

WNY Patron Intent Survey

Key survey response highlights

Administered by Arts Services Initiative of WNY



ARTS SERVICES INITIATIVE
OF WESTERN NEW YORK INC



1397

patron responses
to survey

attend multiple
arts/culture events
each year

86%

Followed by 65% identified as regular
members/subscribers and 22% as
employees/volunteers/artists

94%

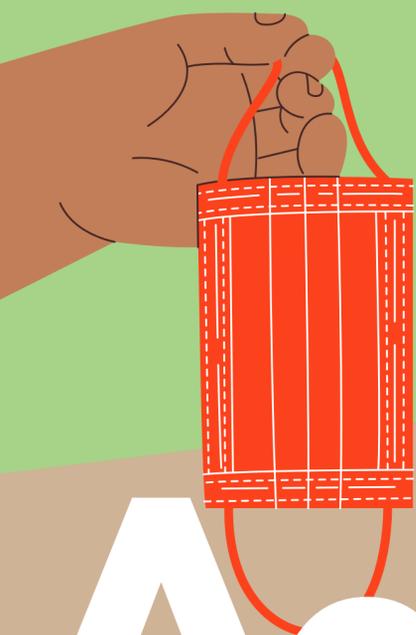
attend events at
concert halls &
theatres

Followed by 64% responding they attend outdoor
events and 60% responding they visit museums

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respondents live in
Erie County
(~895 people)

64%



Agers

Majority of
households have two
people over the age
of 65

identified as female

60%

30% identified as male,
10% chose not to identify



59%

have yearly
income between
\$75,000-\$250,000

33% under \$75,000 annually

RETURNING TO WNY ARTS SPACES

WNY Patron Intent Survey
Response Highlights

MOST COMFORTING

- + Limiting of crowds
- + Lowering attendance capacity
- + Coronavirus vaccine
- + Readily available hand sanitizer
- + Being in the know about a facility's cleaning procedures
- + Events taking place outdoors

LESS COMFORTING

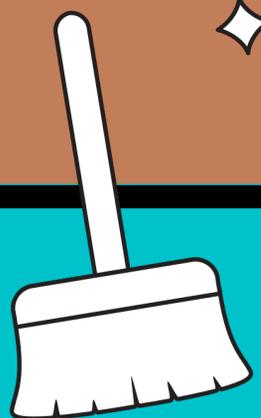
- The organization deciding/announcing that reopening is safe
- Observing other organizations reopening
- Onsite health monitoring
- An innate feeling of safety

LARGE DETERRENTS

1. *General Safety Concerns*
2. *Personal Health Concerns*

LESS CONCERNING

1. *Time*
2. *Money*



www.asiwny.org
For more information, contact us
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