

# AUDIENCE OUTLOOK MONITOR

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

## Findings for Pittsburgh Cohort

Overview of Results: September 2021



In Partnership with



GREATER PITTSBURGH ARTS COUNCIL

**Arts loud and clear**

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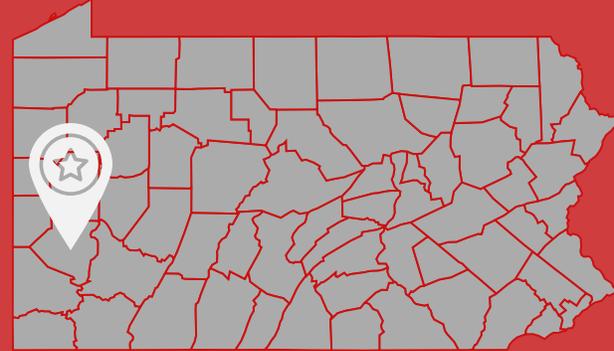


# About the Study

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.

Greater Pittsburgh Arts Council hosted a cohort of 24 organizations for Phase 1 in 2020, and is hosting a cohort of 15 organizations for Phase 2 in 2021.

This report covers results from the third and final deployment, launched September 14, 2021, which generated approx. 1,500 completed surveys.



## Cohort Participants

- Carnegie Museum of Art
- Carnegie of Homestead Music Hall
- Contemporary Craft
- Jergels Rhythm's Grille
- Mattress Factory
- MCG Jazz
- Mr. Smalls Theatre
- New Hazlett Theater
- Pittsburgh CLO
- Pittsburgh Glass Center
- Pittsburgh Opera
- Pittsburgh Playhouse
- Pittsburgh Public Theater
- Texture Contemporary Ballet
- Touchstone Center for Crafts



# Vaccination



**89%**

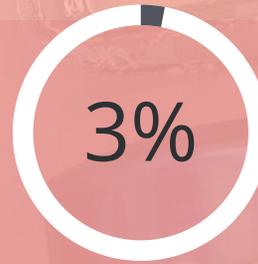
Of respondents are partially or fully vaccinated

93% in July

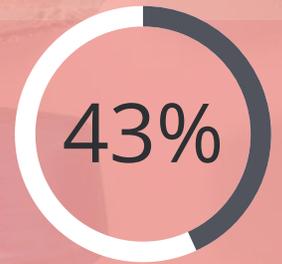
When will vaccinated respondents be ready to return to in-person arts and cultural events?



Ready Now  
66% in July



Waiting for others in their network to get vaccinated  
4% in July



Waiting for low infection rates  
28% in July

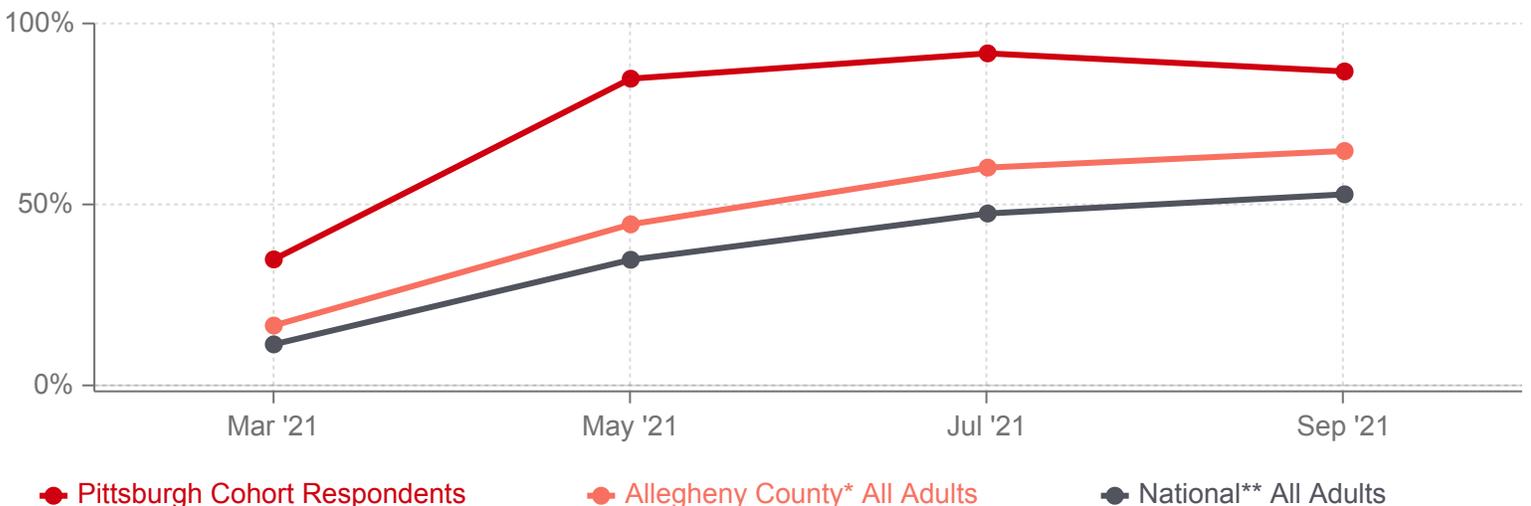


Waiting for safety measures to be removed  
1% in July



Waiting to be certain of immunity  
1% in July

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



\* Visit the [Pennsylvania Department of Health](#) website for Allegheny County vaccine data.  
\*\* Visit the [Center for Disease Control and Prevention](#) website for national vaccine data.

# Vaccination

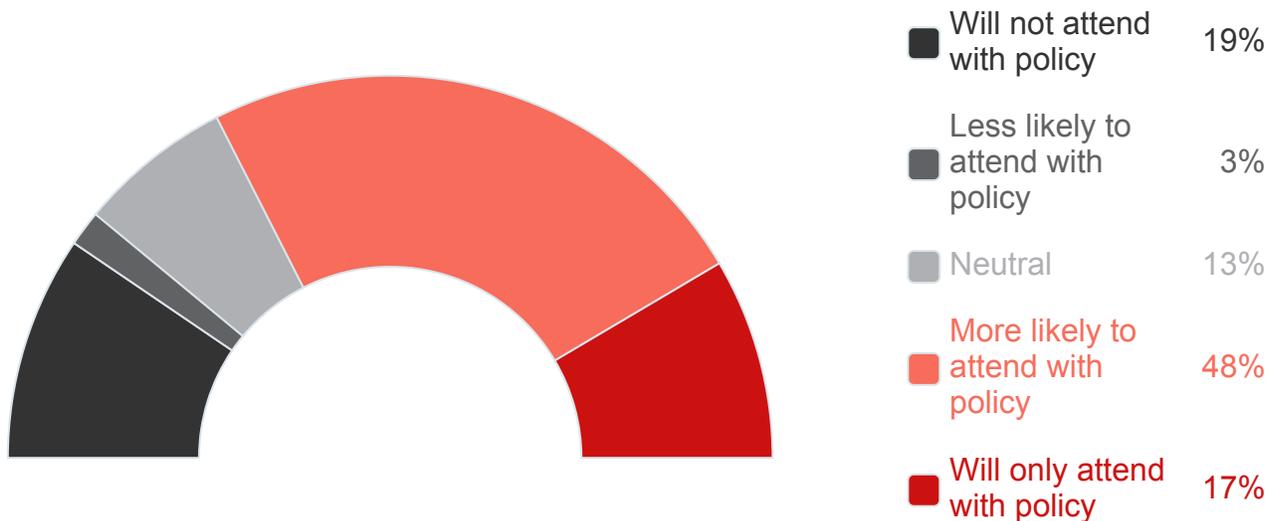
65%

86% in July



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?

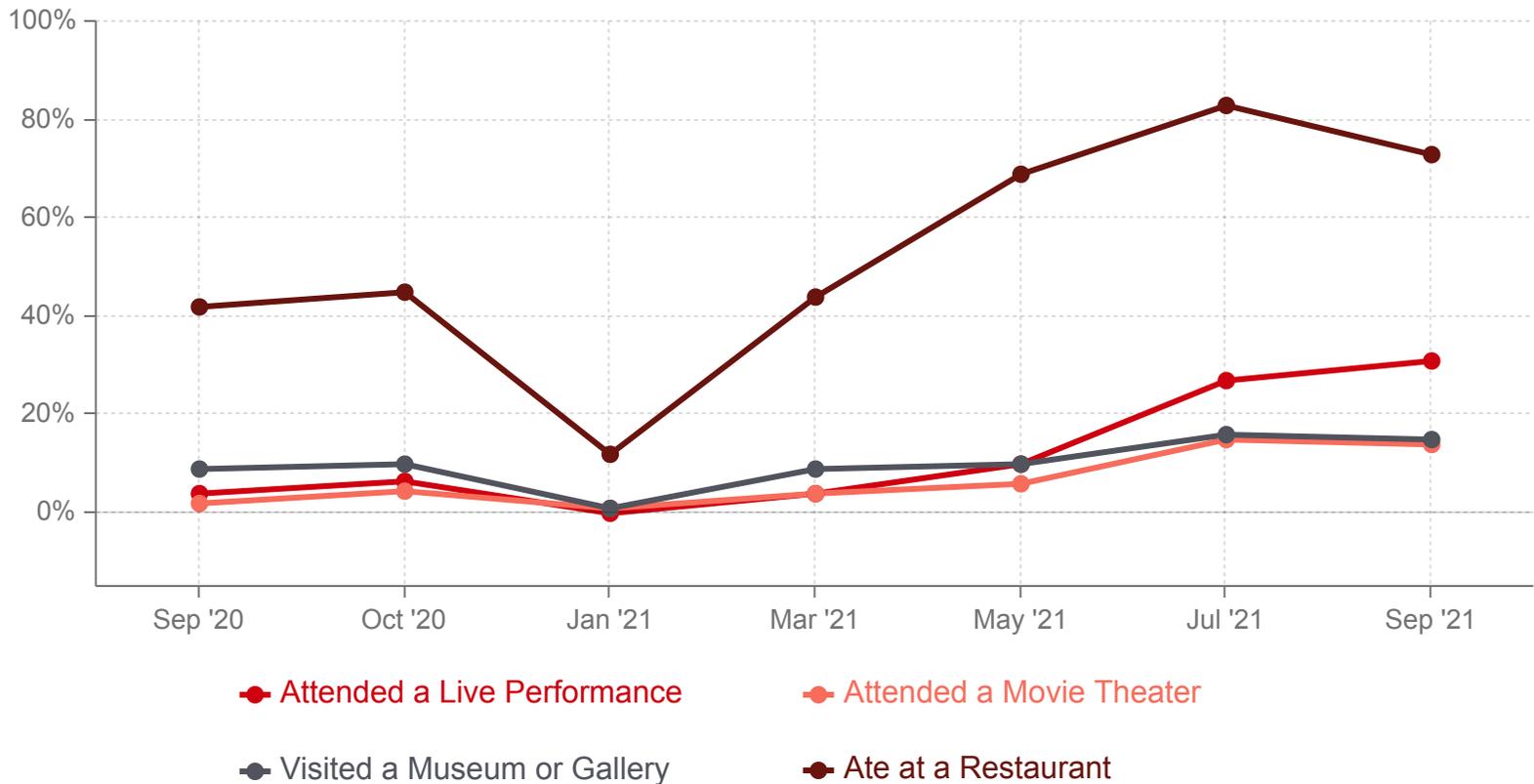


*"I am vaccinated but my daughter is not (she is too young to receive the vaccine right now) so we could not attend. I also feel that organizations ... do not have the right to require attendees to be vaccinated and this would be a disappointment for me if they moved in this direction. Let the State enforce these kinds of requirements."*

*"Although I understand transmission may still occur, the likelihood is less and I believe my vaccination makes it safe enough to be around other vaxxed people"*

# 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?

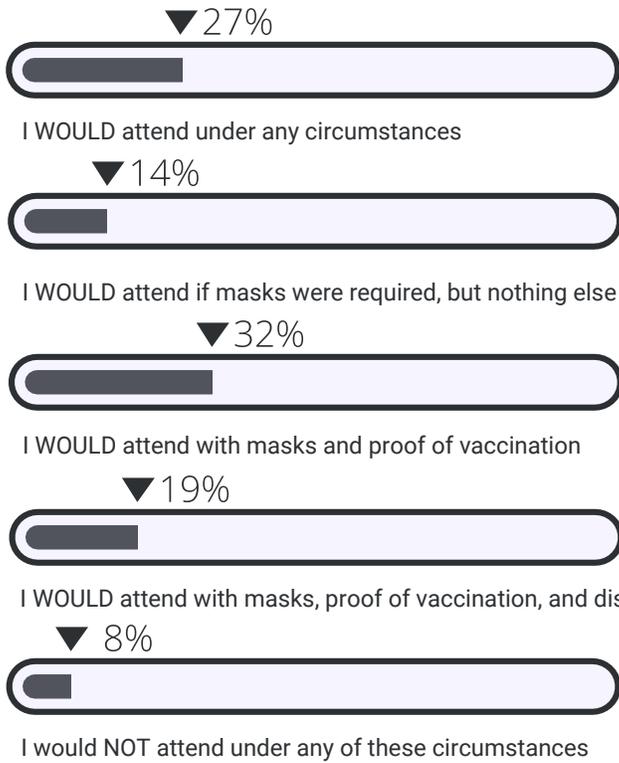
*"Because at a restaurant my group is still separated from other groups and we only interact with the waiter / waitress. At a theater I have no clue who is sitting directly next to me, behind me, in front of me, etc. and know if they are vaccinated and what / where they've been in the last two weeks"*

*"In a restaurant, practicing safe distancing and masks of employees as well as customers when not eating, it is more controllable especially if outdoor seating is available. In theaters, even though mask requirements are recommended not everyone follows the requirement, therefore, I feel more vulnerable sitting in an audience no matter the distancing. If it is an outdoor performance with distancing I would feel somewhat safer depending the rate of infection in the area."*

# Returning to In-Person Programs

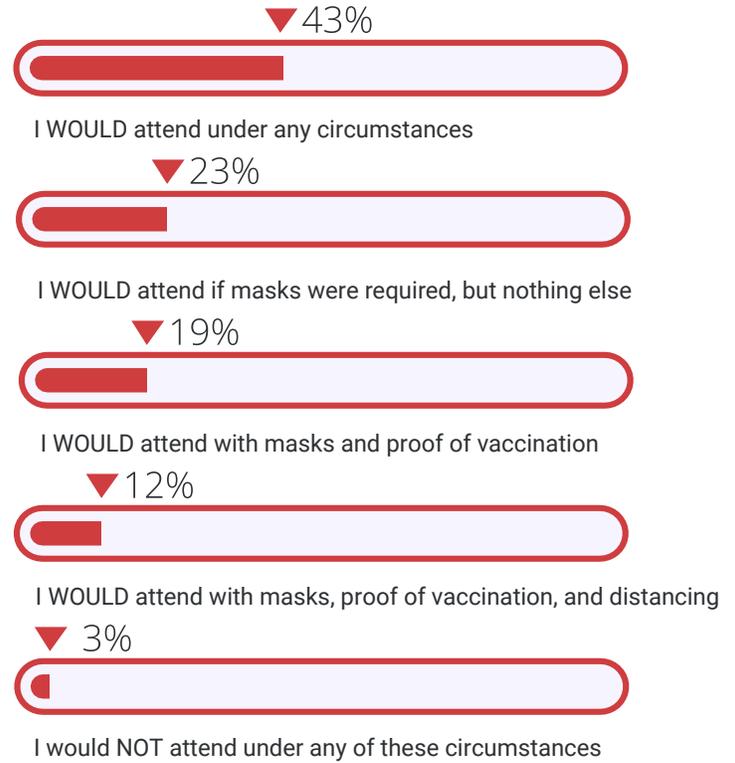
## Indoor Events

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



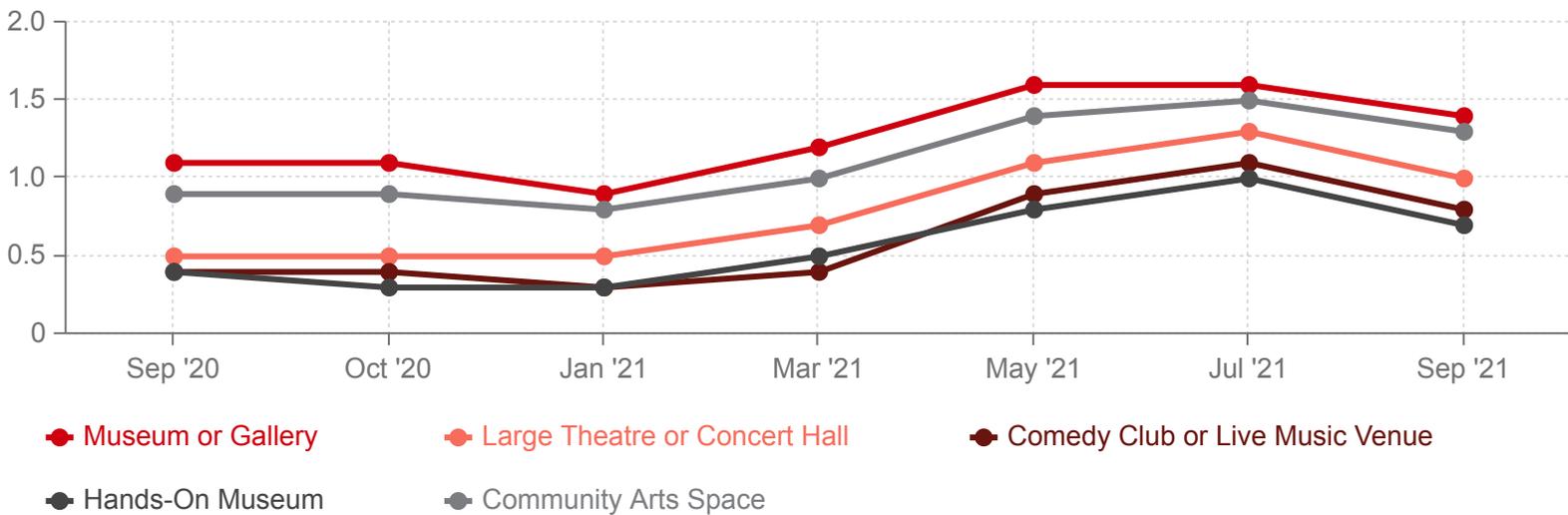
## Outdoor Events

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



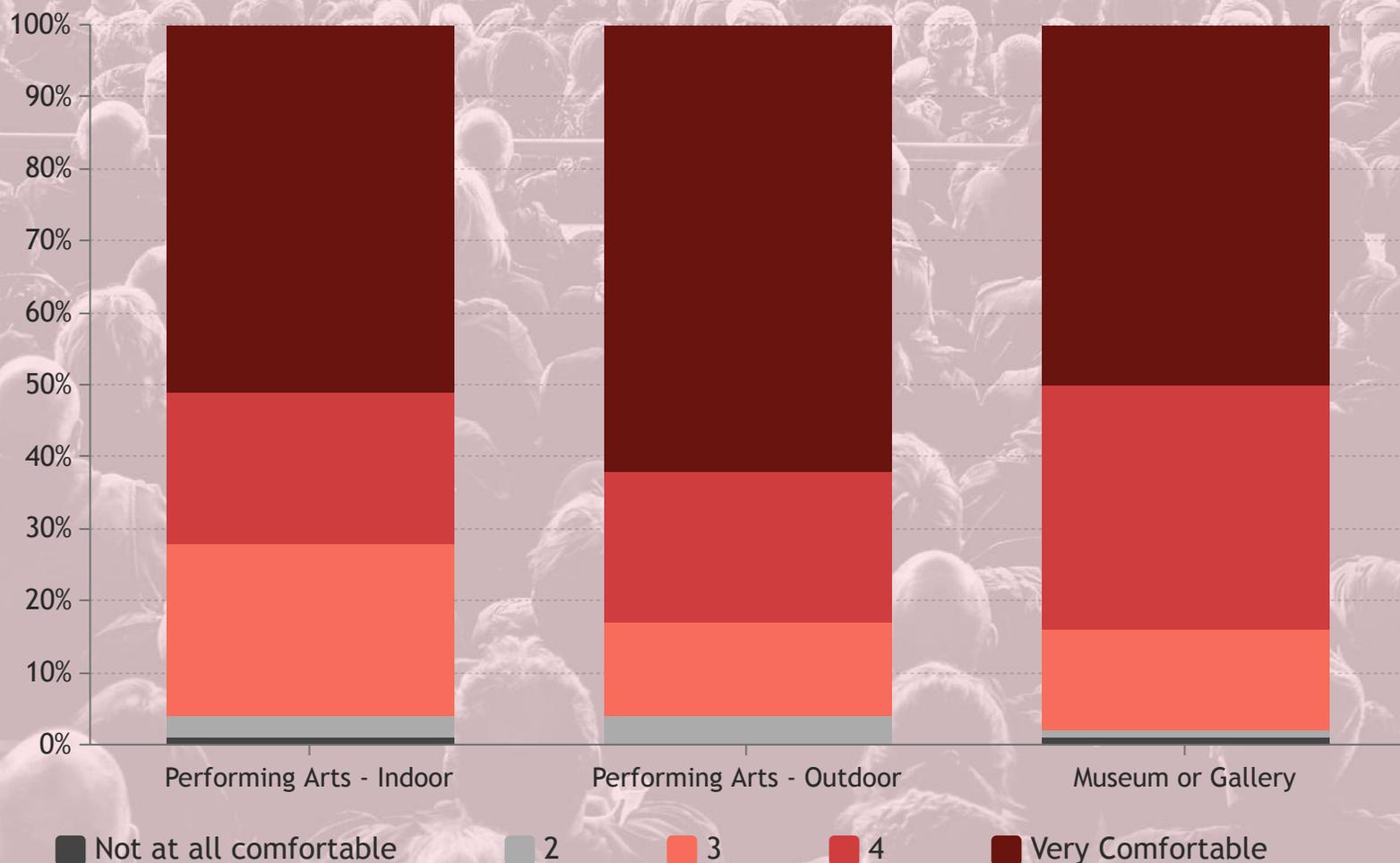
## Comfort Level Attending Different Cultural Facilities

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 social distancing. I greatly appreciated the universal masking requirement, staff vaccination mandate, and having all patrons provide proof of vaccination or a negative test result within 72 hrs of the event."*

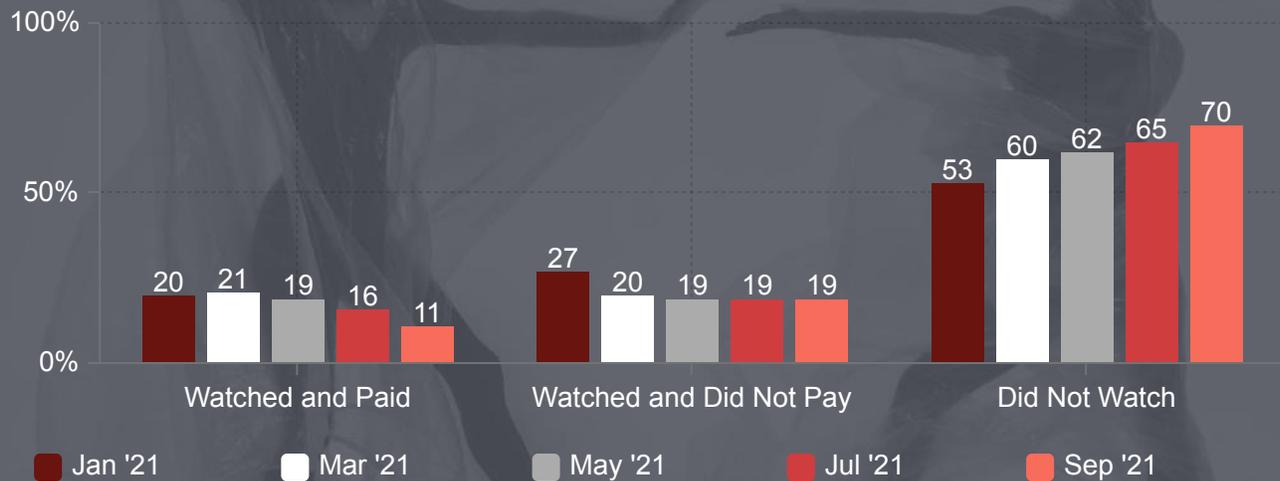
*"I didn't feel comfortable in the smaller, more crowded galleries but felt very safe at the outdoor performances where I could move to be away from others as I chose."*

*"Nothing really, there is always some level of risk involved, but an outdoor venue has significantly less risk. Requiring proof of vaccine or recent test provides the most comfortable in attending. Most people do not want to wear a mask at an event. It is not reasonable to assume that they will."*

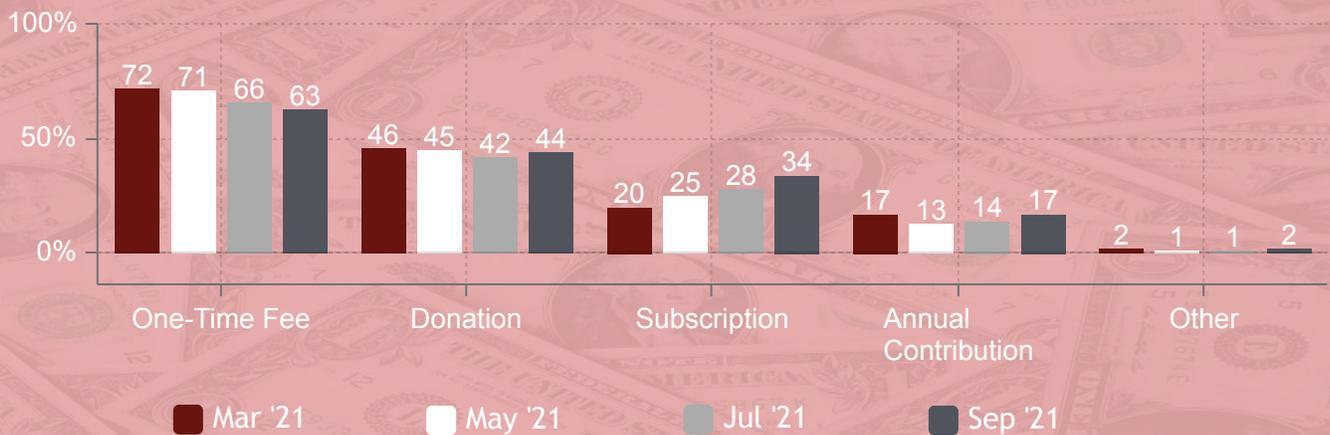
*"They did a good job. I don't think further precautions were possible. That doesn't mean that I'll feel comfortable though."*

# 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](https://audienceoutlookmonitor.com).

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