



**Survey to establish arts and culture engagement levels  
in Northern Ireland during the COVID-19 Pandemic**

**23 November 2020**



3 Wellington Park  
Belfast  
BT9 6DJ

T: 0044 2890 923362  
F: 0044 2890 923334

info@socialmarketresearch.co.uk  
[www.socialmarketresearch.co.uk](http://www.socialmarketresearch.co.uk)



## Contents

<b>Executive Summary .....</b>	<b>3</b>
<b>1. Introduction .....</b>	<b>6</b>
<b>1.1 Survey Focus and Content .....</b>	<b>6</b>
<b>1.2 Survey Methodology .....</b>	<b>7</b>
1.2.1 Sample Profile .....	7
<b>1.3 Notes on Reporting .....</b>	<b>7</b>
<b>2. Survey Findings .....</b>	<b>8</b>
<b>2.1 Member of An Audience or Visitor to Arts Activities or Events Pre and Since Lockdown .....</b>	<b>8</b>
2.1.1 Member of an Audience or Visitor in 12 Months Leading up to Lockdown .....	8
2.1.2 Member of an Audience or Visitor Since Lockdown .....	9
<b>2.2 Taking Part in Arts Activities Pre and Since Lockdown .....</b>	<b>10</b>
2.2.1 Taking Part in Arts Activities Pre Lockdown .....	11
2.2.2 Taking Part in Arts Activities Since Lockdown .....	11
<b>2.3 Online Arts Activity Viewed or Participated in Since Introduction of Physical Distancing .....</b>	<b>12</b>
<b>2.4 Watching or Taking Part in Northern Ireland Produced Arts Activities Online or via Social Media .....</b>	<b>15</b>
<b>2.5 Reasons for Engaging in the Arts During Lockdown .....</b>	<b>16</b>
<b>2.6 Level of Engagement with the Arts During Lockdown .....</b>	<b>17</b>
<b>2.7 Attendance at Cultural Events, Activities or Venues Since Cultural Organisations began to Re-Open.....</b>	<b>18</b>
2.7.1 Cultural Events, Activities, or Venues Attended .....	19
<b>2.8 Level of Comfort with Attending Different Arts Venues .....</b>	<b>20</b>
<b>2.9 Factors Encouraging Attendance at Arts Events in an Indoor Space.....</b>	<b>21</b>
2.9.1 Most Important Factor Encouraging Attendance at Arts Events in an Indoor Space .....	23
<b>2.10 Consumption of the Arts and Subscribing to Different Models .....</b>	<b>24</b>
<b>2.11 Attitudes to the Consumption of the Arts During Lockdown .....</b>	<b>26</b>
<b>Appendix (Questionnaire) .....</b>	<b>29</b>

## Executive Summary

The Arts Council of Northern Ireland commissioned Social Market Research (SMR) to undertake a survey to establish the impact of the COVID-19 pandemic on the consumption of the Arts in Northern Ireland. The survey is based on a representative sample of 1000 Northern Ireland adults using an online panel methodology. The survey was conducted in accordance with the ISO20252 Standard and fieldwork was carried out in October 2020.

### Key Findings

#### Member of the Audience or Visitor to Arts Activities or Events Pre-lockdown and Since lockdown

- 76% of respondents had attended an arts activity or event *in the year prior to lockdown* in March 2020, with this falling significantly to 23% in the period since lockdown
- 53% had gone to a cinema in the year leading up to lockdown with this falling to 12% in the period since lockdown
- Those more likely to have been a member of an audience or have attended an arts activity since lockdown include: men (male, 28%: female, 19%); those in younger age groups (18-34, 38%: 35-59, 21%; 60+, 12%), those with a disability (29% vs. 20%), and those living in urban areas (urban, 25%: rural, 18%)

#### Taking part in Arts Activities Pre-lockdown and Since lockdown

- 76% had taken part in in an arts-related activity in the 12 months leading up to lockdown, with this falling (significantly) to 70% in the period since lockdown
- Reading for pleasure was the most common arts-related activity (51%) that respondents had engaged in the year leading up to lockdown, with the same holding true for the period since lockdown (47%)
- Those more likely to have taken part in arts-related activities since lockdown include: younger respondents (18-34, 76%: 35-59, 68%; 60+, 66%), those in higher social classes (ABC1, 75%: C2DE, 66%), economically active respondents (active, 71%: Inactive, 66%), and those with a higher level of educational attainment ('low', 60%; 'medium', 71%; 'high', 76%)

#### Online Arts

- 60% had participated in or viewed online arts activity:
  - ✓ 43% watched live social media streams/ broadcasts (e.g. of music events)
  - ✓ 28% watched filmed performances of theatre, concerts and /or dance shows online
  - ✓ 18% looked at art, paintings, and photographs online (e.g. from a virtual collection)
  - ✓ 14% participated in an online arts class / group / tutorial (e.g. via zoom or Microsoft teams)
- 31% said the arts they took part in online or via social media were from Northern Ireland

#### Engaging with the Arts During Lockdown

- Among those engaging with the Arts during lockdown, 13% did so for the first time, 25% engaged more than they used to, 32% less than they used to, 20% engaged to the same level and 9% were unsure
  - 68% engaged with the Arts for personal enjoyment and wellbeing
  - 33% did so because they were curious and wanted to try something new
  - 21% did so to engage with friends and family not in their household
  - 15% did so to engage children and young people in their care
  - 12% did so to extend their social circle
  - 5% did so to engage older people in their care

- 11% attended (in person) cultural events, activities, or venues (e.g. attended a gallery, an outdoor show etc.) since some cultural organisations began to re-open *[most commonly those who had attended a cultural event had attended a music concert, event or opera, 18%]*

### Comfort Attending Arts Events in Light of COVID-19

- 65% would be comfortable attending street art
- 61% would be comfortable attending music or other outdoor performances
- 59% would be comfortable attending museums
- 55% would be comfortable attending indoor art galleries
- 49% would be comfortable attending cinemas
- 45% would be comfortable attending music or a talk in a seated indoor venue
- 38% would be comfortable attending indoor concert halls

### Likelihood of Attending Arts Events in an Indoor Space in Specific Circumstances

- 67% likely to attend if there were fewer people in the venue
- 66% likely to attend if hand sanitisation was in place
- 66% likely to attend if the venue adopted a rigorous cleaning regime
- 65% likely to attend if social distancing measures were strictly enforced
- 64% likely to attend if and, masks were worn by staff and audience members
- 54% likely to attend if ticket prices were reduced
- 53% likely to attend if venues have been open for a few months
- 28% said **social distancing measures** being strictly enforced is the **most important factor**
- 27% said if they can **attend an indoor event in the usual way** is the **most important factor**

### Consumption of the Arts and Subscribing to Different Models

- 83% supported a free to view model for the consumption of the arts
- 31% would subscribe to pay for view to consume arts
- 24% were supportive of a donations based model

### Attitudes to the Consumption of the Arts During Lockdown

- 55% agreed that *'since lockdown, I've really missed the opportunity to go to cultural events and venues'*
- 48% agreed that *'since lockdown, I have a greater appreciation of the role the arts can play in my life'*
- 44% agreed that *'since lockdown, the arts have had a positive impact on my mental health and wellbeing'*
- 34% agreed that *'I feel more inclined to get involved in the arts now there is more opportunity to online or via social media'*

### Conclusions

The evidence from this survey demonstrates that COVID-19 has led to a significant fall in attendance at arts related events and activities in Northern Ireland. However, participation in the Arts although significantly down in the period since lockdown compared with the 12 month period leading up to lockdown, is relatively close to the level recorded in the pre pandemic period (70% vs. 76%).

The survey has found that the public have engaged with the arts via online platforms with 60% saying they have watched, viewed or participated in online arts activities. Personal enjoyment and wanting to try something new were the main reasons for engaging with the arts during lockdown.

The evidence from the survey also shows that the public would be more comfortable attending arts events or activities in outdoor settings, although a majority did say they would attend an arts event in an indoor space if public health measures were in place, with social distancing being the most important.

Most respondents in the survey supported the a 'free for view' model of consuming arts with limited support for pay for view or donation based models.

The survey results underscore the importance of the arts to Northern Ireland society, with a majority of the public saying that since lockdown they have missed the opportunity to go to cultural events and venues. Finally, the survey provides evidence of the benefits of the Arts to health, with a significant number of respondents, and particularly younger respondents, saying that since lockdown the Arts have had a positive impact on their mental health and wellbeing.

## 1. Introduction

Anecdotal evidence indicates that a larger than normal proportion of the Northern Ireland population engaged with arts and culture online during the COVID-19 pandemic but that there is a high degree of concern amongst audiences about returning to physical arts venues and theatres post lockdown.

In order to substantiate claims of increased on-line consumption, inform measures to re-open venues and build a strong evidence based policy platform to address the impact of COVID-19, the Arts Council of Northern Ireland commissioned Social Market Research to undertake a survey of the NI general public to establish levels of engagement in arts and culture at an adult population level in Northern Ireland.

### 1.1 Survey Focus and Content

The aim of the survey was to establish background trends in engagement with the Arts (including both attendance and participation), motivations and methods. Specifically, the survey sought to understand the extent to which engagement in the Arts had enhanced education provision and supported mental health and wellbeing during the COVID-19 pandemic.

The survey focused on:

- Attendance at arts events in the year leading up to lockdown;
- Attendance at arts events during lockdown;
- Participation in arts activities in the year leading up to lockdown;
- Participation in arts activities during lockdown;
- Participation in online arts activities during lockdown;
- Taking part or participating in NI arts during lockdown;
- Reasons for engaging in the arts during lockdown;
- Level of engagement with the arts during lockdown;
- Attendance at arts events since lockdown began to ease;
- Attending arts events in the future in different venues;
- Factors influencing attendance at arts events in an indoor space;
- Subscribing to different models regarding the consumption of the arts;
- Lockdown and the impact of the arts;

A copy of the survey questionnaire is included as Appendix 1.

## 1.2 Survey Methodology

This current survey is based on 1003 interviews with the Northern Ireland general public aged 18+. The survey was conducted using an online panel methodology with results representative of the NI adult population. The survey has a margin of error of +/-3.1% (at most). Fieldwork was conducted between 20 October and 31 October 2020. The research was conducted in line with ISO20252 of which Social Market Research (SMR) is fully accredited.

### 1.2.1 Sample Profile

Table 1.1 presents the sample profile achieved and weighted by age, sex, and social class.

Table 1.1 Sample Profile [n=1003]					
		Achieved Sample		Weighed Sample	
		%	n	%	n
Sex	Male	47	475	49	486
	Female	53	528	51	517
Age	18-34	34	341	28	282
	35-59	45	452	43	430
	60+	21	210	29	291
SEG	ABC1	55	550	47	471
	C2DE	45	453	53	532

## 1.3 Notes on Reporting

Please note that due to rounding, row and column totals in tables and figures may not sum to 100. Also, please note that any differences between sample subgroups (e.g. age, gender, social class etc.) alluded to in the report commentary are statistically significant to at least the 95% confidence level. The use of [-] within tables denotes less than 1%. Prior to analysis the data have been weighted by age, sex, and social class in line with NI census estimates.

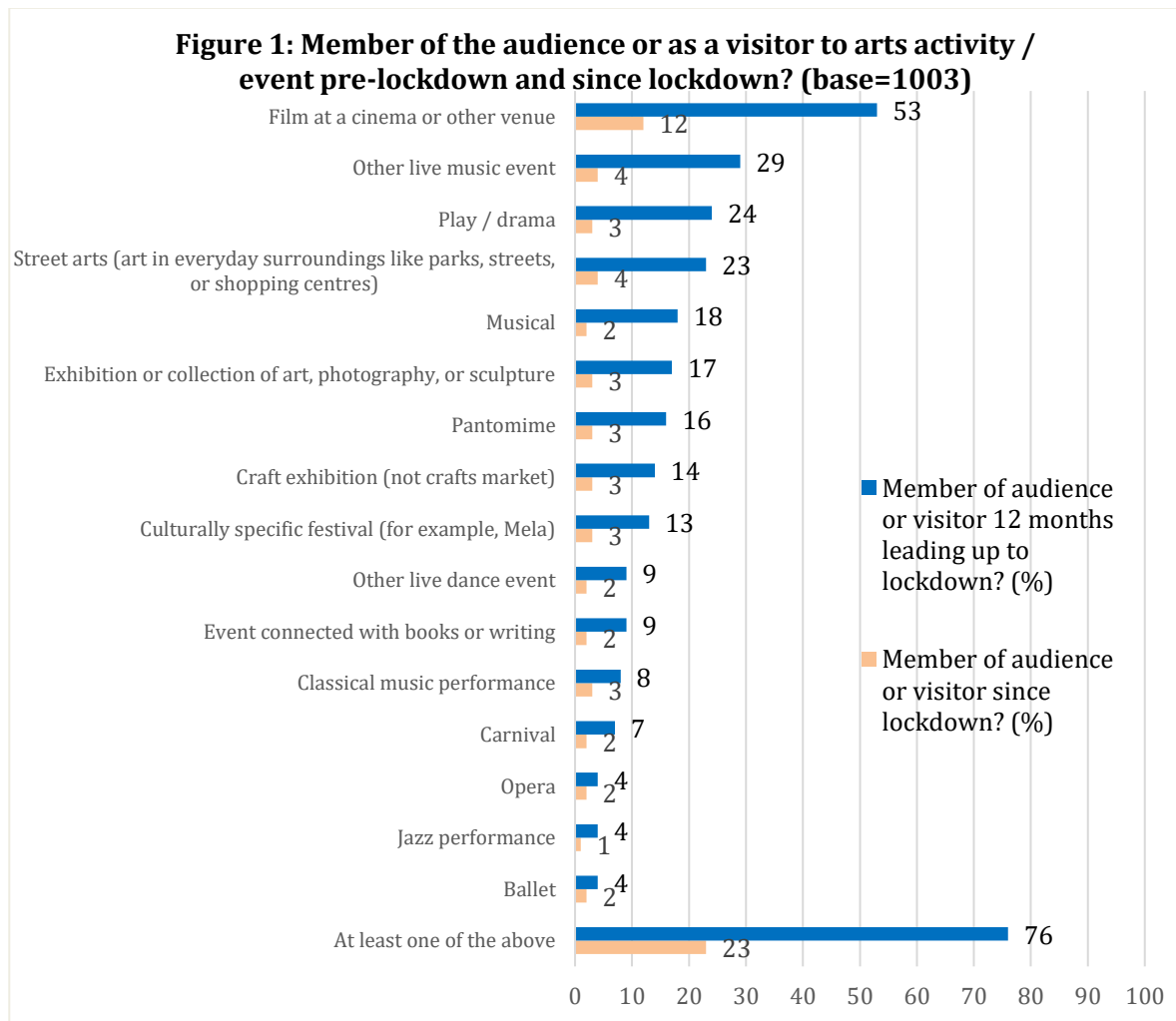
## 2. Survey Findings

### 2.1 Member of An Audience or Visitor to Arts Activities or Events Pre and Since Lockdown

Figure 1 compares attendance at a range of arts activities and events in the year prior to lockdown in March 2020 and the period since lockdown.

In relation to each activity / event there was a statistically significant fall in the proportion of respondents saying they were either a visitor or an audience member. For example, just over half (53%) of respondents reported going to see a film at a cinema or other venue compared with 12% in the period since lockdown.

Figure 1 also shows that the proportion of respondents saying they had been a member of an audience or a visitor an arts event / activity fell significantly from 76% in the 12 months leading up to lockdown to 23% in the period since lockdown.



#### 2.1.1 Member of an Audience or Visitor in 12 Months Leading up to Lockdown

##### Differences between Respondent Groups (Audience or Visitor to at Least one Event or Activity)

Figure 1 shows that 76% of respondents indicated that *in the 12 months prior to lockdown* they had been a member of an audience or a visitor to at least one of the events / activities listed in Figure 1. There were a number of statistically significant differences in response between different respondent groups

- **Gender:** There was no statistically significant difference in response by gender (75% of males had attended an event / activity in the year prior to lockdown compared with 78% of females)



- **Age:** Significantly fewer older respondents had attended an event / activity in the year prior to lockdown (18-34, 80%; 35-59, 79%; 60+, 69%)
- **Social class:** Those in higher social classes were significantly more likely to have attended an event / activity in the year prior to lockdown (ABC1, 84%; C2DE, 70%)
- **Disability:** There was no statistically significant difference in response between those reporting a disability and those not (74% vs. 78%);
- **Economic Activity:** Economically active respondents were significantly more likely to have attended an event / activity in the year prior to lockdown (Active, 81%; Inactive, 68%);
- **Educational Attainment<sup>1</sup>:** Those with the highest level of educational attainment were significantly more likely to have attended an event / activity in the year prior to lockdown ('low', 63%; 'medium', 78%; 'high', 85%);
- **Urban / Rural:** Those living in rural areas were significantly more likely to have attended an event / activity in the year prior to lockdown (Urban, 74%; Rural, 82%)
- **Community background:** There was no statistically significant difference by community background (protestant, 78%; catholic, 81%)

### 2.1.2 Member of an Audience or Visitor Since Lockdown

#### Differences between Respondent Groups (Audience or Visitor to at Least one Event or Activity)

Figure 1 shows that 23% of respondents indicated that since lockdown they have been a member of an audience or a visitor to at least one of the events / activities listed in Figure 1.

There were a number of statistically significant differences in response between different respondent groups

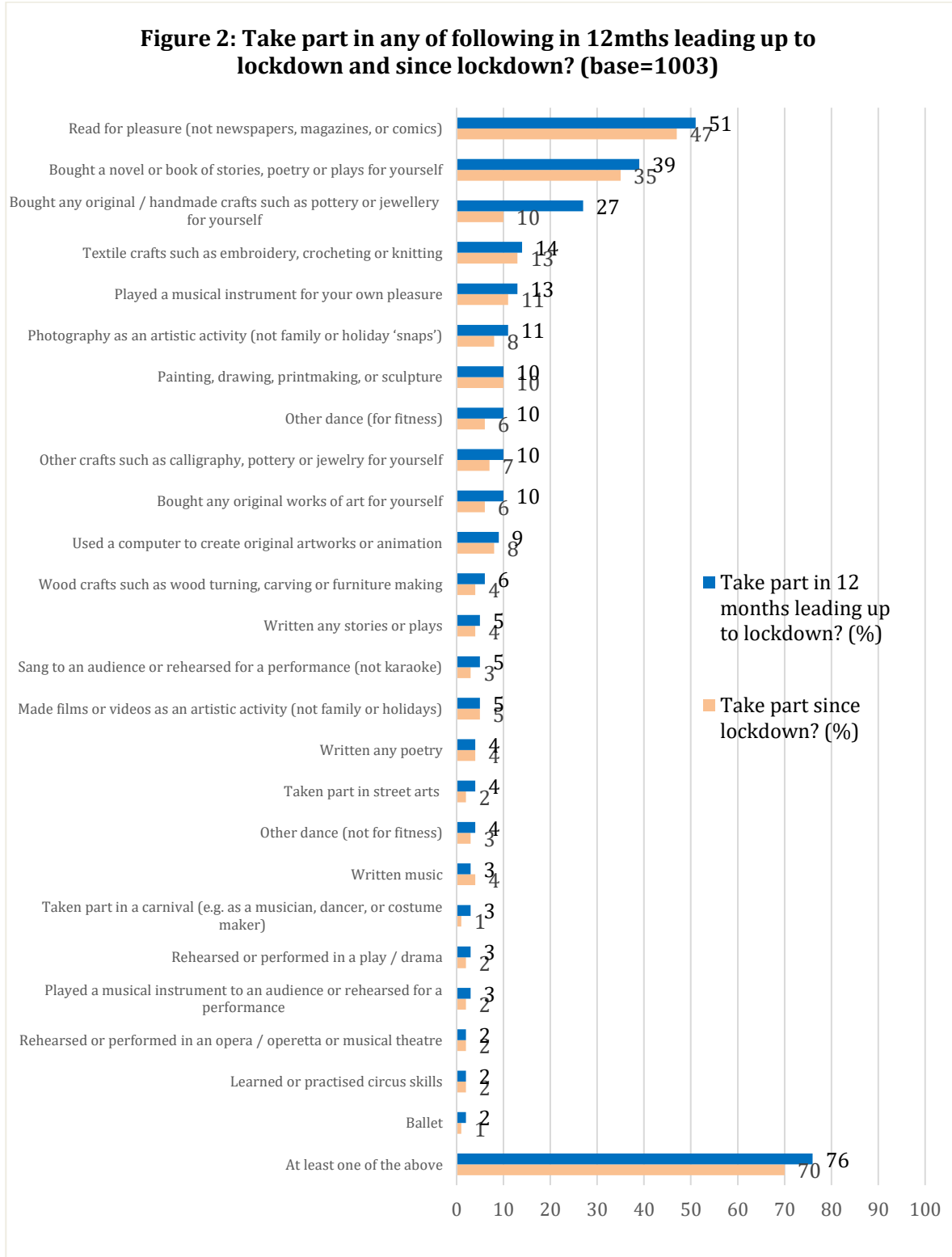
- **Gender:** Males were more likely to report attending an arts event / activity as an audience member or visitor since lockdown (male, 28%; female, 19%);
- **Age:** More younger respondents reported attending an arts event / activity as an audience member or visitor since lockdown (18-34, 38%; 35-59, 21%; 60+, 12%)
- **Social class:** There was no significant difference in terms of social class (ABC1, 21%; C2DE, 25%)
- **Disability:** More respondents with a disability reported attending an arts event / activity as an audience member or visitor since lockdown (29% vs. 20%);
- **Economic Activity:** There was no significant difference in terms of economic activity (Active, 25%; Inactive, 20%);
- **Educational Attainment:** There was no significant difference in terms of educational attainment level ('low', 19%; 'medium', 26%; 'high', 25%);
- **Urban / Rural:** Those living in urban areas were significantly more likely to report attending an arts event / activity as an audience member or visitor since lockdown (Urban, 25%; Rural, 18%)
- **Community background:** There was no statistically significant difference by community background (protestant, 24%; catholic, 26%)

<sup>1</sup> Educational attainment level - High: Degree Level or higher or BTEC (Higher), BEC (Higher), TEC (Higher), HNC, HND; Medium: GCE A 'Level (including NVQ Level 3) or BTEC (National), BEC (National), TEC (National), ONC, OND; low: GCSE (including NVQ Level 2), GCE O' Level (including CSE Grade 1), Senior Certificate, BTEC (General), BEC (General), CSE (Other than Grade 1) or No formal qualification

2.2 Taking Part in Arts Activities Pre and Since Lockdown

Respondents were asked if they had taken part in a range of arts related activities in the year prior to lockdown in March 2020 and the period since lockdown. Figure 2 shows that most commonly respondents said they read for pleasure (51%) in the 12 months leading up to lockdown, with 47% saying they read for pleasure since lockdown. For each specific activity there was no significant difference in participation levels in the period pre lockdown and the period since lockdown.

Figure 2 shows that 76% of respondents indicated that they had taken part in an arts-related activity in the 12 months leading up to lockdown, with this falling (significantly) to 70% in the period since lockdown.



### 2.2.1 Taking Part in Arts Activities Pre Lockdown

#### Differences between Respondent Groups (Participation in an Arts-Related Activity Pre Lockdown)

Figure 2 shows that 76% of respondents indicated taking part in at least one of the events / activities listed, with a number of statistically significant differences in response:

- **Gender:** There was no statistically significant difference (74% of males had taken part in at least one arts related activity in the 12 months leading up to lockdown compared with 78% of females)
- **Age:** Younger respondents were more likely to have taken part in at least one arts related activity in the 12 months leading up to lockdown (18-34, 82%; 35-59, 75%; 60+, 73%)
- **Social class:** Those in higher social classes were more likely to have taken part in at least one arts related activity in the 12 months leading up to lockdown (ABC1, 82%; C2DE, 71%)
- **Disability:** There was no statistically significant difference in response between those reporting a disability and those not (79% vs. 75%);
- **Economic Activity:** Economically active respondents were more likely to have taken part in at least one arts related activity in the 12 months leading up to lockdown (Active, 79%; Inactive, 72%);
- **Educational Attainment:** Those with the highest level of educational attainment were more likely to have taken part in at least one arts related activity in the 12 months leading up to lockdown ('low', 65%; 'medium', 78%; 'high', 83%);
- **Urban / Rural:** There was no statistically significant difference (Urban, 76%; Rural, 78%)
- **Community background:** There was no statistically significant difference by community background (protestant, 77%; catholic, 79%)

### 2.2.2 Taking Part in Arts Activities Since Lockdown

#### Differences between Respondent Groups (Participation in an Arts-Related Activity Since Lockdown)

Figure 2 shows that 70% of respondents indicated taking part in at least one of the events / activities listed, with a number of statistically significant differences in response:

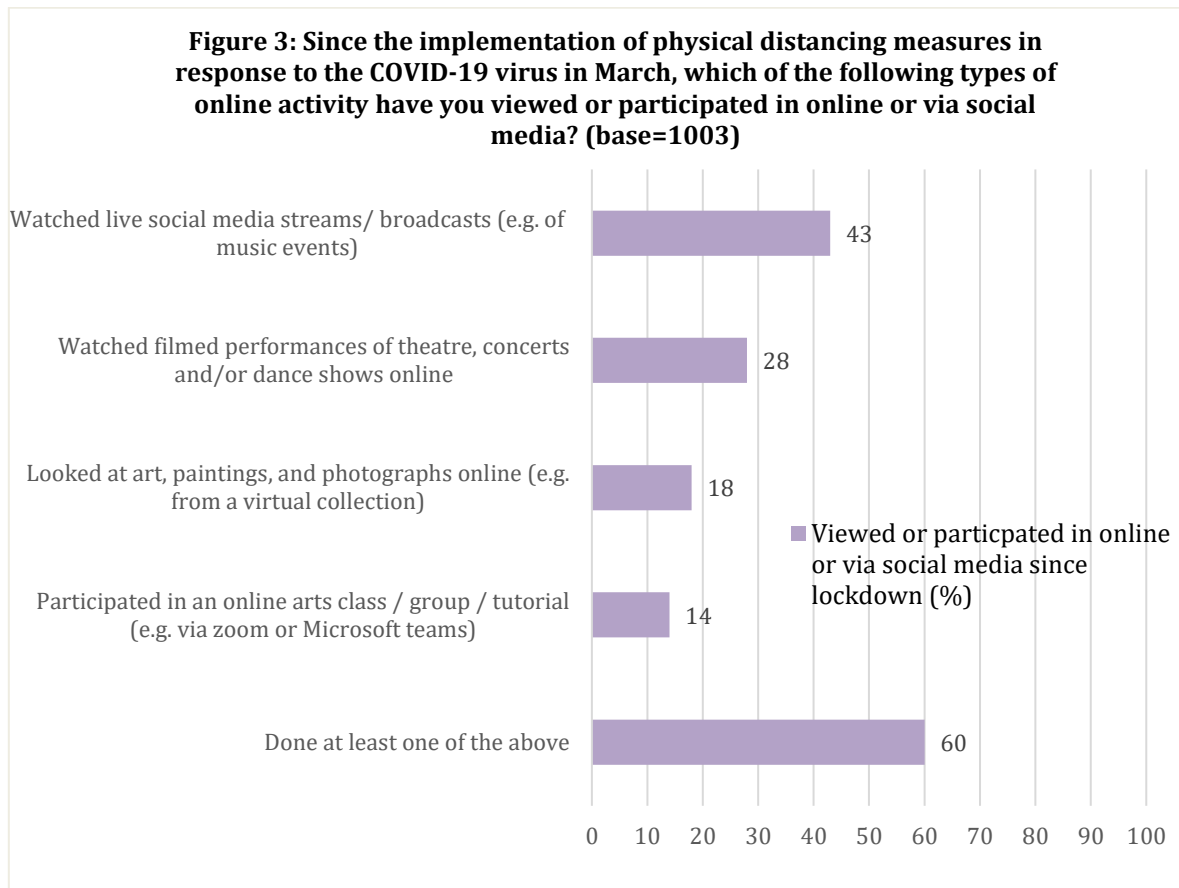
- **Gender:** There was no statistically significant difference in response by gender (68% of males had taken part in at least one arts related activity since lockdown compared with 72% of females)
- **Age:** Younger respondents were more likely to have taken part in at least one arts related since lockdown (18-34, 76%; 35-59, 68%; 60+, 66%)
- **Social class:** Those in higher social classes were more likely to have taken part in at least one arts related activity since lockdown (ABC1, 75%; C2DE, 66%)
- **Disability:** There was no statistically significant difference in response between those reporting a disability and those not (73% vs. 68%);
- **Economic Activity:** Economically active respondents were more likely to have taken part in at least one arts related activity since lockdown (Active, 71%; Inactive, 66%);
- **Educational Attainment:** Better educated respondents were more likely to have taken part in at least one arts related activity since lockdown ('low', 60%; 'medium', 71%; 'high', 76%);
- **Urban / Rural:** There was no statistically significant difference (Urban, 71%; Rural, 67%)
- **Community background:** There was no statistically significant difference by community background (protestant, 71%; catholic, 72%)

### 2.3 Online Arts Activity Viewed or Participated in Since Introduction of Physical Distancing

Respondents were asked if they had viewed or participated in a range of arts activities online or via social media since the implementation of physical distancing measures in response to the COVID-19 virus in March.

Figure 3 shows that respondents had most commonly watched live social media streams/ broadcasts (e.g. of music events) [43%], with 28% having watched filmed performances of theatre, concerts and /or dance shows online.

Relatively fewer respondents reported looking at art, paintings, and photographs online (e.g. from a virtual collection) [18%] and participating in an online arts class / group / tutorial (e.g. via zoom or Microsoft teams) [14%].



#### Differences between Respondent Groups

Figure 3 shows that six out of ten (60%) respondents reported having viewed or participated in at least one of the activities listed in Figure 3 since the implementation of physical distancing measures in March 2020. However, there were a number of statistically significant differences in response:

#### Watched filmed performances of theatre, concerts and/or dance shows online

- **Gender:** There was no statistically significant difference in response by gender (male, 28%: female, 28%);
- **Age:** Older respondents were less likely to have done so (18-34, 33%: 35-59, 30%: 60+, 20%)
- **Social class:** Those in higher social classes were more likely to have done so (ABC1, 31%: C2DE, 25%)
- **Disability:** Those with a disability were less likely to have done so (24% vs. 31%);

- **Economic Activity:** *The economically active were more likely to have done so (active, 31%: Inactive, 23%);*
- **Educational Attainment:** *Those with the lowest level of educational attainment were less likely to have done so ('low', 21%; 'medium', 30%; 'high', 32%);*
- **Urban / Rural:** *There was no statistically significant difference (Urban, 29%: Rural, 27%)*
- **Community background:** *There was no statistically significant difference by community background (protestant, 28%: catholic, 29%)*

#### Looked at art, paintings, and photographs online (e.g. from a virtual collection)

- **Gender:** *There was no statistically significant difference in response by gender (male, 18%: female, 17%);*
- **Age:** *Older respondents were less likely to have done so (18-34, 26%: 35-59, 15%; 60+, 14%)*
- **Social class:** *There was no significant difference (ABC1, 19%: C2DE, 16%)*
- **Disability:** *There was no significant difference (20% vs. 16%);*
- **Economic Activity:** *The economically active were more likely to have done so (active, 20%: Inactive, 14%);*
- **Educational Attainment:** *Those with the lowest level of educational attainment were less likely to have done so ('low', 12%; 'medium', 20%; 'high', 21%);*
- **Urban / Rural:** *There was no statistically significant difference (Urban, 18%: Rural, 16%)*
- **Community background:** *Catholic respondents were more likely to have done so (protestant, 15%: catholic, 22%)*

#### Watched live social media streams/ broadcasts (e.g. of music events)

- **Gender:** *There was no statistically significant difference in response by gender (male, 44%: female, 41%);*
- **Age:** *Older respondents were less likely to have done so (18-34, 55%: 35-59, 44%; 60+, 29%)*
- **Social class:** *There was no significant difference (ABC1, 43%: C2DE, 43%)*
- **Disability:** *There was no significant difference (40% vs. 45%);*
- **Economic Activity:** *The economically active were more likely to have done so (active, 48%: Inactive, 33%);*
- **Educational Attainment:** *Those with the lowest level of educational attainment were less likely to have done so ('low', 33%; 'medium', 52%; 'high', 45%);*
- **Urban / Rural:** *There was no statistically significant difference (Urban, 43%: Rural, 44%)*
- **Community background:** *Catholic respondents were more likely to have done so (protestant, 39%: catholic, 51%)*

---

### Participated in an online arts class / group / tutorial (e.g. via zoom or Microsoft teams)

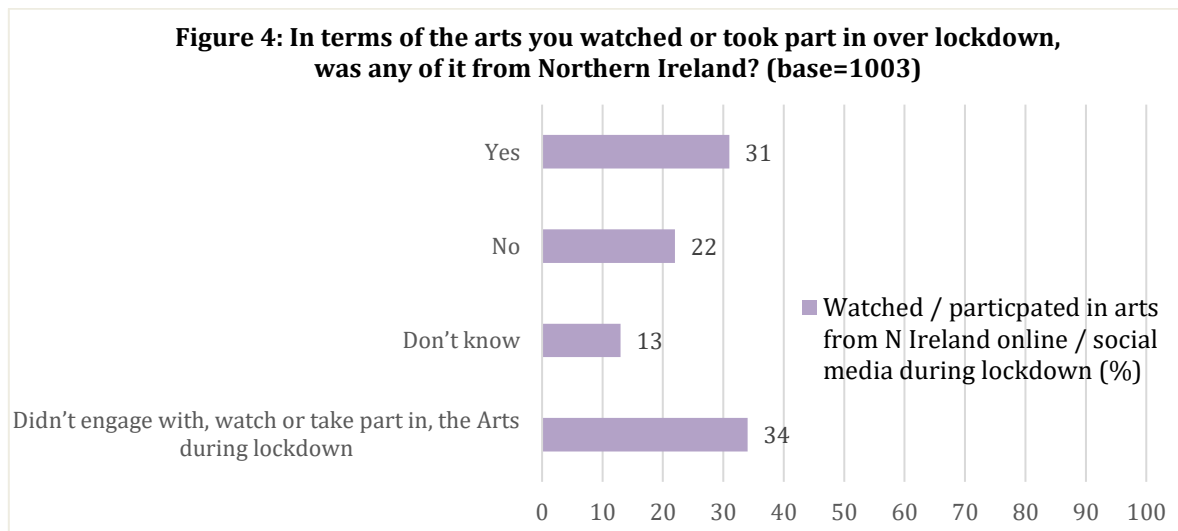
- **Gender:** Women were more likely to have done so (male, 11%: female, 17%);
- **Age:** Older respondents were less likely to have done so (18-34, 21%: 35-59, 13%; 60+, 8%)
- **Social class:** There was no significant difference (ABC1, 15%: C2DE, 13%)
- **Disability:** There was no significant difference (13% vs. 15%);
- **Economic Activity:** The economically active were more likely to have done so (active, 16%: Inactive, 10%);
- **Educational Attainment:** Those with a higher level of educational attainment were more likely to have done so ('low', 10%; 'medium', 11%; 'high', 19%);
- **Urban / Rural:** There was no statistically significant difference (Urban, 14%: Rural, 14%)
- **Community background:** Catholic respondents were more likely to have done so (protestant, 13%: catholic, 16%)

### Participated in or Viewed at Least One Online Arts Activity

- **Gender:** There was no significant difference (male, 62%: female, 58%);
- **Age:** Older respondents were less likely to have done so (18-34, 75%: 35-59, 60%; 60+, 44%)
- **Social class:** There was no significant difference (ABC1, 63%: C2DE, 57%)
- **Disability:** There was no significant difference (57% vs. 62%);
- **Economic Activity:** The economically active were more likely to have done so (active, 65%: Inactive, 49%);
- **Educational Attainment:** Those with the lowest level of educational attainment were less likely to have done so ('low', 47%; 'medium', 69%; 'high', 64%);
- **Urban / Rural:** There was no statistically significant difference (Urban, 59%: Rural, 61%)
- **Community background:** Catholic respondents were more likely to have done so (protestant, 56%: catholic, 67%)

## 2.4 Watching or Taking Part in Northern Ireland Produced Arts Activities Online or via Social Media

Figure 4 shows that 31% of respondents said that the arts they took part in online or via social media were from Northern Ireland (no, 22%: don't know, 13%). Thirty four percent of respondents said they didn't engage with, watch or take part in the arts during lockdown.



### Differences between Respondent Groups

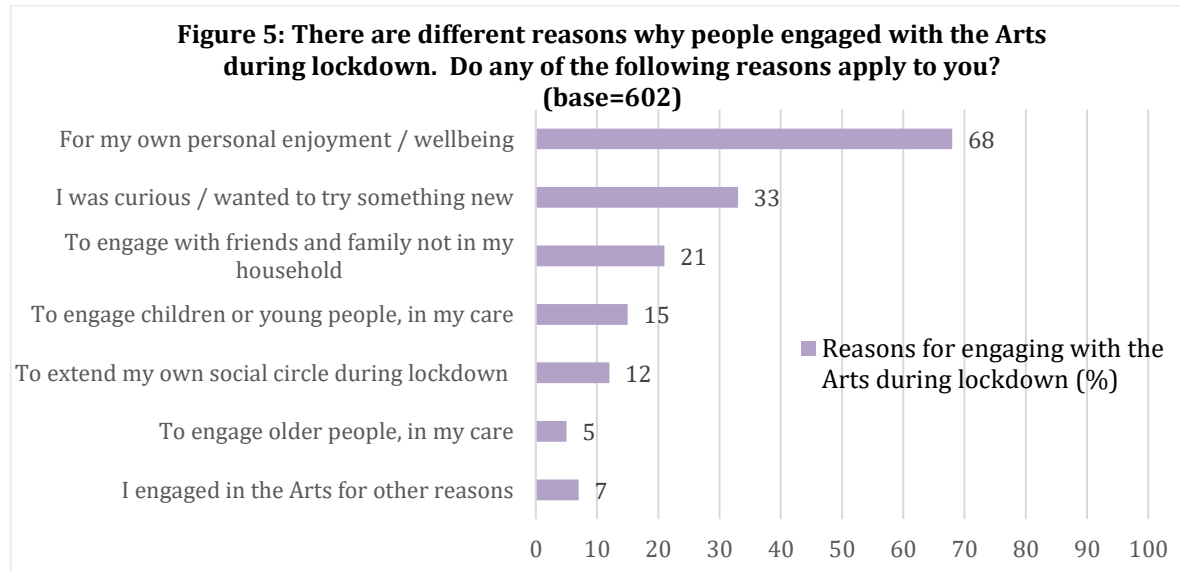
There were a number of differences in the likelihood of watching or taking part in Northern Ireland arts online or via social media between different respondent groups:

- **Gender:** There was no statistically significant difference in response by gender (male, 32%: female, 30%);
- **Age:** Older respondents were less likely to have watched or took part in Northern Ireland arts online or via social media (18-34, 41%: 35-59, 31%: 60+, 22%)
- **Social class:** There was no significant difference (ABC1, 33%: C2DE, 29%)
- **Disability:** Those with a disability were more likely to have watched or participated in N Ireland arts online or via social media (35% vs. 28%);
- **Economic Activity:** Economically active were more likely to have watched or participated in N Ireland arts online or via social media (active, 36%: Inactive, 22%);
- **Educational Attainment:** Those with the lowest level of educational attainment were less likely to have watched or participated in N Ireland arts online or via social media ('low', 22%; 'medium', 36%; 'high', 35%);
- **Urban / Rural:** There was no statistically significant difference (Urban, 30%: Rural, 31%)
- **Community background:** There was no statistically significant difference by community background (protestant, 30%: catholic, 36%)

## 2.5 Reasons for Engaging in the Arts During Lockdown

The most common reason why respondents engaged in the Arts during lockdown was for personal enjoyment and wellbeing (68%), with one in three (33%) doing so because they were curious and wanted to try something new.

Relatively fewer respondents cited the following reasons for engaging with the Arts during lockdown: to engage with friends and family not in respondent's household (21%); to engage children and young people in the care of respondents (15%); to extend my social circle (12%); and, to engage older people in my care (5%). Seven percent engaged in the Arts for other reasons.



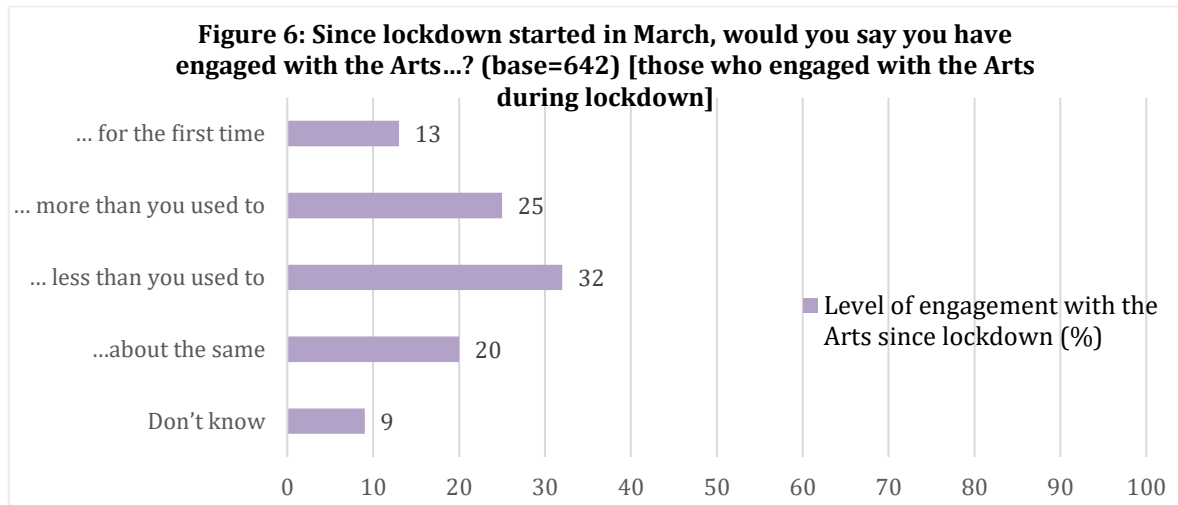
### Other reasons for engaging with the Arts during lockdown

- Support / support friends who are artists (n=6)
- Bored / out of boredom / nothing to do (n=4)
- For entertainment (n=3)
- Fun / pleasure / relaxing (n=3)
- Trying something new outside my comfort zone / curiosity (n=2)
- Collaborative writing experience
- Curiosity
- Daughters 2nd solo art exhibition
- During lockdown it was a way I could be emersed in live music
- For my own pleasure, I have read and watched YouTube video on music and philosophy.
- Friends recommendation
- Furthering my artistic practise
- I engaged in arts to take up a new hobby
- I knew the people who were part of the event.
- I volunteer with an arts therapy group
- I work in the arts
- Passion
- Personal ambition
- Philosophy
- Self-satisfaction
- Social and political awareness
- Song written
- Teacher
- This was a live (online) reading of the hobbit, the wife is a Lord of the Rings fan.
- To use the time productively and make sure that I was coping
- To revisit a portrait I studied at College
- Unique opportunity
- You learn something new



## 2.6 Level of Engagement with the Arts During Lockdown

Among those who engaged with the Arts during lockdown (n=642), 13% said they did so for the first time, 25% said they engaged more than they used to, 32% engaged less than they used to, 20% described their engagement as about the same and 9% answered, 'don't know'.



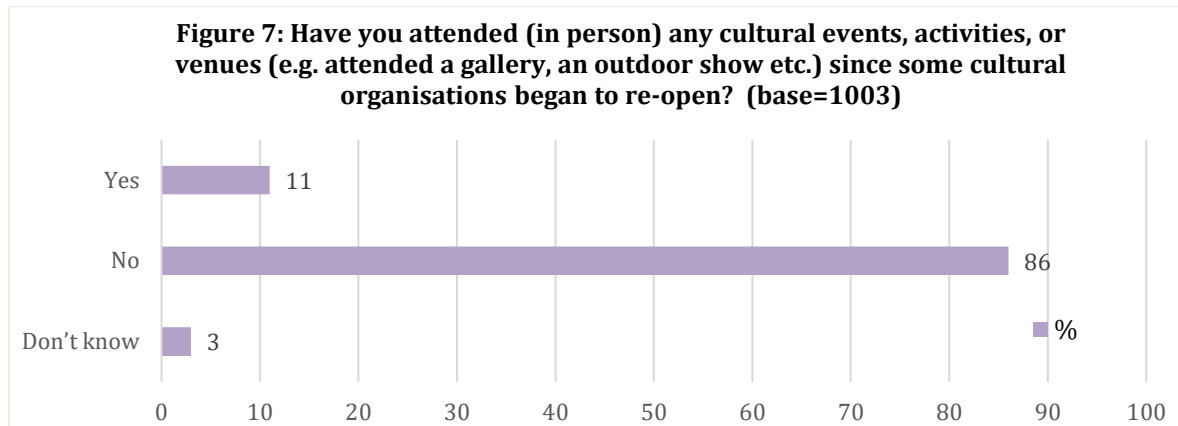
### Differences between Respondent Groups

Among those who engaged with the Arts during lockdown there were a number of significant differences in the level of engagement recorded between different respondent groups:

- **Gender:** There was no statistically significant difference in response by gender
- **Age:** Older respondents were more likely to say they had engaged with the Arts for the first time (18-34, 11%; 35-59, 12%; 60+, 20%) whereas younger respondents were more likely to say they had engaged with the Arts more than they used to (18-34, 33%; 35-59, 25%; 60+, 13%)
- **Social class:** Those in C2DE social classes were more likely to say they had engaged with the Arts for the first time (ABC1, 8%; C2DE, 19%) whereas those in the higher social classes were more likely to say they had engaged with the Arts less than they used to (ABC1, 42%; C2DE, 22%)
- **Disability:** Those with a disability were more likely to say they had engaged with the Arts for the first time (18% vs. 10%)
- **Economic Activity:** Economically inactive were more likely to say they had engaged with the Arts for the first time (active, 12%; inactive, 16%), whereas the economically active were more likely to say they had engaged with the Arts more than they used to (27% vs. 20%)
- **Educational Attainment:** Those with the highest level of educational attainment were less likely to say they had engaged with the Arts for the first time ('low', 16%; 'medium', 22%; 'high', 8%) and more likely to say they had engaged with the Arts less than they used to ('low', 24%; 'medium', 25%; 'high', 40%)
- **Urban / Rural:** There was no statistically significant difference
- **Community background:** There was no statistically significant difference by community background

## 2.7 Attendance at Cultural Events, Activities or Venues Since Cultural Organisations began to Re-Open

Approximately one in ten (11%) respondents reported attending (in person) cultural events, activities, or venues (e.g. attended a gallery, an outdoor show etc.) since some cultural organisations began to re-open.



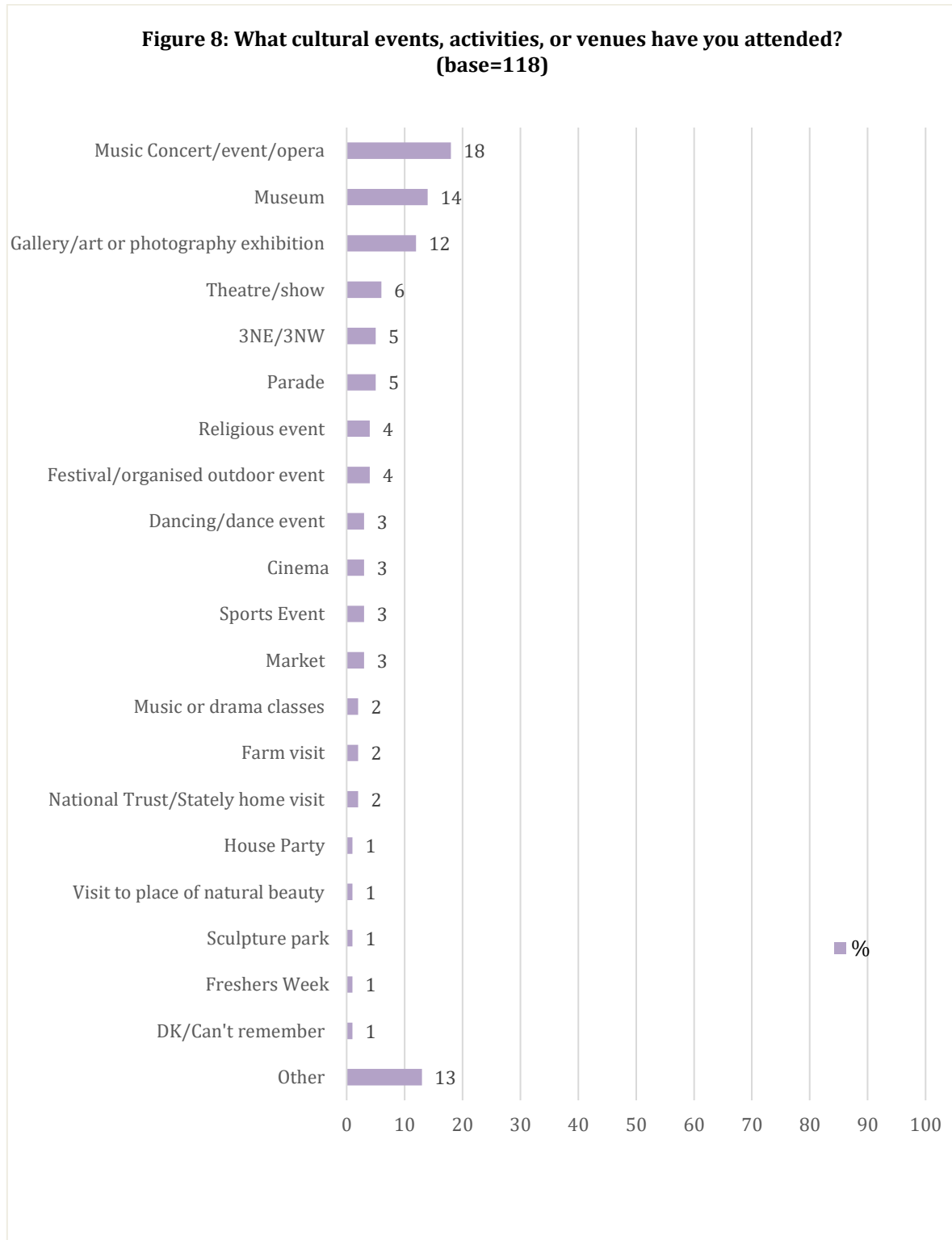
### Differences between Respondent Groups

There were a number of statistically significant differences by respondent groups:

- **Gender:** There was no statistically significant difference in response by gender (male, 14%: female, 9%)
- **Age:** Younger respondents were more likely to say they had attended (in person) cultural events, activities, or venues (18-34, 20%: 35-59, 9%; 60+, 6%)
- **Social class:** There was no statistically significant difference in response by social class (ABC1, 11%: C2DE, 12%)
- **Disability:** Those with a disability were more likely to say they had attended (in person) cultural events, activities, or venues (18% vs. 7%)
- **Economic Activity:** Economically active were more likely to say they had attended (in person) cultural events, activities, or venues (active, 14%: inactive, 7%)
- **Educational Attainment:** There was no statistically significant difference in response by educational attainment level ('low', 10%; 'medium', 13%; 'high', 11%)
- **Urban / Rural:** There was no statistically significant difference (urban, 12%: rural, 10%)
- **Community background:** There was no statistically significant difference by community background (protestant, 11%: catholic, 15%)

2.7.1 Cultural Events, Activities, or Venues Attended

Among respondents (n=118) who said they attended a cultural event, activity or venue, 18% had attended a music concert / event / opera, 14% had attended a museum and 12% attended a gallery / art or photography exhibition.

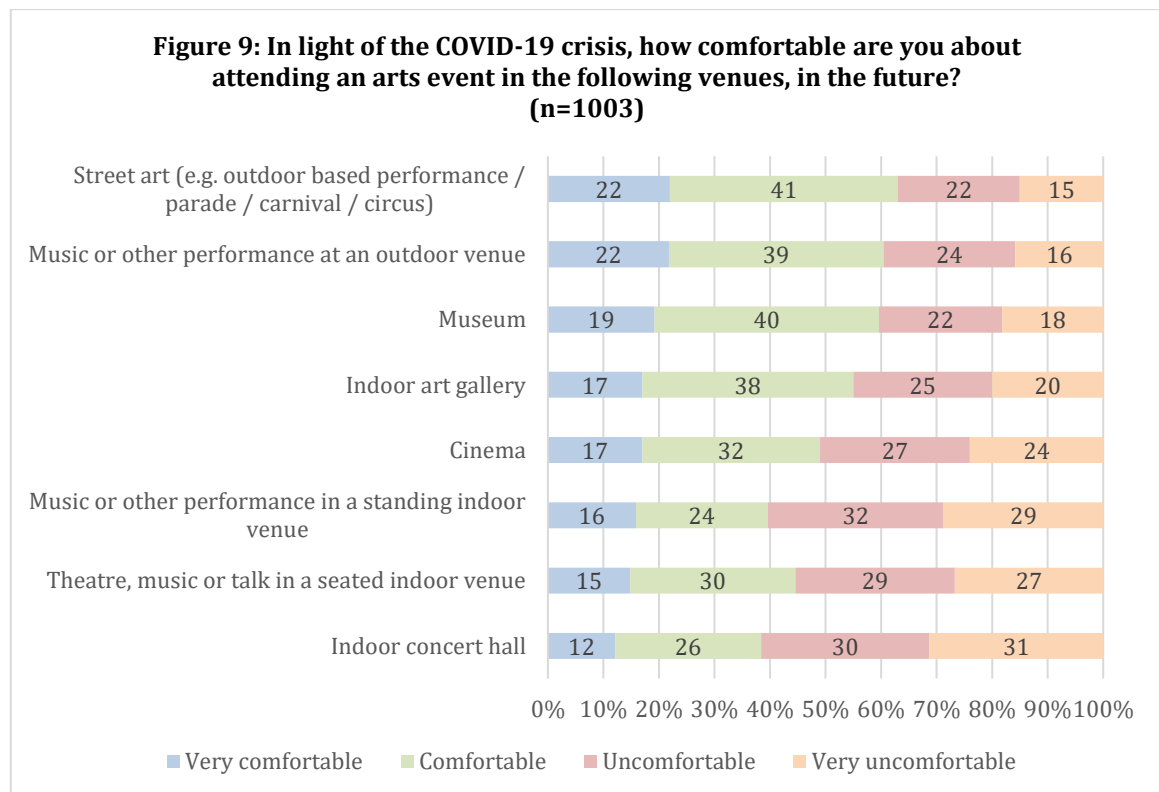


## 2.8 Level of Comfort with Attending Different Arts Venues

In light of the COVID-19 crisis, respondents were asked how comfortable they are about attending an arts event in different venues in the future.

Figure 9 shows that respondents were most likely to say they would be either very comfortable or comfortable attending street art (63%), with relatively higher levels of comfort also recorded for attending music or other outdoor performances (61%), museums (59%) and indoor art galleries (55%).

Relatively lower levels of comfort were recorded for indoor concert halls (38%), theatres, music or a talk in a seated indoor venue (45%), music or other performance in a standing indoor venue (40%) and cinemas (49%).



### Differences between Respondent Groups

#### Music or other performance in a standing indoor venue

- **Gender:** Men were more likely to feel comfortable (male, 44%: female, 35%)
- **Age:** Younger respondents were more likely to feel comfortable (18-34, 53%: 35-59, 38%; 60+, 28%)
- **Social class:** C2DEs were more likely to feel comfortable (ABC1, 33%: C2DE, 45%)

#### Indoor concert hall

- **Gender:** No significant difference (male, 42%: female, 36%)
- **Age:** Younger respondents were more likely to feel comfortable (18-34, 51%: 35-59, 36%; 60+, 30%)
- **Social class:** C2DEs were more likely to feel comfortable (ABC1, 33%: C2DE, 44%)

#### Theatre, music or talk in a seated indoor venue

- **Gender:** No significant difference (male, 47%: female, 42%)
- **Age:** Younger respondents were more likely to feel comfortable (18-34, 59%: 35-59, 42%; 60+, 33%)
- **Social class:** C2DEs were more likely to feel comfortable (ABC1, 40%: C2DE, 49%)

#### Cinema

- **Gender:** No significant difference (male, 52%: female, 47%)
- **Age:** Younger respondents were more likely to feel comfortable (18-34, 66%: 35-59, 49%; 60+, 33%)
- **Social class:** C2DEs were more likely to feel comfortable (ABC1, 46%: C2DE, 52%)

**Museum**

- **Gender:** Men were more likely to feel comfortable (male, 63%: female, 56%)
- **Age:** Younger respondents were more likely to feel comfortable (18-34, 73%: 35-59, 60%; 60+, 46%)
- **Social class:** No significant difference (ABC1, 58%: C2DE, 62%)

**Indoor art gallery**

- **Gender:** No significant difference (male, 58%: female, 53%)
- **Age:** Younger respondents were more likely to feel comfortable (18-34, 68%: 35-59, 56%; 60+, 42%)
- **Social class:** No significant difference (ABC1, 52%: C2DE, 57%)

**Music or other performance at an outdoor venue**

- **Gender:** Men were more likely to feel comfortable (male, 63%: female, 57%)
- **Age:** Younger respondents were more likely to feel comfortable (18-34, 71%: 35-59, 61%; 60+, 49%)
- **Social class:** No significant difference (ABC1, 60%: C2DE, 61%)

**Street art (e.g. outdoor based performance / parade / carnival / circus)**

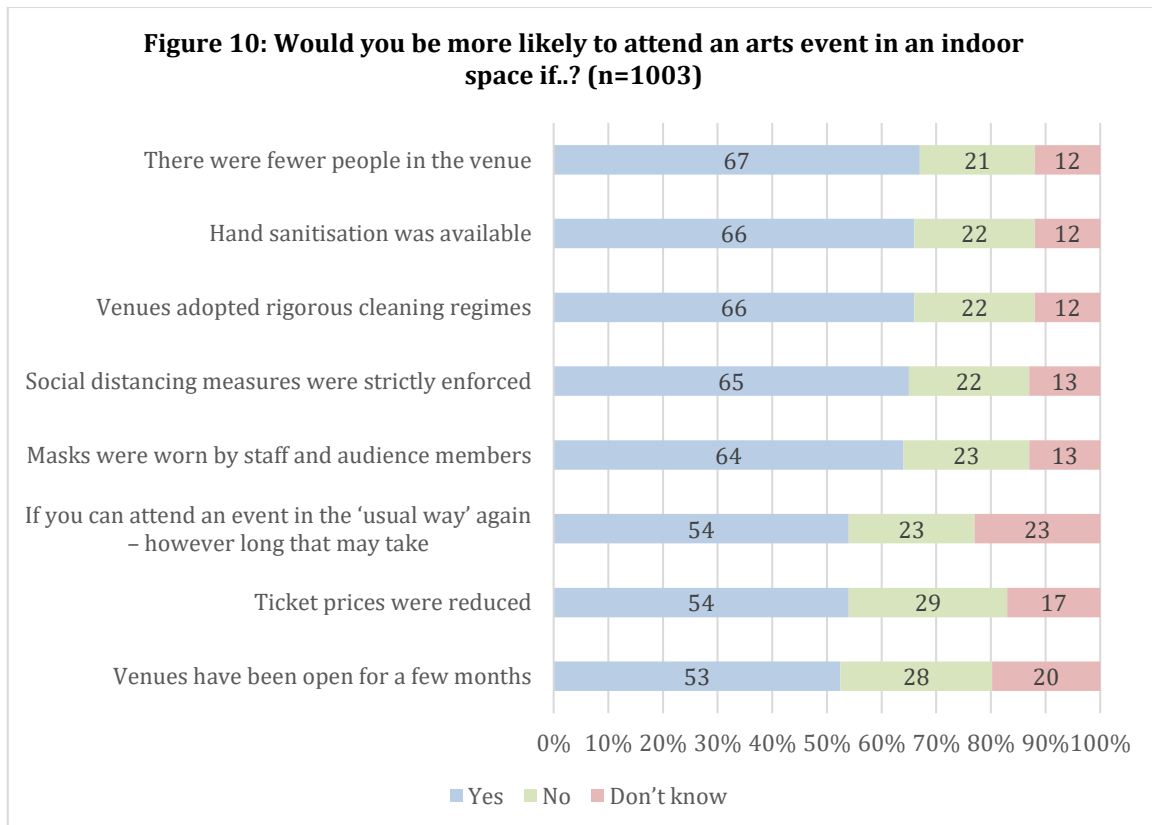
- **Gender:** No significant difference (male, 65%: female, 62%)
- **Age:** Younger respondents were more likely to feel comfortable (18-34, 74%: 35-59, 65%; 60+, 51%)
- **Social class:** No significant difference (ABC1, 62%: C2DE, 65%)

**2.9 Factors Encouraging Attendance at Arts Events in an Indoor Space**

Respondents were asked if they would attend an Arts event in an indoor space if a range of public health protections were in place.

Figure 10 shows that respondents were more likely to say they would attend an Arts event in an indoor space if: there were fewer people in the venue (67%); hand sanitisation was in place (66%); the venue adopted a rigorous cleaning regime (66%); social distancing measures were strictly enforced (65%); and, masks were worn by staff and audience members (64%).

Conversely, relatively fewer respondents said they would attend an Arts event in an indoor space if: venues have been open for a few months (53%); and, ticket prices were reduced (54%).



## Differences between Respondent Groups

### Social distancing measures were strictly enforced

- **Gender:** There was no significant difference (male, 65%: female, 66%)
- **Age:** 18-34 year olds were more likely to say they would attend (18-34, 77%: 35-59, 63%; 60+, 57%)
- **Social class:** ABC1s were more likely to say they would attend (ABC1, 74%: C2DE, 58%)

### There were fewer people in the venue

- **Gender:** There was no significant difference (male, 64%: female, 69%)
- **Age:** Older respondents were less likely to say they would attend (18-34, 71%: 35-59, 70%; 60+, 59%)
- **Social class:** ABC1s were more likely to say they would attend (ABC1, 73%: C2DE, 62%)

### Ticket prices were reduced

- **Gender:** There was no significant difference (male, 52%: female, 56%)
- **Age:** Older respondents were less likely to say they would attend (18-34, 64%: 35-59, 52%; 60+, 46%)
- **Social class:** No significant difference (ABC1, 55%: C2DE, 53%)

### Venues adopted rigorous cleaning regimes

- **Gender:** Women were more likely to say they would (male, 61%: female, 69%)
- **Age:** Older respondents were less likely to say they would attend (18-34, 73%: 35-59, 66%; 60+, 58%)
- **Social class:** ABC1s more likely to say they would attend (ABC1, 71%: C2DE, 61%)

### Hand sanitisation was available

- **Gender:** Women were more likely to say they would (male, 63%: female, 70%)
- **Age:** Older respondents were less likely to say they would attend (18-34, 73%: 35-59, 67%; 60+, 58%)
- **Social class:** ABC1s more likely to say they would attend (ABC1, 71%: C2DE, 63%)

### Masks were worn by staff and audience members

- **Gender:** No significant difference (male, 63%: female, 64%)
- **Age:** Older respondents were less likely to say they would attend (18-34, 70%: 35-59, 64%; 60+, 58%)
- **Social class:** ABC1s more likely to say they would attend (ABC1, 79%: C2DE, 59%)

### Venues have been open for a few months

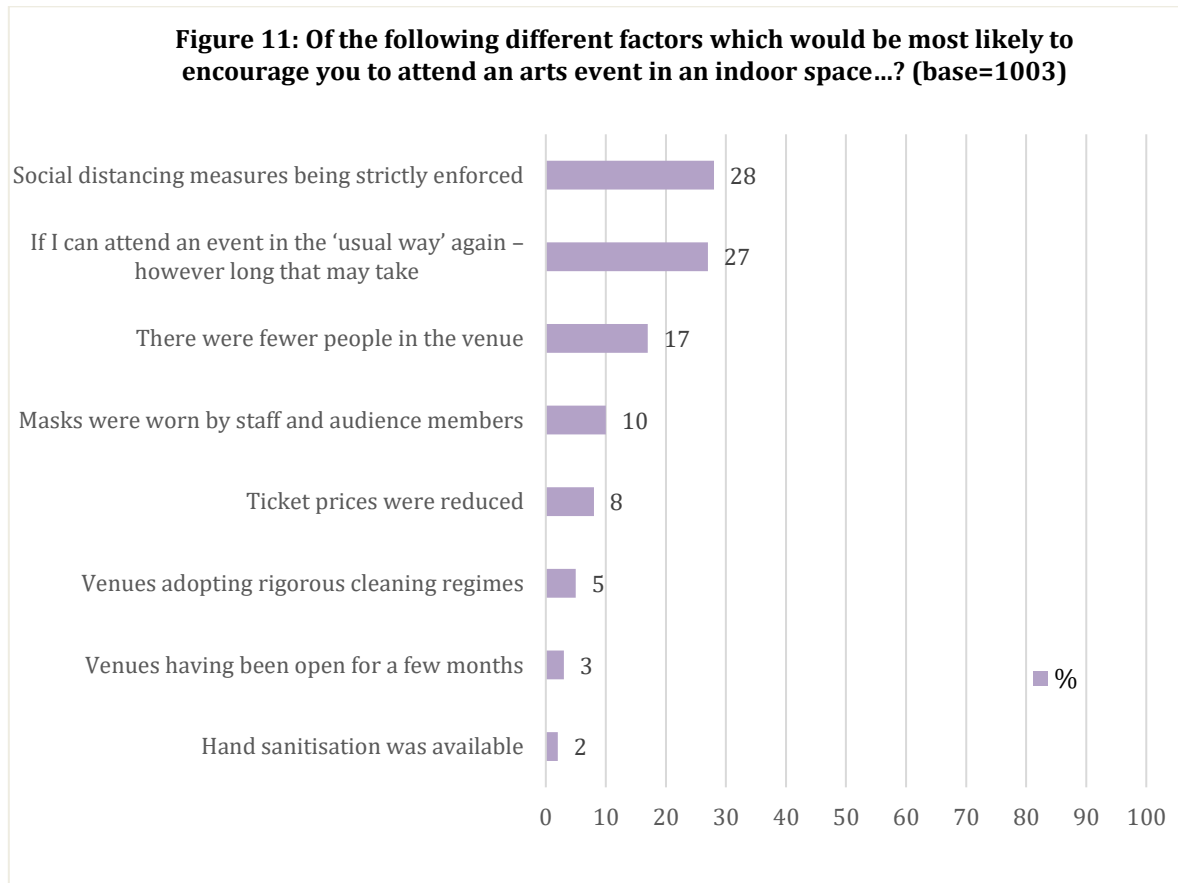
- **Gender:** No significant difference (male, 51%: female, 54%)
- **Age:** No significant difference (18-34, 53%: 35-59, 51%; 60+, 55%)
- **Social class:** No significant difference (ABC1, 54%: C2DE, 51%)

### If you can attend an event in the 'usual way' again – however long that may take

- **Gender:** No significant difference (male, 52%: female, 55%)
- **Age:** Older respondents were less likely to say they would attend (18-34, 60%: 35-59, 54%; 60+, 47%)
- **Social class:** No significant difference (ABC1, 56%: C2DE, 52%)

### 2.9.1 Most Important Factor Encouraging Attendance at Arts Events in an Indoor Space

Figure 11 shows that social distancing measures being enforced (28%) and being able to attend an event in the usual way again (27%) were found to be the most important factors that would encourage respondents to attend an arts event in an indoor space. The least important factor was found to be the availability of hand sanitiser (2%).



#### Differences between Respondent Groups

There were a number of significant differences between respondent groups:

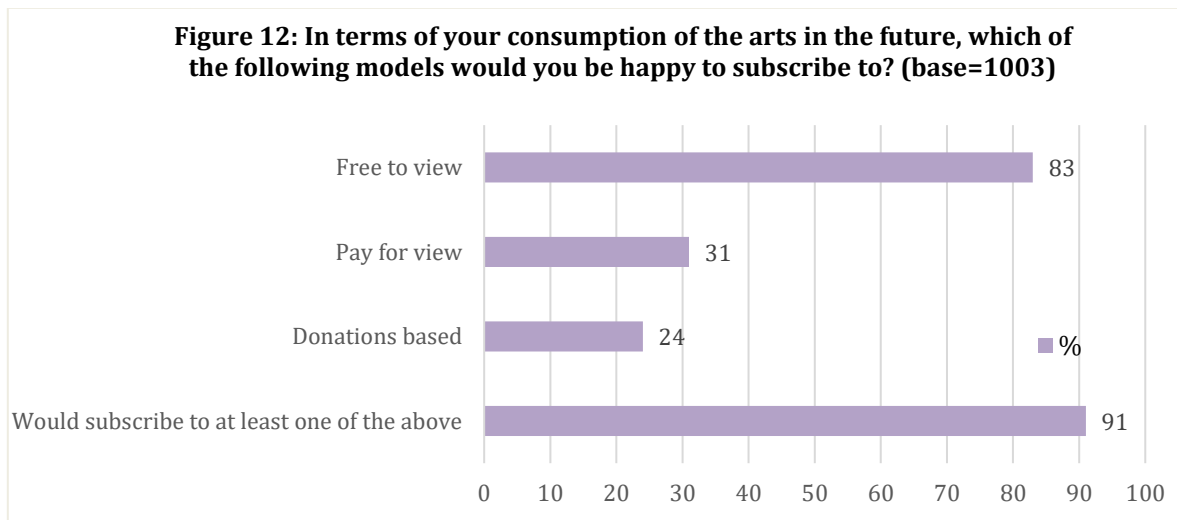
- **Gender:** There was no statistically significant difference in response by gender
- **Age:** Older respondents were less likely to say that having fewer people in a venue would be the most important factor (18-34, 17%; 35-59, 23%; 60+, 8%), whereas younger respondents were proportionately more likely to say that reduced ticket prices would be the most important factor (18-34, 13%; 35-59, 8%; 60+, 6%)
- **Social class:** Social distancing measures was the most important factor for proportionately more ABC1 respondents (ABC1, 32%; C2DE, 24%) whereas being able to attend an event in the 'usual way' was the most important factor among proportionately more C2DE respondents (ABC1, 21%; C2DE, 32%)
- **Disability:** Those with a disability were proportionately more likely to say attending an event in the 'usual way' was the most important factor (32% vs. 23%)
- **Economic Activity:** The economically active were more likely to identify fewer people in a venue as being the most important factor (active, 14%; inactive, 7%)
- **Educational Attainment:** Those with a higher level of educational attainment were proportionately more likely to identify social distancing as the most important factor ('low', 22%; 'medium', 26%; 'high', 33%) whereas those with lower levels of educational attainment were proportionately more likely to

cite being able to attend in the 'normal way' as being most important ('low', 37%; 'medium', 22%; 'high', 22%)

- **Urban / Rural:** There was no statistically significant difference
- **Community background:** Protestant respondents were proportionately more likely to say attending an event in the 'usual way' was the most important factor (protestant, 30%; catholic, 22%)

## 2.10 Consumption of the Arts and Subscribing to Different Models

Among all respondents, 83% said they would support a free to view model for the consumption of the Arts, with 31% saying they would subscribe to pay for view to consume Arts. Twenty four percent were supportive of a donations based model. Most respondents said they would be happy to subscribe to at least one of the models listed.



### Differences between Respondent Groups

There were a number of significant differences in terms of the importance of different factors encouraging respondents to attend an arts event in an indoor space:

#### Free to View

- **Gender:** No significant difference by gender (male, 82%; female, 85%)
- **Age:** No significant difference (18-34, 84%; 35-59, 84%; 60+, 81%)
- **Social class:** No significant difference (ABC1, 83%; C2DE, 84%)
- **Disability:** No significant difference (disabled, 83%; non-disabled, 83%)
- **Economic activity:** No significant difference (active, 84%; inactive, 81%)
- **Educational Attainment:** No significant difference ('low', 81%; 'medium', 85%; 'high', 84%)
- **Urban / rural:** No significant difference (urban, 84%; rural, 81%)
- **Community background:** No significant difference (protestant, 85%; catholic, 84%)

#### Pay for View

- **Gender:** No significant difference by gender (male, 32%; female, 30%)
- **Age:** Younger respondents more supportive (18-34, 37%; 35-59, 30%; 60+, 26%)
- **Social class:** ABC1 respondents more supportive (ABC1, 35%; C2DE, 27%)
- **Disability:** No significant difference (disabled, 29%; non-disabled, 32%)
- **Economic activity:** Economically active more supportive (active, 33%; inactive, 26%)
- **Educational Attainment:** Less well educated less supportive ('low', 23%; 'medium', 34%; 'high', 35%)
- **Urban / rural:** No significant difference (urban, 31%; rural, 30%)
- **Community background:** No significant difference (protestant, 31%; catholic, 29%)



#### Donations based

- **Gender:** No significant difference by gender (male, 22%: female, 25%)
- **Age:** No significant difference (18-34, 27%: 35-59, 25%; 60+, 19%)
- **Social class:** ABC1s respondents more supportive (ABC1, 27%: C2DE, 20%)
- **Disability:** Disabled less supportive (disabled, 20%: non-disabled, 26%)
- **Economic activity:** No significant difference (active, 24%: inactive, 23%)
- **Educational Attainment:** Less well educated less supportive ('low', 14%; 'medium', 25%; 'high', 29%)
- **Urban / rural:** No significant difference (urban, 24%: rural, 23%)
- **Community background:** No significant difference (protestant, 24%: catholic, 23%)

#### Would subscribe to at least one model

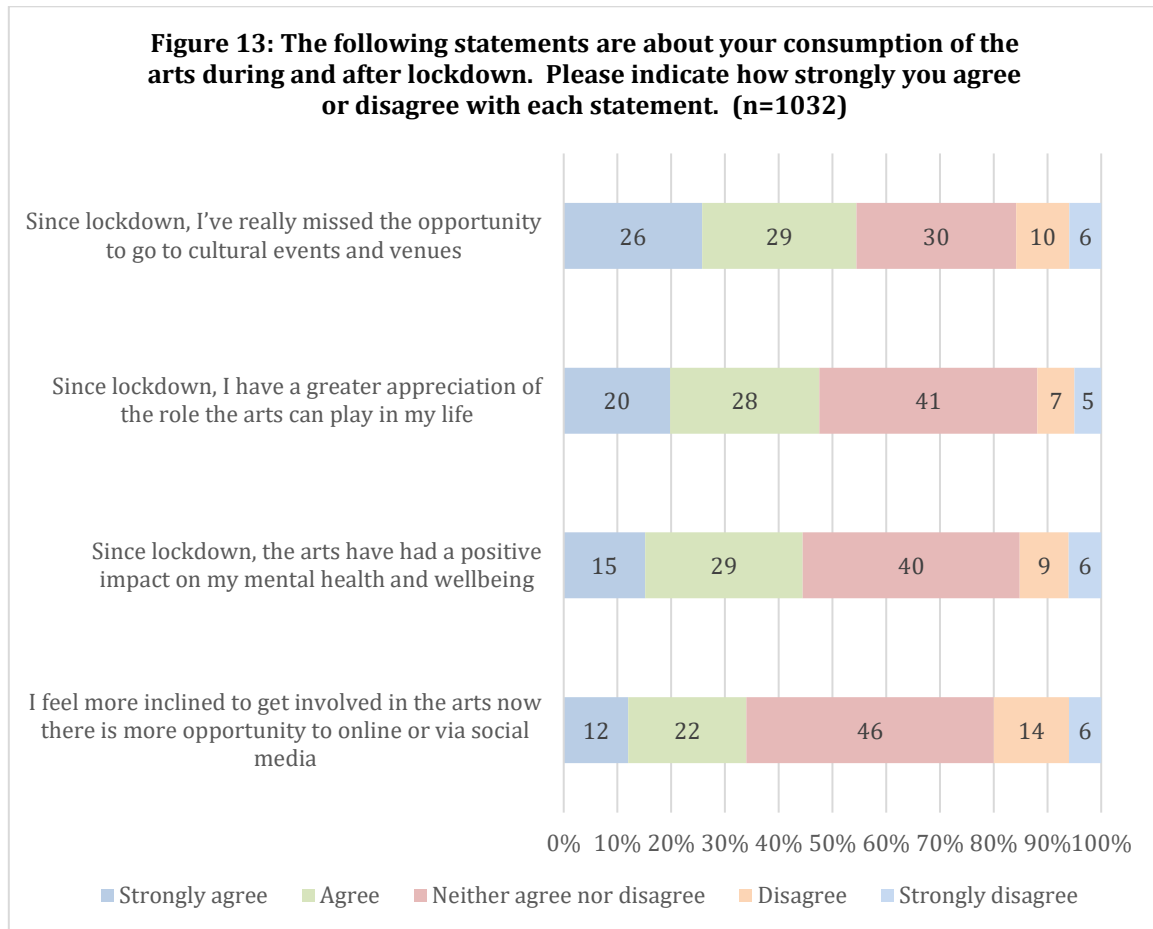
- **Gender:** No significant difference by gender (male, 89%: female, 92%)
- **Age:** No significant difference (18-34, 93%: 35-59, 90%; 60+, 88%)
- **Social class:** No significant difference (ABC1, 92%: C2DE, 89%)
- **Disability:** No significant difference (disabled, 91%: non-disabled, 90%)
- **Economic activity:** No significant difference (active, 91%: inactive, 90%)
- **Educational Attainment:** No significant difference ('low', 88%; 'medium', 93%; 'high', 91%)
- **Urban / rural:** No significant difference (urban, 91%: rural, 90%)
- **Community background:** No significant difference (protestant, 91%: catholic, 90%)

2.11 Attitudes to the Consumption of the Arts During Lockdown

Respondents were presented with a number of statements about their consumption of the arts during and after lockdown and asked if they agreed or disagreed with each.

Figure 13 shows that 55% either strongly agreed or agreed with the statement: ‘since lockdown, I’ve really missed the opportunity to go to cultural events and venues’ with 48% either strongly agreeing or agreeing with the statement: ‘since lockdown, I have a greater appreciation of the role the arts can play in my life’.

In contrast relatively lower levels of agreement were recorded for the statements ‘since lockdown, the arts have had a positive impact on my mental health and wellbeing’ (44% either strongly agree or agree) and the ‘I feel more inclined to get involved in the arts now there is more opportunity to online or via social media’ (34% either strongly agree or agree).



Differences between Respondent Groups

**Statement: ‘Since lockdown, I have a greater appreciation of the role the arts can play in my life’**

- **Gender:** Men were more likely to disagree / strongly disagree (males, 15%; females, 8%)
- **Age:** younger respondents were significantly more likely to strongly agree /agree (16-39, 71%; 40-64, 45%; 65+, 29%)
- **Social class:** ABC1’s were significantly more likely to strongly agree /agree (ABC1, 53%; C2DE, 43%)
- **Disability:** No significant difference (disabled, 46%; non-disabled, 49%)
- **Economic activity:** Economically active respondents more likely to strongly agree /agree (active, 53%; inactive, 37%)

- **Educational Attainment:** Less well educated less likely to strongly agree / agree ('low', 33%; 'medium', 53%; 'high', 55%)
- **Urban / rural:** No significant difference (urban, 47%; rural, 49%)
- **Community background:** Catholics more likely to strongly agree / agree (protestant, 42%; catholic, 57%)

**Statement: 'Since lockdown, the arts have had a positive impact on my mental health and wellbeing'**

- **Gender:** No significant difference (males, 44%; females, 45%)
- **Age:** younger respondents were significantly more likely to strongly agree / agree (16-39, 66%; 40-64, 42%; 65+, 27%)
- **Social class:** No significant difference (ABC1, 45%; C2DE, 44%)
- **Disability:** No significant difference (disabled, 43%; non-disabled, 45%)
- **Economic activity:** The economically active respondents were more likely to strongly agree / agree (active, 51%; inactive, 33%)
- **Educational Attainment:** Less well educated less likely to strongly agree / agree ('low', 32%; 'medium', 48%; 'high', 51%)
- **Urban / rural:** No significant difference (urban, 45%; rural, 42%)
- **Community background:** Catholics more likely to strongly agree / agree (protestant, 39%; catholic, 53%)

**Statement: I feel more inclined to get involved in the arts now there is more opportunity to online or via social media**

- **Gender:** No significant difference (males, 32%; females, 35%)
- **Age:** younger respondents were significantly more likely to strongly agree / agree (16-39, 51%; 40-64, 32%; 65+, 20%)
- **Social class:** No significant difference (ABC1, 35%; C2DE, 33%)
- **Disability:** No significant difference (disabled, 33%; non-disabled, 34%)
- **Economic activity:** The economically active were more likely to strongly agree / agree (active, 39%; inactive, 25%)
- **Educational Attainment:** Less well educated respondents were less likely to strongly agree / agree ('low', 25%; 'medium', 33%; 'high', 40%)
- **Urban / rural:** No significant difference (urban, 35%; rural, 30%)
- **Community background:** Catholics more likely to strongly agree / agree (protestant, 30%; catholic, 40%)

**Statement: Since lockdown, I've really missed the opportunity to go to cultural events and venues**

- **Gender:** Men were more likely to disagree / strongly disagree (males, 18%; females, 12%)
- **Age:** Younger respondents were significantly more likely to strongly agree / agree (16-39, 67%; 40-64, 55%; 65+, 43%)

- **Social class:** ABC1s were more likely to strongly agree /agree (ABC1, 62%: C2DE, 47%)
- **Disability:** No significant difference (disabled, 52%: non-disabled, 56%)
- **Economic activity:** The economically active were more likely to strongly agree /agree (active, 61%: inactive, 43%)
- **Educational Attainment:** Less well educated less likely to strongly agree /agree ('low', 39%; 'medium', 56%; 'high', 65%)
- **Urban / rural:** No significant difference (urban, 55%: rural, 53%)
- **Community background:** Catholics more likely to strongly agree / agree (protestant, 52%: catholic, 64%)

**Appendix (Questionnaire)**



**Questionnaire:**

**Survey to establish arts and culture engagement levels  
in Northern Ireland during the COVID-19 Pandemic**

**6 October 2020**



3 Wellington Park  
Belfast  
BT9 6DJ

T: 0044 2890 923362  
F: 0044 2890 923334

info@socialmarketresearch.co.uk  
[www.socialmarketresearch.co.uk](http://www.socialmarketresearch.co.uk)



## Survey on the Arts in Northern Ireland

The aim of this survey is to assess the impact of the COVID-19 pandemic on the level of public engagement with Arts and Culture in Northern Ireland. The survey also aims to find out what methods the public have used to engage with the arts during lockdown and whether public attitudes towards the arts are changing. Finally, the survey also seeks to determine what factors may be inhibiting a return to physical engagement with the Arts.

- A1A. In the 12 months leading up to lockdown (i.e. between March 2019 and March 2020), which of the following (if any) have you been to either as a member of the audience or as a visitor? (Select all that apply)

Ballet	1
Carnival	2
Classical music performance	3
Craft exhibition (not crafts market)	4
Culturally specific festival (for example, Mela)	5
Event connected with books or writing	6
Exhibition or collection of art, photography, or sculpture	7
Film at a cinema or other venue	8
Jazz performance	9
Musical	10
Opera	11
Pantomime	12
Play / drama	13
Street arts (art in everyday surroundings like parks, streets, or shopping centres)	14
Other live dance event	15
Other live music event	16
None of these	17

- A1B. And since lockdown in March of this year which of the following (if any) have you been to either as a member of the audience or as a visitor? (Select all that apply)

Ballet	1
Carnival	2
Classical music performance	3
Craft exhibition (not crafts market)	4
Culturally specific festival (for example, Mela)	5
Event connected with books or writing	6
Exhibition or collection of art, photography, or sculpture	7
Film at a cinema or other venue	8
Jazz performance	9
Musical	10
Opera	11
Pantomime	12
Play / drama	13
Street arts (art in everyday surroundings like parks, streets, or shopping centres)	14
Other live dance event	15
Other live music event	16
None of these	17

A2A\_1. In the 12 months leading up to lockdown (i.e. between March 2019 and March 2020), did you **take part** in any of the following activities? **(Select all that apply)**

Ballet	1
Bought a novel or book of stories, poetry or plays for yourself	2
Bought any original / handmade crafts such as pottery or jewellery for yourself	3
Bought any original works of art for yourself	4
Learned or practised circus skills	5
Made films or videos as an artistic activity (not family or holidays)	6
Other crafts such as calligraphy, pottery or jewelry for yourself	7
Other dance (for fitness)	8
Other dance (not for fitness)	9
Painting, drawing, printmaking, or sculpture	10
Photography as an artistic activity (not family or holiday 'snaps')	11
Played a musical instrument for your own pleasure	12
Played a musical instrument to an audience or rehearsed for a performance	13
None of these	14

A2A\_2. And what about the following activities. Did you take part in any of these in **the 12 months leading up to lockdown** (i.e. between March 2019 and March 2020)? **(Select all that apply)**

Rehearsed or performed in a play / drama	1
Read for pleasure (not newspapers, magazines, or comics)	2
Rehearsed or performed in an opera / operetta or musical theatre	3
Sang to an audience or rehearsed for a performance (not karaoke)	4
Taken part in a carnival (e.g. as a musician, dancer, or costume maker)	5
Taken part in street arts (an artistic performance that takes place in everyday surroundings like parks, streets, or shopping centres)	6
Textile crafts such as embroidery, crocheting or knitting	7
Used a computer to create original artworks or animation	8
Wood crafts such as wood turning, carving or furniture making	9
Written any poetry	10
Written any stories or plays	11
Written music	12
None of these	13

A2B\_1. **Since lockdown in March** of this year, have you **taken part in** any of the following activities? **(Select all that apply)**

Ballet	1
Bought a novel or book of stories, poetry or plays for yourself	2
Bought any original / handmade crafts such as pottery or jewellery for yourself	3
Bought any original works of art for yourself	4
Learned or practised circus skills	5
Made films or videos as an artistic activity (not family or holidays)	6
Other crafts such as calligraphy, pottery or jewelry for yourself	7
Other dance (for fitness)	8
Other dance (not for fitness)	9
Painting, drawing, printmaking, or sculpture	10
Photography as an artistic activity (not family or holiday 'snaps')	11
Played a musical instrument for your own pleasure	12
Played a musical instrument to an audience or rehearsed for a performance	13
None of these	14



A2B\_2. **And again, since lockdown in March** of this year, have you **taken part** in any of the following activities? **(Select all that apply)**

Rehearsed or performed in a play / drama	1
Read for pleasure (not newspapers, magazines, or comics)	2
Rehearsed or performed in an opera / operetta or musical theatre	3
Sang to an audience or rehearsed for a performance (not karaoke)	4
Taken part in a carnival (e.g. as a musician, dancer, or costume maker)	5
Taken part in street arts (an artistic performance that takes place in everyday surroundings like parks, streets, or shopping centres)	6
Textile crafts such as embroidery, crocheting or knitting	7
Used a computer to create original artworks or animation	8
Wood crafts such as wood turning, carving or furniture making	9
Written any poetry	10
Written any stories or plays	11
Written music	12
None of these	13

A3. Since the implementation of physical distancing measures in response to the COVID-19 virus in March, which of the following types of online activity have you viewed or participated in online or via social media? **(Select all that apply)**

Watched filmed performances of theatre, concerts and/or dance shows online	1
Looked at art, paintings, and photographs online (e.g. from a virtual collection)	2
Watched live social media streams/ broadcasts (e.g. of music events)	3
Participated in an online arts class / group / tutorial (e.g. via zoom or Microsoft teams)	4
Not done any of the above	5

A4. In terms of the arts you watched or took part in over lockdown, was any of it from Northern Ireland? **(Select one only)**

Yes	1
No	2
Don't know	3
Didn't engage with, watch or take part in, the Arts during lockdown	4

A5. There are different reasons why people engaged with the Arts during lockdown. Do any of the following reasons apply to you? **(Select all that apply)**

I was curious / wanted to try something new	1
For my own personal enjoyment / wellbeing	2
To engage children or young people, in my care	3
To engage older people, in my care	4
To extend my own social circle during lockdown	5
To engage with friends and family not in my household	6
Didn't engage with, watch or take part in, the Arts during lockdown	7

A6. Since lockdown started in March, would you say you have engaged with the Arts...? **(Select one only)**

... for the first time	1
... more than I used to	2
... less than I used to	3
...about the same	4
Didn't engage with, watch or take part in, the Arts during lockdown	5
Don't know	6

- A7. Have you attended (in person) any cultural events, activities, or venues (e.g. attended a gallery, an outdoor show etc.) since some cultural organisations began to re-open? **(Select one only)**

Yes	1
No	2
Don't know	3

**ANSWER IF A7 EQ 1**

- A8. What cultural events, activities, or venues have you attended?

--

- A9. In light of the COVID-19 crisis, how comfortable are you about attending an arts event in the following venues, in the future? **(Answer for each statement)**

Very comfortable	1
Comfortable	2
Uncomfortable	3
Very uncomfortable	4

1	Music or other performance in a standing indoor venue
2	Indoor concert hall
3	Theatre, music or talk in a seated indoor venue
4	Cinema
5	Museum
6	Indoor art gallery
7	Music or other performance at an outdoor venue
8	Street art (e.g. outdoor based performance / parade / carnival / circus)

- A10. Would you be more likely to attend an arts event in an indoor space if...? **(Answer for each)**

		Yes	No	Don't know
1	Social distancing measures were strictly enforced	1	2	3
2	There were fewer people in the venue	1	2	3
3	Ticket prices were reduced	1	2	3
4	Venues adopted rigorous cleaning regimes	1	2	3
5	Hand sanitisation was available	1	2	3
6	Masks were worn by staff and audience members	1	2	3
7	Venues have been open for a few months	1	2	3
8	If I can attend an event in the 'usual way' again – however long that may take	1	2	3

- A11. Of the following different factors which would be most likely to encourage you to attend an arts event in an indoor space...? **(Select one only)**

1	Social distancing measures being strictly enforced	1
2	There were fewer people in the venue	2
3	Ticket prices were reduced	3
4	Venues adopting rigorous cleaning regimes	4
5	Hand sanitisation was available	5
6	Masks were worn by staff and audience members	6
7	Venues having been open for a few months	7
8	If I can attend an event in the 'usual way' again – however long that may take	8

A12. In terms of your consumption of the arts in the future, which of the following models would you be happy to subscribe to? **(Select all that apply)**

Free-to-view	1
Pay for view	2
Donations based	3
Wouldn't subscribe to any of the above	4

A13. The following statements are about your consumption of the arts during and after lockdown. Please indicate how strongly you agree or disagree with each statement. **(Answer for each statement)**

Strongly agree	1
Agree	2
Neither agree nor disagree	3
Disagree	4
Strongly disagree	5

1	Since lockdown, I have a greater appreciation of the role the arts can play in my life
2	Since lockdown, the arts have had a positive impact on my mental health and wellbeing
3	I feel more inclined to get involved in the arts now there is more opportunity to online or via social media
4	Since lockdown, I've really missed the opportunity to go to cultural events and venues

**SECTION B: ABOUT YOU**

B1. Are you...? **(Single Code)**

Male	Female	Prefer not to say
1	2	3

B2. What age are you?

B3. What is your current employment status? **(Single Code)**

Self-employed	1
Working full-time	2
Working part-time	3
Seeking work for the first time	4
Unemployed, i.e. not working but actively seeking work	5
Not actively seeking work but would like to work	6
Not working and not seeking work	7
Looking after home and family	8
Unable to work due to permanent illness or disability	9
Student (full time)	10
Student (part time)	11
On a government or other training scheme / apprenticeship	12
Retired	13
Other (please specify)	14

B4. What is your occupation or what was your last job?

- B5. Are your day to day activities limited because of a health problem or disability which has lasted or is expected to last, at least 12 months? Include problems which are due to ageing. **(Select one only)**

Yes, limited a lot	1
Yes, limited a little	2
No	3

- B6. How would you describe your community background? **(Select one only)**

Catholic	1
Protestant	2
Neither	3
Other (please specify)	4
Prefer not to say	5

- B7. Generally speaking, do you think of yourself as a unionist, a nationalist, or neither? **(Select one only)**

Unionist	1
Nationalist	2
Neither	3
Prefer not to say	4

**THANK AND CLOSE**