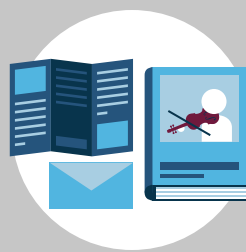
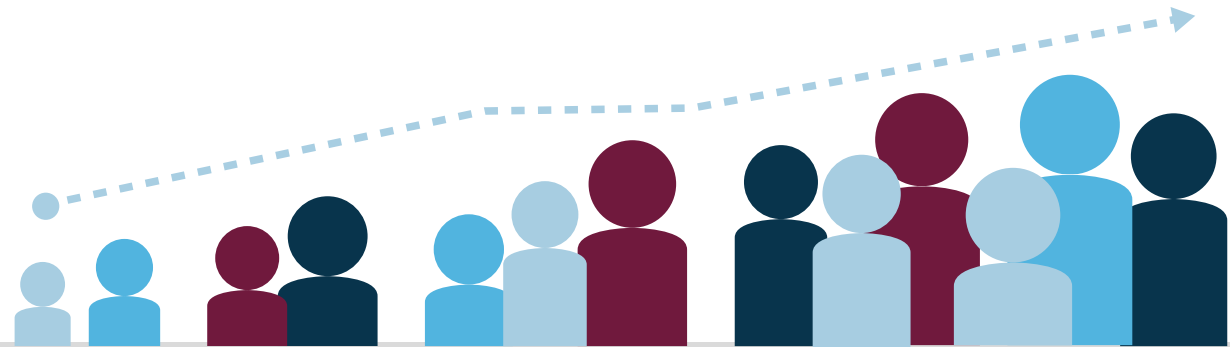


How Market Research Supports Audience Building for the Arts

This infographic summarizes *Taking Out the Guesswork: Using Audience Research to Build Arts Audiences*, a report describing three ways market research can help arts organizations attract and retain new audiences or deepen engagement with current ones. To read the report and other Wallace publications about audience building, visit www.wallacefoundation.org.

Effective Audience Building



1 Learning about Audiences

Understand how current attendees – and non-attendees – see your organization and art form. This can help you identify what’s keeping people away and how to bring them in.

2 Creating Effective Promotional Materials

Gather, then use feedback from potential audiences to create marketing materials they will respond to. You may be surprised by what moves them.

3 Tracking and Assessing Results

Find out whether an audience-building project is on track or needs adjustment; the data can suggest actions to build on success or shore up weaknesses.