**target audience has some points to consider while choosing free time activity or a place to go:**

- walking distance 45%

- cultural interest 35%

- fun 14%

- affordable price 30%

- activity 12%

- learn something new 24%

**Audience was asked what they’d do if the had an unexpected day off work:**

- I’d spend time outside, through through city or in some park 42%

- I’d spend it by myself28%

- theatre, museum, cinema etc. 21%

- cafe, bar, restaurant, shopping7%

- sports 7%

- additional work 6%

- self-education 5%

- doesn’t matter 4%

**Current statistics:**