



CULTURE
TRACK '17®

Supporting Data

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Introduction

About Culture Track

Culture Track is a cultural innovation engine, dedicated to addressing the most pressing challenges facing the worlds of culture and creativity through research, education, dialogue, and action. We believe that studying and tracking the shifting patterns of audience behavior is critical to shaping the future of culture. Culture Track began in 2001 as a research study of the changing behaviors of cultural audiences, developed pro bono for the field by LaPlaca Cohen, strategy, design, and marketing firm for the cultural world. While today Culture Track is much more than a research study, a rigorous and nuanced understanding of cultural audiences is still at the heart of everything we do.

CultureTrack.com
@culturetrack

About this document

This document provides the comprehensive research conducted by LaPlaca Cohen in partnership with Kelton Global, which serves as the supporting data for *Culture Track '17*.

The top-line report for *Culture Track '17* can be found at CultureTrack.com/reports.

About LaPlaca Cohen

At LaPlaca Cohen, culture is our passion, and our work. We are passionate about experiences that help build a deeper understanding of ourselves, each other, and the world around us. And we work with all types of organizations whose purpose is to create and share these types of experiences, no matter what form they take.

Culture is an essential anchor and catalyst for our changing world, which is why all of our work is rooted in strategy, informed by research, and shaped by creativity to help develop the most holistic and insight-driven solutions to respond to this ever-transforming landscape.

We believe in cultivating meaningful innovation and impact, and harnessing the integrity and empathy required to do so. Together, we can achieve more, dream bigger, and see new possibilities.

**LaPlaca
Cohen**

LaPlacaCohen.com

Methodology

How is Culture Track fielded?

LaPlaca Cohen worked in partnership with the research firm Kelton Global to field *Culture Track '17*. The study was fielded nationwide with a total of 4,035 respondents using an online survey. Respondents were 18 years or older and U.S. citizens, and they mirrored the demographic make-up prescribed by the U.S. census.

What's new in 2017?

The world has changed drastically since we developed Culture Track in 2001, and even since we fielded our last iteration of the study in 2014—when only 66% of audiences had smartphones! Significant shifts in the social, political, digital, and media landscapes have fundamentally changed the way that audiences are defining and consuming culture; here was an opportune moment to take a fresh look at the way Culture Track is fielded, and ensure that in 2017, the data gathered would be as actionable and relevant as possible.

Methodology (continued)

With this in mind, we developed a revamped study—inspired by our previous ones, but updated to address the issues that are most top-of-mind for the cultural field today. However, we still wanted to provide the year-over-year tracking data that makes Culture Track distinct.

So, in this transitional year, we fielded two questionnaires:

- 1. An abridged version of the Culture Track '14 questionnaire.**

Maintaining a portion of this questionnaire allowed us to compare 2017 data to 2014 data across a handful of key questions. Respondents were screened for participation to at least one cultural activity in the past year, defined as: museum/art exhibition, dramatic theater, musical theater, classical music, film festival, classical dance/ballet, modern dance, opera, zoo, botanical garden, aquarium, science museum, history museum.

The sample size of this data set was $n=1,022$, and the margin of error was $\pm 3.1\%$. This data is found at the end of this document.

Methodology (continued)

2. An all-new 2017 questionnaire.

The most significant change to this questionnaire was the screener: instead of only accepting those who had participated in the activities listed above in the 2014 questionnaire, respondents were required to have participated in at least one activity per year that they define as culture. *Culture Track '14* uncovered that audiences were defining a much broader range of activities as culture—ranging from parks, to TV, to food and drink experiences—so we wanted to reflect this expanded landscape. Therefore, the screener for the 2017 questionnaire included a list of 33 activities (see list at right) that audiences could select from, resulting in a pool of respondents that are more diverse both demographically, and in the way they conceptualize “culture.”

This new questionnaire also includes a variety of updated questions that explore topics such as diversity, digital, and measuring the impact of culture on our world.

The sample size of this data set was $n=3,013$, and the margin of error was $\pm 1.8\%$. This questionnaire is designed to set the new baseline for Culture Track, so that it can be used for all tracking moving forward.

Activities defined as “culture:”

- Art or design museum
- Children’s museum
- Art gallery/fair
- Botanical garden
- Zoo or aquarium
- Science or technology museum
- Natural history museum
- Public park
- Architectural tour
- Public/street art
- Film festival
- Music festival
- Performing arts festival (e.g., dance, theater, etc.)
- Community festival/street fair
- Craft or design fair
- Books/literature
- Food and drink experience (e.g., food festival, beer or wine tasting)
- Play (non-musical)
- Musical
- Variety or comedy show
- Popular music (e.g., rock, country, hip-hop)
- Classical music
- Jazz music
- Opera
- World music (e.g., Latin, Caribbean)
- Contemporary dance (e.g., jazz, hip-hop, modern)
- Ballet
- Regional dance (e.g., salsa, Irish stepdance, Indian classical)
- Historic attraction/museum
(e.g., historic home, landmark, history museum, religious site)
- Television program (e.g., streaming or broadcast, non-news)
- Movies/film (e.g., documentary, independent, blockbuster)
- Library
- Cultural center

Methodology (continued)

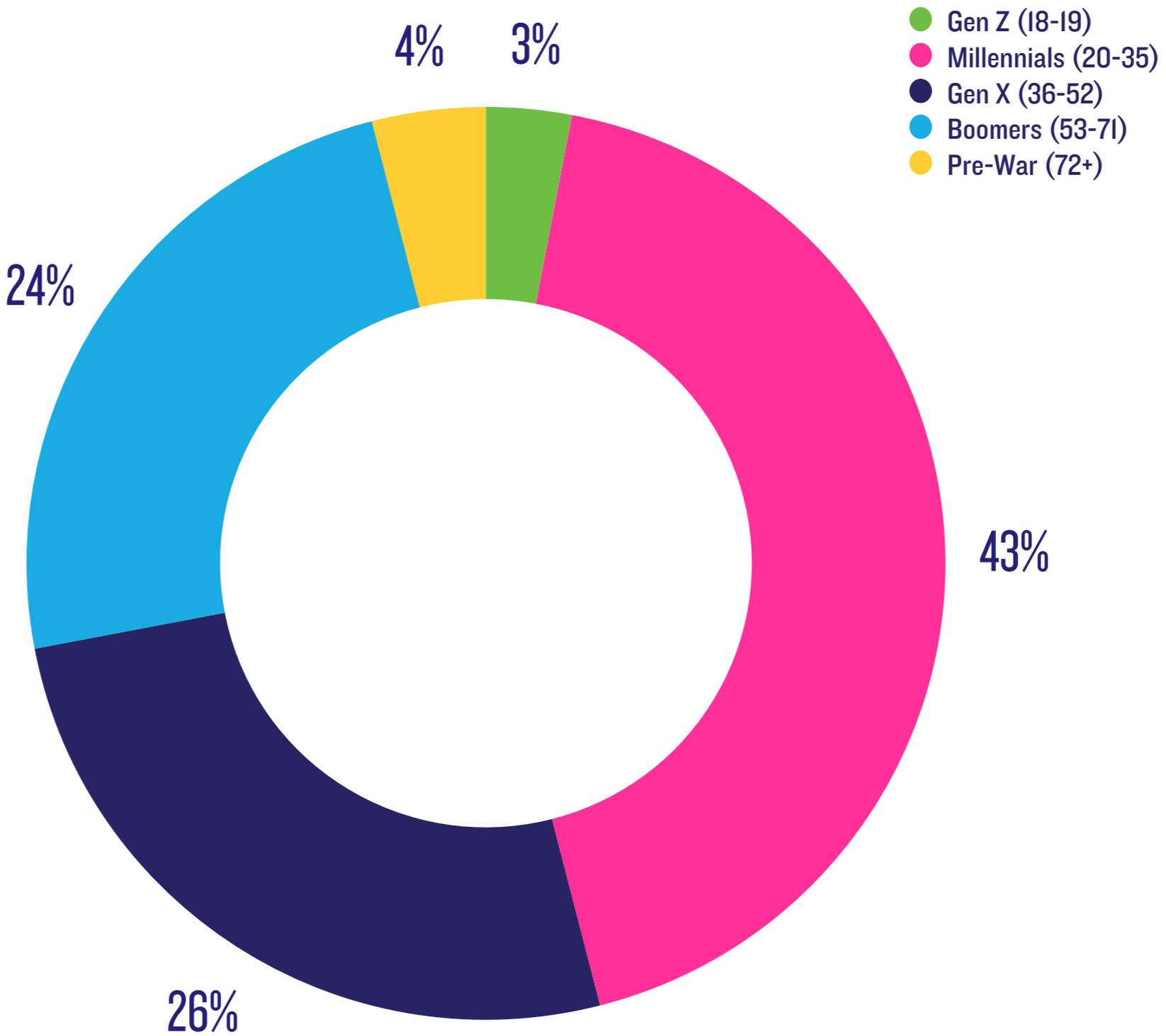
How are we “slicing and dicing” the data?

Throughout the pages that follows, we break out the data in different ways, such as by generation, race/ethnicity, ability, and geographic location. Without the benefit of an even larger data sample to analyze, however, it is not possible to provide any greater level of granularity on these breakouts, so please bear in mind that the exploration here is general and meant to serve as a baseline. Ideally, future deep-dive studies could augment the insights uncovered by *Culture Track '17* to provide deeper understanding into specific sub-groups.

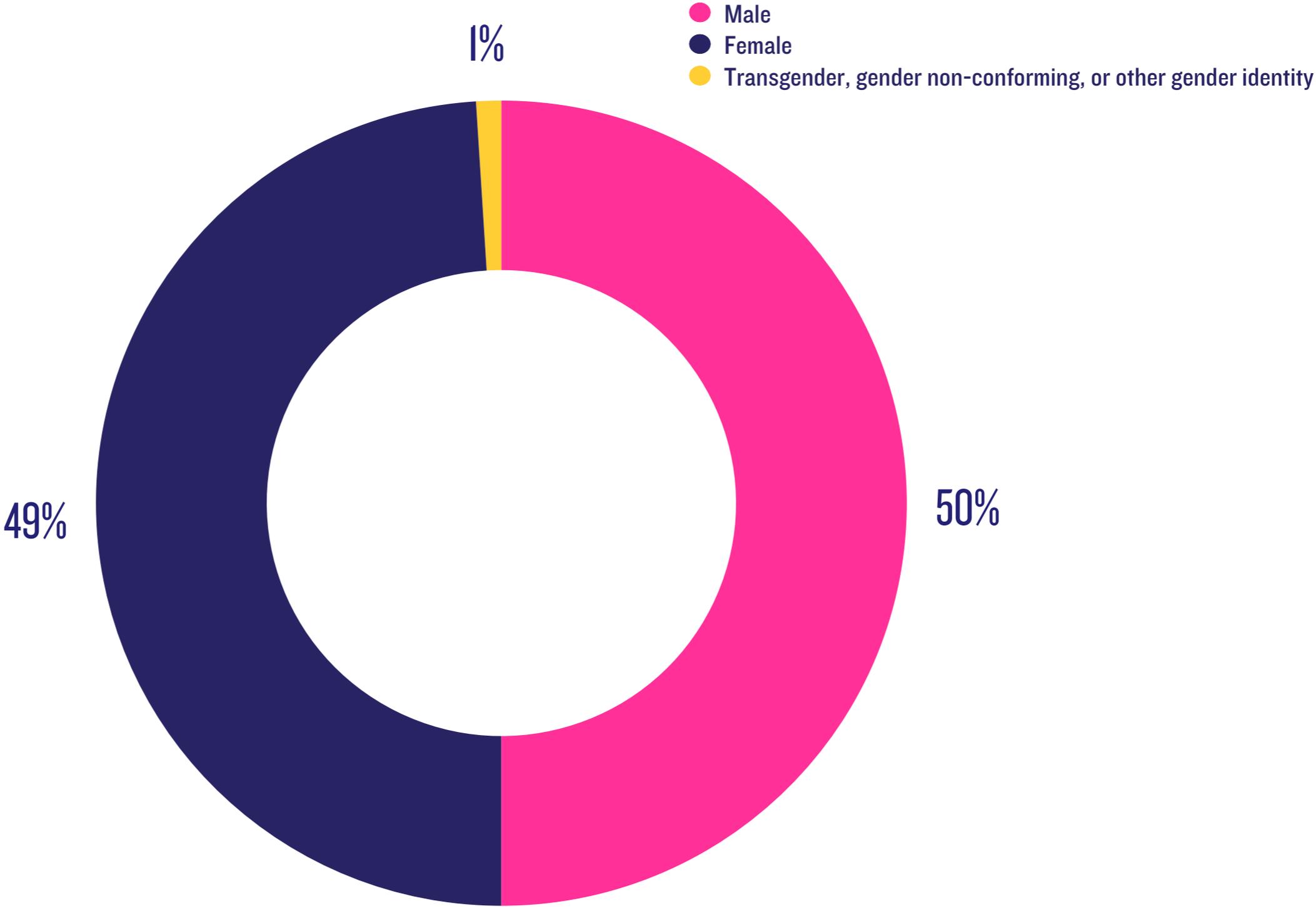
Note: When we break out the data by generations, age ranges are defined as Millennials (20-35), Gen-X (36-52), Baby Boomers, (53-71), and Pre-Wars (72+). For the purposes of this document, “people of color” are defined as those who do not fall in the category of non-Hispanic Caucasians. More specific information on those with a particular race/ethnic background, however, can be found in the full data set, available for download at CultureTrack.com.

Demographics

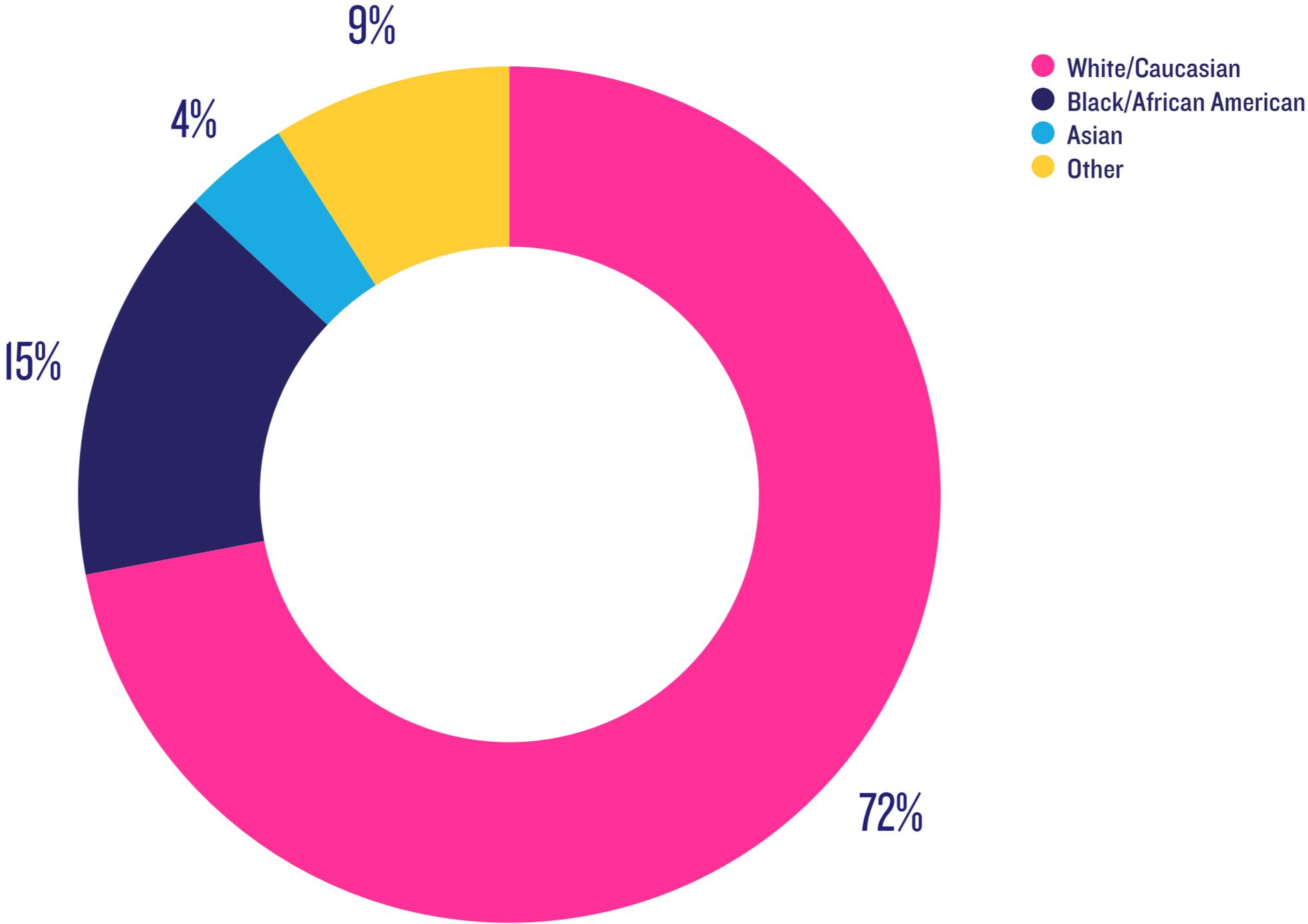
Generation



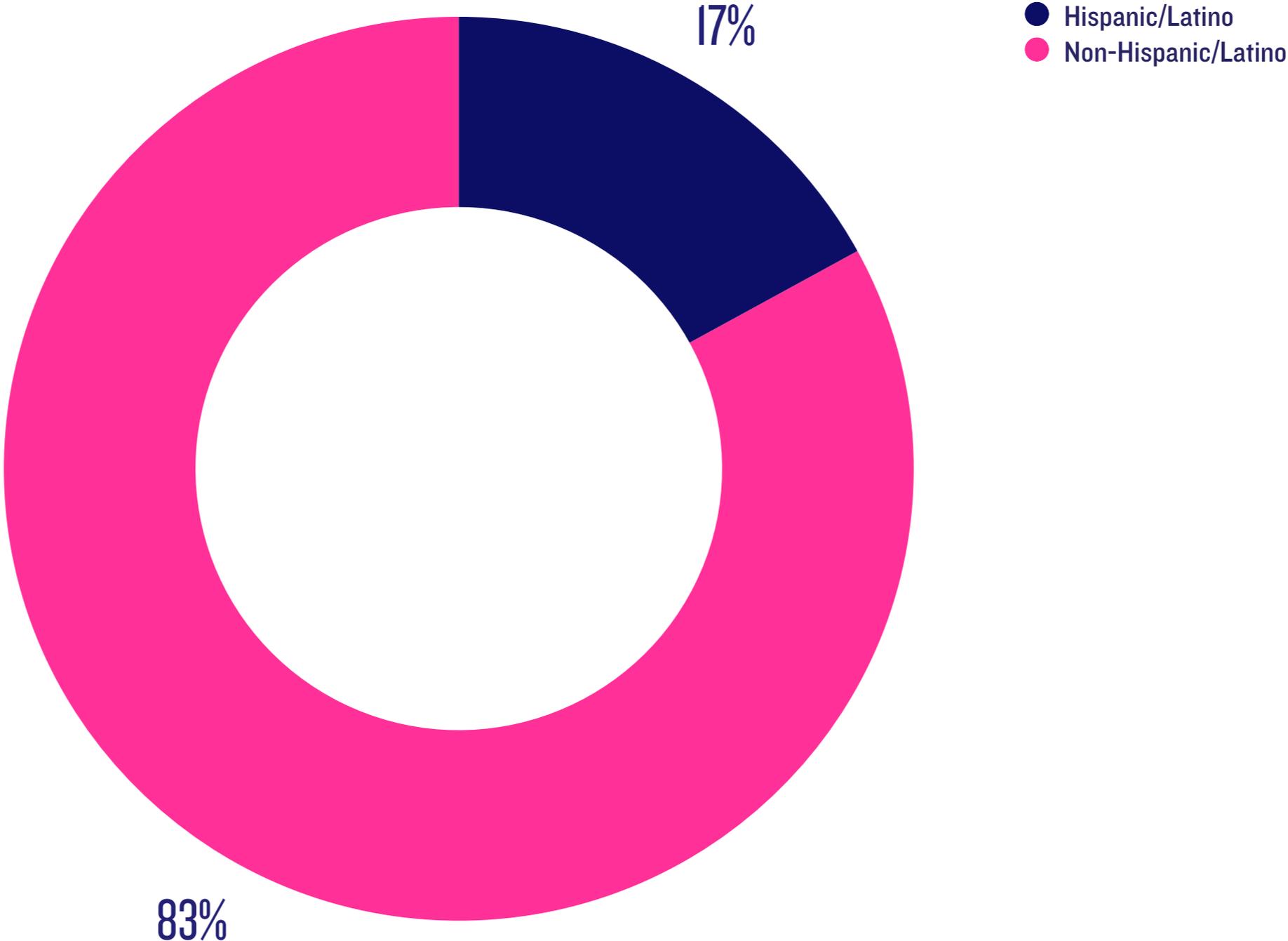
Gender



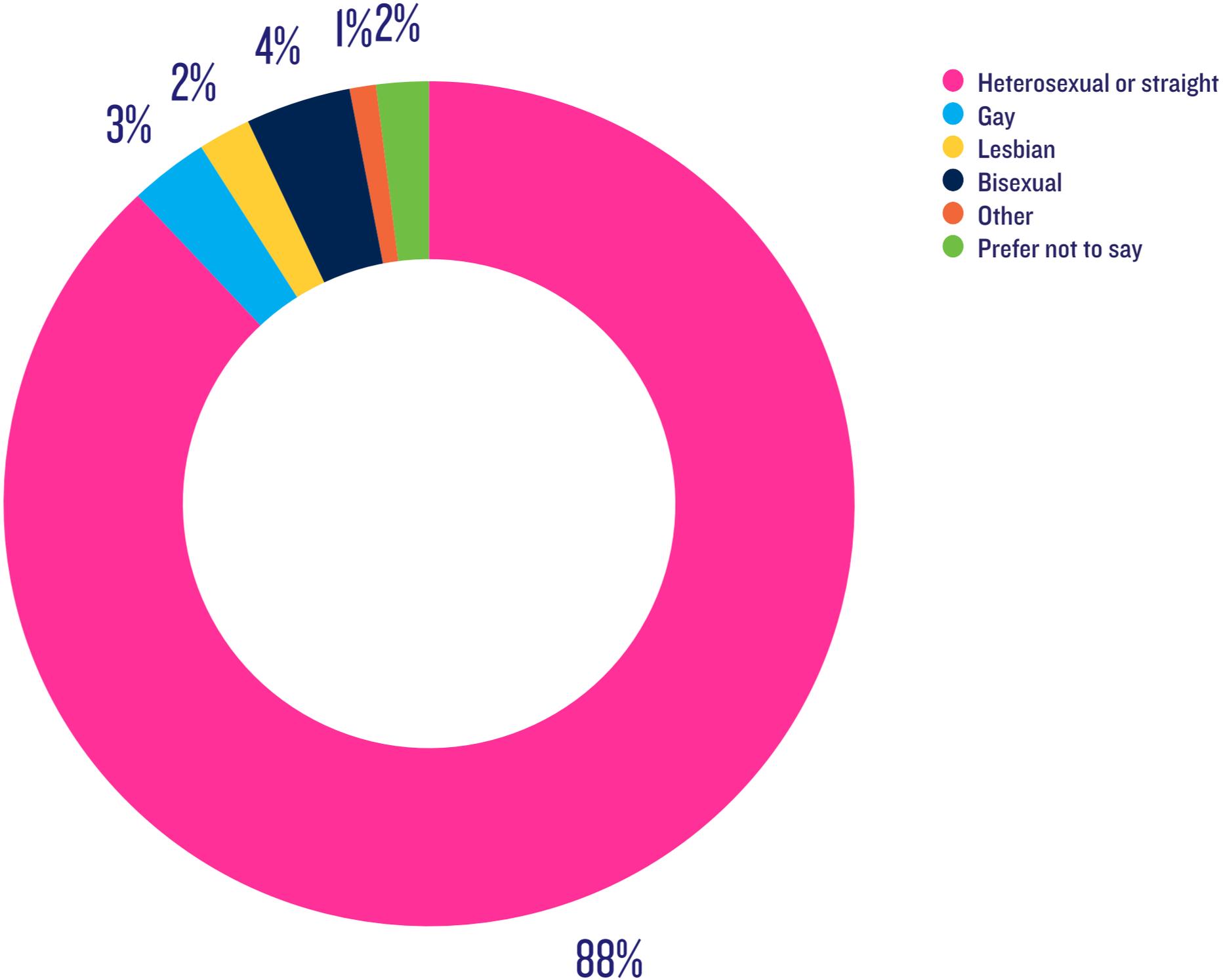
Race



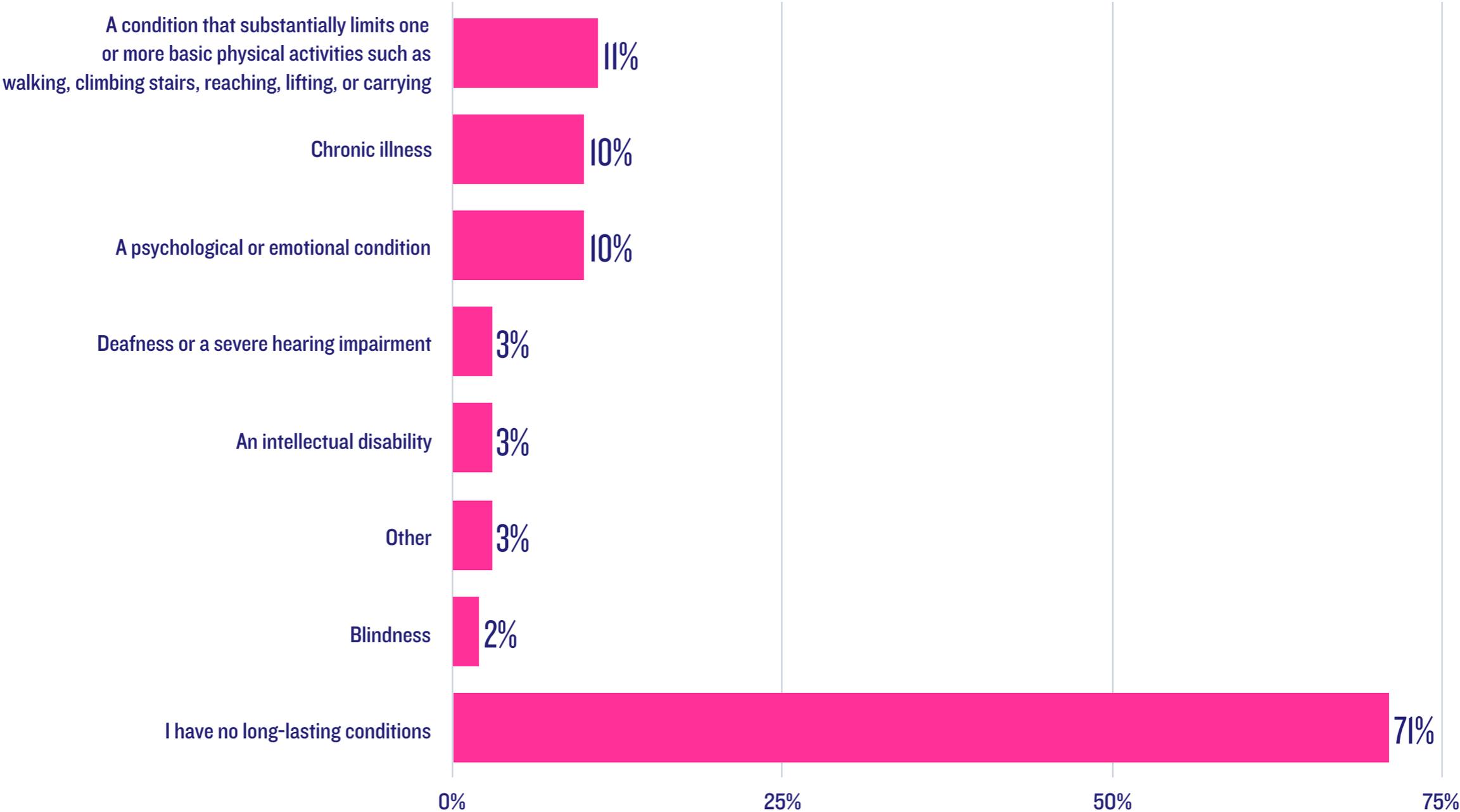
Hispanic/Latino descent



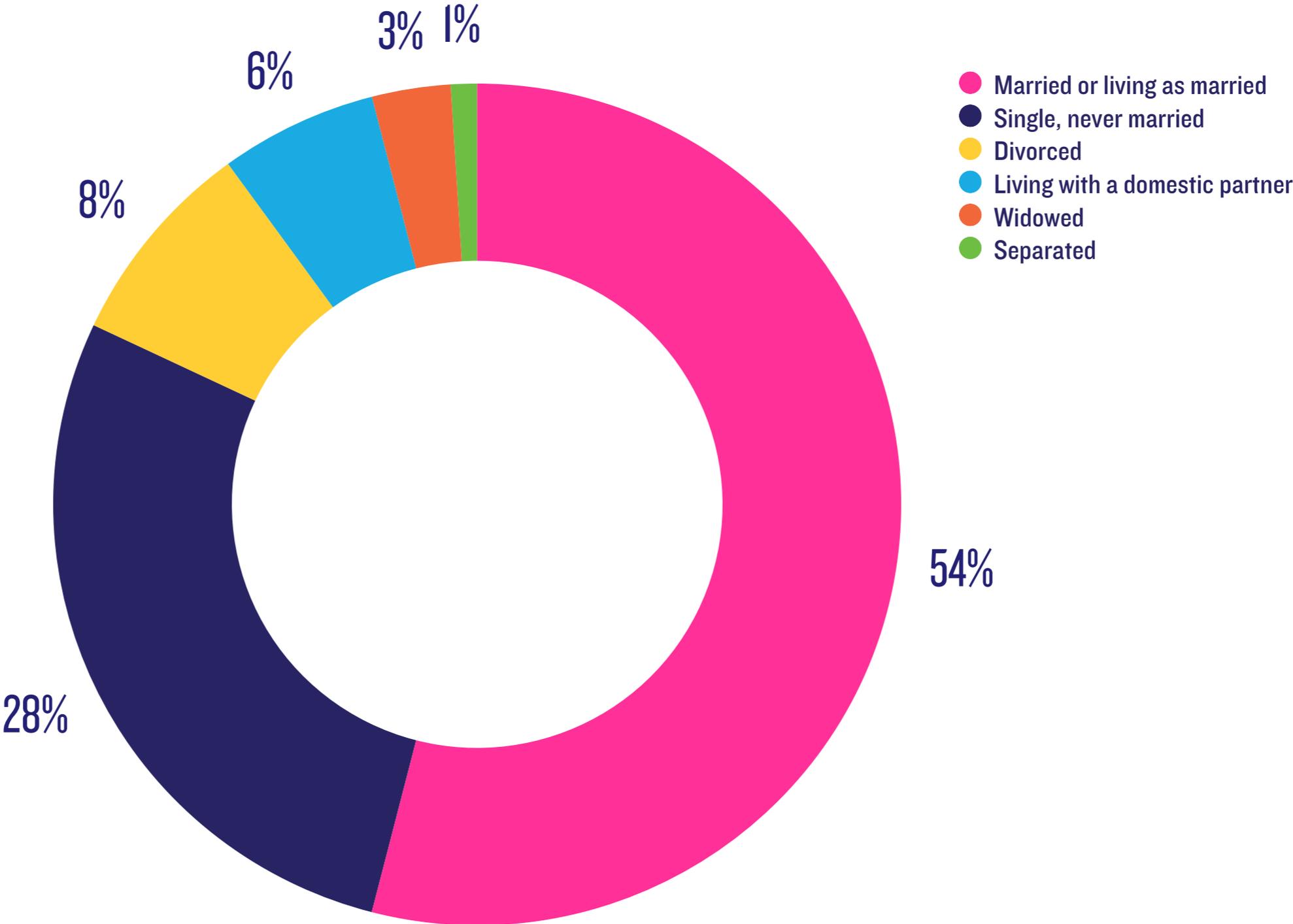
Sexual orientation



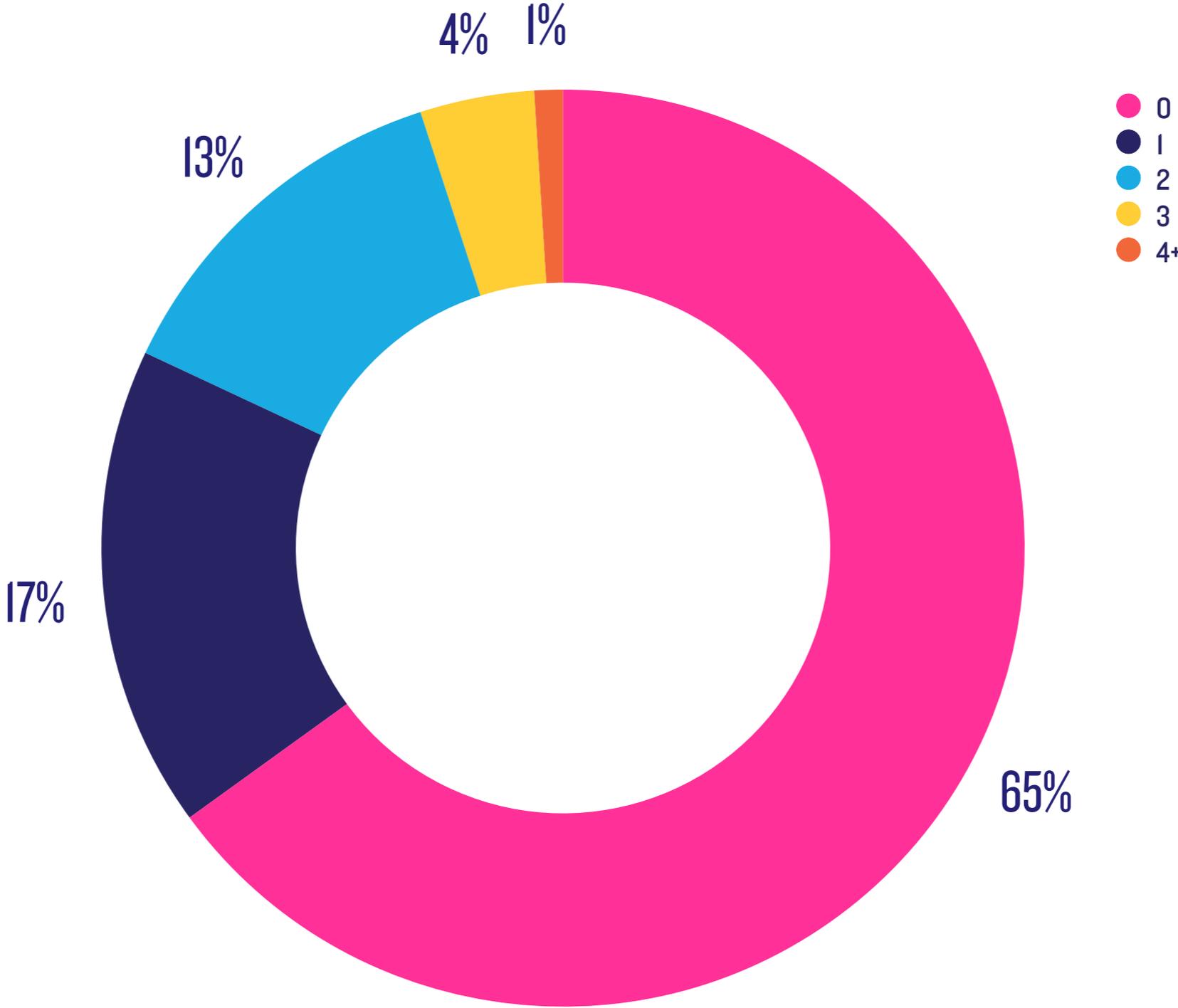
Ability or long-lasting conditions



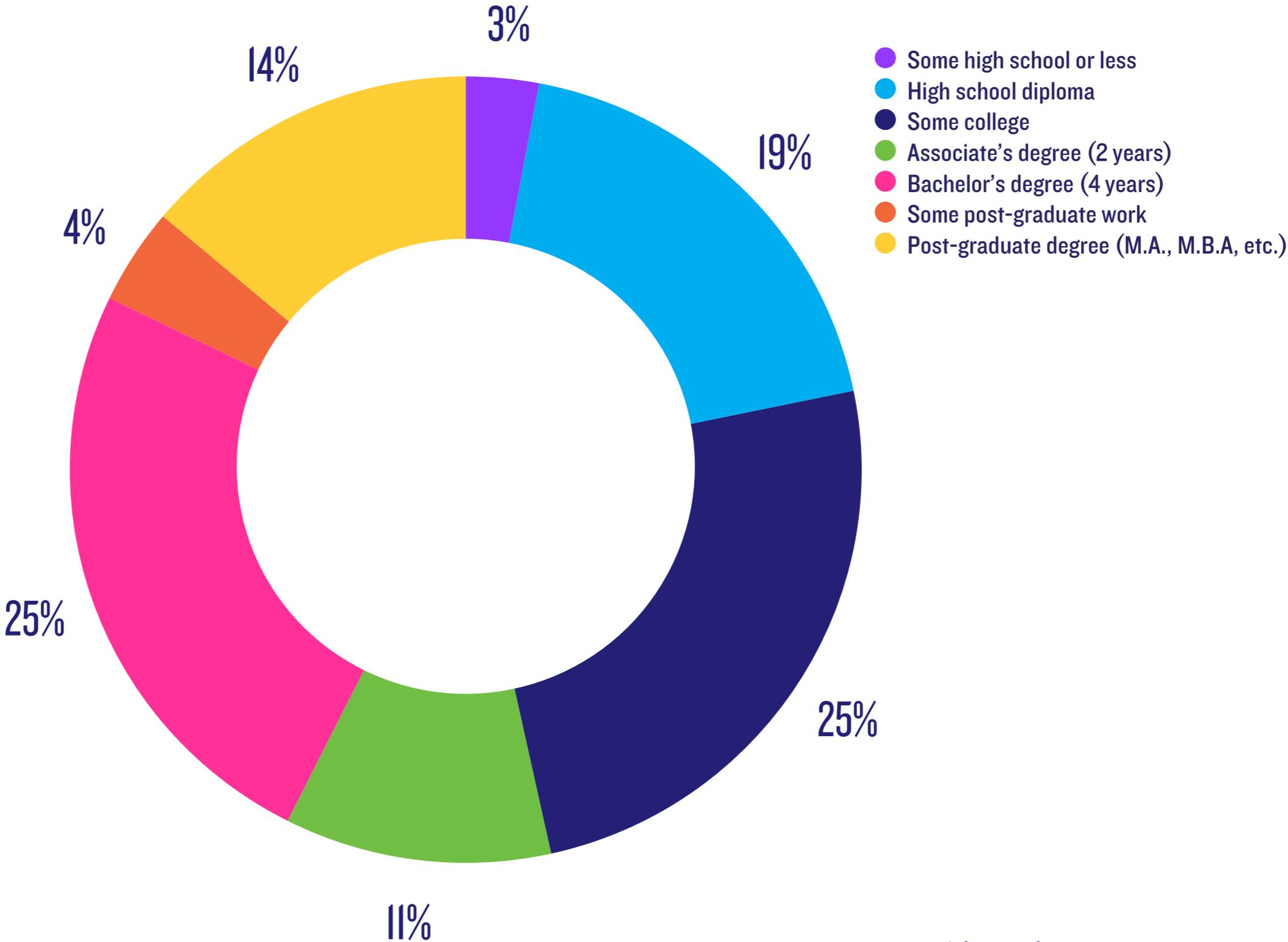
Marital status



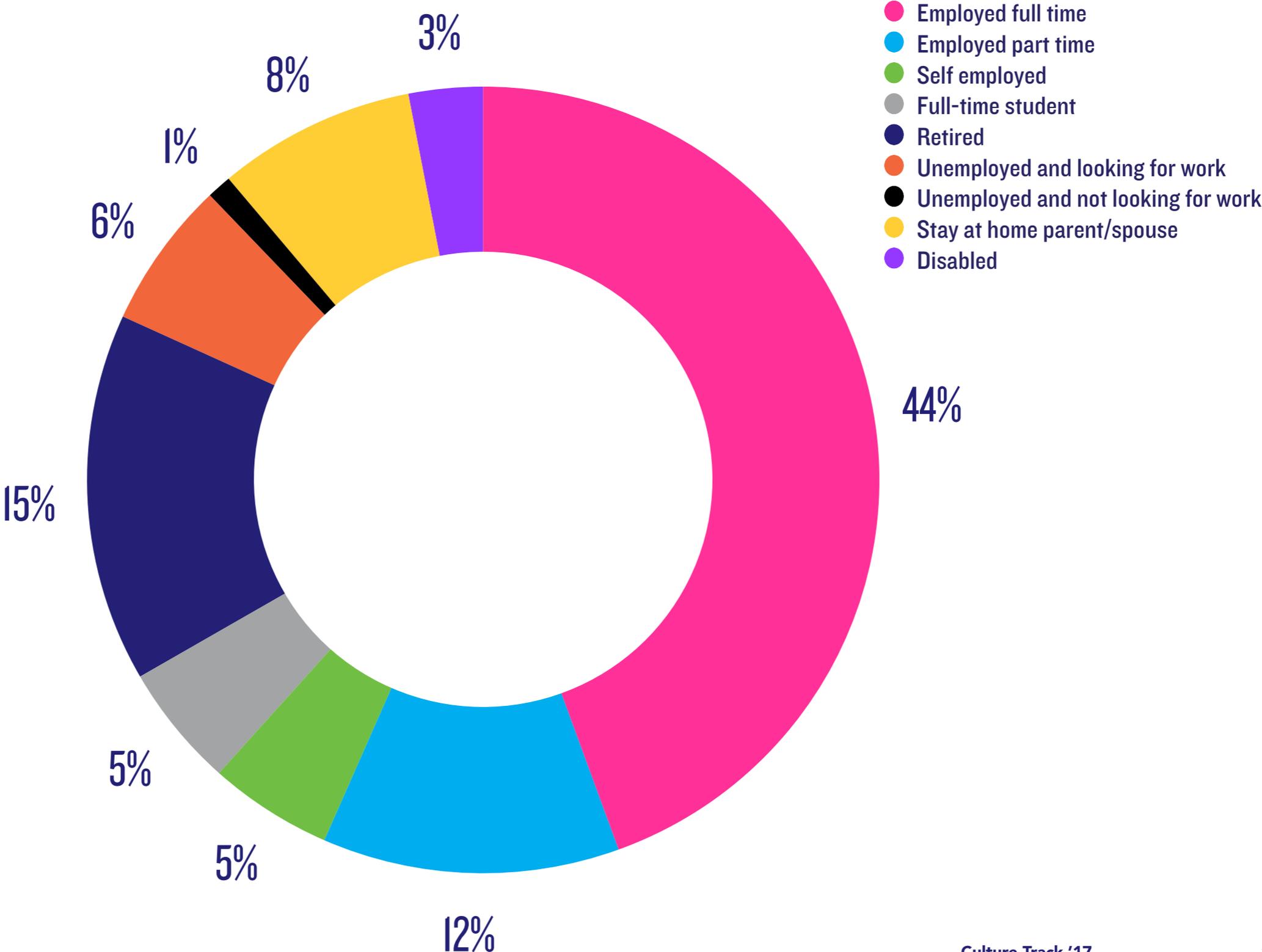
Number of children under 18 living in household



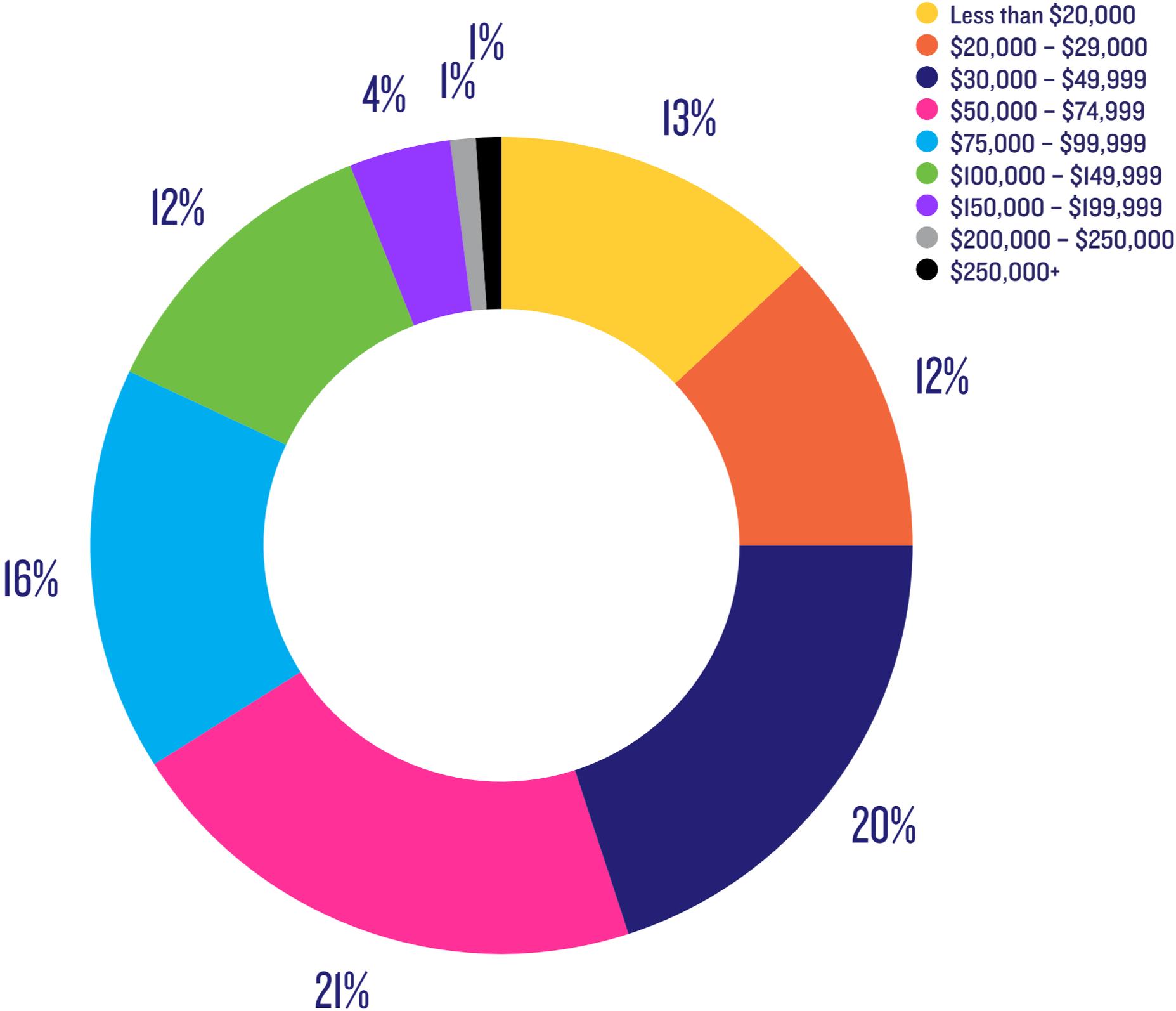
Education level



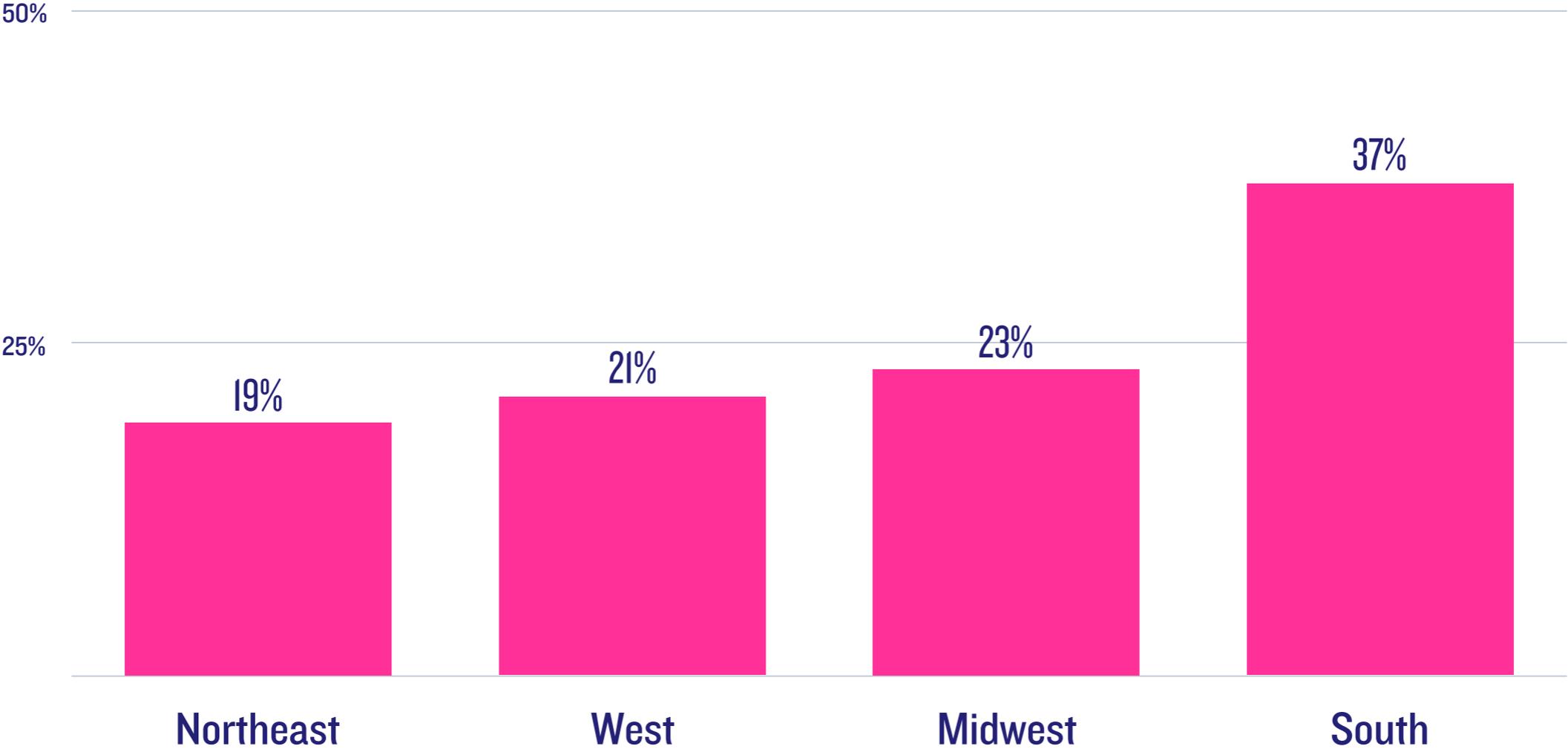
Employment status



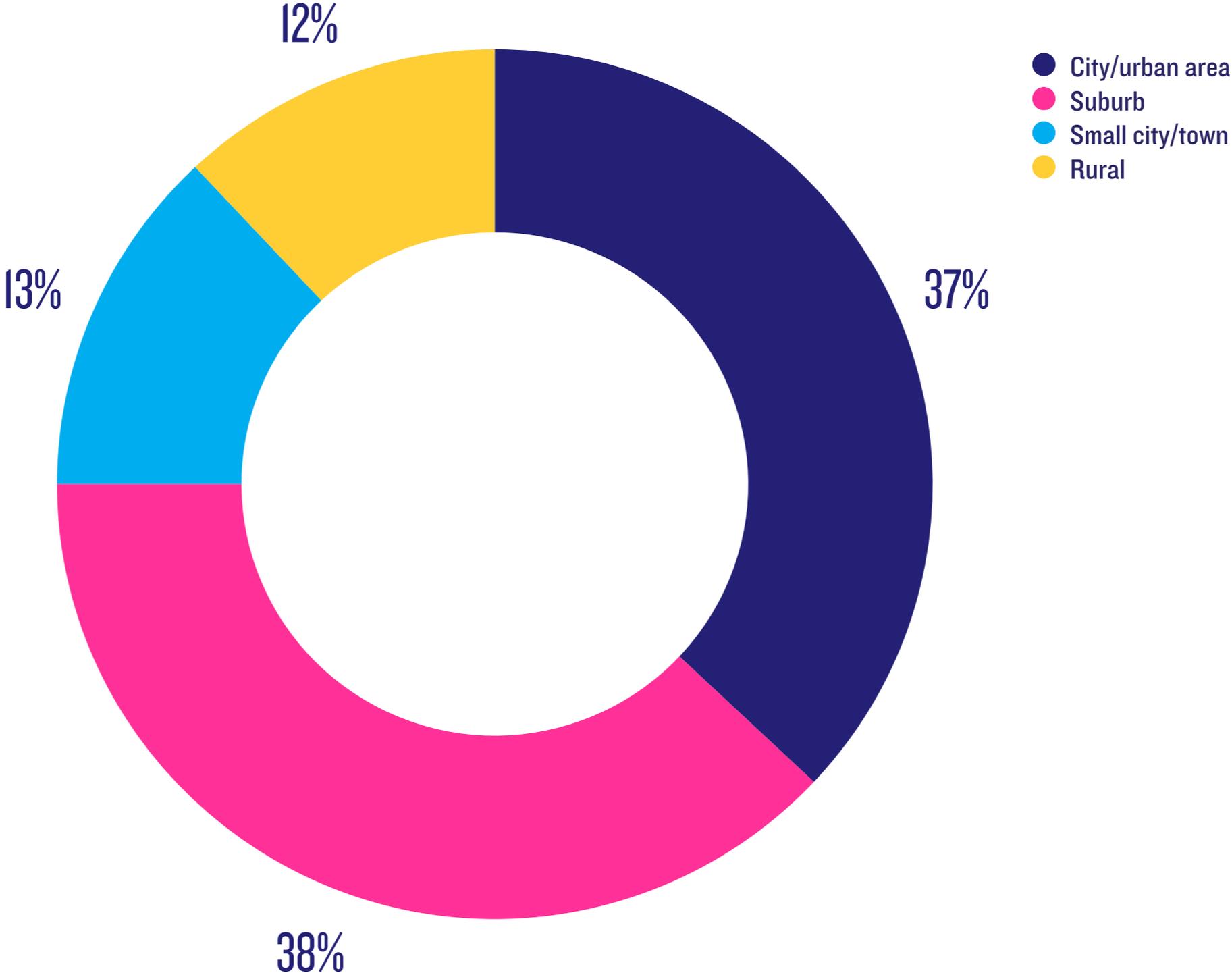
Annual household income



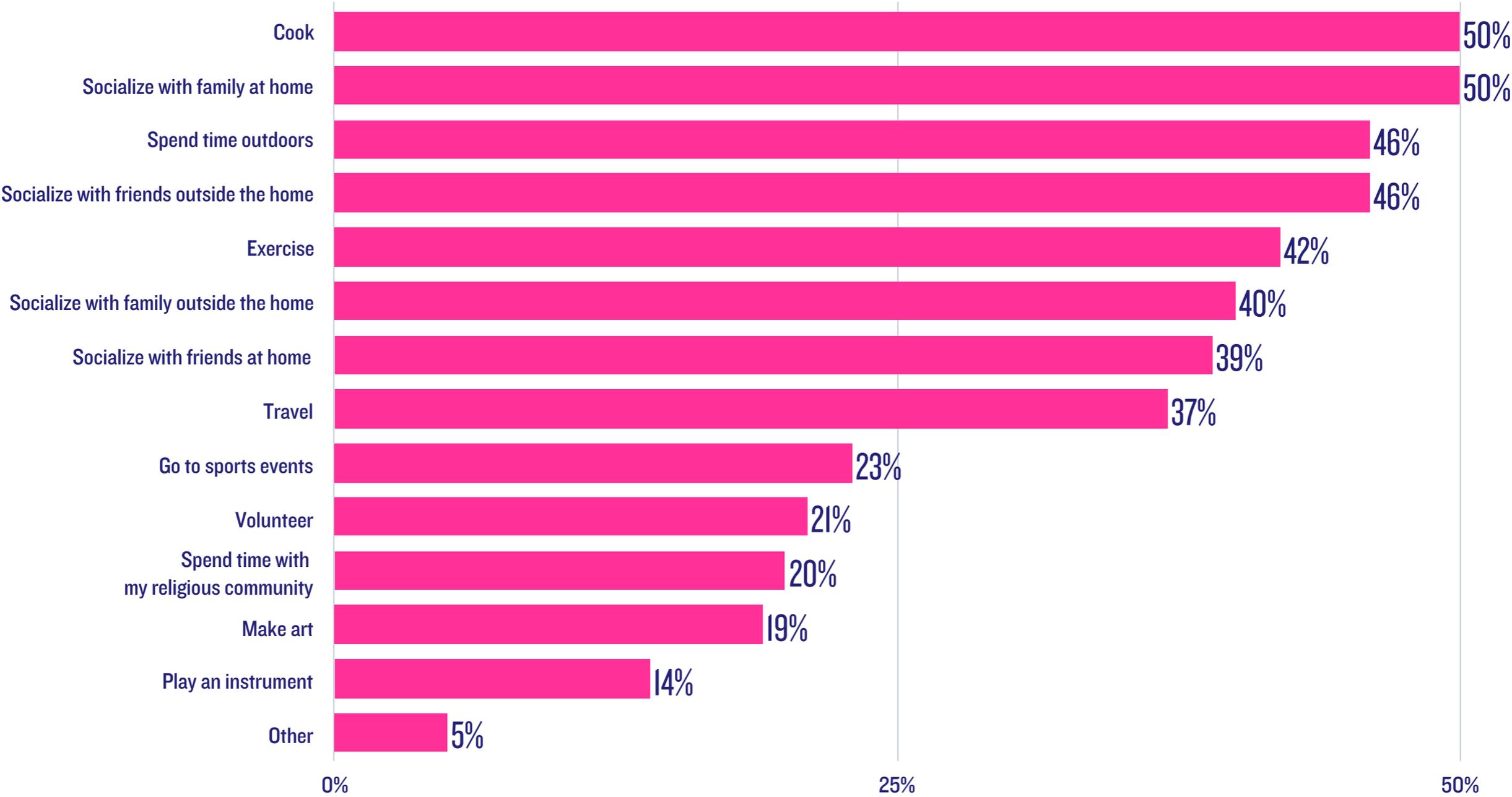
Region



Community type

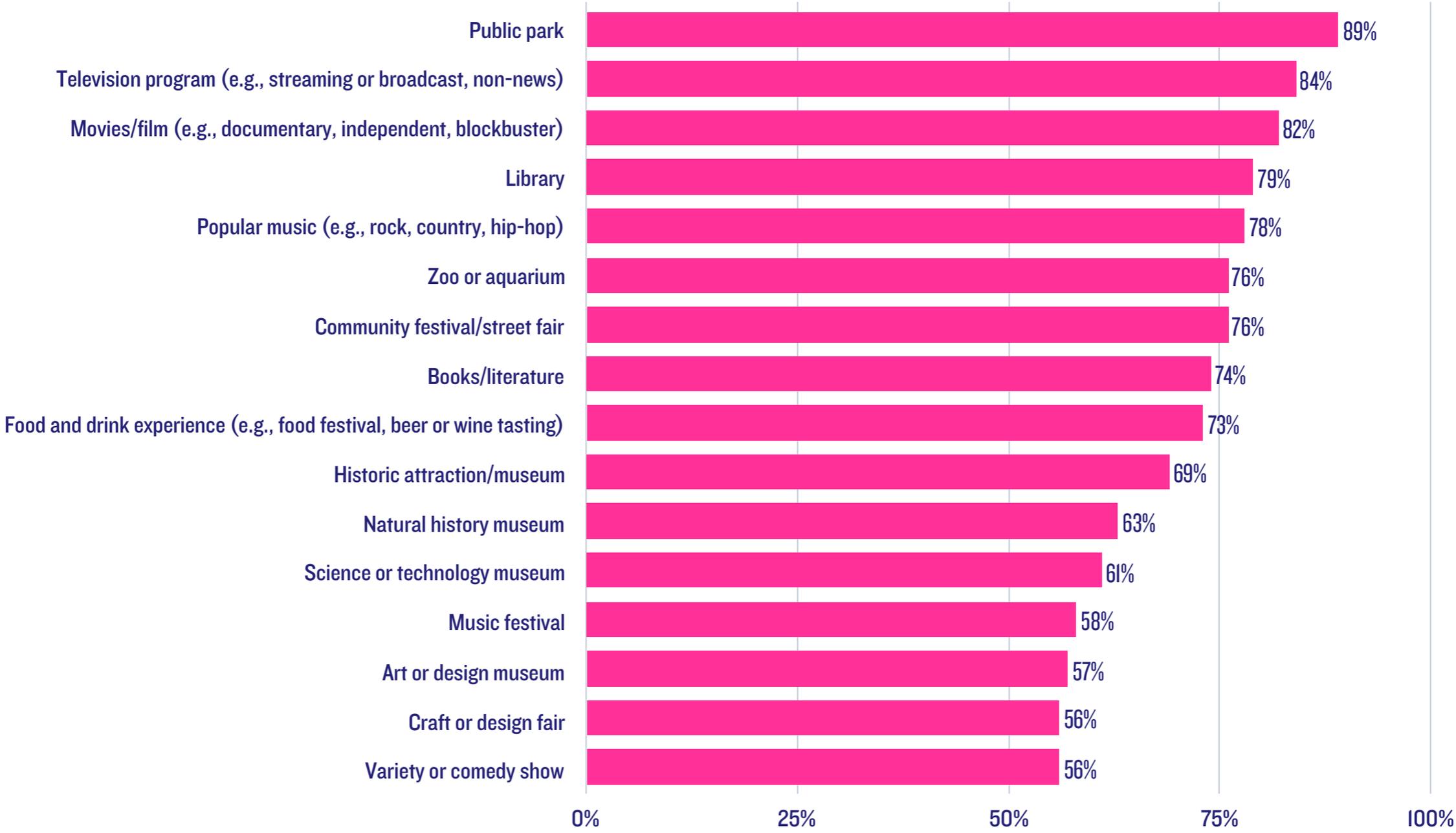


Activities done most in free time

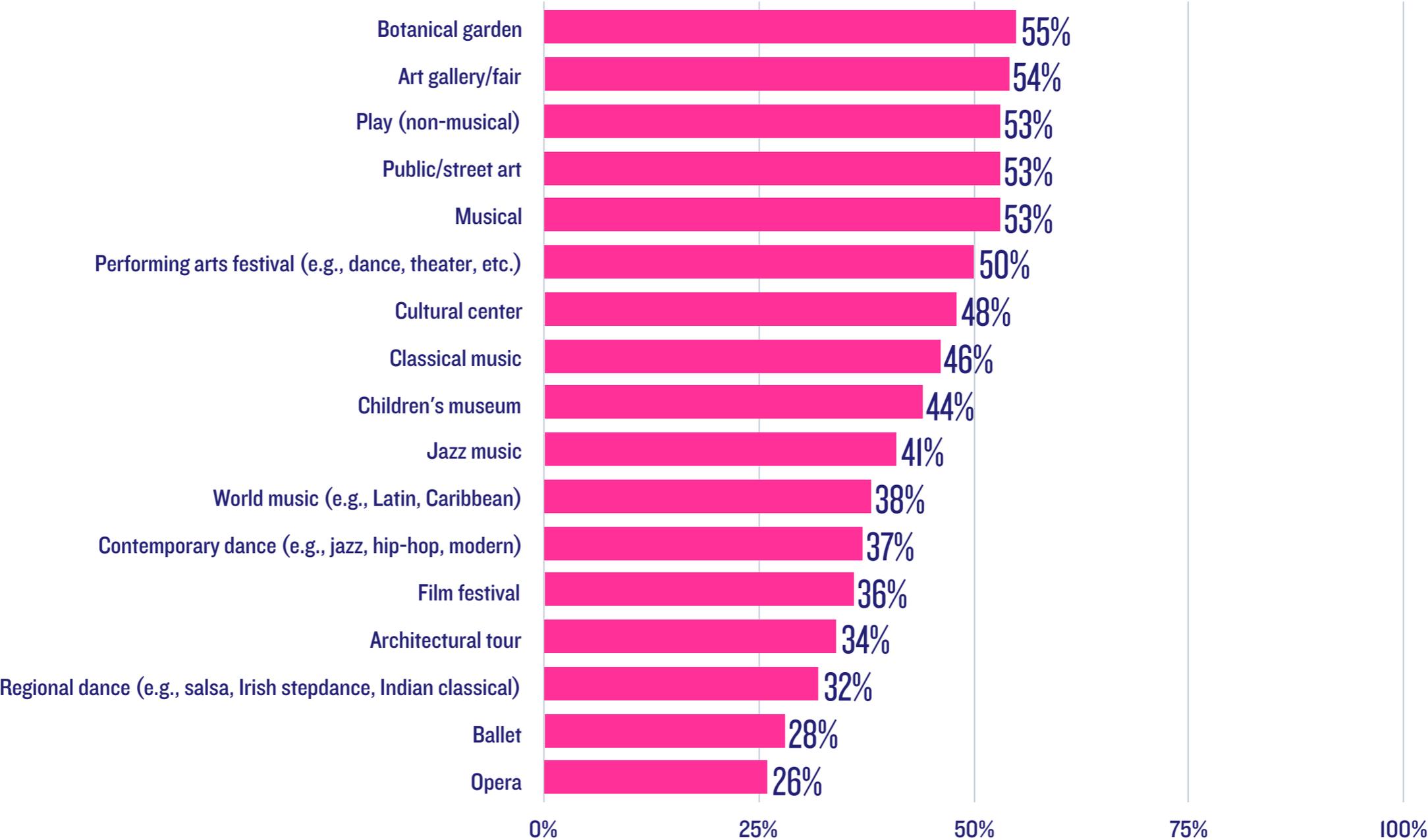


Participation Patterns

Participation at least once in past year

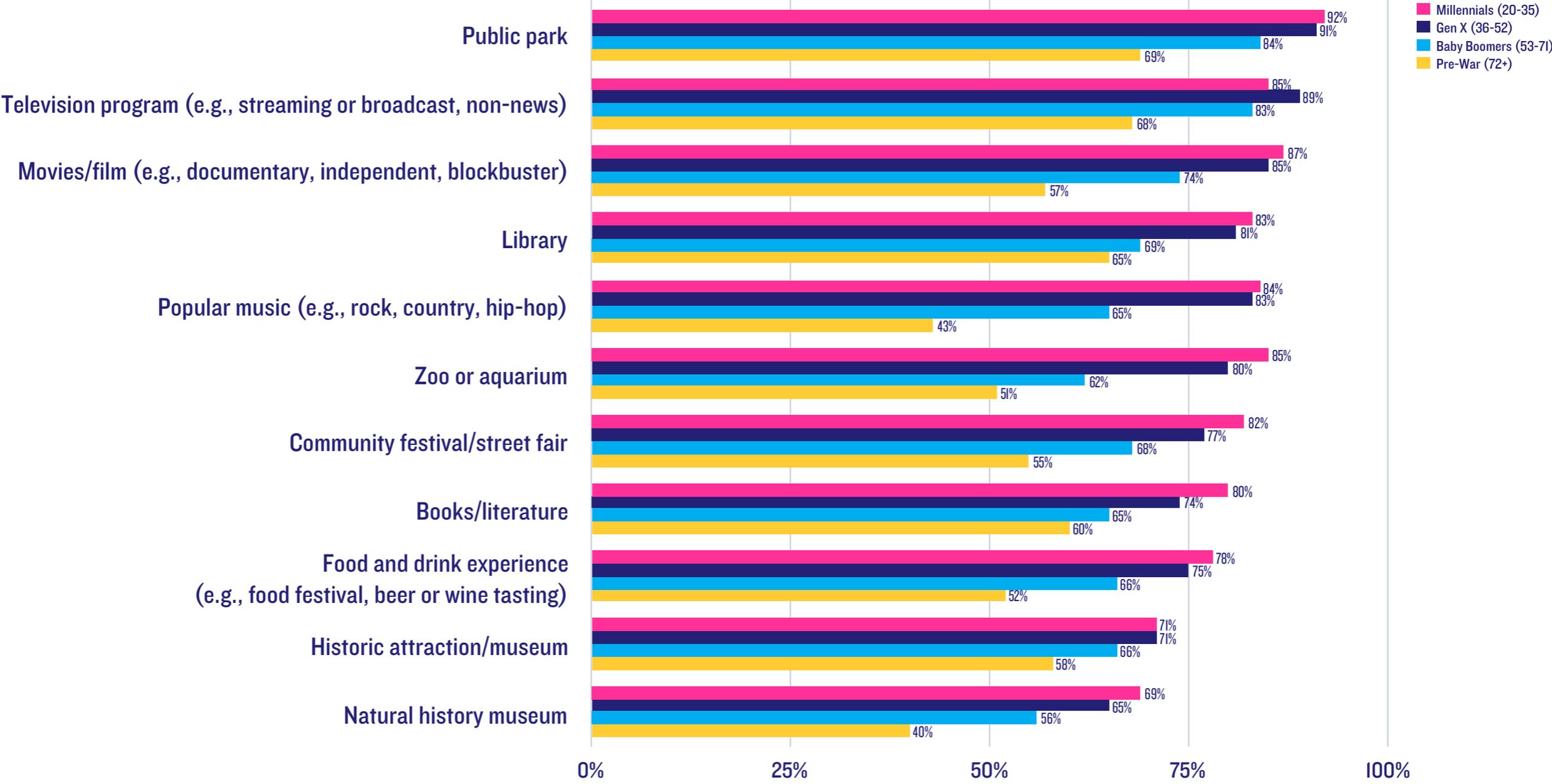


Participation at least once in past year *continued*



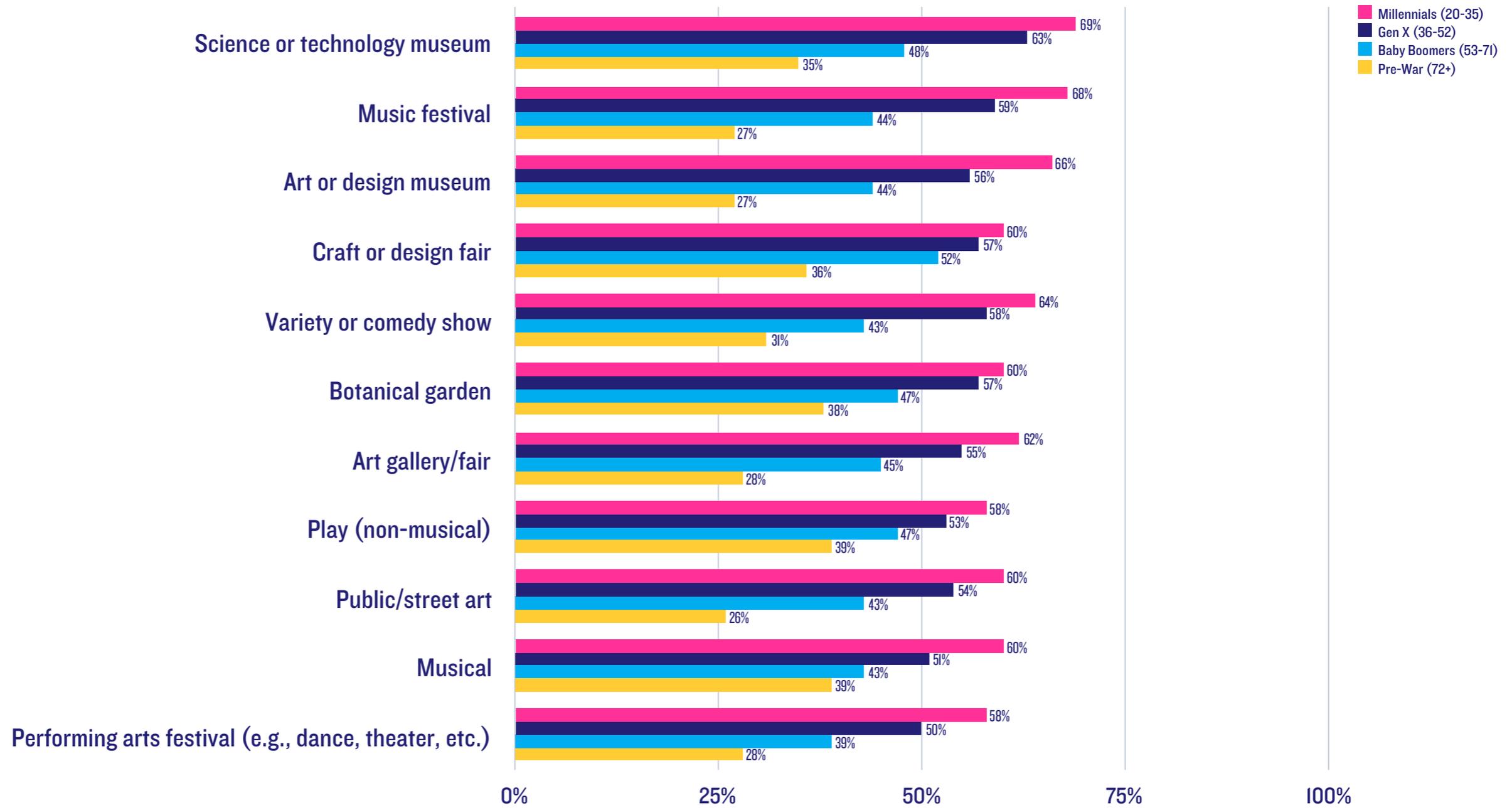
Participation at least once in past year

By generation



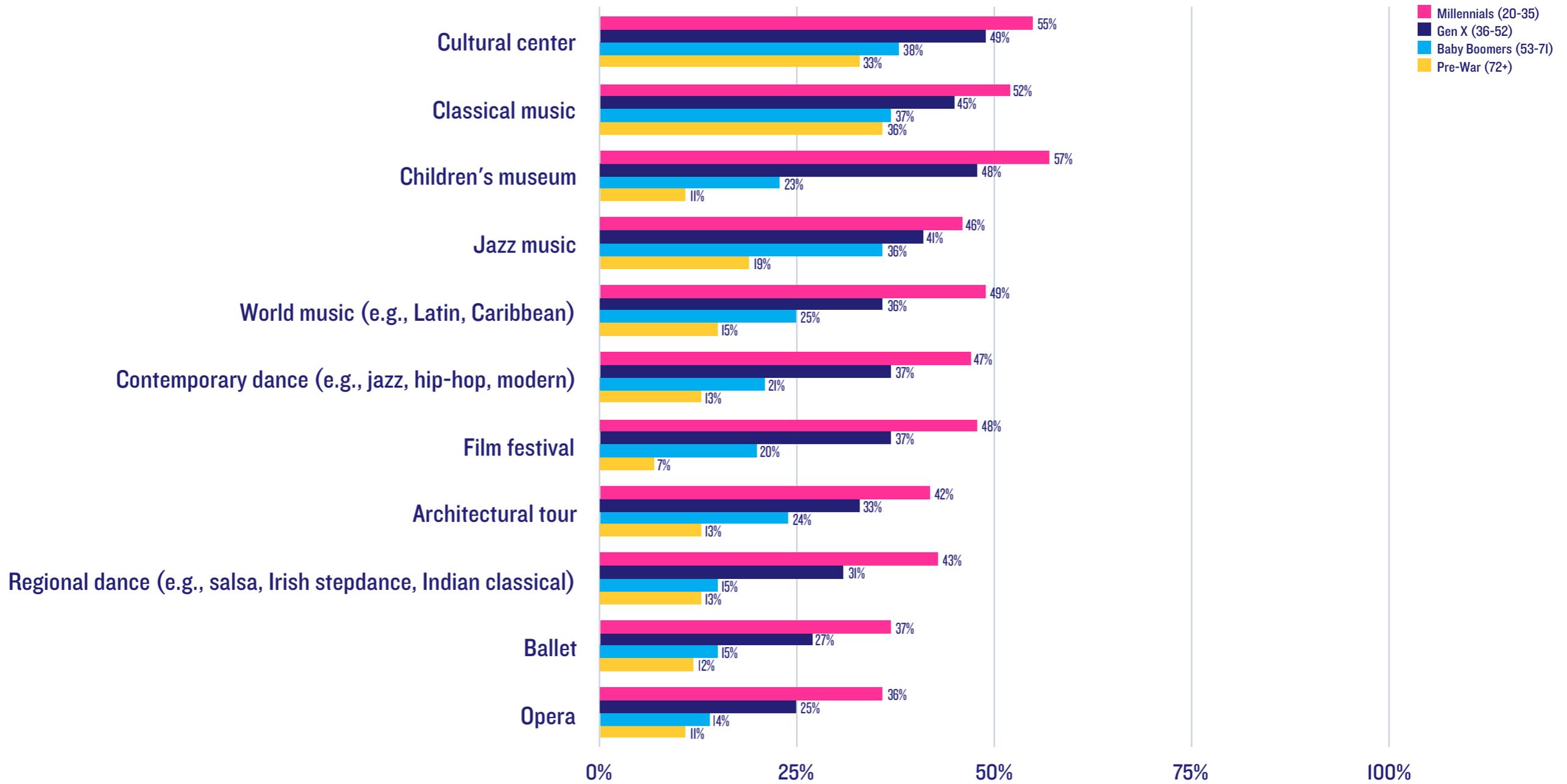
2. Participation Patterns

Participation at least once in past year *continued* By generation



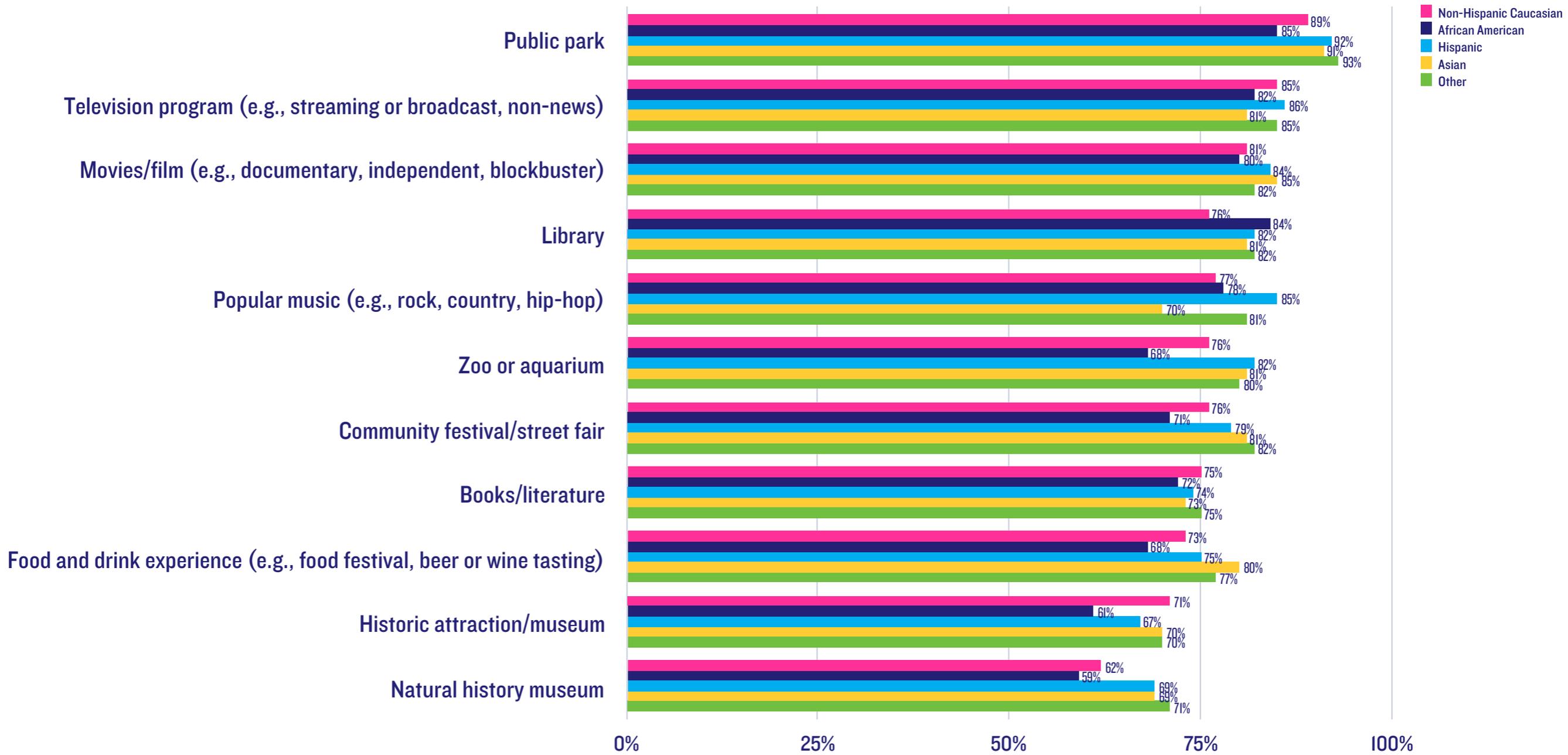
Participation at least once in past year *continued*

By generation



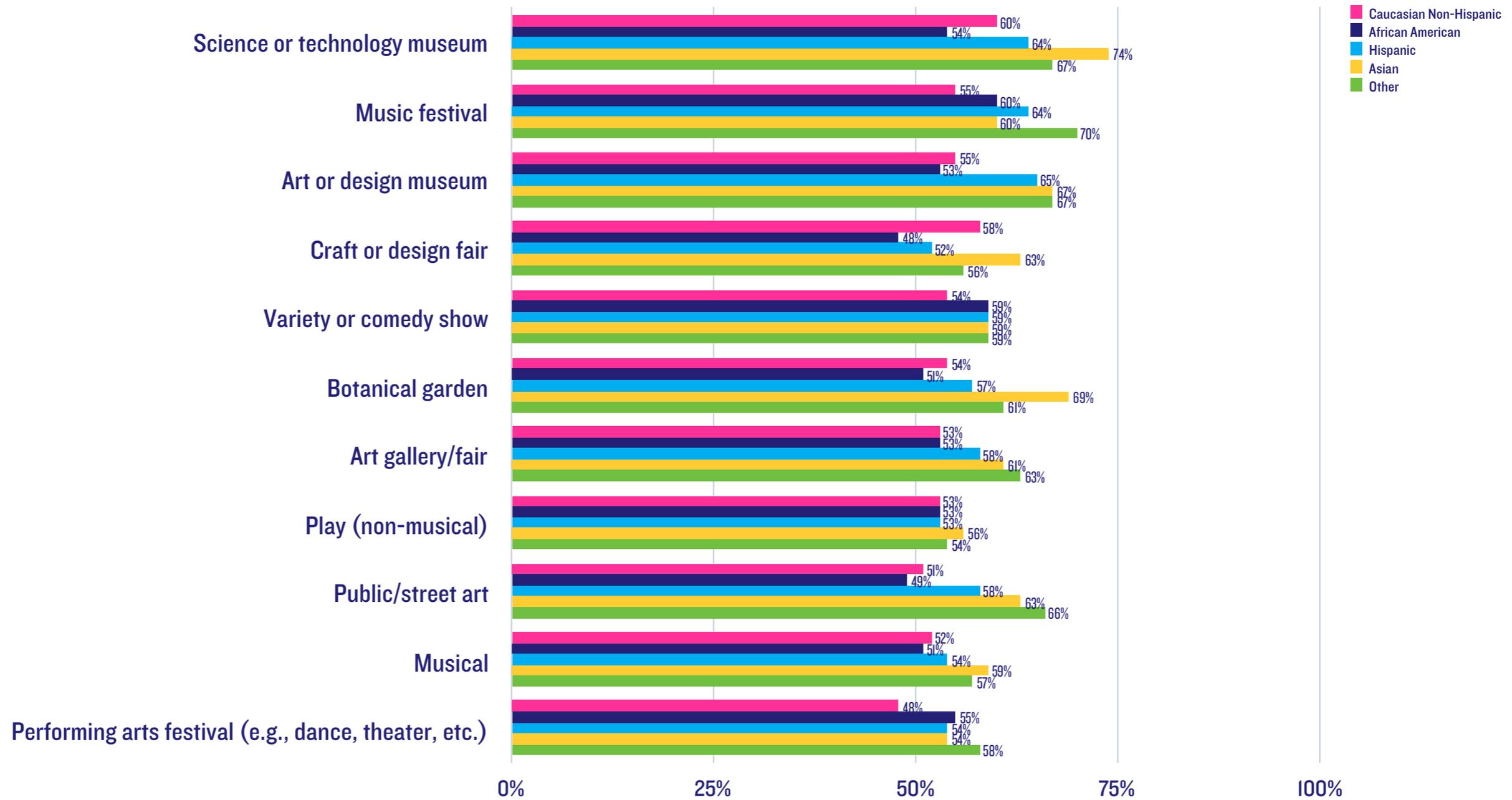
2. Participation Patterns

Participation at least once in past year By race/ethnicity



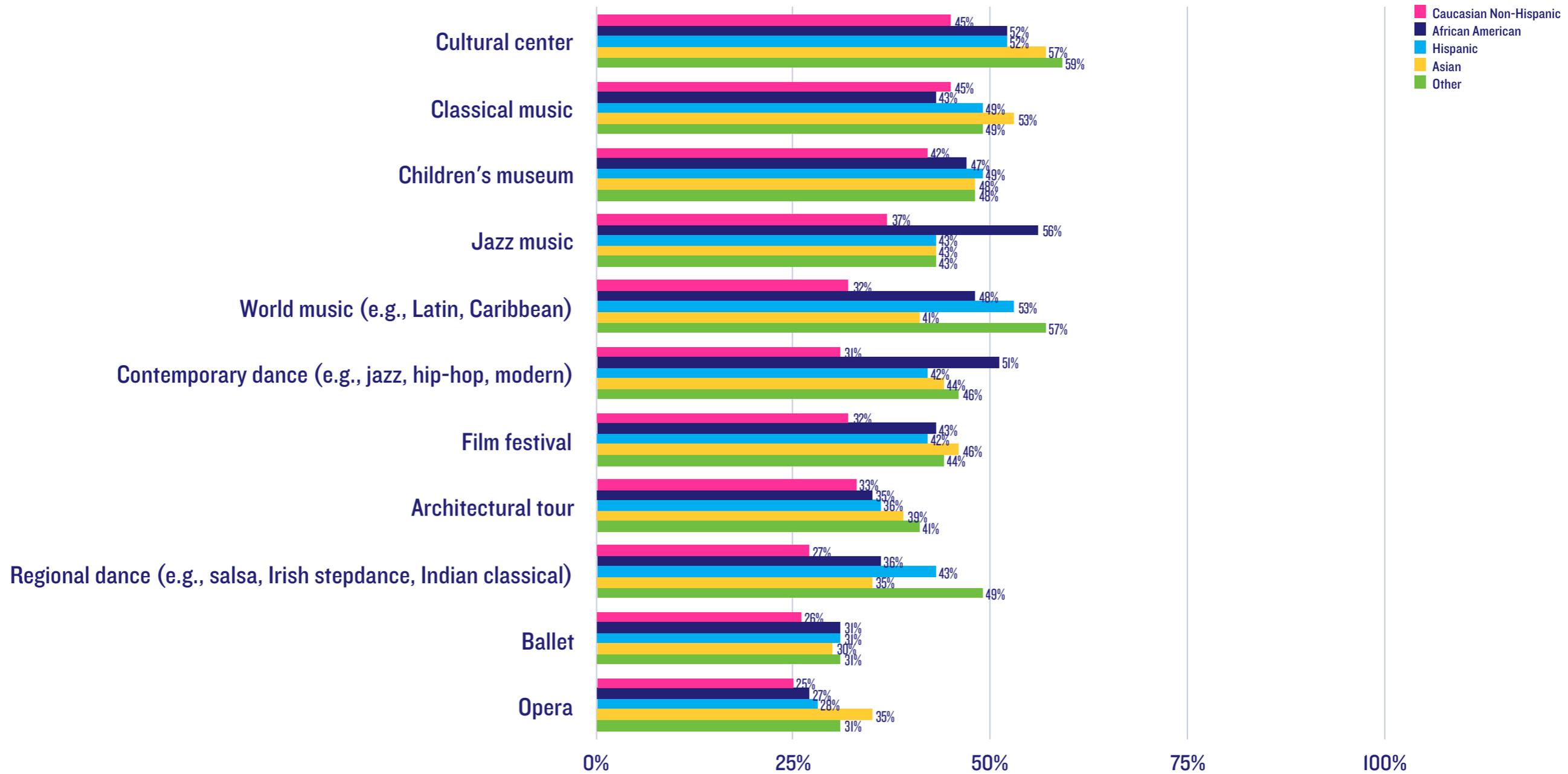
Participation at least once in past year *continued*

By race/ethnicity



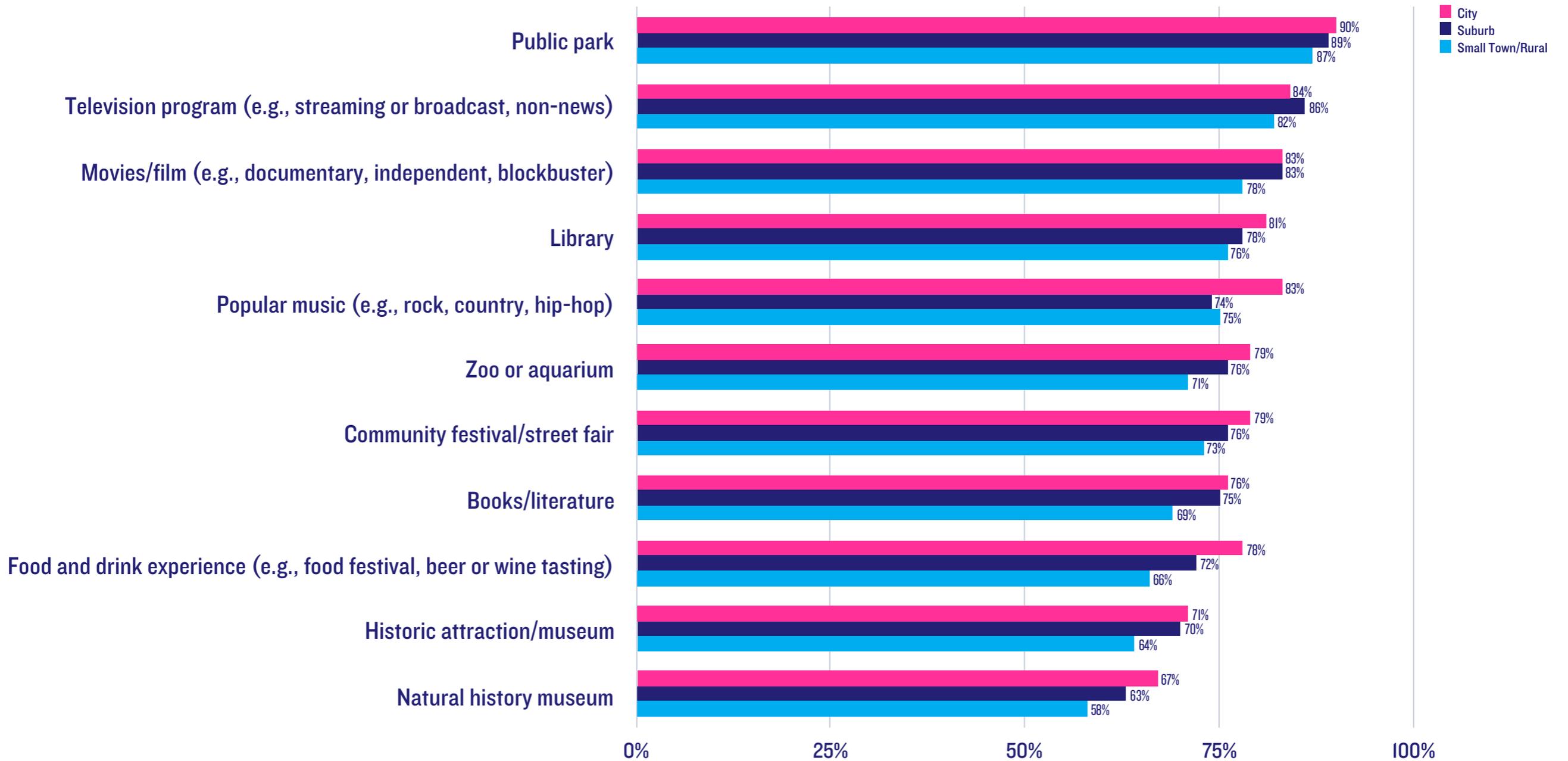
2. Participation Patterns

Participation at least once in past year *continued* By race/ethnicity



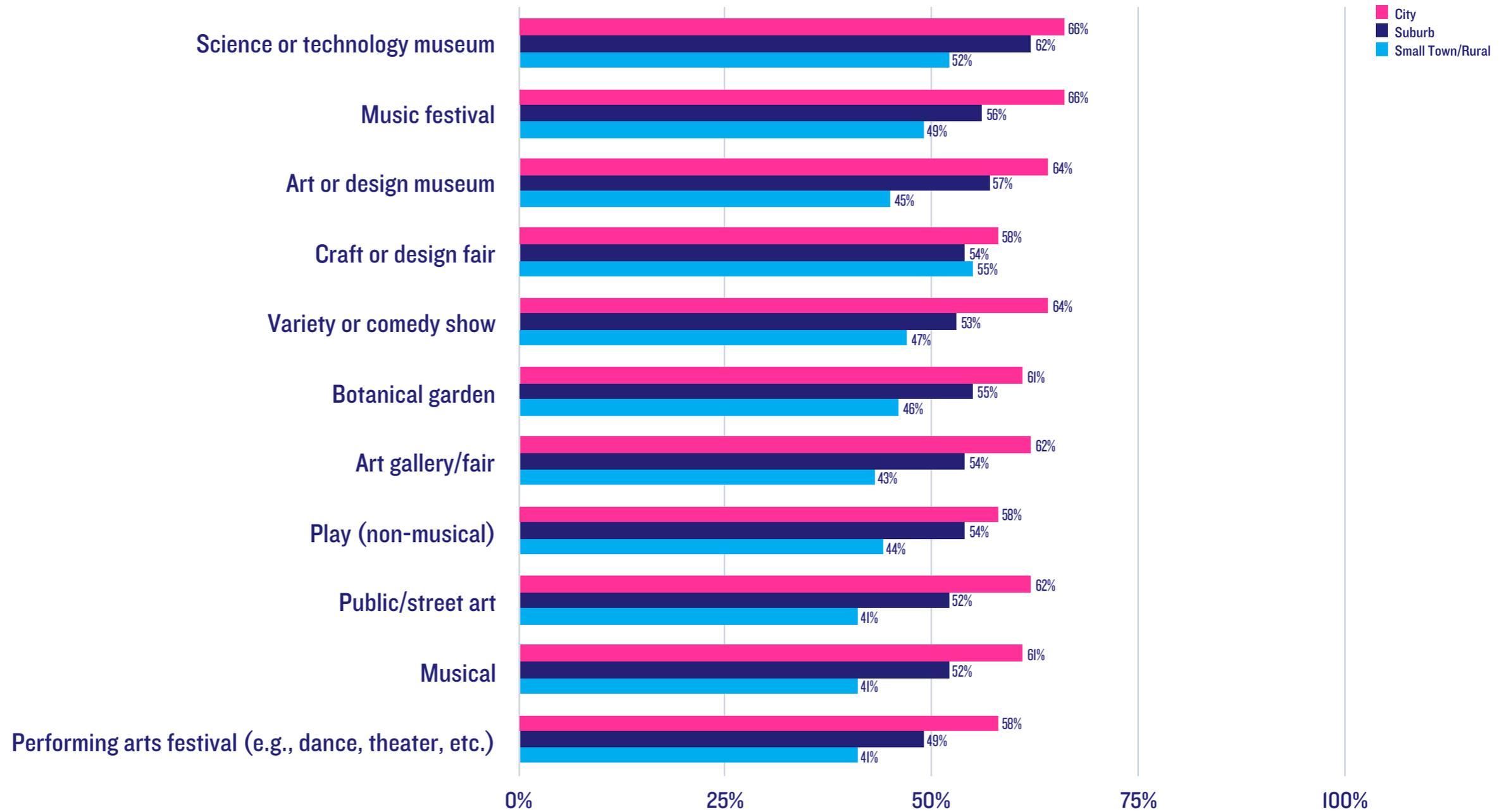
Participation at least once in past year

By community type



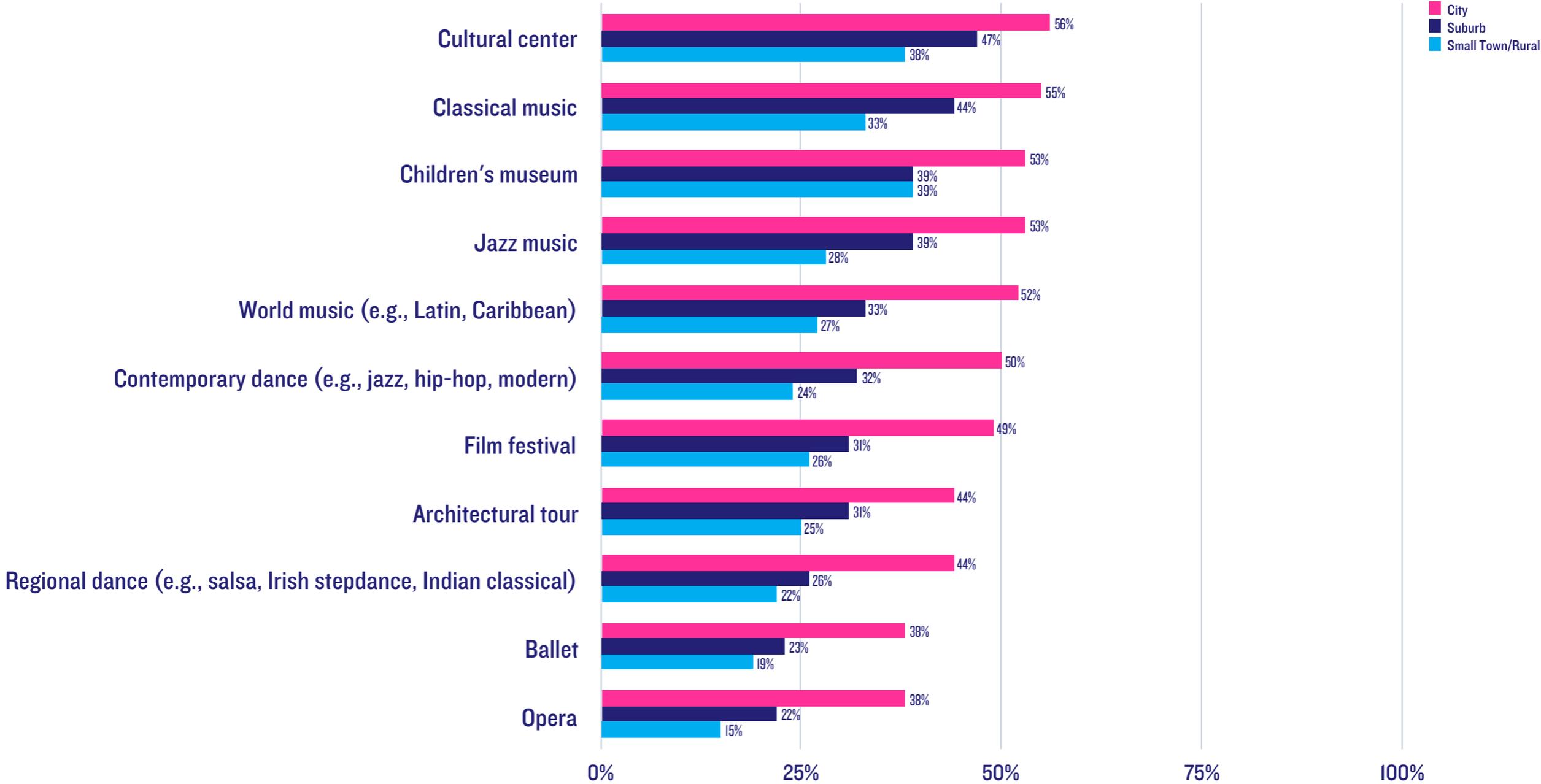
Participation at least once in past year *continued*

By community type



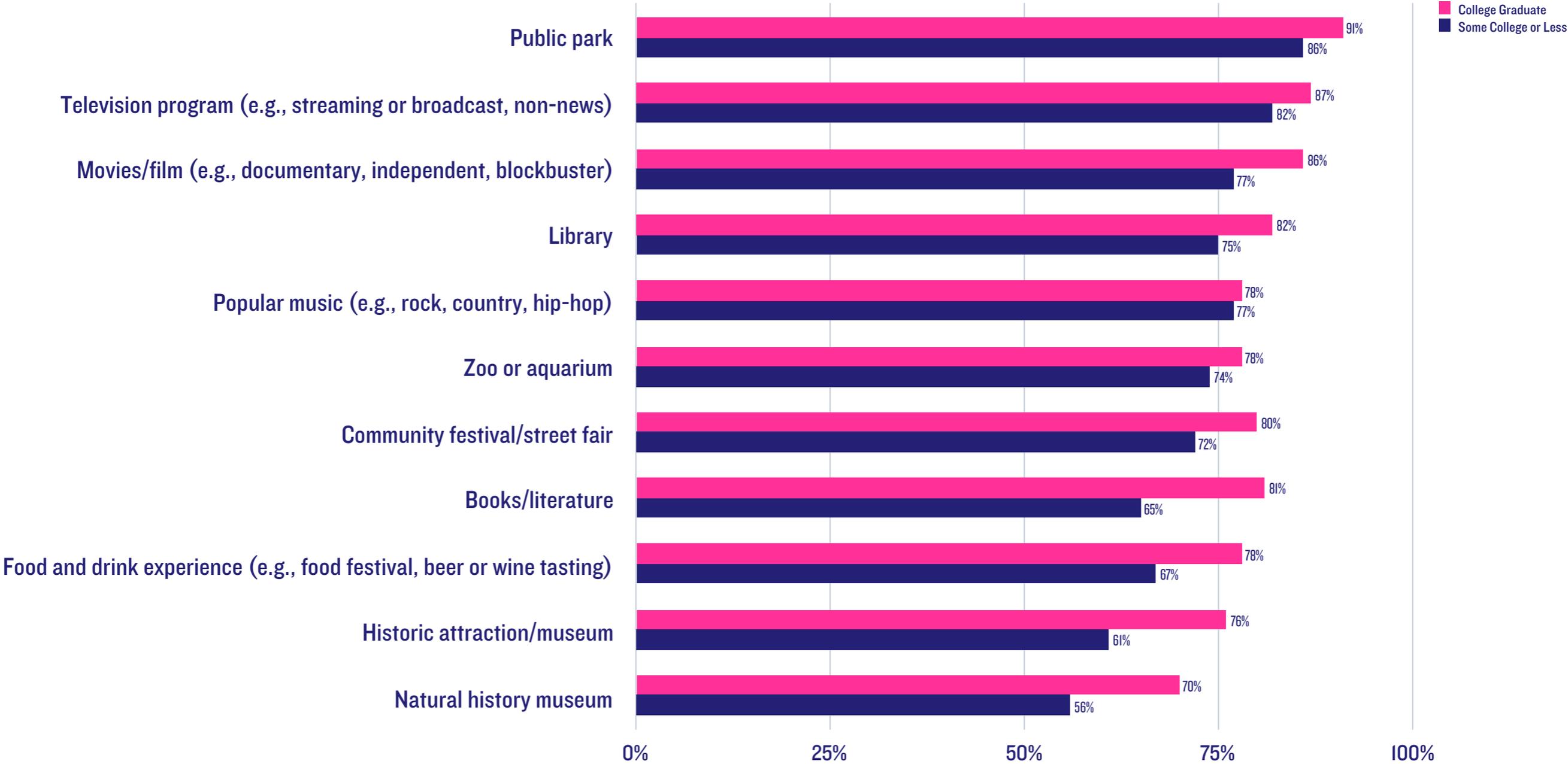
Participation at least once in past year *continued*

By community type



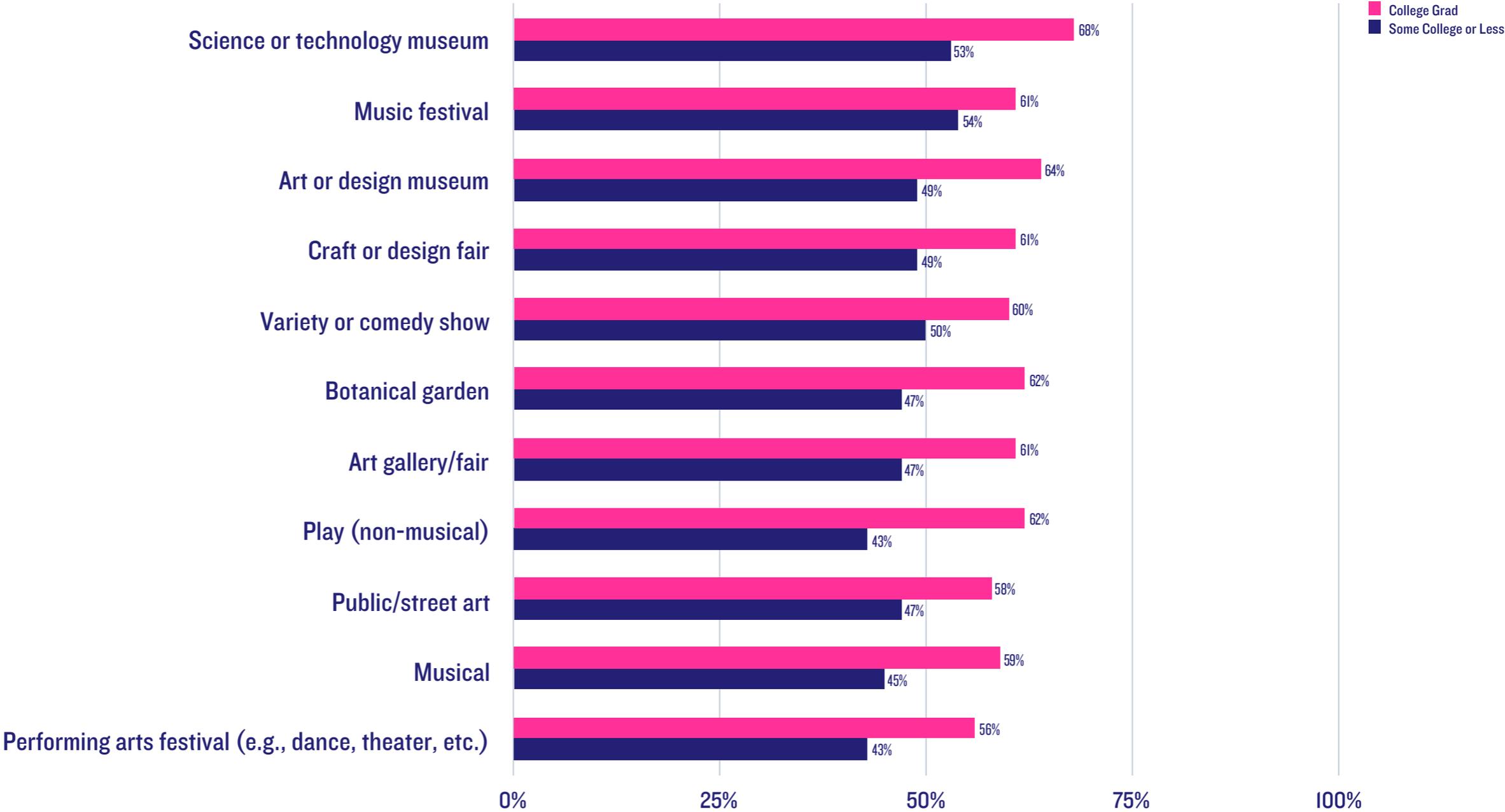
Participation at least once in past year

By education level



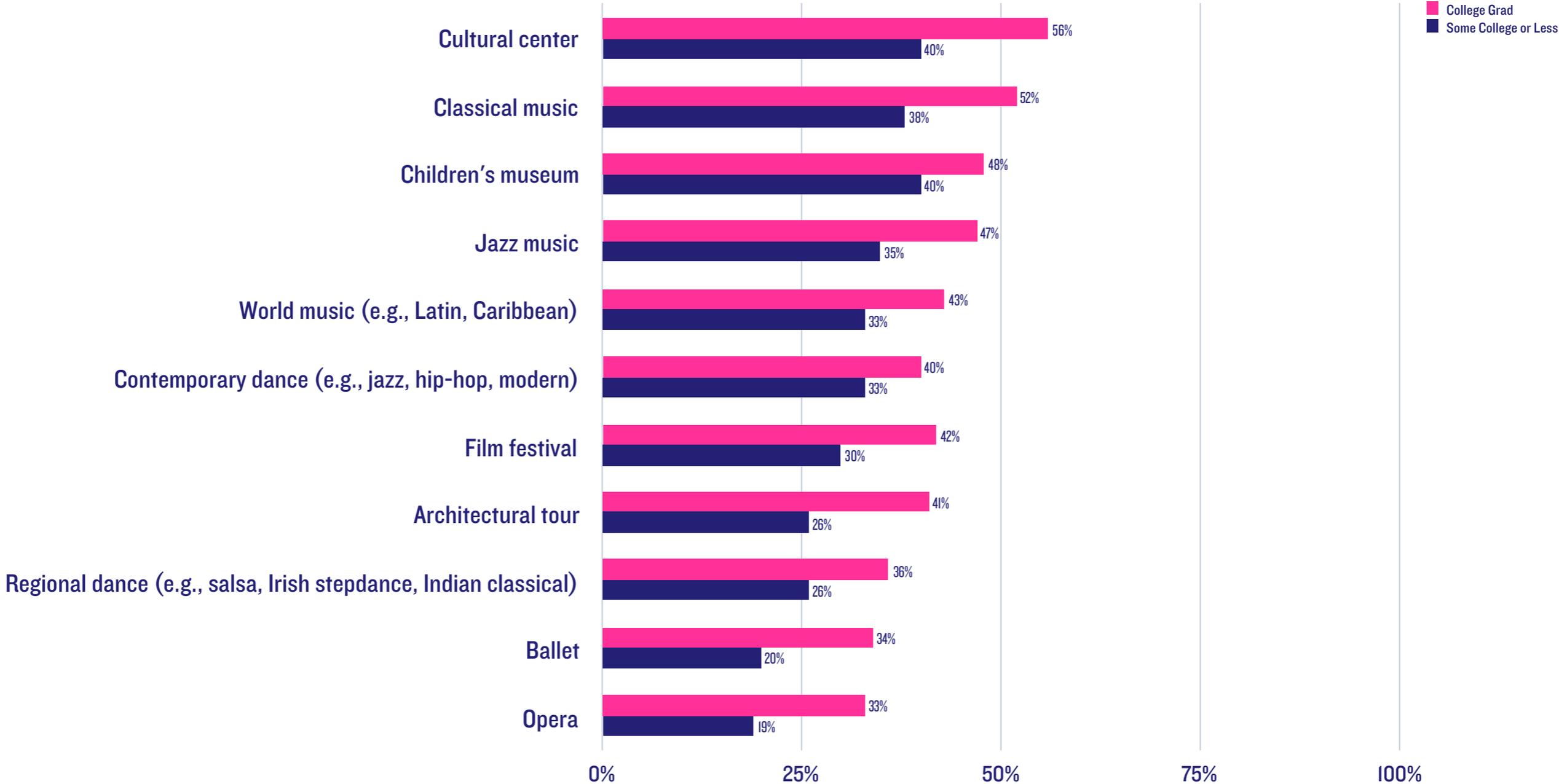
Participation at least once in past year *continued*

By education level



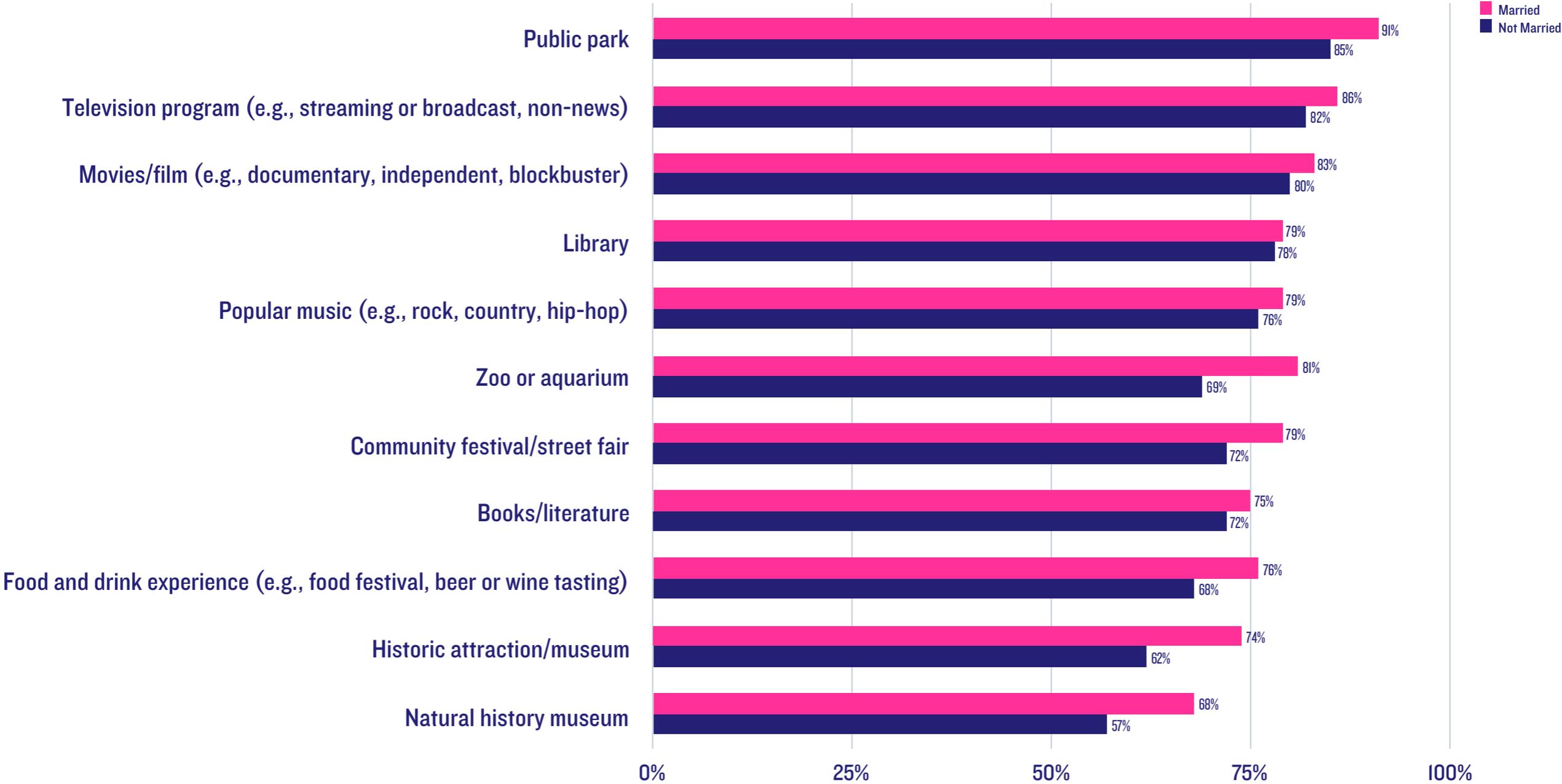
Participation at least once in past year *continued*

By education level



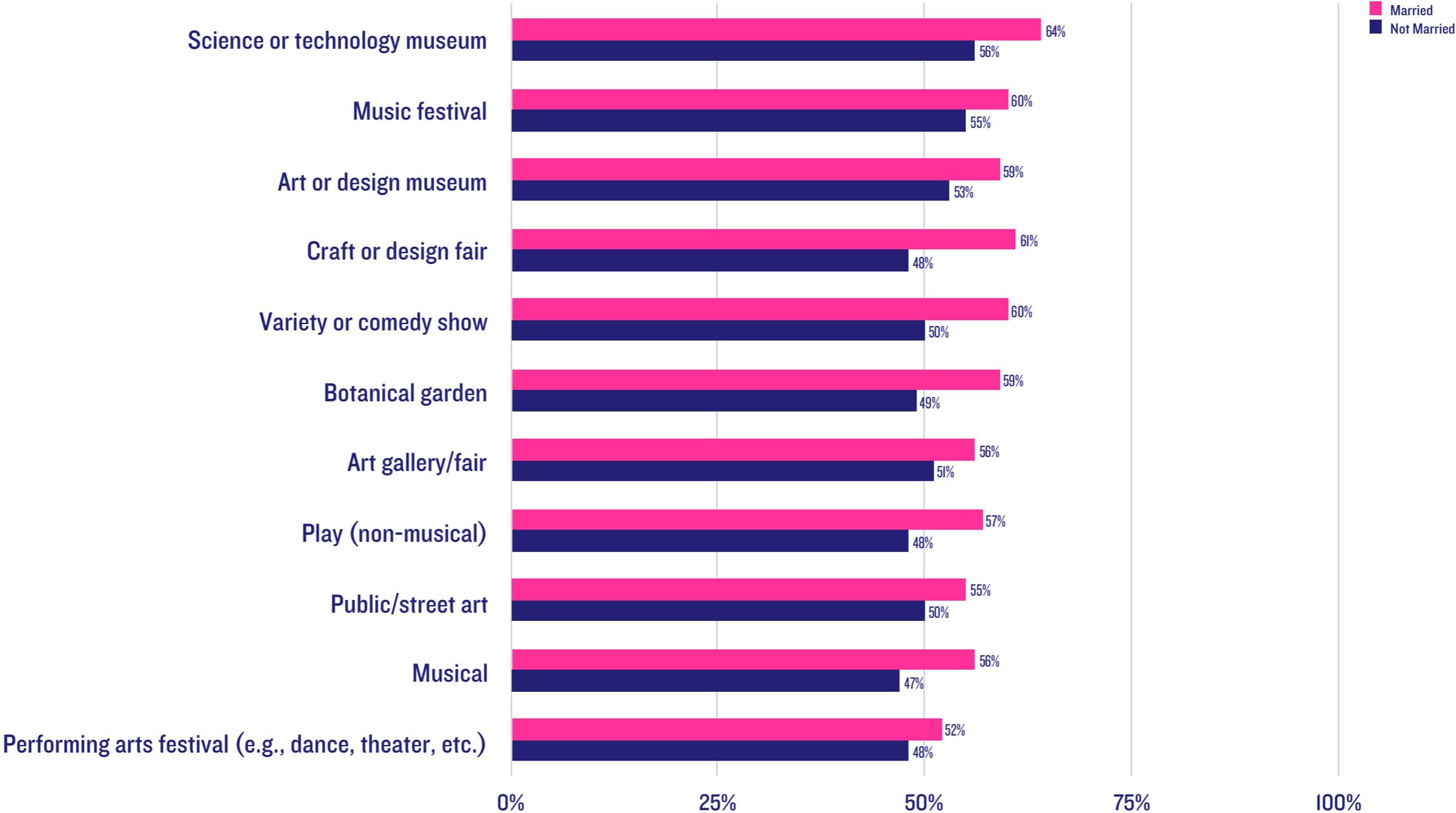
Participation at least once in past year

By marital status



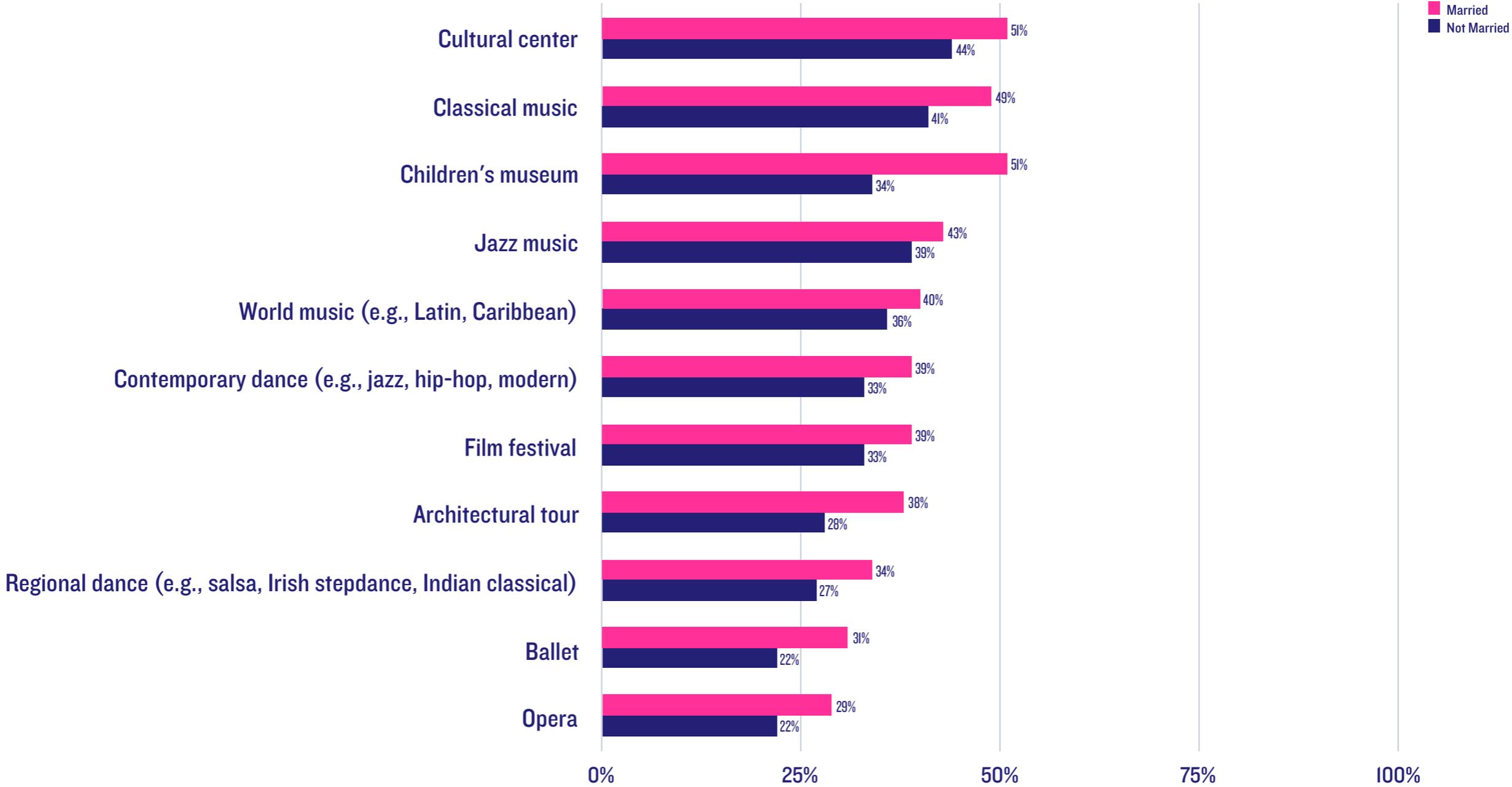
Participation at least once in past year *continued*

By marital status



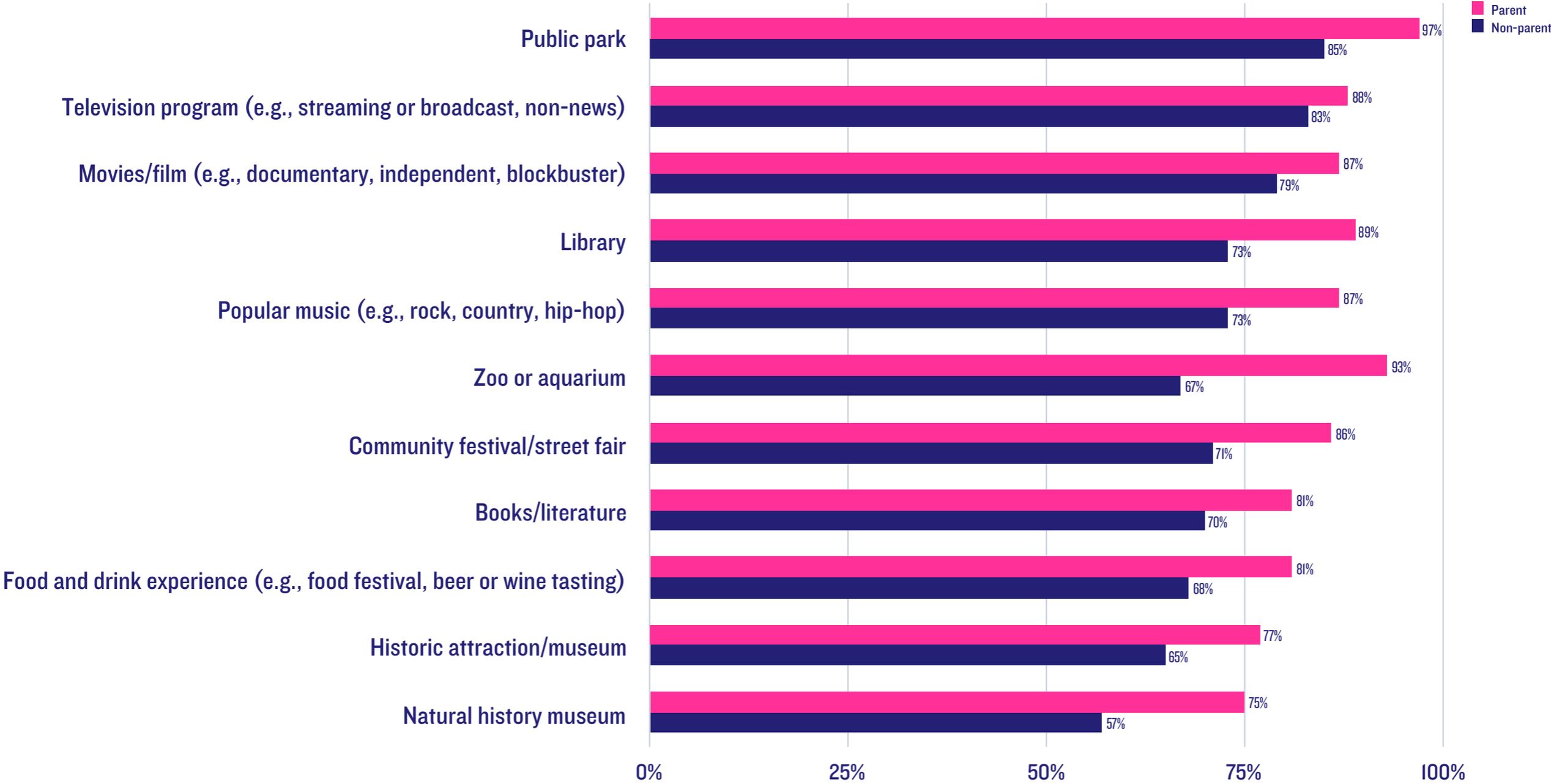
Participation at least once in past year *continued*

By marital status



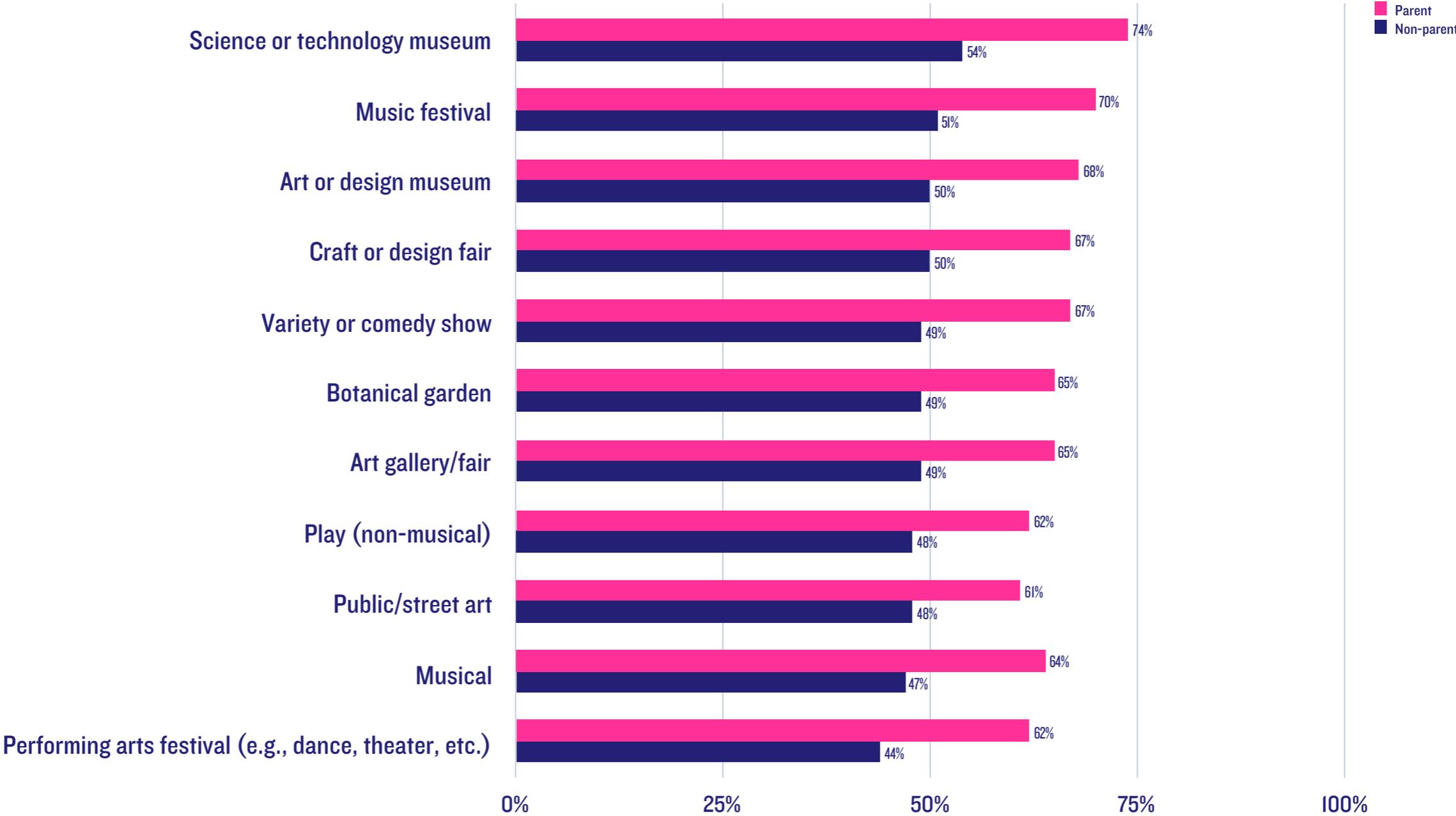
Participation at least once in past year

By parental status



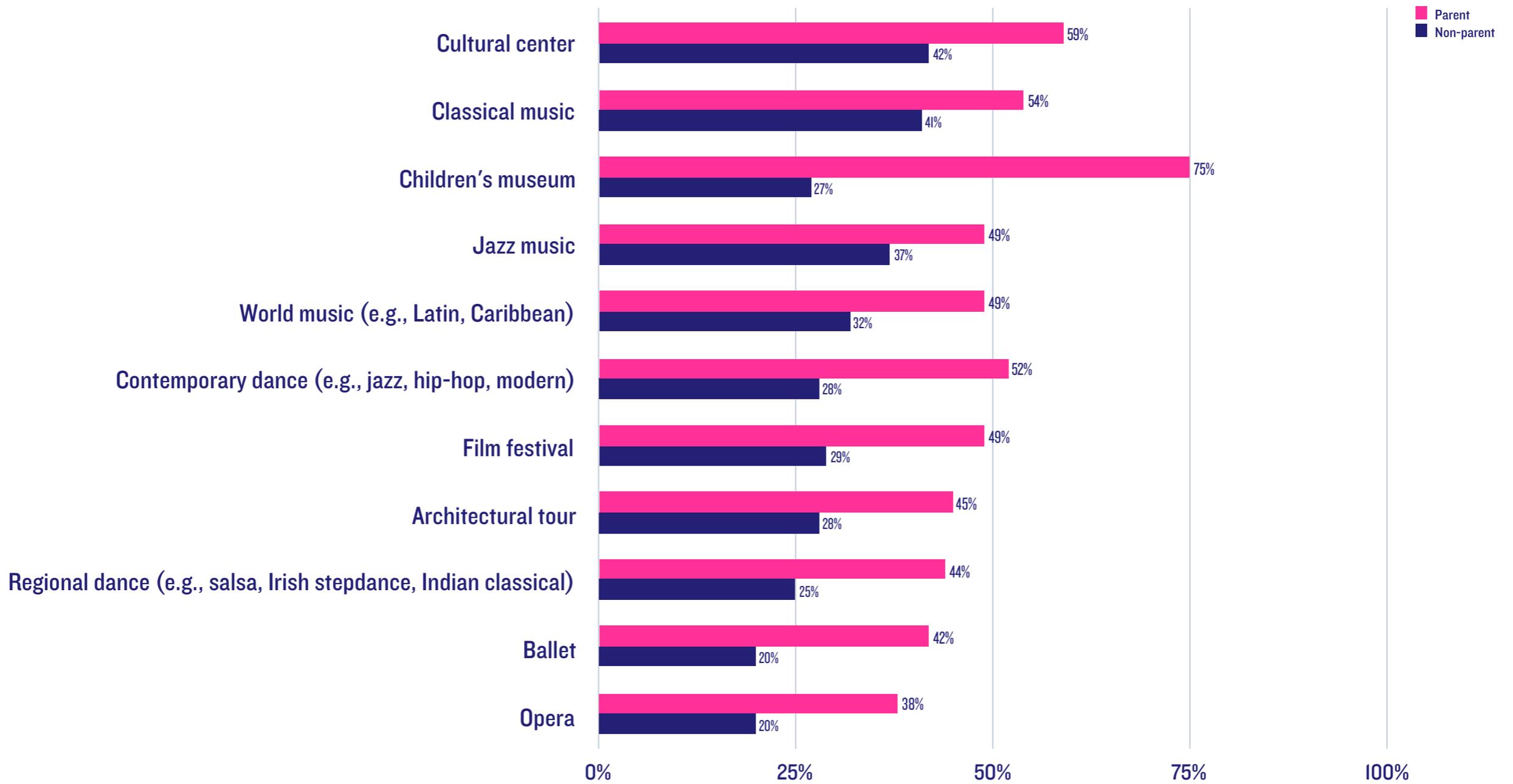
Participation at least once in past year *continued*

By parental status

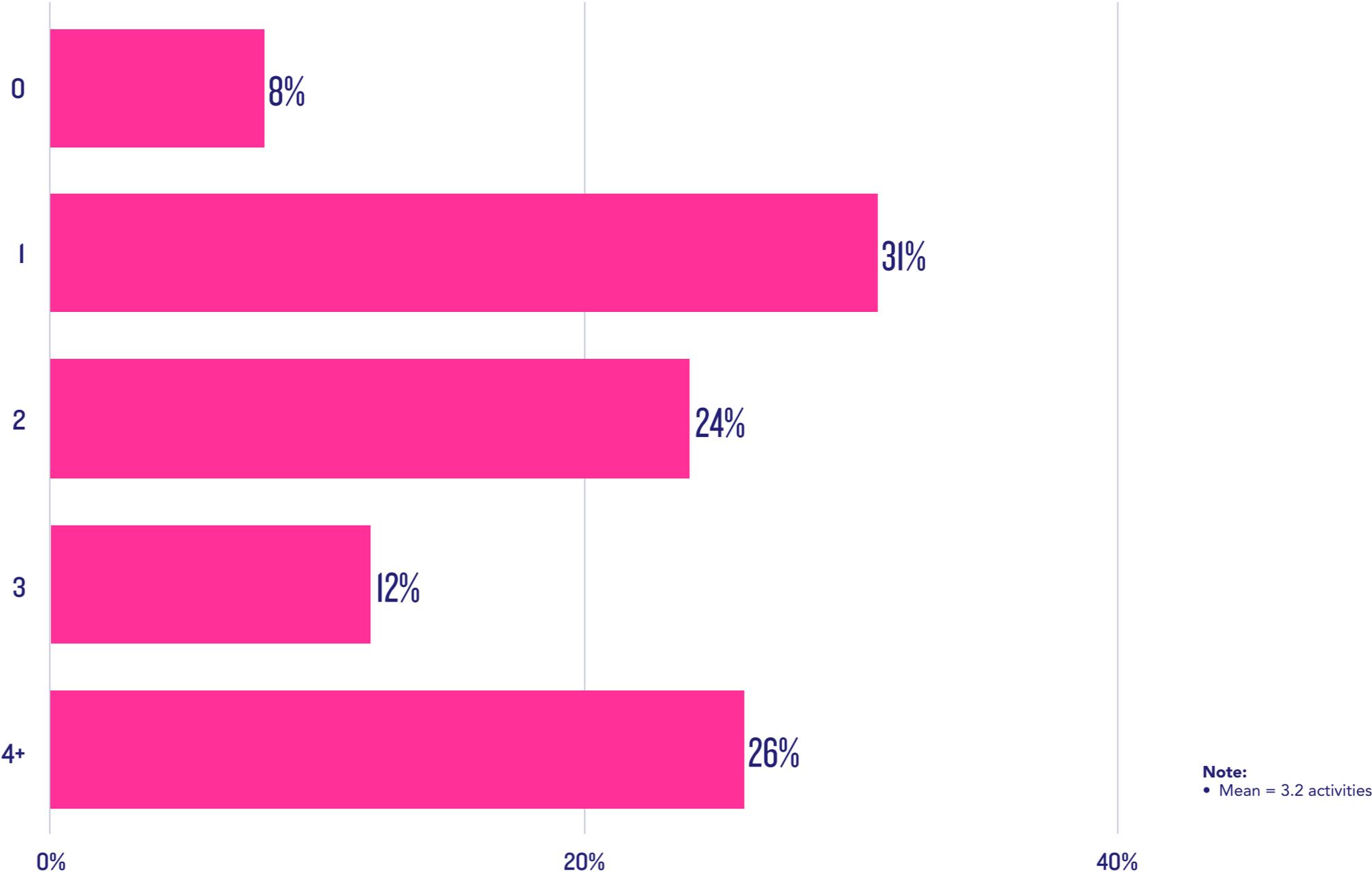


Participation at least once in past year *continued*

By parental status

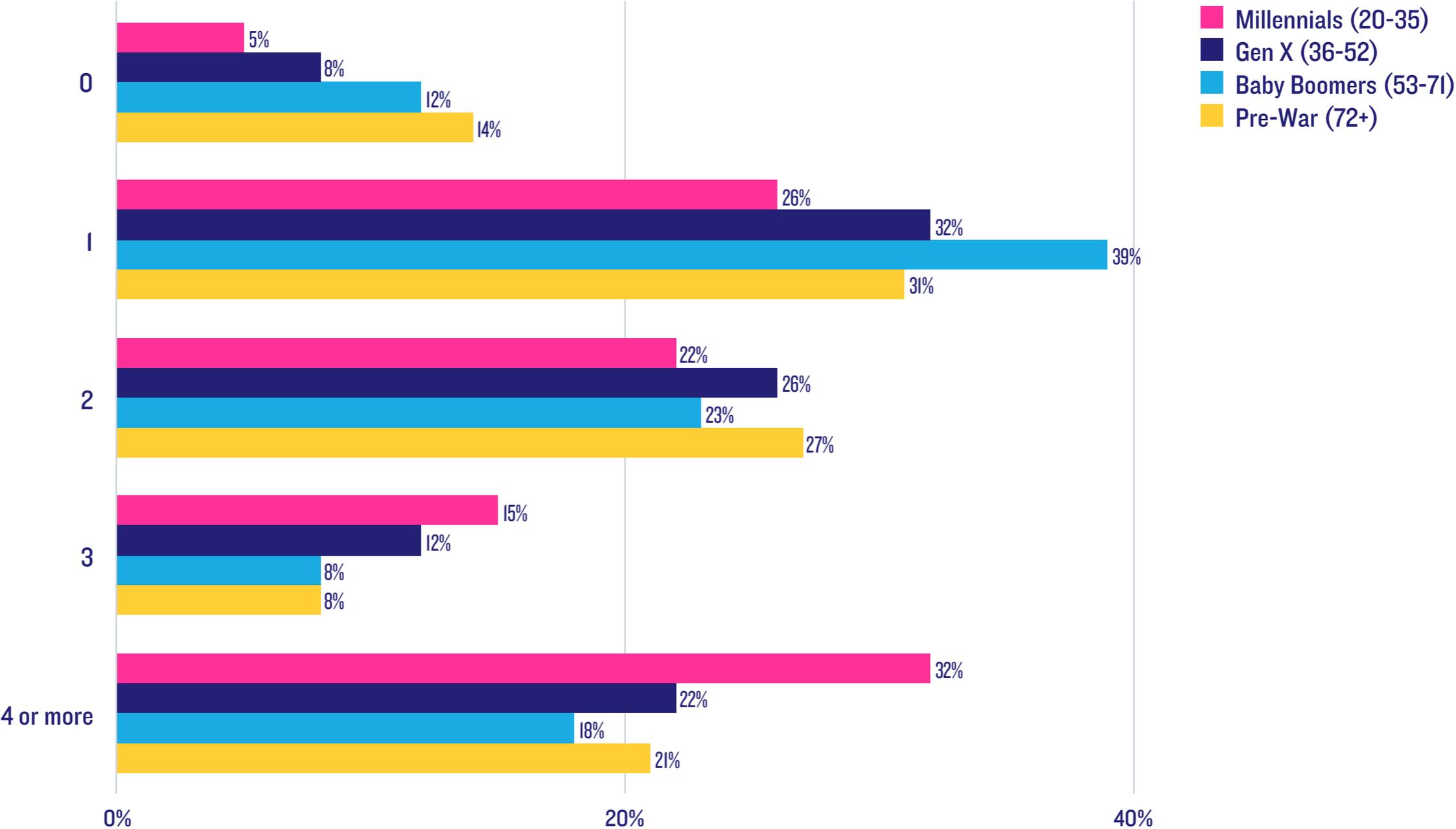


Number of cultural activities participated in per month



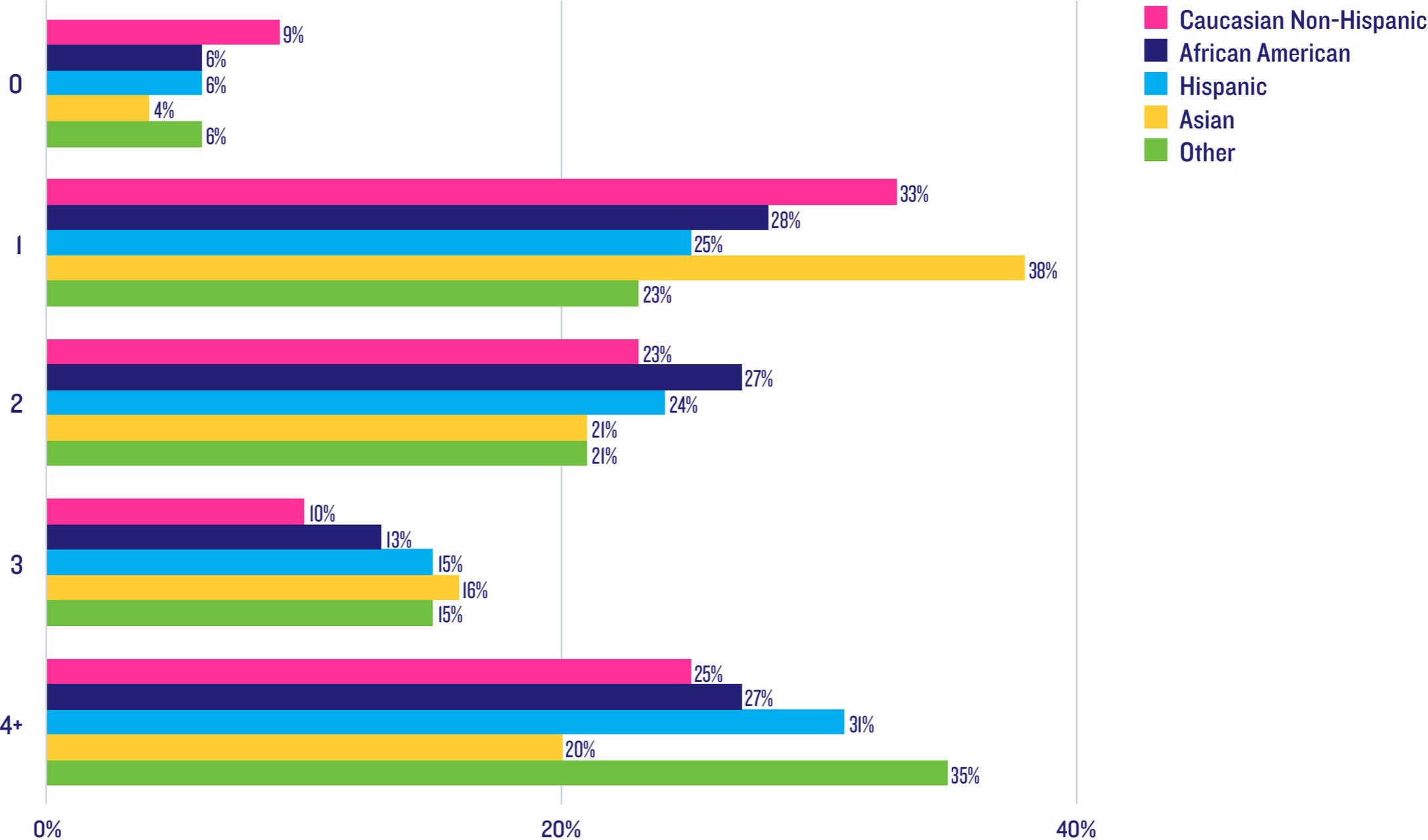
Number of cultural activities participated in per month

By generation

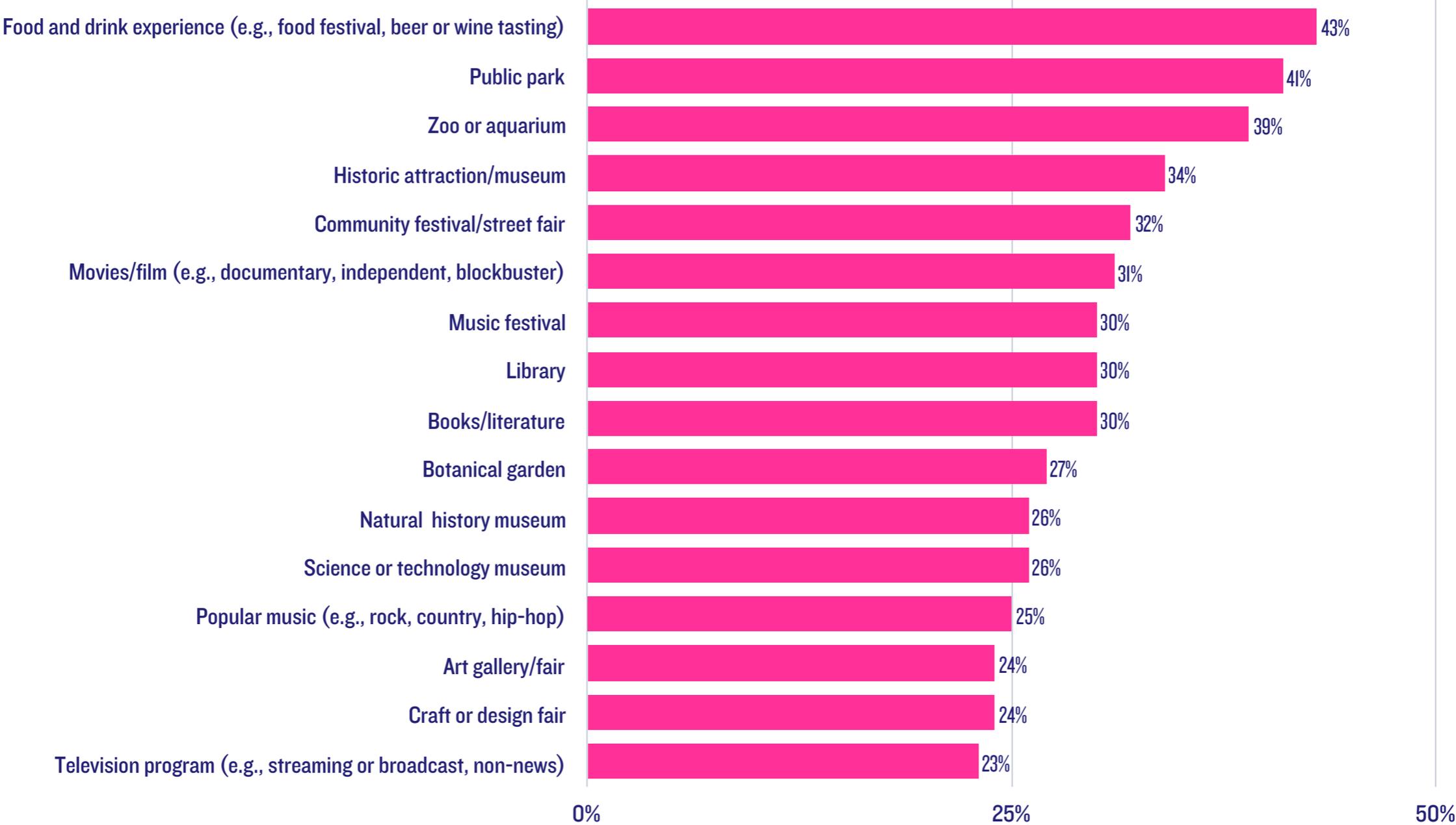


Number of cultural activities participated in per month

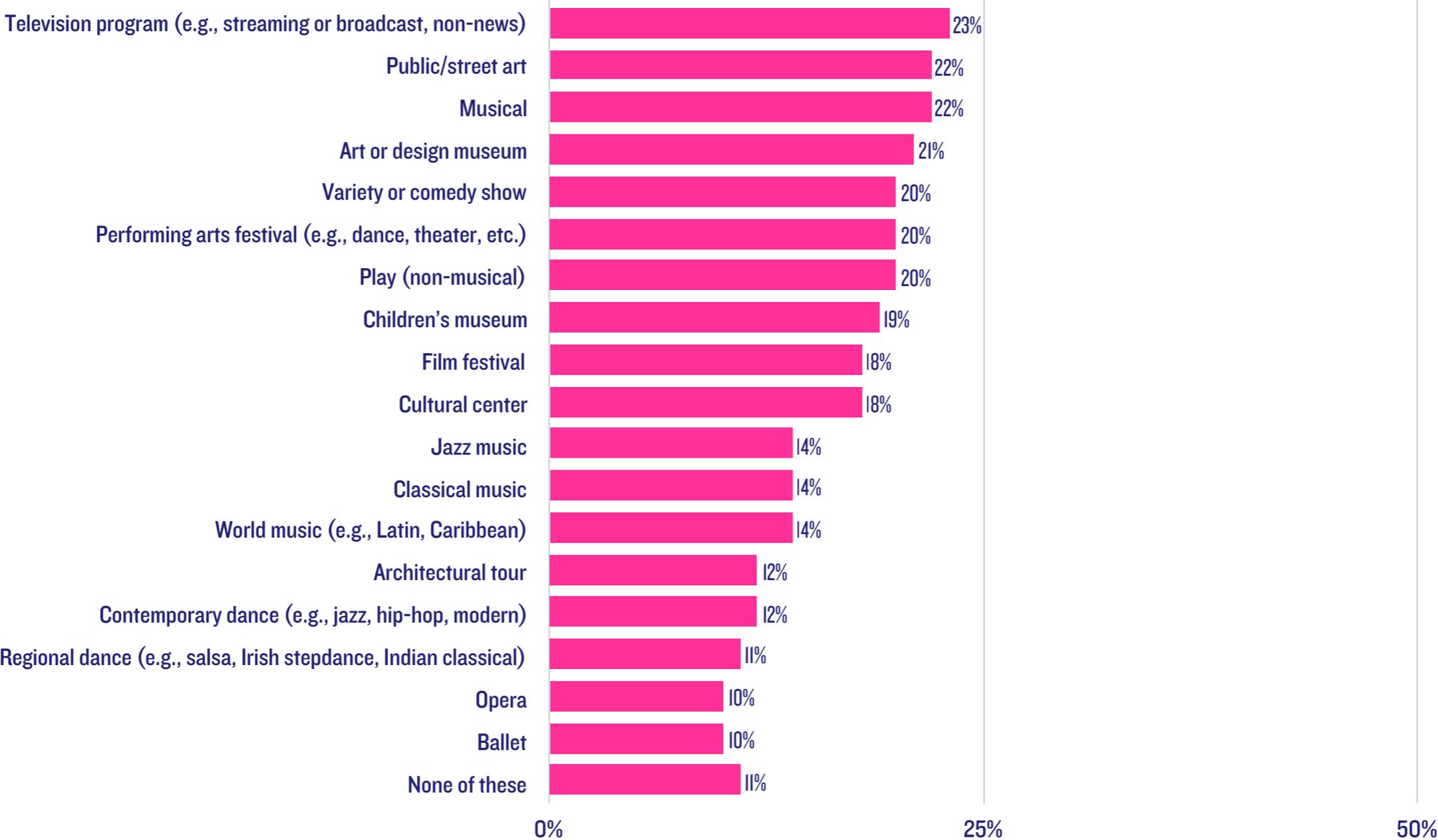
By race/ethnicity



Plan for participating more in the next year



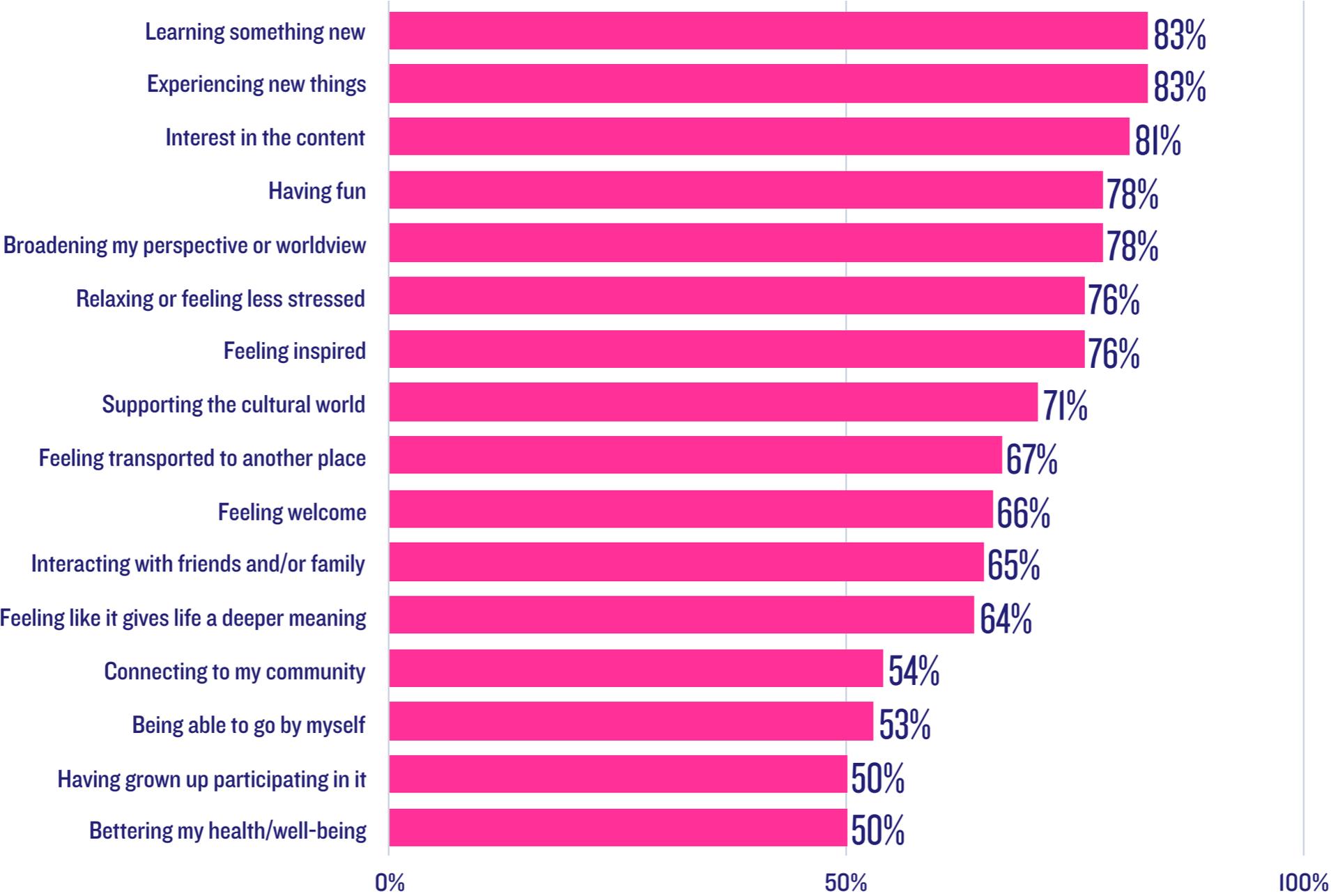
Plan for participating more in the next year *continued*



Motivators and Barriers to Participation

Motivators to participation

Art/design museum

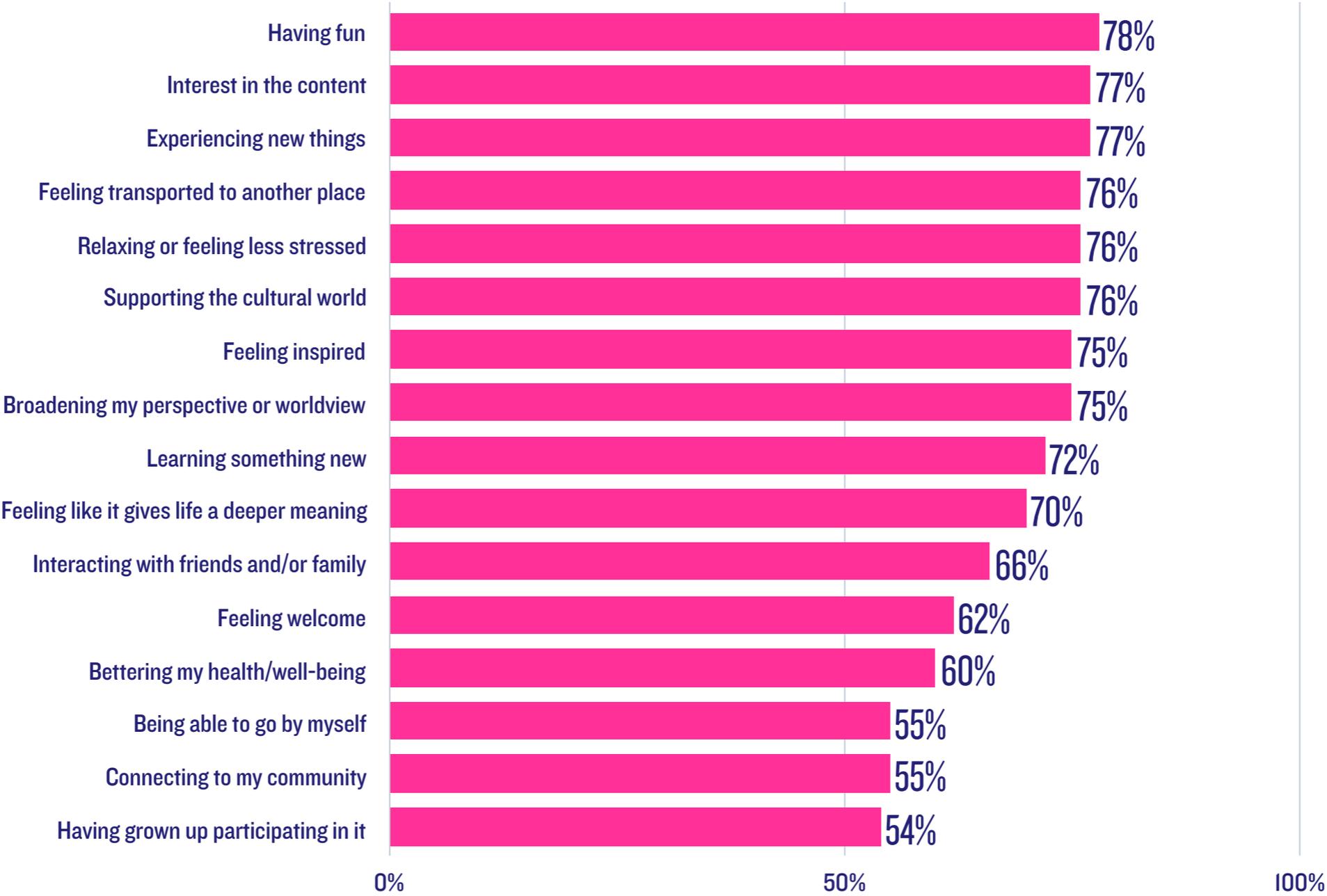


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they participated in the activity at least once in the past year.

Motivators to participation

Opera

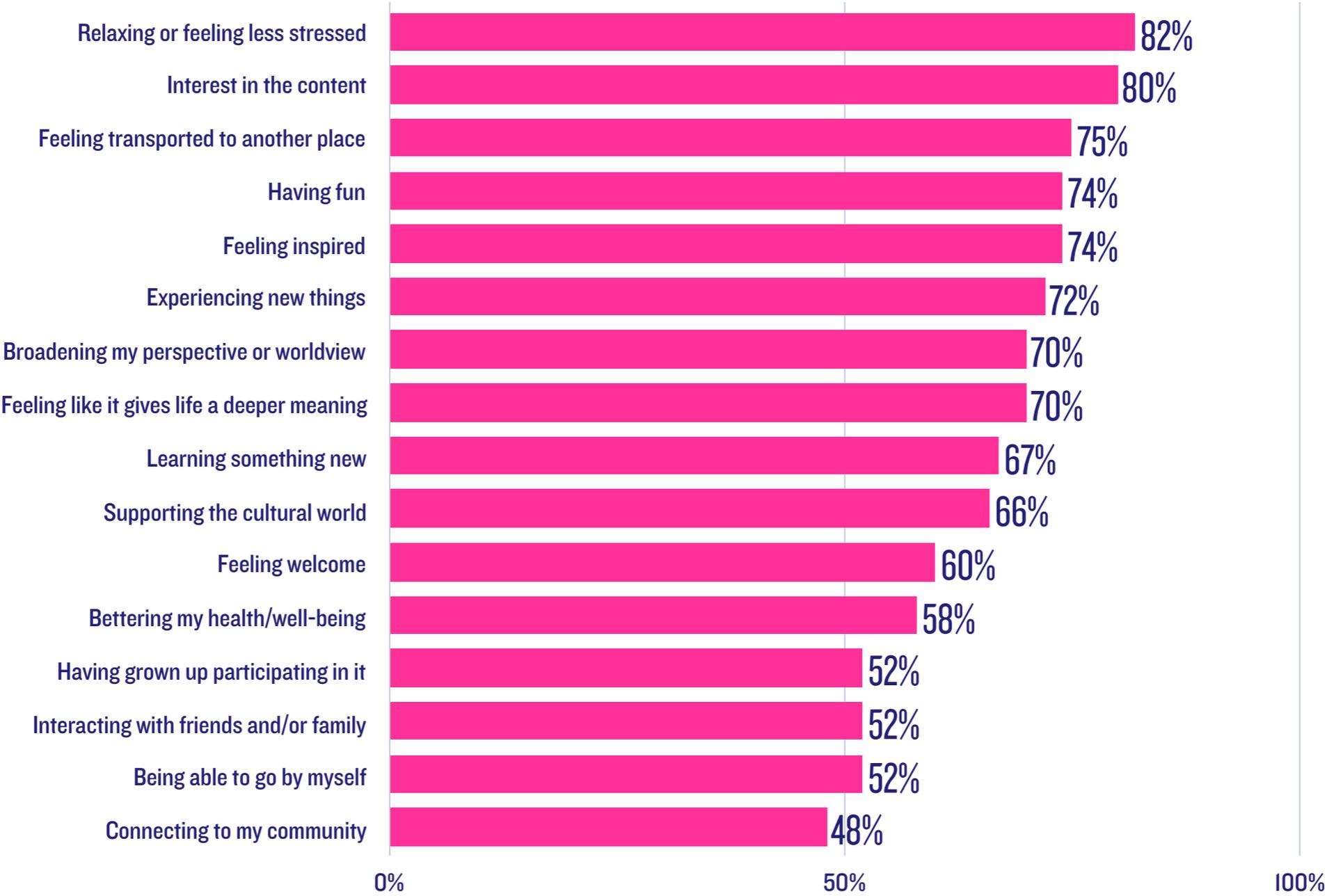


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they participated in the activity at least once in the past year.

Motivators to participation

Classical music

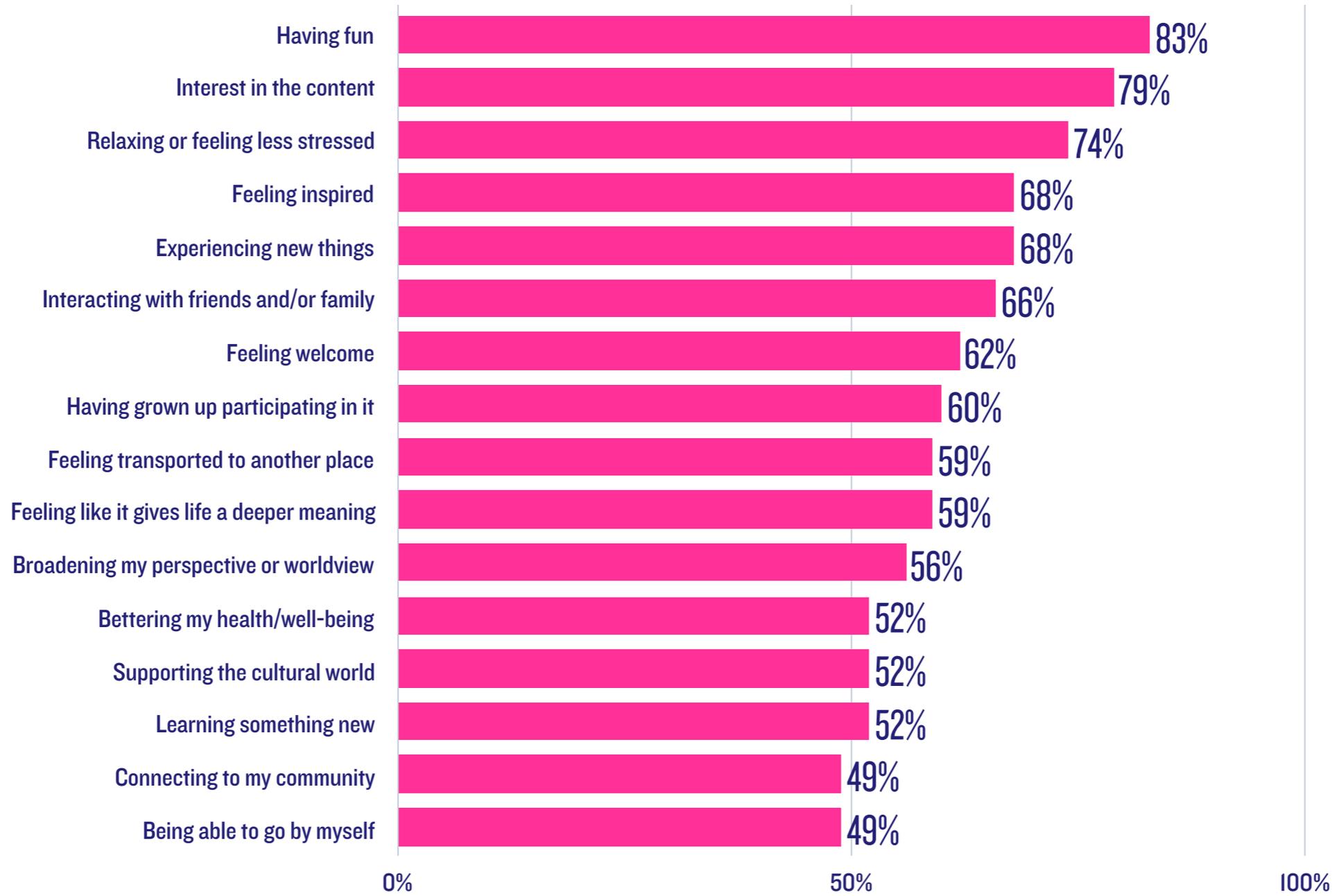


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they participated in the activity at least once in the past year.

Motivators to participation

Popular music



Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they participated in the activity at least once in the past year.

Motivators to participation

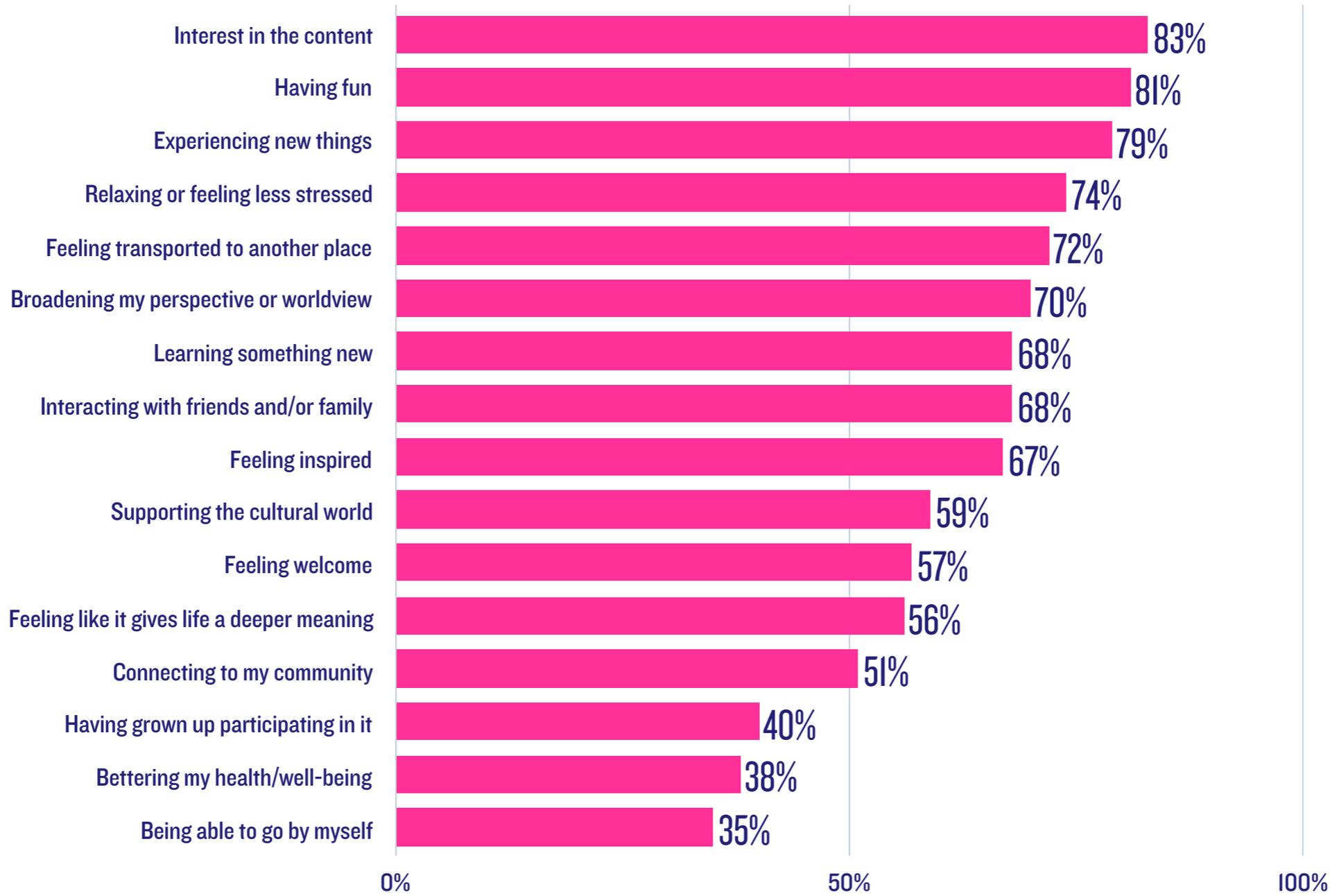
Musical



Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they participated in the activity at least once in the past year.

Motivators to participation Play (non-musical)

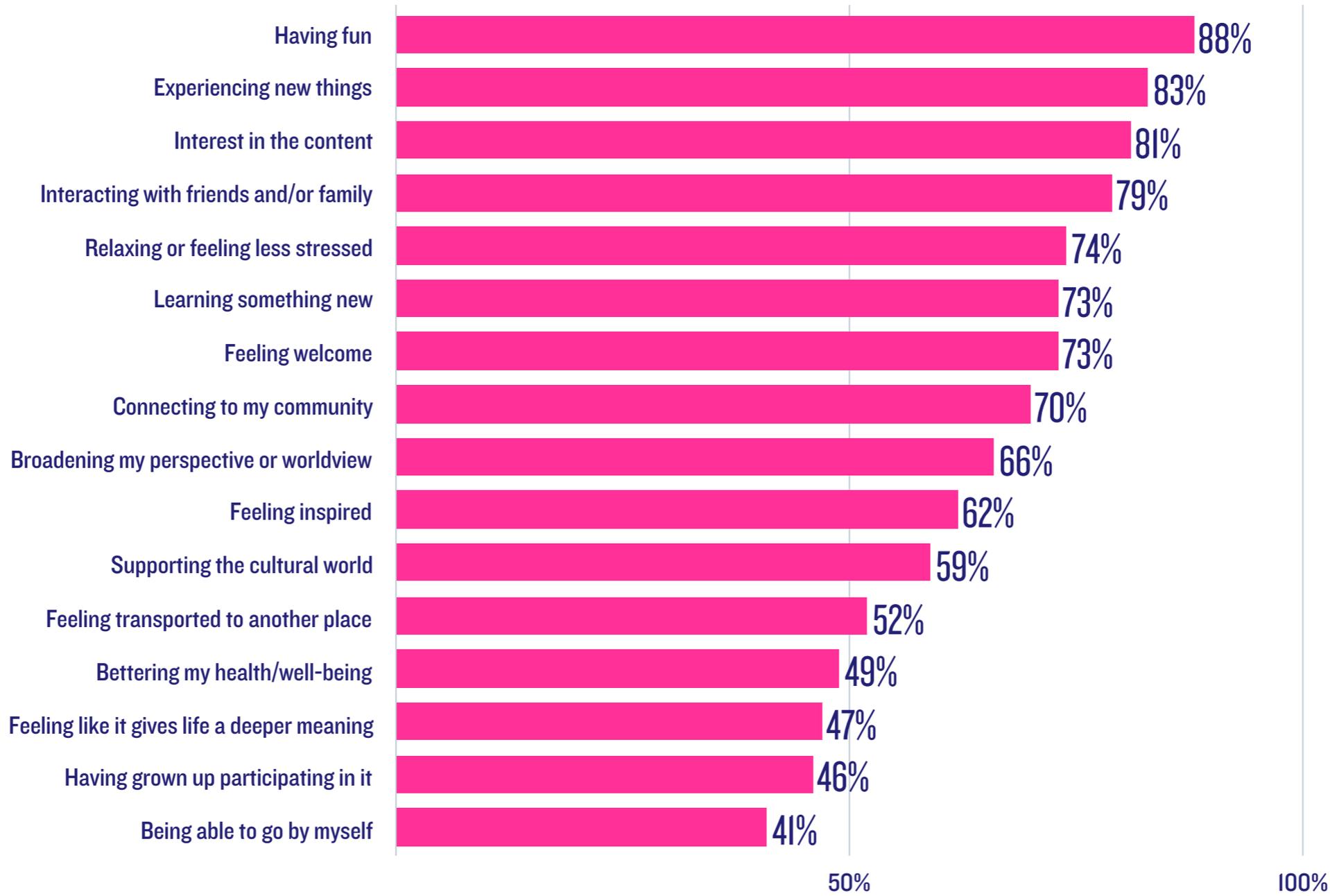


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they participated in the activity at least once in the past year.

Motivators to participation

Community festival/street fair

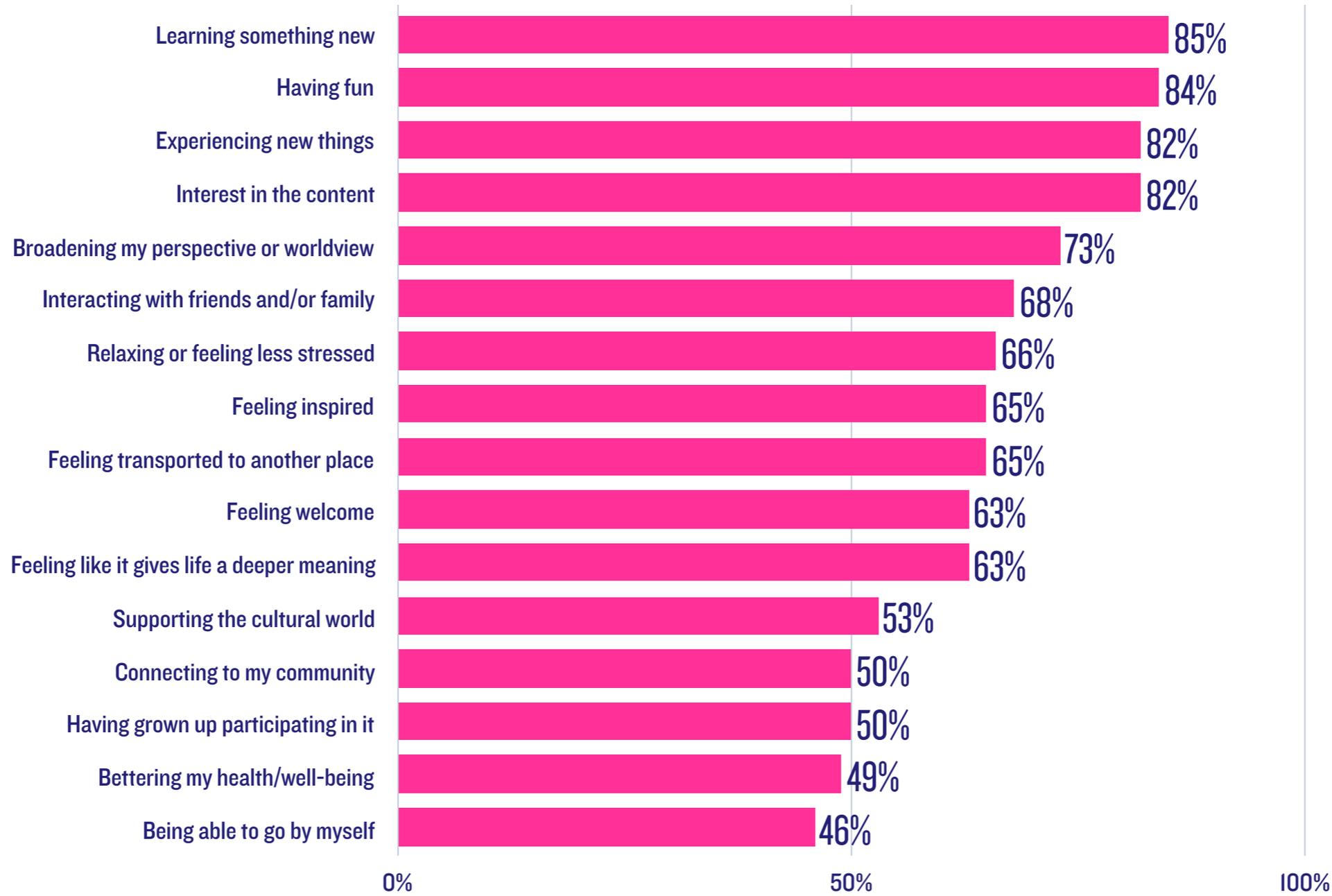


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they participated in the activity at least once in the past year.

Motivators to participation

Science or technology museum, natural history museum

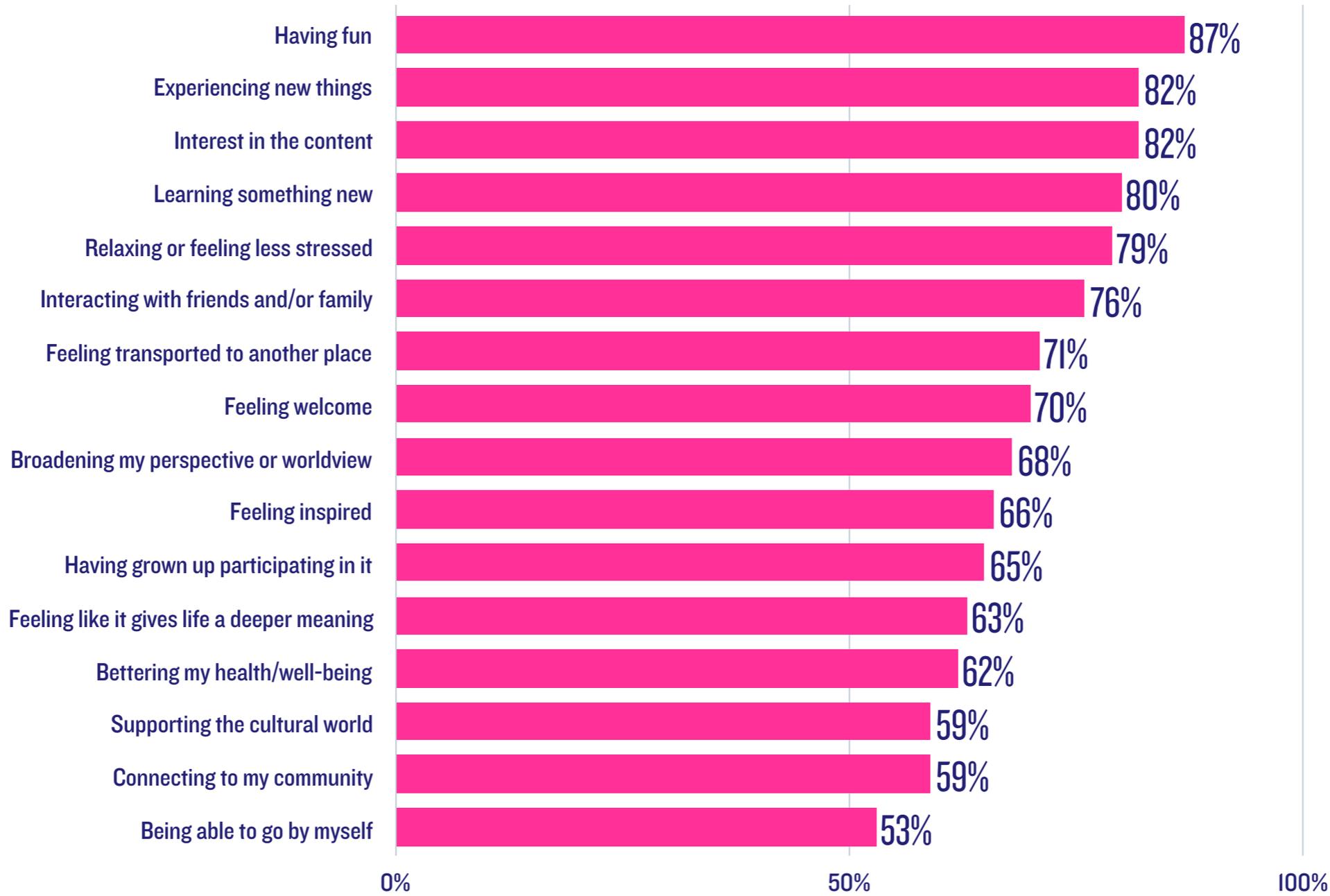


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they participated in the activity at least once in the past year.

Motivators to participation

Zoo, aquarium, botanical garden

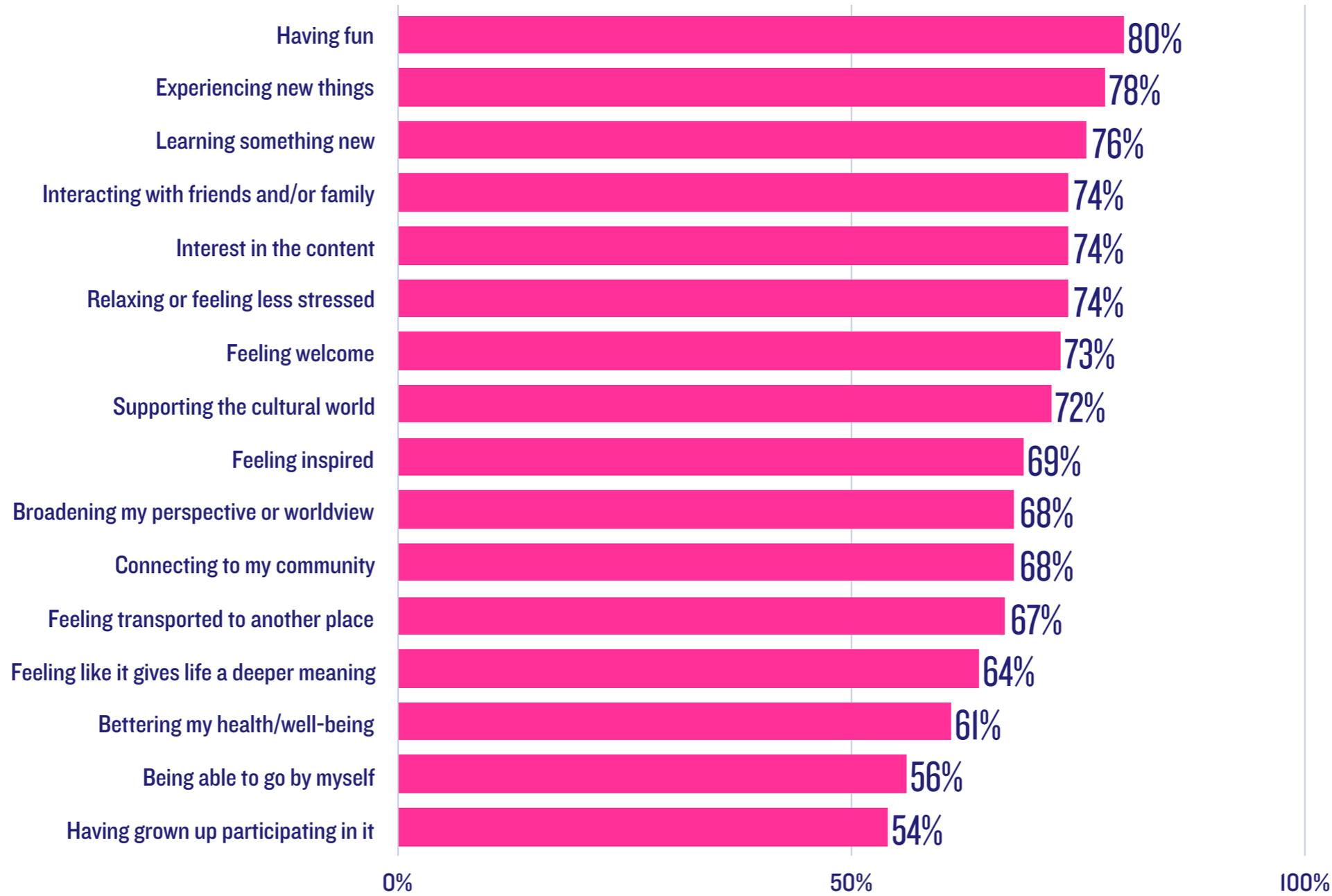


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they participated in the activity at least once in the past year.

Motivators to participation

Regional dance, contemporary dance

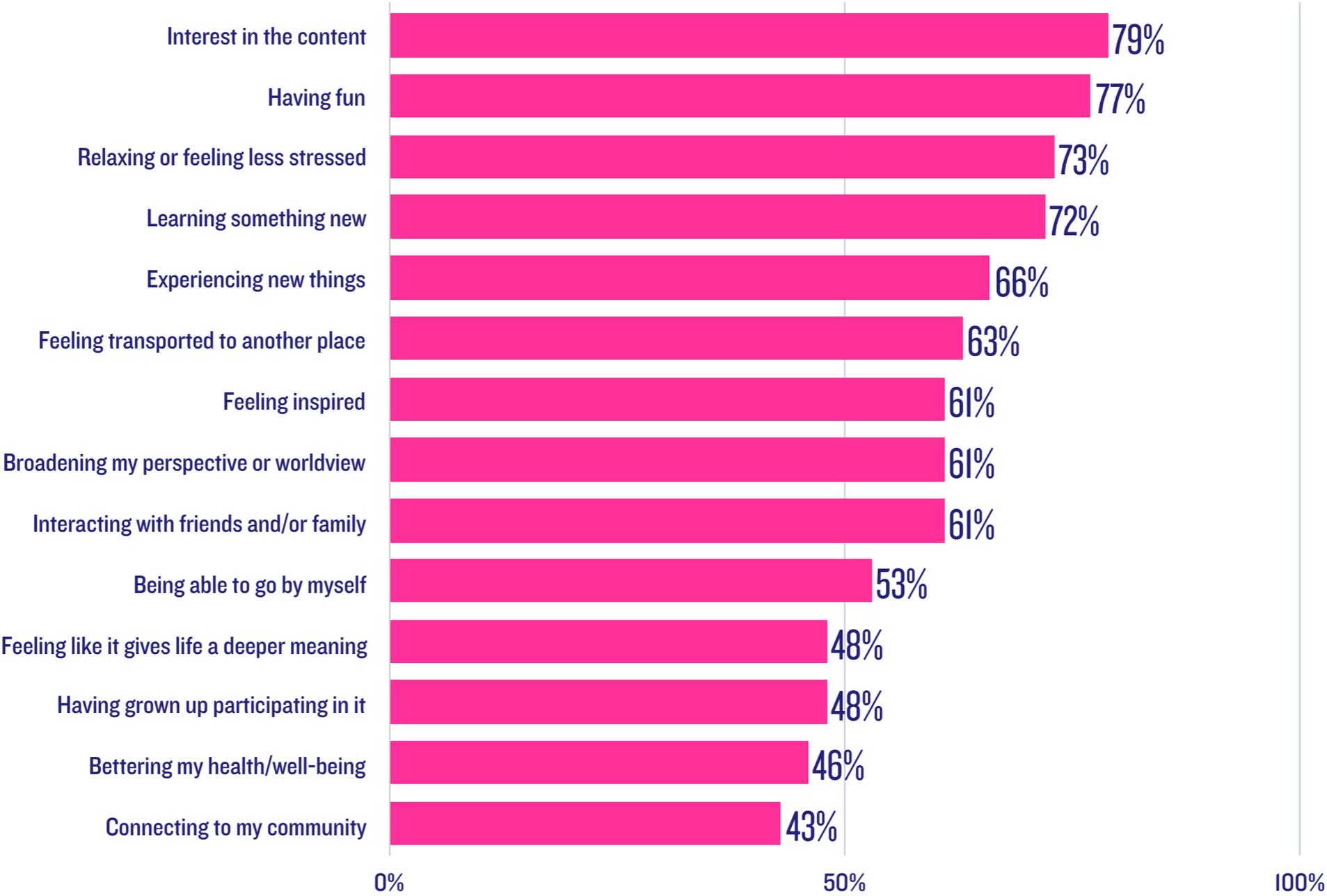


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they participated in the activity at least once in the past year.

Motivators to participation

Television program, film

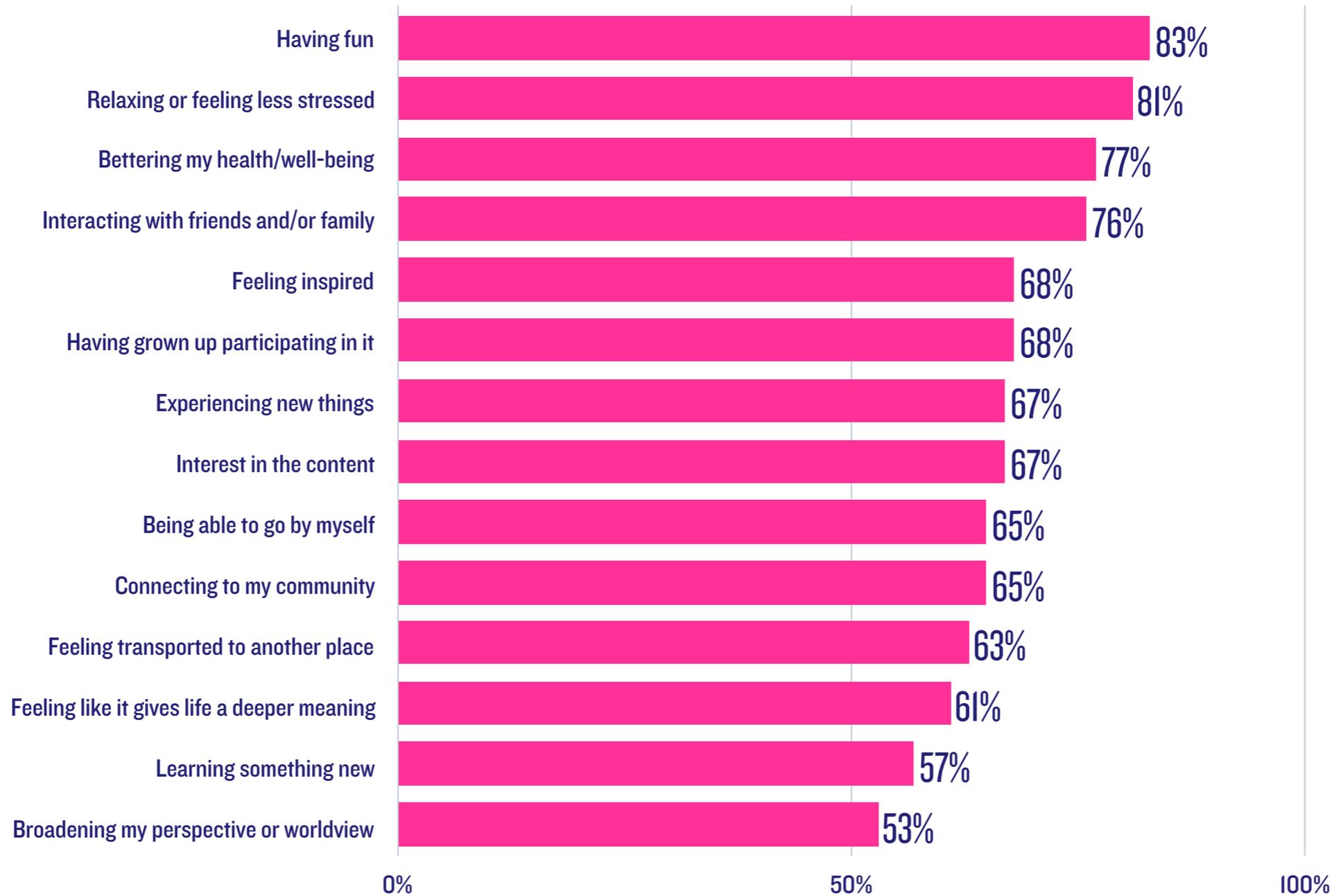


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they participated in the activity at least once in the past year.

Motivators to participation

Public park

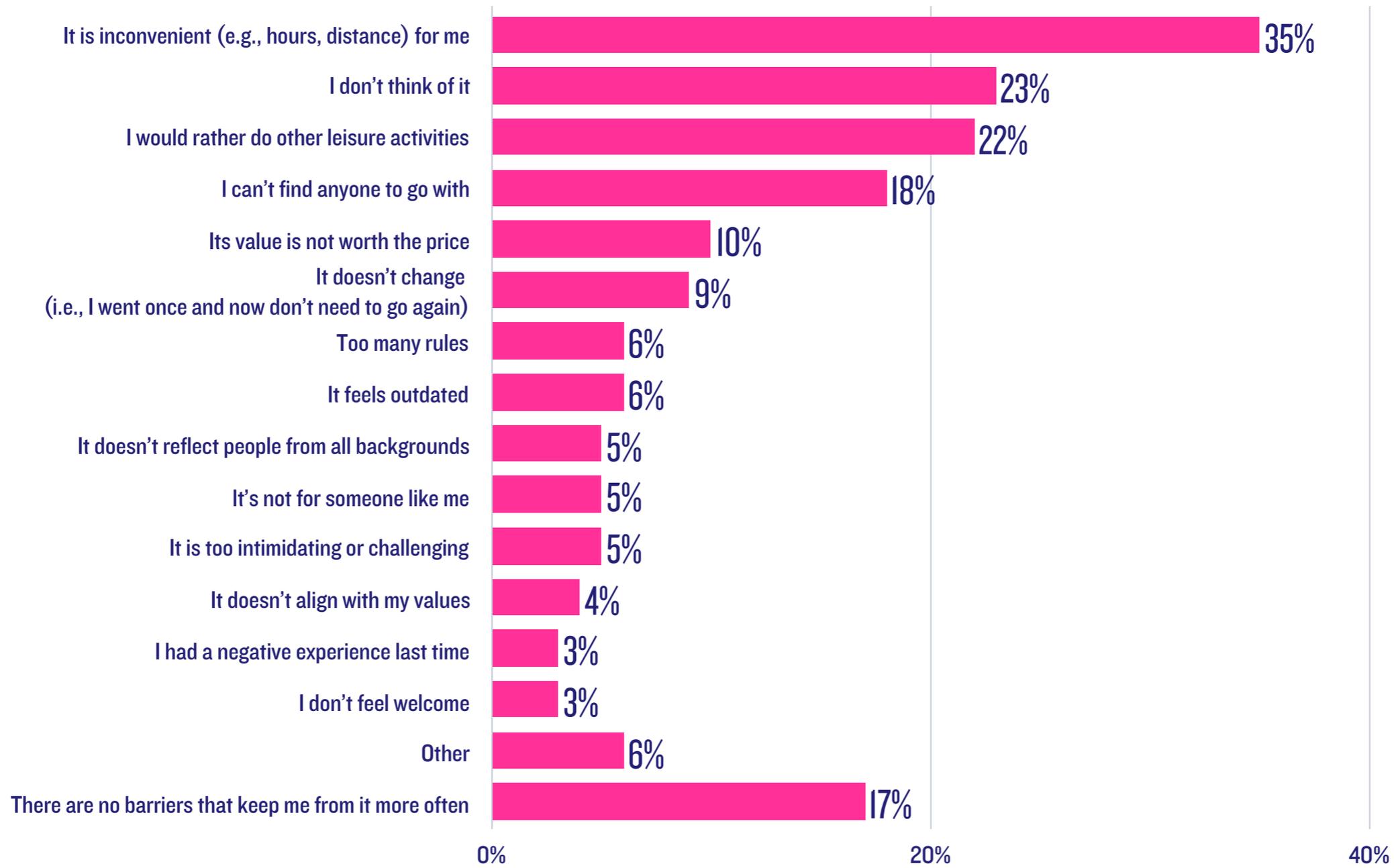


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they participated in the activity at least once in the past year.

Barriers to participation (for those that do participate)

Art/design museum

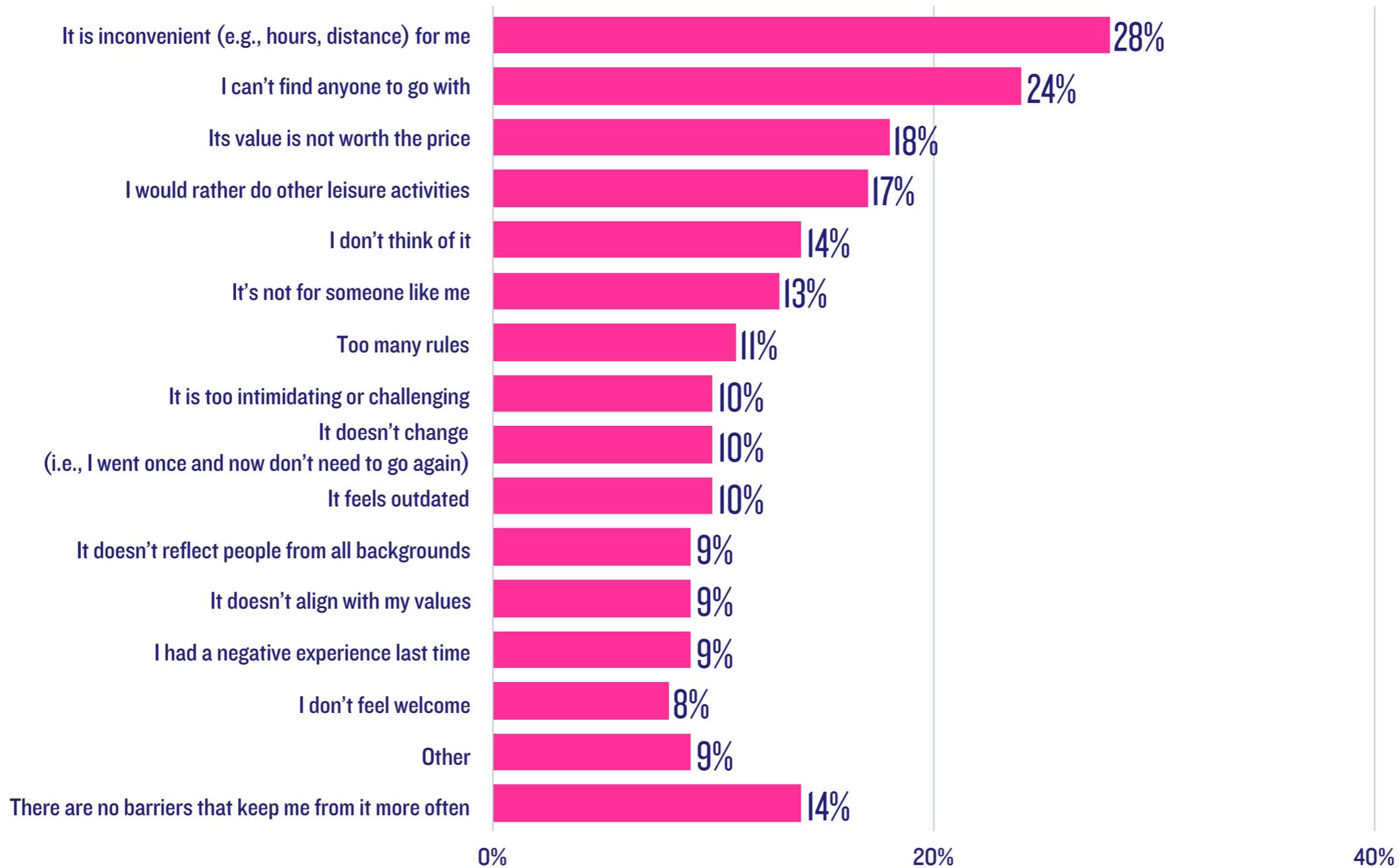


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who have participated in the activity at least once in the past year.

Barriers to participation (for those that do participate)

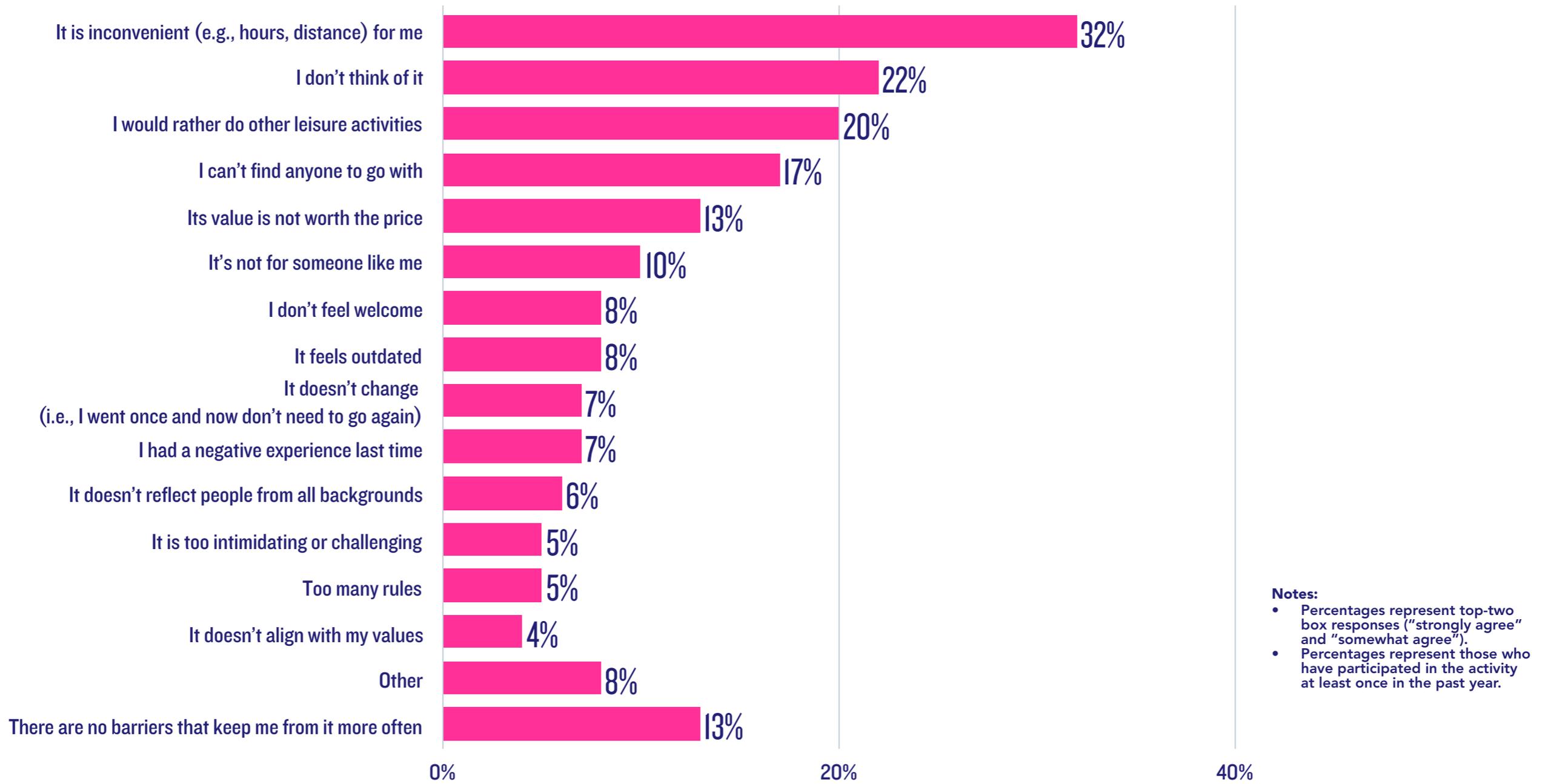
Opera



Notes:

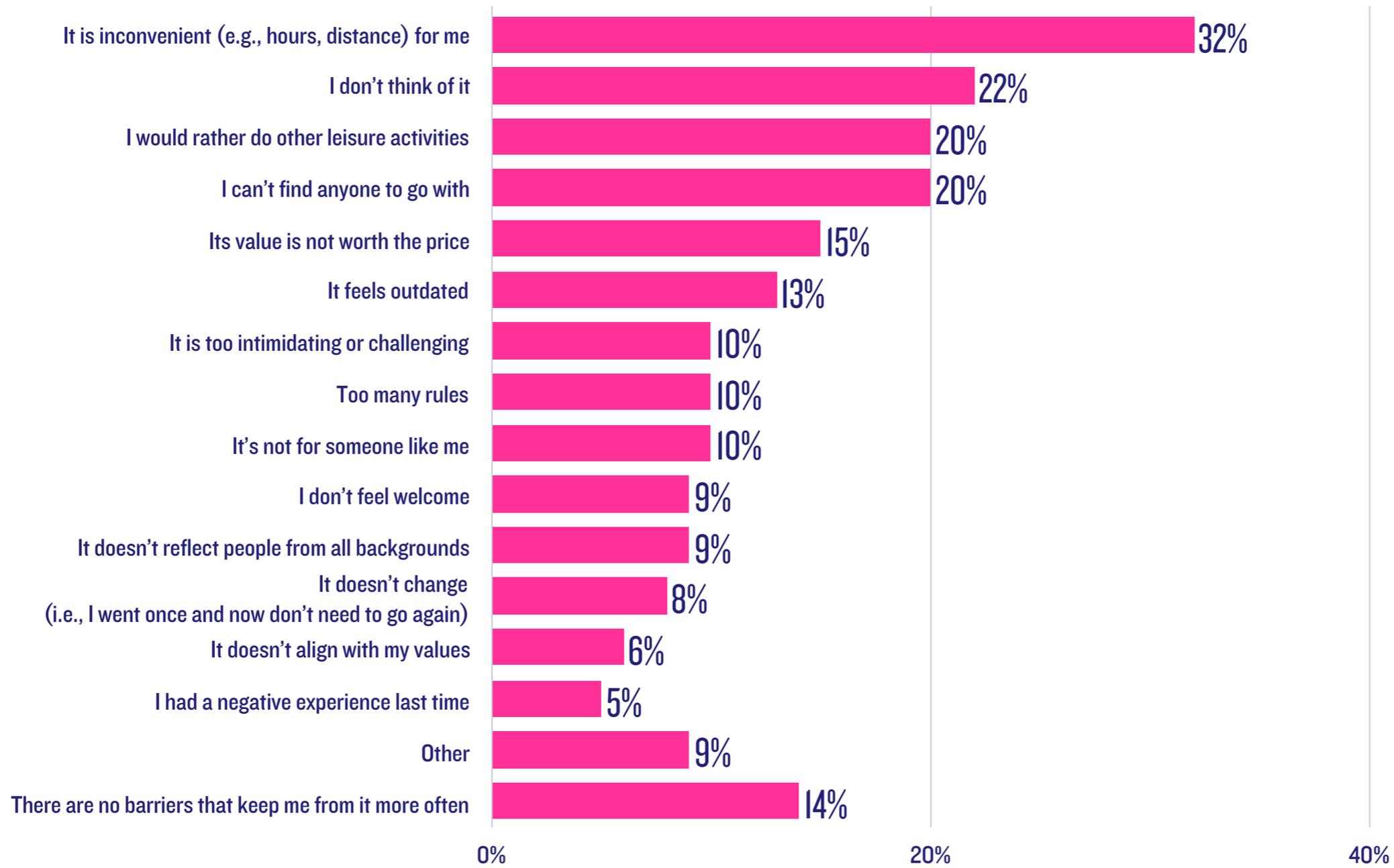
- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who have participated in the activity at least once in the past year.

Barriers to participation (for those that do participate) Classical music



Barriers to participation (for those that do participate)

Ballet

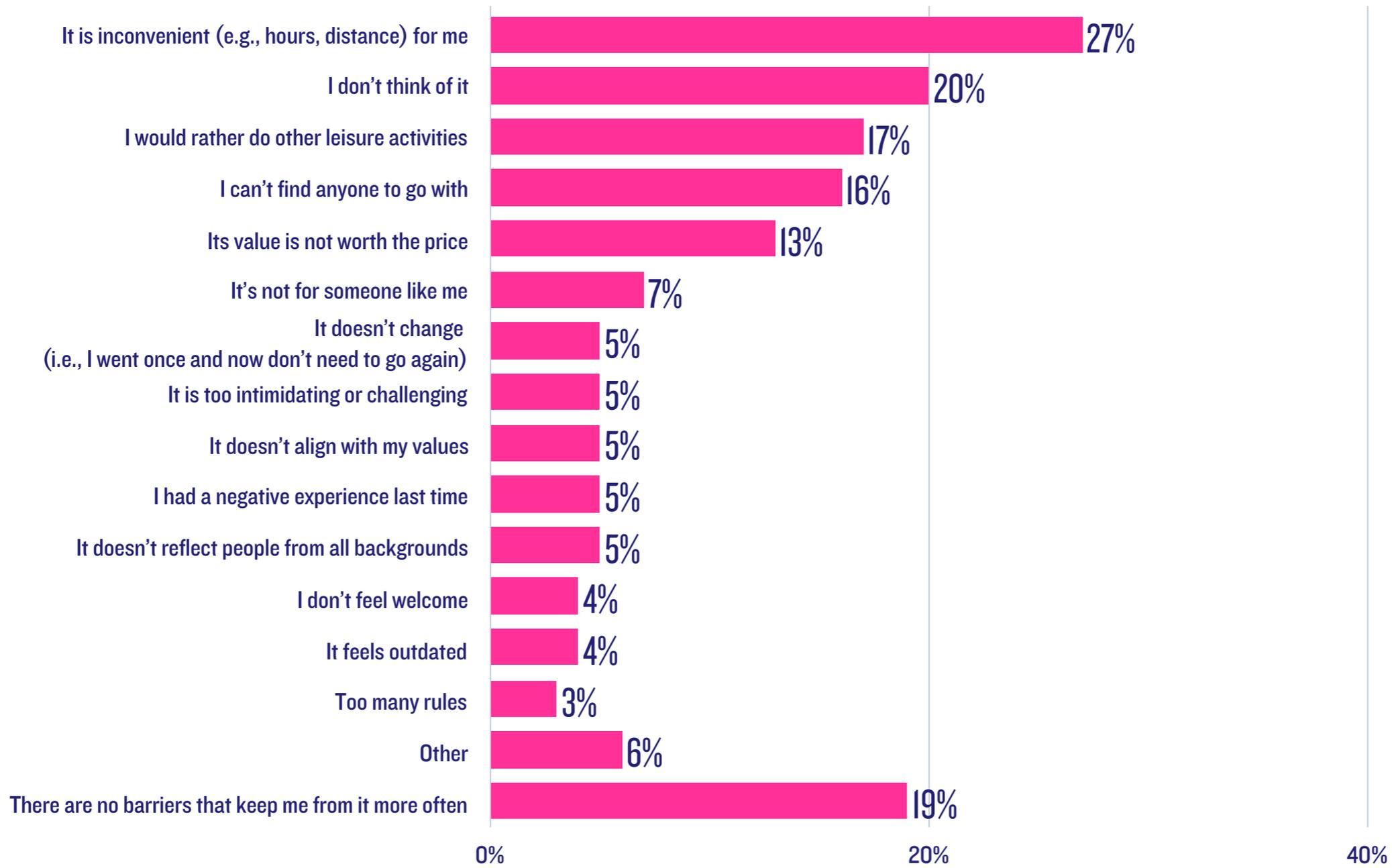


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who have participated in the activity at least once in the past year.

Barriers to participation (for those that do participate)

Popular music

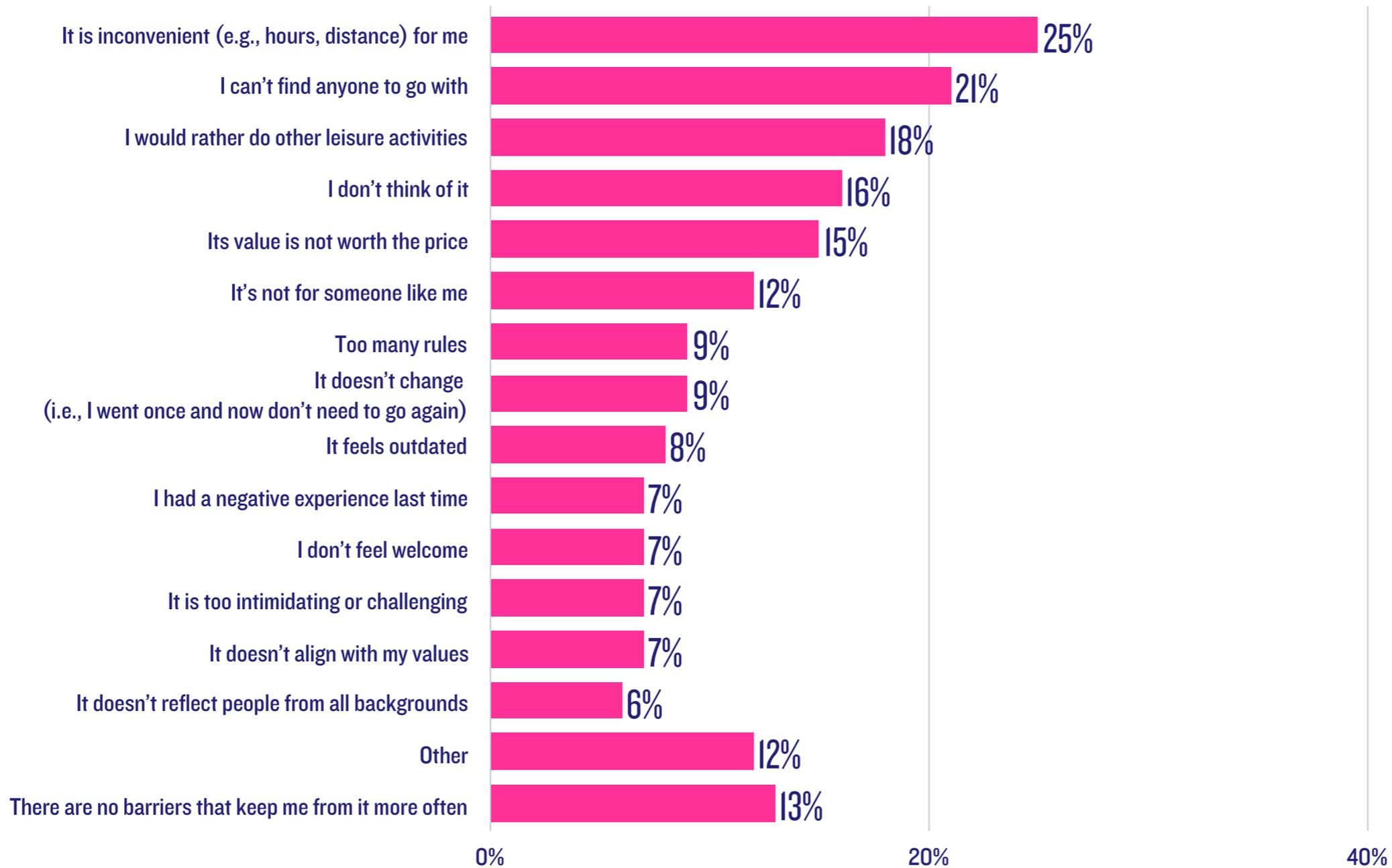


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who have participated in the activity at least once in the past year.

Barriers to participation (for those that do participate)

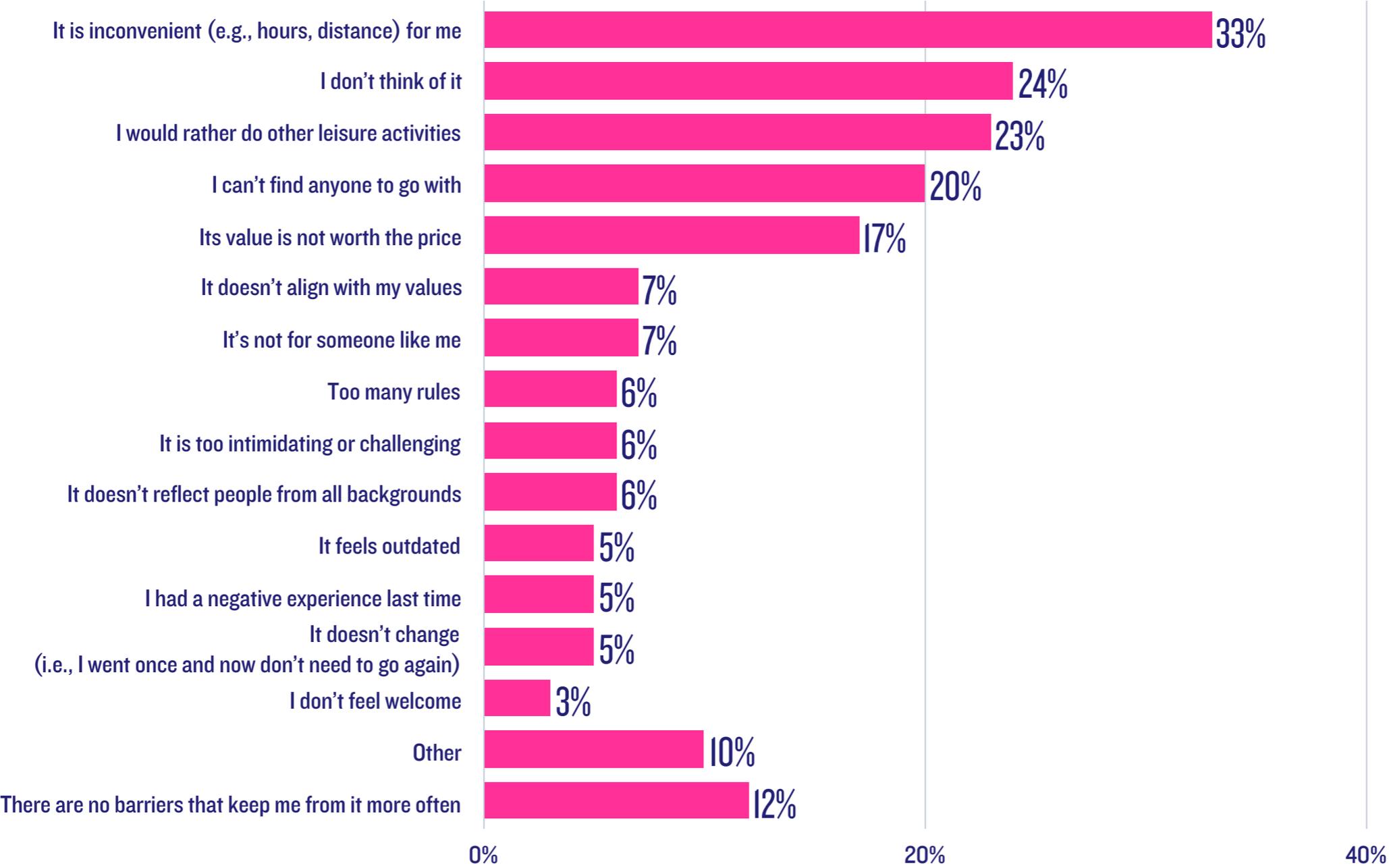
Musical



Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who have participated in the activity at least once in the past year.

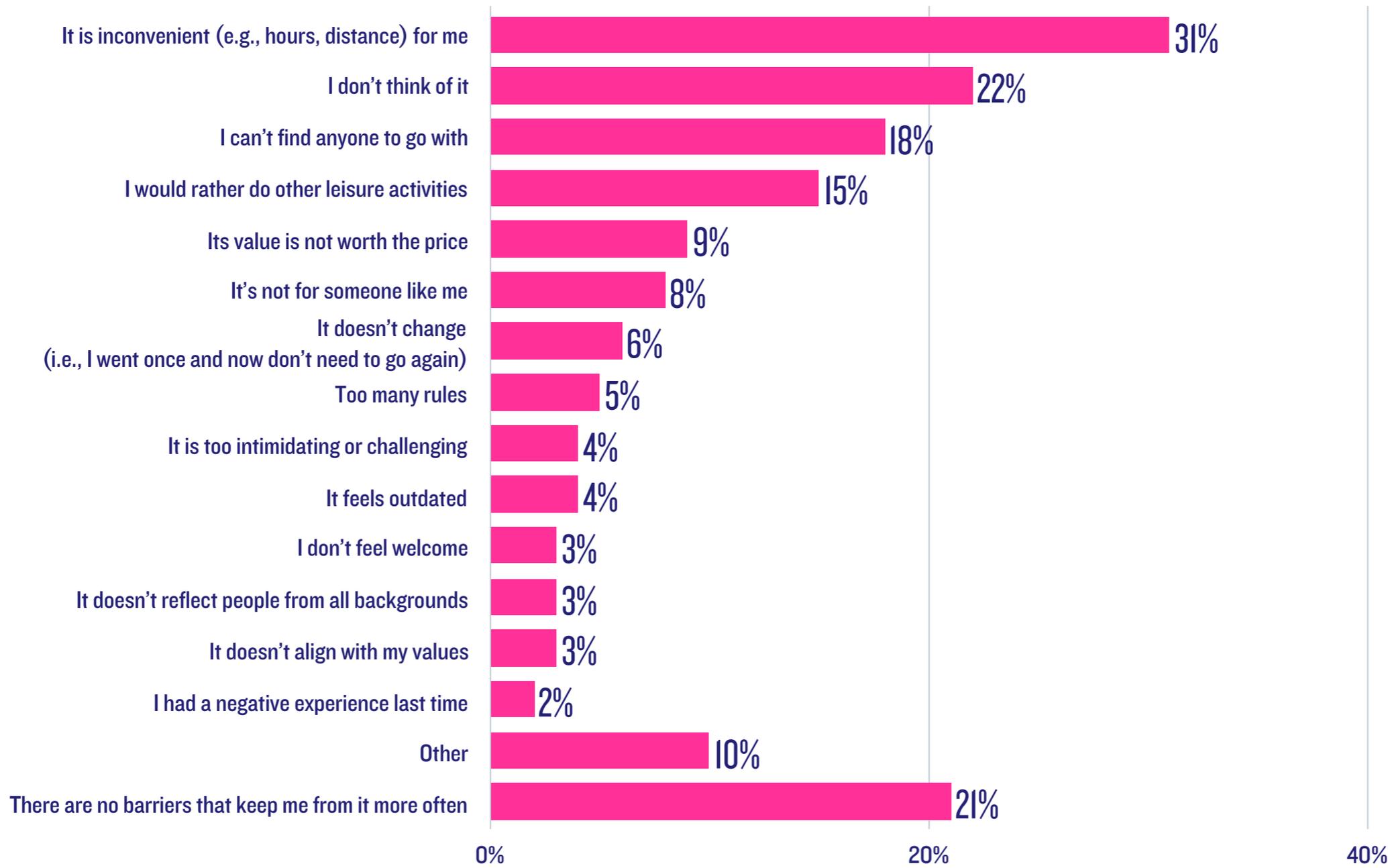
Barriers to participation (for those that do participate) Play (non-musical)



Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who have participated in the activity at least once in the past year.

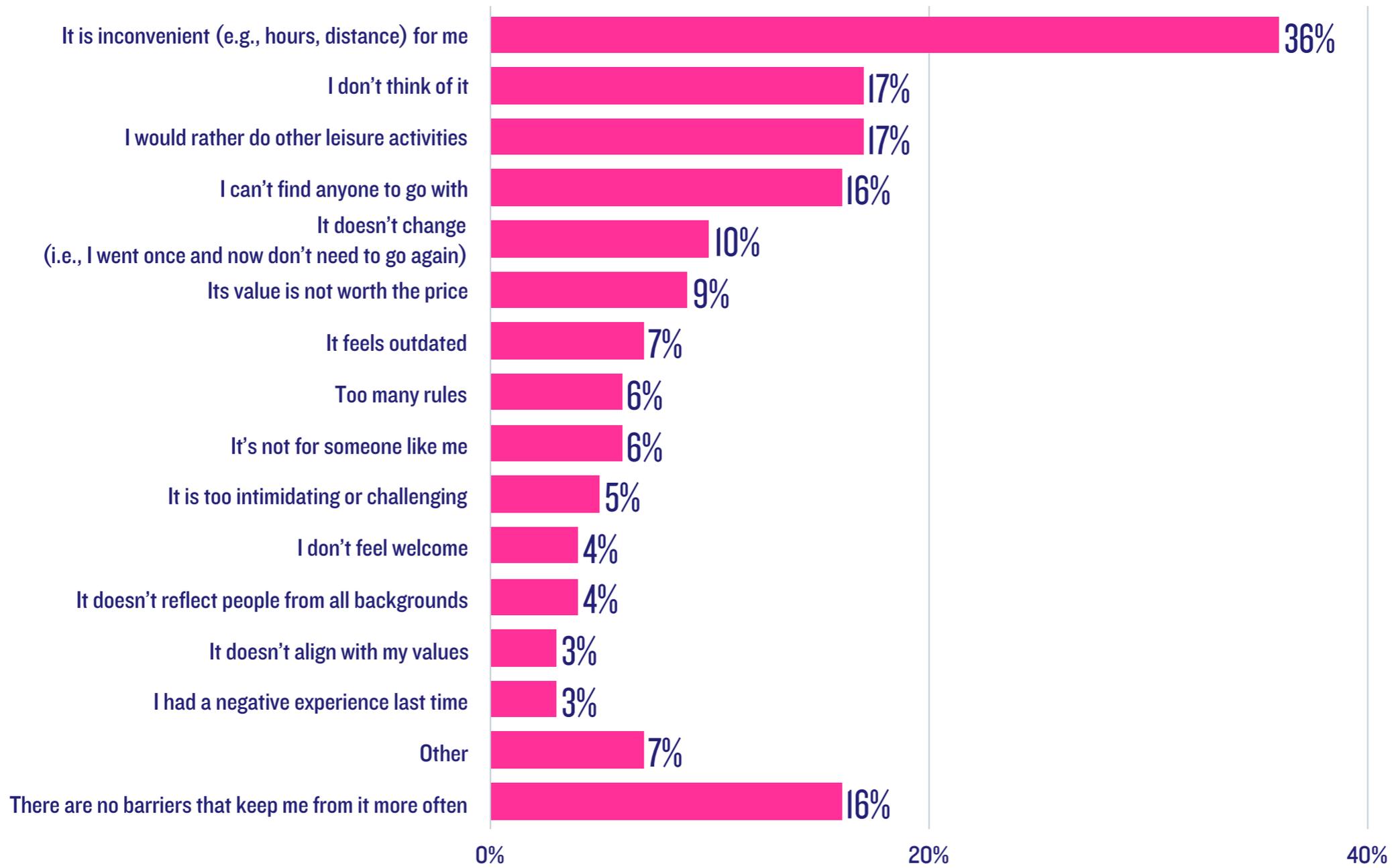
Barriers to participation (for those that do participate) Community festival/street fair



Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who have participated in the activity at least once in the past year.

Barriers to participation (for those that do participate) Science or technology museum, natural history museum

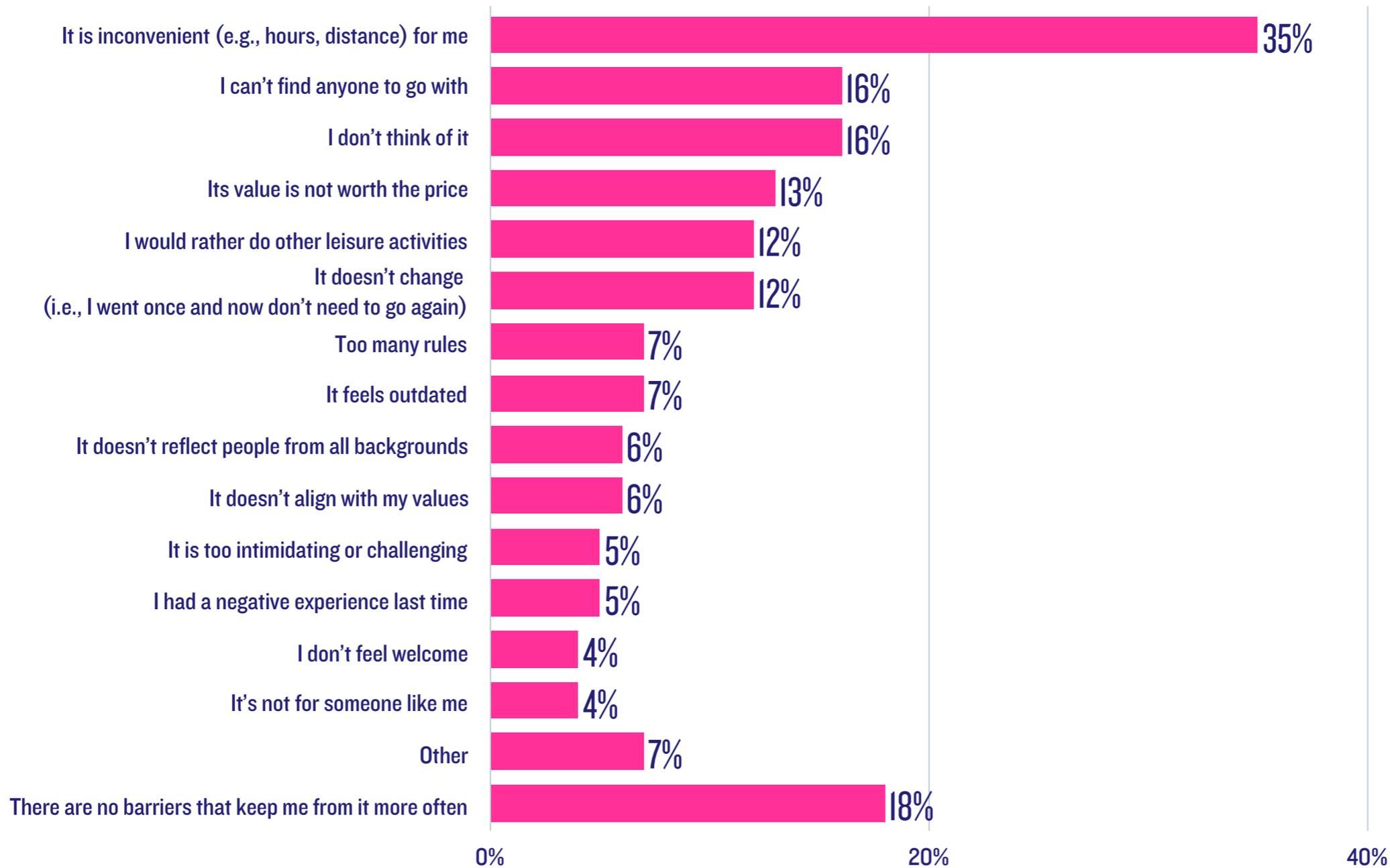


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who have participated in the activity at least once in the past year.

Barriers to participation (for those that do participate)

Zoo, aquarium, botanical garden

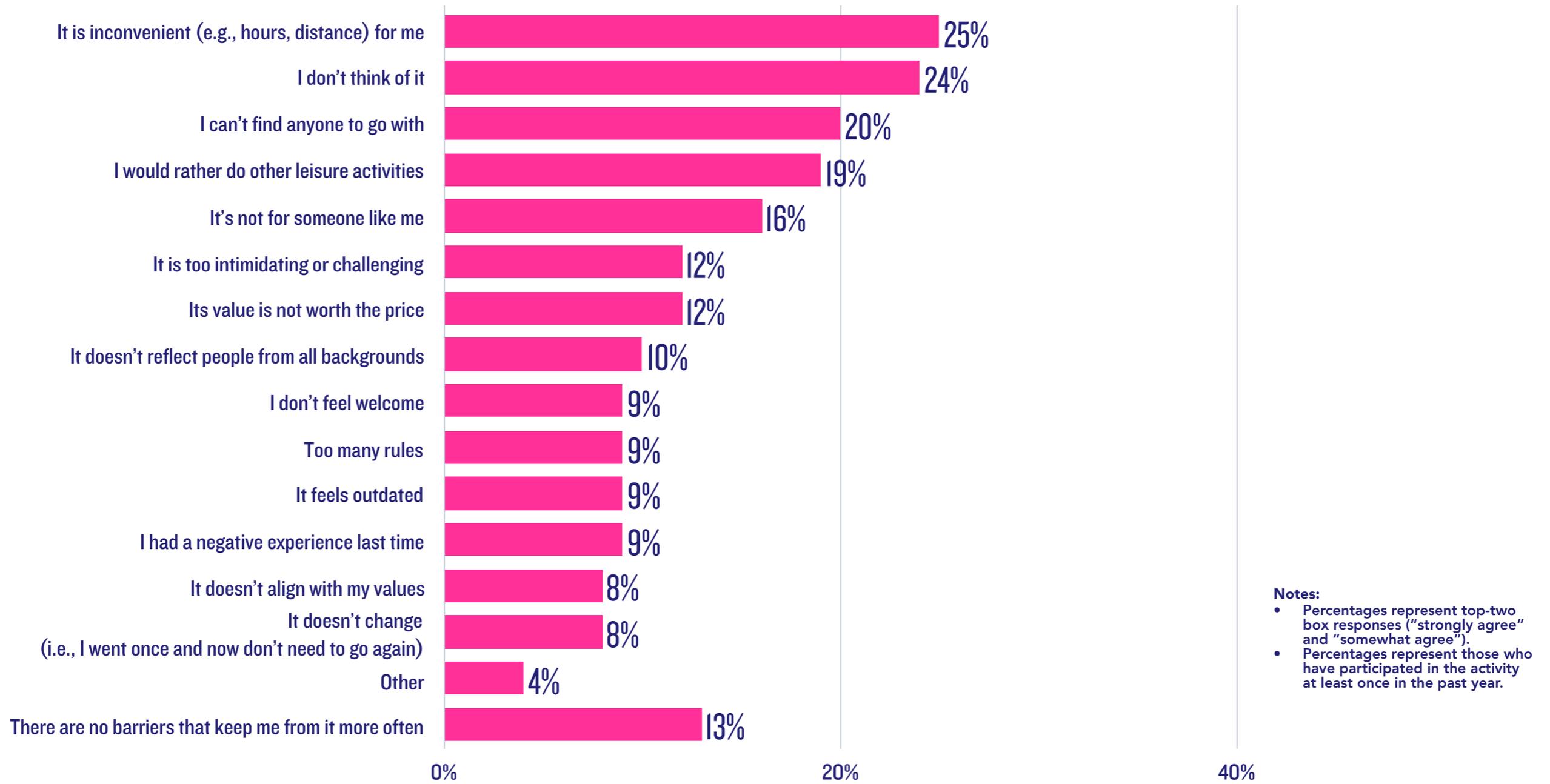


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who have participated in the activity at least once in the past year.

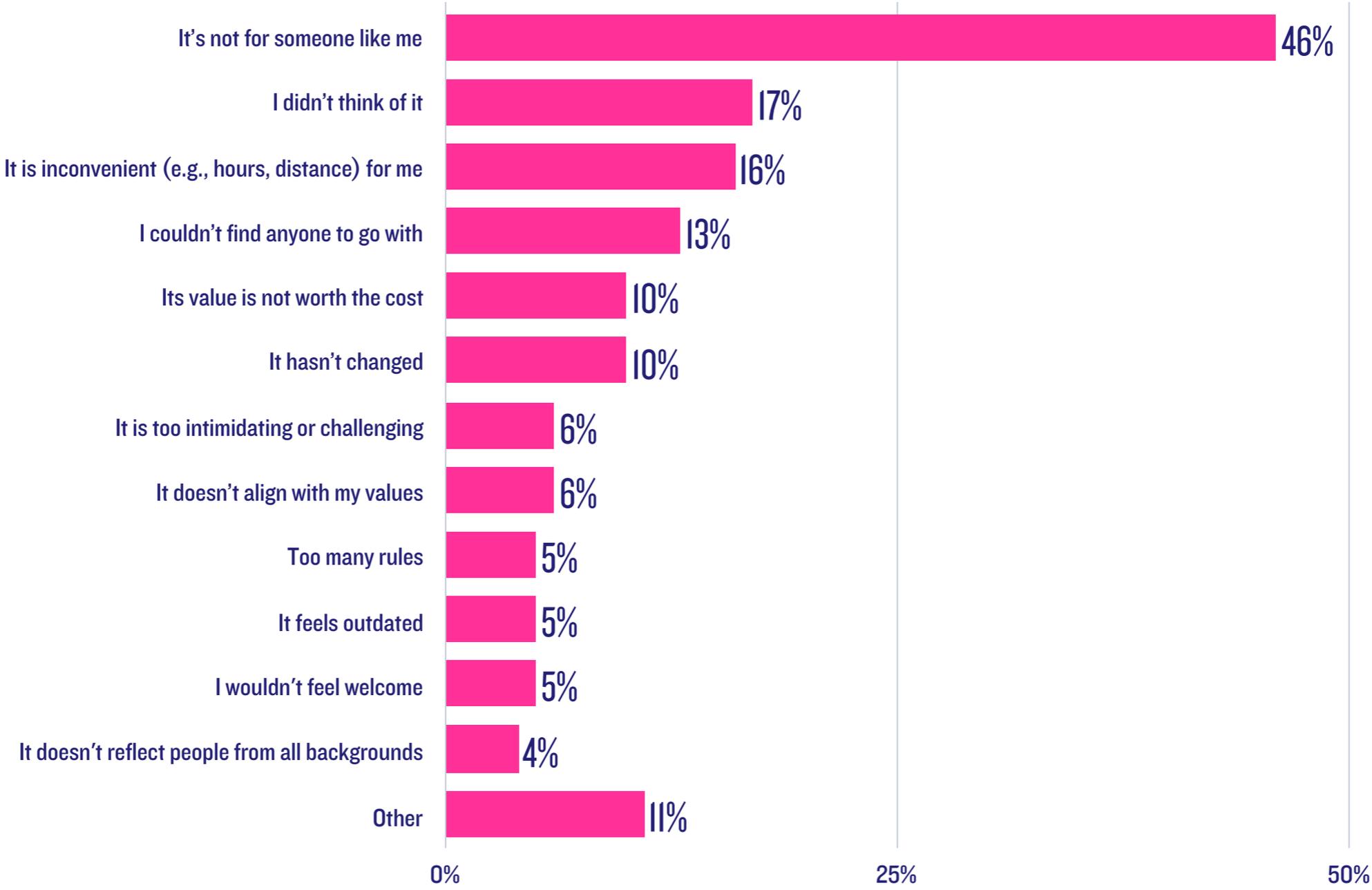
Barriers to participation (for those that do participate)

Regional dance, contemporary dance



Barriers to participation (for those that don't participate)

Art/design museum

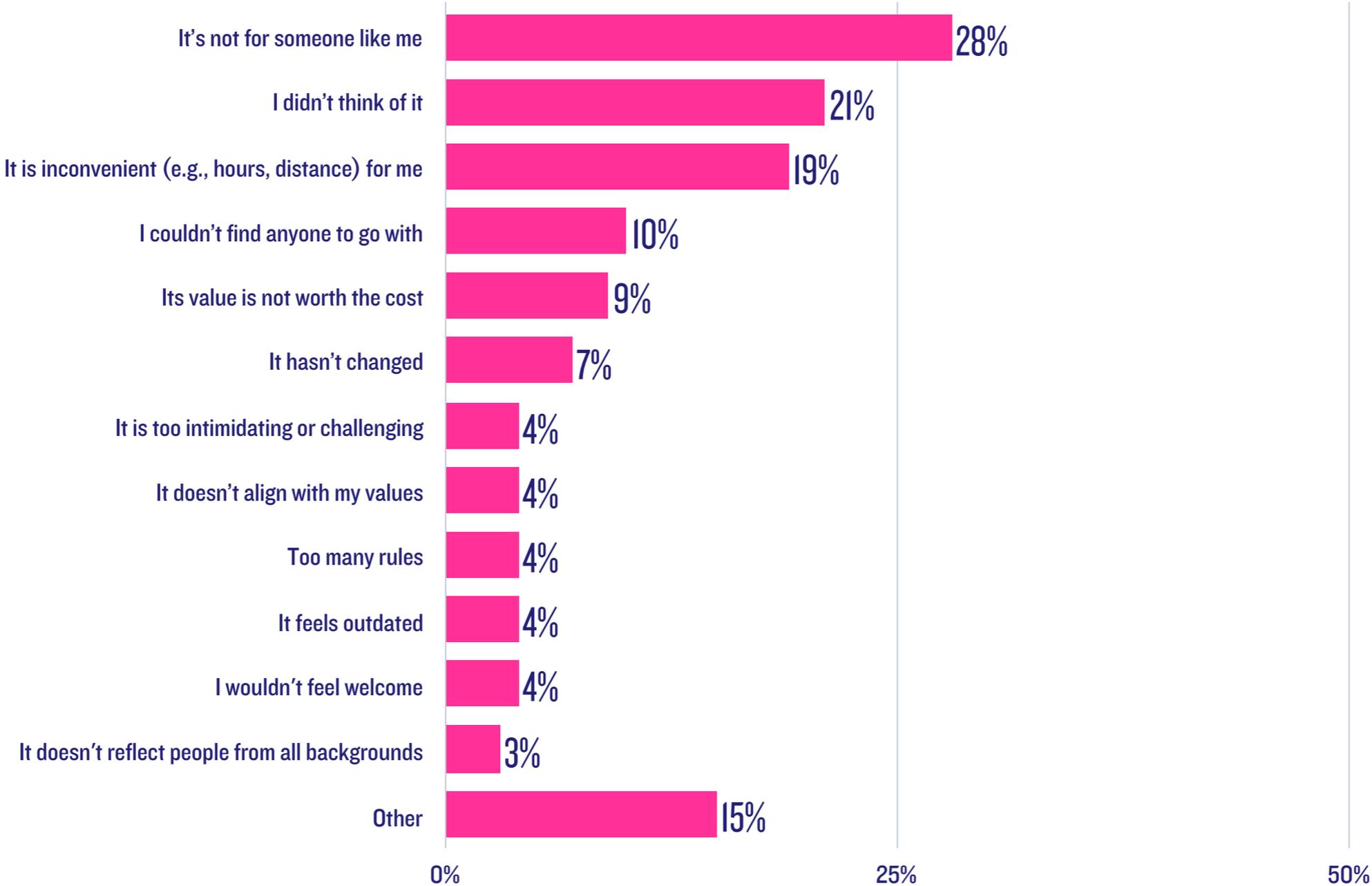


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they have not participated in the activity at least once in the past year.

Barriers to participation (for those that don't participate)

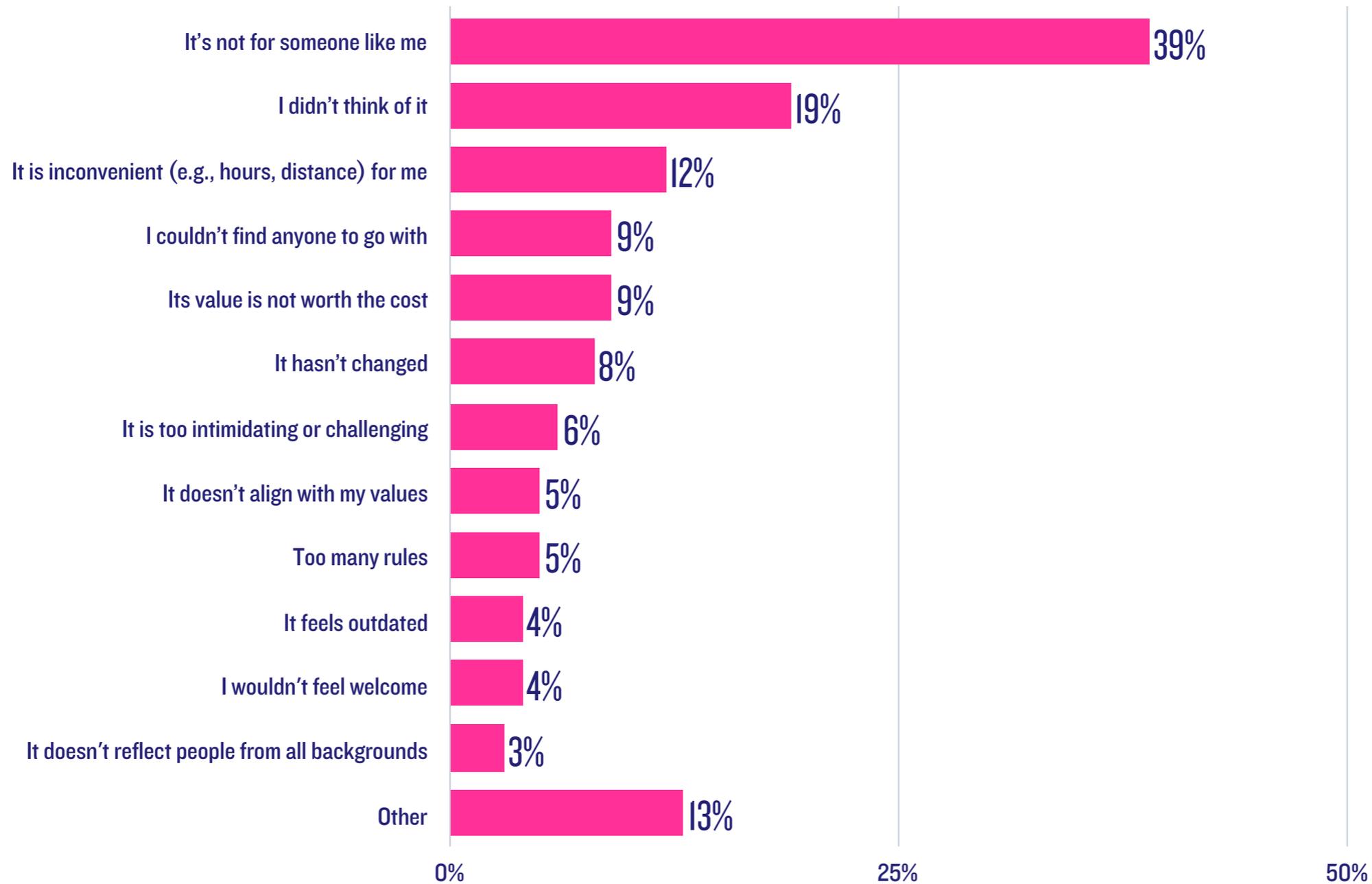
Opera



Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they have not participated in the activity at least once in the past year.

Barriers to participation (for those that don't participate) Classical music

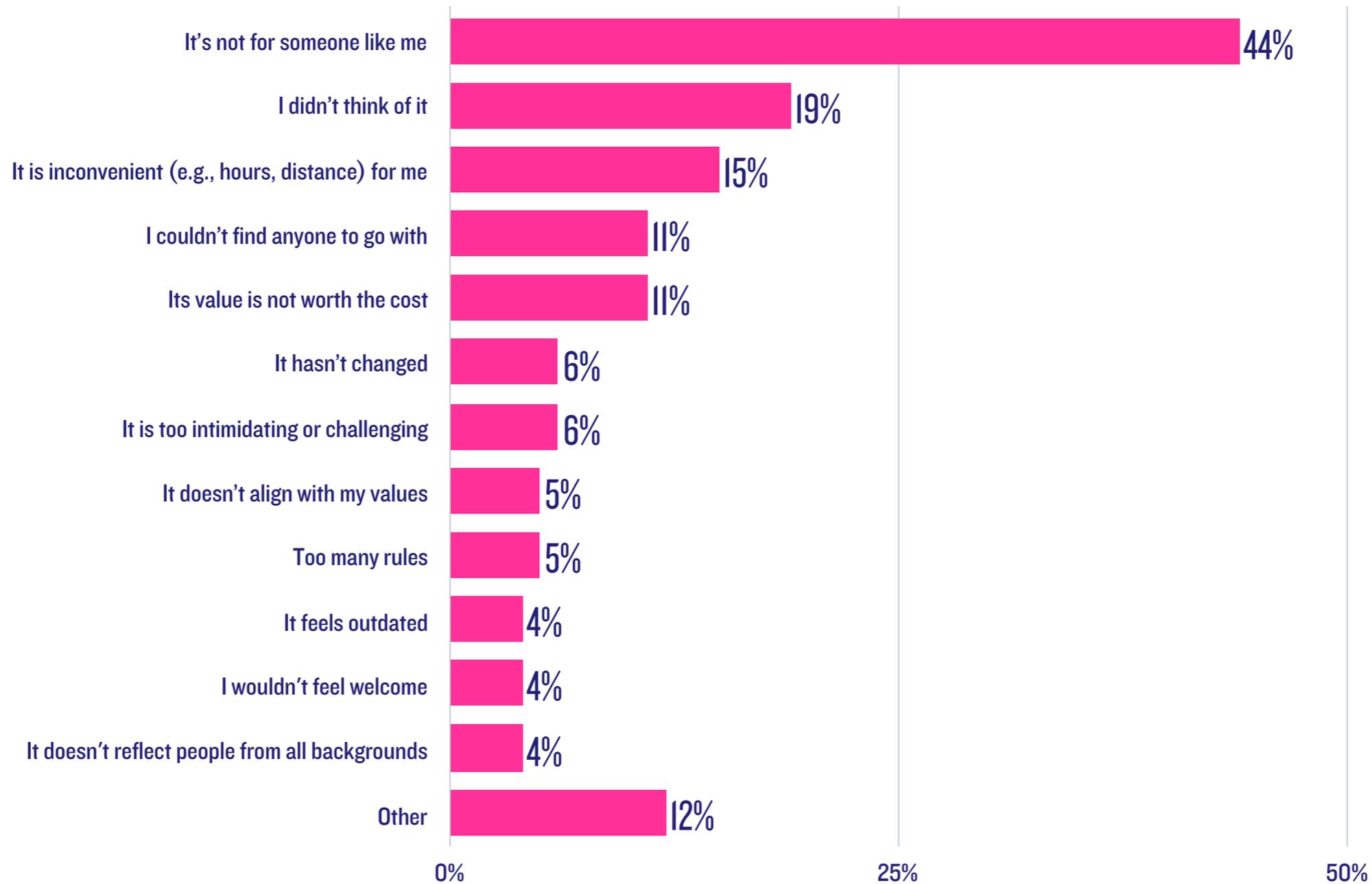


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they have not participated in the activity at least once in the past year.

Barriers to participation (for those that don't participate)

Ballet

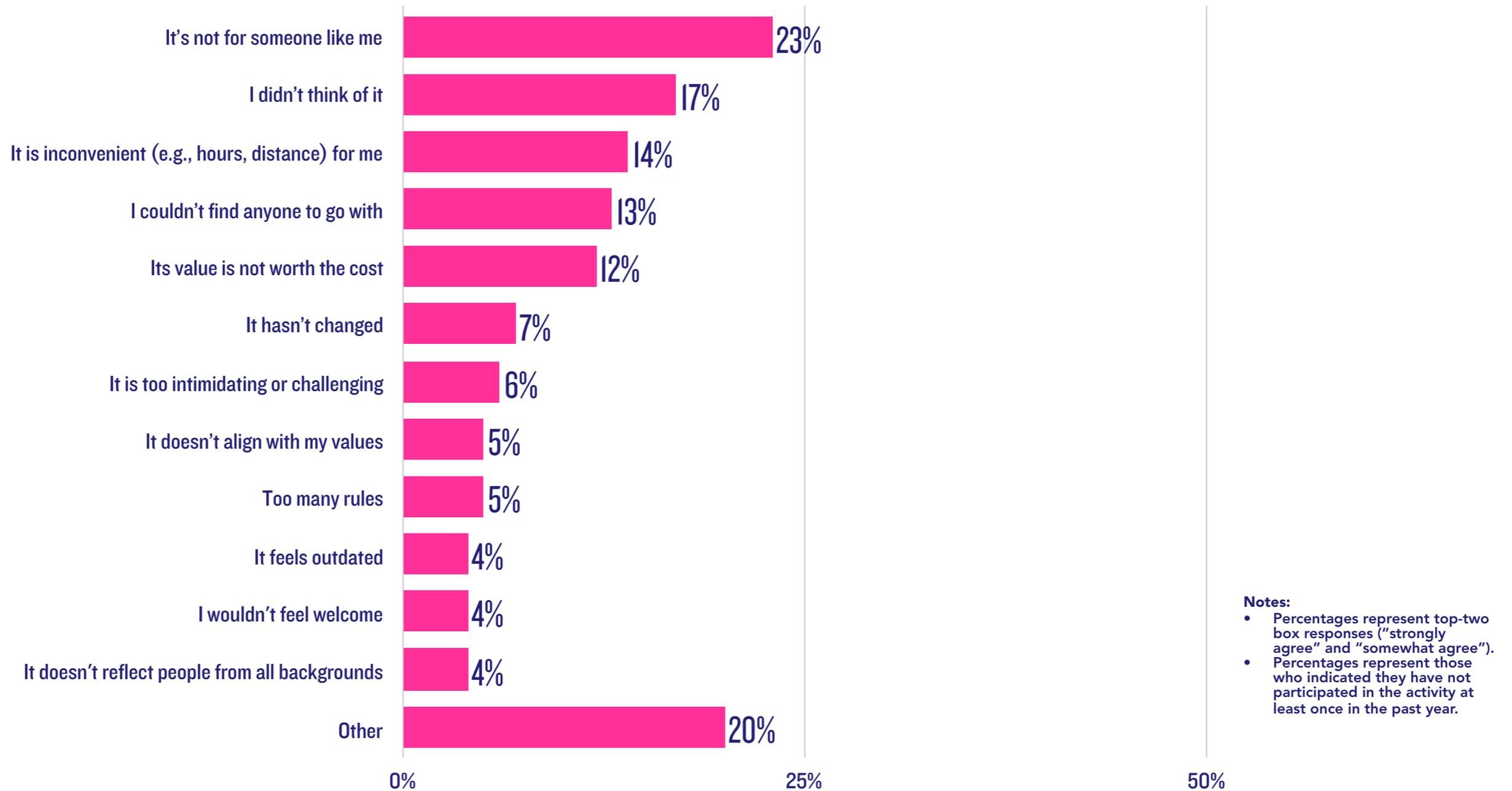


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they have not participated in the activity at least once in the past year.

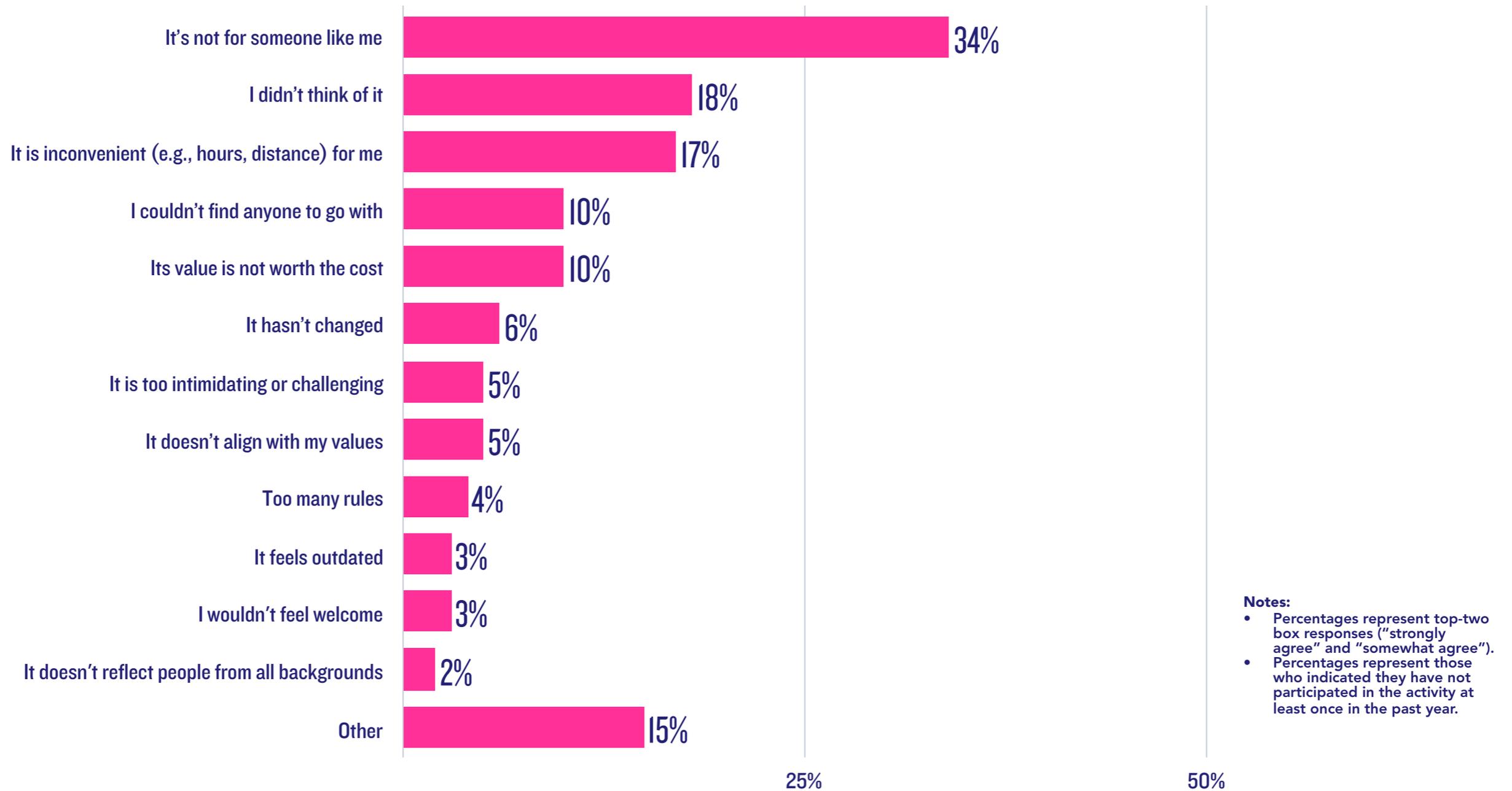
Barriers to participation (for those that don't participate)

Popular music

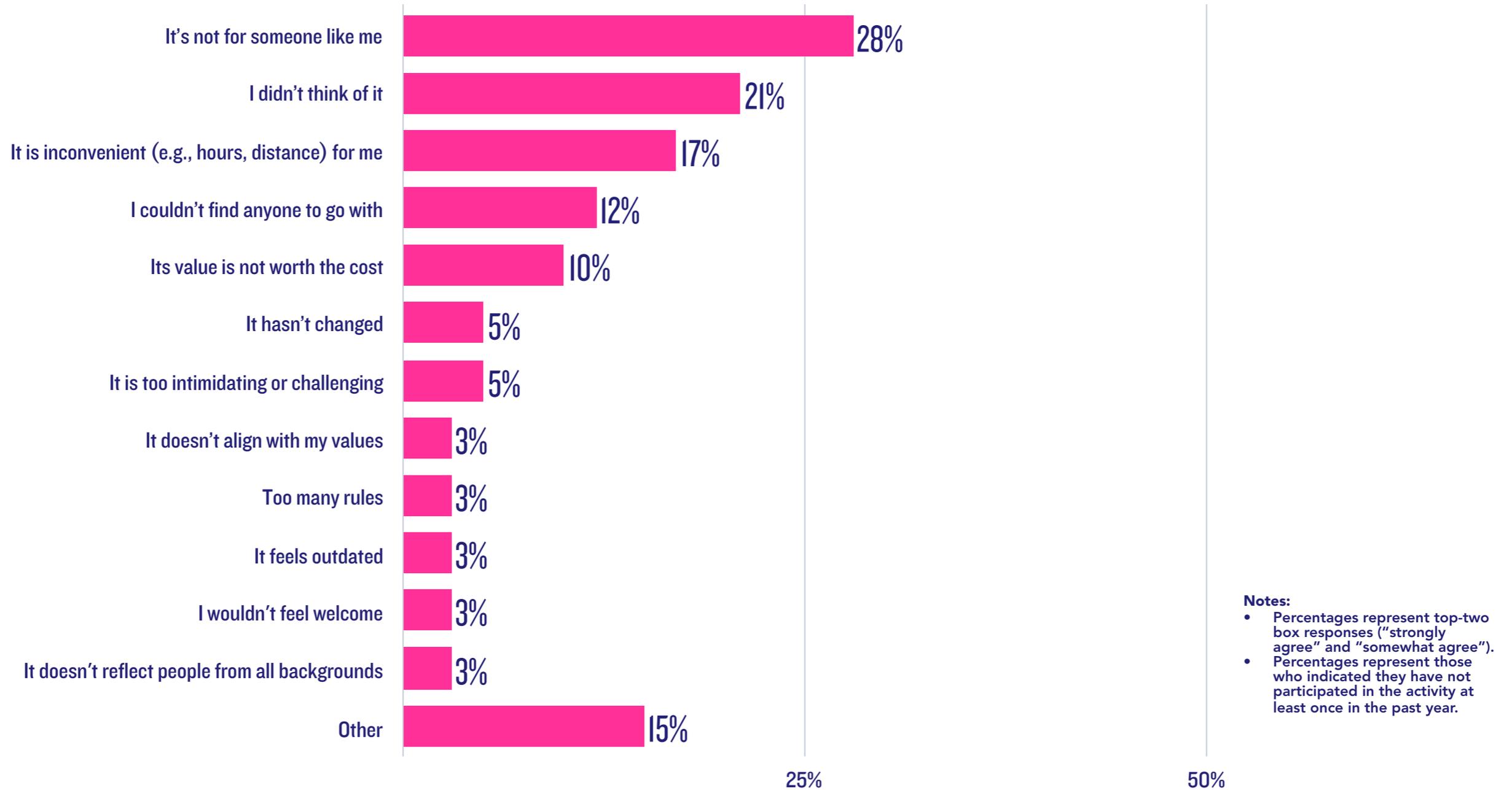


Barriers to participation (for those that don't participate)

Musical

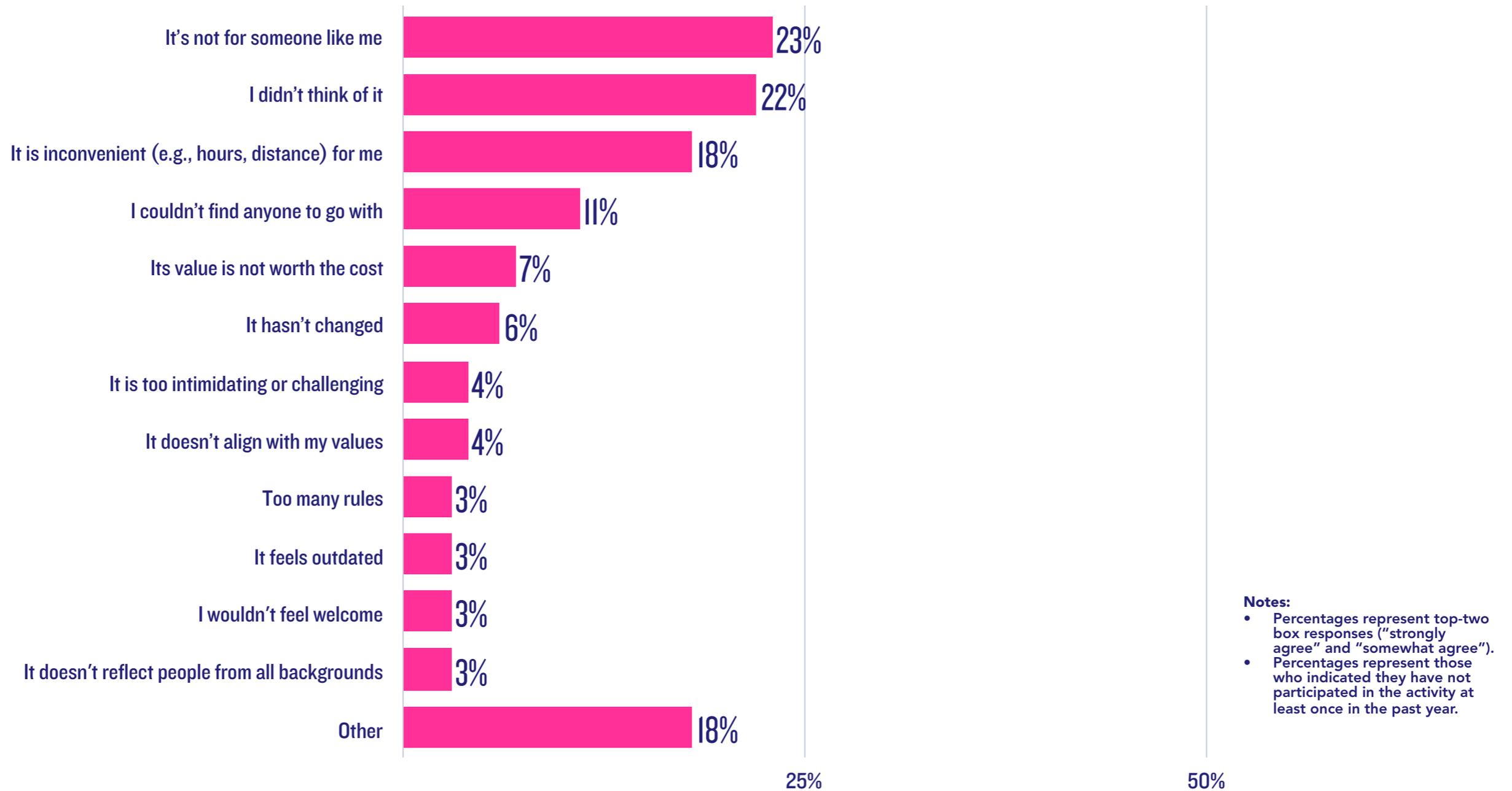


Barriers to participation (for those that don't participate) Play (non-musical)



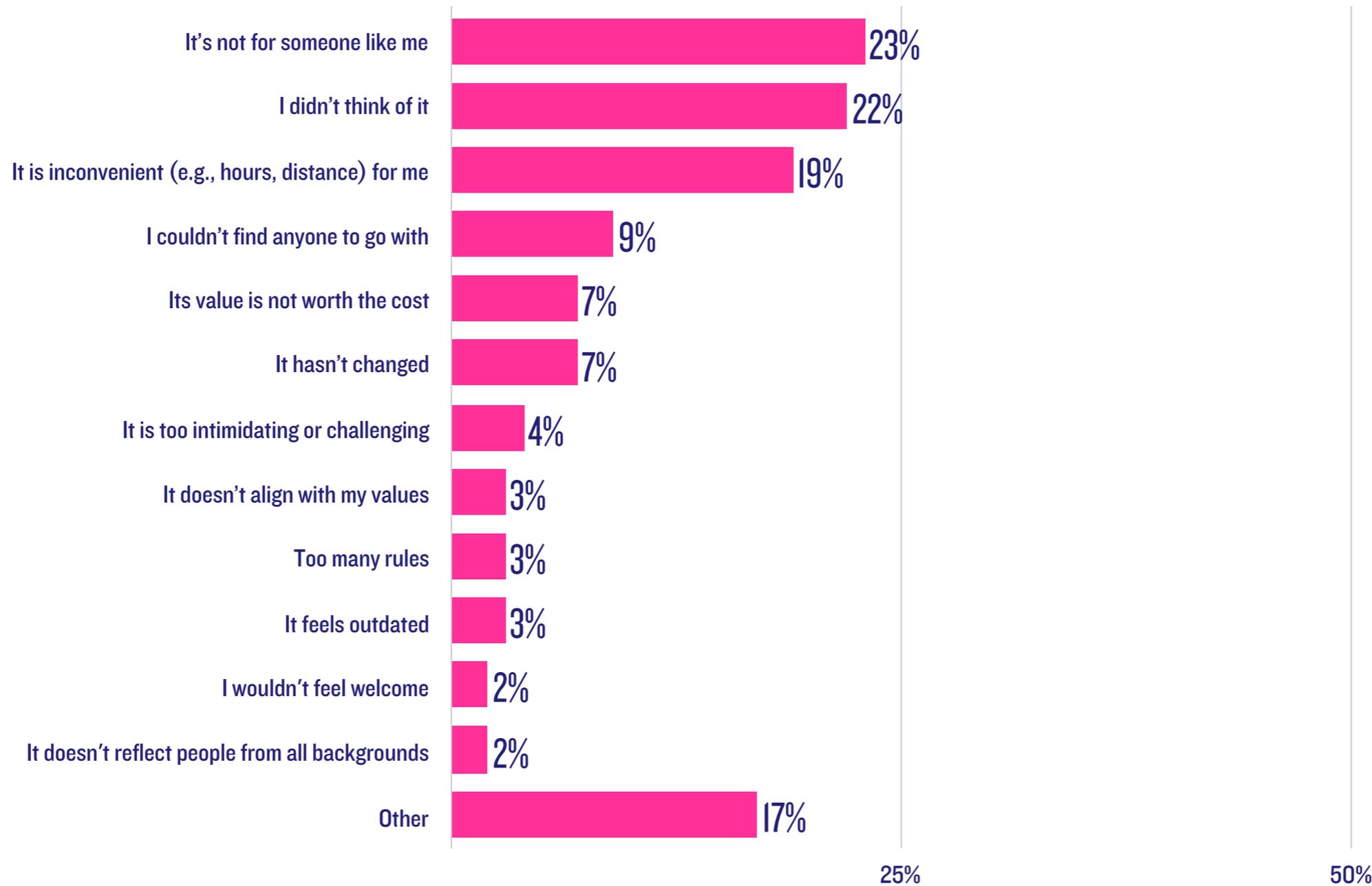
Barriers to participation (for those that don't participate)

Community festival/street fair



Barriers to participation (for those that don't participate)

Science or technology, natural history museum

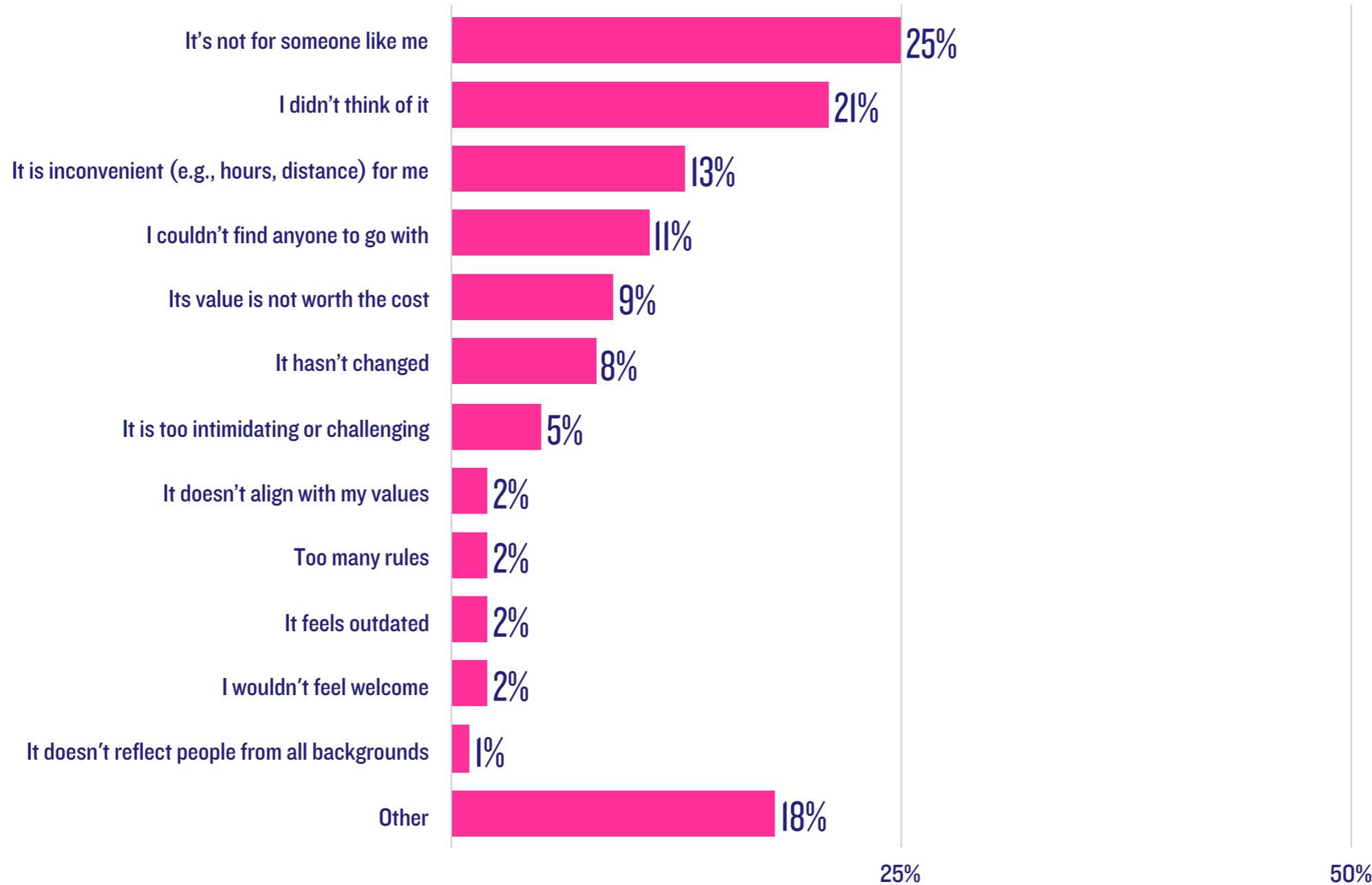


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they have not participated in the activity at least once in the past year.

Barriers to participation (for those that don't participate)

Zoo, aquarium, botanical garden

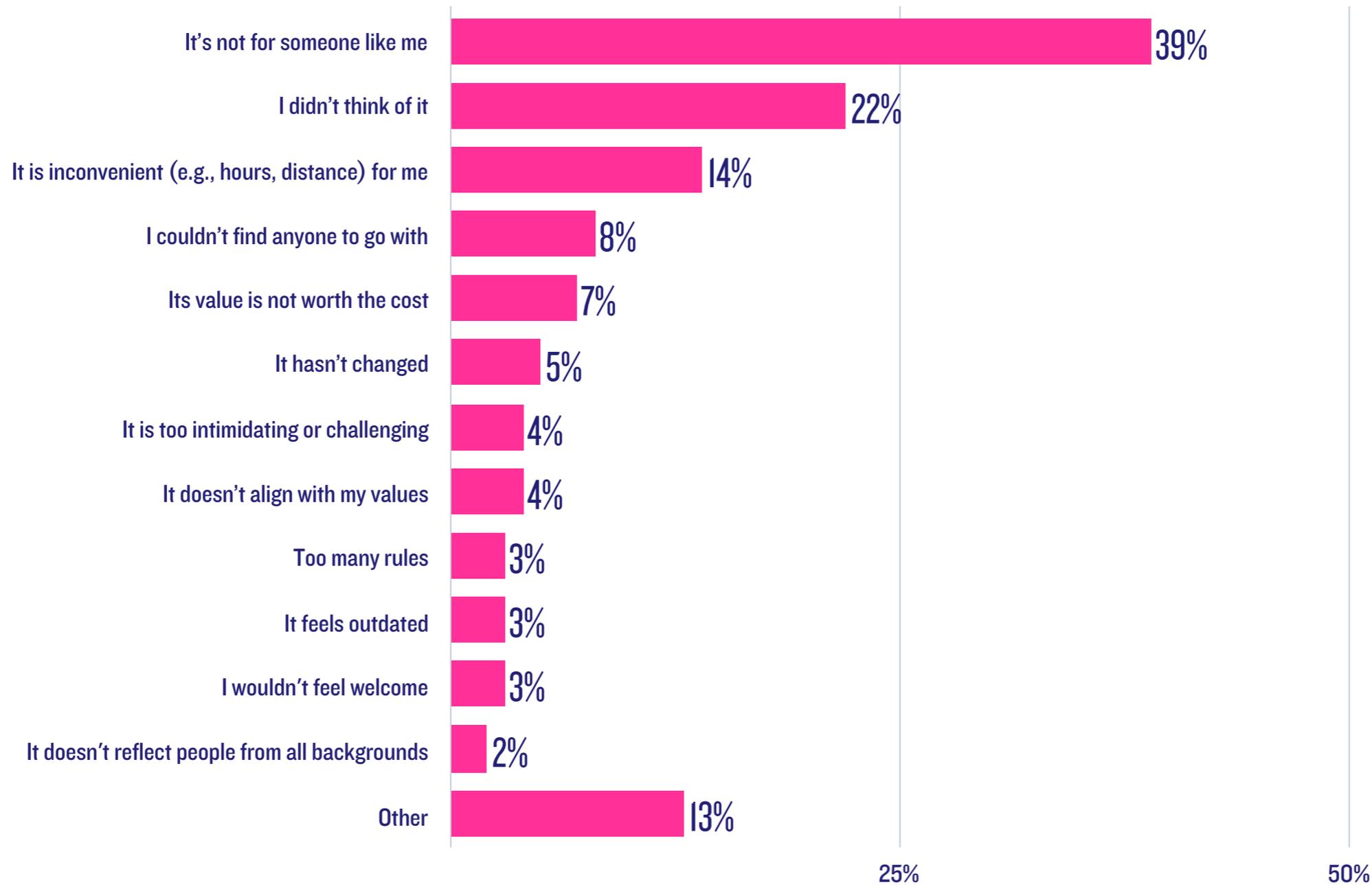


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they have not participated in the activity at least once in the past year.

Barriers to participation (for those that don't participate)

Regional dance, contemporary dance

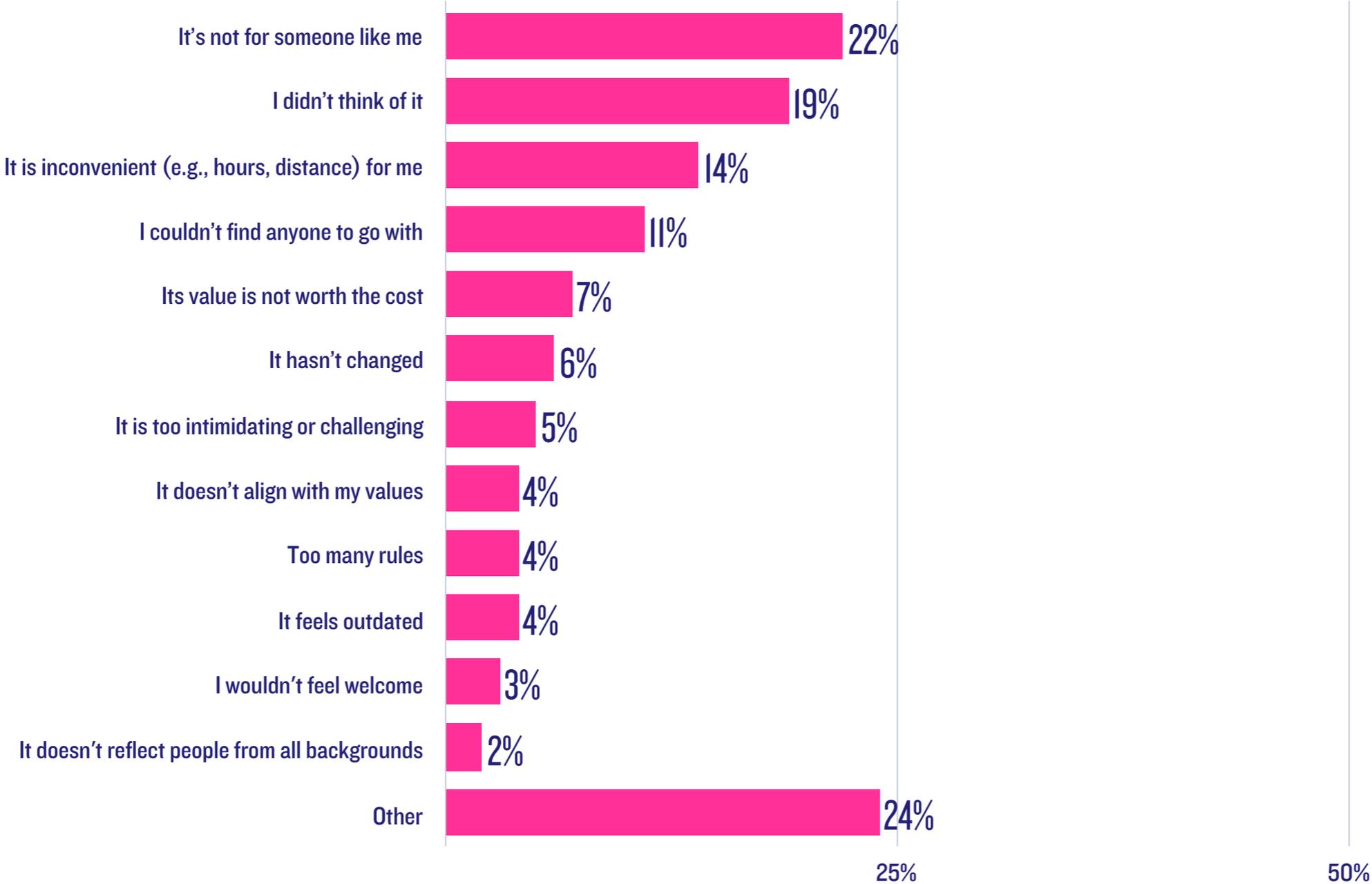


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they have not participated in the activity at least once in the past year.

Barriers to participation (for those that don't participate)

Public park

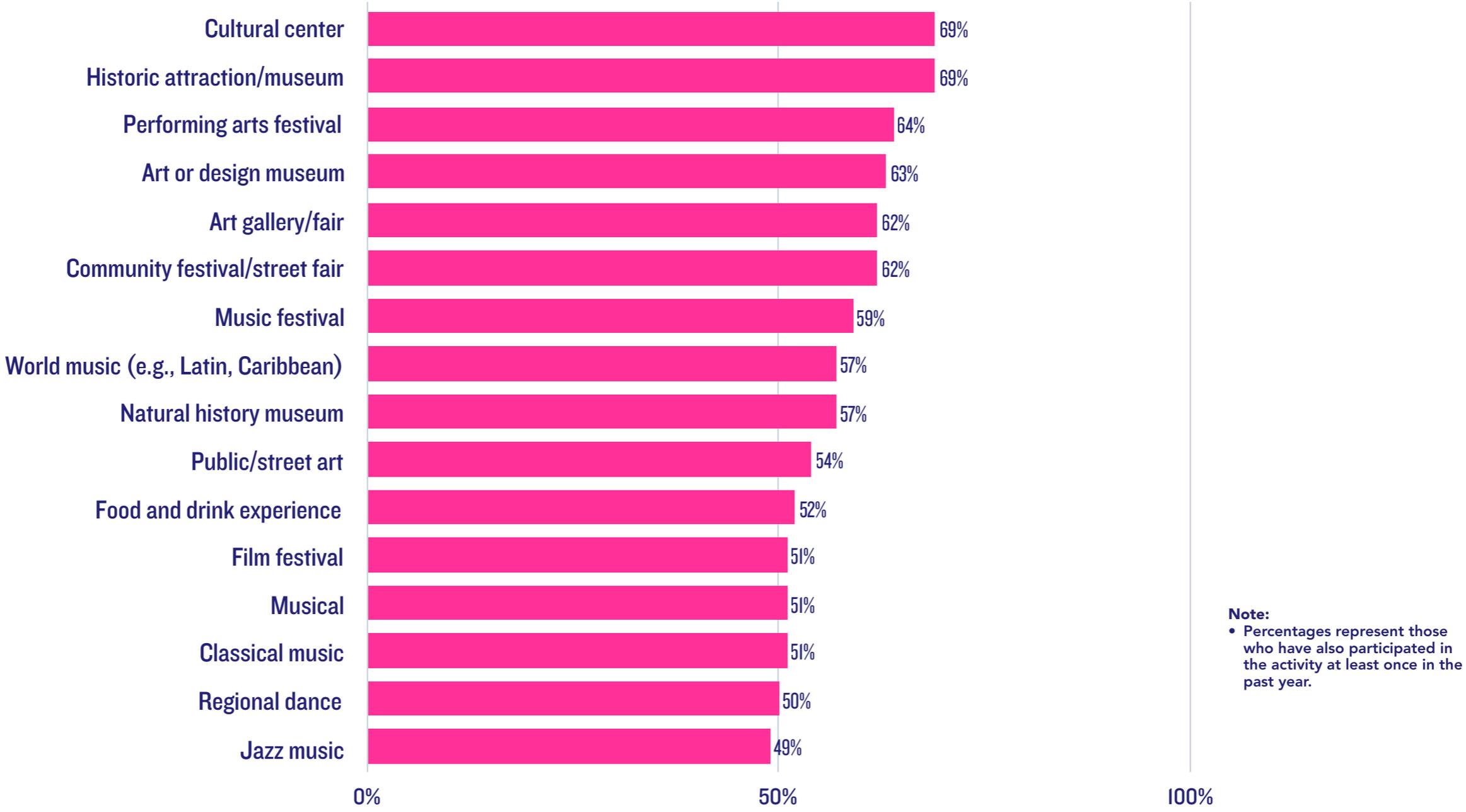


Notes:

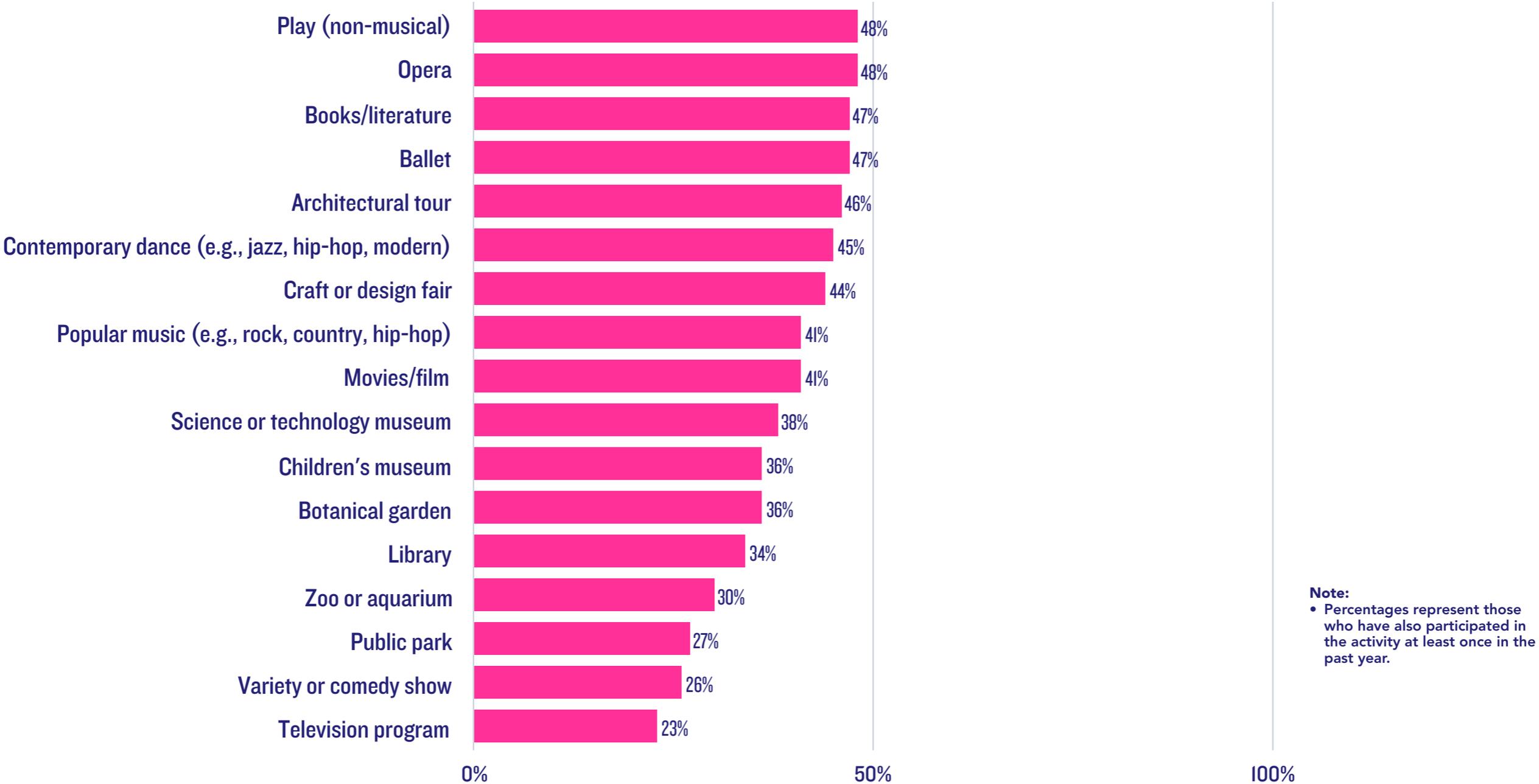
- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who indicated they have not participated in the activity at least once in the past year.

Perception of Cultural Activities

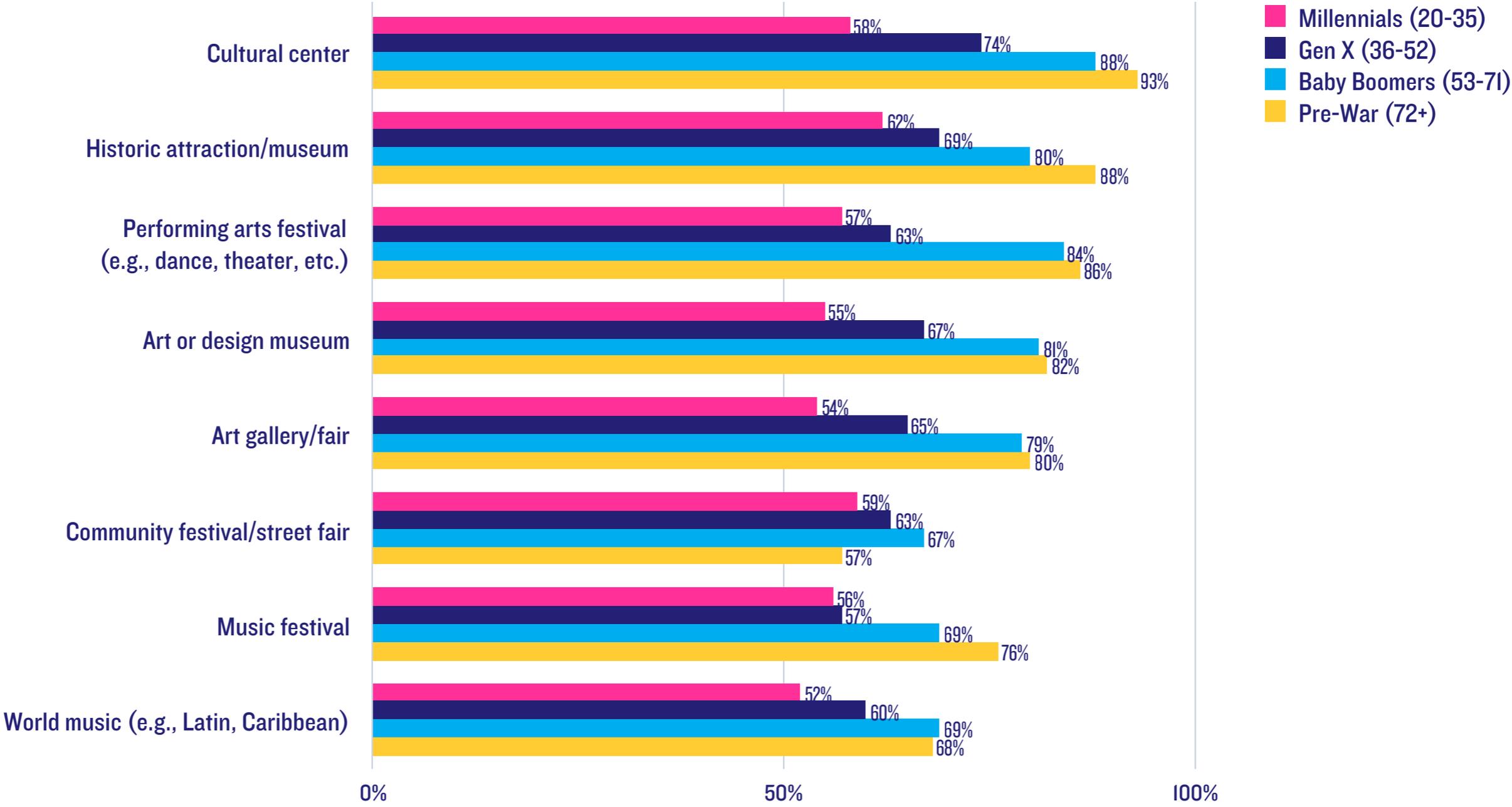
Activities considered "culture"



Activities considered "culture" *continued*

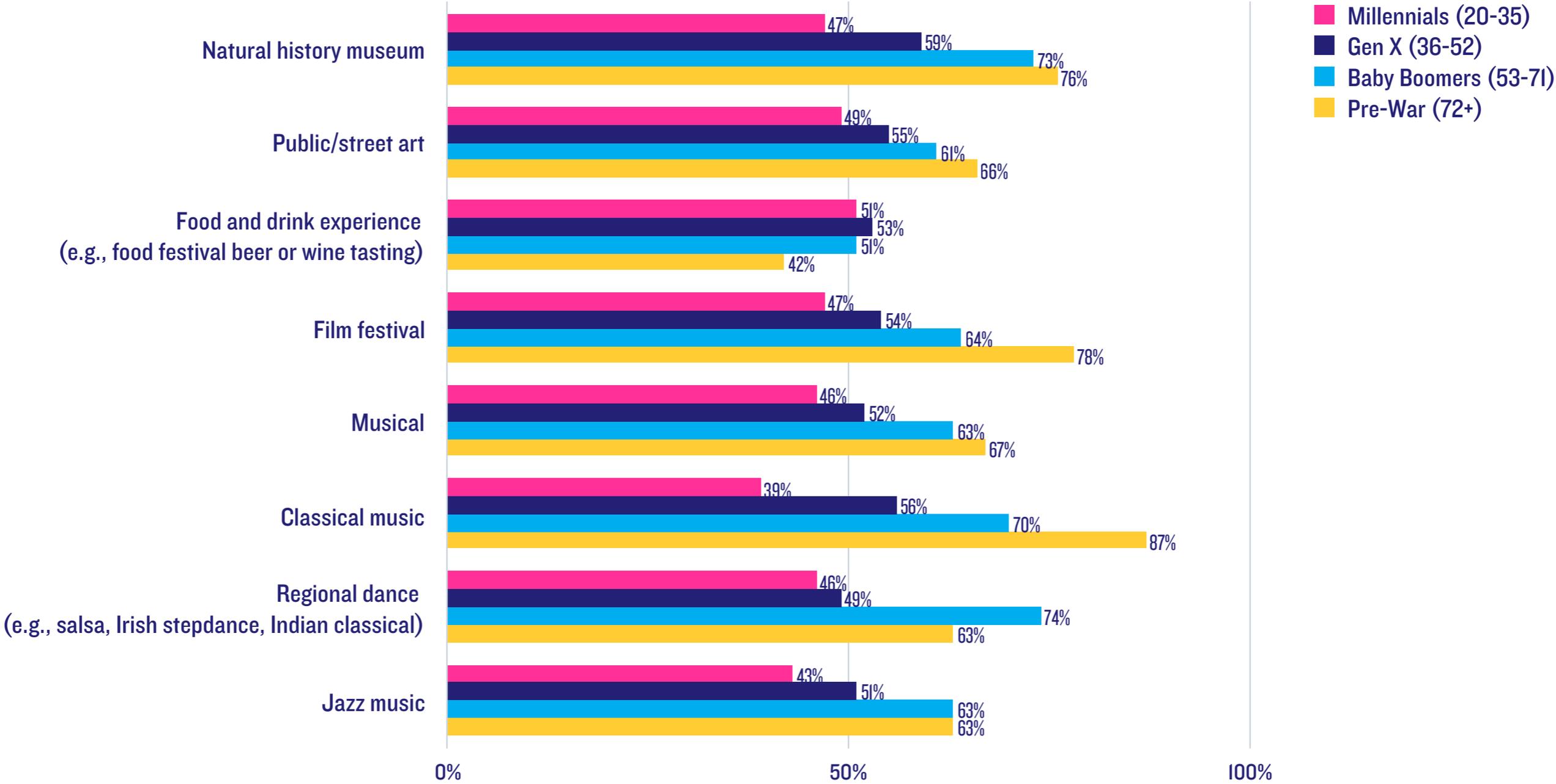


Activities considered "culture" By generation



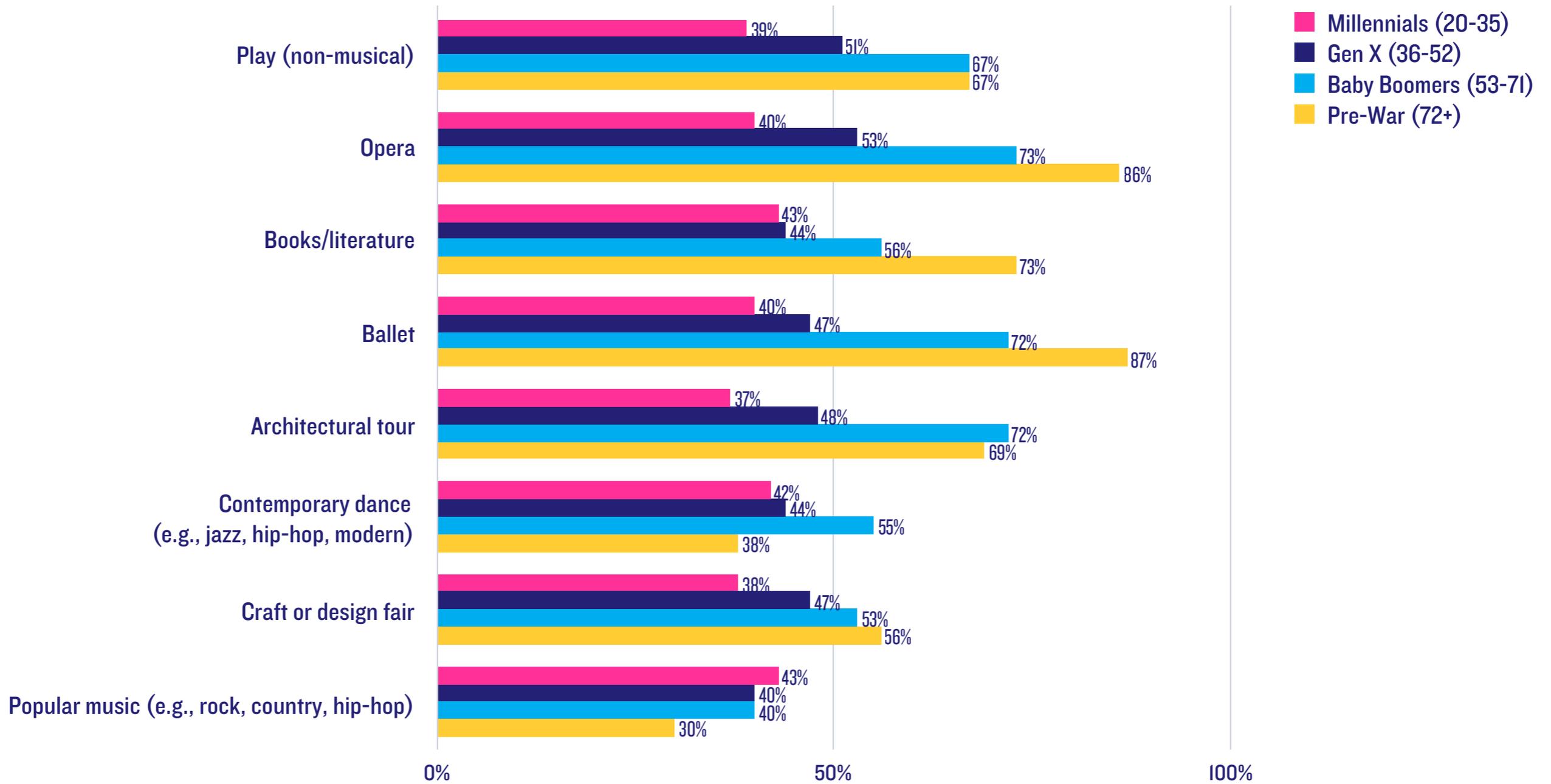
Activities considered "culture" *continued*

By generation



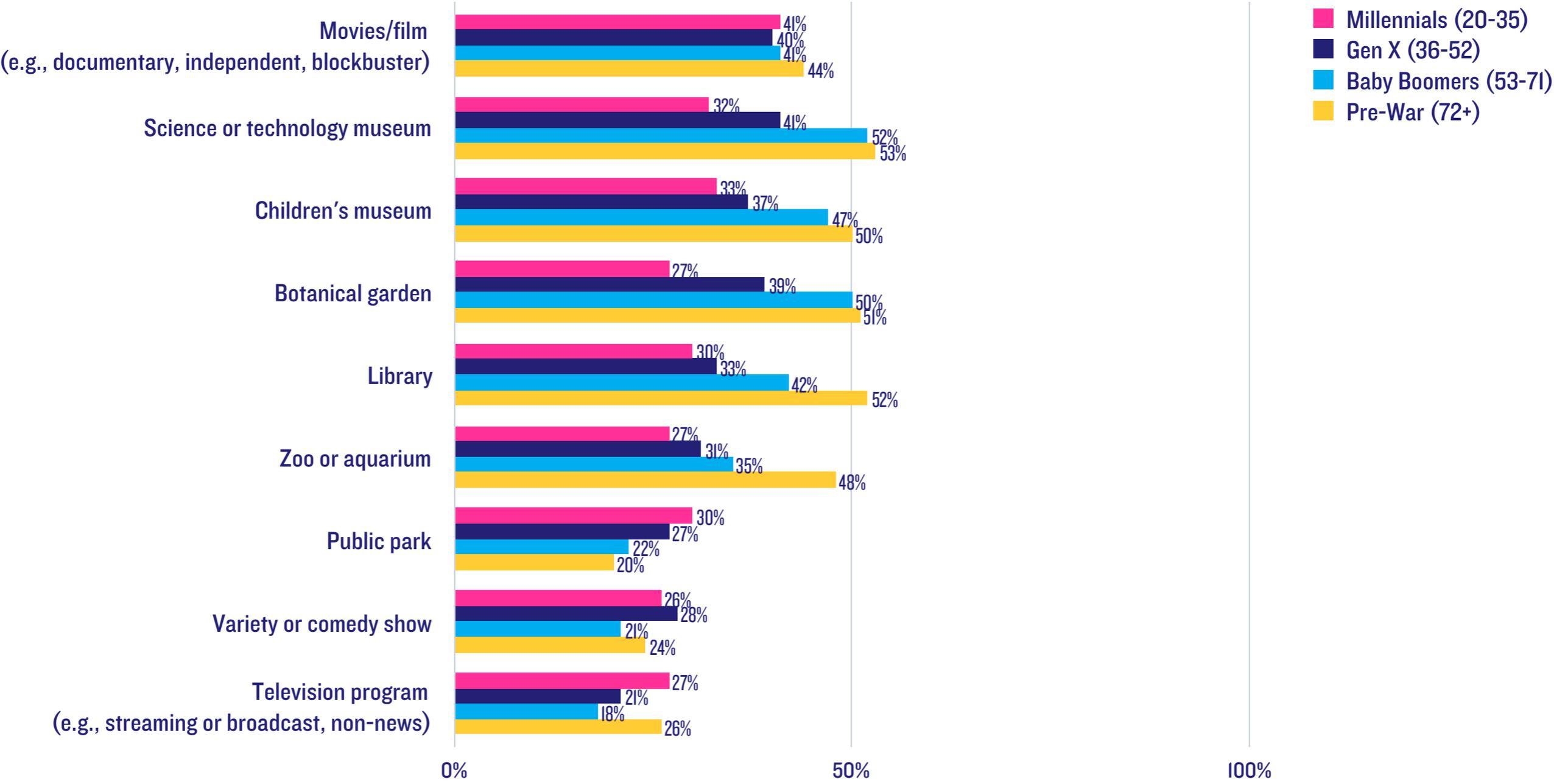
Activities considered "culture" *continued*

By generation

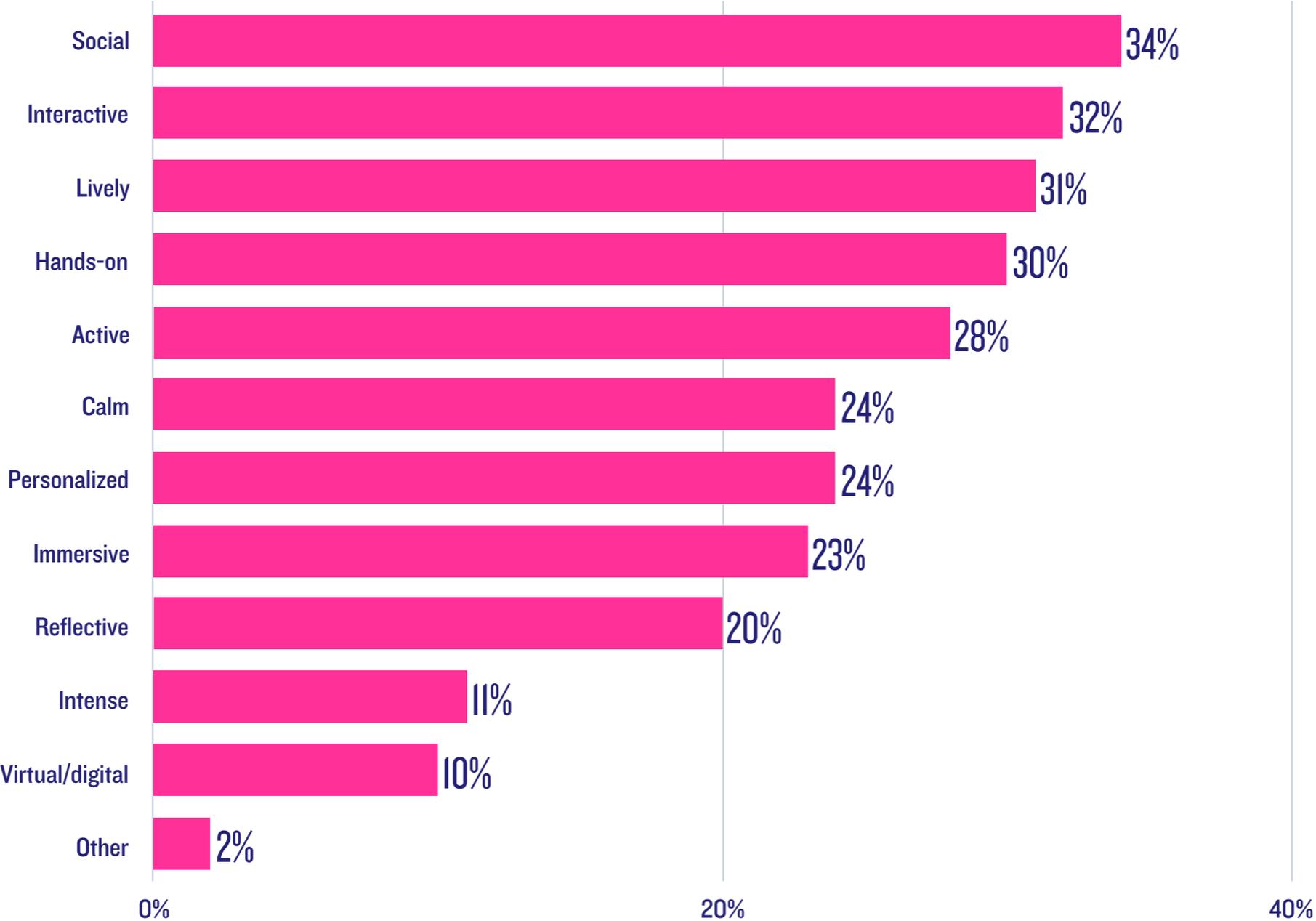


Activities considered "culture" *continued*

By generation

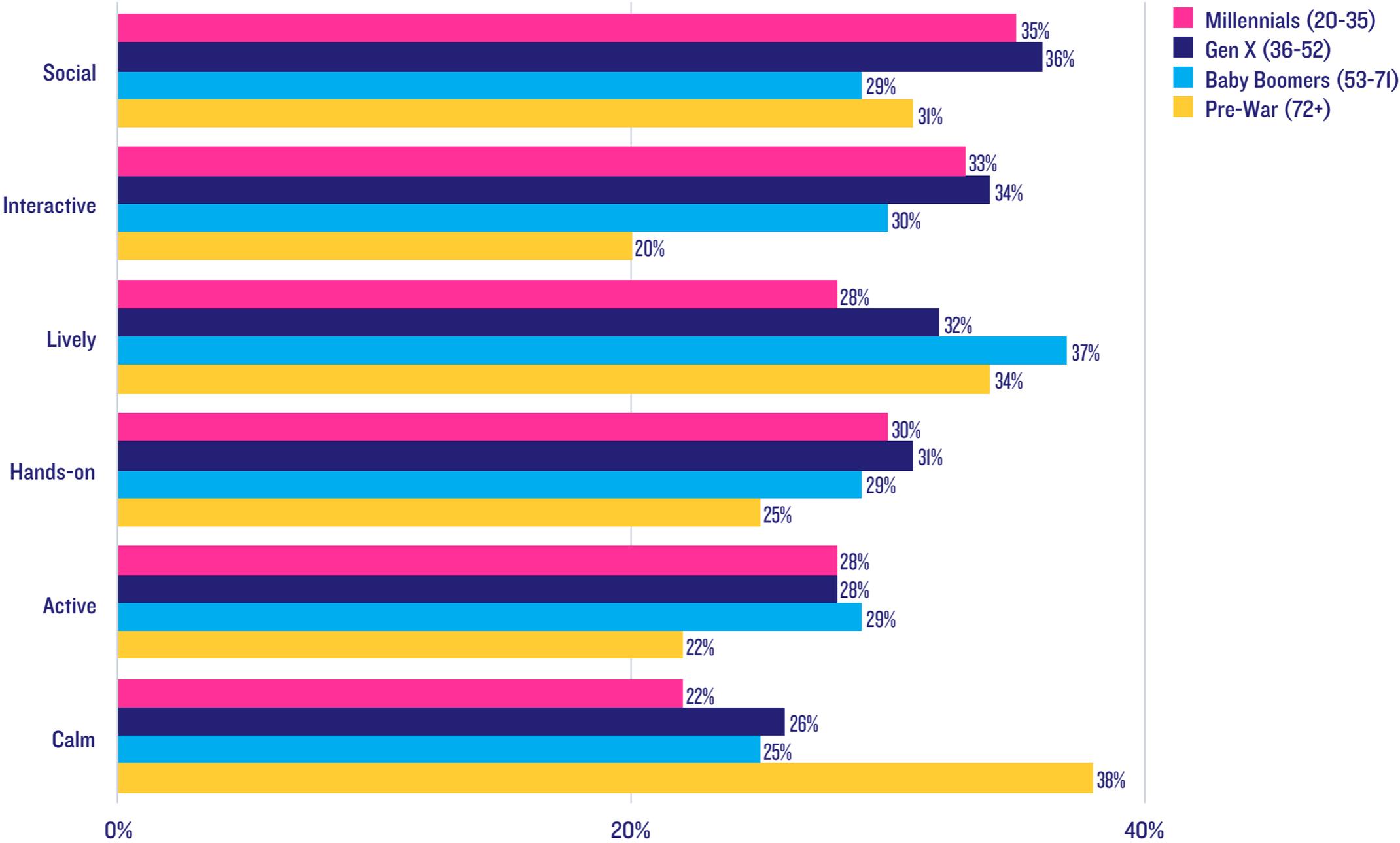


Characteristics of an ideal cultural activity



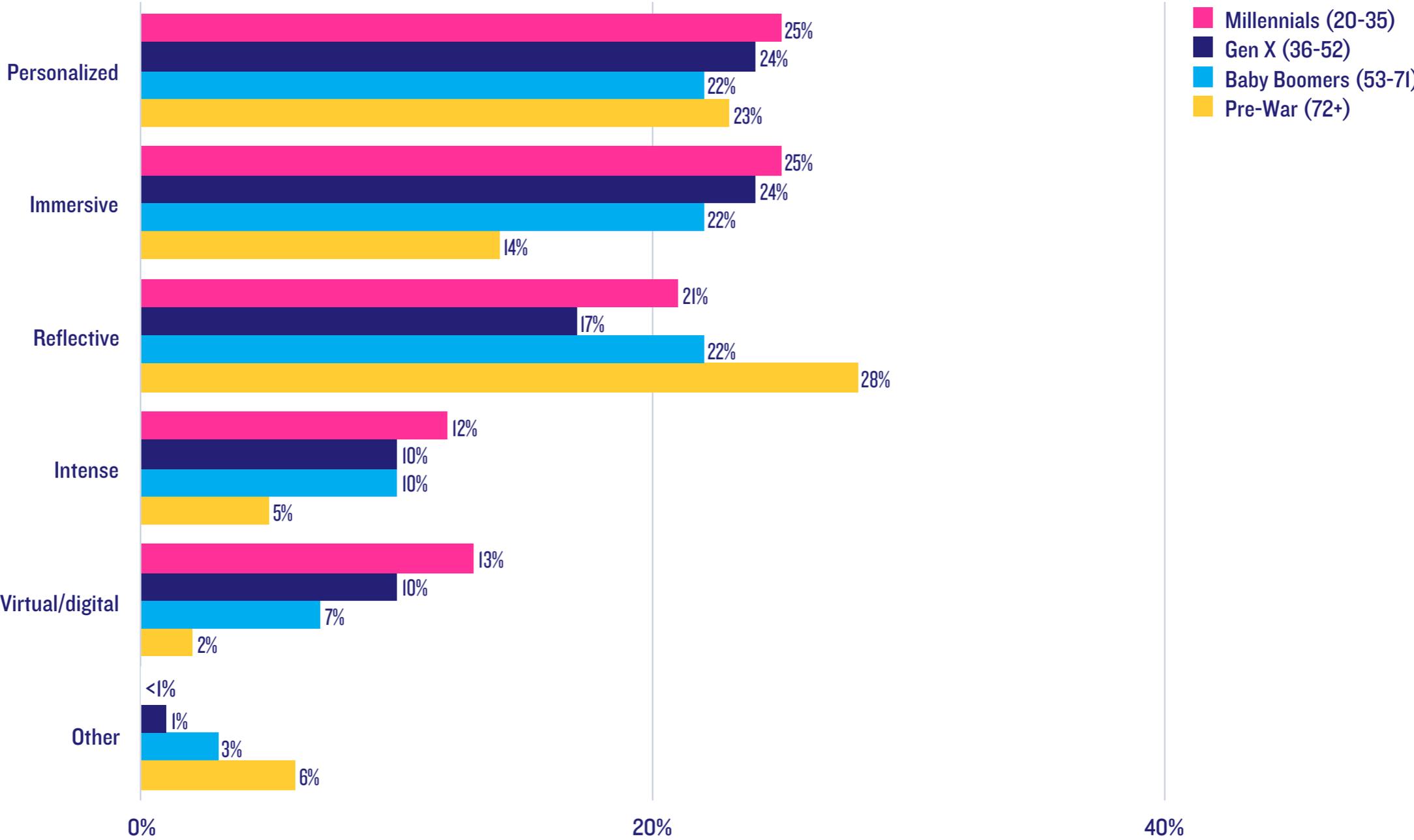
Characteristics of an ideal cultural activity

By generation



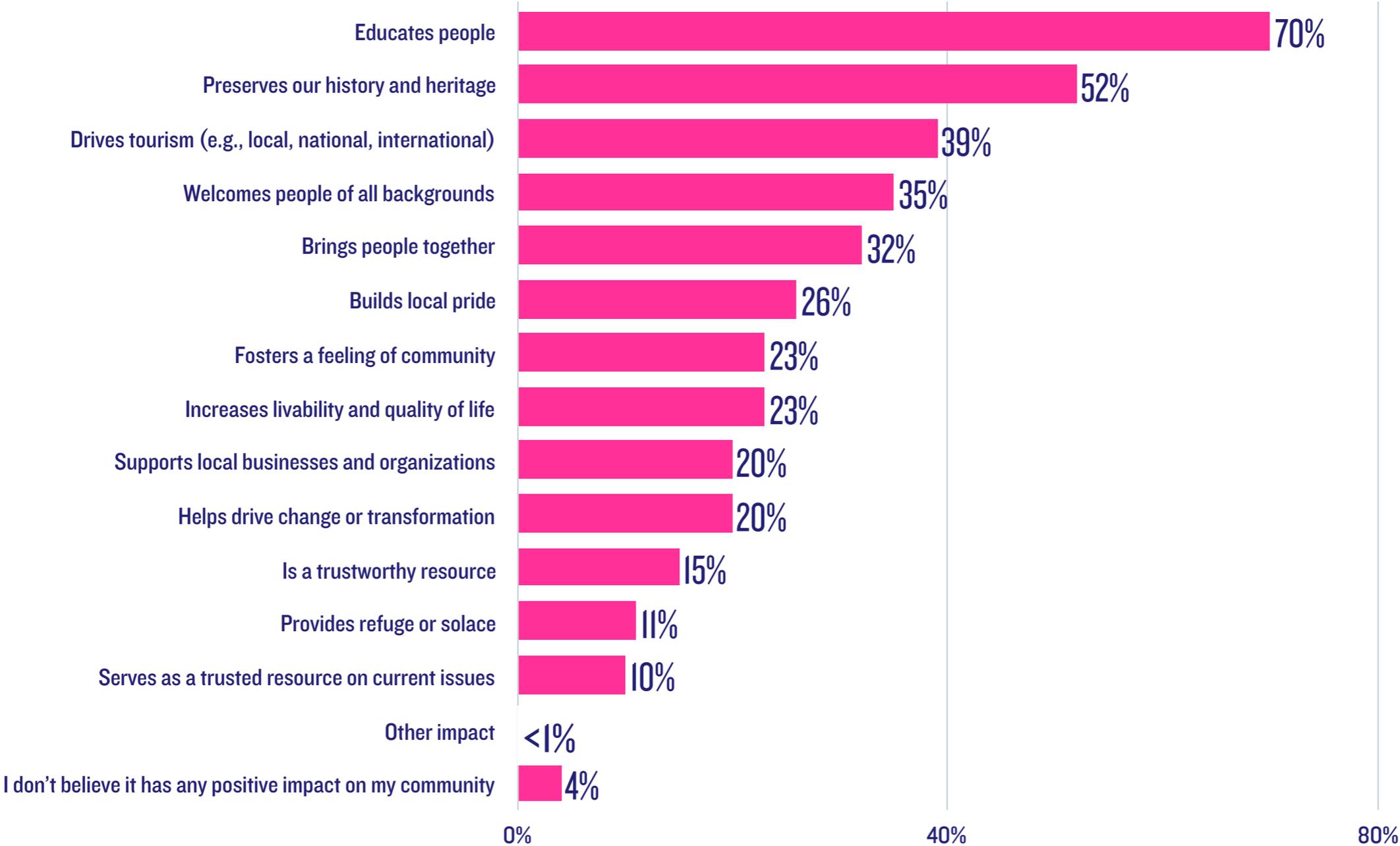
Characteristics of an ideal cultural activity *continued*

By generation



Greatest impacts on community

Art/design museum

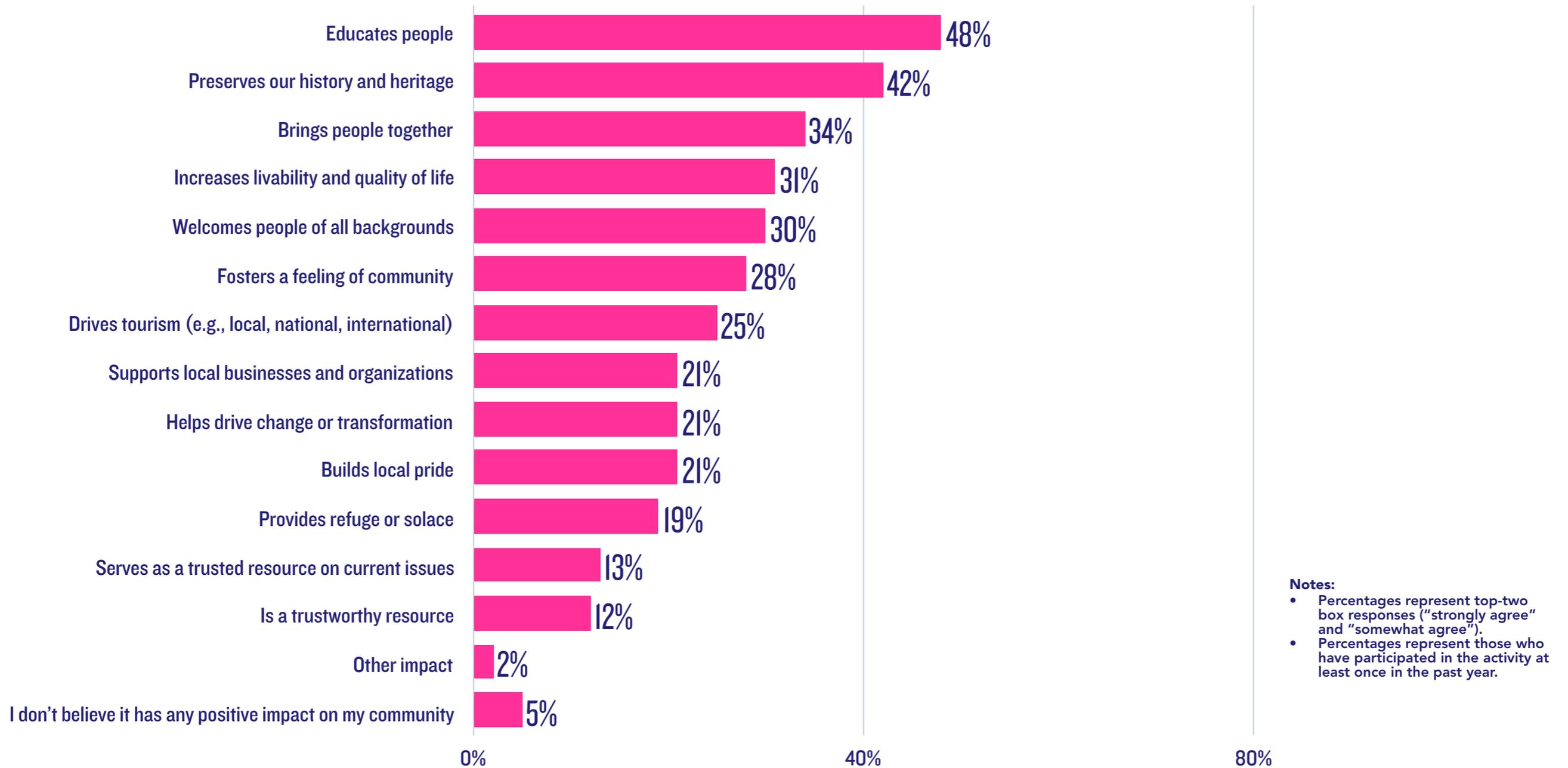


Notes:

- Percentages represent top-two box responses ("strongly agree" and "somewhat agree").
- Percentages represent those who have participated in the activity at least once in the past year.

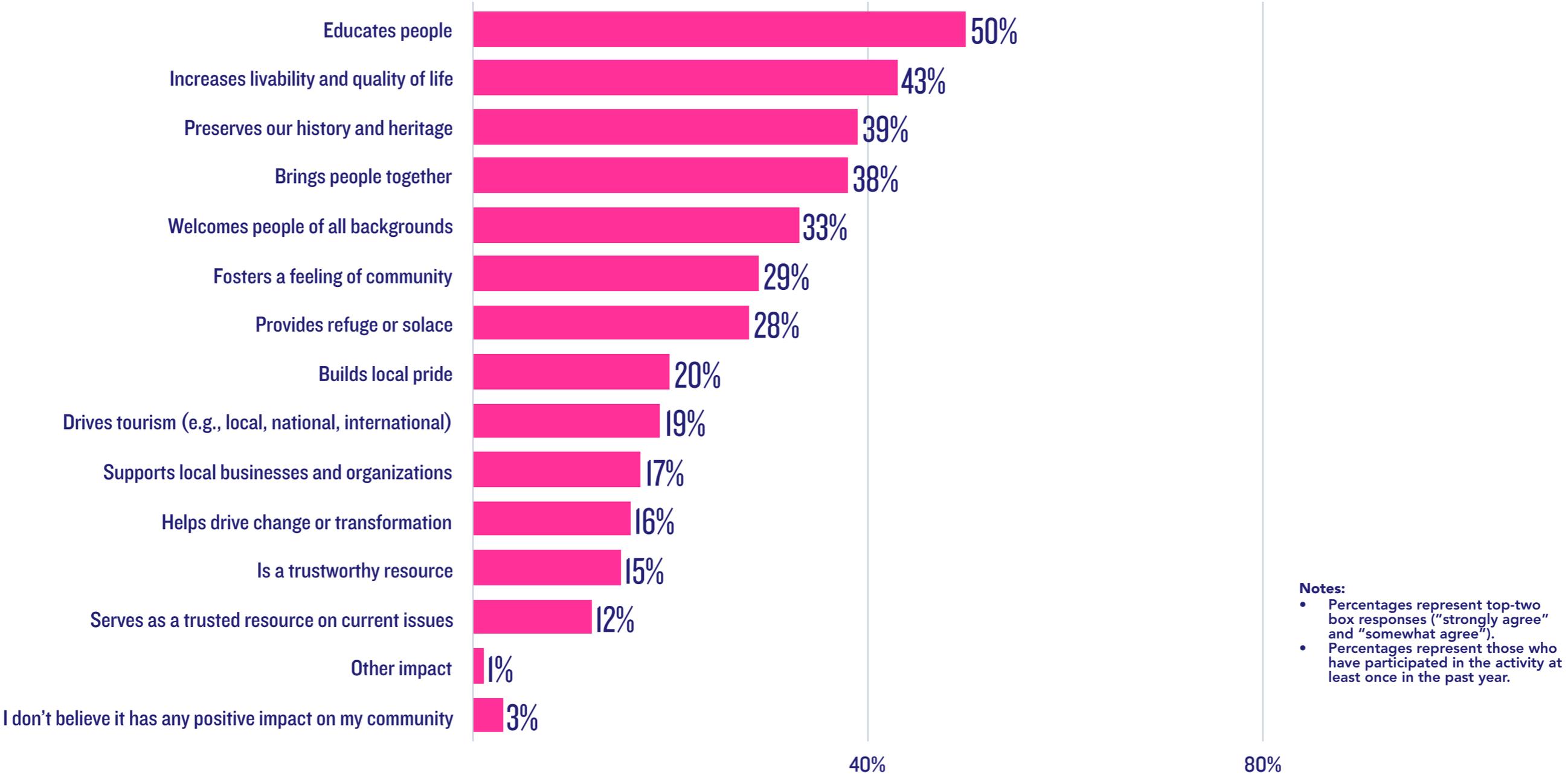
Greatest impacts on community

Opera



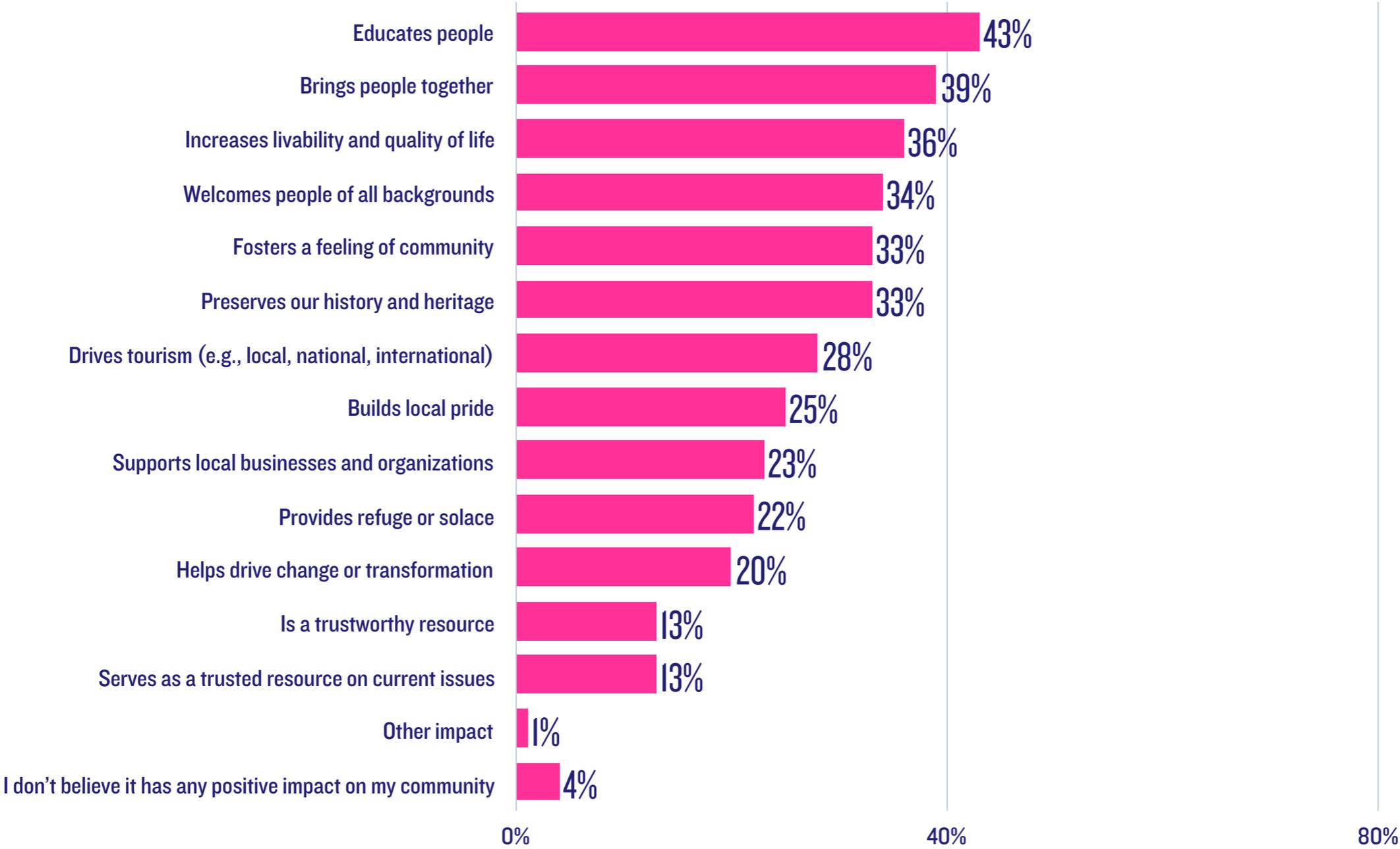
Greatest impacts on community

Classical music



Greatest impacts on community

Ballet

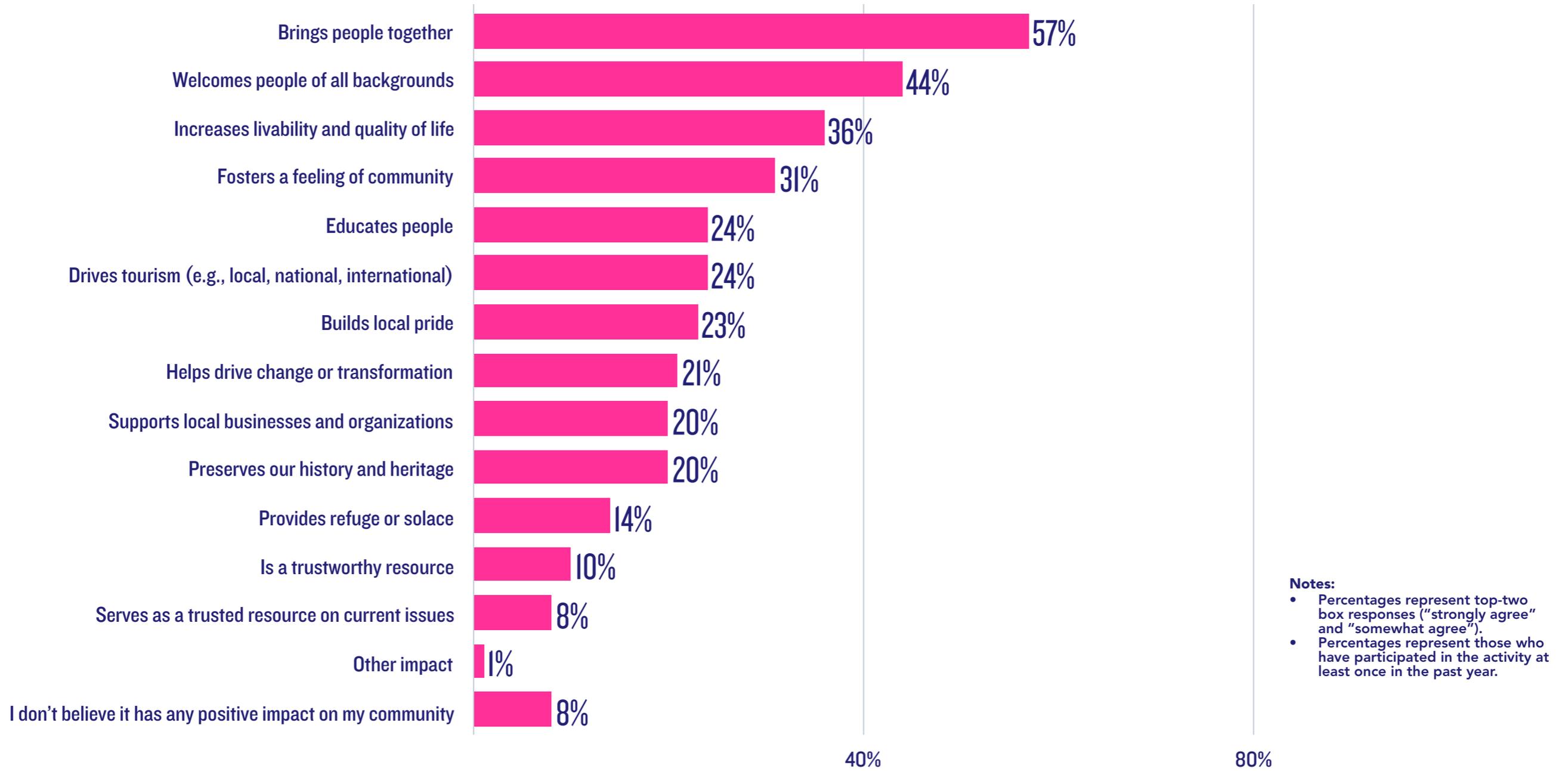


Notes:

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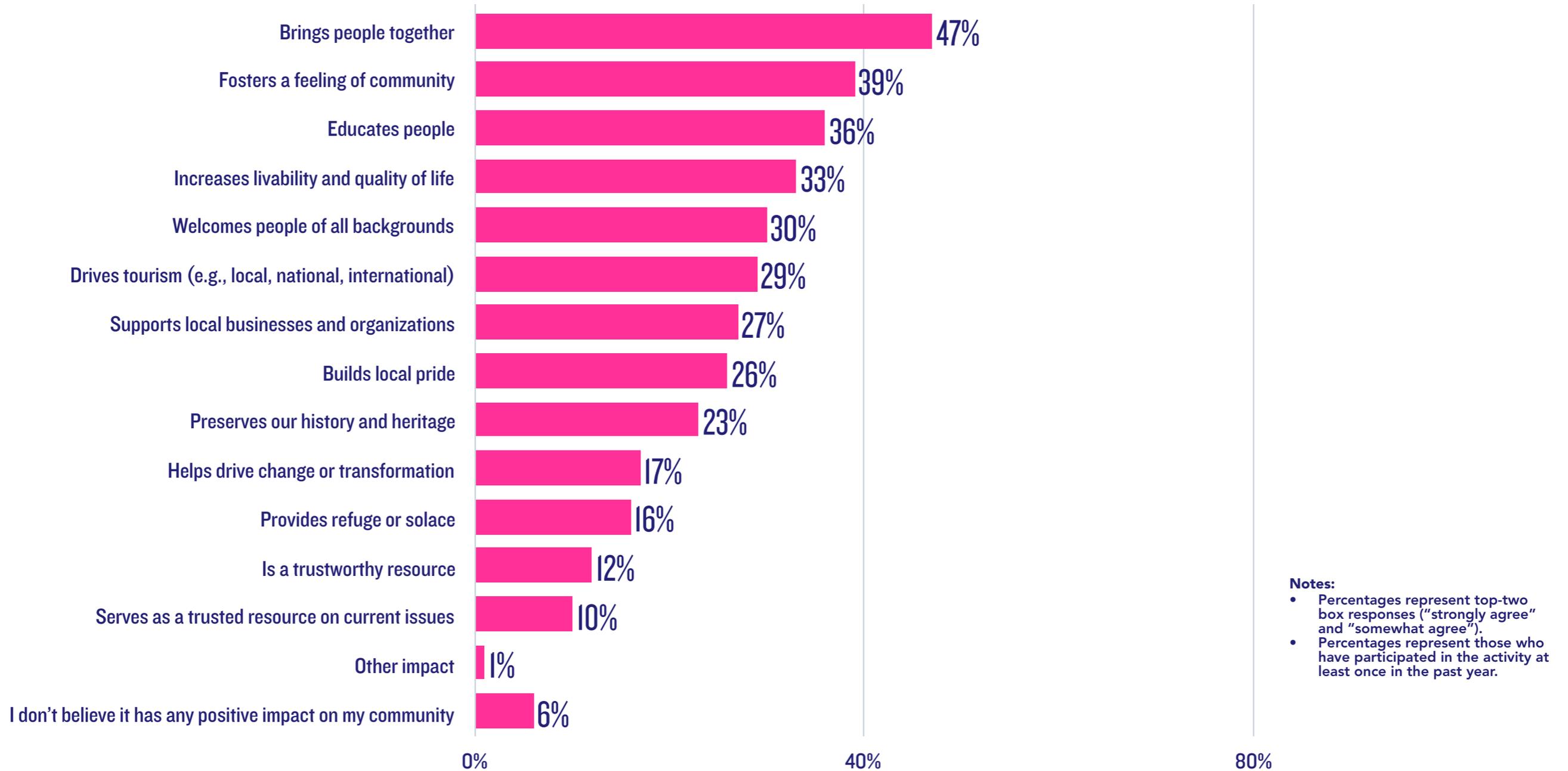
Greatest impacts on community

Popular music



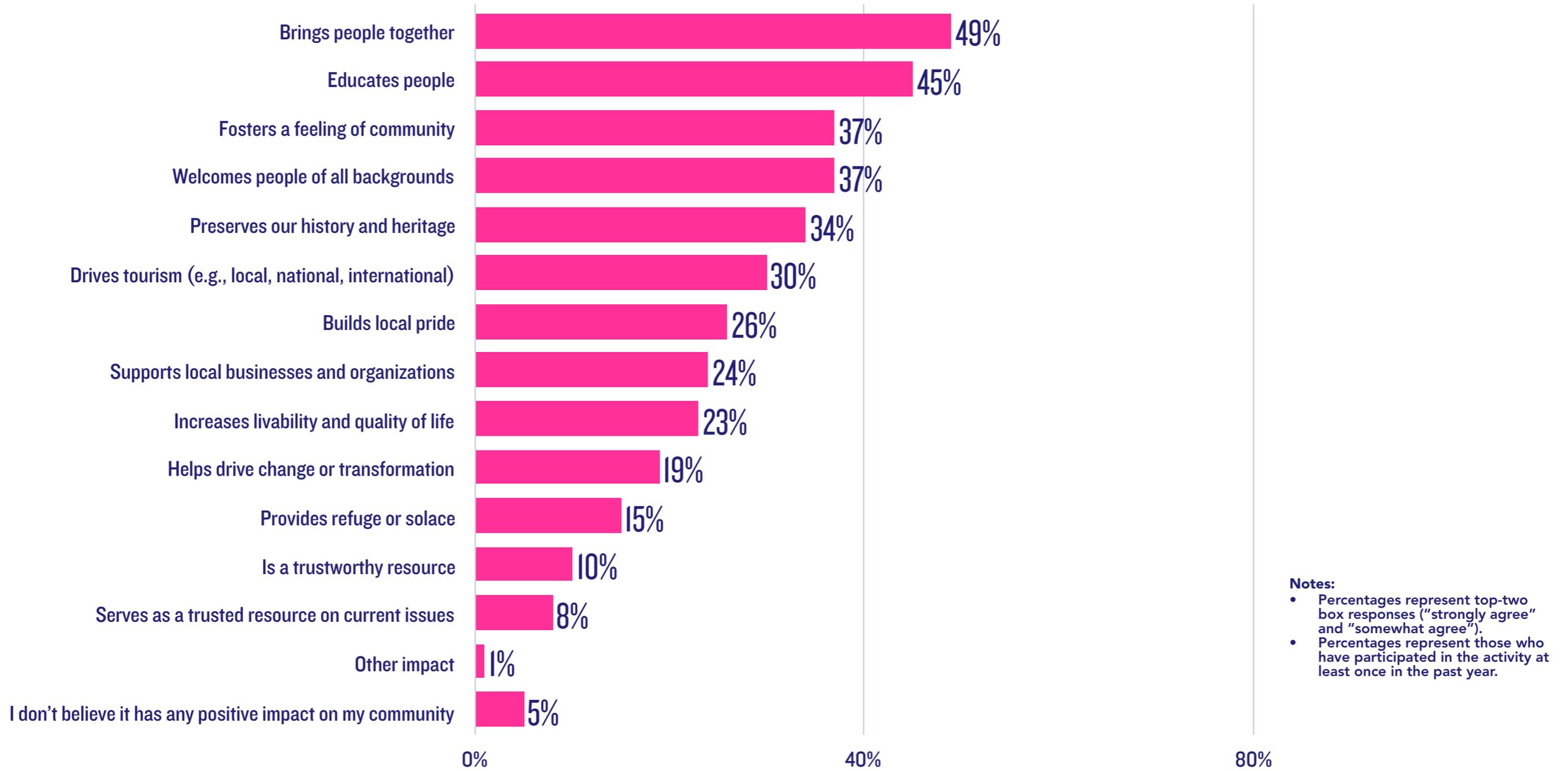
Greatest impacts on community

Musical



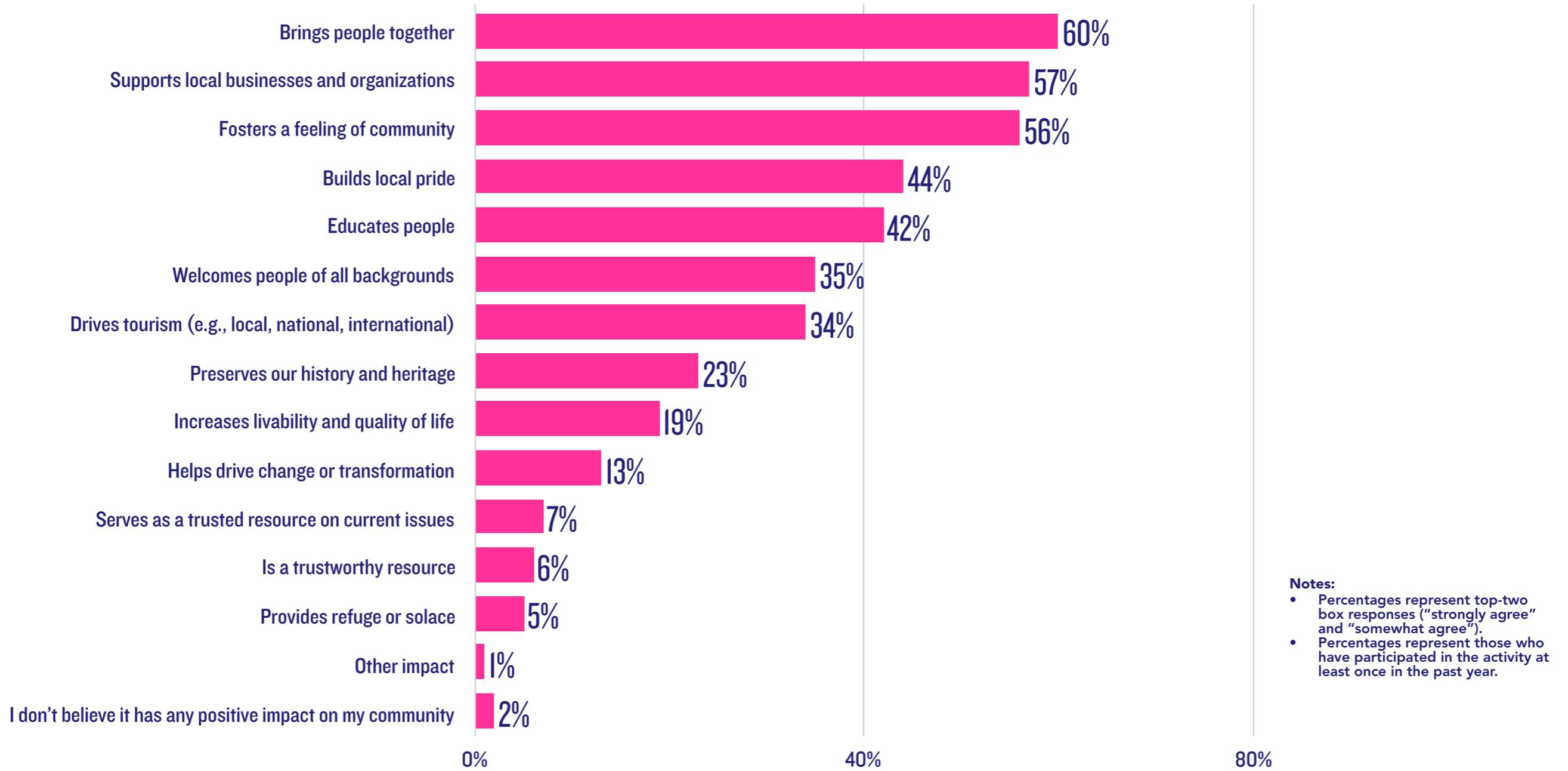
Greatest impacts on community

Play (non-musical)



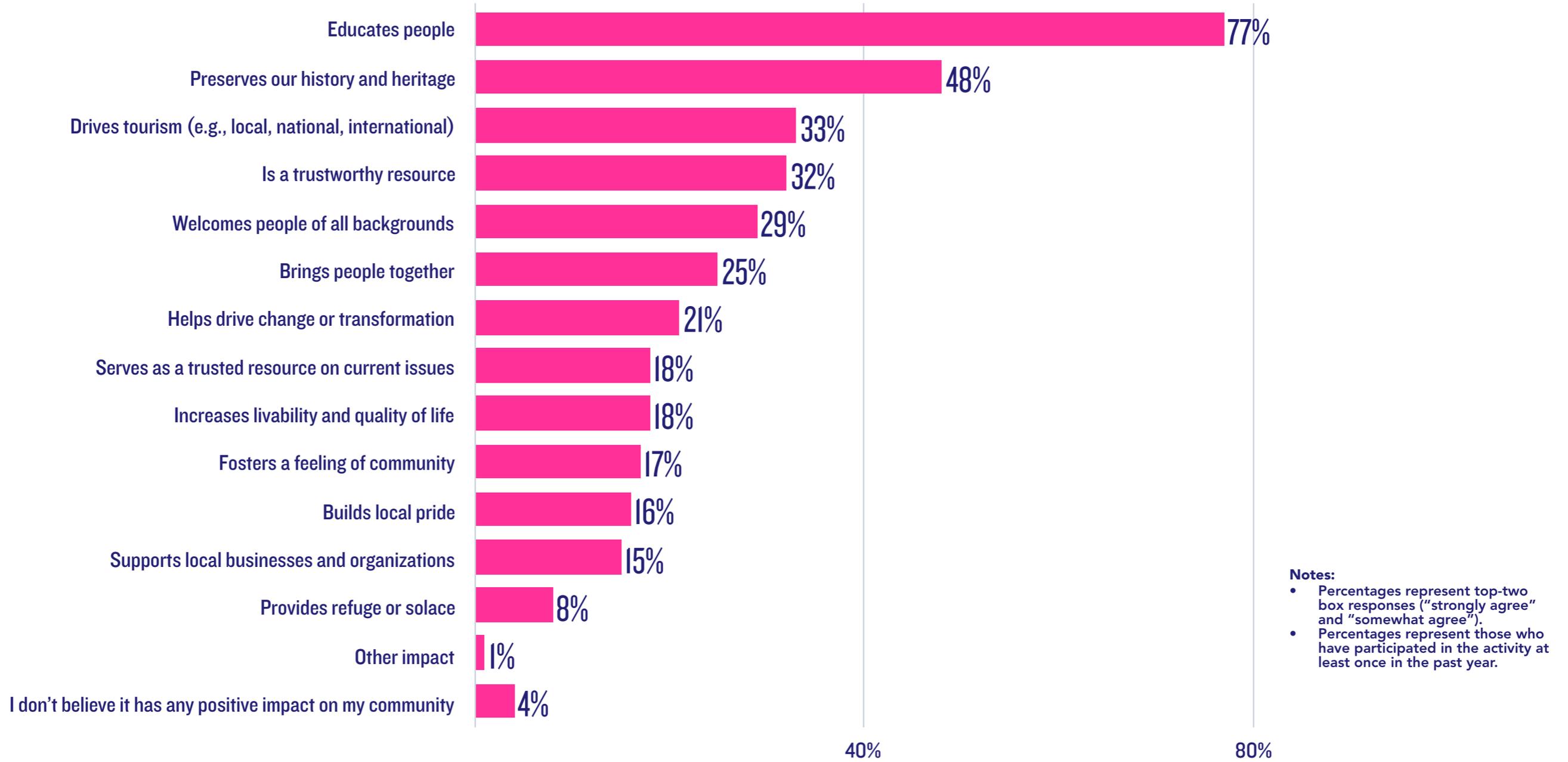
Greatest impacts on community

Community festival/street fair



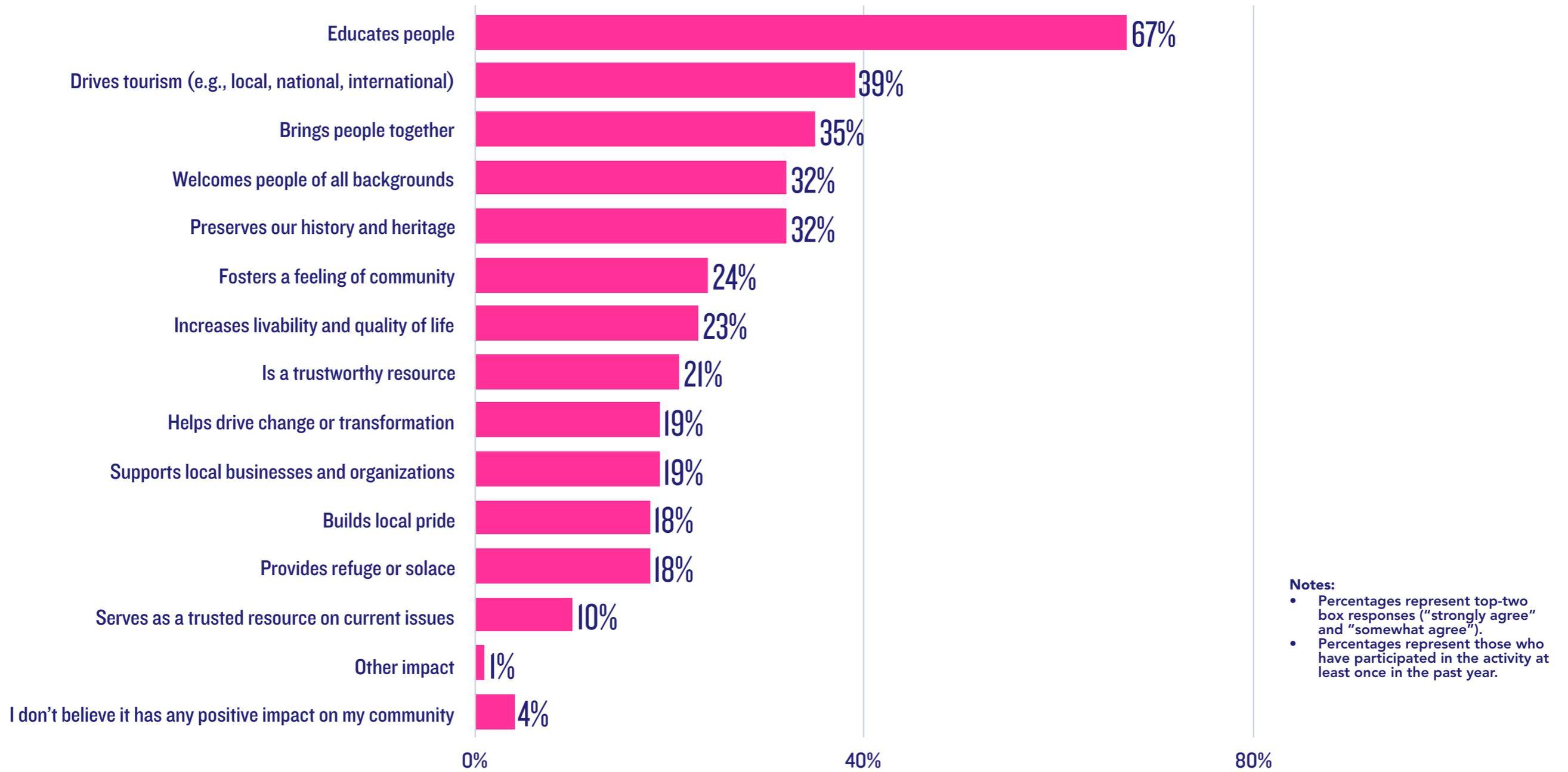
Greatest impacts on community

Science or technology museum, natural history museum



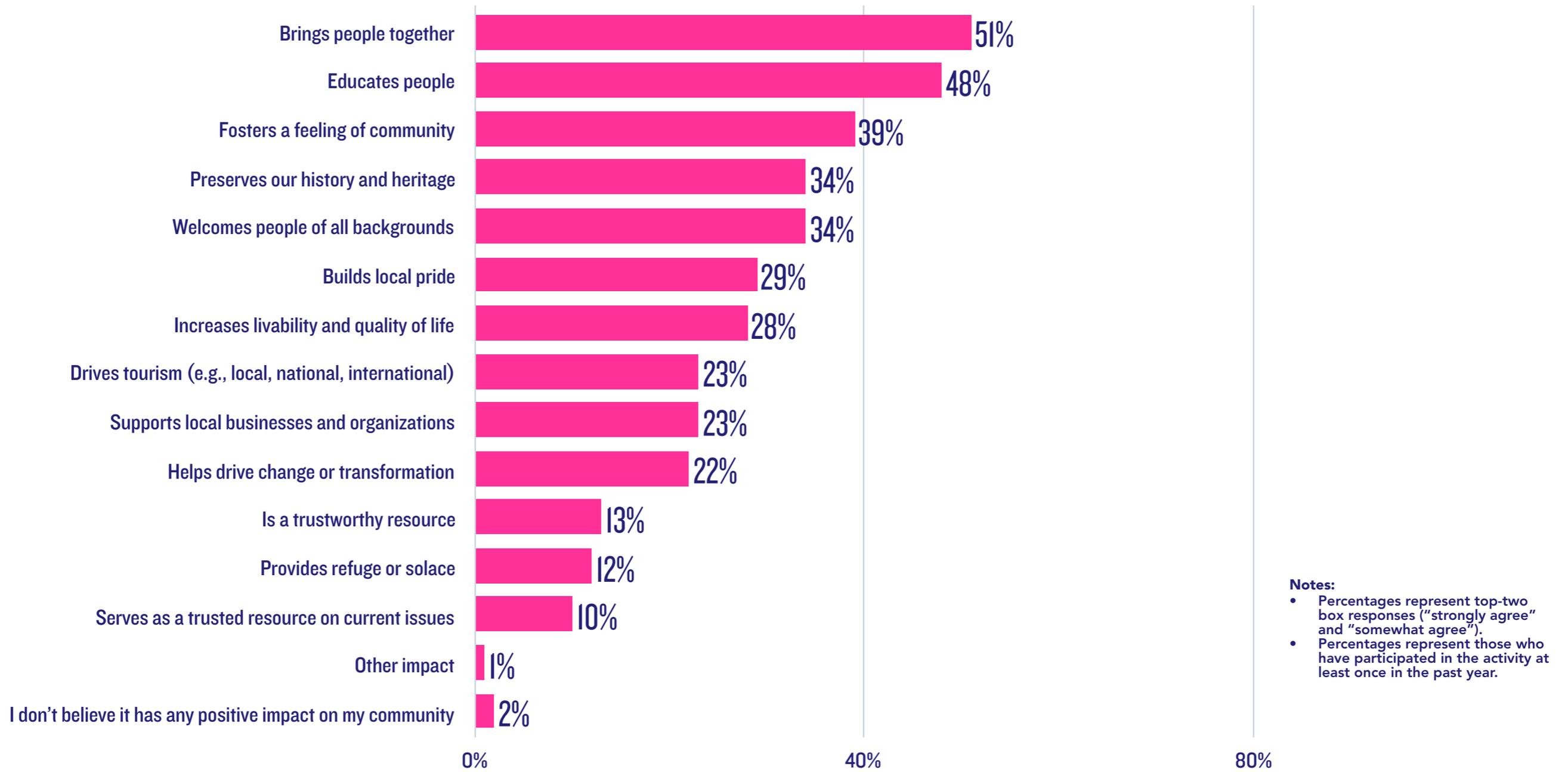
Greatest impacts on community

Zoo, aquarium, botanical garden



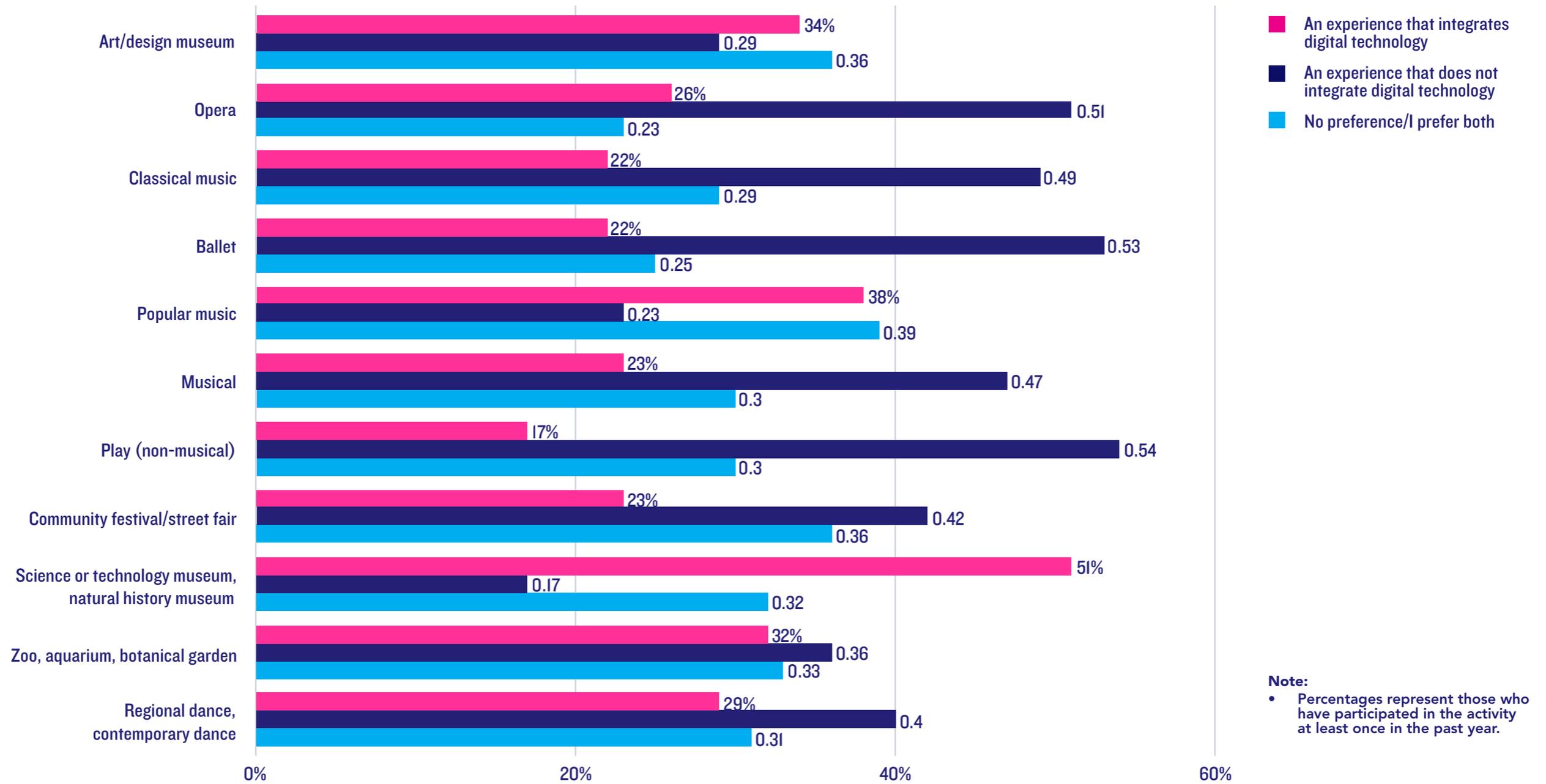
Greatest impacts on community

Regional dance, contemporary dance



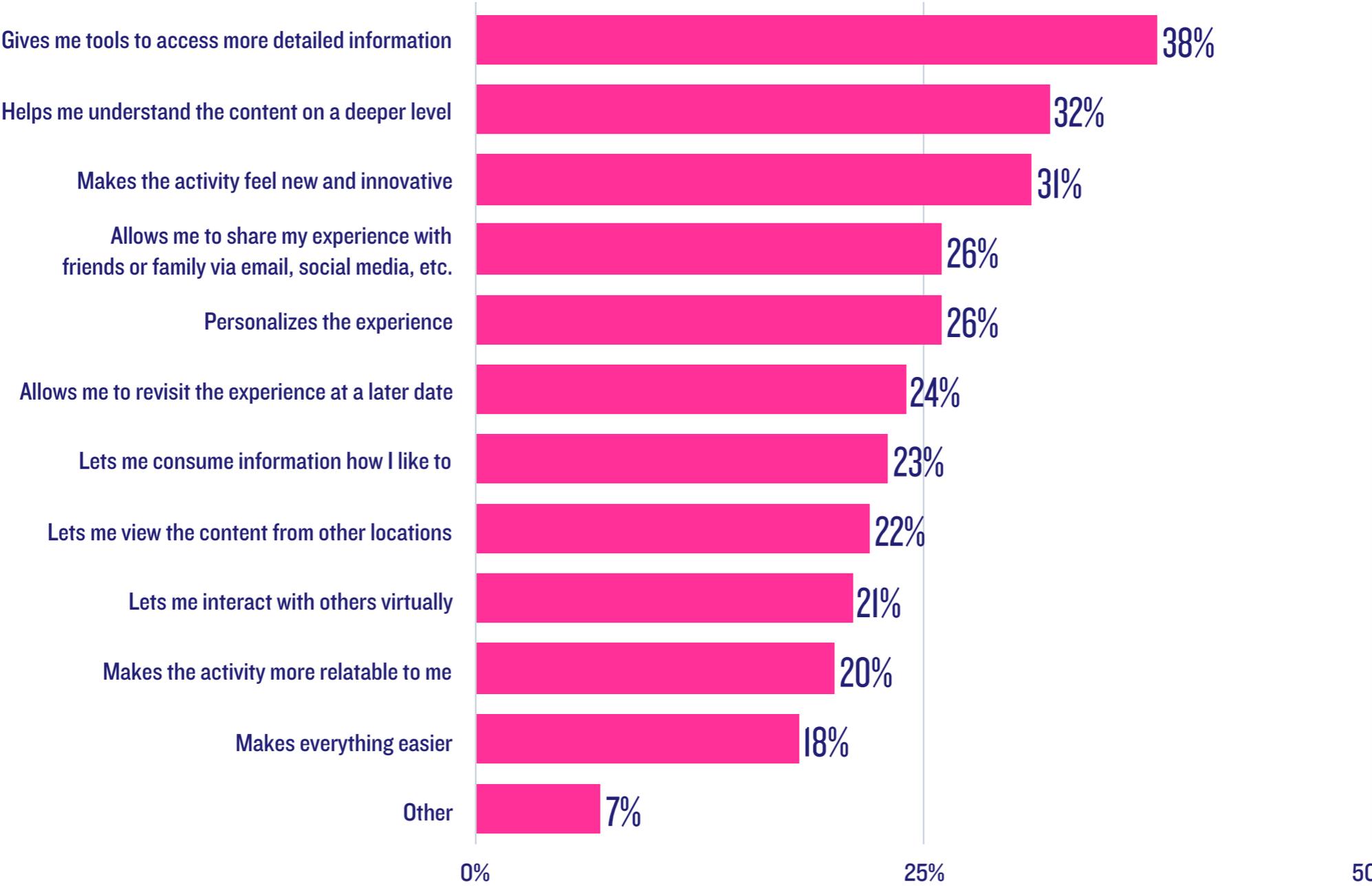
Digital Technology

Preferred digital/non-digital experience



Appeal of a digital experience

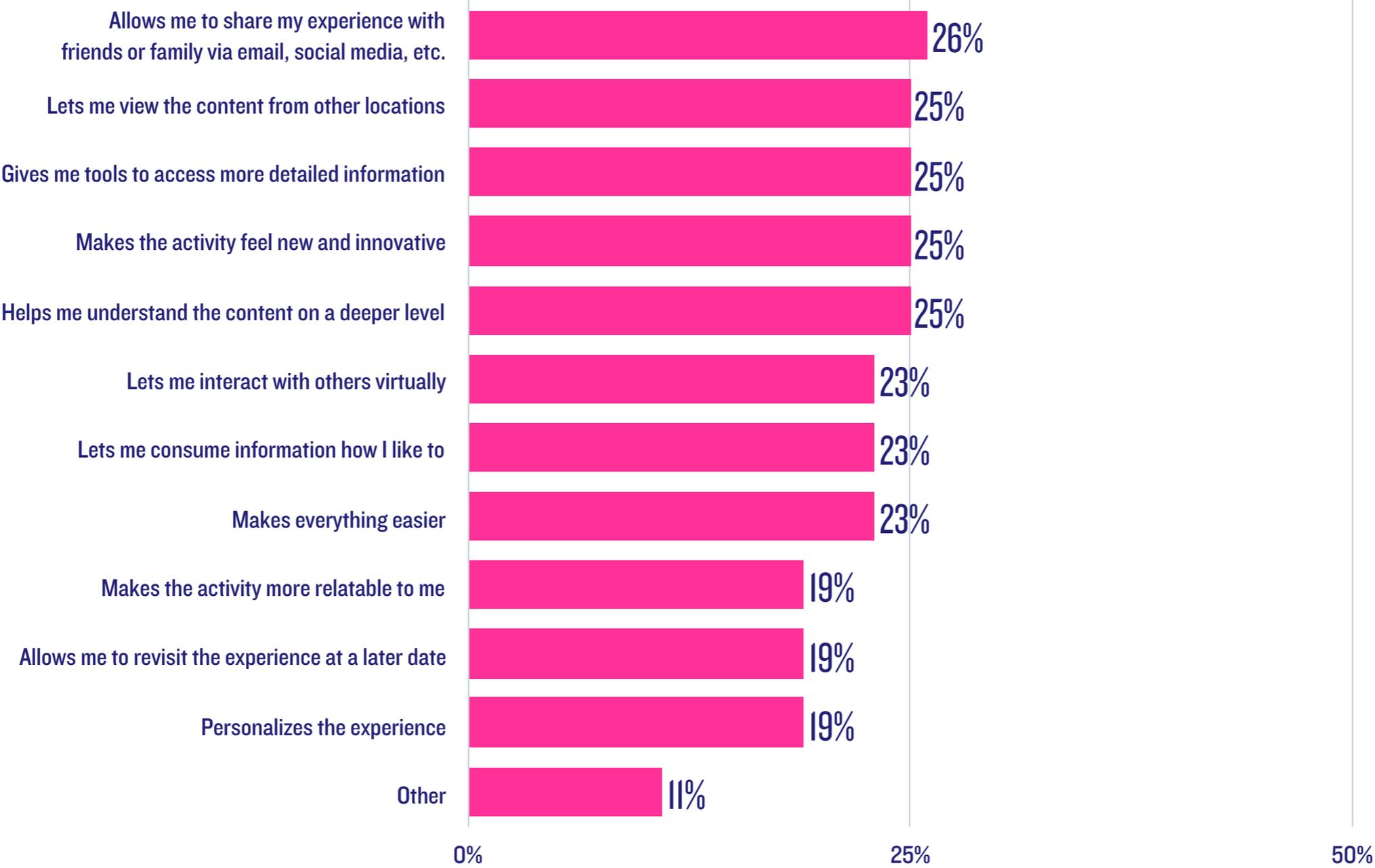
Art/design museum



Note:
• Percentages indicate those who answered previously that digital would enhance a cultural activity.

Appeal of a digital experience

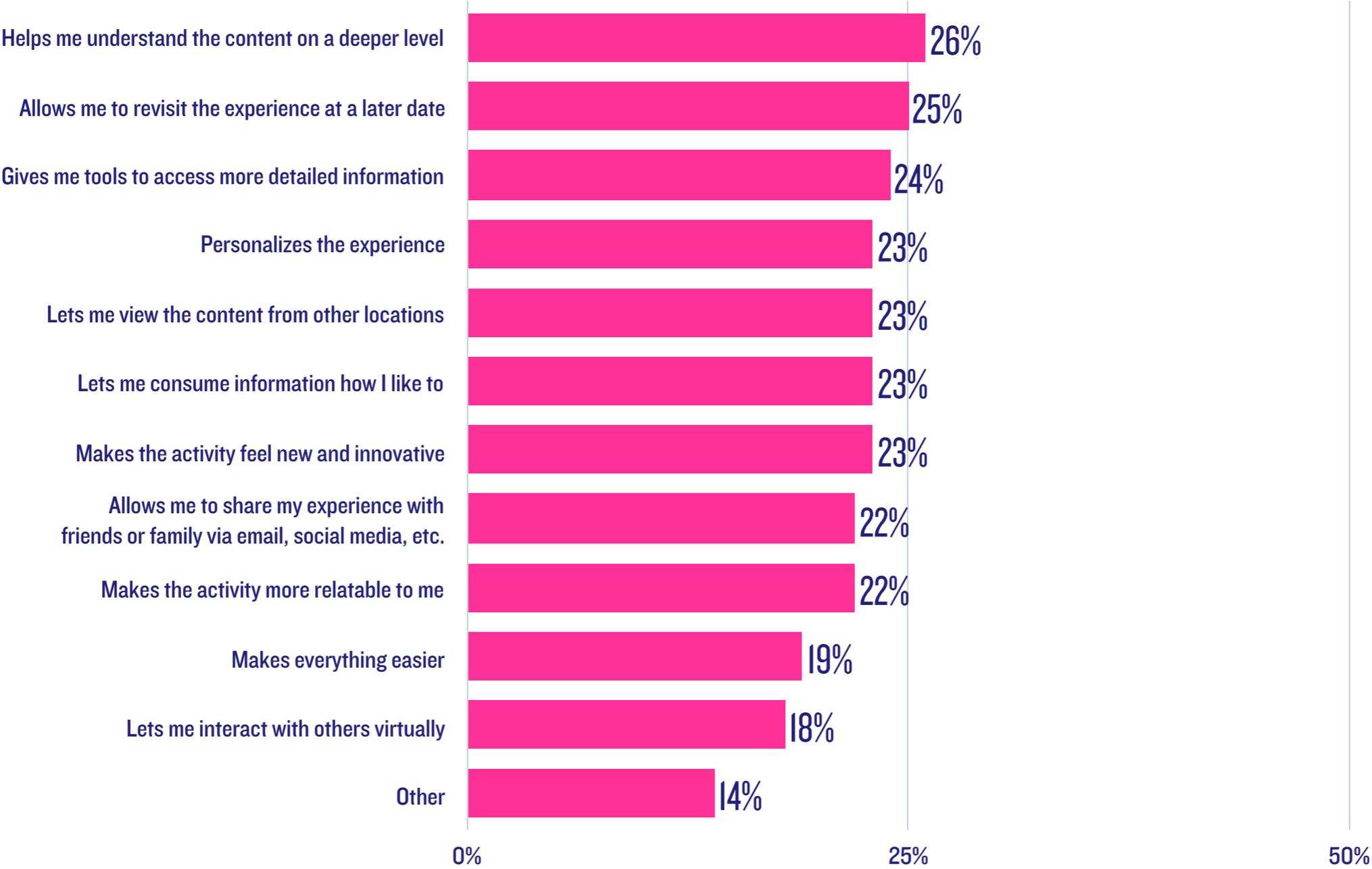
Opera



Note:
• Percentages indicate those who answered previously that digital would enhance a cultural activity.

Appeal of a digital experience

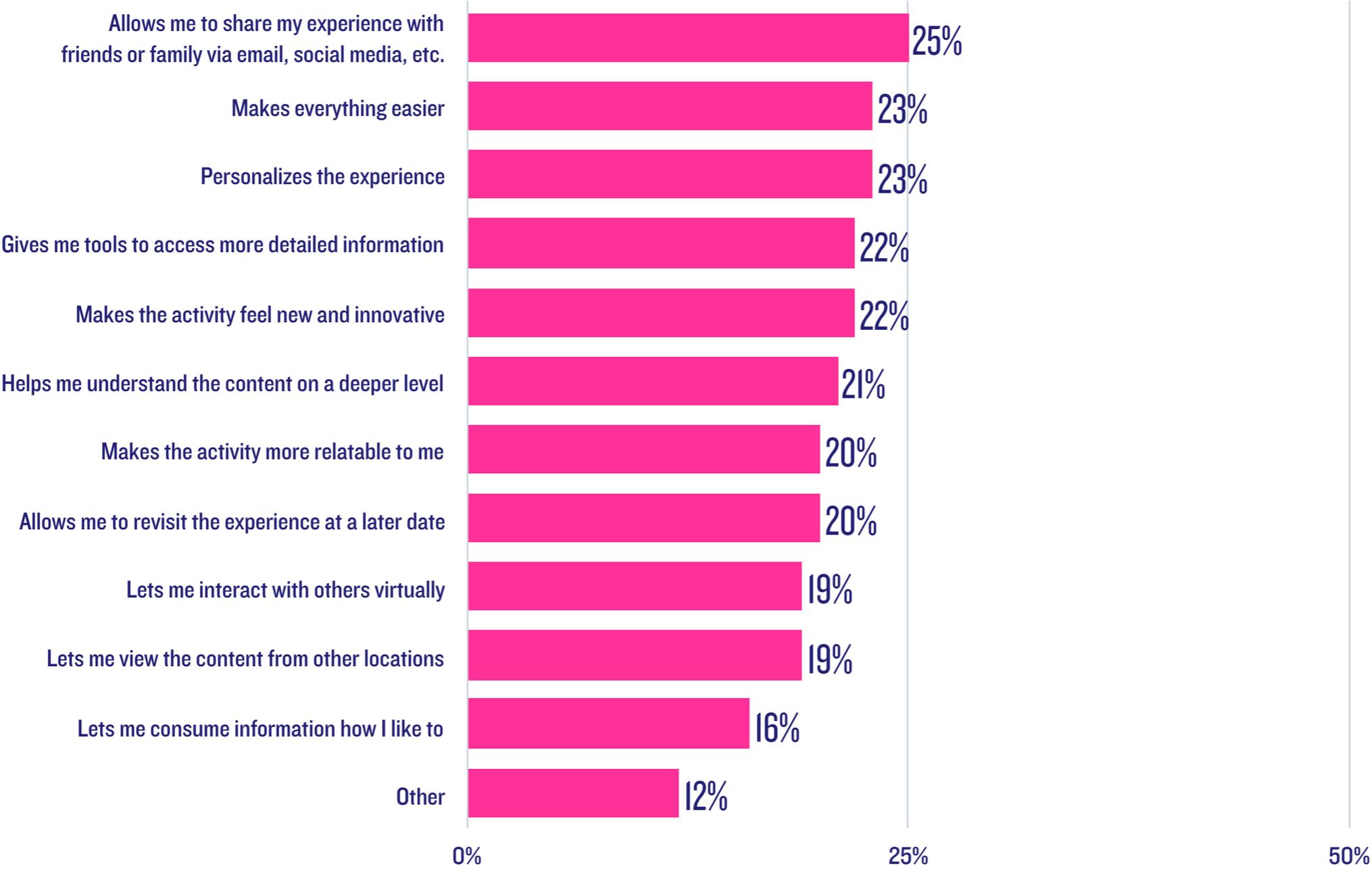
Classical music



Note:
• Percentages indicate those who answered previously that digital would enhance a cultural activity.

Appeal of a digital experience

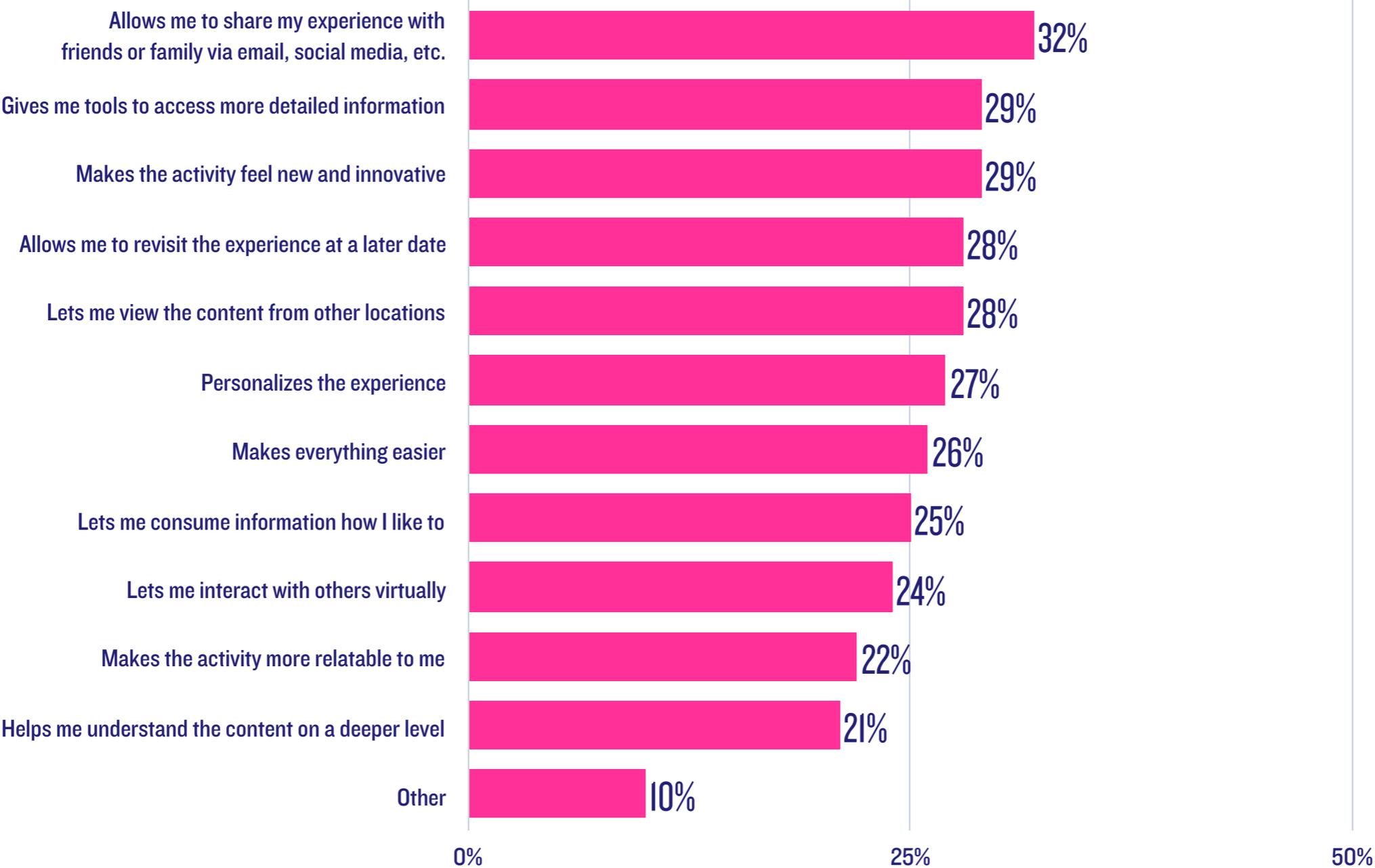
Ballet



Note:
• Percentages indicate those who answered previously that digital would enhance a cultural activity.

Appeal of a digital experience

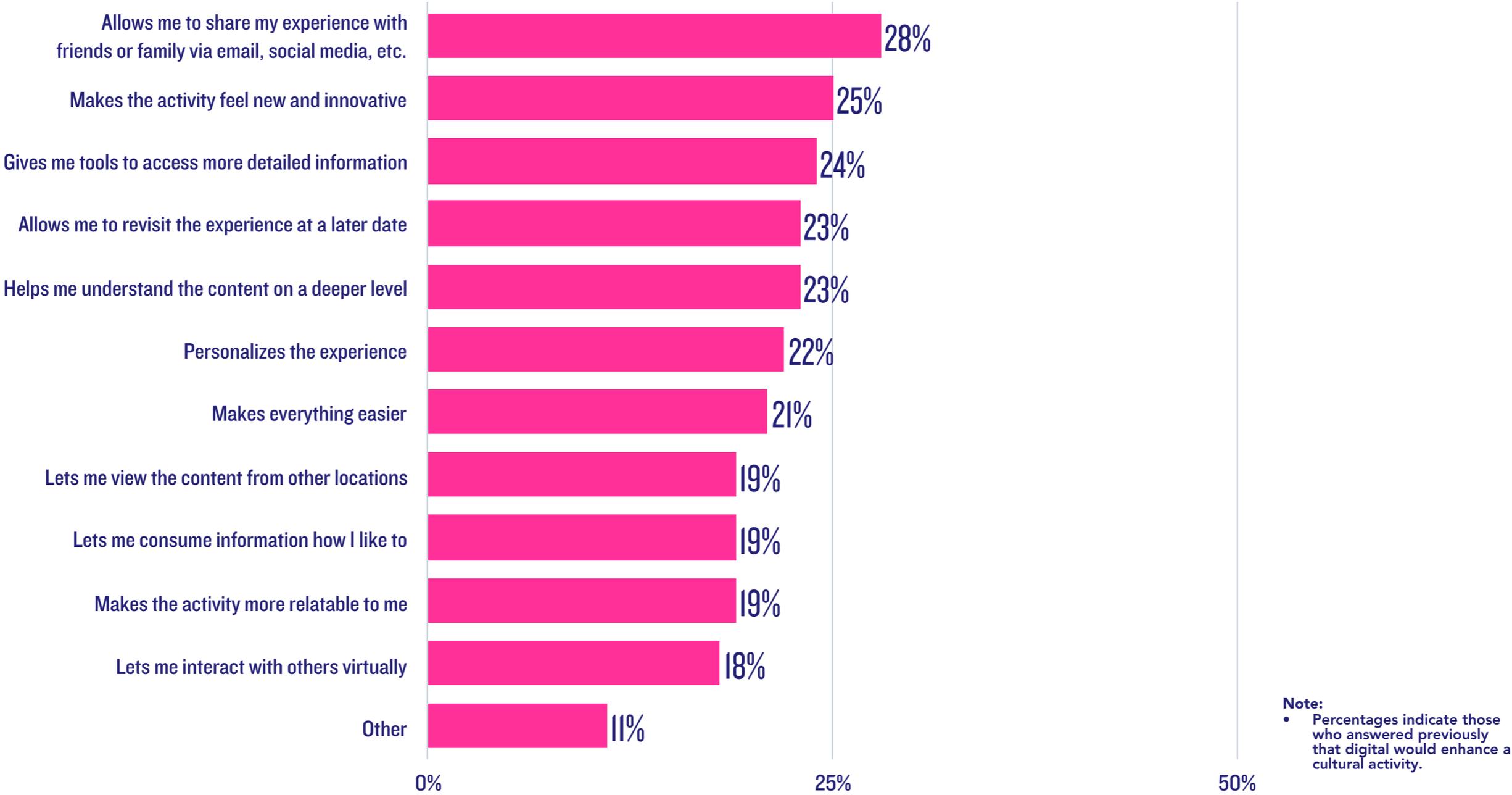
Popular music



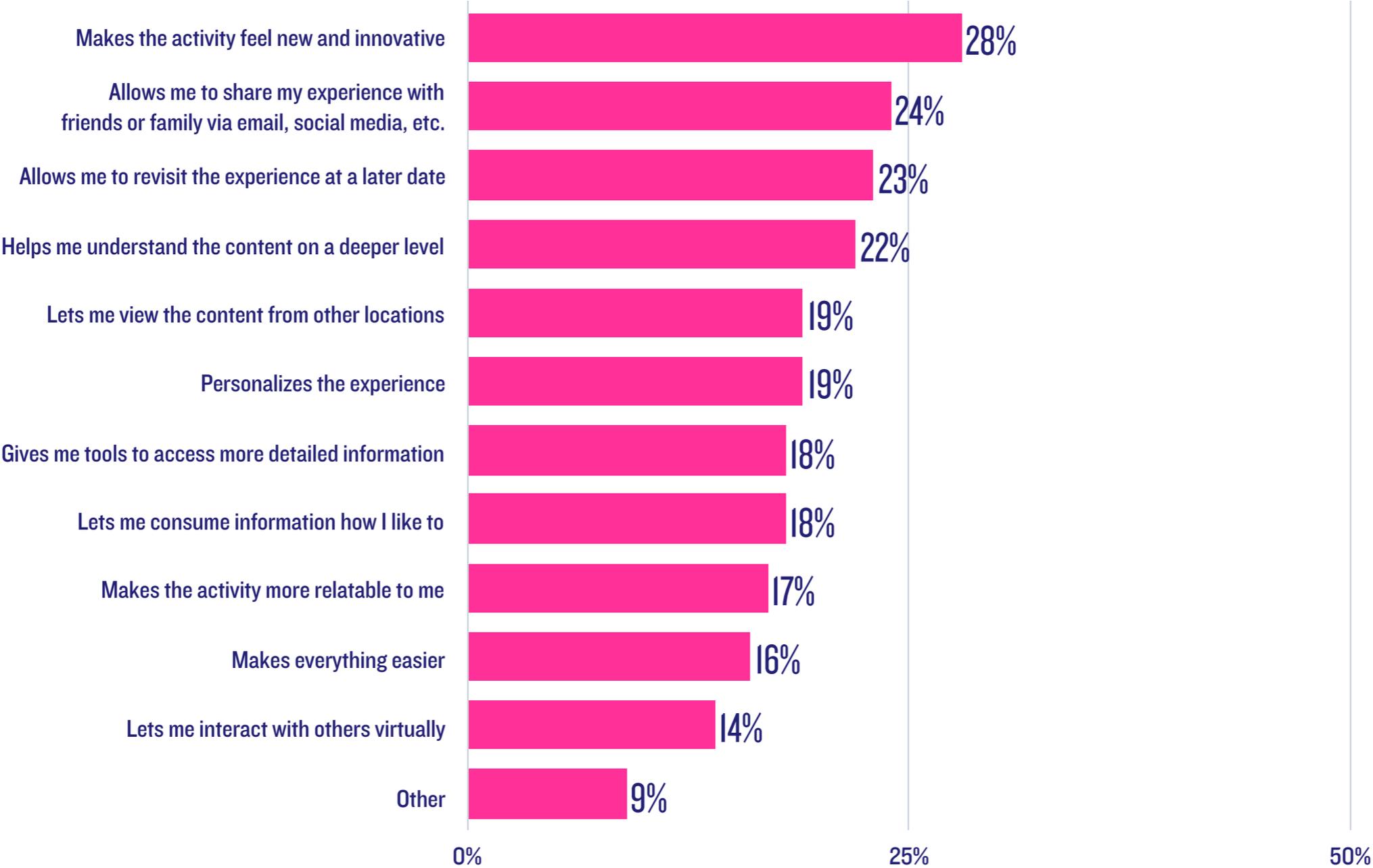
Note:
• Percentages indicate those who answered previously that digital would enhance a cultural activity.

Appeal of a digital experience

Musical



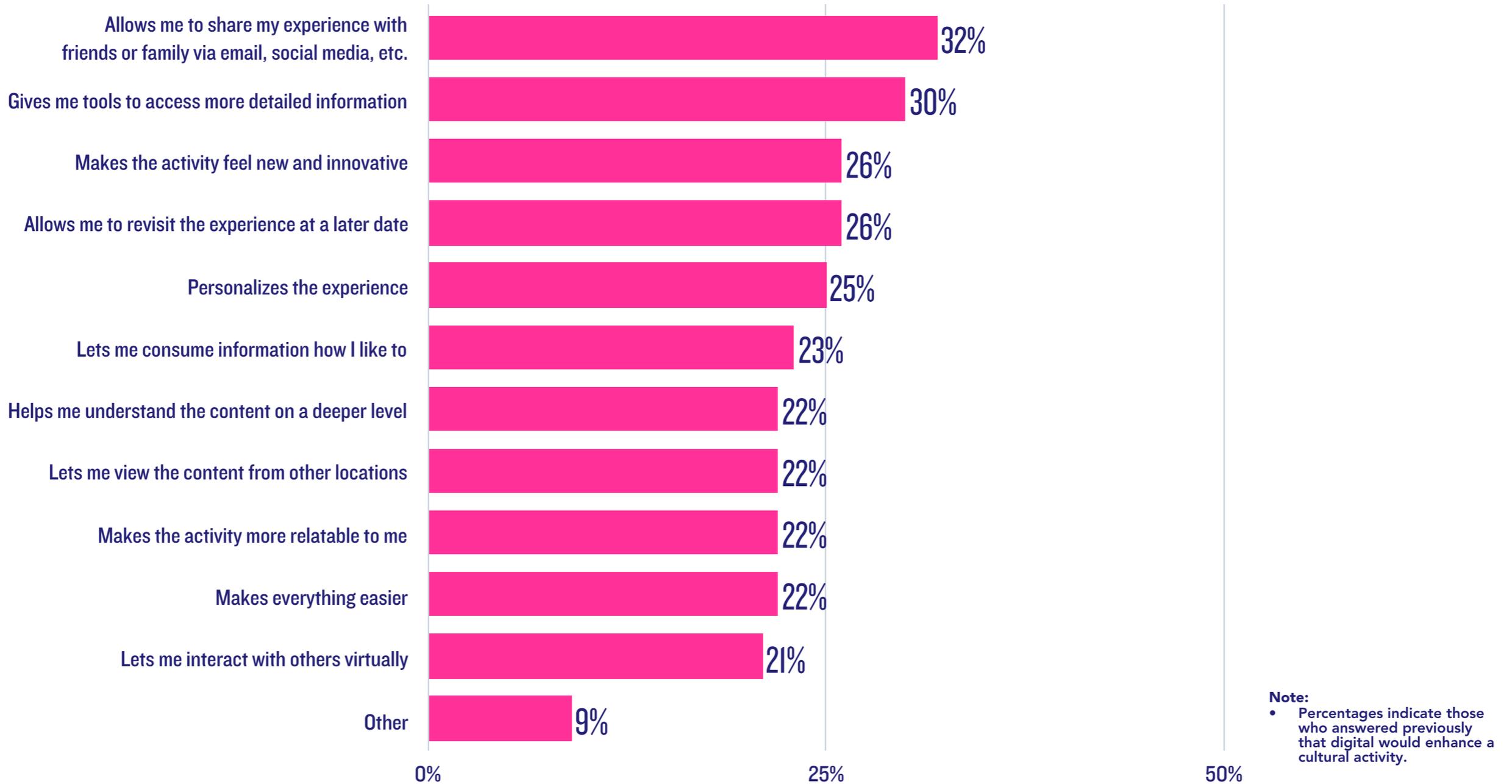
Appeal of a digital experience Play (non-musical)



Note:
• Percentages indicate those who answered previously that digital would enhance a cultural activity.

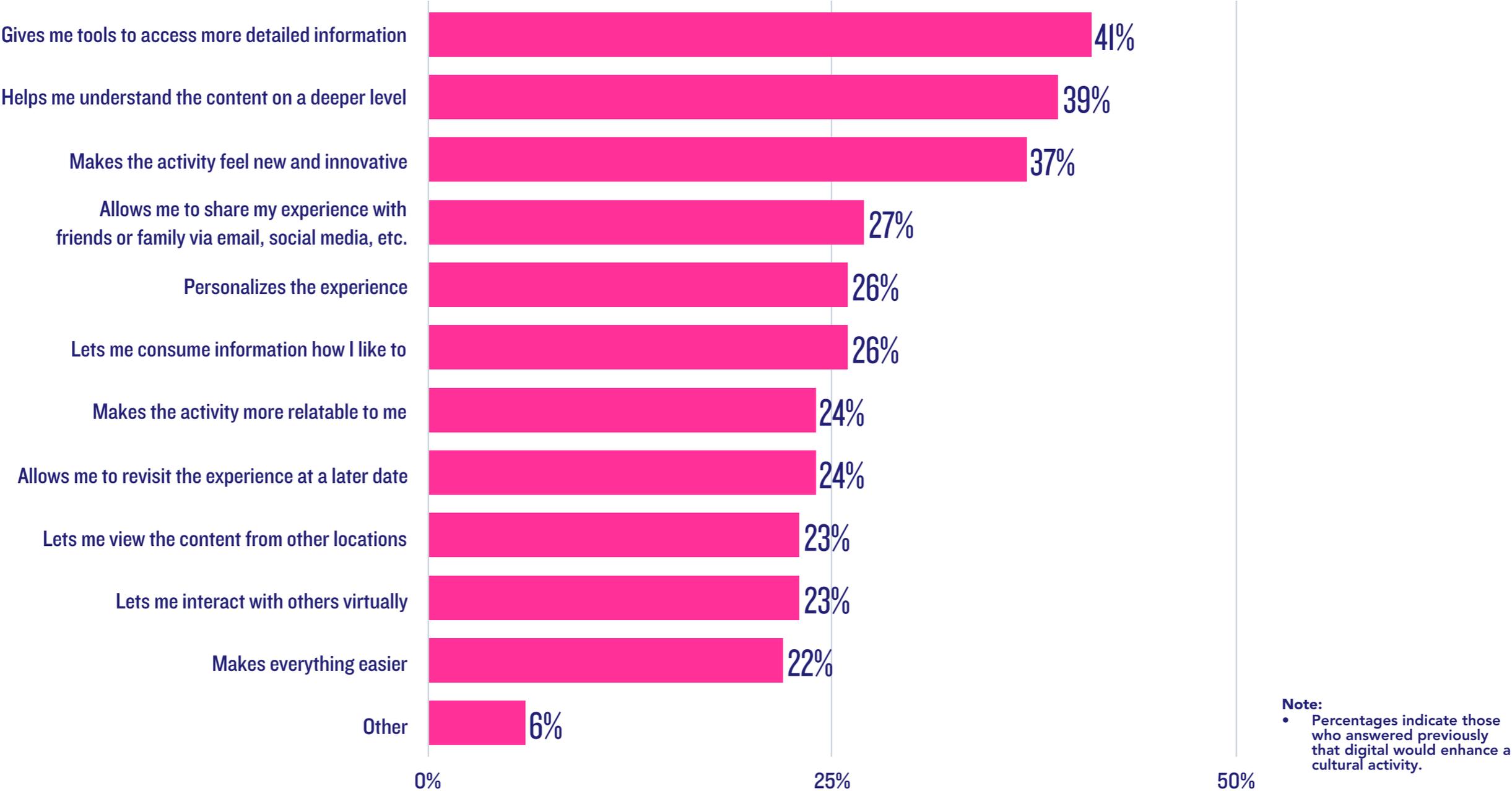
Appeal of a digital experience

Community festival/street fair



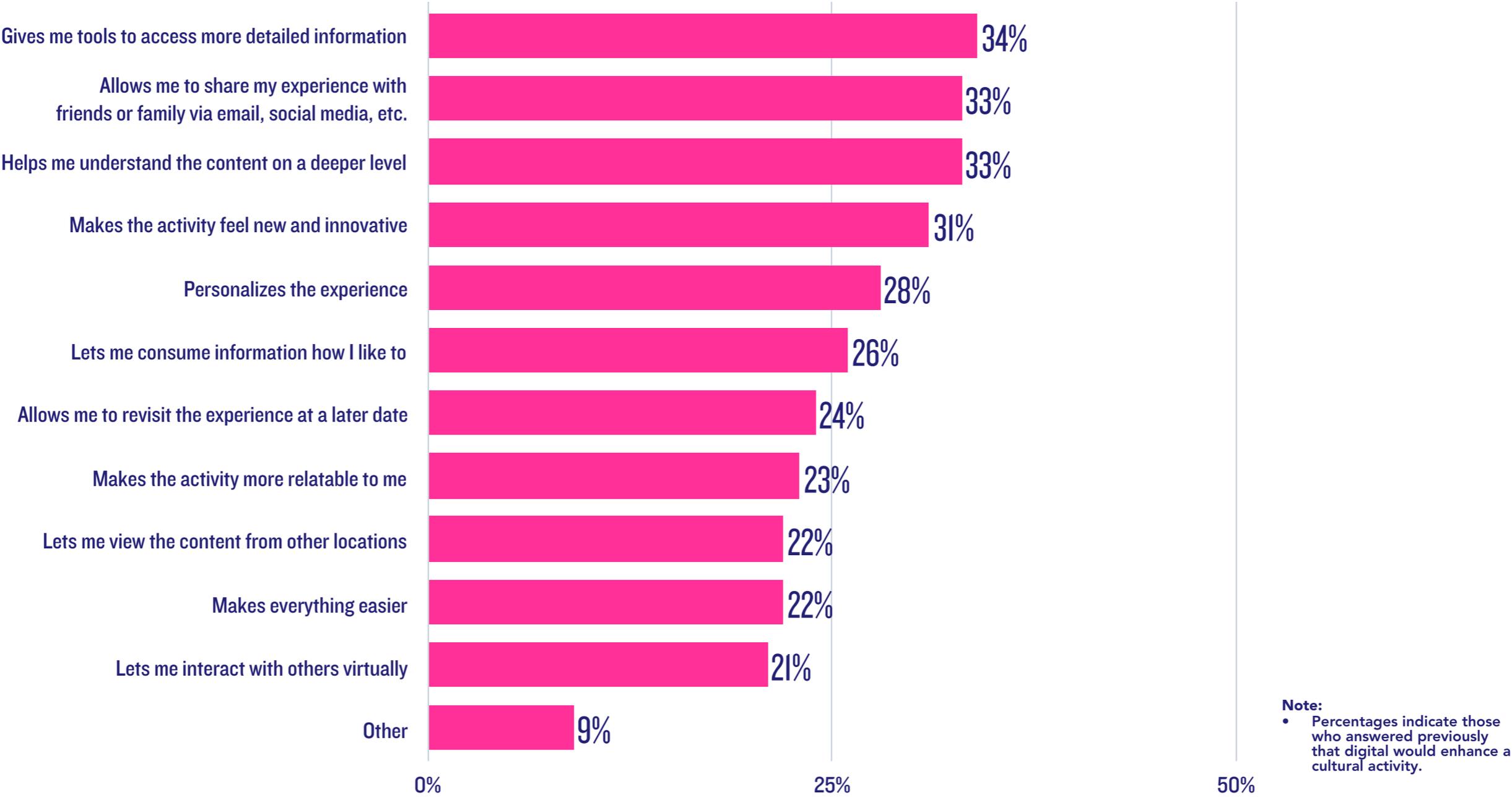
Appeal of a digital experience

Science or technology museum, natural history museum



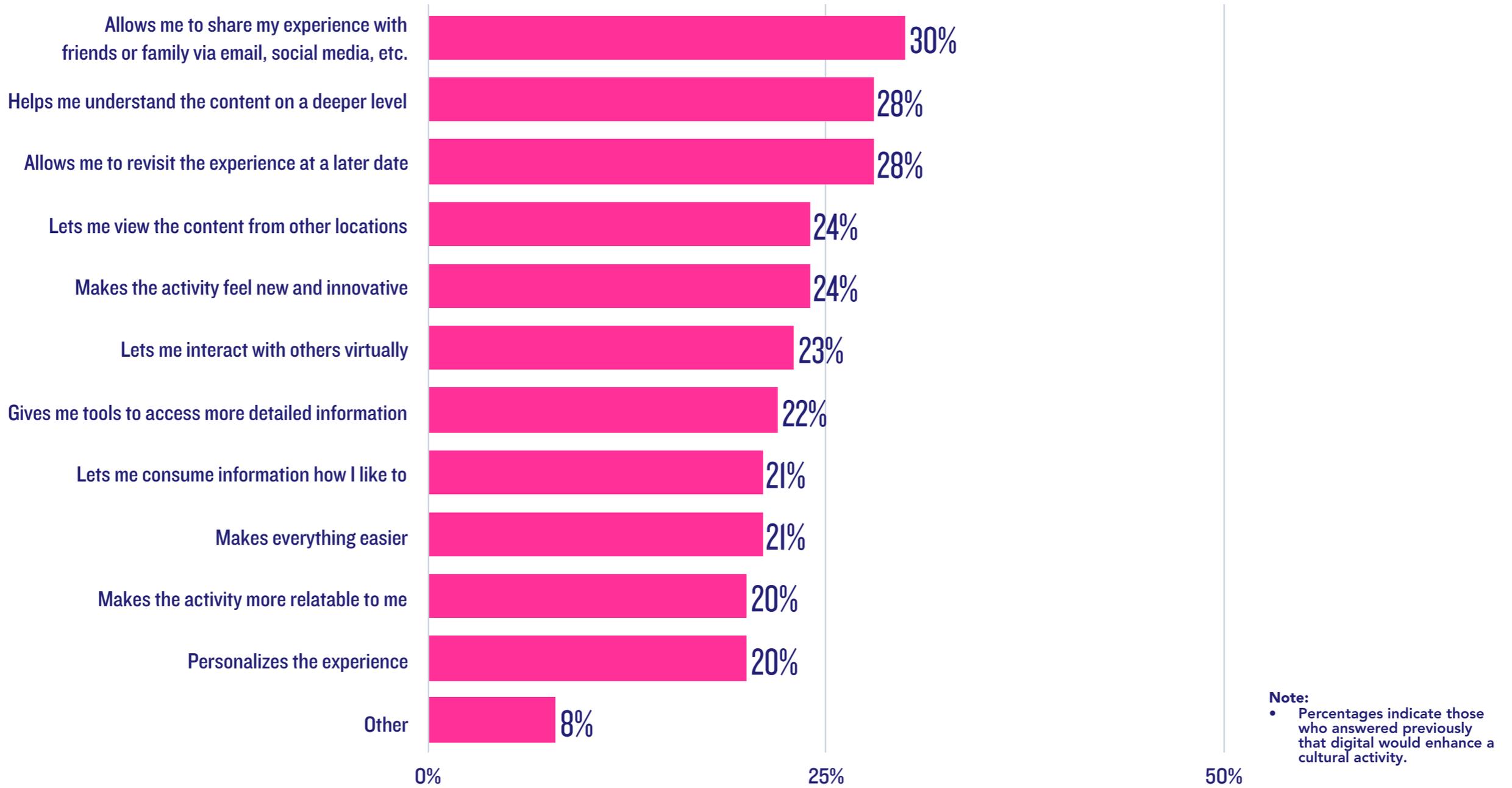
Appeal of a digital experience

Zoo, aquarium, botanical garden



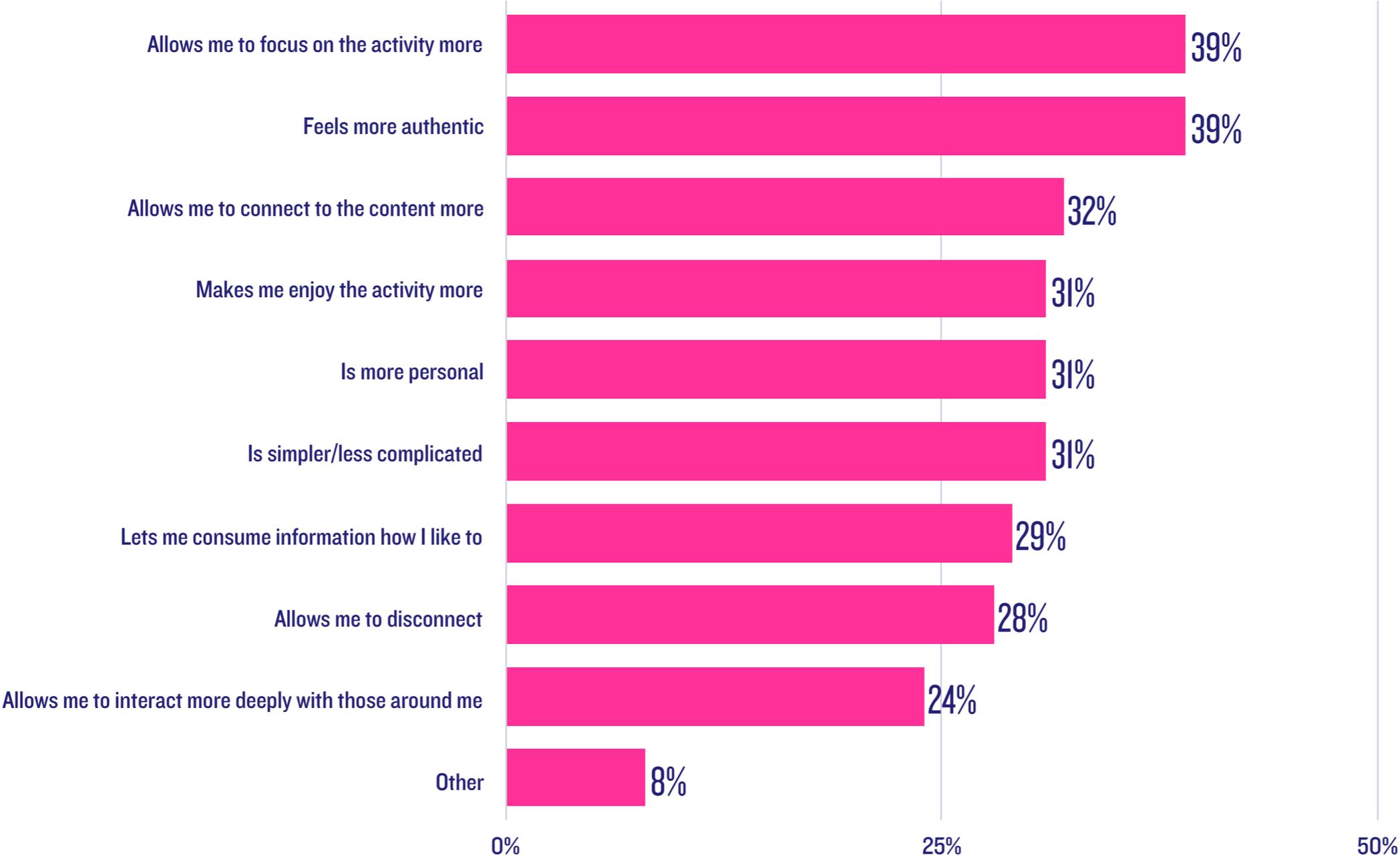
Appeal of a digital experience

Regional dance, contemporary dance



Appeal of a non-digital experience

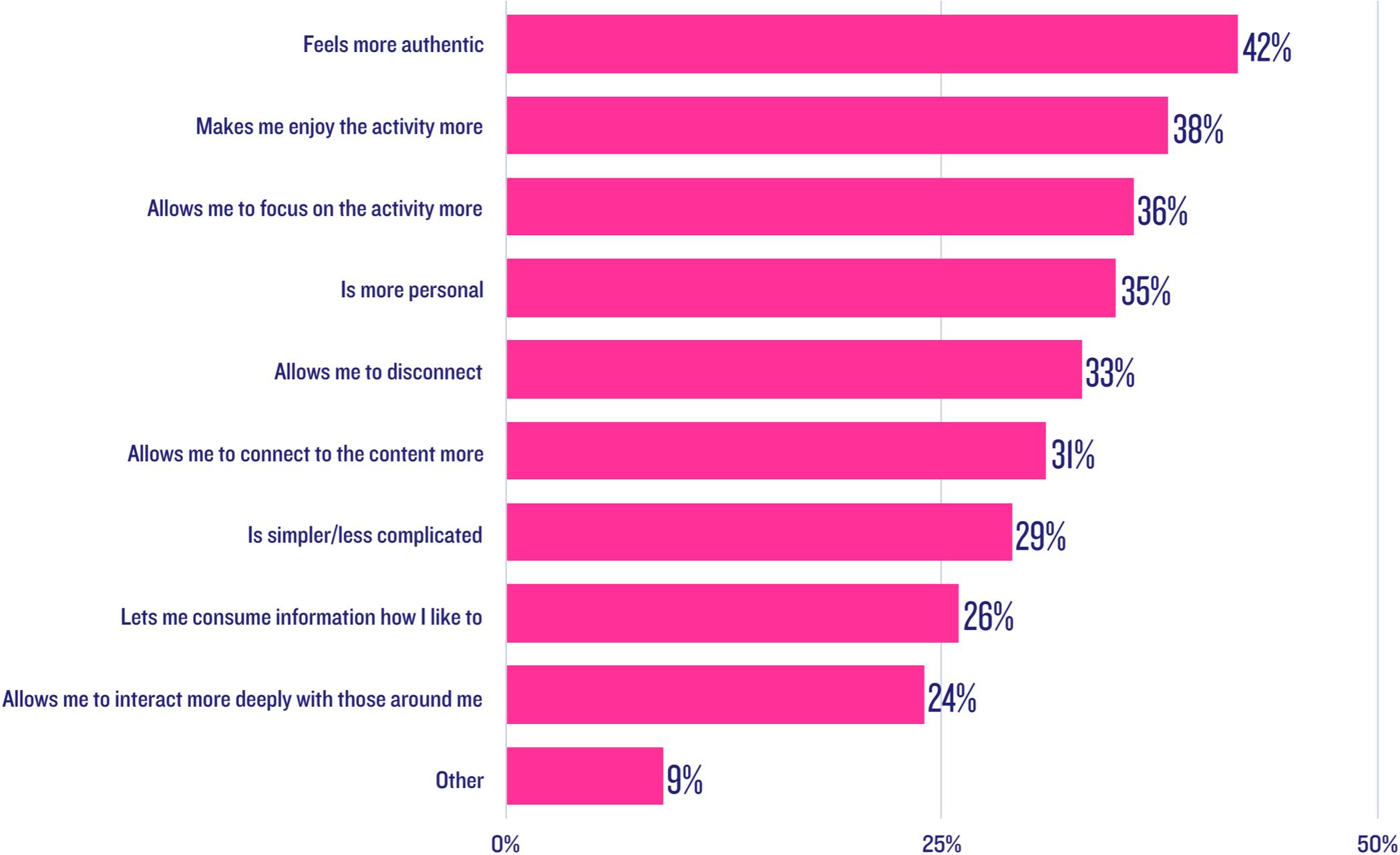
Art/design museum



Note:
• Percentages indicate those who answered previously that digital would not enhance a cultural activity or had no preference.

Appeal of a non-digital experience

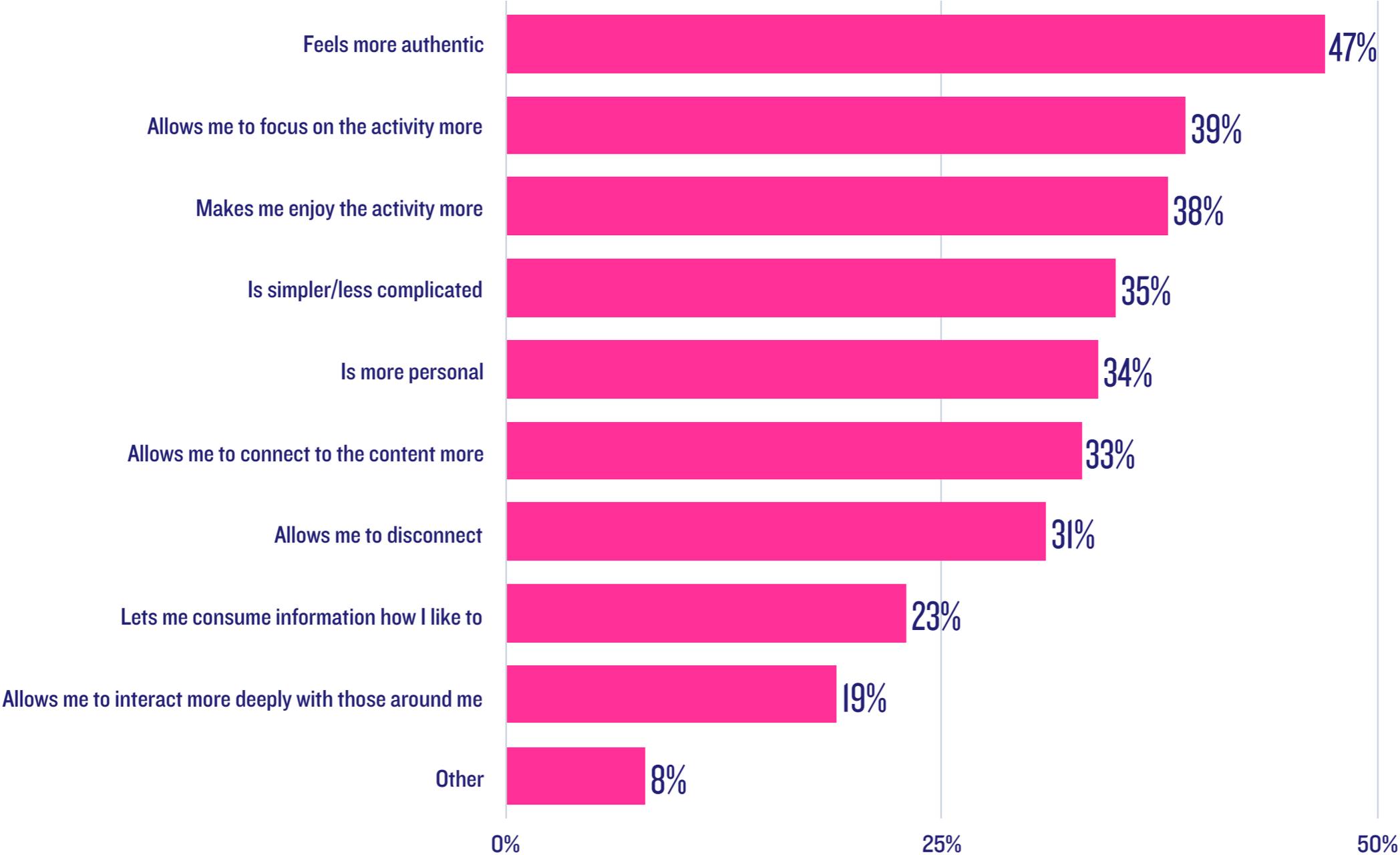
Opera



Note:
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Appeal of a non-digital experience

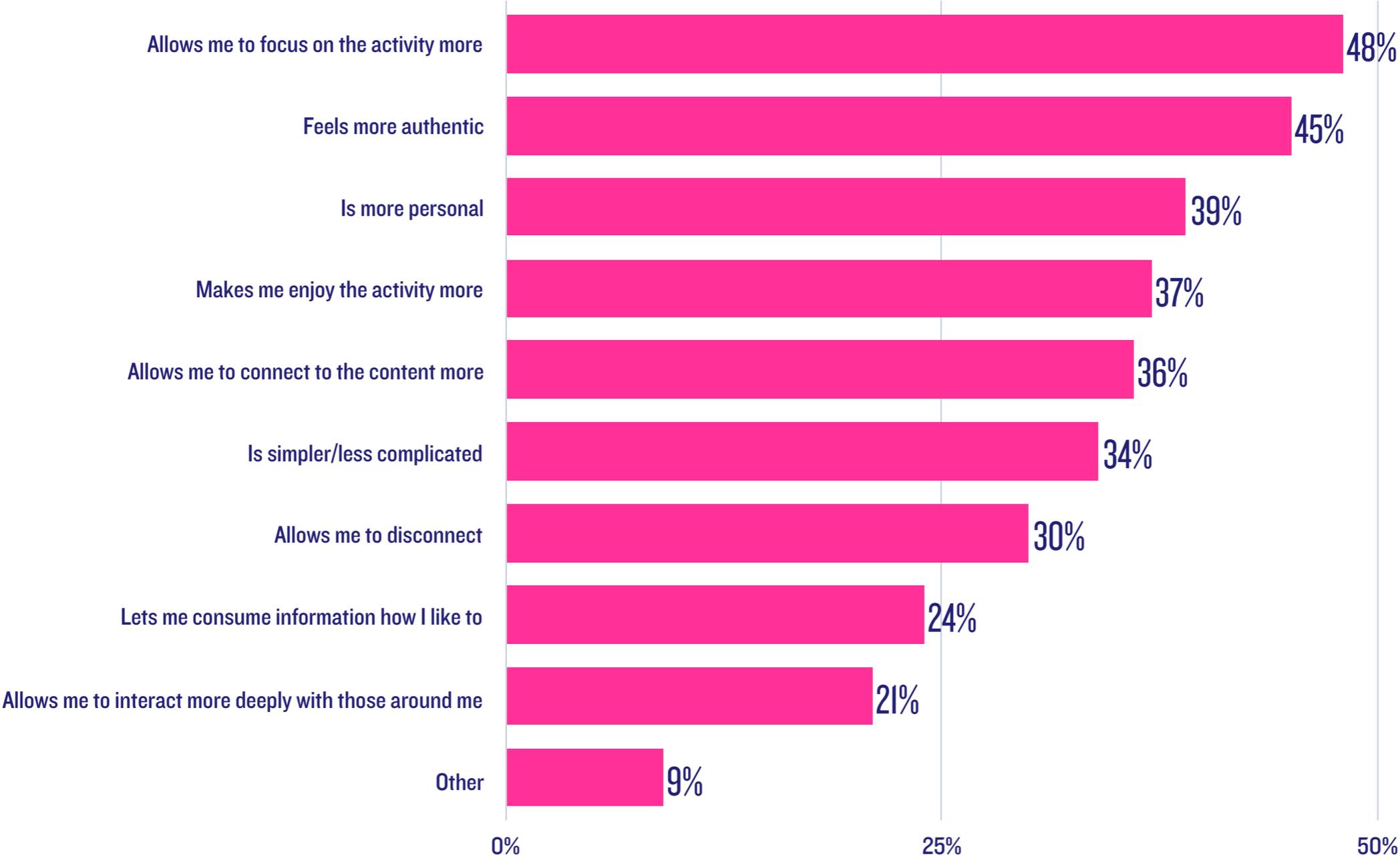
Classical music



Note:
• Percentages indicate those who answered previously that digital would not enhance a cultural activity or had no preference.

Appeal of a non-digital experience

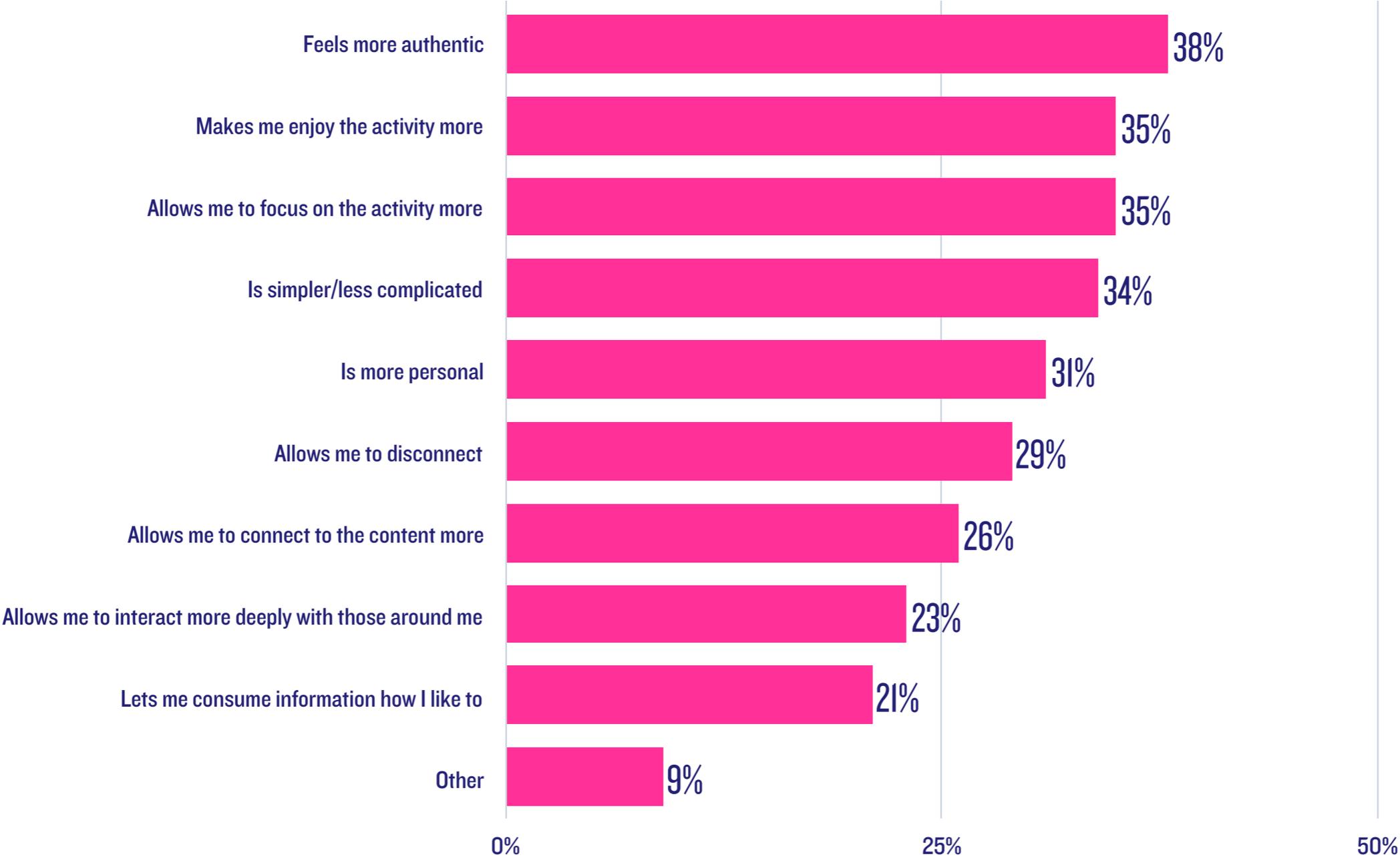
Ballet



Note:
• Percentages indicate those who answered previously that digital would not enhance a cultural activity or had no preference.

Appeal of a non-digital experience

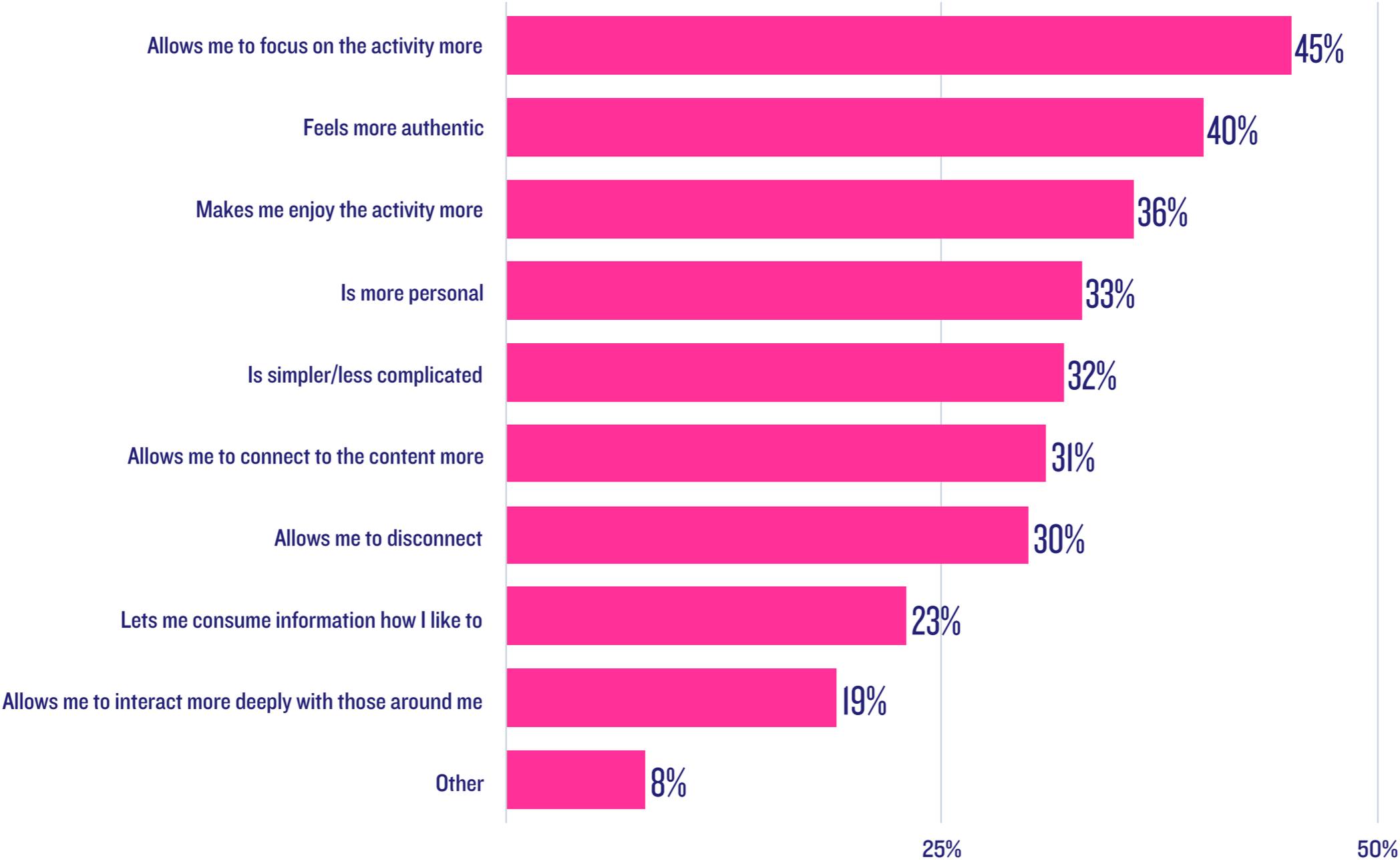
Popular music



Note:
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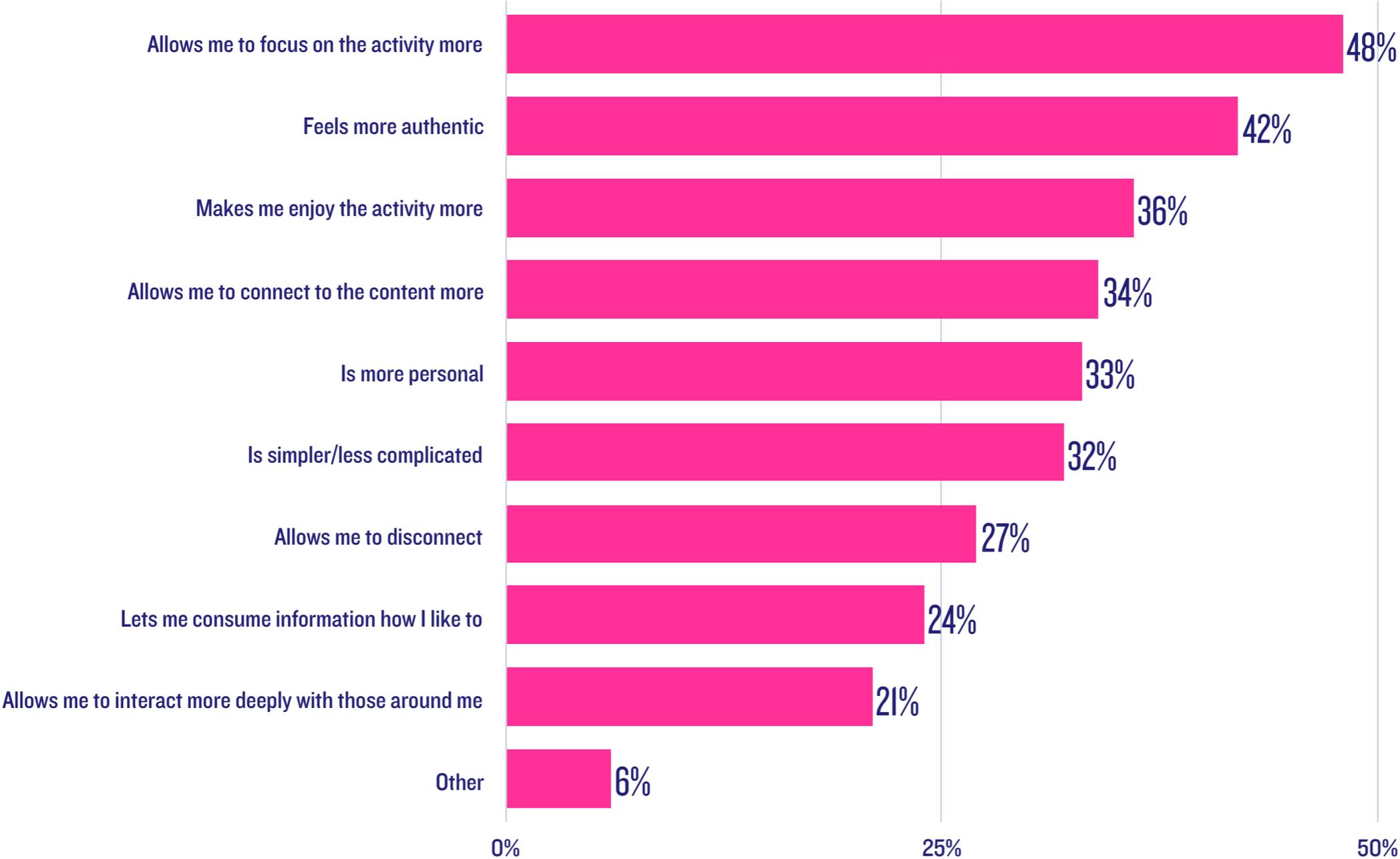
Appeal of a non-digital experience

Musical



Note:
• Percentages indicate those who answered previously that digital would not enhance a cultural activity or had no preference.

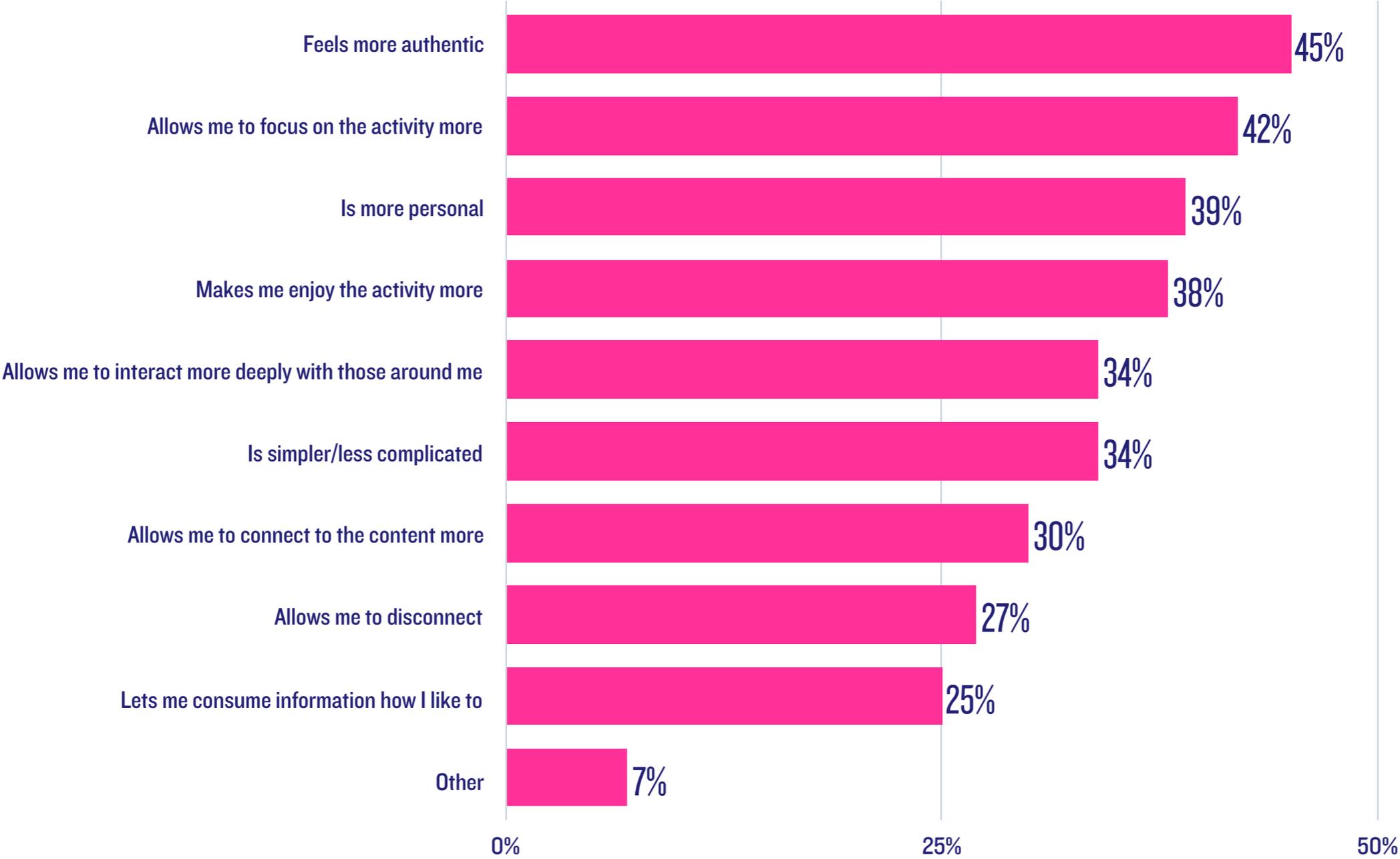
Appeal of a non-digital experience Play (non-musical)



Note:
• Percentages indicate those who answered previously that digital would not enhance a cultural activity or had no preference.

Appeal of a non-digital experience

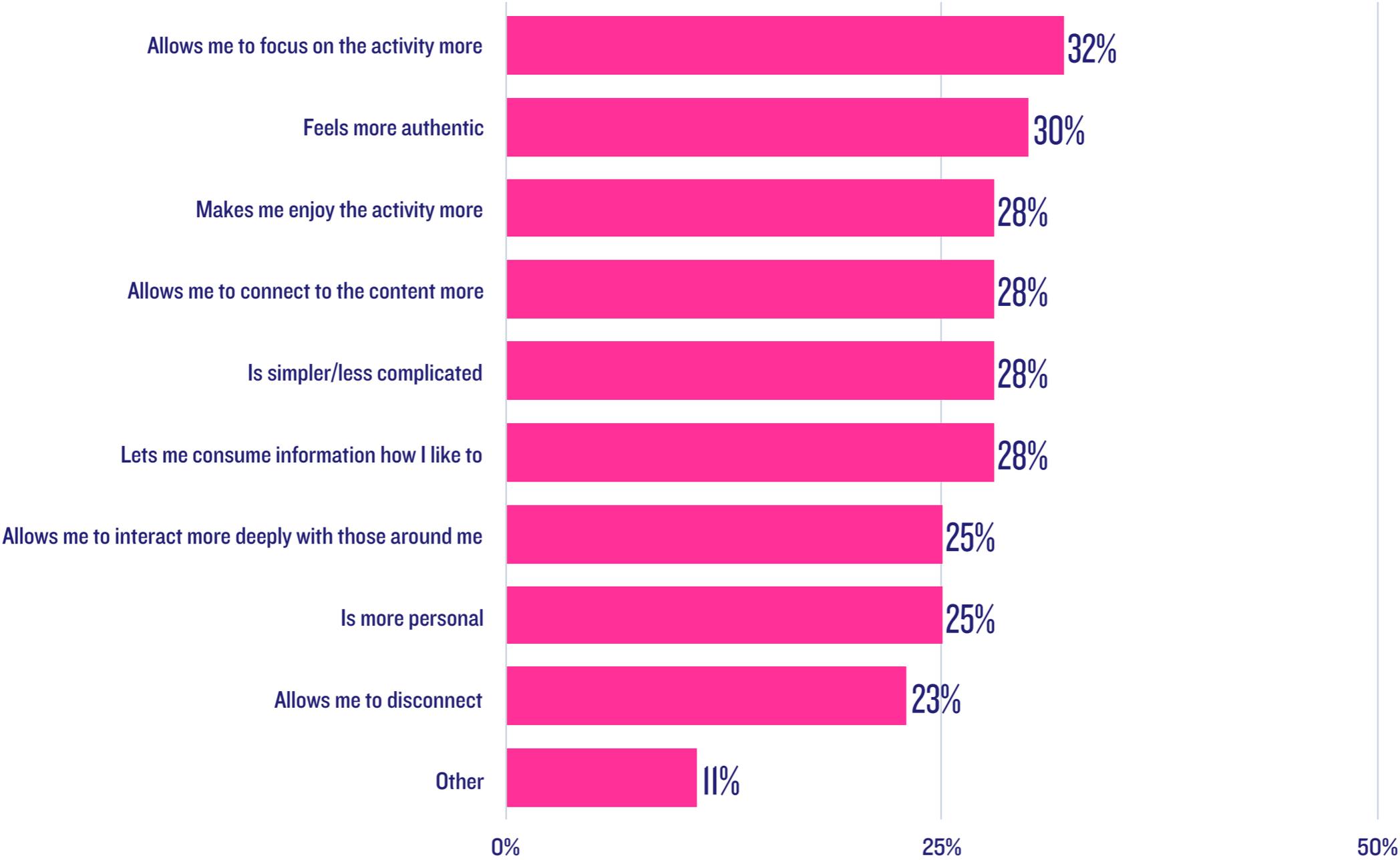
Community festival/street fair



Note:
• Percentages indicate those who answered previously that digital would not enhance a cultural activity or had no preference.

Appeal of a non-digital experience

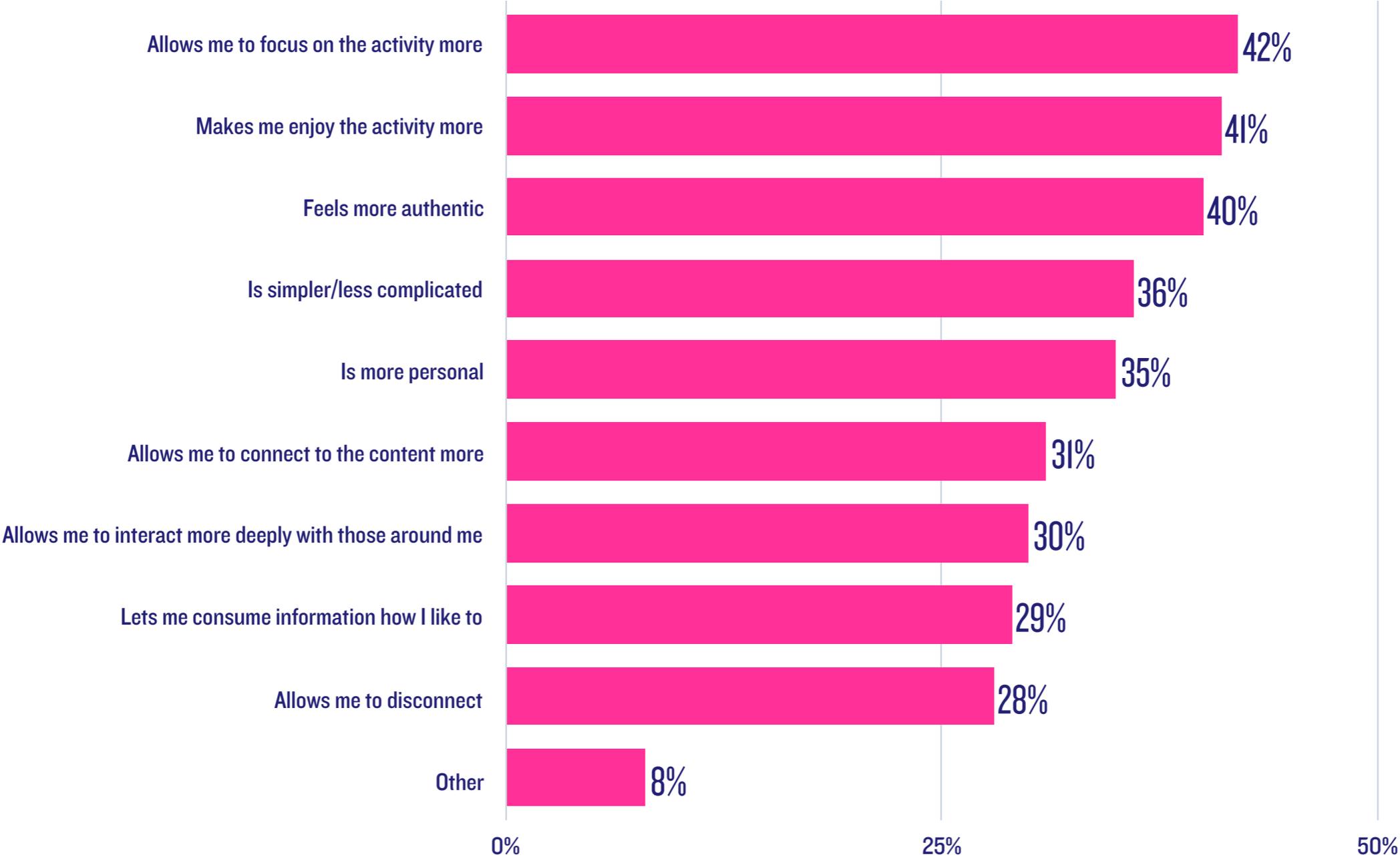
Science or technology museum, natural history museum



Note:
• Percentages indicate those who answered previously that digital would not enhance a cultural activity or had no preference.

Appeal of a non-digital experience

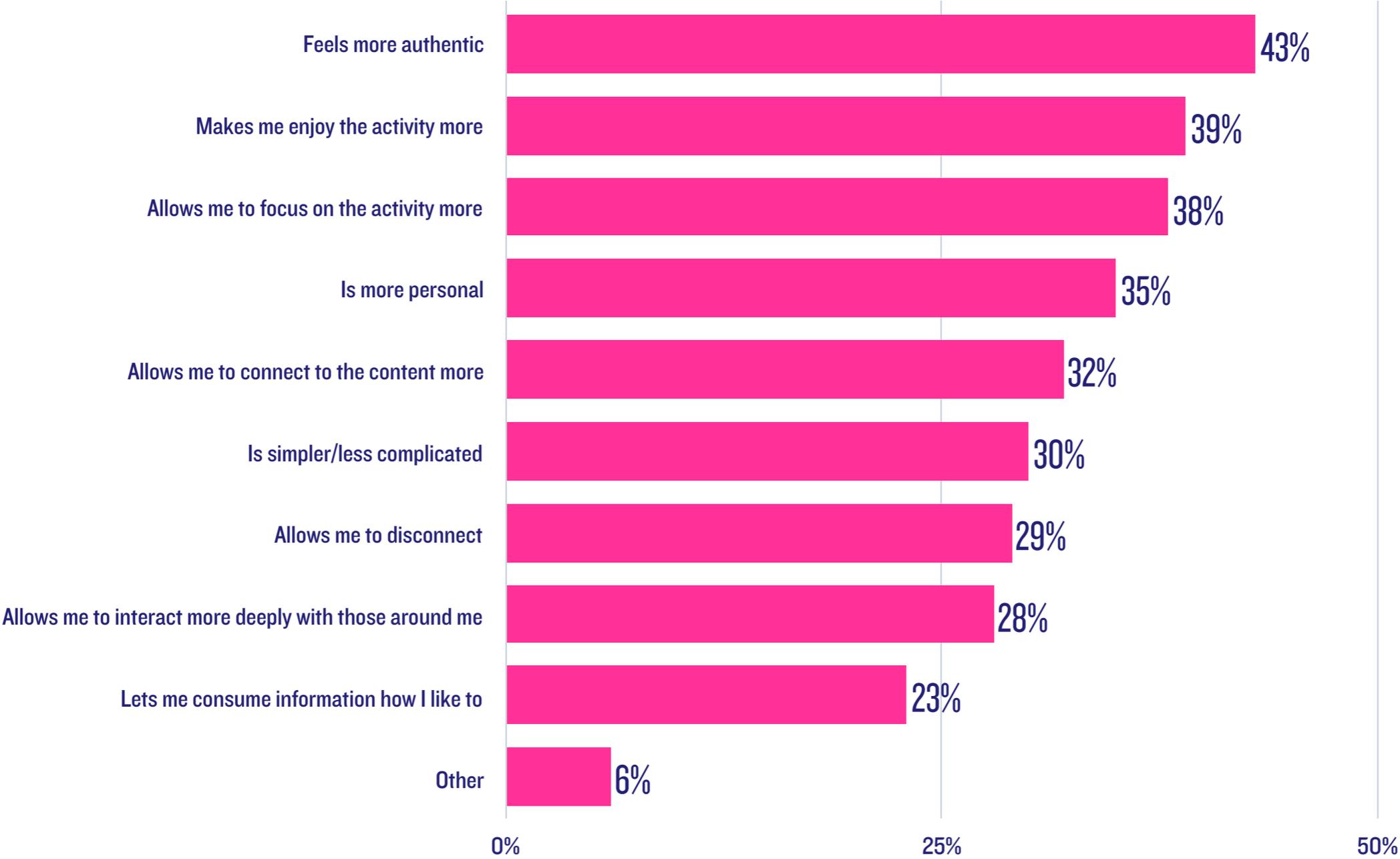
Zoo, aquarium, botanical garden



Note:
• Percentages indicate those who answered previously that digital would not enhance a cultural activity or had no preference.

Appeal of a non-digital experience

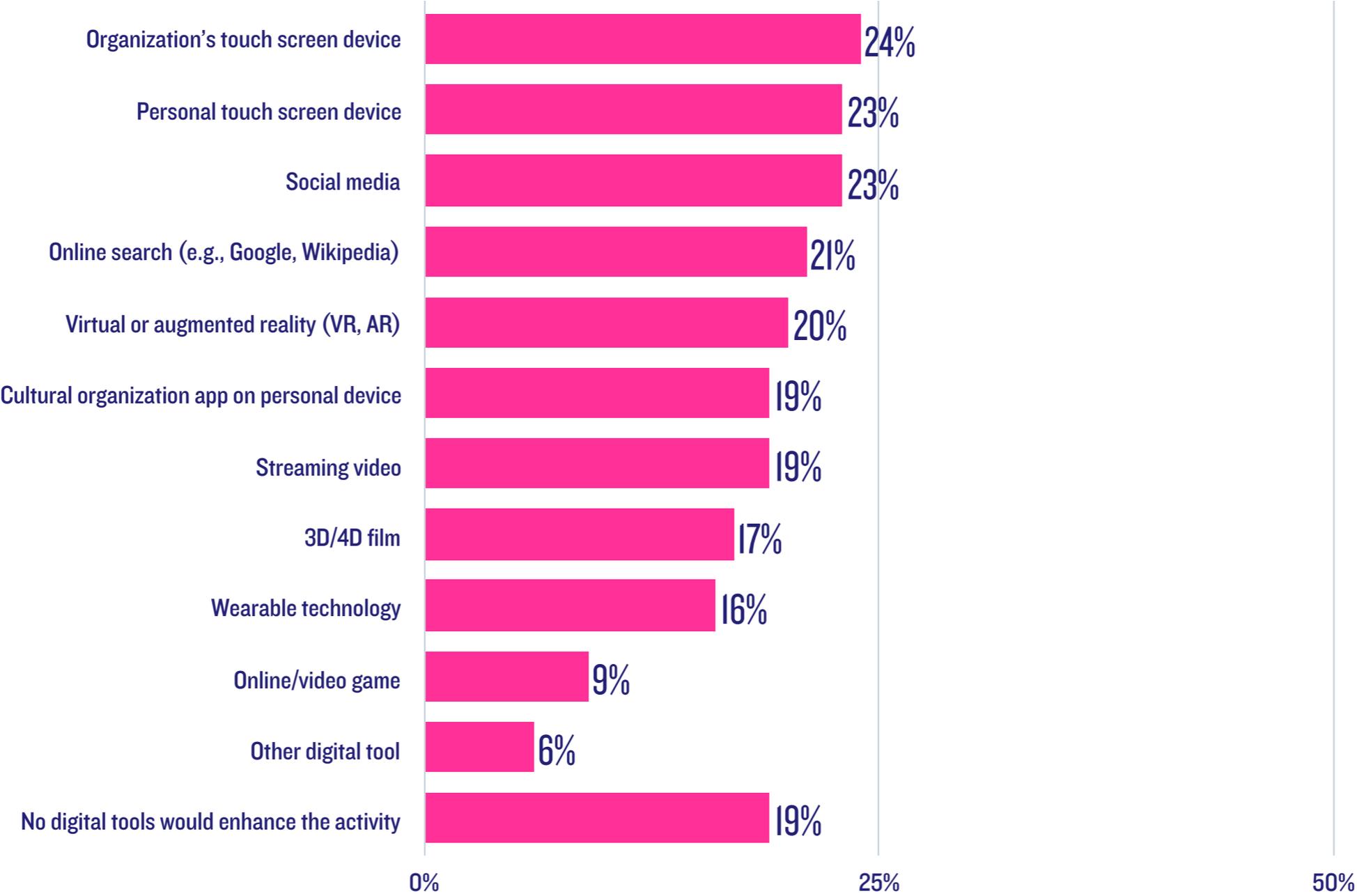
Regional dance, contemporary dance



Note:
• Percentages indicate those who answered previously that digital would not enhance a cultural activity or had no preference.

Preferred digital tools

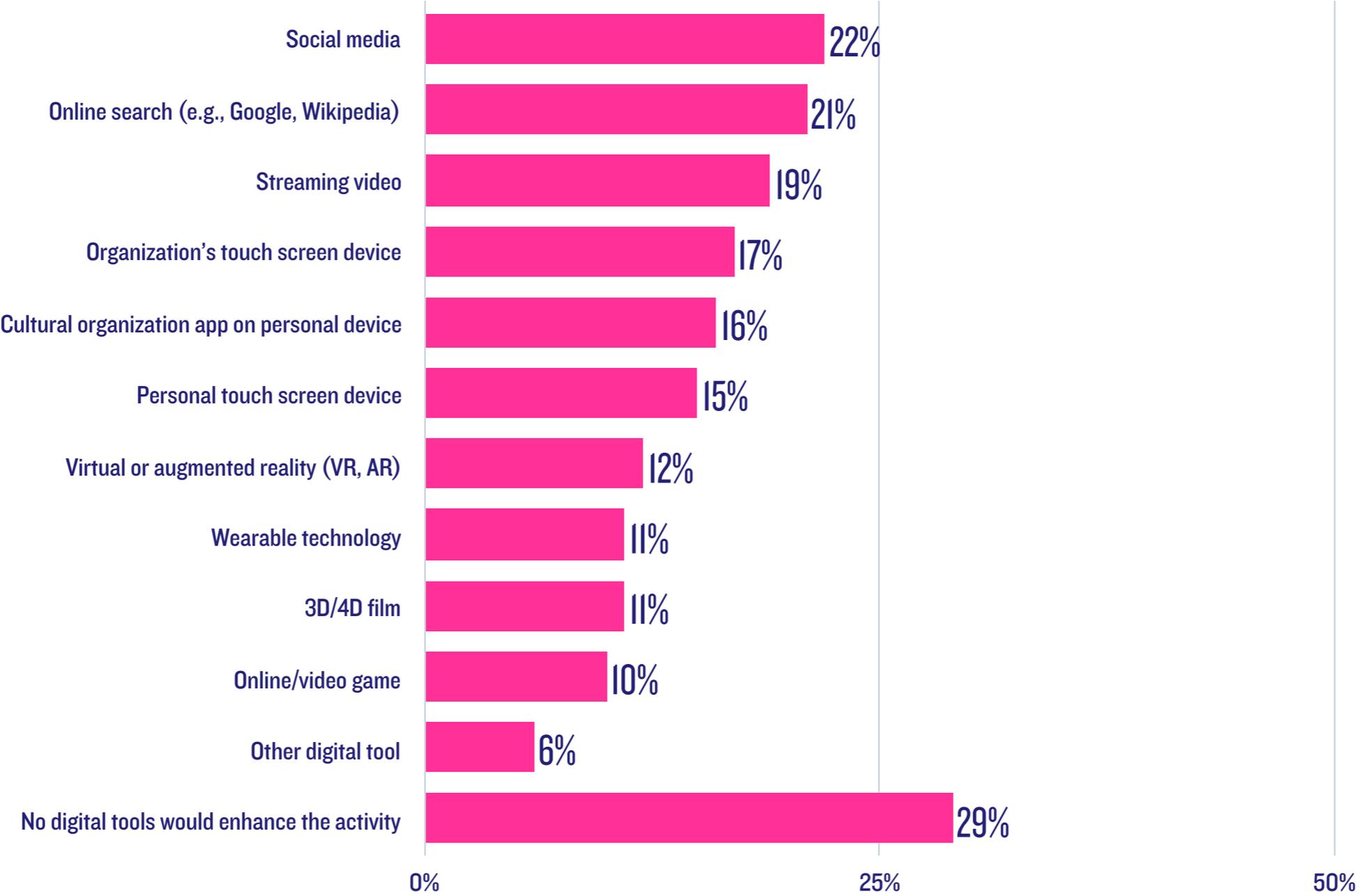
Art/design museum



Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Preferred digital tools

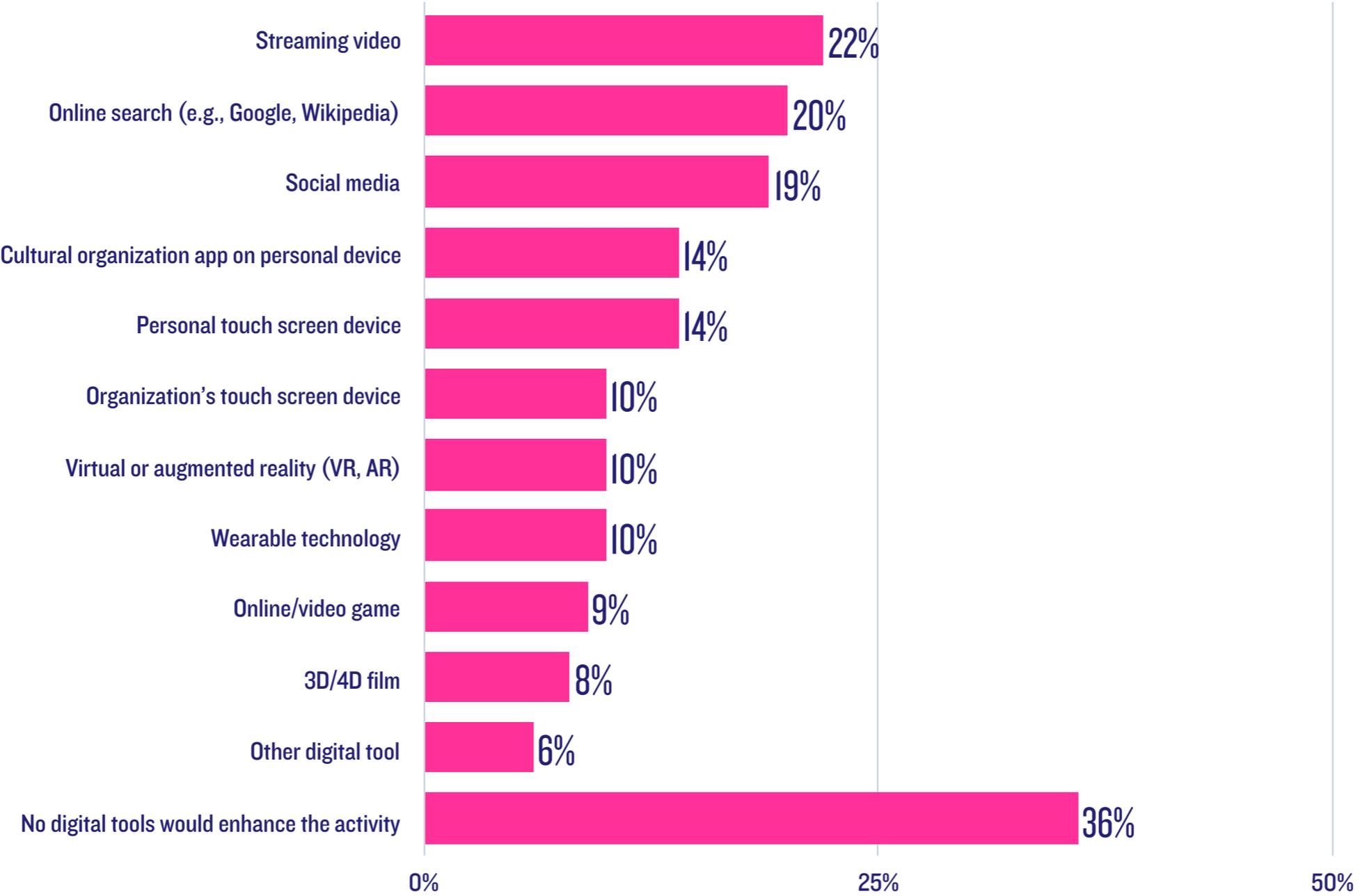
Opera



Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Preferred digital tools

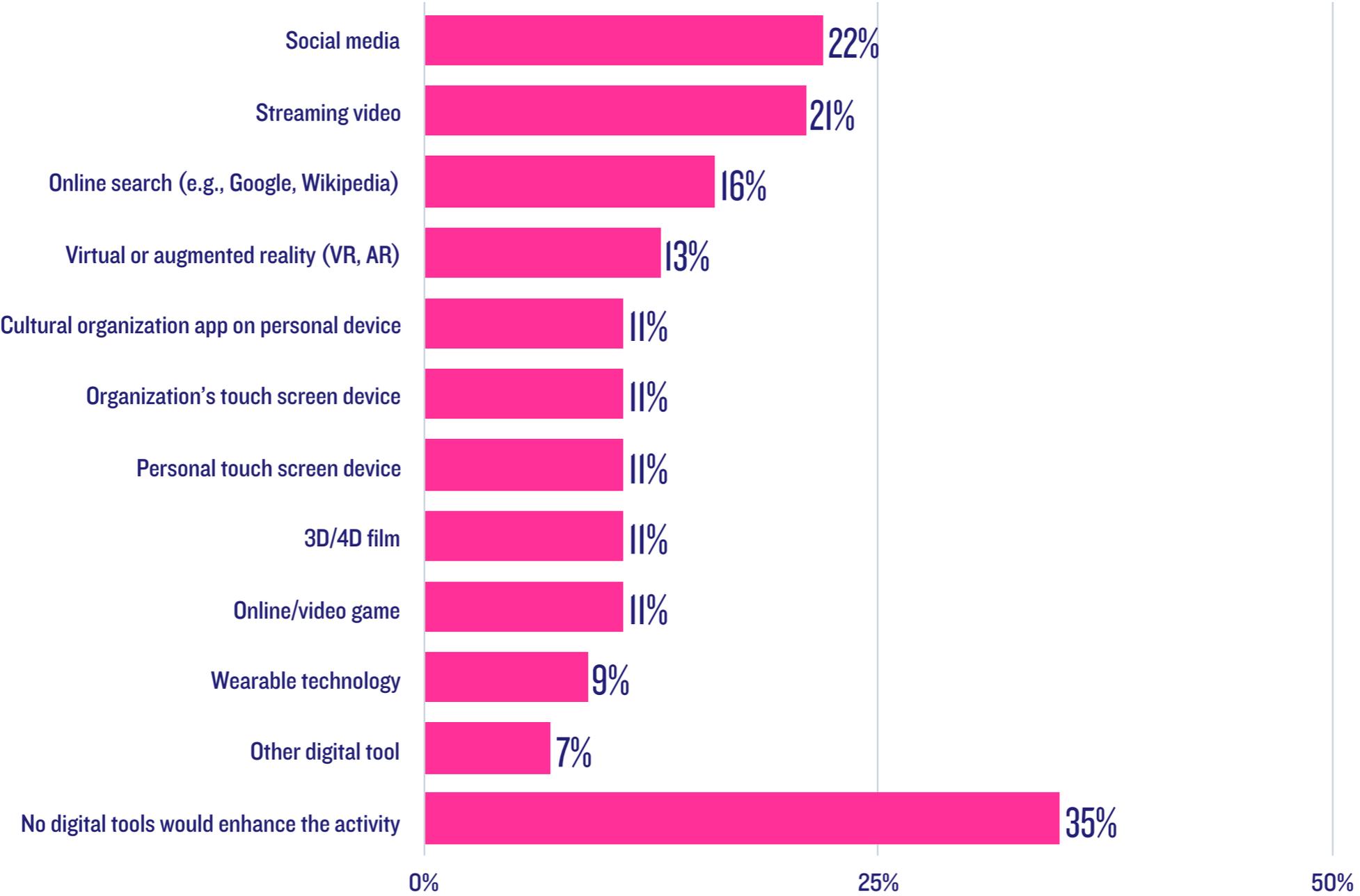
Classical music



Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Preferred digital tools

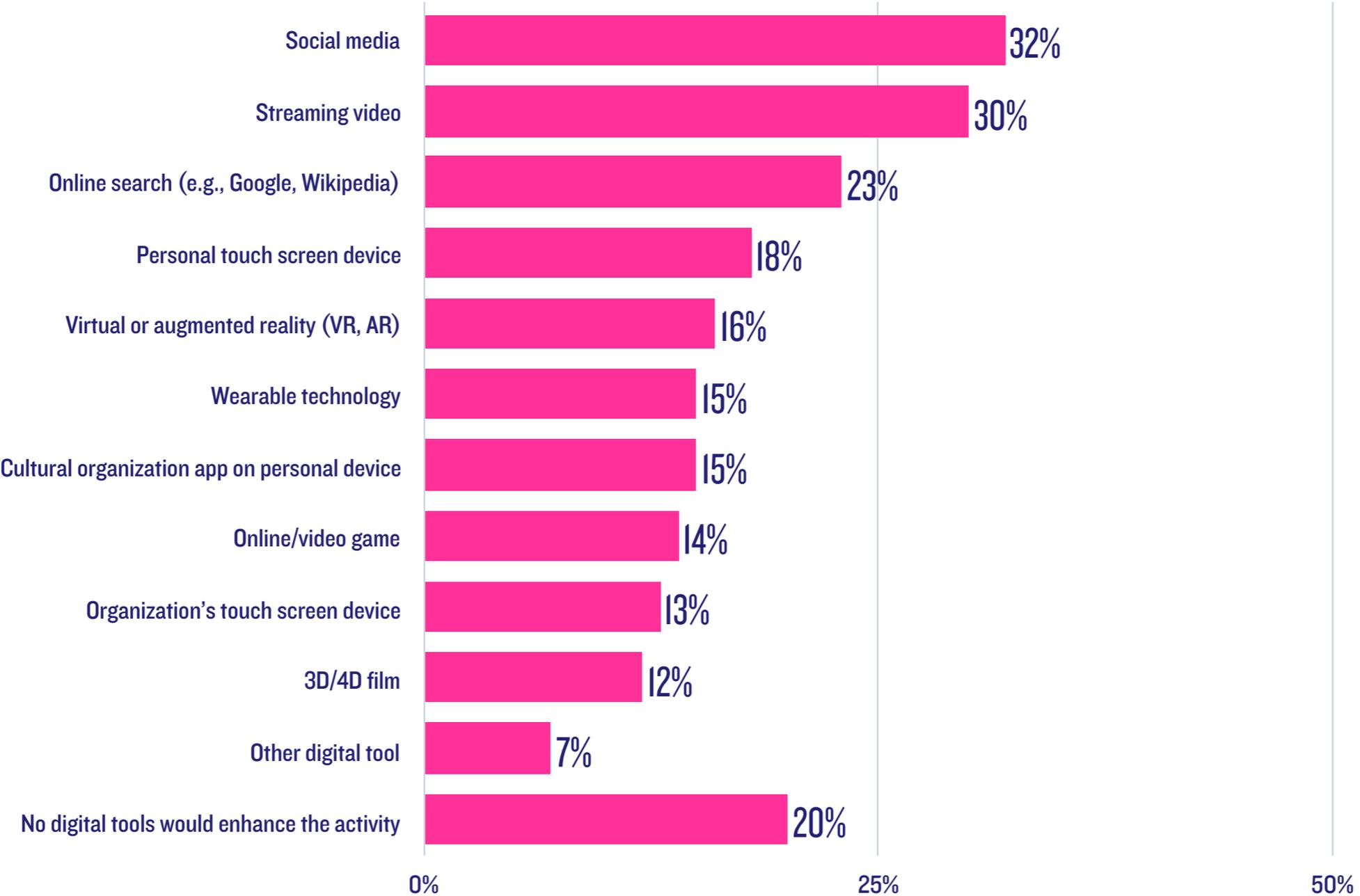
Ballet



Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Preferred digital tools

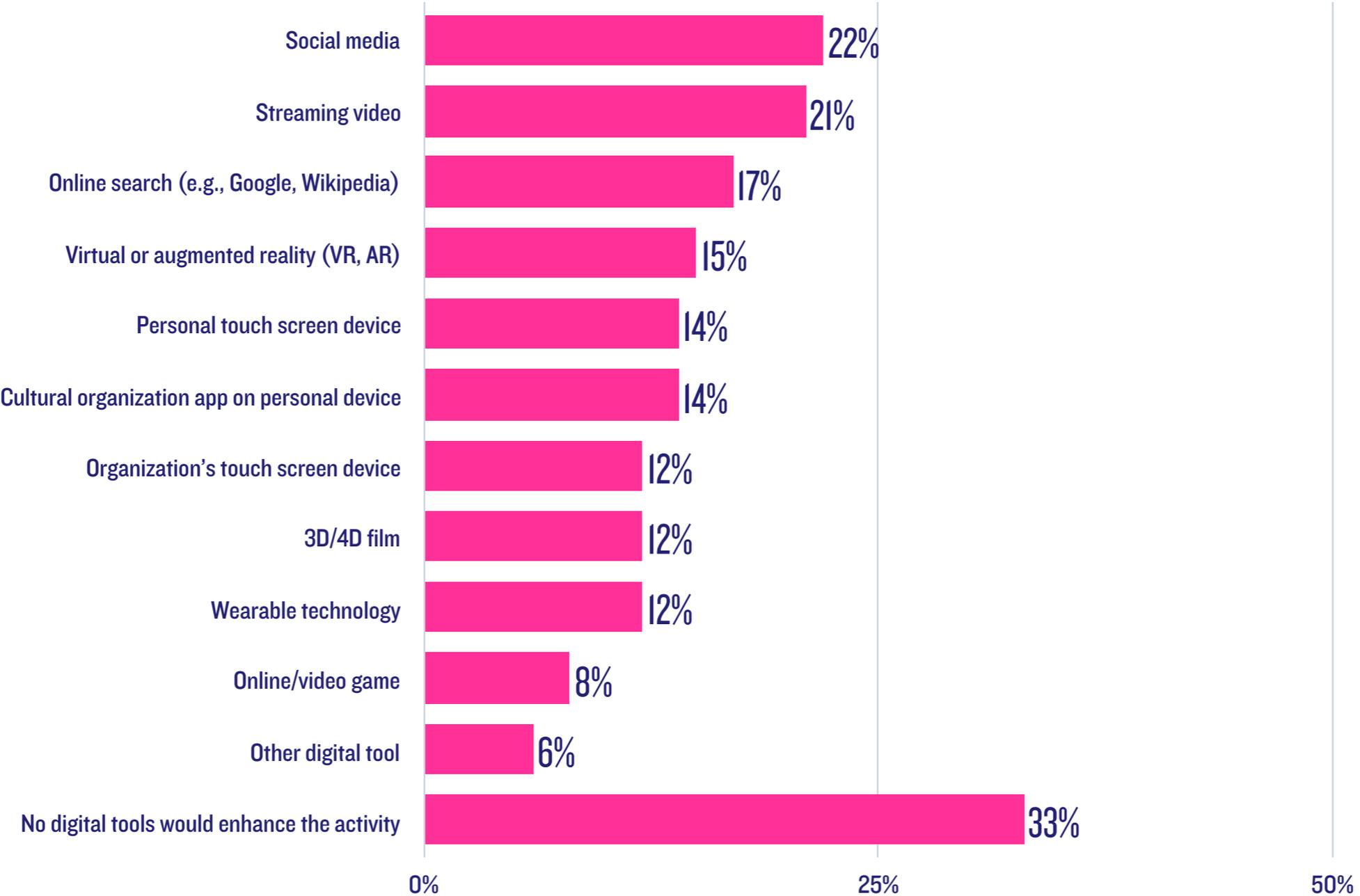
Popular music



Note:
• Percentages represent those who have participated in the activity at least once in the past year.

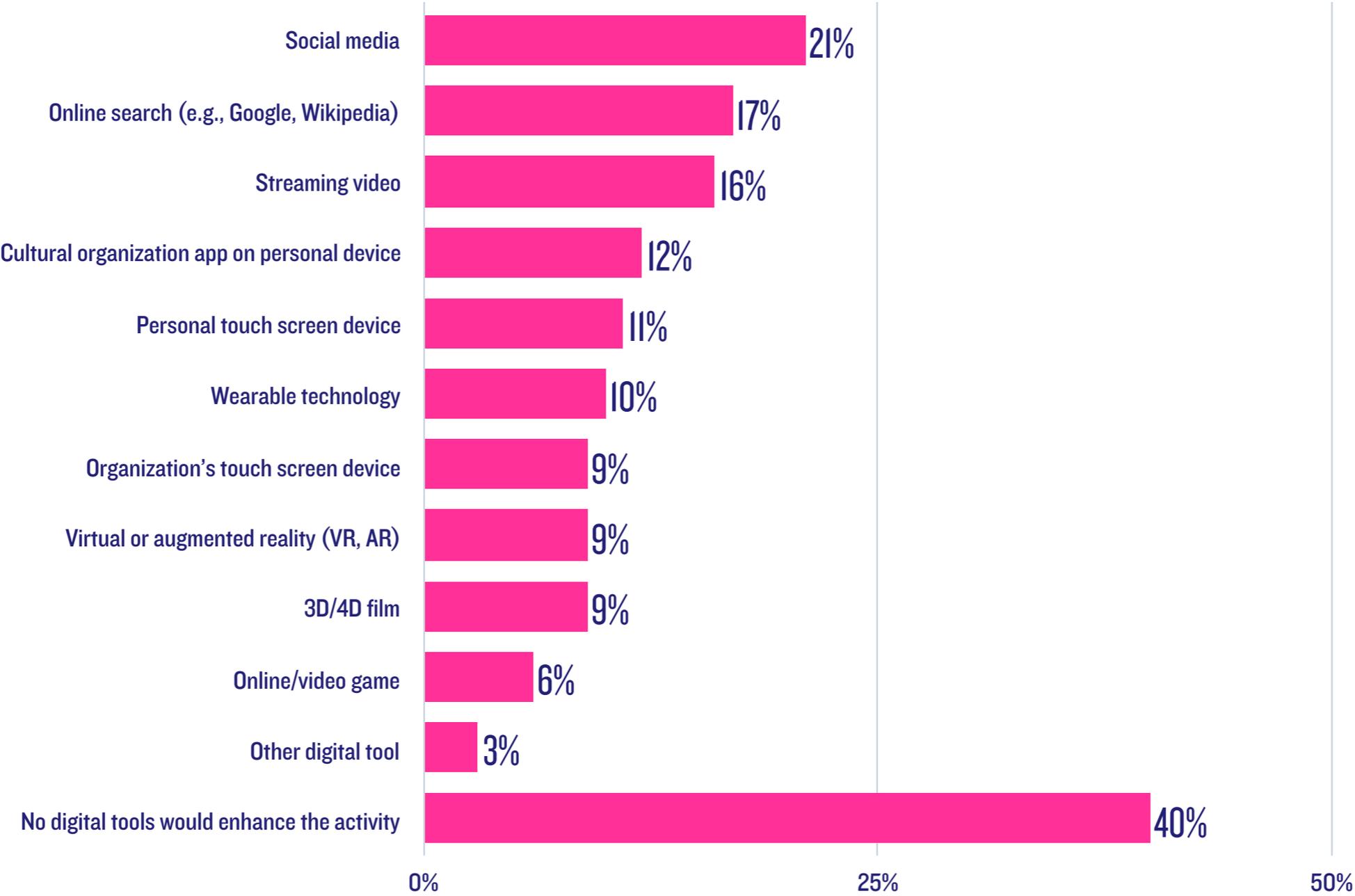
Preferred digital tools

Musical



Note:
• Percentages represent those who have participated in the activity at least once in the past year.

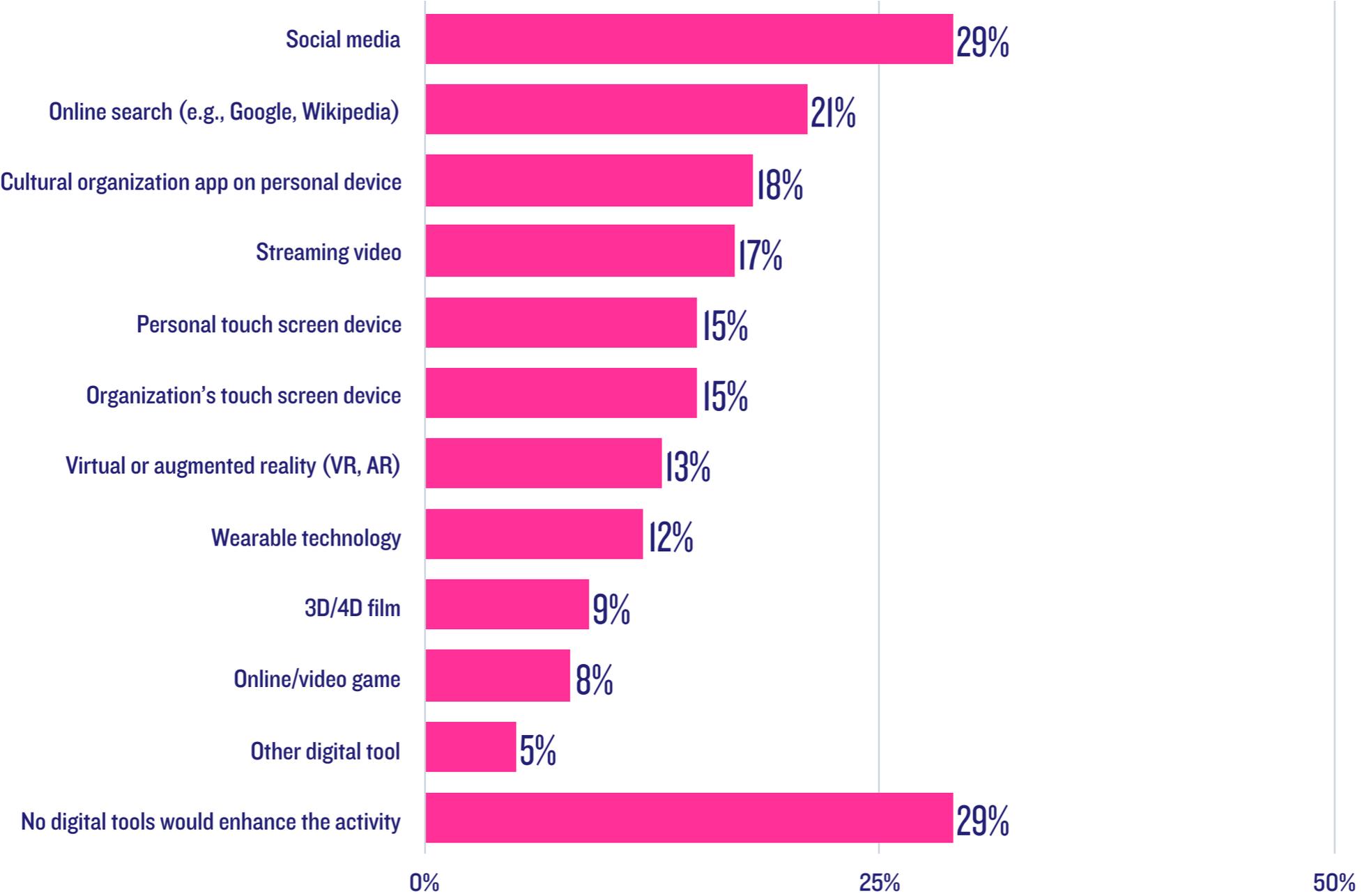
Preferred digital tools Play (non-musical)



Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Preferred digital tools

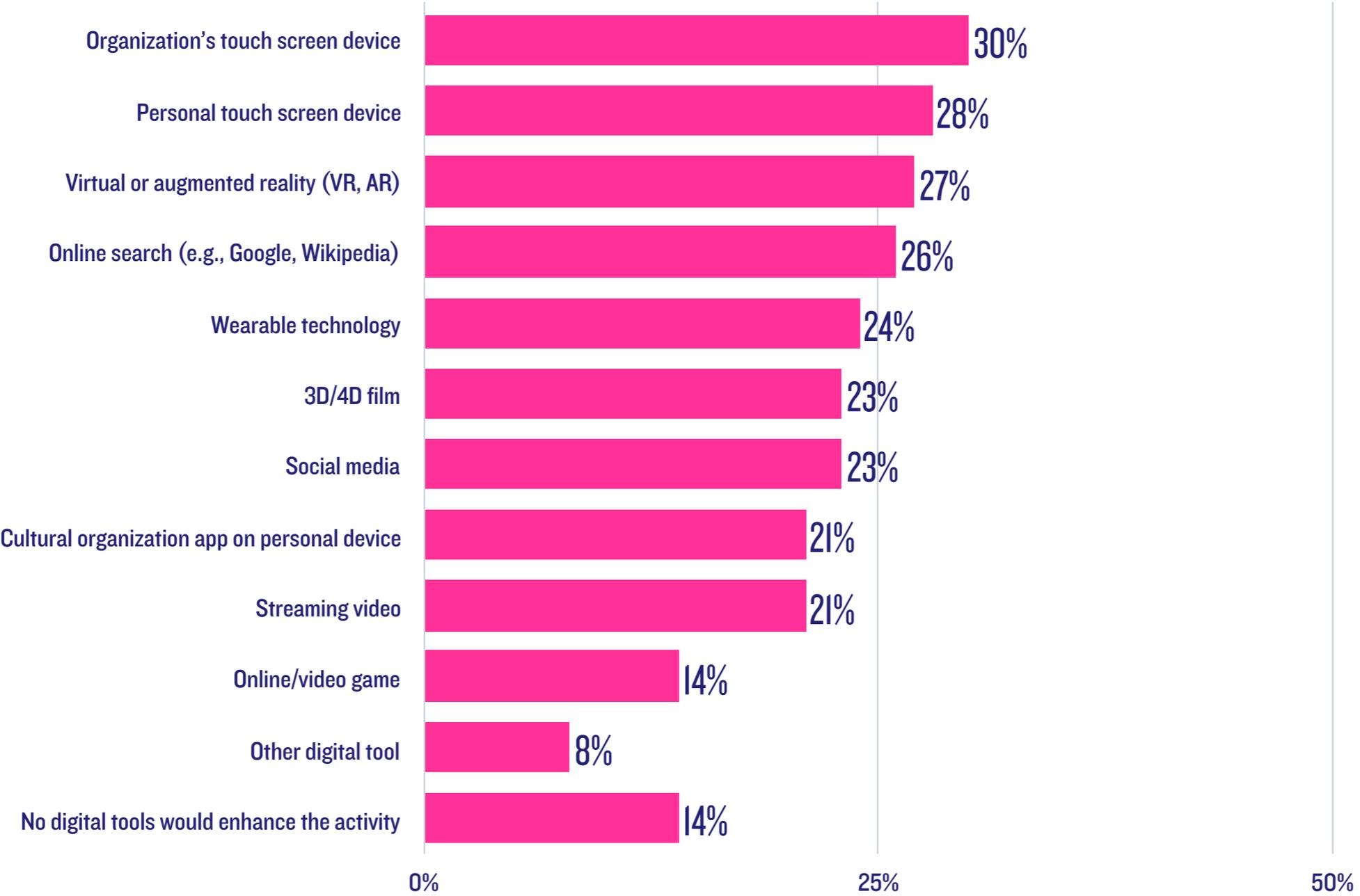
Community festival/street fair



Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Preferred digital tools

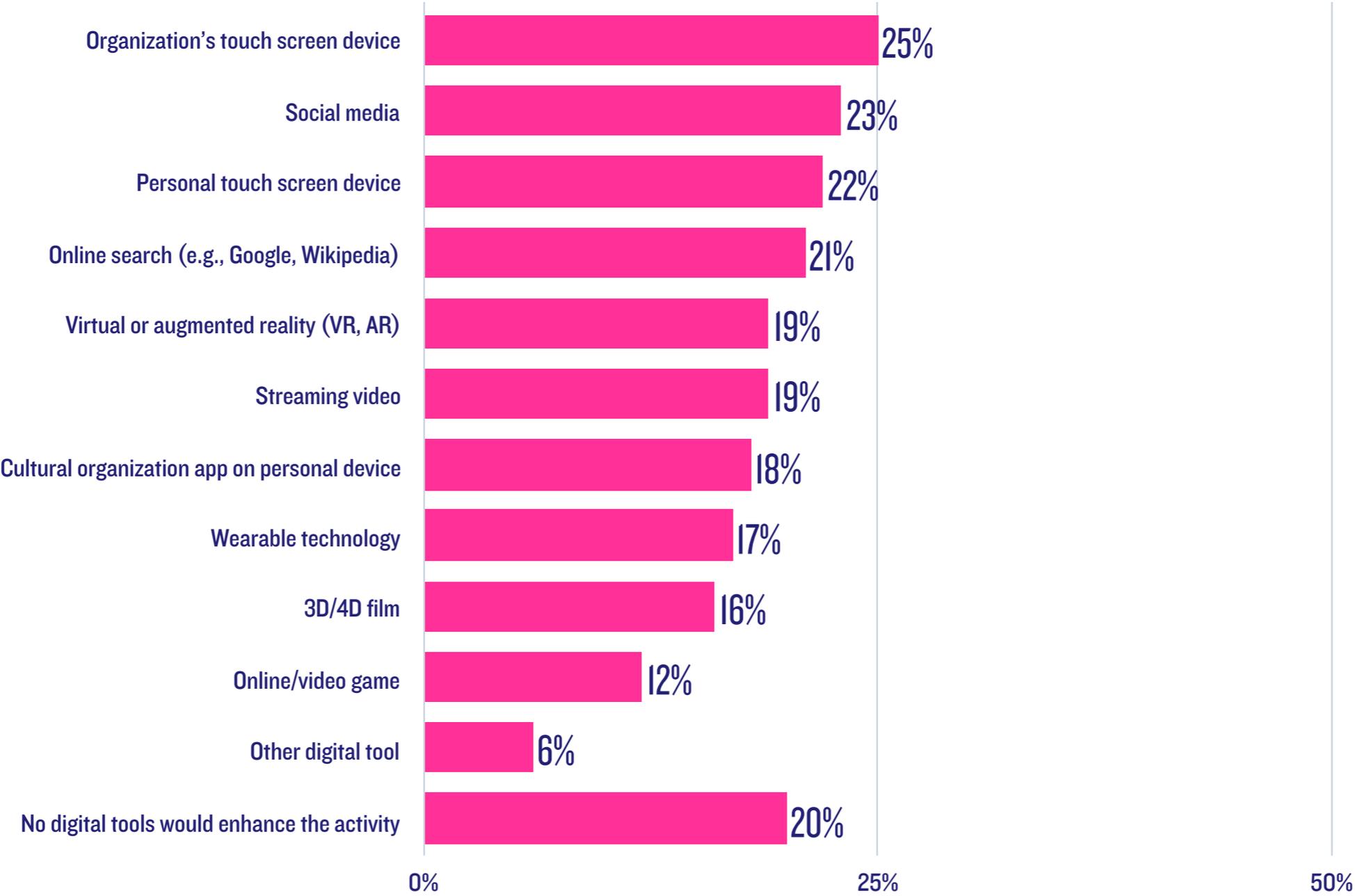
Science or technology museum, natural history museum



Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Preferred digital tools

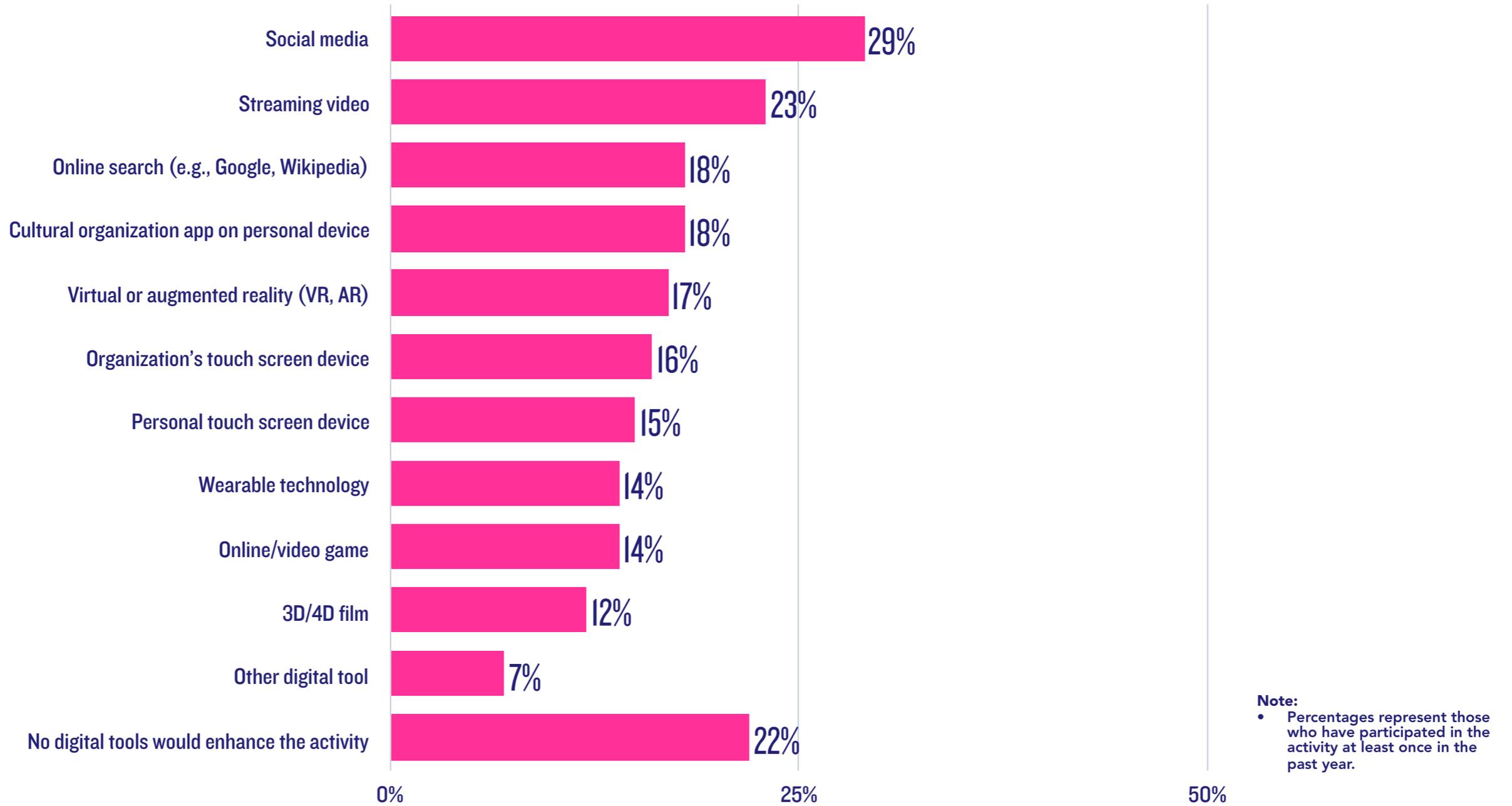
Zoo, aquarium, botanical garden



Note:
• Percentages represent those who have participated in the activity at least once in the past year.

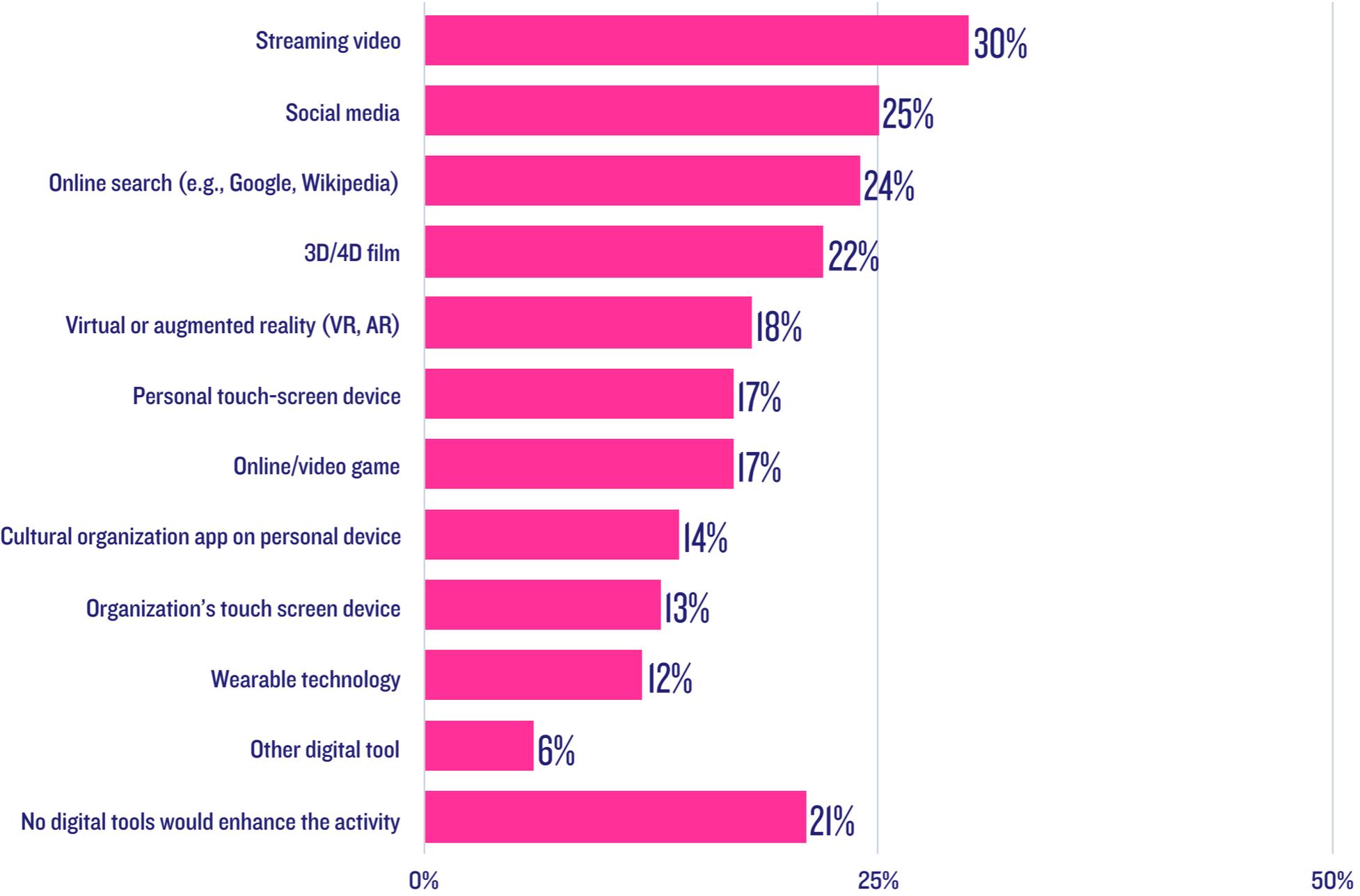
Preferred digital tools

Regional dance, contemporary dance



Preferred digital tools

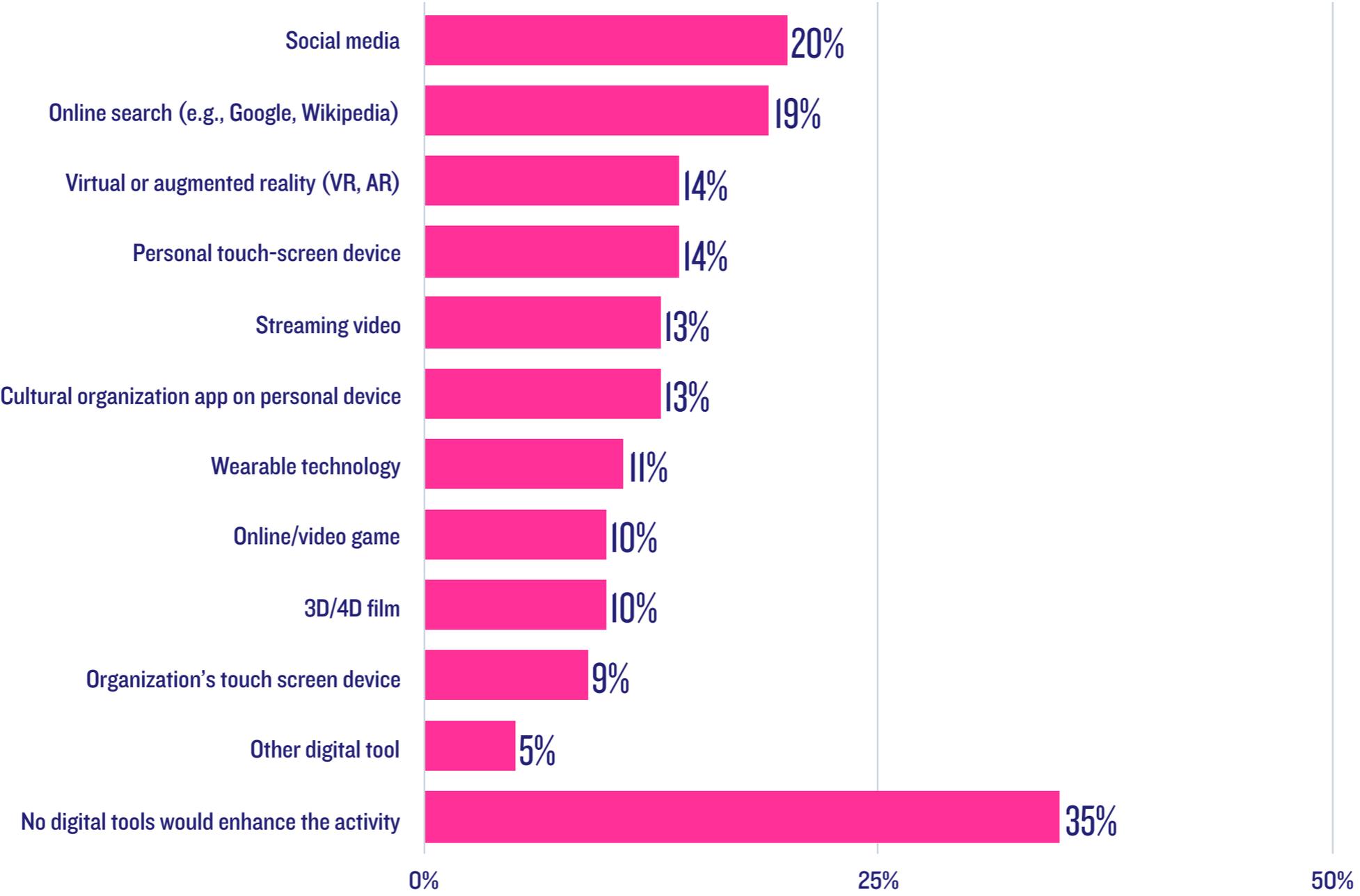
Television program, film



Note:
• Percentages represent those who have participated in the activity at least once in the past year.

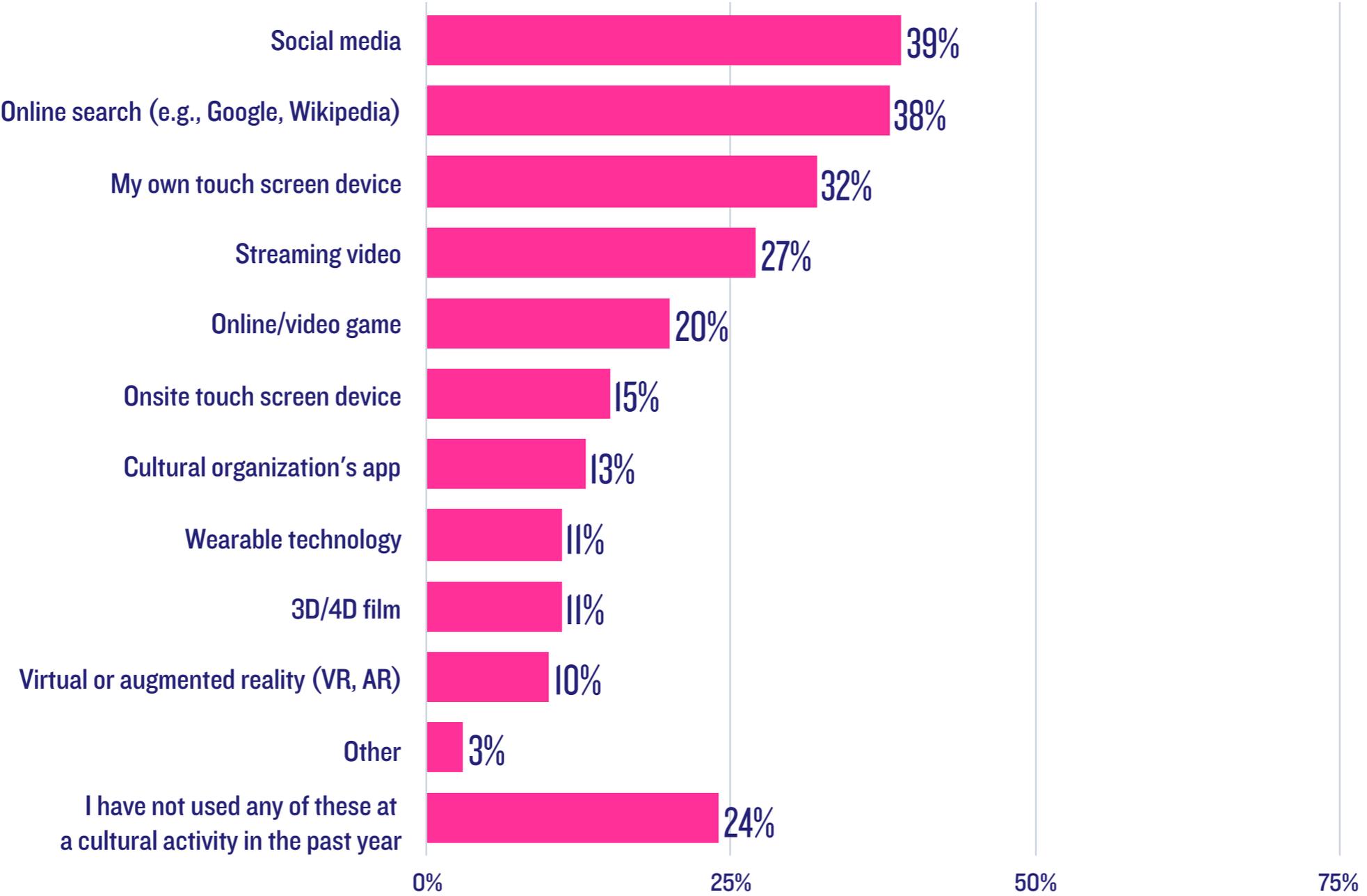
Preferred digital tools

Public park



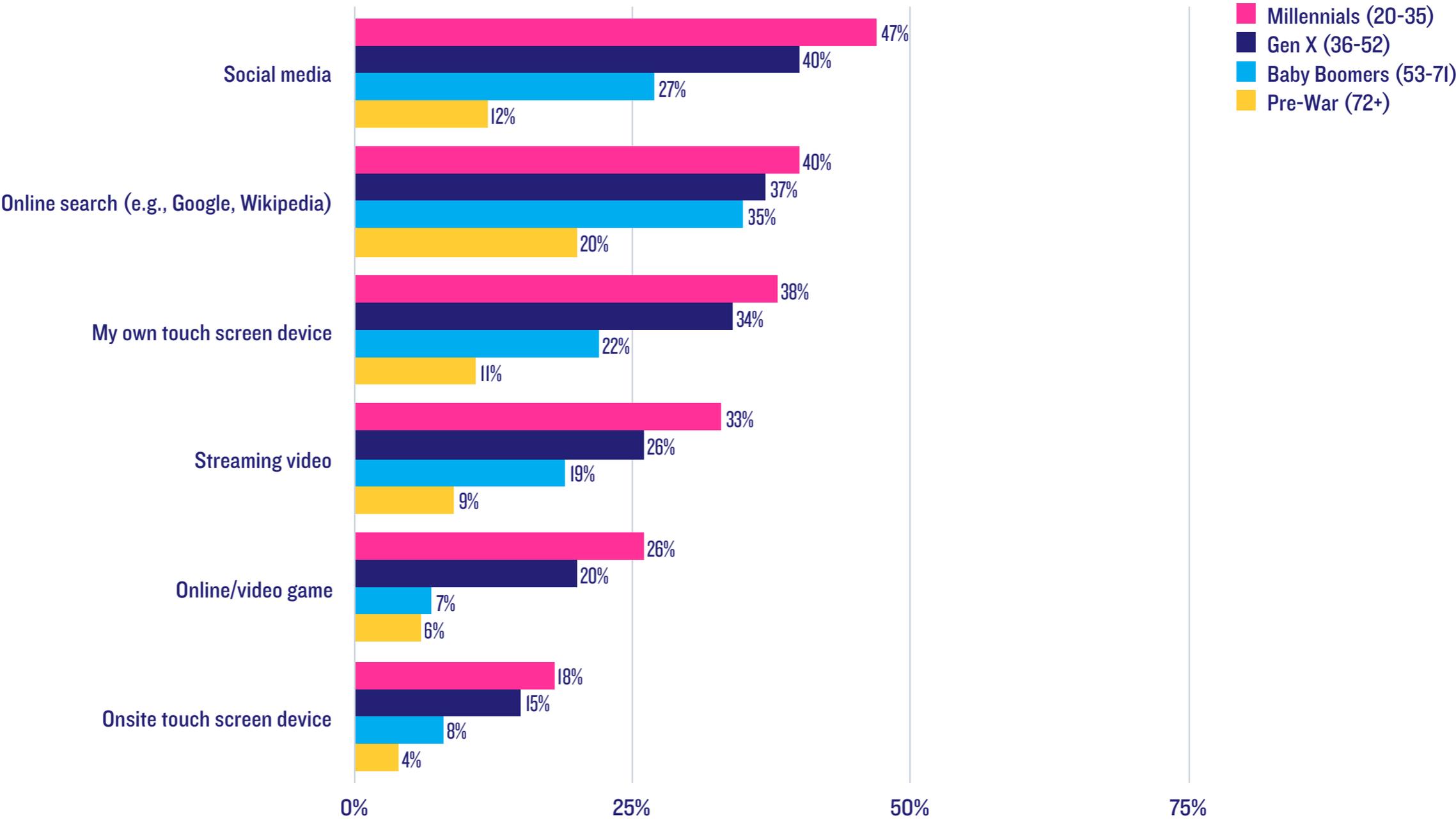
Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Digital tools used in the past year as part of a cultural activity

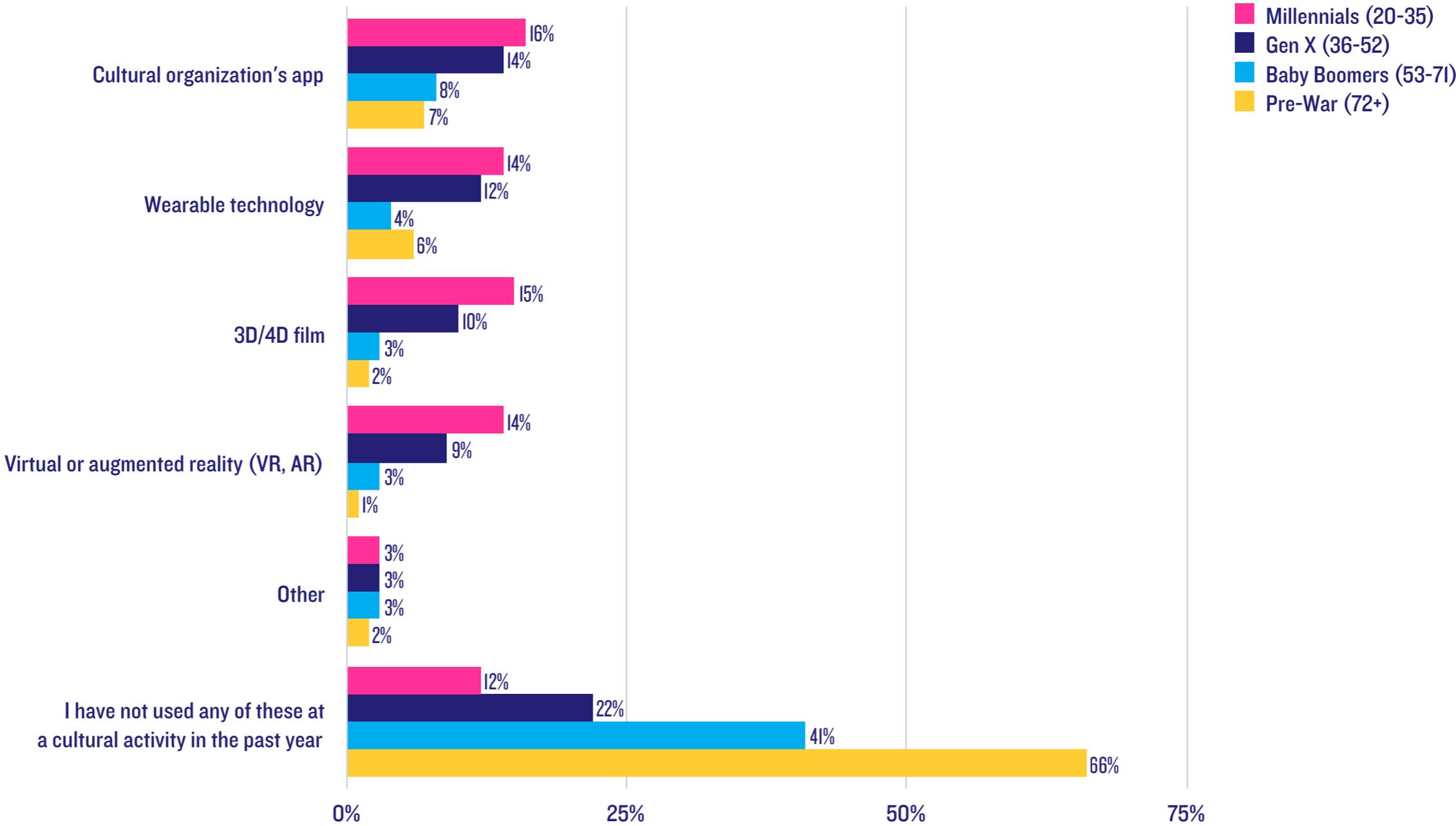


Digital tools used in the past year as part of a cultural activity

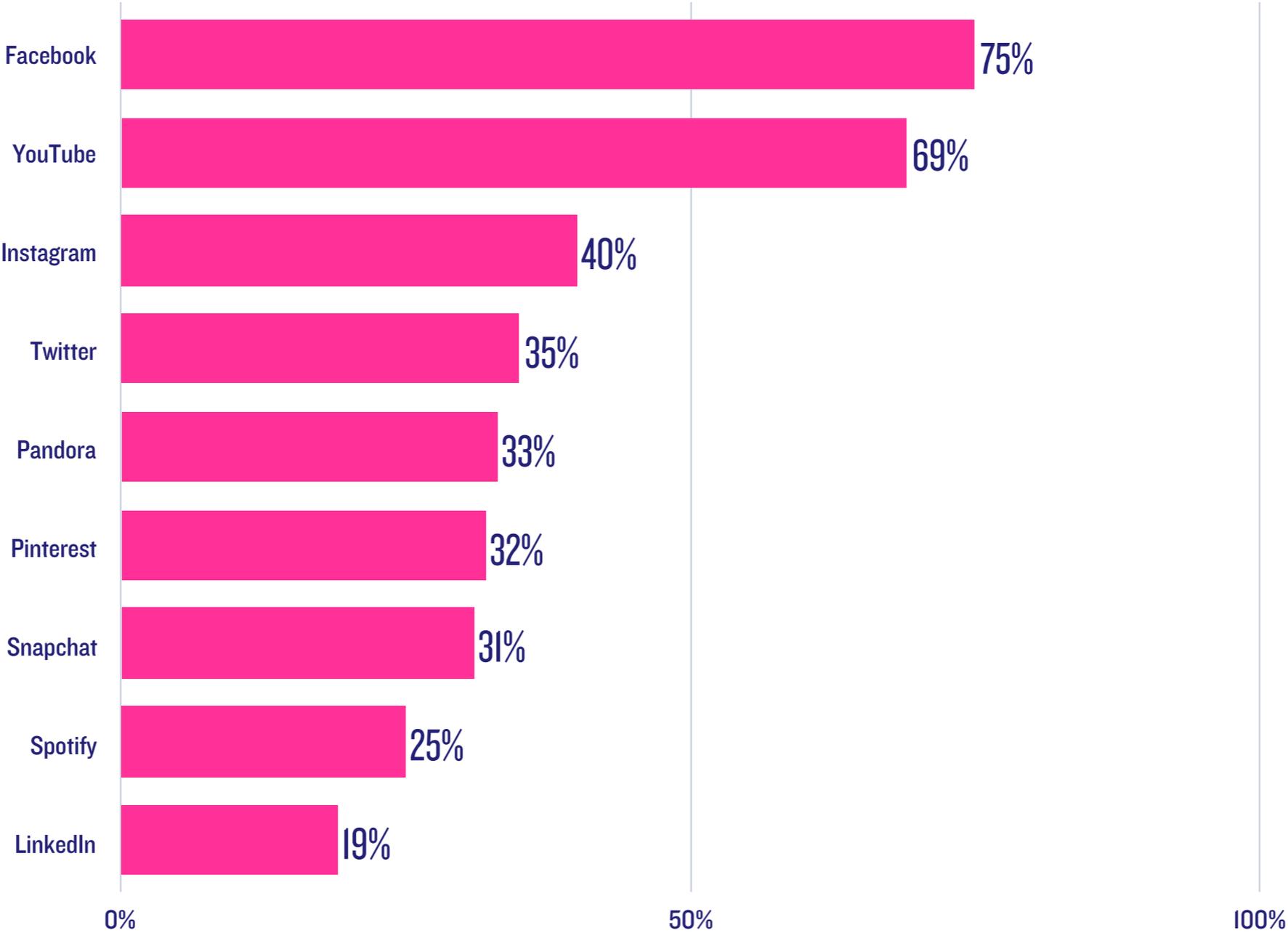
By generation



Digital tools used in the past year as part of a cultural activity *continued* By generation

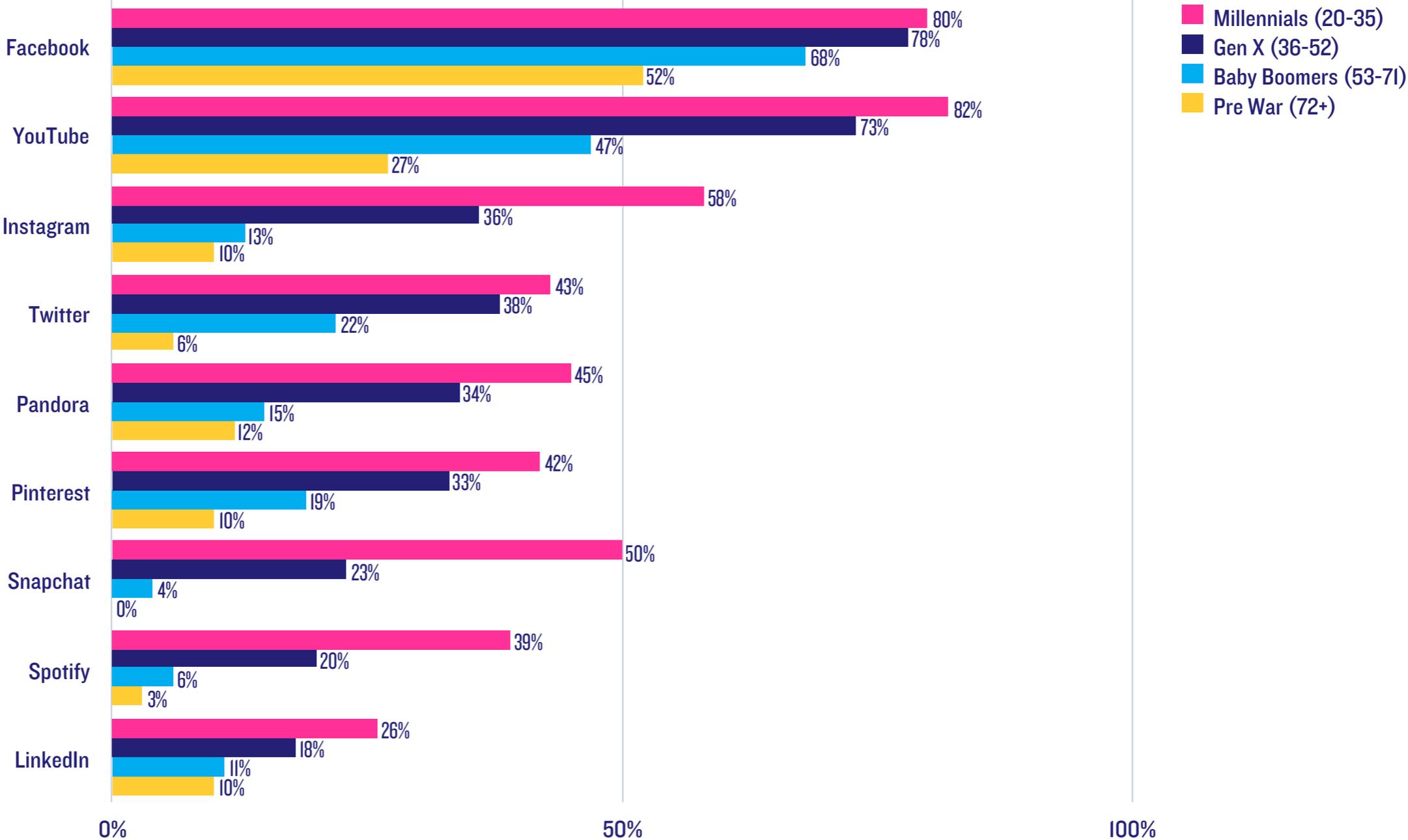


Use of program at least once a week

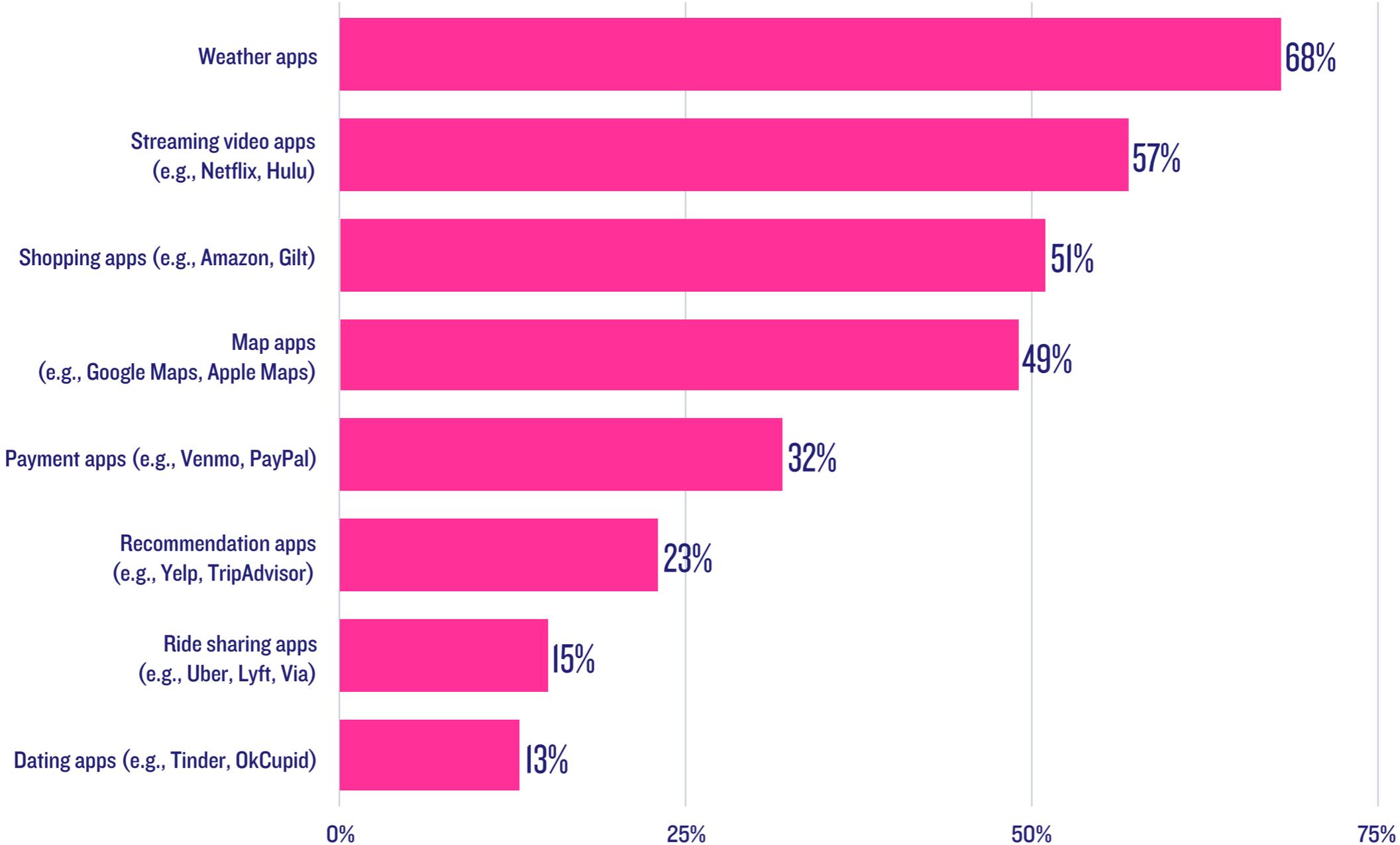


Use of program at least once a week

By generation

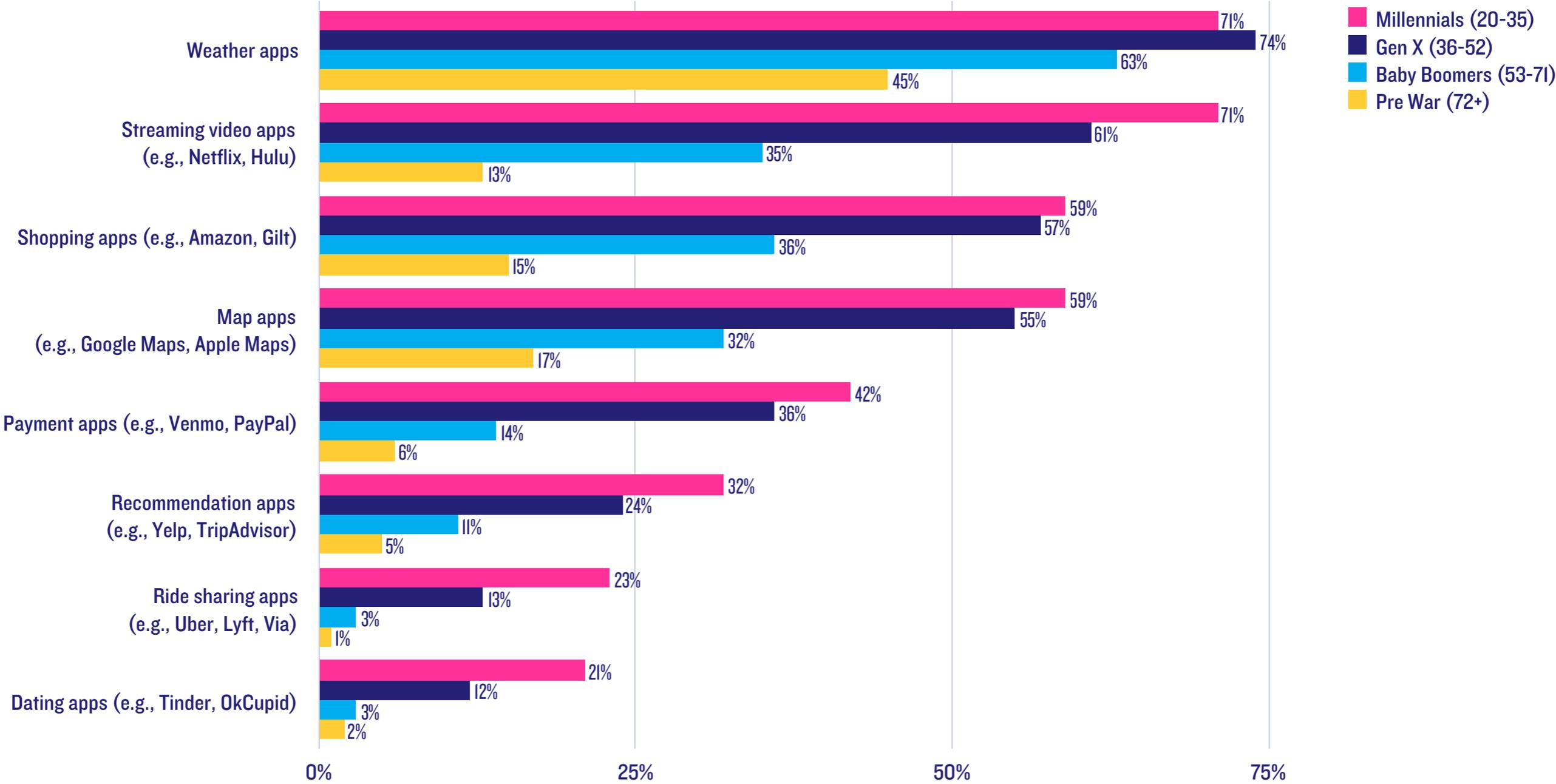


Use of other programs at least once a week

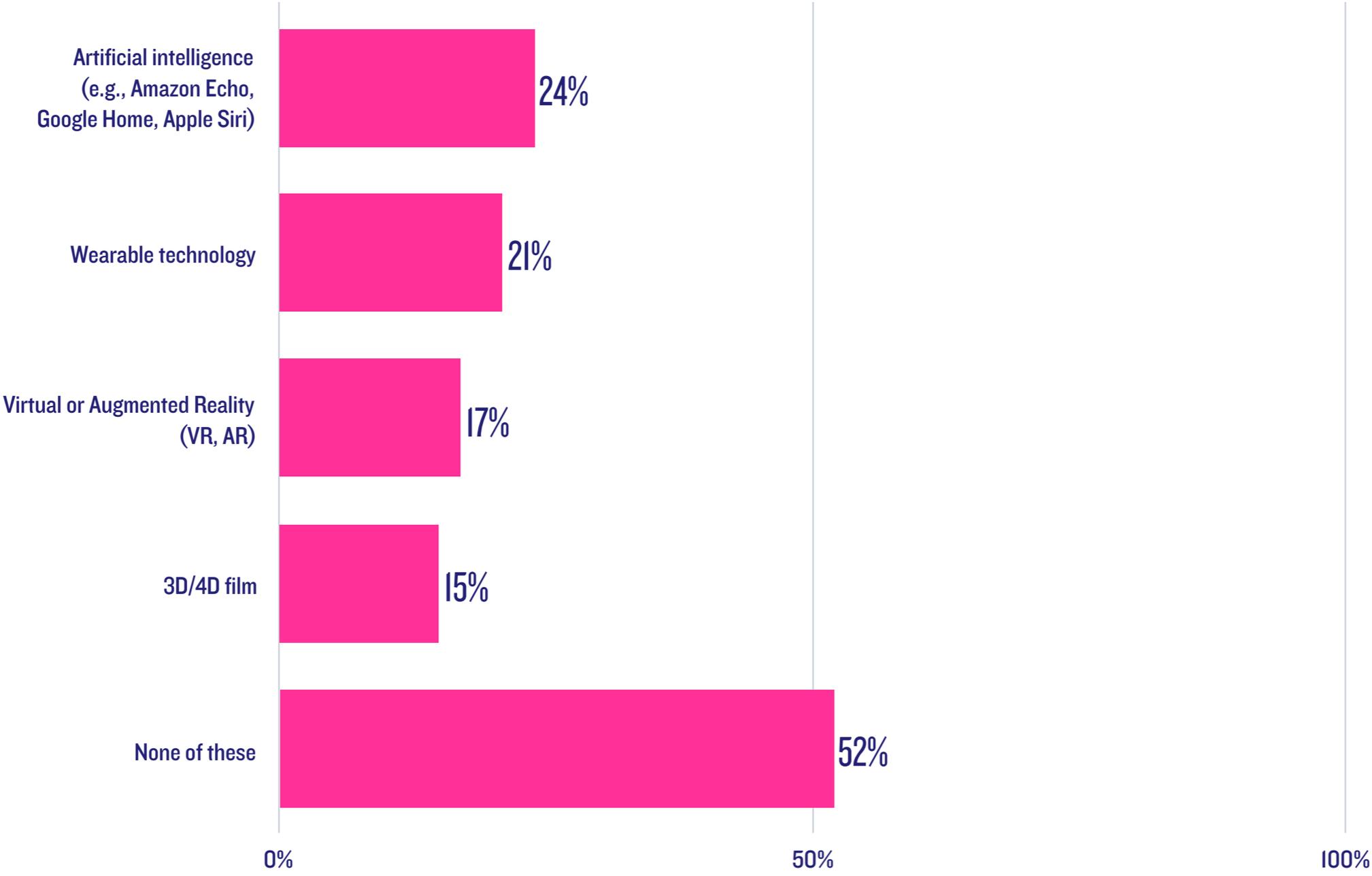


Use of other programs at least once a week

By generation

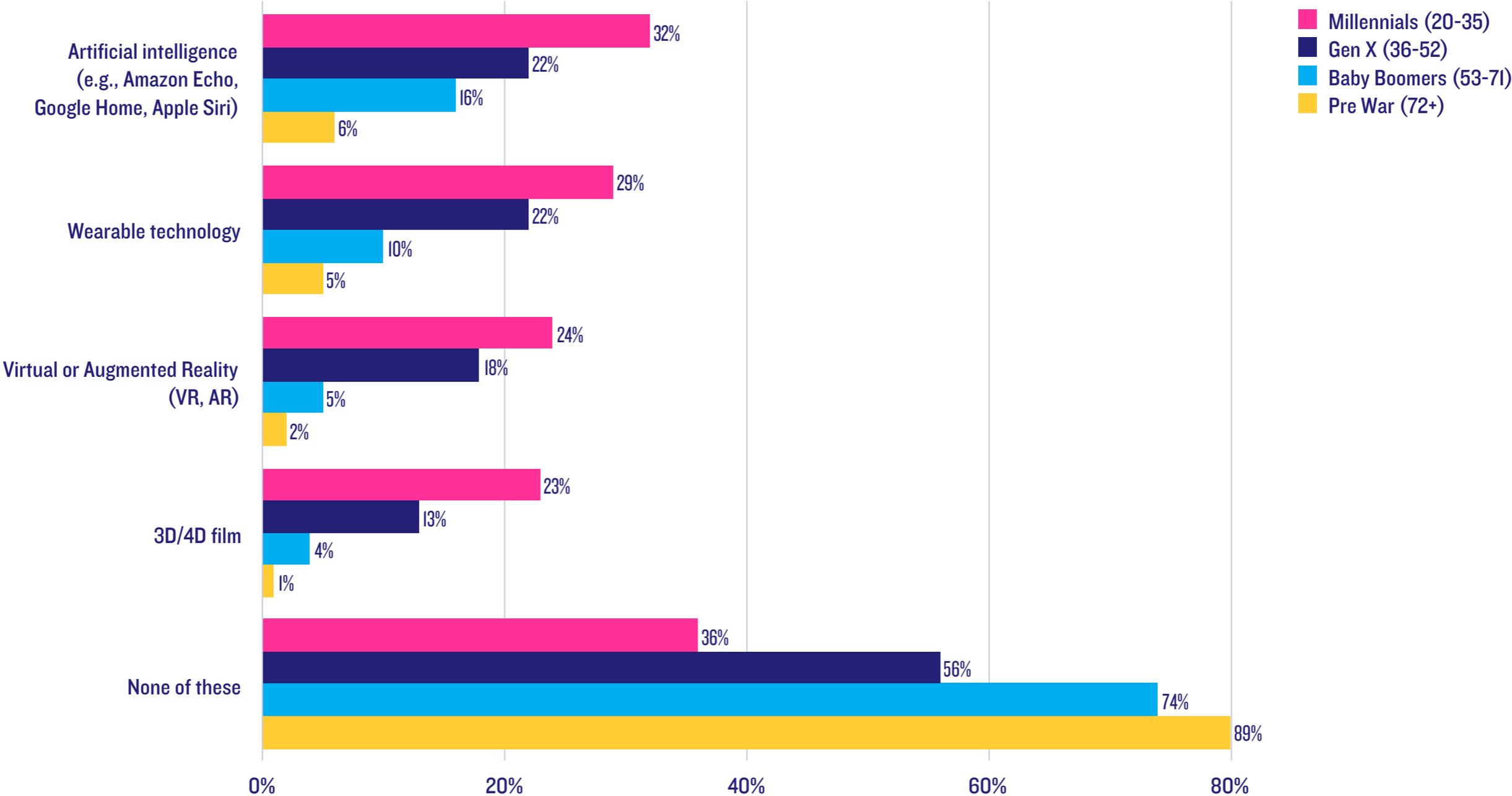


Use of VR, AI, and other technology in the past year



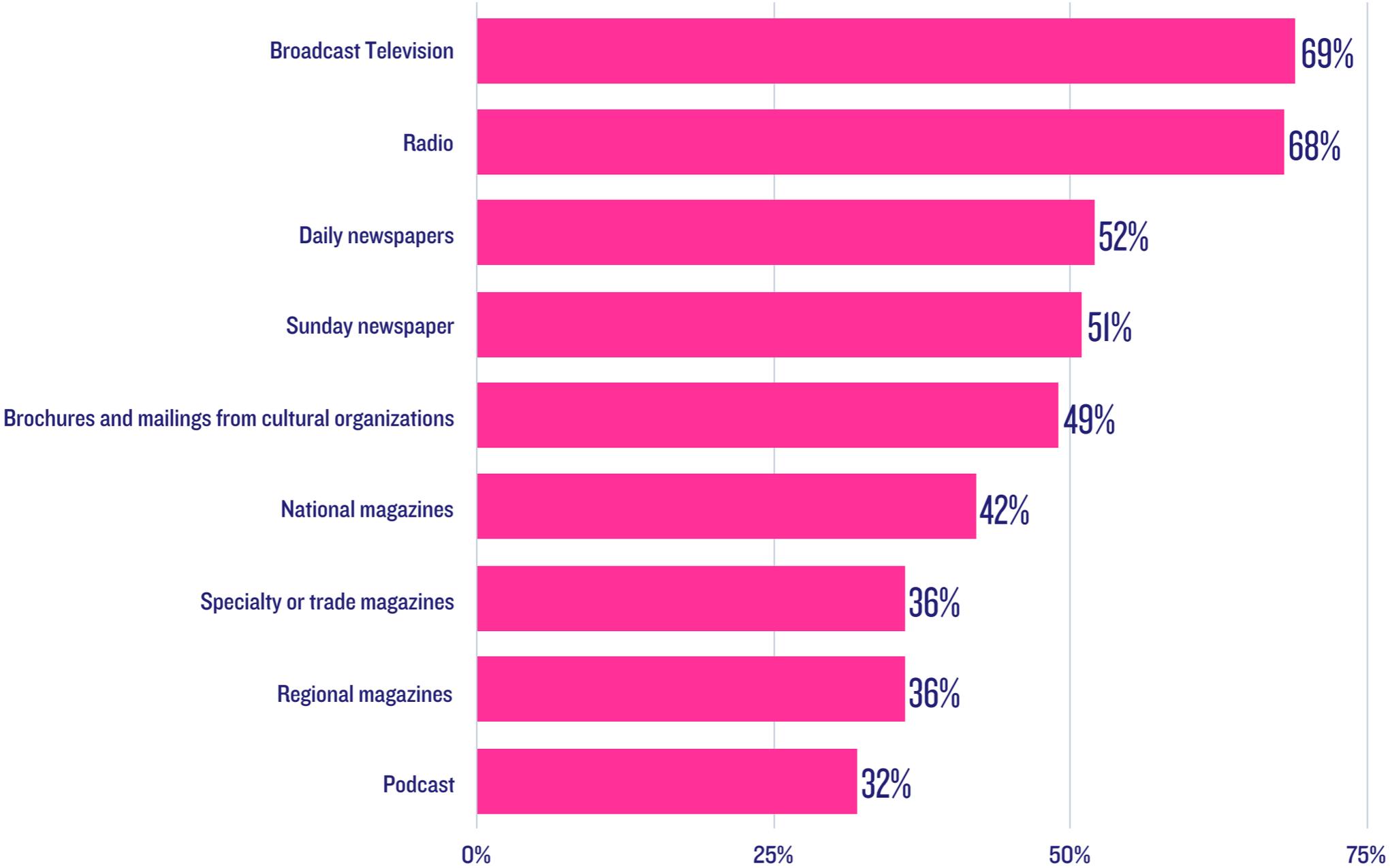
Use of VR, AI, and other technology in the past year

By generation



Information Sources

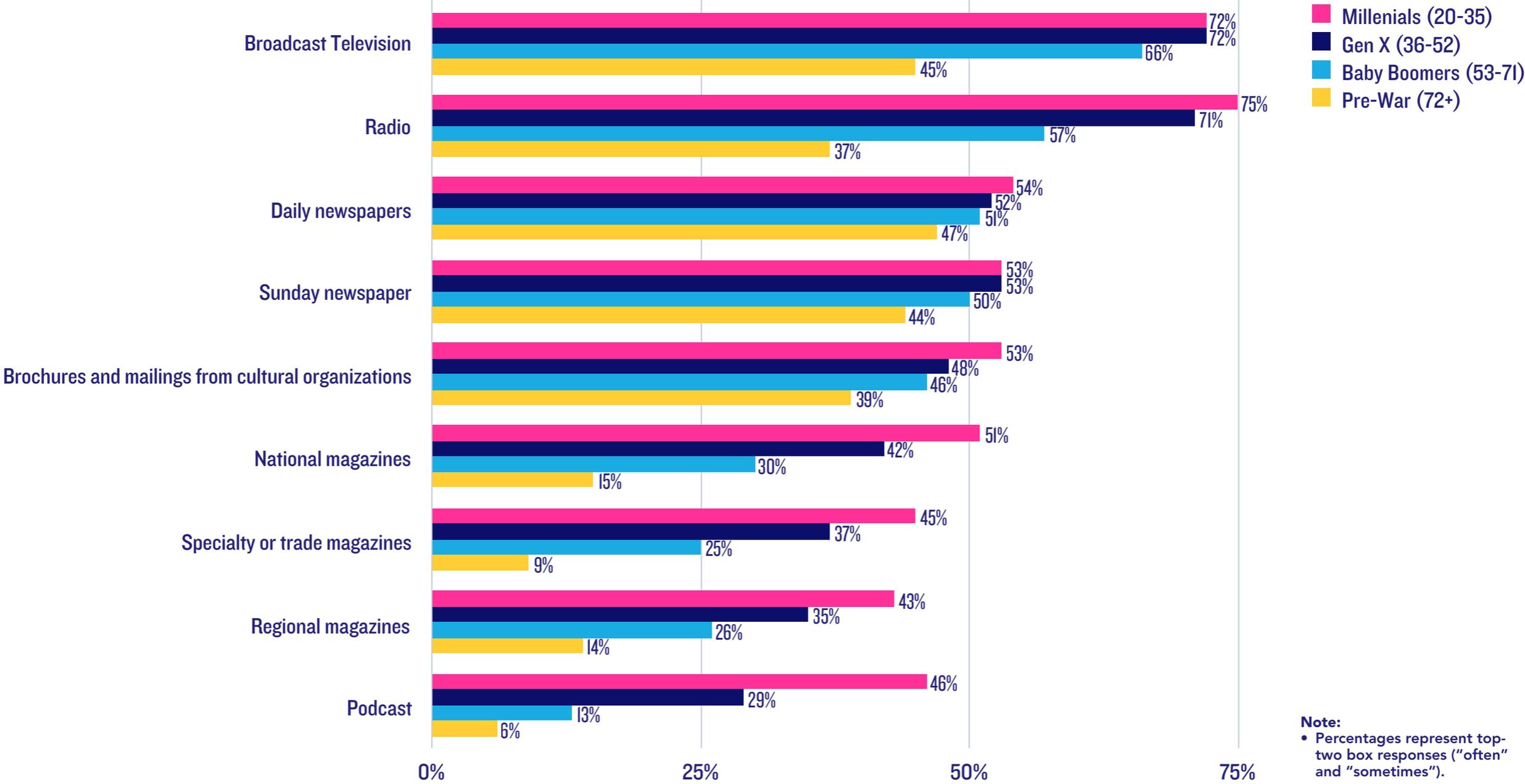
Information sources for cultural activities (non-advertisements)



Note:
• Percentages represent top-two box responses (“often” and “sometimes”).

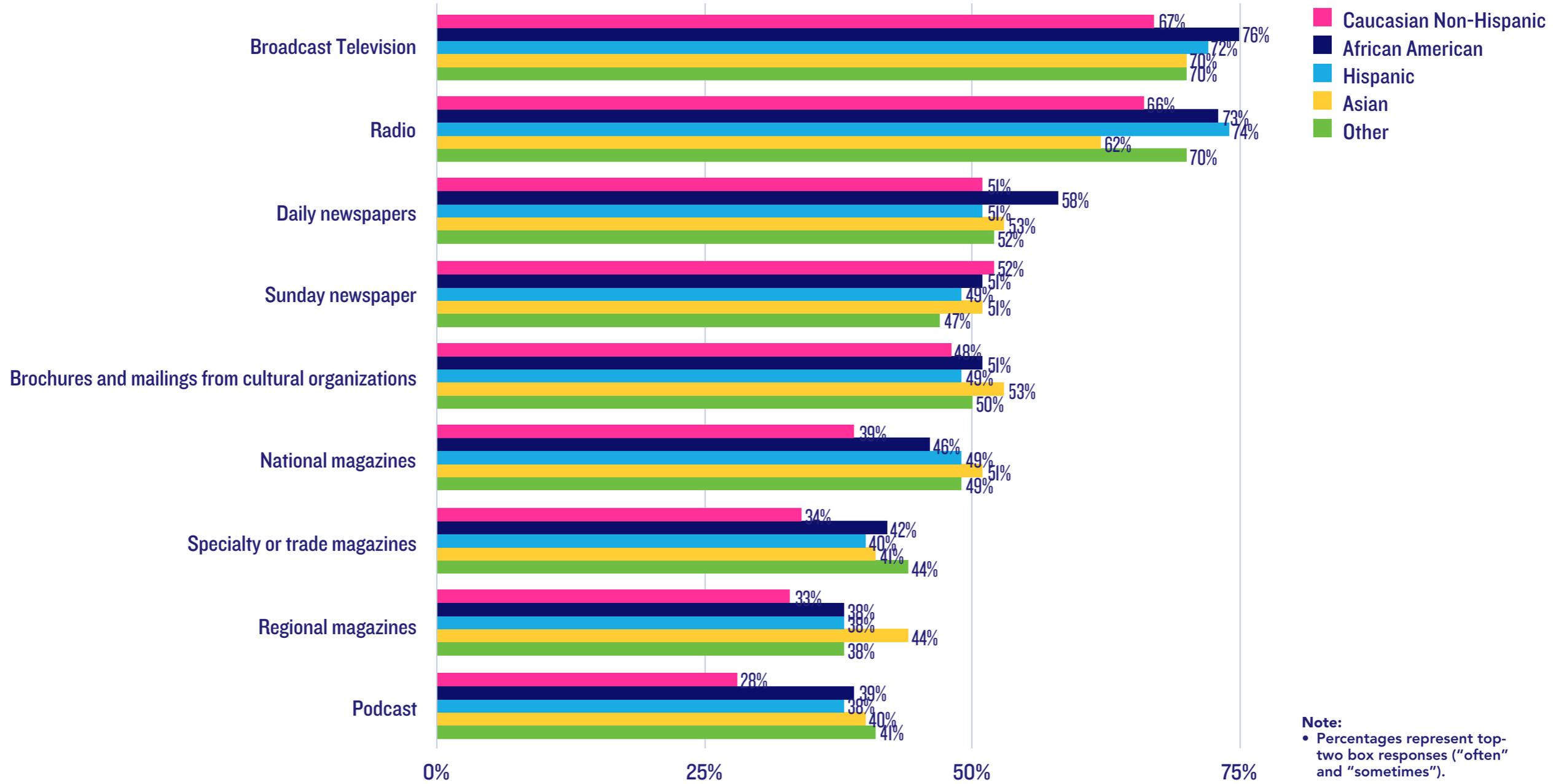
Information sources for cultural activities (non-advertisements)

By generation

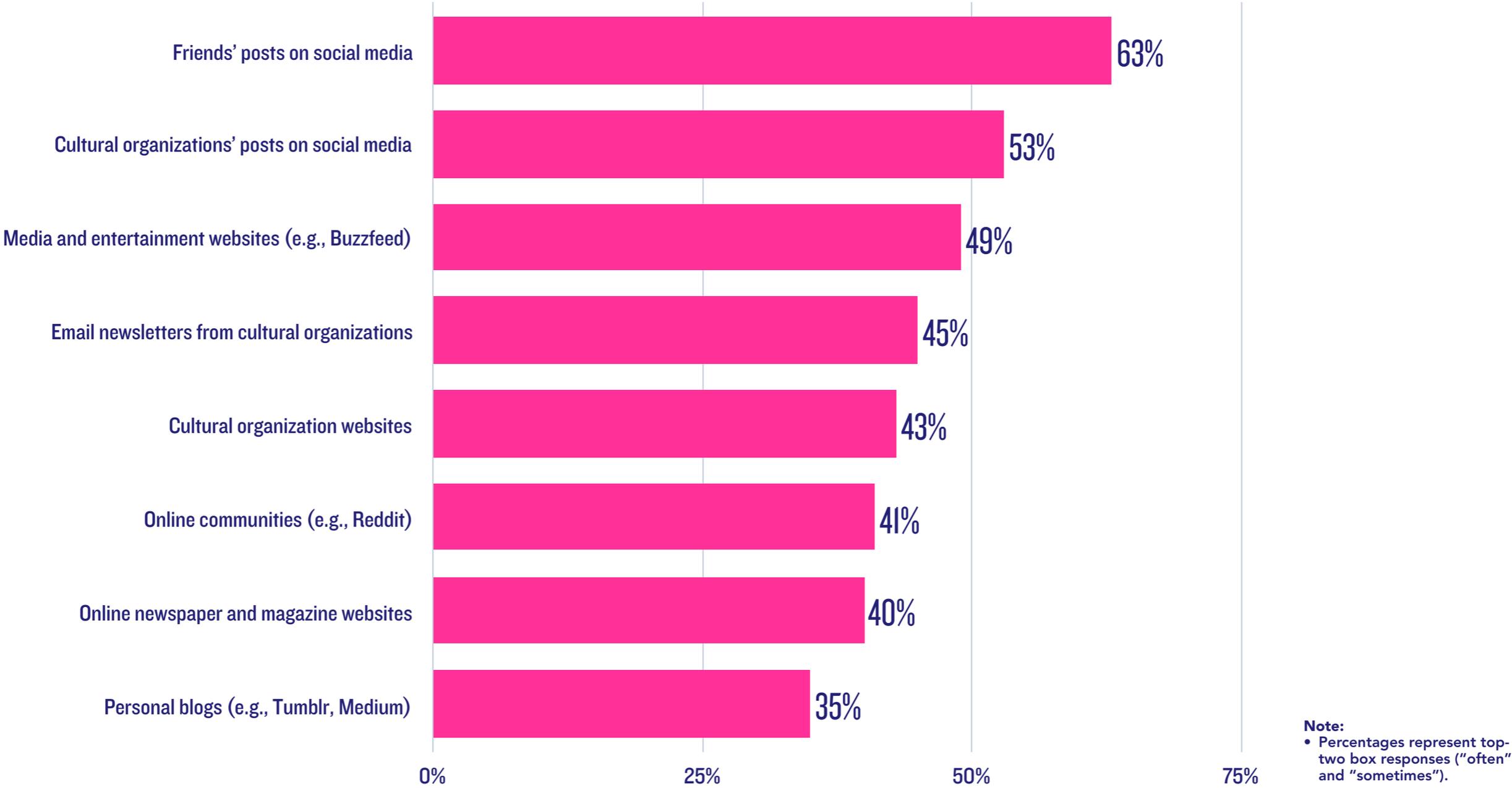


Information sources for cultural activities (non-advertisements)

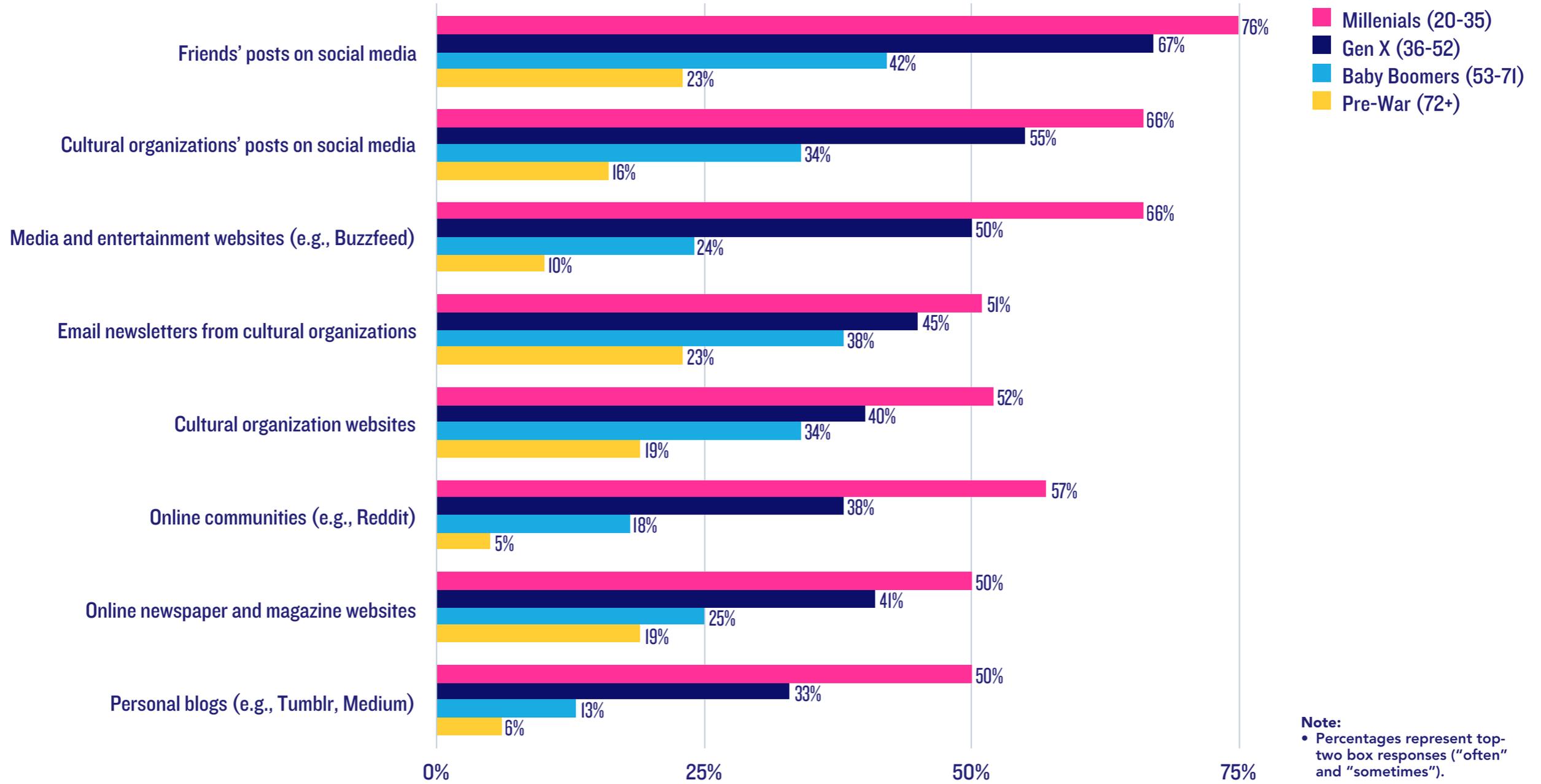
By race/ethnicity



Online information sources for cultural activities (non-advertisements)

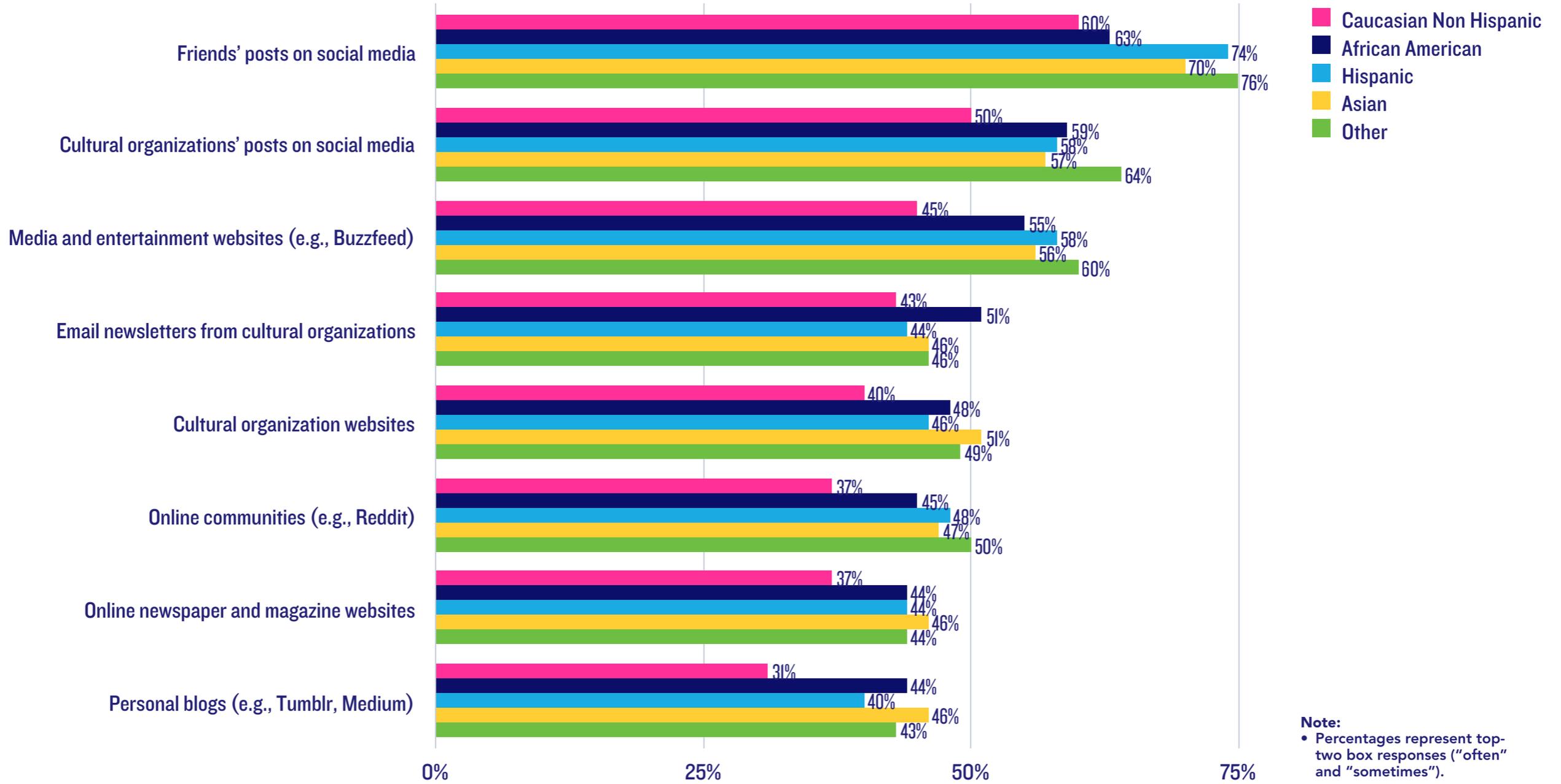


Online information sources for cultural activities (non-advertisements) By generation

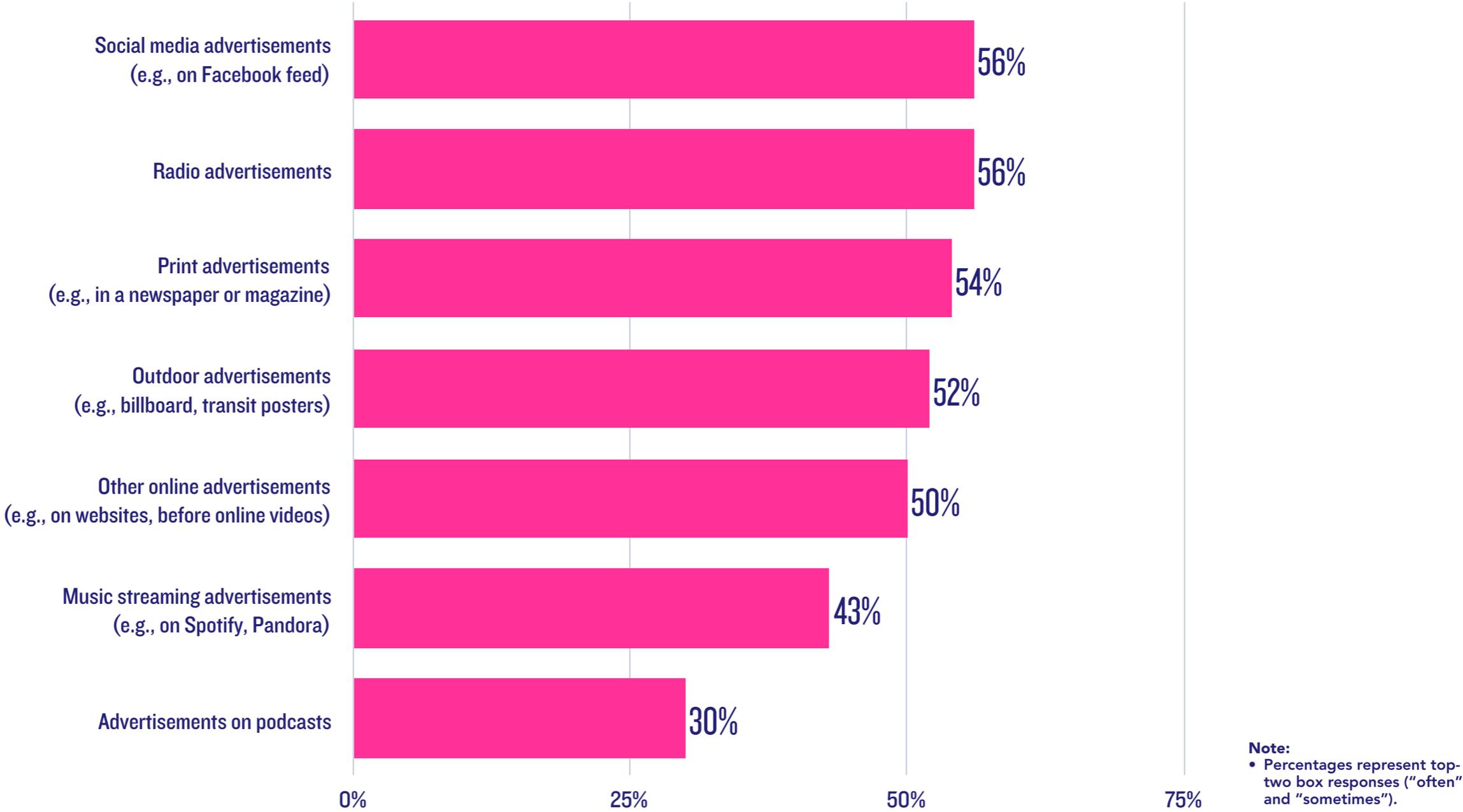


Note:
 • Percentages represent top-two box responses ("often" and "sometimes").

Online information sources for cultural activities (non-advertisements) By race/ethnicity

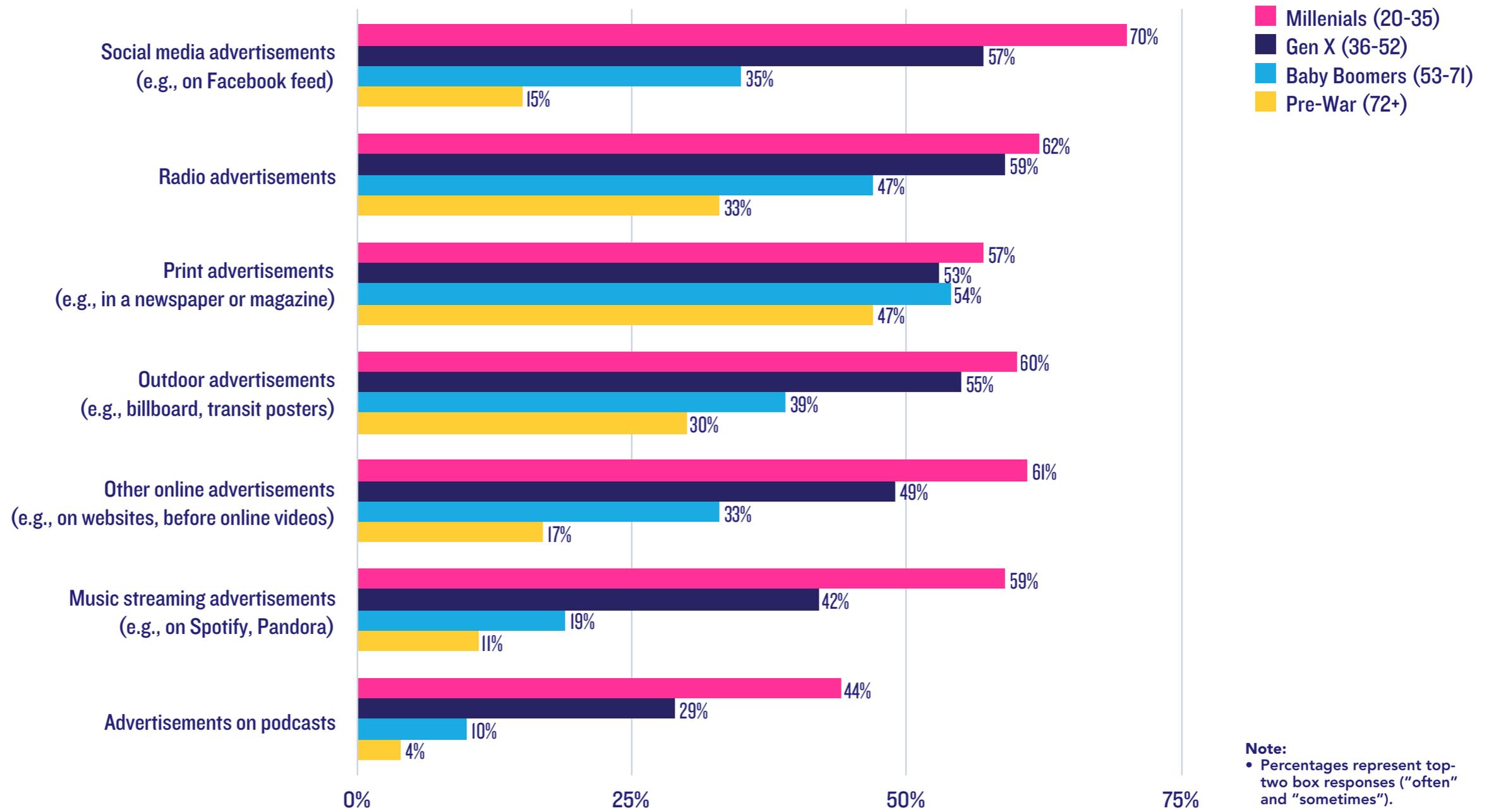


Information sources for cultural activities (advertisements)

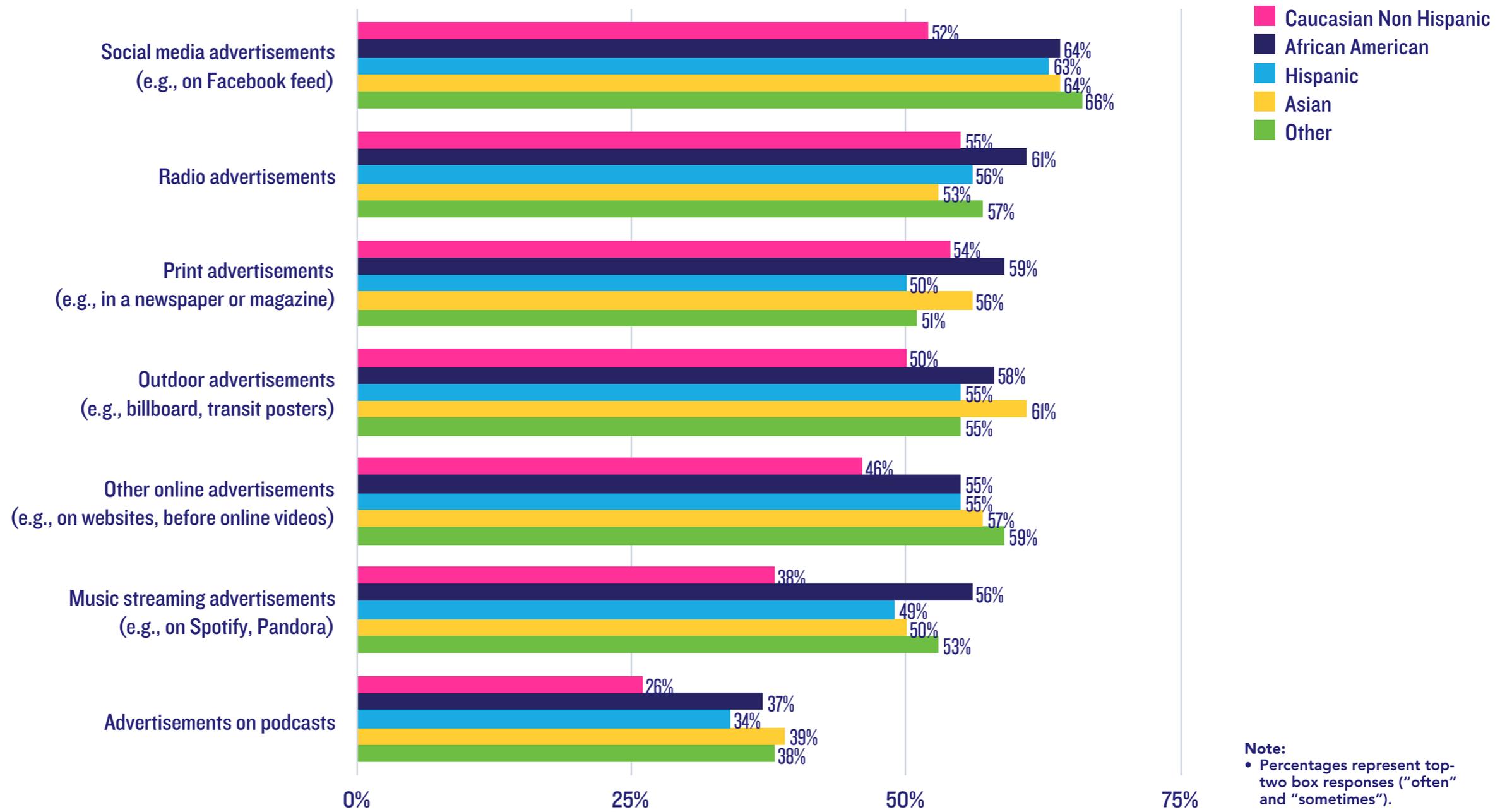


Information sources for cultural activities (advertisements)

By generation

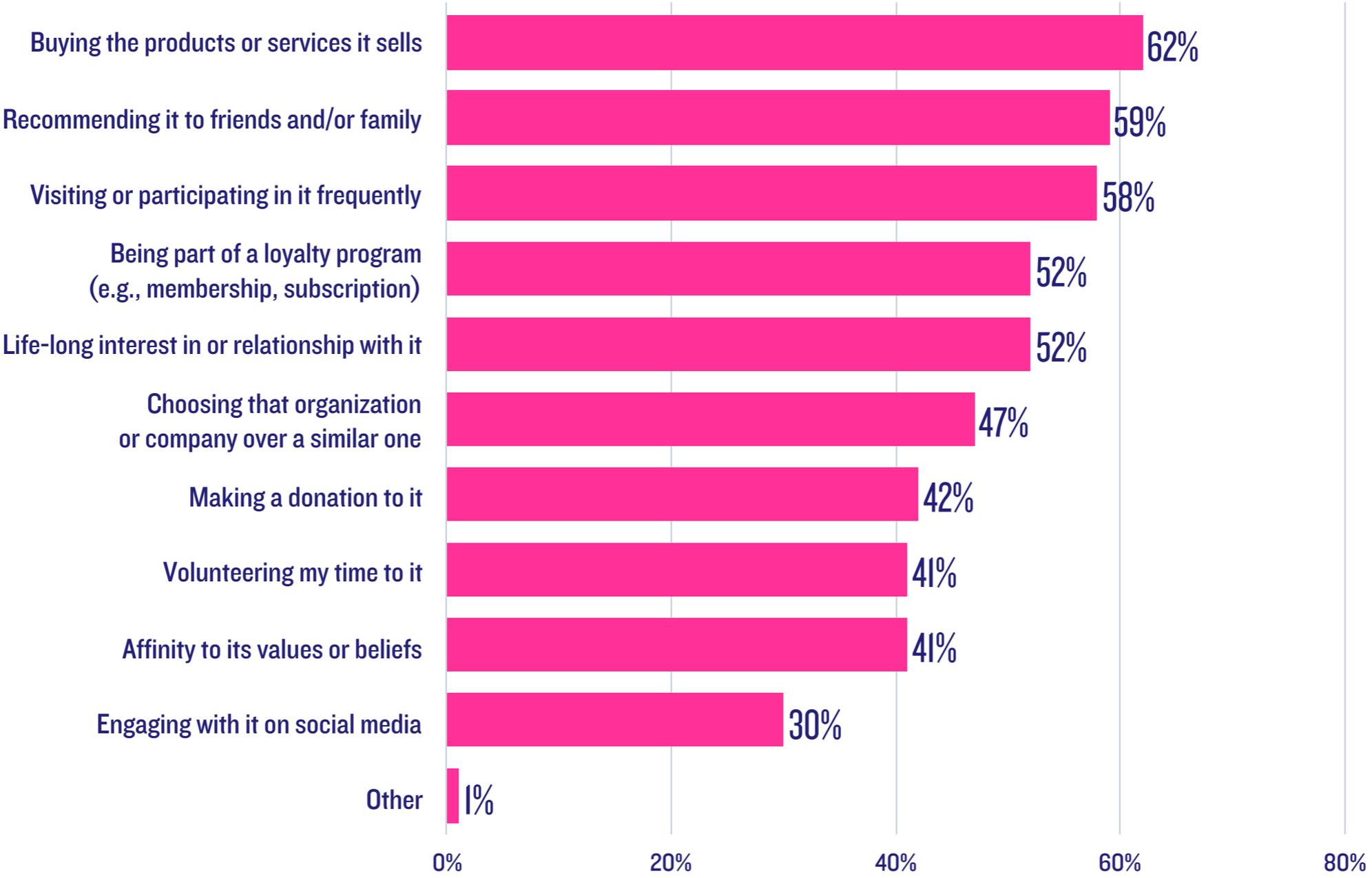


Information sources for cultural activities (advertisements) By race/ethnicity

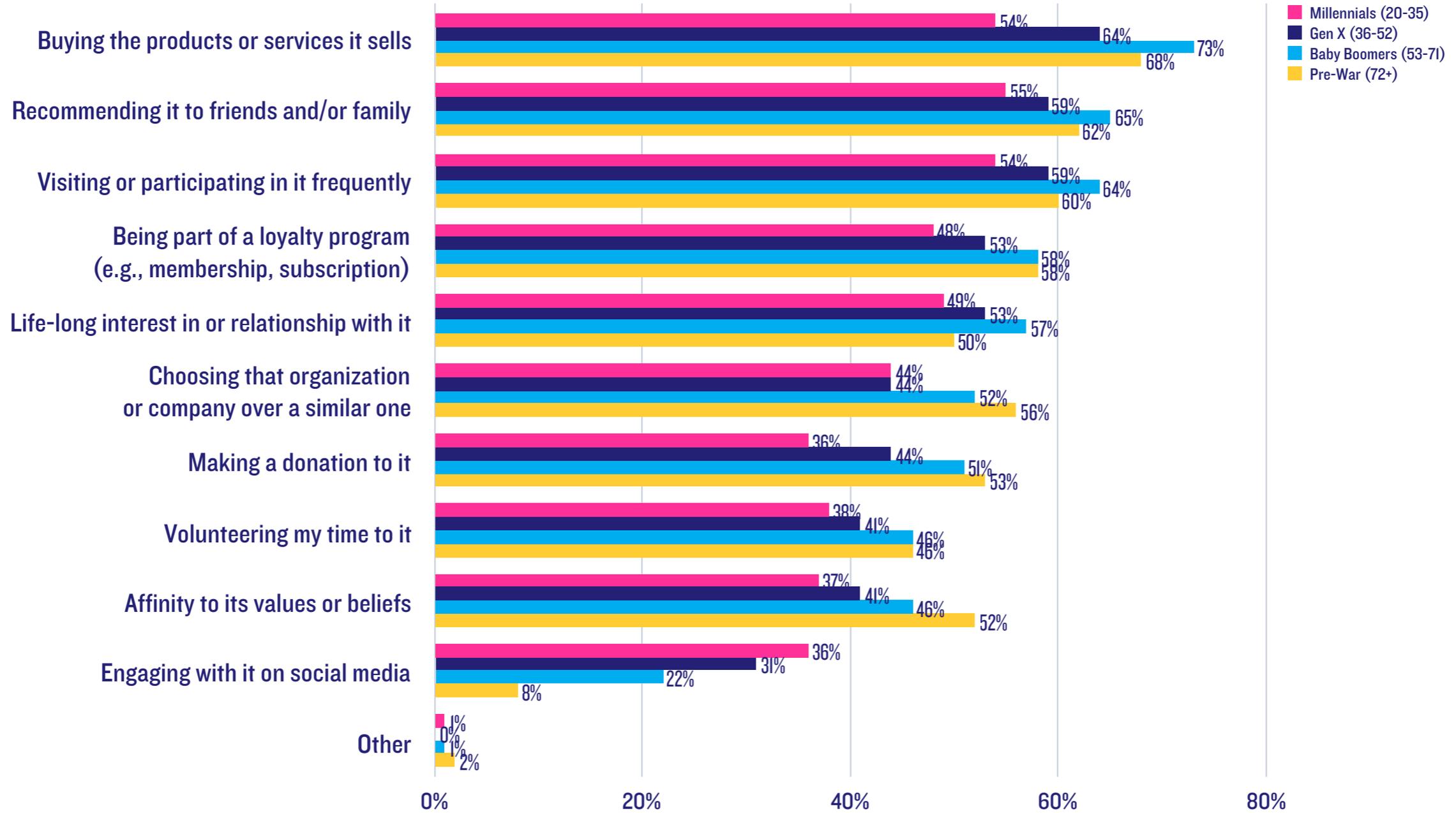


Loyalty

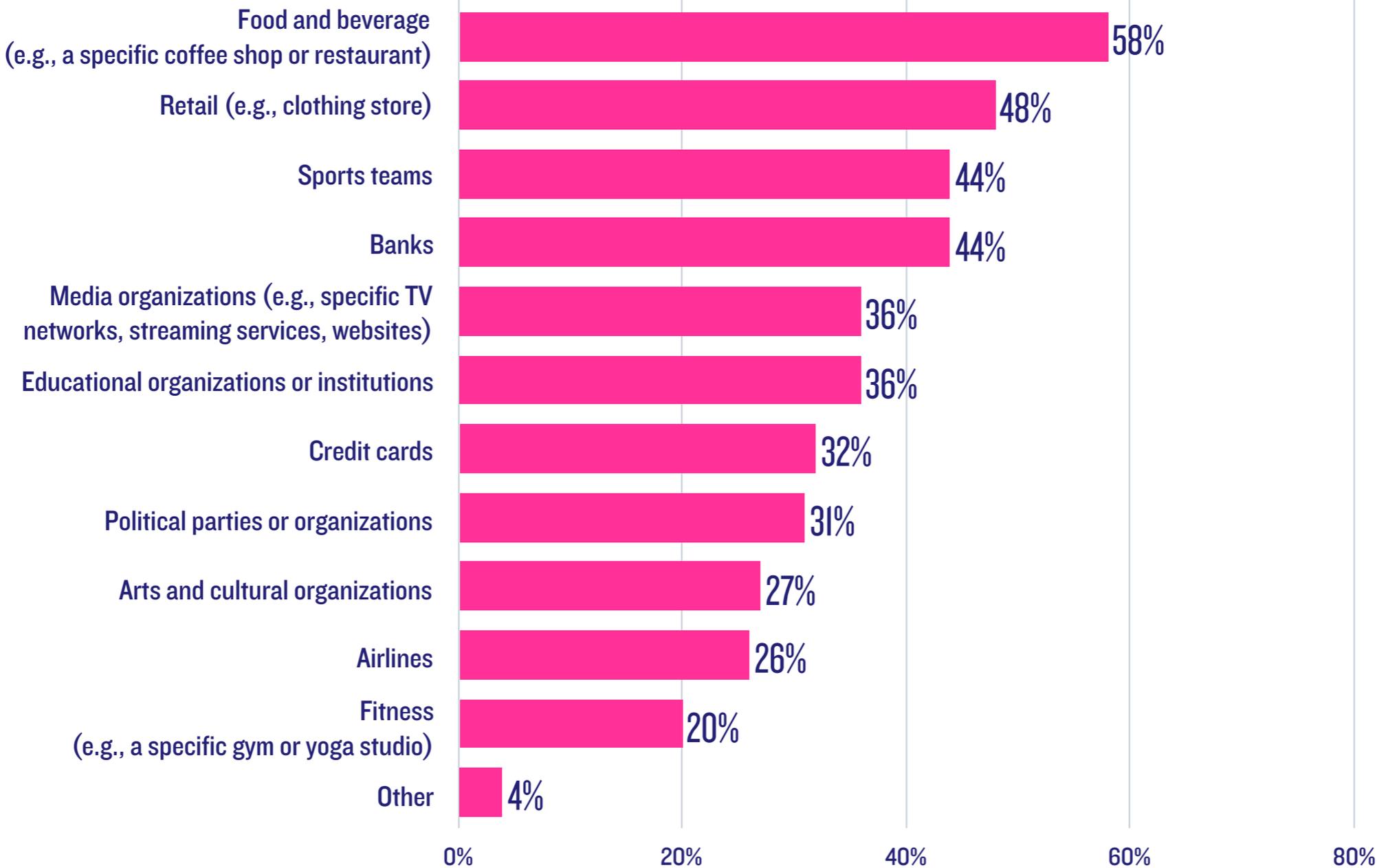
Definition of loyalty to an organization or company



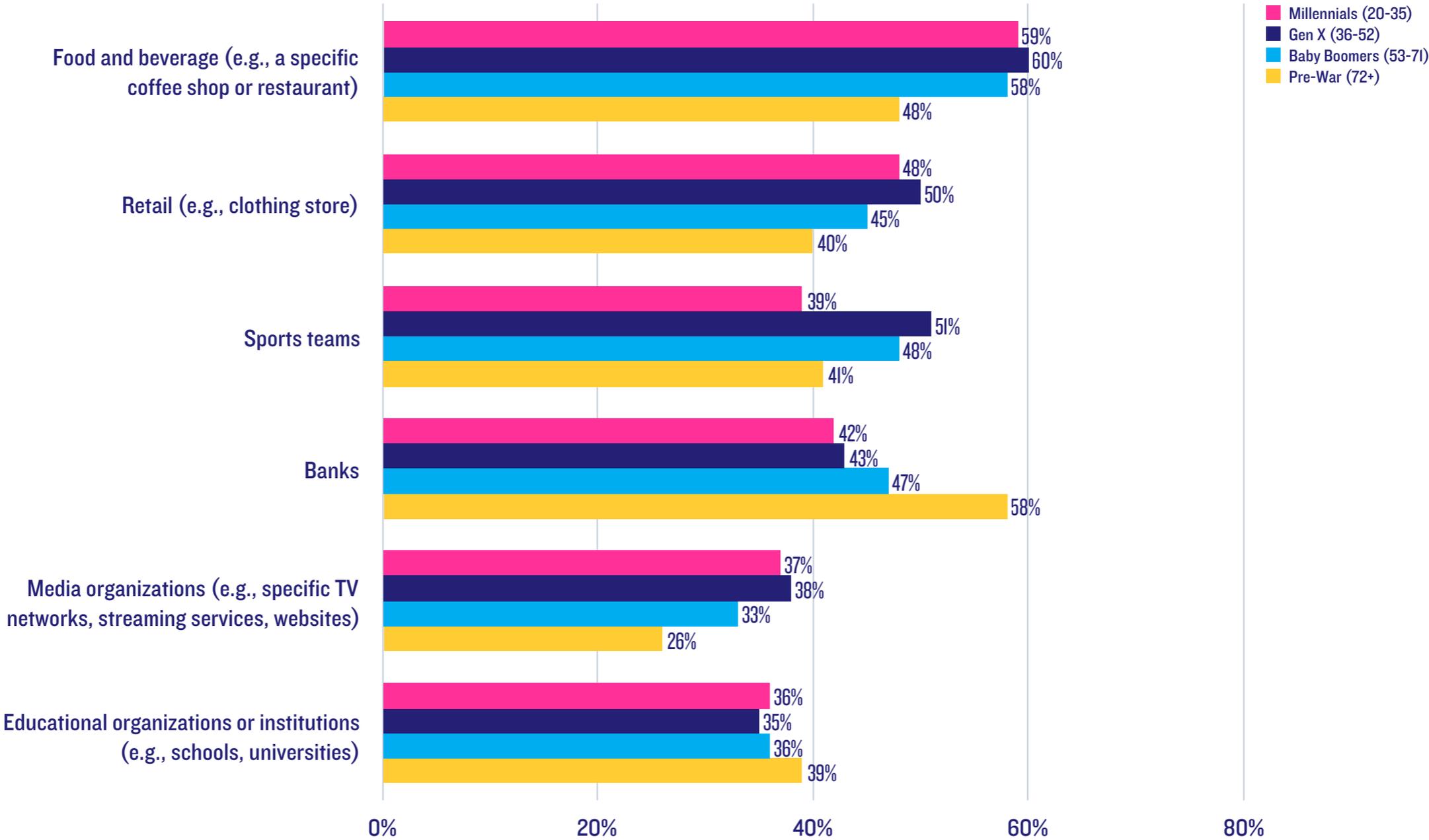
Definition of loyalty or an organization or company



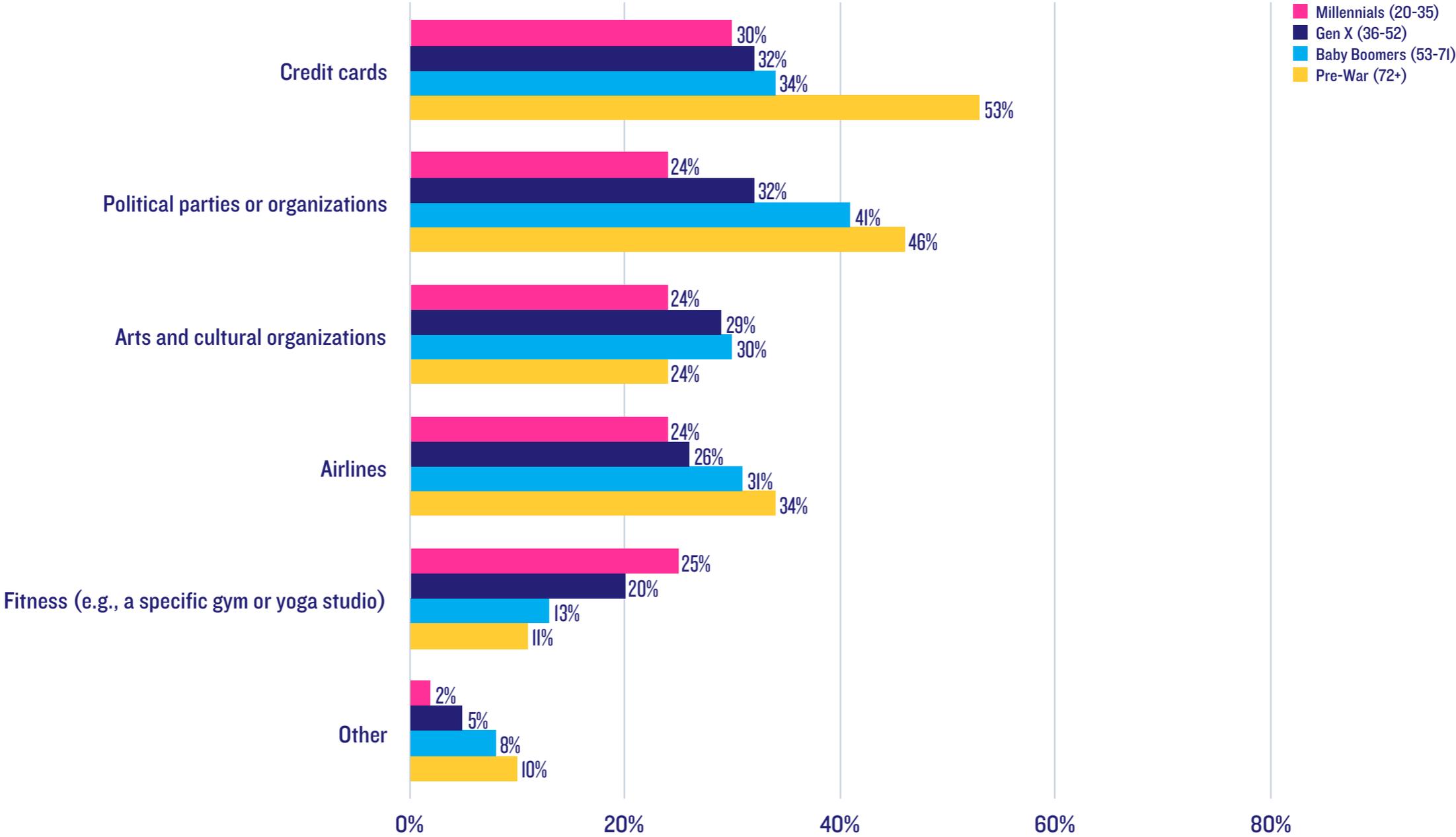
Organizations or companies most loyal to



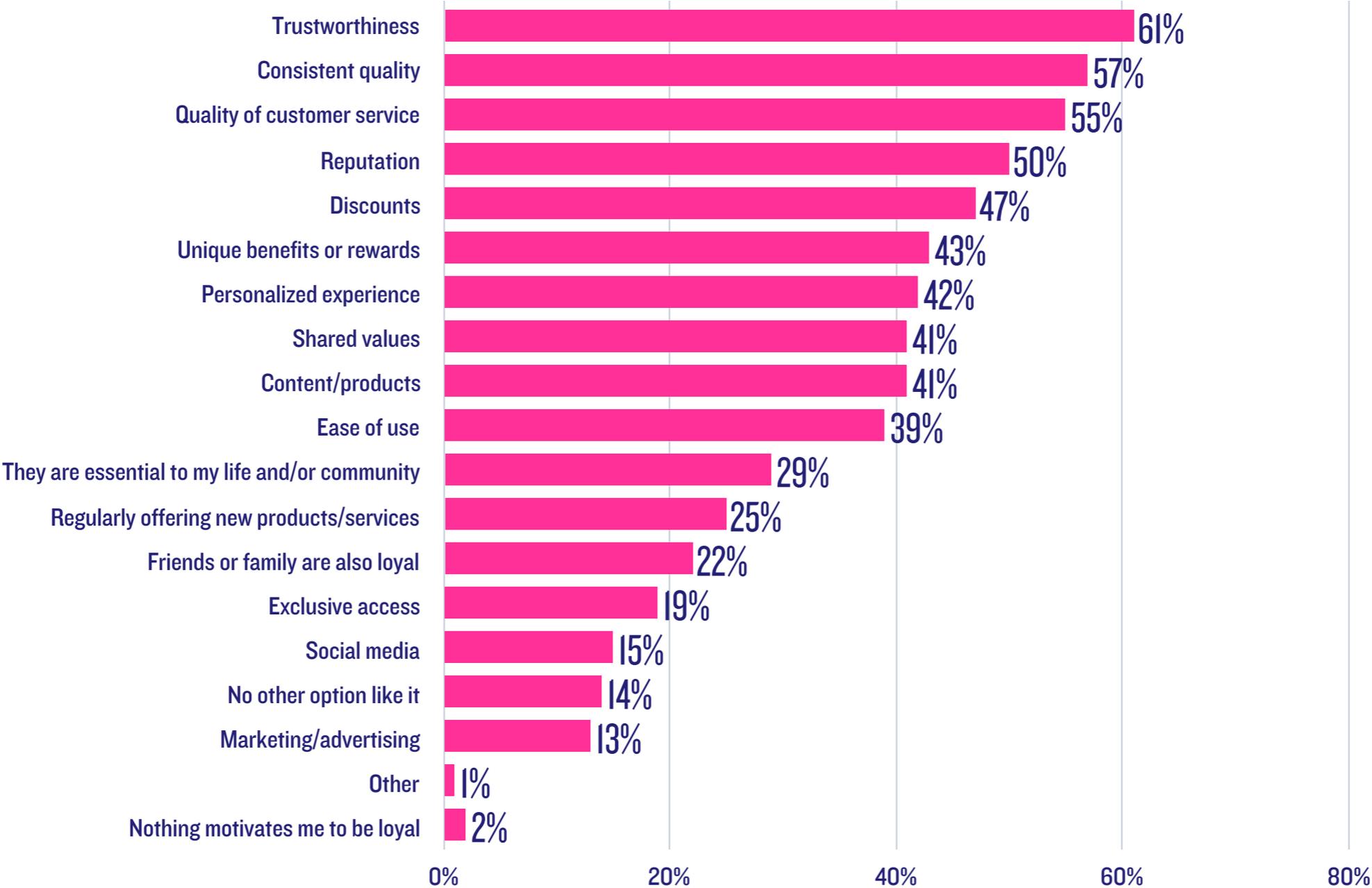
Organizations or companies most loyal to



Organizations or companies most loyal to

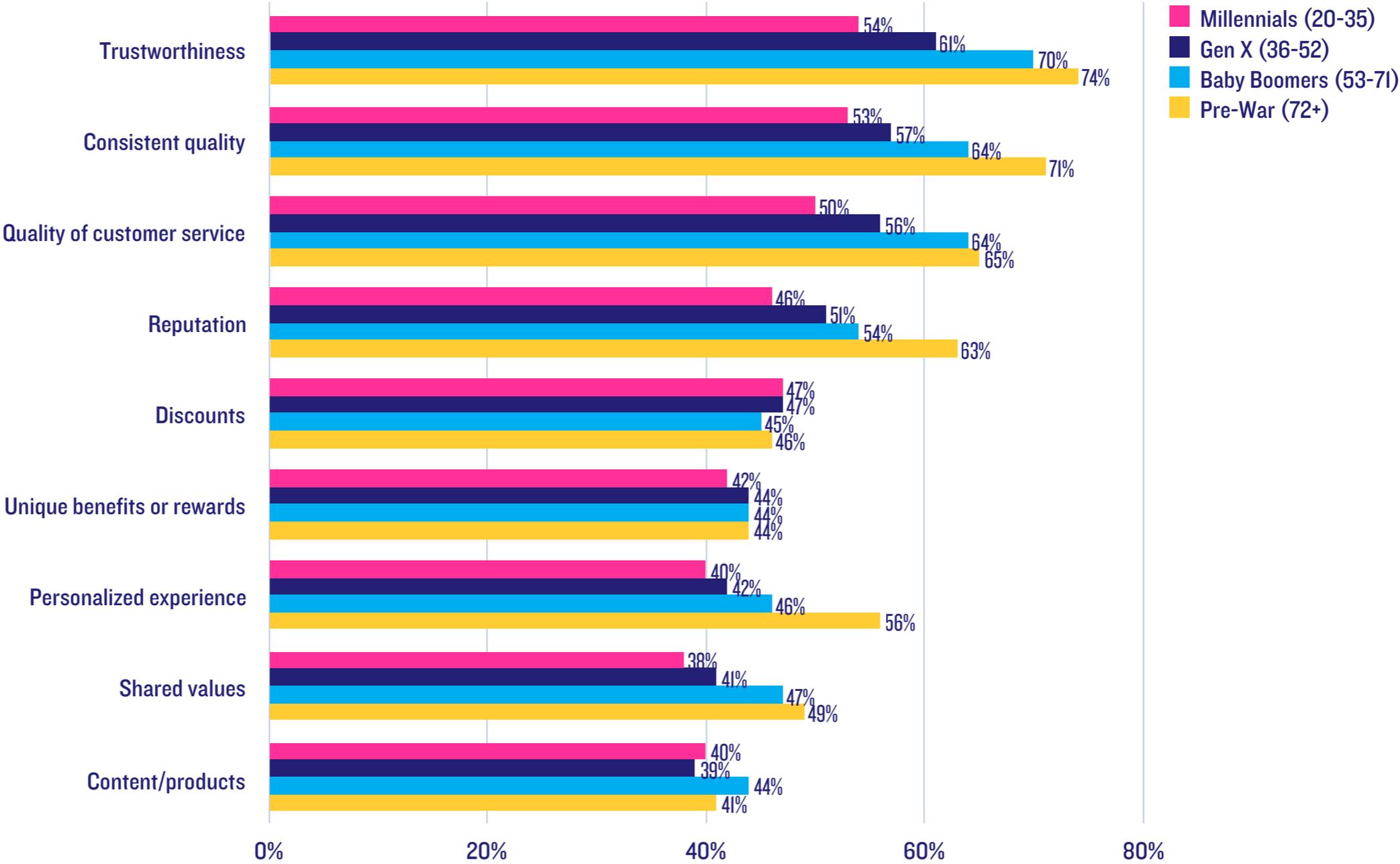


Motivators for loyalty to an organization or company

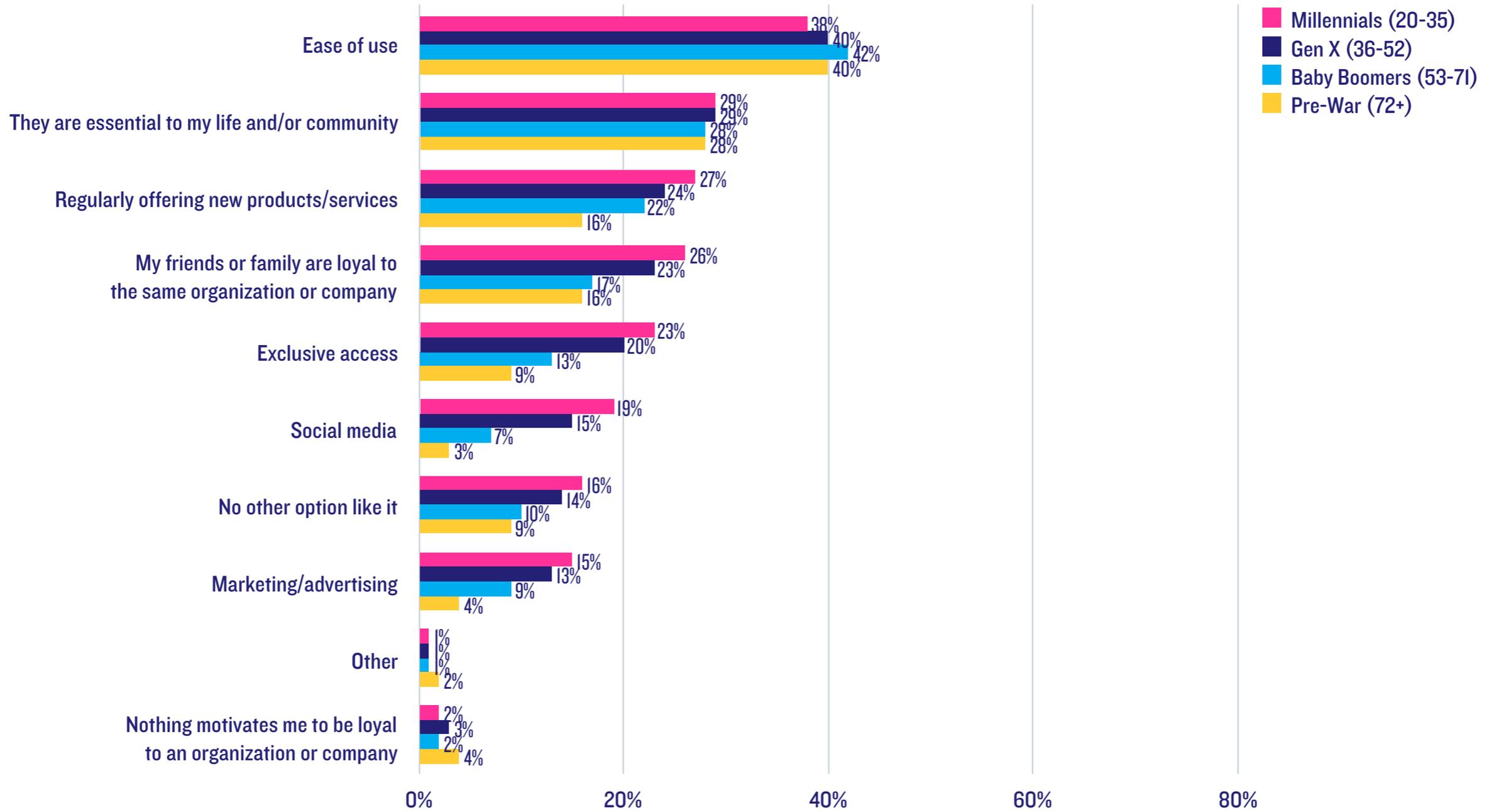


Organizations or companies most loyal to

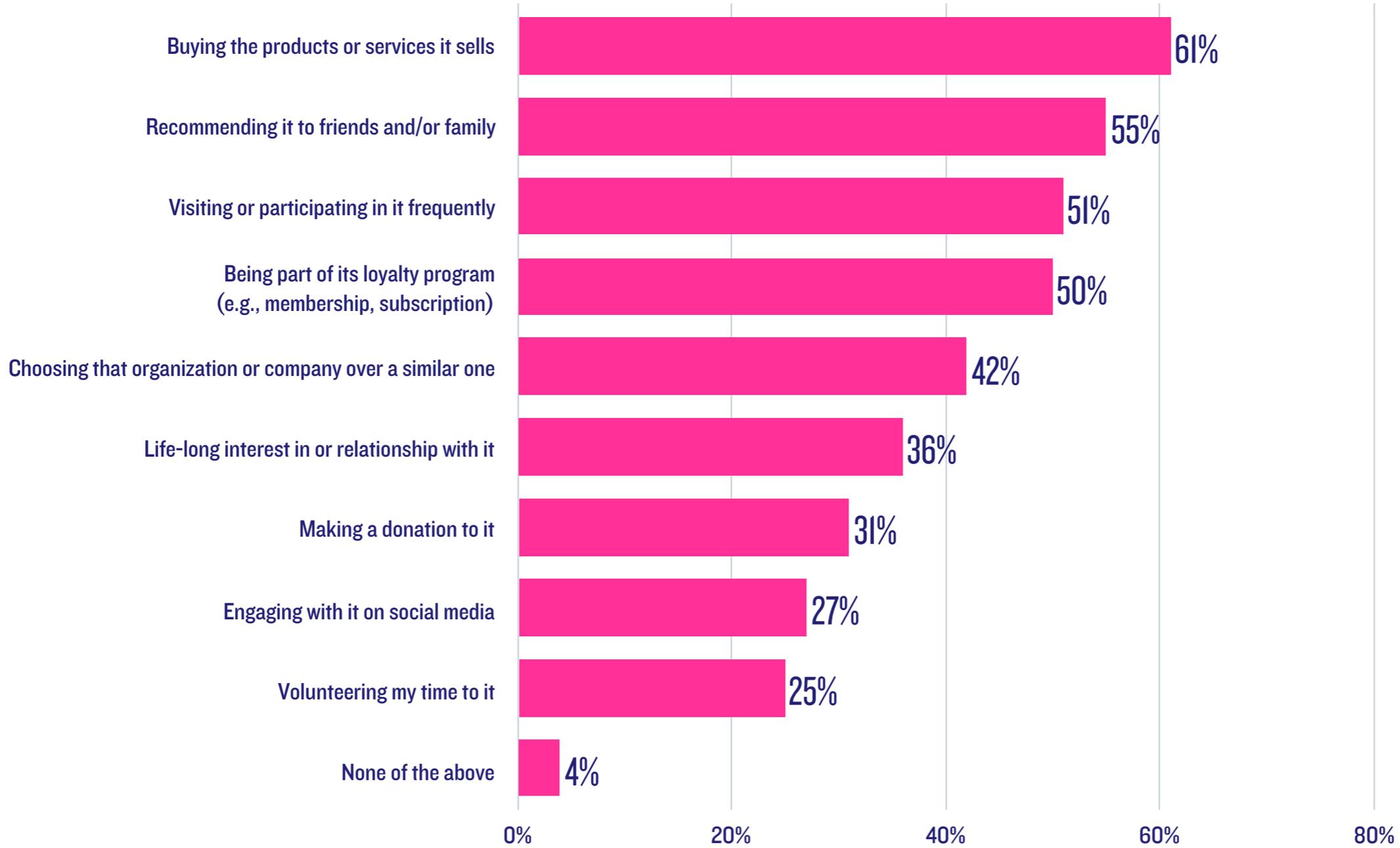
By generation



Organizations or companies most loyal to *continued* By generation

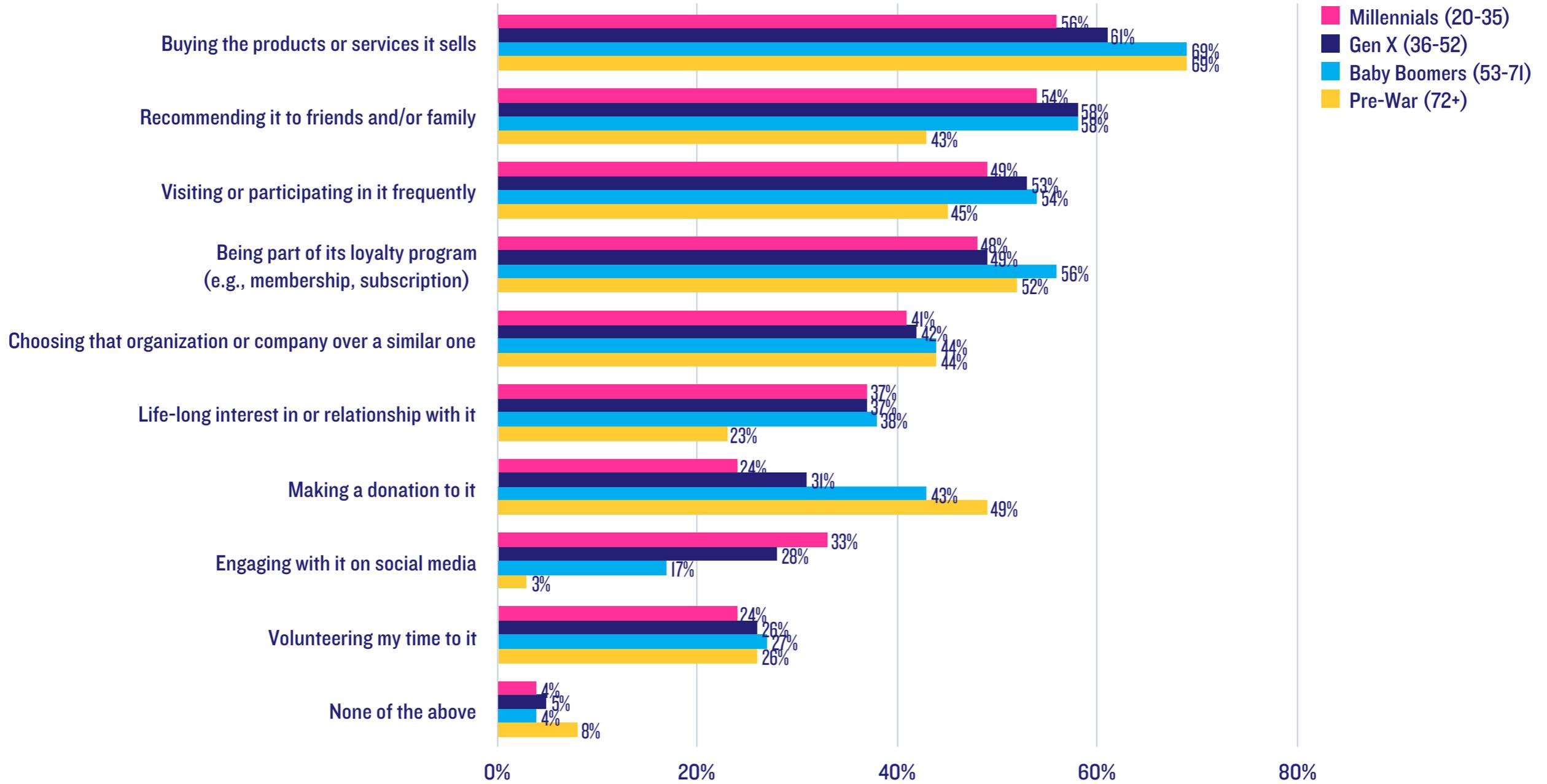


Acts of loyalty to an organization or company in the past year

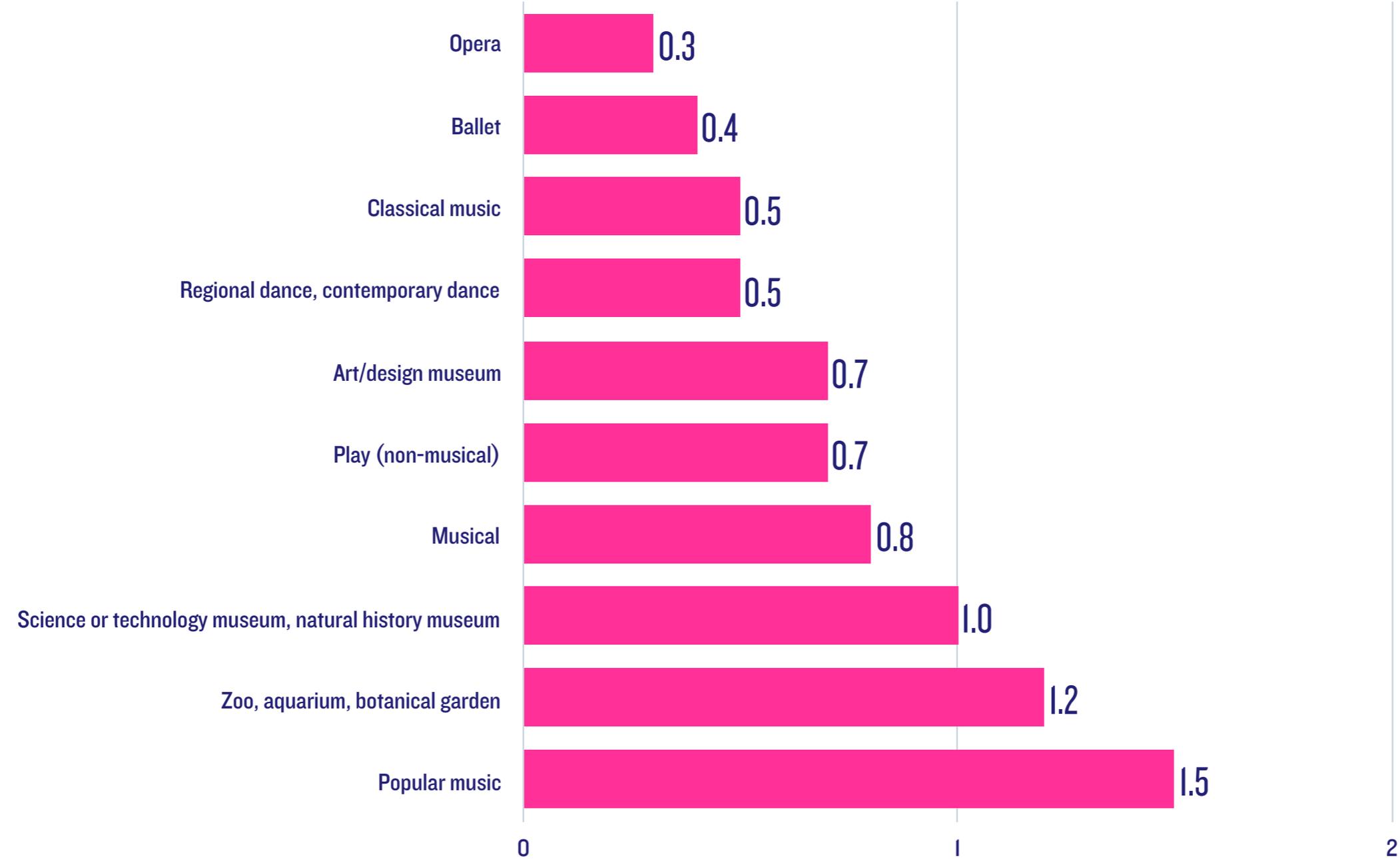


Acts of loyalty to an organization or company in the past year

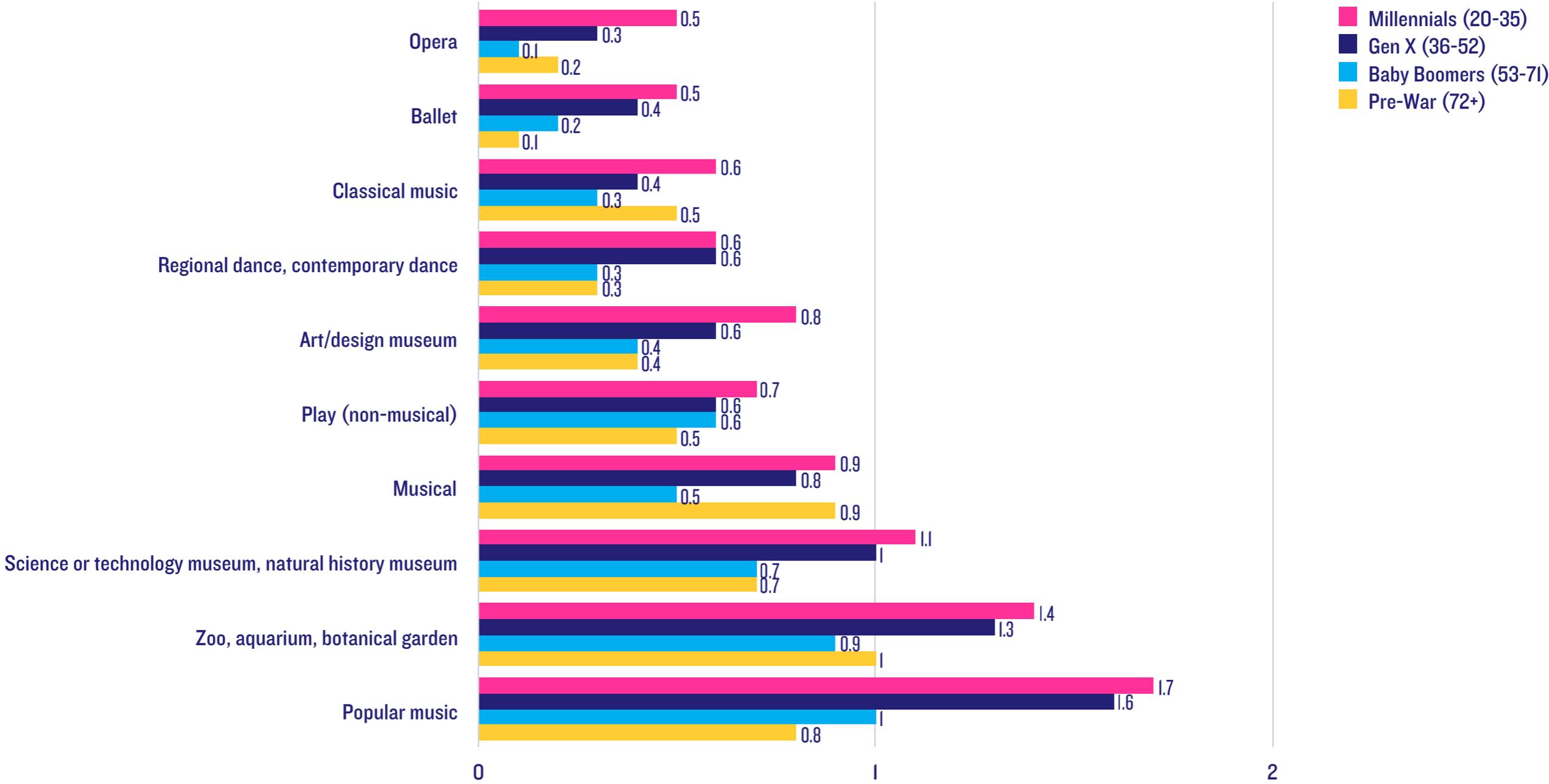
By generation



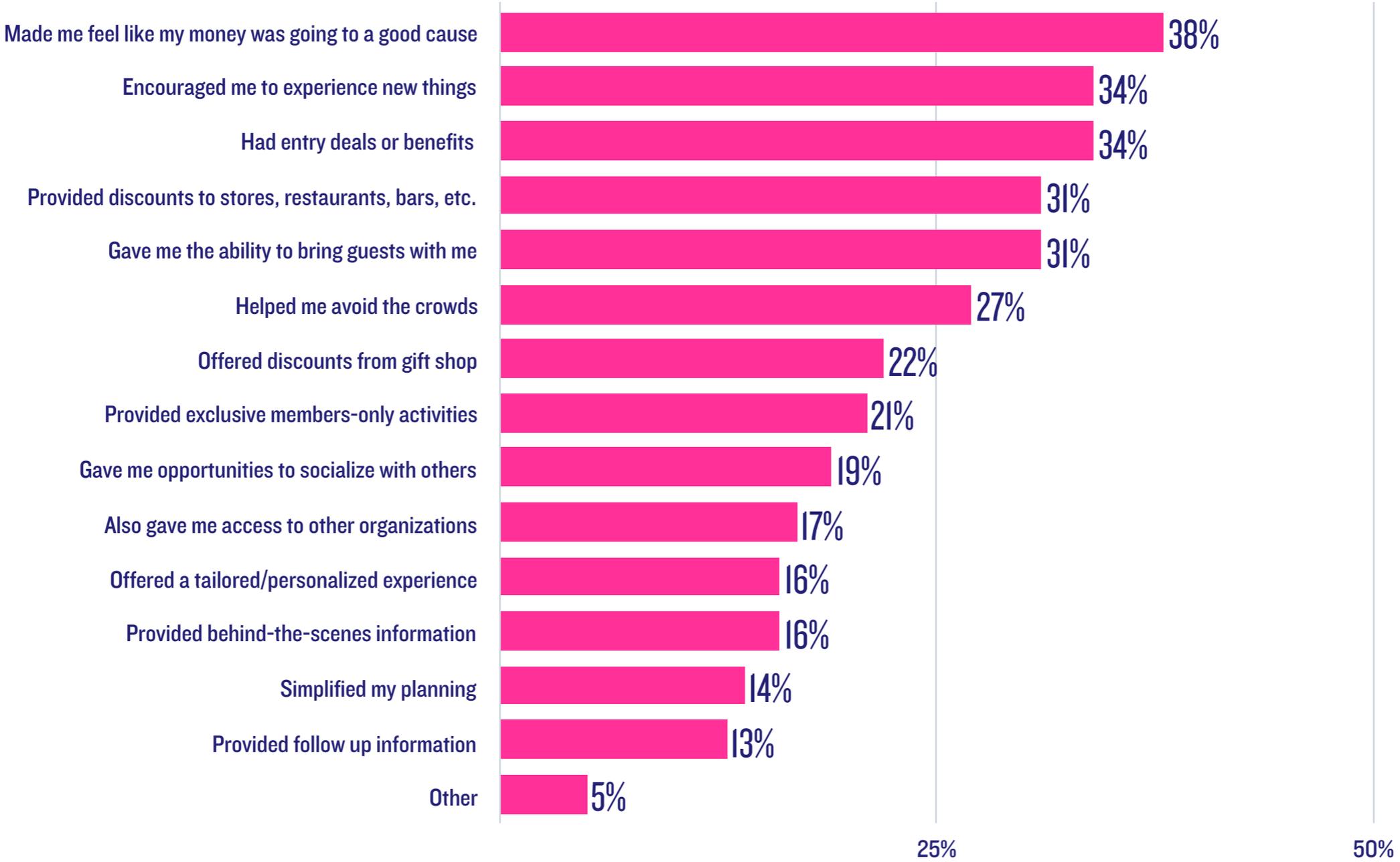
Number of cultural organizations loyal to



Number of cultural organizations loyal to By generation

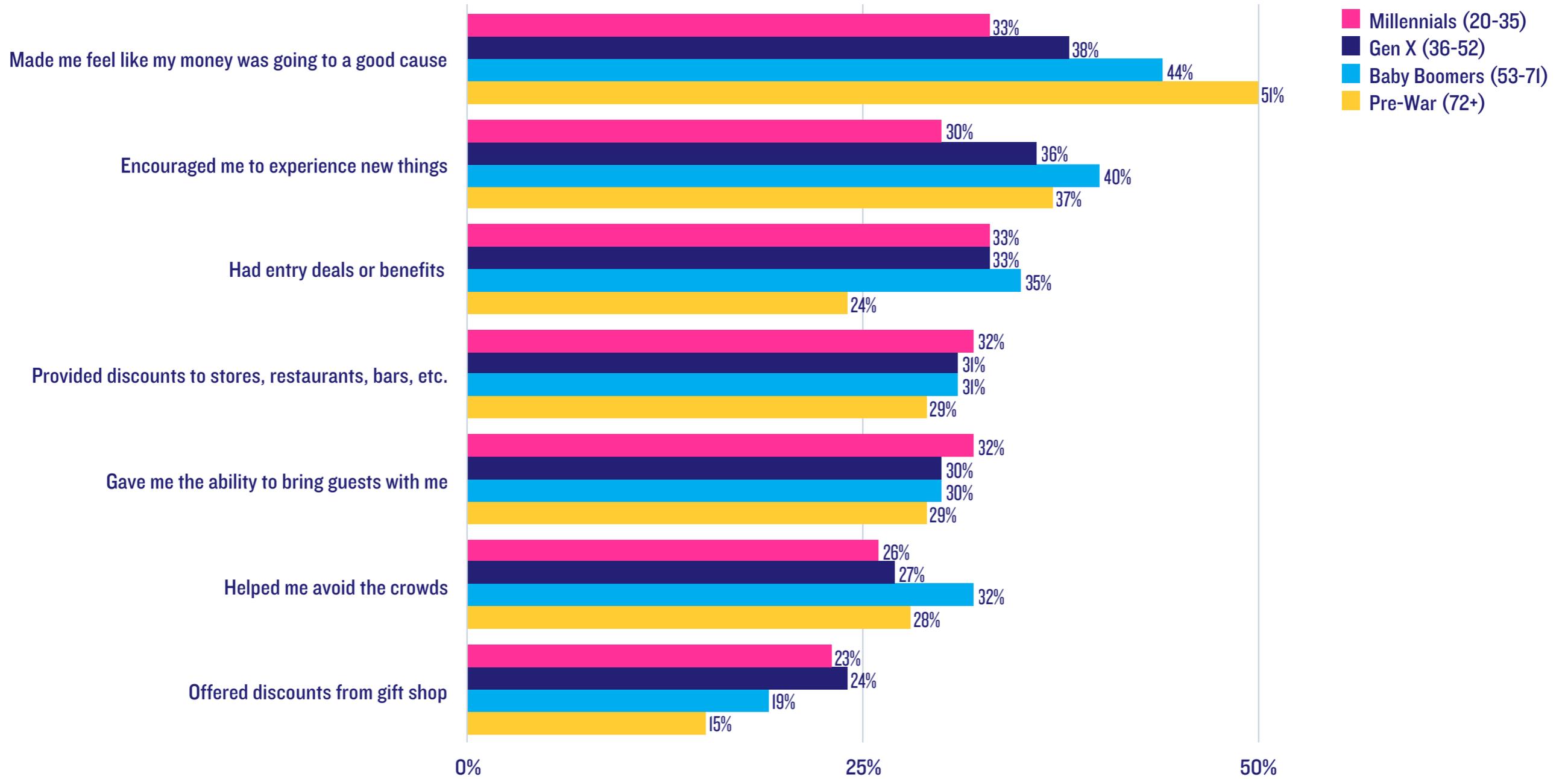


Benefits of a cultural loyalty program



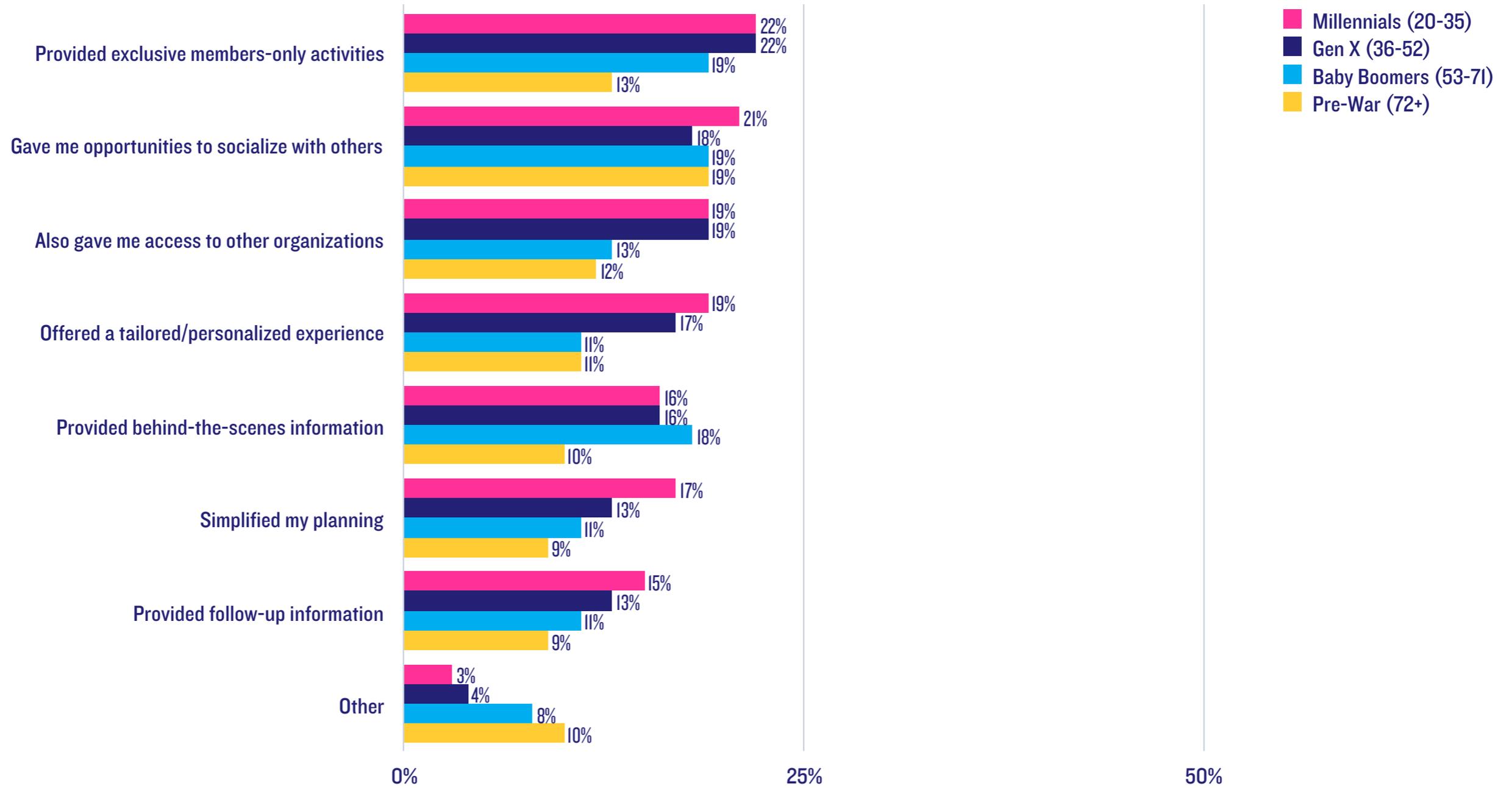
Benefits of a cultural loyalty program

By generation

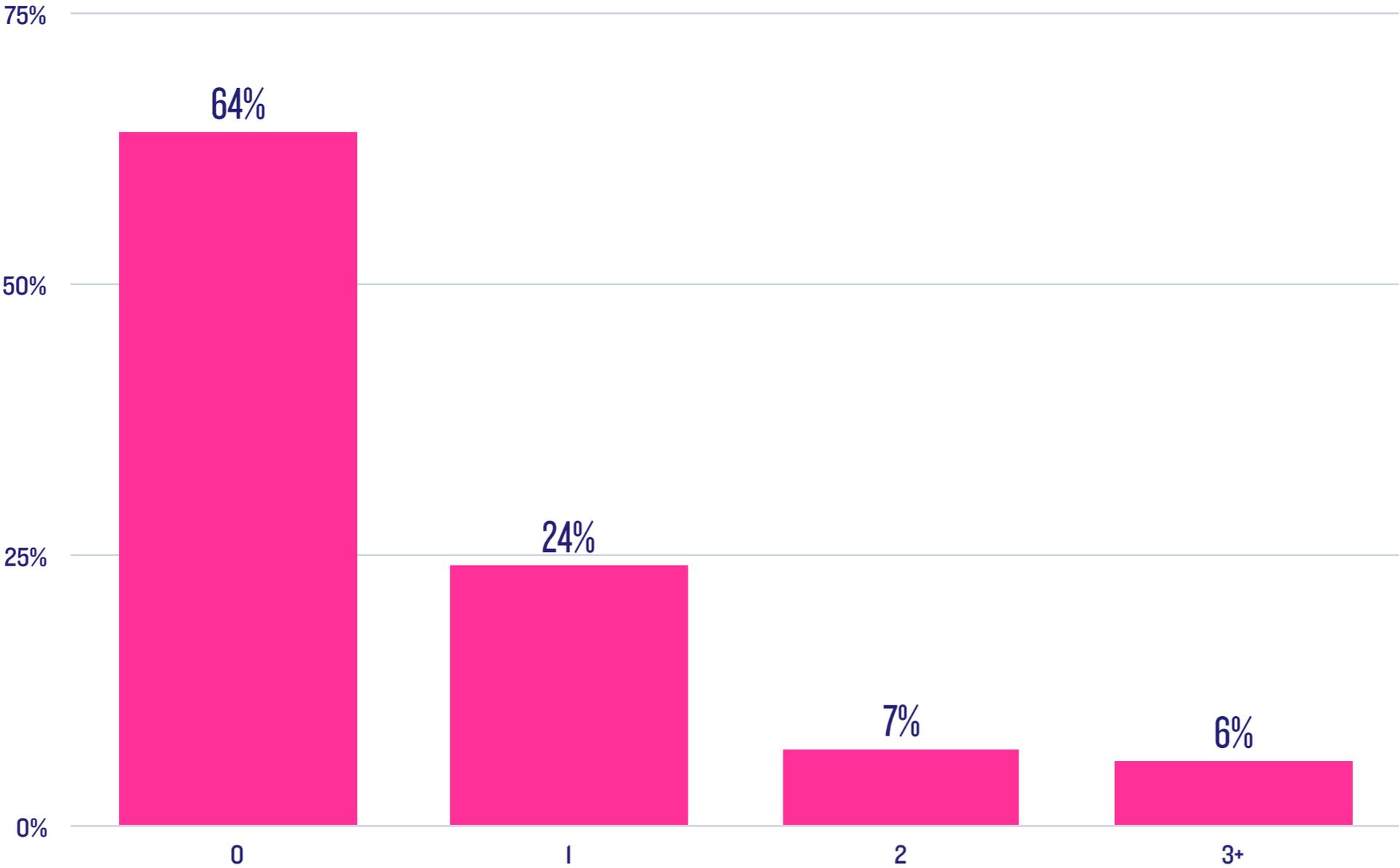


Benefits of a cultural loyalty program *continued*

By generation

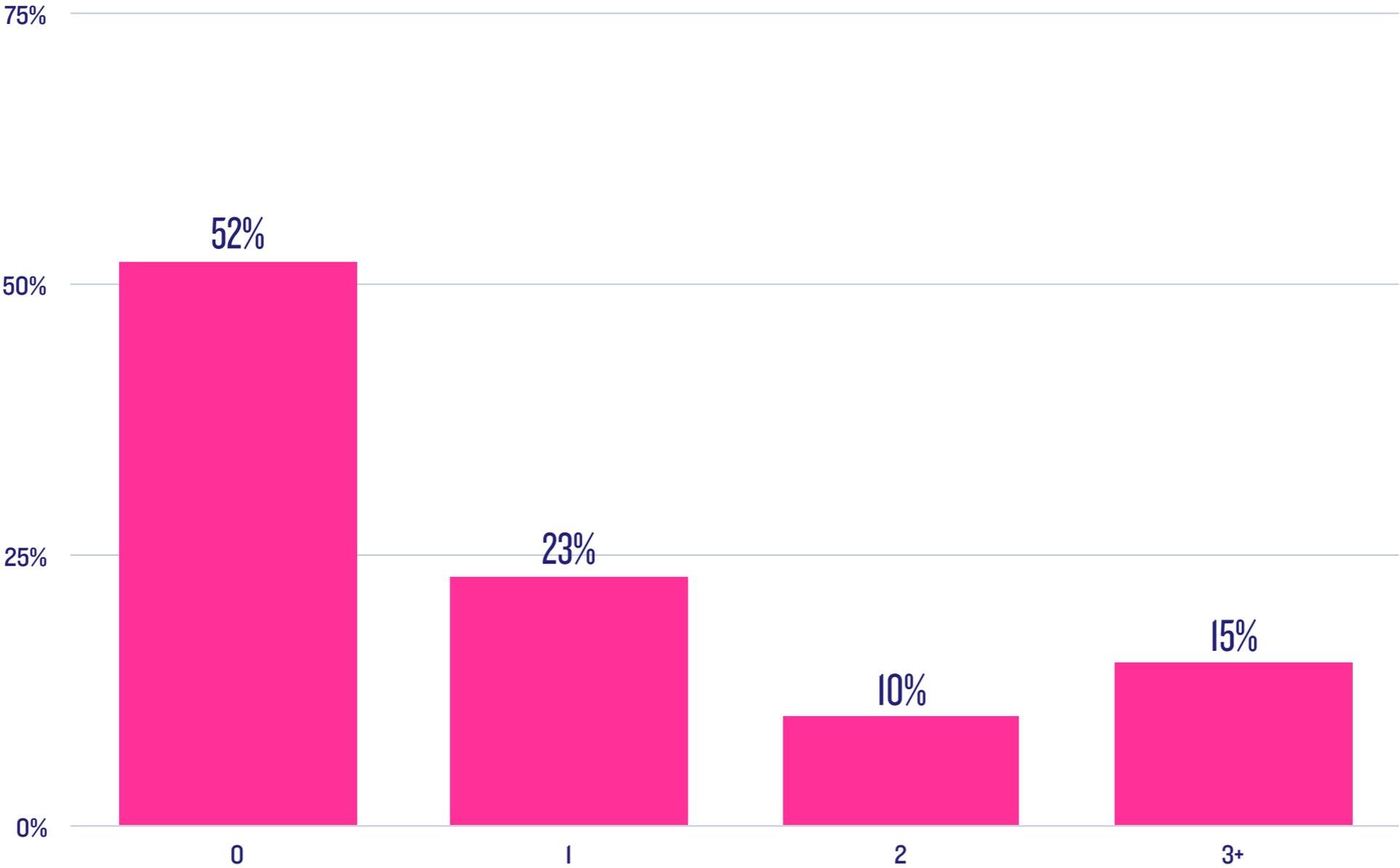


Number of loyalty programs a part of Art/design museum



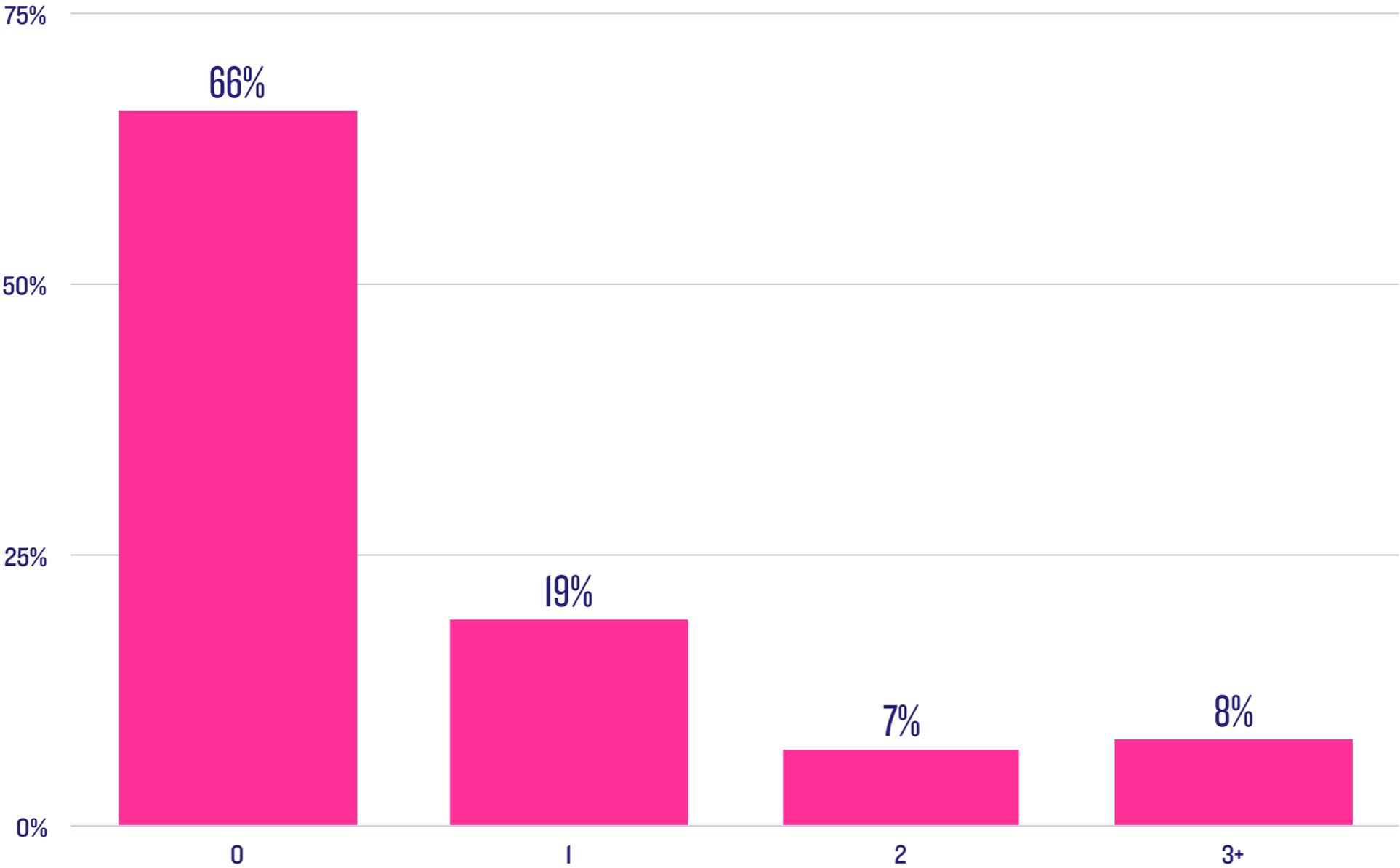
Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Number of loyalty programs a part of Opera



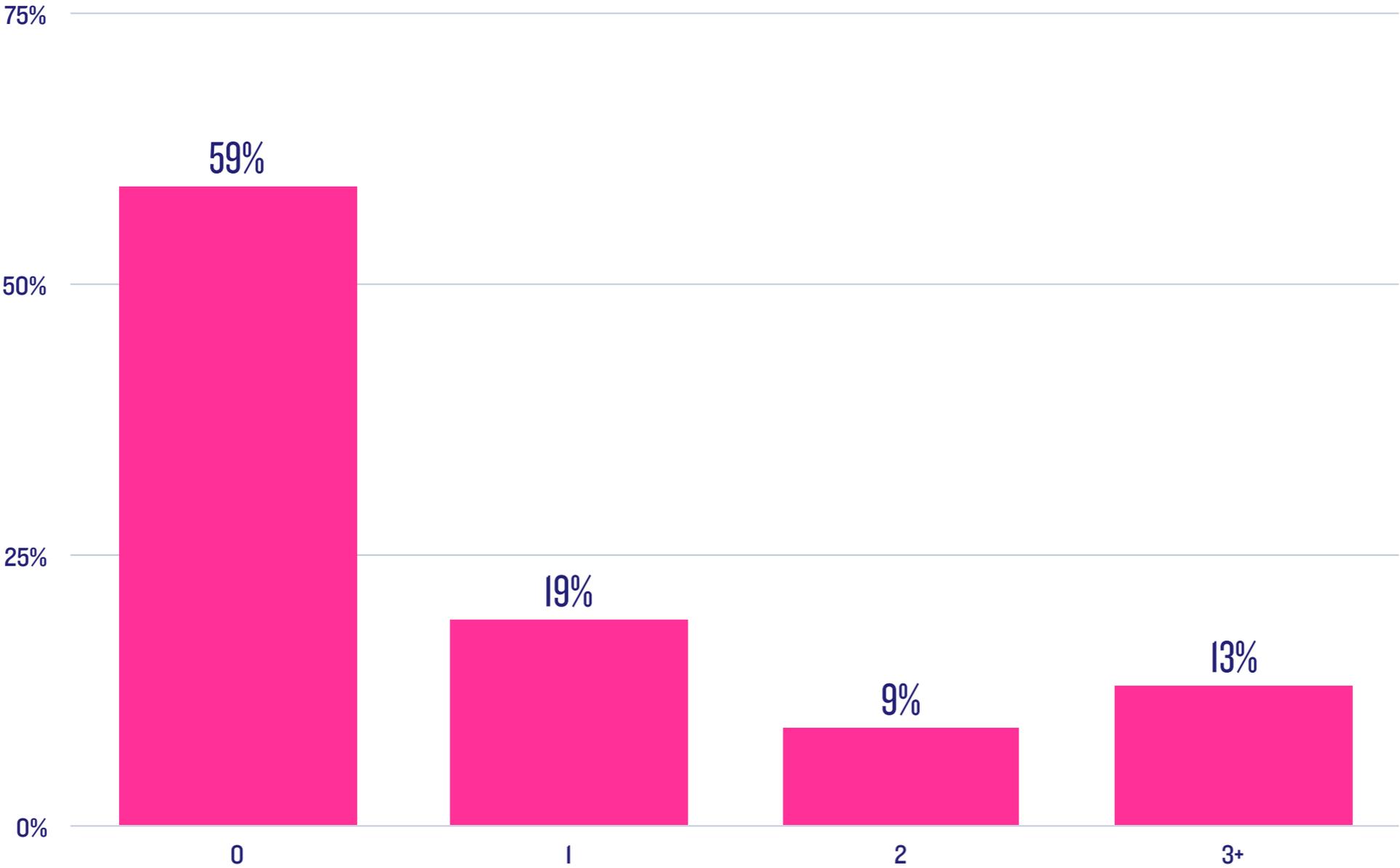
Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Number of loyalty programs a part of Classical music



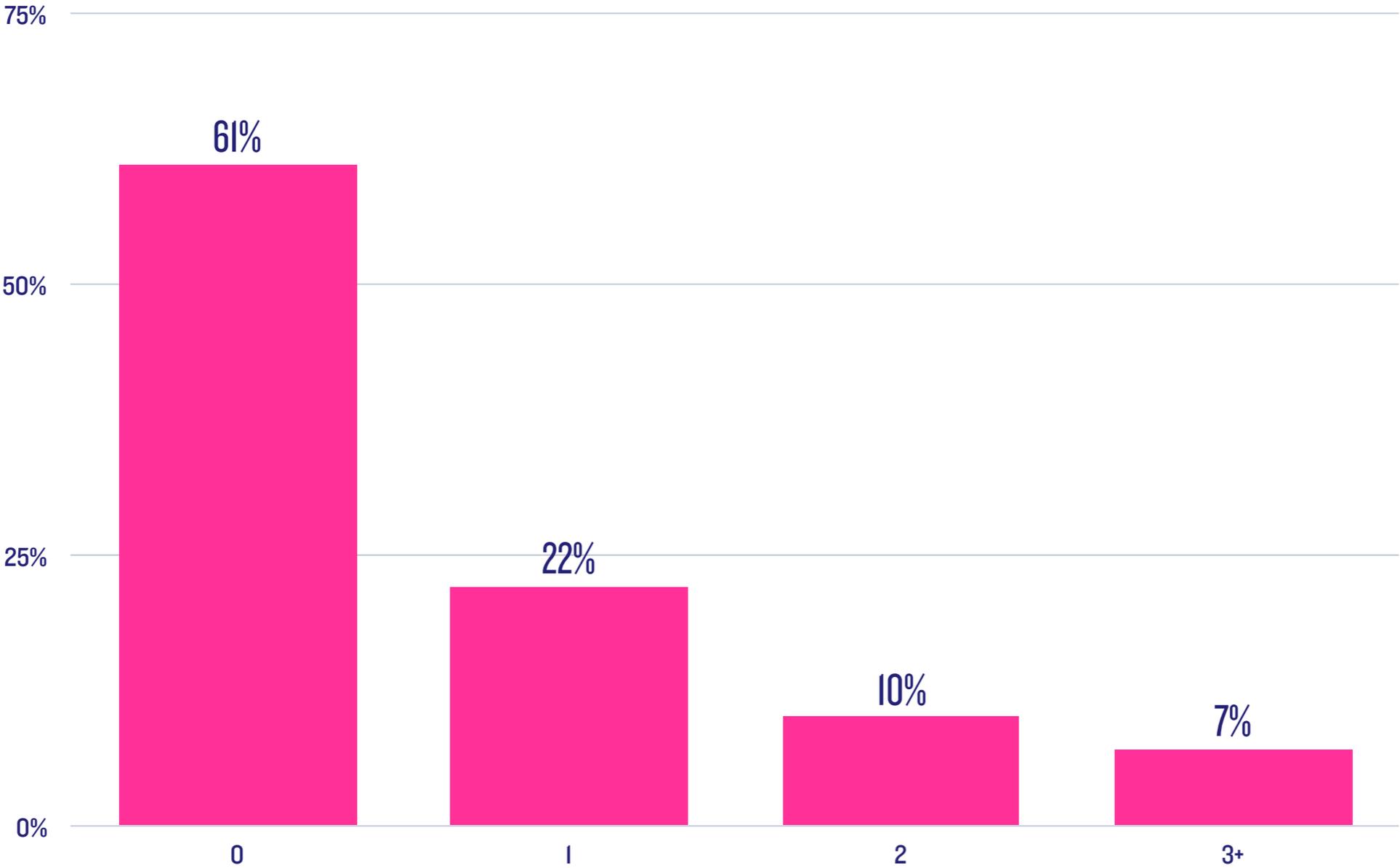
Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Number of loyalty programs a part of Ballet



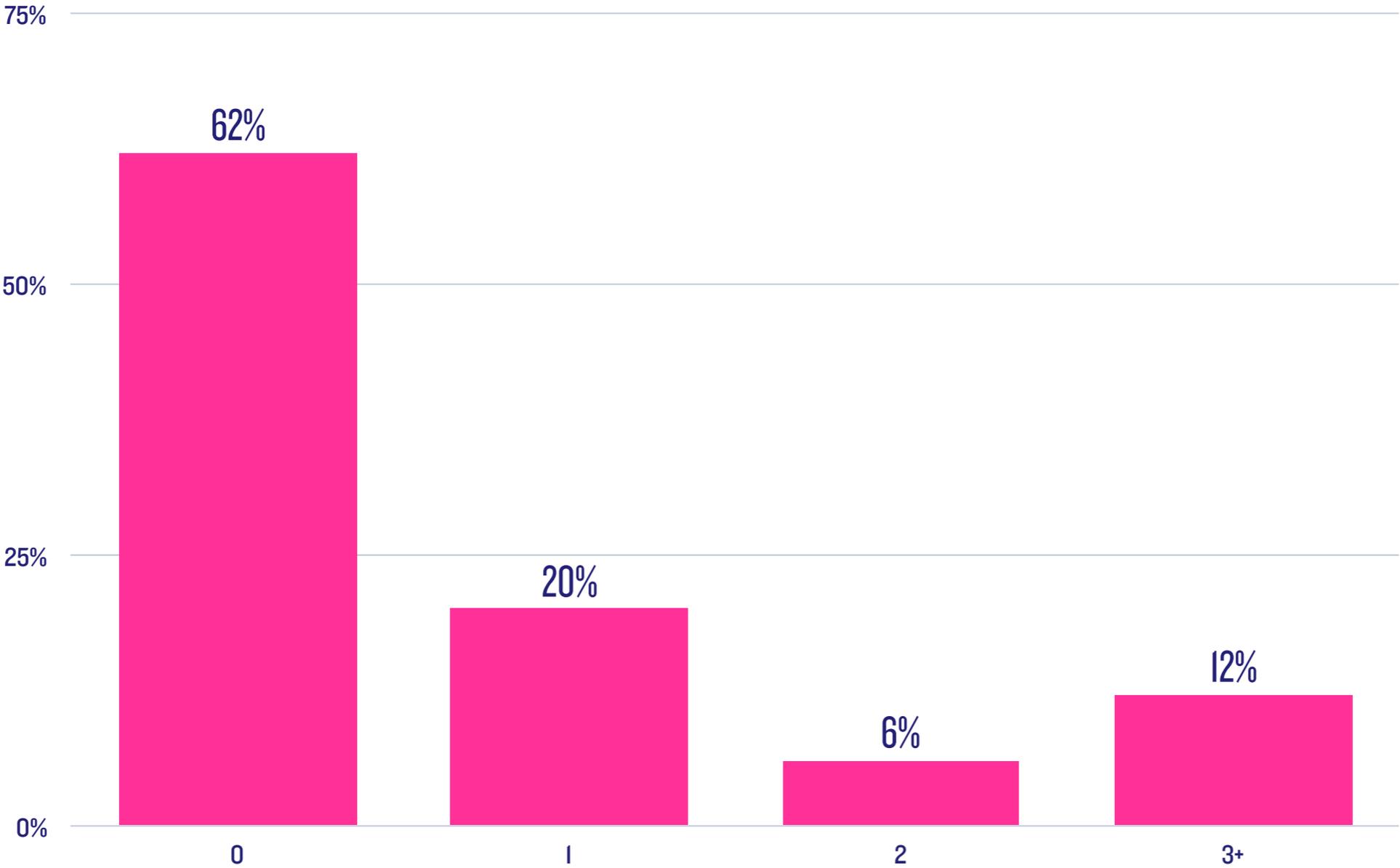
Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Number of loyalty programs a part of Popular music



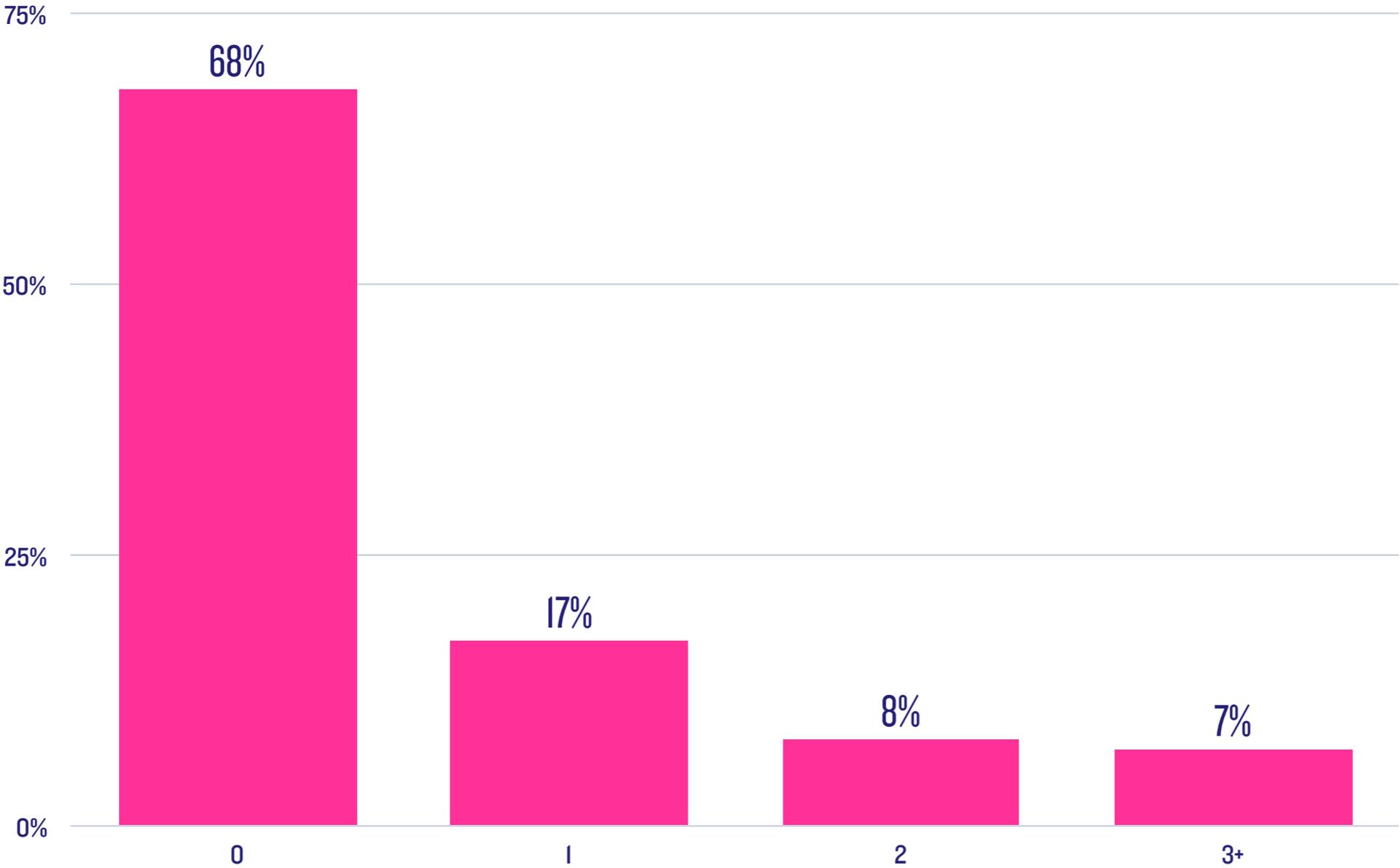
Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Number of loyalty programs a part of Musicals



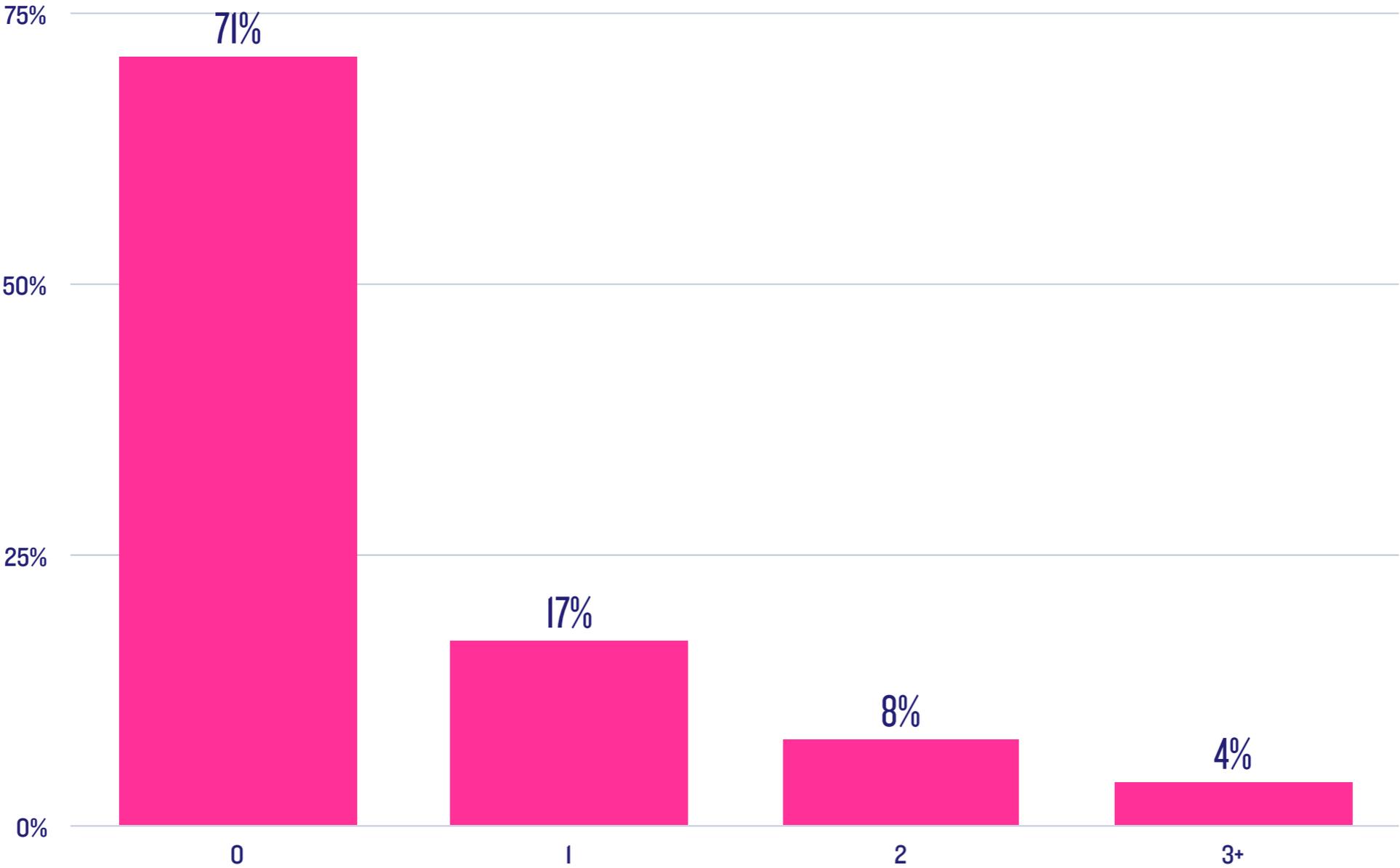
Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Number of loyalty programs a part of Plays (non-musical)



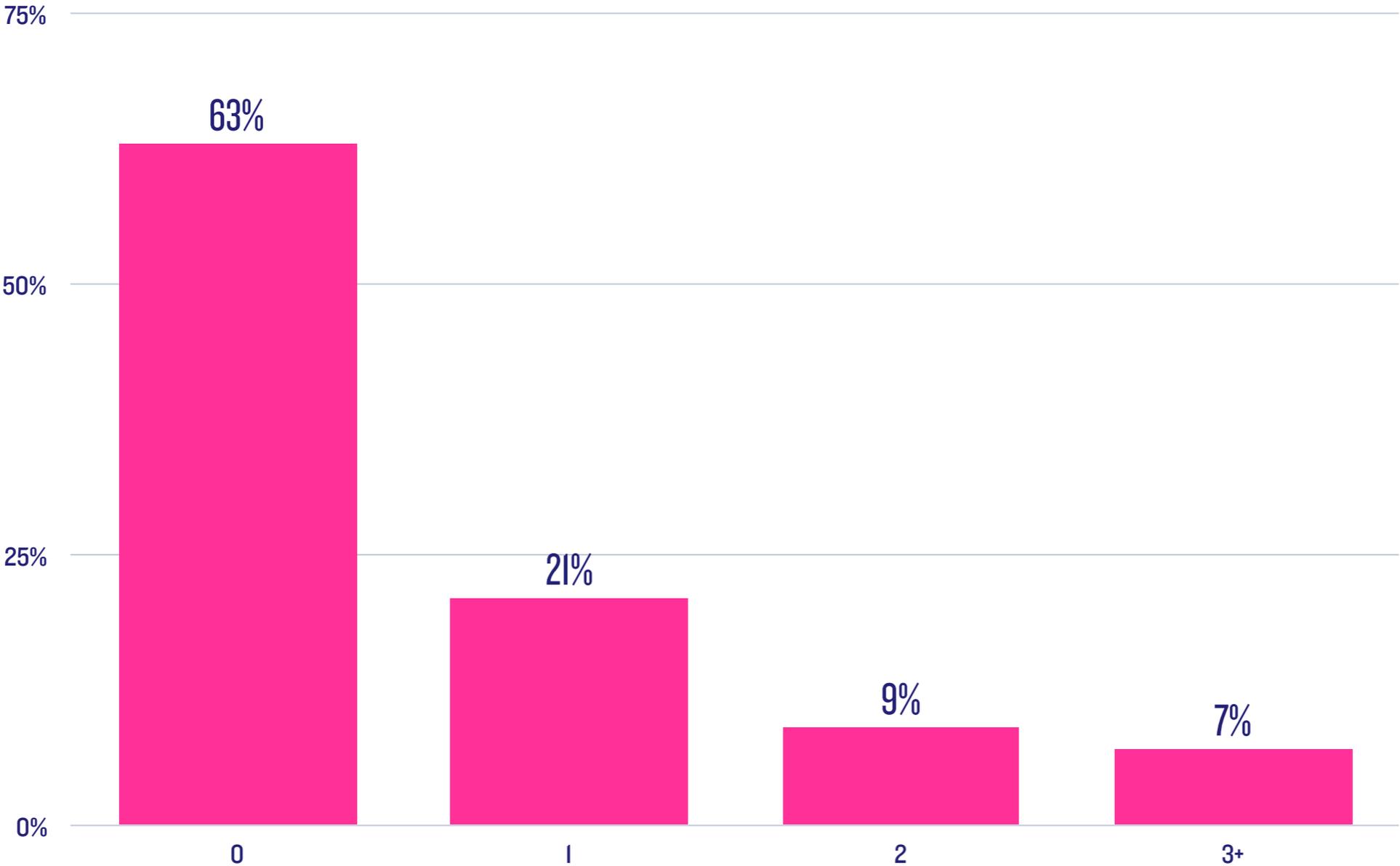
Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Number of loyalty programs a part of Community festivals/street fairs



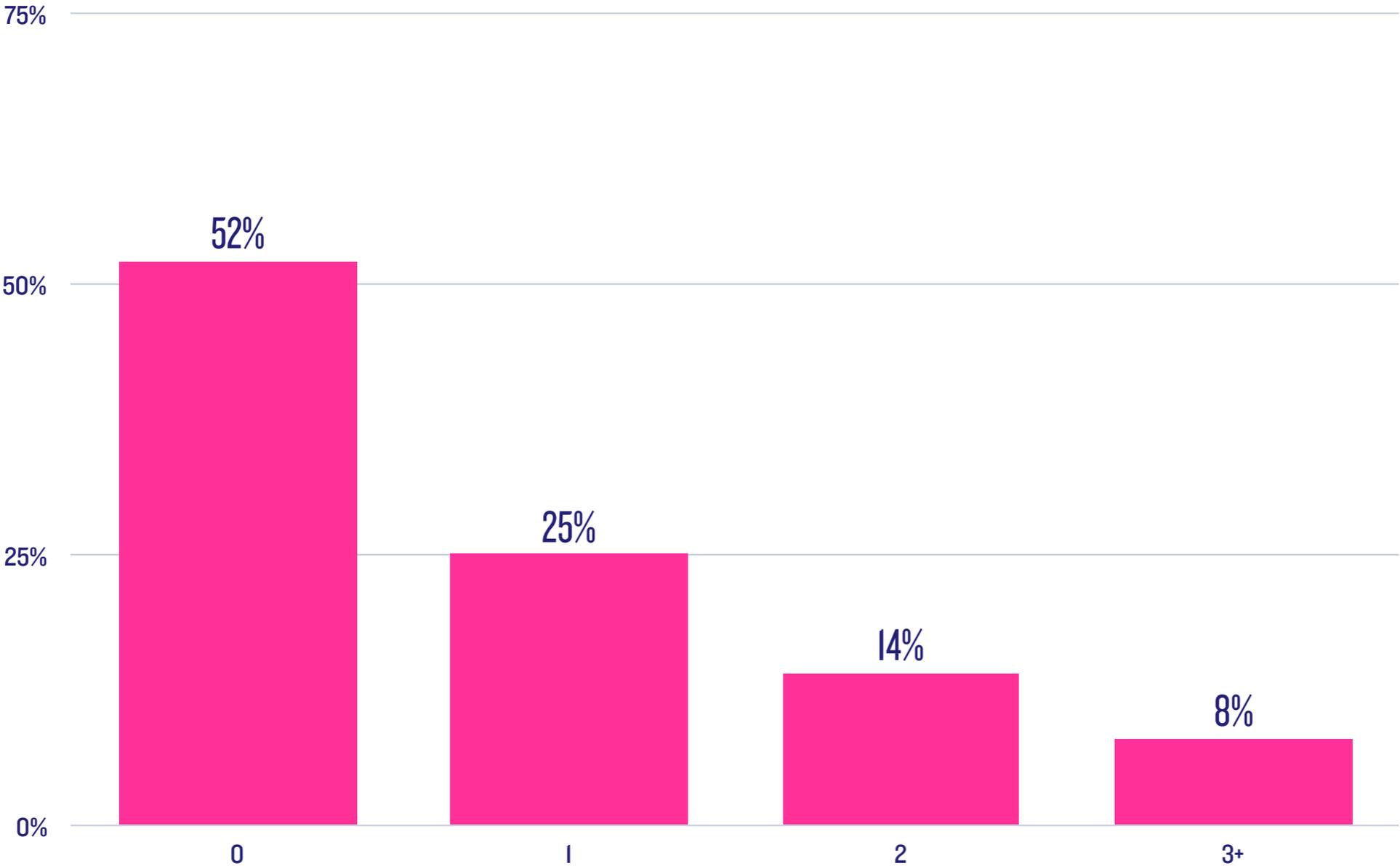
Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Number of loyalty programs a part of Science or technology museums, natural history museums



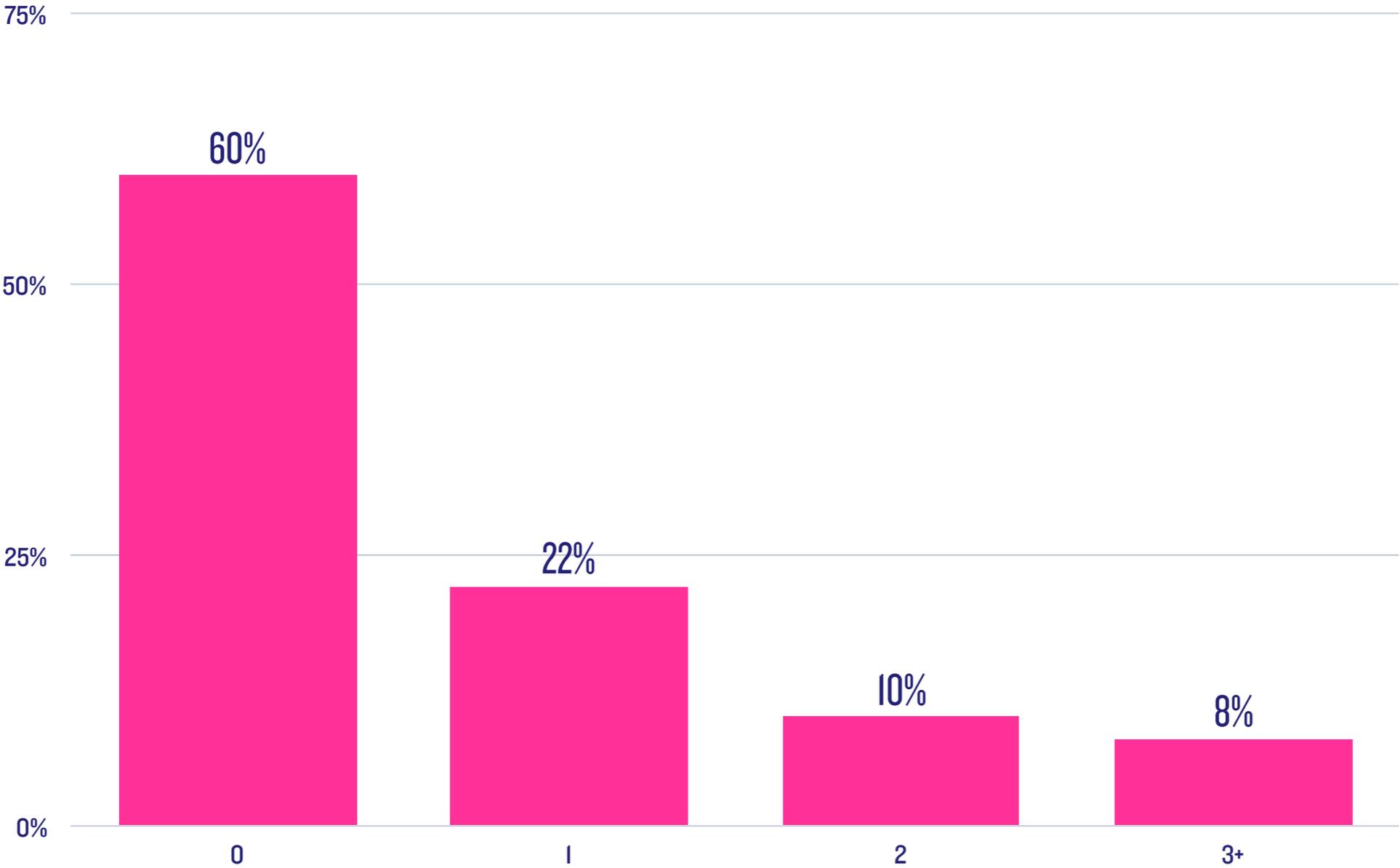
Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Number of loyalty programs a part of Zoo, aquarium, botanical garden



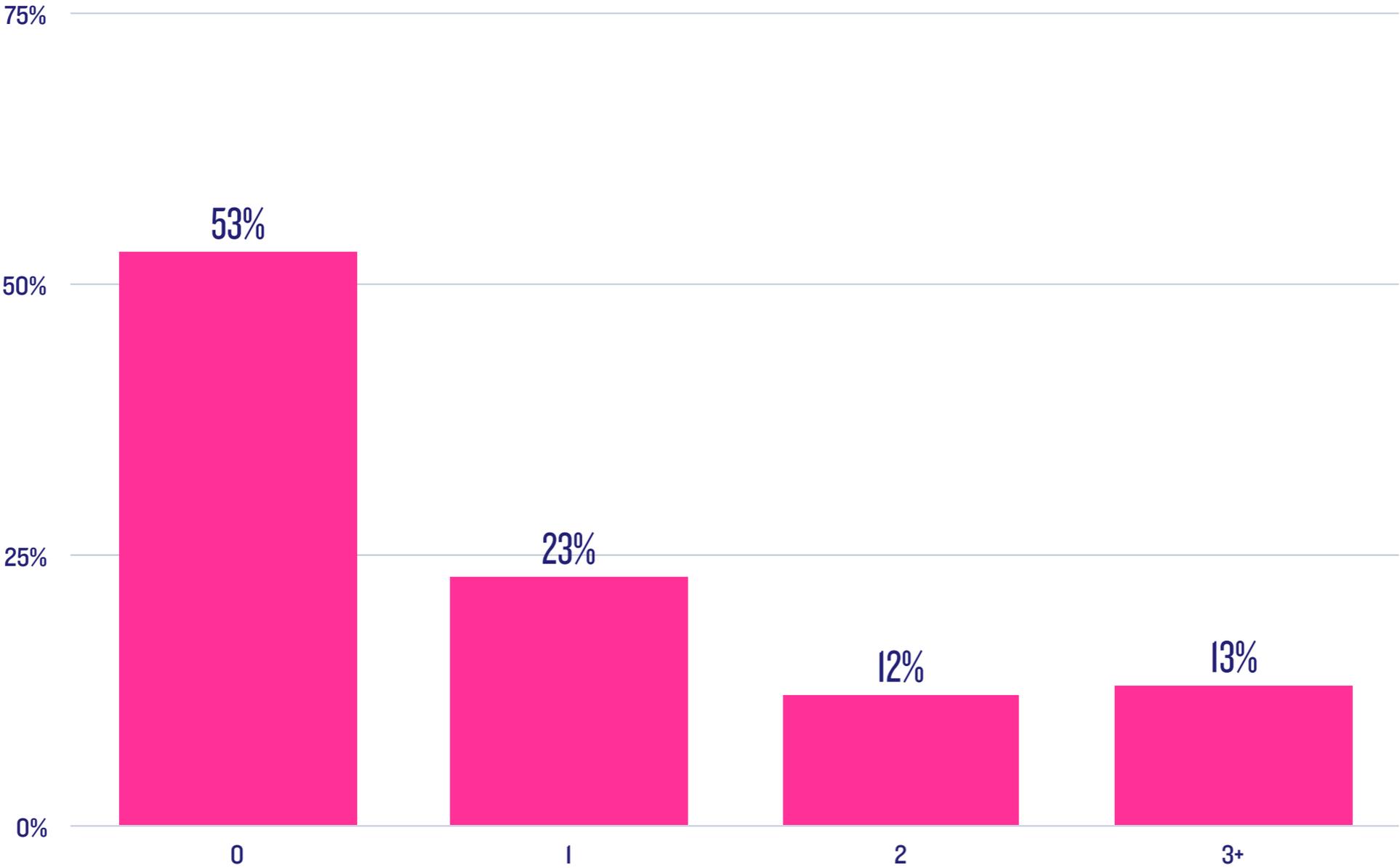
Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Number of loyalty programs a part of Regional dance, contemporary dance



Note:
• Percentages represent those who have participated in the activity at least once in the past year.

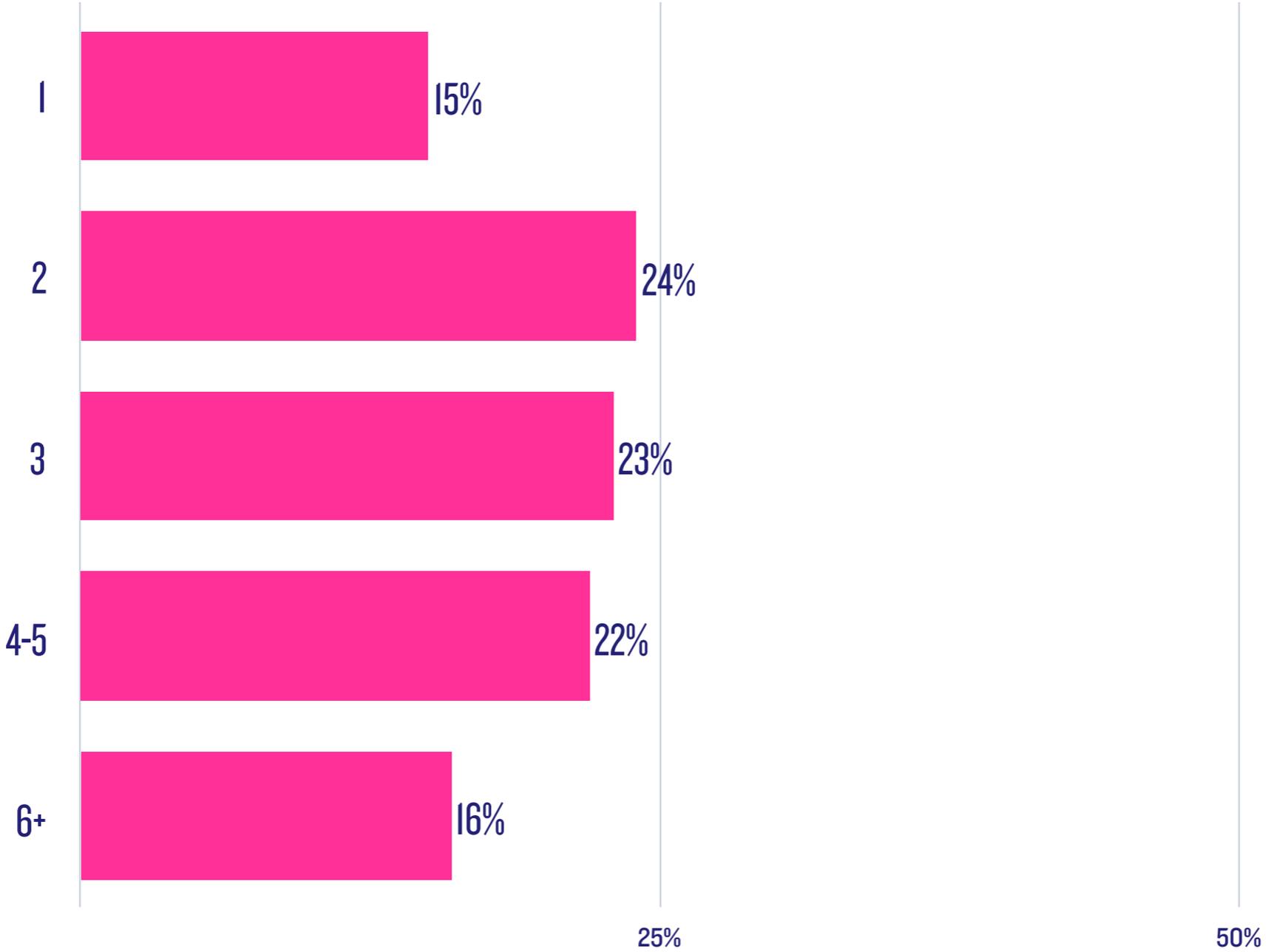
Number of loyalty programs a part of Television program, film



Note:
• Percentages represent those who have participated in the activity at least once in the past year.

Charitable Giving

Number of organizations or causes donated to per year

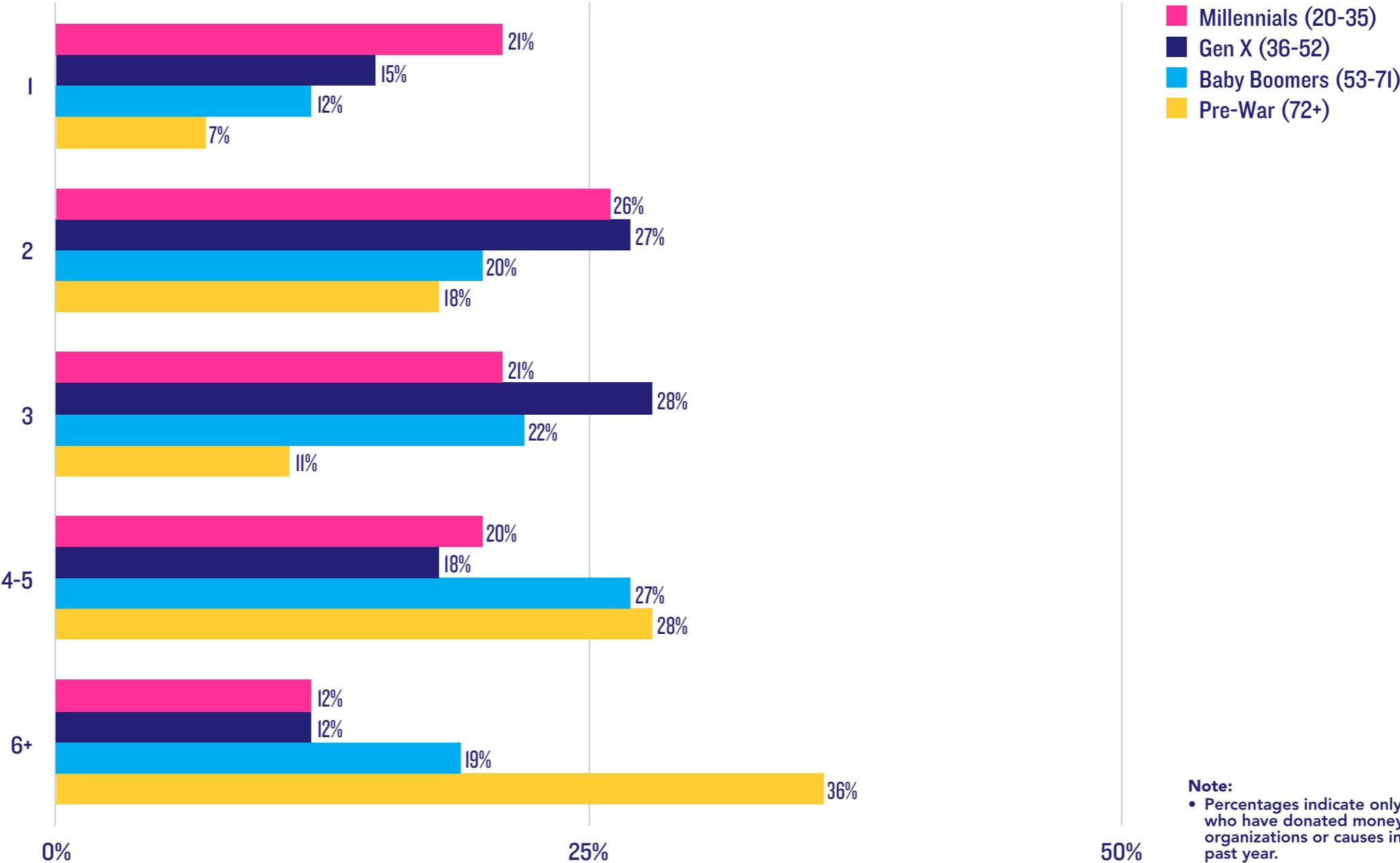


Notes:

- Percentages indicate only those who have donated money to an organization or cause in the past year.
- Mean = 4.3 organizations.

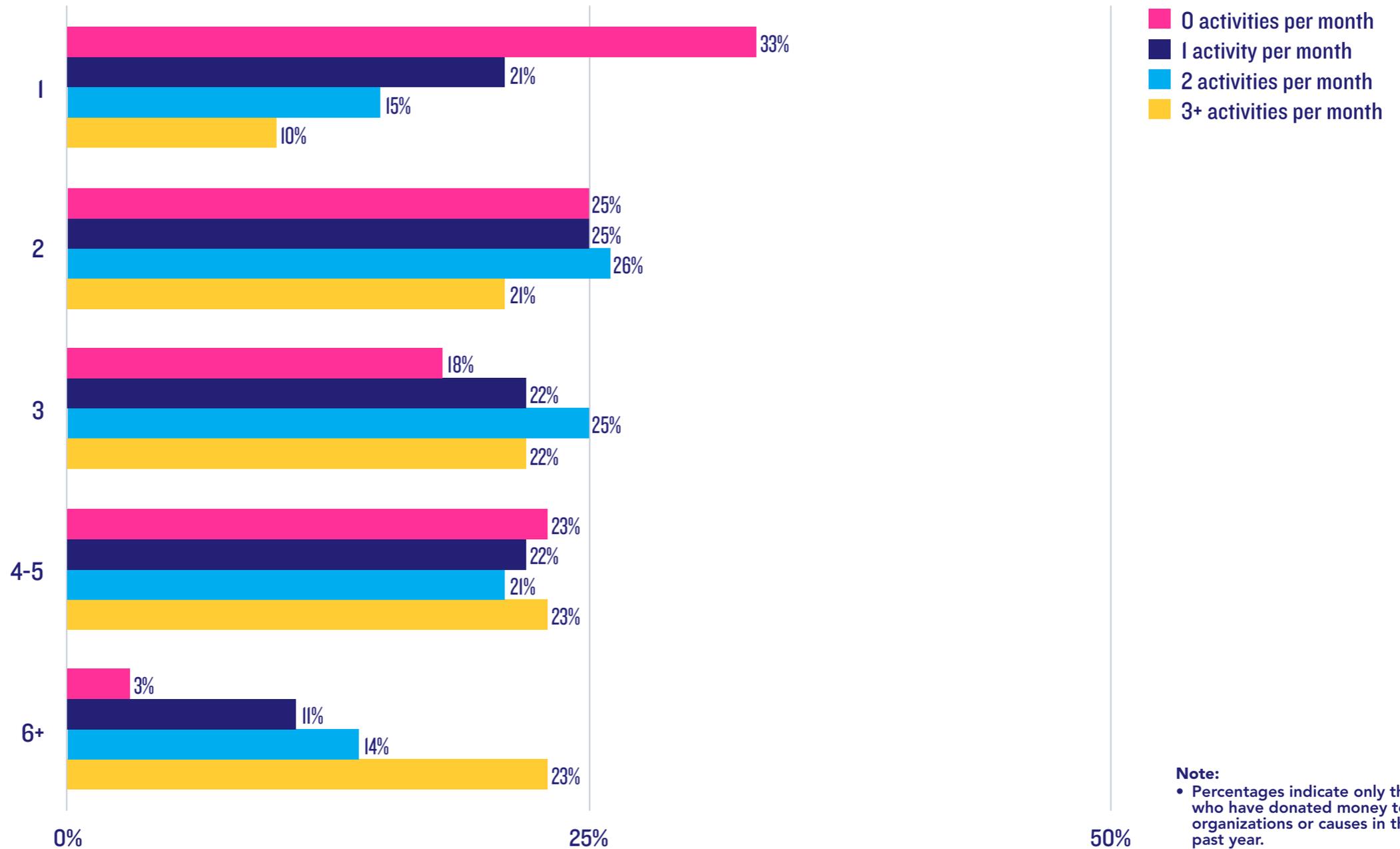
Number of organizations or causes donated to per year

By generation

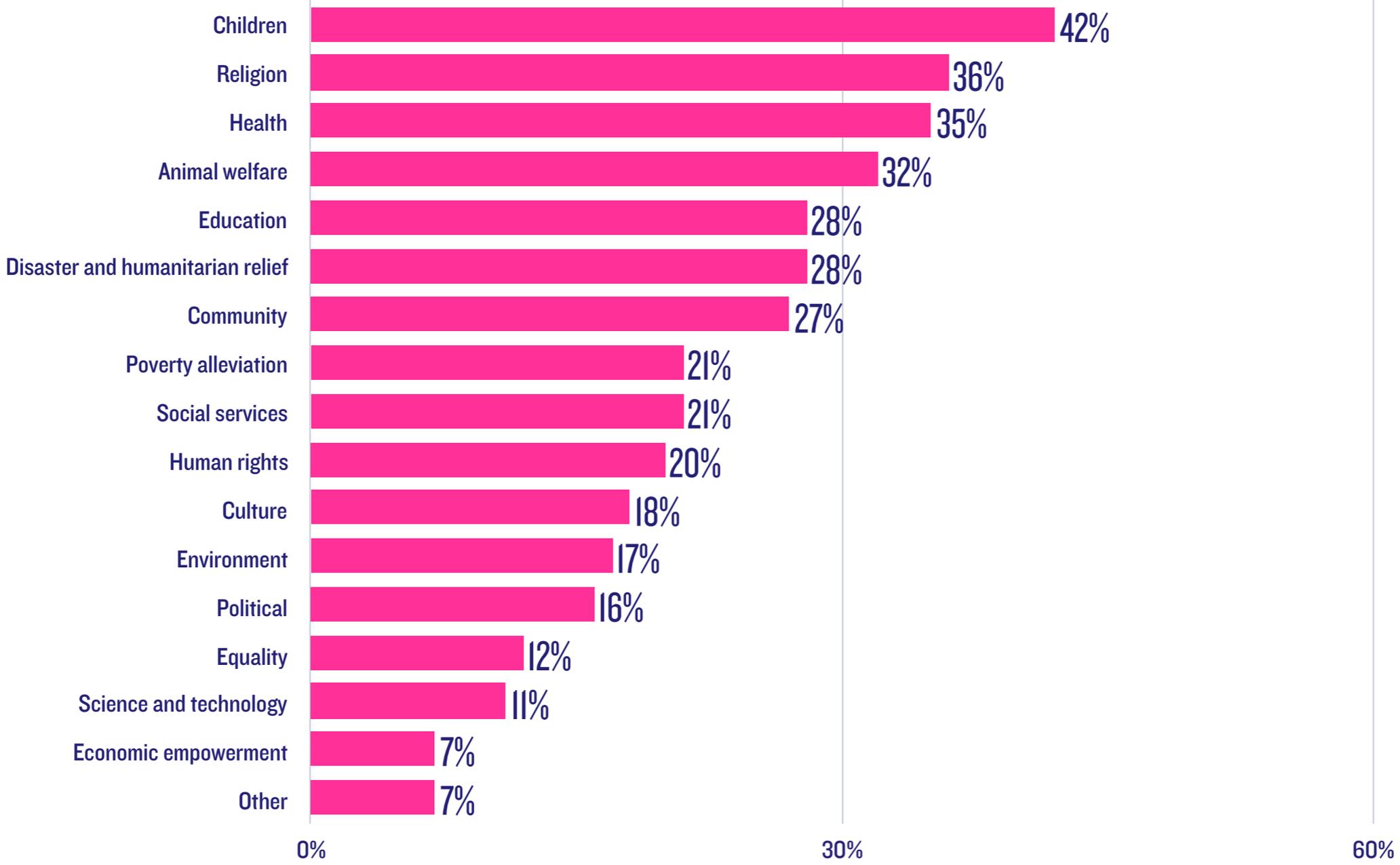


Number of organizations or causes donated to per year *continued*

By frequency of participation

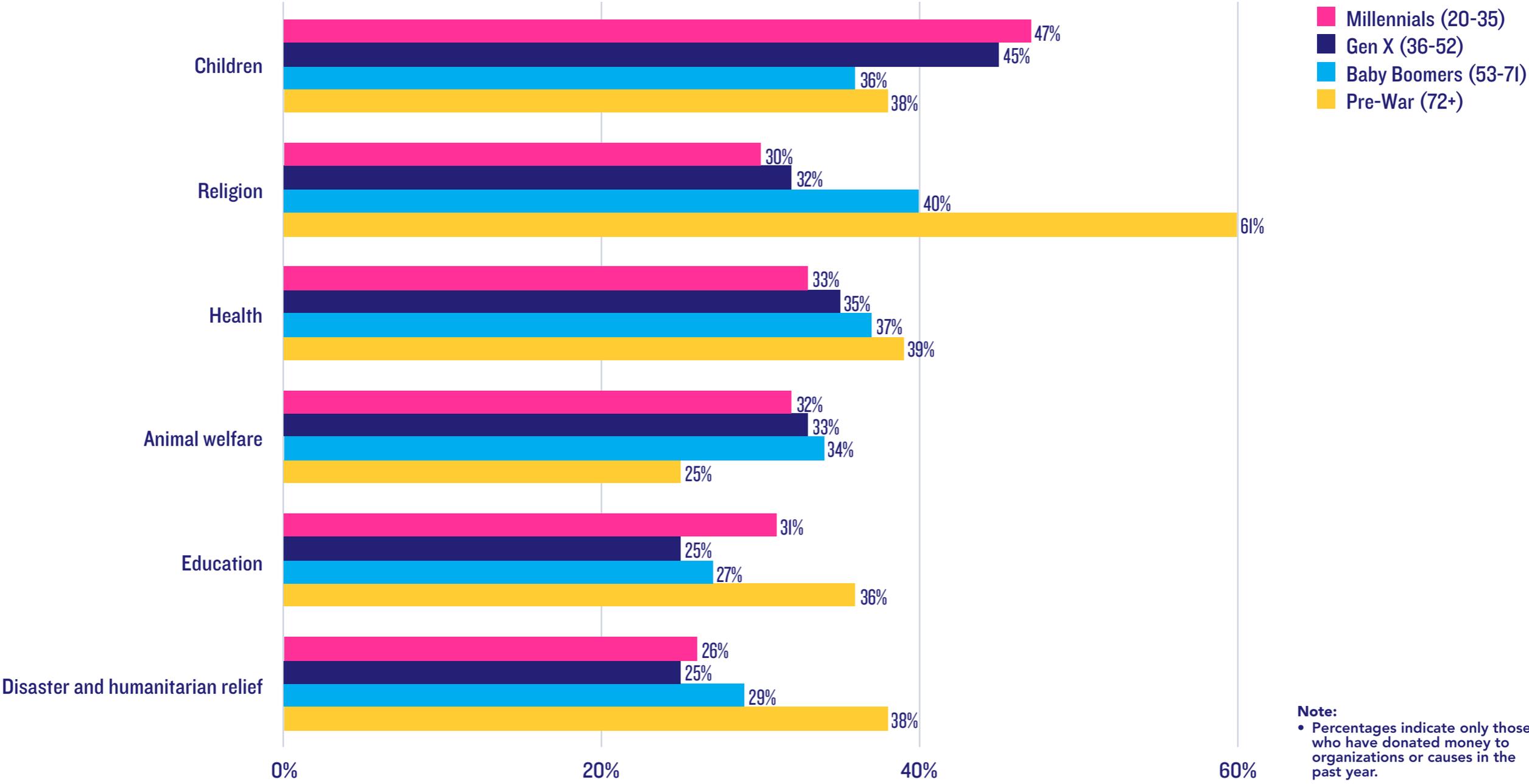


Causes or types of organizations donated to



Note:
• Percentages indicate only those who have donated money to organizations or causes in the past year.

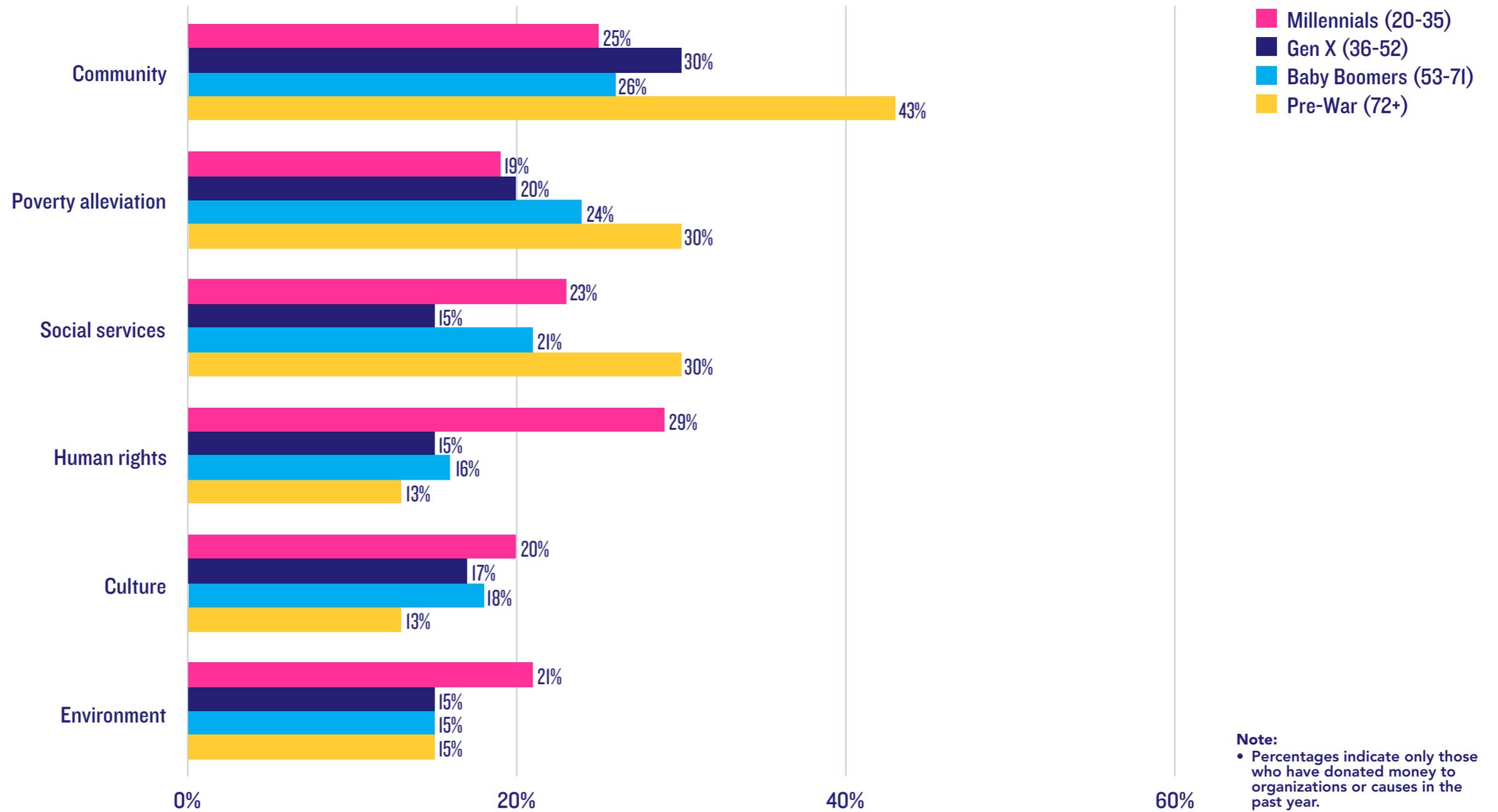
Causes or types of organizations donated to By generation



Note:
• Percentages indicate only those who have donated money to organizations or causes in the past year.

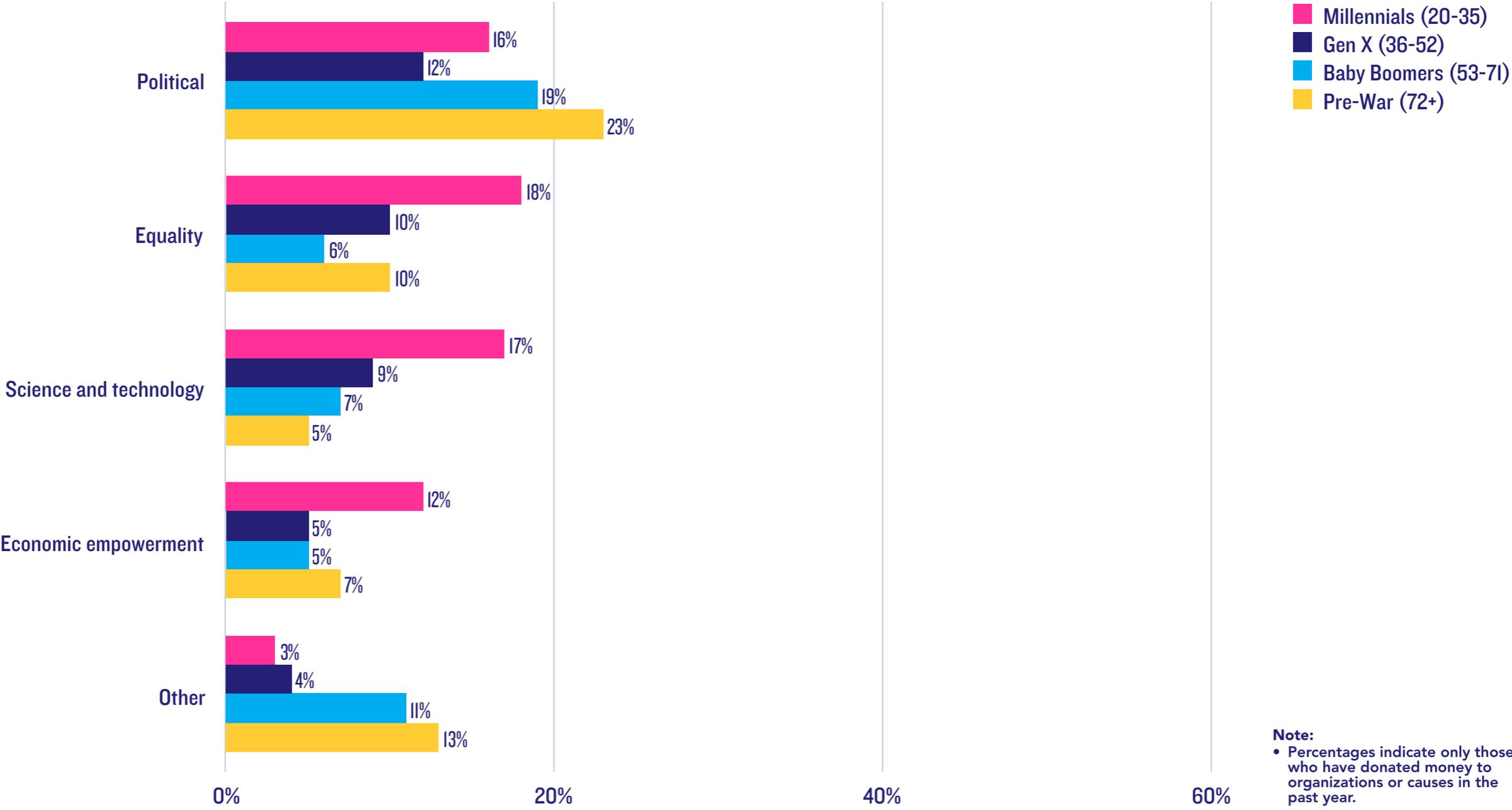
Causes or types of organizations donated to *continued*

By generation



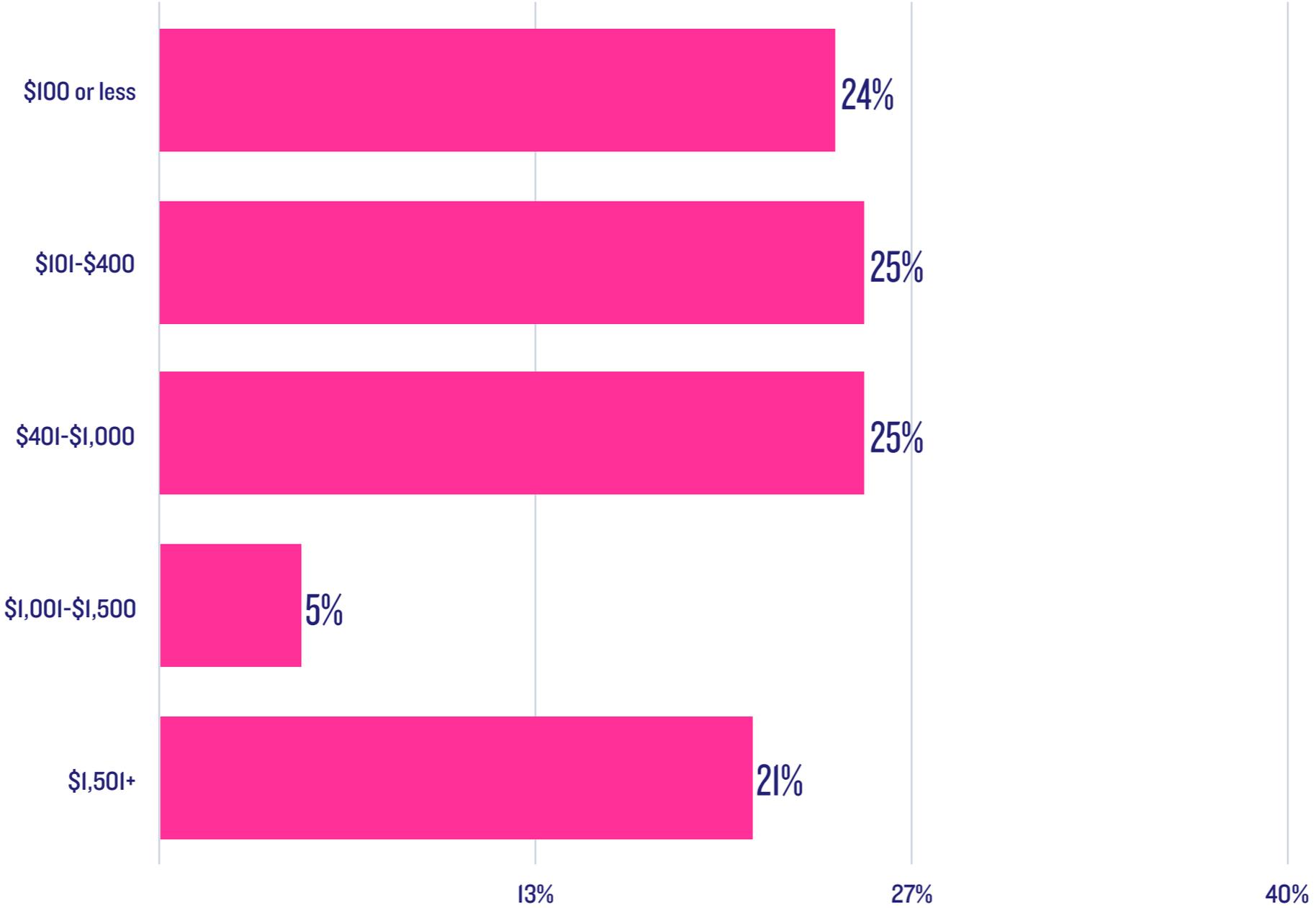
Causes or types of organizations donated to *continued*

By generation



Note:
• Percentages indicate only those who have donated money to organizations or causes in the past year.

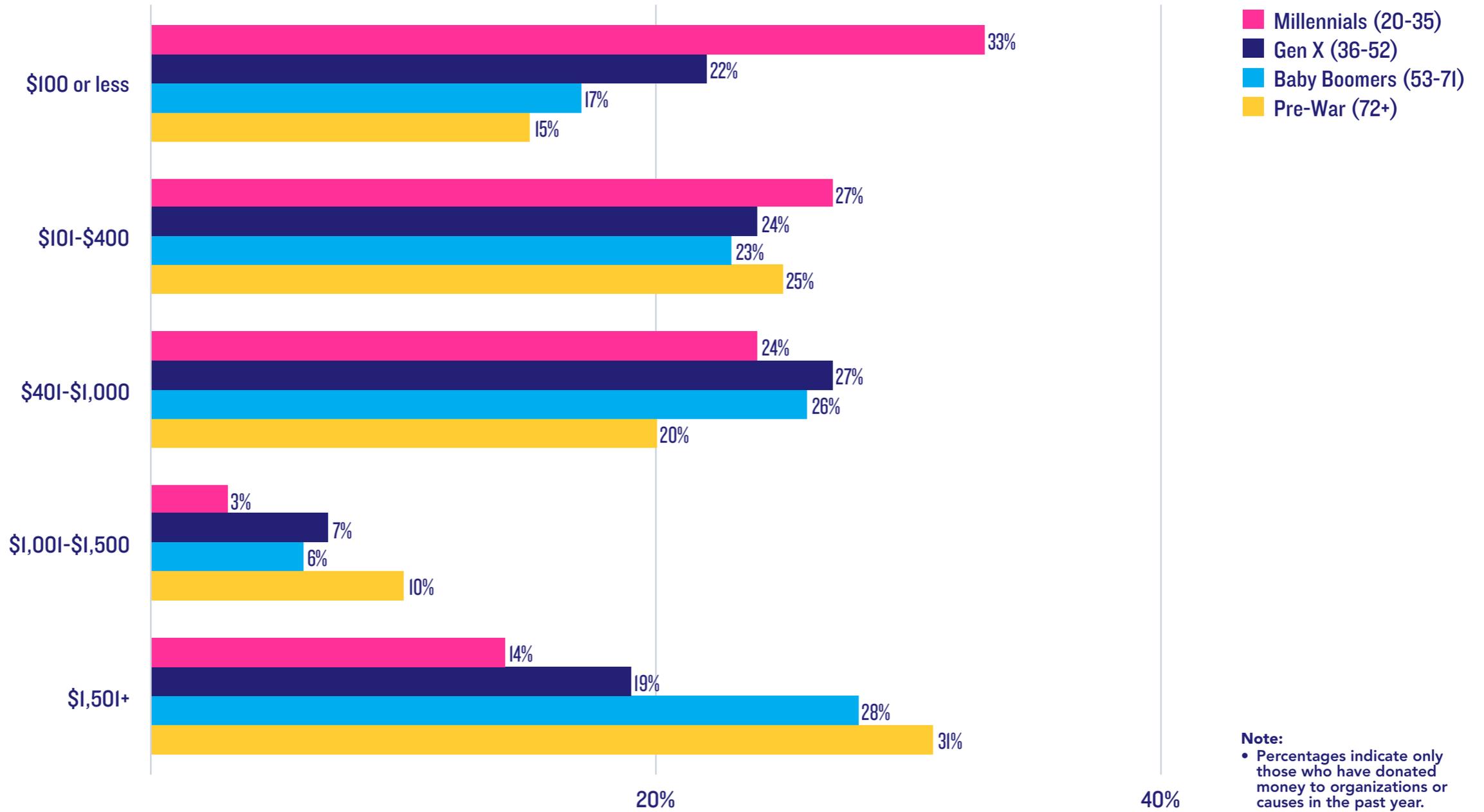
Amount of money donated to organizations or causes



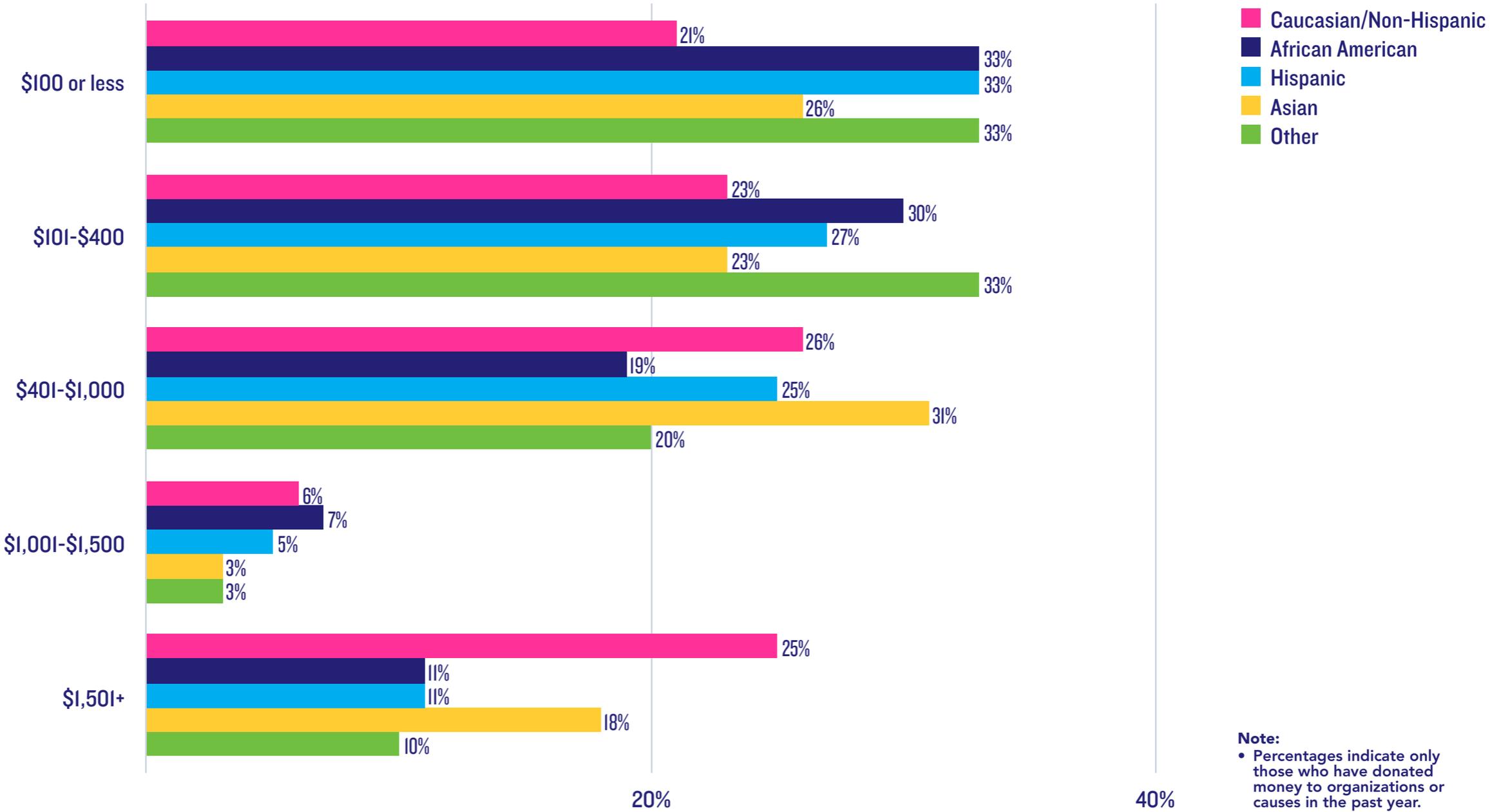
Notes:

- Percentages indicate only those who have donated money to organizations or causes in the past year.
- Mean = \$1,361

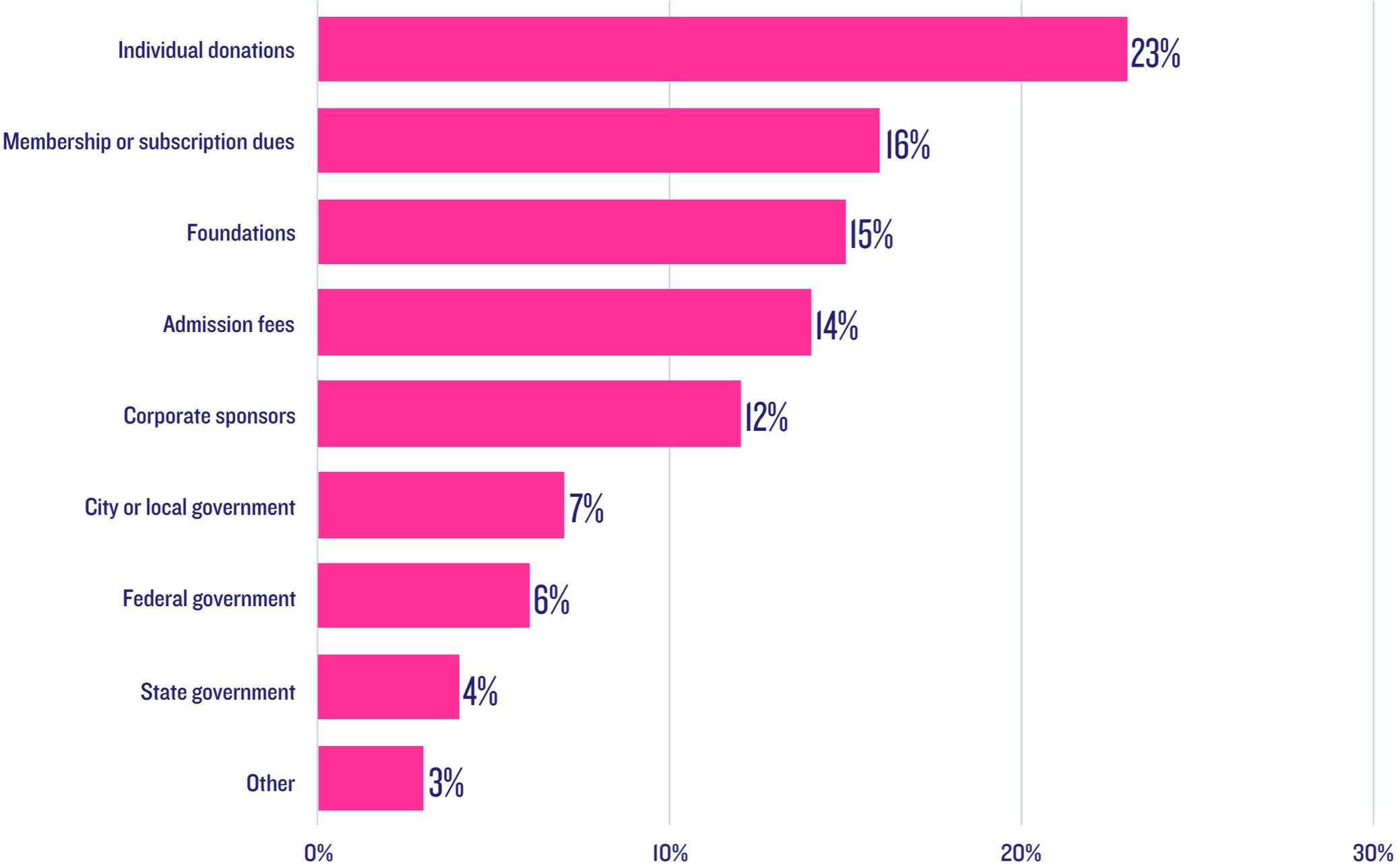
Amount of money donated to organizations or causes By generation



Amount of money donated to organizations By race/ethnicity

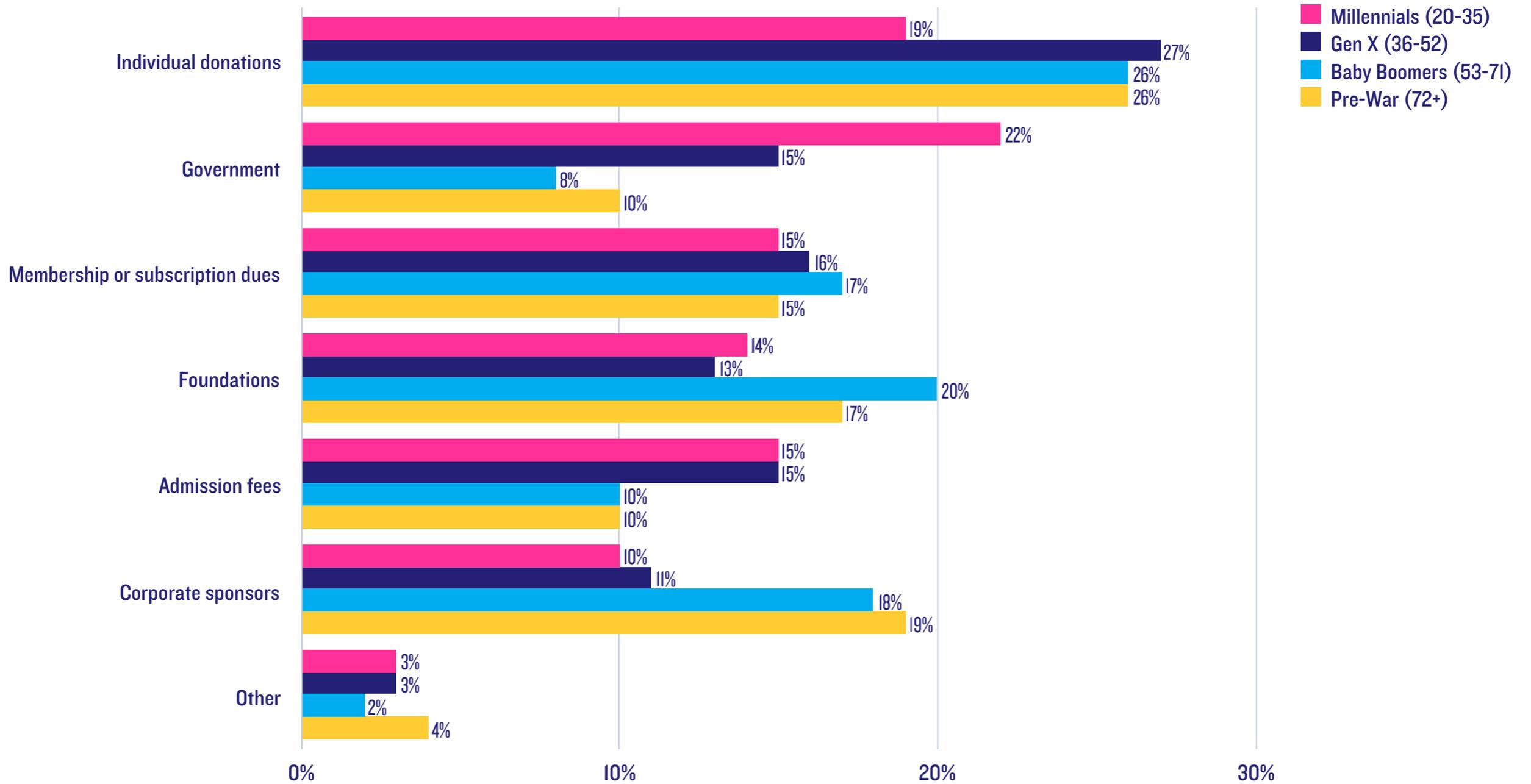


Perception of greatest source of financial support for cultural organizations

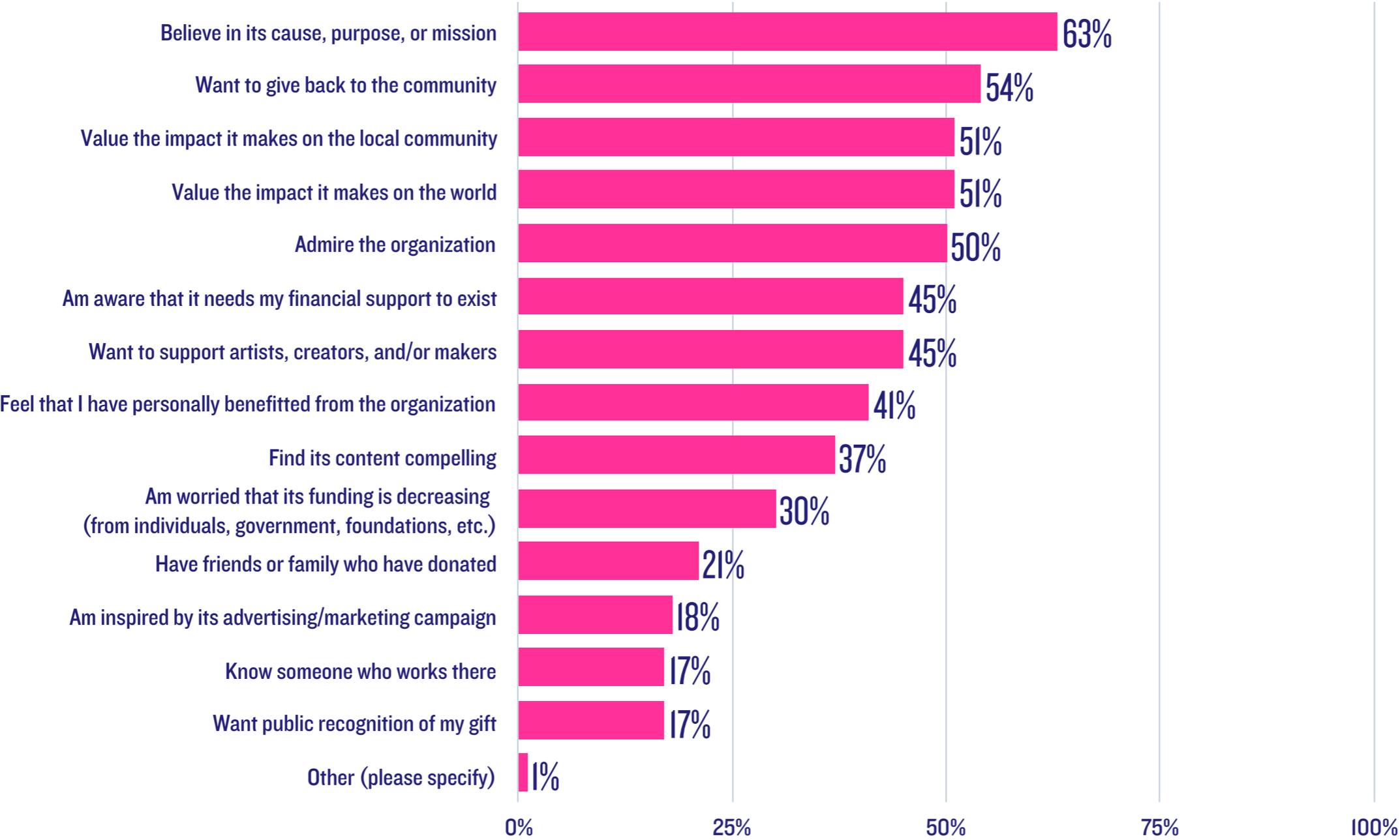


Perception of greatest source of financial support for cultural organizations

By generation



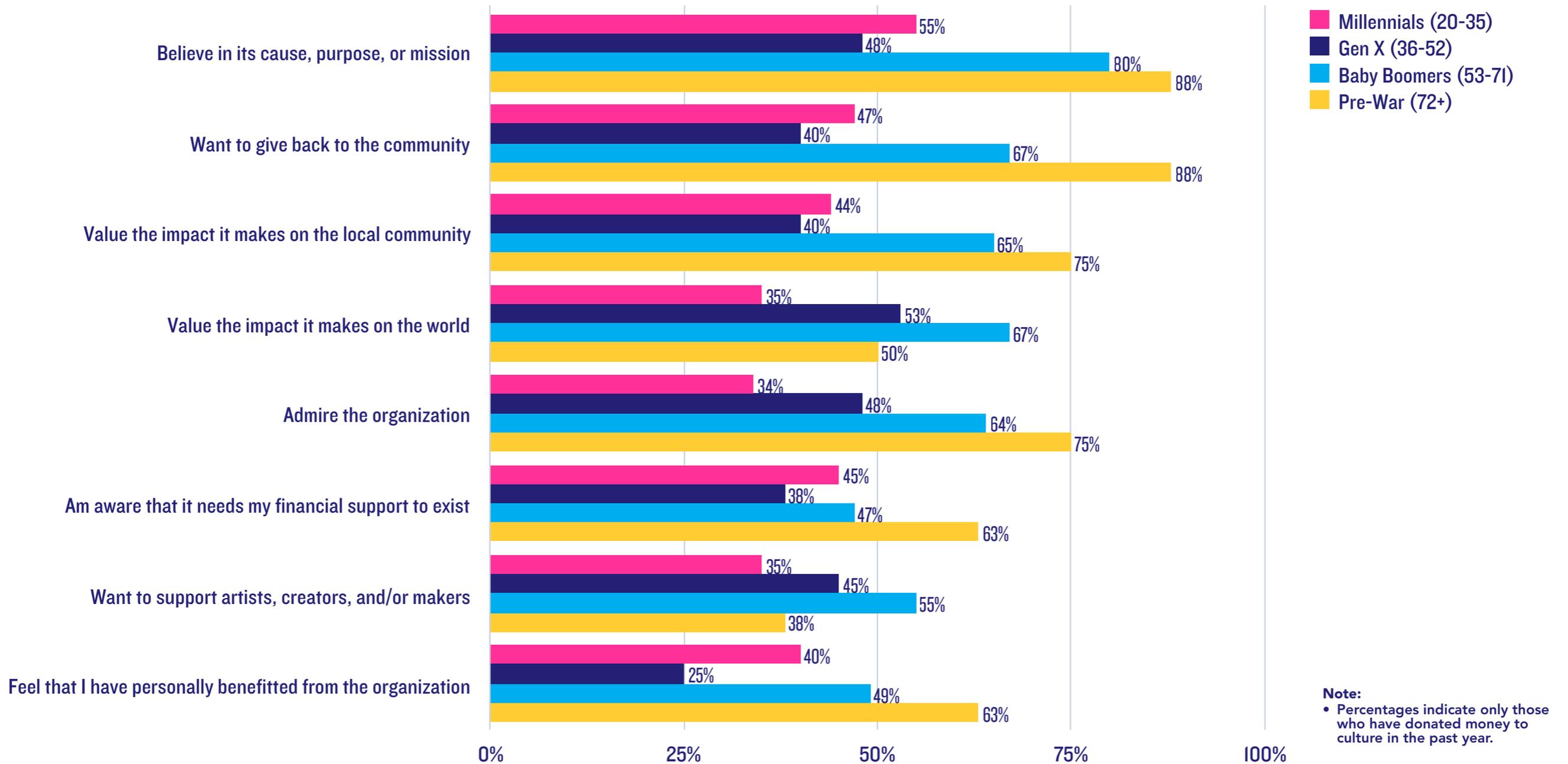
Motivators for donating to a cultural organization



Note:
• Percentages indicate only those who have donated money to culture in the past year.

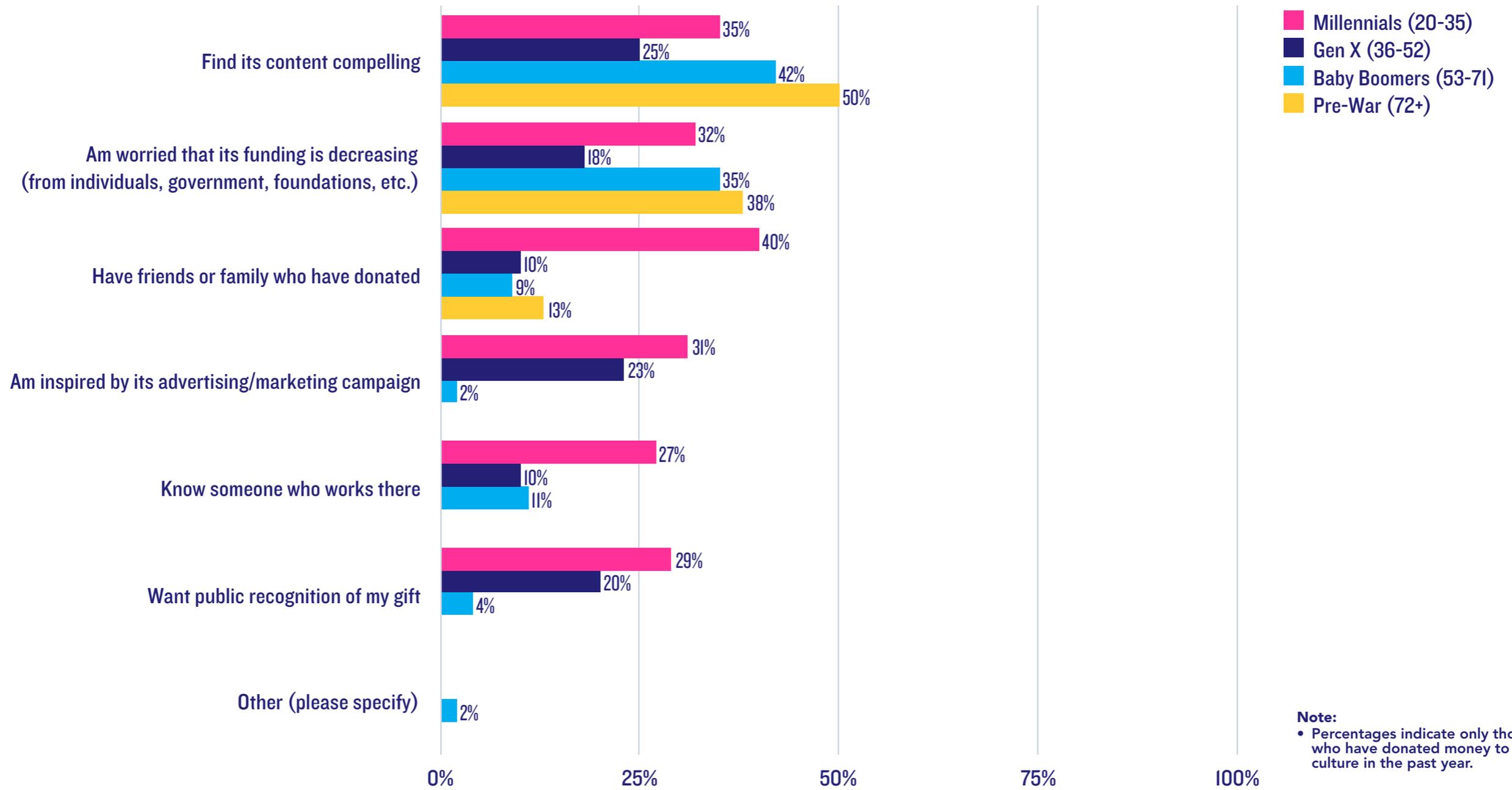
Motivators for donating to a cultural organization

By generation

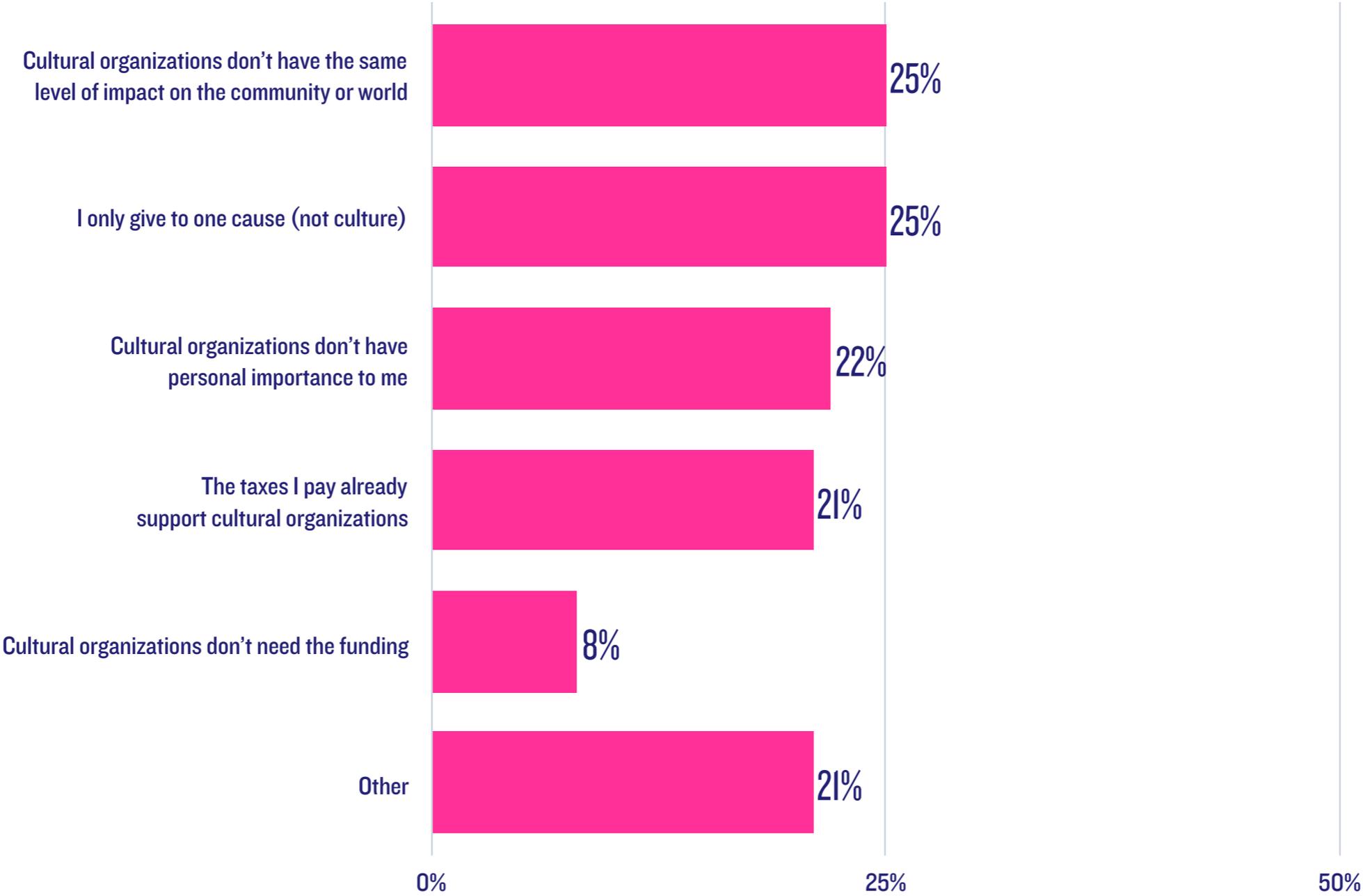


Motivators for donating to a cultural organization *continued*

By generation



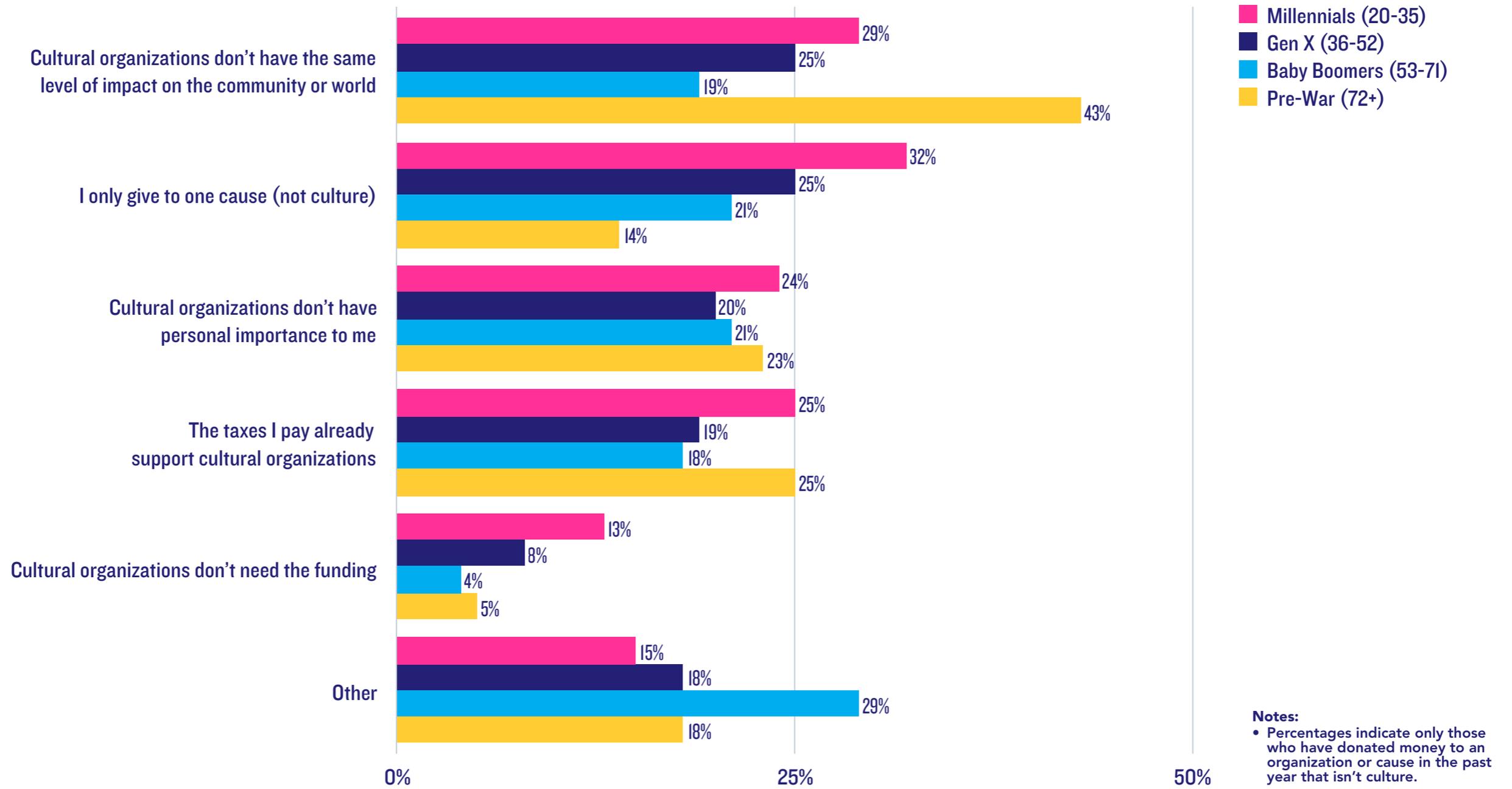
Reasons for donating to causes other than culture



Note:
• Percentages indicate only those who have donated money to an organization or cause in the past year that isn't culture.

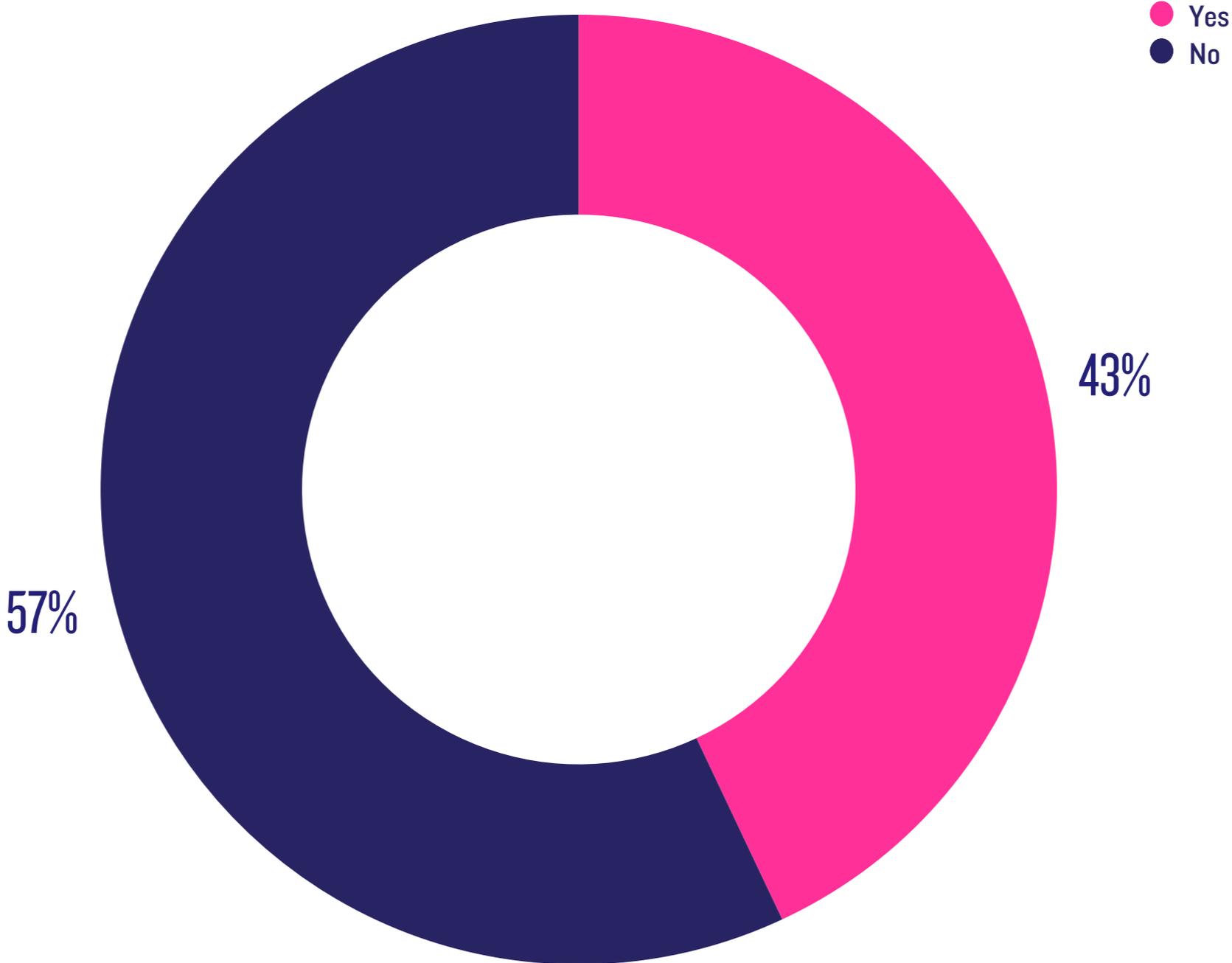
Reasons for donating to causes other than culture

By generation



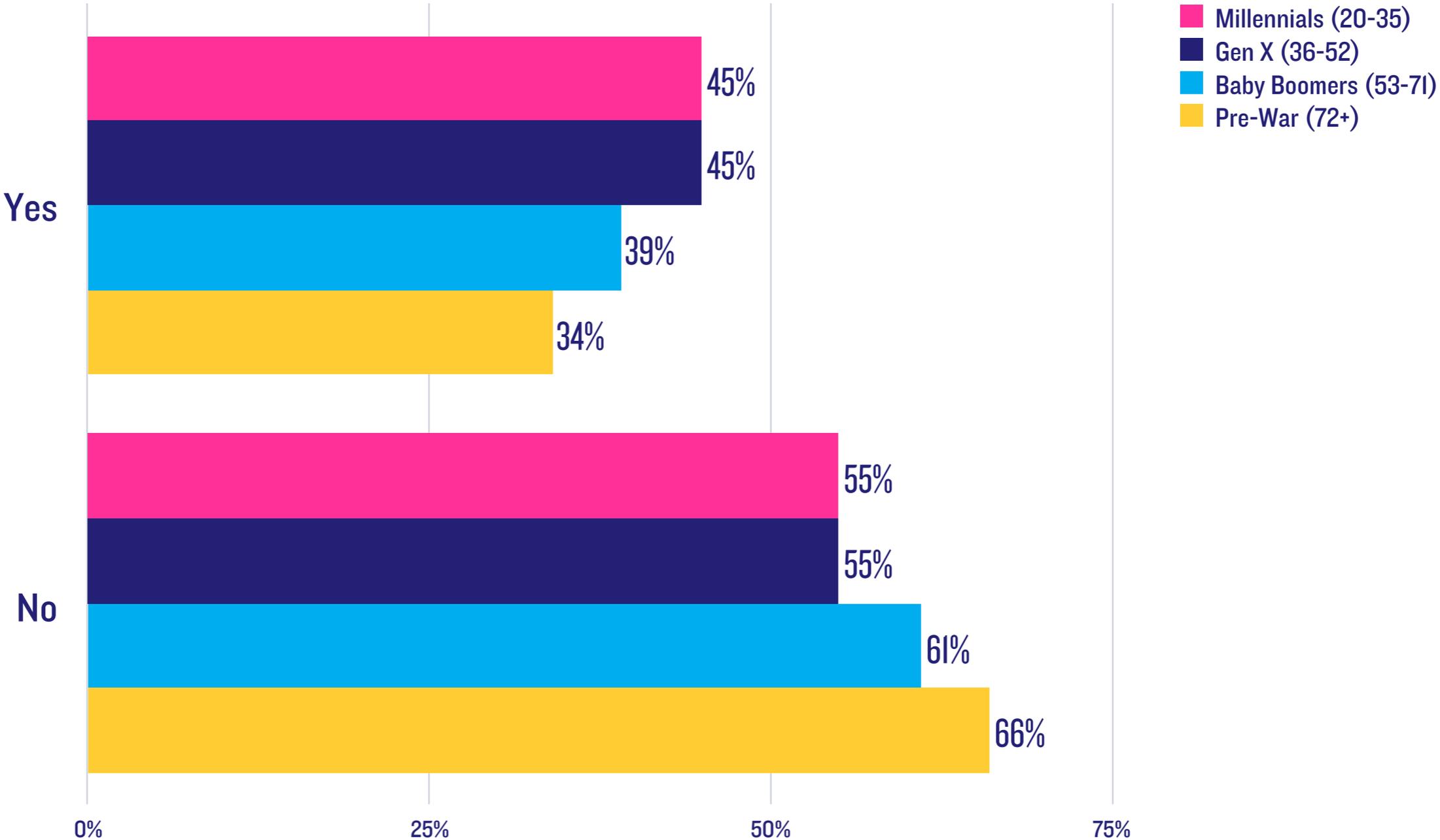
Corporate Sponsorship

Awareness of corporate sponsorships in cultural activities



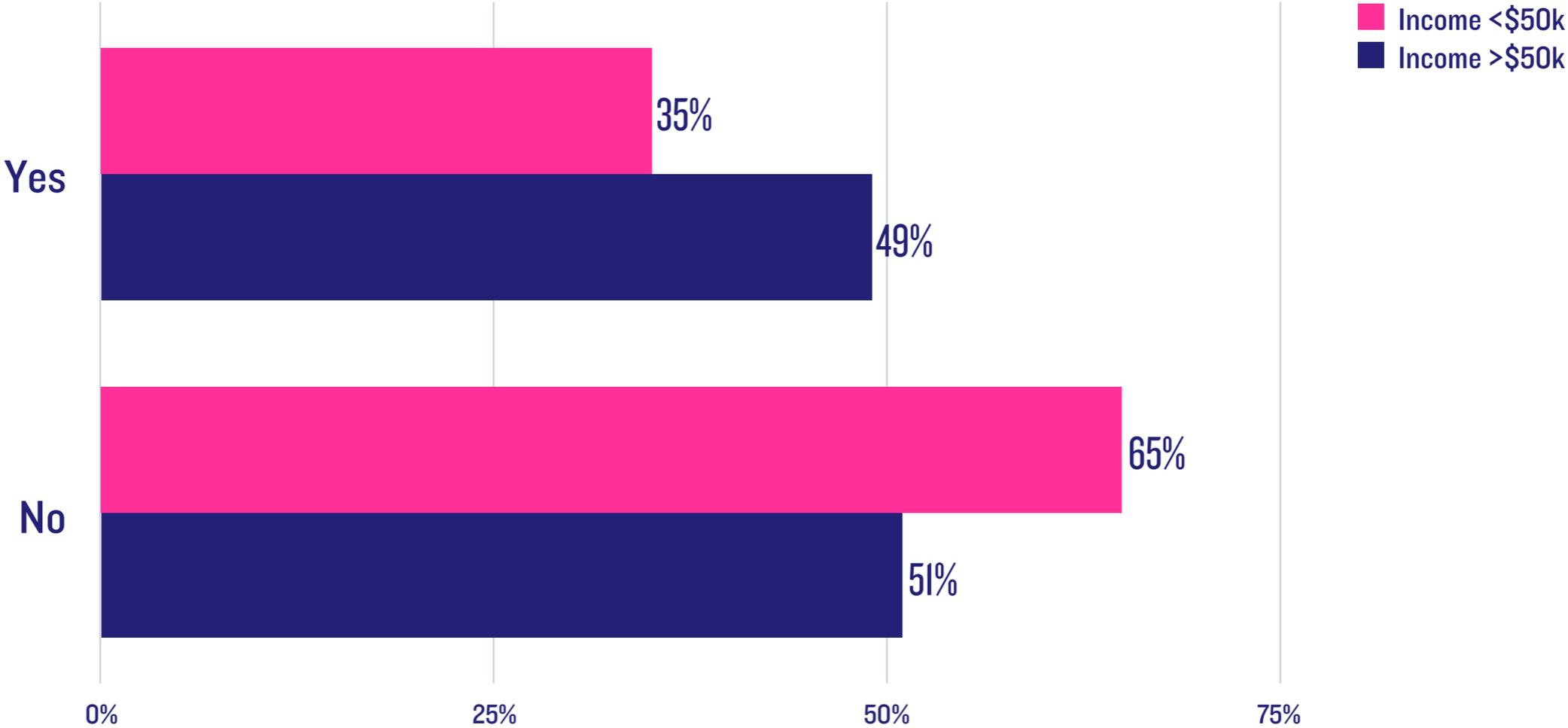
Awareness of corporate sponsorships in cultural activities

By generation

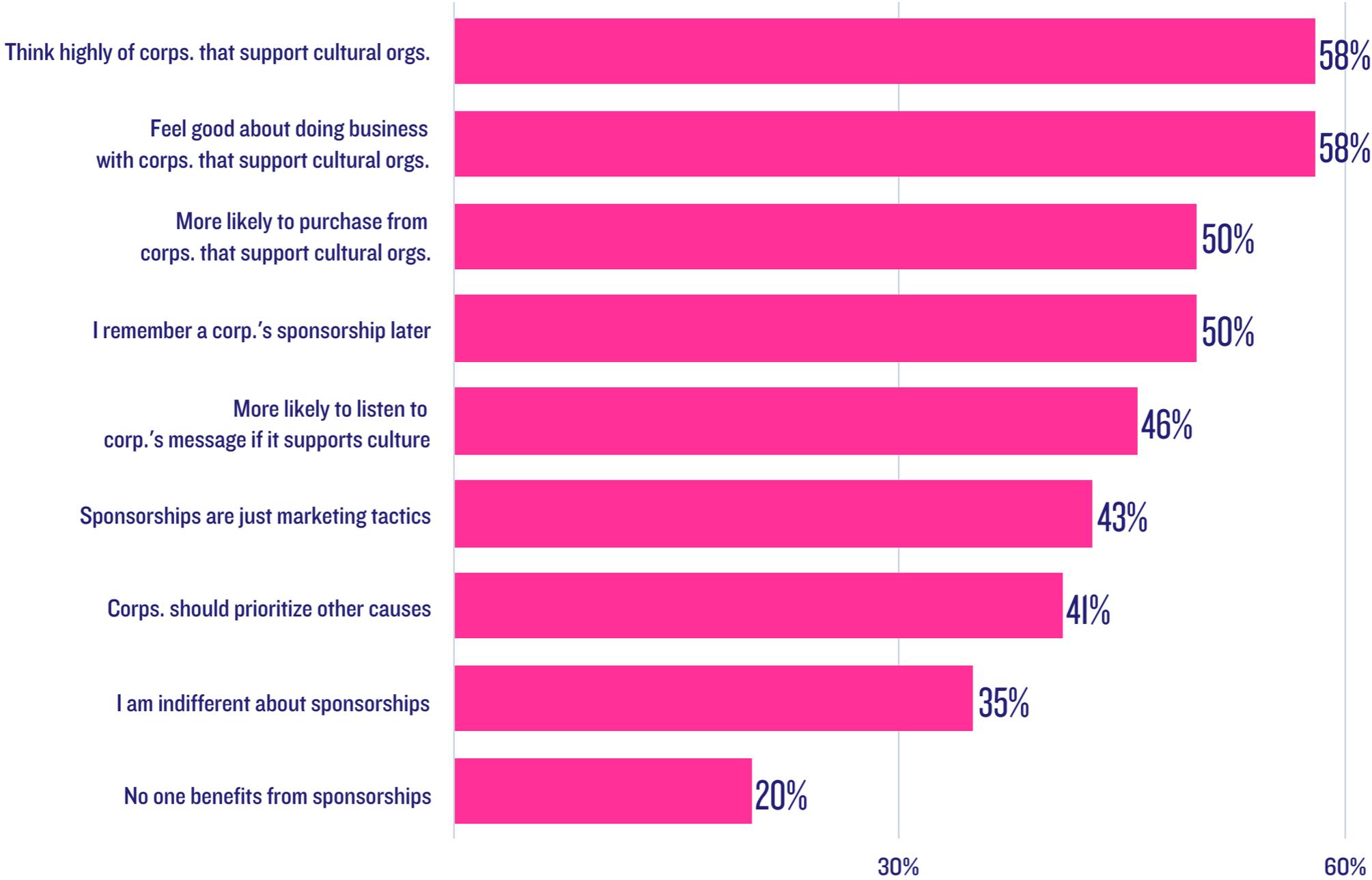


Awareness of corporate sponsorships in cultural activities

By income level



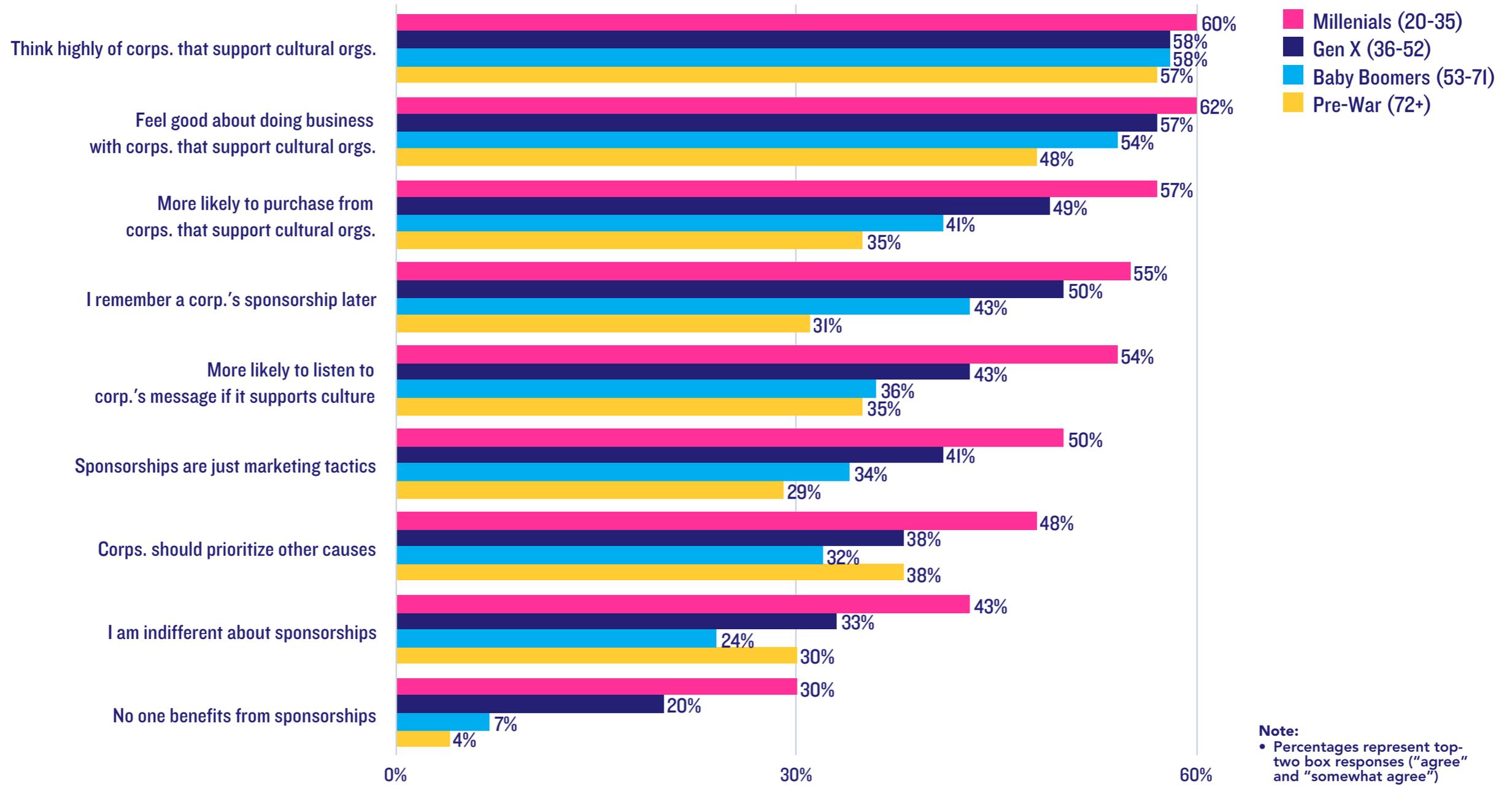
Perceptions of corporate sponsorships of cultural activities



Note:
• Percentages represent top-two box responses ("agree" and "somewhat agree")

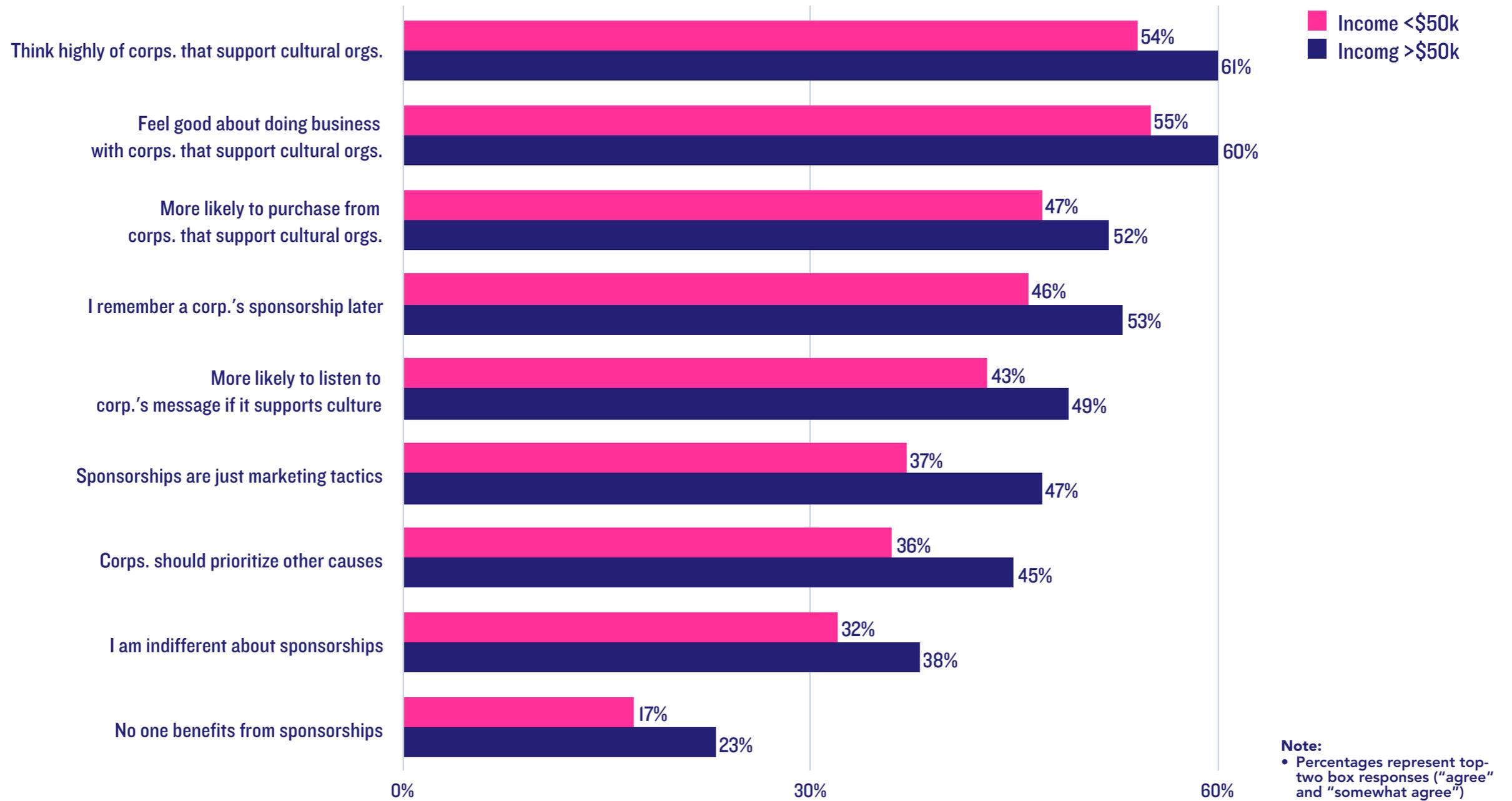
Perceptions of corporate sponsorships of cultural activities

By generation

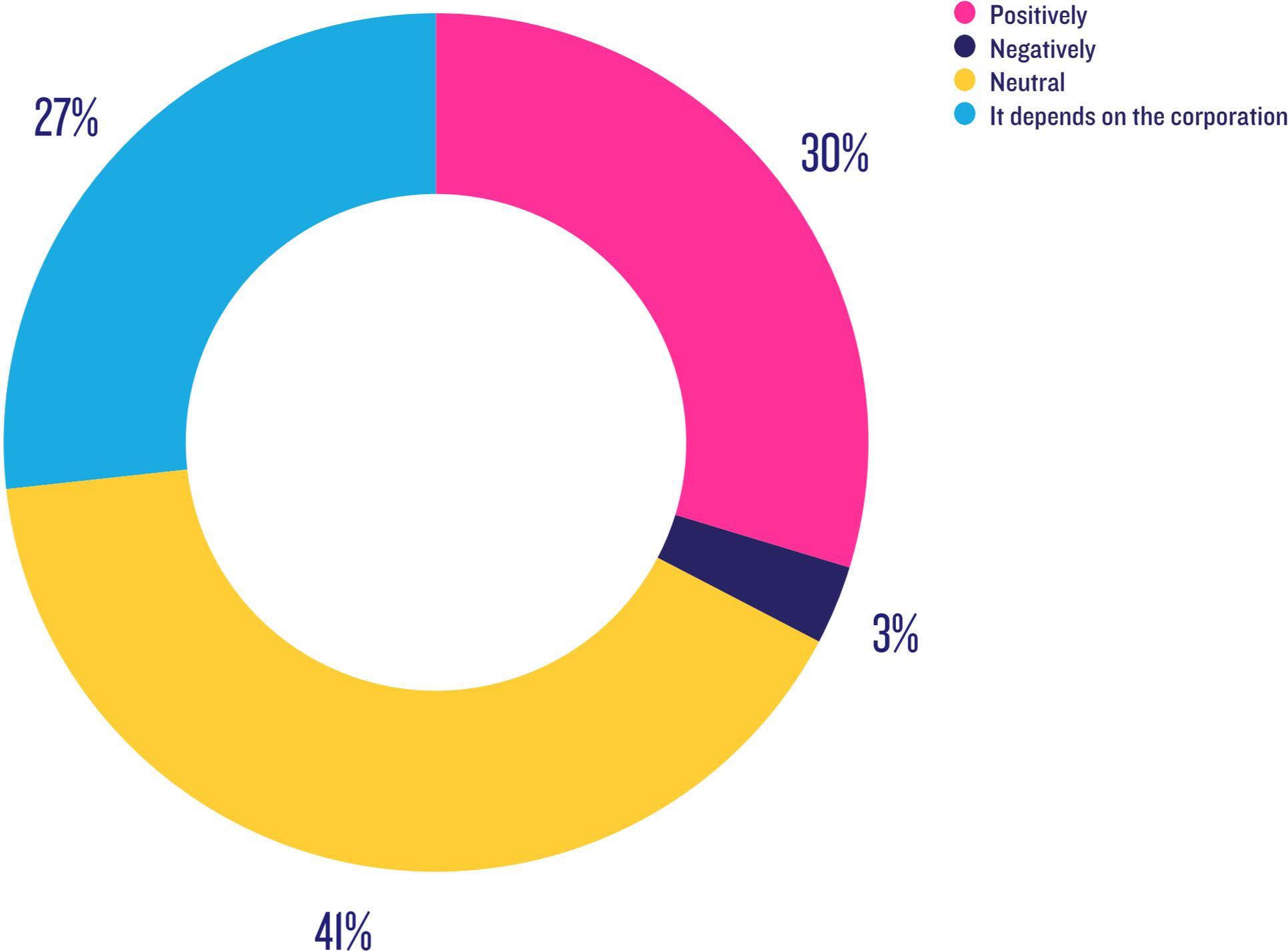


Perceptions of corporate sponsorships of cultural activities

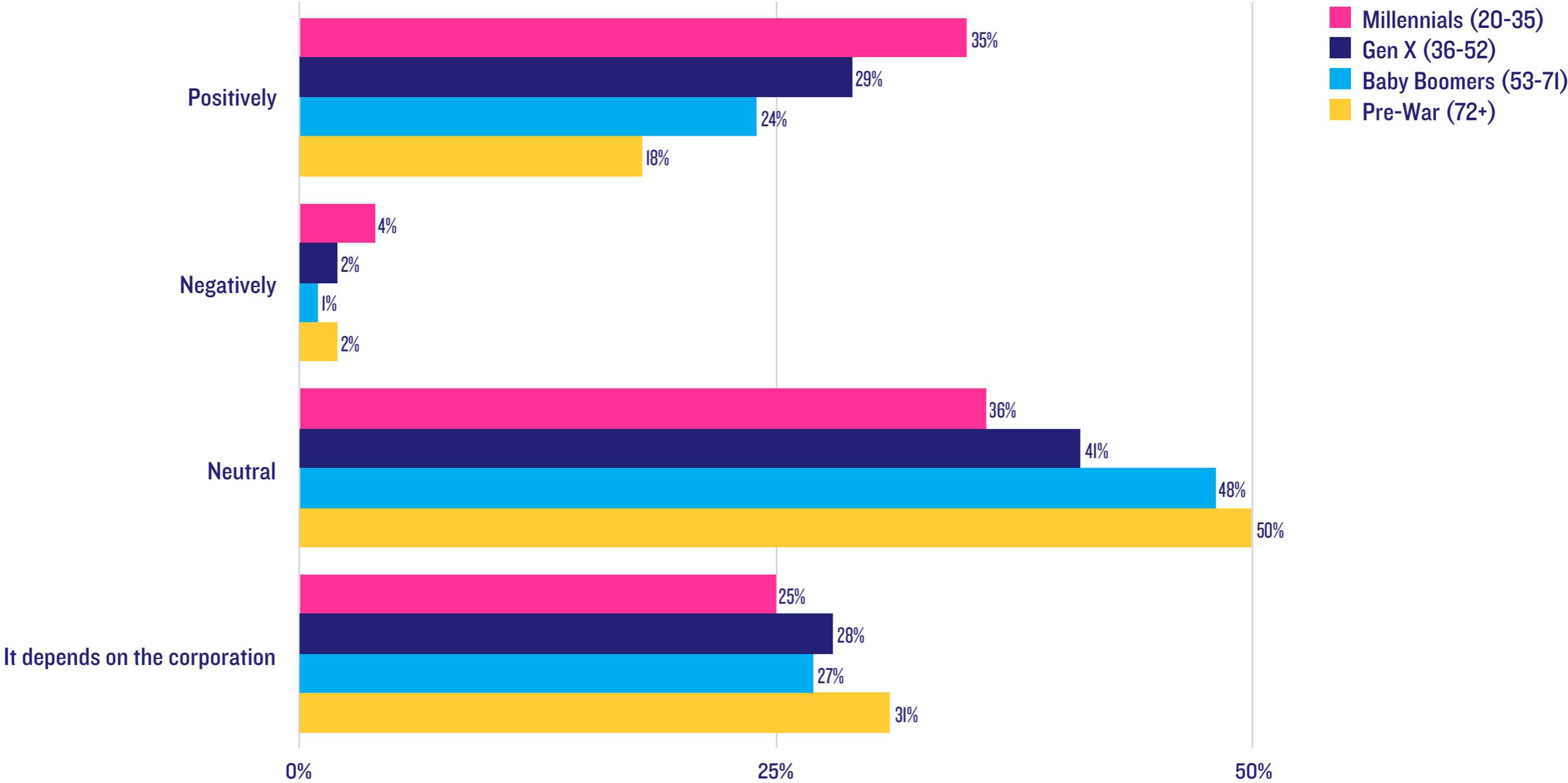
By income level



Effect of corporate sponsorships or partnerships on decision to participate in cultural activities

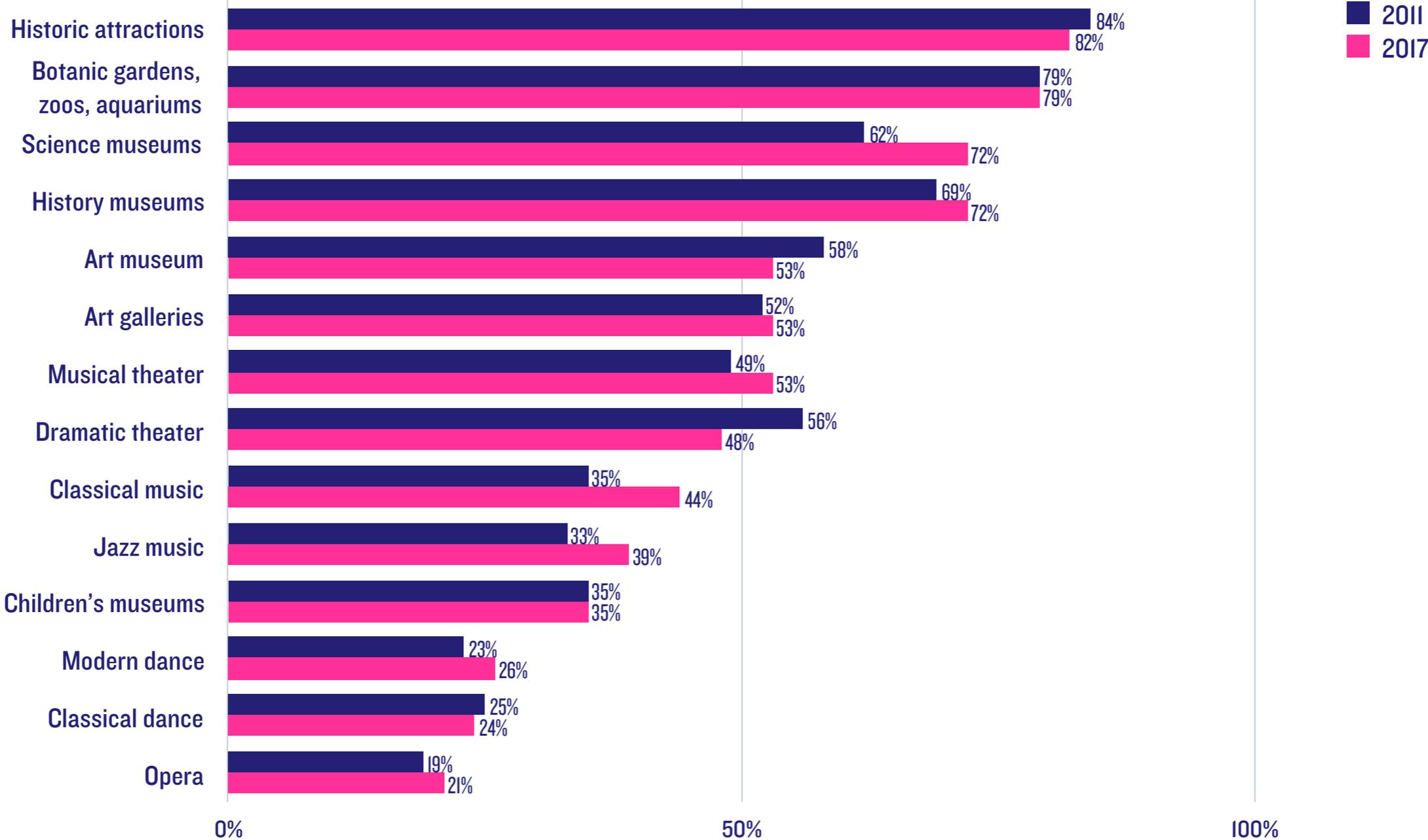


Effect of corporate sponsorships or partnerships on decision to participate in cultural activities

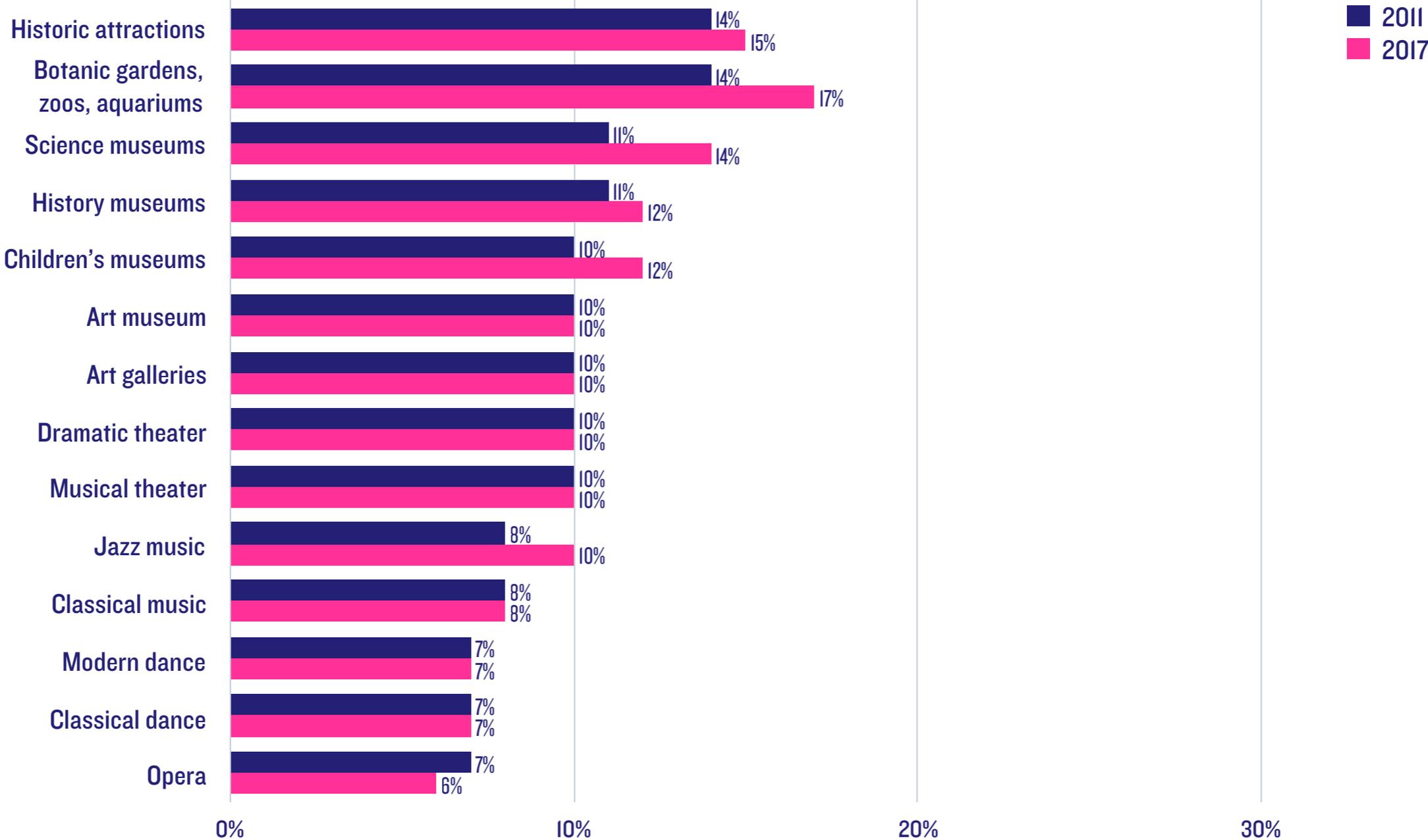


Tracking Questions

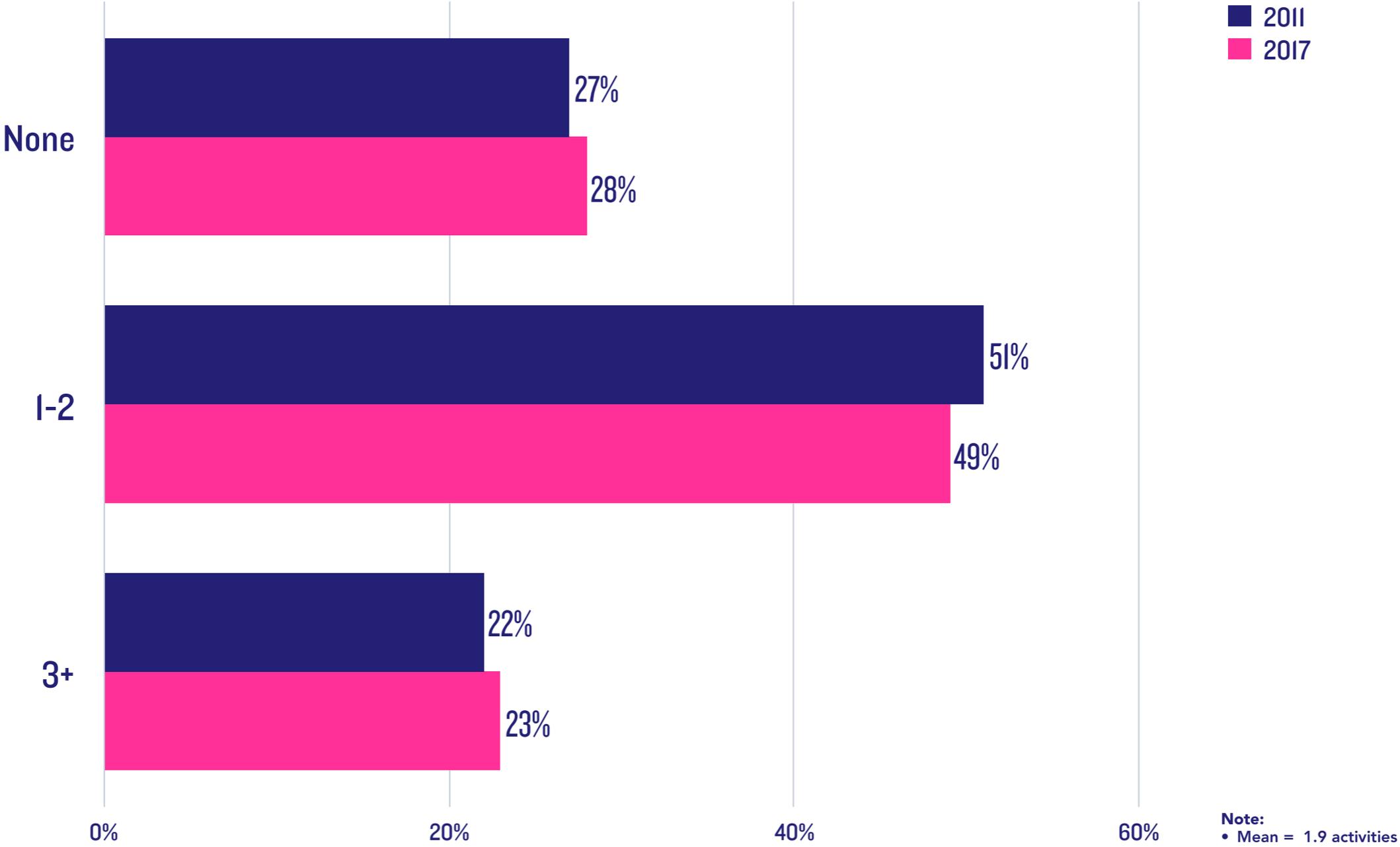
Participation at least once in past year



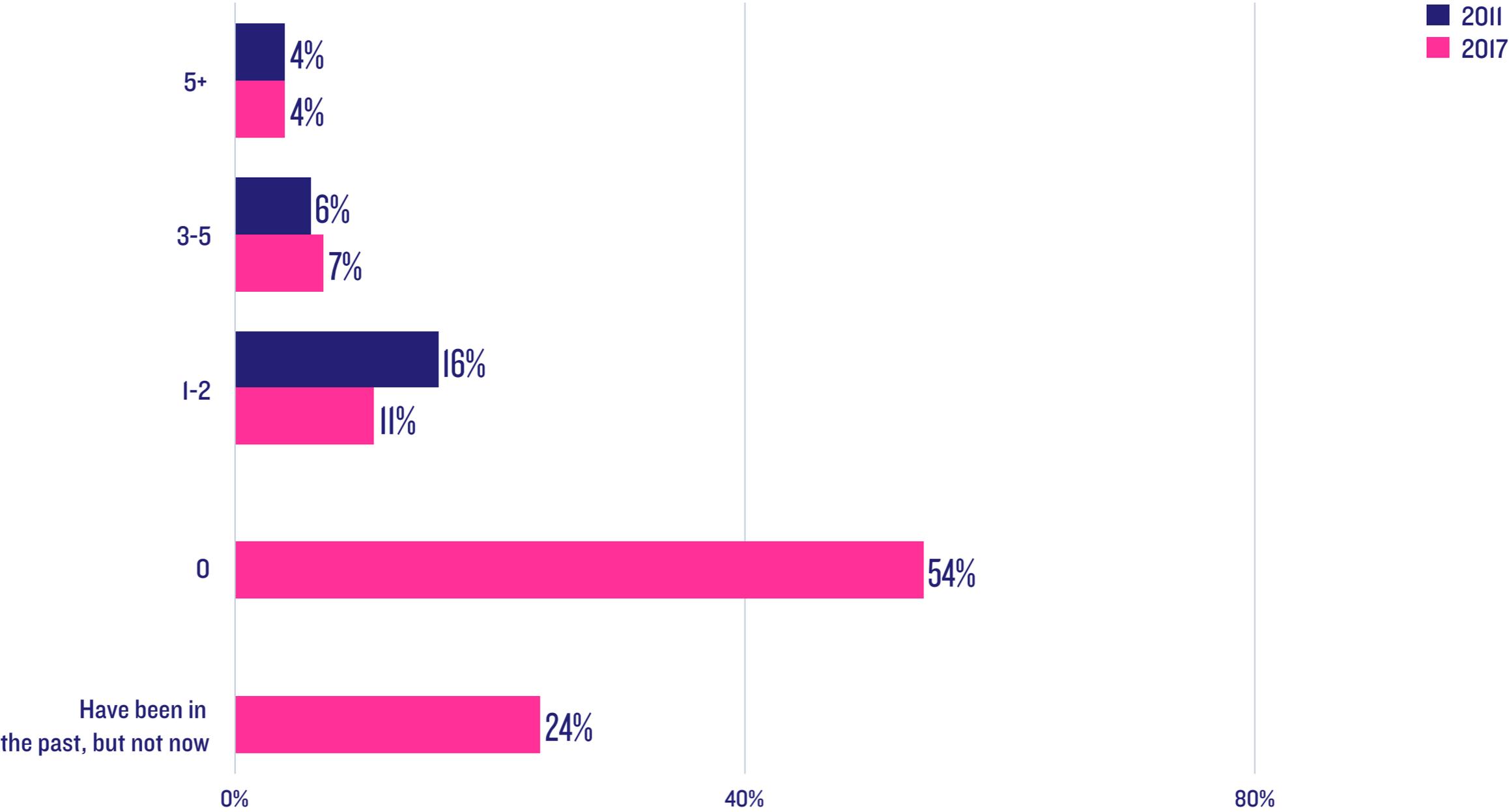
More frequent participation compared to last year



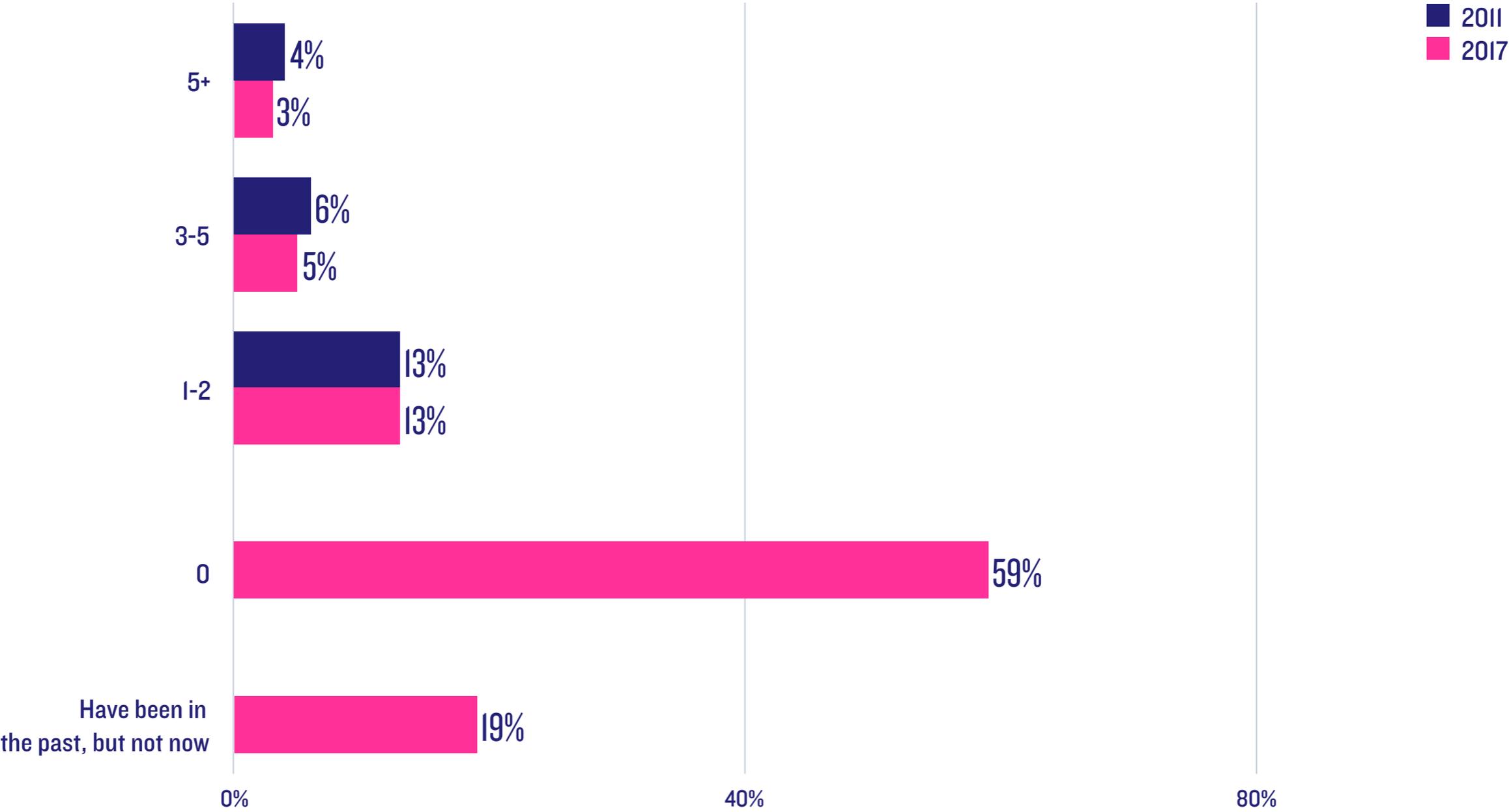
Number of cultural activities attended per month



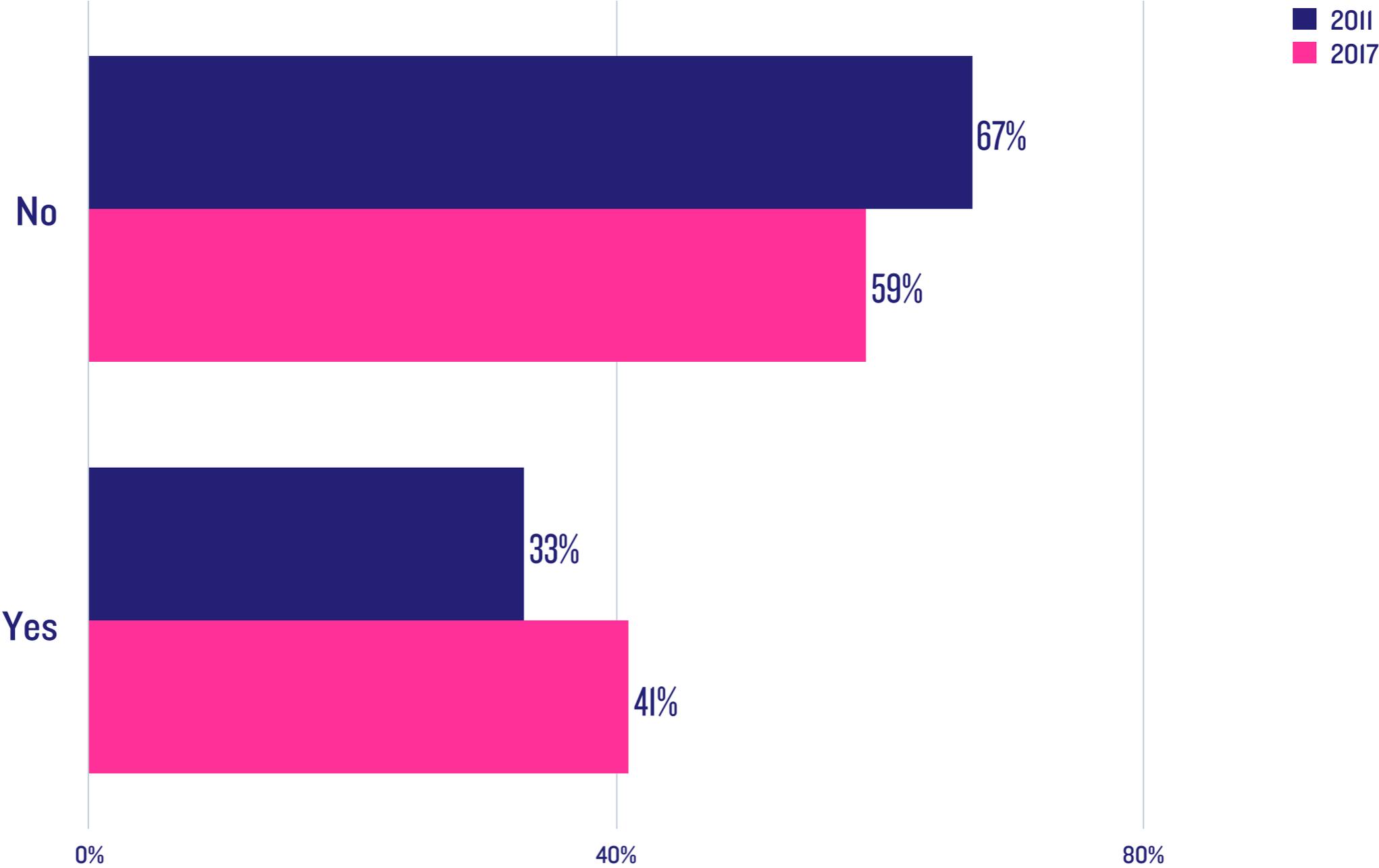
Membership to art museums or other visual arts organizations



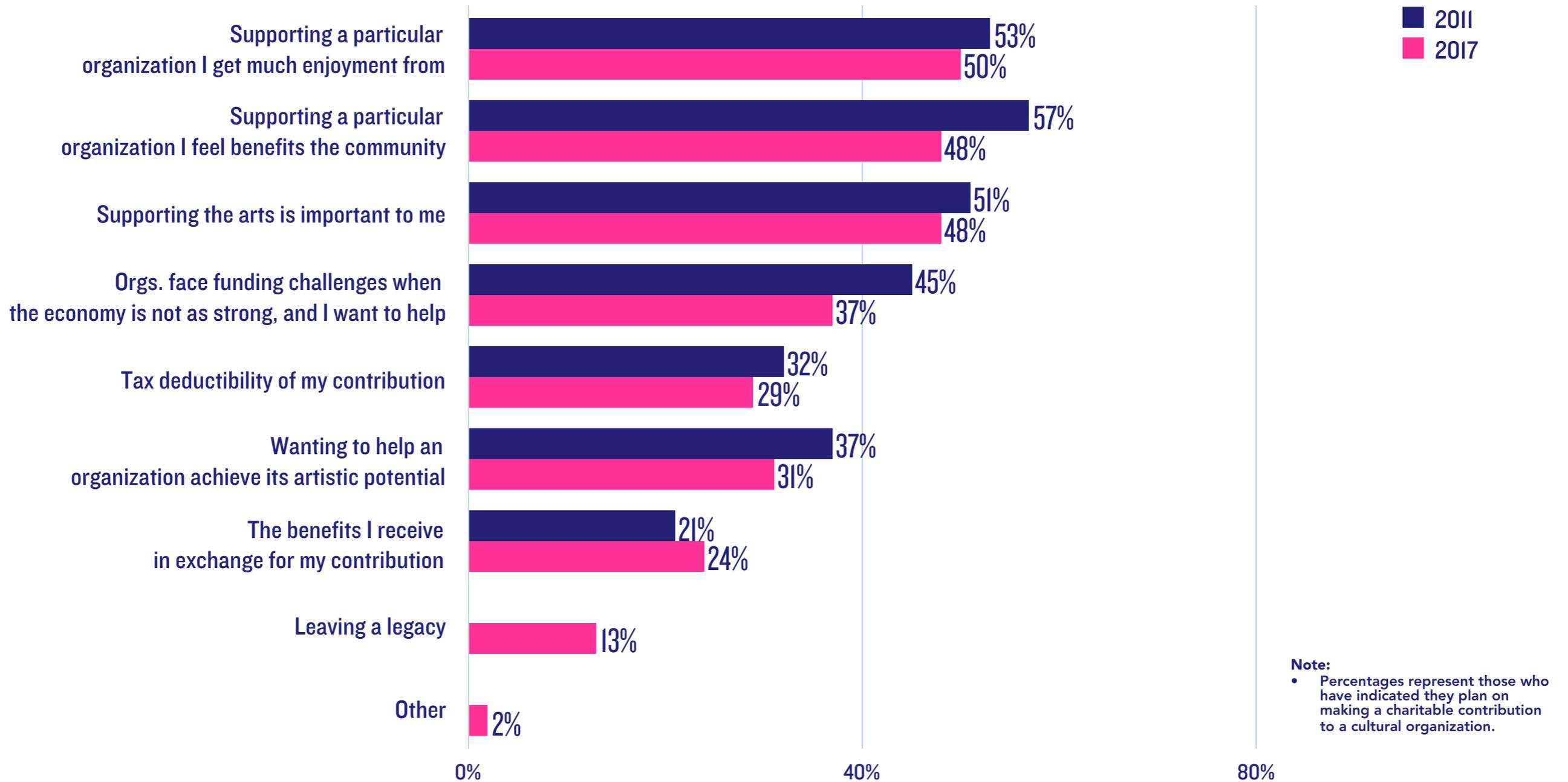
Subscriptions to performing arts organizations



Plan to donate to cultural organizations in the next year



Motivators for donating to cultural organizations



Acknowledgements

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