

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.



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 **1,276 visitors to wildlife attractions** living in Scotland who completed the survey.



Unless otherwise indicated, the reporting base for this report is **1,276 respondents.**

Please see our separate reports:



Galleries



Theatres



Gardens



Museums

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, **71%** of visitors to wildlife attractions visited once or twice a year. **18%** visited about once a quarter and **3%** more than once a month.



48% had visited wildlife attractions with people from another household in the past year.



57% of respondents say that they have missed visiting wildlife attractions during lockdown.



The **most missed aspects** of a visit to a wildlife attraction are: 'Seeing the animals', 'Taking the children somewhere they enjoy' and 'Being in an environment in which I feel comfortable'.



Prior to lockdown, **53%** of respondents had engaged with wildlife attractions online via social media or their websites. During lockdown the figure decreased slightly to **46%**. Compared with other cultural categories, online engagement appears to have held up well during lockdown.



In the year before lockdown, **55%** of wildlife attraction visitors had made charitable donations to a cultural organisation (24% to a wildlife attraction). During lockdown, 33% had done so (14% to a wildlife attraction). Donations have fallen across all categories but have held up best for wildlife attractions and theatres.

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

'It was fun to see the wildlife attraction in this way'

'If made me look forward to going back there'

'I was impressed that they wanted to keep audiences engaged'

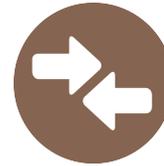
Key findings: after lockdown



Just over half of visitors to wildlife attractions 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.



15% of wildlife attraction visitors say that they will visit a wildlife attraction as soon as possible when lockdown restrictions are lifted.



13% say that they will visit wildlife attractions more often than before and 71% say that it will make no difference.



Wildlife attractions 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, limiting the total number of people in the space, and planning spaces so that social distancing is easy to observe.

Engagement

Of the 1,276 respondents who had visited a wildlife attraction in the past year:

21%

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

33%

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

1%

worked in a wildlife attraction in Scotland.

1%

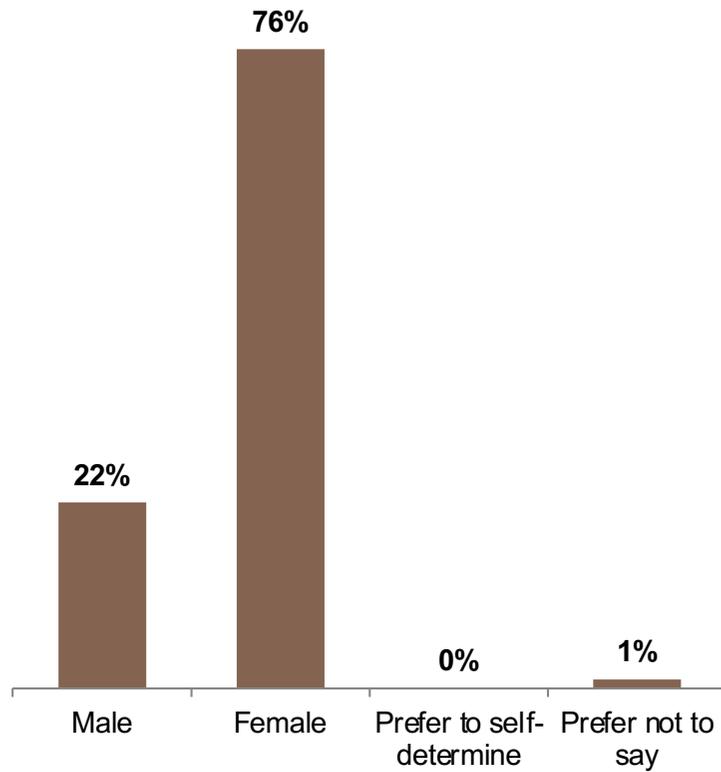
volunteered for a wildlife attraction in Scotland.

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.

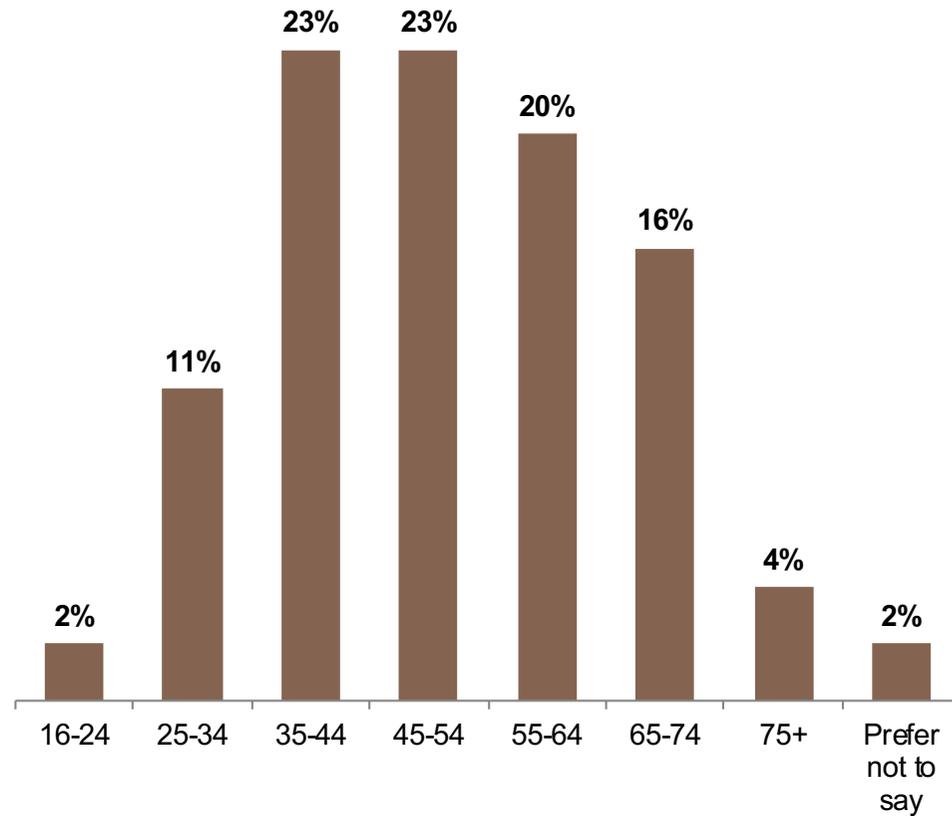


Respondent profile

Gender

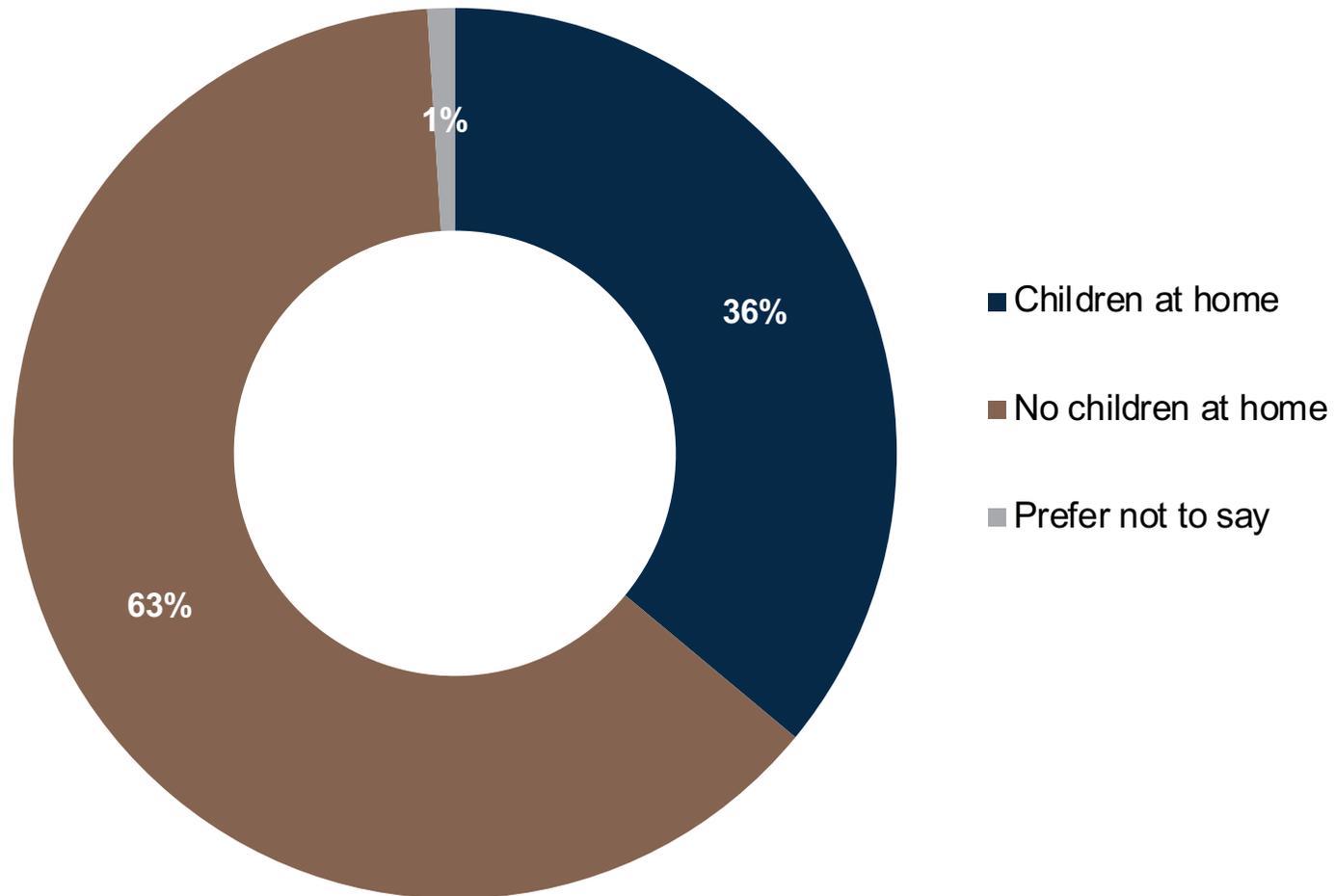


Age





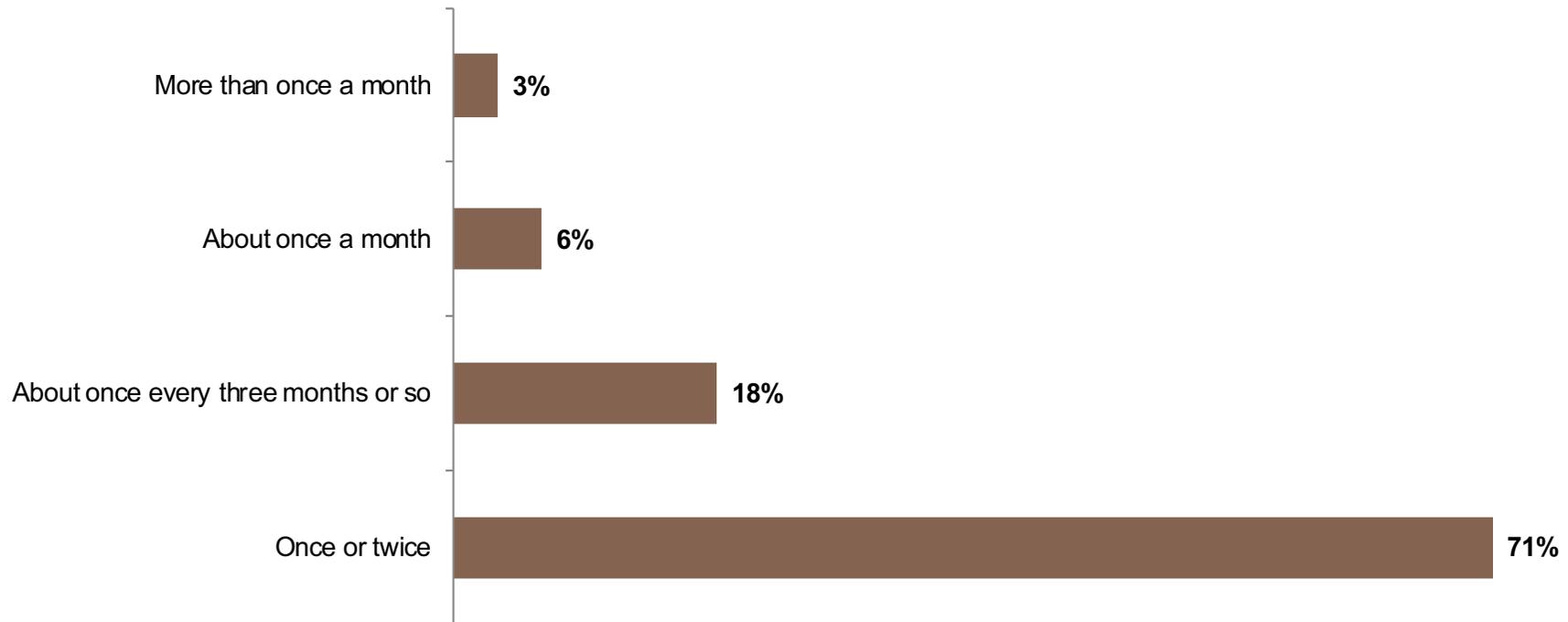
Respondent family profile





Frequency of visits to wildlife attractions

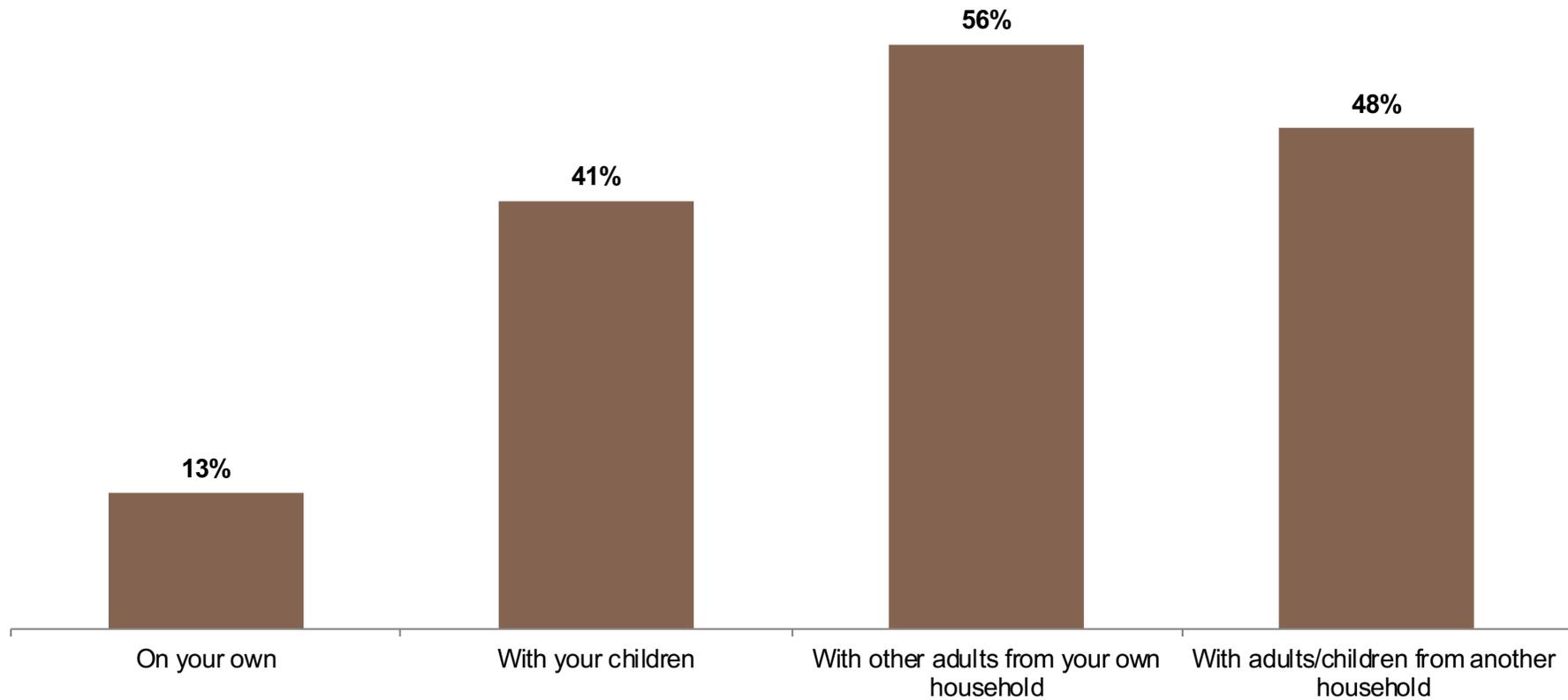
Year to March 2020





Group visits to wildlife attractions

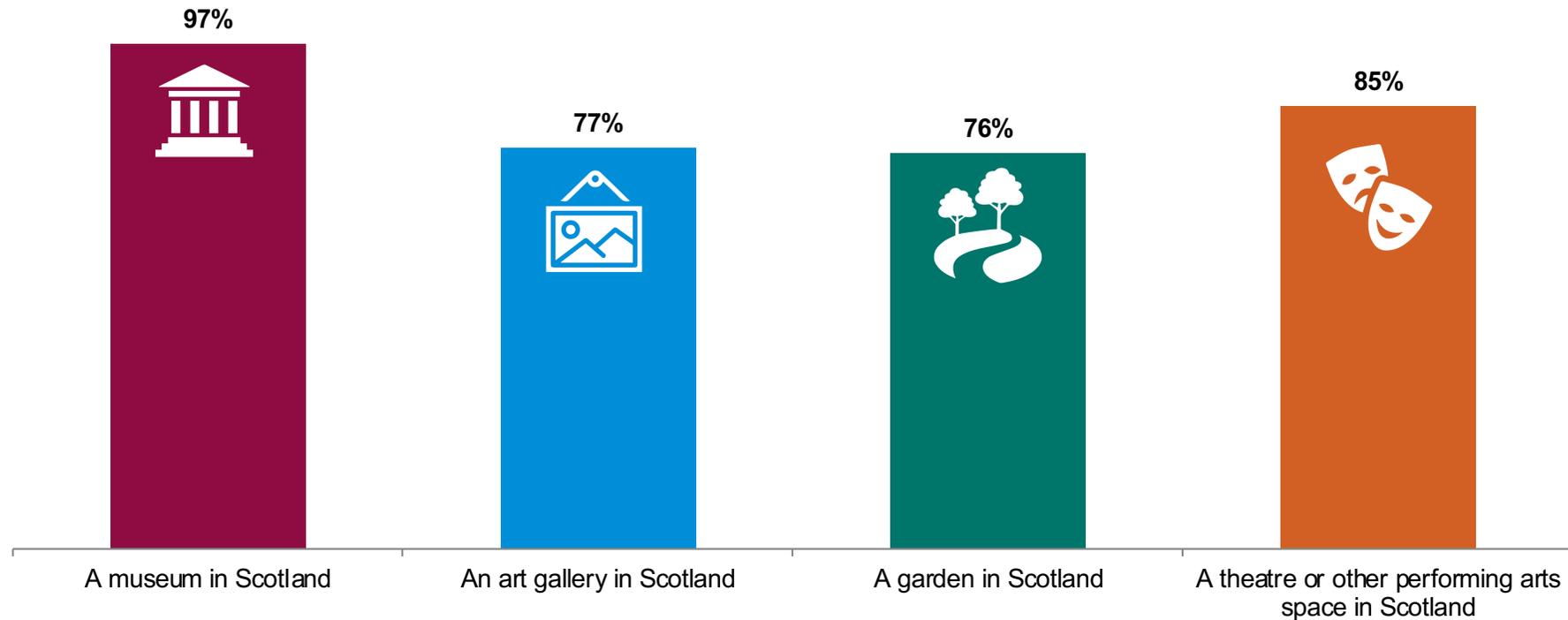
Year to March 2020





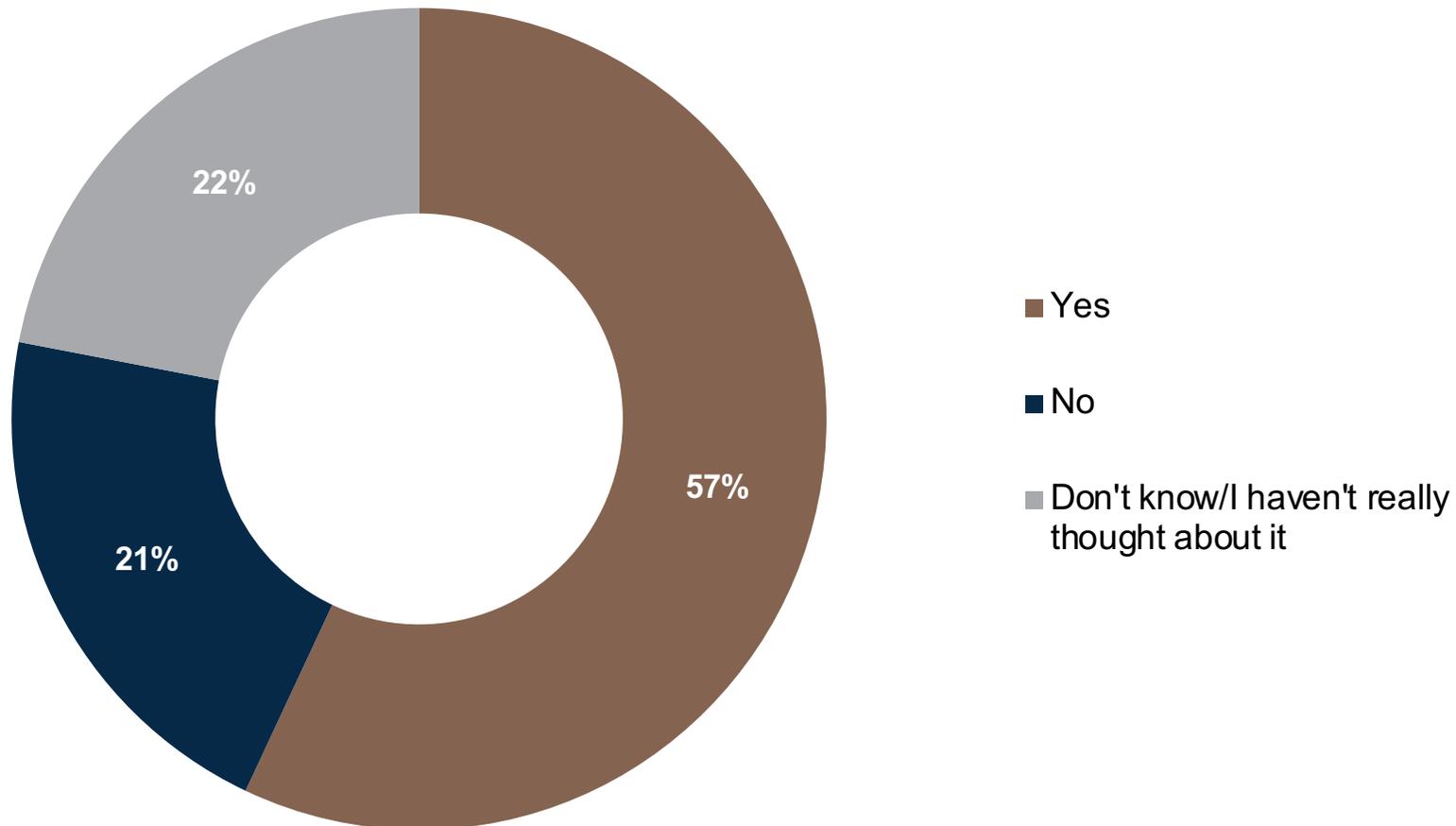
Other cultural attractions visited

Year to March 2020



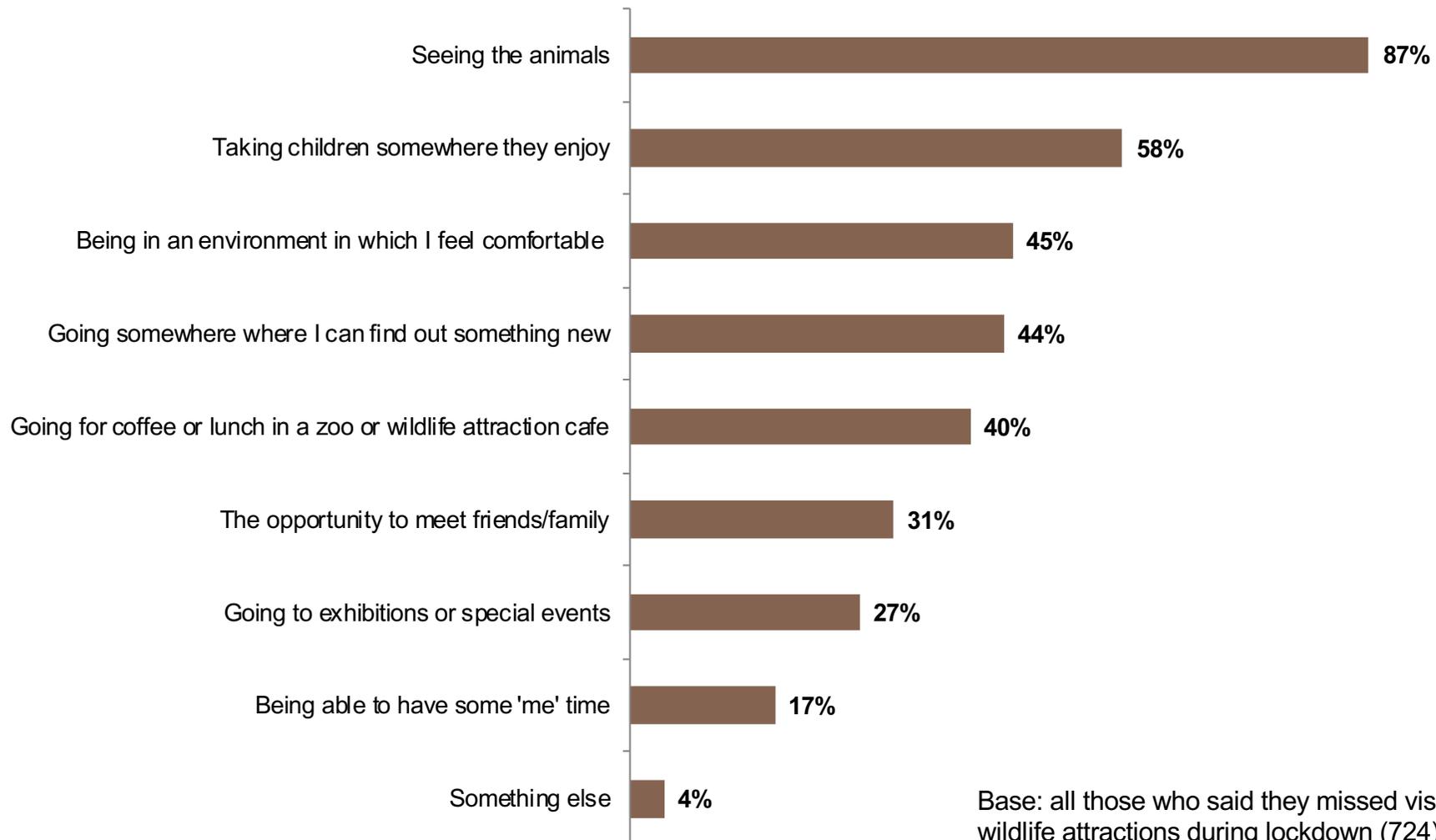


Have you missed visiting wildlife attractions during lockdown?





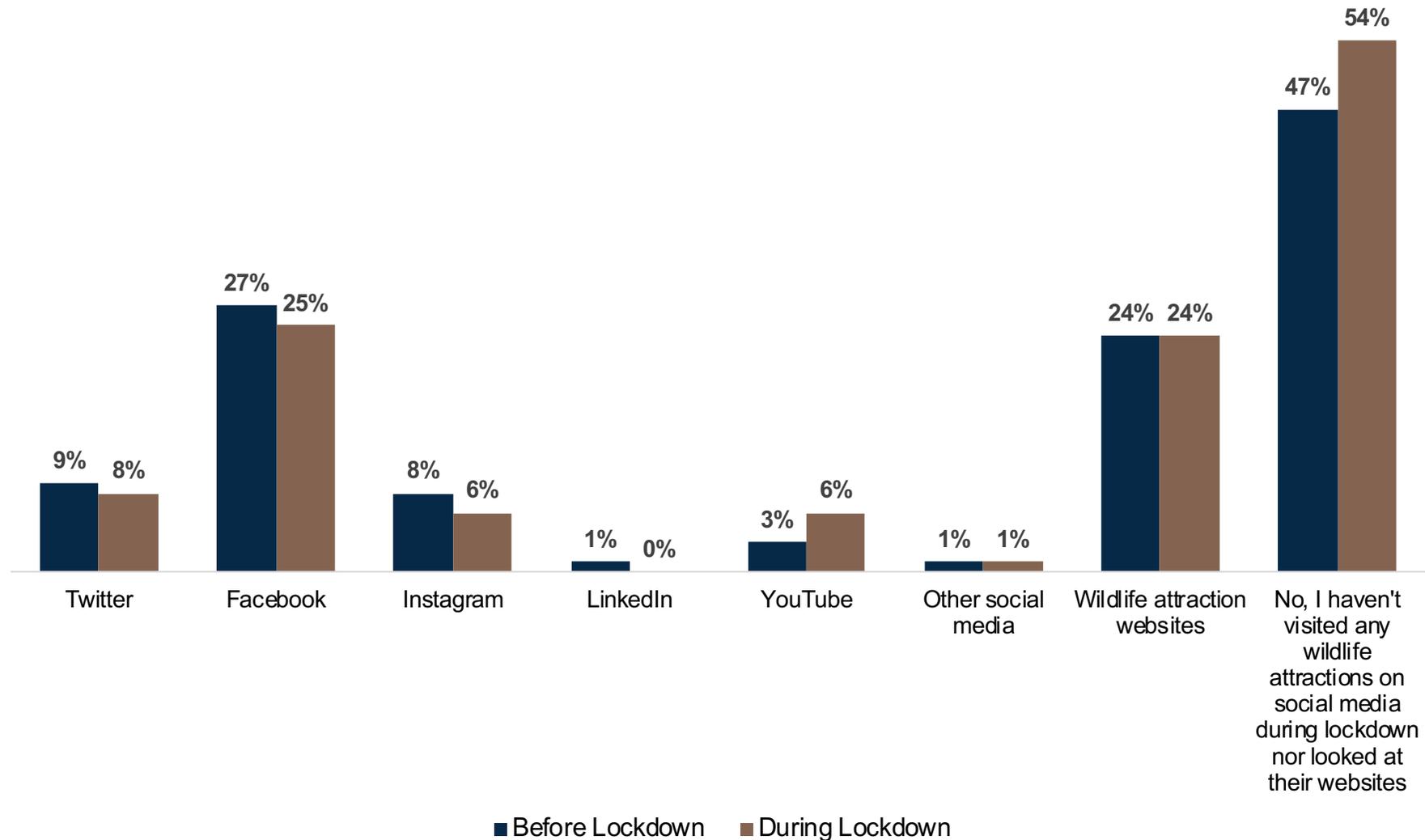
What have you missed most about visiting wildlife attractions?



Base: all those who said they missed visiting wildlife attractions during lockdown (724)

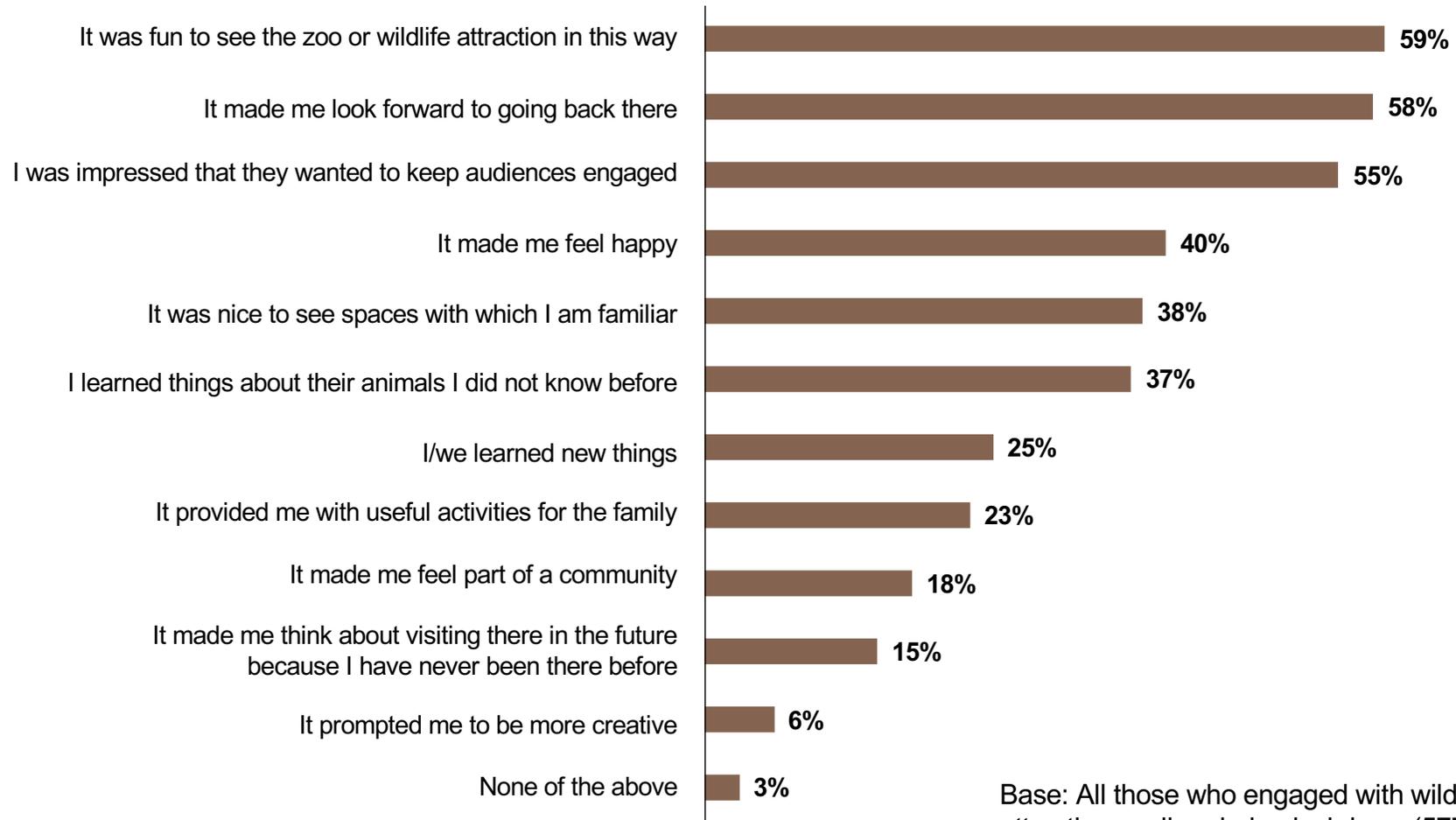


Online engagement





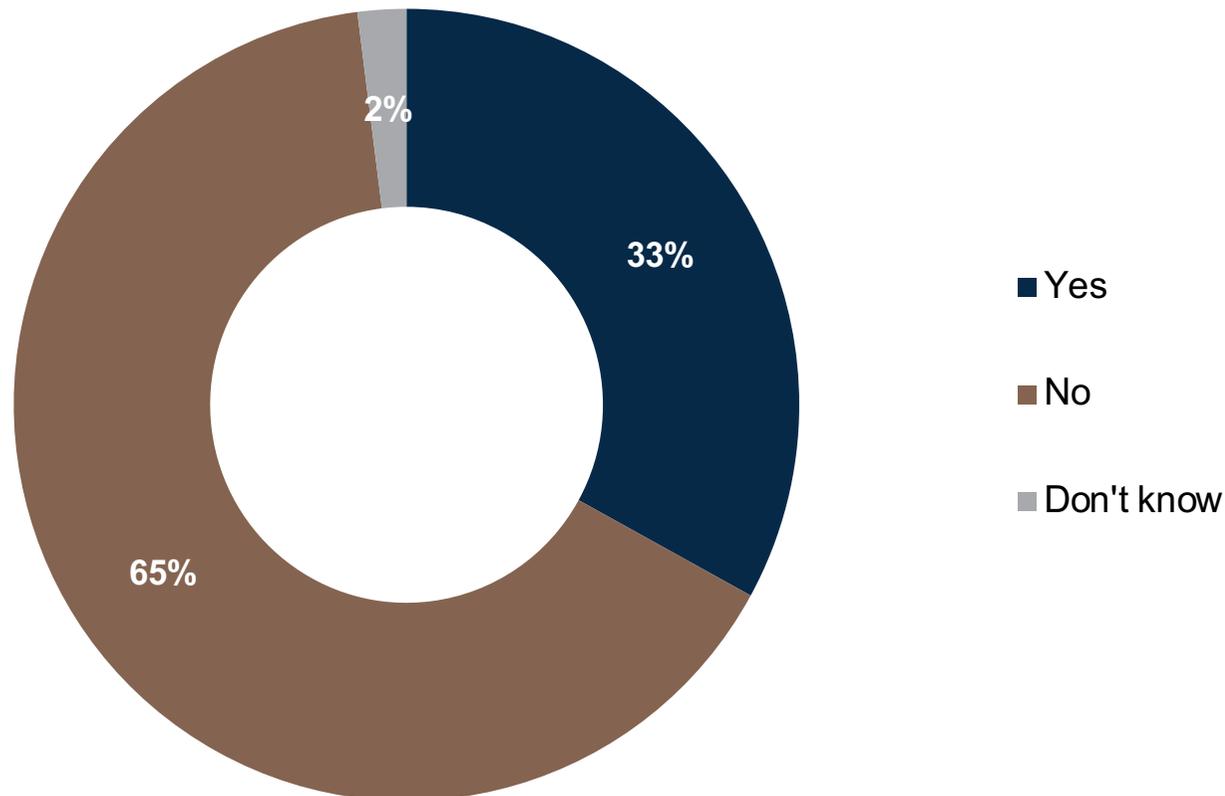
Benefits of online engagement during lockdown



Base: All those who engaged with wildlife attractions online during lockdown (577)



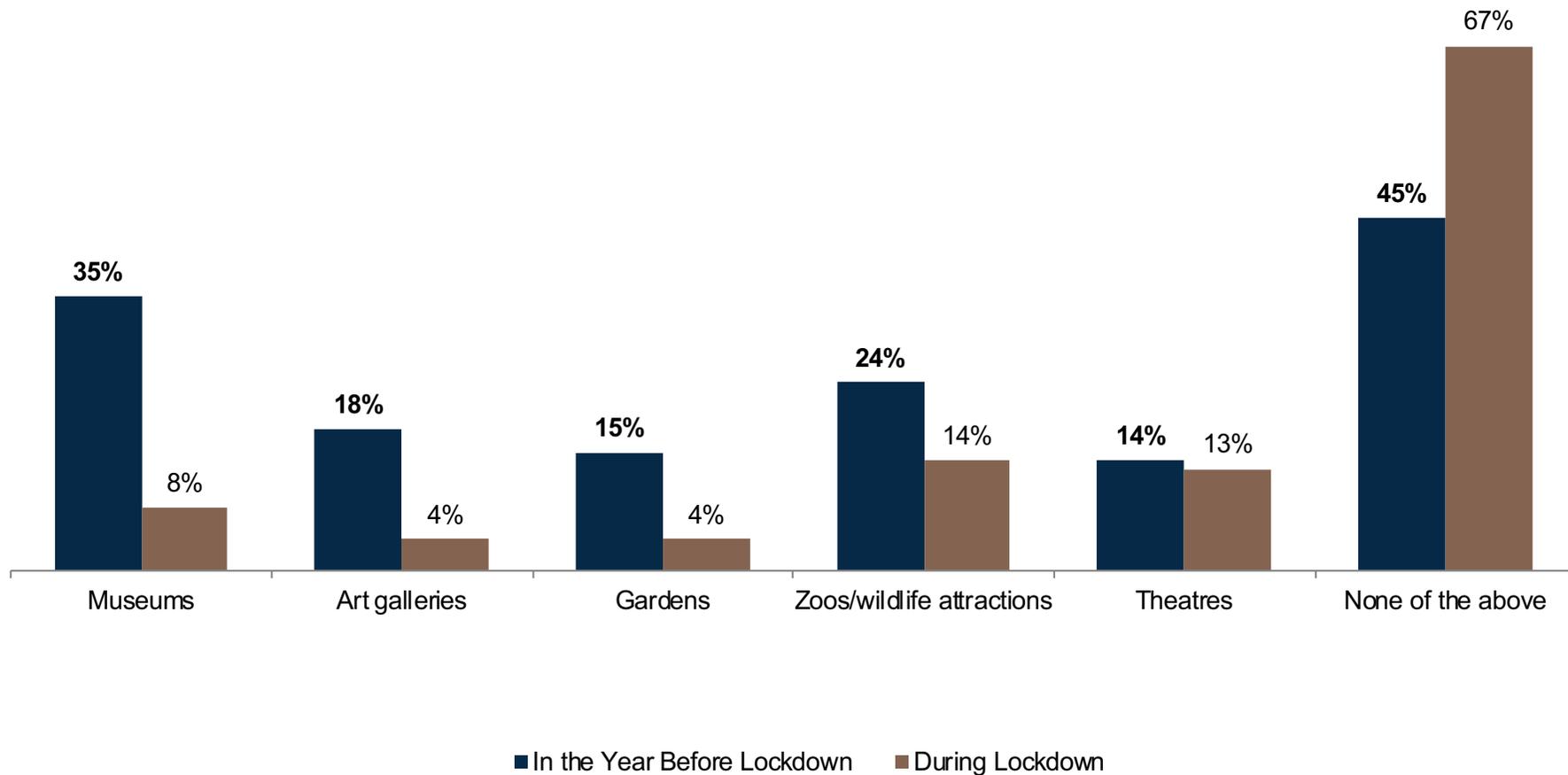
During lockdown, have you visited any Scottish wildlife attractions online that you have not visited in person?



Base: All those who engaged with wildlife attractions online during lockdown (577)



Charitable donations by visitors to wildlife attractions



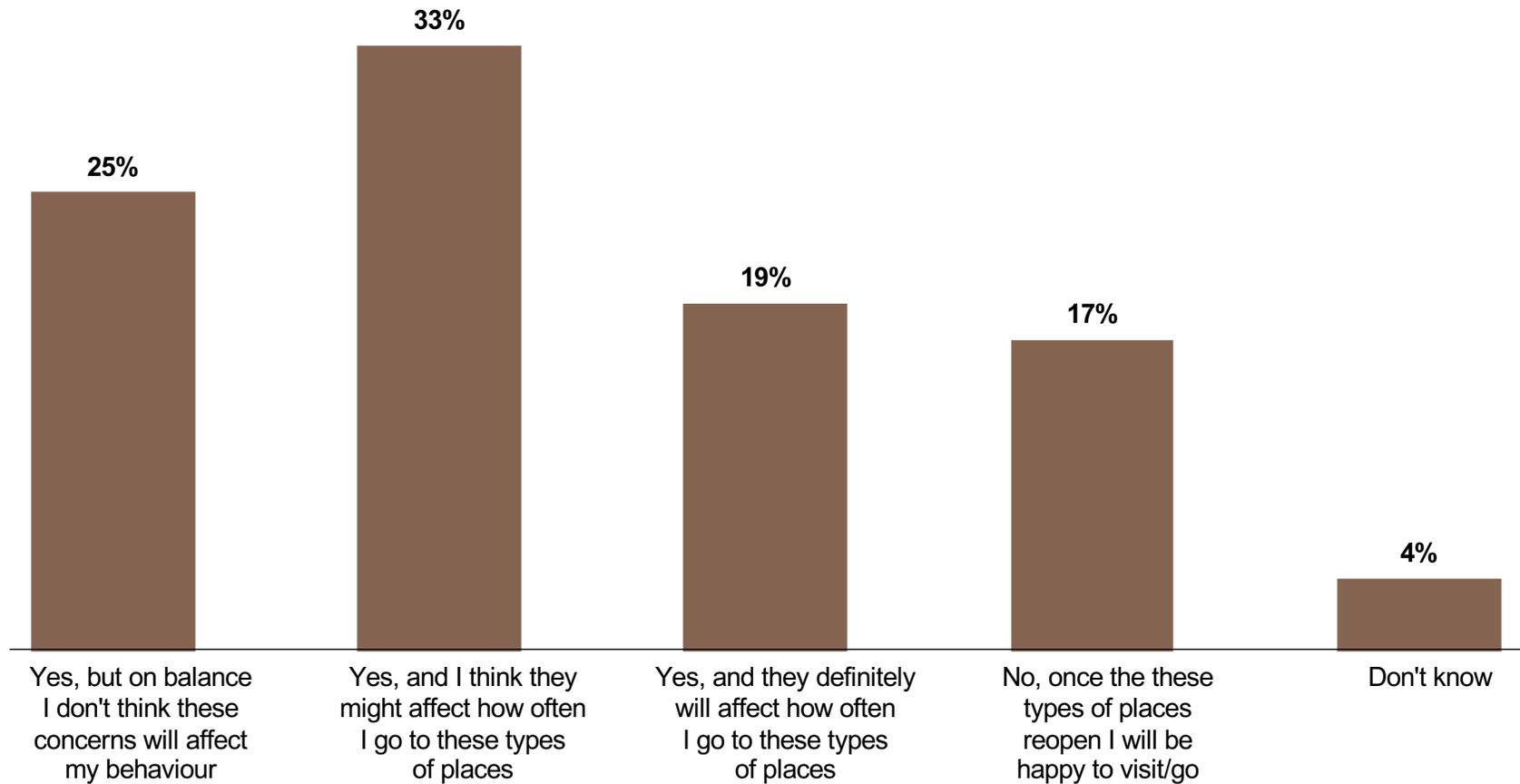


Future behaviour

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

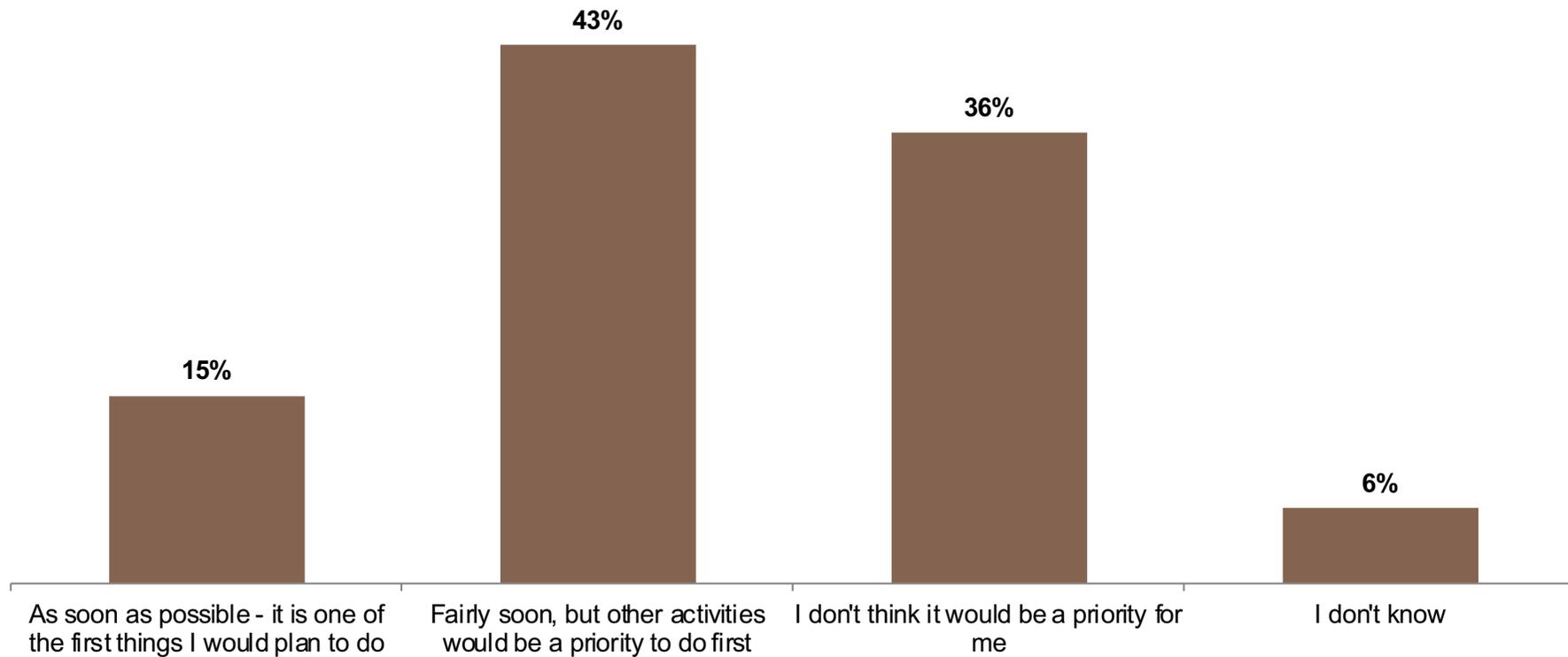


Will you have any concerns about being in public spaces in the future?





How soon do you think you might want to visit a wildlife attraction?



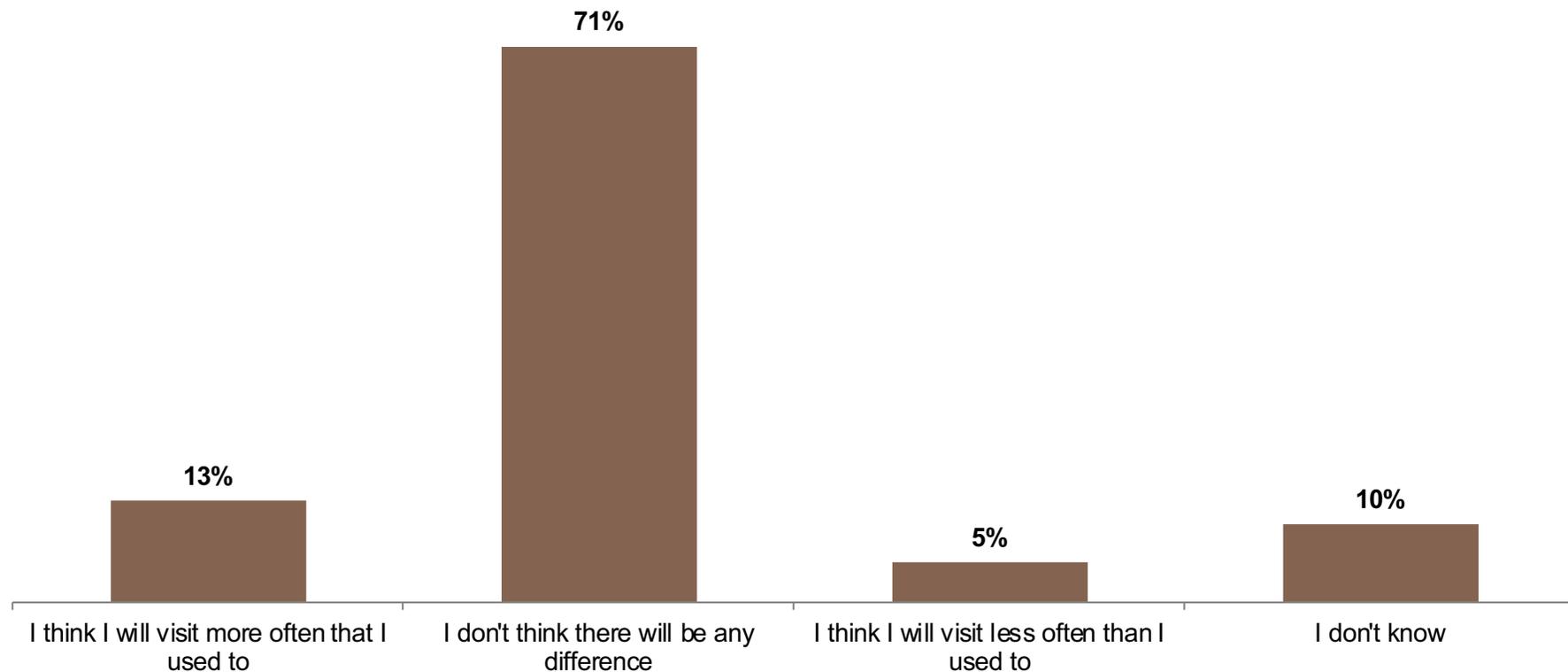


How does this compare with other audiences?

					
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%

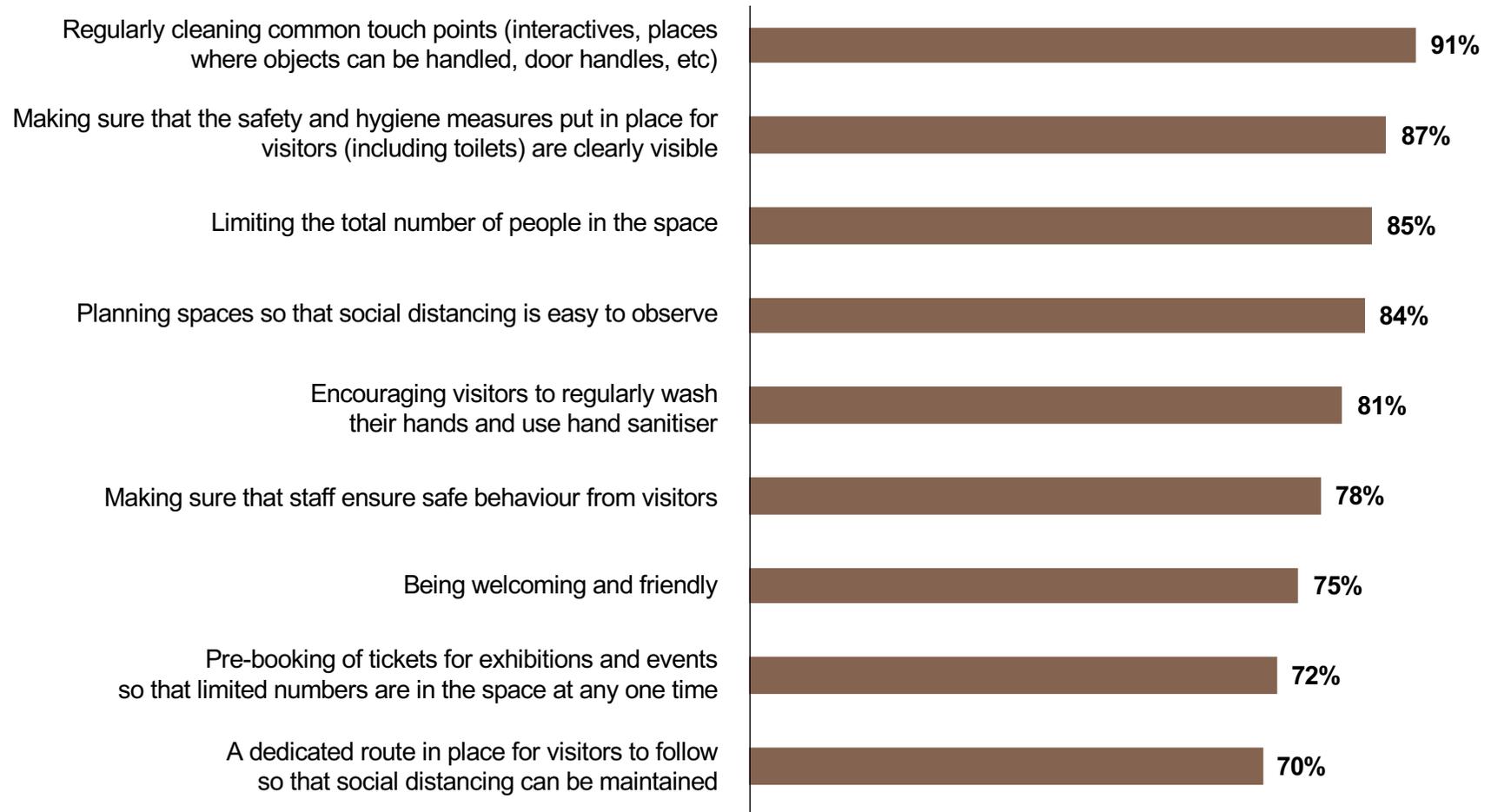


Do you think after lockdown you will visit wildlife attractions more often, or less often, than you used to?





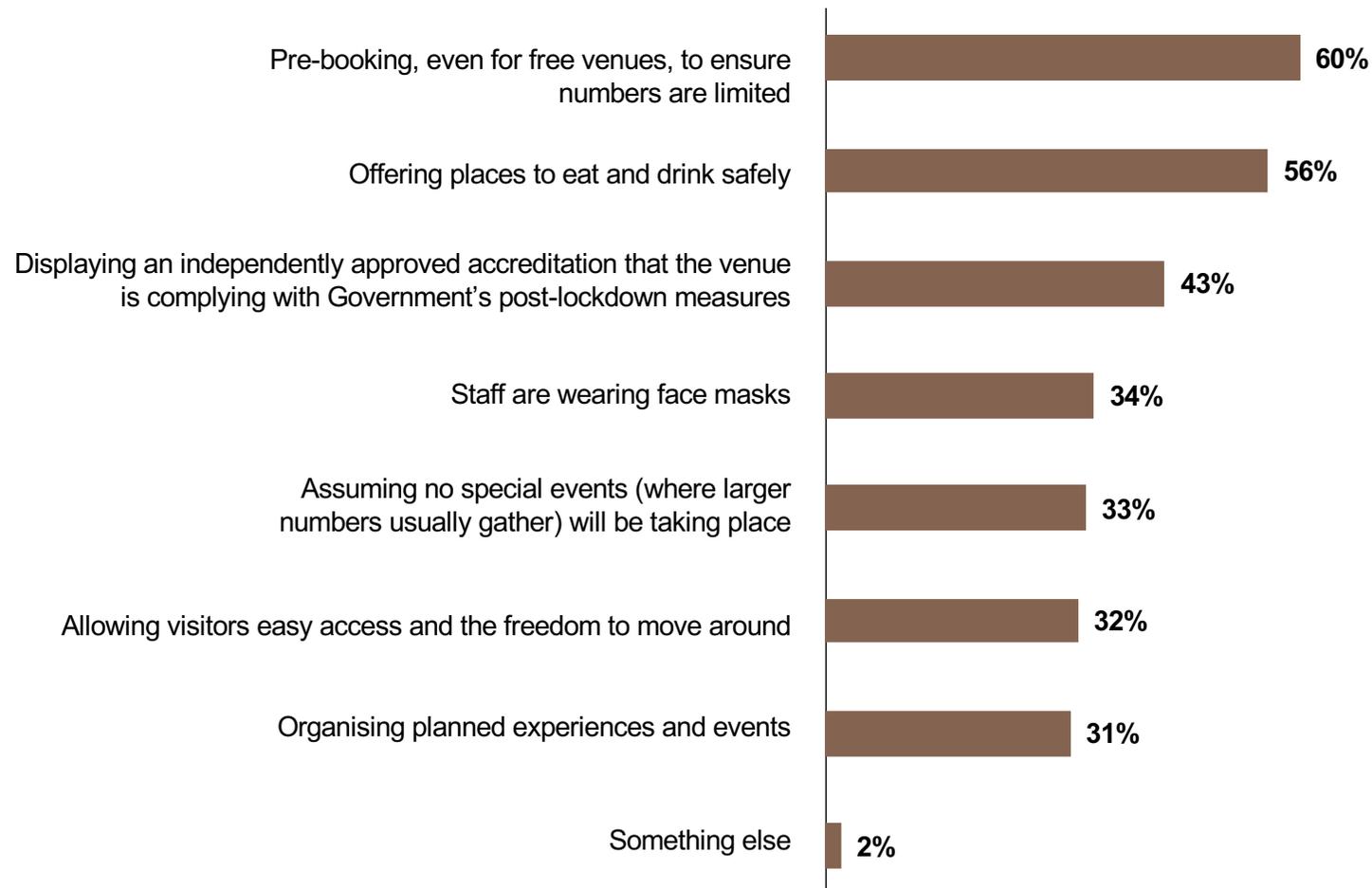
Cultural venues in the future: expectations of visitors to wildlife attractions (1)



Continued...

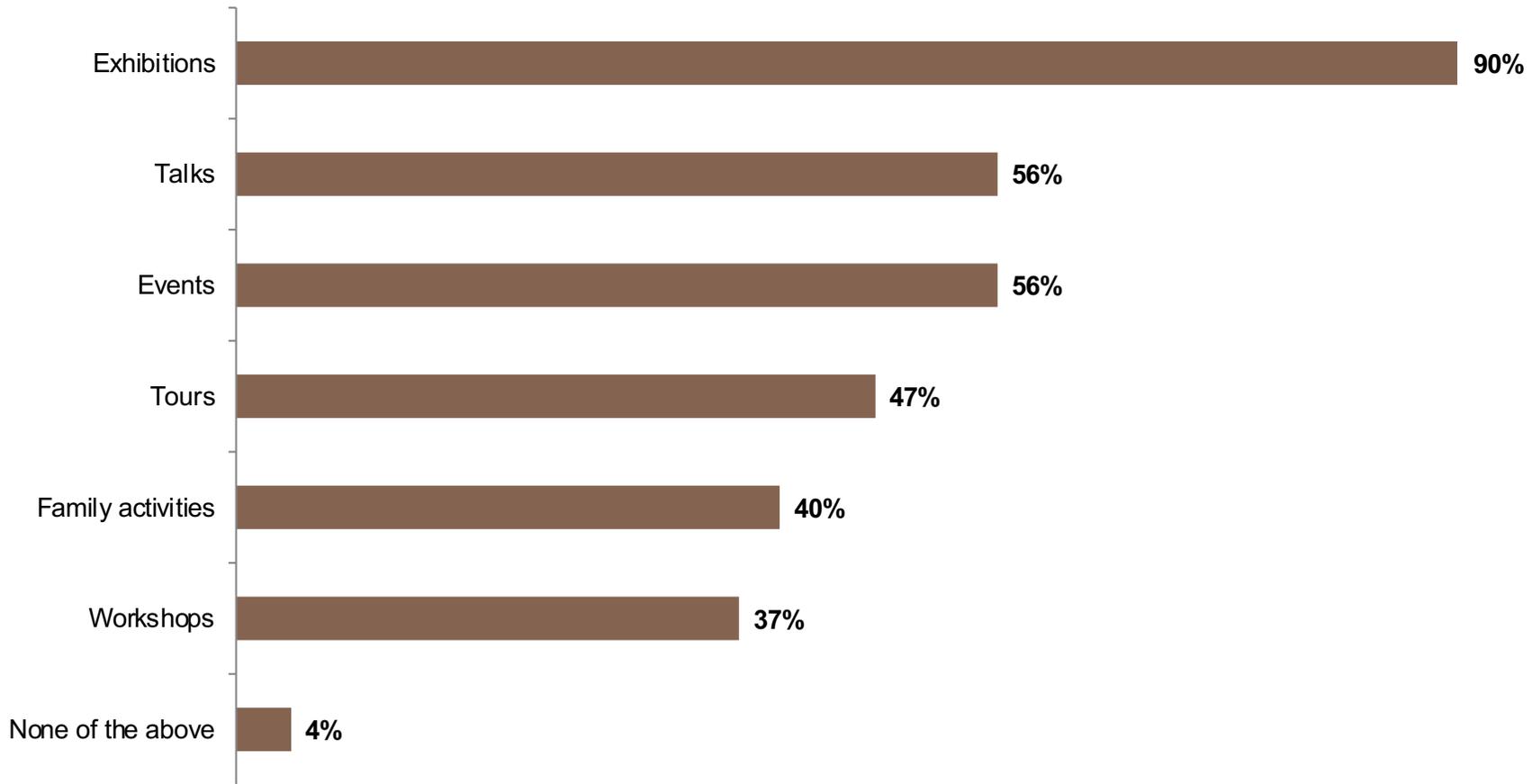


Cultural venues in the future: expectations of visitors to wildlife attractions (2)





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





**For further
information
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