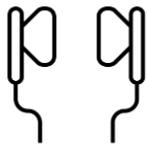


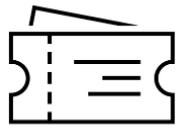
Key Facts: March 2022

ACT Digital Engagement



-6%

decline in ACT audiences participating in online experiences since Nov 21



38%

of digital audiences are paying for experiences



54%

of those paying spent \$50 or more in the last fortnight



26%

are participating in an online class, course or tutorial

Key segments



25%

are 'digital devotees': they see a substantial role for digital in their lives



22%

are 'tired of tech': they see no role for digital arts and culture in their lives



53%

are 'selective but supportive': they see a small role for digital in their lives

Key statistics: ACT audiences, March 2022

- ▶ Following a significant uptake in digital participation in November 2021, engagement with online arts and cultural activities has declined slightly in the Australian Capital Territory (ACT), as audiences return to in-person attendance in March 2022.
- ▶ ACT audiences are among the most likely to be participating in online arts and culture activities of any state or territory: 45% said they participated online in the fortnight before data collection (9-13 March 2022), down from 51% in November 2021.
- ▶ The most common activities engaging ACT audiences are online classes, courses or tutorials (26%, down from 32%) and watching pre-recorded videos (18%, down from 24%).
- ▶ ACT audiences are among the most likely to be paying for online arts and culture experiences (38%). They are most similar to audiences in New South Wales (36%) and Victoria (36%) — states that experienced extended lockdowns which inhibited in-person attendance in 2021.
- ▶ Among the ACT audiences paying for online experiences, a larger proportion spent \$50 or more in the fortnight before data collection (54%, up from 44% in November 2021) (Note: the sample is small so this data should be interpreted with caution).
- ▶ Three key segments persist for digital experiences: ‘digital devotees,’ the 25% of ACT audiences who see a substantial role for digital in their lives, ‘tired of tech’ audiences, the 22% who see no role at all outside of lockdown and ‘selective but supportive’ audiences, the 53% who see a small role.
- ▶ One ACT-based ‘**digital devotee**’ said: ‘I live in Canberra, so online events or lectures will remain of interest and value to me, because of accessibility and COVID safety.’
- ▶ One ACT ‘**tired of tech**’ audience member shared: ‘I prefer to attend in person for the full experience.’
- ▶ One ACT ‘**selective but supportive**’ audience member shared: ‘I hope it will mean that more shows offer on-line options for those who can't make it, but not at the cost of replacing live performances [...] affordable online audience experiences might translate into more live attendance by audience members in future.’

Table 1: Key segments for online arts and culture experiences among ACT audiences, March 2022.

	Digital devotees 	Tired of tech 	Selective but supportive 
Proportion of audiences	25%	22%	53%
The role of digital in their lives is...	Substantial	None	Small
Online participation rate	57%	30%	45%
Live stream participation rate	24%	5%	17%
Most interested in	Quality, high-production digital programming	Live performance	Hybrid events
Vulnerability to COVID-19 themselves or in their network	55%	47%	52%
Other characteristics	<ul style="list-style-type: none"> ▶ More likely to have a disability (15%) ▶ More likely to be older (22% are 75+) ▶ Most likely to have frequently attended the performing arts, pre-pandemic (54%) 	<ul style="list-style-type: none"> ▶ Most comfortable attending in-person events right now (56% are ready to attend whenever permitted) 	<ul style="list-style-type: none"> ▶ More likely to be parents (27%) ▶ Slightly more risk-averse (45% will only attend with minimal risks)

What's next

To access the March 2022 national findings related to digital engagement, a comprehensive report is available at: www.thepatternmakers.com.au/covid19.

There, you can also access a dynamic dashboard, to help you explore the results by location, artform and other variables. Instructions and tips for using the dashboard are available in a short video.

To receive future Snapshot Reports, Fact Sheets and resources in your inbox, as soon as they are available, you can opt in to receive Audience Outlook Monitor news at the link above.

If you have a question, or an idea to put forward, relating to this study, you can contact info@thepatternmakers.com.au.

Acknowledgment

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Patternmakers acknowledges Aboriginal and Torres Strait Islander peoples as the traditional custodians of our land — Australia. We acknowledge the Gadigal people of the Eora Nation as the traditional custodians of the place where Patternmakers is based, and we pay our respects to Elders past, present and emerging.



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