

ICM Unlimited...

GLA Events Research: Notting Hill Carnival 2015

September 2015

Background and Methodology

- The GLA commissioned ICM to carry out research at the Notting Hill Carnival. Fieldwork took place on Sunday 30 August 2015.
- Quantitative face-to-face interviews were carried out at designated locations around the Carnival Parade route between 11am and 4pm.
- Sample size: 494 people. No quotas were set. People 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 the 2014 (sample size: 445) and 2013 (sample size: 393) events, and other GLA events.

Please note that throughout the report a green circle indicates a result is significantly higher than the overall mean while a red circle indicates that a result is significantly lower.

Confidential: For research purposes only

**NOTTING HILL
CARNIVAL '15**

**NOTTING HILL
CARNIVAL '15**

**NOTTING HILL
CARNIVAL '15**

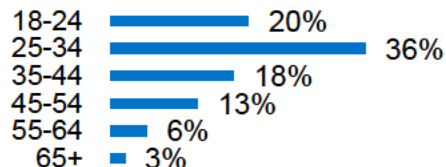
**NOTTING HILL
CARNIVAL '15**

Sample profile

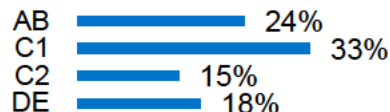
Gender



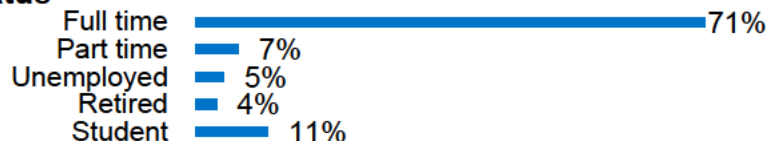
Age



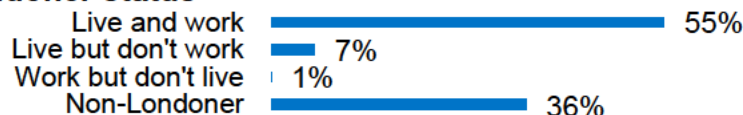
Social grade



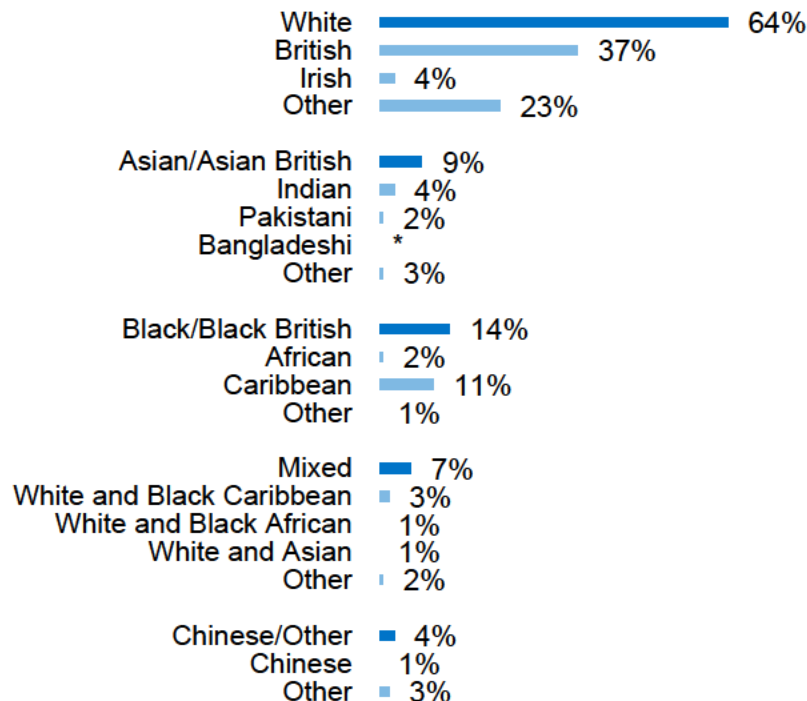
Work status



Londoner status



Ethnicity



Key Findings

- Notting Hill Carnival is a very well-established event, which attracts a lot of repeat visitors
 - 66% did not need to hear about the event from any particular source, because they know it takes place every year
 - 54% of visitors had attended Notting Hill Carnival before
 - 95% of visitors travelled specifically to attend the event
- People access the event using a range of different transport options
 - The underground is the most commonly used mode of transport (50%), but 26% walk and 13% use the bus
 - Among those who use the underground or overground train, half arrive at Notting Hill Gate station (51%), making it the most common point of arrival.
 - The most popular station for leaving the event is High Street Kensington (30%).
- The majority of visitors go to the event with friends (52%) or family (25%). However, 20% go on their own, reflecting the social nature of the event
- At the event itself, the most commonly seen attractions are the Parade itself (92% had seen or intended to see it), followed by the food stalls (87%) and the Sound Systems (83%)
- On average, people expected to spend 3.8 hours at the event. This is around an hour less than previous years, most likely as a result of the adverse weather conditions

Key Findings

- Overall ratings of the event remain extremely high, and it is thought to be culturally relevant
 - On average, people attending Notting Hill Carnival give the event a rating of 8.4 out of 10, compared to an average of 7.9 across all events
 - 87% think that the event reflects West Indian and Caribbean culture well
 - 95% think that the event is important for bringing the community together
- The atmosphere, music and food stalls are seen as the most enjoyable parts of the event
- Awareness of the role played by the Mayor of London in organising and supporting the event continues to be lower at Notting Hill Carnival than at other events
 - 34% were aware of the role played by MoL, compared to an average of 60% across all events
 - This also reflects the range of organisers and sponsors, with London Notting Hill Enterprise Trust the most well known (39%)
- A large majority would visit the event again in the future and recommend it to a friend
 - 88% would recommend the event to a friend
 - 77% say they would attend the Carnival again in the future
 - However, these scores are slightly lower than in 2014 – again, most likely as a result of the poor weather on the day itself
- Notting Hill Carnival has a substantial financial impact
 - As a result of attending the event, on average each person estimates that they spend an additional £25

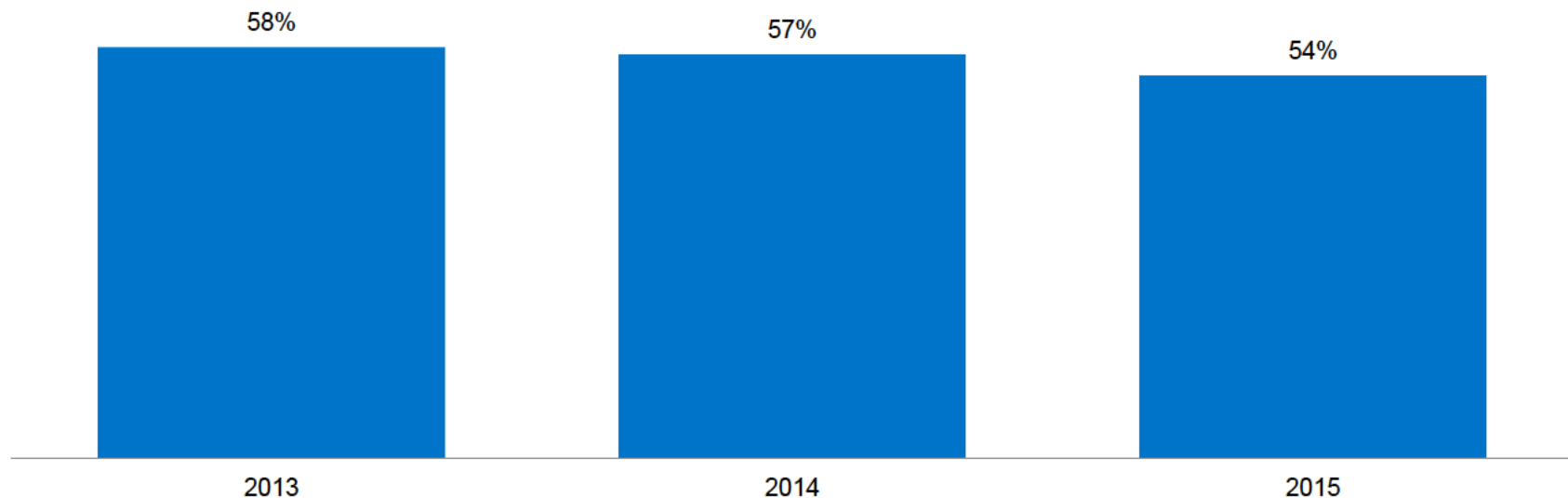
01

Awareness behaviours and attitudes

Just over half of visitors had been to Notting Hill Carnival before

Q1. Have you attended Notting Hill Carnival before?

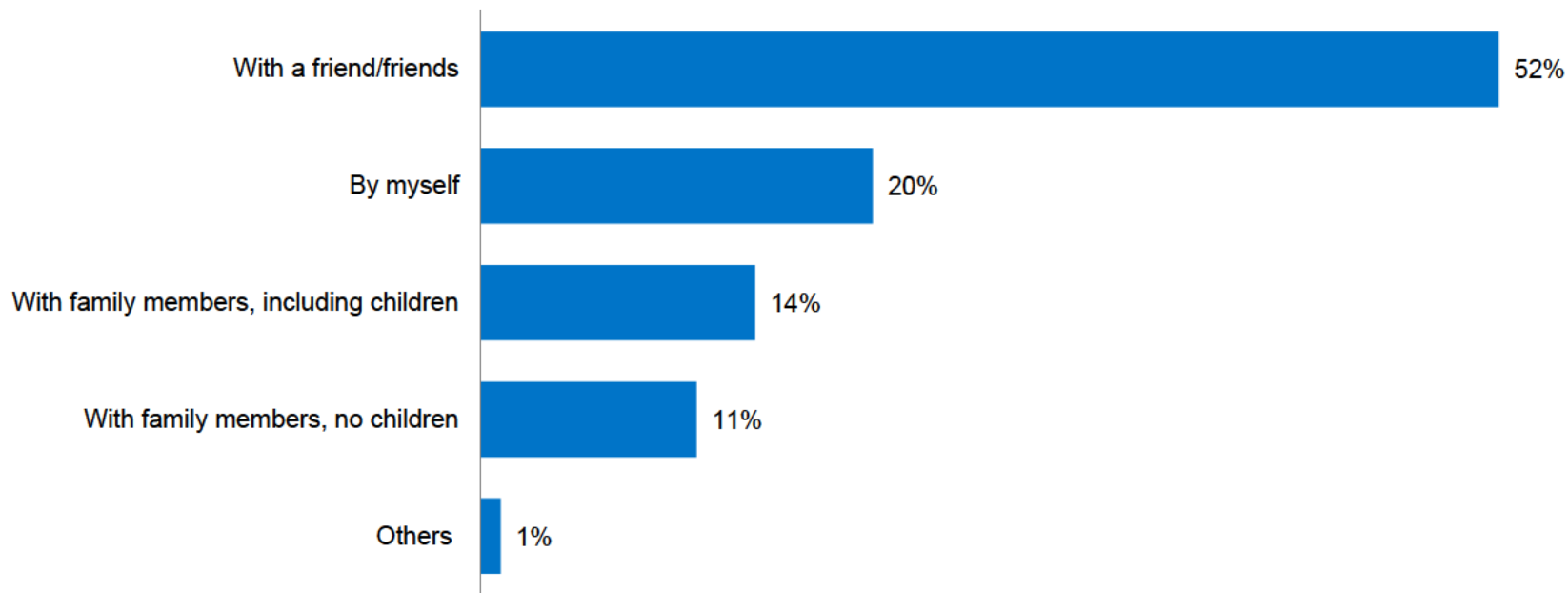
% Repeat visitors



Base: All respondents (494); 30 August 2015

Half visit with friends, but one in five attend alone

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



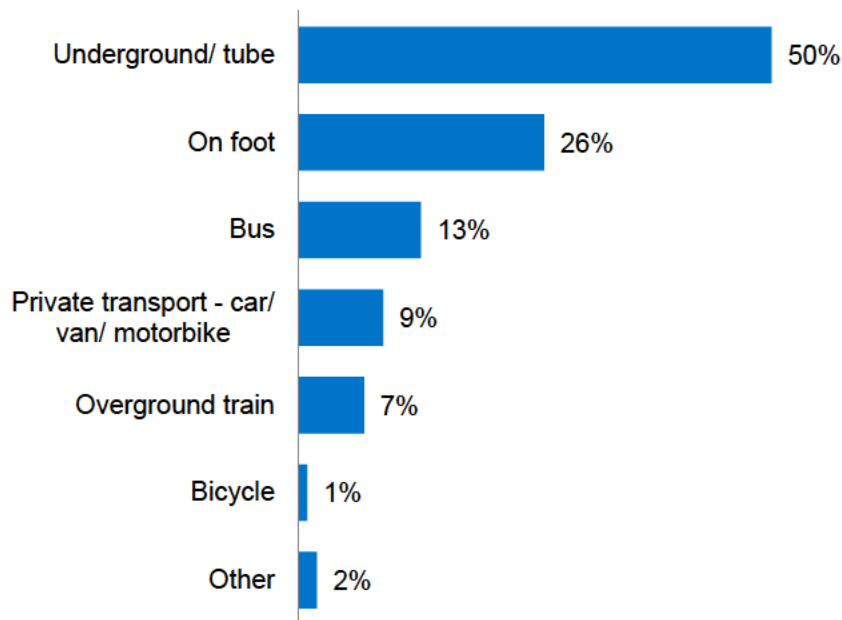
Base: All respondents (494); 30 August 2015

Tube is the most common way of getting to the event, with Notting Hill Gate and Westbourne Park the most commonly used stations

Q7. How did you travel to the event today?

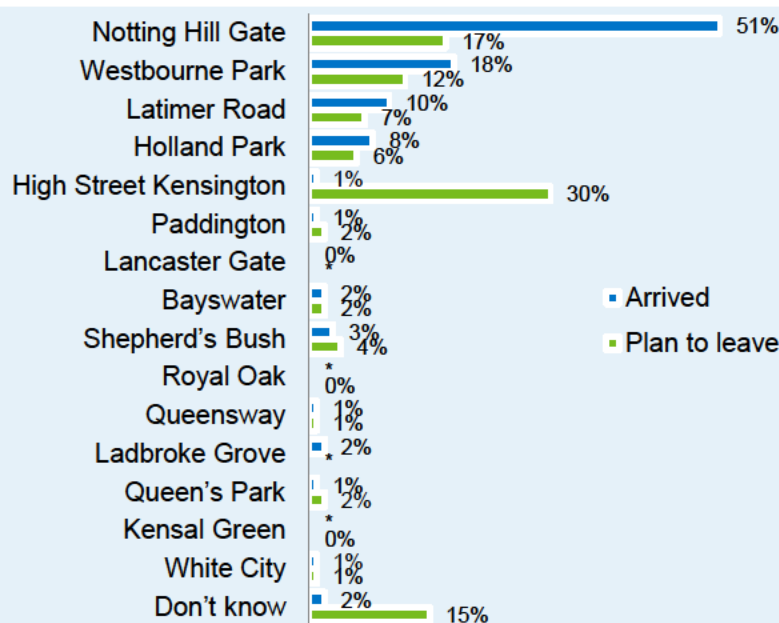
Q8a. Did you arrive at any of the following stations? Q8b. Do you plan to depart from any of the following stations?

Mode of transport



Base: All respondents (494); 30 August 2015

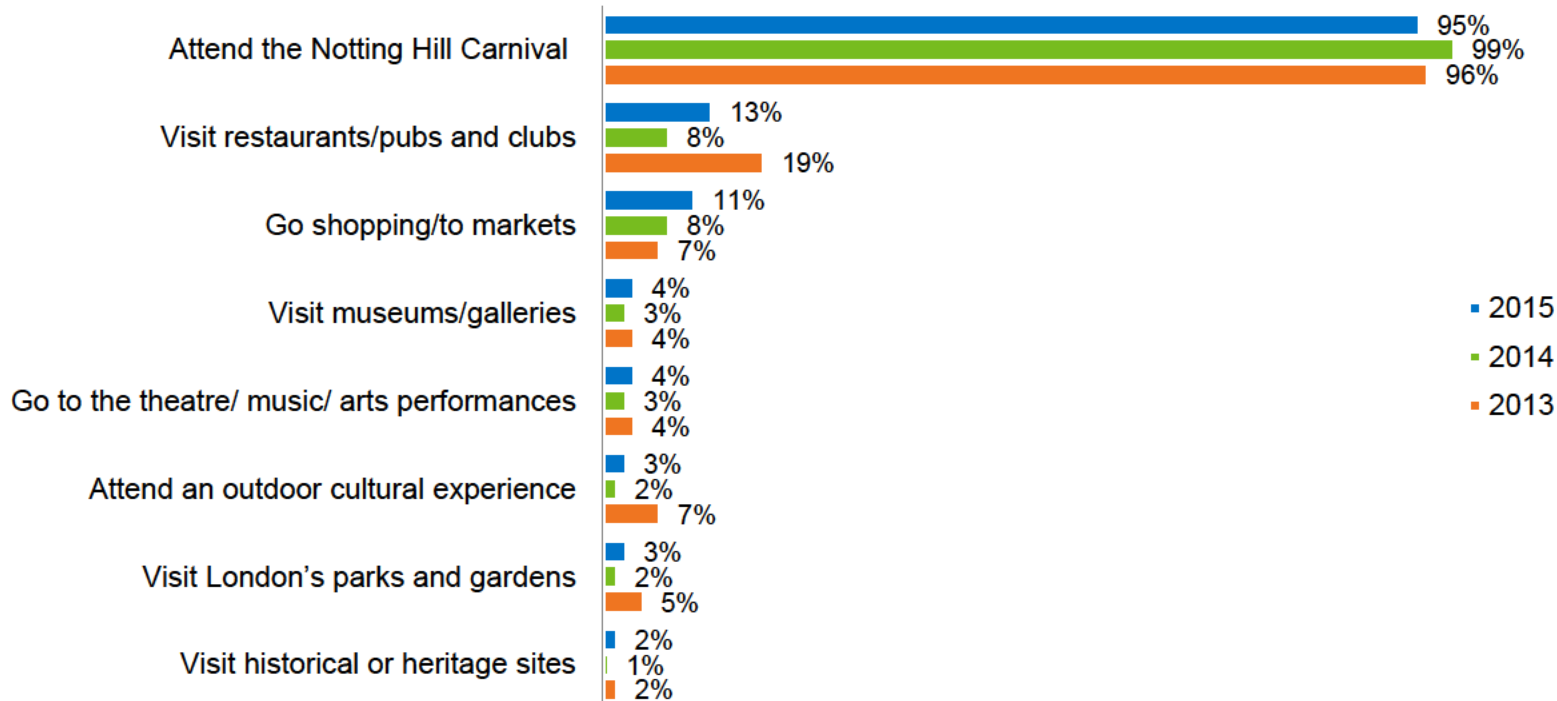
Train stations used



Base: All who travelled by underground/ overground train (263); 30 August 2015

Virtually all travelled specifically to attend the Notting Hill Carnival

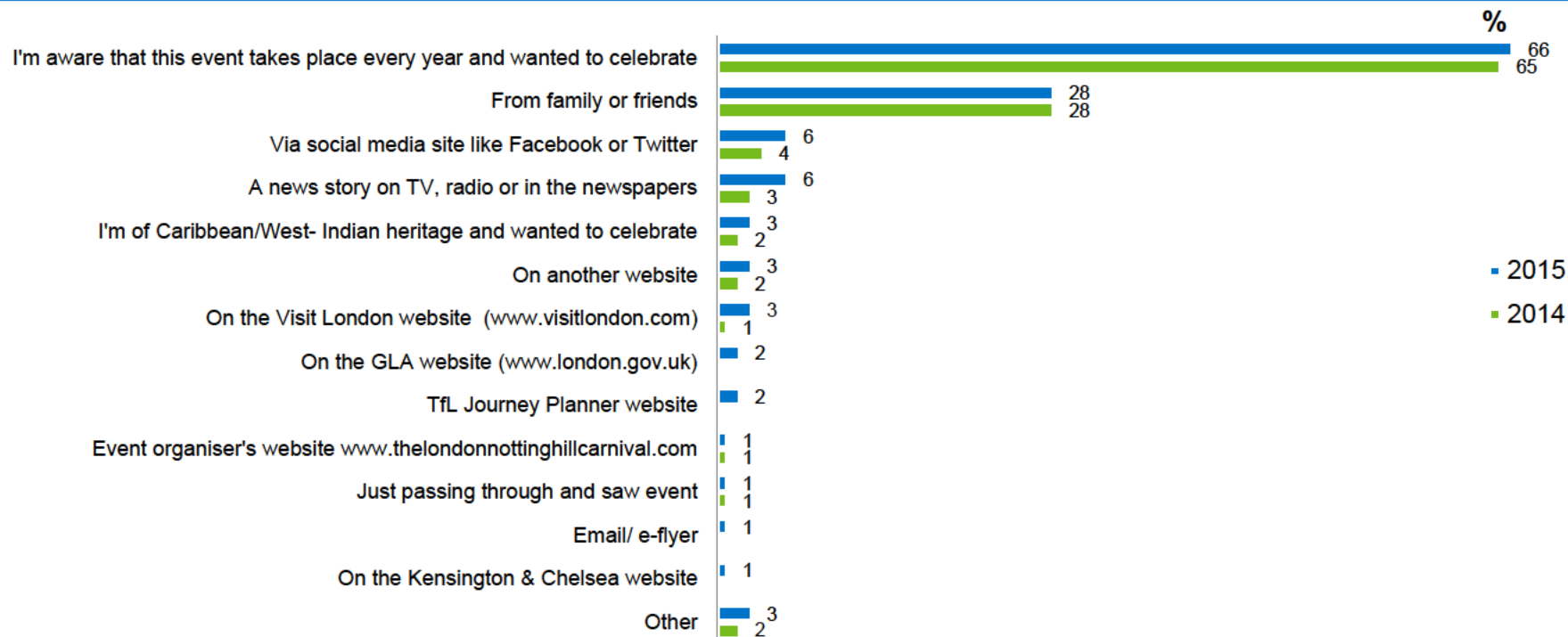
Q17. Which, if any, of the following did you intend to do in London today?



Base: All respondents (494); 30 August 2015

Two in three are aware the event takes place every year

Q9. How did you hear about the Notting Hill Carnival?

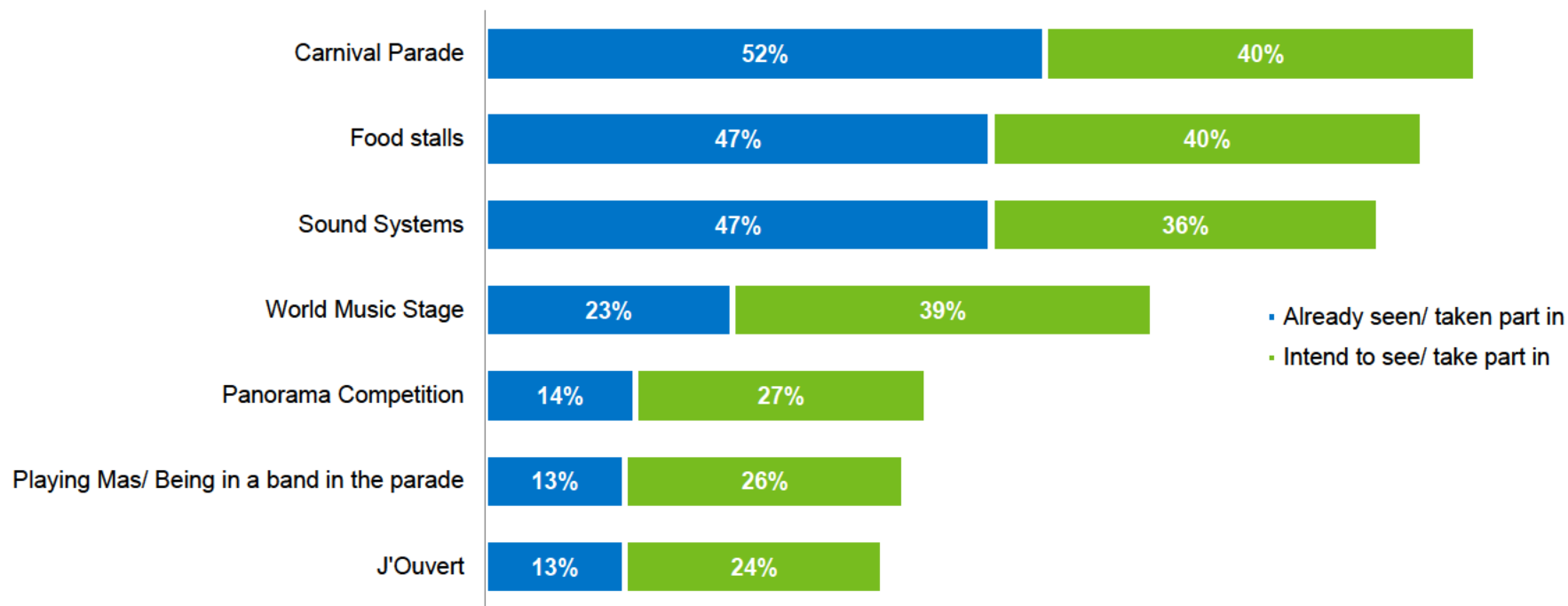


Base: All respondents (494); 30 August 2015

Confidential: For research purposes only

The Carnival, food stalls and Sound Systems are the most commonly seen attractions

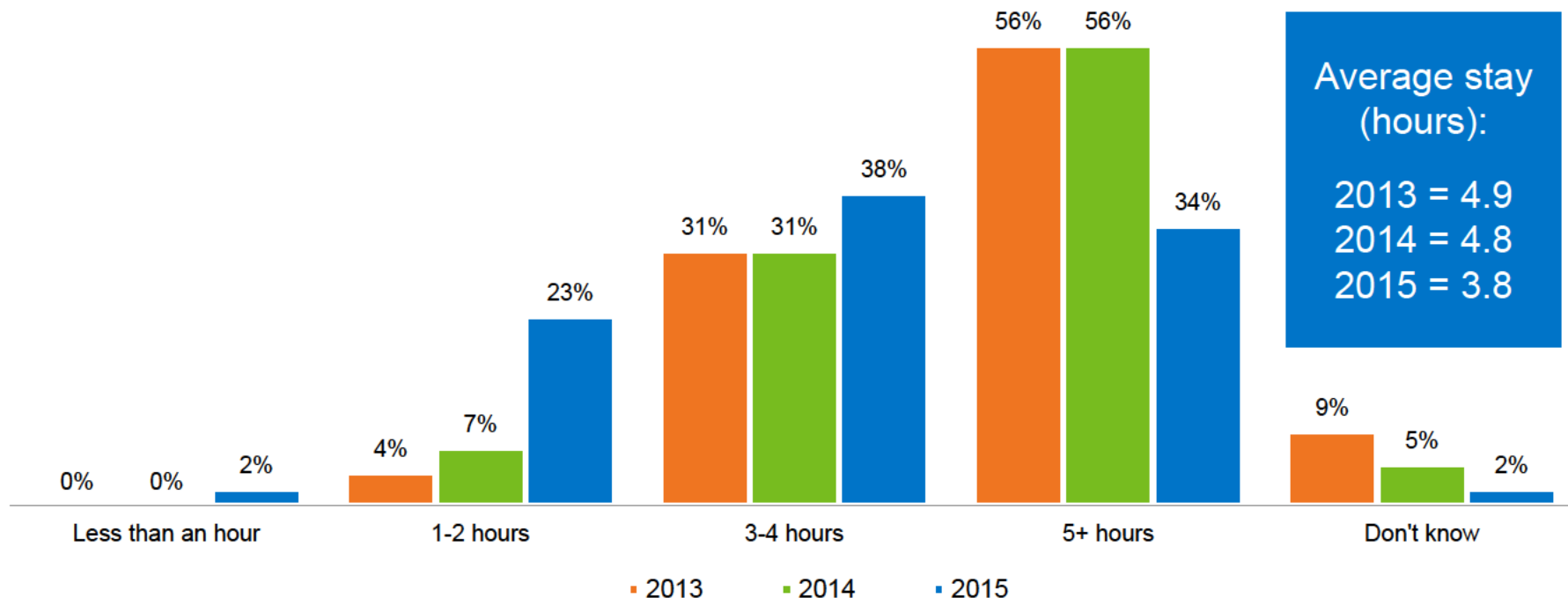
Q4. Which of the following attractions have you seen or taken part in, or intend to see/take part in, at the Notting Hill Carnival?



Base: All respondents (494); 30 August 2015

The average stay fell to below 4 hours this year for the first time, most likely reflecting the adverse weather conditions

Q3. How long do you think you will stay here today?



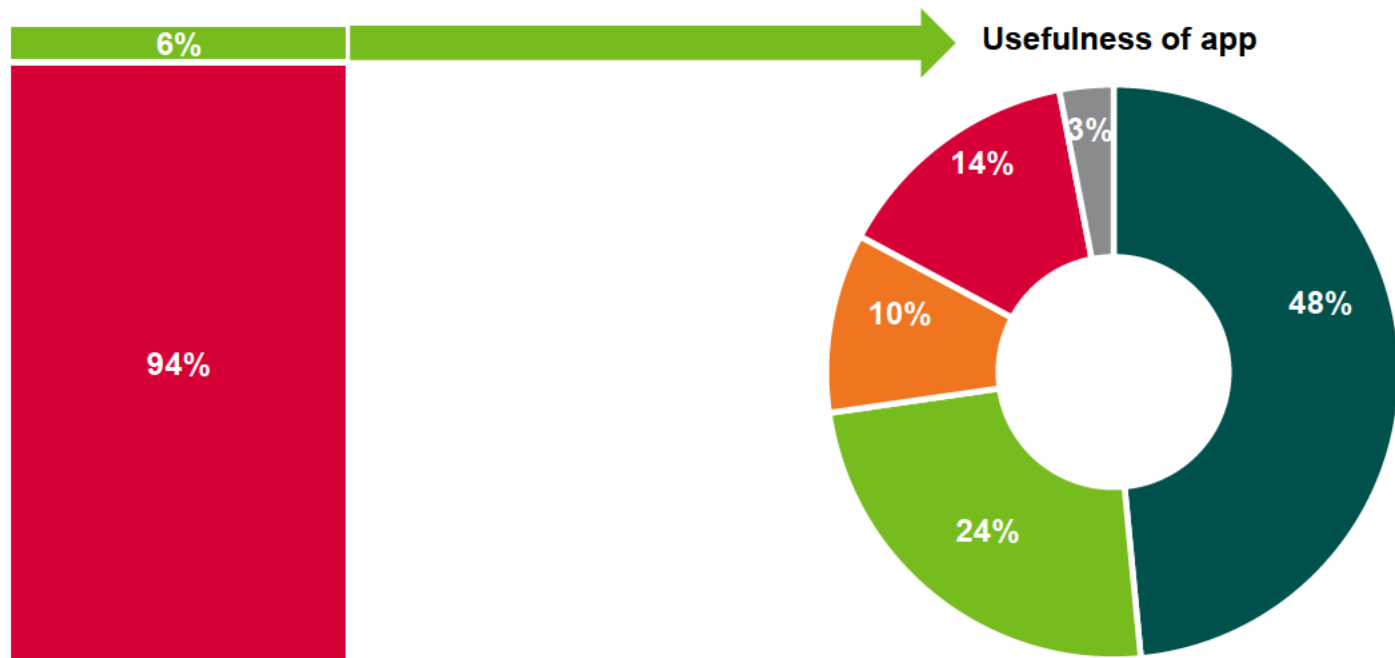
Base: All respondents (494); 30 August 2015

Confidential: For research purposes only

6% of visitors used the new Notting Hill Carnival app

Q10a. Have you used the new Notting Hill Carnival mobile app?

Q10b. If yes, how useful did you find it?*



Base: All respondents (494); 30 August 2015

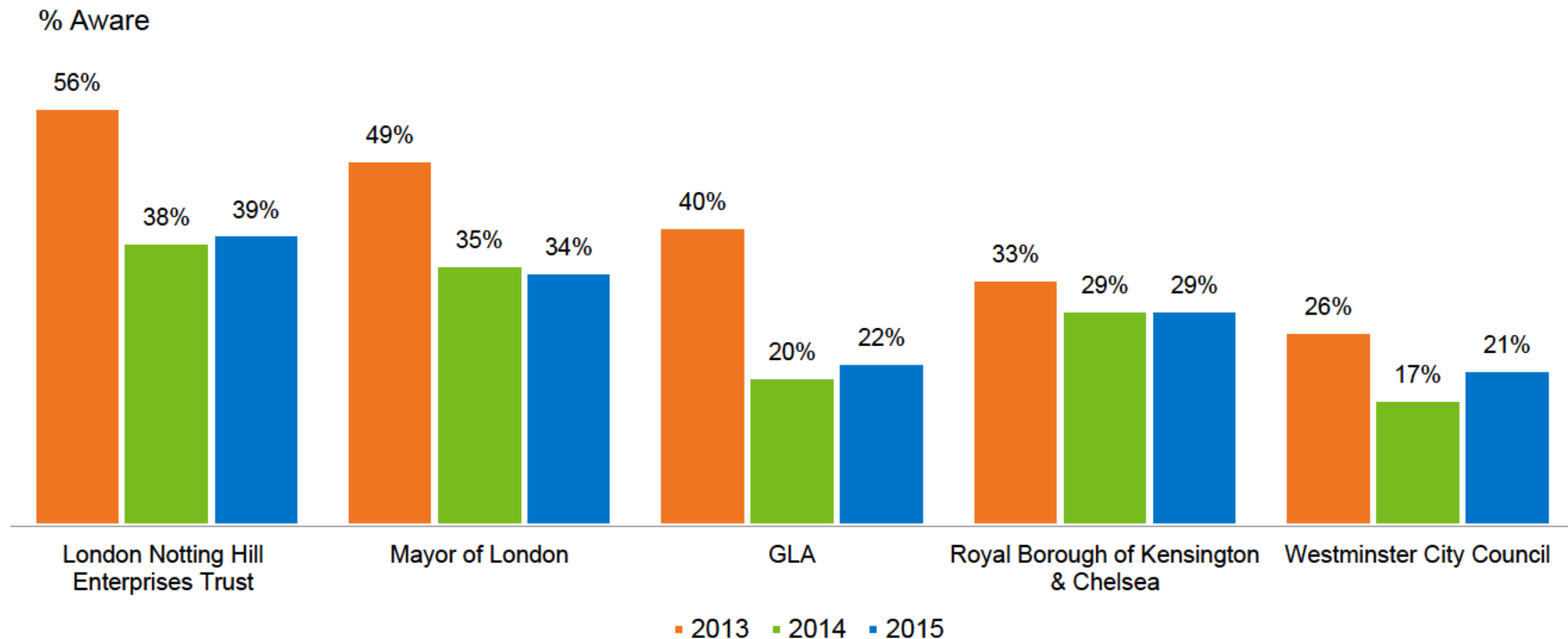
Base: All who have used the new Notting Hill app (29); 30 August 2015.
*Please note, very small base size

02

The role of the Mayor of London

Awareness levels are consistent with 2014, but below 2013

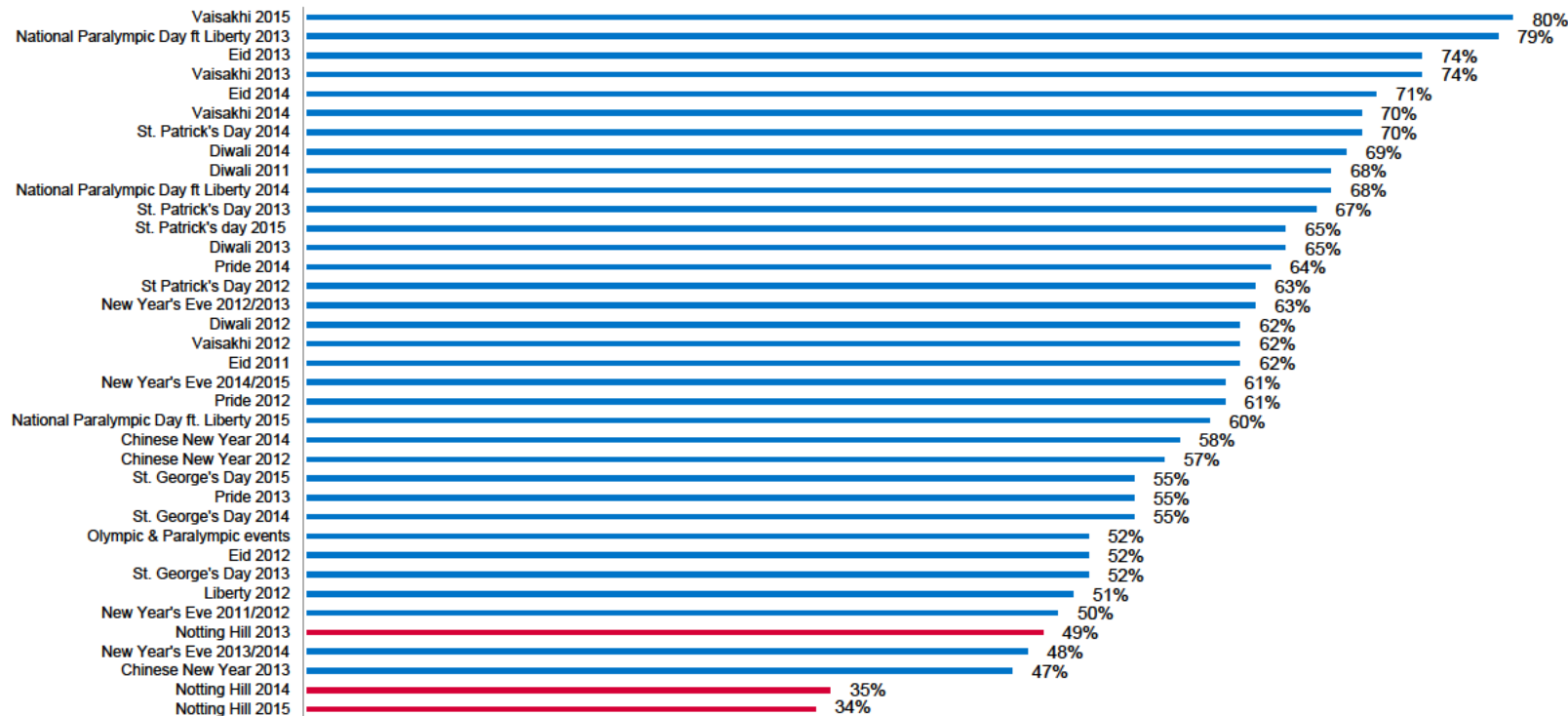
Q11. Were you aware or unaware that the Notting Hill Carnival has been organised/ supported by any of the following...?



Base: All respondents (494); 30 August 2015

Reflecting the nature of the event, awareness of support by MoL is consistently lower at Notting Hill

Q. Were you aware or unaware that is put on by the Mayor of London?



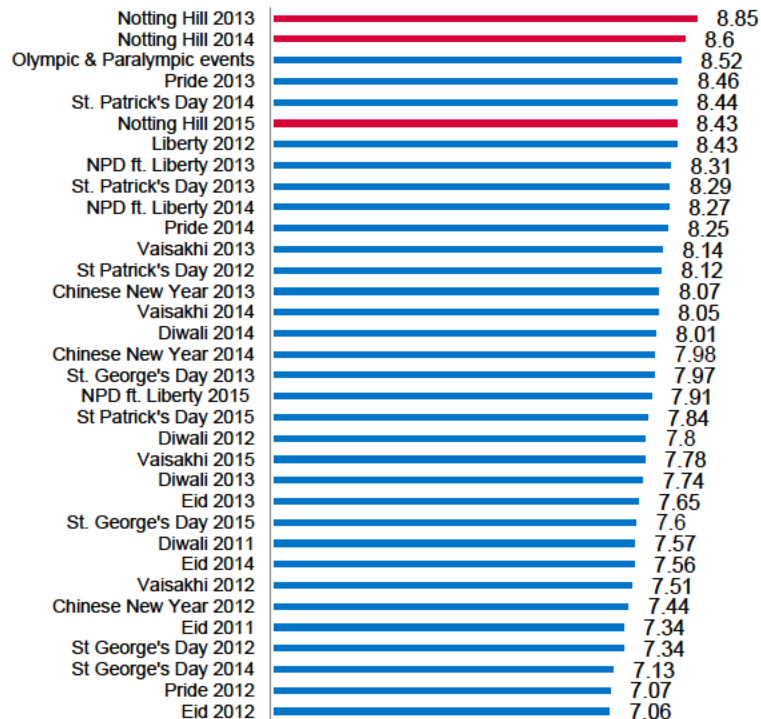
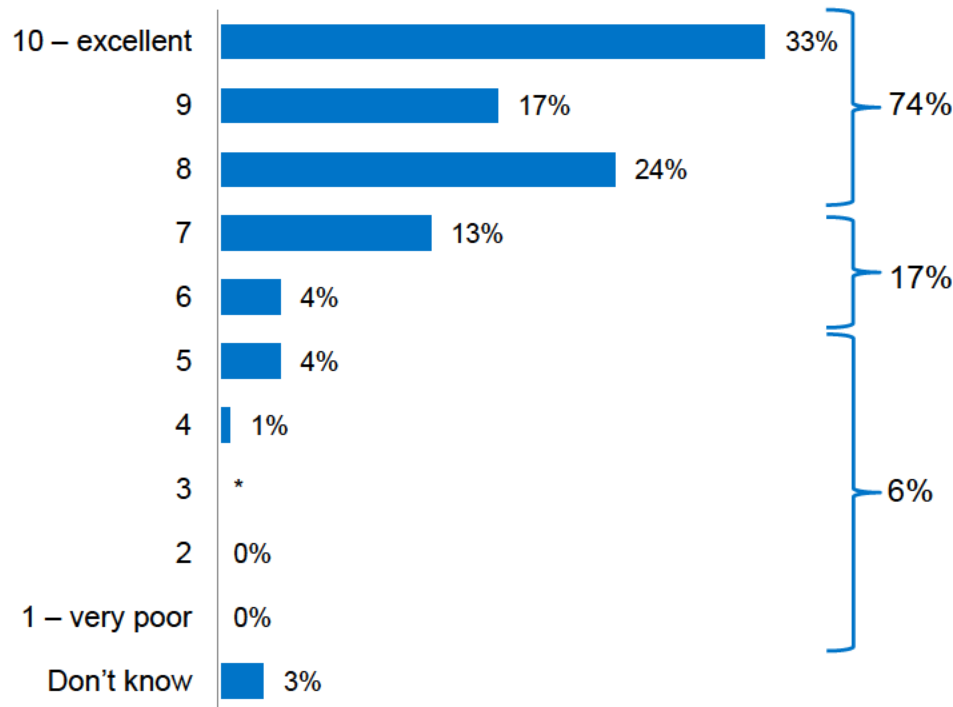
Base: All respondents (494); 30 August 2015

03

Perceptions and impact of the event

Overall ratings at Notting Hill are consistently among the highest of all events

Q14. Overall, how would you rate this event out of 10, where 10 = excellent and 1 = very poor indeed?

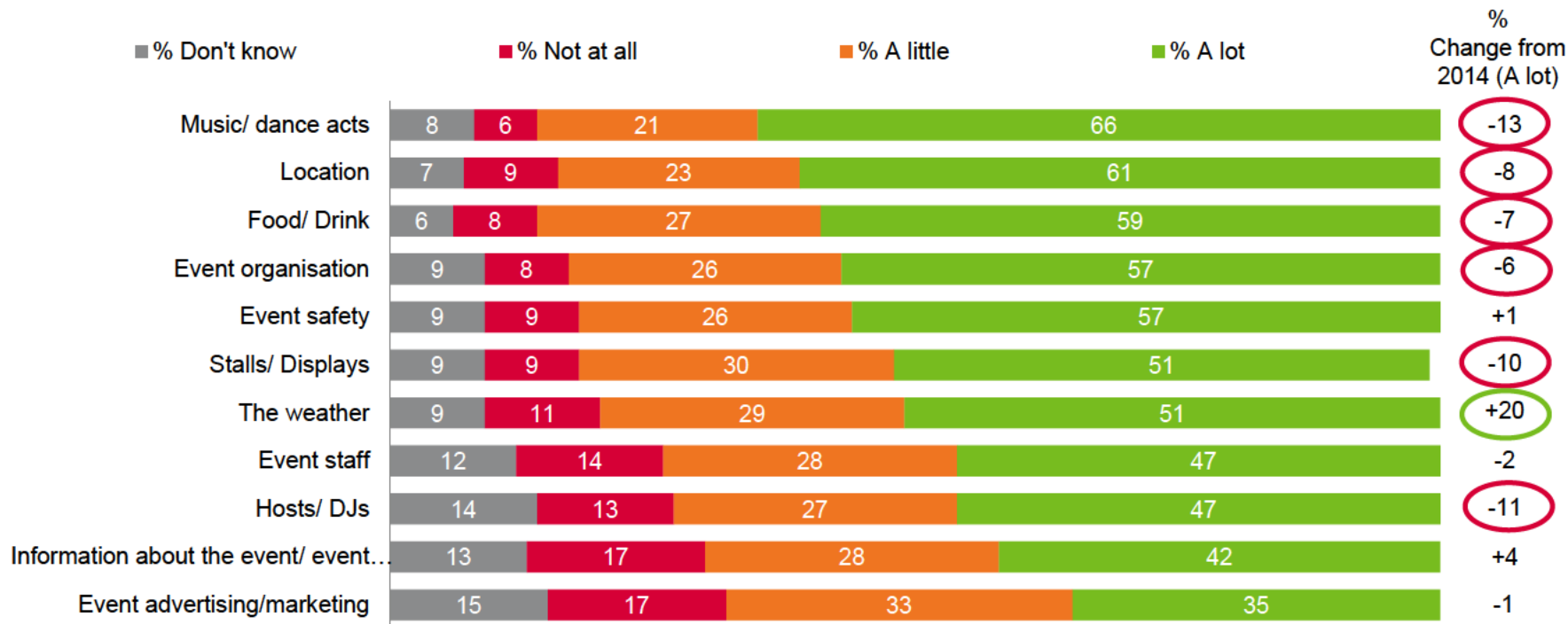


Base: All respondents (494); 30 August 2015

Confidential: For research purposes only

The weather played a much bigger role in overall scores this year, reflecting the amount of rain on the day itself

Q15. 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?

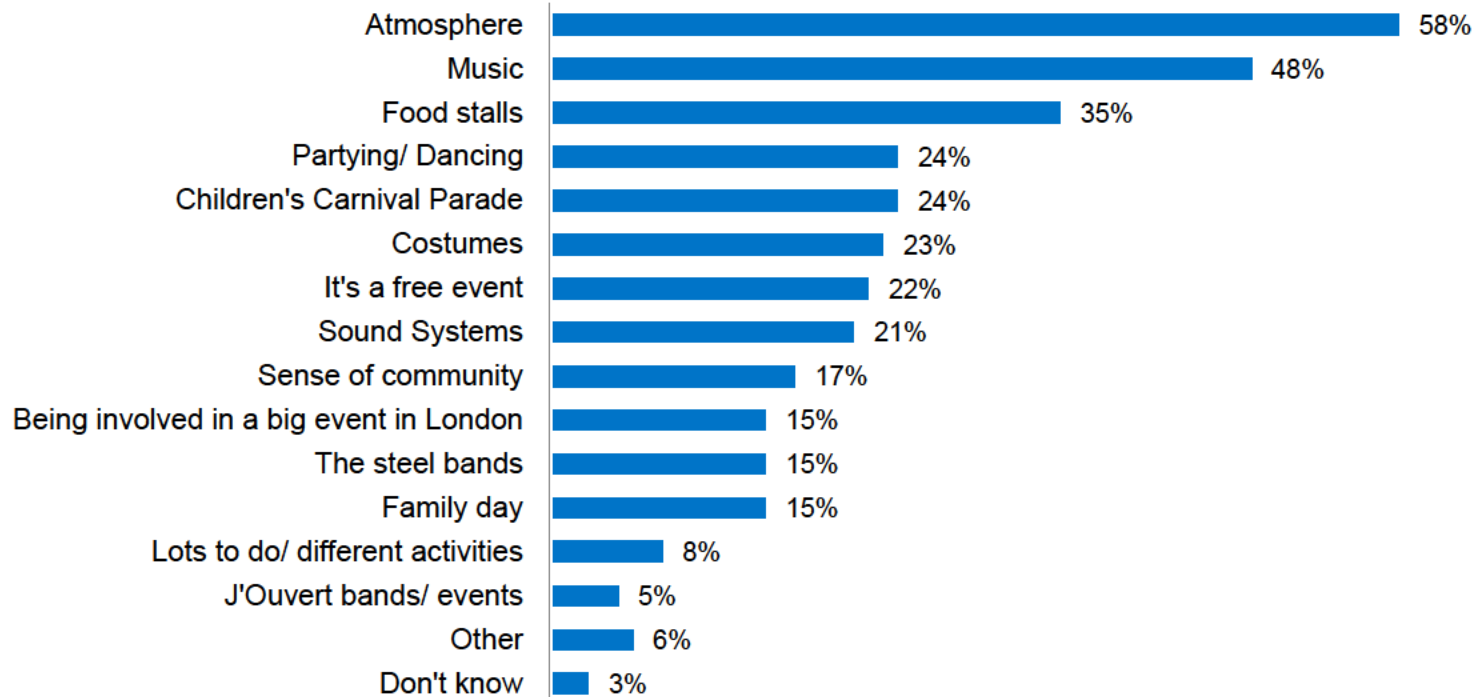


Base: All respondents (494); 30 August 2015

Confidential: For research purposes only

The atmosphere and music are the most enjoyable aspects of the event

Q6. What have you enjoyed most about the Notting Hill Carnival so far?

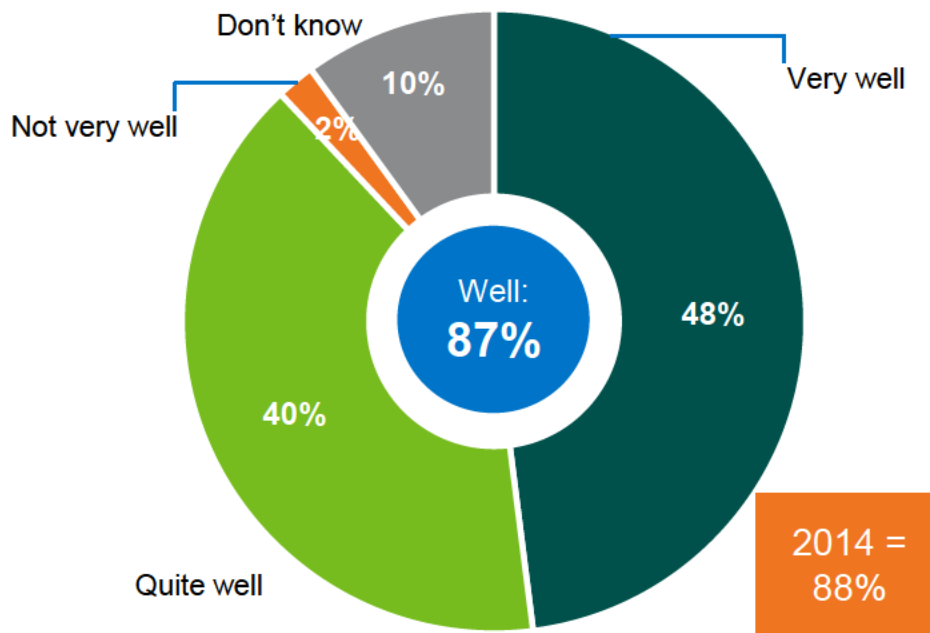


Base: All respondents (494); 30 August 2015

Confidential: For research purposes only

A large majority think the event reflects West Indian and Caribbean culture well

Q12. How well, if at all, do you think this event reflects West Indian/ Caribbean culture?

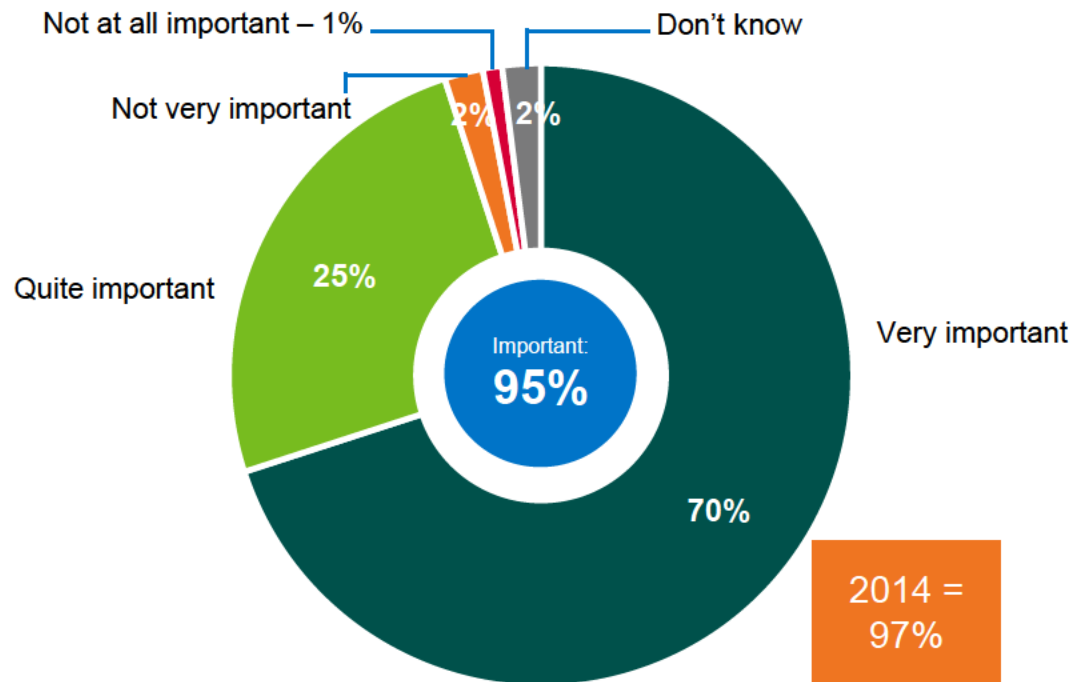


Base: All respondents (494); 30 August 2015

Confidential: For research purposes only

Virtually all think Notting Hill is important for bringing the community together

Q13. How important, if at all, do you think the Notting Hill Carnival is for bringing the community together?
Would you say it is....?

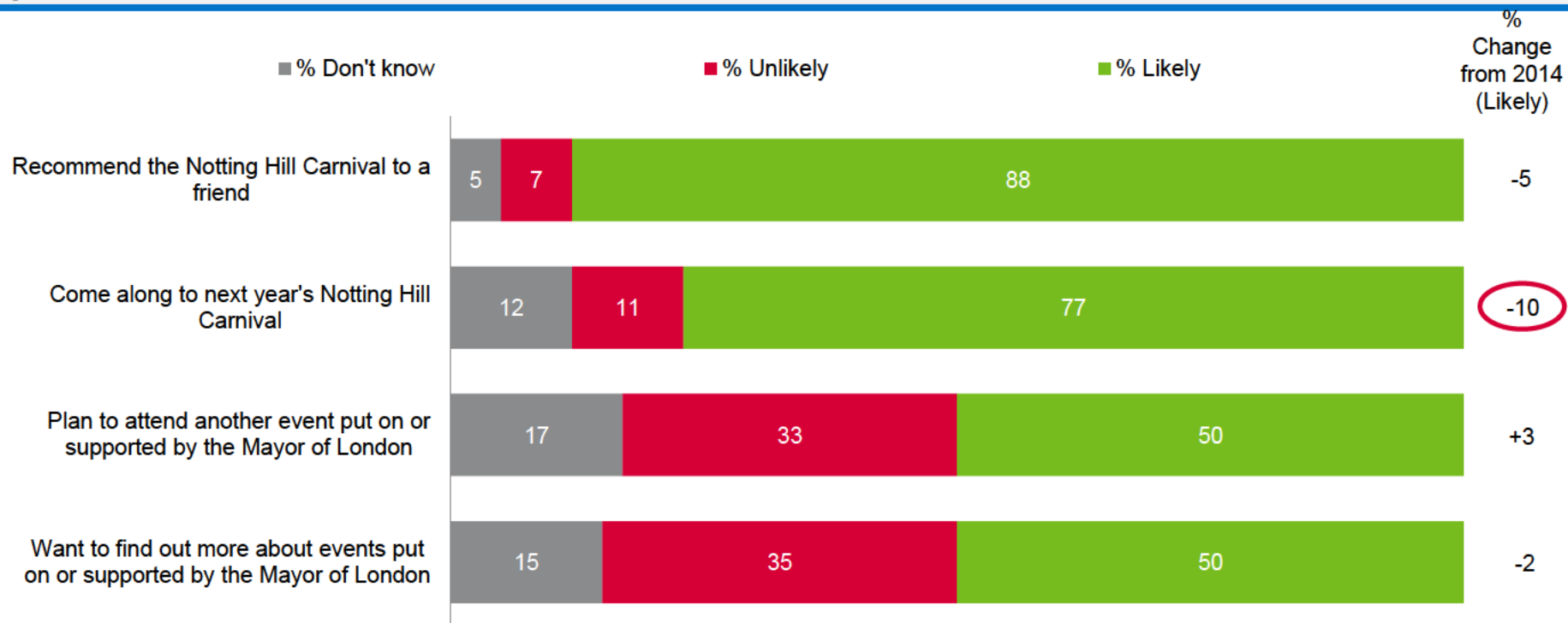


Base: All respondents (678); 25 April 2015

Confidential: For research purposes only

However, there is a slight fall in those who intend to visit again next year

Q16. Now that you have attended the Notting Hill Carnival, for each of the following, please tell me how likely you are to.....



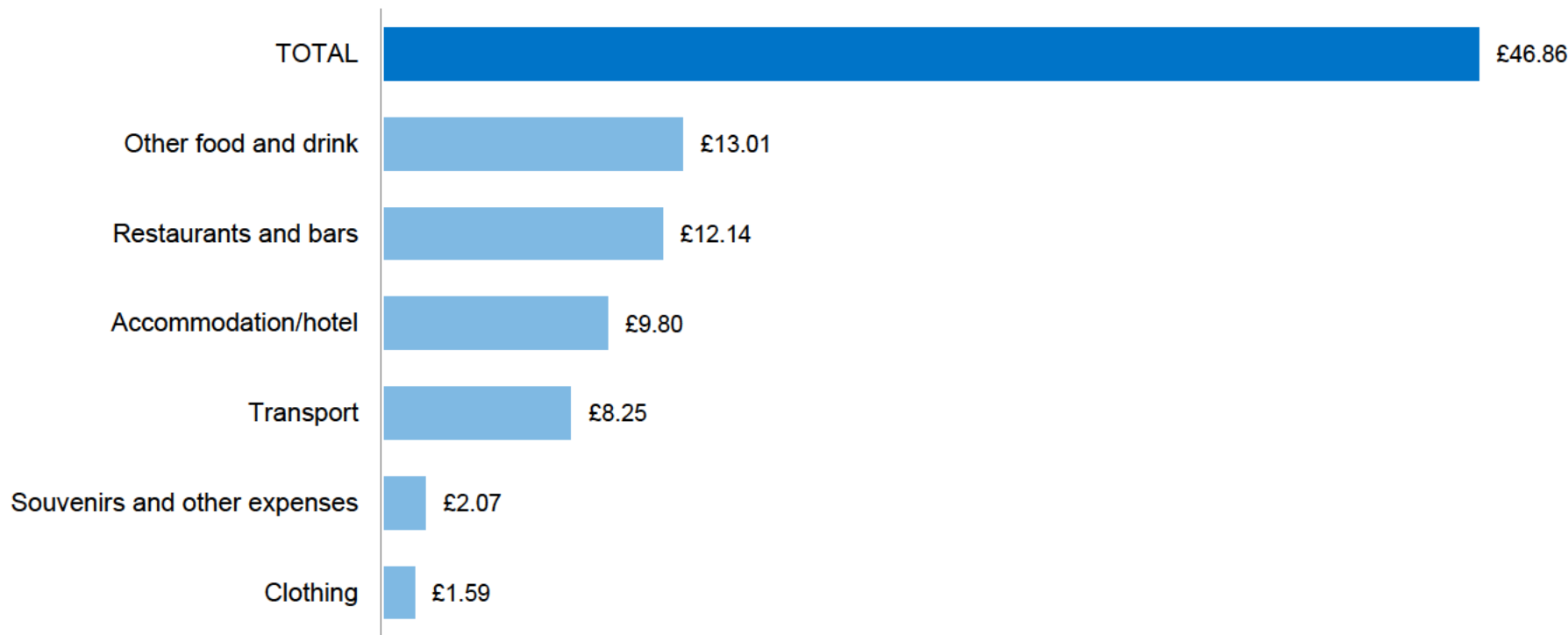
Base: All respondents (494); 30 August 2015

Confidential: For research purposes only

04 Spending patterns

On average, people spend £47 as a result of attending the Carnival

Q18a. 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.

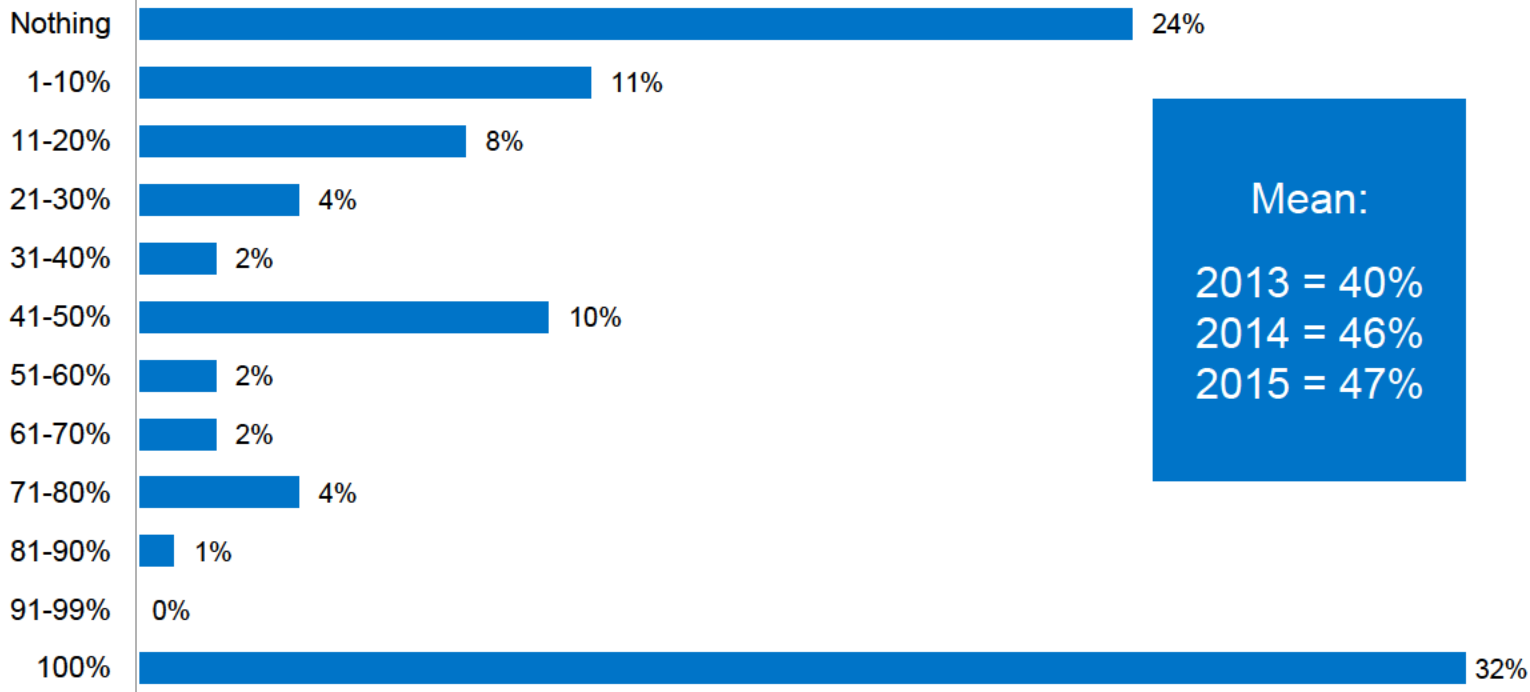


Base: All respondents (494); 30 August 2015

Confidential: For research purposes only

Visitors estimate they would have spent almost half that amount without attending the Carnival

Q19. If you could guess, what proportion of your spend today might you have spent anyway even if you had not attended this event?

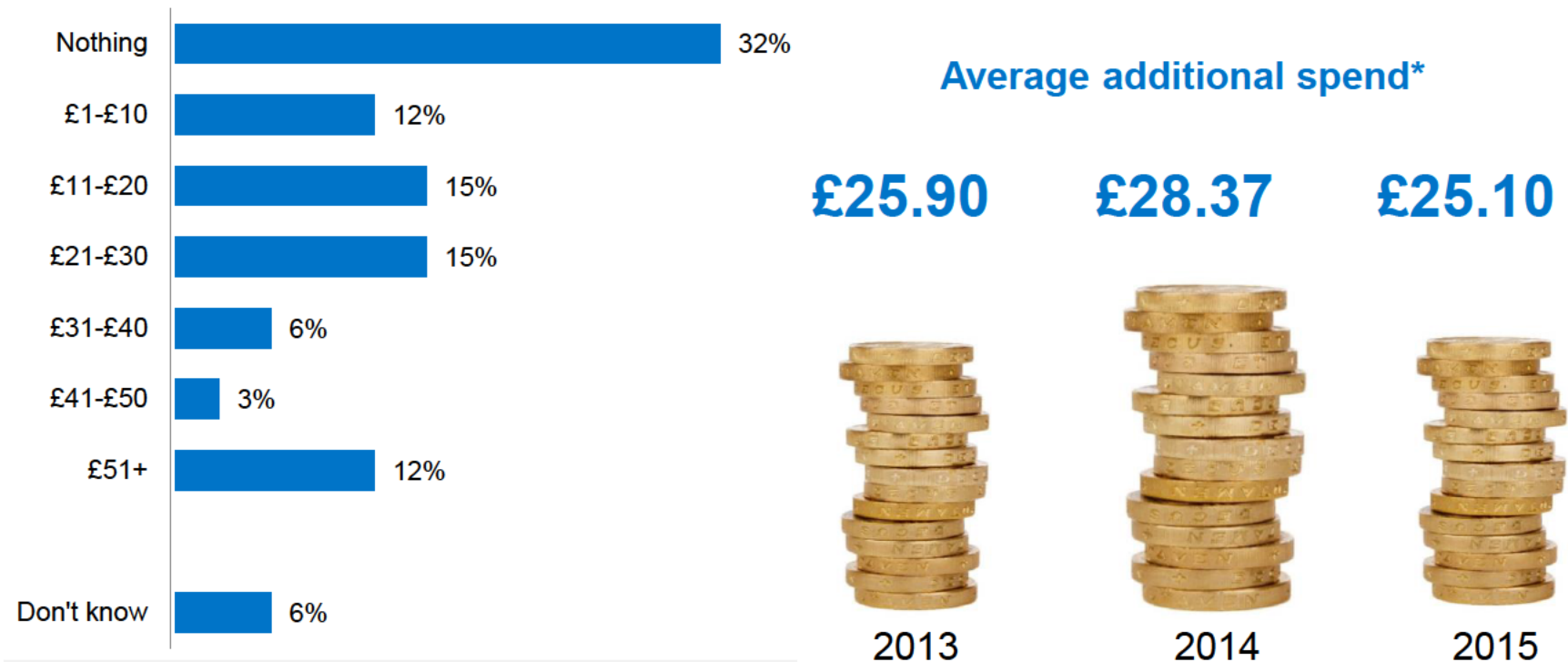


Base: All respondents (494); 30 August 2015

Confidential: For research purposes only

Notting Hill Carnival therefore generates £25 per visitor

Q18a/19. Extra spend as a consequence of attending the event



Base: All respondents (494); 30 August 2015

*Please note that the average spend figure is calculated using the mid point of the answer scales and therefore should be treated as a guide only.

For more information please contact:

[REDACTED]
Associate Director

[REDACTED]
[REDACTED]

[REDACTED]
Senior Research Executive

[REDACTED]
[REDACTED]