



When Going Gets Tough

Barriers and Motivations Affecting Arts Attendance

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Art of Change
Arthur M. Blank Family Foundation
November 2, 2015



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National
Endowment
for the Arts

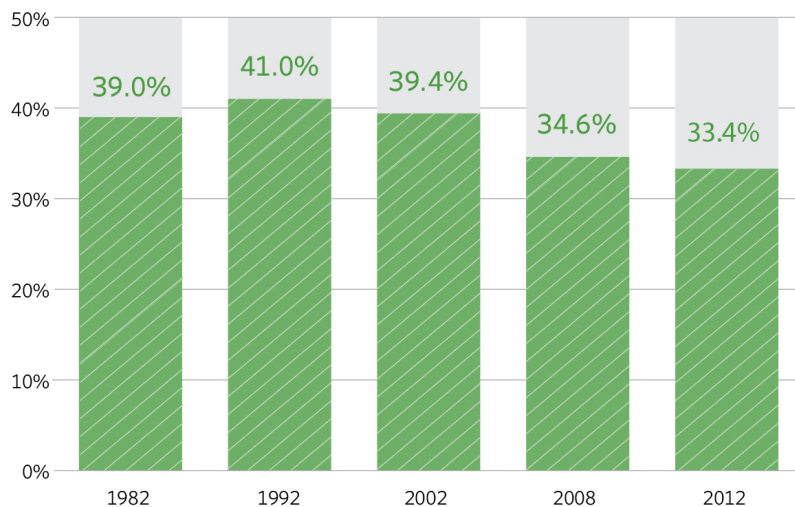
The Plan

- The Facts: What are the current data on rates of arts attendance?
- The Motivations: Why do people attend the arts?
- The Barriers: What keeps people away from the arts?
- Moving from Data to Action: How can arts organizations take this information and put it to work building their audiences?

Benchmark Arts Attendance Rates Among U.S. Adults

Survey of Public Participation in the Arts, 1982-2012

Percent of U.S. Adults Who Attended at Least One of Various Types of Arts Performance or Visited an Art Museum or Gallery: 1982-2012

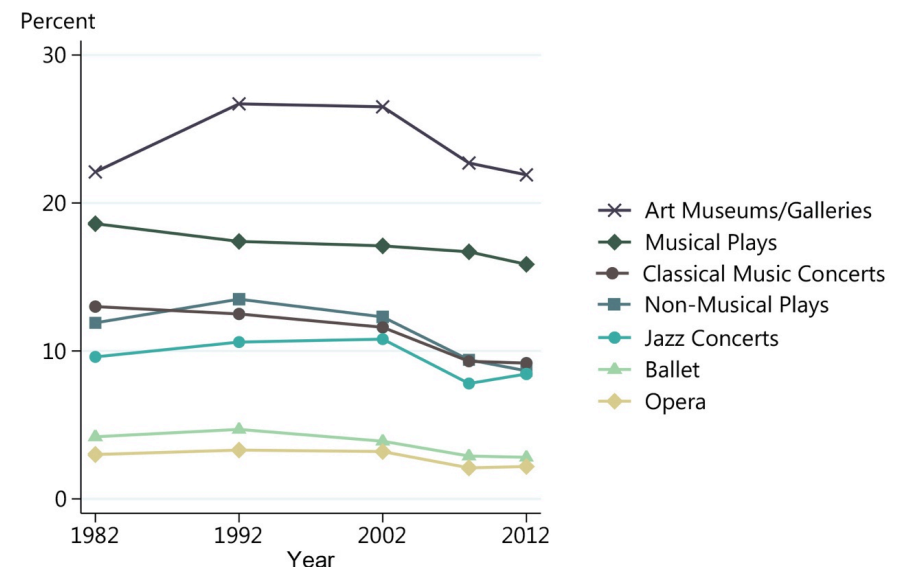


Performing arts events included: jazz; classical music; opera; musical and non-musical plays; and ballet. These are all activities for which attendance rates have been tracked since 1982.

The change from 2008 to 2012 is statistically significant at the 90 percent confidence level.

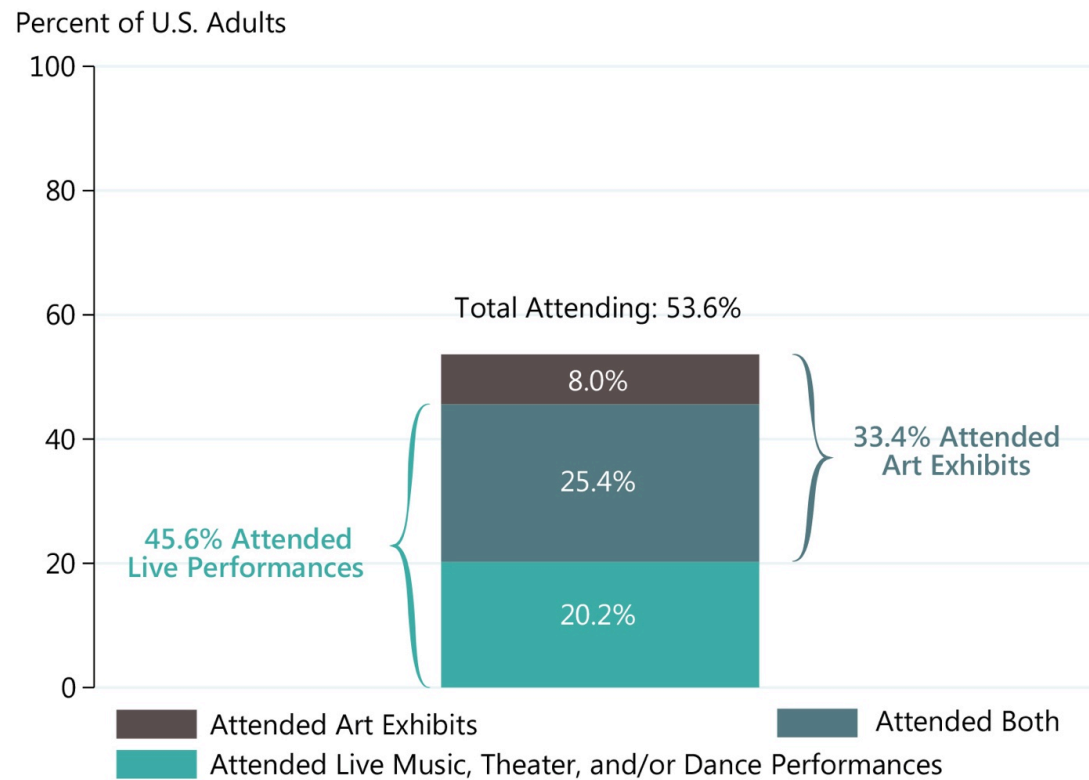
Source: *How a Nation Engages with Art: Highlights from the 2012 Survey of Public Participation in the Arts*, National Endowment for the Arts, 2013.

Figure I-1. Percentage of U.S. Adults Who Attended "Benchmark" Arts Activities in the Past 12 Months, by Year and Event Type (1982-2012)



Source: Data from *Survey of Public Participation in the Arts*. Chart from *When Going Gets Tough: Barriers and Motivations Affecting Arts Attendance*, National Endowment for the Arts, 2015.

Figure II-1. Percentage of U.S. Adults Who Attended the Visual and/or Performing Arts in the Past 12 Months, by Event Type (2012)



Arts Attendance Rates Among U.S. Adults

General Social Survey, 2012

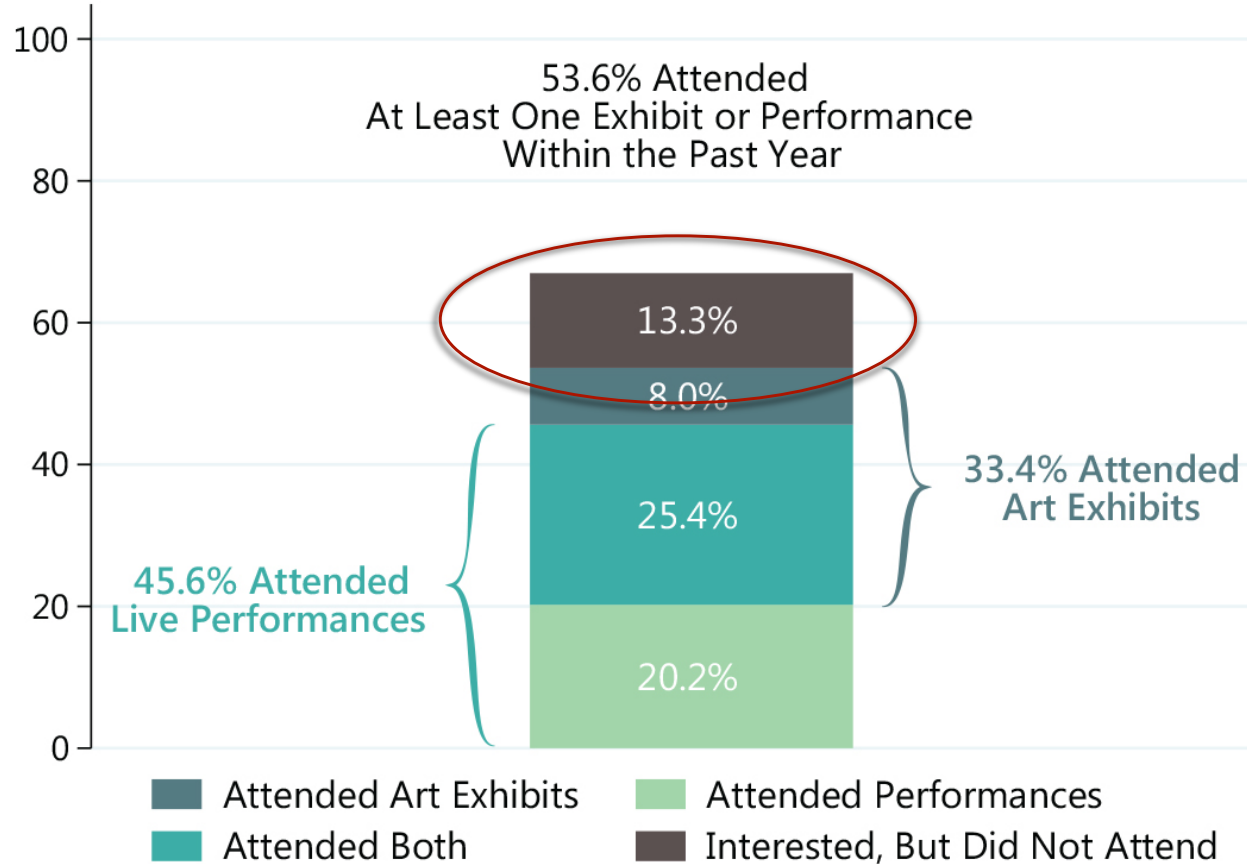
Source: *When Going Gets Tough: Barriers and Motivations Affecting Arts Attendance*, National Endowment for the Arts, 2015.

Socializing with family or friends	72.9%
Seeing an exhibit or performance at this particular location	65.8%
Gaining knowledge or learning something new	64.1%
Experiencing high-quality art	63.2%
Supporting a community organization or community event	51.2%
Seeing a specific individual artist's performance or artworks	41.2%
Low cost or free admission	40.9%
Celebrating or learning about one's own cultural heritage	24.2%

Motivations for Attending the Arts

Percentage of U.S. Adults Who Attended the Visual and/or Performing Arts in the Past 12 Months, by Motivation for Attending the Most Recent Event (2012)

Source: *When Going Gets Tough: Barriers and Motivations Affecting Arts Attendance*



Arts Attendance Rates Among U.S. Adults

General Social Survey, 2012

Source: *When Going Gets Tough: Barriers and Motivations Affecting Arts Attendance*, National Endowment for the Arts, 2015.

Who are “interested non-attendees?”

- Interested non-attendees =
people who wanted to attend a specific arts
event, but did not

Could not find the time, including due to work	47.3%
Costs too much	38.3%
Too difficult to get there, including difficulty due to physical handicap or illness	36.6%
Could not find anyone to go with	21.6%
Did not want to go to that location	9.0%
Programs or events were not of interest	6.6%

Barriers to Attending the Arts

Percentage of U.S. Adults Who Were Interested in, But Did Not Attend, the Visual and/or Performing Arts in the Past 12 Months, by Barriers Cited (2012)

Source: *When Going Gets Tough: Barriers and Motivations Affecting Arts Attendance*

The Landscape of Barriers to Attendance

- **Practical Barriers** – primarily logistical in nature
 - Ex. Lack of time, cost, location, etc.
- **Perceptual Barriers** – stem from the ways that people think about the arts based on:
 - past experiences
 - attitudes and expectations of friends and family
 - Ex. A sense that the arts are “not for me,” or “no one like me will be there”

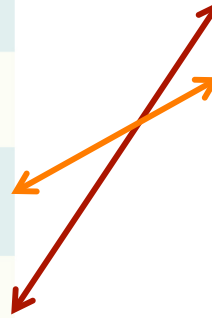
Links Between Barriers and Motivations

Barriers

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Costs too much	38.3%
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Motivations

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Motivations, Barriers, and Risk

- People fear risk more than they prize reward.
- How do we **minimize barriers**, **mitigate risk**, and **capitalize on motivations** that we know impact arts attendance?
 - **Place the audience at the heart of the mission**
 - **Build relationships based on shared interests and values**



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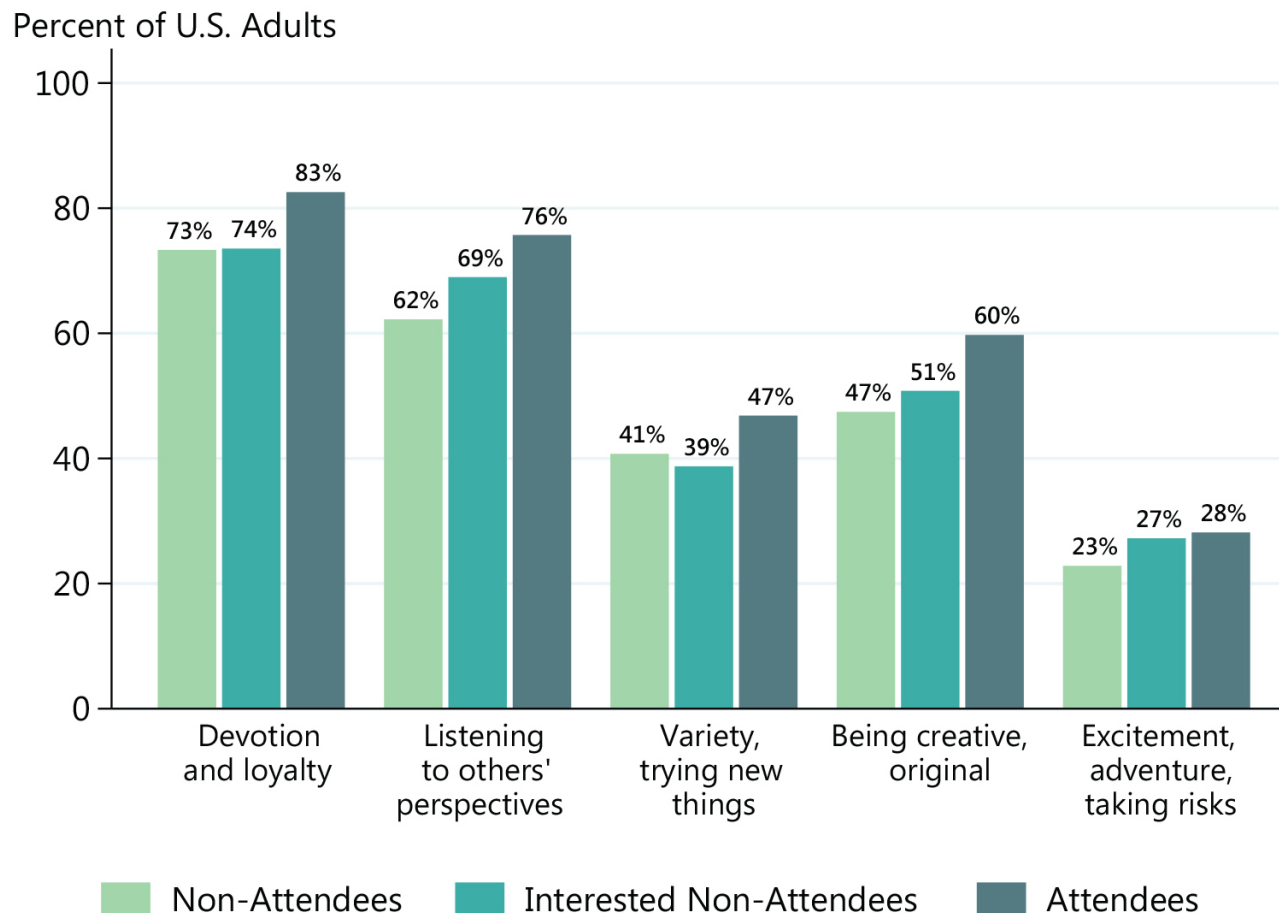
Audience Values

- “Interested non-attendees perceive inadequate time as a key barrier to their attendance, but...efforts to help people “find time” – in an absolute sense – is only part of the solution... How might arts organizations and presenters better tap into people’s personal values and preference sets, to curate activities on which more people choose to spend time.”

Source: *When Going Gets Tough: Barriers and Motivations Affecting Arts Attendance*, National Endowment for the Arts, 2015.

Organizational Identity

- Organizational Identity =
 - The organizational personality; its interests and values
 - Based in mission and reflected in artistic and marketing decisions



Value Statements Significant in Predicting Arts Attendance

Percentage of U.S. Adults who “Agree” or “Strongly Agree” with Value Statements Significant in Predicting Arts Attendance, by Whether They Attended or Were Interested in Attending the Visual and/or Performing Arts in the Past 12 Months

Source: *When Going Gets Tough: Barriers and Motivations Affecting Arts Attendance*, National Endowment for the Arts, 2015.

From a National View to a Local View

➤ National data are a starting point for local learning.

Breakout Session

- How do demographics and life stages impact the barriers that interested non-attendees experience?
- Continuing conversation about moving from research to practice.
- Q & A