# Coming Back Stronger Summit 2020: Audience Survey Data

*The Eight Motivational Segments in the Arts*

## Amiable Followers

### WILLING COMPANIONS
9% of audiences

**Motivations:**
Support friends and family

**7.43** out of 10
*satisfaction with performance meeting motivations*

| Attendance | | Values |
|---|---|---|
| **2.38** | *average number of performances attended in the past year* | Excellence |

| Demographics* | Loyalty Characteristics |
|---|---|
| Average age: 60<br>Ethnicity: 79% white<br>Gender: 43% male | Frequent attenders<br>Weakly donors |

### CULTURE SURFERS
9% of audiences

**Motivations:**
See popular, famous works

**7.96** out of 10
*satisfaction with performance meeting motivations*

| Attendance | | Values |
|---|---|---|
| **2.34** | *average number of performances attended in the past year* | Humor; Enthusiasm |

| Demographics* | Loyalty Characteristics |
|---|---|
| Average age: 60<br>Ethnicity: 83% white<br>Gender: 45% male | Frequent attenders |

## Community Appreciators

### CIVIC STEWARDS
11% of audiences

**Motivations:**
Create a vibrant community; Fulfill duty toward the arts

**7.55** out of 10
*satisfaction with performance meeting motivations*

| Attendance | | Values |
|---|---|---|
| **2.42** | *average number of performances attended in the past year* | Being liked; Making a difference; Involvement in Community; Family |

| Demographics* | Loyalty Characteristics |
|---|---|
| Average age: 64<br>Ethnicity: 90% white<br>Gender: 40% male | Frequent Attenders<br>Donors<br>Subscribers |

### SOCIAL SAMPLERS
12% of audiences

**Motivations:**
Try something new
(*NOT pursue a passion*)

**7.64** out of 10
*satisfaction with performance meeting motivations*

| Attendance | | Values |
|---|---|---|
| **1.94** | *average number of performances attended in the past year* | Independence; Patience; Learning |

| Demographics* | Loyalty Characteristics |
|---|---|
| Average age: 59<br>Ethnicity: 86% white<br>Gender: 35% male | |

## Personal Developers

### MASTERY BUILDERS
13% of audiences

**Motivations:**
Gain expertise

**7.69** out of 10
*satisfaction with performance meeting motivations*

| Attendance | | Values |
|---|---|---|
| **2.34** | *average number of performances attended in the past year* | Personal growth |

| Demographics* | Loyalty Characteristics |
|---|---|
| Average age: 64<br>Ethnicity: 92% white<br>Gender: 40% male | Frequent attenders |

### CONVERSATIONAL CHALLENGERS
14% of audiences

**Motivations:**
Conversation; Challenge Preconceptions
(*NOT art at the highest quality*)

**7.64** out of 10
*satisfaction with performance meeting motivations*

| Attendance | | Values |
|---|---|---|
| **2.02** | *average number of performances attended in the past year* | Compassion; Friendship; Competence; Ethics |

| Demographics* | Loyalty Characteristics |
|---|---|
| Average age: 58<br>Ethnicity: 84% white<br>Gender: 27% male | |

## Arts Lovers

### ARTS PASSIONATES
14% of audiences

**Motivations:**
Pursue a passion (*NOT a special occasion OR shared memory*)

**8.13** out of 10
*satisfaction with performance meeting motivations*

| Attendance | | Values |
|---|---|---|
| **2.58** | *average number of performances attended in the past year* | Compassion; Enthusiasm; Creativity |

| Demographics* | Loyalty Characteristics |
|---|---|
| Average age: 64<br>Ethnicity: 89% white<br>Gender: 43% male | Frequent Attenders<br>Donors |

### QUALITY SEEKERS
19% of audiences

**Motivations:**
See art at the highest quality
(*NOT to show others art OR shared memory*)

**7.69** out of 10
*satisfaction with performance meeting motivations*

| Attendance | | Values |
|---|---|---|
| **2.52** | *average number of performances attended in the past year* | Excellence; Balance |

| Demographics* | Loyalty Characteristics |
|---|---|
| Average age: 64<br>Ethnicity: 83% white<br>Gender: 47% male | Frequent Attenders<br>Subscribers |

N=4600

*Sample average age (62); Sample ethnicity (86% white); Sample gender (41% male after removing 'other')