



AUDIENCE OUTLOOK MONITOR

Snapshot Report

All Cohorts

May 2021

This report represents data collected nationwide in May 2021
as part of the Audience Outlook Monitor study of arts audiences
in collaboration with WolfBrown

Engagement and ticket sales continue to climb, especially for live music events.

Three in four respondents would attend an in-person cultural event now, up from two thirds in late April. Immediate attendance is driven by younger audiences; 81% under 35 say they would attend this week.

17% of respondents have purchased live music single tickets in the past two weeks, up from 12% in late April. These sales are also driven by younger audiences; 25% under age 35 have purchased tickets for live music events in May. Additionally, 13% of respondents have purchased live theater or dance tickets (up from 8% in late April)

67% of African American respondents say they would attend this week, while 75% of white respondents would do the same. Respondents in the Northeast region also remain more hesitant to attend immediately as compared to those in other regions nationwide.

Nearly all arts audiences are vaccinated, and more than half are ready to go out now.

93% of respondents are partially or fully vaccinated, including 97% of the Northeast region. Of the 10% consisting of those yet to be vaccinated, half do not plan to be vaccinated.

57% of vaccinated respondents are ready to go out now, up from 49% in late April. 44% of vaccinated Black / African American respondents are ready to go out, versus 59% of vaccinated White respondents.

Projected digital engagement remains minimal.

10% expect digital arts and cultural content to play a substantial role in future cultural life once venues reopen, and 44% see digital playing a small role.

14% of Northeasterners and 14% of all respondents over age 65 envision digital programs playing a substantial role in their future (more than any other region or age cohort).