



SHOWTIME Audience Research

Summary report

November 2012



Introduction

This report provides a summary of results from the SHOWTIME audience research carried out by The Audience Agency (formally Audiences London). The results have been summarised under the specific evaluation themes from the wider evaluation carried out by Tom Fleming Creative Consultancy (TFCC).

There were two key components to the audience research:

- **Audience survey** - In total, 2128 face to face surveys were carried out for the SHOWTIME audience research. This is the largest ever outdoor arts survey carried out using this approach.
- **Estimation of audience size** - Using a number of techniques we were able to estimate the size of the total audience that attended the SHOWTIME programme.

The audience research encompasses events from the touring programme of core SHOWTIME packages. The Audience Agency did not sample the local programme, 99 Tiny Games, Bandstand Marathon or pop up film events.

Audience survey results for Secrets: Hidden London (SECRETS) have been summarised in additional analysis files provided to TFCC.



Evaluation themes - SHOWTIME

This section contains detailed results for each of the evaluation themes.

1. Reach and engagement – bringing excellent outdoor arts to all communities across London

1.1 SHOWTIME seen as excellent outdoor art

1.2 Geographical reach of SHOWTIME across all London boroughs and in unexpected parts of the boroughs over the 7 weeks

1.3 750,000 people attending SHOWTIME events across London over the 7 weeks

1.4 Extending reach to a new audience and participants

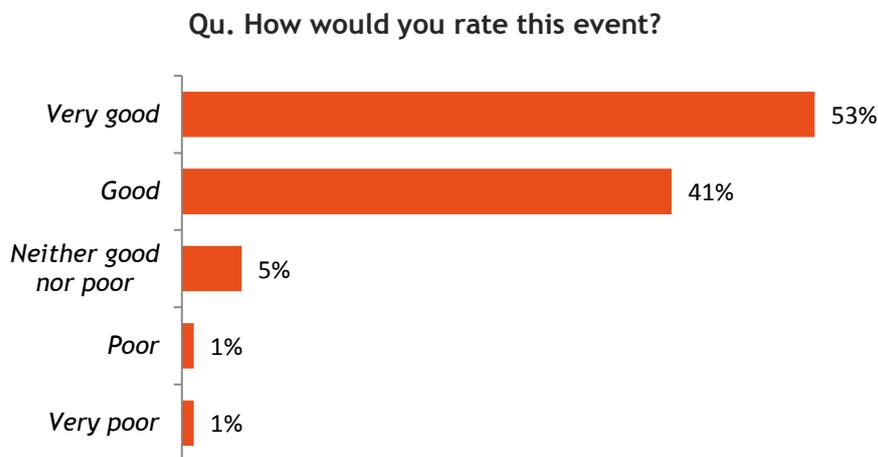
1.5 SHOWTIME events reaching all sections on London’s population

1.6 Showcase a diversity of acts and artists (link to GLA sustainability target)

The audience research informs outcomes 1.1, 1.2, 1.3, 1.4, 1.5.

1.1 SHOWTIME seen as excellent outdoor art

- **Overall ratings** - When asked how they would rate the SHOWTIME event that they attended, 94% of the respondents said it was ‘Very good’ or ‘Good’.



Audience survey full sample - weighted base 1990

- **Describing their experience** - Respondents were also asked what three words they would use to describe their experience at the SHOWTIME event. These have been summarised in the word cloud on the next page. Responses were very positive, with

1.2 Geographical reach of SHOWTIME across all London boroughs and in unexpected parts of the boroughs over the 7 weeks

SHOWTIME

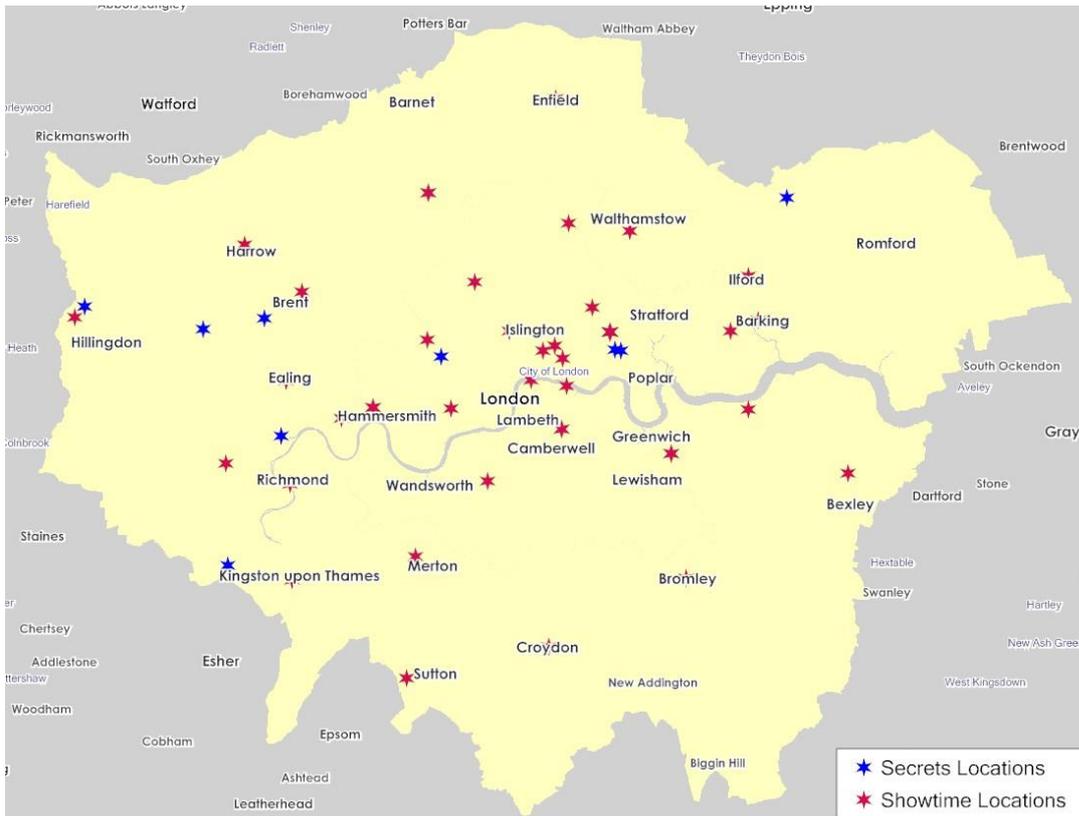
- The audience research focussed on the Touring elements of the SHOWTIME programme. This consisted of 44 events, 24 of which were in Inner London and 20 Outer London.
- Where a particular festival included SHOWTIME elements on more than one day, it was counted as more than one 'event' in the analysis. The Victoria Park Live Site, for example, presented SHOWTIME packages on 5 consecutive days, so this was counted as 5 events.
- 31 of the 33 London Boroughs had a SHOWTIME event.

SECRETS

- We have included the SECRETS event details in this report for comparison.
- There were four elements to the SECRETS programme as follows:
 - Like a Fish out of Water - Multiple performances at two locations, both in Outer London.
 - Owl and the Pussycat - Six performances, four of which were in Inner London and two which were in Outer London.
 - Northala - Installation running from 8th to the 27th August.
 - Nothing is Set in Stone - Installation running from 21st June to 30th September.

EVENT LOCATIONS

- The following map shows the location of the SHOWTIME and SECRETS events. Where an event had multiple locations on one day a central point was chosen.



Map showing SHOWTIME and SECRETS event locations

1.3 750,000 people attending SHOWTIME events across London over the 7 weeks

SHOWTIME

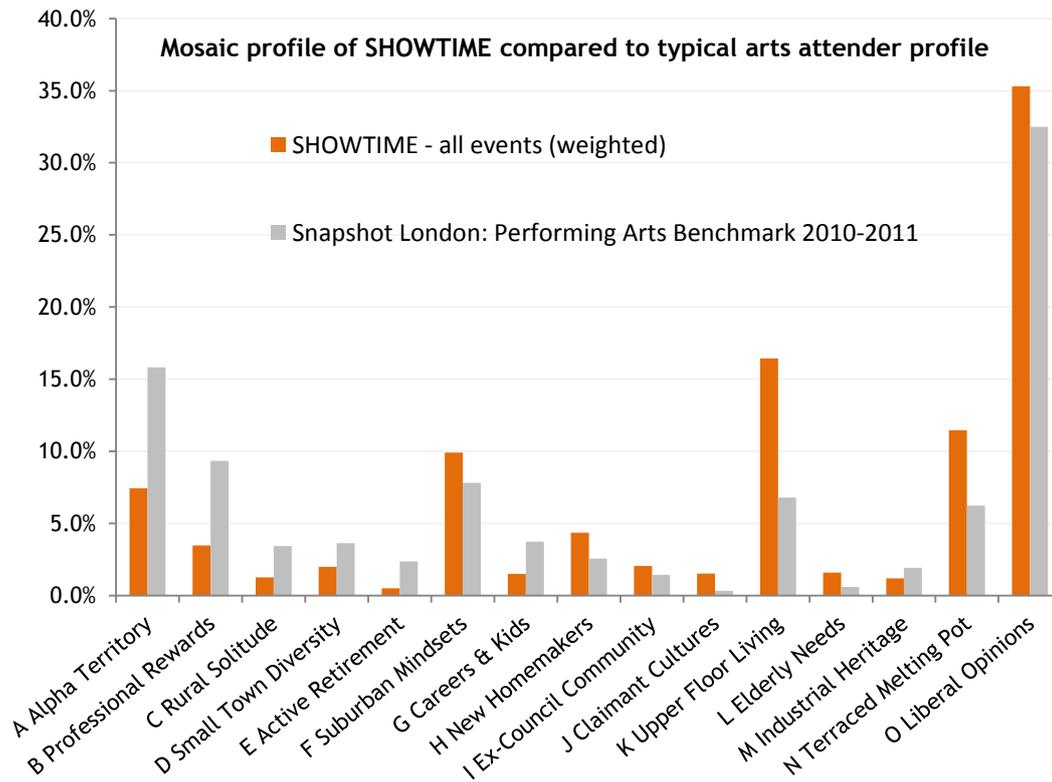
- As part of the audience research carried out by The Audience Agency, an estimation of the audience size at each event was made.
- In total, SHOWTIME was attended by 145,352 people at an average of 3,303 per event.
- Inner London Boroughs accounted for 94,314 attenders at an average of 3,930 per event.
- Outer London Boroughs accounted for 51,038 attenders at an average of 2,552 per event.

SECRETS

- We have included the SECRETS figures in here for comparison.
- In total, SECRETS was attended by an estimated audience of 30,437.
- This consisted of 13,155 to events in Inner London and 17,282 to events in Outer London.

1.4 Extending reach to a new audience and participants

- **New audiences** - When respondents were asked whether they had been in an event like this before, 52% said that they had and 48% said that they had not (based on a weighted sample of 2,096).
- This percentage equates to 69,769 new audience members attending this type of work (using the overall estimated audience size).
- **Comparing profiles to arts attenders** - The postcodes that were collected in the survey were profiled using the Mosaic geo-demographic segmentation tool. This can be used to compare the profile of the SHOWTIME audiences with the profile of typical arts attenders (based on Snapshot London: Performing Arts engagement indicator).
- The following chart shows that there were some key differences between the audiences at SHOWTIME and typical attenders to the performing arts. There were much less attenders from affluent segments such as 'Alpha Territory' and 'Professional Rewards' and higher proportions from more mixed segments such as 'Upper Floor Living' and 'Terraced Melting Pot'.



Outcome 1.4 - Audience comments from the survey

“It’s been my first experience of an event like this and it’s been interesting.”

“Surprised at activities put on. First time I have seen activities like this in the area and it’s good for the kids.”

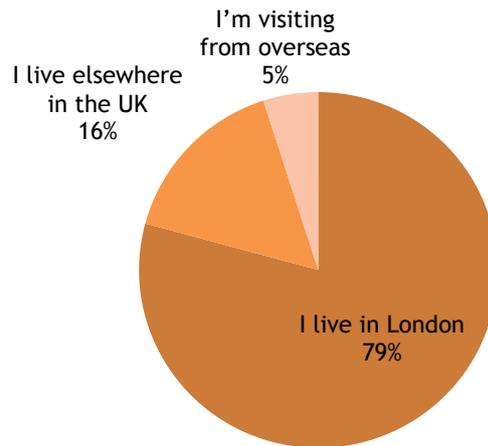
“Love everything about the street party. Brings art to people to whom it is not normally accessible.”

“Nice to come across an event in your area that you’re not expecting. Would be good to put tax money aside for more events like this.”

1.5 SHOWTIME events reaching all sections on London's population

- **Where they were from** - Respondents were asked whether they lived in London, elsewhere in the UK or abroad. The chart below shows that the majority (79%) were from London, 16% from elsewhere in the UK and the remainder from abroad.

Qu. Do you live in London or elsewhere in the UK, or are you visiting from overseas?



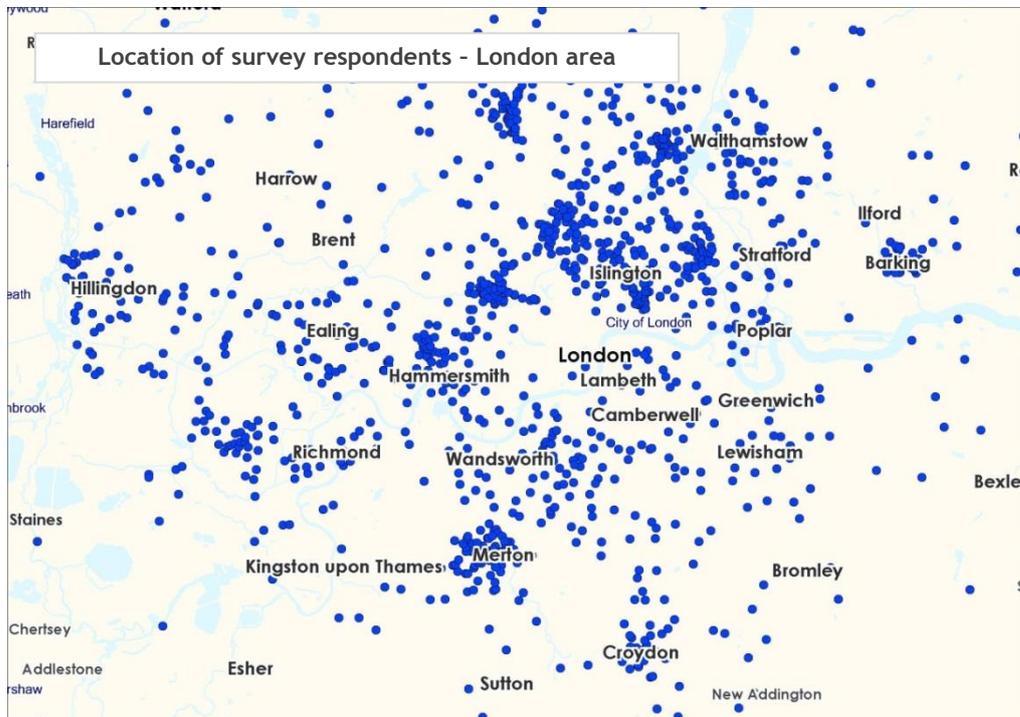
Audience survey full sample - Weighted base 2074

- **Audiences by local authority** - In a separate analysis, the postcodes given by respondents were used to calculate whether they lived in the same local authority as the event that they attended. Although sample sizes were small for each event, it is possible to get an indicative figure.
- Of the 20 local authorities that were sampled, on average 36% of the respondents were from that Borough. This was calculated by averaging the figures for each local authority.
- The highest three figures were; Merton (59%), Croydon (57%) and Hillingdon (57%). Merton and Hillingdon are shown on maps later in this section.
- The lowest three figures were; City of London (0%), Southwark (3%) and Tower Hamlets (5%). Both the Southwark and Tower Hamlets locations were Live Sites.

- **Audience maps** - The following pin point maps show where the SHOWTIME audience were from, based on their postcode given in the audience survey. Mapping is only available for Great Britain.

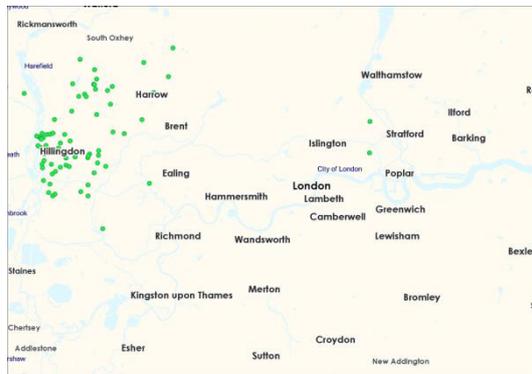


Audience survey full sample - Weighted base 1337

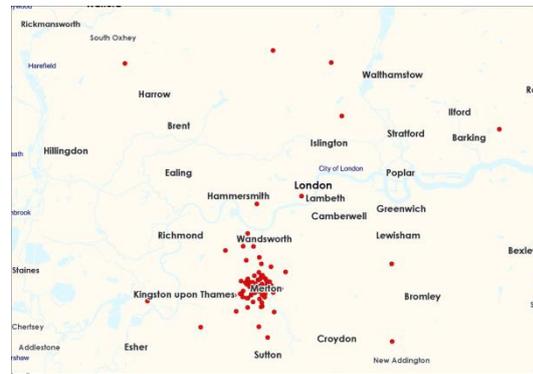


Audience survey full sample - Weighted base 1337

- The London area map shows that respondents were drawn from across London with clusters of respondents in particular areas.
- To further illustrate the local nature of the audiences, maps for two of the Outer London events have been shown below. On the left are the respondents from the SHOWTIME event in Hillingdon and on the right, those from Merton. The maps clearly show how audiences were clustered around the event locations for particular events.



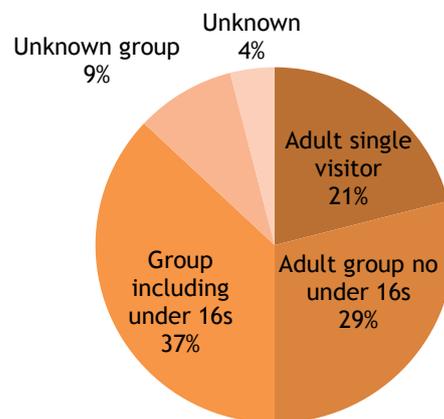
SHOWTIME Hillingdon respondents



SHOWTIME Merton respondents

- **Audience age and group profile** - By combining the age of the respondents with additional questions on who they have visited with, we can produce a group profile for the SHOWTIME audience. This is illustrated on the pie chart below.

Group profile of the SHOWTIME audience

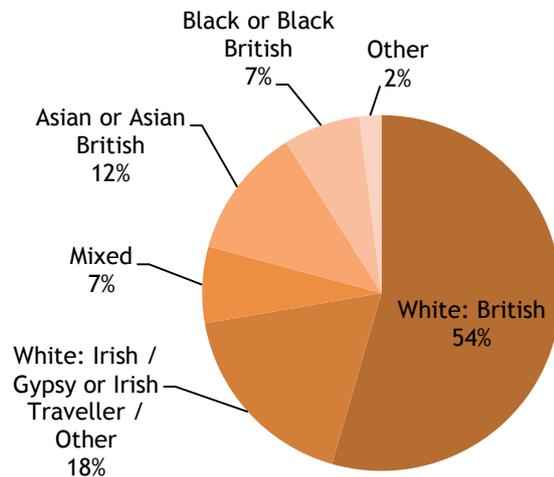


Audience survey full sample - Weighted base 2129

- The chart shows that the 37% of the SHOWTIME audience were visiting in a group that included at least one person under 16. Only 21% of the respondents were attending the event on their own.

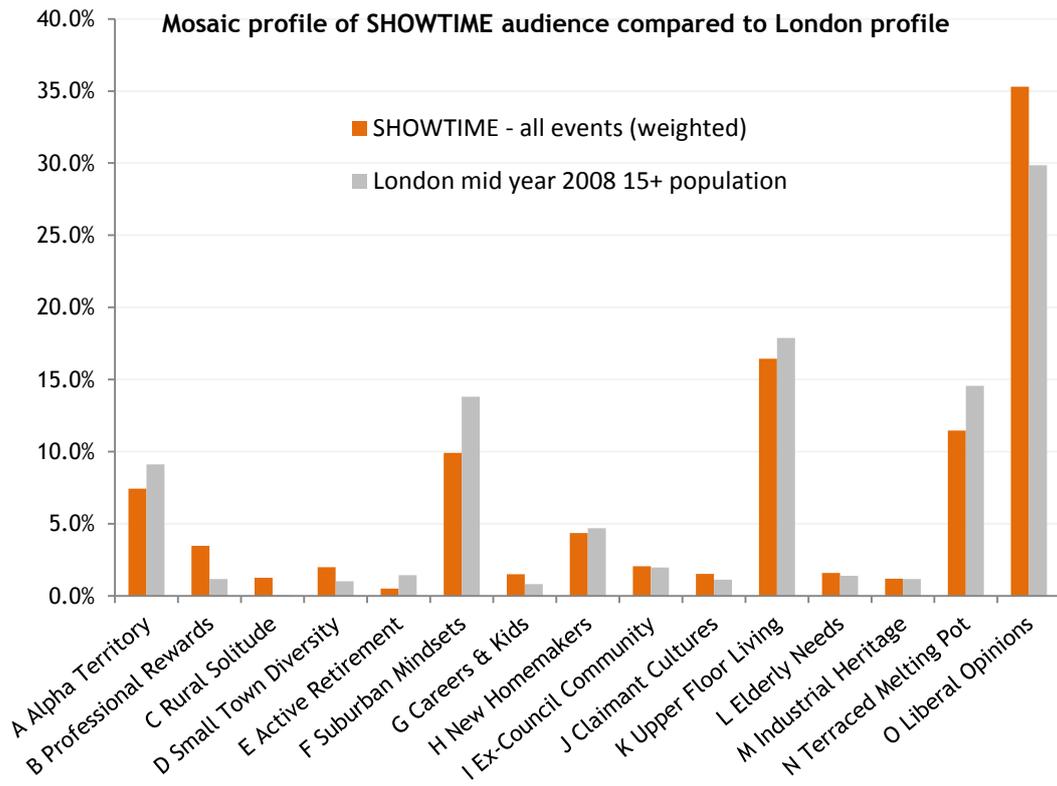
- **Ethnicity** - A summary of the ethnic breakdown of audience members is shown on the pie chart below. A full breakdown of ethnicity is supplied in a separate detailed question summary.

Qu. What is your ethnic group?



Audience survey full sample - Weighted base 2040

- **Disability** - Respondents were asked if their day-to-day activities were limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months. 6% responded 'Yes, limited a little', 2% responded 'Yes, limited a lot' and 92% said 'No' (based on a weighted sample of 2048).
- **Comparing Mosaic profile to London population** - Mosaic can be used again to compare the profile for SHOWTIME with the Greater London population base. The following graph shows that the SHOWTIME audience was broadly similar to the base London profile, indicating that it did reach a representative sample of the London population.



2. Sustainability of outdoor arts sector and infrastructure

2.1 Changing perception of the role and value of outdoor arts

2.2 New and lasting collaborations

2.3 Capacity and aspiration of local arts organisations and artists raised through working alongside professionals

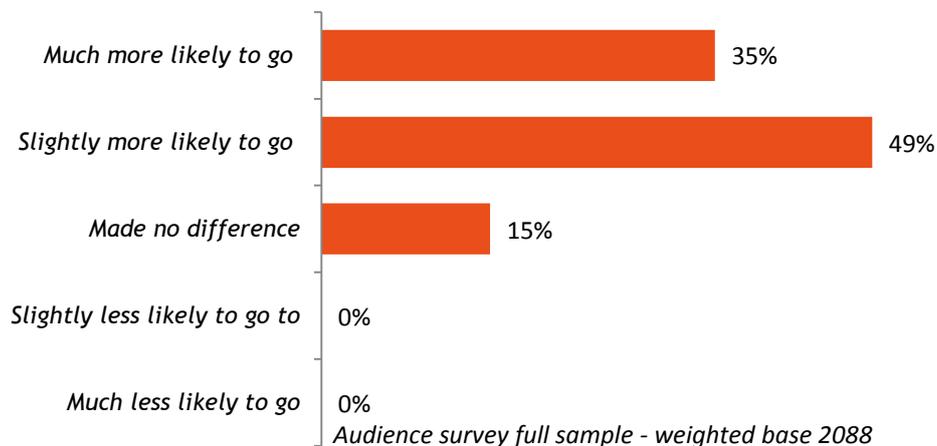
2.4 SHOWTIME adding value to local programmes and showcasing outdoor arts as tool to deliver across multiple agendas

The audience research informs outcomes 2.1.

2.1 Changing perception of the role and value of outdoor arts

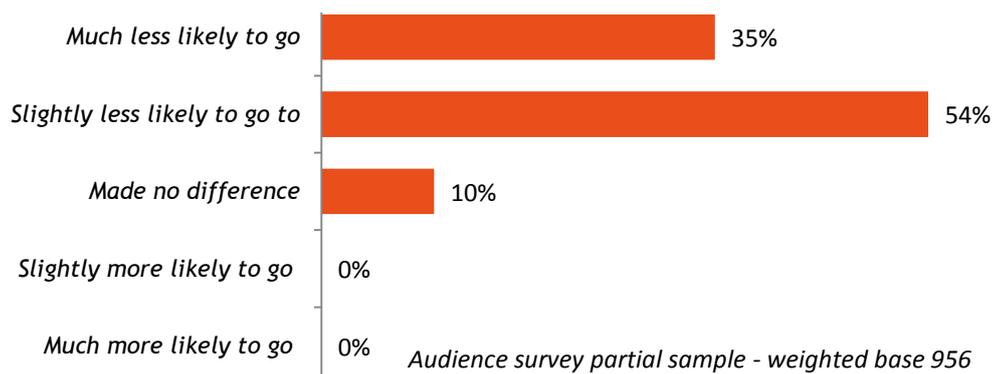
- **Attend again?** - When respondents were asked if the event made them more or less likely to attend outdoor arts in the future, 84% said that they were more likely to attend in the future. This is based on adding the 'Much more likely' and 'Slightly more likely' percentages.

Qu. Has this even made you more or less likely to attend outdoor arts in the future?



- For those that hadn't attended an event like SHOWTIME before, an even higher proportion (89%) said that they were more likely to attend in the future.

Qu. Has this even made you more or less likely to attend outdoor arts in the future?



Outcome 2.1 - Audience comments from the survey

“Very refreshing to see an outdoor event like this - seeing the enjoyment on the faces of children and adults alike. Tottenham should have more events like this.”

“Really well organised, great for families, lovely to be outdoors and its free so accessible by everyone.”

“They should have more events, anything to get people out and sharing experiences”

3. Skills Development

3.1 Local authority capacity for evaluating impacts, sustainability and access at outdoor events enhanced

3.2 Five new outdoor festival co-ordinators trained

3.3 Professional development of artists

3.4 Volunteers skills in audience surveying, festival stewarding developed

The audience research does not inform any of the outcomes in this theme.

4. Economic Benefit

4.1 Economic impact

The audience research informs outcome 4.1.

4.1 Economic impact

- **Audience spend** - Respondents were asked how much they had spent or intend to spend in the area that day (i.e. within a mile of the event). The average spend per person was £24.76. Using the estimated audience figure for the whole of SHOWTIME of 145,352 this equates to £3,598,916 across the whole touring programme. This is an average of £81,794 per event.
- The respondents were also asked whether the amount was more, less or about the same as they would normally spend in the area. 33% said that they had spent more, 52% about the same and 15% less (based on weighted base of 1,894). By combining these responses with the financial figures we were able to provide an overall net effect of SHOWTIME on spend. This is shown on the table below.

Overall averages per respondent	Spend £
Usual spend	£19.29
Spend on SHOWTIME day	£24.76
Increase due to SHOWTIME	£5.47

Audience survey full sample - Weighted base 1894

- Based on the total estimated audience size of 145,352, £5.47 increase in spend equates to £795,453 in total. This is an average of £18,078 per event.

5. Promoting London and connecting people to the Olympic and Paralympic games

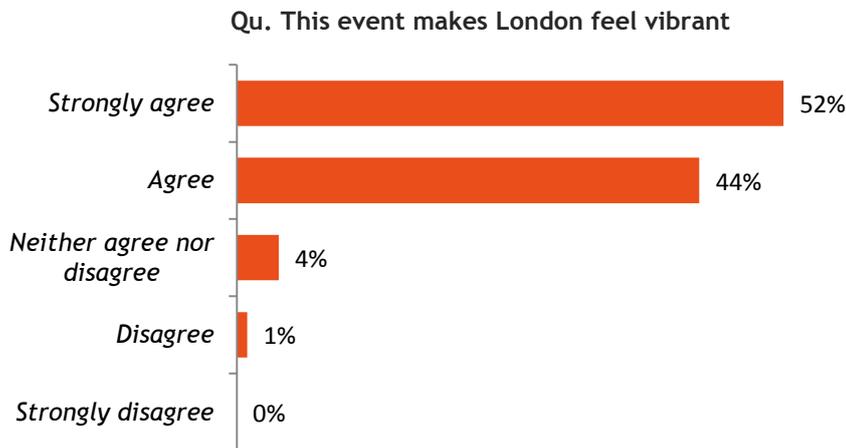
5.1 SHOWTIME contributing to raising the profile of London as vibrant and exciting city

5.2 SHOWTIME connecting residents to the Olympic and Paralympic games

The audience research informs outcomes 5.1, 5.2.

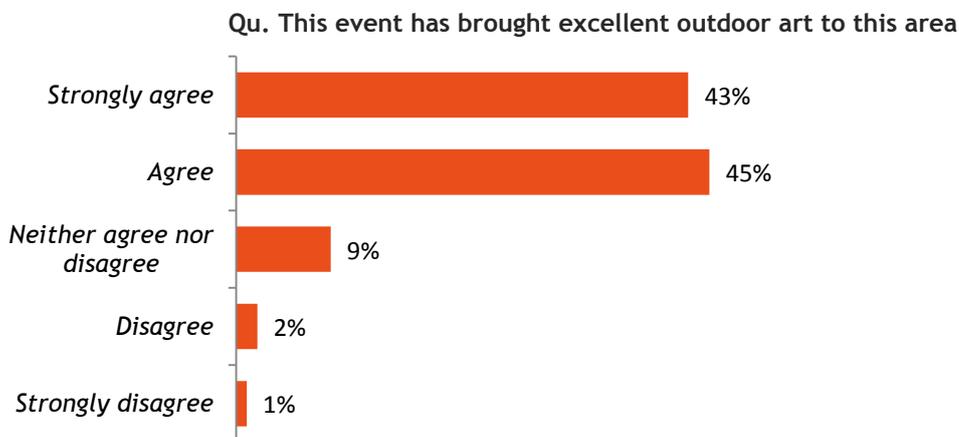
5.1 SHOWTIME contributing to raising the profile of London as vibrant and exciting city

- Respondents were asked whether they agreed or disagreed with the statement 'This event makes London feel vibrant'. Over half of the respondents 'Strongly agreed' with this statement and a further 44% 'Agreed'.



Audience survey full sample - weighted base 2089

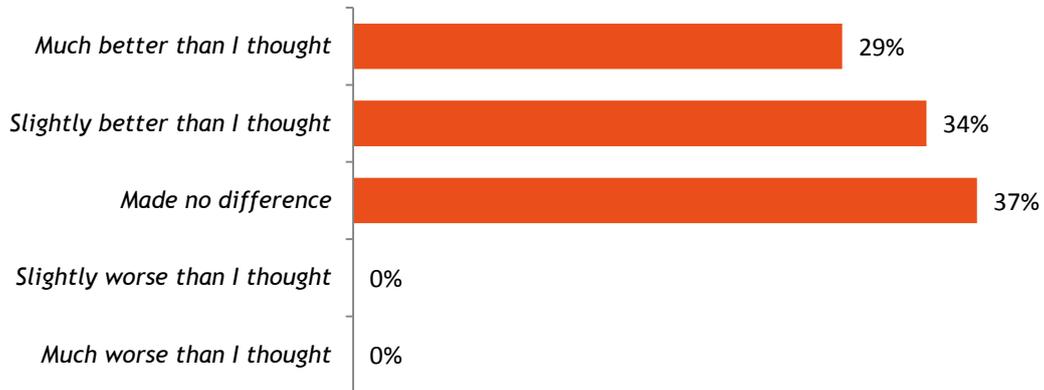
- When asked whether the event has brought excellent outdoor art to the area 43% 'Strongly agreed' and 45% 'Agreed'.



Audience survey full sample- weighted base 2088

- Respondents were then asked if this event had changed their perception of the part of London in which the SHOWTIME event was held. In total, 63% indicated that it had changed their perception for the better (calculated by adding responses for ‘Much better’ and ‘Slightly better’). Nobody said it had made their perception worse.

Qu. How has this event changed your perception of this part of London?



Audience survey full sample - weighted base 2094

Outcome 5.1 - Audience comments from the survey

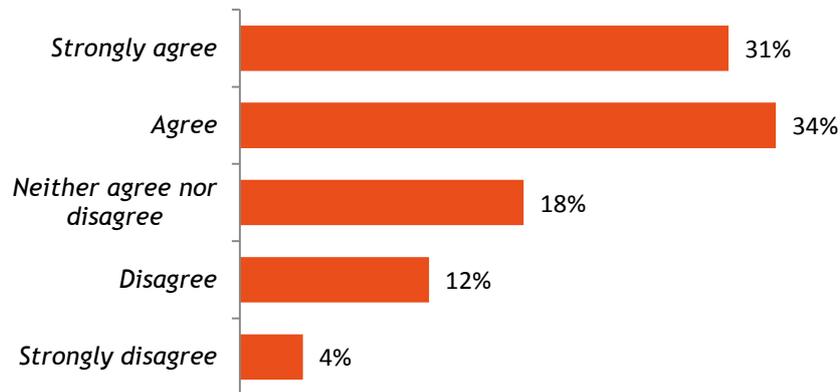
“It’s great fun to watch and makes London a better place to be in”

“Wish there was more advertising about events such as these, so we are more likely to attend and experience what London has to offer.”

5.2 SHOWTIME connecting residents to the Olympic and Paralympic games

- When asked whether they agreed or disagreed with the statement ‘This event makes me feel part of the Olympic and Paralympic celebrations’, 31% ‘Strongly agreed’ and 34% ‘Agreed’.

Qu. This event makes me feel part of the Olympic and Paralympic celebrations



Audience survey full sample - weighted base 2088

Outcome 5.2 - Audience comments from the survey

“It’s a really nice thing to happen. Good to see the Olympics stretching away from East”

“Gives the park a bit of a buzz everyone coming together to share the Olympics”

“Very well planned and organised. Good security. They should do it again. Exceeded anyone’s expectations (Olympics). Proud to be British!”

“Day like today puts the “great” in GB, great atmosphere and very enjoyable show”