

**ANNEX THREE:  
COVENTRY CITY  
OF CULTURE 2021:  
HOUSEHOLD,  
AUDIENCE AND  
SENTIMENT  
SURVEY  
ANALYSIS**

**20  
21**



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PREPARED BY

**Culture  
Counts**

JULY 2023

WARWICK BUSINESS SCHOOL

FINAL REPORT

# COVENTRY CITY OF CULTURE 2021

HOUSEHOLD, AUDIENCE & SENTIMENT  
SURVEY ANALYSIS

APRIL 2023

**Culture  
Counts**

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# 1 INTRODUCTION

## 1.1 Coventry City of Culture

UK City of Culture is a designation given to a different city every four years by the Department for Culture, Media & Sport with the aim of using the arts to celebrate and regenerate forgotten areas. Coventry was awarded the City of Culture title in 2017, with the designated opportunity to host the City of Culture in 2021. In July 2020, it was announced that the City of Culture events in Coventry would be delayed due to the COVID-19 pandemic, with the opening event Coventry Moves eventually taking place in June, 2021.

As part of the initiative, Coventry City of Culture 2021 (CoV21) devolved a 'theory of change' and associated monitoring and evaluation strategy (M&E). As part of that strategy, evaluation partner Warwick Business School sought to engage Culture Counts to undertake an independent analysis of the data collected as part of the M&E and provide associated finding.

This report represents the outcome of this analysis.

## 1.2 M&E Background

The CoV21 M&E sources data from three primary sources:

- City of Coventry Household Survey (HHS)
- CoV21 Household Sentiment Survey (Sentiment Survey)
- Audience Surveys for CoV21 events and activities (Audience Surveys)

Culture Counts has undertaken independent analysis of these data sources to report on specific KPIs within the CoV21 Theory of Change. Following the analysis of the three primary data sources, Culture Counts focused on the specific KPIs within the CoV21 Theory of Change. The independent analysis conducted by Culture Counts aimed to provide insights into the impact of the City of Culture initiative on Coventry's local population, as well as its potential to drive cultural engagement and promote the city's regeneration, as per the Theory of Change established.

As part of the analysis, we examined the relationship between the data sources and the CoV21 Theory of Change, identifying areas of alignment and potential gaps. This was to ensure that data reporting was able to adequately understand how the City of Culture influenced the local population and what their sentiment and experiences were. The analysis also shed light on the demographic representation within the data, highlighting any potential biases that would factor into the interpretation of the results.

### Notes on sources

The HHS and Sentiment Surveys were undertaken by MEL Research, with data seeking to relate to a representative sample of the overall Coventry population. The sampling methodology appears to use Middle Layer Super Output Areas boundaries as a means of ensuring representative sampling. MEL then appear to use 2011 census data as a mechanism to apply weightings to responses based on age, gender and ethnicity.

The Office of National Statistics released data for their recent 2021 census in late 2022. Weightings applied to the HSS and Sentiment Survey do not appear to consider 2021 results. As such, where reporting demographic information is concerned, Culture Counts has developed new weightings for the 2022 HHS based on 2021 census results for age and ethnicity. For the purposes of trend analysis, weightings have been removed from HHS and Sentiment Survey results so as to ensure consistent and accurate comparisons between data sources.

Notably Audience Surveys do not appear to have instigated a collection mechanism to control from sample selection. This means that data for audience surveys is expected to trend towards results for those that choose to self-select into data capture. While this does not negate the results, it does however suggest that demographic biases will be seen within the overall dataset. Without a sample of audience survey data that has a controlled selection mechanism, it is not possible to weight the data in a way that best represents the 'true' demographic results of audiences. To this end, no weighting has been applied to audience results.

That being said, previous reports undertaken by Culture Counts suggest that demographic data has a minor or insignificant effect on sentiment of arts or cultural activities when reviewed in aggregate<sup>1</sup>. Birmingham Festival 2022<sup>2</sup> demonstrates that its online-survey audiences tended towards demographics that were older, more likely to be female and more likely to identify their ethnicity as white. Despite these demographic trends, differences between dimension results (i.e. questions about the activity being experienced that was the focus of the audience survey) were between 0 and 3%. To this end, presenting unweighted data for audience surveys, alongside median results calculated at the project-level, suffices as an approach reporting mechanism to deliver results with a high-degree of internal validity.

### 1.2.1 Key MSOAs

There are 42 MSOAs within the City of Coventry region. MSOAs (Middle Layer Super Output Areas) represent geographic small statistics area in England and Wales and seek to balance demographic data and population sizes using census data. 10 of these MSOAs were selected by Coventry City of Culture as being of distinct focus for monitoring and evaluation purposes as they represented the lowest quartile of arts and cultural engagement in the region. This was calculated via the 2018 Household Survey and a question in survey regarding engagement in cultural participation three or more times in a 12-month period.

Analysis in this report that considers 'Key MSOAs' refer to the following regions.

- Little Heath
- Canley & Westwood Heath
- Stivichall & Finham
- Radford East
- Ernesford Grange & Stoke Aldermoor
- Hillfields
- Cheylesmore Daventry Road
- Holbrooks
- Bell Green
- Willenhall

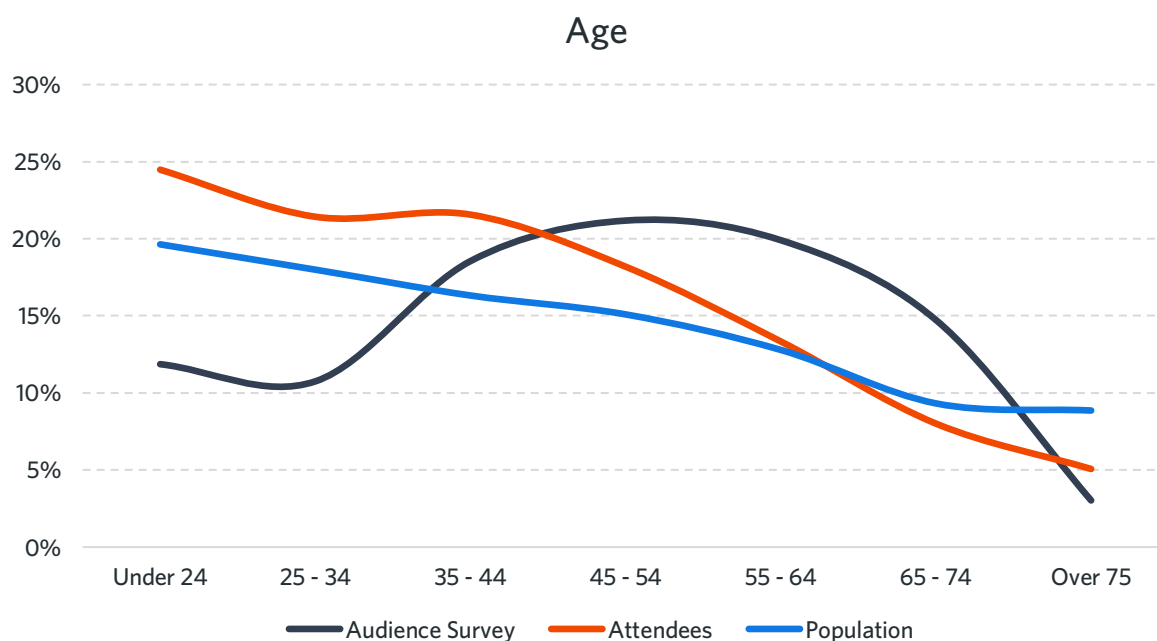
<sup>1</sup> Gibbs, J. 2019. 'Are online surveys representative of my entire audience?'

<sup>2</sup> Office of the Commonwealth Games. 2022. 'Birmingham Festival 2022 Impact Report', pp 52 - 54.

## 2 RESULTS

### 2.1 Demographics

Analysis of key demographic questions regarding audience attendance has been conducted. Analysis compared demographic data of the overall population with those who said they attended and from audience survey data.

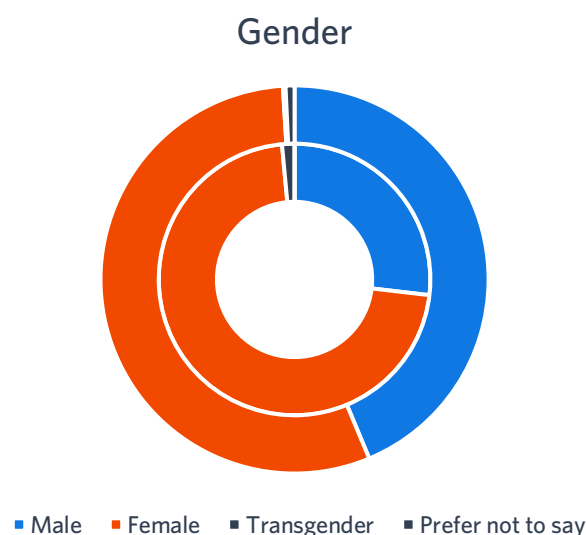


**Figure 1. Age**  
*How old are you?*

AGE	AUDIENCE SURVEY	ATTENDEES	POPULATION
16 - 24	12%	24%	20%
25 - 34	11%	21%	18%
35 - 44	19%	22%	16%
45 - 54	21%	18%	15%
55 - 64	20%	13%	13%
65 - 74	15%	8%	9%
75 and over	3%	5%	9%
<b>Average Age</b>	<b>47</b>	<b>47</b>	<b>45</b>

Source: Coventry Household Survey 2022 (HHS). Analysis by Culture Counts. HHS weighted population responses as per ONS Census 2021 results for population ages. Ages 15 and under excluded from population analysis.



**Figure 2. Gender****Are you ...?**

GENDER	AUDIENCE SURVEY	ATTENDEES	POPULATION
Male	27%	45%	46%
Female	72%	54%	53%
Other	2%	1%	1%

Source: Coventry Household Survey 2022 (HHS). Analysis by Culture Counts. 'Prefer not to say' responses removed from analysis.

'Other' options varied between surveys and have been aggregated into a single category for the purpose of analysis.

**Figure 3. Location**

**Have you attended any of the following cultural events/attractions online or in person in Coventry, at least three times in the past 12 months?**

NEIGHBOURHOOD	AUDIENCE SURVEY	ATTENDEES	POPULATION
Northwest	11%	15%	15%
Northeast	14%	16%	20%
Southwest	48%	45%	40%
Southeast	27%	24%	25%

Source: Coventry Household Survey 2022 (HHS). Analysis by Culture Counts. Northwest consists of Bablek, Radford & Holbrook.

Northeast consists of Henly, Foleshill, Wkyen and Longford. Southwest consists of Westwood, Wainbody, Earlsdon, Woodlands,

Whoberley & Sherbourne. Southeast consists of Upper Stoke, Lower Stoke, St Michaels, Binley & Willenhall and Cheylesmore.



**Figure 4. Ethnicity***How would you describe your ethnicity?*

ETHNICITY	AUDIENCE SURVEY	ATTENDEES	POPULATION
<b>Asian or Asian British</b>	<b>3%</b>	<b>17%</b>	<b>19%</b>
Asian or Asian British: Chinese	0%	2%	1%
Asian or Asian British: Indian	3%	7%	9%
Asian or Asian British: Pakistani	0%	3%	4%
Asian or Asian British: Bangladeshi	0%	1%	1%
Asian or Asian British: Other	0%	4%	3%
<b>Black or Black British</b>	<b>1%</b>	<b>11%</b>	<b>9%</b>
Black or Black British: African	0%	8%	7%
Black or Black British: Caribbean	1%	1%	1%
Black or Black British: Other	0%	2%	1%
<b>Middle Eastern / Arab background</b>	<b>0%</b>	<b>1%</b>	<b>1%</b>
<b>Mixed</b>	<b>2%</b>	<b>4%</b>	<b>3%</b>
Mixed: White and Asian	1%	1%	1%
Mixed: White and Black African	0%	2%	1%
Mixed: White and Black Caribbean	1%	1%	0%
Mixed: Other mixed/multiple ethnic background	0%	1%	1%
<b>White</b>	<b>90%</b>	<b>64%</b>	<b>66%</b>
White: English/Welsh/Scottish/Northern Irish/British	85%	53%	55%
White: Irish	3%	2%	2%
White: Other White background	2%	9%	9%
White: Gypsy/Irish Traveller	0%	0%	0%
<b>Other</b>	<b>1%</b>	<b>2%</b>	<b>2%</b>

Source: Coventry Household Survey 2022 (HHS). Analysis by Culture Counts. HHS weighted population responses as per ONS Census 2021 results for ethnicity. 'Prefer not to say' responses removed from analysis.

**Insights**

Engagement in City of Culture activities were very similar to overall population levels for demographic characteristics. The age ranges of City of Culture attendees skewed younger than the population. The average age of attendees was 55, compared to a population average of 59. Participation at a neighbourhood level was similar to the population dispersion, with a slight skew towards those in the Southwest of the City being more likely to engaged, at the expense of the Northeast.

Ethnicity of attendees was very similar to population averages for ethnicity. The strong alignment of population demographic characteristics and those of festival attendees suggests that the City of Culture was successful at being able to engage with a broad and representative cross section of the Coventry community.

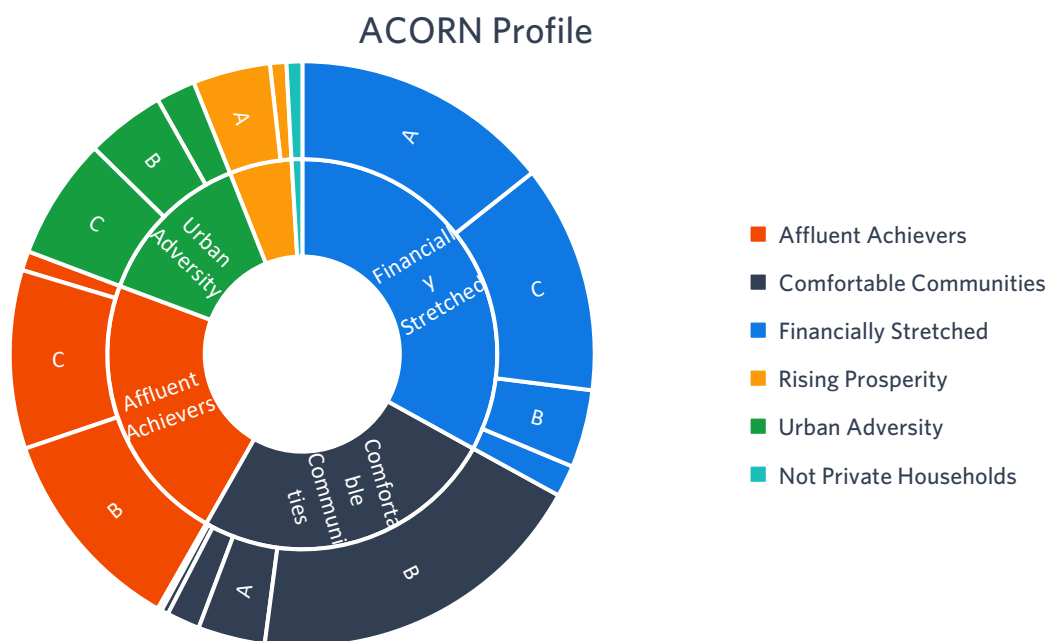


Figure 5. ACORN Profile

PROFILE TYPES	COV21 AUDIENCES	COVENTRY POPULATION	UK POPULATION
<b>Affluent Achievers</b>	<b>22%</b>	<b>13%</b>	<b>23%</b>
Executive Wealth	1%	7%	12%
Lavish Lifestyles	12%	1%	1%
Mature Money	10%	6%	9%
<b>Comfortable Communities</b>	<b>25%</b>	<b>30%</b>	<b>27%</b>
Comfortable Seniors	0%	3%	3%
Countryside Communities	2%	0%	6%
Steady Neighbourhoods	0%	14%	8%
Successful Suburbs	4%	4%	6%
Starting Out	19%	9%	3%
<b>Financially Stretched</b>	<b>33%</b>	<b>30%</b>	<b>23%</b>
Modest Means	2%	16%	8%
Poorer Pensioners	14%	3%	5%
Striving Families	4%	6%	8%
Student Life	13%	5%	3%
<b>Rising Prosperity</b>	<b>5%</b>	<b>2%</b>	<b>9%</b>
Careers Climbers	4%	2%	6%
City Sophisticates	1%	0%	4%
<b>Urban Adversity</b>	<b>13%</b>	<b>25%</b>	<b>17%</b>
Difficult Circumstances	7%	10%	4%
Struggling Estates	2%	5%	7%
Young Hardship	4%	11%	5%
<b>Not Private Households</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>

## Insights

As detailed in Section 1.2, controlling for selection mechanism is not possible for audience surveys collected as part of CoV21. This ACORN Profile analysis is solely based on Audience Survey data.

Therefore, the inherent skew of demographic characteristics in the audience survey sample is likely to create differences between the presented results and the population-level results for audiences.

Nonetheless, a key aspect of ACORN Profiles is that they consider a variety of factors such as demographic data, social factors, population, and consumer behaviour.

Taking the skew into account, survey respondents were more likely to belong to the 'financially stretched' segment, while being less likely to fall under the 'urban adversity' segment.

Regrettably, 'not private households' (NPH) is not a recognized segment within the ACORN Profile and is typically used to identify locations or areas that are shared co-living spaces or not officially recognized as living spaces. This means that postcode analysis (used to convert survey data into ACORN segments) will undercount the 'true' population of NPH respondents or attendees. Where CoV21 has sought to engage residents living in NPH spaces (e.g. aged care facilities), this means their representation may be undercounted in the ACORN results.

As a result, it is not recommended to compare ACORN profiling information with the Coventry population in an overarching manner. Instead, internal comparisons within the sample set are suggested, acknowledging that the sample will represent a self-selected set of survey respondents rather than 'true' account of attendees.

With this in mind, the 'financially stretched' segment represented the highest percentage within the survey data ACORN profile, followed by 'comfortable communities' and 'affluent achievers'. The 'urban adversity' segment was expected to be more represented; however, since the survey was collected via a self-selection mechanism, it is understandable why this segment is underrepresented. This underrepresentation can be attributed to the lower percentage of young people self-selecting to complete the survey, which in turn impacts the 'young hardship' subsegment within the 'urban adversity' segment.

Despite these limitations, the results suggest that the sample collected is relatively representative of the population, as results are fairly consistent across ACORN profiles for the region. The largest skews of CoV21 audiences were towards the 'affluent achievers' segment (9% above the population average) and away from the 'urban adversity' segment (12% below the population average).

## 2.2 Participation & Interest

Analysis of participation and interest in the City of Culture is provided in this section. Attendance and participation is calculated via the Household Survey for the overall population as well as the Key MSOAs. The Household Survey noted two forms of engagement with CoV21; either at local area events or at events held within the Coventry City Centre. This analysis assumes aware and recall of CoV21 events by respondents. This however

*Note that for the purpose of analysis, results for the overall 'interest question' have been altered so as to facilitate inter-wave comparison. More details regarding these changes are provided in following the insights section.*

### Figure 6. Participation in Coventry City of Culture

**Have you attended or participated in a Coventry City of Culture 2021 event in your local area and/or in the city centre?**

	POPULATION	KEY MSOAS
Local Area Events	27%	20%
Coventry City Centre Events	45%	38%
<b>Any Engagement</b>	<b>47%</b>	<b>41%</b>

Source: Coventry Household Survey 2022 (HHS). Analysis by Culture Counts. Response weights by MEL Research. Note: 'Local area' was described as being 15 - 20 minutes walking distance from the respondent's home.

### Figure 7. Interest in the City of Culture 2021 Programme

**To what extent do you agree or disagree with the following statement: The Coventry City of Culture 2021 programme was of interest to me.**

POPULATION INTEREST	WAVE 1 (JAN 21)	WAVE 2 (DEC 21)	WAVE 3 (JULY 22)
Strongly Agree	25%	14%	14%
Agree	59%	35%	40%
Not sure	6%	14%	17%
Disagree	8%	28%	23%
Strongly Disagree	1%	9%	5%
<b>Any Engagement</b>	<b>84%</b>	<b>49%</b>	<b>54%</b>

Source: CoV21 Sentiment Survey. Analysis by Culture Counts. Note: Question has been altered from a negative to an affirmative to allow appropriate comparison with 2021 result. Question asked in Wave 1 was 'Coventry City of Culture 2021 may be interest to me when I know more about what it will offer'.

## Insights

The population and Key MSOAs reported similar levels of engagement with CoV21, with the overall population being slightly more likely to engage with CoV21 through activities in the city centre compared to those in the Key MSOAs.

Interest in the CoV21 as tracked through the sentiment survey saw a significant decrease between the Wave 1 and Wave 2 surveys. Notably for the purpose of analysis the question type within the sentiment surveys changed across iterations, making comparison more difficult. The Wave 1 survey was distributed prior to the CoV21 being released, so it elected to ask respondents if they expected the programme would be of interest to them when it was released. This then suggests that the measurement is not of 'interest in the programme' specifically, but more so, 'interest in the City of Culture'.

The Wave 2 survey then changed the question then elected to change the polarization of the question format, asking for agreement with the phrase 'the Coventry City of Culture 2021 programme so far has not been of interest to me'. It is therefore difficult to assess the effect of the polarization switch on the result. For the purposes of analysis the polarization has been inverted so as to make trend analysis possible, but doing so conflates two potentially significant factors; those being the internal validity of the question format, and the effect caused between releasing the programme and the delivery of the CoV21 programme between Wave 1 and Wave 2. This means that analysis between Waves is measuring two different things and therefore comparison between results may not deliver robust findings.

In the perspective of the author, given the differences between announcing a programme of work and then delivering it, it should be expected that there will be a reduction in overall interest at the population level between Wave 1 and Wave 2. The extent to what this reduction should be expected however is unknown.

The Wave 3 survey again altered the question. Given that the CoV21 programme had concluded by the time Wave 3 was distributed however, the changes are only considered minor when compared to the Wave 2 question. Wave 3 asked respondents whether 'the Coventry City of Culture 2021 programme had not been of interest to me'. Given that the change in results from Wave 2 to Wave 3 is 5%, we can consider this to be a stabilisation of interest in the programme. This suggests that by the time the Wave 2 survey was distributed, people had made their minds up (generally speaking) in regard to their interest in CoV21 and its programme.

## 2.3 MSOA Cultural Engagement

The City of Coventry are responsible for the distribution of a bi-annual household survey. The survey seeks to collect data on a range of issues, with equal representation of MSOAs within the region. The survey contains question regarding types of cultural engagement. An analysis of these is provided here by calculating the result of each MSOA. This calculates the median level of engagement at the MSOA level, along with the interquartile ranges of engagement (i.e. the middle 50%).

**Figure 8. Median Cultural Engagement of MSOAs**

*Have you attended any of the following cultural events/attractions online or in person in Coventry, at least three times in the past 12 months?*

CULTURAL ENGAGEMENT TYPE	2018	2022	CHANGE
Live events	19%	42%	+23
Live music	13%	35%	+22
Museums and galleries	29%	32%	+3
Theatre	16%	34%	+17
Faith-based cultural activities	5%	25%	+20
Community-based arts	6%	25%	+20
<b>At least one</b>	<b>51%</b>	<b>63%</b>	<b>+12</b>

s count: 42; n count: 3,007. Source: City of Coventry Household Survey 2018 & 2022. Analysis by Culture Counts.

**Figure 9. Median Cultural Engagement of Key MSOAs**

*Have you attended any of the following cultural events/attractions online or in person in Coventry, at least three times in the past 12 months?*

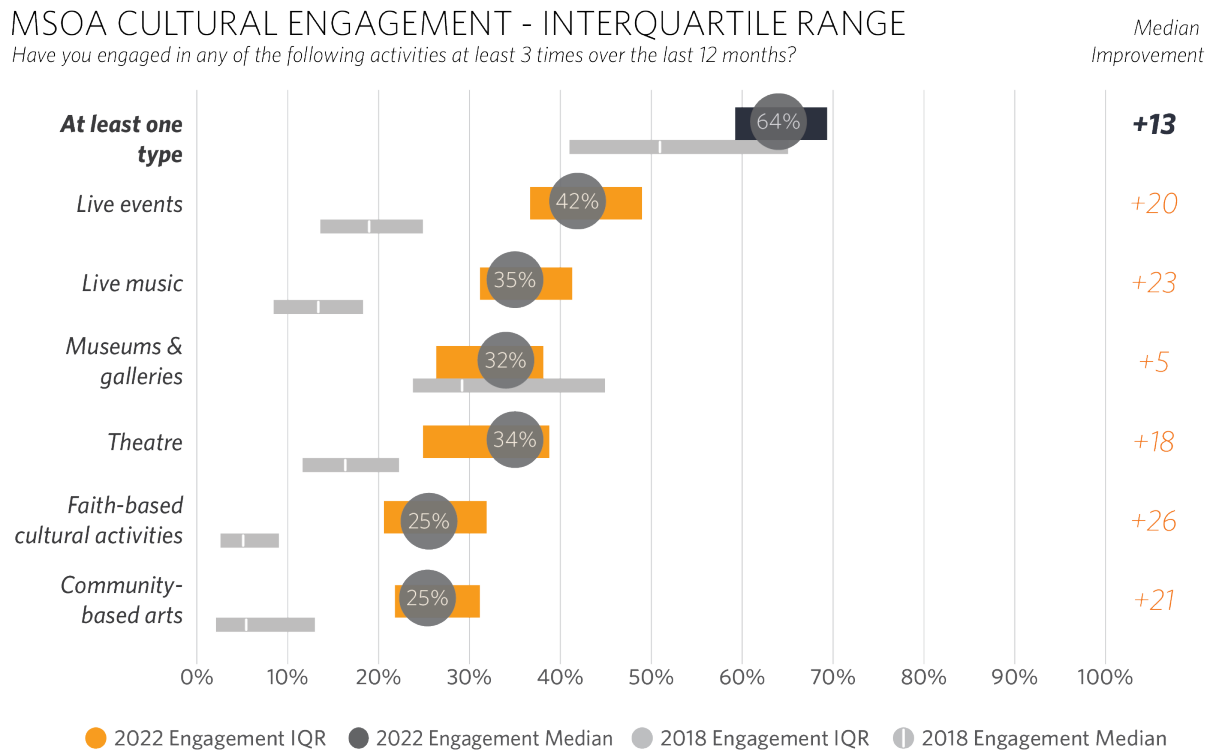
CULTURAL ENGAGEMENT TYPE	2018	2022	CHANGE
Live events	10%	39%	+29
Live music	7%	36%	+29
Museums and galleries	24%	34%	+10
Theatre	6%	35%	+29
Faith-based cultural activities	3%	31%	+28
Community-based arts	1%	26%	+25
<b>At least one</b>	<b>37%</b>	<b>64%</b>	<b>+27</b>

s count: 10; n count: 739. Source: City of Coventry Household Survey 2018 & 2022. Analysis by Culture Counts.

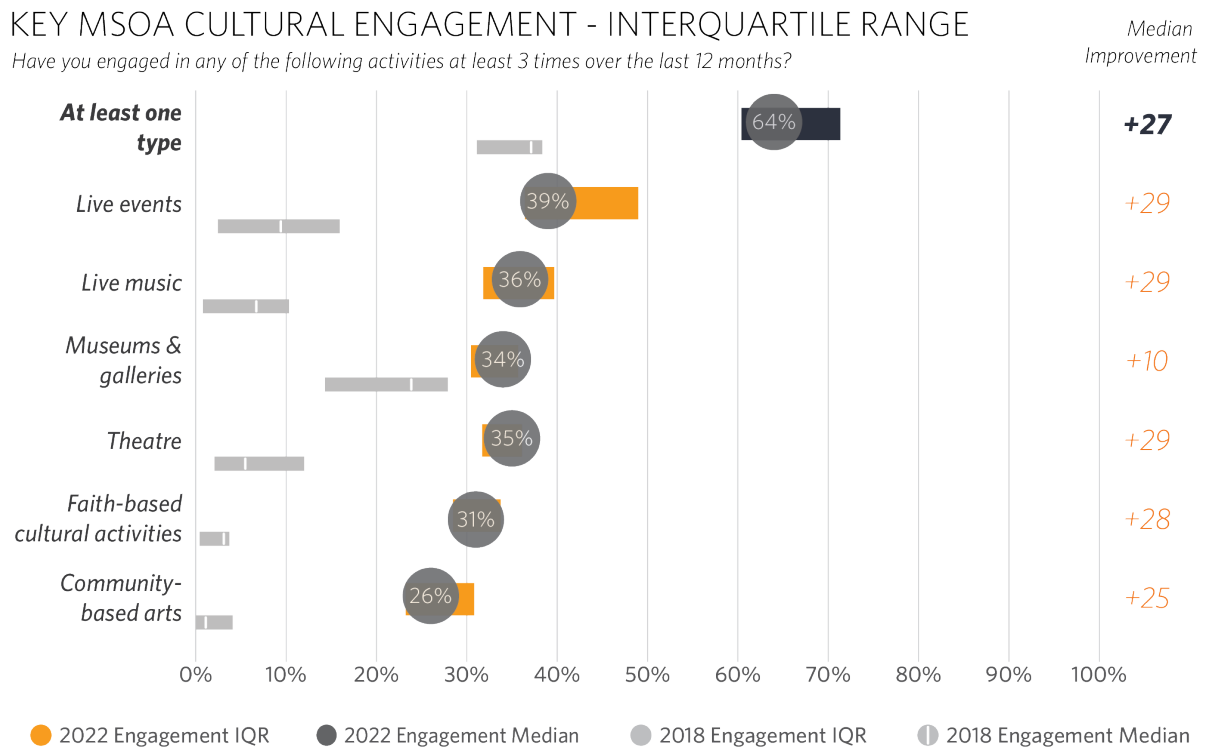


The following figures plot the interquartile range of engagement. This seeks to illustrate the changes seen across the range of populations in Coventry.

**Figure 10. Cultural Engagement of MSOAs - Interquartile Range**



**Figure 11. Cultural Engagement of Key MSOAs - Interquartile Range**



## Insights

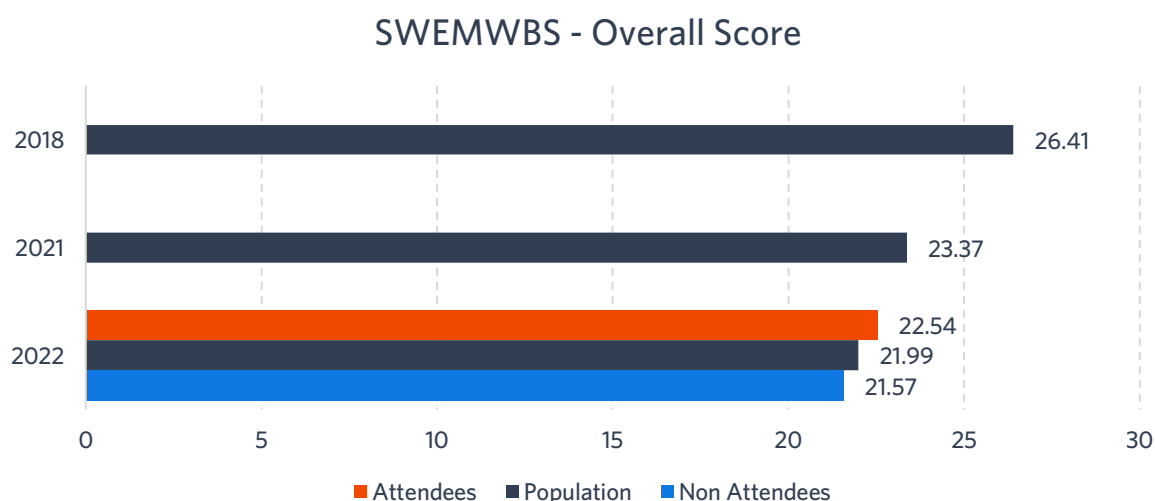
There was a notable increase in overall cultural engagement at the population level between 2018 and 2022. Overall engagement with at least one of the listed cultural activity types was 51% of population in 2018, compared to 63% in 2022 – a 12-point increase. For Key MSOAs, there was a reported 27-point increase between 2018 and 2022, going from 37% engagement to 64%. Given that Key MSOAs represented approximately one quarter of all MSOAs, the 12-point increase at a population level there represents an increase in cultural engagement by many MSOAs, not just those in the Key MSOA regions. The largest increases were seen in regard to engagement with live events, live music and theatre. There were significant increases in faith-based cultural activities as well as community-based arts. For Key MSOAs, the biggest difference between the population changes and their change related to the increase in theatre engagement. Again, the strength of Key MSOA engagement levels compared to population levels suggests that increased in cultural engagement was a population-wide phenomenon – not simply isolated to Key MSOAs.

The strength of this data suggests that CoV21 was a key factor in increasing cultural engagement across the City and in a variety of forms. The only engagement area to not see a large increase related the Museum & Galleries engagement. While the median level of engagement increased by 5-points at the population level, the interquartile range of engagement as the MSOA level decreased – suggesting that while some MSOAs may have increased their engagement in the medium, those MSOAs that had higher engagement in 2018 had subsequently reduced their levels of engagement by 2022.

## 2.4 SWEMWBS Scores

The Household survey includes questions from the Warwick-Edinburgh Mental Well-Being Scale (WEMWBS)<sup>3</sup>. The questionnaire uses a shortened version of the scale, asking 7 questions rather than the full 14. The shortened version is referred to as SWEMWBS. The questions are asked on a 5-point scale, with total score being calculated of between 7 – 35 for each respondent and then reporting a population average.

Here we consider the SWEMWBS results calculated by each of the Household Surveys, along with a comparator for the 2022 Household Survey that calculates the population average score for attendees and non-attendees.



**Figure 12. SWEMWBS Scores**

SEGMENT	2018	2021	2022	ATTENDEES	NON ATTENDEES	DELTA
Population	26.41	23.37	21.99	22.54	21.57	+0.97
Key MSOAs	26.60	23.21	22.09	22.23	21.99	+0.24

Source: City of Coventry Household Survey 2018, 2021 & 2022. Analysis by Culture Counts. Population SWEMWBS Scores may differ from published WEMWBS Metric Scores due to differences in weighting and sample-set inclusion.

### Insights

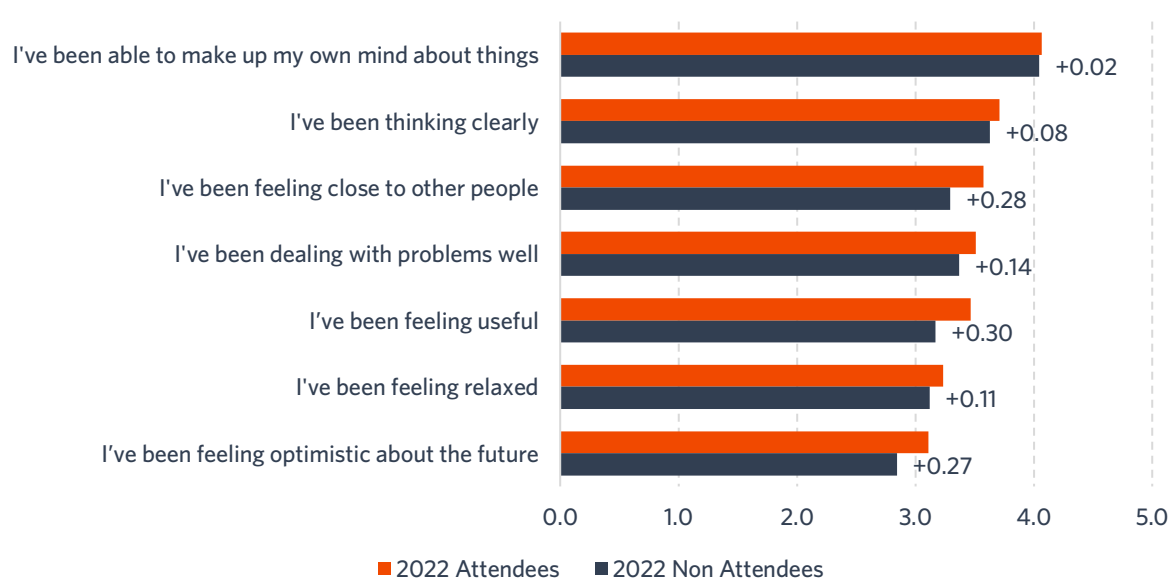
There is approximately a 4-point drop between the overall SWEMWBS scores between 2018 and 2022. It is believed that these changes are likely due to macro-events such as COVID-19. If possible, we would look to compare this trend to other populations outside of Coventry to determine whether these are population-level events, or just related to the Coventry population, however it is not believed such a comparison exists. To that end, when comparing results for attendees to non-attendees, we note an almost 1-point difference at the population level. The difference seen for the Key MSOAs is relatively smaller, with only a 0.24 difference in the overall results. It is appropriate to undertake further analysis in order to generate a hypothesis as to why this may be the case.

<sup>3</sup> Warwick Medical School, n.d. 'The Warwick-Edinburgh Mental Wellbeing Scales - WEMWBS'. <https://warwick.ac.uk/fac/sci/med/research/platform/wemwbs>

Analysis here considers the year-on-year changes for the population average score for each of the 7 questions to understand the most significant effects of CoV21 on mental wellbeing. Looking at the individual questions within the SWEMWBS calculation provides an appropriate mechanism in which to understand the relative effects of CoV21 and seeks to isolate extraneous factors that may affect the overall calculated score. The following chart plots the results for 2022 Household Survey, reporting the average score for each of the 7 questions, alongside tables that plot the annual results.

*Note: This methodology does not seek to calculate the overall SWEMWBS results. SWEMWBS is calculated at the individual level and then averaged across a population, rather than being the sum of the population averages for each of the core questions. Therefore the Population Overall Score should not be expected to match the sum of the average results and accordingly a sum of the results is not calculated.*

### 2022 SWEMWBS - Core Questions



Positive changes between 2022 attendees and the 2022 population are highlighted in green.

**Figure 13. SWEMWBS Question Scores**

QUESTIONS	2018	2021	2022	ATTENDEES	NON
I've been feeling optimistic about the future	3.6	3.1	3.0	3.1	2.8
I've been feeling useful	3.7	3.2	3.3	3.5	3.2
I've been feeling relaxed	3.5	3.0	3.2	3.2	3.1
I've been dealing with problems well	3.8	3.4	3.4	3.5	3.4
I've been thinking clearly	4.0	3.6	3.7	3.7	3.6
I've been feeling close to other people	3.8	3.2	3.4	3.6	3.3
I've been able to make up my own mind about things	4.0	4.0	4.1	4.1	4.0
<b>Average</b>	<b>3.8</b>	<b>3.3</b>	<b>3.4</b>	<b>3.5</b>	<b>3.4</b>
<b>Population Overall Score</b>	<b>26.41</b>	<b>23.37</b>	<b>21.99</b>	<b>22.53</b>	<b>21.57</b>

Source: City of Coventry Household Survey 2018, 2021 & 2022. Analysis by Culture Counts. Population SWEMWBS Scores may differ from published WEMWBS Metric Scores due to differences in weighting and sample-set inclusion.

**Figure 14. SWEMWBS Question Scores - KEY MSOAs**

QUESTIONS	2018	2021	2022	ATTENDEES	NON
I've been feeling optimistic about the future	3.6	3.1	2.9	3.0	2.9
I've been feeling useful	3.7	3.2	3.3	3.4	3.2
I've been feeling relaxed	3.5	3.0	3.2	3.2	3.2
I've been dealing with problems well	3.8	3.4	3.4	3.5	3.4
I've been thinking clearly	4.0	3.6	3.7	3.7	3.7
I've been feeling close to other people	3.9	3.1	3.4	3.4	3.4
I've been able to make up my own mind about things	4.0	3.9	4.0	4.0	4.0
<b>Average</b>	<b>3.8</b>	<b>3.3</b>	<b>3.4</b>	<b>3.5</b>	<b>3.4</b>
<b>Population Overall Score</b>	<b>26.60</b>	<b>23.21</b>	<b>22.09</b>	<b>22.32</b>	<b>21.99</b>

Source: City of Coventry Household Survey 2018, 2021 & 2022. Analysis by Culture Counts. Population SWEMWBS Scores may differ from published WEMWBS Metric Scores due to differences in weighting and sample-set inclusion

### Insights

The comparison between the 2022 population scores and the scores of those who engaged with the City of Culture is provided with the intention of providing a more rigour analysis of the calculated results. This is because there is not an appropriate population that could act as a baseline or counterfactual for any overall population analysis regarding SWEMWBS results. This does not mean that SWEMWBS results are not available, it simply means that they are affected by a range of factors that are impossible to control for when considering specific intervention analysis.

Broadly speaking, only very minor differences between festival attendees and the overall population was observed. The most significant differences noted at the population level concerned two of the SWEMWBS factors; 'feeling useful' and 'feeling close to others'. While this correlation is noted, it is not possible to say whether this increase is due to respondent's engagement with the festival or instead these are effects seen in those that are more likely to engage with cultural activities.

This being noted, the small differences here do not compare to the overall changes seen between 2018 to 2022, suggesting that City of Culture did not impart a significant effect on the population's mental health as measured by the SWEMWBS methodology when compared to that of COVID-19 or other macro-events.

That being said, non-attendees were compared to attendees as a mechanism for demonstrating counterfactuals between engagement and non-engagement. Where we see significant differences between the population level results, alongside attendees and non-attendees, we can strengthen an argument as to the causal nature of CoV21 (or cultural engagement in general).

With this in mind, the two significant differences of note were to people perception that they had 'been feeling optimistic about the future' with a 0.3 difference between attendees and non-attendees alike, and a 0.2 difference between the population and non-attendees. The size of this difference suggests the opportunity for a causal link that, though it isn't demonstrable, is strong enough to merit future research.

## 2.5 Perceptions & Sentiment

Respondents in the 2022 Household Survey were asked about the UK City of Culture and their beliefs about its effects on the perceptions of the City of Coventry. Respondents were asked to think about whether the City of Culture improved their perceptions about Coventry, as well as the perceptions of others.

**Figure 15. Sense of Improvement (% agree)**

**Do you think that Coventry UK City of Culture 2021 has improved...**

PERCEPTIONS TYPE	ATTENDEES	POPULATION
Local Perceptions: “...how you think about Coventry?”	50%	30%
UK Perceptions: “...how people in the UK view Coventry?”	56%	42%
International Perceptions: “...how people overseas view Coventry?”	30%	26%

Source: City of Coventry Household Survey 2022. Analysis by Culture Counts. Response weights by MEL Research.

**Figure 16. Visitor Sense of Improvement (% agree)**

**Did the event have an impact on your perception of Coventry?**

CULTURAL ENGAGEMENT TYPE	AUDIENCE SURVEY
Local Respondents	55%
UK Respondents	68%
International Respondents	59%
<b>Average</b>	<b>57%</b>

Source: City of Culture Audience Surveys. Percentage agreeing with the statement “Yes, it has improved”. Analysis by Culture Counts.

### Insights

Attendees of CoV21 were significantly more likely to believe that the City of Culture would lead to an improvement in how people perceived the area. Residents were the most likely to agree with CoV21 would improve perceptions among those who lived elsewhere in the UK. They were the least likely to agree that it would affect international perceptions of the area. When considering Household Survey results, the largest difference noted between overall population perceptions and those that attended CoV21 events was in regards to the perceptions of local people. At a population level, residents did not appear to agree that CoV21 would change how local people saw the City, whereas residents that attended CoV21 events were significantly more likely to believe that CoV21 would change how local people saw the city. Resident perceptions proved an appropriate proxy for visitor sentiment, as visitors from elsewhere in UK were the most likely to agree the CoV21 changed the way they perceived Coventry.

## Neighbourhood Satisfaction

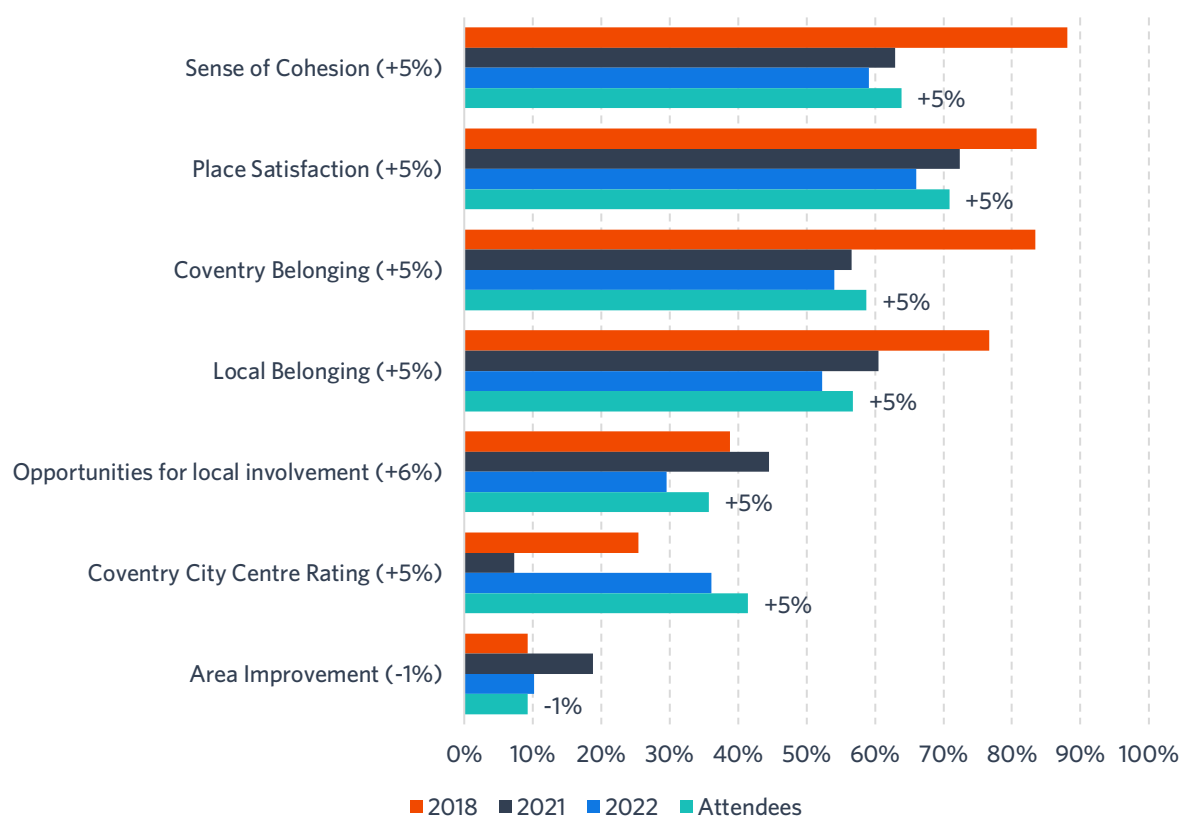


Figure 17. Neighbourhood Satisfaction (% agree or similar)

SATISFACTION TYPE	2018	2021	2022	ATTENDEES
Place Satisfaction "Overall, how satisfied or dissatisfied are you with your local area as a place to live?"	84%	72%	66%	71%
Local Belonging "How strongly do you feel you belong to...'Your local area'"	77%	61%	52%	57%
Coventry Belonging "How strongly do you feel you belong to...'Coventry'"	83%	57%	54%	59%
Sense of Cohesion "To what extent do you agree or disagree that your local area is a place where people from different backgrounds get on well together? By getting on well together, we mean treating each other with respect"	88%	63%	59%	64%
Area Improvement "Do you think that over the past two years your area has ... 'got better to live in'"	9%	19%	10%	9%
Coventry City Centre Rating "If you have visited Coventry City Centre in the past 12 months, how would you rate Coventry as a city...'terrific'"	25%	7%	36%	41%

Source: Coventry Household Survey. Analysis by Culture Counts. Response weights by MEL Research.



**Figure 18. Opportunities (% agree or similar)**

QUESTION	2018	2021	2022	ATTENDEES
Opportunities for local involvement "To what extent do you agree or disagree that there are opportunities for you to be actively involved in improving your local area?"	39%	45%	30%	36%

Source: Coventry Household Survey. Analysis by Culture Counts. Response weights by MEL Research.

### Insights

Six of the seven neighbourhood satisfaction metrics declined between 2018 and 2022. This is not believed to be related to CoV21, but rather other macro-population factors such as COVID-19 or cost-of-living pressures. To this end, responses from attendees were considered separately. CoV21 attendees were consistently more positive regarding these metrics in all but one, 'Area Improvement.

One of the seven did see an increase, that being 'Coventry City Centre Rating'. This increase is believed to be related to CoV21, with the 2021 results likely being related to the effects of the COVID-19 pandemic and related lockdowns and self-isolation, combined with reducing trading by businesses. The activation of the City Centre with activity from CoV21 is anecdotally believed to have encouraged visitation back into the City and explains the increase in positive between 2018 and 2022.

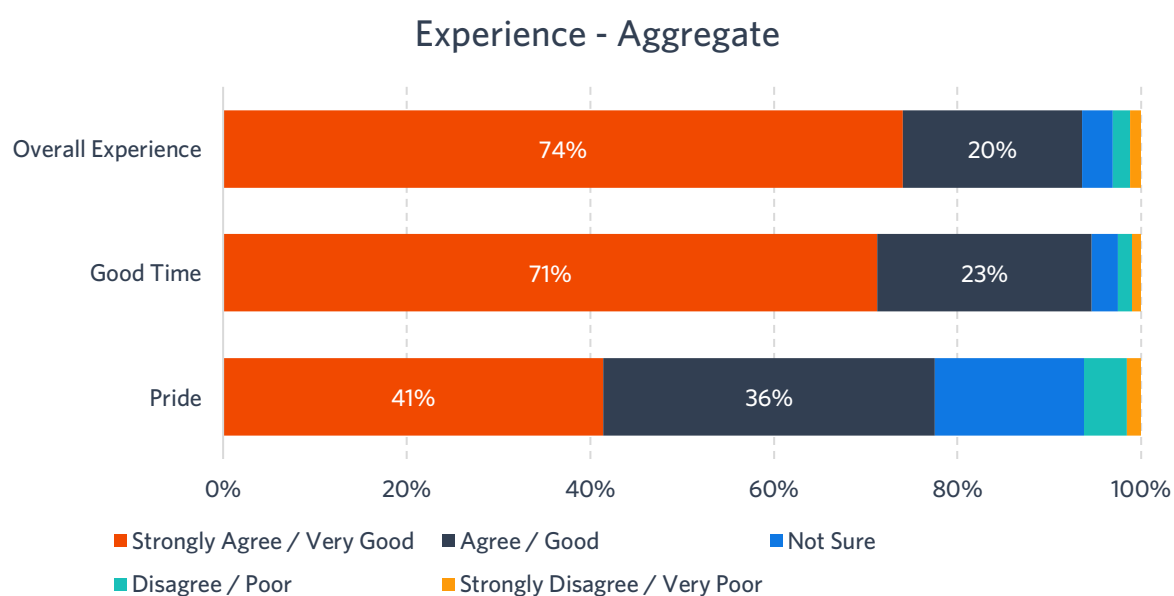
Stronger outcomes between attendees and the overall population were seen with three key metrics: 'Coventry Belonging', 'Sense of Cohesion' and 'Opportunities for local involvement'. These three metrics recorded between 7-8% increases compared to their overall population results, suggesting strong correlations between CoV21 and its ability to generate a sense of belonging for locals, improving their sense of cohesion between communities in Coventry, along with their sense of opportunities to improve their local area.

## 2.6 Experience

Audience Survey respondents were asked three questions about their CoV21 event experience. Survey responses were collected for 122 events or activities as part of Coventry City of Culture.

Respondents were asked about their overall experience of engaging with the activity, with a choice of five options – Very Good, Good, Neutral, Poor, and Very Poor. Respondents were also asked whether they agreed with the statement 'I had a good time' – again, with a 5-choice Likert scale, alongside a question that asked whether the experience increases their pride in Coventry as an area.

This chart shows the percentage of respondents that rated the events overall across these five options.



**Figure 19. Experience - Aggregate**

	GOOD TIME	OVERALL EXPERIENCE	PRIDE
Strongly Agree / Very Good	71%	74%	41%
Agree / Good	23%	20%	36%
Not Sure	3%	3%	16%
Disagree / Poor	2%	2%	5%
Strongly Disagree / Very Poor	1%	1%	2%
<b>Total Positive</b>	<b>95%</b>	<b>94%</b>	<b>78%</b>

Source: Audience Surveys. Analysis by Culture Counts.

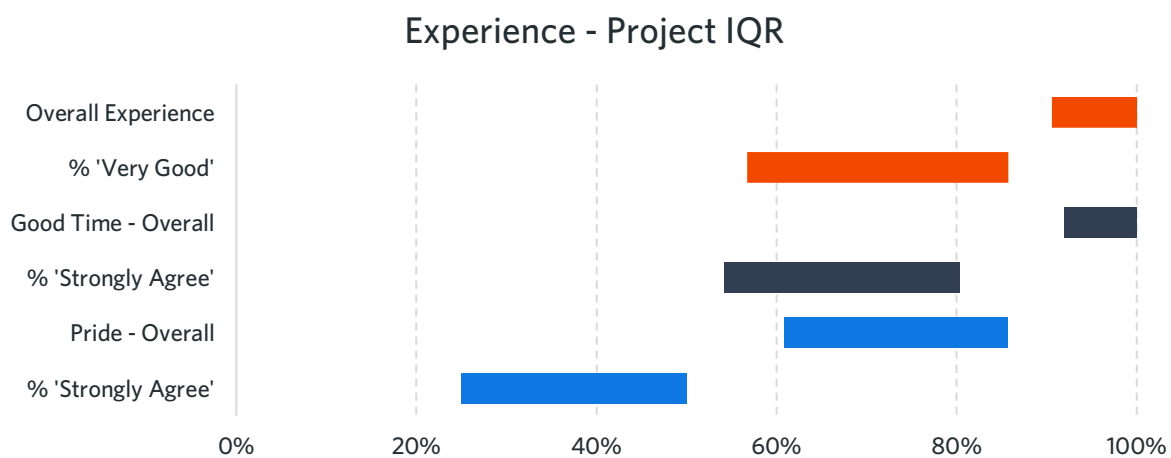
**Insights**

95% of all survey responses indicated that they had a 'good time' as part of the CoV21 event experience. 94% rated their overall experience as either 'good' or 'very good'. The high percentage of respondents that reported the top response is an encouraging demonstration of audiences' overall enjoyment of CoV21. 78% of respondents agreed that their experience increased their pride in Coventry as an area.

Given the distributed evaluation model applied by CoV21, some events or activities collected significantly more responses than others. This makes sense as some events within the programme were large scale and therefore attracted a large number of attendees. This means however that aggregate experience results can trend towards events with larger sample sizes. To this end, results are calculated for each event within the programme.

The median number of responses collected for each event was 28. This therefore represented the typical number of survey responses collected for the average CoV21 event. The distribution of these responses is then calculated in the below tables, noting the interquartile range of response - that being the middle 50% of all event results. Plotting the interquartile range seeks to highlight what the typical CoV21 experience was like for audiences and therefore provides the best understanding of what CoV21 was able to achieve at the event-level.

The following chart plots the interquartile range (IQR) of the Good Time, Overall Experience and Pride metrics, alongside the range of those who strongly agreed with both statements.



**Figure 20. Good Time - Project Level**

I HAD A GOOD TIME	% TOTAL AGREEMENT	% 'STRONGLY AGREE'
First Quartile	92%	54%
Median	98%	69%
Third Quartile	100%	80%

Source: Audience Surveys. Analysis by Culture Counts. N = 9,554. S = 122.

**Figure 21. Overall Experience – Project Level**

OVERALL EXPERIENCE	% OVERALL POSITIVE	% 'VERY GOOD'
First Quartile	91%	57%
Median	98%	74%
Third Quartile	100%	86%

Source: Audience Surveys. Analysis by Culture Counts. N = 9,554. S = 122.

**Figure 22. Pride – Project Level**

INCREASES MY PRIDE IN COVENTRY	% TOTAL AGREEMENT	% 'STRONGLY AGREE'
First Quartile	61%	25%
Median	76%	37%
Third Quartile	86%	50%

Source: Audience Surveys. Analysis by Culture Counts. N = 9,554. S = 122.

### Insights

For the typical CoV21 event or activity, 69% of respondents strongly agreed with the statement 'I had a good time'. Similarly, 74% rated their overall experience as 'very good'. Overall positive sentiment for the typical CoV21 event was exceedingly high with 98% positive sentiment for both the 'good time' and 'overall experience' metrics.

Notably, these results are **lower** than the aggregate survey results of 95% and 94% respectively. While they are only minimally lower, this slight decrease suggests in fact that it was larger event with a higher sample size that are causing the effect of a lower aggregate positive sentiment result when compared to the project median.

When considering Pride, projects were not as successful in being able to generate a sense of pride in Coventry when compared to results for overall experience. The interquartile range of total agreement was significantly larger than the other two enjoyment metrics, suggesting that projects had a wide range of success in terms of achieving this outcome. The lowest range for strong agreement suggests that this outcome was much more difficult to achieve.

The relatively large interquartile ranges for the strongest agreement results (when compared to the significantly smaller IQR results for overall positive sentiment) suggests that some activities were able to create a more significantly positive overall experience for participants. Interestingly however, there is not a strong project correlation between generating a positive overall experience and generating pride in Coventry. When looking at projects that performed in the top quartile of both metrics, only 37% of projects were able to achieve both. A list of surveys that received the highest levels of overall positive sentiment alongside pride are provided for context below.

This result supports the finding that 'hyperlocal' (i.e. smaller) projects were able to generate highly engaging and positive experiences for those participants that chose to engage with them.

**Figure 23. Top Quartile for Experience and Pride – Project Level**

SURVEY NAME	EXPERIENCE	PRIDE
Abundance		X
Abundance Lantern Making	X	
Assembly Festival Garden	X	
Awaaz Workshops - March 2021		X
Back in the Day: The Good Neighbours Songwriting Project	X	X
BBC Contains Strong Language	X	
Bid Writing and Budgeting Workshops	X	
Boudica Presents: Rock 'n' Docs	X	
Cariba Dance and Dancehall Kings and Queens	X	X
CastAway	X	X
CineCov - Black Panther	X	
CineCov - Bride of Frankenstein	X	X
CineCov - It's a Wonderful Life	X	X
CineCov - Never Look Away	X	
CineCov: Dr Jekyll & Mr Hyde + Live Score	X	
CVX Festival		X
Daniel Lismore: Be Yourself, Everyone Else Is Already Taken	X	
Deliaphonic		X
Faith - Engagement		X
Foraging & Folklore Walk	X	X
Green Futures - The Pod	X	X
Haus of Kraft	X	X
Hungry Nation Poetry Workshops		X
In Pursuit of Repetitive Beats	X	
Juneau Projects workshops in Spon End	X	X
Made in the Midlands: Jess Phillips MP	X	
Made in the Midlands: Steve Ogrizovic	X	X
Music in the Basin	X	X
Reform the Norm: Hungry Nation Part 2		X
Small Bells Ring		X
Song and Soil - Harvest Festival Spectacular	X	X
spaces(in)BETWEEN film screening and symposium	X	
Symphony of Us		X
The Home Spun Festival	X	X
The Vanishing Land Masterclass	X	
The Walk - Walk With Amal		X
Theatre Next Door: Winter 2021		X
Try It! Taster Sessions	X	
Ukrainian Solidarity Festival	X	X
Waterside Walk and Community Iftar	X	X
Waterways		X
Welcome to Coventry! Learn to play the steel pan		X
Wildlife Gathering	X	X
<b>Percentage of Projects in both Top Quartiles</b>		<b>37%</b>

## 2.7 Thematic Analysis

Topic modelling is used to discover hidden structures within a text source and was applied to the open text responses collected by audience survey. The modelling drew clusters of words commonly shown within the responses to highlight five topics. The classification then determines what percentage of comments relate to each topic.

A summary of the topics discovered in the model campaign is detailed below alongside a selection of comments that seek to highlight example of comments that were assigned to each topic.

**Figure 24. Topic Model Summary**

ID	TOPIC NAME	PERCENTAGE
1	Permanent Feature in the City of Coventry	8.7%
2	Live Performance Feedback	5.7%
3	Event Experience	12.8%
4	Exhibition Feedback	9%
5	Project Feedback	63.8%

Source: Audience Surveys. Analysis by Culture Counts. n = 9,887.

### Insights

The value of collecting surveys at the activity level is made evident by the sheer number of respondents who wish to give feedback about the specific activity or event they attended. The majority of respondents elected to provide feedback on their experience, with some respondents then choosing to include feedback regarding the City of Culture as a whole. The majority of qualitative feedback was positive, which correlates with the overall experience scores from the previous section.

### 2.7.1.1 Topic 1: Permanent Feature in the City of Coventry (8.7%)

- “Wonderful venue, fantastic helpful Staff I wish it could stay as a permanent feature....” – **Assembly Festival Garden**
- “Keep it as a permanent feature in the city! An arts & cultural legacy of the city of culture” – **Assembly Festival Garden**
- “We absolutely loved it, the staff and security were excellent as were the facilities and the shows, would recommend to anyone who will listen, as older people who would not normally go into town at night we felt absolutely safe there, wish it was a permanent feature, well done the City of Coventry” - **Assembly Festival Garden**
- “Ivo Graham was spoiled due to the loudness from The Choir of Man tent. There is always too long a queue for the coffee stall, it would be better to have more drink/food outlets or allow the bar to serve basic tea and coffee. Otherwise, it's a fantastic set up, feels safe and 'homely' and I wish it could be a permanent feature in Coventry.” - **Assembly Festival Garden**

### 2.7.1.2 Topic 2: Live Performance Feedback (5.7%)

- “Her Day was a stimulating and timely piece of art. The performers were excellent, although the medium of opera singing made some of the lyrics difficult to understand. The stirring character stories were unfortunately not developed enough to understand their background just through the lines (the lady who lost her kid; the Iranian mother whose kid could not come in the UK because she was too old) or had an unsatisfying character development (the gym trainer who confessed to being beaten without it being taken further than an acknowledgment). Ending the play on a sad and dramatic note was a very bold choice which was polarising among the people with whom I discussed but I thought it was engaging. Overall, a very thought-provoking work of art that could be further developed”. – **HER DAY Opera**
- “We loved it. It’s thoughtful, dramatic and it was wonderful to be part of the crowd. The soundtrack was moving, as was the poetry. My 8-year daughter loved it too” – **May Celebration Weekend**
- “Thought it was worthy of the V and A. Really enjoyed the show. The clothes were vibrant, dramatic, and eccentric. Setting was well designed adding impact to the experience.” – **Daniel Lismore: Be Yourself, Everyone Else Is Already Taken**
- “Just brilliant - the setting was beautiful, the show was dramatic, theatrical, breath taking and the fireworks at the end were just amazing.” – **Caelum Et Terram by the Bullzini High Wire**

### 2.7.1.3 Topic 3: Event Experience (12.8%)

- “A really fun event. Dave has a great rapport with the audience. The village Butty is a great little venue with very friendly people.” – **Music in the Basin**
- “It was really fun and interesting, lovely group of people and Sophia was a great teacher. It was very rewarding to try a new skill I wouldn’t normally have access to.” – **Green Futures - The Pod**
- “Really interesting, immersive experience well organised and very thought-provoking. Given I live close to the location and have walked through the cemetery on many occasions I thought it was really fun. I do feel the description of the event was a little off putting though. So I tried to get my Mum, sister and nephew to attend the event but they said ‘it sounds a bit weird’ - and wouldn’t come. I believe they would have loved it but were put off by the description. I expect it wasn’t very accessible for them as they are not familiar with those sorts of cultural events.” – **Observations On Being**
- “Thought it was great. Actors got the right tone for the kids, and it was a really fun event.” – **Midsummer Fire Gardens**

### 2.7.1.4 Topic 4: Exhibition Feedback (9%)

- “We really enjoyed the exhibition. There were a lot of exhibits to look at, which was great. My daughter also got to meet the artist himself which was exciting, as we already knew of his work before.” – **Daniel Lismore: Be Yourself, Everyone Else Is Already Taken**
- “I really enjoyed the exhibition. It brought back lots of memories. I thought they could played some of the original Eclipse/The Edge tapes so they you could have had a dance to. It was difficult to read the newspaper articles and rave flyers as they were not lighted up. The building was very cold. It



could have done with some portable heaters. I really enjoyed it as I was there for 3.5 hours.” - **House is a Feeling**

- “Really enjoyed this exhibition and quite unique. Very lucky to be able to experience this original art in Coventry.” - **Daniel Lismore: Be Yourself, Everyone Else Is Already Taken**

### 2.7.1.5 **Topic 5: Project Feedback (63.8%)**

- “It was brilliant!! Original, different, tailored to our city, uplifting, gritty, down to earth, comforting and with lots of humour. Really great to hear people talking fondly of Coventry and building it up. LOVED that it was in the cathedral and that we faced the entrance. That was an awesome touch. Also when the requiem played that the old cathedral ruins were lit up was touching \_and I loved the story behind them wanting to keep the ruins there. The music tailored to it with a live orchestra was also incredible. Also loved the personal testimonies and how people have brought amazing things out of their own difficulties/personal challenges. Really sad the African lady couldn't join us. I hope she recovered quick and was there on Saturday! Points to improve? I think some of the humour might have been a bit lost or confusing at times. Took us (my husband and I) a while to orientate ourselves with the story lined. Not sure if that was purposeful or not? Thought it was a little odd that one of the story tellers was from Birmingham originally and now lived in Stratford. I get she had developed an amazing service in Coventry NHS and that is how she was connected but it felt like she was an odd one out. Maybe a few more visuals might have been nice (but I am a very visual person) - examples old videos or photos of the man at highland road CFC or the Iranian Coventarian lady as a child etc\_ Selling hot drinks and cake might have been a nice touch? On a side note, there have been two times I have ordered tickets online and when I have come to search for them either in my account or in my inbox I've been. Unable to find them. Has this been a thing with other ppl or is it just me?! Overall a great night out and well worth the money!! Thank you Daniel and team!!” -

#### **Symphony of Us**

- “Considering the exposition, I think it was beautiful and exciting. It was great to see so many different people, different ages and styles, going to same place to enjoy art. The only negative point was not having a specific trail to guide people between Daniel's works, to define a route and avoid confusion.” - **Daniel Lismore: Be Yourself, Everyone Else Is Already Taken**
- “Thoroughly enjoyed our experience here, thought that it was all Placed out to keep folk safe, with a good choice of refreshments before going to our show. We will definitely return.” - **Assembly Festival Garden**
- “I enjoyed preparing my window to the theme chosen by our street. It took a lot of hours & was trickier than I'd intended, but I was pleased with the result. 6 other houses in my street took part so it gave a sense of community. However, there were much fewer houses involved this year, which meant there weren't the walking trails that we had last year. Even in Earlsdon windows were very spaced out, and nobody seemed to be walking the streets to look at them like they did last March. I feel this was down to us not being in lockdown anymore, being back at work and too busy to take part, and not feeling that same need to connect with others. I also think the publicity was not great this time. Many people I spoke to were not aware it was happening. As the coordinator for my area I felt under supported & a bit overwhelmed! The City of Culture worker who had overall responsibility

for supporting area coordinators did not do much to help, despite several pleas from me. Therefore, I ended up setting up a Facebook page myself for the Binley & Willenhall area, without much of a clue how to do it. I also monitored the Stoke & Wyken Facebook page, set up last year for us by a CCofC worker. No coordinators in this area posted anything on this page, even people who were very active last year. But I felt I needed to do so to keep the interest going. I felt rather abandoned by the City of Culture team. Another person from the team who lives in my area was put in touch with me, but I heard from her very infrequently and she didn't play an active part on Facebook. So although it was lovely to see some windows again, I won't be offering to coordinate if it happens next year. It was too much pressure on someone whose health is not great. I hope the team will take these comments on board." - **Window Wanderland Participants 2022**