

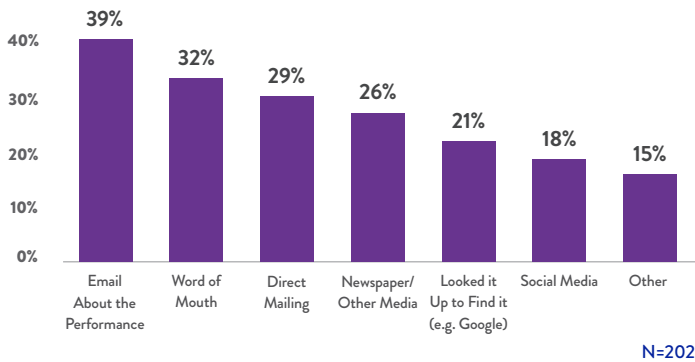
SEPTEMBER 28, 2020

In Feb-Mar 2020, the Advisory Board for the Arts (ABA) surveyed arts patrons across a number of member arts organizations — with a focus in theaters, festivals, symphonies, operas, and ballets — about their experiences of a notable performance, motivations & values, loyalty indicators, as well as other contextual factors surrounding overall attendance. This infographic presents a first-look into the collected data. Full findings will be shared in ABA's upcoming member virtual summit, *Coming Back Stronger: Using the Shutdown to Rebuild Audience Loyalty* (Oct. 29 - Nov. 19).

PERFORMANCE AWARENESS & APPEAL FACTOR

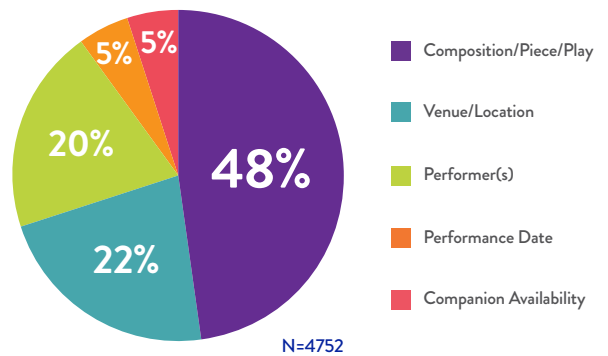
Overall Reliance on Traditional Media

Non-Subscriber Methods of Becoming Aware of a Performance



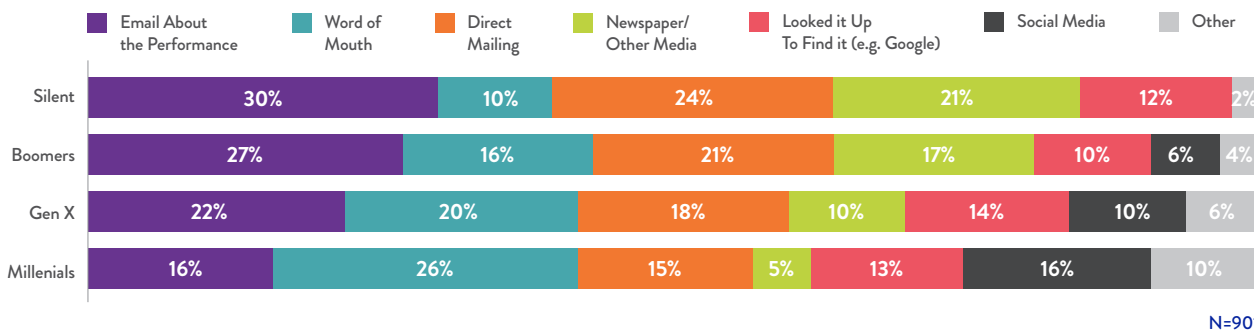
Performance Content Most Appealing

Most Appealing Factor Prior to Performance Attendance



Methods of Awareness Vary Significantly By Generation

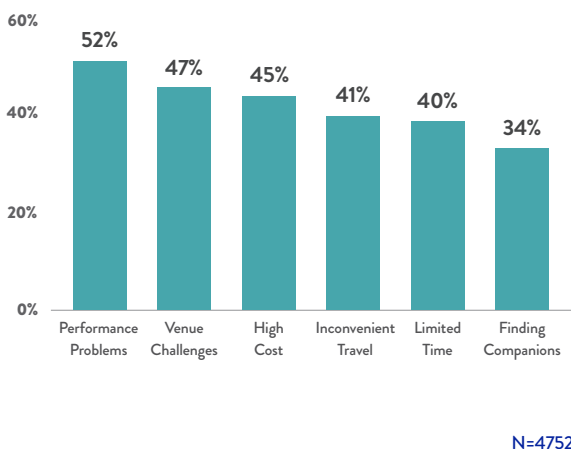
Non-Subscriber Methods of Becoming Aware of a Performance Cut Across Age Groups



PERFORMANCE OBSTACLES

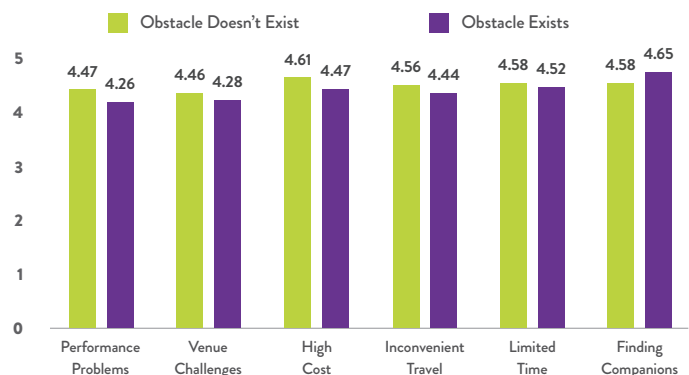
Majority of Respondents Experience Obstacles

Percent of Arts Patrons Who Experienced an Obstacle Before/ During/After a Performance



Obstacles Have Little Impact 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 Based on Venue

N=4752