Public Survey 2017

Changes seen since 2013
METHODOLOGY

Where these numbers came from
SURVEY GOALS

• Assess opinions, beliefs, and behaviors related to arts, culture, and creativity in Denver.

• Understand experiences of Denver residents.

• Compare the 2017 data to the 2013 data.
SURVEY METHODOLOGY

• Telephone

• Sample

<table>
<thead>
<tr>
<th></th>
<th>Completed Surveys</th>
<th>Margin of Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Survey Sample</td>
<td>800</td>
<td>±4.4%</td>
</tr>
<tr>
<td>Hispanic/Latinx</td>
<td>200</td>
<td>±8.5%</td>
</tr>
<tr>
<td>African American</td>
<td>200</td>
<td>±9.3%</td>
</tr>
<tr>
<td>All Other Populations</td>
<td>400</td>
<td>±5.8%</td>
</tr>
</tbody>
</table>
RESEARCH FINDINGS

What we found
<table>
<thead>
<tr>
<th>Question</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>An outdoorsy town</td>
<td>95%</td>
</tr>
<tr>
<td>A sports town</td>
<td>94%</td>
</tr>
<tr>
<td>An arts town</td>
<td>84%</td>
</tr>
<tr>
<td>A cow town</td>
<td>16%</td>
</tr>
</tbody>
</table>
ARTS, CULTURE AND CREATIVITY IN DENVER...

- Provide opportunities for people of all ages to learn: 92% (2017), 90% (2013)
- Bring communities together: 89% (2017), 84% (2013)
- Contribute to Denver’s economy: 89% (2017), 87% (2013)
- Attract tourism: 88% (2017), 84% (2013)

2017 | 2013
ARTS, CULTURE AND CREATIVITY IN DENVER...

Support and create active and unique neighborhoods
88% (2017) 81% (2013)

(new in 2017) Cause positive changes in our society
87% (2017)

Increase quality of life and livability
87% (2017) 85% (2013)

Improve Denver’s national reputation
86% (2017) 86% (2013)

Represent our diverse communities
82% (2017) 82% (2013)
PARTICIPATION IN THE PAST 12 MONTHS

- Attended an outdoor fair or festival: 79% (2017), 76% (2013)
- Visited a museum: 72% (2017), 66% (2013)
- Attended a music concert: 69% (2017), 66% (2013)
- Visited parks, buildings, or neighborhoods for their historic or design value: 69% (2017)
- Visited a gallery: 57% (2017), 56% (2013)
PARTICIPATION IN THE PAST 12 MONTHS

- Attended a theater or dance performance: 53% (2017) vs. 56% (2013)
- (modified in 2017) Created any type of art or craft: 53% (2017) vs. 41% (2013)
- Bought a piece of artwork: 40% (2017) vs. 38% (2013)
- Attended an event or class to learn more about arts, culture and/or creativity: 29% (2017) vs. 27% (2013)
- Attended an opera or orchestra concert: 24% (2017) vs. 27% (2013)
I went to the Denver Arts museum and saw the Star Wars exhibit.

We went art shopping along Santa Fe Street.

With the boys and girls club last month, I painted a picture of a dandelion that says "blow and make a wish."
I do NOT participate as much as I would like

I do participate as much as I would like

I participate MORE than I would like

60% 55%

38% 41%

2% 3%

2013 2017
GOOD/EXCELLENT RATINGS OF...

The amount of culturally diverse programs in Denver
- 2017: 54%
- 2013: 68%

The amount of arts, culture and creativity in Denver
- 2017: 81%
- 2013: 83%

The amount of arts, culture and creativity in your neighborhood
- 2017: 45%
- 2013: 49%
EXPERIENCING ARTS, CULTURE AND CREATIVITY

If you wanted to experience arts, culture, and creativity, it would be easy to find it in the city of Denver.

If you wanted to experience arts, culture, and creativity, it would be easy to find it in your neighborhood.

You experienced something artistic, cultural, or creative today.

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the city of Denver</td>
<td>91%</td>
<td>96%</td>
</tr>
<tr>
<td>In your neighborhood</td>
<td>54%</td>
<td>56%</td>
</tr>
<tr>
<td>Experienced something</td>
<td>43%</td>
<td>46%</td>
</tr>
</tbody>
</table>
LEARNING ABOUT ARTS, CULTURE AND CREATIVITY

If you wanted to learn more about an arts, cultural or creative topic, it would be easy to do.

You are satisfied with the amount of information that you get about arts, cultural and creative events in Denver.

You feel like you don’t have enough background information to enjoy or understand arts and cultural events.
SOURCES OF INFORMATION ABOUT ARTS, CULTURE AND CREATIVITY

Word of mouth from Family and friends
- 2017: 85%
- 2013: 83%

Blogs and social media
- 2017: 64%
- 2013: 41%

Direct contact (such as mailings, newsletters, emails, etc.) from an arts, cultural, or creative organization
- 2017: 61%
- 2013: 55%
SOURCES OF INFORMATION ABOUT ARTS, CULTURE AND CREATIVITY

- Reviews or news coverage of events: 70% (2017) vs. 75% (2013)
- Ads in newspapers or magazines: 57% (2017) vs. 69% (2013)
- Ads on the radio: 53% (2017) vs. 60% (2013)
- Ads on TV: 53% (2017) vs. 61% (2013)
BARRIERS TO PARTICIPATION

- (new 2017) Worry about parking: 54% (2017)
- Cost of attending: 49% (2017) vs. 52% (2013)
- Prefer to do other activities: 47% (2017) vs. 40% (2013)
- Lack of information about events occurring in the city: 41% (2017) vs. 43% (2013)
BARRIERS TO PARTICIPATION

(modified in 2017) No one to go with
- 2017: 18%
- 2013: 23%

Can’t find childcare
- 2017: 14%
- 2013: 11%

(modified 2017) Lack of transportation
- 2017: 11%

(new in 2017) Do not feel welcome
- 2017: 9%

Other Issue
- 2017: 14%
- 2013: 15%
REPRESENTATION IN ARTS, CULTURE AND CREATIVITY IN DENVER

People like you participate in arts, culture and creativity in Denver

- Strongly Disagree: 7%
- Somewhat Disagree: 41%
- Neither agree nor disagree: 44%
- Somewhat Agree: 15%
- Strongly Agree: 18%
- Don't know: 21%

People like you work in arts, cultural, and creative jobs in Denver

- Strongly Disagree: 15%
- Somewhat Disagree: 18%
- Neither agree nor disagree: 33%
- Strongly Agree: 21%
- Don't know: 21%
2017 SNAPSHOTs OF DENVER RESIDENTS: RACE AND ETHNICITY
DESIRE FOR PARTICIPATION

I do NOT participate as much as I would like
- African American: 69%
- Hispanic/Latinx: 64%
- Everyone else: 49%

I do participate as much as I would like
- African American: 27%
- Hispanic/Latinx: 33%
- Everyone else: 47%
PARTICIPATION IN PAST 12 MONTHS

- Attended an outdoor fair or festival:
  - Everyone else: 68%
  - Hispanic/Latinx: 79%
  - African American: 79%

- Visited a museum:
  - Everyone else: 54%
  - Hispanic/Latinx: 66%
  - African American: 77%

- Attended a music concert:
  - Everyone else: 54%
  - Hispanic/Latinx: 69%
  - African American: 72%

- Visited parks, buildings, or neighborhoods:
  - Everyone else: 59%
  - Hispanic/Latinx: 69%
  - African American: 73%

- Visited a gallery:
  - Everyone else: 29%
  - Hispanic/Latinx: 55%
  - African American: 62%
PARTICIPATION IN THE PAST 12 MONTHS

- Attended a theater or dance performance
  - Everyone else: 43%
  - Hispanic/Latinx: 44%
  - African American: 58%

- Created any type of art or craft
  - Everyone else: 41%
  - Hispanic/Latinx: 41%
  - African American: 60%

- Bought a piece of artwork
  - Everyone else: 31%
  - Hispanic/Latinx: 37%
  - African American: 42%

- Attended an event or class
  - Everyone else: 24%
  - Hispanic/Latinx: 24%
  - African American: 32%

- Attended an opera or orchestra concert
  - Everyone else: 13%
  - Hispanic/Latinx: 15%
  - African American: 30%
AMOUNT OF ARTS, CULTURE & CREATIVITY IN NEIGHBORHOOD

<table>
<thead>
<tr>
<th>Group</th>
<th>Poor</th>
<th>Fair</th>
<th>Good</th>
<th>Excellent</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everyone else</td>
<td>20%</td>
<td>29%</td>
<td>35%</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>Hispanic/Latinx</td>
<td>25%</td>
<td>36%</td>
<td>28%</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>African American</td>
<td>31%</td>
<td>36%</td>
<td>20%</td>
<td>9%</td>
<td></td>
</tr>
</tbody>
</table>

- Poor
- Fair
- Good
- Excellent
- No opinion
EXPERIENCING ARTS, CULTURE & CREATIVITY

If you wanted to experience arts, culture, and creativity, it would be easy to find it in the city of Denver.

If you wanted to experience arts, culture, and creativity, it would be easy to find it in your neighborhood.

You experienced something artistic, cultural, or creative today.

<table>
<thead>
<tr>
<th>Group</th>
<th>Everyone else</th>
<th>Hispanic/Latinx</th>
<th>African American</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to find in the city of Denver</td>
<td>92%</td>
<td>90%</td>
<td>87%</td>
</tr>
<tr>
<td>Easy to find in your neighborhood</td>
<td>58%</td>
<td>50%</td>
<td>46%</td>
</tr>
<tr>
<td>Experienced today</td>
<td>47%</td>
<td>36%</td>
<td>39%</td>
</tr>
</tbody>
</table>
LEARNING ABOUT ARTS, CULTURE & CREATIVITY

If you wanted to learn more about an arts, cultural or creative topic, it would be easy to do.

You are satisfied with the amount of information that you get about arts, cultural and creative events in Denver.

You feel like you don’t have enough background information to enjoy or understand arts and cultural events.

<table>
<thead>
<tr>
<th>Category</th>
<th>Everyone else</th>
<th>Hispanic/Latinx</th>
<th>African American</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feel like you don’t have enough background information to enjoy or understand arts and cultural events.</td>
<td>14%</td>
<td>34%</td>
<td>33%</td>
</tr>
<tr>
<td>Satisfied with the amount of information that you get about arts, cultural and creative events in Denver.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Everyone else</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic/Latinx</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>African American</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
BARRIERS TO PARTICIPATION

- Worry about parking: Everyone else 49%, Hispanic/Latinx 65%, African American 62%
- Lack of information about events occurring in the city: Everyone else 35%, Hispanic/Latinx 53%, African American 47%
- Do not feel welcome: Everyone else 6%, Hispanic/Latinx 13%, African American 16%
PEOPLE LIKE YOU PARTICIPATE IN ARTS, CULTURE & CREATIVITY IN DENVER

<table>
<thead>
<tr>
<th>Group</th>
<th>Strongly Disagree</th>
<th>Somewhat Disagree</th>
<th>Neither agree nor disagree</th>
<th>Strongly Agree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everyone else</td>
<td>6%</td>
<td>40%</td>
<td>48%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic/Latinx</td>
<td>7% 9%</td>
<td>42%</td>
<td>36%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>African American</td>
<td>5% 8%</td>
<td>42%</td>
<td>38%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- Strongly Disagree
- Somewhat Disagree
- Neither agree nor disagree
- Strongly Agree
- Don't know
PEOPLE LIKE YOU WORK IN ARTS, CULTURE & CREATIVITY IN DENVER

<table>
<thead>
<tr>
<th>Group</th>
<th>Strongly Disagree</th>
<th>Somewhat Disagree</th>
<th>Neither agree nor disagree</th>
<th>Strongly Agree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everyone else</td>
<td>12%</td>
<td>17%</td>
<td>10%</td>
<td>35%</td>
<td>22%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>20%</td>
<td>21%</td>
<td>9%</td>
<td>27%</td>
<td>22%</td>
</tr>
<tr>
<td>African American</td>
<td>18%</td>
<td>18%</td>
<td>8%</td>
<td>34%</td>
<td>18%</td>
</tr>
</tbody>
</table>
2017 SNAPSHOTS OF DENVER RESIDENTS: AGE
SOURCES OF INFORMATION ABOUT ARTS, CULTURE AND CREATIVITY

Word of mouth from Family and friends
- 55+: 78%
- 35 to 54: 87%
- < 35: 90%

Blogs and social media
- 55+: 44%
- 35 to 54: 69%
- < 35: 77%

Direct contact (such as mailings, newsletters, emails, etc.) from an arts, cultural, or creative organization
- 55+: 66%
- 35 to 54: 65%
- < 35: 54%
 SOURCES OF INFORMATION ABOUT ARTS, CULTURE AND CREATIVITY

Reviews or news coverage of events
- 55+: 75%
- 35 to 54: 69%
- < 35: 66%

Ads in newspapers or magazines
- 55+: 70%
- 35 to 54: 52%
- < 35: 48%

Ads on TV
- 55+: 69%
- 35 to 54: 50%
- < 35: 40%
BARRIERS TO PARTICIPATION

- Lack of Time
  - 55+: 40%
  - 35 to 54: 70%
  - < 35: 73%

- Lack of information about events occurring in the city
  - 55+: 33%
  - 35 to 54: 44%
  - < 35: 44%

- Can’t find childcare
  - 55+: 4%
  - 35 to 54: 22%
  - < 35: 17%

- No one to go with
  - 55+: 14%
  - 35 to 54: 23%
  - < 35: 15%

- Lack of transportation
  - 55+: 17%
  - 35 to 54: 17%
  - < 35: 8%
I want to show the world that the arts matter in Denver; and that everyone matters in the arts.

-Mayan Michael B. Hancock
Snack 1: What makes us tick?
Is Denver a...

- An outdoorsy town: 95%
- A sports town: 94%
- An arts town: 84%
- A cow town: 16%

2017 Survey
Arts, Culture and Creativity in Denver...

- Provide opportunities for people of all ages to learn: 92% (2017) vs 90% (2013)
- Bring communities together: 89% (2017) vs 84% (2013)
- Contribute to Denver’s economy: 89% (2017) vs 87% (2013)
- Attract tourism: 88% (2017) vs 84% (2013)
Arts, Culture and Creativity in Denver...

- Support and create active and unique neighborhoods: 88% (2017), 81% (2013)
- (new in 2017) Cause positive changes in our society: 87%
- Increase quality of life and livability: 87% (2017), 85% (2013)
- Improve Denver’s national reputation: 86% (2017), 86% (2013)
- Represent our diverse communities: 82% (2017), 82% (2013)
Percentage Who Strongly Agree that Arts, Culture and Creativity in Denver…

- **Provide opportunities for people of all ages to learn**
  - African Americans 2017: 57%
  - African Americans 2013: 52%
  - Latinx 2017: 62%
  - Latinx 2013: 63%
  - Everyone Else 2017: 61%
  - Everyone Else 2013: 61%

- **Bring communities together**
  - African Americans 2017: 46%
  - African Americans 2013: 41%
  - Latinx 2017: 51%
  - Latinx 2013: 50%
  - Everyone Else 2017: 50%
  - Everyone Else 2013: 44%

- **Contribute to Denver’s economy**
  - African Americans 2017: 41%
  - African Americans 2013: 48%
  - Latinx 2017: 47%
  - Latinx 2013: 58%
  - Everyone Else 2017: 54%
  - Everyone Else 2013: 48%
Percentage Who Strongly Agree that Arts, Culture and Creativity in Denver...

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Attract tourism</td>
<td>51%</td>
<td>59%</td>
<td>49%</td>
<td>62%</td>
<td>49%</td>
<td>49%</td>
</tr>
<tr>
<td>Support and create active and unique neighborhoods</td>
<td>45%</td>
<td>40%</td>
<td>40%</td>
<td>55%</td>
<td>52%</td>
<td>43%</td>
</tr>
<tr>
<td>(new in 2017) Cause positive changes in our society</td>
<td>41%</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Percentage Who Strongly Agree that Arts, Culture and Creativity in Denver...

- **Increase quality of life and livability**
  - African Americans 2017: 45%
  - African Americans 2013: 43%
  - Latinx 2017: 51%
  - Latinx 2013: 59%
  - Everyone Else 2017: 60%
  - Everyone Else 2013: 60%

- **Improve Denver’s national reputation**
  - African Americans 2017: 40%
  - African Americans 2013: 48%
  - Latinx 2017: 49%
  - Latinx 2013: 60%
  - Everyone Else 2017: 54%
  - Everyone Else 2013: 54%

- **Represent our diverse communities**
  - African Americans 2017: 36%
  - African Americans 2013: 41%
  - Latinx 2017: 43%
  - Latinx 2013: 49%
  - Everyone Else 2017: 42%
  - Everyone Else 2013: 43%

*2017 Survey*
Relationship between participation and belief in positive impact
Desire for Participation

I do NOT participate as much as I would like

<table>
<thead>
<tr>
<th>Year</th>
<th>African American</th>
<th>2013</th>
<th>2017</th>
<th>Latinx</th>
<th>2013</th>
<th>2017</th>
<th>Everyone else</th>
<th>2013</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>69%</td>
<td>69%</td>
<td>68%</td>
<td>64%</td>
<td>55%</td>
<td>49%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2017 Survey

2/1/2018
Desire for Participation

I do NOT participate as much as I would like

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2013</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 35</td>
<td>55%</td>
<td>51%</td>
</tr>
<tr>
<td>35 to 54</td>
<td>60%</td>
<td>57%</td>
</tr>
<tr>
<td>55+</td>
<td>63%</td>
<td>61%</td>
</tr>
</tbody>
</table>
Desire for Participation

Want to Participate More

- Less likely to believe that people like them participate
- Less satisfied with amount of information they receive
- Larger proportion feel like they do not know enough to enjoy or understand events
- Larger proportion say cost, lack of information, and no one to go with are barriers
- Larger proportion are African American and Latinx
- Harder to find arts, culture and creativity in their neighborhood
- Lower participation rates
- Less satisfied with amount of information they receive
- Larger proportion say cost, lack of information, and no one to go with are barriers
- Larger proportion are African American and Latinx
- Harder to find arts, culture and creativity in their neighborhood
- Lower participation rates
Snack 2: Too much to do, too little time
Barriers to Participation in 2017

- Lack of Time: 62%
- Worry about parking: 54%
- Cost of attending: 49%
- Prefer to do other activities: 47%
- Lack of information about events: 41%
- No one to go with: 18%
- Can’t find childcare: 14%
- Lack of transportation: 11%
- Do not feel welcome: 9%
- Other issue: 14%
Barriers to Participation

- **(new in 2017) Worry about parking**
  - African Americans 2017: 62%
  - African Americans 2013: 49%
  - Latinx 2017: 65%
  - Latinx 2013: 49%
  - Everyone Else 2017: 48%
  - Everyone Else 2013: 49%

- **Cost of attending**
  - African Americans 2017: 54%
  - African Americans 2013: 49%
  - Latinx 2017: 58%
  - Latinx 2013: 48%
  - Everyone Else 2017: 48%
  - Everyone Else 2013: 49%

- **Lack of information about events occurring in the city**
  - African Americans 2017: 47%
  - African Americans 2013: 53%
  - Latinx 2017: 53%
  - Latinx 2013: 53%
  - Everyone Else 2017: 35%
  - Everyone Else 2013: 39%
Barriers to Participation

Prefer to do other activities
- African Americans 2017: 46%
- African Americans 2013: 43%
- Latinx 2017: 53%
- Latinx 2013: 42%
- Everyone Else 2017: 45%
- Everyone Else 2013: 39%

(new in 2017) Do not feel welcome
- African Americans 2017: 16%
- African Americans 2013: 13%
- Latinx 2017: 6%
- Latinx 2013: 13%
- Everyone Else 2017: 6%
- Everyone Else 2013: 13%
Barriers to Participation

- Lack of Time
  - 55+ 2017: 46%
  - 55+ 2013: 42%
  - 35-54 2017: 70%
  - 35-54 2013: 72%
  - <35 2017: 70%
  - <35 2013: 73%

- Prefer to do other activities
  - 55+ 2017: 48%
  - 55+ 2013: 37%
  - 35-54 2017: 42%
  - 35-54 2013: 41%
  - <35 2017: 51%
  - <35 2013: 42%

- (modified in 2017) No one to go with
  - 55+ 2017: 28%
  - 55+ 2013: 23%
  - 35-54 2017: 18%
  - 35-54 2013: 15%
  - <35 2017: 14%
  - <35 2013: 22%
Barriers to Participation

- Can’t find childcare
  - 55+ 2017: 2%
  - 55+ 2013: 16%
  - 35-54 2017: 17%
  - 35-54 2013: 15%
  - <35 2017: 8%
  - <35 2013: 17%

- (modified in 2017) Lack of transportation
  - 55+ 2017: 4%
  - 55+ 2013: 17%
  - 35-54 2017: 8%
  - 35-54 2013: 8%
  - <35 2017: 2%
  - <35 2013: 4%

- Other Issue
  - 55+ 2017: 8%
  - 55+ 2013: 8%
  - 35-54 2017: 13%
  - 35-54 2013: 14%
  - <35 2017: 8%
  - <35 2013: 8%
If you wanted to experience arts, culture, and creativity, it would be easy to find it in your neighborhood.

You experienced something artistic, cultural, or creative today.

If you wanted to experience arts, culture, and creativity, it would be easy to find it in the city of Denver.
Experiencing Arts, Culture and Creativity

You experienced something artistic, cultural, or creative today.

If you wanted to experience arts, culture, and creativity, it would be easy to find it in the city of Denver.

If you wanted to experience arts, culture, and creativity, it would be easy to find it in your neighborhood.
Barriers
Snack 3: Mirror, mirror on the wall

Do I see myself in your organization?
People Like You Participate in Arts, Culture & Creativity in Denver

<table>
<thead>
<tr>
<th>Category</th>
<th>Strongly Disagree</th>
<th>Somewhat Disagree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat Agree</th>
<th>Strongly Agree</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Everyone else</td>
<td>6%</td>
<td>40%</td>
<td>48%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hispanic/Latinx</td>
<td>7% 9%</td>
<td>42%</td>
<td>36%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>African American</td>
<td>5% 8%</td>
<td>42%</td>
<td>38%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2017 Survey
People Like You Work in Arts, Culture & Creativity in Denver

African American

- Strongly Disagree: 18%
- Somewhat Disagree: 18%
- Neither agree nor disagree: 8%
- Somewhat Agree: 34%
- Strongly Agree: 18%

Hispanic/Latinx

- Strongly Disagree: 20%
- Somewhat Disagree: 21%
- Neither agree nor disagree: 9%
- Somewhat Agree: 27%
- Strongly Agree: 22%

Everyone else

- Strongly Disagree: 12%
- Somewhat Disagree: 17%
- Neither agree nor disagree: 10%
- Somewhat Agree: 35%
- Strongly Agree: 22%
Feeling Informed Enough to Enjoy Arts, Culture and Creativity

You feel like you don’t have enough background information to enjoy or understand arts and cultural events.

- **African American**
  - 2013: 31%
  - 2017: 33%

- **Latinx**
  - 2013: 35%
  - 2017: 34%

- **Everyone else**
  - 2013: 19%
  - 2017: 14%
You feel like you don’t have enough background information to enjoy or understand arts and cultural events.
Rated the following as Good or Excellent

The amount of culturally diverse programs in Denver

- African Americans 2017: 47%
- African Americans 2013: 51%
- Latinx 2017: 54%
- Latinx 2013: 68%
- Everyone else 2017: 56%
- Everyone else 2013: 71%

The amount of culturally diverse programs in Denver

- 55+ 2017: 63%
- 55+ 2013: 71%
- 35 to 54 2017: 58%
- 35 to 54 2013: 68%
- < 35 2017: 45%
- < 35 2013: 68%
Representation

Does the environment feel welcoming for me?

Do I feel knowledgeable enough to enjoy the activity?

Is the event or activity relevant to my interests?
Founded: 1999

Projects: 1,000+

Work from Repeat and Referrals: 2/3

Favorite Color: Orange

Sectors: Business, Government, Non-Profits

Services: Full Service Market Research, Evaluation, Strategic Consulting

About Corona Insights

Learn more at CoronaInsights.com.
All images used in this report were from the Denver Arts & Venues Facebook and Instagram pages.