

The Audience Panel: Results from the June poll

What do people think about coming back to in person cultural events and activities?

With cultural venues beginning to open up more, we thought it would be a good time to ask our panel **how they're feeling about getting back to cultural events and activities in person.**

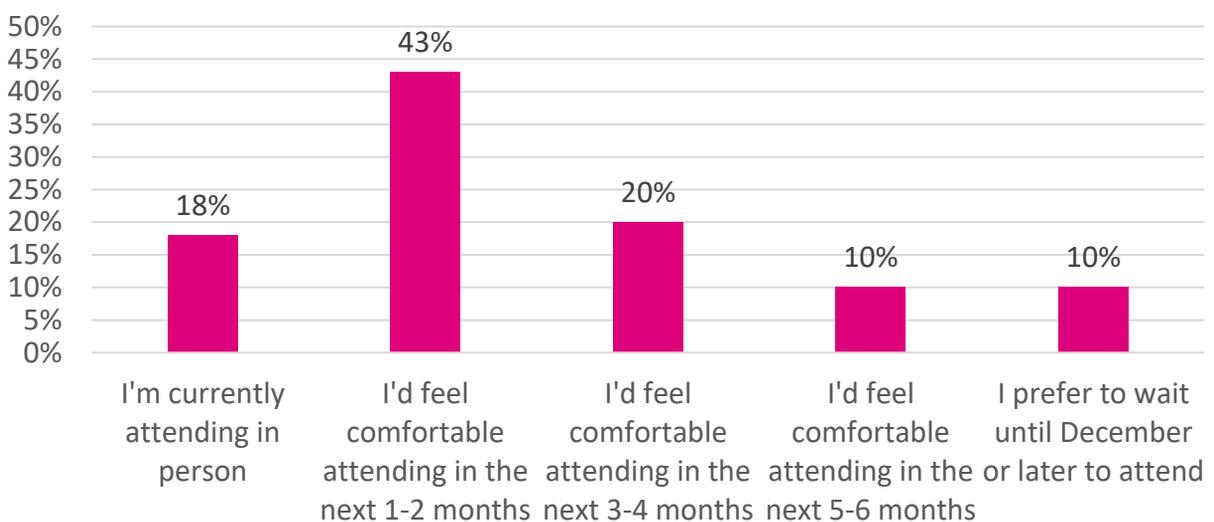


Overall, **audiences are optimistic** about attending events in person again, with 18% are already attending in person, and an additional 43% would feel comfortable attending in the next 1-2 months.

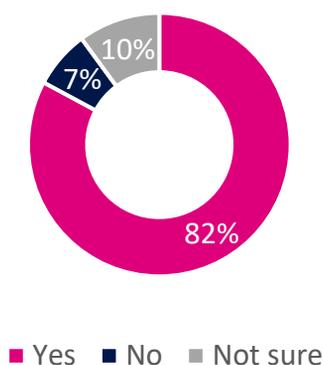


The **vaccine** may have something to do with this: 82% feel more comfortable attending cultural activities/events now that the vaccine is available in NI to all adults 18+.

When would you feel comfortable going back to attending cultural events/activities in person?



The Covid vaccine is now available in NI to all adults aged 18+. Does this make you feel more comfortable attending cultural activities/events?



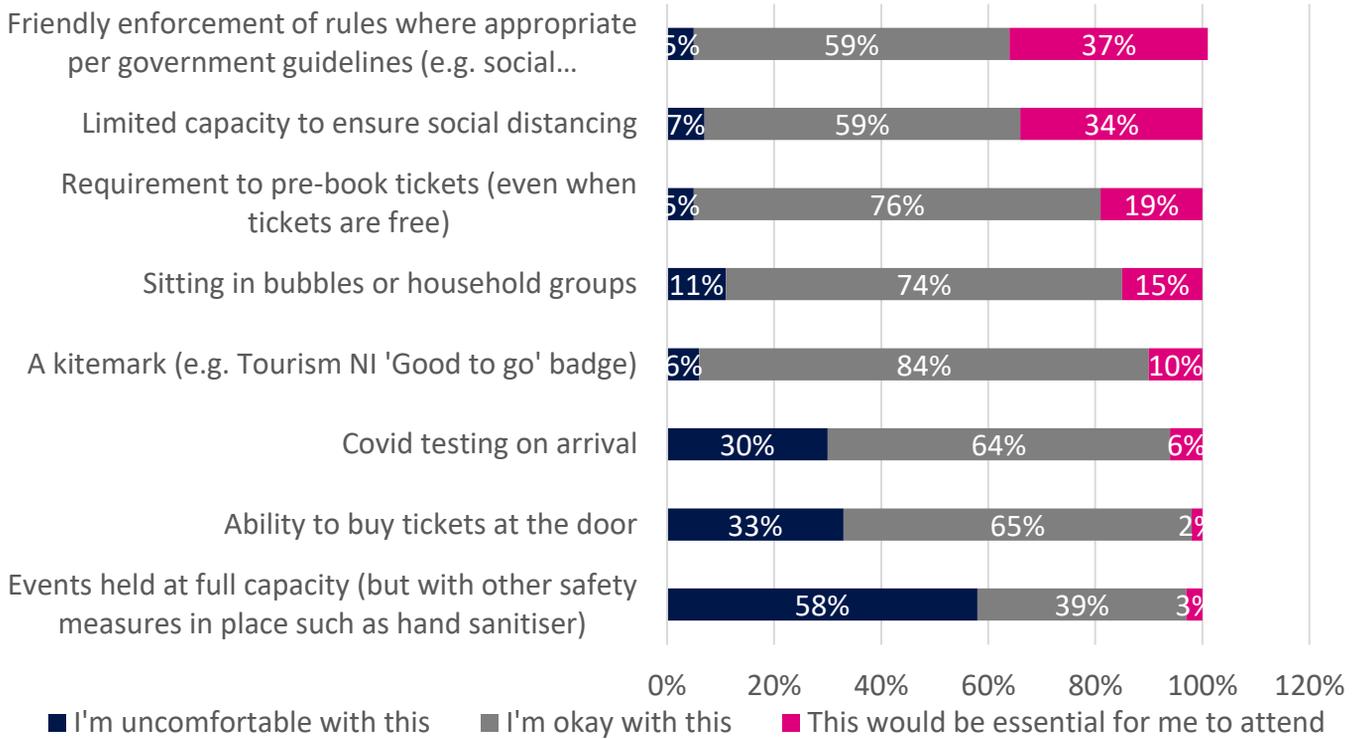
Audiences are happy to help cultural organisations keep everyone safe – they are comfortable with organisations' friendly enforcement of the rules and guidelines, limited capacity to ensure social distancing, pre-booking their tickets, and sitting in bubbles. For some (between 15-37%), these aspects are essential for them to come back to cultural places and spaces.



Other measures, such as Covid testing, ability to buy tickets at the door, and events held at full capacity would make between 30%-58% of audiences feel uncomfortable attending cultural events and activities. So while people may be ready to return to cultural places and spaces in the near future, they may not necessarily want to jump right in if those specific measures were in place.



How do you feel about the following being implemented or considered by some cultural organisations?



Panellists want information on health/safety measures provided to them before they attend

something cultural in person, with over half (54%) stating that this is very or extremely important to them. People want to know ahead of an event what they need to prepare and how safe an environment will be before attending. By communicating this information to them ahead of time, either through your website, social media channels, or via email, cultural organisations can help audiences to feel safer and more prepared for when they come back in person.



As expected, some audiences are choosing to wait a bit longer before returning to cultural events and activities:



As age increases, respondents are waiting longer to return to cultural events, likely due to the increased risk of COVID.



Members of the panel who attend cultural events less often (less than 4 times a year) are also more likely to wait before returning to cultural events and activities, and more likely to say it's essential that venues are back at full capacity before returning. This may be because they attend less often they would prefer for the experience to be as close to "normal" as possible and are attending spontaneously or for social reasons. This is in contrast to audiences who attend cultural events/activities frequently – they may be willing to make more concessions in order to return sooner.

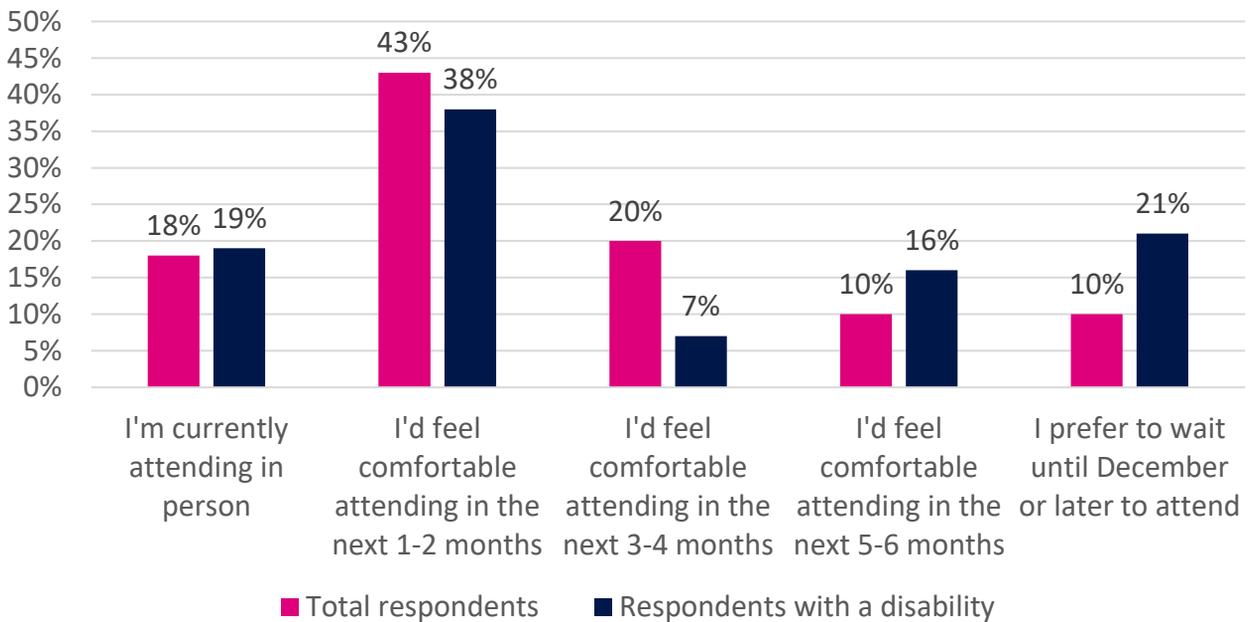
Let's not forget about accessibility and inclusion

While 19% of respondents with disabilities say they're currently attending cultural events/activities in person, they were also **twice as likely to say they are waiting until December or later** to attend events compared to the average panel member.



When would you feel comfortable going back to attending cultural events/activities in person?

A comparison between respondents and from those with a disability



There was an interesting split within the data from disabled panel members, showing that responses can be very specific to the individual and their respective needs. We need to remember that **disabled audiences aren't homogeneous** – people have different types of disabilities, and depending on what they are, will impact on how people feel about returning.

Compared to the total average, respondents with disabilities were also **less likely to agree** that the availability of the Covid vaccine in NI has made them more comfortable attending cultural events/activities. This suggests that there are **other barriers to attendance beyond the availability of a vaccine**.

Lastly, **providing health and safety information in advance** is an important part of convincing this group to return to cultural events/activities in person. 30% of respondents with disabilities said it was extremely important that information on health/safety measures be provided to them before attending something cultural in person, compared to 19% of the total responses.

To conclude...

Keep these insights in mind when planning for your reopening and future in-person events and activities. Make sure you're welcoming all your different audiences back at their own pace, considering their needs and levels of confidence. They'll appreciate it and it will be worth it for you in the long term!