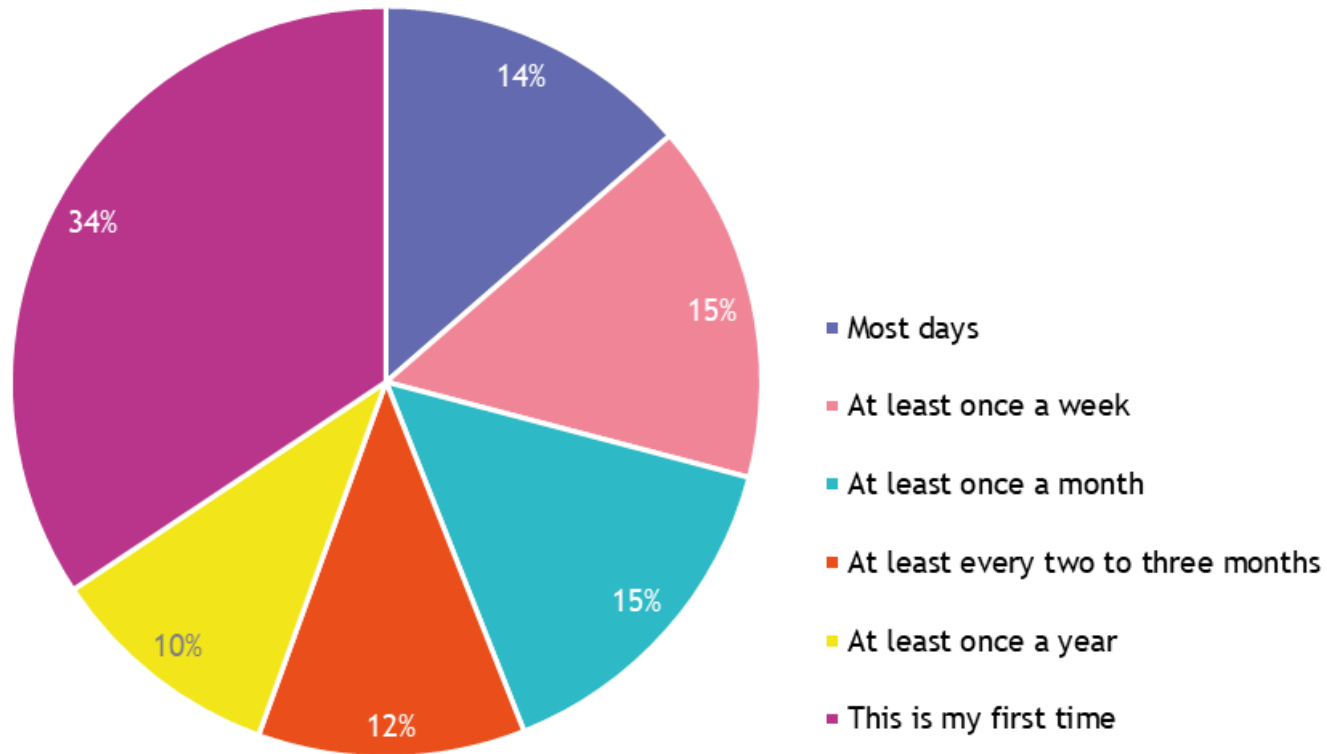


# Who are digital audiences?

The Audience Agency Digital Audience  
Survey results November 2020

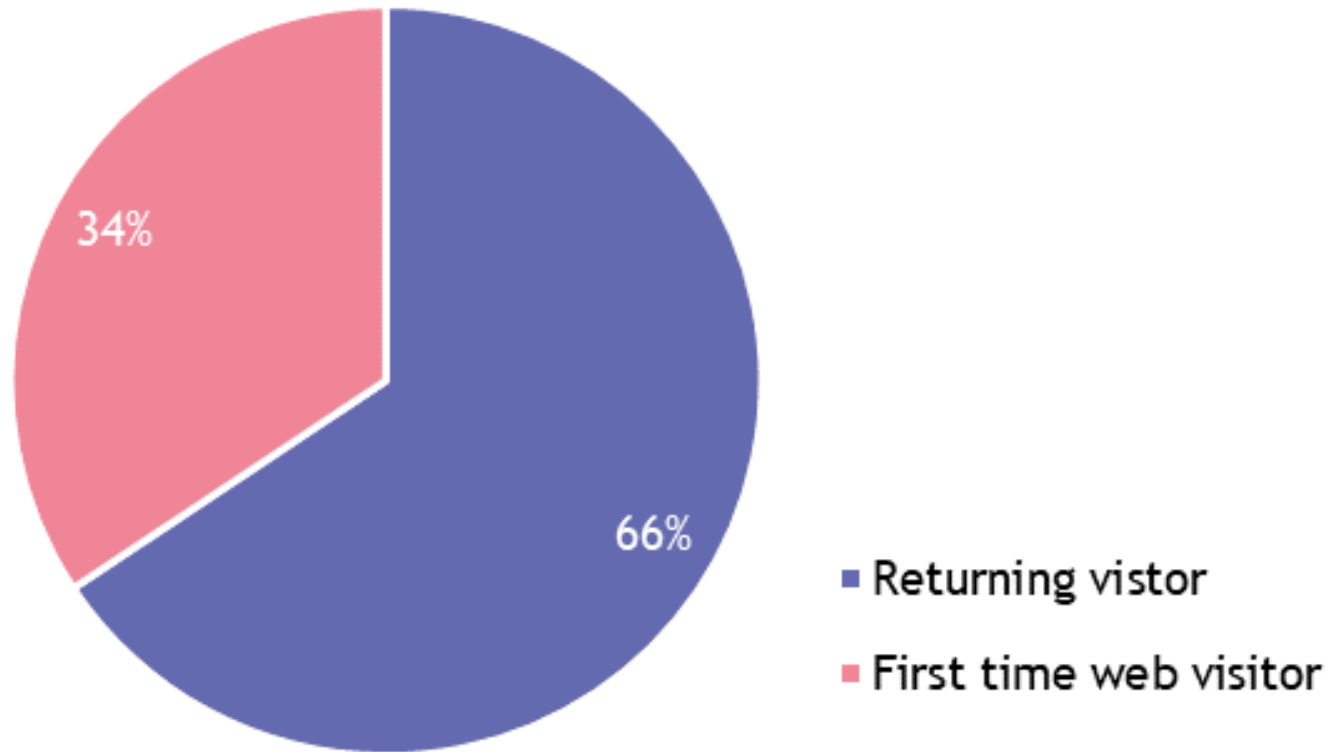
# Frequency of visits

# ...around 1 in 4 visit once a week or more



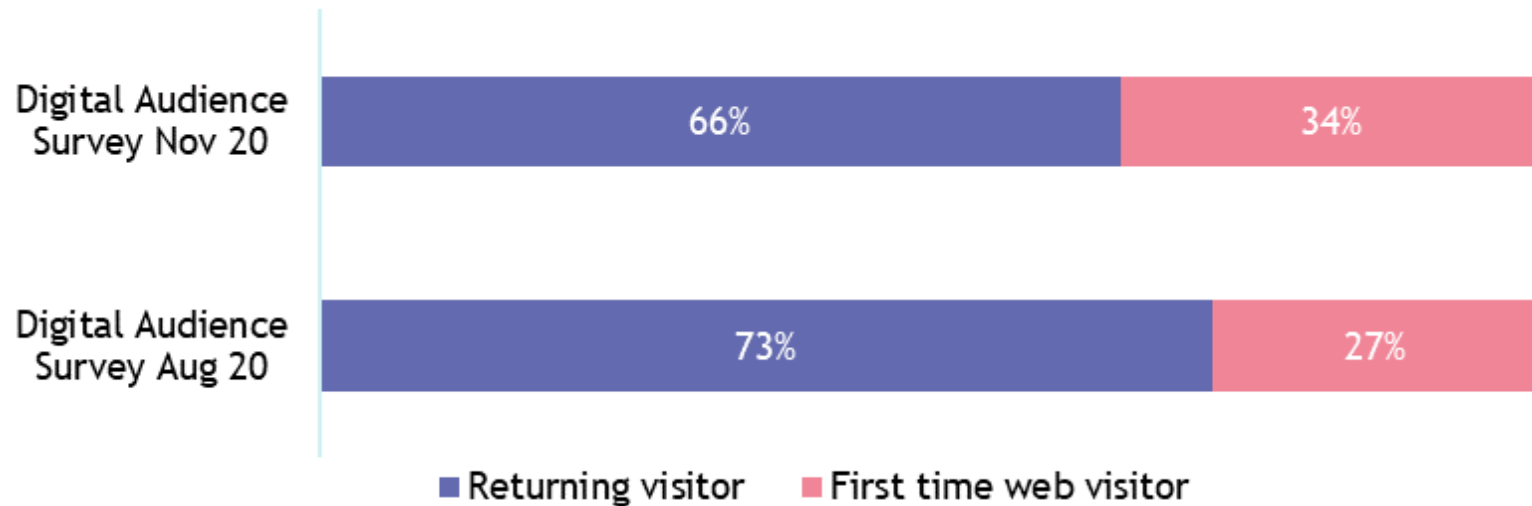
*n = 6,321 Digital Audience Survey Nov 20*  
Question: On average, how often do you visit our website or social media platforms to watch/read our digital content?

...around 1 in 4 visit once a week or more,  
while a third are first time web visitors



*n = 6,321 Digital Audience Survey Nov 20*  
*n = 3,607 Digital Audience Survey Aug 20*  
Question: On average, how often do you visit our website or social media platforms to watch/read our digital content?

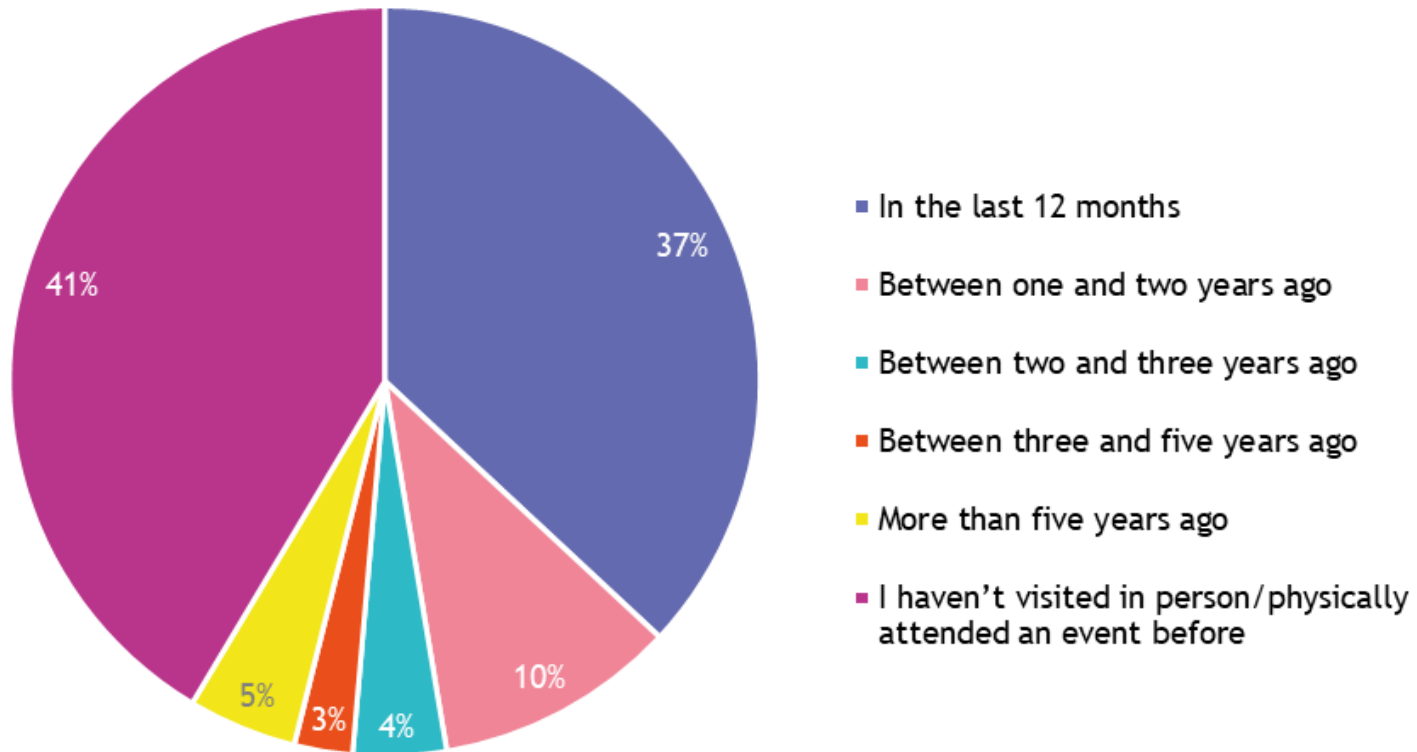
...around 1 in 4 visit once a week or more,  
with a third being first timers



Increase in first time  
web visitors since  
Aug 20

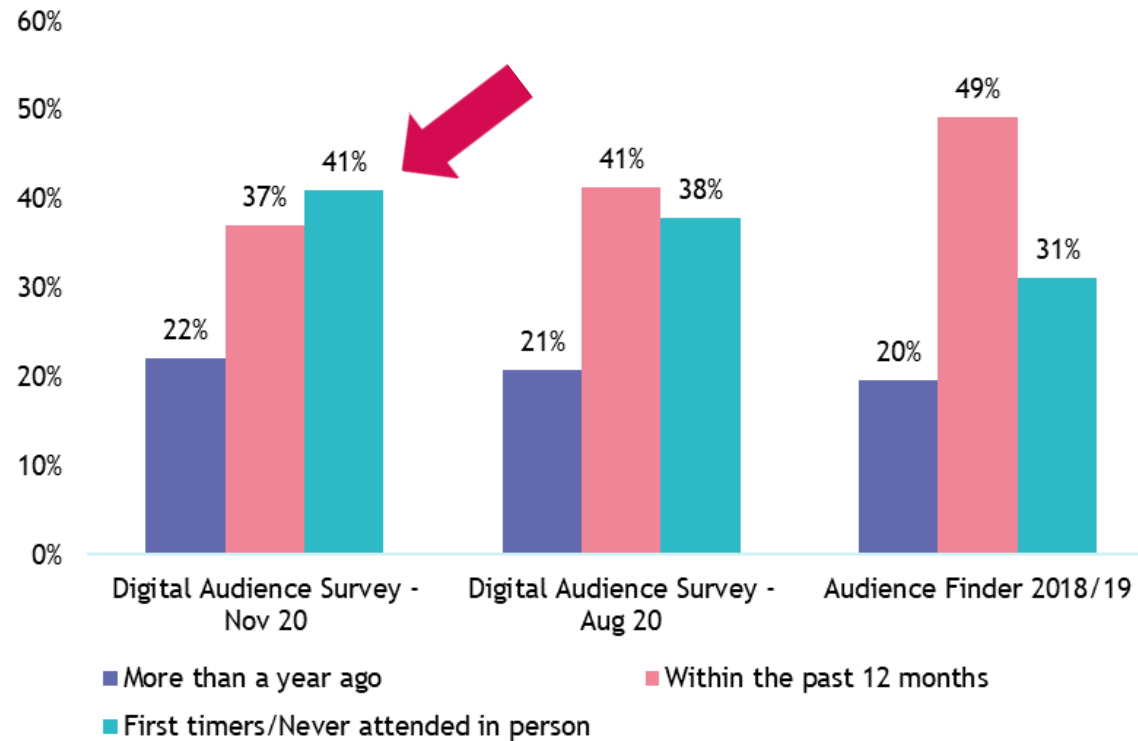
*n = 6,321 Digital Audience Survey Nov 20*  
*n = 3,607 Digital Audience Survey Aug 20*  
Question: On average, how often do you visit our website or social media platforms to watch/read our digital content?

# ...around 1 in 3 are frequent in-person attenders



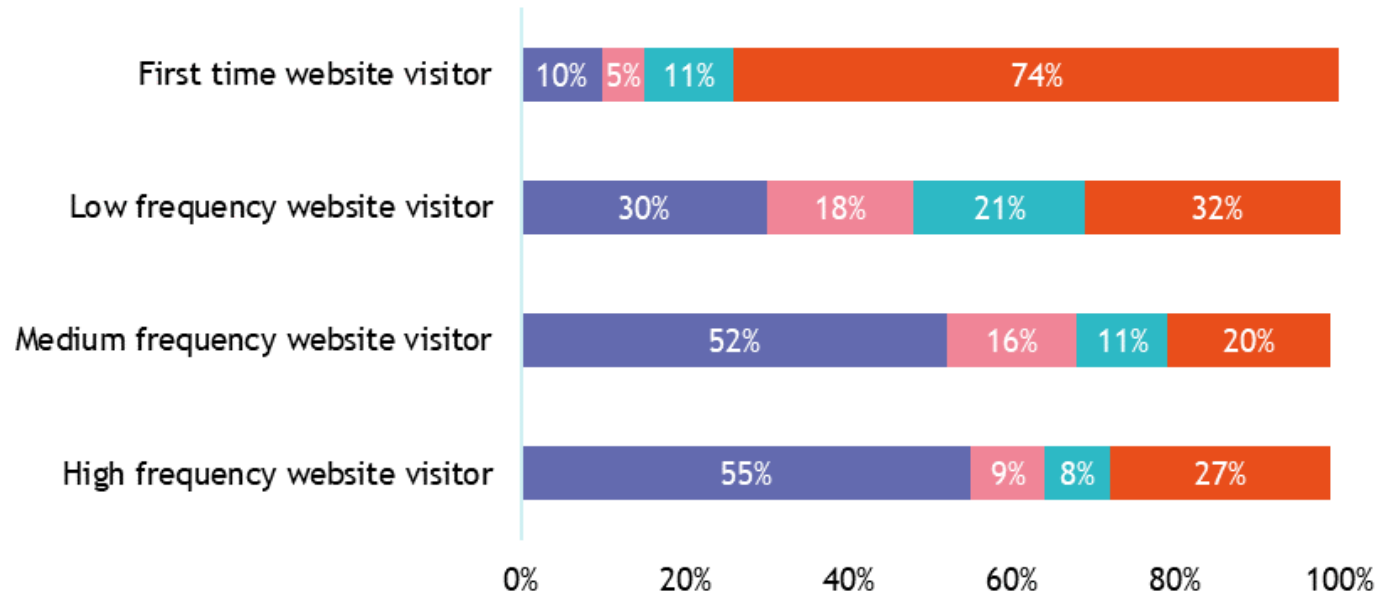
*n = 6,444 Digital Audience Survey Nov 20*  
Question: When did you last visit us in person/physically attend one of our events?

...around 1 in 3 are frequent in-person attenders,  
while 41% have never attended in-person



*n = 6,444 Digital Audience Survey Nov 20*  
*n = 3,603 Digital Audience Survey Aug 20*  
*n = 240,932 Audience Finder Benchmark 2018/19*  
Question: When did you last visit us in person/physically attend one of our events?

# ...and more in-person = more online



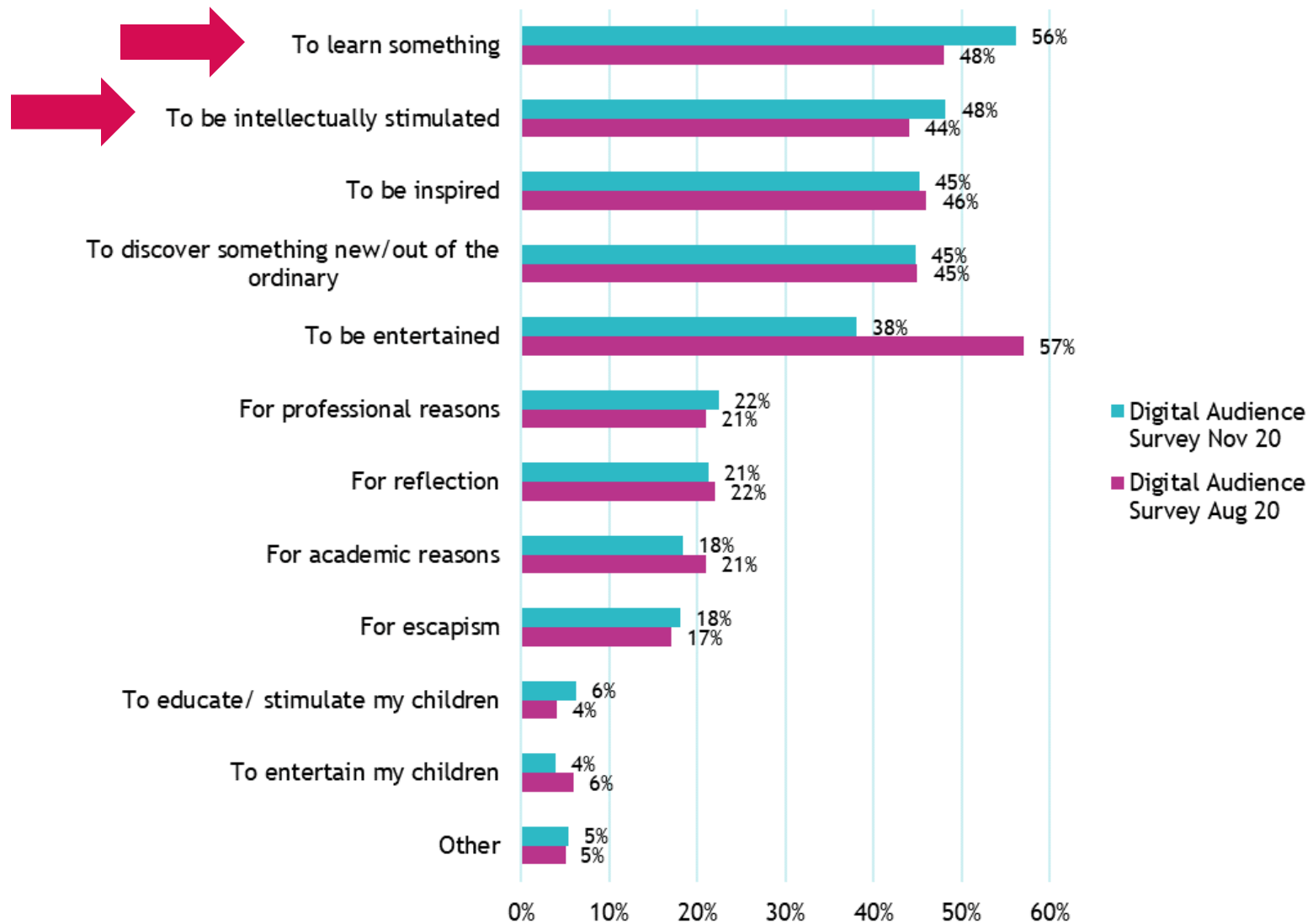
- High frequency attender - Visited in past 12 months
- Medium frequency attender - Visited between 1-2 years ago
- Low frequency physical visitor - Last visited more than 2 years ago
- Non attender

*n = 6,247 Digital Audience Survey Nov 20*  
Question: When did you last visit us in person/physically attend one of our events?



# Motivations and actions

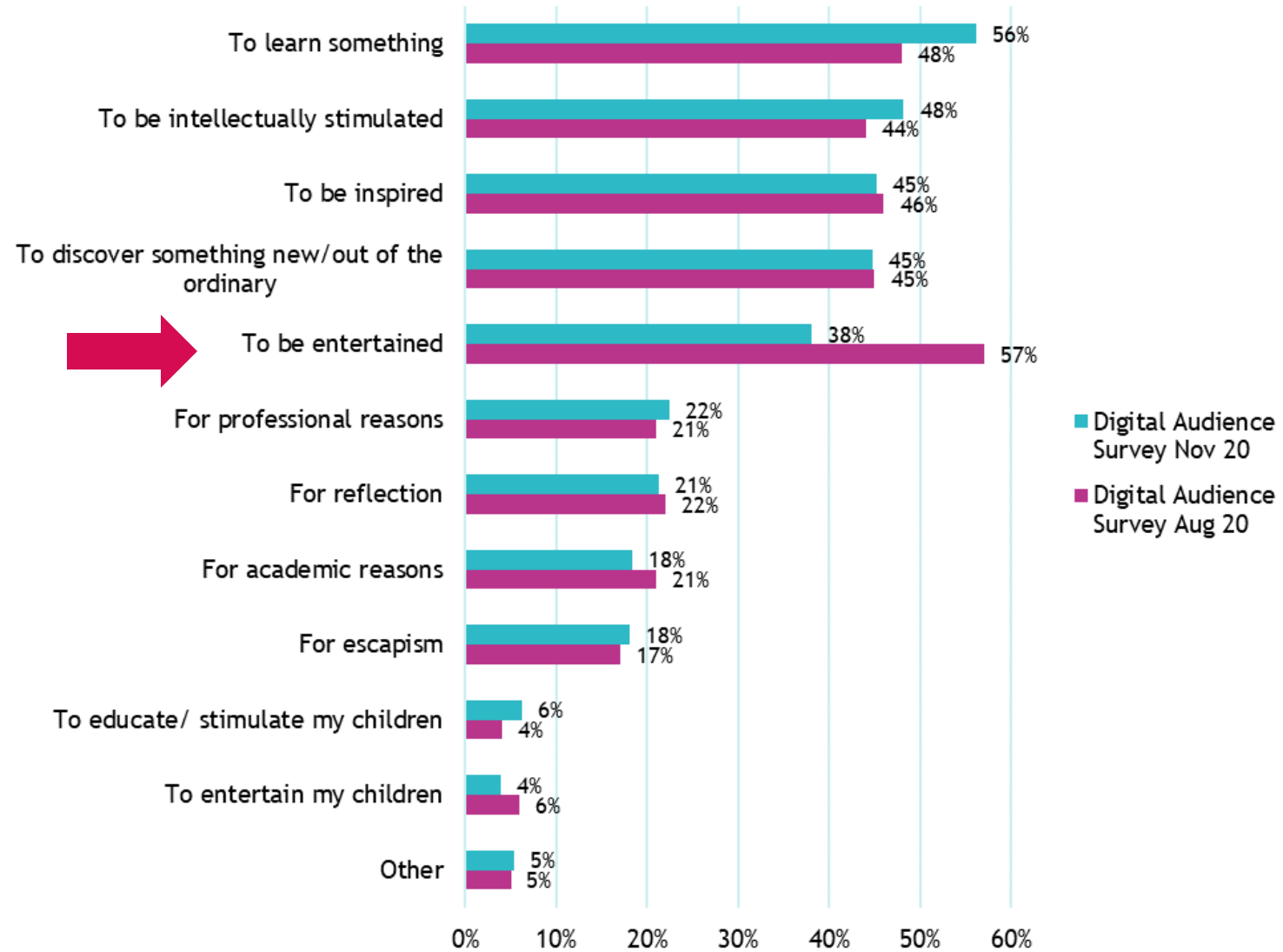
# ...are motivated intellectually



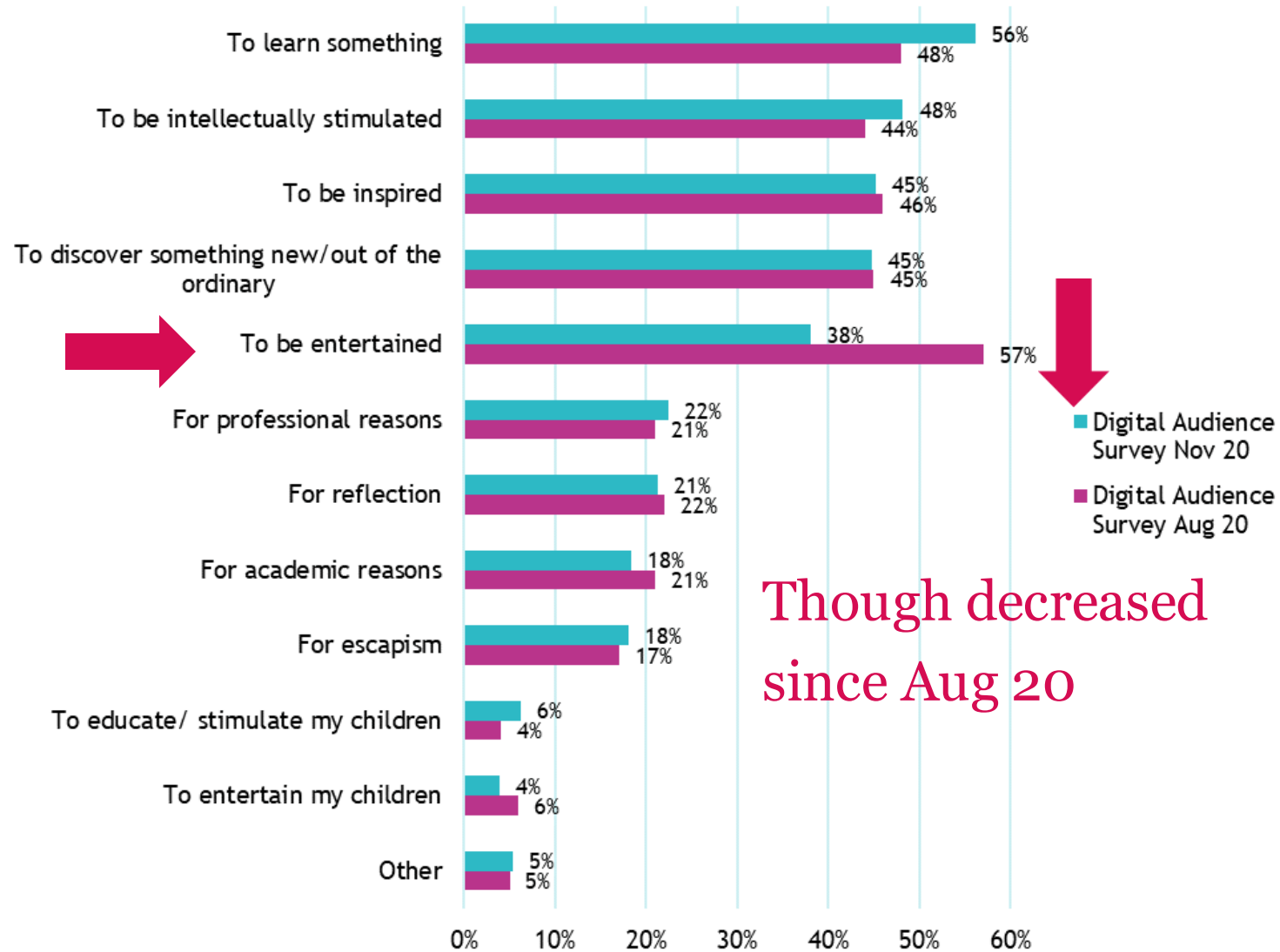
n = 4,419 Digital Audience Survey Nov 20  
n = 2,519 Digital Audience Survey Aug 20  
Question: Which of the following describe your motivations for visiting our website or social media platforms??

...are motivated intellectually,  
but also for entertainment

n = 4,419 Digital Audience Survey Nov 20  
n = 2,519 Digital Audience Survey Aug 20  
Question: Which of the following describe your motivations for visiting our website or social media platforms??



...are motivated intellectually,  
but also for entertainment

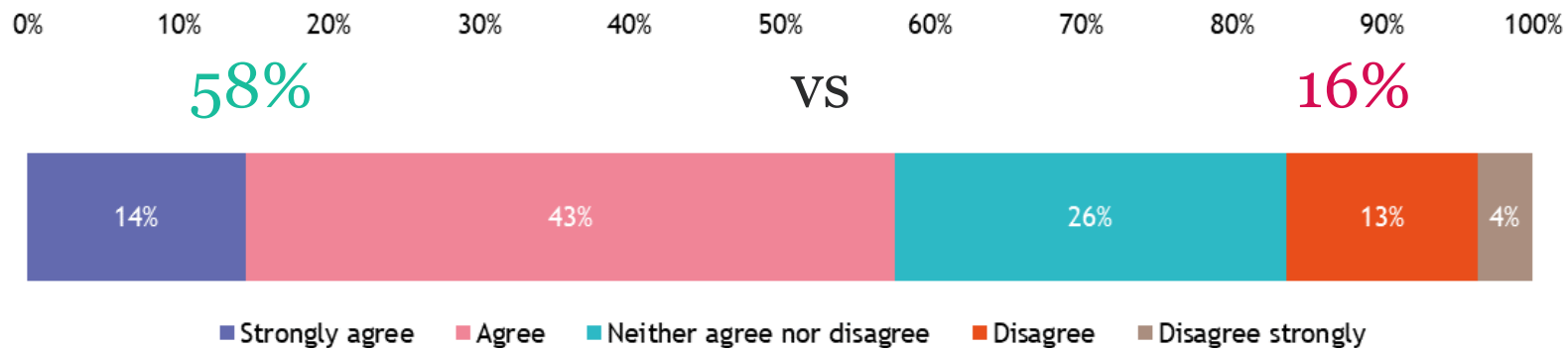


Though decreased since Aug 20

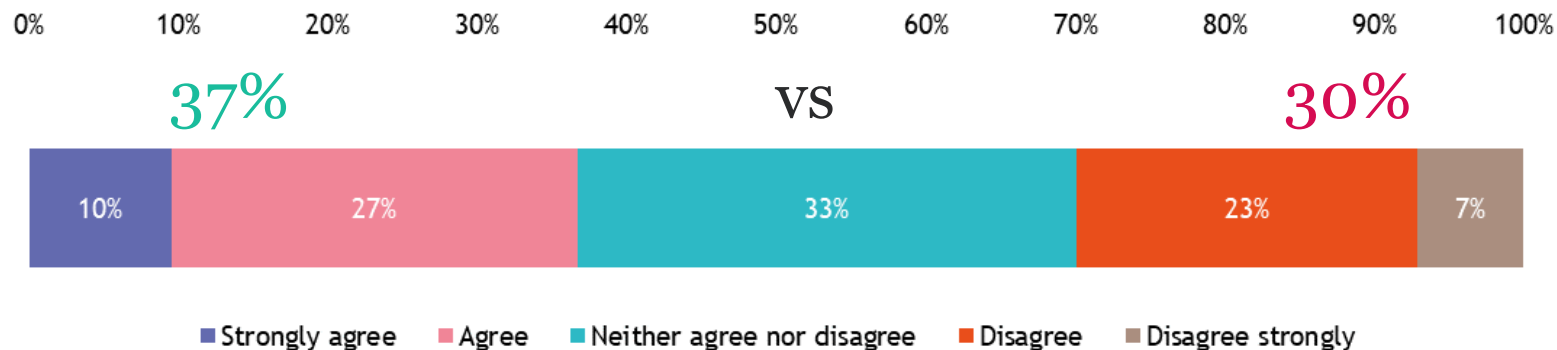
n = 4,419 Digital Audience Survey Nov 20  
n = 2,519 Digital Audience Survey Aug 20  
Question: Which of the following describe your motivations for visiting our website or social media platforms??

...are motivated intellectually, but also for entertainment and emotions

### 'I am engaging... to boost my mood'



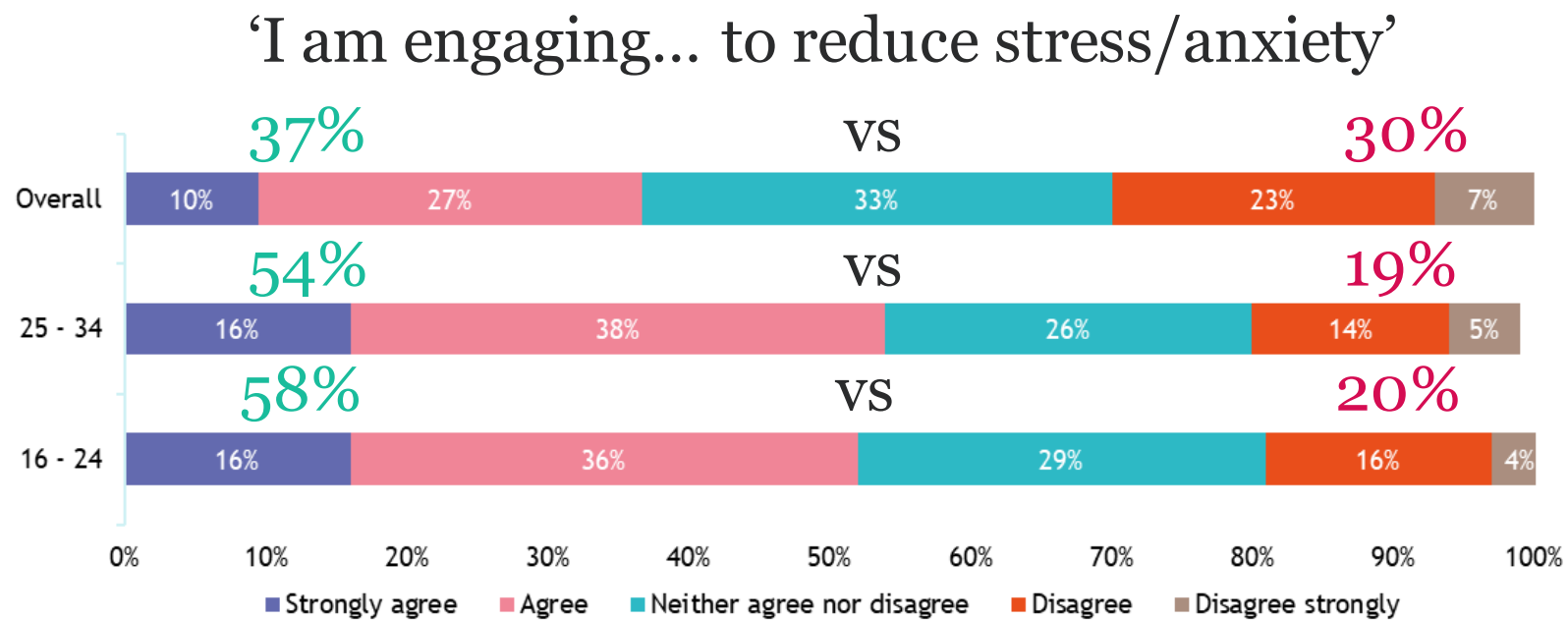
### 'I am engaging... to reduce stress/anxiety'



n = 6,281 / 6,165 Digital Audience Survey Nov 20

...are motivated intellectually, but also for entertainment and emotions

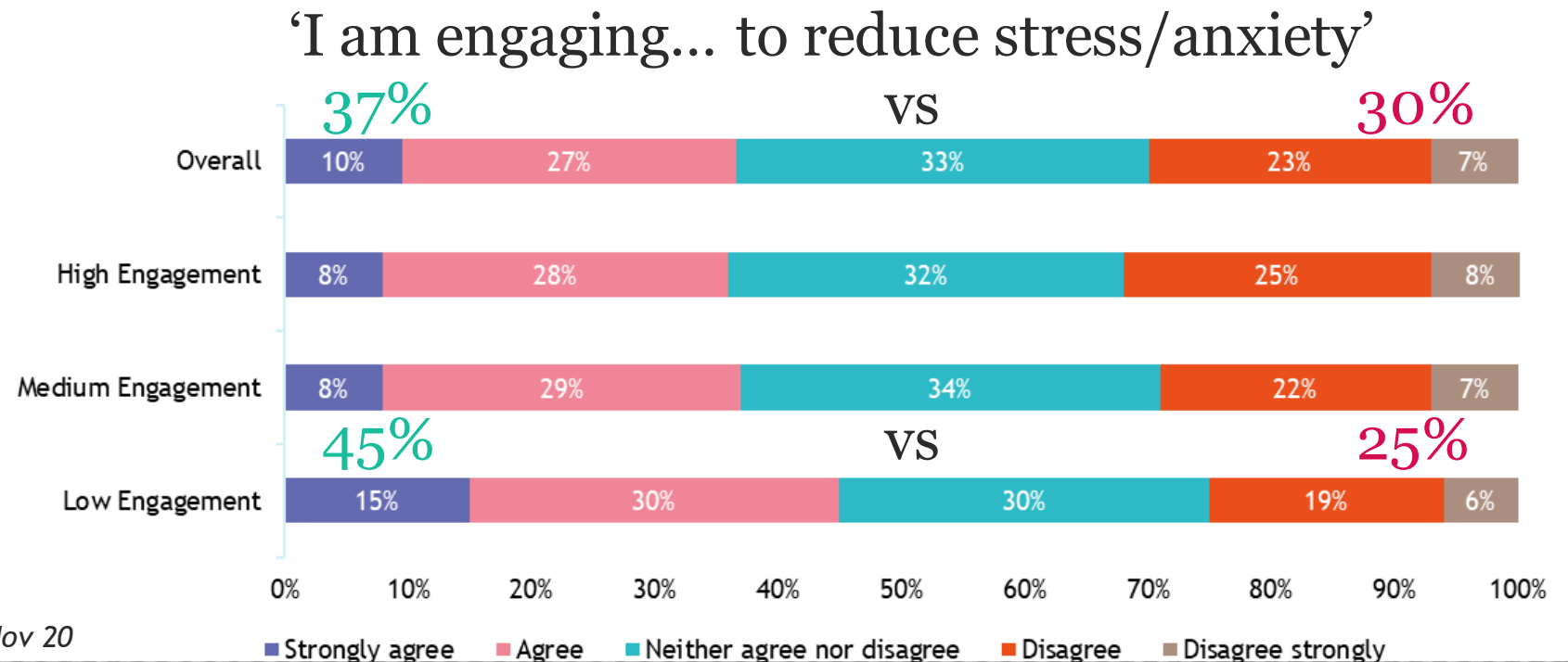
Highest for 16 – 24 and 25 – 34 age groups



n = 6,165 / 669 / 418 Digital Audience Survey Nov 20

...are motivated intellectually, but also for entertainment and emotions

## Highest for lower culturally engaged

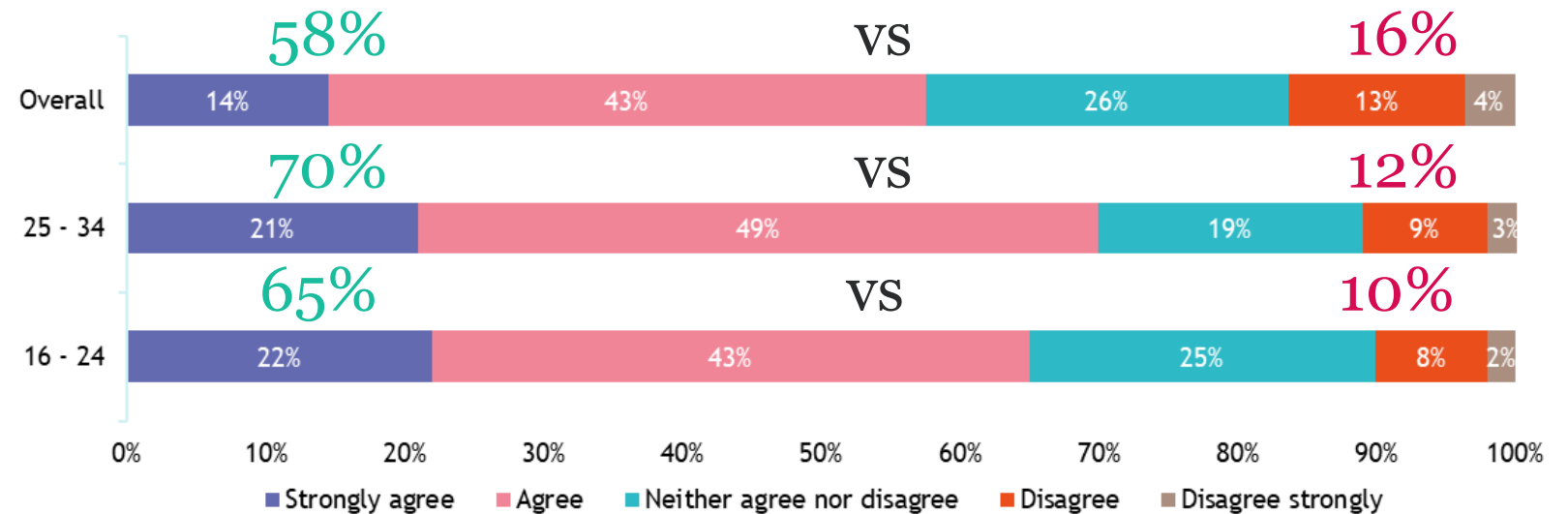


n = 6,165 / 1,647 / 1,488 / 643 Digital Audience Survey Nov 20

...are motivated intellectually, but also for entertainment and emotions

Highest for 16 – 24 and 25 – 34 age groups

‘I am engaging... to boost my mood’



n = 6,281 / 669 / 418 Digital Audience Survey Nov 20

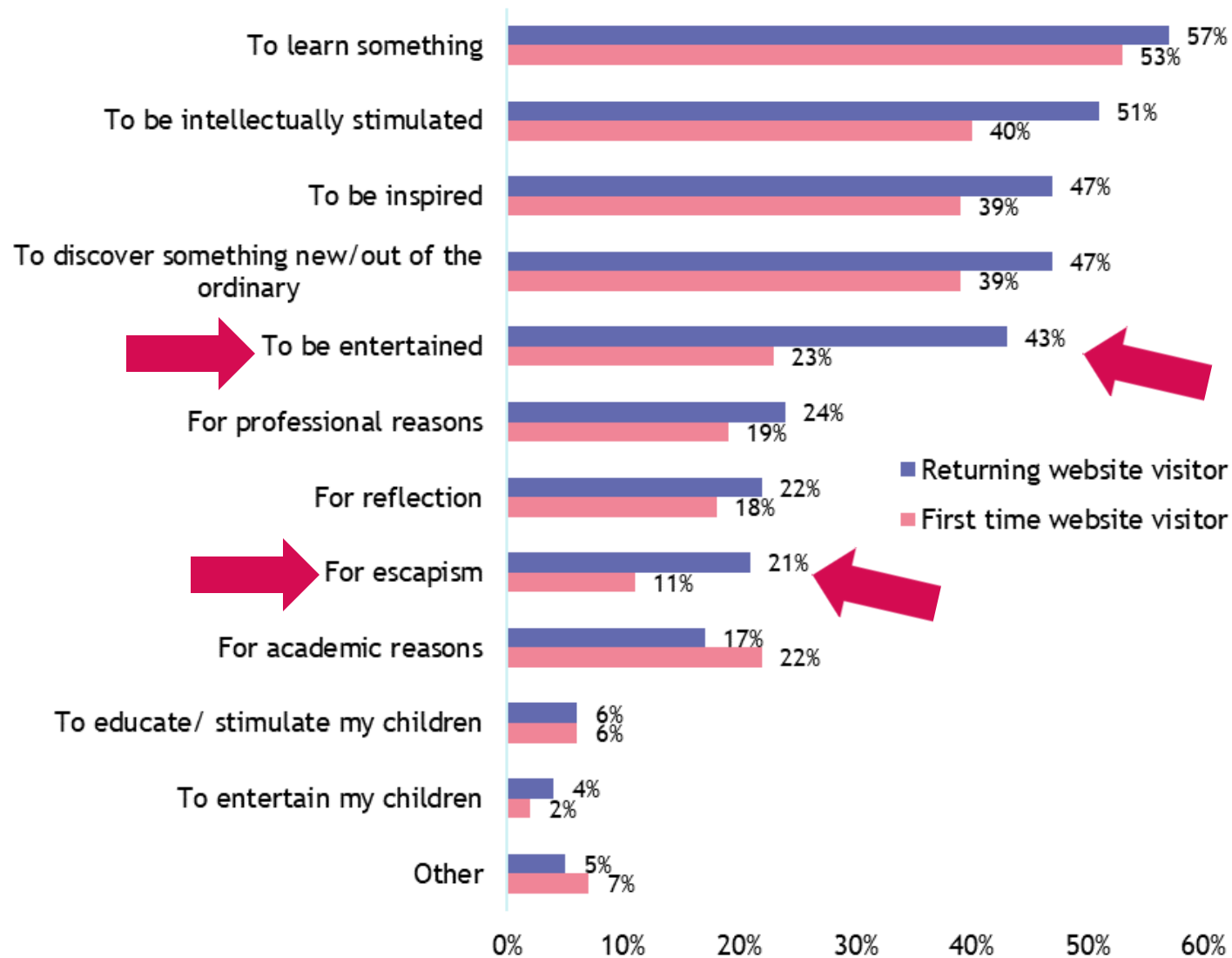


...are more likely to: (compared with Audience Finder 18/19)

be White	91% vs 89% (UK pop. 87%)
be Older	47% over 55 vs 44% (UK pop. 35%)
be Male	(only) 28% vs 36%
have a Disability	12% vs 9%
resident in the UK	85% vs 95%

# Return vs. first time visitors

# Return visitors more motivated by entertainment and escapism...



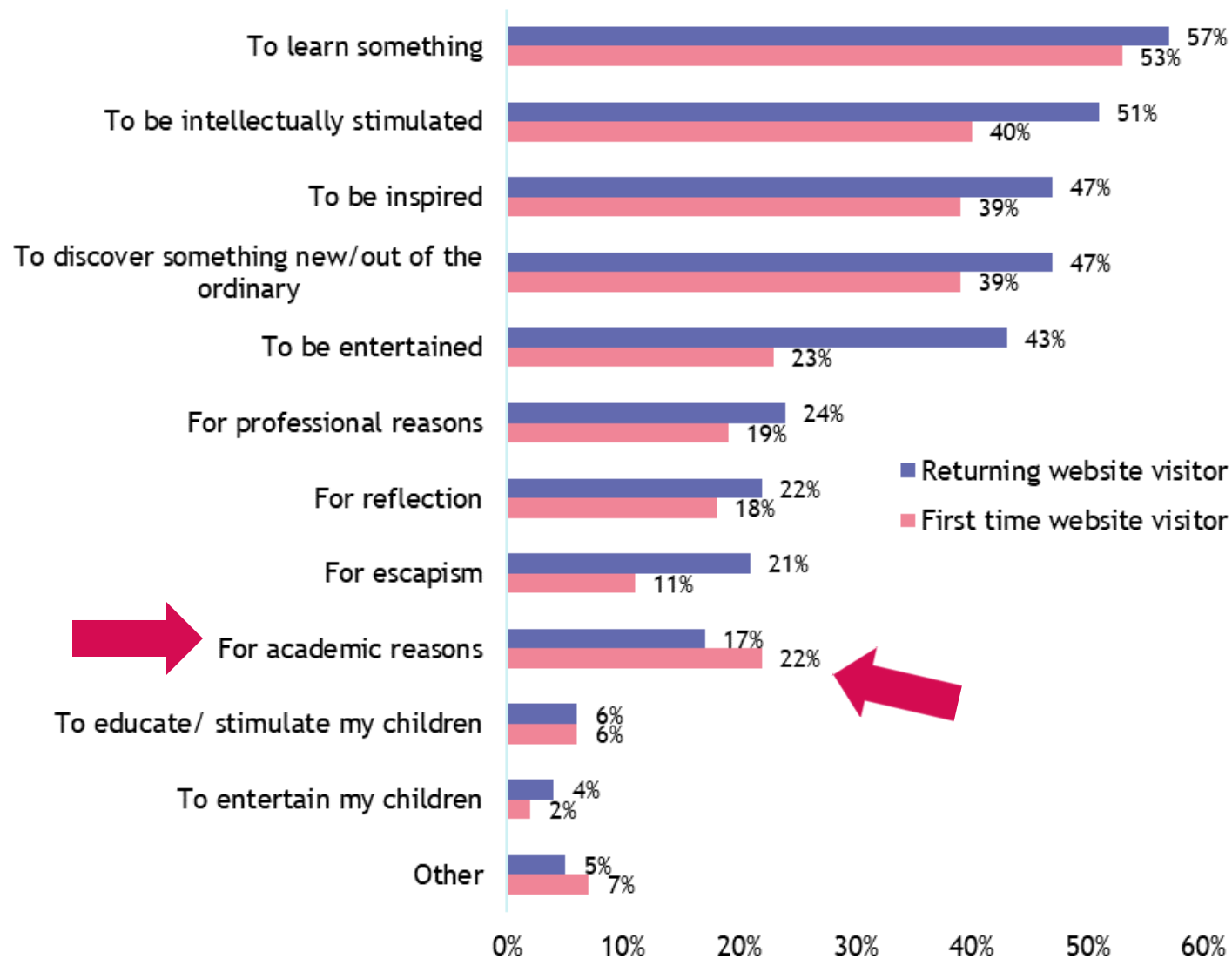
n = 3,062 / 1,171 Digital Audience Survey Nov 20

Question: Which of the following describe your motivations for visiting our website or social media platforms??

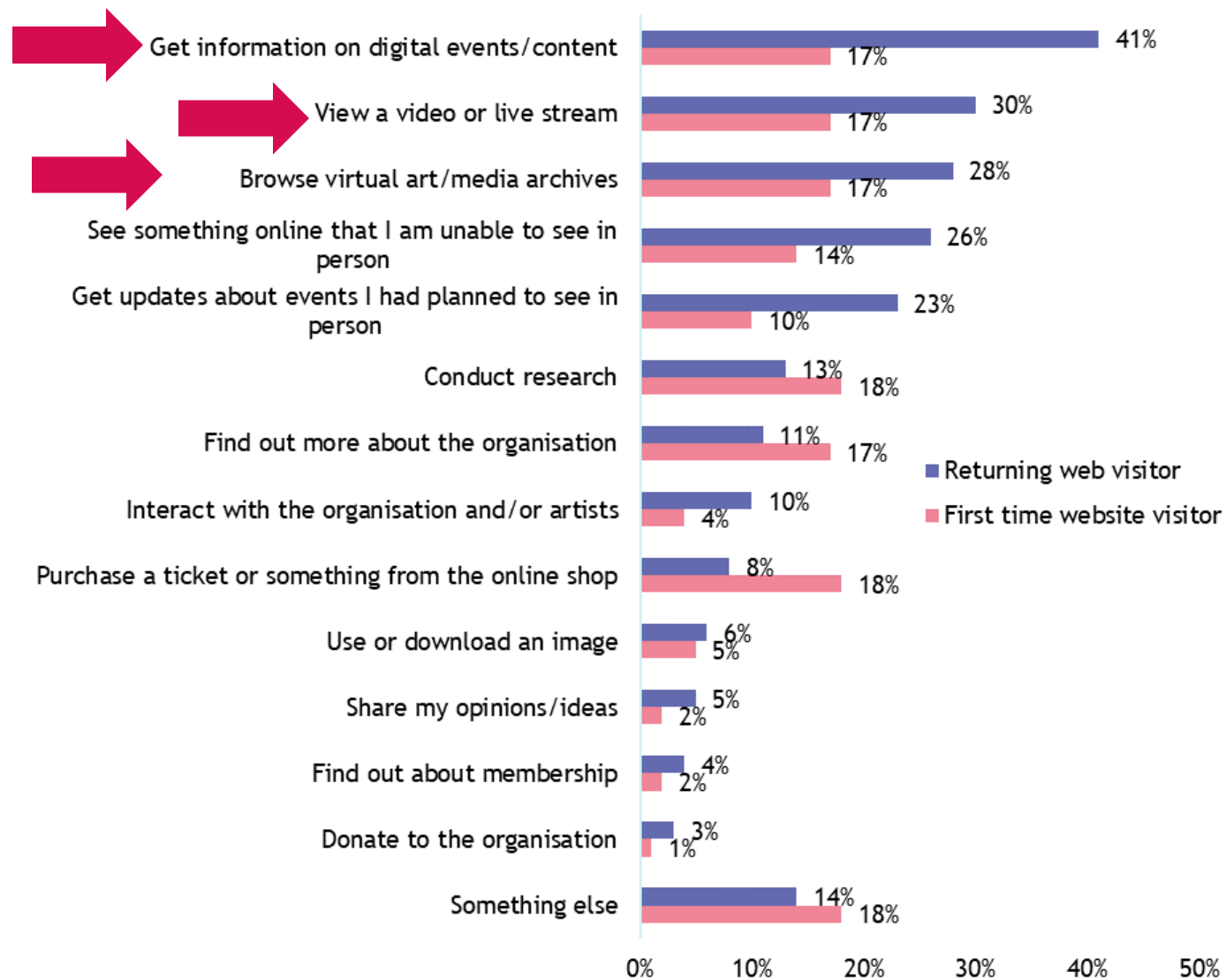
Return visitors  
more motivated by  
entertainment and  
escapism...**while**  
**first time visitors**  
**more for academic**  
**reasons**

n = 3,062 / 1,171 Digital Audience Survey Nov 20

Question: Which of the following describe your motivations for visiting our website or social media platforms??

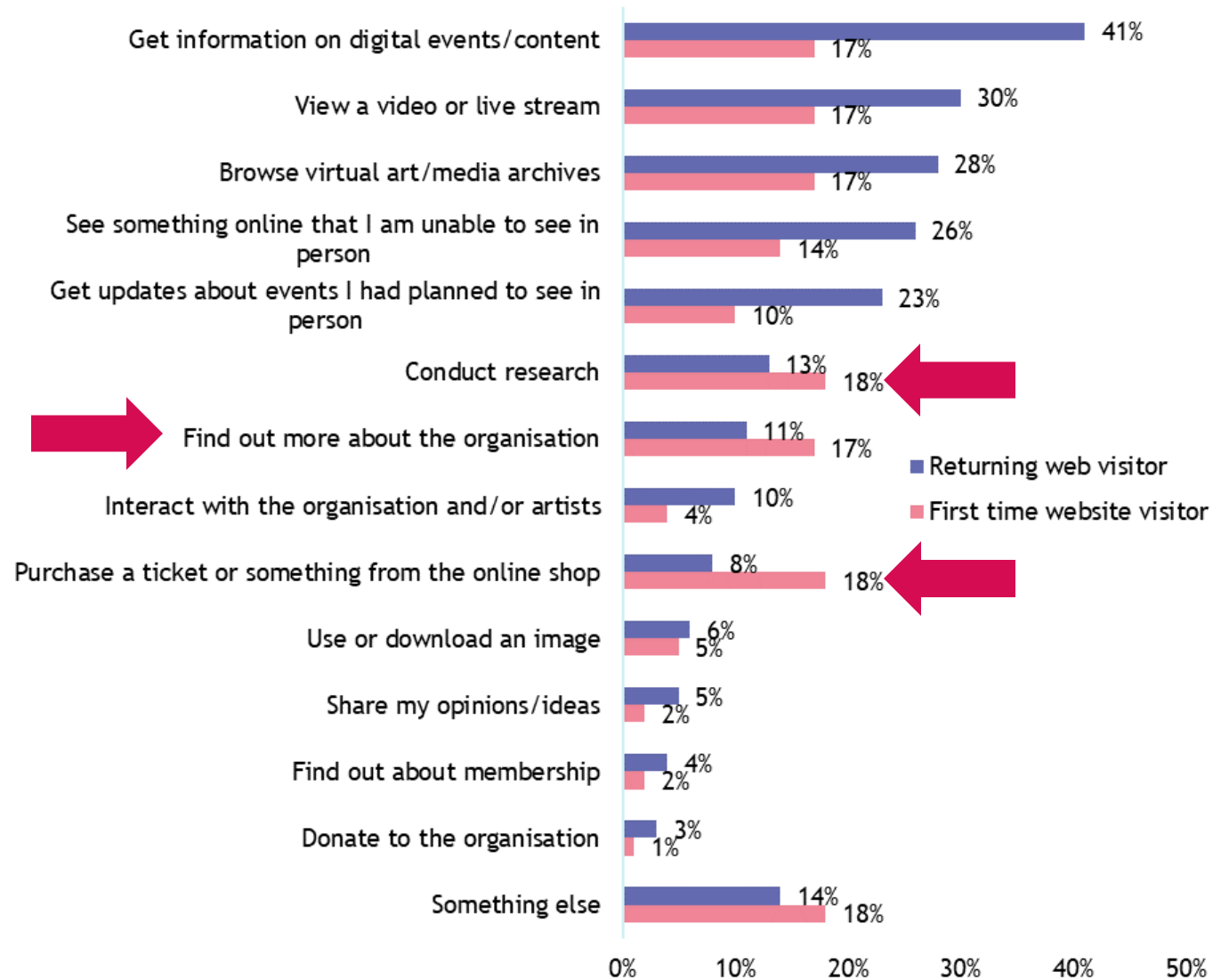


# Return visitors looking for information on events/content...



n = 6,411 / 4,086 / 2,102 Digital Audience Survey Nov 20

Return visitors looking for information on events/content...  
**first timer visitors**  
**finding out more about the organisation or**  
**purchasing something**



n = 6,411 / 4,086 / 2,102 Digital Audience Survey Nov 20

# Differences by Artform

Gallery website visitors are more likely... (vs overall)

First time web visitor (49% vs 34%) of which 80% have never physically attended the organisations (vs. 74%)

From a diverse ethnic background (12% BAME)

54% highly culturally engaged (vs 44%)

Purchase a ticket or something from the online shop (18% vs. 11%)



Performing Arts website visitors are more likely... (vs overall)

Return web visitor (80% vs 66%)

From a balance of age groups, reflecting the UK population

To engage...to boost my mood (65% agree vs 58%)

To view more online...than before Covid (68% agree vs 61%)

To view a video or live stream (45% vs 26%)

Donate to the organisation (4% vs 2%)

Museum & Heritage website visitors are more likely... (vs overall)

Return web visitor (80% vs 66%)

To have increased frequency of visits since Covid (66% vs 58%)

Aged 55 or over (54% vs. 47%)

To identify as disabled (18% vs 12%)

52% medium culturally engaged (vs 39%)

See something...I am unable to see in-person (29% vs 22%)

# Want to know more?

Get in touch: [theaudienceagency.org](http://theaudienceagency.org)

@audienceagents @aehibbins @katiemoffat

 the audience agency