

Client: The Journal

Agency: panelbase.com

Universe: Adults resident in the North East

Methodology: Online panel

Sample size: 250

Fieldwork dates: 8th to 11th November 2013

Weighting: All the results were weighted by age and gender to be representative of the population nationally.

Further enquiries: Helen Mather, helen@otherlinesnorth.com

other lines of enquiry North

Have you visited any of the following North East based arts or cultural venues in the last 3 months?
North East (weighted to nat rep)

		Total	Gender						
			Female			Male			
			Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	
Total		250	100.0%	125	100.0%	50.0%	125	100.0%	50.0%
Have you visited any of the following North East based arts or cultural venues in the last 3 months?		Base: All respondents	250	100.0%	125	50.0%	125	50.0%	
	The Baltic	33	13.3%	17	13.4%	50.6%	16	13.1%	49.4%
	The Sage	26	10.4%	14	11.2%	53.8%	12	9.6%	46.2%
	The Theatre Royal	19	7.7%	7	5.9%	38.0%	12	9.6%	62.0%
	The Great North Museum: Hancock	18	7.2%	12	9.8%	67.7%	6	4.7%	32.3%
	The Discovery Museum	14	5.6%	6	4.9%	43.4%	8	6.4%	56.6%
	Sunderland Glass Centre	13	5.3%	8	6.3%	59.3%	5	4.3%	40.7%
	Laing Art Gallery	8	3.2%	6	4.7%	74.2%	2	1.6%	25.8%
	Northern Stage	2	0.8%	1	0.7%	40.2%	1	1.0%	59.8%
	None of the above	180	72.2%	87	69.3%	48.0%	94	75.1%	52.0%

other lines of enquiry North

Have you visited any of the following North East based arts or cultural venues:
North East (weighted to nat rep)

		Total	Age																		
			18-24			25-34			35-44			45-54			55-64			65+			
			Counts	Percentage down	Percentage across																
Total		250	100.0%	37	100.0%	15.0%	40	100.0%	16.0%	45	100.0%	18.0%	40	100.0%	16.0%	38	100.0%	15.0%	50	100.0%	20.0%
Have you visited any of the following North East based arts or cultural venues in the last 3 months?		Base: All respondents		250	100.0%	37	15.0%	40	16.0%	45	18.0%	40	16.0%	38	15.0%	50	20.0%				
The Baltic		33	13.3%	0	0.0%	0%	9	22.1%	26.6%	7	14.8%	20.1%	4	9.6%	11.6%	6	15.3%	17.3%	8	16.3%	24.5%
The Sage		26	10.4%	0	0.0%	0%	5	12.6%	19.4%	8	17.4%	30.0%	5	11.8%	18.2%	6	15.3%	22.1%	3	5.4%	10.4%
The Theatre Royal		19	7.7%	0	0.0%	0%	5	12.6%	26.2%	2	5.2%	12.1%	3	7.4%	15.3%	2	5.9%	11.4%	7	13.5%	34.9%
The Great North Museum: Hancock		18	7.2%	0	0.0%	0%	4	10.6%	23.3%	7	15.7%	39.0%	1	3.7%	8.2%	3	7.0%	14.6%	3	5.4%	15.0%
The Discovery Museum		14	5.6%	0	0.0%	0%	6	14.7%	42.0%	2	5.2%	16.7%	2	4.4%	12.6%	1	3.5%	9.4%	3	5.4%	19.3%
Sunderland Glass Centre		13	5.3%	0	0.0%	0%	3	6.3%	19.0%	2	5.2%	17.5%	4	8.9%	26.6%	2	5.9%	16.5%	3	5.4%	20.3%
Laing Art Gallery		8	3.2%	0	0.0%	0%	1	2.1%	10.6%	4	7.8%	44.3%	1	2.2%	11.1%	0	0.0%	0%	3	5.4%	34.0%
Northern Stage		2	0.8%	0	0.0%	0%	2	5.3%	100.0%	0	0.0%	0%	0	0.0%	0%	0	0.0%	0%	0	0.0%	0%
None of the above		180	72.2%	37	100.0%	20.8%	24	61.1%	13.5%	29	64.3%	16.0%	31	77.1%	17.1%	29	77.6%	16.1%	30	59.4%	16.4%

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other lines of enquiry North

Are you planning to attend the Durham Lumiere 2013 festival this year?

North East (weighted to nat rep)

		Total		Gender					
				Female			Male		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down
Total		250	100.0%	125	100.0%	50.0%	125	100.0%	50.0%
Are you planning to attend the Durham Lumiere 2013 festival this year?		Base: All respondents		250	100.0%	125	50.0%	125	50.0%
	Yes - definitely	16	6.6%	6	4.7%	35.7%	11	8.5%	64.3%
	Yes - maybe	36	14.4%	18	14.6%	50.6%	18	14.3%	49.4%
	No	190	76.0%	96	76.8%	50.5%	94	75.2%	49.5%
	Don't know	7	3.0%	5	3.9%	65.4%	3	2.1%	34.6%

Are you planning to attend the Durham Lumiere 2013 festival
North East (weighted to nat rep)

		Total		Age																	
				18-24			25-34			35-44			45-54			55-64			65+		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across		
Total		250	100.0%	37	100.0%	15.0%	40	100.0%	16.0%	45	100.0%	18.0%	40	100.0%	16.0%	37	100.0%	15.0%	50	100.0%	20.0%
Are you planning to attend the Durham Lumiere 2013 festival this year?		Base: All respondents	250	100.0%	37	15.0%	40	16.0%	45	18.0%	40	16.0%	37	15.0%	50	20.0%					
	Yes – definitely	16	6.6%	0	0.0%	0%	11	26.6%	64.7%	1	2.1%	5.7%	3	6.5%	15.9%	2	6.0%	13.7%	0	0.0%	0%
	Yes – maybe	36	14.4%	0	0.0%	0%	4	8.9%	9.8%	9	19.6%	24.5%	4	9.1%	10.1%	6	15.7%	16.3%	14	28.4%	39.3%
	No	190	76.0%	37	100.0%	19.7%	26	64.5%	13.6%	33	73.3%	17.4%	31	76.4%	16.1%	27	72.9%	14.4%	36	71.6%	18.8%
	Don't know	7	3.0%	0	0.0%	0%	0	0.0%	0%	2	5.0%	30.1%	3	8.0%	42.7%	2	5.4%	27.2%	0	0.0%	0%

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other lines of enquiry North

Have you visited any of the following North East based arts or cultural venues in the last 3 months?

UK(weighted to nat rep)

		Total		Gender					
				Female			Male		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down
Total		1000	100.0%	500	100.0%	50.0%	500	100.0%	50.0%
Have you visited any of the following North East based arts or cultural venues in the last 3 months?	Base: All respondents	1000	100.0%	500	50.0%		500	50.0%	
	The Theatre Royal	43	4.3%	21	4.1%	47.4%	23	4.6%	52.6%
	The Great North Museum: Hancock	39	3.9%	17	3.4%	43.8%	22	4.3%	56.2%
	The Sage	30	3.0%	12	2.4%	39.0%	19	3.7%	61.0%
	The Baltic	30	3.0%	12	2.3%	38.1%	19	3.7%	61.9%
	Northern Stage	29	2.9%	10	2.0%	35.2%	19	3.7%	64.8%
	The Discovery Museum	27	2.7%	10	2.1%	38.1%	17	3.4%	61.9%
	Laing Art Gallery	22	2.2%	8	1.5%	34.9%	14	2.9%	65.1%
	Sunderland Glass Centre	14	1.4%	5	1.1%	39.6%	8	1.6%	60.4%
	None of the above	915	91.5%	465	93.0%	50.8%	450	89.9%	49.2%

other lines of enquiry North

Have you visited any of the following North East based arts or cultural venue
UK(weighted to nat rep)

		Total		Age																	
				18-24			25-34			35-44			45-54			55-64			65+		
				Counts	Percentage down	Percentage across															
Total		1000	100.0%	150	100.0%	15.0%	160	100.0%	16.0%	180	100.0%	18.0%	160	100.0%	16.0%	150	100.0%	15.0%	200	100.0%	20.0%
Have you visited any of the following North East based arts or cultural venues in the last 3 months?	Base: All respondents	1000	100.0%	150	15.0%		160	16.0%		180	18.0%		160	16.0%		150	15.0%		200	20.0%	
	The Theatre Royal	43	4.3%	7	4.7%	16.2%	20	12.7%	47.0%	6	3.4%	14.3%	4	2.5%	9.2%	4	2.5%	8.5%	2	1.0%	4.8%
	The Great North Museum: Hancock	39	3.9%	10	6.7%	26.0%	17	10.6%	43.8%	6	3.5%	16.5%	2	1.1%	4.5%	4	2.4%	9.2%	0	0.0%	0%
	The Sage	30	3.0%	5	3.1%	15.0%	14	8.6%	45.4%	5	2.6%	15.6%	3	1.7%	9.1%	2	1.6%	7.9%	2	1.0%	6.9%
	The Baltic	30	3.0%	5	3.2%	16.1%	16	9.9%	52.3%	4	2.2%	13.1%	2	1.3%	6.8%	4	2.4%	11.7%	0	0.0%	0%
	Northern Stage	29	2.9%	6	4.1%	21.7%	12	7.3%	40.8%	6	3.1%	19.3%	2	1.3%	7.5%	3	2.0%	10.6%	0	0.0%	0%
	The Discovery Museum	27	2.7%	7	4.7%	25.7%	9	5.8%	33.9%	4	2.4%	16.1%	2	1.4%	8.2%	2	1.5%	8.4%	2	1.0%	7.7%
	Laing Art Gallery	22	2.2%	5	3.2%	22.2%	11	6.8%	49.3%	4	2.0%	16.5%	1	0.8%	6.2%	1	0.8%	5.8%	0	0.0%	0%
	Sunderland Glass Centre	14	1.4%	4	2.3%	25.8%	6	3.9%	45.9%	2	1.2%	15.3%	1	0.4%	4.6%	1	0.8%	8.4%	0	0.0%	0%
None of the above	915	91.5%	135	90.3%	14.8%	126	78.8%	13.8%	163	90.4%	17.8%	151	94.6%	16.6%	143	95.5%	15.7%	196	97.9%	21.4%	

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Are you planning to attend the Durham Lumiere 2013 festival this year?
UK (weighted to nat rep)

		Total		Gender					
				Female			Male		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across		
Total		1000	100.0%	500	100.0%	50.0%	500	100.0%	50.0%
Are you planning to attend the Durham Lumiere 2013 festival this year?	Base: All respondents	1000	100.0%	500	50.0%		500	50.0%	
	Yes - definitely	39	3.9%	15	2.9%	37.1%	25	4.9%	62.9%
	Yes - maybe	45	4.5%	21	4.2%	46.4%	24	4.9%	53.6%
	No	868	86.8%	445	89.0%	51.2%	423	84.7%	48.8%
	Don't know	47	4.7%	19	3.9%	41.2%	28	5.5%	58.8%

Are you planning to attend the Durham Lumiere 2013 festival this year?
UK (weighted to nat rep)

		Total		Age																	
				18-24			25-34			35-44			45-54			55-64			65+		
		Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across	Counts	Percentage down	Percentage across		
Total		1000	100.0%	150	100.0%	15.0%	160	100.0%	16.0%	180	100.0%	18.0%	160	100.0%	16.0%	150	100.0%	15.0%	200	100.0%	20.0%
Are you planning to attend the Durham Lumiere 2013 festival this year?		Base: All respondents		1000	100.0%	150	15.0%	160	16.0%	180	18.0%	160	16.0%	150	15.0%	200	20.0%				
Yes - definitely		39	3.9%	10	6.7%	25.8%	18	11.0%	44.7%	5	2.8%	12.7%	3	1.8%	7.4%	4	2.4%	9.3%	0	0.0%	0%
Yes - maybe		45	4.5%	15	9.7%	32.0%	13	8.2%	29.0%	10	5.4%	21.3%	4	2.3%	8.0%	2	1.5%	4.8%	2	1.1%	5.0%
No		868	86.8%	115	76.5%	13.2%	122	76.1%	14.0%	159	88.3%	18.3%	149	92.9%	17.1%	141	94.2%	16.3%	183	91.5%	21.1%
Don't know		47	4.7%	11	7.1%	22.6%	7	4.7%	16.0%	6	3.5%	13.5%	5	3.0%	10.3%	3	1.9%	6.1%	15	7.4%	31.4%