

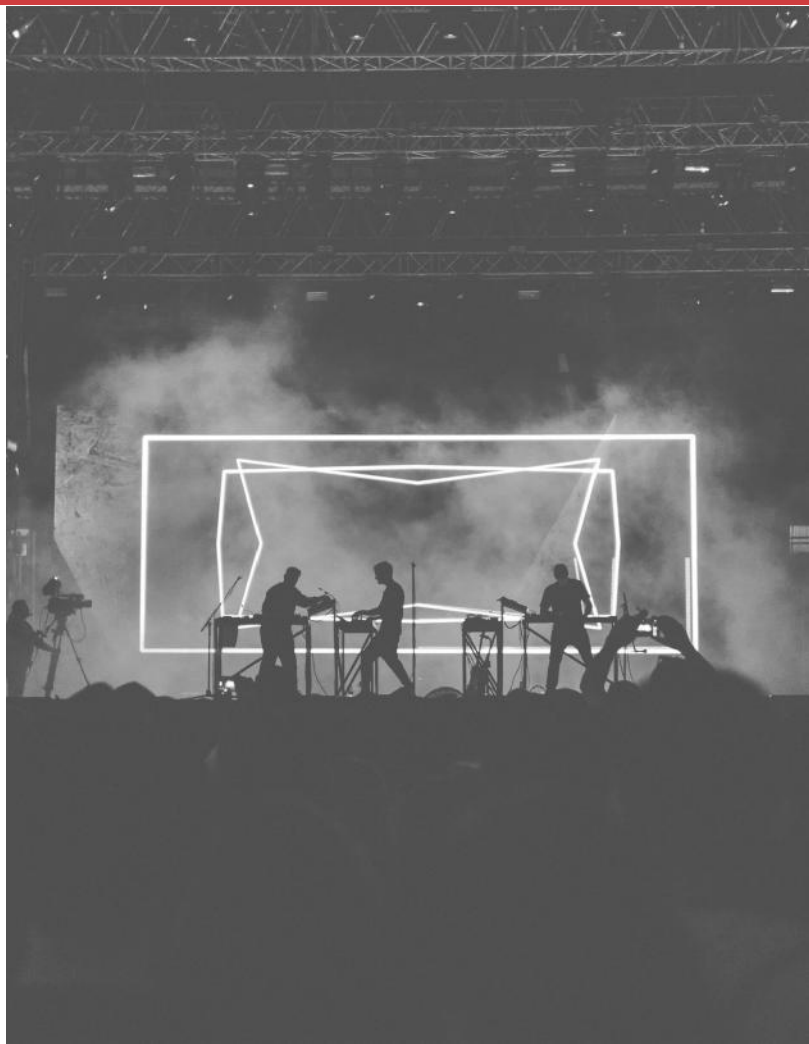
AUDIENCE OUTLOOK MONITOR

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

Findings from Metro Detroit and the Surrounding Region

Overview of Results: October 2021

In Partnership with



Contents

3 About the Study

4 Vaccination

6 Returning to In-Person Programs

8 In-Person Experiences

9 Engagement with Digital Programming



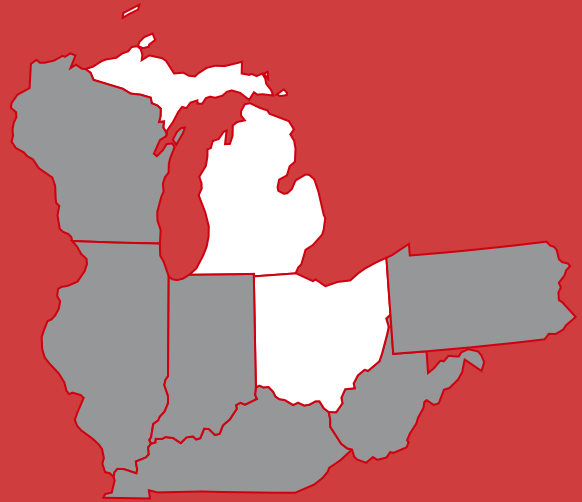
About the Study

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.

CultureSource hosted a cohort of 17 organizations for Phase 1 in 2020, which expanded to 28 organizations for Phase 2 in 2021. In Phase 2, a small group of Toledo area organizations were added to the cohort.

Participating organizations will deploy the survey either three times or five times in 2021, depending on the size of their database

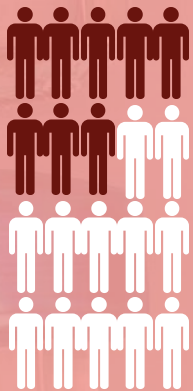
This report covers results from the fifth deployment, launched October 12th, which generated approximately 2450 completed surveys



Phase 5 Cohort Participants

- Arab American National Museum
- Chamber Music Society of Detroit
- Charles H. Wright Museum of African American History
- Detroit Chamber Winds, Great Lakes Chamber Music Festival
- Detroit Historical Museum
- Detroit Institute of Arts
- Detroit Public Theatre
- Detroit Symphony Orchestra
- Detroit Zoo
- Ford House
- Holocaust Memorial Center
- Michigan Opera Theatre/Detroit Opera House
- Michigan Science Center
- Michigan Theater
- Mosaic Youth Theatre of Detroit
- Pewabic Pottery
- Purple Rose Theater
- The Ark
- The Henry Ford
- Toledo Alliance for the Performing Arts (symphony and ballet)
- University Musical Society
- University of Michigan Museum of Art
- War Memorial

Vaccination



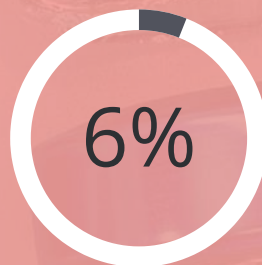
93%

Of respondents are partially or fully vaccinated

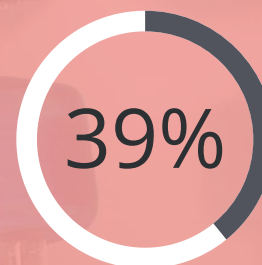
When will vaccinated respondents be ready to return to in-person arts and cultural events?



Ready Now
41% In August



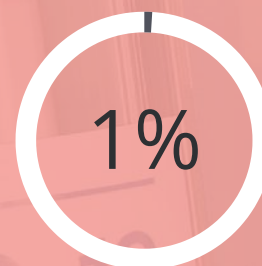
Waiting for others in their network to get vaccinated
5% in August



Waiting for low infection rates
51% In August

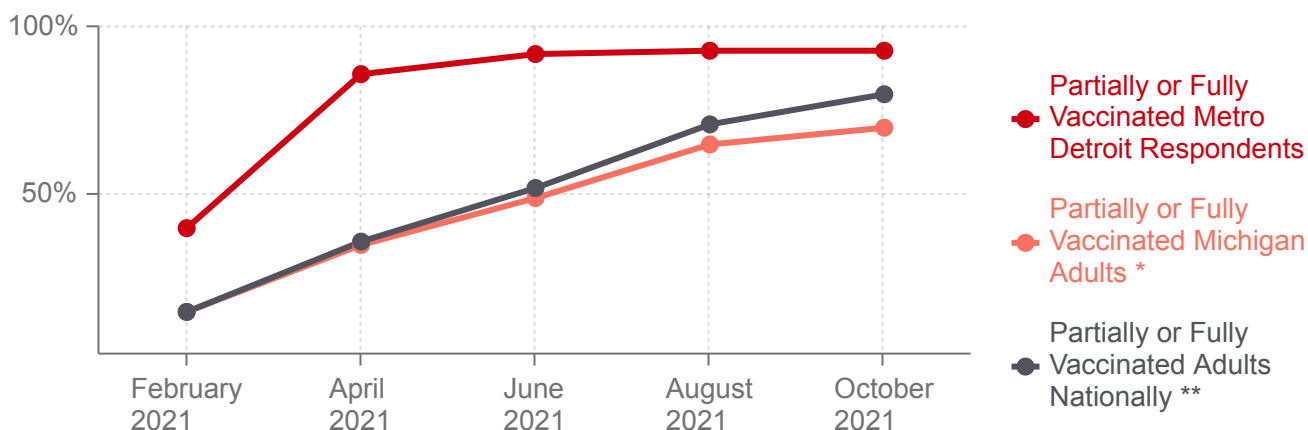


Waiting for safety measures to be removed
2% in August



Waiting to be certain of immunity
1% In August

How do our respondent's vaccination rates compare to national figures?



* Visit https://www.michigan.gov/coronavirus/0,9753,7-406-98178_103214-547150--,00.html for Michigan data
 ** Visit <https://covid.cdc.gov/covid-data-tracker/#vaccinations> for national data

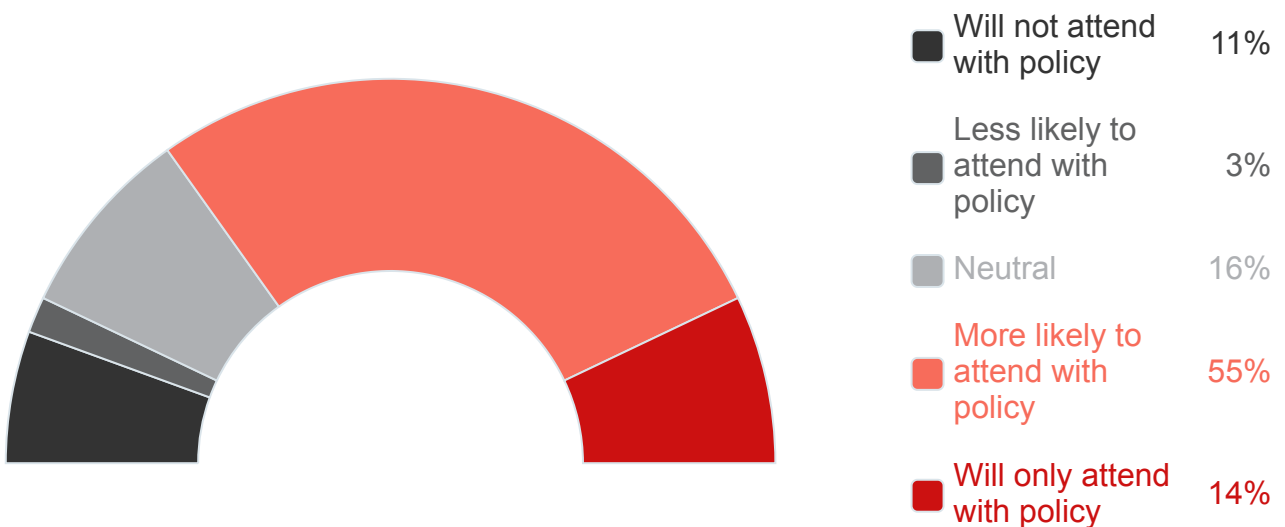
Vaccination

66%



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?



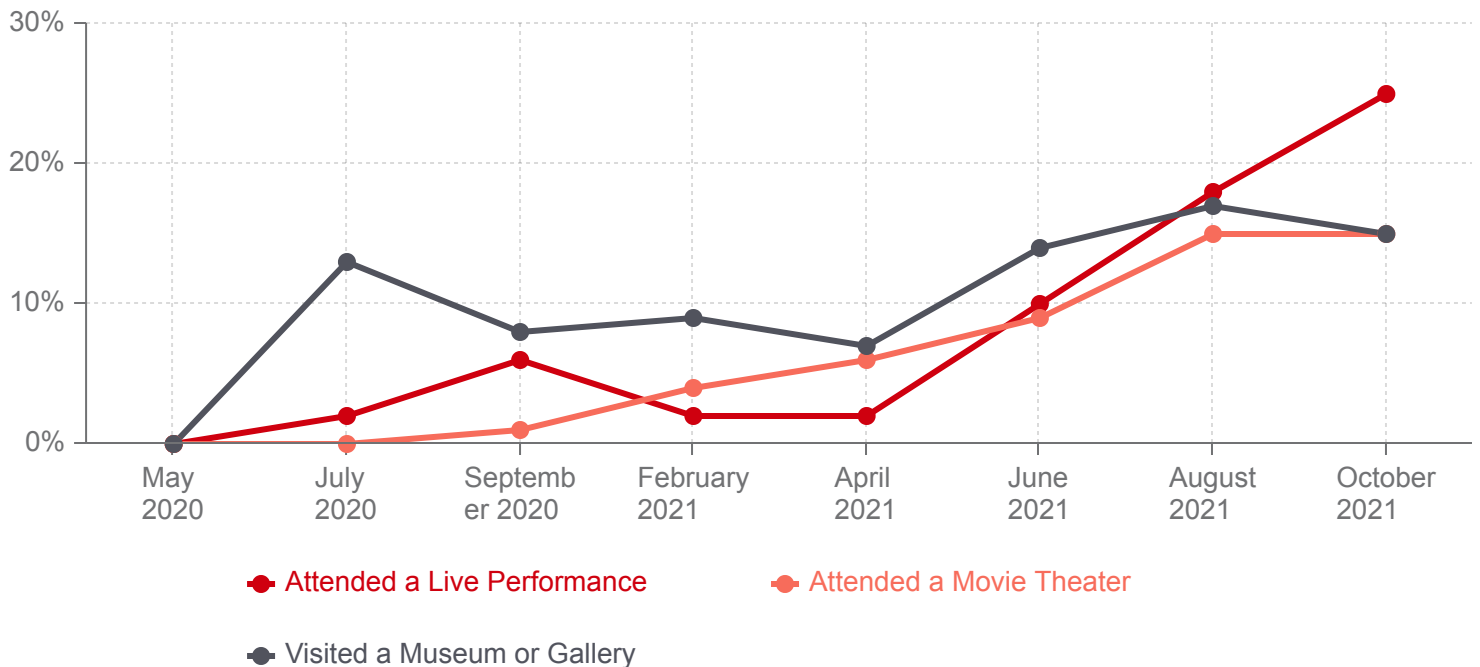
In August, 8% of respondents reported that they would NOT attend with this policy and 10% of respondents reported that they would ONLY attend with this policy.

"It is my choice whether I wish to risk myself in this way. How dare anyone else try to decide for me how much risk I am allowed to take?."

"My comfort level goes way up when I know everyone around me has done what they can to be safe.."

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?

"Better spacing between people. I can decline a restaurant table if the situation is not comfortable, but need to buy a ticket in advance for theater without first assessing the situation."

"A theater experience is generally for a longer period of time than a restaurant experience. And it's easier to distance oneself in a restaurant."

"People need to eat but they do not need to go to the theater. Restaurant eating is a communal and social event. Going to the theater is less so. More people eat out than go to the theater and are more likely to be invited out to a restaurant. Restaurant eating can be more spontaneous and more of a day-to-day activity."

Returning to In-Person Programs

Indoor Events

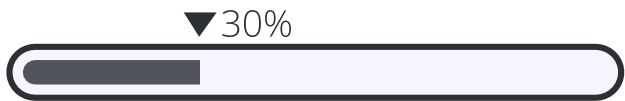
What are the minimum level of health safety measures that you require in order to attend an indoor cultural event this week?



I would NOT attend under any of these circumstances



I would attend with masks, proof of vaccination, and distancing



I would attend with masks and proof of vaccination



I would attend if masks were required, but nothing else



I would attend under any circumstances

Outdoor Events

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



I would NOT attend under any of these circumstances



I would attend with masks, proof of vaccination, and distancing



I would attend with masks and proof of vaccination



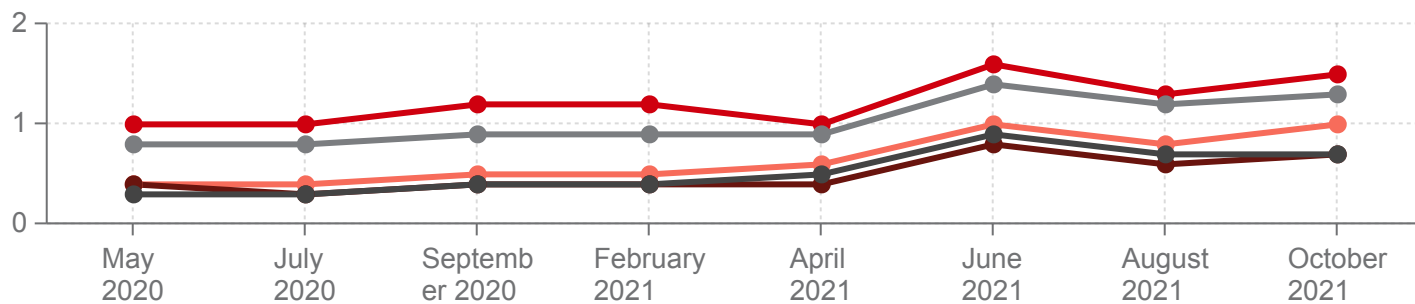
I would attend if masks were required, but nothing else



I would attend under any circumstances

Comfort Level Attending Different Cultural Facilities

0 = Not Comfortable and 2 = Very Comfortable



● Museum or Gallery

● Large Theatre or Concert Hall

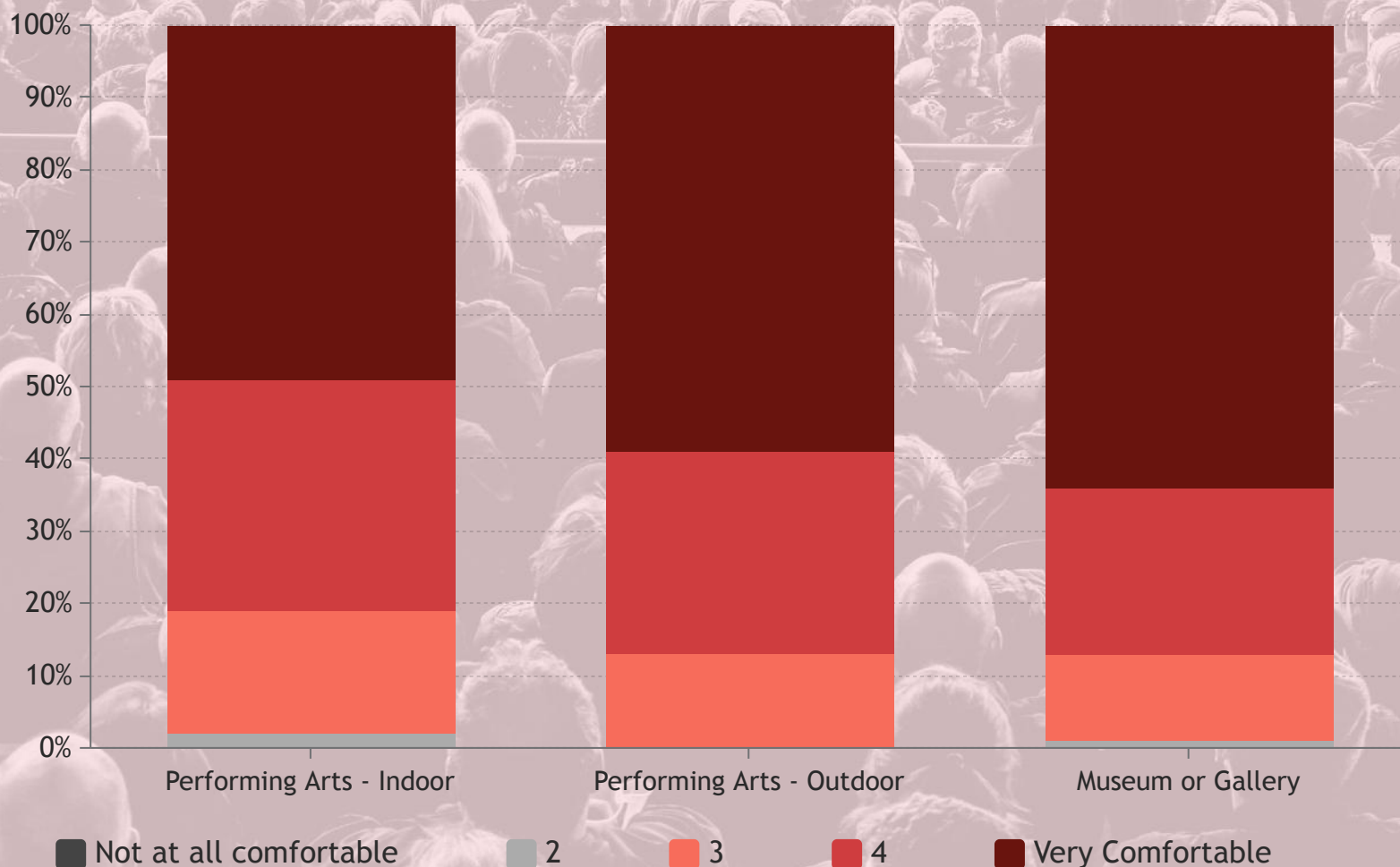
● Comedy Club or Live Music Venue

● Hands-On Museums

● Community Arts Spaces

In-Person Experiences

How comfortable did respondents feel at in-person events?



What would have made respondents feel more comfortable?

"Enforce masking a little better (a few audience members didn't keep masks over their noses and some removed them to eat or drink) and require vaccination of any performers who sang without masks."

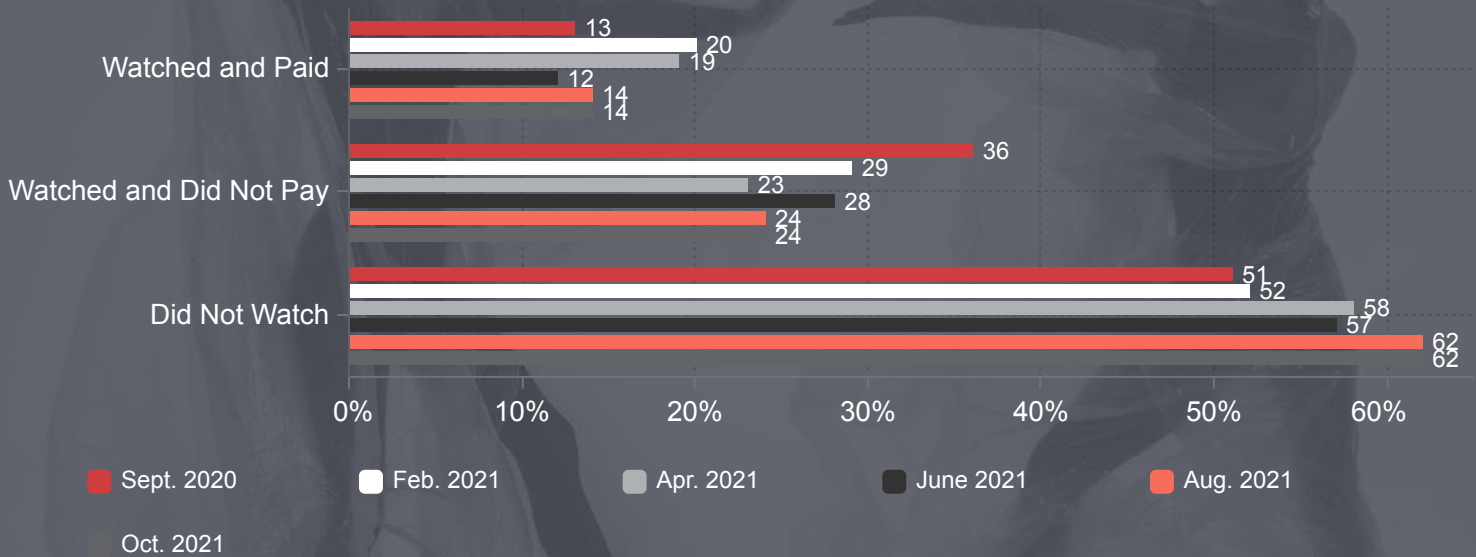
"Interesting they said they were going to check that patrons were vaccinated but we were not nor did we see anyone else being asked."

"They required masks and proof of vaccination, that was important to me. Allowing space between parties of ticket holders would have been even better, but probably not economically practical."

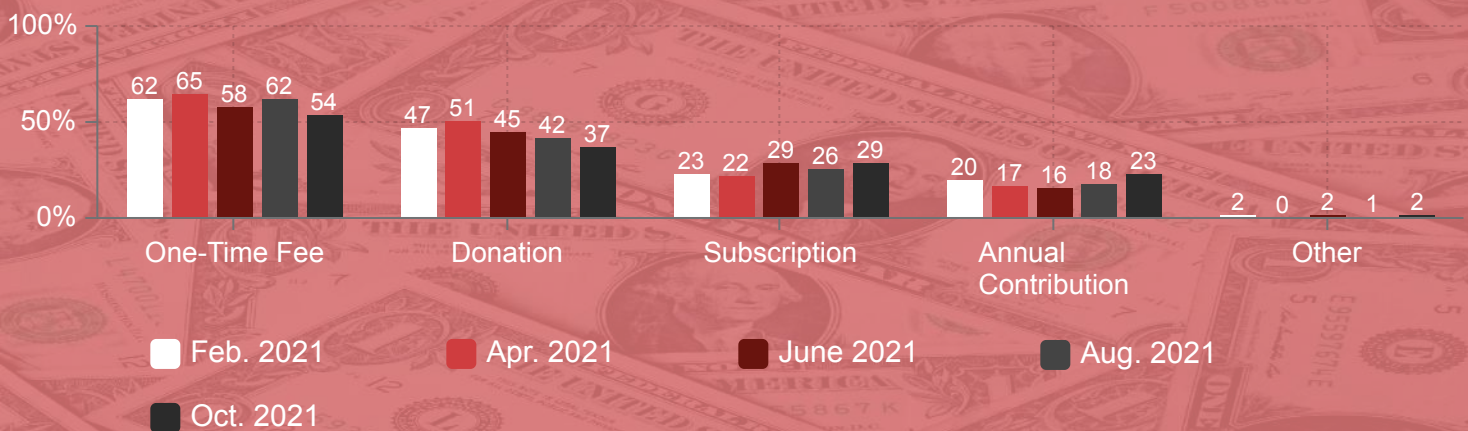
"Require masks. Have hand sanitizer more available, and have proctors encouraging social distancing."

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 around the country and internationally visit audienceoutlookmonitor.com.

Sign up for our newsletter for announcements about executive briefings, deep-dive webinars, and more.