

# Why do people attend THE ARTS?

## ATTITUDE

How one views one's own social status affects attendance.

### Lifestyles of Arts-Goers

**50%** of Adults attend the arts with friends

**68%** of Parents of children under 6 go to socialize

**Young Adults** who are full-time students attend most in the 18-34 age group

**Retirees** go to experience high-quality art

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Adults with no high school diploma/ lowest income attend the arts to learn (78%).

## MOTIVATIONS

**73%** To Socialize with friends or family

**64%** To Learn new things

**63%** To Experience high-quality art

**51%** To Support the community

## ATTITUDE

First-generation immigrants are more likely than the average arts-goer to attend on their own.

### Values of Arts Participants

**83%** Being devoted and loyal

**76%** Listening to other perspectives

**60%** Being creative, original

**47%** Trying new things

**28%** Enjoying the excitement, adventure, and risk-taking

## BARRIERS

**47%** Time

**38%** Cost

**37%** Access

**22%** No One To Go With

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Despite similar incomes, only 48% who identified as working class attended; 67% of middle class did.

particularly true for older adults

### Ideas to reach the missing audience



Address the motivations and barriers and change perceptions and behaviors!