Key Facts: March 2022

QLD Digital Engagement

41%
of QLD audiences are participating in online experiences

33%
of digital audiences are paying for experiences

42%
of those paying spent $50 or more in the last fortnight

20%
are watching pre-recorded video of performances and events

Key segments

22%
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

47%
are 'selective but supportive': they see a small role for digital in their lives

Key statistics: Queensland audiences, March 2022

- Engagement with online arts and cultural activities remains consistent in Queensland (QLD), relative to attendance in November 2021.
- 4 in 10 (41%) QLD audiences said they participated online in the fortnight before data collection (9-13 March 2022), consistent with 40% in November 2021 and with the national average (42%)
- The most common activities engaging QLD audiences are pre-recorded video of events (20%, stable with 21% in November) and online classes, courses and tutorials (19%, stable with 20%).
- QLD audiences are among the least likely to be paying for digital experiences of any state/territory (33%).They are most similar to audiences in South Australia (32% paying) and Western Australia (30% paying) — 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 QLD audiences paying for online experiences, a consistent proportion spent $50 or more in the fortnight before data collection (42%, stable since November 2021).
- Three key segments persist for digital experiences: 'digital devotees,' the 22% of QLD 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 'supportive but selective' audiences, the 47% who see a small role.
- One QLD '**digital devotee**' said: 'As age and mobility reduce the ease of attending concerts/performances the on-line experience (while not the same as in-theatre attendance) does help to participate in the enjoyment of a performance.'
- One QLD '**tired of tech**' audience member shared: 'I prefer live performances in person over online events. There's something magical about being in the concert hall or theatre that can't be translated to an online format.'
- One QLD '**selective but supportive**' audience member shared: 'I'd consider [online experiences] if I couldn't attend in person due to distance, or were unaffordable as an in person experience but the online was a more reasonable cost.'

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

	Digital devotees	Tired of tech	Selective but supportive
Proportion of audiences	22%	31%	47%
The role of digital in their lives is…	Substantial	None	Small
Online participation rate	44%	21%	47%
Live stream participation rate	27%	5%	16%
Most interested in	Quality, high-production digital programming	Live performance	Hybrid events
Spending behaviours	45% are paying for online experiences	13% are paying for online experiences	32% online are paying for experiences
Demographic features	▸ More likely to be older (23% are 75+)	▸ More likely to live in a regional/remote area (37%)	▸ More likely to be younger (62% are under 65)
Vulnerability to COVID-19 themselves or in their network	49%	40%	45%
Other attitudes and behaviours	▸ Most likely to have frequently attended the performing arts, pre-pandemic (47%) ▸ More likely to earn an income from creating art (15%)	▸ Most comfortable attending in-person events right now (71% are ready to attend whenever permitted)	▸ Slightly more risk-averse (30% 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.

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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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