



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 Pittsburgh 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.

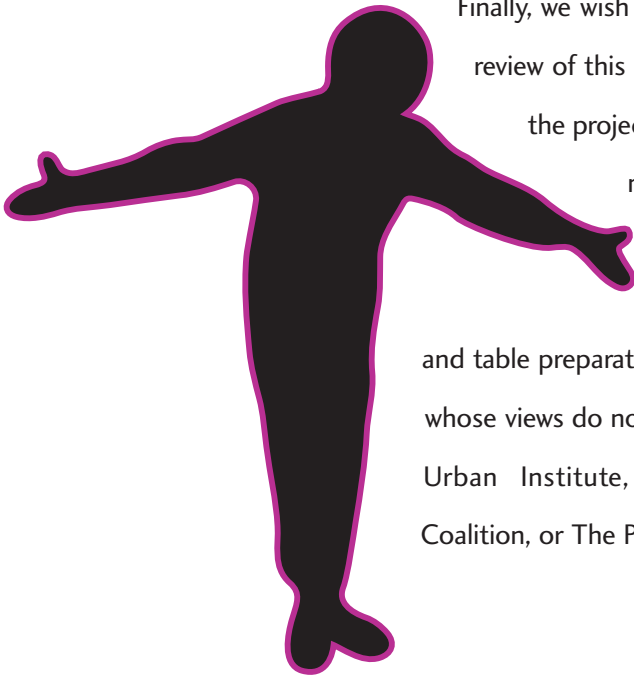
MARCH 2003

Acknowledgments

The authors of this report—Mary Kopczynski and Mark Hager of the Urban Institute—acknowledge the contributions of the eleven performing arts organizations in Pittsburgh that are involved in the Performing Arts Research Coalition effort.

We thank Marian Godfrey, Stephen Urice, and Shelley Feist of The Pew Charitable Trusts for their generous and enthusiastic support of this effort. We are also grateful for the leadership provided by the Performing Arts Research Coalition. In particular, we wish to applaud Marc Scorca, president and CEO of OPERA America and project coordinator for the Coalition, and Sandra Gibson, president and CEO of the Association of Performing Arts Presenters, for their guidance of the Pittsburgh effort.

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 at 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.

Table of Contents

Foreword 5

Preface 6

Highlights from the Five Communities 7

Pittsburgh Findings 12

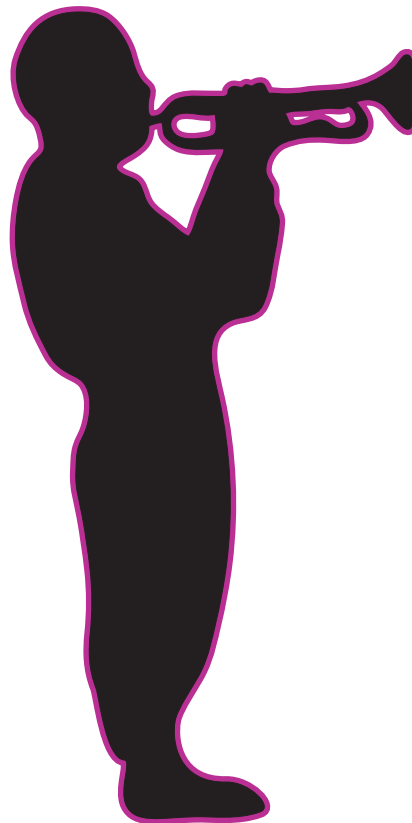
Attendance 16

Value to the Individual 26

Value to the Community 33

Barriers to Attendance 44

Methodology 52



Foreword

The Performing Arts Research Coalition (PARC) Project fills an important research gap for the greater Pittsburgh performing arts community. Previous research efforts had limited their focus to the composition of current audiences—who they are—rather than how they feel or what they want. The PARC telephone survey for the first time offers us a variety of ways to look at ourselves as individual organizations and as a community.

We've learned a lot. Individually, the data helped one organization, for instance, evaluate its current venue. It has decided to move, a crucial decision for any institution. As a group, probably the most gratifying finding was that 61 percent of the Pittsburgh respondents reported attending at least one performing arts event in the past 12 months. We believe this fact to be of great importance in presenting a strong public case for continued support of the arts in the region.

The high degree of crossover—participation in other leisure activities, particularly sports events—surprised many in the Pittsburgh performing arts and leisure markets and supports recent findings from research conducted by the Cultural District, which is promoting the value of well-planned crossover marketing opportunities.

We also were satisfied to see that the majority of Pittsburghers agreed with positive statements about the role that the performing arts play in their lives. Two in three strongly agree that the performing arts contribute to the education and development of children.

Of all the data provided, the focal point of future research would most likely be further understanding of the barriers to participation, particularly among infrequent-to-moderate attenders. We would like to seek practical ways to overcome these barriers. Focus groups may be the best method to begin this process.

Pittsburgh looks forward to Year Two of this program. Our goal is to learn more about some of the questions and issues raised by the Year One findings.

Mitch Swain,
The Pittsburgh Cultural Trust
on behalf of the Pittsburgh PARC Working Group

Preface

The Performing Arts Research Coalition—PARC—provides an 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 garner 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 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 suggests 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 versus 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. However, 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*, as is commonly believed, to older and affluent individuals.

- **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 are more likely to have lower incomes and frequent attenders are more likely to have 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 fall into attender or frequent attender categories of attendance.

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 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 agree or strongly 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 agree or strongly 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 level, 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 better understand other cultures. Overall, between 68 percent (in Cincinnati) and 76 percent (in Alaska) of respondents agree or strongly 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 performances 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 of children. Especially noteworthy is the fact that a majority of nonattenders share similar views.

- **Individual versus Community Value:** The percentage of respondents with positive opinions about the value of the arts to their community is even higher than those 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. Combining the percentages of respondents who strongly agreed and agreed with each of these statements, a clear and substantial majority were in agreement, in every community, with every statement in the survey.
- **Value to Children:** More than 9 out of 10 respondents in each of the five communities either strongly agree or agree 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.

- **Increased 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 agrees or agrees 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 3 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* are the two most-cited barriers. *Cost of tickets* consistently ranks third 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 have the same concerns about limited time and the cost of tickets that nonattenders do. 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, such as *difficulty or cost of getting to or parking at events*, are obstacles whose importance varies by community. This particular barrier 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.

Pittsburgh Household Survey Findings

During the spring of 2002, 800 residents of the greater Pittsburgh 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 Pittsburgh survey should interest participating members of the performing arts collaborative, local businesses, government officials, and residents of the greater Pittsburgh area. By using this information, arts organizations will be better positioned to enhance their leadership role in the Pittsburgh 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 Pittsburgh community. It is organized around four key topics:

- **Attendance at Performing Arts Events:** How often do the residents of Pittsburgh 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 closer to zero values 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 PITTSBURGH

- City Theatre
- Dance Alloy
- Manchester Craftsmen's Guild
- Opera Theatre of Pittsburgh
- Pittsburgh Ballet
- Pittsburgh CLO
- Pittsburgh Cultural Trust
- Pittsburgh Irish and Classical Theatre
- Pittsburgh Opera
- Pittsburgh Public Theatre
- Pittsburgh Symphony Orchestra

CHARACTERISTICS OF PITTSBURGH RESPONDENTS

Pittsburgh 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 completed elementary school, have household incomes over \$100,000, and are younger than 25, readers should be careful not to draw major conclusions about any of these groups.

There were too few nonwhite respondents in the sample to permit meaningful analysis by race/ethnicity. The respondents are 90 percent white, 5 percent black, and 3 percent other or mixed race. Two percent of respondents did not report their race/ethnicity.



HIGHEST LEVEL OF EDUCATION COMPLETED

	Number of Respondents	Percentage
Elementary school	41	5%
High School or GED	289	36%
Junior college or tech school	197	25%
Four-year college or university	176	22%
Post-graduate degree	91	11%
Did not report	6	1%
Total	800	100%

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

AGE

	Number of Respondents	Percentage
Under 25	60	7%
25-34	111	14%
35-44	142	18%
45-54	184	23%
55-64	118	15%
65 and over	170	21%
Did not report	15	2%
Total	800	100%

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

TOTAL HOUSEHOLD INCOME

	Number of Respondents	Percentage
Less than \$25,000	149	19%
\$25,000 to under \$50,000	212	27%
\$50,000 to under \$100,000	194	24%
\$100,000 or more	61	8%
Did not report	184	23%
Total	800	100%

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

CHILDREN IN THE HOUSEHOLD

	Number of Respondents	Percentage
No children at home	527	66%
Children under 13 years of age	201	25%
Children 13 years and older	108	14%
Did not report	10	1%

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

Source: Urban Institute Analysis of Pittsburgh 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 at or by the Pittsburgh Ballet Theatre, the Pittsburgh Dance Council, and the Pittsburgh Cultural Trust.

However, people also go to dance performances presented or performed by other performing arts organizations, whether in Pittsburgh 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

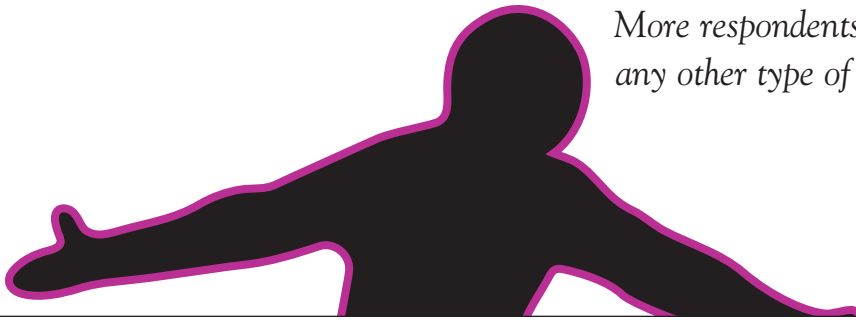
Attendance Levels Vary: Three in five Pittsburghers went to a live, professional performing arts presentation last year. Of those, one in four were frequent attenders, meaning they attended 12 or more performances.

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.

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	Percentage Attending At Least One Performance	Average Number of Performances (nonattenders included)	Average Number of Performances (discipline attenders only)
Dance	23%	0.8	3.4
Opera	7%	0.3	4.0
Theatre	42%	2.5	6.0
Symphony	16%	0.5	3.2
Other	33%	1.4	4.2
Any Discipline	61%	5.4	8.9

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

A little more than two out of every five 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 7 percent of respondents attending in the past year.

Including the 58 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 Pittsburgh attend opera, those who do attend say that they saw an average of four operas last year. This average is higher than that for attenders of dance (3.4) and symphony (3.2), and is roughly equal to the number of “other” (4.2) performing arts activities attended.

Sixty-one percent of respondents reported attending at least one performing arts event in the past 12 months. This leaves 39 percent of respondents that we refer to as “nonattenders.”

Sixty-one percent of Pittsburghers attended a live performing arts event in the past year.

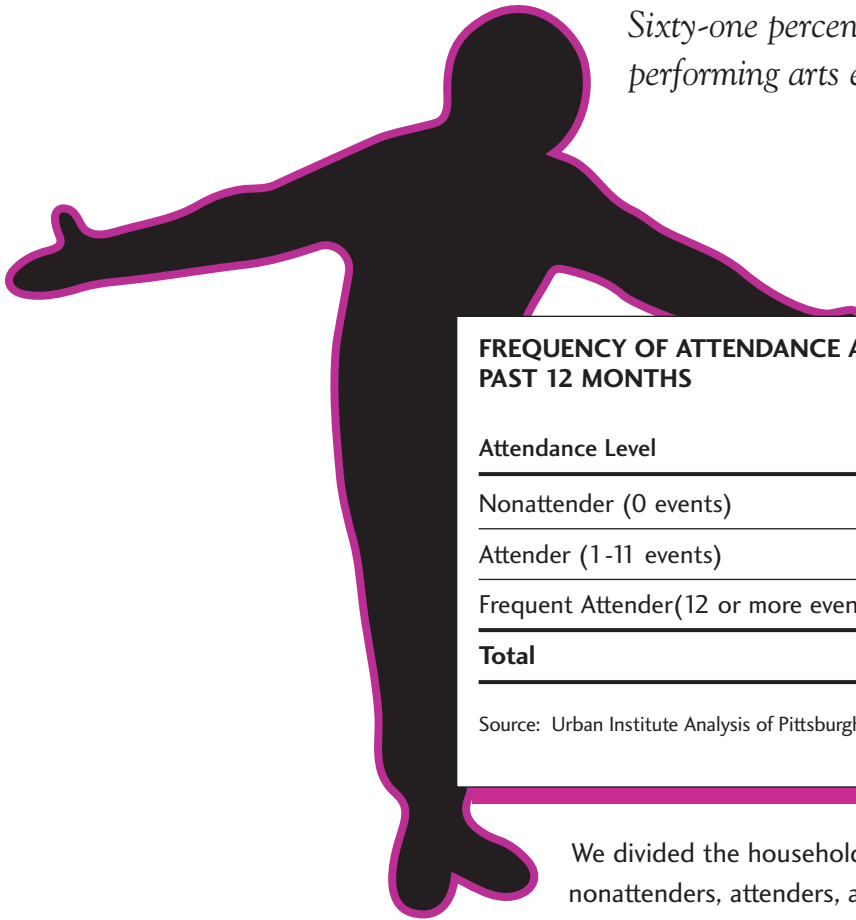


TABLE 2.2

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

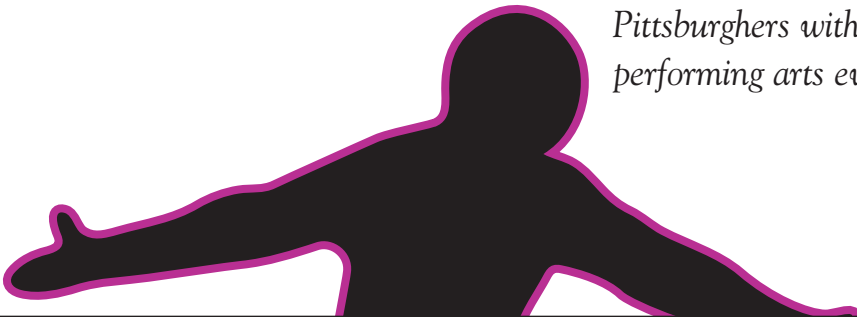
Attendance Level	Number	Percentage
Nonattender (0 events)	316	39%
Attender (1-11 events)	366	46%
Frequent Attender(12 or more events)	118	15%
Total	800	100%

Source: Urban Institute Analysis of Pittsburgh 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 Pittsburghers who attend performing arts events went to 12 or more such 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.



Pittsburghers with more education attend live performing arts events more often.

TABLE 2.3

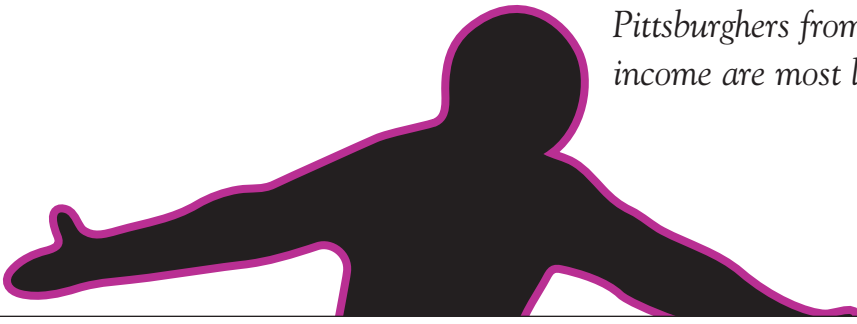
FREQUENCY OF ATTENDANCE AT LIVE PERFORMING ARTS EVENTS IN PAST 12 MONTHS, BY EDUCATION

Attendance Level	All	Elementary School	High School or GED	Junior College or Tech School	Four-Year College or University	Post-graduate
Nonattender	39%	76%	55%	35%	26%	10%
Attender	46%	19%	39%	53%	52%	53%
Frequent Attender	15%	5%	7%	12%	22%	37%
Total	100%	100%	100%	100%	100%	100%

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

Education level is positively related to attendance level. Among respondents whose highest level of completed education is elementary school, roughly three-quarters have not attended a performing arts event in the past 12 months. The percentage of nonattenders decreases steadily across levels of education. Among the most educated, only 1 in 10 are nonattenders. The opposite trend is evident when looking at frequent attenders. Among the least educated, only 5 percent are frequent attenders. Conversely, more than one in three of the most educated 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 +0.31. 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 (0.31) 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.



Pittsburghers from households with the lowest income are most likely to be nonattenders.

TABLE 2.4

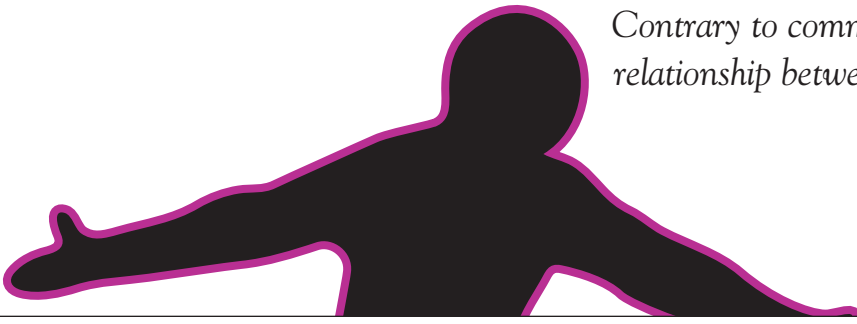
FREQUENCY OF ATTENDANCE AT LIVE PERFORMING ARTS EVENTS IN PAST 12 MONTHS, BY HOUSEHOLD INCOME

Attendance Level	All	Less than \$25,000	\$25,000 to under \$50,000	\$50,000 to under \$100,000	\$100,000 or More
Nonattender	39%	57%	41%	35%	15%
Attender	46%	37%	50%	42%	59%
Frequent Attender	15%	6%	9%	23%	26%
Total	100%	100%	100%	100%	100%

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

The poorest income households constitute a very small proportion of frequent attenders (6 percent), while more than a quarter of respondents from the wealthiest households are frequent attenders. People in higher income households attend the performing arts more frequently than people from lower income households.

This claim of a positive relationship between income and attendance is substantiated by a relatively high Somer's d value of +0.26.



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

TABLE 2.5

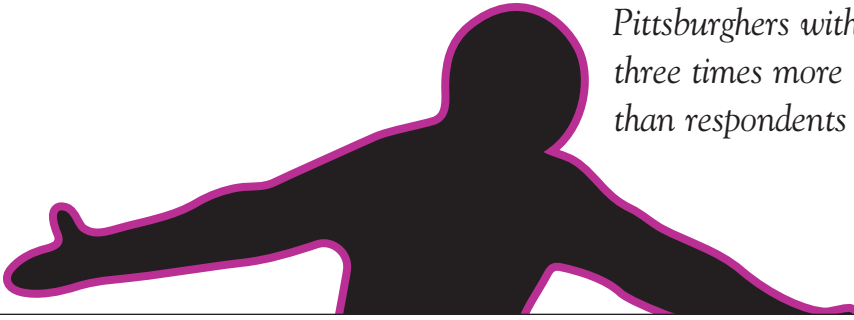
FREQUENCY OF ATTENDANCE AT LIVE PERFORMING ARTS EVENTS IN PAST 12 MONTHS, BY AGE

Attendance Level	All	Under 25	25-34	35-44	45-54	55-64	65 and Over
Nonattender	39%	37%	41%	40%	32%	34%	51%
Attender	46%	53%	48%	47%	51%	47%	34%
Frequent Attender	15%	10%	11%	13%	17%	19%	15%
Total	100%	100%	100%	100%	100%	100%	100%

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

While the age category with the greatest percentage of frequent attenders is 55–64 years, respondents over the age of 65 are most likely to be nonattenders. In contrast, respondents under the age of 65 are more likely to say that they 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 audiences for the performing arts, at least in Pittsburgh.

A Somer’s d of -0.02 supports the conclusion that there is little relationship between age and attendance level.



Pittsburghers without children at home are two to three times more likely to be frequent arts attenders than respondents with children.

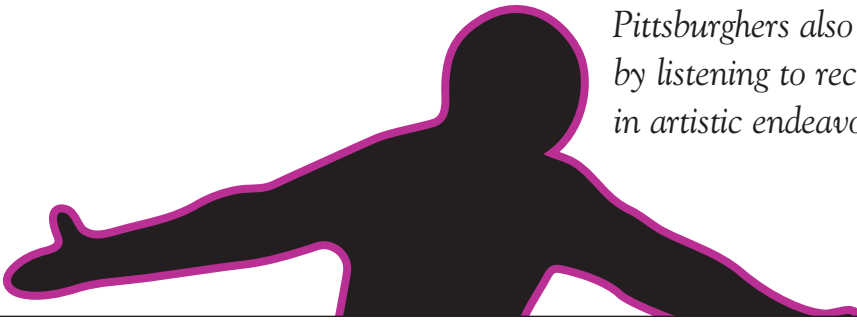
TABLE 2.6

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

Attendance Level	All	No Children at Home	Children Under 13 Years of Age	Children 13 Years and Older
Nonattender	39%	39%	45%	35%
Attender	46%	43%	46%	59%
Frequent Attender	15%	18%	9%	6%
Total	100%	100%	100%	100%

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

The highest proportion of frequent attenders (18 percent) is the group of respondents with no children living at home. Interestingly, respondents with teenagers at home are no less likely than those without children to be performing arts attenders. Indeed, about three in five of these respondents are attenders of the performing arts, although only 6 percent fall into the frequent attender category.



Pittsburghers also experience 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

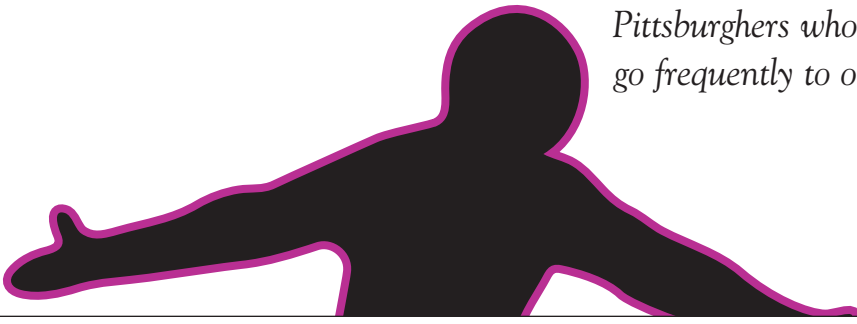
Activity	Percent Yes	Attendance Level		
		Nonattender	Attender	Frequent Attender
Listen to classical music on radio, CD	54%	37%	61%	76%
Watch performing arts on television	66%	48%	75%	83%
Play musical instrument	19%	13%	22%	26%
Sing in a choir or singing group	14%	8%	15%	29%
Perform or produce performing arts	18%	8%	22%	31%

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

The majority of people in Pittsburgh report listening to recordings of classical music at least a few times a year (54 percent) and watching the performing arts on television (66 percent). Not surprisingly, frequent performing arts attenders are substantially 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 Pittsburghers enjoy the performing arts. More than one in three nonattenders listen to recorded classical music, and nearly half have 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 is 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. Percentage “Yes” reflects the percentage of respondents who reported that they participated in each activity either seldom, monthly, weekly, or daily.



Pittsburghers 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	73%	6.2	4.1	7.1	9.4
Attend professional sporting event	55%	3.5	2.4	3.3	6.9
Attend amateur sporting event	39%	3.5	3.0	3.5	4.9
Attend live pop/rock concert	32%	1.3	0.4	1.4	3.2
Attend live comedy show	18%	0.3	0.2	0.3	0.6
Go to club to hear live music or dance	46%	4.2	2.7	4.4	7.7
Go to museum or art gallery	51%	1.6	0.6	1.9	3.4
Attend a community festival, parade, etc.	82%	3.1	2.4	3.4	4.0

Source: Urban Institute Analysis of Pittsburgh 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 Pittsburgh 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.

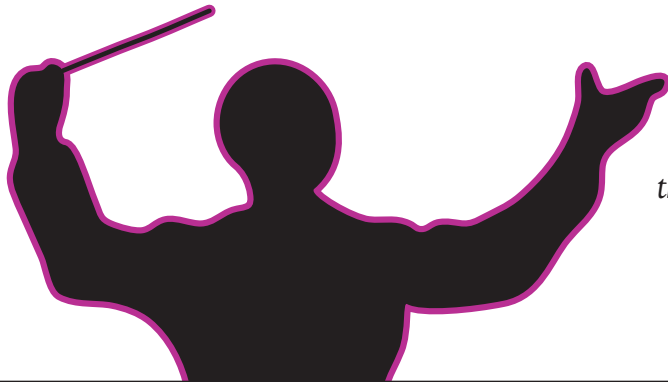


HIGHLIGHTS

Positive Attitudes Toward the Arts Predominate: The majority of Pittsburghers 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* (77 percent). Somewhat fewer (55 percent) agree that the performing arts make them *feel more connected to the community*.

Education Matters, But Other Characteristics Do Not: As education level increases, respondents were more likely to agree that the performing arts are *enjoyable* and *thought provoking*. However, on the whole, income, age, and the presence of children at home are unrelated to personal attitudes about the role of performing arts in respondents' lives.

Attendance Is Linked to Positive Attitudes: Overall, as attendance increases, so do positive attitudes toward the personal value of performing arts. Frequent attenders of the arts are most likely to strongly agree with each of the personal attitudes they were asked to consider.



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

TABLE 3.1

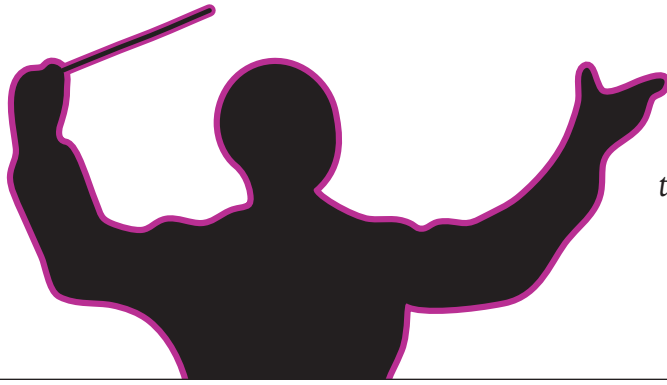
ATTITUDES TOWARD THE PERSONAL VALUE OF THE PERFORMING ARTS

Attending Live Performing Arts...	Strongly Agree	Somewhat Agree	Neutral	Somewhat Disagree	Strongly Disagree	No Response	Total
...is enjoyable to me	51%	26%	7%	5%	6%	5%	100%
...is thought provoking	35%	37%	9%	8%	6%	6%	100%
...helps me to understand other cultures better	34%	40%	9%	6%	6%	5%	100%
...is primarily a social occasion for me	37%	34%	8%	9%	8%	4%	100%
...encourages me to be more creative	26%	32%	18%	12%	9%	4%	100%
...makes me feel more connected to my community	20%	35%	17%	14%	10%	4%	100%

Source: Urban Institute Analysis of Pittsburgh 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. Roughly three-quarters of respondents somewhat agree or strongly agree that attending live performing arts is *enjoyable* and helps them to *understand other cultures better*. Respondents are more ambivalent toward the role of the performing arts in *encouraging creativity* or 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.



Pittsburghers with more education have more positive attitudes about the performing arts.

TABLE 3.2

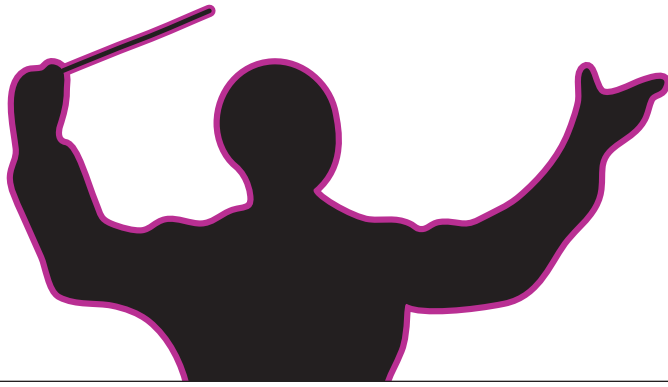
PERSONAL ATTITUDES BASED ON RESPONDENTS WHO STRONGLY AGREE WITH EACH STATEMENT, BY EDUCATION

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	51%	20%	41%	56%	60%	74%
...is thought provoking	35%	17%	23%	39%	46%	51%
...helps me to understand other cultures better	34%	22%	35%	35%	35%	33%
...is primarily a social occasion for me	37%	20%	36%	48%	38%	30%
...encourages me to be more creative	26%	22%	23%	26%	28%	32%
...makes me feel more connected to my community	20%	17%	18%	22%	19%	21%

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

As education level increases, so does the percentage of respondents in each category who strongly agree with the statements that attending live performing arts events is *enjoyable* and *thought provoking*. Respondents with an elementary school education were considerably less likely than those with some college education and beyond to strongly agree that attending live performing arts is *enjoyable*, *thought provoking*, *helps to understand other cultures better*, and *is primarily a social occasion*.

The relationship between education level and *attending live performing arts is enjoyable to me* results in a Somer's d of +0.21. For education level and *attending live performing arts is thought provoking*, Somer's d is +0.22.



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

TABLE 3.3

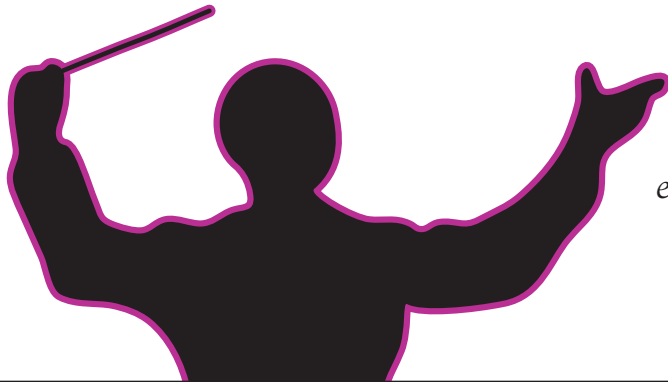
PERSONAL ATTITUDES BASED ON RESPONDENTS WHO STRONGLY AGREE WITH EACH STATEMENT, BY HOUSEHOLD INCOME

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	51%	43%	52%	58%	54%
...is thought provoking	35%	27%	35%	41%	38%
...helps me to understand other cultures better	34%	34%	38%	36%	25%
...is primarily a social occasion for me	37%	41%	34%	37%	38%
...encourages me to be more creative	26%	23%	27%	27%	21%
...makes me feel more connected to my community	20%	25%	19%	19%	13%

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

No relationship was found between income level and personal attitudes. However, Pittsburghers with household income levels over \$100,000 are less likely to strongly agree that performing arts help them *understand other cultures better* or make them *feel more connected to their community*.

The Somer's d for the relationship between personal attitudes and income level is not greater than 0.15 in any of these questions, so we conclude that despite several interesting trends, the income–attitude relationship is weak to nonexistent.



Pittsburghers under the age of 25 feel most strongly that attending live performing arts encourages them to be more creative.

TABLE 3.4

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

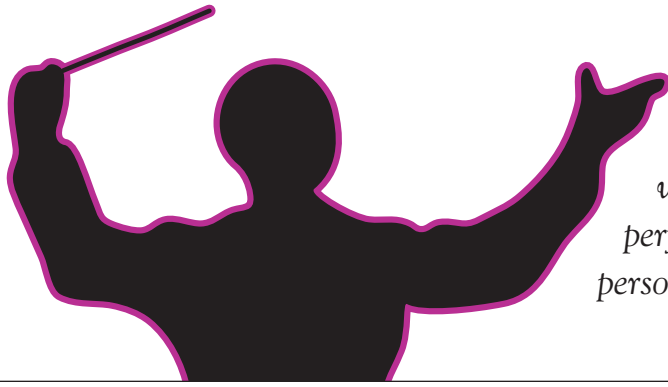
Attending Live Performing Arts...	All	Under 25	25-34	35-44	45-54	55-64	65 and Over
...is enjoyable to me	51%	43%	53%	52%	55%	52%	47%
...is thought provoking	35%	45%	39%	34%	40%	32%	25%
...helps me to understand other cultures better	34%	43%	33%	28%	34%	40%	35%
...is primarily a social occasion for me	37%	27%	25%	37%	36%	48%	43%
...encourages me to be more creative	26%	45%	27%	28%	28%	26%	15%
...makes me feel more connected to my community	20%	12%	14%	16%	19%	21%	29%

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

Overall, few strong patterns emerge between personal attitudes and age. However, older Pittsburghers are somewhat more likely to strongly agree with the statements that attending live performing arts is *primarily a social occasion* and makes them *feel more connected to their community*. In addition to their positive feelings about the creative value of the arts, the youngest respondents are most likely to feel that attending live performing arts is *thought provoking*.

A Somer's d of -0.14 for attending live performing arts *encourages me to be more creative* is the strongest relationship in this table.

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.



While arts attenders have more positive attitudes than nonattenders, many of those who do not attend also strongly agree that the performing arts play a positive role in their personal 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	51%	30%	59%	84%
...is thought provoking	35%	23%	36%	62%
...helps me to understand other cultures better	34%	27%	36%	50%
...is primarily a social occasion for me	37%	29%	43%	43%
...encourages me to be more creative	26%	19%	27%	41%
...makes me feel more connected to my community	20%	14%	21%	32%

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

As expected, agreement with each personal value statement increases with frequency of attendance. An exception is for the statement that attending live performing arts *is primarily a social occasion for me*, where equal percentages (43 percent) of attenders and frequent attenders strongly agree.

Value to the Community

This section focuses on public perceptions of the value of the performing arts to the greater Pittsburgh 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

Community Value More Important: Pittsburghers 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.

Arts Matter for Kids: About two in three Pittsburghers 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 9 out of 10 frequent attenders.

Giving Levels Are Low: Overall, only 15 percent of Pittsburghers made a financial contribution to a performing arts organization in 2001. Even among the most frequent attenders, less than half (46 percent) made a financial contribution.



Pittsburghers are in greater agreement 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 Pittsburgh area	51%	34%	7%	2%	2%	4%	100%
...promote understanding of other people and different ways of life	43%	40%	9%	2%	3%	4%	100%
...provide opportunities to socialize with other people	54%	36%	4%	2%	2%	3%	100%
...are a source of pride for those in the greater Pittsburgh area	53%	34%	5%	3%	2%	4%	100%
...contribute to the education and development of children	64%	27%	2%	3%	2%	3%	100%
...contribute to lifelong learning for adults	47%	41%	5%	3%	2%	3%	100%
...help preserve and share cultural heritage	57%	34%	3%	2%	2%	2%	100%
...contribute to the economy of the greater Pittsburgh area	46%	38%	6%	3%	3%	5%	100%

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

A very high percentage of respondents (between 83 and 91 percent) say they strongly agree or somewhat agree with each of the eight statements they were asked to evaluate.

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.



As people acquire more education, they are more likely to believe that the performing arts improve the quality of life in Pittsburgh.

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 Pittsburgh area	51%	27%	39%	49%	65%	77%
...promote understanding of other people and different ways of life	43%	27%	36%	46%	52%	51%
...provide opportunities to socialize with other people	54%	39%	52%	61%	54%	48%
...are a source of pride for those in the greater Pittsburgh area	53%	39%	46%	55%	61%	66%
...contribute to the education and development of children	64%	59%	59%	66%	69%	67%
...contribute to lifelong learning for adults	47%	37%	39%	48%	55%	58%
...help preserve and share cultural heritage	57%	32%	54%	59%	62%	67%
...contribute to the economy of the greater Pittsburgh area	46%	34%	44%	47%	47%	47%

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

The trends in the table suggest a relationship between attitudes and education level, particularly when comparing those with lower levels of education to those with a college or graduate degree. The same trends do not hold for the belief that the performing arts *provide opportunities to socialize with other people* or that the performing arts *contribute to the economy of the greater Pittsburgh area*.

The Somer's d relationship between education level and the belief that performing arts improve the quality of life is +0.21.



Income level has little bearing on the attitudes of Pittsburghers 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 Pittsburgh area	51%	44%	49%	54%	69%
...promote understanding of other people and different ways of life	43%	40%	46%	49%	38%
...provide opportunities to socialize with other people	54%	55%	55%	55%	53%
...are a source of pride for those in the greater Pittsburgh area	53%	44%	60%	53%	62%
...contribute to the education and development of children	64%	64%	66%	64%	69%
...contribute to lifelong learning for adults	47%	45%	47%	49%	49%
...help preserve and share cultural heritage	57%	52%	63%	66%	54%
...contribute to the economy of the greater Pittsburgh area	46%	46%	48%	43%	43%

Source: Urban Institute Analysis of Pittsburgh 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 Pittsburgh. The percentage trends in the table suggest that wealthier residents are more likely to strongly agree that performing arts *improve the quality of life* in Pittsburgh.

However, the value of Somer's d for performing arts improve the quality of life reaches only +0.08.



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 Pittsburgh area	51%	32%	51%	49%	56%	56%	52%
...promote understanding of other people and different ways of life	43%	45%	48%	39%	47%	43%	38%
...provide opportunities to socialize with other people	54%	57%	47%	54%	56%	59%	51%
...are a source of pride for those in the greater Pittsburgh area	53%	35%	43%	49%	65%	63%	50%
...contribute to the education and development of children	64%	62%	67%	66%	64%	62%	62%
...contribute to lifelong learning for adults	47%	40%	44%	45%	52%	50%	45%
...help preserve and share cultural heritage	57%	57%	60%	52%	64%	60%	51%
...contribute to the economy of the greater Pittsburgh area	46%	43%	42%	42%	47%	50%	47%

Source: Urban Institute Analysis of Pittsburgh 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 Pittsburgh* or as a *source of community pride*. On the whole, however, age does not explain variation in attitudes.



More than three in five Pittsburghers strongly agree that the performing arts contribute to the education and development of children—even if they have no children at home.

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 Pittsburgh area	51%	52%	48%	48%
...promote understanding of other people and different ways of life	43%	43%	44%	39%
...provide opportunities to socialize with other people	54%	54%	54%	48%
...are a source of pride for those in the greater Pittsburgh area	53%	57%	46%	45%
...contribute to the education and development of children	64%	63%	68%	60%
...contribute to lifelong learning for adults	47%	50%	43%	37%
...help preserve and share cultural heritage	57%	59%	55%	51%
...contribute to the economy of the greater Pittsburgh area	46%	48%	41%	40%

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

Having children at home, particularly teenagers, may have some bearing on perceptions of the value of performing arts to the community. Households with teenagers were less likely to strongly agree with most of these statements than either households with no children or those with young children.

Respondents from households with young children were slightly more likely to strongly agree that the performing arts *contribute to the education and development of children*. However, respondents consistently agree with this point regardless of education, age, income, or presence of children in the household.



One-third to one-half of Pittsburghers who do not attend view positively the value of the performing arts in their community.

TABLE 4.6

RESPONDENTS WHO STRONGLY AGREE WITH EACH ATTITUDE TOWARD PERFORMING ARTS IN COMMUNITY, BY FREQUENCY OF ATTENDANCE

Performing Arts...	All	Attendance Level		
		Nonattender	Attender	Frequent Attender
...improve the quality of life in the greater Pittsburgh area	51%	34%	56%	80%
...promote understanding of other people and different ways of life	43%	31%	45%	67%
...provide opportunities to socialize with other people	54%	44%	58%	64%
...are a source of pride for those in the greater Pittsburgh area	53%	42%	58%	71%
...contribute to the education and development of children	64%	54%	69%	76%
...contribute to lifelong learning for adults	47%	35%	50%	70%
...help preserve and share cultural heritage	57%	46%	60%	79%
...contribute to the economy of the greater Pittsburgh area	46%	36%	49%	61%

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

As we found in Table 3.5, attenders have more favorable opinions about the performing arts than nonattenders, and frequent attenders have more favorable opinions than attenders. Though these relationships may be intuitive, the data offer strong evidence in support of these claims. The frequent attenders feel most strongly about the role of the performing arts in *improving the quality of life* in Pittsburgh and helping *preserve and share cultural heritage*.



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

TABLE 4.7

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

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%	7%	8%	5%	10%
Somewhat Disagree	19%	13%	12%	16%	5%	15%
Neither Agree nor Disagree	17%	19%	21%	15%	26%	18%
Somewhat Agree	25%	43%	42%	39%	37%	36%
Strongly Agree	22%	17%	18%	23%	26%	21%
Total	100%	100%	100%	100%	100%	100%

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

Is the level of civic engagement of arts attendees similar to or different from that of nonattendees? 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 observe a weak relationship between volunteerism and feelings about connections to the community, primarily between those who do and do not volunteer. Those who never volunteer are considerably more likely to disagree that arts attendance makes them *feel more connected to the community* (36 percent).



Pittsburghers who volunteer in community organizations are more likely to attend performing arts events.

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	46%	54%	100%
Attender	25%	75%	100%
Frequent Attender	11%	89%	100%
All Survey Respondents	29%	71%	100%

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

There is a strong relationship between frequency of attendance at live performing arts events and volunteering in community organizations. About half of nonattenders reported that they volunteer at least once in a while. This contrasts with 3 in 4 attenders and almost 9 out of 10 frequent attenders. This finding is 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.



Less than 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	95%	5%	100%
Attender	86%	14%	100%
Frequent Attender	54%	46%	100%
All Survey Respondents	85%	15%	100%

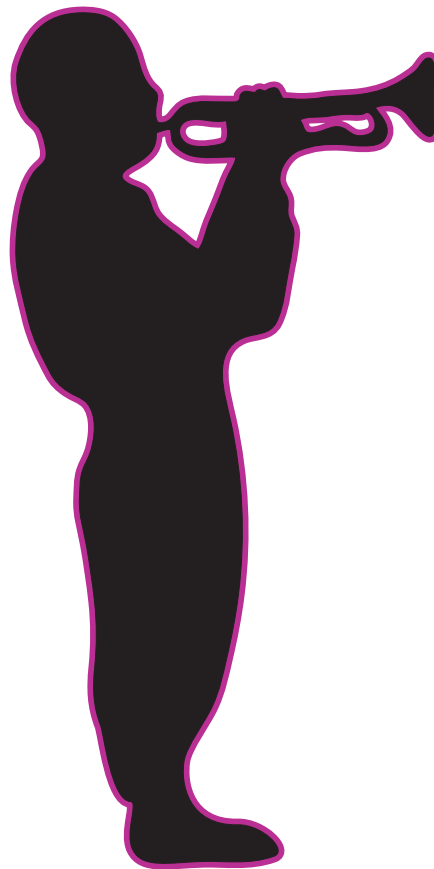
Source: Urban Institute Analysis of Pittsburgh Household Data, 2002

Only 15 percent of Pittsburghers 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; however, less than half of frequent attenders managed to do so.

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 frequent 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 Concerns: The biggest barriers to more frequent attendance at performing arts events, cited by more than one in four 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 they are concerned with *difficulty or cost of getting to or parking at events* or that they have *no one to attend with*. Younger people are more likely to cite *family obligations* as a barrier.

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 a concern about the *difficulty or cost of getting to or parking at events*.



Respondents say making time to go out is the biggest barrier 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	27%	20%	10%	39%	4%	100%
Family obligations	21%	8%	5%	66%	0%	100%
Difficulty or cost of getting to or parking at events	23%	14%	11%	51%	1%	100%
Performances are in unsafe or unfamiliar locations	10%	10%	9%	69%	2%	100%
Not enough publicity or information about performances and times	10%	16%	13%	59%	2%	100%
PERSONAL						
Prefer to spend leisure time in other ways	35%	28%	13%	23%	1%	100%
Hard to make time to go out	42%	20%	9%	28%	1%	100%
No one to attend with	12%	10%	9%	69%	0%	100%
PERCEPTUAL						
Performing arts do not appeal	14%	11%	9%	65%	1%	100%
Feel uncomfortable or out of place at performing arts events	5%	6%	6%	82%	1%	100%
Have not enjoyed past performances	2%	3%	7%	84%	4%	100%

Source: Urban Institute Analysis of Pittsburgh 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.



One out of four respondents with a high school education or less finds the performing arts unappealing.

TABLE 5.2

RESPONDENTS REPORTING THAT 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	27%	15%	29%	27%	26%	30%
Family obligations	21%	15%	18%	20%	27%	21%
Difficulty or cost of getting to or parking at events	23%	24%	30%	24%	15%	17%
Performances are in unsafe or unfamiliar locations	10%	12%	15%	9%	3%	3%
Not enough publicity or information about performances and times	10%	10%	13%	13%	8%	2%
PERSONAL						
Prefer to spend leisure time in other ways	35%	29%	45%	38%	28%	15%
Hard to make time to go out	42%	42%	41%	45%	40%	43%
No one to attend with	12%	17%	17%	12%	9%	2%
PERCEPTUAL						
Performing arts do not appeal	14%	24%	23%	13%	6%	3%
Feel uncomfortable or out of place at performing arts events	5%	15%	7%	3%	2%	0%
Have not enjoyed past performances	2%	5%	4%	2%	2%	1%

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

While the percentage trends are suggestive of important relationships, only one barrier features a Somer’s d value equal to or greater than 0.15. The value of Somer’s d for the relationship between education level and *performing arts do not appeal* is –0.18.

People with lower levels of education *feel uncomfortable or out of place* at performing arts events. Substantially higher percentages of respondents who have not completed a four-year college degree were more likely to cite *difficulty or cost of getting to or parking at events* or that the performances are in *unsafe or unfamiliar locations*. Reactions to most of the barriers, however, do not vary much by education level.



Cost and lack of companionship are two major barriers to attendance for Pittsburghers in the poorest households.

TABLE 5.3

RESPONDENTS REPORTING THAT 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	27%	40%	30%	22%	13%
Family obligations	21%	15%	25%	24%	28%
Difficulty or cost of getting to or parking at events	23%	38%	27%	16%	8%
Performances are in unsafe or unfamiliar locations	10%	16%	9%	5%	3%
Not enough publicity or information about performances and times	10%	12%	13%	9%	8%
PERSONAL					
Prefer to spend leisure time in other ways	35%	37%	38%	36%	28%
Hard to make time to go out	42%	36%	48%	49%	39%
No one to attend with	12%	26%	14%	4%	3%
PERCEPTUAL					
Performing arts do not appeal	14%	17%	13%	17%	8%
Feel uncomfortable or out of place at performing arts events	5%	10%	4%	4%	0%
Have not enjoyed past performances	2%	1%	3%	4%	2%

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

Although the value of Somer's d reaches only -0.14 , the trend among those respondents citing cost of tickets as a “big reason” is clear. The relationship between household income and the *difficulty or cost of getting to or parking at events* has a Somer's d value of -0.19 ; for income and *no one to attend with* the value 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. Also, 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.



Young Pittsburghers say they have other things to do. Older people point to different barriers.

TABLE 5.4

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

Barrier	All	Less than 25	25-34	35-44	45-54	55-64	65 and Over
PRACTICAL							
Cost of tickets	27%	20%	19%	31%	29%	31%	28%
Family obligations	21%	10%	34%	36%	19%	12%	10%
Difficulty or cost of getting to or parking at events	23%	13%	16%	20%	20%	23%	39%
Performances are in unsafe or unfamiliar locations	10%	5%	7%	11%	7%	11%	13%
Not enough publicity or information about performances and times	10%	15%	14%	11%	8%	9%	10%
PERSONAL							
Prefer to spend leisure time in other ways	35%	38%	35%	36%	38%	31%	36%
Hard to make time to go out	42%	35%	51%	54%	46%	36%	28%
No one to attend with	12%	7%	7%	6%	9%	13%	27%
PERCEPTUAL							
Performing arts do not appeal	14%	20%	5%	15%	15%	15%	17%
Feel uncomfortable or out of place at performing arts events	5%	2%	2%	5%	5%	3%	9%
Have not enjoyed past performances	2%	5%	2%	1%	3%	0%	4%

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

The Somer’s d value for the relationship between age and *family obligations* is -0.15.

Younger people are more likely than older people to mention *family obligations* as a barrier. Noticeably higher percentages of respondents aged 25–44 cite *family obligations* and *hard to make time to go out* than any other group. Older people were more likely to cite *difficulty or cost of getting to or parking at events*, *no one to attend with*, and *feel uncomfortable or out of place at performing arts events* as significant barriers.



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

TABLE 5.5

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	21%	9%	51%	35%
Hard to make time to go out	42%	34%	59%	59%

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

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 most likely to say that *family obligations* are a substantial obstacle. Respondents with young children and those with teenage children are equally likely to say that it is *hard to make time to go out*. In all other categories, the differences were not substantial enough to record.



Pittsburghers 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 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	27%	25%	30%	25%
Family obligations	21%	23%	20%	14%
Difficulty or cost of getting to or parking at events	23%	29%	23%	11%
Performances are in unsafe or unfamiliar locations	10%	12%	9%	3%
Not enough publicity or information	10%	12%	12%	3%
PERSONAL				
Prefer to spend leisure time in other ways	35%	50%	30%	14%
Hard to make time to go out	42%	42%	42%	39%
No one to attend with	12%	17%	11%	3%
PERCEPTUAL				
Performing arts do not appeal	14%	29%	6%	3%
Feel uncomfortable or out of place at events	5%	9%	2%	1%
Have not enjoyed past performances	2%	4%	2%	1%

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

NONATTENDERS: Nonattenders and attenders alike point to lack of time as a barrier to attendance. However, a disproportionate number of nonattenders also cite several other barriers as big reasons for not attending. 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*. They also are more likely to say that they have *no one to attend with* or that they *feel uncomfortable or out of place* at arts events.

ATTENDERS: While a substantial number of attenders say they *prefer to spend leisure time in other ways* or that it is *hard to make time to go out*, these factors do not differentiate them from respondents in other attender categories. The one barrier attenders rate notably 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 often. As with attenders and nonattenders, the two biggest barriers are *time and money*.

Methodology

COMMUNITY SELECTION CONSIDERATIONS

The Pittsburgh survey is the 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 Pittsburgh 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 PITTSBURGH 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 Washington, Westmoreland, Allegheny, Armstrong, Butler, and Beaver Counties. 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. Over one-third of the interviews were completed on the first call, but one took as many as 49 calls to secure an interview. Table A-1 documents the numbers of individuals contacted, cooperating, and completing the interview.

While a response rate of 32 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 Pittsburgh metropolitan area.

To investigate the potential for such bias, we compared the characteristics of the 800 respondents to 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 women and persons age 50–65 years are overrepresented among the survey respondents, while African Americans, men, and persons age 18–29 are underrepresented. 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 Pittsburgh household telephone survey results in a margin of error of ± 4.0 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 4.0 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, PITTSBURGH HOUSEHOLD SURVEY

3603	dialed numbers
-1010	non-working numbers
2593	working numbers
-484	“non-contact”—language/health barrier, incomplete callbacks
2109	contacted numbers (81.3%)
-1202	refusals
907	cooperating (43.0%)
-29	ineligible
878	eligible
-78	interrupted, incomplete
800	completions (91.1%)

$$\begin{aligned}\text{Response rate} &= \text{contacts} \times \text{cooperations} \times \text{completions} \\ &= 81.3\% \times 43.0\% \times 91.1\% \\ &= 31.9\%\end{aligned}$$

SOMER'S D: LOOKING AT THE RELATIONSHIP BETWEEN QUESTIONS

In reviewing the survey results, we are frequently interested in knowing if 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 PITTSBURGH HOUSEHOLD RESPONDENTS (N=800)		
	Population Estimate	Survey Respondents
RACE		
White	723	719
Black	57	41
Asian/Pacific Islander	9	4
Hispanic/Latino	5	8
Other/Mixed	5	10
American Indian/Alaskan Native	1	1
Missing (did not report)	0	17
SEX		
Men	374	335
Women	426	465
AGE		
18–29	141	104
30–39	145	131
40–49	166	169
50–65	166	211
65+	182	170
Missing (did not report)	0	15

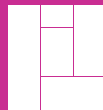
Somer's d runs from a value of 0.0 (no relationship) to 1.0 (perfect relationship), although it is usually quite low because of the conservative way in which it is calculated. A positive sign (+) in front of the number means that there is a *positive relationship* between the variables; that is, high 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
Dance/USA • OPERA America • Theatre Communications Group



URBAN
INSTITUTE

THE PEW CHARITABLE TRUSTS