

# CULTURE RESTART



## Your previous attendance at cinemas

How often would you say that you went to the cinema before Covid-19?

- Less than once a year     2 or 3 times per year     Fortnightly  
 Once a year     Once per month     At least once per week

Did you go to the cinema when they were able to re-open after the first lockdown in 2020?

- Yes - more than once     Yes - only once     No

Have you booked for or attended the cinema since they reopened this year (2021)?

- Yes - more than once     Yes - only once     No

(c) Insights Alliance 2021 - Indigo Ltd, Baker Richards & One Further

# CULTURE RESTART



## Your attendance

Why is that? (please tick as many as apply)

- |  |  |
|--|--|
| <input type="checkbox"/> There aren't any films I want to see                                | <input type="checkbox"/> Going to the cinema isn't a priority for me                                 |
| <input type="checkbox"/> I haven't really been looking for opportunities to go to the cinema | <input type="checkbox"/> I am reluctant to travel to the cinema                                      |
| <input type="checkbox"/> I have less money to spend than pre-Covid                           | <input type="checkbox"/> I am not clear about what restrictions and safety measures will be in place |
| <input type="checkbox"/> I am trying to avoid interacting with crowds of people              |  |
| <input type="checkbox"/> Other (please specify)  |  |

(c) Insights Alliance 2021 - Indigo Ltd, Baker Richards & One Further

# CULTURE RESTART



## Coming back to cinema

If you had to say now when you think you'll be ready to BOOK tickets for the cinema, which of the options below would you choose? (please choose only ONE)

- within the next month
- 1 to 3 months
- 3 to 6 months
- more than 6 months
- not sure when
- not planning to book at all

Please tell us which of the following statements best fits how you're currently feeling about coming back to the cinema. (Please choose only ONE)

- I would feel comfortable going to the cinema now
- I would consider going to the cinema if I felt sufficiently confident that the required social distancing and hygiene measures had been put in place
- I would prefer to wait until cinemas have been open for a few more months
- I would prefer to wait until I can watch a film in the cinema in the 'usual way' again - however long that might take
- I would prefer to wait until I have been vaccinated
- I cannot envisage going to the cinema until the vaccination and rapid test programmes are more widely established
- None of the above

**Do you have anything to add about returning to cinemas?**



**(c) Insights Alliance 2021 - Indigo Ltd, Baker Richards & One Further**

# CULTURE RESTART



## Coming back safely

How confident do you feel that the cinema who sent you this survey has the appropriate measures in place for the following:

### Keeping visitors safe

Not confident Neutral Very confident

### Keeping staff safe

Not confident Neutral Very confident

### Keeping audiences informed about what to expect

Not confident Neutral Very confident

### Enforcing whatever social distancing and other safety restrictions have been put in place

Not confident Neutral Very confident

**How do you feel about the following measures being implemented or considered at cinemas and other cultural venues?**

	I feel uncomfortable about this	I'm OK with this	This would be essential for me
Insisting all visitors wear face coverings throughout the venue (unless medically exempt)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Socially distanced seating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Temperature screening on arrival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covid testing prior to arrival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covid testing on arrival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Covid testing on arrival and no other restrictions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
One-way systems to manage the flow of people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A vaccine passport or proof of negative test being required to attend screenings or other live events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Do you have anything to add about feeling safe and comfortable?**



# CULTURE RESTART



## Cinema and film at home

We'd like to know how you engaged with cinema and film at home while cinemas were closed.

Since cinemas first closed in March 2020, which of the following have you done at home (select all that apply)?

- Watch films on TV or on a home player (e.g. on DVD)
- Watch films through my cinema's streaming platform or screening room
- Watch films through a subscription platform (e.g. Amazon Prime or Netflix)
- Watch films on a specialist film channel (e.g. Modern Films, Dogwoof or BFI Player)
- Watch films as part of a film festival
- Watch other content relating to films, such as interviews with directors
- Watch films as part of an online watch party or event organised by a cinema or community organisation

(c) Insights Alliance 2021 - Indigo Ltd, Baker Richards & One Further

# CULTURE RESTART

ICO | Independent Cinema Office *indigo*

## Cinema and film at home

**Which of these did you pay for, and if so, how?**

	One-off payment	Paid-for subscription	Free trial of subscription platform	Free to view
Watch films on TV or on a home player (e.g. on DVD)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch films through my cinema's streaming platform or screening room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch films through a subscription platform (e.g. Amazon Prime or Netflix)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch films on a specialist film channel (e.g. Modern Films, Dogwoof or BFI Player)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch films as part of a film festival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch other content relating to films, such as interviews with directors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch films as part of an online watch party or event organised by a cinema or community organisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Which of these did you do for the FIRST TIME since cinemas closed in March 2020? (select all that apply)**

- Watch films on TV or on a home player (e.g. on DVD)
- Watch films through my cinema's streaming platform or screening room
- Watch films through a subscription platform (e.g. Amazon Prime or Netflix)
- Watch films on a specialist film channel (e.g. Modern Films, Dogwoof or BFI Player)
- Watch films as part of a film festival
- Watch other content relating to films, such as interviews with directors
- Watch films as part of an online watch party or event organised by a cinema or community organisation

**And which of these do you think you will continue to do now that cinemas are open?**

	I'll continue to do this - AS WELL AS going to the cinema	I'll continue to do this - INSTEAD OF going to the cinema	I'm unlikely to do this
Watch films on TV or on a home player (e.g. on DVD)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch films through my cinema's streaming platform or screening room	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch films through a subscription platform (e.g. Amazon Prime or Netflix)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch films on a specialist film channel (e.g. Modern Films, Dogwoof or BFI Player)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch films as part of a film festival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch other content relating to films, such as interviews with directors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watch films as part of an online watch party or event organised by a cinema or community organisation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# CULTURE RESTART



## Other thoughts

Is there anything else you'd like to tell us?

A large, empty grey rectangular box, intended for users to provide their 'Other thoughts'.

(c) Insights Alliance 2021 - Indigo Ltd, Baker Richards & One Further

# CULTURE RESTART



## About you

This information is optional, but it will help us make sure that we've received responses from a range of people.

How old are you?

- |                             |   |
|-----------------------------|---|
| <input type="radio"/> 15-19 | <input type="radio"/> 55-64             |
| <input type="radio"/> 20-24 | <input type="radio"/> 65-74             |
| <input type="radio"/> 25-34 | <input type="radio"/> 75+               |
| <input type="radio"/> 35-44 | <input type="radio"/> Prefer not to say |
| <input type="radio"/> 45-54 |   |

Has your income reduced or disappeared as a result of Coronavirus?

- Yes  No  Not sure

How would you describe your ethnic origin?

- |   |   |
|---|---|
| <input type="radio"/> Asian or Asian British            | <input type="radio"/> White: British    |
| <input type="radio"/> Black or Black British            | <input type="radio"/> White: Other      |
| <input type="radio"/> Mixed: multiple ethnic background | <input type="radio"/> Prefer not to say |
| <input type="radio"/> Other (please specify)            |   |

**Would you currently regard yourself as a 'vulnerable' person in relation to Coronavirus?**

- Yes  No  Not sure

**Do you identify as a D/deaf or disabled person, or have a long-term health condition?**

- Yes  No  Prefer not to say

**Have you received a Covid-19 vaccine?**

- Yes, I've received 2 doses  No, but I am in an eligible group  
 Yes, I've received my first dose  No, I'm not yet in an eligible group

**Where do you live?**

- England - East  England - West Midlands  Scotland  
 England - East Midlands  Wales  
 England - London  England - Yorkshire and The Humber  Outside of the UK  
 England - North East  England - South East  
 England - North West  England - South West  
 Northern Ireland  
 Other (please specify)

(c) Insights Alliance 2021 - Indigo Ltd, Baker Richards & One Further