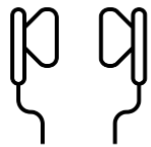


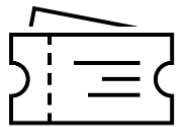
Key Facts: March 2022

WA Digital Engagement



-4%

decline in WA audiences participating in online experiences since Nov 21



30%

of digital audiences are paying for experiences



46%

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



19%

are watching pre-recorded video of performances and events

Key segments



26%

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



31%

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






43%

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

Key statistics: Western Australian audiences, March 2022

- ▶ Following an uptake in digital participation in November 2021, engagement with online arts and cultural activities has declined slightly in Western Australia (WA), as audiences return to in-person attendance in 2022.
- ▶ WA audiences are among the least likely to be participating in online arts and culture activities of any state or territory: 36% said they participated online in the fortnight before data collection (9-13 March 2022), down from 40% in November 2021.
- ▶ The most common activities engaging WA audiences are watching pre-recorded video of an event (19%, stable) and doing an online class, course or tutorial (15%, down from 19%).
- ▶ 1 in 3 (30%) digital audiences in WA are paying for online arts and culture experiences. They are most similar to audiences in SA (32% 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 WA audiences paying for online experiences, a consistent proportion spent \$50 or more in the fortnight before data collection (46%, stable from 48% in November 2021).
- ▶ Three key segments persist for digital experiences: 'digital devotees,' the 26% of WA audiences who see a substantial role for digital in their lives, 'tired of tech' audiences, the 31% who see no role at all outside of lockdown and 'selective but supportive' audiences, the 43% who see a small role.
- ▶ One WA '**digital devotee**' said: 'My home is in a rural area, so online gives me unlimited access to as much as I want. To attend live events is not always easy.'
- ▶ One WA '**tired of tech**' audience member shared: 'I haven't felt the need to do online events as yet, as we've been able to more or less continue life as normal in regional WA.'
- ▶ One WA '**selective but supportive**' audience member shared: 'Being present at a live/living performance is tops. Given that might not be possible, on line performances are much appreciated.'

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

	Digital devotees 	Tired of tech 	Selective but supportive 
Proportion of audiences	26%	31%	43%
The role of digital in their lives is...	Substantial	None	Small
Online participation rate	42%	21%	44%
Live stream participation rate	16%	6%	15%
Most interested in	Quality, high-production digital programming	Live performance	Hybrid events
Spending behaviours	39% online are paying for experiences	18% online are paying for experiences	28% online are paying for experiences
Demographic features	<ul style="list-style-type: none"> ▶ More likely to have a disability (5%) ▶ More likely to be older (31% are 75+) 	Less likely to have a disability (3%)	More likely to be younger (51% are under 65)
Vulnerability to COVID-19 themselves or in their network	53%	48%	52%
Other attitudes and behaviours	<ul style="list-style-type: none"> ▶ Most likely to have frequently attended the performing arts, pre-pandemic (62%) ▶ More likely to earn a portion of their income from creating art (14%) 	<ul style="list-style-type: none"> ▶ Most comfortable attending in-person events right now (48% are ready to attend whenever permitted) 	<ul style="list-style-type: none"> ▶ Slightly more risk-averse (49% 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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