

OCTOBER 2021

NSW 'Pulse Check'

Key findings from 640 audience members
Audience Outlook Monitor, New South Wales

 **46%** down from 79% in July 2021
are ready to attend now or whenever permitted

 **98%** up from 75% in July 2021
are fully or partially vaccinated for COVID-19

90% compared to 81% of all audiences
would be encouraged by proof of vaccination requirements at venues

79% up from 36% in May 2020
would be encouraged to attend with mandatory mask policies for audiences aged 12+

 **91%** up from 86% in July 2021
would be encouraged to attend with upgraded ventilation systems

41% compared to 57% of all audiences
of parents would be encouraged by mandatory mask-wearing for all

75% compared to 57% 'right now'
will be very comfortable at museums/galleries in an 80%-vaccinated, COVID-safe scenario

63% compared to 29% 'right now'
will be very comfortable at large theatres in an 80%-vaccinated, COVID-safe scenario