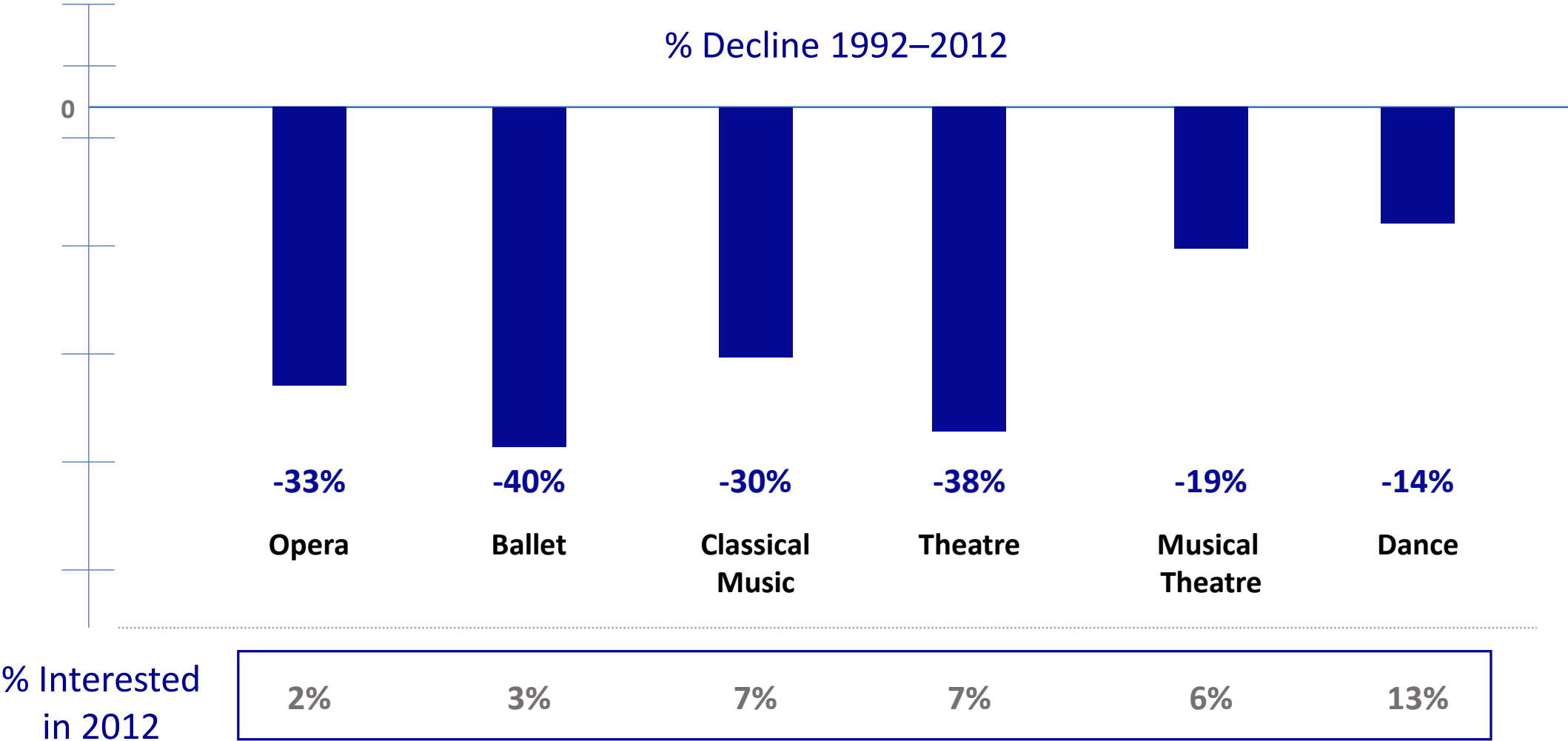


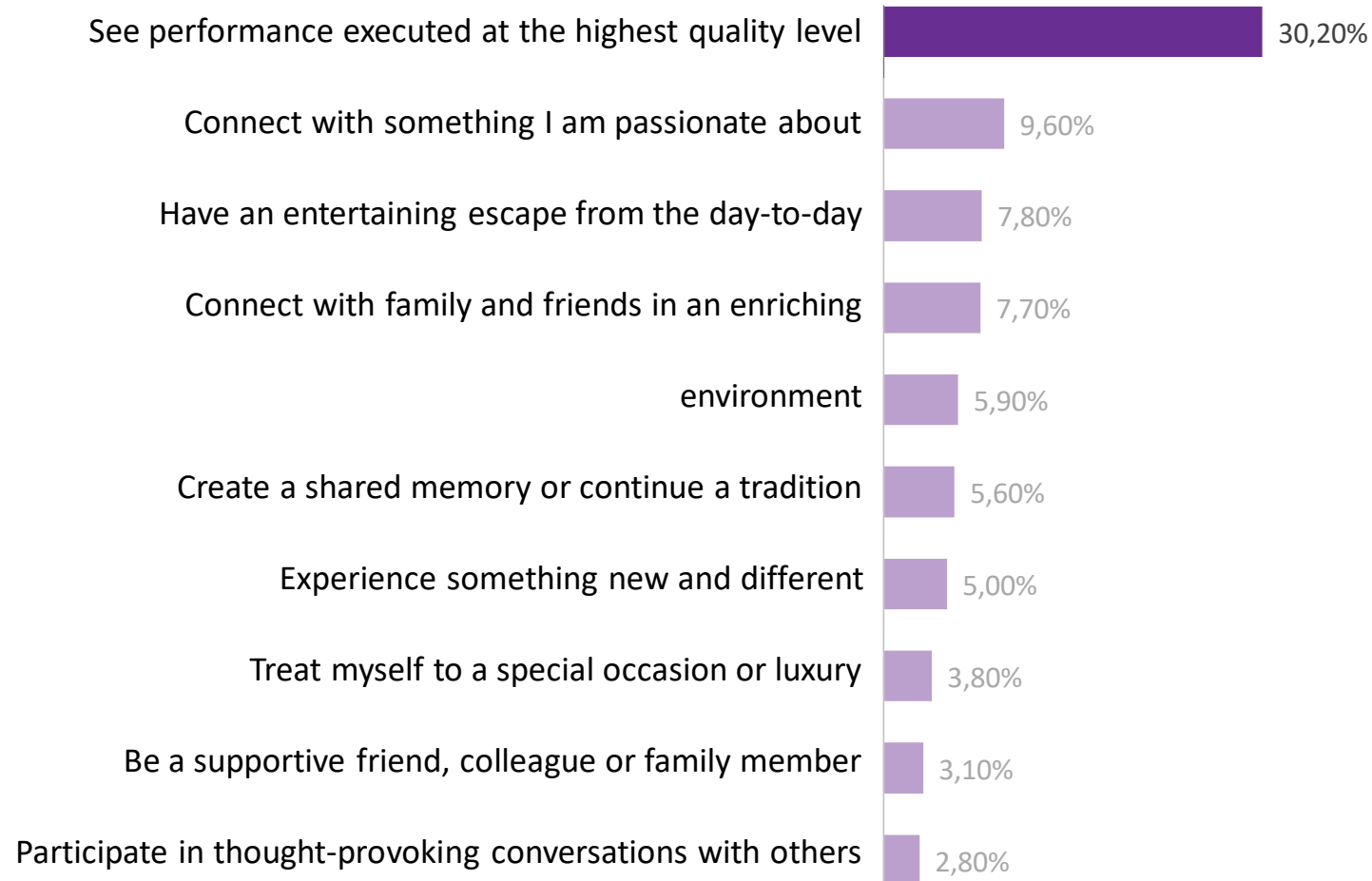
Long-term Decline in Interest in the Arts



Source: Building Millennial Audiences, Wallace Foundation

What Are Traditional Motivations to Attend?

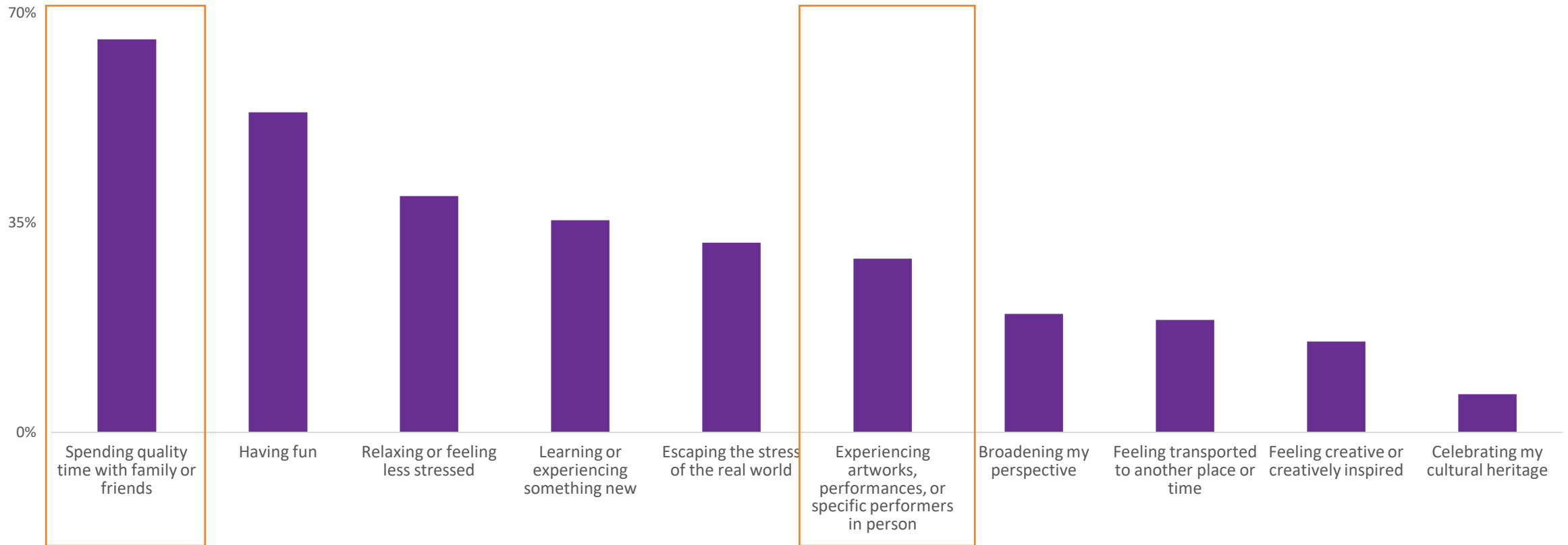
Primary Motivation to Attend



Have a transformative/insightful/meaningful experience

Pandemic Reinforcing Tenuous Role of the Arts

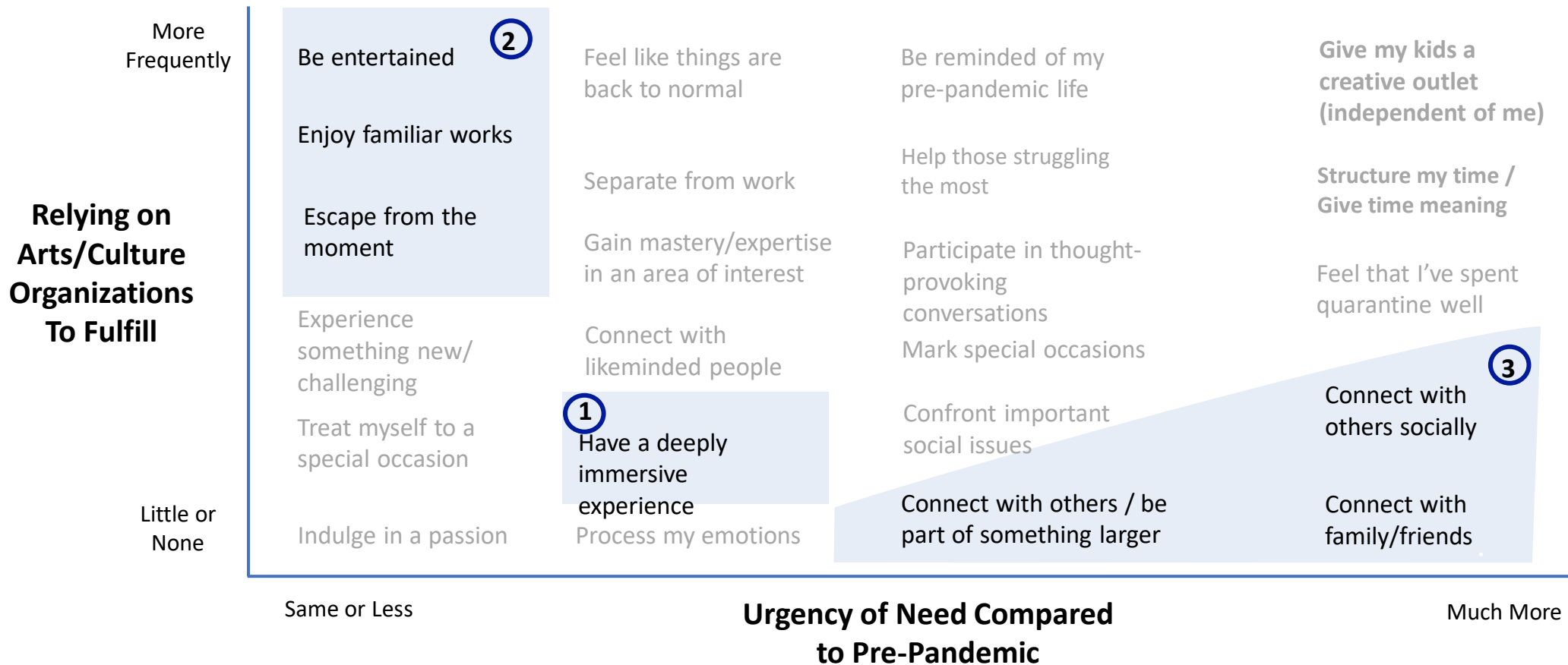
What People Miss Most About Live Cultural Experiences During Closure



Source: Culture Track: Culture + Community in a Time of Crisis. Survey of 100,000+ Americans. Fielded May 2020.

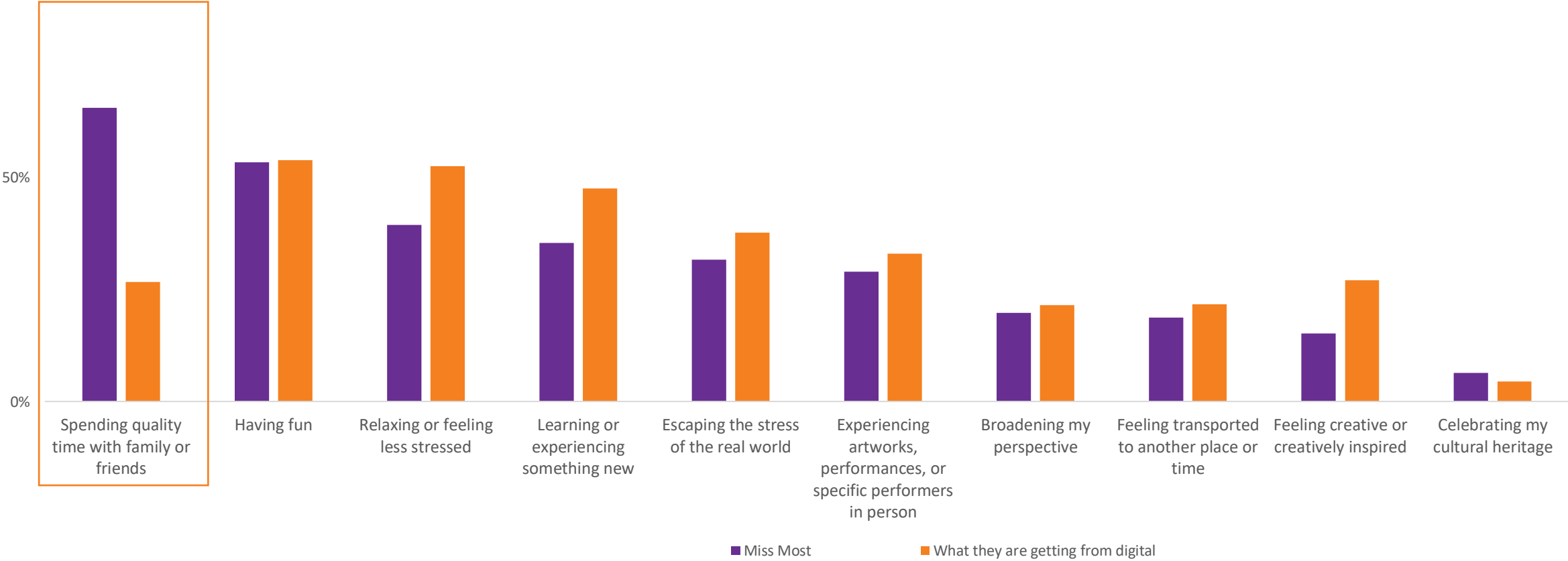
Three Key Messages From “New Jobs” Framework

“Jobs” Expressed by Interviewees



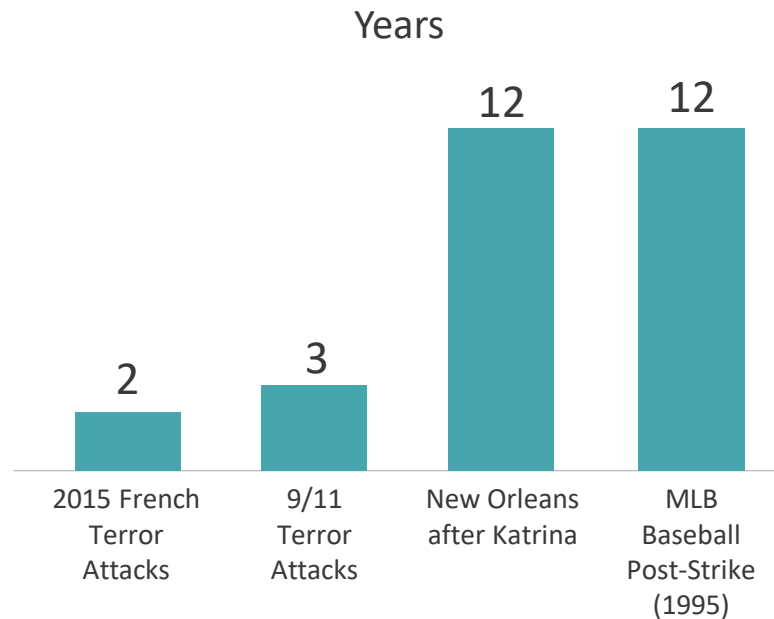
Digital Culture Offers Escape – But Not Connection

What People Miss Most About Cultural Experiences vs. What They Are Getting from Digital Culture Experiences



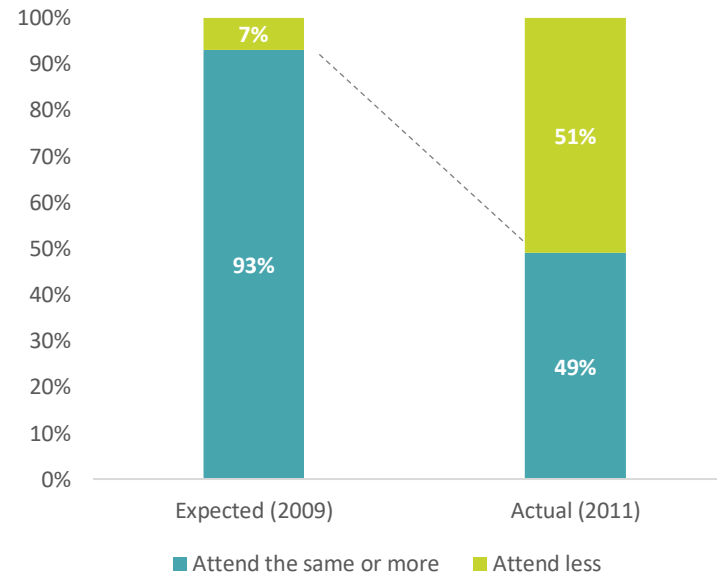
A Long Road Ahead for Return to Pre-COVID

Time to Visitor Recovery Post Incident



Source: ABA research

Post Recession Performing Arts Return



Source: [Culture Track 2011](#)

A Focused Strategy Needed on Return of Audiences

