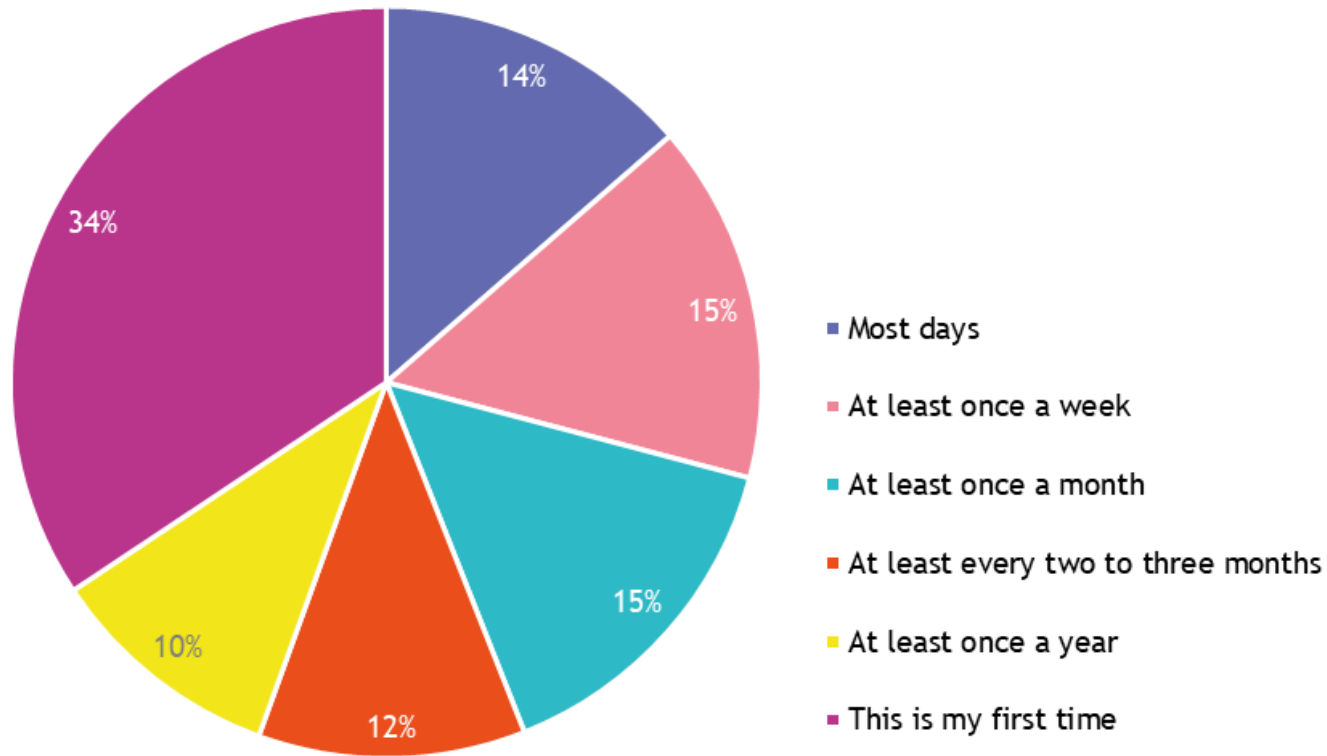


# Who are digital audiences?

The Audience Agency Digital Audience  
Survey results November 2020

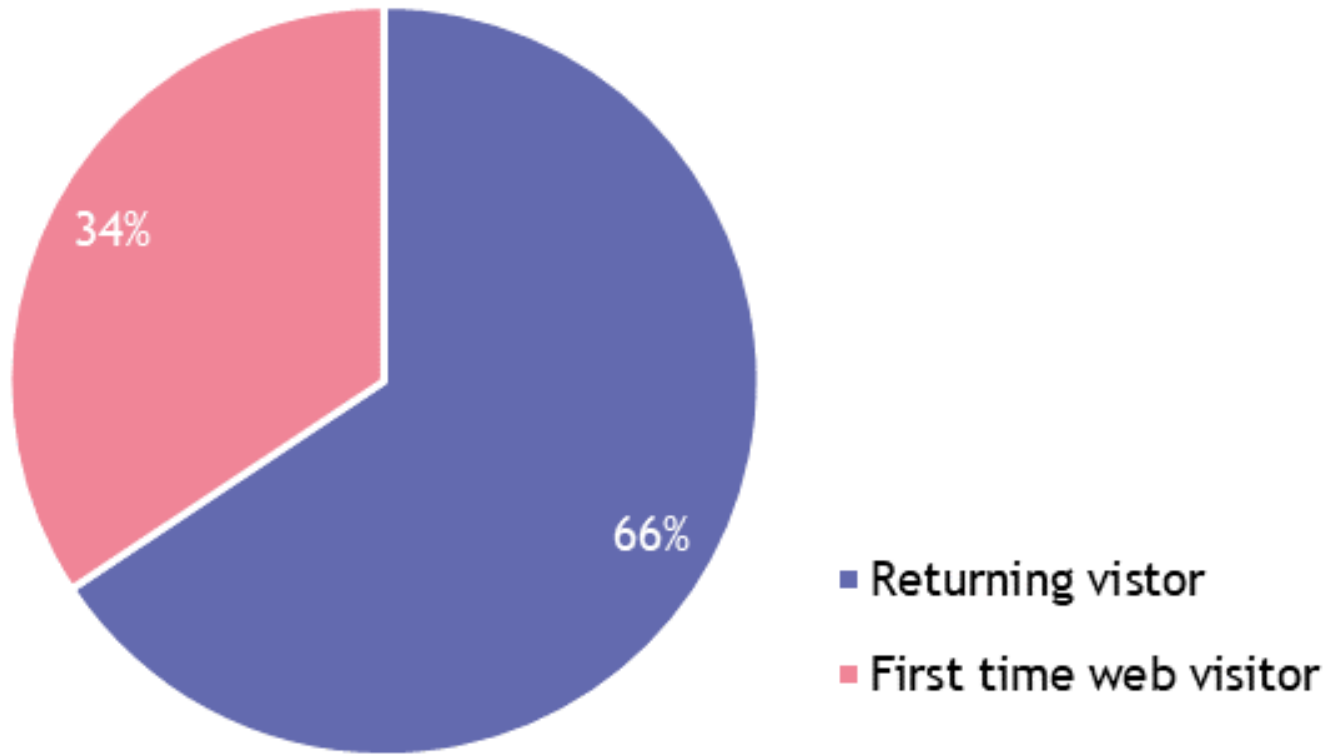
# Frequency of visits

...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

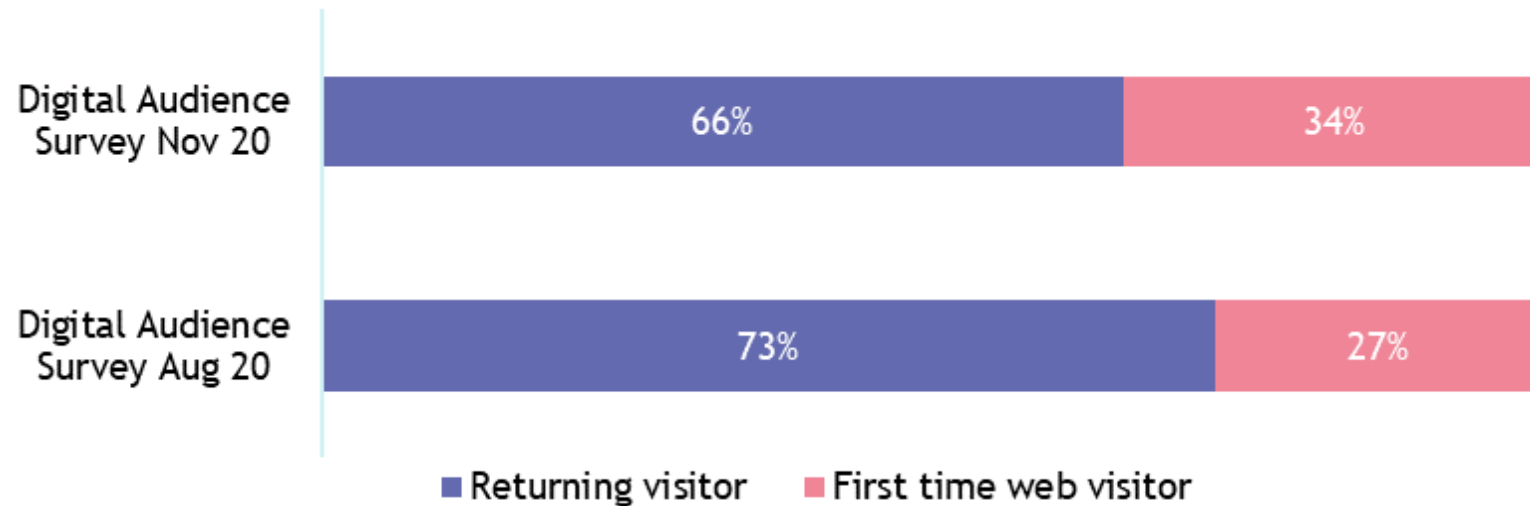


*n = 6,321 Digital Audience Survey Nov 20*

*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



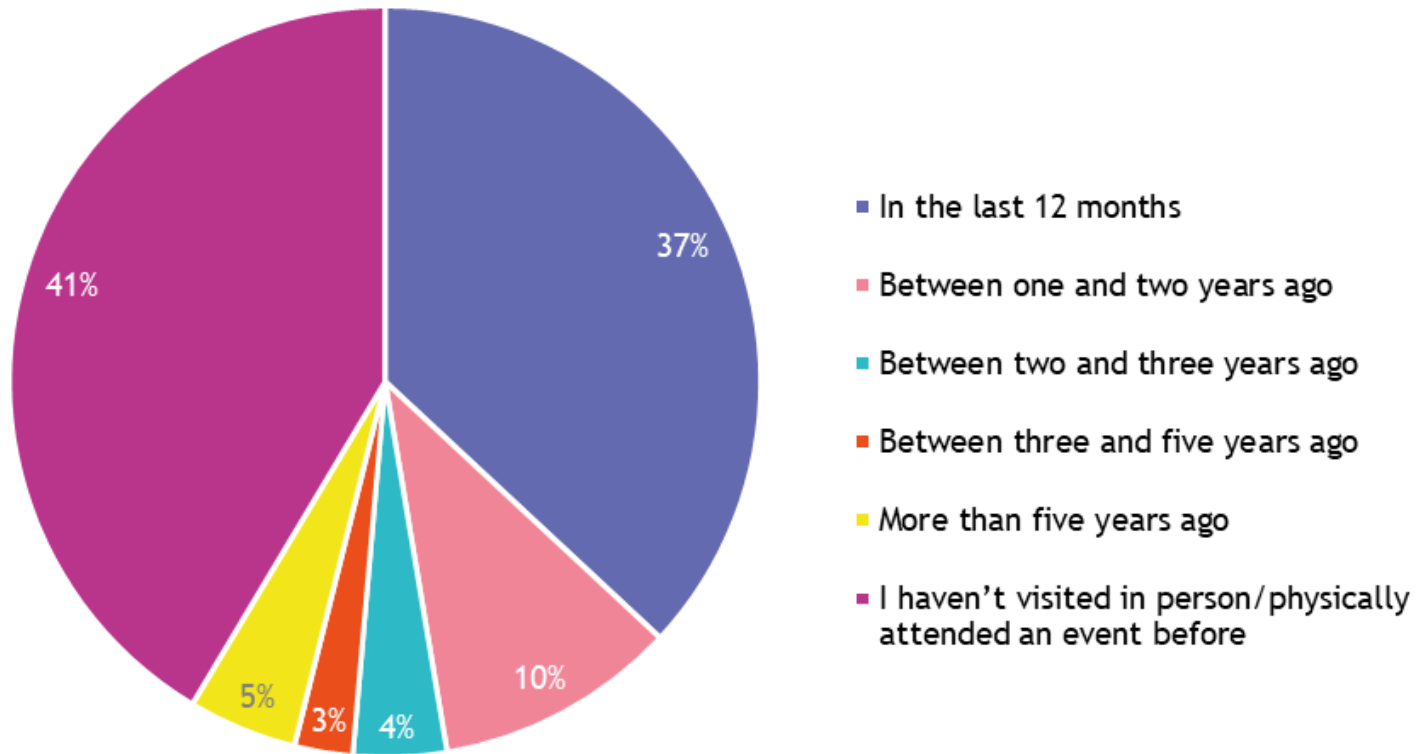
↑ Increase in first time  
web visitors since  
Aug 20

*n = 6,321 Digital Audience Survey Nov 20*

*n = 3,607 Digital Audience Survey Aug 20*

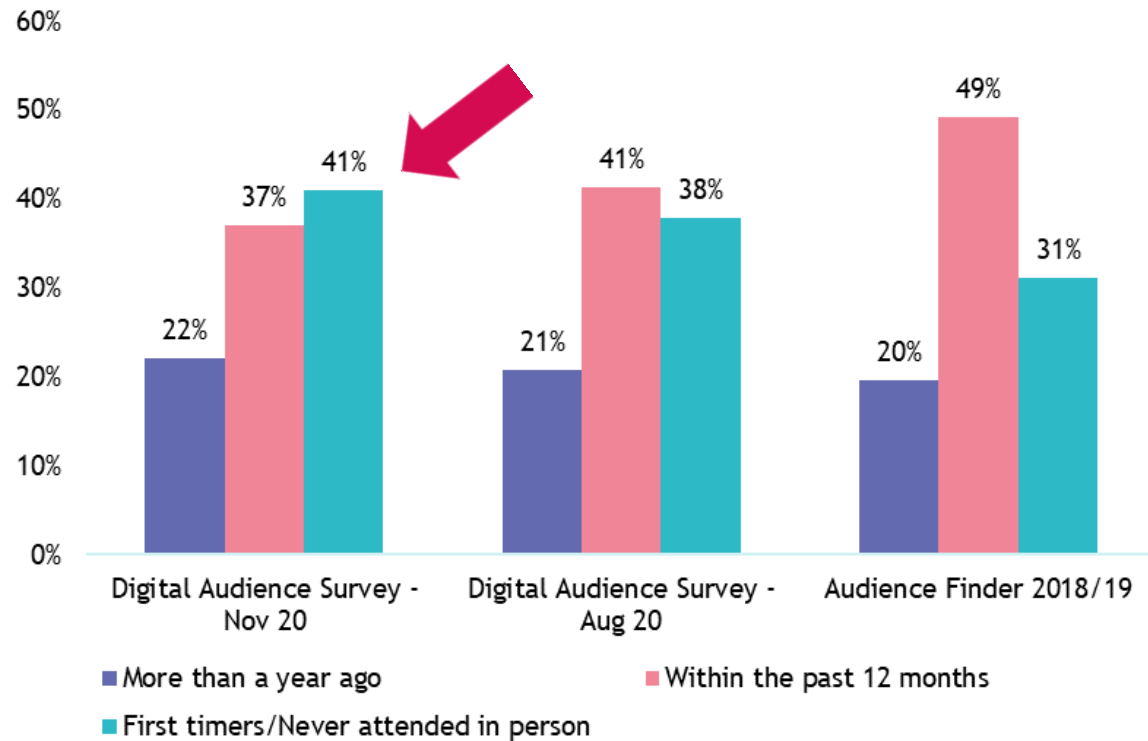
Question: On average, how often do you visit our website or social media platforms to watch/read our digital content?

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



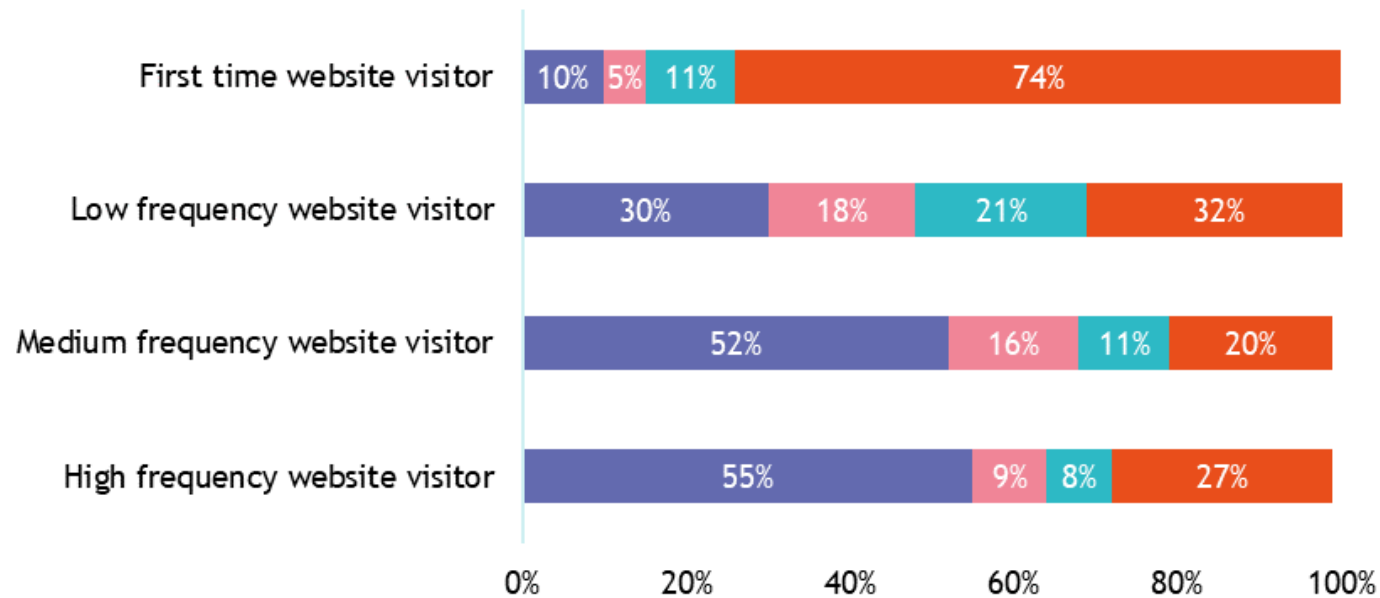
*n = 6,444 Digital Audience Survey Nov 20*  
Question: When did you last visit us in person/physically attend one of our events?

...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?

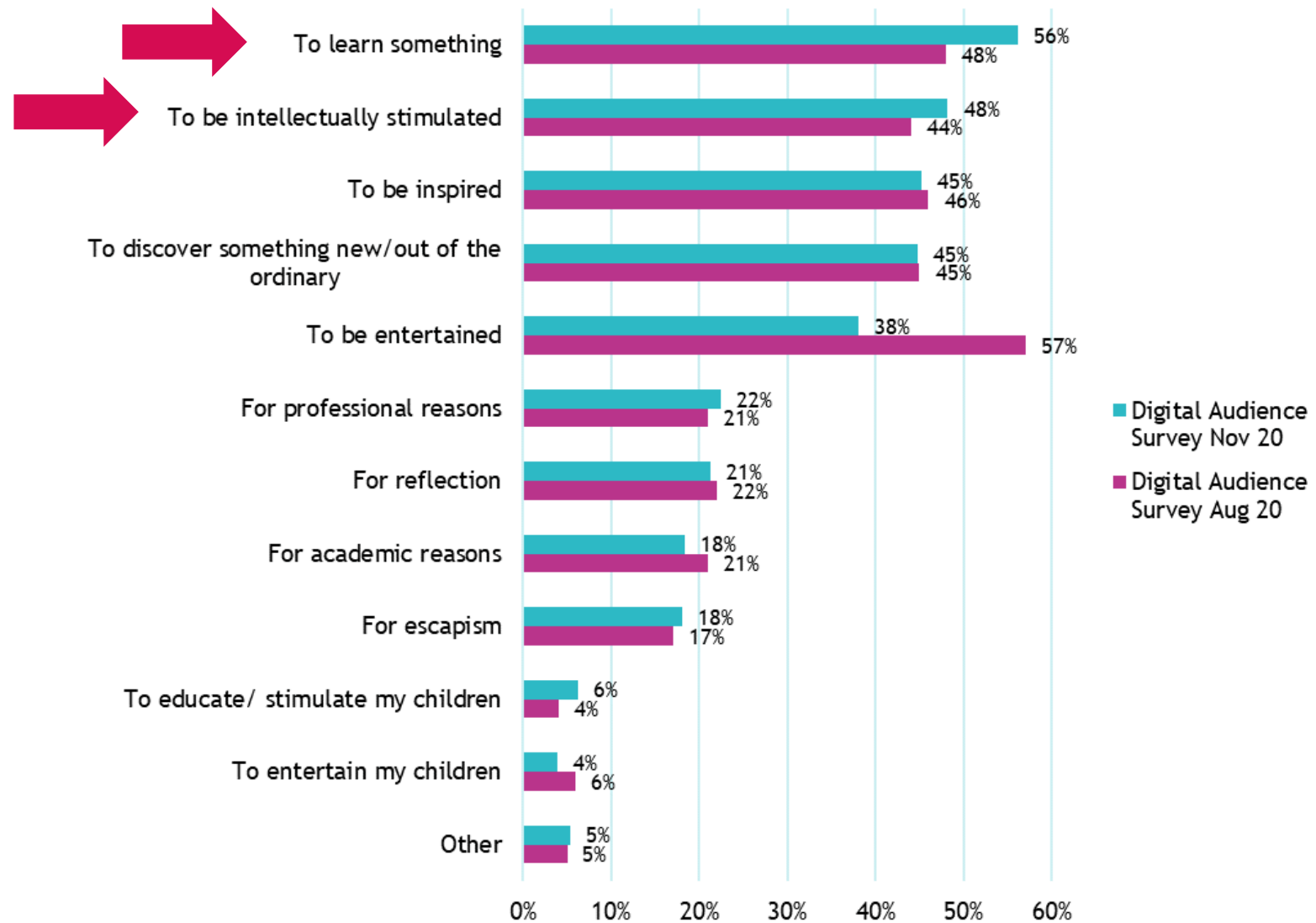
# Motivations and actions

...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??

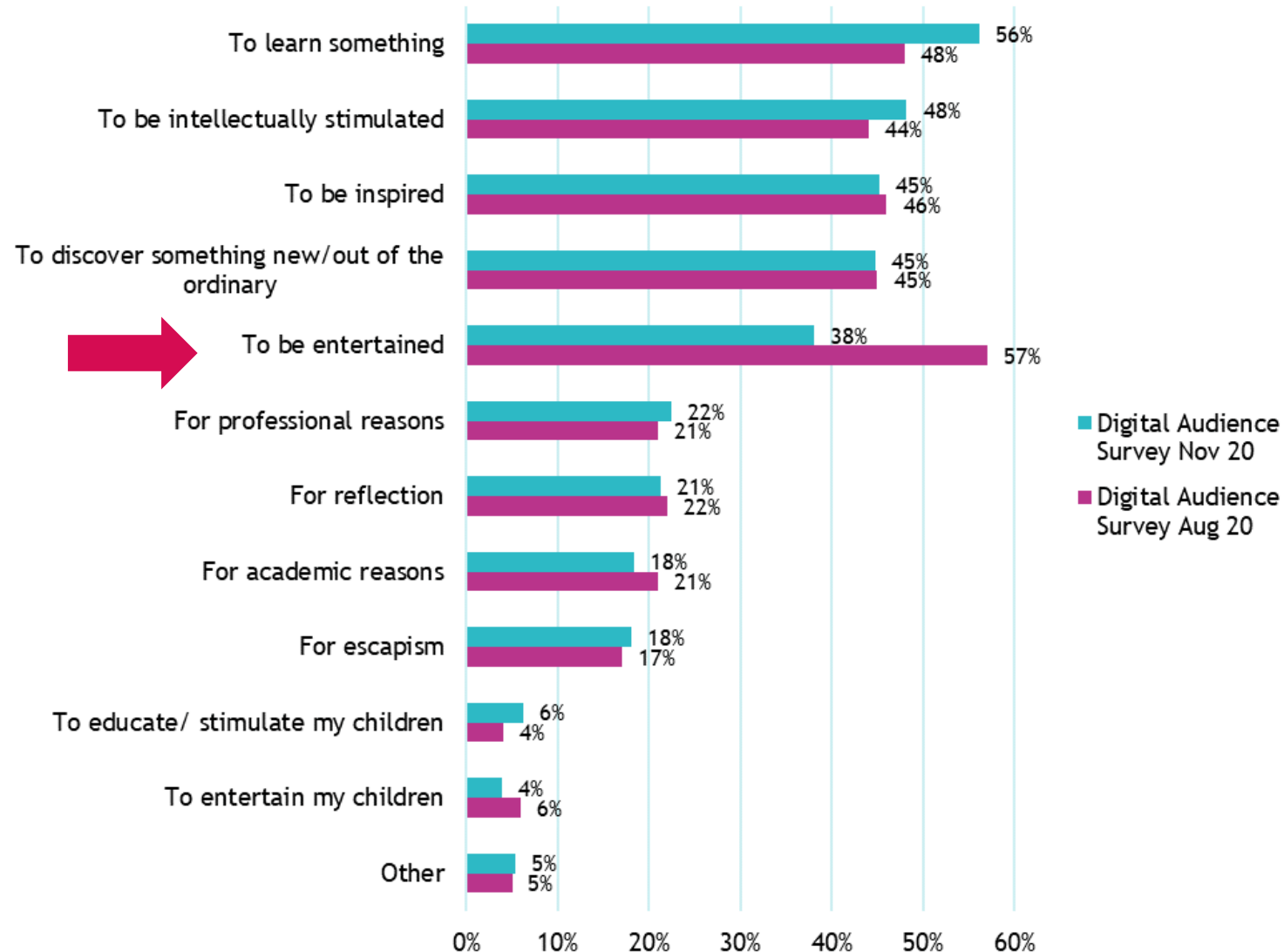


...are motivated  
intellectually,  
but also for  
entertainment

*n = 4,419 Digital Audience Survey Nov 20*

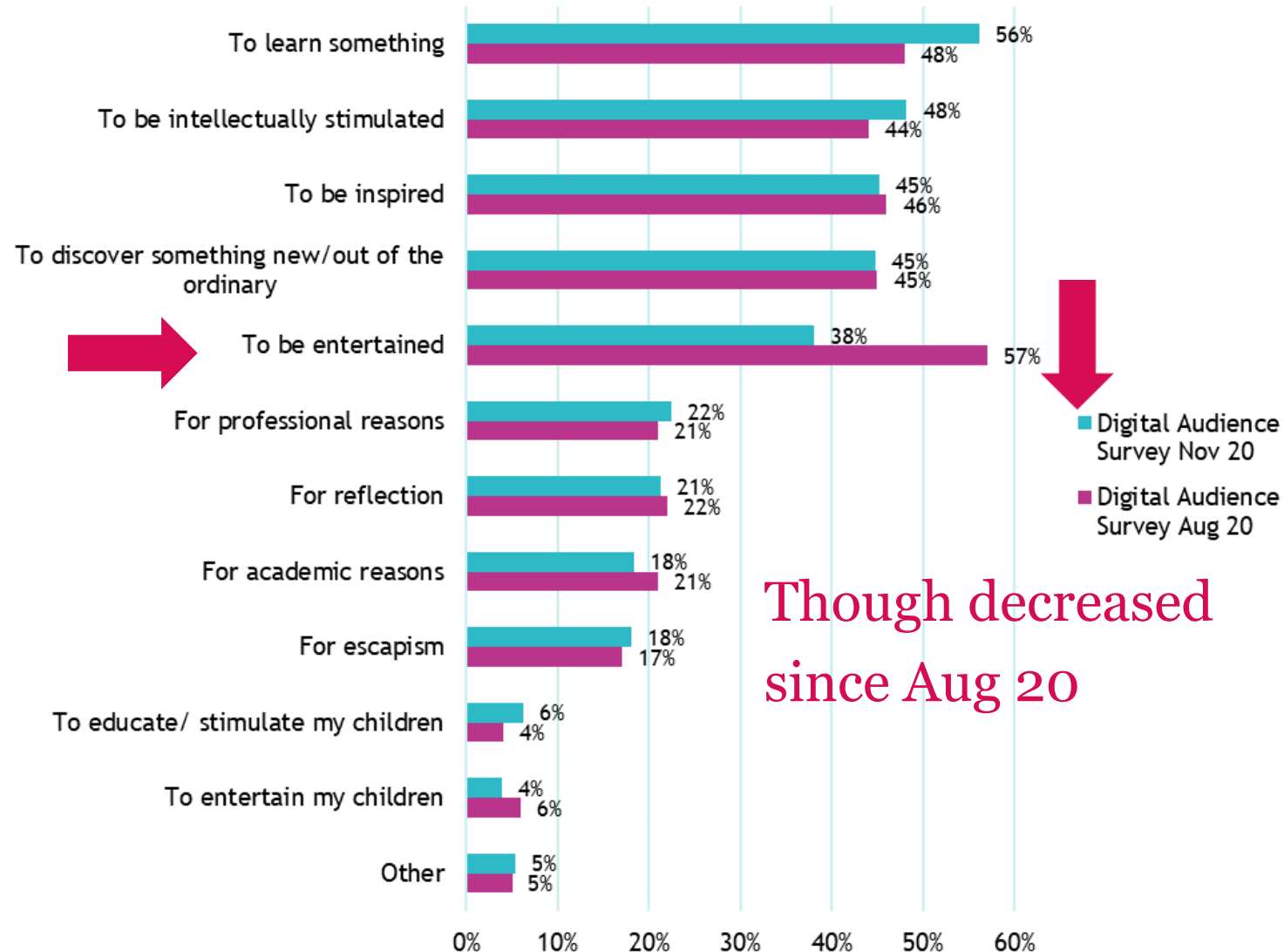
*n = 2,519 Digital Audience Survey Aug 20*

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



...are motivated  
intellectually,  
but also for  
entertainment

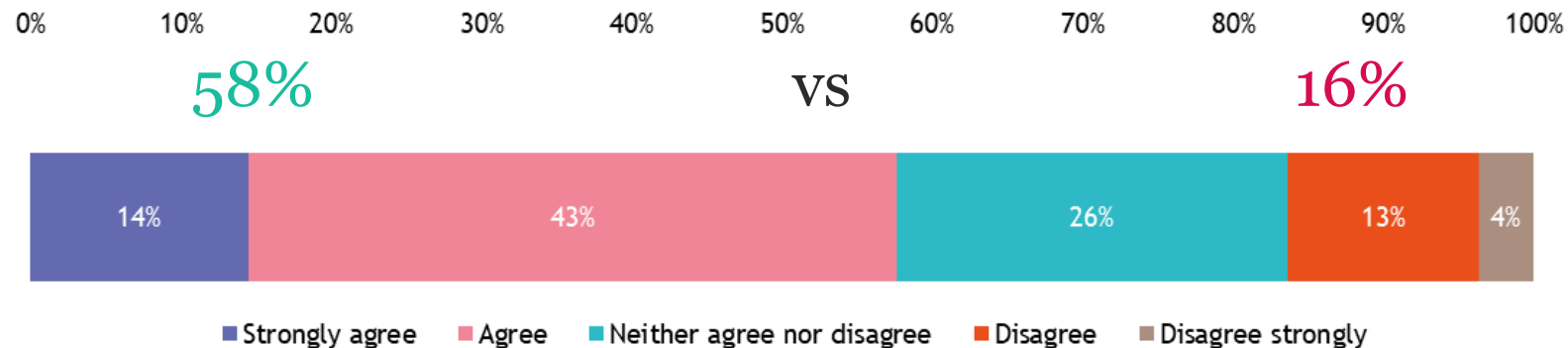
*n = 4,419 Digital Audience Survey Nov 20*  
*n = 2,519 Digital Audience Survey Aug 20*  
Question: Which of the following describe your  
motivations for visiting our website or social  
media platforms??



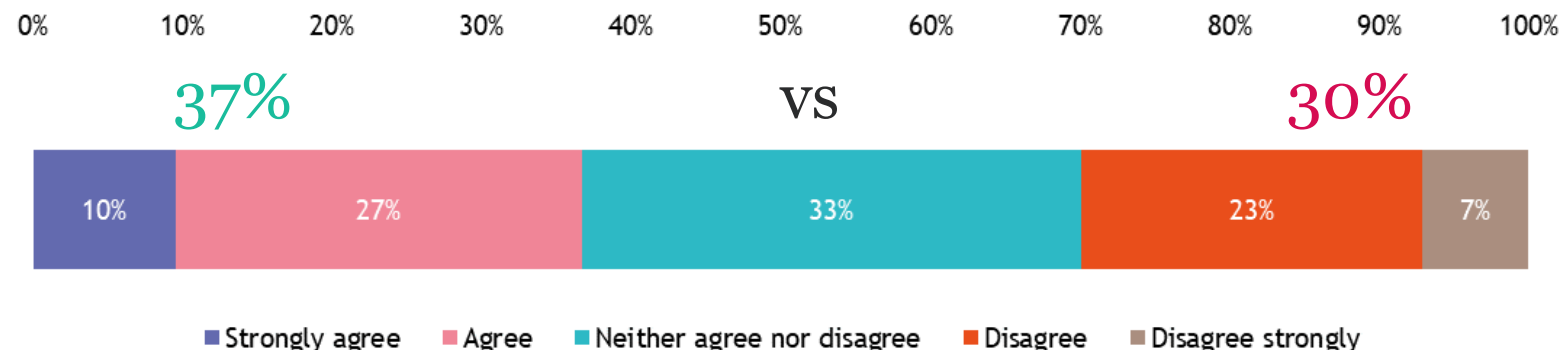
Though decreased  
since Aug 20

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

‘I am engaging... to boost my mood’



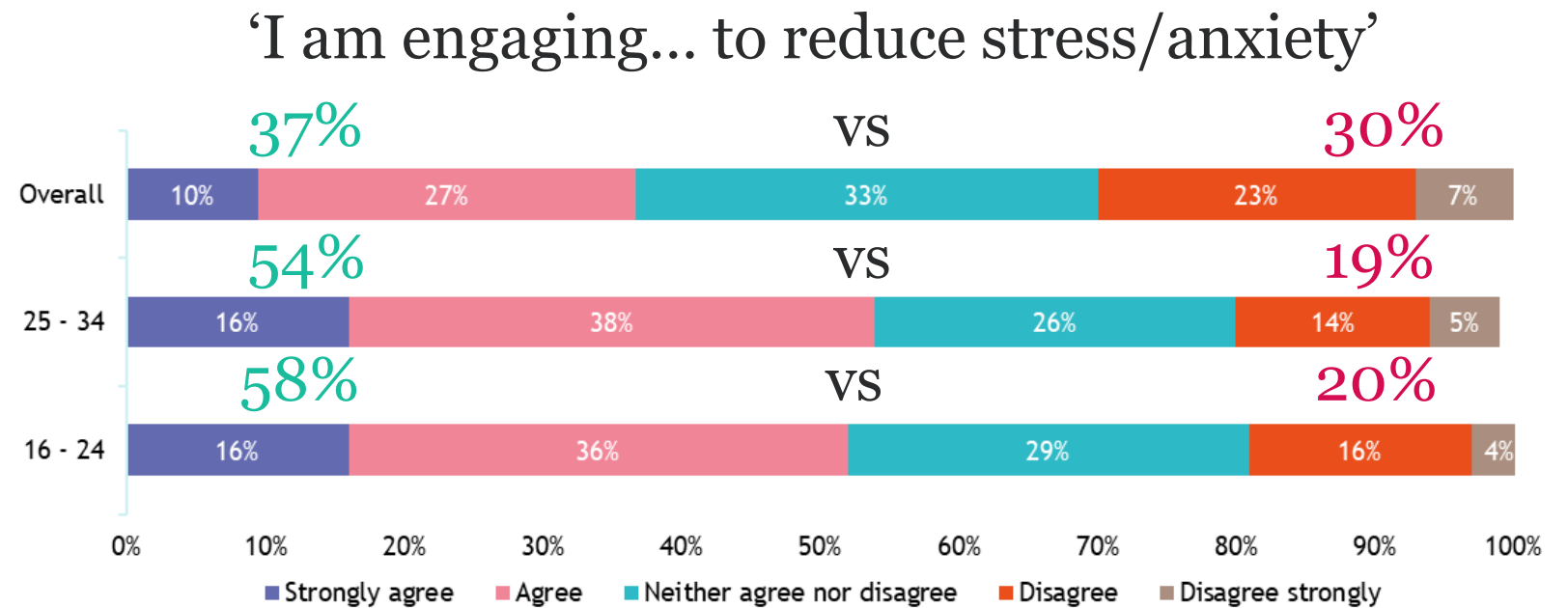
‘I am engaging... to reduce stress/anxiety’



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

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

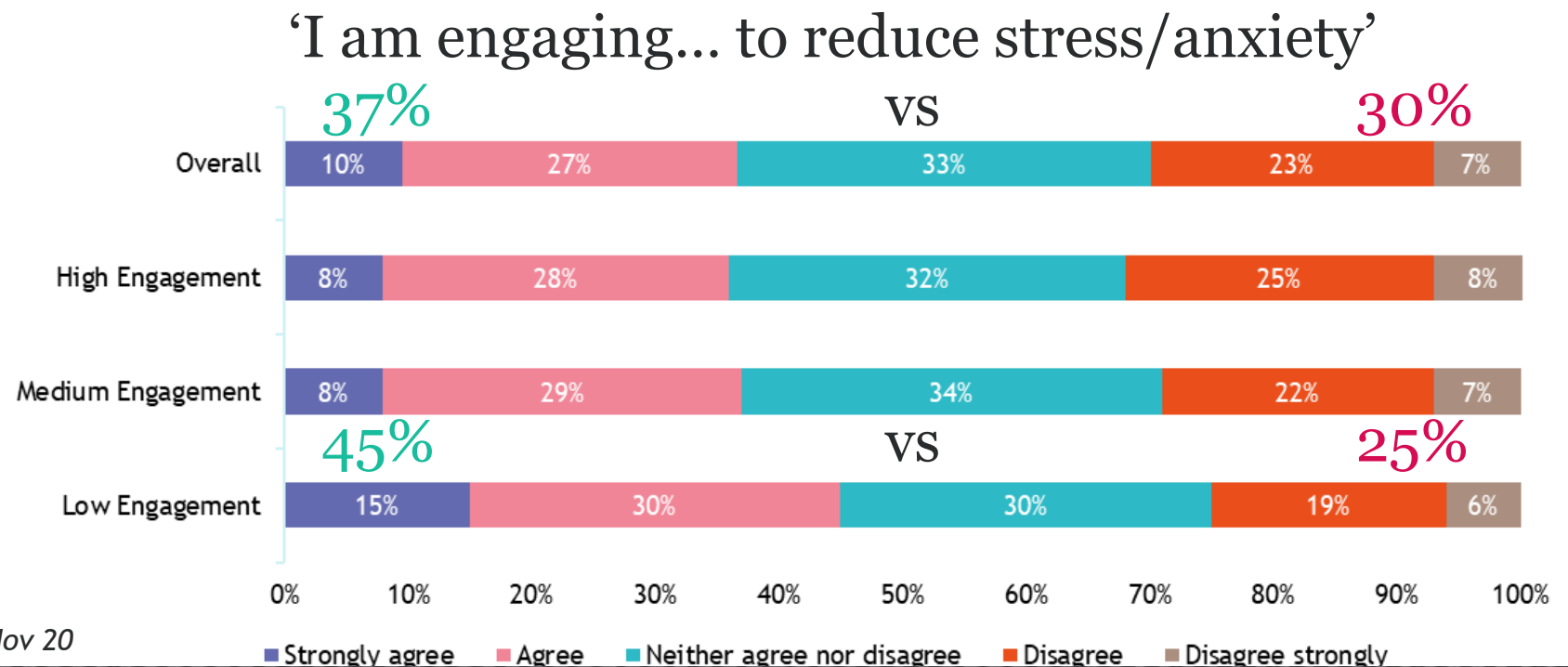
Highest for 16 – 24 and 25 – 34 age  
groups



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

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

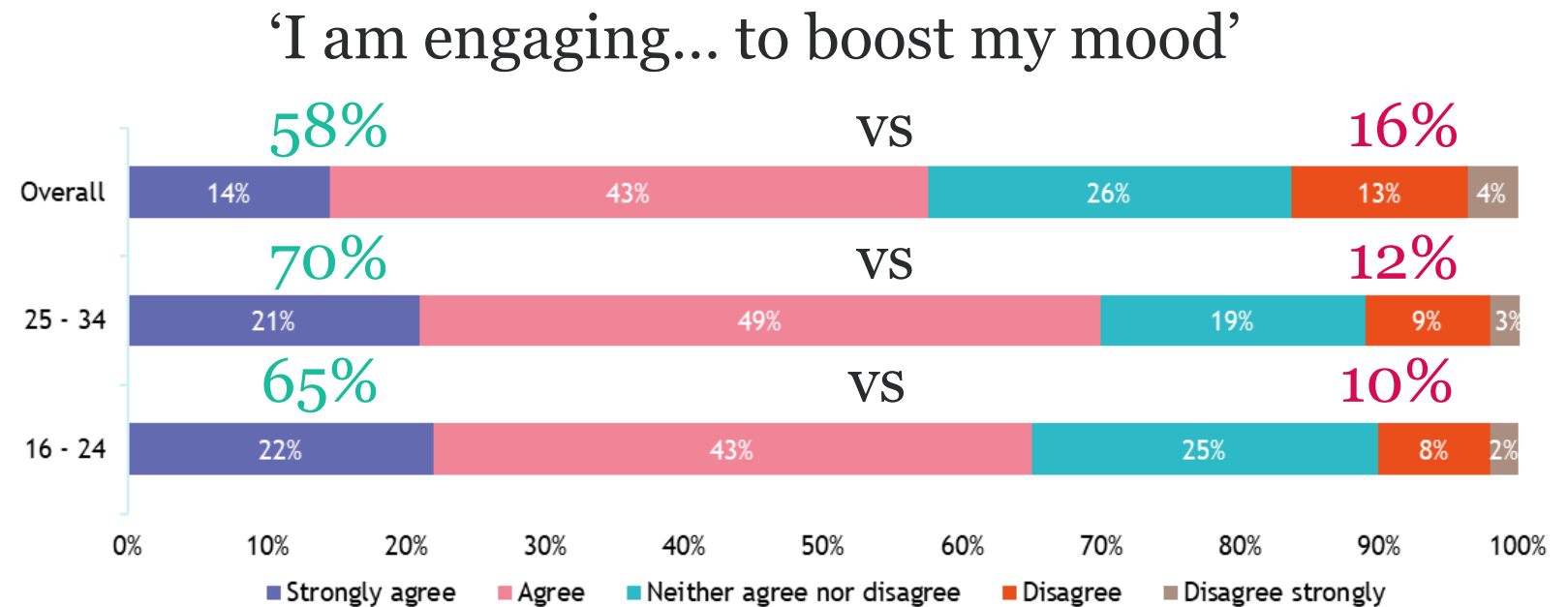
Highest for lower culturally engaged



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



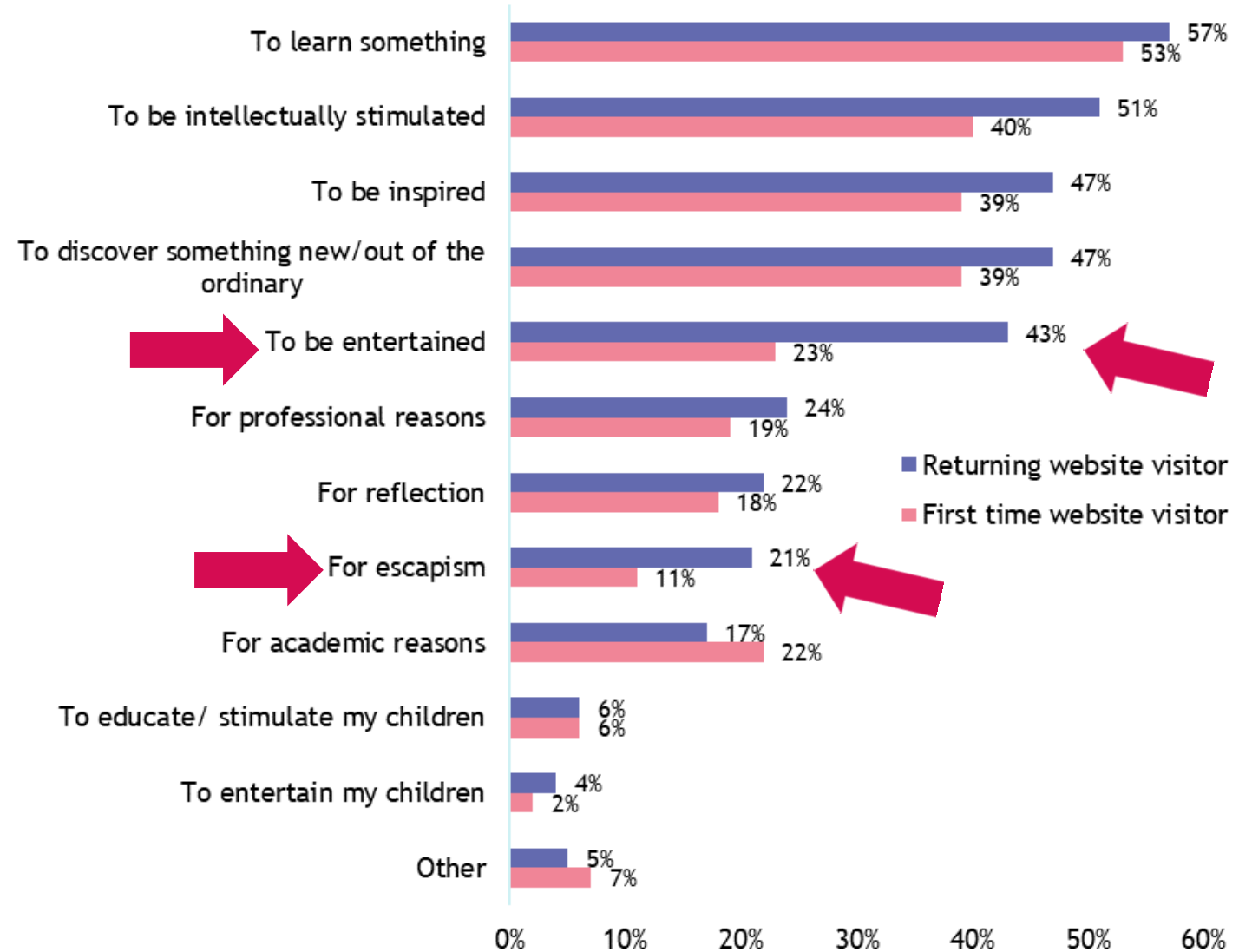
n = 6,281 / 669 / 418 Digital Audience Survey Nov 20

...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...



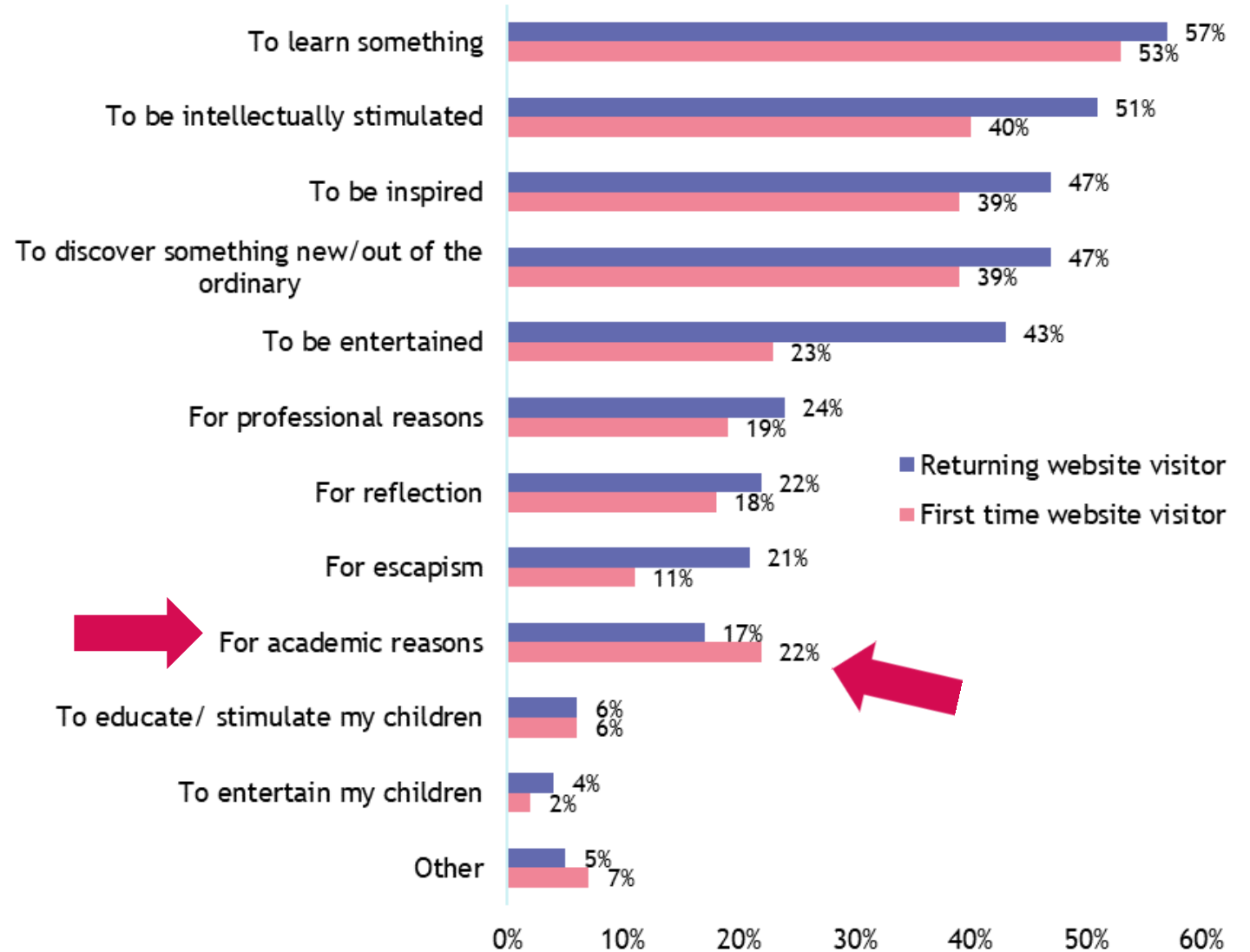
*n = 3,062 / 1,171 Digital Audience Survey Nov 20*

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

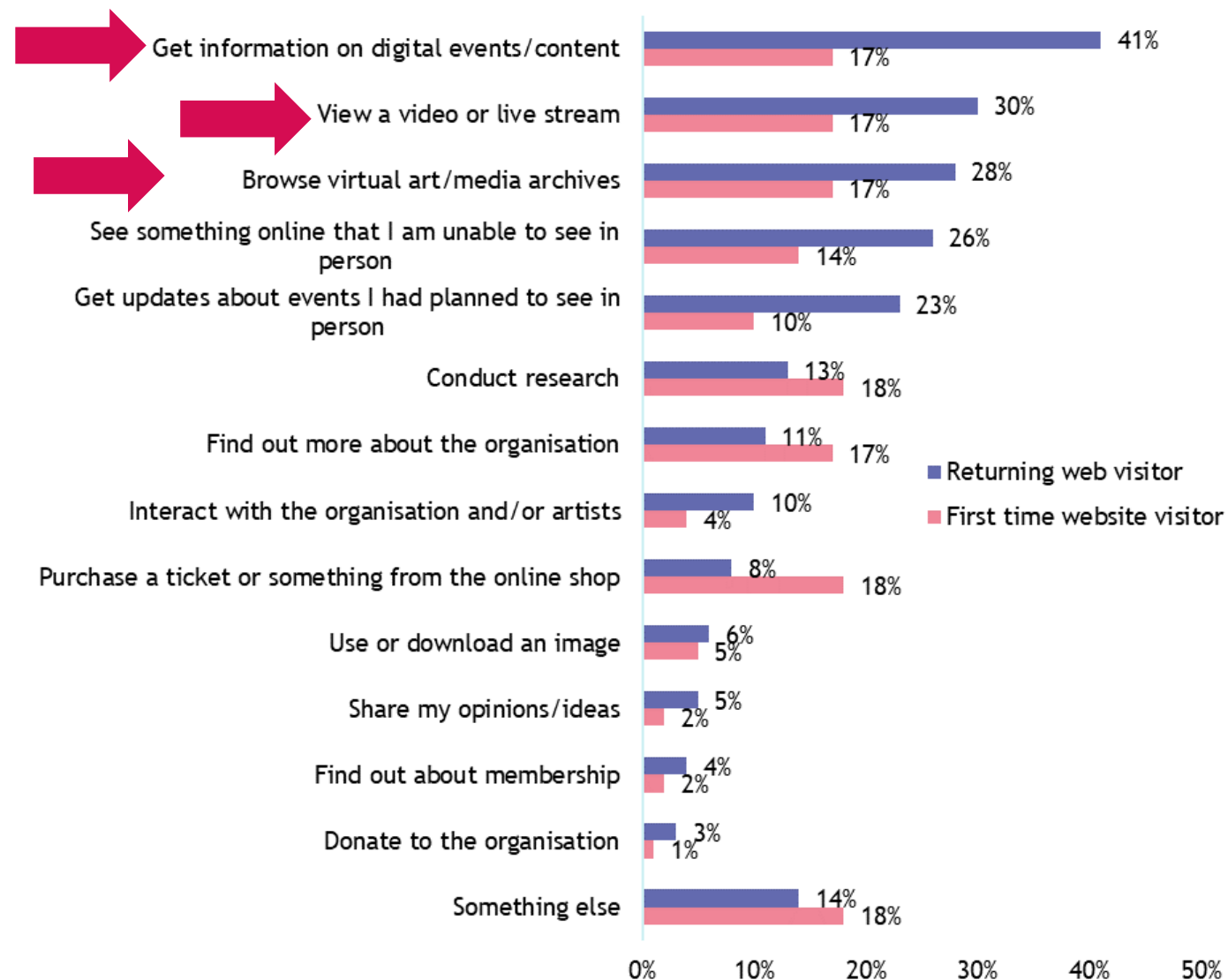
Return visitors  
more motivated by  
entertainment and  
escapism...while  
first time visitors  
more for academic  
reasons

*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??

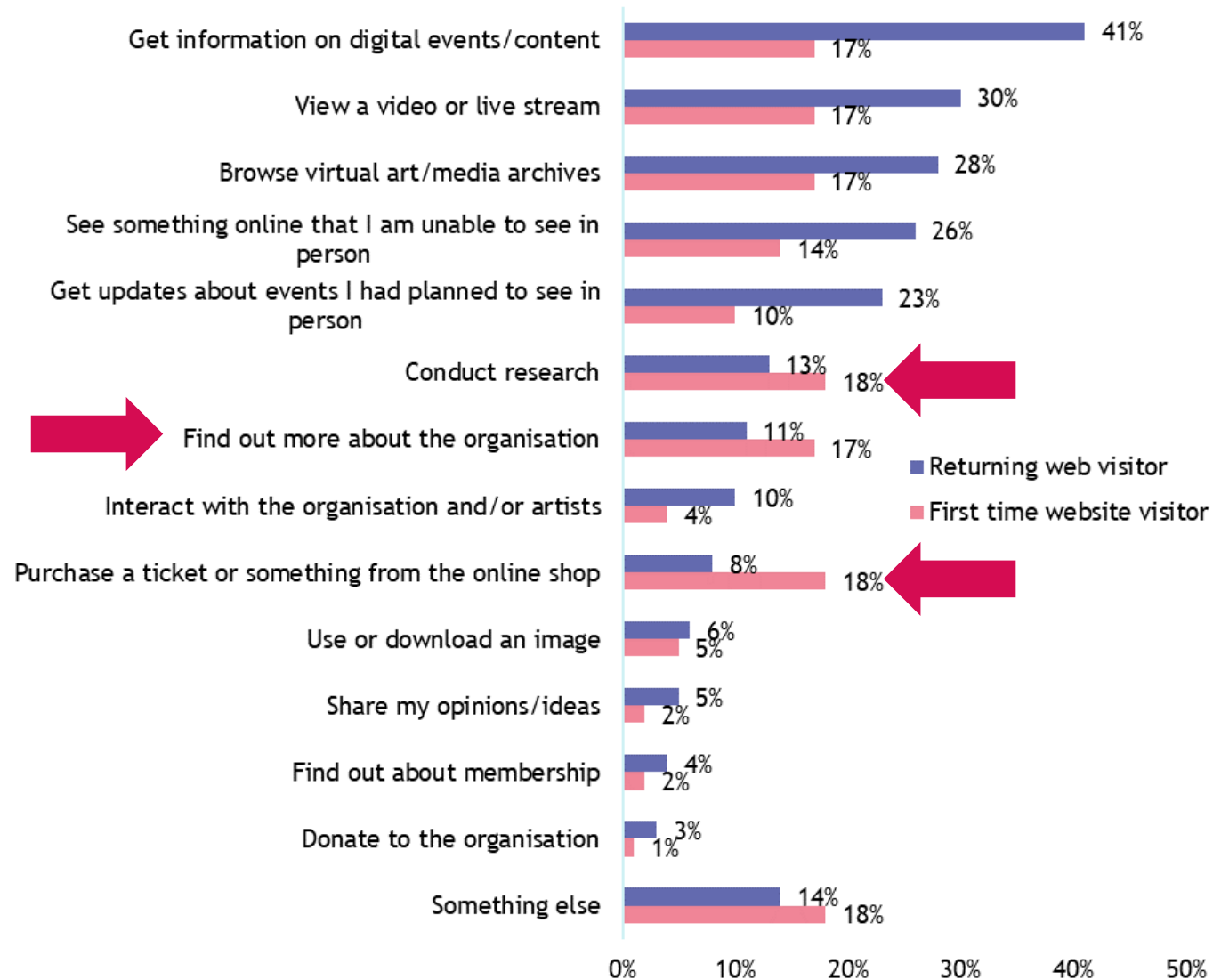


# Return visitors looking for information on events/content...



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)

To be a first time web visitor (49% vs 34%): of which 80% have never physically attended the organisations (vs. 74%)

To be from Black, Asian and other minority ethnicities\* (11% vs 9%)

To be highly culturally engaged (53% vs 44%)

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

\*The sample size is currently not large enough to differentiate the proportions from more specific groups.

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

To be a return web visitor (80% vs 66%)

To be 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%)

To donate to the organisation (4% vs 2%)

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

To be a return web visitor (80% vs 66%)

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

To be aged 55 or over (54% vs. 47%)

To identify as disabled (18% vs 12%)

To be medium culturally engaged (52% vs 39%)

To '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](https://twitter.com/audienceagents)

 the audience agency