

AUDIENCE OUTLOOK MONITOR

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

Findings for New Jersey

Overview of Results: October 2021



In Partnership with



New Jersey
Theatre Alliance
Supporting Theatre • Engaging Audiences

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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.

New Jersey Theatre Alliance hosted a cohort of 15 organizations for Phase 1 in 2020, and is hosting a cohort of 12 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 last deployment, launched October 12th, which generated approximately 1,700 completed surveys.



Phase 2 Cohort Participants

- Count Basie Center for the Arts
- Crossroads Theatre Company
- George Street Playhouse
- Mayo Performing Arts Center
- Paper Mill Playhouse
- People's Light
- Surflight Theatre
- The Growing Stage
- Two River Theater
- Westport Country Playhouse
- Wilma Theater
- Yale Repertory Theatre



Vaccination

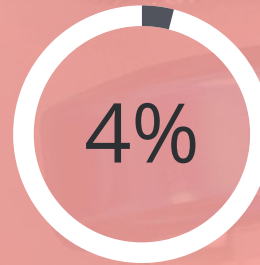


96%

Of respondents are partially or fully vaccinated

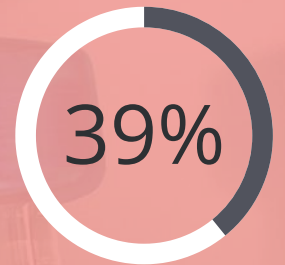
96% in August

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



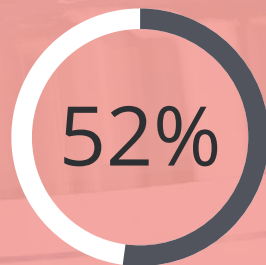
Waiting for others in their network to get vaccinated

3% in August



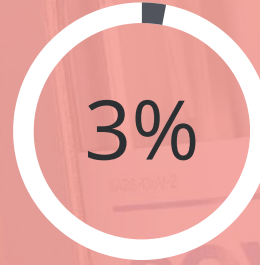
Waiting for low infection rates

48% in August



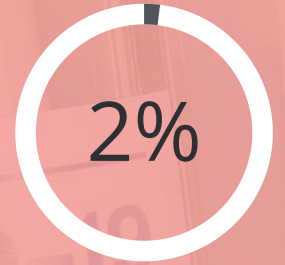
Ready Now

43% in August



Waiting for safety measures to be removed

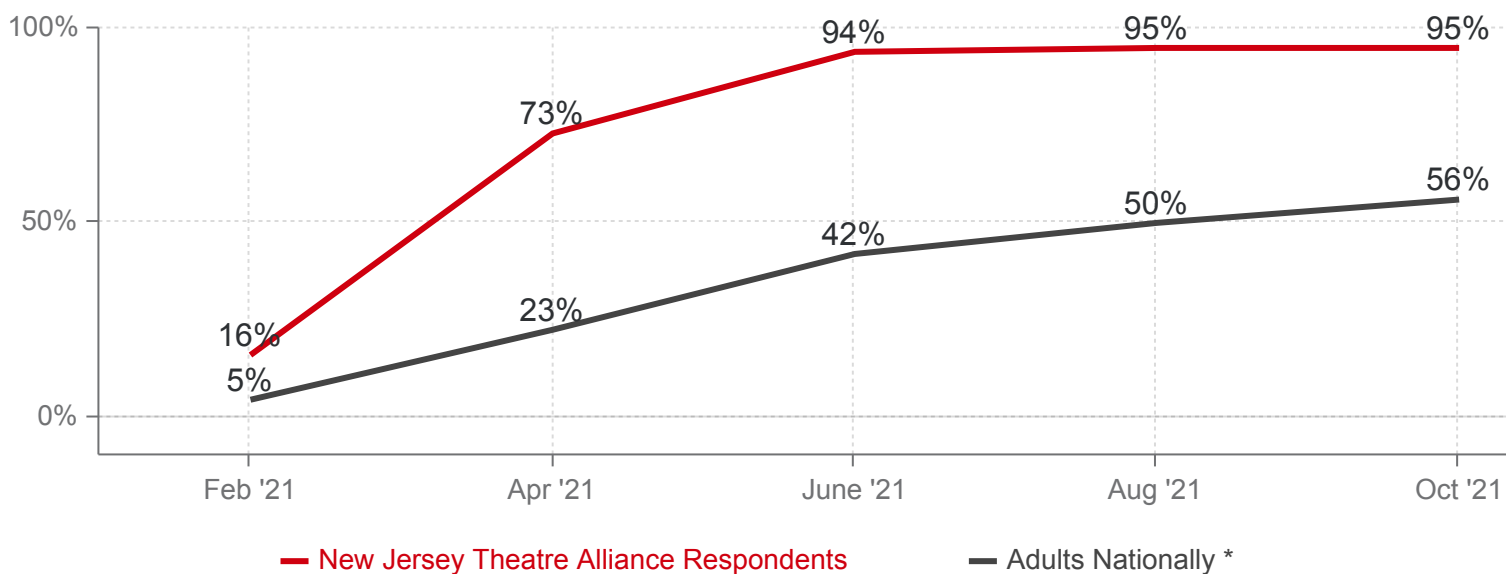
4% in August



Waiting to be certain of immunity

2% in August

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

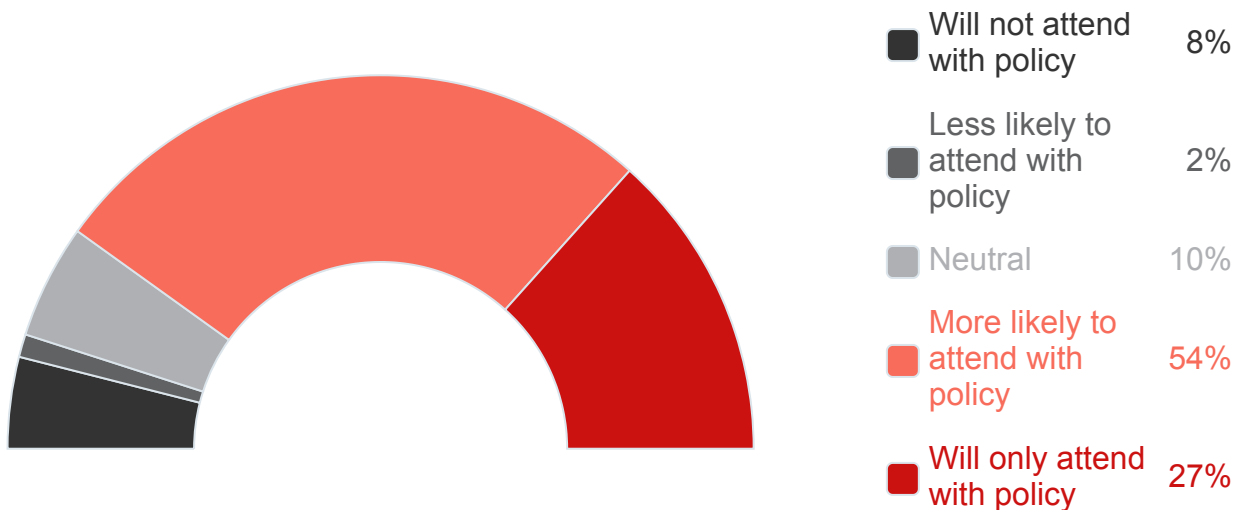
63%

63% in August



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?

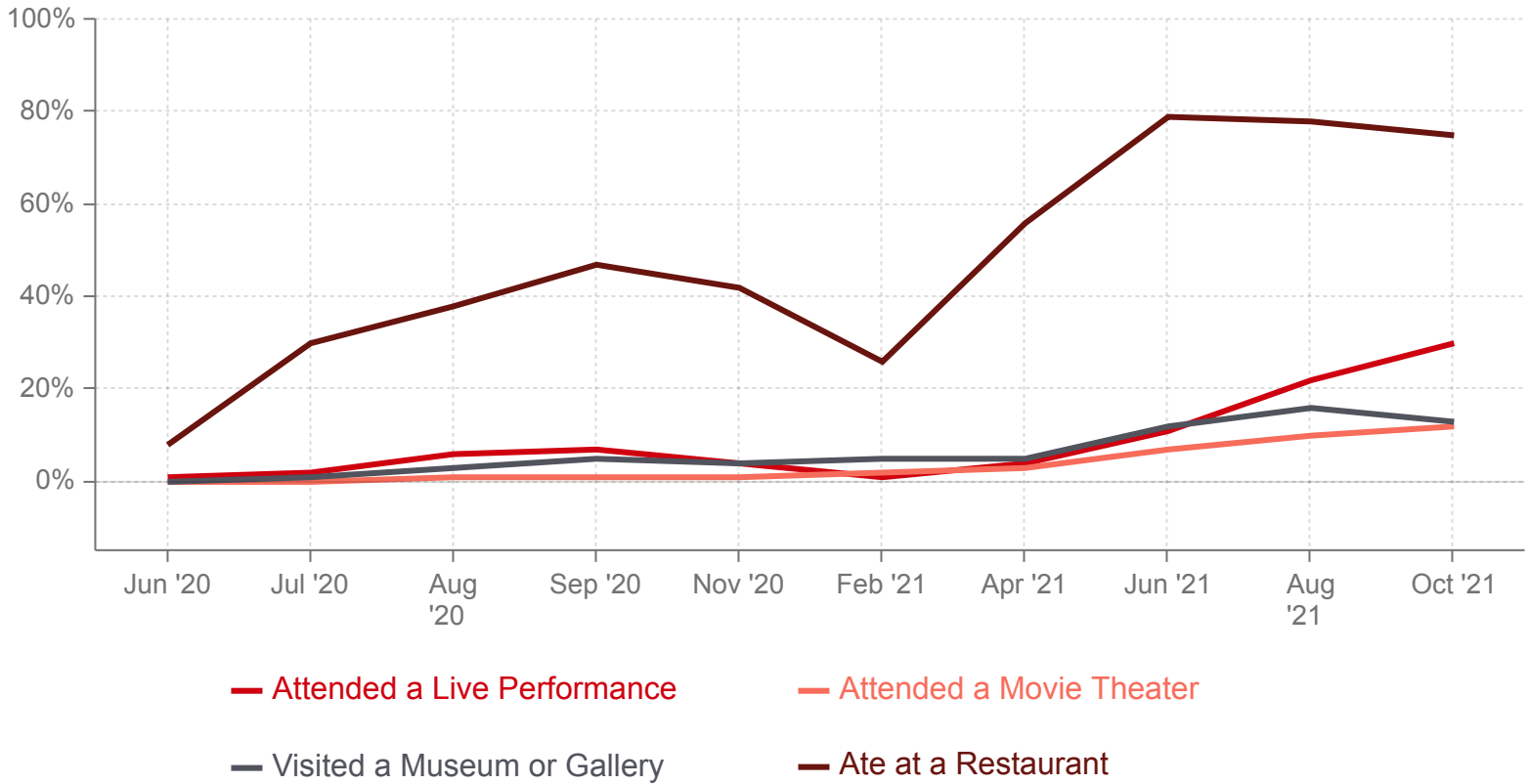


"Because research shows that those who have natural immunity are better protected against Covid than those that have been vaccinated. Vaccines are not protecting vaccinated people from getting covid19."

"Vaccination, masking and social distancing decrease spread on transmission and all diseases. Children are unable to be vaccinated as well as several categories of high risk disease people. Caring for others is as important as caring for yourself"

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?

"For myself, I'm a bit leary about sitting elbow to elbow with strangers, even masked ones who have alleged they are vaccinated, particularly without knowledge of how good or bad the theater's ventilation is and how readily false vaccination documentation is caught as false."

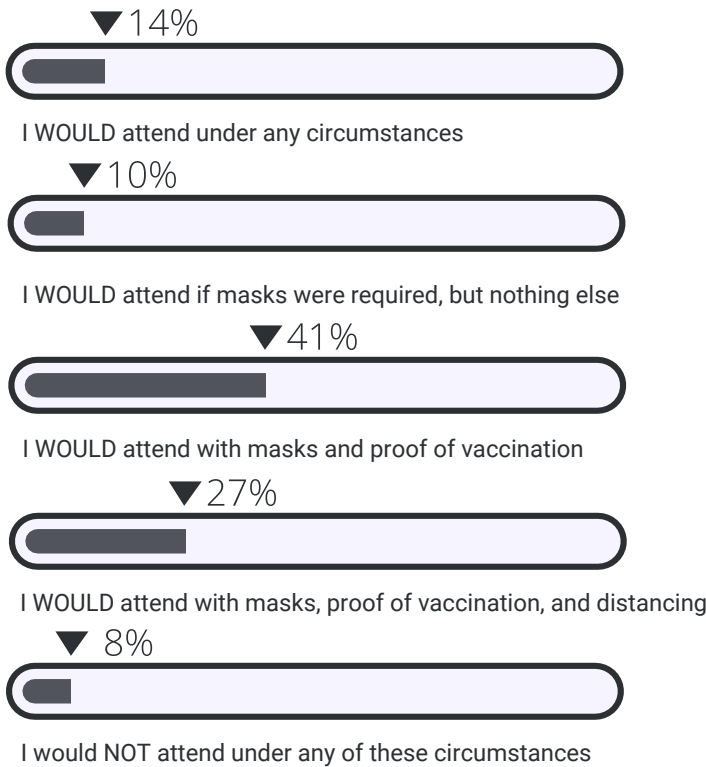
"I only go to restaurants that are spacious enough to have tables six feet apart. I am not comfortable going to a theater sitting closely to people on either side of me as well as in front and behind me."

"When you are dining, you can have your food packaged and leave at any time if you are uncomfortable (facility becomes too crowded, etc.). In theaters, you will miss out if you get up and leave because you are uncomfortable; this can be especially annoying if you have paid for the entertainment."

Returning to In-Person Programs

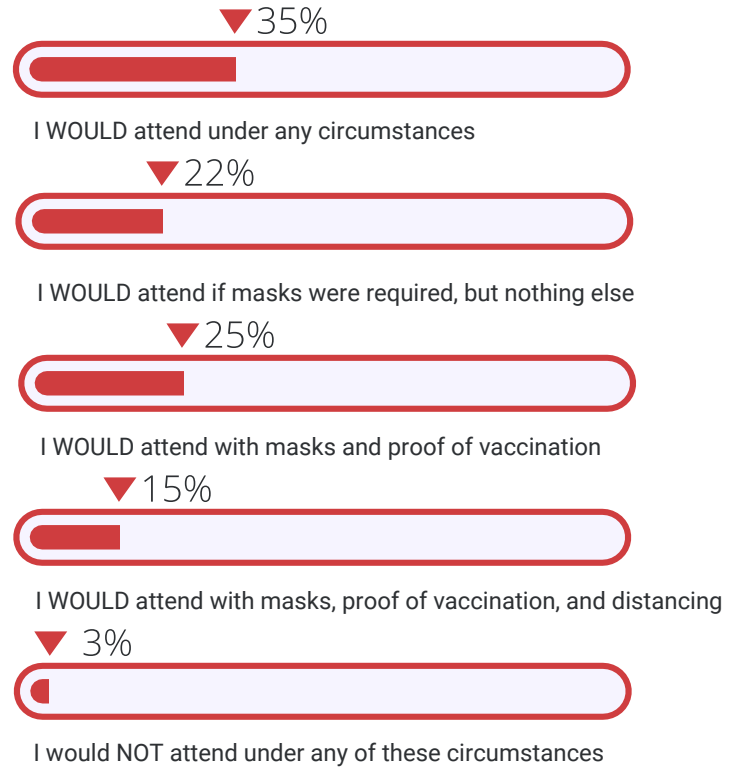
Indoor Events

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



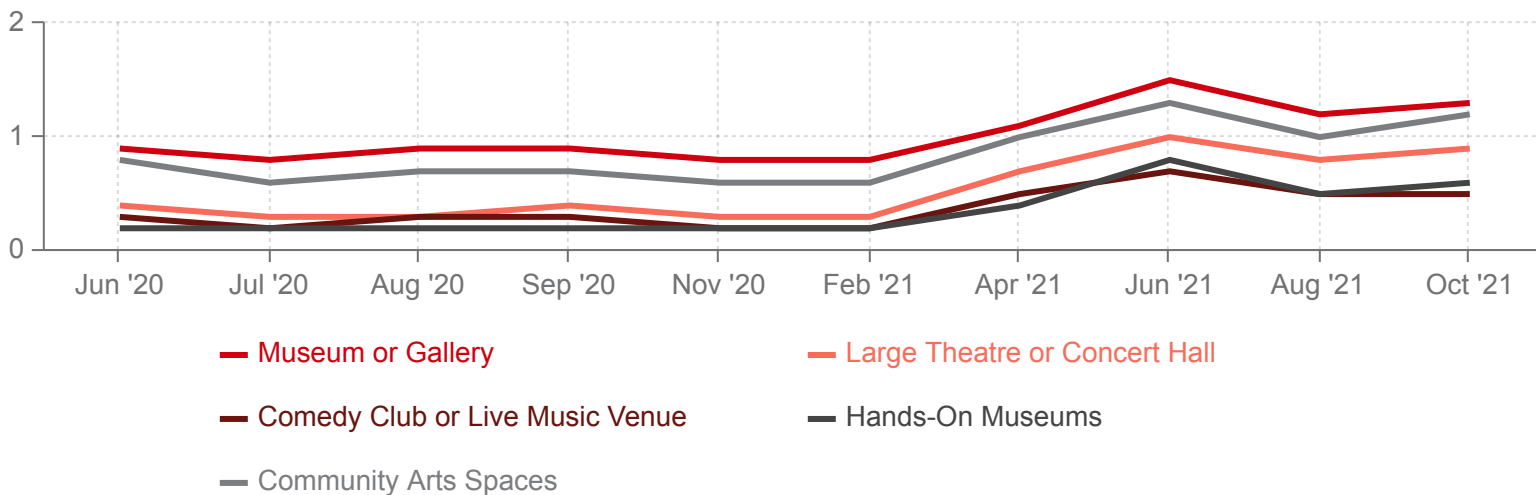
Outdoor Events

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



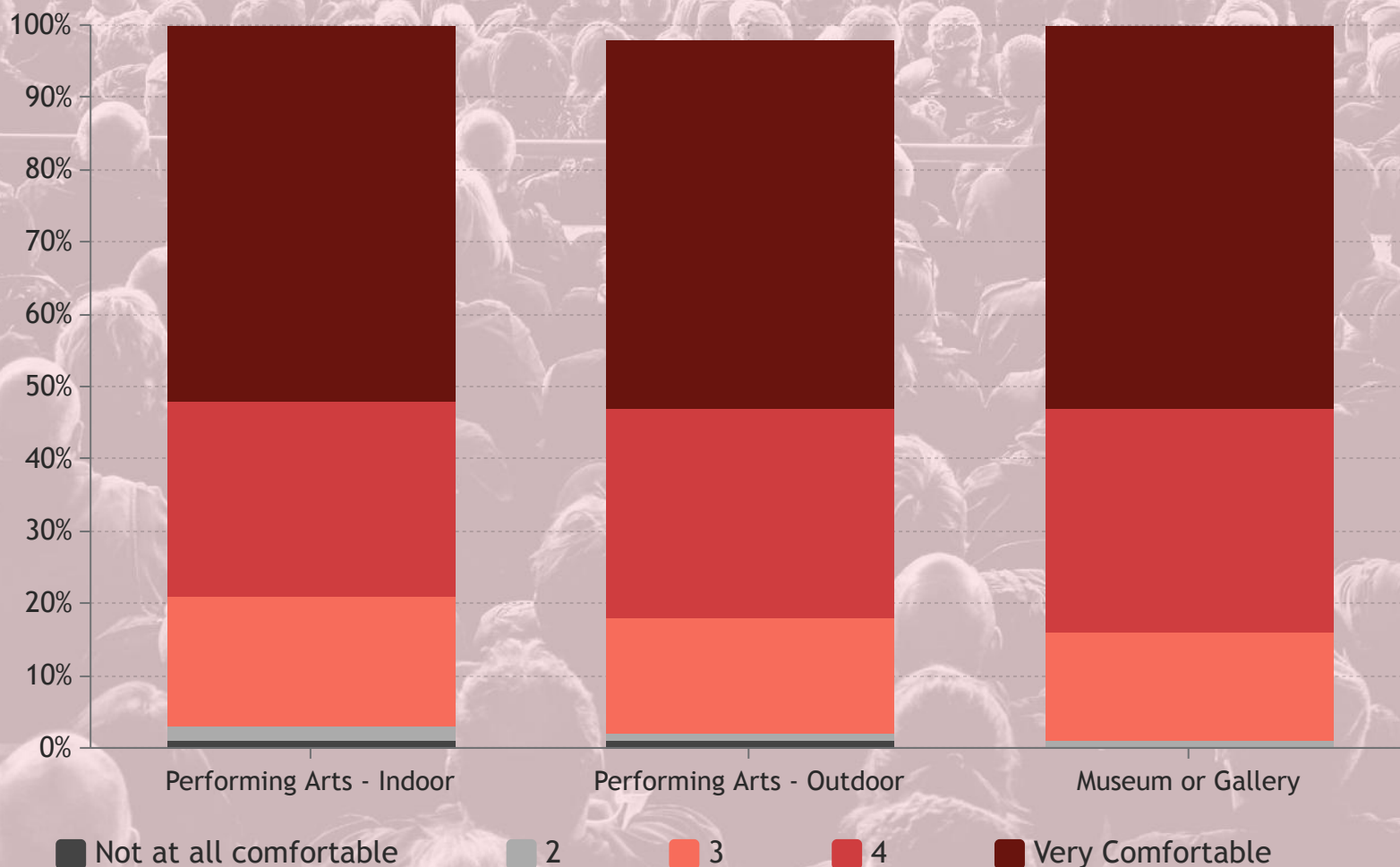
Comfort Level Attending Different Cultural Facilities

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?

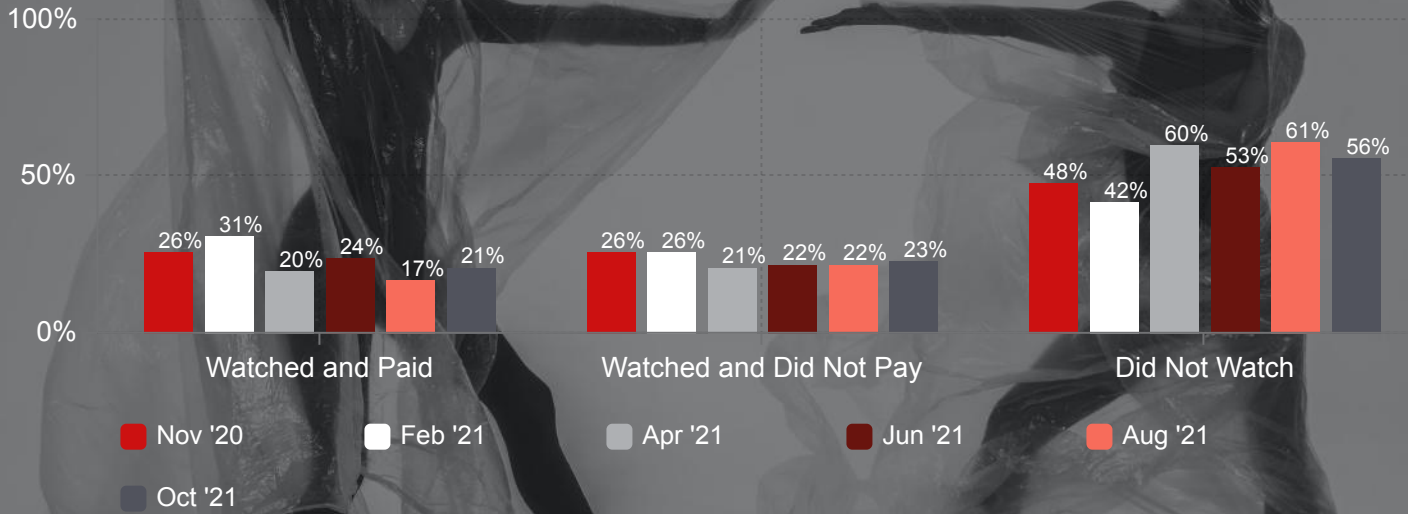
"More policing of proper mask wearing during the show. Many attendees in their seats allowed their masks to only cover their mouth or wore "chin" masks. Or did not put mask back on when not eating or drinking."

"Nothing, they did great. I greatly appreciate their requiring vaccines even though outdoor venue. It was just a larger crowd than I've been accustomed to in quite a while and we were fairly packed in. That was the cause of my discomfort."

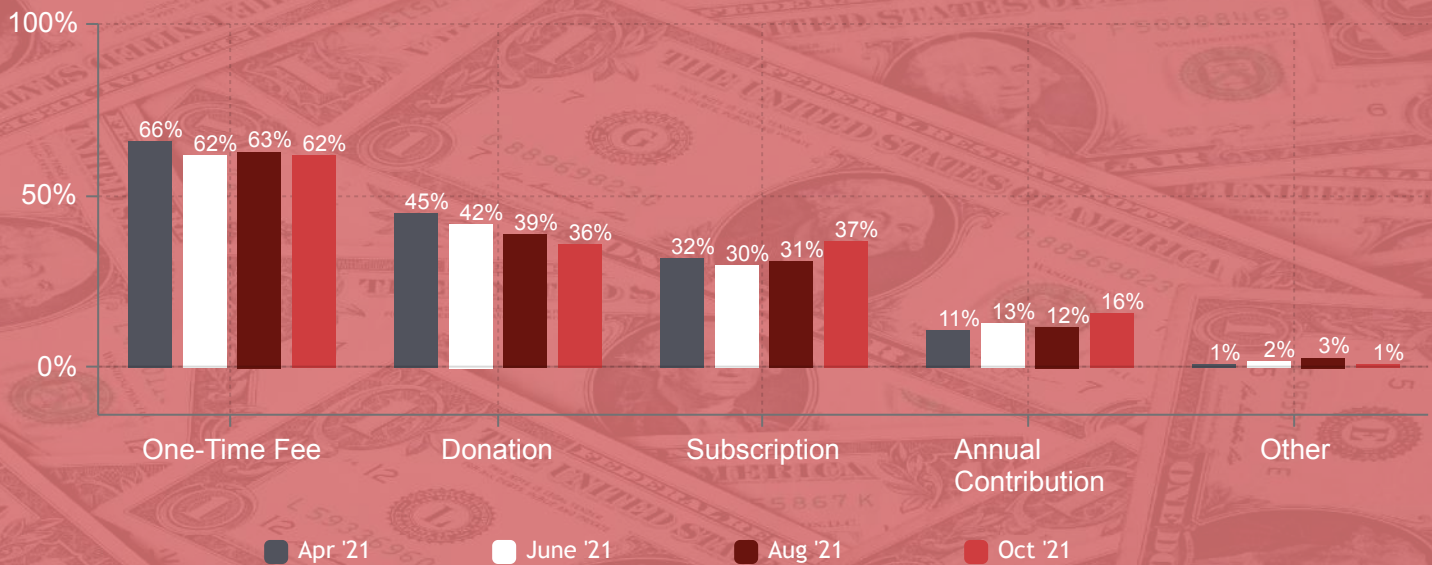
"I felt comfortable because the weather was nice and the doors and windows were all open for good ventilation, the flow of the museum was good, you could be in and out in 20 minutes, and there were few people at any one given time. Lots of outdoor activities too."

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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