

AUDIENCE OUTLOOK MONITOR

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

Findings from Ontario

Research Notes: September 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 will add two more deployments, in September and November 2021.

This report covers results from the fifth deployment, launched September 28, 2021, which generated 5,378 completed surveys.

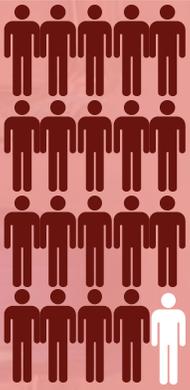


Phase 2 Cohort Participants

** 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



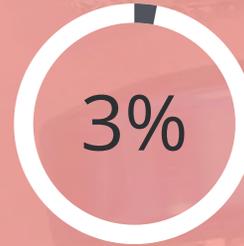
97%

Of respondents are partially or fully vaccinated.

Up from 4% in February

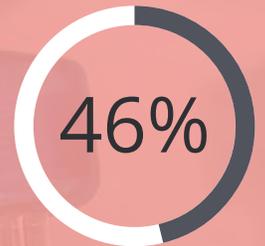
When will vaccinated respondents be ready to return to in-person arts and cultural events?

Waiting for others in their network to get vaccinated



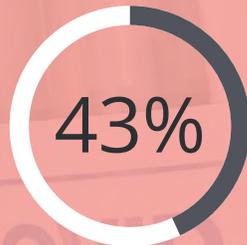
Down from 15% in February

Waiting for low infection rates



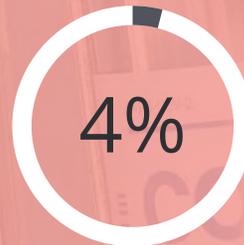
Down from 57% in February

Ready now



Up from 23% in February

Waiting for safety measures to be removed



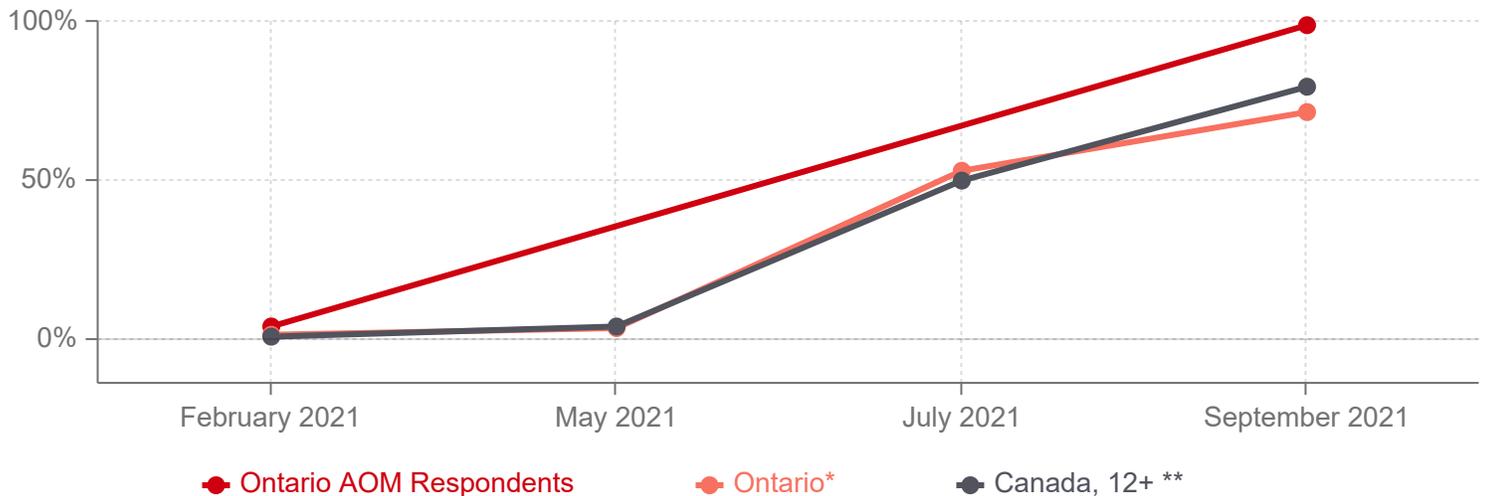
Up from 3% in February

Waiting to be certain of immunity



2% in February

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



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

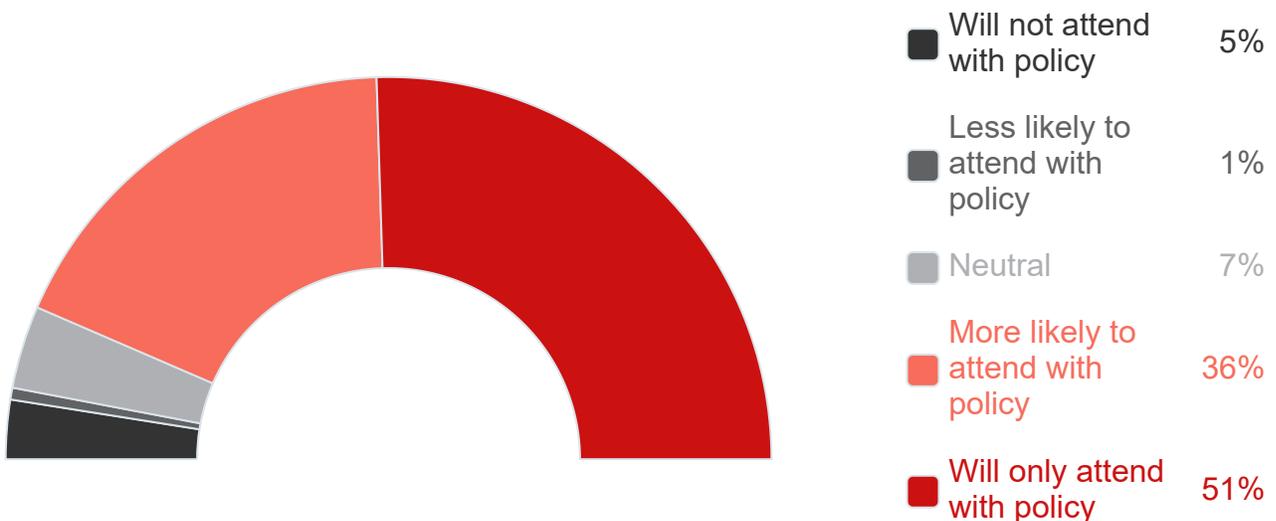
Vaccination



56%

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?

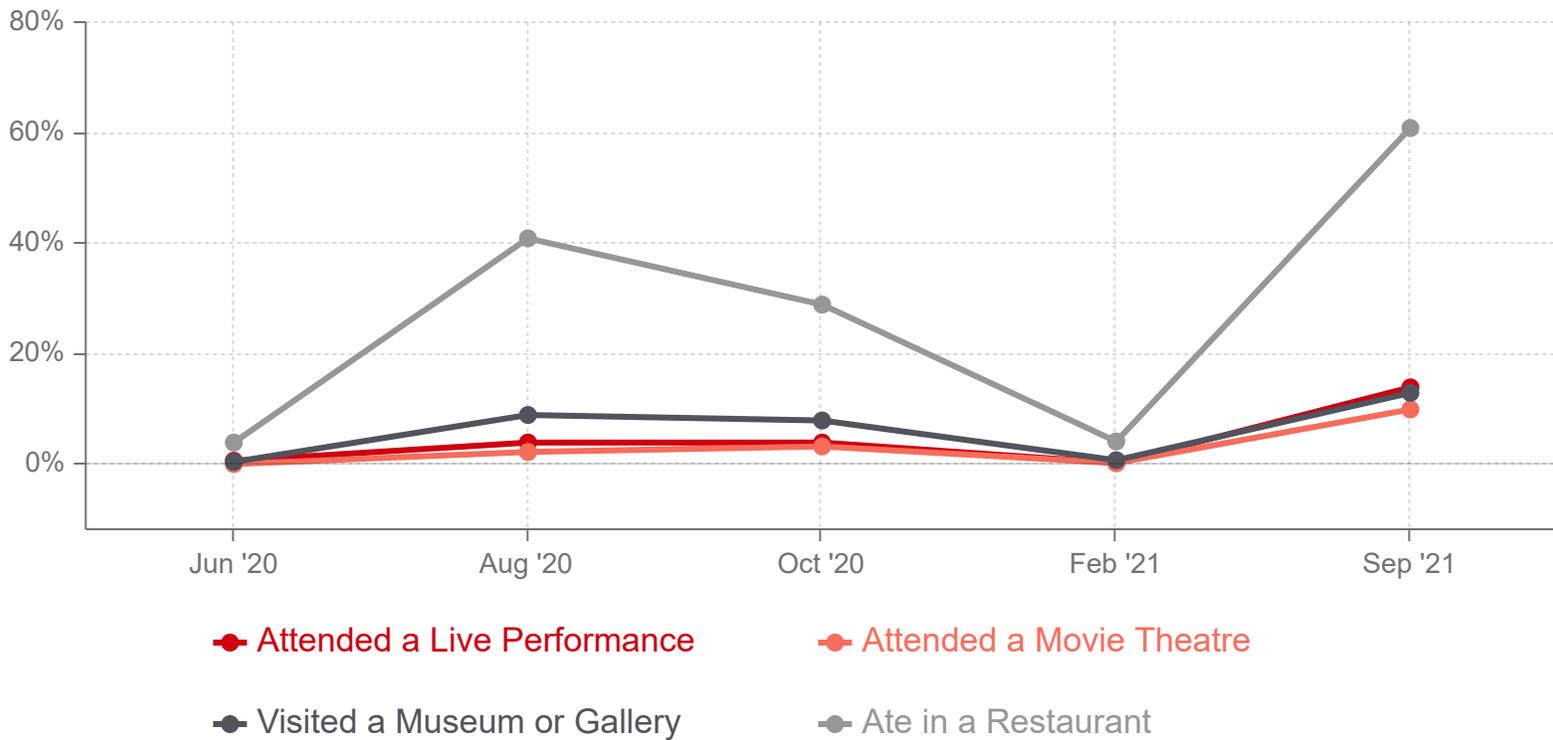


"Vaccinations are only one tool in the pandemic fight but at present the most important. I will not risk getting a break-through infection or transmitting COVID-19 to the unvaccinated. That is basic humanity and good citizenship."

"It's fundamentally unethical. The vaccine passport is a very dangerous and detrimental act against the citizens of this country, and harms local businesses. I've never been less proud of our government and to be Canadian."

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?

"Seats are separated and everyone is checked for full vaccination at restaurants. I am confident there, but not so sure at arts events."

"Autonomy. If you go to a restaurant and you feel uncomfortable, you just leave. You can't do that in a performing arts venue."

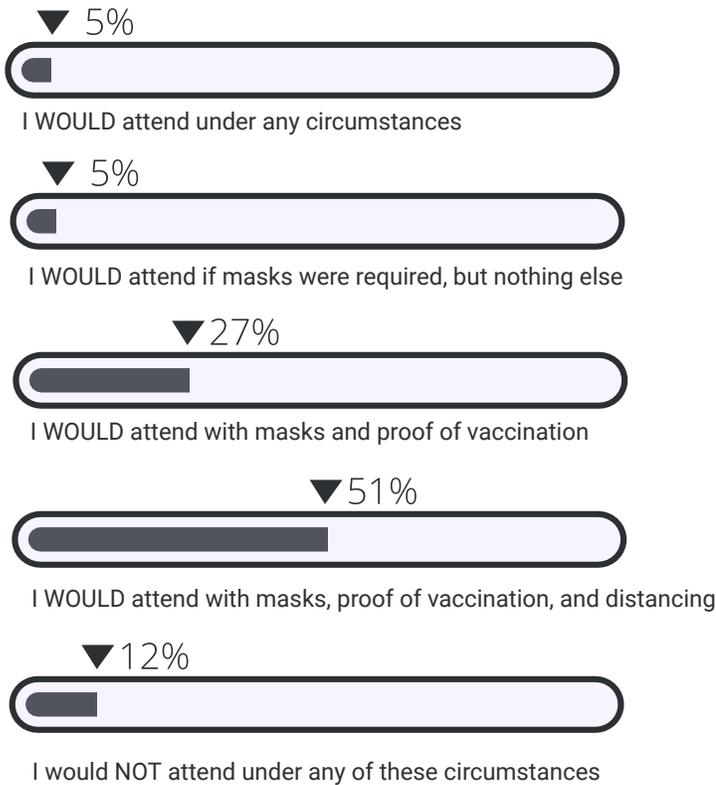
"Dining out is more intimate. The performing arts a more collective experience. They are much less effective when the audience is in socially distanced pods."

"Restaurants understand they are businesses. They need to make money, and can't rely on government grants. Restaurants pivoted and changed how they serve, how customers can be seated, and move within the space. And they clearly communicated the changes."

Returning to In-Person Programs

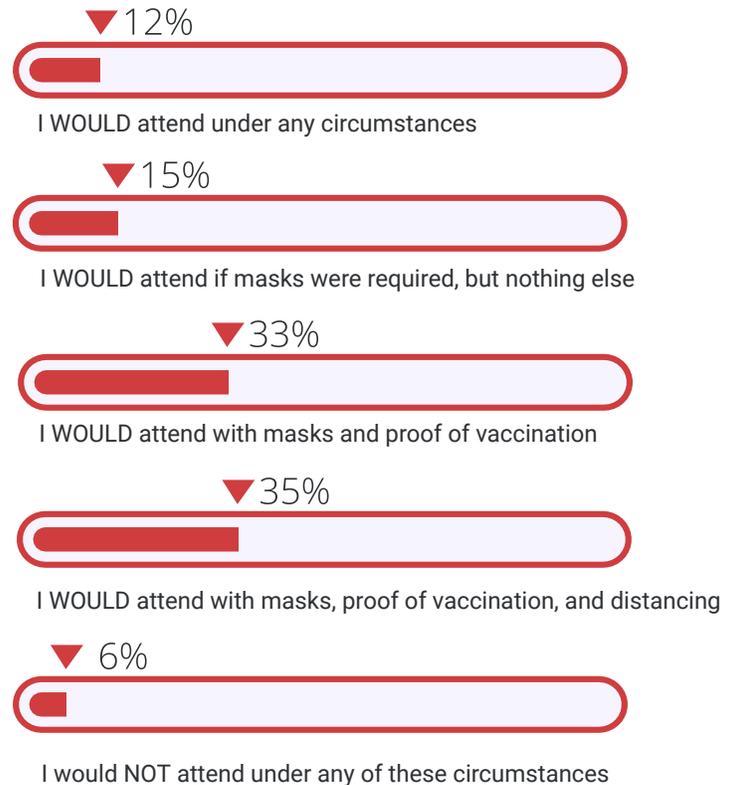
Indoor Events

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



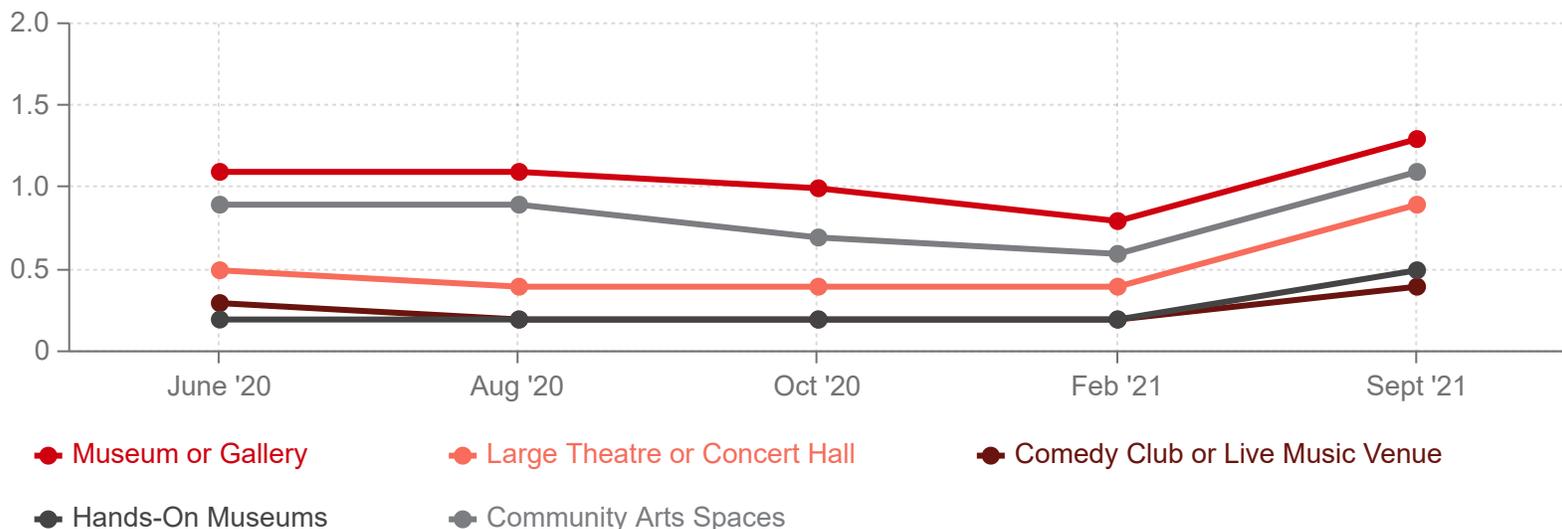
Outdoor Events

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



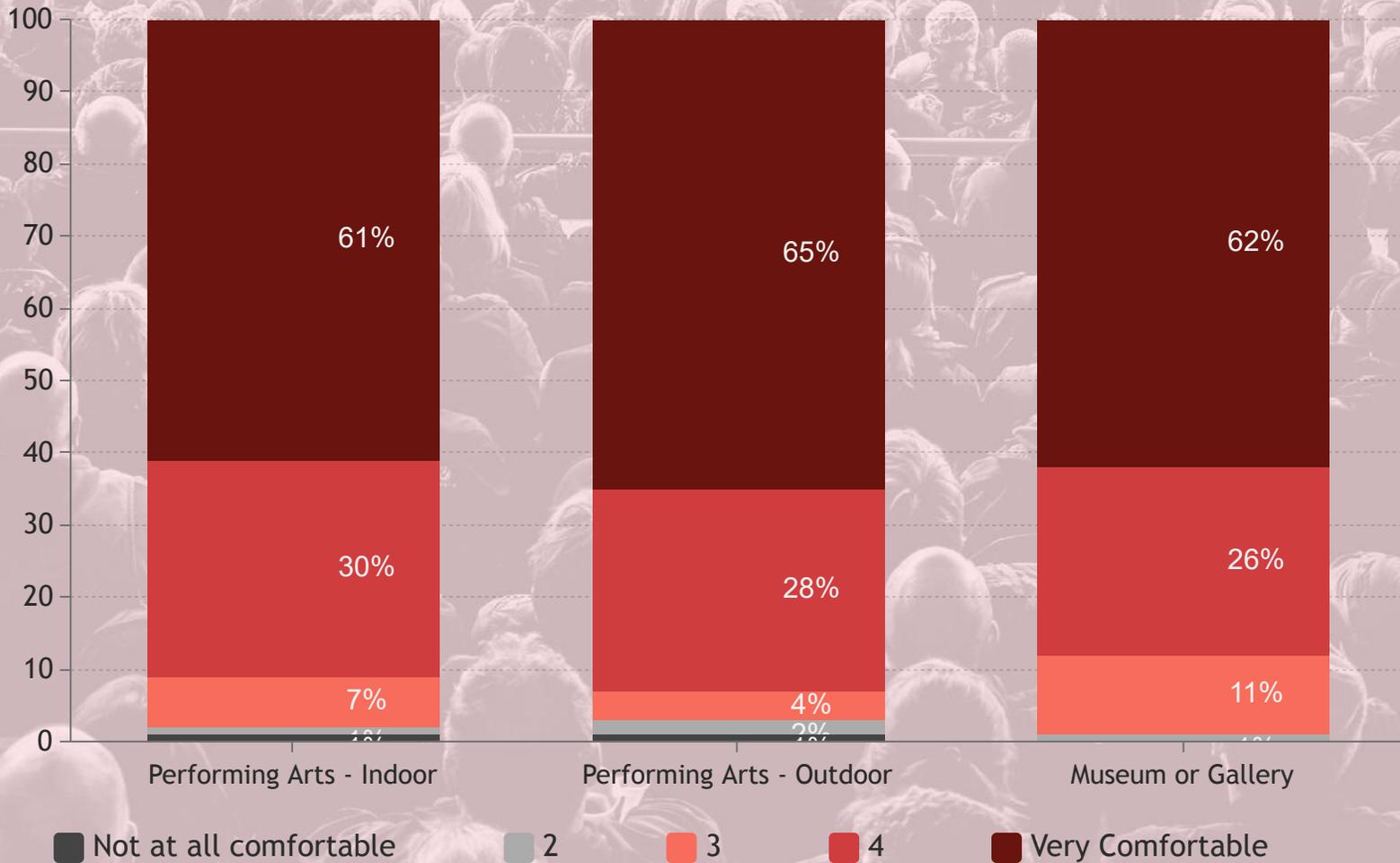
Comfort Level Attending Different Cultural Facilities

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?

"They should have rigorously enforced the posted requirement that all patrons must show their proof of vaccination to be admitted."

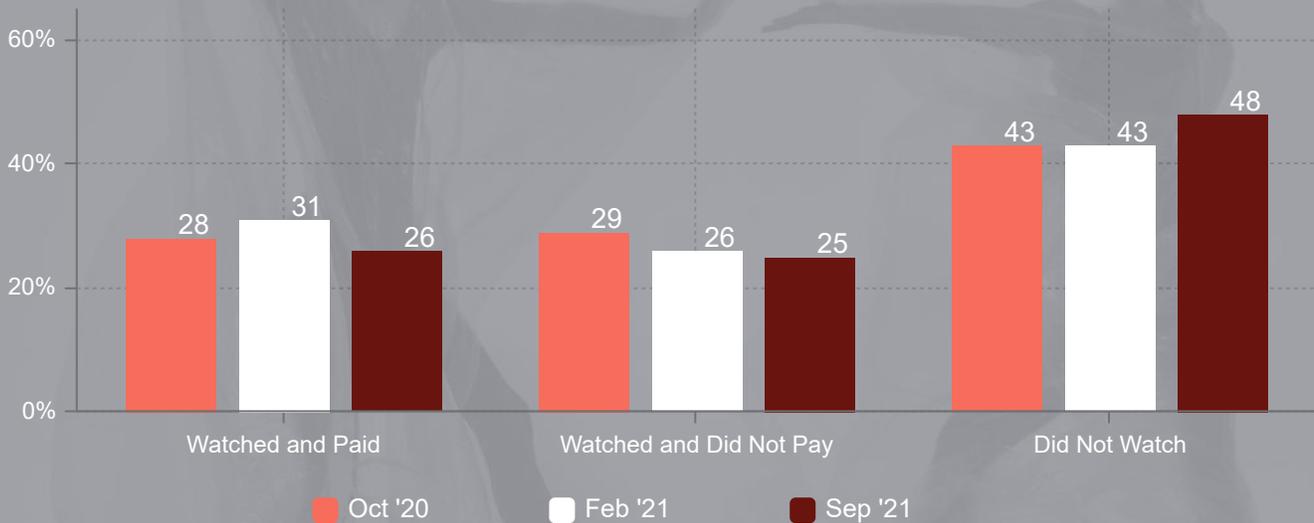
"If they had ensured people wore masks all the time and spaced people out more."

"There was a complete failure to adhere to distancing."

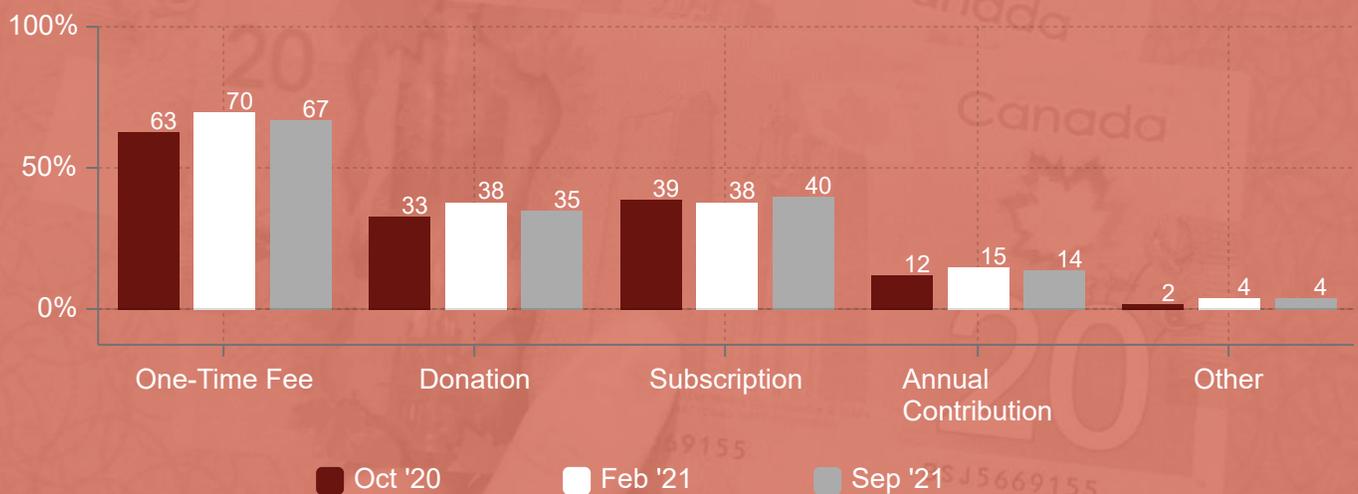
"They should have made it clearer which way to go through the exhibits to maintain social distancing."

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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