

# YouGov Survey Results



Sample Size: 1113 adults in London  
Fieldwork: 12th - 19th February 2024

	Gender		Age				Age (2)	Social Grade			Region (1)					Region (2)	
Total	Male	Female	18-24	25-49	50-64	65+	18-29	ABC1	C2DE	Central	North	South	East	West	Inner London	Outer London	
<b>Weighted Sample</b>	<b>1113</b>	544	569	127	578	240	168	244	656	455	232	152	210	346	172	410	703
<b>Unweighted Sample</b>	<b>1113</b>	440	673	99	562	267	185	225	758	352	232	157	220	330	174	415	698
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## When was the last time you did each of the following in London?

### Saw a movie at the cinema

In the last month	20	21	19	21	24	14	14	28	25	13	32	17	20	16	15	26	16
In the last 2 months	10	11	8	13	12	5	5	15	12	7	14	5	6	11	10	12	9
In the last 3 months	9	11	8	11	11	7	4	10	10	8	7	7	8	9	15	8	10
In the last 6 months	10	9	11	18	11	9	5	14	12	8	10	13	10	11	9	9	11
In the last year	10	9	12	13	9	15	8	10	11	10	7	11	13	12	8	10	11
In the last two years	7	9	6	4	8	9	6	5	7	8	7	10	8	6	7	7	7
In the last five years	9	7	11	5	8	13	10	4	8	10	5	11	10	9	10	7	10
In the last ten years	4	4	5	1	3	7	9	1	4	5	3	6	5	4	5	3	5
Longer ago than ten years ago	7	7	6	0	4	11	17	2	4	10	2	9	9	7	8	5	8
Never	6	4	8	9	5	3	9	6	3	10	6	6	6	7	3	6	6
Don't know / can't recall	7	7	6	6	5	8	13	6	5	10	7	4	5	8	9	7	7

### Saw a show at the theatre (excluding pantomimes)

In the last month	11	11	11	6	12	12	12	8	13	8	14	7	12	10	12	13	10
In the last 2 months	6	6	7	5	7	5	7	9	7	6	9	4	7	5	7	7	6
In the last 3 months	7	7	7	10	8	5	7	9	8	7	8	15	4	6	7	8	7
In the last 6 months	8	7	9	10	8	10	5	8	9	7	9	14	7	5	9	8	8
In the last year	9	10	8	6	11	8	7	10	11	7	8	3	12	12	6	10	9
In the last two years	9	7	12	9	10	10	7	8	10	8	9	9	12	9	9	10	9
In the last five years	10	9	11	9	11	9	10	8	11	10	9	10	13	10	10	8	12
In the last ten years	7	9	5	7	7	8	7	4	7	7	6	9	10	5	7	5	8
Longer ago than ten years ago	11	12	10	2	8	17	18	4	7	16	7	10	9	12	14	10	11
Never	13	12	13	22	13	7	12	22	10	16	10	16	8	16	10	10	14
Don't know / can't recall	8	10	7	13	7	9	8	10	6	11	11	3	6	10	9	11	7

# YouGov Survey Results



Sample Size: 1113 adults in London  
Fieldwork: 12th - 19th February 2024

	Gender		Age				Age (2)	Social Grade			Region (1)					Region (2)	
	Total	Male	Female	18-24	25-49	50-64	65+	18-29	ABC1	C2DE	Central	North	South	East	West	Inner London	Outer London
<b>Weighted Sample</b>	<b>1113</b>	544	569	127	578	240	168	244	656	455	232	152	210	346	172	410	703
<b>Unweighted Sample</b>	<b>1113</b>	440	673	99	562	267	185	225	758	352	232	157	220	330	174	415	698
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Visited a museum

In the last month	<b>15</b>	15	16	13	18	12	13	16	19	10	29	16	13	11	9	23	11
In the last 2 months	<b>8</b>	9	7	9	9	6	5	13	9	6	7	11	4	9	7	10	7
In the last 3 months	<b>9</b>	10	9	18	10	5	6	14	12	5	8	5	9	12	9	7	11
In the last 6 months	<b>10</b>	8	12	12	11	10	4	10	11	9	6	7	13	11	13	10	10
In the last year	<b>13</b>	12	14	15	15	12	9	13	11	16	16	13	11	13	11	14	12
In the last two years	<b>9</b>	9	9	12	9	9	8	9	9	9	9	10	9	7	11	8	9
In the last five years	<b>9</b>	10	8	5	7	13	13	5	9	9	8	11	11	7	10	7	10
In the last ten years	<b>7</b>	7	7	7	4	12	11	6	5	10	3	6	10	7	11	5	8
Longer ago than ten years ago	<b>9</b>	10	7	2	5	12	19	4	7	11	3	10	14	8	8	4	11
Never	<b>4</b>	2	6	1	6	2	6	4	3	6	3	6	4	6	3	3	5
Don't know / can't recall	<b>6</b>	8	4	7	6	6	6	5	4	8	8	4	1	8	8	7	5

## Listened to a live musical performance at a dedicated music venue

In the last month	<b>9</b>	11	8	16	8	10	5	14	10	8	13	6	8	8	9	14	7
In the last 2 months	<b>4</b>	4	4	2	5	3	4	3	5	3	3	5	3	5	5	4	4
In the last 3 months	<b>5</b>	6	5	4	8	3	3	7	6	4	9	2	3	6	4	8	4
In the last 6 months	<b>9</b>	8	9	9	10	9	2	14	10	7	8	13	5	8	10	8	9
In the last year	<b>11</b>	11	12	19	12	10	3	17	13	9	9	6	11	13	15	12	11
In the last two years	<b>7</b>	6	7	6	7	7	5	6	8	6	4	7	10	6	7	4	8
In the last five years	<b>9</b>	9	9	2	9	8	14	4	10	8	11	12	9	8	8	10	9
In the last ten years	<b>6</b>	6	6	1	6	9	6	1	5	7	5	4	8	6	4	5	6
Longer ago than ten years ago	<b>12</b>	14	11	2	9	20	21	3	11	14	8	14	19	9	13	10	14
Never	<b>18</b>	17	19	26	18	12	20	23	16	22	16	22	18	20	13	15	20
Don't know / can't recall	<b>10</b>	9	10	12	7	9	17	9	7	13	12	8	6	10	10	11	9

# YouGov Survey Results



Sample Size: 1113 adults in London  
Fieldwork: 12th - 19th February 2024

	Gender		Age				Age (2)	Social Grade			Region (1)					Region (2)	
	Total	Male	Female	18-24	25-49	50-64	65+	18-29	ABC1	C2DE	Central	North	South	East	West	Inner London	Outer London
<b>Weighted Sample</b>	<b>1113</b>	544	569	127	578	240	168	244	656	455	232	152	210	346	172	410	703
<b>Unweighted Sample</b>	<b>1113</b>	440	673	99	562	267	185	225	758	352	232	157	220	330	174	415	698
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Went to a park

In the last month	<b>52</b>	54	51	56	55	51	42	55	56	46	62	48	51	47	55	58	49
In the last 2 months	<b>10</b>	11	8	13	9	9	8	12	9	10	7	13	12	10	8	9	10
In the last 3 months	<b>8</b>	6	10	6	9	7	8	9	9	7	12	7	7	7	6	11	6
In the last 6 months	<b>8</b>	6	10	16	6	9	9	12	9	7	5	9	10	10	6	7	9
In the last year	<b>6</b>	6	5	1	8	5	3	3	5	8	3	8	2	9	7	4	7
In the last two years	<b>3</b>	3	2	2	3	3	4	3	3	2	2	3	4	3	2	2	3
In the last five years	<b>3</b>	3	3	1	1	3	10	1	2	4	1	6	3	3	2	2	4
In the last ten years	<b>1</b>	1	1	0	0	2	2	1	1	2	0	0	1	2	0	0	1
Longer ago than ten years ago	<b>2</b>	2	3	0	2	4	2	0	2	4	1	2	5	2	3	2	3
Never	<b>2</b>	1	3	0	2	0	6	1	1	3	1	3	2	3	0	1	2
Don't know / can't recall	<b>5</b>	6	4	4	5	5	6	4	3	9	5	0	4	6	10	5	6

## Ate at a restaurant

In the last month	<b>55</b>	55	56	58	61	50	43	63	65	41	59	56	58	52	53	58	54
In the last 2 months	<b>12</b>	13	12	8	13	13	13	11	12	13	13	14	13	11	12	14	11
In the last 3 months	<b>7</b>	7	7	8	6	9	8	7	6	9	7	9	5	8	6	7	7
In the last 6 months	<b>5</b>	3	8	9	5	3	5	6	5	5	6	7	6	5	3	5	5
In the last year	<b>5</b>	6	3	6	4	5	5	4	3	7	1	2	4	8	6	4	5
In the last two years	<b>2</b>	2	2	1	2	4	2	2	2	3	0	2	2	3	3	2	3
In the last five years	<b>2</b>	2	1	0	1	4	4	0	1	3	1	1	4	2	1	2	2
In the last ten years	<b>2</b>	2	1	0	1	4	3	0	1	3	1	3	3	1	0	1	2
Longer ago than ten years ago	<b>2</b>	1	3	0	1	2	7	0	1	3	2	2	2	1	5	1	2
Never	<b>2</b>	1	3	0	2	0	5	1	2	2	1	2	2	3	0	1	2
Don't know / can't recall	<b>6</b>	7	5	10	5	6	4	5	2	10	8	2	3	6	10	6	5

# YouGov Survey Results



Sample Size: 1113 adults in London  
Fieldwork: 12th - 19th February 2024

	Gender		Age				Age (2)	Social Grade			Region (1)					Region (2)	
Total	Male	Female	18-24	25-49	50-64	65+	18-29	ABC1	C2DE	Central	North	South	East	West	Inner London	Outer London	
<b>Weighted Sample</b>	<b>1113</b>	544	569	127	578	240	168	244	656	455	232	152	210	346	172	410	703
<b>Unweighted Sample</b>	<b>1113</b>	440	673	99	562	267	185	225	758	352	232	157	220	330	174	415	698
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

## Saw a stand-up comedian at a live show

In the last month	4	4	4	5	5	1	1	7	4	3	8	0	2	4	3	7	2
In the last 2 months	3	4	2	8	3	3	0	6	3	2	4	1	2	3	4	5	2
In the last 3 months	4	5	3	3	6	3	0	4	6	1	4	7	1	2	7	4	4
In the last 6 months	5	5	4	5	6	3	1	5	5	4	5	5	5	4	5	5	5
In the last year	7	8	7	9	9	7	3	9	8	7	9	7	4	10	4	9	6
In the last two years	6	6	6	3	8	6	2	5	7	4	3	9	9	5	7	4	7
In the last five years	7	7	8	2	8	8	6	5	8	6	5	10	11	5	8	6	8
In the last ten years	8	7	9	3	8	8	10	3	8	7	2	8	10	9	11	4	10
Longer ago than ten years ago	13	14	12	1	9	21	25	2	12	14	13	16	13	9	17	10	14
Never	34	32	36	46	31	32	38	44	32	37	32	31	37	38	29	32	35
Don't know / can't recall	9	10	9	14	7	9	15	10	8	12	13	6	7	11	7	13	7

## Saw a pantomime

In the last month	2	2	1	4	2	0	2	3	1	2	3	0	1	2	1	3	1
In the last 2 months	4	5	4	1	5	4	4	3	3	6	3	3	3	6	6	5	4
In the last 3 months	2	2	2	3	3	2	1	2	2	2	2	0	2	2	4	2	2
In the last 6 months	1	1	1	2	1	0	0	3	1	1	2	1	0	2	0	2	0
In the last year	2	2	2	2	2	1	1	2	1	2	2	1	2	3	1	1	2
In the last two years	4	5	4	4	5	6	2	4	6	3	4	7	3	5	5	5	4
In the last five years	7	5	8	9	6	8	5	7	7	6	5	6	8	7	7	5	8
In the last ten years	6	6	6	5	7	7	6	6	6	6	7	11	6	3	7	5	7
Longer ago than ten years ago	21	19	23	10	16	28	37	11	19	24	12	27	26	20	25	17	23
Never	38	39	38	40	42	33	31	44	41	34	42	36	37	40	32	40	37
Don't know / can't recall	13	13	12	21	11	11	13	17	12	13	18	8	11	12	13	15	11

# YouGov Survey Results



Sample Size: 1113 adults in London  
Fieldwork: 12th - 19th February 2024

	Gender		Age				Age (2)	Social Grade			Region (1)					Region (2)	
Total	Male	Female	18-24	25-49	50-64	65+	18-29	ABC1	C2DE	Central	North	South	East	West	Inner London	Outer London	
<b>Weighted Sample</b>	<b>1113</b>	544	569	127	578	240	168	244	656	455	232	152	210	346	172	410	703
<b>Unweighted Sample</b>	<b>1113</b>	440	673	99	562	267	185	225	758	352	232	157	220	330	174	415	698
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In general, how willing would you be to go and see a show at the theatre (excluding pantomimes)?

Very willing	<b>38</b>	30	46	32	40	40	35	31	42	33	44	37	39	35	36	42	35
Fairly willing	<b>35</b>	40	31	33	34	39	36	35	36	35	25	41	38	37	37	30	39
<b>TOTAL WILLING</b>	<b>73</b>	<b>70</b>	<b>77</b>	<b>65</b>	<b>74</b>	<b>79</b>	<b>71</b>	<b>66</b>	<b>78</b>	<b>68</b>	<b>69</b>	<b>78</b>	<b>77</b>	<b>72</b>	<b>73</b>	<b>72</b>	<b>74</b>
Not very willing	<b>14</b>	18	10	17	15	9	15	18	14	14	16	10	12	16	12	15	13
Not at all willing	<b>8</b>	8	8	9	6	10	11	8	6	12	9	4	9	7	10	7	8
<b>TOTAL NOT WILLING</b>	<b>22</b>	<b>26</b>	<b>18</b>	<b>26</b>	<b>21</b>	<b>19</b>	<b>26</b>	<b>26</b>	<b>20</b>	<b>26</b>	<b>25</b>	<b>14</b>	<b>21</b>	<b>23</b>	<b>22</b>	<b>22</b>	<b>21</b>
Don't know	<b>5</b>	4	6	9	6	2	3	7	4	7	7	8	1	5	5	5	5

You said in previous questions either that you haven't been to the theatre in the last year, and/or that you would not be willing to go to the theatre. Which of the following are the MAIN reasons you don't often go or don't want to go to the theatre? Please tick up to three.

[Only asked to those who haven't been to the theatre in the last year or those who aren't willing to go to the theatre; n=570]

Tickets are too expensive	<b>67</b>	62	72	51	66	74	72	47	66	69	63	78	73	63	62	59	71
It is too much effort to get to a theatre	<b>20</b>	21	19	22	15	20	32	17	19	21	19	24	19	26	7	19	20
The theatre doesn't show the kind of things I want to see	<b>17</b>	22	11	26	14	22	15	22	22	11	20	9	16	18	19	15	18
I don't have time to go	<b>16</b>	17	15	17	21	12	3	20	20	10	14	16	18	17	13	16	15
The theatre isn't for people like me	<b>14</b>	18	10	16	18	9	7	19	15	13	14	4	12	17	18	16	13
My friends/family wouldn't want to go	<b>11</b>	11	10	18	12	4	9	13	12	9	10	10	8	12	12	10	11
Theatre is pretentious	<b>5</b>	7	4	4	6	4	5	3	4	7	10	2	4	4	7	7	4
I had a bad experience previously	<b>2</b>	2	1	3	2	0	1	2	1	2	2	1	0	1	4	1	2
Some other reason [see Sheet1]	<b>11</b>	10	12	8	7	15	21	6	11	11	12	9	12	11	10	10	11
Don't know	<b>5</b>	5	5	3	6	2	6	6	4	6	5	3	3	4	9	6	4

\*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.