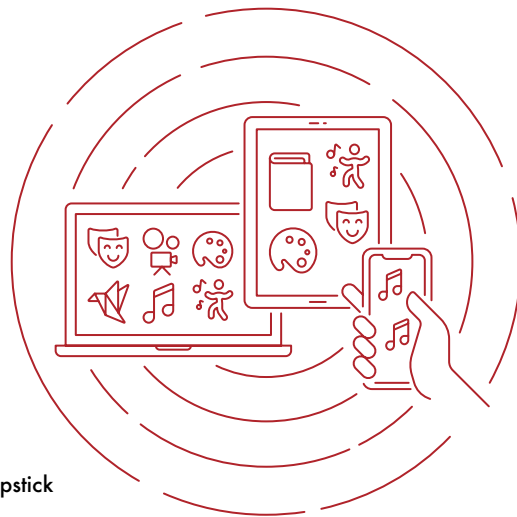


Digital arts consumption during COVID-19

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.

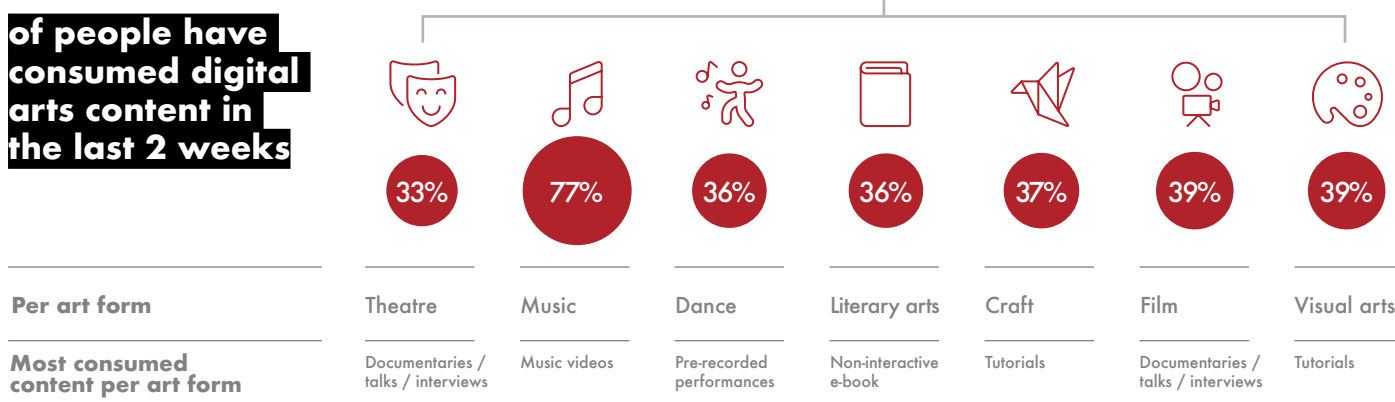
Methodology: Full survey of n=500 online every 2 months, dipstick survey of n=200 online every two weeks. For this infographic, data was from the first wave of the full survey and dipstick combined (n=702). Data collection: 31st Aug to 08 Sep 2020 - before live events resumed.



88%

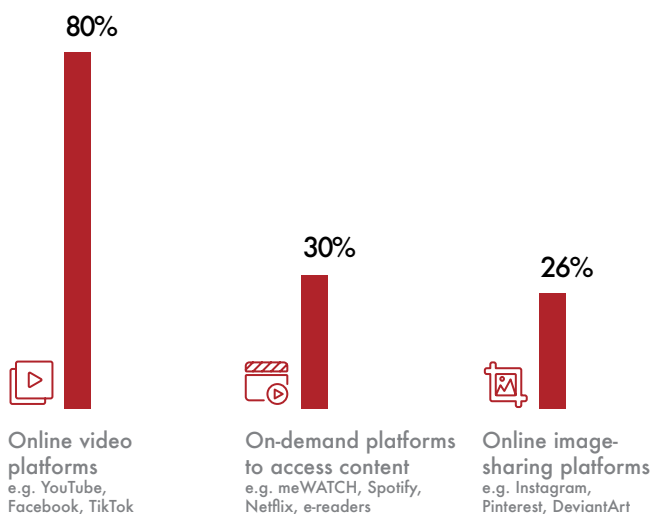
of people have consumed digital arts content in the last 2 weeks

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



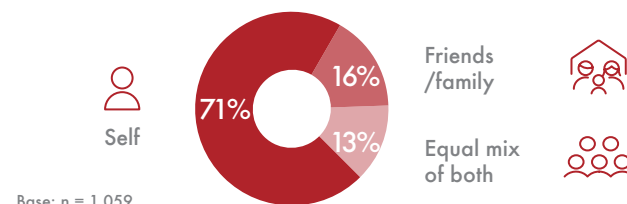
Total respondents (Full survey + Dipstick) n = 702

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



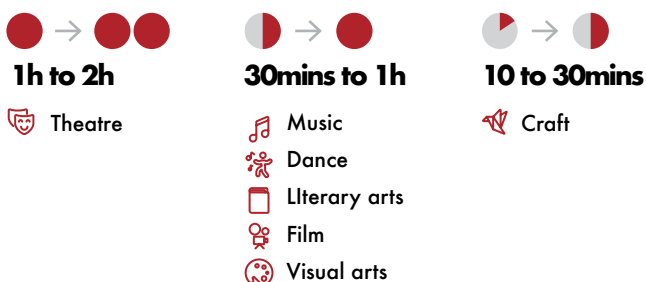
Base: Total responses (max 2 per respondent) | n = 1,059

Content is usually watched with...



Base: n = 1,059

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

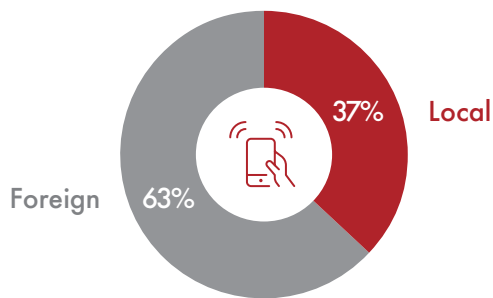


Base: n = 1,059

Commissioned by

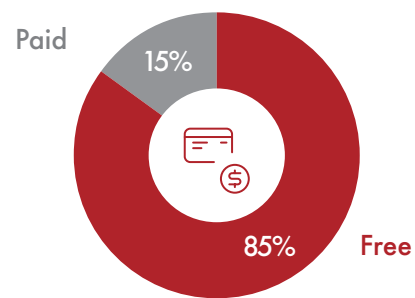
Conducted by

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



64%

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

n = 184



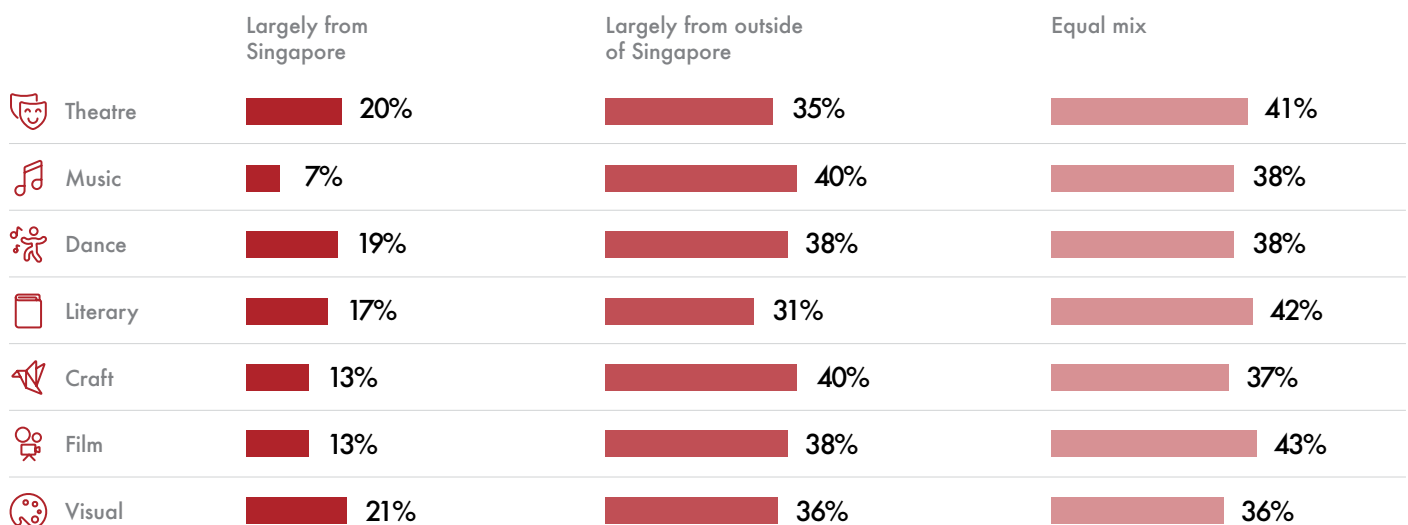
45%

of free content

n = 441

Base: Consumed free / paid digital content

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

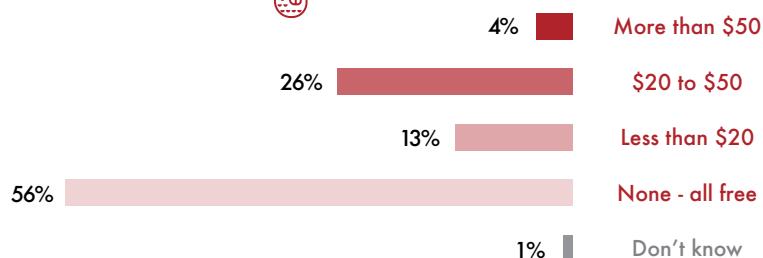


Base: Digital arts consumers: Theatre n = 139 | Music n = 215 | Dance n = 141 | Literary n = 140 | Craft n = 140 | Film n = 145 | Visual n = 139

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



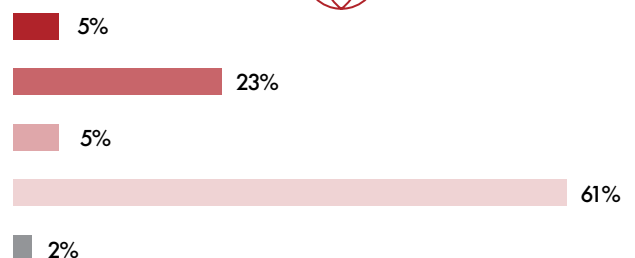
On local artists...



Base: Consumed content by local artists: n = 490

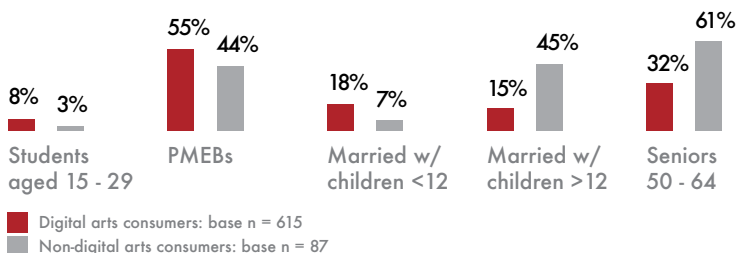


On foreign artists...

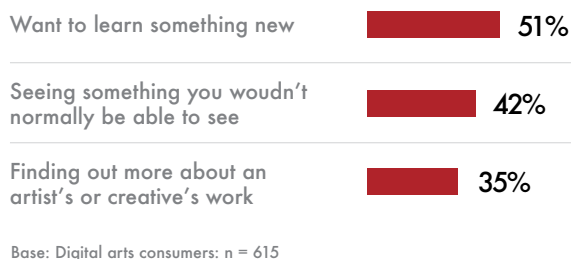


Base: Consumed content by foreign artists: n = 558

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



Top 3 reasons for digital arts consumption



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%

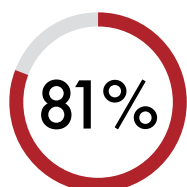


Ease of finding arts content that appeal to them
82%



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



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

Base: Digital arts consumers: n = 442

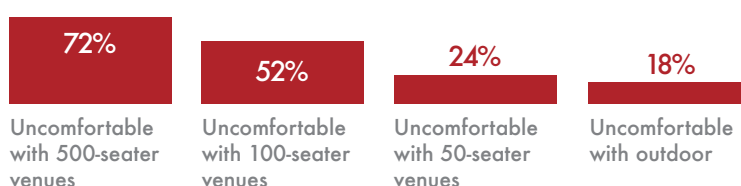
Some existing arts audiences intend to scale back on attending live arts events post-pandemic

Intention to attend live events post-pandemic



Base: Prior physical arts attendees: n = 331

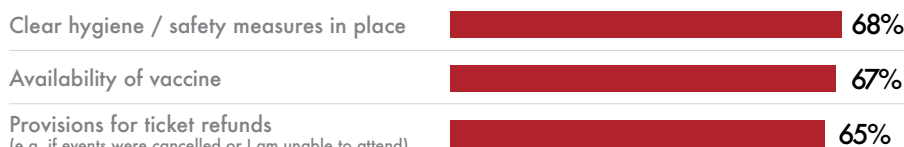
There are higher levels of discomfort visiting performance venues, with a distinction between being inside and outside, as well as potential crowd size



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

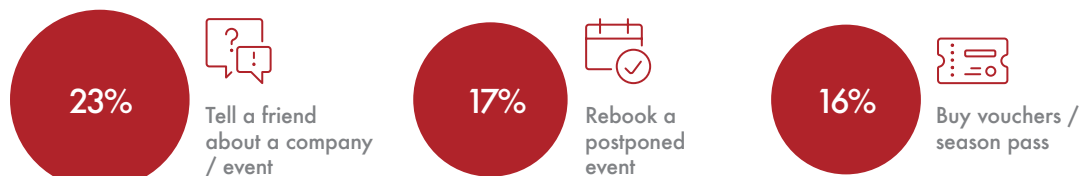
Base: Total respondents (full survey only): n=501

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



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

Top 3 ways people would support the arts



Base: Total (full survey only) n = 501