

# Digital Audience Survey

We are carrying out this survey to better understand who our digital audiences are. We would like to know how you engage with our digital work and what motivates you to do so.

We're also interested in how digital audiences are engaging with arts and culture online, more generally, and how this might be changing during the COVID-19 crisis.

This survey should only take around 5 minutes to complete. Thank you very much for your time.

## Your engagement with our website and/or social media platforms

1. On average, how often do you visit our website or social media platforms to watch/read our digital content?  
(Tick one only)

- |  |   |
|--|---|
| <input type="checkbox"/> Most days             | <input type="checkbox"/> At least every two to three months |
| <input type="checkbox"/> At least once a week  | <input type="checkbox"/> At least once a year               |
| <input type="checkbox"/> At least once a month | <input type="checkbox"/> This is my first time              |

1a. (Question asked of those whose visit frequency is at least 2-3 months or more)

Has the frequency of your visits to our website or social media platforms increased since the COVID-19 crisis?

(Tick one only)

- It has increased significantly
- It has increased somewhat
- It is about the same
- It has decreased
- It has decreased significantly
- Don't know

## Your physical attendance as an audience member/visitor

2. When did you last visit us in person/physically attend one of our events? (Tick one only)

- |  |  |
|--|--|
| <input type="checkbox"/> In the last 12 months           | <input type="checkbox"/> Between three and five years ago                                |
| <input type="checkbox"/> Between one and two years ago   | <input type="checkbox"/> More than five years ago  |
| <input type="checkbox"/> Between two and three years ago | <input type="checkbox"/> I haven't visited in person/physically attended an event before |

2a. (If yes in the last 12 months) How many times have you visited us in person/physically attended one of our events in the last 12 months?

We'd like to know more about what you have done, or were intending to do, whilst visiting our website/social media platforms today

3. What did you want to do whilst visiting our website/social media platforms today? *(Tick all that apply)*

- |   |  |
|---|--|
| <input type="checkbox"/> View a video or live stream                            | <input type="checkbox"/> Find out about membership                               |
| <input type="checkbox"/> Get information on digital events/content              | <input type="checkbox"/> Donate to the organisation                              |
| <input type="checkbox"/> Browse virtual art/media archives                      | <input type="checkbox"/> Find out more about the organisation                    |
| <input type="checkbox"/> See something online that I am unable to see in person | <input type="checkbox"/> Get updates about events I had planned to see in person |
| <input type="checkbox"/> Conduct research                                       |  |
| <input type="checkbox"/> Use or download an image                               | <input type="checkbox"/> Something else - what else did you want to do today?    |
| <input type="checkbox"/> Interact with the organisation and/or artists          | _____  |
| <input type="checkbox"/> Share my opinions/ideas                                | _____  |

Motivations for engaging with our website or social media platforms in this way

4. (Question asked of those that select at least one answer from column 1 Q3)

Which of the following describe your motivations for watching/reading digital content on our website today? *(Tick all that apply)*

- |  |  |
|--|--|
| <input type="checkbox"/> To be intellectually stimulated               | <input type="checkbox"/> For escapism                      |
| <input type="checkbox"/> To be entertained                             | <input type="checkbox"/> For academic reasons              |
| <input type="checkbox"/> To be inspired                                | <input type="checkbox"/> For professional reasons          |
| <input type="checkbox"/> To discover something new/out of the ordinary | <input type="checkbox"/> To entertain my children          |
| <input type="checkbox"/> To learn something                            | <input type="checkbox"/> To educate/ stimulate my children |
| <input type="checkbox"/> For reflection                                | <input type="checkbox"/> Other - <i>please specify</i>     |
- \_\_\_\_\_

5. Do you have any further comments about your experience of our website or social media platforms? *(Please describe below)*

Visiting our website or social media platforms as a group or solo activity

6. Are you visiting our website or social media platforms with other people today? *(Tick one only)*

- Yes                                       No

6a. If yes, how many are aged... *(this does not include yourself)*

Under 16 \_\_\_\_\_                      16 or older \_\_\_\_\_

This next section is about your engagement with arts and culture online, more generally, since the beginning of the COVID-19 crisis.

7. Thinking about your engagement with arts and culture online during the COVID-19 crisis, to what extent would you agree or disagree with the following statements? *(Please give one rating for each item)*

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
I have discovered new forms of arts and culture online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The types of art and cultural content that I am viewing online is similar to what I would normally see in person	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am viewing more online arts and cultural content now than I did before the COVID-19 crisis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am engaging with arts and culture online to reduce feelings of stress and anxiety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am engaging with arts and culture online to boost my mood	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Do you have any further comments about the way COVID-19 is affecting how you engage with or support the arts? *(Please describe below)*

**This final section is about you.**

It's a little more personal but is really useful to us. Data collected is used to help ensure organisations can provide services fairly and equally across different communities, while understanding everyone's interests. If there are any questions that you'd rather not answer, please select "Prefer not to say" or skip to the next question.

**9. Which of the following options best describes how you think of your gender identity? (Tick one only)**

- Male  Female  In another way\*  
 Prefer not to say

\*How would you describe your gender?

**10. Which of the following age groups do you belong to? (Tick one only)**

- Under 16  30 - 34  50 - 54  70 - 74  Prefer not to say  
 16 - 19  35 - 39  55 - 59  75 - 79  
 20 - 24  40 - 44  60 - 64  80 - 84  
 25 - 29  45 - 49  65 - 69  85 or older

**11. What is your ethnic group? (Tick one only)**

**White**

- English/Welsh/  
Scottish/Northern Irish/British  
 Irish  
 Gypsy or Irish Traveller  
 Other White background\*

**Mixed**

- White and Black Caribbean  
 White and Black African  
 White and Asian  
 Other Mixed/multiple ethnic  
background\*

**Asian or Asian British**

- Indian  
 Pakistani  
 Bangladeshi  
 Chinese  
 Other Asian background\*

**Black or Black British**

- African  
 Caribbean  
 Other Black/African/  
Caribbean background\*

**Other**

- Arab  
 Other\*  
 Prefer not to say

\*What other?

**12. Do you identify as a D/deaf or disabled person, or have a long-term health condition? (Tick one only)**

- Yes  No  Prefer not to say

**13. Do you live in the UK? (Tick one only)**

- Yes  No

13a. If you live in the UK, what is your full postcode?

*This information will only be used for research*

13b. If you live overseas, what is your country of residence?

Thank you for your help.