

OCTOBER 2021


National 'Pulse Check'

Key findings from 2,146 audience members
Audience Outlook Monitor, Australia

 **43%** down from 57%
in July 2021
in outbreak-affected
states/territories are 'ready
to attend'

 **74%** up from 69% in
July 2021
across the rest of Australia
are 'ready to attend'

81%
would be encouraged by
proof of vaccination
requirements at venues

 **96%** up from 73% in
July 2021
are fully or partially
vaccinated for COVID-19

69%
would be encouraged to
attend with mandatory
mask policies for audiences
aged 12+

55% compared to 39%
in other areas
in outbreak-affected areas
would be encouraged by
mandatory mask-wearing for
all

74% compared to
56% 'right now'
will be very comfortable at
museums/galleries in an
80%-vaccinated, COVID-
safe scenario

61% compared to
37% 'right now'
will be very comfortable at
large theatres in an 80%-
vaccinated, COVID-safe
scenario