

PHASE 3: KEY FINDINGS

Audience Sentiment

COVID-19 Audience Outlook Monitor
Australia, September 2020

12,147

participants

144

organisations

→ **29%** stable with 28%
in July 2020

are ready to attend as
soon as permitted

↑ **77%** up from 70%
in July 2020

are comfortable to
attend outdoor events

↑ **29%** up from 24%
in July 2020

attended a cultural event
in the past fortnight

↑ **14%** up from 10% in
July 2020

are purchasing tickets
for live shows or
performances

→ **78%** stable with 78%
in July 2020

expect to attend the same
or more than before, long-
term

↑ **70%** up from 36%
in May 2020

say face masks would
encourage them to
attend



PATTERNMAKERS



AUDIENCE
OUTLOOK
MONITOR