

# AUDIENCE OUTLOOK MONITOR

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

## Findings from Metro Detroit and the Surrounding Region

Overview of Results: August 2021

In Partnership with



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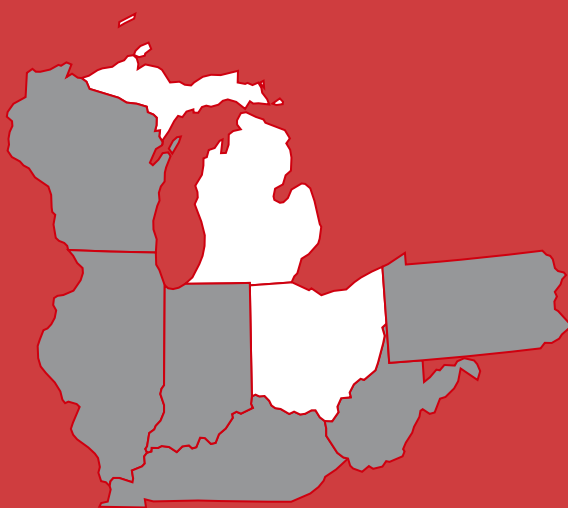
# About the Study

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.

CultureSource hosted a cohort of 17 organizations for Phase 1 in 2020, which expanded to 28 organizations for Phase 2 in 2021. In Phase 2, a small group of Toledo area organizations were added to the cohort.

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 fourth deployment, launched August 10th, which generated approximately 1600 completed surveys



## Phase 4 Cohort Participants

(Red Organizations Participated in August's Deployment)

- Arab American National Museum
- Chamber Music Society of Detroit
- Charles H. Wright Museum of African American History
- Detroit Chamber Winds, Great Lakes Chamber Music Festival
- Detroit Historical Museum
- Detroit Institute of Arts
- Detroit Public Theatre
- Detroit Symphony Orchestra
- Detroit Zoo
- Ford House
- Holocaust Memorial Center
- Imagination Station
- Michigan Opera Theatre/Detroit Opera House
- Michigan Science Center
- Michigan Theater
- Mosaic Youth Theatre of Detroit
- Pewabic Pottery
- Purple Rose Theater
- Riverbank Theatre
- The Ark
- The Henry Ford
- Theatre and Dance at Wayne (Wayne State University)
- Toledo Alliance for the Performing Arts (symphony and ballet)
- Toledo Museum of Art
- University Musical Society
- University of Michigan Museum of Art
- War Memorial

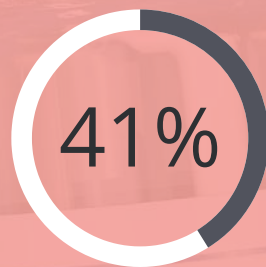
# Vaccination



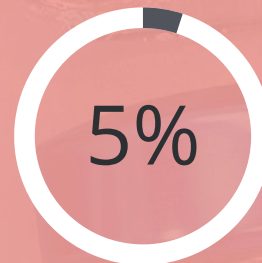
**93%**

Of respondents are partially or fully vaccinated

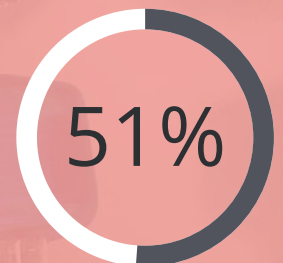
When will vaccinated respondents be ready to return to in-person arts and cultural events?



Ready Now  
55% In June



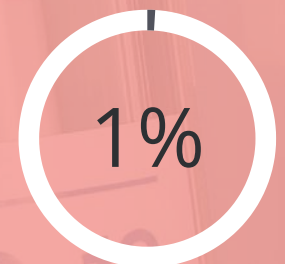
Waiting for others in their network to get vaccinated  
10% In June



Waiting for low infection rates  
32% In June

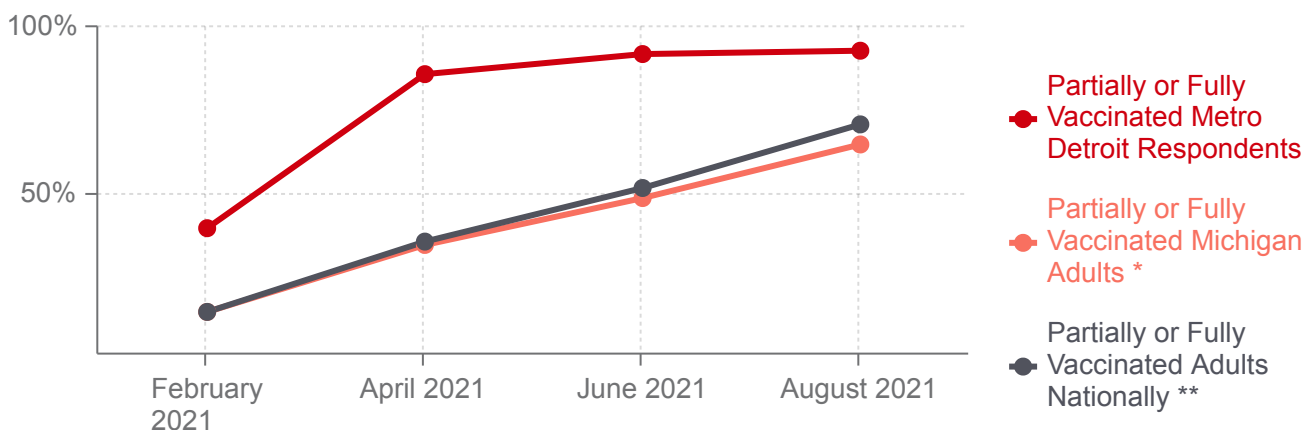


Waiting for safety measures to be removed  
2% In June



Waiting to be certain of immunity  
1% In June

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



\* Visit [https://www.michigan.gov/coronavirus/0,9753,7-406-98178\\_103214-547150--,00.html](https://www.michigan.gov/coronavirus/0,9753,7-406-98178_103214-547150--,00.html) for Michigan data

\*\* Visit <https://covid.cdc.gov/covid-data-tracker/#vaccinations> for national data



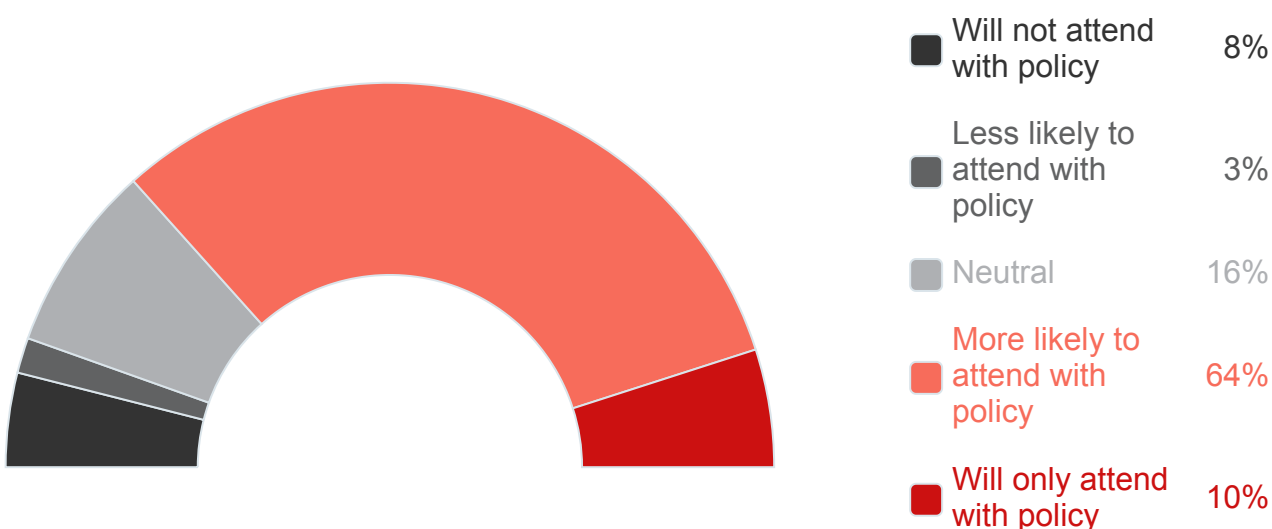
# Vaccination

64%



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?**



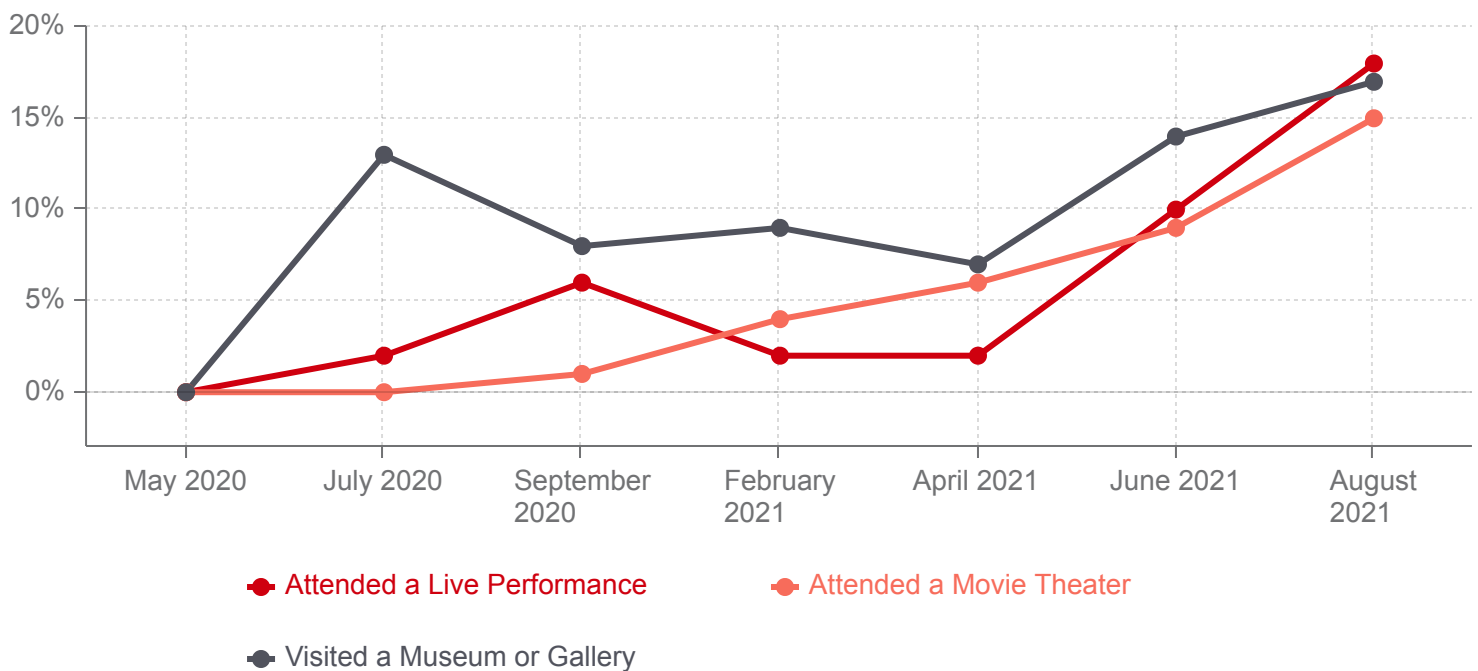
In June, 9% of respondents reported that they would NOT attend with this policy and 6% of respondents reported that they would ONLY attend with this policy.

*"What happened to medical privacy? I do not go anywhere that demands proof of vaccination."*

*"Delta and perhaps subsequent strains present a non-trivial risk to vaccinated persons. I wish to minimize the chance that I might get infected and infect others."*

# 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?

*"Not comfortable being inside with large groups inside. I think there are too many people not vaccinated!"*

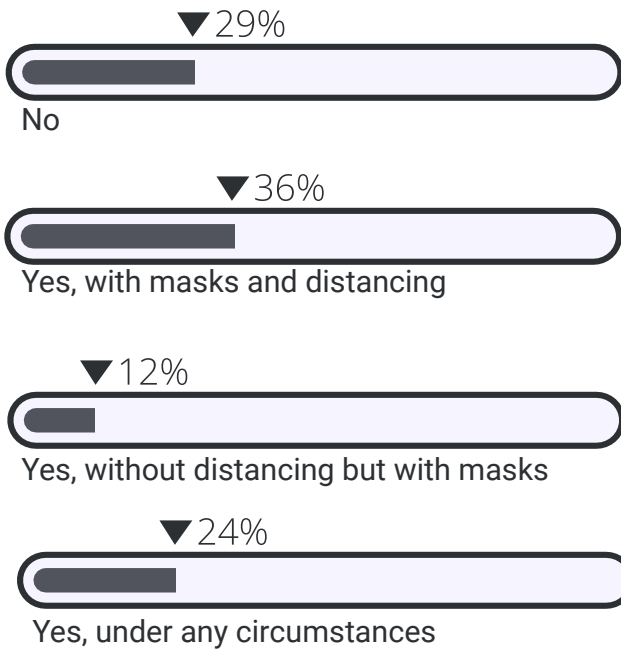
*"You can't assume others care as much for your safety as you do theirs. You can't trust people to do the right thing anymore because we've created an all about me and I don't care about others society."*

*"We have children with respiratory issues. Some are eligible for vaccinations and others are not. We have concerns about transmission and will not be attending indoor events, especially without safety protocols in place until vaccinations are available to all of our children. It is very frustrating the way children and families are being left behind."*

# 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?



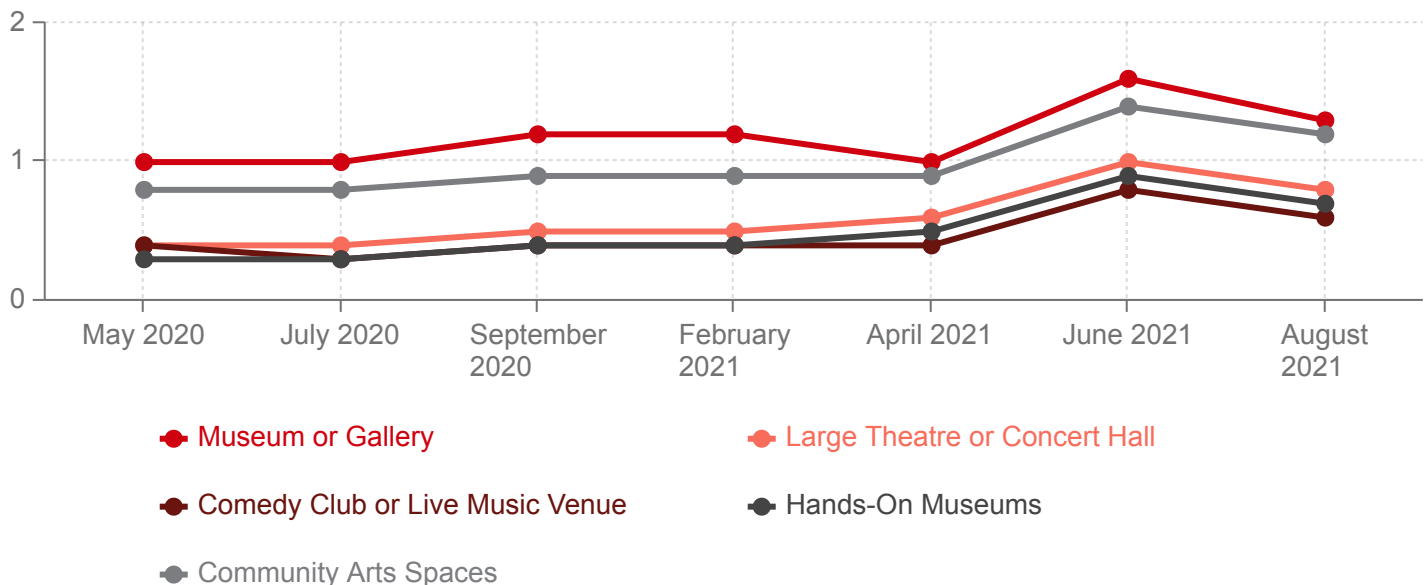
## Outdoor Events

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?

Museums

**#1**

57% - Mask requirement indoors (47% in June)

**#2**

42% - Advanced ticket purchase (37% in June)

**#3**

30% - Visitors state that they don't have COVID-19 (29% in June)

Performing Arts

**#1**

45% - Mask requirement indoors (38% in June)

**#2**

43% - Vaccinated only admittance (24% in June)

**#3**

23% - Mask requirement outdoors (15% in June)

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

Museums

**#1**

22% - Mask requirement outdoors (24% in June)

**#2**

17% - Collecting contact information for contact tracing (16% in June)

**#3**

12% - Mask requirement indoors (12% in June)

Performing Arts

**#1**

13% - Mask requirement outdoors (19% in June)

**#2 - Tie**

12% - Collecting contact information for contact tracing (14% in June)

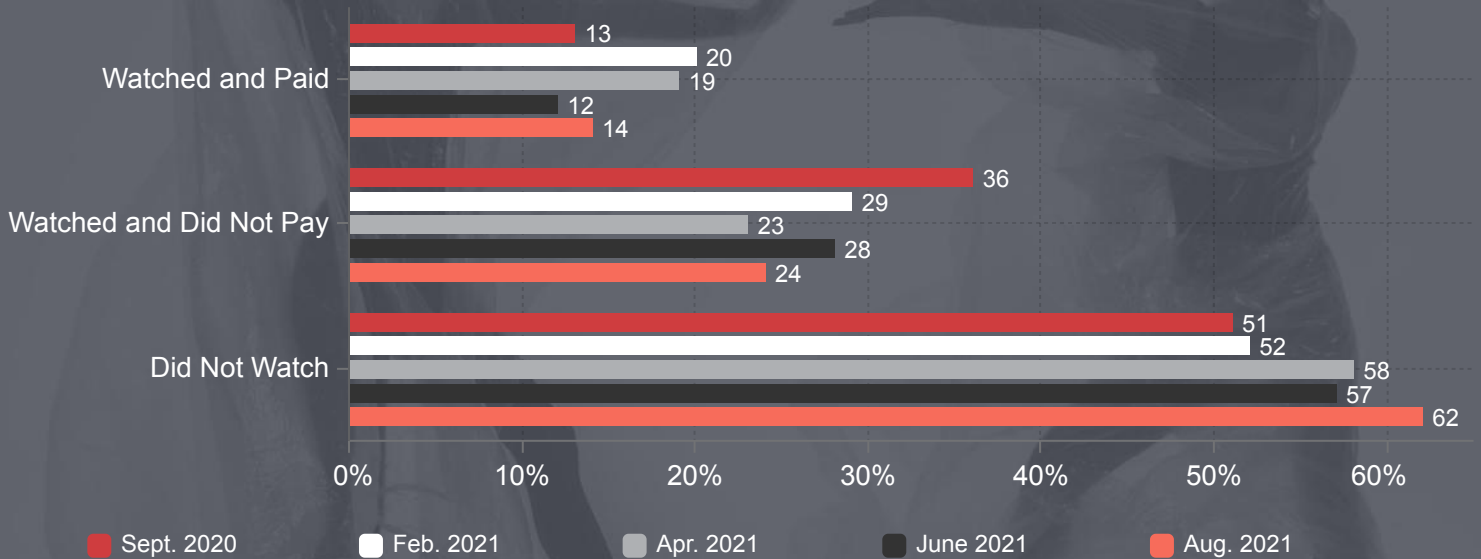
**#2 - Tie**

12% - Mask requirements indoors (13% in June)

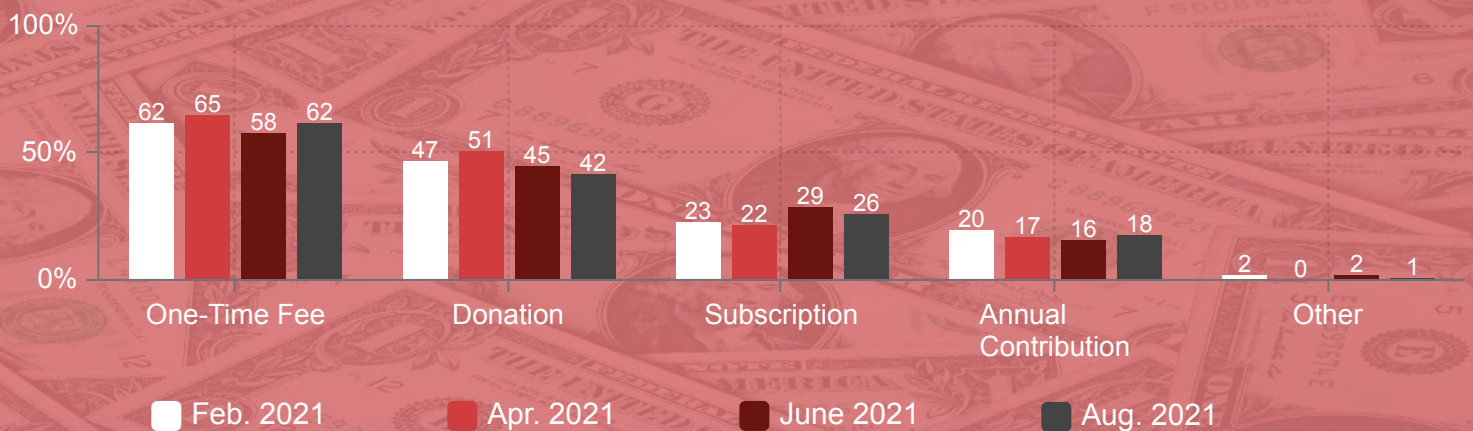


# Engagement With Digital Programming

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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