


# Rebuilding regional audiences


Key findings from 1,706 (July 2021) and 320 (October 2021) regional participants

Audience Outlook Monitor, Australia

 **40%** down from 59% in July 2021  
in outbreak-affected states/territories are 'ready to attend'

 **67%** stable with 69% in July 2021  
across the rest of Australia are 'ready to attend'

**80%**  
would be encouraged by proof of vaccination requirements at venues

 **83%** up from 23% in July 2021  
are fully vaccinated for COVID-19

**66%**  
would be encouraged to attend with mandatory mask policies for audiences aged 12+

**51%** compared to 40% in other areas  
in outbreak-affected states would be encouraged by mandatory mask-wearing for all

**71%** compared to 58% 'right now'  
in outbreak-affected states will be very comfortable at museums/galleries in an 80%-vaccinated, COVID-safe scenario

**61%** compared to 34% 'right now'  
in outbreak-affected states will be very comfortable at large theatres in an 80%-vaccinated, COVID-safe scenario