

AUDIENCE OUTLOOK MONITOR

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

Findings for Pittsburgh Cohort

Overview of Results: May 2021

In Partnership with



GREATER PITTSBURGH ARTS COUNCIL

Arts loud and clear



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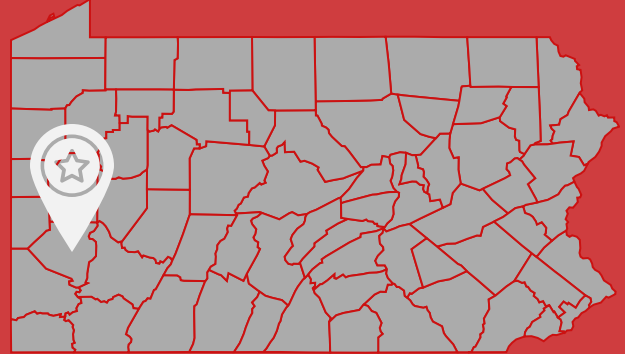
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About the Study

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 first deployment, launched May 11, 2021, which generated approx. 2,300 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

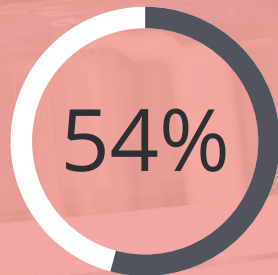


90%

Of respondents are partially or fully vaccinated

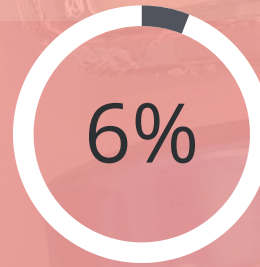
60% in March

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



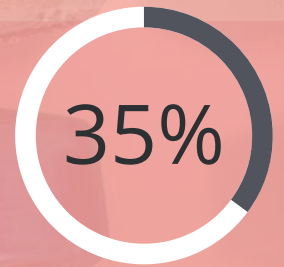
Ready Now

30% In March



Waiting for others in their network to get vaccinated

18% in March



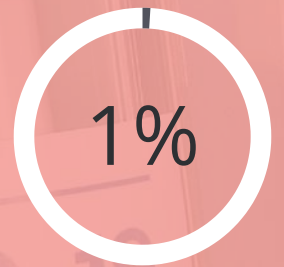
Waiting for low infection rates

44% In March



Waiting for safety measures to be removed

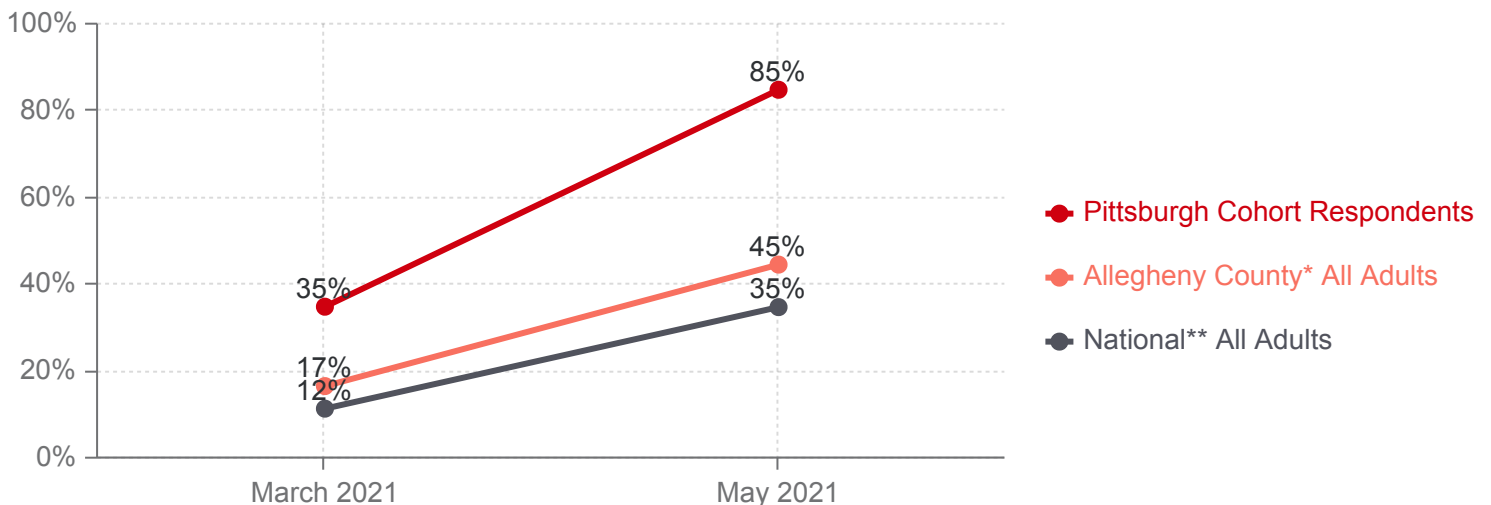
4% in March



Waiting to be certain of immunity

4% In March

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.

Returning to In-Person Programs

Indoor Events with Distancing & Safety Measures

69%

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

50% of respondents would still attend without distancing but with masks

62%

Of respondents to surveys sent by museums or zoos would attend an indoor event with masks and social distancing given the opportunity

39% of respondents would still attend without distancing but with masks

Outdoor Events with Distancing & Safety Measures

89%

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

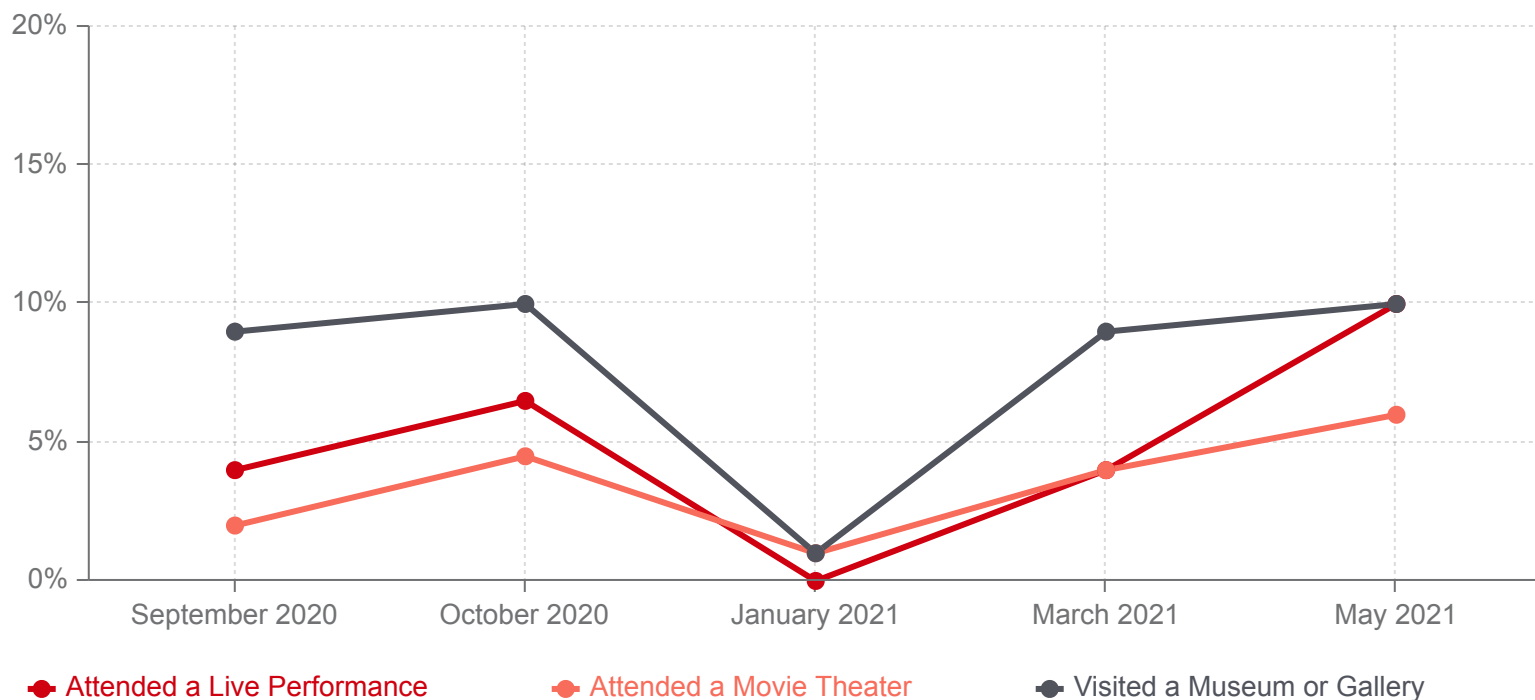
64% of respondents would still attend without distancing but with masks

86%

Of respondents to surveys sent by museums or zoos would attend an outdoor event with masks and social distancing given the opportunity

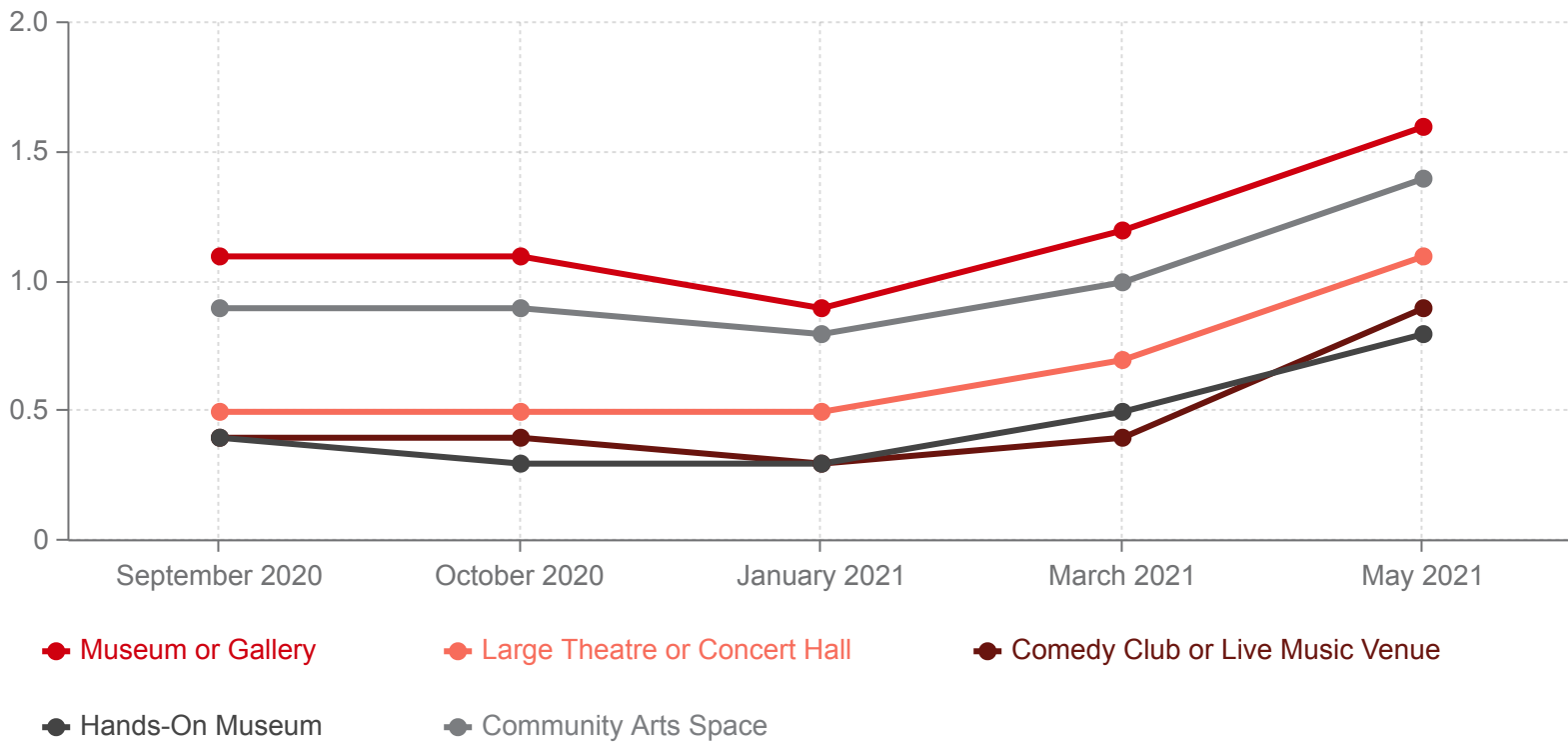
56% of respondents would still attend without distancing but with masks

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?



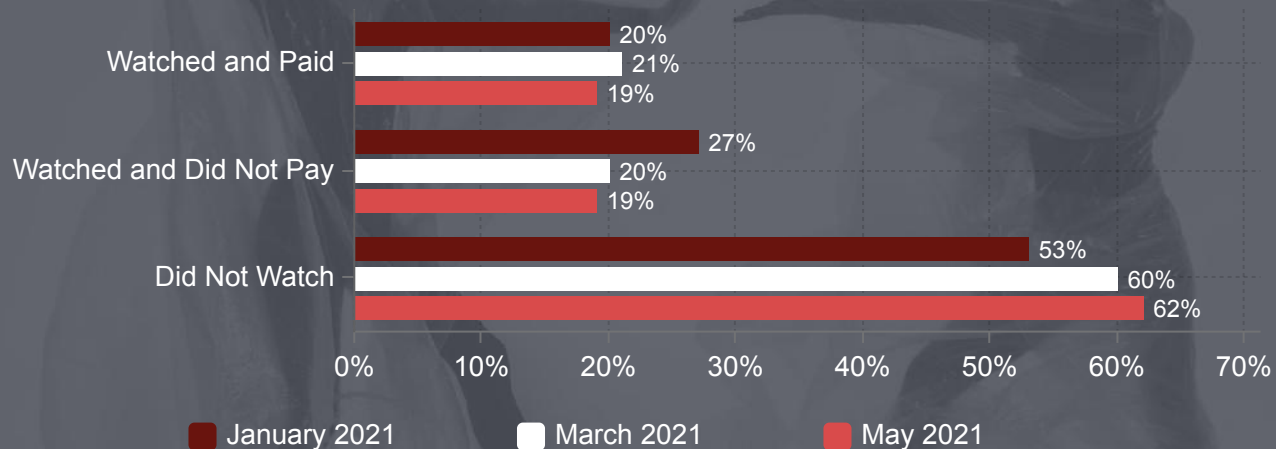
* Mask-Wearing and Distancing were chosen by the same percentage of performing arts respondents

"Keep sending the emails. When I am comfortable, I will be back, [so] it helps to hear about whats going on and how you are holding the events."

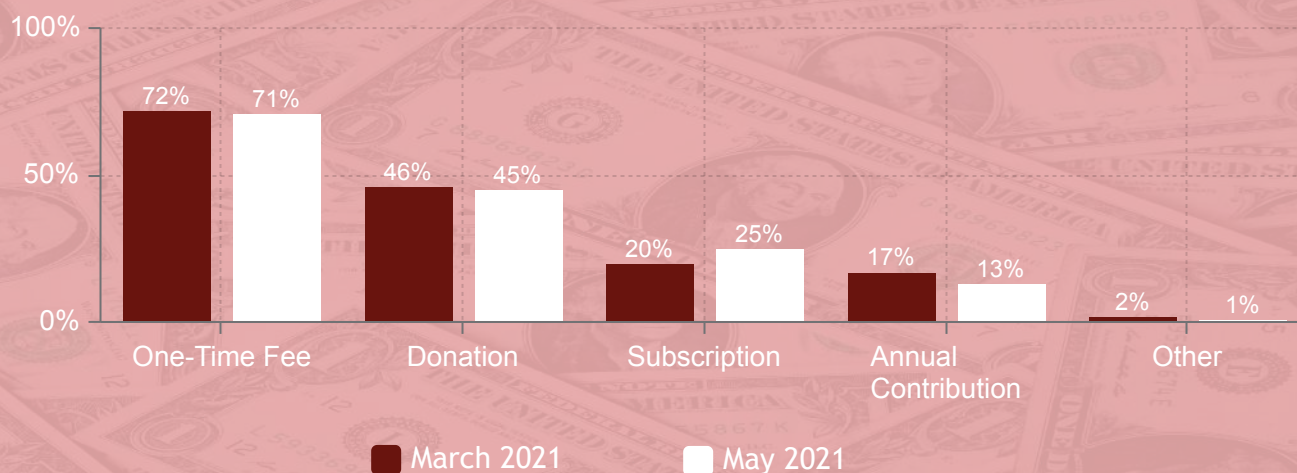
"[Having] a detailed listing of the safety protocols and preventative measures you will/have put in place to ensure the safety of all patrons (including those who have refused to/cannot receive the vaccine)."

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.