

 the audience agency

Notting Hill Carnival 2018

Audience Evaluation report

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Executive Summary

This study shows that the visitors to Notting Hill Carnival, as with other outdoor arts events, are responsive to being surveyed across both days (corroborated by the ICMUnlimited study which has been undertaken over a number of years). There were therefore no issues with fieldwork at the event.

Overall the audience is representative in terms of cultural engagement of the population of London across the higher, middle and lower engaged audiences. While this parity is a feature of outdoor arts, the Carnival's ability to engage audiences in equal measure from those who are lower engaged with cultural activity is notable (37% in the population compared to 38% attendance).

Ethnically the audience for the Notting Hill Carnival Parade is over-represented compared to the Greater London population for Black or Black British ethnicity at 29% (compared to 13% in the population).

The geographic reach of the event identifies the Notting Hill Carnival as a nationally (and internationally) significant event. In terms of impacts for the city it is clearly an event that has significance. There are also therefore implications for economic impact (which was not asked in the TAA study, however the ICMUnlimited study in asking about spend suggests a significant economic impact).

Its significance is corroborated by the large proportion of people visiting the area specifically for the event (72%). And 85% who saw the Parade.

The quality of the Parade is also high with ratings of 88% at very good or good. Over half would also recommend the event quoting the atmosphere as 'amazing' and 'fun'. The study also

recorded that 8% of respondents were involved in the event as a performer, volunteer or in some other way.

The comparison to the ICMUnlimited study matches the findings from the TAA study. Differences may be accounted for because the ICM study was undertaken on one day of the event and across the whole event (not just the Parade). The TAA study included the family oriented Sunday which may have attracted a broader demographic to the Monday.

Age ranges, gender, group type, London residence and top London Borough residence are comparable within a margin or error between the two studies. Ethnicity differs in the White Other category with 12% in the TAA study and 27% in the ICMUnlimited.

In terms of behaviours the TAA study recorded a slightly higher level of repeat attenders at 63% compared to 50% in the ICMUnlimited study. And finally, the quality measures were comparable - 98% rated the Parade very good or good in the TAA study and the rating for the whole event was 8.59 out of 10 for the ICMUnlimited study.

In the future it makes sense to combine the studies from the perspective of an overall understanding of visitors to the Notting Hill Carnival. However, it should be noted that the purpose of each is slightly different. The ICMUnlimited study has a focus on the relationship between the event and the Mayor of London and representation of the particular communities there. The TAA study while also concerned with representation also included questions about participation, and is oriented towards those who are engaged with the Parade and the artistic content.

Introduction

Background

There are a number of Arts Council England NPO organisations who present their work at the Notting Hill Carnival. Little evaluation work has been undertaken at the Carnival in recent years, and there is a requirement for ACE NPOs to improve their understanding of their audiences over the period 2018-2022. However, it can be challenging to gather robust data at outdoor events such as Carnival.

This project was designed to test what and how much data can be collected at such events. While the ambition was to get a robust sample, it is a pilot.

The GLA had also commissioned research at the Notting Hill Carnival as part of their events tracking, delivered by ICMUnlimited. The research findings of that study are therefore compared to those of this study.

Objectives

The objectives for this piece of research were split into two areas - understanding the profile and experiences of the carnival audience, and testing the feasibility of conducting such research. Therefore, the objectives can be summarised as follows:

- To test out fieldwork and data gathering at the Carnival:
 - Is it possible to reach a robust number of respondents within typical time and budget constraints?
 - Understand refusals - Is the level of refusals in line with what we usually see for face to face research? On what grounds are people refusing? Are refusals likely to skew the sample?
 - Do the conditions (space, noise, weather) limit the viability of a traditional face to face approach?
- Describe the Carnival audience in the following terms:
 - Demographics - gender/identity, age, ethnicity, disability or health issues
 - Group size and make-up
 - Geography - place of residence
 - Purpose of visit - specifically for the Carnival or 'came upon it'
 - Previous attendance at Notting Hill Carnival or others
 - Experience and ratings

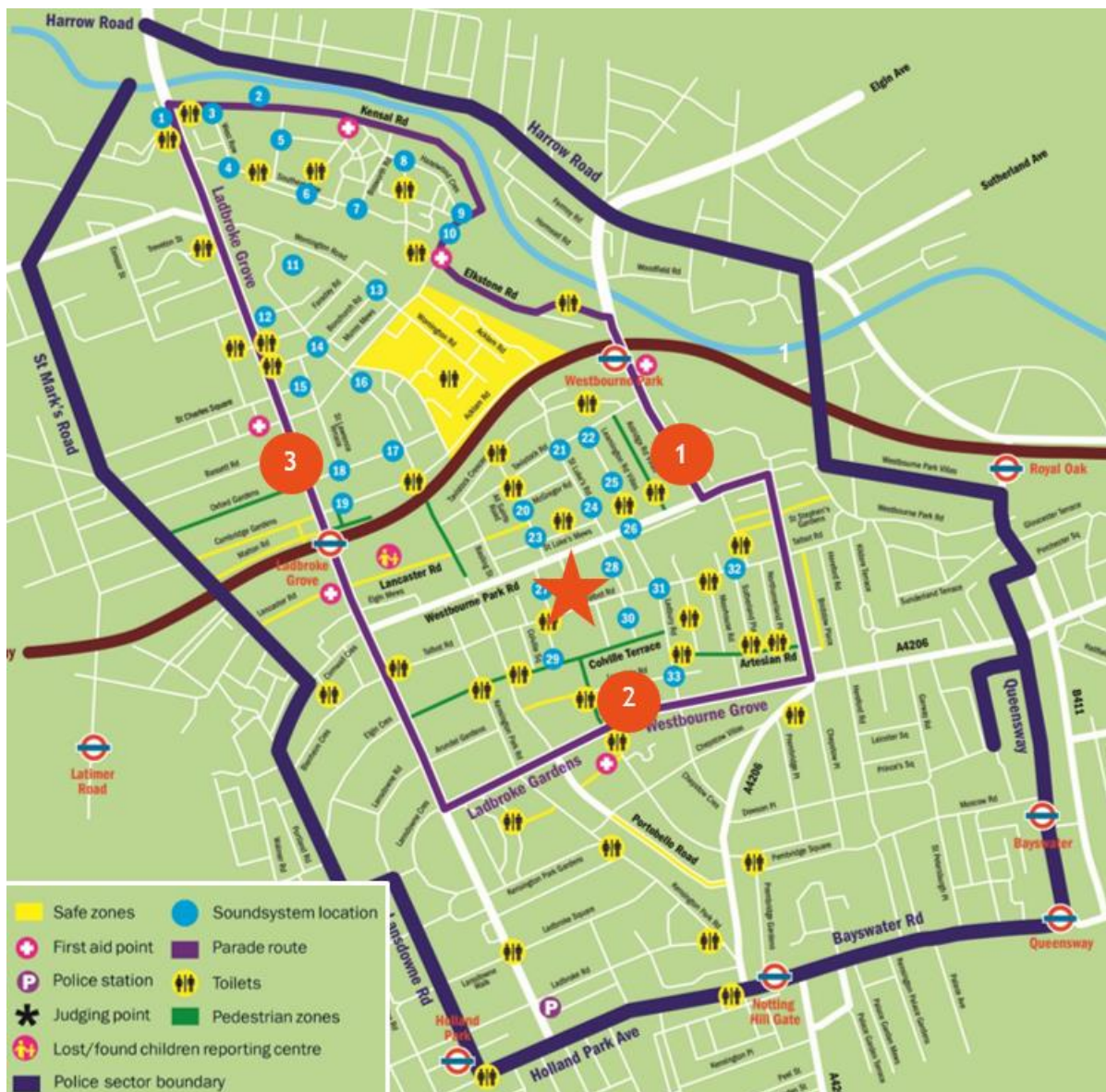
Methodology

A survey was designed based on standard Audience Finder questions, to allow for comparison with the population as a whole and other benchmarks, and to allow Carnival data to be added to the overall Audience Finder data set.

The survey was delivered by a team of trained fieldworkers, with eight interviewers delivering the survey between 12pm and 3pm on each day of the Carnival.

The target for each interviewer was **eight interviews per hour**, with an overall target of **384 interviews** over the two days.

Interviewers were located at the Judging Zone on Westbourne Park Road/Great Western Road (red circle number 1 on the map below), the Judging Zone on Westbourne Grove (red circle number 2), and on Ladbroke Grove (3).



The questionnaire (available in the appendices) was kept as short as possible, to maximise response rate and minimise bias. The target sample size was 384 completed interviews.

Sample size and margin of error

In total 415 interviews were completed, giving a maximum margin of error of +/-5% at the 95% confidence rate. This means that for each result given in this report we can be 95% confident that the result we see is within 5% of the 'true' result, i.e. the result we would have seen had all attenders at the Carnival between midday and 3pm been interviewed.

Please note that this research only describes those on site between midday and 3pm; many of these will have also been at the Carnival after 3pm, however the audience was likely to have changed to some extent during the course of each day.

Testing the methodology

Overall success factors

This research suggests that it is possible to use a traditional face-to-face survey as a viable method for conducting audience research at Carnival events. The key success factors in this case were:

- Short questionnaire
- Professional fieldworkers
- Clear briefing
- On-the-day management
- (Relatively) short shift
- Research conducted early in the day

It is worth remembering that this research focussed on the Carnival Parade; the same methodology may not have been as effective at describing the audience for Notting Hill Carnival as a whole.

A viable target

The target of eight interviews per interviewer per hour was significantly higher than usual for face to face interviews. This was for a number of factors, both due to the nature of the event and practical elements such as budget.

The survey was designed to be as short as possible, in order to maximise the number of interviews possible per hour.

The likely high footfall, large footprint of the Carnival area, and large number of visitors allowed us to assume a near constant supply of interviewees.

Whether the target was achievable was in itself something of an unknown, and it was to some extent an aspiration based on an overall target of 380 or more (to ensure a reasonably small margin of error in the results) whilst acknowledging the relatively short window during which interviews could be conducted, and the cost involved with deploying large numbers of fieldworkers over a bank holiday weekend.

In the end, 415 interviews were completed - an average of 8.6 per interviewer per hour. Whilst it's perhaps not realistic to *expect* to achieve this completion rate for future Carnival (or similar) research, it is at least a guide to what may be possible.

Understanding refusals

Interviewers reported very few refusals, and did not note any particular pattern to the refusals - in terms of the demographics of those refusing, their reasons, or the time of the interview. As such, the refusals experienced are unlikely to have had a significant impact on the audience profile as described by this research.

The use of professional fieldworkers likely helped keep the number of refusals down, due to their experience and training.

Carnival-specific considerations

We did not find that the conditions at Carnival, in terms of space, noise, and weather, limited the viability of a traditional face to face survey. A few factors played into this:

- The shifts took place between 12 and 3, i.e. before peak time. Had the interviews continued later into the day, it is likely that issues around space and noise would have been more acute.
- Interviews were purposefully carried out in areas which were expected to be (relatively) quiet
- Having said that, the noise of the Carnival Parade and soundsystems meant that interviewers may have struggled to be physically able to continue speaking in a loud voice were the shifts to be much longer
- Although the weather was poor, the interviewers were being paid for their time. Volunteers may not have had the motivation to complete their shifts in heavy rain.

The audience profile

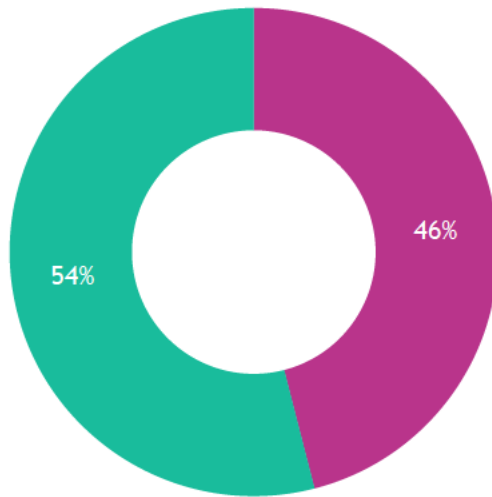
Summary

- For over one third of respondents this was their first time at Notting Hill Carnival, with a further one third of respondents having visited last year, 2017.
- The majority of respondents were visiting as part of a group with other adults (61%). However, around one in five were visiting with children, and the same proportion were visiting alone.
- There was a strong local presence with London residents making up half of all respondents and two thirds of UK-resident respondents. The most strongly represented London Boroughs were Kensington and Chelsea and Ealing, each accounting for 9% of London-resident respondents.
- The 65 respondents visiting from overseas were visiting from 25 different countries, the most common being France and The Netherlands.
- The most prominent Audience Spectrum segments were Metroculturals (29%), Kaleidoscope Creativity (26%), and Experience Seekers (14%).
 - Metroculturals account for 29% of the London population, and are the segment most highly engaged with the arts and culture.
 - Accounting for 32% of the London population, Kaleidoscope Creativity tend to appear at fairly significant levels in London audience profiles despite having relatively low levels of engagement with the arts and culture.
 - Experience Seekers (15% of the London population) are one of the mostly highly engaged segments. They are a diverse urban audience, including students and recent graduates and are interested in a variety of cultural events.
- Respondents were relatively evenly split between those identifying as male and those identifying as female.
- The age profile leaned heavily towards young adults, with almost half (47%) of all respondents being aged between 20 and 34.
- Overall, just over half of respondents identified as BME. One in five respondents identified as Black or Black British Caribbean, and a third identified as White (English/Welsh/Scottish/Northern Irish/British).
- The majority of respondents identified as having no limiting health problem or disability.

Demographics

Gender

Are you ...

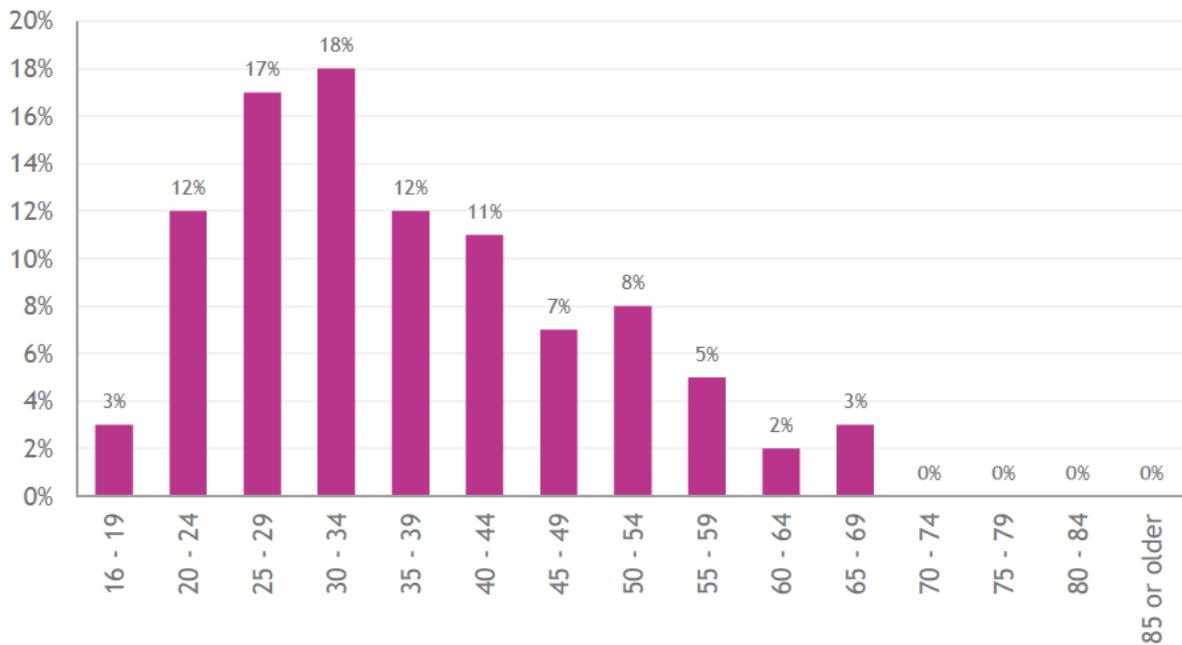


■ Male
■ Female

Base: All respondents (406)

Age

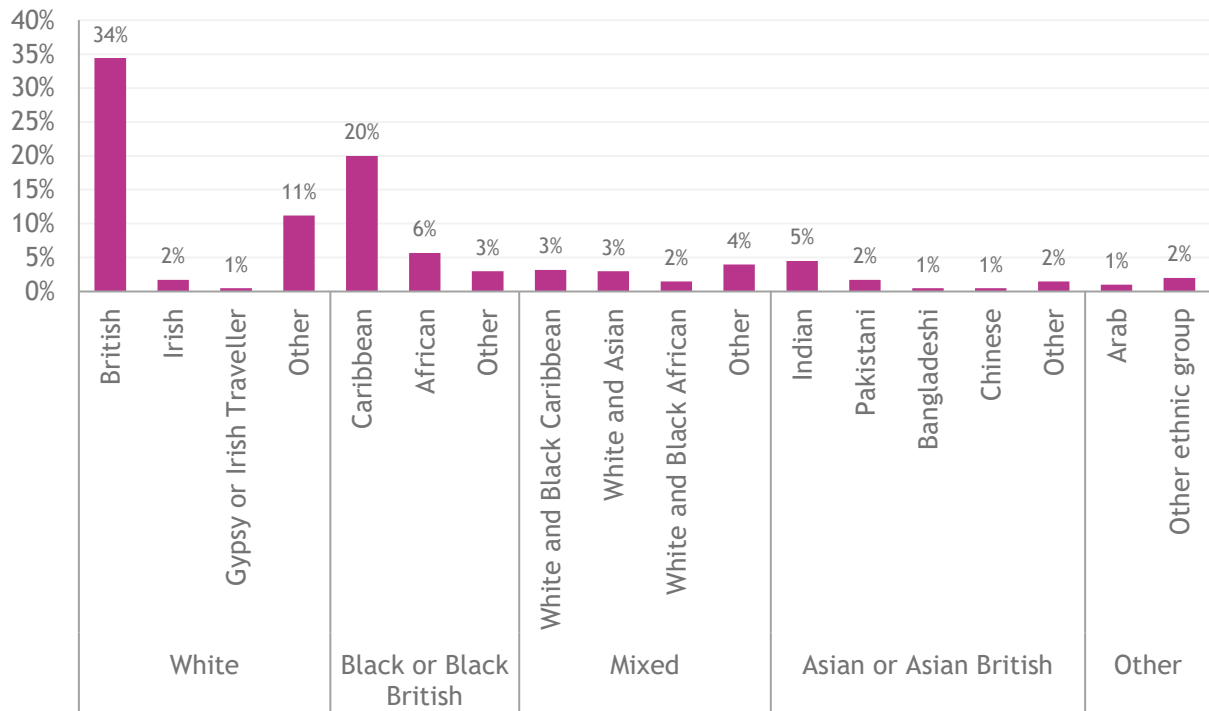
Which of the following age groups do you belong to?



Base: all respondents (414)

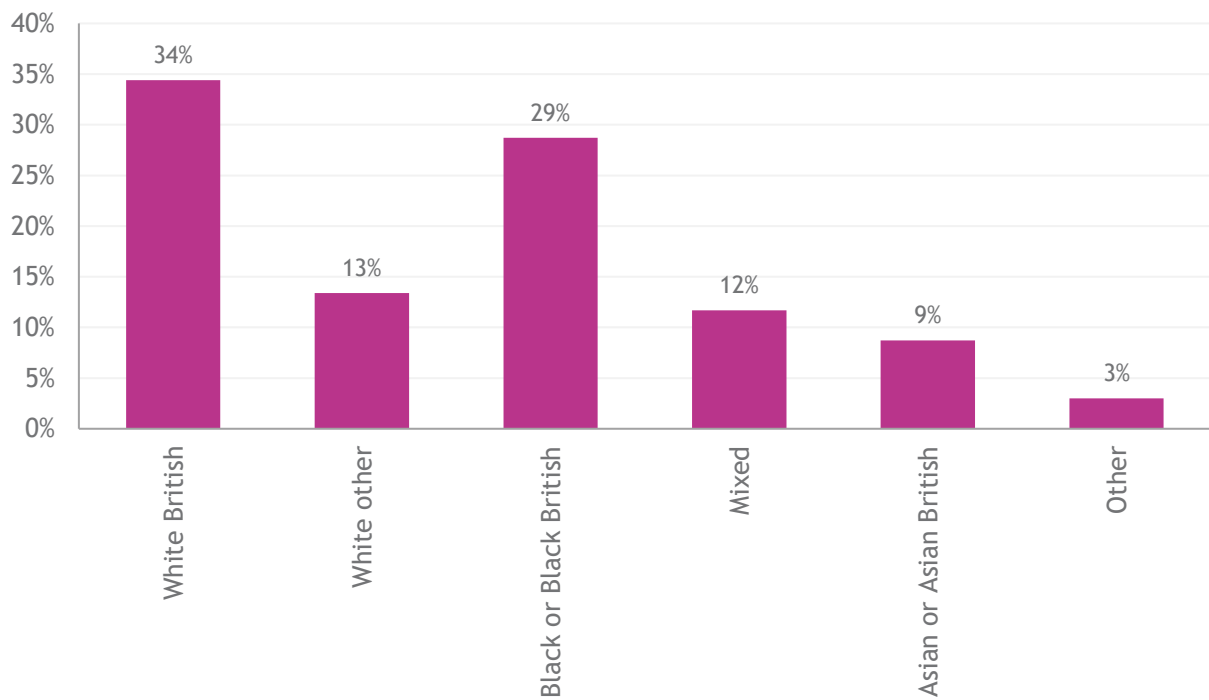
Ethnic Group

What is your ethnic group?



Base: all respondents (401)

Ethnic group (grouped)

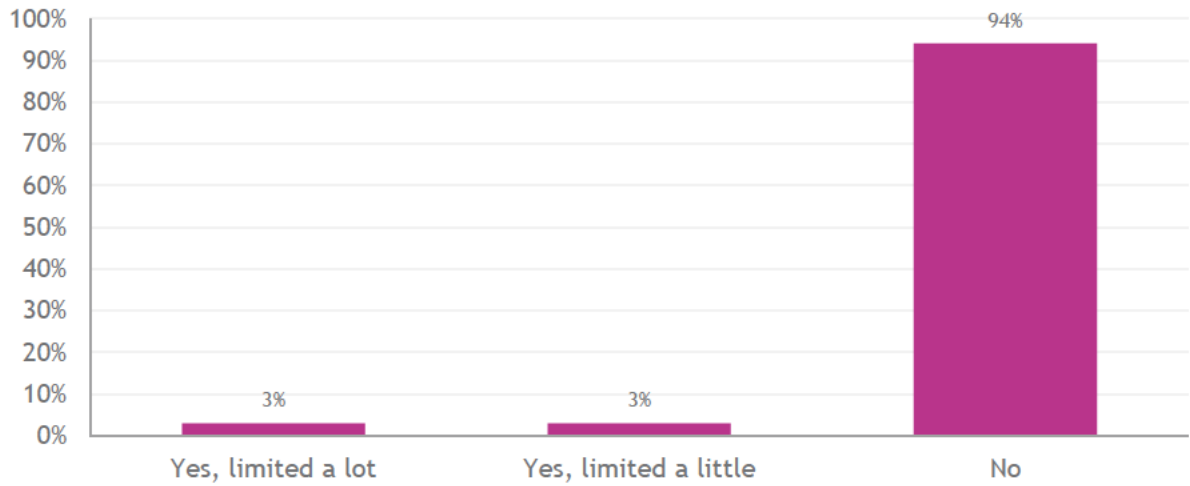


Base: all respondents (401)

Greater London population profile: White 60%, Black or Black British 13%, Mixed Multi-ethnic 5%, Asian or Asian British 18%, Other 3%

Disability

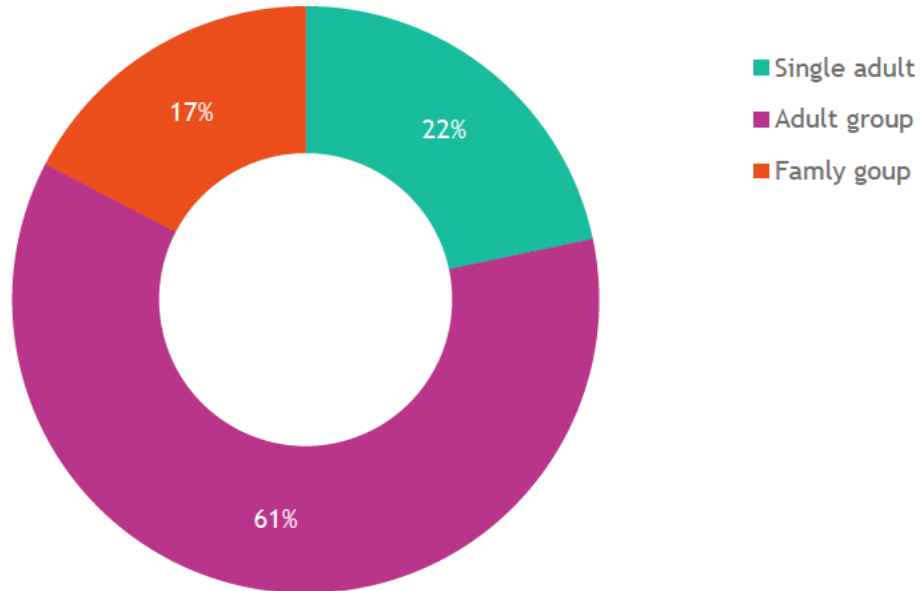
Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?



Base: all respondents (399)

Group type

Derived from: Are you visiting with other people today? and How many of those you are visiting with are aged under 16/16 or older?

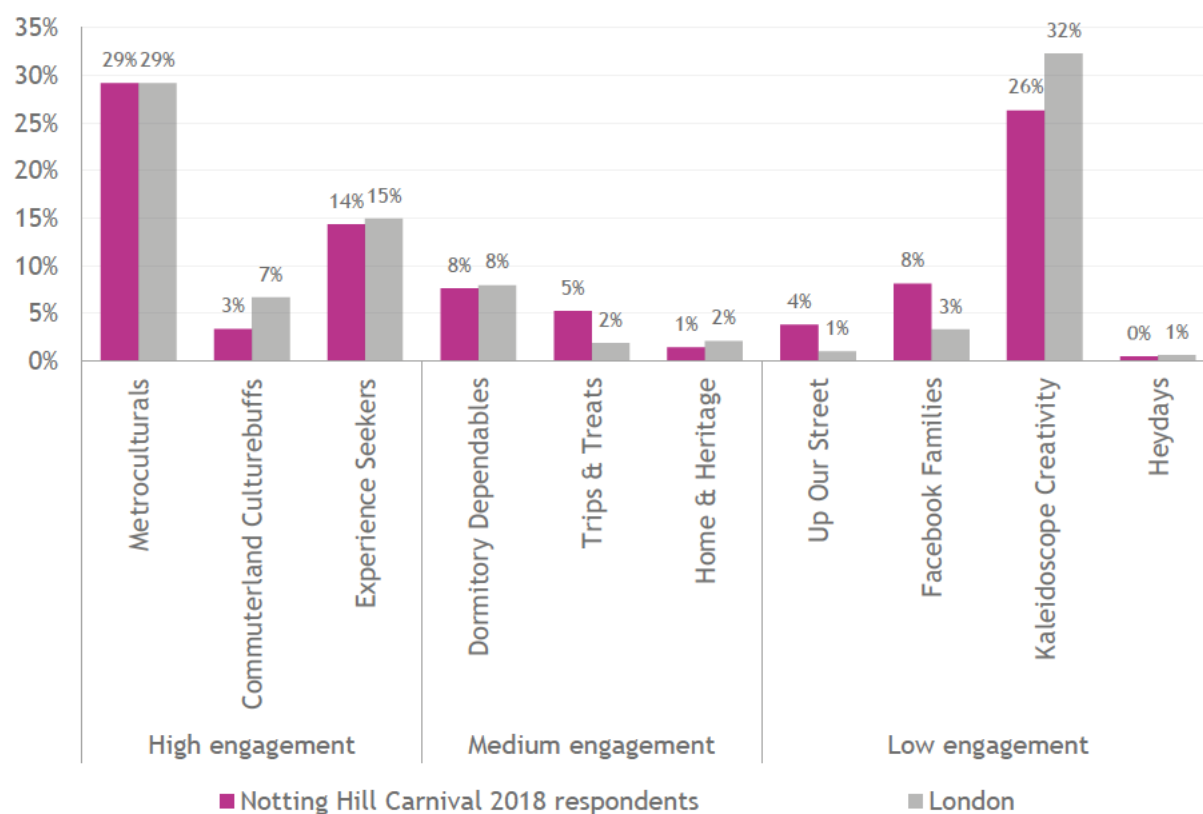


Base: all respondents (392)

Group statistics

Statistics	Number of under 16s in group	Number of adults in group (inc. respondent)	Total group size (inc. respondent)
Minimum	0	1	1
Maximum	17	101	101
Mean (average)	0.4	3.7	4.1
Mode	0	1	2
Median	0	2	2
Base (all respondents)	410	410	410

Audience Spectrum profile

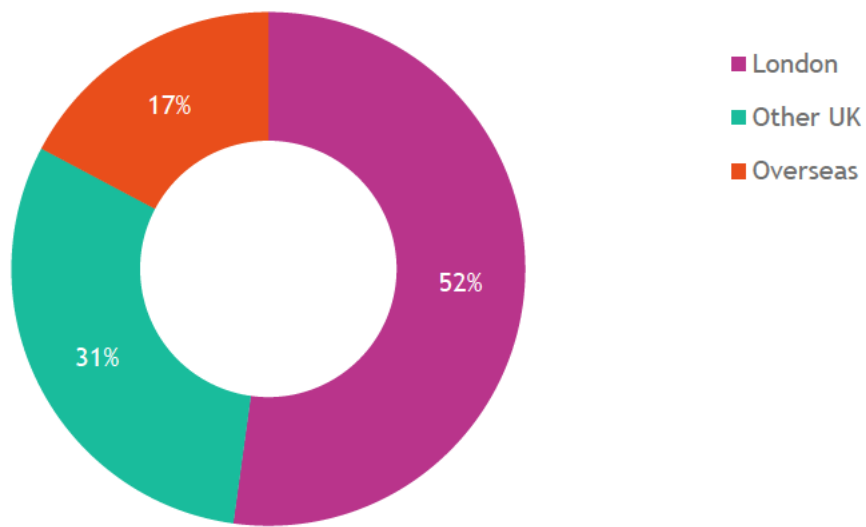


Base: all UK respondents with valid postcodes (209)

Full descriptions of each Audience Spectrum segment can be found in the appendices.

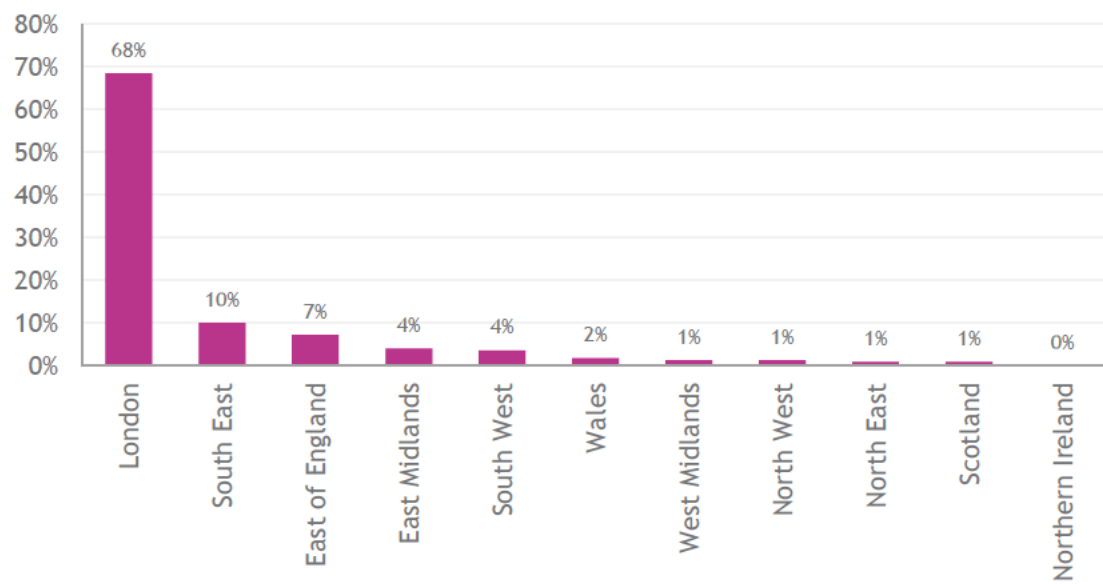
Place of residence

All respondents



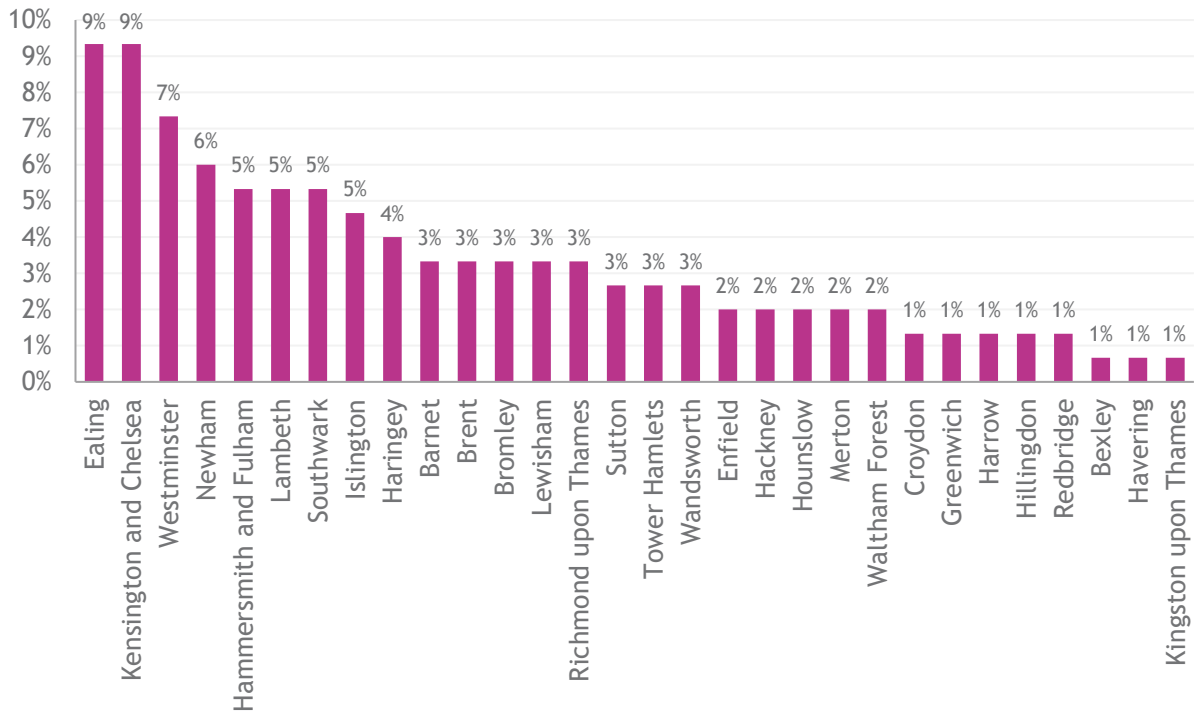
Base: all respondents (412)

UK residents



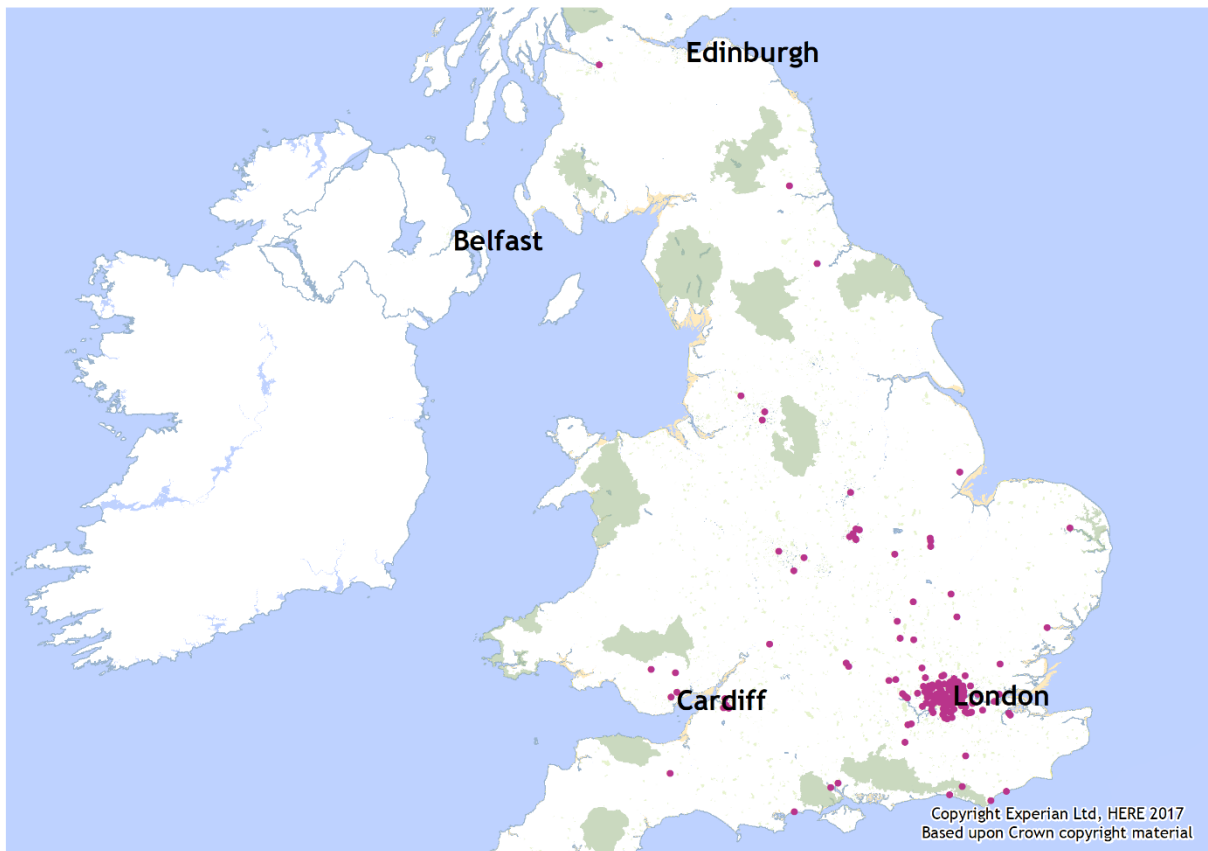
Base: all UK residents with a valid postcode (219)

London residents



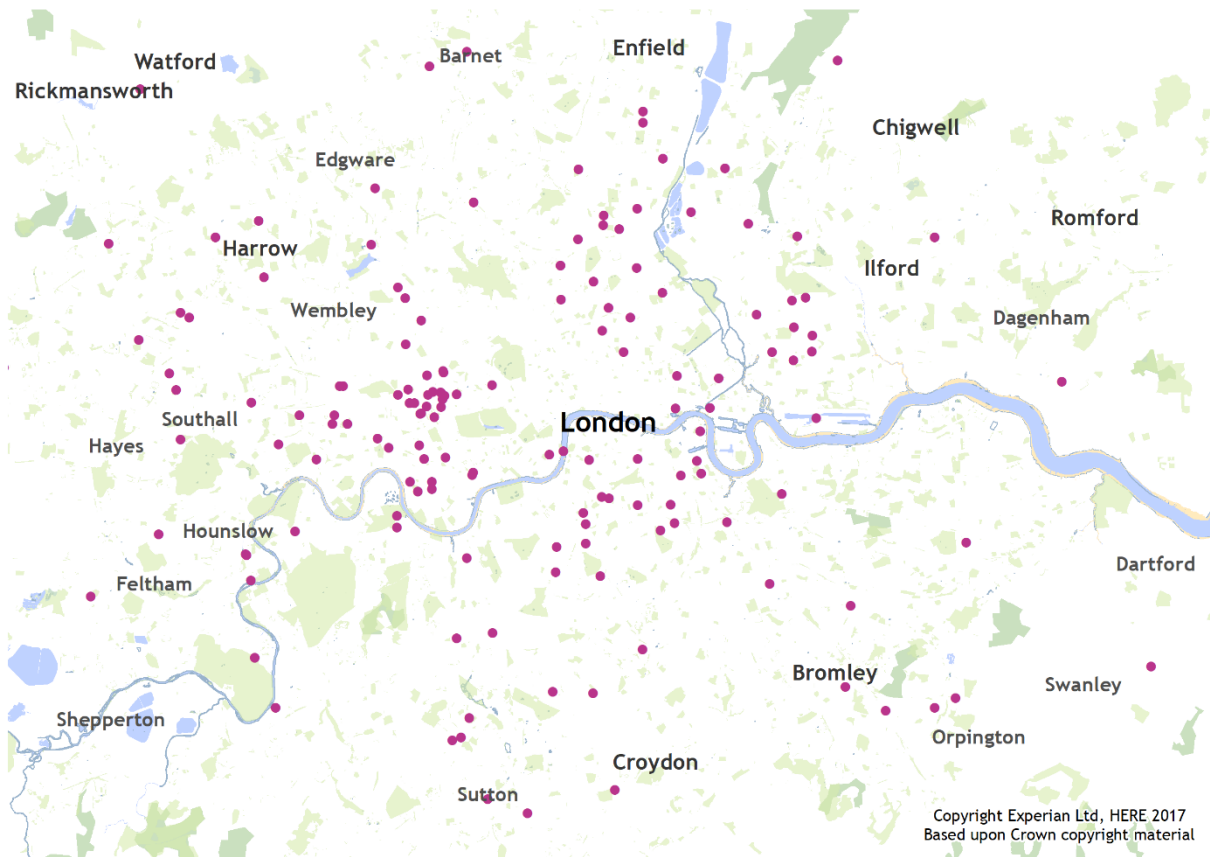
Base: All London residents with a valid postcode (150)

Map zoomed to extent of all respondents



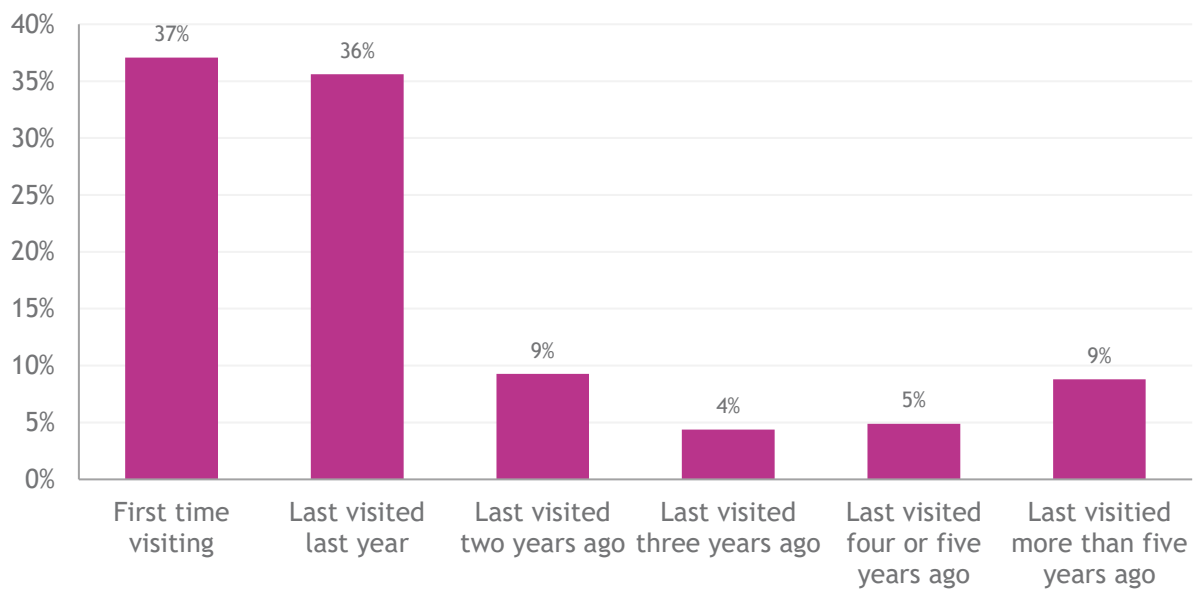
Base: all valid UK postcodes (219)

Map zoomed to London



Base: all valid UK postcodes (219)

Previous visits to Notting Hill Carnival



Base: all respondents (410)

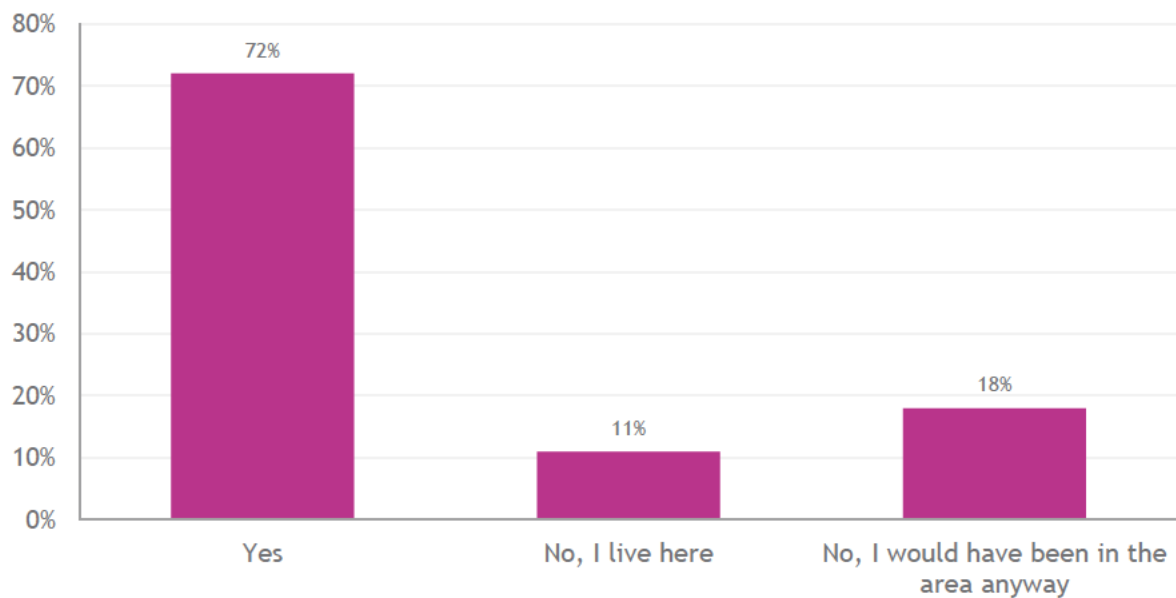
Experience

Summary

- Two thirds (72%) of people were in the area specifically to experience the Carnival
- The majority of respondents (70%) were participating in the Carnival as audience members.
- The majority of respondents (85%) had seen the parade during their visit to the Carnival. Those who had not were more likely to have been interviewed on Sunday, and located along Westbourne Grove.
- The overall feedback about the carnival parade was extremely positive, with 88% rating its quality as either 'very good' or 'good'
- Over half of respondents would recommend the carnival parade to a family member, friend or colleague
- Respondents commented on the 'amazing atmosphere' and frequently described their experience as 'fun'.

Intentional vs. accidental visits

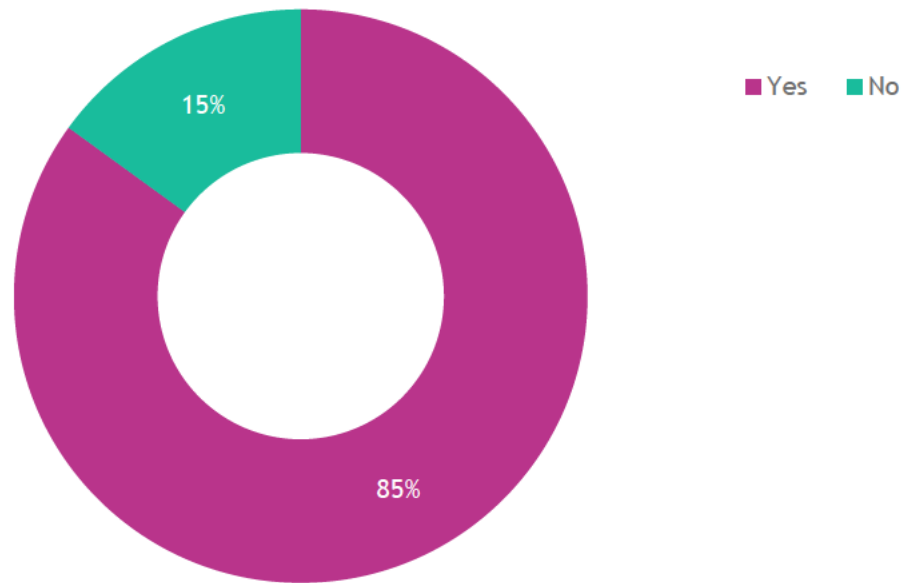
Are you in the area for Carnival in particular?



Base: all respondents (405)

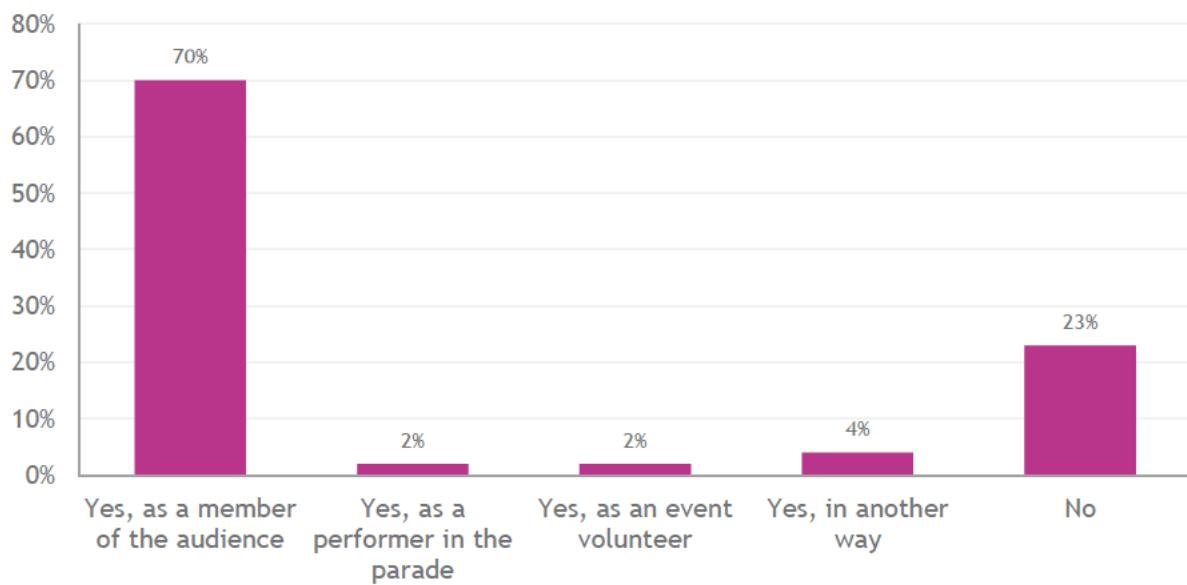
Participation

Have you seen the parade today?



Base: all respondents (410)

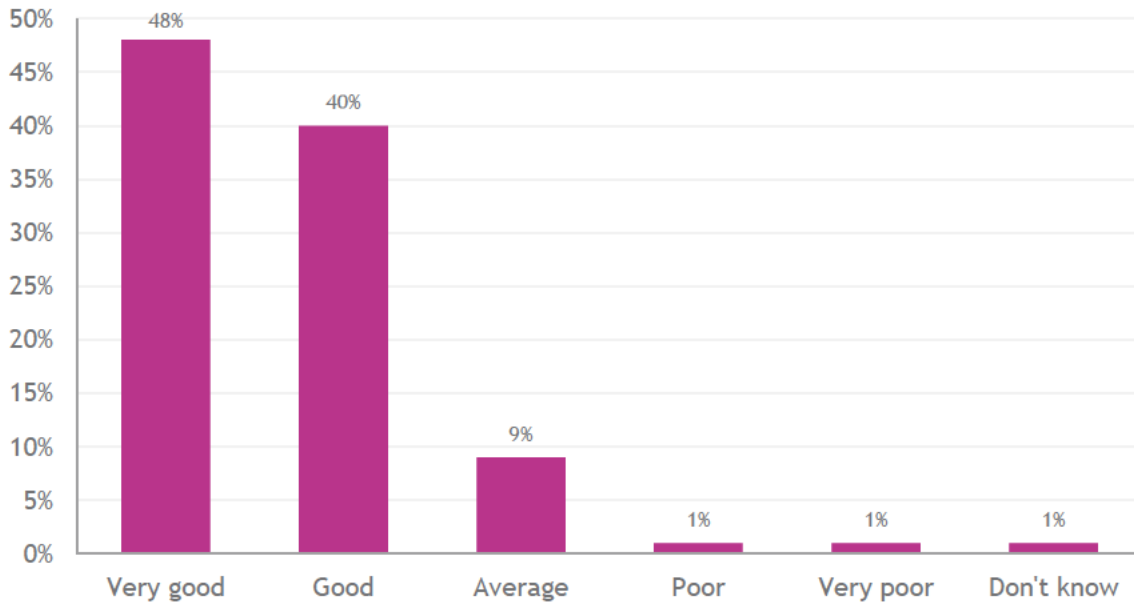
Are you taking part in the Carnival today?



Base: all respondents (412)

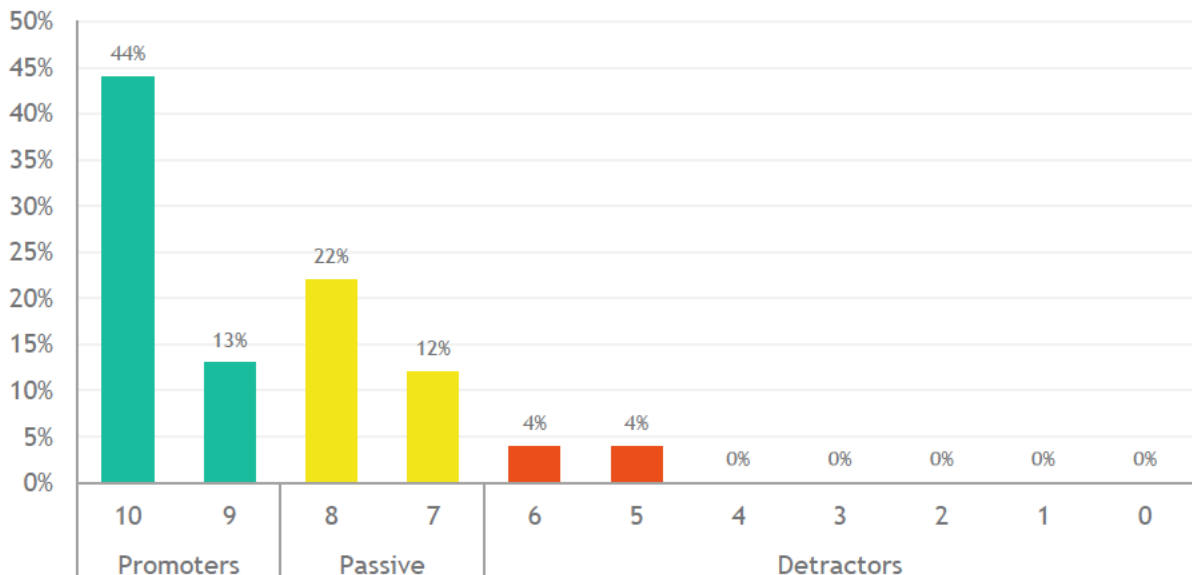
Quality

Based on what you have seen of the parade today, how would you rate the quality of the work being presented?



Base: all respondents who had seen the parade (340)

On a scale of 0-10, how likely is it that you would recommend the carnival parade to a friend, family member or colleague, with 10 being extremely likely and 0 being not at all likely?



Net Promoter Score: 48

Base: all respondents who had seen the parade (342)

Comparison to GLA Research

ICMUnlimited conducted a survey of attenders across the Notting Hill Carnival (not just at the Parade) on Monday 27th August 10am - 3pm. This research collected a sample of 533 collected through face to face interviews.

The following compares the two research studies.

N.B: The following details those metrics which are comparable, although the two surveys asked a few questions in slightl different ways, so the following outlines the way the questions were asked in the different surveys.

	TAA Study	ICMUnlimited
Demographics		
Gender	54% female / 46% male	53% female / 47% male
Age	16-24 15%, 25-34 35%, 35-44 23%, 45-50 15%, 55-64 7%, 65+ 3%	18-24 18%, 25-34 36%, 35-44 19%, 45-50 16%, 55-64 7%, 65+ 4%
Ethnicity	<p>White:</p> <p>British 34%</p> <p>Irish 2%</p> <p>Gypsy/Irish Traveller 1%</p> <p>Other 11%</p> <p>Black or Black British:</p> <p>Caribbean 20%</p> <p>African 6%</p> <p>Other 3%</p> <p>Mixed:</p> <p>White and Black Caribbean 3%</p> <p>White and Asian 3%</p> <p>White and Black African 2%</p> <p>Other 4%</p> <p>Asian or Asian British:</p> <p>Indian 5%</p> <p>Pakistani 2%</p> <p>Bangladeshi 1%</p> <p>Chinese 1%</p> <p>Other 2%</p> <p>Other:</p> <p>Arab 1%</p> <p>Other ethnic group 2%</p>	<p>White:</p> <p>British 27%</p> <p>Irish 2%</p> <p>Other 27%</p> <p>Black or Black British:</p> <p>Caribbean 14%</p> <p>African 8%</p> <p>Other 1%</p> <p>Mixed:</p> <p>White and Black Caribbean 3%</p> <p>White and Black African 2%</p> <p>Other 2%</p> <p>Asian or Asian British:</p> <p>Indian 6%</p> <p>Pakistani 2%</p> <p>Chinese 1%</p> <p>Other 1%</p>

Group type	Single adult 22% Adult Group 61% Family Group 17%	By myself 19% With friend/friends 59% With family members no children 16% With family members including children 17% Other 2%
Residence	London 52% Other UK 31% Overseas 17%	Non-Londoner 56%
London Boroughs	Top London Boroughs for residence: Ealing, Kensington and Chelsea, Westminster	Top London Boroughs for residence: Kensington and Chelsea, Ealing and Brent
Behaviours		
Previous visits to Notting Hill Carnival	First time 37% Repeat (ever) 63%	Repeat visitors 50%
Attendance specifically for the event	72% (11% no, I live here, 18% no, I would have been in the area anyway)	91%
Have you seen the parade today?	85%	96% (seen the parade or plan to)
Experience		
Quality of the Parade	48% very good, 40% good	Rated the event overall 8.59 out of 10
Net Promoter score	48	93% would recommend the event

Appendices

i. Literal responses

How else are you taking part in the Carnival today?

Concerned R.B.K.C Resident

Dance

Friend volunteering

Promoting something

Security guard

Security guard

Security guard

Security guard

Security guard

Selling things

Vendor

Working

Working

Working promo

Works on Ladbroke Grove

Is there anything else you would like to say about your experience of the Carnival parade?

1st time - very positive, nice to see young children

A fantastic experience, absolutely amazing!

A lot of fun, congrats t organisers

A must see

All good

All good :)

Always a pleasure

Always great energy

Always too busy (need to arrive early!)

Amazing

Amazing cultural variety on show

Amazing displays as usual

Amazing good fun. No improvement except the weather

Amazing! Never give it up. Good cultural event

Apart from the weather!

As expected, good atmosphere

At the beginning there were long gap between performers. Perhaps have flow more steady

Bad weather

Been alright. Police been very cooperative. Bands need to be a bit more controlled regarding how many people can participate.

Best day of the year!

Best event of the year

Bit scared about the boards on the shops

Boom!

Brilliant / great / good

Brilliant time!

Brings real colour and culture to London!

Can be better

Carnage - but love it. Great mix

Carnival is fun. Good atmosphere

Coming back after so long, am enjoying. Been seven years since last here.

Couldn't really see it. Sounded good!

Crazy!

Crowd policing needs to be improved: space between crowd and floats needs much better organisation

Crowded - hard to escape separate crowd. No toilets

Dance, dance, dance!

Despite the weather people are still out enjoying. Restrictions - place heavily guarded

Difficult to see! But good

Dislike

Don't know what happened has to see it more than once to say

Electric vibes, love the energy

Enjoy it every year. Hope it keeps going

Enjoyed it

Even out the band

Everybody has to come to see! United people!

Everyone is very nice great food more bins - (there should be) Toilet was good

Everyone must come to see once in their life because it carries tradition

Everyone's buzzing, good turn out

Everything is good

Everything very well organised and safe

Excellent experience, would recommend to anyone

Fantastic experience - recommend

Feel safer than before. Amazing atmosphere

First experience - finds it interesting

Floats should continue, there should be no gaps

Food is too expensive

Food smells amazing. Great atmosphere

Friendly helpful well-organised staff are useful

Fun

Fun

Fun but bad weather

Fun, well-organised

Good

Good

Good

Good

Good dancing & toilets

Good fun, but monotonous

Good fun, unfounded reputation for trouble

Good police presence. Safety is good

Good time

Good vibe this year

Good vibes

Great atmosphere, great music, loving the bars!

Great because my family was involved

Great celebration and mix of people

Great food! Very rainy

Great food. Family

Great time, i'll be there next year...again

Great to see so much of my African community

Great vibe

Great! Bad weather

Great! It is my first time

Great. A lot of police

Group should go faster (too much pauses)

Hard to get home, signs pointing to available stations etc

Have fun

I like it

I love carnival

I love carnival - a celebration of culture. We come every year

I love carnival!

I love it. My writing is sloppy because i am writing in the air. Love the vibe

I love the fact that people are so positive about their body and don't have hang ups, I love all the different cultures, just brings people together including police

I think everyone loves it

I thought the carnival would go along line but it's a long way in between

In my opinion carnival need a tent

Infectious and uplifting

Inspiring

It brings our whole family together every year

It is fun!

It is good

It is very good every year

It is very spread out - hard to understand where it starts/ends

It looks very fun and well organised

It seems there are less buses and more gaps this year

It was brilliant

It's a great party!

It's amazing!

It's better than expected, not so crowded

It's great!!!

It's nice

It's okay

It's part of London culture. Please keep it going, i've been coming here all my life

It's really nice, calm friendly atmosphere

It's so good

I've been waiting for 20 minutes and still nothing/not so much. (the space empty by the time I interviewed him. The parade has passed and people left)

I've liked what I've seen so far

Keep it going

Kids love it

Large gaps between floats

Less gap between floats

Less police

Like it

Like normal carnival!

Love carnival!

Love carnival. As a resident

Love party spirit. Well organised and friendly

Love the carnival! Visit every year and was at first one and never missed one since then

Love the energy and cultural variety on display

Love the exotic dancing and costumes

Love the people, the atmosphere, the international vibe

Love the positivity whatever the weather

Lovely atmosphere, great place to work at.

Lovely cultural mix

Lovely. With map is better

Make it 4 days

Make it bigger. Make space

Makes me want to dance!

More ads needs to be put in other neighbourhood, especially around Knightsbridge. More Arabs could have been here and enjoy if they knew.

More benches - no place to sit for the elderly. Toilets are fine

More cash machines or places that takes cards

More floats!

More info about rubbish collection / better system

More information about timings etc.

More information and signage

More performances

More the judging to the end, don't be just at the beginning

More toilets

More toilets!

Na

Never experienced something like this, it's great!

Nice

Nice atmosphere

Nice surprise - on holiday. Great atmosphere

No

No

No

No

No

No comment

Nope

Not a lot of things seen

Not as good as last year

Not enough information about timings, locations and what to expect

Not enough sound systems any more

Not really my thing!

Not really, passing through! Good energy!

Not this year. At work

Not yet

Not yet

Peace one love

People are so nice and the police is so nice and helpful

People put off by bad press but should give it a chance

People should have a way to get around

Prefer more synchronised dancing

Raining

Raining

Raining. It is hard to say

Really good. Problem rain - earlier in the year, date should change

Safe cause a lot of security guards

Safety is good. The amount of police is great: officers and security is really great

Safety- the roads should be cordoned off - public behind barriers+ parade allowed to go ahead. On streets - have one side going down and the other side coming up. Not really safe. Don't have it right even after all these years. Insufficient toilet for number of people who are here. Toilets weren't cleaned overnight. Seem to imply that it's ok because it's a Caribbean festival. Ban bottles because one can trip and fall on these. Roads also not cleaned overnight. Not a question of money cause most

Seems better organised and controlled, great bliss

Seems nice, just came. Wish for more, cars passing

Seems well organised. Perhaps 16,00 police is OTT!

Service needs of improvement: toilets and food. Atmosphere is good/fun. High security police (good)

So far so good

So far so good

So far so good but bad weather

So far, very good & food smell very nice & tempting

Something different from their home

Stay safe and enjoy

Stimulating and uplifting. Great London event!

Stop and search everywhere! Too much probably

Thank you London for the carnival

The best event of the year!

The floats are not on time, they are not evenly spaced out. The sounds are all mixed because the bands are too close when they come round. Long intervals between bands

The media - bad press. It's quieter

The parade was not united. One pot had passed, now we are waiting. I didn't like it. It should be continued. Apart from that, everyone is friendly

The rain ruined it :(

The weather is better than yesterday so it is good

There has to be more maps for route and info

This is a joke - The floats should be minutes apart. Badly organised

Toilets

Toilets problem

Too much distance between floats

Too much space in between. Groups should be closer. Start too early/finish too early. People come a long way, it should be @ least from 12 - 12.

Very explosive, involving, felt a lot of love

Very friendly, people on floats happy to have pic taken. Very happy to their culture. Very colourful. Bit like national pride.

Very good

Very good

Very good

Very good experience. Horrid toilet

Very lively atmosphere

Very wet

Wait too long for another one

Wear old clothes - it's messy!

Weather influences atmosphere

Weather! Came the wrong day

Well behaved - so far

Well organised, press should be less harsh

Well organised. Safety measurement is good

Well planned. Good vibes. Crap weather

Wet

Wet - never seen this empty. Should be enough umbrella stand

Wet wasn't great

When not raining, but electric

Wish it did not rain

Wish it weren't raining

Would like bands to be continuous

Would like to see as many floats as possible, people can't go all the way

What other ethnic background?

Asia and African

Australian

Australian

Australian

Belgium

Brazilian

Brazilian and Arab
Caucasia
Dutch
Dutch Caribbean
English/Arabic
European
European
European
Florida
France
France/Arabic
French
German
German
Germany
Greek
Greek Cyprus
Hungarian
Hungarian
Indo-Caribbean
Iranian
Iranian
Iranian
Italian
Italian
Italian

Italian
Italian
Italian
Italian + Brazilian
Jamaican - English
Kurdish
Mauritian
Mixed Arab
Philippine
Poland
Portuguese Goan
Russia
Slovenia
south American
Spanish
Spanish
Spanish
Spanish
Spanish
Spanish
Swedish
Taiwan
Thailand
Thailand
Turkey

If you live overseas, what is your country of residence?

SW4

Australia

Australia

Australian

Belgium

Belgium

Brazil

Canada

Canada

Canada

Canada	Ireland
Caribbean Islands	Ireland
Central Europe	Italy
Dubai	Italy
France	Italy
France	Italy
France	Italy
France	Jamaica
France	Japan
France	Japan
France	Kuwait
France	Malaysia
France	Netherlands
France	Netherlands
France/Paris	Netherlands
Germany	Netherlands
Germany	Pakistan
Germany	Spain
Germany	Spain
Germany	Switzerland
Holland	Taiwan
Holland	Thailand
Holland	The Netherlands
Holland	Turkey
Holland	USA
Holland	USA
Holland	USA
India	USA

ii. Questionnaire

Day: _____ Time: _____ Location: _____ Interviewer: _____

Notting Hill Carnival 2018

We're carrying out this survey to help us learn more about who comes to Carnival and how we can give them the best possible experience. The survey should take around three minutes to complete, and anything you tell us is anonymous and will only be used for research. The information you provide will be held by Arts Council England and The Audience Agency, who are running the survey on our behalf.

1. Have you been to Notting Hill Carnival before?

- Yes No - go to q2

(If been before) When did last come to Carnival, before this year?

- Last year Two years ago Three years ago
 Between four and five years ago More than five years ago

2. Are you in the area for Carnival in particular?

- Yes No, I live here No, I would have been in the area anyway

3. Are you visiting with other people today?

- Yes No - go to q4

(If yes) How many of those you are visiting with are aged... *(this does not include yourself)*

Under 16 _____ 16 or older _____

4. Are you taking part in the Carnival today?

- Yes, as a member of the audience Yes, as an event volunteer No
 Yes, as a performer in the parade Yes, in another way - how else? _____

The carnival parade

5. Have you seen the parade today?

- Yes No - go to q9

6. Based on what you have seen of the parade today, how would you rate the quality of the work being presented?

- Very good Good Average Poor Very poor Don't know

7. On a scale of 0-10, how likely is it that you would recommend the carnival parade to a friend, family member or colleague, with 10 being extremely likely and 0 being not at all likely?

- 10 9 8 7 6 5 4 3 2 1 0

8. Is there anything else you would like to say about your experience of the carnival parade? *(Please describe below)*

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The last few questions are about you. The questions have been designed so we can see the extent to which the Carnival is serving everyone in the community. It's all totally anonymous, but if there are any questions that you'd rather not answer, please select "Prefer not to say" or skip to the next question.

9. Are you...

- Male Female Prefer not to say

10. Which of the following age groups do you belong to?

- Under 16 30 - 34 50 - 54 70 - 74 Prefer not to say
 16 - 19 35 - 39 55 - 59 75 - 79
 20 - 24 40 - 44 60 - 64 80 - 84
 25 - 29 45 - 49 65 - 69 85 or older

11. What is your ethnic group? (Tick one only)

Black or Black British

- African
 Caribbean
 Other Black/African/Caribbean background*

White

- English/Welsh/Scottish/Northern Irish/British
 Irish
 Gypsy or Irish Traveller
 Other White background*

Other

- Arab
 Other*

Mixed

- White and Black Caribbean
 White and Black African
 White and Asian
 Other Mixed/multiple ethnic background *

Asian or Asian British

- Indian
 Pakistani
 Bangladeshi
 Chinese
 Other Asian background *

* What other background?

12. Are your day-to-day activities limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months?

- Yes, limited a lot Yes, limited a little No Prefer not to say

13. Do you live in the UK?

- Yes No

13a. If you live in the UK, what is your full postcode?

13b. If you live overseas, what is your country of residence?

As with the rest of the survey, this information will only be used for research - you won't be personally identified or contacted.

Thank you for your help.

iii. Audience Spectrum segment descriptions

Metroculturals (Higher engagement)

Prosperous, liberal urbanites, Metroculturals choose a city lifestyle for the broad cultural opportunity it affords. They are therefore interested in a very wide spectrum of activity, but many tend towards their own preferred artform or style. Although active museum attenders, more engage with the arts and many on a weekly basis. Working in demanding but rewarding professions, they are highly educated and have a wide variety of other interests from food and travel to current affairs and architecture.

Commuterland Culturebuffs (Higher engagement)

Affluent and settled with many working in higher managerial and professional occupations. Commuterland Culturebuffs are keen consumers of culture, with broad tastes but a leaning towards heritage and more classical offerings. Mature families or retirees, living largely in leafy provincial suburban or greenbelt comfort, they are willing to travel and pay for premium experiences, their habits perhaps influenced by commuting. Motivations are multiple, ranging from social and self-improvement, to the pursuit of learning opportunities for older children. They tend to be frequent attenders and potential donors.

Experience Seekers (Higher engagement)

An important and significant part of urban arts audiences, these highly active, diverse, social and ambitious singles and couples are younger people engaging with the arts on a regular basis. Students, recent graduates and in the early to mid-stages of their careers, they live close to city centres, have easy access to and attend a wide variety of arts, museums galleries and heritage. Interests cover mainstream, contemporary and culturally diverse offers and attending is at the heart of their social lives. They are mostly in search of new things to do and have disposable income to spend on a variety of leisure activities like sports/arts memberships and frequent visits to cafes, bars and restaurants. Digitally savvy, they will share experiences through social media on their smart phones.

Dormitory Dependables (Medium engagement)

A significant proportion of audiences are made up of this dependably regular if not frequently engaging group. Most live in suburban or small towns and show a preference for heritage activities, alongside popular and more traditional, mainstream arts. Many are thriving well off mature couples or busy older families; lifestage coupled with more

limited access to an extensive cultural offer mean that culture is more an occasional treat or family outing than an integral part of their lifestyle.

Trips and Treats (*Medium engagement*)

While this group may not view arts and culture as a passion, they are reasonably active despite being particularly busy with a wide range of leisure interests. Comfortably off and living in the heart of suburbia their children range in ages, and include young people still living at home. With a strong preference for mainstream arts and popular culture like musicals and familiar drama, mixed in with days out to museums and heritage sites, this group are led by their children's interests and strongly influenced by friends and family.

Home and Heritage (*Medium engagement*)

Conservative in their tastes, this more mature group appreciates all things traditional: a large proportion are National Trust members, while classical music and amateur dramatics are comparatively popular. While this is not a highly engaged group - partly because they are largely to be found in rural areas and small towns - they do engage with the cultural activity available to them in their locality. They look for activities to match their needs and interests, such as accessible day-time activities or content exploring historical events.

Up Our Street (*Lower engagement*)

Living reasonably comfortable and stable lives, Up Our Street engage with popular arts and entertainment and museums, and are also visitors of heritage sites. Many are older and have some health issues, living on average or below average household incomes, so access in all its forms can be an issue. Modest in their habits and in their means, value for money and low-risk are important factors in leisure decision making.

Facebook Families (*Lower engagement*)

Arts and culture play a very small role in the lives of this younger, cash-strapped group living in suburban and semi-urban areas of high unemployment. They are the least likely to think themselves as arty, while less than a third believe that the arts is important. Nevertheless, they do go out as families: cinema, live music, eating out and pantomime.

Kaleidoscope Creativity (*Lower engagement*)

Characterised by low levels of cultural engagement despite living in and around city areas where plenty of opportunities are within easy reach. A great mix of people comprise this segment with a wide range of ages, living circumstances, resources and cultural backgrounds all living cheek-by-jowl. Low incomes and unemployment can present barriers to accessing some cultural provision. Nevertheless, two thirds do engage with more popular and accessible culture annually, some of this in the local community and outside the mainstream. Free, local events like outdoor arts, festivals and carnivals may appeal, and so might popular offerings like musicals and music events.

Heydays (Lower engagement)

Heydays are the group least likely to attend arts or cultural events, believing that the arts are no longer as important or relevant to them as perhaps they once were. Many live in sheltered or specially adapted accommodation for older people, and are excluded from many activities due to a raft of health, access and resource barriers. If they do engage this is likely to be participatory such as craft and knitting, painting, reading and writing activities organised by their sheltered housing, church group or community library.

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NOTTING HILL CARNIVAL TOPLINE 2018

- ICM interviewed 533 people who attended Notting Hill Carnival 2018.
- Interviews were conducted face-to-face at the event on 27th August 2018.
- Data are unweighted.
- Where percentages do not sum to 100, this may be due to computer rounding, the exclusion of 'don't know' categories, or multiple answers.
- An asterisk (*) denotes any value of less than half a per cent.
- Unless otherwise stated, results are based on all respondents.

Q1. Have you attended the Notting Hill Carnival before?

Base: all respondents	%
Yes	50
No	50

Q2. Who did you come with to today's Notting Hill Carnival?

Base: all respondents	%
By myself	18
With a friend/friends	59
With family members, no children	16
With family members, including children	7
Others	2

Q3a What time did you arrive here today?

Base: all respondents	%
6.00-9.00	3
9.01-10.00	8
10.01-11.00	27
11.01-12.00	31
12.01-13.00	17
13.01-14.00	9
14.01-15.00	4
15.01-17.00	*

Q3b. How long do you think you will stay here today?....

Base: all respondents	%
Less than an hour	2
1-2 hours	18
3-4 hours	40
5+ hours	31
Don't know	9

Q4. Which of the following attractions have you seen or taken part in or intend to take part in at the Notting Hill Carnival?

Base: all respondents	Already seen/taken part	Intend to see /take part	Not interested/do not intend to see	Don't know
Carnival Parade	47	49	2	3
Sound Systems	38	44	9	9
Food stalls	33	49	11	6
Playing Mas/Being in a band in the parade	16	36	22	26
Powis Square Stage	14	36	21	29
Red bull music stage	13	44	20	24
Wilf Walker community stage	11	35	23	32
Panorama Competition	10	36	22	33
J'Ouvert	9	34	22	34

QXa. Did you attend Notting Hill Carnival on any other day this year?

Base: all respondents	%
Yes, Saturday	2
Yes, Sunday	12
Yes, Saturday and Sunday	5
No, just today	80
Don't know	6

→ ASK ALL ATTENDED ON MONDAY ONLY (QXa CODE 4)

QXb. Why did you attend Notting Hill Carnival today and not any other days? DO NOT READ OUT. CODE ALL THAT APPLY

Base: all who attended on Monday only (428)	%
The weather was poor on other days	30
I wanted to see the Parade today	27
I wasn't aware that the Carnival also took place on other days	18
I wanted to attend on other days but had other things to do	14

I preferred the activities/acts/bands available today	9
I didn't want to attend the family day	4
Other (please specify)	4
Don't know	1

Q5 What have you enjoyed most about the Notting Hill Carnival so far?

Base: all respondents	%
Costume Parade	65
Music	54
Atmosphere	53
Sound Systems	39
Costumes	39
Food stalls	37
Partying / dancing	35
It's a free event	29
Sense of community	24
Being involved in a big event in London	20
The Steel Bands	19
Brazilian Bands	15
Lots to do / different activities	15
Family day	9
Other	1
Don't know	5

Q6. How did you travel to the event today?

Base: all respondents	%
London Underground/Rail	66
Walk	23
Bus	14
Private transport – car/van/motorbike	7
Overground train	4
Bicycle	*
Other	2

- ⇒ **ASK ALL WHO TRAVELLED BY UNDERGROUND/OVERGROUND TRAIN (Q6 CODES 2&4)**
 ⇒ **SHOWCARD Q7**

Q7a. Did you arrive at any of the following stations?

Q7b. Do you plan to depart from any of the following stations?

Base: all who travelled by underground/overground train (358)	%	%
	A. Arrive	B. Depart
Westbourne Park	7	8
Ladbroke Grove	3	3
Latimer Road	4	3
Notting Hill Gate	61	35
Royal Oak	1	1

Paddington	1	2
Lancaster Gate	*	1
Holland Park	8	8
Shepherd's Bush	1	2
White City	1	*
Kensal Green	1	2
Queen's Park	1	1
Bayswater	3	3
Queensway	3	4
High Street Kensington	3	3
Don't know	1	24

⇒ **ASK ALL. SHOW CARD Q8**

Q8. How did you hear about the Notting Hill Carnival?

Base: all respondents	%
I am aware that this event takes place every year and wanted to celebrate	60
From family or friends	26
Via social media site like Facebook or Twitter	7
A news story on TV, radio or in the newspapers	6
Just passing through and saw event	4
On another website	3
Other	3
Event organiser's website www.nhcarnival.org	2
On the Visit London website (www.visitlondon.com)	2
Email/e-flyer	1
On the GLA website (www.london.gov)	1
On the Kensington & Chelsea website (www.rbkc.gov.uk)	*
Don't know	1

⇒ **ASK ALL. SHOW CARD Q9**

Q9. Were you aware or unaware that the Notting Hill Carnival has been organised or supported by any of the following...

Base: all respondents	Aware	Unaware	Don't know
Notting Hill Carnival Enterprises Trust	44	33	23
Mayor of London	41	35	24
Greater London Authority	32	41	26
Royal Borough of Kensington and Chelsea	28	43	30
Westminster City Council	26	44	29

ASK ALL WHO ANSWER CODE 1= Aware Q9 for Mayor of London

Q10. How much of a role do you think the Mayor of London and his office have in the Notting Hill Carnival? Do they...

Base: all aware of MoL's support (218)	%
Own and organise the event	37
Support the event – either through funding or event staff support	49
Have no involvement at all	5
Don't know	10

Q11. How well, if at all, do you think this event reflects Caribbean culture? Would you say....

Base: all respondents	%
Very well	52
Quite well	36
Not very well	4
Not at all well	*
Don't know	8

Q12. How important, if at all, do you think the Notting Hill Carnival is for bringing the community together? Would you say it is....

Base: all respondents	%
Very important	67
Quite important	29
Not very important	1
Not important at all	*
Don't know	3

Q13. Overall, how would you rate this event out of 10, where 10 = excellent and 1 = very poor indeed?

Base: all respondents	%
10 – excellent	34
9	20
8	24
7	13
6	4
5	2
4	*
3	1
2	-
1 – very poor	*
Don't know	3

Q14. Thinking about your answer to the previous question, how much, if at all, did each of the following affect your rating? Would you say it affected it a lot, a little or not at all?

Base: all respondents	A lot	A little	Not at all	Don't know
Atmosphere	73	17	4	7
Music/dance acts	71	18	3	8
Location	65	22	6	8
Event Safety	65	21	5	9
The weather	61	23	9	7
Event organisation	59	28	4	9
Food/drink	59	26	5	9
Hosts/DJs	58	24	7	11
Event staff	55	25	9	11
Crowd volume	54	30	7	9
Stalls/displays	53	29	7	11
Information about the event/event programme	48	31	9	12
Event advertising/marketing	47	28	12	13

Q15. Now that you have attended the Notting Hill Carnival, for each of the following, please tell me how likely you are to.....

Base: all respondents	%		
	Likely	Unlikely	Don't know
Recommend the NHC celebration in London to a friend	93	3	4
Come along to next year's NHC celebration	80	8	12
Plan to attend another event put on or supported by the Mayor of London	60	22	18
Want to find out more about events put on or supported by the Mayor of London	59	25	16

Q16. Which, if any, of the following did you intend to do in London today?

Base: all respondents	%
Attend the Notting Hill Carnival	92
Visit museums/galleries	8
Attend another outdoor event	4
Go to the theatre/music/arts performances	6

Go shopping/to markets	13
Visit historical or heritage sites	5
Visit London's parks and gardens	8
Visit restaurants/pubs and clubs	14
None of them	2
Don't know	1

Q17. For each of the following, roughly how much money do you think you will spend today as a result of your visit to this event? It doesn't matter if you don't know exactly, your best estimate will be fine.

Base: all respondents	£ Mean
Accommodation/hotel	35
Transport	13
Restaurants and bars	18
Other food and drink	15
Clothing	6
Souvenirs and other expenses	4

Q18. If you could guess, what proportion of your spend today might you have spent anyway even if you had not attended this event?

55%

QD1. SEX:	%
Male	47
Female	53
In another way	-
Prefer not to say	*
QD3. AGE:	
18-24	18
25-34	36
35-44	19
45-54	16
55-64	7
65+	4
Refused	1
QD4. WORKING STATUS:	
Full time	68
Part time	12
Not working – seeking work	2
Not working – not seeking work	2
Retired	4
Student	10
Other	2
QD5. RELIGION:	
Christian	45
Buddhist	1
Hindu	5
Jewish	1
Muslim	5
Sikh	1
Other (specify)	1
No religion	38

⇒ **SHOW CARD ETHNIC ORIGIN**

QD6. And which of these best describes your ethnic origin?

	%
WHITE	56
British	27
Irish heritage	2
Other white background	27
MIXED	6
White & Black Caribbean	3
White & Black African	2
Other mixed background	2
ASIAN OR ASIAN BRITISH	15
Indian	6
Pakistani	2
Bangladeshi	*
Caribbean/West Indian	3
Other Asian background	4
BLACK OR BLACK BRITISH	20
Caribbean/West Indian	11
African	8
Other black background	1
CHINESE OR OTHER ETHNIC GROUP	2
Chinese	1
Other	1
Don't know/Refused	*

QREGION1. First of all, which one of the following applies to you? Do you....

	%
Live and work in London	46
Live in London but don't work in London	7
Work in London but don't live in London	3
Visitor – don't live or work in London	44

⇒ **IF LIVE IN LONDON, ASK:**

QREGION2. Which borough do you live in?

Base: all who live in London (279)	%
Barking & Dagenham	5
Barnet	1
Bexley	*
Brent	8
Bromley	2
Camden	3
City of London	7
Croydon	2
Ealing	8
Enfield	2
Greenwich	5
Hackney	3
Hammersmith & Fulham	6
Haringey	1

Harrow	3
Havering	1
Hillingdon	2
Hounslow	2
Islington	4
Kensington & Chelsea	10
Kingston-upon-Thames	1
Lambeth	5
Lewisham	4
Merton	-
Newham	3
Redbridge	*
Richmond-Upon-Thames	1
Southwark	5
Sutton	1
Tower Hamlets	3
Waltham Forest	*
Wandsworth	1
Westminster	2

SOCIAL GRADE:	%
AB	21
C1	38
C2	22
DE	11
Refused	7
Don't know	1

ICM Unlimited...

Notting Hill Carnival 2018

GLA events research
September 2018

01 Awareness, behaviours and attitudes

02 The role of the Mayor of London

03 Perceptions and impact of the event

04 Spending patterns

Background and methodology

- The GLA commissioned ICM to carry out research at the Notting Hill Carnival. Fieldwork took place at the event on Monday 27th August 2018.
- Quantitative face-to-face interviews were carried out around the Carnival Parade route between 10am-3pm.
- 533 people were interviewed. No quotas were set: participants were selected at random from the crowds, aiming for a good cross-section of attendees.
- This presentation contains a summary of the results from these interviews. Where possible the data is compared with data gathered at other GLA events.
- Research conducted in accordance with ISO 20252 and ISO 27001.

Please note that throughout the report a green circle indicates a result is significantly higher than last years' score while a red circle indicates that a result is significantly lower.

Confidential: For research purposes only



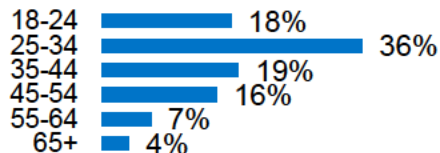
Sample profile

Gender

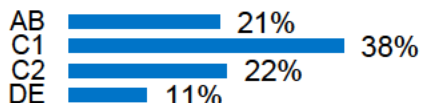


Age

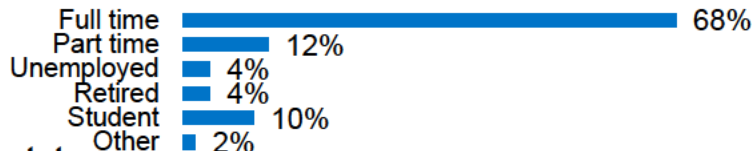
In another way
Prefer not to say



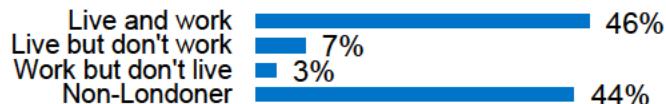
Social grade



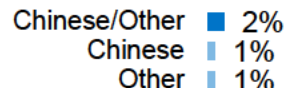
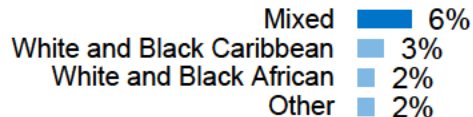
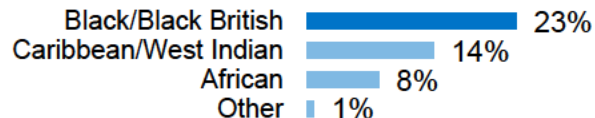
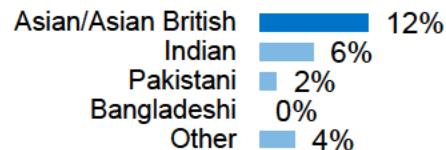
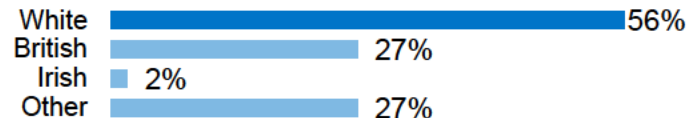
Work status



Londoner status



Ethnicity



Key findings (1 of 2)



Half of attendees (50%) had **previously attended** the Notting Hill Carnival. This score is just below the long-term average for this event (54%).

Six in ten attendees (60%) said they were **aware that the event has taken place in the past** and wanted to come along. This is a significant decline from last year (70%).

Most visitors (91%) continue to say they **came specifically to attend the carnival**.

Attendees **planned to stay** for an average of 3.7 hours, marginally less than the past two years (4.0 hours).



Overall, attendees gave the NHC a score of **8.59 out of 10**. This is in-line with previous NHC events which all score above 8.

Most **factors influencing rating** were seen as less important this year, particularly the weather and crowd volume. The **parade, atmosphere and music** continue to be the most enjoyable aspects of the event.

The great majority of attendees (93%) say they would **recommend the event to a friend**.



Four in five (88%) believe that the event **represents Caribbean culture well**, with over half (52%) saying it represents the culture very well.

In a similar manner, the majority of attendees (96%) believe Notting Hill Carnival is **important for bringing the community together**. Two in three (67%) believe it is **very important** for bringing the community together.

Key findings (2 of 2)



Awareness of MoL's involvement has declined this year (-10 points, 41%). Even though awareness remains higher than in 2015 and 2016, MoL awareness at this event continues to remain below the GLA all-event average (61%)

Of those who are aware of the Mayor's involvement, two fifths (37%) believe MoL owns and organises the event, while less than half (49%) believe it supports the event through funding.



Attendees spent a total of £91 as a result of their visit, with £55 of this being additional spend as a result of attending the carnival.

Additional spend has recovered from last year's decline (2017: £39).

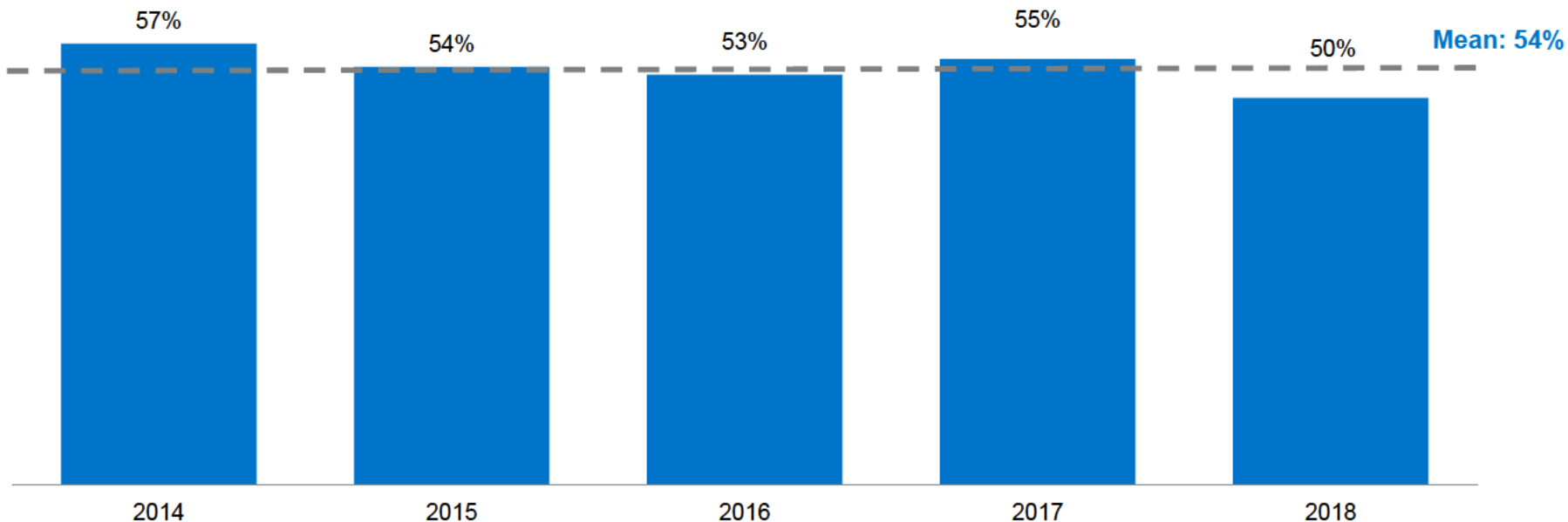
1. Awareness, behaviours and attitudes



The proportion of repeat visitors remains consistent, at around half of attendees

Q1. Have you attended Notting Hill Carnival before?

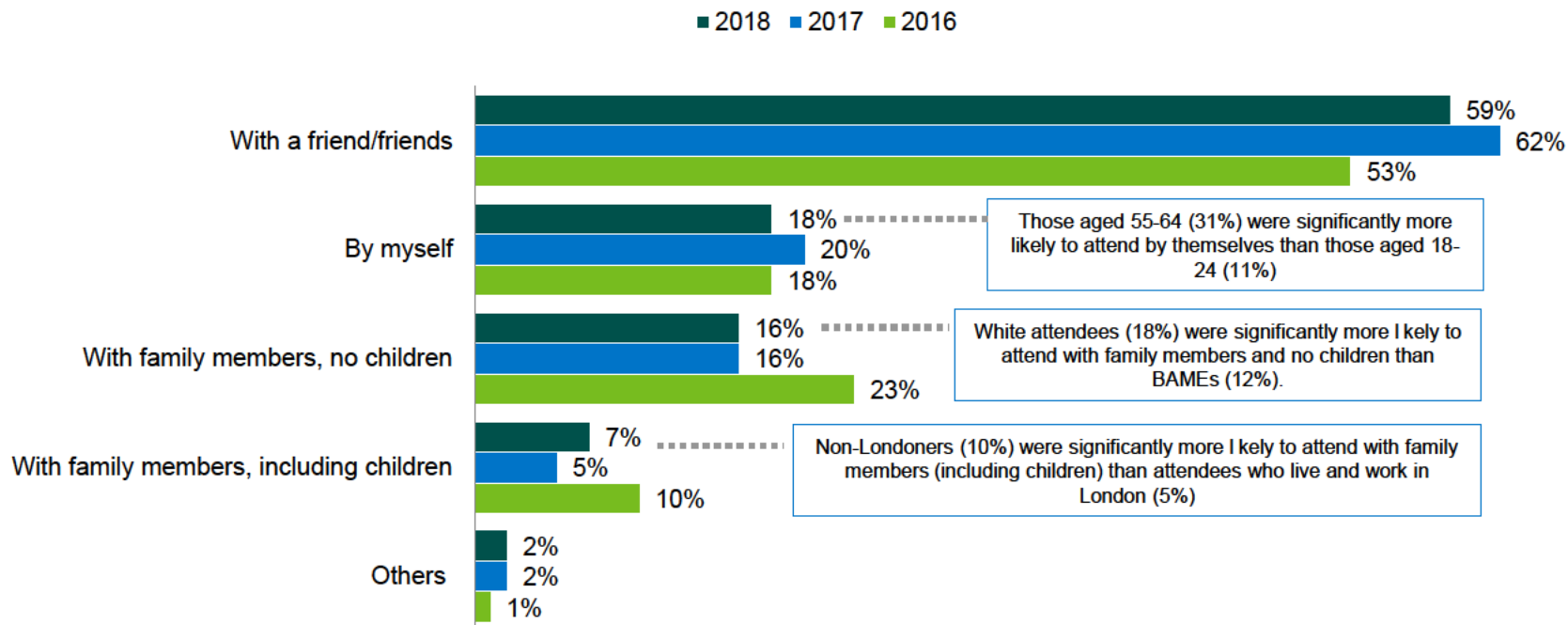
% Repeat visitors



Base: All respondents (533); 27th August 2018

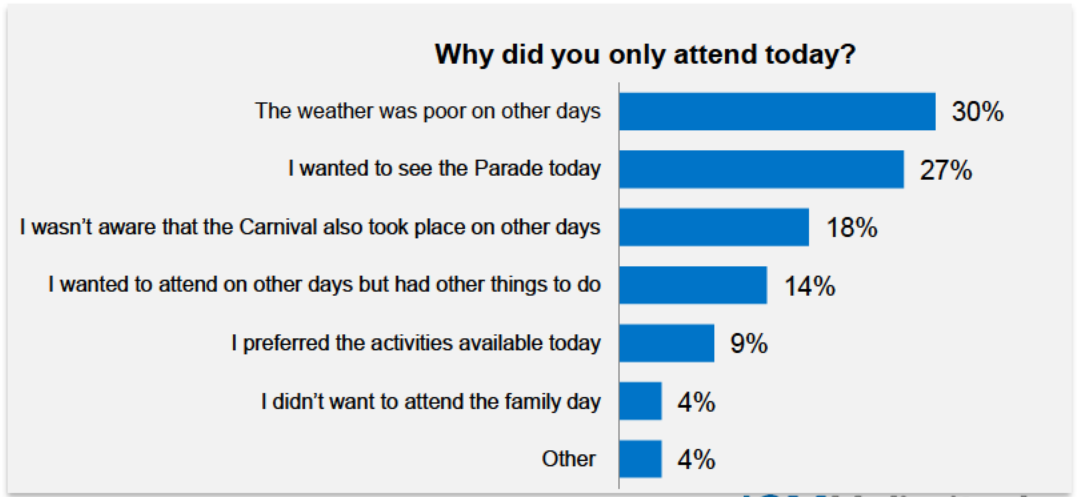
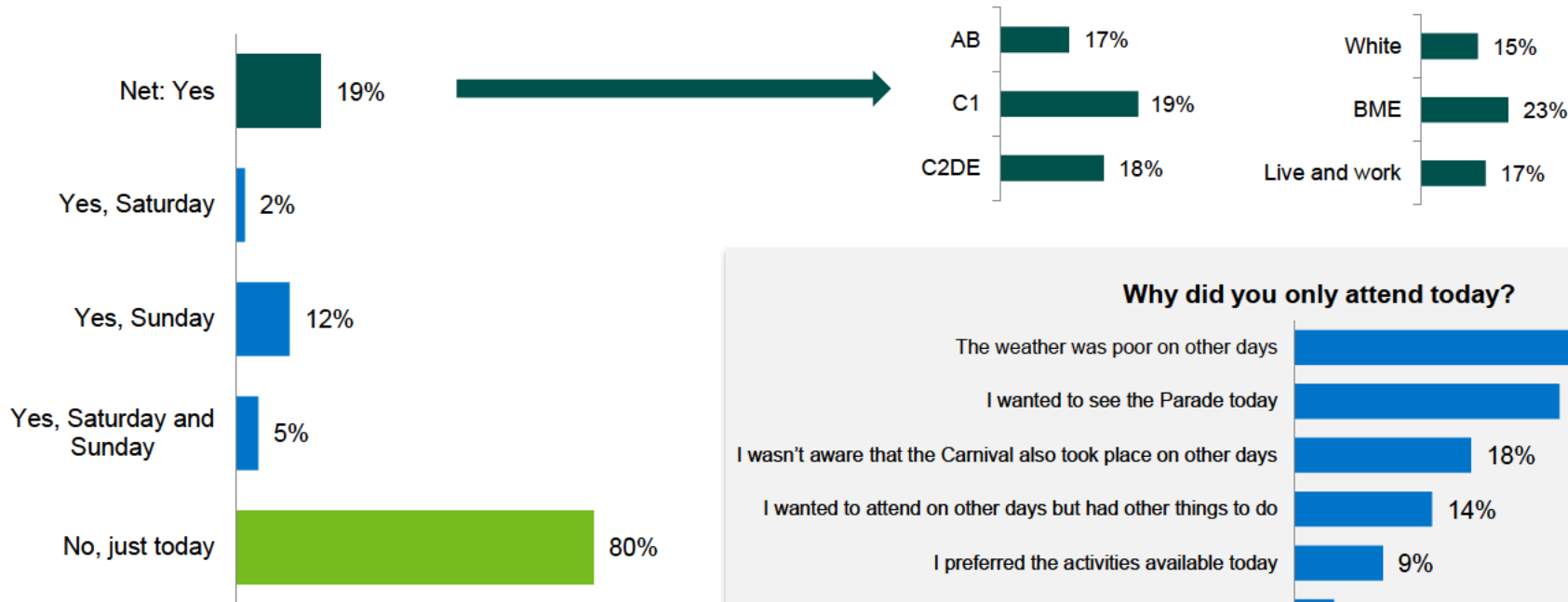
Three in five attend with friends, while one in five attend alone

Q2. Who did you come with to today's Notting Hill Carnival?



One in five attended the carnival on another day

QXa. Did you attend NHC on any other day this year? QXb. Why did you attend NHC today and not any other days?



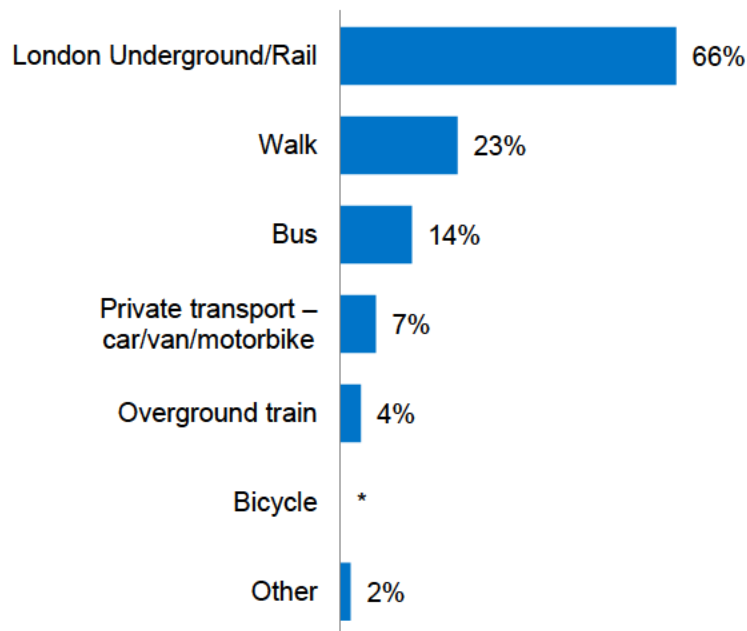
Base: All respondents (533) / All who only attended on Monday (428); 27th August 2018
 NB: New question wording at Qxa in 2017. QXb was a new question in 2017.

The Tube is the most common way of getting to the event, with Notting Hill Gate the most commonly used station. Nearly a quarter do not know which station they will use to leave the carnival.

Q6. How did you travel to the event today?

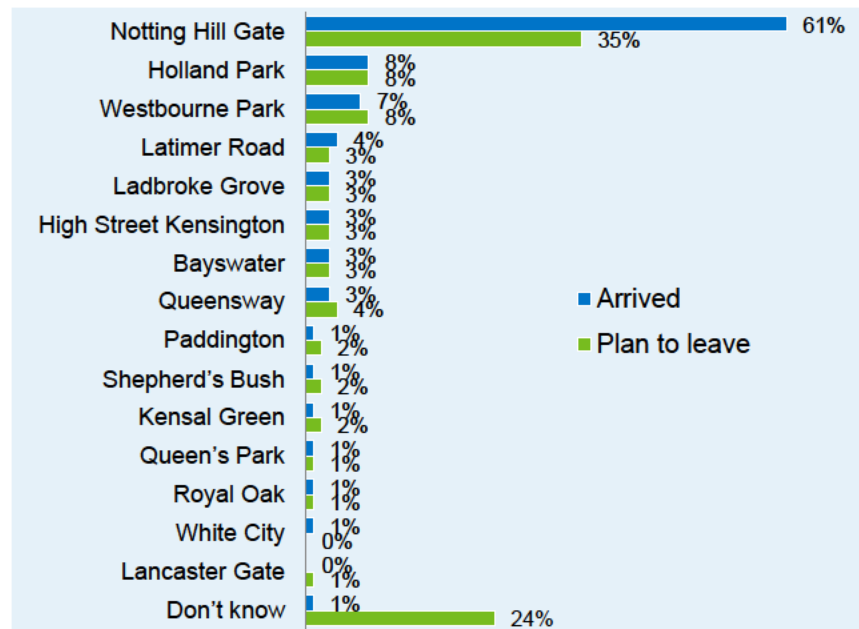
Q7a. Did you arrive at any of the following stations? Q7b. Do you plan to depart from any of the following stations?

Mode of transport



Base: All respondents (533)/ all who travelled by Tube (358); 27th August 2018

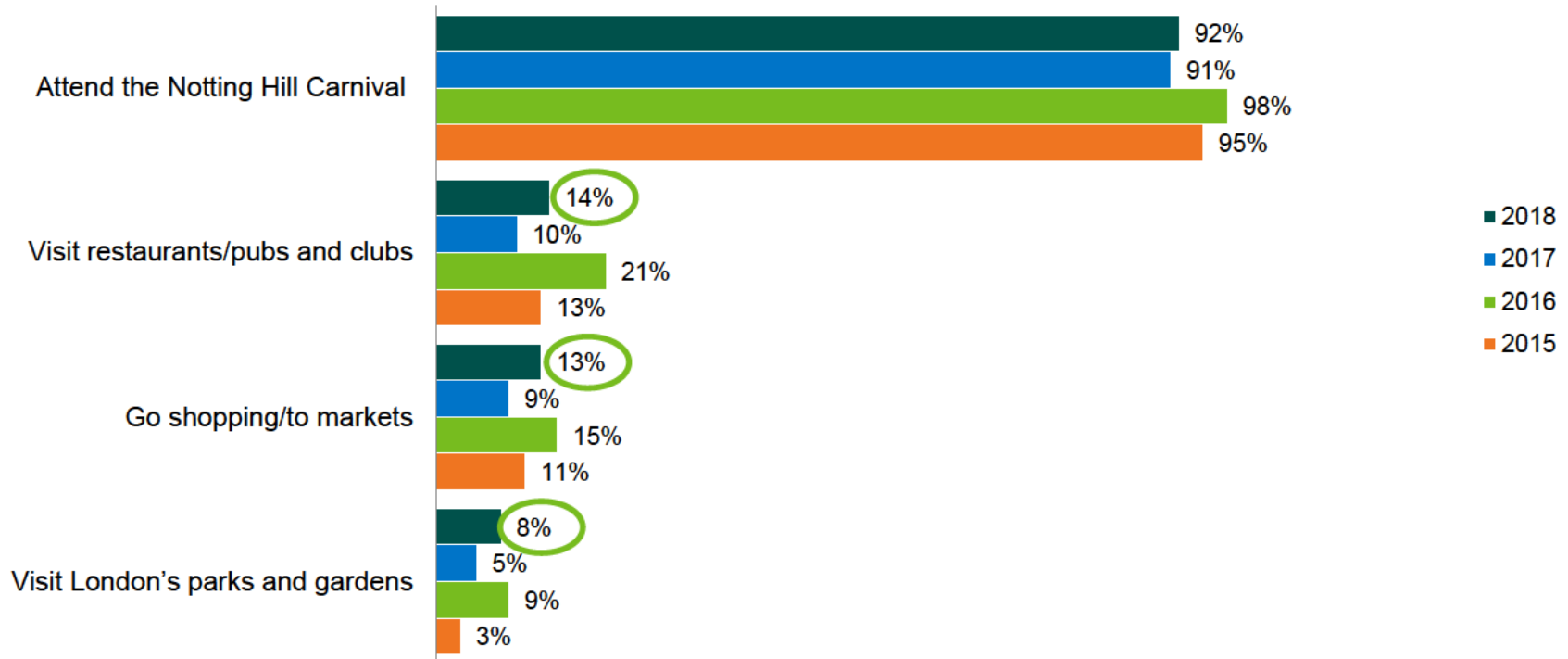
Train stations used



Base: All who travelled by underground/ overground train (358); 27th August 2018

Nearly all travelled specifically to attend the carnival

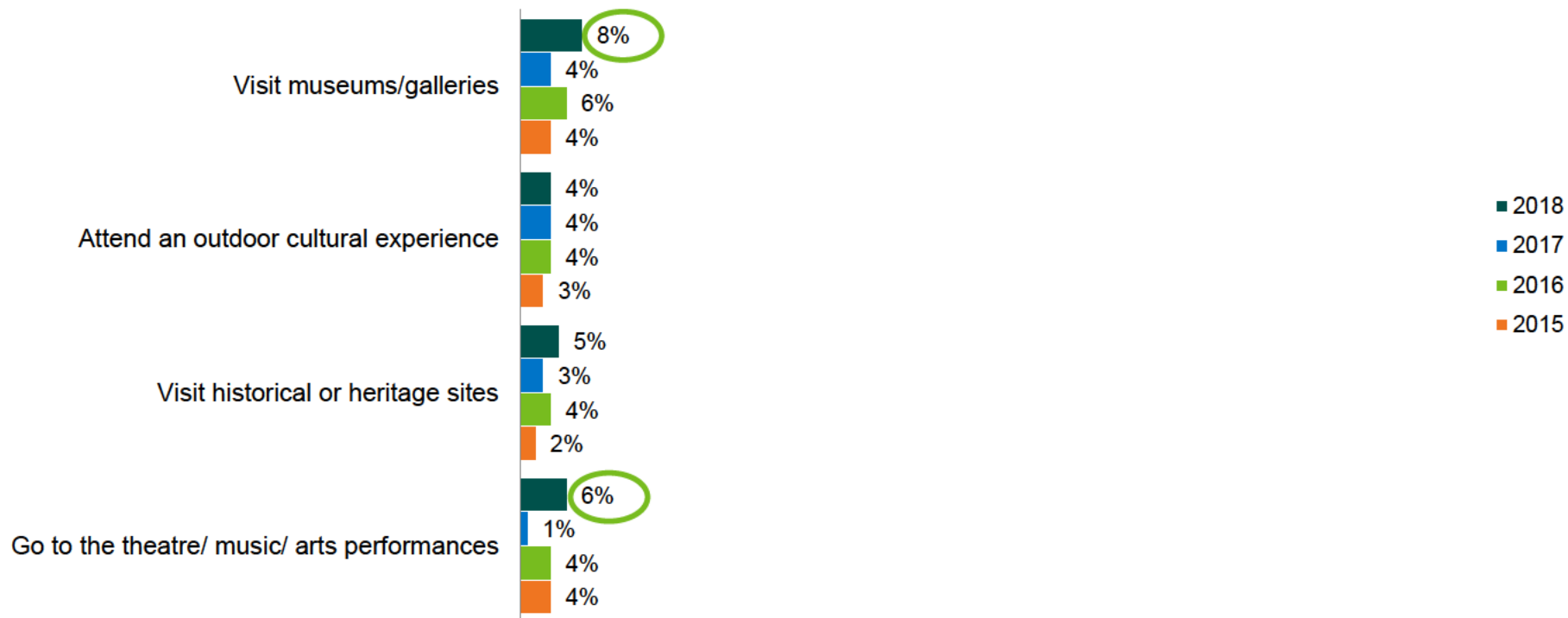
Q16. Which, if any, of the following did you intend to do in London today?



Base: All respondents (533); 27th August 2018

Few travelled specifically to see arts/culture, historical sites or museums

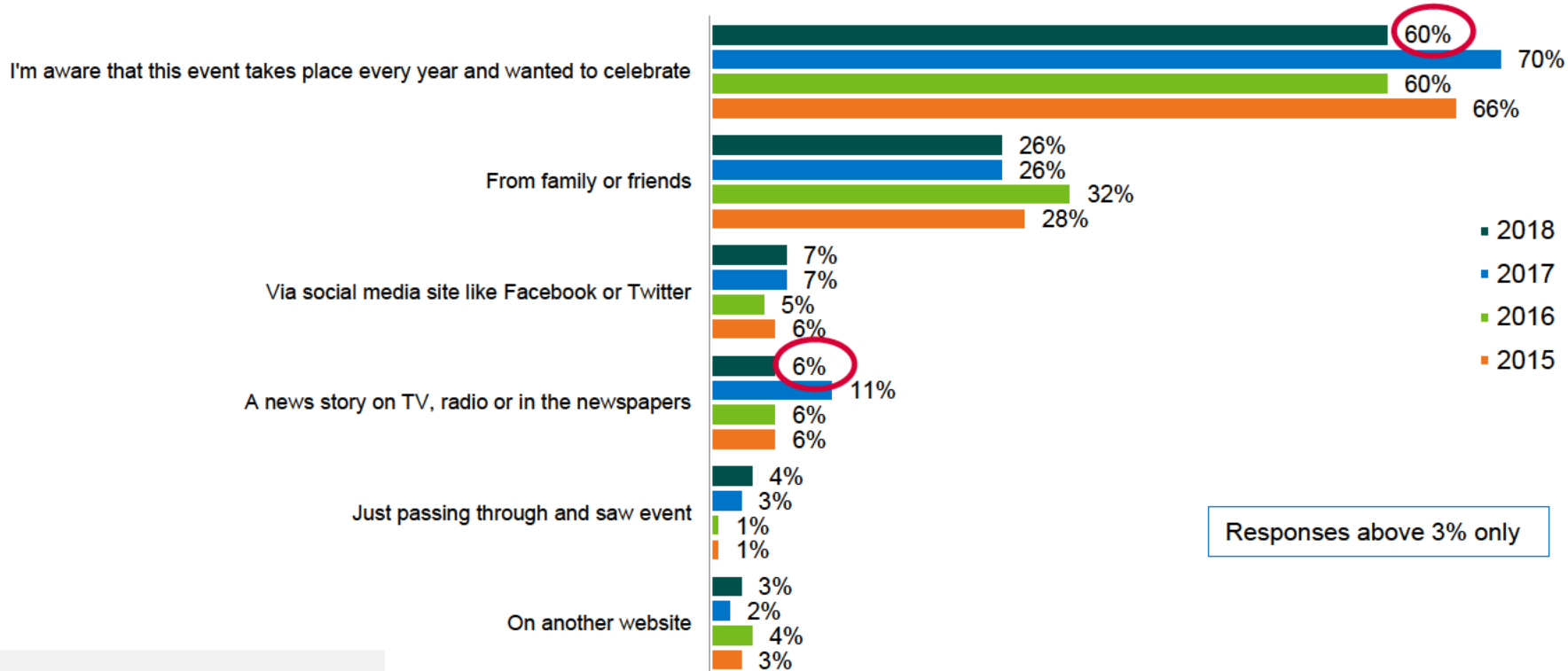
Q16. Which, if any, of the following did you intend to do in London today?



Base: All respondents (533); 27th August 2018

Six in ten are aware the event takes place every year; awareness through word of mouth is on par with last year

Q8. How did you hear about the Notting Hill Carnival?

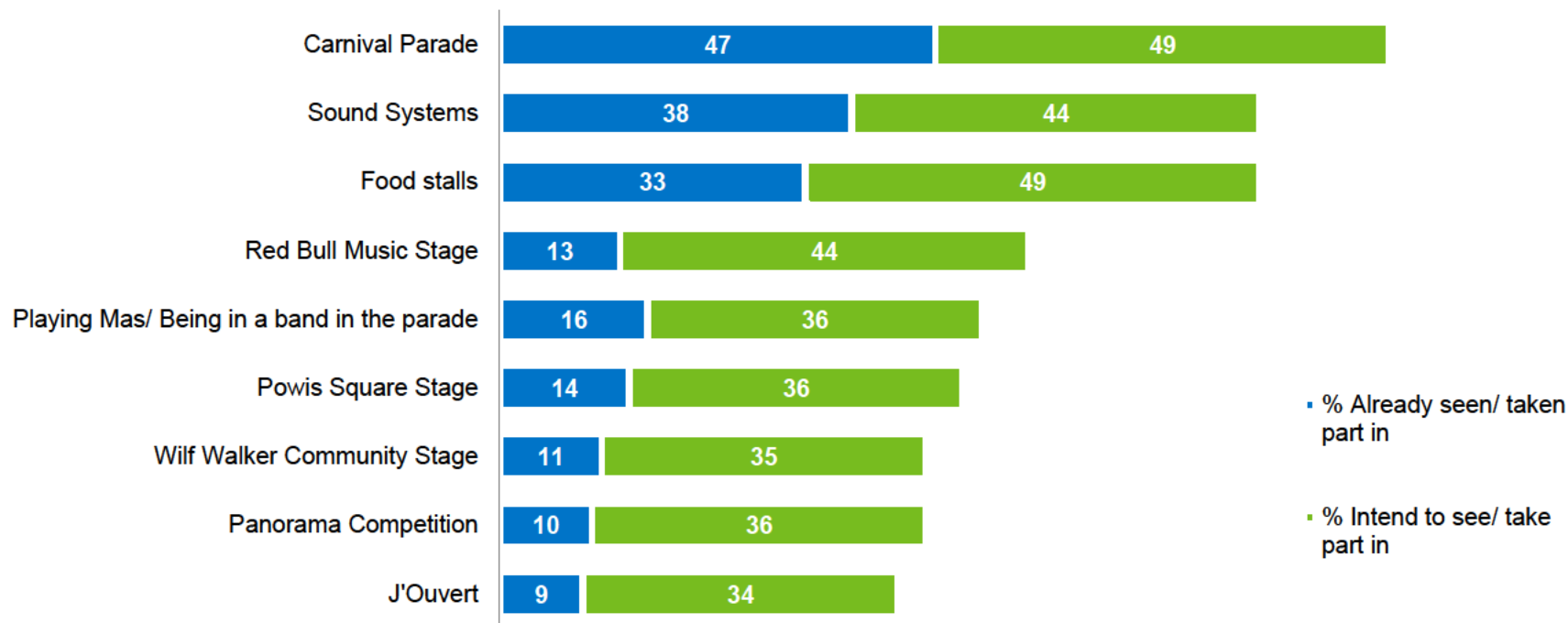


Responses above 3% only

Base: All respondents (533); 27th August 2018

The parade, sound systems and food stalls are the most popular attractions

Q4. Which of the following attractions have you seen or taken part in, or intend to see/take part in, at the Notting Hill Carnival?

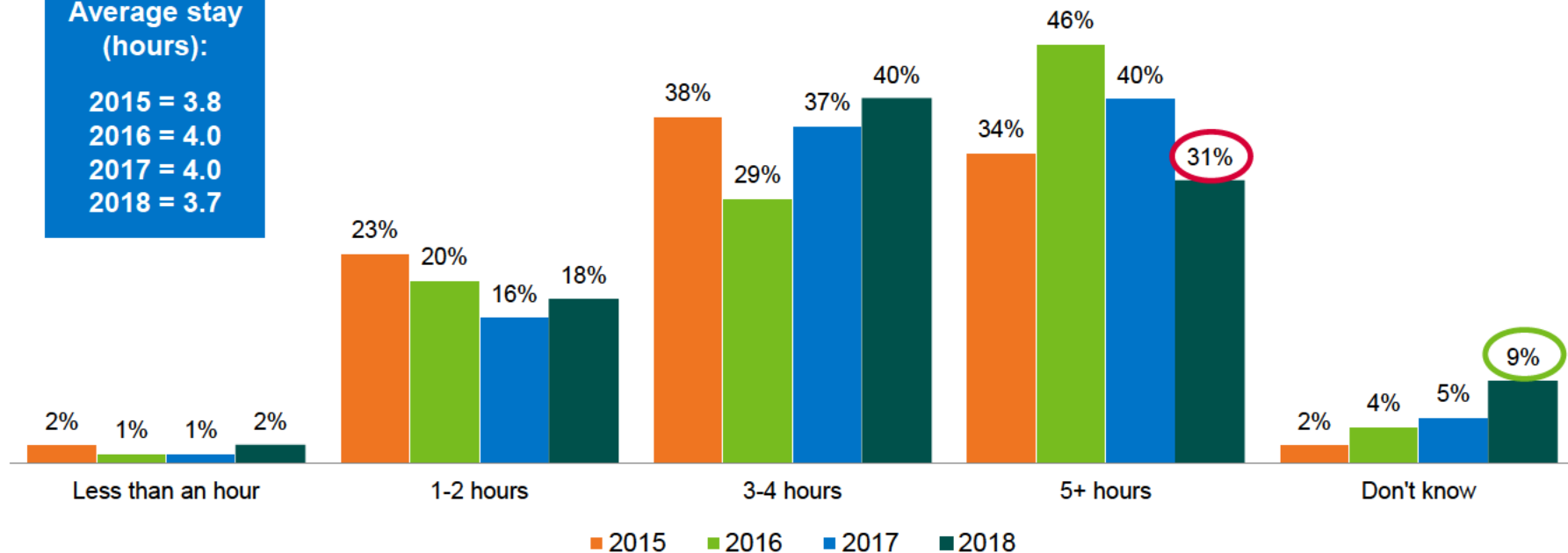


The average stay has shortened since last year, with fewer attendees likely to stay for over 5 hours

Q3b. How long do you think you will stay here today?

Average stay (hours):

2015 = 3.8
2016 = 4.0
2017 = 4.0
2018 = 3.7



Base: All respondents (533); 27th August 2018

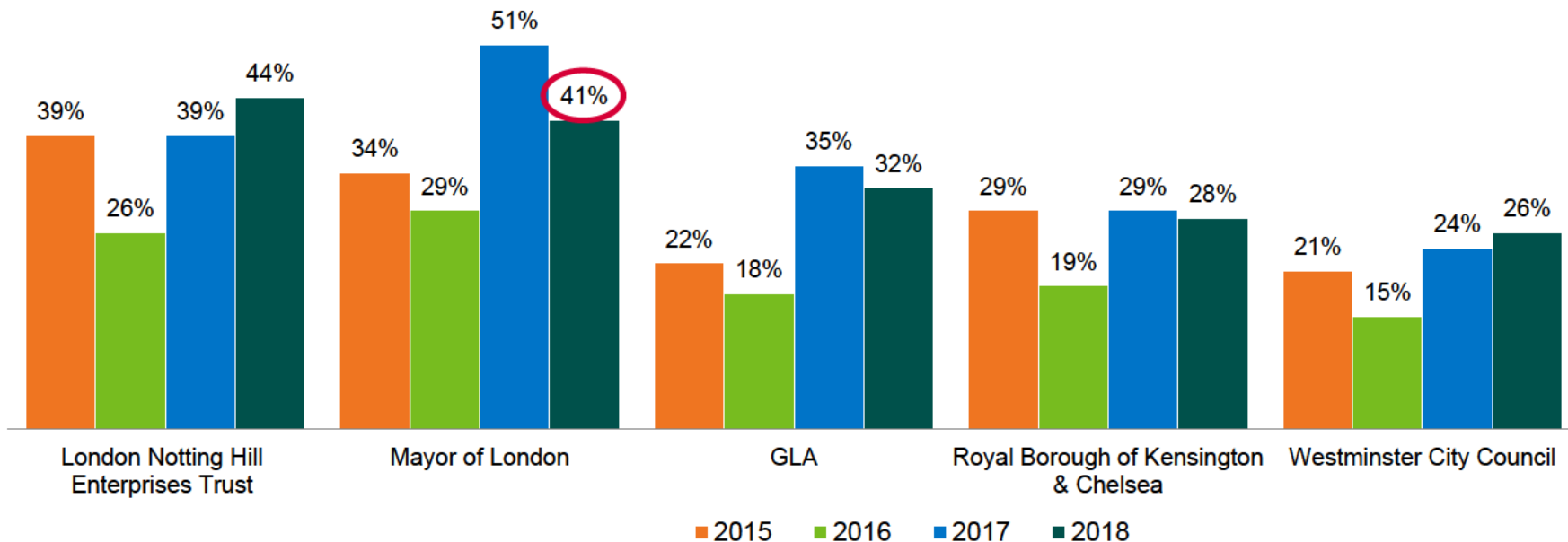
2. The role of the Mayor of London



Two in five are aware that NHC is organised/supported by MoL, higher than previous years

Q9. Were you aware or unaware that the Notting Hill Carnival has been organised/ supported by any of the following...?

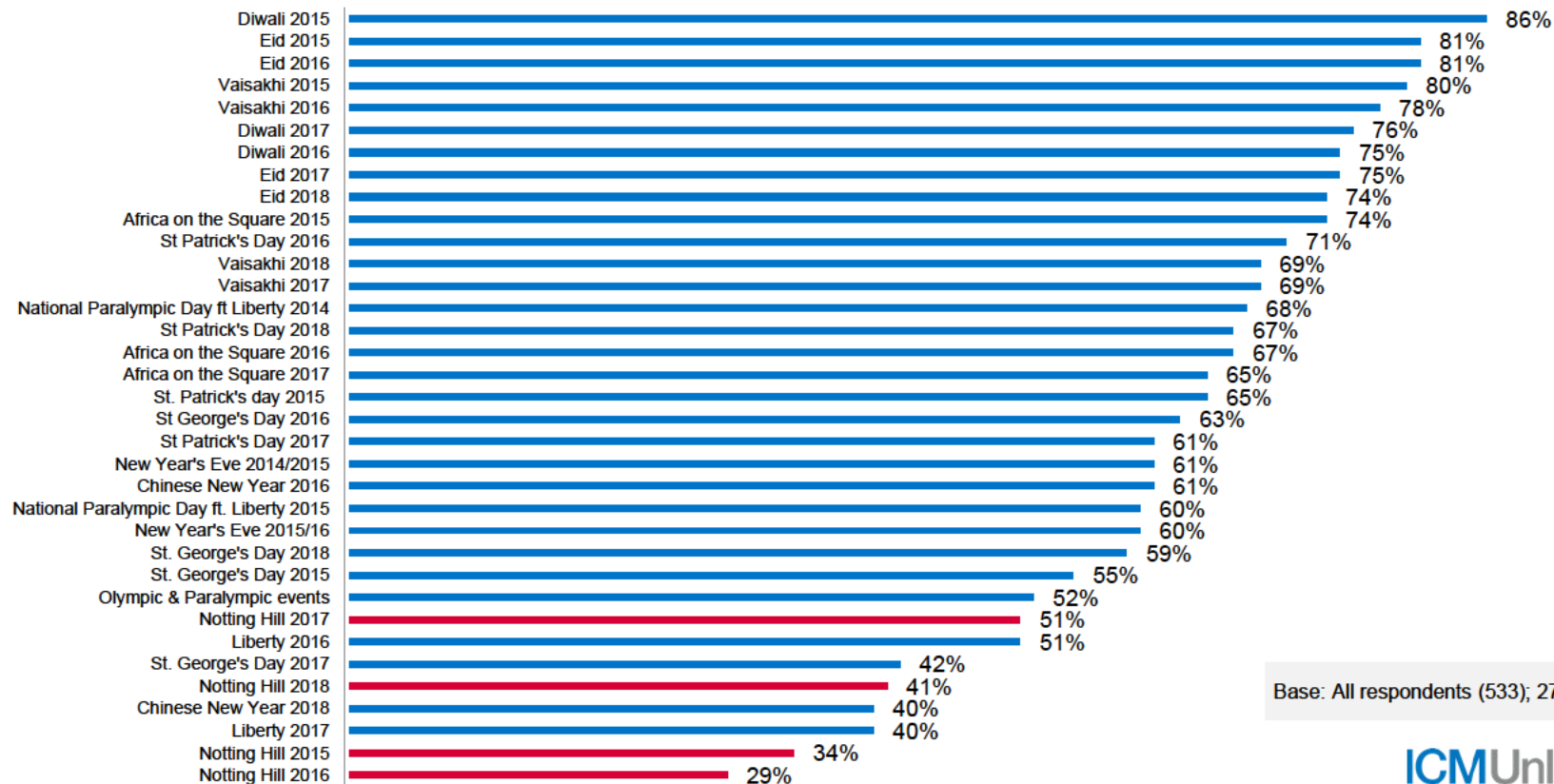
% Aware



Base: All respondents (533); 27th August 2018

Awareness of MoL's involvement has dropped below 2017's record high

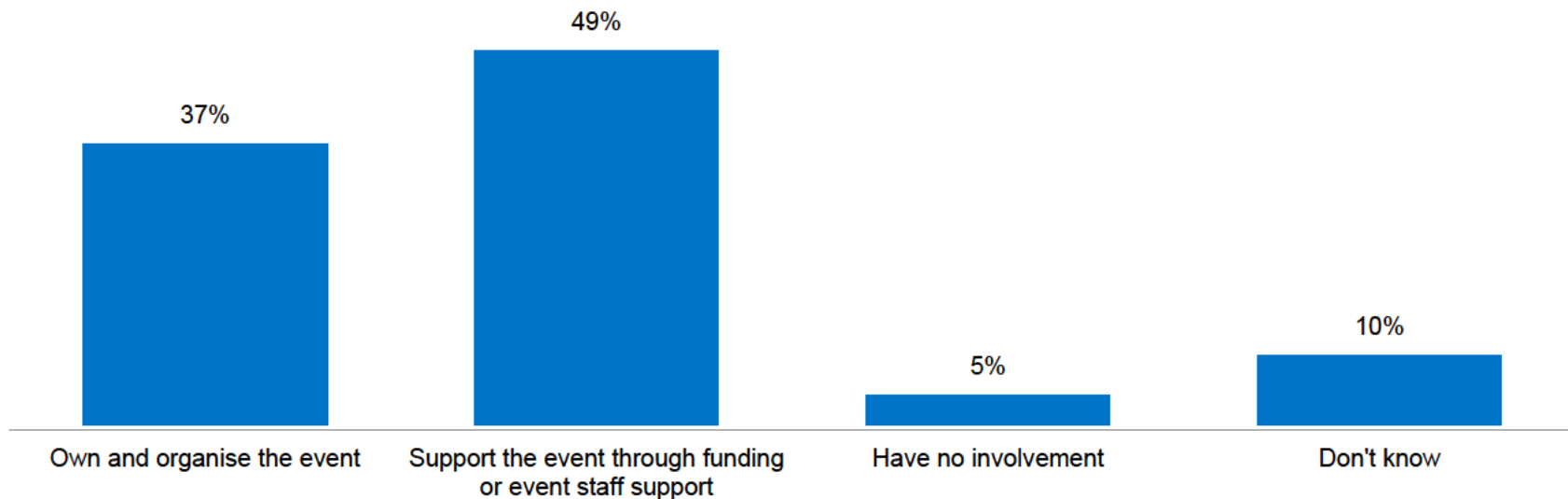
Q5. Were you aware or unaware that Notting Hill Carnival has been supported by any of the following...



Base: All respondents (533); 27th August 2018

Nearly half believe MoL supports the event through funding or staff support

Q10. How much of a role do you think the Mayor of London and his office have in the Notting Hill Carnival? Do they...



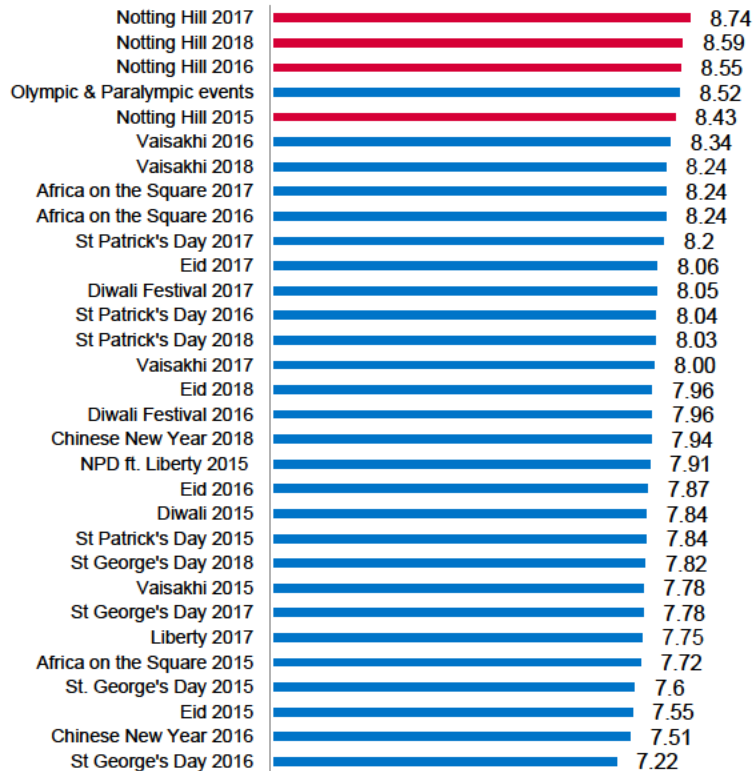
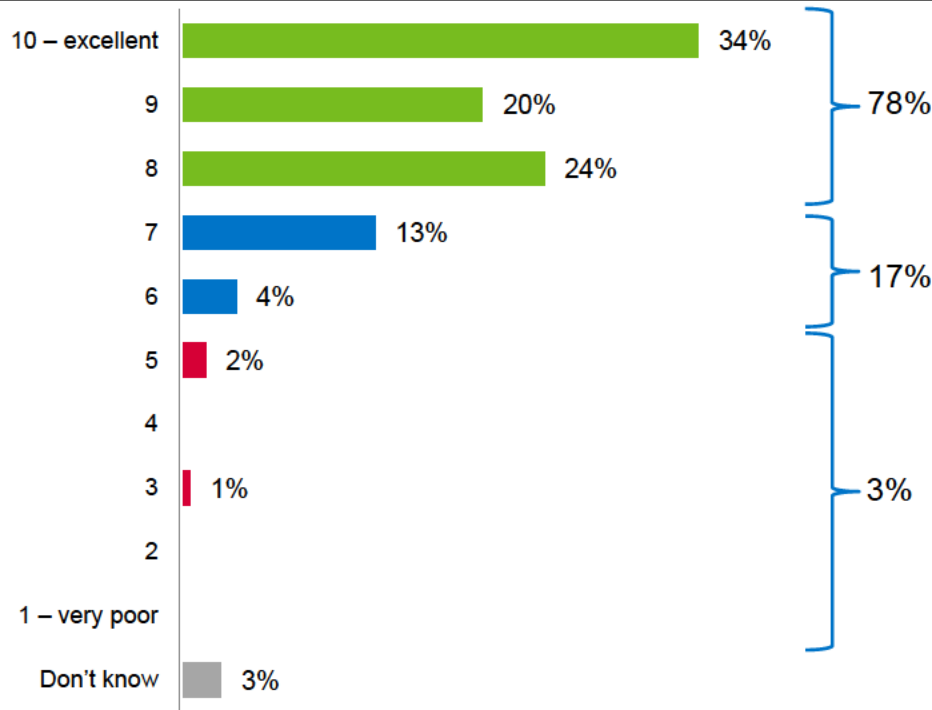
Base: All respondents (533); 27th August 2018

3. Perceptions and impact of the event



The overall rating for the event was 8.59, the second highest score for this event

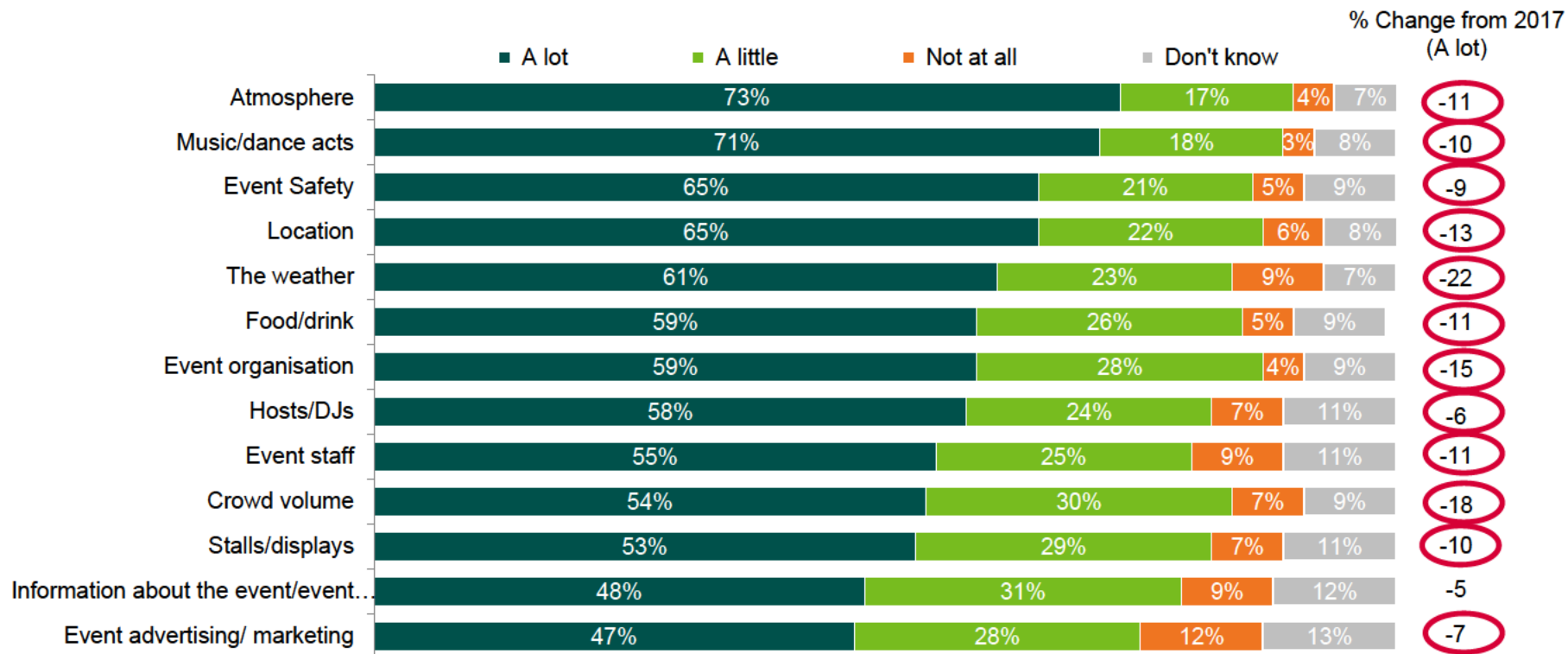
Q13. Overall, how would you rate this event out of 10, where 10 = excellent and 1 = very poor indeed?



Base: All respondents (533); 27th August 2018

All factors are less likely to impact scores than last year

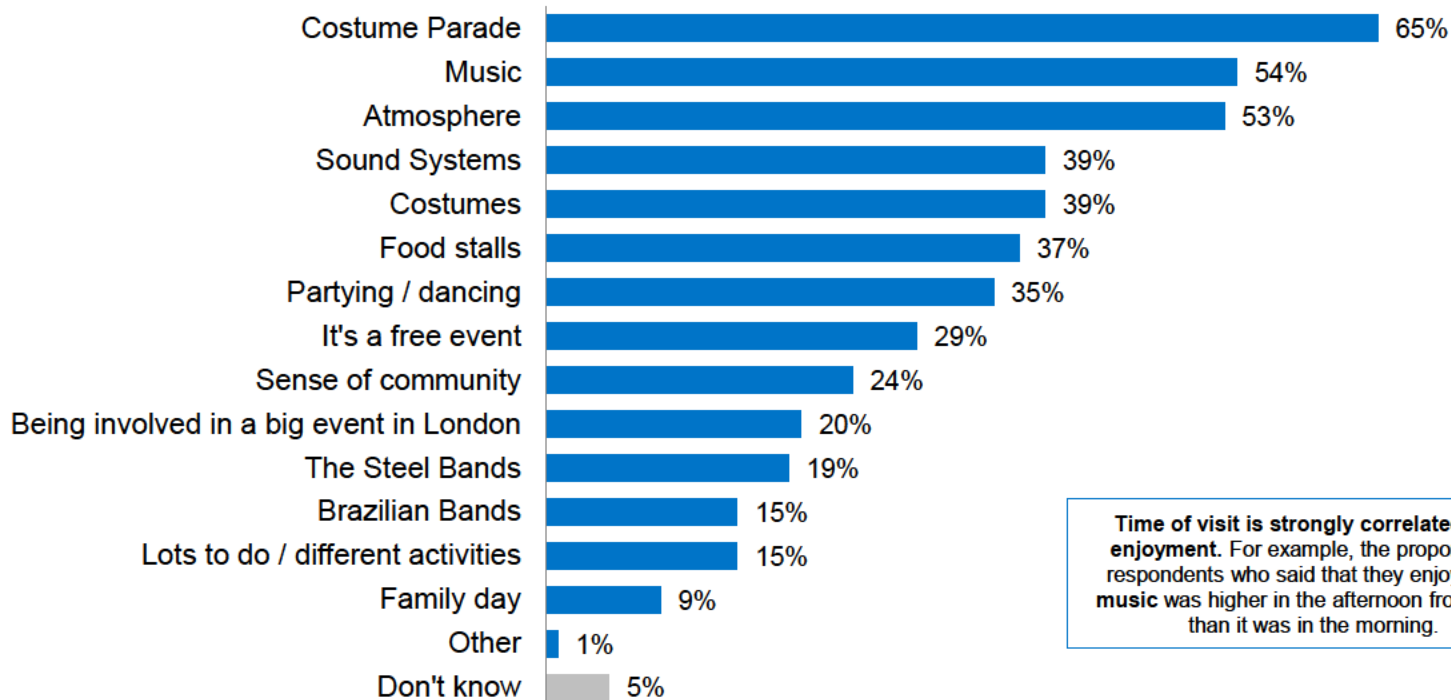
Q14. Thinking about your answer to the previous question, how much, if at all, did each of the following affect your rating? Would you say it affected it a lot, a little or not at all?



Base: All respondents (533); 27th August 2018

The parade, atmosphere and music continue to be the most enjoyable aspects of the carnival

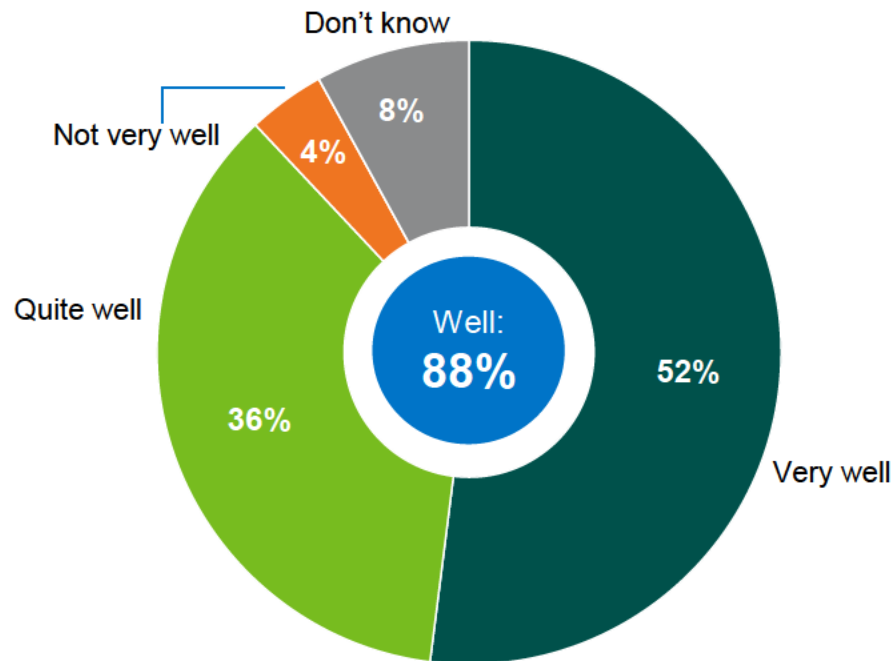
Q5. What have you enjoyed most about the Notting Hill Carnival so far?



Time of visit is strongly correlated with enjoyment. For example, the proportion of respondents who said that they enjoyed the music was higher in the afternoon from 12pm than it was in the morning.

Most think the event reflects Caribbean culture well, in line with last year

Q11. How well, if at all, do you think this event reflects Caribbean culture?



Net: Well

2014 = 88%

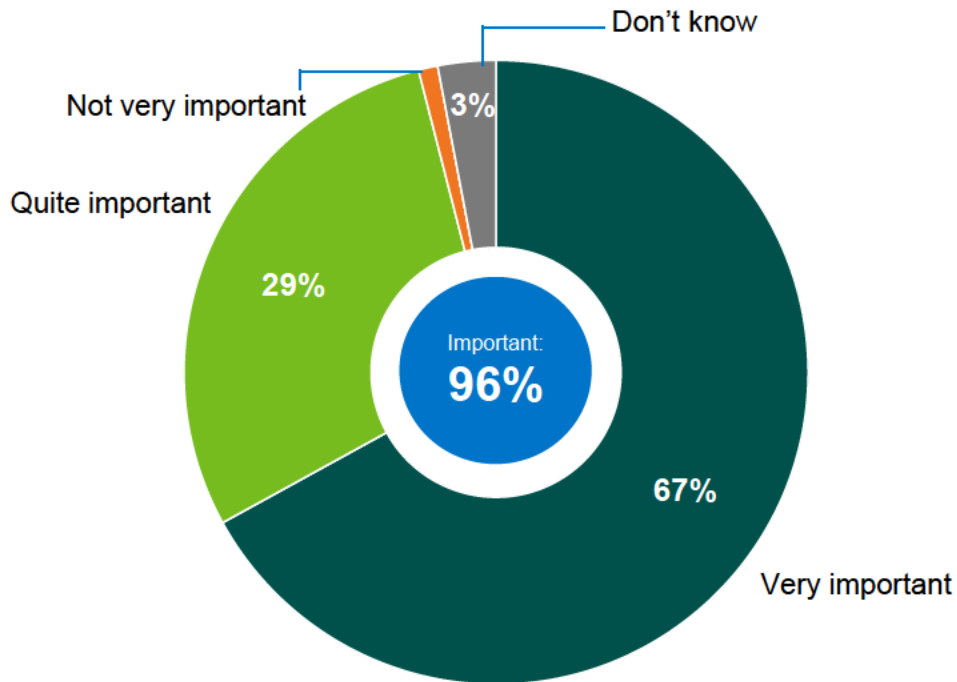
2015 = 87%

2016 = 84%

2017 = 91%

Two thirds believe Notting Hill Carnival is very important for bringing the community together; almost all attendees believe it is important

Q12. How important, if at all, do you think the Notting Hill Carnival is for bringing the community together? Would you say it is....?

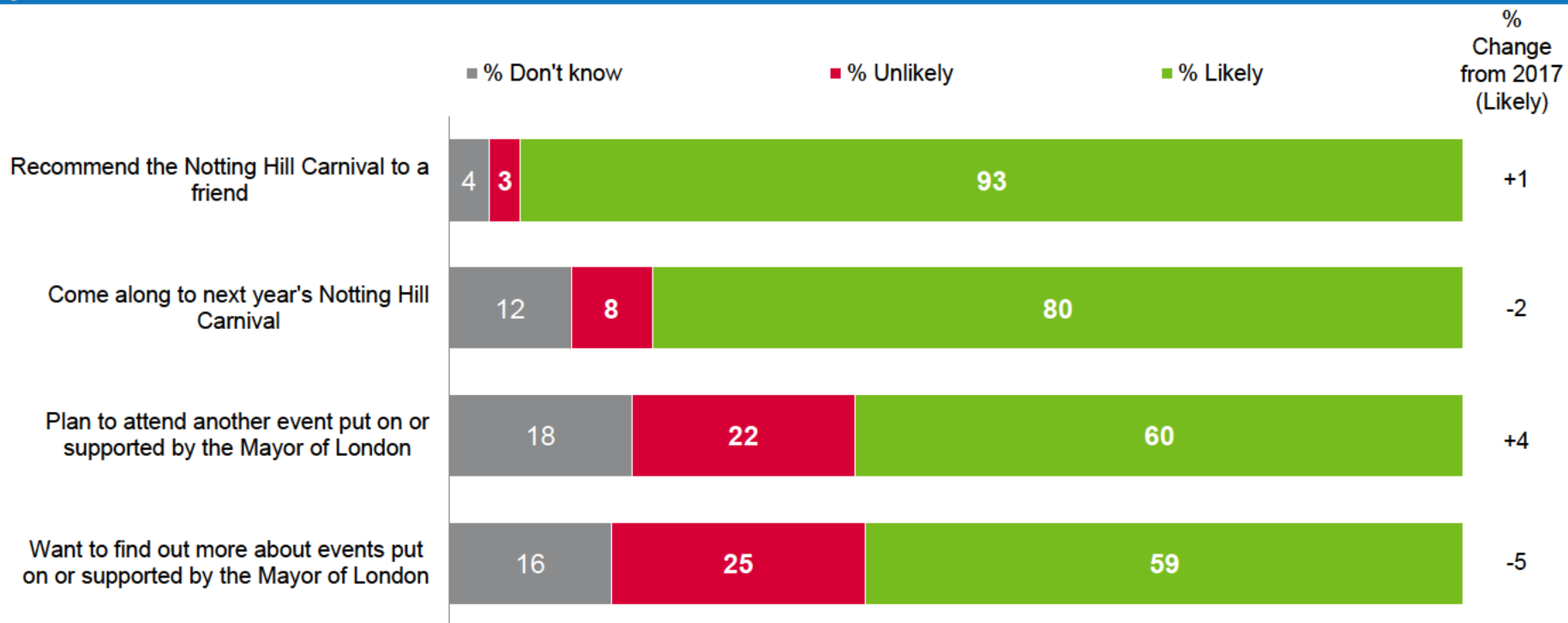


Net: Important

2014 = 97%
2015 = 95%
2016 = 94%
2017 = 96%

A similar proportion of attendees would recommend the event to a friend

Q15. Now that you have attended the Notting Hill Carnival, for each of the following, please tell me how likely you are to...

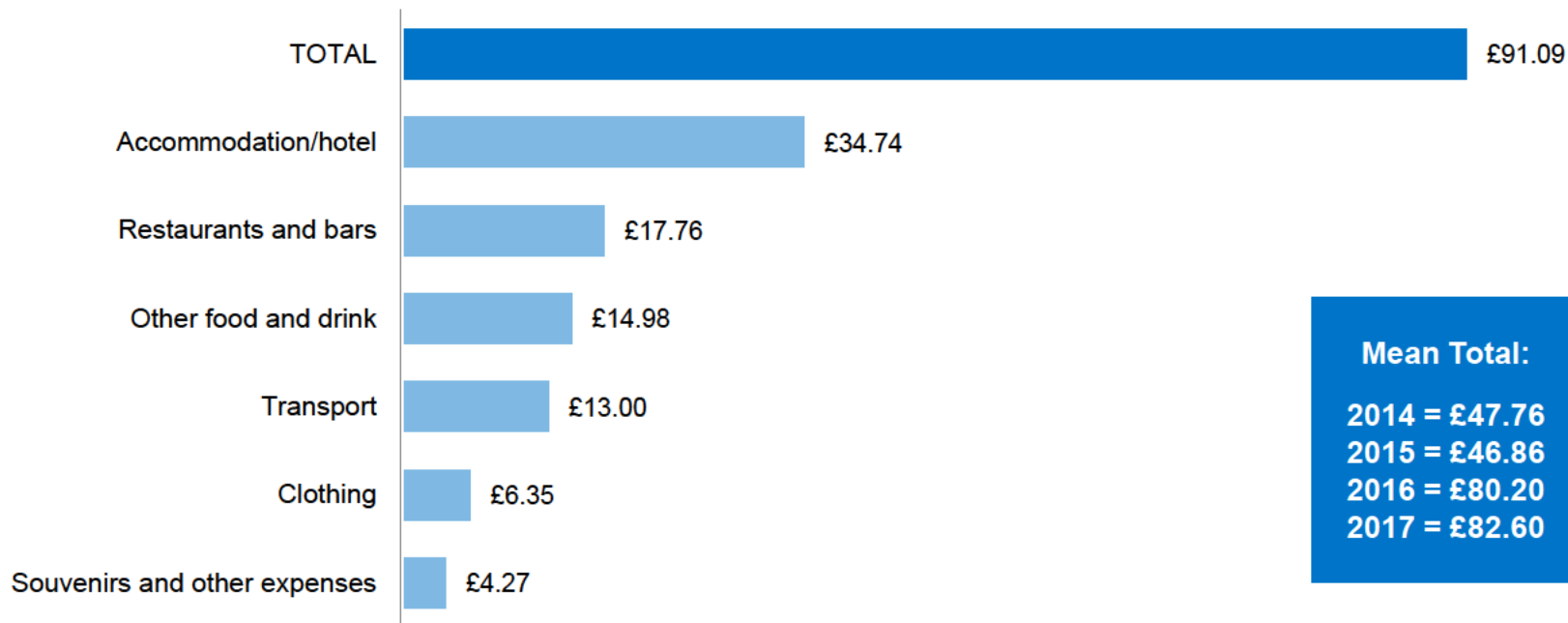


4. Spending patterns



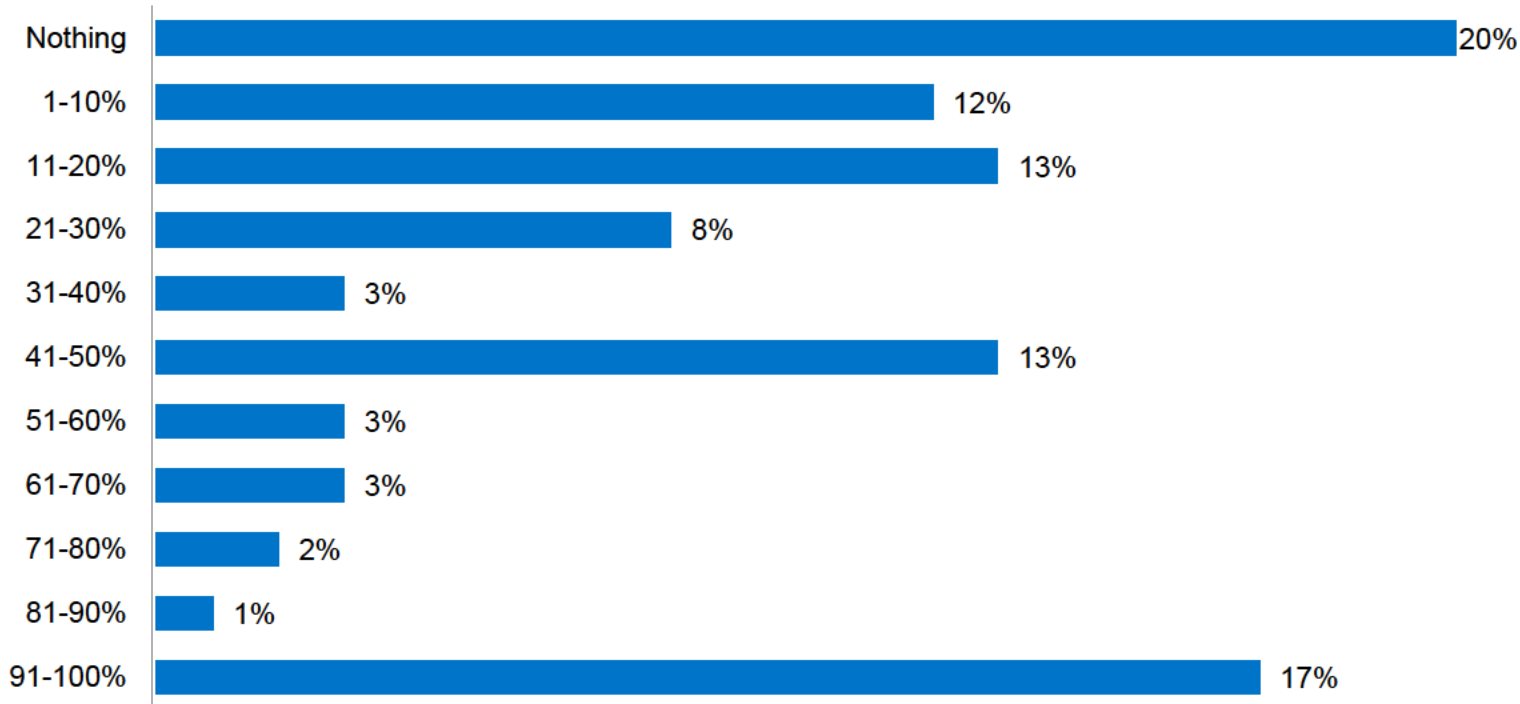
On average, people spend £91 as a result of attending the carnival

Q17. For each of the following, roughly how much money do you think you will spend today as a result of your visit to this event? It doesn't matter if you don't know exactly, your best estimate will be fine.



Attendees would have spent just under two fifths of what they had spent if they did not attend the event, slightly less than last year

Q18. If you could guess, what proportion of your spend today might you have spent anyway even if you had not attended this event?

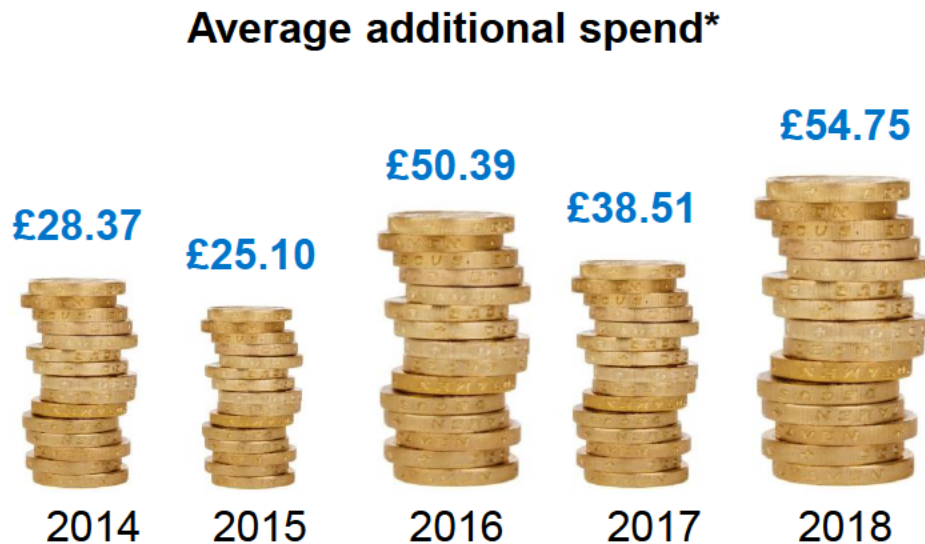
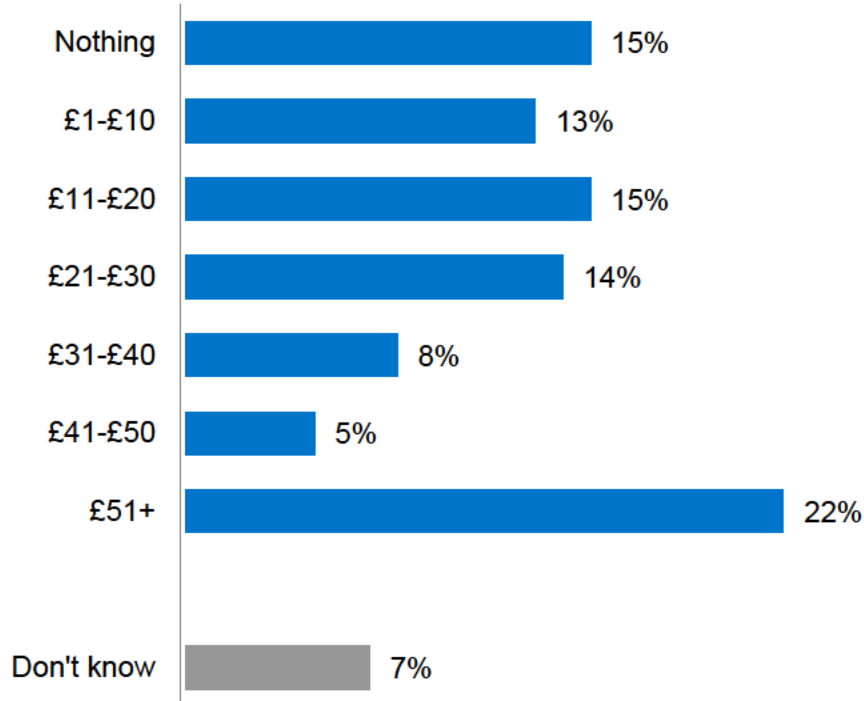


Mean:

2014 = 46%
2015 = 47%
2016 = 38%
2017 = 41%
2018 = 38%

Notting Hill Carnival therefore generates £55 per visitor, an increase on last year

Q17/18 Extra spend as a consequence of attending the event



*The average spend figure is calculated using the mid point of each answer scale and therefore should be treated as a guide only.

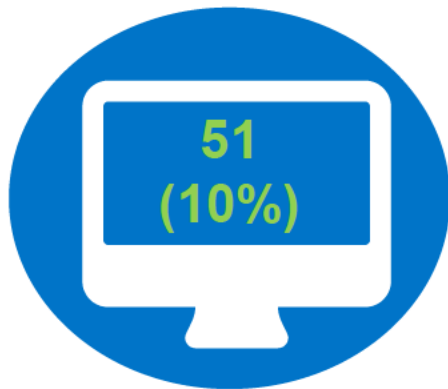
**This figure and those from all previous events include zero per cent responses at Q18.

5. Appendix

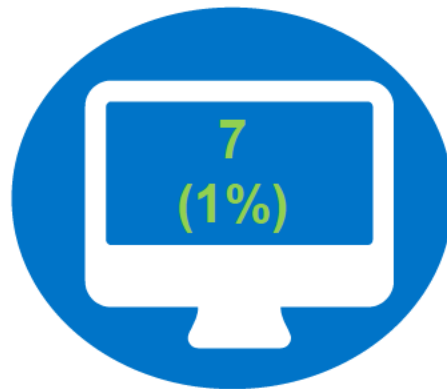


Email sign-ups

of people who signed up to events mailing list



of people who signed up to Mayor of London news mailing list



Would you like to receive email updates about future Notting Hill Carnival events, as well as other Mayor of London events?

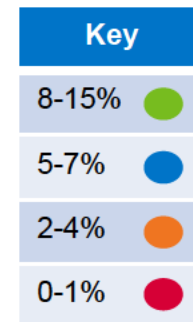
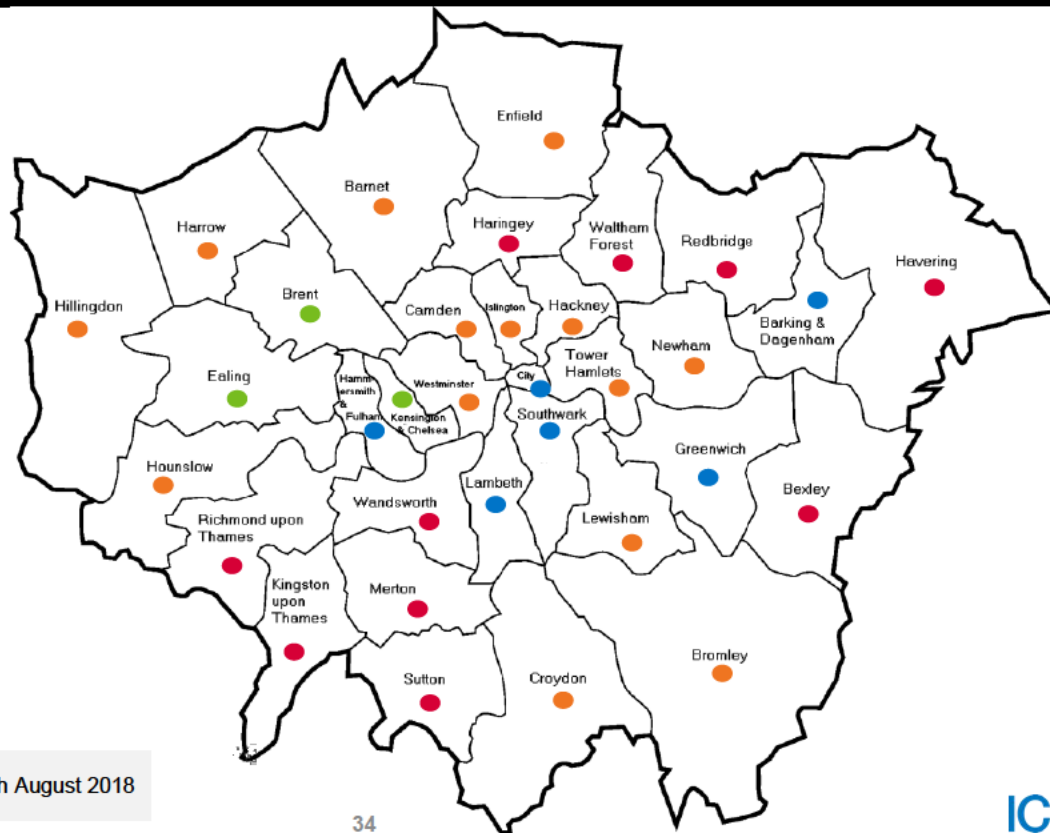
Would you like to receive a monthly round-up of news from the Mayor of London?

Base: All respondents (533); 27th August 2018

Attendance per London Borough

QREGION2. Which borough do you live in?

London Region	%
Net: North	8
Net: South	14
Net: East	11
Net: West	29
Net: North-East	4
Net: North-West	13
Net: South-East	9
Net: South-West	5



Base: All respondents who live in London (279); 27th August 2018



For more information please contact:

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