

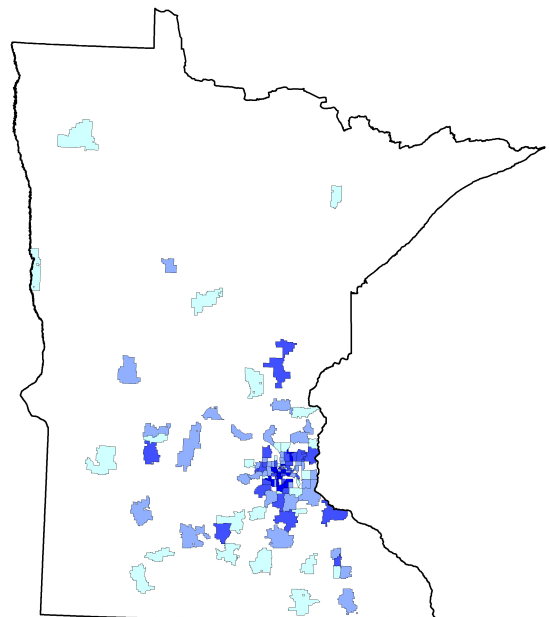
American Swedish Institute

Key findings from audience demographic profiles

From 2019-2021, Wilder Research (Wilder) partnered with the American Swedish Institute (ASI) on a number of audience- and community-focused organizational learning projects. These projects were intended to generate insights about how ASI can maintain connections to their current audiences as well as how they can make new, meaningful connections with people in their community and beyond.

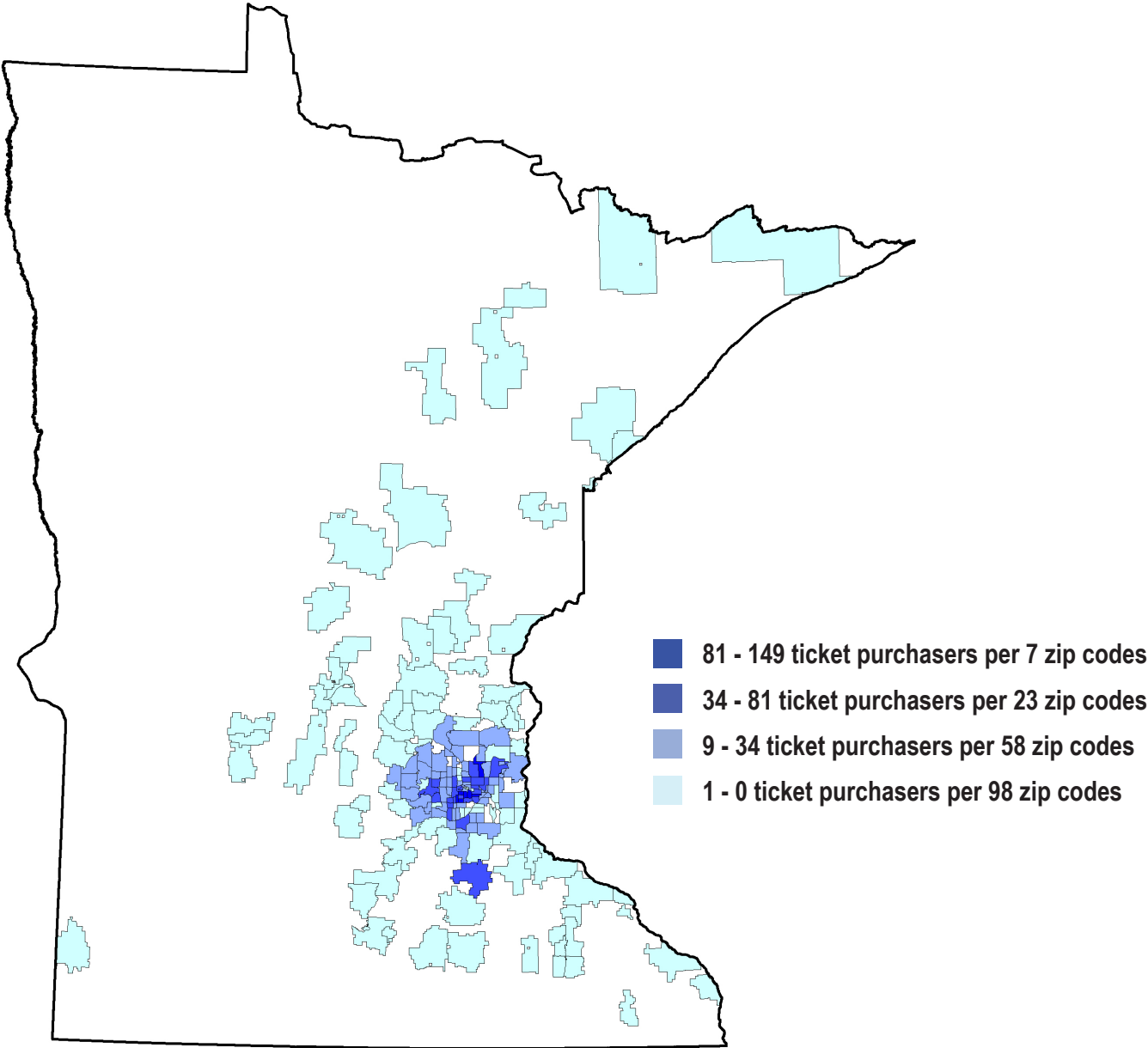
In 2019, we created audience demographic profiles for three of ASI’s programs—Nordic Handcraft, Nordic Table, and Facilitated Tours. Using audience zip code data from 2015-2019, we created maps that show where these programs’ audiences live. Each of the tables has four categories of zip codes—the darker blue zip codes refer to larger numbers of audiences who live in those geographies and the lighter blue zip codes refer to smaller numbers of audiences who live in those geographies. We then produced data tables with demographic information from the 2013-2017 American Community Survey 5-Year Estimates for each category of zip codes.

Facilitated Tours audiences by zip code (2015-2019)



- 10 - 26 ticket purchasers per 18 zip codes
- 4 - 10 ticket purchasers per 32 zip codes
- 2 - 4 ticket purchasers per 45 zip codes
- 1 - 2 ticket purchasers per 33 zip codes

Nordic Handcraft audiences by zip code (2015-2019)



Nordic Table audiences by zip code (2015-2019)

