A Guide to the COVID-19 Audience Outlook Monitor Dashboard

Introduction to the COVID-19 Audience Outlook Monitor

This is a guide to help you access the results to the COVID-19 Audience Outlook Monitor, a study that is exploring how audiences feel about attending arts and cultural events in the future.

Using the Dashboard

When you enter the dashboard, you will be taken to a landing page where you will see a list of reports. By hovering over these reports, you can read a description of the results contained. You will also see the number of survey responses collected by state and collection month.

When you click into a report, you will see a grey control panel that allows you to set your view.

In Section 1: Select Surveys

You can click the check box to turn each survey on or off. For example, if you only want to view results from New South Wales, make sure that only "NSW March" is selected.

In Section 2: Apply Filters

Filters can be used to cross tabulate questions. For example, you may want to view audiences' feelings about returning to events by age. To do this, you would select the "Age Cohorts" filter. Click the dropdown menu in Section 2 all available filters. You can apply up to two filters. With two filters on, survey results will automatically display all together. To see State by State data with two filters applied, make sure only one State is selected in Section 1.

In Section 3: Choose Your View

You can select whether you want to view surveys "All Together" (aggregated nation-wide results) or view them individually (State by State results). To view results from each State and Territory side by side, select "By Survey" and make sure all surveys are on.

Please note: You need to select "Apply Options" at the bottom of the control panel after making your selections. These selections carry over from report to report.

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Response Numbers

Under each survey in each chart you will see n=#. This is the number of people who answered the question displayed in the chart. You will see this number vary from chart to chart because sections of the survey rotated, and respondents were not asked all questions. For charts that display multiple questions, you will see an n= that is greater than the total number of survey responses. This is the number of responses to two or more questions.

Ideas for Exploration

By Age: Select the "Age Cohorts" filter to see responses segmented by respondents' age.

By Attendance Frequency: Select "Performing Arts Attendance Frequency" or "Museum or Gallery Attendance Frequency" to see responses segmented by arts attendance behaviour.

By Member/Subscriber Status: Select the "Subscription/Membership" filter to segment results by whether respondents are members or subscribers at any arts and cultural organisation.

By Experience with the Pandemic: Select the "COVID-19 in Social Network" or "Serious Health Vulnerability" filters to segment respondents by whether or not someone in respondents' networks had the virus or whether someone in their household is vulnerable to a serious health outcome if they get the virus.

By Risk Tolerance: Select the "Risk Tolerance for Going Out" filter to see responses segmented by how soon respondents will be ready to go out again.

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