

# Arts Organization Leader Benchmarking

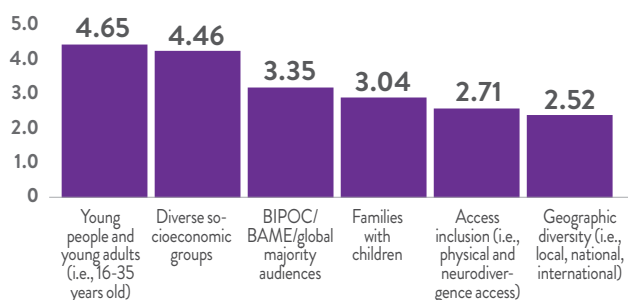
## OVERALL DATA

The Advisory Board for the Arts (ABA) regularly surveys leaders at arts organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to the arts world. This online survey was fielded **September 29–October 7, 2022**. This was the fifty-ninth survey of the series and was designed to help arts leaders benchmark themselves on the current state of audience diversification efforts, the groups they are targeting in the more immediate future, and the types of change they have implemented along with results achieved so far. ABA partnered with the League of American Orchestras to have this survey deployed to the League’s membership. This report contains the overall data from League respondents, or a total of 193 symphonies and orchestras.

## AUDIENCE GOALS & PROGRESS

### Primary Priority on Young and Diverse SES Audiences

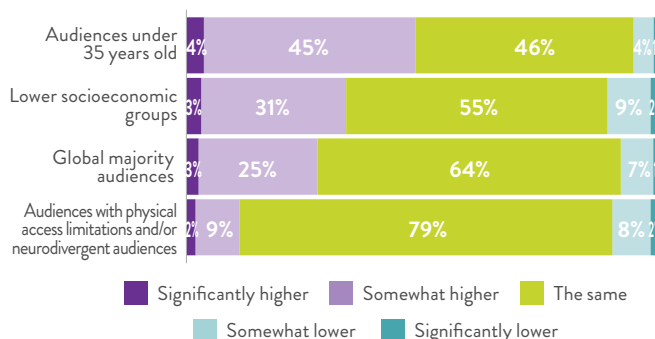
Rank of Priority of Effort on Audience Categories, 6=Highest



N=165

### Half of Orgs Have Increased Audiences Under 35

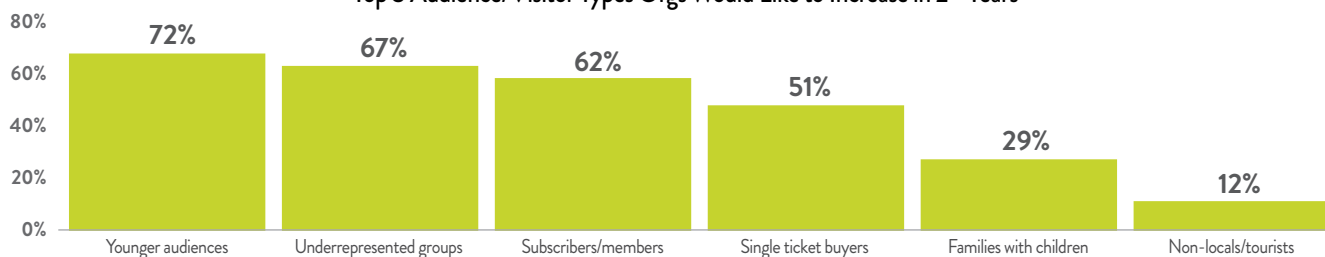
Audience Diversity this Year v. Pre-Pandemic



N=163

### Younger Audiences Sought After Most, Followed by Underrepresented

Top 3 Audience/Visitor Types Orgs Would Like to Increase in 2+ Years

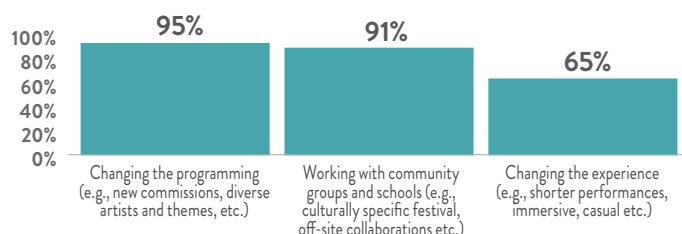


N=171

## ARTISTIC INNOVATIONS

### Creative/Artistic Activities Undertaken to Increase Audience Diversification

When looking at which artistic activities have been the most successful at attracting diverse audiences, 31% said changing the programming; 35% said working with community groups and schools; and 19% said changing the experience.



N=158

### Programs/Events Most Successful at Converting One-Time Audiences to Repeat Engagement



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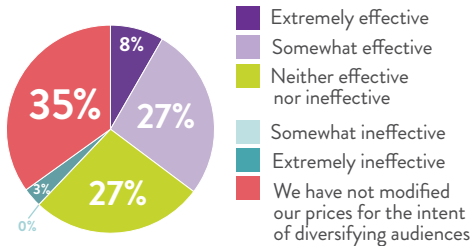
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## NON-ARTISTIC INITIATIVES

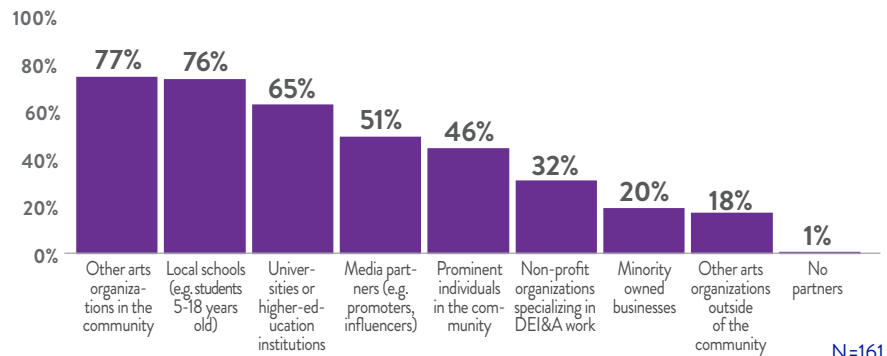
### One Third Find Pricing to Be Effective in Increasing Diversity

Effectiveness of Pricing Modifications on Audience Diversity



N=156

### Variety of Partners Arts Orgs Work With to Advance Audience Diversification

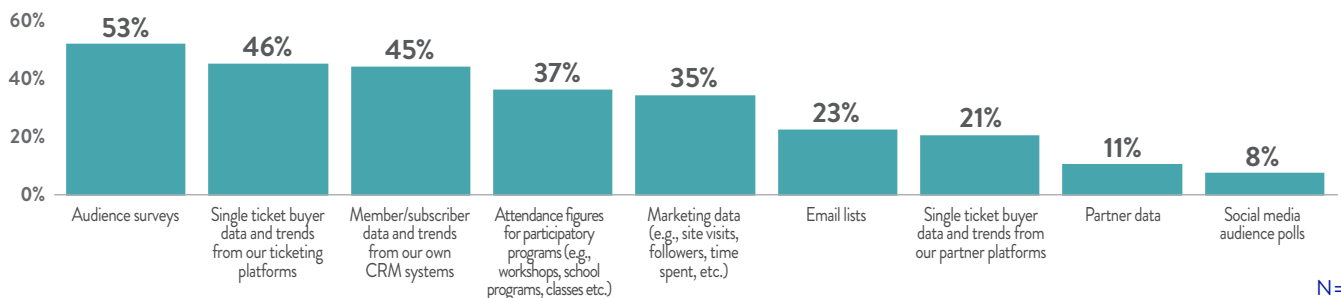


N=161

## MEASURING PROGRESS/IMPACT

### Audience Surveys Most Popular Method of Sourcing Diversity Data

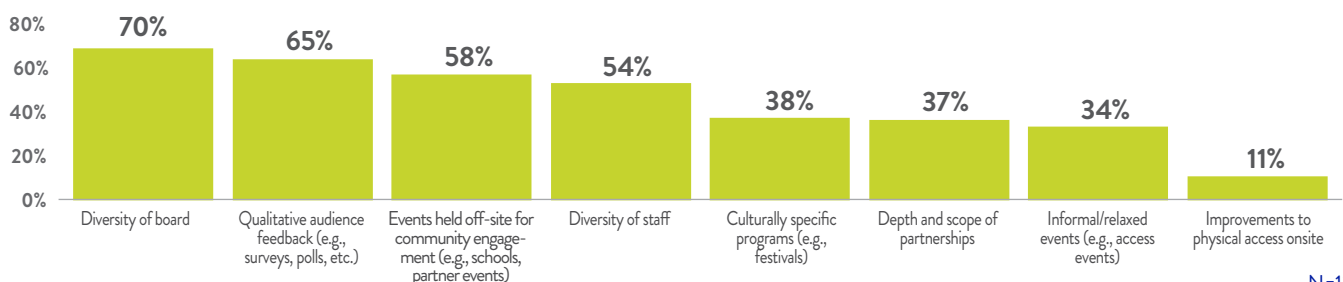
Top 3 Data Sources to Quantify Audience Diversification Progress



N=142

### Potential To Measure Informal Events and Accessibility Better

Other Areas in Which Orgs Measure and Track Activities Beyond Quant Audience Data



N=138

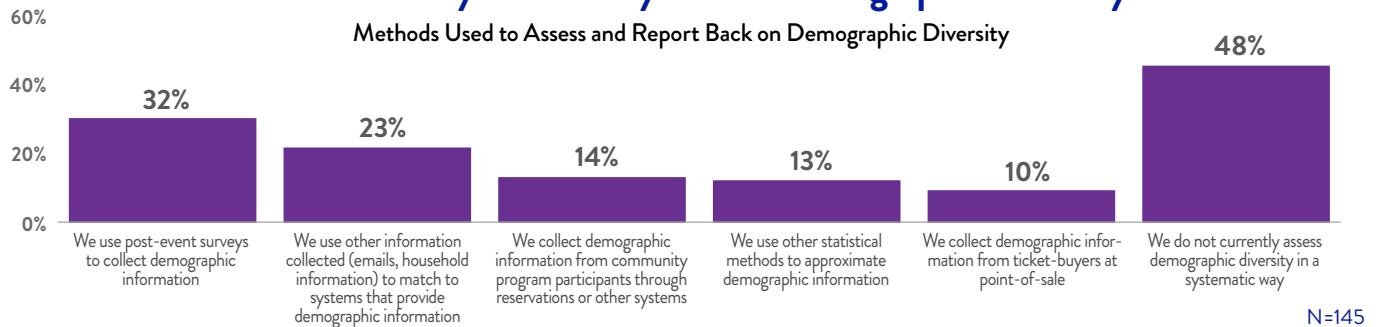
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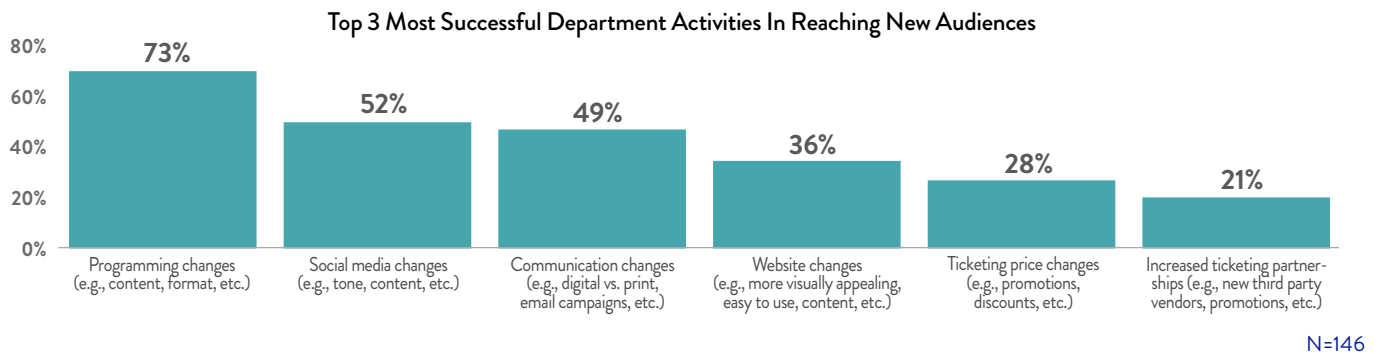
## MEASURING PROGRESS/IMPACT

### Half Do Not Systematically Assess Demographic Diversity



## AUDIENCE OUTLOOK

### Half Have Reached New Audiences Through Changes in Social Media and Communication



### More Pessimism Towards Diversifying Global Majority Audiences

