WNY Patron Intent Survey

Key survey response highlights

Administered by Arts Services Initiative of WNY

1397 patron responses to survey

86% attend multiple arts/culture events each year

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
respondents live in Erie County (~895 people)

Majority of households have two people over the age of 65

identified as female

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

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

33% under $75,000 annually

asiwny.org WNY Patron Intent Survey Response Highlights
RETURNING TO WNY ARTS SPACES

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

For more information, contact us at info@asiwny.org

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