

012422 - HOD FASH (24 HOUR)

Q521: [Yes transfer_3]in the last 3 months, how many public events - both in-person and virtual - did you attend (e.g., live-streamed concerts, conferences, festivals)?For the purposes of this survey, please do not include any personal events (e.g., video chats, weddings, parties).

Virtual events

	Gender										Age										Region												
	Total (A)		Male (B)		Female (C)		18-34 (D)		35-44 (E)		45-54 (F)		55-64 (G)		65- (H)		18-34 (I)		35-44 (J)		45-54 (K)		55-64 (L)		65+ (M)		Northeast (N)		South (O)		Midwest (P)		West (Q)
Total	N=1000	N=512	N=488	N=238	N=250	N=250	N=134	N=104	N=157	N=234	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82
Total [Event/attendee]	N=1000	N=466	N=534	N=285	N=281	N=281	N=139	N=102	N=152	N=225	N=92	N=86	N=5	N=5	N=104	N=178	N=178	N=92	N=86	N=5	N=5	N=104	N=178	N=178	N=92	N=86	N=5	N=5	N=104	N=178	N=178	N=92	N=86
None	58%	54%	62%	b	46%	47%	51%	72%	DEF	78%	41%	DEF	41%	41%	70%	UK	84%	UK	50%	57%	56%	73%	NOP	74%	NOP	58%	62%	v	60%	50%	50%		
1 - 2 events	21%	20%	24%		30%	31%	17%	GH	12%	GH	12%	H	6%	6%	20%	LM	34%	LM	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	
3 - 5 events	13%	13%	13%	C	17%	GH	12%	GH	12%	H	6%	6%	6%	6%	15%	M	9%	9%	12%	Q	9%	9%	9%	9%	15%	1%	9%	11%	9%	9%	9%		
More than 5 events	7%	6%	5%	C	5%	GH	5%	GH	5%	GH	5%	5%	5%	5%	14%	LM	9%	9%	10%	Q	9%	9%	9%	9%	10%	1%	9%	10%	9%	9%	9%		
Not at all sure	4%	3%	4%		4%	GH	3%	4%	3%	4%	3%	3%	3%	3%	2%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%		

*Table Base: U.S. RESPONDENTS

	Gender										Age										Region												
	Total (A)		Male (B)		Female (C)		18-34 (D)		35-44 (E)		45-54 (F)		55-64 (G)		65- (H)		18-34 (I)		35-44 (J)		45-54 (K)		55-64 (L)		65+ (M)		Northeast (N)		South (O)		Midwest (P)		West (Q)
Total	N=1000	N=512	N=488	N=238	N=250	N=250	N=134	N=104	N=157	N=234	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82
Total [Event/attendee]	N=1000	N=466	N=534	N=285	N=281	N=281	N=139	N=102	N=152	N=225	N=92	N=86	N=5	N=5	N=104	N=178	N=178	N=92	N=86	N=5	N=5	N=104	N=178	N=178	N=92	N=86	N=5	N=5	N=104	N=178	N=178	N=92	N=86
None	50%	50%	51%	B	30%	31%	17%	GH	12%	GH	12%	H	6%	6%	20%	LM	34%	LM	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	20%	
1 - 2 events	30%	31%	29%		31%	H	13%	H	13%	H	13%	H	13%	13%	44%	M	42%	M	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	
3 - 5 events	14%	13%	13%	C	17%	GH	12%	GH	12%	H	6%	6%	6%	6%	15%	M	9%	9%	12%	Q	9%	9%	9%	9%	15%	1%	9%	11%	9%	9%	9%		
More than 5 events	8%	8%	7%	C	8%	GH	8%	GH	8%	GH	8%	8%	8%	8%	14%	LM	9%	9%	10%	Q	9%	9%	9%	9%	10%	1%	9%	10%	9%	9%	9%	9%	
Not at all sure	2%	2%	3%		3%	H	2%	3%	2%	3%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	

*Table Base: U.S. RESPONDENTS

Q522: Compared to before the COVID-19 pandemic, have you spent more, less, or about the same amount of money on the in-person events you have attended in the last 3 months?

	Gender										Age										Region												
	Total (A)		Male (B)		Female (C)		18-34 (D)		35-44 (E)		45-54 (F)		55-64 (G)		65- (H)		18-34 (I)		35-44 (J)		45-54 (K)		55-64 (L)		65+ (M)		Northeast (N)		South (O)		Midwest (P)		West (Q)
Total	N=1000	N=512	N=488	N=238	N=250	N=250	N=134	N=104	N=157	N=234	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82
Total [Event/attendee]	N=1000	N=466	N=534	N=285	N=281	N=281	N=139	N=102	N=152	N=225	N=92	N=86	N=5	N=5	N=104	N=178	N=178	N=92	N=86	N=5	N=5	N=104	N=178	N=178	N=92	N=86	N=5	N=5	N=104	N=178	N=178	N=92	N=86
More	43%	44%	41%		43%	H	47%	42%	47%	42%	47%	42%	42%	42%	48%	LM	40%	LM	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	40%	
About the same	33%	33%	33%		33%		33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	33%	
Less	19%	19%	19%		19%		19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	
Not at all sure	1%	1%	1%		1%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		

*Table Base: ATTENDED AT LEAST 1 IN-PERSON EVENT IN THE LAST 3 MONTHS

Q523: Given the current COVID-19 situation, would you feel comfortable attending an event in person right now?

	Gender										Age										Region												
	Total (A)		Male (B)		Female (C)		18-34 (D)		35-44 (E)		45-54 (F)		55-64 (G)		65- (H)		18-34 (I)		35-44 (J)		45-54 (K)		55-64 (L)		65+ (M)		Northeast (N)		South (O)		Midwest (P)		West (Q)
Total	N=1000	N=512	N=488	N=238	N=250	N=250	N=134	N=104	N=157	N=234	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82
Total [Event/attendee]	N=1000	N=466	N=534	N=285	N=281	N=281	N=139	N=102	N=152	N=225	N=92	N=86	N=5	N=5	N=104	N=178	N=178	N=92	N=86	N=5	N=5	N=104	N=178	N=178	N=92	N=86	N=5	N=5	N=104	N=178	N=178	N=92	N=86
Yes	49%	52%	45%		52%	GH	47%	GH	47%	47%	47%	47%	47%	47%	55%	DEF	37%	DEF	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%		
No	45%	39%	52%	B	37%		37%		37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	37%	
Not at all sure	6%	9%	1%		1%		1%		1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		

*Table Base: U.S. RESPONDENTS

Q524: At what point do you believe that you will feel comfortable attending an event in person?

	Gender										Age										Region												
	Total (A)		Male (B)		Female (C)		18-34 (D)		35-44 (E)		45-54 (F)		55-64 (G)		65- (H)		18-34 (I)		35-44 (J)		45-54 (K)		55-64 (L)		65+ (M)		Northeast (N)		South (O)		Midwest (P)		West (Q)
Total	N=1000	N=512	N=488	N=238	N=250	N=250	N=134	N=104	N=157	N=234	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82
Total [Event/attendee]	N=1000	N=466	N=534	N=285	N=281	N=281	N=139	N=102	N=152	N=225	N=92	N=86	N=5	N=5	N=104	N=178	N=178	N=92	N=86	N=5	N=5	N=104	N=178	N=178	N=92	N=86	N=5	N=5	N=104	N=178	N=178	N=92	N=86
Within the next month	1%	1%	1%		1%	GH	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
1 to 3 months	1%	1%	1%		1%	GH	0%		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
4 to 6 months	10%	12%	9%		14%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%	13%		
7 to 9 months	9%	7%	9%		10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%		
10 months to 12 months	12%	10%	13%		8%	17%	8%	17%	8%	17%	8%	17%	8%	17%	8%	17%	8%	17%	8%	17%	8%	17%	8%	17%	8%	17%	8%	17%	8%	17%	8%		
More than 1 year	24%	26%	23%		10%	33%	10%	33%	10%	33%	10%	33%	10%	33%	10%	33%	10%	33%	10%	33%	10%	33%	10%	33%	10%	33%	10%	33%	10%	33%	10%		
Not at all sure	38%	35%	37%		41%	2%	41%	2%	41%	2%	41%	2%	41%	2%	41%	2%	41%	2%	41%	2%	41%	2%	41%	2%	41%	2%	41%	2%	41%	2%	41%	2%	

*Table Base: WOULD NOT CURRENTLY ATTEND AN EVENT IN PERSON

Q525: How much do you agree or disagree with each of the following statements?

	Gender										Age										Region												
	Total (A)		Male (B)		Female (C)		18-34 (D)		35-44 (E)		45-54 (F)		55-64 (G)		65- (H)		18-34 (I)		35-44 (J)		45-54 (K)		55-64 (L)		65+ (M)		Northeast (N)		South (O)		Midwest (P)		West (Q)
Total	N=1000	N=512	N=488	N=238	N=250	N=250	N=134	N=104	N=157	N=234	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82	N=4	N=4	N=106	N=184	N=184	N=88	N=82
Total [Event/attendee]	N=																																

Q1242: HOD FLASH (24 HOUR)

Q1242: [tes transfer_3]in the last 3 months, how many public events - both in-person and virtual - did you attend (e.g., livestreamed concerts, conferences, festivals)?For the purposes of this survey, please do not include any personal events (e.g., video chats, weddings, parties).

Virtual events

Table with columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Marital Status, Race/Ethnicity. Rows include Total, Total (weighted), None, 1-2 events, 3-5 events, More than 5 events, Not at all sure.

*Table Base: U.S. RESPONDENTS

In-person events

Table with columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Marital Status, Race/Ethnicity. Rows include Total, Total (weighted), None, 1-2 events, 3-5 events, More than 5 events, Not at all sure.

*Table Base: U.S. RESPONDENTS

Q1243: Compared to before the COVID-19 pandemic, how you spent more, less, or about the same amount of money on the in-person events you have attended in the last 3 months?

Table with columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Marital Status, Race/Ethnicity. Rows include Total, Total (weighted), More, About the same, Less, Not at all sure, N/A - I did not spend money attending in-person events.

*Table Base: ATTENDED AT LEAST 1 IN-PERSON EVENT IN THE LAST 3 MONTHS

Q1243: Given the current COVID-19 situation, would you feel comfortable attending an event in person right now?

Table with columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Marital Status, Race/Ethnicity. Rows include Total, Total (weighted), Yes, No, Not at all sure.

*Table Base: U.S. RESPONDENTS

Q1244: At what point do you believe that you will feel comfortable attending an event in person?

Table with columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Marital Status, Race/Ethnicity. Rows include Total, Total (weighted), Within the next month, 1 to 3 months, 4 to 6 months, 7 to 9 months, 10 months to 12 months, More than 1 year, Not at all sure.

*Table Base: WOULD NOT CURRENTLY ATTEND AN EVENT IN PERSON

Q1245: How much do you agree or disagree with each of the following statements?

I would rather attend a virtual event (e.g., livestreamed concert, virtual tour) than an in-person event right now.

Table with columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Marital Status, Race/Ethnicity. Rows include Total, Total (weighted), NET AGREE, Somewhat agree, NET DISAGREE, Somewhat disagree, Strongly disagree.

*Table Base: U.S. RESPONDENTS

I get more out of events that I attend in person than those I attend remotely (e.g., by video chat, watching a recording after the event takes place).

Table with columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Marital Status, Race/Ethnicity. Rows include Total, Total (weighted), NET AGREE, Somewhat agree, NET DISAGREE, Somewhat disagree, Strongly disagree.

*Table Base: U.S. RESPONDENTS

I think it's safe to attend in-person events right now.

Table with columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Marital Status, Race/Ethnicity. Rows include Total, Total (weighted), NET AGREE, Somewhat agree, NET DISAGREE, Somewhat disagree, Strongly disagree.

*Table Base: U.S. RESPONDENTS

I feel isolated when I attend events remotely (e.g., by video chat, watching a recording after the event takes place).

Table with columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Marital Status, Race/Ethnicity. Rows include Total, Total (weighted), NET AGREE, Somewhat agree, NET DISAGREE, Somewhat disagree, Strongly disagree.

*Table Base: U.S. RESPONDENTS

Q1246: In the last question, you agreed you would rather attend a virtual event than an in-person event right now. Which of the following are reasons why you would rather attend a virtual event (e.g., livestreamed concert, virtual tour) than an in-person event right now? Please select all that apply.

Table with columns: Total, Household Income, Education, Employment, Children in HH, Parent of Child Under 18, Home Ownership, Married, Marital Status, Race/Ethnicity. Rows include Total, Total (weighted), It's more convenient, There are too many pandemic-related restrictions (e.g., no 4-13), I can attend the experience, It's less expensive to attend a virtual event, Virtual events are more private, Other.

*Table Base: WOULD RATHER ATTEND A VIRTUAL EVENT

011422 - HOD FLASH (24 HOUR)

Q5201: [Yes/transfer_3]In the last 3 months, how many public events -both in-person and virtual - did you attend (e.g., livestreamed concerts, conferences, festivals)?For the purposes of this survey, please do not include any personal events (e.g., video chats, weddings, parties).

Virtual events

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1050	N=134	N=302	N=269	N=291	N=64
Total [unweighted]	N=1050	N=120	N=312	N=295	N=294	N=99
None	58%	BC	44%	45%	77%	ABCD
1 - 2 events	21%	F	18%	28%	15%	18%
3 - 5 events	10%	E	19%	15%	9%	3%
More than 5 events	7%	+	14%	8%	7%	0%
Not at all sure	4%		4%	3%	3%	4%

* Table Base: U.S. RESPONDENTS

In-person events

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1050	N=134	N=302	N=291	N=291	N=64
Total [unweighted]	N=1050	N=120	N=312	N=295	N=294	N=99
None	45%	BC	22%	37%	42%	B
1 - 2 events	30%	E	34%	29%	38%	ACE
3 - 5 events	14%	E	26%	18%	14%	9%
More than 5 events	8%	+	17%	14%	4%	0%
Not at all sure	2%		1%	3%	2%	3%

* Table Base: U.S. RESPONDENTS

Q5202: Compared to before the COVID-19 pandemic, have you spent more, less, or about the same amount of money on the in-person events you have attended in the last 3 months?

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1050	N=134	N=302	N=291	N=291	N=64
Total [unweighted]	N=1050	N=120	N=312	N=295	N=294	N=99
More	55%	BC	17%	21%	17%	E
About the same	43%		48%	41%	42%	43%
Less	18%		34%	34%	37%	40%
Not at all sure	1%		1%	2%	1%	0%
N/A: I did not spend money attending in-person events	2%		1%	3%	1%	6%

* Table Base: U.S. RESPONDENTS

ATTENDED AT LEAST 1 IN-PERSON EVENT IN THE LAST 3 MONTHS

Q5203: Given the current COVID-19 situation, would you feel comfortable attending an event in-person right now?

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1050	N=134	N=302	N=269	N=291	N=64
Total [unweighted]	N=1050	N=120	N=312	N=295	N=294	N=99
Yes	51%	EF	61%	48%	43%	EF
No	45%	B	26%	39%	B	41%
Not at all sure	13%		13%	16%	16%	7%

* Table Base: U.S. RESPONDENTS

Q5204: At what point do you believe that you will feel comfortable attending an event in-person?

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=481	N=14	N=118	N=109	N=172	N=48
Total [unweighted]	N=477	N=17	N=110	N=107	N=164	N=27
Within the next month	1%		12%	1%	0%	0%
1 to 3 months	1%		12%	5%	5%	7%
4 to 6 months	10%		24%	11%	11%	6%
7 to 9 months	9%		20%	9%	12%	8%
10 months to 12 months	12%		18%	10%	16%	19%
More than 1 year	24%		12%	17%	30%	27%
Not at all sure	38%		22%	39%	24%	40%

* Table Base: WOULD NOT CURRENTLY ATTEND AN EVENT IN-PERSON

Q5205: How much do you agree or disagree with each of the following statements?

I would rather attend a virtual event (e.g., livestreamed concert, virtual tour) than an in-person event right now.

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1050	N=134	N=302	N=291	N=291	N=64
Total [unweighted]	N=1050	N=120	N=312	N=295	N=294	N=99
NET AGREE	53%		55%	58%	51%	55%
Strongly agree	19%		17%	21%	17%	17%
Somewhat agree	34%		38%	37%	34%	38%
NET DISAGREE	47%		45%	44%	49%	45%
Somewhat disagree	22%		29%	22%	18%	23%
Strongly disagree	25%		23%	28%	28%	20%

* Table Base: U.S. RESPONDENTS

I get more out of events that I attend in person than those I attend remotely (e.g., by video call, watching a recording after the event takes place).

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1050	N=134	N=302	N=291	N=291	N=64
Total [unweighted]	N=1050	N=120	N=312	N=295	N=294	N=99
NET AGREE	76%		77%	74%	75%	89%
Strongly agree	38%		34%	38%	35%	37%
Somewhat agree	40%		35%	36%	39%	52%
NET DISAGREE	24%		23%	26%	25%	12%
Somewhat disagree	17%		20%	17%	16%	3%
Strongly disagree	7%		6%	9%	9%	8%

* Table Base: U.S. RESPONDENTS

I think it's safe to attend in-person events right now.

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1050	N=134	N=302	N=269	N=291	N=64
Total [unweighted]	N=1050	N=120	N=312	N=295	N=294	N=99
NET AGREE	46%	EF	57%	59%	45%	EF
Strongly agree	19%	F	26%	24%	17%	11%
Somewhat agree	28%	F	31%	35%	28%	7%
NET DISAGREE	54%	BC	43%	41%	55%	C
Somewhat disagree	28%		33%	27%	28%	14%
Strongly disagree	26%	BC	12%	14%	26%	47%

* Table Base: U.S. RESPONDENTS

I feel isolated when I attend events remotely (e.g., by video call, watching a recording after the event takes place).

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=1050	N=134	N=302	N=269	N=291	N=64
Total [unweighted]	N=1050	N=120	N=312	N=295	N=294	N=99
NET AGREE	52%		57%	52%	48%	49%
Strongly agree	16%		26%	18%	11%	19%
Somewhat agree	36%		31%	34%	37%	30%
NET DISAGREE	48%	B	33%	49%	B	51%
Somewhat disagree	30%		34%	35%	33%	31%
Strongly disagree	17%		18%	14%	16%	23%

* Table Base: U.S. RESPONDENTS

Q5206: In the last question, you agreed you would rather attend a virtual event than an in-person event right now. Which of the following are reasons why you would rather attend a virtual event (e.g., livestreamed concert, virtual tour) than an in-person event right now? Please select all that apply.

	Total (A)	Gen Z 18-25 (B)	Millennials 26-41 (C)	Gen X 42-57 (D)	Boomers 58-76 (E)	Silent 77-94 (F)
Total	N=614	N=64	N=148	N=130	N=148	N=65
Total [unweighted]	N=612	N=67	N=156	N=137	N=150	N=55
It's safer to attend virtual events.	61%	BC	40%	51%	61%	B
It's more convenient.	41%	B	22%	49%	45%	B
There are too many pandemic-related restrictions (e.g., no 11% to attend events that are far from where I live).	34%		40%	39%	44%	44%
It's less expensive to attend a virtual event.	32%		30%	33%	30%	36%
I can control the experience.	30%		30%	33%	30%	29%
Virtual events are more private.	23%	F	31%	29%	21%	11%
I've overwhelmed attending in-person events.	18%	F	22%	23%	18%	1%
Other	3%		0%	0%	3%	4%
Count	2.89		2.65	2.97	2.88	3.02

* Table Base: WOULD RATHER ATTEND A VIRTUAL EVENT

011422 - HOD FLASH (24 HOUR)

Q521: (Yes transfer_3)In the last 3 months, how many public events - both in-person and virtual - did you attend (e.g., livestreamed concerts, conferences, festivals)?For the purposes of this survey, please do not include any personal events (e.g., video chats, weddings, parties).

Virtual events	Virtual Event Attendance									
	Total (A)	Attended any virtual event (B)	Attended any in-person event (C)	Attended 1-2 virtual events in the last 3 months (D)	Attended 3-5 virtual events in the last 3 months (E)	Attended 5+ virtual events in the last 3 months (F)	Attended 1-2 in-person events in the last 3 months (G)	Attended 3-5 in-person events in the last 3 months (H)	Attended 5+ in-person events in the last 3 months (I)	Attended 5+ in-person events in the last 3 months (J)
Total	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
Total (disaggregated)	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
None	53%	0%	40%	0%	0%	0%	48%	38%	17%	0%
1 - 2 events	55%	27%	28%	0%	0%	0%	30%	20%	25%	0%
3 - 5 events	10%	27%	17%	0%	100%	100%	23%	23%	25%	0%
More than 5 events	7%	17%	16%	0%	100%	100%	12%	22%	29%	0%
Not at all sure	4%	0%	3%	0%	0%	0%	4%	0%	4%	0%

*Table Base: U.S. RESPONDENTS
In-person events

Total	Virtual Event Attendance									
	Total (A)	Attended any virtual event (B)	Attended any in-person event (C)	Attended 1-2 virtual events in the last 3 months (D)	Attended 3-5 virtual events in the last 3 months (E)	Attended 5+ virtual events in the last 3 months (F)	Attended 1-2 in-person events in the last 3 months (G)	Attended 3-5 in-person events in the last 3 months (H)	Attended 5+ in-person events in the last 3 months (I)	Attended 5+ in-person events in the last 3 months (J)
Total	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
Total (disaggregated)	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
None	45%	21%	0%	28%	0%	0%	0%	0%	0%	0%
1 - 2 events	30%	38%	51%	43%	0%	0%	100%	100%	100%	0%
3 - 5 events	14%	24%	27%	18%	100%	100%	0%	0%	0%	0%
More than 5 events	8%	17%	16%	10%	100%	100%	0%	0%	0%	0%
Not at all sure	2%	1%	0%	1%	0%	0%	0%	0%	0%	0%

*Table Base: U.S. RESPONDENTS
Attended 1-2 in-person events in the last 3 months

Total	Virtual Event Attendance									
	Total (A)	Attended any virtual event (B)	Attended any in-person event (C)	Attended 1-2 virtual events in the last 3 months (D)	Attended 3-5 virtual events in the last 3 months (E)	Attended 5+ virtual events in the last 3 months (F)	Attended 1-2 in-person events in the last 3 months (G)	Attended 3-5 in-person events in the last 3 months (H)	Attended 5+ in-person events in the last 3 months (I)	Attended 5+ in-person events in the last 3 months (J)
Total	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
Total (disaggregated)	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
None	45%	24%	24%	44%	0%	0%	11%	14%	37%	21%
About the same	43%	41%	43%	44%	40%	43%	43%	46%	37%	37%
Less	18%	14%	18%	10%	40%	38%	42%	28%	17%	17%
Not at all sure	1%	1%	1%	1%	0%	0%	0%	1%	1%	1%
N/A: I did not spend money attending in-person events in the last 3 months	1%	1%	2%	1%	2%	1%	3%	0%	0%	0%

*Table Base: U.S. RESPONDENTS
Attended 3-5 in-person events in the last 3 months

Total	Virtual Event Attendance									
	Total (A)	Attended any virtual event (B)	Attended any in-person event (C)	Attended 1-2 virtual events in the last 3 months (D)	Attended 3-5 virtual events in the last 3 months (E)	Attended 5+ virtual events in the last 3 months (F)	Attended 1-2 in-person events in the last 3 months (G)	Attended 3-5 in-person events in the last 3 months (H)	Attended 5+ in-person events in the last 3 months (I)	Attended 5+ in-person events in the last 3 months (J)
Total	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
Total (disaggregated)	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
Yes	92%	49%	48%	44%	48%	45%	53%	59%	64%	59%
No	45%	40%	33%	43%	43%	48%	36%	29%	27%	27%
Not at all sure	13%	13%	13%	12%	13%	7%	11%	12%	9%	9%

*Table Base: U.S. RESPONDENTS
Attended 5+ in-person events in the last 3 months

Total	Virtual Event Attendance									
	Total (A)	Attended any virtual event (B)	Attended any in-person event (C)	Attended 1-2 virtual events in the last 3 months (D)	Attended 3-5 virtual events in the last 3 months (E)	Attended 5+ virtual events in the last 3 months (F)	Attended 1-2 in-person events in the last 3 months (G)	Attended 3-5 in-person events in the last 3 months (H)	Attended 5+ in-person events in the last 3 months (I)	Attended 5+ in-person events in the last 3 months (J)
Total	N=483	N=160	N=183	N=96	N=29	N=35	N=115	N=44	N=24	N=8
Total (disaggregated)	N=483	N=160	N=183	N=96	N=29	N=35	N=115	N=44	N=24	N=8
Within the next month	1%	3%	3%	0%	0%	0%	0%	0%	0%	0%
1 to 3 months	1%	3%	3%	0%	0%	0%	0%	0%	0%	0%
4 to 6 months	10%	18%	18%	17%	18%	21%	14%	29%	14%	8%
7 to 9 months	9%	17%	18%	11%	14%	11%	13%	20%	10%	0%
10 months to 12 months	10%	18%	11%	11%	17%	21%	11%	21%	23%	14%
More than 1 year	24%	21%	17%	18%	29%	23%	14%	18%	28%	28%
Not at all sure	36%	17%	17%	21%	13%	13%	23%	13%	13%	13%

*Table Base: WOULD NOT CURRENTLY ATTEND AN EVENT IN PERSON
Attended 5+ in-person events in the last 3 months

Total	Virtual Event Attendance									
	Total (A)	Attended any virtual event (B)	Attended any in-person event (C)	Attended 1-2 virtual events in the last 3 months (D)	Attended 3-5 virtual events in the last 3 months (E)	Attended 5+ virtual events in the last 3 months (F)	Attended 1-2 in-person events in the last 3 months (G)	Attended 3-5 in-person events in the last 3 months (H)	Attended 5+ in-person events in the last 3 months (I)	Attended 5+ in-person events in the last 3 months (J)
Total	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
Total (disaggregated)	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
NET: AGREE	53%	27%	28%	28%	28%	28%	30%	30%	34%	34%
Strongly agree	19%	24%	15%	23%	24%	24%	12%	21%	17%	17%
Somewhat agree	34%	33%	38%	42%	39%	38%	38%	38%	42%	42%
NET: DISAGREE	33%	33%	37%	35%	34%	35%	50%	43%	43%	43%
Somewhat disagree	22%	20%	22%	20%	23%	23%	23%	20%	20%	20%
Strongly disagree	23%	14%	19%	15%	13%	13%	26%	23%	23%	23%

*Table Base: U.S. RESPONDENTS
I get more out of events that attend in person than those I attend remotely (e.g., by video call, watching a recording after the event takes place).

Total	Virtual Event Attendance									
	Total (A)	Attended any virtual event (B)	Attended any in-person event (C)	Attended 1-2 virtual events in the last 3 months (D)	Attended 3-5 virtual events in the last 3 months (E)	Attended 5+ virtual events in the last 3 months (F)	Attended 1-2 in-person events in the last 3 months (G)	Attended 3-5 in-person events in the last 3 months (H)	Attended 5+ in-person events in the last 3 months (I)	Attended 5+ in-person events in the last 3 months (J)
Total	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
Total (disaggregated)	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
NET: AGREE	76%	76%	81%	80%	73%	73%	79%	79%	92%	92%
Strongly agree	36%	37%	43%	37%	33%	33%	38%	46%	54%	54%
Somewhat agree	40%	39%	39%	33%	39%	40%	43%	33%	37%	37%
NET: DISAGREE	24%	24%	20%	20%	20%	21%	21%	21%	1%	1%
Somewhat disagree	17%	17%	14%	14%	21%	21%	15%	16%	8%	8%
Strongly disagree	7%	6%	5%	6%	6%	6%	4%	0%	0%	0%

*Table Base: U.S. RESPONDENTS
I think it's safe to attend in-person events right now.

Total	Virtual Event Attendance									
	Total (A)	Attended any virtual event (B)	Attended any in-person event (C)	Attended 1-2 virtual events in the last 3 months (D)	Attended 3-5 virtual events in the last 3 months (E)	Attended 5+ virtual events in the last 3 months (F)	Attended 1-2 in-person events in the last 3 months (G)	Attended 3-5 in-person events in the last 3 months (H)	Attended 5+ in-person events in the last 3 months (I)	Attended 5+ in-person events in the last 3 months (J)
Total	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
Total (disaggregated)	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
NET: AGREE	46%	54%	58%	50%	48%	48%	54%	64%	61%	61%
Strongly agree	19%	26%	26%	20%	22%	22%	22%	28%	36%	36%
Somewhat agree	27%	28%	28%	28%	26%	26%	32%	36%	25%	25%
NET: DISAGREE	54%	46%	42%	52%	51%	50%	46%	36%	39%	39%
Somewhat disagree	28%	25%	26%	30%	30%	29%	31%	24%	24%	24%
Strongly disagree	26%	21%	14%	22%	14%	14%	15%	12%	15%	15%

*Table Base: U.S. RESPONDENTS
I feel isolated when I attend events remotely (e.g., by video call, watching a recording after the event takes place).

Total	Virtual Event Attendance									
	Total (A)	Attended any virtual event (B)	Attended any in-person event (C)	Attended 1-2 virtual events in the last 3 months (D)	Attended 3-5 virtual events in the last 3 months (E)	Attended 5+ virtual events in the last 3 months (F)	Attended 1-2 in-person events in the last 3 months (G)	Attended 3-5 in-person events in the last 3 months (H)	Attended 5+ in-person events in the last 3 months (I)	Attended 5+ in-person events in the last 3 months (J)
Total	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
Total (disaggregated)	N=1050	N=604	N=560	N=222	N=111	N=72	N=117	N=154	N=89	N=37
NET: AGREE	50%	50%	58%	58%	53%	53%	59%	62%	64%	64%
Strongly agree	16%	20%	20%	19%	19%	20%	15%	20%	17%	17%
Somewhat agree	34%	30%	37%	39%	34%	34%	43%	43%	47%	47%
NET: DISAGREE	48%	44%	43%	42%	47%	47%	47%	38%	38%	38%
Somewhat disagree	30%	29%	29%	29%	31%	31%	33%	23%	23%	23%
Strongly disagree	17%	15%	15%	12%	15%	14%	14%	16%	16%	16%

*Table Base: U.S. RESPONDENTS
In the last question, you agreed you would rather attend a virtual event than an in-person event right now. Which of the following are reasons why you would rather attend a virtual event (e.g., livestreamed concert, virtual tour) than an in-person event right now? Please select all that apply.

Total	Virtual Event Attendance									
	Total (A)	Attended any virtual event (B)	Attended any in-person event (C)	Attended 1-2 virtual events in the last 3 months (D)	Attended 3-5 virtual events in the last 3 months (E)	Attended 5+ virtual events in the last 3 months (F)	Attended 1-2 in-person events in the last 3 months (G)	Attended 3-5 in-person events in the last 3 months (H)	Attended 5+ in-person events in the last 3 months (I)	Attended 5+ in-person events in the last 3 months (J)
Total	N=562	N=209	N=244	N=144	N=73	N=29	N=103	N=60	N=30	N=10
Total (disaggregated)	N=562	N=209	N=244	N=144	N=73	N=29	N=103	N=60	N=30	N=10
It's safer to attend virtual events.	61%	17%	56%	61%	53%	54%	54%	63%	49%	49%
It's more convenient.	43%	37%	39%	50%	48%	44%	36%	40%	40%	40%
There are too many pandemic-related restrictions (e.g., no 1-3 events).	31%	33%	37%	37%	42%	42%	37%	43%	51%	51%
I can attend events that are far from where I live.	41%	42%	41%	42%	41%	41%	41%	41%	38%	38%
It's less expensive to attend a virtual event.	32%	33%	37%	34%	34%	34%	34%	31%	25%	25%
I can control the experience.	39%	38%	38%	38%	37%	37%	39%	37%	42%	42%
Virtual events are more private.	23%	29%	25%	29%	31%	31%	27%	31%	31%	31%
I use over/underhead attending in-person events.	18%	16%	17%	16%	16%	16%	19%	17%	14%	14%
Other	3%	2%	3%	3%	0%	0%	5%	0%	0%	0%
Count	2.89	3.03	2.90	3.11	3.16	2.64	2.79	3.11	2.91	2.91

*Table Base: WOULD RATHER ATTEND A VIRTUAL EVENT