

NOVEMBER 2021

Online participation

Key findings from 7,637 participants
Audience Outlook Monitor, Australia

↑ 53% up from 48% in July 2021
in outbreak-affected states/territories recently participated online

↑ 42% up from 38% in July 2021
across the rest of Australia recently participated online

↑ 25% up from 19% in July 2021
participated in an online arts class in the past 2 weeks, nationally

↑ 21% up from 17% in July 2021
watched a live-streamed arts event in the past 2 weeks, nationally

↑ 38% up from 33% in July 2021
of those participating online paid for an experience

→ 43% stable with 44% in July 2021
of those paying for online arts experiences spent more than \$50

↑ 73% up from 52% in July 2021
see an ongoing role for digital arts and culture in their lives

33%
would be interested in a digital alternative to a cancelled event