

# ALVA Attractions Recovery Tracker

Wave 6

Fieldwork: 26-31 January 2021

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# The challenge for 2021

## Understanding how to build **TRUST** and **CONFIDENCE** among the attractions-visiting public

- .....that we are still safe places to visit
- .....that we are still able to deliver the same (or better) full, rich and engaging visit experiences

## What differences are we likely to see when re-opening this time around?

- What implications do these have for how we physically present ourselves?
- What implications do these have for how we communicate with audiences and visitors?
- What implications do these have for budget planning?



# How have we been generating insights?

Periodic waves of online research among representative samples of the attractions-visiting public:

**“UK adults who visited at least one attraction in the UK in 2019”**

Wave 1: 20-24 April

Wave 2: 13-18 May

Wave 3: 9-12 June

Wave 4: 8-11 July

Wave 5: 26 Aug-2 Sep  
(SCOTLAND & LONDON)

668  
survey  
responses

919  
survey  
responses

1,065  
survey  
responses

716  
survey  
responses

720  
survey  
responses

*Initial lockdown easing England  
(13 May)*

*England gardens open (1 Jun),  
zoos / shops (15 Jun)*

*England indoor attns /  
hospitality open (4 Jul)*

*End of school holidays /  
Eat Out to Help Out*

Wave 6: 26-31 January

869  
survey  
responses

London  
c.200

Scot.  
c.100

Anticipate  
material  
shift in  
sentiment

Wave 7 and  
onwards: ??

*e.g. first lockdown easing  
announcement*



How is the public feeling about visiting attractions?

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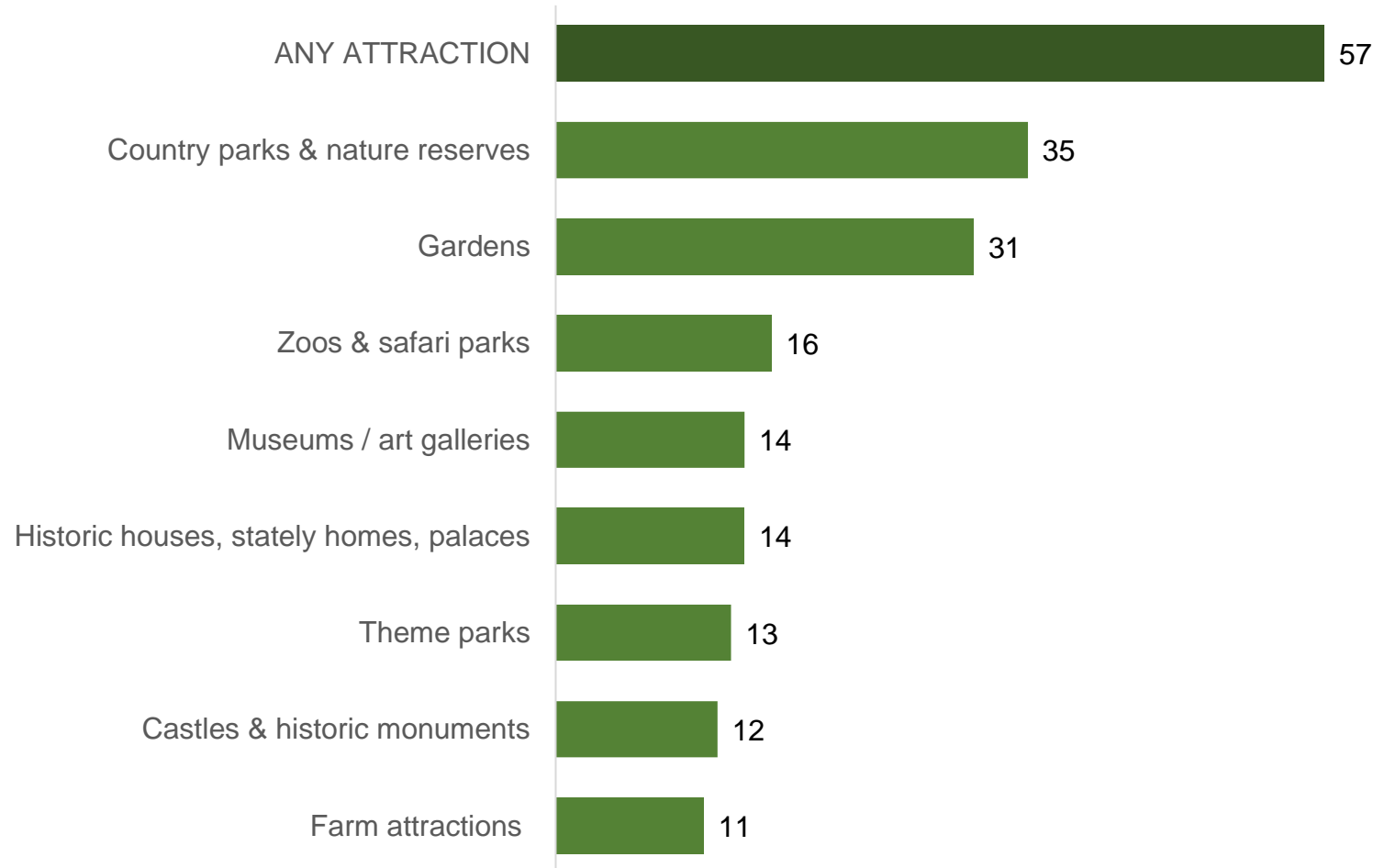
dh decision house

# Over half of our audience has begun to return to at least some attractions since the end of the first lockdown, but visits have primarily been to outdoor sites

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Attractions Recovery Tracker

Wave 6: Types of attraction visited since June last year - since first lockdown ended (%)



Q: Which of these types of attraction have you visited at all since June last year, so since the first lockdown ended ?

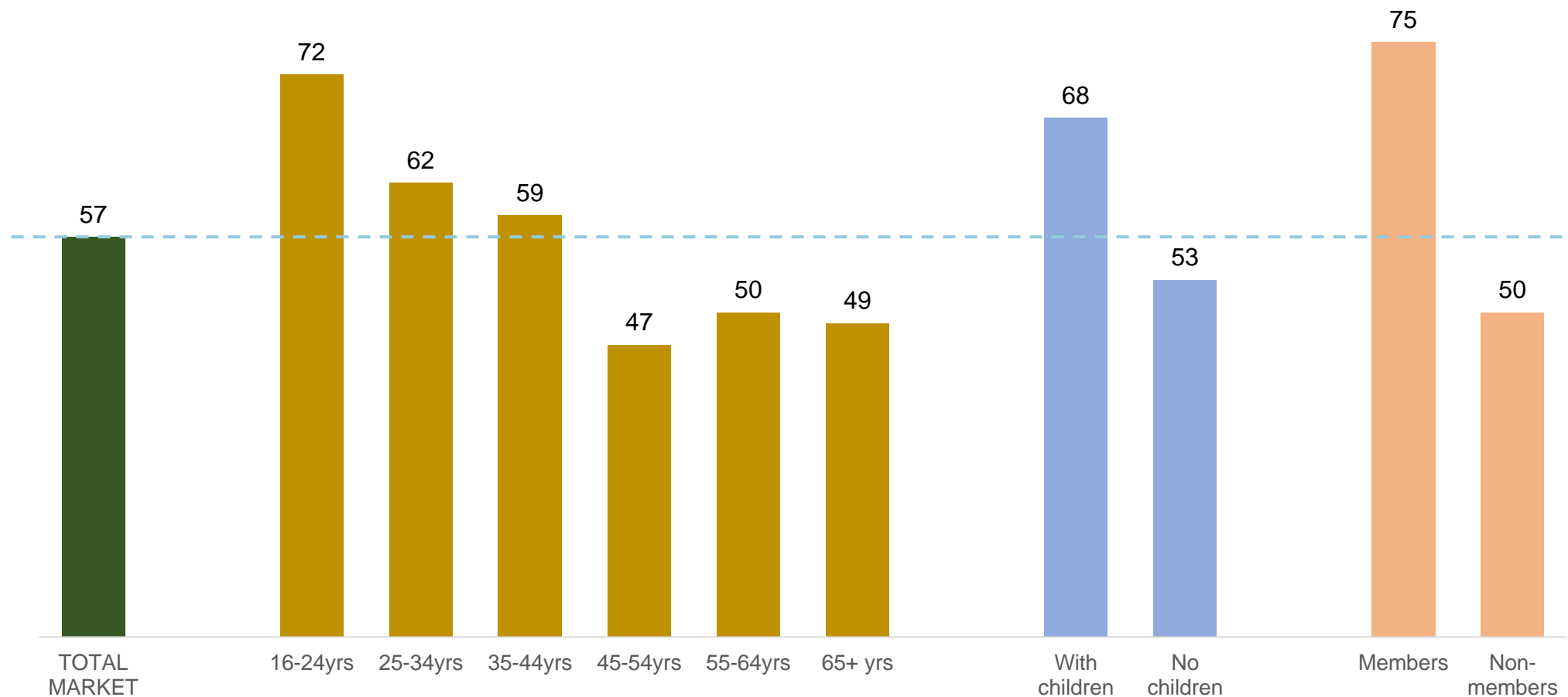
Base: All who at least occasionally visited this type of attraction before the Coronavirus outbreak (Wave 6)

As we have seen in previous waves of the sentiment research, those with a greater likelihood to have returned already are families, young people and members

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Attractions Recovery Tracker

Wave 6: Who has visited any attraction since June last year - since first lockdown ended (%)



Q: Which of these types of attraction have you visited at all since June last year, so since the first lockdown ended ?

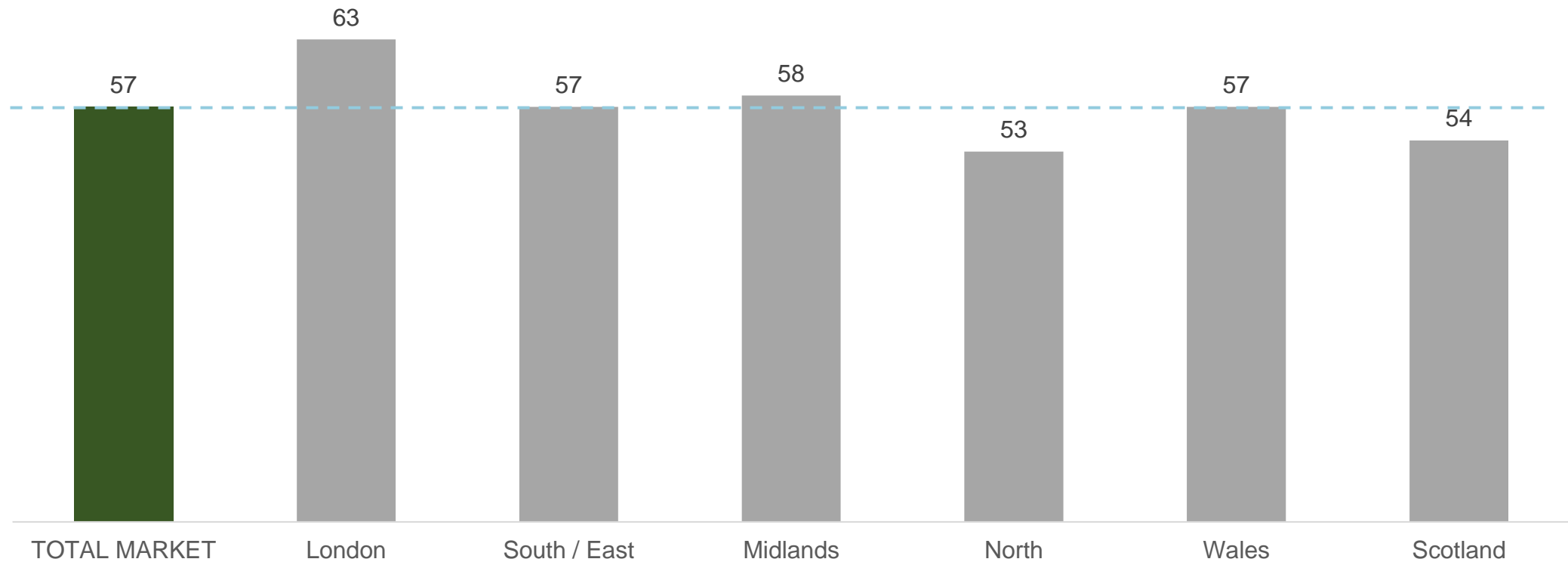
Base: All respondents (Wave 6: 869)

Reflecting the younger age profile, Londoners have been most likely to have visited an attraction since the end of the first lockdown in June last year

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Attractions Recovery Tracker

Wave 6: Place of residence of those who have visited any attraction since June last year  
- since first lockdown ended (%)



Q: Which of these types of attraction have you visited at all since June last year, so since the first lockdown ended ?

Base: All respondents (Wave 6: 869)

# Confidence around visiting attractions has become more polarised compared with April last year, the midst of the first lockdown

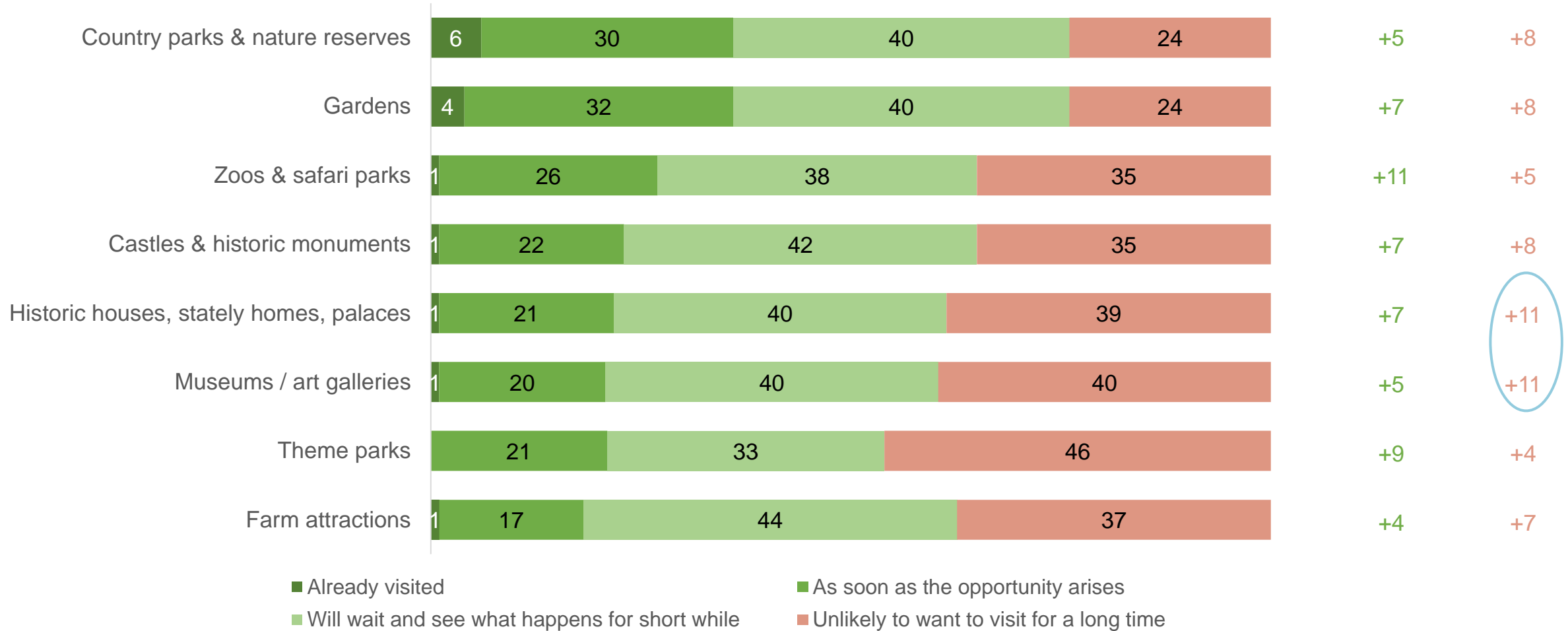
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## Wave 6: Assuming not had first vaccine dose HOW SOON before you visit each of these types of attraction\* (%)

*% change vs. end April*

Already / as soon opp.      Unlikely for long time



■ Already visited      ■ As soon as the opportunity arises  
■ Will wait and see what happens for short while      ■ Unlikely to want to visit for a long time

\*includes those who have already received first vaccine dose

Q: Assuming you had NOT received the first dose of the Covid-19 vaccine, how soon do you think it would be before you visit each of these types of attraction after they re-open? (N.B. Includes those who have already had vaccine)

Bases: All who tend to visit this type of attraction – Wave 6



And compared with the end of August, there is now a far higher proportion of the market who feel that it will be a long time before they visit attractions again

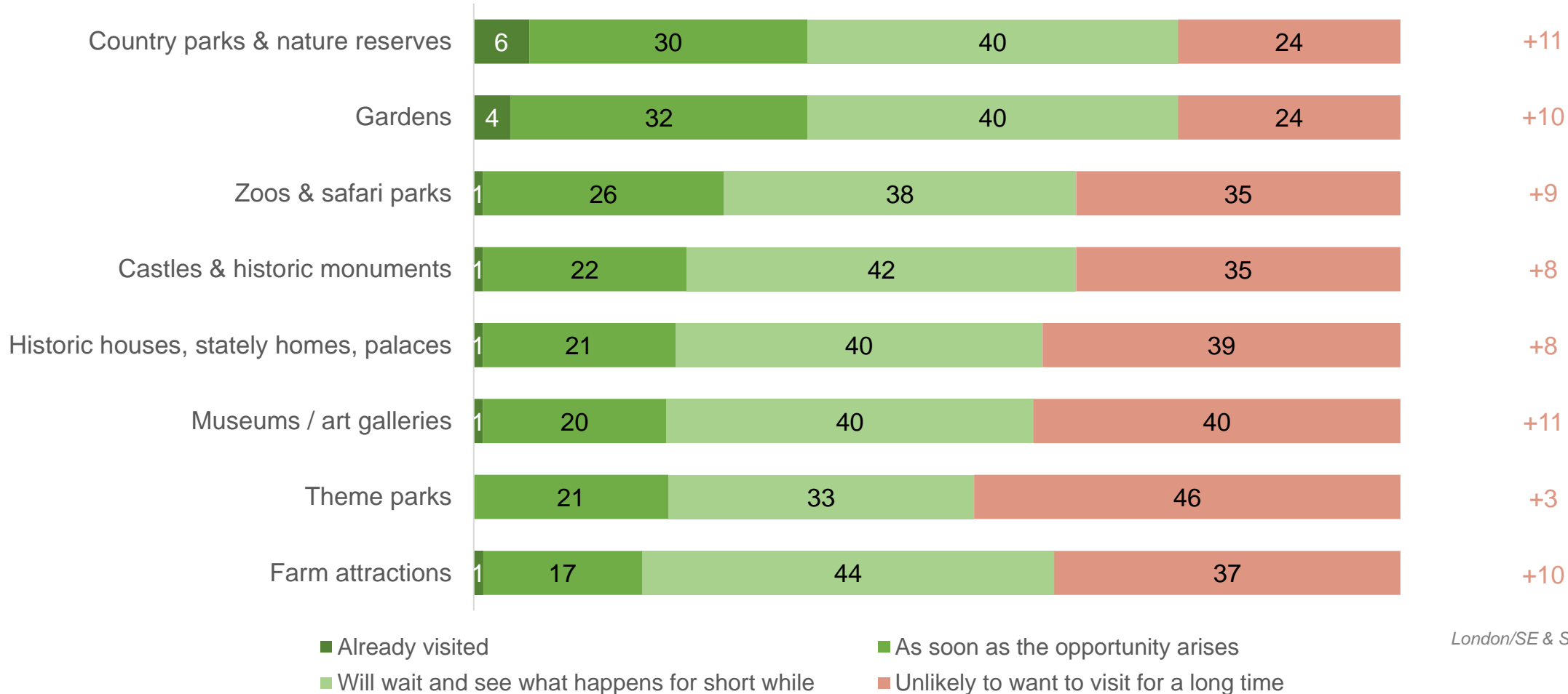
**ALVA**

Attractions Recovery Tracker

**Wave 6: Assuming not had first vaccine dose HOW SOON before you visit each of these types of attraction\* (%)**

% change vs. end Aug<sup>+</sup>

Unlikely for long time



London/SE & Scotland only<sup>+</sup>

- Already visited
- Will wait and see what happens for short while
- As soon as the opportunity arises
- Unlikely to want to visit for a long time

\*includes those who have already received first vaccine dose

Q: Assuming you had NOT received the first dose of the Covid-19 vaccine, how soon do you think it would be before you visit each of these types of attraction after they re-open? (N.B. Includes those who have already had vaccine)

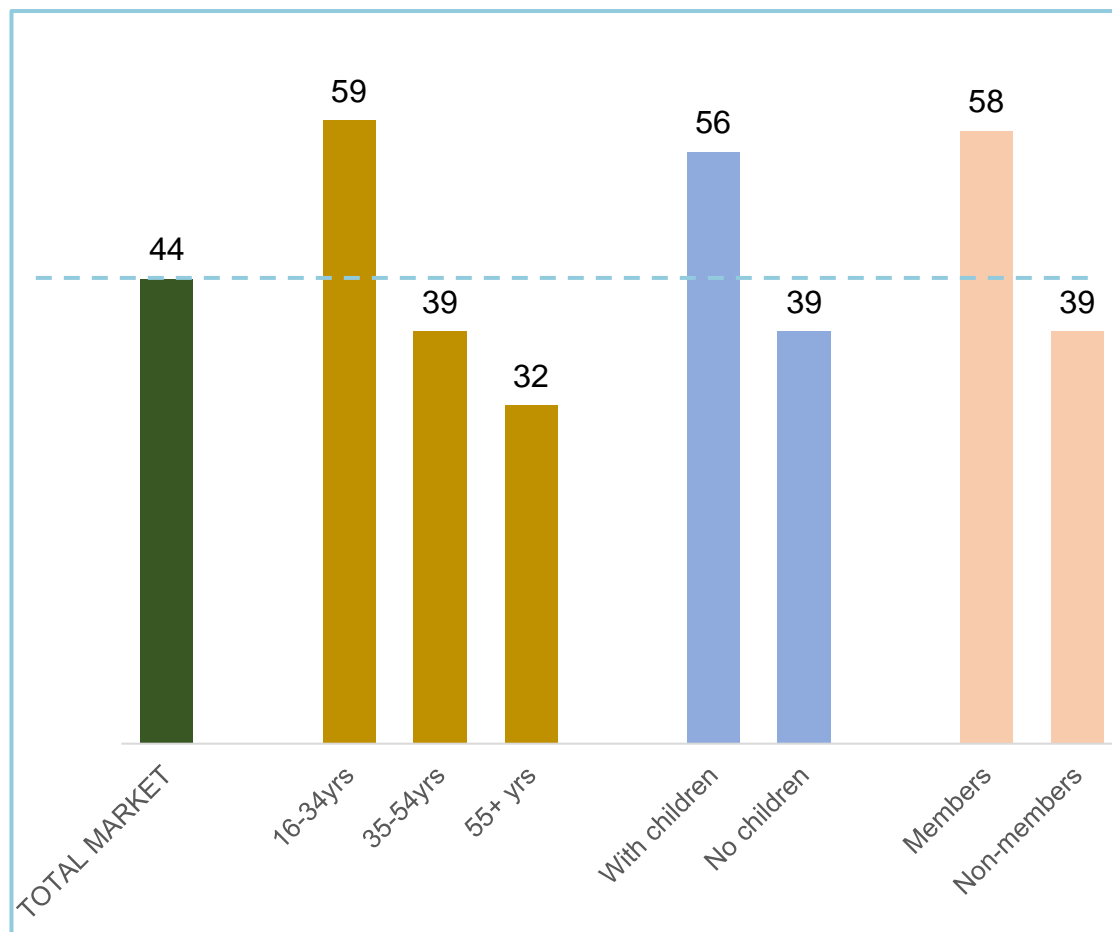
Bases: All who tend to visit this type of attraction – Wave 6

# At the moment, it's the same segments as before who are most confident about returning to visit attractions

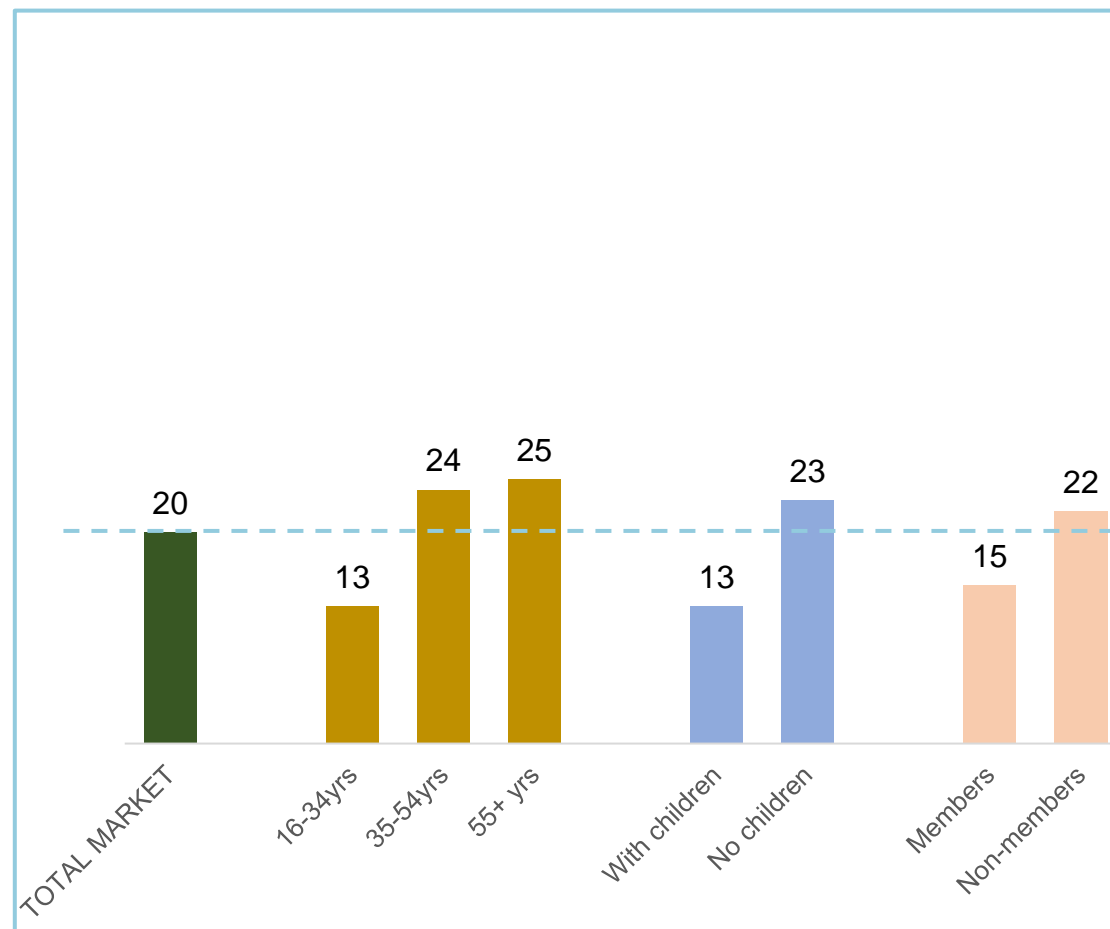
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Attractions Recovery Tracker

Wave 6: Any 'I have already visited in January this year' or 'as soon as opportunity arises' (%)\*



Wave 6: All 'unlikely to visit for a long time' (%)\*



\*includes those who have already received first vaccine dose

Q: Assuming you had NOT received the first dose of the Covid-19 vaccine, how soon do you think it would be before you visit each of these types of attraction after they re-open? (N.B. Includes those who have already had vaccine)

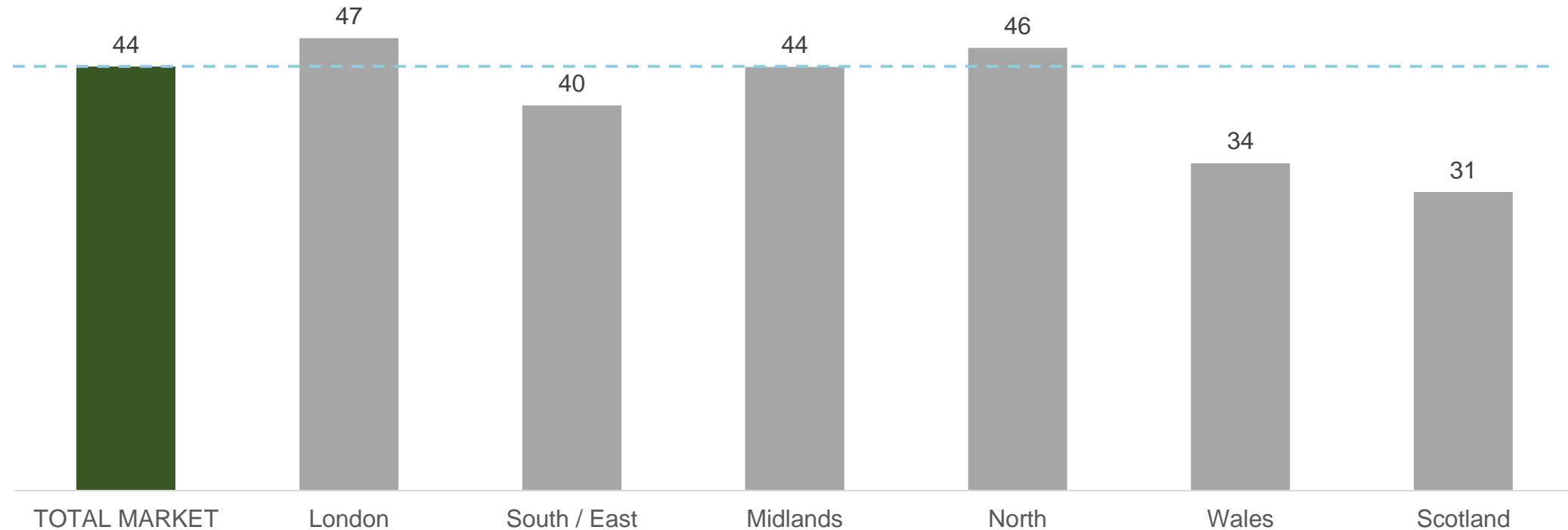
Base: All respondents (Wave 6: 869)

Again reflecting the younger age profile, confidence in returning is highest in London – with confidence much lower currently in Scotland and Wales

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Attractions Recovery Tracker

Wave 6: Any 'I have already visited in January this year' or 'as soon as opportunity arises' (%)\*



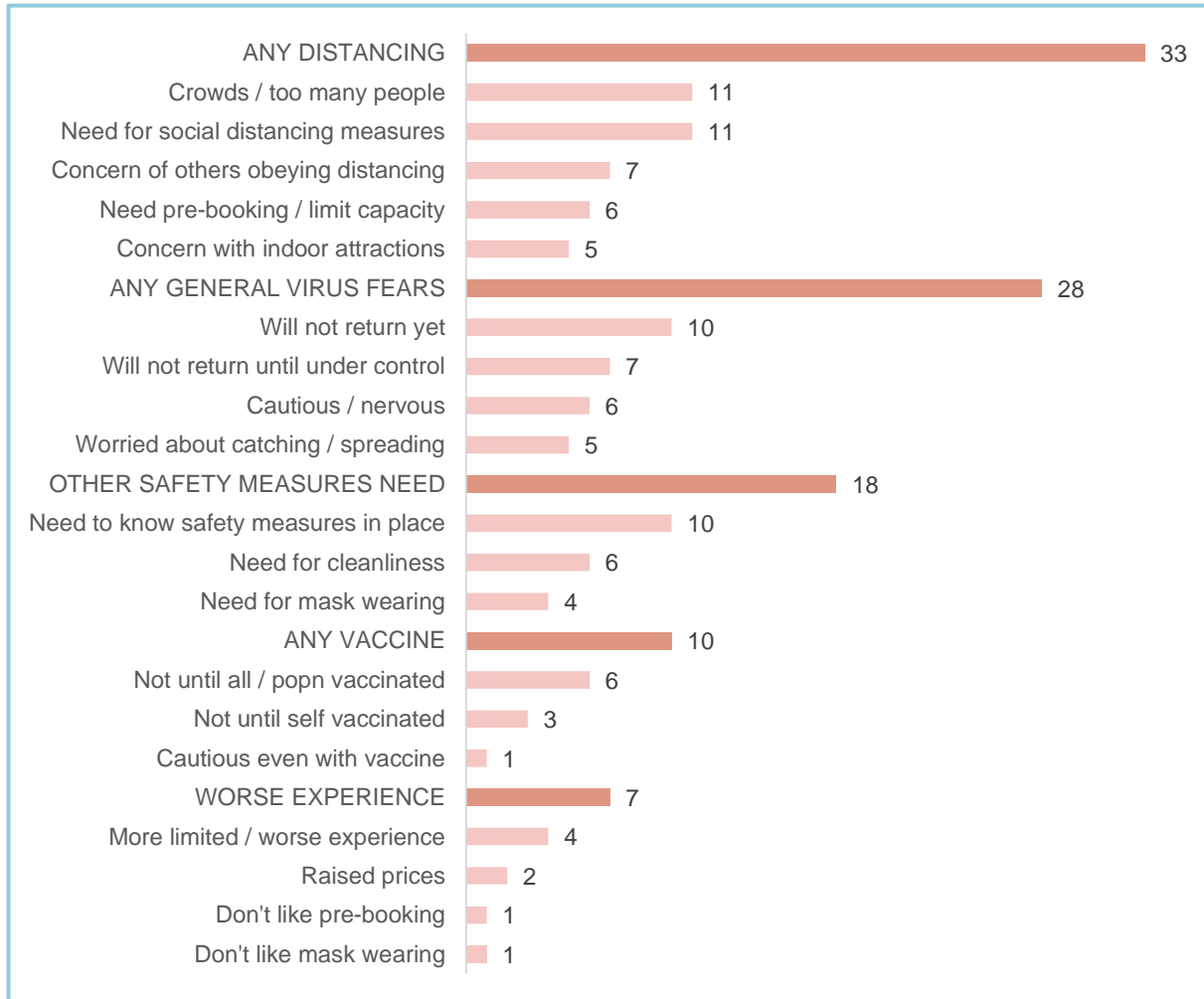
\*includes those who have already received first vaccine dose

Q: Assuming you had NOT received the first dose of the Covid-19 vaccine, how soon do you think it would be before you visit each of these types of attraction after they re-open? (N.B. Includes those who have already had vaccine)

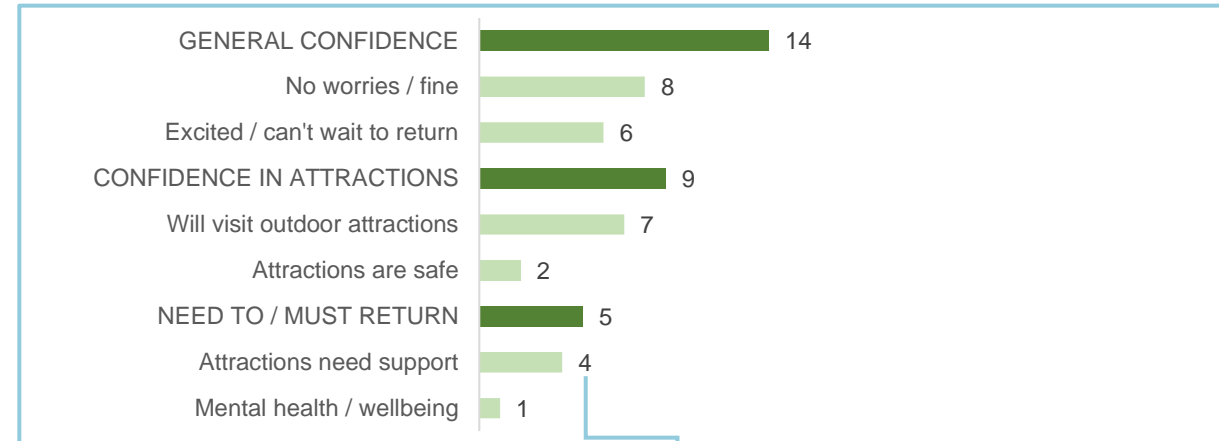
Base: All respondents (Wave 6: 869)

# Fears and concerns around visiting attractions still far outweigh confidence and desire to return, with concerns around distancing still the focal point

## 73% expressed fear or concerns about visiting



## 26% expressed confidence / desire to return



### Growth in empathy with plight of attractions

I am worried more than anything about the economic survival of these places and so I will support them as much as I can. Many of these places are integral to the happy childhood memories we all have or need to create for our offspring and it is vital that we support them over the coming months.

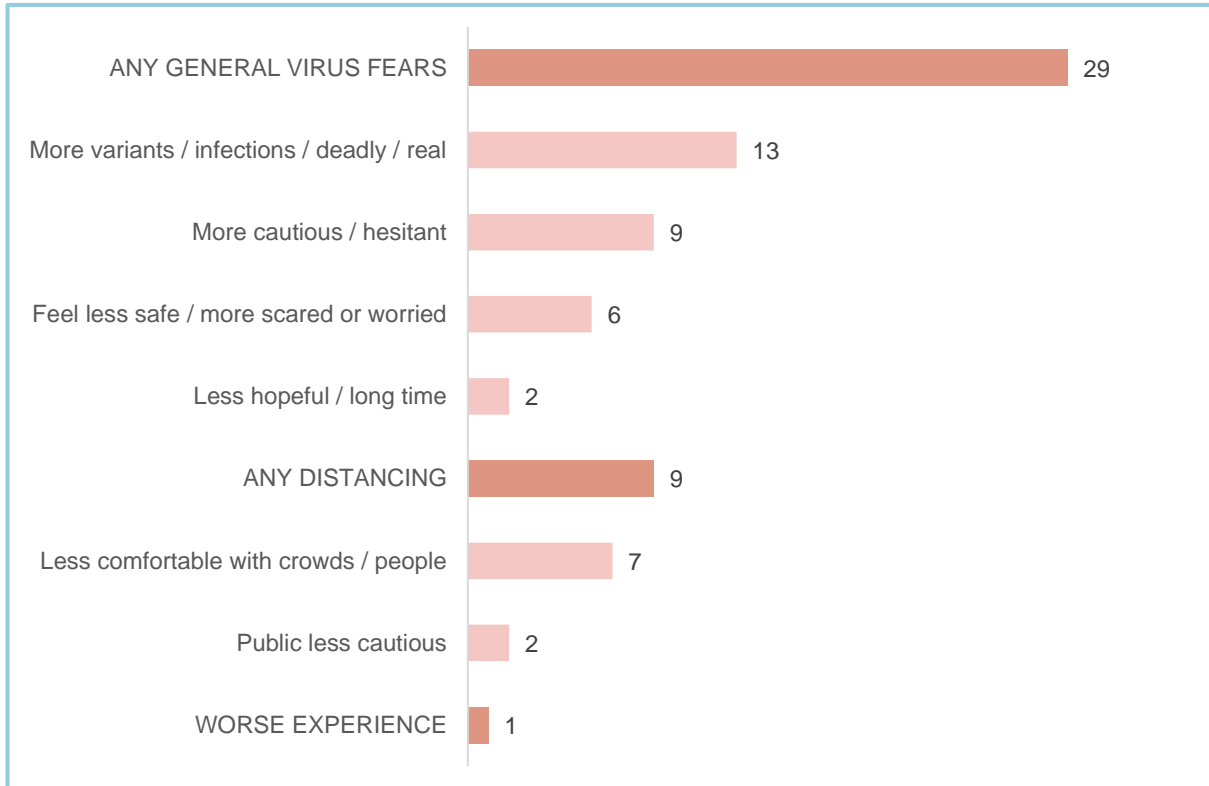
I would like to support these as much as possible so can't wait to start visiting them, hopefully more regularly than in the past

I want to support them because if we don't go back and visit many will close completely

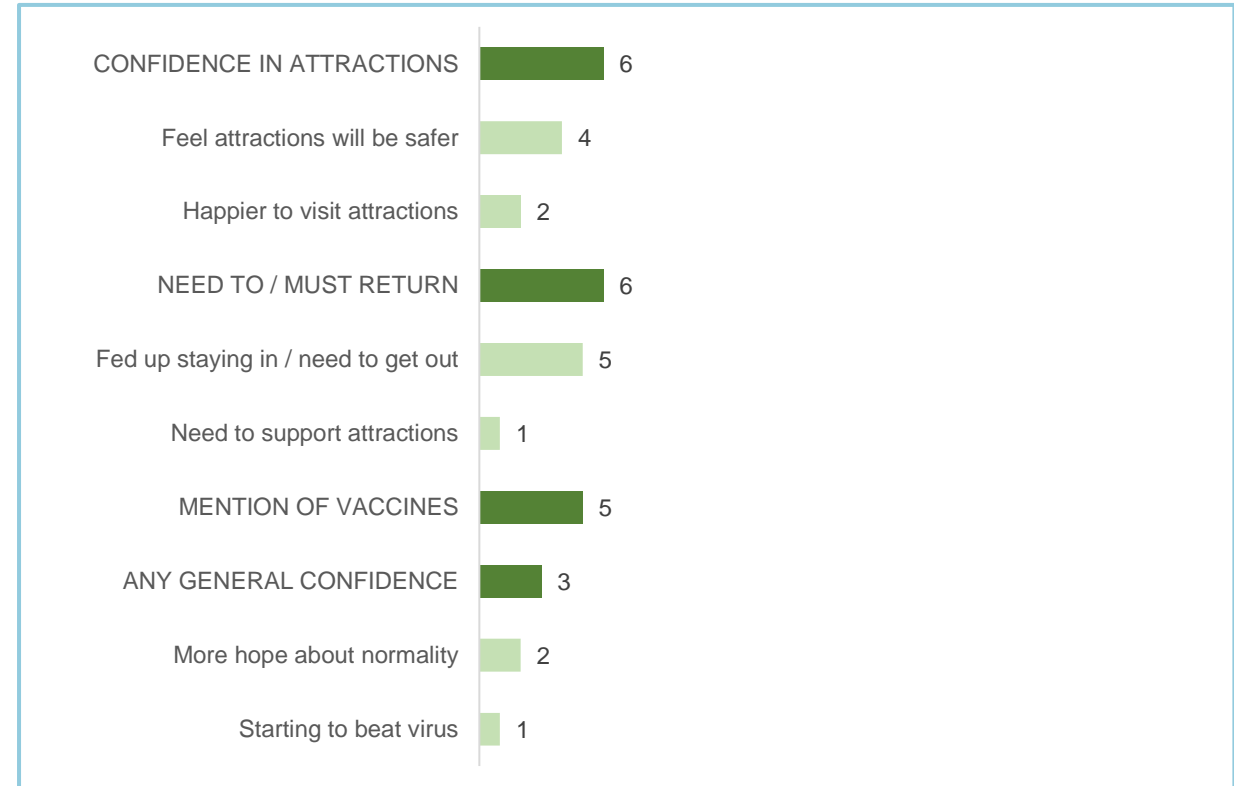
Indeed, almost 40% of the attractions-visiting public are feeling less positive about returning than they did during the first lockdown – the impact of the virus now feels greater for many

How feel DIFFERENTLY about prospect of visiting attractions, compared with first lockdown in April to June last year

39% feel LESS positive about prospect of visiting attractions than in first lockdown



18% feel MORE positive about prospect of visiting attractions than in first lockdown



Q. In what ways do you currently feel differently about the prospects of visiting attractions, compared with how you felt during the first lockdown in April to June last year?

Bases: All respondents Wave 6 – main sample (694)

# The rise in infection rates and appearance of new virus variants are at the root of the current caution, along with fear of crowds / mixing becoming ingrained

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## More variants / infections / deadly / real (13%)

The appearance of mutated virus variants has increased my fear about leaving home to visit an attraction and I think it will take well over a year before I even feel slightly ready to go. I felt quite confident back in September 2020 when restrictions were lifted because I knew I was reasonably safe going out and there was no sign of the huge increase in cases and deaths that we've seen in Jan 2021

I was less concerned after the first lockdown as I was happier to believe that the pandemic was coming to an end ..... this time round, and with deaths so high, I don't think I will be so trusting that it is safe to visit indoor spaces when they reopen

The virus has proved very serious and spread at a fast rate. I would be slightly concerned that other similar viruses might be around but that have not been identified yet.

I am more reluctant now than April. I didn't understand then the implications of the virus. With the new strain, I just want to avoid people.

## Less comfortable with crowds / people (7%)

Everything has changed. Associate mixing with danger

More worried about being near other people who may or not be ill.

I don't deal with crowds well, so limiting numbers makes me feel less anxious, but if they don't, they may be more crowded which worries me.

More concerned about being close to others especially indoors

More reluctant to go out to places rather stay at home.

# However, the advent of vaccines is beginning to have some positive impact upon attraction visiting prospects, but only really once rolled out to the population

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**10% mentioned vaccines when asked how they felt about visiting attractions**

**6% will not visit until POPULATION vaccinated**

I hope that everyone will have been vaccinated with both the required doses before I would feel safe to visit any attractions.

I am not opening to visiting attractions until the majority of the UK have had their vaccination.

Depending on how the vaccine rollout goes and how many cases are being detected I would either be happy or not. I would be reasonably comfortable once higher risk groups are vaccinated to visit outdoor attractions, then indoor ones once cases have dropped significantly and vaccines fully rolled out.

I hope that, once the vast majority of the population has been vaccinated that some level of normality will return to such places but, from a personal point of view I will be staying away from crowded places until I am confident that the risk of infection is minimal.

**3% will not visit until THEY have been vaccinated**

I won't be going anywhere until I have had the vaccine as I am seriously clinically vulnerable

I would feel safe when I take the vaccine and would hope to enjoy visiting attractions once more.

I really won't feel comfortable now to visit until I have been properly vaccinated and then I probably won't feel too much concern afterwards, so will probably visit. Not in any rush to risk my life otherwise.

**5% mentioned vaccines when asked what is different now compared with first lockdown**

I will be happy to attend once I have been vaccinated and know my vaccination is effective

I will wait until it is absolutely safe to do so and after we have all been vaccinated

I am more hopeful about seeing them with vaccines in sight, the lockdowns have been long and endless.

I wouldn't go unless everyone in attendance had been vaccinated

I think that now there is a vaccine we can see a future ahead of us which in the earlier lockdowns was not the case

Now that vaccine is available, am more relaxed about going to these places

Q: Please tell us in your own words how you currently feel about visiting attractions after they have re-opened to the public. What are your hopes? What are your worries or anxieties?

Q: In what ways do you currently feel differently about the prospects of visiting attractions, compared with how you felt during the first lockdown in April to June last year?

Bases: All respondents Wave 6 – main sample (694)

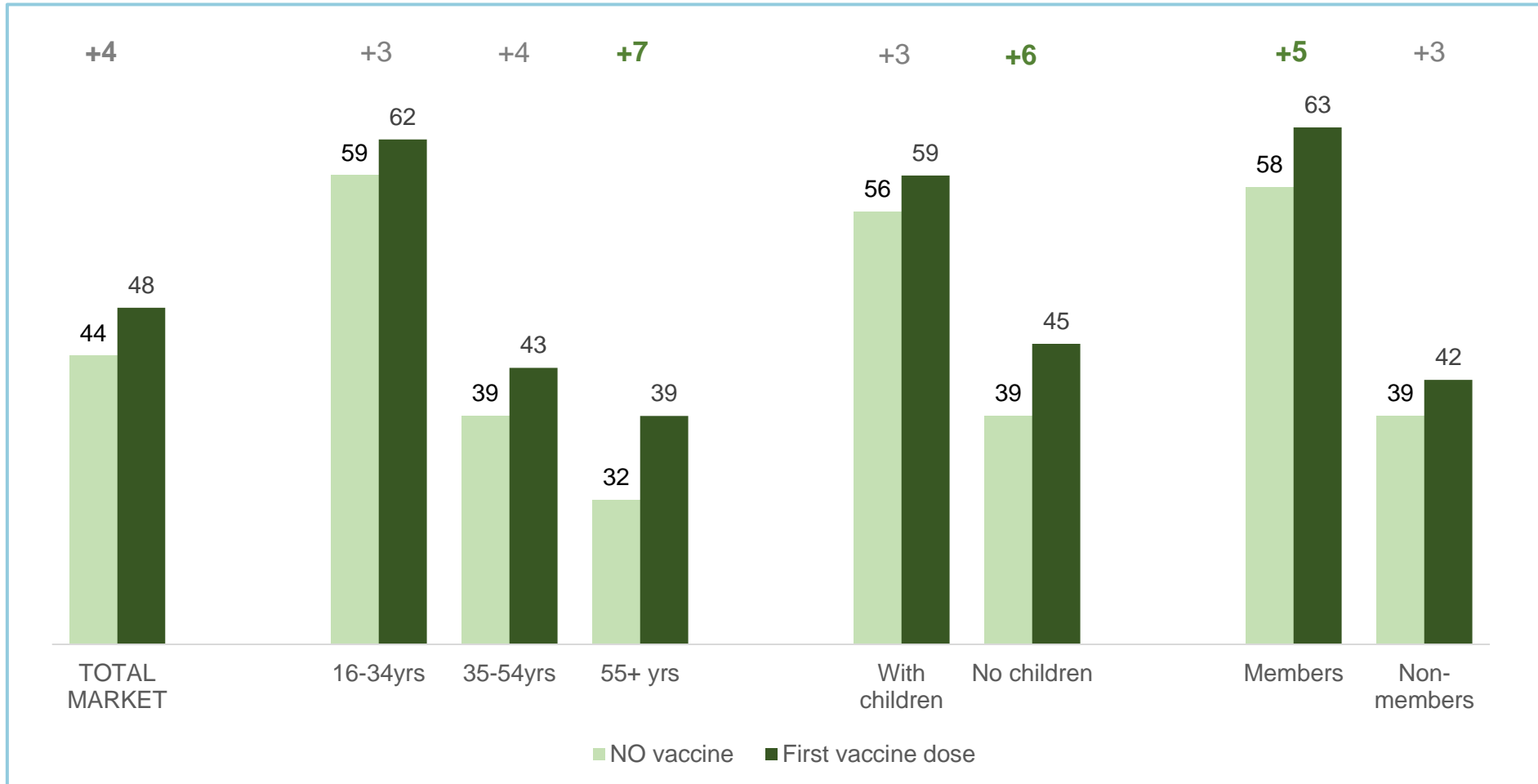
As things currently stand, an additional 4% of the market claim that they would visit 'as soon as the opportunity arises' if they were given the first vaccine dose. The positive impact is greater among those aged 55 or over

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Wave 6: Any 'I have already visited in January this year' or 'as soon as opportunity arises' (%)

Vaccine Impact:



Q: Assuming you had NOT received the first dose of the Covid-19 vaccine, how soon do you think it would be before you visit each of these types of attraction after they re-open? (N.B. Includes those who have already had vaccine)

Q: Assuming you had received at least the first dose of the Covid-19 vaccine, how soon do you think it would be before you visit each of these types of attraction after they re-open? (N.B. Includes those who say will refuse vaccine)

Base: All respondents (Wave 6: 869)



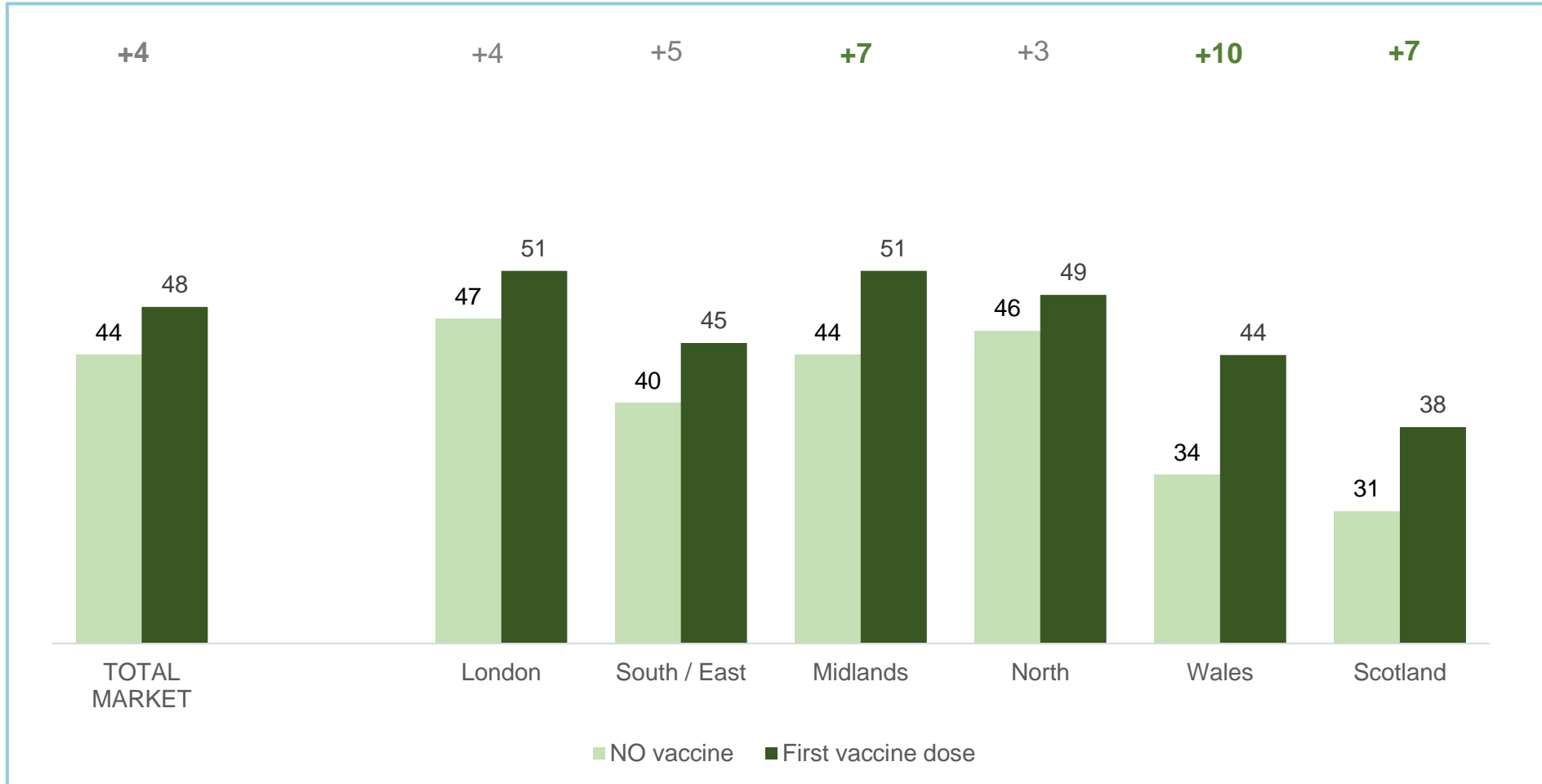
# Regionally, the vaccine is likely to have the strongest positive impact upon confidence in visiting attractions among residents of Scotland and Wales at present

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Wave 6: Any 'I have already visited in January this year' or 'as soon as opportunity arises' (%)

Vaccine Impact:



Q: Assuming you had NOT received the first dose of the Covid-19 vaccine, how soon do you think it would be before you visit each of these types of attraction after they re-open? (N.B. Includes those who have already had vaccine)

Q: Assuming you had received at least the first dose of the Covid-19 vaccine, how soon do you think it would be before you visit each of these types of attraction after they re-open? (N.B. Includes those who say will refuse vaccine)

Base: All respondents (Wave 6: 869)

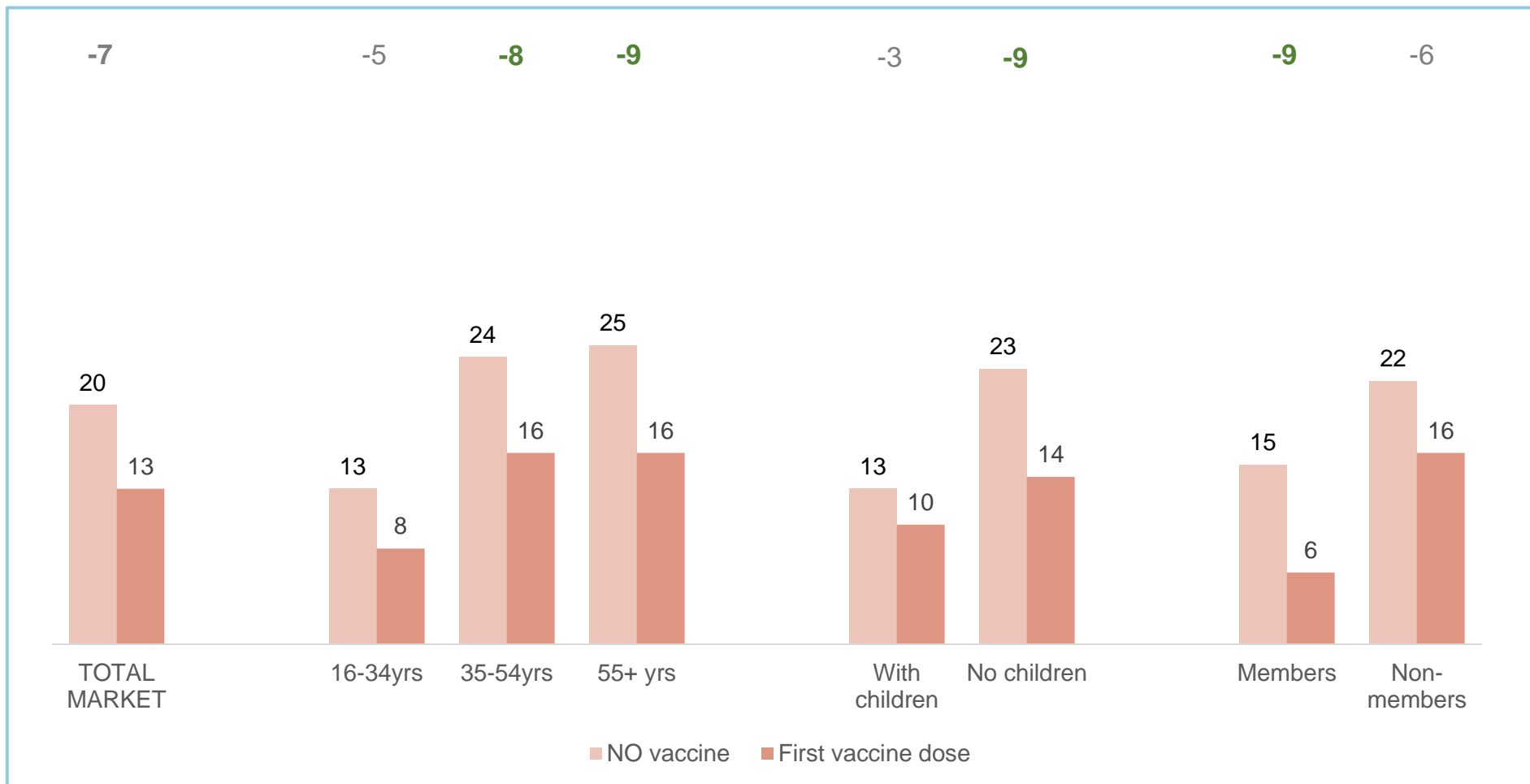
But the larger impact appears to be encouraging the 'stubbornly cautious' to at least consider visiting; the proportion of the market saying that they would be unlikely to visit any attraction for a long time falls by 7% when given the first vaccine dose

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Wave 6: All 'unlikely to visit for a long time' (%)

Vaccine Impact:



Q: Assuming you had NOT received the first dose of the Covid-19 vaccine, how soon do you think it would be before you visit each of these types of attraction after they re-open? (N.B. Includes those who have already had vaccine)

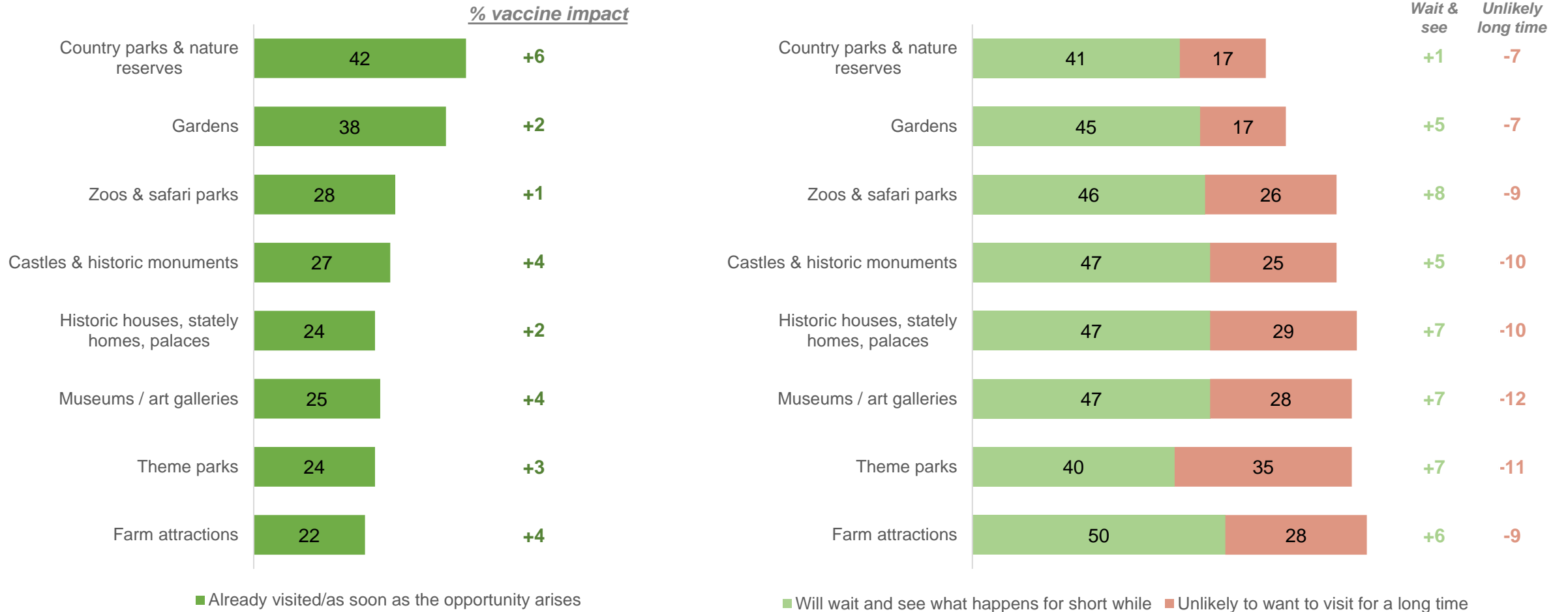
Q: Assuming you had received at least the first dose of the Covid-19 vaccine, how soon do you think it would be before you visit each of these types of attraction after they re-open? (N.B. Includes those who say will refuse vaccine)

Base: All respondents (Wave 6: 869)

This scenario plays out when looking at impact among individual attraction types – mainly encouraging the fearful to at least consider a visit



Wave 6: Assuming had first vaccine dose HOW SOON before you visit each of these types of attraction\* (%)



\*includes those who claim they will refuse the vaccine

Q: Assuming you had received at least the first dose of the Covid-19 vaccine, how soon do you think it would be before you visit each of these types of attraction after they re-open? (N.B. Includes those who say will refuse vaccine)

Bases: All who tend to visit this type of attraction – Wave 6

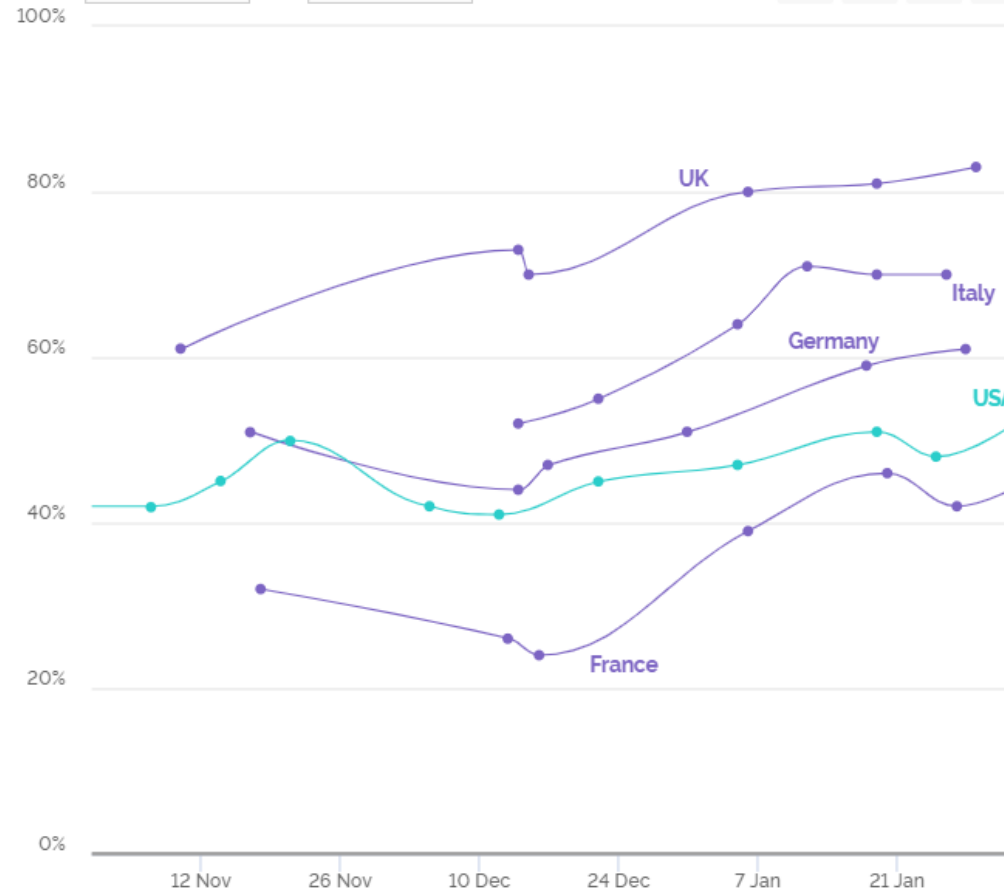
We should be reassured by YouGov surveys that show very high willingness to take up the vaccine in the UK compared with other nations

## YouGov COVID-19 vaccination willingness



% of people in each place who say they will take the vaccine, or have already done so

From  To  Zoom



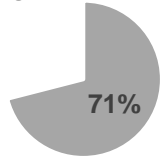
# There has been increasing confidence around use of public transport at a national level



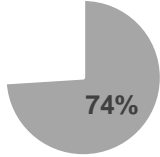
## Wave 6: How will you feel about using each of these types of public transport to travel to visitor attractions after they re-open? (%)

% ever use for attns

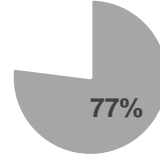
Underground / metro train



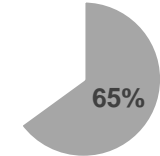
Public bus



Overground train



Taxi/minicab

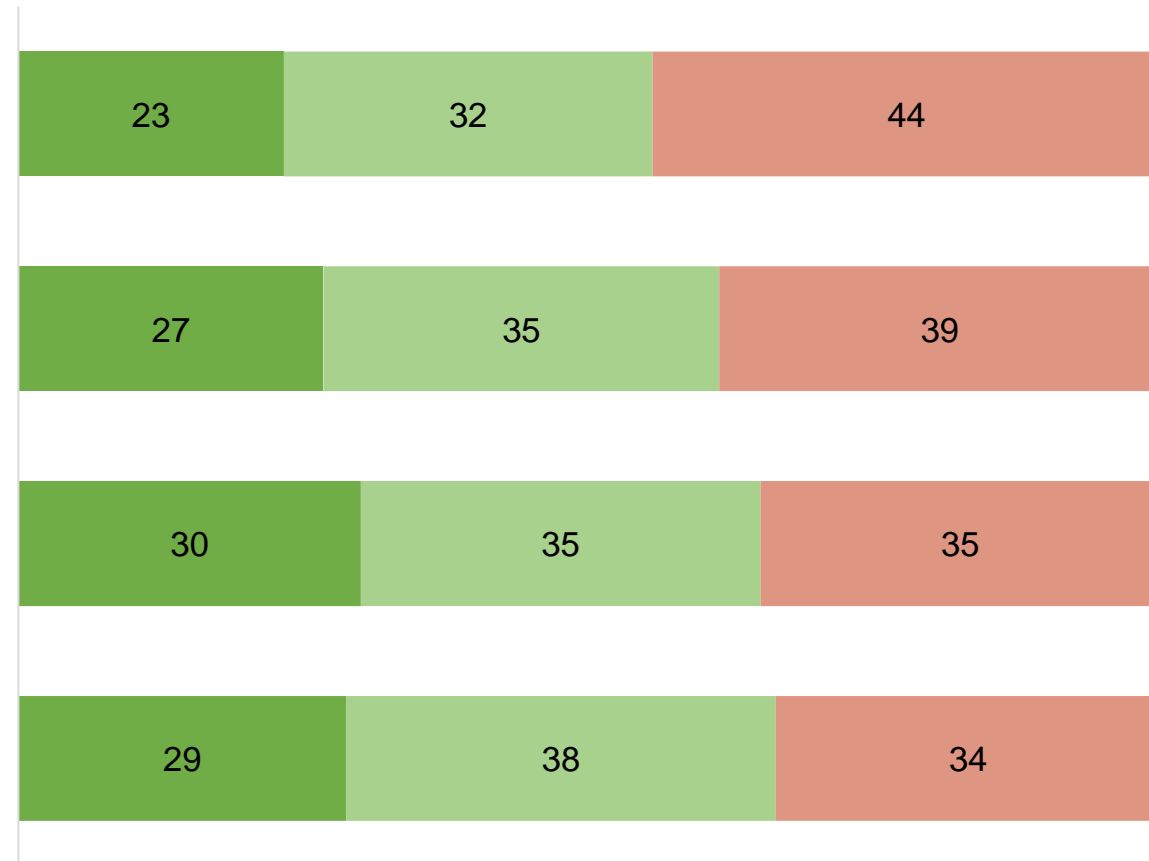


Underground / metro train

Public bus

Overground train

Taxi / minicab



% change vs. July

WOULD USE

+7

+8

+4

+4

■ I would be comfortable using ■ I would be anxious but would probably use ■ I would be anxious and would not use

Q: Before the Coronavirus outbreak, there may have been some visitor attractions that you travelled to by public transport. How will you feel about using each of these types of public transport to travel to visitor attractions after they re-open?

Base: All who ever use each form of transport to travel to visitor attractions, Wave 6

# Confidence around use of public transport to travel to attractions has also increased among Londoners since end August 2020

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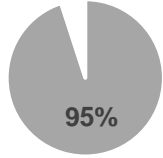
**Wave 6: How will you feel about using each of these types of public transport to travel to visitor attractions after they re-open? (%)**

**BASE: All living in LONDON (n=202)**

% change vs. Aug/Sep

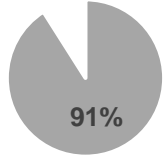
% ever use for attns

Underground / metro train



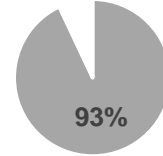
Underground / metro train

Public bus



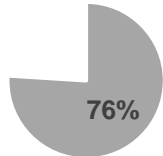
Public bus

Overground train

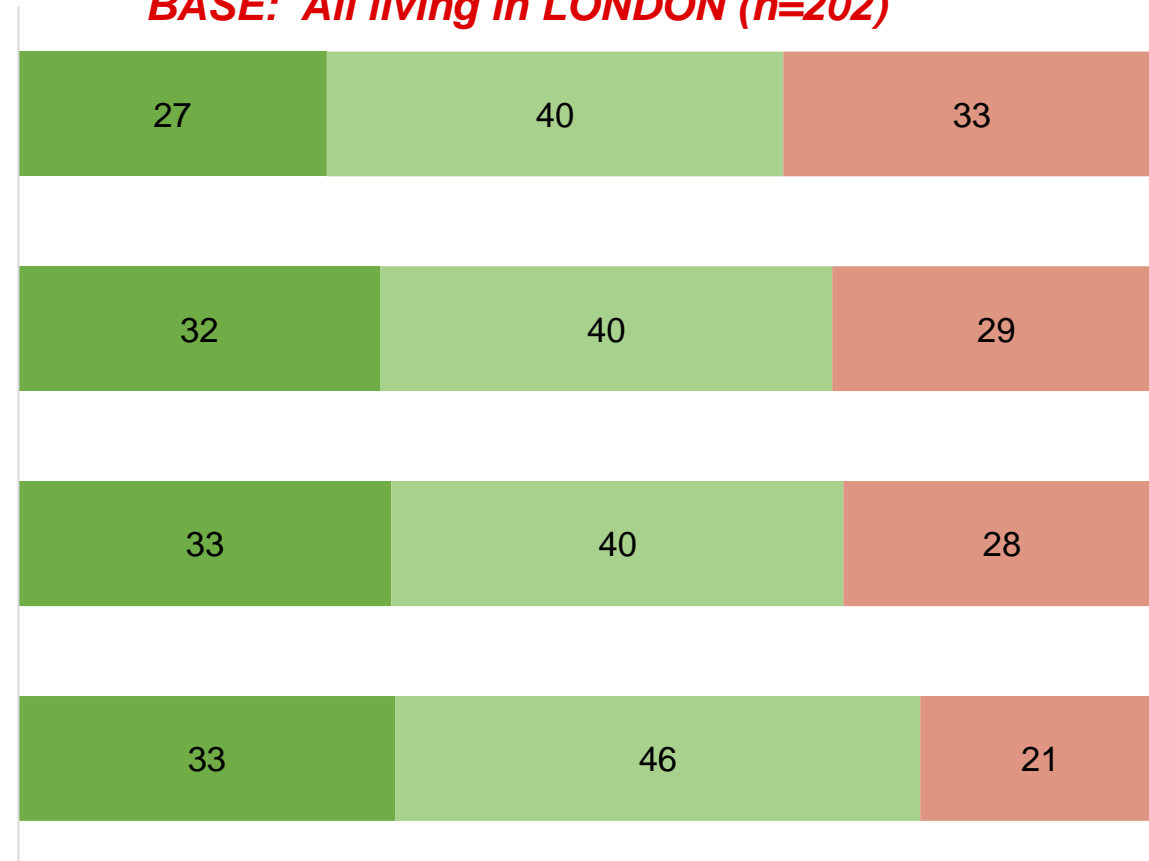


Overground train

Taxi/minicab



Taxi / minicab



WOULD USE

+4

+4

-1

+4

■ I would be comfortable using ■ I would be anxious but would probably use ■ I would be anxious and would not use

Q: Before the Coronavirus outbreak, there may have been some visitor attractions that you travelled to by public transport. How will you feel about using each of these types of public transport to travel to visitor attractions after they re-open?

Base: All LONDONERS who ever use each form of transport to travel to visitor attractions, Wave 6



## How can we build trust and confidence in visiting?

What should we do?

What should we say?

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decision  
house

There are growing numbers of people who are questioning the value of the experience on re-opening: we need to try to offer as full / normal a visit as possible

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**7% questioned whether the experience would be as good as before  
(4% mentions at Wave 4)**

That not too much of what is usually available will be cordoned off. That facilities such as toilets and cafe are Covid safe and open

Don't have a problem visiting attractions once they re-open. Just hope the whole attraction is open and not just some of it

I hope that the service they provide is very similar to how they were before the pandemic. My only worry would be that this is not the case as I am not overly concerned for my safety at such attractions in terms of COVID-19.

Would consider it as long as they are fully open and you can enjoy the experience, but only when the danger of coronavirus has reduced to a level which reduces the need to take any avoiding measures.

Looking forward to making memories in the company of friends, family - there is , however, concern regarding extent of health and safety measures which could interfere with enjoyment of attraction

They are likely going to be more expensive to try and recover costs, therefore I'll be less inclined to visit.

I worry that they will be more expensive, will have less to offer, will be too crowded, or worst of all, may have closed for good.

Q: Please tell us in your own words how you currently feel about visiting attractions once they re-open to the public. What are your hopes? What are your worries or anxieties?

Base: All respondents, Wave 6 (869)

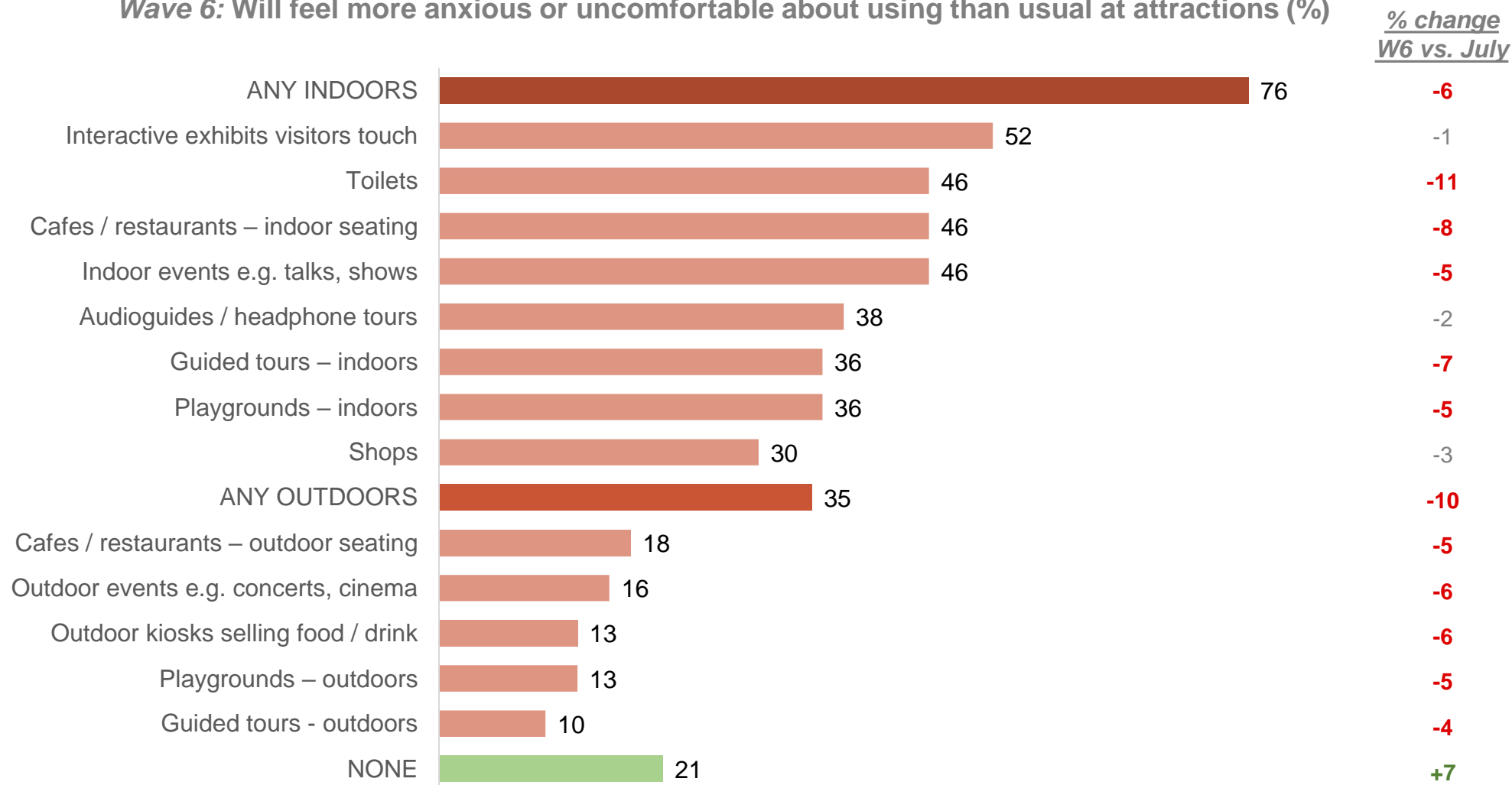


# There been has a significant improvement in confidence around using most facilities at attractions, although interactives and audioguides remain a concern

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## Wave 6: Will feel more anxious or uncomfortable about using than usual at attractions (%)



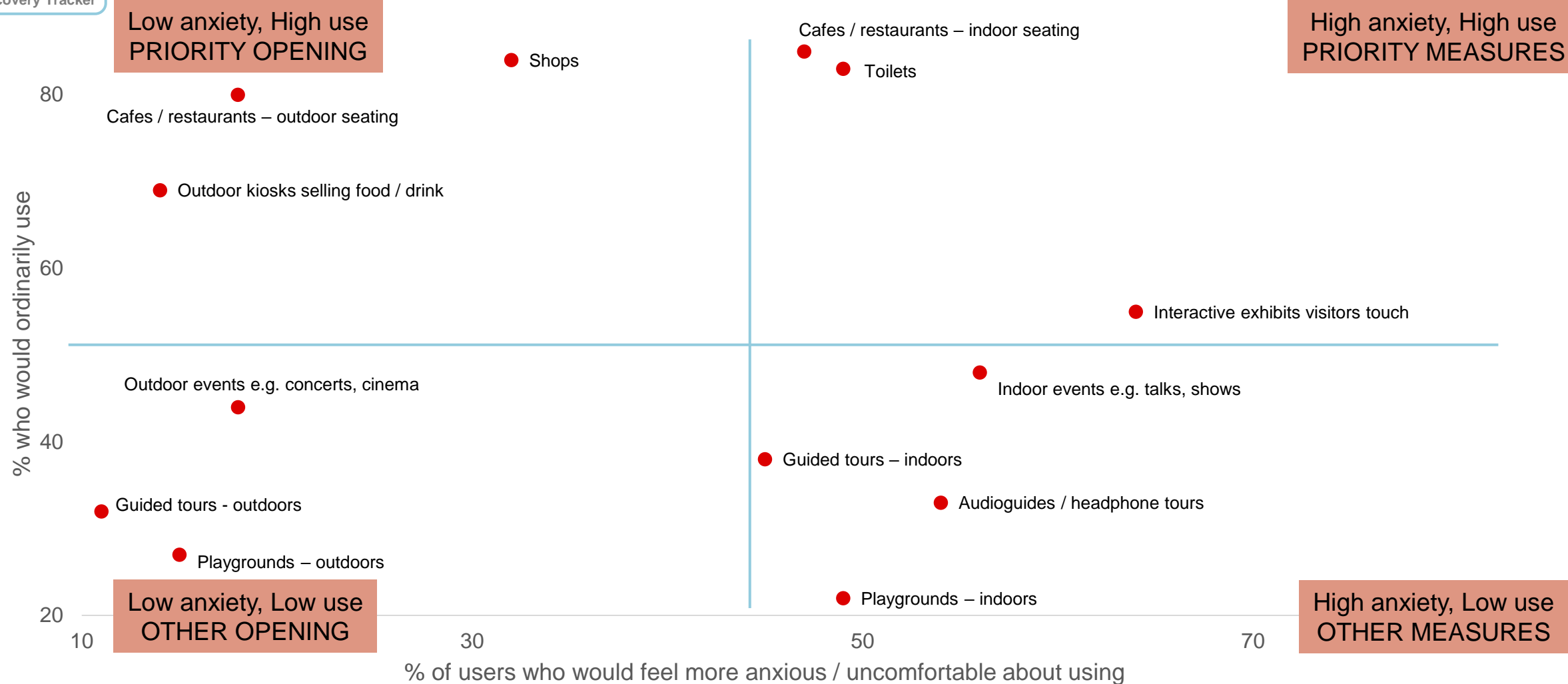
Q: At visitor attractions, which of these, if any, would / do you feel more anxious or uncomfortable about using than usual after they re-open?

Base: All respondents (Wave 6: 869, Wave 4: 716)

Although still at high levels, anxiety around toilets and indoor cafes has eased somewhat. Interactives, indoor events and audioguides now generate strongest anxiety



Wave 6: Level of anxiety among those who would ordinarily use



Low anxiety, High use  
PRIORITY OPENING

High anxiety, High use  
PRIORITY MEASURES

Low anxiety, Low use  
OTHER OPENING

High anxiety, Low use  
OTHER MEASURES

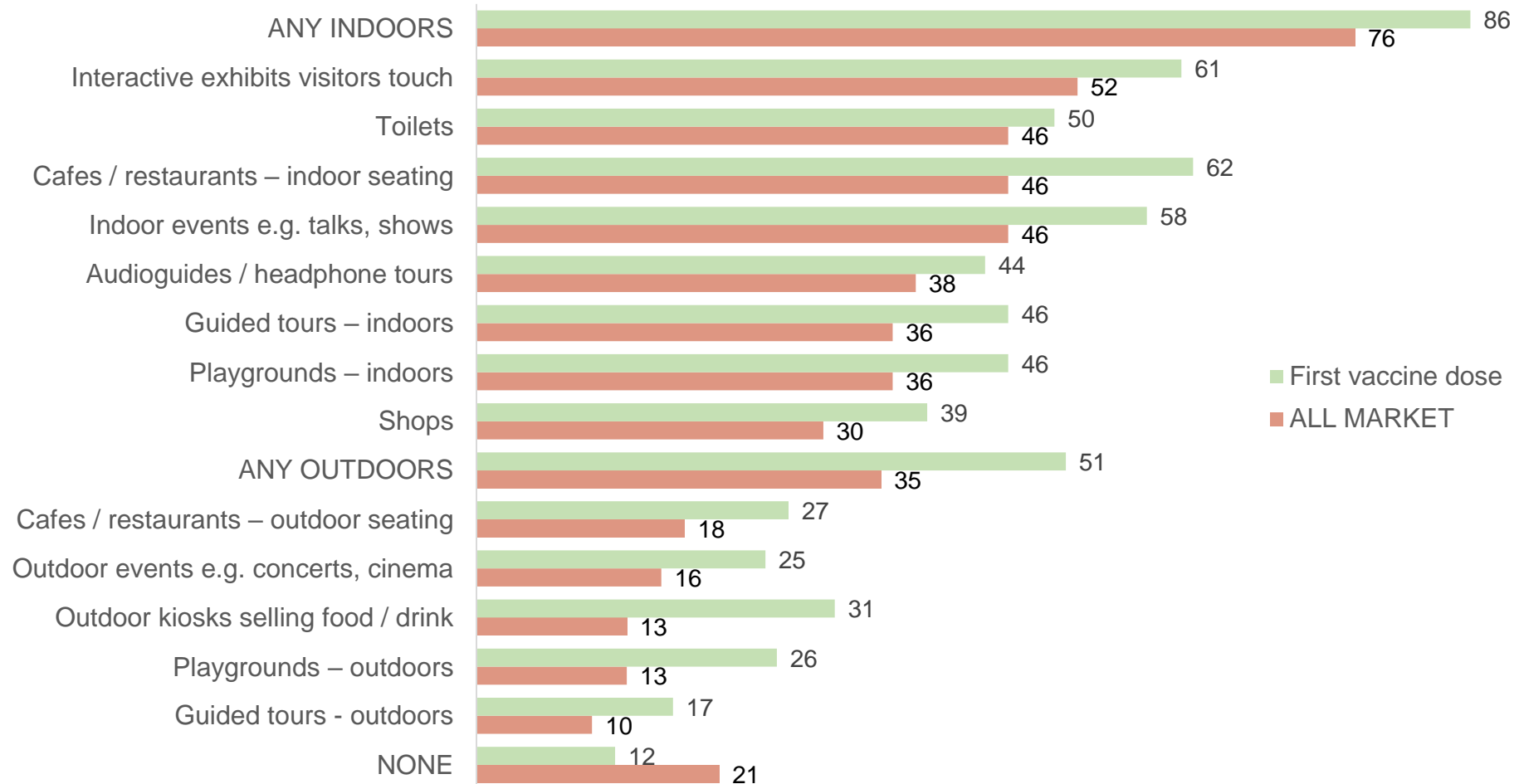
Q: At visitor attractions, which of these, if any, would you feel more anxious or uncomfortable about using than usual when they re-open?  
Base: All respondents, Wave 6 (869)

# Having had the first dose of the vaccine certainly does not remove anxiety around using facilities and services at attractions – those already receiving the first dose remain anxious

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## Wave 6: Will feel more anxious or uncomfortable about using than usual at attractions (%)



Most safety measures will still be highly comforting to visitors, although with visit confidence polarising during the current lockdown, most measures will naturally have slightly less impact. The exception is mask wearing among visitors, which have become the accepted norm

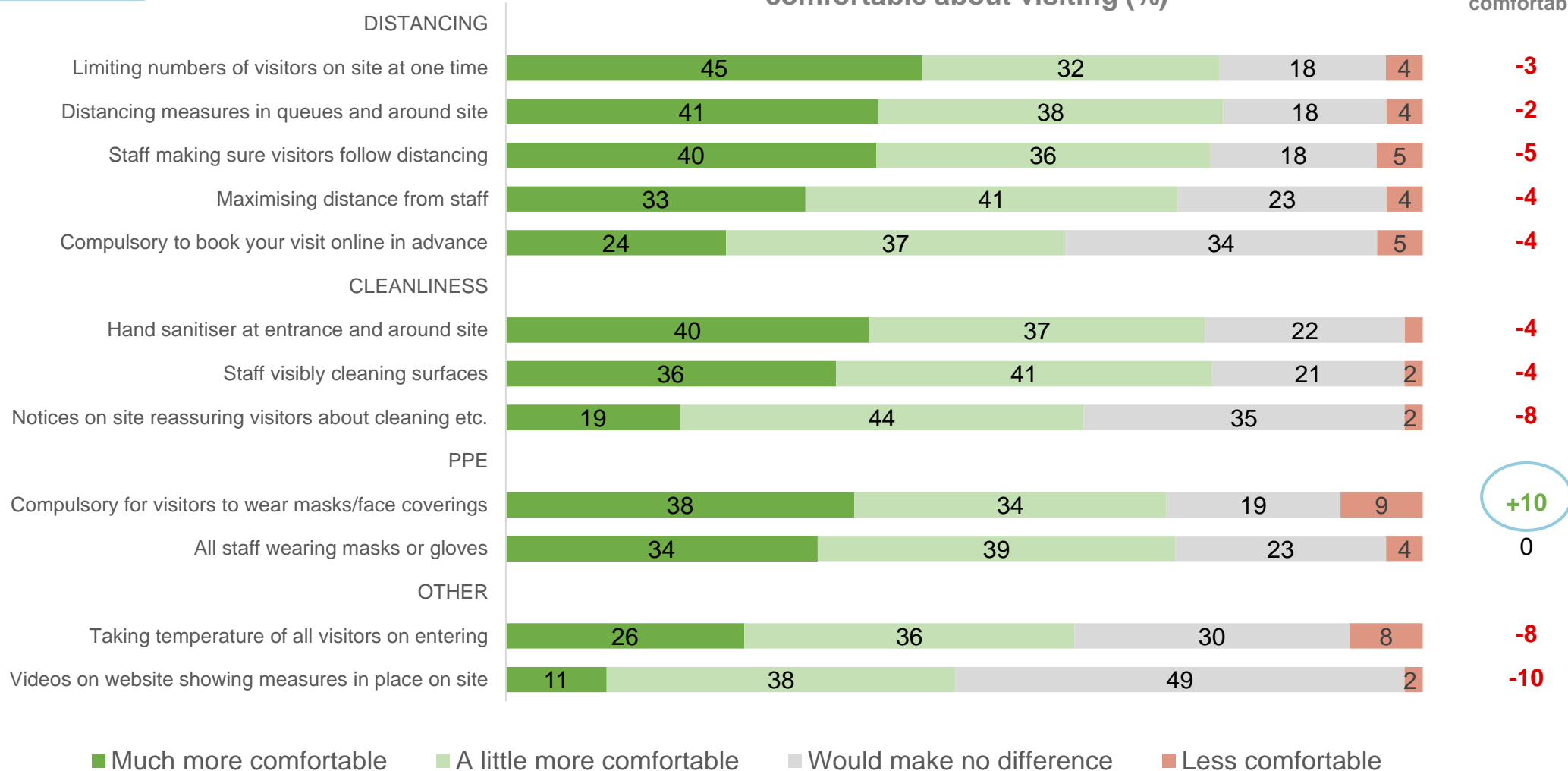
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**Wave 6: Which of these measures would make you feel more comfortable about visiting (%)**

% change vs. July

More comfortable



■ Much more comfortable   ■ A little more comfortable   ■ Would make no difference   ■ Less comfortable

# A reminder about tracking visitors at your attraction: *ALVA Visitor Recovery Benchmarking*

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Visitor tracking survey to understand how visitors have been reacting to safety measures, their impact on visit experience as well as how visitor profile, motivations and marketing triggers are changing

**Story so far.....** 44 attractions participating and 43,000 visitor survey responses

**Going forward.....** extended to at least end June 2021 (likely to end August)

## **A reminder:**

- 📍 Online post-visit survey sent to visitors
- 📍 Questionnaire updated for Jan-Jun 2021 period: esp. how safety measures have impacted the visit experience
- 📍 Results via online dashboard and analysis tool on a shared basis - benchmarks for sectors and individual attractions
- 📍 Bespoke questions and reporting available
- 📍 Low cost – less than £1,000 per attraction, with large discounts for multiple attractions

To discuss how this might help you, use this form to get in touch: <https://www.surveymonkey.co.uk/r/LBF7WMQ>



## Key take-outs

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# Key take-outs / 1 *(Wave 6: 26-31 January)*

Over half our audience has begun to return to at least some attractions since the end of the first lockdown, but visits have primarily been to outdoor sites – members, families and young people most confident

Confidence around visiting attractions is now more polarised compared with the first lockdown – whilst more will return quickly, there has been even greater growth in the segment unlikely to visit for a long time

Indeed, around 40% feel less positive about visiting than they did during the first lockdown (18% feel more positive), with the impact of the virus now feeling greater for many – high infection rates, new variants etc.

Concerns around distancing remain the focal point – pre-visit reassurance around limiting capacity (via pre-booking) and the ability to control distancing in practice will continue to be vital. The market is now much more accepting of mandatory mask wearing

But when re-opening again, we need to remember that there are growing numbers who are questioning the value of the experience – we need to try to offer as full / normal a visit as possible

## Key take-outs / 2 *(Wave 6: 26-31 January)*

With that in mind, it is important to note that anxiety around using facilities at attractions, while still high for many indoor facilities, is easing slightly – apart from interactives and audioguides

The advent of vaccines is beginning to have some positive impact upon attraction visiting prospects, although this will be limited until the market feels that rollout to the wider population is complete

In the short term, the impact of the vaccine is mainly in encouraging the fearful to at least consider a visit - moving people from 'unlikely to visit for a long time' to 'wait and see what happens for a short while'

As it stands, attractions are unlikely to see short term rapid increases in visits driven by a vaccination rollout – the impact of having the first vaccine dose increases the proportion saying they will visit any attraction from 44% to 48%, although the impact is greater (+7%) among those aged 55 or over

There has been some growth in empathy with the plight of attractions – the lead up to re-opening may be the optimum time to play on this altruistic message again

There has also been increasing confidence around use of public transport to travel to attractions



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# Questionnaire: Wave 6 (26-31 Jan 2021)



## ATTRACTIONS RECOVERY TRACKER QUESTIONNAIRE – WAVE 6

### SAMPLE DEFINITION:

- Adults aged 18 or over who visited attractions at least once in the UK in 2019

QA. During 2019 (so before the Coronavirus pandemic), approximately how many times did you go to visitor attractions in the UK, either on day trips from home or whilst on holiday? By visitor attractions we mean places like museums, art galleries, historic houses and sites, castles, cathedrals, zoos / animal attractions, country parks, gardens, heritage railways, distilleries / breweries or theme parks.

- More than 20 times
- 11-20 times
- 8-10 times
- 5-7 times
- 3-4 times
- Once or twice
- Not at all

IF VISITED ATTRACTIONS AT LEAST ONCE AT QA, ASK MAIN QUESTIONNAIRE. OTHERS CLOSE

### MAIN QUESTIONNAIRE

INTRODUCTORY TEXT: The next few questions are about your feelings on the subject of visiting attractions after they re-open to the public following the current lockdown. Again, by visitor attractions we mean places like museums, art galleries, historic houses and sites, cathedrals, zoos / animal attractions, country parks, gardens, heritage railways, distilleries / breweries or theme parks.

Q1. Please tell us in your own words how you currently feel about visiting attractions after they have re-opened to the public. What are your hopes? What are your worries or anxieties? Please give as much detail as possible.  
OPEN RESPONSE

Q2. In what ways do you currently feel differently about the prospect of visiting attractions, compared with how you felt during the first lockdown in April to June last year? Please give as much detail as possible.  
OPEN RESPONSE

Q3. Can we just check, which of these types of attraction have you visited at all since June last year, so since the first lockdown ended? RANDOMISE ORDER

- Museums or art galleries
- Historic houses / stately homes or palaces
- Castles or historic monuments
- Zoos or safari parks
- Gardens
- Theme parks
- Country parks or nature reserves
- Farm attractions
- None of these

Q4. Can we just check, have you received at least the first dose of the Covid-19 vaccine?

- Yes
- No, but I will take it when offered
- No and I will not take it
- Prefer not to say

IF CODES 2 OR 4 AT Q4, ASK BOTH Q5A AND Q5B  
IF CODE 1 AT Q4, ASK Q5A ONLY  
IF CODE 3 AT Q4, ASK Q5B ONLY

### ROTATE Q5A AND Q5B

Q5a. Assuming that you had received at least the first dose of the Covid-19 vaccine, how soon do you think it would be before you visited each of these types of attraction after they re-open following the current lockdown? RANDOMISE ORDER  
I have already visited (the outdoor elements) in January this year, As soon as the opportunity arises, I will wait and see what happens for a short while, I am unlikely to want to visit for a long time, I don't tend to visit this type of attraction anyway

Q5b. Assuming that you had NOT received the first dose of the Covid-19 vaccine, how soon do you think it would be before you visited each of these types of attraction after they re-open following the current lockdown? RANDOMISE ORDER  
I have already visited (the outdoor elements) in January this year, As soon as the opportunity arises, I will wait and see what happens for a short while, I am unlikely to want to visit for a long time, I don't tend to visit this type of attraction anyway

- Museums or art galleries
- Historic houses / stately homes or palaces
- Castles or historic monuments
- Zoos or safari parks
- Gardens
- Theme parks
- Country parks or nature reserves
- Farm attractions

Q6. Thinking about when you start considering visiting attractions again after they re-open, which of these measures would make you feel more comfortable about visiting? Please sort these into which would make you feel much more comfortable, a little more comfortable, would make no difference or make you feel less comfortable about visiting.  
(Much more comfortable, A little more comfortable, Would make no difference, Less comfortable)

- Hand sanitiser on entrance and around the site
- Staff visibly cleaning surfaces, utensils, machinery etc.
- Videos on the website showing the special measures in place at the site
- Notices around the site reassuring visitors about cleaning and other measures in place
- All staff wearing masks or gloves
- Compulsory for visitors to wear masks or face coverings
- Social distancing measures in entrance queues and around the site
- Limiting numbers of visitors on site at any one time e.g. timed tickets, online bookings only
- Maximising distance from staff e.g. contactless payment only, self-service café
- Taking the temperature of all visitors on entering
- Staff making sure that visitors follow social distancing measures
- Compulsory to book your visit online in advance

Q7a. Again, thinking about when you start considering visiting attractions again after they have re-opened, which of these, if any, would you feel more anxious or uncomfortable about using than usual? RANDOMISE ORDER

Q7b. Before the Coronavirus outbreak, which of these did you ever use at visitor attractions?

- Cafes / restaurants – indoor seating areas
- Cafes / restaurants – outdoor seating areas
- Outdoor kiosks selling food / drink
- Shops
- Toilets
- Playgrounds – indoors
- Playgrounds – outdoors
- Audioguides / headphone tours
- Guided tours – indoors
- Guided tours – outdoors
- Indoor events e.g. talks, shows
- Outdoor events e.g. concerts, cinema
- Interactive exhibits that visitors touch in some way
- Other (please tell us what \_\_\_\_\_) [ONLY SHOWN IN Q5a NOT Q5b]
- None

Q8. Before the Coronavirus outbreak, there may have been some visitor attractions that you travelled to by public transport. Again, thinking about when you start considering visiting attractions again after they have re-opened, how do you feel about using each of these types of public transport to travel to visitor attractions? RANDOMISE ORDER  
(I am / would be comfortable using, I am / would be anxious but would probably use, I am / would be anxious and would not use, I never travelled to attractions using this transport anyway)

- Underground / metro train
- Overground train
- Public bus
- Taxi / minicab

Q9. Before the Coronavirus outbreak, how often would you say that you tended to visit each of these types of attraction? RANDOMISE ORDER  
(Every couple of weeks or more often, About once a month, Every 2-3 months, Every 4-6 months, About once a year, Less often, Never)

- Museums or art galleries
- Historic houses / stately homes or palaces
- Castles or historic monuments
- Zoos or safari parks
- Gardens
- Theme parks
- Country parks or nature reserves
- Farm attractions

Q10. Which, if any, of these organisations are you currently a member, season ticket holder or Friend of?

- National Trust
- English Heritage
- RHS
- National Art Pass (Art Fund)
- Merlin Pass
- Other historic/heritage attraction
- Other garden attraction
- A museum or gallery
- A zoo/wildlife attraction or farm
- Another type of visitor attraction
- None of these

Q11. Which of the following best describes you?

- I tested positive for Covid-19 during 2020 or 2021
- I did not test positive for Covid-19 but I had the recognised symptoms
- I did not test positive for Covid-19 and I have not had the symptoms
- Prefer not to say

DEMOGRAPHICS COLLECTED:

- Age
- Age of children in household
- Gender
- Region of Residence
- Social Grade