

# IMAGINE 2020 Public Survey

2017



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## Executive Summary

# Executive Summary: Overview

In 2017, Denver Arts & Venues retained Corona Insights to conduct a repeat of the IMAGINE 2020 public telephone survey of Denver residents. Specifically, this survey was designed to assess the first four vision elements of IMAGINE 2020 (outlined on the next page and in the [appendix](#)). As in 2013, African Americans and Hispanics/Latinx were oversampled so that, in addition to understanding the city's population as a whole, any key differences or similarities that exist for these groups could be examined. Additionally survey methodology can be found in the [Appendix](#).

## Goals:

- ➔ Assess opinions, beliefs, and behaviors related to arts, culture, and creativity in Denver.
- ➔ Examine differences within certain segments of the population.
- ➔ Compare the 2017 data to the 2013 data.

# IMAGINE 2020 Vision Elements

1. Integration: Increasing arts, culture and creativity in daily life
2. Amplification: Amplifying arts, culture and creativity to residents and the world
3. Accessibility: Achieving access and inclusivity to arts, culture and creativity
4. Lifelong Learning: Filling our lifetimes with learning
5. Local Talent: Building careers and businesses by nurturing local talent
6. Economic Vitality: Fueling our economic engine
7. Collective Leadership: Leading cultural development to 2020 and beyond

# Executive Summary: Key Themes

- The key themes from the 2017 survey mirror many of the themes from the 2013 survey:
  - > Residents of Denver continue to participate in arts, culture and creativity at a high rate and to believe that arts, culture and creativity have a large positive impact on Denver. Of note, residents strongly believe that arts, culture and creativity in Denver provide opportunities for people of all ages to learn and increase quality of life and livability.
  - > Denver residents enjoy attending outdoor fairs or festivals, visiting museums, attending music concerts, and visiting parks, building, or neighborhoods for their historic or design value.
  - > Although a larger proportion of residents are participating as much as they would like in 2017, there is still a significant portion of the population who would like to participate even more.
  - > Different groups of residents face different barriers that prevent them from participating more, whether it is the ease of finding arts, culture and creativity in one's neighborhood to concerns about parking to not having enough time.
  - > A large majority of Denver residents believe that people like them participate in arts, culture and creativity in Denver. However, fewer African Americans and Hispanics/Latinx thought that people like them participated. And, although feeling not welcome was not a common barrier to participating in arts, culture and creativity, relative to other barriers, it was a more common barrier for African Americans and Hispanics/Latinx.
  - > As the transition from traditional media (e.g., newspapers, television) to new media (e.g., social media, email) as a source of information continues, there are growing pains. Whether an accurate perception or not, residents who use more new media for information feel less satisfied with the information they are receiving.

# Executive Summary: Overall Findings

## ☛ Denver residents overwhelming thought that Denver was an arts town.

- > While Denver is thought of as both an outdoorsy and a sports town, an arts town was a close third. Additionally, Denver's stereotype as a cow town has weakened over time. Although as many respondents thought that Denver was an arts town in 2017, slightly fewer thought it was a cow town compared to 2013.

## ☛ A large majority of Denver residents believed that arts, culture and creativity have positive impacts on the city, such as providing opportunities for people of all ages to learn and increasing quality of life and livability.

- > Overall, respondents in 2017 were as likely as those in 2013 to believe in the positive impacts of arts, culture and creativity in Denver. Moreover, respondents were slightly more likely in 2017 to believe that arts, culture and creativity bring communities together and support and create active and unique neighborhoods.

## ☛ Participation rates in arts, culture and creativity were high among Denver residents.

- > Almost all respondents had participated in arts, culture and creativity during the past 12 months. Festival, museums, and galleries were common recent arts, cultural and creative experiences for respondents. Overall, participation in arts, culture and creativity remained high in 2017. Respondents in 2017 were more likely to have visited a museum in 2017, compared to 2013.

## ☛ Although participation rates were high, Denver residents still reported wanting more arts, culture and creativity in their lives.

- > More than half of respondents reported that they do not participate in arts, culture and creativity as much as they would like. Overall, participants were slightly more satisfied in 2017 with their participation in arts, culture and creativity in Denver.

## ☛ Similar to the findings from 2013, Denver residents in 2017 rated the amount of arts, culture and creativity in Denver higher than the amount in their neighborhood.

- > Respondents believe that it was easier to experience arts, culture and creativity in Denver than in their neighborhood. Furthermore, less than half of respondents had experience something artistic, cultural, or creative that day.

# Executive Summary: Overall Findings

- **Lack of time and concern about parking were the top two barriers to greater participation in arts, culture and creativity in Denver.**
  - > As in 2013, lack of time remained the primary barrier in 2017 that prevented respondents from participating in arts, culture and creativity more. There have been some changes since 2013 in the percentage of residents reporting different barriers to greater participation. Having no one to go with was less likely to be a barrier in 2017. Respondents in 2017 were more likely to report preferring to do other activities as a barrier. Respondents in 2017 were also more likely to report that finding childcare was a barrier.
- **Although Denver residents felt like there was a lot of arts, culture and creativity in Denver, they did not feel like they had good information about what was going on in the city.**
  - > A third of respondents were not satisfied with the amount of information they received on arts, culture and creative events in Denver. Although participation remained high in 2017, respondents felt like it was slightly more difficult to find and experience arts, culture and creativity in Denver. In 2017, respondents reported more difficulty with knowing about and experiencing arts, culture and creativity in Denver. Fewer respondents thought it would be easy to find arts, culture and creativity in Denver if they wanted to experience it. Respondents also were less satisfied with the amount of information they get about arts, cultural and creative events in Denver.
- **Denver residents have continued to transition from more traditional media to newer media as a source of information about what is going on in Denver.**
  - > Like 2013, word of mouth was again the most common source for information about arts, culture and creativity in Denver, with reviews or news coverage of events and blogs and social media rounding out the top three sources. Fewer respondents in 2017 were relying on traditional media sources for information about arts, cultural and creative events in Denver. Respondents in 2017 were less likely to use reviews or news coverage of events, ads on tv, ads on the radio, and ads in newspapers or magazines as sources of information about arts, cultural and creative events in Denver. Respondents in 2017 were much more likely to find out about events from blogs and social media. Additionally, respondents in 2017 were more likely to use direct contact from organizations.



# Executive Summary: Overall Findings

## ➤ Denver residents noted that there could be greater diversity within arts, culture and creativity in Denver.

- > More than half of respondents rated the amount of culturally diverse programs in Denver as good or excellent; however, the ratings of culturally diverse programs in Denver were lower in 2017, compared to 2013. A large majority of respondents believed that people like them participate in arts, culture and creativity in Denver. However, a smaller proportion believed that people like them work in arts, culture and creativity in Denver. There were some demographic differences in whether respondents felt like people like them participated in arts, culture and creativity in Denver.

## ➤ Denver residents believed that it was easy to learn about arts, culture and creativity in Denver.

- > Almost 90 percent of respondents thought it would be easy to learn about an arts, cultural or creative topic if they wanted to; however, fewer thought it would be easy to do so in 2017, compared to 2013. More than a quarter of respondents had attended an event or class to learn more about arts, culture or creativity.

# Snapshots

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# Snapshot overview

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- ➔ On the following pages, we outline snapshots of certain demographic groups in Denver. Specifically, we focus on Hispanics/Latinx, African Americans, younger residents, and older residents.
- ➔ For each of these groups, we highlight how they differed from the broader population and whether there have been significant changes over time. Some groups' opinions and behaviors differed more from the broader population than others or have changed more since 2013.

# Snapshot: Hispanics/Latinx

## ➤ **Hispanic/Latinx residents were interested in the arts but currently were not participating as much as they would like.**

- > As in 2013, Hispanic/Latinx respondents believed that Denver is an arts town and wanted to participate more in arts, culture and creativity in Denver. They currently do not participate as much as they would like, compared to non-Hispanic/Latinx, non-African American respondents, and this has not changed since 2013.
- > When asked to describe their most recent arts, cultural or creative experience, more than a quarter of Hispanic/Latinx respondents said none or that they could not recall, which was a greater amount than non-Hispanic/Latinx, non-African American respondents. Hispanic/Latinx respondents were more likely to report that a festival was their most recent arts, cultural or creative experience and less likely to report that a theater, dance, or opera performance was their most recent experience, compared to other respondents.
- > When asked whether they had participated in certain types of arts, cultural or creative activities over the past 12 months, Hispanics/Latinx were less likely to have visited a museum, attended a theater or dance performance, attended an opera or orchestra concert, visited a gallery, attended an event or class to learn more about arts, culture and/or creativity, and created any type of art or craft, compared to other respondents. However, they were significantly more likely to have bought a piece of art in 2017, compared to 2013.

## ➤ **Hispanic/Latinx residents found it more difficult to find arts, culture and creativity.**

- > Hispanic/Latinx respondents reported slightly more difficulty experiencing arts, culture and creativity in their neighborhoods and more difficulty learning about an arts, cultural or creative topic. They were more likely to feel like they did not have enough background information to enjoy or understand arts and cultural events. They were also slightly less likely to report experiencing something artistic, cultural or creative that day.
- > Compared to 2013, Hispanic/Latinx respondents in 2017 reported more difficulty experiencing arts, culture and creativity in Denver. Fewer respondents thought it would be easy to find arts, culture and creativity in Denver if they wanted to experience it and fewer thought it would be easy to learn more about an arts, cultural or creative topic. They also were less likely to report that they experienced something artistic, cultural or creative that day.

# Snapshot: Hispanics/Latinx

## ➤ Hispanic/Latinx residents had more difficulty finding out about arts, culture and creativity in Denver.

- > Hispanic/Latinx respondents were less happy than other respondents about the amount of information they received about arts, culture and creativity in Denver, and this dissatisfaction increase in 2017.
- > Hispanic/Latinx respondents were more likely to use blogs and social media than other respondents. Hispanics/Latinx were less likely to use direct contact from organizations and word of mouth to receive information than other respondents. However, Hispanic/Latinx respondents had increased their use of direct contact from organizations in 2017.

## ➤ Hispanic/Latinx residents face slightly different barriers that prevent them from participating in arts, culture and creativity more.

- > Hispanic/Latinx respondents were more likely to report that worry about parking, a lack of information about events occurring in the city, and not feeling welcome were barriers, compared to other respondents. If Hispanics/Latinx are having to travel outside of their neighborhood to find arts, culture and creativity, it is perhaps not surprising that parking becomes a greater barrier. Additionally, preferring to do other activities had become a bigger barrier for Hispanic/Latinx respondents in 2017, compared to 2013.
- > Although not feeling welcome at different events was not an especially common barrier relative to other barriers (such as lack of time, parking, etc.) for Hispanic/Latinx respondents, it may be somewhat related to feeling like Hispanic/Latinx residents are not as well represented in arts, culture and creativity in Denver. Hispanics/Latinx respondents were less likely to believe that people like them participated or worked in arts, culture and creativity in Denver.

## ➤ While Hispanic/Latinx residents still believe that arts, culture and creativity have a positive impact on Denver, the strength of those beliefs were a little weaker in 2017.

- > Hispanics/Latinx in 2017 were less likely to believe that arts, culture and creativity in Denver represented our diverse communities. Hispanics/Latinx in 2017 were also slightly less likely to believe that arts, culture and creativity support and create active and unique neighborhoods, attract tourism, contribute to Denver's economy, and improve Denver's national reputation.

# Snapshot: African Americans

- **African American residents were interested in the arts but currently were not participating as much as they would like.**
  - > African American respondents were as likely to believe that Denver was an arts town. African Americans were most dissatisfied with their current level of participation in arts, culture and creativity in Denver and wanted to participate more. This was the same as 2013.
  - > When asked to describe their most recent arts, cultural or creative experience, more than a fifth of African American respondents said none or that they could not recall, which was a greater amount than non-Hispanic/Latinx, non-African American respondents. Of those who did recall, the activities most commonly mentioned were festivals, museums or galleries, and theater/dance/opera performances.
  - > When asked whether they had participated in certain types of arts, cultural or creative activities over the past 12 months, African American respondents were less likely to have visited a museum, attended a theater or dance performance, attended an opera or orchestra concert, visited a gallery, attended an event or class to learn more about arts, culture and/or creativity, and created any type of art or craft, attended a music concert, attended an outdoor fair or festival, and to have visited parks, buildings or neighborhoods for their historic or design value.
- **African American residents found it more difficult to find arts, culture and creativity.**
  - > African American respondents rated the amount of arts, culture and creativity in their neighborhood as worse than other respondents. These ratings had not changed since the 2013 survey.
  - > African Americans reported slightly more difficulty experiencing arts, culture and creativity in their neighborhoods and learning about an arts, cultural or creative topic. They were more likely to feel like they did not have enough background information to enjoy or understand arts and cultural events. They were also slightly less likely to report experiencing something artistic, cultural or creative that day. While many of these findings were trending in a negative direction, only the ease of finding arts, culture and creativity in Denver had decreased for African Americans in 2017.

# Snapshot: African Americans

- **African American residents face slightly different barriers that prevent them from participating in arts, culture and creativity more.**
  - > African American respondents were more likely to report that worry about parking, a lack of information about events occurring in the city, and not feeling welcome were barriers. Although not feeling welcome was a relatively smaller barrier compared to others (e.g., almost two thirds of African Americans reported that concern about parking was a barrier vs. 16 percent who reported not feeling welcome was a barrier), it was more common for African Americans (16 percent) compared to non-Hispanic/Latinx, non-African American respondents (6 percent).
  - > Similar to Hispanics/Latinx, African Americans were less likely to believe that people like them participated or worked in arts, culture and creativity in Denver.
  - > African Americans were less likely to use direct contact from organizations and word of mouth to receive information, compared to other respondents. They were slightly more likely to use ads on TV for information, compared to other respondents.
- **While African American residents overall believe that arts, culture and creativity have a positive impact on Denver, the strength of those beliefs was weaker compared to those of non-Hispanic/Latinx, non-African American residents.**
  - > African American respondents were less likely to believe that arts, culture and creativity contribute to Denver's economy, represent our diverse communities, increase quality of life and livability, improve Denver's national reputation, and cause positive changes in society.

# Snapshot: Younger Respondents

- **Younger residents were very involved in arts, culture and creativity and believe strongly in the impact it can have on the city.**
  - > Younger respondents were more likely to have participated in arts, culture and creativity, especially festivals. Younger respondents showed an increase in museum and gallery visitation in 2017. Younger respondents were also more likely to say that they were an artist, compared to older respondents.
  - > Younger respondents were less likely to say Denver was a cow town. From 2013 to 2017, there was a significant drop for those ages 35 to 54 who believed it is a cow town.
  - > Younger respondents more strongly believed that arts, culture and creativity bring communities together and cause positive changes in society. However, respondents younger than 35 years old rated the amount of culturally diverse programs in Denver as worse.
- **Younger residents consumed different type of media yet seemed less content with how they were receiving information about arts, culture and creativity in Denver.**
  - > Younger respondents were more likely to use blogs and social media and word of mouth.
  - > Younger respondents were less happy than other respondents about the amount of information they received about arts, culture and creativity in Denver
- **Younger residents have people and resources to attends arts, cultural and creative events in Denver, but they still face some barriers, especially time.**
  - > Having no one to go with was less likely to be a barrier in 2017, especially for respondents younger than 35.
  - > Lack of time, lack of information about events occurring in the city, and an inability to find childcare were bigger barriers for respondents younger than 55.



# Snapshot: Older Respondents

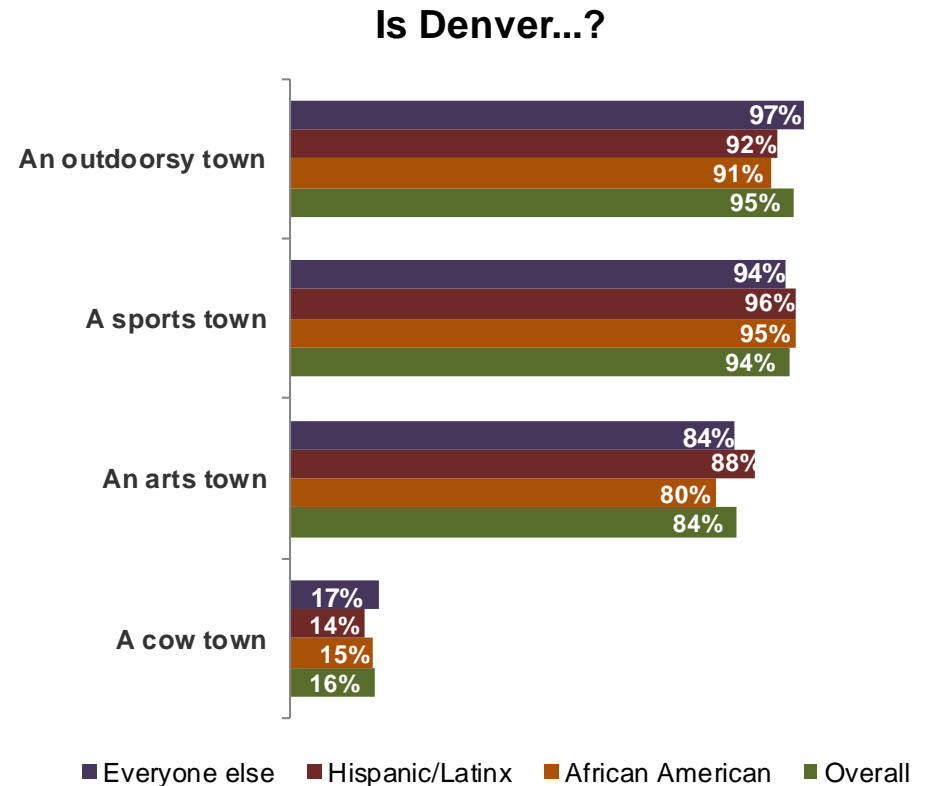
- **Older residents were not participating as much as they would like, compared to younger residents.**
  - > When asked to describe their most recent arts, cultural or creative experience, respondents 55 and older were also less likely to report any experience.
  - > However, respondents 55 and older wanted to participate more, compared to younger respondents.
  - > Older respondents were more likely to report volunteering or working in arts education, including both those 35 to 54 years old and those 55 and older.
- **Older residents were more content with how they received information about arts, cultural and creative events in the city, but other barriers prevent them from participating more.**
  - > Older respondents were more likely to use reviews or news coverage of events, ads on TV, ads in newspapers, and direct contact from organizations to get information about arts, culture and creativity in Denver.
  - > While lack of time was less of a barrier for older respondents, lack of transportation and no one to go with were bigger barriers for respondents 55 and older.



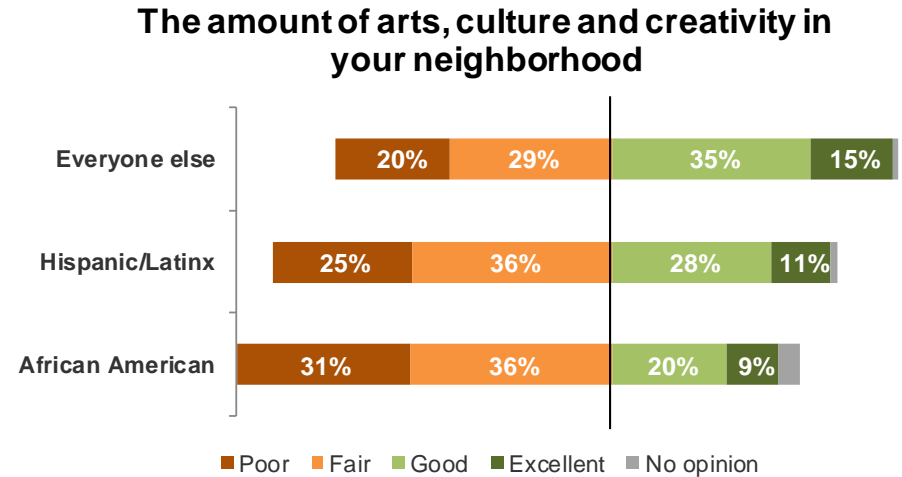
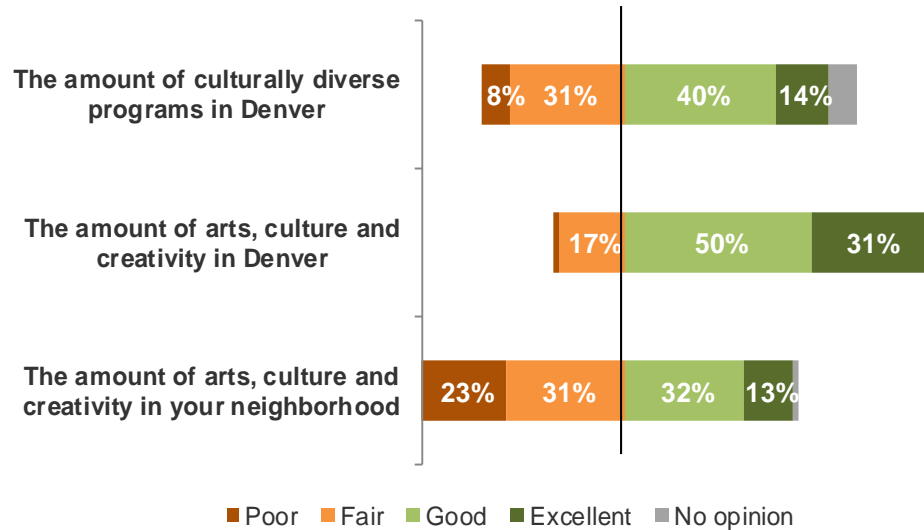
## Detailed Findings: 2017 Survey

# A large majority of respondents believed that Denver is an arts town

- ➔ While a large majority of respondents believed that Denver was an arts town, even more respondents thought that it was an outdoorsy town or a sports town.
- ➔ Only 16 percent of respondents thought that Denver was a cow town.
  - > Respondents younger than 55 were less likely to say it was a cow town, compared to older respondents.
- ➔ African American and Hispanic/Latinx respondents were less likely to say that Denver was an outdoorsy town.

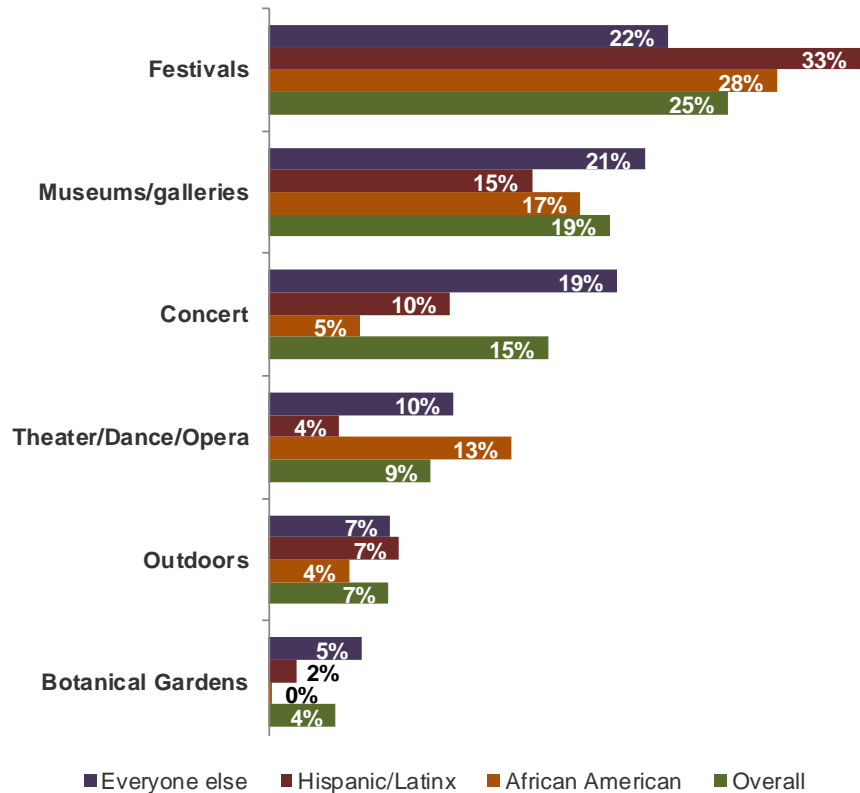


# Respondents rated the amount of arts, culture and creativity in Denver higher than the amount in their neighborhood



- ➡ African Americans rated the amount of arts, culture and creativity in their neighborhood worse than other respondents.
- ➡ Respondents younger than 35 years old rated the amount of culturally diverse programs in Denver slightly worse than older respondents.

# Festivals, museums, and galleries were the most common arts, cultural and creative experiences reported by respondents

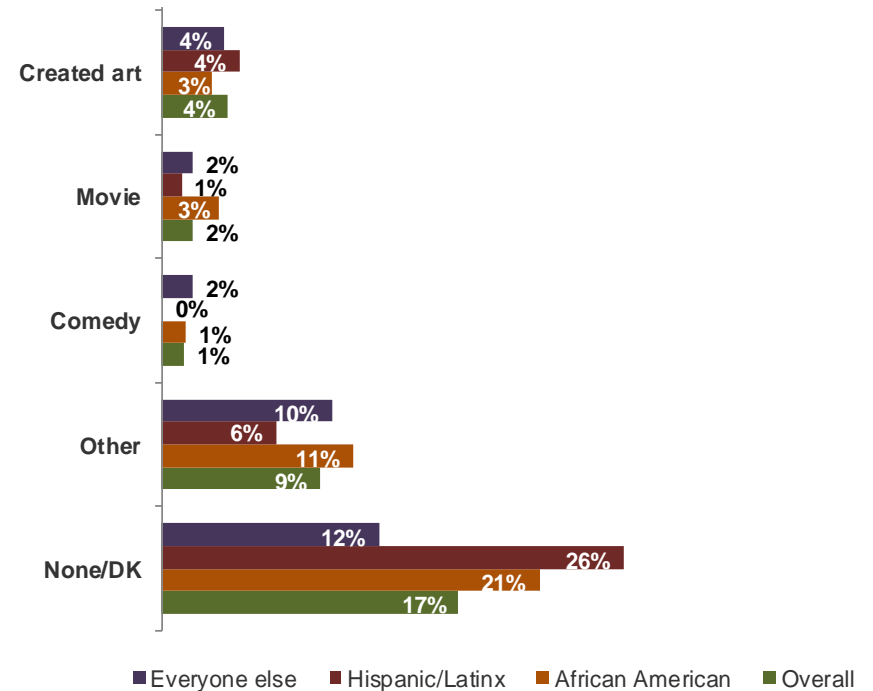


*Open ended responses were coded and then analyzed.*

- ➔ Hispanic/Latinx respondents were more likely to report that a festival was their most recent arts, cultural or creative experience, compared to non-Hispanic/Latinx, non-African American respondents.
  - > Younger respondents and respondents who had kids were also more likely to report a festival.
- ➔ Hispanics/Latinx were slightly less likely to report that a theater, dance, or opera performance was their most recent experience than non-Hispanics/Latinx.
- ➔ Non-Hispanic/Latinx, non-African American respondents were more likely to report that a concert was their most recent arts, cultural or creative experience.
  - > Respondents with kids were less likely to report a concert.
- ➔ Women were more likely to report a theater, dance, or opera performance or the botanical gardens. Men were more likely to report a concert.

# Just under a fifth of respondents said that they could not recall or had not experienced anything arts, cultural or creative

- African Americans and Hispanics/Latinx were more likely to report that they could not recall or had not had a recent arts, cultural or creative experience.
- Respondents 55 and older were also less likely to report any experience.
- Respondents who were artists, those who worked or volunteered at in arts education, and those who worked or volunteered at an arts, cultural or creative organization were more likely to report a recent arts, cultural or creative experience.
- Also, respondents with children in the household were more likely to report a recent arts, cultural or creative experience. They were more likely to report that creating art was the recent experience.

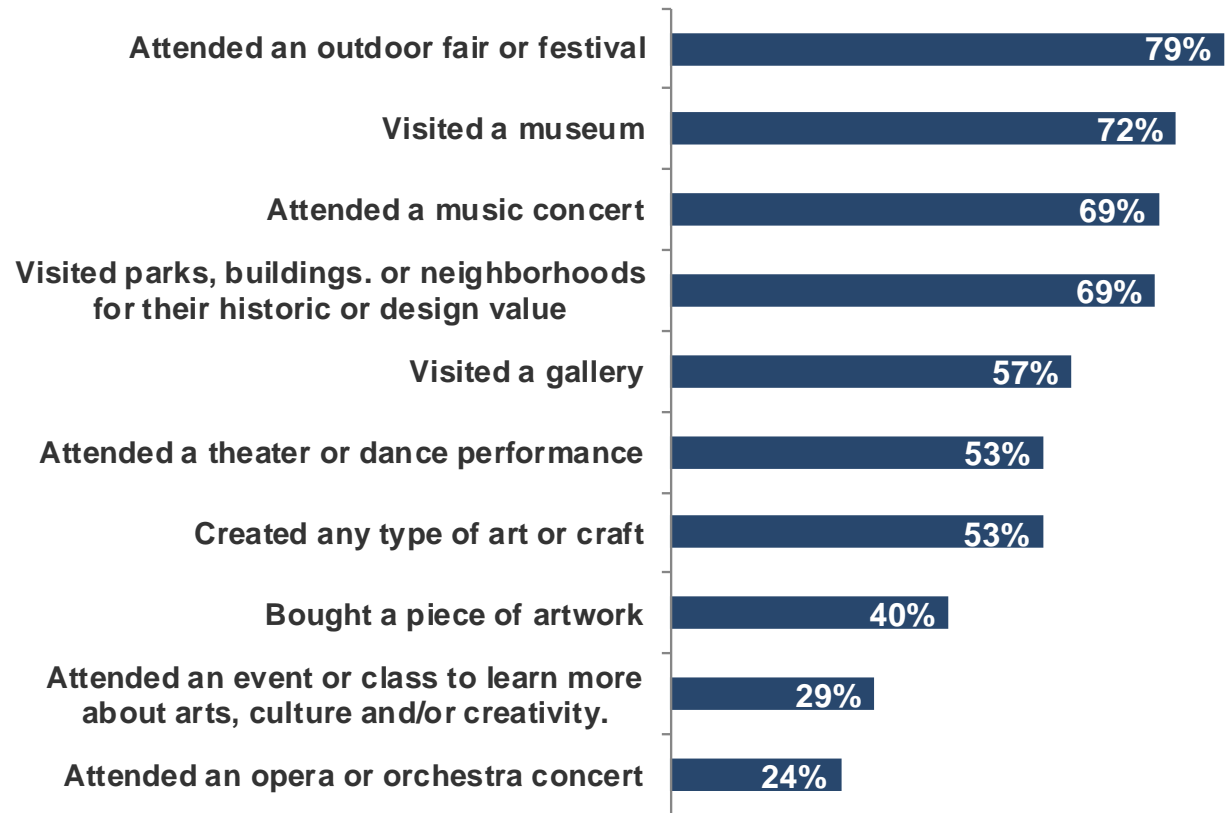


*Open ended responses were coded and then analyzed.*

# Almost all respondents had participated in arts, culture and creativity during the past 12 months

- Less than 5 percent of respondents had not participated in arts, culture and creativity over the past 12 months.
- Younger respondents were more likely to have participated in arts, culture and creativity.

## Done the Following in the Past 12 Months

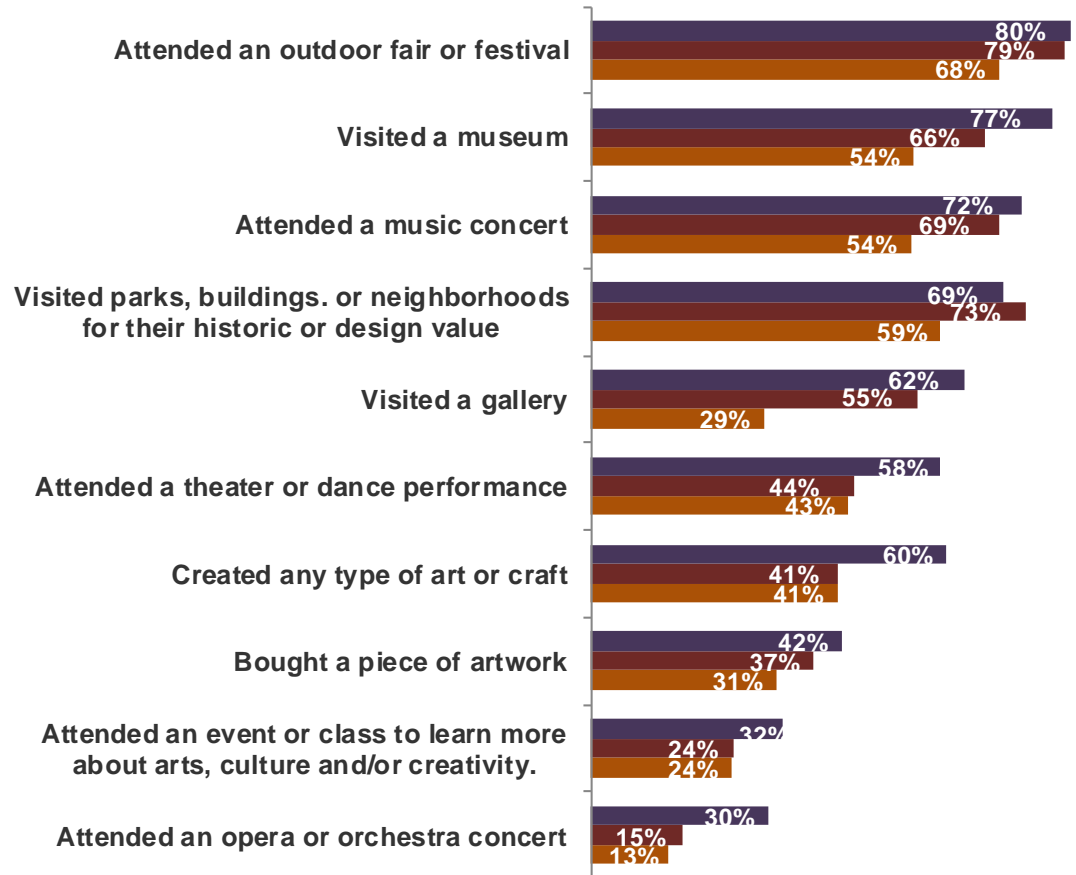




# African Americans and Hispanics/Latinx were less likely to participate in certain arts, cultural and creative activities

- Overall, African Americans were less likely to have participated in most of the arts, cultural and creative activities that were tested.
- African Americans and Hispanics/Latinx were less likely to have visited a museum, attended a theater or dance performance, attended an opera or orchestra concert, visited a gallery, attended an event or class to learn more about arts, culture and/or creativity, and created any type of art or craft.
- African Americans were less likely to have attended a music concert, attended an outdoor fair or festival, and visited parks, buildings or neighborhoods for their historic or design value.

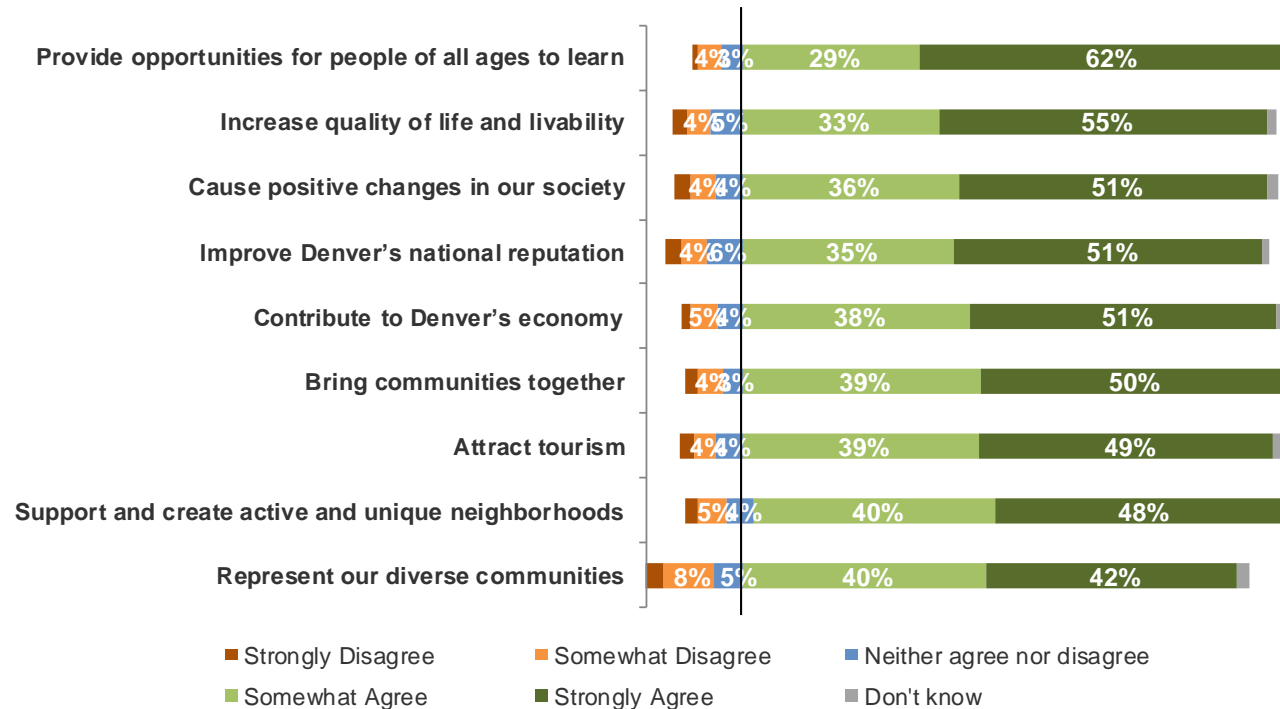
## Done the Following in the Past 12 Months





# Respondents overwhelmingly thought that arts, culture and creativity had positive impacts on Denver

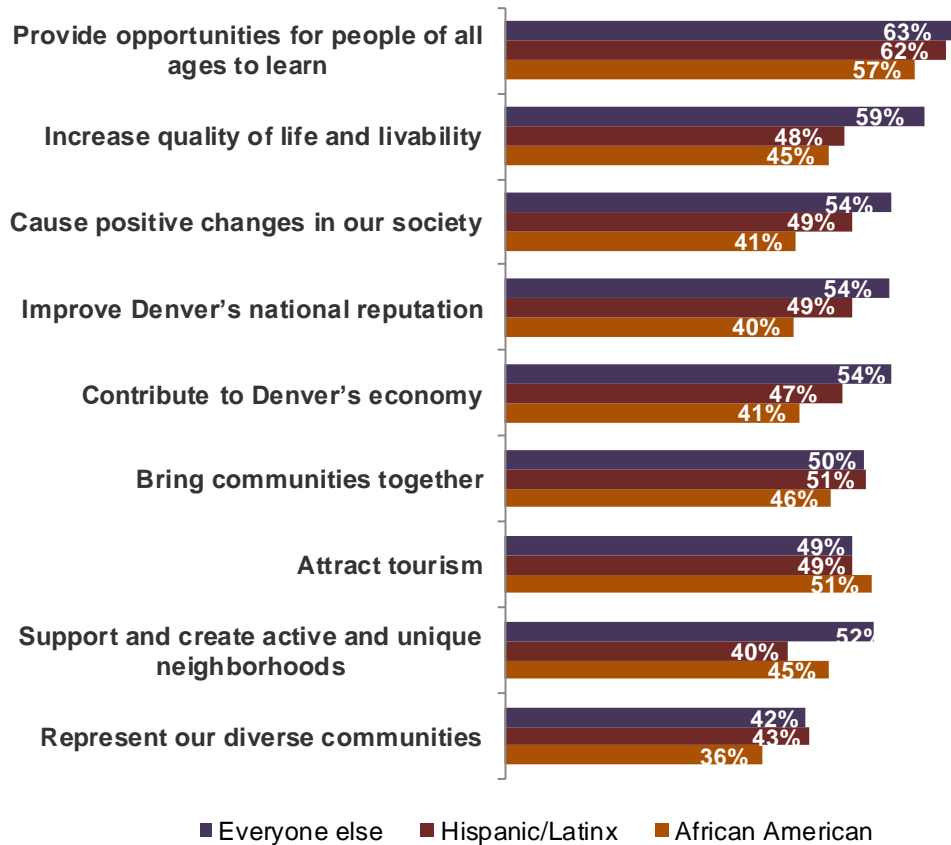
## Arts, Culture and Creativity in Denver...



- Respondents most strongly believed that arts, culture and creativity provide opportunities for people of all ages to learn, especially respondents with children in the household. Younger respondents more strongly believed that arts, culture and creativity bring communities together and cause positive changes in society. Artists more strongly believe that arts, culture and creativity bring communities together and represent our diverse communities.

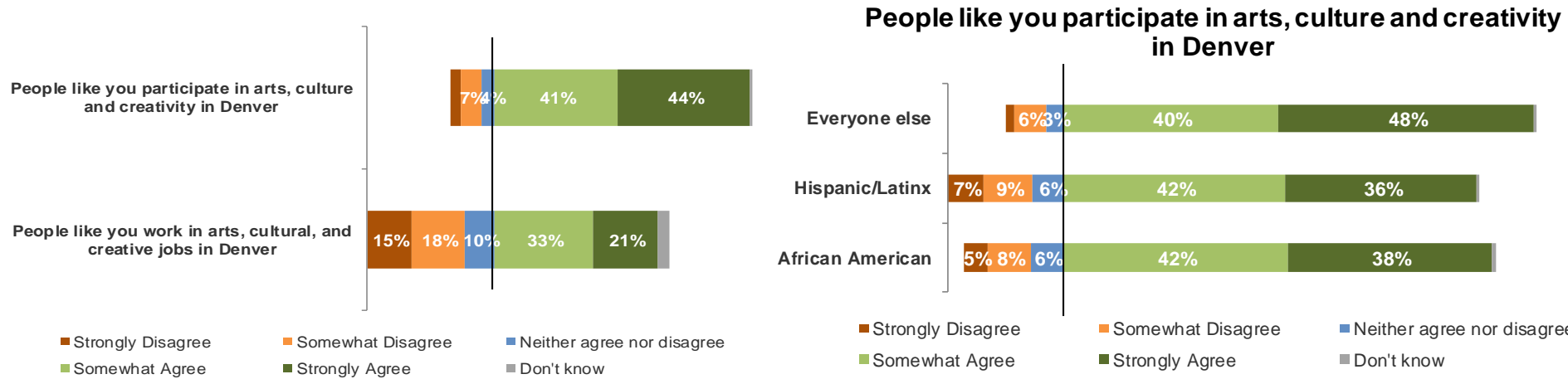
# Hispanics/Latinx and African Americans felt less strongly about some of the positive impacts of arts, culture and creativity in Denver

## Percentage Who Strongly Agree With Statement



- Hispanics/Latinx were less likely to strongly believe that arts, culture and creativity support and create active and unique neighborhoods.
- African Americans were less likely to strongly believe that arts, culture and creativity contribute to Denver's economy or that they improved Denver's national reputation.
- Hispanics/Latinx and African Americans were both more likely to disagree with the statement that arts, culture and creativity represent our diverse communities.
- Both Hispanics/Latinx and African Americans were less likely to strongly believe that arts, culture and creativity increase quality of life and livability.

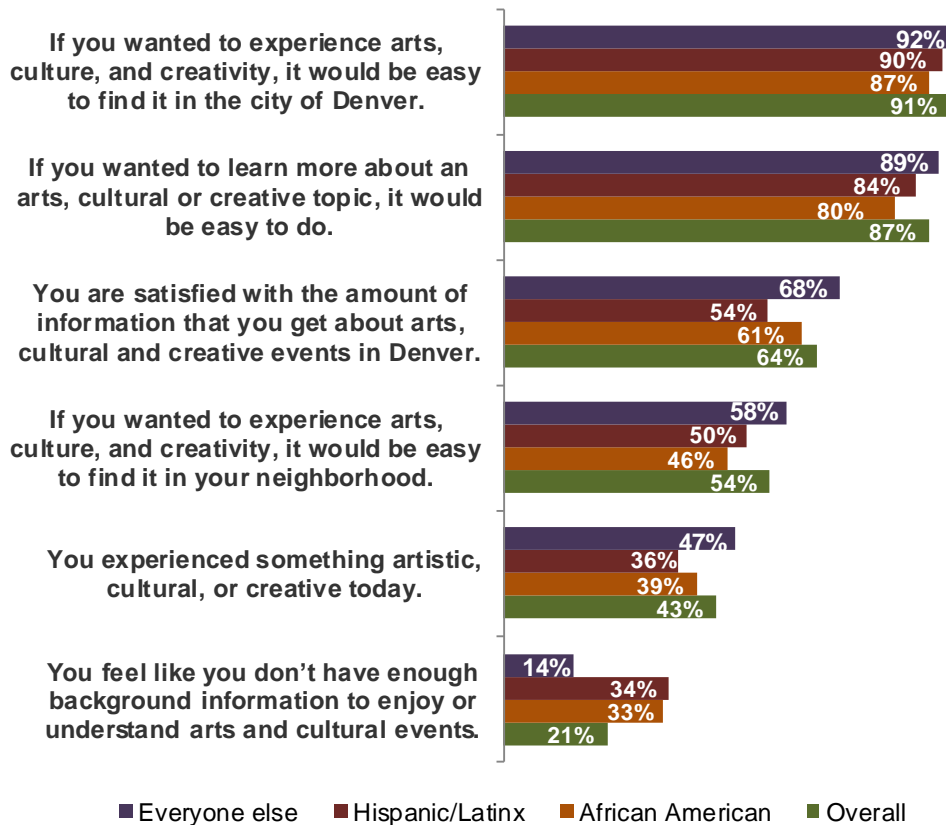
# Respondents were more likely to believe that people like them participate in arts, culture and creativity in Denver than work in arts, culture and creativity



- African Americans and Hispanics/Latinx were less likely to believe that people like them participated or worked in arts, culture and creativity in Denver.
- Not surprisingly, people who work in arts, culture and creativity or arts education were more likely to believe that people like them participate and work in arts, culture and creativity in Denver.
- Respondents with children in the household more strongly believe that people like them participate in arts, culture and creativity in Denver.

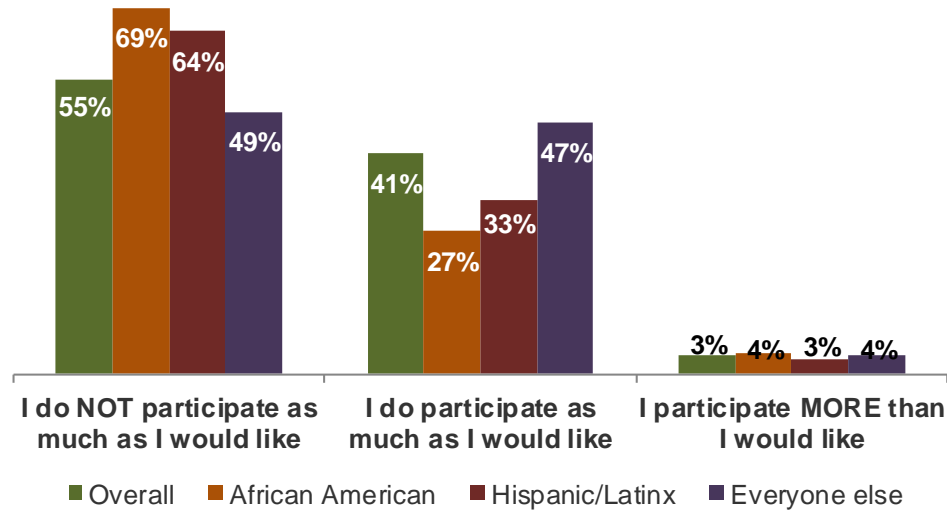
# Respondents believed it was easier to experience arts, culture and creativity in Denver than in their neighborhood

## Percent Who Report Statement is True



- African Americans and Hispanics/Latinx reported slightly more difficulty experiencing arts, culture and creativity in their neighborhoods and learning about an arts, cultural or creative topic. They were more likely to feel like they did not have enough background information to enjoy or understand arts and cultural events. They were also slightly less likely to report experiencing something artistic, cultural or creative that day.
- Younger respondents and Hispanics/Latinx were less happy than other respondents about the amount of information they received about arts, culture and creativity in Denver.

# More than half of respondents reported that they do not participate in arts, culture and creativity as much as they would like

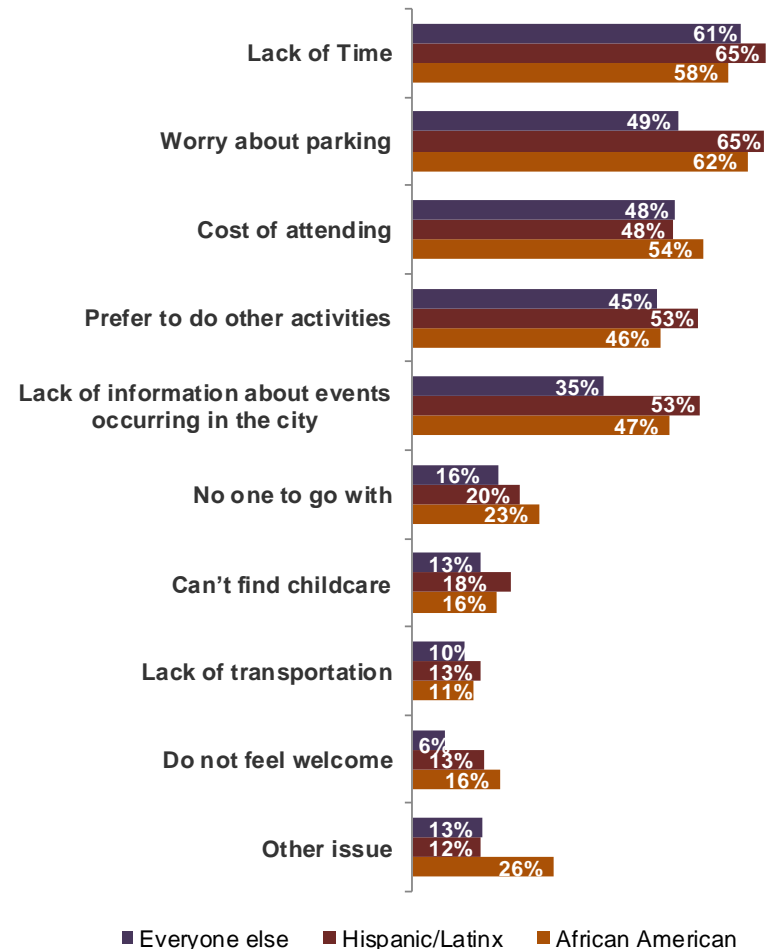


- ➔ Both African Americans and Hispanics/Latinx were more dissatisfied with their current level of participation in arts, culture and creativity in Denver and wanted to participate more than other respondents. Respondents 55 and older also wanted to participate more, compared to younger respondents.

# Lack of time and concern about parking were the top two barriers to greater participation in arts, culture and creativity in Denver

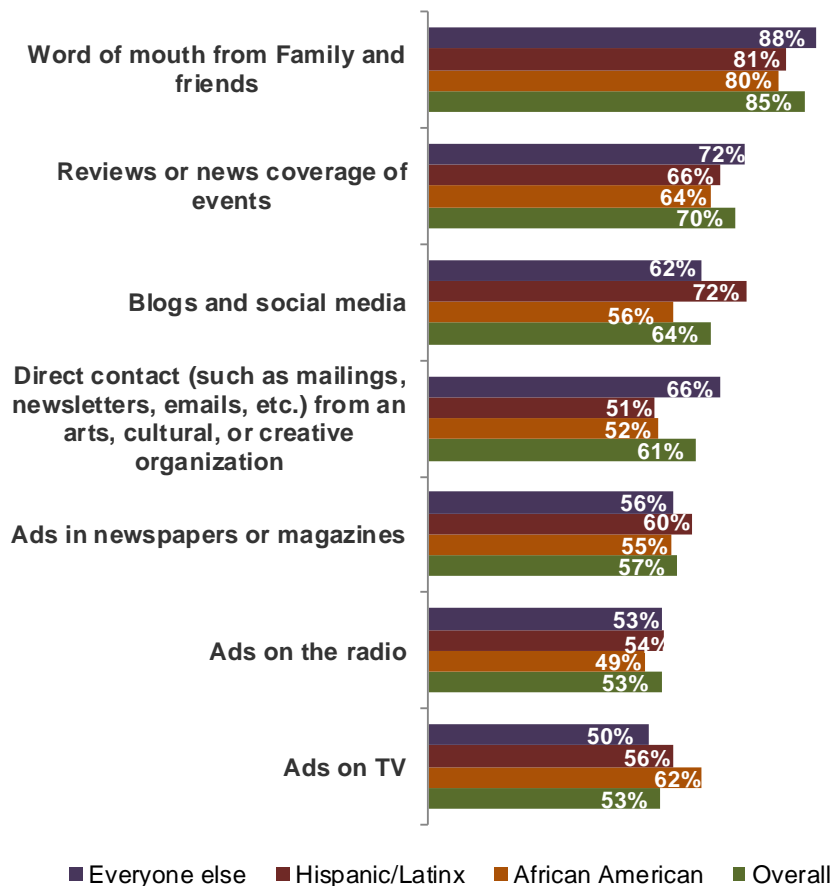
- African Americans and Hispanics/Latinx were more likely to report that worry about parking, a lack of information about events occurring in the city, and not feeling welcome were barriers.
- Lack of time, lack of information about events occurring in the city, and an inability to find childcare were bigger barriers for respondents younger than 55.
- Lack of transportation and no one to go with were bigger barriers for respondents 55 and older.
- The cost of attending and lack of time were bigger barriers for respondents with children.
- Other issues mentioned as barriers included health issues, disabilities, and crowds.

**Barriers to Participating More in Arts, Culture And Creativity**



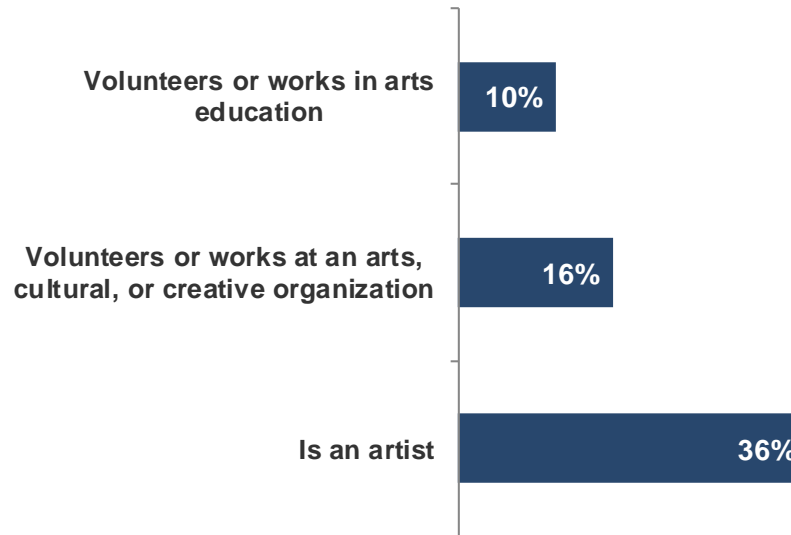
# Word of mouth was the most common source for information about arts, culture and creativity in Denver

**Sources for Information about Arts, Culture and Creativity in Denver**



- ➔ Older respondents were more likely to use reviews or news coverage of events, ads on TV, ads in newspapers, and direct contact from organizations to get information about arts, culture and creativity in Denver.
- ➔ Younger respondents were more likely to use blogs and social media and word of mouth.
- ➔ Hispanics/Latinx were more likely to use blogs and social media than other respondents.
- ➔ African Americans and Hispanics/Latinx were less likely to use direct contact from organizations and word of mouth to receive information. They were slightly more likely to use ads on TV for information, compared to other respondents.

# A third of respondents said that they were an artist



- ➔ Younger respondents were more likely to say that they were an artist. Respondents 35 and older were more likely to report volunteering or working in arts education.
- ➔ Additionally, artists were more likely to work or volunteer for an arts, cultural or creative organization or for arts education.



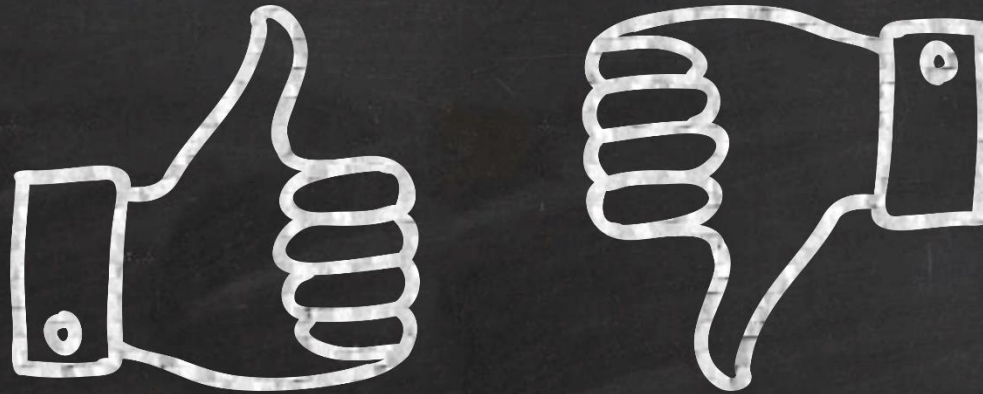
# Demographics

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# Demographics (weighted)

	<i>Total</i>	Quota		
		African American	Hispanic/Latinx	Everyone else
<i>Base</i>	<i>800</i>	<i>200</i>	<i>200</i>	<i>400</i>
Children under 18 living in household				
Yes	34%	39%	42%	30%
No	66%	61%	58%	70%
Refused/Don't know	0%	1%	0%	-
Race/Ethnicity				
American Indian/Native American/Alaska Native	1%	1%	1%	2%
Asian	2%	-	1%	4%
Black/African American	10%	100%	-	-
Hispanic or Latino/Latina	26%	2%	100%	-
White/Caucasian	54%	1%	5%	83%
Native Hawaiian or other Pacific Islander	1%	2%	-	1%
Multiracial	3%	1%	2%	4%
Other _____	1%	-	-	1%
Refused/Don't Know	6%	-	-	9%

	<i>Total</i>	Quota		
		African American	Hispanic/Latinx	Everyone else
<i>Base</i>	<i>800</i>	<i>200</i>	<i>200</i>	<i>400</i>
Gender				
Male	49%	45%	50%	49%
Female	52%	55%	50%	51%
Another gender identity	-	-	-	-
Refused	-	-	-	-
Age				
< 35	36%	30%	39%	36%
35 to 54	32%	29%	35%	32%
55+	26%	28%	21%	28%
Refused	5%	13%	5%	4%

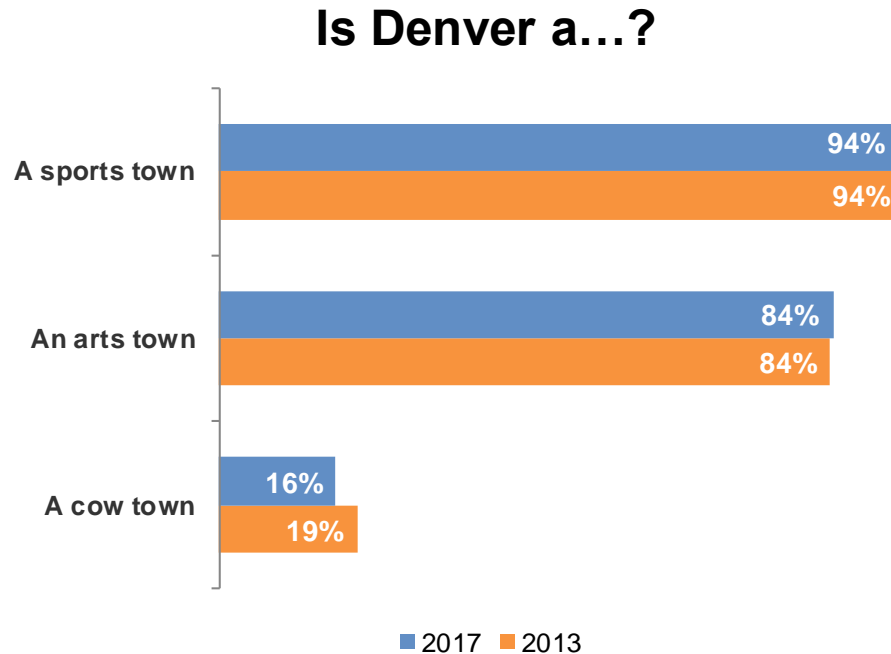


## Comparison with 2013 Data

# Data Caveats

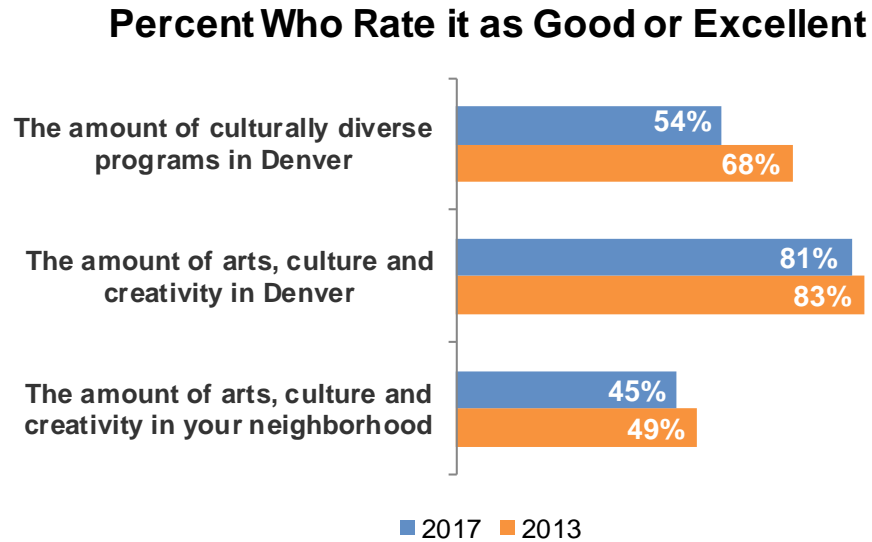
- Although most of the survey content and method was kept consistent in 2017, there were some slight changes outlined below.
  - > Previously, it had not been possible to get a listed sample of cell phone numbers, but it is now possible to do so. Since cell phone use continues to increase, we opted to purchase listed cell phone sample for our African American and Hispanic/Latinx subsamples. As a result, there are far more surveys from African Americans and Hispanic/Latinx that were completed on cell phones this year.
  - > Additionally, cell phone sampling has improved over the past few years, and it has become easier to include people in the survey who live in Denver but who have a cell phone number with a non Denver area code. This level of sampling was not available for the previous survey. Because Denver has so many transplants, these improvements in cell phone sampling likely improved the quality of the survey sample.
  - > Finally, a few questions were deleted, added, or modified.
- When examining year-over-year findings, it is important to keep in mind that both bigger trends in society and slight changes in methodology can have an impact on the results.

A majority of respondents in 2017 believed that Denver was an arts town, similar to 2013.



- ➔ Slightly fewer respondents thought that Denver was a cow town in 2017, relative to 2013. There was a significant drop for those ages 35 to 54 who believed it is a cow town.

# Respondents' ratings of the amount of arts, culture and creativity in Denver remained high in 2017.

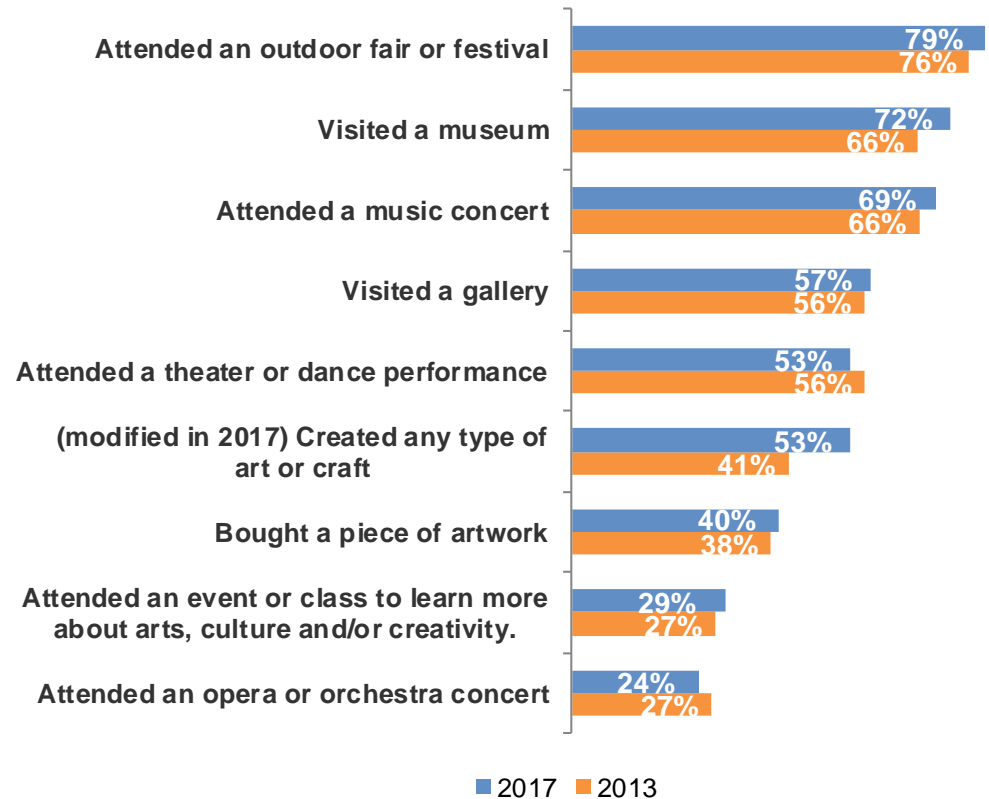


- ➔ There was no statistical difference in respondents' ratings of the amount of arts, culture and creativity in their neighborhood in 2017. Hispanics/Latinx rated the amount of arts, culture and creativity in their neighborhood slightly worse in 2017, compared to 2013.
- ➔ However, respondents in 2017 were less likely to rate the amount of culturally diverse programs in Denver as good or excellent. This was especially true for Hispanics/Latinx and non-Hispanic/Latinx, non-African American respondents. This could reflect a variety of things, including changes in programming and greater attention to cultural diversity in programming.

# Overall participation in arts, culture and creativity remained high in 2017

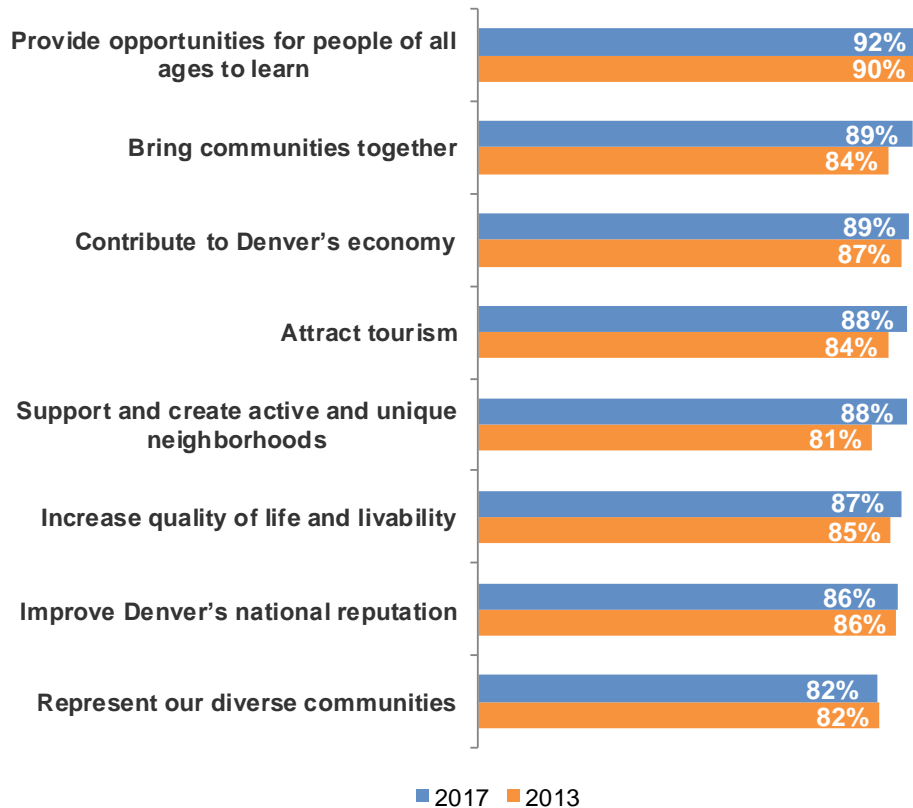
- Respondents in 2017 were significantly more likely to have visited a museum. This increase was mainly due to increases in museum visitation among respondents younger than 55, those without kids, and non-Hispanic/Latinx, non-African American respondents.
- Hispanic/Latinx respondents were significantly more likely to have bought a piece of art in 2017.
- Respondents younger than 35 were more likely to have visited a gallery, while those 55 and older were less likely.
- While more respondents reported creating arts or crafts in 2017, this may be due to expanding the category to include crafts (in 2013 the item only referred to creating any type of art).

## Done the Following in the Past 12 Months



# Respondents in 2017 strongly believed in the positive impacts of arts, culture and creativity on Denver

## Percent Who Believe that Arts, Culture and Creativity in Denver...



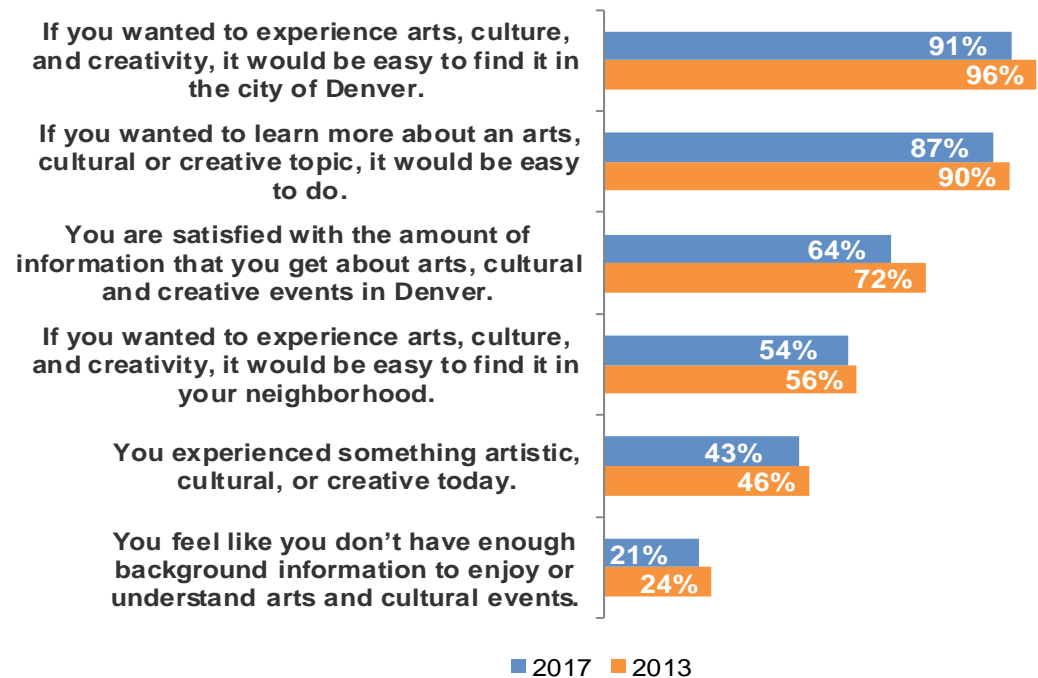
- ➔ Respondents were slightly more likely in 2017 to believe that arts, culture and creativity bring communities together and support and create active and unique neighborhoods.
- ➔ Hispanics/Latinx in 2017 were less likely to believe that arts, culture and creativity in Denver represented our diverse communities. Hispanics/Latinx in 2017 were also slightly less likely to believe that arts, culture and creativity improves Denver's national reputation, attracts tourism, supports and creates active and unique neighborhoods, or contributes to Denver's economy.



# Although participation remained high in 2017, respondents felt like it was slightly more difficult to find and experience arts, culture and creativity in Denver

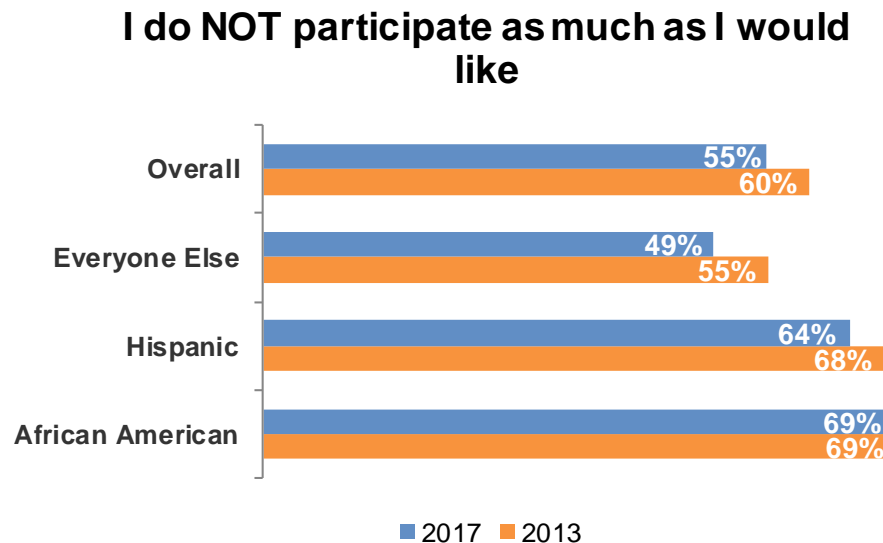
- In 2017, respondents reported more difficulty with knowing about and experiencing arts, culture and creativity in Denver. Fewer respondents thought it would be easy to find arts, culture and creativity in Denver if they wanted to experience it and fewer thought it would be easy to learn more about an arts, cultural or creative topic. Respondents also were less satisfied with the amount of information they get about arts, cultural and creative events in Denver.
- Hispanics/Latinx showed some of the most significant drops for the above items. They also were less likely to report that they experienced something artistic, cultural or creative that day and said it was harder to find arts, culture and creativity in their neighborhood in 2017.
- African Americans had similar drops, although the only significant one was a decrease in how easy it would be to find arts, culture and creativity in Denver.

## Percent Who Said Statement is True



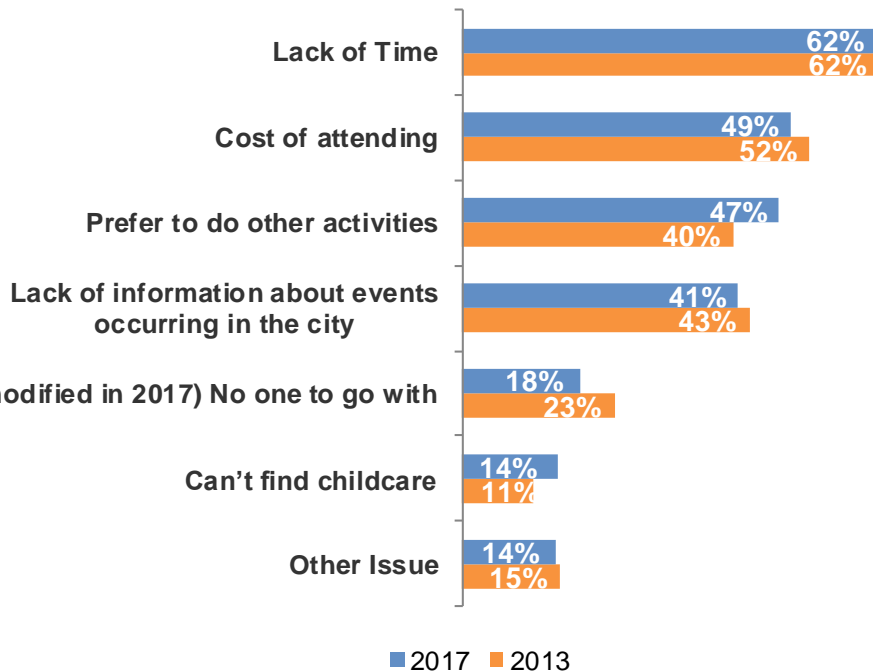
# Overall, participants were slightly more satisfied in 2017 with their participation in arts, culture and creativity in Denver

- ➔ However, not all groups of respondents experienced a change. There was no change for African American and Hispanic/Latinx respondents.



# As in 2013, lack of time remained the primary barrier in 2017 that prevented respondents from participating in arts, culture and creativity more

## Barriers to Participating More in Arts, Culture, And Creativity

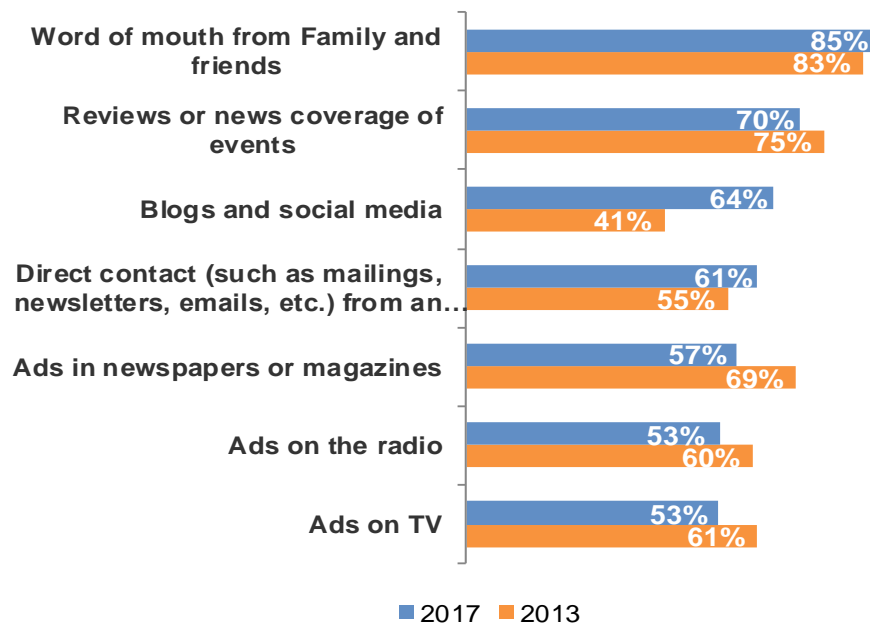


- ➔ Cost of attending was still the second most common barrier, although Hispanics/Latinx were less likely to report this as a barrier in 2017.
- ➔ Having no one to go with was less likely to be a barrier in 2017, especially for respondents younger than 35.
- ➔ Respondents in 2017 were more likely to report preferring to do other activities as a barrier, especially Hispanics/Latinx.
- ➔ Respondents in 2017 were also more likely to report that finding childcare was a barrier.

# Fewer respondents in 2017 were relying on traditional media sources for information about arts, cultural and creative events in Denver

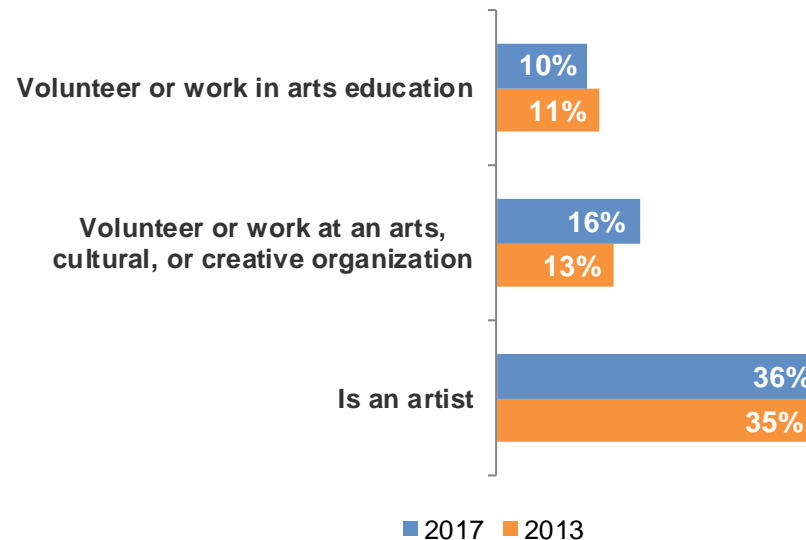
- ➔ Respondents in 2017 were less likely to use reviews or news coverage of events, ads on tv, ads on the radio, and ads in newspapers or magazines as sources of information about arts, cultural and creative events in Denver.
- ➔ Respondents in 2017 were much more likely to find out about events from blogs and social media.
- ➔ Respondents in 2017 were more likely to use direct contact from organizations. This increase was especially pronounced for Hispanics/Latinx and younger respondents.

**Sources for Information about Arts, Culture and Creativity in Denver**



# Like 2013, roughly a third of respondents said that they were an artist

- ➔ There were no changes over time in whether respondents were artists, worked or volunteered in arts education, or worked or volunteered for arts, cultural or creative organizations.





## Appendix



# Appendix: Methodology

## ➤ SURVEY INSTRUMENT DESIGN

- > The survey instrument for this study was developed through a collaborative process between Corona Insights and Arts and Venues staff. Arts and Venues staff met with Corona to discuss initial concepts, and based on this information, Corona developed a polished survey instrument. Arts and Venues staff then provided final approval.

## ➤ SURVEY IMPLEMENTATION

- > All surveys were conducted via telephone between July 24th and September 22, 2017 through a randomly generated sample of telephone numbers and an additional listed sample of African Americans and Hispanics/Latinx. Both the random telephone sample and the listed samples included both landlines and cell phones (with no fewer than 60 percent of responses gathered from the cell phones for the non-listed sample and no fewer than 40 percent cell for the listed samples). The specific number of respondents in each of the various subpopulations examined is shown in the following table:

Audience	Total Completed Surveys
Total Population	800
Hispanic or Latinx Subpopulation	200
African American Subpopulation	200
Non-Hispanic/Latinx, Non-African American Subpopulation	400

- > The proportion of cell phone to landline surveys was determined based on NHIS (National Health Interview Survey) data for “cell only” and “cell mostly” households. Dual users (i.e., households who have both cell phones and landlines) were not excluded from the cell sample, nor were they excluded from the landline sample.

# Appendix: Weighting

## ➤ SAMPLE & RESPONDENTS

- > Cell phone surveys were conducted without a screener for dual-users (landline and cell). In other words, dual users were not excluded from the cell sample. Other researchers have determined that screening out dual-users from the cell phone sample introduces more bias into overall results (Brick et al., 2006; Kennedy, 2007).

## ➤ SELECTION PROBABILITY/COMPOSITING ESTIMATOR

- > Keeping dual-users from both landline and cell samples results in a selection probability for dual-users that is twice that of cell-only and landline-only users. When combining data from both samples, a composite estimator is used to down-weight the dual-users. [The weights used are based on the proportion of dual-users coming from the cell and landline samples (see Kennedy, 2007 for explanation). In the survey, 39% of the dual-users were in the cell sample, and 61% were in the landline sample. So, all single-users got a weight of 1, while dual-users from the cell sample got a weight of 0.39, and dual-users from the landline sample got a weight of 0.61.]

## ➤ WEIGHTS BEFORE COMBINING CELL AND LANDLINE SAMPLES (PRE-WEIGHTS FOR TELEPHONE SERVICE)

- > Because of different response probabilities among single- and dual-users within each sample, we first weight each sample individually for single- and dual-users using NHIS population data. In the cell sample, single-users are over-represented compared to dual-users; however, in the landline sample, dual-users are over-represented compared to single-users. Weighting is done to two categories in each sample: cell sample = cell-only + dual users; landline sample = landline-only + dual users.

## ➤ COMBINING SAMPLES/INPUT WEIGHT

- > The pre-weight for telephone service is multiplied by the compositing estimator for each person, and the resulting weighted counts (combining samples) are the input for the next stage of weighting to demographic variables.



# Appendix: Weighting

## ➤ RAKED WEIGHTS

- > Raked weights for the sample are based on age (three categories: 18-34, 35-54, 55+), gender, race/ethnicity (African Americans, Hispanic/Latinx, and Everyone else) and telephone service (landline-only, dual, cell-only). Telephone usage (i.e., landline-only, landline-mostly, dual use, cell-mostly, cell-only) was not used as a weighting variable because it has not been found to reduce bias compared to telephone service alone (Kennedy, 2007), and it results in a larger design effect.
- > Population estimates for age, gender, and race/ethnicity were obtained from the 2016 American Community Survey. Population estimates for telephone service in Denver were obtained from National Health Statistics Reports, 2016.
- > Cell weighting is not possible because estimates of telephone service by age are not available. Therefore, a process of iterative marginal weighting (i.e., raking or RIM weighting) was used to develop weights for each respondent in the cell and landline sample. Twenty iterations were performed to allow convergence.
- > Final weights ranged from .10 for African American women aged 55 and older who had dual telephone service to 3.24 for respondents in the Everyone Else category who were 18 to 34 years old males who are cell only.

## ➤ REFERENCES

- > Kennedy, C. (2007). Evaluating the effects of screening for telephone service in dual frame RDD surveys. *Public Opinion Quarterly*, Vol. 71(5), pp. 750–771.
- > Brick, J. M., Dipko, S., Presser, S., Tucker, C., Yuan, Y. (2006). Nonresponse bias in a dual frame sample of cell and landline numbers. *Public Opinion Quarterly*, Vol. 70(5), pp. 780–793.
- > Blumberg, S.J., Luke, J.V., Ganesh, N., et al. (2011). Wireless substitution: State-level estimates from the National Health Interview Survey, January 2007–June 2010. *National health statistics reports*; no 39. Hyattsville, MD: National Center for Health Statistics.

# Appendix: Margin of Error

- A total of 800 surveys were completed during the survey period, resulting in an overall adjusted margin of error of (plus or minus) 4.4 percent with a 95 percent confidence level. Margins of error take into account the weighting factors.
- During the course of the survey, Corona recorded information on several attributes of survey respondents, including their race/ethnicity, age, and artist status. It is possible to segment findings among these groups with varying degrees of confidence.
- Below is a table of the margins of error for the key racial and ethnic groups examined in this report. The margins of error have been adjusted for weighting factors.

Audience	Margin of Error
Total Population	±4.4%
Hispanic or Latinx Subpopulation	±8.5%
African American Subpopulation	±9.3%
Non-Hispanic/Latinx, Non-African American Subpopulation	±5.8%

# Appendix: Additional Files

- ➔ Included with this report is an Excel file of data tables and open ends that segments the data by the following:
  - > Race/Ethnicity: African American, Hispanic/Latinx, Everyone Else
  - > Age: <35, 35 to 54, 55+
  - > Artist
  - > Work/Volunteer for arts, culture or creative organization
  - > Work/Volunteer for arts education
  - > Have children under 18 in household
  - > Gender
- ➔ Also included is the survey instrument.

# Vision Element Measures

- ➔ The survey was initially designed to examine certain vision elements from the cultural plan. The associated questions are listed below.
- ➔ Vision element 1 (Integration)
  - > perception (Q6, Q11)
  - > behavior (Q11)
- ➔ Vision element 2 (Amplification)
  - > perception (Q5, Q11)
  - > behavior (Q11, Q14, Q8)
- ➔ Vision element 3 (Access & Inclusivity)
  - > perception (Q6, Q10, Q11, Q12, Q13)
  - > behavior (analyzing participation question Q8 by race/ethnicity)
- ➔ Vision element 4 (Lifelong Learning)
  - > perception (Q11)
  - > behavior (Q8)

# About Corona Insights

Our founder named the company Corona because the word means “light.” It’s the knowledge that surrounds and illuminates an issue; exactly what we provide. Our firm’s mission is to provide accurate and unbiased information and counsel to decision makers. We provide market research, evaluation, and strategic consulting for organizations both small and large.

*Learn more at [www.CoronaInsights.com](http://www.CoronaInsights.com)*

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