

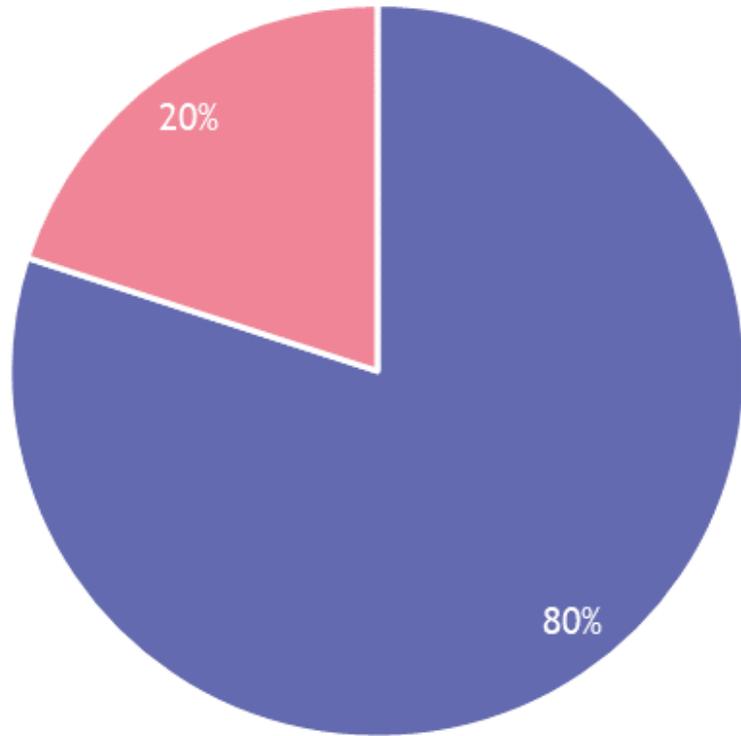
Who are performing arts' digital visitors?

The 2020 Digital Audience Survey
November Findings

Performing Arts website visitors are more likely...

...To be a return web visitor.

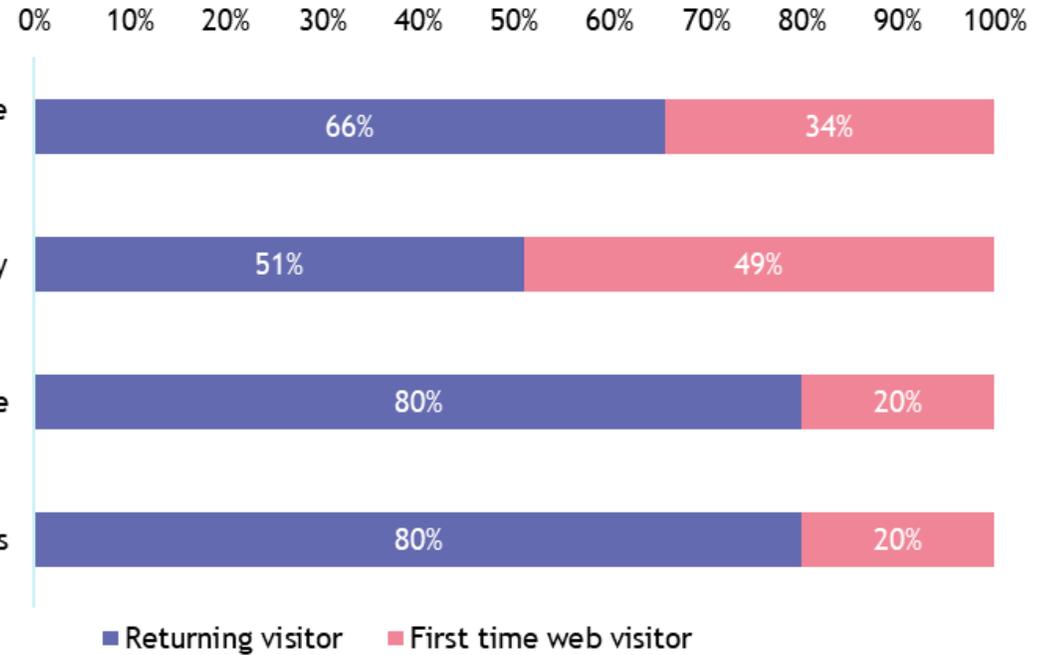
Performing Arts



■ Returning web visitor
■ First time website visitor

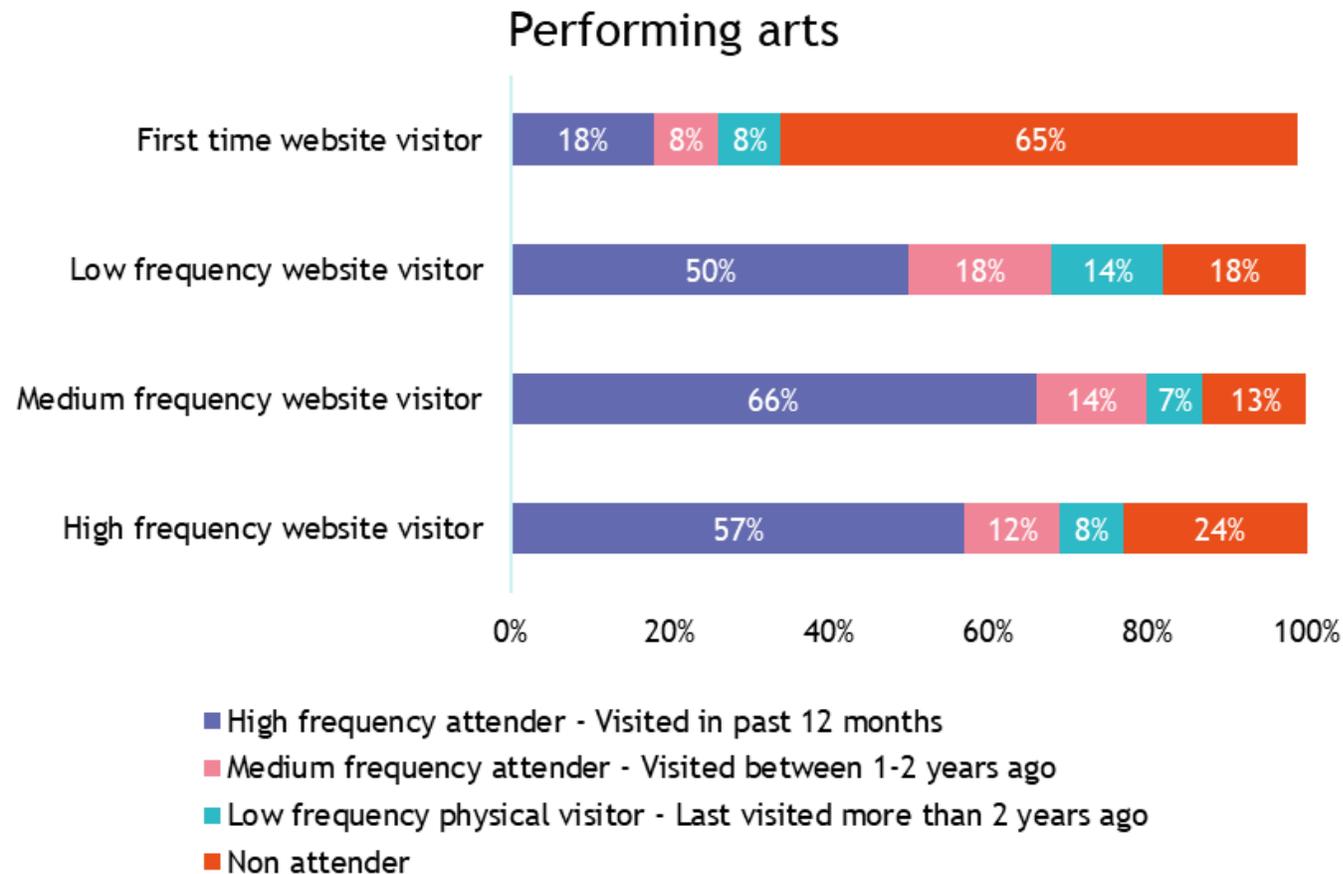


Performing Arts



80% vs 66% overall

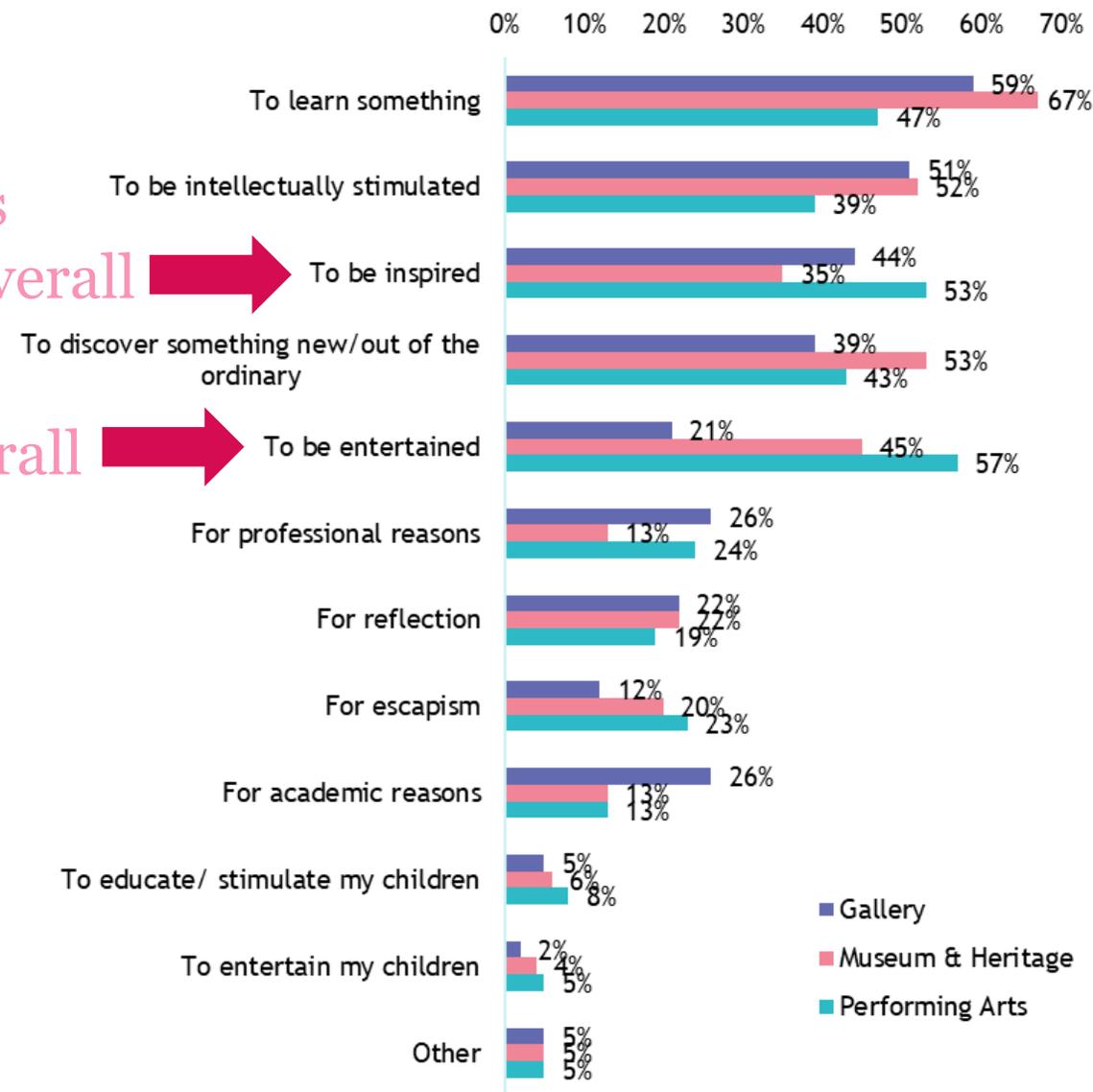
...To be a return web visitor: **and an in-person attender.**



...To be motivated to be entertained or inspired.

53% vs
45% overall →

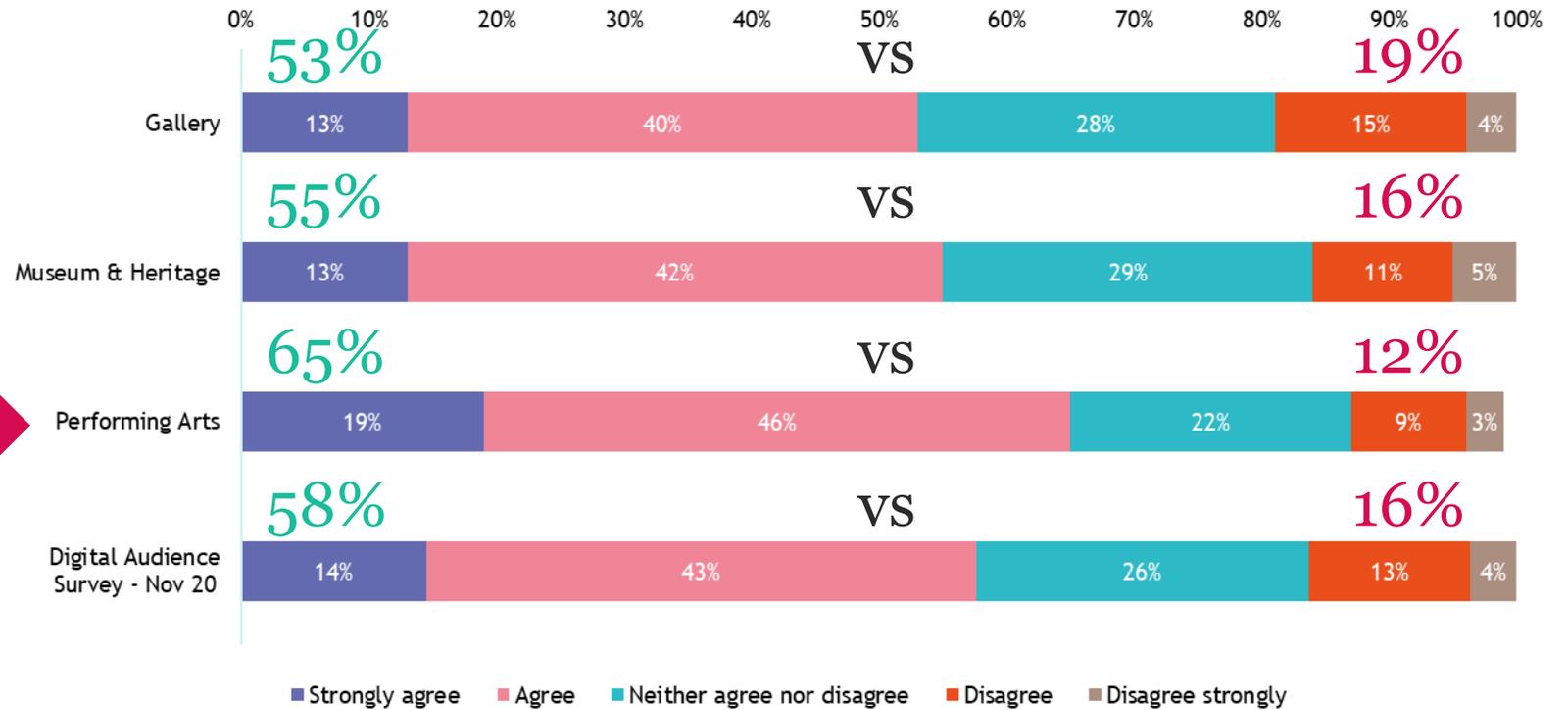
57% vs
38% overall →



...To engage....to boost my mood.

‘I am engaging... to boost my mood’

65% agree vs
58% overall

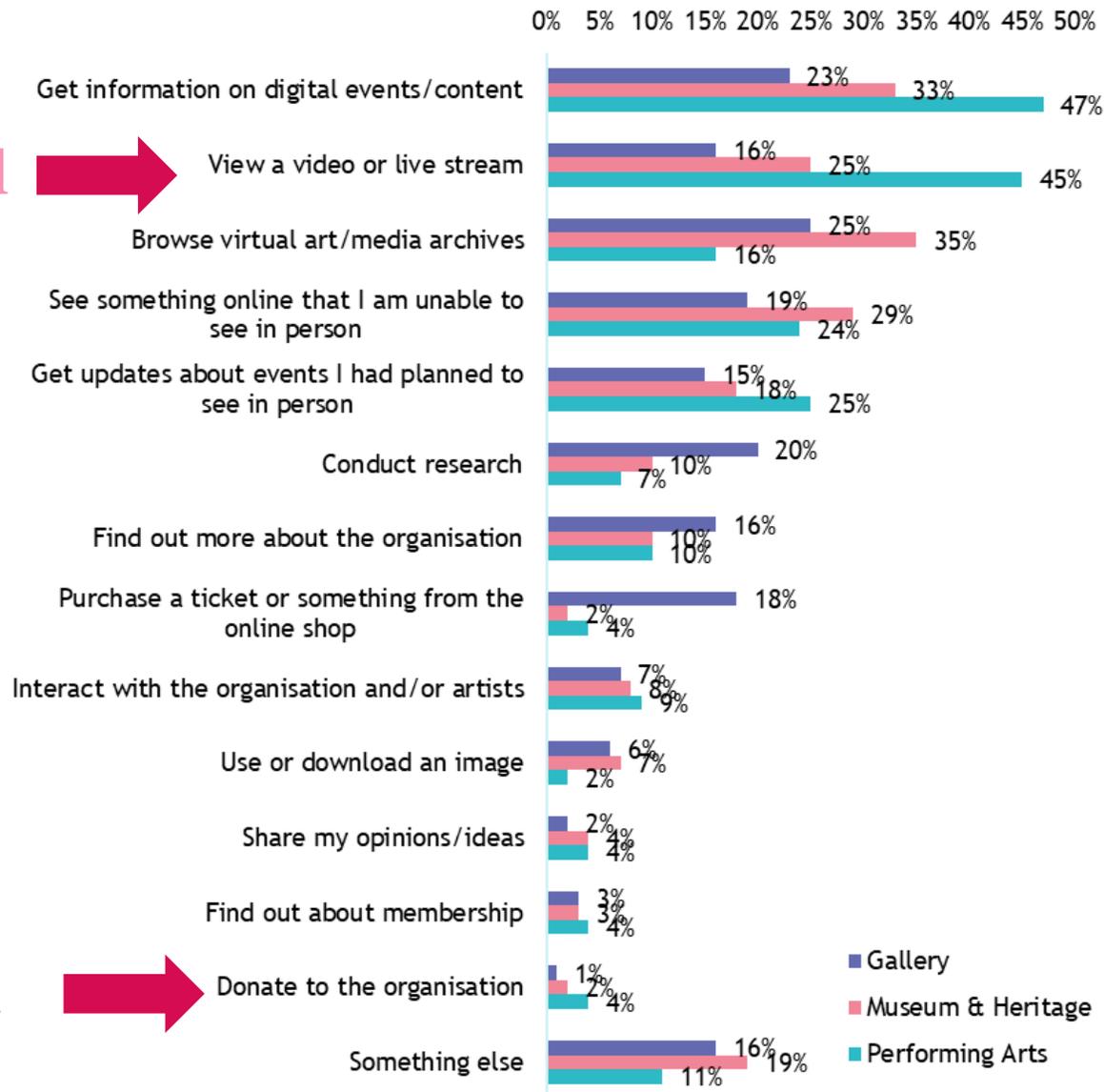


...To view a video or live stream or to donate to the organisation.

45% vs 26% overall



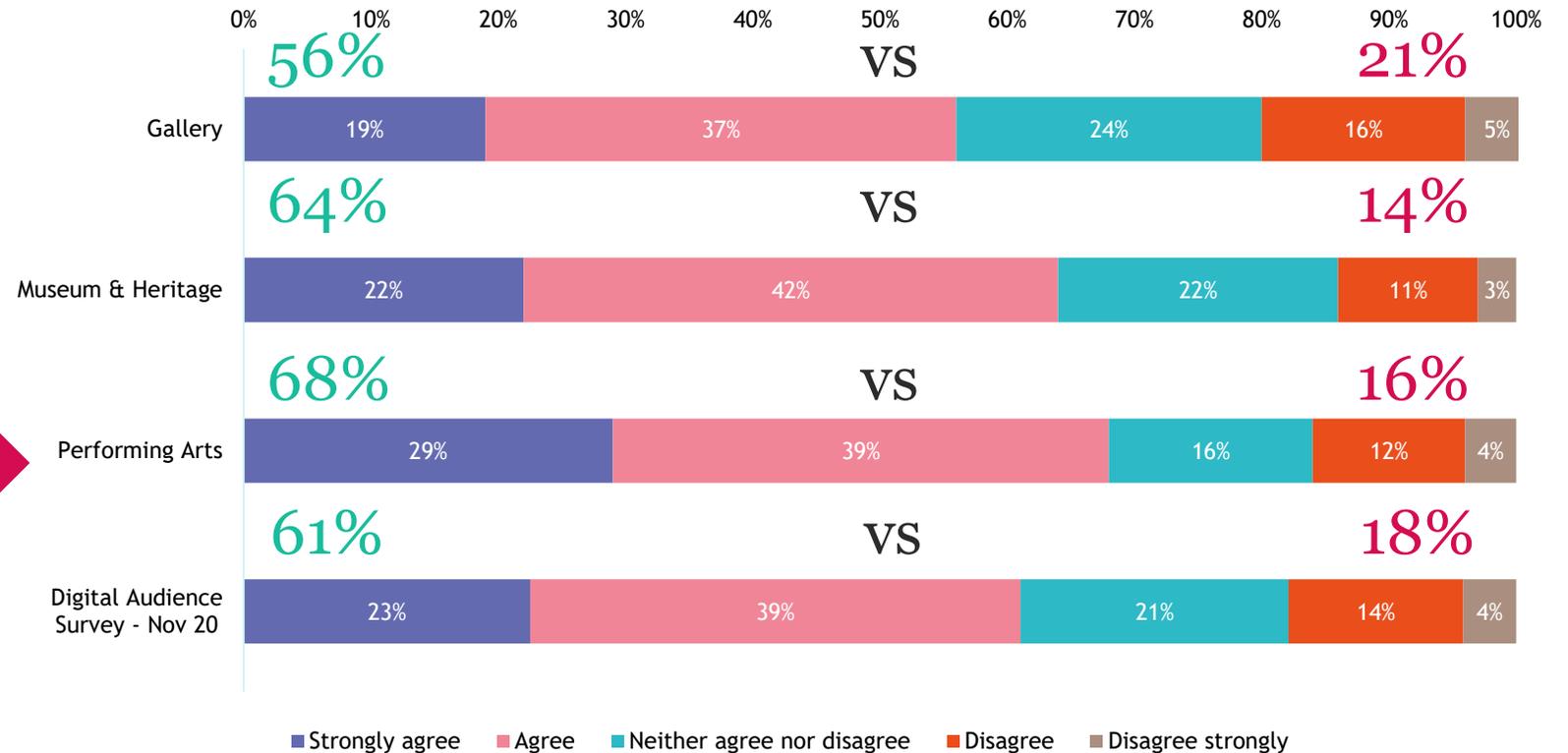
4% vs 2% overall



...To be viewing more online...than before Covid.

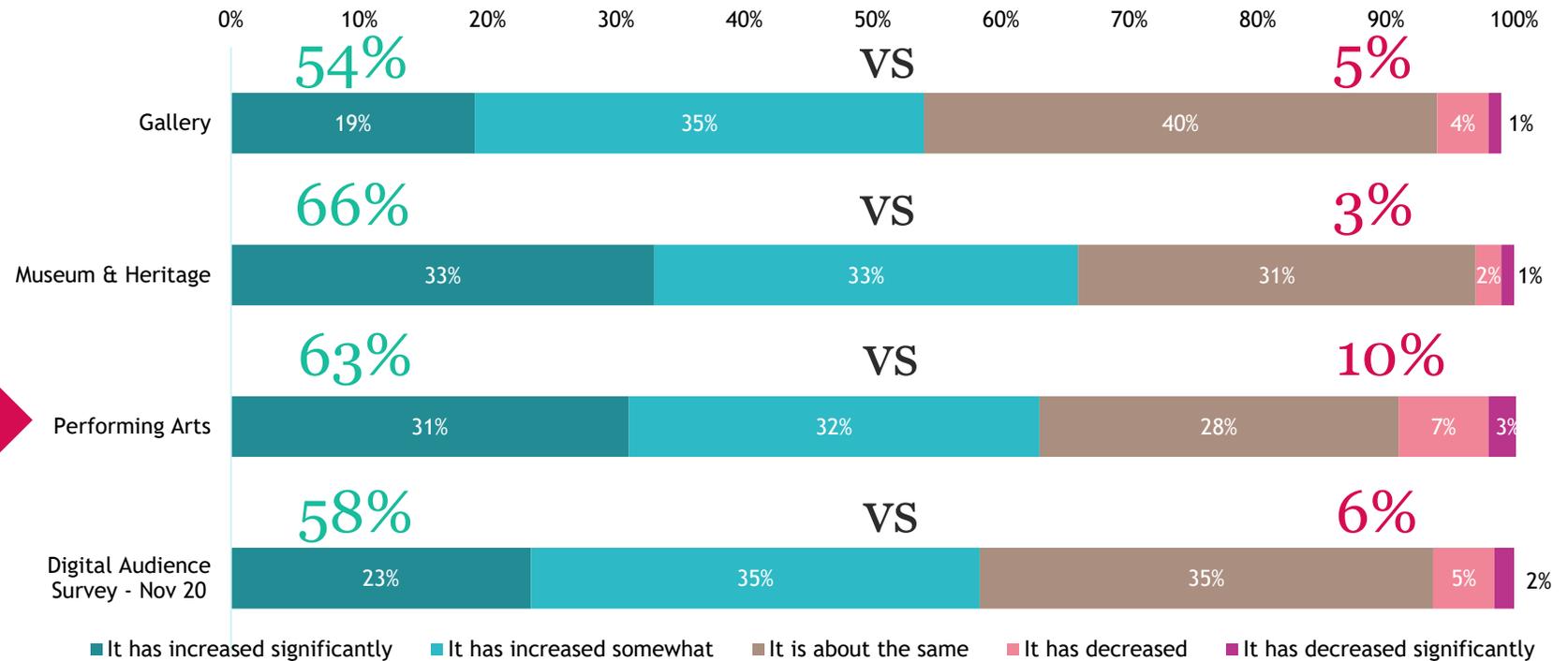
‘I am viewing more online...than before Covid’

68% agree vs
61% overall →

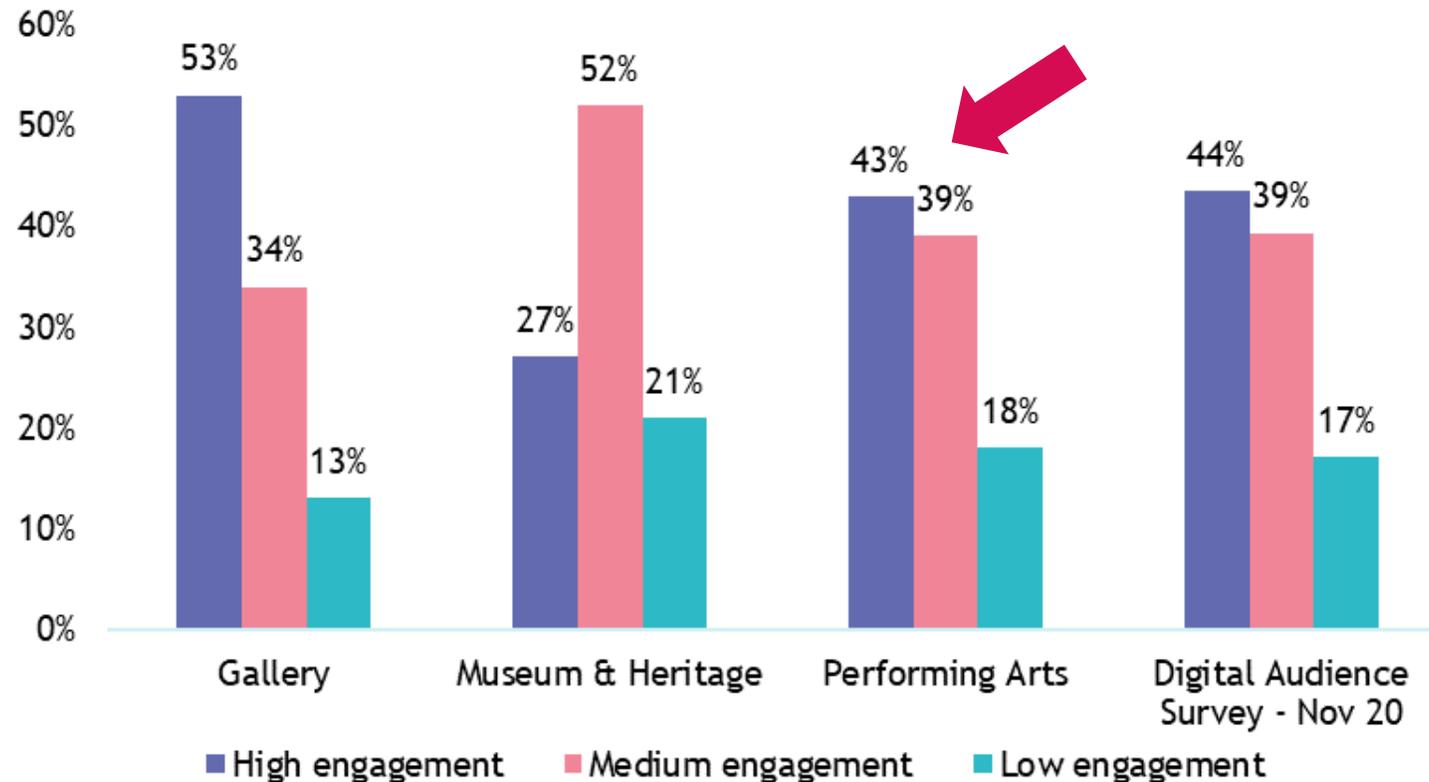


...To have increased frequency of visits to website or social media since Covid.

63% increased vs 58% overall

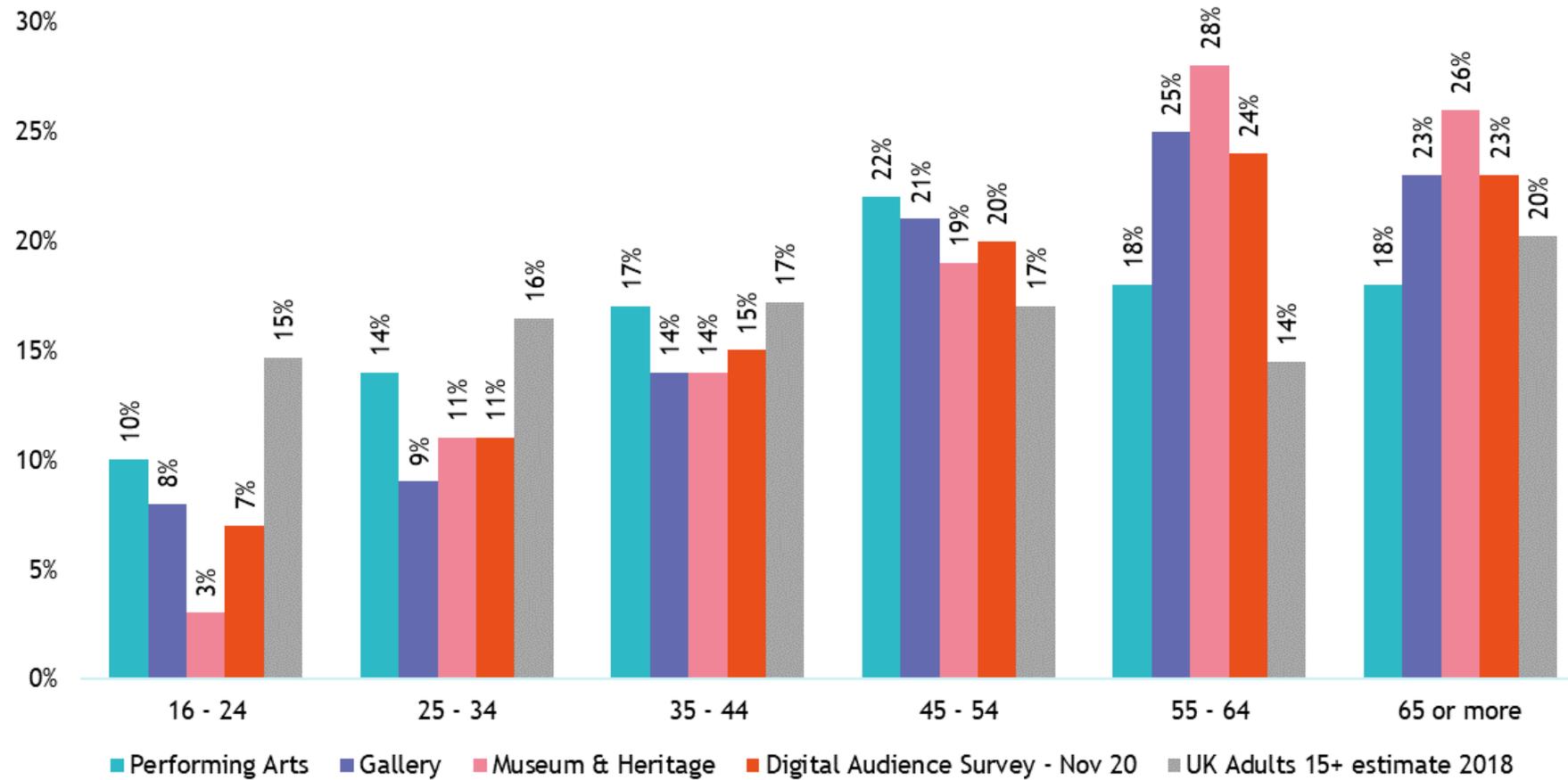


...To be medium culturally engaged.

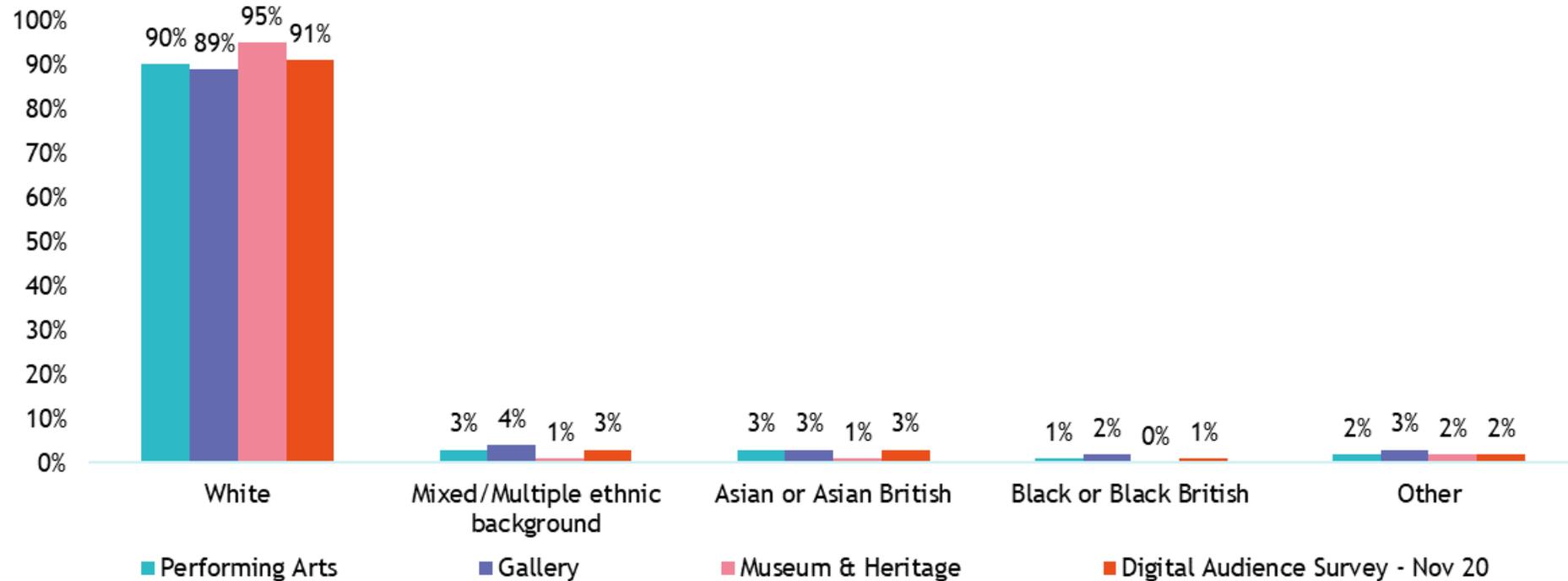


Performing arts website visitors demographics

...were from a balance of age groups, reflecting the UK pop.

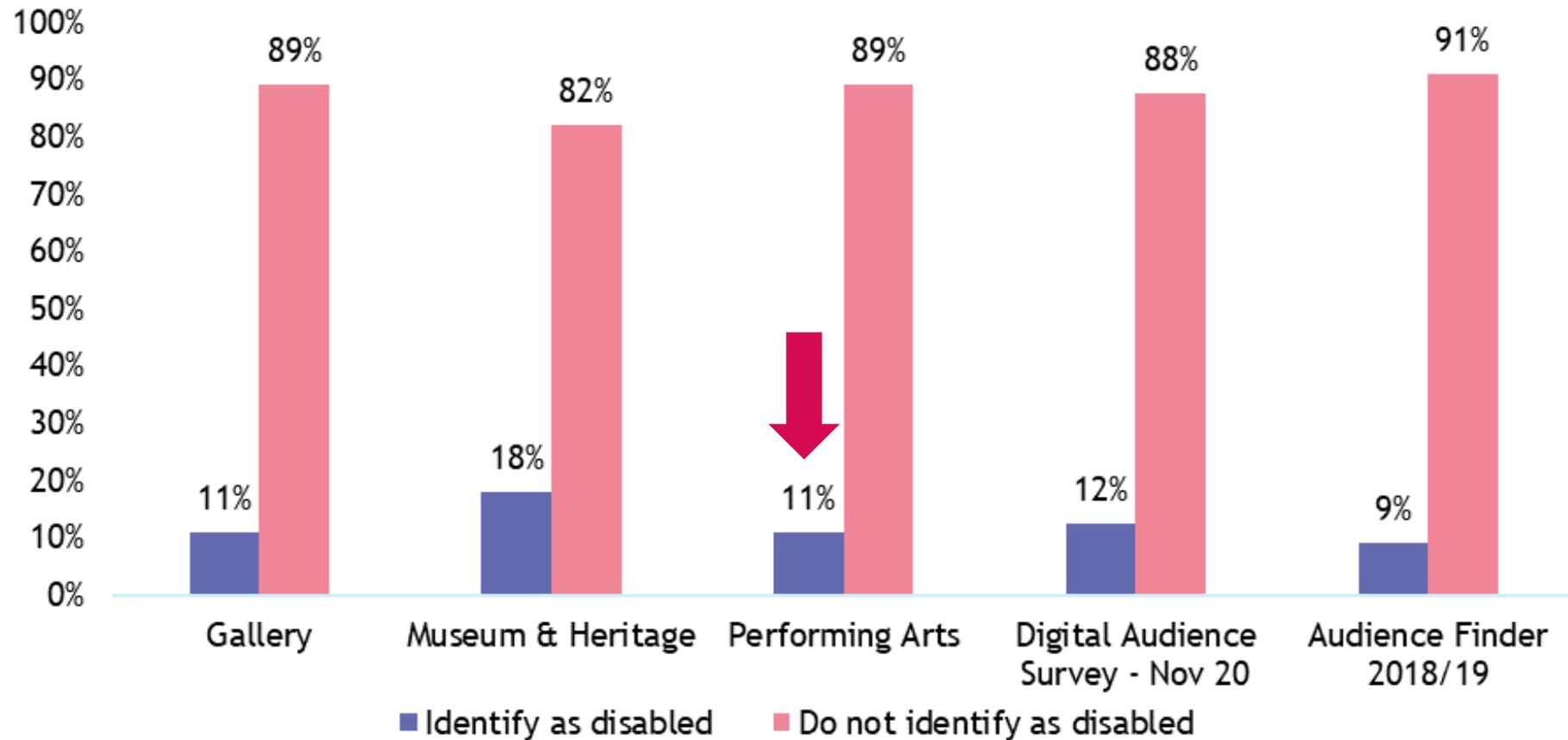


...90% identified as White, 9% Black, Asian or other minority ethnicities*

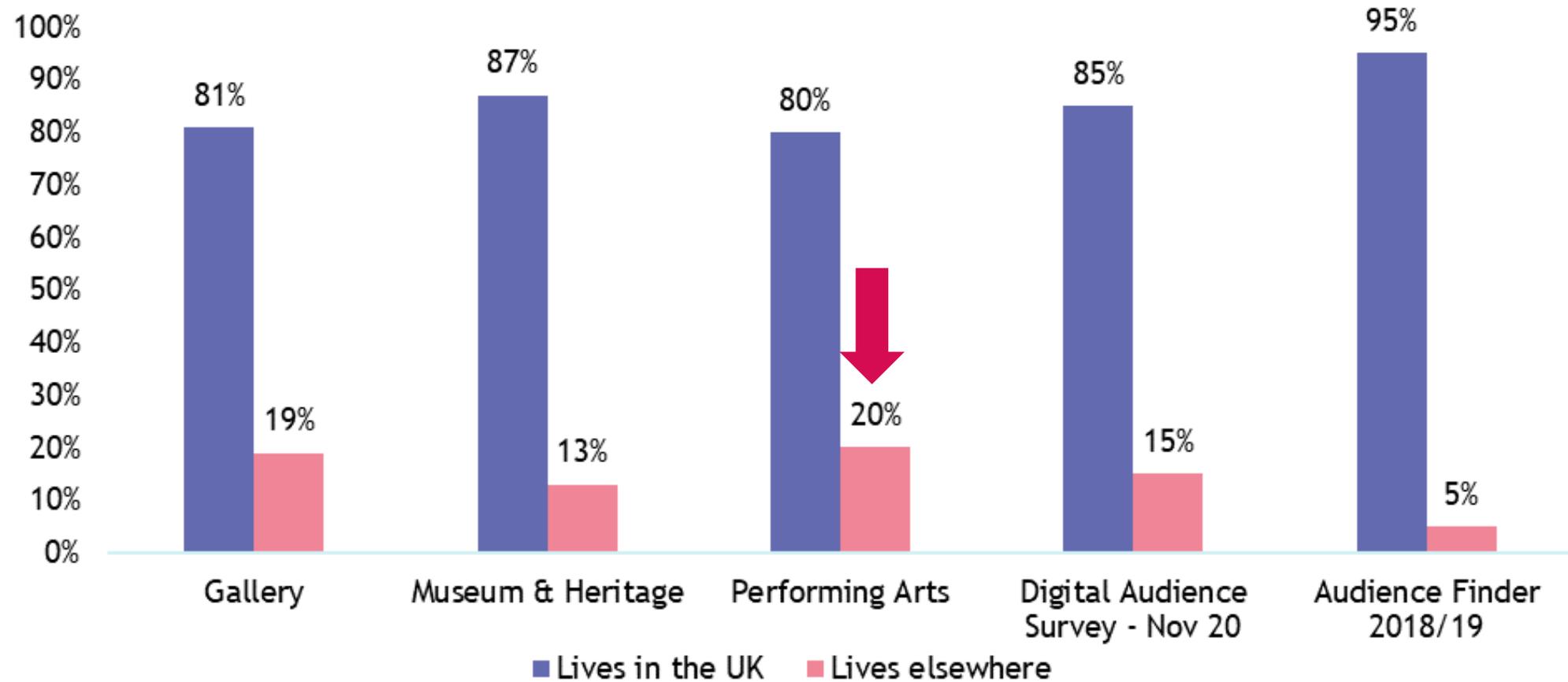


*The sample size is currently not large enough to differentiate the proportions from more specific groups.

...9 in 10 did not identify as disabled



...1 in 5 live elsewhere, outside of the UK



Want to know more?

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 the audience agency