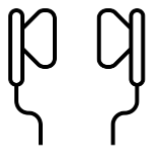


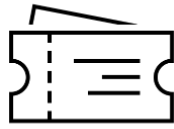
Key Facts: March 2022

# NSW Digital Engagement



-10%

decline in NSW audiences participating in online experiences since Nov 21



36%

of digital audiences are paying for experiences



47%

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



24%

are participating in an online class, course or tutorial

## Key segments



28%

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






47%

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

## Key statistics: NSW audiences, March 2022

- ▶ Following a significant uptake in digital participation in November 2021, engagement with online arts and cultural activities has declined slightly in New South Wales (NSW), as audiences return to in-person attendance in March 2022.
- ▶ NSW audiences are among the most likely to be participating in online arts and culture activities of any state or territory: 45% said they participated online in the fortnight before data collection (9-13 March 2022), down from 55% in November 2021.
- ▶ The most common activities engaging NSW audiences are online classes, courses or tutorials (24%, down from 33%) and watching pre-recorded videos (22%, down from 28%).
- ▶ NSW audiences are among the most likely to be paying for online arts and culture experiences (36%). They are most similar to audiences in the Australian Capital Territory (38%) and Victoria (36%) — states/territories that experienced extended lockdowns which inhibited in-person attendance in 2021.
- ▶ Among the NSW audiences paying for online experiences, a smaller proportion spent \$50 or more in the fortnight before data collection (47%, down from 52% in November 2021).
- ▶ Three key segments persist for digital experiences: ‘digital devotees,’ the 28% of NSW audiences who see a substantial role for digital in their lives, ‘tired of tech’ audiences, the 25% who see no role at all outside of lockdown and ‘selective but supportive’ audiences, the 47% who see a small role.
- ▶ Some NSW ‘**digital devotees**’ shared their appreciation that online experiences enable them to overcome barriers and engage with arts in a safe way. One said: ‘My circumstances, living with an immunocompromised person, means a return to large venues seems unlikely in the near future.’
- ▶ One NSW ‘**tired of tech**’ audience member shared: ‘Online had its place when nothing else was available, but the whole thing is a social experience for me, and so it has to be in person.’
- ▶ One NSW ‘**selective but supportive**’ audience member shared: ‘I value the in-person experience over the online experience unless the online experience offers something truly unique.’

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

	Digital devotees 	Tired of tech 	Selective but supportive 
Proportion of audiences	28%	25%	47%
The role of digital in their lives is...	Substantial	None	Small
Online participation rate	53%	33%	51%
Live stream participation rate	23%	5%	18%
Most interested in	Quality, high-production digital programming	Live performance	Hybrid events
Spending behaviours	44% online are paying for experiences	16% online are paying for experiences	34% online are paying for experiences
Vulnerability to COVID-19 themselves or in their network	49%	41%	49%
Other characteristics	<ul style="list-style-type: none"> <li>▶ Most likely to have frequently attended the performing arts, pre-pandemic (68%)</li> <li>▶ More likely to earn a portion of their income from creating art (17%)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Most comfortable attending in-person events right now (68% are ready to attend 'whenever permitted')</li> </ul>	<ul style="list-style-type: none"> <li>▶ Slightly more risk-averse (41% will only attend with minimal risks)</li> </ul>

## 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](http://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](mailto: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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