



LaPlaca Cohen | THE NEW YORKER

Making Culture Count 3.0



The New Yorker: Cultural Authority for Readers & Institutions

Offering a Unique Perspective...

- Art
- Dance
- Theatre
- Music
- Museums



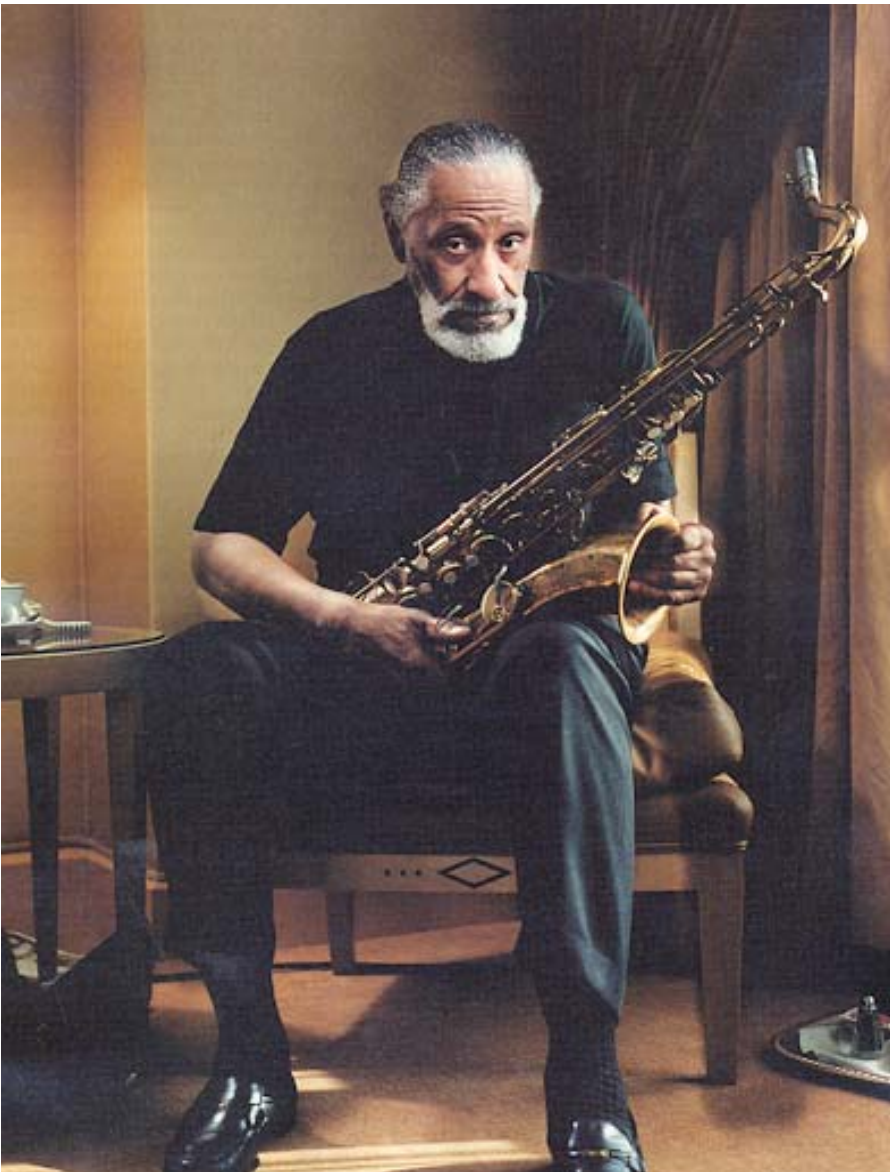


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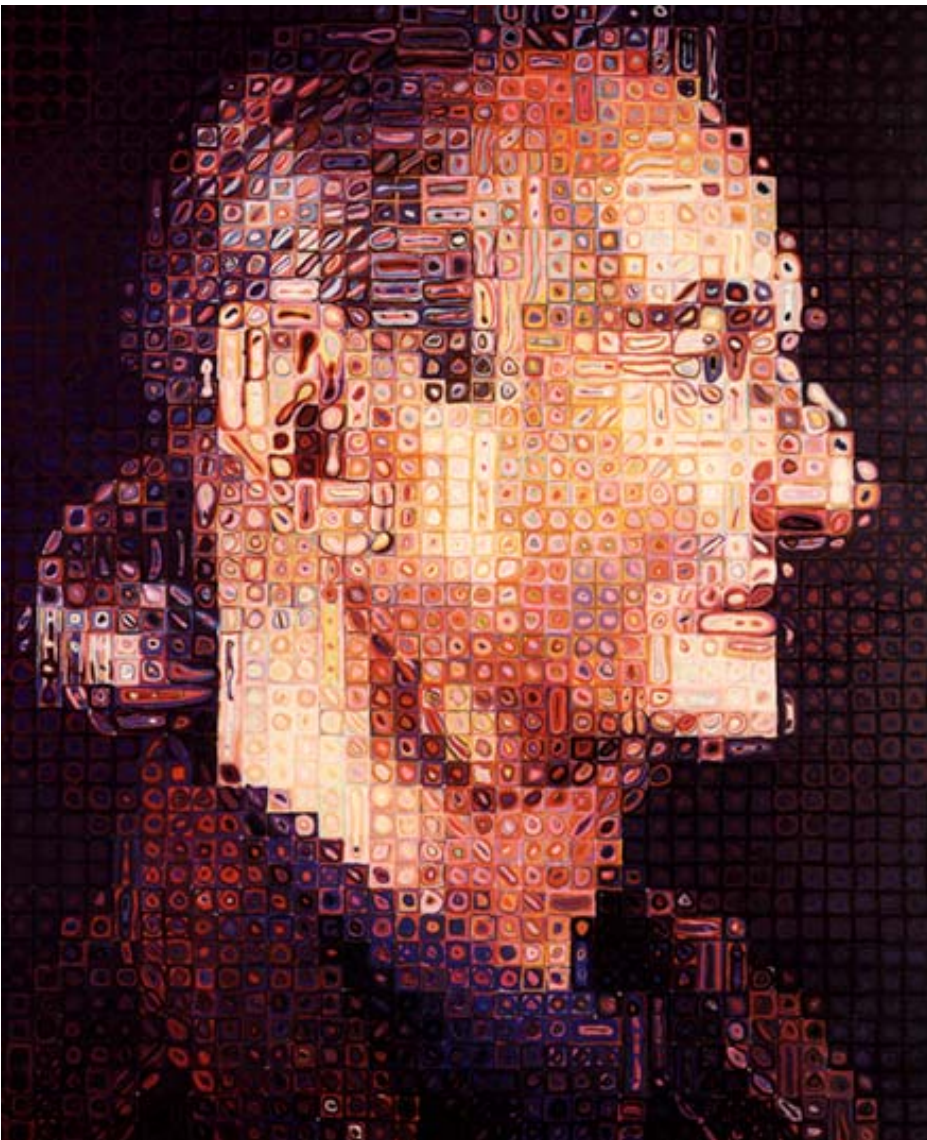
Research Objectives

- Substantiate previous findings regarding the attitudes, influences, and motivations that impact participation in the arts.
- Identify trends which have emerged in the past year.
- Offer new insights into arts participation.



Methodology

- 1,700 General Population completes
- Sample was balanced according to age and region within gender
- Sample demographically mirrors U.S. population
- 1,500 Compass completes
- Sample is a composite of total *New Yorker* readers



Findings Introduction

2005 Respondents Composition

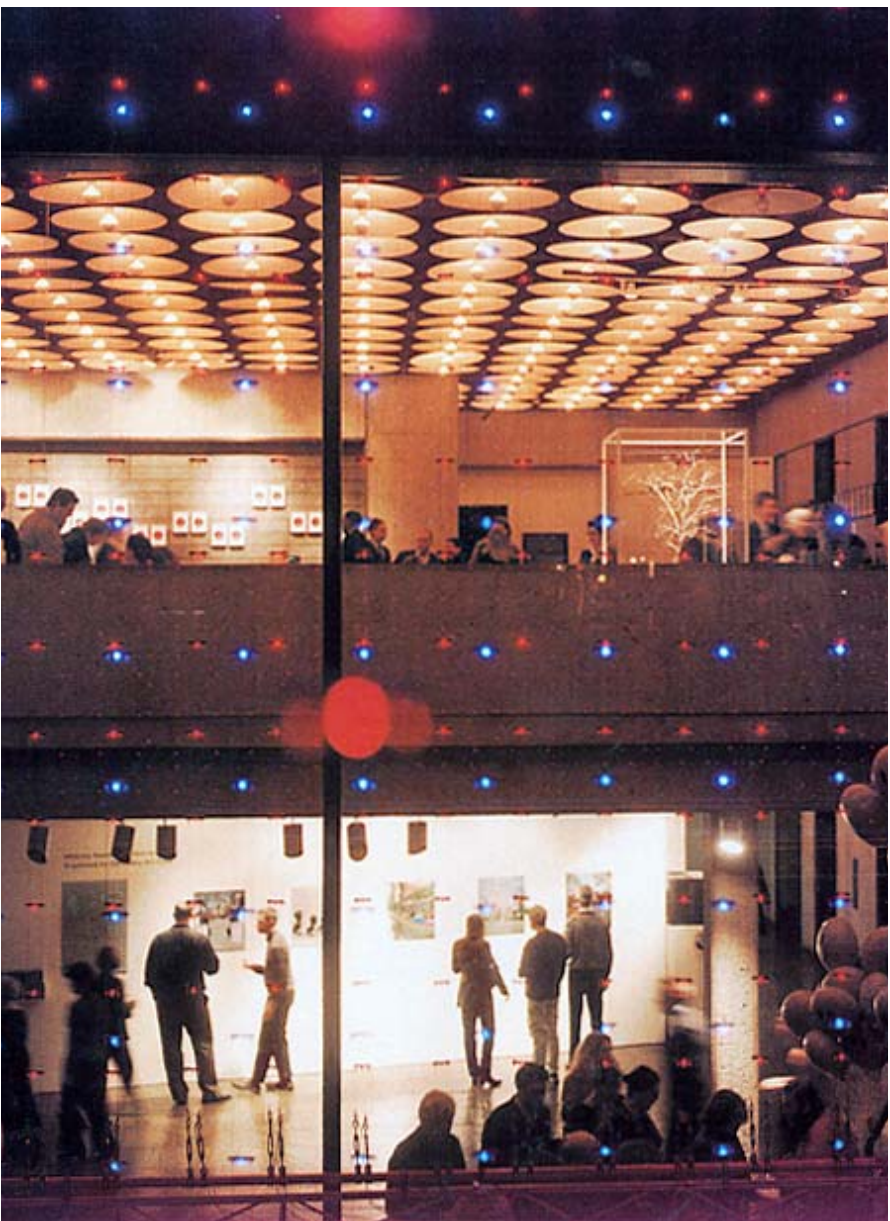
- 86% White
 - 5% African American
 - 3% Asian
 - 2% American Indian
 - 4% Other
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- 6% Hispanic

- 2005 respondent composition is similar to past years.

Key Findings: Attendance





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Average number of cultural events attended per month in 2005:

General Population = 1.9

Compass Panelists = 4.1

Attendance is up from 2004:

- General Population = 1.7
- Compass Panelists = 3.8



Key Findings: Attendance

- Among the General Population frequency of attendance is correlated with **age, education, and income:**



- Younger audiences (18-29):
2.3 cultural activities/month
- Middle-aged audiences (30-54):
1.8 cultural activities/month



- Mature audiences (55+):
1.7 cultural activities/month



Key Findings: Attendance

- Among the General Population frequency of attendance is correlated with **age, education, and income**:
 - College graduate respondents average **2.1** activities per month.
 - Respondents with a household income in excess of 75k attend an average of **2.2** cultural activities per month.
- Age and income have almost no effect on frequency of attendance among Compass Panelists, whereas higher education is usually correlated with more frequent attendance.

Key Findings: Attendance

Respondents attending events more than they were one year ago	2004	2005
Movies	20%	22%
Popular music in small clubs	11%	12%
Live drama / theater	10%	11%
Popular music at large venues	9%	11%
Museum art exhibitions	10%	10%
Musical theater	8%	9%
Classical music	8%	9%
Art galleries	9%	9%
Film festivals	6%	7%
Literature or poetry readings	6%	7%
Classical dance / ballet	6%	7%
Modern dance	6%	7%
Opera	5%	7%

- Overall, respondents are attending the arts more than one year ago.
- This is the second year in which arts participation increased.
- The implication is that arts participation has fully recovered from a post 9/11 decline.





Key Findings: Sources Used for Cultural Information

Source	Compass	General Population
Content / Editorial	99%	88%
Advertisements	88%	71%
Direct from cultural organization	78%	28%
Family / friends, word of mouth	74%	53%

- Compass Panelists gather most of their information from editorial content sources. For example, weekly magazines are cited as important by 76% of respondents.
- Email categorized within “Advertisements,” measured for the first time this year, was cited by 27% of the general population and 59% of the Compass Panelists.



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- Most information sources experienced little change from 2004.
- Advertisements were slightly more important for Compass Panelists and content / editorial was slightly more important for the General Population versus 2004.

Key Findings: Internet Usage



Key Findings: Internet Usage



- When gathering information about cultural events, Internet content is relied on much more now than it was last year.
- However, less people are gathering information from online ads.

Source	2004	2005
Internet content	25%	43%
Ads on the internet	18%	10%

Key Findings: Internet Usage

- This year, the Internet is the most used method of purchase for performing arts tickets.
- Compass Panelists rely more heavily on the Internet.

General Population

Art Form	Mail	Phone	Internet	On-Site
Performing Arts	4%	15%	44%	38%
Visual Arts	3%	12%	37%	47%

Compass Panelists

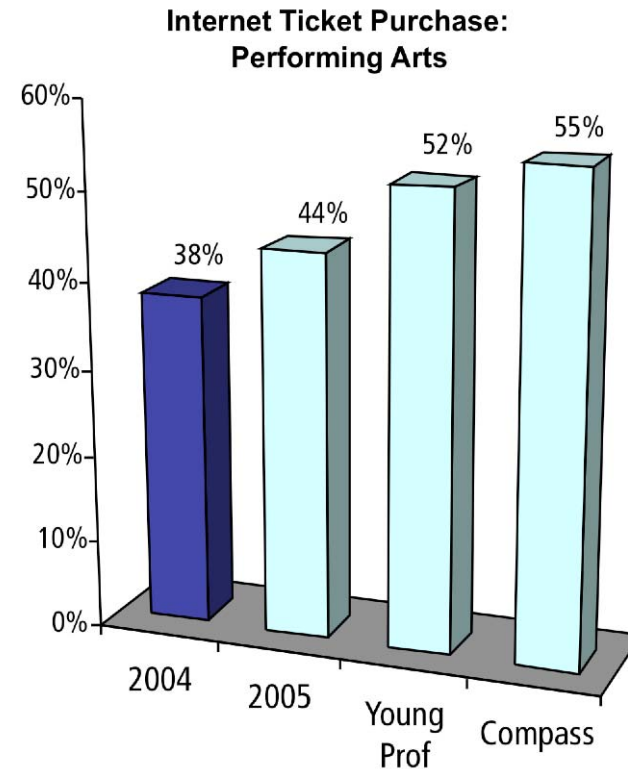
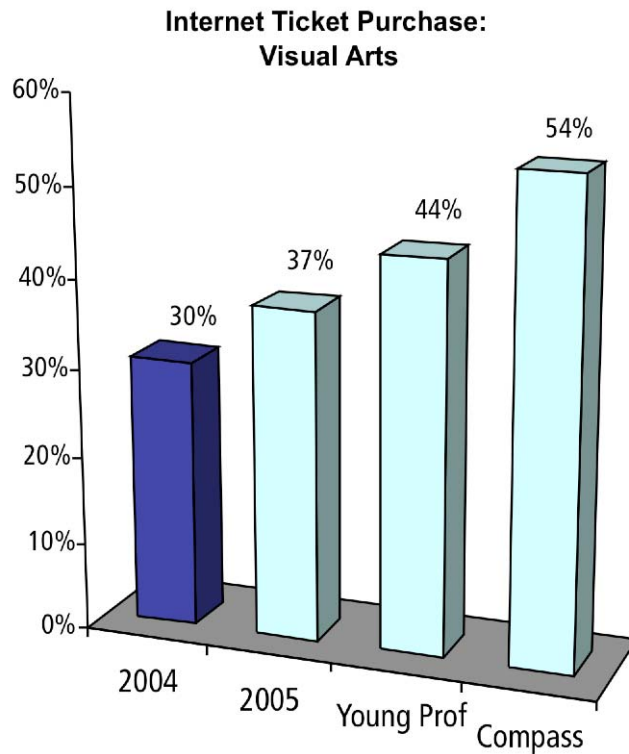
Art Form	Mail	Phone	Internet	On-Site
Performing Arts	5%	23%	55%	17%
Visual Arts	3%	17%	54%	26%



- Compared to 2004, Internet experienced the greatest increase and telephone the greatest decrease.

Key Findings: Internet Usage

- Internet is the only ticket purchase method that experienced an increase in 2005.
- Compass Panelists use the Internet at higher rates than the general population. This finding corresponds to this group's higher levels of advance planning.
- The Internet is the preferred purchase method for Young Professionals.



Key Findings: Family Focus



Key Findings: Family Focus



- The contribution of the arts to children’s education and development is highly valued.

Strongly / Somewhat Agree	Compass	General Population
Encouraging children to attend arts events enriches their understanding of the world	95%	79%
It is important to introduce children to the arts at an early age	95%	78%
I think a museum or performing arts center is a wonderful family activity	88%	76%

- However, only 36% of respondents consider arts organizations “children friendly.”



Key Findings: Family Focus

- Similar to 2004, participation in the arts is a social occasion.

Somewhat or Very Influential	2004		2005	
	Compass	General Population	Compass	General Population
Friends' recommendation	90%	82%	90%	80%
My spouse or partner is interested in attending	79%	72%	79%	76%
Invited by family or friends	82%	82%	82%	83%

Key Findings: Family Focus

- The arts continue to be a family affair:
 - Same as 2004, 7 out of 10 respondents attend the arts with family.
- Almost half of the general population believes that the role of cultural institutions is to “provide a resource for my family and children” (46%).
- Those who believe that cultural institutions are a family resource would be more willing to increase participation if offered value incentives (e.g. reduced admission tickets, free events / programs).



Key Findings: Young Professionals



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Key Findings: Young Professionals

- Young Professionals most frequently attend:
 - Popular music in small spaces or clubs (65%)
 - Museum art exhibitions (56%)
 - Live theatre / drama (50%)
 - Art galleries (44%)
- Young Professionals and Compass Panelists cite almost all of the same events.
- Where these two samples differ:
 - Classical music is among the most attended events for Compass Panelists.
 - Popular music in small clubs is among the most attended events for Young Professionals.

Key Findings: Young Professionals



- Similar to the General Population and Compass Panelists, Young Professionals are greatly influenced by people in their lives.
 - 94% attend arts events with others.
 - 86% attend when invited by a family member or friends.
 - 83% attend based on a friend's recommendation.
 - 81% attend when their spouse or partner is interested.
 - 56% cite family / friends and word-of-mouth as the most important sources for cultural information.

Key Findings: Young Professionals

- Why do Young Professionals participate in the arts?
 - Almost all Young Professionals (92%) cite entertainment /enjoyment as the most important reason.
 - To escape everyday stress and rejuvenate (79%) is the next most important reason.
- Entertainment / enjoyment was the most important reason cited by Compass Panelists and the General Population.
- However, Compass Panelists, the General Population, and Young Professionals cited different reasons as next important. Compass Panelists cited to experience the high quality of the performance / art and the General Population cited to support a family member or friend that is involved.



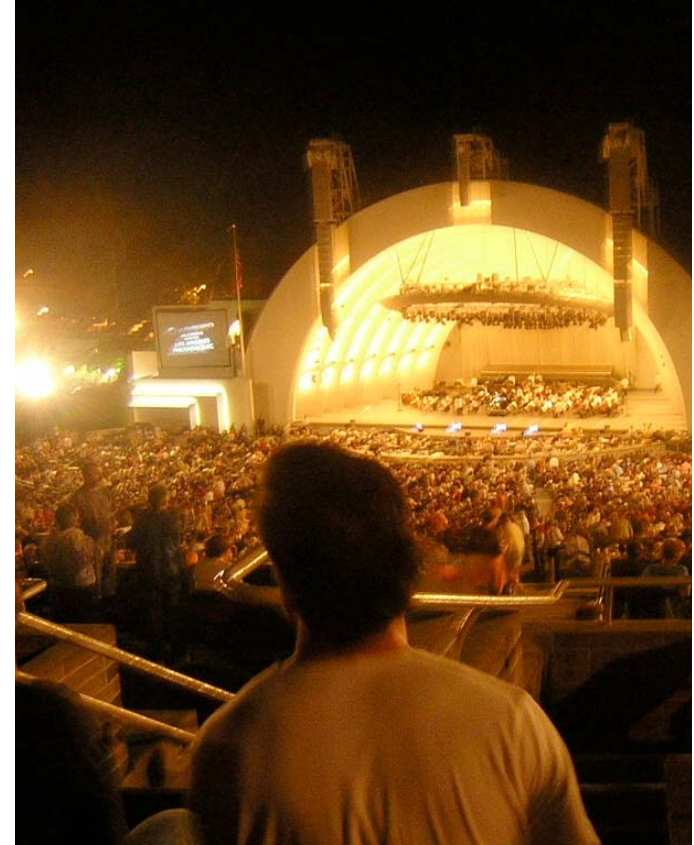


Key Findings: Young Professionals

- What is the biggest barrier?
 - Young Professionals cited a lack of money, interest, and time as the greatest barriers preventing them from attending more cultural events.
- Compass Panelists and General Population both cited a lack of interest and “it is too much of a hassle to get there” among their greatest barriers.
- Compass Panelists also cited a lack of time, whereas the General Population cited a lack of money.

Key Findings: Young Professionals

- 12% of Young Professionals hold one or more museum memberships.
- 11% of Young Professionals hold one or more subscriptions to dance companies, theaters, or orchestras.



Motivators

- Performing Arts: the specific repertoire (46%) most motivates Young Professionals to purchase a subscription.
- Visual Arts: Similar to Compass Panelists and the General Population, the desire to support organizations that they like (45%) most motivates Young Professionals to purchase a museum membership.



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