

JULY 2021

# Live attendance outlook

Key findings from 8,728 participants  
Audience Outlook Monitor, Australia

↓ **53%** down from 71%  
in March 2021  
attended a cultural event  
recently

↓ **62%** down from 68%  
in March 2021  
are ready to attend as  
soon as permitted

**76%**  
report their plans have  
been affected by  
lockdowns/cancellations

↑ **65%** up from 36% in  
May 2020  
would be encouraged to  
attend with mandatory  
mask policies

**83%**  
would be encouraged to  
attend with upgraded  
ventilation systems

↓ **74%** down from 80%  
in March 2021  
are making firm plans to  
attend a cultural event

↑ **74%** up from 70% in  
March 2021  
will spend the same or  
more on cultural activities  
over the next 12 months

↓ **86%** down from 90%  
in March 2021  
are confident that  
vaccination will help  
things return to normal  
within 12 months