**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:**