

Reopening Together: Moving Forward - Together

Tuesday, June 23, 2020

1:00 pm

Review of WNY Arts Patron Intent Survey, industry video collaboration, and next steps and potential advocacy.

ASI cannot provide legal advice. This program is intended to be educational and inform you of the resources that are available. The guidelines for reopening are set by New York State and are being constantly updated.

WNY Arts Patron Intent Survey: Who

- 1,397 respondents
- 64% live in Erie County
- 60% are female
- Majority of respondents have 2 people over the age of 65 in their household
- 59% have an annual income between \$75,000-\$250,000

WNY Arts Patron Intent Survey: Art Forms Patronized

95% Concert halls, theatre, other venues dedicated to performing arts

65% Outdoor events, festivals, performances, and tours

58% Museums and Art Galleries

48% Nature Centers & Botanical Gardens

39% Zoos and Aquariums

38% Non-traditional performing arts venues (parks, bars, arenas, etc.)

35% Film & Media Arts

24% Science or Children's Museum (hands-on centers)

16% Workshops and Classes

WNY Arts Patron Intent Survey: Art Forms Patronized

91 respondents chose only one venue type or art form that they patronize.

That is **7%** of respondents.

Your reopening policies and procedures will be impact the rest of the creative industry.

WNY Arts Patron Intent Survey: Relationship to arts & culture

85% attend multiple programs or events each year

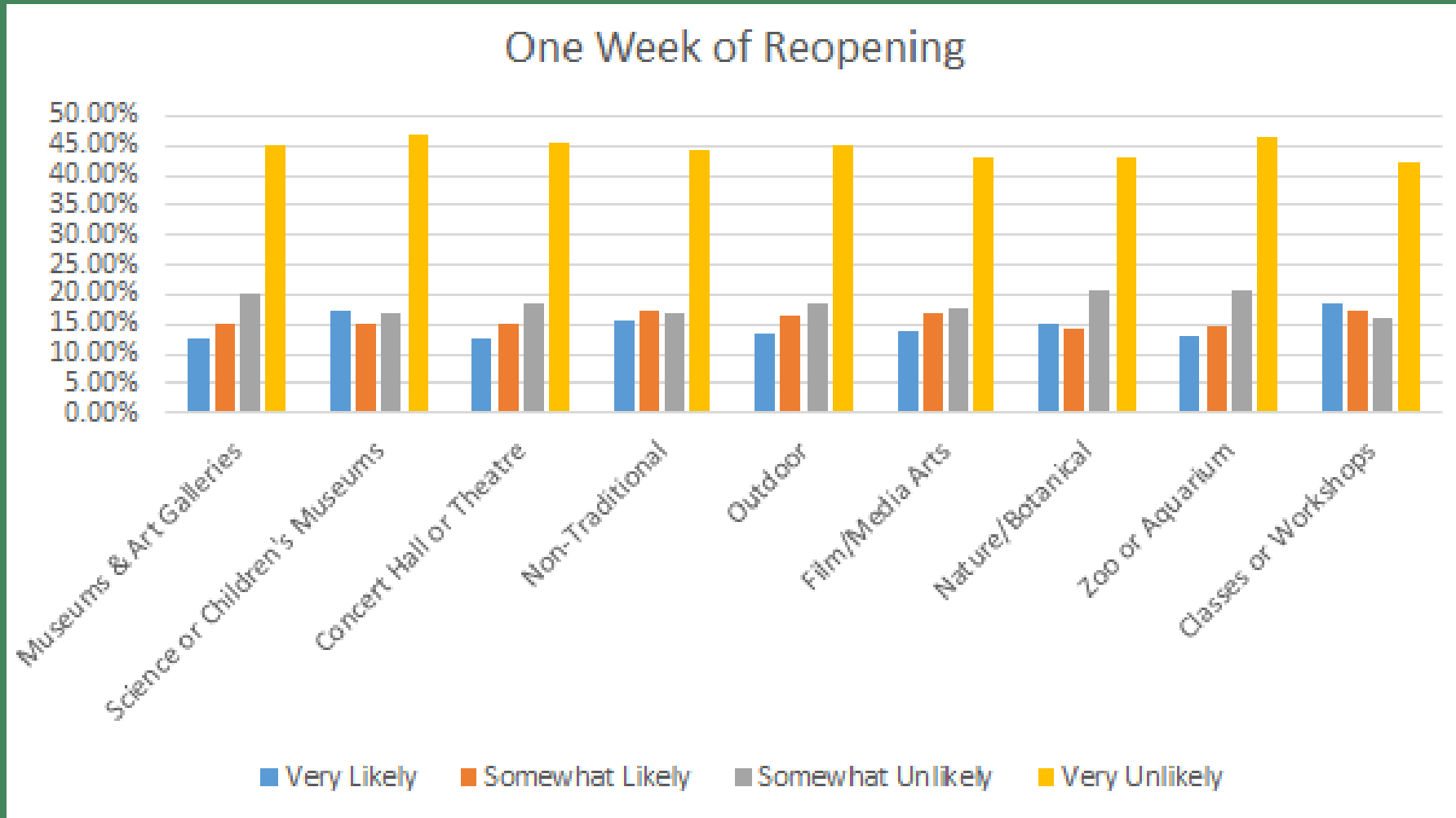
64% are regular members or subscribers of at least one organization

22% are employees, volunteers, or artists

WNY Arts Patron Intent Survey: When – One Week

Within One <u>Week</u> of Reopening		
	# of respondents	% to total responses
Very Likely	172	12%
Somewhat Likely	212	15%
Somewhat Unlikely	263	19%
Very Unlikely	635	45%

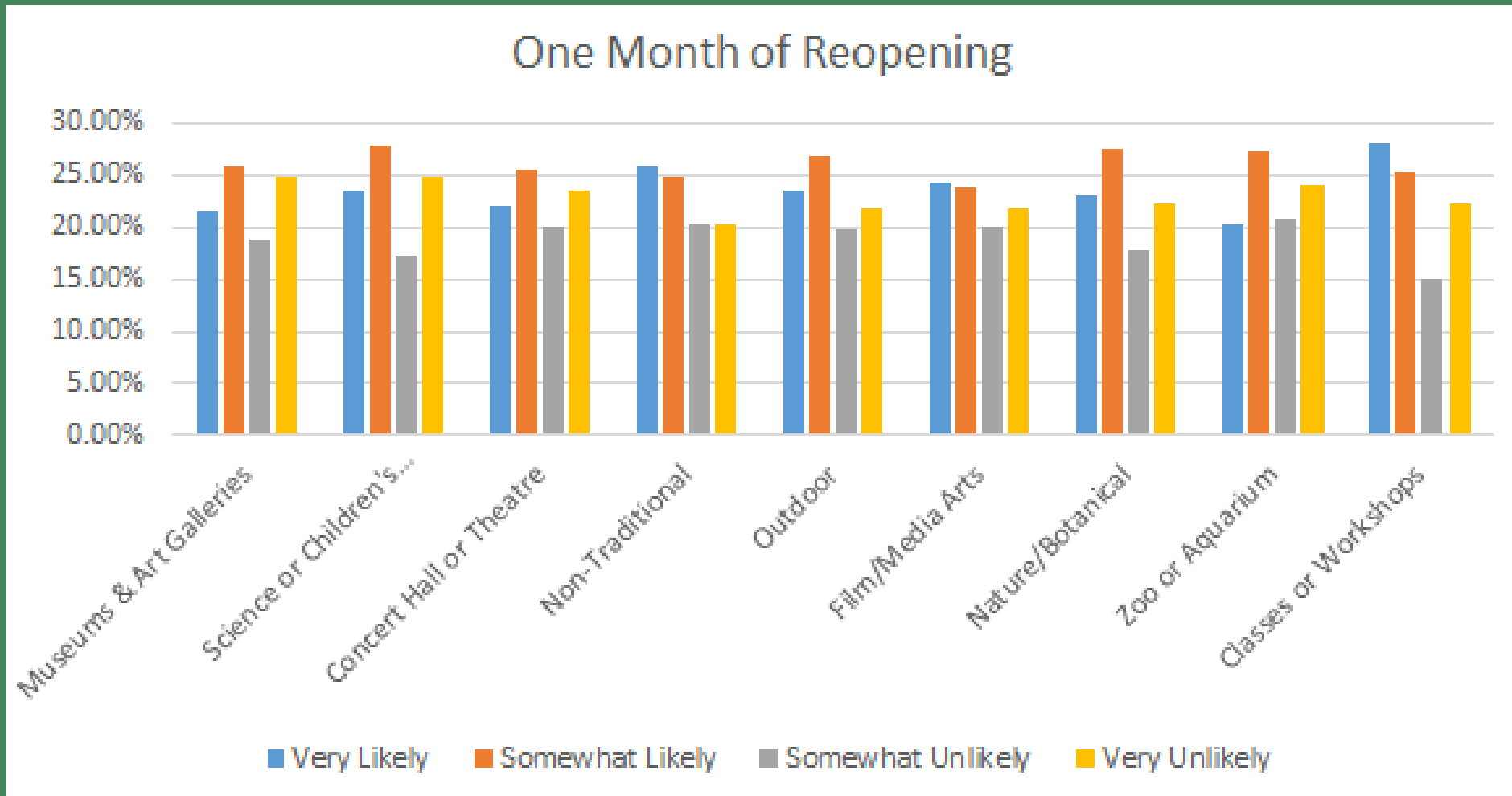
WNY Arts Patron Intent Survey: When – One Week



WNY Arts Patron Intent Survey: When – One Month

Within One <u>Month</u> of Reopening		
	# of respondents	% to total responses
Very Likely	308	22%
Somewhat Likely	355	25%
Somewhat Unlikely	276	20%
Very Unlikely	334	24%

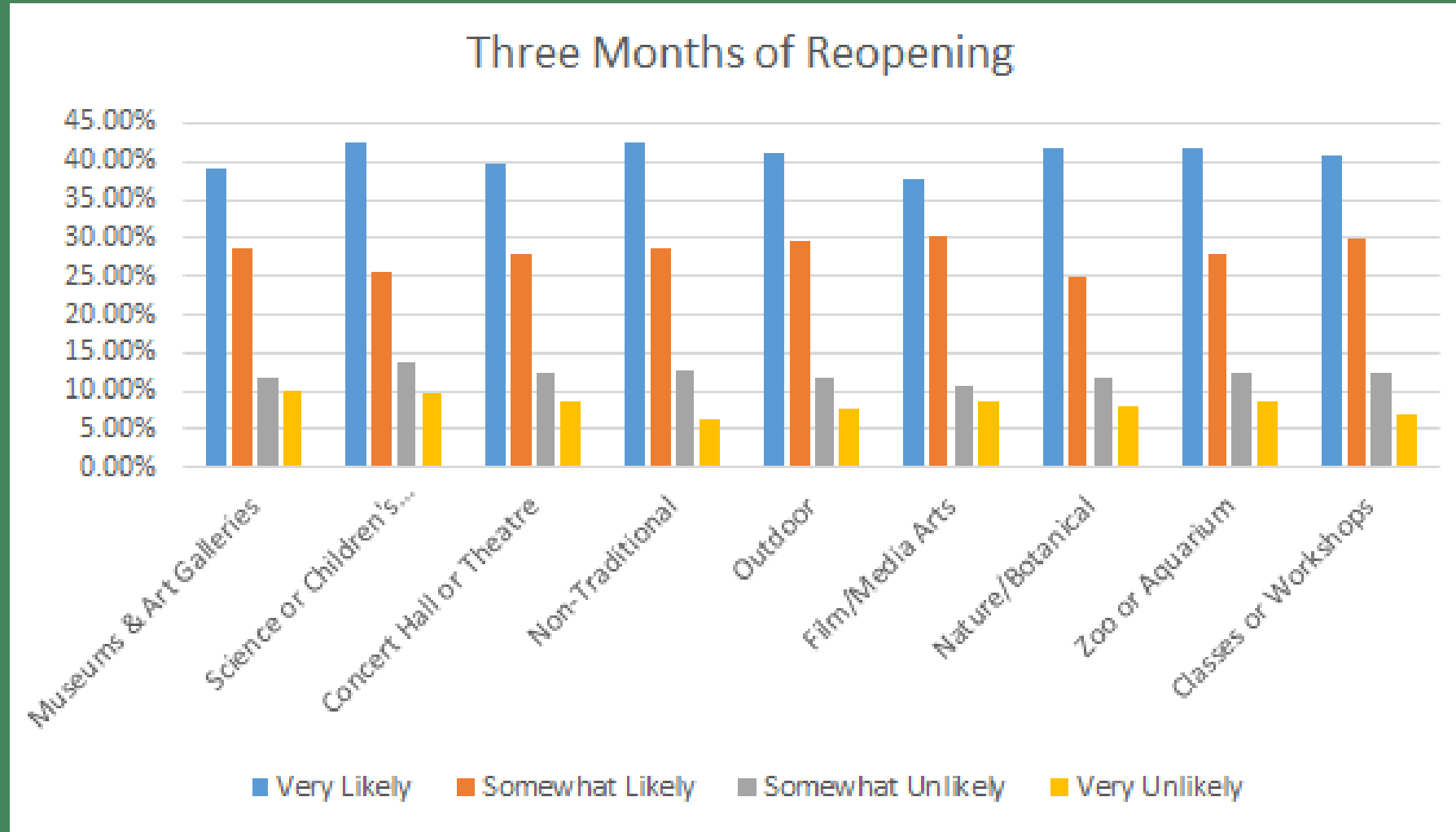
WNY Arts Patron Intent Survey: When – One Month



WNY Arts Patron Intent Survey: When – Three Months

Within <u>Three Months</u> of Reopening		
	# of respondents	% to total responses
Very Likely	550	39%
Somewhat Likely	389	28%
Somewhat Unlikely	176	13%
Very Unlikely	125	9%

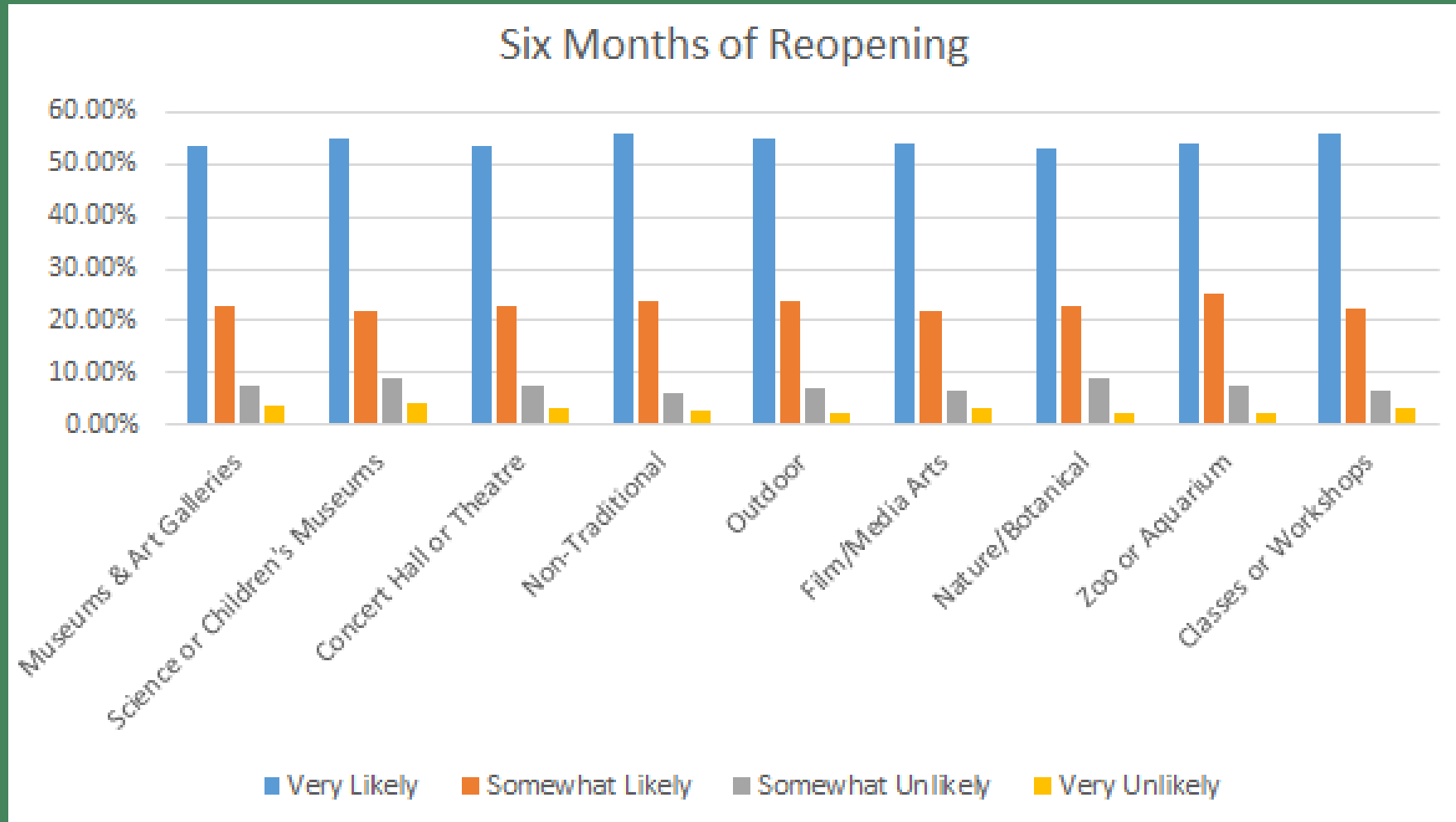
WNY Arts Patron Intent Survey: When – Three Months



WNY Arts Patron Intent Survey: When – Six Months

Within <u>Six Months</u> of Reopening		
	# of respondents	% to total responses
Very Likely	742	53%
Somewhat Likely	319	23%
Somewhat Unlikely	104	7%
Very Unlikely	47	3%

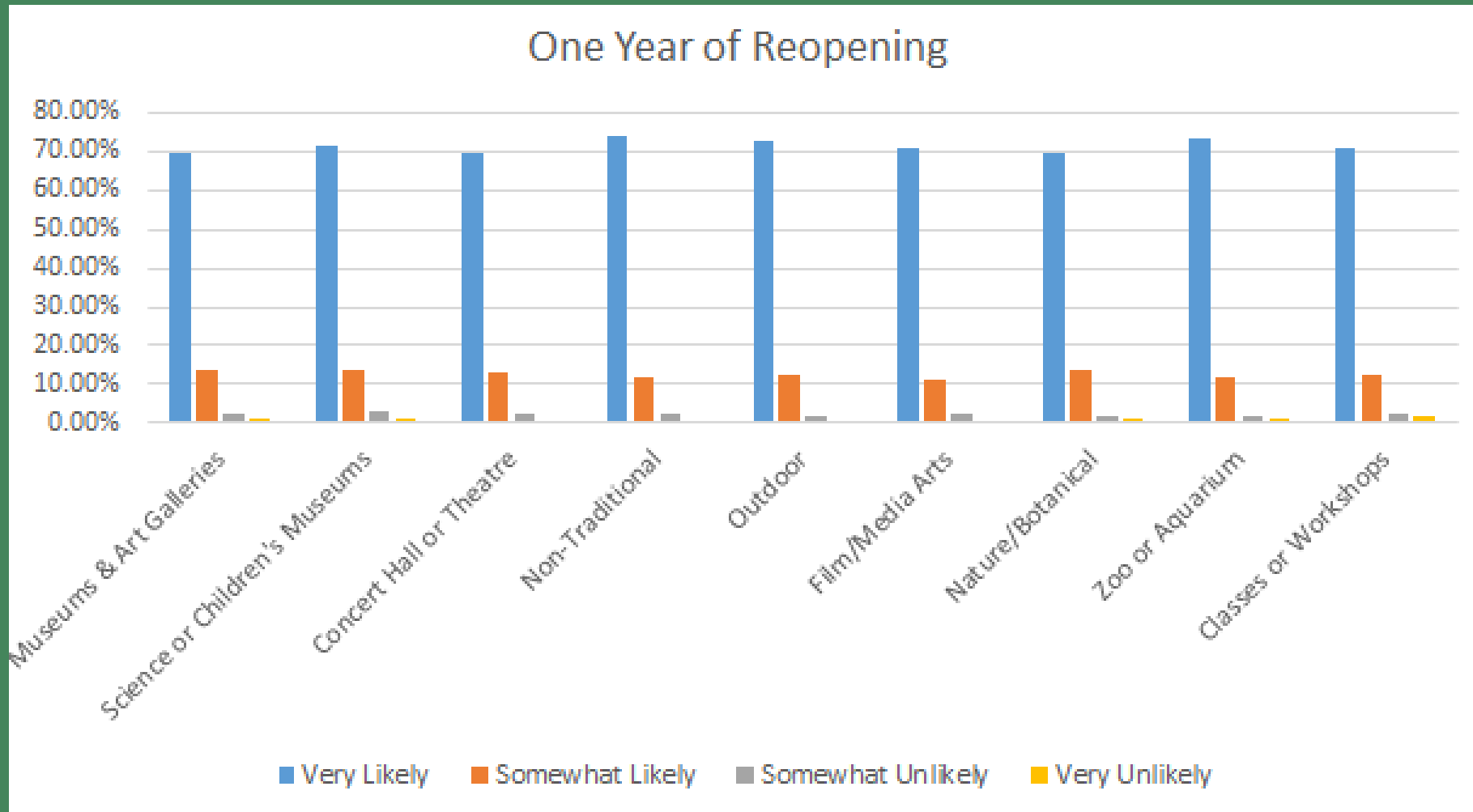
WNY Arts Patron Intent Survey: When – Six Months



WNY Arts Patron Intent Survey: When – One Year

Within <u>One Year</u> of Reopening		
	# of respondents	% to total responses
Very Likely	966	69%
Somewhat Likely	186	13%
Somewhat Unlikely	31	2%
Very Unlikely	14	1%

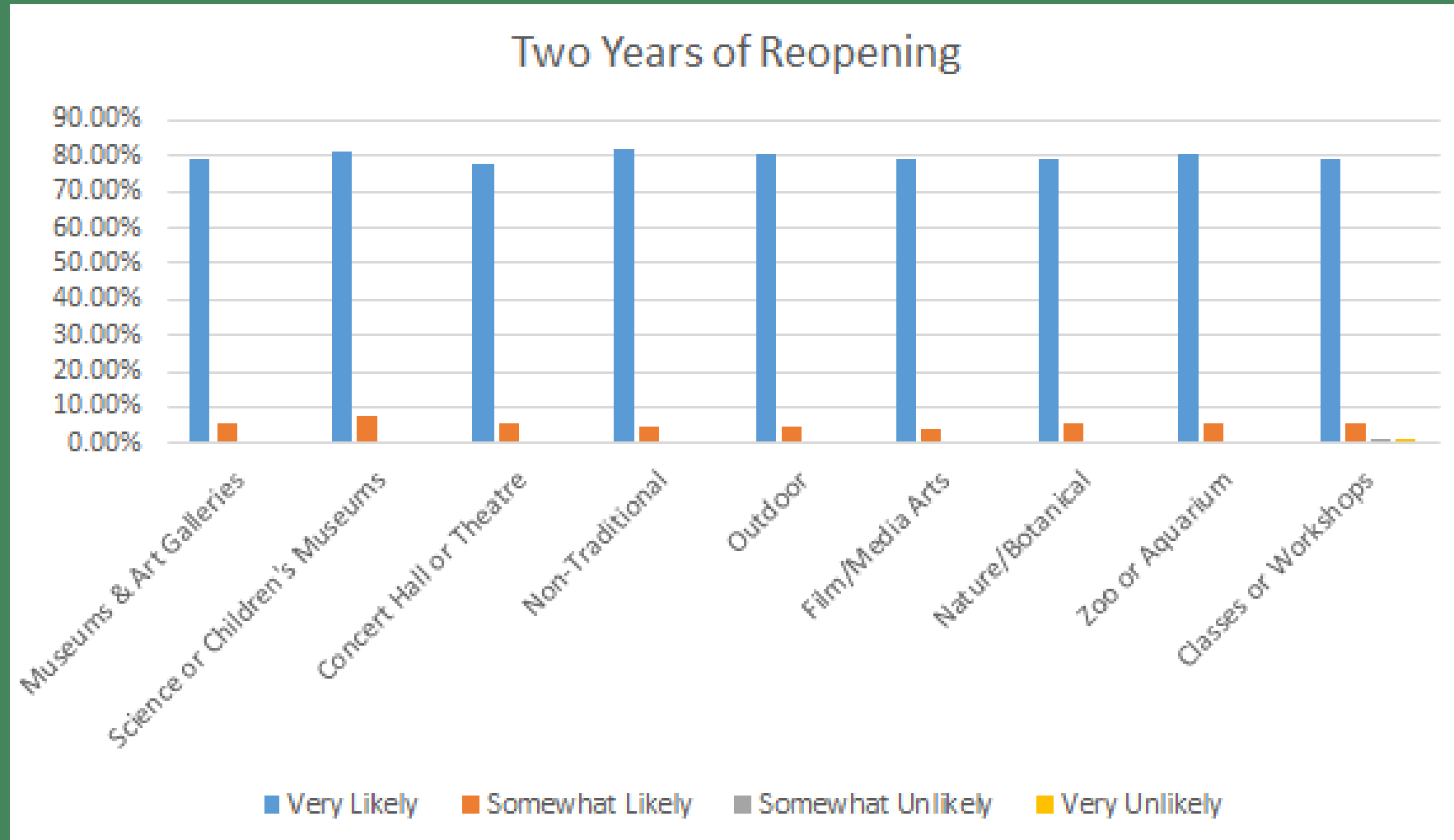
WNY Arts Patron Intent Survey: When – One Year



WNY Arts Patron Intent Survey: When – Two Years

Within <u>Two Years</u> of Reopening		
	# of respondents	% to total responses
Very Likely	1,082	77%
Somewhat Likely	78	6%
Somewhat Unlikely	6	0.43%
Very Unlikely	9	0.64%

WNY Arts Patron Intent Survey: When – Two Years



WNY Arts Patron Intent Survey: When – Not Sure

Not Sure		
	# of respondents	% to total responses
Very Unsure	156	11%
Somewhat Unsure	85	6%
Hesitant to Commit	35	3%
Kind of Sure...Maybe?	100	7%

WNY Arts Patron Intent Survey: When - Comparison

Time Frame	Comparison			
	Very Likely	Somewhat Likely	Somewhat Unlikely	Very Unlikely
One Week	12%	15%	19%	45%
One Month	22%	25%	20%	24%
Three Months	39%	28%	13%	9%
Six Months	53%	23%	7%	3%
One Year	69%	13%	2%	1%
Two Years	77%	6%	0.43%	0.64%
Unsure/Sure	11%	6%	3%	7%

WNY Arts Patron Intent Survey: What can we do?

What will make patrons feel comfortable returning?		
Limiting crowds or attendance	1,034	74%
Avoiding lines of people	977	70%
Availability of a vaccine	949	68%
Availability of hand sanitizer/hand washing stations	859	61%
Knowing the facilities cleaning and safety procedures	790	57%
Ability to be outdoors	762	55%
Government lifts access restrictions	543	39%
Organization decides it's safe to open	421	30%
Onsite health monitoring	313	22%
Seeing other people visit arts & cultural venues	190	14%
I feel safe and comfortable now	181	13%

WNY Arts Patron Intent Survey: Why

Why won't patrons return in the near future?		
Safety Concerns	853	61%
Personal Health Concerns	793	57%
Loss of disposable income	292	21%
Lack of time	153	11%