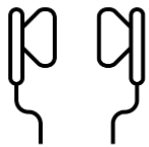


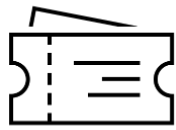
Key Facts: March 2022

SA Digital Engagement



-4%

decline in SA audiences participating in online experiences since Nov 21



32%

of digital audiences are paying for experiences



38%

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



17%

are watching live-streamed performances and events

Key segments



23%

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



33%

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






45%

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

Key statistics: South Australian audiences, March 2022

- ▶ Following an uptake in digital participation in November 2021, engagement with online arts and cultural activities has declined slightly in South Australia (SA), as audiences return to in-person attendance in 2022.
- ▶ SA audiences are currently among the least likely to be participating in online arts and culture activities of any state or territory: 38% said they participated online in the fortnight before data collection (9-13 March 2022), down from 42% in November 2021.
- ▶ The most common activities engaging SA audiences are watching a live-streamed event (17%, stable with 19%) and watching pre-recorded video (15%, down from 22%).
- ▶ 1 in 3 (32%) digital audiences in SA are paying for online arts and culture experiences. They are most similar to audiences in WA (30% paying) and QLD (33% paying) — both states that have experienced fewer disruptions to in-person attendance in the last two years, relative to other states/territories like NSW, VIC and the ACT.
- ▶ Among the SA audiences paying for online experiences, a smaller proportion spent \$50 or more in the fortnight before data collection (38%, down from 46% in November 2021).
- ▶ Three key segments persist for digital experiences: ‘digital devotees,’ the 23% of SA audiences who see a substantial role for digital in their lives, ‘tired of tech’ audiences, the 33% who see no role at all outside of lockdown and ‘selective but supportive’ audiences, the 45% who see a small role.
- ▶ One SA ‘**digital devotee**’ audience member said: ‘We are in a regional area, and have very much enjoyed the increased accessibility of online performances. We have seen things we would not normally have been able to attend.’
- ▶ One SA ‘**tired of tech**’ audience member shared: ‘It’s about the energy you don’t feel with an online event.’
- ▶ One SA ‘**selective but supportive**’ audience member shared: ‘If it’s a show I really want to see that is available digitally, and there’s no other way I could watch it, I’d watch it, but I don’t get the same buzz from watching a show or band or seeing an art exhibition on screen as I do in person.’

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

	Digital devotees 	Tired of tech 	Selective but supportive 
Proportion of audiences	23%	33%	45%
The role of digital in their lives is...	Substantial	None	Small
Online participation rate	56%	21%	40%
Live stream participation rate	29%	7%	19%
Most interested in	Quality, high-production digital programming	Live performance	Hybrid events
Spending behaviours	44% online are paying for experiences	14% online are paying for experiences	30% online are paying for experiences
Demographic features	<ul style="list-style-type: none"> ▶ More likely to have a disability (9%) 	<ul style="list-style-type: none"> ▶ Less likely to have a disability (5%) 	<ul style="list-style-type: none"> ▶ More likely to be parents (21%) ▶ More likely to live in a regional or remote area (22%)
Vulnerability to COVID-19 themselves or in their network	57%	38%	51%
Other attitudes and behaviours	<ul style="list-style-type: none"> ▶ Most likely to have frequently attended the performing arts, pre-pandemic (56%) ▶ More likely to earn a portion of their income from creating art (18%) 	<ul style="list-style-type: none"> ▶ Most comfortable attending in-person events right now (64% are ready to attend whenever permitted) 	<ul style="list-style-type: none"> ▶ Slightly more risk-averse (43% 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

The Audience Outlook Monitor study in Australia is supported by the Australia Council for the Arts, Create NSW, Creative Victoria, the Queensland government through Arts Queensland, Department of the Premier and Cabinet (Arts South Australia), Department of Local Government, Sport and Cultural Industries (DLGSC) WA and artsACT.

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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