

AUDIENCE OUTLOOK MONITOR.

Welcome, and thank you for your attention at this extraordinary moment in time when so much around us is changing.

By completing this survey you'll be assisting The Shed and other arts and cultural organizations to better understand how audiences feel about going out again to arts and cultural events during and after the COVID-19 pandemic.

When we say 'arts and cultural activities', we mean things like attending music, theatre, opera or dance performances, visiting museums and galleries, attending film screenings, and attending author talks or art workshops.

First, we'd like to know what public gatherings are allowed in your area, and your comfort level venturing out in public. Please answer to the best of your knowledge.

1. At present, what do public health officials in your community permit in regards to the number of people allowed to gather following social distancing guidelines? *(select the closest option from the drop-down list)*

-- Please Select --

2. To the best of your knowledge, which one of the following statements best describes the current conditions in your region? *(select one)*

- The rate of new infections of COVID-19 is increasing
- The rate of new infections of COVID-19 is holding steady
- The rate of new infections of COVID-19 is decreasing

3. How comfortable would you feel doing the following activities today if there were no restrictions or closures? *(select one for each item)*

	Not Comfortable	Somewhat Comfortable	Very Comfortable
Eating at a local restaurant or bar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Going to a local movie theater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exercising at a gym or health club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using public transportation (e.g., bus, train, subway)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flying domestically on a commercial airline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Joining a protest, march, and/or political rally	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next, we'd like to know if you attended any arts and culture events in the past two weeks in-person, or if you made plans to attend in-person in the future.

We understand that public venues are closed in some areas right now, so just answer 'None' if nothing is allowed.

4. In the past two weeks, did you do any of the following activities in-person (not online)? *(select all that apply)*

- Attend a live performance
- Attend a fair or festival
- Attend a movie theater
- Attend a lecture, artist talk or workshop
- Visit a museum or gallery
- Eat at a local restaurant (not including take-away, curbside pick-up, or home delivery)
- None of the above

5. In the past two weeks, did you make firm plans to do any of the following activities outside the home, whether free or ticketed? *(select all that apply)*

- Attend a lecture, artist talk or workshop
- Attend a fair or festival
- Attend a live performance
- Attend a movie theater
- Visit a museum or gallery
- None of the above

This section explores your personal feelings about going out again.

6. How comfortable would you feel attending the following types of indoor cultural facilities today, assuming they were open and following social distancing guidelines and other health safety procedures? (select one for each; answer in reference to yourself, and not in reference to others in your household)

	Not Comfortable	Somewhat Comfortable	Very Comfortable
Walking around a museum or gallery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using hands-on exhibits at an interactive museum	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visiting a community art space or studio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending a comedy club or live music venue without seats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending a large theatre or concert hall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. How comfortable would you feel attending the following types of indoor performance venues today, assuming social distancing guidelines are followed? (select a number for each)

	Not Comfortable	Somewhat Comfortable	Very Comfortable
A performance venue with 50 seats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A performance venue with 100 seats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A performance venue with 250 seats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A performance venue with 500 seats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A performance venue with 1,000 seats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A performance venue with 2,500 or more seats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. How comfortable would you feel attending the following types of outdoor cultural spaces today, assuming they were open and following distancing guidelines and other health safety procedures?

	Not Comfortable	Somewhat Comfortable	Very Comfortable
Walking around a botanical garden or zoo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending a street market or art fair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Watching a performance while seated in an amphitheater	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attending an outdoor music festival in a public park (no seating)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9. Under what conditions will you resume attending arts and cultural events? (select the one statement that best represents how you feel)

- I am ready to go out now, or as soon as it is legally allowed
- When the "curve" flattens and the rate of new infections in my area drops to zero or near zero
- When testing and treatment are broadly available and easy to access
- After I've been vaccinated or developed immunity to the virus
- Even after I've been vaccinated, I still don't anticipate going to cultural venues any time in the foreseeable future
- Don't know

10. Given your answer to the previous question, which statement best represents how you feel about going out again to arts and cultural events? (select one)

- I am ready now, or will attend as soon as it is permitted
- I will start attending again when I am reasonably confident that the risk of virus transmission at cultural venues is minimal
- I cannot foresee going back to cultural venues until there is no risk to me

11. How much do you agree or disagree with the following statements about who you trust? (select one for each)

	<u>Strongly Disagree</u>	<u>Disagree</u>	<u>Neutral</u>	<u>Agree</u>	<u>Strongly Agree</u>
"I trust public officials in my area to determine when health risks are low enough for audiences to attend arts and cultural events."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I will decide for myself when health risks are low enough to go out again."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Rank the following settings in the order you'd prefer them for a live theatrical performance happening today. (Read the four items, then assign your most preferred setting the number "1", then your next preferred setting the number "2", etc.)

Drag items from the left-hand list into the right-hand list to order them.

An outdoor venue with lawn space only, assuming there is adequate space for people to spread out on blankets or lawn chairs

An indoor, flat-floor space with loose chairs that you can arrange however you like, assuming there is adequate space for people to spread out

An indoor theater with fixed seating, with audience members seated according to current social distancing guidelines

A live streamed digital program that you can watch from home

13. Please explain your first choice, if you'd like.

14. Scientists are working on a rapid test for COVID-19, much like a breathalyzer test, with results available in a few minutes. Would you be willing to take such a test at a cultural venue as a requirement for entry? *(select one)*

- No
- Maybe
- Yes

15. Now, imagine a time in the future when the pandemic has passed

How will your attendance at arts and cultural activities be affected by the pandemic in the long-term, given your personal circumstances? *(select one)*

- I expect to attend more than I did before the pandemic
- I expect to attend again just as I did before the pandemic
- I expect to attend less frequently than before the pandemic

This section explores your feelings about watching arts and cultural programs via live stream.

16. Have you ever watched a live-streamed performance of music, dance, or theatre at home? *(select all that apply)*

- No
- Yes, on my computer
- Yes, on my tablet or phone
- Yes, on my television

How comfortable are you navigating on your computer or mobile device to stream a live performance? *(select one)*

- Very uncomfortable
- Somewhat uncomfortable
- Somewhat comfortable
- Very comfortable

During the 2020-21 season, performing arts organizations won't know how many people will be allowed into their venues. As a way of managing this uncertainty, some organizations might sell tickets at regular prices, and then invite audiences to watch the program at home via a live stream video connection, or attend in-person, depending on how many people are allowed in the venue at the time of the show.

18. How likely would you be to purchase tickets knowing that you might watch some or all of the performances at home via live stream? *(select one)*

- Not at all likely
 - Somewhat likely
 - Very likely
-

19. Would the live stream option be more attractive if you had the option of watching any time during the week following the live performance?

- No
 - Yes
-

20. Do you think of the live stream option as a temporary stopgap measure, or as something that you might want to take advantage of on an ongoing basis even after venues are allowed to fully reopen? *(select one)*

- A temporary stopgap solution
 - A permanent option
-

21. What questions or concerns would you have about the live stream ticket option?

Next, we'd like to ask some questions about your relationship with The Shed.

22. Which one of the following statements applies to you? *(select one)*

- I purchased a subscription or series tickets in 2019 or 2020
 - I subscribed or purchased series tickets before 2019
 - I've never subscribed, but attend performances and events on a case-by-case basis
-

23. Do you currently hold tickets to one or more future programs offered by The Shed?

- No
 - Yes
 - Don't Know or Unsure
-

24. Do you currently have a credit that you can use for tickets to future programs offered by The Shed (e.g., a voucher or gift certificate)?

- No
 - Yes
 - Don't Know or Unsure
-

25. In general, how eager are you to return to The Shed? *(select one)*

- Not At All Eager
- Somewhat Eager
- Very Eager

26. How much do you agree or disagree with the following statement? (select one)

	<u>Strongly Disagree</u>	<u>Disagree</u>	<u>Neutral</u>	<u>Agree</u>	<u>Strongly Agree</u>
"I trust The Shed to determine when health risks are low enough for audience members like me to resume attending."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"I trust other audience members to follow The Shed's health safety rules."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

27. Assuming restrictions on public events are lifted, what are the odds you'll be going to The Shed in December if programs were available? (select one from the drop-down menu)

-- Please Select --

- Please Select --
- 0% - no chance
- 10%
- 20%
- 30%
- 40%
- 50%
- 60%
- 70%
- 80%
- 90%
- 100% - absolutely sure

Back

Next

28. The Shed might take a number of steps to reduce health risks. How much would each of the following steps encourage or discourage you to visit our facilities again? (select one for each item)

	Discourage 1	2	Neutral 3	4	Encourage 5
Require use of face masks for audience members and staff, and provide free masks to those who need one	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Updated ventilation system that draws fresh air from outside	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Assurances that social distancing and other health safety rules will be strictly enforced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Disinfect public areas every day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. If you are required to wear a mask and adhere to distancing guidelines and other health safety precautions, will you still attend our mainstage performances and events?

No
 Maybe
 Yes

30. When you feel comfortable going out again, do you anticipate your overall spending on subscriptions and/or tickets to our performances and events will be... (select one)

Higher than before the health crisis started
 The same as before the health crisis started
 Lower than before the health crisis started

29. If you are required to wear a mask and adhere to distancing guidelines and other health safety precautions, will you still attend our mainstage performances and events?

- No Maybe Yes

30. Why not? *(select all that apply)*

- I have a health issue that makes it difficult for me to wear a mask
- Masks are too uncomfortable to wear for an extended period of time
- Even with a mask on, I won't feel safe attending
- I don't trust other people to keep their masks on
- I don't believe audience members should be required to wear masks
- Other (please specify):

31. When you feel comfortable going out again, do you anticipate your overall spending on subscriptions and/or tickets to our performances and events will be... *(select one)*

- Higher than before the health crisis started
- The same as before the health crisis started
- Lower than before the health crisis started

32. Over the past 12 months, did you make a donation to The Shed above and beyond the cost of tickets?

- No Yes

When arts and cultural programming in your community resumes and you feel comfortable going out again, do you anticipate your donations to The Shed will be... *(select one)*

- Higher than before the health crisis started, at least for a period of time
- The same as before the health crisis started
- Lower than before the health crisis started

Next, we'd like to ask for your feedback on how The Shed is keeping in touch with you and other audience members. This includes things like electronic newsletters, social media and other communications.

34. How strong is your bond or feeling of affiliation with The Shed? *(Select a number using the scale provided)*

<u>Weak</u>				<u>Strong</u>
1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

35. Overall, how good a job has The Shed done in staying in touch with you and keeping you aware of its programs and activities since the health crisis started? *(select one)*

- Poor
- Fair
- Good
- Excellent
- Not Applicable or Don't Know

36. Has the frequency of messages you've received from The Shed been...? *(select one)*

- Not frequent enough
- About right
- Too frequent

37. Have you watched any digital broadcasts or other digital content offered or recommended by The Shed since the health crisis started?

- No
- Yes - Once
- Yes - Multiple times
- Not aware of digital content offered by The Shed

38. Overall, how personally committed are you to doing what you can to ensure that The Shed emerges from the health crisis as strong as it was beforehand? *(select one)*

<u>Not Committed</u>		<u>Moderately Committed</u>		<u>Strongly Committed</u>
1	2	3	4	5
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You are approaching the end of the survey. Thank you so much for your time and perseverance

The next few questions ask about your personal experience with the COVID-19 pandemic.

These questions are optional. Remember that your answers are anonymous.

39. Is anyone in your immediate family/household especially vulnerable to a serious health outcome from contracting COVID-19?

- No Yes

What makes someone in your immediate family/household vulnerable to a serious health outcome from contracting COVID-19? *(select all that apply)*

- Age
- Pre-existing health conditions
- Risk of infecting other sensitive individuals whom you care for
- Other *(optional - please describe)*

40. Have you been tested for COVID-19 or COVID-19 antibodies?

- No
- Yes

41. Has anyone in your household contracted the virus?

- No
- Maybe/Not Sure
- Yes
- Prefer Not to Answer

43. Have you, or has anyone in your household been furloughed, laid-off, or experienced a significant drop in salary as a result of the COVID-19 pandemic?

- No Yes

44. As a result of the COVID-19 pandemic, has anyone in your household... *(select all that apply)*

- Filed for unemployment benefits
- Experienced difficulty paying rent or making mortgage payments
- Taken responsibility for caring for someone who was not previously dependent on you
- Other *(please describe)*:

Finally, please answer a few questions about yourself and your household.

45. What is your gender? *(select all that apply)*

Woman

Man

Non-binary

I prefer to self identify *(please specify):*

Prefer not to answer

46. In what year were you born? *(select from the drop-down menu)*

-- Please Select -- ▾

47. What is your relationship status? *(select one)*

In a relationship

Not in a relationship

48. Are you the parent or caregiver of any children under 18 who regularly live with you?

No Yes

49. Are you caregiving to one or more older adults in your family or circle of close friends, who you bring out to cultural programs from time to time?

No Yes

50. Do you earn a portion of your income from performing, teaching, or creating art of any kind?

No Yes

51. Which of the following best describe(s) your race/ethnicity? *(select all that apply)*

Asian or Pacific Islander

American Indian or Alaska Native

Black or African American

Hispanic or Latinx

Middle Eastern

White

Other *(please specify):*