



Galleries

Scotinform Cultural Survey | June 2020

Introduction



The **Scotinform Cultural Survey** was launched on 12 May 2020 in response to the COVID-19 pandemic and subsequent closure of cultural venues across Scotland.



The **aim of the Survey** is to understand how audiences were engaging with cultural organisations before lockdown, how this has changed during lockdown, and what we might expect as lockdown restrictions are eased.



By 2 June 2020 the Scotinform Cultural Survey had received **5,031 responses** from residents of Scotland, covering every local authority area. Many thanks to everyone in the cultural sector who shared, distributed and completed the survey.

Please see our separate reports:



Museums



Theatres



Gardens



Wildlife attractions



These findings are being made available free of charge to the cultural sector in Scotland. **Please acknowledge Scotinform when using this data.**



This report provides an overview of the **3,933 gallery visitors** living in Scotland who completed the survey.



Unless otherwise indicated, the reporting base for this report is **3,933 respondents**.

For further information about the data, including bespoke analysis, Mosaic profiling, or access to our panel of cultural audiences in Scotland, please contact **Scotinform**.

Key findings: before and during lockdown



Prior to lockdown, **68%** of gallery respondents visited a gallery in Scotland at least once a quarter and **10%** visited more than once a month.



49% had visited galleries with people from another household in the past year.



77% of respondents say that they have missed visiting galleries during lockdown.



The **most missed aspects** of a gallery visit are: 'Going to exhibitions or special events', 'being surrounded by beautiful objects' and 'going somewhere where I can find out something new'.



Prior to lockdown, **67%** of respondents had engaged with galleries online via social media or their websites. During lockdown the figure reduced to **55%**. Gallery websites and Facebook were the most common sources of online engagement.



In the year before lockdown, **51%** of gallery visitors had made charitable donations to a cultural organisation (23% to a gallery). During lockdown only 30% had done so (6% to a gallery). Donations have fallen across all categories with the exception of theatre.

Respondents who had engaged online reported a range of impacts, most likely:

'It made me look forward to going back there'

I was impressed that they wanted to keep audiences engaged'

'I learned things about the collections that I did not know before'

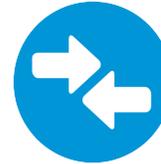
Key findings: after lockdown



Just over half of gallery visitors say that they have concerns about being in public spaces, and that this 'might' or 'definitely will' affect how often they go out into these types of spaces.



26% of gallery visitors say that they will visit a gallery as soon as possible when lockdown restrictions are lifted.



18% say that they will visit galleries more often than before and **68%** say that it will make no difference.



Gallery visitors expect a wide **range of safety measures** to be put in place by cultural venues. The most commonly cited were regular cleaning, clear communication of measures, planning spaces for social distancing and limiting the total number of people in the space.

Engagement

Of the 3,933 respondents who had visited a gallery in the past year:

29%

belonged to a friends, membership or patrons scheme for a gallery in Scotland.

56%

were on a postal or email mailing list for a gallery in Scotland.

4%

worked in a gallery in Scotland.

1%

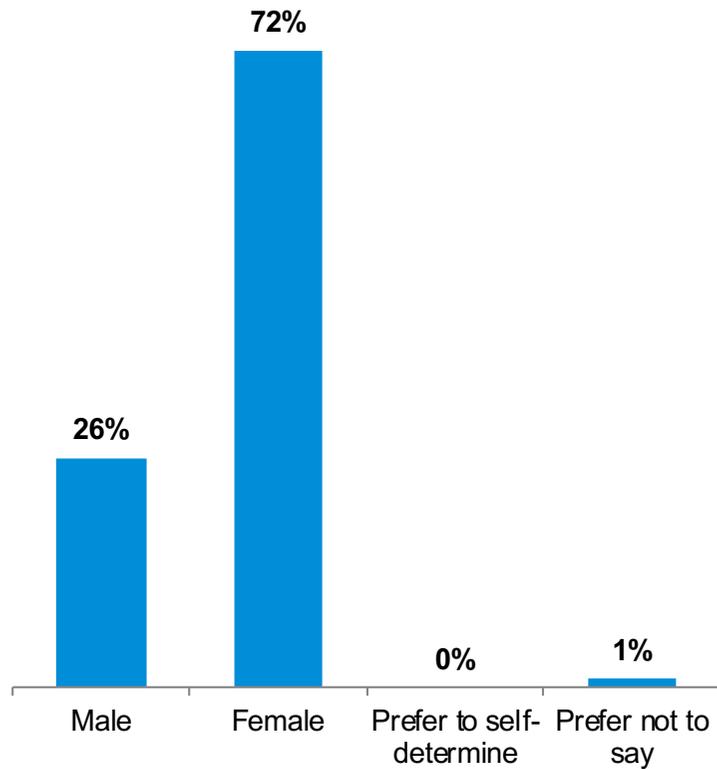
volunteered for a gallery in Scotland.

This is a very ‘warm’ and engaged gallery audience and therefore could be judged as the most likely to re-engage with the sector after lockdown.

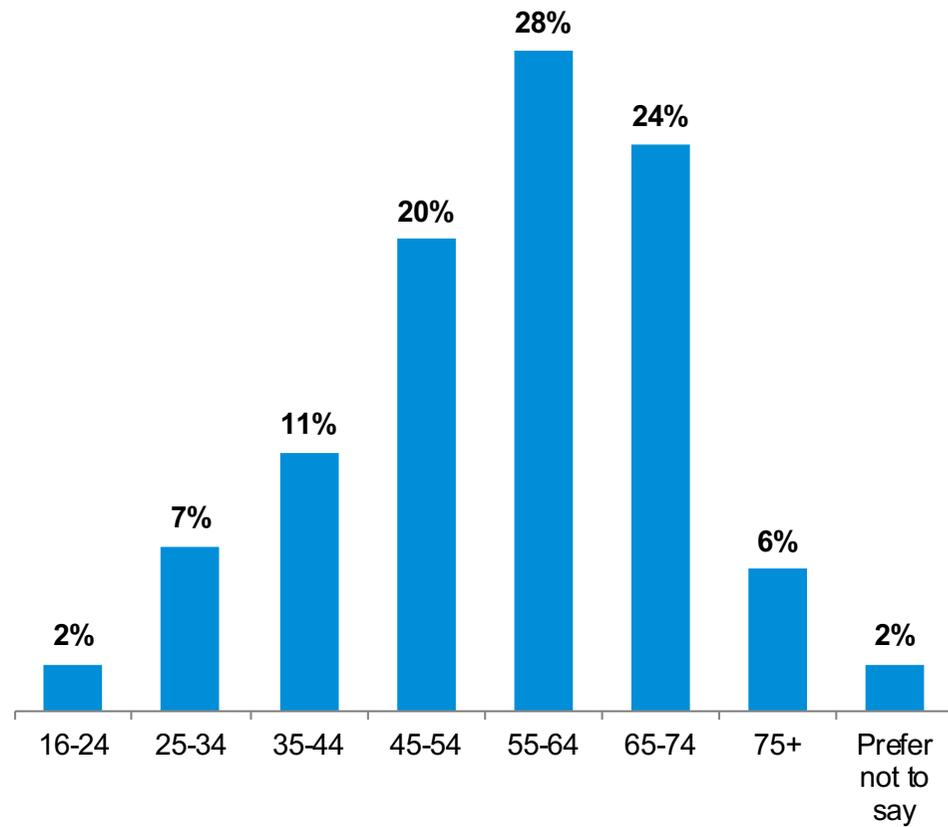


Respondent profile

Gender

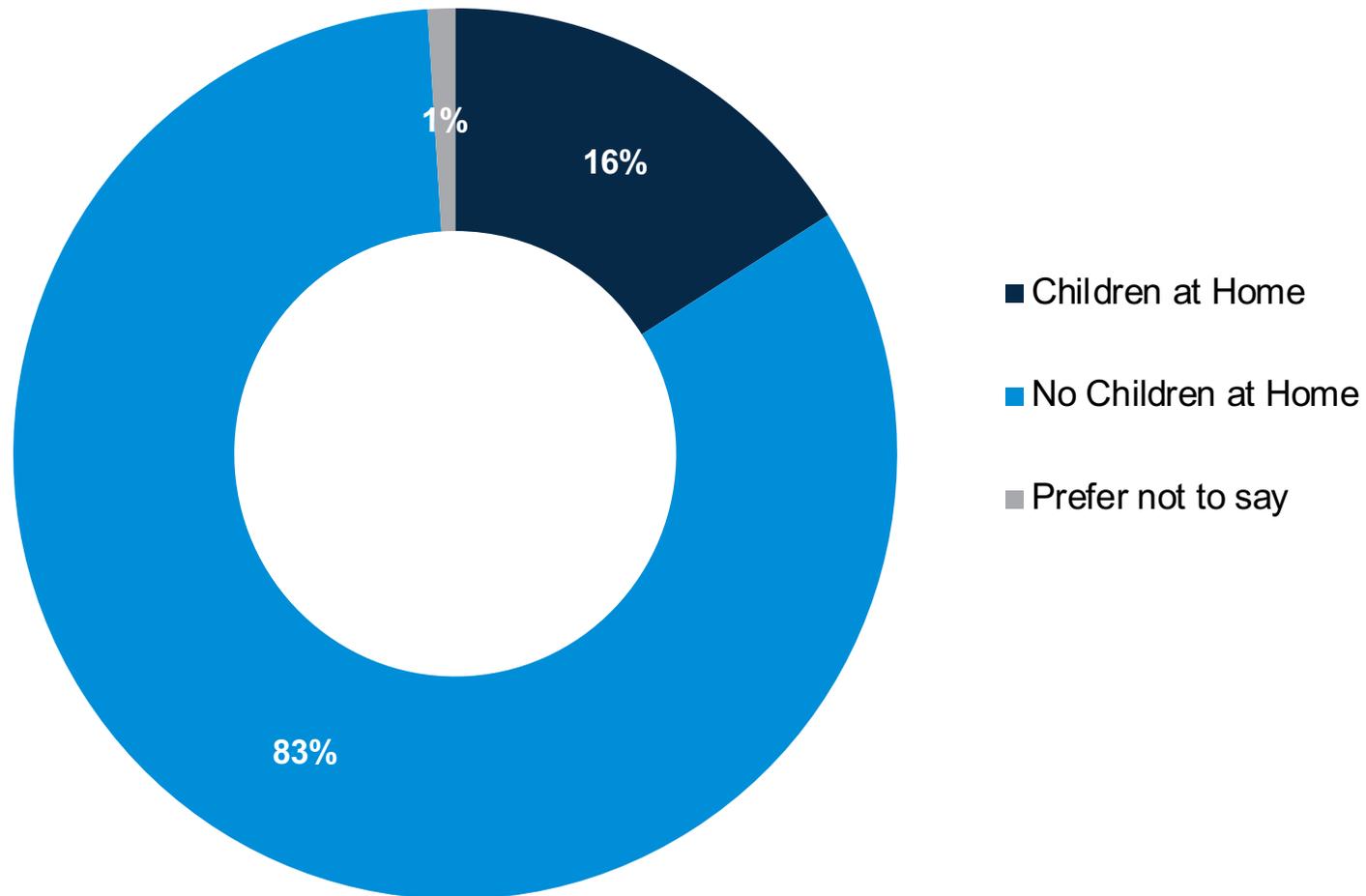


Age





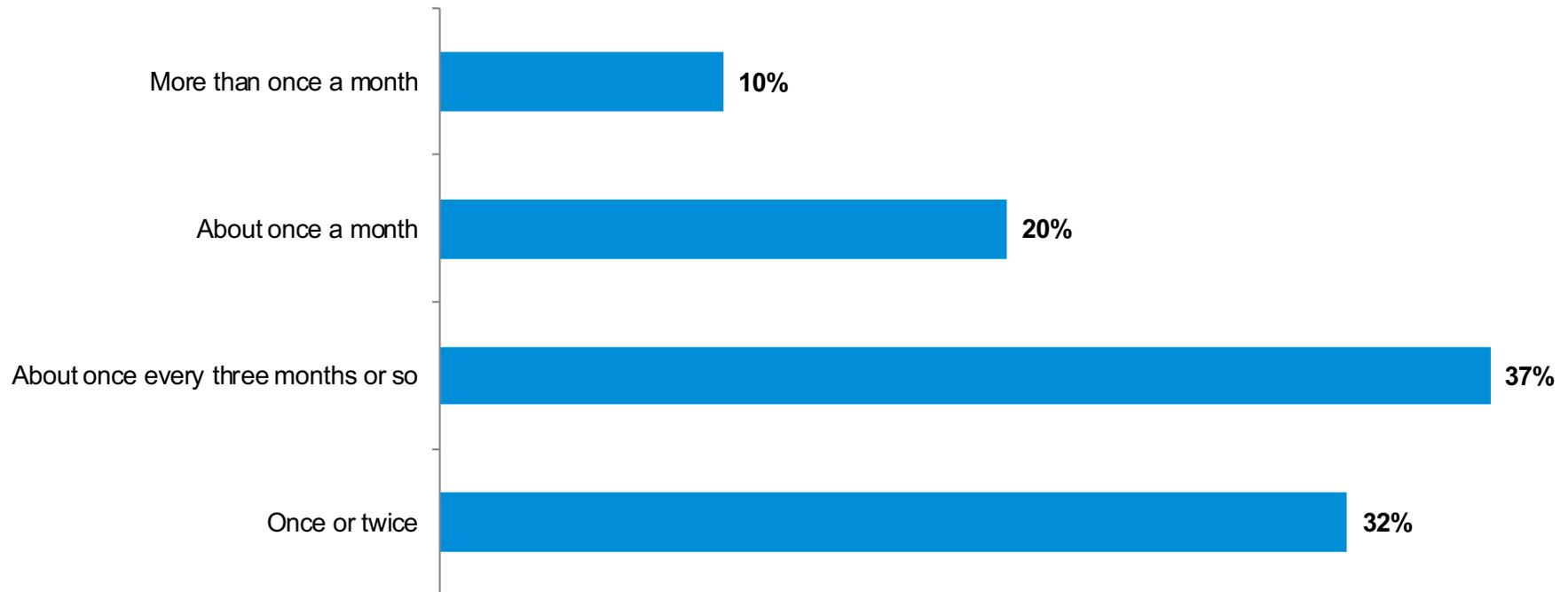
Respondent family profile





Frequency of visits to galleries

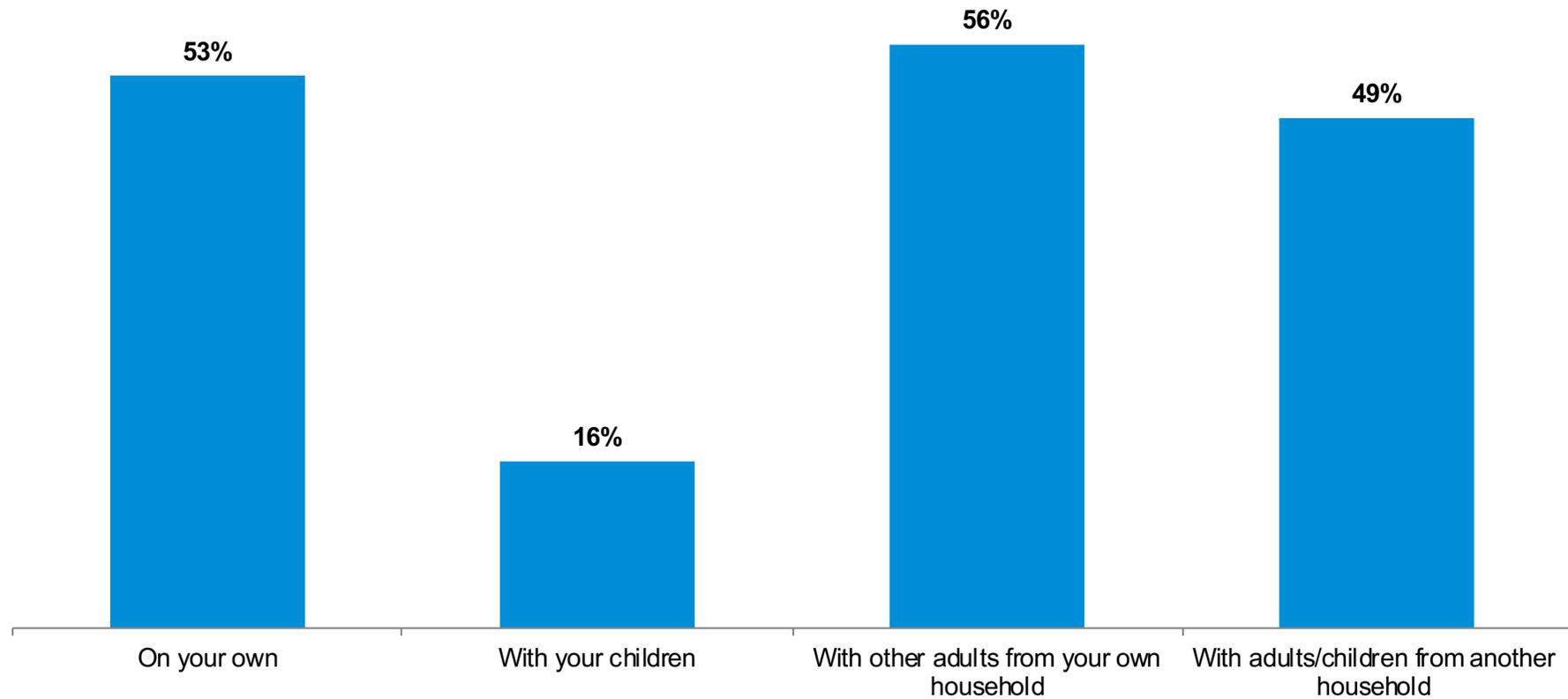
Year to March 2020





Group visits to galleries

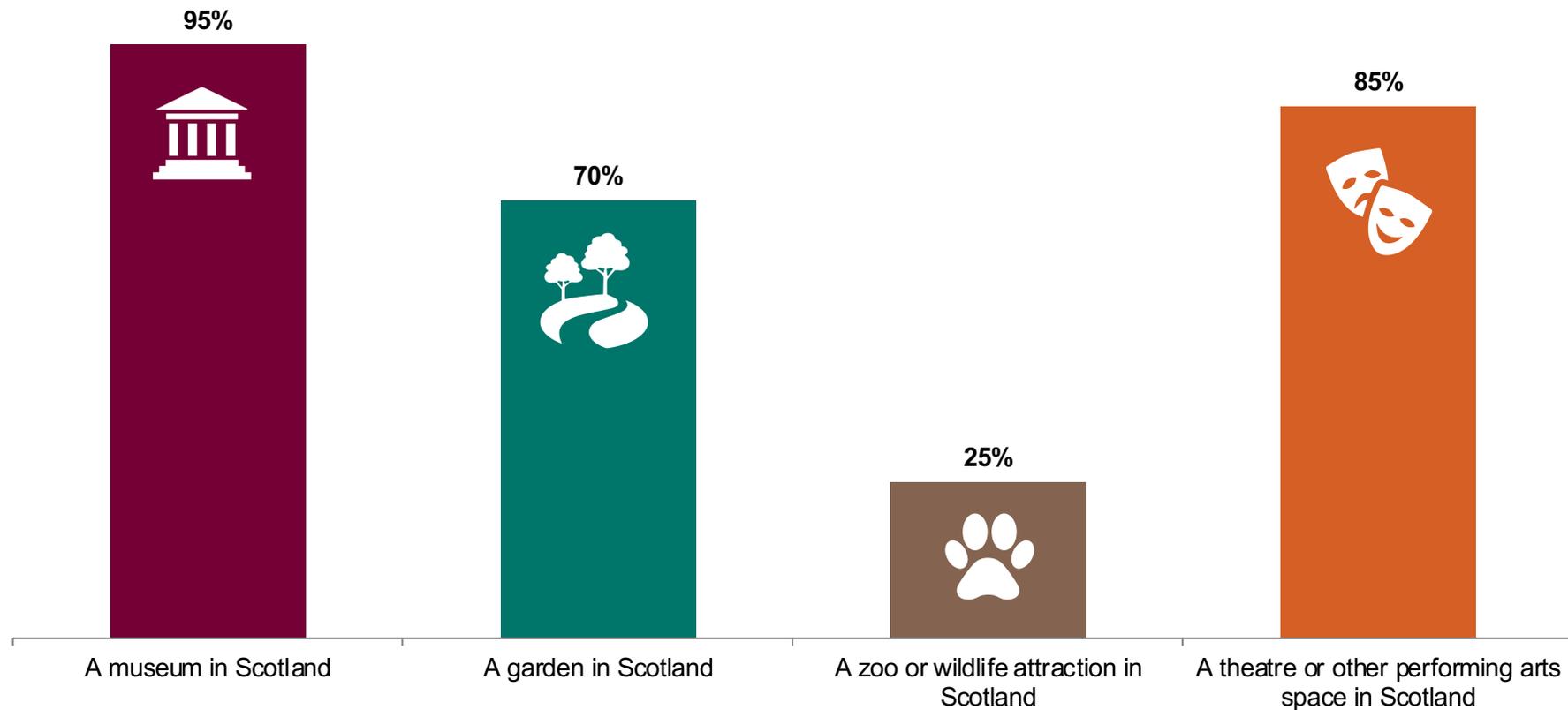
Year to March 2020





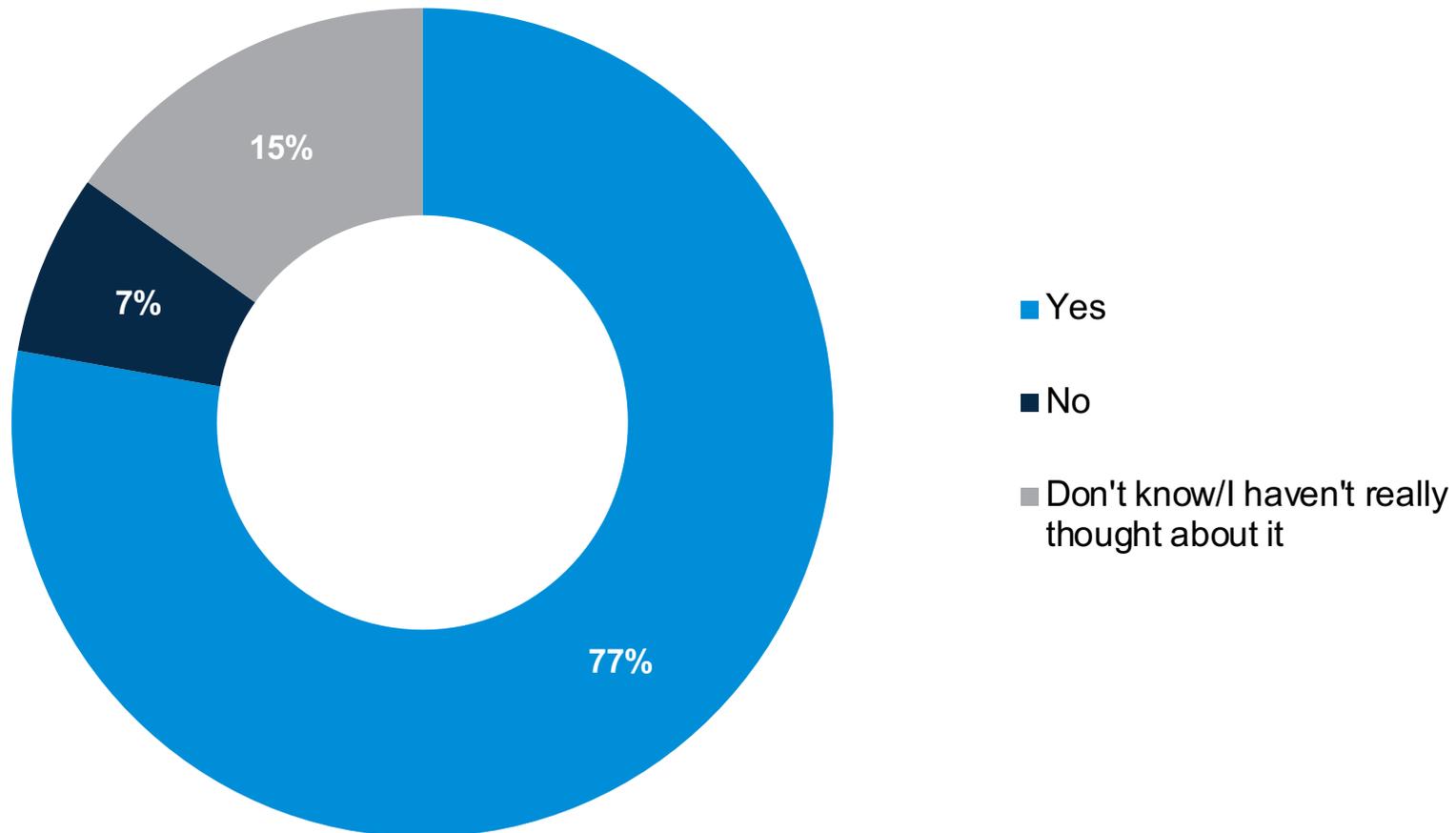
Other cultural attractions visited

Year to March 2020



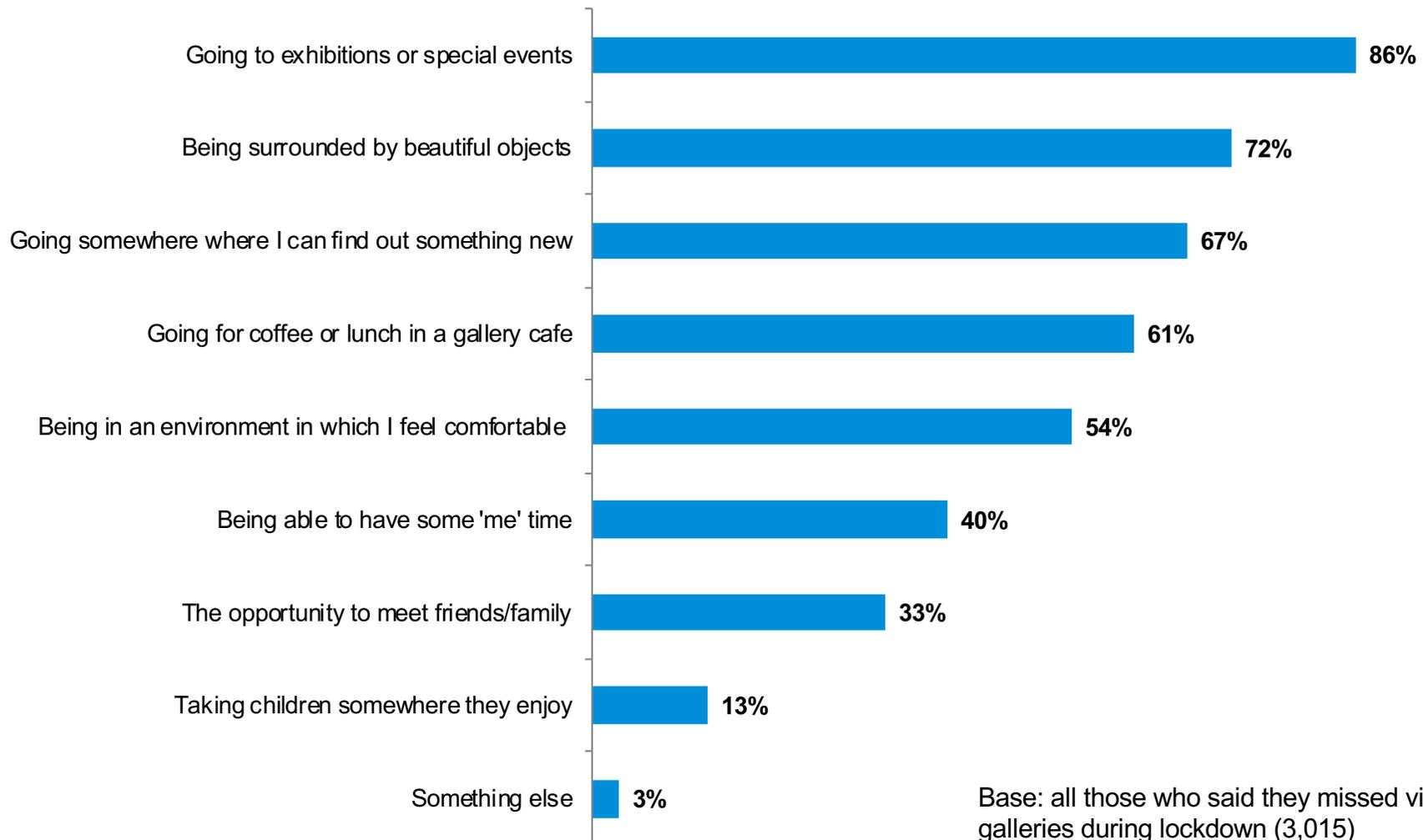


Have you missed visiting galleries during lockdown?





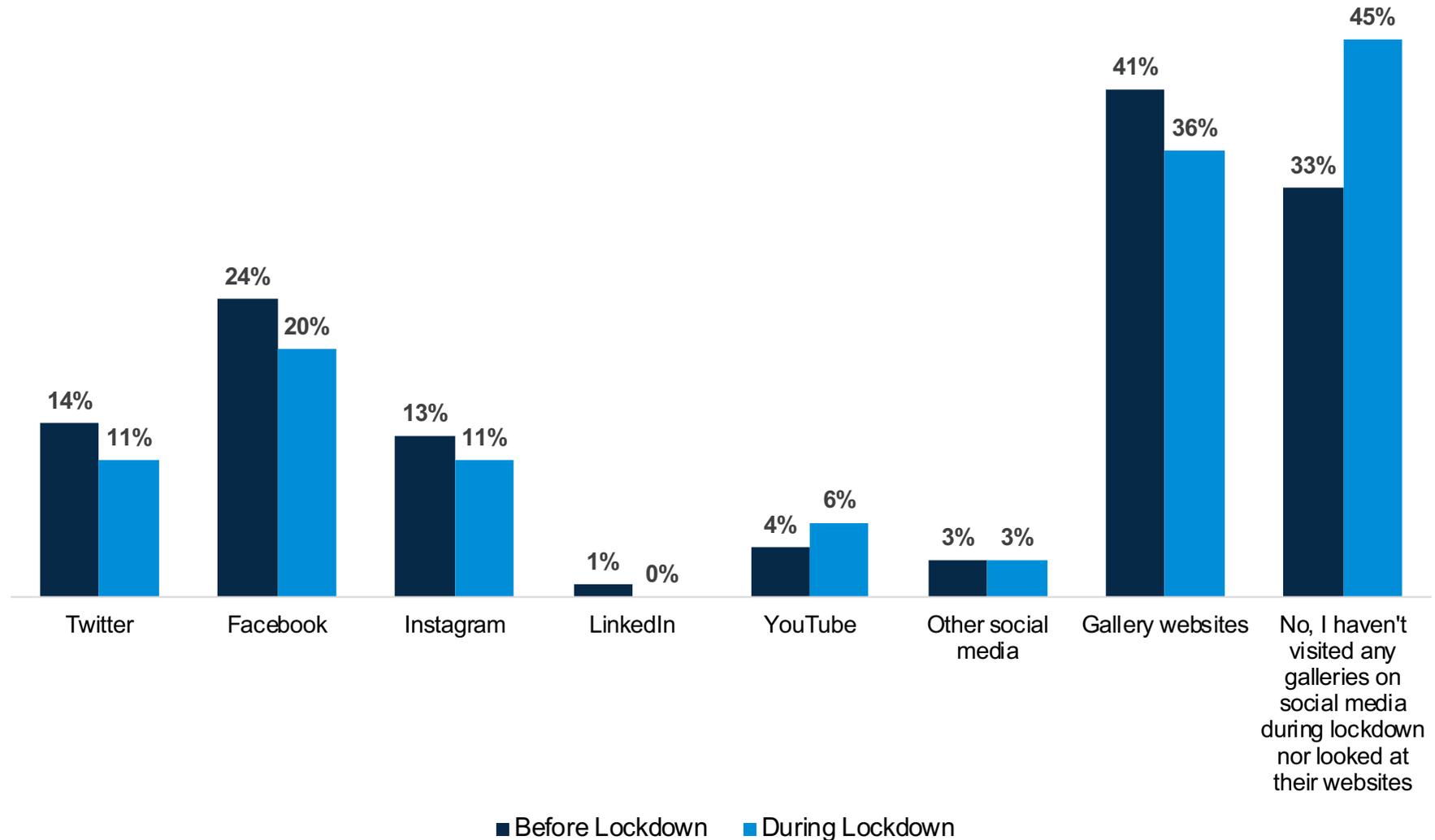
What have you missed most about visiting galleries?



Base: all those who said they missed visiting galleries during lockdown (3,015)

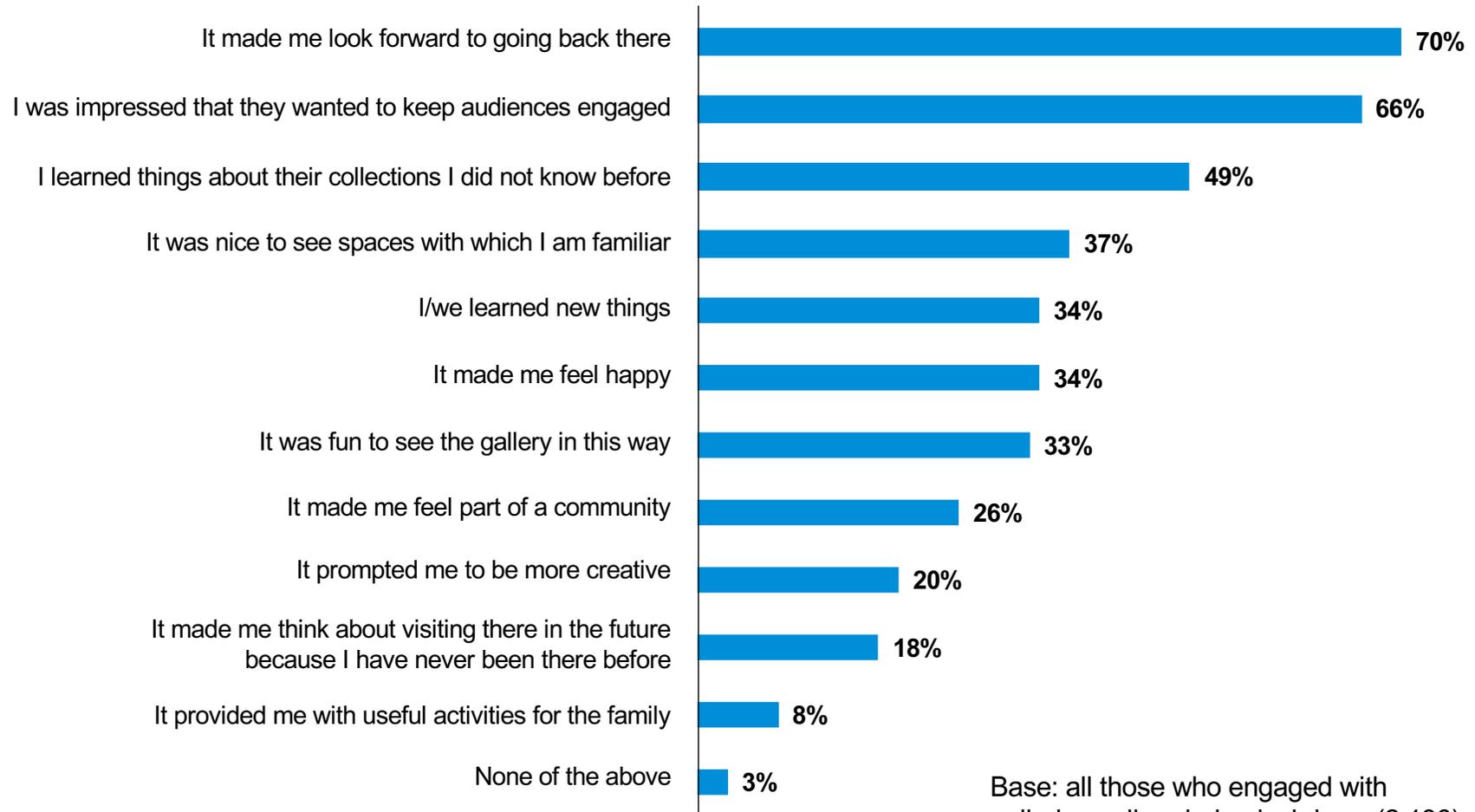


Online engagement





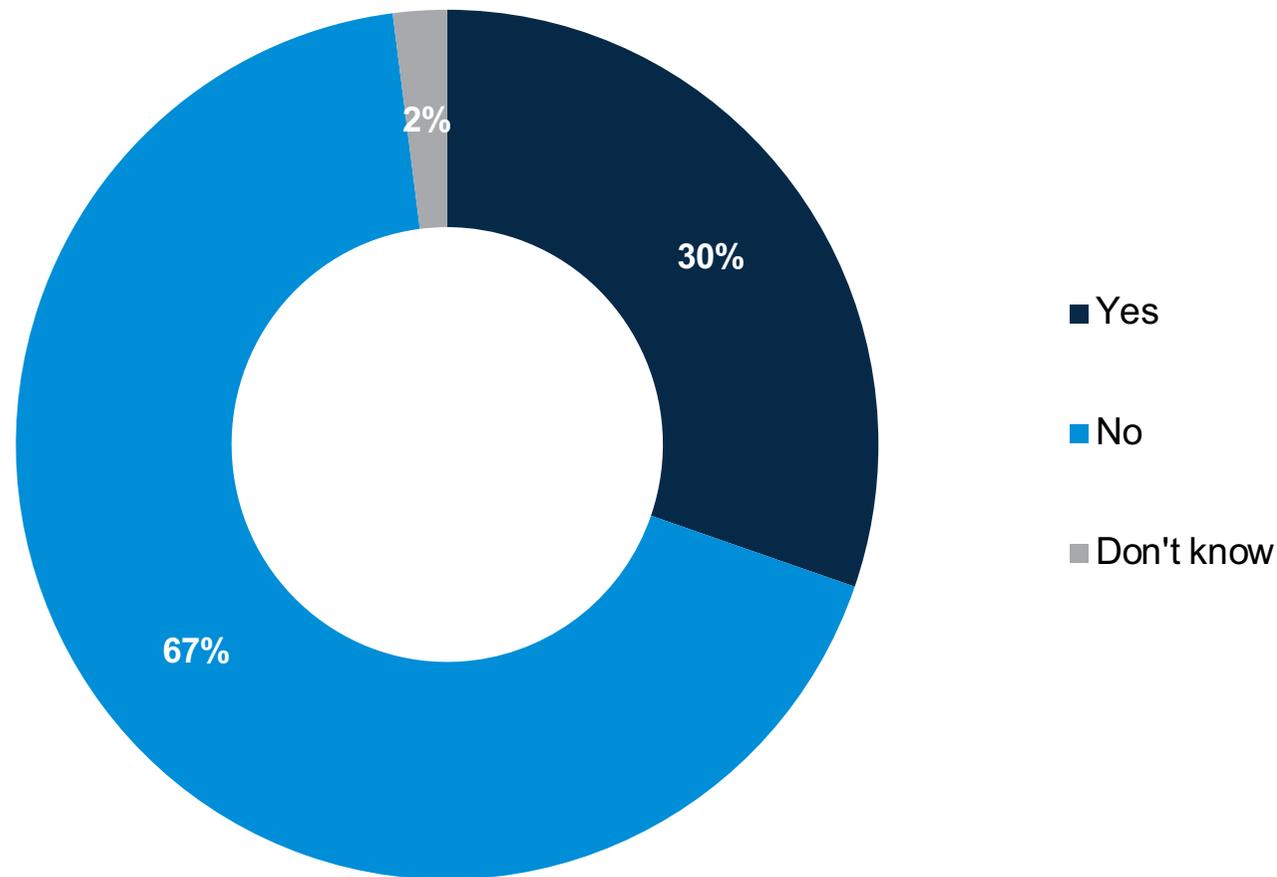
Benefits of online engagement during lockdown



Base: all those who engaged with galleries online during lockdown (2,136)



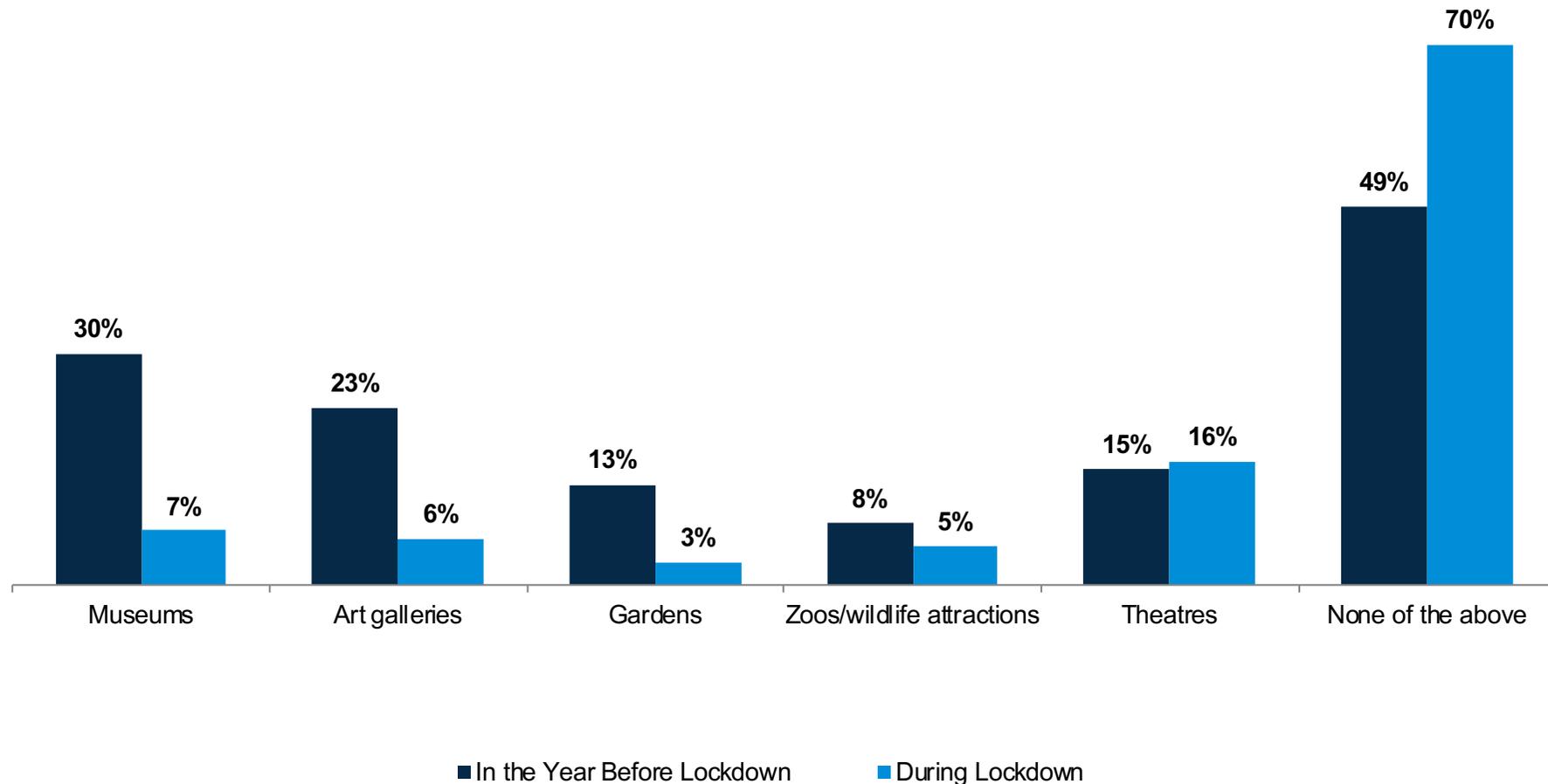
During lockdown, have you visited any Scottish galleries online that you have not visited in person?



Base: all those who engaged with galleries online during lockdown (2,136)



Charitable donations by gallery visitors



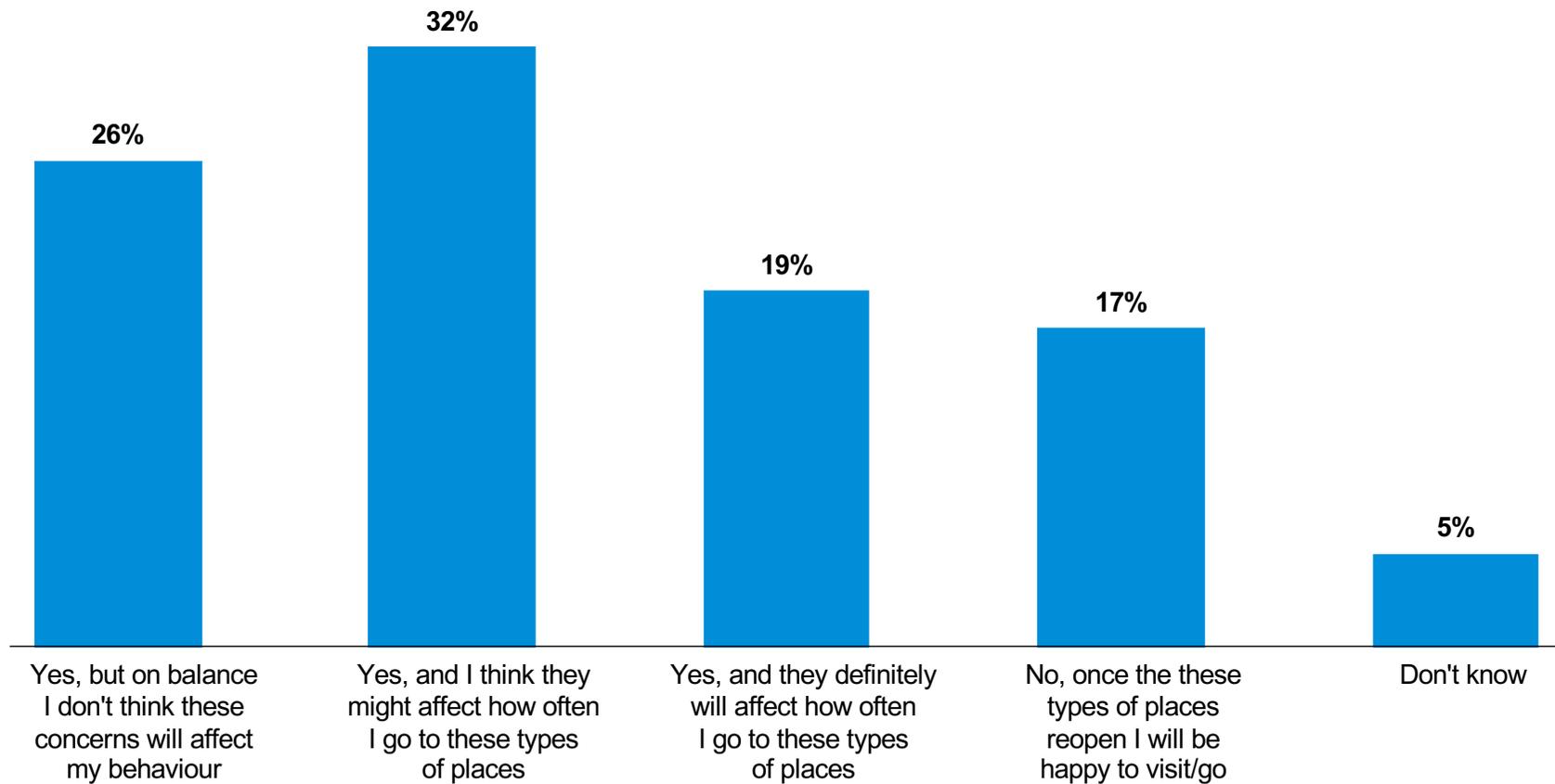


Future behaviour

For the following sections, respondents were asked to imagine that current restrictions were lifted and people were able to visit galleries again.

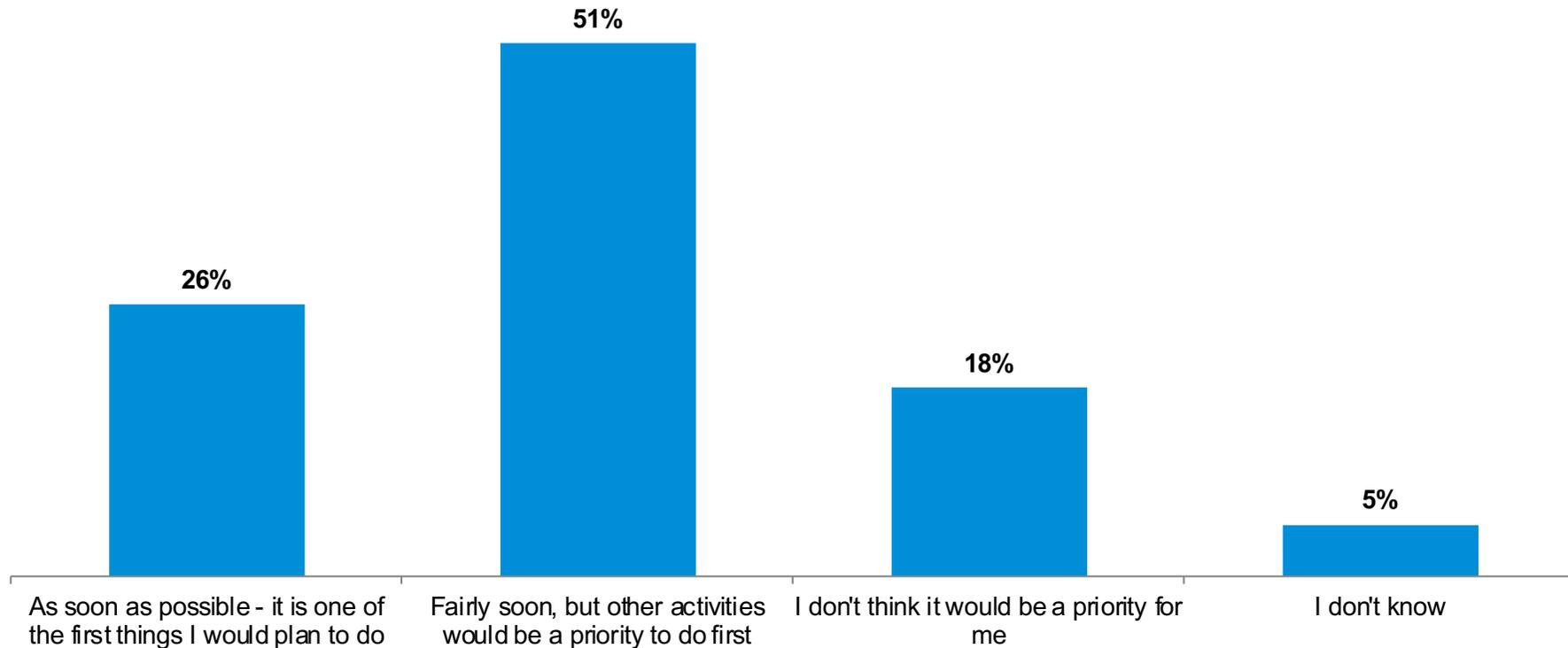


Will you have any concerns about being in public spaces in the future?





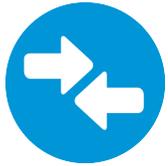
How soon do you think you might want to visit a gallery?



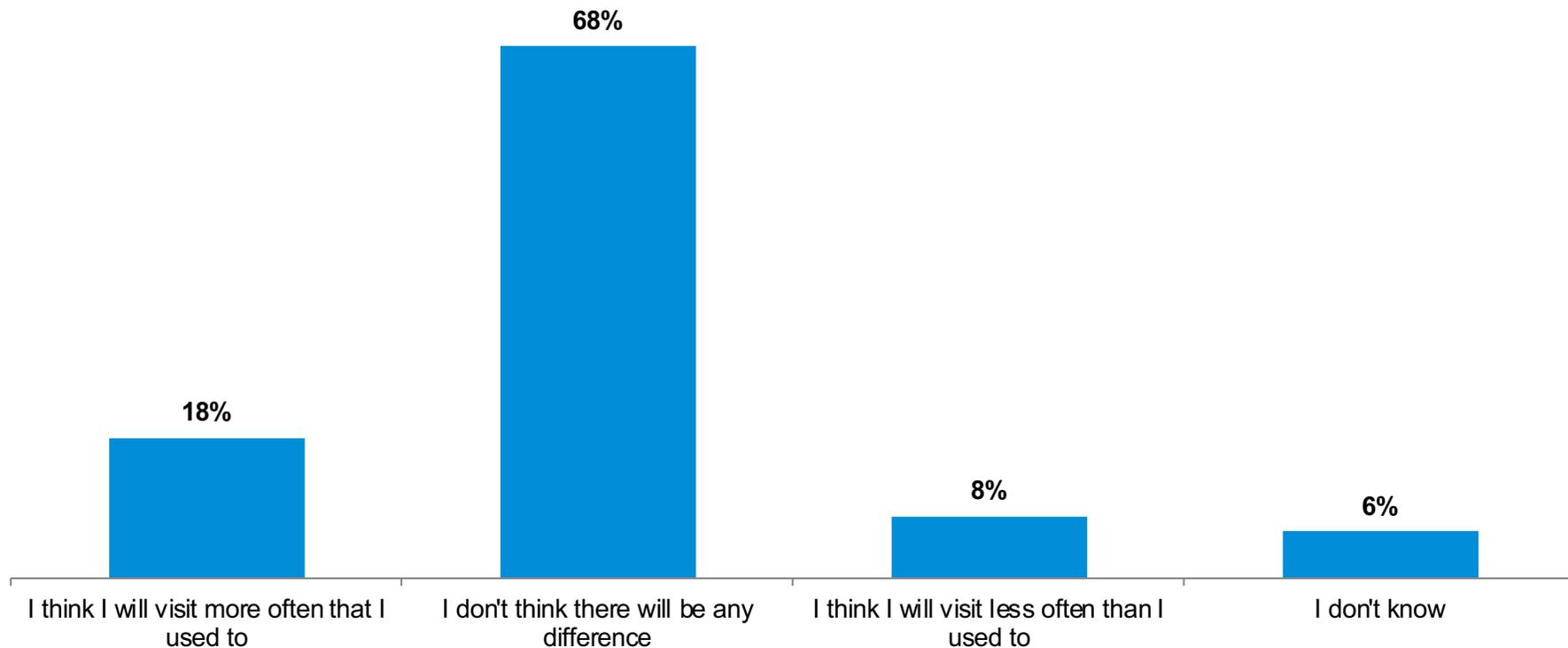


How does this compare with other audiences?

					
Base	4,721	3,933	3,295	1,276	4,105
As soon as possible – it is one of the first things I would plan to do	26%	26%	29%	15%	20%
Fairly soon, but other activities would be a priority to do first	54%	51%	50%	43%	46%
I don't think it would be a priority for me	15%	18%	16%	36%	26%
I don't know	5%	5%	5%	6%	7%

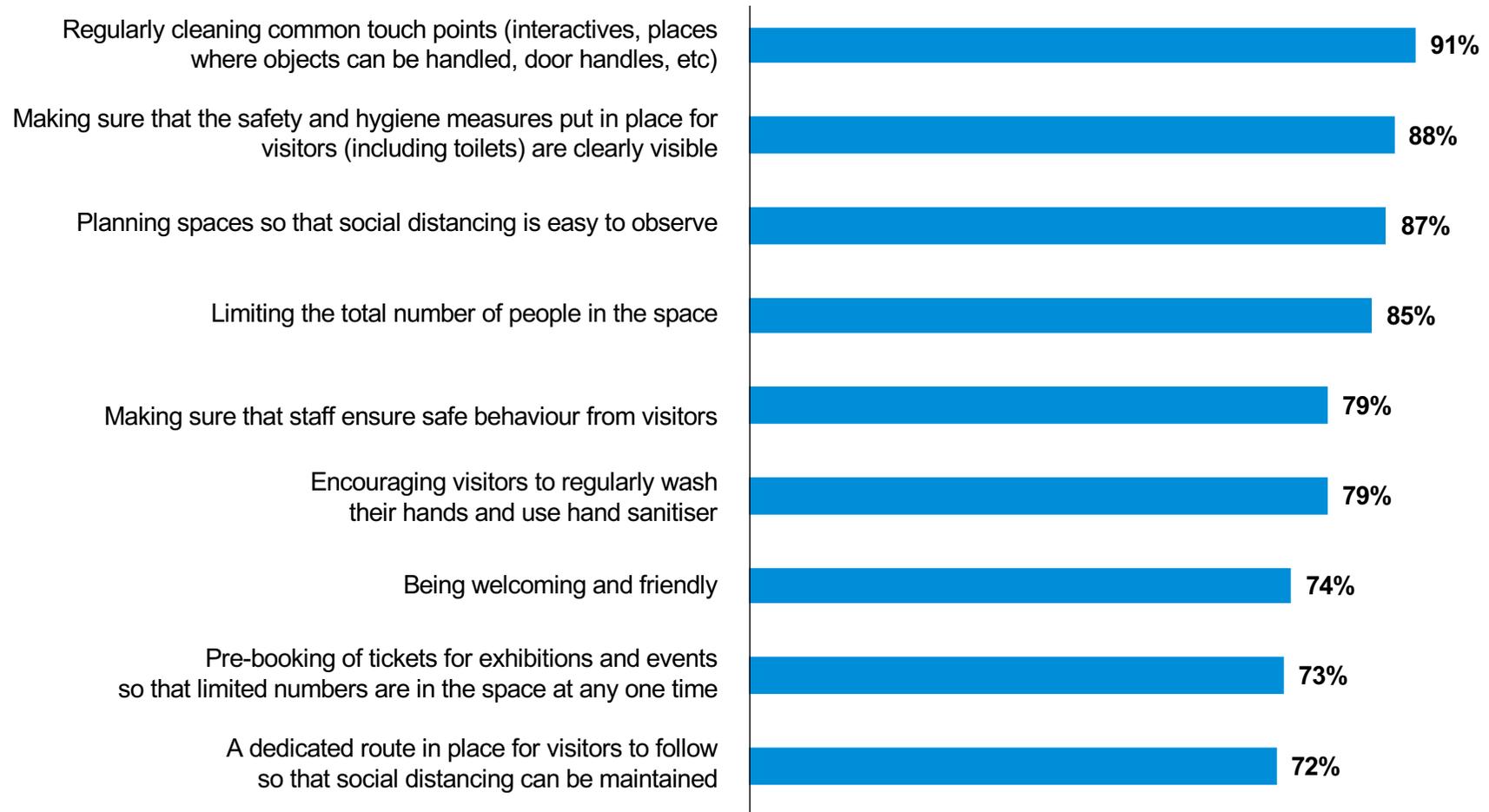


Do you think after lockdown you will visit galleries more often, or less often, than you used to?





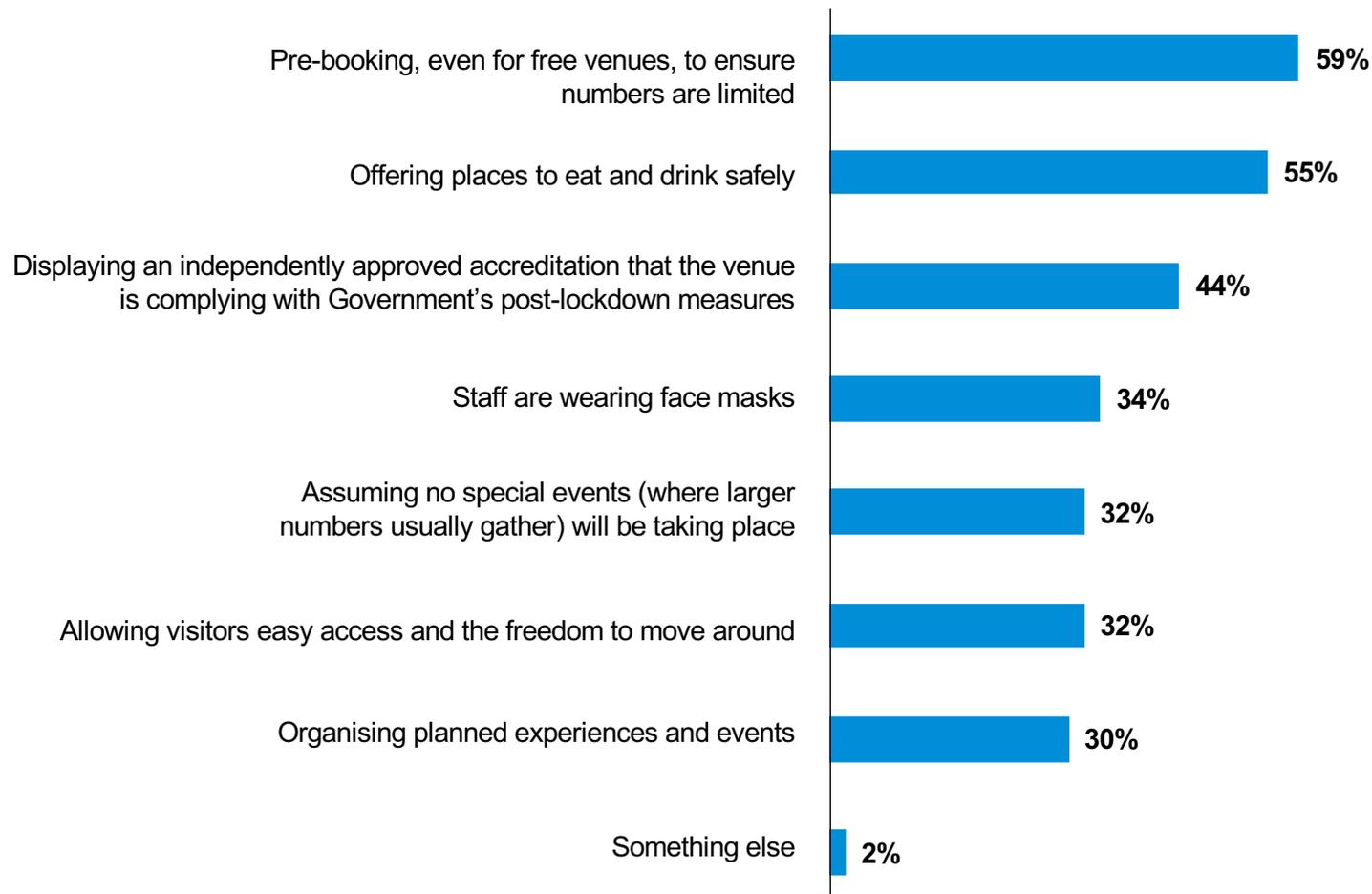
Cultural venues in the future: expectations of gallery visitors (1)



Continued...

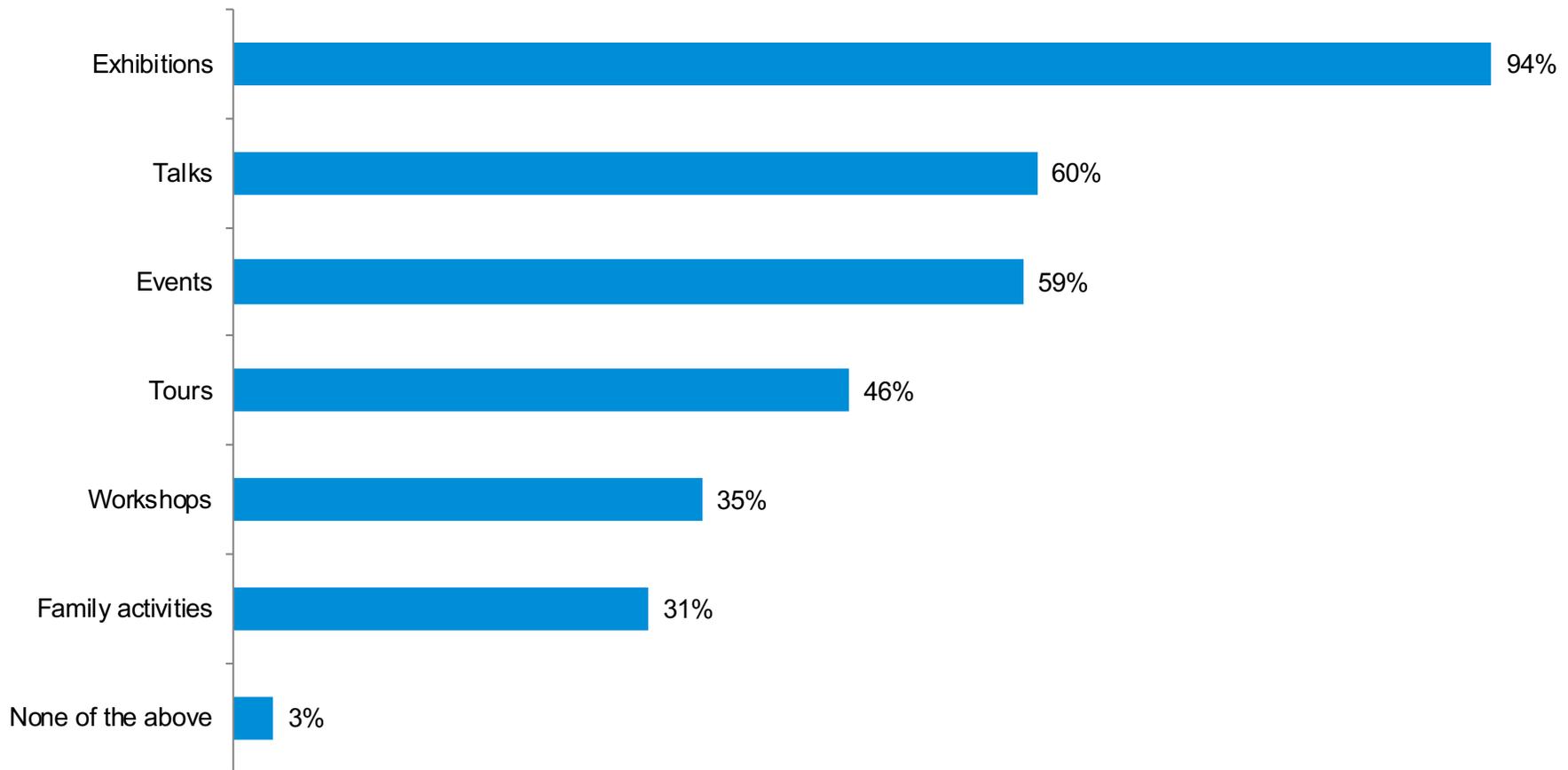


Cultural venues in the future: expectations of gallery visitors (2)





Assuming health and safety measures were in place, what would you like to see?





**For further
information
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