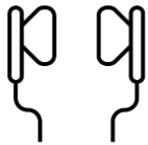


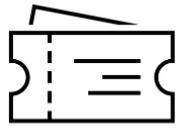
Key Facts: March 2022

Victoria Digital Engagement



-9%

decline in Victorian audiences participating in online experiences since Nov 21



36%

of digital audiences are paying for experiences



41%

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



22%

are watching pre-recorded video of performances and events

Key segments



27%

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



25%

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



49%

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

Key statistics: Victorian audiences, March 2022

- ▶ Following a significant uptake in digital participation in November 2021, engagement with online arts and cultural activities has declined slightly in Victoria, as audiences return to in-person attendance in 2022.
- ▶ However, Victorian audiences are the most likely to be participating in online arts and culture activities of any state or territory. 4 in 10 (43%) said they participated online in the fortnight before data collection (9-13 March 2022), down from 52% in November 2021.
- ▶ The most common activities engaging Victorian audiences are watching pre-recorded video (22%, down from 27%) and doing an online class, course or tutorial (21%, down from 27%).
- ▶ Victorian audiences are among the most likely to be paying for online arts and culture experiences (36%). They are most similar to audiences in the ACT (38%) and NSW (36%) — both states who experienced extended lockdowns that inhibited in-person attendance in 2021.
- ▶ Among the Victorian audiences paying for online experiences, a larger proportion spent \$50 or more in the fortnight before data collection (41%, up from 34% in November 2021), indicating a promising outlook for digital programs in 2022.
- ▶ Three key segments persist for digital experiences: **'digital devotees'**, the 27% of Victorian audiences who see a substantial role for digital arts and cultural experiences in their lives, **'tired of tech'** audiences, the 25% who see no role at all outside of lockdown and **'selective but supportive'** audiences, the 49% who see a small role.
- ▶ One Victorian **'digital devotee'** said: 'Even though in person events might be possible, I will still choose to attend online events because they're easier to get to/more accessible, safer and I can access events from around the globe.'
- ▶ One Victorian **'tired of tech'** audience member shared: 'After 2 years of living in isolation and sick of zoom and facetimeing etc I need face to face experiences.'
- ▶ One **'selective but supportive'** audience member shared: 'Much prefer the in-person experience but as more opportunities come on-line, e.g. Melbourne/Australian digital concert hall performances , it allows me to 'attend' more than I would otherwise.'

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

	Digital devotees 	Tired of tech 	Selective but supportive 
Proportion of audiences	27%	25%	49%
The role of digital in their lives is...	Substantial	None	Small
Online participation rate	61%	19%	45%
Live stream participation rate	30%	4%	15%
Most interested in	Quality, high-production digital programming	Live performance	Hybrid events
Spending behaviours	48% online are paying for experiences	16% 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 (11%) ▶ Most likely to be older (31% are 75+) 	More likely to live in a regional or remote area (40%)	More likely to be parents (23%)
Vulnerability to COVID-19 themselves or in their network	50%	40%	47%
Other attitudes and behaviours	<ul style="list-style-type: none"> ▶ Most likely to have frequently attended the performing arts, pre-pandemic (61%) ▶ More likely to earn a portion of their income from creating art (22%) 	Most comfortable attending in-person events right now (68% are ready to attend whenever permitted)	Slightly more risk-averse (42% 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.

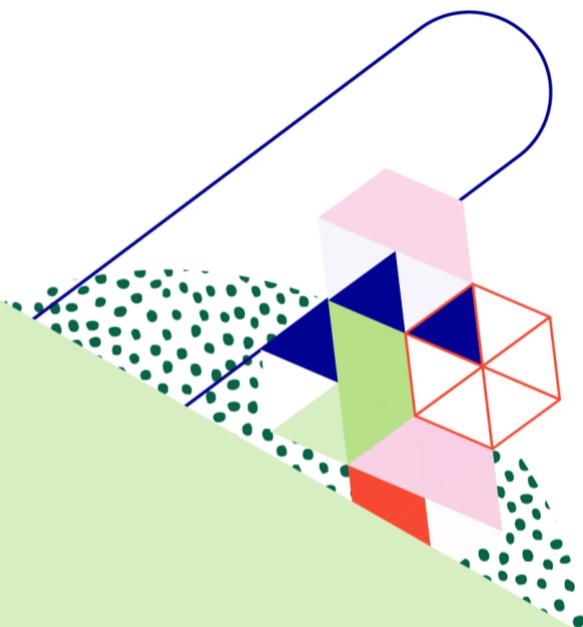
To receive future Snapshot Reports, Fact Sheets and resources in your inbox, as soon as they are available, you can opt in to receive Audience Outlook Monitor news at the link above.

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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