

Transforming Arts Organizations Worldwide

Average age: 60

Ethnicity: 83% white

Gender: 45% male

Frequent attenders

## Coming Back Stronger Summit 2020: Audience Survey Data

The Eight Motivational Segments in the Arts

Average age: 59

Ethnicity: 86% white

Gender: 35% male

## **Amiable Followers** Personal Developers **Arts Lovers** Community Appreciators Motivations: Motivations: Motivations: Motivations: Create a vibrant community; Support friends and family Gain expertise Pursue a passion (NOT a special Fulfill duty toward the arts occasion OR shared memory) WILLING CIVIC **MASTERY ARTS 8.13** out of 10 **COMPANIONS** 7.43 out of 10 7.55 out of 10 7.69 out of 10 **STEWARDS BUILDERS PASSIONATES** satisfaction with satisfaction with satisfaction with satisfaction with performance meeting performance meeting performance meeting performance meeting motivations motivations motivations motivations Values average number of average number of average number of average number of Excellence Being liked; Making a difference; Personal growth Compassion; Enthusiasm; Creativity 2.42 performances attended 2.34 performances attended performances attended 2.38 performances attended Involvement in Communty; Family 2.58 in the past year in the past year Loyalty Characteristics Demographics\* Loyalty Characteristics Demographics\* Loyalty Characteristics Demographics\* Loyalty Characteristics Frequent attenders Frequent Attenders Frequent attenders Average age: 64 Frequent Attenders Average age: 60 Average age: 64 Average age: 64 Ethnicity: 79% white Weakly donors Ethnicity: 90% white Donors Ethnicity: 92% white Ethnicity: 89% white Donors Gender: 43% male Gender: 40% male Subscribers Gender: 40% male Gender: 43% male Motivations: Motivations: Motivations: Motivations: Try something new Conversation: See popular, famous works See art at the highest quality (NOT pursue a passion) Challenge Preconceptions (NOT to show others art **SOCIAL** (NOT art at the highest quality) **QUALITY** OR shared memory) **CULTURE CONVERSATIONAL SAMPLERS SEEKERS CHALLENGERS** 7.96 out of 10 7.64 out of 10 7.64 out of 10 **SURFERS** 7.69 out of 10 satisfaction with satisfaction with satisfaction with satisfaction with performance meeting performance meeting performance meeting performance meeting motivations motivations motivations motivations average number of average number of Independence; Patience; average number of Compassion; Friendship; average number of Excellence: Balance Humor; Enthusiasm 2.34 performances attended 1.94 performances attended 2.02 performances attended 2.52 performances attended Competence; Ethics in the past year in the past year in the past year in the past year Demographics\* Loyalty Characteristics Demographics\* Loyalty Characteristics Demographics\* Loyalty Characteristics Demographics\* Loyalty Characteristics

Average age: 58

Ethnicity: 84% white

Gender: 27% male

Frequent Attenders

Subscribers

Average age: 64

Ethnicity: 83% white

Gender: 47% male