

**AUDIENCE
OUTLOOK
MONITOR**

**COVID-19 Audience Outlook Monitor
Key Findings From Norway**

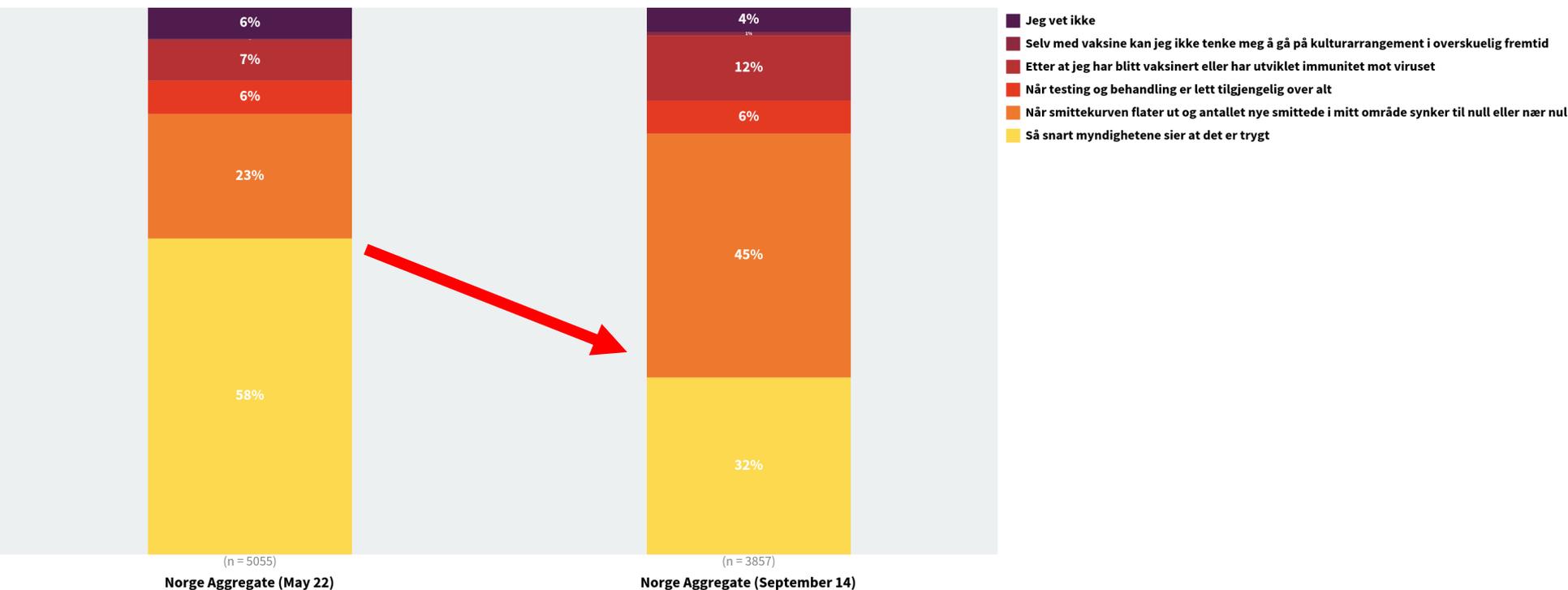
September 24, 2020

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Key indicators of readiness to return

Between May and September we saw a significant decline in the percent of respondents reporting they will be ready to go out as soon as the Ministry of Health declares it is safe.

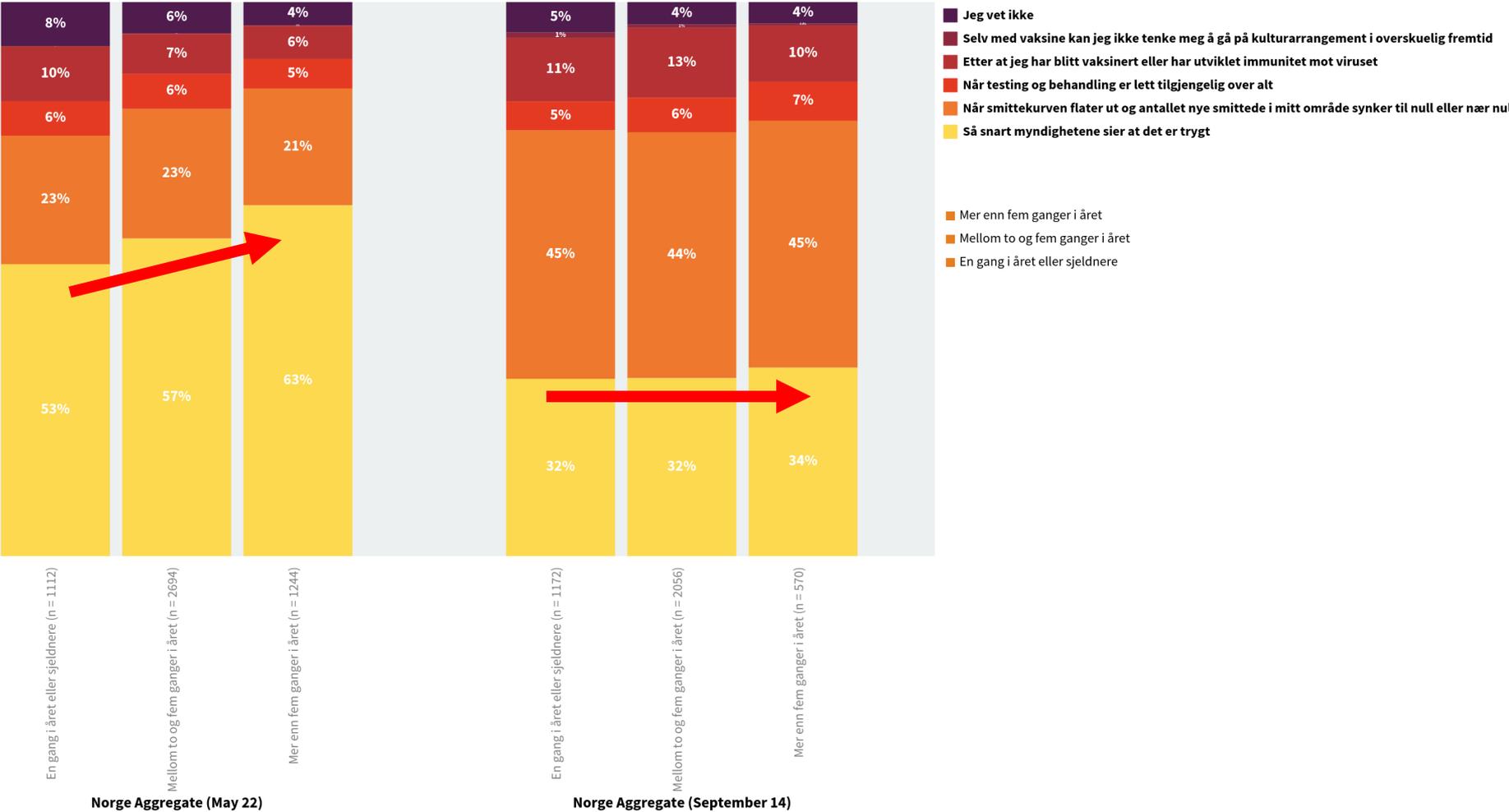
Når vil du være komfortabel med å begynne å gå på kulturarrangementer igjen?



In May high frequency arts and cultural attendees were more likely to report being comfortable returning as soon as the Ministry of Health declared it safe. We did not see this trend in September.

Når vil du være komfortabel med å begynne å gå på kulturarrangementer igjen?

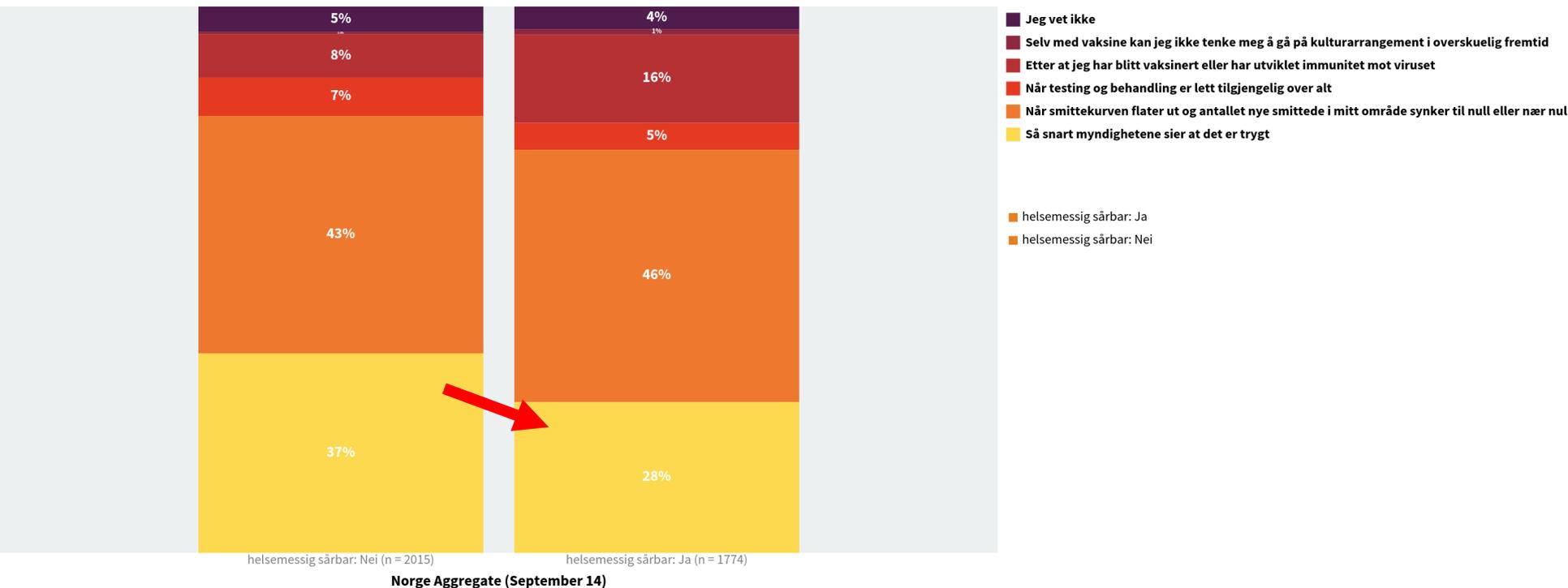
Filter: Frekvens



Individuals who have a member of their household who is vulnerable to a serious health outcome from contracting COVID-19 are less likely to report they will return to in-person events as soon as the Ministry of Health declares it is safe.

Når vil du være komfortabel med å begynne å gå på kulturarrangementer igjen?

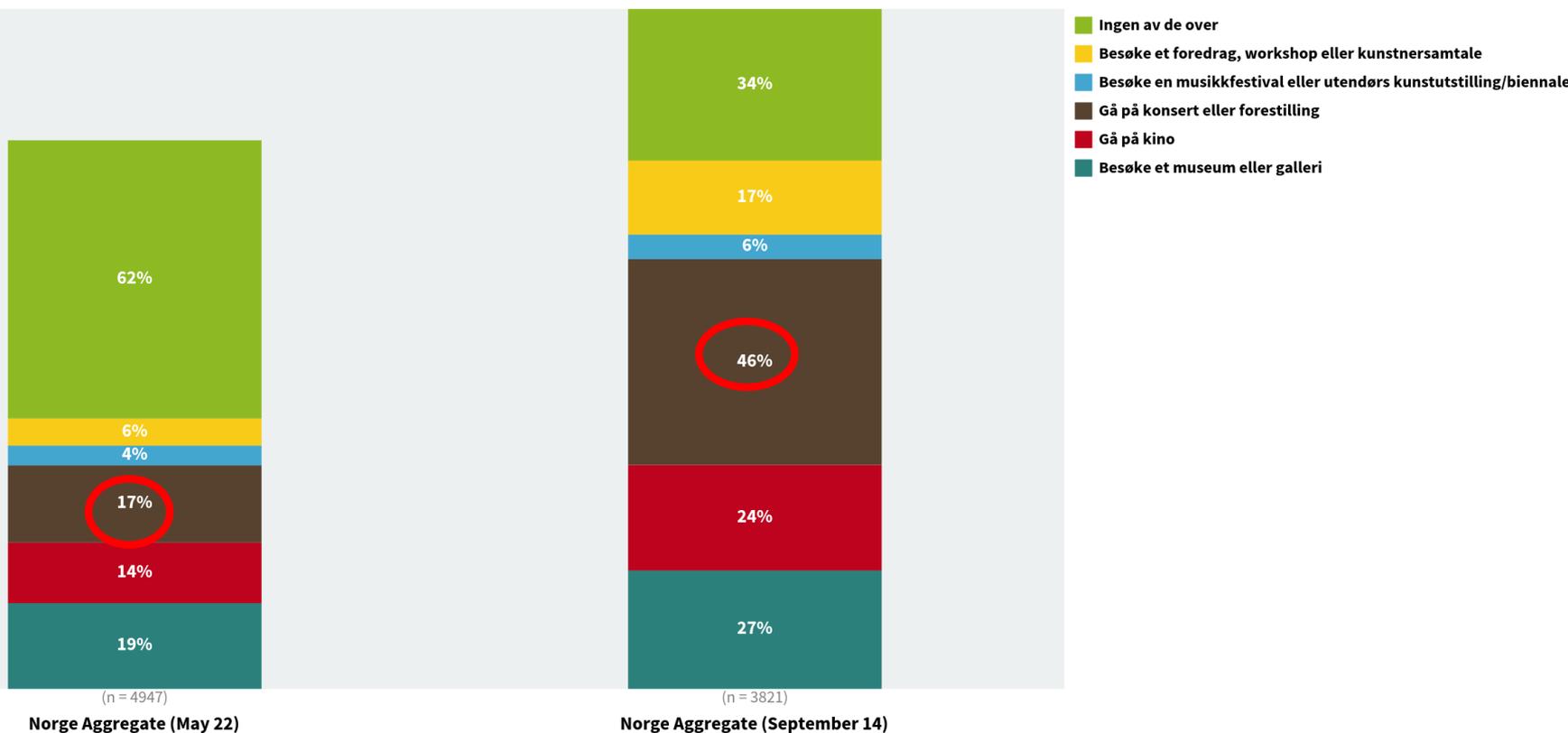
Filter: Helsemessig sårbar



Despite reporting they are waiting for the infection rate to drop near zero or for a vaccine to be available, respondents are making firm plans to attend in-person events.

Har du i løpet av de siste to ukene planlagt å gjøre noe av dette utenfor hjemmet (fysisk ikke online)? (Velg alle som passer)

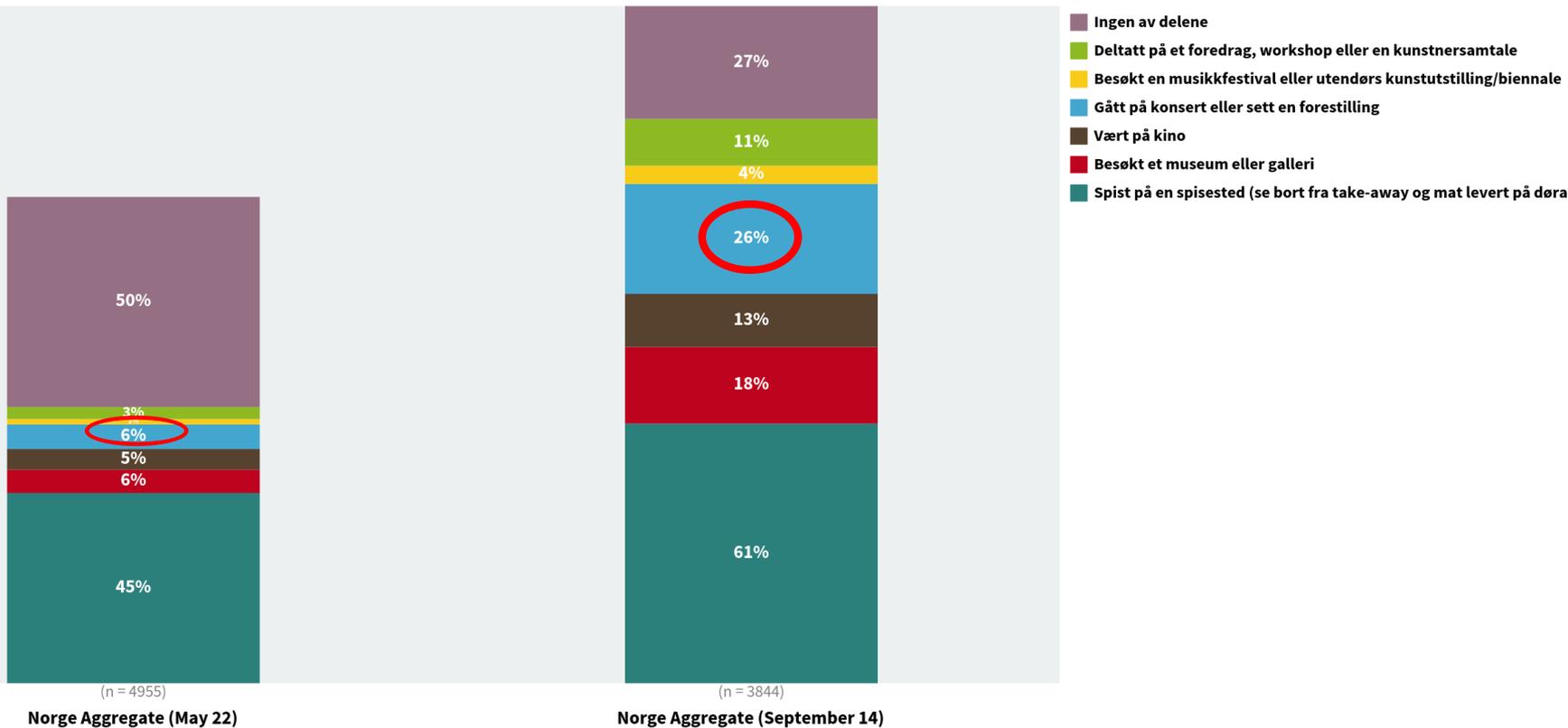
Note: columns on 'select multiple' questions will not total 100%.



They are also attending in-person arts and culture events.

Har du gjort noe av dette de siste to ukene? (Velg alle som passer)

Note: columns on 'select multiple' questions will not total 100%.

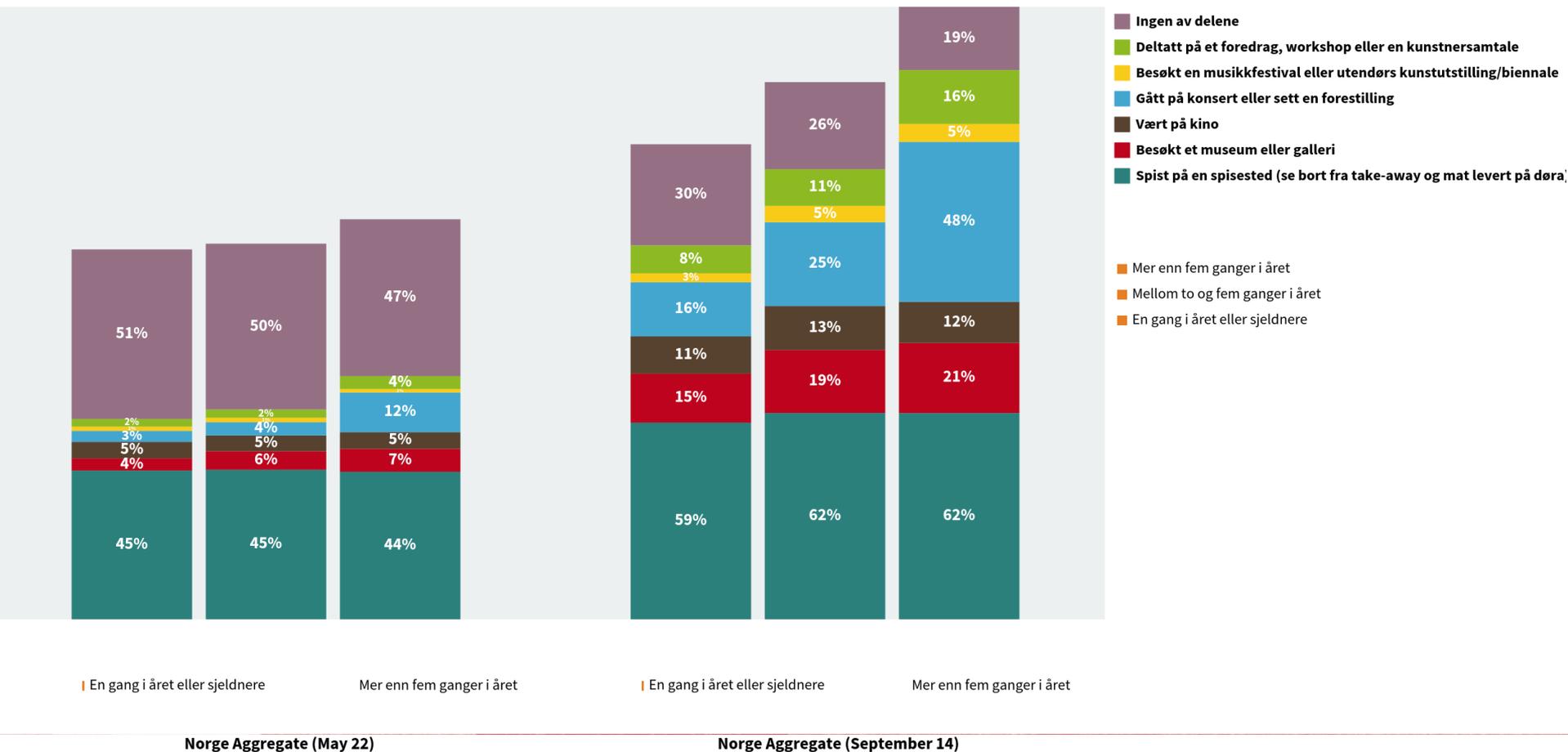


High frequency arts and culture attendees are more likely to report attending events in May and September. They are also more likely to report making plans to attend.

Har du gjort noe av dette de siste to ukene? (Velg alle som passer)

Spørsmål: Frekvens

Note: columns on 'select multiple' questions will not total 100%.



Norge Aggregate (May 22)

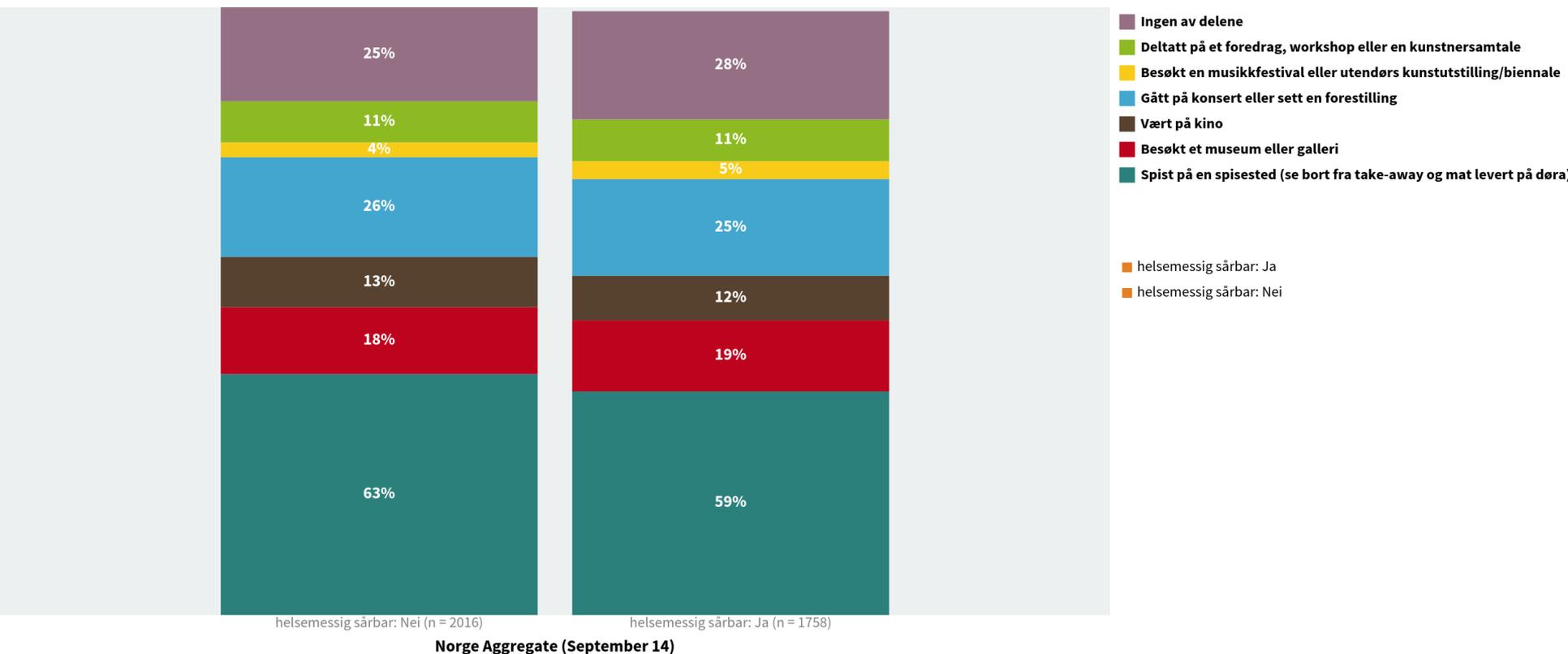
Norge Aggregate (September 14)

Interestingly, respondents with a health vulnerability are just as likely to have attended an in-person event in the last two weeks as those without a vulnerability...

Har du gjort noe av dette de siste to ukene? (Velg alle som passer)

Filter: Helsemessig sårbar

Note: columns on 'select multiple' questions will not total 100%.



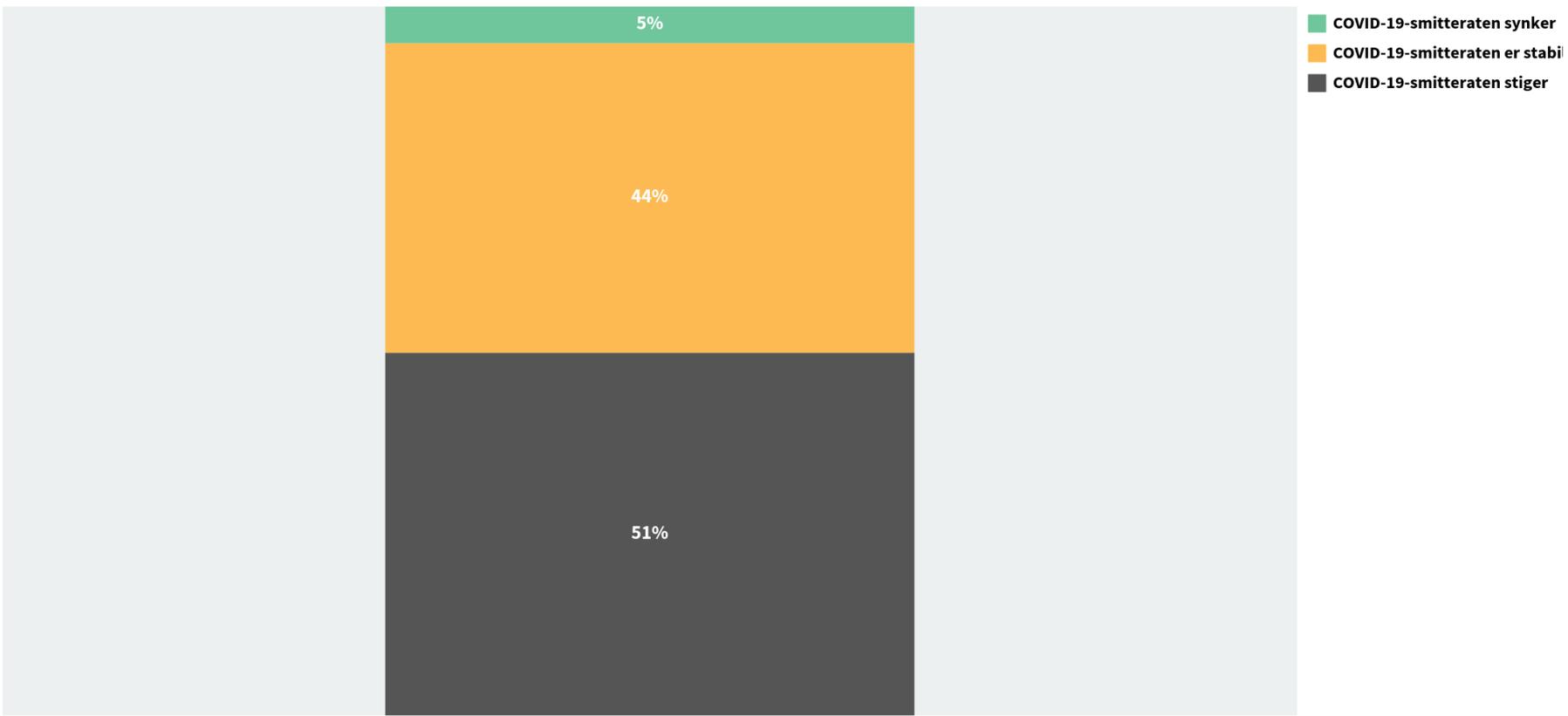
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**A closer look at the impact of
perceived conditions**

Most respondents believe the rate of new infections is rising or holding steady.

Basert på hvordan du oppfatter situasjonen, hvilke av de tre påstandene beskriver best smittesituasjonen i din region?

Bare september



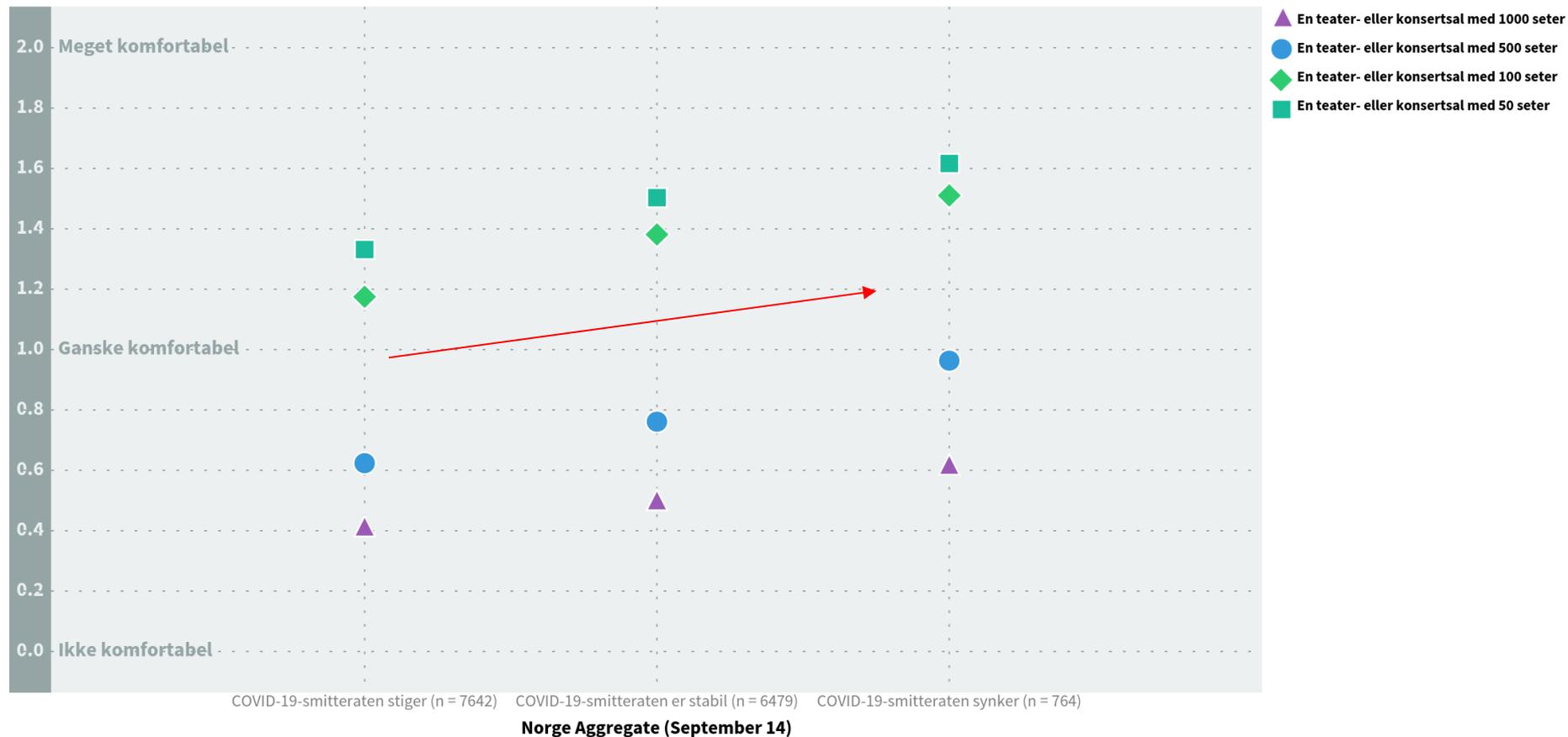
(n = 3850)

Norge Aggregate (September 14)

Those who believe the infection rate is decreasing are more comfortable in indoor venues...

Hvor komfortabel ville du være med å besøke disse stedene, gitt at gjeldende avstandsregler ble overholdt? (Velg en verdi for hvert alternativ)

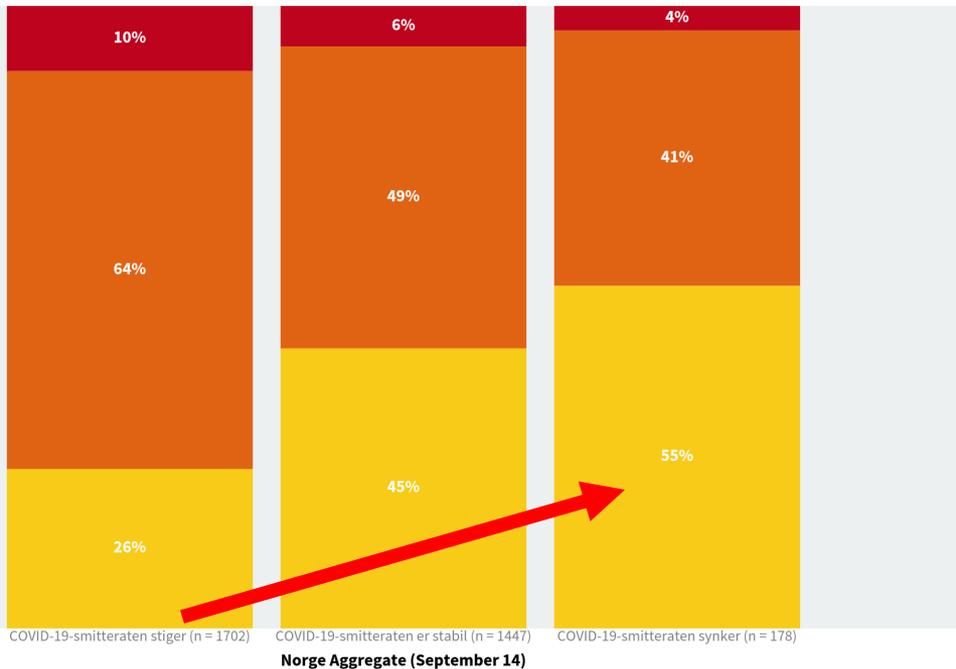
Filter: Smitte-situasjonen i din region



They are more likely to report they are ready to go out now...

Basert på svaret ditt på forrige spørsmål, hvilken av uttalelsene under er mest dekkende for deg?

Filter: Smitte-situasjonen i din region



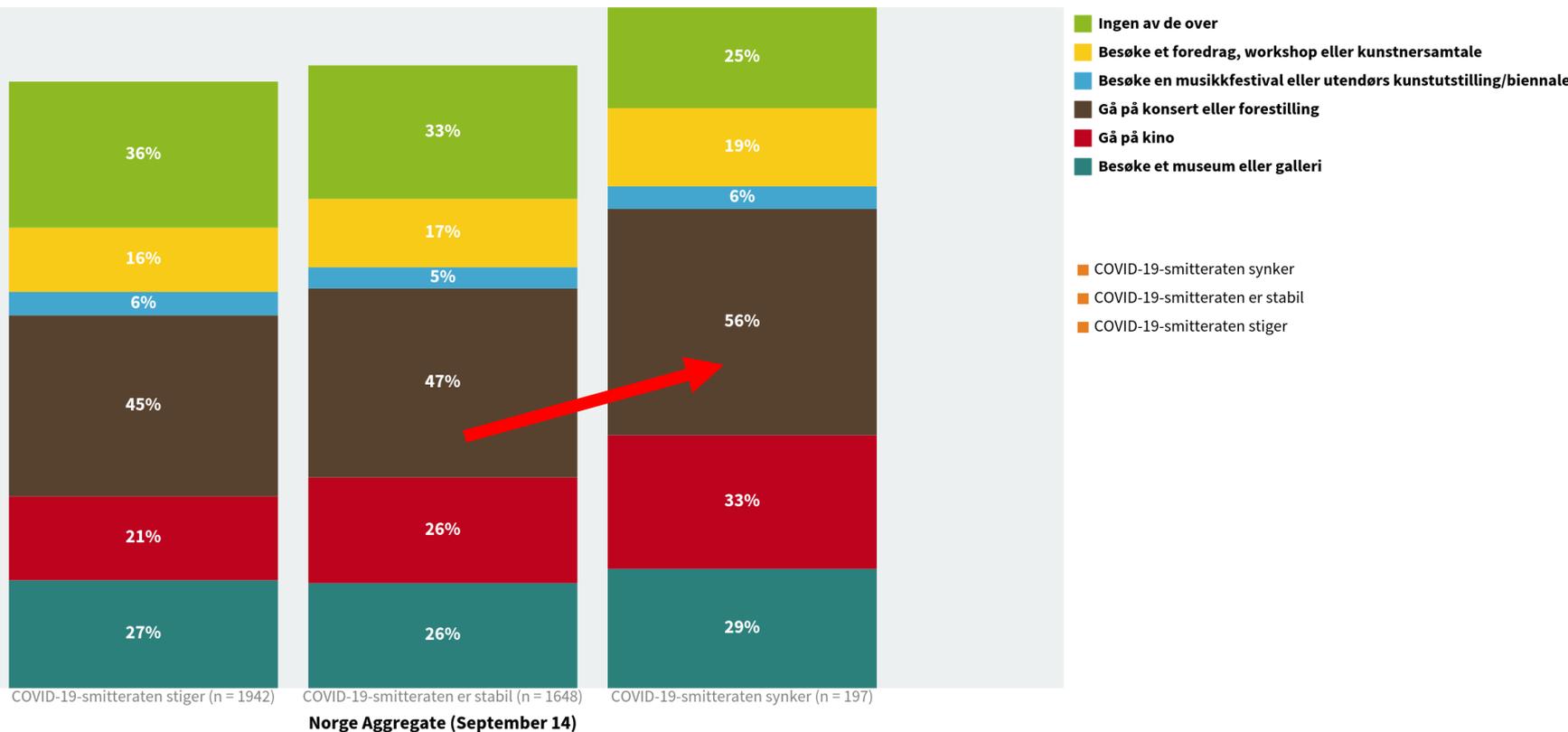
- Jeg kan ikke se for meg å delta på kulturarrangementer for det er helt risikofritt for meg
 - Jeg er klar for å delta når jeg føler meg rimelig sikker på at smitterisikoen ved å delta på kulturarrangementer er lav
 - Jeg er komfortabel nå
-
- COVID-19-smitteraten synker
 - COVID-19-smitteraten er stabil
 - COVID-19-smitteraten stiger

And they are more likely to report having made firm plans to attend in-person events.

Har du i løpet av de siste to ukene planlagt å gjøre noe av dette utenfor hjemmet (fysisk ikke online)? (Velg alle som passer)

Filter: Smitte-situasjonen i din region

Note: columns on 'select multiple' questions will not total 100%.



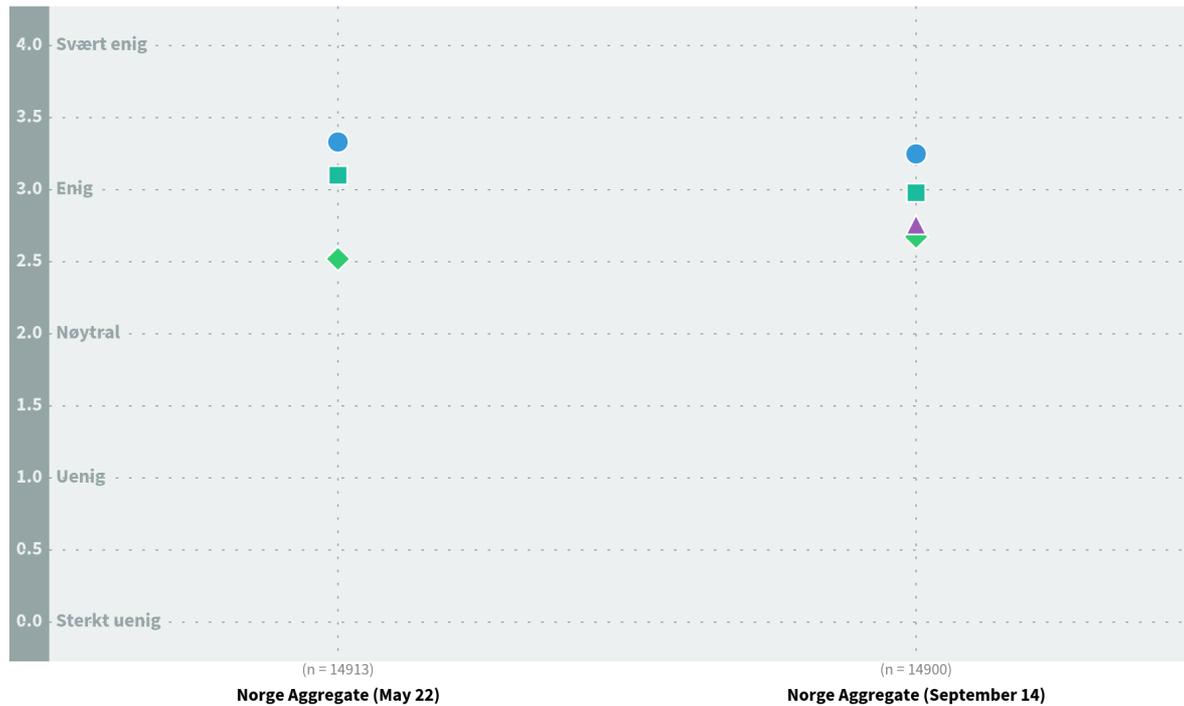
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A closer look at trust

Norwegian respondents continue to place relatively high levels of trust on the sending organizations and the Ministry of Health.

Hvor enig eller uenig er du i følgende påstander om hvem du stoler på?

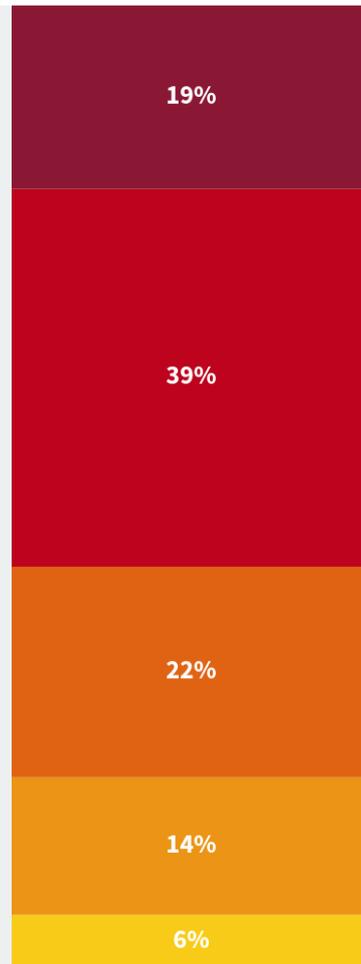
Bare september: "Jeg stoler på at [Organization Name]'s publikum tar hensyn og overholder helsemyndighetenes smittevernsregler."



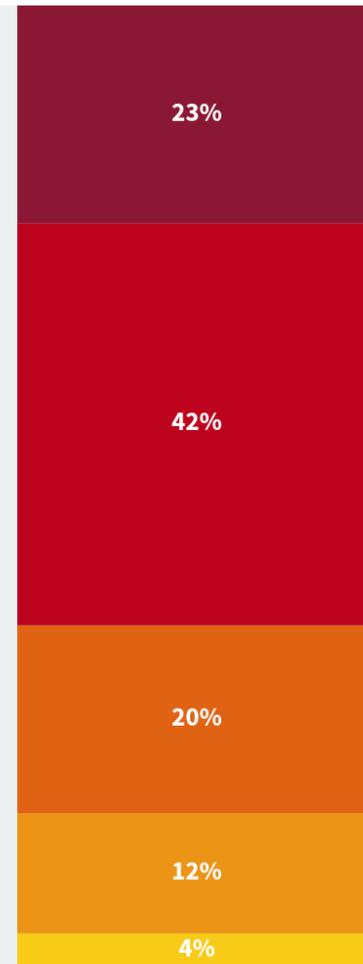
- ▲ Jeg stoler på at [Organisasjonsnavn]'s publikum tar hensyn og overholder helsemyndighetenes smittevernsregler .
- Jeg stoler på at [Organisasjonsnavn] tar vare på sikkerheten til publikum når de åpner igjen.
- ◆ Jeg avgjør selv når det er trygt for meg å gå ut igjen.
- Jeg stoler på myndighetenes anbefalinger om når det er trygt å delta på kulturarrangementer.

We did see a slight increase in the percent of respondents who stated they will decide for themselves when it is safe to return...

Jeg avgjør selv når det er trygt for meg å gå ut igjen.



Norge Aggregate (May 22)

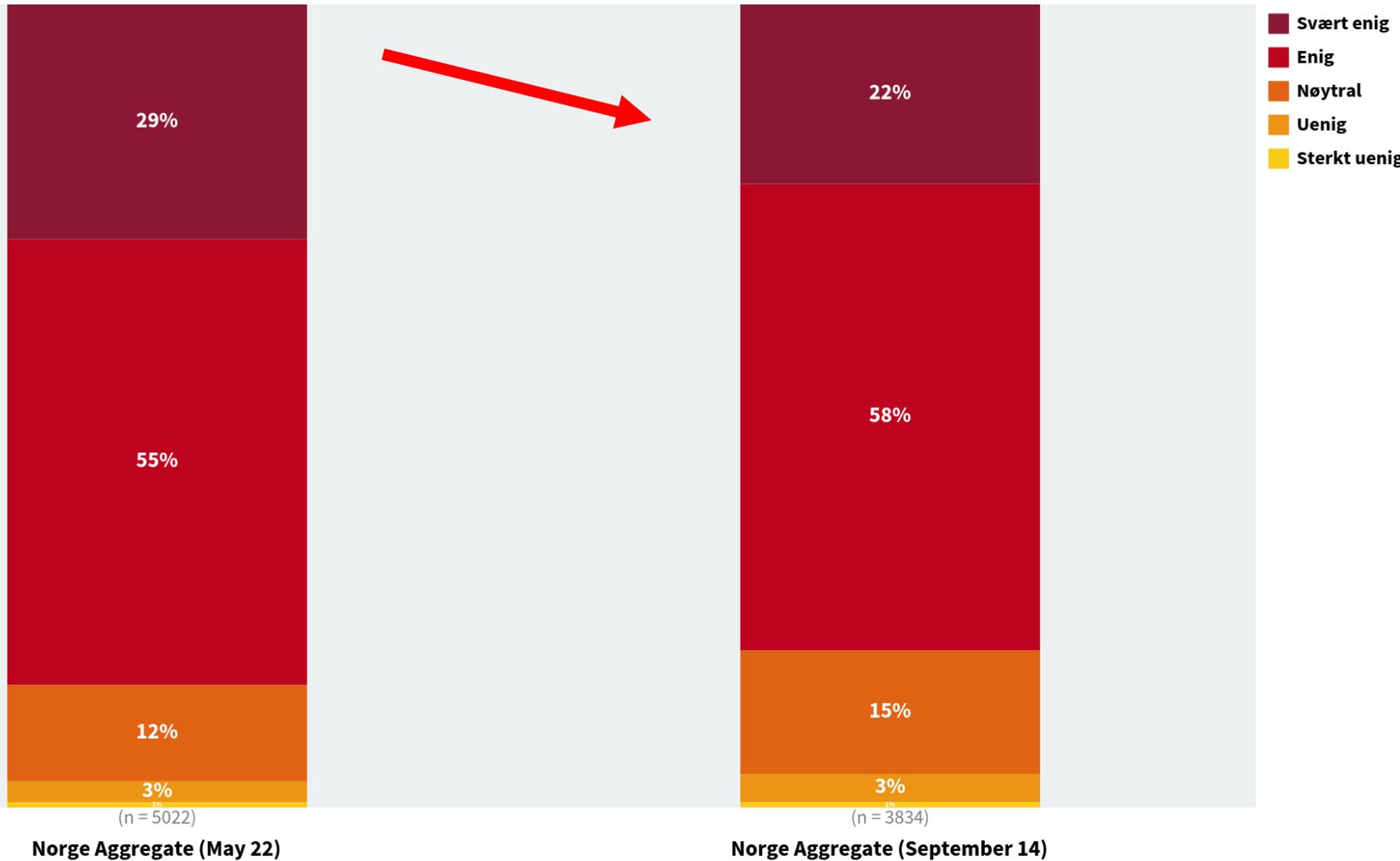


Norge Aggregate (September 14)

- Svært enig
- Enig
- Nøytral
- Uenig
- Sterkt uenig

And a slight decline in the percent of respondents with high trust in the Ministry of Health

Jeg stoler på myndighetenes anbefalinger om når det er trygt å delta på kulturarrangementer.



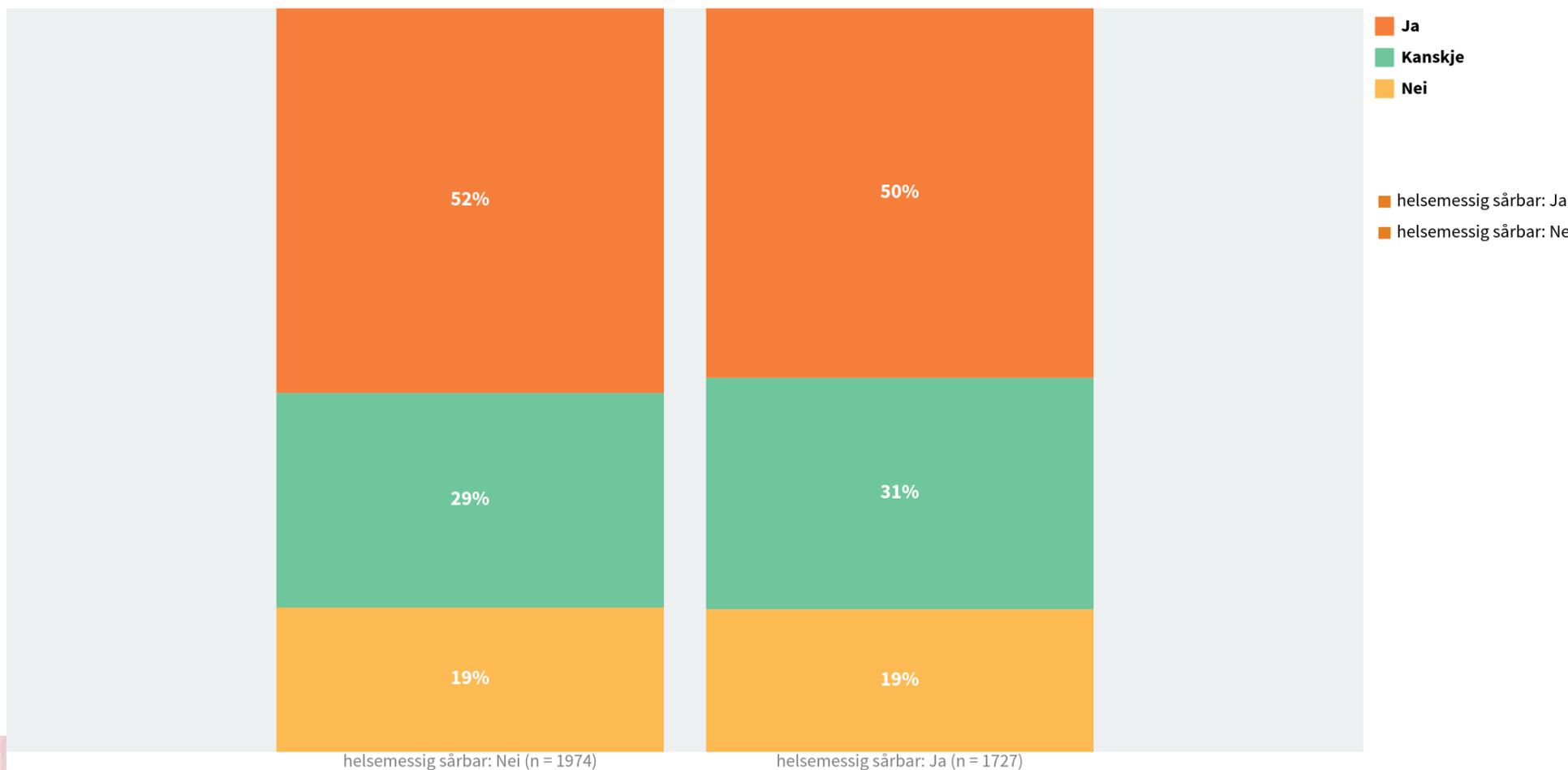
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Willingness to wear a mask

Approximately half of respondents would be willing to attend in-person events with a mask requirement

Hvis det ble innført krav om bruk av munnbind, ville du fortsatt besøke oss?

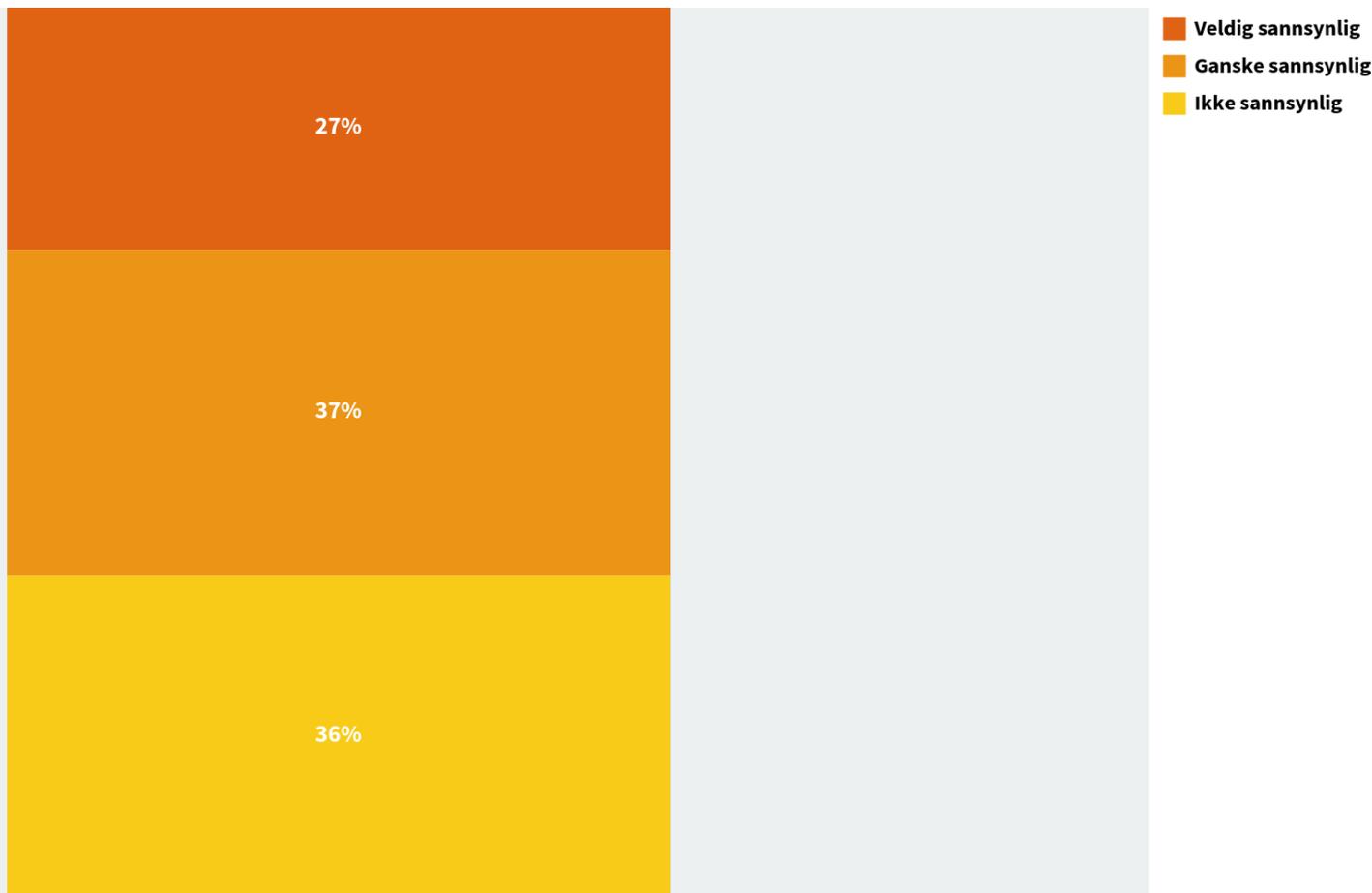
Filter: Helsemessig sårbar



Norge Aggregate (September 14)

Just over one quarter of respondents would be very willing to wear a mask to allow arts organizations to hold events with more people.

Bruke ansiktsmaske for at [Organization Name] skal kunne åpne for flere publikummere samtidig som sikkerhet ivaretas



(n = 3741)

Norge Aggregate (September 14)

Not surprisingly, high frequency attendees are more likely to report being willing to attend with a mask.

For arrangørene er det vanskelig bare å kunne åpne igjen for små publikumsgrupper. Det er flere måter du som publikum kan støtte [Organization Name] i denne tiden. Hvor sannsynlig er det at du vil bidra med noe av dette?

Bare september

Filter: Frekvens

