

# Willingness to Attend: Which Audiences are Ready to Return



# Context

The first wave of the [COVID-19 Cultural Participation Monitor](#) (fieldwork: late Oct/early Nov 2020) included the following question:

In terms of Covid-19 safety, which best describes your attitude to attending...?

- *I am happy to attend right now if there was something I wanted to see or do*
- *I would consider attending, but with some reservations*
- *I am not comfortable with this at the moment*
- *I'm not interested in doing this*

This was asked in relation to events in outdoor spaces, seated indoor spaces and non-seated indoor spaces.

# Context

The following analysis looks at the differing proportions who said:

- *I am happy to attend right now if there was something I wanted to see or do*

By splits of:

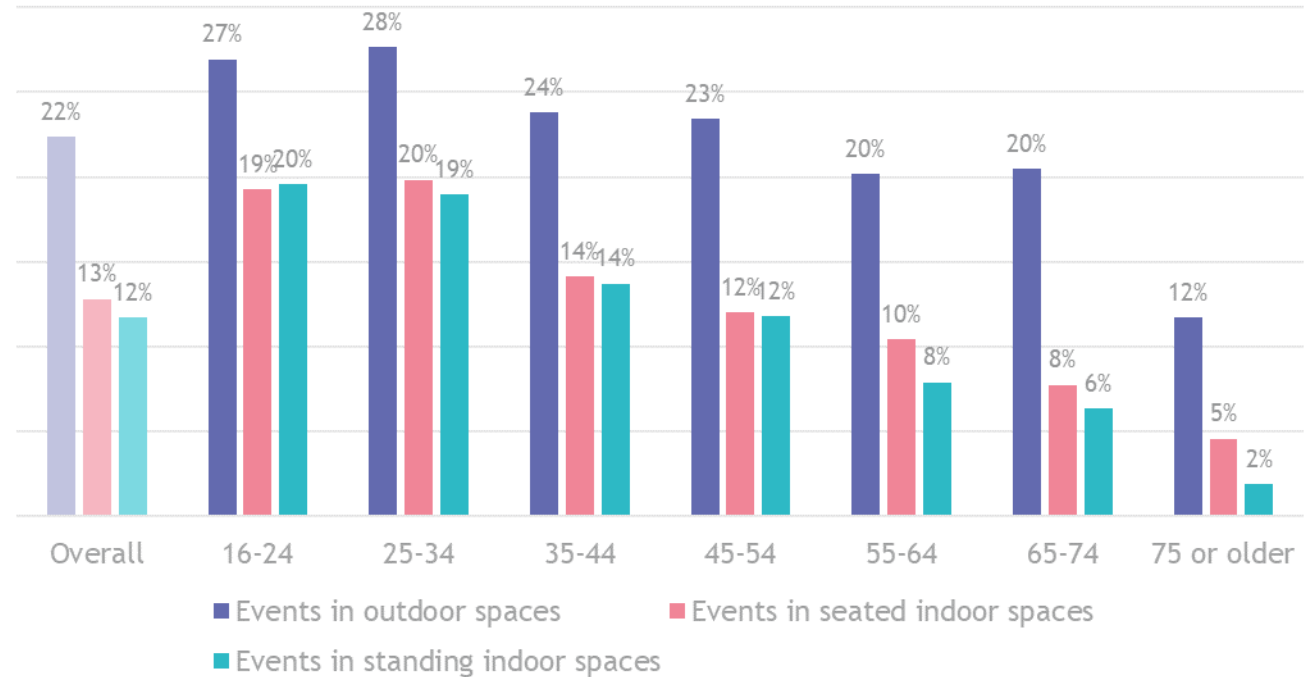
- Age
- Ethnicity
- Region
- Audience Spectrum type.

We also compared this to the proportion of each group which said that they had already booked or were interested in booking for any art form/sector.

# What We Found: Age

Younger audiences were more likely to be happy to attend all three types of venue.

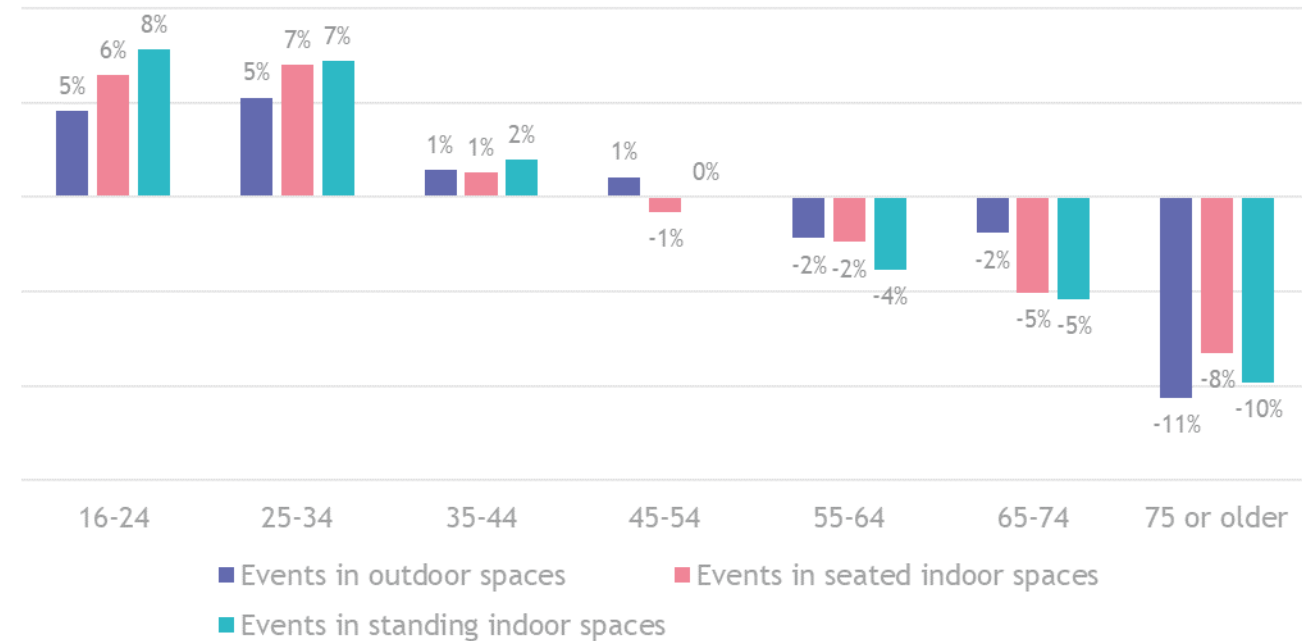
Happy to Attend Now by Age/Event Setting



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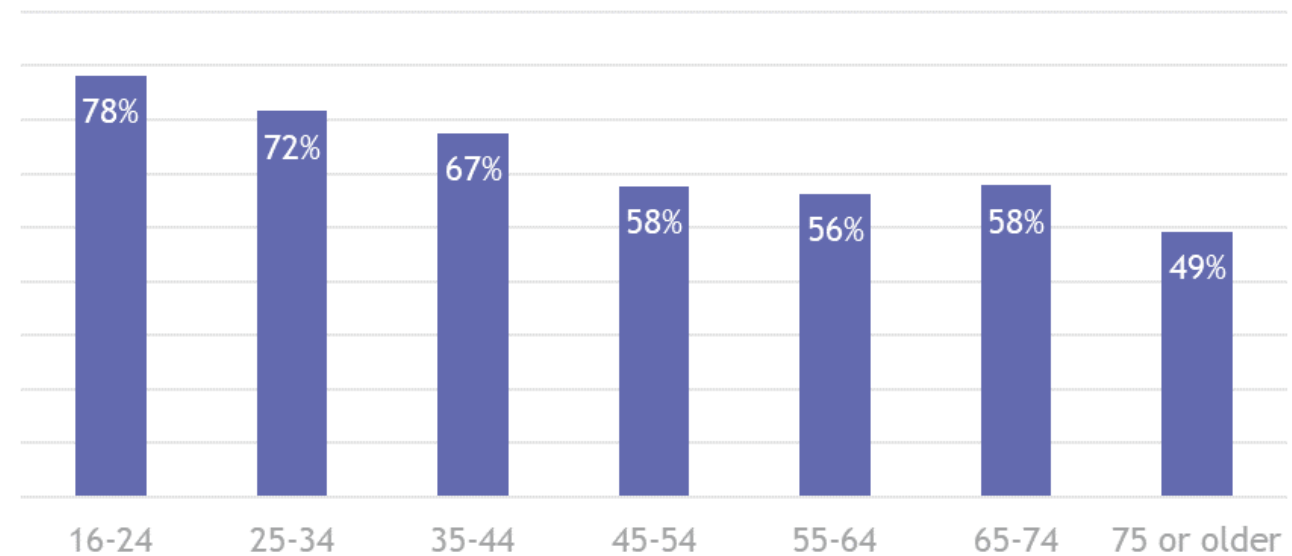
Happy to Attend Now by Age/Event Setting  
Cf. Overall



# What We Found: Age

Younger audiences were also more likely to have booked already.

Booked/Interested for \*Any\* Sector/Art Form

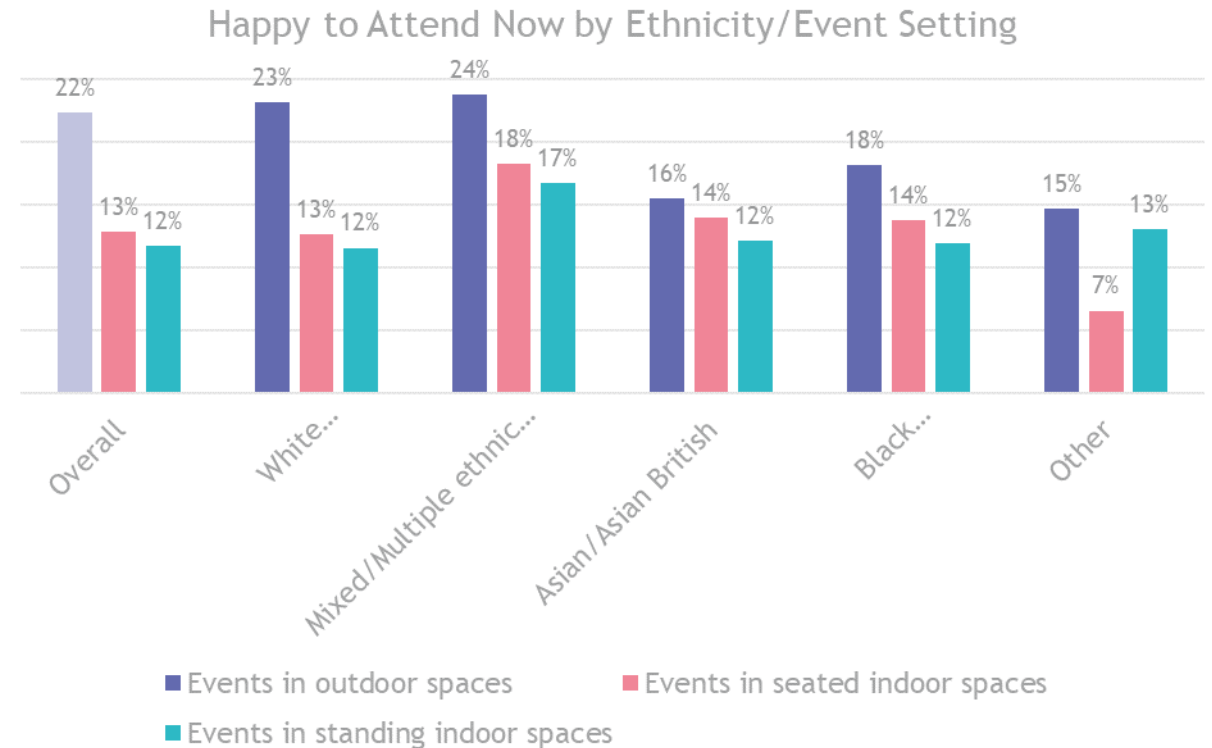




# What We Found: Ethnicity

White audiences were more likely to be happy to attend all three types of venue.

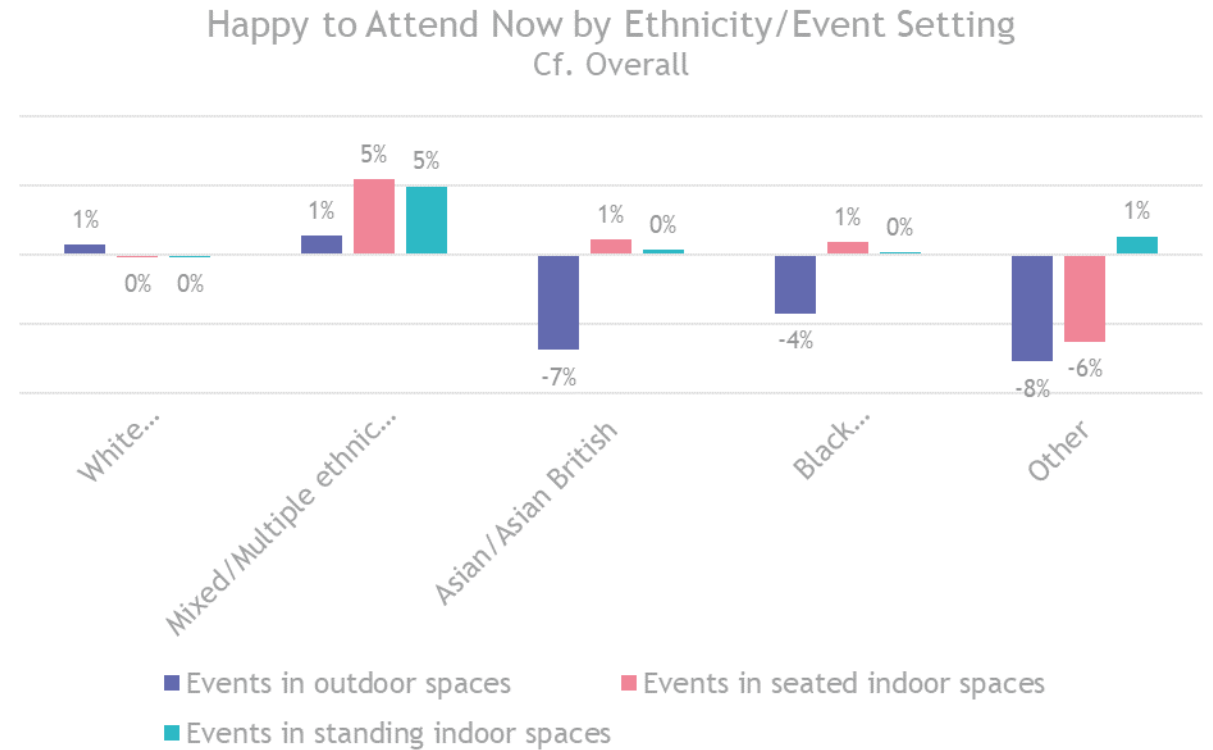
Asian/Asian British and Black/Black British audiences were particularly hesitant about events in outdoor settings.



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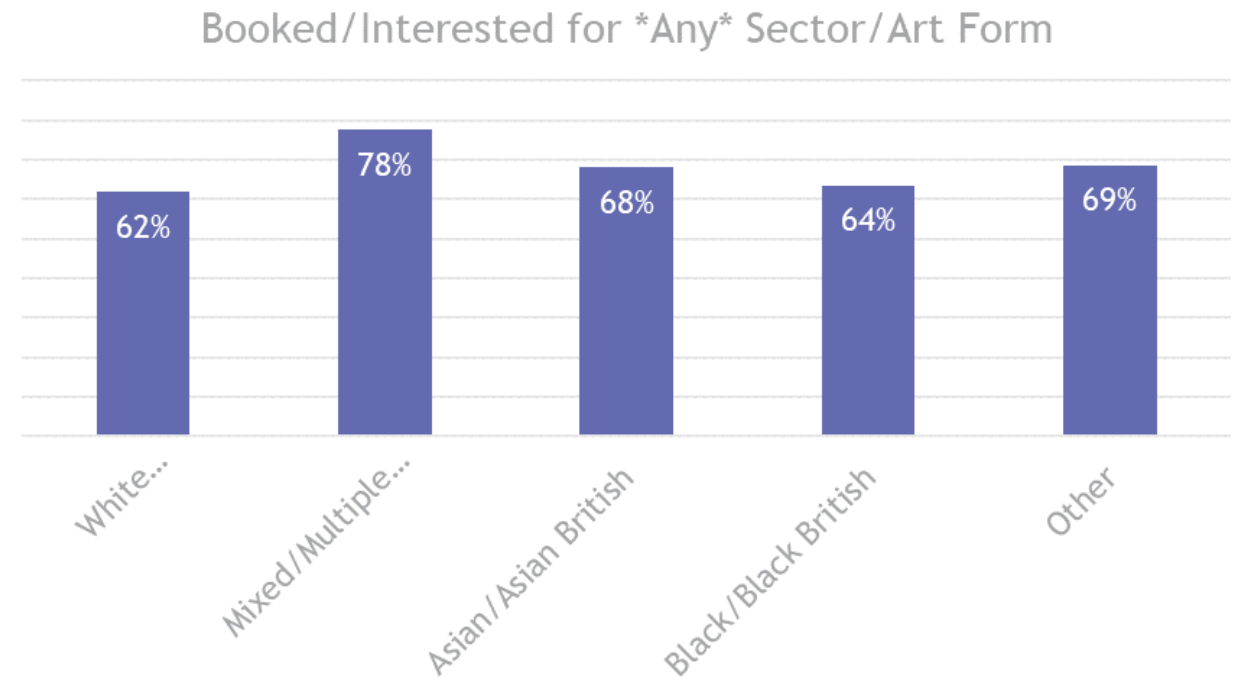
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# What We Found: Ethnicity

There was, however, little difference in the proportions who had booked or were interested in booking by ethnicity, with White respondents if anything *less* likely.

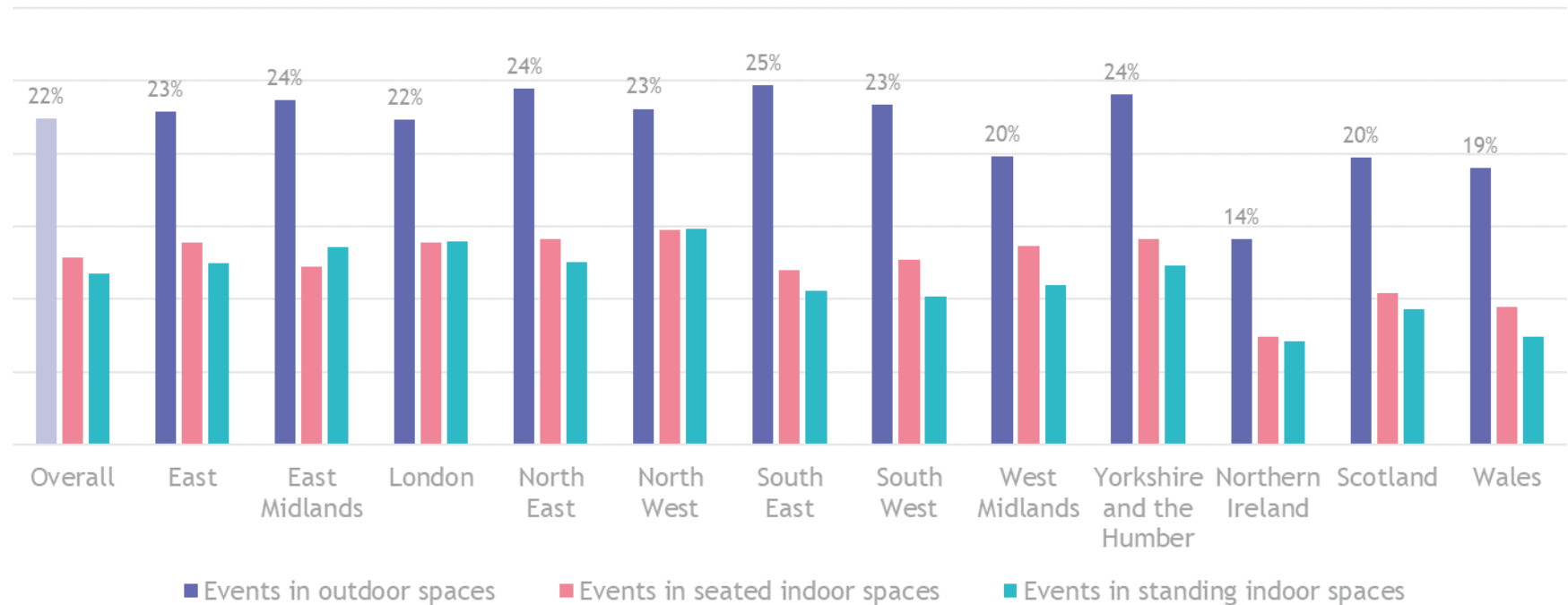


# What We Found: Region or Nation

English audiences were more likely to be happy to attend all three types of venue.

Audiences in [Scotland](#), [Wales](#) and - especially - Northern Ireland were much more reluctant.

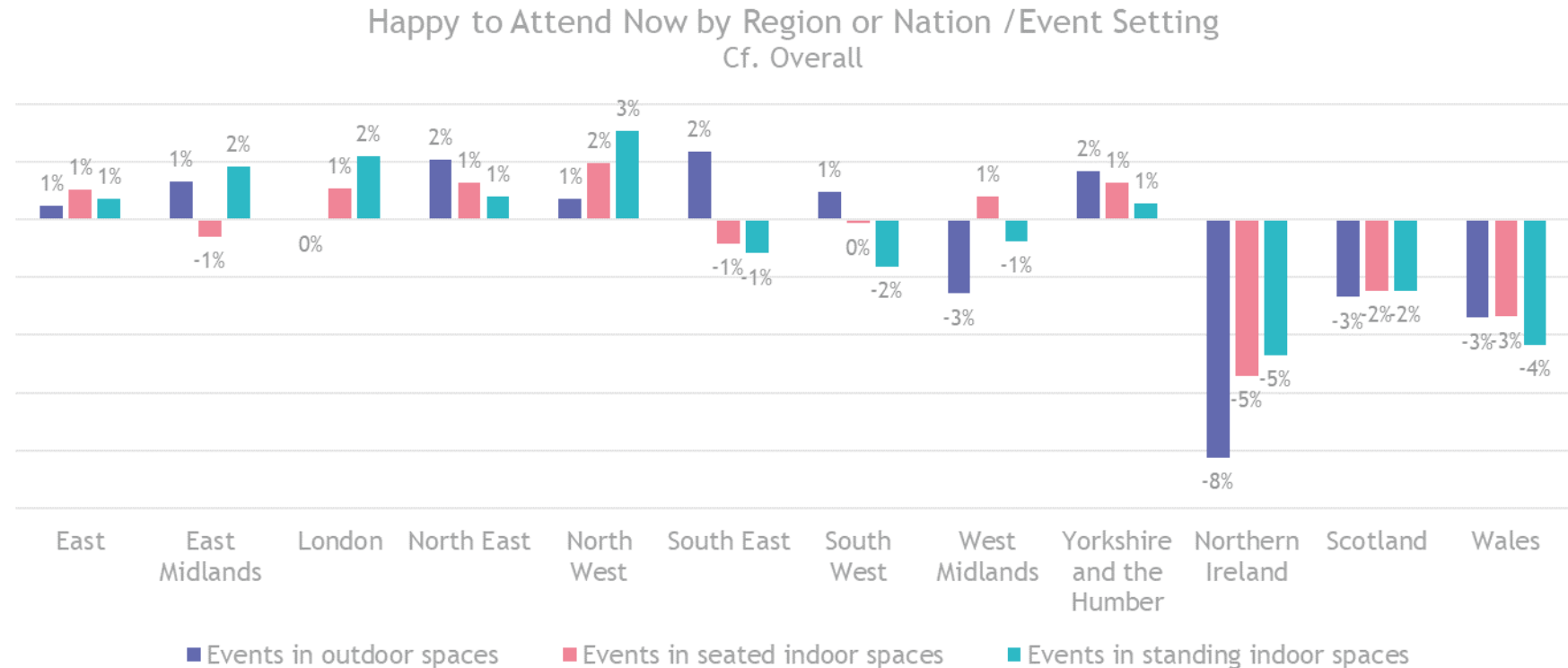
Happy to Attend Now by Region or Nation /Event Setting



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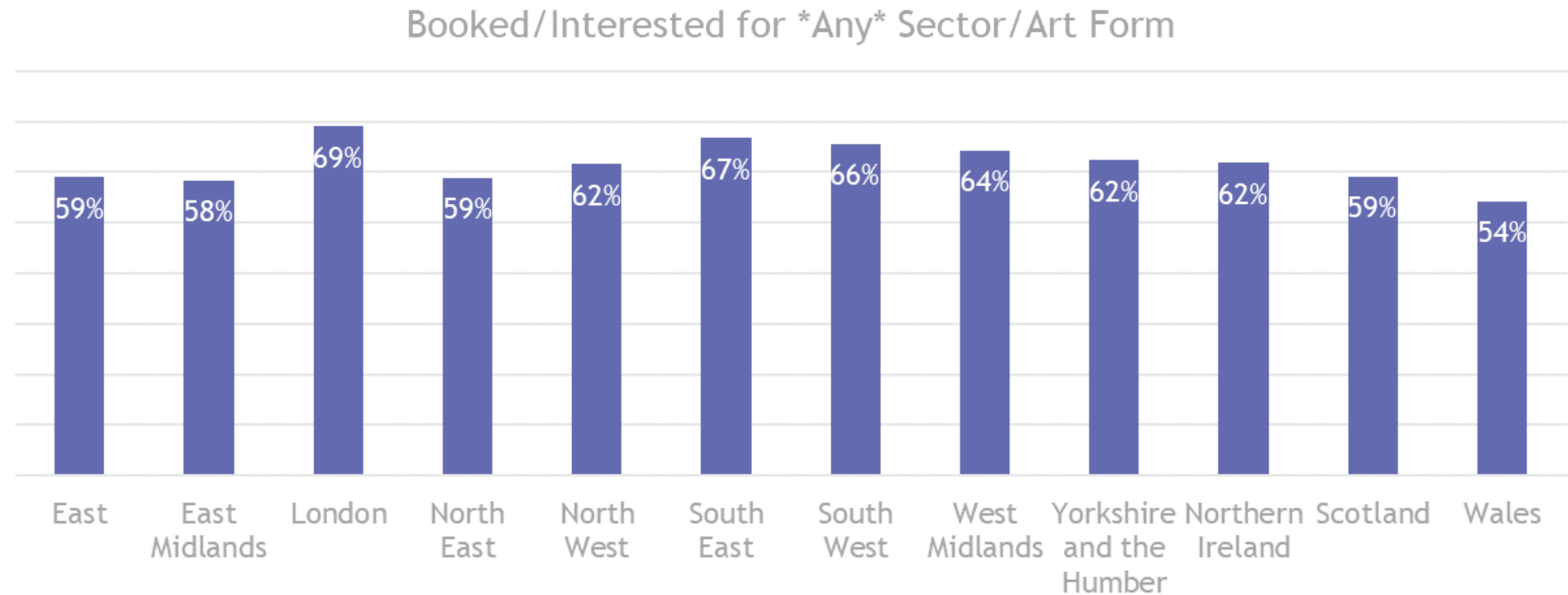




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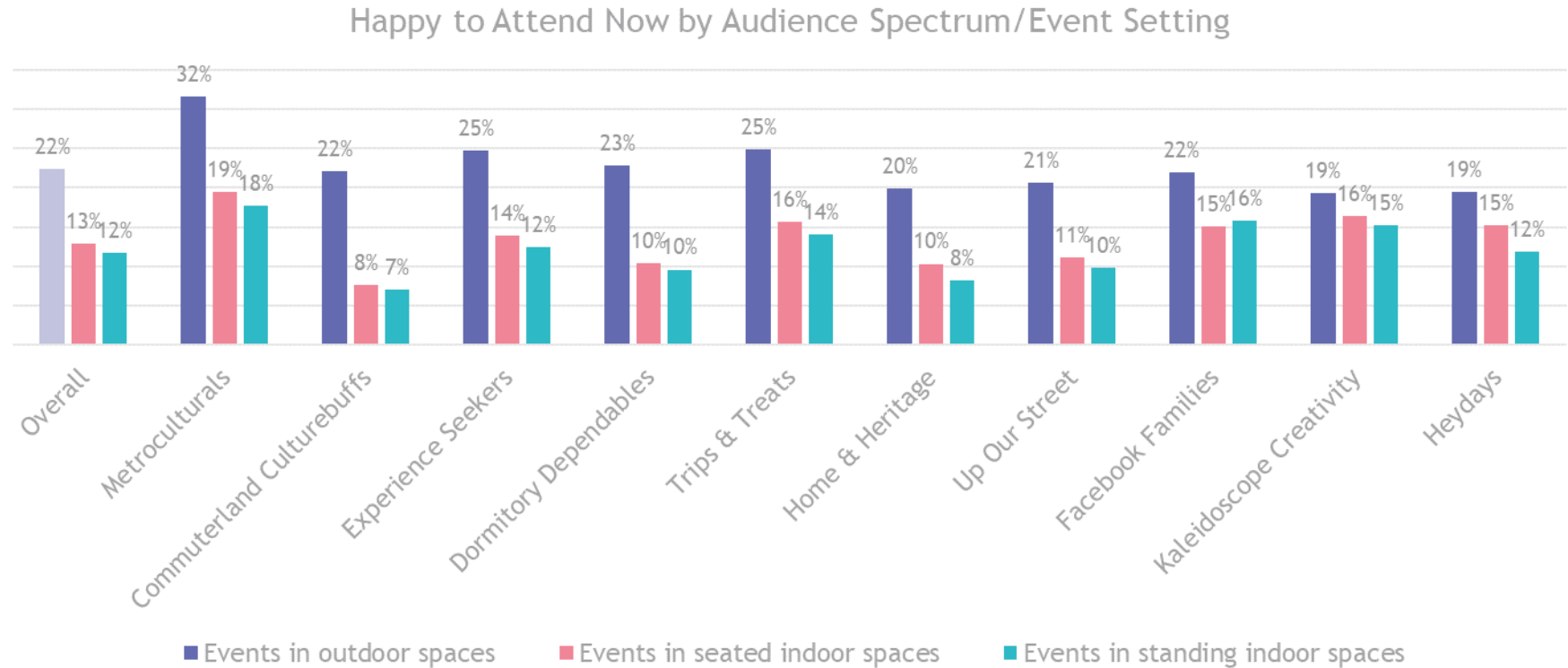
London and South East audiences were most likely to have booked or be interested in booking.

Audiences in Wales in particular were less likely.



# What We Found: Audience Spectrum

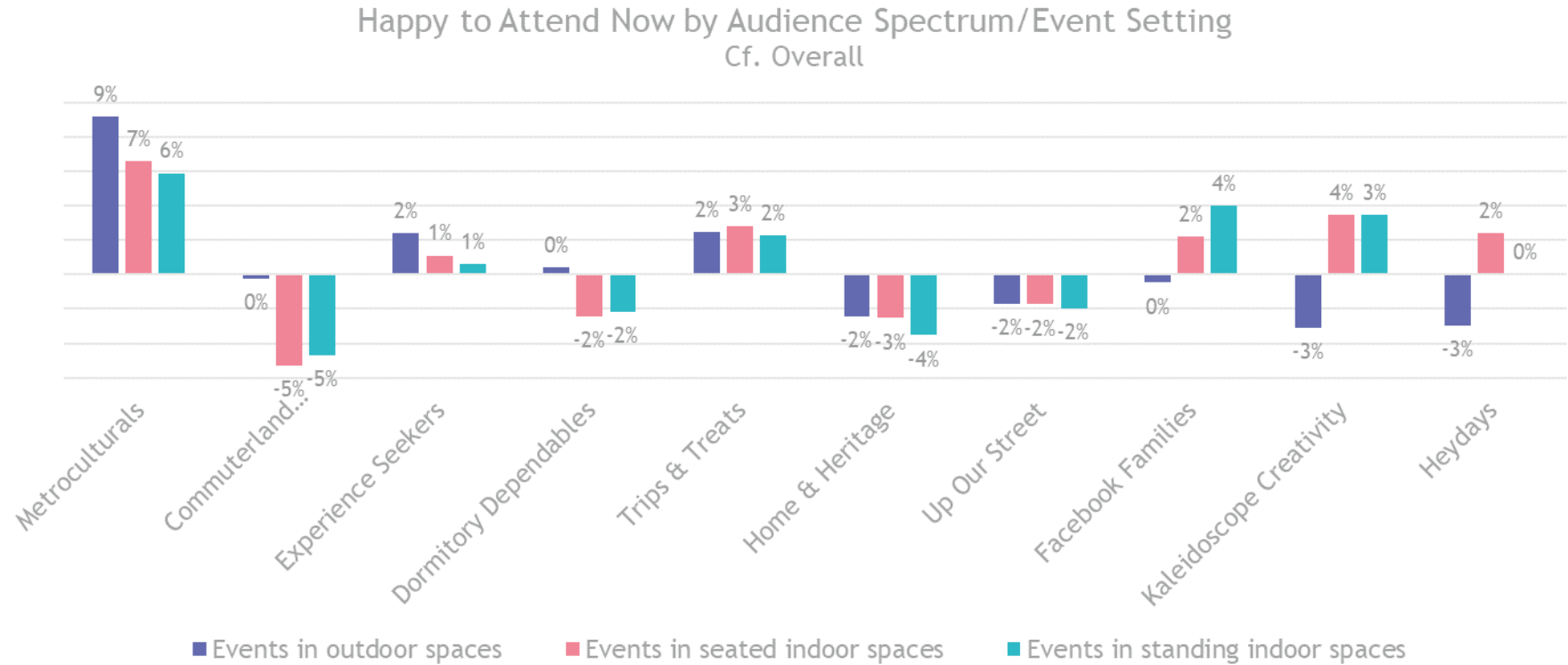
Metroculturals are particularly ready to attend.  
Commuterland Culturebuffs are more reluctant, for indoor events.



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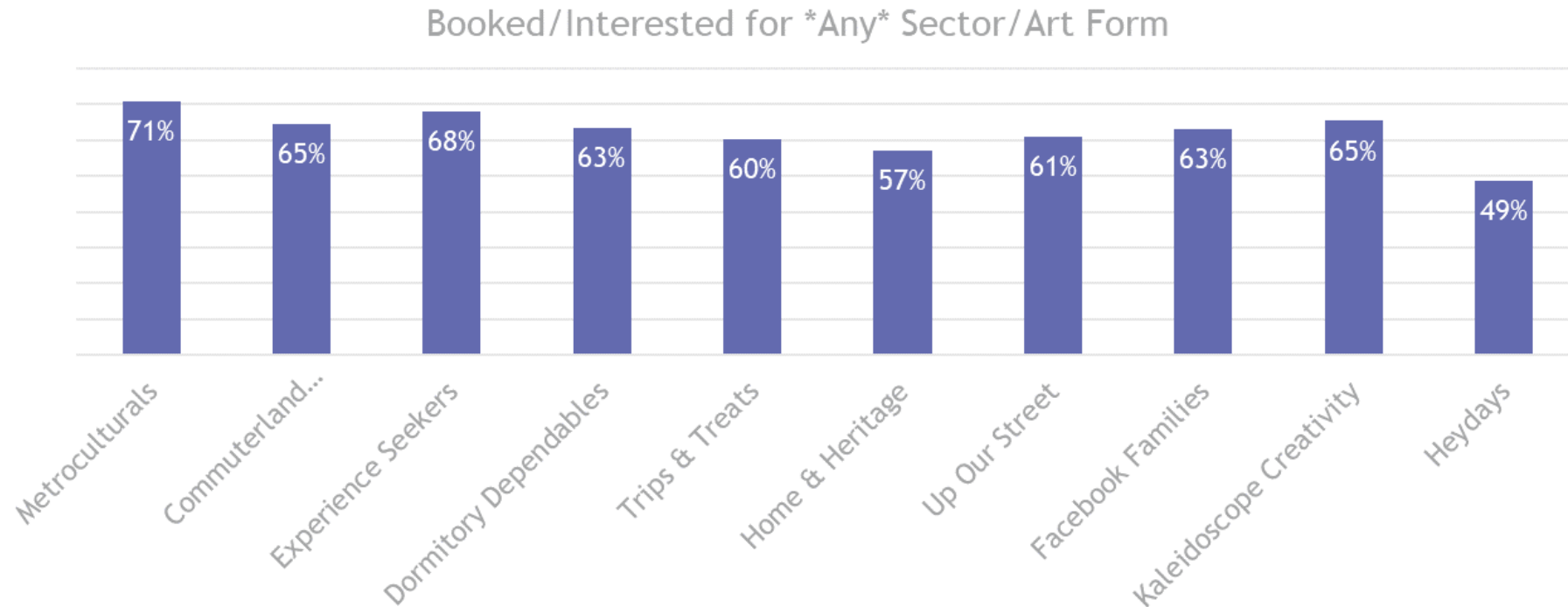




# What We Found: Audience Spectrum

Metroculturals are particularly likely to have booked or be interested.

Heydays and Home & Heritage are least likely, but Commuterland Culturebuffs are below the other highly engaged segments.



# In Summary

Audiences were **more likely** to be **happy to attend now** if they were:

- Younger
- White
- English
- [Metroculturals](#)

Audiences were **less likely** to be **happy to attend now** if they were:

- Older
- Asian/Asian British or Black/Black British - esp. for outdoor events
- In [Scotland](#), [Wales](#) or esp. Northern Ireland
- [Commuterland Culturebuffs](#) (for indoor events)

# In Summary

Audiences were **more likely** to have already **booked or be interested in booking** if they were:

- Younger
- White
- From London and the South East
- [Metroculturals](#)

Audiences were **less likely** to have already **booked or be interested in booking** if they were:

- Older
- In [Wales](#)
- [Heydays](#) and [Home & Heritage](#)



# Implications

- This analysis suggests that the return of audiences is likely to be earlier for those who are younger and metropolitan, esp. in London and the South East, with notable reluctance from [Heydays](#), [Home & Heritage](#) and [Commuterland Culturebuffs](#).
- This matches the groups who returned between lockdowns\*.
- This could mean that there is an aggregate shift toward more experimental, varied and contemporary artforms, and away from more traditional work.
- It may also indicate that audiences are slower to return in [Scotland](#), [Wales](#) and Northern Ireland, which may require additional support for cultural infrastructure from the devolved administrations.

\*See our report 'Between Lockdowns' for details.

# Thank you

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 the audience agency