

Pre-Covid  
behaviour

Before Covid,  
**78%**  
of respondents visited  
galleries > 4x per year

**2/3**  
Are missing the  
opportunity to visit  
galleries a lot

Activities  
they are  
interested in  
in the next 12  
months



Artist talks or  
interviews



Small bookable  
tours



Opening  
receptions



Late Night Art

Safety and  
Comfort:  
What  
Audiences  
Want



- Hand sanitiser
- 'Kite mark' for venues
- Use of masks
- Queue management



- Toilet restrictions
- No handouts/info
- Public transport
- Pre-booking a time slot

Past Digital  
Engagement

**82%**  
have engaged with  
visual arts online

**Over half have:**

- Watched artist talks
- Taken a virtual tour
- Or looked at past exhibitions

Future  
Digital  
Engagement

**88%**  
are interested in  
visual arts online

**Half**

are undecided  
whether they'd pay  
for it or not