



# 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:



Galleries



Museums



Gardens



Wildlife attractions

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



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 **4,105 theatre attendees** living in Scotland who completed the survey.



Unless otherwise indicated, the reporting base for this report is **4,105 respondents**.

# Key findings: before and during lockdown



Prior to lockdown, **62%** of theatre attendees went to a theatre in Scotland at least once a quarter and **6%** visited more than once a month.



**58%** had gone to the theatre with people from another household in the past year.



**73% of respondents** say that they have missed going to the theatre during lockdown.



The **most missed aspects** of a theatre visit are: 'Seeing the live performances', 'being in an environment in which I feel comfortable' and 'the opportunity to meet friends or family'.



Prior to lockdown, **66%** of respondents had engaged with theatres online via social media or their websites. During lockdown the figure was **42%**. Theatre websites and YouTube were the most common sources of online engagement during lockdown.



In the year before lockdown, **49%** of theatre attendees had made charitable donations to a cultural organisation (16% to a theatre). During lockdown, only 30% had done so. Donations have fallen across all categories with the exception of theatre, which has held steady at 16%.

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'

'It made me feel happy'

'It was fun to see the theatre in this way.'

# Key findings: after lockdown



**Just over half** of theatre attendees 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.



**20%** of theatre attendees say that they will visit a theatre as soon as possible when lockdown restrictions are lifted.



**13%** say that they will visit theatres more often than before and **65%** say that it will make no difference.



Theatre attendees 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 so that social distancing is easy to observe and limiting the total number of people in the space.

# Engagement

Of the 4,105 respondents who had gone to the theatre in the past year:

**18%**

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

**71%**

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

**1%**

worked in a theatre in Scotland.

**1%**

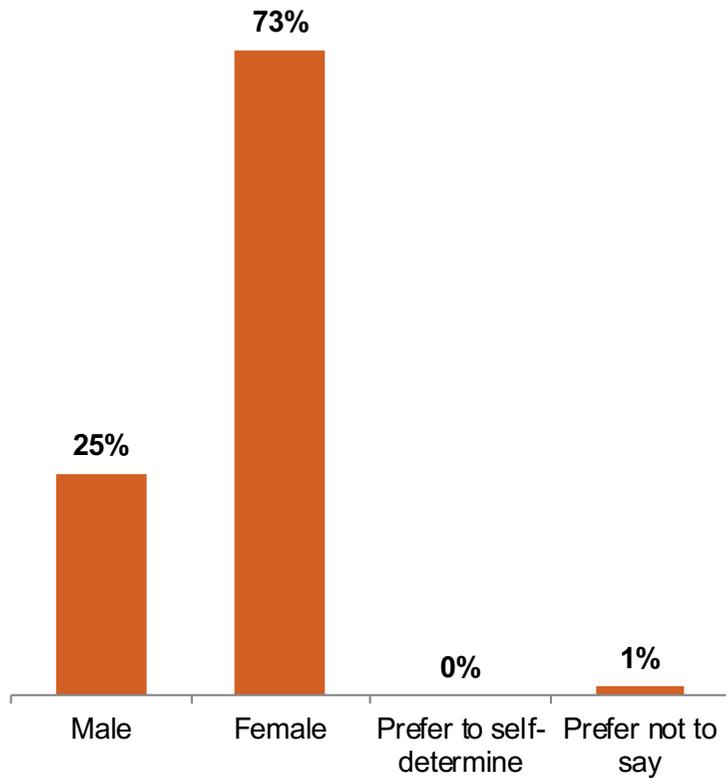
volunteered for a theatre in Scotland.

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

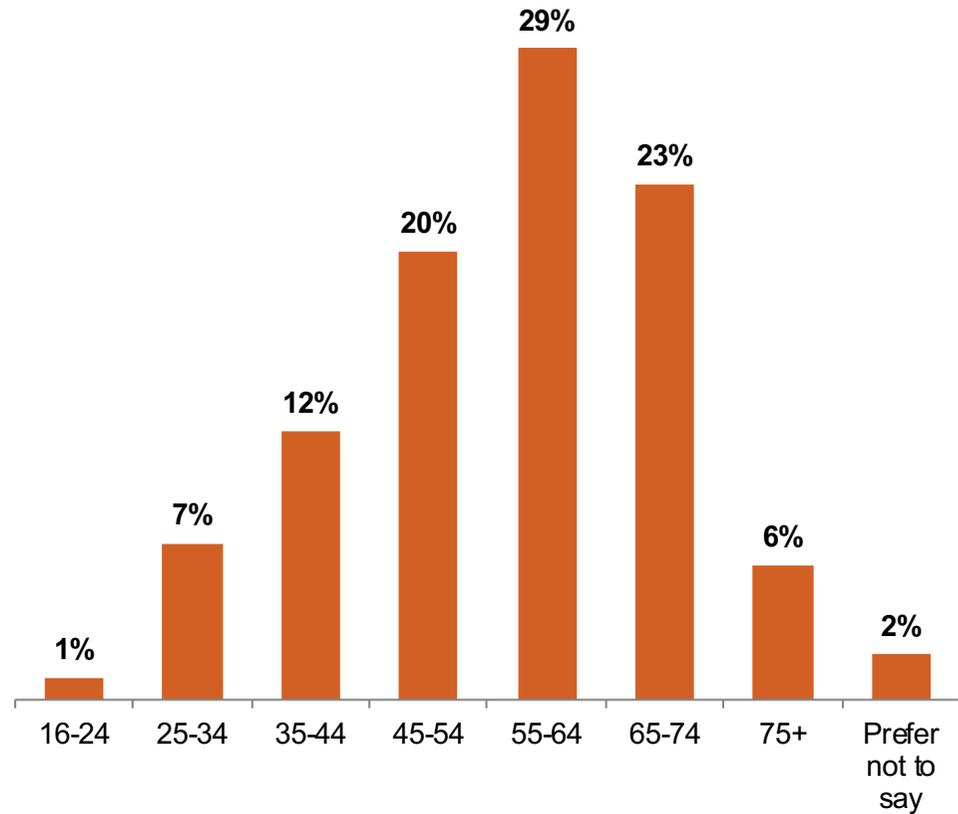


# Respondent profile

## Gender

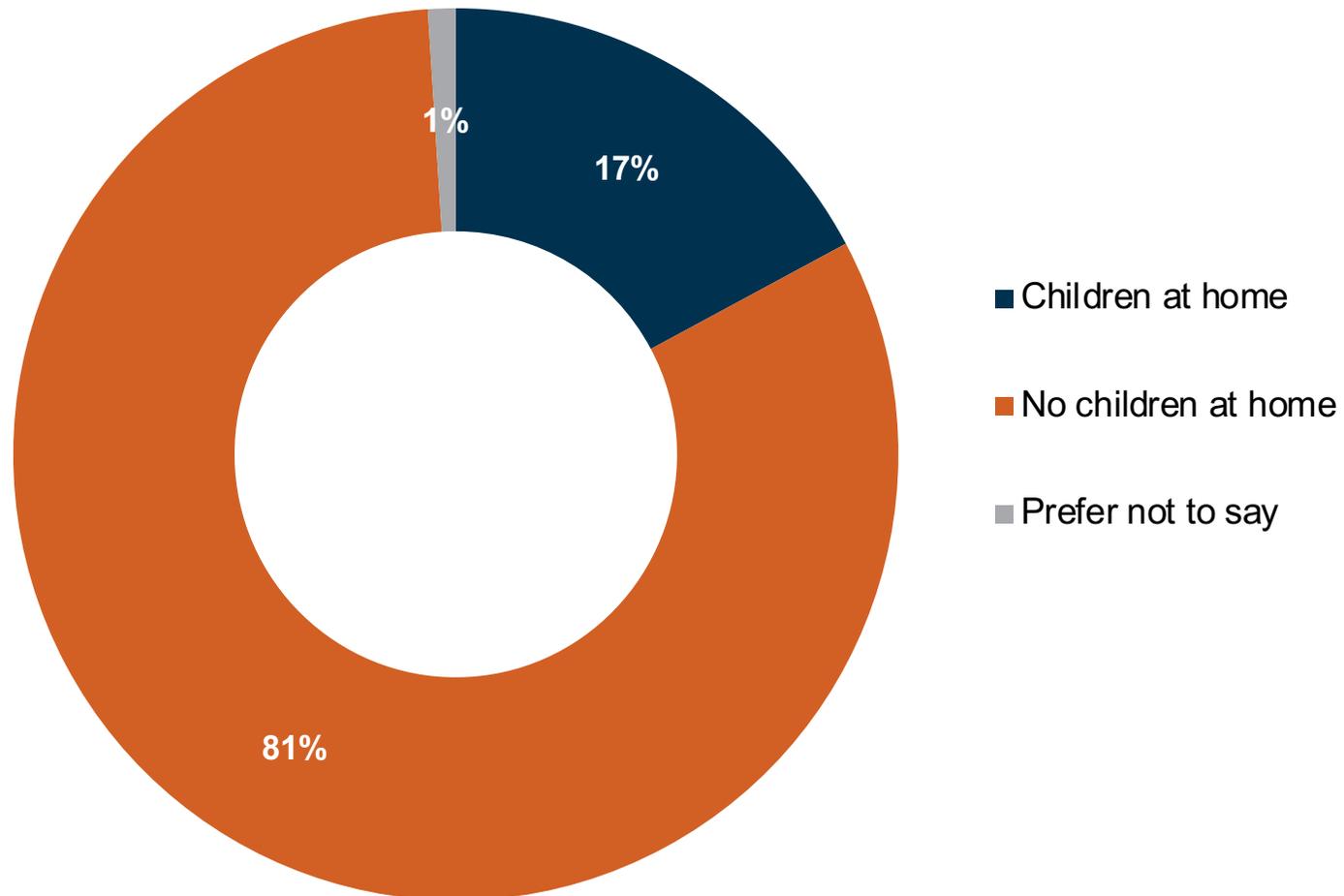


## Age





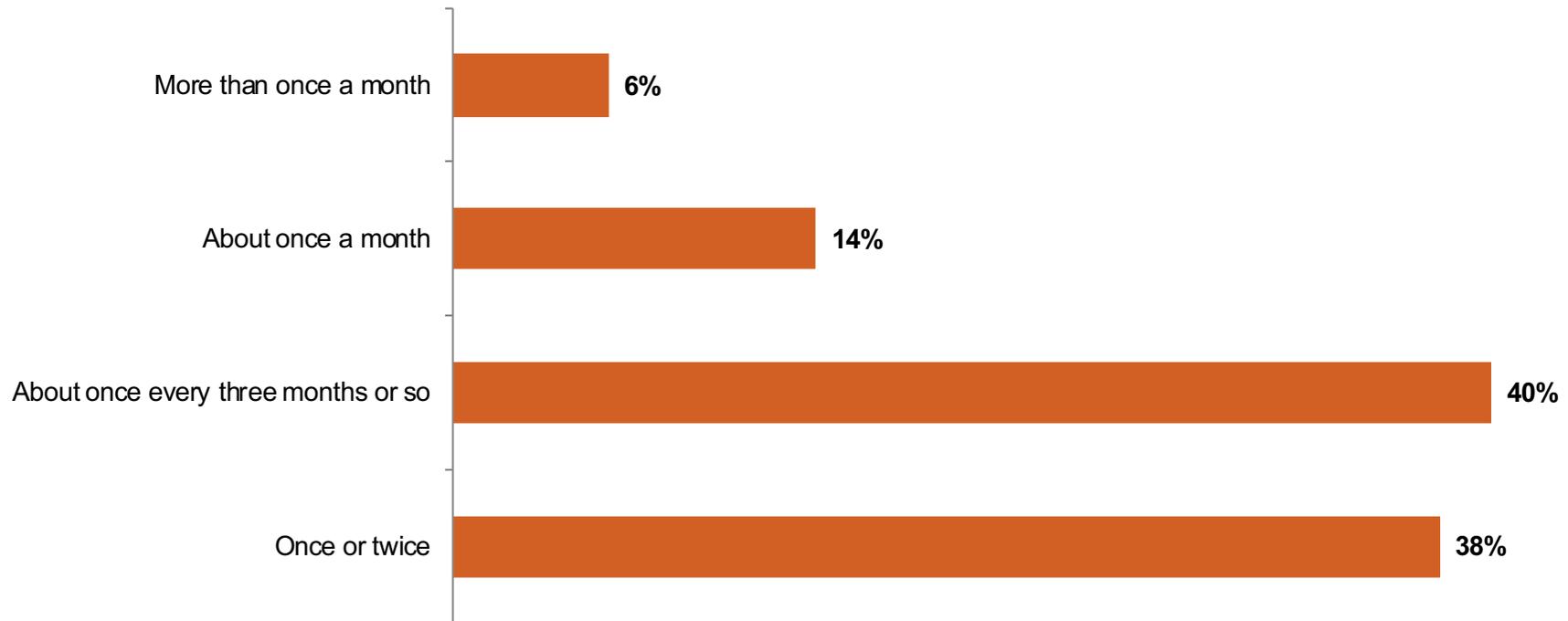
## Respondent family profile





# Frequency of visits to theatres

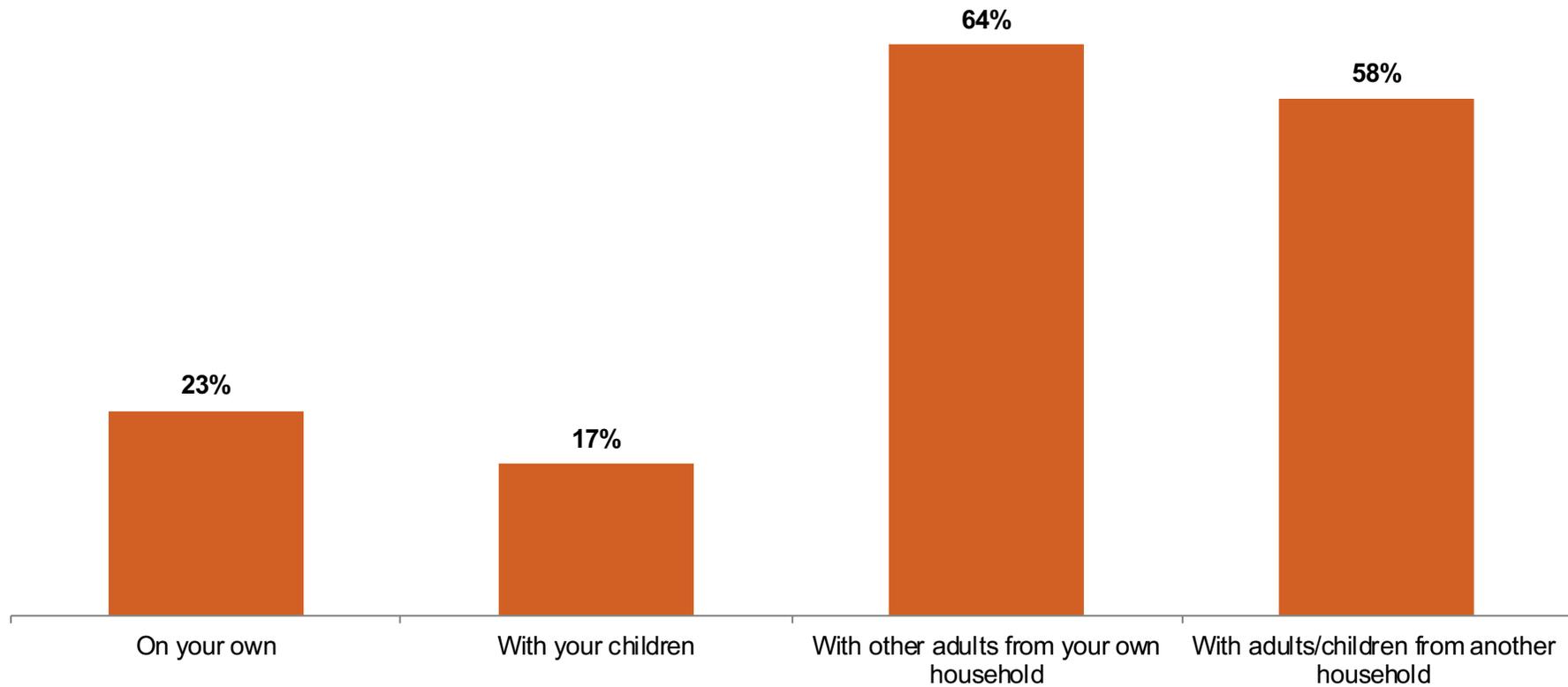
Year to March 2020





# Group visits to theatres

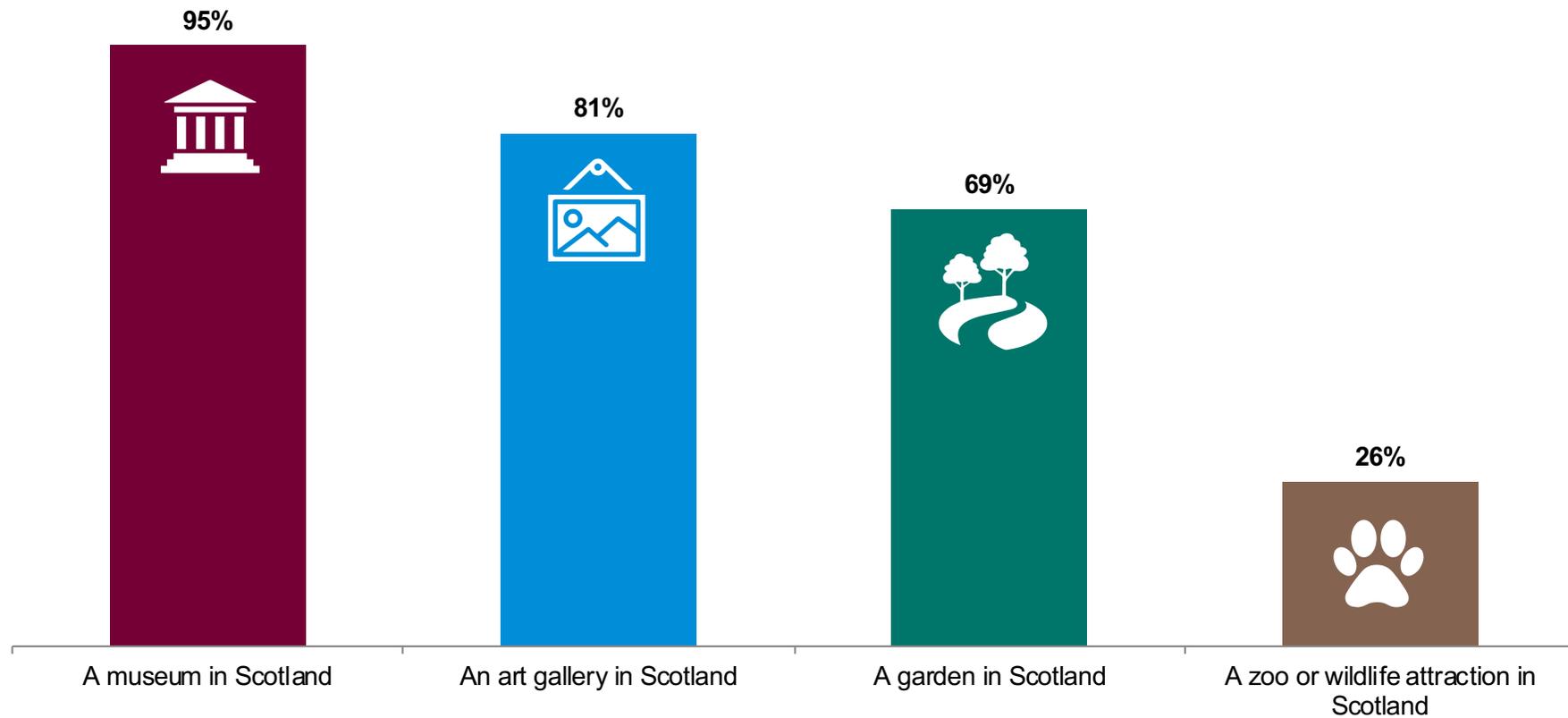
Year to March 2020





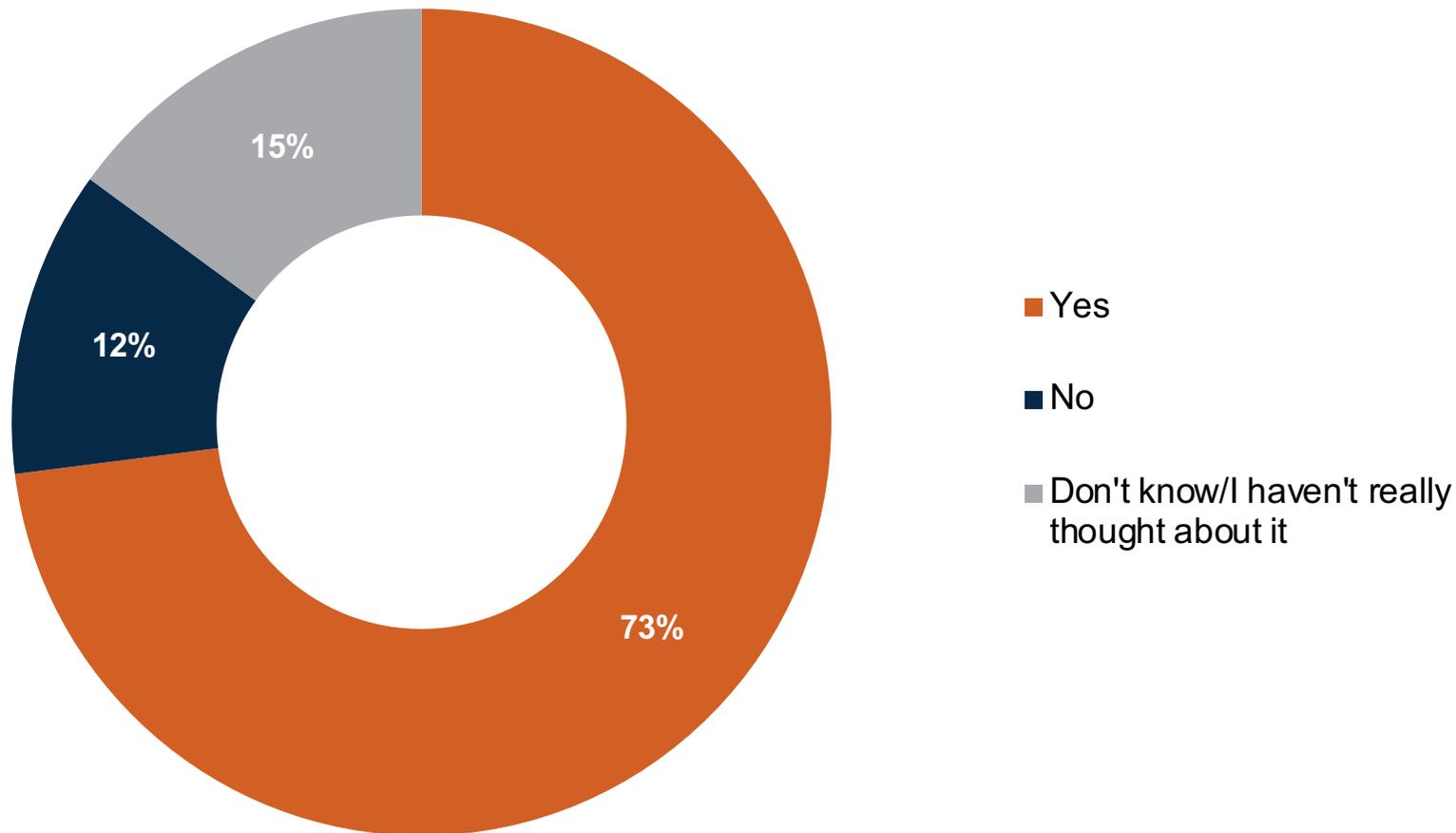
# Other cultural attractions visited

Year to March 2020



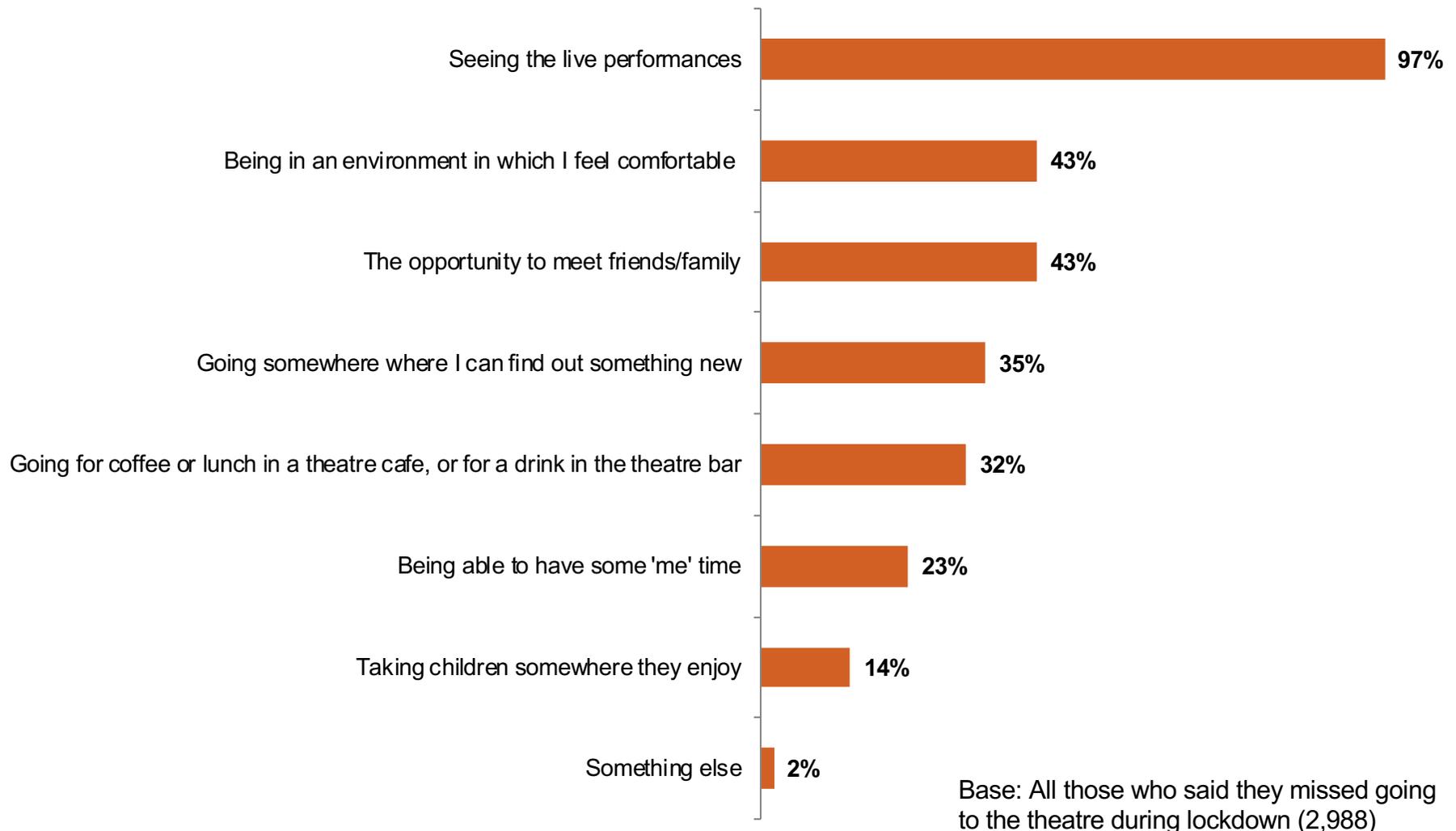


# Have you missed visiting theatres during lockdown?



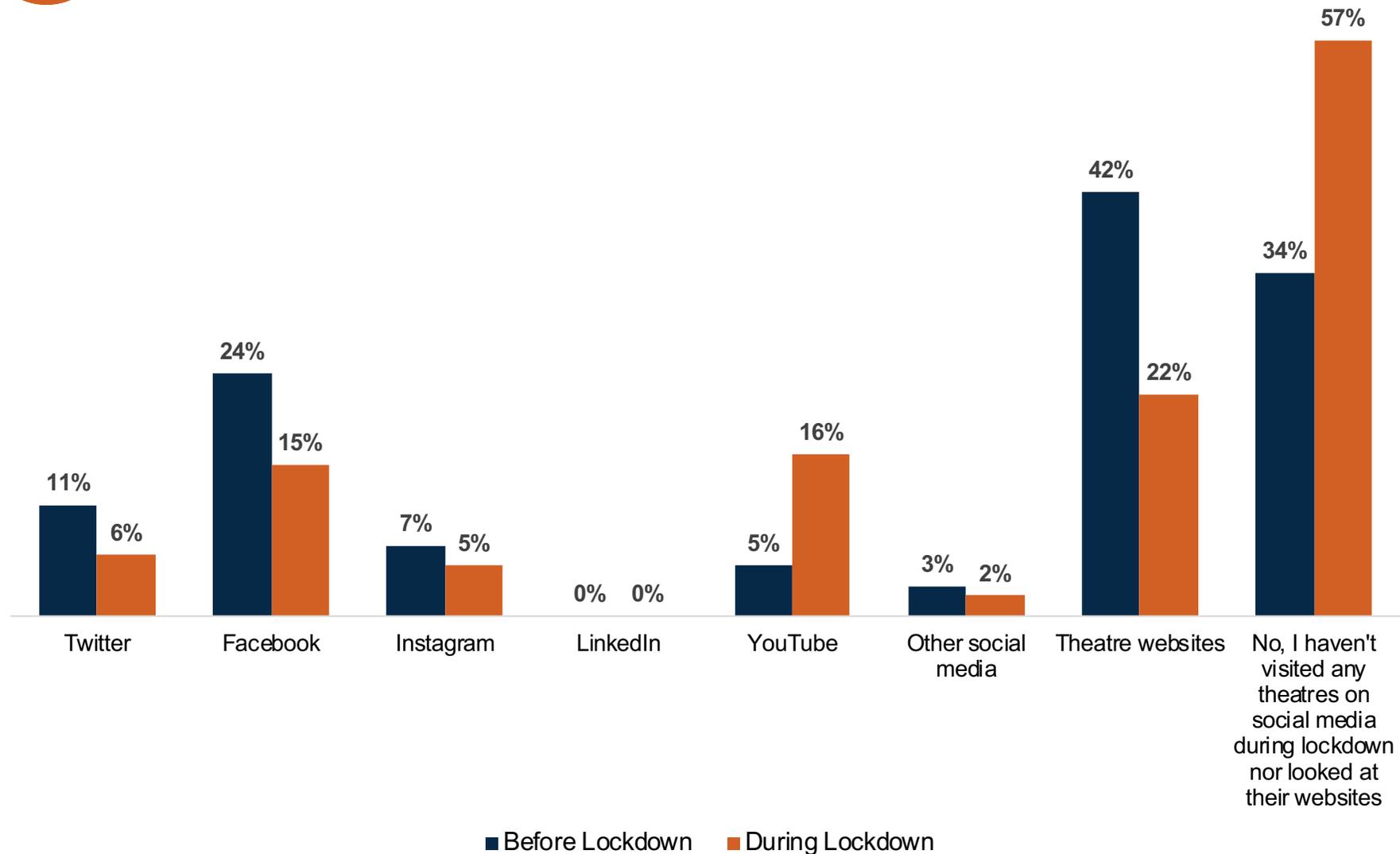


# What have you missed most about visiting theatres?



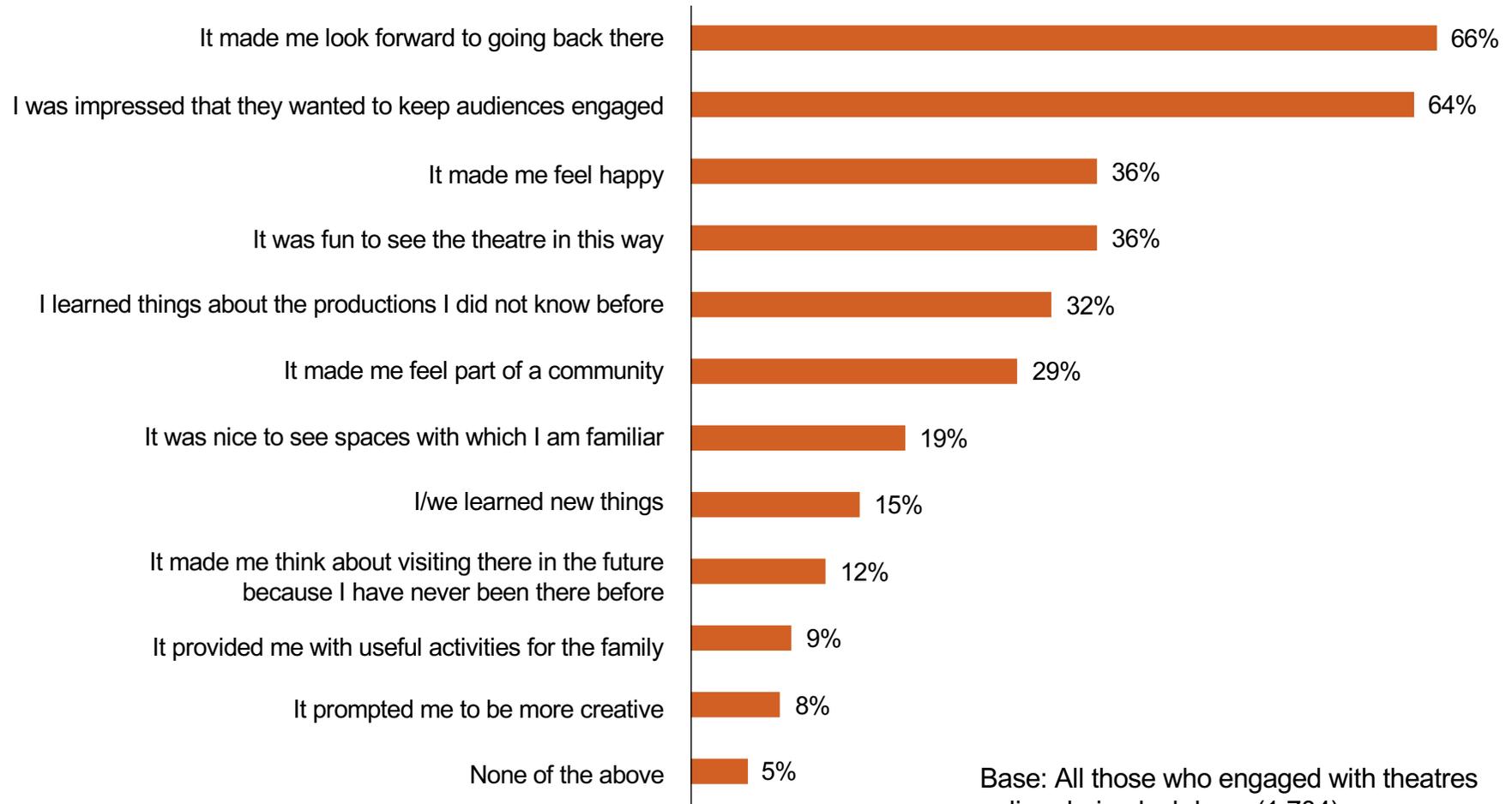


# Online engagement





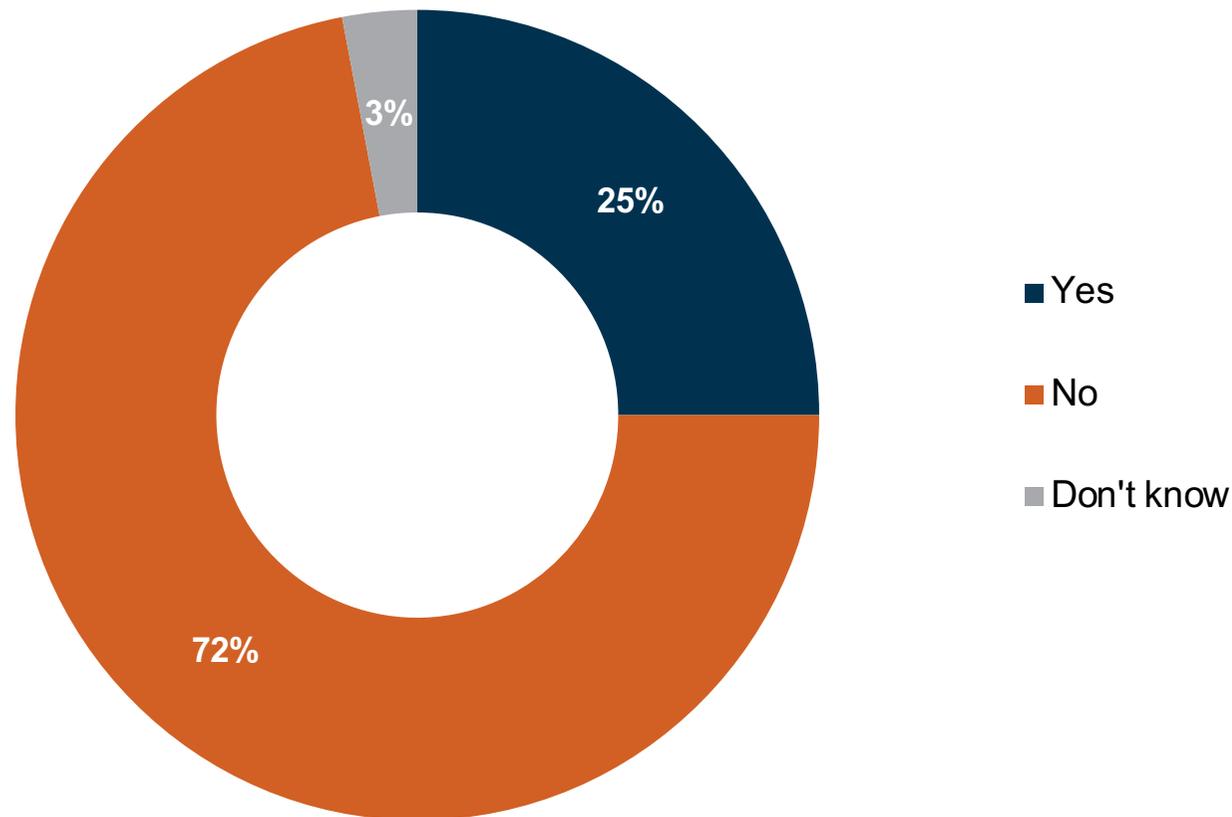
# Benefits of online engagement during lockdown



Base: All those who engaged with theatres online during lockdown (1,704)



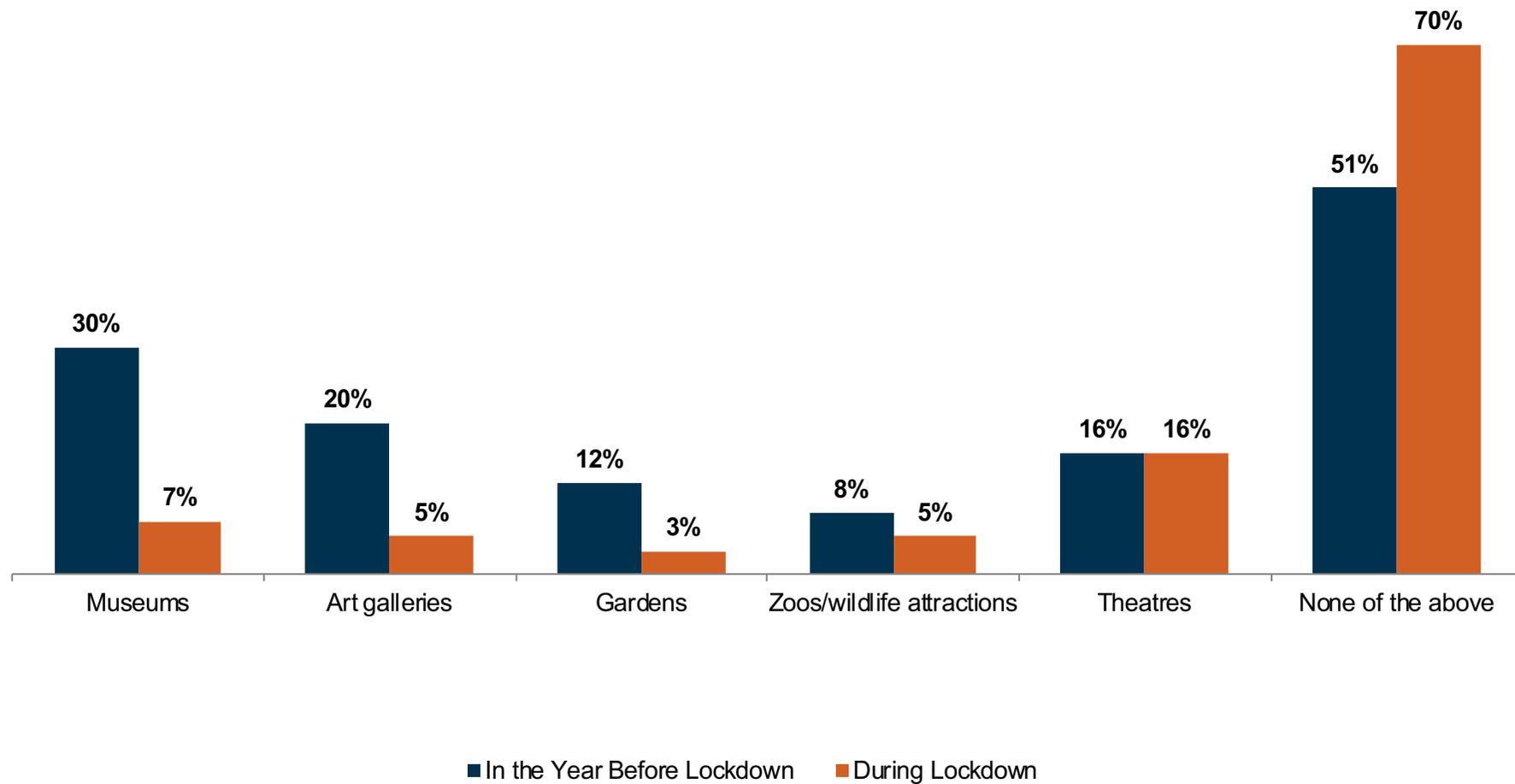
## During lockdown, have you visited any Scottish theatres online that you have not visited in person?



Base: All those who engaged with theatres online during lockdown (1,704)



# Charitable donations by theatre attendees



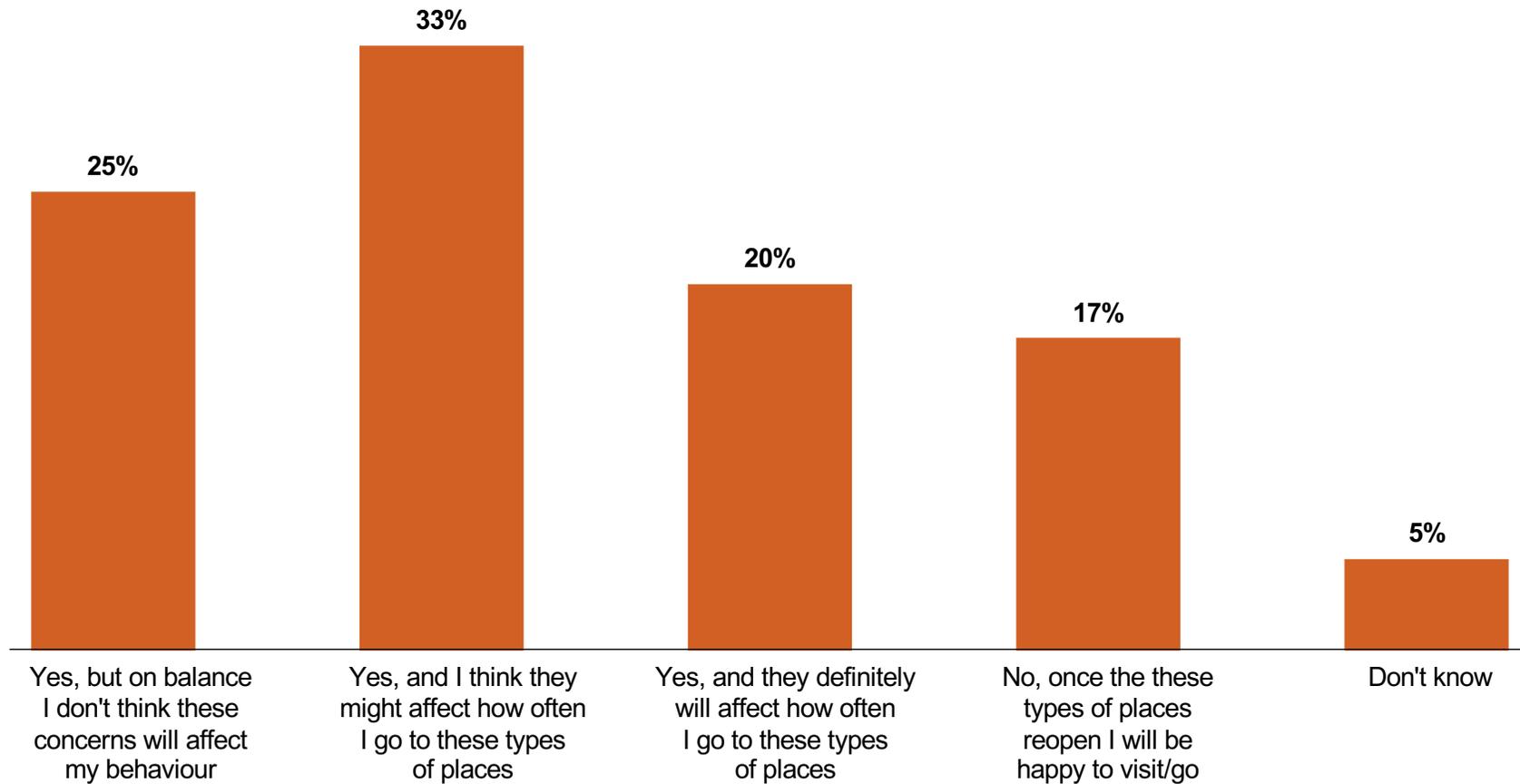


## Future behaviour

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

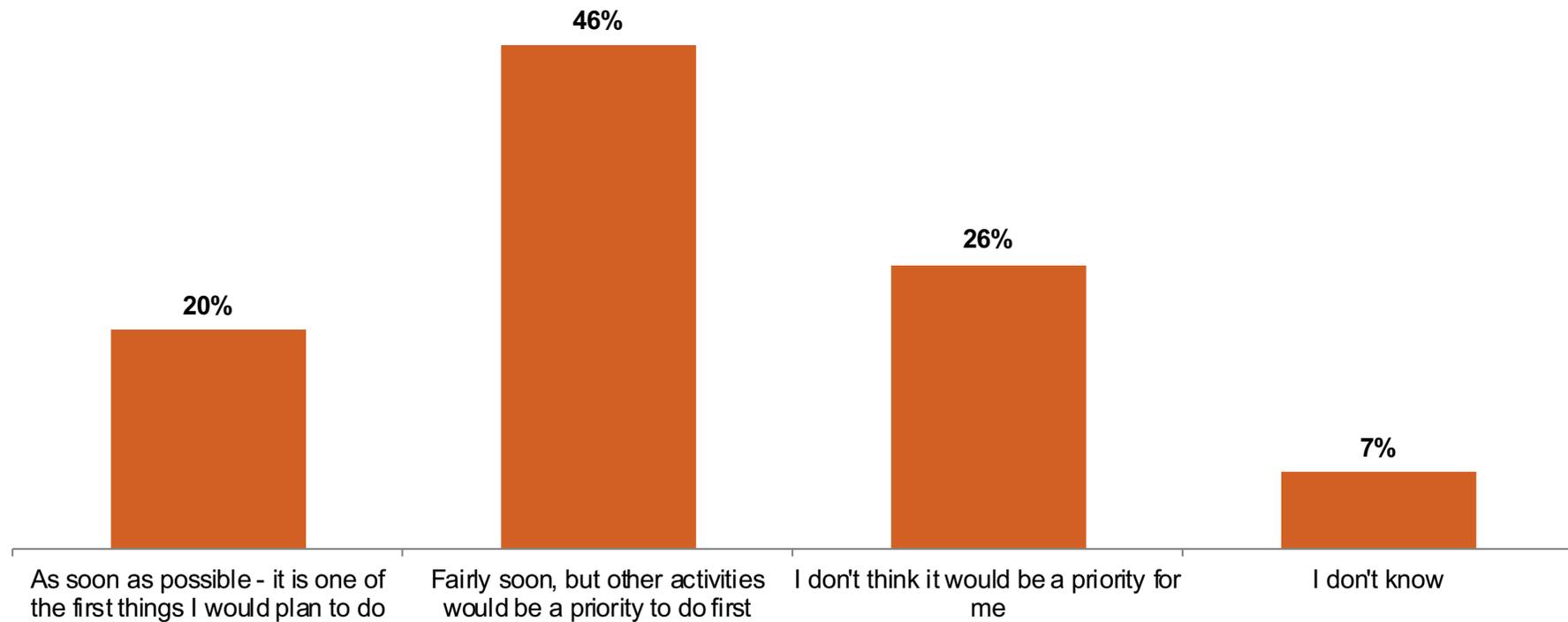


# Will you have any concerns about being in public spaces in the future?





## How soon do you think you might want to visit a theatre?



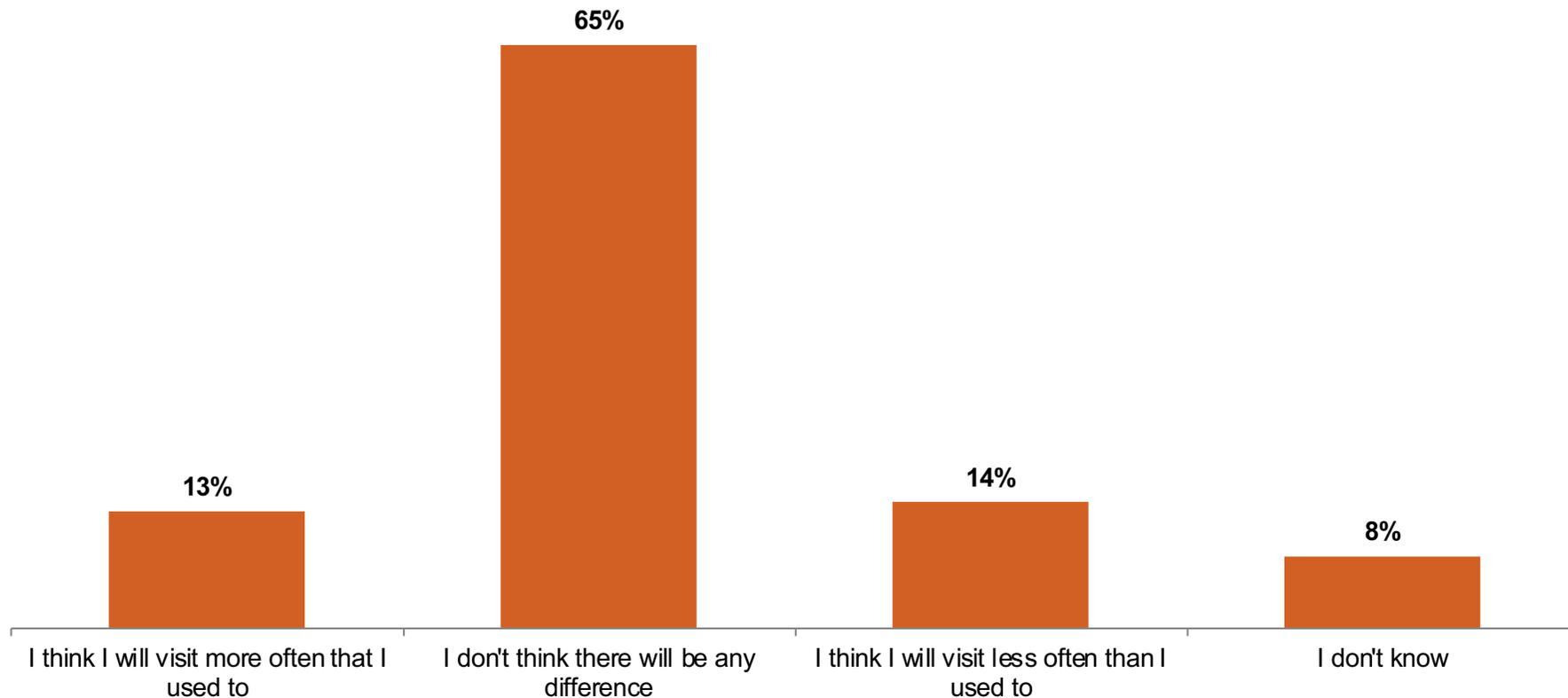


## How does this compare with other audiences?

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

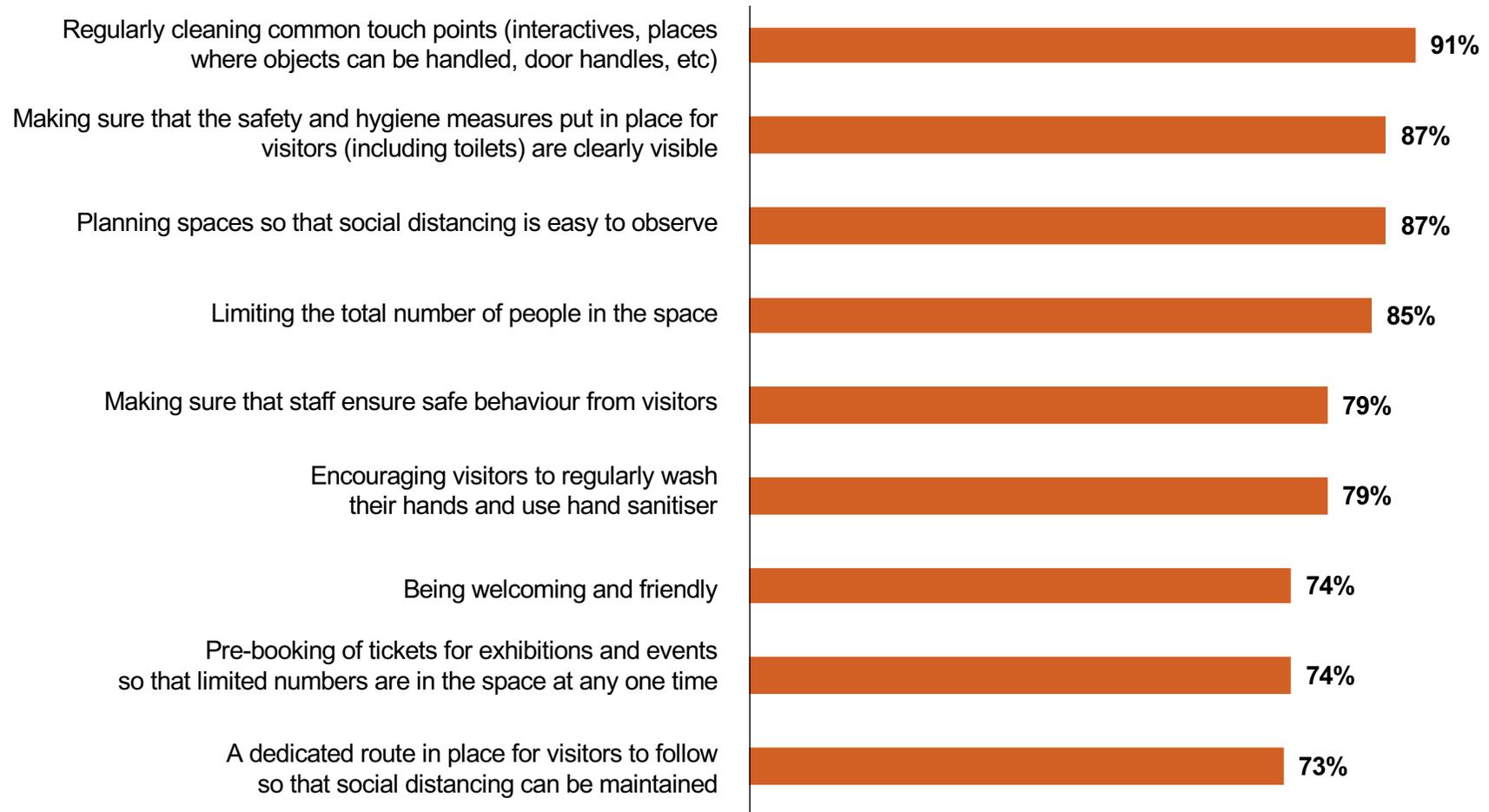


## Do you think after lockdown you will visit theatres more often, or less often, than you used to?





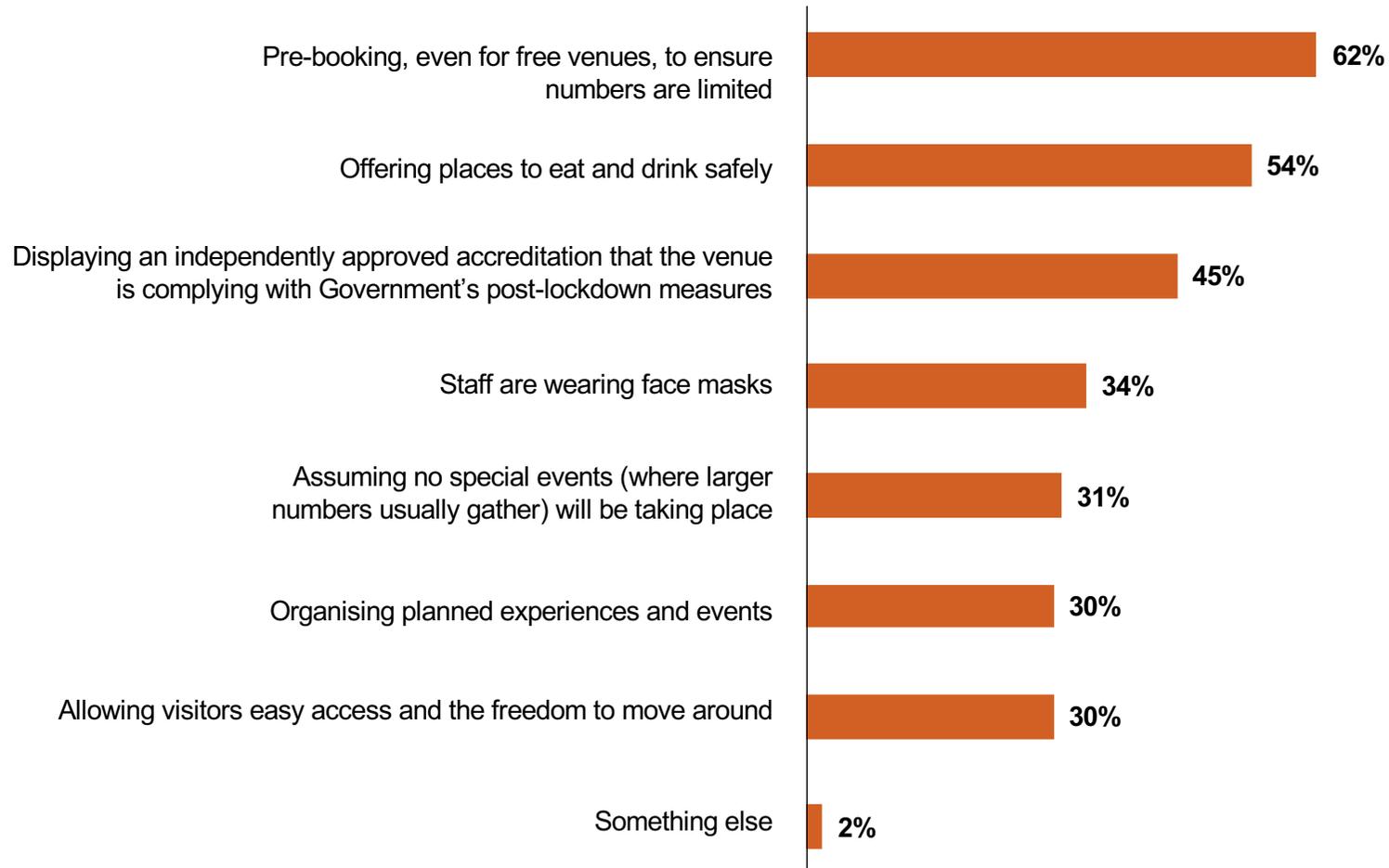
# Cultural venues in the future: expectations of theatre visitors (1)



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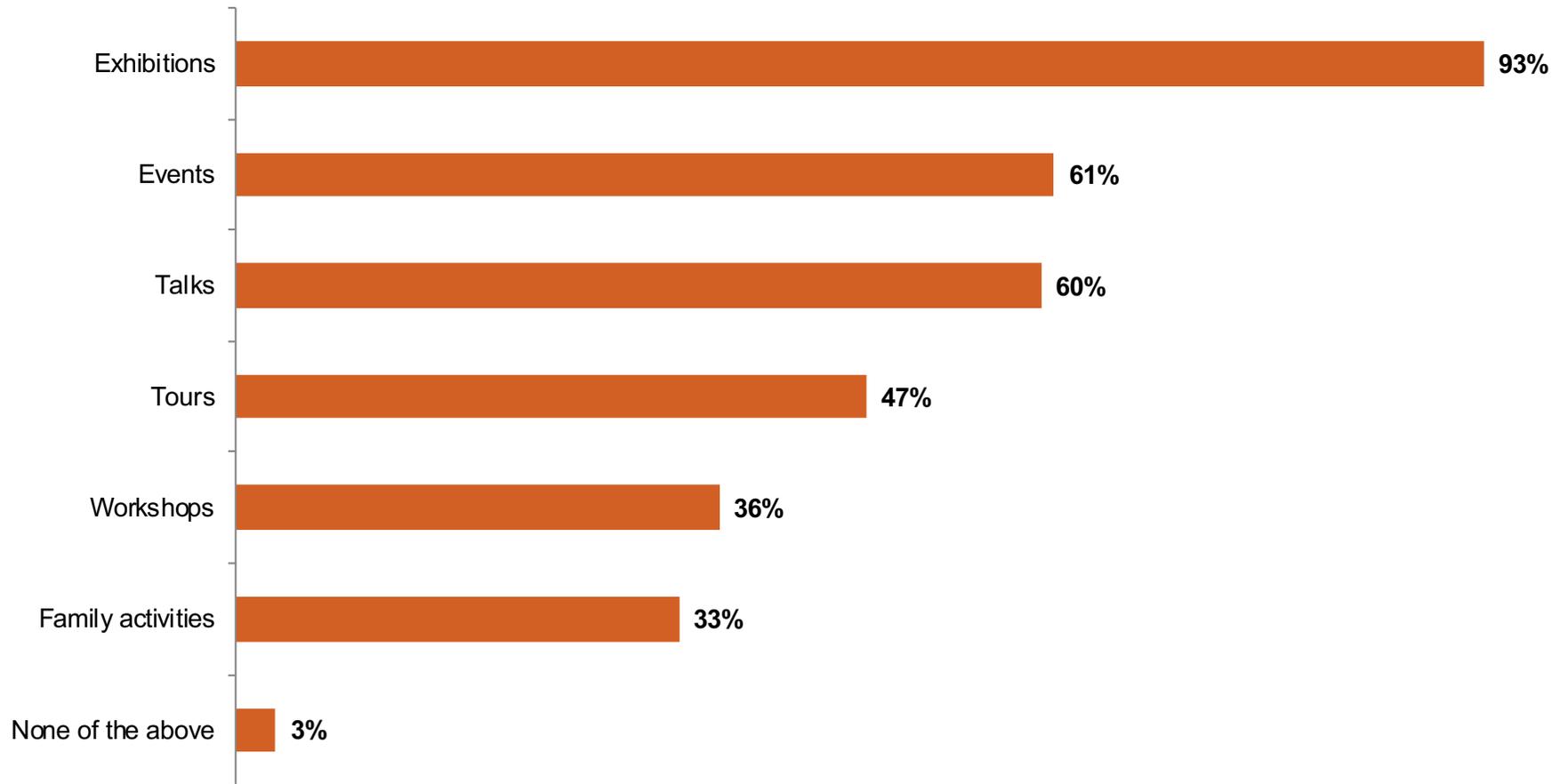


## Cultural venues in the future: expectations of theatre visitors (2)





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





**For further  
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