

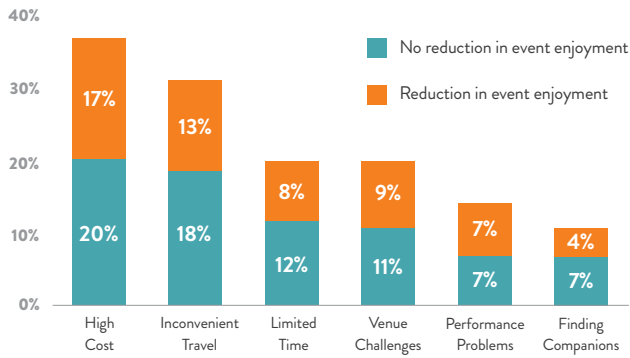
**OCTOBER 26, 2020**

Between Feb-Mar 2020, the Advisory Board for the Arts (ABA) surveyed arts patrons from several member arts organizations —focusing in theaters, festivals, symphonies, operas, and ballets — about their experiences of a notable performance, motivations & values, loyalty indicators, and many other contextual factors surrounding overall attendance. This infographic presents a first-look into the collected data on how obstacles surrounding an arts event impact arts patrons' behaviors. Full findings will be shared in ABA's member virtual summit, *Coming Back Stronger: Using the Shutdown to Rebuild Audience Loyalty* (Oct. 29 - Nov. 19).

### EFFECTS OF PERFORMANCE OBSTACLES ON ARTS PATRONS

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

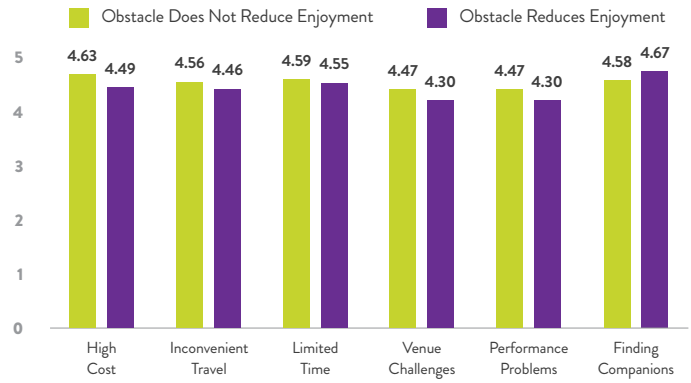
Percent of Arts Patrons Who Experienced an Obstacle From the Performance and its Effect on Their Enjoyment



N=4600

#### Obstacles Have Little Influence on Repurchase Intent

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

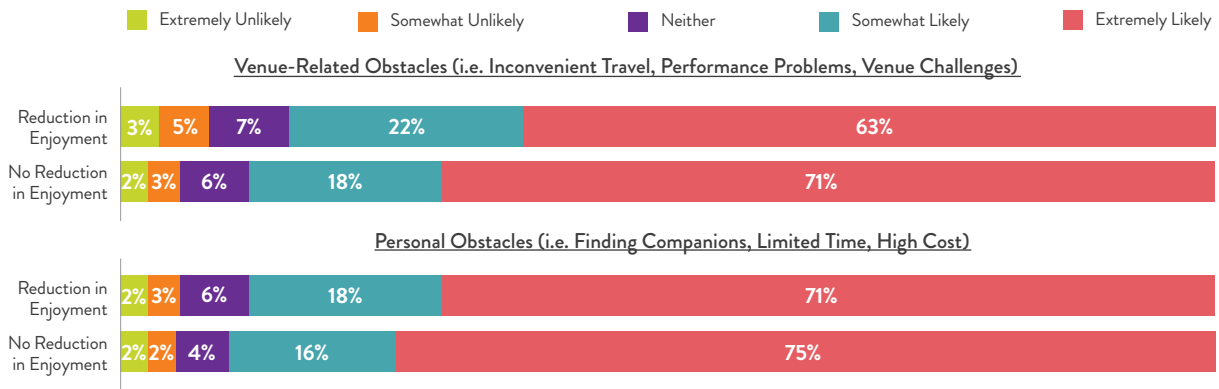


\*Scale 1-5: Extremely Unlikely to Repurchase to Extremely Likely to Repurchase

N=4600

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

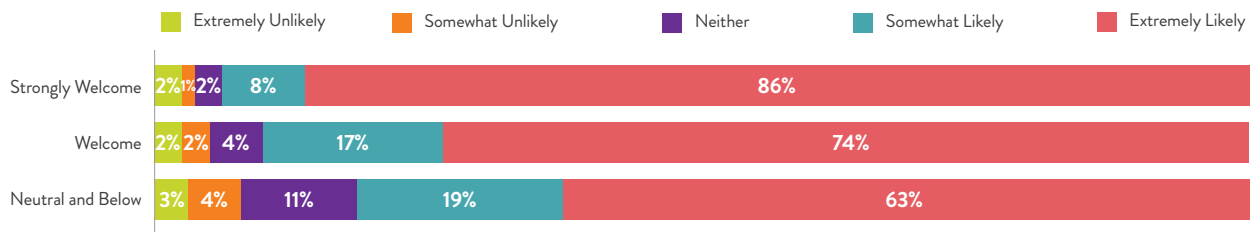
Obstacles' Effect on Enjoyment Level v. Likelihood to Repurchase at the Same Venue



N=4600

#### Feeling More Welcome Increases Likelihood to Repurchase

How Welcome Arts Patrons Felt and Their Intent to Reattend at the Same Venue



N=4600