



TEA Break

Talking evidence and audiences

November 2022:

Shops & Cafés

Welcome

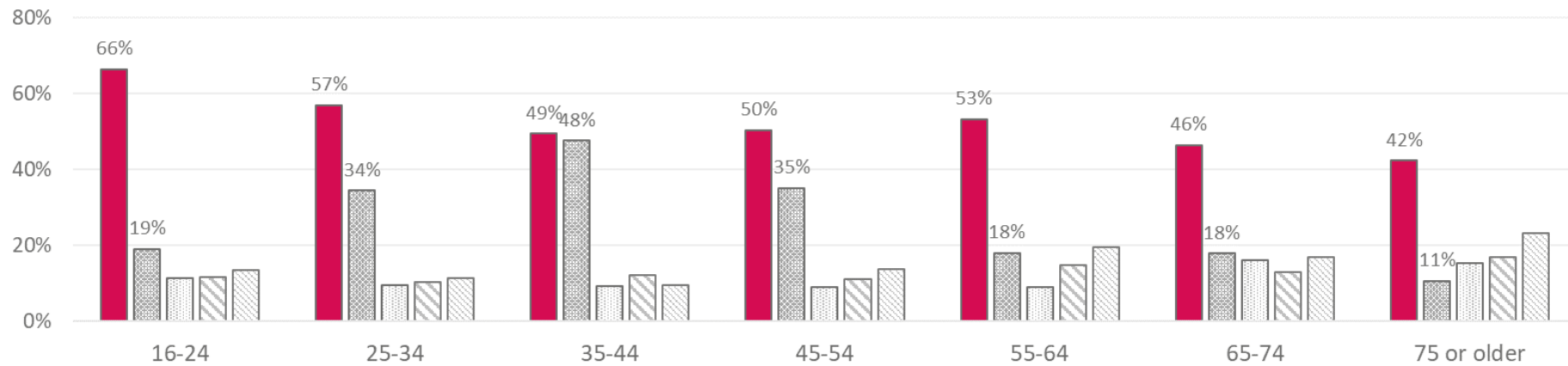
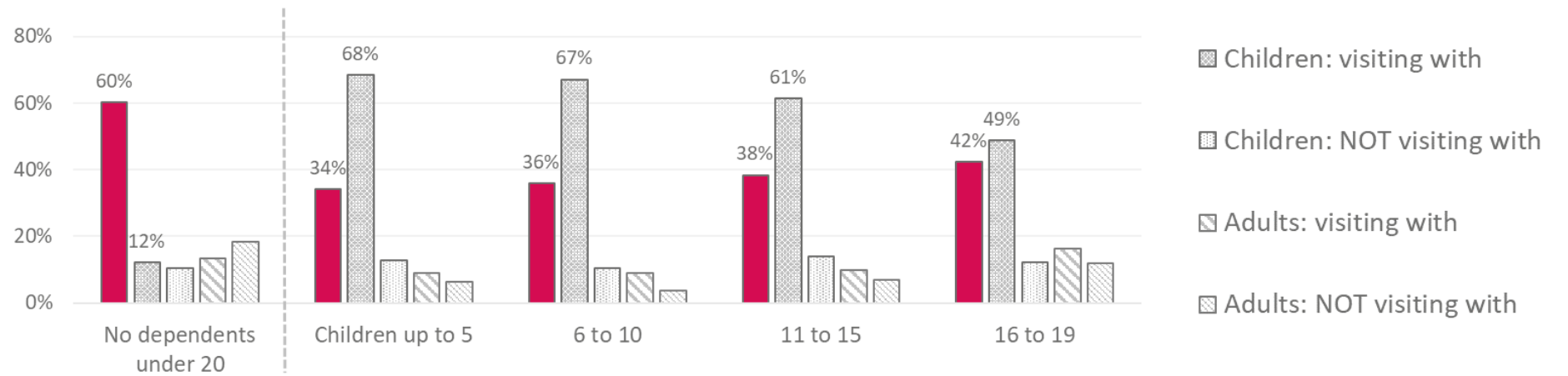
Shops and Cafés in Arts/Heritage Venues

Insights from the Culture Participation Monitor

Retail Offers: Who's Buying?

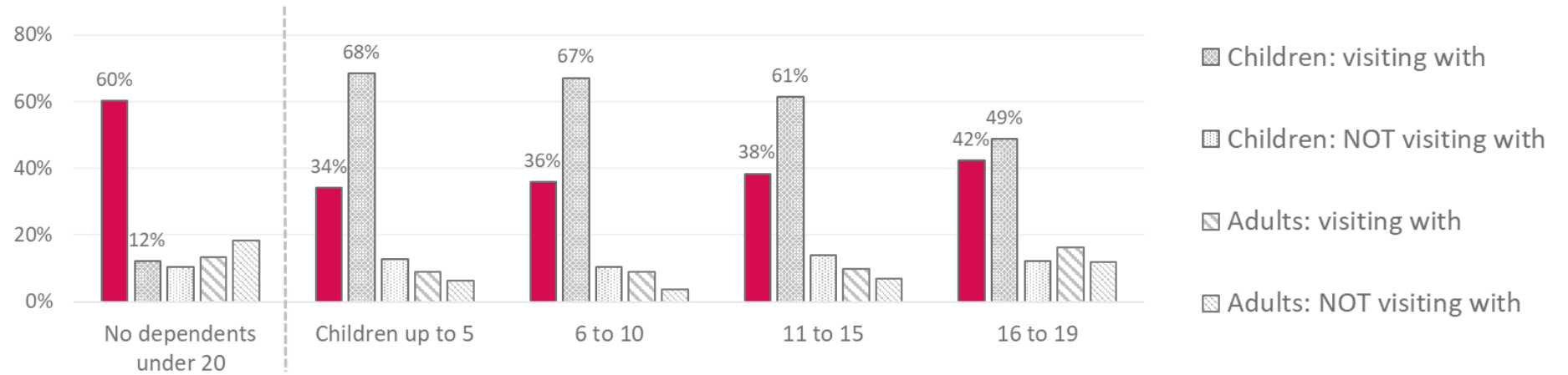
Gift Shops

Last gift shop purchase was for...



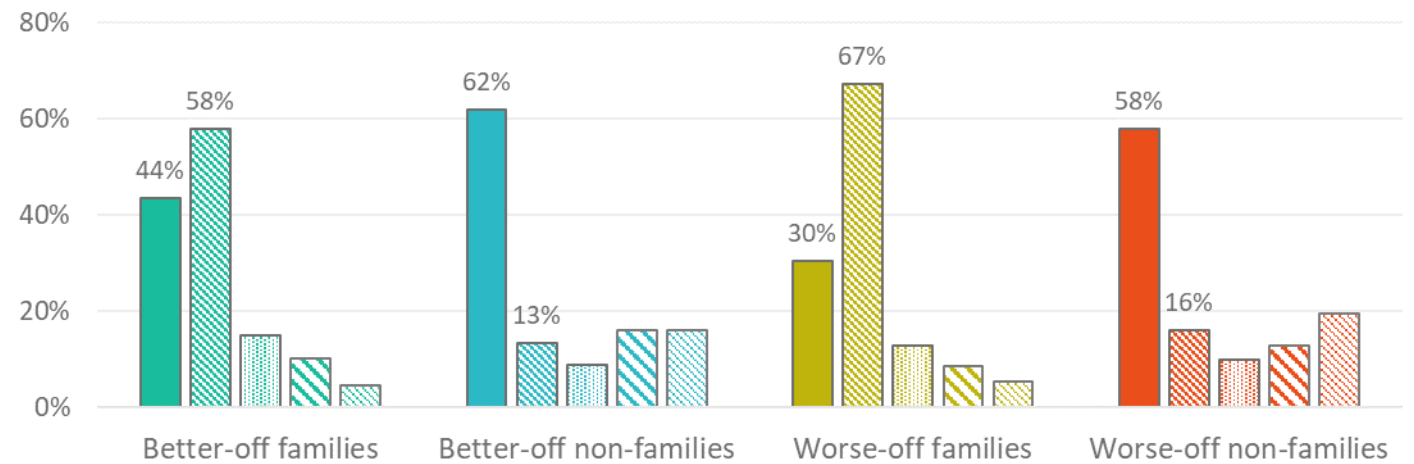
Gift Shops

Last gift shop purchase was for...



	Better -off*	Worse-off*
Family	8%	14%
Not family	13%	32%

* Better/Worse-off financially compared to pre-pandemic



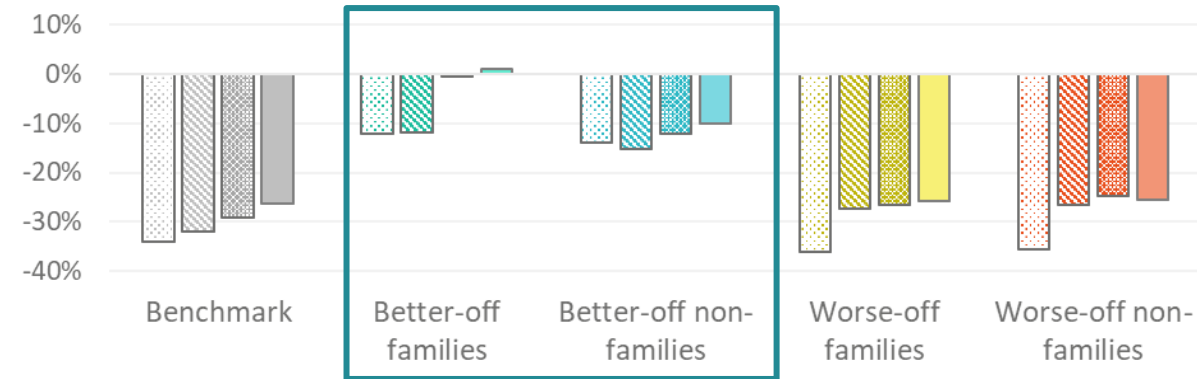
Likelihood to spend

	Better -off*	Worse-off*
Family	8%	14%
Not family	13%	32%

* Better/Worse-off compared to pre-pandemic

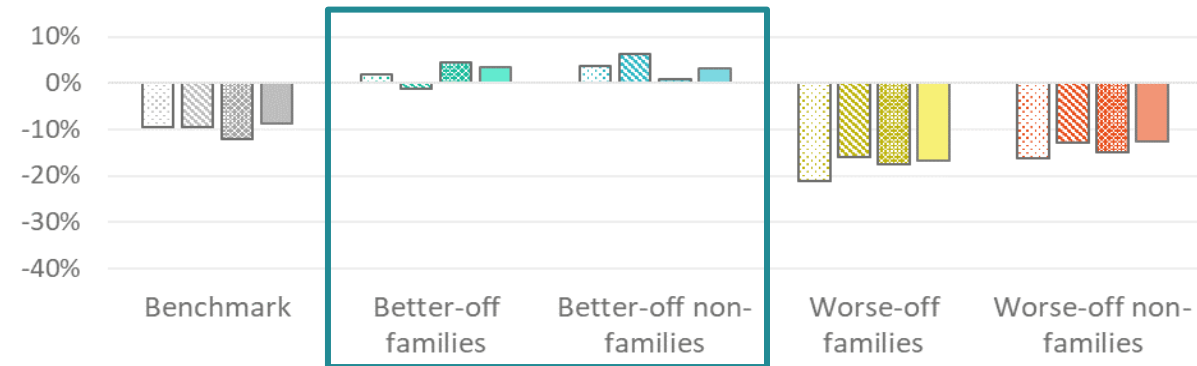
Buying from gift shops

Net % more minus less likely



Visiting cafés

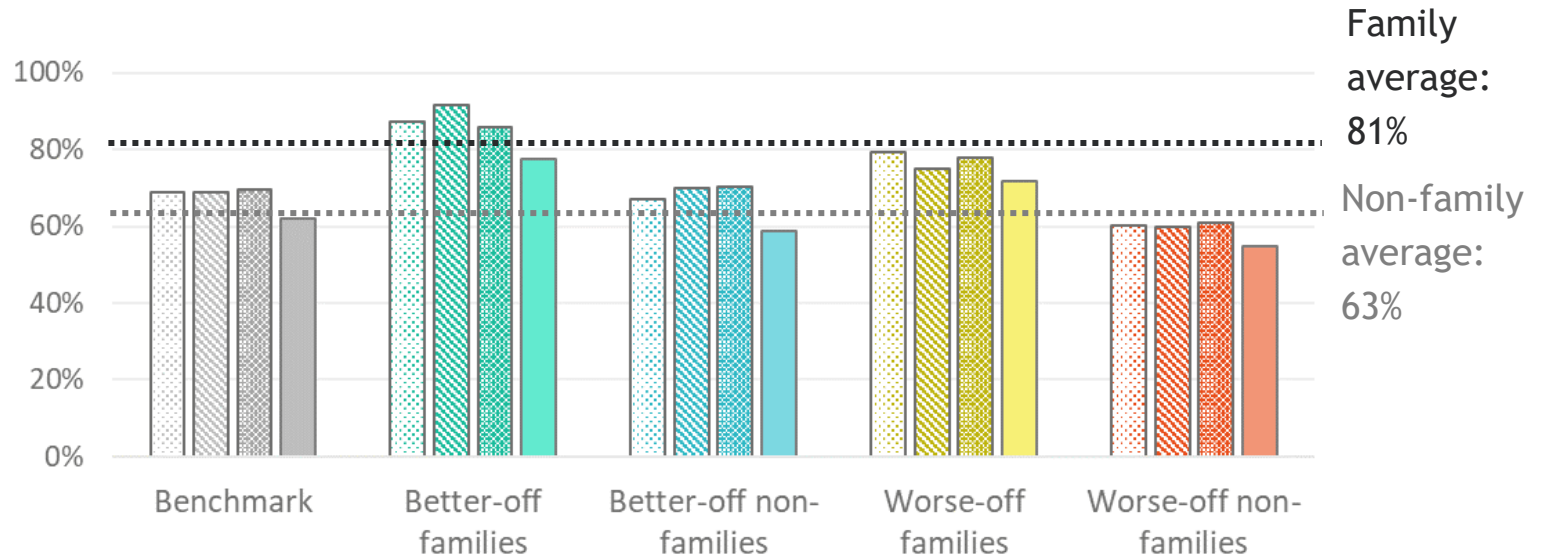
Net % more minus less likely



Likelihood to attend

- Film
- Live Performance (inc. music & theatre)
- Indoor Galleries, Museums & Heritage
- Outdoor Historic Parks, Gardens & Heritage

Events attended in the last 12 months



	Better -off*	Worse-off*
Family	8%	14%
Not family	13%	32%

* Better/Worse-off compared to pre-pandemic

Retail Offers: 'Light Green' Audiences?

'Light Green' Audiences?

Over half were prepared to pay more for greener alternatives

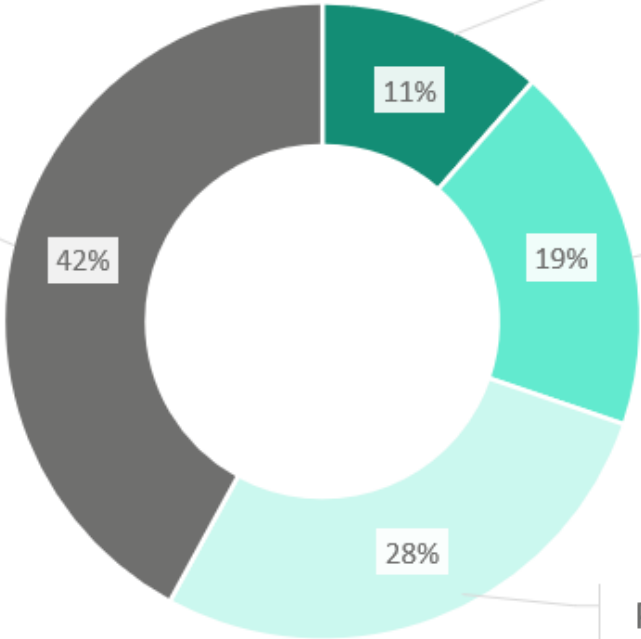
16-24: 22%
Families: 19% (esp. youngest 6-10: 22%)
Lower eng'd: 15%



But prefer: 21%
No preference: 17%
Prefer non-green: 5%



NOT prepared to pay more



Prepared to pay 20-50% more

Prepared to pay 10-20% more

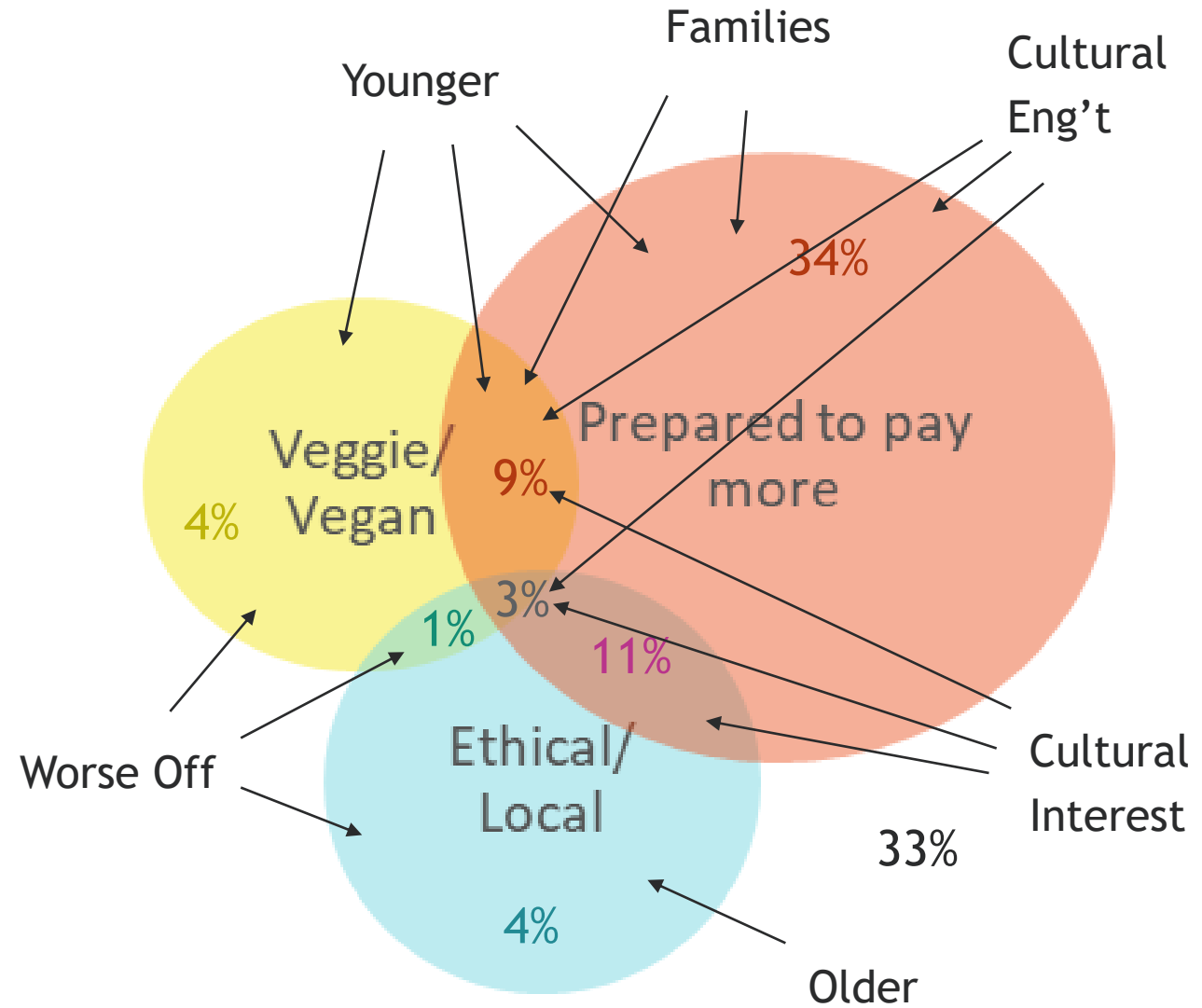
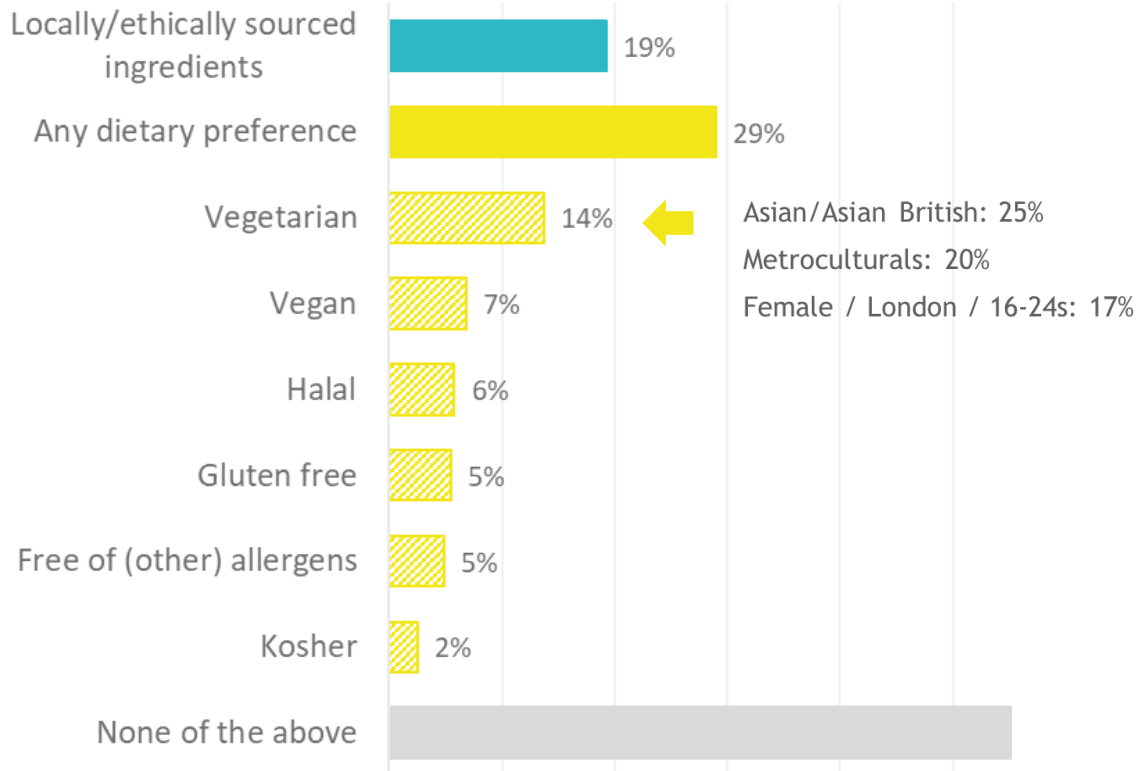
Prepared to pay up to 10% more

No in person eng't last 12 months: 60%
65+: 52%
'Worse off': 48%



Cafés

4 in 10 have ethical preferences / dietary requirement when buying from a café



Reflections



TEA Break

Talking evidence and audiences

Your Reflections and Q&A

Join us next time

TEA Break: 11/1/23

This session will look at how changes in audience attendance since before Covid have varied by art form.

Book your place (soon!) at <https://www.theaudienceagency.org/events/tea-breaks>

Thank you

Please get in touch: theaudienceagency.org
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 the audience agency