



Borealis: visitor survey

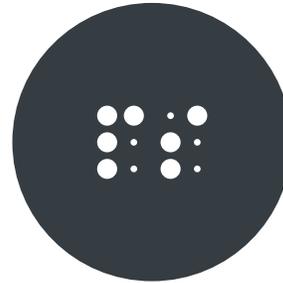
December 2021



Methodology:



The online survey was sent out via Eventbrite to those who had booked a ticket to see Borealis.



1,183 attendees completed the survey.



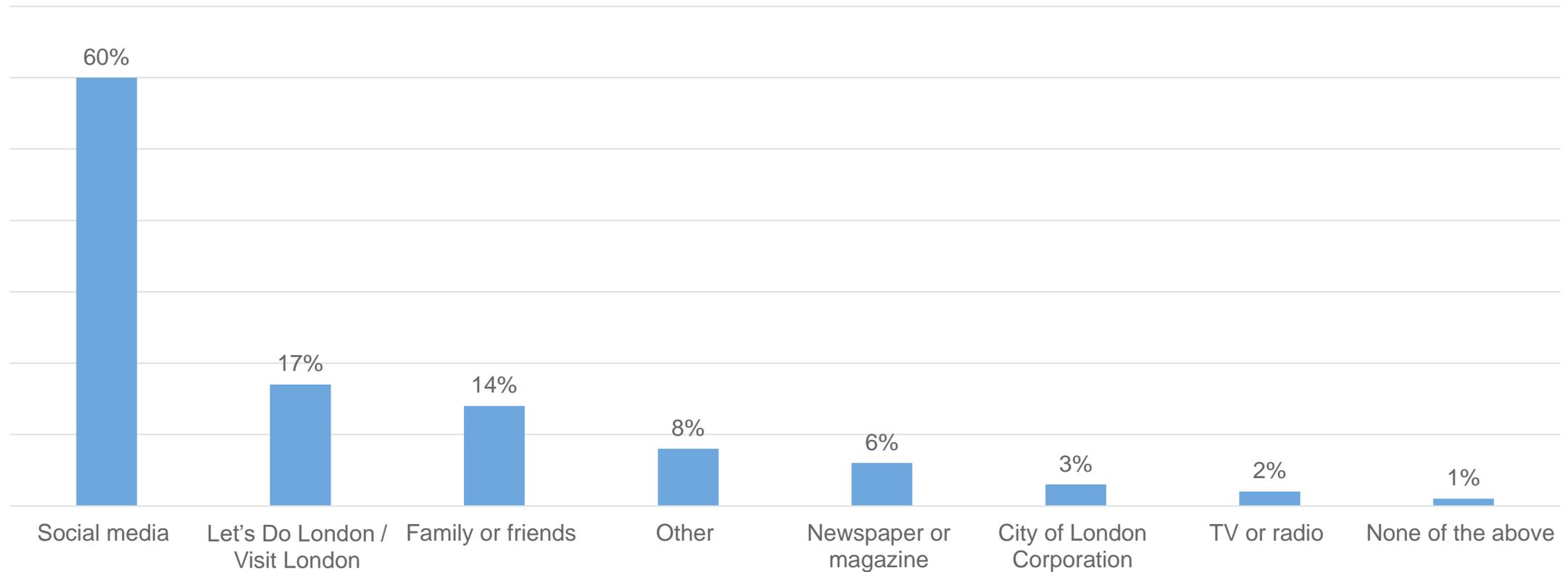
The survey closed on 31st December.



Respondents had the chance to win a membership for the Barbican Centre.

Respondents mostly heard about Borealis via social media. Almost 1 in 5 heard about it through the Let's Do London / Visit London website.

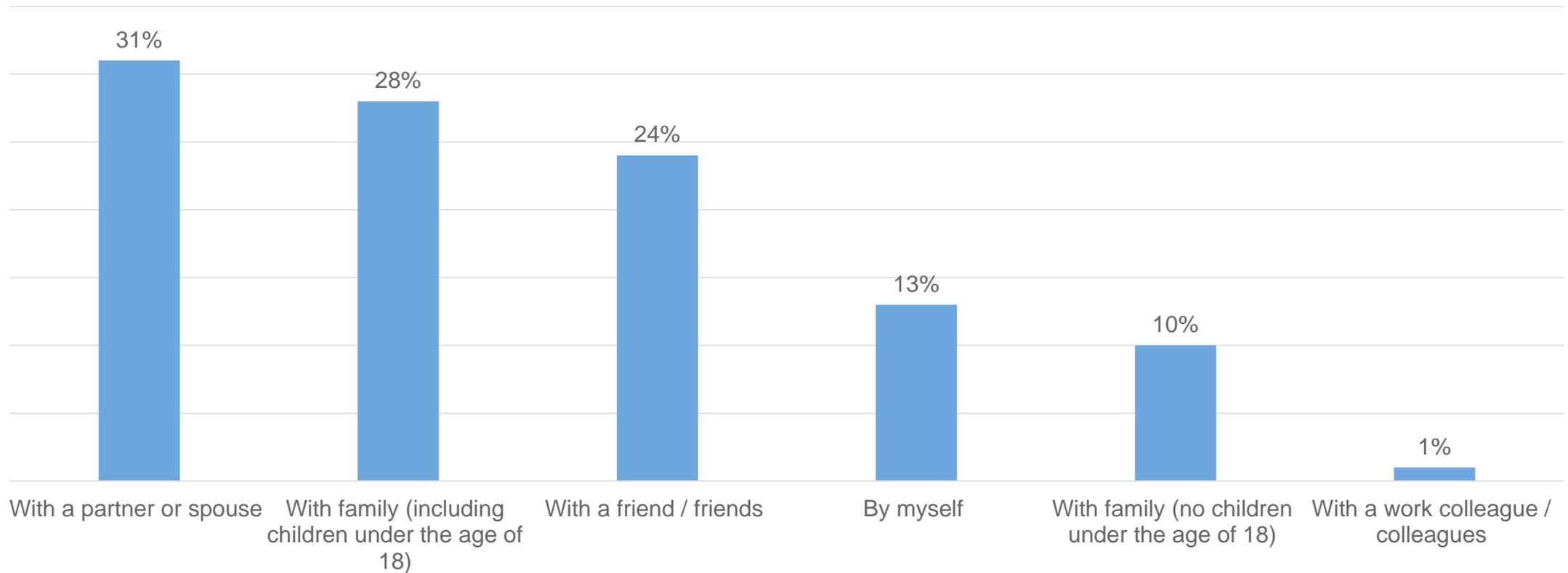
How did you hear about Borealis?



Question: How did you hear about Borealis? (Please tick all that apply)

28% of respondents went to Borealis with children and 24% went with friends.

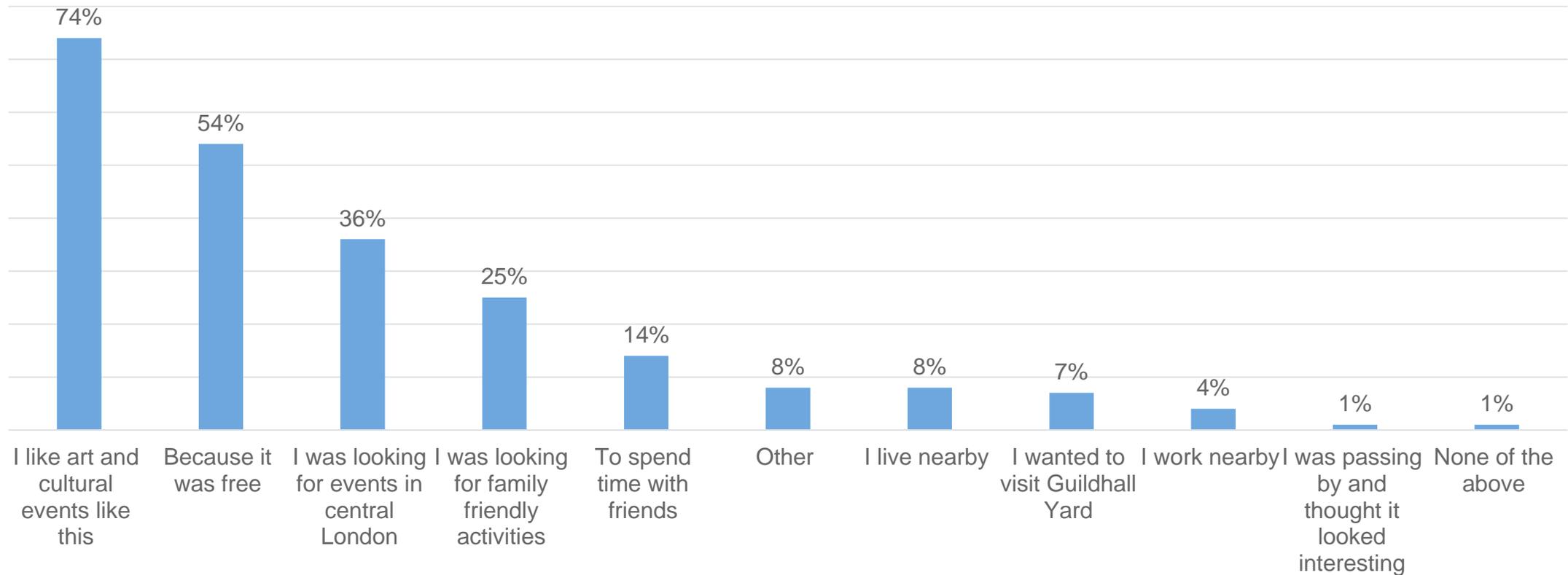
Who did you go to Borealis with?



Question: Who did you go to Borealis with? (Please tick all that apply)

An interest in art and cultural events was the main reason for visiting Borealis, followed by the installation being free to attend and the fact that it was in central London.

Main reasons for visiting Borealis

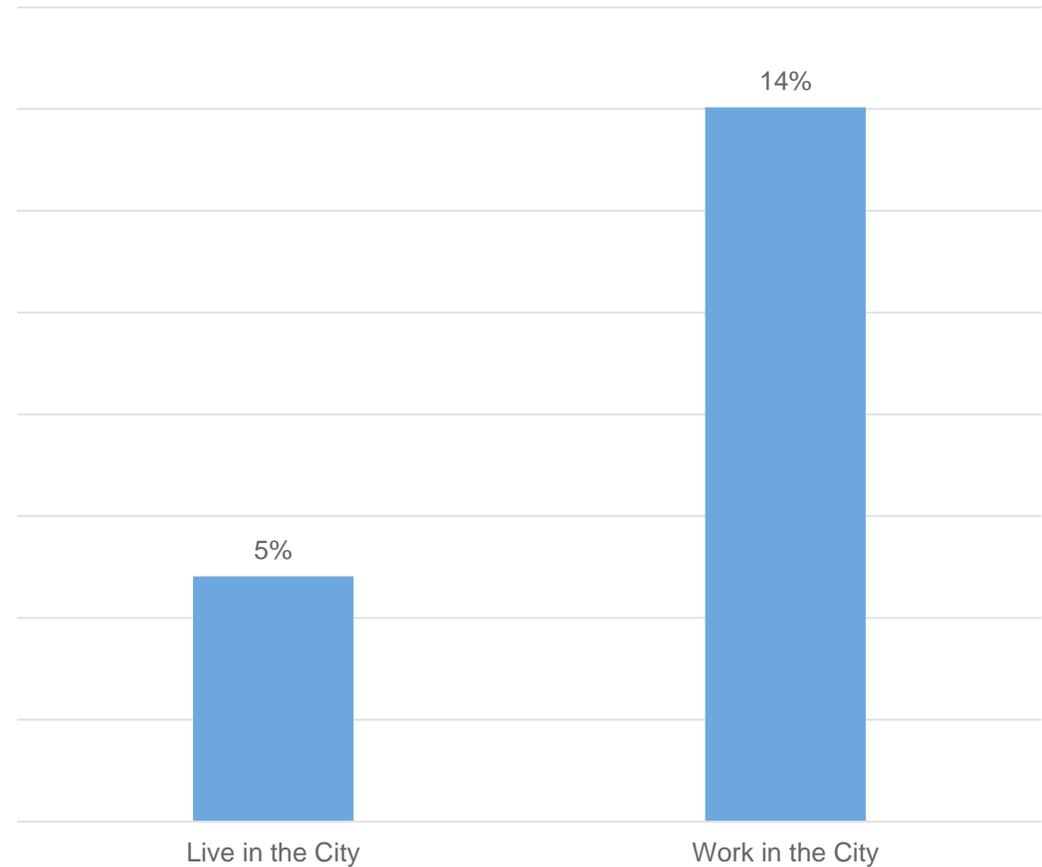
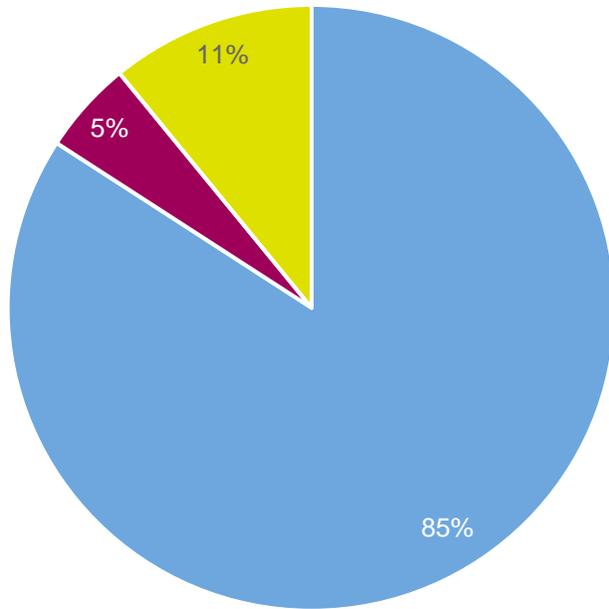


Question: Which two or three, if any, of the following were your main reasons for visiting Borealis? (Please tick up to three)

85% of respondents live in London and a further 5% work but don't live in London.

5% of respondents live and 14% work in the **City of London**.

- I live in London
- I work in London but don't live in London
- I am a visitor – I don't live or work in the London

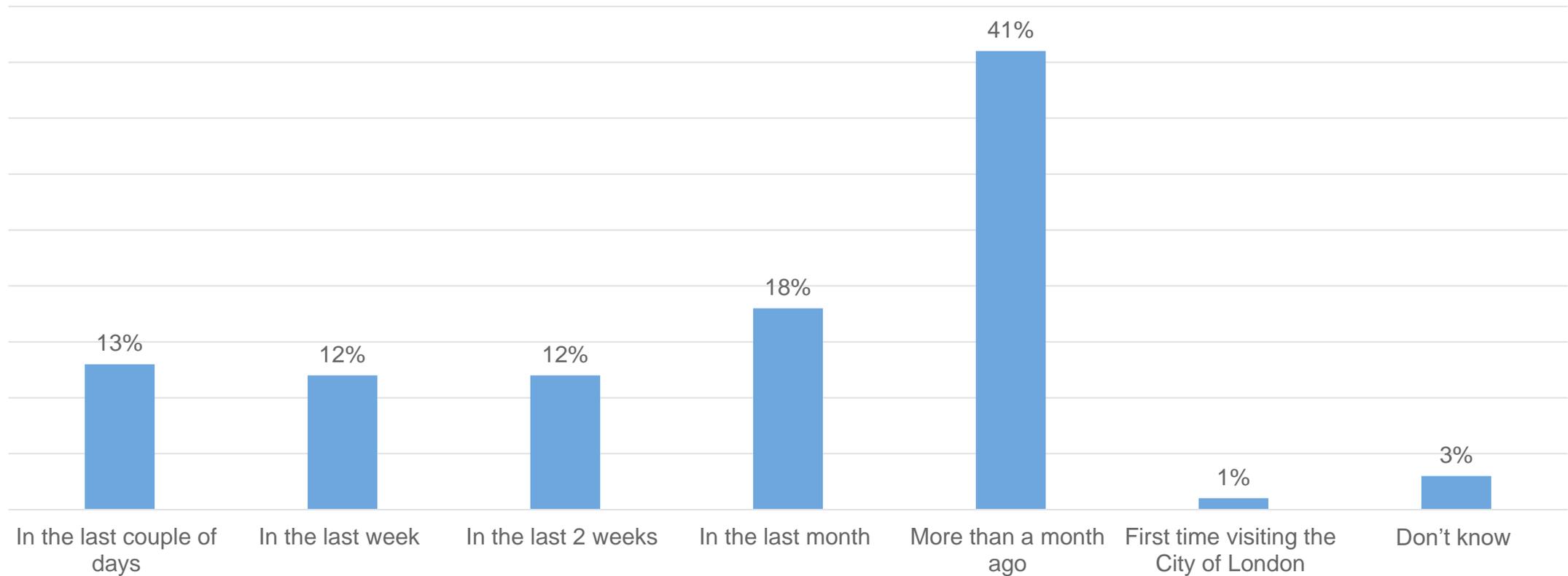


Question (L): Which of the following applies to you?

Question (R): Do you [live / work] in the City of London? By the City of London, we mean the 'Square Mile' between Chancery Lane and the Tower of London

25% of respondents had been to the City in the previous week whereas 42% had not visited within the previous month or had never visited before.

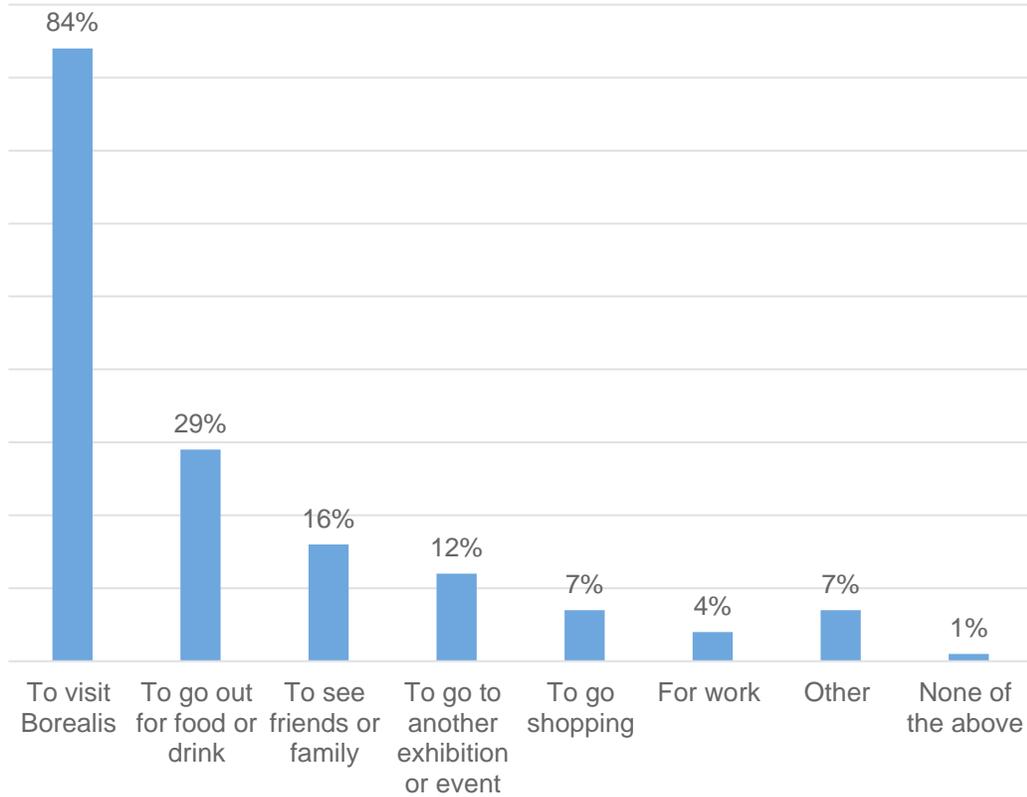
When was the last time you visited the City of London?



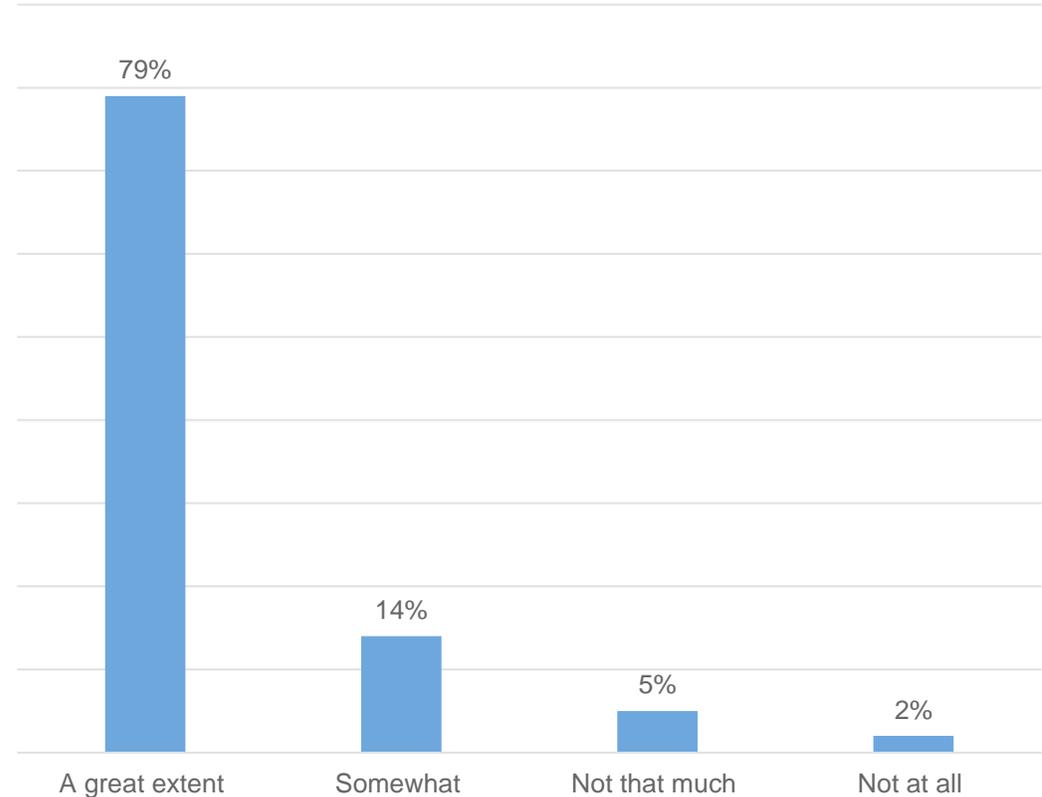
Question: Before going to Borealis, when was the last time you visited the City of London? By the City of London, we mean the 'Square Mile' between Chancery Lane and the Tower of London

The large majority of respondents visited the City on the day because of Borealis.

Main reasons for going into the City of London



Extent to which Borealis influenced their visit



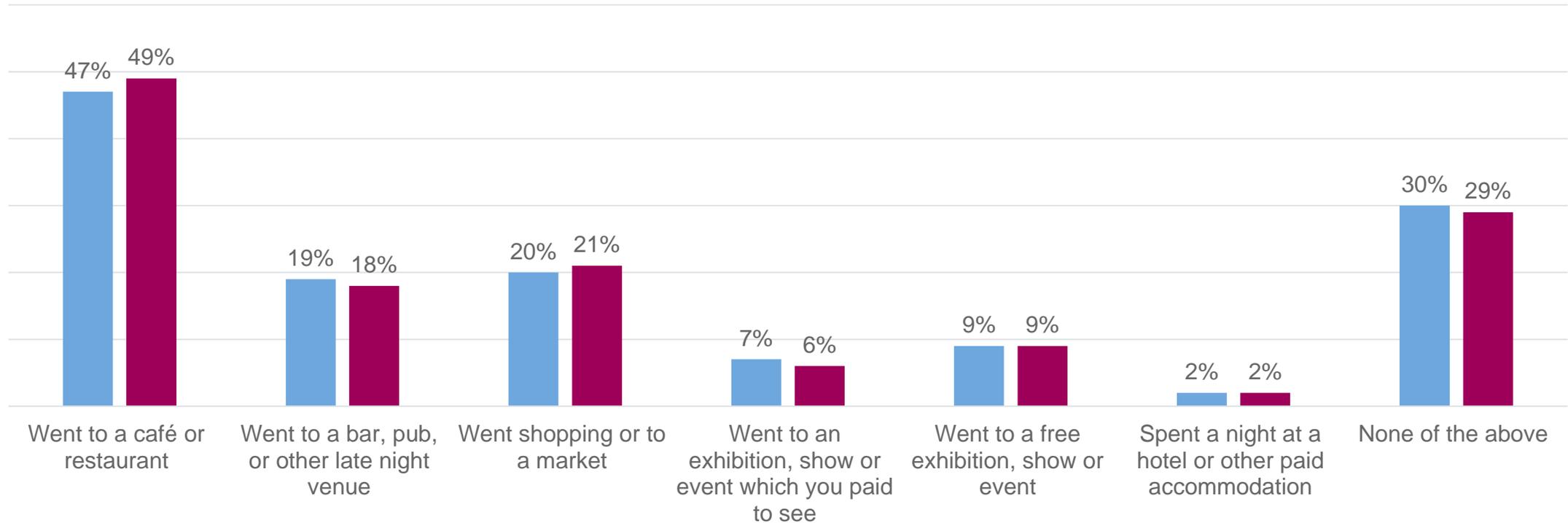
Question (L): Thinking about when you visited Borealis, which two or three, if any, of the following were your main reasons for going into the City of London that day? (Please tick up to three)

Question (R): And to what extent, if at all, would you say Borealis influenced your decision to visit the City of London that day?

47% of respondents went to a café/restaurant before or after going to Borealis and 19% went to a bar/pub/other late-night venue. These numbers were similar among those who visited the City specifically to see Borealis.

Activities before or after going to Borealis

■ all respondents ■ visited the City because of Borealis*

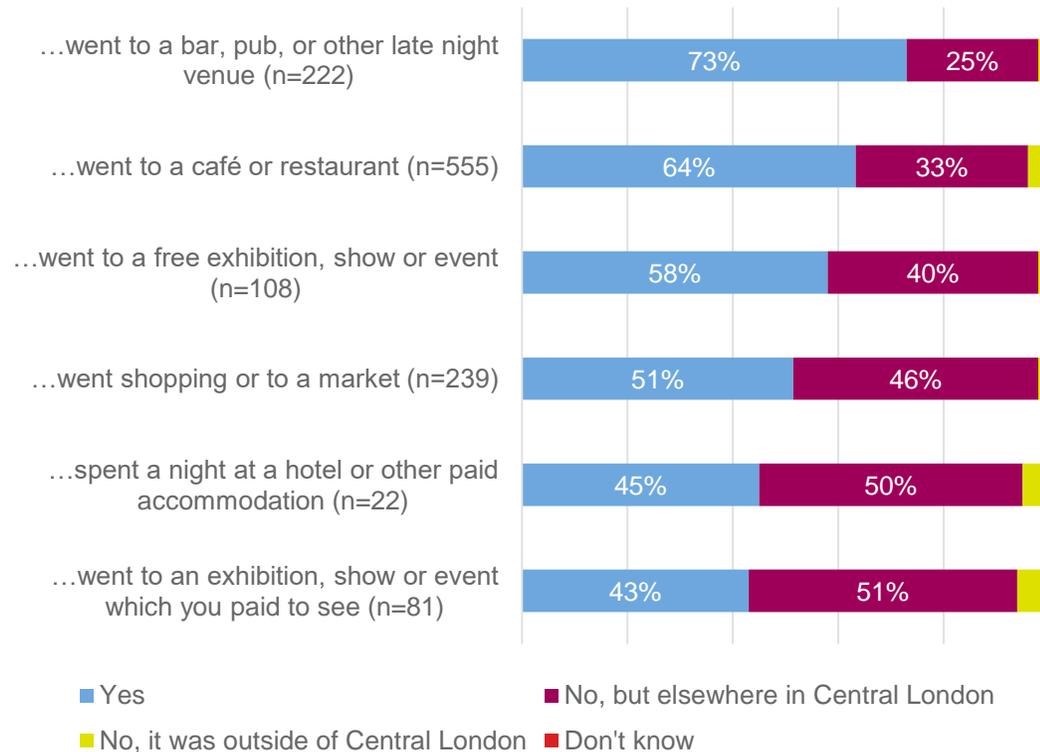


Note: *those who said Borealis influenced their decision to visit the city 'To a great extent' or 'Somewhat' (n=1,039)

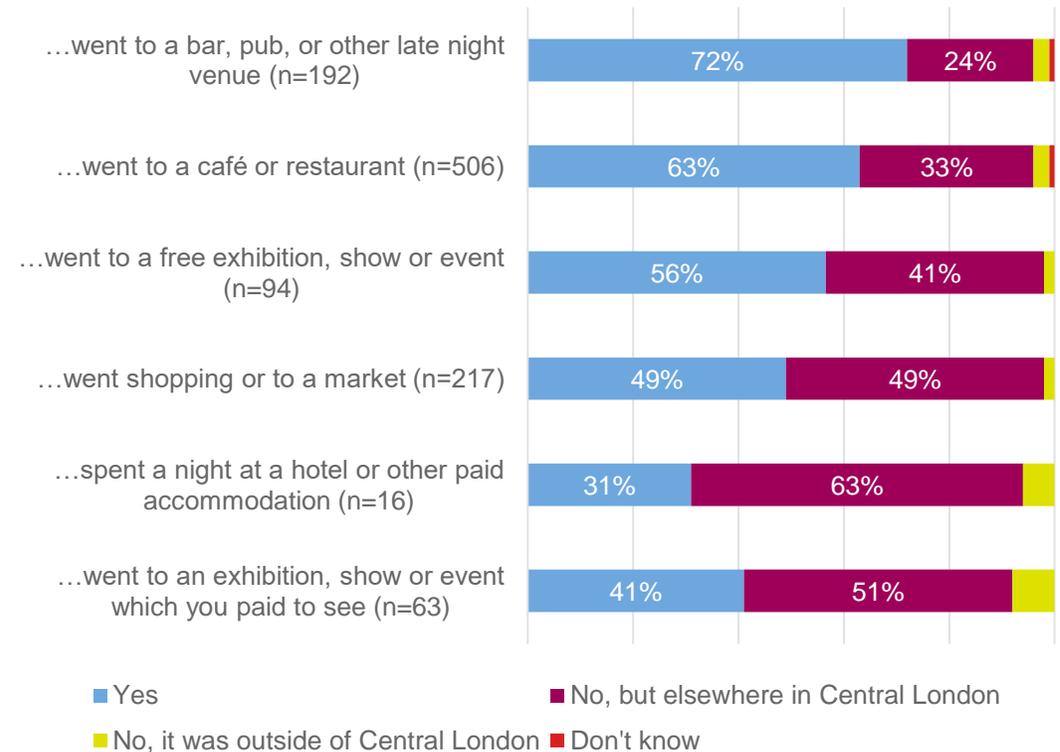
Question: Did you do any of the following before or after going to Borealis? (Please tick all that apply)

The majority of those who went to a café/restaurant or a bar/pub/other late-night venue before or after seeing Borealis did so in the City.

You said you ... was that in the City of London?
(all respondents)



You said you ... was that in the City of London?
(visited the City because of Borealis*)



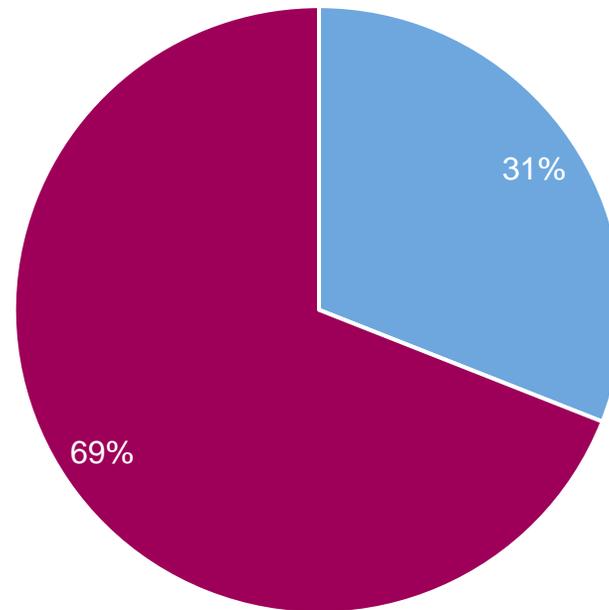
Note: *those who said Borealis influenced their decision to visit the city 'To a great extent' or 'Somewhat' (n=1,039)

Question: You said you [activity] – was that in the City of London?

Just under a third of respondents bought food or drink whilst at Borealis.

Did you buy any food or drink whilst at Borealis?

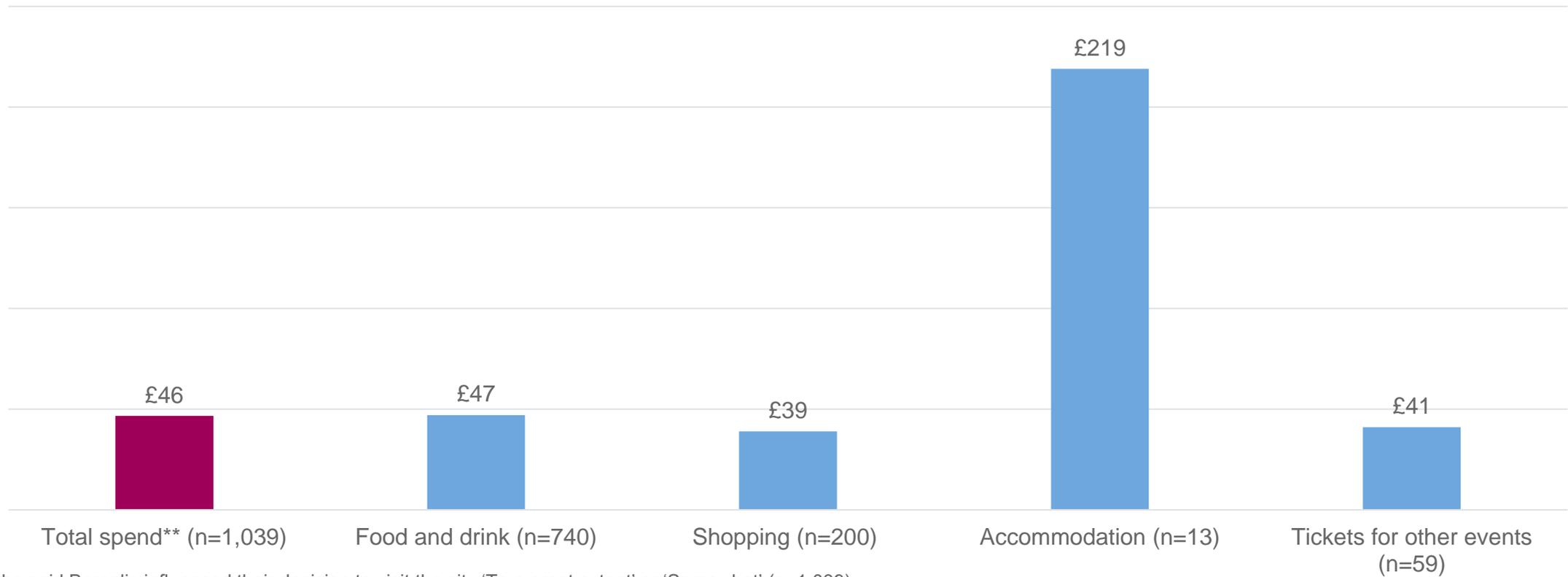
■ Yes ■ No



Question: Did you buy any food or drink whilst at Borealis?

Respondents spent on average £46 as a result of visiting Borealis.

Average spend (those who visited the City because of Borealis*)



Note: *those who said Borealis influenced their decision to visit the city 'To a great extent' or 'Somewhat' (n=1,039)

Note: ** average total spend was calculated by dividing total spend by the number of respondents who were influenced to visit (n=1,039); average spend for individual costs were calculated by dividing total spend for that cost by the number of respondents who provided an estimate spend for that cost.

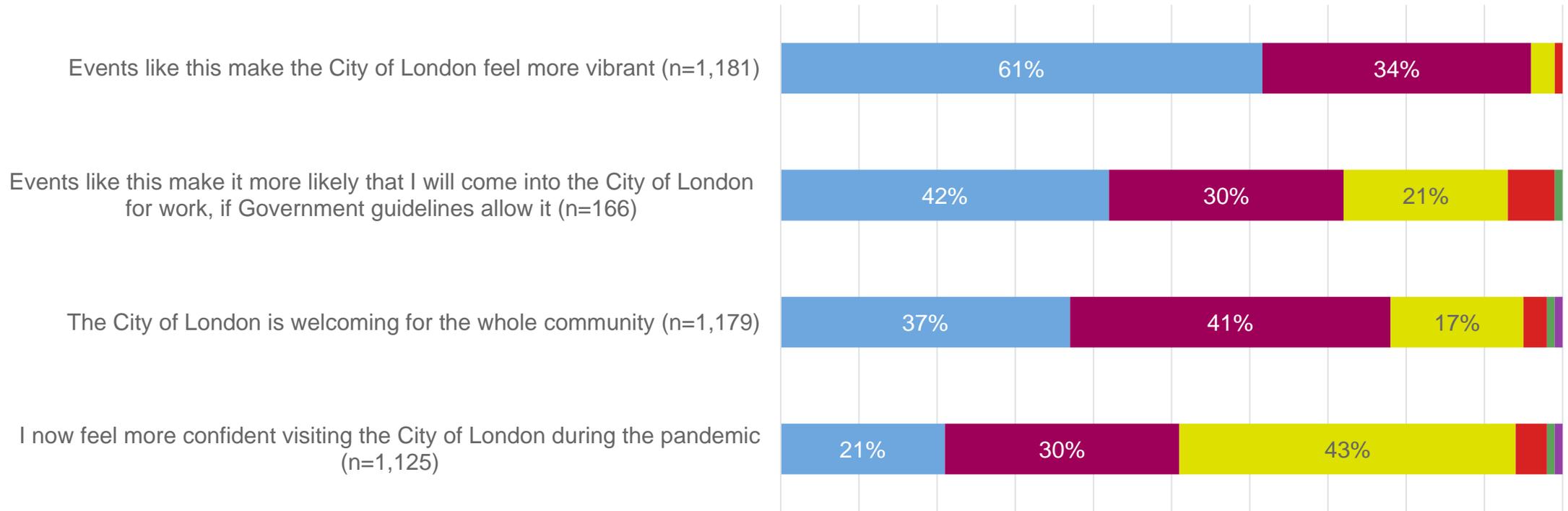
Question: And for each of the following, roughly how much money do you think you spent as a result of your visit to Borealis? It doesn't matter if you don't know exactly, your best estimate will be fine.

95% of respondents think events like Borealis make the City feel more vibrant and 78% think the City is welcoming for the whole community.

51% feel more confident visiting the City during the pandemic after having attended Borealis.

To what extent do you agree or disagree with the following statements

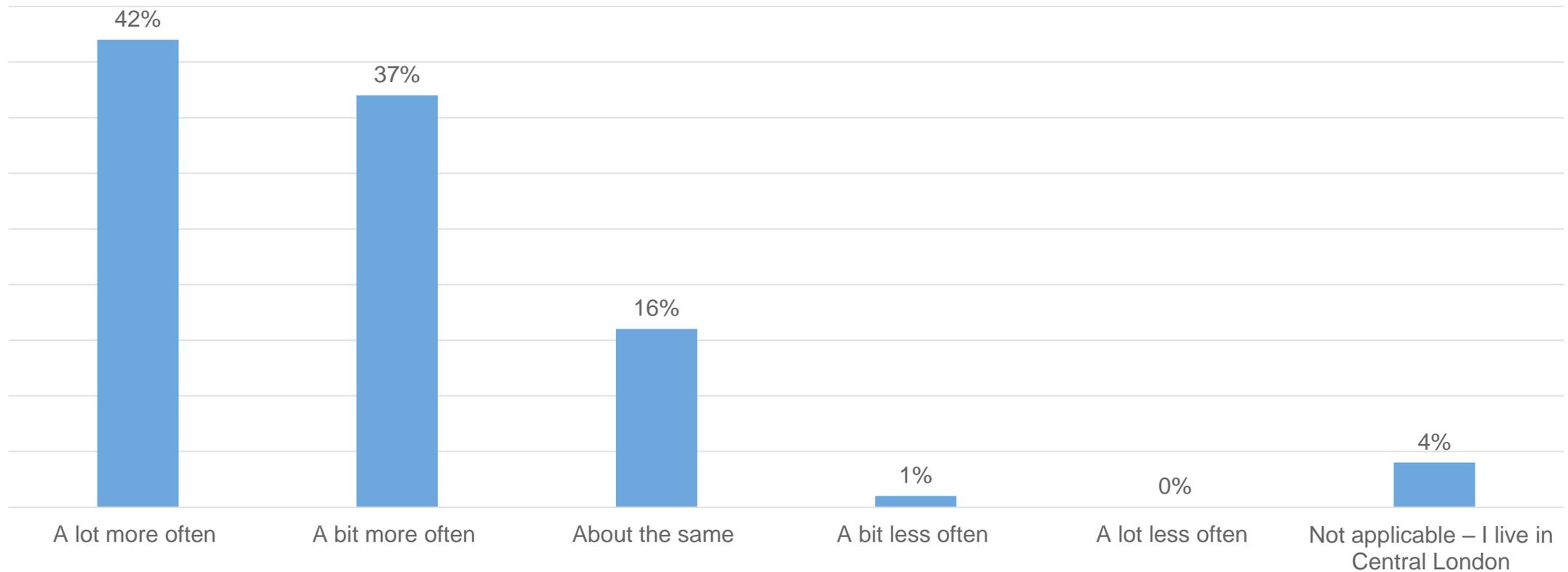
■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree ■ Don't know



Question: Thinking about your experience of Borealis, to what extent do you agree or disagree with the following statements?

79% of respondents would visit Central London more often if more events like Borealis were held.

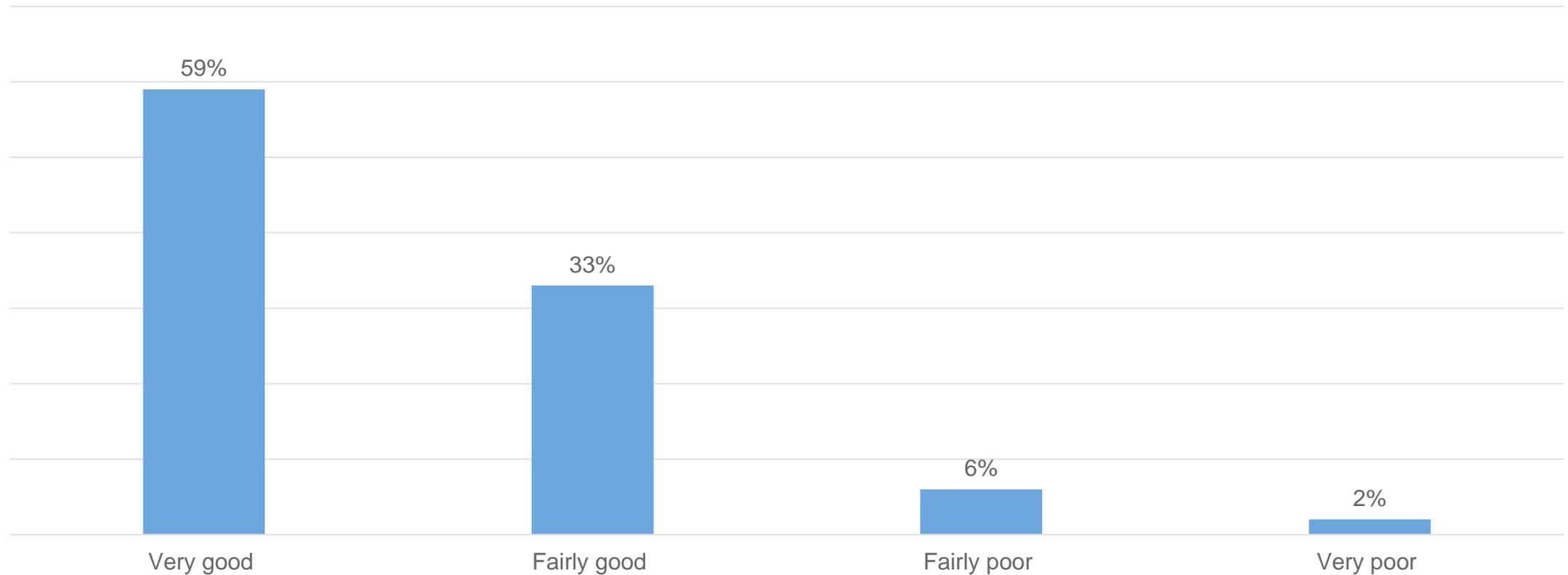
Likelihood to visit Central London if more events like this were held



Question: If more events like this were held in the Central London, do you think you would visit Central London more often, less often, or about the same as you currently do? By 'Central London', we mean roughly Zone 1. This includes the City of London as well as places like the West End, Southbank, Oxford Street, Westminster, Shoreditch and Hyde Park.

92% of respondents rated Borealis as very or fairly good, whereas 8% thought it was poor.

How would you rate the Borealis installation?

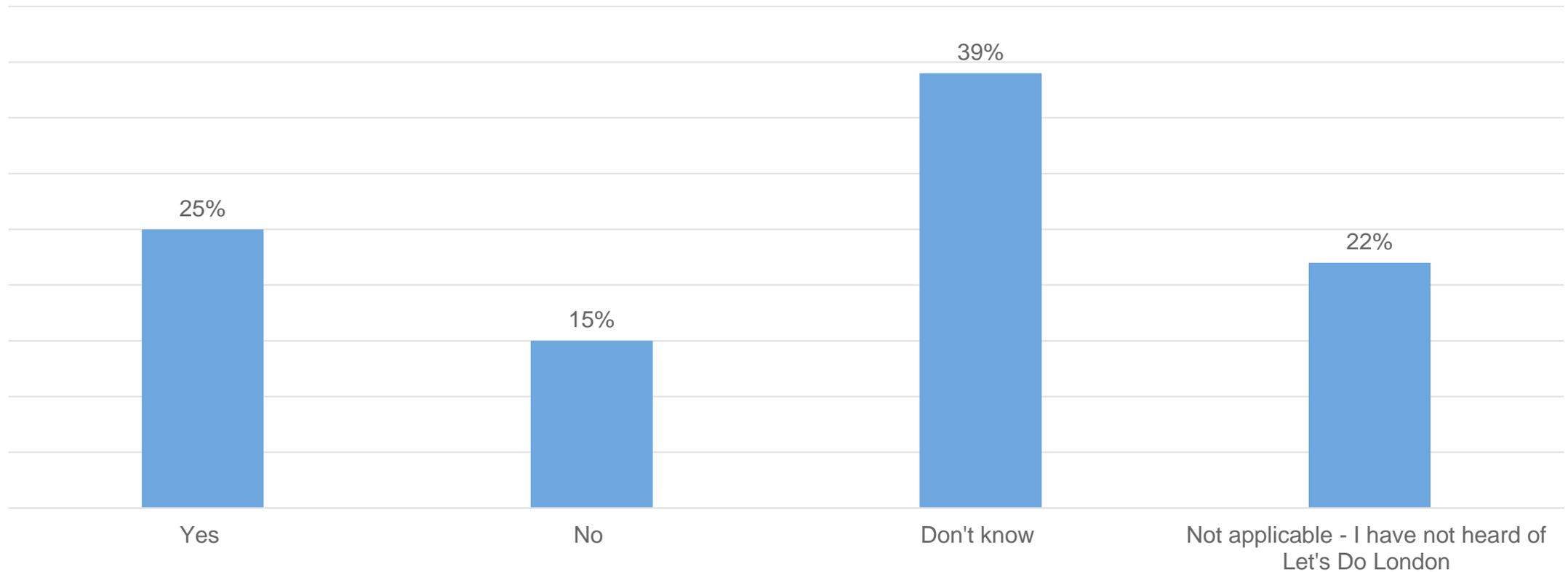


Question: Overall, how would you rate the Borealis installation?

A quarter said they had already visited or plan to visit other Let's Do London events this winter.

22% of respondents had not heard of Let's Do London.

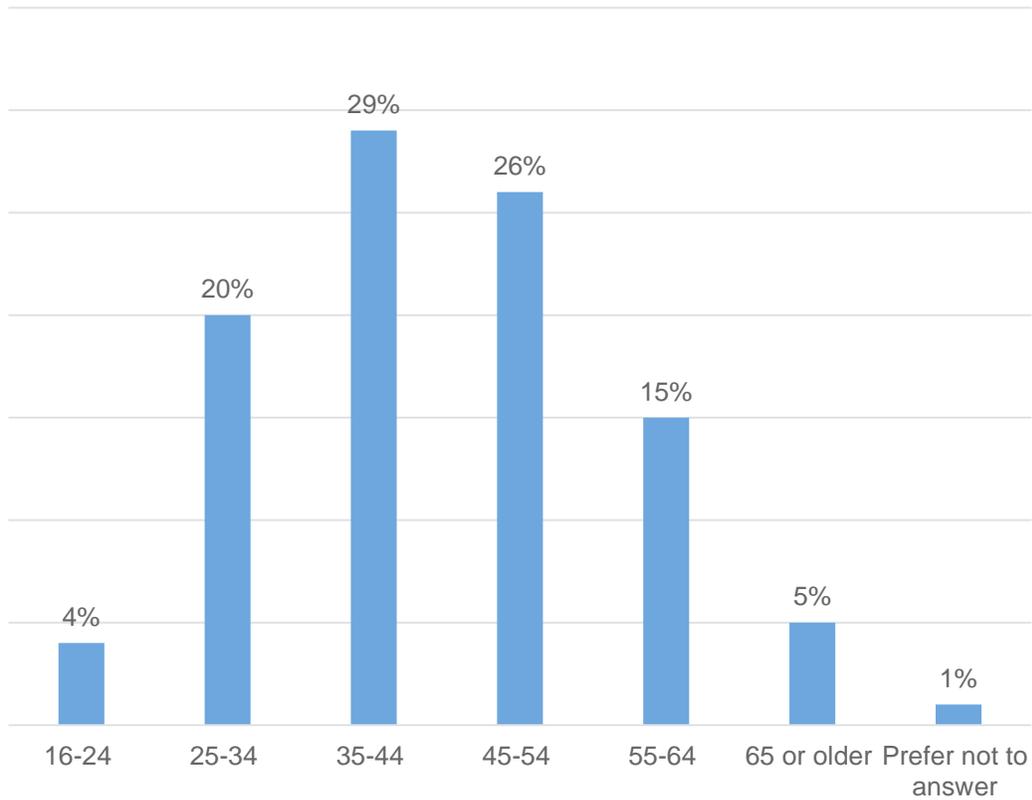
Visited or plan to visit any other Let's Do London events this winter?



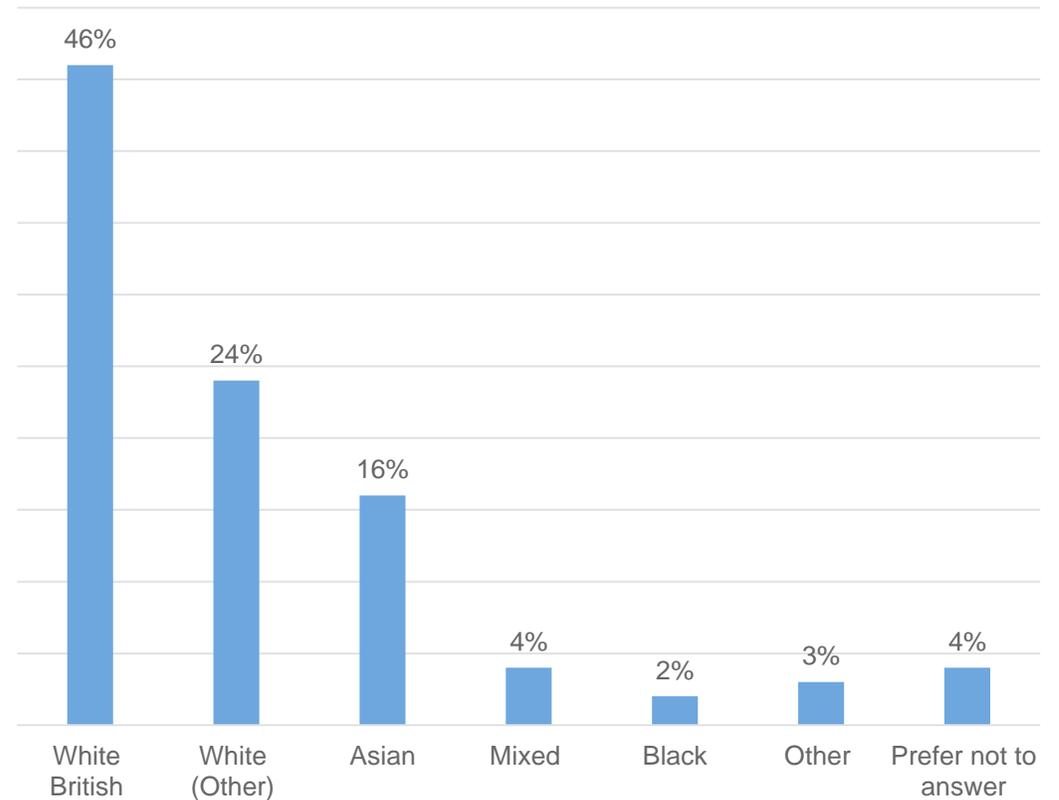
Question: Have you visited, or do you plan to visit, any other Let's Do London events this winter?

Demographic breakdown of respondents:

Age



Ethnicity



Question (L): What is your age?

Question (R): What is your ethnic group?



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