



AUDIENCE OUTLOOK MONITOR

Snapshot Report

All Cohorts

Published March 2022

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

Survey Responses

36

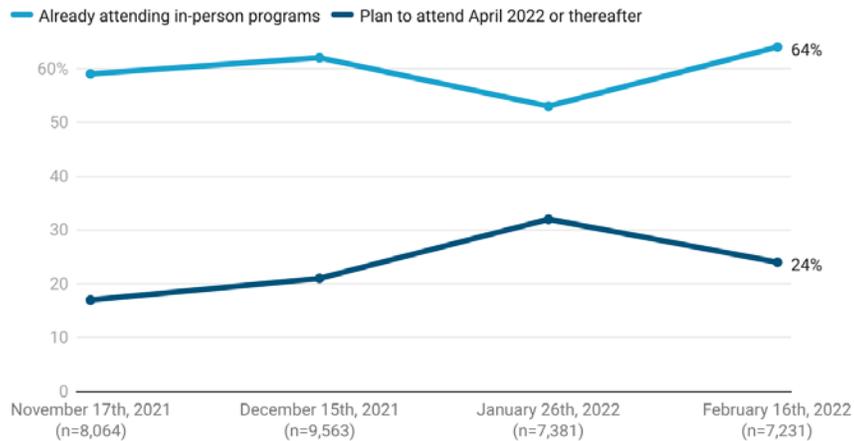
**Participating
Performing Arts Centers and
Producers**

7,468

**Total responses
(February 16)**

Virus concerns drop in mid-February, as current attendance and purchases return to pre-Omicron levels

When will you attend in-person performing arts programs?



n=7,468 (Feb 16)

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

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

February saw a **strong uptick in current attendees to 64%** in February, up from 53% in January. Meanwhile, 36% are still deferring their attendance at live performing arts events, including **24% who plan to wait until April 2022 or later** to attend. More respondents over the age of 65 still plan to defer attendance

52% expected masks and proof of vaccination or booster in order to attend indoors in February, down from 57% in January. This includes 64% over the age of 65, but only 47% (or less) of younger attendees. It also includes 65% in the Northeast region alone.

43% attended a live performance in mid-February, up from 28% in mid-January. This represents a return to pre-Omicron variant levels of attendance.

45% of respondents purchased tickets or subscriptions in mid-February, back up from 38% in January; this level of purchase activity resembles November and December of 2021. In February, 57% of respondents under age 35 made purchases, versus only 40% of over age 65.

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

44% report concerns about getting or transmitting COVID-19 in February, compared to 54% in January

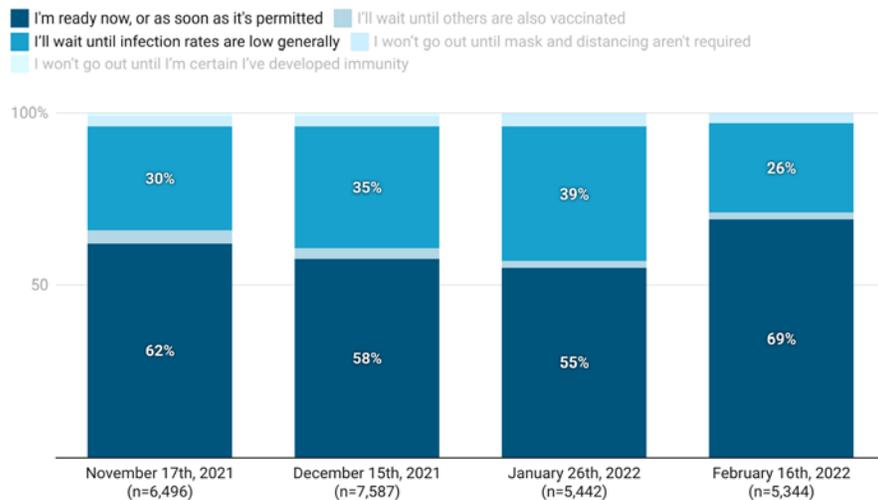
43% have not yet found a program they want to attend. This is up from only 37% in January, and is pronounced among younger attendees: 54% under age 35 report this barrier to their attendance

24% report that making plans in advance is more difficult than in the past

A steady **55% say their organization has done an ‘excellent’ job of staying in touch and communicating.**

With growing booster rates and a waning Omicron variant, concerns are dropping, but most still support vaccinated-only attendance

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



n=7,468 (Feb 16)

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

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

Only 26% now plan to wait for infection rates to drop before attending – less than in November (30%), December (36%), and January (39%). Still, this figure remains driven by older respondents, 30% of whom still say they will wait for lower infection rates. **Meanwhile, nearly 7 in 10 attendees are ready to attend now.**

Booster rates are steadily climbing, with 86% of arts audiences now both vaccinated and boosted, while an additional 10% are vaccinated but not yet boosted. The highest rates of vaccination + booster are found among those over age 65 (95%), while Midwest audiences have the lowest rate of booster inoculation (81%).

Concerns have dropped across the board; most notably, only **17% remain 'very concerned' about the safety of gathering in large numbers as of February**, compared to 32% in January.

67% of respondents are encouraged to attend by vaccinated only policies, a figure which includes **21% who say they would only visit given this policy**. This remains especially true in the Northeast region, where 33% say they would only visit given this policy. Meanwhile, 15% in the Midwest region and 10% in the Southern region say they would *not* visit venues which employ vaccinated only policies.

Policies providing options to mitigate the spread of COVID-19 are having a slightly smaller impact on the likelihood of purchase in February, but the option of booster-only admittance is still a strong motivator. Compared to 64% in January, **59% still say that booster-only admittance policies would have an influence on their purchase** of individual tickets in the near future.

Down from 76% in January, **63% believe that mask mandates are necessary for theaters and concert halls in their communities right now**, whether with or without a proof of vaccination policy. Respondents who feel mask mandates are necessary right now, by region:

Northeast: **71%**

West: **62%**

South: **56%**

Midwest: **65%**