

City of London

Audience Insights

Phase 2: Population survey

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Summary & Key Questions Answered

The purpose of this research was to answer some critical questions about audience potential which would help to inform thinking about the Cultural Strategy.

In this Summary, we draw some conclusions from analysis presented in great depth in the body of this Report, to answer the main research questions the survey was designed to answer: how big is the potential audience? What is it like? How is City as a cultural destination perceived? What cultural activities appeal to potential audiences?

A next-stage report will extrapolate indicative answers relating to new questions that have emerged during strategy development.

Where is the potential market and how big is it?

Phase 1 of this research showed us that the [catchment area](#) for the City's cultural offer extends across London into all the home counties, within an **approximately 90minute drivetime**. People come from all of Essex, large parts of Kent, Surrey and Sussex as well counties to the west and north. Phase 2 has shown us that around **70% of the population** in this area do cultural things, and are therefore considered "**in the market**".

The total market size in this area then is estimated at about 10million.

How frequently do audiences engage?

On average, these people had engaged with three or four of the varied forms of cultural activity we proposed over the past 2 years. Most **people engage occasionally**, with only a very small number of "super-engagers" likely to be in the market to visit frequently, or get to know the City and its cultural offer really well.

We note that booking data from *Audience Answers*¹ shows that people are likely to do things more often **closer to home**, only tending to travel over 45 minutes for cultural events which are for a special occasion or with blockbuster status. **Although potential**

¹ [Audience Answers](#) is The Audience Agency's data-sharing programme, including a national data set of bookers drawn from over 500 cultural organisations over the past 10+ years. Analysis using Audience Answers was undertaken during Phase 1 of this research programme

decreases over distance, it is worth noting that people evidently can and do travel to the City for big-ticket or particularly relevant programming.

What are potential audiences interested in?

The **most visited were museums**: 43% had visited one in the period, and 54% thought they might be interested in visiting a museum in the City. Around a third had been to a **heritage site**, and over a third to a **performing arts** event – nearly half of respondents thought they might visit a major venue in the City in future. **Pop-up markets** – e.g. food, craft, or fashion were also a popular choice: nearly 40% though they might visit. More niche – and less available - activities, like literature events or creative workshops, attract far lower, single-figure proportions. In other words, **market size differs significantly for different types of experience**.

How interested are potential audiences in the City?

All in all, the research shows that there is **plenty of audience headroom** in general, with a large available market, **willing and interested to come to the City** for their cultural fix.

They are also busy elsewhere, however, and the **City will have to compete** with the rest of London and the South East for much of this market. Paying attention to the most productive areas from which the City regularly attracts audiences will help focus resources. And this research also highlights the importance of developing and communicating **a distinctive vibe and feel**: a large majority of people are in search of a **“unique experience”**. There are large potential audiences for places with **“a lively atmosphere”**, with **“historical surroundings”**, a **“calm atmosphere”** or community feel.

This highlights the challenge, however: different **people are looking for different kinds of experiences**, and the City has the potential to respond to many of them. Unlike other destinations, The City does have what it takes to cultivate a lively, urban vibe, alongside and amplifying its uniquely engaging history.

At the moment, people are **more likely to associate the City with its history** and establishment connections: the words most commonly used to describe it were: **“historic”** (56%), **“interesting”** (48%), and **“expensive”** (46%). **“Vibrant”** and **“creative”** do feature, but are far more **“mid-table”**. There is work to be done to reposition its more contemporary appeal, and communicate new directions and lesser-known assets. Significantly, people were least likely to describe it as **“boring”**, **“generic”** or **“confusing”**.

Are potential audiences all the same?

This research goes a long way to identify **distinct audiences** for the different experiences the City has on offer, or may develop in the future. There is a good deal of important detail in this report on the **preferences and interests of different demographic groups** and identified **target groups**: core art-market, people who work in the City, people who live locally, cultural tourists.

Most significantly, however, we can see a **clear distinction** between those **interested in contemporary and emerging culture** and other groups. They form a distinctive group predominantly in terms of taste – the things they are interested or motivated by – but there are also to some extent differences in terms of geography and demographic characteristics. Other **interesting segments can also be identified**, including those very focused on history, on family visits and being part of a community.

The **final phase on this research** will focus on developing these “segments” and linking them meaningfully to the strategy.

Background

Purpose



This Phase 2 survey builds on previous phases of research

Phase 1 of the research highlighted the following gaps in the existing literature about audiences for cultural activity in the City of London:

- Size of market
- Perceptions of the City as a place to experience culture
- Activity preferences

Whilst insights are available for some of these areas, they are not robust or consistent enough across different audience and activity types to support activity planning, and generally do not describe the entirety of the market.

For example, much of the available research describes those who currently visit the City for leisure or work, rather than taking a whole-market view of those who would consider the City as a destination for arts and culture but don't currently do so. As such, this research addresses emerging potential audiences as well as more traditional City visitors and workers, and ensures groups which have been under-represented in previous research (for example global majority ethnic groups and those in lower NS-SEC categories) are represented in the findings.

Overall, the purpose of this research is to produce quantitative data – that is, insights which can be expressed in numbers - to reveal overall and relative sizes (of markets and impacts) and strengths (of opinions, perceptions and offers).

Methodology

Online panel survey

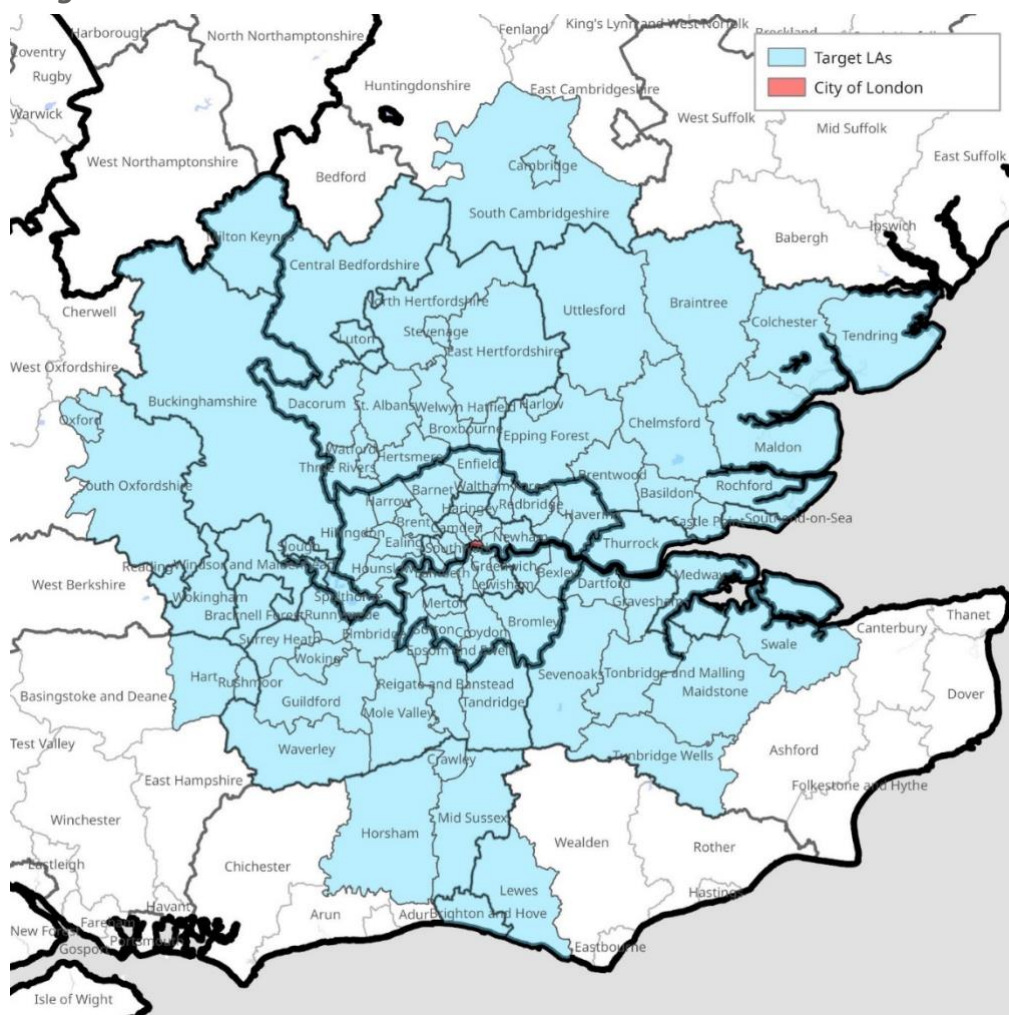
An online panel survey was conducted to achieve a representative sample of the population, to ensure an accurate estimate of the market size for arts and culture, and to ensure the sample of those in the market were also representative of all those in the market.

The survey was live between Thursday July 24th 2025 and Thursday August 7th 2025.

Target population

The target population was adults (aged 18+) resident in the target area, defined as contiguous LAs which together account for approx. 80% of current audience (based on previous research). A full list of target area Local Authorities is given in the appendices.

Target area Local Authorities



Targeting, quotas and weighting

Targets (i.e. who the survey was offered to), quotas (i.e. hard limits for certain demographic groups), and weighting (i.e. boosting the prominence of under-sampled groups in the analysis) were used to describe the population of the target area as closely as possible.

Due to the survey requiring a maximum of 1,500 responses overall, and a maximum of 1,000 responses from people in the market, it was not possible to gain a perfectly representative sample, though it is close enough to be considered a solid foundation on which to understand the market.

The sample breaks down as follows:

Question/answer code	Population	Sample (unweighted)	Sample (weighted)
<i>Base</i>	14,269,479	1,363	1,363
Which region do you live in?			
East of England	22%	16%	21%
South East	30%	27%	31%
London	49%	56%	48%
What is your age?			
18 to 19	3%	2%	4%
20 to 24	8%	6%	9%
25 to 34	20%	20%	16%
35 to 44	19%	20%	18%
45 to 54	17%	16%	16%
55 to 64	15%	16%	17%
65 to 74	10%	11%	11%
75 or older	9%	9%	10%
What is your sex?			
Female	51%	46%	49%
Male	49%	54%	51%
What is your ethnic group?			
White British	56%	63%	62%

White Other	13%	9%	9%
Asian or Asian British	14%	10%	11%
Black or Black British	8%	13%	12%
Mixed/multiple ethnic groups	4%	4%	4%
Other	4%	1%	2%
NS-SEC category			
Higher managerial, administrative and professional occupations	38%	56%	40%
Intermediate occupations	11%	10%	11%
Small employers and own account workers	11%	8%	11%
Lower supervisory and technical occupations	4%	9%	4%
Semi-routine and routine occupations	18%	9%	16%
Full-time students	8%	3%	9%
Long-term unemployed or never worked	8%	5%	8%
Highest education level achieved			
No qualifications	19%	6%	7%
Level 1	9%	10%	12%
Level 2	12%	10%	10%
Apprenticeship	4%	3%	3%
Level 3	15%	19%	23%
Level 4 and above	41%	53%	45%

In the market?

As we know the total adult population size for the target area, if we know the percentage of respondents who are in the market we can estimate the total market size (population * % of sample in the market).

Respondents counted as “in the market”, and qualified for the second part of the questionnaire, if they had taken part in one or more qualifying leisure activities in the past two years. Those who had not done any qualifying activities were classed as “Not in the market” and ended the questionnaire at this point.

Qualifying activities (Done in the last two years)	Other activities (Done in the last two years)
Gone to a concert	Gone on holiday overseas
Gone to a visual arts or crafts exhibition	Gone on holiday in the UK
Visited a museum or gallery	Visited the cinema
Gone to the theatre	Been to a sports event
Gone to a comedy event	Taken part in sports
Gone to a dance performance	Gone to the gym
Attended an outdoor festival or carnival	Gone out for dinner
Participated in a creative workshop	Visited a park
Visited a historic house or other heritage site	Been to a food market
Attended a fashion event	Done some gardening
Attended a literature event or festival	Gone walking/hiking
	Been to a theme park or other visitor attraction
	I haven't done any of these in the last 12 months

Differences between demographic groups

Differences between age groups, ethnic groups, and people in each NS-SEC category are noted for each theme explored. In order to only highlight the most notable differences, they are only listed when:

1. The result is the **highest or lowest** amongst the groups

2. A **statistically significant**² difference exists between those in the listed group and those in at least one other group
3. At least a **10% difference** is seen between this result and the overall result

This ensures that all noted differences are likely to be real (i.e. not a result of sampling error) and different enough from how the population as a whole responded to be meaningful.

Where a difference is *not* noted, this means that one or more of the above criteria were not met. For example, the difference may be statistically significant but still similar the overall picture, or large but based on too small a sample size to be confident of the result, or both robust and large but less significant than another difference between groups on this measure.

² Z-test at the 90% confidence level means that we would expect to see the same result nine out of ten times if the survey was re-run on a random sample of the same population

Sample size

The survey had two stages; the first to determine market size, and the second to understand the preferences of those in the market.

The first stage, the results from which represent the population as a whole, achieved a sample size of 1,363 respondents, giving an overall margin of error of $\pm 2.7\%$ at the 95% confidence level.

The second stage of the survey, representative of those in the market, achieved a sample size of 1,019 respondents, giving an overall margin of error of $\pm 3.1\%$ at the 95% confidence level.

The margin of error in responses to individual questions will vary based on the number of people who answered that question, and the conclusiveness of the response (i.e. whether closer to 50% or 0%/100% of people gave that particular answer).

Results are given for each question in the survey; where the sample size was sufficient for seeing statistically significant differences between demographic groups this has also been noted.

Split samples

After selecting activities undertaken in the past 12 months, respondents were asked in-depth questions about up to three of these activities. If four or more activities had been selected, questions were asked the three activities which up to that point had been the least selected amongst the whole sample.

This approach was taken to ensure the survey was a reasonable length for all respondents, and to achieve a useful sample size for each activity. The sample size for these questions was:

- | | |
|---|--|
| → Performances at large, established venues: 321 | → Museums, historic houses or traditional galleries: 326 |
| → Performances or events at small or independent venues: 267 | → Historic neighbourhoods: 248 |
| → Cultural events in non-traditional venues: 155 | → Pop-up food, craft, or fashion markets: 272 |
| → Carnivals or outdoor cultural festivals in a city: 240 | → Family-focused arts events or festivals: 174 |
| → Contemporary or experimental art exhibitions or events: 155 | → Participatory arts events, classes, workshops or cultural talks: 120 |

The market for arts and culture in the City

Summary

From a representative sample of 1,363 adults (aged 18+), the estimated market size for arts and culture activities is estimated to be **10.2 million people** resident in the target area.

- **72% of the whole population** of the target area are estimated to be in the market. When we look at how this varies by demographic, the following are more likely than others to be in the market:
 - + Those aged 25 to 44 (75% of whom are in the market)
 - + Females (76% of whom are in the market)
 - + People educated to degree level or higher (81% of whom are in the market)
 - + People in higher managerial, administrative and professional occupations (80% of whom are in the market)
 - + People in the higher engagement Audience Spectrum segments (75% of whom are in the market)
- The most under-represented demographics in the market, i.e. those likely to be the most difficult to reach and often historically least well served, are:
 - Those aged 45 to 64 (69% of whom are in the market against a baseline of 72% of the whole population)
 - Males (68% of whom are in the market)
 - People educated to GCSE level or lower (59% of whom are in the market)
 - People in semi-routine and routine occupations (62% of whom are in the market)
 - People who are long-term unemployed or who have never worked (52% of whom are in the market)
 - People in the lower engagement Audience Spectrum segments (66% of whom are in the market)

Results

Overall

All respondents were asked which of a list of activities they had done in the past two years, in any context (i.e. any location, reason or frequency). Those who had done one or more qualifying activity (i.e. a relevant arts and culture activity) were considered “in the market” for similar activity in the City of London, given their relative ease of access to the City.

- 72% of respondents had taken part in at least one qualifying activity in the past two years.
- This equates to a market size of 10.2 million people in the target area
- Of the individual activities, those with the largest market size (i.e. the most widely undertaken) were:
 - + Museum or gallery (43% of all respondents)
 - + Concert (36%)
 - + Historic house or heritage site (35%)
- Those with the smallest market size were:
 - Fashion event (7% of all respondents)
 - Creative workshop (7%)
 - Literature event or festival (6%)
- Amongst the whole population, people had done on average 2.3 types of qualifying activities in the past two years. Amongst just those in the market, the average was 3.3 types of activity.

Market size per activity

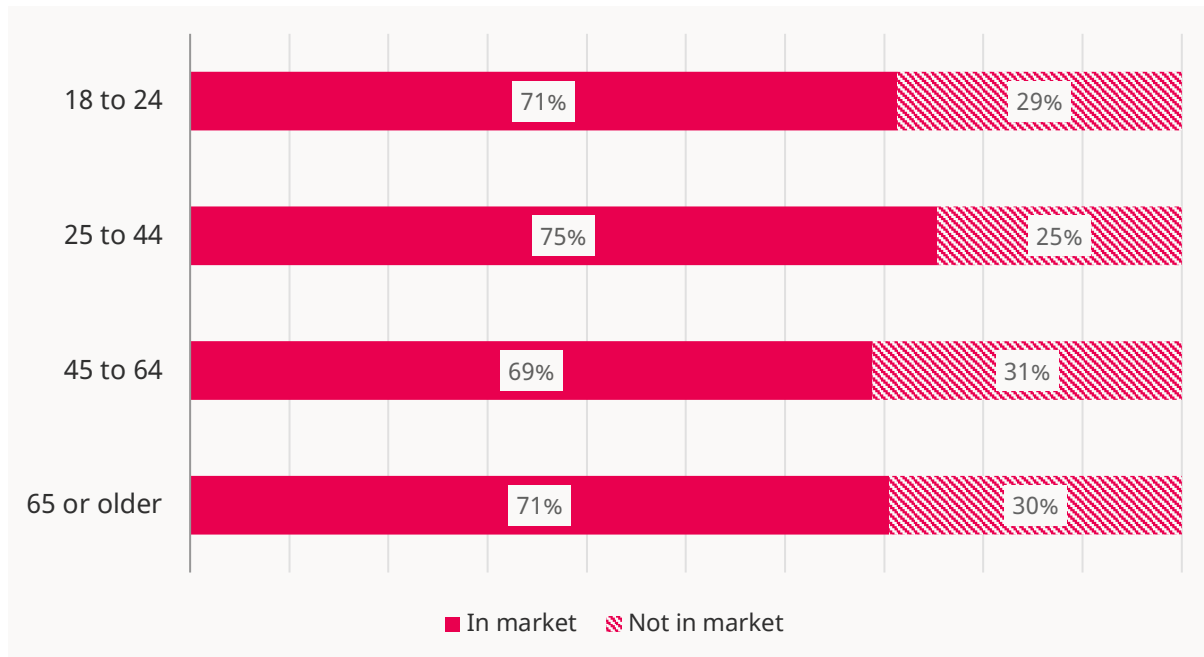
Activities undertaken in the past two years	% of all respondents	Estimated market size
<i>Base</i>	<i>1,363</i>	<i>14.3 million</i>
<i>Any qualifying activities</i>	<i>72%</i>	<i>10.2 million</i>
Gone to a concert	36%	5.1 million
Gone to a visual arts or crafts exhibition	14%	1.9 million
Visited a museum or gallery	43%	6.2 million
Gone to the theatre	35%	5 million
Gone to a comedy event	15%	2.1 million
Gone to a dance performance	11%	1.6 million
Attended an outdoor festival or carnival	25%	3.5 million
Participated in a creative workshop	7%	1 million
Visited a historic house or other heritage site	35%	5.1 million
Attended a fashion event	7%	1 million
Attended a literature event or festival	6%	0.8 million

By demographic group

The demographic groups which showed the highest propensity for arts and culture activities compared to the population as a whole were:

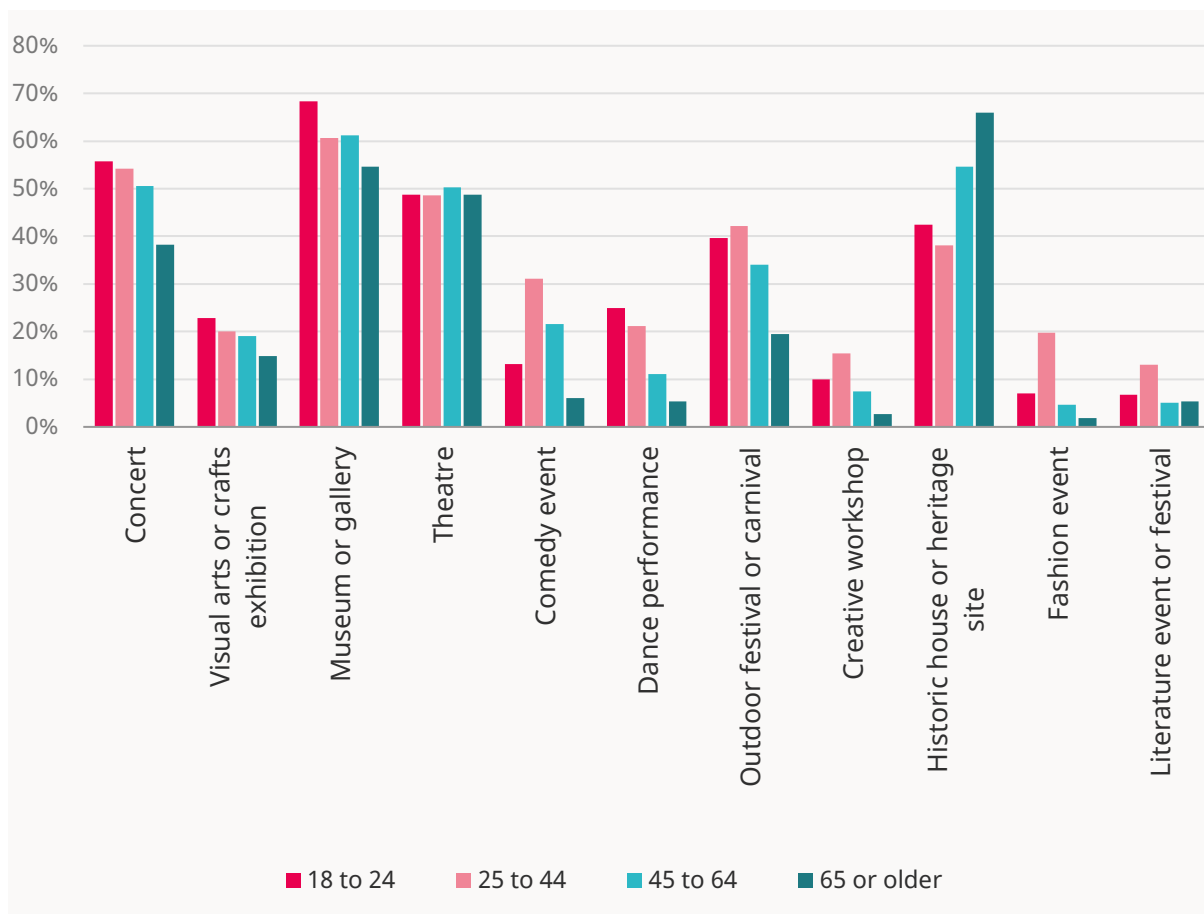
- People who hold a degree or higher (81% in the market, 19% not in the market)
- Those in higher managerial, administrative and professional occupations (80% in the market, 20% not in the market)
- Full-time students (78% in the market, 22% not in the market)

In market or not by Age group



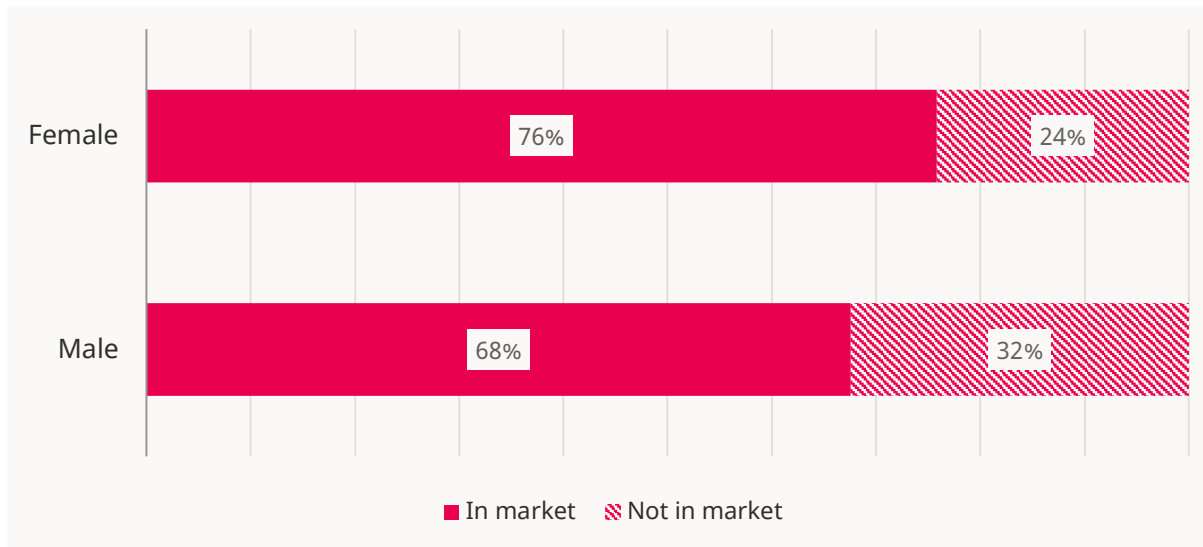
Base: Population (1,363)

Relevant activities undertaken in past two years by Age group



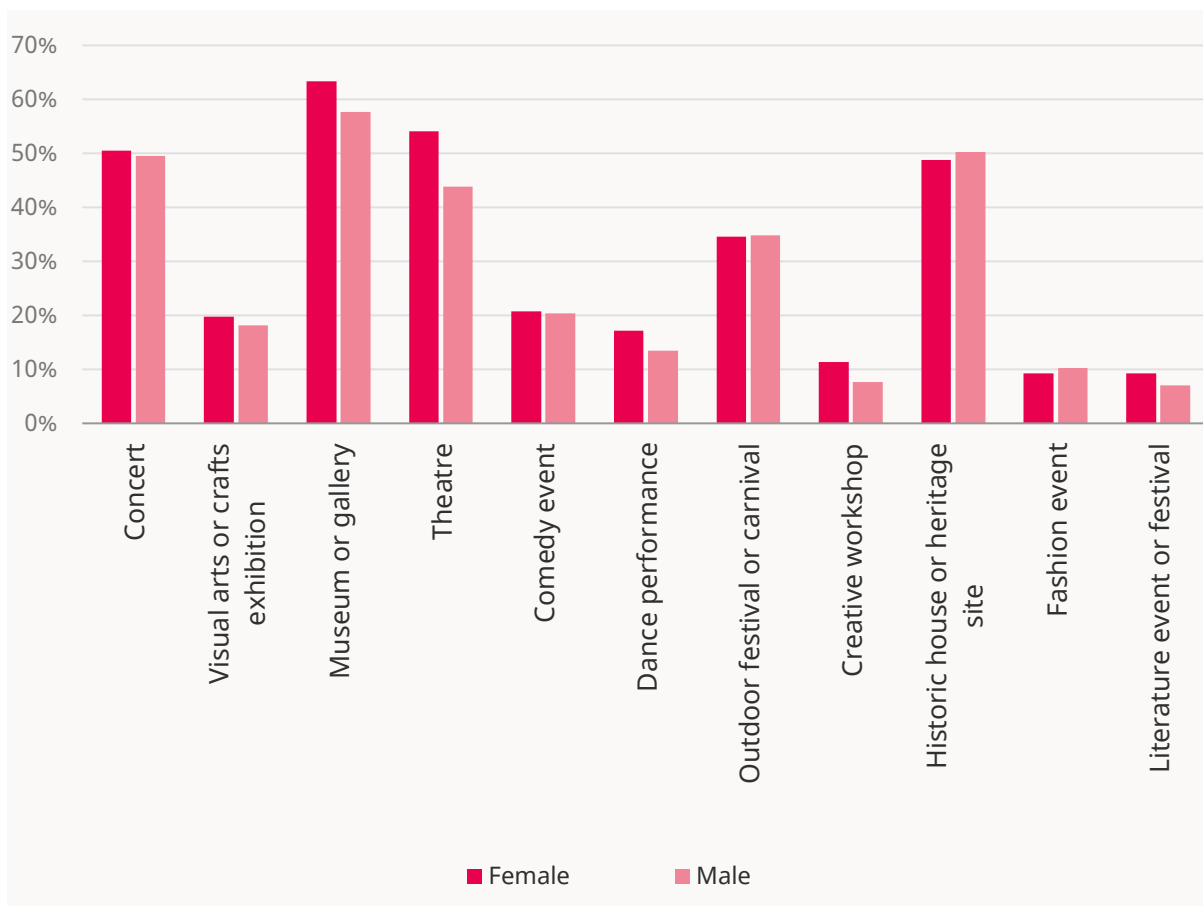
Base: Those in market (1,019)

In market or not by Sex



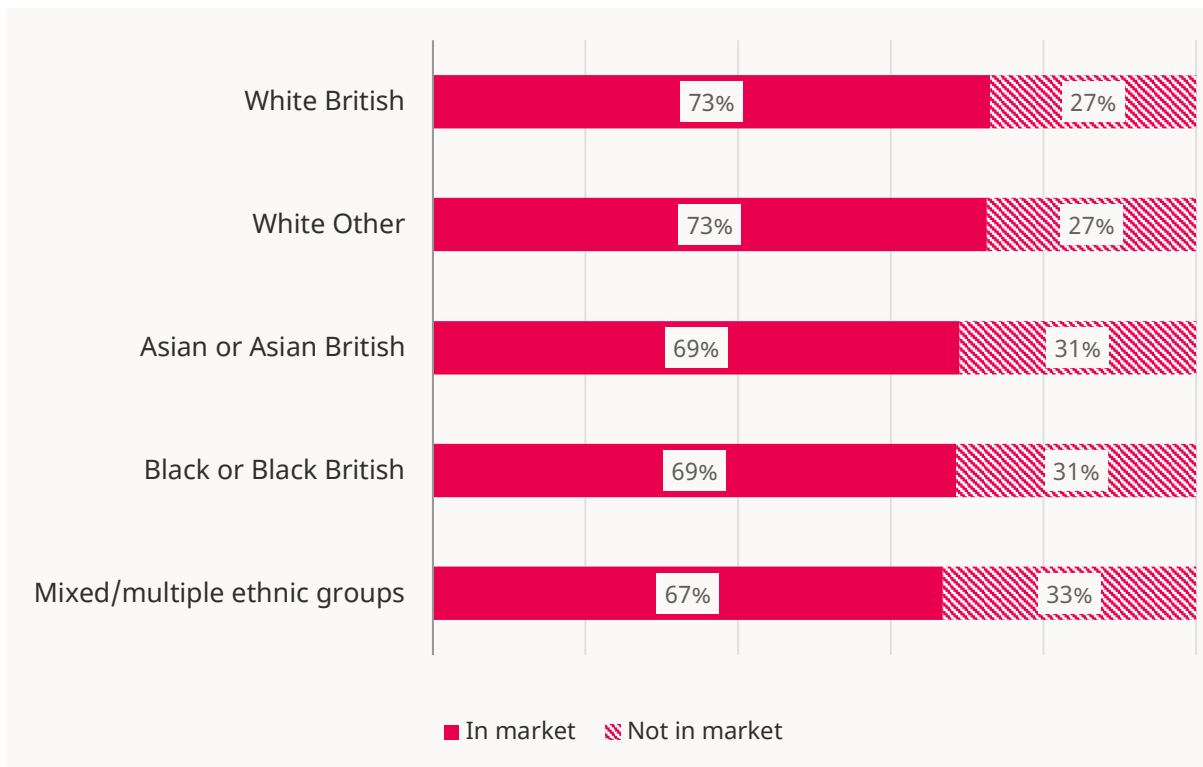
Base: Population (1,363)

Relevant activities undertaken in past two years by Sex



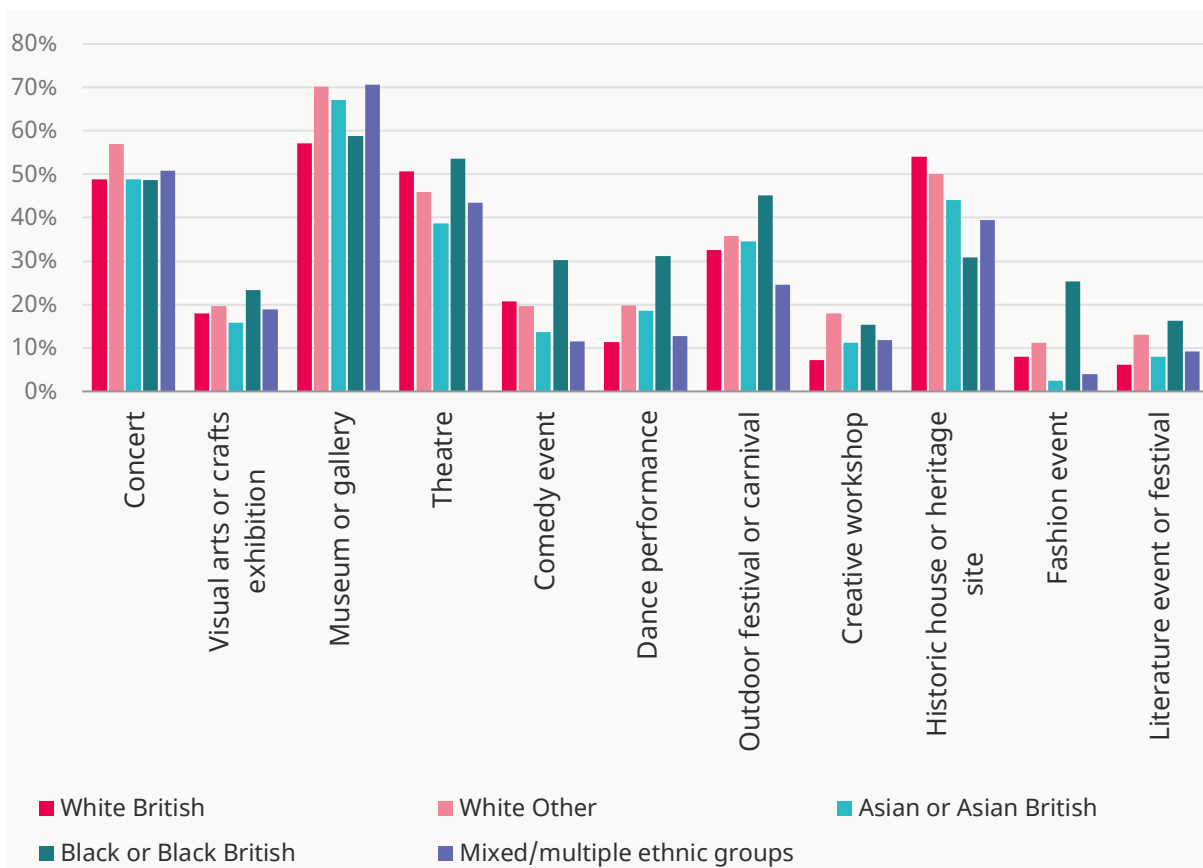
Base: Those in market (1,019)

In market or not by Ethnic group



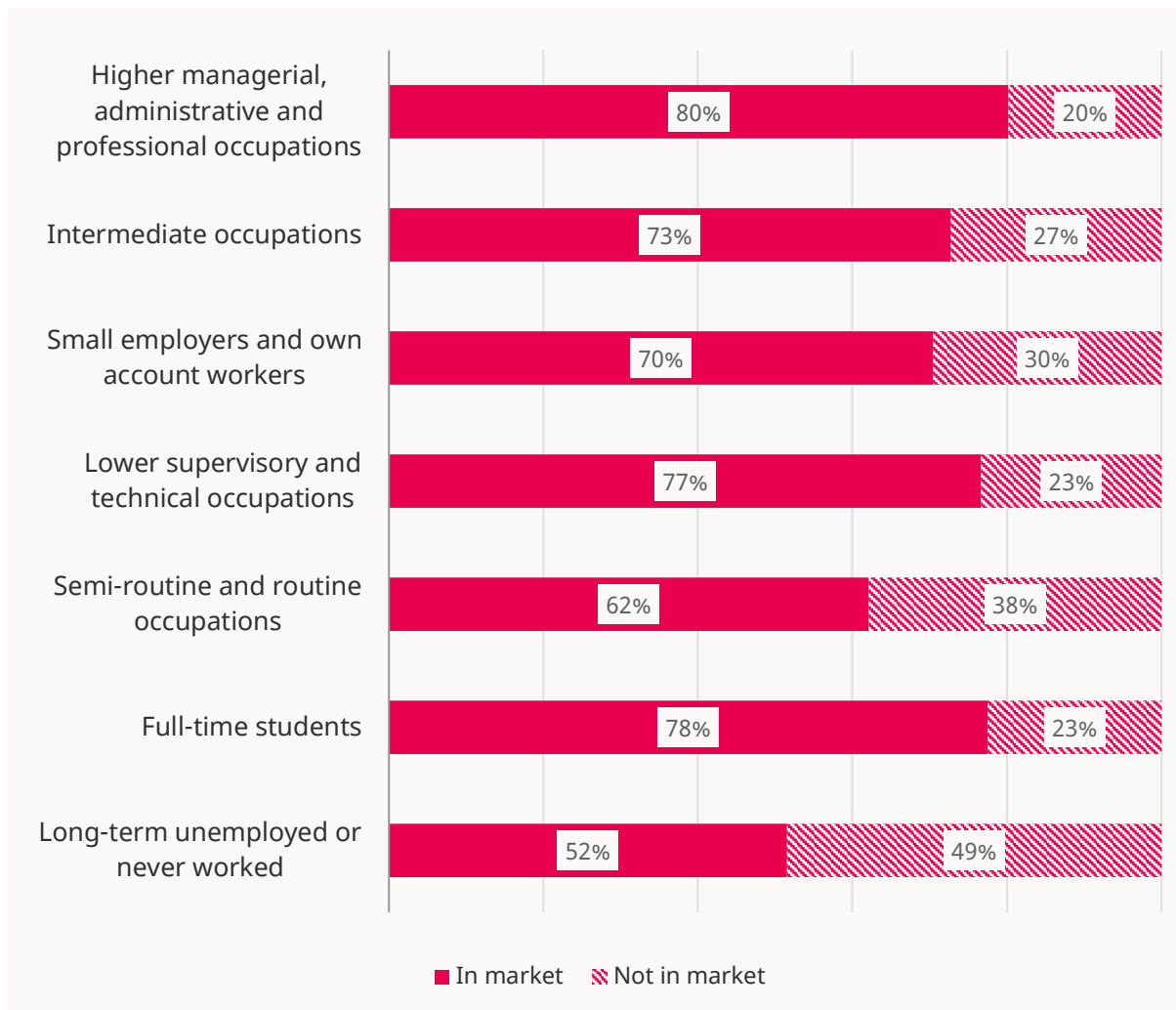
Base: Population (1,363)

Relevant activities undertaken in past two years by Ethnic group



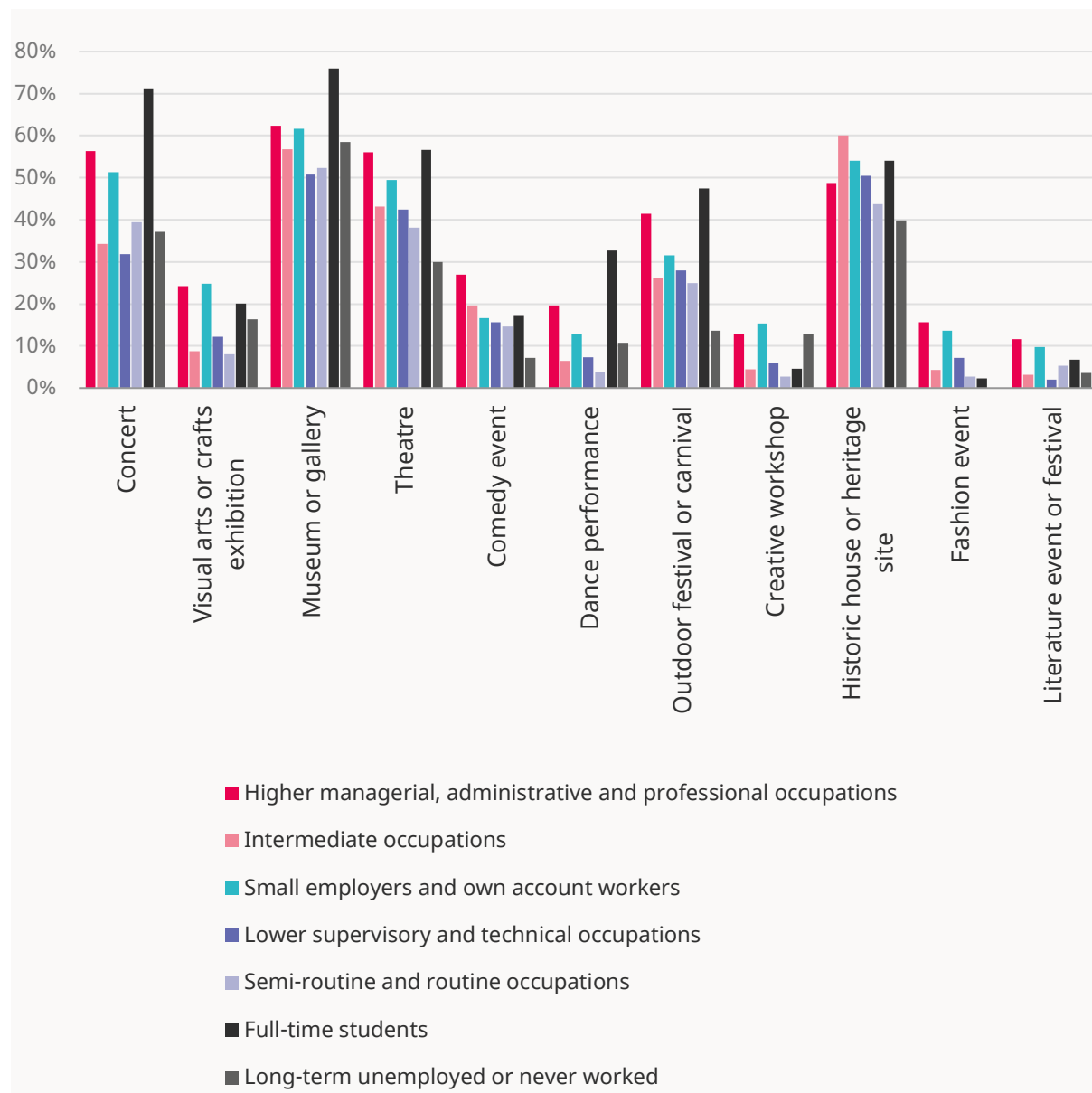
Base: Those in market (1,019)

In market or not by NS-SEC category



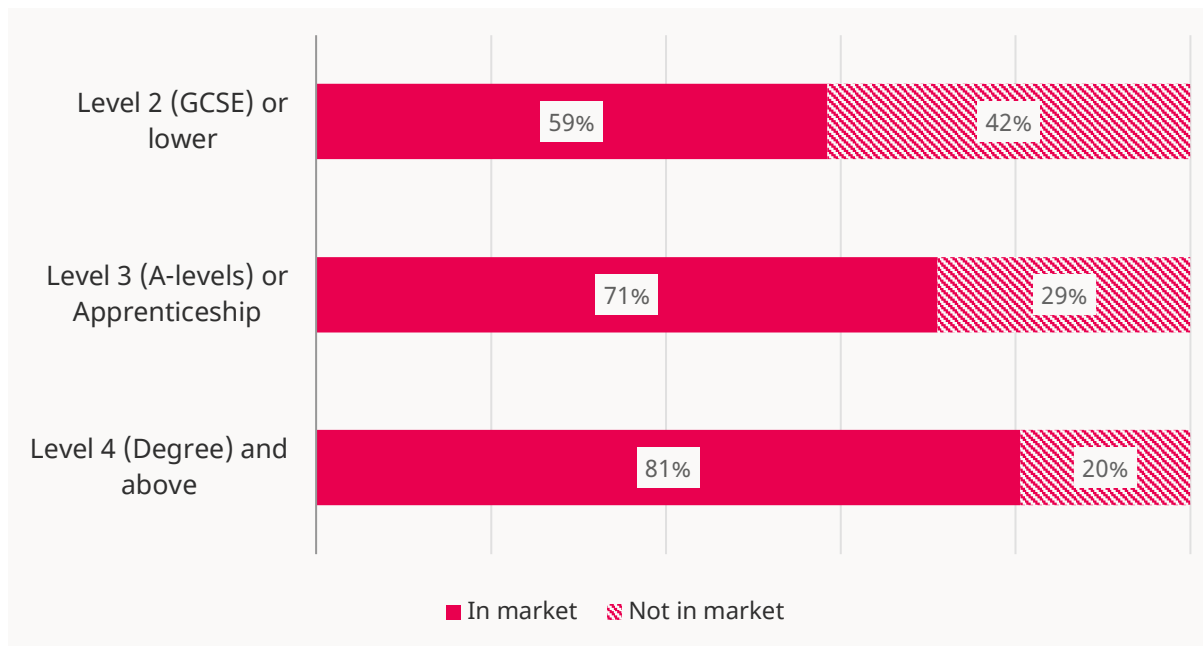
Base: Population (1,363)

Relevant activities undertaken in past two years by NS-SEC category



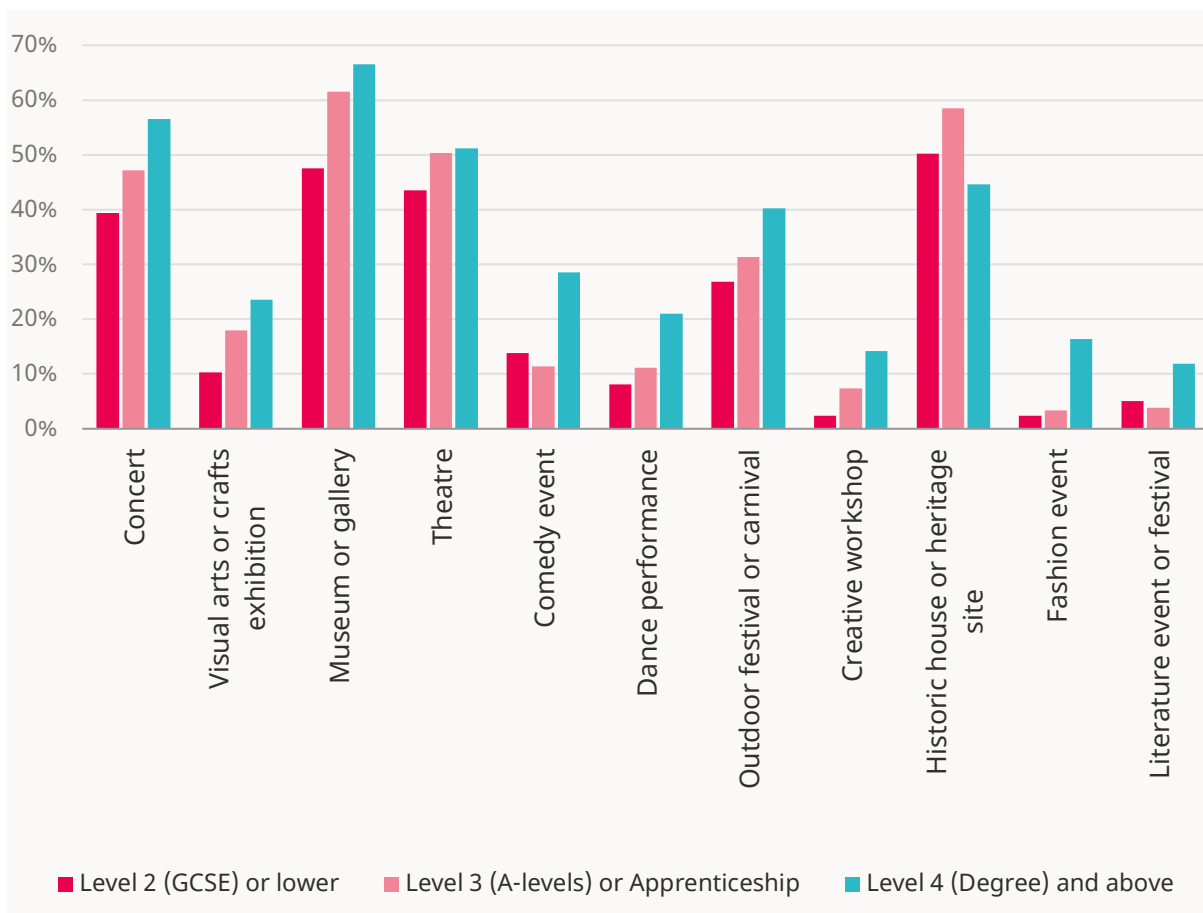
Base: Those in market (1,019)

In market or not by Highest level of education



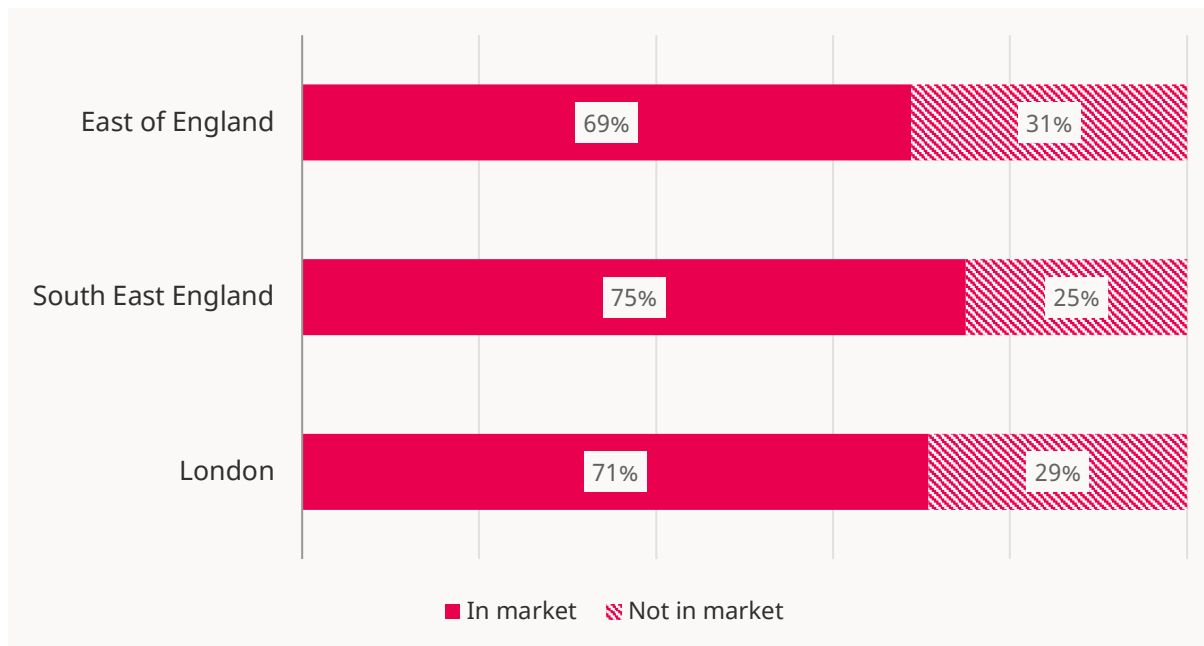
Base: Population (1,363)

Relevant activities undertaken in past two years by Highest level of education



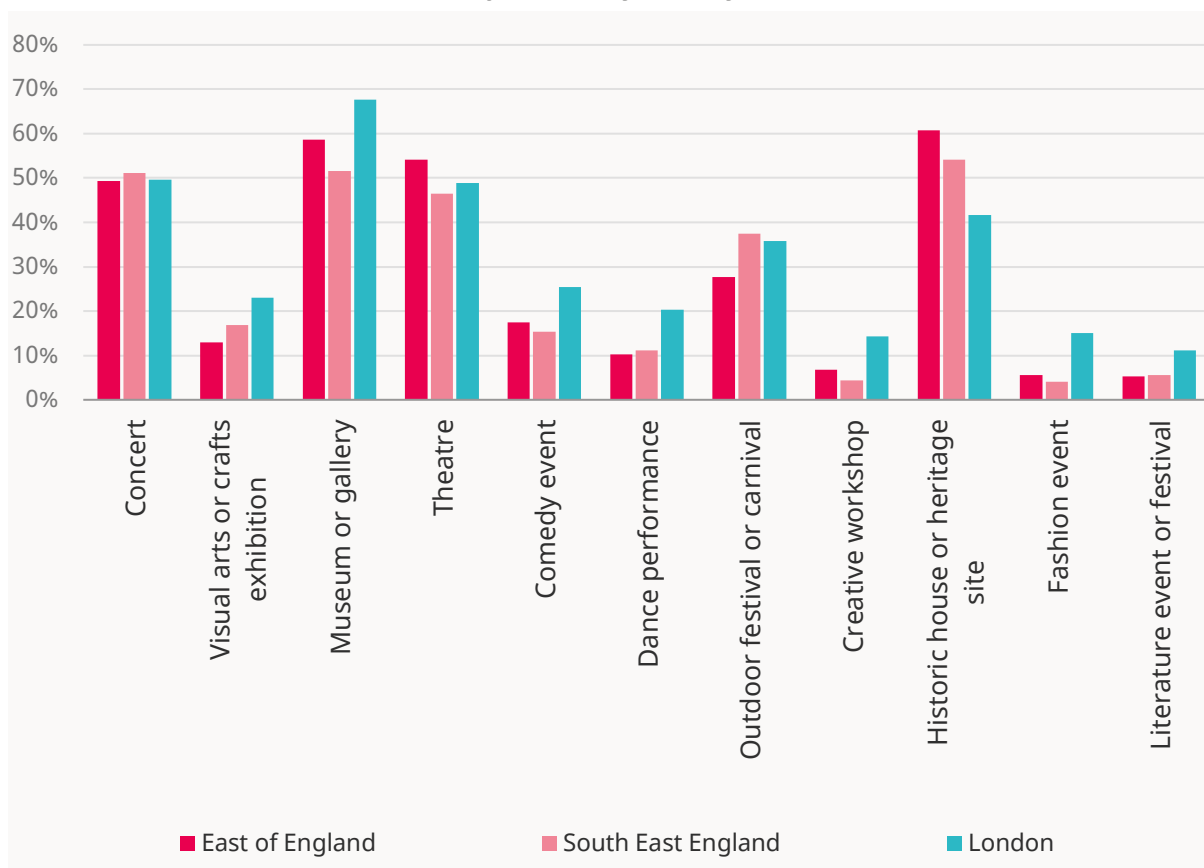
Base: Those in market (1,019)

In market or not by Location



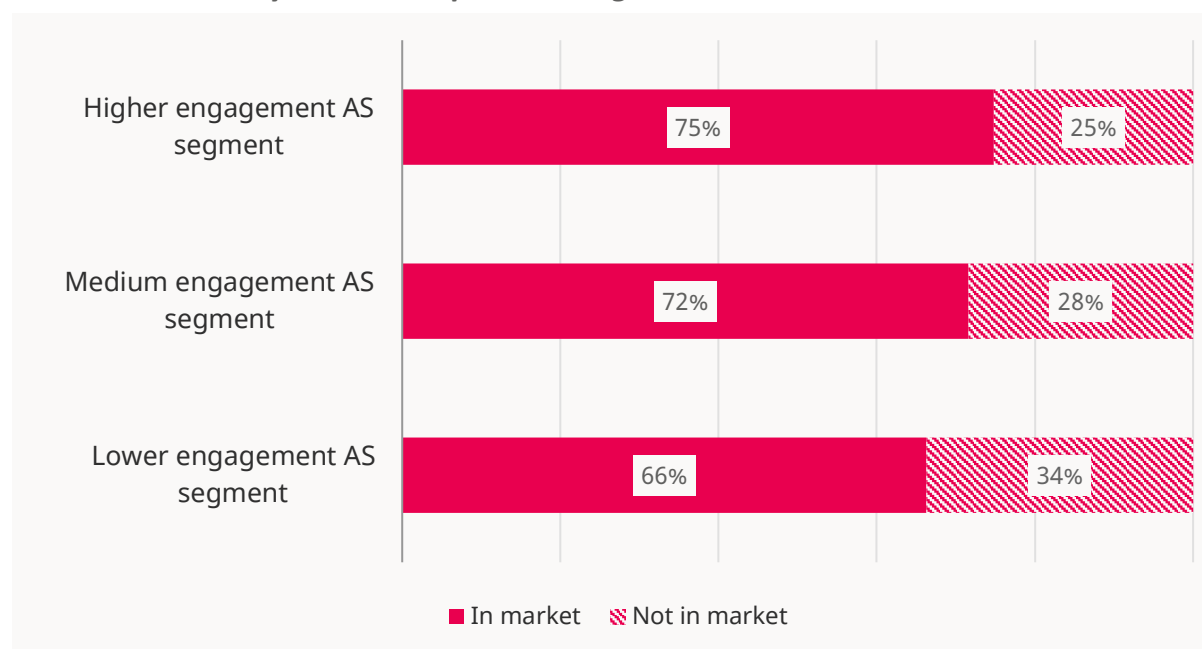
Base: Population (1,363)

Relevant activities undertaken in past two years by Location



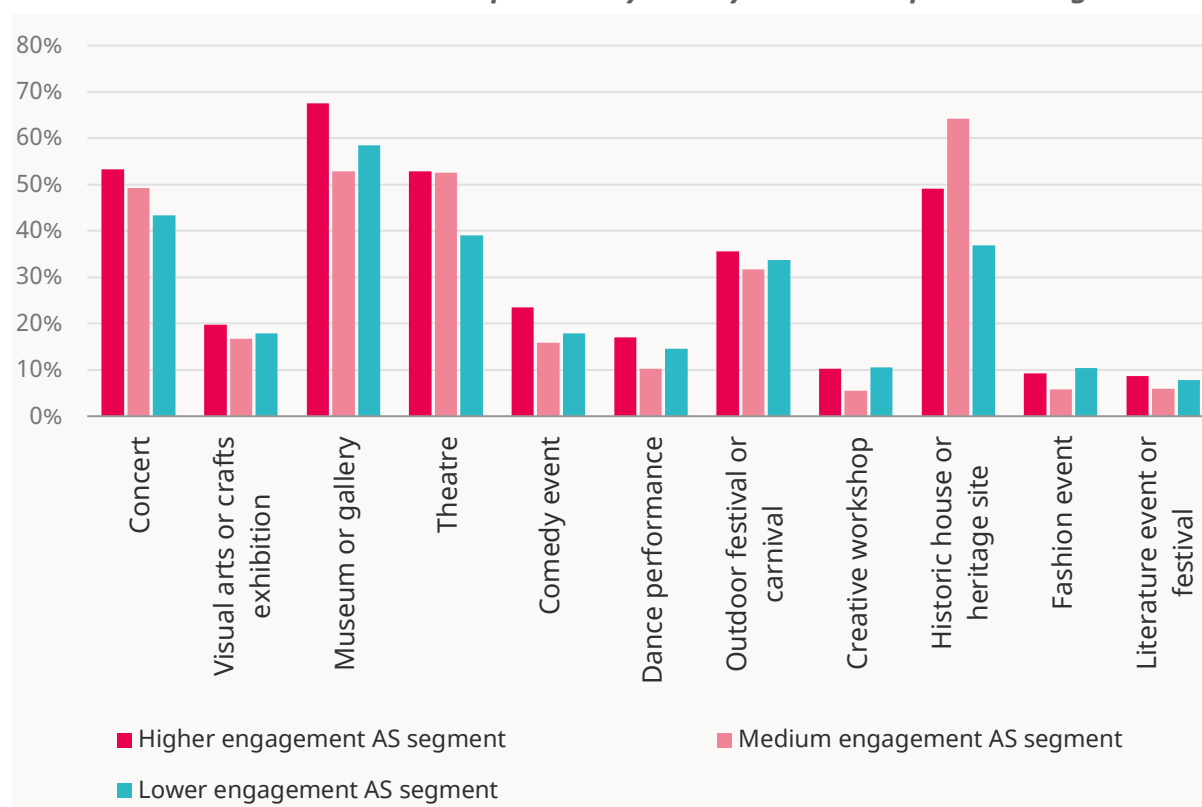
Base: Those in market (1,019)

In market or not by Audience Spectrum segment



Base: All respondents with a valid postcode (1,305)

Relevant activities undertaken in past two years by Audience Spectrum segment



Base: Those in market with a valid postcode (959)

Arts/culture activity undertaken in London

Summary

The activities most widely undertaken in London amongst those in the market were:

- Visited a museum, historic house or traditional gallery (62% done in the last 12 months)
- Gone to a performance in a large, established theatre, concert hall, cinema or arts centre (54%)
- Gone to a pop-up food, craft, or fashion market (36%)

Motivations, types of areas, and preferences for amenities and experiences varied across all activities. However the following were the most highly ranked overall:

- | | |
|--|--------------------------------------|
| → Motivations: | → Amenities: |
| - Enjoying the atmosphere | - Feeling safe |
| - Having fun | - Affordable places to eat and drink |
| - Spending quality time with friends or family | - Places to sit |
| → Types of areas: | → Experiences: |
| - Areas with a lively atmosphere | - That it's a unique experience |
| - Historical surroundings | - That it's inexpensive |
| - Areas with a calm atmosphere | - That it's a new experience |

A summary of all responses for each activity is available in the appendices.

What are people doing?

Summary

Respondents who are in the market for arts and culture (i.e. lived in the target area and had done a relevant activity in the prior two years) were asked what types of arts and cultural activity they had undertaken in the past 12 months, in alignment with the types of content being considered as part of the City's Cultural Strategy. This question determined which activities respondents would be asked about in more detail, but also reveals some deeper insight into activities undertaken relatively recently.

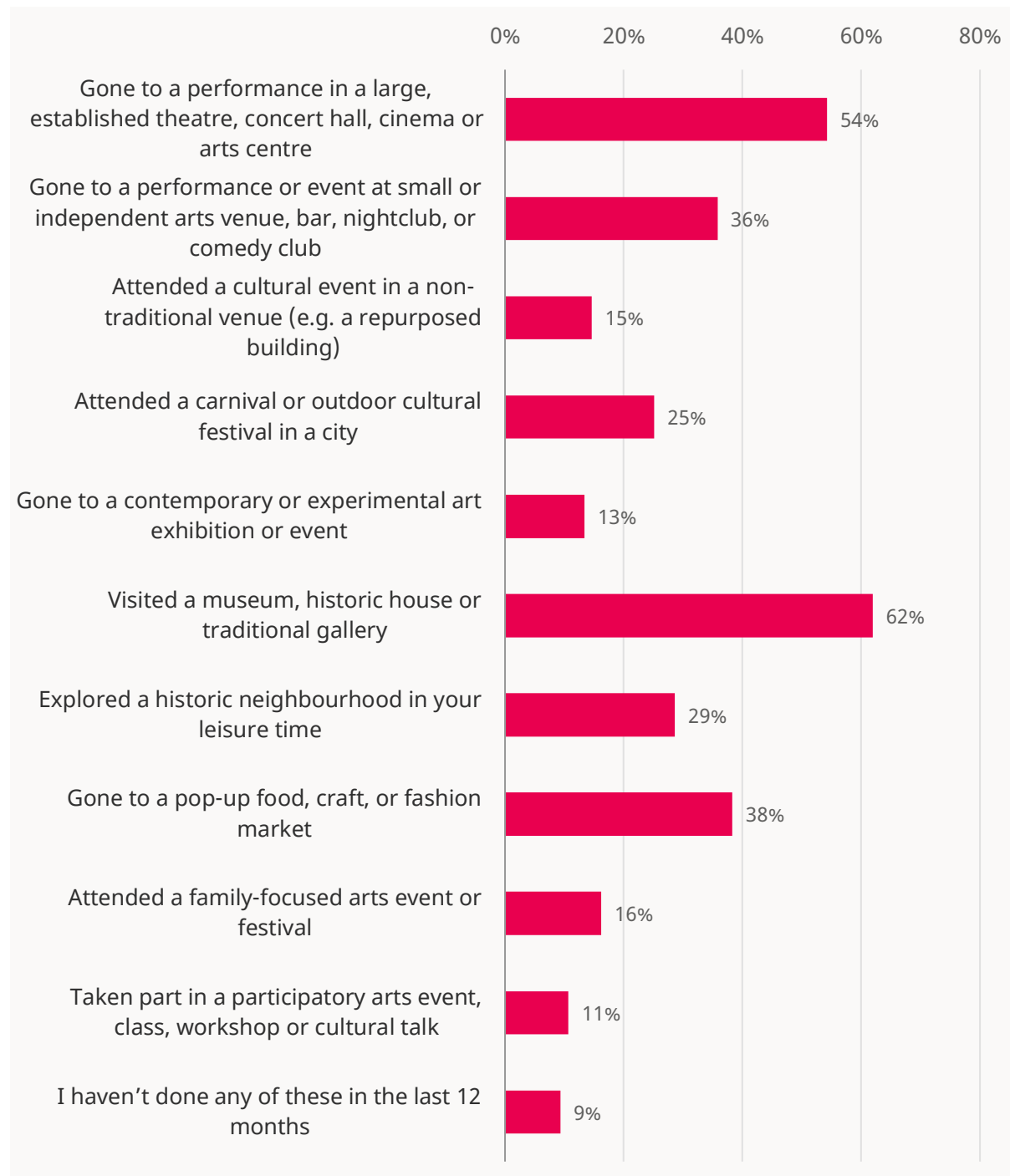
91% of those previously identified as in the market had done at least one of these activities in the past 12 months. Overall, the activities most widely undertaken were:

- Visited a museum, historic house or traditional gallery (62% done in the last 12 months)
- Gone to a performance in a large, established theatre, concert hall, cinema or arts centre (54%)
- Gone to a pop-up food, craft, or fashion market (36%)

The least widely undertaken activities were:

- Taken part in a participatory arts event, class, workshop or cultural talk (11% done in the last 12 months)
- Gone to a contemporary or experimental art exhibition or event (13%)
- Attended a cultural event in a non-traditional venue (e.g. a repurposed building) (15%)

Have you done any of the following in the last 12 months?



Base: All respondents in market (1,019)

Notable differences between demographic groups

Age

- + More likely to have attended a cultural event in a non-traditional venue if aged 18 to 24 (25% vs. 15% of all respondents)

- + More likely to have attended a carnival or outdoor cultural festival in a city if aged 25 to 44 (38% vs. 25% of all respondents)
- + More likely to have gone to a pop-up food, craft, or fashion market if aged 18 to 24 (51% vs. 38% of all respondents)
- + More likely to have attended a family-focused arts event or festival if aged 25 to 44 (30% vs. 16% of all respondents)
- Less likely to have gone to a performance or event at small or independent arts venue, bar, nightclub, or comedy club if 65 or older (17% vs. 36% of all respondents)
- Less likely to have attended a cultural event in a non-traditional venue (e.g. a repurposed building) if 65 or older (3% vs. 15% of all respondents)
- Less likely to have gone to a pop-up food, craft, or fashion market if 65 or older (19% vs. 38% of all respondents)
- Less likely to have attended a family-focused arts event or festival if 65 or older (4% vs. 16% of all respondents)

Ethnic group

- + More likely to have gone to a performance in a large, established theatre, concert hall, cinema or arts centre if in an "other" ethnic group (76% vs. 54% of all respondents)
- + More likely to have attended a cultural event in a non-traditional venue if Black or Black British (25% vs. 15% of all respondents)
- + More likely to have attended a carnival or outdoor cultural festival in a city if Black or Black British (46% vs. 25% of all respondents)
- + More likely to have gone to a contemporary or experimental art exhibition or event if in an "other" ethnic group (38% vs. 13% of all respondents)
- + More likely to have explored a historic neighbourhood in your leisure time if White Other (43% vs. 29% of all respondents)
- + More likely to have attended a family-focused arts event or festival if Black or Black British (36% vs. 16% of all respondents)
- + More likely to have taken part in a participatory arts event, class, workshop or cultural talk if Black or Black British (23% vs. 11% of all respondents)

- Less likely to have gone to a performance in a large, established theatre, concert hall, cinema or arts centre if Mixed/multiple ethnic group (31% vs. 54% of all respondents)
- Less likely to have attended a carnival or outdoor cultural festival in a city if in an "other" ethnic group (4% vs. 25% of all respondents)
- Less likely to have explored a historic neighbourhood in your leisure time if Mixed/multiple ethnic group (8% vs. 29% of all respondents)

NS-SEC category

- + More likely to have gone to a performance in a large, established theatre, concert hall, cinema or arts centre if in a higher managerial, administrative or professional occupation (65% vs. 54% of all respondents)
- + More likely to have attended a cultural event in a non-traditional venue if a full-time student (30% vs. 15% of all respondents)
- + More likely to have gone to a pop-up food, craft, or fashion market if a full-time student (65% vs. 38% of all respondents)
- + More likely to have not done any of the listed activities if long-term unemployed or never worked (21% vs. 9% of all respondents)
- Less likely to have gone to a performance in a large, established theatre, concert hall, cinema or arts centre if long-term unemployed or never worked (37% vs. 54% of all respondents)
- Less likely to have gone to a performance or event at small or independent arts venue, bar, nightclub, or comedy club if in an intermediate occupation (23% vs. 36% of all respondents)
- Less likely to have attended a carnival or outdoor cultural festival in a city if long-term unemployed or never worked (10% vs. 25% of all respondents)
- Less likely to have explored a historic neighbourhood in your leisure time if long-term unemployed or never worked (13% vs. 29% of all respondents)
- Less likely to have gone to a pop-up food, craft, or fashion market if long-term unemployed or never worked (22% vs. 38% of all respondents)
- Less likely to have taken part in a participatory arts event, class, workshop or cultural talk if in a semi-routine or routine occupation (0% vs. 11% of all respondents)

Why are they doing it?

Summary

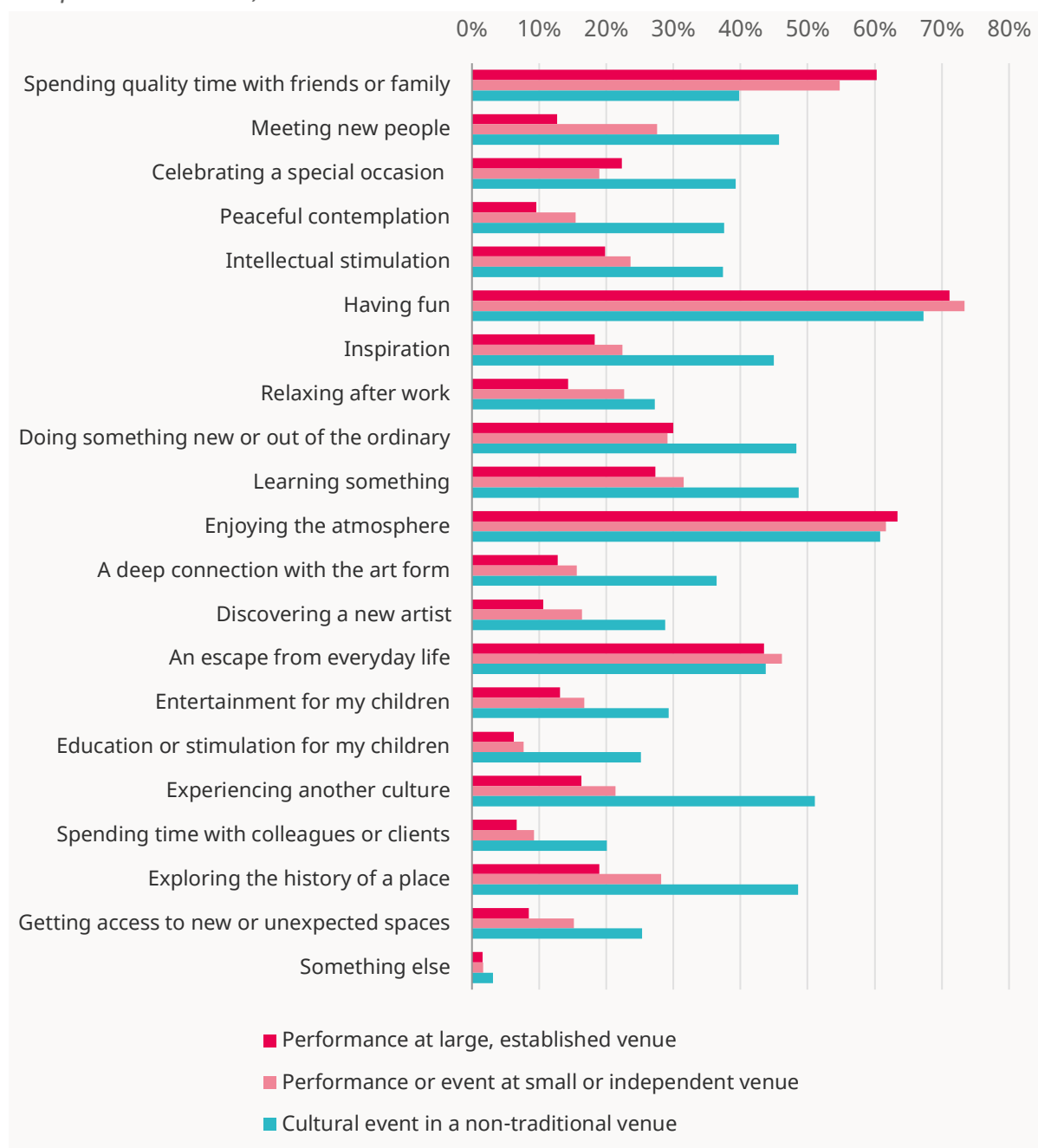
Respondents were asked what they seek to get out of the activities they had done in the past 12 months. Overall, the top motivations were “Enjoying the atmosphere”, “Having fun” and “Spending quality time with friends or family”. However, there was notable variation in motivations between activity types; the top motivations for each were as follows:

- Performances at large, established venues
 4. Having fun (71%)
 5. Enjoying the atmosphere (63%)
 6. Spending quality time with friends or family (61%)
 7. An escape from everyday life (44%)
- Performances or event at small or independent venues
 1. Having fun (74%)
 2. Enjoying the atmosphere (62%)
 3. Spending quality time with friends or family (55%)
 4. An escape from everyday life (46%)
- Cultural events in non-traditional venues
 1. Having fun (67%)
 2. Enjoying the atmosphere (61%)
 3. Experiencing another culture (51%)
 4. Learning something (49%)
- Carnivals or outdoor cultural festivals in a city
 1. Having fun (70%)
 2. Enjoying the atmosphere (60%)
 3. Spending quality time with friends or family (54%)
 4. An escape from everyday life (42%)
- Contemporary or experimental art exhibitions or events
 1. Doing something new or out of the ordinary (46%)

2. Enjoying the atmosphere (46%)
 3. Spending quality time with friends or family (45%)
 4. Learning something (45%)
- Museums, historic houses or traditional galleries
1. Exploring the history of a place (51%)
 2. Spending quality time with friends or family (47%)
 3. Learning something (47%)
 4. Enjoying the atmosphere (43%)
- Historic neighbourhoods
1. Enjoying the atmosphere (59%)
 2. Exploring the history of a place (58%)
 3. Learning something (53%)
 4. An escape from everyday life (49%)
- Pop-up food, craft, or fashion markets
1. Having fun (53%)
 2. Enjoying the atmosphere (48%)
 3. Spending quality time with friends or family (47%)
 4. An escape from everyday life (38%)
- Family-focused arts events or festivals
1. Having fun (57%)
 2. Enjoying the atmosphere (45%)
 3. Spending quality time with friends or family (37%)
 4. An escape from everyday life (36%)
- Participatory arts events, classes, workshops or cultural talks
1. Having fun (54%)
 2. Enjoying the atmosphere (46%)
 3. Learning something (43%)
 4. Inspiration (40%)

What do you generally want to get out of this type of activity?

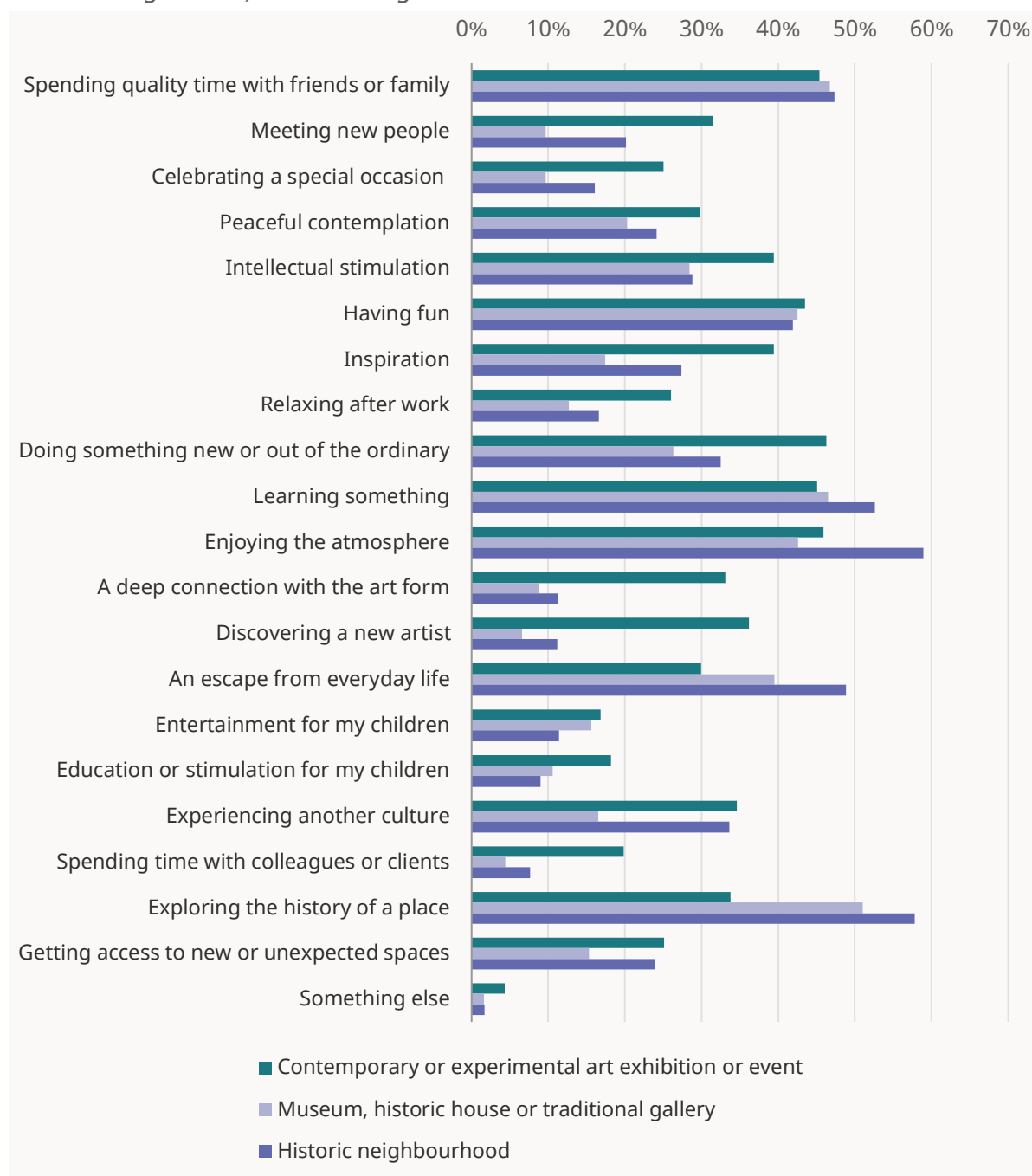
Performances at large, established venues; Performances or event at small or independent venues; Cultural events in non-traditional venues



Base: Respondents in market who did that activity in the past 12 months (304 / 254 / 141)

What do you generally want to get out of this type of activity?

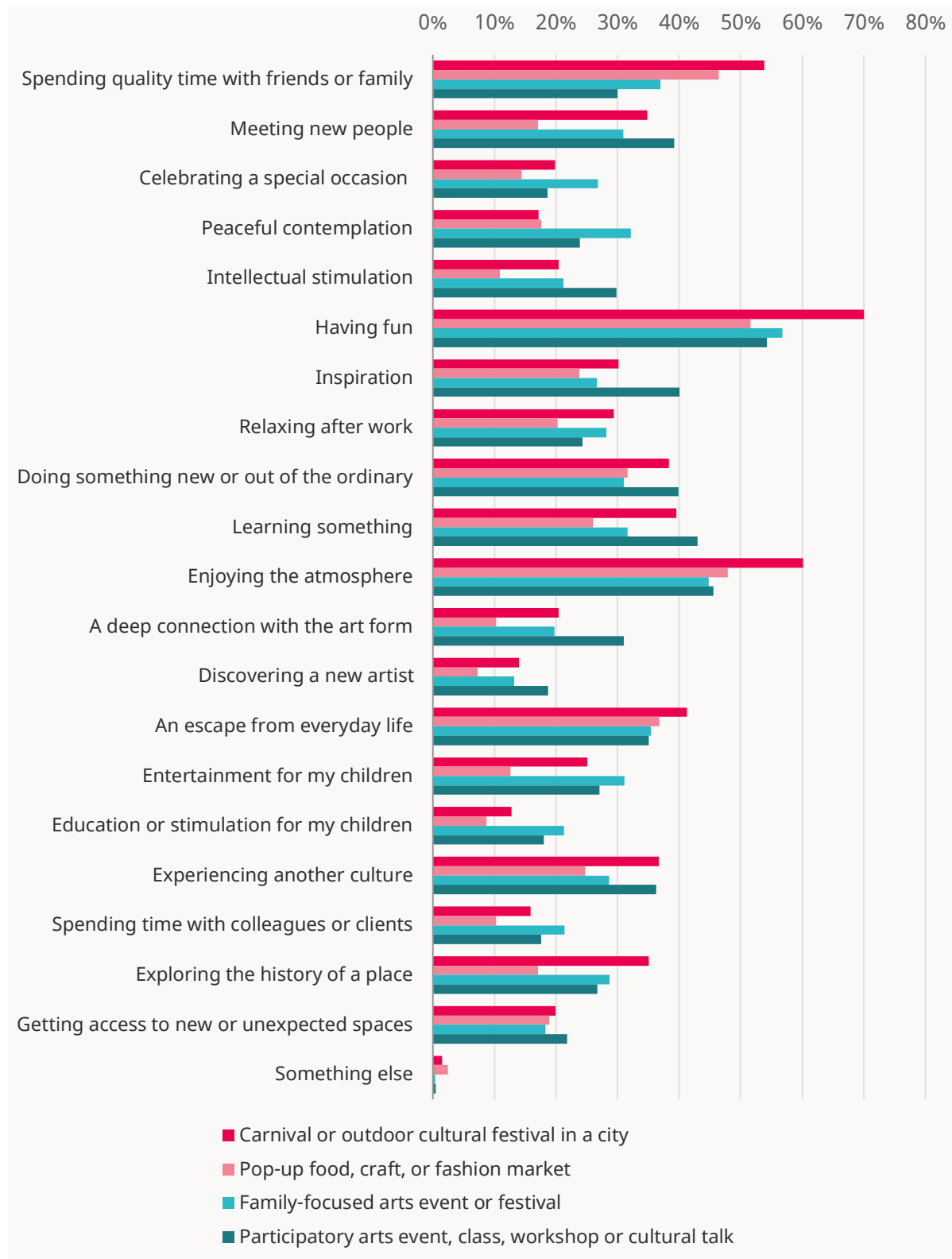
Contemporary or experimental art exhibitions or events; Museums, historic houses or traditional galleries; Historic neighbourhoods



Base: Respondents in market who did that activity in the past 12 months (129 / 319 / 244)

What do you generally want to get out of this type of activity?

Carnivals or outdoor cultural festivals in a city; Pop-up food, craft, or fashion markets; Family-focused arts events or festivals; Participatory arts events, classes, workshops or cultural talks



Base: Respondents in market who did that activity in the past 12 months (197 / 270 / 142 / 104)

What do you generally want to get out of this type of activity? (Ranked)

What do you generally want to get out of this type of activity? (Ranked)	Performance at large, established venue	Performance or event at small or independent venue	Cultural event in a non-traditional venue	Carnival or outdoor cultural festival in a city	Contemporary or experimental art exhibition or	Museum, historic house or traditional gallery	Historic neighbourhood	Pop-up food, craft, or fashion market	Family-focused arts event or festival	Participatory arts event, class, workshop or cultural talk
<i>Base</i>	304	254	141	197	129	319	244	270	142	104
Spending quality time with friends or family	3	3	10	3	3	2	5	3	3	10
Meeting new people	15	8	7	9	12	16	13	12	9	6
Celebrating a special occasion	7	13	11	16	17	16	15	14	13	18
Peaceful contemplation	17	17	12	17	14	9	11	11	5	15
Intellectual stimulation	8	9	13	13	6	7	9	16	17	11
Having fun	1	1	1	1	5	5	6	1	1	1
Inspiration	10	11	8	10	6	10	10	8	14	4
Relaxing after work	12	10	17	11	15	14	14	9	12	14
Doing something new or out of the ordinary	5	6	6	6	1	8	8	5	8	5
Learning something	6	5	4	5	4	3	3	6	6	3
Enjoying the atmosphere	2	2	2	2	2	4	1	2	2	2
A deep connection with the art form	14	16	14	13	11	18	17	17	18	9
Discovering a new artist	16	15	16	19	8	19	18	20	20	17
An escape from everyday life	4	4	9	4	13	6	4	4	4	8
Entertainment for my children	13	14	15	12	20	12	16	15	7	12
Education or stimulation for my children	20	20	19	20	19	15	19	19	16	19
Experiencing another culture	11	12	3	7	9	11	7	7	11	7

Spending time with colleagues or clients	19	19	20	18	18	20	20	17	15	20
Exploring the history of a place	9	7	5	8	10	1	2	12	10	13
Getting access to new or unexpected spaces	18	18	18	15	16	13	12	10	19	16
Something else	21	21	21	21	21	21	21	21	21	21

Notable differences between demographic groups

Age

- + More likely to be motivated by "Meeting new people" if aged 25 to 44 (50% vs. 35% of all respondents)
- + More likely to be motivated by "Celebrating a special occasion" if aged 25 to 44 (42% vs. 32% of all respondents)
- + More likely to be motivated by "Peaceful contemplation" if aged 18 to 24 (43% vs. 32% of all respondents)
- + More likely to be motivated by "Relaxing after work" if aged 25 to 44 (44% vs. 30% of all respondents)
- + More likely to be motivated by "A deep connection with the art form" if aged 25 to 44 (40% vs. 27% of all respondents)
- + More likely to be motivated by "Entertainment for my children" if aged 25 to 44 (46% vs. 26% of all respondents)
- + More likely to be motivated by "Education or stimulation for my children" if aged 25 to 44 (31% vs. 18% of all respondents)
- Less likely to be motivated by "Meeting new people" if 65 or older (16% vs. 35% of all respondents)
- Less likely to be motivated by "Celebrating a special occasion" if 65 or older (20% vs. 32% of all respondents)
- Less likely to be motivated by "Having fun" if 65 or older (60% vs. 76% of all respondents)
- Less likely to be motivated by "Inspiration" if 65 or older (29% vs. 39% of all respondents)

- Less likely to be motivated by "Relaxing after work" if 65 or older (10% vs. 30% of all respondents)
- Less likely to be motivated by "Learning something" if aged 18 to 24 (41% vs. 57% of all respondents)
- Less likely to be motivated by "A deep connection with the art form" if 65 or older (14% vs. 27% of all respondents)
- Less likely to be motivated by "Discovering a new artist" if 65 or older (10% vs. 23% of all respondents)
- Less likely to be motivated by "Entertainment for my children" if 65 or older (7% vs. 26% of all respondents)
- Less likely to be motivated by "Education or stimulation for my children" if 65 or older (6% vs. 18% of all respondents)
- Less likely to be motivated by "Experiencing another culture" if 65 or older (23% vs. 40% of all respondents)

Ethnic group

- + More likely to be motivated by "Meeting new people" if Black or Black British (68% vs. 35% of all respondents)
- + More likely to be motivated by "Peaceful contemplation" if Black or Black British (50% vs. 32% of all respondents)
- + More likely to be motivated by "Intellectual stimulation" if Mixed/multiple ethnic group (48% vs. 37% of all respondents)
- + More likely to be motivated by "Having fun" if Mixed/multiple ethnic group (89% vs. 76% of all respondents)
- + More likely to be motivated by "Inspiration" if in an "other" ethnic group (72% vs. 39% of all respondents)
- + More likely to be motivated by "Relaxing after work" if Black or Black British (55% vs. 30% of all respondents)
- + More likely to be motivated by "A deep connection with the art form" if Black or Black British (48% vs. 27% of all respondents)
- + More likely to be motivated by "Discovering a new artist" if Black or Black British (42% vs. 23% of all respondents)

- + More likely to be motivated by "Entertainment for my children" if Black or Black British (48% vs. 26% of all respondents)
- + More likely to be motivated by "Education or stimulation for my children" if Black or Black British (37% vs. 18% of all respondents)
- + More likely to be motivated by "Experiencing another culture" if Black or Black British (62% vs. 40% of all respondents)
- + More likely to be motivated by "Spending time with colleagues or clients" if Black or Black British (38% vs. 18% of all respondents)
- Less likely to be motivated by "Meeting new people" if in an "other" ethnic group (23% vs. 35% of all respondents)
- Less likely to be motivated by "Intellectual stimulation" if Asian or Asian British (19% vs. 37% of all respondents)
- Less likely to be motivated by "Relaxing after work" if Mixed/multiple ethnic group (15% vs. 30% of all respondents)
- Less likely to be motivated by "Doing something new or out of the ordinary" if Mixed/multiple ethnic group (30% vs. 51% of all respondents)
- Less likely to be motivated by "Learning something" if Asian or Asian British (37% vs. 57% of all respondents)
- Less likely to be motivated by "Enjoying the atmosphere" if in an "other" ethnic group (54% vs. 73% of all respondents)
- Less likely to be motivated by "An escape from everyday life" if in an "other" ethnic group (26% vs. 58% of all respondents)
- Less likely to be motivated by "Education or stimulation for my children" if in an "other" ethnic group (0% vs. 18% of all respondents)

NS-SEC category

- + More likely to be motivated by "Meeting new people" if a full-time student (45% vs. 35% of all respondents)
- + More likely to be motivated by "Getting access to new or unexpected spaces" if a full-time student (45% vs. 29% of all respondents)
- Less likely to be motivated by "Spending quality time with friends or family" if long-term unemployed or never worked (47% vs. 68% of all respondents)

- Less likely to be motivated by "Meeting new people" if in an intermediate occupation (19% vs. 35% of all respondents)
- Less likely to be motivated by "Celebrating a special occasion" if in an intermediate occupation (18% vs. 32% of all respondents)
- Less likely to be motivated by "Inspiration" if in a lower supervisory or technical occupation (24% vs. 39% of all respondents)
- Less likely to be motivated by "Relaxing after work" if in an intermediate occupation (15% vs. 30% of all respondents)
- Less likely to be motivated by "Doing something new or out of the ordinary" if in a lower supervisory or technical occupation (39% vs. 51% of all respondents)
- Less likely to be motivated by "Learning something" if a full-time student (45% vs. 57% of all respondents)
- Less likely to be motivated by "A deep connection with the art form" if in an intermediate occupation (11% vs. 27% of all respondents)
- Less likely to be motivated by "Discovering a new artist" if in a semi-routine or routine occupation (11% vs. 23% of all respondents)
- Less likely to be motivated by "An escape from everyday life" if in a lower supervisory or technical occupation (47% vs. 58% of all respondents)
- Less likely to be motivated by "Entertainment for my children" if a full-time student (11% vs. 26% of all respondents)
- Less likely to be motivated by "Experiencing another culture" if in an intermediate occupation (29% vs. 40% of all respondents)
- Less likely to be motivated by "Spending time with colleagues or clients" if in an intermediate occupation (7% vs. 18% of all respondents)

Where are they doing it?

Note: In this section of the survey the City of London was defined as “The City of London (including the areas around St Paul’s, the Barbican, Liverpool Street, Broadgate, Guildhall, and Blackfriars)”. The City was consistently identified as the main area where respondents experienced arts and culture; given the relative number of opportunities in the City compared to other parts of London, this likely indicates that respondents may have conflated “the City of London” and “Greater London”, or were unfamiliar with its boundaries. Therefore the percentages and rankings of the City should be read with caution.

Summary

Respondents were asked where they had done each of the activities they had undertaken in the past 12 months.

Overall, the most commonly selected areas were:

- The City of London (average rank 1.5 out of 9 areas across all artforms)
- The West End (average rank 2.1)
- Elsewhere in the UK (i.e. not in London) (average rank 3.3)

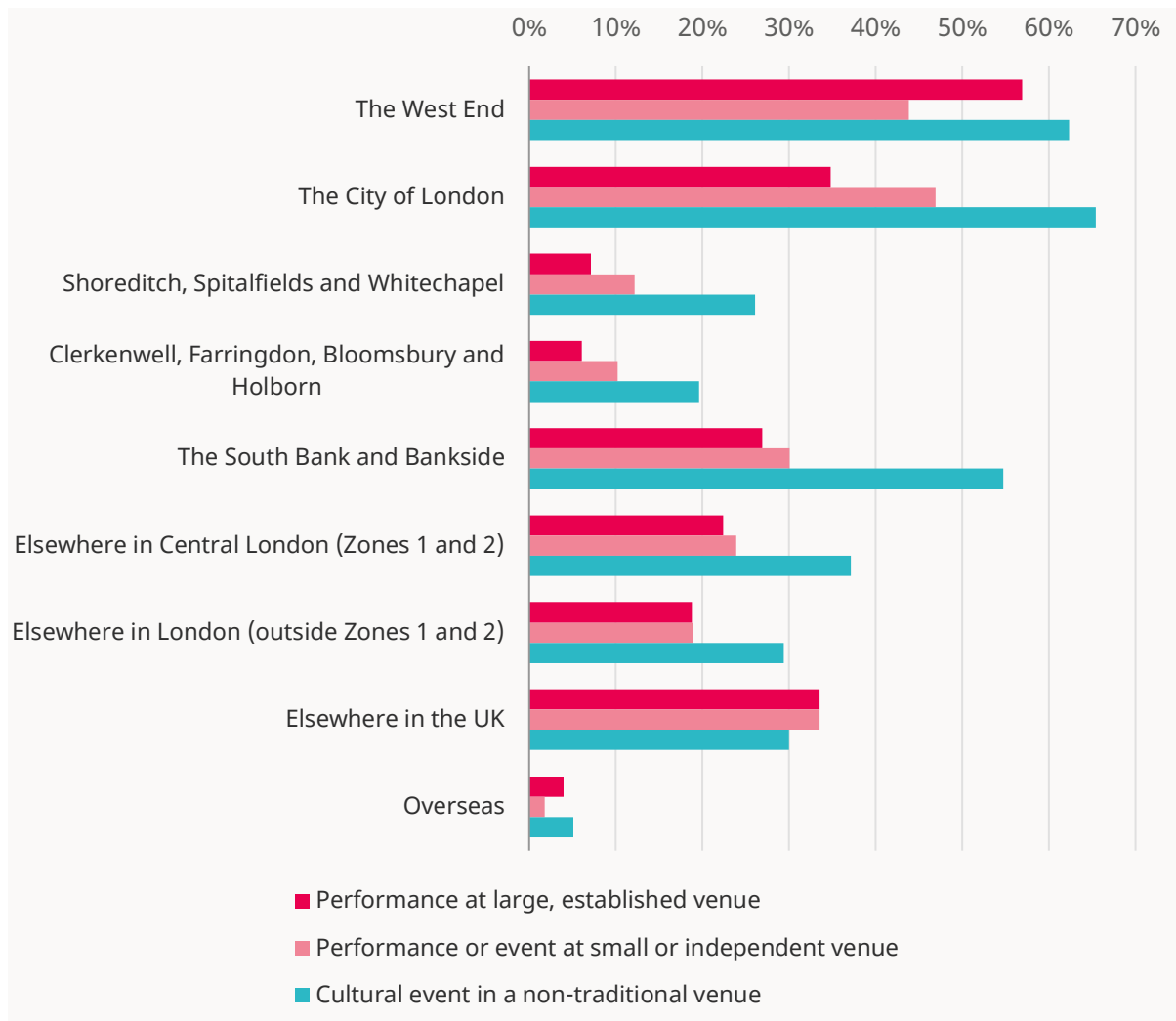
Specific areas for each activity

The top areas for each activity were as follows:

- Performances at large, established venues
 1. The West End (57%)
 2. The City of London (35%)
 3. Elsewhere in the UK (34%)
- Performances or event at small or independent venues
 1. The City of London (47%)
 2. The West End (44%)
 3. Elsewhere in the UK (34%)
- Cultural events in non-traditional venues
 1. The City of London (65%)
 2. The West End (62%)
 3. The South Bank and Bankside (55%)

- Carnivals or outdoor cultural festivals in a city
 1. The City of London (49%)
 2. The West End (45%)
 3. Elsewhere in the UK (36%)
- Contemporary or experimental art exhibitions or events
 1. The City of London (57%)
 2. The South Bank or Bankside (47%)
 3. The West End (47%)
- Museums, historic houses or traditional galleries
 1. Elsewhere in the UK (44%)
 2. The City of London (36%)
 3. The West End (29%)
- Historic neighbourhoods
 1. Elsewhere in the UK (48%)
 2. The City of London (43%)
 3. The West End (41%)
- Pop-up food, craft, or fashion markets
 1. Elsewhere in the UK (41%)
 2. The West End (34%)
 3. The City of London (32%)
- Family-focused arts events or festivals
 1. The City of London (52%)
 2. The West End (32%)
 3. The South Bank and Bankside (30%)
- Participatory arts events, classes, workshops or cultural talks
 1. The City of London (45%)
 2. The West End (36%)
 3. Elsewhere in Central London (Zones 1 and 2) (28%)

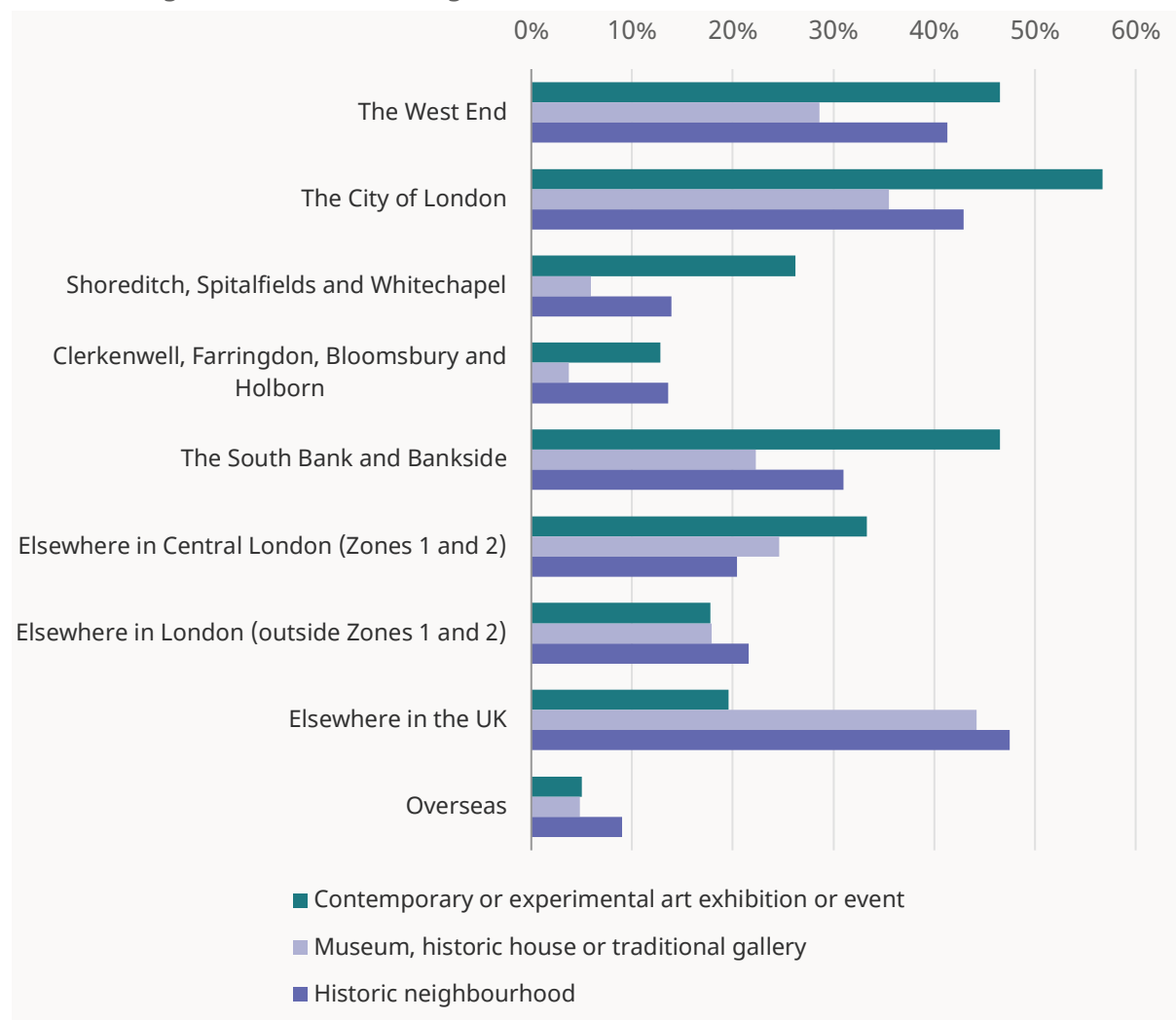
In the last 12 months, which areas have you visited for this type of activity?
Performances at large, established venues; Performances or event at small or independent venues; Cultural events in non-traditional venues



Base: Respondents in market who did that activity in the past 12 months (304 / 254 / 141)

In the last 12 months, which areas have you visited for this type of activity?

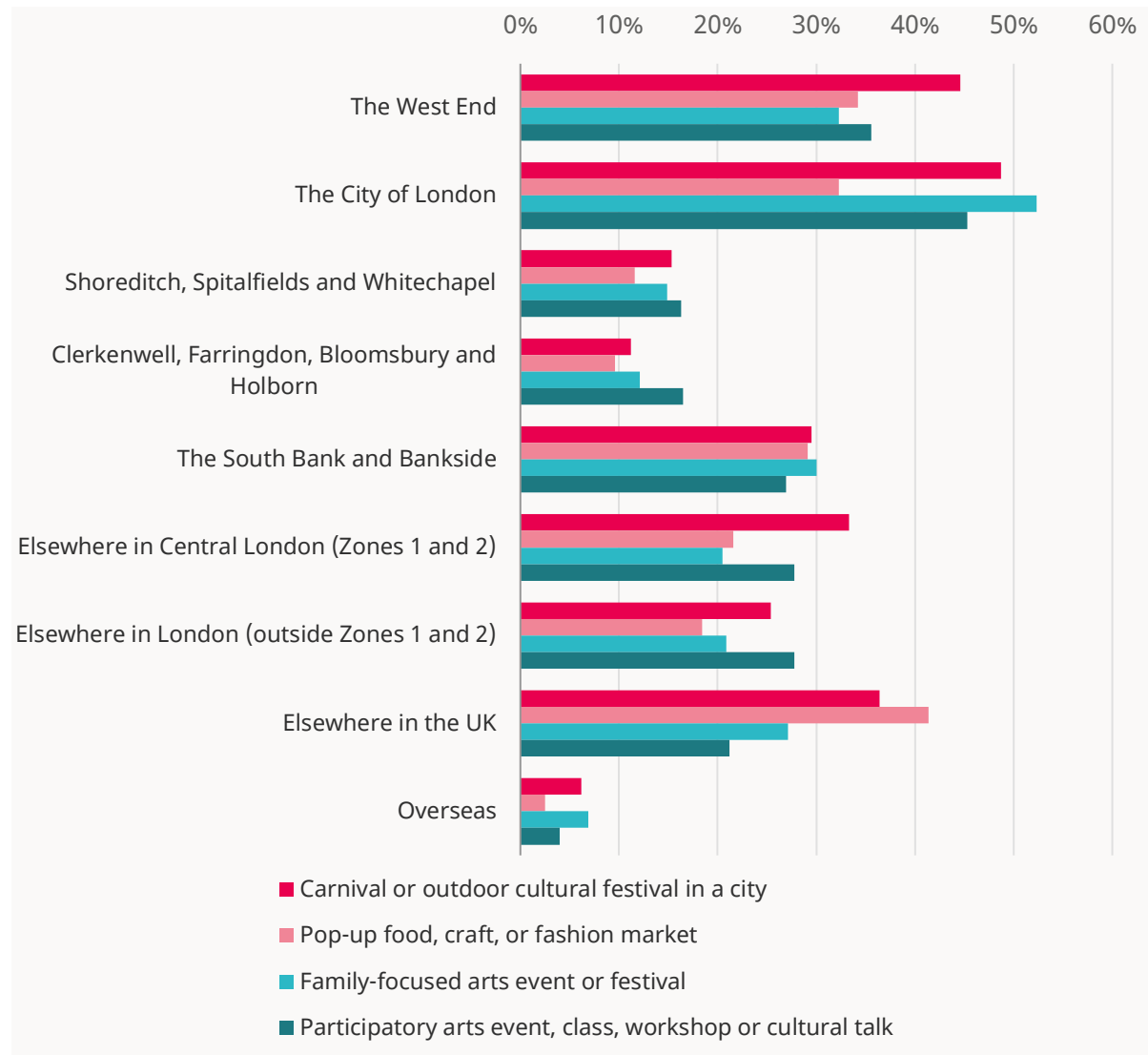
Contemporary or experimental art exhibitions or events; Museums, historic houses or traditional galleries; Historic neighbourhoods



Base: Respondents in market who did that activity in the past 12 months (129 / 319 / 244)

In the last 12 months, which areas have you visited for this type of activity?

Carnivals or outdoor cultural festivals in a city; Pop-up food, craft, or fashion markets; Family-focused arts events or festivals; Participatory arts events, classes, workshops or cultural talks



Base: Respondents in market who did that activity in the past 12 months (197 / 270 / 142 / 104)

*In the last 12 months, which areas have you visited for this type of activity?
(Ranked)*

In the last 12 months, which areas have you visited for this type of activity?	Performance at large, established venue	Performance or event at small or independent venue	Cultural event in a non-traditional venue	Carnival or outdoor cultural festival in a city	Contemporary or experimental art exhibition or event	Museum, historic house or traditional gallery	Historic neighbourhood	Pop-up food, craft, or fashion market	Family-focused arts event or festival	Participatory arts event, class, workshop or cultural talk
Base	304	254	141	197	129	319	244	270	142	104
The West End	1	2	2	2	2	3	3	2	2	2
The City of London	2	1	1	1	1	2	2	3	1	1
Shoreditch, Spitalfields and Whitechapel	7	7	7	7	5	7	7	7	7	8
Clerkenwell, Farringdon, Bloomsbury and Holborn	8	8	8	8	8	9	8	8	8	7
The South Bank and Bankside	4	4	3	5	2	5	4	4	3	5
Elsewhere in Central London (Zones 1 and 2)	5	5	4	4	4	4	6	5	6	3
Elsewhere in London (outside Zones 1 and 2)	6	6	6	6	7	6	5	6	5	3
Elsewhere in the UK	3	3	5	3	6	1	1	1	4	6
Overseas	9	9	9	9	9	8	9	9	9	9

Notable differences between demographic groups

Age

- + More likely to have visited the City of London if aged 18 to 24 (78% vs. 55% of all respondents)
- Less likely to have visited the West End if 65 or older (43% vs. 56% of all respondents)
- Less likely to have visited the City of London if 65 or older (25% vs. 55% of all respondents)

- Less likely to have visited Shoreditch, Spitalfields and Whitechapel if 65 or older (9% vs. 19% of all respondents)
- Less likely to have visited Clerkenwell, Farringdon, Bloomsbury and Holborn if 65 or older (4% vs. 17% of all respondents)
- Less likely to have visited the South Bank and Bankside if 65 or older (28% vs. 42% of all respondents)
- Less likely to have experienced arts and culture elsewhere in the UK if aged 25 to 44 (34% vs. 48% of all respondents)

Ethnic group

- + More likely to have visited the City of London if in an "other" ethnic group (88% vs. 55% of all respondents)
- + More likely to have visited Shoreditch, Spitalfields and Whitechapel if in an "other" ethnic group (38% vs. 19% of all respondents)
- + More likely to have visited Clerkenwell, Farringdon, Bloomsbury and Holborn if in an "other" ethnic group (41% vs. 17% of all respondents)
- + More likely to have visited the South Bank and Bankside if in an "other" ethnic group (77% vs. 42% of all respondents)
- + More likely to have visited elsewhere in Central London (Zones 1 and 2) if in an "other" ethnic group (82% vs. 36% of all respondents)
- + More likely to have visited elsewhere in London (outside Zones 1 and 2) if in an "other" ethnic group (53% vs. 31% of all respondents)
- Less likely to have visited elsewhere in Central London (Zones 1 and 2) if Mixed/multiple ethnic group (25% vs. 36% of all respondents)
- Less likely to have visited elsewhere in London (outside Zones 1 and 2) if Mixed/multiple ethnic group (16% vs. 31% of all respondents)
- Less likely to experienced arts and culture elsewhere in the UK if Black or Black British (26% vs. 48% of all respondents)

NS-SEC category

- + More likely to have visited the City of London if a full-time student (82% vs. 55% of all respondents)
- + More likely to have visited the South Bank and Bankside if a full-time student (57% vs. 42% of all respondents)

- Less likely to have visited the West End if long-term unemployed or never worked (39% vs. 56% of all respondents)
- Less likely to have visited the City of London if in a semi-routine or routine occupation (30% vs. 55% of all respondents)
- Less likely to have visited Clerkenwell, Farringdon, Bloomsbury and Holborn if in an intermediate occupation (6% vs. 17% of all respondents)
- Less likely to have visited the South Bank and Bankside if in a semi-routine or routine occupation (28% vs. 42% of all respondents)

Area type

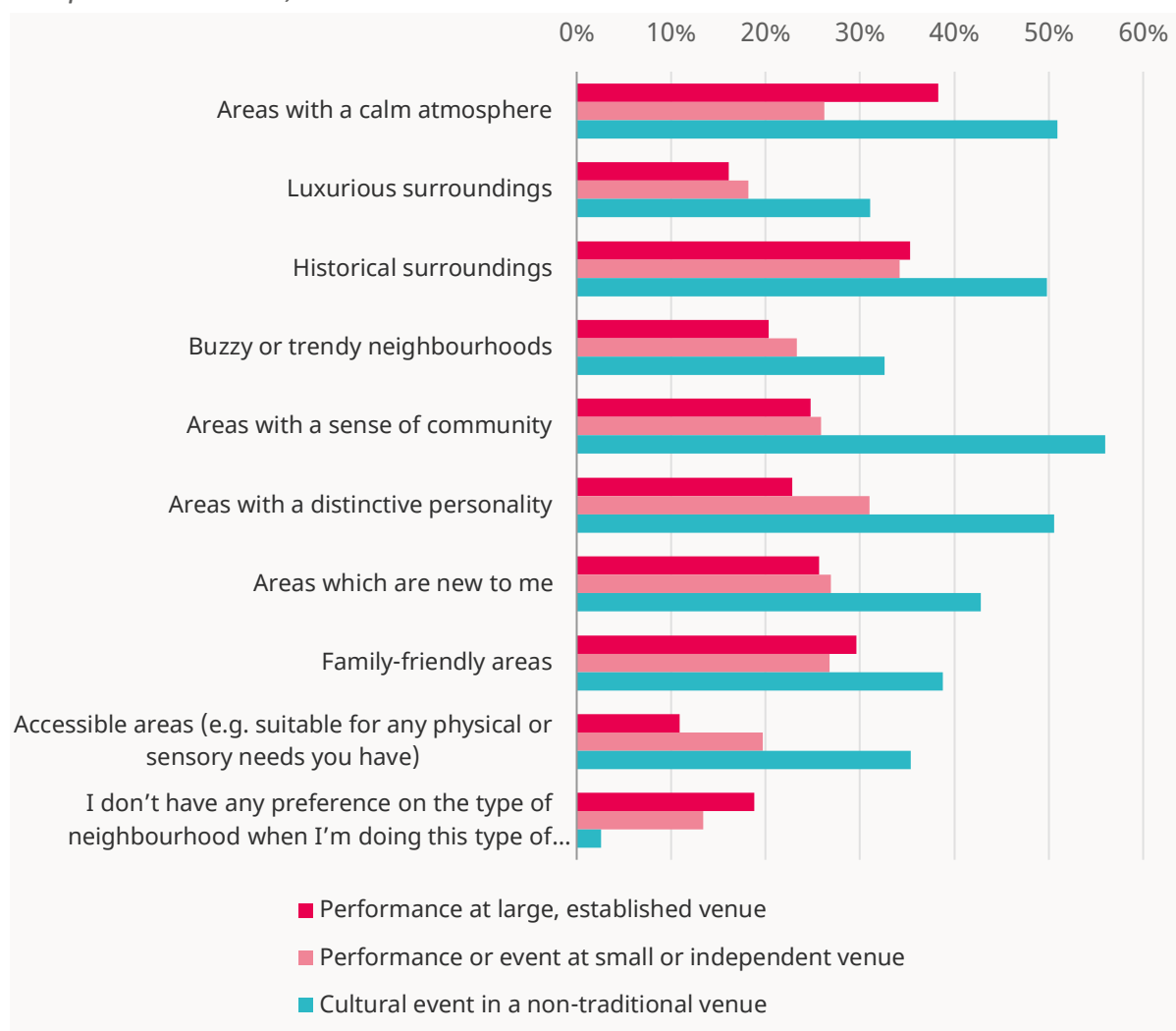
Overall, “A lively atmosphere”, “Historical surroundings” and “A calm atmosphere” were the most often cited preferred attributes for most areas where arts and cultural activities take place. However, there was notable variation between the different activity types, and sometimes within activity types from respondent-to-respondent:

- Performances at large, established venues
 1. Areas with a calm atmosphere (a preferred attribute for 38% of those who have done this activity in the past 12 months)
 2. Areas with a lively atmosphere (36%)
 3. Historical surroundings (35%)
- Performances or event at small or independent venues
 1. Areas with a lively atmosphere (44%)
 2. Historical surroundings (34%)
 3. Areas with a distinctive personality (31%)
- Cultural events in non-traditional venues
 1. Areas with a sense of community (56%)
 2. Areas with a lively atmosphere (53%)
 3. Areas with a calm atmosphere (51%)
- Carnivals or outdoor cultural festivals in a city
 1. Areas with a lively atmosphere (49%)
 2. Family-friendly areas (46%)
 3. Areas with a sense of community (45%)
- Contemporary or experimental art exhibitions or events
 1. Historical surroundings (44%)
 2. Areas with a distinctive personality (41%)
 3. Areas with a lively atmosphere (41%)
- Museums, historic houses or traditional galleries
 1. Historical surroundings (52%)
 2. Areas with a calm atmosphere (42%)
 3. Family-friendly areas (30%)

- Historic neighbourhoods
 - 1. Historical surroundings (61%)
 - 2. Areas which are new to me (48%)
 - 3. Areas with a distinctive personality (39%)
- Pop-up food, craft, or fashion markets
 - 1. Areas with a lively atmosphere (42%)
 - 2. Areas with a sense of community (41%)
 - 3. Family-friendly areas (38%)
- Family-focused arts events or festivals
 - 1. Family-friendly areas (57%)
 - 2. Areas with a lively atmosphere (48%)
 - 3. Areas with a sense of community (47%)
- Participatory arts events, classes, workshops or cultural talks
 - 1. Areas with a calm atmosphere (40%)
 - 2. Family-friendly areas (39%)
 - 3. Areas which are new to me (34%)

What sort of neighbourhoods do you prefer when you do this type of activity?

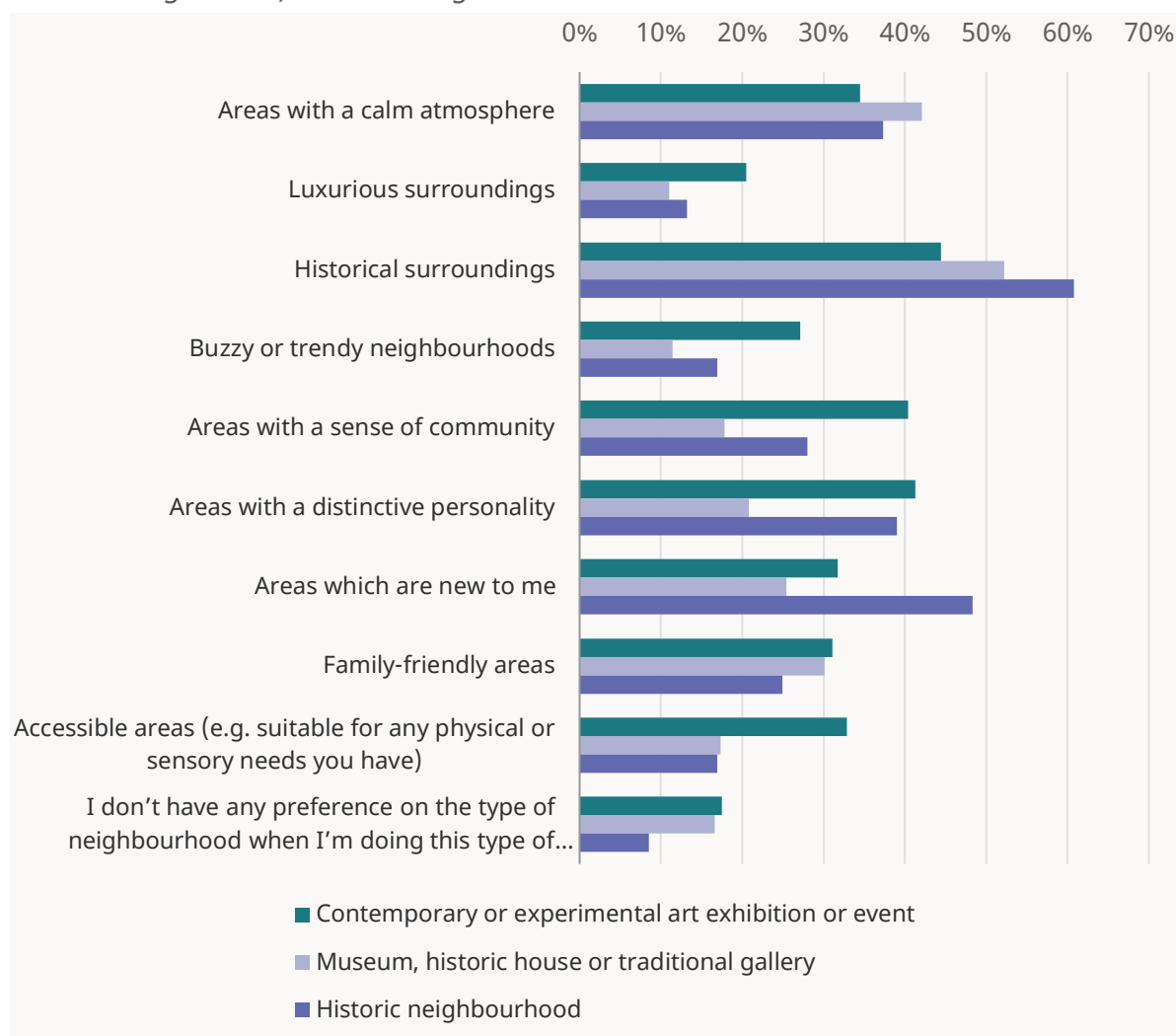
Performances at large, established venues; Performances or event at small or independent venues; Cultural events in non-traditional venues



Base: Respondents in market who did that activity in the past 12 months (304 / 254 / 141)

What sort of neighbourhoods do you prefer when you do this type of activity?

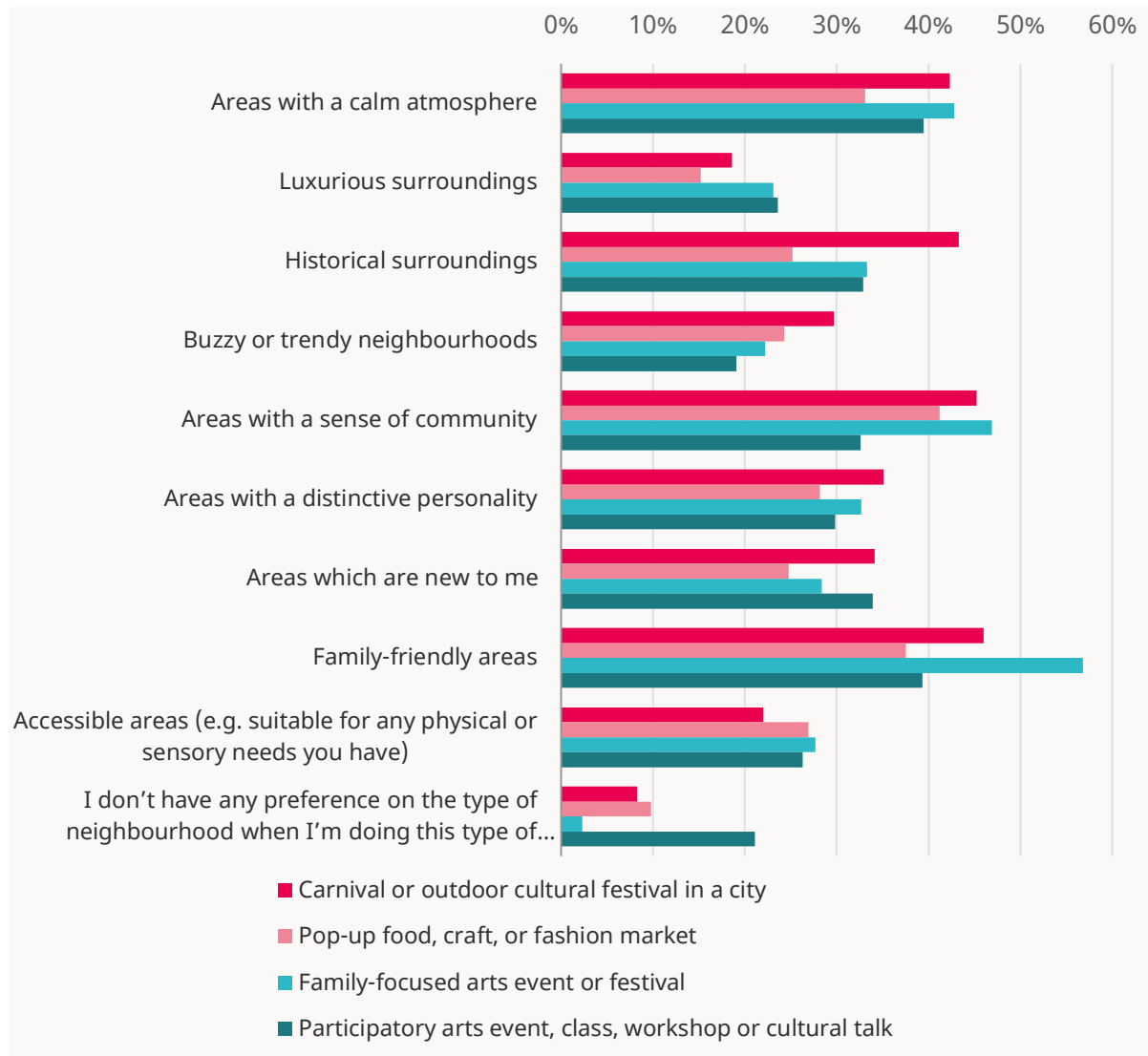
Contemporary or experimental art exhibitions or events; Museums, historic houses or traditional galleries; Historic neighbourhoods



Base: Respondents in market who did that activity in the past 12 months (129 / 319 / 244)

What sort of neighbourhoods do you prefer when you do this type of activity?

Carnivals or outdoor cultural festivals in a city; Pop-up food, craft, or fashion markets; Family-focused arts events or festivals; Participatory arts events, classes, workshops or cultural talks



Base: Respondents in market who did that activity in the past 12 months (197 / 270 / 142 / 104)

What sort of neighbourhoods do you prefer when you do this type of activity?
(Ranked)

What sort of neighbourhoods do you prefer when you do this type of activity?	Performance at large, established venue	Performance or event at small or independent venue	Cultural event in a non-traditional venue	Carnival or outdoor cultural festival in a city	Contemporary or experimental art exhibition or event	Museum, historic house or traditional gallery	Historic neighbourhood	Pop-up food, craft, or fashion market	Family-focused arts event or festival	Participatory arts event, class, workshop or cultural talk
Base	304	254	141	197	129	319	244	270	142	104
Areas with a lively atmosphere	2	1	2	1	3	8	6	1	2	5
Areas with a calm atmosphere	1	6	3	5	5	2	4	4	4	1
Luxurious surroundings	10	10	10	10	10	11	10	10	9	9
Historical surroundings	3	2	5	4	1	1	1	7	5	4
Buzzy or trendy neighbourhoods	8	8	9	8	9	10	8	9	10	11
Areas with a sense of community	6	7	1	3	4	6	5	2	3	6
Areas with a distinctive personality	7	3	4	6	2	5	3	5	6	7
Areas which are new to me	5	4	6	7	7	4	2	8	7	3
Family-friendly areas	4	5	7	2	8	3	7	3	1	2
Accessible areas	11	9	8	9	6	7	8	6	8	8
No preference	9	11	11	11	11	9	11	11	11	10

Notable differences between demographic groups

Age

- + More likely to prefer "areas with a lively atmosphere" if aged 25 to 44 (66% vs. 53% of all respondents)
- + More likely to prefer "areas with a calm atmosphere" if aged 25 to 44 (68% vs. 57% of all respondents)

- + More likely to prefer "luxurious surroundings" if aged 25 to 44 (41% vs. 26% of all respondents)
- + More likely to prefer "areas with a sense of community" if aged 18 to 24 (62% vs. 48% of all respondents)
- + More likely to prefer "family-friendly areas" if aged 25 to 44 (64% vs. 46% of all respondents)
- + More likely to prefer "accessible areas" if aged 25 to 44 (44% vs. 30% of all respondents)
- Less likely to prefer "areas with a lively atmosphere" if 65 or older (30% vs. 53% of all respondents)
- Less likely to prefer "areas with a calm atmosphere" if 65 or older (47% vs. 57% of all respondents)
- Less likely to prefer "luxurious surroundings" if 65 or older (13% vs. 26% of all respondents)
- Less likely to prefer "buzzy or trendy neighbourhoods" if 65 or older (15% vs. 33% of all respondents)
- Less likely to prefer "areas with a sense of community" if 65 or older (29% vs. 48% of all respondents)
- Less likely to prefer "areas with a distinctive personality" if 65 or older (32% vs. 46% of all respondents)
- Less likely to prefer "family-friendly areas" if 65 or older (31% vs. 46% of all respondents)
- Less likely to prefer "accessible areas" if 65 or older (15% vs. 30% of all respondents)

Ethnic group

- + More likely to prefer "areas with a lively atmosphere" if Black or Black British (74% vs. 53% of all respondents)
- + More likely to prefer "areas with a calm atmosphere" if Mixed/multiple ethnic group (69% vs. 57% of all respondents)
- + More likely to prefer "luxurious surroundings" if Black or Black British (47% vs. 26% of all respondents)

- + More likely to prefer "areas with a sense of community" if Black or Black British (69% vs. 48% of all respondents)
- + More likely to prefer "areas with a distinctive personality" if Black or Black British (63% vs. 46% of all respondents)
- + More likely to prefer "family-friendly areas" if Black or Black British (71% vs. 46% of all respondents)
- + More likely to prefer "accessible areas" if Black or Black British (52% vs. 30% of all respondents)
- Less likely to prefer "areas with a lively atmosphere" if Mixed/multiple ethnic group (35% vs. 53% of all respondents)
- Less likely to prefer "areas with a calm atmosphere" if in an "other" ethnic group (40% vs. 57% of all respondents)
- Less likely to prefer "areas with a distinctive personality" if in an "other" ethnic group (30% vs. 46% of all respondents)
- Less likely to prefer "areas which are new to me" if Mixed/multiple ethnic group (24% vs. 47% of all respondents)

NS-SEC category

- + More likely to prefer "areas with a sense of community" if a full-time student (73% vs. 48% of all respondents)
- Less likely to prefer "areas with a lively atmosphere" if long-term unemployed or never worked (35% vs. 53% of all respondents)
- Less likely to prefer "areas with a calm atmosphere" if long-term unemployed or never worked (45% vs. 57% of all respondents)
- Less likely to prefer "luxurious surroundings" if in a semi-routine or routine occupation (12% vs. 26% of all respondents)
- Less likely to prefer "areas with a sense of community" if in a semi-routine or routine occupation (33% vs. 48% of all respondents)
- Less likely to prefer "areas with a distinctive personality" if long-term unemployed or never worked (21% vs. 46% of all respondents)
- Less likely to prefer "areas which are new to me" if in a semi-routine or routine occupation (37% vs. 47% of all respondents)

- Less likely to prefer "family-friendly areas" if a full-time student (31% vs. 46% of all respondents)
- Less likely to prefer "accessible areas" if in a lower supervisory or technical occupation (19% vs. 30% of all respondents)

Amenities

For each activity they had done in the past 12 months, respondents were asked what types of amenities tend to be important to them in and around the areas where they consume arts and culture.

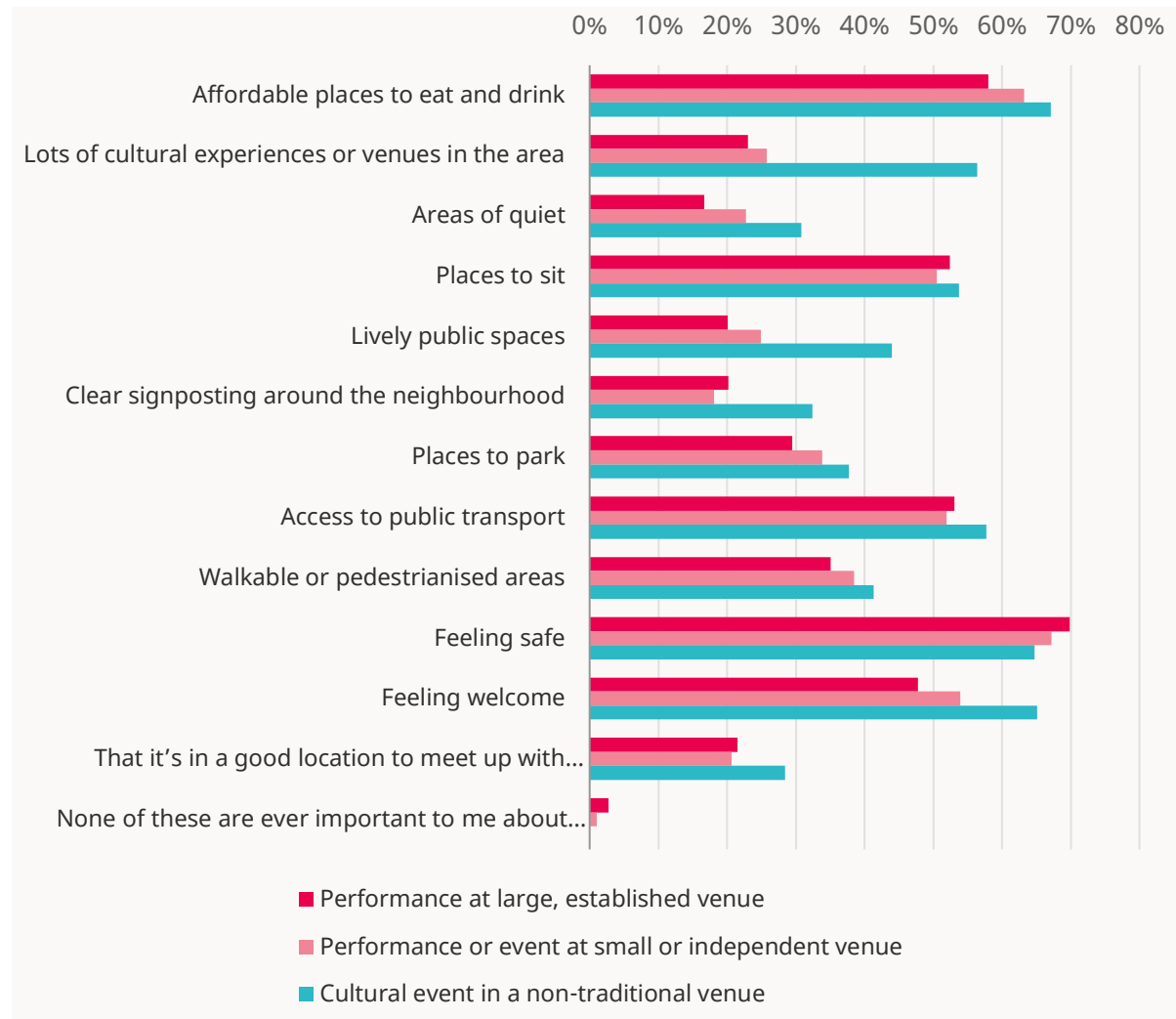
Overall, “Feeling safe”, “Affordable places to eat and drink” and “Places to sit” were widely cited as amenities which are valued in the areas where arts and cultural activity is taking place. The top three for each type of activity were as follows:

- Performances at large, established venues
 1. Feeling safe (70%)
 2. Affordable places to eat and drink (58%)
 3. Plenty of choice for eating and drinking (55%)
- Performances or event at small or independent venues
 1. Feeling safe (67%)
 2. Affordable places to eat and drink (63%)
 3. Feeling welcome (54%)
- Cultural events in non-traditional venues
 1. Affordable places to eat and drink (67%)
 2. Feeling welcome (65%)
 3. Feeling safe (65%)
- Carnivals or outdoor cultural festivals in a city
 1. Feeling safe (72%)
 2. Affordable places to eat and drink (58%)
 3. Feeling welcome (56%)
- Contemporary or experimental art exhibitions or events
 1. Feeling safe (58%)
 2. Affordable places to eat and drink (54%)
 3. Feeling welcome (53%)
- Museums, historic houses or traditional galleries
 1. Places to sit (66%)
 2. Feeling safe (61%)

- 3. Affordable places to eat and drink (57%)
- Historic neighbourhoods
 - 1. Feeling safe (61%)
 - 2. Places to sit (59%)
 - 3. Walkable or pedestrianised areas (55%)
- Pop-up food, craft, or fashion markets
 - 1. Places to sit (67%)
 - 2. Affordable places to eat and drink (65%)
 - 3. Feeling safe (65%)
- Family-focused arts events or festivals
 - 1. Feeling safe (67%)
 - 2. Plenty of choice for eating and drinking (57%)
 - 3. Affordable places to eat and drink (56%)
- Participatory arts events, classes, workshops or cultural talks
 - 1. Feeling safe (60%)
 - 2. Feeling welcome (53%)
 - 3. Lively public spaces (42%)

And again thinking about [activity], which of the following tend to be important to you about what's in the local area?

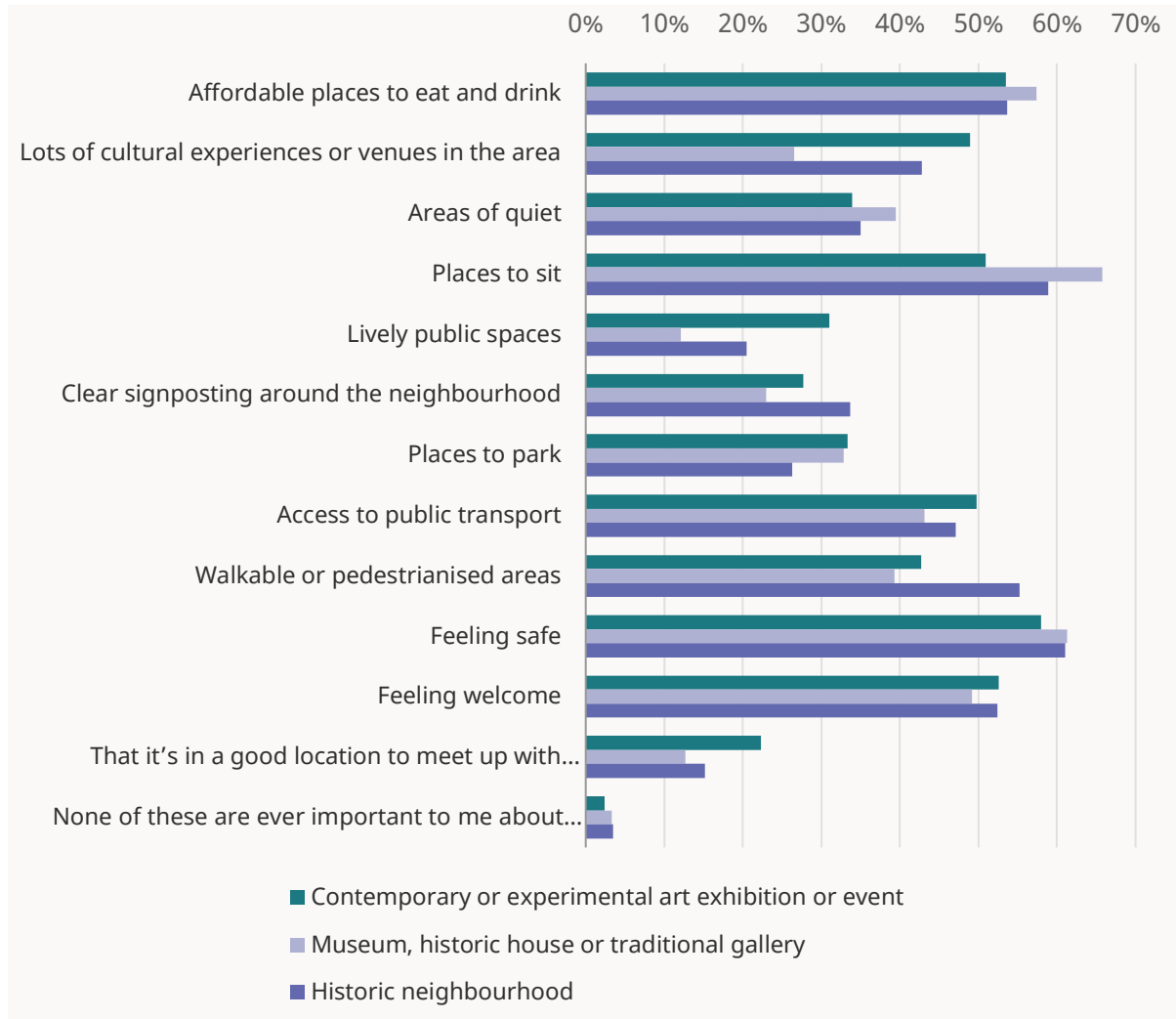
Performances at large, established venues; Performances or event at small or independent venues; Cultural events in non-traditional venues



Base: Respondents in market who did that activity in the past 12 months (304 / 254 / 141)

And again thinking about [activity], which of the following tend to be important to you about what's in the local area?

Contemporary or experimental art exhibitions or events; Museums, historic houses or traditional galleries; Historic neighbourhoods



Base: Respondents in market who did that activity in the past 12 months (129 / 319 / 244)

And again thinking about [activity], which of the following tend to be important to you about what's in the local area?

Carnivals or outdoor cultural festivals in a city; Pop-up food, craft, or fashion markets; Family-focused arts events or festivals; Participatory arts events, classes, workshops or cultural talks



Base: Respondents in market who did that activity in the past 12 months (197 / 270 / 142 / 104)

And again thinking about [activity], which of the following tend to be important to you about what's in the local area? (Ranked)

And again thinking about [activity], which of the following tend to be important to you about what's in the local area?	Performance at large, established venue	Performance or event at small or independent venue	Cultural event in a non-traditional venue	Carnival or outdoor cultural festival in a city	Contemporary or experimental art exhibition or event	Museum, historic house or traditional gallery	Historic neighbourhood	Pop-up food, craft, or fashion market	Family-focused arts event or festival	Participatory arts event, class, workshop or cultural talk
Base	304	254	141	197	129	319	244	270	142	104
Plenty of choice for eating and drinking	3	6	5	5	8	6	8	4	2	6
Affordable places to eat and drink	2	2	1	2	2	3	4	2	3	8
Lots of cultural experiences or venues in the area	9	9	6	10	6	10	7	11	10	5
Areas of quiet	13	11	12	11	9	7	9	9	11	10
Places to sit	5	5	7	4	4	1	2	1	4	4
Lively public spaces	12	10	8	7	11	13	12	8	7	3
Clear signposting around the neighbourhood	11	13	11	13	12	11	10	12	12	12
Places to park	8	8	10	9	10	9	11	10	7	11
Access to public transport	4	4	4	6	5	5	6	6	6	7
Walkable or pedestrianised areas	7	7	9	8	7	8	3	7	9	9
Feeling safe	1	1	3	1	1	2	1	3	1	1
Feeling welcome	6	3	2	3	3	4	5	5	5	2
That it's in a good location to meet up with other people	10	12	13	12	13	12	13	13	13	13
None of these	14	14	14	14	14	14	14	14	14	14

Notable differences between demographic groups

Age

- + More likely to value "plenty of choice for eating and drinking" if aged 25 to 44 (75% vs. 62% of all respondents)
- + More likely to value "lively public spaces" if aged 25 to 44 (55% vs. 39% of all respondents)
- Less likely to value "plenty of choice for eating and drinking" if 65 or older (45% vs. 62% of all respondents)
- Less likely to value "lots of cultural experiences or venues in the area" if 65 or older (34% vs. 49% of all respondents)
- Less likely to value "areas of quiet" if 65 or older (35% vs. 45% of all respondents)
- Less likely to value "lively public spaces" if 65 or older (17% vs. 39% of all respondents)
- Less likely to value "places to park" if aged 18 to 24 (28% vs. 44% of all respondents)

Ethnic group

- + More likely to value "lots of cultural experiences or venues in the area" if Black or Black British (65% vs. 49% of all respondents)
- + More likely to value "areas of quiet" if Mixed/multiple ethnic group (66% vs. 45% of all respondents)
- + More likely to value "places to sit" if in an "other" ethnic group (100% vs. 71% of all respondents)
- + More likely to value "lively public spaces" if Black or Black British (67% vs. 39% of all respondents)
- + More likely to value "access to public transport" if in an "other" ethnic group (88% vs. 62% of all respondents)
- + More likely to value "feeling safe" if in an "other" ethnic group (93% vs. 76% of all respondents)
- + More likely to value "feeling welcome" if Black or Black British (77% vs. 65% of all respondents)

- Less likely to value "areas of quiet" if in an "other" ethnic group (23% vs. 45% of all respondents)
- Less likely to value "lively public spaces" if Mixed/multiple ethnic group (28% vs. 39% of all respondents)
- Less likely to value "feeling safe" if Asian or Asian British (63% vs. 76% of all respondents)
- Less likely to value "a good location to meet up with other people" if in an "other" ethnic group (0% vs. 30% of all respondents)

NS-SEC category

- + More likely to value "affordable places to eat and drink" if long-term unemployed or never worked (88% vs. 72% of all respondents)
- + More likely to value "lively public spaces" if long-term unemployed or never worked (50% vs. 39% of all respondents)
- + More likely to value "access to public transport" if a full-time student (75% vs. 62% of all respondents)
- + More likely to value "walkable or pedestrianised areas" if a full-time student (71% vs. 56% of all respondents)
- Less likely to value "plenty of choice for eating and drinking" if in a semi-routine or routine occupation (50% vs. 62% of all respondents)
- Less likely to value "lots of cultural experiences or venues in the area" if in a semi-routine or routine occupation (37% vs. 49% of all respondents)
- Less likely to value "places to sit" if a small employer or own account worker (56% vs. 71% of all respondents)
- Less likely to value "lively public spaces" if in a semi-routine or routine occupation (20% vs. 39% of all respondents)
- Less likely to value "clear signposting around the neighbourhood" if a small employer or own account worker (24% vs. 35% of all respondents)
- Less likely to value "places to park" if a full-time student (24% vs. 44% of all respondents)
- Less likely to value "walkable or pedestrianised areas" if long-term unemployed or never worked (34% vs. 56% of all respondents)

- Less likely to value "feeling welcome" if in a lower supervisory or technical occupation (51% vs. 65% of all respondents)
- Less likely to value "a good location to meet up with other people" if long-term unemployed or never worked (17% vs. 30% of all respondents)

Experience

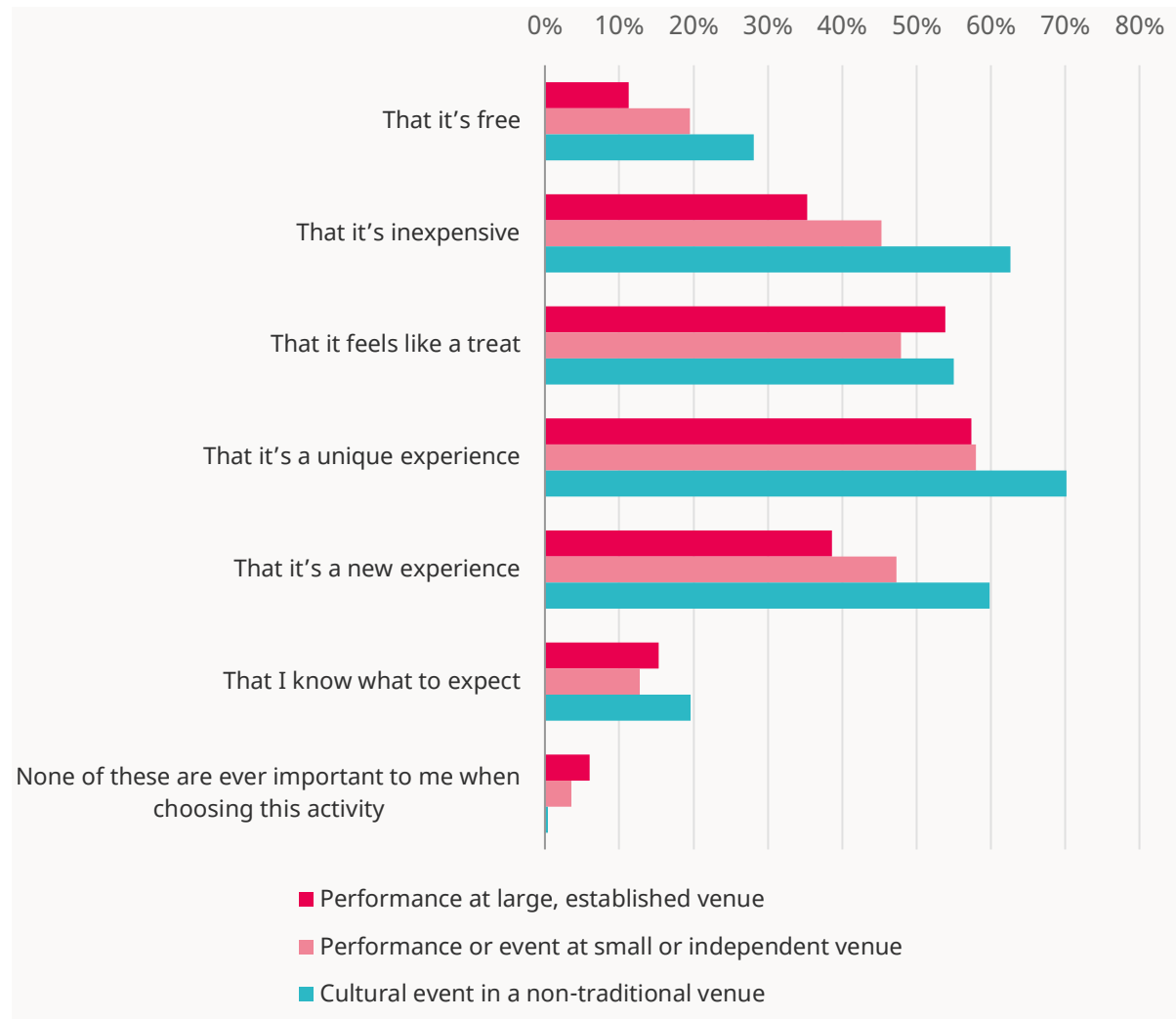
When asked about what they look for in an arts or cultural event, “That it’s a unique experience”, “That it’s inexpensive” and “That it’s a new experience” were the most commonly cited attributes. The top three for each type of activity were as follows:

- Performances at large, established venues
 1. That it’s a unique experience (57%)
 2. That it feels like a treat (54%)
 3. That it’s a new experience (39%)
- Performances or event at small or independent venues
 1. That it’s a unique experience (58%)
 2. That it feels like a treat (48%)
 3. That it’s a new experience (47%)
- Cultural events in non-traditional venues
 1. That it’s a unique experience (70%)
 2. That it’s inexpensive (63%)
 3. That it’s a new experience (60%)
- Carnivals or outdoor cultural festivals in a city
 1. That it’s a unique experience (70%)
 2. That it’s a new experience (55%)
 3. That it is family-friendly (54%)
- Contemporary or experimental art exhibitions or events
 1. That it’s a unique experience (70%)
 2. That it’s inexpensive (53%)
 3. That it’s a new experience (50%)
- Museums, historic houses or traditional galleries
 1. That it’s inexpensive (54%)
 2. That it’s a unique experience (52%)
 3. That it’s a new experience (51%)
- Historic neighbourhoods

1. That it's a unique experience (66%)
 2. That it's inexpensive (56%)
 3. That it's a new experience (55%)
- Pop-up food, craft, or fashion markets
1. That it's a unique experience (56%)
 2. That it's inexpensive (56%)
 3. That it feels like a treat (49%)
- Family-focused arts events or festivals
1. That it is family-friendly (66%)
 2. That it's a unique experience (65%)
 3. That it's inexpensive (54%)
- Participatory arts events, classes, workshops or cultural talks
1. That it's a unique experience (67%)
 2. That it's a new experience (56%)
 3. That it's inexpensive (51%)

And still thinking about [activity], which of the following tend to be important to you about the activity itself?

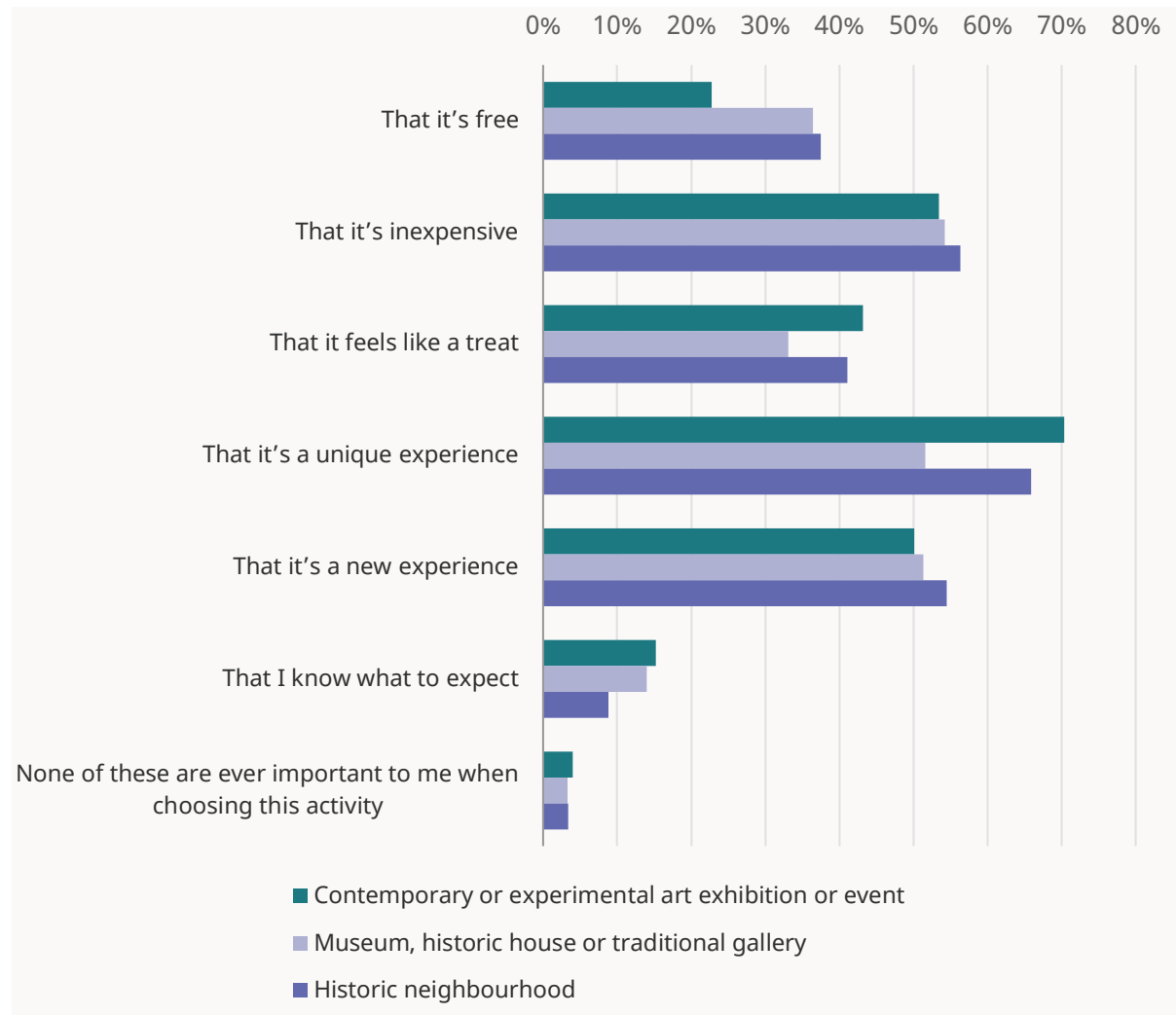
Performances at large, established venues; Performances or event at small or independent venues; Cultural events in non-traditional venues



Base: Respondents in market who did that activity in the past 12 months (304 / 254 / 141)

And still thinking about [activity], which of the following tend to be important to you about the activity itself?

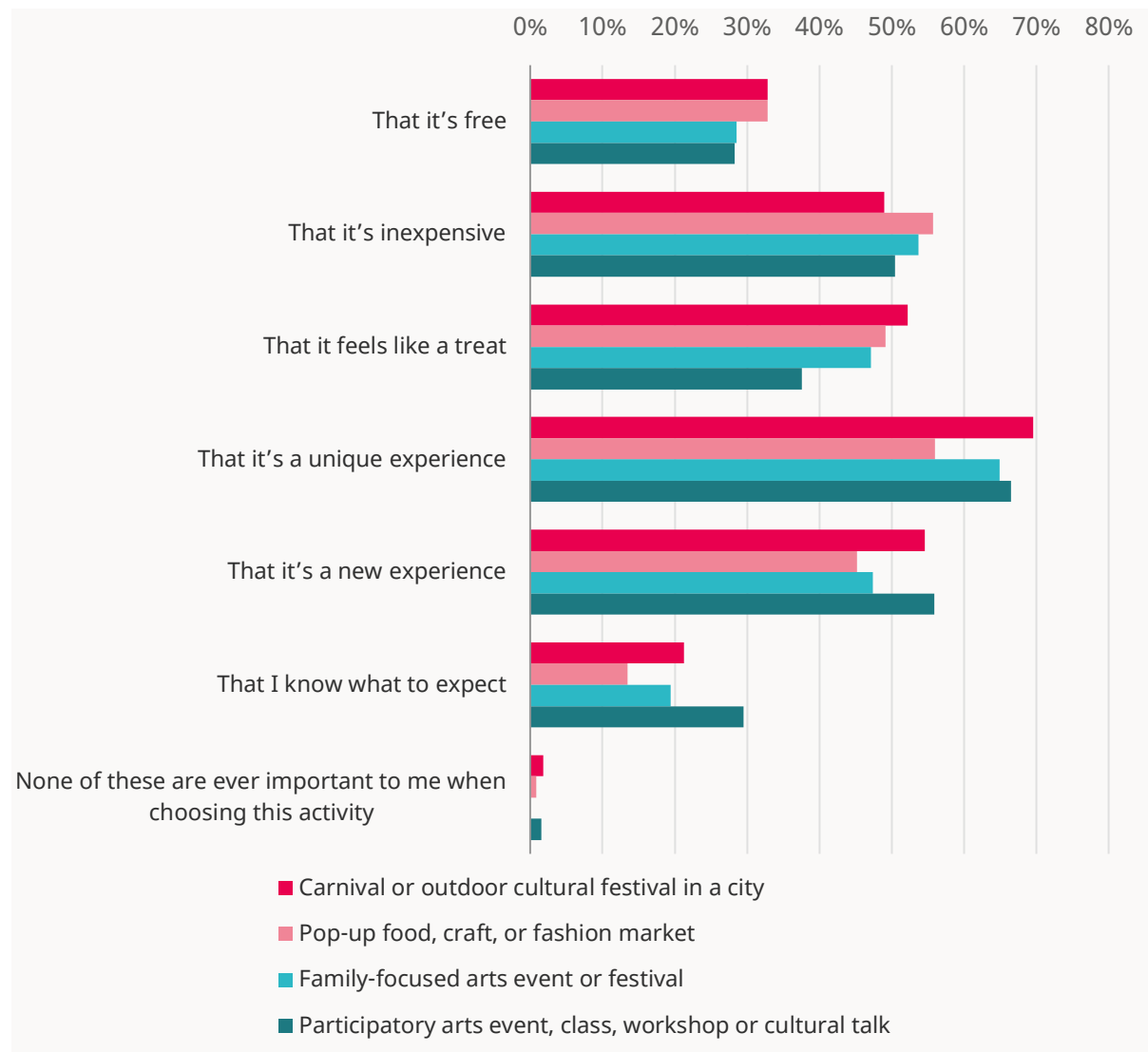
Contemporary or experimental art exhibitions or events; Museums, historic houses or traditional galleries; Historic neighbourhoods



Base: Respondents in market who did that activity in the past 12 months (129 / 319 / 244)

And still thinking about [activity], which of the following tend to be important to you about the activity itself?

Carnivals or outdoor cultural festivals in a city; Pop-up food, craft, or fashion markets; Family-focused arts events or festivals; Participatory arts events, classes, workshops or cultural talks



Base: Respondents in market who did that activity in the past 12 months (197 / 270 / 142 / 104)

And still thinking about [activity], which of the following tend to be important to you about the activity itself? (Ranked)

And still thinking about [activity], which of the following tend to be important to you about the activity itself?	Performance at large, established venue	Performance or event at small or independent venue	Cultural event in a non-traditional venue	Carnival or outdoor cultural festival in a city	Contemporary or experimental art exhibition or event	Museum, historic house or traditional gallery	Historic neighbourhood	Pop-up food, craft, or fashion market	Family-focused arts event or festival	Participatory arts event, class, workshop or cultural talk
Base	304	254	141	197	129	319	244	270	142	104
That it is family-friendly	5	5	5	3	5	6	6	5	1	4
That it's free	7	6	6	6	6	4	5	6	6	7
That it's inexpensive	4	4	2	5	2	1	2	2	3	3
That it feels like a treat	2	2	4	4	4	5	4	3	5	5
That it's a unique experience	1	1	1	1	1	2	1	1	2	1
That it's a new experience	3	3	3	2	3	3	3	4	4	2
That I know what to expect	6	7	7	7	7	7	7	7	7	6
None of these	8	8	8	8	8	8	8	8	8	8

Notable differences between demographic groups

Age

- + More likely to be important that the activity is family-friendly if aged 25 to 44 (67% vs. 46% of all respondents)
- + More likely to be important that the activity is a unique experience if aged 18 to 24 (86% vs. 75% of all respondents)
- Less likely to be important that the activity is family-friendly if aged 18 to 24 (27% vs. 46% of all respondents)
- Less likely to be important that the activity is a unique experience if 65 or older (60% vs. 75% of all respondents)
- Less likely to be important that "I know what to expect" if aged 18 to 24 (13% vs. 23% of all respondents)

Ethnic group

- + More likely to be important that the activity is family-friendly if Black or Black British (72% vs. 46% of all respondents)
- + More likely to be important that the activity is free if Asian or Asian British (61% vs. 39% of all respondents)
- + More likely to be important that the activity is inexpensive if Mixed/multiple ethnic group (81% vs. 65% of all respondents)
- + More likely to be important that the activity is a unique experience if Black or Black British (91% vs. 75% of all respondents)
- + More likely to be important that "I know what to expect" if Black or Black British (36% vs. 23% of all respondents)
- Less likely to be important that the activity is family-friendly if Mixed/multiple ethnic group (33% vs. 46% of all respondents)
- Less likely to be important that the activity is free if Mixed/multiple ethnic group (29% vs. 39% of all respondents)
- Less likely to be important that the activity is a new experience if in an "other" ethnic group (39% vs. 63% of all respondents)
- Less likely to be important that "I know what to expect" if in an "other" ethnic group (4% vs. 23% of all respondents)

NS-SEC category

- + More likely to be important that the activity is family-friendly if in a higher managerial, administrative or professional occupation (56% vs. 46% of all respondents)
- + More likely to be important that the activity is free if long-term unemployed or never worked (55% vs. 39% of all respondents)
- + More likely to be important that the activity is inexpensive if a full-time student (82% vs. 65% of all respondents)
- + More likely to be important that the activity is a unique experience if a full-time student (87% vs. 75% of all respondents)
- + More likely to be important that the activity is a new experience if a full-time student (75% vs. 63% of all respondents)

- Less likely to be important that the activity is family-friendly if a full-time student (20% vs. 46% of all respondents)
- Less likely to be important that the activity feels like a treat if a small employer or own account worker (50% vs. 62% of all respondents)
- Less likely to be important that the activity is a unique experience if in a lower supervisory or technical occupation (62% vs. 75% of all respondents)
- Less likely to be important that the activity is a new experience if long-term unemployed or never worked (45% vs. 63% of all respondents)
- Less likely to be important that "I know what to expect" if a full-time student (13% vs. 23% of all respondents)

Current use and perceptions of the City

Summary

Respondents in the market for arts and culture were asked about their current activity in the City of London – whether they work there or have otherwise made any visits in the last three years, and the arts and cultural activities they may have undertaken on these visits.

- 79% of those in the market for arts and cultural activity said they had visited the City in the past three years, for any reason.
- 9% said they work in the City of London – either as their main place of work, or the area they spend the most time working in.
- The most widely cited activities in the City of London were:
 - Visited a museum, historic house or traditional gallery (43% of those who had visited the City in the past three years)
 - Gone to a performance in a large, established theatre, concert hall, cinema or arts centre (32%)
 - Explored a historic neighbourhood in your leisure time (24%)

Respondents were also asked about their perception of the City – in and of itself, and compared to other areas in London. The words most commonly used to describe the City were Historic (56%), Interesting (48%), and Expensive (46%).

Those who had experienced arts and culture in other parts of London were asked to compare their perception of these areas compared the City on a range of factors.

- Least expensive: Clerkenwell, Farringdon, Bloomsbury and Holborn
- More things that I like to do: The West End
- Easiest to get to: The South Bank and Bankside
- Highest awareness of what's available: Clerkenwell, Farringdon, Bloomsbury and Holborn
- Range of things to do: The West End
- Quality of activities: Shoreditch, Spitalfields and Whitechapel

Current activity in the City

Work

Respondents in the market for arts and cultural activities were asked if they worked, and if so if they worked only or mainly from home, only or mainly somewhere else, or a mix of both. Those who didn't only or mainly work from home were asked where they usually worked.

Amongst those in the market:

- 60% are in work
- 34% work anywhere London
- 9% work in the City

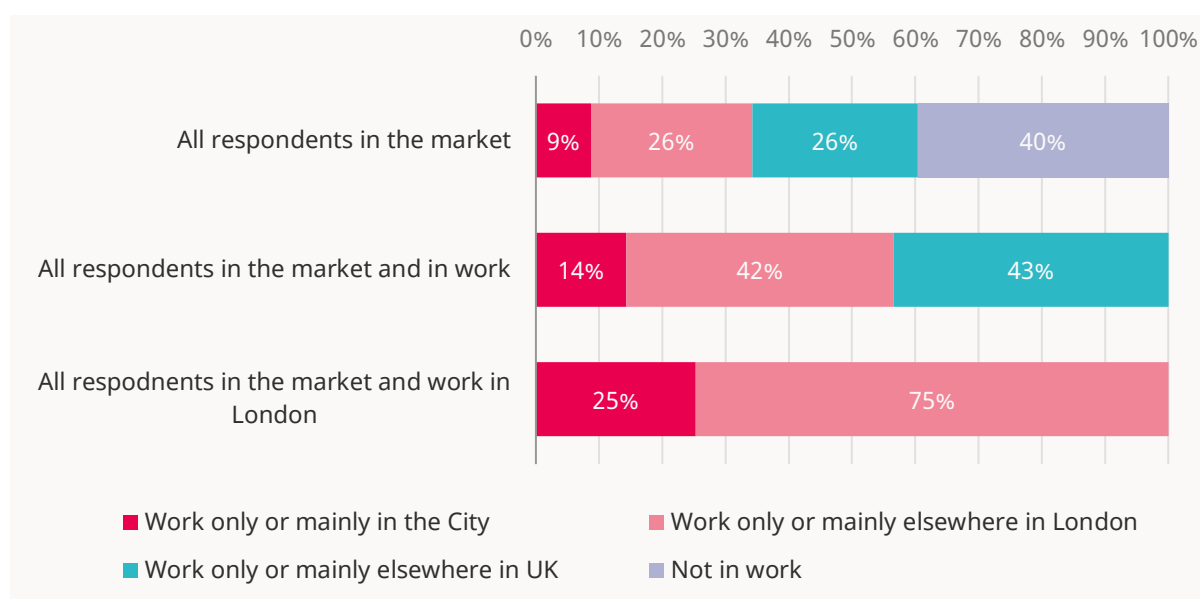
Of those who are in work:

- 57% work anywhere in London
- 14% work in the City

And of those who work in London:

- 25% work in the City

Place of work



Base: Respondents in market (1,019 / 712 / 470)

Notable differences between demographic groups

Age

- + More likely to be in the market and in work if aged 25 to 44 (65% vs. 43% of all respondents)
- + More likely to be in the market, in work, and work in London if aged 25 to 44 (41% vs. 25% of all respondents)
- Less likely to be in the market and in work if 65 or older (12% vs. 43% of all respondents)
- Less likely to be in the market, in work, and work in London if 65 or older (6% vs. 25% of all respondents)

Ethnic group

- + More likely to be in the market and in work if Black or Black British (54% vs. 43% of all respondents)
- + More likely to be in the market, in work, and work in London if Black or Black British (39% vs. 25% of all respondents)
- + More likely to be in the market, in work, work in London, and work in the City if Black or Black British (17% vs. 6% of all respondents)
- Less likely to be in the market and in work if in an "other" ethnic group (10% vs. 43% of all respondents)
- Less likely to be in the market, in work, and work in London if in an "other" ethnic group (5% vs. 25% of all respondents)

NS-SEC category

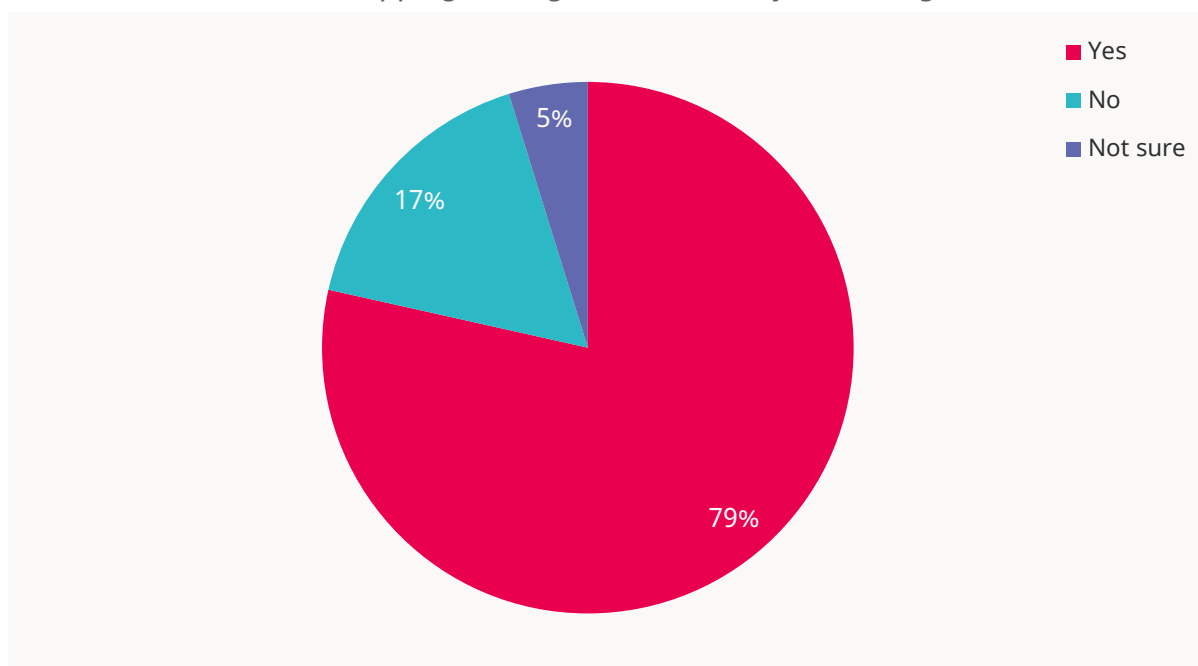
- + More likely to be not be in the market for arts and culture if long-term unemployed or never worked (49% vs. 28% of all respondents)
- + More likely to be in the market and in work if in a higher managerial, administrative or professional occupation (62% vs. 43% of all respondents)
- + More likely to be in the market, in work, and work in London if in a higher managerial, administrative or professional occupation (37% vs. 25% of all respondents)
- Less likely to be in the market for arts and culture if long-term unemployed or never worked (52% vs. 72% of all respondents)

- Less likely to be in the market and in work if a full-time student (0% vs. 43% of all respondents)
- Less likely to be in the market, in work, and work in London if a full-time student (0% vs. 25% of all respondents)

Any visits

At this point in the survey, respondents were shown a map of London, with the City highlighted and described as “the City of London – sometimes known as the Square Mile, the area north of the Thames shown on the map below. This area includes St Paul’s, Liverpool Street, the Monument, the Bank of England, Blackfriars, the Barbican, Fleet Street and Guildhall.”

Have you visited the City of London in the last three years? This could be for any reason – work, leisure, shopping, eating, education, or just looking around



Base: Respondents in market (1,019)

Notable differences between demographic groups

Age

- + More likely to have visited the City in the last three years if aged 18 to 24 (91% vs. 79% of all respondents)
- Less likely to have visited the City in the last three years if 65 or older (57% vs. 79% of all respondents)

Ethnic group

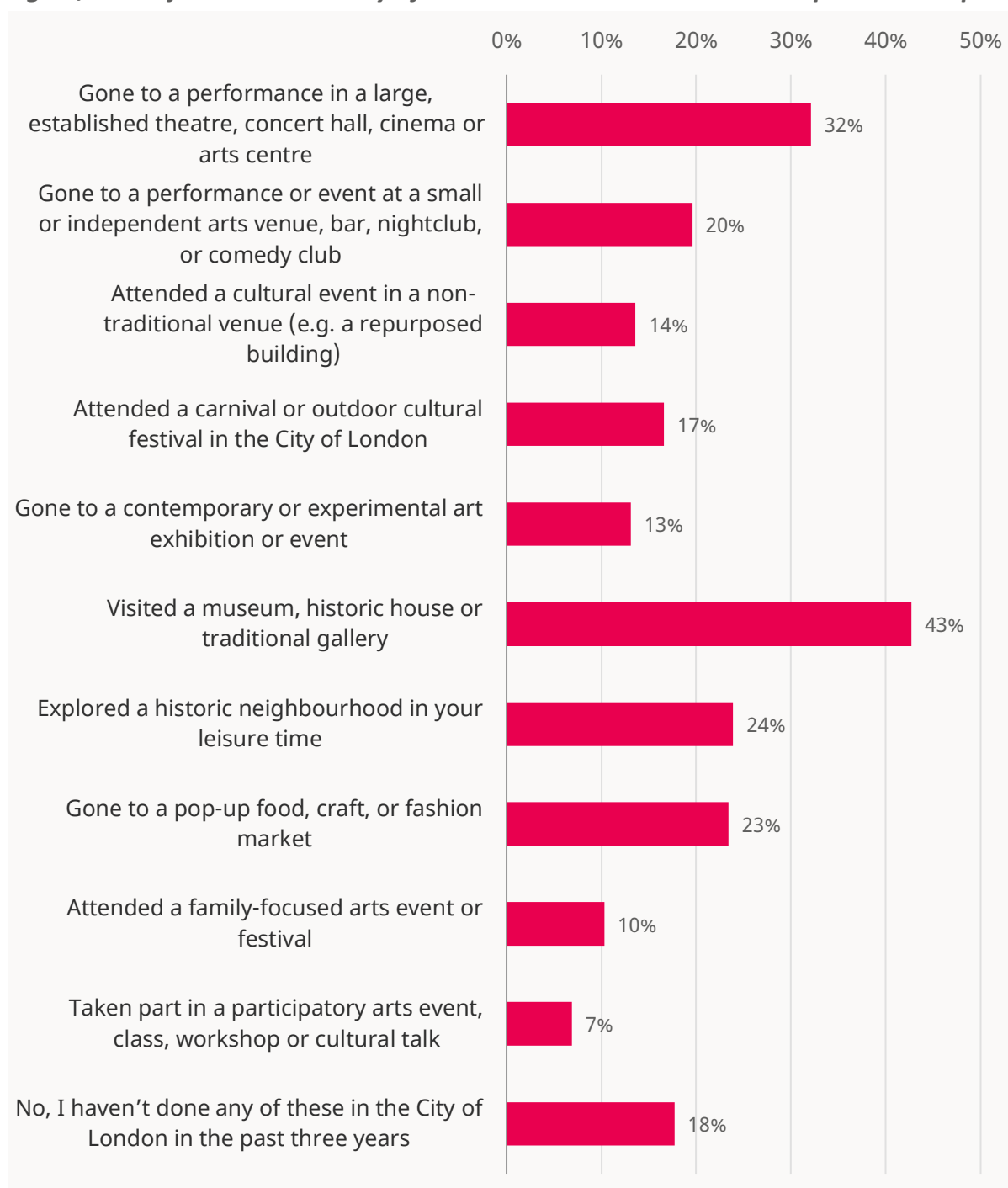
- + More likely to have visited the City in the last three years if in an "other" ethnic group (100% vs. 79% of all respondents)

NS-SEC category

- + More likely to have visited the City in the last three years if a full-time student (91% vs. 79% of all respondents)
- Less likely to have visited the City in the last three years if in a semi-routine or routine occupation (63% vs. 79% of all respondents)

Cultural visits

**Have you done any of the following in the City of London in the last three years?
Again, this is just about the City of London – the area in red on the previous map.**



Base: Respondents in market who have visited the City in the last three years (823)

Notable differences between demographic groups

Age

- + More likely to have attended a carnival or outdoor cultural festival in the City if aged 25 to 44 (27% vs. 17% of all respondents)
- + More likely to have not done any of the listed activities in the City of London if 65 or older (32% vs. 18% of all respondents)
- Less likely to have gone to a performance or event at a small or independent arts venue, bar, nightclub, or comedy club in the City if 65 or older (4% vs. 20% of all respondents)
- Less likely to have gone to a pop-up food, craft, or fashion market in the City if 65 or older (6% vs. 23% of all respondents)
- Less likely to have not done any of the listed activities in the City of London if aged 25 to 44 (7% vs. 18% of all respondents)

Ethnic group

- + More likely to have gone to a performance in a large, established theatre, concert hall, cinema or arts centre in the City if in an "other" ethnic group (53% vs. 32% of all respondents)
- + More likely to have gone to a performance or event at a small or independent arts venue, bar, nightclub, or comedy club in the City if Black or Black British (33% vs. 20% of all respondents)
- + More likely to have attended a cultural event in a non-traditional venue in the City if White Other (25% vs. 14% of all respondents)
- + More likely to have attended a carnival or outdoor cultural festival in the City if Black or Black British (37% vs. 17% of all respondents)
- + More likely to have gone to a contemporary or experimental art exhibition or event in the City if White Other (27% vs. 13% of all respondents)
- + More likely to have explored a historic neighbourhood in the City if in an "other" ethnic group (41% vs. 24% of all respondents)
- + More likely to have gone to a pop-up food, craft, or fashion market in the City if in an "other" ethnic group (51% vs. 23% of all respondents)
- + More likely to have attended a family-focused arts event or festival in the City if Black or Black British (29% vs. 10% of all respondents)

- + More likely to have taken part in a participatory arts event, class, workshop or cultural talk in the City if Black or Black British (20% vs. 7% of all respondents)
- Less likely to have not done any of the listed activities in the City of London if in an "other" ethnic group (0% vs. 18% of all respondents)

NS-SEC category

- + More likely to have visited a museum, historic house or traditional gallery in the City if a full-time student (59% vs. 43% of all respondents)
- + More likely to have explored a historic neighbourhood in the City if long-term unemployed or never worked (42% vs. 24% of all respondents)
- + More likely to have not done any of the listed activities in the City of London if in a semi-routine or routine occupation (33% vs. 18% of all respondents)
- Less likely to have gone to a performance in a large, established theatre, concert hall, cinema or arts centre in the City if in a semi-routine or routine occupation (21% vs. 32% of all respondents)
- Less likely to have gone to a performance or event at a small or independent arts venue, bar, nightclub, or comedy club in the City if in an intermediate occupation (4% vs. 20% of all respondents)
- Less likely to have visited a museum, historic house or traditional gallery in the City if in a lower supervisory or technical occupation (31% vs. 43% of all respondents)
- Less likely to have explored a historic neighbourhood in the City if a full-time student (12% vs. 24% of all respondents)
- Less likely to have not done any of the listed activities in the City of London if long-term unemployed or never worked (7% vs. 18% of all respondents)
- No notable significant differences found

Perception

Describing the City

Respondents in the market for arts and cultural activities in the City of London were presented with a list of words and asked to choose those which they felt described the City. The most commonly chosen were **Historic** (56%), **Interesting** (48%), and **Expensive** (46%).

What words would you use to describe the City of London as an area? If you're not familiar with the area, what do you imagine it's like?



Base: Respondents in market (1,019)

Word	%
Base	1,019
Historic	56%
Interesting	48%
Expensive	46%
Vibrant	38%
Exciting	37%
Diverse	35%
Unique	34%
Traditional	31%
Modern	30%
Rich	29%

Business-focused	27%
Creative	25%
Corporate	24%
Varied	21%
Family-friendly	20%
Innovative	18%
Inclusive	17%
Exclusive	16%
Elitist	12%
Hidden	8%
Generic	5%
Confusing	4%
Boring	2%

Notable differences between demographic groups

Age

- + More likely to use the word "Historic" if 65 or older (73% vs. 56% of all respondents)
- + More likely to use the word "Traditional" if 65 or older (44% vs. 31% of all respondents)
- + More likely to use the word "Expensive" if aged 18 to 24 (61% vs. 46% of all respondents)
- + More likely to use the word "Modern" if aged 25 to 44 (43% vs. 30% of all respondents)
- + More likely to use the word "Creative" if aged 25 to 44 (37% vs. 25% of all respondents)
- Less likely to use the word "Historic" if aged 18 to 24 (46% vs. 56% of all respondents)
- Less likely to use the word "Traditional" if aged 18 to 24 (17% vs. 31% of all respondents)
- Less likely to use the word "Interesting" if aged 18 to 24 (36% vs. 48% of all respondents)
- Less likely to use the word "Modern" if 65 or older (15% vs. 30% of all respondents)
- Less likely to use the word "Creative" if 65 or older (12% vs. 25% of all respondents)
- Less likely to use the word "Exciting" if 65 or older (25% vs. 37% of all respondents)

Ethnic group

- + More likely to use the word "Historic" if Mixed/multiple ethnic group (67% vs. 56% of all respondents)
- + More likely to use the word "Diverse" if Mixed/multiple ethnic group (54% vs. 35% of all respondents)
- + More likely to use the word "Varied" if Mixed/multiple ethnic group (34% vs. 21% of all respondents)

- + More likely to use the word "Traditional" if in an "other" ethnic group (50% vs. 31% of all respondents)
- + More likely to use the word "Vibrant" if Mixed/multiple ethnic group (62% vs. 38% of all respondents)
- + More likely to use the word "Rich" if Black or Black British (44% vs. 29% of all respondents)
- + More likely to use the word "Business-focused" if Mixed/multiple ethnic group (40% vs. 27% of all respondents)
- + More likely to use the word "Expensive" if Asian or Asian British (59% vs. 46% of all respondents)
- + More likely to use the word "Inclusive" if Asian or Asian British (33% vs. 17% of all respondents)
- + More likely to use the word "Modern" if Mixed/multiple ethnic group (54% vs. 30% of all respondents)
- + More likely to use the word "Elitist" if Mixed/multiple ethnic group (26% vs. 12% of all respondents)
- + More likely to use the word "Exclusive" if Black or Black British (28% vs. 16% of all respondents)
- + More likely to use the word "Innovative" if Black or Black British (40% vs. 18% of all respondents)
- + More likely to use the word "Creative" if Black or Black British (43% vs. 25% of all respondents)
- + More likely to use the word "Family-friendly" if Black or Black British (37% vs. 20% of all respondents)
- + More likely to use the word "Exciting" if Black or Black British (54% vs. 37% of all respondents)
- + More likely to use the word "Unique" if in an "other" ethnic group (69% vs. 34% of all respondents)
- + More likely to use the word "Generic" if in an "other" ethnic group (19% vs. 5% of all respondents)
- Less likely to use the word "Historic" if Black or Black British (44% vs. 56% of all respondents)

- Less likely to use the word "Traditional" if White Other (20% vs. 31% of all respondents)
- Less likely to use the word "Rich" if Mixed/multiple ethnic group (16% vs. 29% of all respondents)
- Less likely to use the word "Interesting" if Asian or Asian British (35% vs. 48% of all respondents)
- Less likely to use the word "Business-focused" if Asian or Asian British (9% vs. 27% of all respondents)
- Less likely to use the word "Corporate" if Asian or Asian British (10% vs. 24% of all respondents)
- Less likely to use the word "Inclusive" if in an "other" ethnic group (0% vs. 17% of all respondents)
- Less likely to use the word "Modern" if in an "other" ethnic group (19% vs. 30% of all respondents)
- Less likely to use the word "Elitist" if in an "other" ethnic group (0% vs. 12% of all respondents)
- Less likely to use the word "Innovative" if in an "other" ethnic group (0% vs. 18% of all respondents)

NS-SEC category

- + More likely to use the word "Diverse" if a full-time student (50% vs. 35% of all respondents)
- + More likely to use the word "Traditional" if in a semi-routine or routine occupation (44% vs. 31% of all respondents)
- + More likely to use the word "Vibrant" if a full-time student (50% vs. 38% of all respondents)
- + More likely to use the word "Rich" if long-term unemployed or never worked (44% vs. 29% of all respondents)
- + More likely to use the word "Expensive" if a full-time student (69% vs. 46% of all respondents)
- + More likely to use the word "Family-friendly" if long-term unemployed or never worked (32% vs. 20% of all respondents)

- + More likely to use the word "Exciting" if a full-time student (54% vs. 37% of all respondents)
- + More likely to use the word "Unique" if long-term unemployed or never worked (46% vs. 34% of all respondents)
- Less likely to use the word "Traditional" if a full-time student (9% vs. 31% of all respondents)
- Less likely to use the word "Corporate" if a full-time student (13% vs. 24% of all respondents)
- Less likely to use the word "Expensive" if a small employer or own account worker (34% vs. 46% of all respondents)
- Less likely to use the word "Modern" if a small employer or own account worker (19% vs. 30% of all respondents)
- Less likely to use the word "Creative" if in an intermediate occupation (12% vs. 25% of all respondents)
- Less likely to use the word "Exciting" if a small employer or own account worker (23% vs. 37% of all respondents)
- Less likely to use the word "Unique" if a small employer or own account worker (23% vs. 34% of all respondents)

Comparisons with other areas

Respondents were asked to compare their perception of the City of London with other parts of London they had visited for arts and cultural activities – specifically in the West End; Shoreditch, Spitalfields and Whitechapel; Clerkenwell, Farringdon, Bloomsbury and Holborn; and the South Bank and Bankside.

Amongst those who had visited a given area for culture:

- The area most often considered less expensive than the City was Clerkenwell, Farringdon, Bloomsbury and Holborn
- The area most often regarded as having “more things that I like to do” was The West End
- The South Bank and Bankside was the area most widely considered easier than the City
- The area with the highest awareness of what’s available compared with the City was Clerkenwell, Farringdon, Bloomsbury and Holborn.
- The West End scored most favourably compared with the City in terms of range of things to do.
- Shoreditch, Spitalfields and Whitechapel scored most favourably in terms of quality vs. activities available in the City

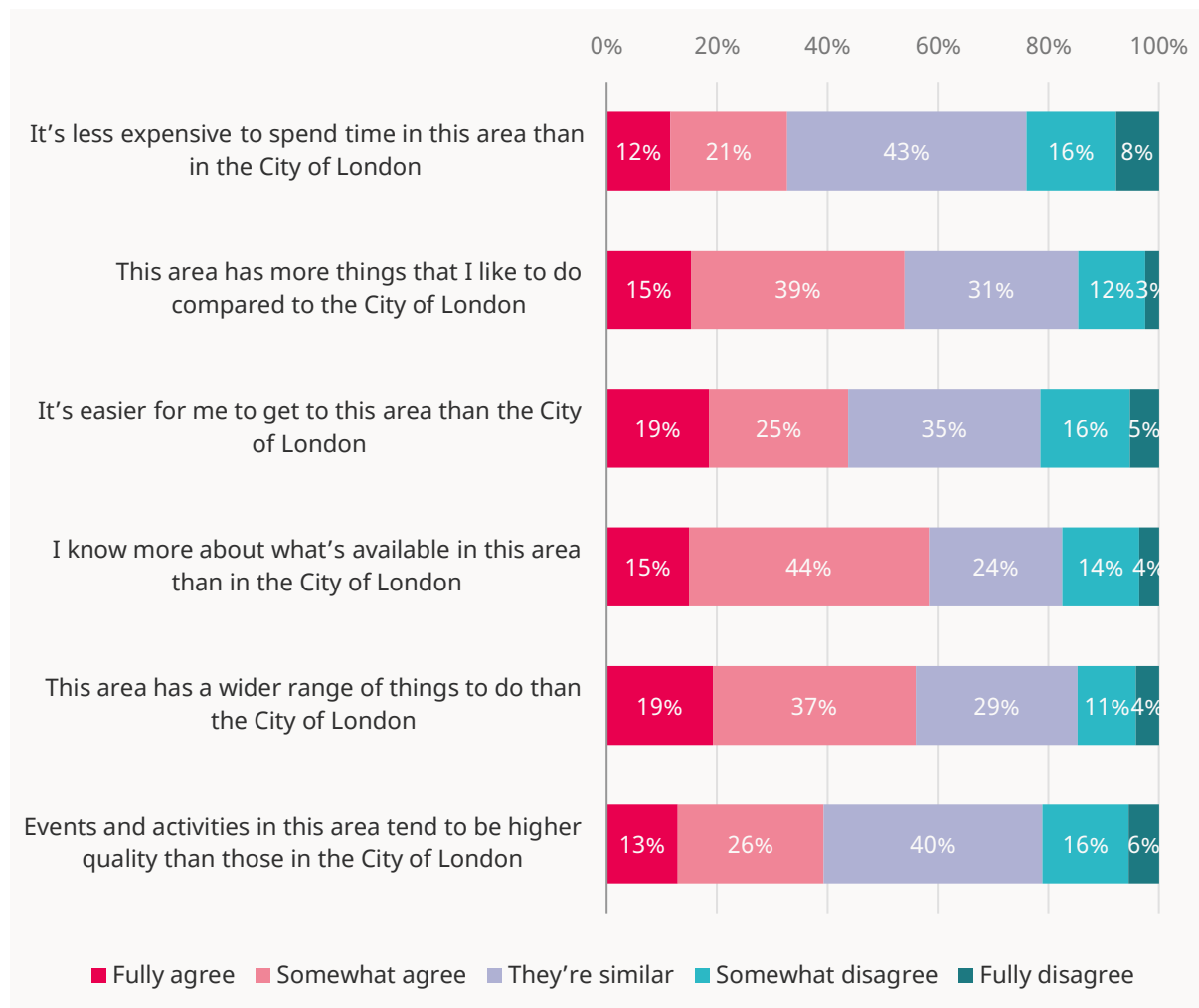
Note that these results describe perceptions only for those who are familiar with the area at hand. For example Clerkenwell, Farringdon, Bloomsbury and Holborn favoured the best compared to the City in terms of awareness of what’s available however areas which are more widely visited, such as the West End, are likely to have higher *overall* levels of awareness about what’s available when looking at the population as a whole.

For each area, the three statements which had the strongest agreement were:

- The West End
 1. This area has a wider range of things to do than the City of London (19% fully agree, 37% somewhat agree)
 2. I know more about what’s available in this area than in the City of London (15% fully agree, 44% somewhat agree)
 3. This area has more things that I like to do compared to the City of London (15% fully agree, 39% somewhat agree)
- Shoreditch, Spitalfields and Whitechapel

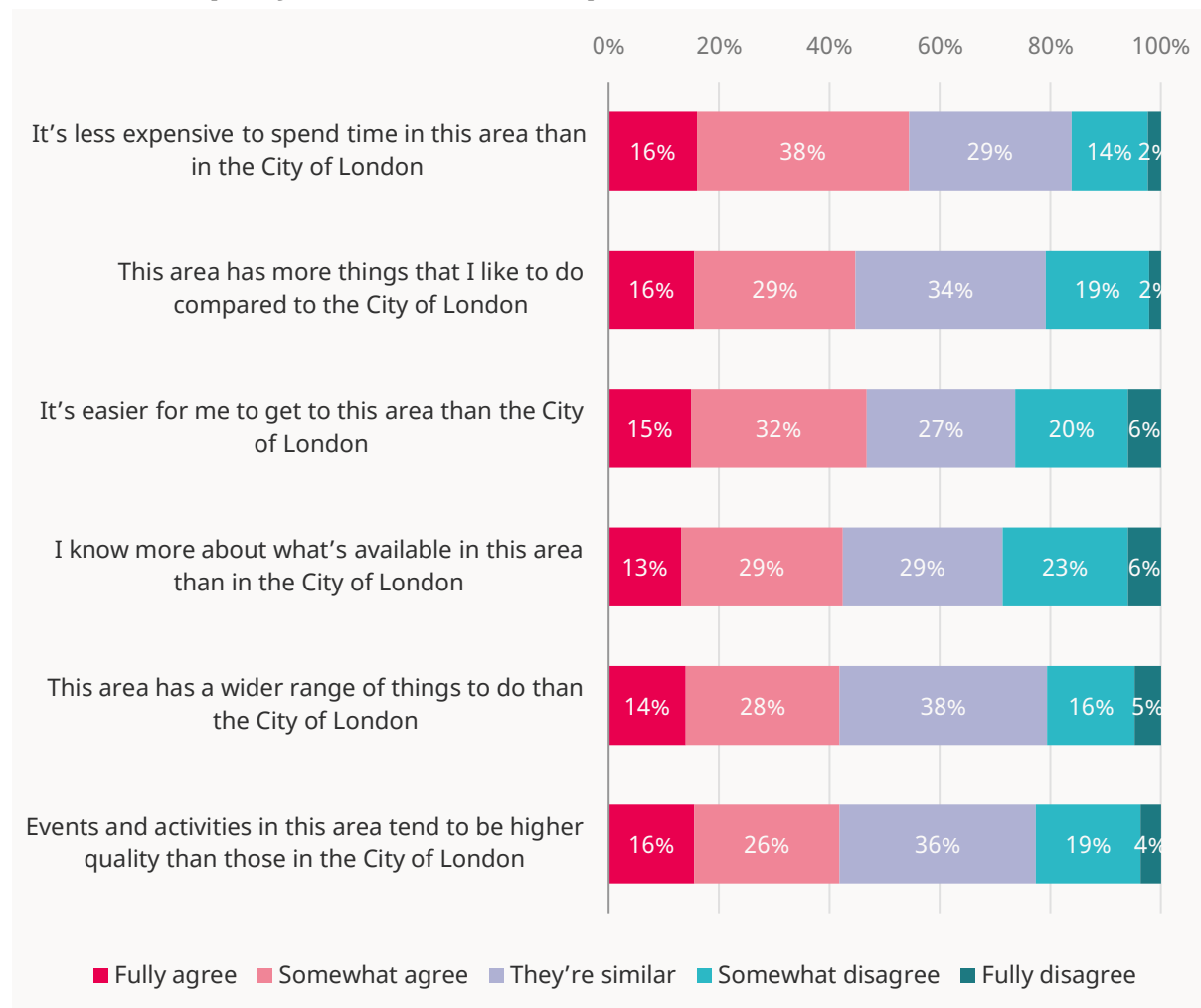
1. It's less expensive to spend time in this area than in the City of London (16% fully agree, 38% somewhat agree)
 2. This area has more things that I like to do compared to the City of London (16% fully agree, 29% somewhat agree)
 3. Events and activities in this area tend to be higher quality than those in the City of London (16% fully agree, 26% somewhat agree)
- Clerkenwell, Farringdon, Bloomsbury and Holborn
1. It's less expensive to spend time in this area than in the City of London (23% fully agree, 37% somewhat agree)
 2. I know more about what's available in this area than in the City of London (23% fully agree, 28% somewhat agree)
 3. It's easier for me to get to this area than the City of London (20% fully agree, 26% somewhat agree)
- The South Bank and Bankside
1. It's easier for me to get to this area than the City of London (19% fully agree, 30% somewhat agree)
 2. I know more about what's available in this area than in the City of London (17% fully agree, 33% somewhat agree)
 3. It's less expensive to spend time in this area than in the City of London (12% fully agree, 33% somewhat agree)

The West End



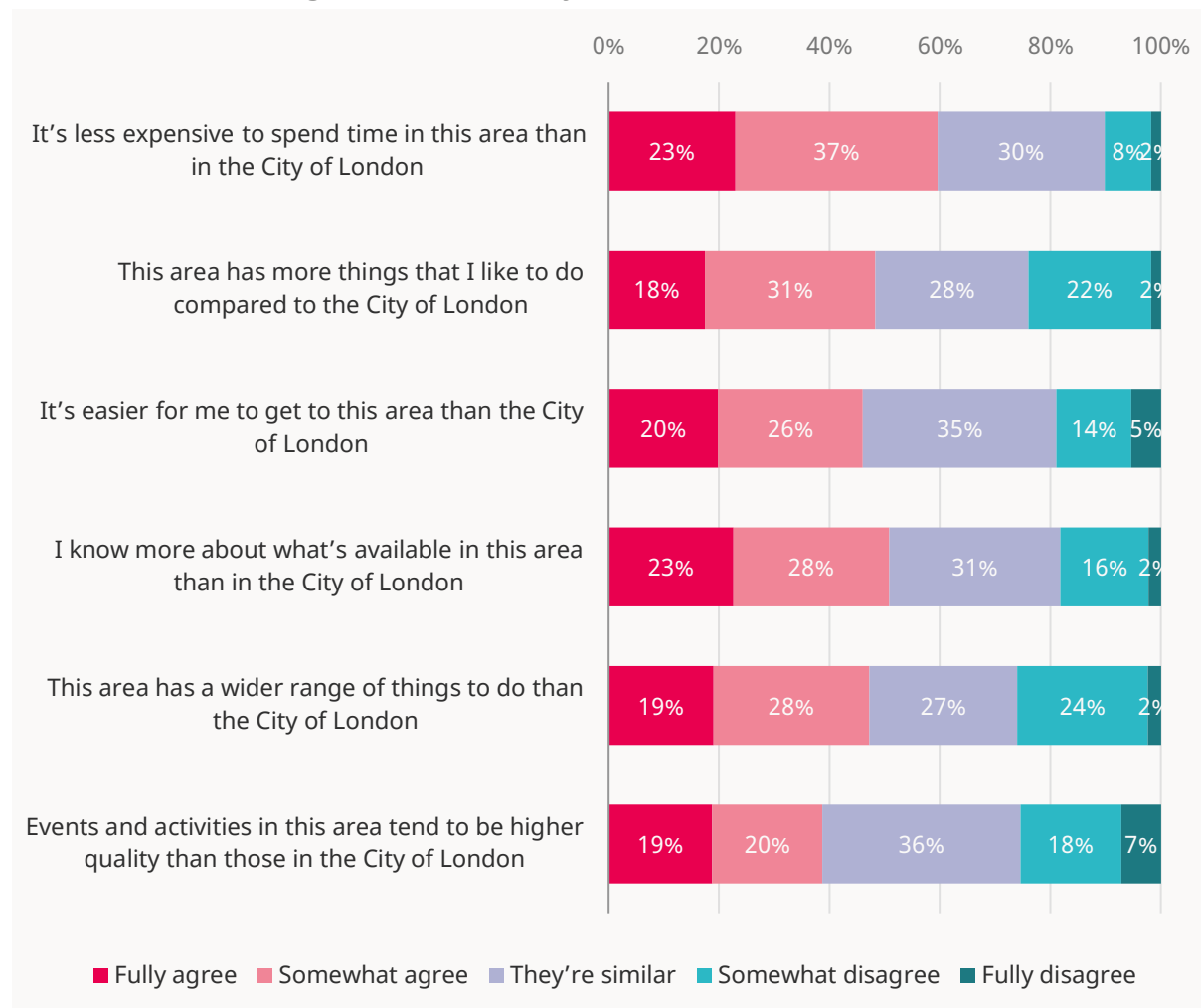
Base: Respondents who have done a cultural activity in area in the past 12 months (538)

Shoreditch, Spitalfields and Whitechapel



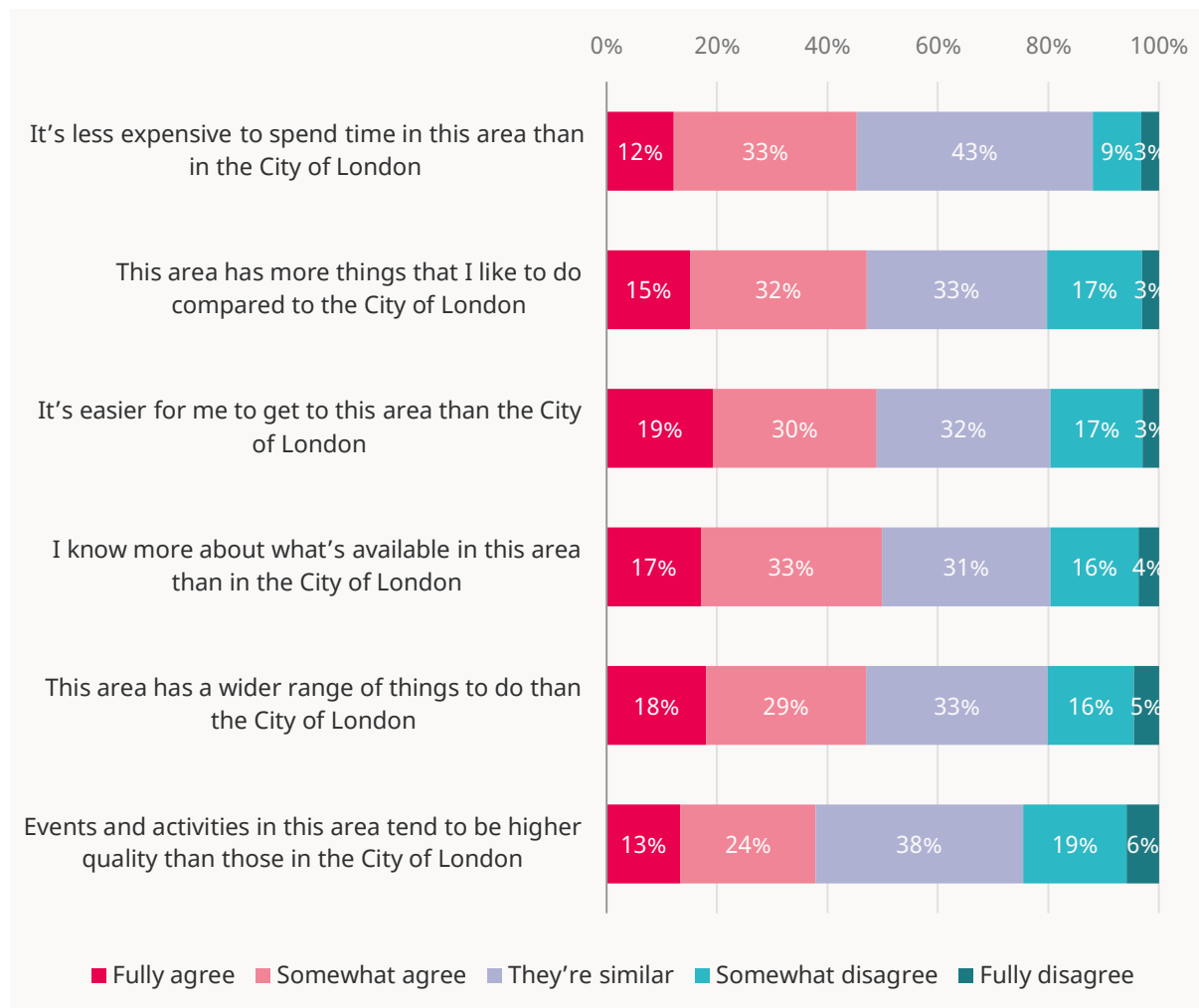
Base: Respondents who have done a cultural activity in area in the past 12 months (214)

Clerkenwell, Farringdon, Bloomsbury and Holborn



Base: Respondents who have done a cultural activity in area in the past 12 months (178)

The South Bank and Bankside



Base: Respondents who have done a cultural activity in area in the past 12 months (415)

Notable differences between demographic groups

Age

- + More likely to think other areas are less expensive if aged 18 to 24 (69% vs. 53% of all respondents)
- + More likely to think other areas are similarly expensive if 65 or older (67% vs. 56% of all respondents)
- + More likely to think the City has a similar number of things they like to do if aged 18 to 24 (56% vs. 46% of all respondents)
- + More likely to think the City has more things they like to do if aged 18 to 24 (45% vs. 28% of all respondents)

- + More likely to think other areas are easier to get to if aged 25 to 44 (57% vs. 47% of all respondents)
- + More likely to think the City is easier to get to if aged 18 to 24 (52% vs. 33% of all respondents)
- + More likely to think events and activities tend to be higher quality in other areas if aged 18 to 24 (55% vs. 43% of all respondents)
- + More likely to think the City has a similar quality of events and activities if 65 or older (66% vs. 53% of all respondents)
- Less likely to think other areas are less expensive if aged 45 to 64 (38% vs. 53% of all respondents)
- Less likely to think other areas are similarly expensive if aged 25 to 44 (46% vs. 56% of all respondents)
- Less likely to think other areas have more things they like to do if aged 18 to 24 (50% vs. 62% of all respondents)
- Less likely to think other areas are easier to get to if aged 18 to 24 (30% vs. 47% of all respondents)
- Less likely to think the City is easier to get to if 65 or older (23% vs. 33% of all respondents)
- Less likely to know more about what's available in the City if 65 or older (18% vs. 30% of all respondents)
- Less likely to think events and activities tend to be higher quality in other areas

Ethnic group

- + More likely to think other areas are less expensive if Black or Black British (76% vs. 53% of all respondents)
- + More likely to think other areas are similarly expensive if in an "other" ethnic group (84% vs. 56% of all respondents)
- + More likely to think the City has a similar number of things they like to do if Mixed/multiple ethnic group (67% vs. 46% of all respondents)
- + More likely to think the City has more things they like to do if Black or Black British (39% vs. 28% of all respondents)
- + More likely to think the City is as easy to get to as other areas if Mixed/multiple ethnic group (70% vs. 48% of all respondents)

- + More likely to think the City is easier to get to if Asian or Asian British (47% vs. 33% of all respondents)
- + More likely to know similar amounts about what's available in the City if in an "other" ethnic group (65% vs. 42% of all respondents)
- + More likely to think other areas have a wider range of things to do if White Other (72% vs. 58% of all respondents)
- + More likely to think the City has a wider range of things to do if in an "other" ethnic group (43% vs. 29% of all respondents)
- Less likely to think other areas are less expensive if in an "other" ethnic group (35% vs. 53% of all respondents)
- Less likely to think other areas are similarly expensive if Black or Black British (40% vs. 56% of all respondents)
- Less likely to think other areas have more things they like to do if Mixed/multiple ethnic group (43% vs. 62% of all respondents)
- Less likely to think other areas are easier to get to if Mixed/multiple ethnic group (33% vs. 47% of all respondents)
- Less likely to think the City is easier to get to if White Other (20% vs. 33% of all respondents)
- Less likely to know similar amounts about what's available in the City if Asian or Asian British (31% vs. 42% of all respondents)
- Less likely to think other areas have a wider range of things to do if Mixed/multiple ethnic group (44% vs. 58% of all respondents)
- Less likely to think the City has a wider range of things to do if White Other (14% vs. 29% of all respondents)

NS-SEC category

- + More likely to think other areas are similarly expensive if long-term unemployed or never worked (83% vs. 56% of all respondents)
- + More likely to think the City has a similar number of things they like to do if a full-time student (61% vs. 46% of all respondents)
- + More likely to think the City has more things they like to do if a full-time student (39% vs. 28% of all respondents)

- + More likely to think other areas are easier to get to if long-term unemployed or never worked (57% vs. 47% of all respondents)
- + More likely to think the City is as easy to get to as other areas if a full-time student (63% vs. 48% of all respondents)
- + More likely to think the City is easier to get to if a full-time student (55% vs. 33% of all respondents)
- + More likely to know similar amounts about what's available in the City if long-term unemployed or never worked (56% vs. 42% of all respondents)
- + More likely to think the City has a similar breadth of things to do if a full-time student (61% vs. 47% of all respondents)
- + More likely to think events and activities tend to be higher quality in other areas if a full-time student (57% vs. 43% of all respondents)
- Less likely to think other areas are less expensive if in an intermediate occupation (31% vs. 53% of all respondents)
- Less likely to think other areas have more things they like to do if long-term unemployed or never worked (46% vs. 62% of all respondents)
- Less likely to think other areas are easier to get to if a full-time student (23% vs. 47% of all respondents)
- Less likely to think the City is easier to get to if in a semi-routine or routine occupation (16% vs. 33% of all respondents)
- Less likely to know similar amounts about what's available in the City if a full-time student (31% vs. 42% of all respondents)
- Less likely to think the City has a wider range of things to do if in a semi-routine or routine occupation (15% vs. 29% of all respondents)
- Less likely to think events and activities tend to be higher quality in other areas if long-term unemployed or never worked (23% vs. 43% of all respondents)

Future activity in the City

Summary

Regardless of past activity in the City, all those in the market for arts and culture were asked about what they might do in the City in the future, when they would consider doing so, and what might make them more likely to do so.

Respondents were most likely to consider attending the following activities in the City in future:

- Visiting a museum, historic house or traditional gallery (54% of all those in the market for arts and culture in the City)
- Going to a performance in a large, established theatre, concert hall, cinema or arts centre (49%)
- Going to a pop-up food, craft, or fashion market (39%)

Overall, there were some notable differences in preferences between activity types, however the most widely popular times for arts and cultural activity in the City were:

- Weekend daytime
- Weekend evening
- Weekday evening

Looking at barriers and enticements to visiting the City for arts and culture in general, the factors most likely to encourage a visit to the City for culture were:

- If it was cheaper (27% strongly agree, 41% agree)
- If I knew what was available there (18% strongly agree, 51% agree)
- If it was more accessible (22% strongly agree, 39% agree)

Activities

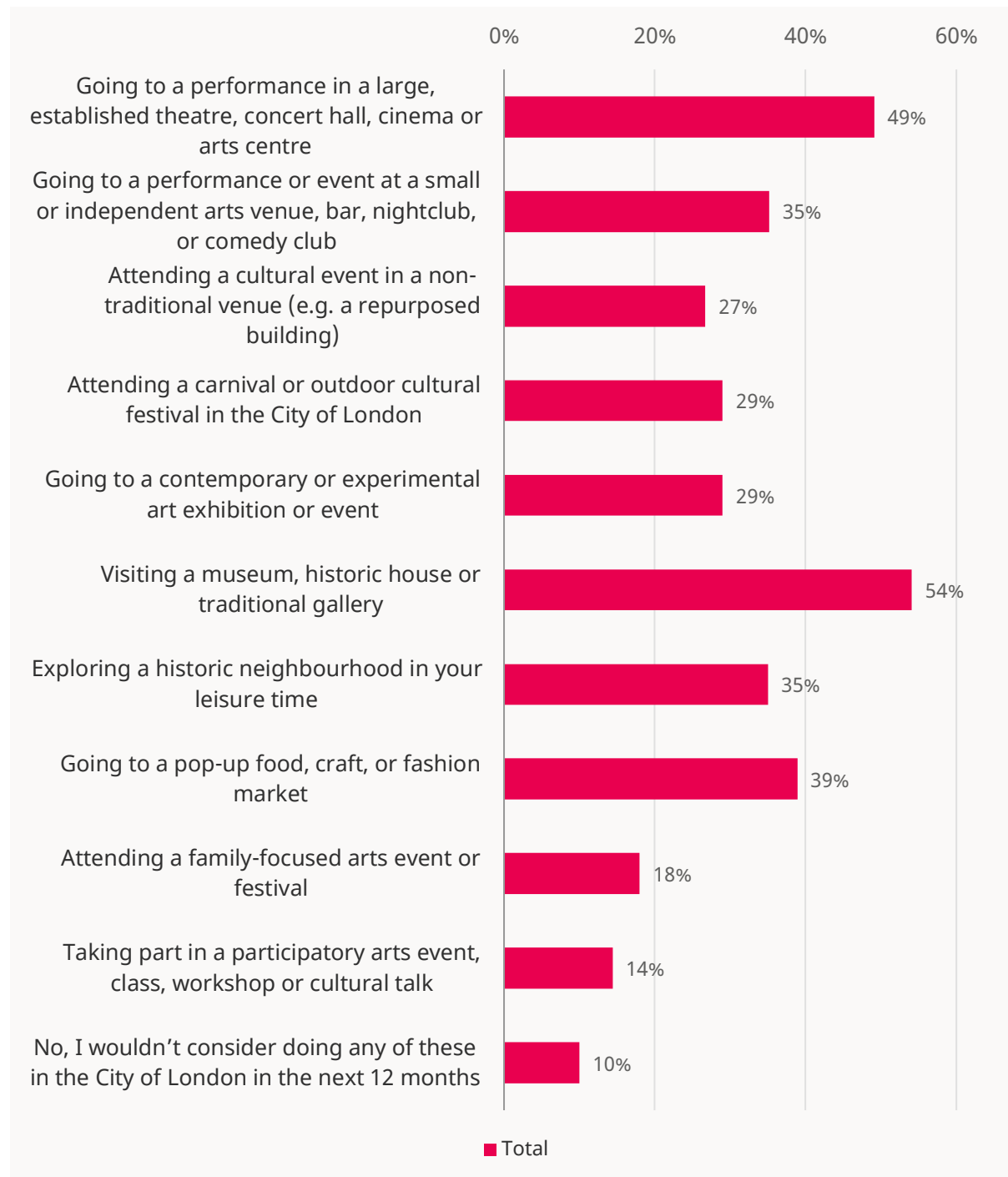
90% of those in the market said they would consider doing at least one of the tested activities in the City in the next 12 months. The most widely considered were:

- Visiting a museum, historic house or traditional gallery (54% of all those in the market for arts and culture in the City)
- Going to a performance in a large, established theatre, concert hall, cinema or arts centre (49%)
- Going to a pop-up food, craft, or fashion market (39%)

The activities fewest respondents would consider were:

- Attending a cultural event in a non-traditional venue (e.g. a repurposed building) (27%)
- Attending a family-focused arts event or festival (18%)
- Taking part in a participatory arts event, class, workshop or cultural talk (14%)

Would you consider doing any of these in the City of London in the coming 12 months?



Base: All respondents in market (1,019)

Notable differences between demographic groups

Age

- + More likely to consider attending a carnival or outdoor cultural festival in the City if aged 25 to 44 (39% vs. 29% of all respondents)
- + More likely to consider going to a contemporary or experimental art exhibition or event in the City if aged 18 to 24 (46% vs. 29% of all respondents)
- + More likely to consider going to a pop-up food, craft, or fashion market in the City if aged 18 to 24 (64% vs. 39% of all respondents)
- + More likely to consider attending a family-focused arts event or festival in the City if aged 25 to 44 (29% vs. 18% of all respondents)
- + More likely to consider doing any of the listed activities in the City if 65 or older (22% vs. 10% of all respondents)
- Less likely to consider going to a performance or event at a small or independent arts venue, bar, nightclub, or comedy club in the City if 65 or older (18% vs. 35% of all respondents)
- Less likely to consider attending a carnival or outdoor cultural festival in the City if 65 or older (16% vs. 29% of all respondents)
- Less likely to consider going to a pop-up food, craft, or fashion market in the City if 65 or older (20% vs. 39% of all respondents)
- Less likely to consider attending a family-focused arts event or festival in the City if 65 or older (8% vs. 18% of all respondents)

Ethnic group

- + More likely to consider going to a performance or event at a small or independent arts venue, bar, nightclub, or comedy club in the City if White Other (47% vs. 35% of all respondents)
- + More likely to consider attending a cultural event in a non-traditional venue in the City if White Other (42% vs. 27% of all respondents)
- + More likely to consider attending a carnival or outdoor cultural festival in the City if Black or Black British (43% vs. 29% of all respondents)
- + More likely to consider visiting a museum, historic house or traditional gallery in the City if Mixed/multiple ethnic group (71% vs. 54% of all respondents)

- + More likely to consider exploring a historic neighbourhood in the City if in an "other" ethnic group (53% vs. 35% of all respondents)
- + More likely to consider going to a pop-up food, craft, or fashion market in the City if Asian or Asian British (56% vs. 39% of all respondents)
- + More likely to consider attending a family-focused arts event or festival in the City if Black or Black British (35% vs. 18% of all respondents)
- + More likely to consider taking part in a participatory arts event, class, workshop or cultural talk in the City if Black or Black British (31% vs. 14% of all respondents)
- Less likely to consider going to a performance in a large, established theatre, concert hall, cinema or arts centre in the City if Asian or Asian British (32% vs. 49% of all respondents)
- Less likely to consider attending a carnival or outdoor cultural festival in the City if in an "other" ethnic group (12% vs. 29% of all respondents)
- Less likely to consider visiting a museum, historic house or traditional gallery in the City if Black or Black British (43% vs. 54% of all respondents)
- Less likely to consider exploring a historic neighbourhood in the City if Mixed/multiple ethnic group (15% vs. 35% of all respondents)
- Less likely to consider attending a family-focused arts event or festival in the City if in an "other" ethnic group (4% vs. 18% of all respondents)

NS-SEC category

- + More likely to consider going to a contemporary or experimental art exhibition or event in the City if a full-time student (51% vs. 29% of all respondents)
- + More likely to consider going to a pop-up food, craft, or fashion market in the City if a full-time student (77% vs. 39% of all respondents)
- Less likely to consider going to a performance in a large, established theatre, concert hall, cinema or arts centre in the City if in a lower supervisory or technical occupation (37% vs. 49% of all respondents)
- Less likely to consider attending a cultural event in a non-traditional venue in the City if in an intermediate occupation (16% vs. 27% of all respondents)
- Less likely to consider attending a carnival or outdoor cultural festival in the City if in an intermediate occupation (13% vs. 29% of all respondents)

- Less likely to consider going to a pop-up food, craft, or fashion market in the City if long-term unemployed or never worked (21% vs. 39% of all respondents)

Timing

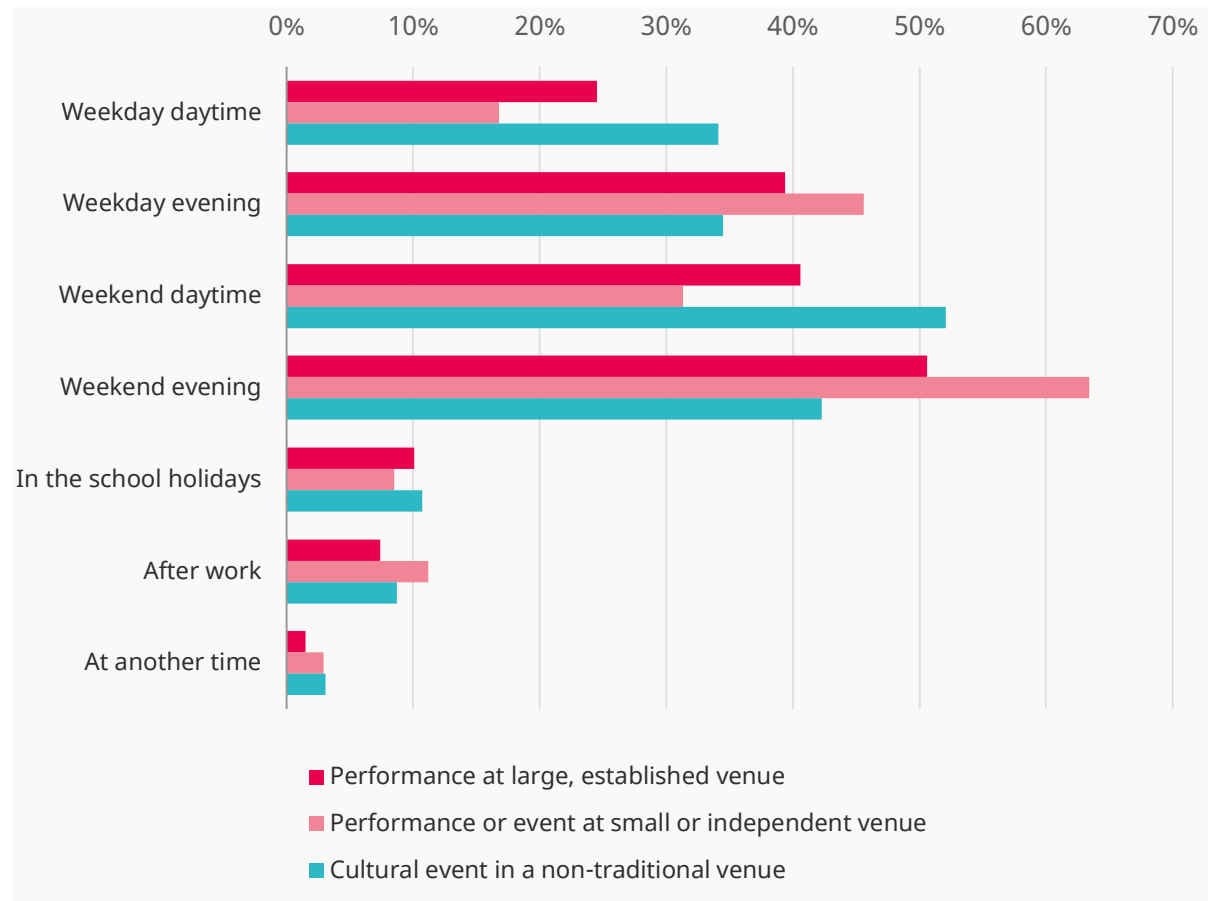
Overall, the most popular time for activity in the City tended to be weekend daytime and weekend evening. The least popular times were after work, in the school holidays, and weekday evenings. There was however notable variation amongst the activities:

- Performances at large, established venues
 - Most popular times: Weekend evening (51%) and weekend daytime (41%)
 - Least popular times: In the school holidays (10%) and after work (7%)
- Performances or event at small or independent venues
 - Most popular times: Weekend evening (63%) and weekday evening (46%)
 - Least popular times: After work (11%) and in the school holidays (9%)
 - Compared to other activities, significantly more of those who would consider doing it would do so on a weekend evening
- Cultural events in non-traditional venues
 - Most popular times: Weekend daytime (52%) and weekend evening (42%)
 - Least popular times: In the school holidays (11%) and after work (9%)
- Contemporary or experimental art exhibitions or events
 - Most popular times: Weekend daytime (59%) and weekday daytime (19%)
 - Least popular times: In the school holidays (16%) and after work (7%)
- Museums, historic houses or traditional galleries
 - Most popular times: Weekend daytime (55%) and weekday daytime (33%)
 - Least popular times: In the school holidays (20%) and after work (10%)
- Historic neighbourhoods

- Most popular times: Weekend daytime (55%) and weekday daytime (44%)
- Least popular times: In the school holidays (15%) and after work (3%)
- Carnivals or outdoor cultural festivals in a city
 - Most popular times: Weekend daytime (62%) and weekend evening (26%)
 - Least popular times: In the school holidays (14%) and after work (5%)
- Pop-up food, craft, or fashion markets
 - Most popular times: Weekend daytime (64%) and weekday daytime (35%)
 - Least popular times: In the school holidays (19%) and after work (13%)
- Family-focused arts events or festivals
 - Most popular times: Weekend daytime (58%) and in the school holidays (35%)
 - Least popular times: Weekday evening (15%) and after work (6%)
 - Compared to other activities, significantly more of those who would consider doing it would do so during school holidays
- Participatory arts events, classes, workshops or cultural talks
 - Most popular times: Weekend daytime (55%) and weekday daytime (35%)
 - Least popular times: In the school holidays (18%) and after work (18%)
 - Although still ranked poorly compared to other times, “after work” fares notably better for participatory arts events, classes, workshops or cultural talks than for any other activities.

If you were going to do an activity in the City of London, when would you consider doing so?

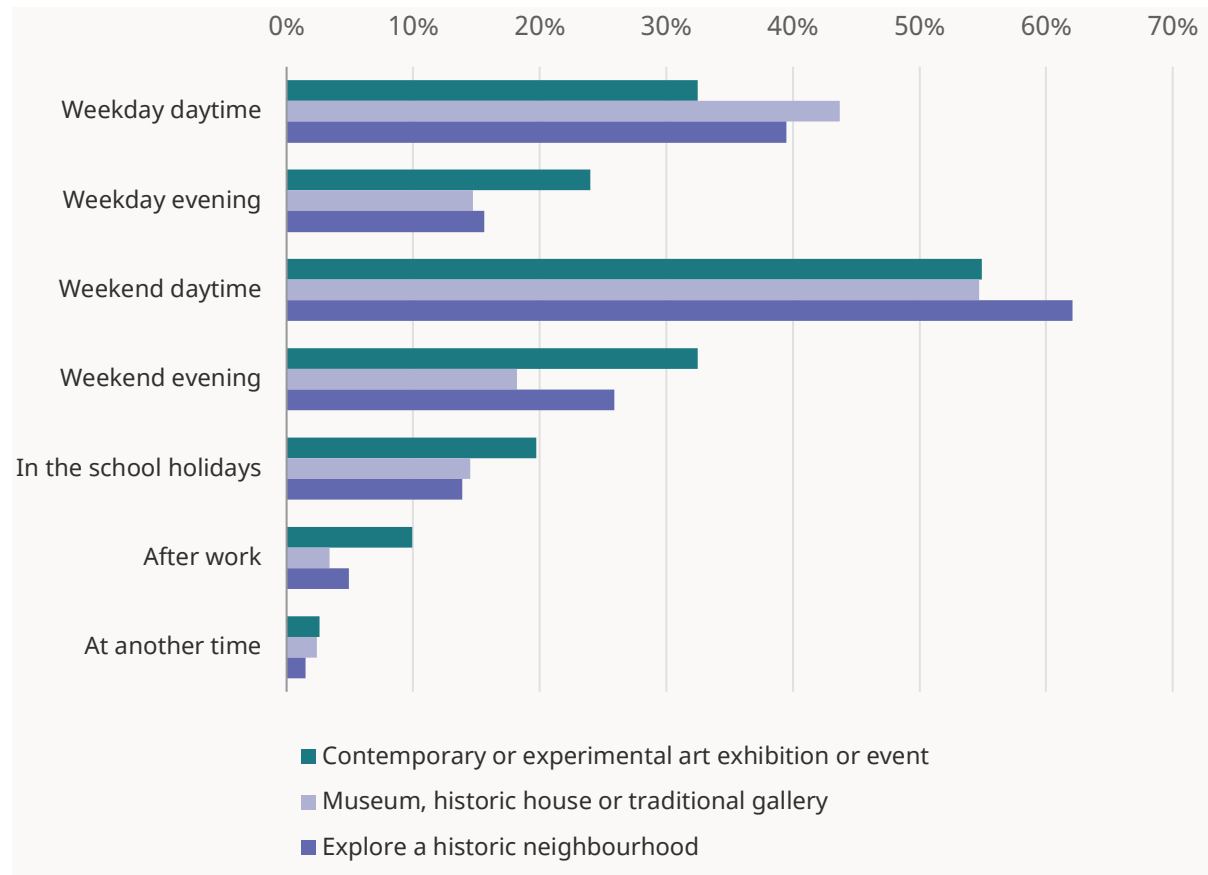
Performances at large, established venues; Performances or event at small or independent venues; Cultural events in non-traditional venues



Base: Respondents in market who would consider doing that activity in the City (506 / 368 / 297)

If you were going to do an activity in the City of London, when would you consider doing so?

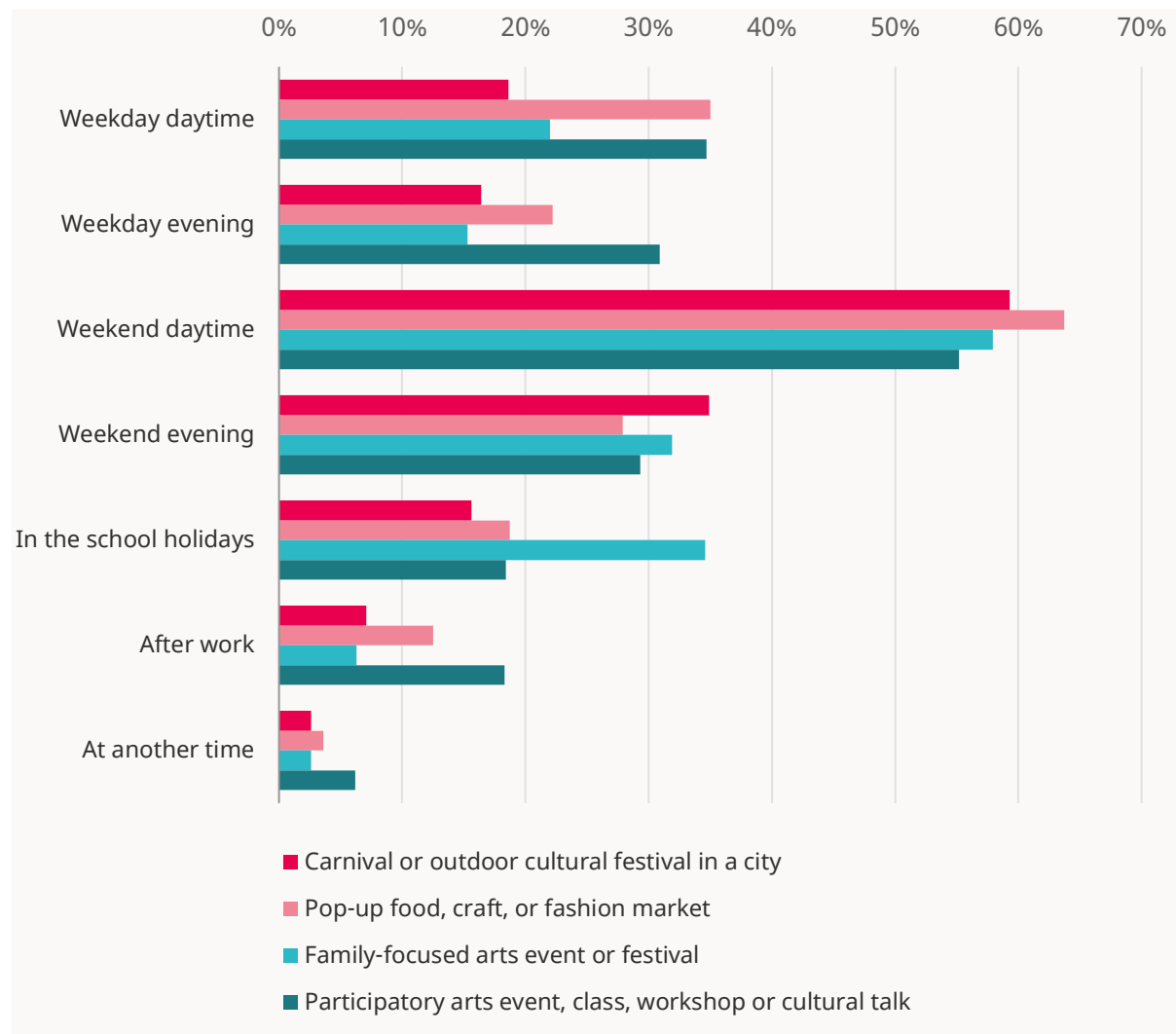
Contemporary or experimental art exhibitions or events; Museums, historic houses or traditional galleries; Historic neighbourhoods



Base: Respondents in market who would consider doing that activity in the City (286 / 542 / 374)

If you were going to do an activity in the City of London, when would you consider doing so?

Carnivals or outdoor cultural festivals in a city; Pop-up food, craft, or fashion markets; Family-focused arts events or festivals; Participatory arts events, classes, workshops or cultural talks



Base: Respondents in market who would consider doing that activity in the City (328 / 368 / 214 / 156)

If you were going to do an activity in the City of London, when would you consider doing so?	Base	Weekday daytime	Weekday evening	Weekend daytime	Weekend evening	In the school holidays	After work	At another time
Performance at large, established venue	506	25%	39%	41%	51%	10%	7%	2%
Performance or event at small or independent venue	368	17%	46%	31%	63%	9%	11%	3%
Cultural event in a non-traditional venue	297	34%	35%	52%	42%	11%	9%	3%
Carnival or outdoor cultural festival in a city	328	19%	16%	59%	35%	16%	7%	3%
Contemporary or experimental art exhibition or event	286	33%	24%	55%	33%	20%	10%	3%
Museum, historic house or traditional gallery	542	44%	15%	55%	18%	15%	3%	2%
Explore a historic neighbourhood	374	40%	16%	62%	26%	14%	5%	2%
Pop-up food, craft, or fashion market	368	35%	22%	64%	28%	19%	13%	4%
Family-focused arts event or festival	214	22%	15%	58%	32%	35%	6%	3%
Participatory arts event, class, workshop or cultural talk	156	35%	31%	55%	29%	18%	18%	6%

If you were going to do an activity in the City of London, when would you consider doing so? (Ranked)

If you were going to do an activity in the City of London, when would you consider doing so?	Base	Weekday daytime	Weekday evening	Weekend daytime	Weekend evening	In the school holidays	After work	At another time
Performance at large, established venue	506	7	2	9	2	9	6	9
Performance or event at small or independent venue	368	10	1	10	1	10	3	4
Cultural event in a non-traditional venue	297	5	3	8	3	8	5	3
Contemporary or experimental art exhibition or event	328	6	5	6	5	2	4	5
Museum, historic house or traditional gallery	286	1	10	7	10	6	10	8
Explore a historic neighbourhood	542	2	8	2	9	7	9	9
Carnival or outdoor cultural festival in a city	374	9	7	3	4	5	7	5
Pop-up food, craft, or fashion market	368	3	6	1	8	3	2	2
Family-focused arts event or festival	214	8	9	4	6	1	8	5
Participatory arts event, class, workshop or cultural talk	156	4	4	5	7	4	1	1

Notable differences between demographic groups

Age

- + More likely to visit the City during the day on a weekday if 65 or older (79% vs. 46% of all respondents)
- + More likely to visit the City on a weekend evening if aged 25 to 44 (64% vs. 53% of all respondents)
- + More likely to visit the City during the school holidays if aged 18 to 24 (40% vs. 23% of all respondents)

- Less likely to visit the City during the day on a weekend if 65 or older (56% vs. 66% of all respondents)
- Less likely to visit the City on a weekend evening if 65 or older (27% vs. 53% of all respondents)
- Less likely to visit the City during the school holidays if 65 or older (2% vs. 23% of all respondents)
- Less likely to visit the City after work if 65 or older (0% vs. 13% of all respondents)

Ethnic group

- + More likely to visit the City on a weekday evening if White Other (53% vs. 41% of all respondents)
- + More likely to visit the City during the day on a weekend if Mixed/multiple ethnic group (83% vs. 66% of all respondents)
- + More likely to visit the City on a weekend evening if Black or Black British (75% vs. 53% of all respondents)
- + More likely to visit the City during the school holidays if Black or Black British (40% vs. 23% of all respondents)
- + More likely to visit the City after work if Mixed/multiple ethnic group (24% vs. 13% of all respondents)
- Less likely to visit the City during the day on a weekday if Black or Black British (35% vs. 46% of all respondents)
- Less likely to visit the City on a weekday evening if Mixed/multiple ethnic group (28% vs. 41% of all respondents)
- Less likely to visit the City on a weekend evening if in an "other" ethnic group (35% vs. 53% of all respondents)

NS-SEC category

- + More likely to visit the City during the day on a weekday if long-term unemployed or never worked (58% vs. 46% of all respondents)
- + More likely to visit the City on a weekday evening if a full-time student (52% vs. 41% of all respondents)
- + More likely to visit the City on a weekend evening if a full-time student (69% vs. 53% of all respondents)

- + More likely to visit the City during the school holidays if a full-time student (45% vs. 23% of all respondents)
- + More likely to visit the City after work if a full-time student (28% vs. 13% of all respondents)
- Less likely to visit the City on a weekday evening if in an intermediate occupation (27% vs. 41% of all respondents)
- Less likely to visit the City on a weekend evening if long-term unemployed or never worked (39% vs. 53% of all respondents)

Encouraging visits

After considering which types of activities they might be interested in doing in the City, and when they might be most likely to do so, respondents were asked the extent to which their decision to attend or not may be influenced by various factors.

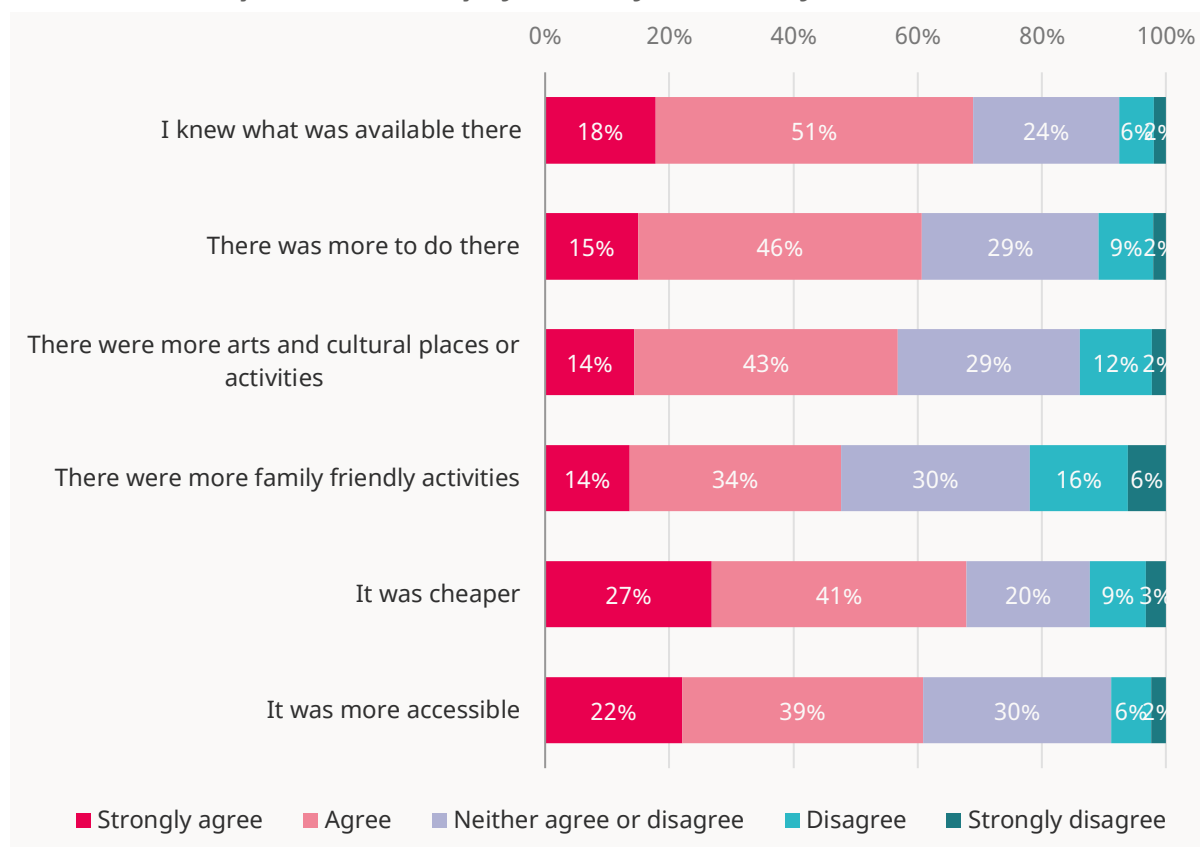
The factors most likely to encourage a visit to the City for culture were:

- If it was cheaper (27% strongly agree, 41% agree)
- If I knew what was available there (18% strongly agree, 51% agree)
- If it was more accessible (22% strongly agree, 39% agree)

Although still a consideration for the majority of respondents, the least important in influencing a decision to visit were:

- If there was more to do there (15% strongly agree, 46% agree)
- There were more arts and cultural places or activities (14% strongly agree, 43% agree)
- There were more family friendly activities (14% strongly agree, 34% agree)

I'd be more likely to visit the City of London for culture if...



Base: All respondents in market (1,019)

Notable differences between demographic groups

Age

- + More likely to visit the City for culture if there was more to do there if aged 25 to 44 (75% vs. 61% of all respondents)
- + More likely to visit the City for culture if there were more arts and cultural places and activities if aged 25 to 44 (74% vs. 57% of all respondents)
- + More likely to visit the City for culture if there were more family-friendly activities if aged 25 to 44 (69% vs. 48% of all respondents)
- + More likely to visit the City for culture if it was cheaper if aged 18 to 24 (82% vs. 68% of all respondents)
- + More likely to visit the City for culture if it was more accessible if aged 25 to 44 (75% vs. 61% of all respondents)

Ethnic group

- + More likely to visit the City for culture if there was more to do there if White Other (78% vs. 61% of all respondents)
- + More likely to visit the City for culture if there were more arts and cultural places and activities if Black or Black British (74% vs. 57% of all respondents)
- + More likely to visit the City for culture if there were more family-friendly activities if Black or Black British (68% vs. 48% of all respondents)
- + More likely to visit the City for culture if it was cheaper if Mixed/multiple ethnic group (86% vs. 68% of all respondents)
- + More likely to visit the City for culture if it was more accessible if Black or Black British (76% vs. 61% of all respondents)

NS-SEC category

- + More likely to visit the City for culture if it was cheaper if a full-time student (91% vs. 68% of all respondents)

How are City workers distinctive?

Overview

This section looks at the distinctive characteristics of those who work in the City, compared with everyone else in the market for arts and culture, across all questions in the survey.

Differences which are both statistically significant and greater than 10% have been noted; any other differences have been omitted, as have any areas in which City workers were found to be similar to others.

Have you done any of the following in the last two years?

City workers are more likely to have...

- + gone to a concert (61% vs. 49% of others)
- + visited the cinema (81% vs. 68%)
- + been to a sports event (69% vs. 36%)
- + taken part in sports (59% vs. 36%)
- + gone to the gym (72% vs. 38%)
- + gone to a comedy event (38% vs. 19%)
- + gone to a dance performance (35% vs. 14%)
- + participated in a creative workshop (24% vs. 8%)
- + attended a fashion event (36% vs. 7%)
- + attended a literature event or festival (19% vs. 7%)
- + been to a theme park or other visitor attraction (50% vs. 35%)

City workers are less likely to have...

- visited a park (64% vs. 78% of others)
- visited a historic house or other heritage site (29% vs. 52%)

Have you done any of the following in the last 12 months?

City workers are more likely to have...

- + gone to a performance or event at small or independent arts venue, bar, nightclub, or comedy club (56% vs. 34% of others)
- + attended a cultural event in a non-traditional venue (24% vs. 14%)
- + have attended a carnival or outdoor cultural festival in a city (50% vs. 23%)
- + gone to a pop-up food, craft, or fashion market (51% vs. 37%)
- + attended a family-focused arts event or festival (31% vs. 15%)
- + taken part in a participatory arts event, class, workshop or cultural talk (21% vs. 10%)

Performances in large, established theatres, concert halls, cinemas or arts centres

When going to performances in large, established theatres, concert halls, cinemas or arts centres, City workers are more likely to...

- + have visited the City of London (70% vs. 32% of others)
- + be motivated by "Meeting new people" (39% vs. 11%)
- + be motivated by "Inspiration" (43% vs. 16%)
- + be motivated by "Education or stimulation for my children" (17% vs. 5%)
- + prefer "luxurious surroundings" (34% vs. 15%)
- + prefer "areas with a sense of community" (49% vs. 23%)
- + prefer "areas which are new to me" (46% vs. 24%)
- + prefer "family-friendly areas" (60% vs. 27%)
- + prefer "accessible areas (e.g. suitable for any physical or sensory needs you have)" (25% vs. 10%)
- + value "lots of cultural experiences or venues in the area" (43% vs. 21%)
- + consider it important that the activity is family-friendly (71% vs. 26%)

When going to performances in large, established theatres, concert halls, cinemas or arts centres, City workers are less likely to...

- have visited elsewhere in the UK (15% vs. 35% of others)

- be motivated by "An escape from everyday life" (20% vs. 45%)
- have no preference for the type of neighbourhood (0% vs. 20%)
- value "clear signposting around the neighbourhood" (5% vs. 22%)

Performances or events at small or independent arts venues

When going to performances or events at small or independent arts venues, City workers are more likely to...

- + have visited the City of London (76% vs. 43% of others)
- + have visited elsewhere in Central London (Zones 1 and 2) (38% vs. 22%)
- + be motivated by "Meeting new people" (44% vs. 25%)
- + prefer "areas with a calm atmosphere" (42% vs. 24%)
- + prefer "luxurious surroundings" (46% vs. 15%)
- + prefer "family-friendly areas" (53% vs. 23%)
- + consider it important that the activity is family-friendly (63% vs. 25%)

When going to performances or events at small or independent arts venues, City workers are less likely to...

- have visited elsewhere in the UK (11% vs. 37% of others)
- value "access to public transport" (30% vs. 55%)
- value "walkable or pedestrianised areas" (21% vs. 41%)

Cultural events in a non-traditional venues

When going to cultural events in a non-traditional venues, City workers are more likely to...

- + have visited the City of London (97% vs. 61% of others)
- + be motivated by "Spending quality time with friends or family" (64% vs. 35%)
- + be motivated by "Meeting new people" (75% vs. 41%)
- + be motivated by "Entertainment for my children" (53% vs. 26%)
- + be motivated by "Education or stimulation for my children" (46% vs. 22%)
- + be motivated by "Spending time with colleagues or clients" (50% vs. 16%)

- + prefer "areas with a calm atmosphere" (80% vs. 46%)
- + prefer "luxurious surroundings" (50% vs. 28%)
- + prefer "family-friendly areas" (64% vs. 34%)
- + value "areas of quiet" (50% vs. 27%)
- + consider it important that the activity is family-friendly (83% vs. 38%)

When going to cultural events in a non-traditional venues, City workers are less likely to...

- value "access to public transport" (32% vs. 62% of others)

Carnivals or outdoor cultural festivals

When going to carnivals or outdoor cultural festivals, City workers are more likely to...

- + have visited the City of London (84% vs. 42% of others)
- + be motivated by "Meeting new people" (50% vs. 31%)
- + prefer "luxurious surroundings" (47% vs. 13%)
- + prefer "family-friendly areas" (65% vs. 43%)
- + prefer "accessible areas (e.g. suitable for any physical or sensory needs you have)" (41% vs. 18%)
- + consider it important that the activity is family-friendly (72% vs. 51%)

When going to carnivals or outdoor cultural festivals, City workers are less likely to...

- have visited elsewhere in Central London (Zones 1 and 2) (19% vs. 36% of others)
- have visited elsewhere in London (outside Zones 1 and 2) (9% vs. 29%)
- have visited elsewhere in the UK (16% vs. 41%)
- value "affordable places to eat and drink" (35% vs. 62%)
- value "access to public transport" (26% vs. 50%)
- value "walkable or pedestrianised areas" (28% vs. 46%)
- consider it important that the activity is inexpensive (24% vs. 53%)

Contemporary or experimental art exhibitions or events

When going to contemporary or experimental art exhibitions or events, City workers are more likely to...

- + have visited the City of London (83% vs. 53% of others)
- + be motivated by "Celebrating a special occasion" (47% vs. 22%)
- + be motivated by "Education or stimulation for my children" (37% vs. 16%)
- + prefer "family-friendly areas" (66% vs. 26%)
- + consider it important that the activity is family-friendly (77% vs. 37%)

Museums, historic houses or traditional galleries

When going to museums, historic houses or traditional galleries, City workers are more likely to...

- + have visited the City of London (75% vs. 33% of others)
- + be motivated by "Relaxing after work" (35% vs. 12%)
- + be motivated by "Spending time with colleagues or clients" (16% vs. 4%)
- + prefer "areas with a lively atmosphere" (41% vs. 16%)
- + prefer "buzzy or trendy neighbourhoods" (34% vs. 10%)
- + prefer "areas with a sense of community" (48% vs. 16%)
- + consider it important that the activity is family-friendly (65% vs. 31%)

When going to museums, historic houses or traditional galleries, City workers are less likely to...

- have visited elsewhere in the UK (3% vs. 47% of others)
- be motivated by "Exploring the history of a place" (19% vs. 53%)
- value "walkable or pedestrianised areas" (0% vs. 42%)
- consider it important that the activity is inexpensive (31% vs. 56%)

Historic neighbourhoods

When exploring historic neighbourhoods, City workers are more likely to...

- + have visited the City of London (72% vs. 40% of others)

- + be motivated by "Relaxing after work" (37% vs. 15%)
- + be motivated by "Entertainment for my children" (37% vs. 9%)
- + be motivated by "Education or stimulation for my children" (27% vs. 7%)
- + prefer "areas with a lively atmosphere" (63% vs. 24%)
- + prefer "luxurious surroundings" (32% vs. 12%)
- + consider it important that the activity is family-friendly (56% vs. 26%)

When exploring historic neighbourhoods, City workers are less likely to...

- have visited elsewhere in the UK (11% vs. 51% of others)
- be motivated by "An escape from everyday life" (24% vs. 51%)
- prefer "historical surroundings" (37% vs. 63%)
- value "walkable or pedestrianised areas" (24% vs. 58%)

Pop-up food, craft, or fashion markets

When going to pop-up food, craft, or fashion markets, City workers are more likely to...

- + have visited the City of London (76% vs. 28% of others)
- + be motivated by "Meeting new people" (34% vs. 16%)
- + prefer "buzzy or trendy neighbourhoods" (41% vs. 23%)
- + consider it important that the activity is family-friendly (62% vs. 33%)

When going to pop-up food, craft, or fashion markets, City workers are less likely to...

- have visited elsewhere in the UK (13% vs. 44% of others)
- value "places to sit" (49% vs. 69% of others)
- consider it important that the activity is inexpensive (32% vs. 58%)

Family-focused arts events or festivals

When going to family-focused arts events or festivals, City workers are more likely to...

- + have visited the West End (52% vs. 28% of others)
- + have visited the City of London (69% vs. 48%)
- + have visited elsewhere in Central London (Zones 1 and 2) (39% vs. 17%)

- + be motivated by "Peaceful contemplation" (51% vs. 28%)
- + be motivated by "Intellectual stimulation" (39% vs. 18%)
- + prefer "areas with a calm atmosphere" (62% vs. 38%)
- + value "lots of cultural experiences or venues in the area" (54% vs. 34%)
- + value "areas of quiet" (50% vs. 29%)
- + value "lively public spaces" (60% vs. 35%)

When going to family-focused arts events or festivals, City workers are less likely to...

- be motivated by "Having fun" (39% vs. 60% of others)

Participatory arts events, classes, workshops or cultural talks

When going to participatory arts events, classes, workshops or cultural talks, City workers are more likely to...

- + have visited the City of London (78% vs. 39% of others)
- + have visited Shoreditch, Spitalfields and Whitechapel (37% vs. 12%)
- + have visited the South Bank and Bankside (51% vs. 22%)
- + be motivated by "Meeting new people" (67% vs. 33%)
- + be motivated by "Relaxing after work" (49% vs. 19%)
- + be motivated by "Entertainment for my children" (53% vs. 22%)
- + be motivated by "Education or stimulation for my children" (36% vs. 14%)
- + be motivated by "Spending time with colleagues or clients" (45% vs. 12%)
- + prefer "areas with a lively atmosphere" (66% vs. 26%)
- + prefer "buzzy or trendy neighbourhoods" (40% vs. 15%)
- + prefer "areas which are new to me" (54% vs. 30%)
- + prefer "accessible areas" (57% vs. 20%)
- + value "plenty of choice for eating and drinking" (63% vs. 31%)
- + consider it important that the activity is a new experience (79% vs. 51%)

When going to participatory arts events, classes, workshops or cultural talks, City workers are less likely to...

- have no preference for the type of neighbourhood (3% vs. 25% of others)

Competitor areas visited for selected culture in last 12 months

City workers are more likely to...

- + visit Shoreditch, Spitalfields and Whitechapel for culture (39% vs. 27% of others)
- + visit Clerkenwell, Farringdon, Bloomsbury and Holborn for culture (40% vs. 22%)
- + visit The South Bank and Bankside for culture (75% vs. 60%)

Have you done any of the following in the City of London in the last three years?

City workers are more likely to have...

- + gone to a performance or event at a small or independent arts venue, bar, nightclub, or comedy club in the City (42% vs. 17% of others)
- + attended a cultural event in a non-traditional venue in the City (36% vs. 11%)
- + attended a carnival or outdoor cultural festival in the City (34% vs. 15%)
- + gone to a pop-up food, craft, or fashion market in the City (35% vs. 22%)
- + attended a family-focused arts event or festival in the City (30% vs. 8%)

City workers are less likely to...

- have not done any of the listed activities in the City of London (4% vs. 19% of others)

Would you consider doing any of these in the City of London in the coming 12 months?

City workers are more likely to consider...

- + attending a cultural event in a non-traditional venue in the City (40% vs. 25% of others)
- + attending a carnival or outdoor cultural festival in the City (52% vs. 27%)
- + attending a family-focused arts event or festival in the City (37% vs. 16%)
- + taking part in a participatory arts event, class, workshop or cultural talk in the City (25% vs. 13%)

What words would you use to describe the City of London as an area?

City workers are more likely to use the following words to describe the City:

- + Rich (43% vs. 27% of others)
- + Interesting (59% vs. 47%)
- + Corporate (35% vs. 23%)
- + Inclusive (30% vs. 16%)
- + Modern (51% vs. 28%)
- + Exclusive (29% vs. 15%)
- + Innovative (36% vs. 16%)
- + Creative (40% vs. 23%)
- + Family-friendly (42% vs. 18%)
- + Exciting (49% vs. 35%)
- + Unique (55% vs. 32%)

City workers are less likely to use the words:

- Historic (47% vs. 57% of others)
- Expensive (28% vs. 48%)

Timing of events and activities in the City

Preferences were generally fairly similar between City workers and others, however City workers are more likely to...

- + go to a performance in a large, established theatre, concert hall, cinema or arts centre in the City on a weekend evening (66% vs. 49% of others)
- + explore a historic neighbourhood in the City after work (15% vs. 4%)

City workers are less likely to...

- go to a performance in a large, established theatre, concert hall, cinema or arts centre in the City during the day on a weekday (8% vs. 26% of others), on a weekday evening (22% vs. 41%), or during a weekend daytime (27% vs. 42%)

- go to a performance or event at small or independent arts venue, bar, nightclub, or comedy club in the City during the day on a weekday (5% vs. 18%)
- attend a cultural event in a non-traditional venue in the City during the day on a weekday (10% vs. 38%) or during the day on a weekend (37% vs. 55%)
- attend a carnival or outdoor cultural festival in the City during the day on a weekend (42% vs. 63%)
- visit a museum, historic house or traditional gallery in the City during the day on a weekday (14% vs. 47%)
- explore a historic neighbourhood in the City during the day on a weekday (19% vs. 41%) or during the day on a weekend (34% vs. 65%)
- attending a family-focused arts event or festival in the City during the day on a weekday (7% vs. 25%)



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