Why do people attend THE ARTS?

**MOTIVATIONS**

- 73% To Socialize with friends or family
- 64% To Learn new things
- 63% To Experience high-quality art
- 51% To Support the community

**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

**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

**Ideas to reach the missing audience**

- **Couple low-cost admission with learning-focused programming**
- **Increase community engagement**
- **Provide opportunities to socialize and experience new art forms**
- **Market to couples deciding on “date night” options**

Source: When Going Gets Tough, National Endowment for the Arts