

AUDIENCE OUTLOOK MONITOR

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

Findings for the Orchestra Cohort

Overview of Results: August 2021



In Partnership with

League
of American
Orchestras

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 administered by WolfBrown.

The League of American Orchestras is hosting 15 orchestras and symphonies for this study.

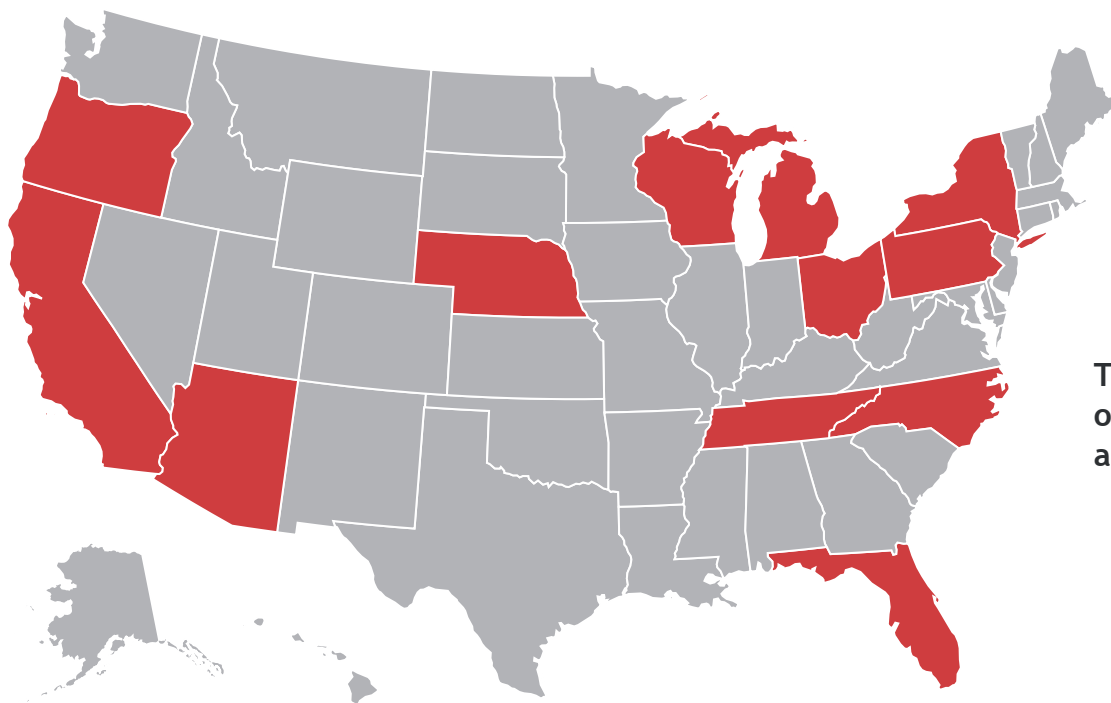
Participating organizations will deploy the survey either five times to nine times in 2021, depending on the size of their database.

This report covers results from the sixth deployment, launched on August 10th, which generated approximately 2,000 completed surveys.

Phase 2 Cohort Participants

- Cleveland Orchestra *
- Detroit Symphony Orchestra *
- Madison Symphony Orchestra
- Nashville Symphony *
- New World Symphony
- New York Philharmonic *
- North Carolina Symphony *
- Omaha Symphony
- Oregon Symphony *
- Pacific Symphony
- Philadelphia Orchestra *
- San Diego Symphony *
- San Francisco Symphony *
- Tucson Symphony Orchestra
- Walt Disney Concert Hall

* Deployed the survey this month.



The represented organizations' states are featured in red

Vaccination

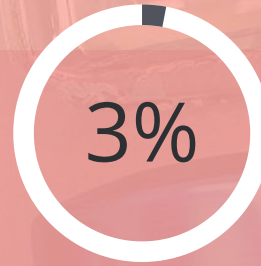


97%

Of respondents are partially or fully vaccinated

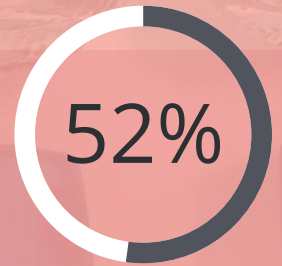
96% in July

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



Waiting for others in their network to get vaccinated

3% in July



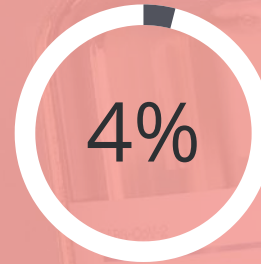
Waiting for low infection rates

33% in July



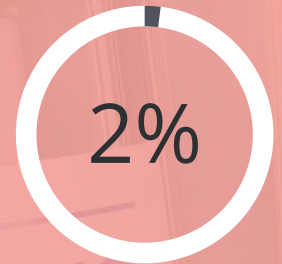
Ready Now

60% in July



Waiting for safety measures to be removed

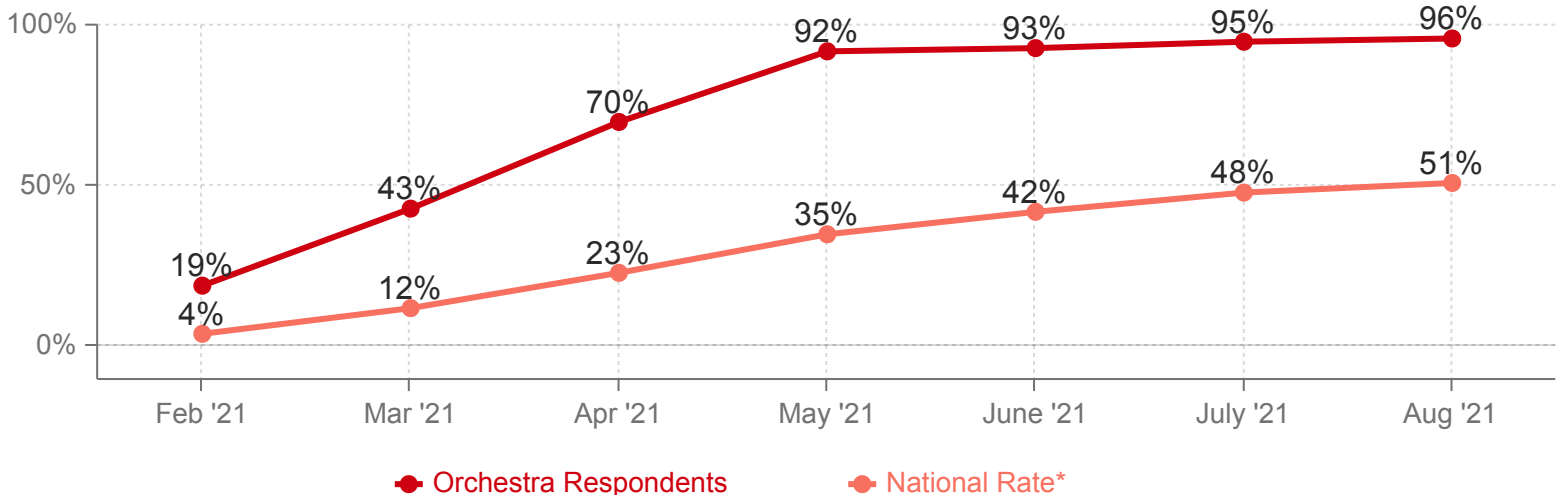
2% in July



Waiting to be certain of immunity

1% in July

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



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

Vaccination

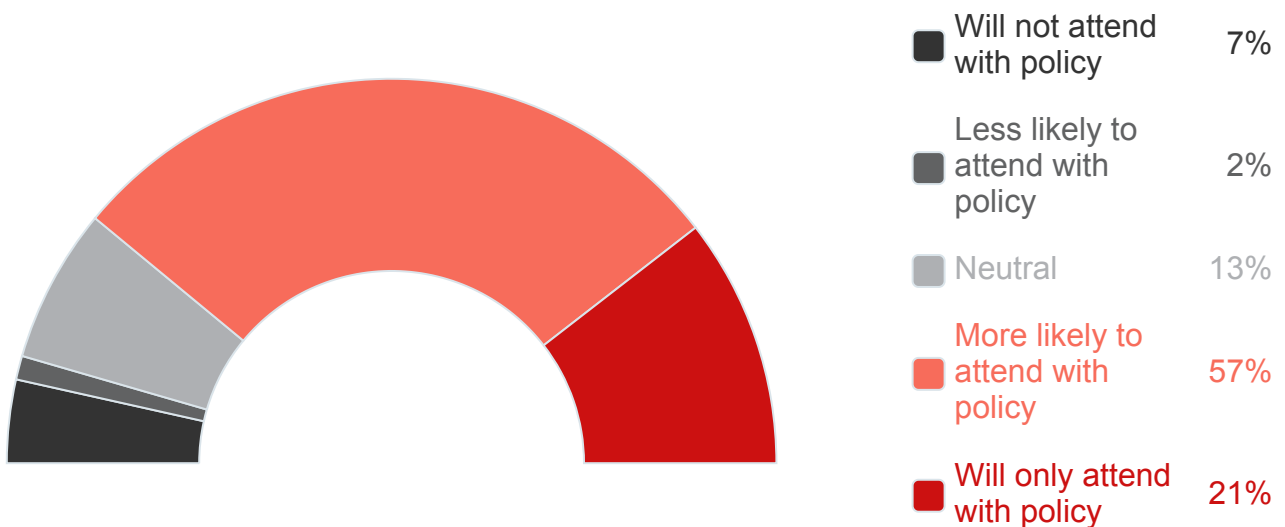
56%

81% 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?

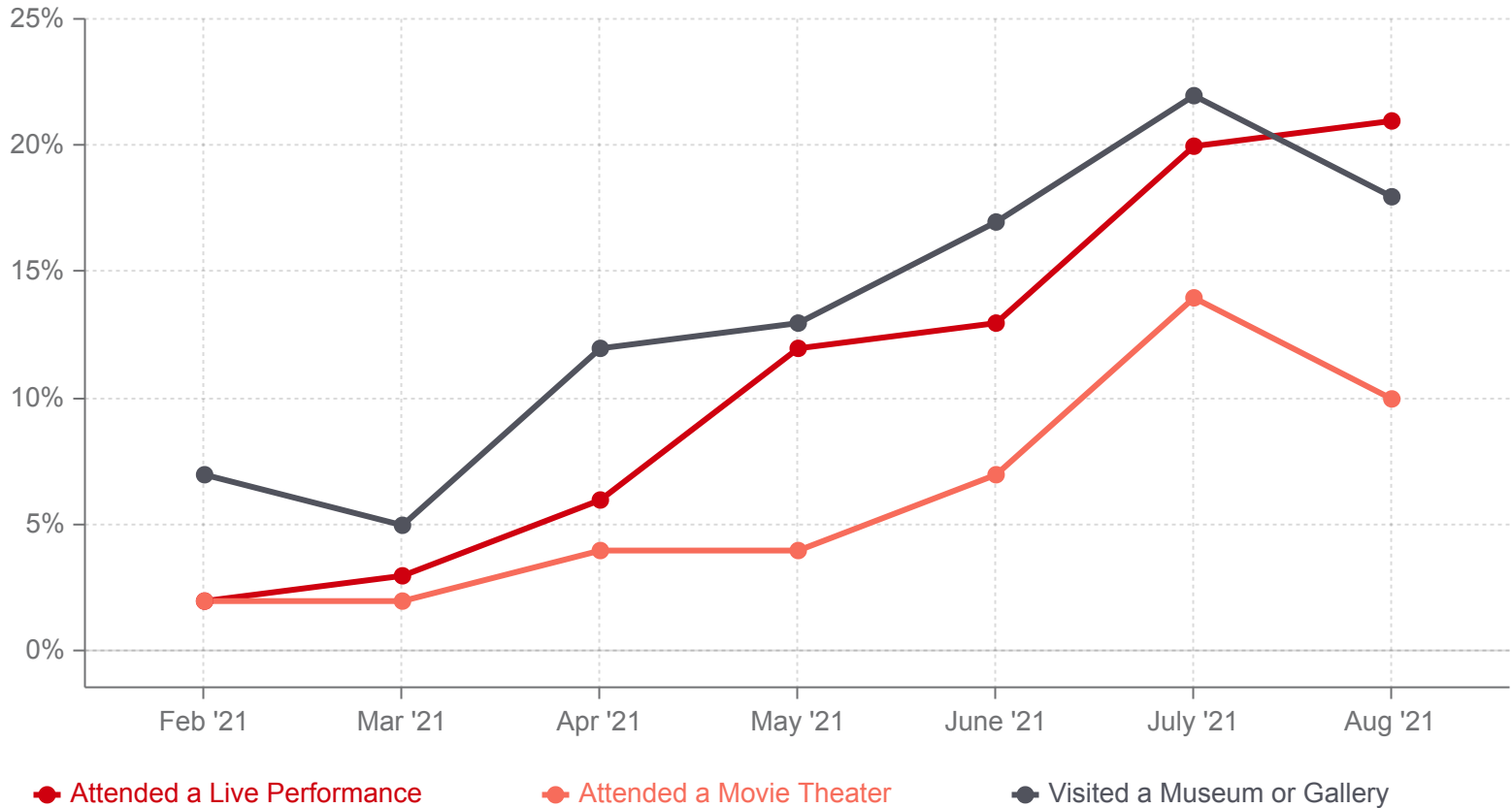


"I believe the choice to be vaccinated has been made available for everyone. If someone chooses not to get it, it doesn't put a vaccinated person in any more danger. It's nonsensical and I refuse to patronize a business that operates based solely on fear of loud few, not logic."

"Vaccinated people are less likely to have the virus. I also appreciate the social pressure this puts on people to get vaccinated. We're not going to get past this until more people are willing to take the shot. I know it's tough, but I really admire organizations that require audiences to be vaxxed."

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?

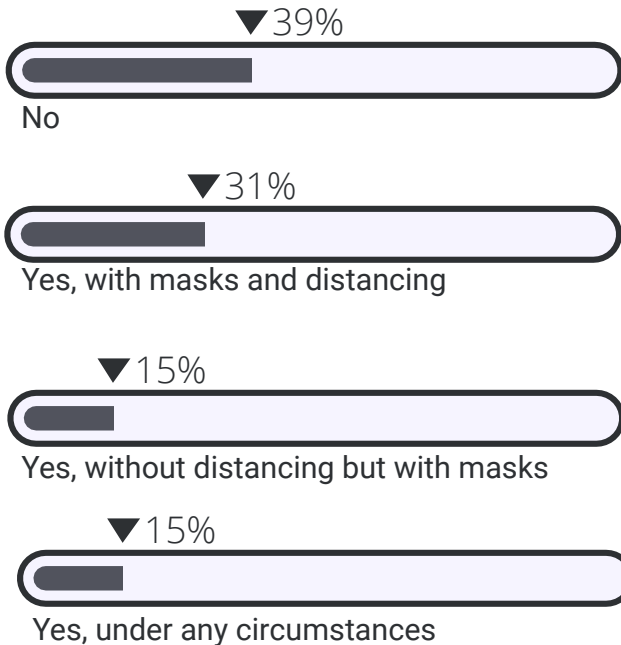
"The single thing that would most encourage me to resume in-person arts and cultural involvement would be a very high rate of full vaccination. I would enthusiastically endorse requiring all attendees to show evidence of full vaccination."

"Wish I felt more comfortable! But vaccine does not seem to be doing the trick. I felt comfortable when I was initially vaccinated, whether other folks were or not...not so much anymore."

Returning to In-Person Programs

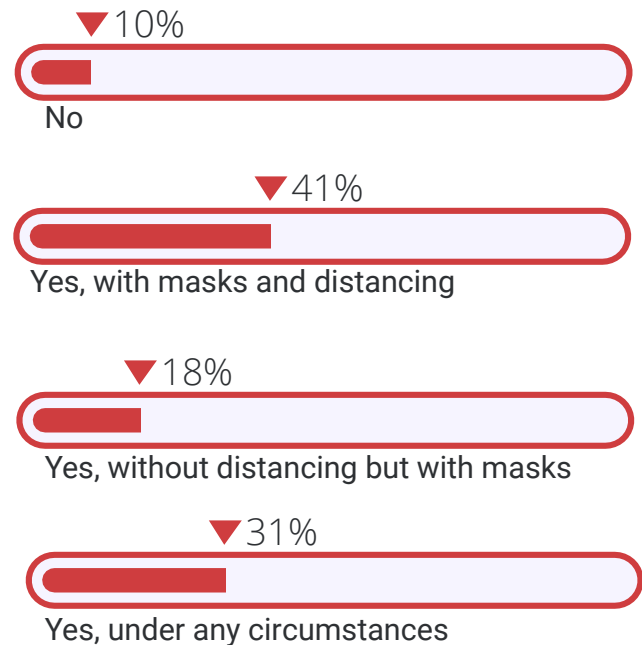
Indoor Events

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



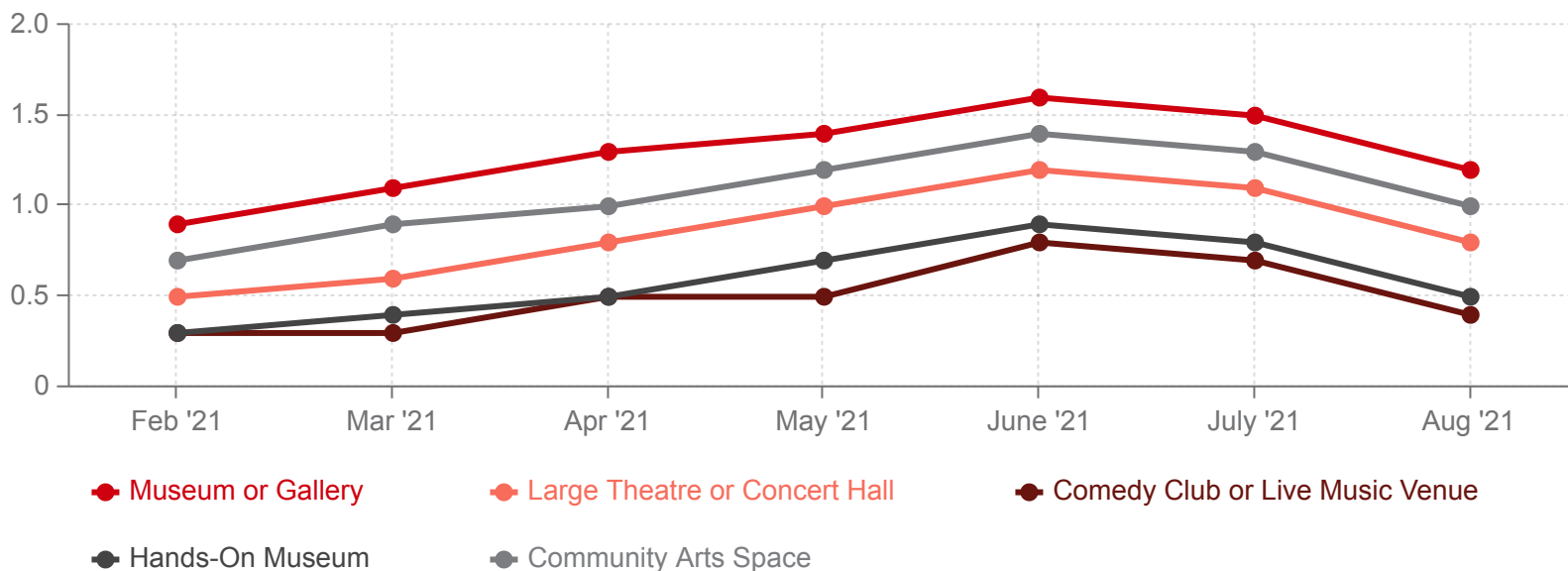
Outdoor Events

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?

#1

55% - Proof of
Vaccination or
Negative COVID-
19 Test

#2

49% - Mask
requirement
indoors

#3

30% - Mask
requirement
outdoors

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

#1

12% - Collecting
contact
information for
contact tracing

#2

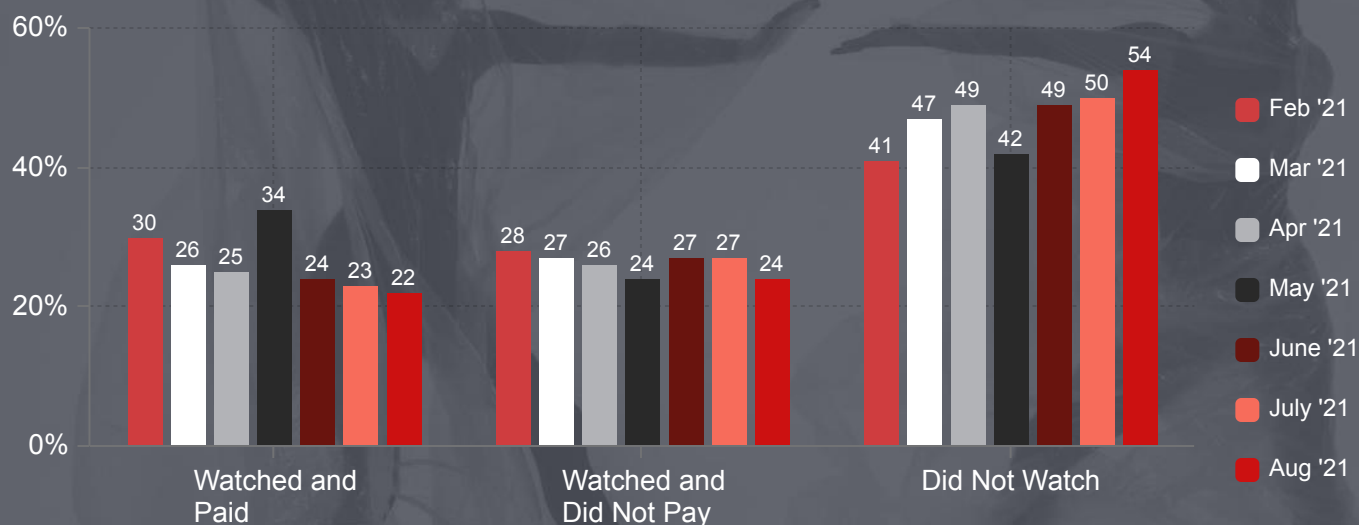
11% - Mask
requirement
outdoors

#3

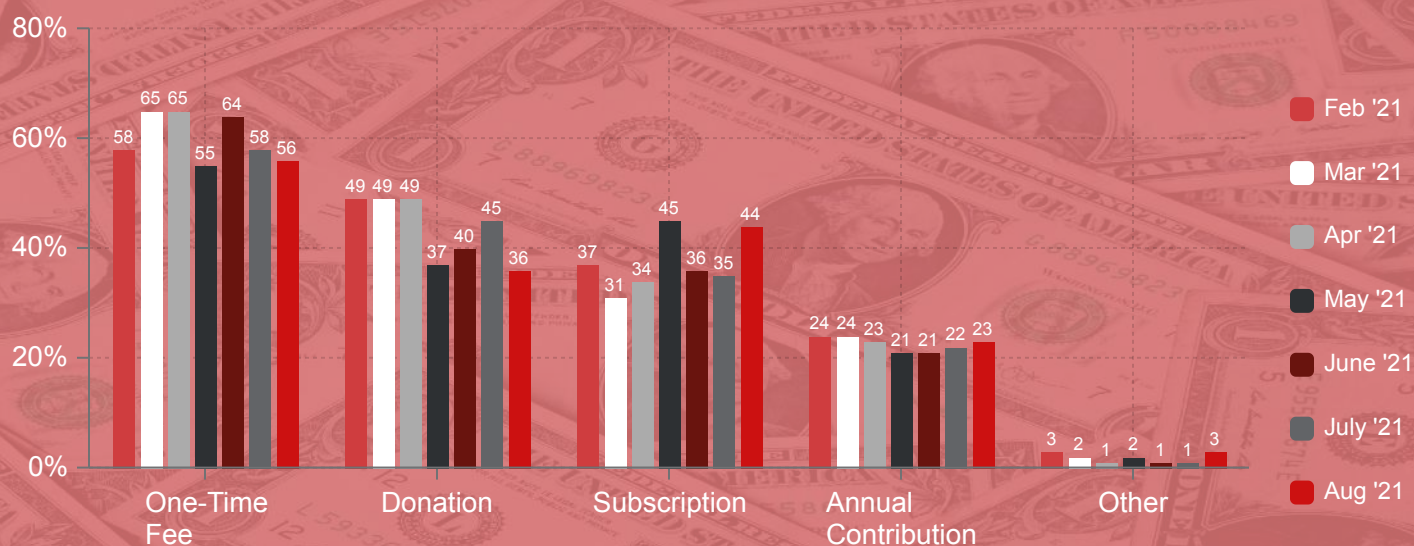
10% - Mask
requirement
indoors

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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