

AUDIENCE OUTLOOK MONITOR

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

Findings from Ontario

Research Notes: November 2021



In Partnership with



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

an Ontario government agency
un organisme du gouvernement de l'Ontario

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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.

The Ontario Arts Council, in association with the Toronto Alliance for the Performing Arts, hosted a cohort of 83 organizations for Phase 1, and 22 of those organizations chose to continue this work in Phase 2.

The organizations in Phase 1 deployed the survey four times between June 2020 and February 2021. Phase 2 added two more deployments, in September and November 2021.

This report covers results from the sixth deployment, launched November 23, 2021, which generated 4,990 completed surveys.

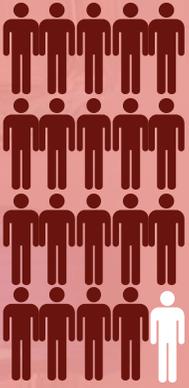


Phase 2 Cohort Participants

** Deployed the survey this month.*

- Art Gallery of Windsor*
- Canadian Clay and Glass Gallery*
- Canadian Stage*
- Fringe of Toronto Theatre Festival*
- Grand Theatre*
- Great Canadian Theatre Company*
- Hot Docs*
- Kingston Symphony Association*
- Kingston WritersFest*
- Kitchener-Waterloo Symphony*
- Luminato Festival*
- Shaw Festival*
- Soulpepper*
- Stratford Festival*
- Tafelmusik*
- Tarragon Theatre*
- Textile Museum of Canada*
- The Musical Stage Company*
- The Robert McLaughlin Gallery*
- Theatre Aquarius*
- Toronto Jewish Film Foundation*
- Toronto Symphony Orchestra*

Vaccination



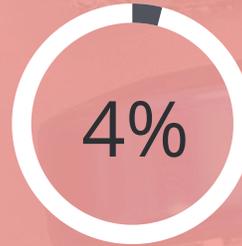
98%

Of respondents are partially or fully vaccinated.

Up from 97% in September

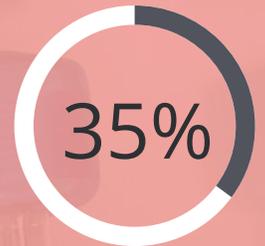
When will vaccinated respondents be ready to return to in-person arts and cultural events?

Waiting for others in their network to get vaccinated



Up from 3% in September

Waiting for low infection rates



Down from 46% in September

Ready now



Up from 43% in September

Waiting for safety measures to be removed



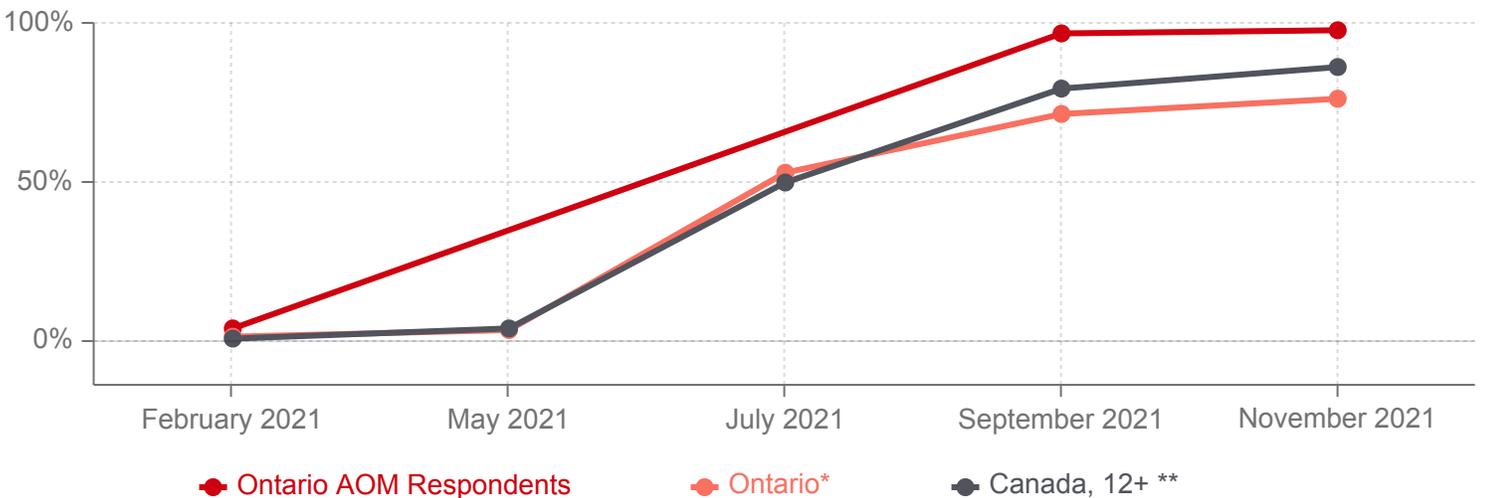
Down from 4% in September

Waiting to be certain of immunity



2% in September

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



* Source: Public Health Ontario
 ** Source: Public Health Agency of Canada

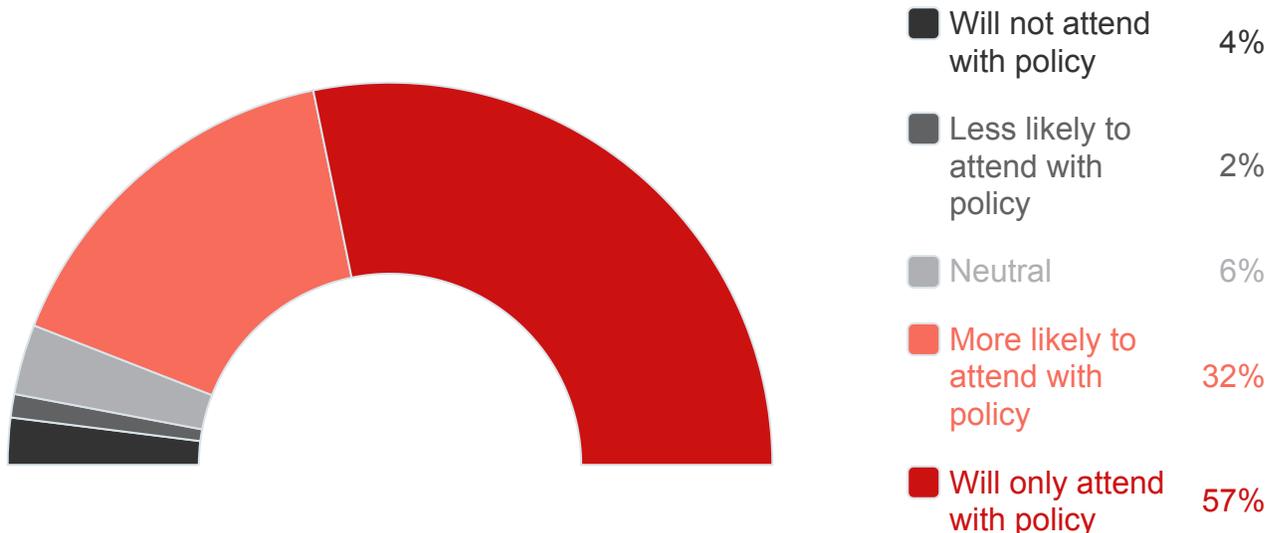
Vaccination



58%

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

How would a vaccinated-only admittance policy impact your feelings about attending in-person events?



"As someone who is immunocompromised, I would only feel safe attending events where there are multiple infection prevention measures in place, including vaccination and masking."

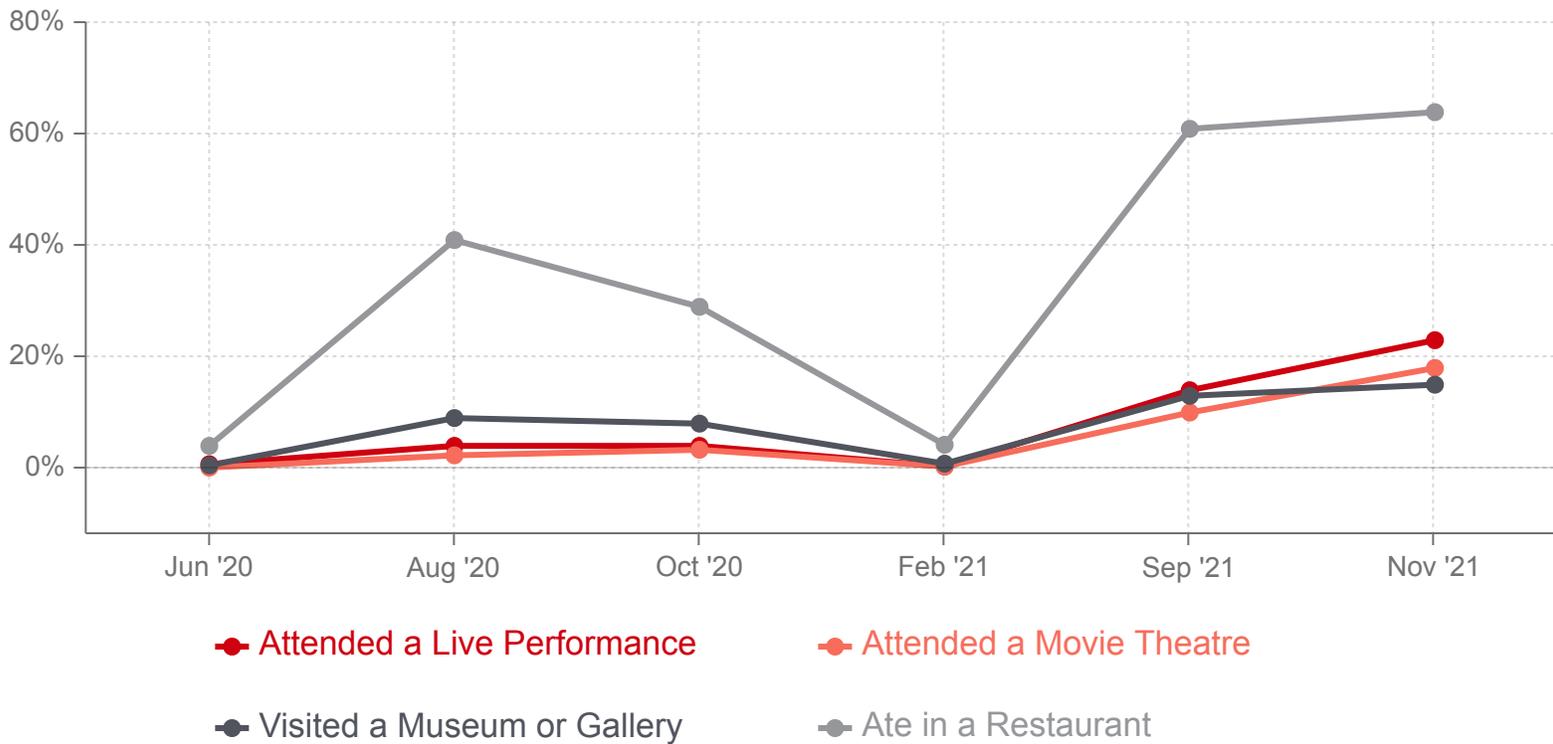
"People who are refusing to be vaccinated are probably also not adhering to other recommendations, and might be careless about mask-wearing and personal space. I don't want to be anywhere near them."

"I do not believe mandates are effective and therefore don't believe they are justified. Even if I decide to take a vaccine one day, I would not be able to participate in any activities that discriminate based on vax status with a clear conscience."

"I don't wish to support any businesses or establishments that enable (whether actively or passively) the anti-vaccine movement. Without a vaccinated-only policy, the company, in my view, would be enabling this movement."

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 theatres quite yet. Why do you suppose some people feel comfortable going to restaurants but not theatres?

"Because people are seated closer together at arts events than at restaurants, and at restaurants you know the people who you are with and know their vaccination status."

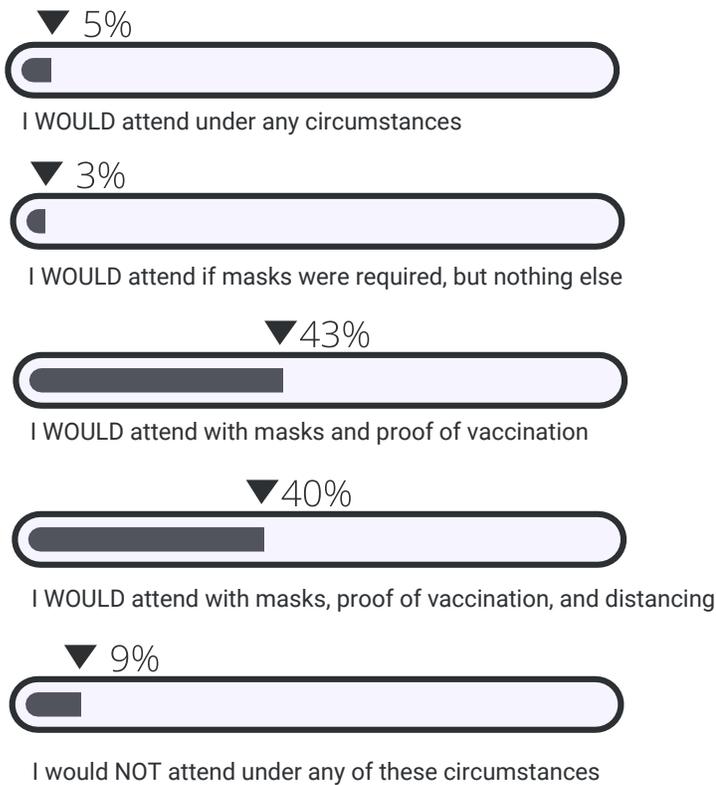
"I did both recently. Being inside the restaurant was nerve racking, with people moving around the tables unmasked and not enough physical distance between the tables. In the theatre, there was spaced seating and masks were kept on for the entire performance (though intermission was anxiety provoking as people moved around far too closely)."

"You can go to restaurants at off hours when they're less likely to be crowded. You also have the option to take out if you don't want to stay."

Returning to In-Person Programs

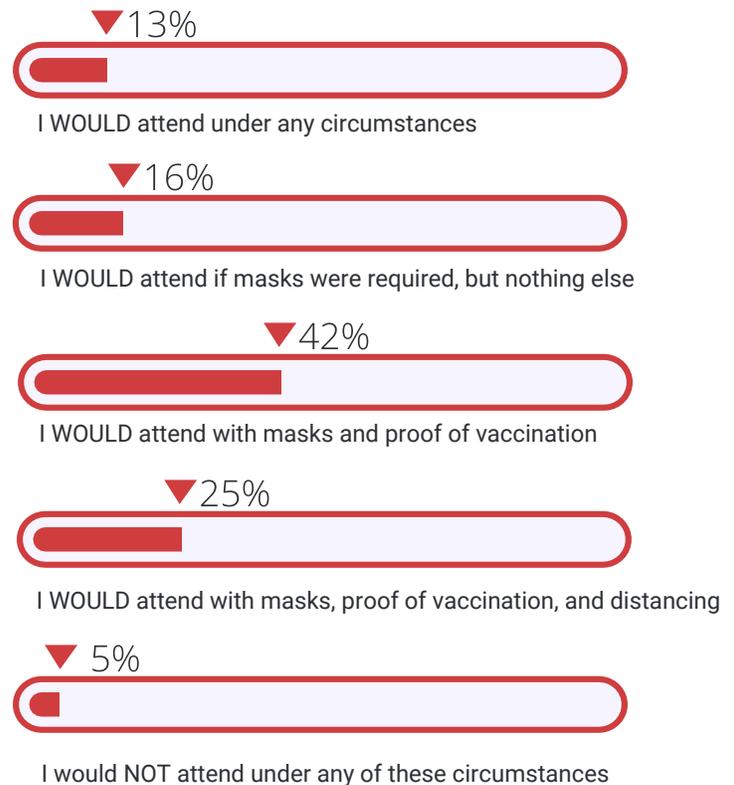
Indoor Events

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



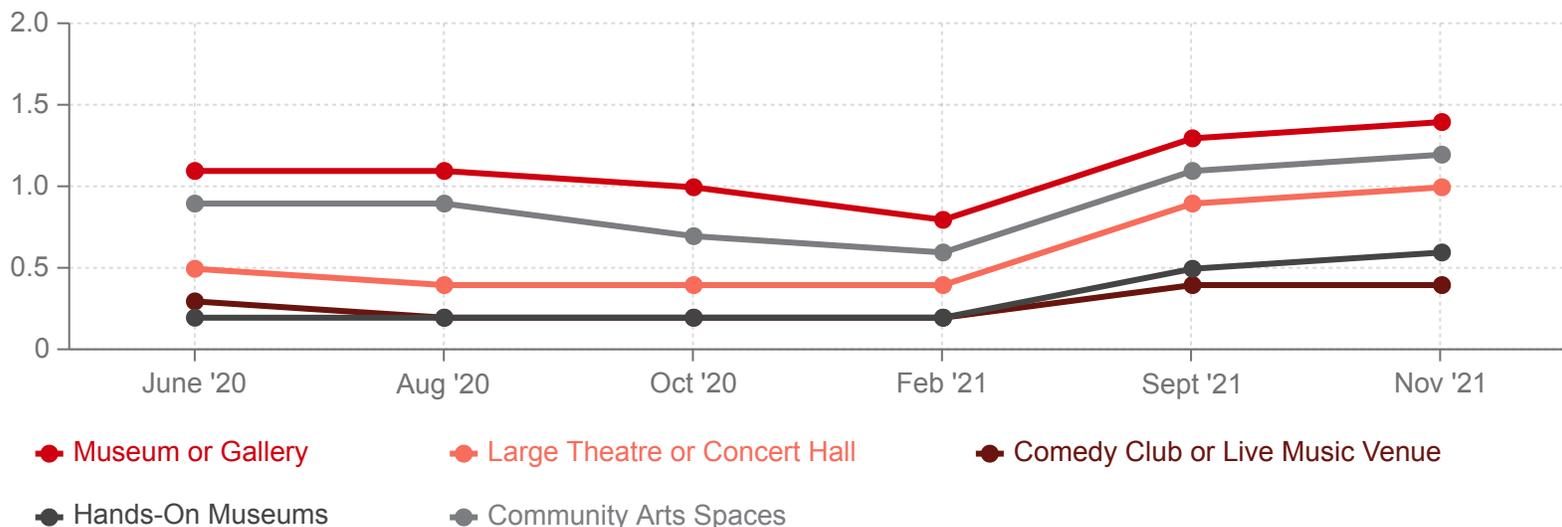
Outdoor Events

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



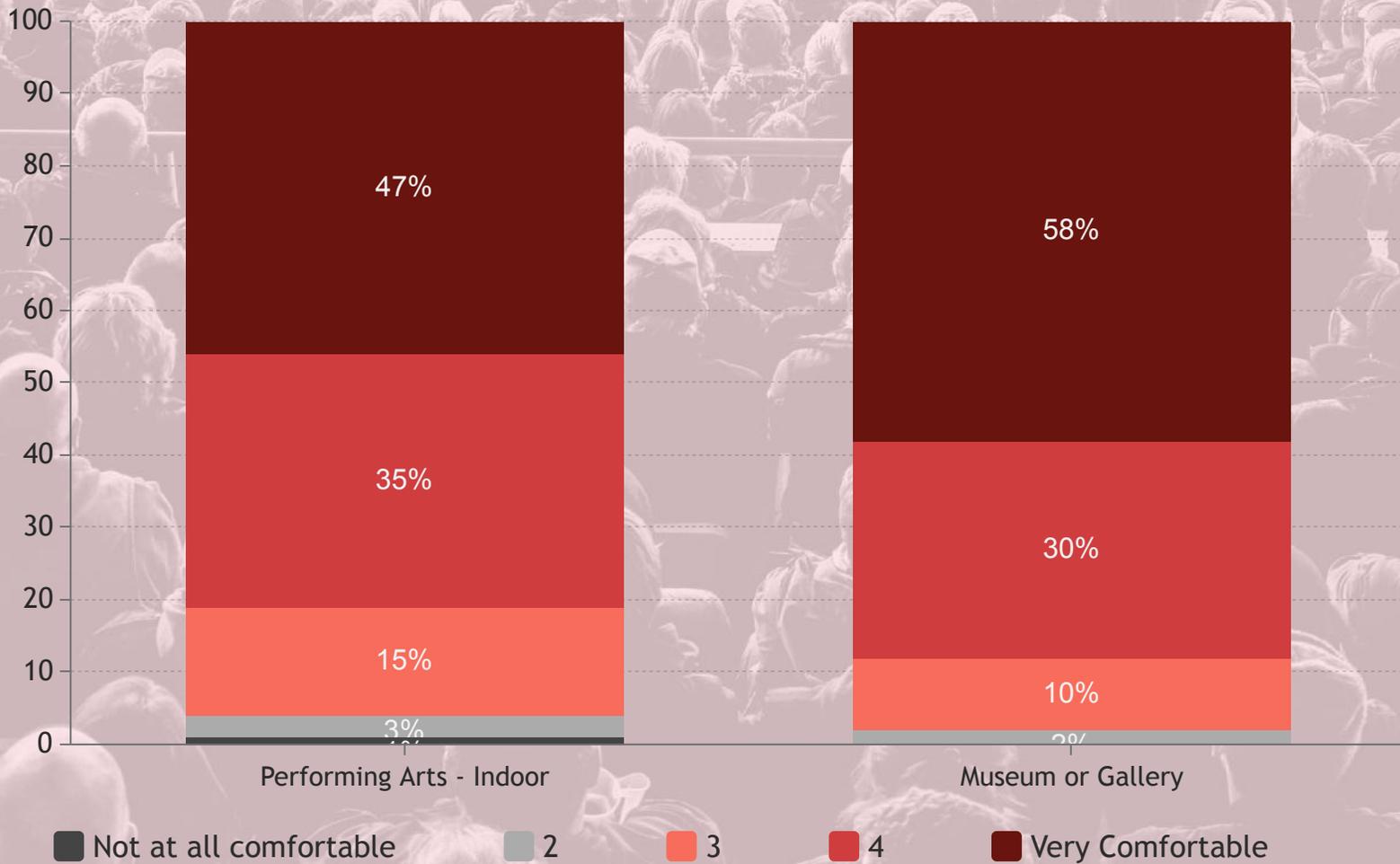
Comfort Level Attending Different Cultural Facilities

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?

"Reduce capacity to allow for 2m physical distancing between patrons."

"Drinks were allowed in the venue and those around me had their masks off the entire time because they were drinking. I felt very unsafe."

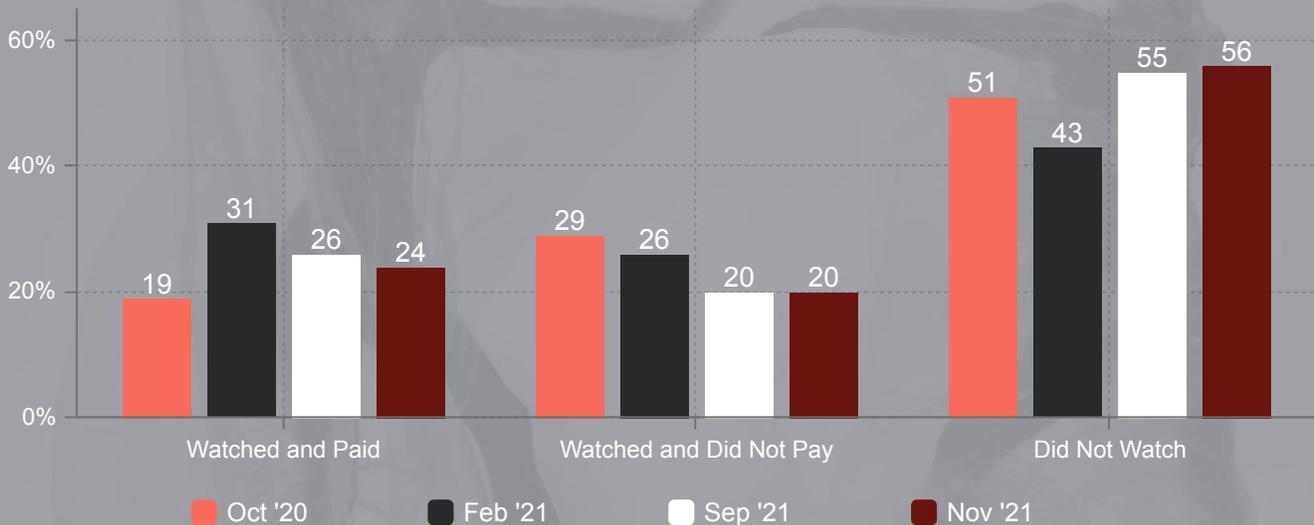
"Enforce mask wearing more thoroughly."

"Publish the air filtration practices and reports."

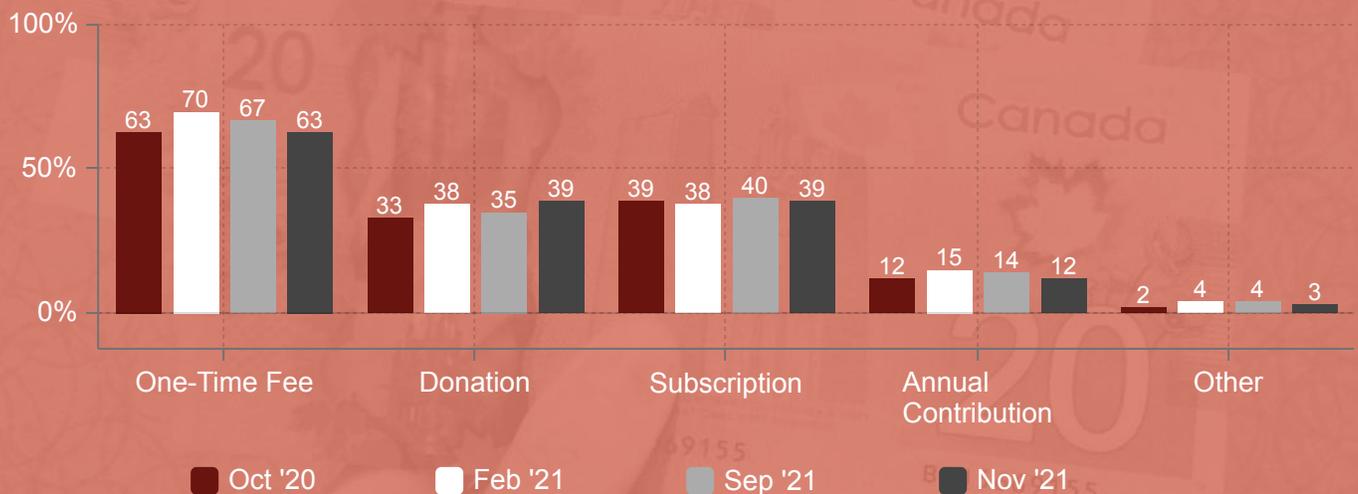
"Restrict the amount of people and control the flow better. Close hands-on exhibits."

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 in other countries visit audienceoutlookmonitor.com.

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