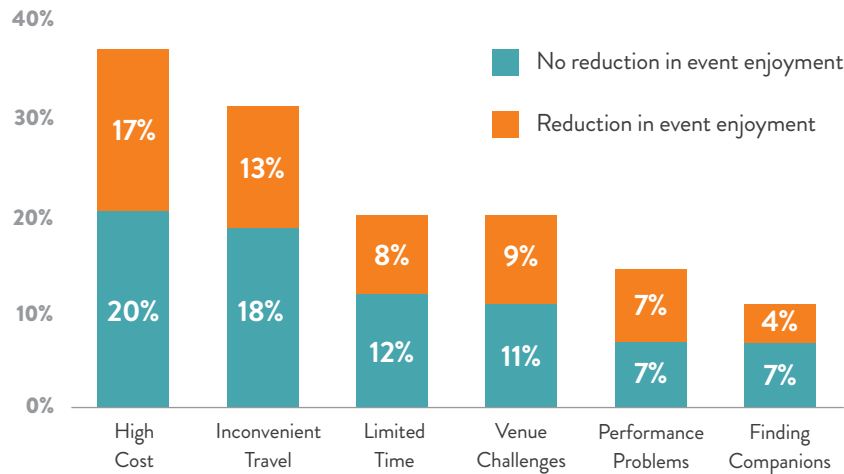


## Performance Obstacles

**FIGURE 1:**

### Presence of Obstacle Does Not Guarantee a Bad Time

Percent of Arts Patrons Who Experienced an Obstacle From the Performance and its Effect on Their Enjoyment

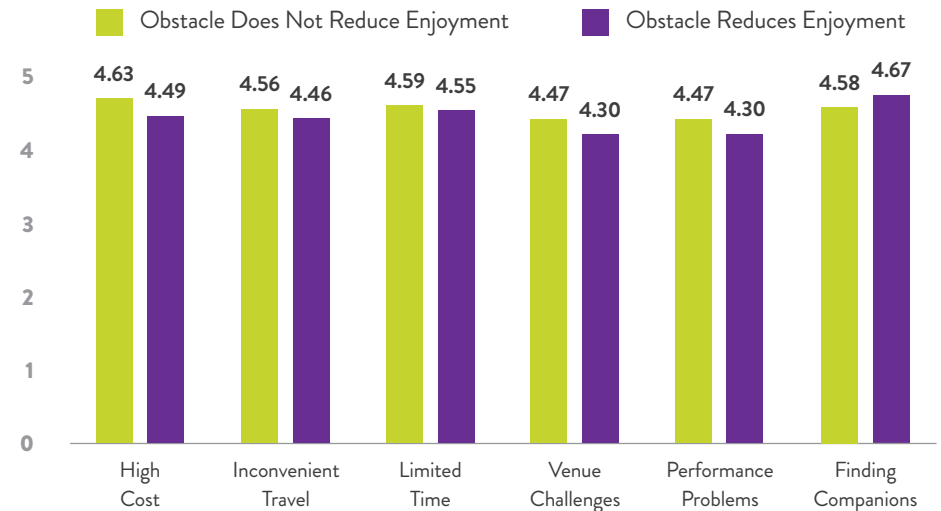


N=4600

**FIGURE 2:**

### Obstacles Have Little Influence on Repurchase Intent

Average Likelihood to Repurchase at the Same Venue\* v. Obstacle Existence



\*Scale 1-5: Extremely Unlikely to Repurchase to Extremely Likely to Repurchase

N=4600

**FIGURE 3:**

### Arts Patrons Are More Likely to Come Back to Your Venue if the Obstacle is Personal

Obstacles' Effect on Enjoyment Level v. Likelihood to Repurchase at the Same Venue

Extremely Unlikely (light green), Somewhat Unlikely (orange), Neither (purple), Somewhat Likely (teal), Extremely Likely (red)

#### Venue-Related Obstacles (i.e. Inconvenient Travel, Performance Problems, Venue Challenges)



#### Personal Obstacles (i.e. Finding Companions, Limited Time, High Cost)



N=4600