

# AUDIENCE OUTLOOK MONITOR

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

## Findings for the Orchestra Cohort

Overview of Results: November 2021



In Partnership with

League  
of American  
Orchestras

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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 administered by WolfBrown.

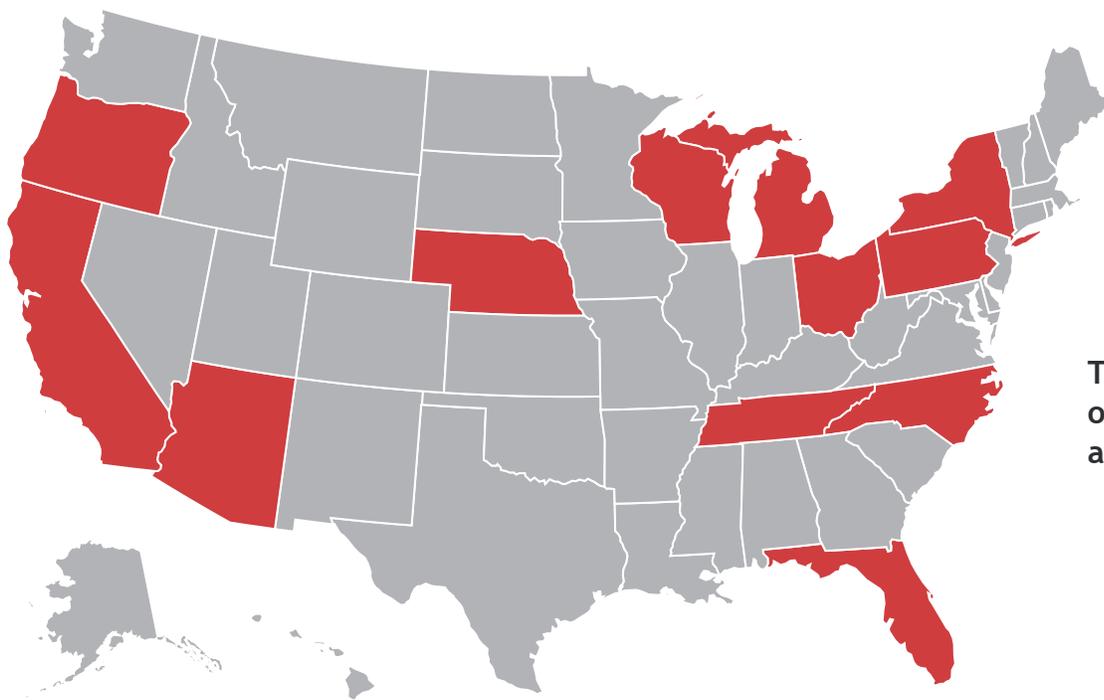
The League of American Orchestras is hosting 15 orchestras and symphonies for this study.

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

This report covers results from the ninth and final deployment, launched on November 9th, which generated approximately 2,500 completed surveys.

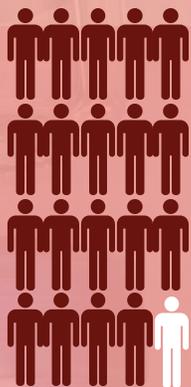
## Phase 2 Cohort Participants

- Cleveland Orchestra
- Detroit Symphony Orchestra
- Madison Symphony Orchestra
- Nashville Symphony
- New World Symphony
- New York Philharmonic
- North Carolina Symphony
- Omaha Symphony
- Oregon Symphony
- Pacific Symphony
- Philadelphia Orchestra
- San Diego Symphony
- San Francisco Symphony
- Tucson Symphony Orchestra
- Walt Disney Concert Hall



The represented organizations' states are featured in red

# Vaccination

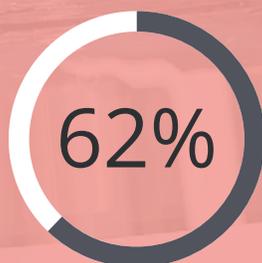


**96%**

Of respondents are partially or fully vaccinated

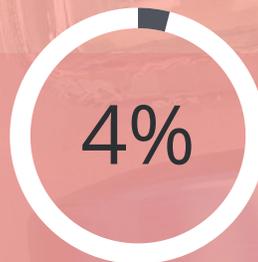
*95% in October*

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



Ready Now

*53% in October*



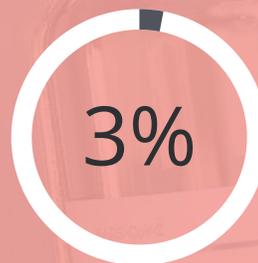
Waiting for others in their network to get vaccinated

*5% in October*



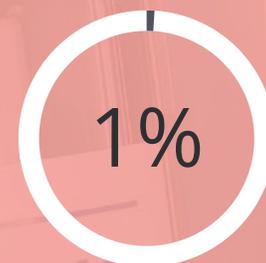
Waiting for low infection rates

*37% in October*



Waiting for safety measures to be removed

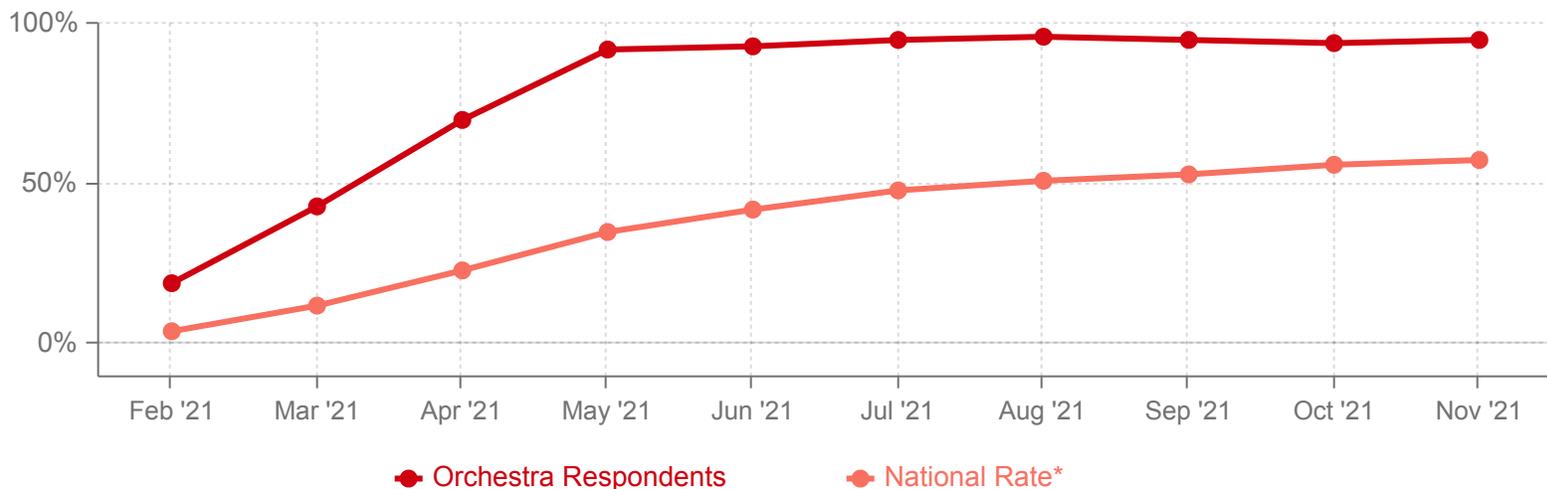
*3% in October*



Waiting to be certain of immunity

*2% in October*

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



\*Visit the [Center for Disease Control and Prevention](https://www.cdc.gov) website for national vaccine data.

# Vaccination

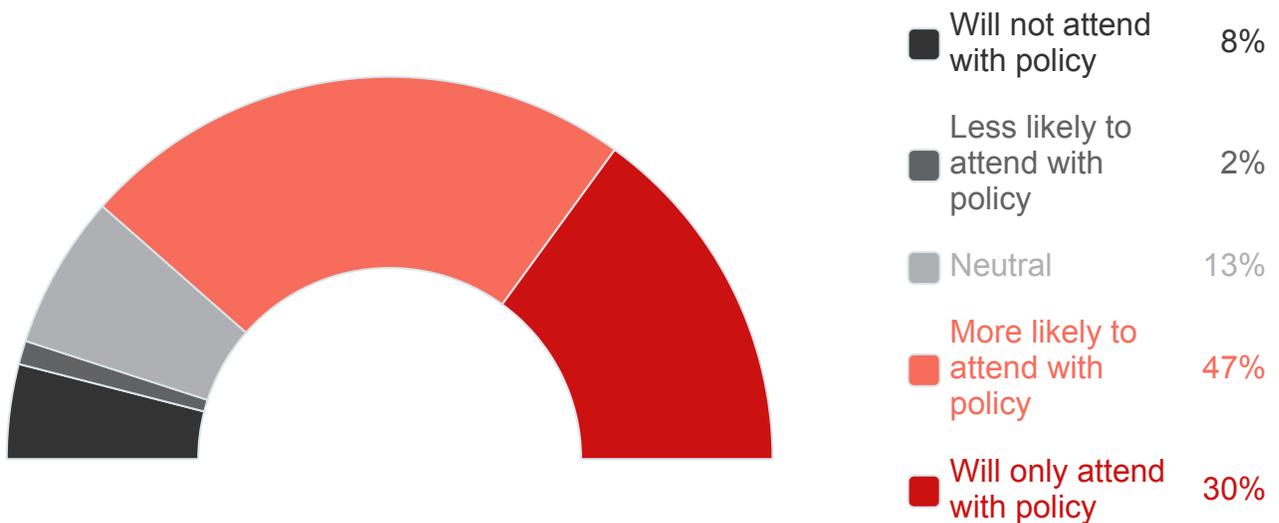
70%

66% in October



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 your feelings about attending in-person events?**

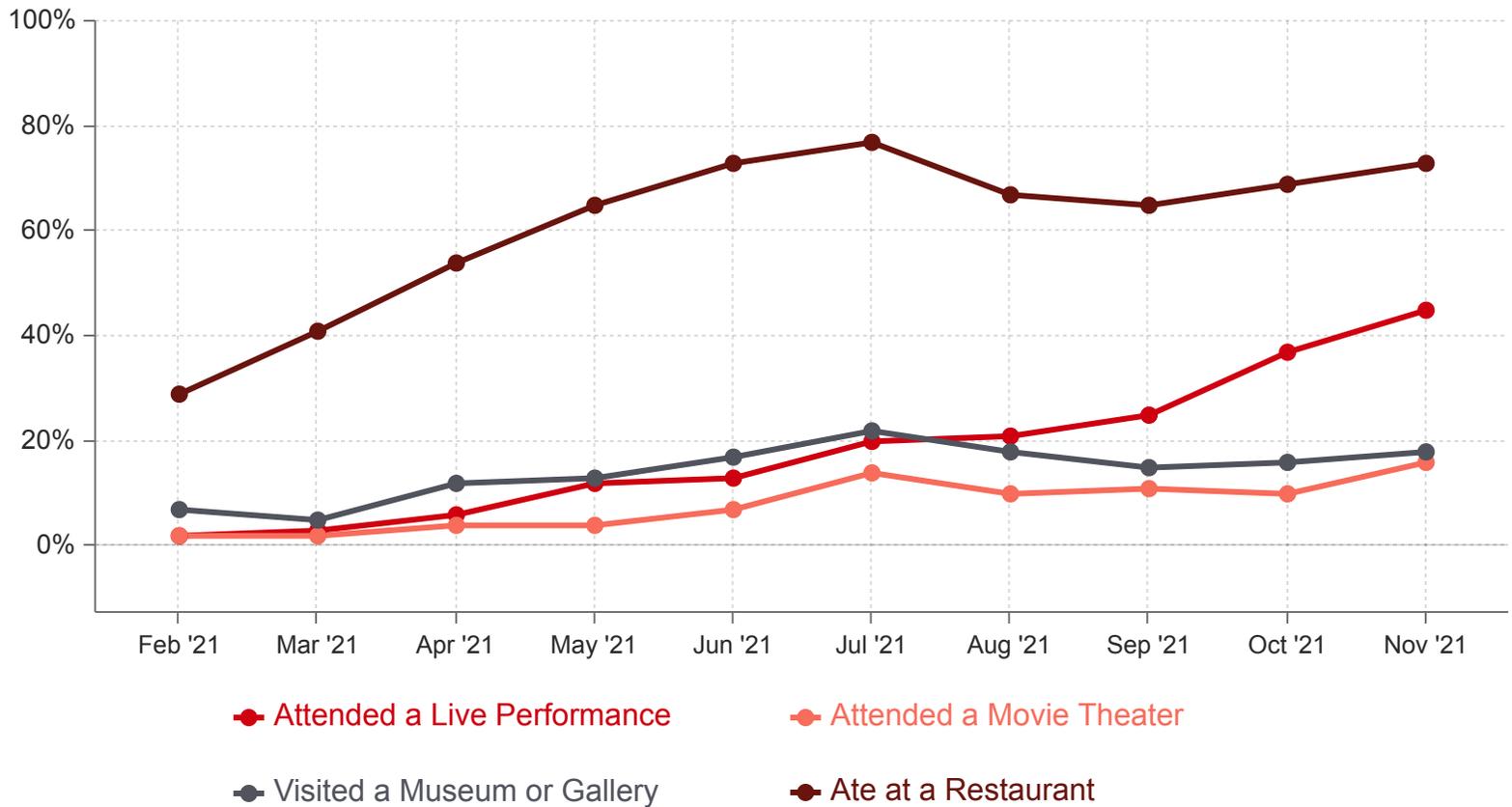


*"It is discriminatory. It fails to take into account the reality that the COVID-recovered have robust natural immunity, as well as the reality that vaccinated individuals can catch & transmit COVID. Basically, it is a policy that discriminates without a basis in fact."*

*"Because I believe that vaccination along with wearing a mask is the best way to protect myself and others in a situation with many people in attendance. It isn't feasible for most cultural organizations to provide distance between seating, which is what I'd really prefer, so vaxxed and masked is the next safest."*

# 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?

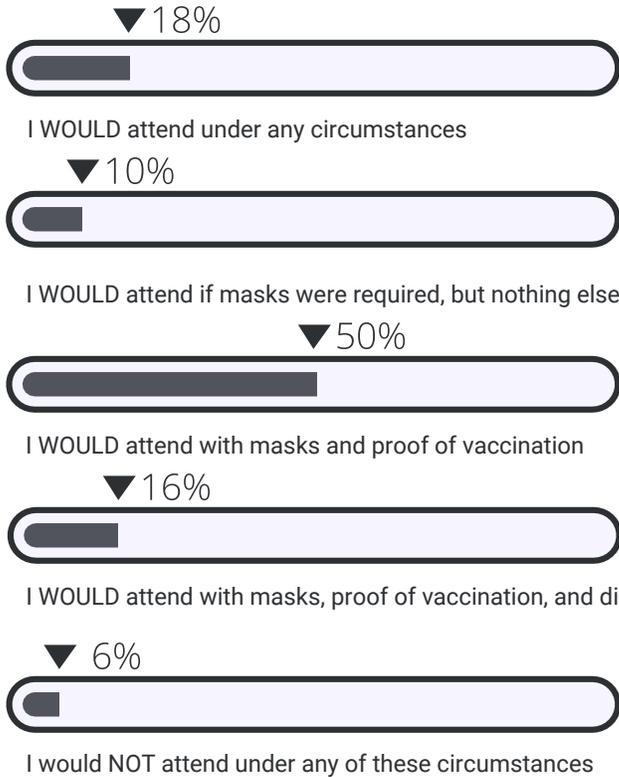
*"In most theaters at least one person in your party is inevitably sitting next to/behind/in front of someone they don't know or trust. In restaurants we are mostly able to remain at our tables with people we choose to be around. Restaurants also have the ability to space out tables to give the feeling of more safety. Personally I feel just as safe in a theater in which masking and proof of vaccination are required, if not safer."*

*"That seems counterintuitive, but i suspect that people eat out more often and see others eating at restaurants more often than they see people in concert halls. They also know more people who have dined out and are fine, so their anecdotal experience says they'll be fine, despite data that should suggest restaurants may be more problematic than quiet concerts like the orchestra."*

# Returning to In-Person Programs

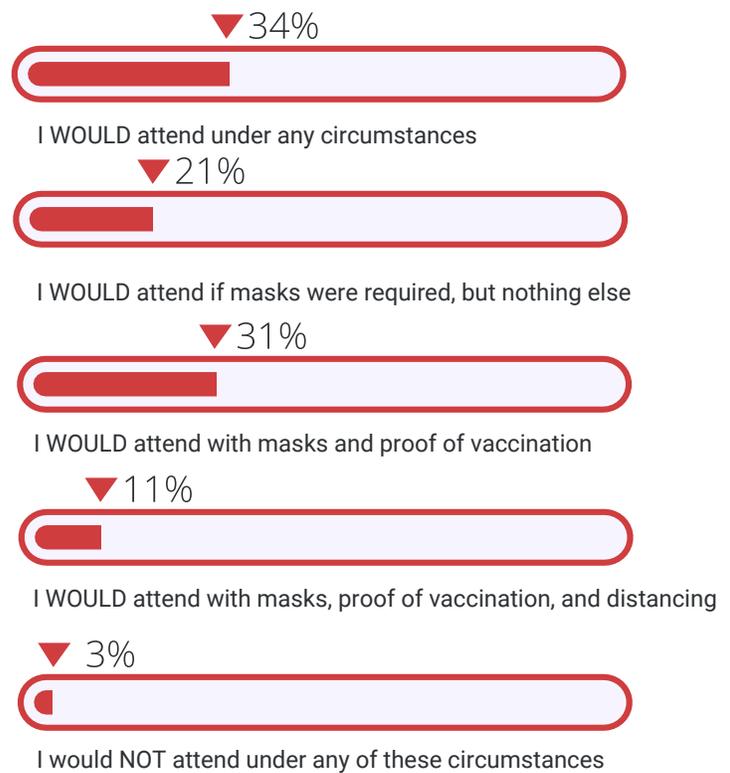
## Indoor Events

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



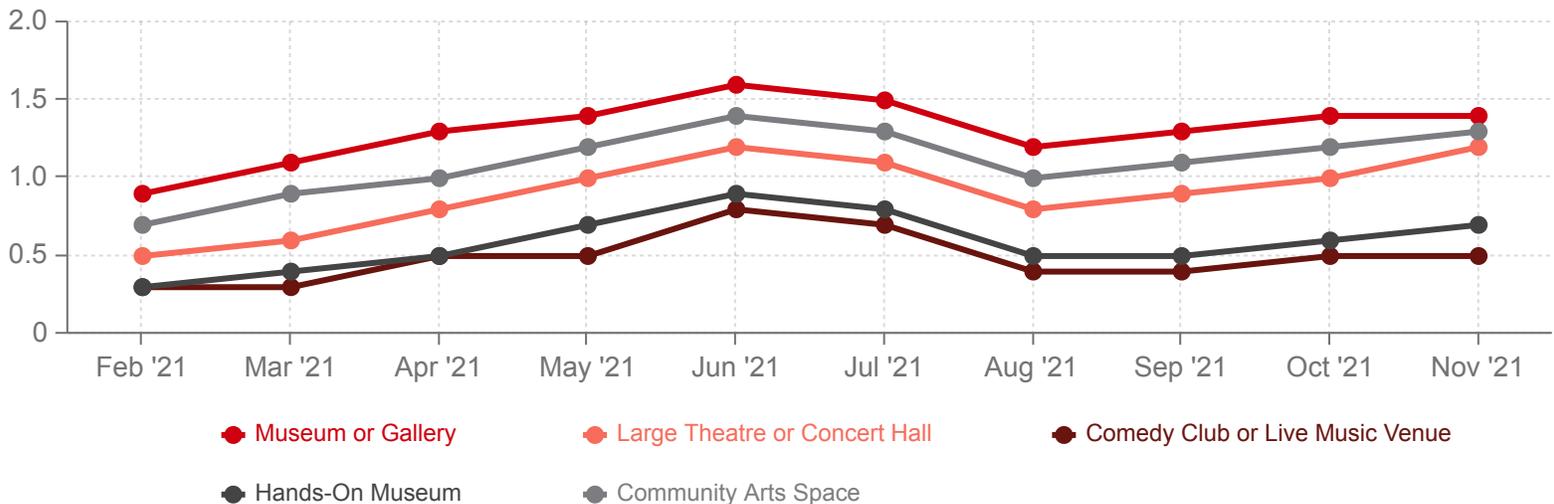
## Outdoor Events

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



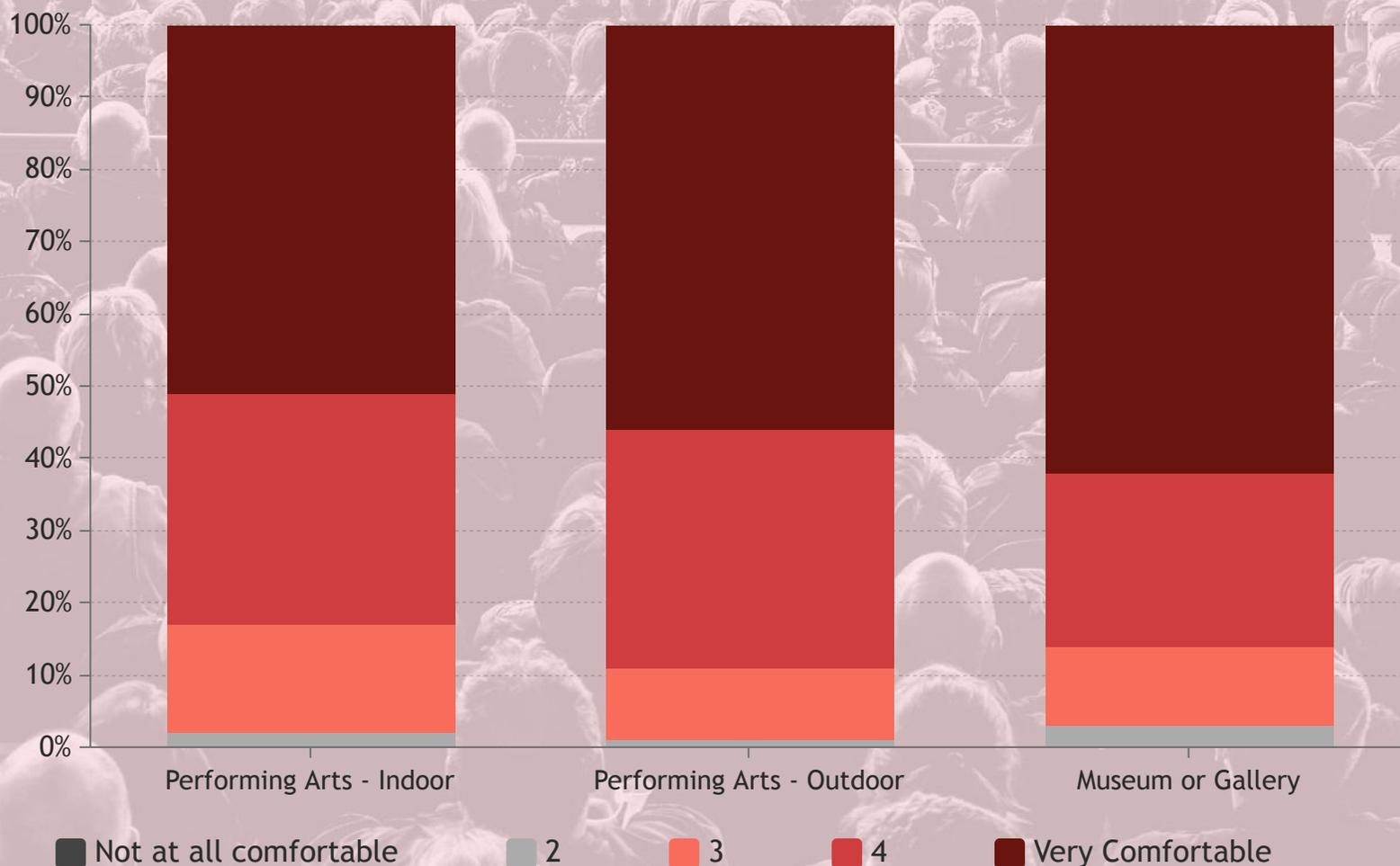
## Comfort Level Attending Different Cultural Facilities

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?

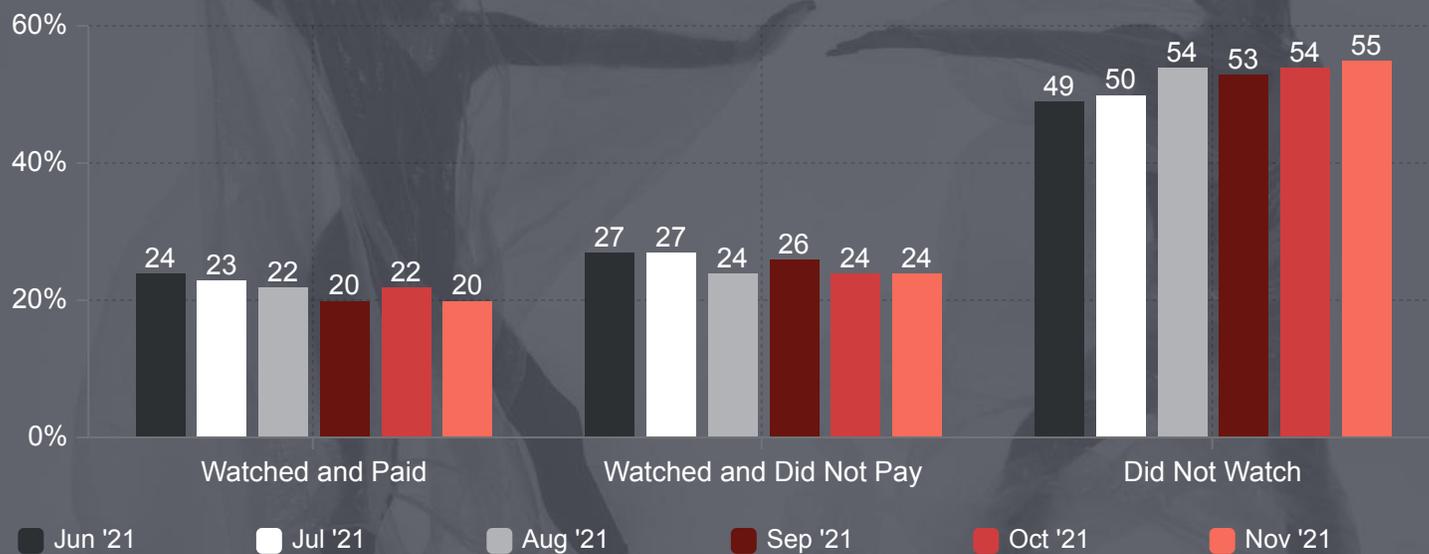
*"The mask requirement was great and I would not have attended without it. My concern was more about drinks in the concert hall and other instances of other removing their masks during the performance."*

*"Enforce keeping people a little further apart & all wear masks. This was an open air jazz performance that you bring your own chairs to. We were outside so masks not required. As more people came they crowded into those of us that arrived early."*

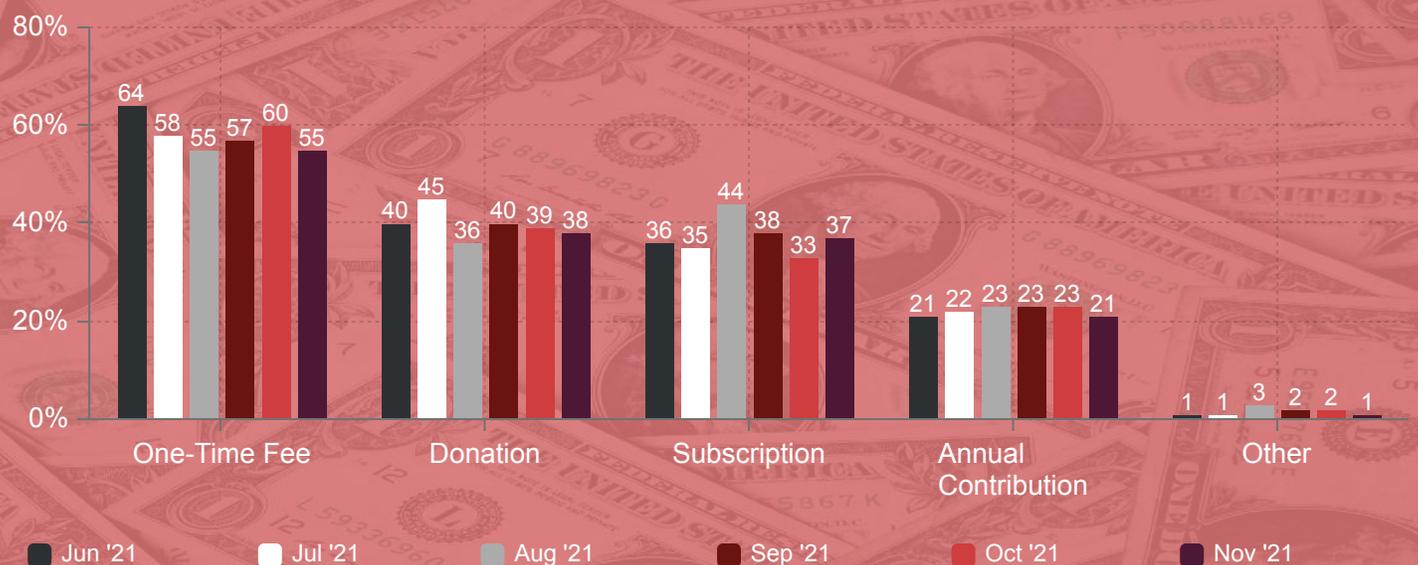
*"People aren't reliably wearing masks. Venue is serving food and drinks and people are allowed to remove their masks --- but they also are just removing them in general and it cannot be "policed" without disrupting the concert. Not sure how to deal with this. I think not serving food and drink would be a step in the right direction. Maybe have food and drink outside only."*

# 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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