

# AUDIENCE OUTLOOK MONITOR

A longitudinal study of audience attitudes about arts  
and cultural events during COVID-19

## Findings for Milwaukee Cohort

Overview of Results: November 2021



In Partnership with

IMAGINE**MKE**

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# About the Study

The COVID-19 Audience Outlook Monitor is a longitudinal tracking study of audience attitudes about going out to cultural events during and after the Covid-19 pandemic. The study is being administered by WolfBrown.

Imagine MKE is hosting a cohort of 15 organizations for this study.

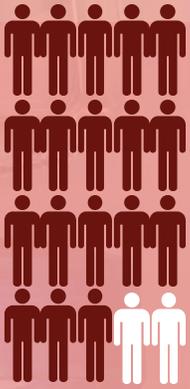
This report covers results from the fifth and final deployment, launched November 9th, 2021, which generated approximately 1,500 completed surveys.



## Cohort Participants

- Bel Canto Chorus
- Betty Brinn Children's Museum
- Danceworks, Inc
- Discovery World
- First Stage
- Marcus Center for the Performing Arts
- Milwaukee Art Museum
- Milwaukee Ballet
- Milwaukee Public Museum
- Milwaukee Rep
- Milwaukee Youth Symphony Orchestra
- Next Act Theatre, Inc.
- Renaissance Theaterworks, Inc
- Skylight Music Theatre
- Zoological Society of Milwaukee

# Vaccination

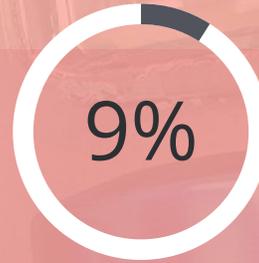


When will vaccinated respondents be ready to return to in-person arts and cultural events?

92%

Of respondents are partially or fully vaccinated

98% in September



Waiting for others in their network to get vaccinated

5% in September



Waiting for low infection rates

47% in September



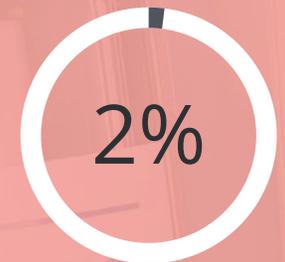
Ready Now

43% in September



Waiting for safety measures to be removed

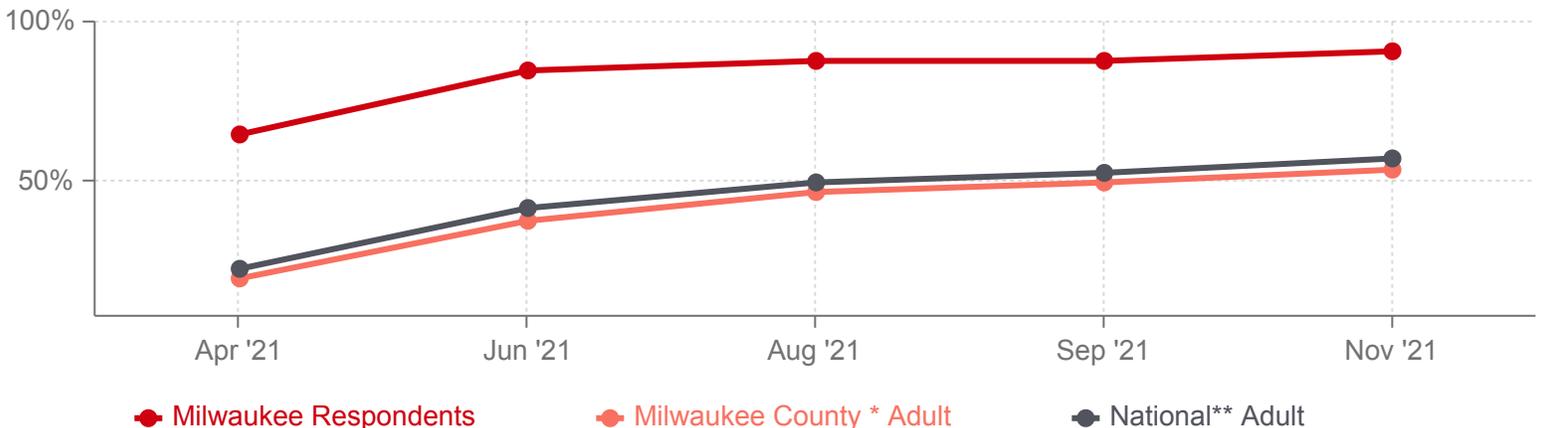
3% in September



Waiting to be certain of immunity

2% in September

## How do respondents' rates of full vaccination compare to national figures?



\* Visit the Wisconsin Department of Health Services website for Milwaukee County vaccine data.

\*\* Visit the Center for Disease Control and Prevention website for national vaccine data.

# Vaccination

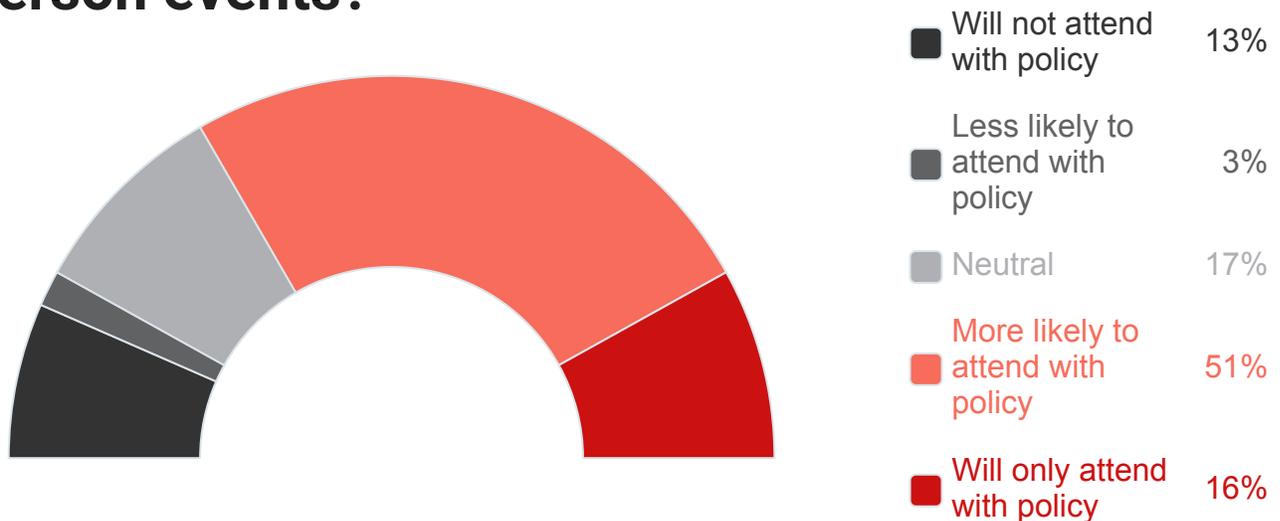
70%

64% in September



Of vaccinated respondents reported that they are somewhat or very confident that the vaccine protects them enough for them to resume their normal activities

**In some states arts and cultural organizations are allowed to welcome back larger audiences if everyone in the audience shows proof of vaccination. How would a vaccinated-only admittance policy impact performing arts audience's feelings about attending in-person events?**

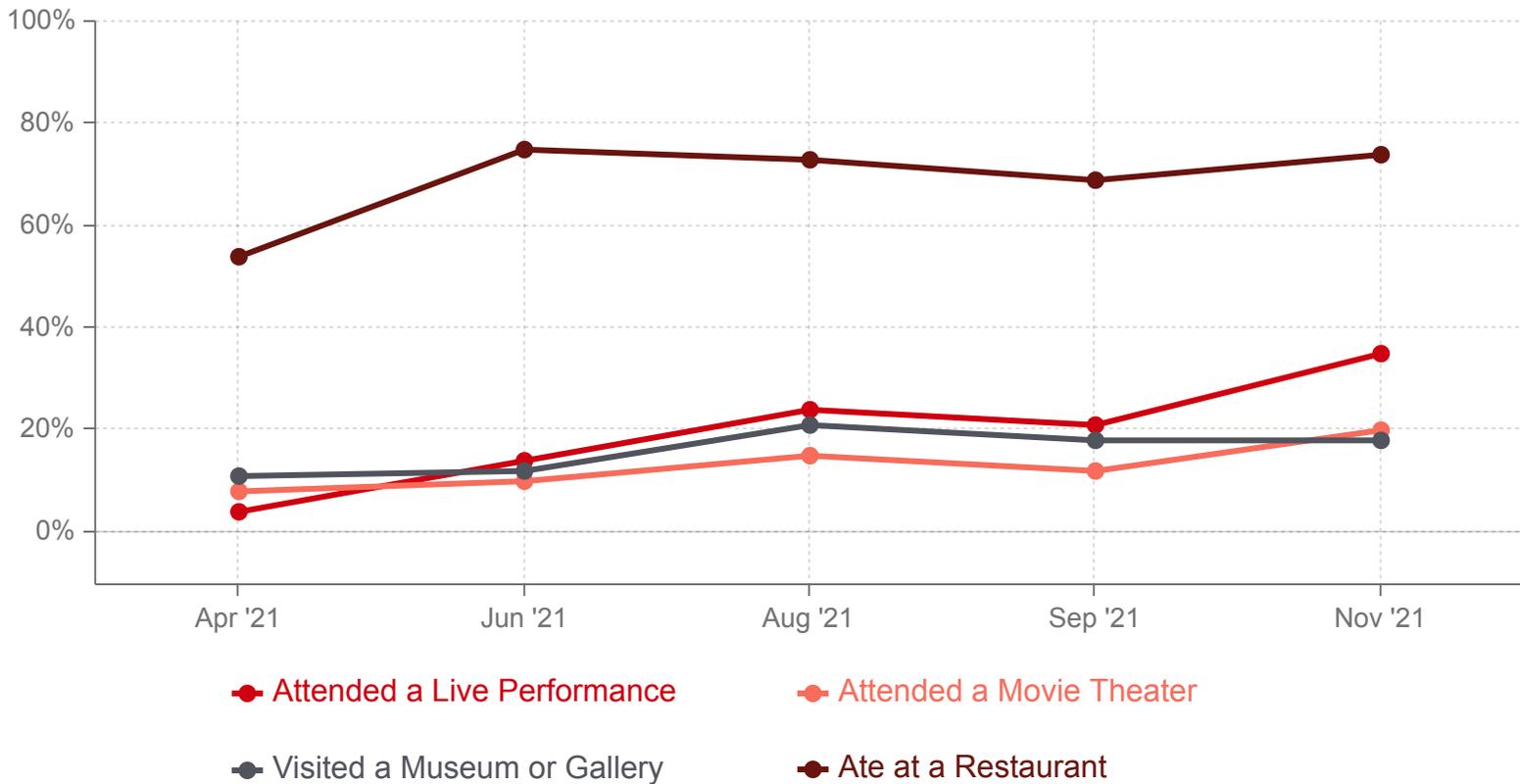


*"Vaccinated individuals are still capable of carrying, and spreading, the virus. In fact, their symptoms can be less severe allowing them to function more than an unvaccinated person who may be confined to their bed. What about those with reactions or unable to be vaccinated for one reason or another. I stand that every human has a unique set of health circumstances and thus should be allowed to make a decision that best suits themselves."*

*"This would make me far more comfortable as so many people are being reckless in refusing to get vaccinated and seemingly don't care about the safety of the general population. If proof of vaccination were required I would be more assured that the venue is taking the safety of its audience seriously and is more likely to have enhanced precautions in other areas (cleaning, food prep, etc)."*

# Returning to In-Person Programs

Have respondents attended in-person events in the last two weeks?



Many people report eating in restaurants, but not going to theaters quite yet. Why do you suppose some people feel comfortable going to restaurants but not theaters?

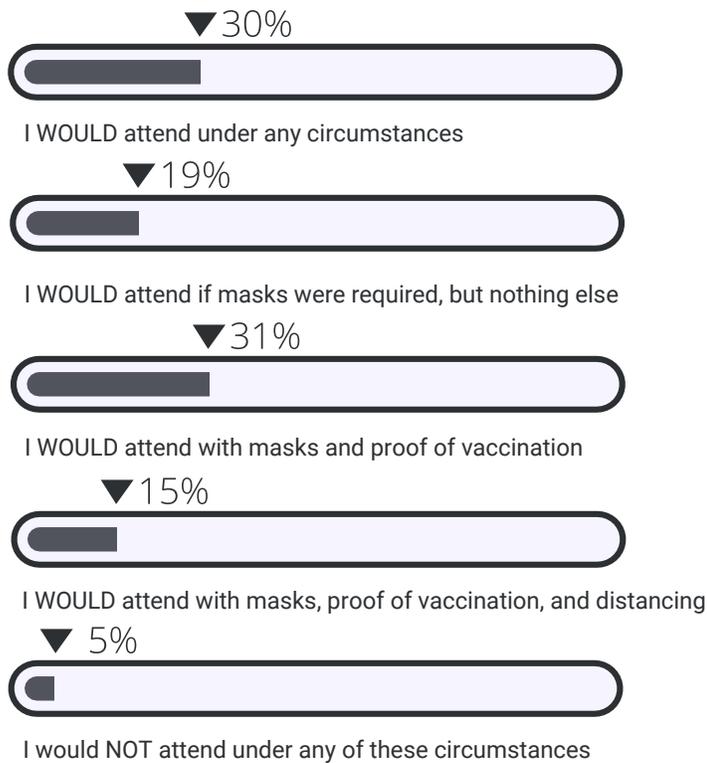
*"In restaurants, you have some control over your environment. You can choose a less busy time to dine. You can choose your dining companions (i.e. who you are seated closest to). You can walk into a restaurant, decide it's too crowded and leave without being obligated to pay for a seat."*

*"Many restaurants have large, plastic shields between tables and have implemented other measures to help feel like I'm separate from others. In a theater, especially a non-seated music venue, people are much closer together. Also, restaurants have higher cleanliness standards in place, more so than large venues because of state laws regarding food. It might also be viewed that food is essential and theater is not. If one decides to go out minimally, a restaurant might be the optimal choice."*

# Returning to In-Person Programs

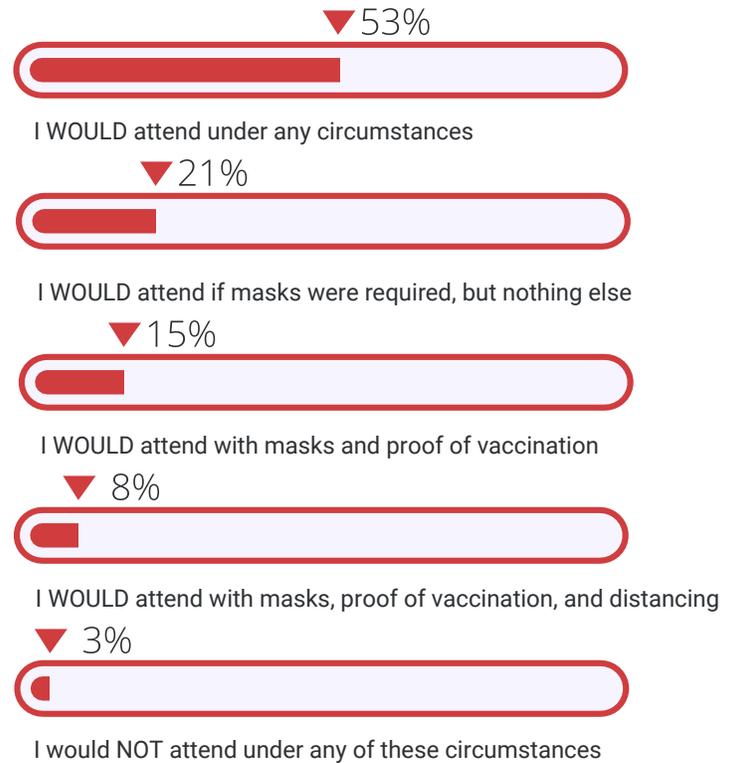
## Indoor Events

What are the minimum level of health safety measures that you require in order to attend an indoor cultural event this week?



## Outdoor Events

What are the minimum level of health safety measures that you require in order to attend an outdoor cultural event this week?



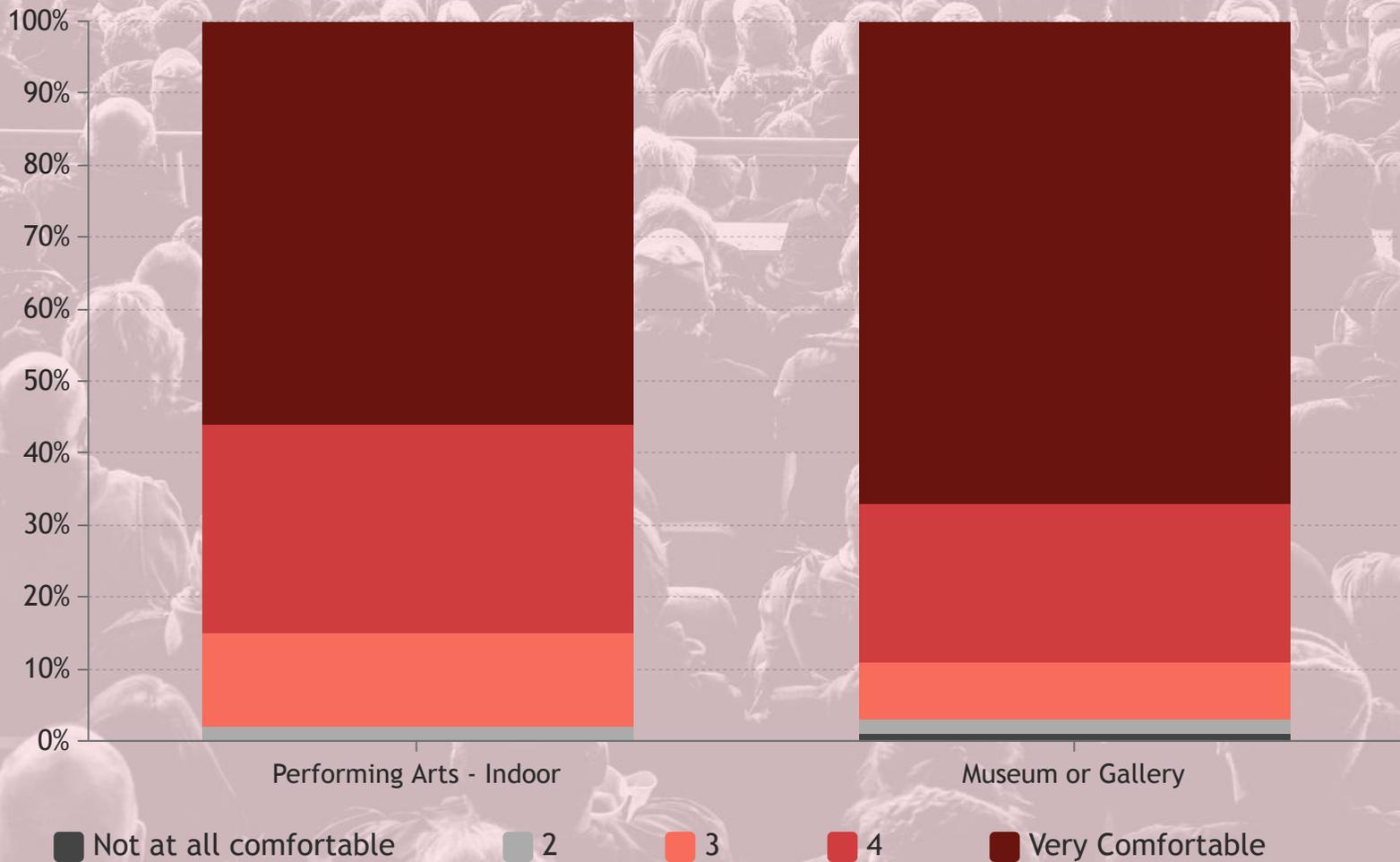
## Comfort Level Attending Different Cultural Facilities

0 = Not Comfortable and 2 = Very Comfortable



# In-Person Experiences

How comfortable did respondents feel at in-person events?



## What would have made respondents feel more comfortable?

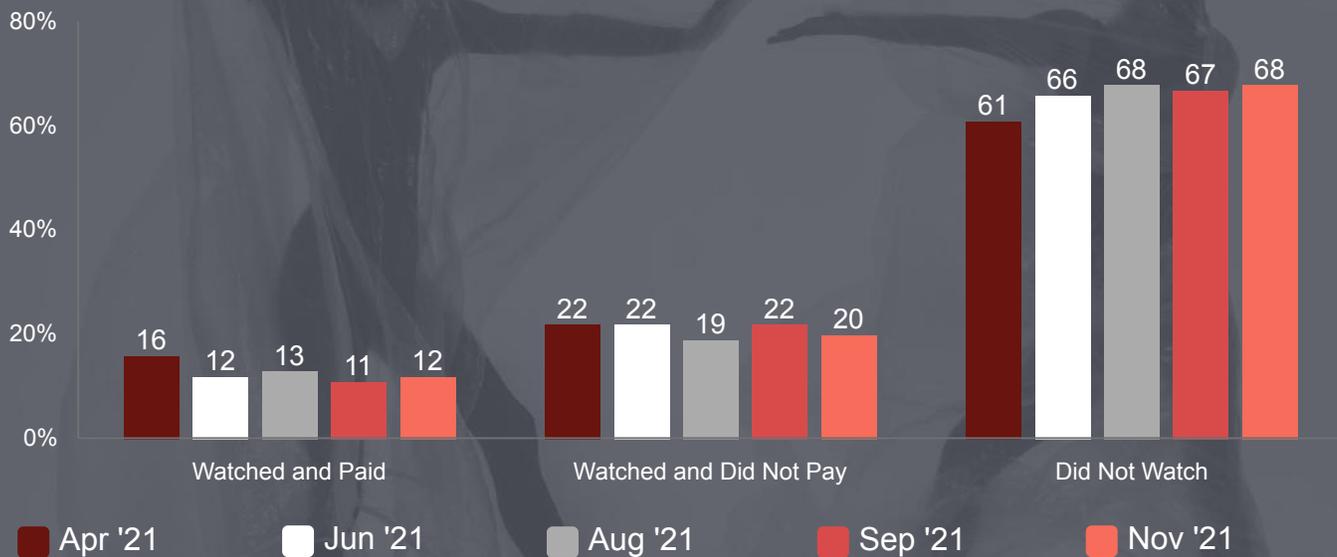
*"I didn't like the way we were lined up outside the Theater for quite a bit while they checked everyone's vaccine papers. There were A LOT of people, and we were all jammed together!! Also, after the concert, everyone left as a big mob - no organization in place."*

*"REQUIRE masks!!!! Strongly encourage doesn't cut it! The requirement of proof of vaccination or negative test is great. I changed my seat to be farther from others."*

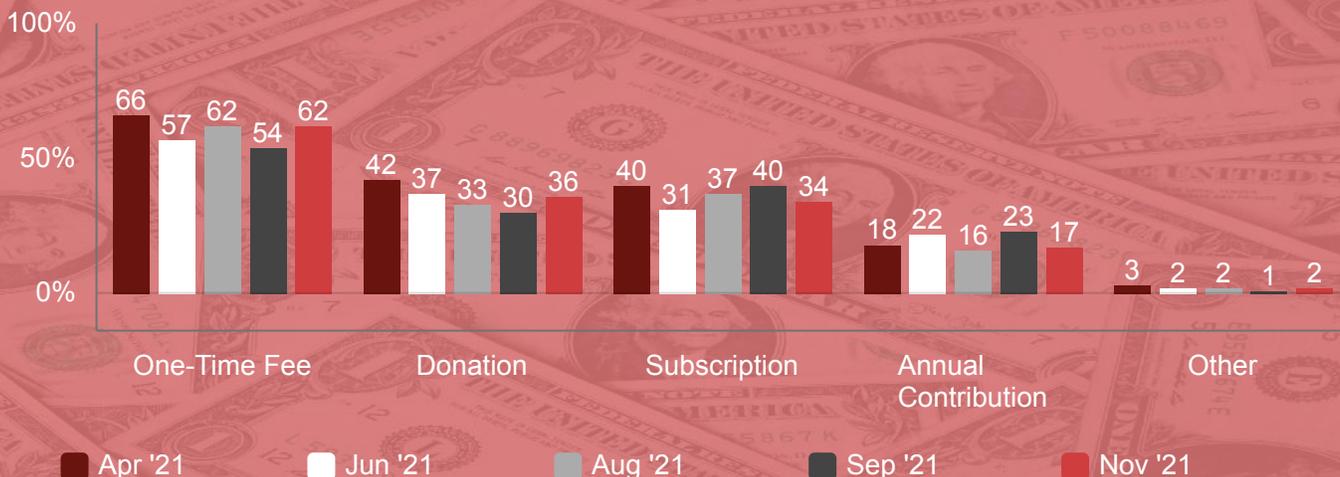
*"There were far more people in attendance than I was expecting. I was there with my kids, and found it difficult to maintain any kind of distance from others. I've discovered I'm not yet comfortable taking my not-yet- vaccinated children places where it is too crowded."*

# Engagement With Digital Programming

How did respondents engage with online cultural programs in the last two weeks?



How did respondents who paid for online cultural programs purchase those programs?



For more information about this study or to view results from cohorts around the country and internationally visit [audienceoutlookmonitor.com](https://audienceoutlookmonitor.com).

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