

AUDIENCE OUTLOOK MONITOR

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

Findings for NYC Off-Broadway Cohort

Overview of Results: November 2021



In Partnership with

tcf

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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.

TDF hosted a cohort of 11 organizations for Phase 1 in 2020, and is hosting a cohort of 14 organizations for Phase 2 in 2021.

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

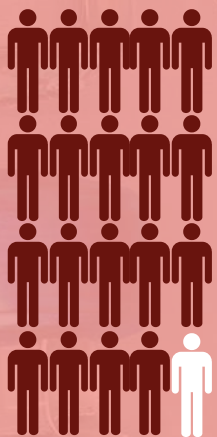
This report covers results from the fifth and final deployment, launched November 9th, 2021, which generated approximately 1300 completed surveys.



Phase 2 Cohort Participants

- Ars Nova
- Atlantic Theater Company
- Classic Stage Company
- Irish Repertory Theatre
- Manhattan Theatre Club
- MCC Theater
- New York Live Arts
- New York Theatre Workshop
- Playwrights Horizons
- Signature Theatre Company
- TDF
- The Joyce Theater
- The New Group
- The Public Theater
- Vineyard Theatre

Vaccination

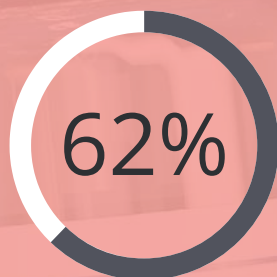


99%

Of respondents are partially or fully vaccinated

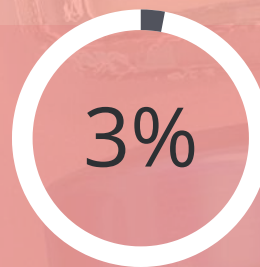
99% in September

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



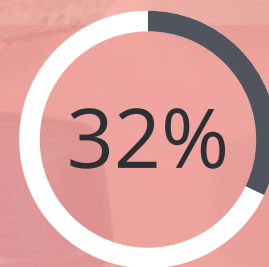
Ready Now

48% in September



Waiting for others in their network to get vaccinated

2% in September



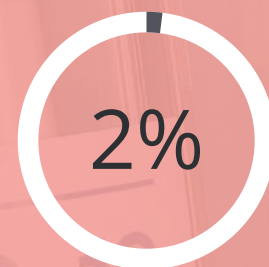
Waiting for low infection rates

44% In September



Waiting for safety measures to be removed

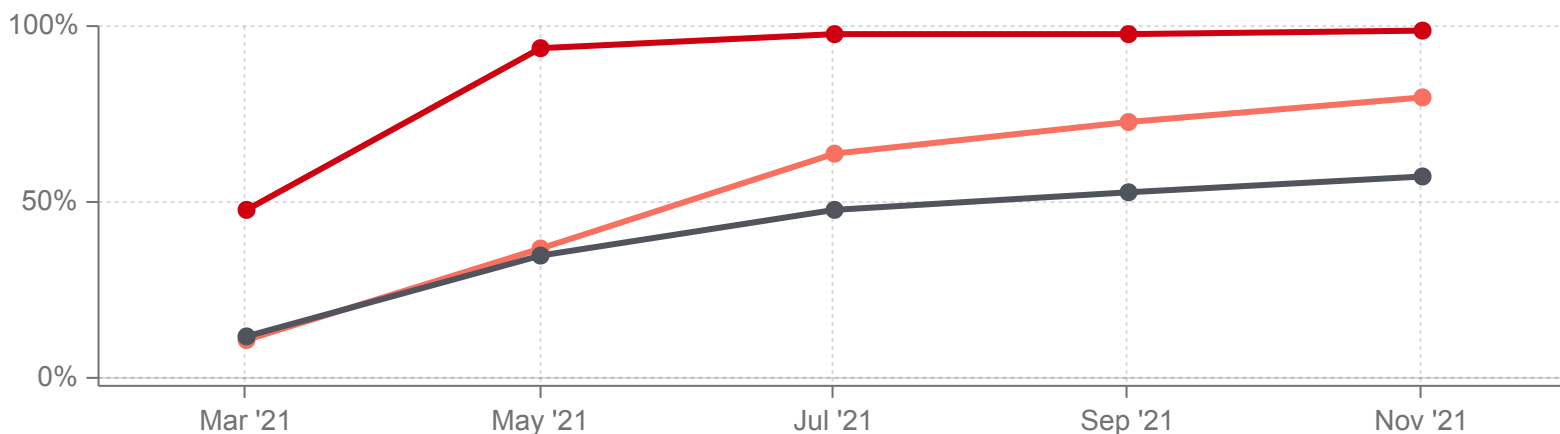
3% in September



Waiting to be certain of immunity

3% in September

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



● New York City Cohort Respondents

● New York City All Adults*

● National All Adults**

* Visit the [NYC Health Department](#) website for NYC vaccine data.

** Visit the [Center for Disease Control and Prevention](#) website for national vaccine data.

Vaccination

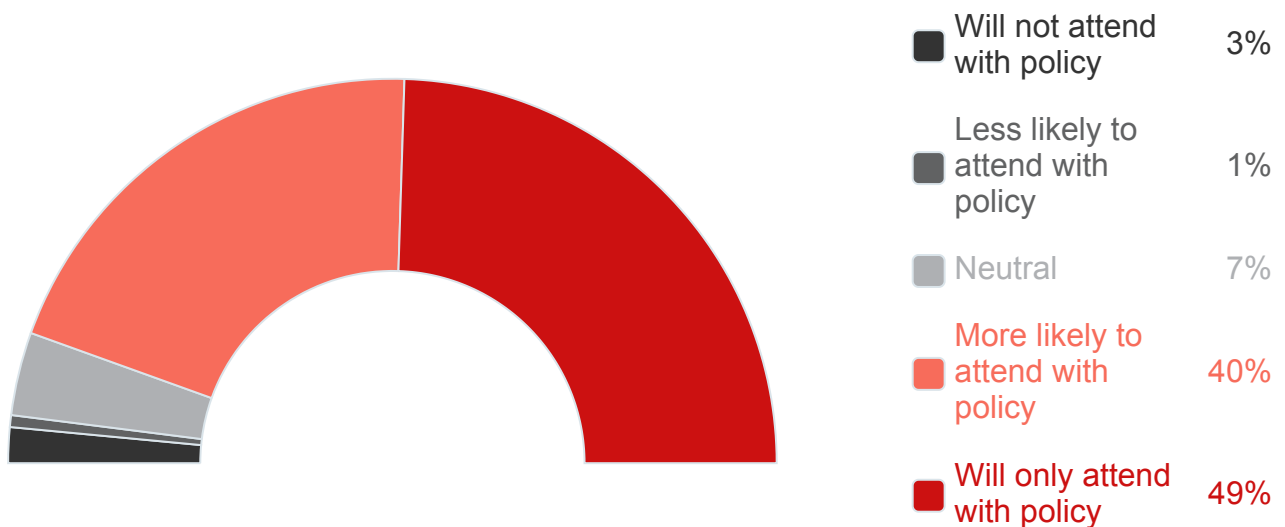
69%

59% 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 your feelings about attending in-person events?

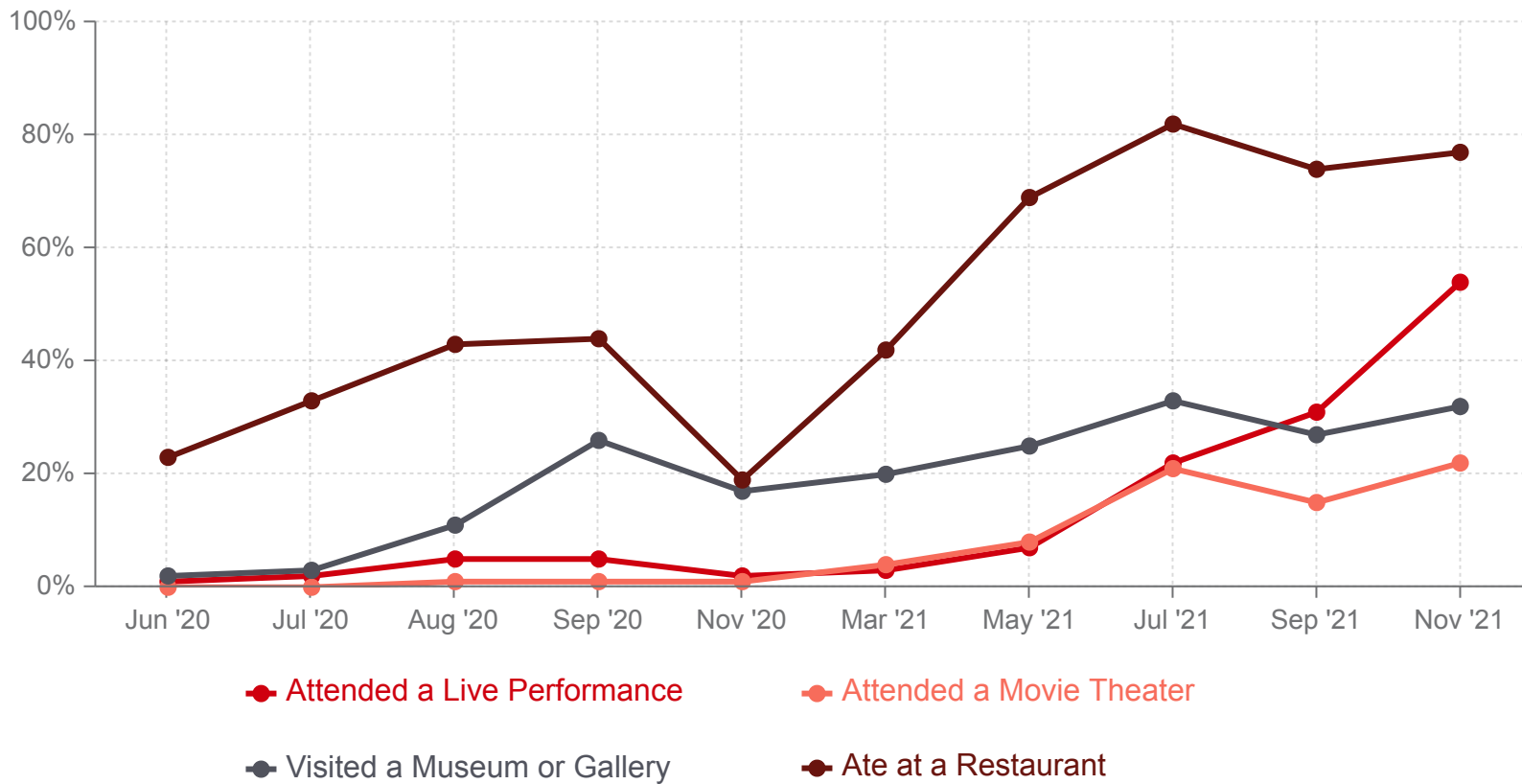


"Vaccines do not protect against every variant of the virus. If vaccination was the only precaution in place, I would not feel safe attending. Every event I have been to has had several layers of precautions (such as vaccinated, with a negative test, and outdoors, or vaccinated and masked)."

"I believe it is the responsibility of any cultural venue to make it clear that they want their audiences to be safe from each other, and will not sacrifice that ethic for a few more ticket sales, I trust people in my local area of Manhattan to be vaccinated, but I do not trust people from the surrounding area or tourists. If they do not care enough to protect other human beings, they should stay home."

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?

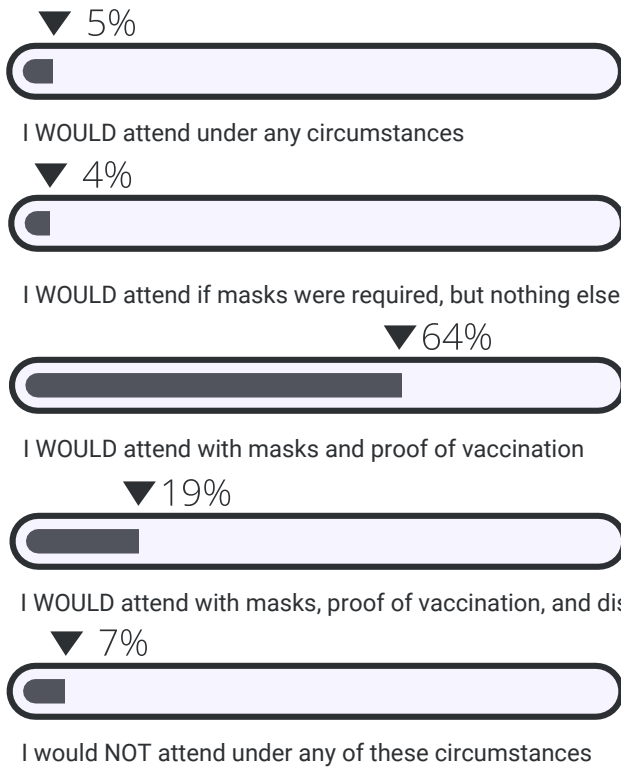
"You can gauge how full the restaurant is and always decide to cancel the reservation, as opposed to spending a significant amount of money on theater tickets. You also have the ability to generally choose where you sit in restaurant after you observe where others are sitting as opposed to reserving a ticket ahead of time and not being able to change your seat in the moment."

"You can control the duration and experience more in a restaurant. There is more that is not under your control in a theater. Plus, theater is a static experience, so it's harder to get up or leave if you feel like a person next to you is a threat (the stakes are different from leaving a show or asking to move a table or get food boxed up)."

Returning to In-Person Programs

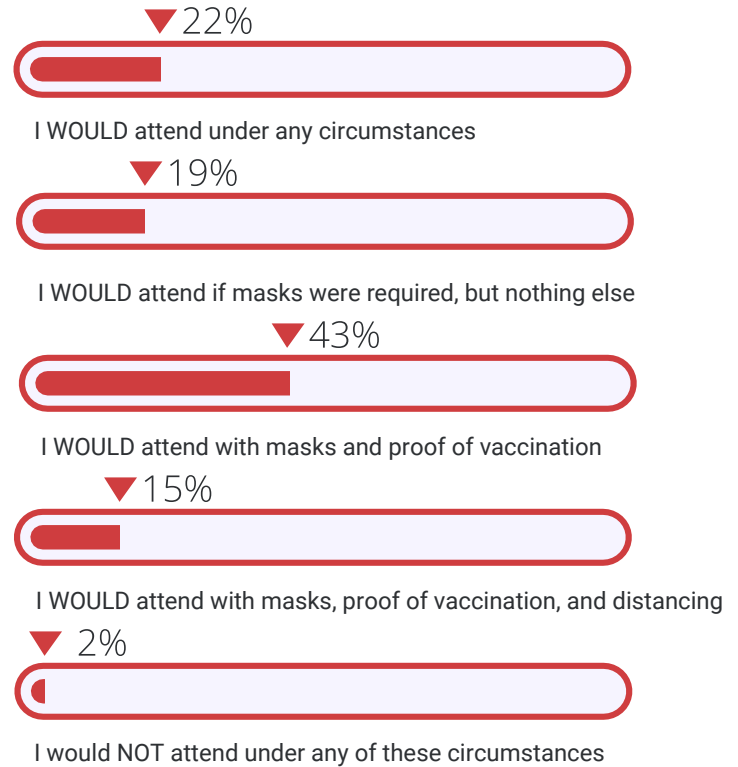
Indoor Events

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



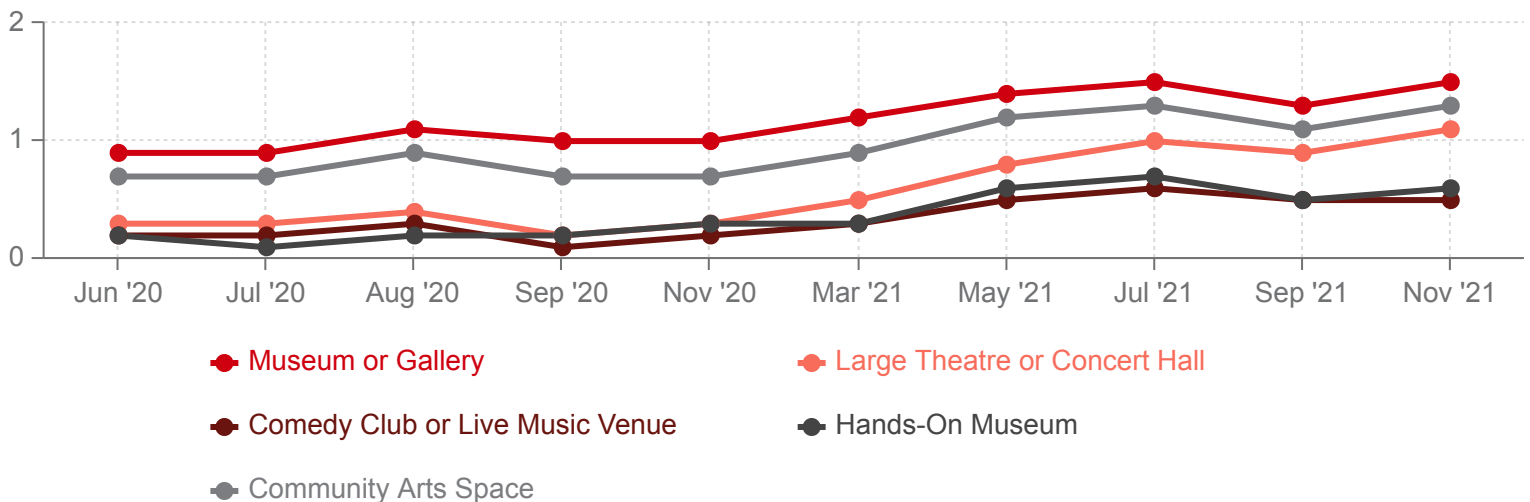
Outdoor Events

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



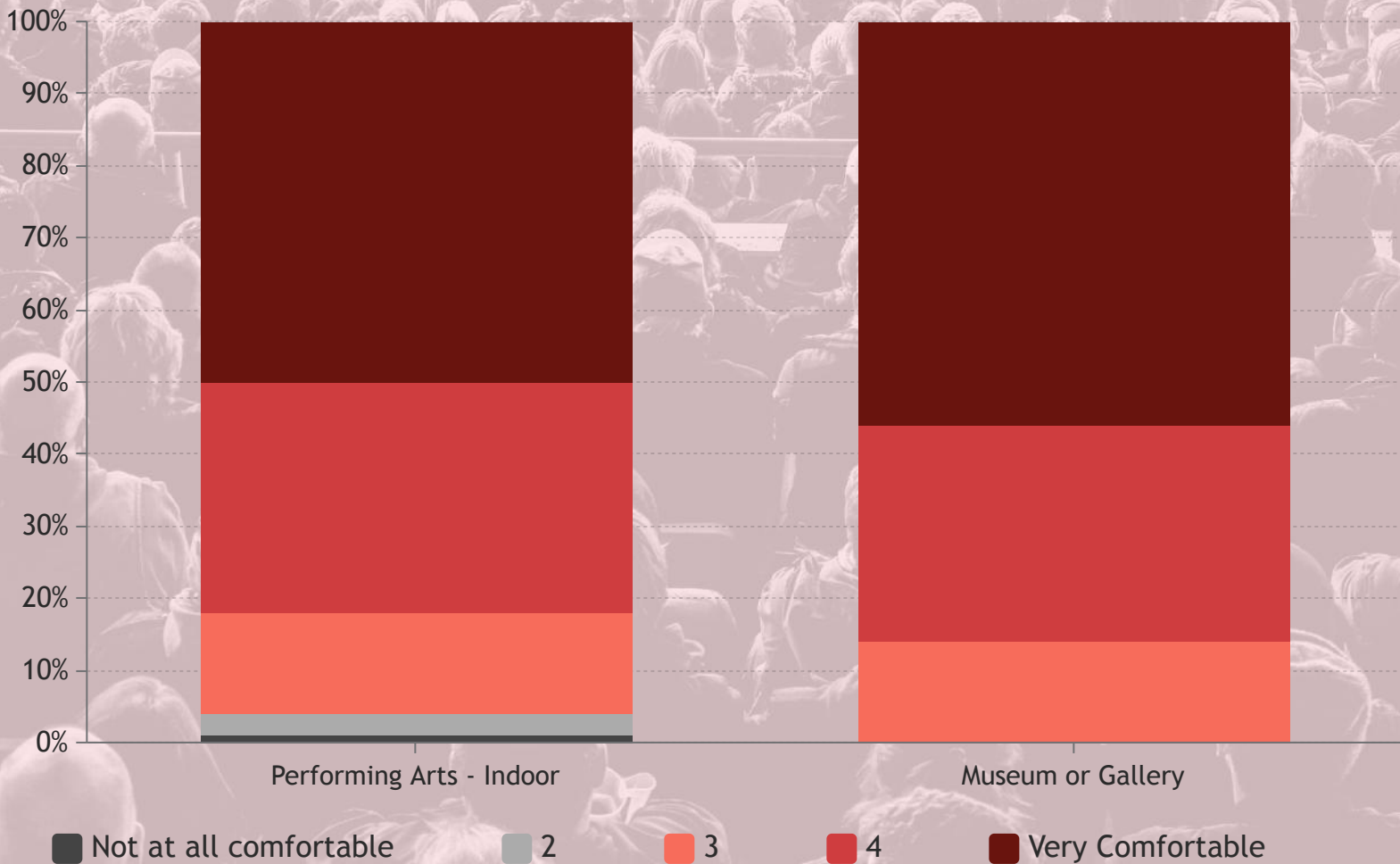
Comfort Level Attending Different Cultural Facilities

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?

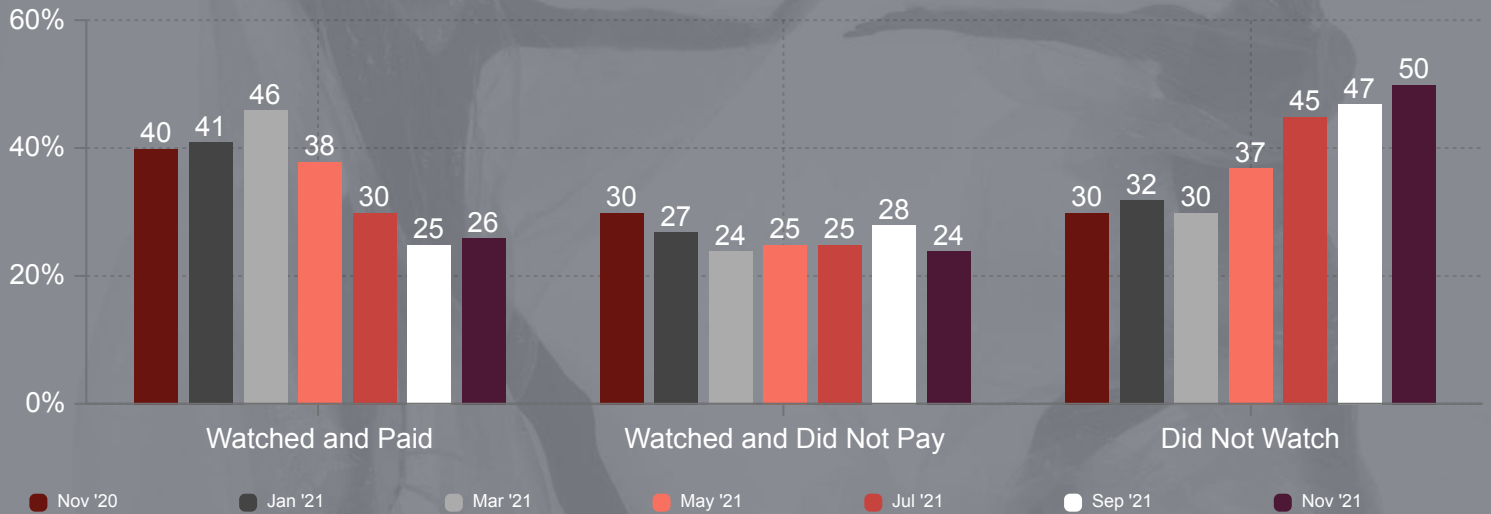
"Social distancing between seats. I didn't realize it would be packed. My only true comfort was the fact that I was wearing N-95 masks and glasses. I still got tested the following week to be sure."

"This weekend openings were too crowded. Proof of vaccine but not masks was frightening. At one gallery, everyone was masked, at another almost no one because they required proof. Shouting and hugging was overwhelming."

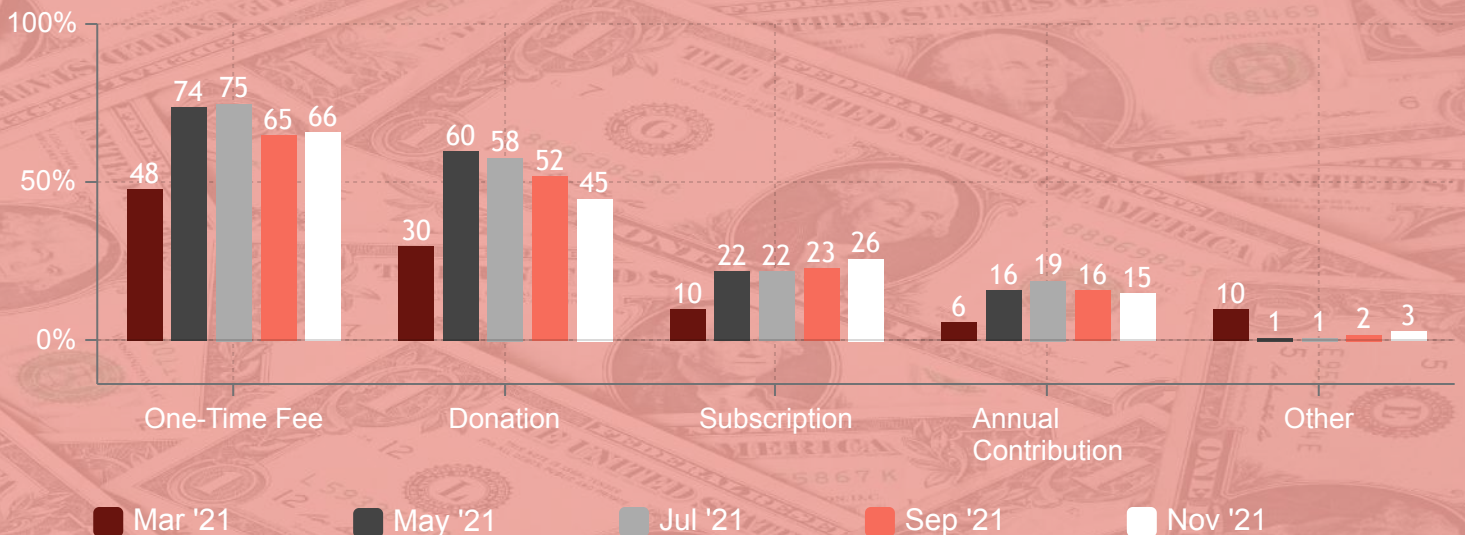
"I loved that they checked vaccination cards, but the venue was PACKED. intermission was like a NY subway car at rush hour. I left early."

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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