ADVISORY BOARD for the ARTS

Transforming Arts Organizations Worldwide

2021 Collected Data on Arts Audiences and Communities
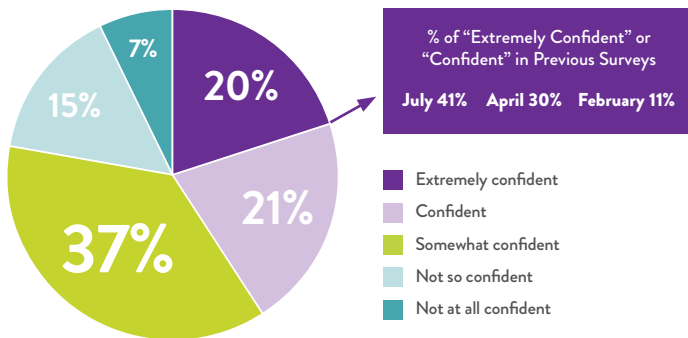
from ABA Arts Executive Surveys

AUGUST 24, 2021

The Advisory Board for the Arts regularly surveys leaders at arts organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to the arts world. This infographic includes data from multiple online surveys conducted in 2021.

AUDIENCE: LIVE & DIGITAL

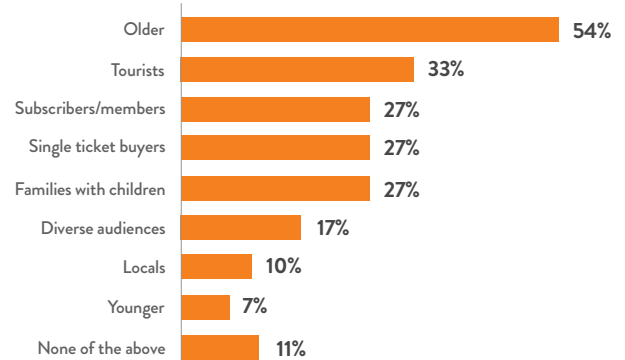### Confidence In Full Capacity Crowds Growing

Confidence in Ability to Welcome Pre-Pandemic Capacity Crowds Indoors in 2021

- 20%
- 21%
- 37%
- 15%
- 7%

% of "Extremely Confident" or "Confident" in Previous Surveys

July 41%   April 30%   February 11%

- Extremely confident
- Confident
- Somewhat confident
- Not so confident
- Not at all confident

N=71
July 2021

Arts Orgs Most Worried About Older Audiences Not Coming Back

Type of Audience Org Most Worried Won't Be As Likely to Patronize Org as Pre-Pandemic

Older	54%
Tourists	33%
Subscribers/members	27%
Single ticket buyers	27%
Families with children	27%
Diverse audiences	17%
Locals	10%
Younger	7%
None of the above	11%

N=70
July 2021

Extra Digital Efforts Will Continue

Plans for Digital After Reopening

- 16%
- 3%
- 3%
- 79%

- Continue (in some form) even after back to pre-pandemic levels
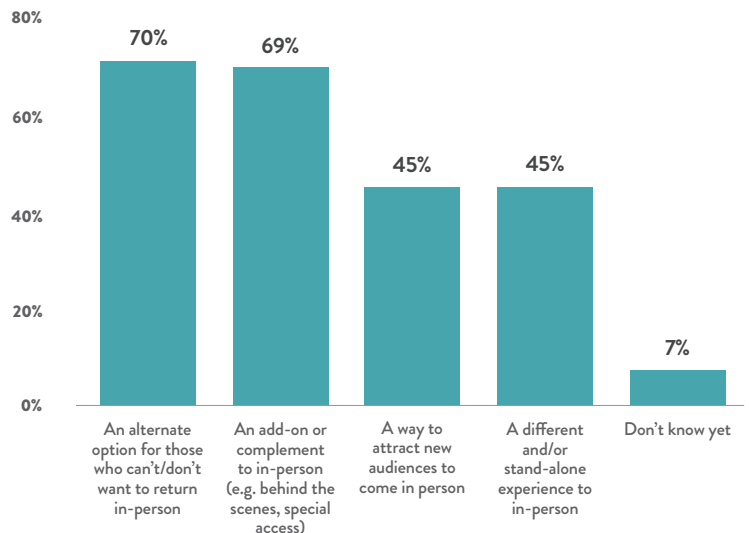- Continue until back to pre-pandemic levels
- Continue only until we reopen
- Don't know yet
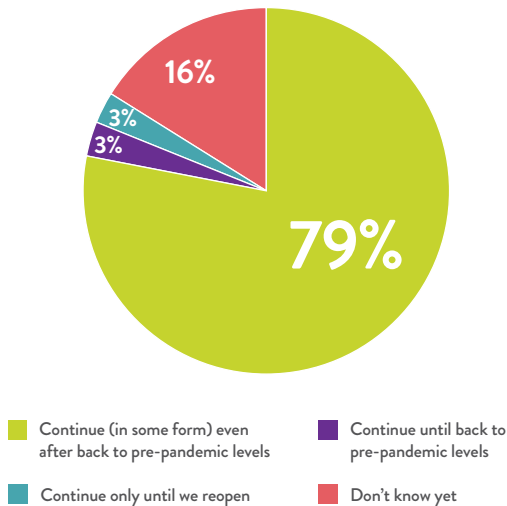
N=152
March 2021

Majority Planning Digital As an Alternate or Add-On to In-Person

Primary Focus of Digital Content Once Back to In-Person

An alternate option for those who can't/don't want to return in-person	An add-on or complement to in-person (e.g. behind the scenes, special access)	A way to attract new audiences to come in person	A different and/or stand-alone experience to in-person	Don't know yet
70%	69%	45%	45%	7%

N=91
April 2021

2021 Collected Data on Arts Audiences and Communities
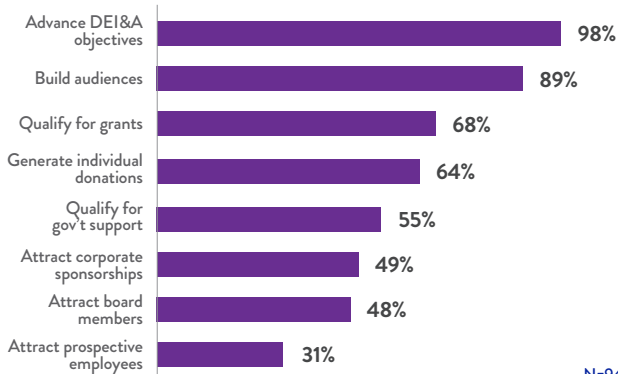
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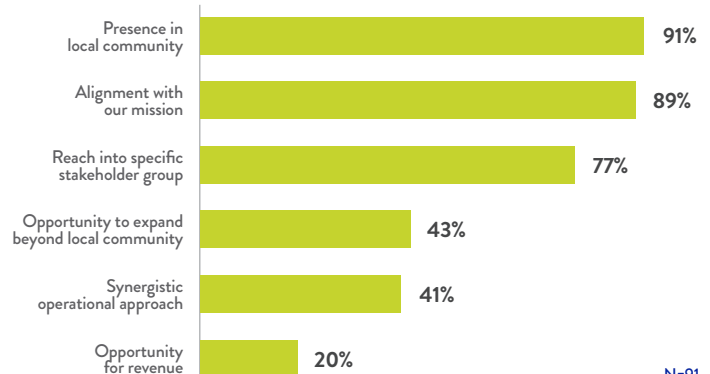## COMMUNITY AND DEI&A

DEI&A and Audience Growth Top Motives

Key Motivators for Community Engagement Activities

Motivator	%
Advance DEI&A objectives	98%
Build audiences	89%
Qualify for grants	68%
Generate individual donations	64%
Qualify for gov't support	55%
Attract corporate sponsorships	49%
Attract board members	48%
Attract prospective employees	31%

N=94
July 2021

Local Ties and Mission Key Partnership Attributes

Important When Selecting Partners

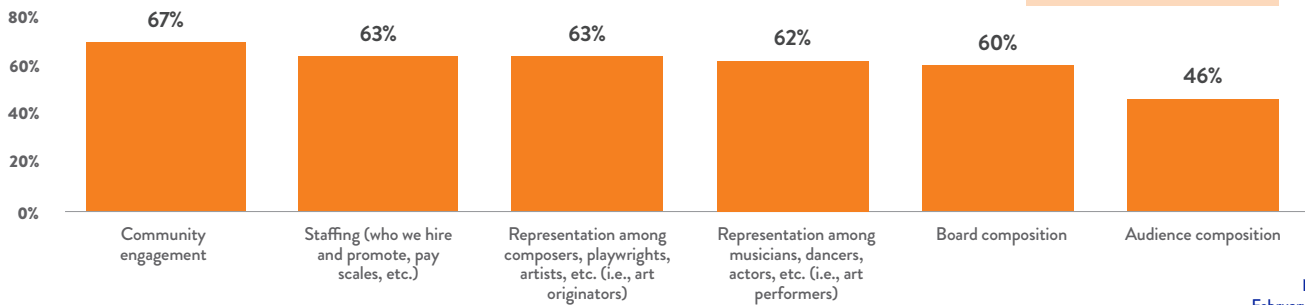| Attribute	%
Presence in local community	91%
Alignment with our mission	89%
Reach into specific stakeholder group	77%
Opportunity to expand beyond local community	43%
Synergistic operational approach	41%
Opportunity for revenue	20%

N=91
July 2021

All Elements of DEI&A High Priority

Highest Priority DEI&A Elements

Mean Number of Priorities Selected: 3.6

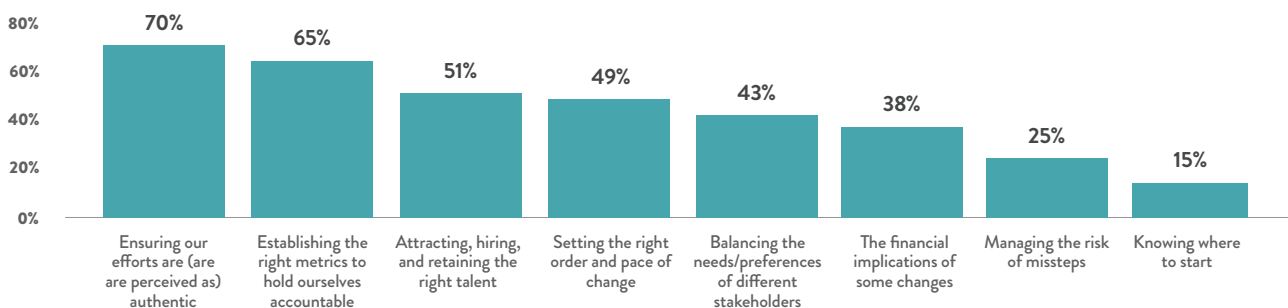| Element	%
Community engagement	67%
Staffing (who we hire and promote, pay scales, etc.)	63%
Representation among composers, playwrights, artists, etc. (i.e., art originators)	63%
Representation among musicians, dancers, actors, etc. (i.e., art performers)	62%
Board composition	60%
Audience composition	46%

N=156
February 2021

Authenticity and Metrics Biggest DEI&A Challenges

Most Difficult Challenges to DEI&A Progress

Challenge	%
Ensuring our efforts are (are are perceived as) authentic	70%
Establishing the right metrics to hold ourselves accountable	65%
Attracting, hiring, and retaining the right talent	51%
Setting the right order and pace of change	49%
Balancing the needs/preferences of different stakeholders	43%
The financial implications of some changes	38%
Managing the risk of missteps	25%
Knowing where to start	15%

N=142
February 2021