

# A COLLECTIVE WISSON FOR DENVER



## **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

	Completed Surveys	Margin of Error
Total Survey Sample	800	±4.4%
Hispanic/Latinx	200	±8.5%
African American	200	±9.3%
All Other Populations	400	±5.8%

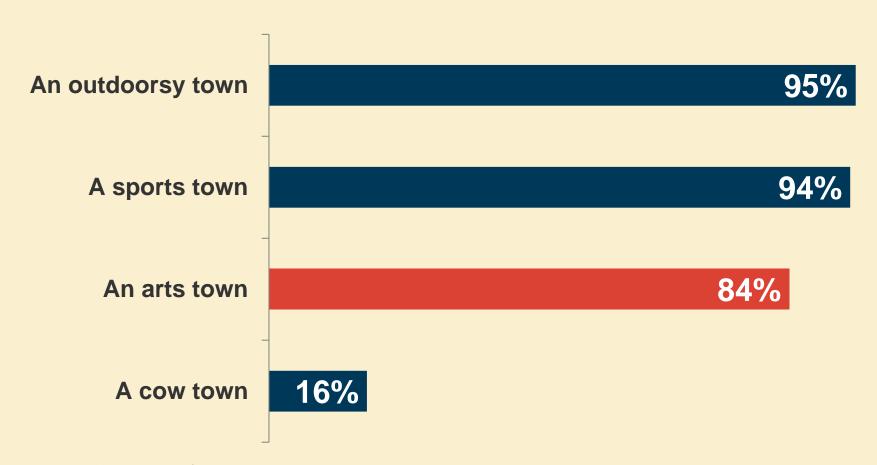


### **RESEARCH FINDINGS**

What we found



### IS DENVER ...?



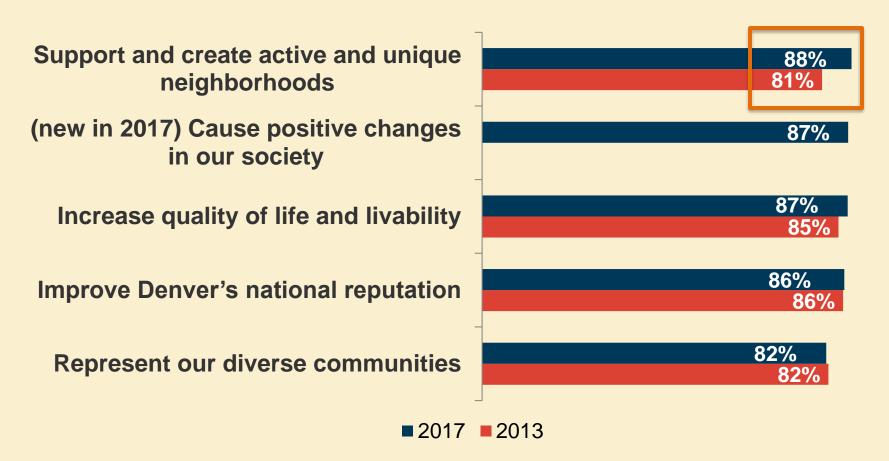


### ARTS, CULTURE AND CREATIVITY IN DENVER...





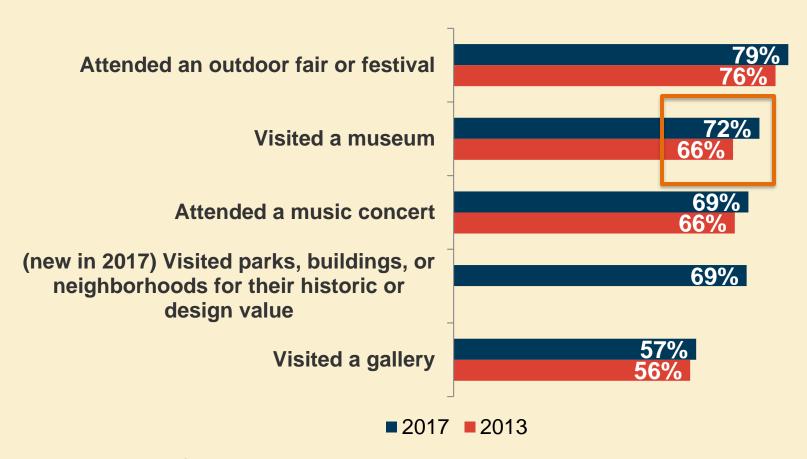
### ARTS, CULTURE AND CREATIVITY IN DENVER...



Public Survey 2017 | Corona Insights

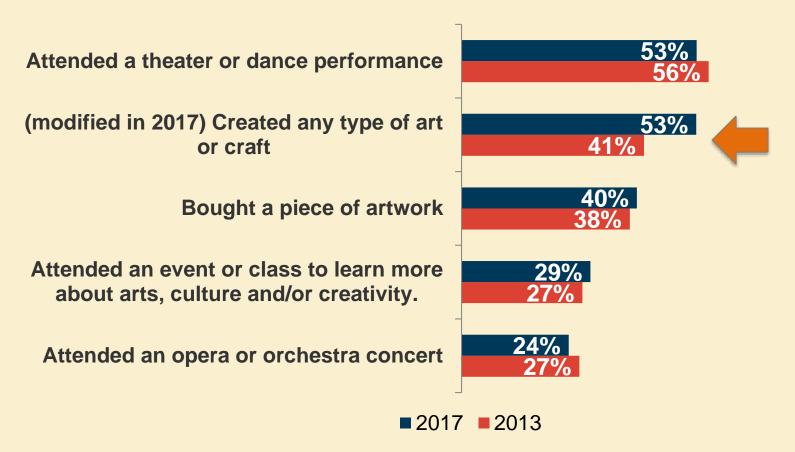


#### PARTICIPATION IN THE PAST 12 MONTHS





### PARTICIPATION IN THE PAST 12 MONTHS

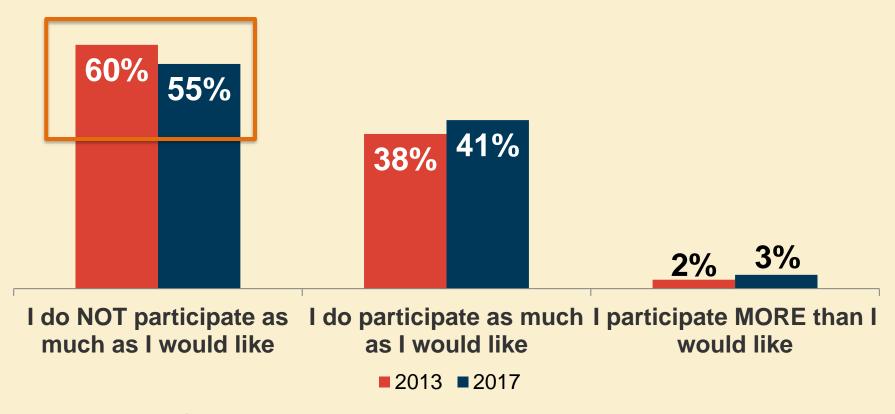




- I went to the Denver Arts museum and saw the Star Wars exhibit.
- **66** We went art shopping along Santa Fe Street.
- With the boys and girls club last month, I painted a picture of a dandelion that says "blow and make a wish."

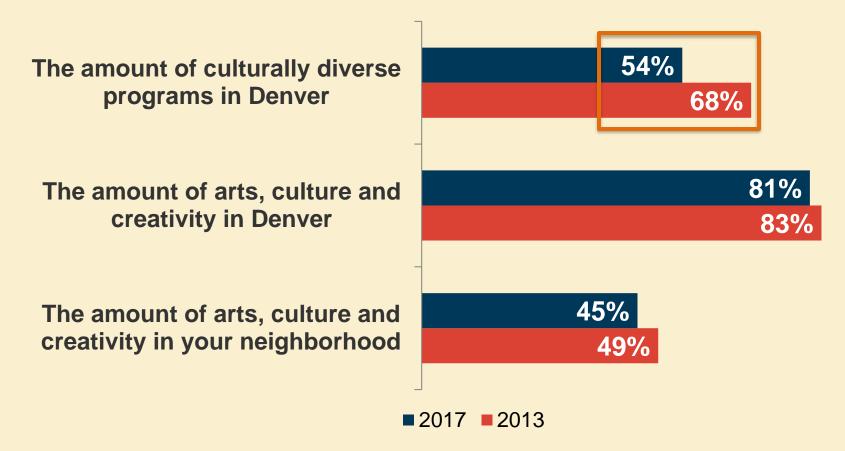


### **DESIRE FOR PARTICIPATION**





### **GOOD/EXCELLENT RATINGS OF...**



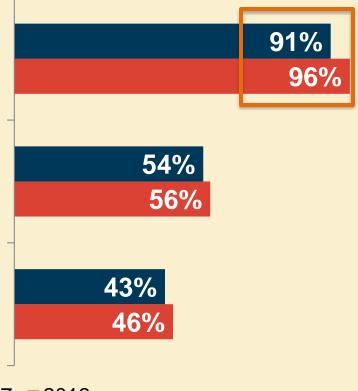


### **EXPERIENCING ARTS, CULTURE AND CREATIVITY**

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.



**■**2017 **■**2013

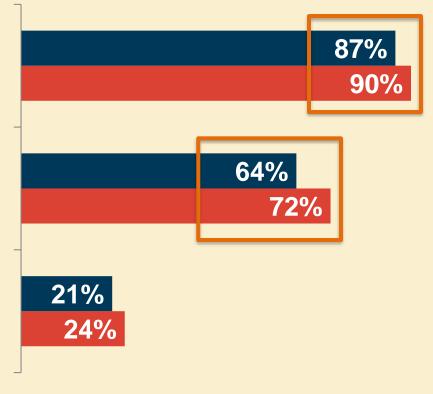


### **LEARNING ABOUT ARTS, CULTURE AND CREATIVITY**

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.

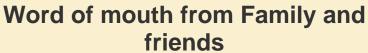
You feel like you don't have enough background information to enjoy or understand arts and cultural events.



**■**2017 **■**2013

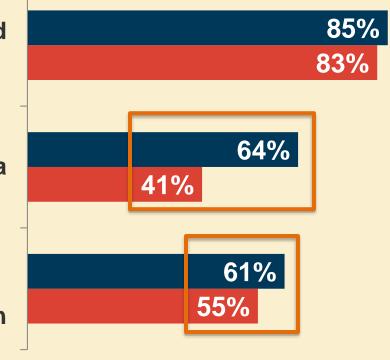


## SOURCES OF INFORMATION ABOUT ARTS, CULTURE AND CREATIVITY



Blogs and social media

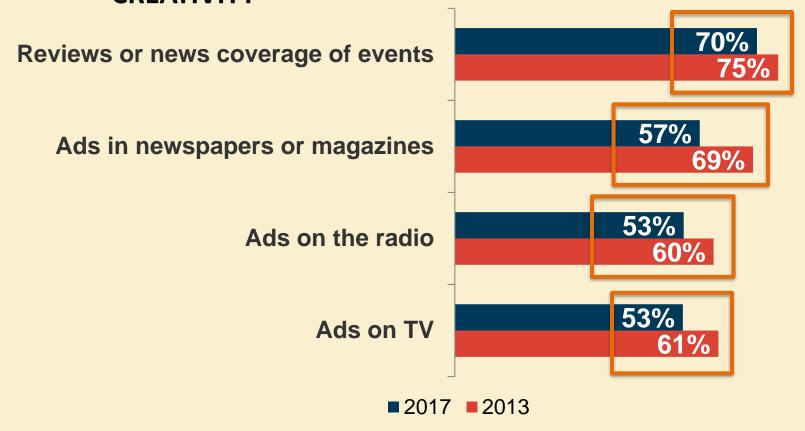
Direct contact (such as mailings, newsletters, emails, etc.) from an arts, cultural, or creative organization



**■**2017 **■**2013

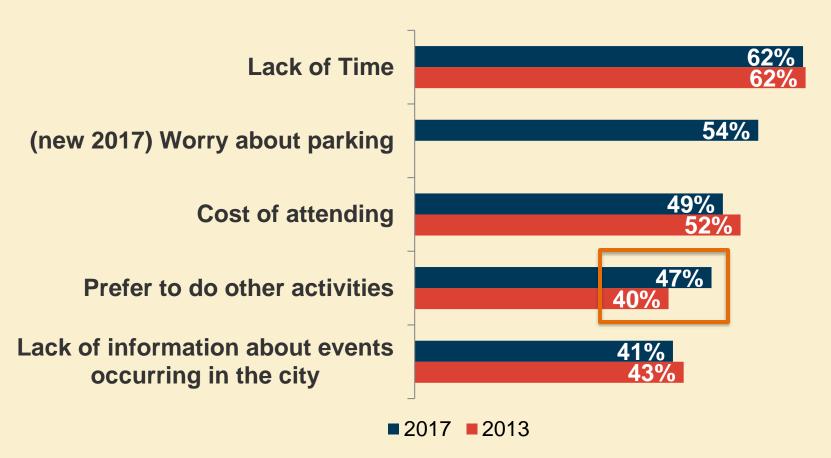


SOURCES OF INFORMATION ABOUT ARTS, CULTURE AND CREATIVITY



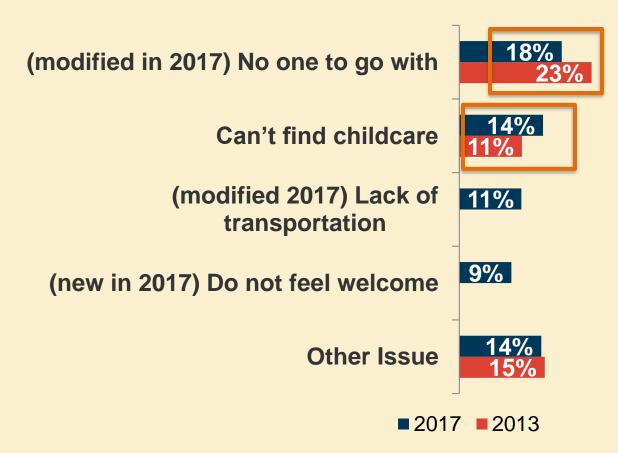


### **BARRIERS TO PARTICIPATION**



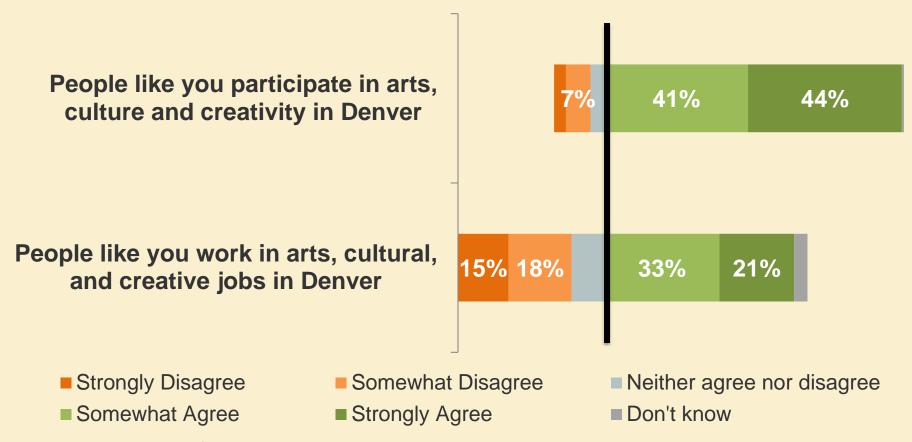


### **BARRIERS TO PARTICIPATION**





### REPRESENTATION IN ARTS, CULTURE AND CREATIVITY IN DENVER



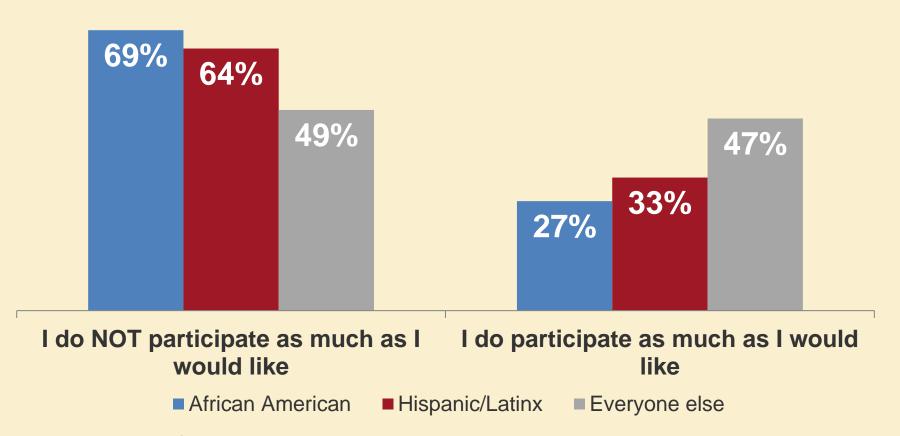


# 2017 SNAPSHOTS OF DENVER RESIDENTS: RACE AND ETHNICITY





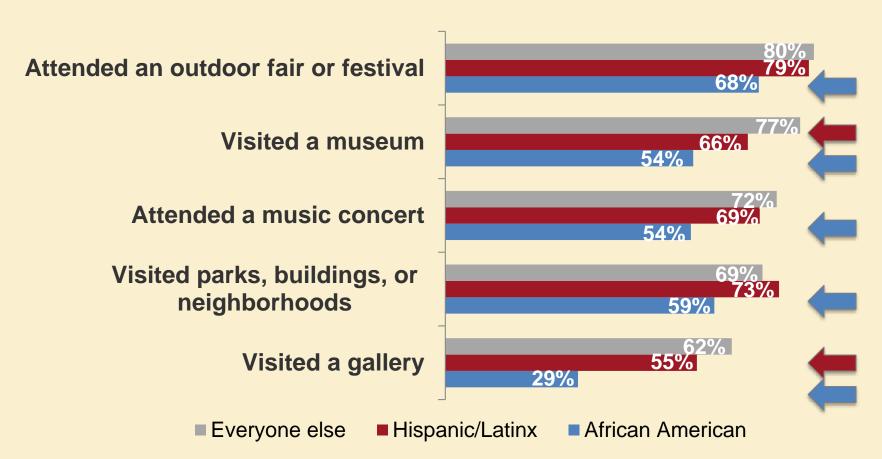
### **DESIRE FOR PARTICIPATION**





Hispanics/Latinx
African American

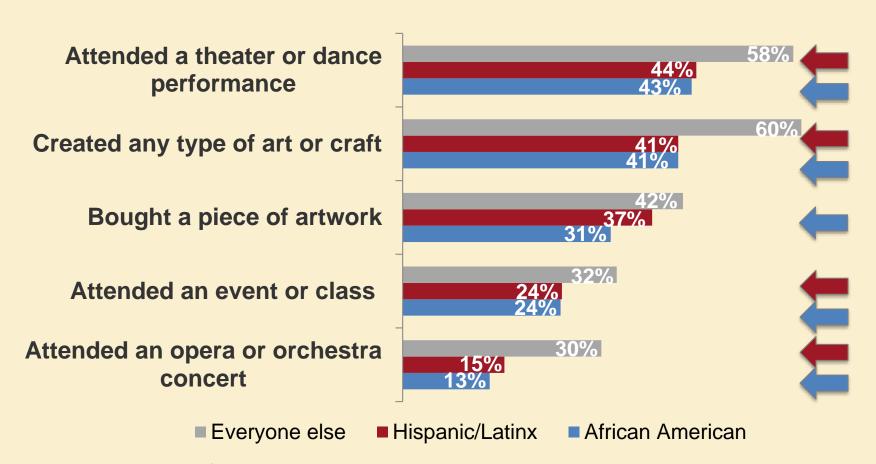
### **PARTICIPATION IN PAST 12 MONTHS**





Hispanics/Latinx
African American

#### PARTICIPATION IN THE PAST 12 MONTHS





## AMOUNT OF ARTS, CULTURE & CREATIVITY IN NEIGHBORHOOD



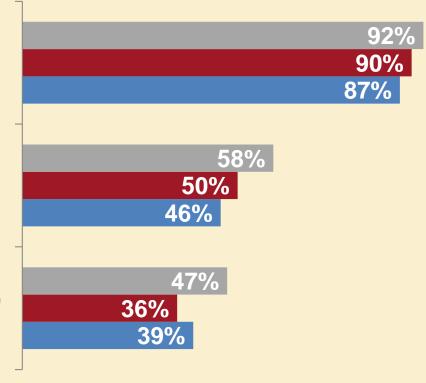


### **EXPERIENCING ARTS, CULTURE & CREATIVITY**

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You experienced something artistic, cultural, or creative today.



Everyone else

■ Hispanic/Latinx

African American

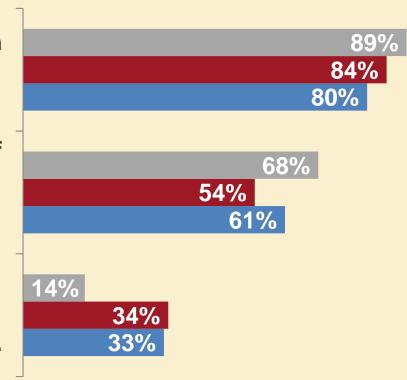


### **LEARNING ABOUT ARTS, CULTURE & CREATIVITY**

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

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



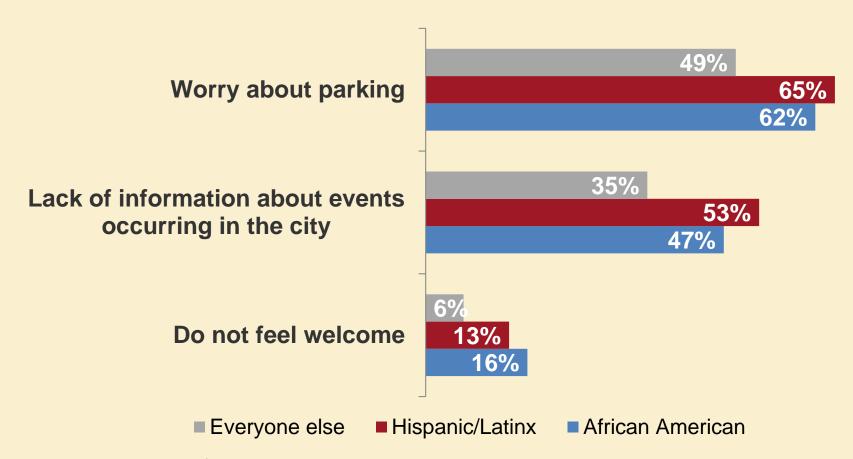
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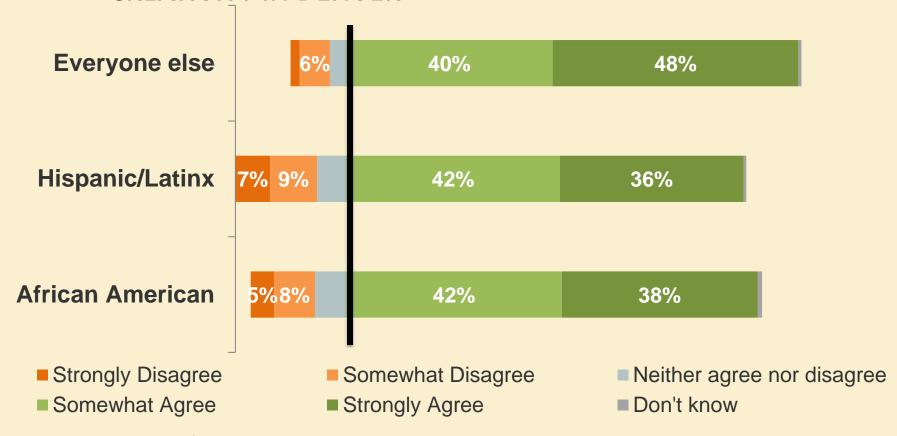


### **BARRIERS TO PARTICIPATION**



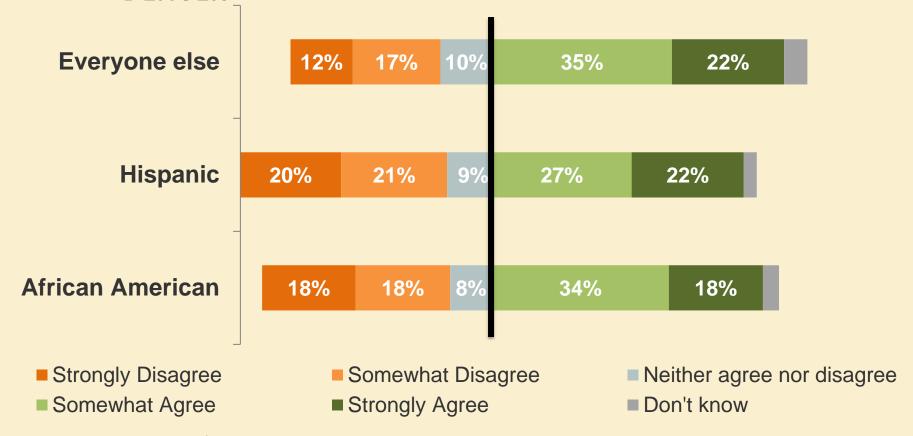


## PEOPLE LIKE YOU PARTICIPATE IN ARTS, CULTURE & CREATIVITY IN DENVER





## PEOPLE LIKE YOU WORK IN ARTS, CULTURE & CREATIVITY IN DENVER





# 2017 SNAPSHOTS OF DENVER RESIDENTS: AGE



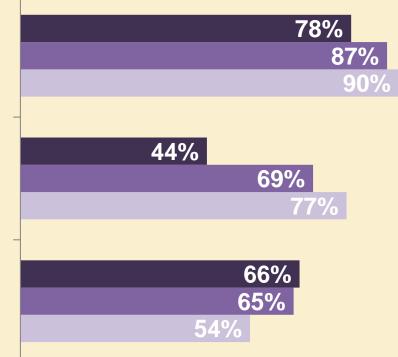


# SOURCES OF INFORMATION ABOUT ARTS, CULTURE AND CREATIVITY



Blogs and social media

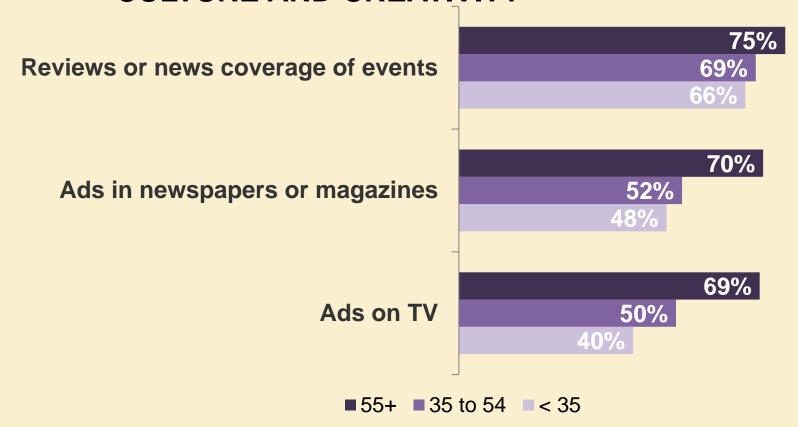
Direct contact (such as mailings, newsletters, emails, etc.) from an arts, cultural, or creative organization



■55+ ■35 to 54 ■ < 35

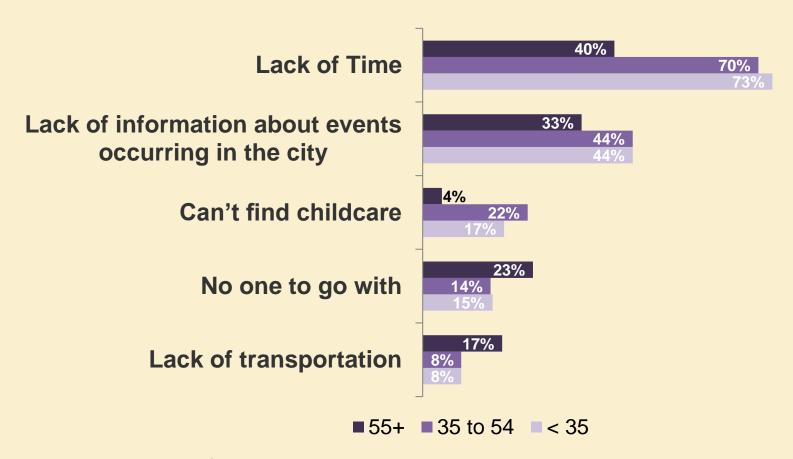


# SOURCES OF INFORMATION ABOUT ARTS, CULTURE AND CREATIVITY





### **BARRIERS TO PARTICIPATION**







I want to show the world that the arts matter in Denver; and that everyone matters in the arts.

-Mayor Michael B. Hancock

### Data Snack Packs

### IMAGINE2020 2017 Survey



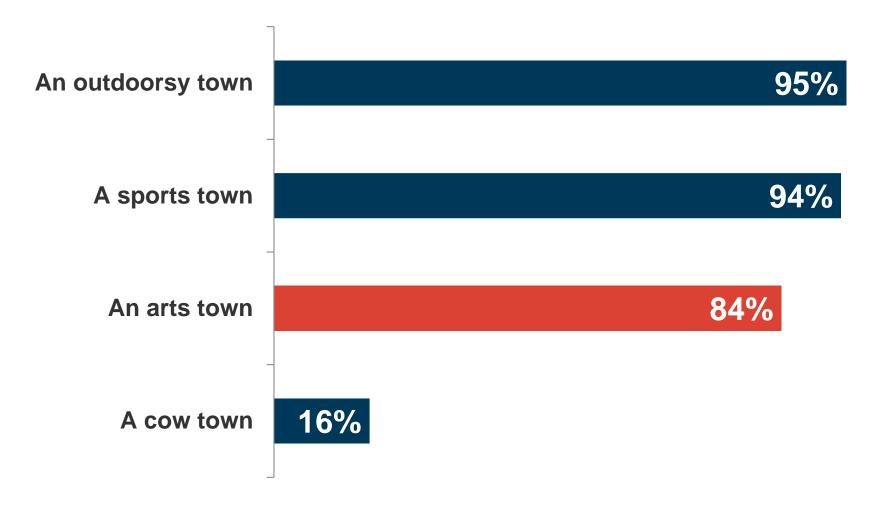




Snack 1: What makes us tick?



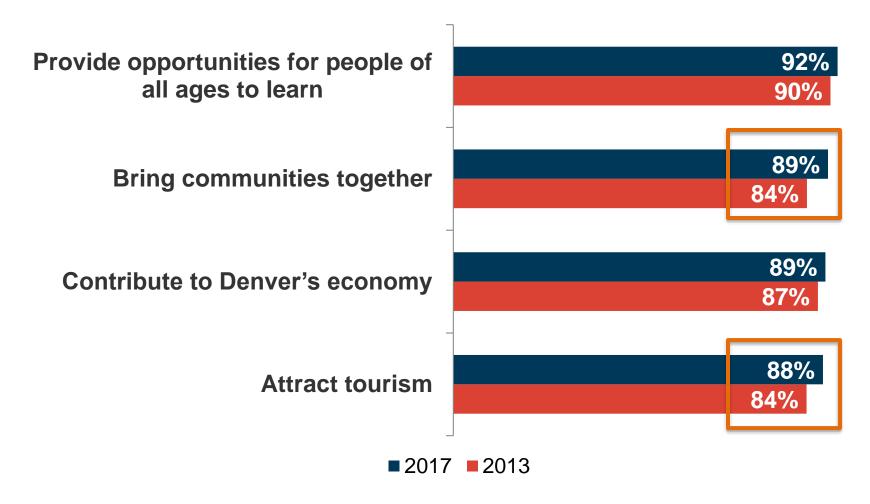
#### Is Denver a...?







#### Arts, Culture and Creativity in Denver...







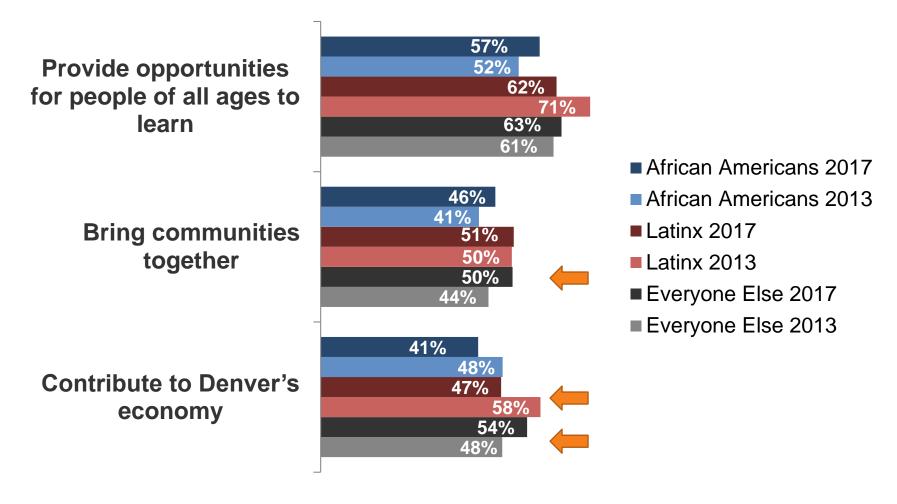
#### Arts, Culture and Creativity in Denver...

Support and create active and 88% unique neighborhoods 81% (new in 2017) Cause positive 87% changes in our society 87% Increase quality of life and livability 85% Improve Denver's national 86% reputation 86% 82% Represent our diverse communities 82% **■** 2017 **■** 2013



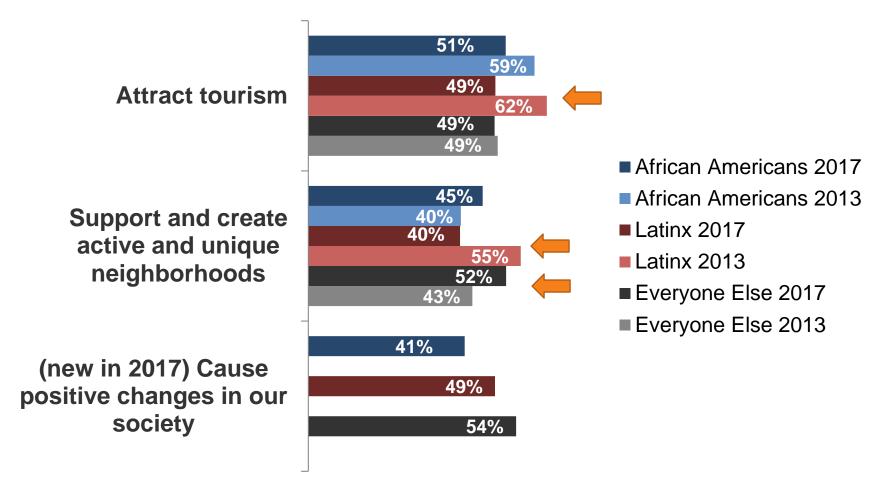
2017 Survey

# Percentage Who Strongly Agree that Arts, Culture and Creativity in Denver...





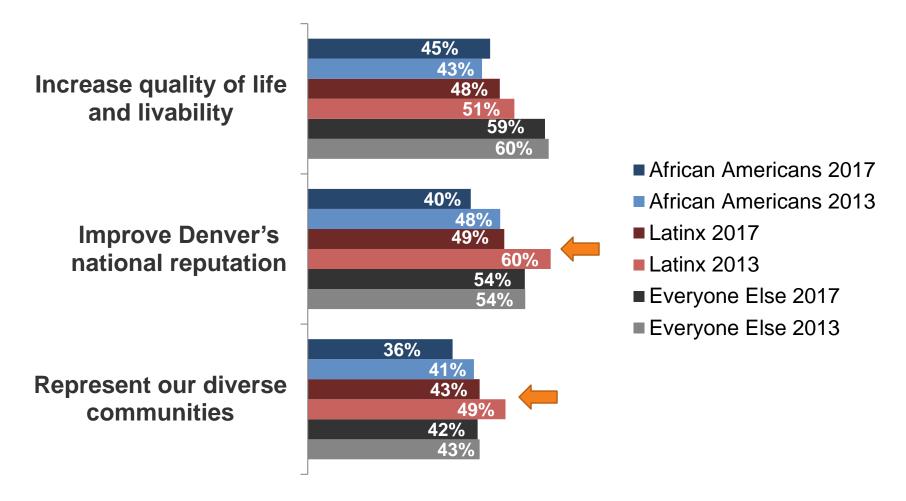
# Percentage Who Strongly Agree that Arts, Culture and Creativity in Denver...





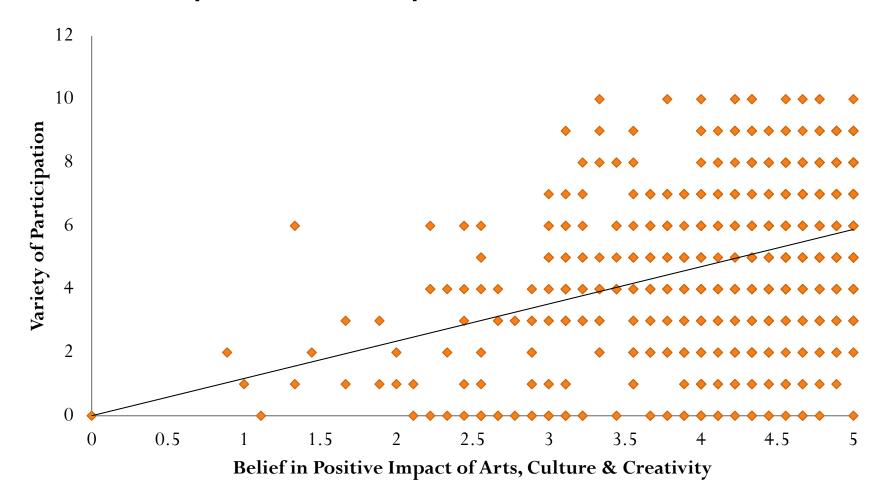


## Percentage Who Strongly Agree that Arts, Culture and Creativity in Denver...





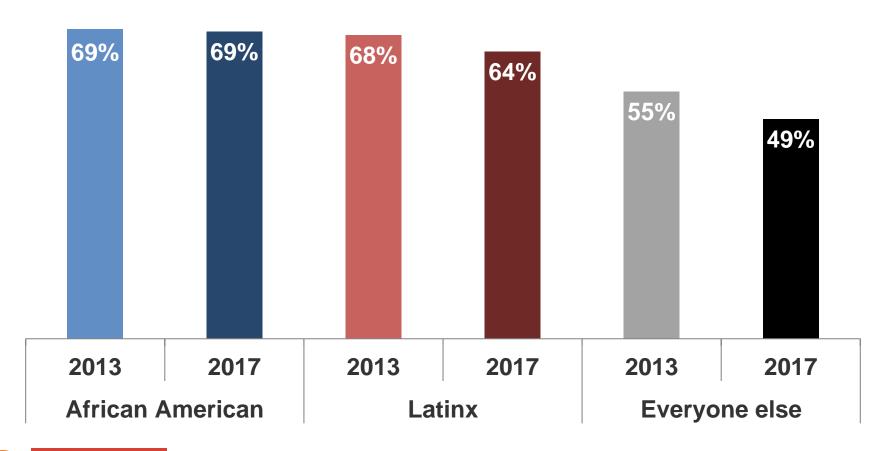
# Relationship between participation and belief in positive impact





#### Desire for Participation

I do NOT participate as much as I would like

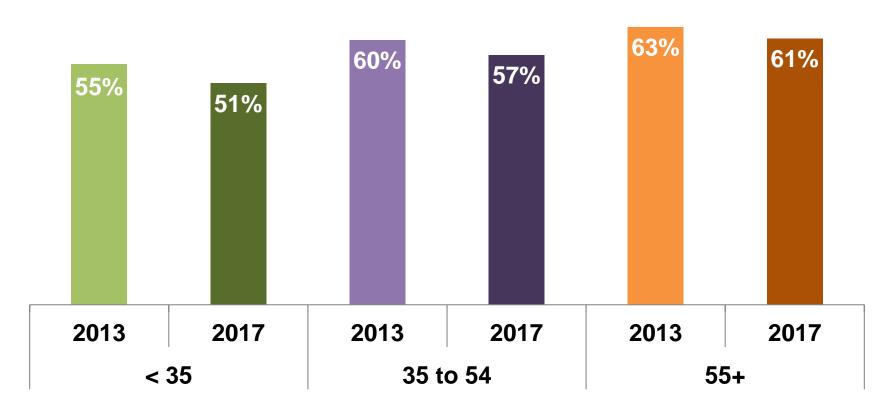






#### Desire for Participation

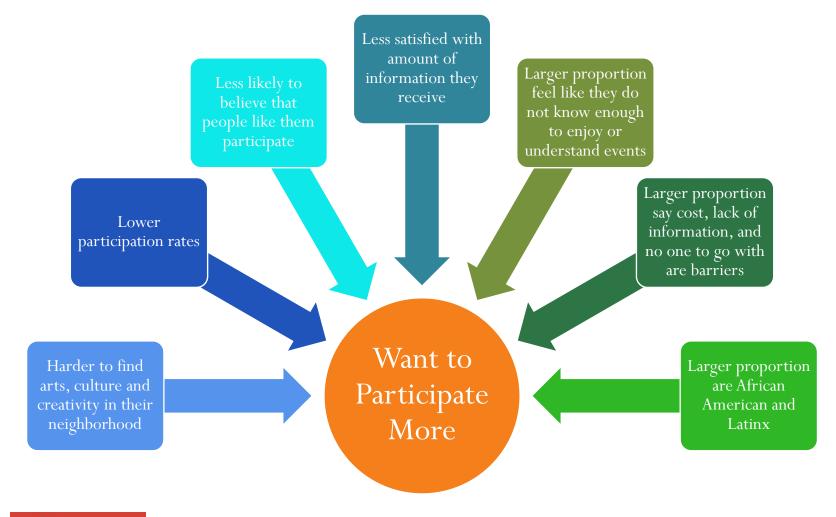
#### I do NOT participate as much as I would like







### Desire for Participation









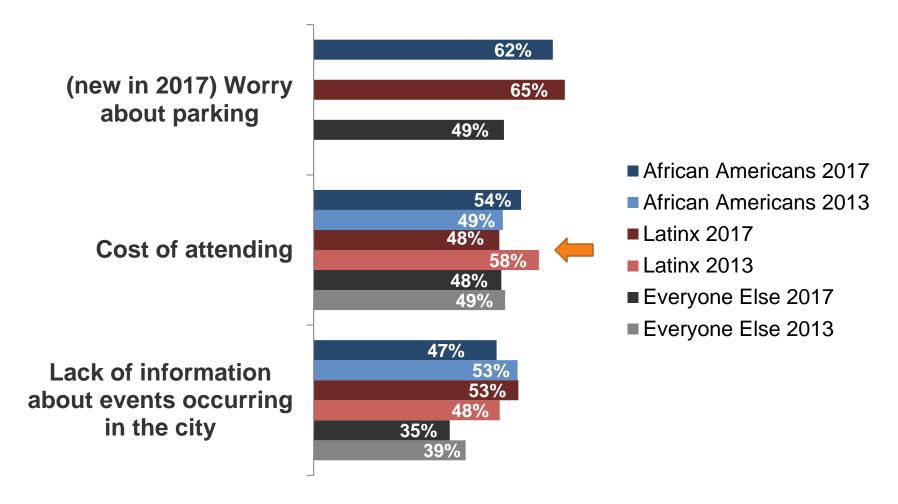
Snack 2: Too much to do, too little time





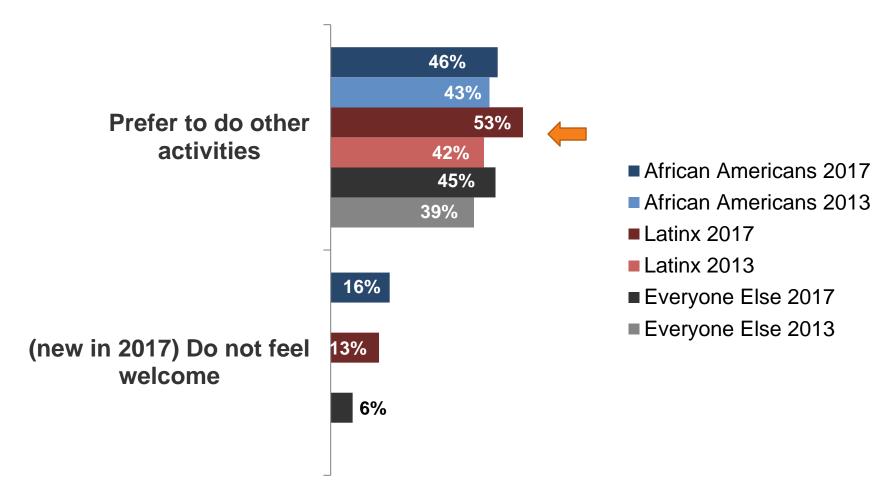




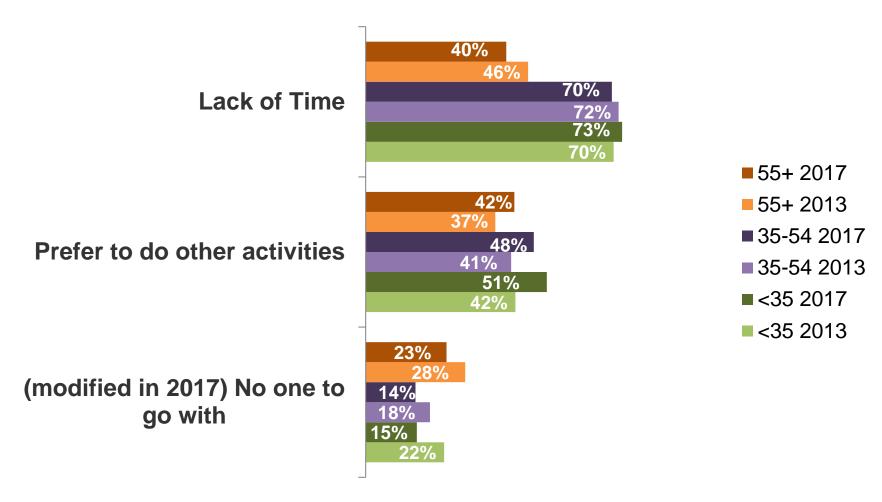






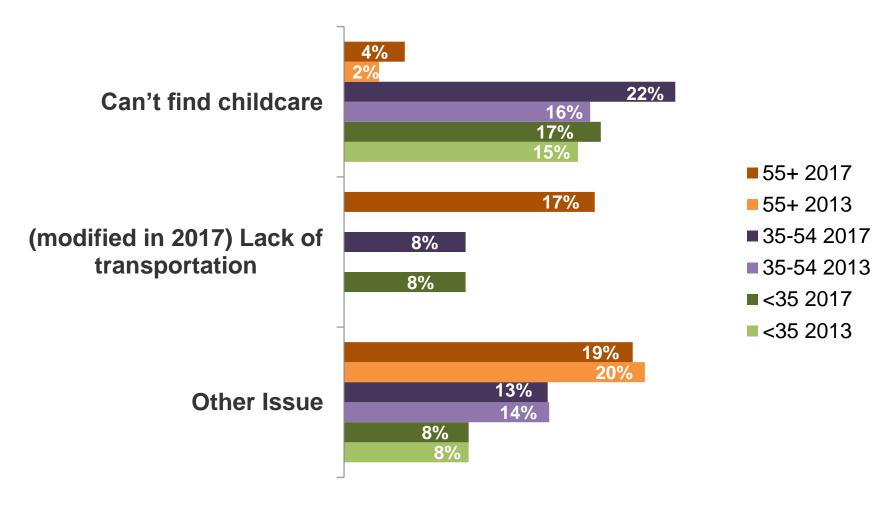














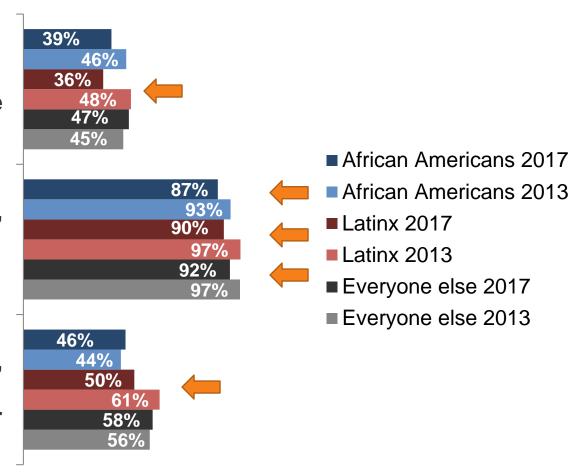


#### Experiencing Arts, Culture and Creativity

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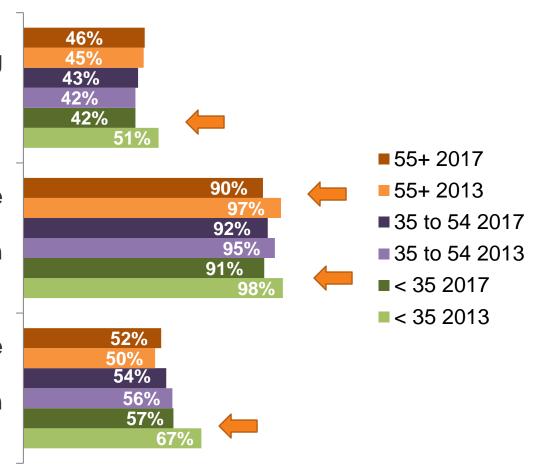


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2017 Survey

### **Barriers**









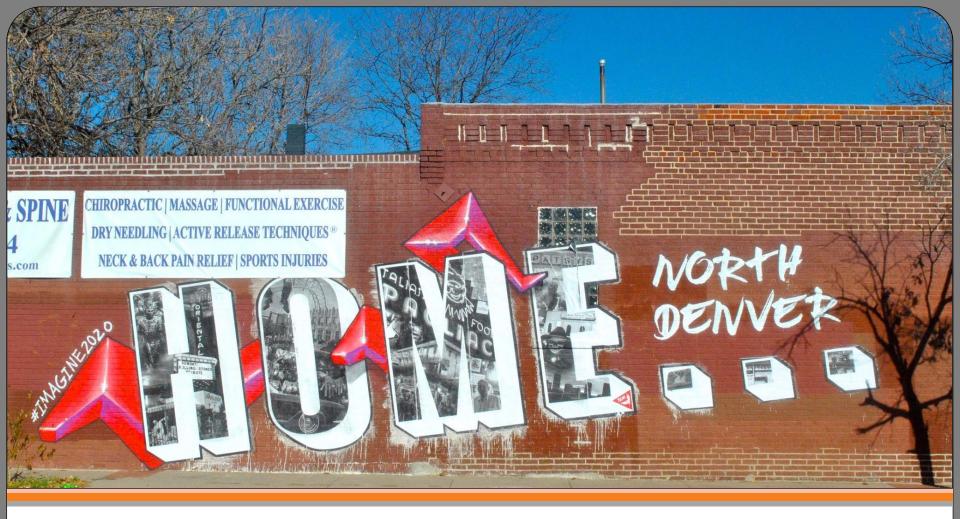












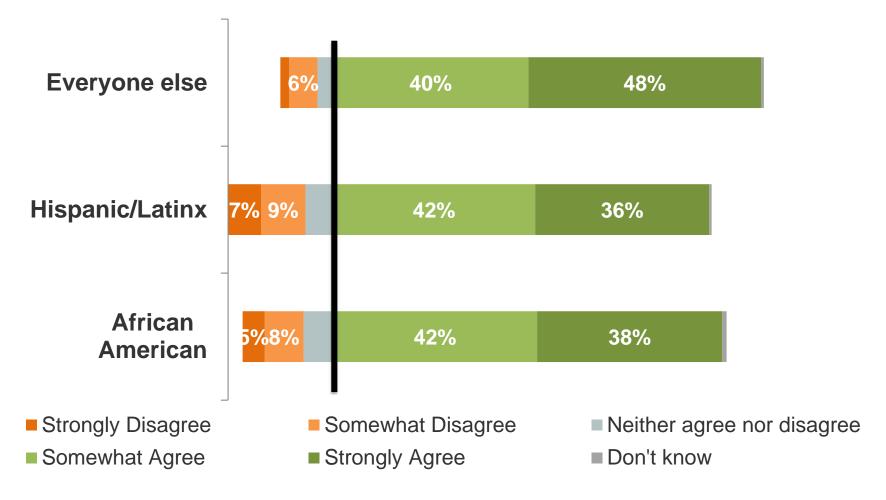
#### Snack 3: Mirror, mirror on the wall

Do I see myself in your organization?





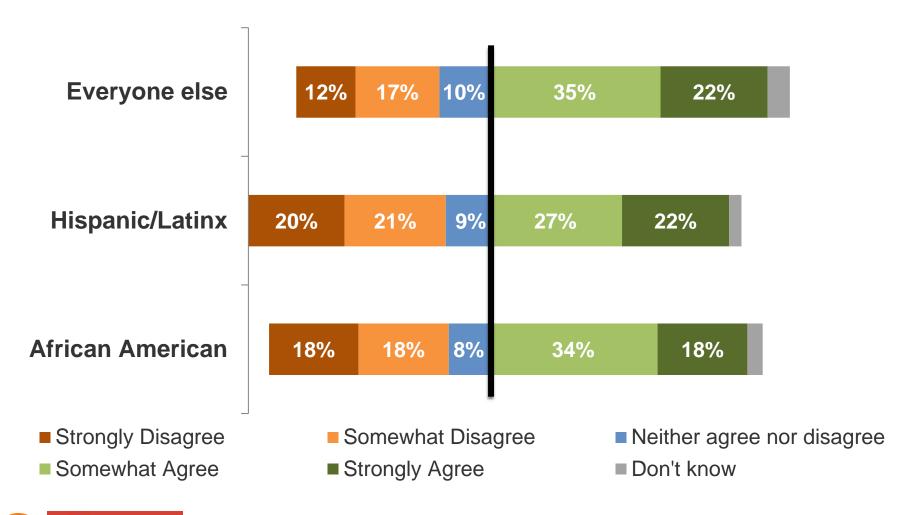
# People Like You Participate in Arts, Culture & Creativity in Denver





2017 Survey

# People Like You Work in Arts, Culture & Creativity in Denver

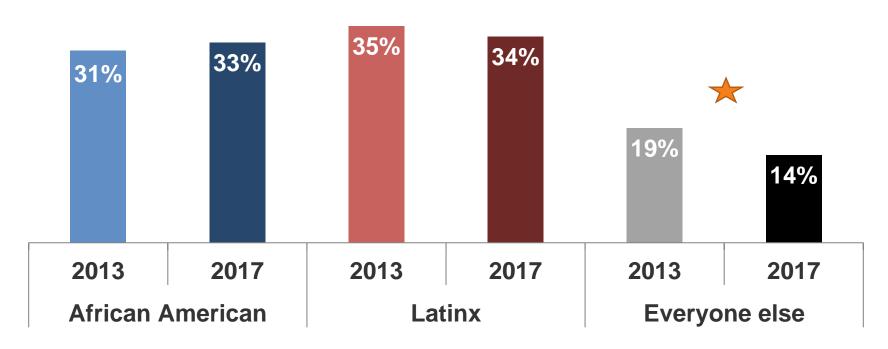






# Feeling Informed Enough to Enjoy Arts, Culture and Creativity

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

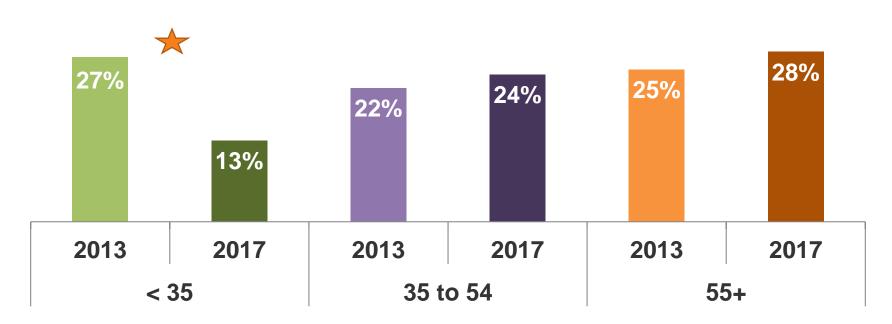






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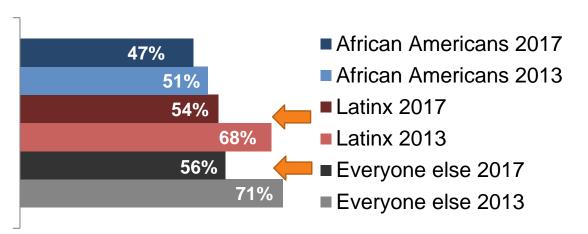




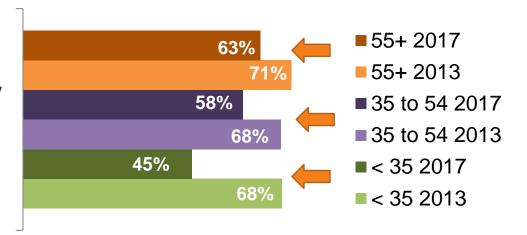


#### Rated the following as Good or Excellent

The amount of culturally diverse programs in Denver



The amount of culturally diverse programs in Denver



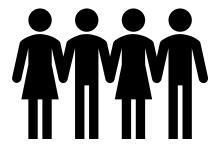




## Representation

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 Coronalnsights.com.



All images used in this report were from the Denver Arts & Venues Facebook and Instagram pages.

