

# 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: May 2021

In Partnership with

League  
of American  
Orchestras



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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 administered by WolfBrown.

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

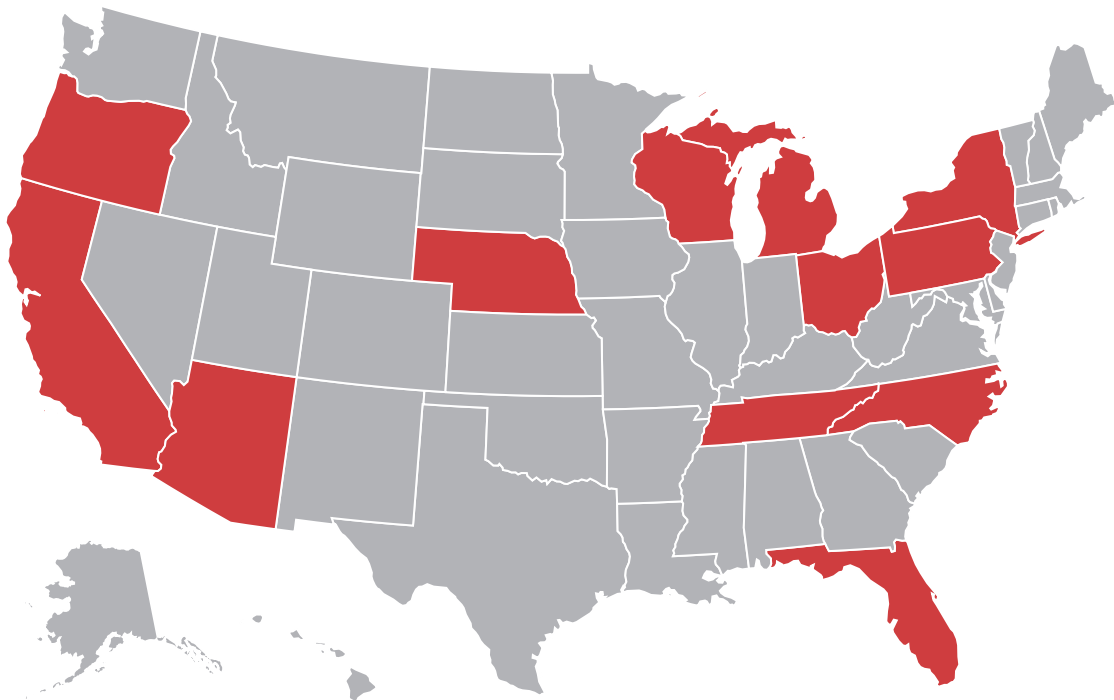
Participating organizations will deploy the survey either five times or nine times in 2021, depending on the size of their database.

This report covers results from the third deployment, launched on May 11th, which generated approximately 4,000 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

*\* The represented organizations' states are featured in red on the US Map below*



# Vaccination

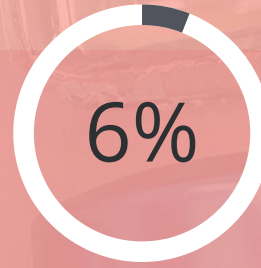


95%

Of respondents are partially or fully vaccinated

88% in April

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 April



Waiting for low infection rates

48% in April



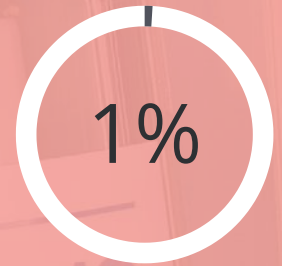
Ready Now

36% in April



Waiting for safety measures to be removed

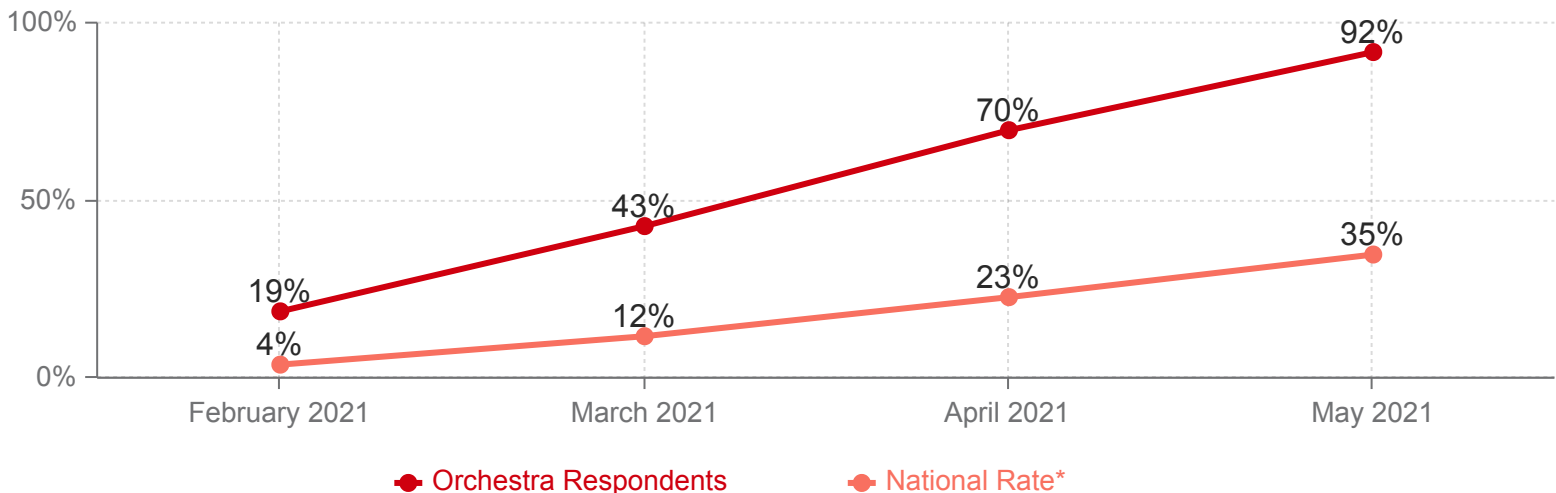
4% in April



Waiting to be certain of immunity

2% in April

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.



# Returning to In-Person Programs

## Indoor Events with Distancing & Safety Measures

**54%**

Of respondents would attend an indoor event with masks and social distancing given the opportunity

30% of respondents would still attend without distancing but with masks

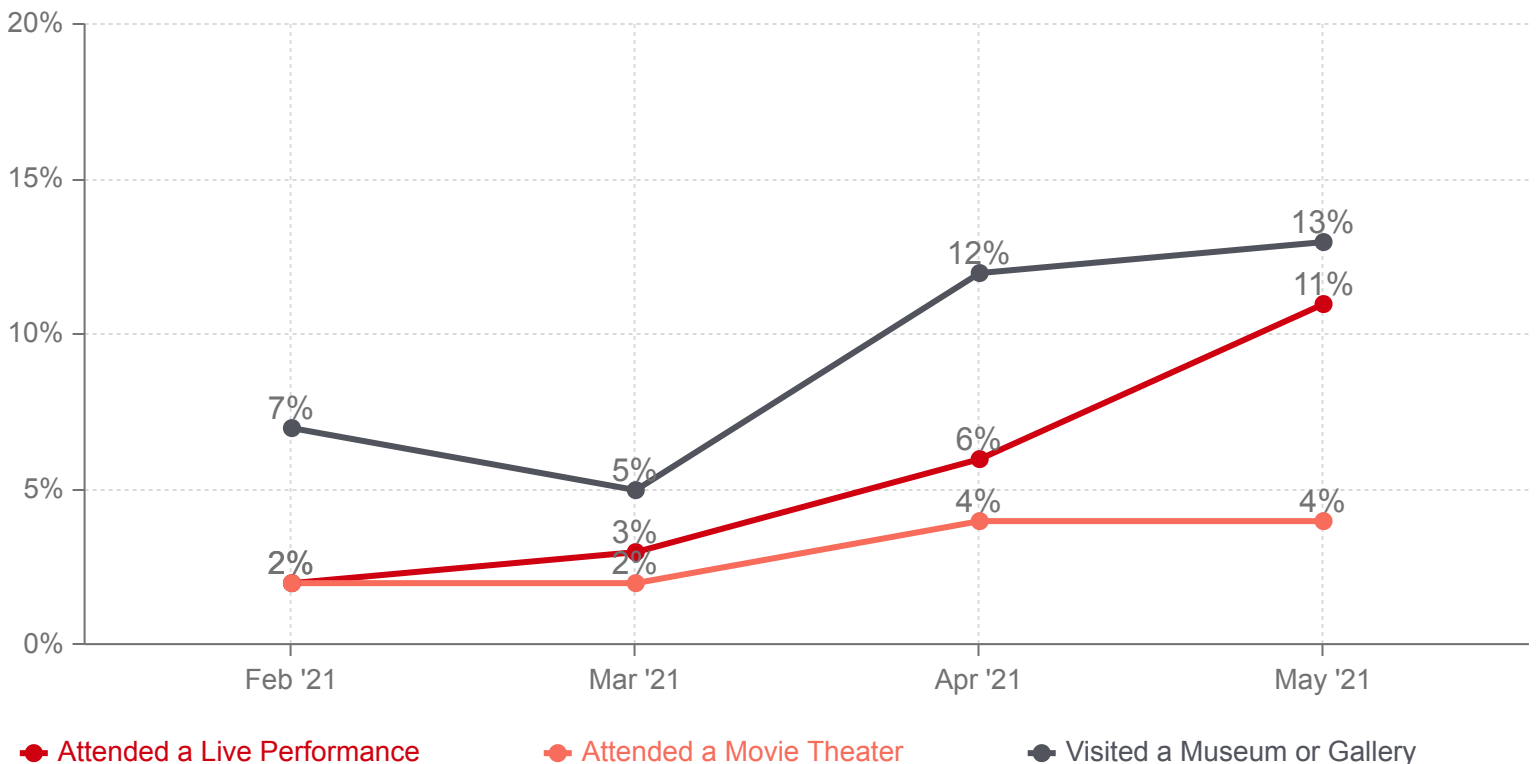
## Outdoor Events with Distancing & Safety Measures

**85%**

Of respondents would attend an outdoor event with masks and social distancing given the opportunity

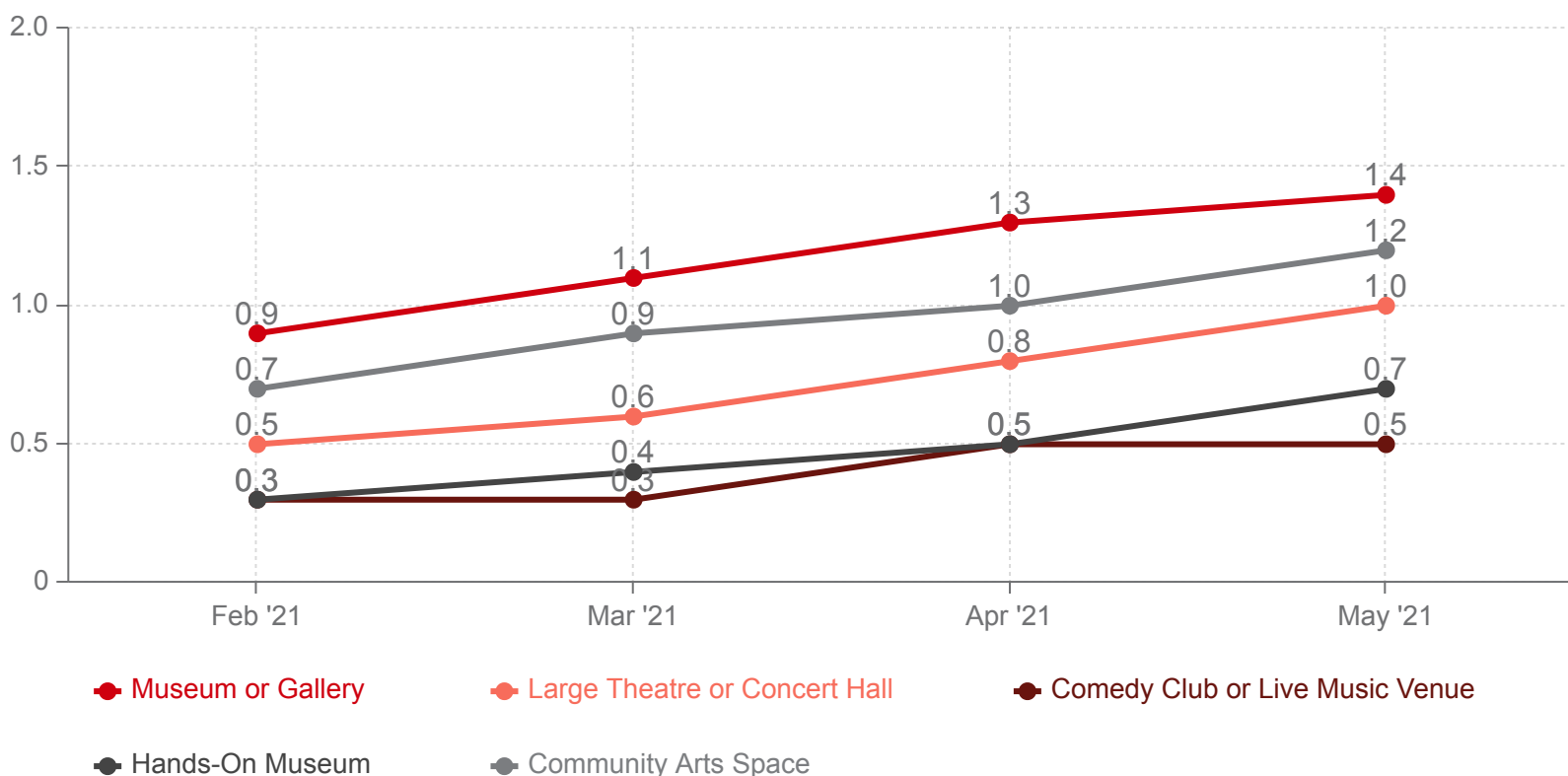
49% of respondents would still attend without distancing but with masks

## 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

Ventilation

#2

Distancing

#3

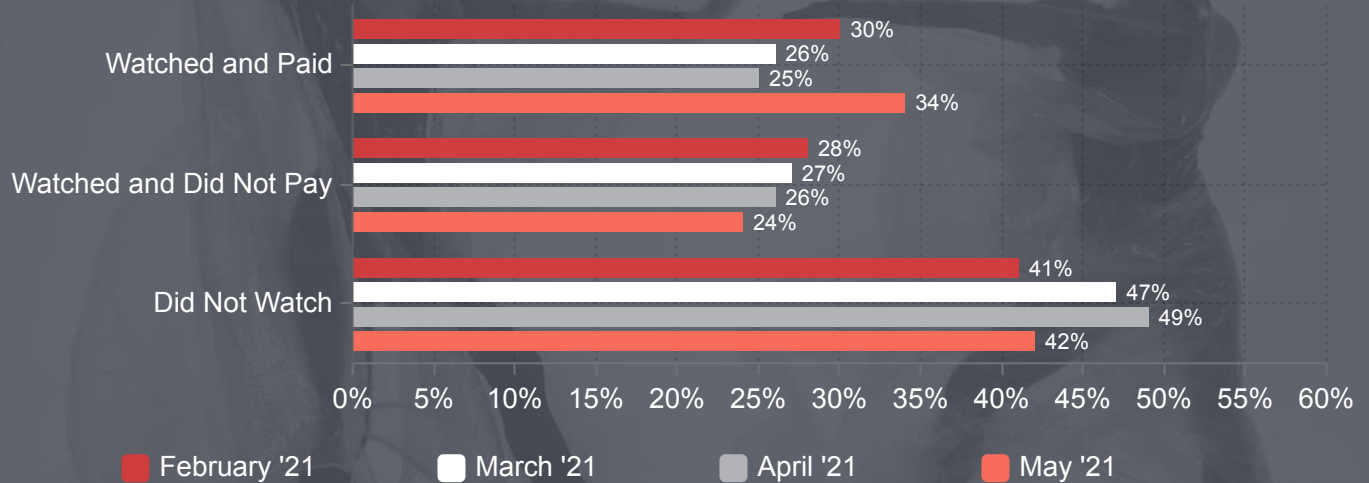
Mask-Wearing

"Seating information and whether or not masks will be required. That said, it will be a long time before I will feel comfortable in a crowd - I may never feel comfortable in a crowd again. In any case, I don't see returning to live performances in the near future. Some of the questions did not allow for that position - I answered as accurately as I could, given the wording of the question."

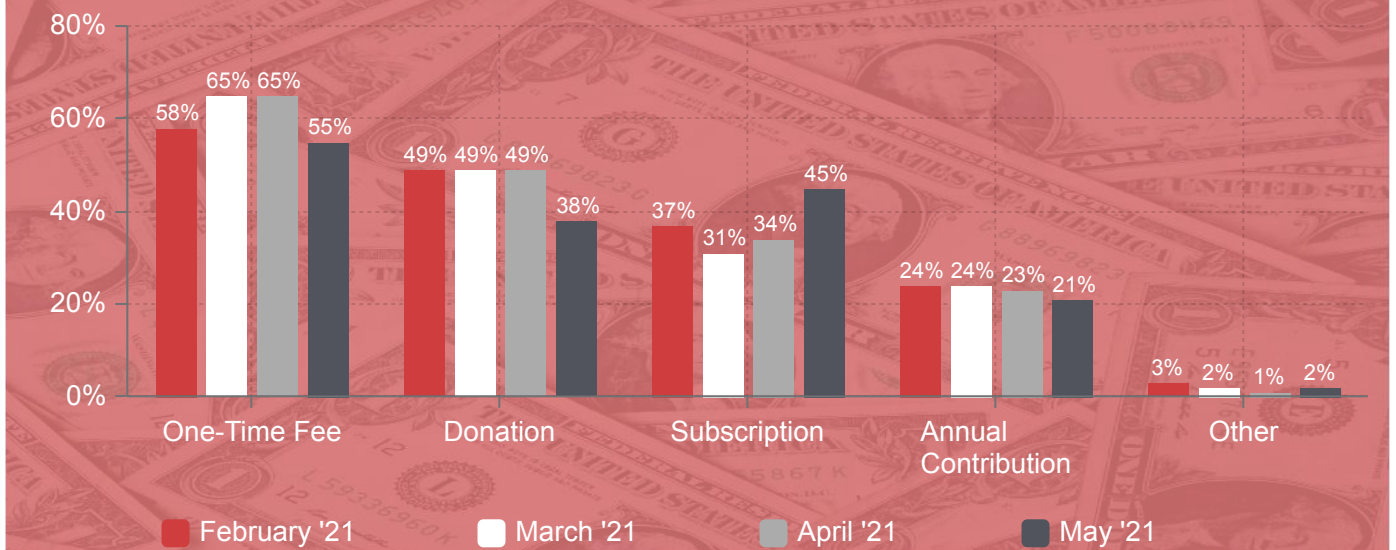
"Provide a list of precautions you are planning to take. Include a notice on-line and on the program that masks are required for admission and during the performance."

# 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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