



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 **3,295 garden visitors** living in Scotland who completed the survey.



Unless otherwise indicated, the reporting base for this report is **3,295 respondents**.

Please see our separate reports:



Galleries



Theatres



Museums



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**.

Key findings: before and during lockdown



Prior to lockdown, **56%** of garden respondents visited a garden in Scotland at least once a quarter and **8%** visited more than once a month.



46% had visited gardens with people from another household in the past year.



75% of respondents say that they have missed visiting gardens during lockdown.



The **most missed aspects** of a garden visit are: 'Being surrounded by beautiful plants', 'being in an environment in which I feel comfortable' and 'going for coffee or lunch in a garden café'.



Prior to lockdown, **46%** of respondents had engaged with gardens online via social media or their websites. During lockdown the figure declined to **27%**. Garden websites and Facebook were the most common sources of online engagement.



In the year before lockdown, **52%** of garden visitors had made charitable donations to a cultural organisation (16% to a garden). During lockdown only 30% had done so (4% to a garden). 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'

'It was nice to see spaces with which I am familiar'

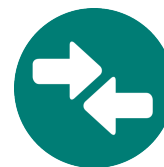
Key findings: after lockdown



Just over half of garden 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.



29% of garden visitors say that they will visit a garden as soon as possible when lockdown restrictions are lifted. This is the highest figure across the five categories in the Scotinform Cultural Survey.



23% say that they will visit gardens more often than before and 67% say that it will make no difference.



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

Engagement

Of the 3,295 respondents who had visited a garden in the past year:

22%

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

29%

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

2%

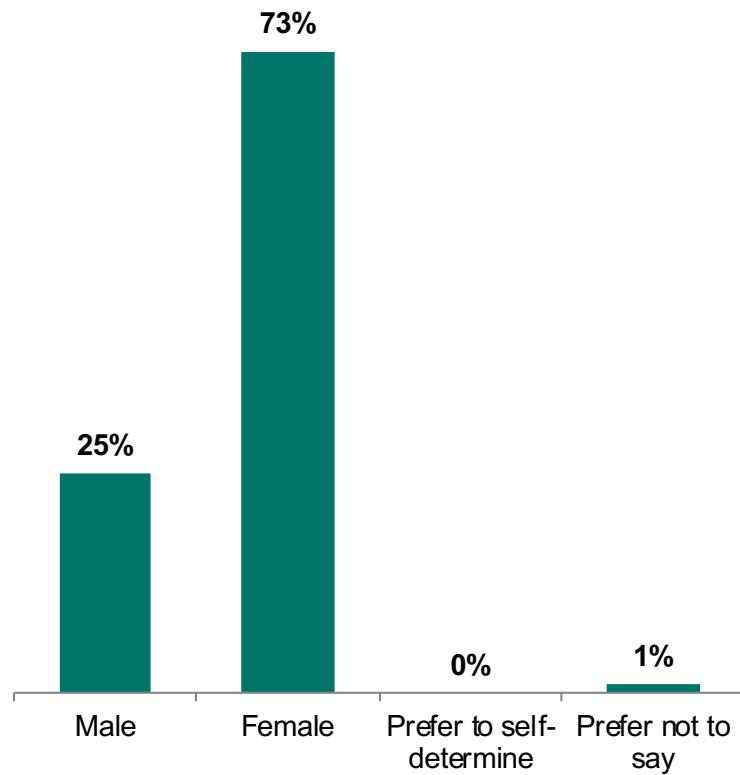
volunteered for a garden
in Scotland.

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

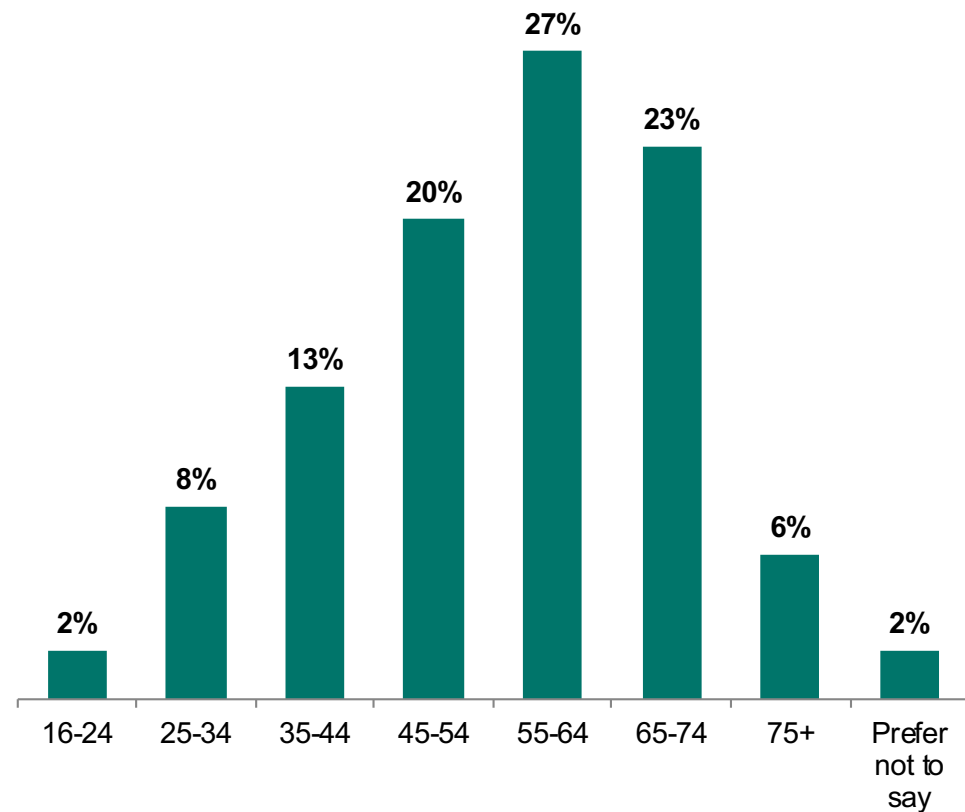


Respondent profile

Gender

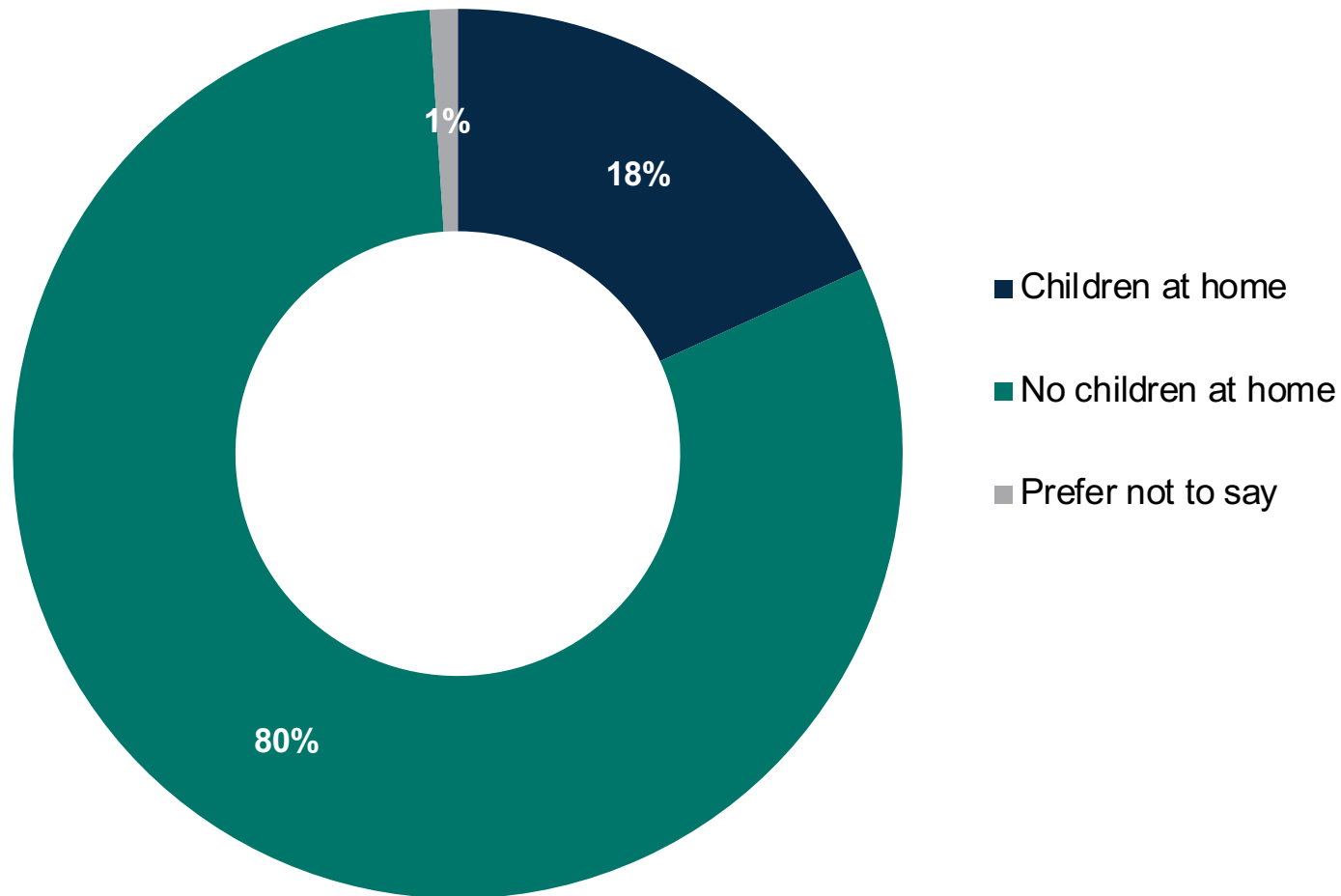


Age





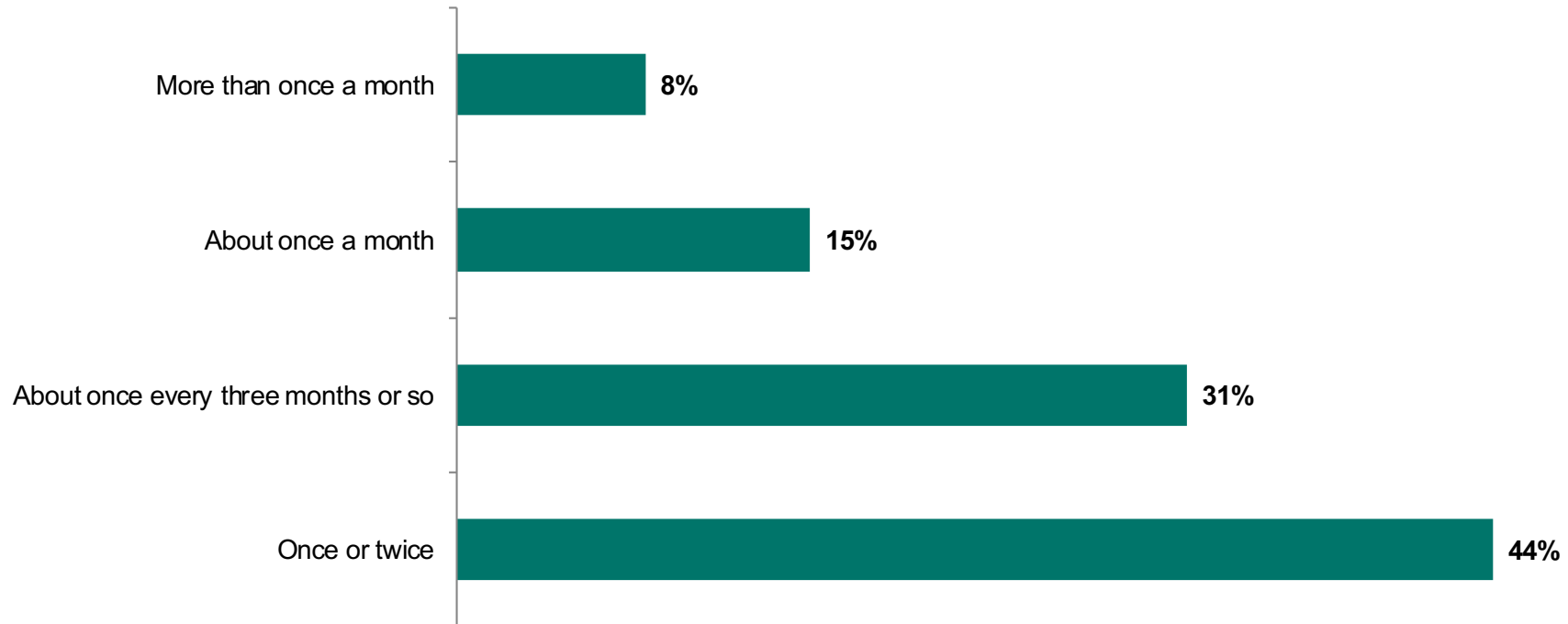
Respondent family profile





Frequency of visits to Gardens

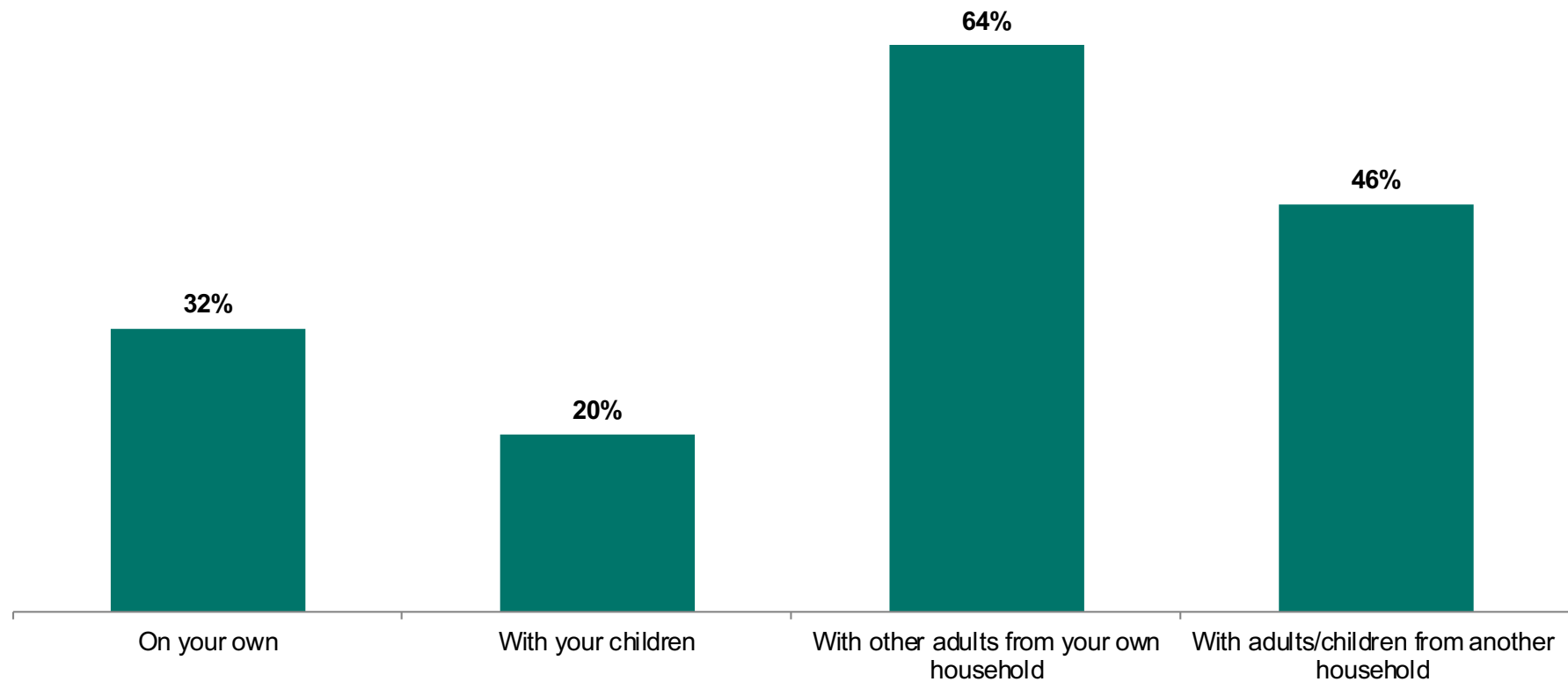
Year to March 2020





Group visits to gardens

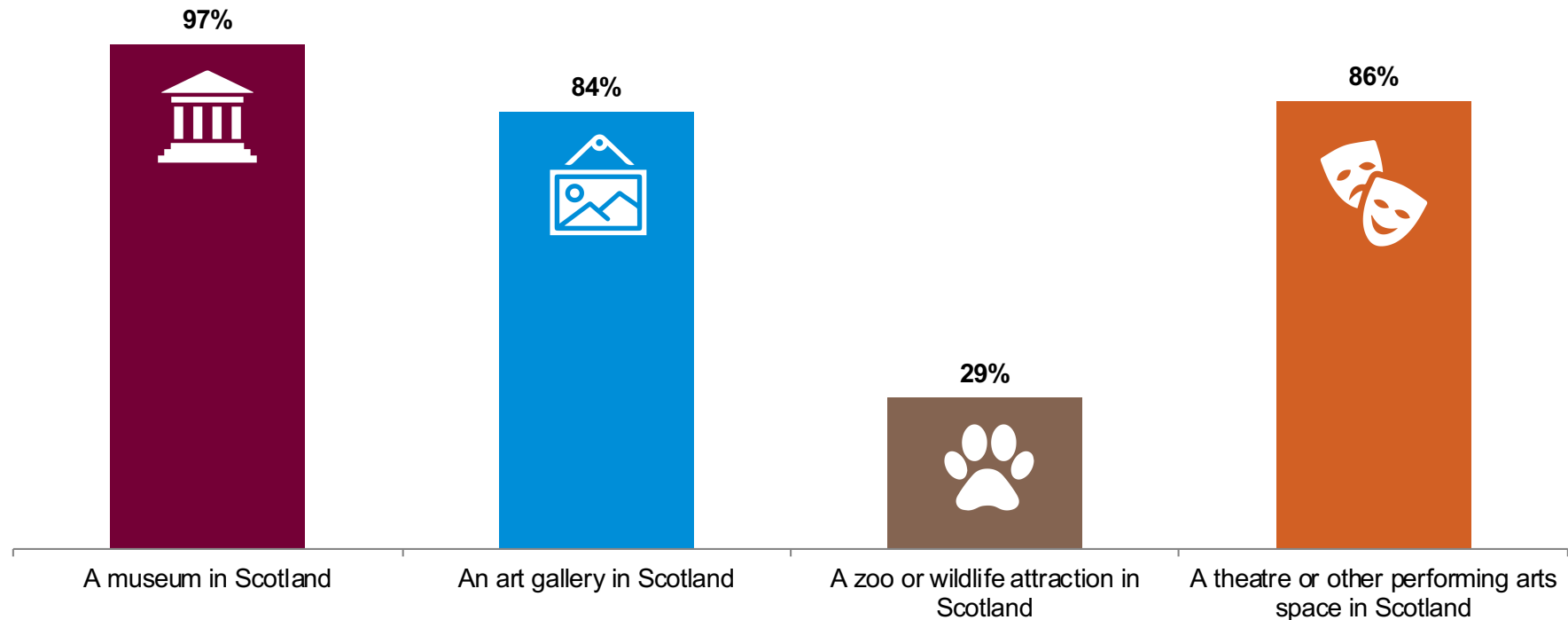
Year to March 2020





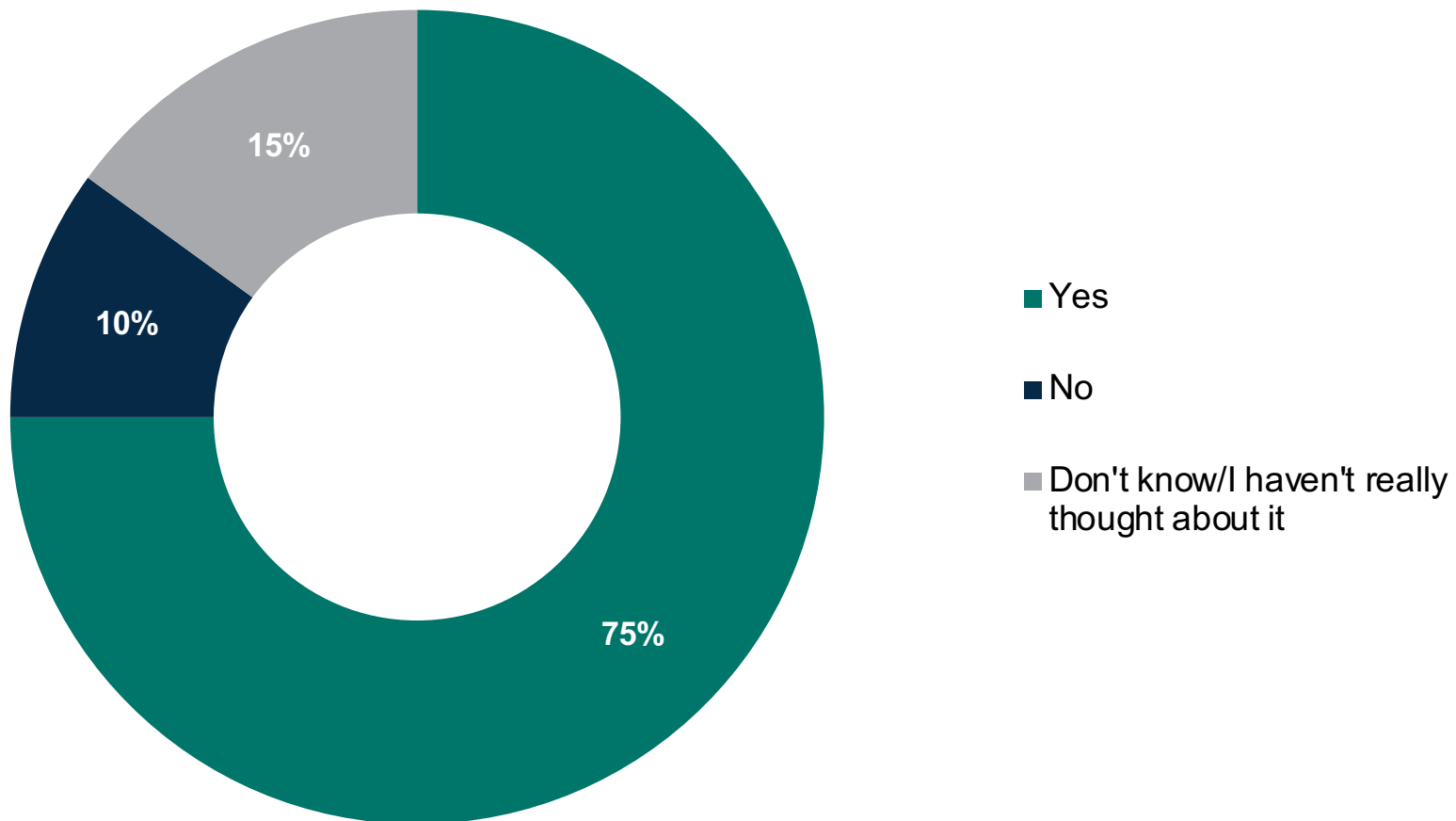
Other cultural attractions visited

Year to March 2020



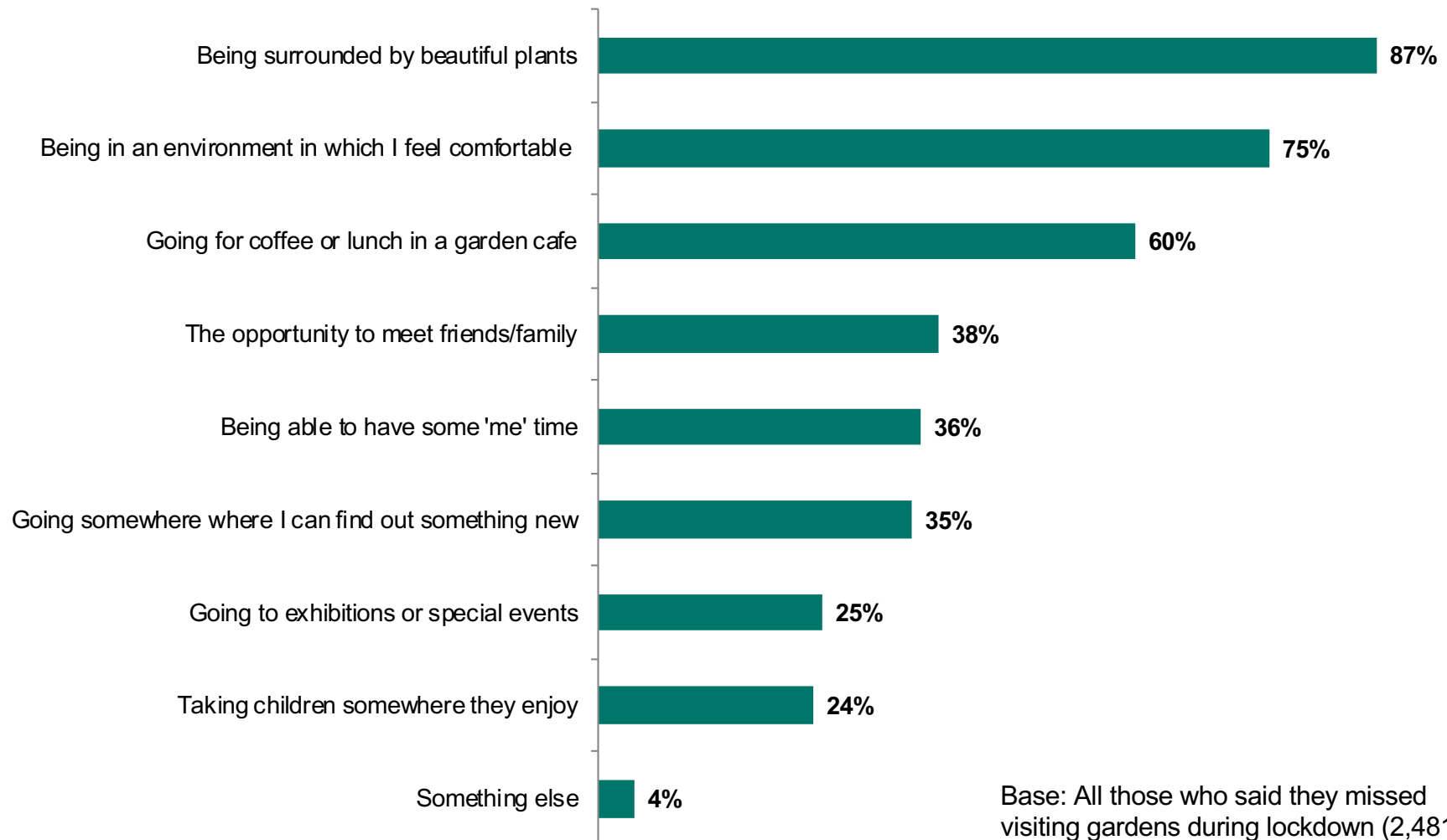


Have you missed visiting gardens during lockdown?





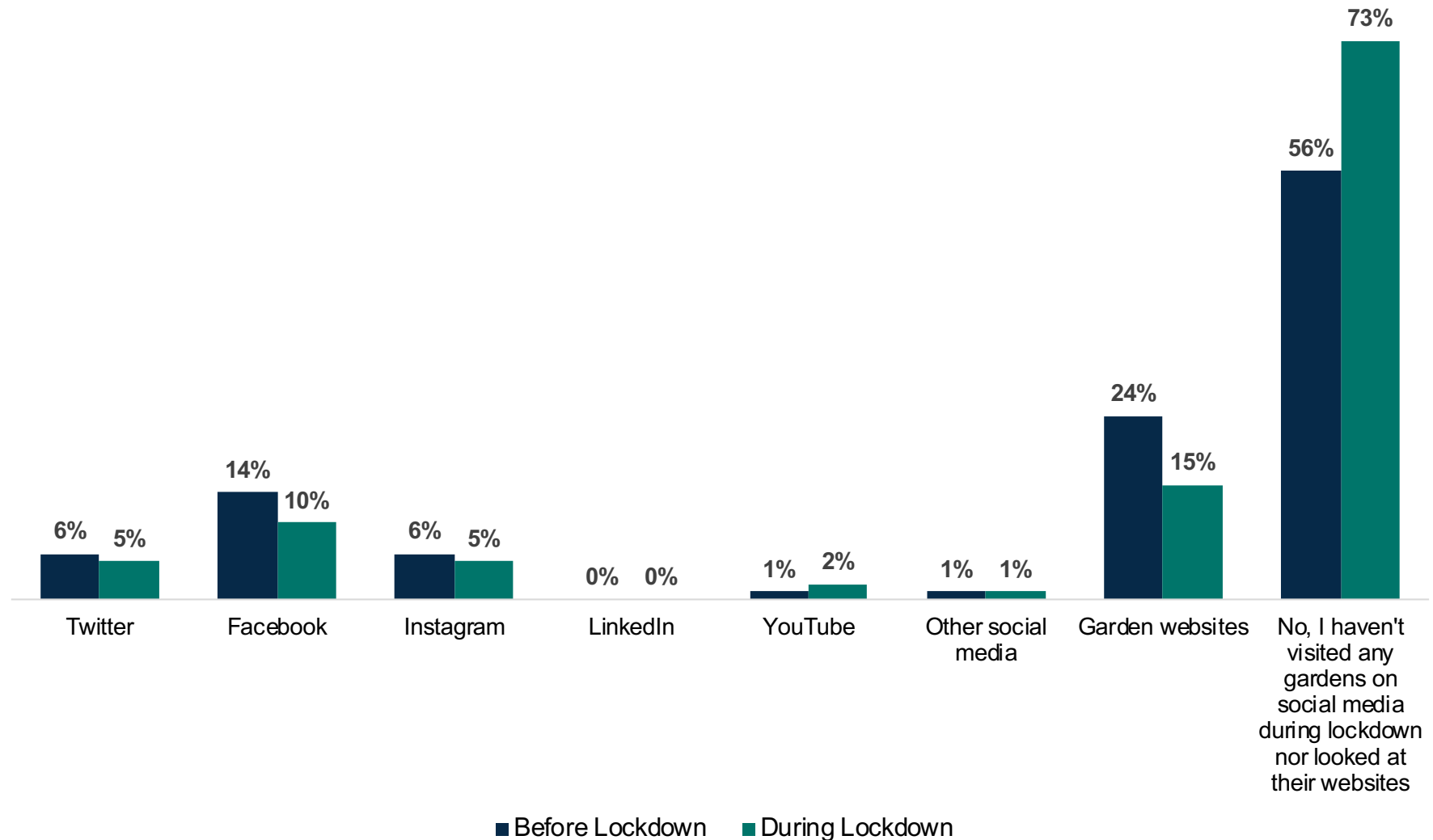
What have you missed most about visiting gardens?



Base: All those who said they missed visiting gardens during lockdown (2,481)

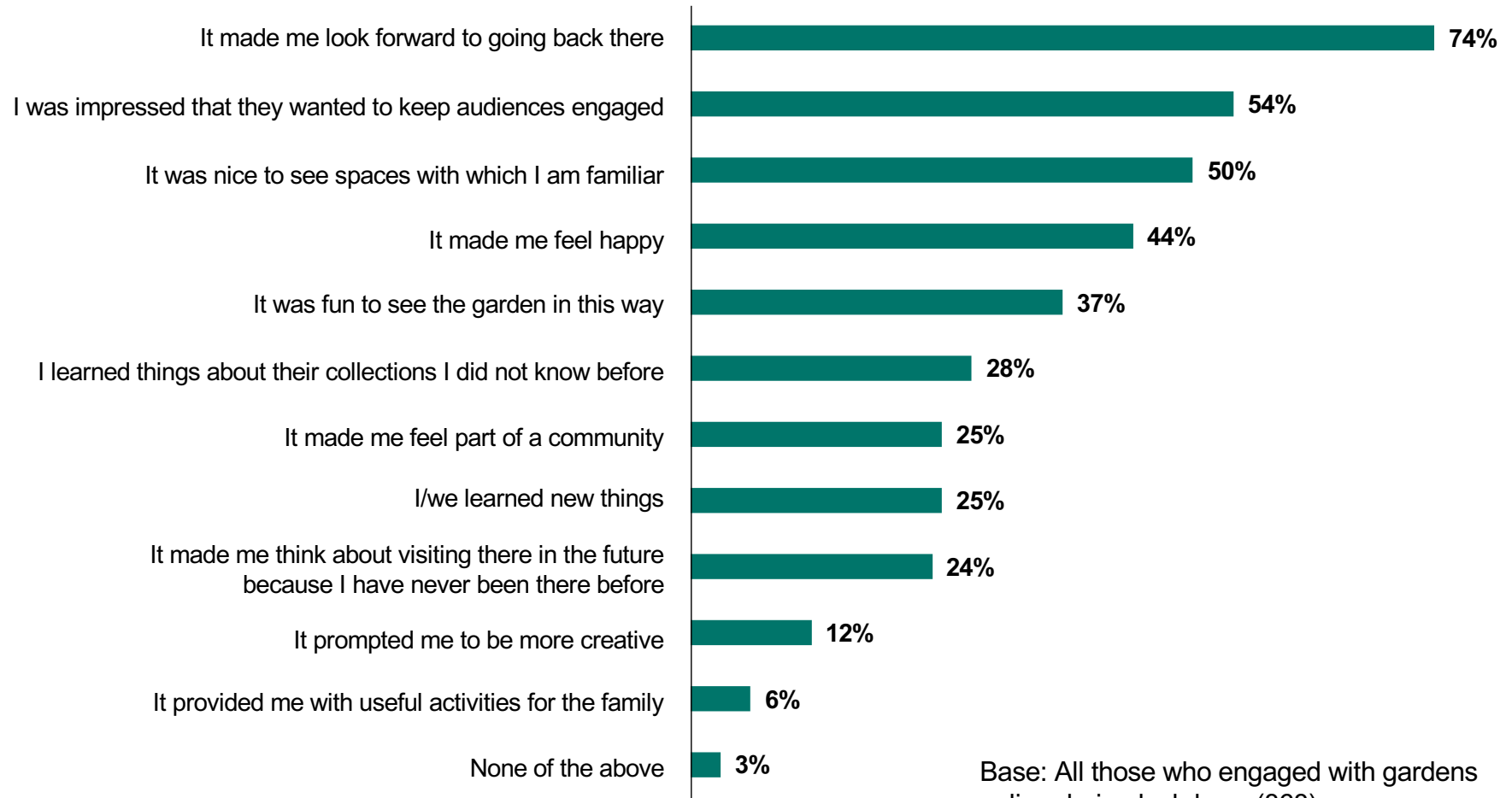


Online engagement





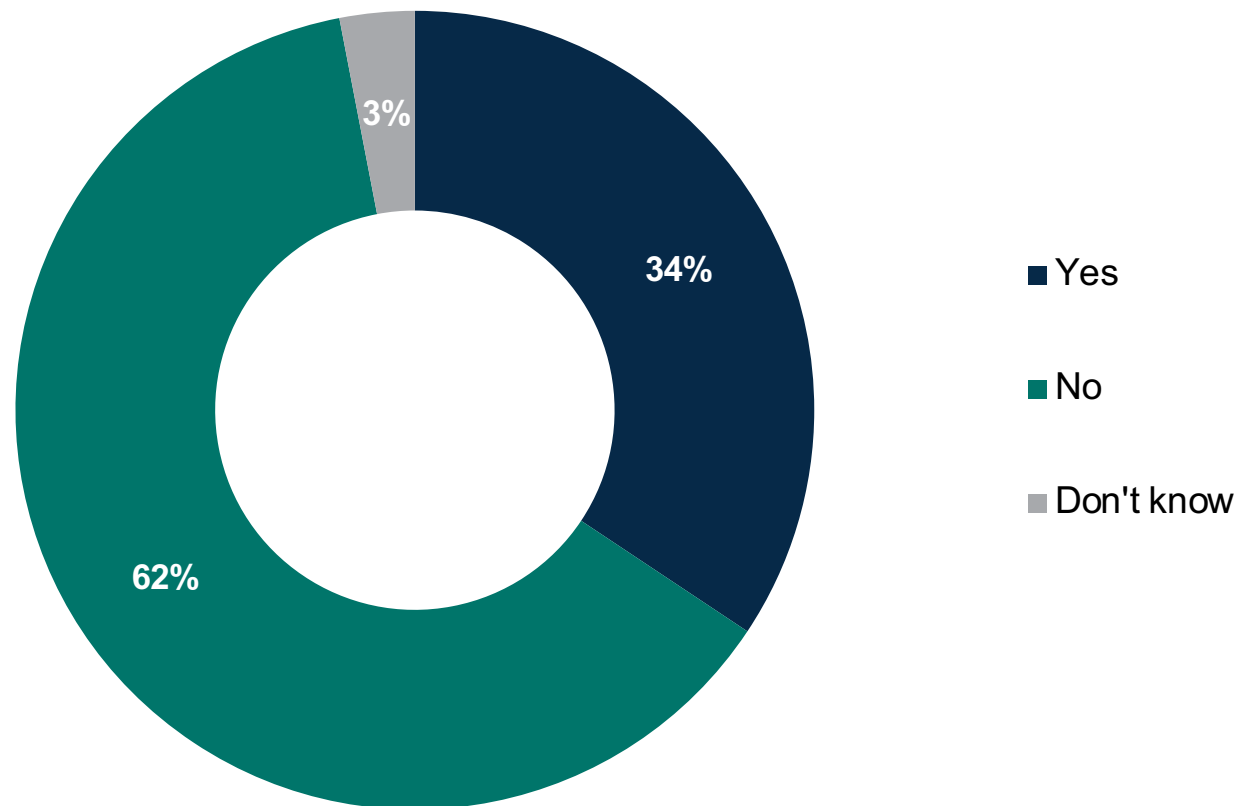
Benefits of online engagement during lockdown



Base: All those who engaged with gardens online during lockdown (868)



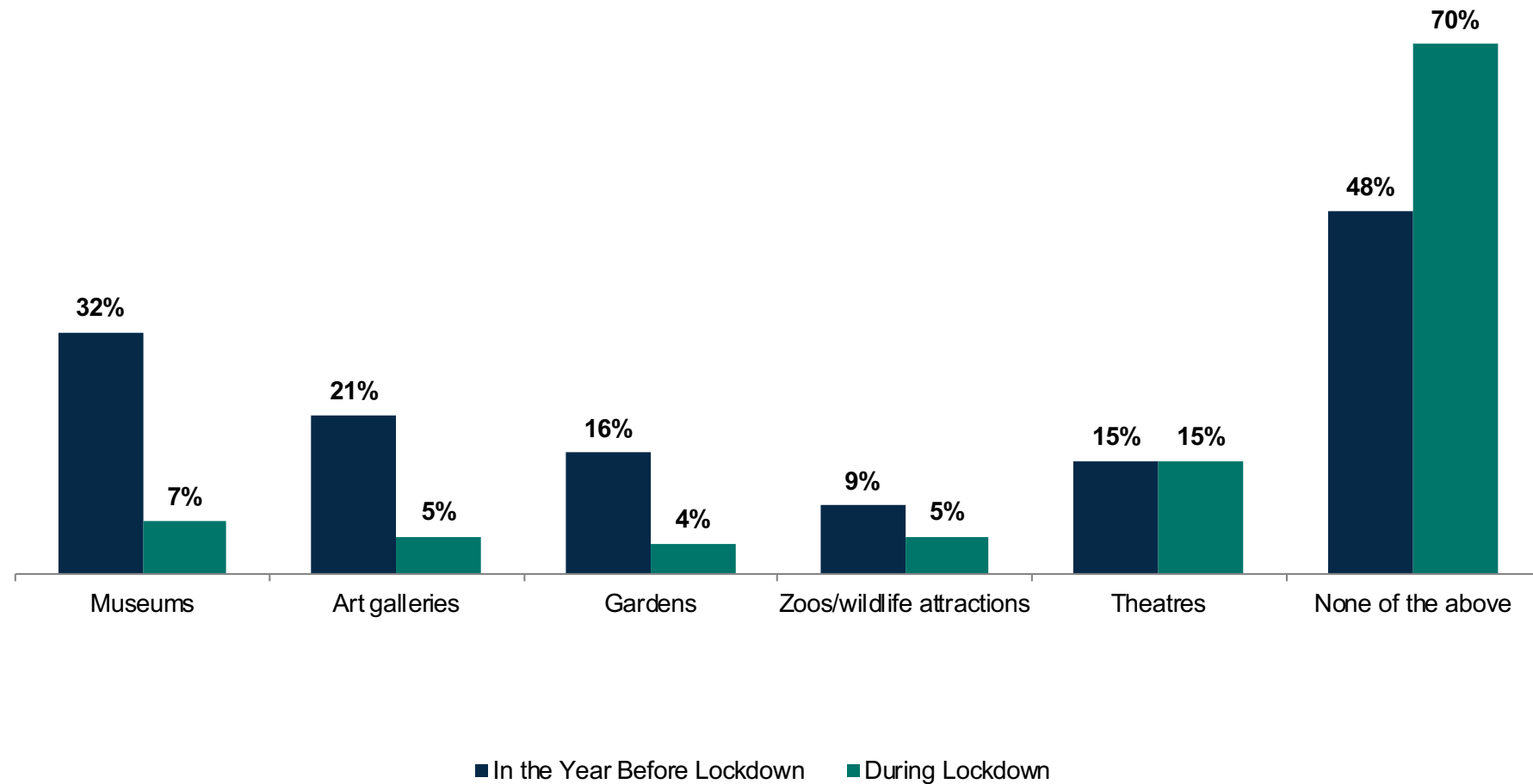
During lockdown, have you visited any Scottish gardens online that you have not visited in person?



Base: All those who engaged with gardens online during lockdown (868)



Charitable donations by garden visitors



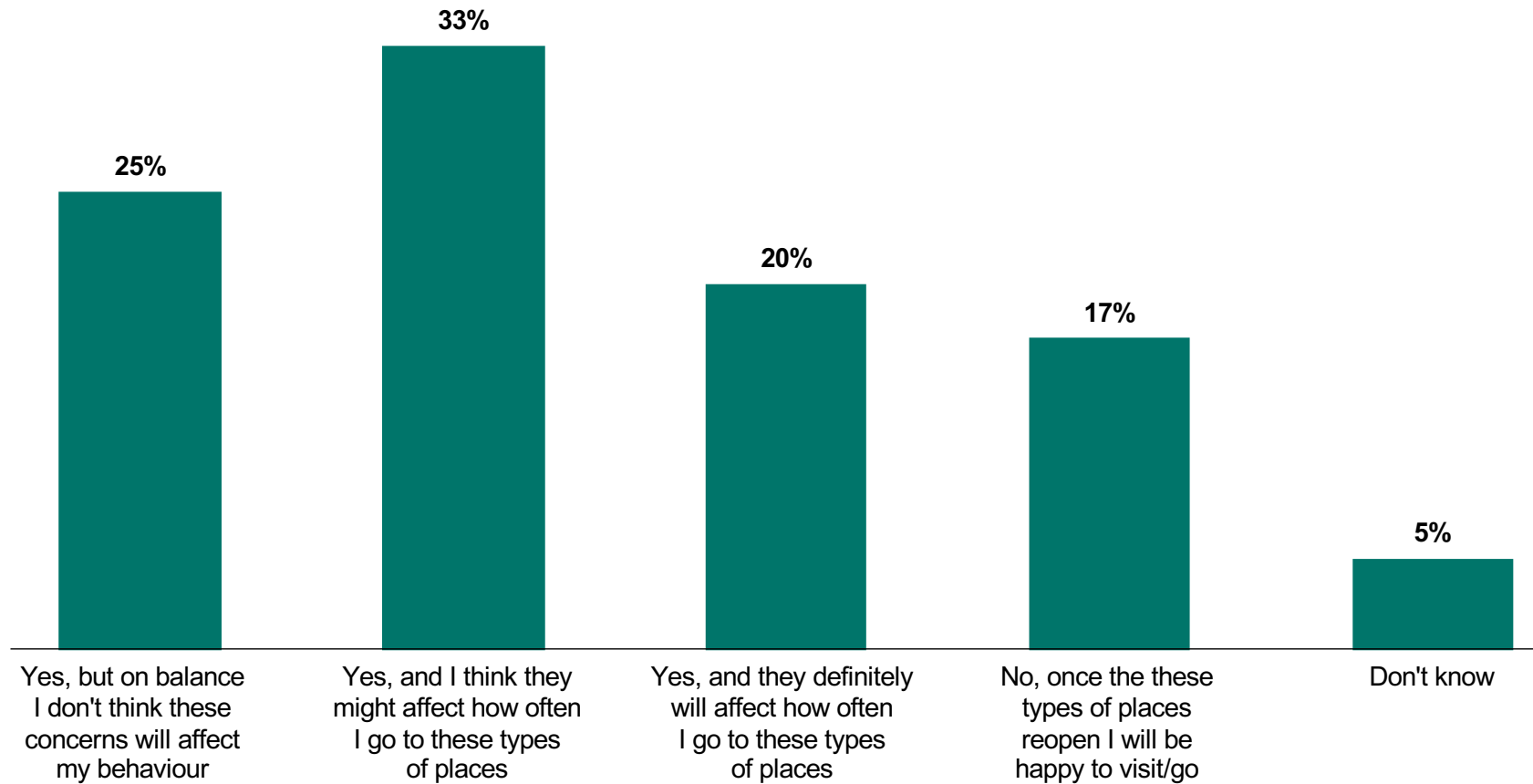


Future behaviour

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

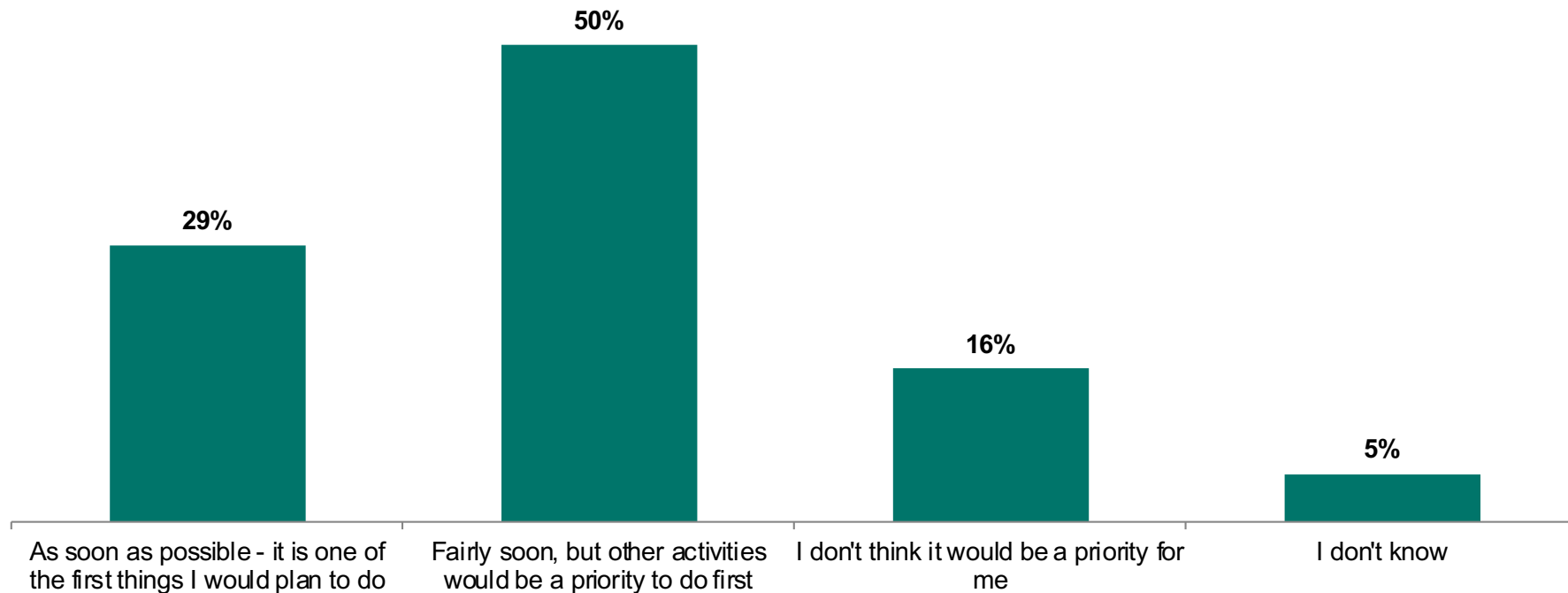


Will you have any concerns about being in public spaces in the future?










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



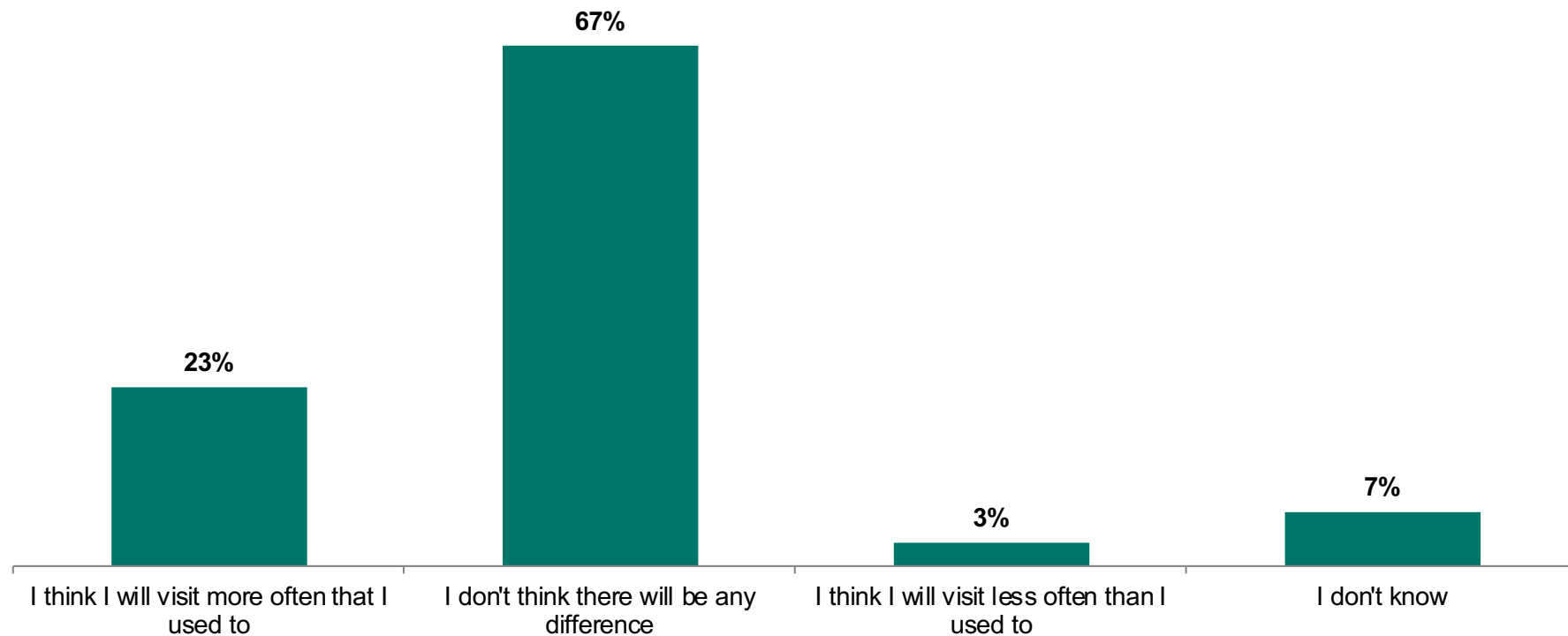


How does this compare with other audiences?

					
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%

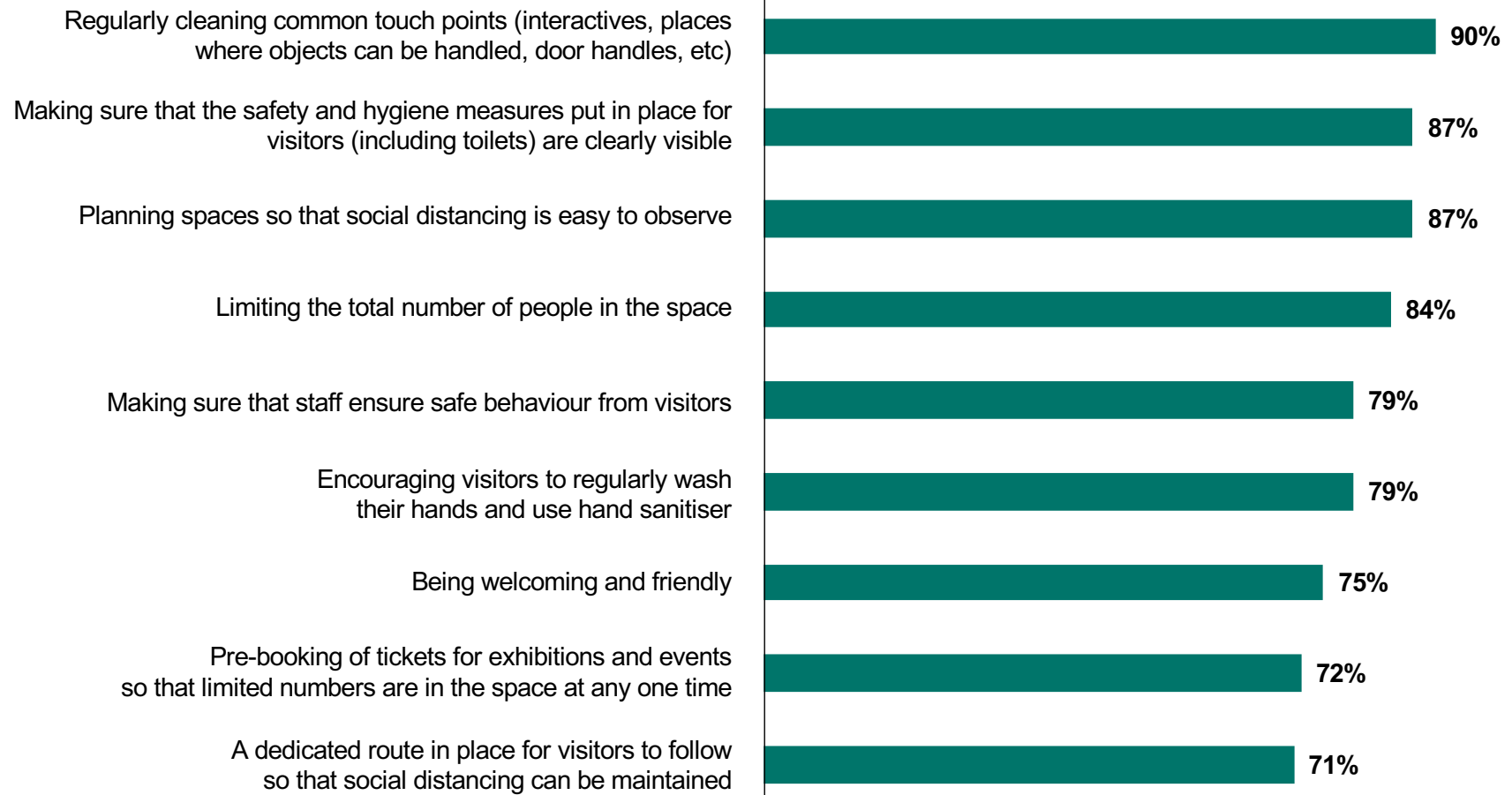


Do you think after lockdown you will visit gardens more often, or less often, than you used to?





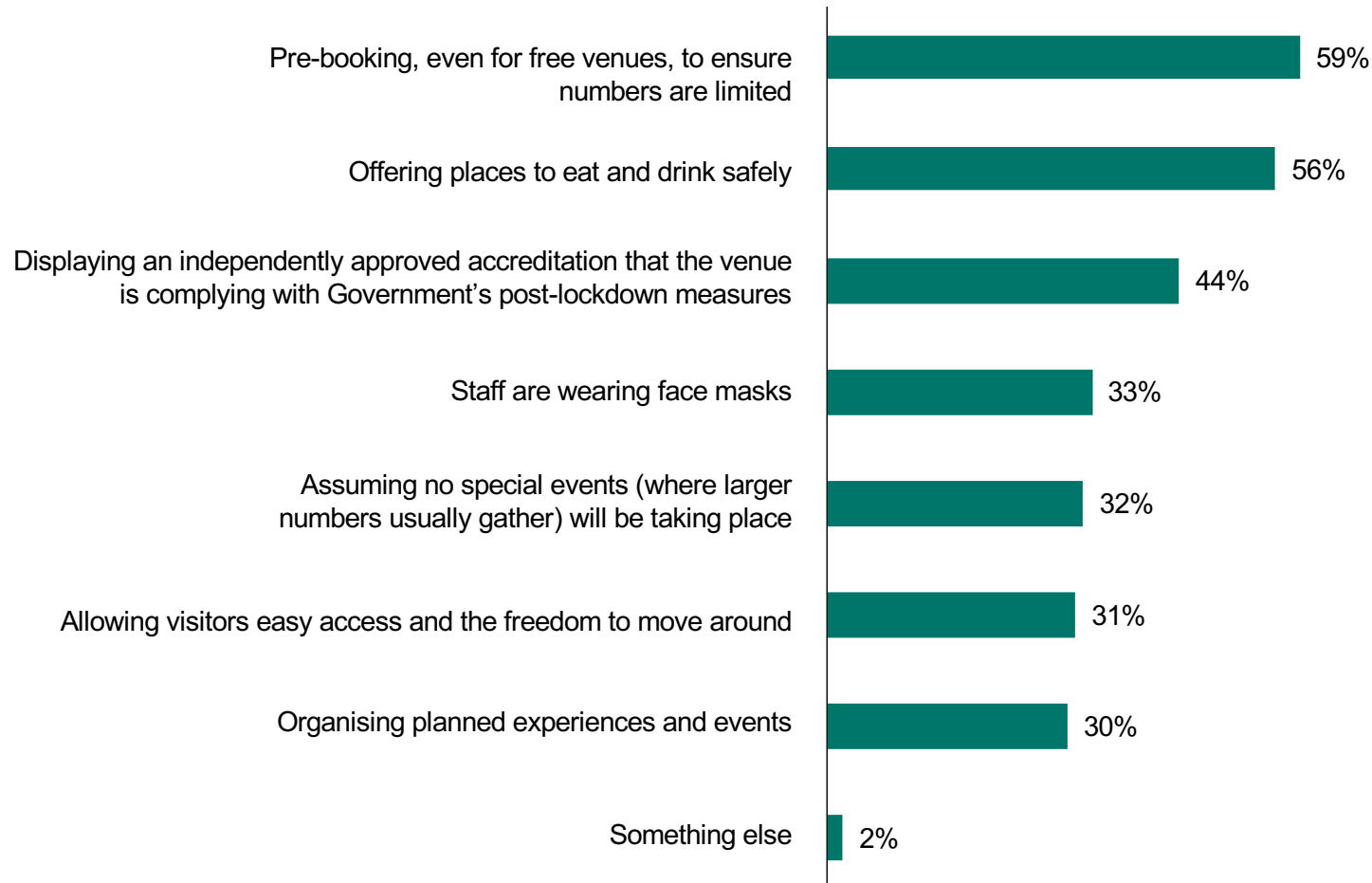
Cultural venues in the future: expectations of garden visitors (1)



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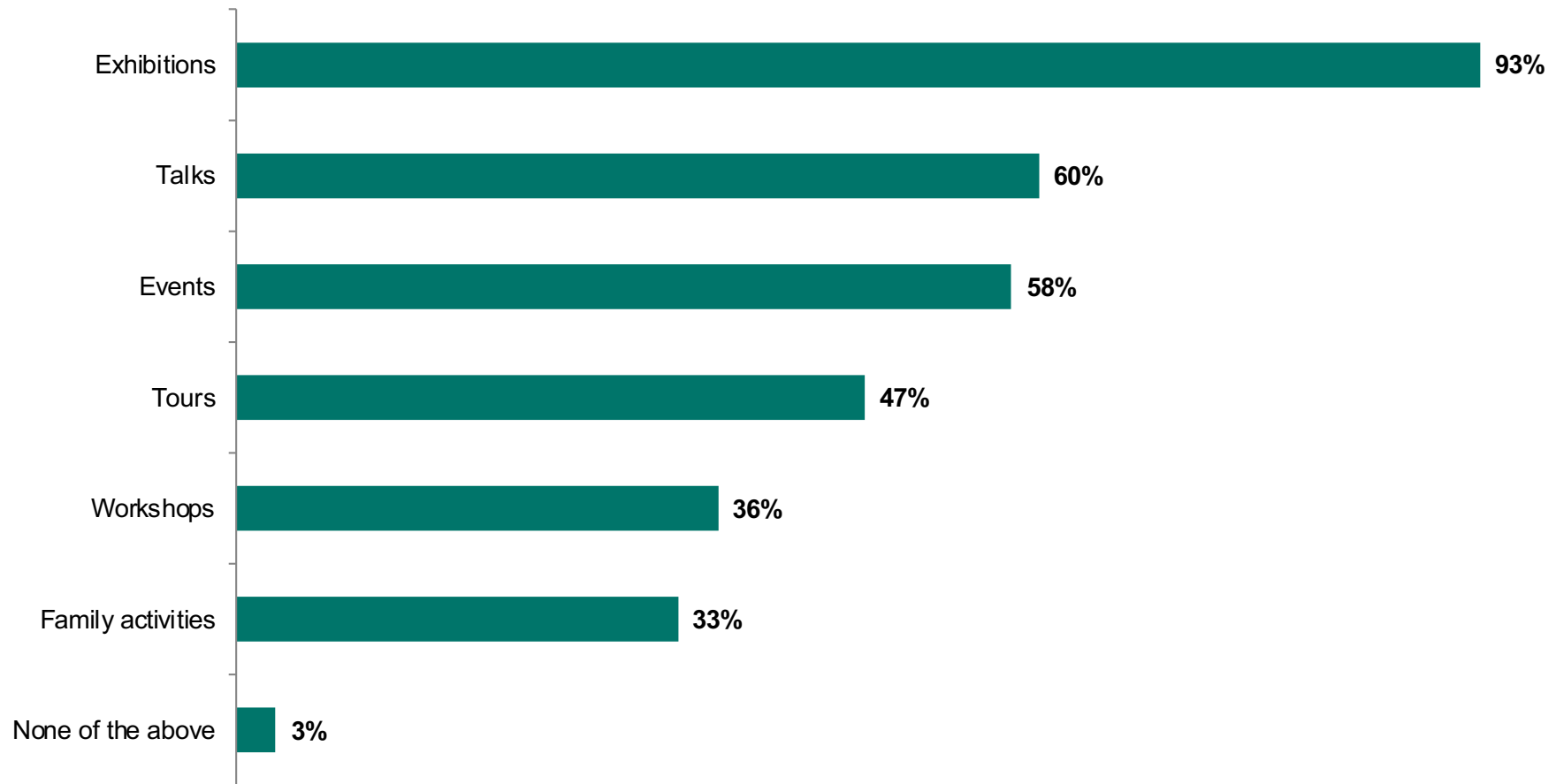


Cultural venues in the future: expectations of garden visitors (2)





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





**For further
information
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