

The Comeback

Headline findings: 1 July - 12 August

Responses

- **5.7k responses** through Culture Central and **10 partner organisations**: Arena Theatre, Centrala, China Plate Theatre, Coventry City of Culture Trust, Creative Black Country, Dudley Borough Halls, Grand Theatre, LYNNEBEC, Motionhouse, Pentabus Theatre.
- **91%** of respondents live in the West Midlands
- **25%** regard themselves as 'vulnerable' to Covid-19'; **15%** identify as D/deaf or disabled or have a long-term health condition

Previous attendance

- **96%** engaged in some form of cultural activity in 2019; **64%** 4 or more times.
- More frequent attenders were the group most likely to have visited a historic site, monument or property, while infrequent attenders were below average for all activities other than attending family events/pantomime or watching carnivals/parades.
- Respondents took part in cultural activities in a variety of places - **92%** in a theatre or arts centre, **62%** in a heritage site, **36%** in a community venue.
- Older groups were more likely to have paid to attend a cultural talk than the younger groups.
- Respondents were most likely to have attended with their husband/wife/partner (**72%**) or friends (**60%**).
- **95%** of respondents had watched a mainstream film on general release at home or in the cinema. **60%** had watched a documentary, foreign film or arthouse film, and **67%** had watched a screening of an event performed live, though this was **48%** and **50%** for infrequent cultural attenders.

Booking during lockdown

- **28%** made a booking to attend or participate in a cultural activity in the future - down to **18%** for infrequent attenders.
- **65%** of those bookings are for events from November onwards; **69%** of the bookings were for theatre, opera, dance or rock, pop, or concert.
- **20%** expect the event they've booked for will be postponed; **50%** think it will take place under restricted capacity or other measures.

Returning to live events

- **28%** said they wouldn't think about booking for at least 6 months, **34%** within the next 2 months.
- **70%** said they'd feel comfortable returning to live events in a venue if confident that social distancing/hygiene measures were in place.
- For those vulnerable to Covid-19 this is only **54%**, with **23%** preferring to wait for a vaccine (compared to **12%** overall).
- Around half of respondents said their views were influenced by other re-openings (pubs, cinemas etc)

- Measures which respondents were most keen to see in place were hand sanitiser, carefully managed toilet facilities, queue management, socially distanced seating, contactless payment, limits on those who could attend and household seating.
- Measures they were least interested in seeing were generally to do with changes to the performance format: daytime performances, fewer performers and shorter performances, as well as unreserved seating and lack of bar and catering.
- Disabled audience members want to have confidence that accessible seating and toilet facilities will be included in new arrangements.

Experiencing culture online

- **74%** are interested in engaging with culture online if they can't return to a venue.
- Those who aren't (**26%**) say it is not an attractive alternative to the live event. Generally, respondents don't expect it to be as good as a live event, but those who want to give it a go expect to enjoy it, find it easy to access and be satisfied by the experience.
- Younger respondents expect to find it easier to access than older respondents.
- Infrequent attenders are more likely to say they are not interested (**41% vs 26%**) but are more likely to say this is because they haven't considered it / aren't confident using the technology - and infrequent attenders who do want to try it are above average for expecting to enjoy it as much as the real thing.

Experiencing culture outdoors

- **93%** interested in culture outdoors if they can't return to a venue - under 55s are most enthusiastic, and infrequent attenders or those vulnerable to Covid-19 are least interested.
- For those not interested, the reasons are generally weather, needing to stand, lack of facilities - but infrequent attenders are above average for saying they don't think they are interested in the types of events which happen outdoors / not sure if it would be for them.
- Respondents are mostly interested in outdoor versions of what they see in a venue (theatre, plays, concerts, gigs) but also drive in events - and almost everyone would consider paying to attend these.

Importance of culture

- Having a good range of cultural activities available in your area is very important to people (**80/100**) - for infrequent cultural attenders this is still high (**69/100**).
- Respondents will have about the same (**+4%**) to spend on culture in future, even though **25%** have seen their income reduce or disappear as a result of coronavirus.

Full findings: surveyMonkey.com/results/SM-DKX52MSB7/

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