

# AUDIENCE OUTLOOK MONITOR

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

## Findings for Milwaukee Cohort

Overview of Results: August 2021



In Partnership with

IMAGINE **MKE**

# Contents

3 About the Study

4 Vaccination

6 Returning to In-Person Programs

9 Engagement with Digital Programming

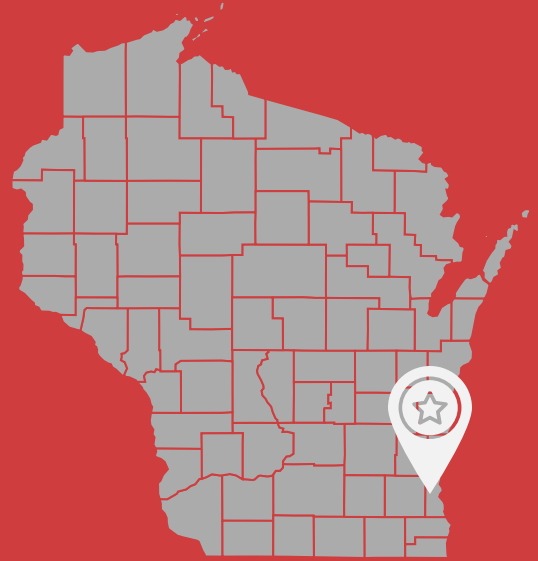


# About the Study

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 being administered by WolfBrown.

Imagine MKE is hosting a cohort of 15 organizations for this study.

This report covers results from the third deployment, launched August 10th, 2021, which generated approx. 3,400 completed surveys.



## Cohort Participants

- Bel Canto Chorus
- Betty Brinn Children's Museum
- Danceworks, Inc
- Discovery World
- First Stage
- Marcus Center for the Performing Arts
- Milwaukee Art Museum
- Milwaukee Ballet
- Milwaukee Public Museum
- Milwaukee Rep
- Milwaukee Youth Symphony Orchestra
- Next Act Theatre, Inc.
- Renaissance Theaterworks, Inc
- Skylight Music Theatre
- Zoological Society of Milwaukee





# Vaccination

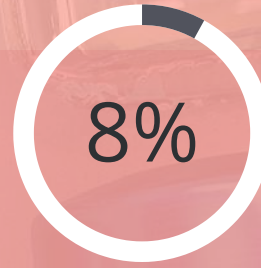


89%

Of respondents are partially or fully vaccinated

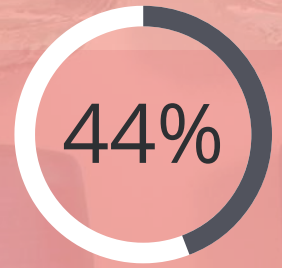
87% in June

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



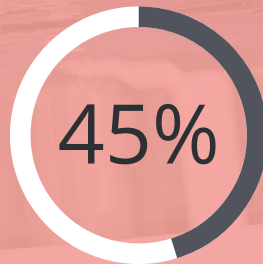
Waiting for others in their network to get vaccinated

12% in June



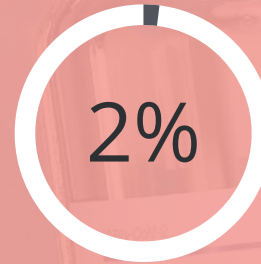
Waiting for low infection rates

26% in June



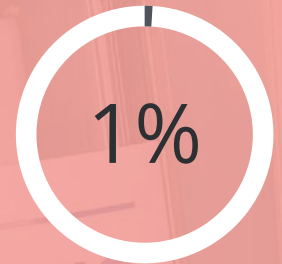
Ready Now

61% in June



Waiting for safety measures to be removed

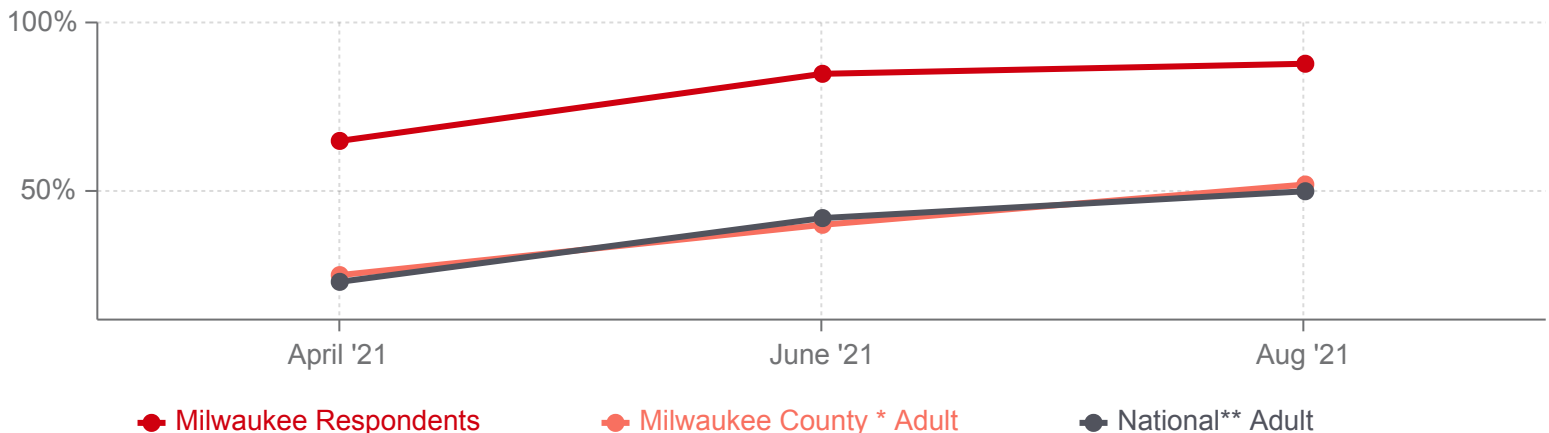
1% in June



Waiting to be certain of immunity

1% in June

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



\* Visit the Wisconsin Department of Health Services website for Milwaukee County vaccine data.

\*\* Visit the Center for Disease Control and Prevention website for national vaccine data.

# Vaccination

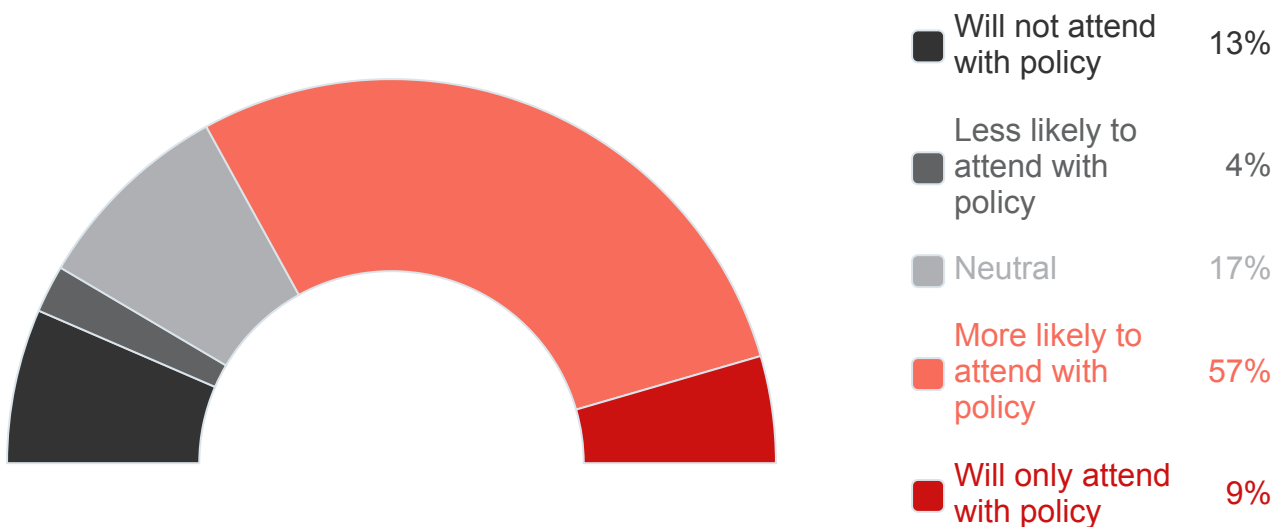
65%

89% in June



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?**

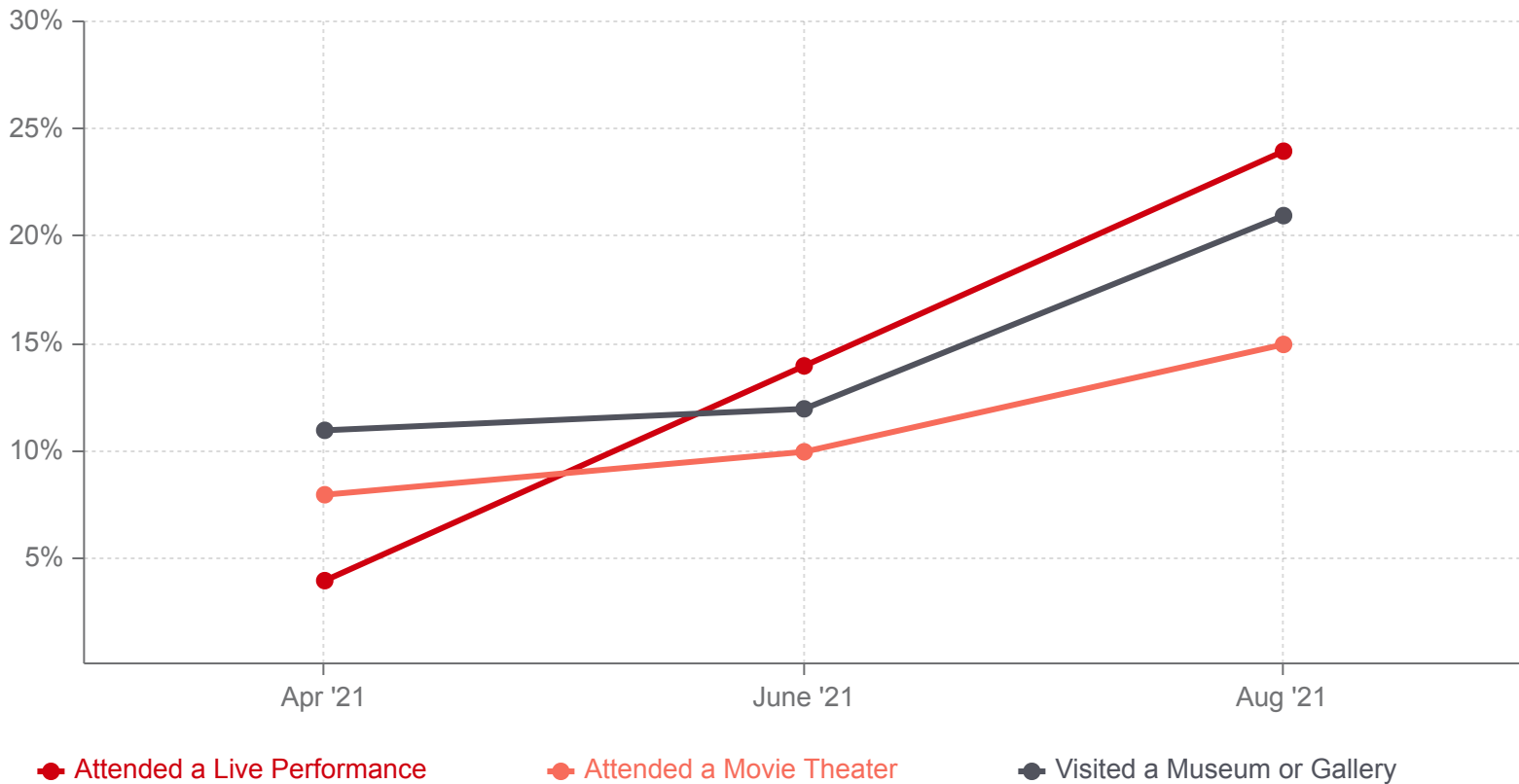


*"New research suggests that vaccination does not prevent transmission of the virus to others, so I don't think the policy makes sense as a means to prevent transmission, and therefore seems more politically charged than science-based. Also, I do not think the policy is fair to those who can't be vaccinated."*

*"I don't trust that people will keep masks on, even if required. I want to enjoy the performance, and I think masks would hinder it. A very small percentage of the population can't get vaccinated, everyone else should. If the venue lets people know clearly and in advance that this is the policy, then I think it's perfectly acceptable. Theaters have other rules; getting vaccinated should be just another requirement so that we can all enjoy the performance."*

# Returning to In-Person Programs

Have respondents attended in-person events in the last two weeks?



Is there anything you'd like to share about why you're waiting to resume attending in-person arts and cultural events?

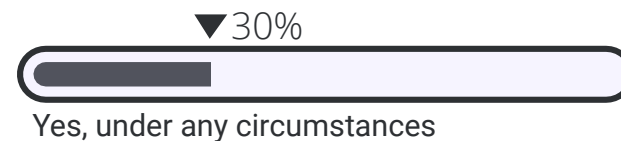
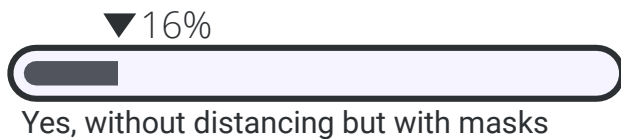
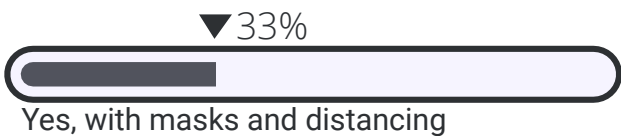
*"I totally support mask wearing and social distancing- but I find it cumbersome and uncomfortable to mask for extended periods of time- anything over an hour is an issue for me so cultural events of longer duration are problematic and I won't attend them until we can unmask safely."*

*"Also concerned that venues that "require" masking or vaccination proof won't actually enforce the policy. We've all seen people walk into a store with a mask in place and then take it off, lower it to their chin, or dangle it from an ear. And no one says a word... Are venues going to actually kick people out if they remove their masks once they are past the entrance or during the performance?"*

# Returning to In-Person Programs

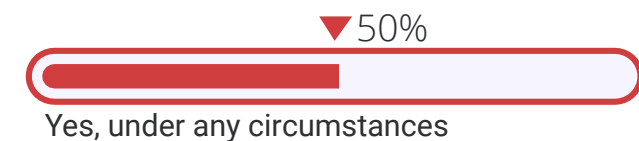
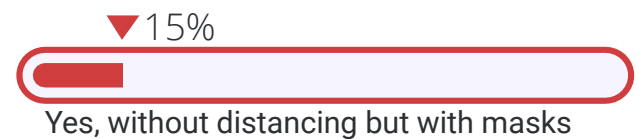
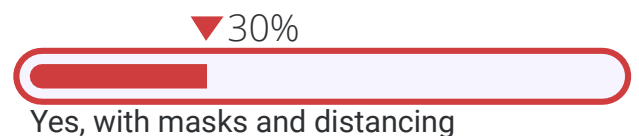
## Indoor Events

If given the opportunity, would you attend an indoor cultural event this week, assuming that both vaccinated and unvaccinated people might be in attendance?



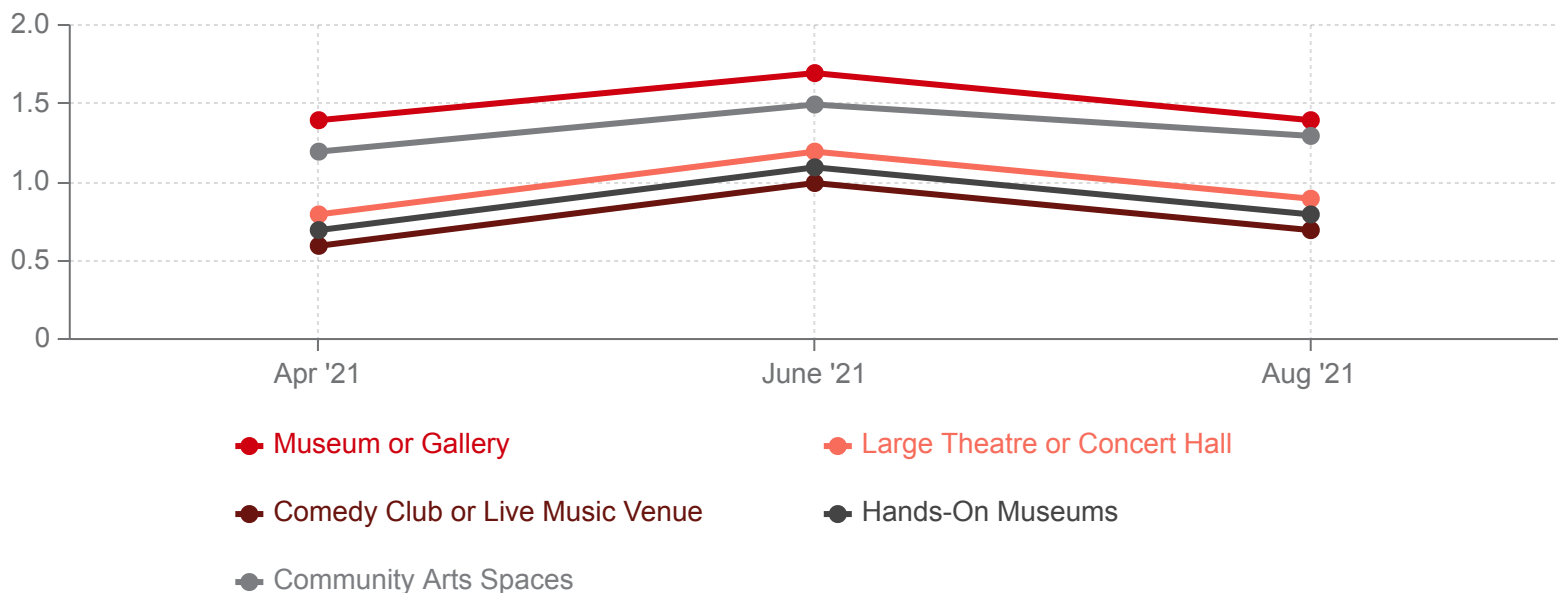
## Outdoor Events

If given the opportunity, would you attend an outdoor cultural event this week, assuming that both vaccinated and unvaccinated people might be in attendance?



## Comfort Level Attending Different Cultural Facilities

0 = Not Comfortable and 2 = Very Comfortable



# Returning to In-Person Programs

As they re-open, arts and cultural organizations are considering a wide range of safety measures to reduce the risk of COVID-19 transmission at in-person events. Which policies are prerequisites for you to attend this week?

Museums

**#1**

54% - Mask requirements indoors

**#2**

33% - Advanced ticket purchases with limited capacity

**#3**

29% - Visitors state that they don't have COVID-19

Performing Arts

**#1**

46% - Mask requirements indoors

**#2**

41% - Proof of vaccination or negative COVID-19 test

**#3**

17% - Mask requirement outdoors

Which policies are deal breakers for you to attend this week?

Museums

**#1**

30% - Mask requirement outdoors

**#2**

29% - Collecting contact information for contact tracing

**#3**

18% - Mask requirement indoors

Performing Arts

**#1**

19% - Collecting contact information for contact tracing

**#2**

18% - Proof of vaccination or negative COVID-19 test

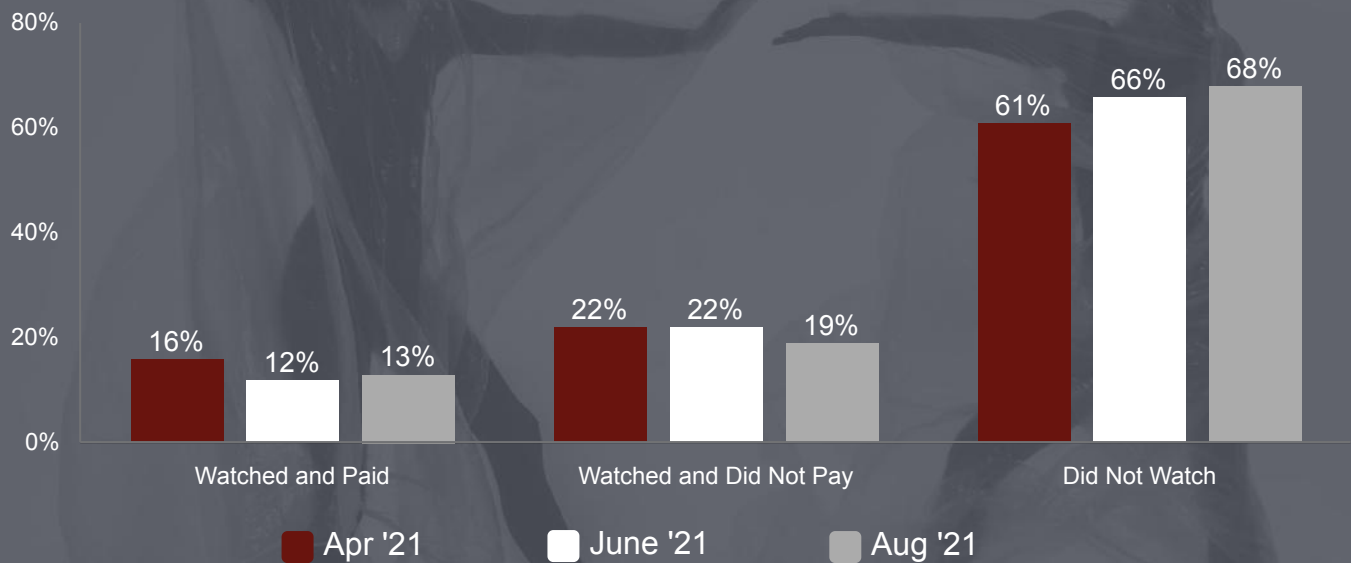
**#3**

17% - Mask requirement outdoors

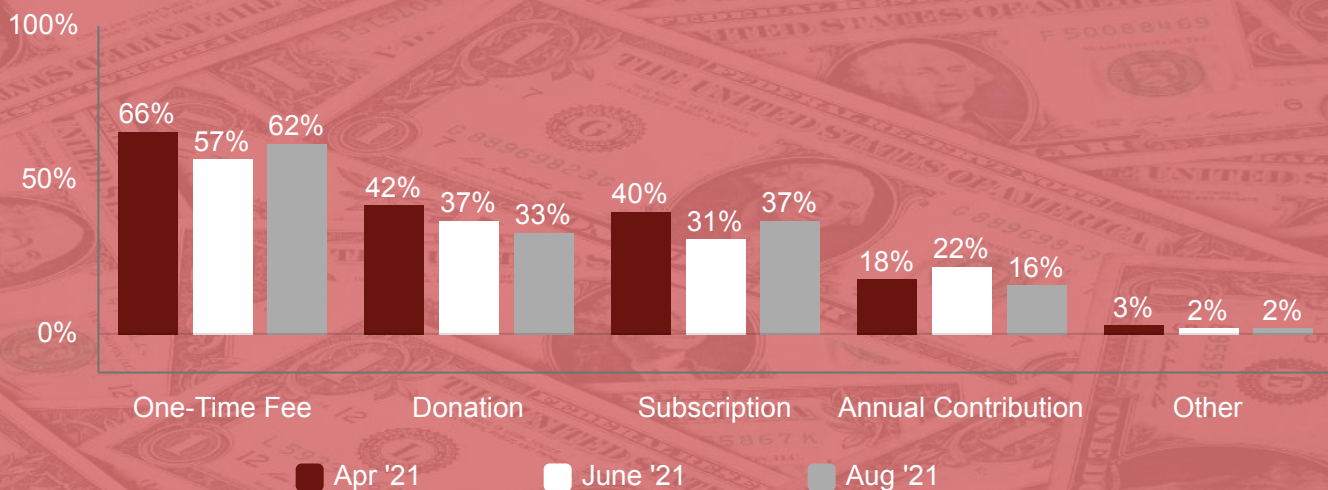


# Engagement With Digital Programming

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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