



AUDIENCE OUTLOOK MONITOR

Snapshot Report

All Cohorts

Published February 2022

This report represents data collected nationwide in January 2022
as part of the Audience Outlook Monitor study of arts audiences
in collaboration with WolfBrown

Survey Responses

37

**Participating
Performing Arts Centers and
Producers**

7,634

**Total responses
(January 26)**

Omicron concerns drive decreases in current and future attendance

When will you attend in-person performing arts programs?

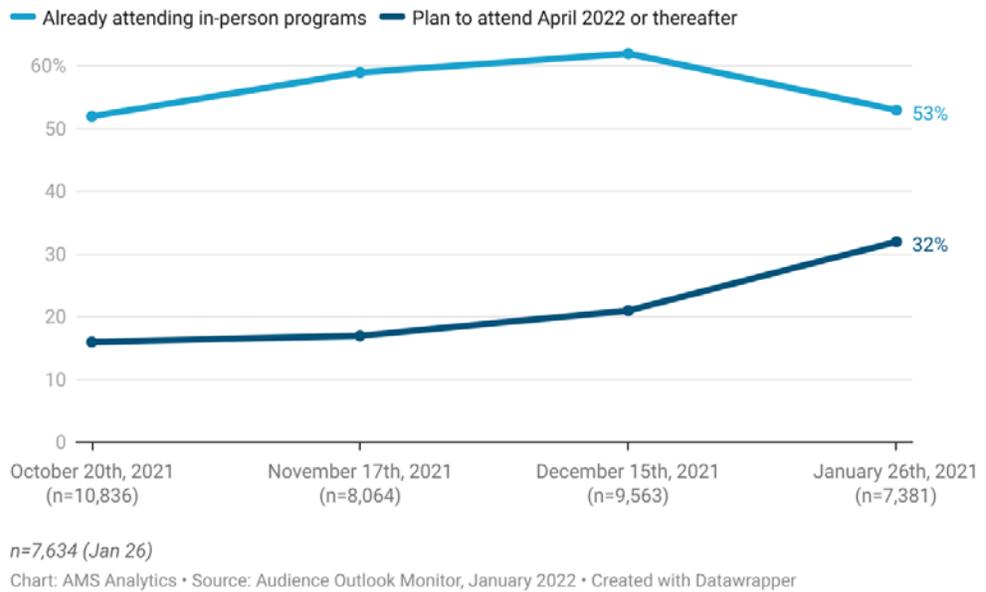


Fig 1: “When do you think you’ll resume attending live performing arts programs?”

While **more than half (53%)** are currently attending, 47% are now deferring their attendance at live performing arts events, including an increasing **32%** who plan to wait until April 2022 or later to attend. More respondents over the age of 65 plan to defer attendance.

57% expect masks and proof of vaccination or booster in order to attend indoors currently; these expectations are consistent with November and December 2021.

28% attended a live performance in mid-January, down from 43% in mid-December.

38% of respondents purchased tickets or subscriptions in mid-January, down from 47% in December. 46% of respondents under age 35 made purchases, versus only 34% of over age 65.

Of those who have not returned to their organization’s in-person programming:

54% report concerns about getting or transmitting COVID-19

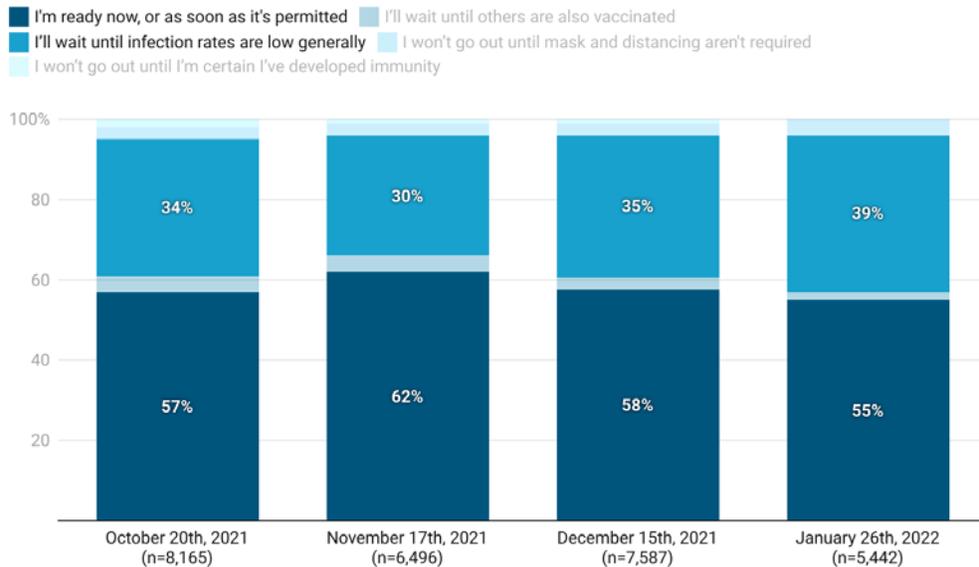
37% have not yet found a program they want to attend

27% report that making plans in advance is more difficult than in the past

55% say their organization has done an ‘excellent’ job of staying in touch and communicating; this number has grown as respondents continue to report strong communications from their organizations in the wake of the Omicron variant.

A growing number plan to pause their attendance for now; meanwhile, booster rates among arts audiences are strong but support for mandatory masks runs along regional lines

How do you feel about going out to cultural events? (vaccinated)



n=7,634 (Jan 26)

Chart: AMS Analytics • Source: Audience Outlook Monitor, January 2022 • Created with Datawrapper

Fig 2: “Which statement best reflects how you feel about going out to cultural events?”

39% plan to wait for infection rates to drop before attending – more than in November and December. This figure is driven by older respondents, 43% of whom say they will wait for lower infection rates.

81% of arts audiences are both vaccinated and boosted, while an additional 14% are vaccinated but not boosted. The highest rates of vaccination + booster are among those over age 65 (89%).

24% are 'very concerned' about transmission of the virus, and **32%** believe it is still not safe to gather in large numbers as of January.

Seven in ten respondents are encouraged to attend by vaccinated only policies, a figure which includes **27%** who would only visit given this policy. This remains especially true in the Northeast region, where 44% would only visit given this policy. Meanwhile, 15% in the Midwest region say they would *not* visit venues which employ vaccinated only policies.

64% say that booster-only admittance policies would have a positive influence on their purchase of individual tickets in the near future.

76% believe that mask mandates are necessary for theaters and concert halls in their communities right now. Respondents who feel mask mandates are necessary right now, by region:

Northeast: **83%**

West: **77%**

South: **76%**

Midwest: **69%**