The background of the poster features several dark silhouettes of people in various dance poses against a warm orange gradient background, suggesting movement and energy.

SEPTEMBER, 2020

QUEENSLAND DANCE AUDIENCES

A focused analysis of the
Audience Outlook Monitor

Prepared by

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Using data from

AUDIENCE
OUTLOOK
MONITOR

INTRODUCTION

"The COVID-19 pandemic is changing the way people engage with arts, culture and creativity. Artists and cultural organisations are faced with decisions about how to connect with audiences and adapt to the changing circumstances."

([Patternmakers](#), 2020)

In response to this challenge, a large-scale nationwide study has been undertaken to capture actionable data about how audiences feel about attending online and in-person events.

This short report is the second to present a focused analysis of the data on Queensland dance audiences, examining the September, 2020 data.

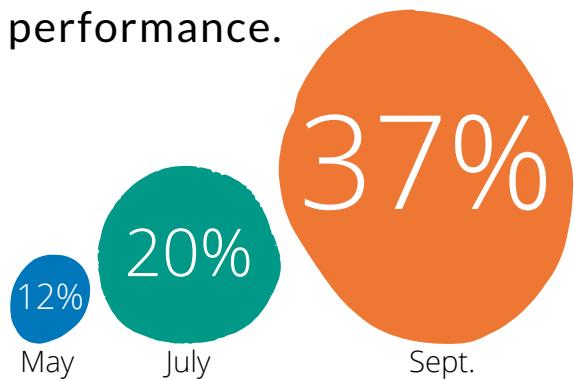
Thank you to [Patternmakers](#), [WolfBrown](#) and the [Australia Council for the Arts](#) for your leadership in undertaking this important audience research project and disseminating the dataset in a highly-accessible format.

DEMAND FOR LIVE EVENTS

In September, some (15%) QLD dance audiences attended live performances in person. Up from 3% in July and 0% in May.

Ticket-buying behaviour has become more immediate. In May, QLD dance audiences predominately bought tickets for live performances at least five months away (73% of tickets sold). In September, over half (55%) of the tickets sold were for live performances in the next two months.

QLD dance audiences are increasingly making firm plans to attend live performance.



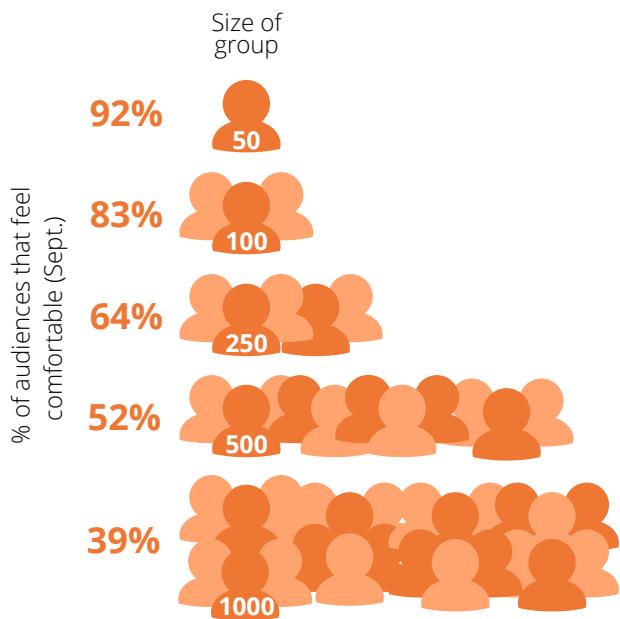
RETURNING TO EVENTS

Many (55%) audiences continued to predict that they will return to live events when reasonably confident that the risk of transmission is minimal.

Some (36%) will return as soon as it is permitted. Only 9% cannot foresee going out until there is no risk.

Consistent with July, most audiences expect to attend at the same frequency (76%) and to spend the same amount (75%) as before COVID-19.

COMFORT AT LIVE EVENTS



Most (83%) QLD dance audiences felt comfortable in audiences of up to 100 and with 4 square metres each (96%). They are increasingly comfortable in groups of this size. In July, 77% of audiences felt comfortable in a group of 100 people. In May, only 51%.

However, comfort in larger groups (over 100 people) has not increased since July.



Outside venue with lawn space only with room to spread out remained as the **most preferred venue**

Indoor hall with fixed seating, adhering to social distancing became more preferable between July and Sept.



Live streamed digital program watched from home became less preferable between July and Sept.

Indoor, flat floor space with chairs to arrange however you like remained as the **least preferred venue**

EVENT SAFETY

In September, all safety measures positively influenced most (95%) audience member's decision to visit arts and cultural venues .

Required use of face masks have become more important to audiences. In September, many (64%) audiences said that required use of face masks would encourage them to visit arts and cultural venues (up from 34% in May).

The safety measures included in the survey were:

- Disinfect public areas every day.
- Seating patrons apart in seating areas, based on current distancing guidelines.
- Provide hand sanitiser at all doors and bathrooms.
- Enforce current distancing guidelines once inside the venue (e.g., timed ticketing, controlling traffic flow in lobbies and aisles, bathroom queues).
- Assure that audience members won't have to touch doors or other surfaces.
- Only allow cashless, no-touch transactions.
- Take temperatures upon entrance using automated sensing equipment and deny entry to those with elevated temperatures.
- Require use of face masks for patrons and staff, and provided free masks to those who need one.

CREATIVITY AT HOME

In September, QLD dance audiences continued to engage in arts and cultural activities at home.

These activities included: listening to music (90%), reading for pleasure (87%), making art or craft (39%), making music/playing an instrument (25%), making videos or doing photography (28%), practising theatre or dance (22%), creative writing (21%) and collecting objects, artworks or artefacts (17%).



ONLINE PARTICIPATION

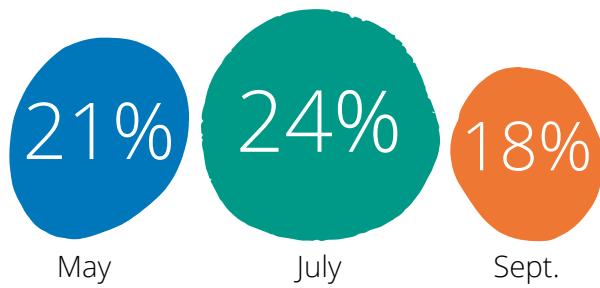
In September, many (74%) QLD dance audiences participated in online arts and cultural activities, with many (53%) participating more than before COVID-19.

These activities included watching a pre-recorded video of performances/events (51%, down from 57% in July), watching live streamed performance/events (40%, down from 44% in July), doing online classes, courses or tutorials (33%, equal to 32% in July) and more.

Most (74%) are planning to continue these online activities. Up from 71% in July and 70% in May.

Most (64%) audience members did not pay for online arts and cultural activities. Up from 61% in July.

There was a decrease in donations (down to 18%) to express gratitude for the online activity they have participated in.



However, subscriptions (10%) and purchases of single experiences (18%) for online arts and culture were consistent with July.

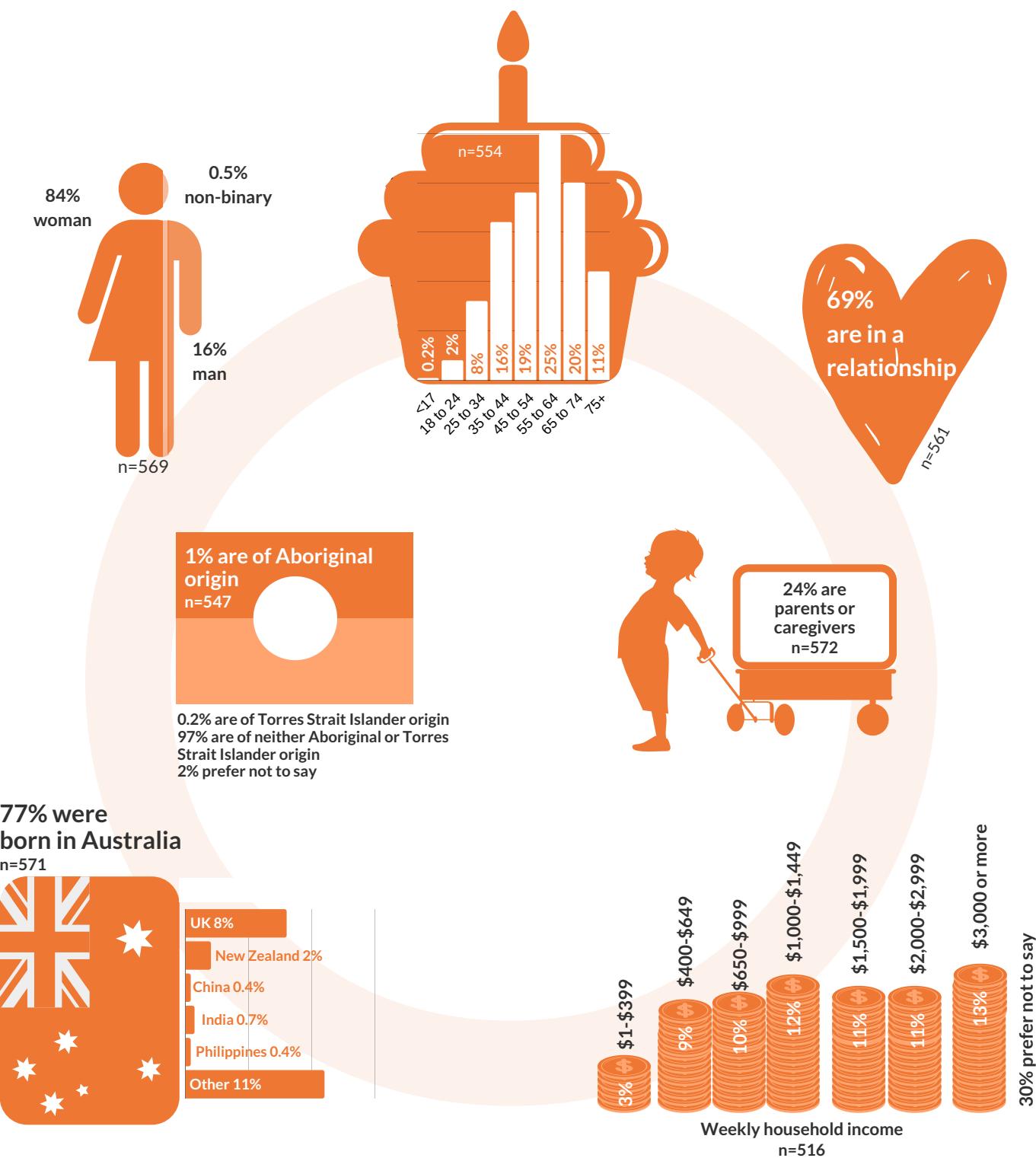
RESPONDENT PROFILE

578 total respondents

The respondent data that is included in this report met two criteria:

1. Audience member of a Queensland arts or cultural organisation
2. Attended a dance performance in the past 12 months

Further information about the dataset, project methodology and participating organisations is available on the [Patternmakers website](#).



For more information about the Audience Outlook Monitor and to explore the full dataset, see the Patternmakers website:

<https://www.thepatternmakers.com.au/covid19>