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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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
90% of respondents are partially or fully vaccinated.

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

- **6%** Waiting for others in their network to get vaccinated
- **35%** Waiting for low infection rates
- **54%** Ready Now
- **4%** Waiting for safety measures to be removed
- **1%** Waiting to be certain of immunity

60% in March

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

- **Pittsburgh Cohort Respondents**
- **Allegheny County**
- **National**

* 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.

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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?**

<table>
<thead>
<tr>
<th>Month</th>
<th>Attended a Live Performance (%)</th>
<th>Attended a Movie Theater (%)</th>
<th>Visited a Museum or Gallery (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2020</td>
<td>86</td>
<td>69</td>
<td>50</td>
</tr>
<tr>
<td>October 2020</td>
<td>75</td>
<td>50</td>
<td>40</td>
</tr>
<tr>
<td>January 2021</td>
<td>35</td>
<td>30</td>
<td>25</td>
</tr>
<tr>
<td>March 2021</td>
<td>50</td>
<td>35</td>
<td>25</td>
</tr>
<tr>
<td>May 2021</td>
<td>70</td>
<td>50</td>
<td>40</td>
</tr>
</tbody>
</table>

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

**Museums**
- **#1** Distancing

**Performing Arts**
- **#1** Ventilation
- **#2* Mask-Wearing
- **#2* Distancing

*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 what's 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?

- **Watched and Paid**
  - January 2021: 20%
  - March 2021: 19%
  - May 2021: 21%

- **Watched and Did Not Pay**
  - January 2021: 20%
  - March 2021: 19%
  - May 2021: 27%

- **Did Not Watch**
  - January 2021: 62%
  - March 2021: 60%
  - May 2021: 62%

How did respondents who paid for online cultural programs purchase those programs?

- **One-Time Fee**
  - March 2021: 72%
  - May 2021: 71%

- **Donation**
  - March 2021: 46%
  - May 2021: 45%

- **Subscription**
  - March 2021: 20%
  - May 2021: 25%

- **Annual Contribution**
  - March 2021: 17%
  - May 2021: 13%

- **Other**
  - March 2021: 2%
  - May 2021: 1%

For more information about this study or to view results from cohorts around the country and internationally visit audienceoutlookmonitor.com.

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