

Midlands Audiences Summary

From the COVID-19 Cultural Participation Monitor

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This report summarises results for Midlands from the first wave of The Audience Agency's COVID-19 Monitor, a nationally-representative online survey of the UK population and their experiences and responses to COVID, particularly in relation to cultural engagement. The wave 1 sample of 6,055 responses was carried out between Oct and Nov 2020. **The West Midland (WM) sample was of 489 respondents, with a MOE of 4%,** and **East Midlands (EM) 448 respondents, with a MOE of 5%.**

This report draws out some headline figures and key differences for the Midlands, compared to the UK overall, or other nations and regions. More details are available from The Audience Agency on request.

NB: The sample for smaller regions was boosted to larger than their proportion of the UK population, and then these responses weighted down for UK-wide results. Results were weighted within regions in order to be representative of the ethnic diversity of that region.

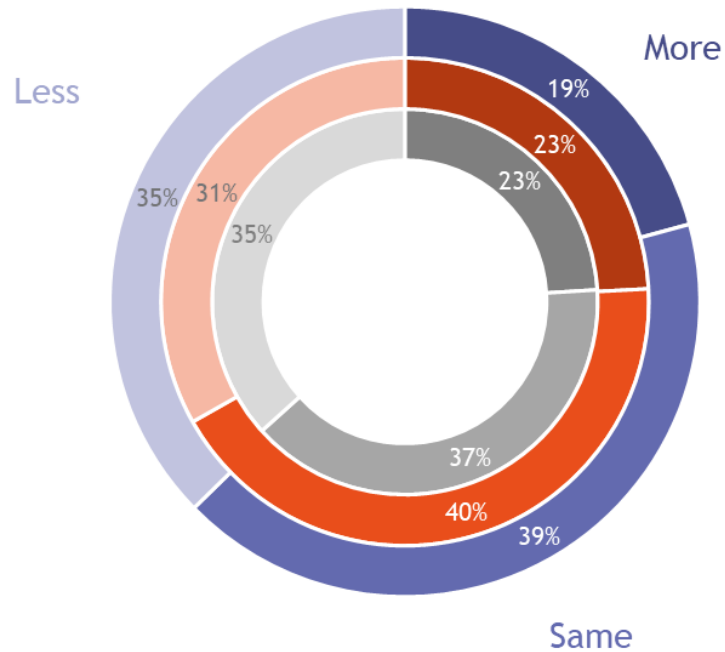
Summary of Findings

- The Midlands had levels of arts and cultural engagement before COVID that were in line with the UK average, and **levels dropped more in EM** and **less in WM** since March 2020 than overall (though drop in Visual arts higher for WM). For creative activities, Midlands (slightly) higher levels than UK, reducing **more since March for WM** and **less for EM** than overall.
- As of the beginning of November, COVID appears to have had **a bigger impact on EM in terms of time and money available**. **WM more facing local lockdowns** and **EM more shielding**.
- **Fewer EM are ready to start attending in person** than UK average.

Experiences During COVID-19

Impact of COVID on Time and Money

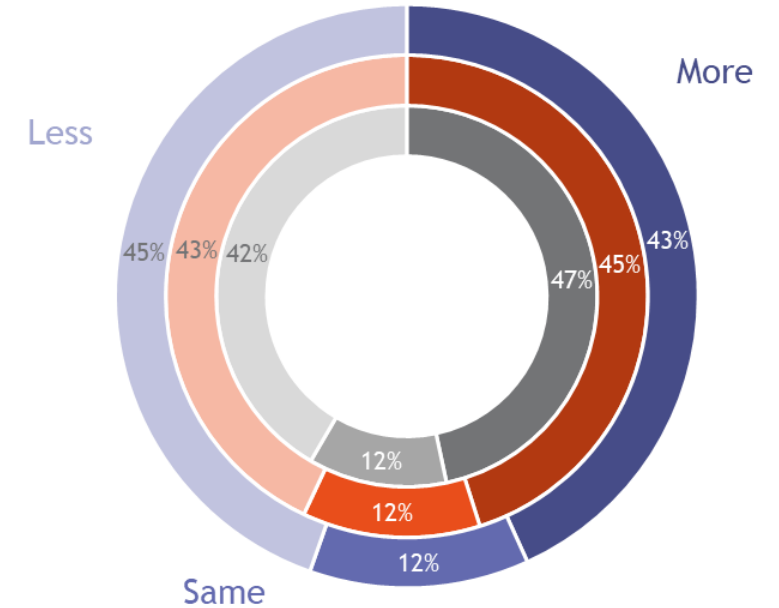
Change in Money Midlands vs Overall



WM saw lower financial drops than across the UK as a whole: there was a lower proportion who had 'less' money since before COVID.

(Slightly) higher proportions of EM had less time.

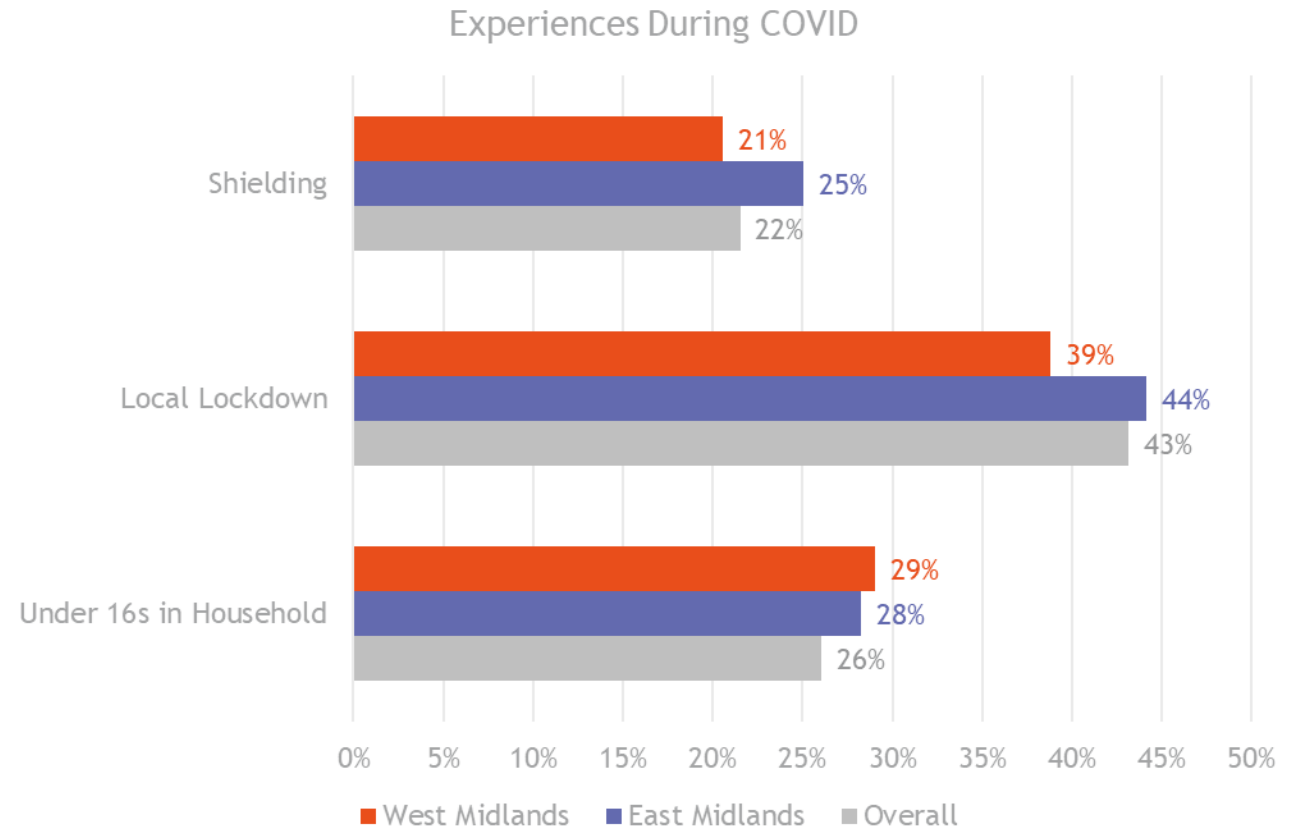
Change in Time Midlands vs Overall



Other Impacts of COVID

WM had a lower proportion to the UK average facing a local lockdown, while EM had a higher proportion shielding.

Similar percentages lived in households with children.



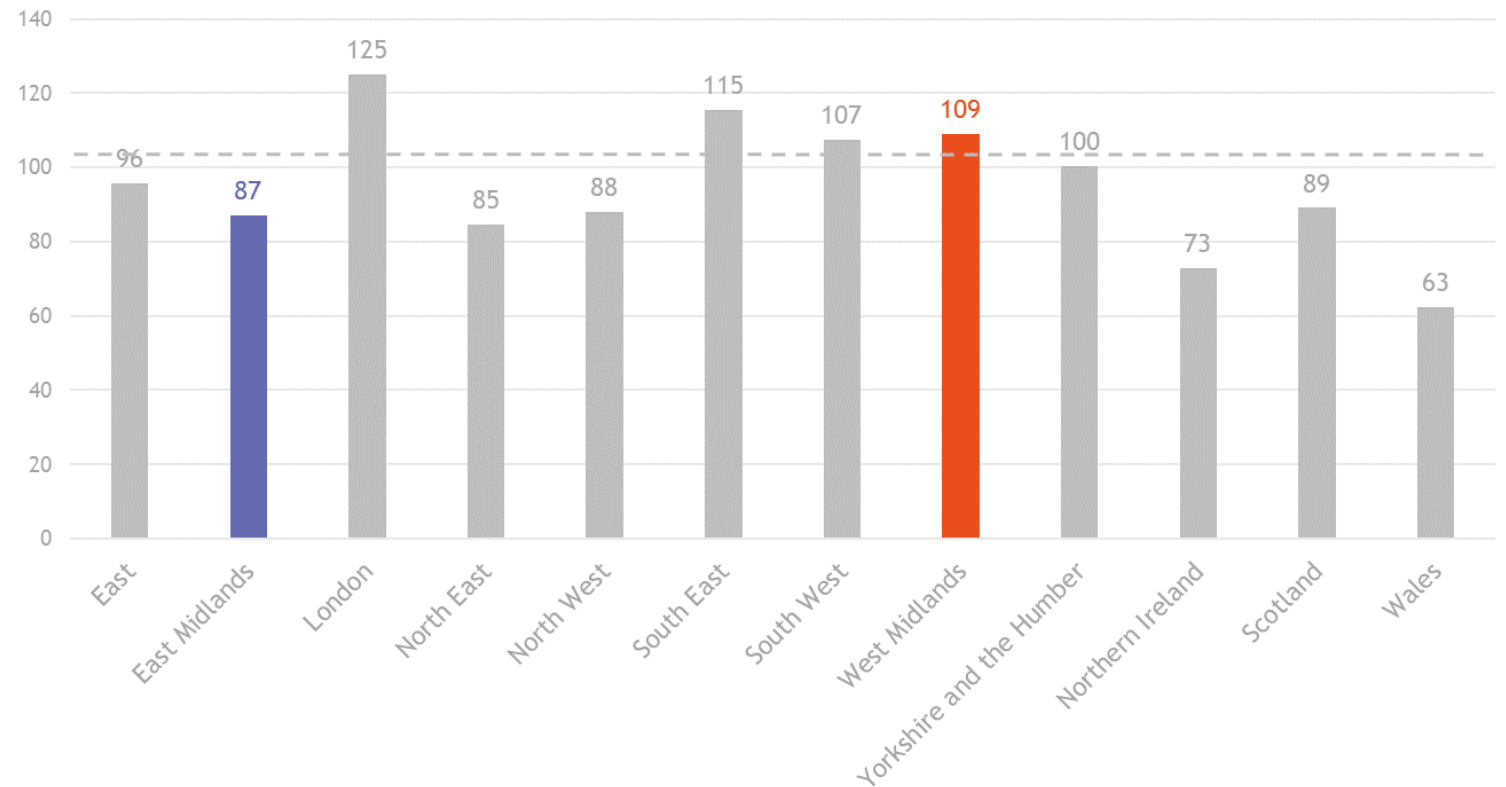
In Person Engagement

Attended Since March 2020

30% EM and 37% WM had attended any arts/heritage since Mar 2020, below and above the overall UK average of 34%: 87 and 109 cf. to an index of 100.

In the 12 months before, it was 86% EM and 86% WM, in line with the UK average.

Any Arts/Heritage Since March 2020 Index cf. Overall

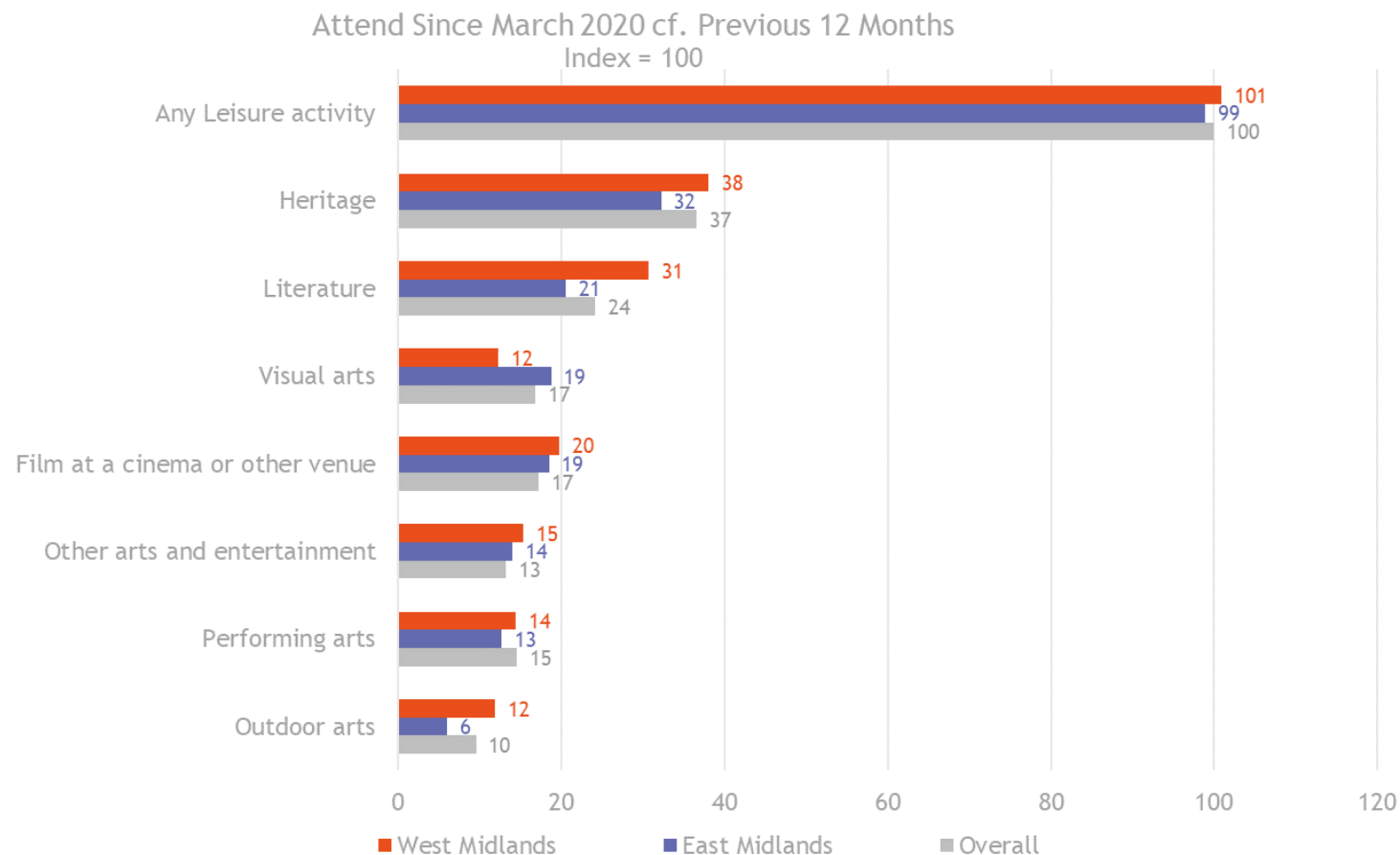


Attended Since March 2020

Attendance in EM dropped (slightly) more than overall, compared to pre-March 2020 level, especially for Outdoor arts.

Attendance in WM dropped (slightly) less than overall, though a notable drop was seen for Visual arts.

(NB: this is comparing 9 and 12 month periods)

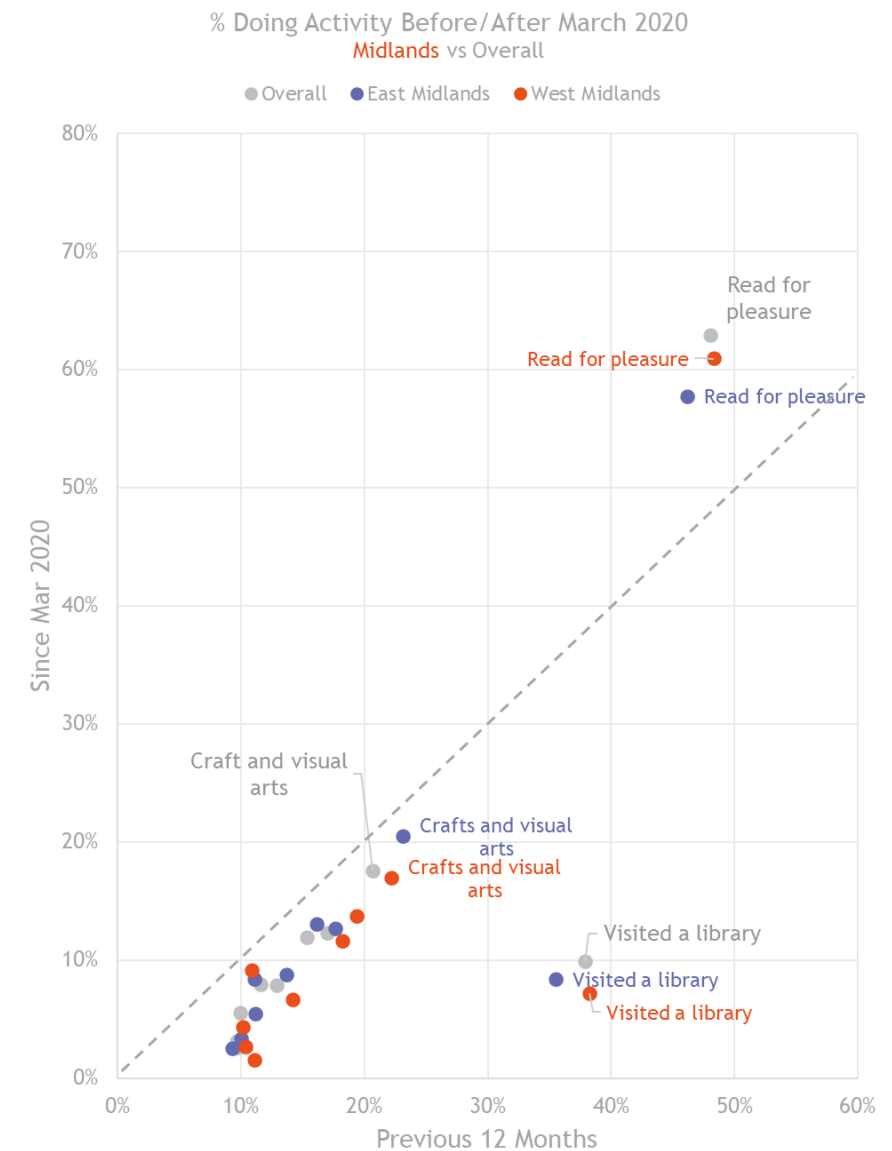


Creative Activities

Comparing creative activities before and after March 2020, four things stand out:

- Almost all activities were done by fewer people*
- **WM** read for pleasure and visited libraries at average levels before, but increased just under average after March
- **EM** had higher engagement with crafts and visual arts than average before and after
- Overall, the activity levels of **WM** reduced more and **EM** less than those for the UK overall.

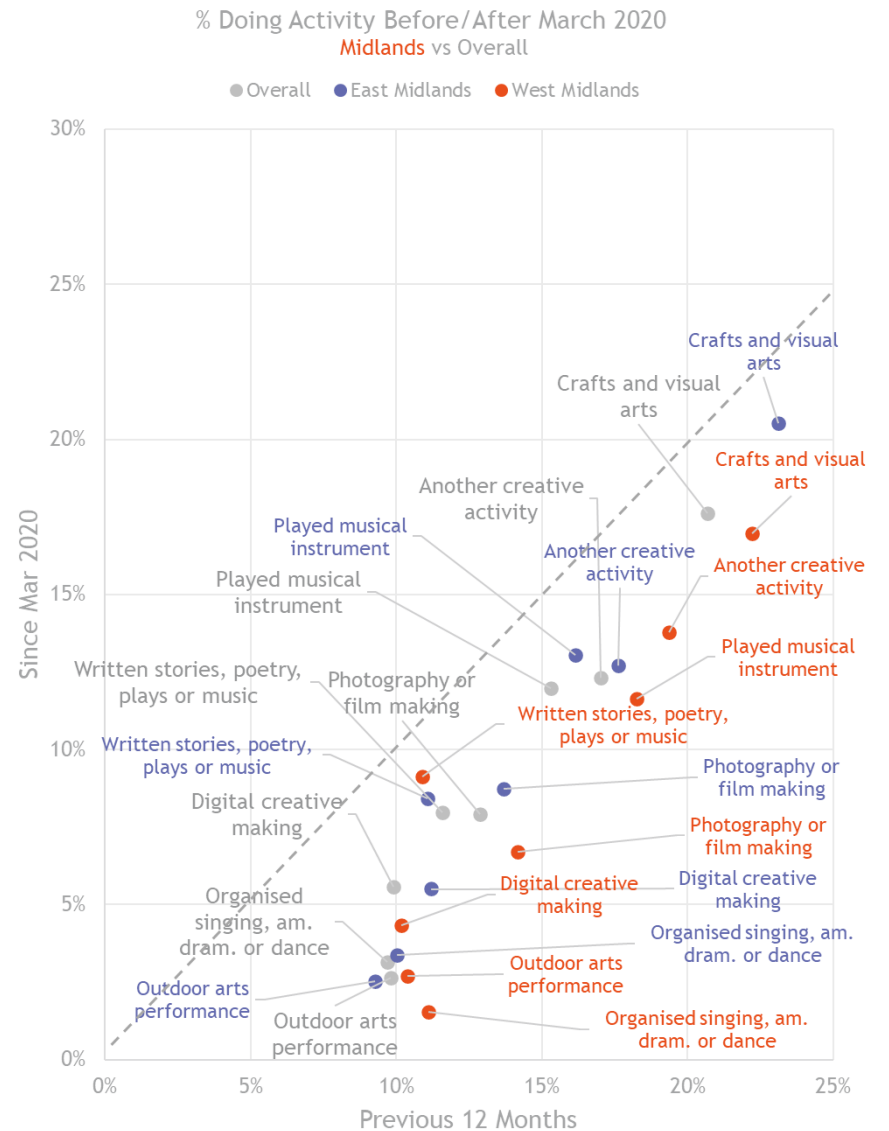
* So were below the dotted line (where levels would be the same)



Creative Activities

For other activities:

- Most were done more in Midlands before March 2020
- But most had fallen more in **WM** than elsewhere since March 2020
- The overall ranking of activities is similar for **EM** and **WM** compared to the whole of the UK.



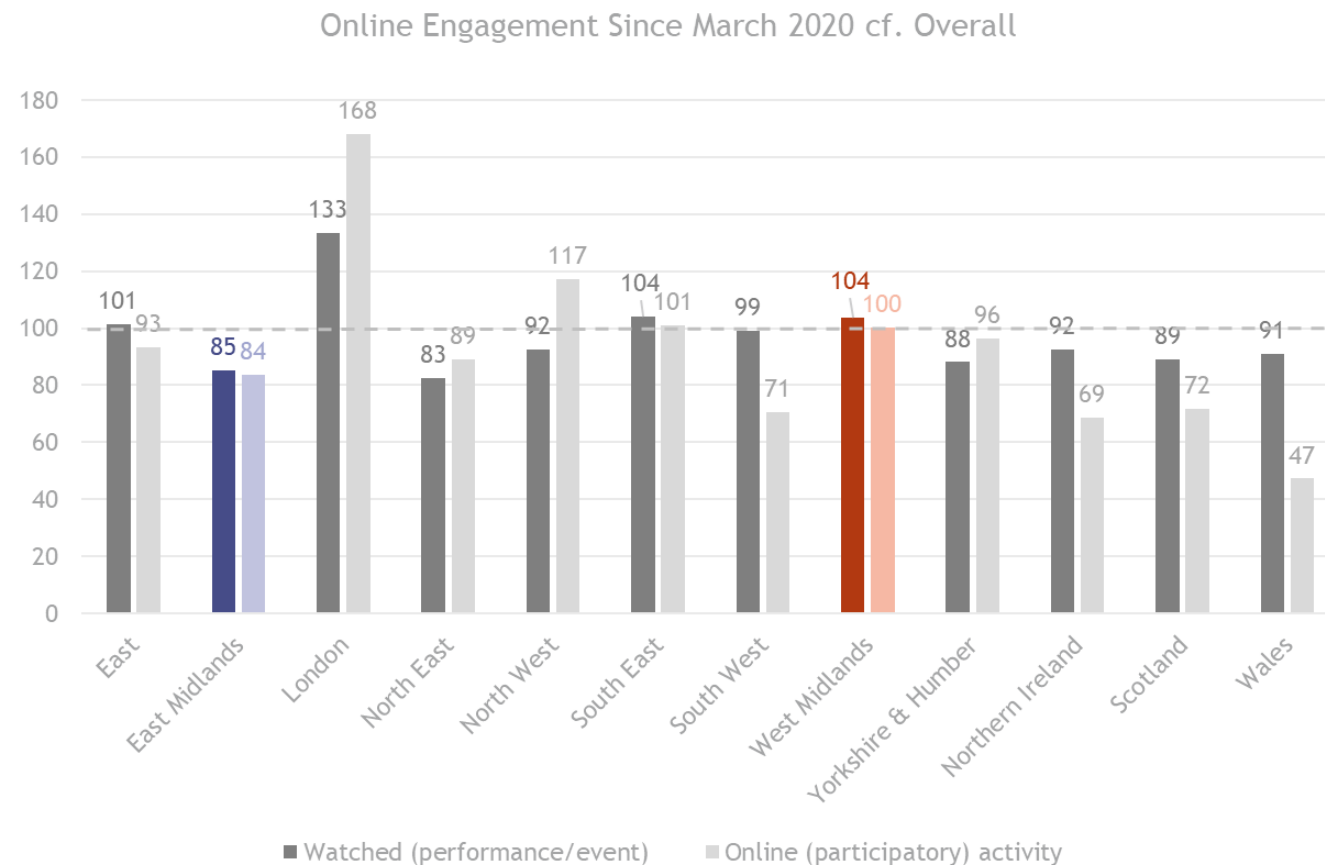
Online Engagement

Online Engagement Since March 2020

28% EM and 34% WM watched a performance/ event online since March 2020; 7% EM and 9% WM had taken part in an online activity.

EM was below and WM was in line with overall UK averages of 33% and 9%.

In the previous 12 months 45% EM and 46% WM (cf. 45% for the UK overall) had watched anything, so most of the lockdown difference is specific to this period, not existing levels.



Payment for Online Content

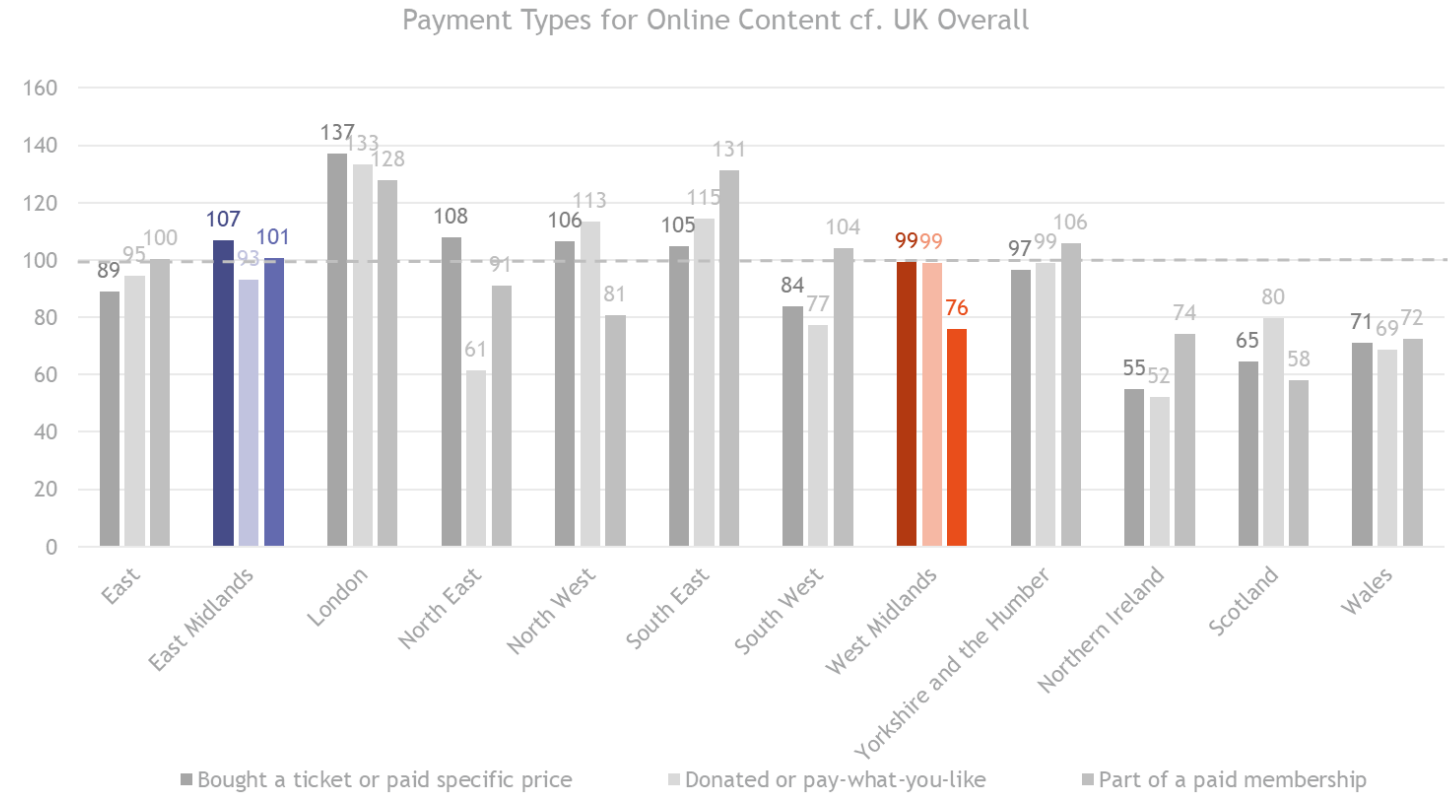
The proportion of **EM** / **WM** who had paid for digital content by the following means were:

18%/17% – Bought ticket/fixed price

18%/19% – Donated/ pay what you like

11%/9% – Part of paid membership

These were in line with the overall UK averages of 17%, 19%, 11%, with WM ‘part of paid membership’ c. 2% lower.



Future Engagement

Booked or Interested Overall

The % who are currently 'in play' (i.e. who have booked, or are interested in booking) for ANY art and heritage activity of those listed (see next page) is **c. 4% lower in EM** than the overall average and **c.1% higher in WM.**

Booked/interested for ANY art / heritage activity:

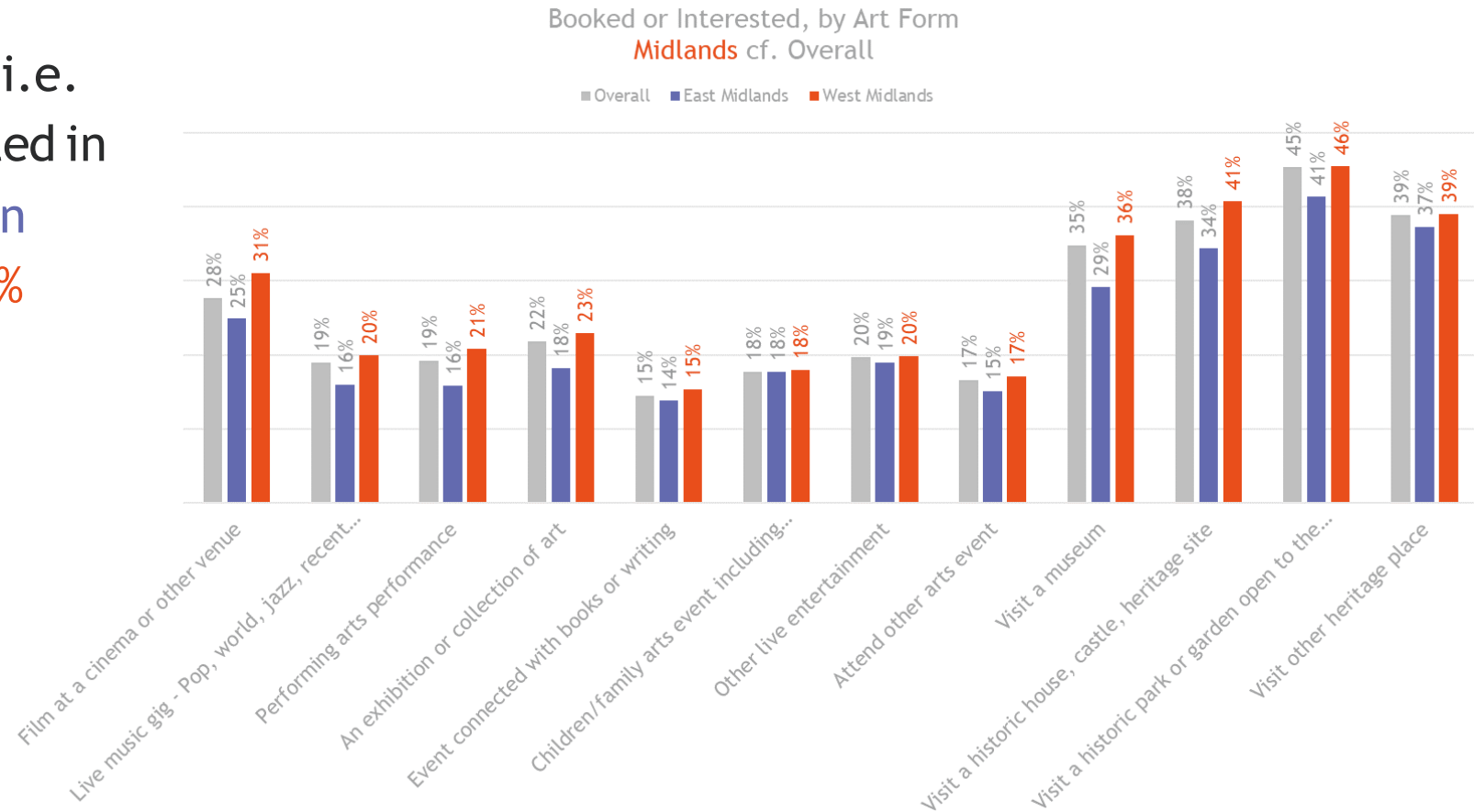
59% EM

64% WM

Cf. 63% for UK Overall

Booked or Interested by Art Form

The % 'in play' for each artform (i.e. who have booked, or are interested in booking) is also c. 3-8% lower than overall average for EM and c. 1-3% higher than overall for WM.



For more information...

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For background and methodology, please see the
COVID-19 Monitor Summary Report and/or visit
theaudienceagency.org/bouncing-forwards-insights-hub/covid-19-cultural-participation-monitor

