

YouGov Survey Results

Sample Size: 2092 GB Adults
Fieldwork: 12th - 13th February 2024

	Vote in 2019 GE			EU Ref 2016		Gender		Age				Age (2)	Social Grade			Country			Region in England				
	Total	Con	Lab	Lib Dem	Remain	Leave	Male	Female	18-24	25-49	50-64	65+	18-29	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South	
Weighted Sample	2092	684	506	178	737	779	1013	1079	220	864	517	492	382	1192	900	1805	105	182	504	347	253	701	
Unweighted Sample	2092	711	514	178	843	783	1000	1092	160	855	533	544	307	1289	803	1796	114	182	519	361	214	702	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

When was the last time you did each of the following?

Saw a movie at the cinema

In the last month	15	9	22	17	18	10	13	16	18	20	9	9	23	18	11	14	13	17	14	12	25	12
In the last 2 months	9	9	11	5	10	7	7	10	13	10	7	6	12	10	7	9	6	6	9	9	8	9
In the last 3 months	7	6	8	10	8	5	7	7	9	10	6	4	10	8	6	7	7	8	7	6	12	6
In the last 6 months	10	8	13	8	12	7	10	11	16	12	8	6	15	12	8	10	13	9	8	11	11	11
In the last year	13	13	13	15	14	12	13	14	22	14	14	8	18	14	12	13	16	15	13	14	11	14
TOTAL DONE IN THE LAST YEAR	54	45	67	55	62	41	50	58	78	66	44	33	78	62	44	53	55	55	51	52	67	52
In the last two years	10	11	8	6	10	11	10	9	7	10	12	9	6	10	9	10	8	10	12	10	8	9
In the last five years	13	14	9	12	11	16	13	13	7	11	15	15	8	11	15	13	12	13	12	16	7	14
In the last ten years	7	8	7	9	7	8	8	6	3	5	9	11	3	6	9	7	7	8	7	7	5	7
Longer ago than ten years ago	12	18	6	12	7	20	14	10	1	4	17	26	1	9	16	12	18	9	12	10	7	14
Never	1	2	1	1	1	2	2	1	0	1	1	3	1	1	2	2	0	2	1	3	1	1
TOTAL NOT DONE IN THE LAST YEAR	43	53	31	40	36	57	47	39	18	31	54	64	19	37	51	44	45	42	44	46	28	45
Don't know / can't recall	3	3	1	2	1	3	2	4	5	3	2	4	3	2	4	3	2	2	4	2	4	3

Saw a play at the theatre (excluding pantomimes)

In the last month	6	6	7	9	8	4	4	8	5	6	7	5	7	8	4	6	6	4	5	4	13	5
In the last 2 months	5	4	5	6	6	4	5	4	4	6	3	4	5	6	3	5	1	3	4	4	6	5
In the last 3 months	4	3	7	6	6	3	4	5	6	5	3	3	6	6	3	4	5	6	3	3	9	4
In the last 6 months	6	4	11	7	7	4	4	8	8	7	4	5	8	6	6	6	6	4	5	6	10	6
In the last year	10	8	13	13	13	8	8	12	9	12	9	9	12	13	7	9	12	15	9	8	9	10
TOTAL DONE IN THE LAST YEAR	31	25	43	41	40	23	25	37	32	36	26	26	38	39	23	30	30	32	26	25	47	30
In the last two years	9	9	9	11	10	8	8	10	7	10	9	8	8	10	7	9	9	12	9	8	11	7
In the last five years	14	14	13	15	15	12	13	14	16	13	15	11	15	15	12	14	16	9	13	16	14	14
In the last ten years	11	12	8	10	11	11	12	10	13	9	10	13	12	10	12	11	11	12	12	11	9	10
Longer ago than ten years ago	18	23	14	13	12	24	20	15	7	14	22	25	8	15	21	18	22	12	18	19	8	21
Never	13	13	9	7	7	16	16	10	18	11	13	14	13	8	20	13	8	18	14	17	9	12
TOTAL NOT DONE IN THE LAST YEAR	65	71	53	56	55	71	69	59	61	57	69	71	56	58	72	65	66	63	66	71	51	64
Don't know / can't recall	5	4	3	3	3	5	5	4	8	6	4	3	7	4	6	5	4	5	7	4	3	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Visited a museum

In the last month	9	6	13	10	12	6	8	9	6	12	6	7	11	11	5	9	5	9	9	6	19	7
In the last 2 months	5	3	7	5	7	3	6	5	6	6	4	4	7	7	3	5	4	7	6	4	9	3
In the last 3 months	5	5	8	6	7	4	5	6	6	6	4	5	6	6	4	5	5	6	5	6	8	5
In the last 6 months	11	10	14	18	15	9	11	12	14	12	11	9	13	13	9	11	14	16	10	10	14	10
In the last year	16	15	17	19	19	16	16	16	17	19	14	14	19	18	14	16	17	14	15	18	13	17
TOTAL DONE IN THE LAST YEAR	46	39	59	58	60	38	46	48	49	55	39	39	56	55	35	46	45	52	45	44	63	42
In the last two years	12	12	13	13	12	12	12	13	16	13	11	10	15	11	13	12	14	11	14	11	10	12
In the last five years	13	15	11	9	12	13	12	14	15	11	15	13	12	13	13	13	10	14	13	16	11	13
In the last ten years	10	11	7	7	6	12	11	8	10	7	13	11	8	8	11	10	8	9	10	8	6	12
Longer ago than ten years ago	13	19	5	8	7	20	14	12	6	8	19	20	4	9	19	13	17	10	12	14	6	17
Never	2	2	1	1	1	2	2	2	0	2	1	3	2	1	3	2	3	1	3	3	0	2
TOTAL NOT DONE IN THE LAST YEAR	50	59	37	38	38	59	51	49	47	41	59	57	41	42	59	50	52	45	52	52	33	56
Don't know / can't recall	3	2	3	3	3	3	3	3	4	4	2	3	4	3	4	3	3	3	4	3	3	3

Listened to a live musical performance at a dedicated music venue

In the last month	8	6	10	9	11	5	8	7	10	9	8	5	11	9	5	7	7	11	6	8	14	6
In the last 2 months	4	4	5	5	6	4	4	5	3	5	4	4	4	6	2	4	2	4	4	4	6	4
In the last 3 months	6	5	9	6	9	4	6	6	5	7	6	4	7	7	4	6	4	6	5	6	8	5
In the last 6 months	8	6	9	10	10	6	8	9	16	10	6	5	13	10	6	8	11	11	8	8	10	7
In the last year	12	9	14	15	15	9	12	13	14	14	12	9	16	12	12	12	8	17	12	11	11	13
TOTAL DONE IN THE LAST YEAR	38	30	47	45	51	28	38	40	48	45	36	27	51	44	29	37	32	49	35	37	49	35
In the last two years	9	9	10	7	9	9	8	10	10	10	9	7	11	9	10	10	10	6	12	9	7	9
In the last five years	10	11	11	9	10	10	11	10	7	11	13	9	8	11	10	10	17	9	12	11	12	8
In the last ten years	9	11	7	13	10	10	8	10	4	9	11	9	5	9	9	8	12	9	8	8	5	10
Longer ago than ten years ago	17	23	11	13	13	24	18	16	4	11	18	30	4	14	20	17	16	12	15	19	13	20
Never	12	13	9	9	5	16	14	11	22	9	12	14	17	9	17	13	11	10	13	13	7	14
TOTAL NOT DONE IN THE LAST YEAR	57	67	48	51	47	69	59	57	47	50	63	69	45	52	66	58	66	46	60	60	44	61
Don't know / can't recall	4	3	5	4	3	4	4	4	4	5	2	4	4	4	4	4	3	6	5	3	6	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Went to a park

In the last month	49	43	57	64	59	43	52	46	46	56	45	42	48	55	41	49	51	52	45	47	64	46
In the last 2 months	9	9	10	7	11	7	8	9	7	10	8	9	10	9	8	9	9	10	8	11	7	8
In the last 3 months	7	10	7	4	6	8	7	7	7	7	7	8	9	7	8	7	7	9	8	5	6	8
In the last 6 months	9	8	8	4	7	8	9	9	15	8	10	8	10	8	11	9	9	7	9	9	10	9
In the last year	10	11	7	10	7	12	9	11	12	8	11	11	11	10	10	10	9	8	11	10	5	12
TOTAL DONE IN THE LAST YEAR	84	81	89	89	90	78	85	82	87	89	81	78	88	89	78	84	85	86	81	82	92	83
In the last two years	4	5	4	0	3	5	3	4	1	3	6	4	2	4	4	4	4	3	4	6	1	3
In the last five years	4	5	3	2	2	6	4	4	2	2	6	6	1	2	6	4	2	1	4	5	1	5
In the last ten years	2	3	2	2	1	3	3	1	2	1	3	3	1	1	3	2	5	2	2	2	2	2
Longer ago than ten years ago	2	3	1	3	1	4	2	2	1	1	2	6	1	2	3	2	4	2	3	2	1	3
Never	1	0	0	2	0	1	0	1	1	0	1	1	0	0	1	1	0	1	1	1	0	0
TOTAL NOT DONE IN THE LAST YEAR	13	16	10	9	7	19	12	12	7	7	18	20	5	9	17	13	15	9	14	16	5	13
Don't know / can't recall	3	3	2	2	2	4	3	4	7	3	3	3	6	2	5	3	1	6	5	3	1	3

Ate at a restaurant

In the last month	55	53	62	64	63	48	54	56	56	61	48	52	59	64	44	55	51	64	50	53	66	55
In the last 2 months	13	12	14	11	14	11	12	13	17	13	12	11	14	12	13	13	10	9	14	15	10	13
In the last 3 months	7	8	7	5	7	8	7	6	6	7	8	6	5	7	7	7	14	5	7	7	6	7
In the last 6 months	7	7	4	7	6	7	7	6	9	6	8	7	8	5	9	7	7	8	8	8	4	6
In the last year	7	8	5	3	5	9	7	7	5	6	10	7	6	6	10	7	9	8	9	8	6	6
TOTAL DONE IN THE LAST YEAR	89	88	92	90	95	83	87	88	93	93	86	83	92	94	83	89	91	94	88	91	92	87
In the last two years	3	3	3	2	2	4	3	4	3	2	5	4	3	2	6	4	4	2	4	3	2	4
In the last five years	2	3	2	1	1	5	2	3	0	2	3	4	0	2	3	2	3	0	3	3	1	3
In the last ten years	1	2	0	2	0	2	2	1	0	1	1	3	0	1	2	1	1	0	1	1	0	2
Longer ago than ten years ago	2	3	2	3	2	4	3	1	1	1	3	4	1	1	4	2	1	1	4	2	3	2
Never	0	1	0	0	0	1	0	1	0	0	0	1	0	0	1	1	0	0	0	1	0	1
TOTAL NOT DONE IN THE LAST YEAR	8	12	7	8	5	16	10	10	4	6	12	16	4	6	16	10	9	3	12	10	6	12
Don't know / can't recall	1	1	1	2	1	1	1	2	4	1	1	1	3	1	2	1	1	3	1	1	1	2

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Saw a stand-up comedian at a live show

In the last month	3	2	5	2	4	2	3	2	3	4	3	1	3	4	1	3	3	1	4	1	4	3
In the last 2 months	2	1	2	2	2	1	1	2	2	2	0	1	3	2	1	1	2	3	1	1	3	1
In the last 3 months	2	2	4	2	3	1	2	2	2	3	2	1	3	3	1	2	5	3	2	2	2	2
In the last 6 months	3	2	4	4	4	2	3	3	5	5	2	1	5	4	2	3	2	6	4	2	4	2
In the last year	7	4	9	12	9	4	7	7	9	9	5	4	9	8	5	7	4	6	7	6	12	5
TOTAL DONE IN THE LAST YEAR	17	11	24	22	22	10	16	16	21	23	12	8	23	21	10	16	16	19	18	12	25	13
In the last two years	7	5	7	11	9	6	7	7	4	9	5	5	7	8	5	7	5	9	8	5	7	6
In the last five years	10	10	12	8	12	10	9	11	5	12	11	7	6	11	9	10	7	11	8	13	10	10
In the last ten years	13	12	15	14	15	12	13	12	3	16	14	10	9	14	12	13	12	12	13	13	14	12
Longer ago than ten years ago	19	30	14	20	16	29	21	18	4	10	30	32	3	16	24	20	24	15	19	23	15	20
Never	31	28	25	24	21	29	30	32	60	26	25	32	48	27	36	31	35	31	29	30	24	35
TOTAL NOT DONE IN THE LAST YEAR	80	85	73	77	73	86	80	80	76	73	85	86	73	76	86	81	83	78	77	84	70	83
Don't know / can't recall	4	4	4	3	4	4	4	4	4	3	4	5	3	4	4	4	2	4	4	4	6	4

Saw a pantomime

In the last month	1	1	2	2	2	1	1	1	0	2	1	1	1	2	1	1	1	0	1	2	0	2
In the last 2 months	6	5	6	6	7	6	6	6	8	7	5	4	6	7	5	6	7	9	5	7	4	5
In the last 3 months	3	2	3	6	4	2	2	3	1	4	1	3	3	3	2	2	3	6	2	2	3	2
In the last 6 months	1	1	1	1	1	1	1	1	1	1	0	2	1	1	1	1	0	0	1	0	1	1
In the last year	2	1	2	2	2	2	2	3	5	3	0	2	4	3	1	2	2	2	2	2	2	2
TOTAL DONE IN THE LAST YEAR	13	10	14	17	16	12	12	14	15	17	7	12	15	16	10	12	13	17	11	13	10	12
In the last two years	5	5	5	5	5	5	4	5	7	5	5	3	5	5	5	5	3	5	6	5	5	4
In the last five years	9	9	12	6	11	7	6	11	11	10	7	8	10	11	7	9	9	9	9	9	8	9
In the last ten years	13	11	13	13	13	12	12	14	21	15	11	8	20	14	12	13	11	12	13	13	16	13
Longer ago than ten years ago	39	46	38	48	39	46	41	37	16	30	50	54	23	37	41	39	47	36	35	40	31	43
Never	16	15	14	9	11	14	19	14	20	19	14	12	18	15	18	16	13	16	18	16	23	13
TOTAL NOT DONE IN THE LAST YEAR	82	86	82	81	79	84	82	81	75	79	87	85	76	82	83	82	83	78	81	83	83	82
Don't know / can't recall	6	4	4	1	4	4	6	5	11	6	4	4	9	5	6	6	4	6	8	5	6	4

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

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

Very willing	42	41	50	48	51	39	32	51	30	44	43	42	37	47	35	42	42	39	40	42	48	41
Fairly willing	35	35	32	36	34	34	37	32	36	35	34	34	36	34	35	34	33	39	34	29	33	38
TOTAL WILLING	77	76	82	84	85	73	69	83	66	79	77	76	73	81	70	76	75	78	74	71	81	79
Not very willing	13	15	10	10	9	15	16	9	17	11	15	12	15	11	15	13	13	10	14	16	10	12
Not at all willing	8	8	6	4	5	9	11	5	11	7	7	10	9	6	11	8	7	8	9	10	4	8
TOTAL NOT WILLING	21	23	16	14	14	24	27	14	28	18	22	22	24	17	26	21	20	18	23	26	14	20
Don't know	3	1	2	2	1	3	3	2	6	3	1	2	4	2	4	3	5	3	2	3	5	2

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

[Asked only to those who said they have not been to the theatre in the last year, or would not be willing to go; n=1375]

Tickets are too expensive	57	59	60	47	58	59	49	66	55	57	64	52	51	55	59	58	54	49	58	55	62	59
The theatre doesn't show the kind of things I want to see	23	22	21	25	20	24	26	19	31	19	24	23	26	23	22	22	25	30	23	27	14	20
It is too much effort to get to a theatre	20	23	16	24	19	21	20	19	23	14	19	27	20	21	18	20	17	16	16	20	13	25
I don't have time to go	16	9	19	12	16	9	16	15	29	24	9	5	29	18	13	16	11	17	16	17	15	15
The theatre isn't for people like me	12	9	10	10	7	11	16	8	27	15	7	8	25	11	14	13	8	14	14	14	13	10
My friends/family wouldn't want to go	10	8	13	12	10	7	10	10	16	11	8	8	16	11	8	10	10	7	12	12	14	7
Theatre is pretentious	5	5	4	2	4	5	7	2	3	7	4	3	5	5	4	5	3	6	6	4	5	4
I had a bad experience previously	1	1	1	1	0	1	1	1	0	1	1	0	0	1	1	1	2	1	0	1	1	0
Some other reason [See Tab 1]	12	13	13	16	15	13	11	14	5	11	13	15	6	13	11	12	14	13	11	11	8	14
Don't know	5	3	7	8	5	4	5	5	5	6	2	7	4	4	6	5	10	3	3	7	7	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.