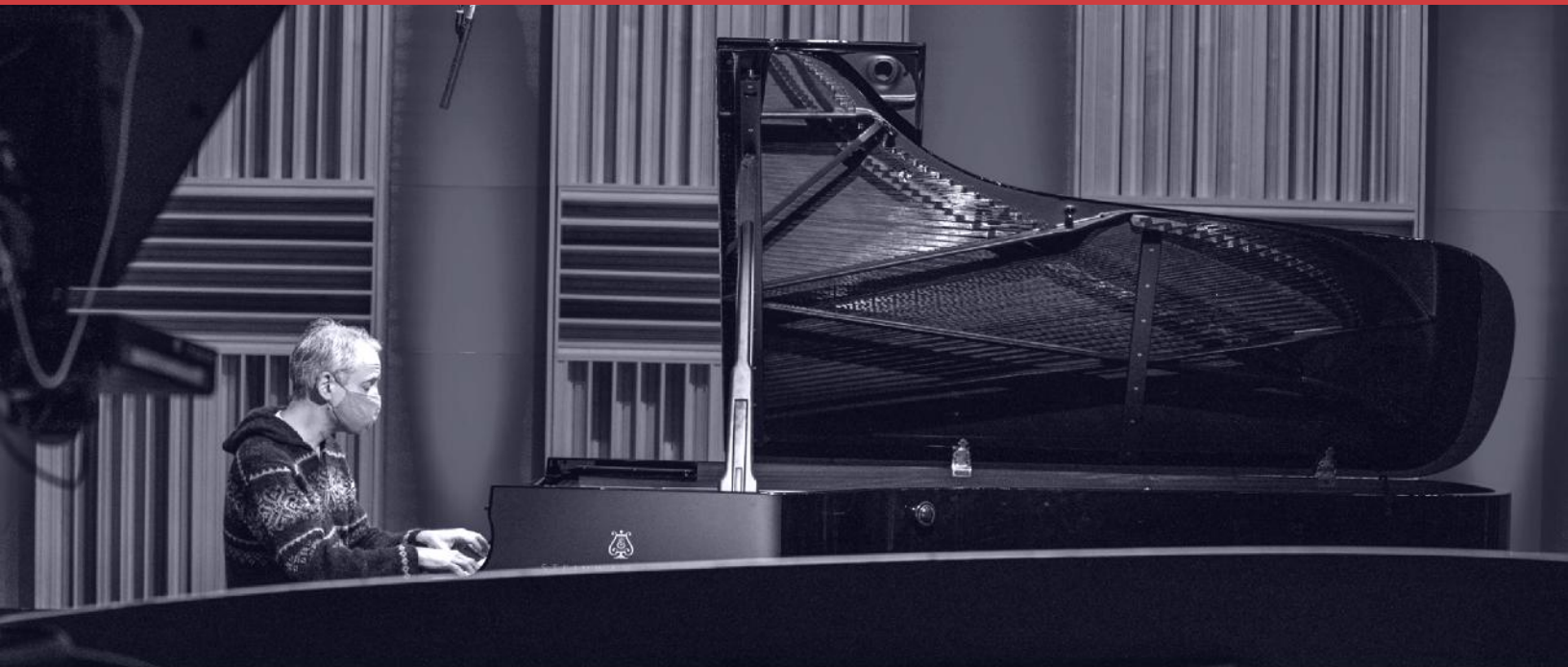


AUDIENCE OUTLOOK MONITOR

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

Findings for the Boston Cohort

Overview of Results: November 2021



In Partnership with

ARTSBOSTON
TAKE YOURSELF TO A NEW PLACE

Contents

3 About the Study

4 Vaccination

6 Returning to In-Person Programs

8 In-Person Experiences

9 Engagement with Digital Programming



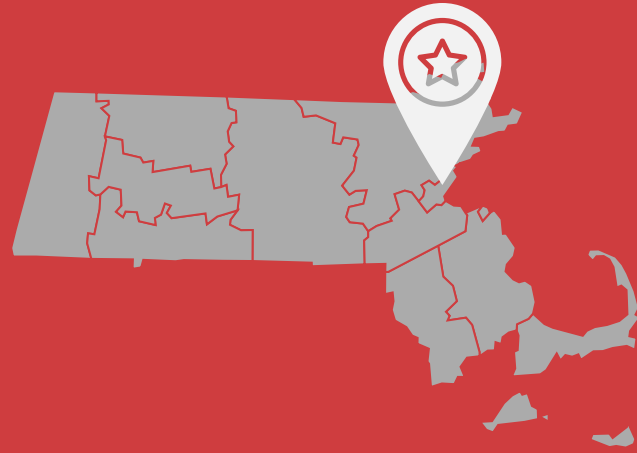
About the Study

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.

ArtsBoston hosted a cohort of 14 organizations for Phase 1 in 2020, and is hosting a cohort of 17 organizations for Phase 2 in 2021.

Participating organizations will deploy the survey either three times or five times in 2021, depending on the size of their database.

This report covers results from the fifth and final deployment, launched November 9, 2021, which generated approximately 2,000 completed surveys.



Phase 2 Cohort Participants

- Actors' Shakespeare Project
- American Repertory Theater
- ArtsEmerson
- Boston Lyric Opera
- Boston Pops
- Boston Symphony Orchestra, Inc
- Celebrity Series of Boston
- Central Square Theater
- Emerson Colonial Theatre
- Global Arts Live
- Handel and Haydn Society
- Huntington Theatre Company
- Museum of Science, Boston
- Peabody Essex Museum
- Tanglewood
- The Dance Complex
- The Lyric Stage Company of Boston

Vaccination

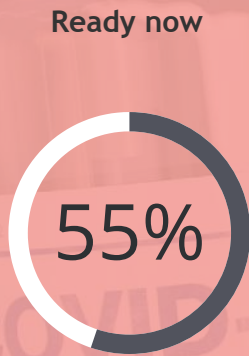


98%

Of respondents are partially or fully vaccinated.

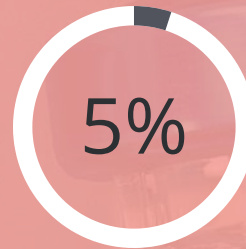
99% in September

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



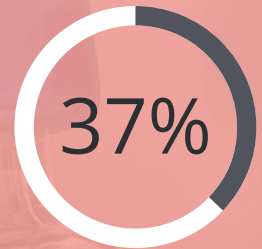
39% in September

Waiting for others in their network to get vaccinated



3% in September

Waiting for low infection rates



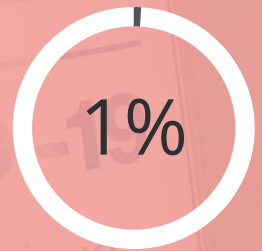
53% in September

Waiting for safety measures to be removed



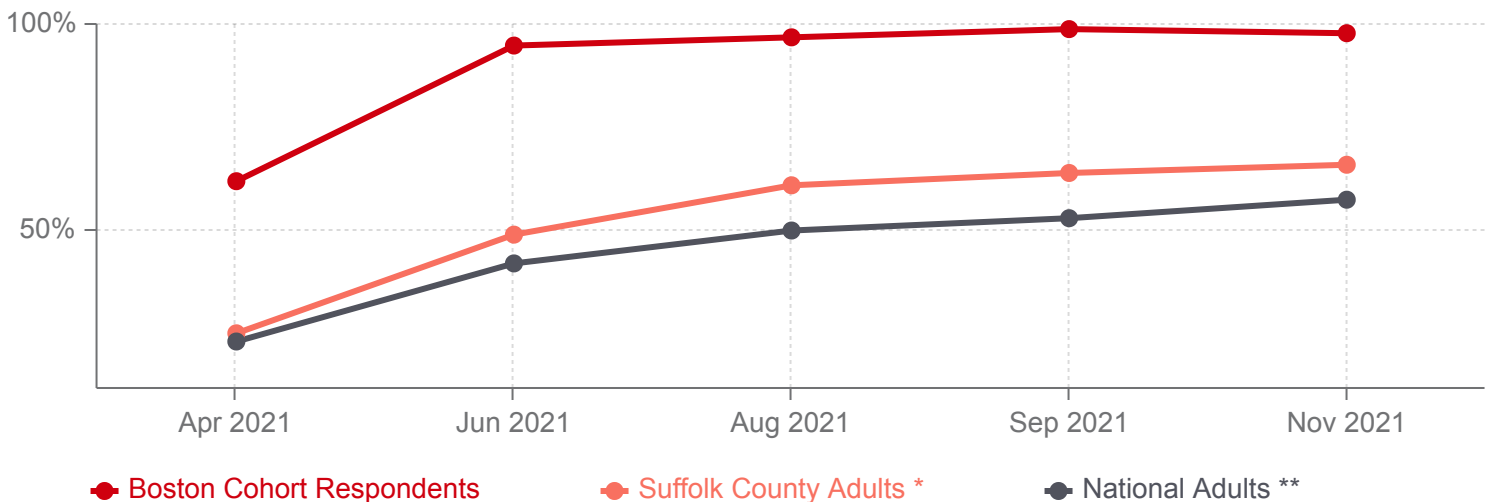
3% in September

Waiting to be certain of immunity



2% in September

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



* Visit the Commonwealth of Massachusetts Government website for Suffolks County vaccine data.
 ** Visit the Center for Disease Control and Prevention website for national vaccine data.

Vaccination

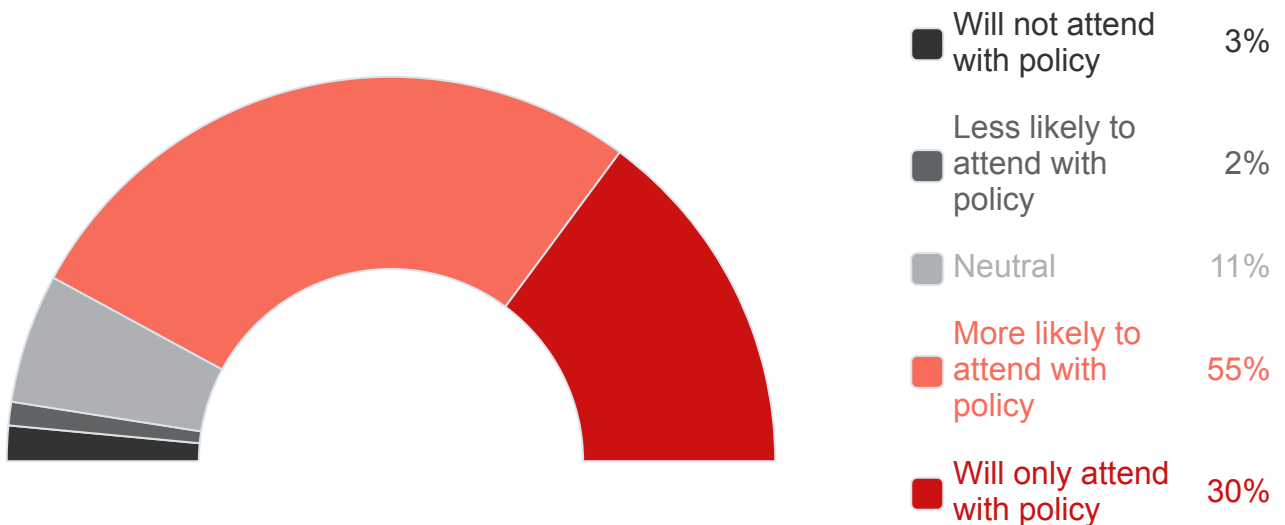
68%

52 % 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?

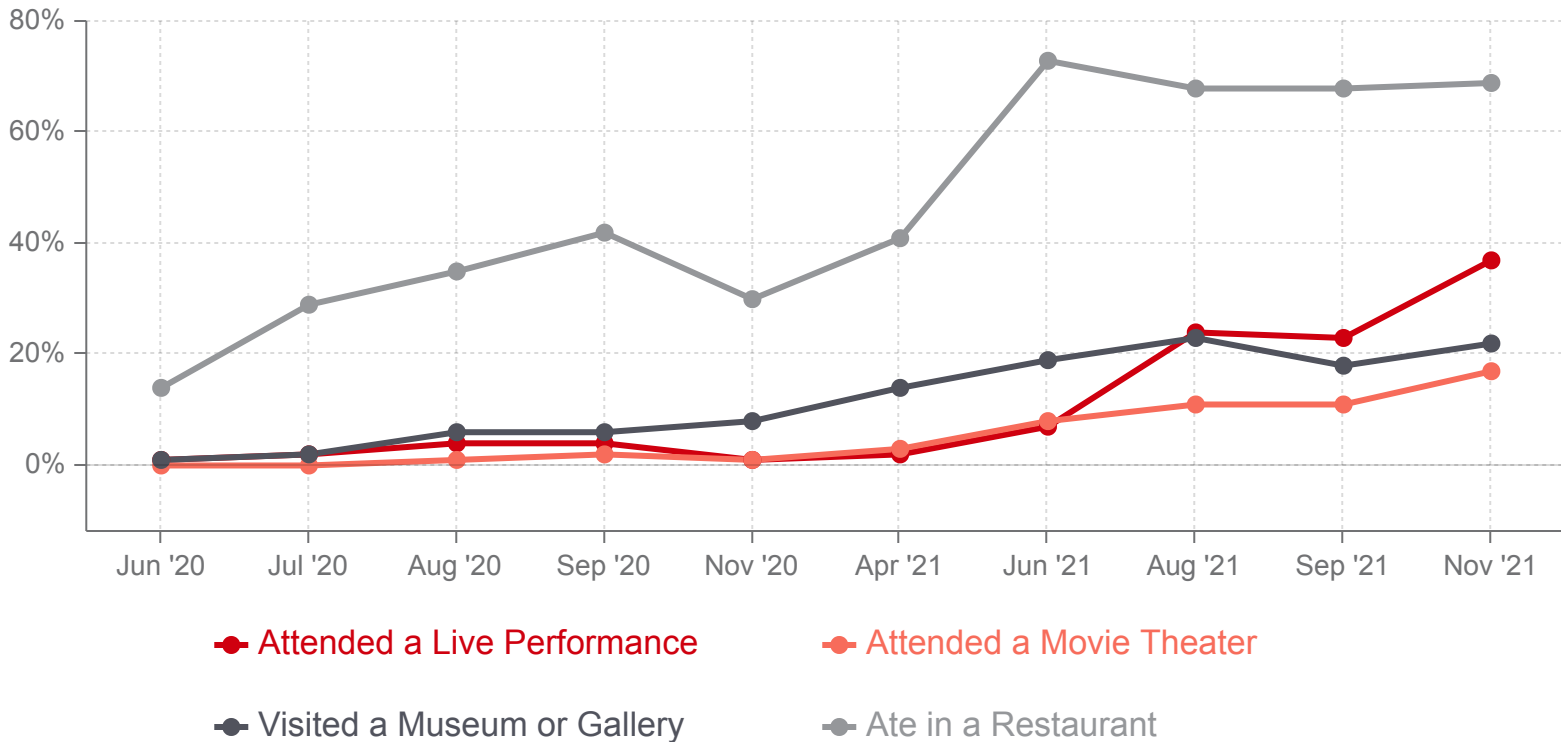


"I had COVID in March/April of 2019. I have been tested and I have antibodies to it. Current research on prior infection immunity proves it to be BETTER than a vaccination. With this policy, you will exclude many in the community like myself who do not need or want to be vaccinated."

"Unlike a restaurant where they have spaced tables and seating farther apart, the rows of seats at an indoor venue can't allow for that even if the percentage of seats to be filled is greatly reduced. I also have a problem being around people who do not take the virus seriously enough to be vaccinated."

Returning to In-Person Activities

Have respondents attended in-person activities 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?

"We only dine outdoors, that's not an option for indoor theatre. Also, large gatherings are higher risk than smaller so the number of people is probably a consideration."

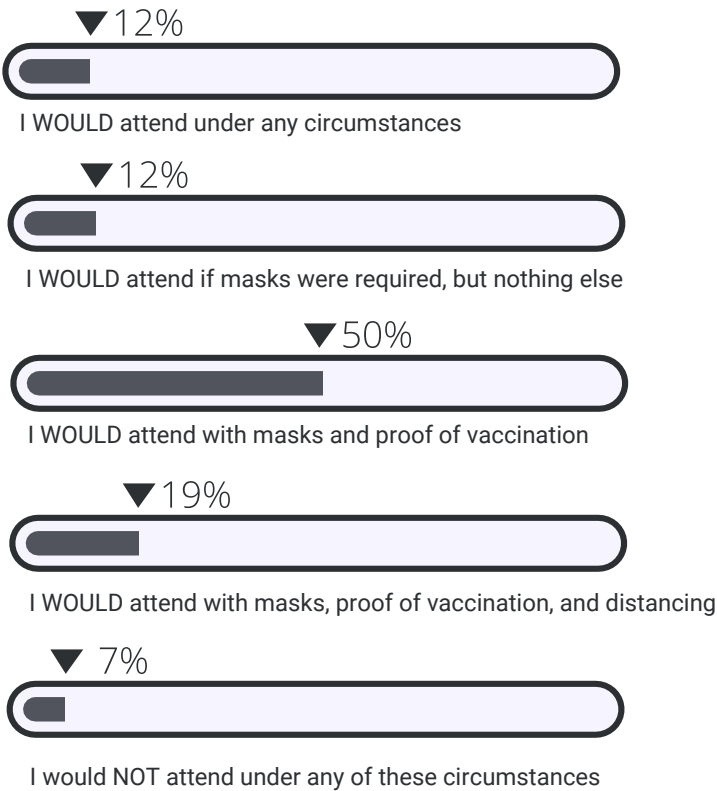
"Maybe the prolonged time of sitting through a theater performance vs. eating dinner, also maybe with it being dark people are concerned people will cheat on the mask policy and take them off during the performance."

"... Theaters in my area require vaccination and masking, and are thought to have better air handling systems. Restaurants don't screen customers, and customers take masks off to eat and drink. I am less comfortable in live theaters than restaurants because I can't know how full they will be until I get inside. One live performance I attended asked the audience to sing along! Poor judgment, I thought. If a restaurant seems too "close" I will pass it up and look for another."

Returning to In-Person Programs

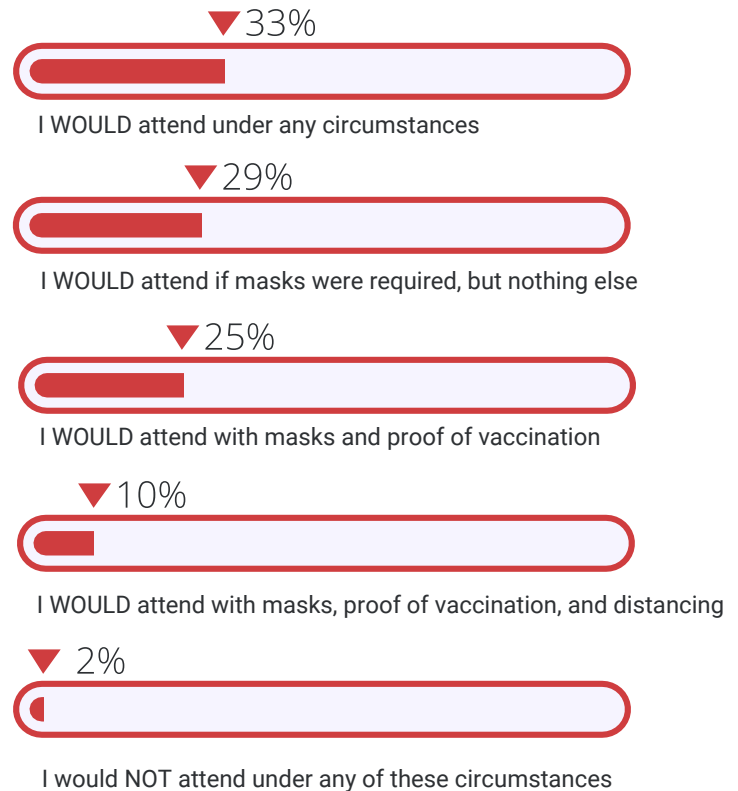
Indoor Events

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



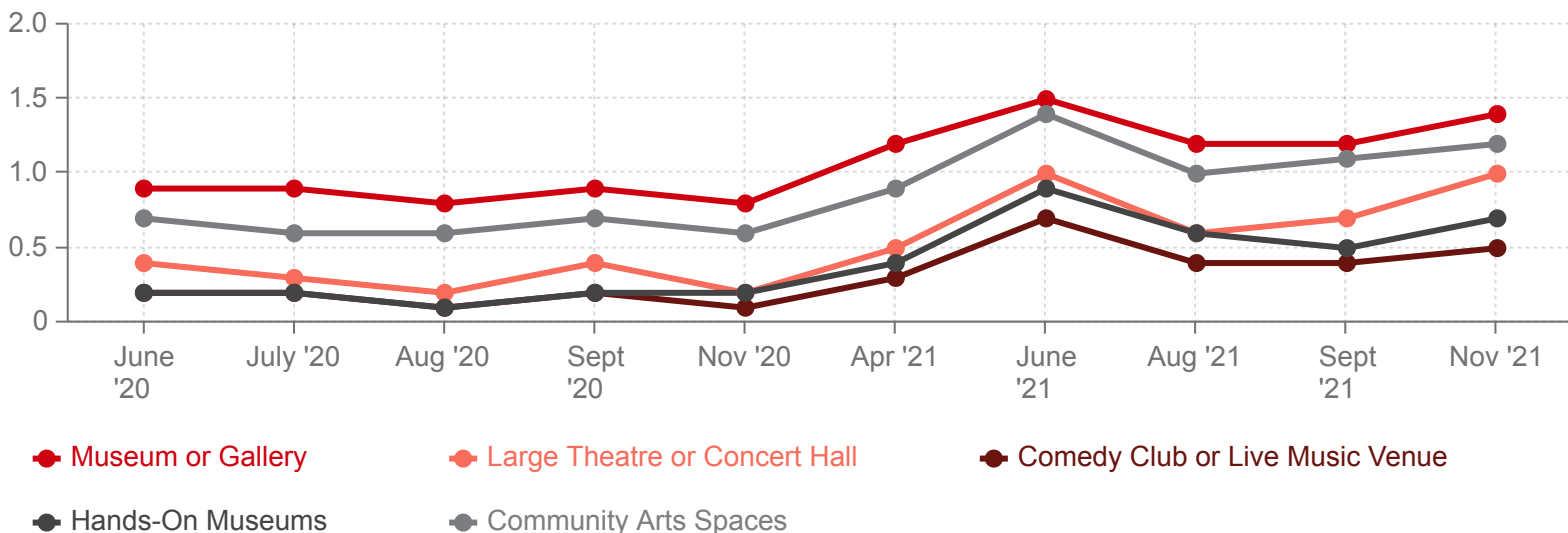
Outdoor Events

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



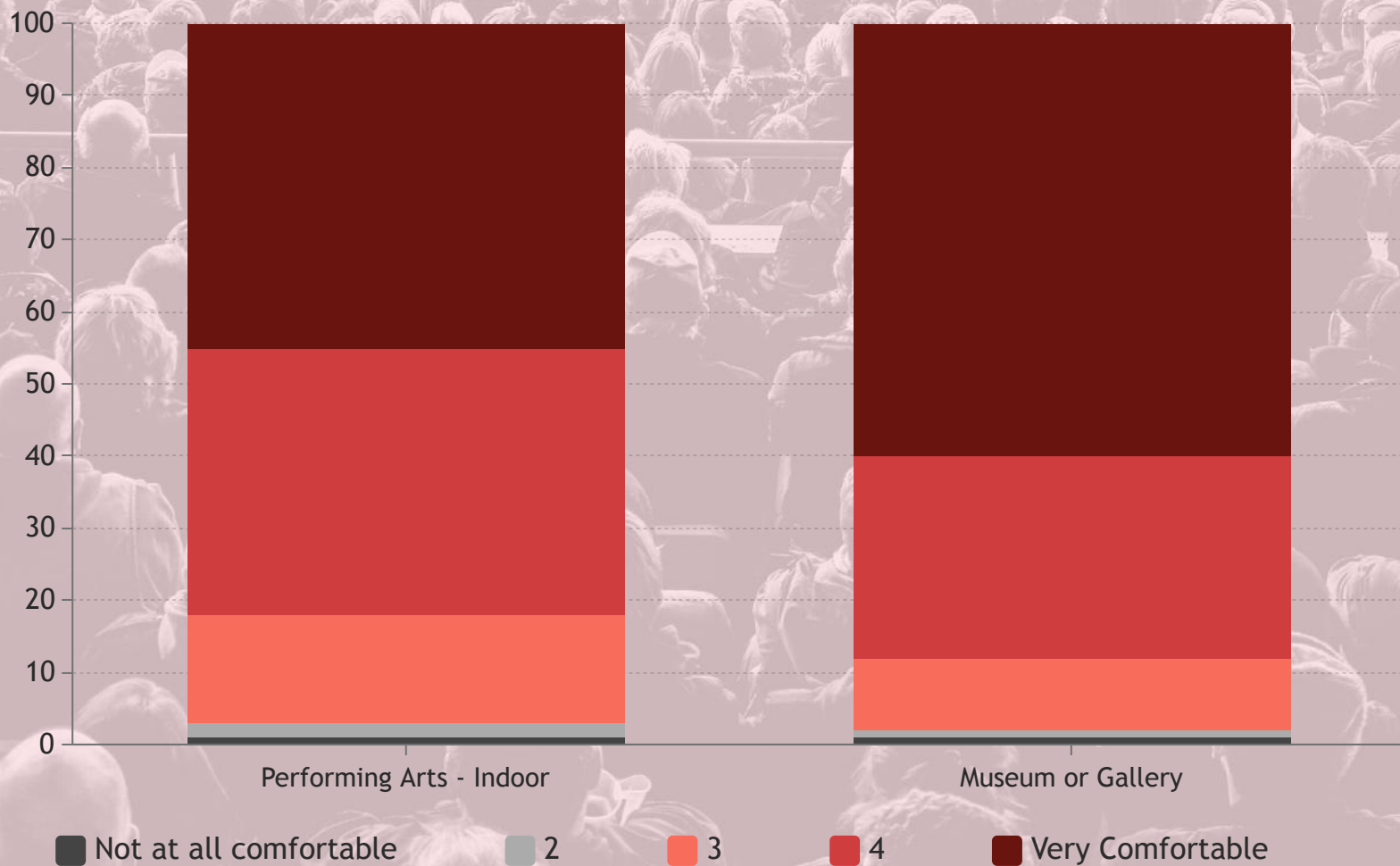
Comfort Level Attending Different Cultural Facilities

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?

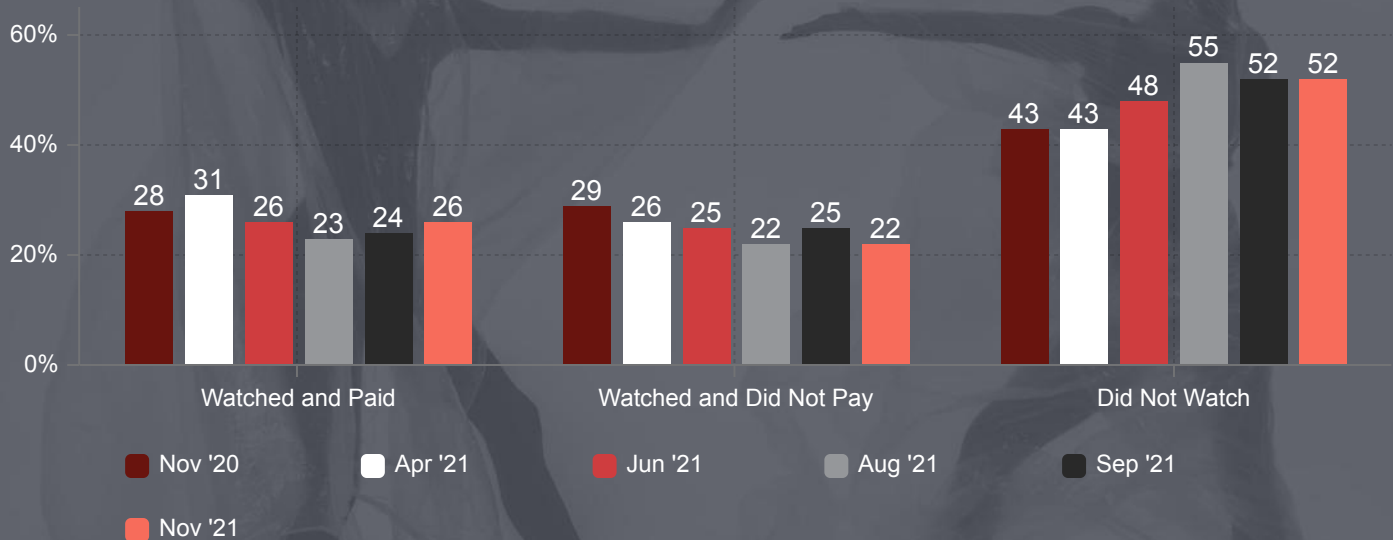
"They should have surveyed the patrons during the performance and removed those who had pushed off their masks (many did this while the theater was dark)."

"I think seating should be spaced out. Leave gaps of 2-3 seats between parties of people it was a little stressful being jammed in tight packed theatre practically on top of strangers."

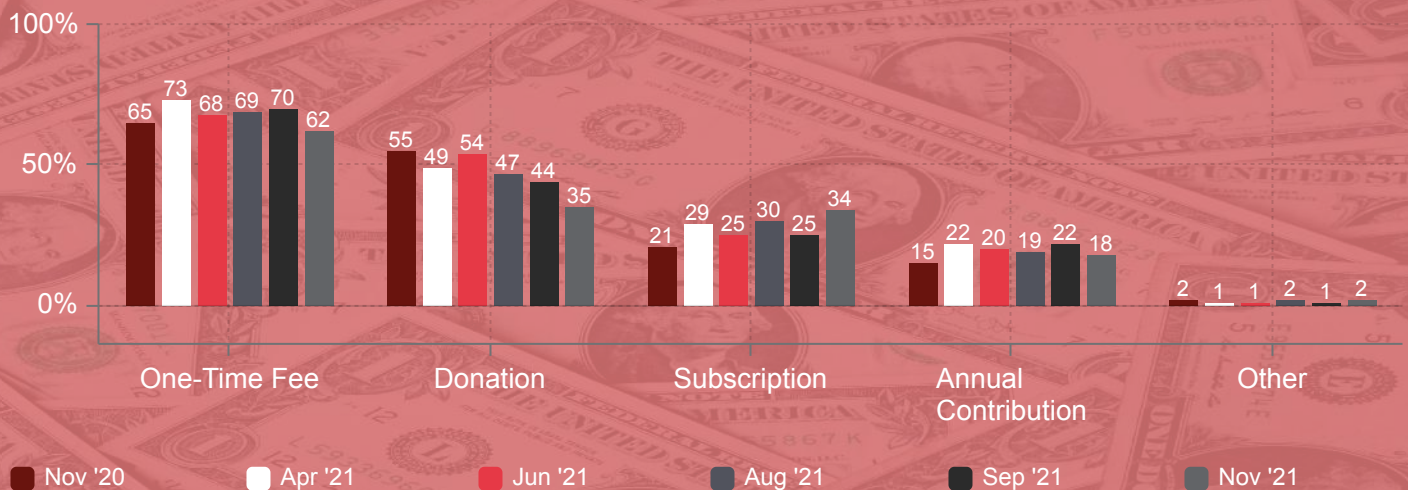
"There were too many people inside small gallery rooms. Frankly I was surprised at the number of people in close proximity and felt EXTREMELY uncomfortable. I expected a timed ticket would limit the numbers in the gallery at the same time.."

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.

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