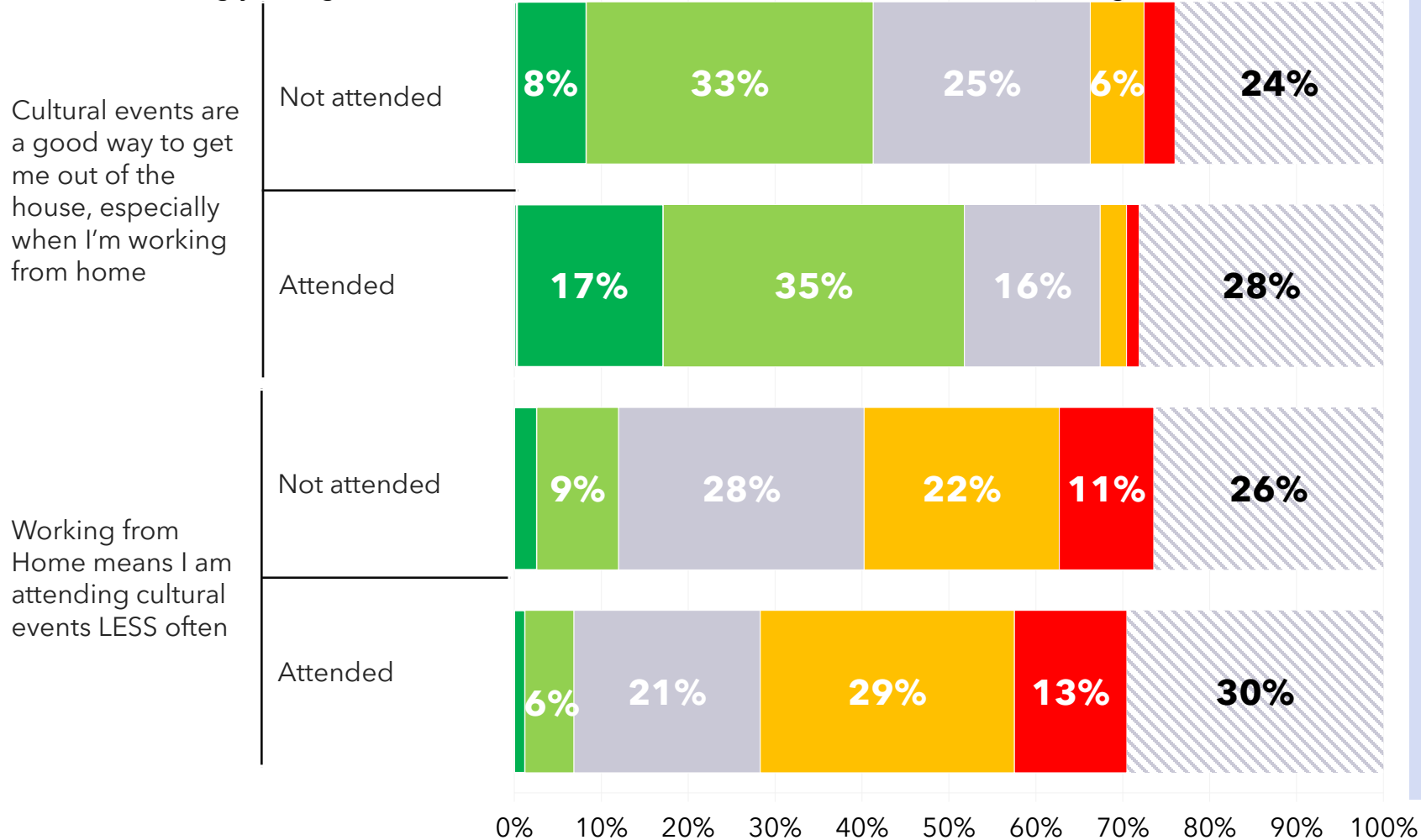
  
DIGITAL  
ENGAGEMENT

Wave 2 n = 9,117

Those in employment were asked:

## How far do you agree with the following statements about balancing work with cultural activities?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
- ▨ N/A - I'm not working from home more



  
 DIGITAL  
 ENGAGEMENT

Wave 2 n = 9,117