



Performing Arts Research Coalition
Community Report 2002

*Mary Kopczynski
Mark Hager
Urban Institute*

THE PEW CHARITABLE TRUSTS



Performing Arts Research Coalition Community Report 2002

First-Year Findings from the Denver Household Survey

Mary Kopczynski and Mark Hager of the Urban Institute

A collaborative project of the Association of Performing Arts Presenters, American Symphony Orchestra League, Dance/USA, OPERA America, and Theatre Communications Group, supported by The Pew Charitable Trusts.

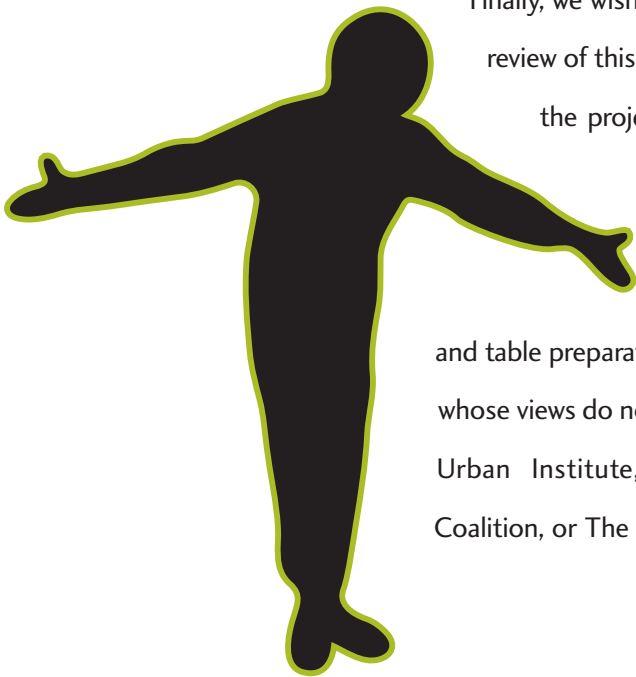
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Finally, we wish to thank Harry Hatry for his careful review of this report and his guidance throughout the project; Sarah Wilson for her assistance in managing key aspects of data collection; and Frank Wilkosz for his assistance with data analysis and table preparation. Errors are those of the authors, whose views do not necessarily represent those of the Urban Institute, the Performing Arts Research Coalition, or The Pew Charitable Trusts.



ABOUT THE PARC PROJECT

The Performing Arts Research Coalition (PARC) brings together five major national service organizations (NSOs) in the performing arts—the American Symphony Orchestra League, the Association of Performing Arts Presenters, Dance/USA, OPERA America, and Theatre Communications Group—to improve and coordinate the way performing arts organizations gather information on their sector.

This unprecedented collaborative effort is coordinated by OPERA America and supported by a three-year, \$2.7 million grant to OPERA America from The Pew Charitable Trusts.

Working with the Urban Institute, a leading nonprofit research organization in Washington, D.C., the project is collecting data in 10 pilot communities: Alaska, Cincinnati, Denver, Pittsburgh, Seattle, Austin, Boston, Minneapolis/St. Paul, Sarasota (FL), and Washington, D.C.

Information is being gathered on administrative expenditures and revenues of performing arts organizations, the value of the performing arts as experienced by both attenders and nonattenders of arts events, and audience and subscriber satisfaction with performances and related activities.

The findings from these various research activities are expected to help performing arts organizations across the country improve their management capacity, strengthen their cross-disciplinary collaboration, increase their responsiveness to their communities, and strengthen local and national advocacy efforts on behalf of American arts and culture.

Research findings will be available each year of the initiative, and a summary analysis will be released in 2004. The national service organizations are regularly sharing findings with their members, policymakers, and the press, indicating how this information could be used to increase participation in and support for the arts, locally and nationally.

For further information, please contact: OPERA America at (202) 293-4466.

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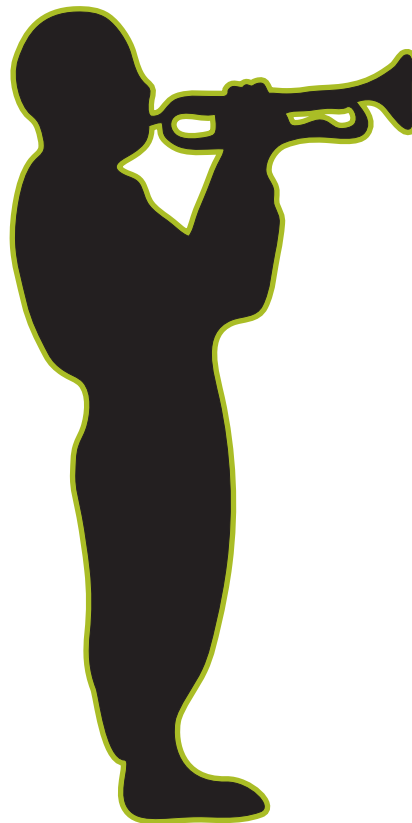
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Foreword

In a city where sports and outdoor activities are extremely popular, two out of three respondents from the Denver metropolitan area attended a live, professional performing arts event last year. Of those people, one in four attended 12 or more performances. Community leaders are aware that interest in the arts is at a level equal to or surpassing sports, but many citizens and most people outside Denver view the city as a sports-crazed area, not an arts leader.

Nearly 9 of 10 respondents agreed that the performing arts improve the quality of life in the Denver metropolitan area at a time when growth and traffic issues threaten to lower Colorado's high quality of life. Denver just passed a \$25 million bond issue to refurbish the turn-of-the-century Auditorium Theatre. This came in hard economic times, and after millions of tax dollars had already been pledged to a new football stadium and convention center expansion.

More than 9 of 10 respondents agreed that the performing arts contribute to the education of Denver's children—a heartening sign at a time when arts education is continually endangered by school district budget cuts. This agreement also reaffirms the Denver arts community's dedication to student performances and school tours.

The results of this project will be of interest to community leaders and stakeholders in the arts community as they continue to fight for arts funding. In addition, the Colorado Business Committee for the Arts, in partnership with Deloitte & Touche and the Denver Metro Chamber of Commerce, released an economic impact study in October of 2002. That study indicates that the Denver arts and culture industry generated \$1.1 billion in economic impact in 2001, with 9.1 million people attending cultural events. The number of arts attenders outpaced the 7.5 million attending ski resorts and 5.3 million attending professional sporting events.

The Scientific and Cultural Facilities District (SCFD) positively impacted the greater metropolitan Denver arts organizations with a distribution of \$33 million in 2001. In 2004, the SCFD will be looking for collaborative support for reauthorization of the sales tax that funds its efforts. Studies such as the PARC Community Report and the CBCA economic impact study help us understand the role that the arts play in our lives and in our community.

Katharine Tyson, Denver Center Theatre Company
on behalf of the Denver PARC Working Group

Preface

The Performing Arts Research Coalition—PARC—provides a historic opportunity for five national service organizations to work together in an unprecedented three-year project to measure the level of participation in and support for the arts in 10 communities across the country.

The first findings from that project—the results of household surveys conducted in Alaska, Cincinnati, Denver, Pittsburgh, and Seattle—are now available. They enable us to draw for the first time a detailed picture of the value of the performing arts to individuals and their communities, and to offer a greater understanding of the perceived obstacles to greater attendance.

The findings are extremely encouraging. They reveal an arts audience far larger and more diverse than currently believed, comparable in size to audiences for movies and sports. Support for the performing arts also appears to be broad, with far-reaching cultural, social, and educational implications. Attendance at arts events, for example, was perceived by attenders and nonattenders alike to be of significant value to communities, and especially important to the development and education of children. Several attendance barriers cited were primarily perceptual; for example, potential audiences did not fully appreciate the ease of attending performances and the accessibility of the arts experience.

Such information should be useful to a variety of stakeholders, including policymakers evaluating the role of government in supporting the arts; funders needing hard data on which to base and increase their financial support of the arts; media seeking a wider consumer base; and managers of arts organizations tackling the twin challenges of increasing and diversifying their audiences.

The size and breadth of the performing arts audience also suggest an appetite for expanded arts coverage in newspapers, radio, and television, and that arts coverage should perhaps be considered in broader terms than performance reviews. Grant makers may be interested in placing their arts support in the larger context of the range of civic benefits that derive from arts attendance.

Local initiatives that improve parking and reduce perceived and real obstacles to convenience and safety could have a significant impact on the size of the arts audience and the frequency of attendance, particularly if such efforts are combined with communication strategies that introduce more people to the arts experience.

We invite you to review on the following pages these common threads and to reflect on the vibrant picture they paint of the high levels of participation in and appreciation for the performing arts in these five communities. In closing, PARC wishes to convey how indebted the coalition is to the generous support of The Pew Charitable Trusts and to the outstanding service of the Urban Institute in designing and administering this project.

Marc A. Scorca
OPERA America President and CEO
PARC Project Coordinator

Highlights from the Five Communities

Following are the key findings from the five household surveys for Alaska, Cincinnati, Denver, Pittsburgh, and Seattle. The findings cover participation rates, characteristics of attenders, perceived value of the performing arts to individuals and to communities, and barriers to greater attendance.

PARTICIPATION RATES

The research indicates that attendance at live professional performing arts events, at least on an occasional basis, is an activity enjoyed by a significant majority of adults in the five communities studied. The notion that the performing arts only appeal to a narrow segment of the general public does not appear to be accurate.

- **Attendance Levels:** Nearly two-thirds of respondents reported attending a live professional performing arts event in the past 12 months. These numbers range from 69 percent (in Alaska) to 61 percent (in Pittsburgh). Frequent attenders, defined as those who attended at least 12 performances over the past year, range from 18 percent of respondents (in Denver) to 12 percent (in Cincinnati).
- **Arts vs. Sporting Events:** In all five communities, more people have attended a live performing arts event at least once in the past year than have attended a professional sporting event. Arts attenders are active citizens who participate in a wide range of activities and volunteer for a variety of community organizations.
- **Performing Arts and Leisure Activities:** The research confirms that frequent performing arts attenders are also the most frequent attenders of other leisure activities, including sporting events, movies, festivals, museums, and popular concerts. Attenders were generally more involved with these activities than nonattenders of performing arts events. Rather than an “arts” versus “other activities” distinction, the findings suggest that people generally are either involved in community activities (be it attendance at performing arts activities or otherwise) or they are not.

- **Performing Arts and Volunteering:** In all five communities, arts attenders and frequent arts attenders are considerably more likely to volunteer than are nonattenders—not just for arts organizations, but generally in their communities. Although there is clear evidence to support this relationship, the data cannot be used to suggest that attendance at performing arts results in higher levels of volunteerism. Nonetheless, arts attenders display characteristics that are conducive to greater civic engagement and stronger communities.

CHARACTERISTICS OF ATTENDERS

The arts audience is diverse. It includes people from all age groups and income levels, and is not limited to older and affluent individuals as is commonly believed.

- **Age and Attendance:** The most noteworthy finding from the surveys is the lack of a strong relationship between age and level of attendance.
- **Household Income and Attendance:** Nonattenders show a trend toward lower incomes and frequent attenders show a trend toward higher incomes. However, the percentage of attenders with moderate household incomes is not greatly different from those in the highest income households.
- **Education and Attendance:** There is a strong relationship between education level and category of attendance. That is, as education level increases, so also does the percentage of respondents who are attenders or frequent attenders.

VALUE OF THE PERFORMING ARTS TO THE INDIVIDUAL

The research indicates clearly that arts attenders place a very high value on the role of the arts in their lives in terms of enjoyment, their understanding of themselves and other cultures, creativity, and connection to their communities. This holds true across age groups, income levels, and the presence or absence of children at home.

- **Offers Enjoyment:** A strong majority of respondents have strong opinions about the level of enjoyment derived from live performing arts. More than three-quarters of respondents strongly agree or agree that the arts are enjoyable.
- **Factors Unrelated to Enjoyment:** Household income, age, and the presence of children at home are largely unrelated to the degree to which respondents find live performing arts to be enjoyable.
- **Impact of Education on Enjoyment:** In four of the five communities, as levels of education increase, so does the percentage of respondents who strongly agree with the statement that attending live performances is enjoyable.

- **Stimulates Critical Thinking:** In almost all cities, more than three-quarters of respondents also strongly agree or agree that attending live performing arts is thought provoking.
- **Factors Related to Critical Thinking:** The strong belief that the performing arts are thought provoking does not differ substantially by household income levels, age, or the presence of children in the home. However, consistent with expectations, this belief is held most commonly by frequent attenders and least commonly by nonattenders.
- **Increases Cultural Understanding:** Respondents in each of the five communities have similar views regarding the extent to which live performing arts help them understand other cultures better. Overall, between 68 percent (in Cincinnati) and 76 percent (in Alaska) of respondents strongly agree or agree with this statement. This strong level of agreement holds regardless of education, income, age, or whether or not there are children at home.
- **Encourages Creativity:** Between 58 percent (in Pittsburgh) and 65 percent (in Alaska) of respondents in each community strongly agree or agree that attending live performing arts encourages them to be more creative. Education level and household income play little role in whether one feels strongly that attending live performing arts encourages higher levels of creativity.

VALUE OF PERFORMING ARTS TO COMMUNITIES

Attenders place an even greater value on the arts in their communities than they do in their own lives. They believe strongly that the *arts improve the quality of life and are a source of community pride, promote understanding of other people and different ways of life, and help preserve and share cultural heritage.* Above all, they believe that the *arts contribute to the education and development of children.* Especially noteworthy is the fact that a majority of nonattenders share similar views.

- **Individual vs. Community Value:** The percentage of respondents with positive opinions about the value of the arts to their community is even higher than that reported in the preceding section. This leads to the conclusion that people place a higher value on the arts in their communities than they place on the value of the performing arts in their own lives. When combining the percentages of respondents who strongly agreed and agreed with each of these statements, a clear and substantial majority was in agreement, in every community, with every statement in the survey about community values.
- **Value to Children:** More than 9 out of 10 respondents in each of the five communities either strongly agreed or agreed that the performing arts contribute to the education and development of children. These opinions about the contributions made by the performing arts to the education and development of children are held consistently, regardless of education level, income, age, presence of children, or frequency of attendance.

- **Improved Quality of Life:** More than 8 out of 10 respondents strongly agree or agree that the performing arts improve the quality of life in their community.
- **Preserves Cultural Heritage:** A strong majority of respondents in each of the five communities strongly agree or agree with the statement that the arts help preserve and share cultural heritage. Among these respondents, the research finds no relationship between this belief and education level, income level, or the presence of children at home.
- **Strengthens Local Economy:** In contrast, respondents are less inclined to value the contribution of the performing arts to the local economy.

BARRIERS TO ATTENDANCE

There are, of course, barriers to arts attendance among nonattenders and barriers to more frequent attendance among those who already attend arts performances. What is particularly interesting is that, despite what some might suspect, the cost of tickets ranks lowest among the three primary barriers.

- **Three Key Barriers:** Of the 11 barriers suggested in the survey, only three are cited by a majority of respondents in the five communities. *Prefer to spend leisure time in other ways* and *hard to make time to go out* rank as the top two most-cited barriers in the various sites. *Cost of tickets* consistently ranks third overall across the sites.
- **Prefer Spending Time Elsewhere:** About one-third of respondents in each community indicated that their preference to spend leisure time in other ways is a big reason why they do not attend more performing arts events. One of the most notable characteristics of the preference to spend leisure time in other ways is that it is one of several factors that clearly differentiate attenders from nonattenders in all five communities.
- **Difficulty Finding Time:** Interestingly, attenders and frequent attenders are almost as likely as nonattenders to say that *hard to make time to go out* is a substantial barrier. The one variable that makes this a big factor for more people is the presence or absence of children in the home.
- **Cost of Tickets:** The cost of tickets is the only “big” barrier that attenders cite more often than nonattenders or frequent attenders. Especially noteworthy is the fact that the *cost of tickets* as a barrier to performing arts attendance is substantially unrelated to education level, age, or whether there are children in the home.

The research makes it clear that attenders and frequent attenders share the same concerns about *limited time* and the *cost of tickets* with nonattenders. Yet the first two groups find attendance at the arts sufficiently rewarding to overcome these obstacles. Artists and arts organizations have the challenge of offering performances of sufficient quality, supported by strong customer service and community programs, to help potential attenders and frequent attenders overcome these barriers.

Other obstacles cited less often by attenders and nonattenders also offer arts organizations an opportunity to build audiences by overcoming barriers of perception.

- **Lack of Appeal:** The statement that the *performing arts do not appeal* is cited as a big barrier by between 10 and 14 percent of respondents in the five communities. This barrier is very clearly tied to education level and, as might be expected, clearly differentiates attenders from nonattenders. Performing arts organizations might consider increasing community programs and adult education activities that could help build an interest in the arts among nonattenders.
- **Feel Out of Place:** A number of nonattenders said they *feel uncomfortable or out of place at performing arts events*, although fewer people cite this as a big barrier, and the relationship with education is much weaker in all communities. Performing arts organizations might wish to examine the way audiences are greeted and made to feel welcome upon entering the theater and before performances, during intermissions, and at the conclusion of the event.

Additional barriers are obstacles whose importance varies by community. The *difficulty or cost of getting to or parking at events* could be addressed by arts organizations if they are in a position to make special parking arrangements for their audiences. Similarly, the belief that *performances are in unsafe or unfamiliar locations* could be mitigated by improved lighting, more visible security, and general awareness of the needs of the audience beyond the final applause.

Denver Household Survey Findings

During the spring of 2002, 800 residents of the greater Denver area responded to a telephone household survey designed by the Urban Institute in collaboration with PARC to elicit information about the frequency and pattern of their attendance at live performing arts events. The survey also probed their attitudes toward the value of the performing arts to their personal lives and to their community. This report provides the key findings from that survey.

Findings from the Denver survey should interest participating members of the performing arts collaborative, local businesses, government officials, and residents of the greater Denver area. By using this information, arts organizations will be better positioned to enhance their leadership role in the Denver community and nationally. They also may find the information helpful in efforts to improve their organizational management and identify opportunities for greater participation of individuals in performing arts activities.

HOW THE REPORT IS ORGANIZED

The report provides a snapshot of the level of attendance at and appreciation for the performing arts in the greater Denver community. It is organized around four key topics:

- **Attendance at Performing Arts Events:** How often do the residents of Denver attend live performing arts events? Does frequency differ by income, age, education, or the presence of children in the household?

- **Perceived Value of the Performing Arts to Individuals:** What do the residents think about the value of the performing arts in their own lives? Do attitudes vary by such characteristics as age and income?
- **Perceived Value of the Performing Arts to the Community:** What are residents' attitudes about the value of the performing arts to the community as a whole? Do attitudes reflect income, education, or age characteristics?
- **Barriers to Participation:** What do residents think are the biggest obstacles to greater attendance at performing arts events?

The information from the survey, which provides answers to these and other similar questions, is presented in tabular form with accompanying explanatory text. The tables provide the basic information from which the reader can make any number of inferences, depending on the interests of the organization or individual reviewing the information. The text notes the most striking findings in each table and is designed to enable a reader to review the survey results quickly and easily. Some of these findings incorporate feedback provided by local working group participants during a site visit conducted in the summer of 2002.

A statistic called Somer's d is used in a number of tables to show the relationship between two variables. Somer's d values of less than -0.15 or higher than $+0.15$ are worth your attention, while values closer to zero indicate a weak or even nonexistent relationship between variables. For a full discussion of Somer's d values, please see page 55 in the section on methodology.

PARC PARTNERS IN DENVER

- Arvada Center for the Arts and Humanities
- Augustana Arts
- Central City Opera
- Cleo Parker Robinson Dance
- Colorado Ballet
- Colorado Symphony
- Curious Theatre Company at Acoma
- Denver Center Attractions
- Denver Center Theatre Company
- Denver Performing Arts Complex
- Opera Colorado
- St. John's Cathedral

CHARACTERISTICS OF DENVER RESPONDENTS

Denver residents who responded to the survey reflect the diverse education levels, household incomes, ages, and household compositions of the community. This diversity enables us to compare reported attitudes and behaviors of respondents by these characteristics. The result is a complex and nuanced picture of who attends live performing arts events, who does not, the value they place on such performances, and the barriers they perceive to greater attendance. The following four tables show how these major characteristics are distributed among survey respondents.

Two cautions: First, a substantial number of respondents chose not to report their household income level. In the tables where we look at breakdowns by income, we include only those respondents who reported their income. Second, because of the relatively small numbers of respondents in the sample who only completed elementary school, readers should be careful not to draw major conclusions about this group of respondents.

The respondents are 76 percent white, 2 percent Asian/Pacific Islander, 15 percent Hispanic/Latino, 2 percent black, 3 percent other or mixed race, and 1 percent American Indian or Alaskan Native. One percent of respondents did not report their race/ethnicity.



HIGHEST LEVEL OF EDUCATION COMPLETED

	Number of Respondents	Percentage
Elementary School	61	8%
High School or GED	167	21%
Junior College or Tech School	209	26%
Four-year College or University	240	30%
Post-graduate Degree	119	15%
Did not report	4	1%
Total	800	100%

Source: Urban Institute Analysis of Denver Household Data, 2002.

AGE

	Number of Respondents	Percentage
Under 25	84	11%
25-34	175	22%
35-44	175	22%
45-54	166	21%
55-64	91	11%
65 and over	96	12%
Did not report	13	2%
Total	800	100%

Source: Urban Institute Analysis of Denver Household Data, 2002.

TOTAL HOUSEHOLD INCOME

	Number of Respondents	Percentage
Less than \$25,000	93	12%
\$25,000 to under \$50,000	184	23%
\$50,000 to under \$100,000	260	33%
\$100,000 or more	126	16%
Did not report	137	17%
Total	800	100%

Source: Urban Institute Analysis of Denver Household Data, 2002.

CHILDREN IN THE HOUSEHOLD

	Number of Respondents	Percentage
No children at home	467	58%
Children under 13 years of age	255	32%
Children 13 years and older	121	15%
Did not report	9	1%

Total does not equal 100% because some families have children both under and over the age of 13.

Source: Urban Institute Analysis of Denver Household Data, 2002.

Percentage totals in this report may not always add to 100 percent because of rounding.

Attendance

Attendance is the most common measure of how much people value the performing arts. This section focuses on attendance, but also considers related behaviors such as listening to recorded media, watching performances on public television, and participating personally in performing arts activities.

To gauge respondents' attendance levels, we asked them about their attendance at a variety of performing arts events in the past year. For example, we asked people how many times they had attended ballet or modern/contemporary dance performances by Cleo Parker Robinson Dance and the Colorado Ballet.

However, people also go to dance performances presented or performed by other performing arts organizations, whether in Denver or elsewhere. So we also asked how many times the respondent had attended other dance performances at any other place (not counting elementary, middle, or high school productions). We used this same procedure to learn about attendance at opera, theatre, and symphony performances.

The measure of attendance for each discipline consists of the number of performances at both the named organizations and others. We also include a catchall "other discipline" category. The examples given to respondents for this category were chamber music, jazz, folk or traditional arts, and festivals. This category is meant to include the full range of performing arts activities that respondents could not group under dance, opera, theatre, or symphony.

HIGHLIGHTS

Attendance Levels Vary: Two in three Denverites went to a live, professional performing arts presentation last year. Of those, one in four were frequent attenders, meaning they attended 12 or more performances.

Education and Income Matter: People with higher levels of education and those in higher income households are more likely to attend performing arts events.

Age Is Not a Factor: Attendance levels do not vary substantially by age category. In fact, the proportions of nonattenders, attenders, and frequent attenders under the age of 25 are nearly identical to the proportions among those over the age of 65.

Participation Takes Several Forms: Frequent attenders are more likely to enjoy recorded presentations and to be personally involved in the performing arts by playing music, singing, or otherwise performing their own art. However, a substantial number of nonattenders also participate in these ways.

Frequent Attenders Do More Than Just Attend Live Arts Events: Frequent performing arts attenders are also more frequent attenders of such activities as the movies, sporting events, and pop/rock concerts. This suggests that attenders are better characterized as “generally involved” rather than “arts lovers.”



More respondents say they attended theatre than any other type of performing arts event.

TABLE 2.1

ATTENDANCE AT LIVE PERFORMING ARTS EVENTS IN THE PAST 12 MONTHS, BY DISCIPLINE

Discipline	Percent Attending At Least One Performance	Average Number of Performances (nonattenders included)	Average Number of Performances (discipline attenders only)
Dance	28%	1.4	5.0
Opera	8%	0.3	3.6
Theatre	51%	2.5	5.0
Symphony	19%	0.9	4.5
Other	34%	1.3	3.7
Any Discipline	67%	6.3	9.4

Source: Urban Institute Analysis of Denver Household Data, 2002.

Just over one out of every two respondents said they had been to a live professional play or musical in the past 12 months. The discipline that captures the smallest percentage of the general population is opera, with 8 percent of respondents attending in the past year.

Including the 49 percent of respondents who did not go to a play or musical in the past year, the average respondent went to 2.5 performances. In contrast the average respondent attended less than one (0.3) opera performance last year. While comparatively few people in Denver attend opera, those who do attend say that they saw an average of three to four operas last year.

Sixty-seven percent of respondents reported attending at least one performing arts event in the past 12 months. This leaves 33 percent of respondents that we refer to as “nonattenders.”

Two out of three Denverites attended a live performing arts event in the past year.

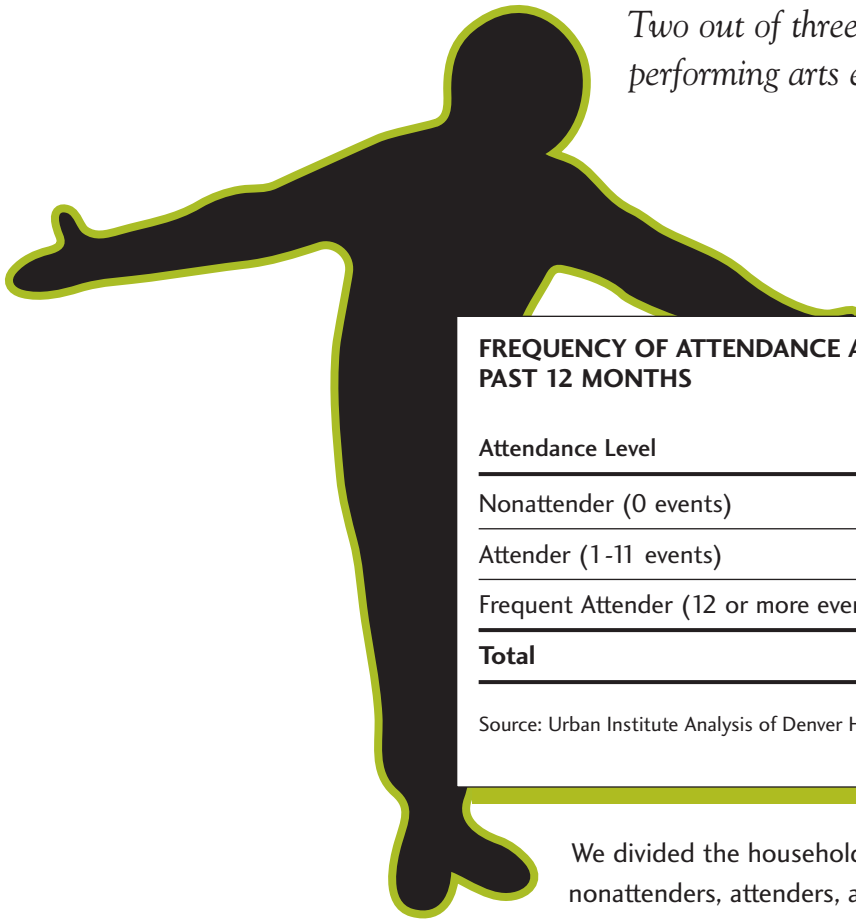


TABLE 2.2

FREQUENCY OF ATTENDANCE AT LIVE PERFORMING ARTS EVENTS IN PAST 12 MONTHS

Attendance Level	Number	Percentage
Nonattender (0 events)	265	33%
Attender (1-11 events)	395	49%
Frequent Attender (12 or more events)	140	18%
Total	800	100%

Source: Urban Institute Analysis of Denver Household Data, 2002.

We divided the household survey respondents into three groups: nonattenders, attenders, and frequent attenders. These distinctions are important, because we expect that the way people feel about the performing arts and about the factors that keep them from attending performances more often will be related to their frequency of attendance. Thus, in the remainder of this section and in the sections to come, we report differences among these three categories of performing arts attenders.

One in four Denverites who attend performing arts events went to 12 or more events in the past year. About half of all respondents say they attend arts events, but less frequently than once a month. Our meetings with community working groups indicate that breaking out the middle (attender) category would provide useful distinctions for performing arts managers. Future research should take a closer look at differences between people who attend one to three times a year and those who attend more frequently.

Several contemporary studies of arts attendance have discussed differences among nonattenders, infrequent or moderate attenders, and frequent attenders. However, these discussions are usually not faced with the difficulty of defining what number of performances differentiates one category of attender from another. In this study, we place the break between attenders and frequent attenders at 12 performances



Denverites who have more education attend live performing arts events more often.

TABLE 2.3

FREQUENCY OF ATTENDANCE AT LIVE PERFORMING ARTS EVENTS IN PAST 12 MONTHS, BY EDUCATION

Attendance Level	All	Elementary School	High School or GED	Junior College or Tech School	Four-year College or University	Post-graduate
Nonattender	33%	77%	47%	31%	23%	13%
Attender	49%	20%	41%	52%	55%	61%
Frequent Attender	18%	3%	12%	17%	21%	25%
Total	100%	100%	100%	100%	100%	100%

Source: Urban Institute Analysis of Denver Household Data, 2002.

Education level is positively related to attendance level. Among respondents whose highest level of completed education is elementary school, more than three-quarters did not attend a performing arts event in the past 12 months. The percentage of nonattenders decreases steadily as level of education increases. Among the most educated, only 13 percent are nonattenders. The opposite trend is evident when looking at frequent attenders. Among the least educated, very few are frequent attenders. Conversely, one in four respondents with a postgraduate degree fall into the frequent attender category.

As described in the methodology section at the end of the report, a measure of association called Somer's d can give us an indication of the strength of the relationship between two variables. The value of Somer's d for education level and the three categories of attendance is +0.24. The positive sign tells us that there is an overall association between higher education level and higher level of attendance in the performing arts. The magnitude of the statistic (0.24) is worth paying attention to because it exceeds our guideline of 0.15 and above for noting the presence of a relationship between two variables. Thus, we conclude that education level is positively associated with attendance level.



Denverites with the lowest household income are most likely to be nonattenders.

TABLE 2.4

FREQUENCY OF ATTENDANCE AT LIVE PERFORMING ARTS EVENTS IN PAST 12 MONTHS, BY HOUSEHOLD INCOME

Attendance Level	All	Less than \$25,000	\$25,000 to under \$50,000	\$50,000 to under \$100,000	\$100,000 or More
Nonattender	33%	51%	34%	28%	16%
Attender	49%	42%	47%	54%	55%
Frequent Attender	18%	8%	19%	18%	29%
Total	100%	100%	100%	100%	100%

Source: Urban Institute Analysis of Denver Household Data, 2002.

Respondents from the poorest households constitute a very small proportion of frequent attenders (8 percent), while 29 percent of respondents from the wealthiest households are frequent attenders. People in higher income households attend the performing arts more often than people from lower income households.

This claim of a positive relationship between income and attendance is substantiated by a Somer's d value of +0.18.



Contrary to common notions, there is very little relationship between age and attendance level.

TABLE 2.5

FREQUENCY OF ATTENDANCE AT LIVE PERFORMING ARTS EVENTS IN PAST 12 MONTHS, BY AGE

Attendance Level	All	Under 25	25-34	35-44	45-54	55-64	65 and Over
Nonattender	33%	42%	34%	33%	27%	25%	43%
Attender	49%	37%	54%	56%	58%	38%	36%
Frequent Attender	18%	21%	13%	11%	16%	36%	21%
Total	100%	100%	100%	100%	100%	100%	100%

Source: Urban Institute Analysis of Denver Household Data, 2002.

While the age category with the greatest percentage of frequent attenders is 55–64 years, respondents over the age of 65 have the highest proportion of nonattenders of any age cohort. Respondents between the ages of 25 and 54 represent the highest percentages of those who have been to at least one performance in the past 12 months. These findings call into question the commonly held assumption that there is a “graying” of the audience for the performing arts, at least in Denver. Respondents under the age of 25 and those 65 and over exhibit nearly identical attendance levels.

A Somer’s d value of +0.05 supports the conclusion that there is little relationship between age and attendance level.



Three in five Denverites with young children at home still manage to attend live performances.

TABLE 2.6

FREQUENCY OF ATTENDANCE AT LIVE PERFORMING ARTS EVENTS IN PAST 12 MONTHS, BY CHILDREN IN HOME

Attendance Level	All	No Children at Home	Children Under 13 Years of Age	Children 13 Years and Older
Nonattender	33%	31%	39%	33%
Attender	49%	48%	51%	50%
Frequent Attender	18%	21%	10%	17%
Total	100%	100%	100%	100%

Source: Urban Institute Analysis of Denver Household Data, 2002.

Interestingly, respondents with teenagers at home are no less likely than those without children to be performing arts attenders. Indeed, about 7 in 10 of both groups are attenders or frequent attenders of the performing arts.



Denverites also enjoy the performing arts by listening to recordings and engaging personally in artistic endeavors.

TABLE 2.7

PERSONAL INVOLVEMENT IN ARTS-RELATED ACTIVITIES, BY FREQUENCY OF ATTENDANCE AT LIVE PERFORMING ARTS EVENTS

Activity	Percent Yes	Attendance Level		
		Nonattender	Attender	Frequent Attender
Listen to classical music on radio, CD	66%	45%	72%	87%
Watch performing arts on television	70%	49%	79%	86%
Play musical instrument	25%	15%	29%	35%
Sing in a choir or singing group	13%	7%	14%	24%
Perform or produce performing arts	18%	6%	23%	31%

Source: Urban Institute Analysis of Denver Household Data, 2002.

The majority of people in Denver report listening to recordings of classical music at least a few times a year (66 percent) and watching the performing arts on television (70 percent). Not surprisingly, frequent performing arts attenders are more likely to extend their participation to these activities than are attenders. In turn, attenders are more likely to engage in such activities than are nonattenders. Even among nonattenders, recordings and television are substantial means by which Denverites enjoy the performing arts. Nearly half of nonattenders listened to recorded classical music or watched a performing arts event on television in the past year.

Personal involvement in the arts, through playing musical instruments, singing, or performing or producing an arts event, is much more rare than listening to recordings or watching television. However, these activities are also related to attendance and point to an alternate means by which nonattenders and attenders express their appreciation for the performing arts.

For each activity in this table, respondents were asked, “How many times, on average, do you [insert activity]?” Response options were every day, at least once a week, at least once a month, seldom, or never. Seldom was defined to mean a few times a year. Percent “Yes” reflects the percentage of respondents who reported that they participated in each activity either seldom, monthly, weekly, or daily.



Denverites who attend performing arts events also go frequently to other leisure events.

TABLE 2.8

PERSONAL INVOLVEMENT IN OTHER LEISURE ACTIVITIES OVER THE PAST 12 MONTHS, BY FREQUENCY OF ATTENDANCE AT LIVE PERFORMING ARTS EVENTS

Activity	Percent Yes	Average Annual Attendance	Average Annual Attendance at Each Leisure Activity by Attendance Level		
			Nonattender	Attender	Frequent Attender
Go to movies	84%	8.8	5.3	10.0	11.8
Attend professional sporting event	60%	4.2	3.1	4.2	6.0
Attend amateur sporting event	37%	3.2	2.1	3.1	5.8
Attend live pop/rock concert	39%	1.5	0.6	1.7	3.0
Attend live comedy show	28%	0.8	0.6	0.7	1.3
Go to club to hear live music or dance	52%	4.3	3.3	4.0	7.0
Go to museum or art gallery	70%	2.9	1.1	3.5	4.8
Attend a community festival, parade, etc.	75%	2.4	1.6	2.5	3.5

Source: Urban Institute Analysis of Denver Household Data, 2002.

With no exceptions, performing arts attenders go to nonperforming arts events more often than nonattenders, and frequent performing arts attenders go more often than attenders. These findings call into question the commonly held assumption that there is an arts/non-arts dichotomy, one that assumes a separation between those who attend the performing arts and those who attend sports, go to bars, or attend other social activities. The findings suggest that performing arts attenders are simply part of a more active segment of the Denver community.

Value to the Individual

This section reports survey answers to a series of questions designed to capture information about the respondents' perceptions of the value of the performing arts. These personal attitudes provide some clues about what motivates people to attend performing arts activities, including how these motivations might differ depending on education, income, age, and frequency of attendance at performing arts events.



HIGHLIGHTS

Positive Attitudes Toward the Arts Predominate:

The majority of Denverites agree with positive statements in the survey about the role that the performing arts play in their lives. The statement that generated the most agreement is that the performing arts are *personally enjoyable* (85 percent). Somewhat fewer (54 percent) agree that the performing arts make them *feel more connected to the community*.

Attitudes Are Strong Regardless of Demographics:

As education level increases, respondents were more likely to agree that the performing arts are *enjoyable*. However, on the whole, education, income, age, and the presence of children at home are largely unrelated to personal attitudes about the role of performing arts in respondents' lives.

Attendance Is Linked to Positive Attitudes: Frequent attenders of the arts are most likely to strongly agree with all of the personal attitudes they were asked to consider. Frequent attenders and attenders are more likely than nonattenders to strongly agree that attending live performing arts events *helps them to understand other cultures better, encourages them to be more creative, or makes them feel more connected to their community*.



Most Denverites have positive attitudes about the value of performing arts in their lives.

TABLE 3.1

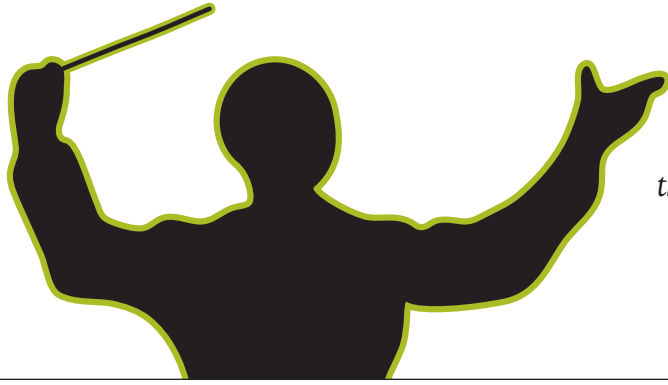
ATTITUDES TOWARD THE PERSONAL VALUE OF THE PERFORMING ARTS

Attending Live Performing Arts...	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	No Response	Total
...is enjoyable to me	59%	26%	5%	4%	4%	2%	100%
...is thought provoking	41%	38%	7%	7%	4%	3%	100%
...helps me to understand other cultures better	36%	38%	12%	7%	5%	2%	100%
...is primarily a social occasion for me	35%	33%	10%	12%	8%	2%	100%
...encourages me to be more creative	29%	33%	16%	11%	9%	2%	100%
...makes me feel more connected to my community	21%	33%	18%	15%	11%	2%	100%

Source: Urban Institute Analysis of Denver Household Data, 2002.

On all measures of personal value, a majority of respondents registered positive sentiments about the performing arts. However, the level of agreement with positive statements differs across the six items. Three-quarters or more of respondents strongly agree or somewhat agree that attending live performing arts is *enjoyable* or *thought provoking*. Respondents were more ambivalent about the role of the performing arts in making them *feel more connected to community*.

The remaining tables in this section present data based on the percentage of respondents who strongly agree with each personal attitude.



Denverites with more education are more likely to feel that the performing arts are thought provoking.

TABLE 3.2

PERSONAL ATTITUDES BASED ON RESPONDENTS WHO STRONGLY AGREE WITH EACH STATEMENT, BY EDUCATION

Attending Live Performing Arts...	All	Elementary School	High School or GED	Junior College or Tech School	Four-year College or University	Post-graduate
...is enjoyable to me	59%	48%	45%	57%	65%	72%
...is thought provoking	41%	36%	32%	45%	42%	50%
...helps me to understand other cultures better	36%	49%	34%	39%	33%	36%
...is primarily a social occasion for me	35%	31%	38%	37%	33%	35%
...encourages me to be more creative	29%	34%	23%	29%	32%	33%
...makes me feel more connected to my community	21%	36%	17%	18%	21%	26%

Source: Urban Institute Analysis of Denver Household Data, 2002.

As education level increases, so does the percentage of respondents in each category who strongly agree with the statement that attending live performing arts events is *enjoyable*. Higher levels of education are also positively associated with the percentage of respondents who feel that attending live performing arts is *thought provoking*.

For the other four statements, however, respondents do not differ substantially by education level. On several issues, respondents without a high school education are more likely to strongly agree than respondents in other categories. However, the small number of respondents in the elementary school category causes us to temper our claims about them.

The relationship between education level and *attending live performing arts is thought provoking* results in a Somer's d of +0.18. For the relationship with *attending live performing arts is enjoyable to me*, Somer's d is +0.14.



Personal attitudes about the arts are not related to household income level.

TABLE 3.3

PERSONAL ATTITUDES BASED ON RESPONDENTS WHO STRONGLY AGREE WITH EACH STATEMENT, BY HOUSEHOLD INCOME

Attending Live Performing Arts...	All	Less than \$25,000	\$25,000 to under \$50,000	\$50,000 to under \$100,000	\$100,000 or More
...is enjoyable to me	59%	55%	59%	63%	59%
...is thought provoking	41%	41%	48%	42%	36%
...helps me to understand other cultures better	36%	37%	44%	36%	29%
...is primarily a social occasion for me	35%	36%	35%	33%	36%
...encourages me to be more creative	29%	41%	34%	30%	25%
...makes me feel more connected to my community	21%	28%	26%	17%	18%

Source: Urban Institute Analysis of Denver Household Data, 2002.

We observe no statistical relationship between income level and personal attitudes. Interestingly, Denverites with annual household incomes below \$50,000 are more likely to strongly agree with most of the personal value statements.

The Somer's d for the relationship between personal attitudes and income level does not exceed ± 0.15 in any of these questions.



Age has little influence on personal feelings about the performing arts.

TABLE 3.4

PERSONAL ATTITUDES BASED ON RESPONDENTS WHO STRONGLY AGREE WITH EACH STATEMENT, BY AGE

Attending Live Performing Arts...	All	Under 25	25-34	35-44	45-54	55-64	65 and Over
...is enjoyable to me	59%	50%	57%	56%	63%	39%	56%
...is thought provoking	41%	38%	43%	41%	50%	36%	30%
...helps me to understand other cultures better	36%	36%	35%	35%	40%	35%	35%
...is primarily a social occasion for me	35%	31%	30%	38%	39%	32%	39%
...encourages me to be more creative	29%	30%	37%	33%	32%	24%	15%
...makes me feel more connected to my community	21%	14%	19%	25%	19%	24%	27%

Source: Urban Institute Analysis of Denver Household Data, 2002.

Overall, few strong patterns emerge between personal attitudes and age. However, older Denverites are somewhat more likely to strongly agree with the statement that attending live performing arts makes them *feel more connected to their community*. Younger respondents are a bit more likely to feel that attending live performing arts *encourages them to be more creative*.

The Somer's d for the relationship between personal attitudes and age is ± 0.10 or less in all cases.

We also considered these personal attitudes by whether or not there are children in the home. We detected no patterns related to this variable and have not included them in this report.



Many Denverites who have not recently attended an arts event strongly agree that live performing arts play a positive role in their lives.

TABLE 3.5

PERSONAL ATTITUDES BASED ON RESPONDENTS WHO STRONGLY AGREE WITH EACH STATEMENT, BY FREQUENCY OF ATTENDANCE AT LIVE PERFORMANCES

Attending Live Performing Arts...	All	Attendance Level		
		Nonattender	Attender	Frequent Attender
...is enjoyable to me	59%	38%	62%	89%
...is thought provoking	41%	31%	42%	59%
...helps me to understand other cultures better	36%	34%	32%	53%
...is primarily a social occasion for me	35%	28%	38%	40%
...encourages me to be more creative	29%	26%	27%	43%
...makes me feel more connected to my community	21%	20%	18%	32%

Source: Urban Institute Analysis of Denver Household Data, 2002.

As expected, frequent attenders of live performing arts events are most likely to strongly agree with positive statements about the performing arts. Interestingly, however, nonattenders and frequent attenders share very similar opinions about the statements that the performing arts *help me to understand other cultures better*, *encourages me to be more creative*, and *makes me feel more connected to my community*. These similarities distinguish Denver from the other four communities involved in the first round of this study.

Value to the Community

This section focuses on public perceptions of the value of the performing arts to the greater Denver community. It considers relationships between perceptions about the value of performing arts to the community and various respondent characteristics. We also briefly look at the two activities of volunteering for community organizations and making financial contributions to arts organizations to see if these behaviors vary by frequency of arts attendance.



HIGHLIGHTS

Value to the Community Is More Important than Value to the Individual: Denverites register noticeably more positive opinions about the value of the performing arts to their community than they do about the contribution of the arts to their own lives.

People Believe Arts Matter for Children: About two in three Denverites strongly agree that performing arts *contribute to the education and development of children*. This very high agreement is consistent regardless of education, age, income, or presence of children in the household.

Community Engagement Patterns Vary: Volunteer patterns differ among nonattenders and frequent attenders. Only about half of nonattenders volunteered at least once during the past year, compared with 8 in 10 attenders or 9 in 10 frequent attenders.

Giving Levels Are Low to Moderate: Overall, only 19 percent of Denverites made a financial contribution to a performing arts organization in 2001. About half of frequent attenders (49 percent) made a financial contribution.



Denverites agree more strongly about the contributions of the performing arts to their community than about the value of performing arts to themselves.

TABLE 4.1

ATTITUDES TOWARD PERFORMING ARTS IN COMMUNITY							
Performing Arts...	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	No Response	Total
...improve the quality of life in the greater Denver area	55%	32%	6%	2%	1%	4%	100%
...promote understanding of other people and different ways of life	46%	37%	7%	4%	2%	5%	100%
...provide opportunities to socialize with other people	47%	42%	4%	4%	1%	2%	100%
...are a source of pride for those in the greater Denver area	46%	35%	8%	4%	2%	5%	100%
...contribute to the education and development of children	65%	28%	2%	2%	1%	3%	100%
...contribute to lifelong learning for adults	47%	40%	6%	3%	2%	3%	100%
...help preserve and share cultural heritage	57%	33%	5%	2%	1%	2%	100%
...contribute to the economy of the greater Denver area	38%	42%	8%	3%	2%	7%	100%

Source: Urban Institute Analysis of Denver Household Data, 2002.

A very high percentage of respondents (between 80 and 93 percent) say they strongly agree or somewhat agree with each of the eight statements they were asked to evaluate. In contrast, agreement on the personal value of performing arts in the preceding section ranged between 54 and 85 percent.

As in the previous section, the following tables in this section present data based on the percentage of respondents who strongly agree with each statement.



People with more education are more likely to believe that the performing arts make a positive contribution in their community.

TABLE 4.2

ATTITUDES TOWARD PERFORMING ARTS IN COMMUNITY BASED ON RESPONDENTS WHO STRONGLY AGREE WITH EACH STATEMENT, BY EDUCATION

Performing Arts...	All	Elementary School	High School or GED	Junior College or Tech School	Four-year College or University	Post-graduate
...improve the quality of life in the greater Denver area	55%	33%	43%	57%	63%	66%
...promote understanding of other people and different ways of life	46%	31%	41%	44%	52%	51%
...provide opportunities to socialize with other people	47%	51%	50%	49%	43%	44%
...are a source of pride for those in the greater Denver area	46%	39%	41%	45%	50%	49%
...contribute to the education and development of children	65%	48%	57%	62%	71%	77%
...contribute to lifelong learning for adults	47%	31%	35%	47%	52%	64%
...help preserve and share cultural heritage	57%	53%	50%	54%	63%	61%
...contribute to the economy of the greater Denver area	38%	36%	39%	39%	37%	41%

Source: Urban Institute Analysis of Denver Household Data, 2002.

The trends in the table suggest a weak relationship between several attitudes and education level. We note that Denverites with higher levels of education are more likely to agree that *performing arts improve the quality of life in Denver*. The trends in this table also suggest that high levels of education are associated with positive attitudes toward the *education and development of children and lifelong learning for adults*.

However, the Somer's d relationship between education level and the belief that performing arts *improve the quality of life and contribute to lifelong learning for adults* is only +0.13. Somer's d for education and *performing arts contribute to the education and development of children* is +0.11.



Income level has little influence on the attitudes of Denverites toward the role of the performing arts in their community.

TABLE 4.3

ATTITUDES TOWARD PERFORMING ARTS IN COMMUNITY BASED ON RESPONDENTS WHO STRONGLY AGREE WITH EACH STATEMENT, BY HOUSEHOLD INCOME

Performing Arts...	All	Less than \$25,000	\$25,000 to under \$50,000	\$50,000 to under \$100,000	\$100,000 or More
...improve the quality of life in the greater Denver area	55%	51%	57%	58%	60%
...promote understanding of other people and different ways of life	46%	42%	54%	45%	49%
...provide opportunities to socialize with other people	47%	44%	53%	47%	47%
...are a source of pride for those in the greater Denver area	46%	52%	47%	45%	46%
...contribute to the education and development of children	65%	55%	72%	69%	68%
...contribute to lifelong learning for adults	47%	44%	50%	47%	53%
...help preserve and share cultural heritage	57%	54%	64%	56%	56%
...contribute to the economy of the greater Denver area	38%	40%	39%	40%	37%

Source: Urban Institute Analysis of Denver Household Data, 2002.

Household income level has little or no association with respondent perceptions of the value of the performing arts to community life in Denver. Denverites with household incomes between \$25,000 and \$50,000 are more likely than others to strongly agree that performing arts *promote understanding of other people and different ways of life, provide opportunities to socialize with other people, and help preserve and share cultural heritage.*

However, the value of Somer's d for *performing arts improve the quality of life* reaches only +0.03.



Attitudes about the performing arts vary little by respondents' age. People of different ages have notably similar attitudes.

TABLE 4.4

ATTITUDES TOWARD PERFORMING ARTS IN COMMUNITY BASED ON RESPONDENTS WHO STRONGLY AGREE WITH EACH STATEMENT, BY AGE

Performing Arts...	All	Under 25	25-34	35-44	45-54	55-64	65 and Over
...improve the quality of life in the greater Denver area	55%	36%	50%	53%	63%	65%	61%
...promote understanding of other people and different ways of life	46%	38%	48%	43%	49%	54%	41%
...provide opportunities to socialize with other people	47%	56%	51%	43%	50%	44%	36%
...are a source of pride for those in the greater Denver area	46%	36%	38%	41%	58%	56%	48%
...contribute to the education and development of children	65%	58%	69%	67%	70%	62%	51%
...contribute to lifelong learning for adults	47%	41%	47%	46%	54%	54%	38%
...help preserve and share cultural heritage	57%	55%	58%	59%	61%	58%	44%
...contribute to the economy of the greater Denver area	38%	26%	36%	39%	41%	50%	40%

Source: Urban Institute Analysis of Denver Household Data, 2002.

Although the overall relationships are weak, respondents under age 25 are considerably less likely to view the performing arts as *improving the quality of life in Denver* or as *contributing to the economy of the greater Denver area*. On the whole, however, age does not explain variation in attitudes.



About two in three Denverites strongly agree that the performing arts contribute to the education and development of children.

TABLE 4.5

ATTITUDES TOWARD PERFORMING ARTS IN COMMUNITY BASED ON RESPONDENTS WHO STRONGLY AGREE WITH EACH STATEMENT, BY CHILDREN AT HOME

Performing Arts...	All	No Children At Home	Children Under 13 Years of Age	Children 13 Years and Older
...improve the quality of life in the greater Denver area	55%	61%	47%	47%
...promote understanding of other people and different ways of life	46%	48%	42%	46%
...provide opportunities to socialize with other people	47%	47%	47%	49%
...are a source of pride for those in the greater Denver area	46%	45%	46%	51%
...contribute to the education and development of children	65%	65%	63%	65%
...contribute to lifelong learning for adults	47%	48%	46%	48%
...help preserve and share cultural heritage	57%	57%	57%	60%
...contribute to the economy of the greater Denver area	38%	41%	35%	30%

Source: Urban Institute Analysis of Denver Household Data, 2002.

There is strong agreement about the contribution of performing arts to the education and development of children, regardless of education, income, age, or presence of children in the household. In general, very few differences on community attitudes are found among respondents from households with or without children.

In most cases, respondents from households with young children feel equally strongly about these community values. One exception is that respondents from households with no children at home are considerably more likely to strongly agree that performing arts improve the *quality of life* in Denver, compared with their counterparts who have children at home.



Between one-third and one-half of Denverites who do not attend still feel positively about the role of the performing arts in their community.

TABLE 4.6

ATTITUDES TOWARD PERFORMING ARTS IN COMMUNITY BASED ON RESPONDENTS WHO STRONGLY AGREE WITH EACH STATEMENT, BY FREQUENCY OF ATTENDANCE

Performing Arts...	All	Attendance Level		
		Nonattender	Attender	Frequent Attender
...improve the quality of life in the greater Denver area	55%	35%	58%	84%
...promote understanding of other people and different ways of life	46%	33%	46%	70%
...provide opportunities to socialize with other people	47%	37%	49%	60%
...are a source of pride for those in the greater Denver area	46%	35%	47%	63%
...contribute to the education and development of children	65%	48%	69%	84%
...contribute to lifelong learning for adults	47%	33%	50%	84%
...help preserve and share cultural heritage	57%	45%	59%	73%
...contribute to the economy of the greater Denver area	38%	30%	40%	51%

Source: Urban Institute Analysis of Denver Household Data, 2002.

As we found in Table 3.5, frequent attenders have more favorable opinions about the performing arts than attenders or nonattenders. Though these relationships may be intuitive, the data offer strong evidence in support of these claims. Frequent attenders feel most strongly about the role of the performing arts in *improving the quality of life* in Denver, the contribution of the arts to the *education and development of children*, and to *lifelong learning for adults*.



Volunteering is weakly associated with the belief that performing arts make Denverites feel more connected to their community.

TABLE 4.7

“ATTENDING LIVE PERFORMING ARTS MAKES ME FEEL MORE CONNECTED TO MY COMMUNITY,” BY FREQUENCY OF VOLUNTEERISM

Attending Live Performing Arts Makes Me Feel More Connected to My Community	How Often Do You Volunteer?					All
	Never	Seldom	Once a Month	Weekly	Daily	
Strongly Disagree	17%	9%	8%	6%	18%	11%
Somewhat Disagree	17%	17%	16%	12%	10%	15%
Neither Agree nor Disagree	21%	21%	18%	15%	20%	19%
Somewhat Agree	24%	40%	34%	38%	30%	34%
Strongly Agree	21%	13%	24%	29%	23%	21%
Total	100%	100%	100%	100%	100%	100%

Source: Urban Institute Analysis of Denver Household Data, 2002.

Is the level of civic engagement of arts attenders similar to or different from that of nonattenders? The survey asked respondents how often they volunteer for charity, school, religious congregation, or community activities and whether they made a financial contribution to a performing arts organization.

From their answers, we do not observe a clear trend between volunteerism and feelings about connections to the community. Respondents who say they volunteer on a weekly basis are most likely to feel that attending live performing arts *makes them feel more connected to their community.*



Denverites who attend performing arts events are more likely to volunteer for community organizations.

TABLE 4.8

RESPONDENTS WHO VOLUNTEER IN THEIR COMMUNITY, BY FREQUENCY OF ATTENDANCE AT LIVE PERFORMING ARTS EVENTS

Attendance Level	Never Volunteer	Volunteer	Total
Nonattender	50%	50%	100%
Attender	20%	80%	100%
Frequent Attender	10%	90%	100%
All Respondents	28%	72%	100%

Source: Urban Institute Analysis of Denver Household Data, 2002.

There is a strong relationship between frequency of attendance at live performing arts events and volunteering in community organizations. Half of nonattenders reported that they volunteer at least once in a while. This contrasts with 8 in 10 attenders and 9 in 10 frequent attenders who say they volunteer. These findings are consistent with our earlier observation (Table 2.8) that people who attend performing arts events are also active in a range of other activities outside their homes.

We make no causal inferences as to whether an individual is inclined toward volunteerism because of his or her attendance at performing arts events or whether attendance at performing arts events inclines one toward higher levels of volunteerism.



Nearly half of frequent attenders made a donation to an arts organization in 2001.

TABLE 4.9

RESPONDENTS WHO MADE A FINANCIAL CONTRIBUTION TO AN ARTS ORGANIZATION IN 2001, BY FREQUENCY OF ATTENDANCE AT LIVE PERFORMING ARTS EVENTS

Attendance Level	No Contribution in 2001	Contribution in 2001	Total
Nonattender	96%	4%	100%
Attender	81%	19%	100%
Frequent Attender	51%	49%	100%
All Survey Respondents	81%	19%	100%

Source: Urban Institute Analysis of Denver Household Data, 2002.

Only 19 percent of Denverites reported that they made a financial contribution to an arts organization in 2001. However, the likelihood that someone made a contribution is influenced by whether the individual is an attender or not. Frequent attenders are substantially more likely to make a donation than nonattenders. Even so, one out of every two frequent attenders chose not to contribute.

Barriers to Attendance

This section focuses on factors that keep people from attending live performing arts events more frequently. For nonattenders, the questions can be taken to mean “Why don’t you attend?” For attenders, the questions can be taken to mean “What keeps you from attending even more?”

We consider a range of practical, personal, and perceptual obstacles to attendance. Some of these vary by respondent characteristics, such as education and income, and some help us understand the differences among nonattenders, attenders, and frequent attenders.



HIGHLIGHTS

Time, Preference, and Cost Are Key Obstacles: The biggest barriers to more frequent attendance at performing arts events, cited by about one in three respondents as a “big problem,” are *difficulty making time to go out*, preference to *spend leisure time in other ways*, and *cost of tickets*.

Demographic Characteristics Matter: People with lower levels of education are more likely to say that the *performing arts do not appeal* to them. People from lower-income households are more likely to say that *cost of tickets* is the major barrier to attendance. Younger people are more likely to cite the problem of *not enough information about performances and times*.

Nonattenders Prefer Doing Other Things: Nonattenders are more likely than attenders to say that they *prefer to spend leisure time in other ways* or that the *performing arts do not appeal* to them. They also report that they have *no one to attend with*, that they *feel uncomfortable or out of place at performing arts events*, and that they have concerns about the *difficulty or cost of getting to or parking at events*.



About a third of Denverites cite a preference to do other things, difficulty making time to go out, or cost of tickets as major barriers to attendance.

TABLE 5.1

BARRIERS TO MORE FREQUENT ATTENDANCE AT LIVE PERFORMING ARTS EVENTS						
Barrier	Big Reason	Moderate Reason	Small Reason	Not a Reason	No Response	Total
PRACTICAL						
Cost of tickets	32%	24%	11%	30%	3%	100%
Family obligations	20%	7%	6%	67%	1%	100%
Difficulty or cost of getting to or parking at events	19%	17%	13%	50%	2%	100%
Performances are in unsafe or unfamiliar locations	6%	7%	8%	76%	2%	100%
Not enough publicity or information about performances and times	13%	23%	12%	50%	2%	100%
PERSONAL						
Prefer to spend leisure time in other ways	36%	27%	14%	22%	1%	100%
Hard to make time to go out	35%	22%	12%	31%	1%	100%
No one to attend with	8%	8%	7%	76%	1%	100%
PERCEPTUAL						
Performing arts do not appeal	10%	9%	8%	72%	1%	100%
Feel uncomfortable or out of place at performing arts events	4%	4%	6%	84%	1%	100%
Have not enjoyed past performances	3%	5%	9%	82%	2%	100%

Source: Urban Institute Analysis of Denver Household Data, 2002.

For all but three items, most people said the various barriers are *not* a reason why they do not attend more. The three most frequently cited “big reasons” why people do not attend more performing arts events than they currently do are that it is *hard to make time to go out*, a preference to *spend leisure time in other ways*, and the *cost of tickets*. However, as we report throughout this section, different people are affected by different barriers.

Researchers at the RAND Corporation reported conceptual work on barriers to greater arts attendance in a book entitled *A New Framework for Building Participation in the Arts*. They suggest that there are four distinct types of barriers, which they label *practical barriers*, *personal circumstances*, *perceptual barriers*, and *prior experiences*. We used the RAND framework to help in the development of our survey, but we depart from it in two ways. First, we put our single question about prior experiences in with the perceptual barriers questions. Second, we add and subtract from the barriers developed in the RAND work.



Respondents with less education are more likely to find the performing arts unappealing.

TABLE 5.2

RESPONDENTS REPORTING THAT AN ITEM IS A “BIG REASON” WHY THEY DO NOT ATTEND PERFORMING ARTS MORE, BY EDUCATION

Barrier	All	Elementary School	High School or GED	Junior College or Tech School	Four-year College or University	Post-graduate
PRACTICAL						
Cost of tickets	32%	31%	41%	33%	28%	23%
Family obligations	20%	36%	21%	17%	23%	13%
Difficulty or cost of getting to or parking at events	19%	20%	29%	19%	13%	14%
Performances are in unsafe or unfamiliar locations	6%	18%	11%	4%	3%	3%
Not enough publicity or information about performances and times	13%	10%	19%	12%	12%	10%
PERSONAL						
Prefer to spend leisure time in other ways	36%	48%	47%	36%	30%	29%
Hard to make time to go out	35%	39%	38%	33%	37%	29%
No one to attend with	8%	10%	13%	7%	8%	5%
PERCEPTUAL						
Performing arts do not appeal	10%	21%	17%	10%	4%	3%
Feel uncomfortable or out of place at performing arts events	4%	20%	7%	3%	1%	2%
Have not enjoyed past performances	3%	7%	4%	3%	1%	2%

Source: Urban Institute Analysis of Denver Household Data, 2002.

While the percentage trends are suggestive of important relationships, only one barrier features a Somer's d value equal to or exceeding ± 0.15 . The value of Somer's d for the relationship between education level and *performing arts do not appeal* is -0.16 .

About one-fifth of respondents who have not completed high school say that the *performing arts do not appeal to them*. This proportion decreases as education increases; only 3 percent of respondents with a postgraduate degree say that the lack of appeal is a big reason why they do not attend more. Substantially higher percentages of respondents who have not completed a college degree were more likely to cite *difficulty or cost of getting to or parking at events* or a *preference to spend leisure time in other ways*. Reactions to most of the barriers, however, do not vary much by education level.



Cost is the main barrier to attendance for less wealthy Denverites.

TABLE 5.3

RESPONDENTS REPORTING THAT AN ITEM IS A “BIG REASON” WHY THEY DO NOT ATTEND PERFORMING ARTS MORE, BY HOUSEHOLD INCOME

Barrier	All	Less than \$25,000	\$25,000 to under \$50,000	\$50,000 to under \$100,000	\$100,000 or More
PRACTICAL					
Cost of tickets	32%	45%	42%	29%	18%
Family obligations	20%	23%	21%	22%	16%
Difficulty or cost of getting to or parking at events	19%	30%	25%	12%	10%
Performances are in unsafe or unfamiliar locations	6%	18%	7%	4%	2%
Not enough publicity or information about performances and times	13%	22%	15%	14%	8%
PERSONAL					
Prefer to spend leisure time in other ways	36%	39%	33%	35%	37%
Hard to make time to go out	35%	37%	30%	36%	33%
No one to attend with	8%	15%	8%	8%	3%
PERCEPTUAL					
Performing arts do not appeal	10%	12%	19%	7%	7%
Feel uncomfortable or out of place at performing arts events	4%	9%	3%	4%	2%
Have not enjoyed past performances	3%	10%	1%	2%	2%

Source: Urban Institute Analysis of Denver Household Data, 2002.

While the percentage trends are suggestive of important relationships, only one barrier features a Somer's d value equal to or exceeding ± 0.15 . The value of Somer's d for the relationship between *cost of tickets* and household income is -0.17 .

As expected, *cost of tickets* is more of a barrier for the poorest households and less of a barrier for higher income households. Respondents from families with lower total incomes are also more likely to note the *difficulty or cost of getting to or parking at events*. The trends suggest that the *safety and familiarity of location* is a concern for these families as well. Finally, respondents from lower income households are more likely to report that having *no one to attend with* is a big reason why they do not go to more performing arts events. Education and income categories both provide some clues as to which barriers are most influential for different subgroups.



Younger Denverites want more information about performances.

TABLE 5.4

RESPONDENTS REPORTING THAT AN ITEM IS A “BIG REASON” WHY THEY DO NOT ATTEND PERFORMING ARTS MORE, BY AGE

Barrier	All	Under 25	25-34	35-44	45-54	55-64	65 and Over
PRACTICAL							
Cost of tickets	32%	31%	27%	29%	33%	39%	35%
Family obligations	20%	18%	22%	39%	19%	3%	4%
Difficulty or cost of getting to or parking at events	19%	11%	11%	15%	21%	22%	36%
Performances are in unsafe or unfamiliar locations	6%	2%	7%	8%	2%	3%	16%
Not enough publicity or information about performances and times	13%	23%	14%	15%	11%	6%	8%
PERSONAL							
Prefer to spend leisure time in other ways	36%	38%	37%	45%	32%	31%	32%
Hard to make time to go out	35%	38%	31%	42%	43%	25%	25%
No one to attend with	8%	8%	5%	4%	9%	13%	14%
PERCEPTUAL							
Performing arts do not appeal	10%	20%	8%	13%	5%	6%	10%
Feel uncomfortable or out of place at performing arts events	4%	12%	2%	6%	2%	3%	3%
Have not enjoyed past performances	3%	6%	3%	2%	2%	1%	4%

Source: Urban Institute Analysis of Denver Household Data, 2002.

The Somer's d value for the relationship between *not enough publicity or information about performances and times* and age is -0.15. For age and *difficulty or cost of getting to or parking at events*, Somer's d is +0.13.

Younger respondents are considerably more likely to cite insufficient *publicity or information about performances and times* as a key obstacle to attendance. Older people are more likely to cite *difficulty or cost of getting to or parking at events*.



Having children at home keeps Denverites from getting out to performing arts events.

TABLE 5.5

PERCENT OF RESPONDENTS REPORTING THAT ITEM IS A “BIG REASON” WHY THEY DO NOT ATTEND PERFORMING ARTS MORE, BY CHILDREN AT HOME

Barrier	All	No Children At Home	Children under 13 Years of Age	Children 13 Years and Older
Family obligations	20%	5%	49%	27%
Hard to make time to go out	35%	26%	49%	45%

Source: Urban Institute Analysis of Denver Household Data, 2002.

This abbreviated table includes only the two items where we observe differences by presence of children in the household. People with children at home are more likely to cite *family obligations* and *hard to make time to go out* as important reasons why they do not attend performing arts events more often. Respondents with young children are the most likely to say that *family obligations* are a substantial obstacle.



Denverites who do not attend the performing arts offer many reasons for not attending. Attenders give fewer clues for why they do not go more often.

TABLE 5.6

RESPONDENTS REPORTING THAT AN ITEM IS A “BIG REASON” WHY THEY DO NOT ATTEND PERFORMING ARTS MORE, BY FREQUENCY OF ATTENDANCE AT LIVE PERFORMING ARTS EVENTS

Barrier	All	Attendance Level		
		Nonattender	Attender	Frequent Attender
PRACTICAL				
Cost of tickets	32%	31%	34%	26%
Family obligations	20%	25%	22%	8%
Difficulty or cost of getting to or parking at events	19%	22%	17%	15%
Performances are in unsafe or unfamiliar locations	6%	12%	4%	3%
Not enough publicity or information about performances and times	13%	15%	12%	11%
PERSONAL				
Prefer to spend leisure time in other ways	36%	52%	34%	14%
Hard to make time to go out	35%	37%	38%	23%
No one to attend with	8%	14%	6%	6%
PERCEPTUAL				
Performing arts do not appeal	10%	23%	4%	0%
Feel uncomfortable or out of place at performing arts events	4%	11%	2%	0%
Have not enjoyed past performances	3%	5%	2%	1%

Source: Urban Institute Analysis of Denver Household Data, 2002.

NONATTENDERS: Nonattenders and attenders alike point to *lack of time* as a barrier to attendance. However, several barriers were cited as a big reason by a disproportionate number of nonattenders. Not surprisingly, nonattenders are more likely to say that they *prefer to spend leisure time in other ways* and that the *performing arts do not appeal* to them. In addition, more nonattenders are more likely to say that they have *no one to attend with* or that they *feel uncomfortable or out of place* at performing arts events. Nonattenders are also more likely to say that *performances are in unsafe or unfamiliar locations*.

ATTENDERS: While a third of attenders say that they *prefer to spend leisure time in other ways*, this factor does not differentiate them from respondents in other attender categories. The one barrier that attenders rate higher is *cost of tickets*, suggesting that cost is a greater inhibitor for them than for nonattenders.

FREQUENT ATTENDERS: People who frequently go to arts performances are less likely to label various potential barriers as a big reason why they do not get out more. Consistent with conventional wisdom, the two biggest barriers are *time* and *money*—two factors that are not unique to frequent attenders.

Methodology

COMMUNITY SELECTION CONSIDERATIONS

The Denver survey is one in a series of 10 telephone surveys that each focus on a single community. The communities were carefully selected, looking for the following characteristics that were deemed important to the success of the project:

- Representation of three or more of the five disciplines encompassed by the participating national service organizations.
- Financially and managerially strong local arts organizations.
- Established and strong working relationships between local arts organizations and their national service organizations.
- Willingness and ability of local arts organizations to be part of a working group.
- Established capacity for collecting data on the part of local arts organizations.
- Willingness on the part of local arts organizations to administer the surveys developed by the Performing Arts Research Coalition.
- Presence of supplemental funding sources in the community to help sustain this research in the future.
- Geographic diversity and a variety of community sizes.

LOCAL WORKING GROUP RESPONSIBILITIES

The working group of performing arts organizations in each of the communities chosen had six primary project responsibilities: (1) To participate in the design of survey instruments; (2) To collect data from its audiences and subscribers; (3) To use the audience, subscriber, and household data to design concrete strategies for improving the management of its organizations; (4) To use the audience, subscriber, and household data to make an impact on the role the arts play in the community; (5) To provide feedback on or write sections of project reports; (6) To consider ways to maintain local data collection efforts after the completion of the PARC project.

PROJECT DATA SOURCES

The PARC research framework relies on four data sources to contribute information toward a more comprehensive understanding of the performing arts. Following is a description of the four sources and the type of information they provide.

Administrative Surveys: Each of the participating national service organizations conducted annual surveys of its members, collecting extensive administrative data. Most provided information on the number and types of performances, attendance, and a range of financial information, including sources of revenue and types of expenses. Selected items (or their definitions) from the existing surveys have been reviewed, and some new items have been added so that key data elements can be captured consistently across all the disciplines.

Audience Surveys: Audience surveys provided information on audience demographics, feedback on customer satisfaction and perceived performance quality, and some feedback on audience perceptions of the value of the performing arts. Audience surveys were administered by each of the participating arts organizations in each of the study sites. Two-page surveys were placed on seats in performance venues or handed to audience members in conjunction with performances according to specific procedures established by the Urban Institute.

Subscriber Surveys: As with the audience surveys, the subscriber surveys provided information on demographics and feedback on customer satisfaction and perceived performance quality. The subscriber survey contained expanded questions about the perceptions of the value of the performing arts to respondents, their families, and their communities. Participating arts organizations in each study site mailed the six-page survey to a randomly selected group of subscribers according to procedures established by the Urban Institute.

Household Telephone Surveys: Household telephone surveys collected information to help understand the attitudes of people who attend or do not attend the performing arts regularly, and to further understand why and how individuals can be motivated to become participants. The surveys of random households in each participating community were conducted by Princeton Survey Research Associates according to procedures developed by the Urban Institute.

A Note about This Report

This report is based on an analysis of the responses from the Denver community/household telephone survey only. Findings from the administrative surveys will be issued in a separate report. Data from the audience and subscriber surveys have been provided to the participating local arts organizations. Further analysis of these data is in the hands of local arts organizations and/or working groups.

HOW THE DENVER HOUSEHOLD TELEPHONE SURVEY WAS CONDUCTED

Survey respondents were selected using random digit dialing. Every active block of telephone numbers (area code + exchange + two-digit block number) was included for Adams, Boulder, Denver, Arapahoe, and Jefferson Counties, and the Highlands Ranch part of Douglas County. After random selection of a number within a block, two more digits were randomly added to complete the number. Numbers that matched listings in business directories were purged from the list. This method guaranteed coverage of every assigned phone number and did not require a preexisting list of active numbers.

During February and March 2002, calls were made by Princeton Data Source, a subsidiary of Princeton Survey Research Associates. Calls lasted approximately 20 minutes each. They were staggered over times of the day and days of the week to maximize the chance of making contact with potential respondents. Just under a quarter of the interviews were completed on the first call, but one took as many as 61 calls to secure an interview. Table A-1 documents the numbers of individuals who were contacted, who cooperated, and who completed the interview.

While a response rate of 35 percent is not inconsistent with other studies of this type, it raises questions of nonresponse bias. That is, one might suspect that people who could not be contacted, would not cooperate with the interview, or did not complete it might have responded differently, on average, from people who completed the interview. If so, and if the differences are relevant to issues under investigation in the study, then one cannot make reliable inferences from the study sample to the population of the Denver metropolitan area.

To investigate the potential for such bias, we compared the characteristics of the 800 respondents with known characteristics of the population (see Table A-2). Population estimates are based on the 1990 Decennial Census, with adjustments by information collected in the Current Population Survey in fall of 2001. The summaries in this table indicate that black Denverites, Asian/Pacific Islanders, and persons age 18-29 are underrepresented among the survey respondents. Overall, however, there is considerable similarity between survey respondents and the population estimate on race, sex, and age characteristics. This similarity supports an assertion that the survey respondents are not substantially different from the nonrespondents. Nonetheless, the results reflect the attitudes of people who were willing to complete the survey.

A disproportional sample design and systematic nonresponse result in a measurable “design effect.” The design effect for the Denver household telephone survey results in a margin of error of ± 3.8 percent. This means that in 95 of every 100 samples using the same methodology, estimated proportions based on the entire sample will be no more than 3.8 percentage points away from their true values in the population. However, design effects are only one source of error. For example, those people who chose to answer the survey questions may be different in some ways from people who chose not to respond, resulting in an unknown quantity of response bias on various survey questions.



TABLE A.1

DISPOSITION OF CALLS, DENVER HOUSEHOLD SURVEY

4657	dialed numbers
-2157	non-working numbers
<hr/>	
2500	working numbers
-637	“non-contact”—language/health barrier, incomplete callbacks
<hr/>	
1863	contacted numbers (74.5%)
-950	refusals
<hr/>	
913	cooperating (49.0%)
-81	ineligible
<hr/>	
832	eligible
-32	interrupted, incomplete
<hr/>	
800	completions (96.2%)

$$\begin{aligned}\text{Response rate} &= \text{contacts} \times \text{cooperations} \times \text{completions} \\ &= 74.5\% \times 49.0\% \times 96.2\% \\ &= 35.1\%\end{aligned}$$

SOMER'S D: LOOKING AT THE RELATIONSHIP BETWEEN QUESTIONS

In reviewing the survey results, we are frequently interested in knowing whether people who answer a particular way on one question also tend to answer a particular way on a different question. For example, past research has shown that people who have acquired more education are more likely to attend arts events than people with less education. This finding comes from looking at the relationship between two different variables—*education level* and *frequency of attendance*.

Somer's *d* is a statistic that shows the strength of the relationship between two variables with a small number of ordered categories. By “ordered,” we mean that the question has categories that run in a meaningful way from low to high. Somer's *d* indicates the extent to which respondents who report high or low values on one variable also report high or low levels on another variable. For example, if we observe that tall people are very talkative and short people say very little at all, we would expect a high value of Somer's *d* for the variables *height* and *verbosity*. On the other hand, if tall and short people have roughly the same number of talkative and nontalkative types, we would get a low Somer's *d*, and we would conclude that there is no relationship between the two variables.



TABLE A.2

CHARACTERISTICS OF DENVER HOUSEHOLD RESPONDENTS (N=800)		
	Population Estimate	Survey Respondents
RACE		
White	600	607
Black	36	18
Asian/Pacific Islander	25	14
Hispanic/Latino	124	119
Other/Mixed	11	25
American Indian/Alaskan Native	4	7
Missing (did not report)	0	10
SEX		
Men	397	382
Women	403	418
AGE		
18-29	191	168
30-39	184	168
40-49	177	192
50-65	152	163
65+	96	109
Missing (did not report)	0	0

Somer's d runs from a value of 0.0 (no relationship) to 1.0 (perfect relationship), although it is usually quite low because of the conservative way in which it is calculated. A positive sign (+) in front of the number means that there is a *positive relationship* between the variables; that is, high values on one variable are associated with high values on the other. A negative sign (-) indicates a *negative relationship*; that is, high values on one variable go with lower values on the other variable, and vice versa.

A Somer's d value of less than -0.15 or more than +0.15 is worth paying attention to. For values closer to 0.0, the relationship is probably best thought of as weak or nonexistent. In footnotes throughout the report, we note relationships that meet or exceed this 0.15 threshold.

PERFORMING ARTS RESEARCH COALITION

1156 15TH Street, NW, Suite 810, Washington, DC 20005

Association of Performing Arts Presenters • American Symphony Orchestra League
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