



A COLLECTIVE
 **VISION**
FOR DENVER



Public Survey 2017

Changes seen since 2013





METHODOLOGY

Where these numbers came from



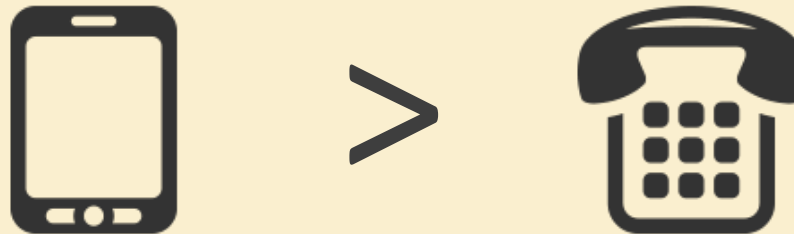
SURVEY GOALS

- 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%

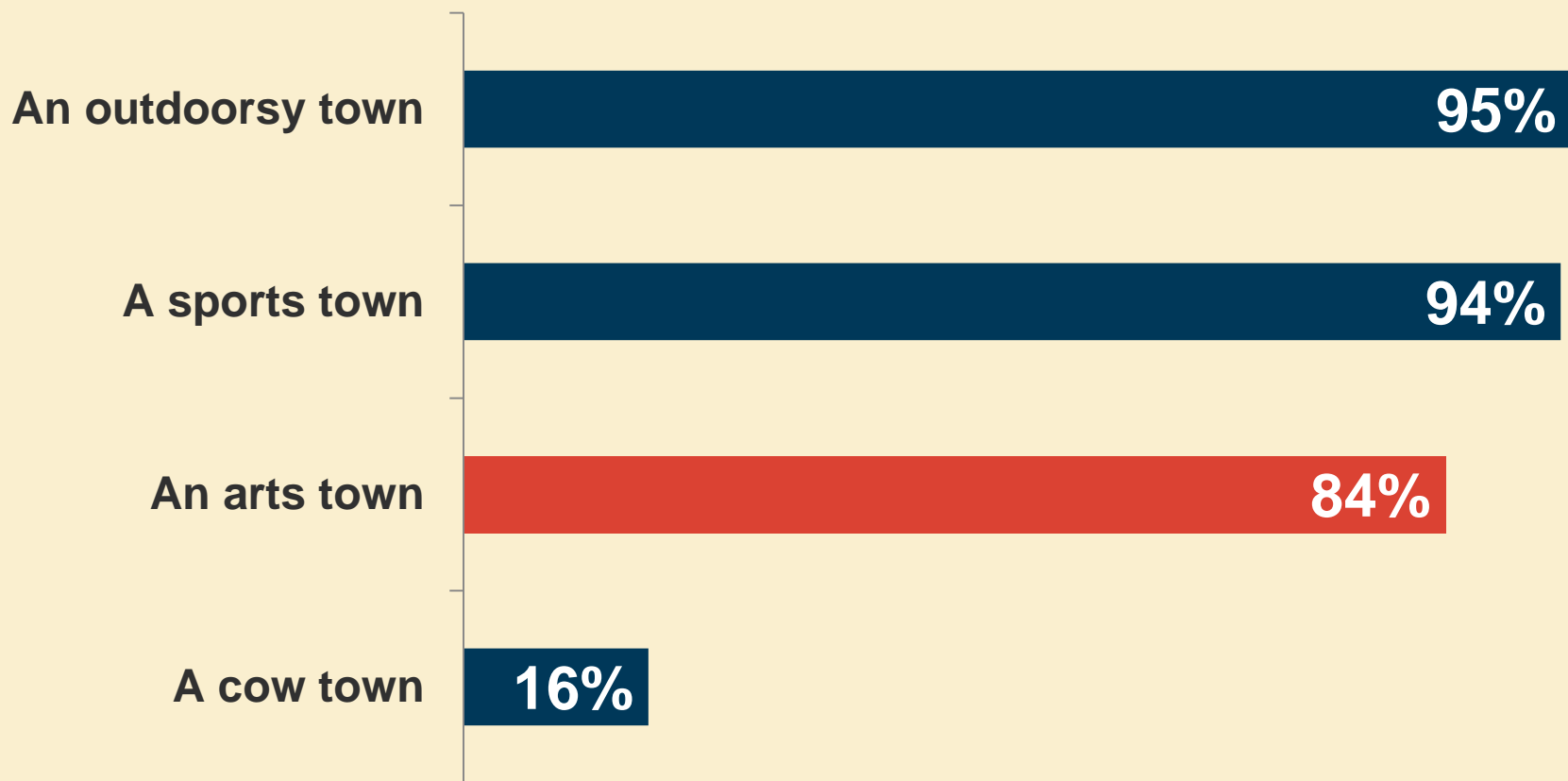


RESEARCH FINDINGS

What we found

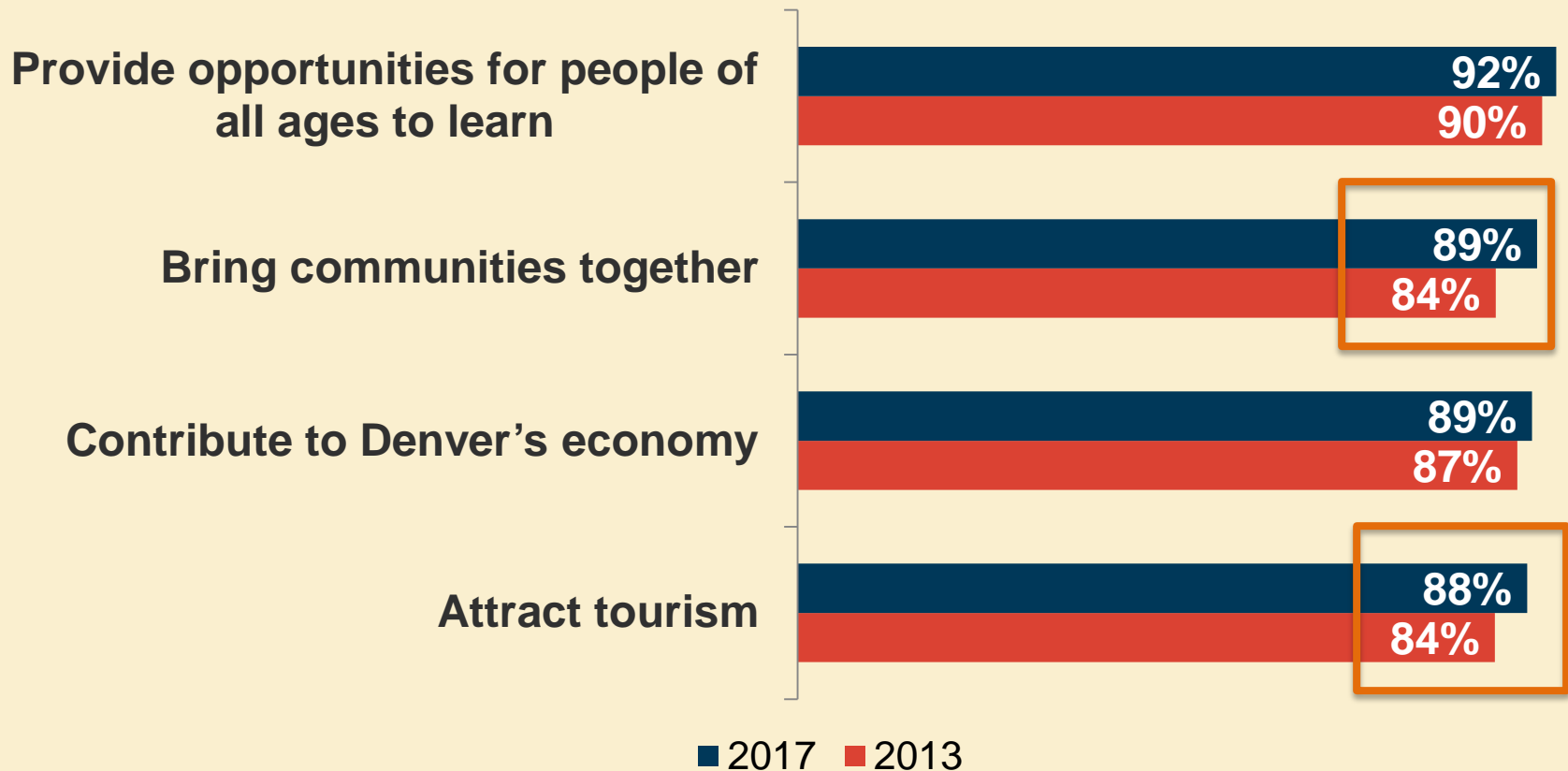


IS DENVER...?



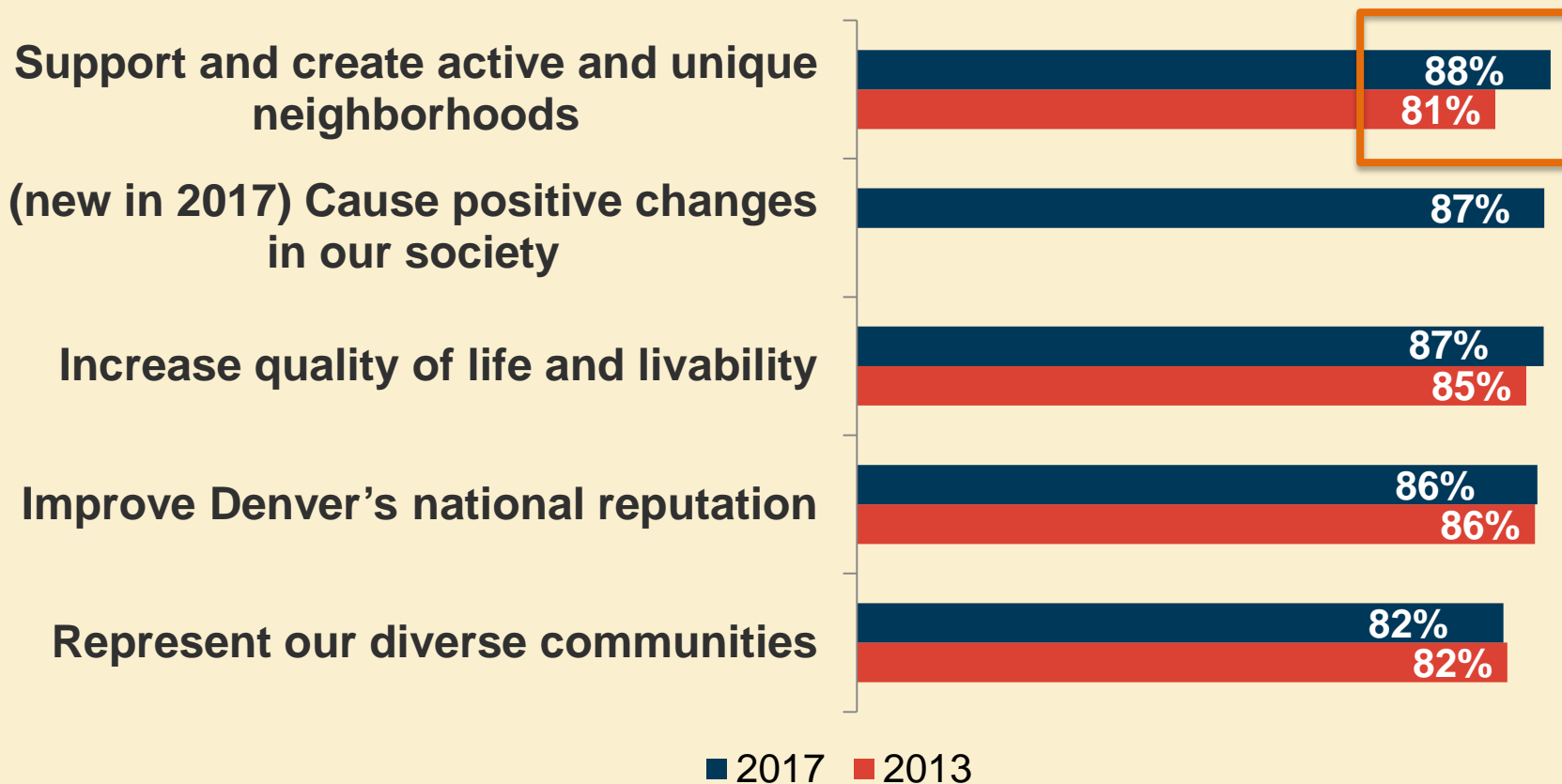


ARTS, CULTURE AND CREATIVITY IN DENVER...



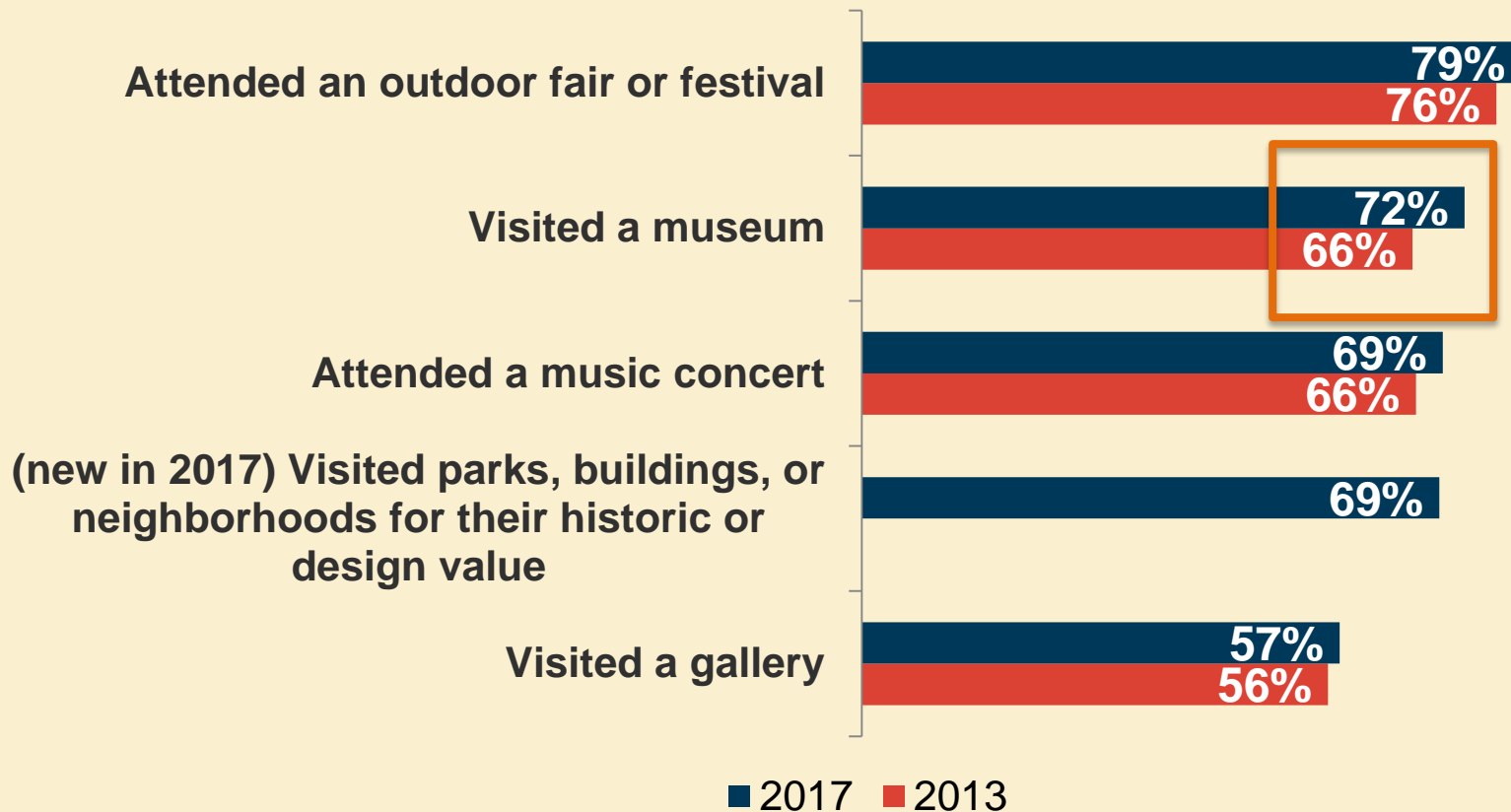


ARTS, CULTURE AND CREATIVITY IN DENVER...



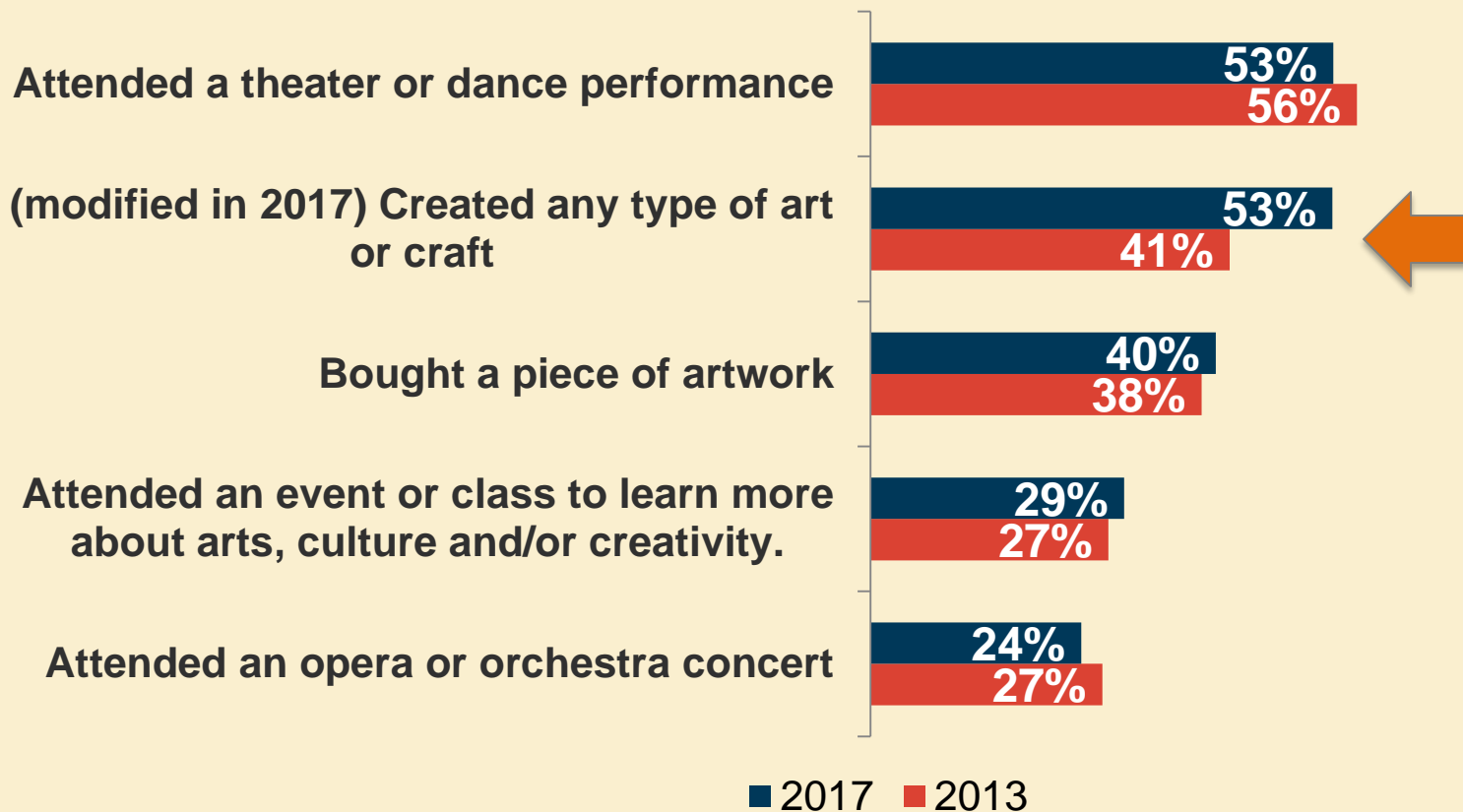


PARTICIPATION IN THE PAST 12 MONTHS





PARTICIPATION IN THE PAST 12 MONTHS

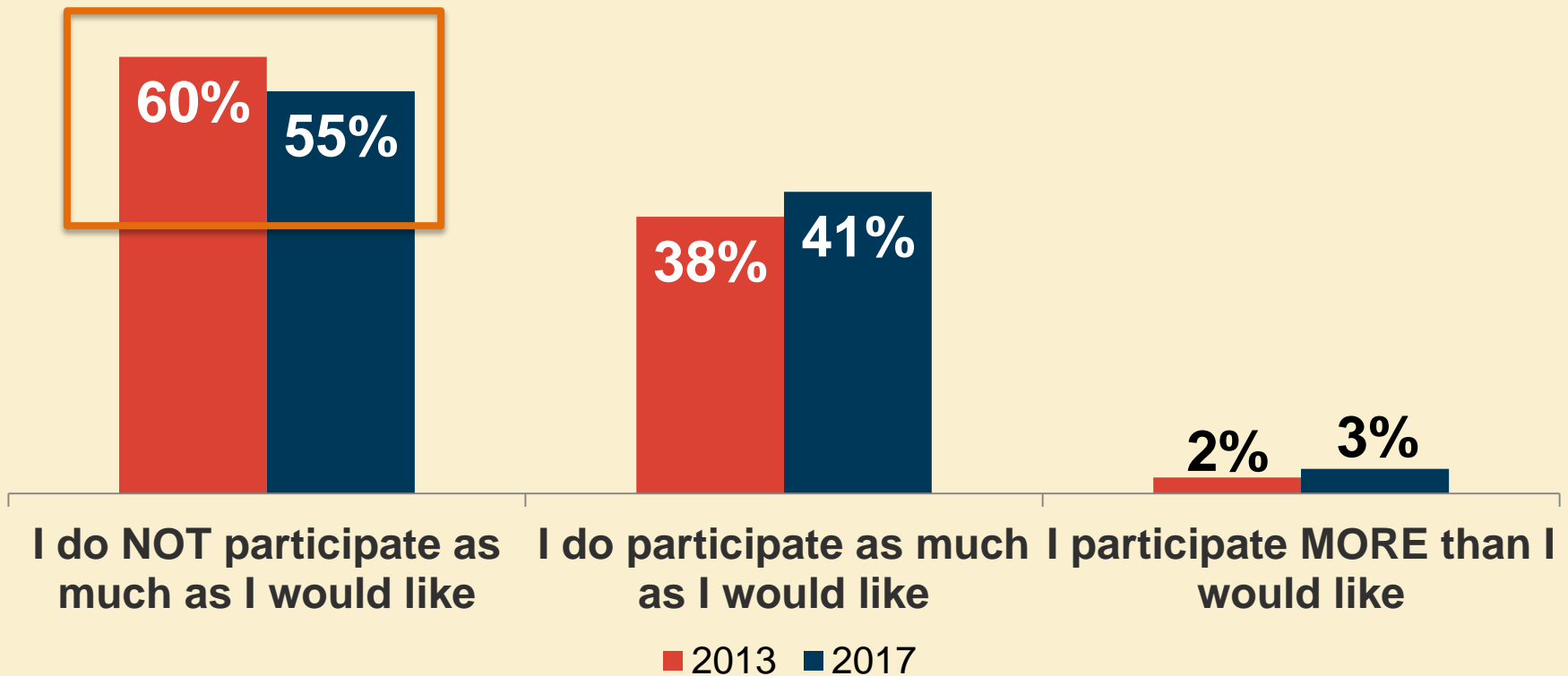




- “ I went to the Denver Arts museum and saw the Star Wars exhibit.
- “ We went art shopping along Santa Fe Street.
- “ With the boys and girls club last month, I painted a picture of a dandelion that says "blow and make a wish."

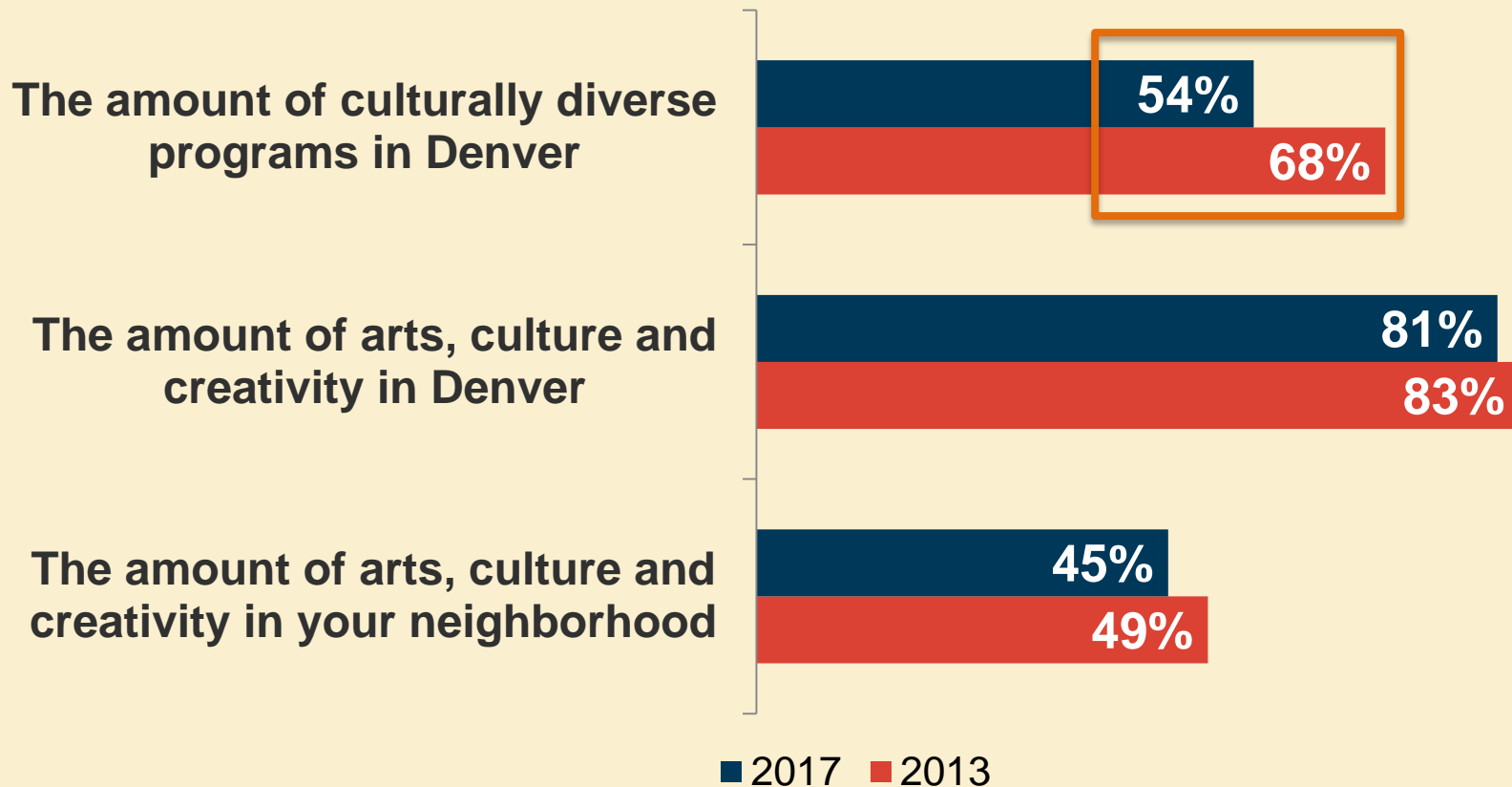


DESIRE FOR PARTICIPATION





GOOD/EXCELLENT RATINGS OF...



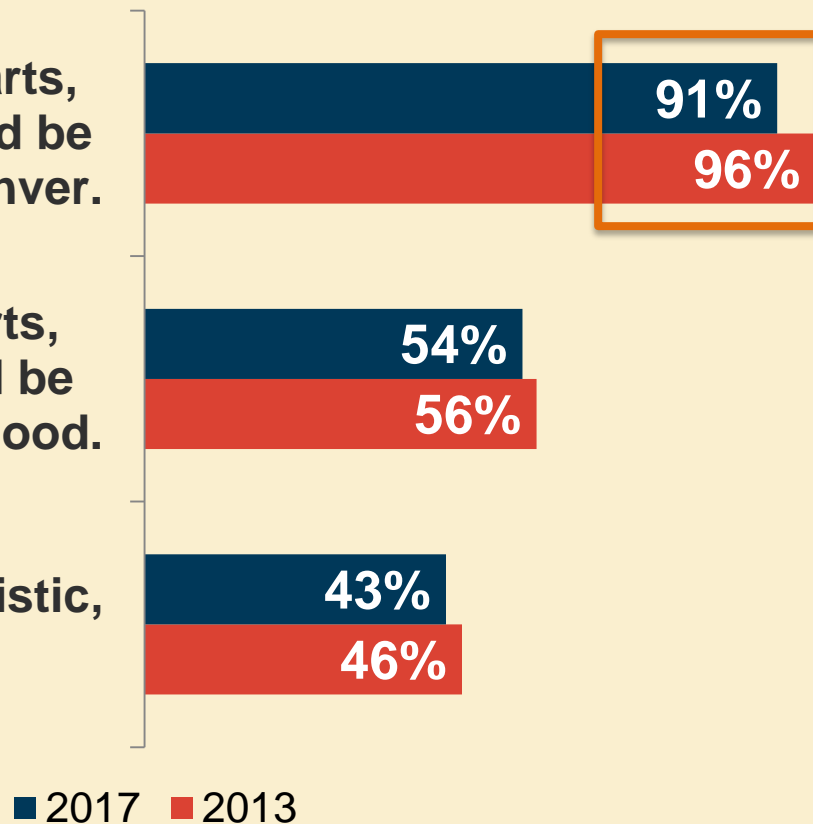


EXPERIENCING ARTS, CULTURE AND CREATIVITY

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.



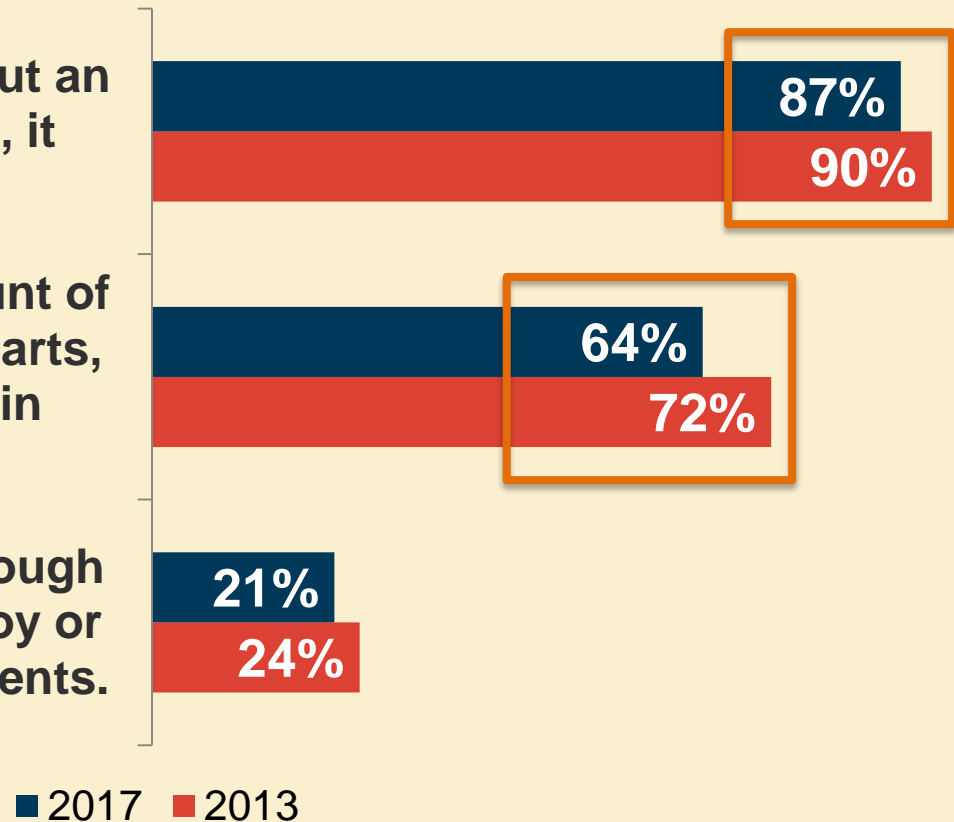


LEARNING ABOUT ARTS, CULTURE AND CREATIVITY

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

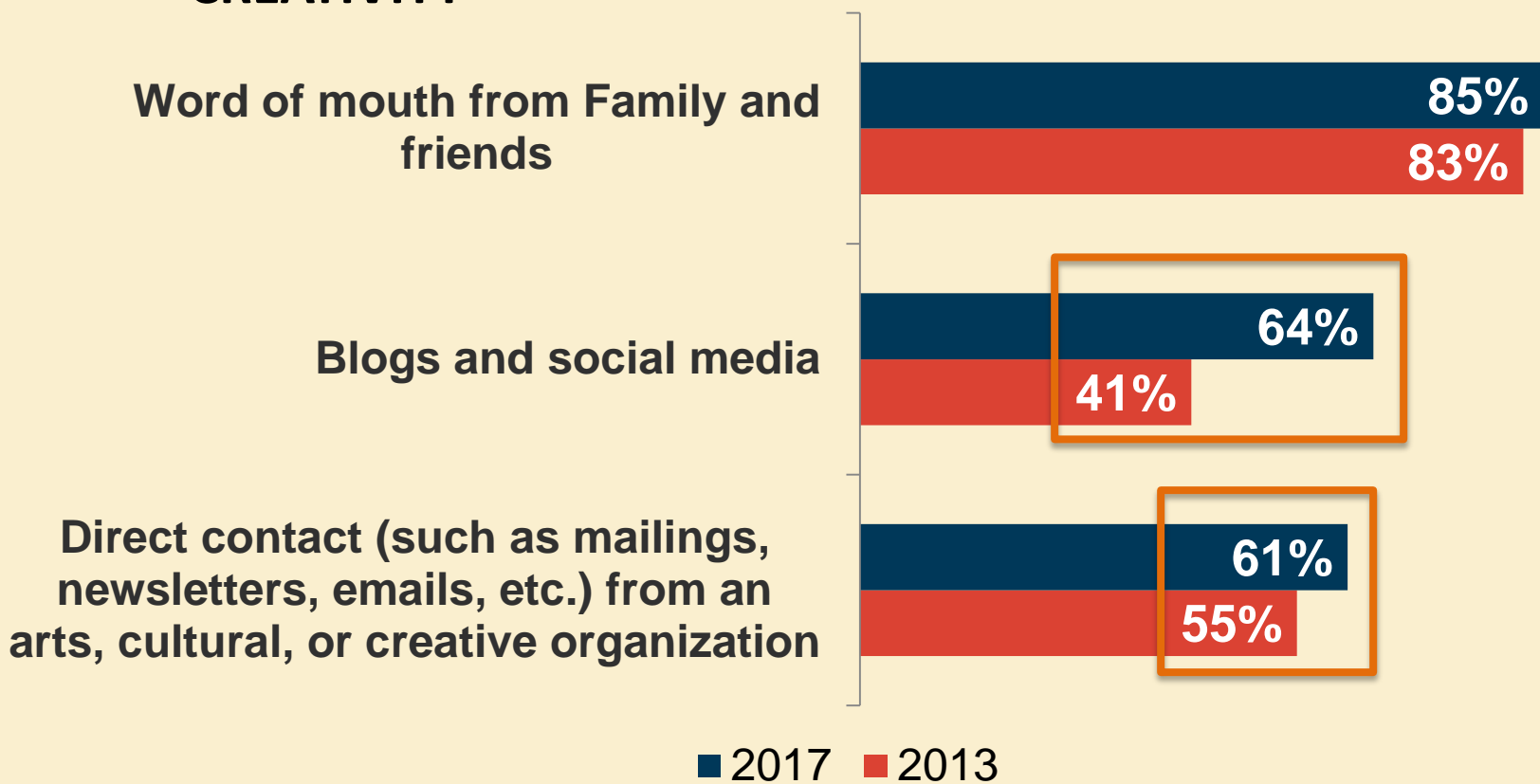
You are satisfied with the amount of information that you get about arts, cultural and creative events in Denver.

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



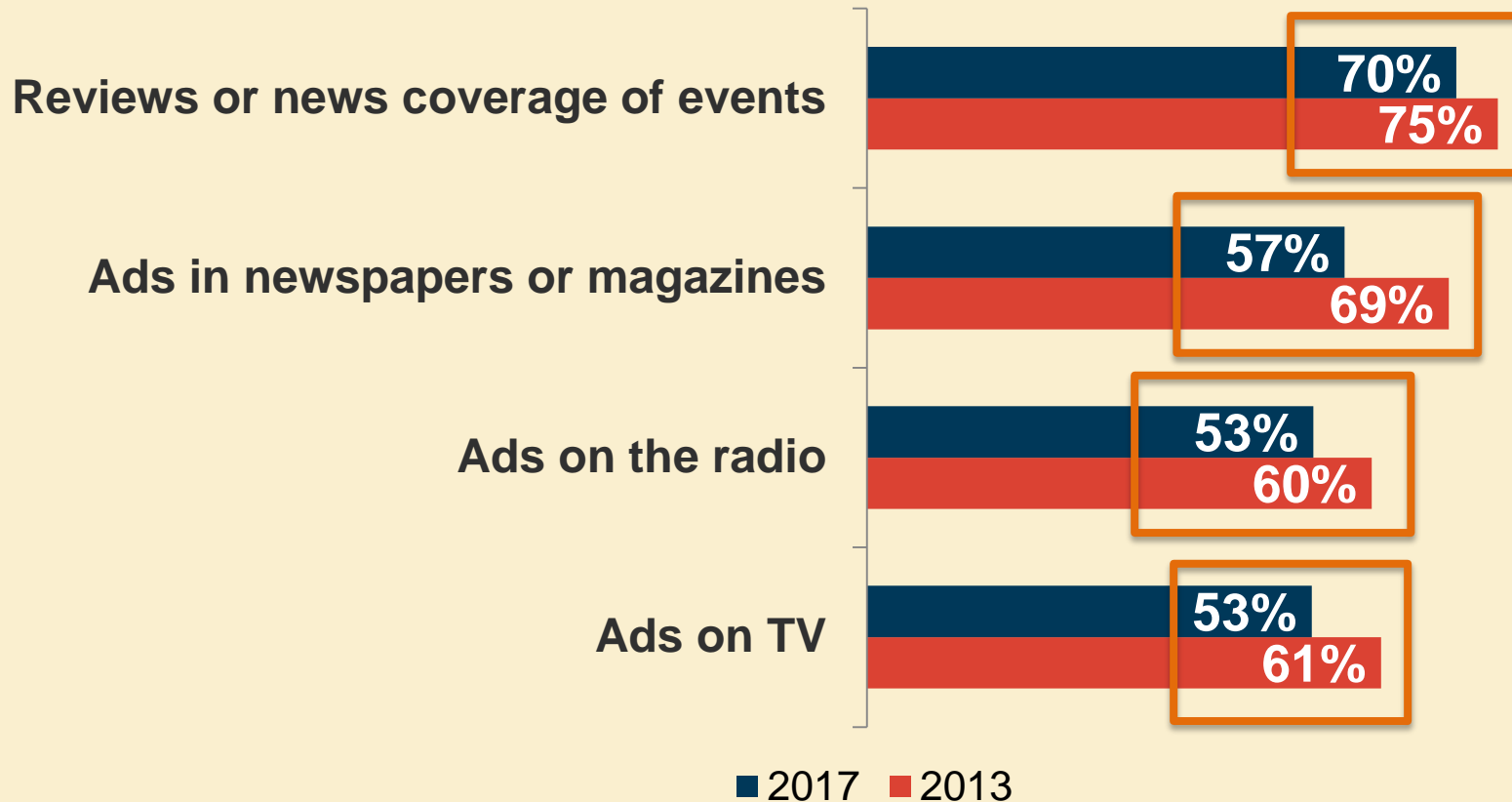


SOURCES OF INFORMATION ABOUT ARTS, CULTURE AND CREATIVITY



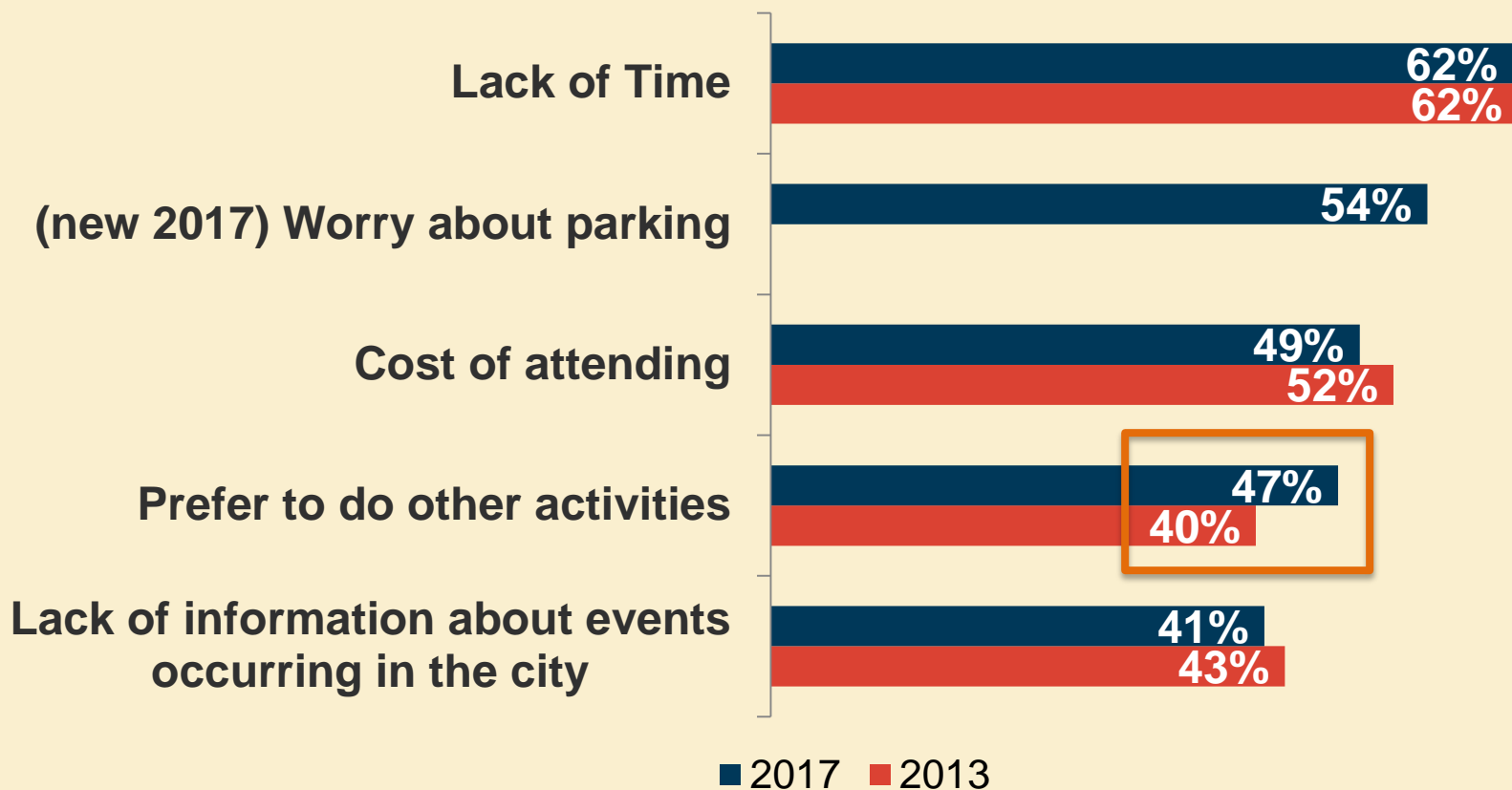


SOURCES OF INFORMATION ABOUT ARTS, CULTURE AND CREATIVITY



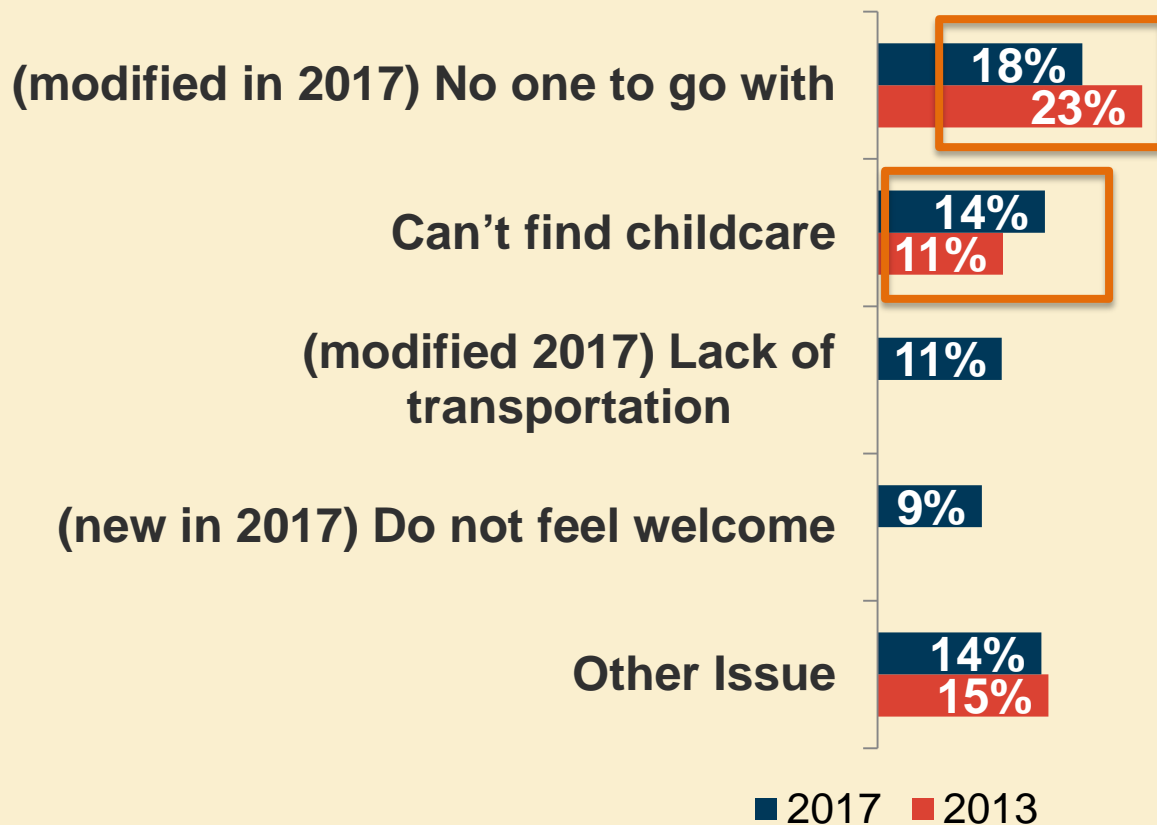


BARRIERS TO PARTICIPATION





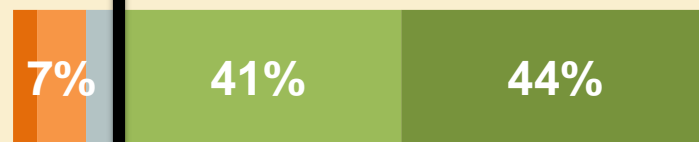
BARRIERS TO PARTICIPATION





REPRESENTATION IN ARTS, CULTURE AND CREATIVITY IN DENVER

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



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



Strongly Disagree
Somewhat Agree

Somewhat Disagree
Strongly Agree

Neither agree nor disagree
Don't know

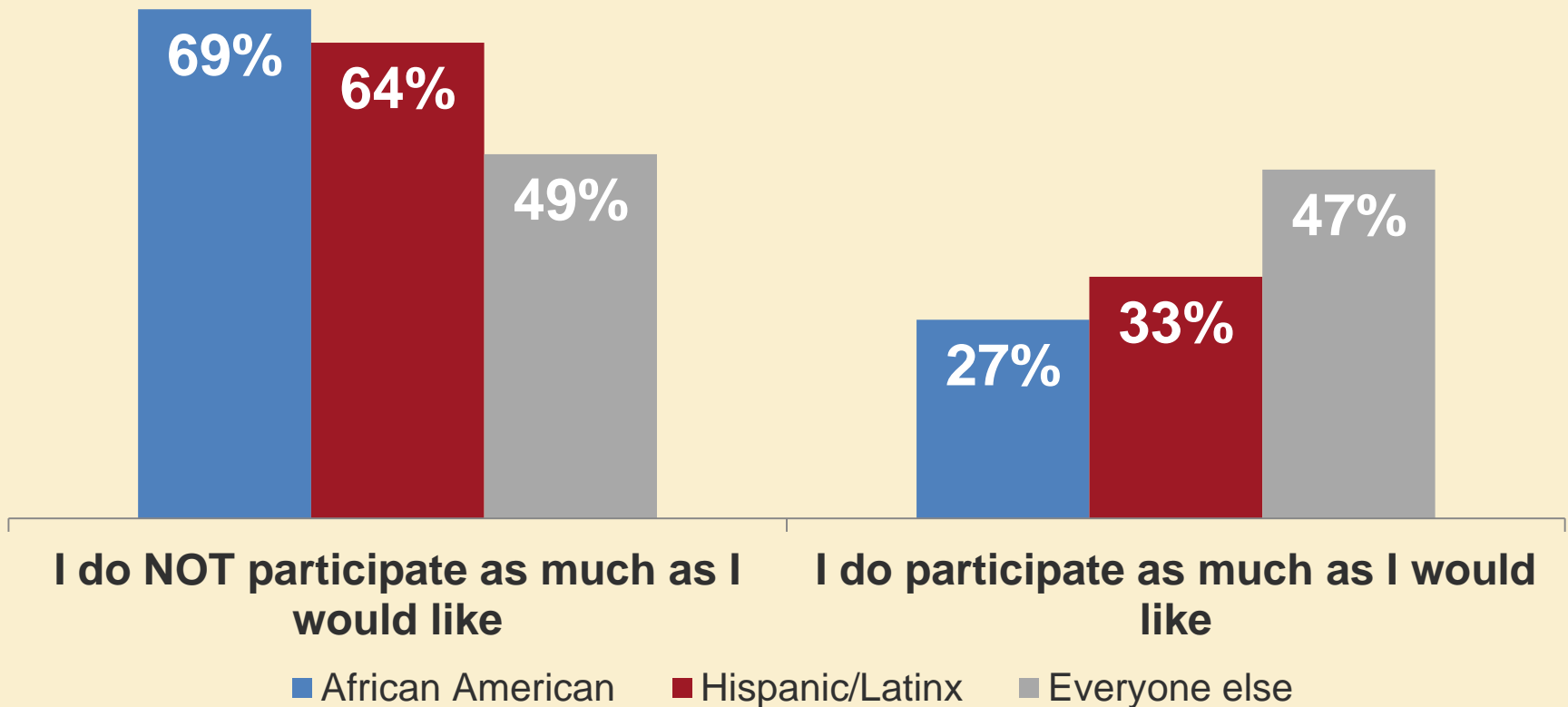


2017 SNAPSHOTS OF DENVER RESIDENTS: RACE AND ETHNICITY





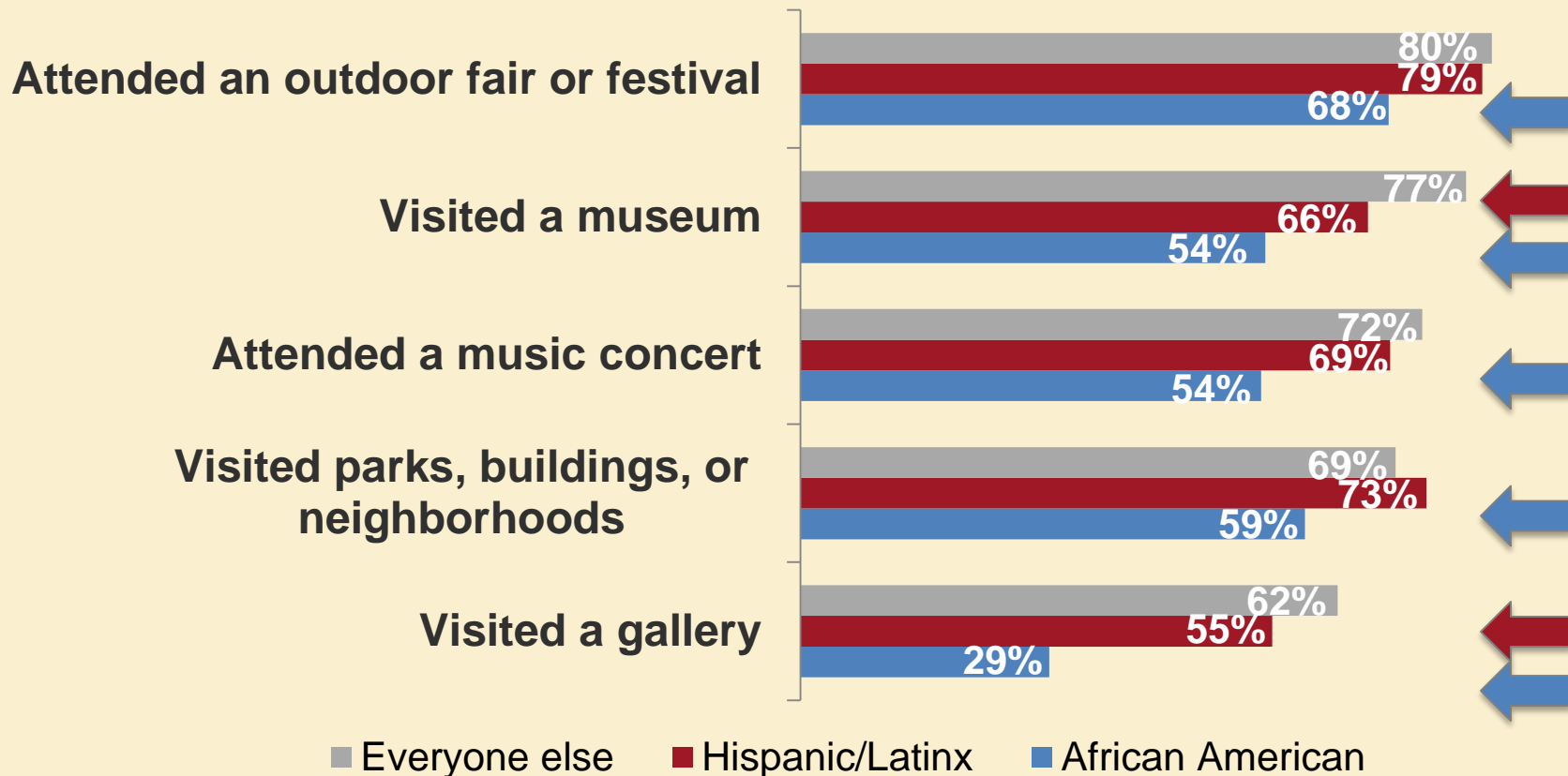
DESIRE FOR PARTICIPATION





Hispanics/Latinx
African American

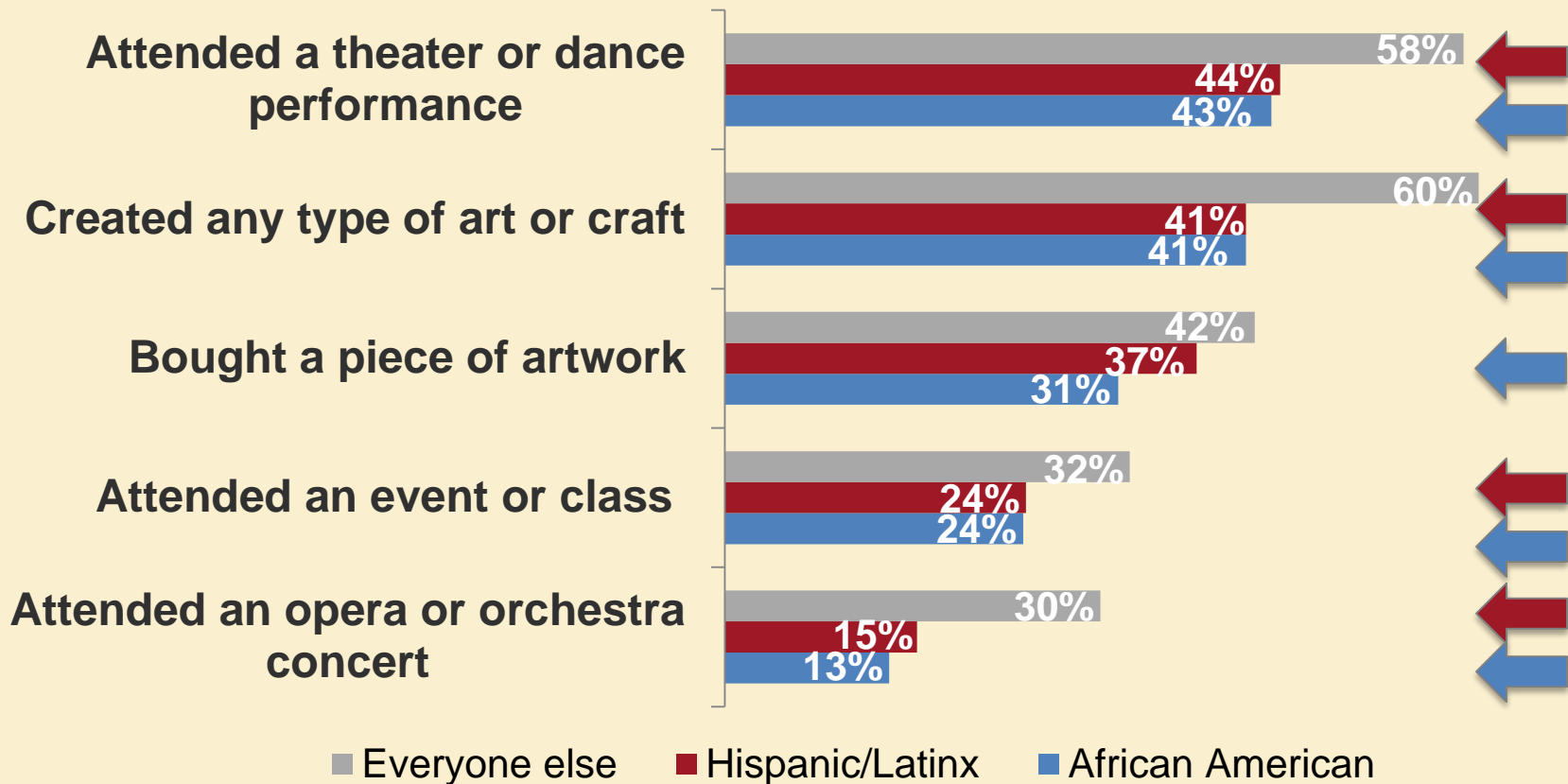
PARTICIPATION IN PAST 12 MONTHS





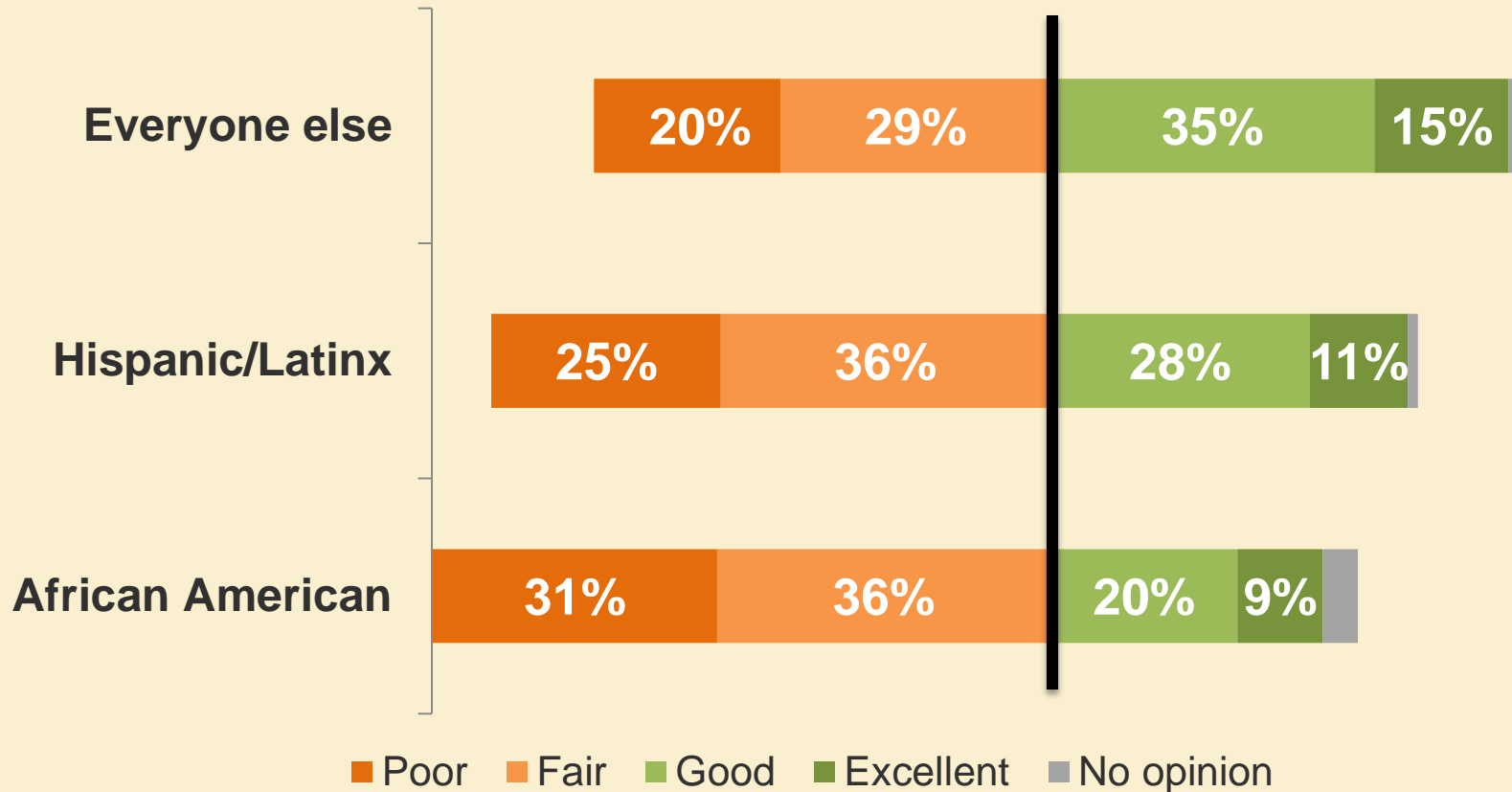
Hispanic/Latinx
African American

PARTICIPATION IN THE PAST 12 MONTHS





AMOUNT OF ARTS, CULTURE & CREATIVITY IN NEIGHBORHOOD



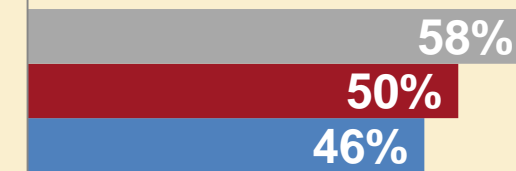


EXPERIENCING ARTS, CULTURE & CREATIVITY

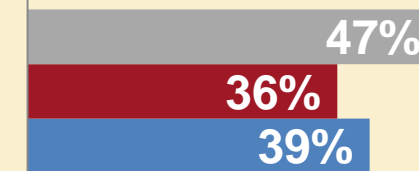
If you wanted to experience arts, culture, and creativity, it would be easy to find it in the city of Denver.



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.



■ Everyone else ■ Hispanic/Latinx ■ African American



LEARNING ABOUT ARTS, CULTURE & CREATIVITY

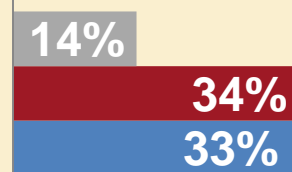
If you wanted to learn more about an arts, cultural or creative topic, it would be easy to do.



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



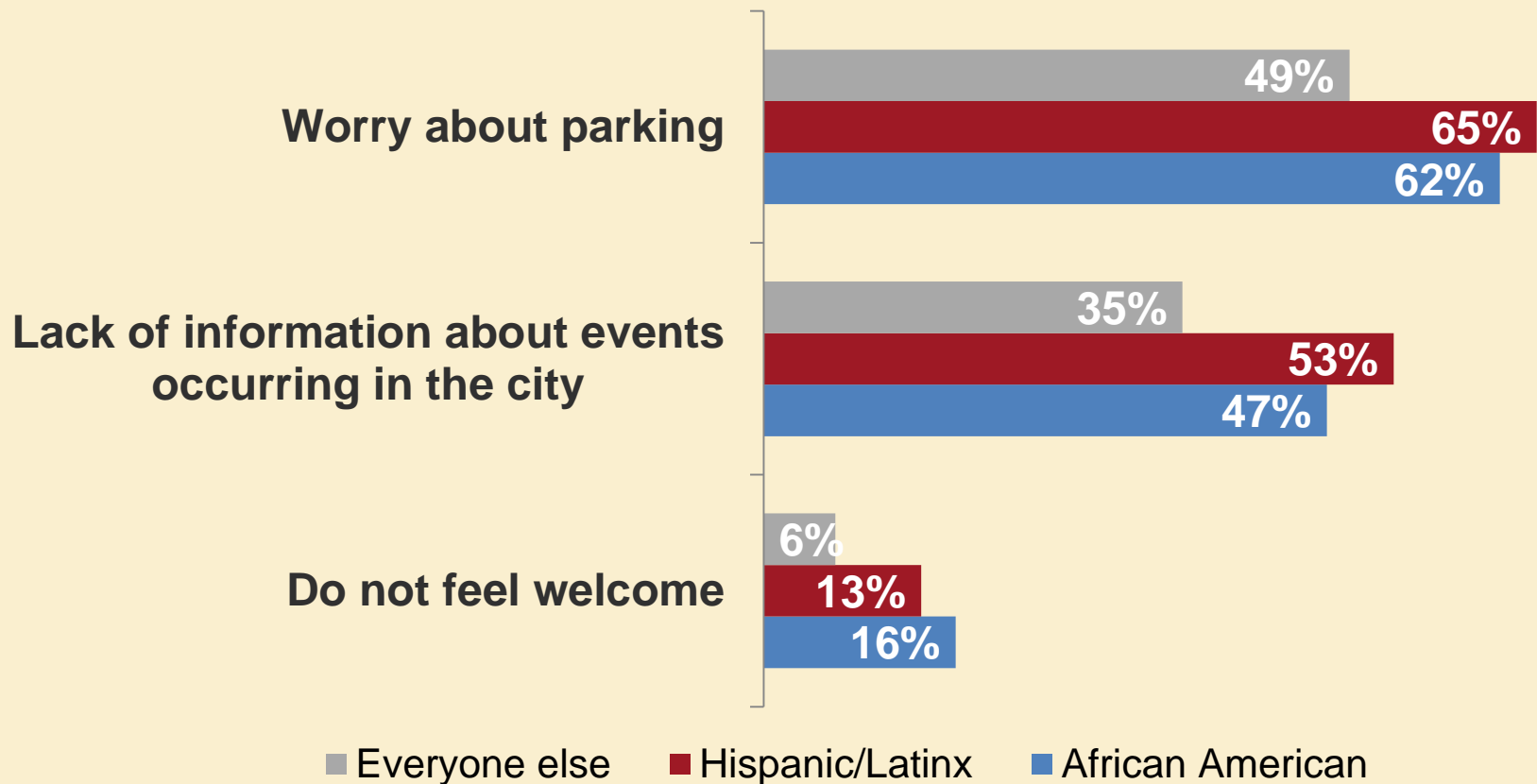
You feel like you don't have enough background information to enjoy or understand arts and cultural events.



■ Everyone else ■ Hispanic/Latinx ■ African American

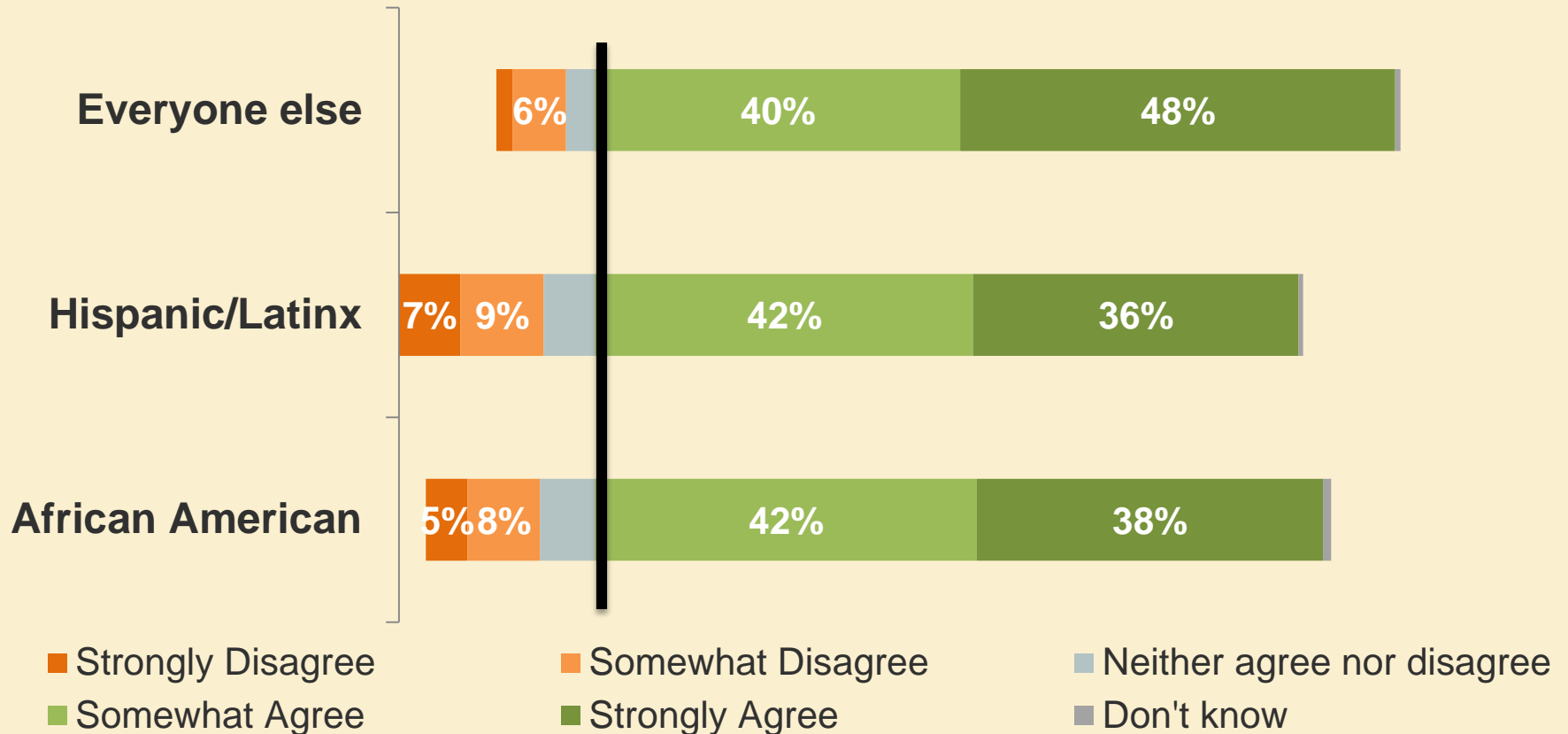


BARRIERS TO PARTICIPATION



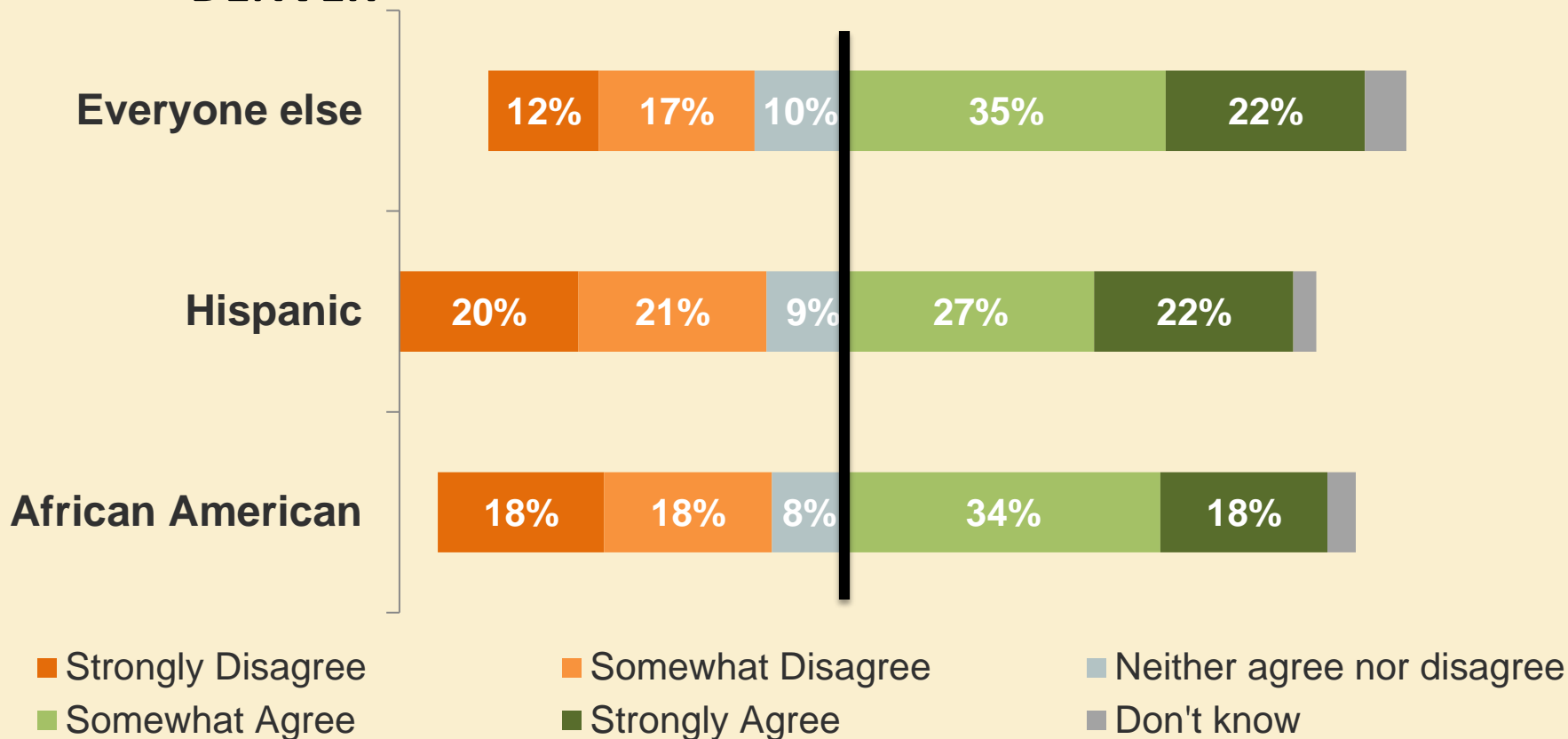


PEOPLE LIKE YOU PARTICIPATE IN ARTS, CULTURE & CREATIVITY IN DENVER





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



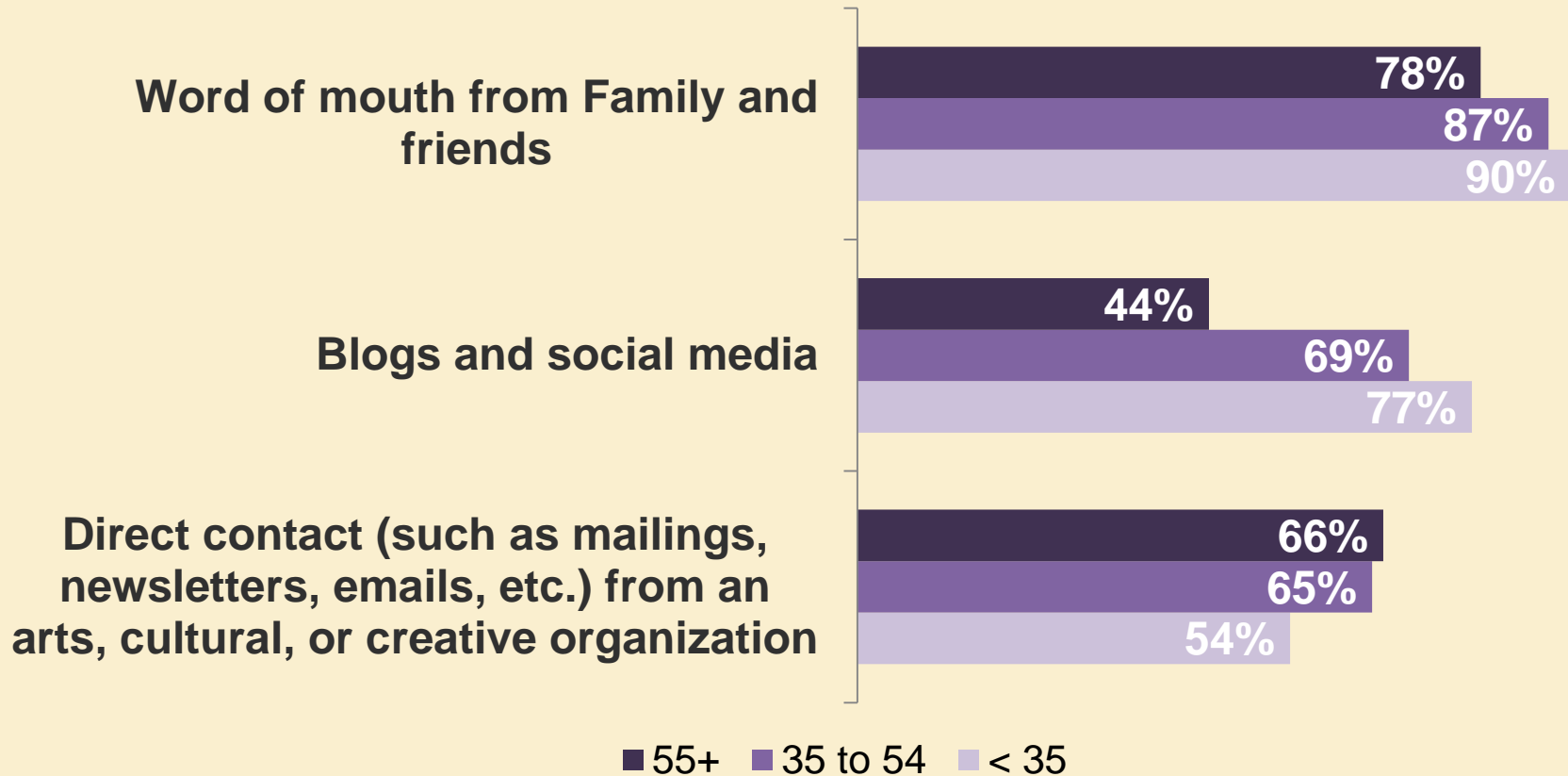


2017 SNAPSHOTS OF DENVER RESIDENTS: AGE



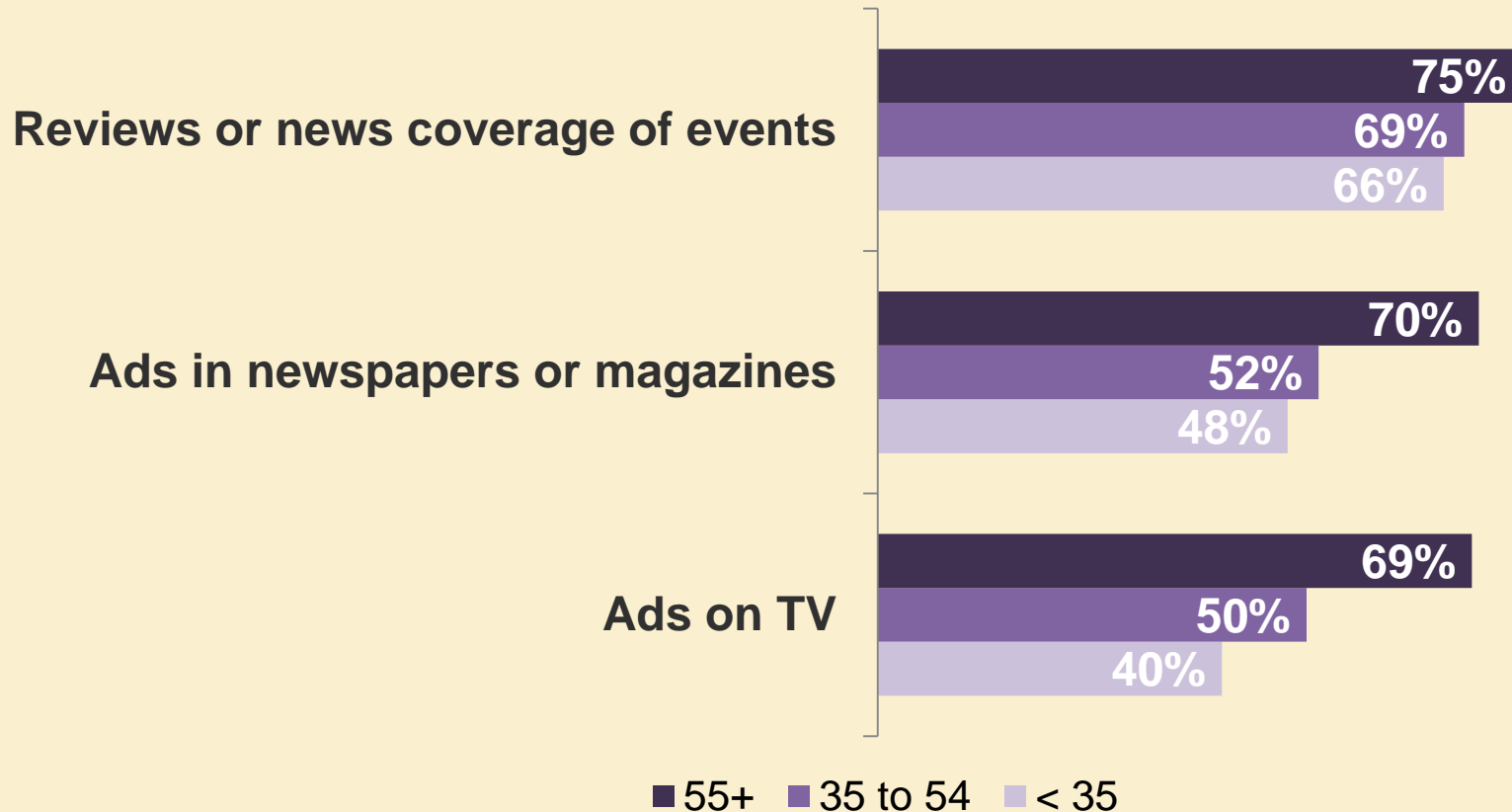


SOURCES OF INFORMATION ABOUT ARTS, CULTURE AND CREATIVITY



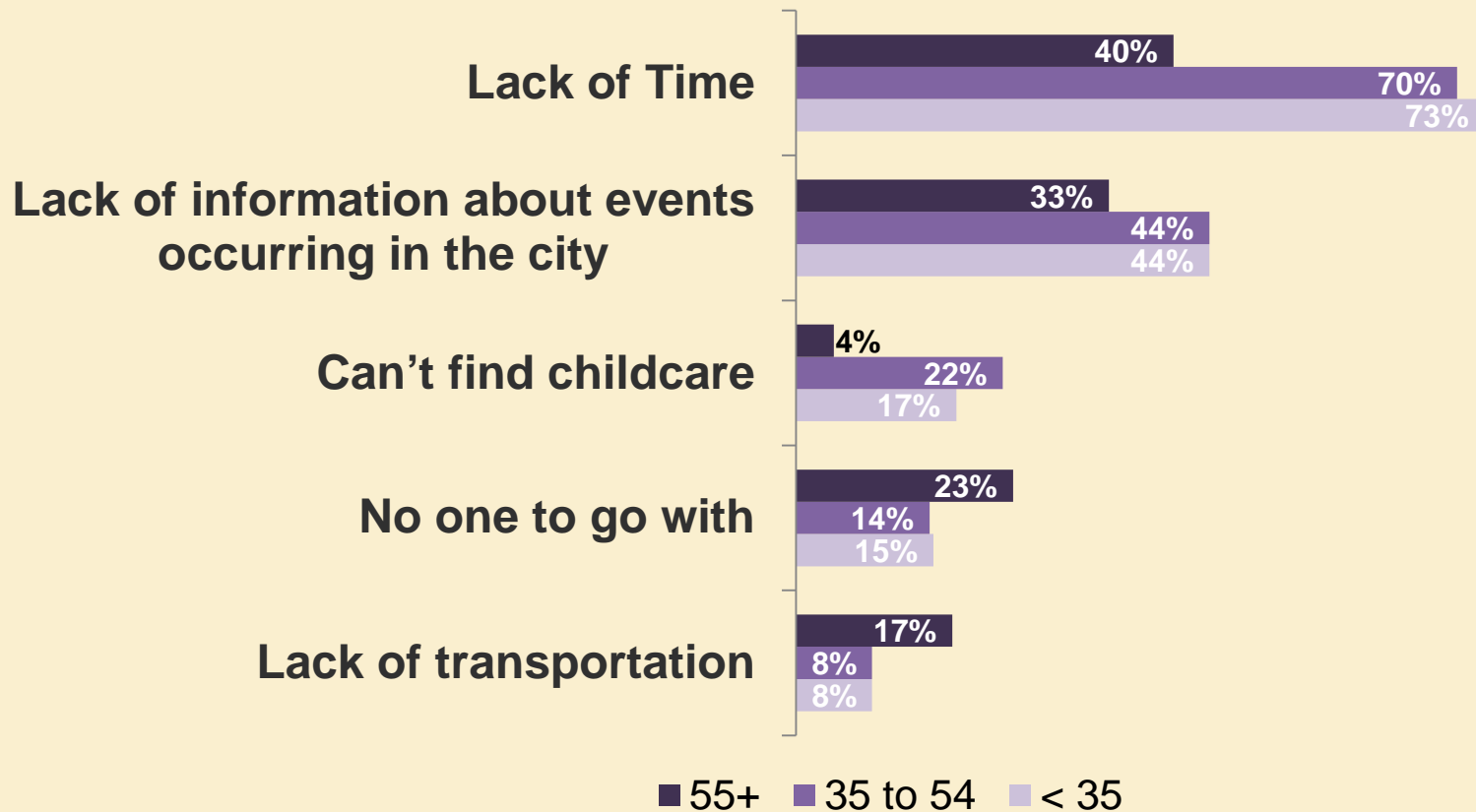


SOURCES OF INFORMATION ABOUT ARTS, CULTURE AND CREATIVITY





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