

AUDIENCE OUTLOOK MONITOR

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

Findings for New Jersey

Overview of Results: April 2021

In Partnership with



**New Jersey
Theatre Alliance**
Supporting Theatre ■ Engaging Audiences



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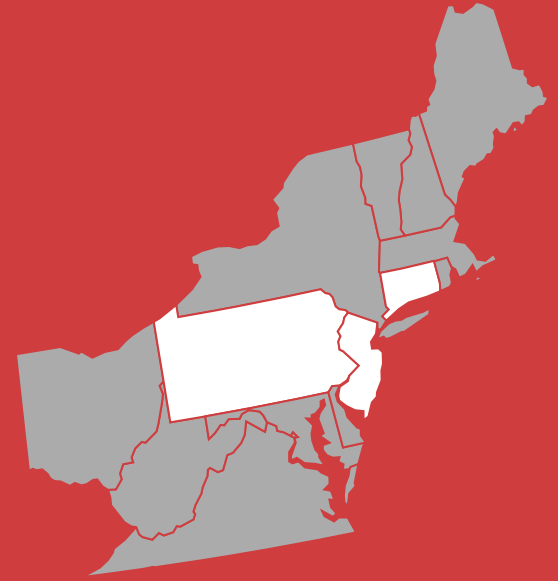
About the Study

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.

New Jersey Theatre Alliance hosted a cohort of 15 organizations for Phase 1 in 2020, and is hosting a cohort of 12 organizations for Phase 2 in 2021.

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 first deployment, launched Apr. 13th, which generated approx. 1,000 completed surveys.



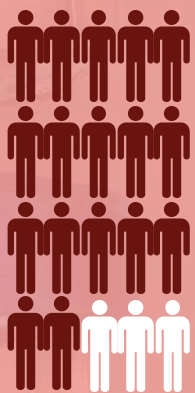
Phase 2 Cohort Participants

(Red Organizations Participated in April's Deployment)

- Count Basie Center for the Arts
- Crossroads Theatre Company
- George Street Playhouse
- Mayo Performing Arts Center
- Paper Mill Playhouse
- People's Light
- Surflight Theatre
- The Growing Stage
- Two River Theater
- Westport Country Playhouse
- Wilma Theater
- Yale Repertory Theatre



Vaccination



89%

Of respondents are partially or fully vaccinated

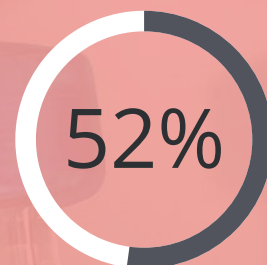
46% in February

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



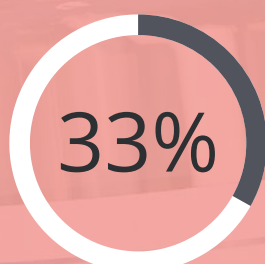
Waiting for others in their network to get vaccinated

10% in February



Waiting for low infection rates

49% in February



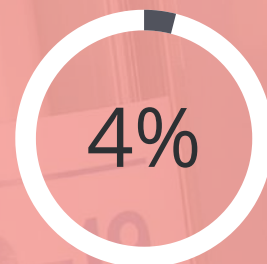
Ready Now

16% in February



Waiting for safety measures to be removed

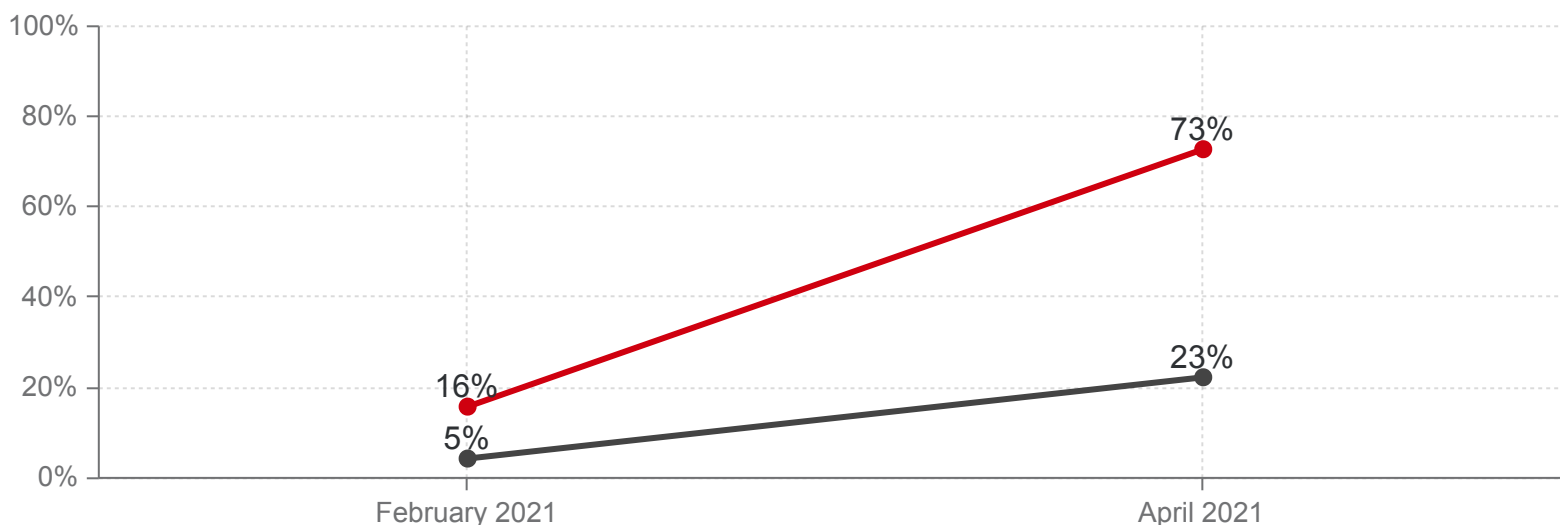
8% in February



Waiting to be certain of immunity

9% in February

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

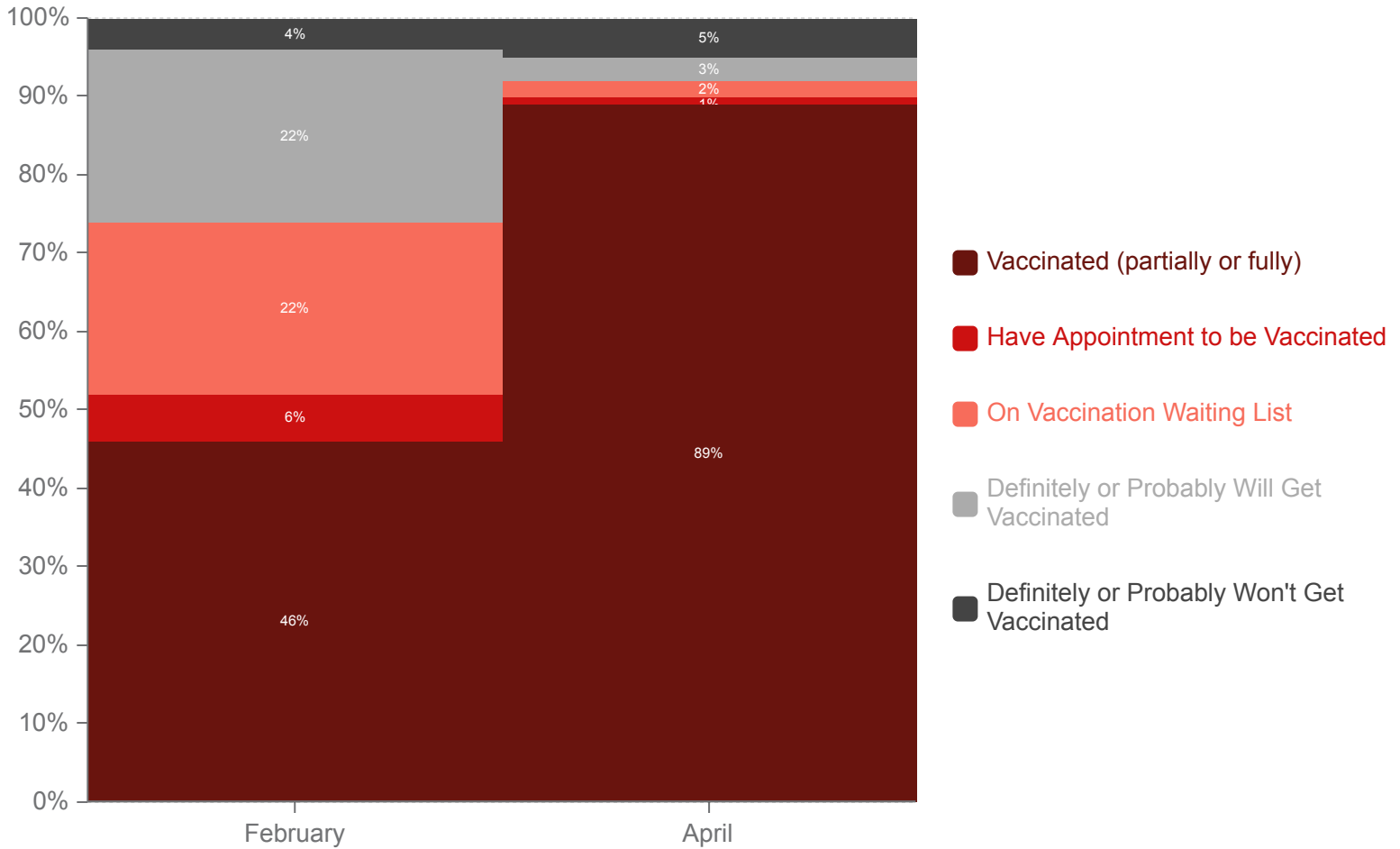


● Fully Vaccinated New Jersey Theatre Alliance Respondents

● Fully Vaccinated Adults Nationally *

*Visit the [Center for Disease Control and Prevention](https://www.cdc.gov) website for national vaccine data.

Vaccination Progress



What barriers to vaccination are unvaccinated respondents facing?

12%



Of unvaccinated respondents reported experiencing difficulty accessing information about how and where to get vaccinated

94%



Of unvaccinated respondents who will probably or definitely not get vaccinated do not trust that the COVID-19 vaccine is safe enough

Returning to In-Person Programs

Indoor Events with Distancing & Safety Measures

36%

Of respondents to surveys sent by performing arts organizations would attend an indoor event with masks and social distancing given the opportunity

18% of respondents would still attend without distancing but with masks

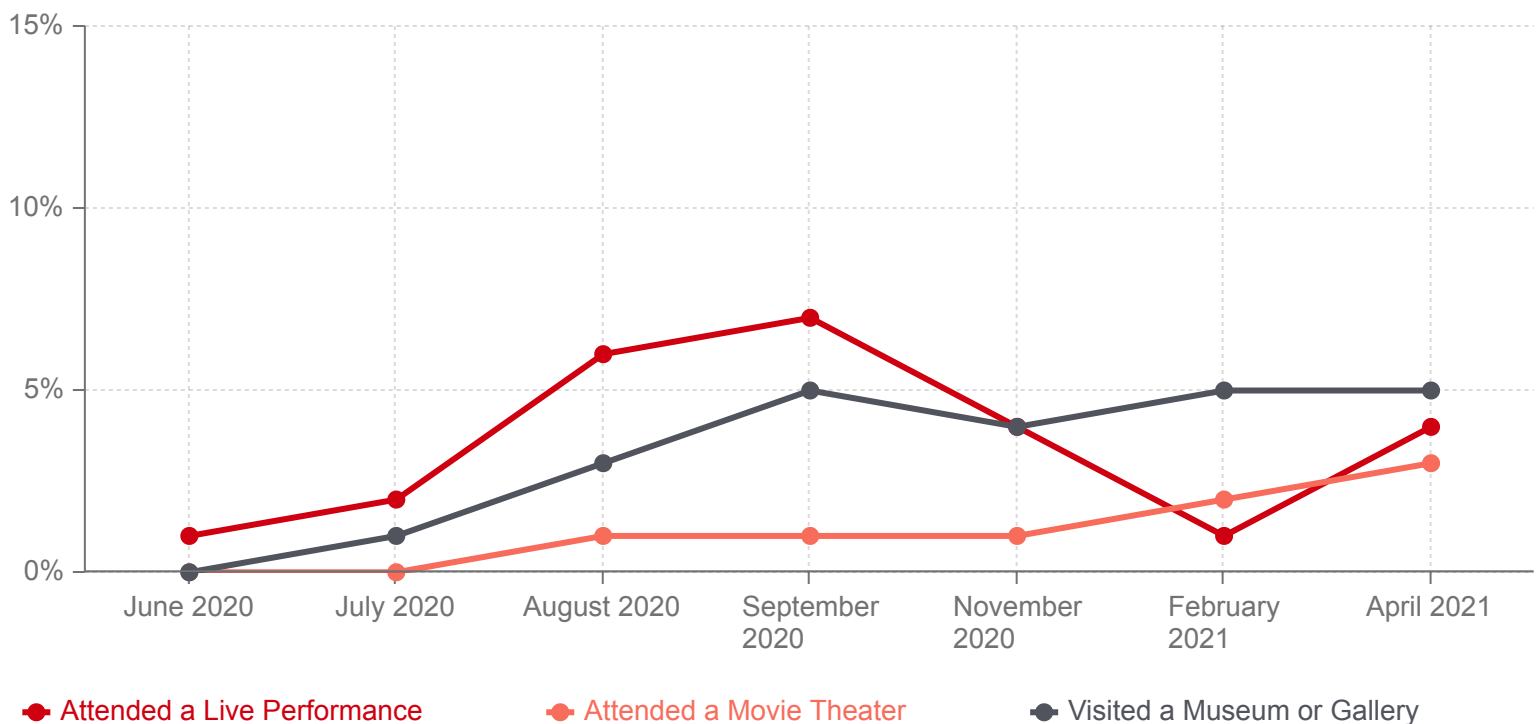
Outdoor Events with Distancing & Safety Measures

78%

Of respondents to surveys sent by performing arts organizations would attend an outdoor event with masks and social distancing given the opportunity

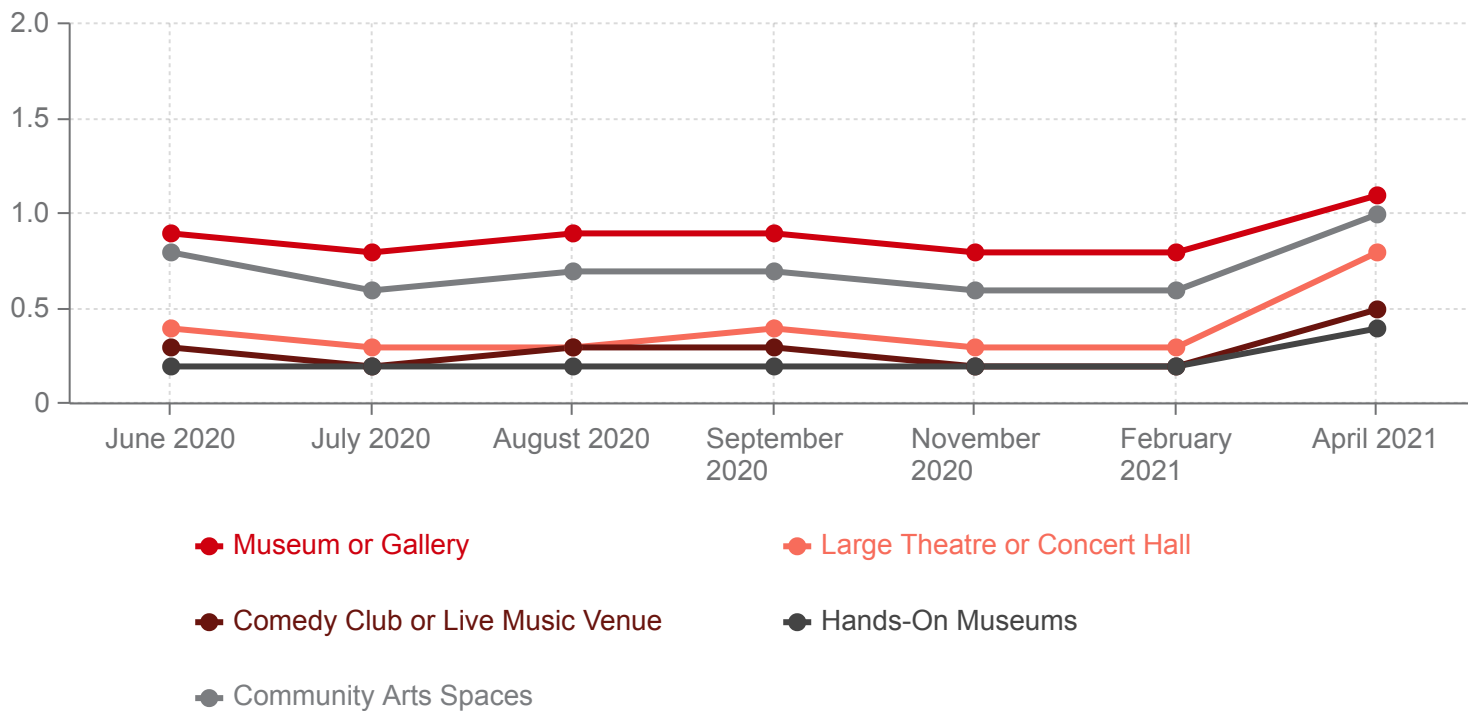
34% of respondents would still attend without distancing but with masks

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



Comfort Level Attending Different Cultural Facilities

0= Not Comfortable and 2 = Very Comfortable



When thinking about returning to the sending organization in person, what health-related topics are most important to respondents?

#1

Distancing

#2

Ventilation

#3

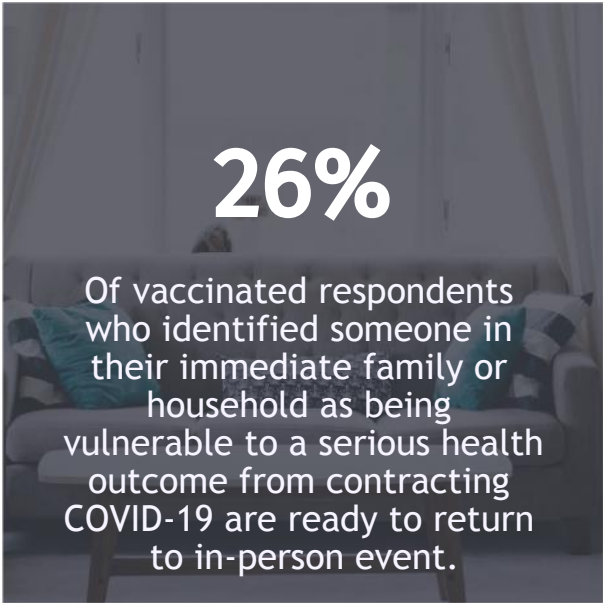
Mask-Wearing

"Honestly if you have something I want to see, I'll be there. I'm at a point of comfort to return to things even without masks and distance"

"To us it's a matter of how many people are vaccinated and that they abide by mask requirements."

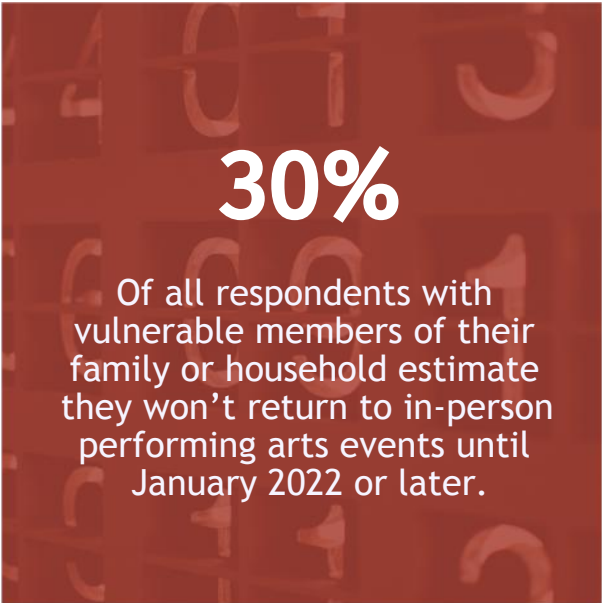
Focus on Respondents Reporting Low Levels of Readiness to Return

While respondents are being vaccinated at high rates, some groups of respondents indicate they won't be ready for some time.



26%

Of vaccinated respondents who identified someone in their immediate family or household as being vulnerable to a serious health outcome from contracting COVID-19 are ready to return to in-person event.




30%

Of all respondents with vulnerable members of their family or household estimate they won't return to in-person performing arts events until January 2022 or later.



26%

Of fully vaccinated respondents are not yet comfortable walking around a museum or gallery.

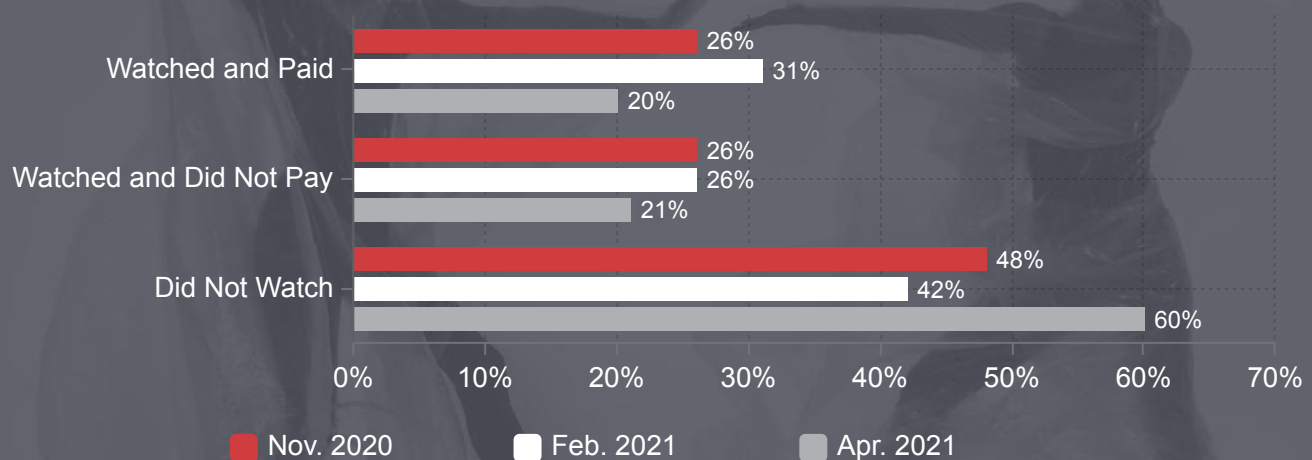


50%

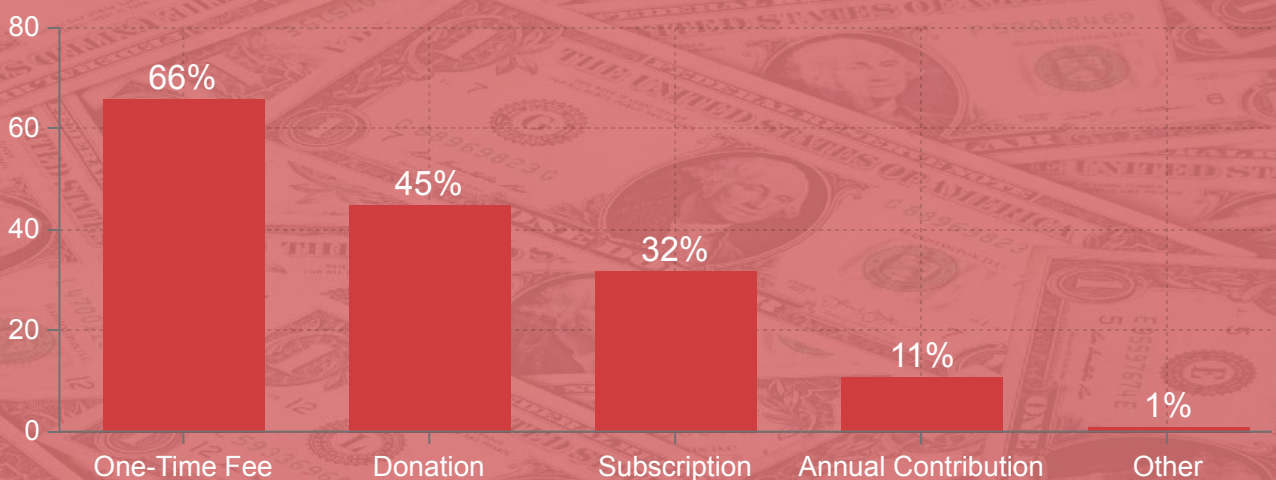
Of fully vaccinated respondents are not yet comfortable going to a large theatre or concert hall.

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 monthly executive briefings, deep-dive webinars, and more.