



REFERENCES: How COVID-19 is Impacting Intentions to Attend Cultural Institutions – And What Will Make Visitors Feel Comfortable Visiting Again

Colorado Business Committee for the Arts (CBCA)

May 15, 2020

COVID-19 Data

IMPACTS is tracking how the pandemic is influencing perceptions and intentions to visit cultural entities.

- **When do people intend to visit?** This metric monitors the length of time before people intend to visit cultural organizations again and return to their more normal visitation patterns. Data is shown in scalar variables on a 1-100 scale, with “1” indicating no intentions whatsoever to visit and “100” essentially a certainty. Presently, the data indicates that people intend to start having cultural experiences again at their usual rate within three months. Realizing these intentions to visit may depend on cultural organizations maintaining top-of-mind status in visitor awareness. ([See data through May 18, 2020.](#))
- **What is the likelihood of re-visitation to organization types?** This metric tracks the likelihood of pre-coronavirus visitors returning to organization types once restrictions are lifted. Demand is increasing for entities that allow for freedom of movement, particularly those which offer outdoor experiences. It is decreasing for entities which offer tactile experiences (such as science museums and children’s museums) and stationary, confined experiences (such as performing arts organizations). For those decreasing in demand, evolving perceptions of how an entity is best experienced may provide an opportunity. ([See data through April 22, 2020.](#))
- **What will make people feel safe and comfortable visiting?** This research informs strategies, operations, and communications so that entities may develop programs and experiences that make people feel comfortable attending. Responses about safety measures were collected using [lexical analysis](#), then used to populate a multiple-choice question which ranked the relative importance. Although some measures are not in an organization’s control, others are, such as making hand sanitizer available and managing crowds. Audiences will expect to see organizations altering their operations to prioritize safety. ([See data through May 5, 2020.](#) For cultural organization by type, see [Performance vs. Exhibit-Based Experiences: What Will Make People Feel Safe Visiting Again \(DATA\).](#))

For the intent to visit metric cut by household income, see [Intent to Visit by Household Income: What it Means For Reopening \(DATA\).](#)

Data suggests members and subscribers will be particularly important target audiences upon reopening. See [Why Members and Subscribers Are Critical for Your Reopening Strategy \(DATA\).](#) It will also be important for cultural organizations to remain top of mind; see [Why Marketing Matters During COVID-19 Closures – Key Factors to Consider \(DATA\).](#)

For the latest data, please visit [COVID-19 Updates](#) or [subscribe](#) to receive email notification of new articles.

Other References

For an overview of active, inactive, unlikely, and non-visitors, see [Active, Inactive, and Unlikely Visitors: What Cultural Organizations Need to Know \(DATA\)](#).

For more information on intent vs. interest, see [Intent Vs. Interest In Visiting Cultural Organizations: Why These Metrics Matter \(DATA\)](#).

For a look at the lead time before a visit, see [A Long Lead: The Decision-Making Timeframe of Cultural Attendees \(DATA\)](#).

For insights into barriers to attendance (pre-pandemic), see [Admission Price is Not a Primary Barrier for Cultural Center Visitation \(DATA\)](#).

For a breakdown of the average visitation cycle for different organization types, see [How Often Do People Really Revisit Cultural Organizations? \(DATA\)](#). For member visitation cycles, see [Your Members Visit All the Time!... Or Do They? \(DATA\)](#).

For a look at trust in museums, see [People Trust Museums... Even if They Don't Visit Them \(DATA\)](#).

For the (pre-pandemic) recommended percentage of earned revenue in marketing budgets, see [How Much Money Should Your Cultural Nonprofit Invest in Getting People in the Door? \(DATA\)](#).

For data on social media and visitation, see [It's True. Social Media Followers Are More Likely To Visit Cultural Organizations \(DATA\)](#) and [Game Changer: Social Media Followers Report Better Experiences At Cultural Organizations \(DATA\)](#).

Contact

For all inquiries:

Bethany C. Gotschall, Project Coordinator
bcgotschall@impactsresearch.com