

Coming Back Stronger Summit 2020: Audience Survey Data

The Eight Motivational Segments in the Arts - Cuts by Attended Genre

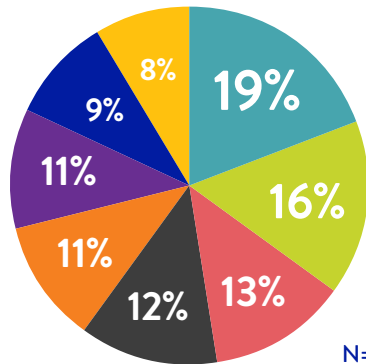
Arts Lovers*:

- Quality Seekers
- Arts Passionates

Looking for Something Else*:

- Conversational Challengers
- Social Samplers
- Willing Companions
- Mastery Builders
- Civic Stewards
- Culture Surfers

THEATRE

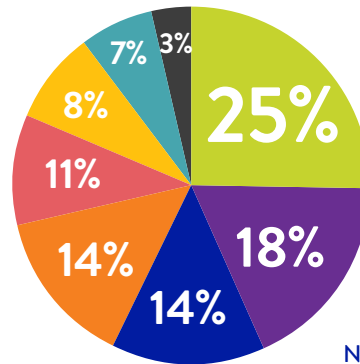


N=2641

27% 73%

Arts Lovers Looking for Something Else

ORCHESTRA, SYMPHONY, OR CHAMBER MUSIC

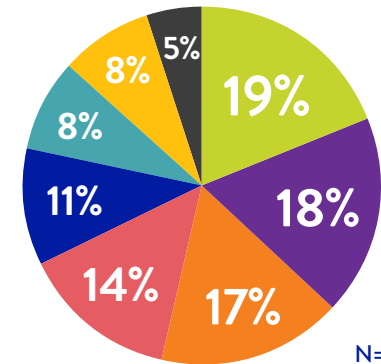


N=1140

43% 57%

Arts Lovers Looking for Something Else

OPERA

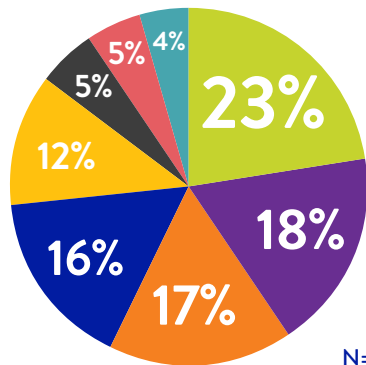


N=367

37% 63%

Arts Lovers Looking for Something Else

CLASSICAL MUSIC FESTIVAL

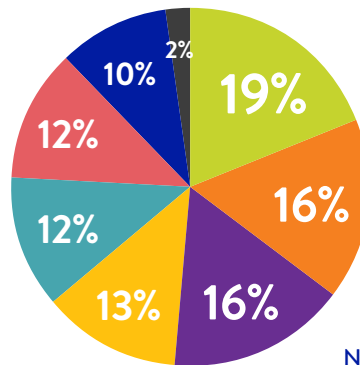


N=227

41% 59%

Arts Lovers Looking for Something Else

DANCE

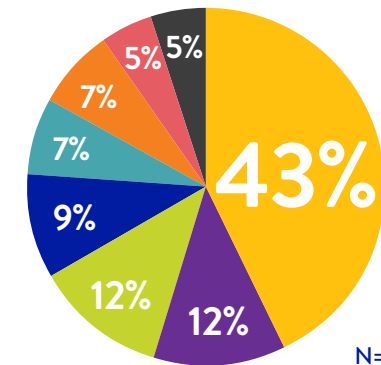


N=183

35% 65%

Arts Lovers Looking for Something Else

CHORUS



N=42

24% 76%

Arts Lovers Looking for Something Else

In the overall distribution – combining all genres (N=4600) – 33% of audiences are 'Arts Lovers' and 66% are 'Looking for Something Else' from the performance.