

NOVEMBER 2021

# Live attendance outlook

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

**↑ 50%** up from 43% in October 2021  
in outbreak-affected states/territories are 'ready to attend' now

**→ 72%** stable with 74% in October 2021  
across the rest of Australia are 'ready to attend' now, while borders are closed

**↑ 94%** up from 87% in October 2021  
of arts audiences are fully vaccinated and 3% of these have already had one booster shot

**↑ 93%** up from 86% in July 2021  
are confident that vaccination will help things return to normal within 12 months

**74%**  
are making firm plans to attend a cultural event in future

**78%**  
say they'll be attracted to events in their local area in the next 12 months

**63%**  
of audiences won't attend large theatres unless proof of vaccination is required at entry

**49%**  
of audiences won't attend large theatres unless masks are required