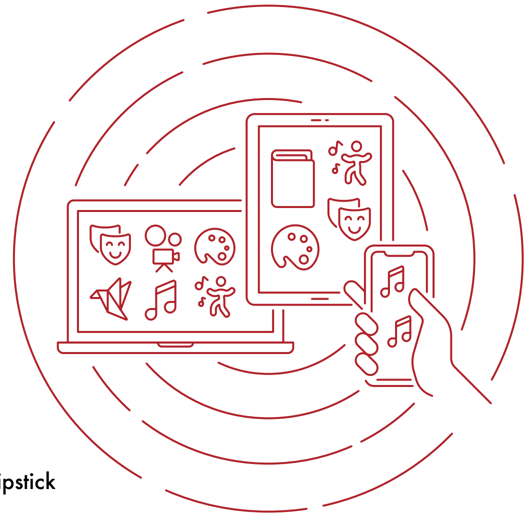
Digital arts consumption during COVID-19



This study seeks to understand the behaviour and sentiments of the Singapore public and arts audiences, informing how the Singapore arts community can respond to the COVID-19 crisis to emerge stronger and grow new audiences.

Methodology: Full survey of n=500 online every 2 months, dipstick survey of n=200 online every two weeks. For this infographic, data was from the first wave of the full survey and dipstick combined (n=702). Data collection: 31st Aug to 08 Sep 2020 - before live events resumed.

88%

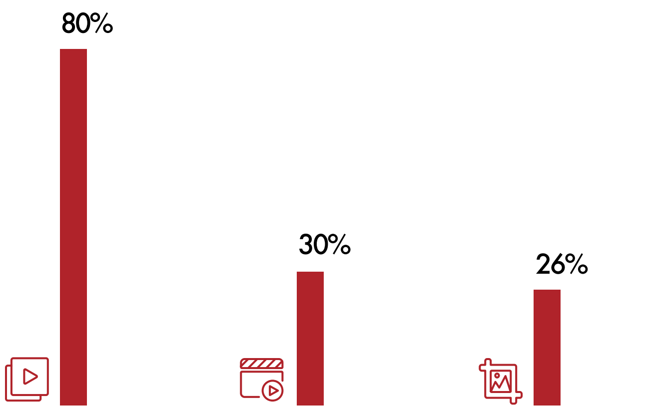
of people have consumed digital arts content in the last 2 weeks

Proportions of audiences who have consumed digital arts content by art form

	33%	77%	36%	36%	37%	39%	39%
Per art form	Theatre	Music	Dance	Literary arts	Craft	Film	Visual arts
Most consumed content per art form	Documentaries / talks / interviews	Music videos	Pre-recorded performances	Non-interactive e-book	Tutorials	Documentaries / talks / interviews	Tutorials

Total respondents (Full survey + Dipstick) n = 702

Online video platforms were the dominant mode for accessing digital arts content across all art forms



Online video platforms
e.g. YouTube, Facebook, TikTok

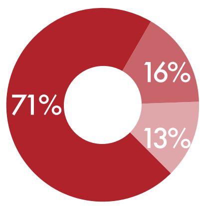
On-demand platforms to access content
e.g. meWATCH, Spotify, Netflix, e-readers

Online image-sharing platforms
e.g. Instagram, Pinterest, DeviantArt

Base: Total responses (max 2 per respondent) | n = 1,059

Content is usually watched with...

Self



Friends /family

Equal mix of both

Base: n = 1,059

Average length of time spent consuming each art form per sitting...

1h to 2h
- Theatre

30mins to 1h
- Music
- Dance
- LIterary arts
- Film
- Visual arts

10 to 30mins
- Craft

Base: n = 1,059

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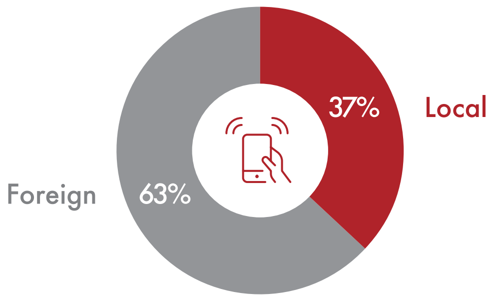
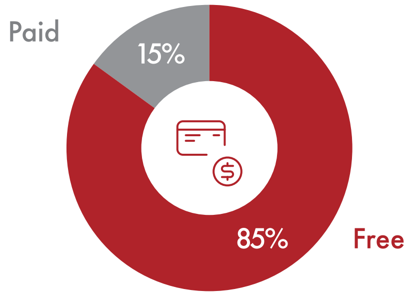
Digital content consumed tended to be from foreign artists



Base: Digital arts consumers who know where the artists are from | n = 567

Audiences also tended to consume free content



Base: Digital arts consumers: n = 615

Audiences were more likely to be satisfied by paid content than free content

Base: Consumed free / paid digital content

64% of paid content was rated good or outstanding, compared to...

n = 184

45% of free content

n = 441

Visual Arts and Theatre had highest proportion of local content being consumed

	Largely from Singapore	Largely from outside of Singapore	Equal mix
Theatre	20%	35%	41%
Music	7%	40%	38%
Dance	19%	38%	38%
Literary	17%	31%	42%
Craft	13%	40%	37%
Film	13%	38%	43%
Visual	21%	36%	36%

Base: Digital arts consumers: Theatre n = 139 | Music n = 215 | Dance n = 141 | Literary n = 140 | Craft n = 140 | Film n = 145 | Visual n = 139

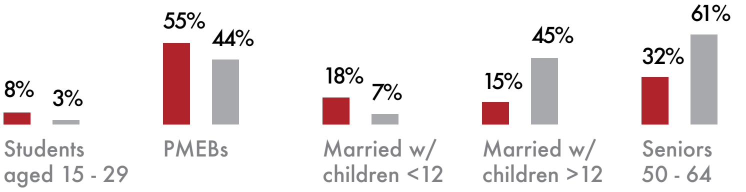
Over half consumed free digital content. However, almost 3 in 10 were willing to pay over $20 for digital content.

On local artists...		On foreign artists...
4%	More than $50	5%
26%	$20 to $50	23%
13%	Less than $20	5%
56%	None - all free	61%
1%	Don't know	2%

Base: Consumed content by local artists: n = 490

Base: Consumed content by foreign artists: n = 558

Digital arts consumers tend to be younger, and are more likely to hold a PMEB job compared to non-digital arts consumers



Digital arts consumers: base n = 615
Non-digital arts consumers: base n = 87

Top 3 reasons for digital arts consumption

Want to learn something new	51%
Seeing something you woudn't normally be able to see	42%
Finding out more about an artist's or creative's work	35%

Base: Digital arts consumers: n = 615

Experiencing digital arts has a positive impact on perception of the arts, with at least 8 in 10 feeling an improvement in...

Perception of the variety of arts content available
82%

Ease of finding arts content that appeal to them
82%

Perceptions of the role of the arts in improving well-being
80%

Base: Agreed that digital arts consumption impacted their views on the arts: n = 225

81%

of digital arts consumers say that they would continue online consumption after the pandemic

Base: Digital arts consumers: n = 442

Some existing arts audiences intend to scale back on attending live arts events post-pandemic

Intention to attend live events post-pandemic

- 42% Less frequently
- 45% About the same as before
- 12% More frequently

Base: Prior physical arts attendees: n = 331

There are higher levels of discomfort visiting performance venues, with a distinction between being inside and outside, as well as potential crowd size

Base: Total respondents (full survey only): n=501

72%	Uncomfortable with 500-seater venues
52%	Uncomfortable with 100-seater venues
24%	Uncomfortable with 50-seater venues
18%	Uncomfortable with outdoor

Encouragingly, only **8-11%** feel uncomfortable visiting venues with more transient contact, such as museums, galleries, community arts spaces or studios.

Top factors that people agree / strongly agree would encourage live arts attendance

Clear hygiene / safety measures in place	68%
Availability of vaccine	67%
Provisions for ticket refunds (e.g. if events were cancelled or I am unable to attend)	65%

Base: Total respondents (full survey only): n = 501

Top 3 ways people would support the arts

- 23% Tell a friend about a company / event
- 17% Rebook a postponed event
- 16% Buy vouchers / season pass

Base: Total (full survey only) n = 501