

# CULTURE + COMMUNITY IN A TIME OF CRISIS

# A SPECIAL COVID EDITION OF CULTURE TRACK®

sloverlinett  
AUDIENCE RESEARCH

LaPlaca  
Cohen

**Survey was open April 29 - May 20, 2020**

**Welcome! We're grateful that your cultural organization is participating in this important national audience & community study.**

We're pleased to be able to share this initial topline data-file with you. In the next tab of this spreadsheet, you'll find your audience's responses from Wave 1 of the national survey, laid out in a series of tables and corresponding graphs. These are organized into six sections:

- A. Demographics | Who responded to the survey?
- B. Cultural affinity | What is their relationship to arts & culture?
- C. Pandemic experience | What are they going through? What do they need?
- D. Digital engagement | How are they connecting with culture online?
- E. Desires for the future | What are they hoping to do soon, and what conditions would need to be in place?
- F. Supporting culture | How likely are they to donate to cultural organizations?

A quick note about what to expect: this data file provides descriptive statistics for the survey questions from your respondents but it contains no narrative interpretation of your audience's responses.

For those interested in an overview of the excel file—what's included, how to read it, considerations for interpretation—we will be hosting a webinar Wednesday, June 3rd walking people through an example excel file to help orient people to the document. This webinar is optional but may be useful to those less familiar with research. If you aren't able to join us on the Wednesday webinar, it will be recorded and available for download at <https://culturetrack.com/covidstudy-user-log-in/>

Meanwhile, if you have questions, please contact Aparna on the Slover Linett research team at [Aparna@sloverlinett.com](mailto:Aparna@sloverlinett.com)

**This research & strategy collaboration is made possible by the generous support of:**



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## A. Demographics | Who responded to the survey?

### What generation is the respondent a part of?

Dance Kaleidoscope (Sample size = 61)	
Silent (1928-45)	13%
Boomers (1946-64)	59%
Gen X (1965-80)	20%
Millennials (1981-96)	8%
Gen Z (1997-2012)	0%

### What is the highest level of education that you've completed?

Dance Kaleidoscope (Sample size = 61)	
Less than high school or GED	0%
High school graduate (high school diploma or the equivalent GED)	2%
Associates degree	10%
Some college, no degree	3%
Bachelor's degree	49%
Master's degree	30%
Professional or doctorate degree	7%

**What is your employment status at the moment, during Covid-19?**

Dance Kaleidoscope (Sample size = 61)	
Working - as a paid employee	43%
Working - self-employed	16%
Not working - on temporary layoff from a job	11%
Not working - looking for work	0%
Not working – retired	26%
Not working – disabled	0%
Not working – other	3%

**Which of the following ranges describes your annual household income for 2019 (before the pandemic)?**

Dance Kaleidoscope (Sample size = 46)	
Under \$25,000	2%
\$25,000–\$49,999	11%
\$50,000–\$99,999	30%
\$100,000–\$149,999	17%
\$150,000–\$199,999	26%
\$200,000 or more	13%

**Are you of Hispanic/Latino descent?**

Dance Kaleidoscope (Sample size = 61)	
Yes	7%
No	93%

**Which of the following categories do you identify as? Please select all that apply.**

Dance Kaleidoscope (Sample size = 58)	
Asian or Pacific Islander	3%
Black/African American	0%
Native American	2%
White/Caucasian	95%
Other (please specify)	3%

**What Census zone does the respondent live in?**

Dance Kaleidoscope (Sample size = 62)	
New England (CT, ME, MA, NH, RI, VT)	0%

Middle Atlantic (NJ, NY, PA)	0%
East North Central (IL, IN, MI, OH, WI)	97%
West North Central (IA, KS, MN, MO, NE, ND, SD)	0%
South Atlantic (DE, FL, GA, MD, NC, SC, VA, DC, WV)	3%
East South Central (AL, KY, MS, TN)	0%
West South Central (AK, LA, OK, TX)	0%
Mountain (AZ, CO, ID, MT, NE, NM, UT, WY)	0%
Pacific (AK, CA, HI, OR, WA)	0%

## B. Cultural affinity | What is their relationship to arts & culture?

**Which of the following activities did you attend or participate in last year (2019)? Please check any that you did at least once in 2019**

Dance Kaleidoscope (Sample size = 62)	
Movies/film	85%
Art museum	77%
Performing arts festival	77%
Television program	77%
Contemporary dance	76%
Play (non-musical)	73%
Public park	71%
Read books/literature	71%
Food and drink experience	66%
Art gallery/fair	63%
Community festival/street fair	63%
Musical	61%
Classical music	60%
Historic attraction/ museum	58%
Public/street art	53%

Library	48%
Jazz music	42%
Popular music	40%
Ballet	39%
Cultural center	37%
Music festival	37%
Craft or design fair	35%
Film festival	32%
Botanical garden	32%
Variety or comedy show	31%
Zoo or aquarium	31%
Opera	27%
Architectural tour	26%
Video games or online gaming	24%
Children's museum	23%
Natural history museum	18%
Science or technology museum	16%
World music	13%
Regional dance	10%
None of these	0%

**What proportion of respondents viewed each of the activities they had done in 2019 as “cultural”?**

Dance Kaleidoscope (Sample size = 6-62)	
Film festival	100%
Ballet	100%
Art museum	98%
Performing arts festival	98%
Contemporary dance	96%
Art gallery/fair	95%
Classical music	95%
Opera	94%
Jazz music	92%
Music festival	91%
Play (non-musical)	91%
Architectural tour	88%
World music	88%
Cultural center	87%
Musical	87%
Historic attraction/ museum	86%
Regional dance	83%
Natural history museum	82%
Craft or design fair	82%
Science or technology museum	80%
Community festival/street fair	77%



Public/street art	76%
Children's museum	64%
Popular music	60%
Library	60%
Read books/literature	55%
Food and drink experience	54%
Variety or comedy show	47%
Zoo or aquarium	42%
Movies/film	42%
Botanical garden	35%
Public park	30%
Video games or online gaming	27%
Television program	21%
None of these	0%

**Still thinking back to 2019, about how often did you participate in those kinds of activities — the kind you think of as cultural?**

Dance Kaleidoscope (Sample size = 61)	
A few times a week	33%
A few times a month	49%
About once a month	8%
A few times over the year	10%

**During 2019 (before Covid-19), did any of these apply to you?**

Dance Kaleidoscope (Sample size = 62)	
I was a subscriber or season-ticket holder to an arts and culture organization	60%
I was a member of an arts or culture organization	48%
I volunteered at an arts or culture organization	35%
I was employed by an arts or culture organization	34%
I earned money as an artist or arts educator/ teaching artist	31%
None of these	5%

**Before Covid-19, how important or unimportant were arts & culture organizations to you?**

Dance Kaleidoscope (Sample size = 62)	
1 - Not important at all	0%
2	0%
3	6%
4	6%
5 - Extremely important	87%

**During a crisis like Covid-19, how important or unimportant are arts & culture organizations to you?**

Dance Kaleidoscope (Sample size = 62)	
1 - Not important at all	0%
2	2%
3	8%
4	19%
5 - Extremely important	71%

C. Pandemic experience | What are they going through? What do they need?

**People are having different reactions to the current situation. Compared to before the pandemic began, how are you feeling these days? Proportion selecting TOP 2 options (4 or 5 on a 5 point scale)**

Dance Kaleidoscope (Sample size = 60-62)	
Worried or afraid	61%
Bored	47%
Sad or depressed	46%
Lonely	33%
Angry	32%
Calm	16%
Connected to others	11%

**People are having different reactions to the current situation. Compared to before the pandemic began, how are you feeling these days? Proportion selecting BOTTOM 2 options (1 or 2 on a 5 point scale)**

Dance Kaleidoscope (Sample size = 60-62)	
Connected to others	74%
Calm	39%
Angry	20%
Lonely	16%
Worried or afraid	11%
Sad or depressed	11%
Bored	11%

**Are you currently under a stay-at-home order in your area (or voluntarily sheltering or quarantining)?**

Dance Kaleidoscope (Sample size = 62)	
Yes	95%
No	3%
Not sure / It's complicated	2%

**Have you, a family member, or a close friend been sick or hospitalized due to Covid-19?**

Dance Kaleidoscope (Sample size = 62)	
Yes	21%

No	76%
Not sure	3%

**Has your income changed because of Covid-19? Please check one.**

Dance Kaleidoscope (Sample size = 59)	
Yes; I still have some income but less than before	46%
Yes; I have no income now	3%
No, there has been no change to my income	51%

**Are you caring for children at home now?**

Dance Kaleidoscope (Sample size = 61)	
Yes	15%
No	82%
Sometimes	3%
It's complicated	0%

**Which of the following activities have you done in the past 30 days? Please check any that apply.**

Dance Kaleidoscope (Sample size = 62)	
Socialized online or by phone	97%
Watched a movie or TV series	95%
Spent time outdoors	92%
Listened to music, or watched a musical performance online	84%
Read a book, story, or poem	76%
Participated in a live interactive event online	66%

Watched a live-streaming event or performance	63%
Volunteered or donated to help during Covid-19	48%
Used social media to tell a story	42%
Played a videogame or online game	42%
Participated in prayer, meditation, or counseling	42%
Learned something new or took an online course	40%
Listened to a podcast or audiobook	39%
Did something musical myself	32%
Watched sports	21%
Shared a playlist I created	2%
Other (please specify)	24%
None of these	0%

**Some people are doing creative things during the pandemic. Have you done any of these things in the past 30 days? Please check any that apply.**

Dance Kaleidoscope (Sample size = 62)	
Cooking a new recipe or baking something	77%
Photography or photo editing	32%
Dancing	29%
Creative writing, writing poetry, journaling	27%
Making something by hand	23%
Painting, drawing, sculpting, printmaking, etc.	21%
Filmmaking or videomaking	6%
Designing something	6%
Other (please specify)	16%
None of these	6%



**You shared that you did something musical and/or listened to music in the past 30 days. What kind of musical activities did you do? Please check any that apply.**

Dance Kaleidoscope (Sample size = 53)	
Listened to music	92%
Watched a live or recorded concert or performance	70%
Sang alone or with others	47%
Played an instrument	26%
Participated in an interactive online musical event	21%
Took an online lesson with a music teacher	2%
Other (please specify)	11%
None of these	0%

**What do you want more of in your life right now? Please check up to five, or tell us in your own words.**

Dance Kaleidoscope (Sample size = 62)	
Connection with other people	79%
Staying informed, with trusted information	50%
Hope	48%
Getting outdoors	44%
Fun	40%
Feeling like I'm part of something	40%
Humor	35%
Expressing myself creatively	21%
Being challenged	19%
Distraction	11%
Other (please specify)	19%

None of these	0%
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**How would you ideally want arts & culture organizations to help your community during this crisis? Please check any that apply. Help my community...**

Dance Kaleidoscope (Sample size = 61)	
Stay connected	77%
Have hope	67%
Offer distraction and escape during the crisis	67%
Laugh and relax	62%
Look ahead and plan for recovery	59%
Think or talk about important things other than Covid-19	56%
Express ourselves creatively	56%
Bring people of different backgrounds together	52%
Educate children while schools are closed	48%
Heal, grieve, and process our emotions	43%
Know what's going on, with trusted information	33%
Take collective action	31%
Reflect back on history or connect the past to the present	30%
Meet our practical, everyday challenges	18%
Deal with financial and economic problems	18%
Other (please specify)	0%
Arts & culture organizations shouldn't play those roles in times like these	2%

**Please tell us how much you personally agree or disagree with the following statement: I've seen or heard about an arts or cultural organization in my area helping our community during the crisis in some specific way.**

Dance Kaleidoscope (Sample size = 56)	
1 - Disagree strongly	4%
2	11%
3 - Neutral	16%
4	23%
5 - Agree strongly	46%

**Please tell us how much you personally agree or disagree with the following statement: I'm hearing a lot from arts & culture organizations during Covid-19, via emails, social media, etc.**

Dance Kaleidoscope (Sample size = 62)	
1 - Disagree strongly	5%
2	3%
3 - Neutral	13%
4	39%
5 - Agree strongly	40%

**Please tell us how much you personally agree or disagree with the following statement: I wish I were hearing more from arts & culture organizations during Covid-19, via emails, social media, etc.**

Dance Kaleidoscope (Sample size = 62)	
1 - Disagree strongly	11%
2	24%
3 - Neutral	37%
4	15%
5 - Agree strongly	13%

## D. Digital engagement | How are they connecting with culture online?

**Here are some online or digital cultural activities that are being offered during the pandemic. Which of the following have you personally seen being offered?**

Dance Kaleidoscope (Sample size = 62)	
Live-stream performances or cultural events	76%

Pre-recorded performances filmed before the shutdowns	73%
Podcasts (from performers, artists, etc.)	53%
Online classes, courses, or workshops (from arts groups, zoos, etc.)	52%
Virtual tours or VR experiences	48%
Live interactive events or performances online, where you can participate via chat, a	45%
Online exhibitions or galleries	44%
Online community meetings or discussions (presented by artists, zoos, etc.)	40%
Online materials or activities for kids	34%
Apps (from arts groups, zoos, etc.)	29%
Other (please specify)	0%
None of these	11%

**Of the online or digital cultural activities that respondents are aware are available, what proportion of them have done each activity in the last 30 days?**

Dance Kaleidoscope (Sample size = 0-55)	
Pre-recorded performances filmed before the shutdowns	80%
Live-stream performances or cultural events	70%
Podcasts (from performers, artists, etc.)	48%
Online community meetings or discussions (presented by artists, zoos, etc.)	48%
Interactive events online, where you can participate via chat, audio, or video	46%
Online exhibitions or galleries	44%
Virtual tours or VR experiences	43%
Online materials or activities for kids	38%
Online classes, courses, or workshops (from arts groups, zoos, etc.)	31%
Apps (from arts groups, zoos, etc.)	28%
Other (please explain)	0%
None of these	9%

**About how often have respondents who have done this type of arts and culture digital activity used it in the last 30 days?**

	Dance Kaleido
Online exhibitions or galleries	Once
	A few times
	Many times
Virtual tours or VR experiences	Once
	A few times
	Many times
Podcasts	Once
	A few times
	Many times
Online materials or activities for kids	Once
	A few times
	Many times
Live-stream performances or cultural events	Once
	A few times
	Many times
Live interactive events or performances online, where you can participate via chat, a	Once
	A few times
	Many times
Pre-recorded performances filmed before the shutdowns	Once
	A few times
	Many times
Apps	Once
	A few times
	Many times
Online classes, courses, or workshops	Once
	A few times
	Many times
Online community meetings or discussions	Once
	A few times
	Many times
Other	Once
	A few times
	Many times

**What proportion of respondents who had done each of these activities rated them highly? Proportion selecting top 2 options (4 or 5 on a 5 point scale)**

Dance Kaleidoscope (Sample size = 0-35)	
Apps (from performers, artists, museums, arts groups, zoos, etc.)	100%
Online exhibitions or galleries	92%
Live interactive events or performances online, where you can participate via chat, a	85%
Live-stream performances or cultural events	81%
Online classes, courses, or workshops (from performers, artists, museums, arts group	78%
Virtual tours or VR experiences (from performers, artists, museums, arts groups, zoos	77%
Podcasts (from performers, artists, museums, arts groups, zoos, gardens, etc.)	73%
Pre-recorded performances filmed before the shutdowns	69%
Online community meetings or discussions (hosted or presented by artists, museum	58%
Online materials or activities for kids (for home-schooling or just for fun)	50%
Another activity	0%

**What (if anything) did you get out of doing those online activities? Please check up to 5.**

Dance Kaleidoscope (Sample size = 41)	
Experienced artworks or performances, or specific performers	66%
Relaxed or felt less stressed	54%
Learned or experienced something new	51%
Had fun	44%
Felt creative or creatively inspired	32%
Escaped the stress of the real world	27%
Felt transported to another place or time	22%
Broadened my perspective or worldview	22%
Spent quality time with family or friends	17%
Celebrated my cultural heritage	0%
Other (please specify)	5%
None of the above	0%

**Were any of those online or digital cultural activities offered by the following organizations or sources?  
Please check any that apply.**

Dance Kaleidoscope (Sample size = 49)	
Individual performer, artist, band, or ensemble	67%
Theater group	53%
Dance group	53%
Classical music group	37%
Art museum or design museum	35%
Performing arts center	31%
Jazz music group	16%
Folk music group	14%
Cultural center/cultural heritage organization	12%
Botanic garden	10%
Zoo or aquarium	8%
Historic attraction or history museum	8%
Arts activism or social justice organization	8%
Library	6%
Community arts school or center	4%
Public park	2%
Natural history museum	2%
Science or technology museum	2%
Other (please specify)	6%
I don't know	2%
None of these	0%

**You shared that you watched a special live-streaming event or performance in the past 30 days. What kind of events or performances were they? Please check any that apply.**

Dance Kaleidoscope (Sample size = 39)	
Musical theater or Broadway	54%



Classical music	41%
Contemporary dance	41%
Live theater or drama	36%
Ballet	28%
Jazz music	23%
Rock or alternative music	15%
Comedy	15%
Opera	15%
Pop, hip-hop, or rap music	10%
Country music	10%
Folk music	8%
History lecture or conversation	5%
Poetry reading or slam	3%
Electronic or house music	3%
Storytelling	3%
Science meet-up	0%
Other (please specify)	15%
None of these	0%

**We're wondering if those online activities from arts & culture organizations were free or paid. Please check all that apply.**

Dance Kaleidoscope (Sample size = 41)	
Everything I've accessed from arts or cultural organizations during the pandemic has	68%
I've paid for access to one or more online activities from arts or culture organizations	22%
I've paid to support a favorite artist, performer, group, or organization online during	29%

**You shared that you've used online activities or materials for kids from an arts or culture organization; which of the following have you or your children used? Please check any that apply.**

Dance Kaleidoscope (Sample size = 7)	
At-home, follow-along activities	57%
Online games or downloadable game apps	57%
Online educational programs or workshops	57%
Daily videos or livestreams	29%
Lesson plans designed for parents, to help with homeschooling	29%
Instructions for a do-it-yourself project	14%
Social media groups for parents to share activities and resources	14%
A live sing-along or play-along	0%
Other (please specify)	0%

## E. Desires for future | What they hope to do soon

**Now that many of those cultural activities are shut down during the pandemic, what (if anything) do you miss most? Please check up to 5.**

Dance Kaleidoscope (Sample size = 62)	
Experiencing artworks or performances in person	81%
Spending quality time with family or friends	65%
Learning or experiencing something new	39%

Broadening my perspective	37%
Having fun	37%
Feeling creative or creatively inspired	35%
Feeling transported to another place or time	29%
Relaxing or feeling less stressed	27%
Escaping the stress of the real world	24%
Celebrating my cultural heritage	3%
Other (please specify)	8%
None of these	0%

**Thinking ahead to when people are able to go out again, what are you most excited to do in the first few weeks? Please check up to 5.**

Dance Kaleidoscope (Sample size = 62)	
Get together with friends or loved ones in our homes	73%
Go out to a bar or restaurant	66%
See a dance performance	53%
Go to a concert or musical performance	52%
Visit a park, garden, or zoo	37%
See a play (nonmusical or musical)	37%
Go to the movies	35%
Go to church, temple, mosque, etc.	32%
Go to an art museum	19%
Take an art, music, or dance class	11%
Go to a history museum or historic site	3%
Go to a children's museum	2%
Go to a science or natural history museum	0%
Other (Please explain)	15%
None of the above	2%

**Thinking ahead to when people are able to go out again, which of the following factors will most influence your decision to resume attending in-person arts & culture experiences? Please check up to 5.**

Dance Kaleidoscope (Sample size = 62)	
Wide availability of Covid-19 immunity testing	58%
Increased cleaning measures for all touch surfaces	56%
Enforcement of masks for visitors	55%
A Covid-19 vaccine becoming available	47%
An announcement from public-health officials that it's safe to return	47%
Reduced admission (to limit crowding)	45%
Enforcement of masks for staff	37%
Health screening measures prior to entry	26%
The organization's decision that it's time to reopen	24%
Seeing other people around me starting to attend again	13%
Other (please specify)	3%

**Some people have begun to make plans for when it's safe to go out and gather with others. To what extent have you begun to make plans to attend any arts & culture experiences in the future?**

Dance Kaleidoscope (Sample size = 49)	
1 - Not at all	35%
2	18%
3	22%
4	16%
5 - To a great extent	8%

**Please tell us how much you personally agree or disagree with the following statement: I hope the arts & culture organizations in my area will change after the pandemic to be more relevant to people like me.**

Dance Kaleidoscope (Sample size = 61)	
1 - Disagree strongly	8%
2	21%
3 - Neutral	49%
4	18%
5 - Agree strongly	3%

**In general, what kinds of changes would make arts & culture organizations better for you in the future?**  
**Please check all that apply.**

Dance Kaleidoscope (Sample size = 61)	
More frequent new works or exhibits	39%
Supporting local artists, organizers, etc.	39%
Treat their employees fairly and equitably	34%
More diverse voices and faces	31%
Working with other nonprofits in our community	31%
Engage more young people	30%
Friendlier to all kinds of people	21%
Stories or content that connect to my life	18%
Less formal	15%
More fun	15%
More focus on our local community	8%
More child-friendly	8%
Other (Please explain)	7%
Nothing — I wouldn't change them at all	21%

## F. Supporting culture | How likely are they to donate to cultural orgs?

**Please tell us how much you personally agree or disagree with the following statement: The arts & culture organizations in my area are really struggling financially because of Covid-19.**

Dance Kaleidoscope (Sample size = 57)	
1 - Disagree strongly	0%
2	4%
3 - Neutral	4%
4	18%
5 - Agree strongly	75%

**Please tell us how much you personally agree or disagree with the following statement: During this crisis, we should support other kinds of nonprofit organizations in my area before supporting arts & culture organizations.**

Dance Kaleidoscope (Sample size = 60)	
1 - Disagree strongly	22%
2	28%
3 - Neutral	28%
4	12%
5 - Agree strongly	10%

**We realize that not everyone can donate money to support causes or organizations, even if they want to. Have you donated money in the past two years to any cause or nonprofit organization?**

Dance Kaleidoscope (Sample size = 62)	
Yes	100%
No	0%
Not sure	0%

**What types of causes or organizations have you donated money to before Covid-19 (in 2018 or 2019)? Please check all that apply.**

Dance Kaleidoscope (Sample size = 62)	
Arts, culture, or humanities	90%
Human services (poverty, children's services, elderly care, etc.)	61%
Education	53%
Religion	50%
Environment & animals	48%
Public society benefit (voter education, civil rights, civil liberties, community and e	47%
Health	34%
International affairs & foreign affairs	13%
Other (please specify)	3%



**What types of causes or organizations have you donated money to during Covid-19 (in 2020)? Please check all that apply.**

Dance Kaleidoscope (Sample size = 62)	
Arts, culture, or humanities	66%
Human services (poverty, children's services, elderly care, etc.)	44%
Religion	40%
Public society benefit (voter education, civil rights, civil liberties, community and ec	24%
Environment & animals	18%
Education	13%
Health	13%
International affairs & foreign affairs	5%
Other (please specify)	2%

**What types of arts, culture, or humanities organizations did you donate to before the pandemic? Please check any that apply.**

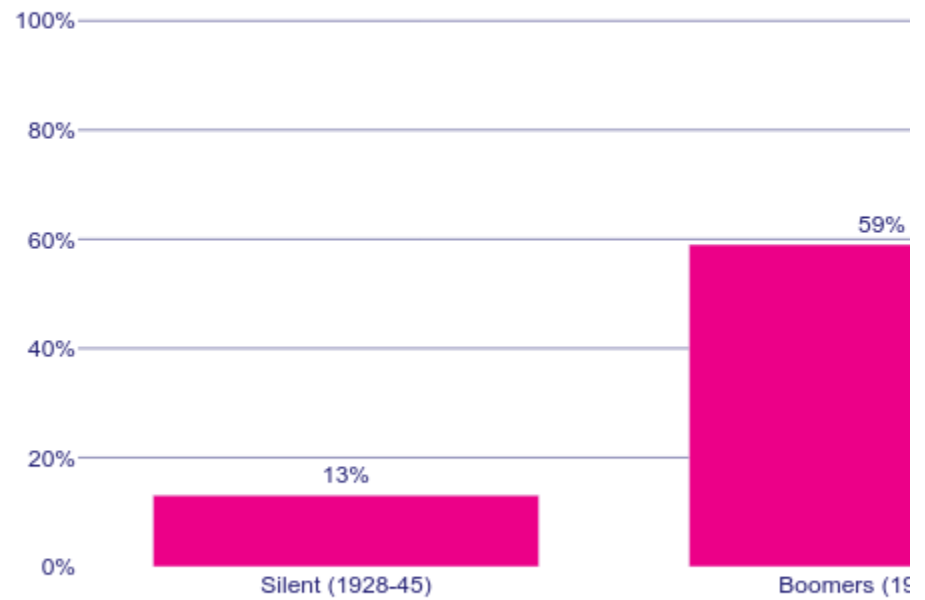
Dance Kaleidoscope (Sample size = 55)	
Dance group	78%

Theater group	60%
Art museum or design museum	45%
Individual performer, artist, band, or ensemble	36%
Orchestra	36%
Humanities organization	31%
Performing arts center	25%
A non-orchestral music group	20%
Cultural center/cultural heritage organization	20%
Community arts school or center	20%
Historic attraction or history museum	18%
Opera	15%
Zoo or aquarium	13%
Arts worker relief fund	11%
Botanic garden or Park	9%
Library	7%
Natural history museum	5%
Science or technology museum	2%
Other (please specify)	5%

**What types of arts, culture, or humanities organizations did you donate to during the pandemic? Please check any that apply.**

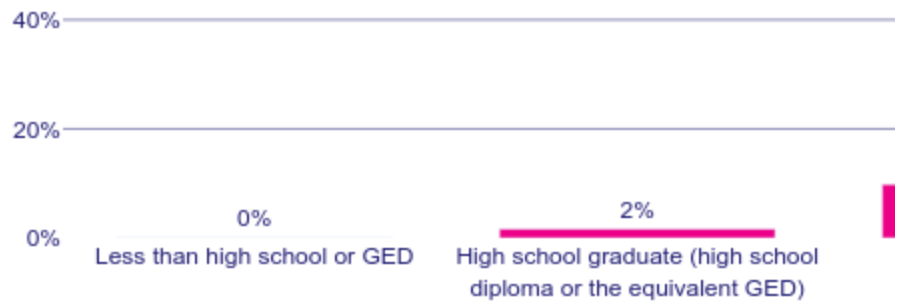
Dance Kaleidoscope (Sample size = 40)	
Dance group	68%
Theater group	43%
Arts worker relief fund	28%
Humanities organization	25%
Individual performer, artist, band, or ensemble	20%
Performing arts center	18%
Orchestra	10%
Art museum or design museum	8%
Opera	8%
Botanic garden or Park	5%
Zoo or aquarium	5%
Cultural center/cultural heritage organization	5%
Community arts school or center	5%
Science or technology museum	3%
A non-orchestral music group	3%
Natural history museum	0%
Library	0%
Historic attraction or history museum	0%

Other (please specify)	8%
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What is

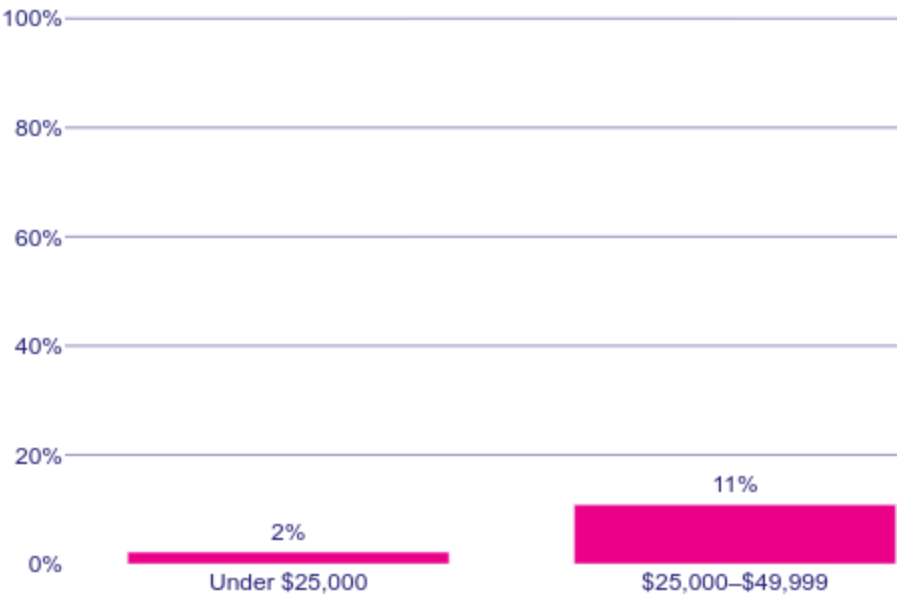


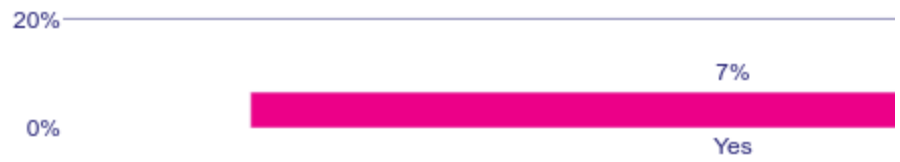


What is y

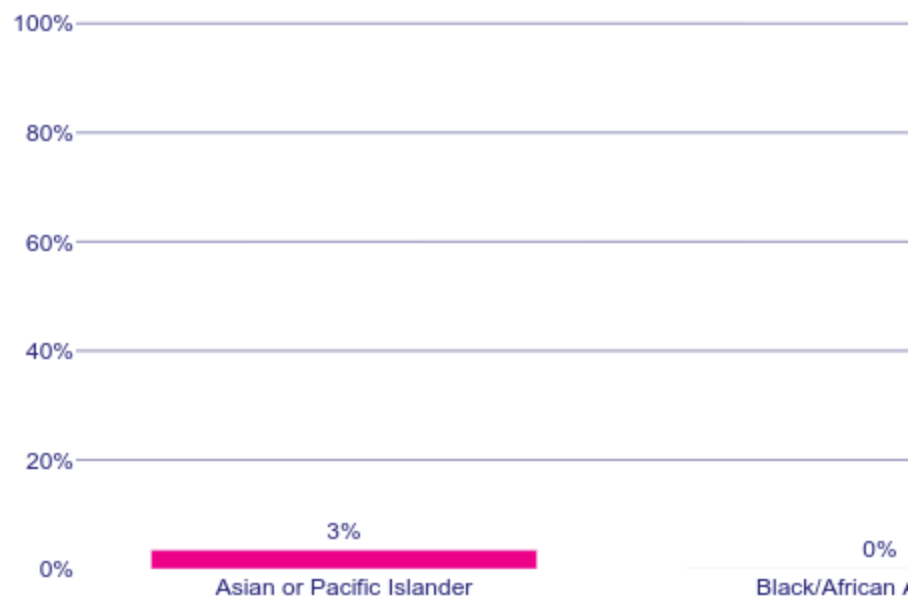


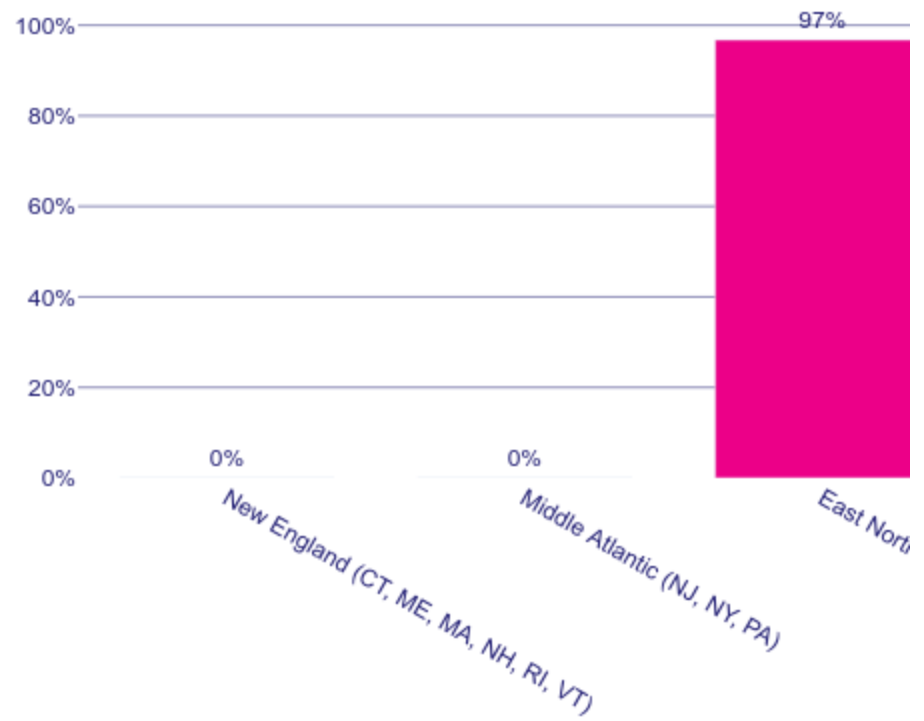
# Which of the following range



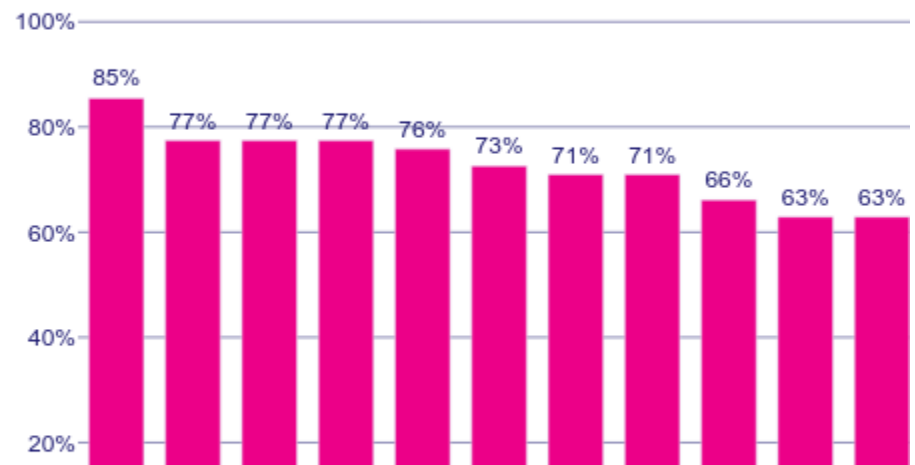


Which of the foll





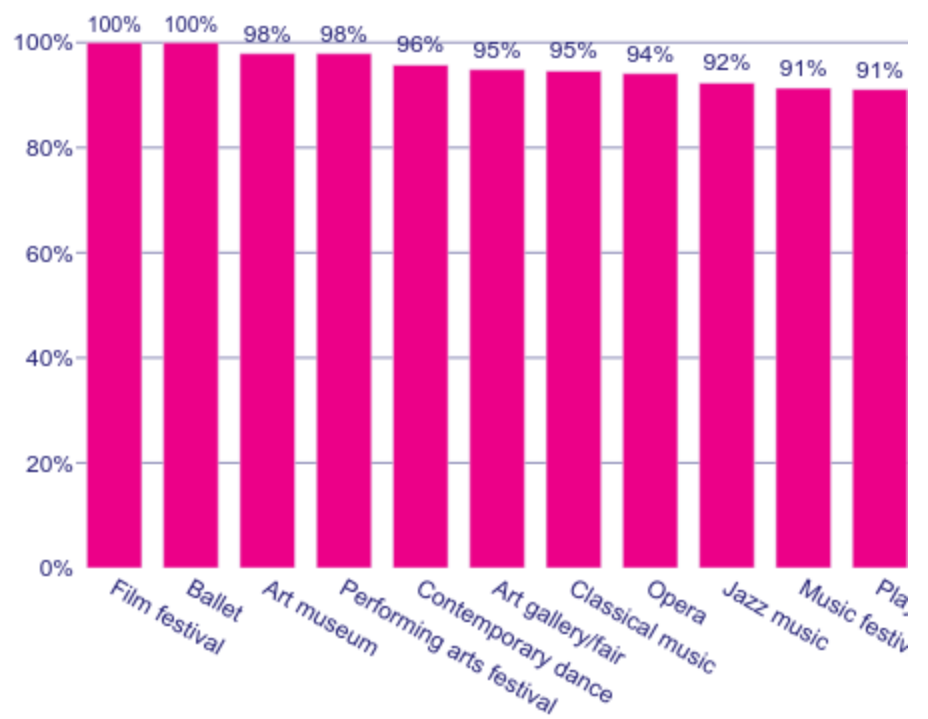
Which of the following activities c



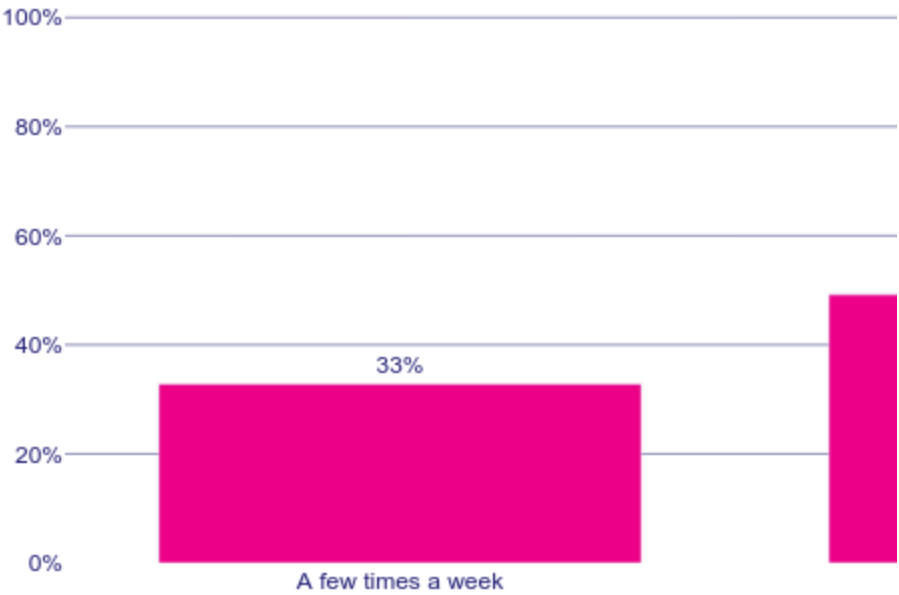




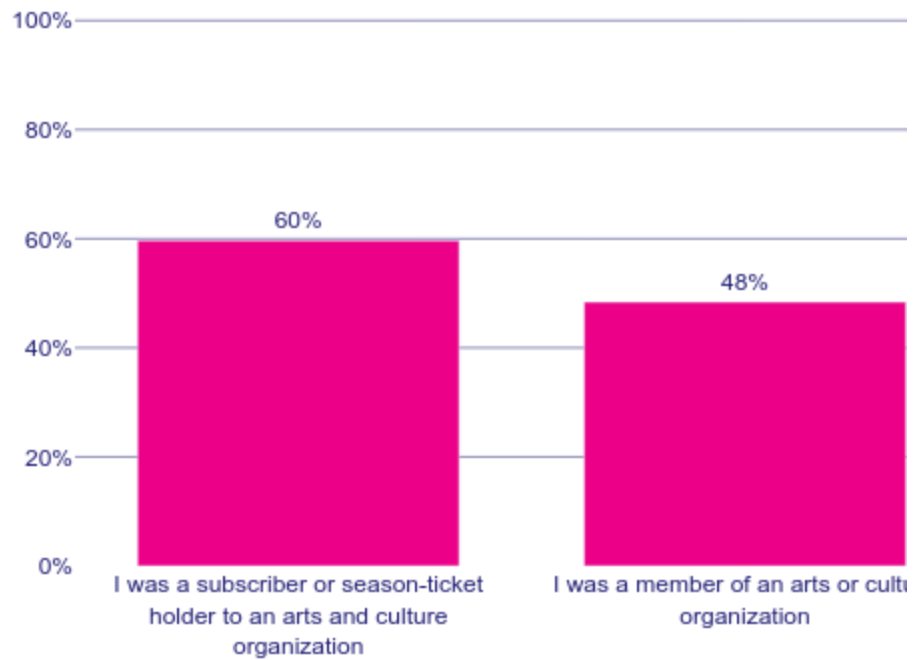
## What proportion of respondents



# Still thinking back to 2019, about I

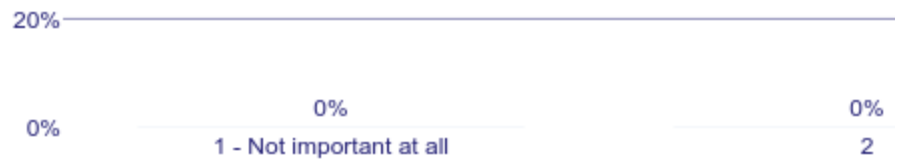


During

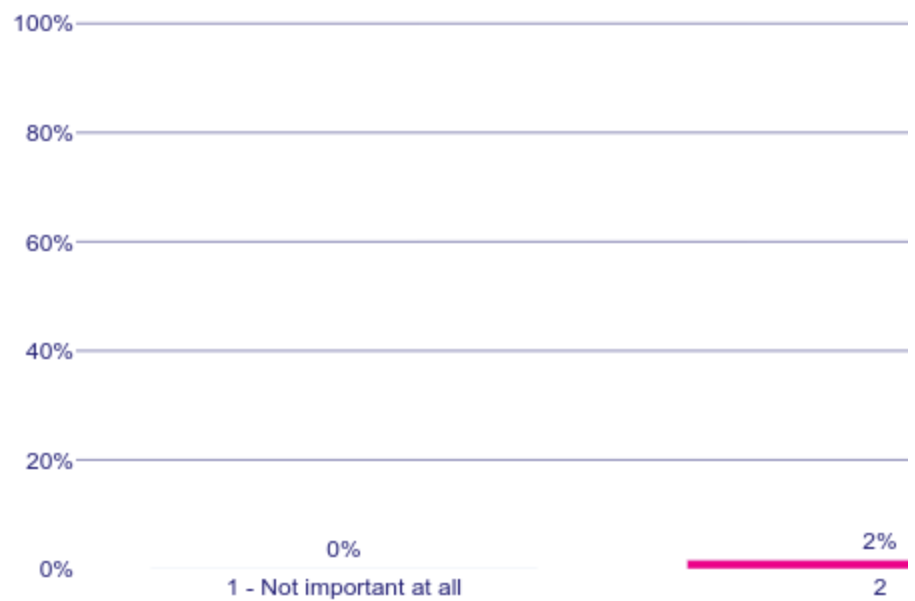


Before Covid-19, how

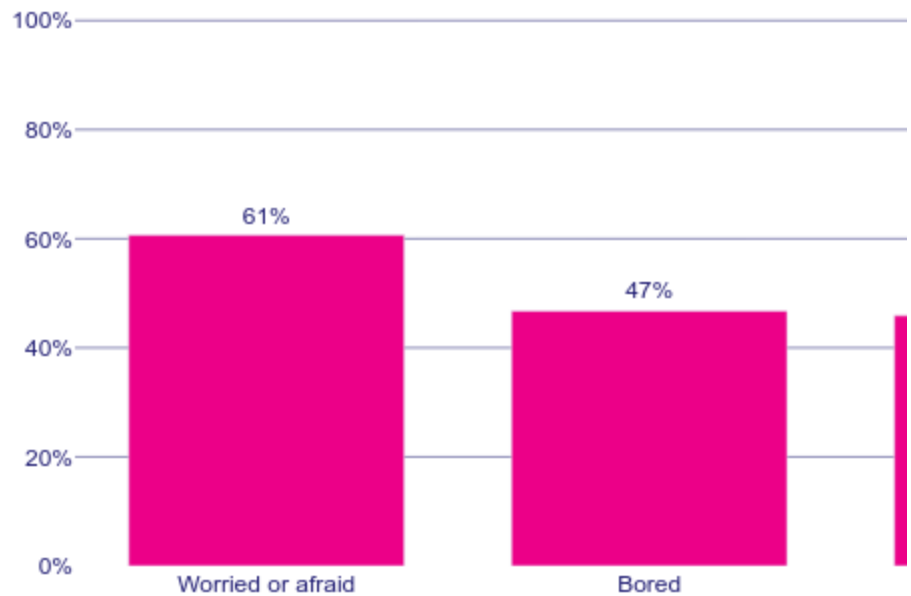




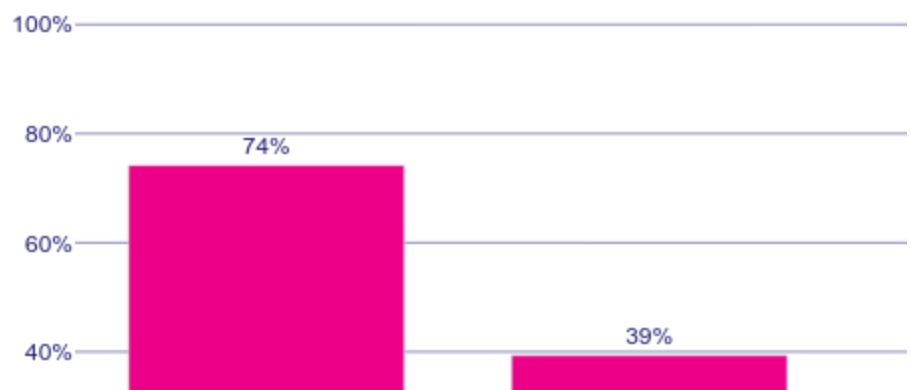
During a crisis like Covid-

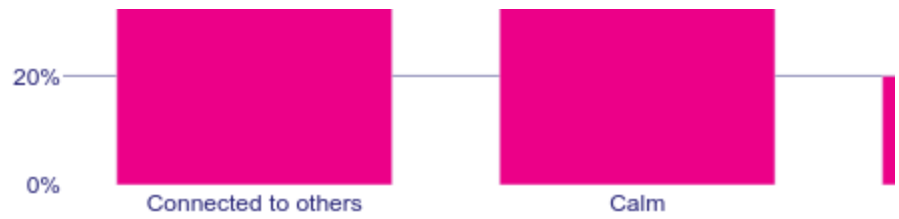


People are having different reactive  
feeling these day

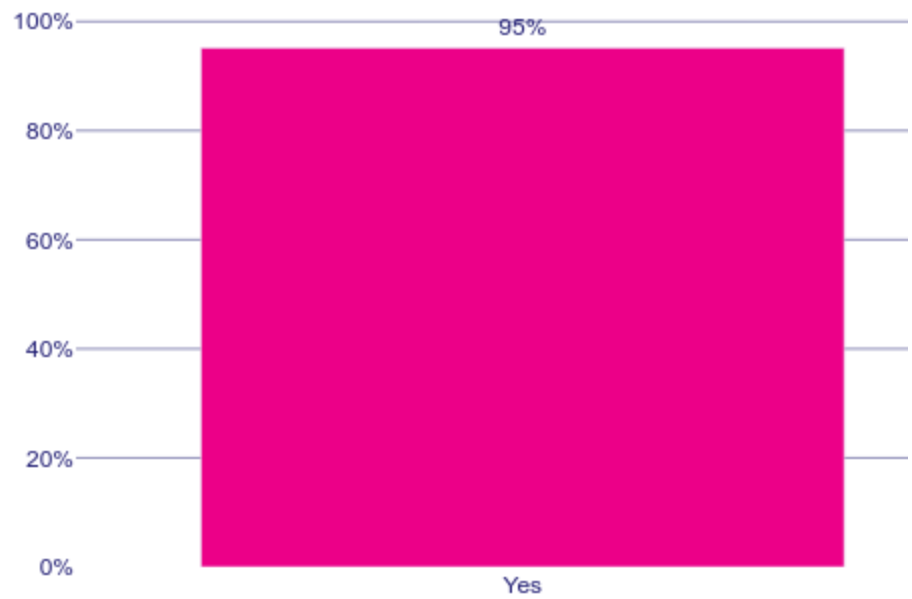


People are having different reactive  
feeling these days?

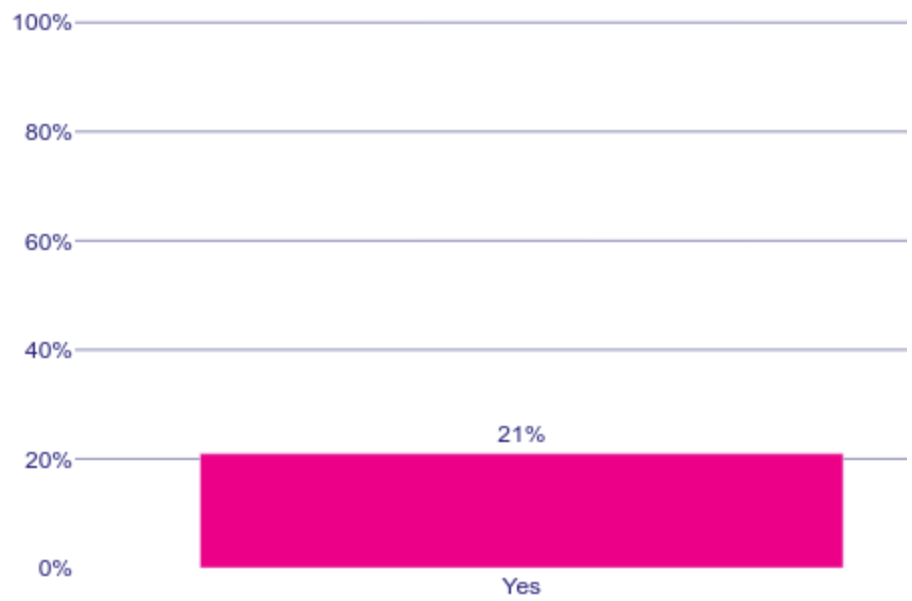




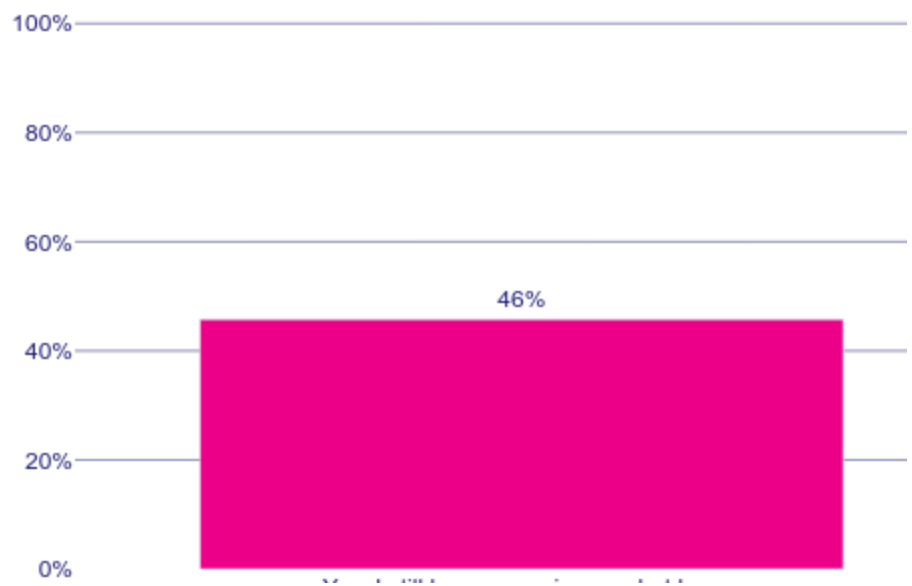
Are you currently under a



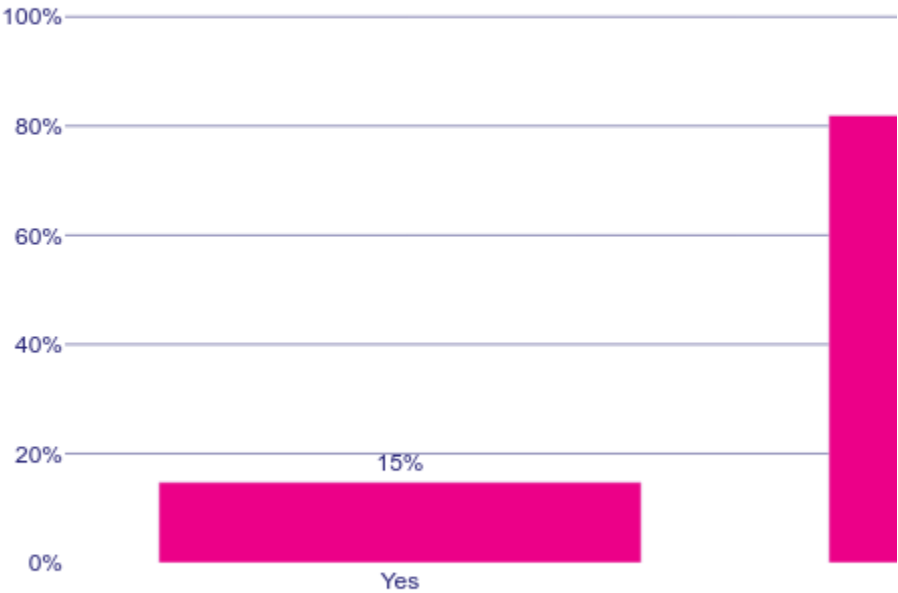
Have you, a family r



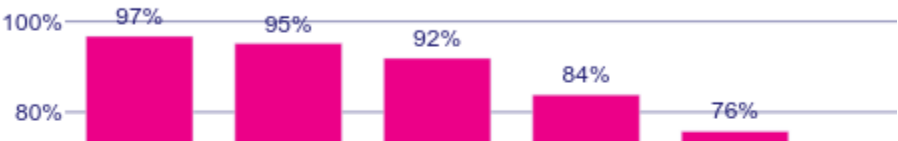
Has your i



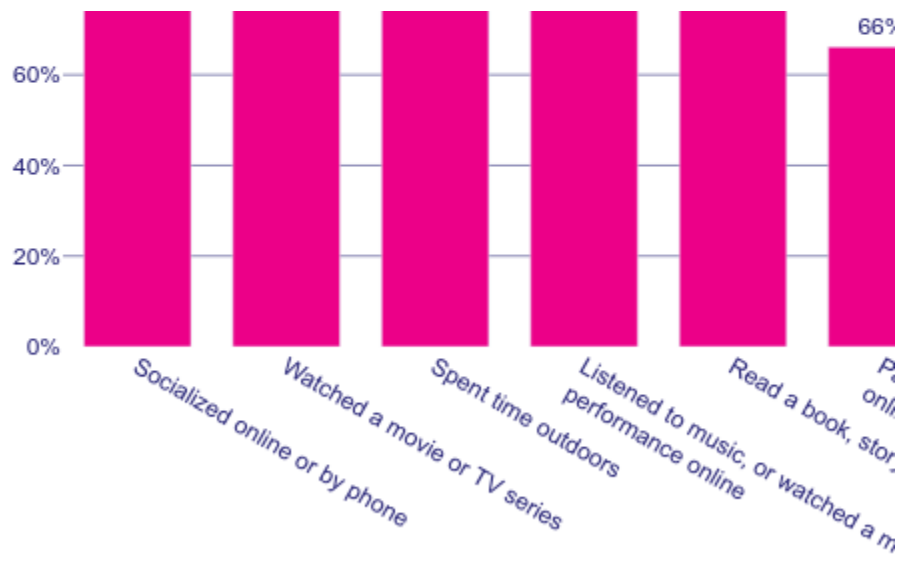
Yes; I still have some income but less than before



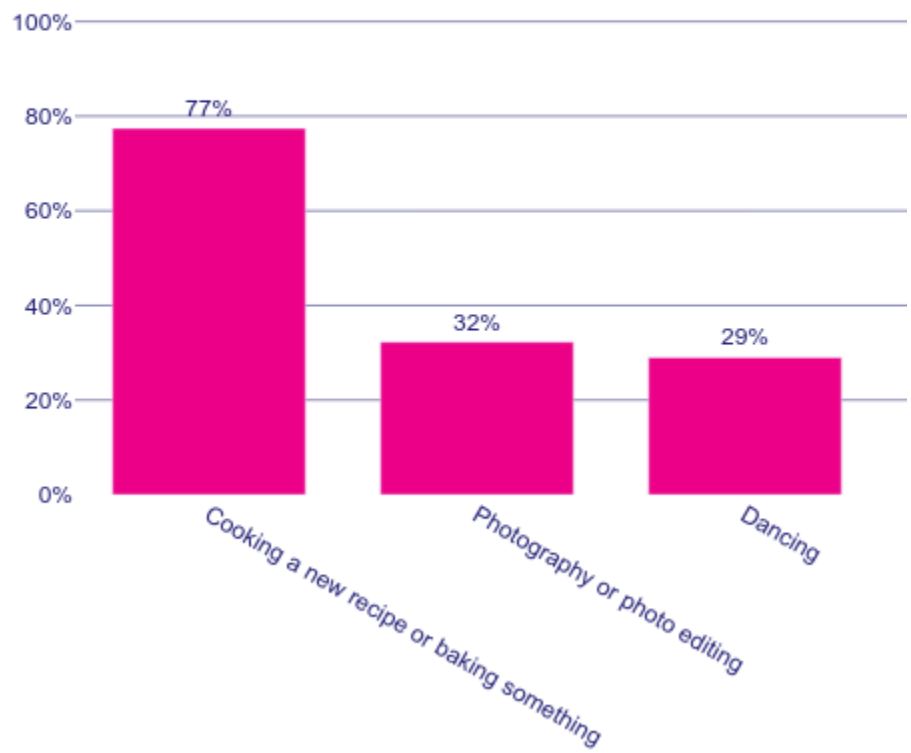
Which of the following ac



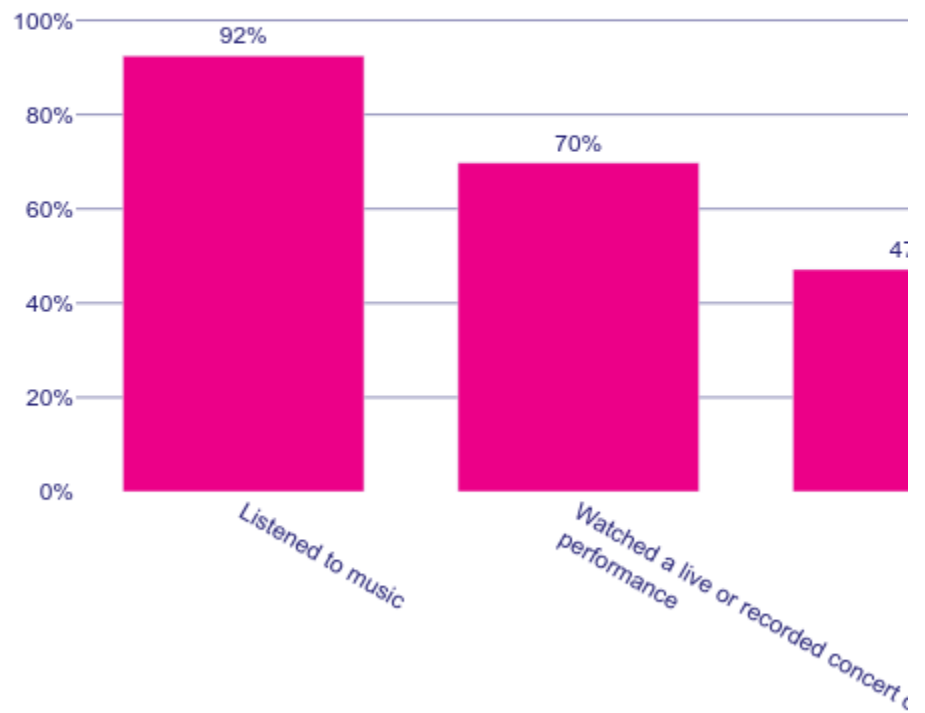




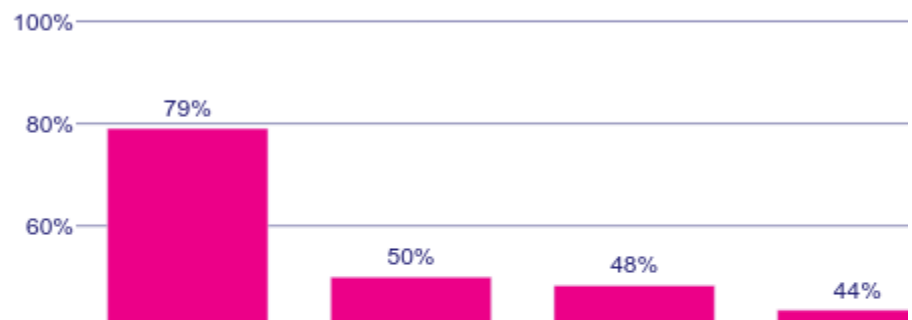
Some people are doing creative things

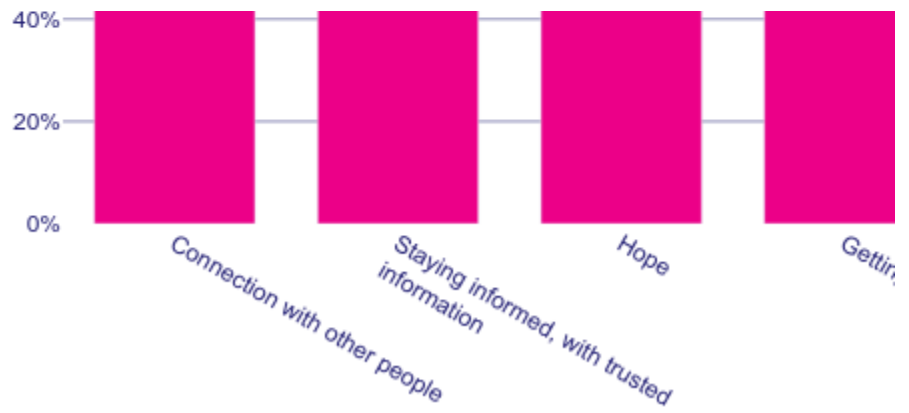


You shared that you did something

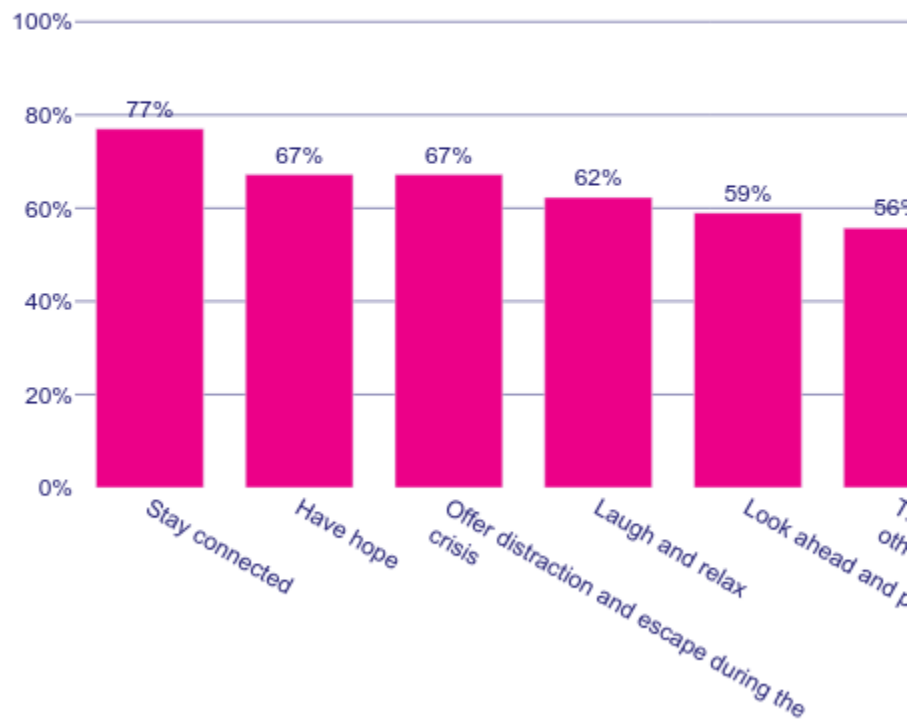


What do you want more of





## How would you ideally want arts & culture organizations to help you?



Please tell us how much you personally or your family or cultural organization is impacted by the current crisis.

## of cultural organization

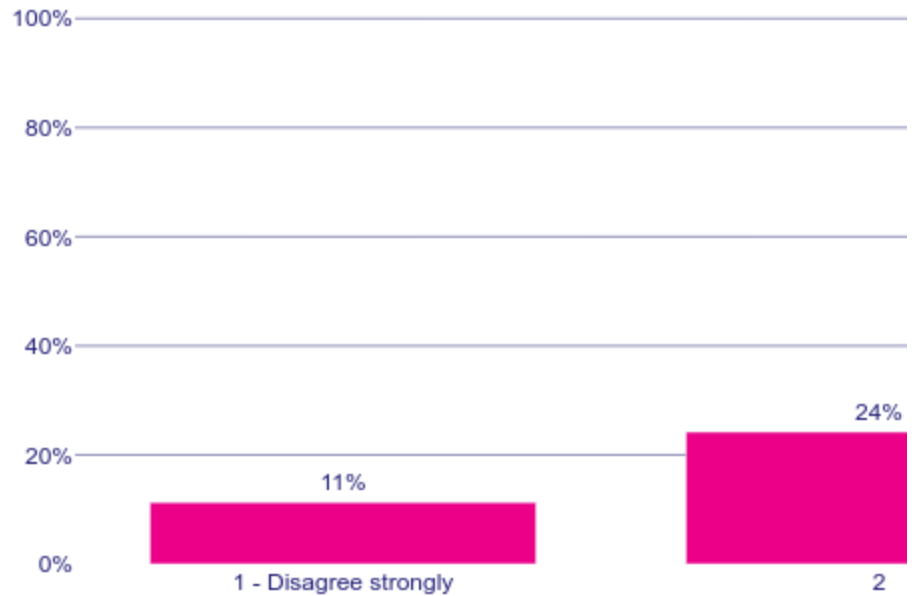


Please tell us how much you pers  
culture org

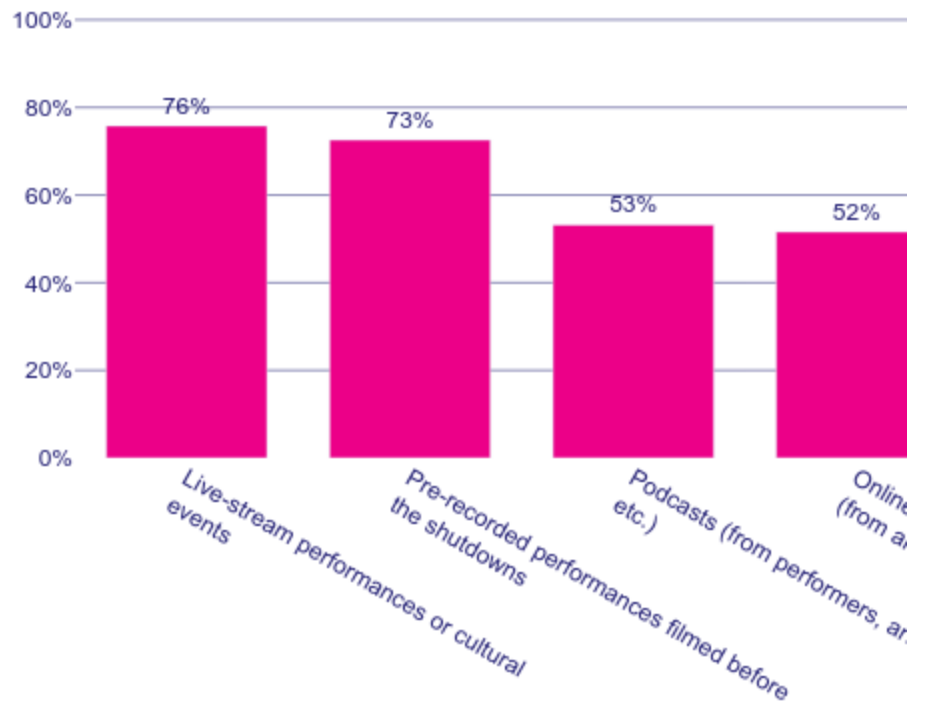




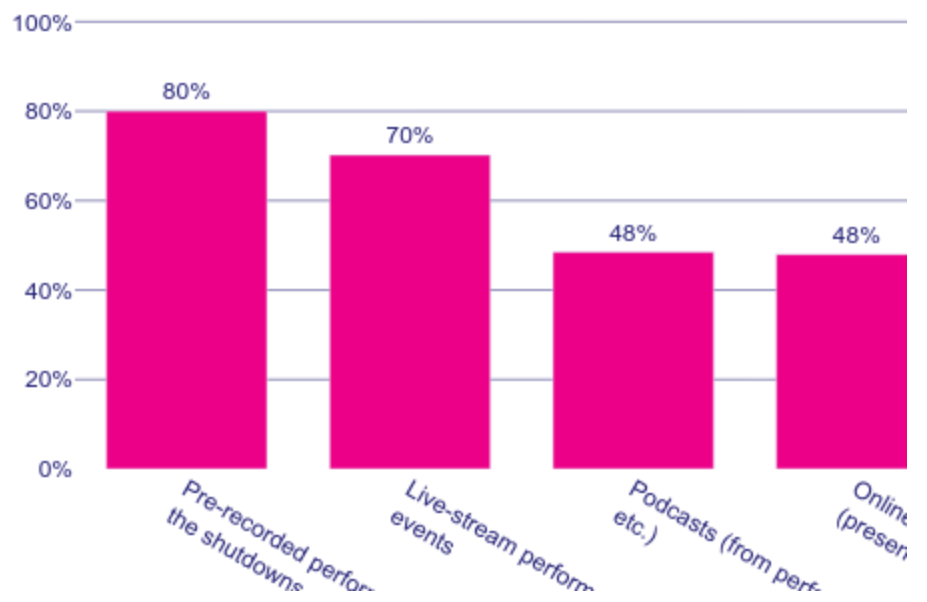
Please tell us how much you person  
arts & culture



Here are some online or digital cu



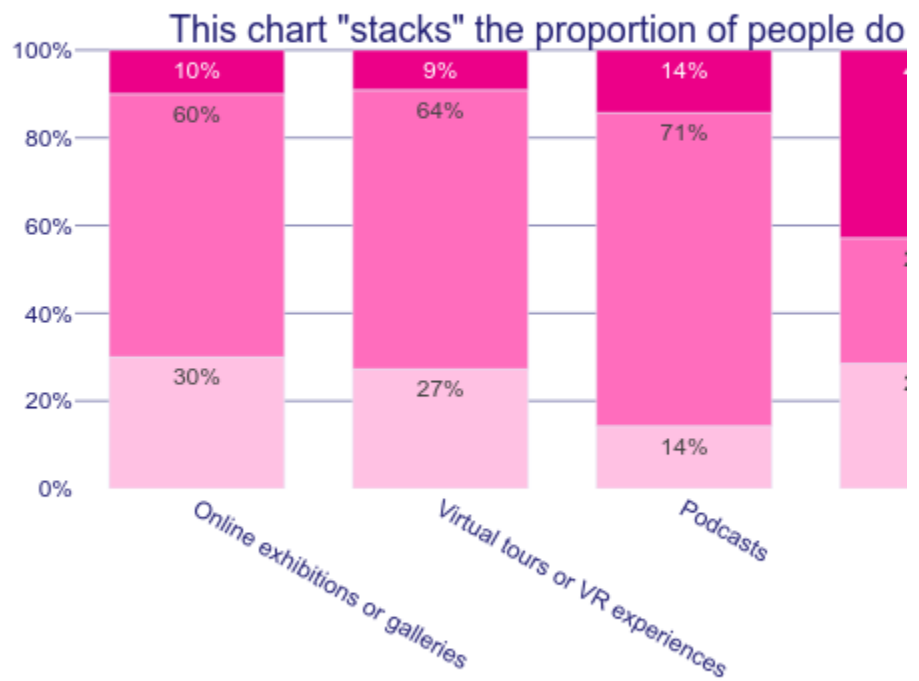
## Of the online or digital cultural activities



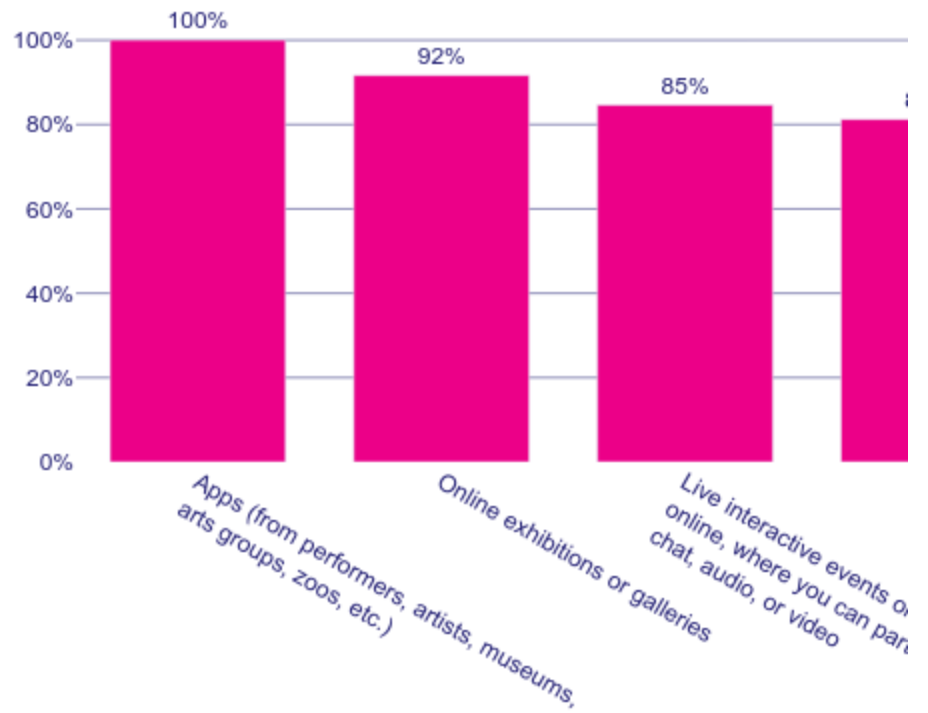
performances filmed before  
performances or cultural  
performers, ar

## About how often have responder

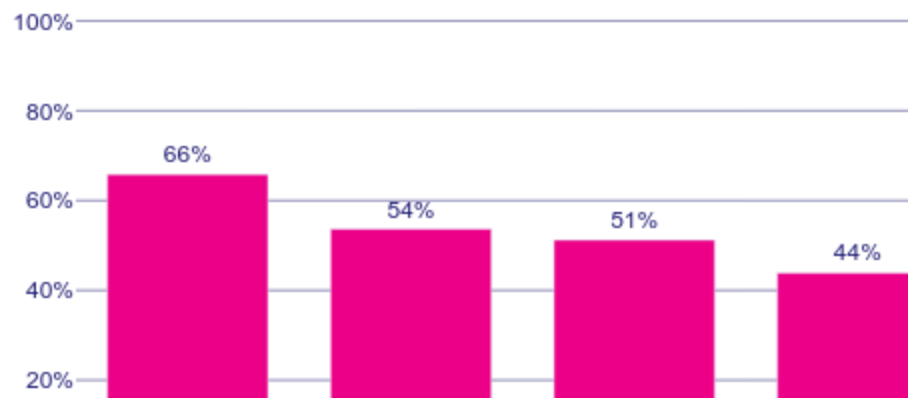
scope (Sample size = 0-30)
30%
60%
10%
27%
64%
9%
14%
71%
14%
29%
29%
43%
16%
76%
8%
44%
56%
0%
20%
67%
13%
0%
100%
0%
13%
50%
38%
11%
67%
22%
0%
0%
0%



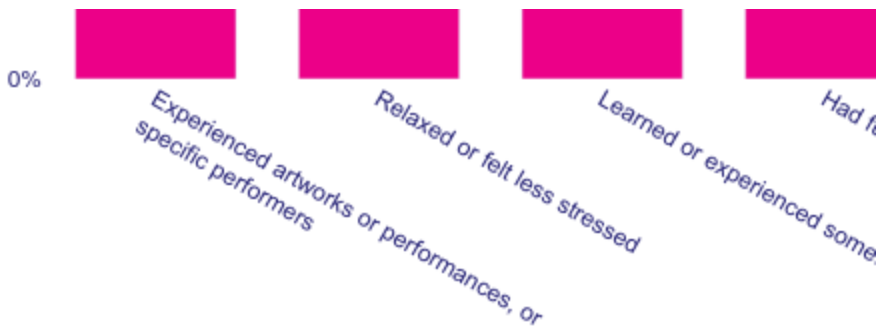
## What proportion of respondents w



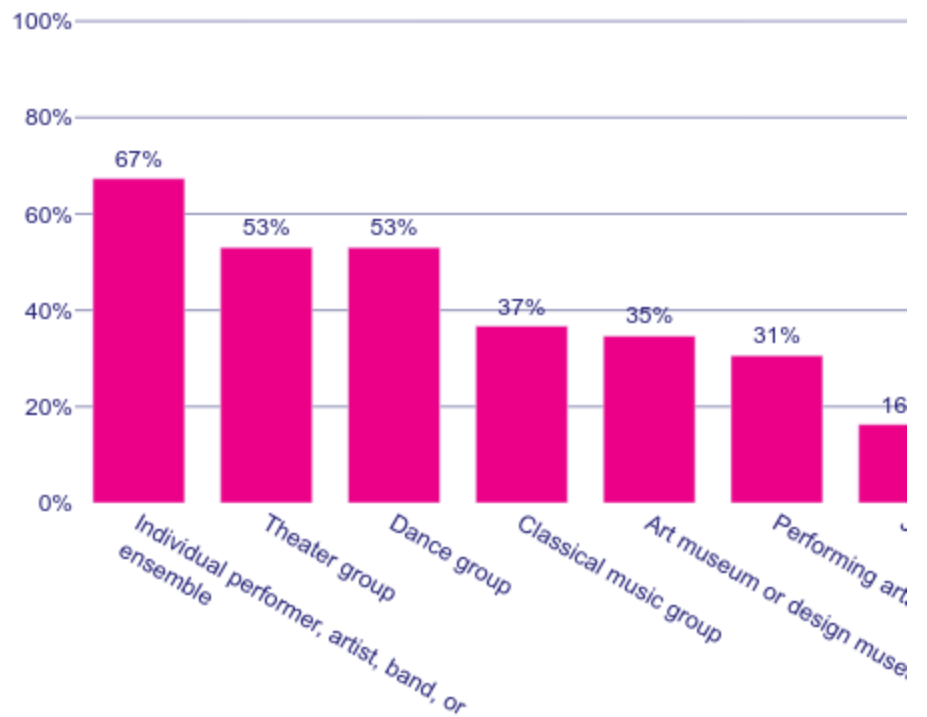
## What (if anything) di



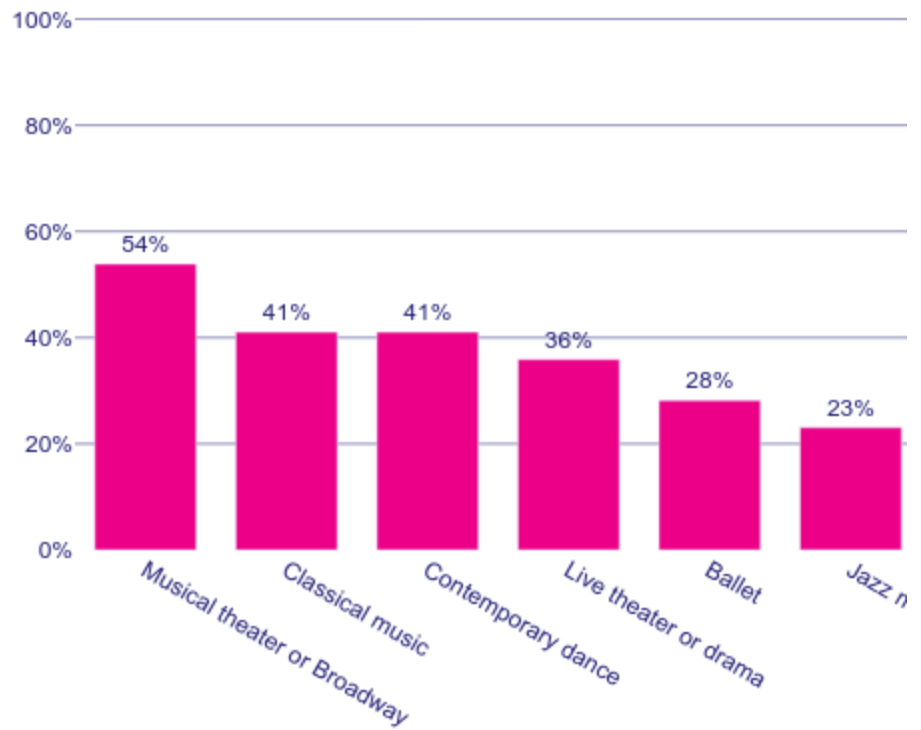




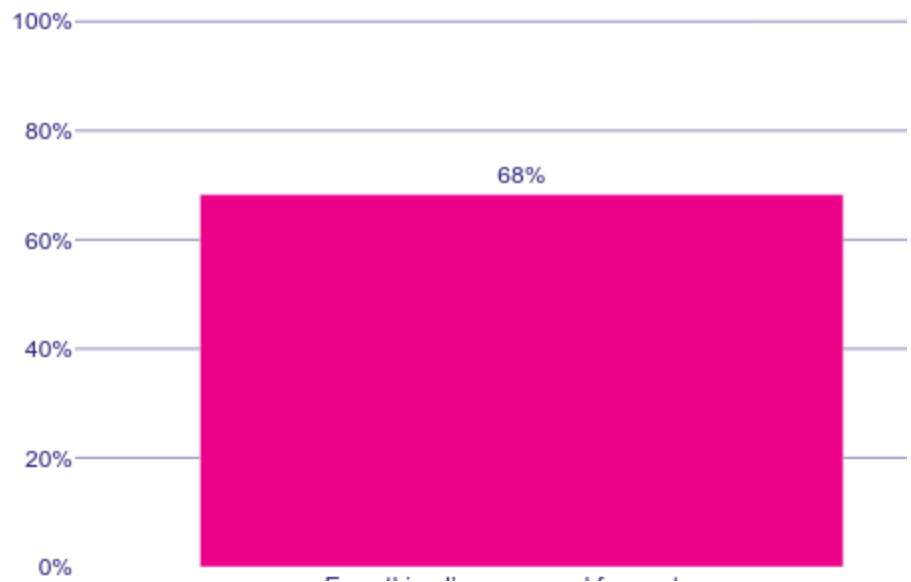
Were any of those online or digital?



You shared that you watched a specific performer

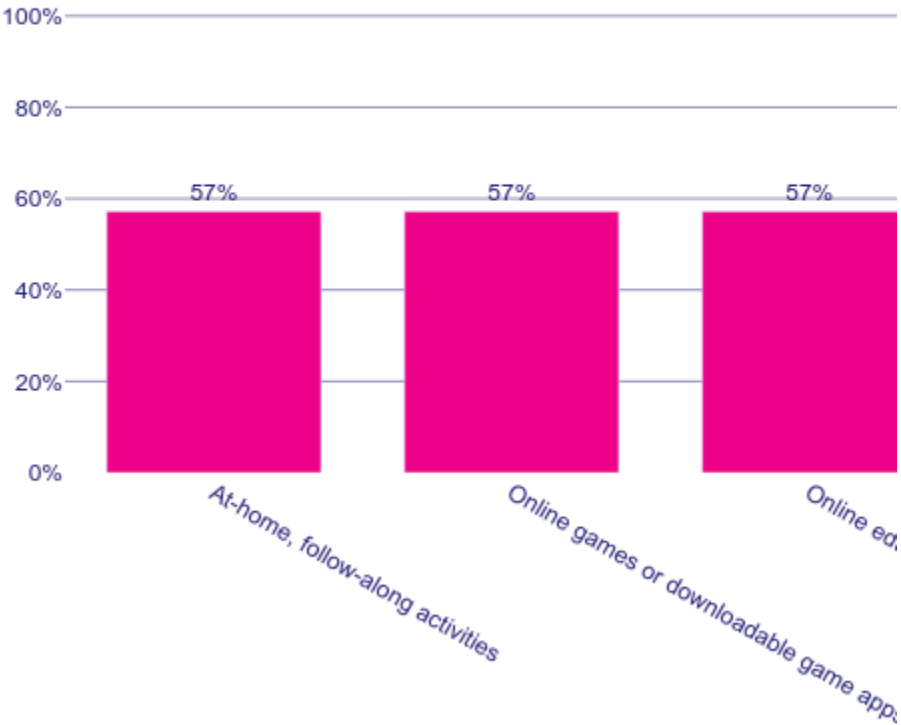


We're wondering if those online a



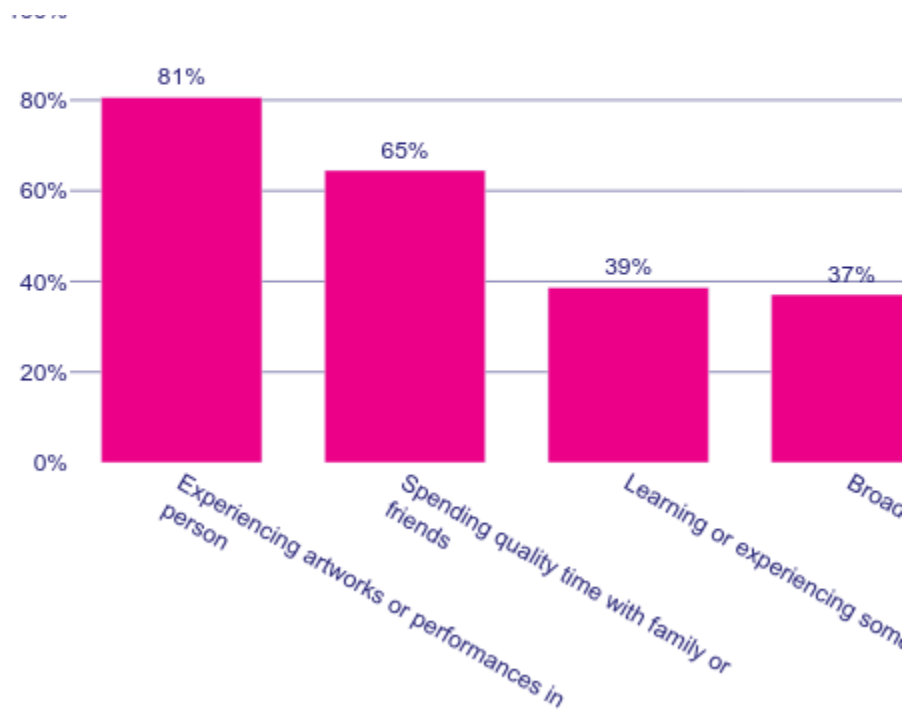
Everything I've accessed from arts or cultural organizations during the pandemic has been free.

You shared that you've used online cultural activities during the pandemic in the following ways:

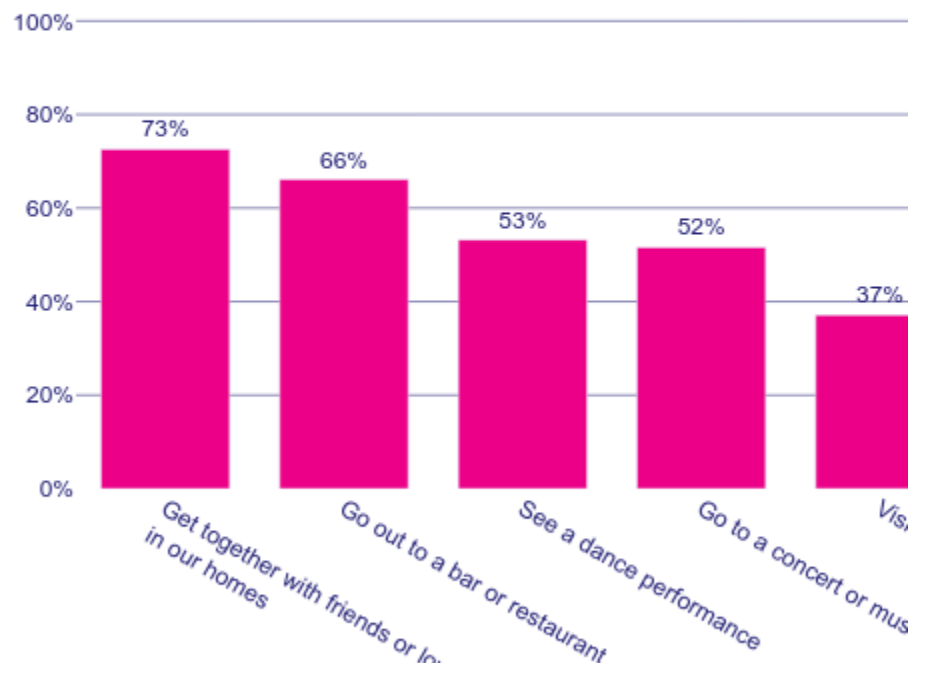


Now that many of those cultural activities are available online, it's important to ensure that everyone has access to them.



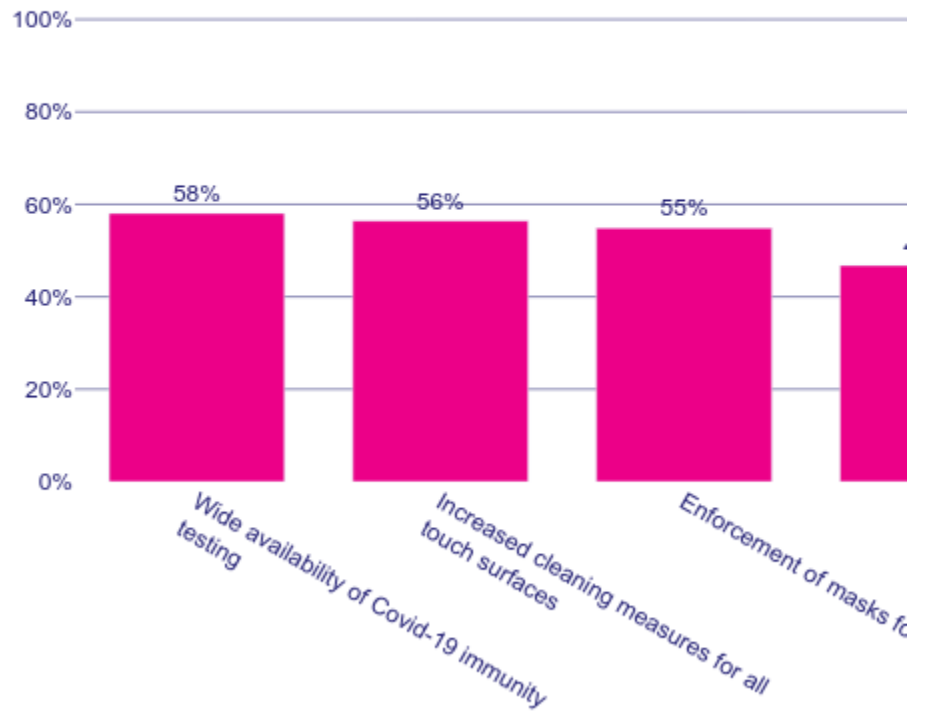


Thinking ahead to when people are



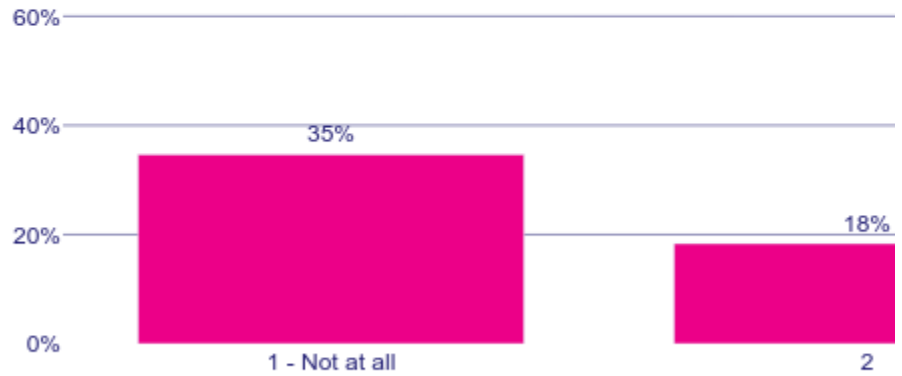
oved ones

Thinking ahead to when people are  
to resume attend

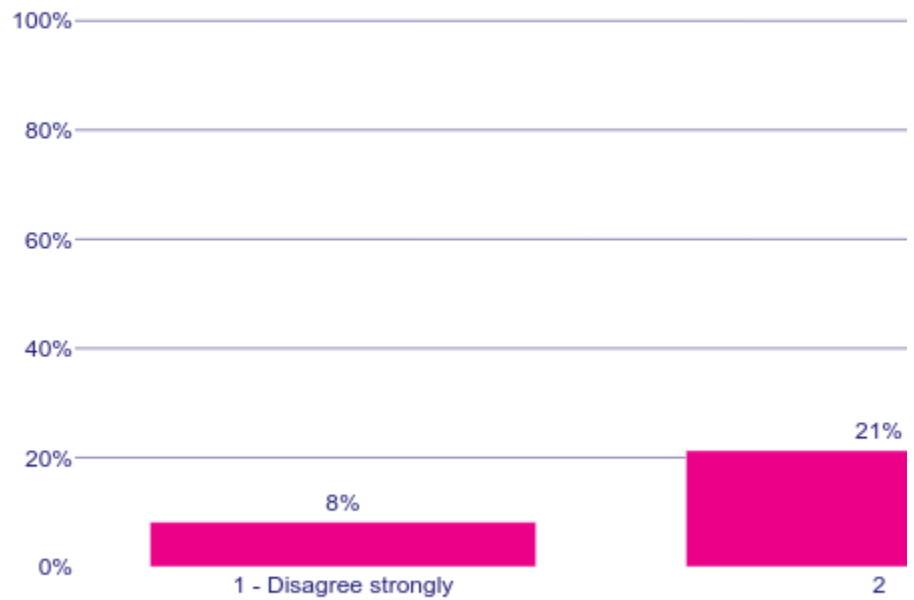


Some people have begun to make pla  
to make pl

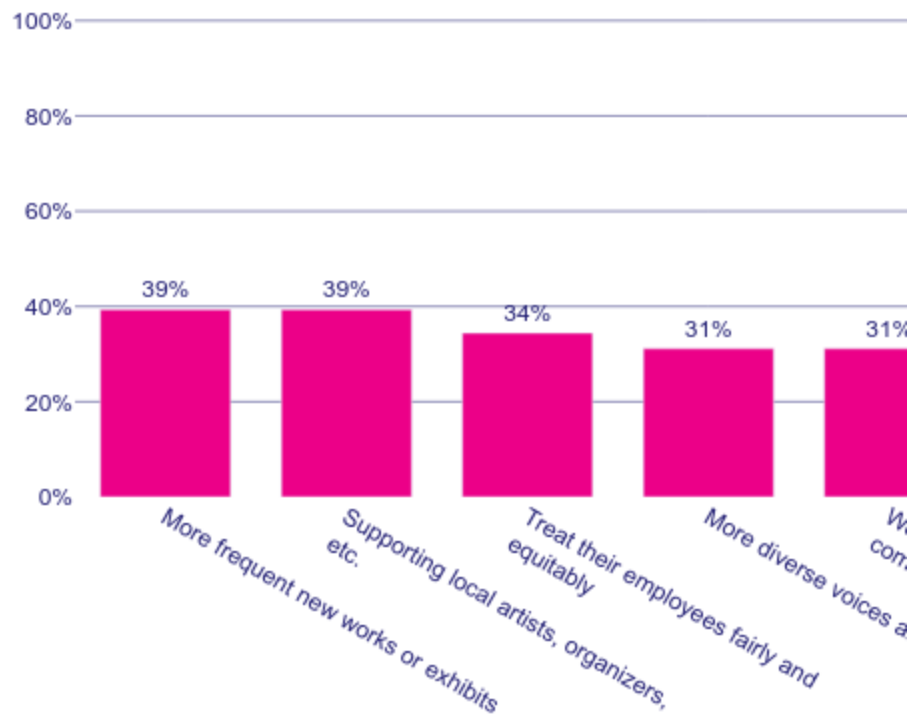




Please tell us how much you pe  
organizations in my are

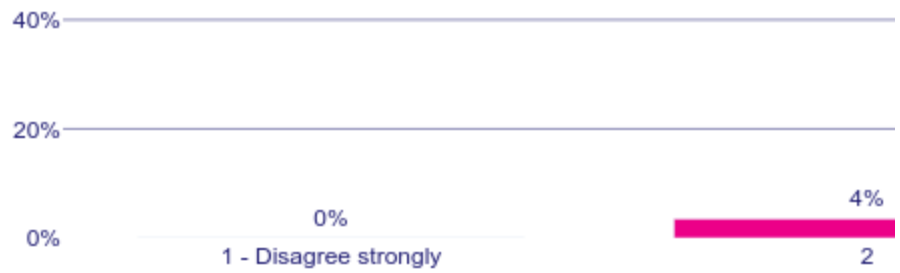


In general, what kinds of changes would you like to see in my art community?

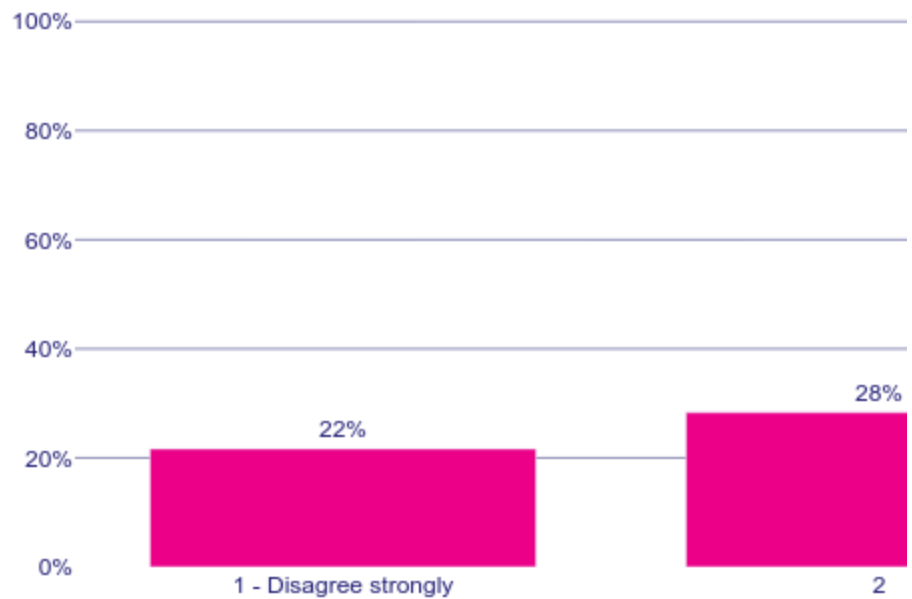


Please tell us how much you personally care about each of these changes in my art community.



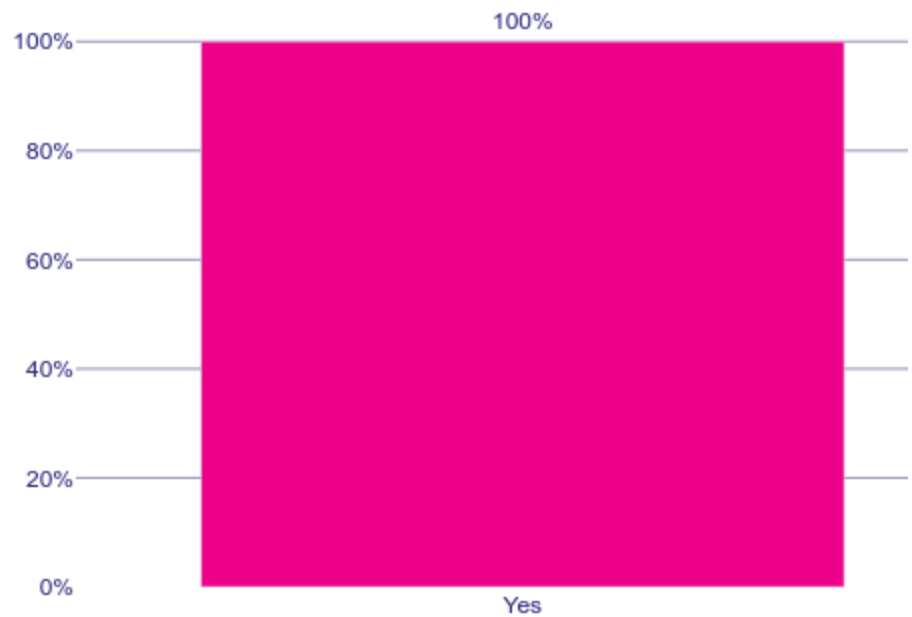


Please tell us how much you personally support other kinds of nonprofits

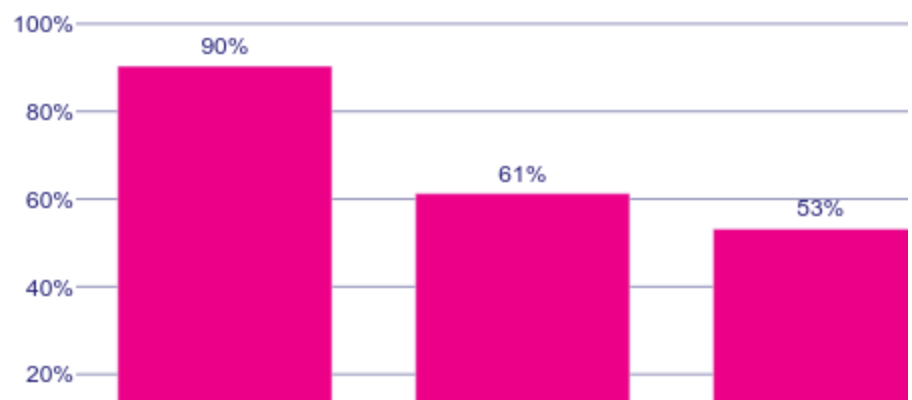


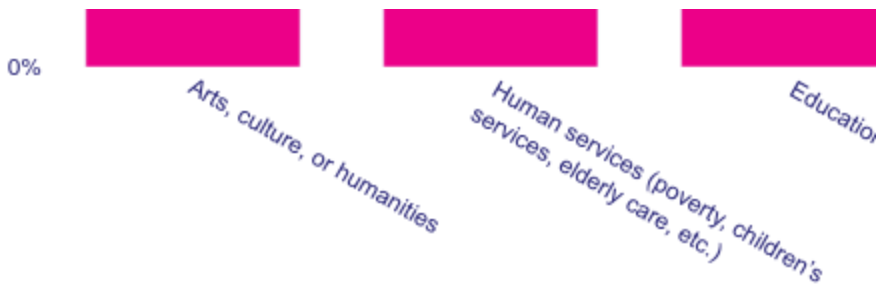


We realize that not everyone can donate money in the same way

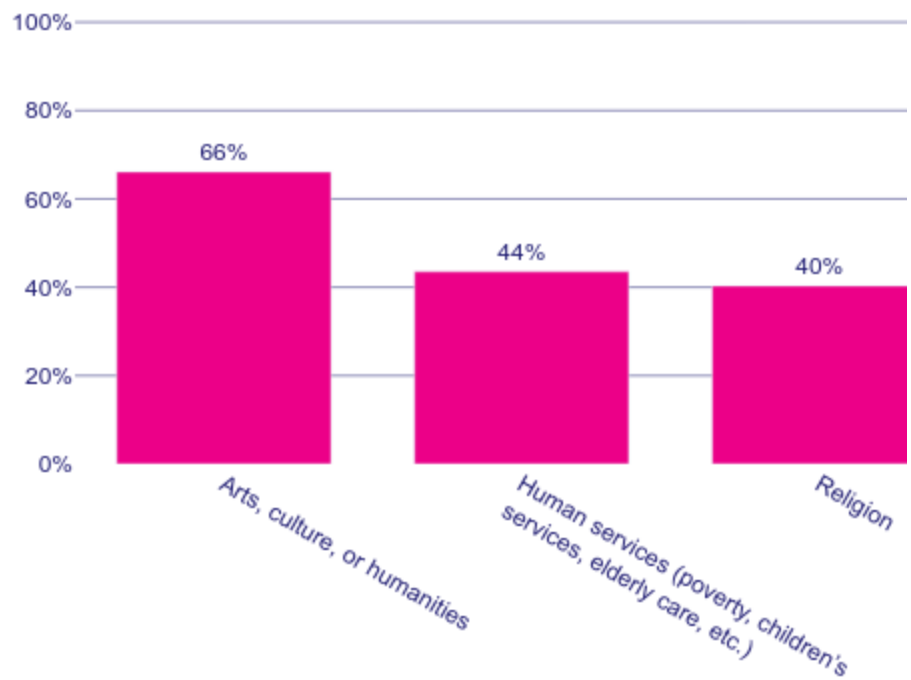


What types of causes or organizations do you support?

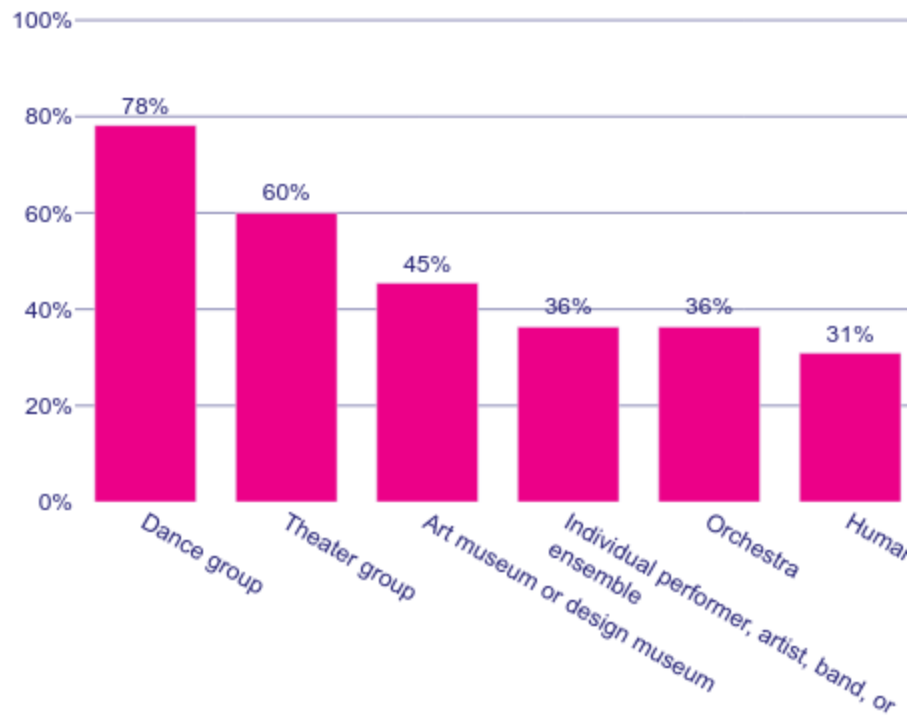




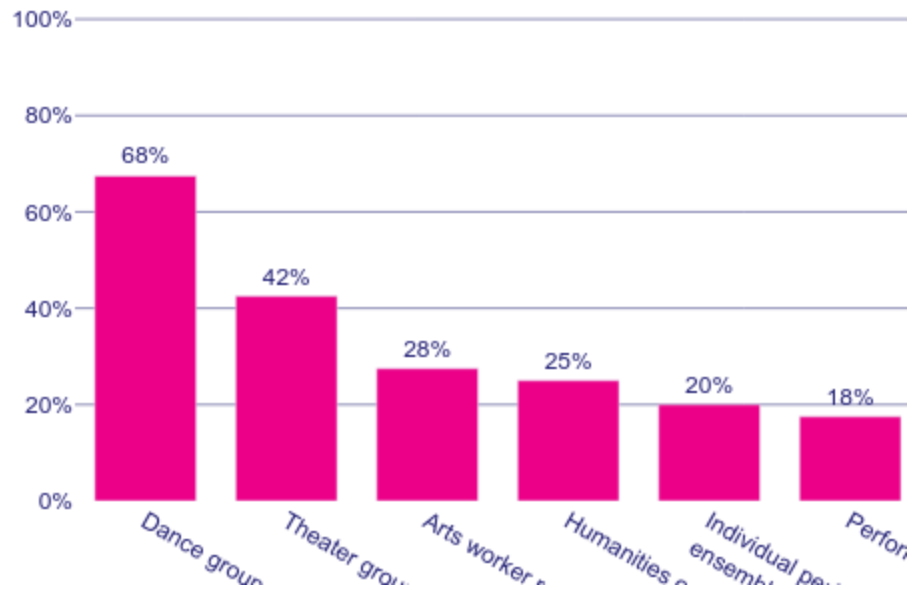
## What types of causes or organization



## What types of arts, culture, or huma



What types of arts, culture, or human



-p

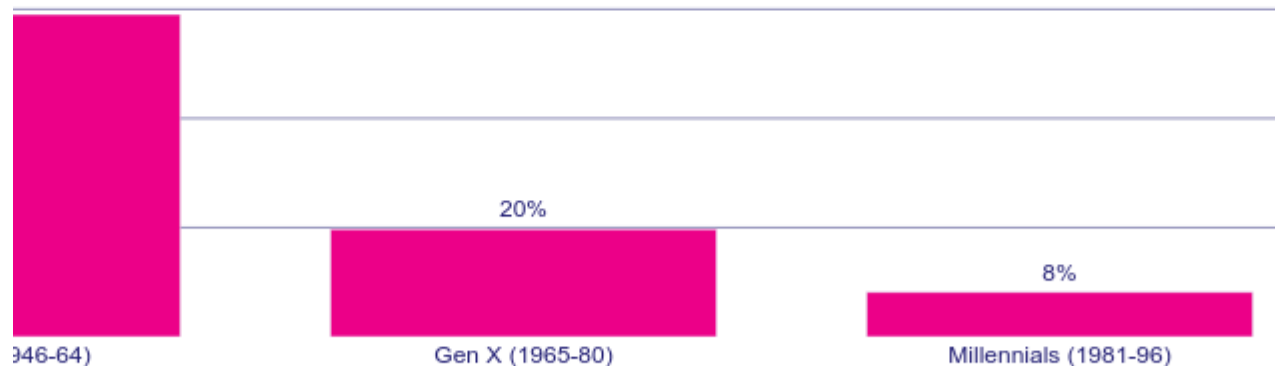
-up

- relief fund

- organization

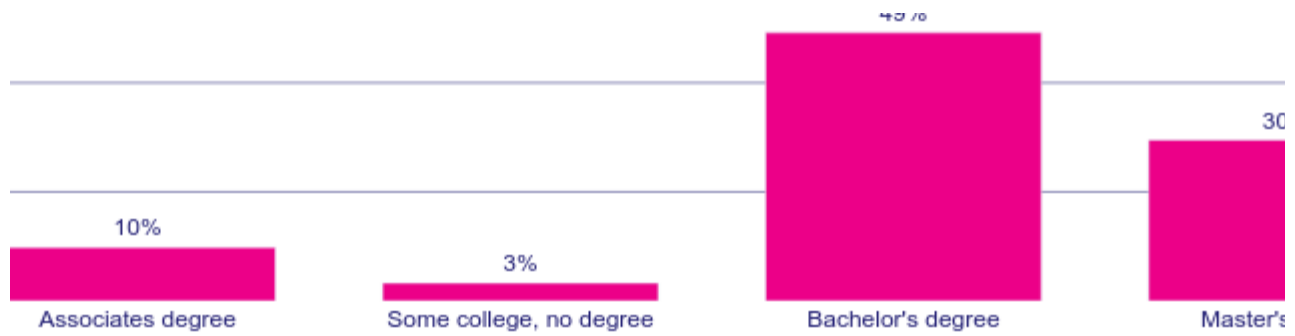
- performer, a

What generation is the respondent a part of?

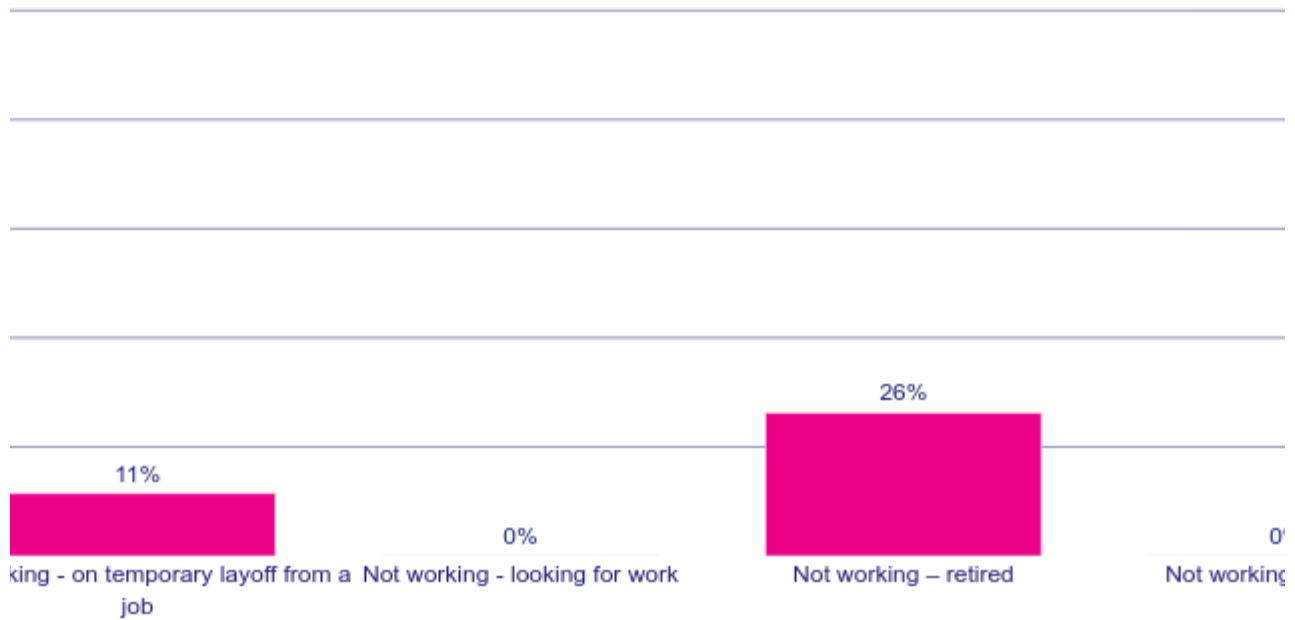


What is the highest level of education that you've completed?

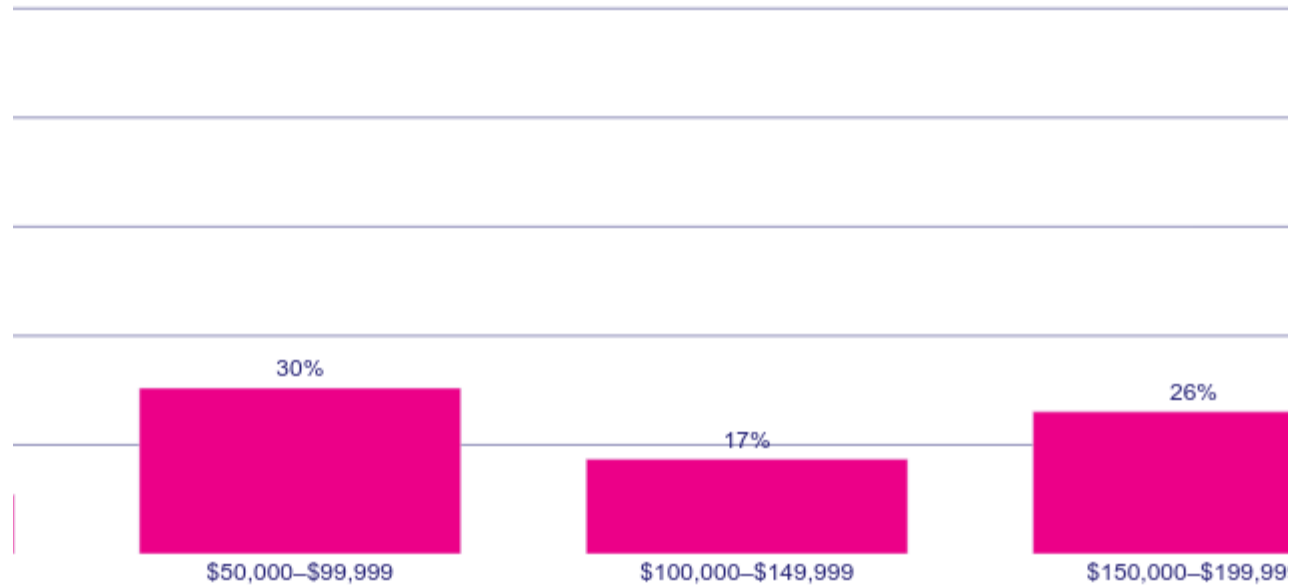
49%



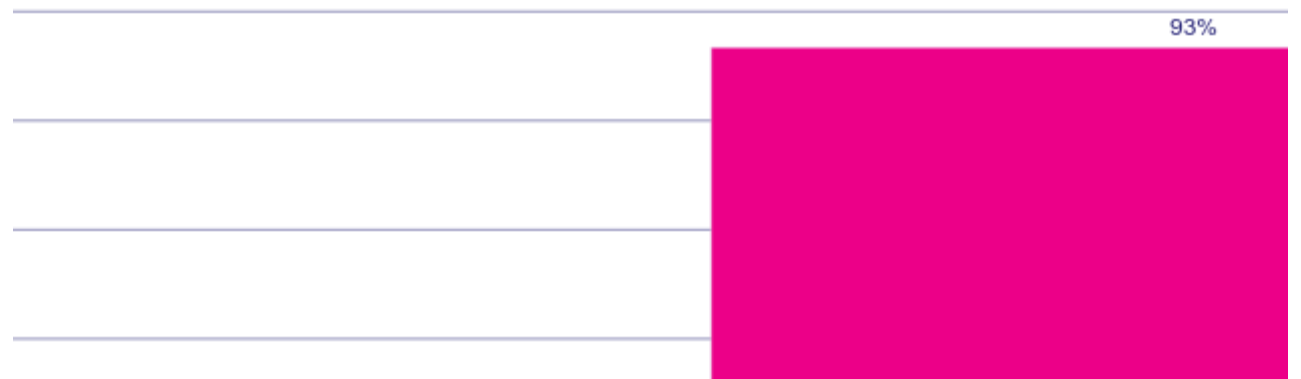
What is your employment status at the moment, during Covid-19?



is describes your annual household income for 2019 (before

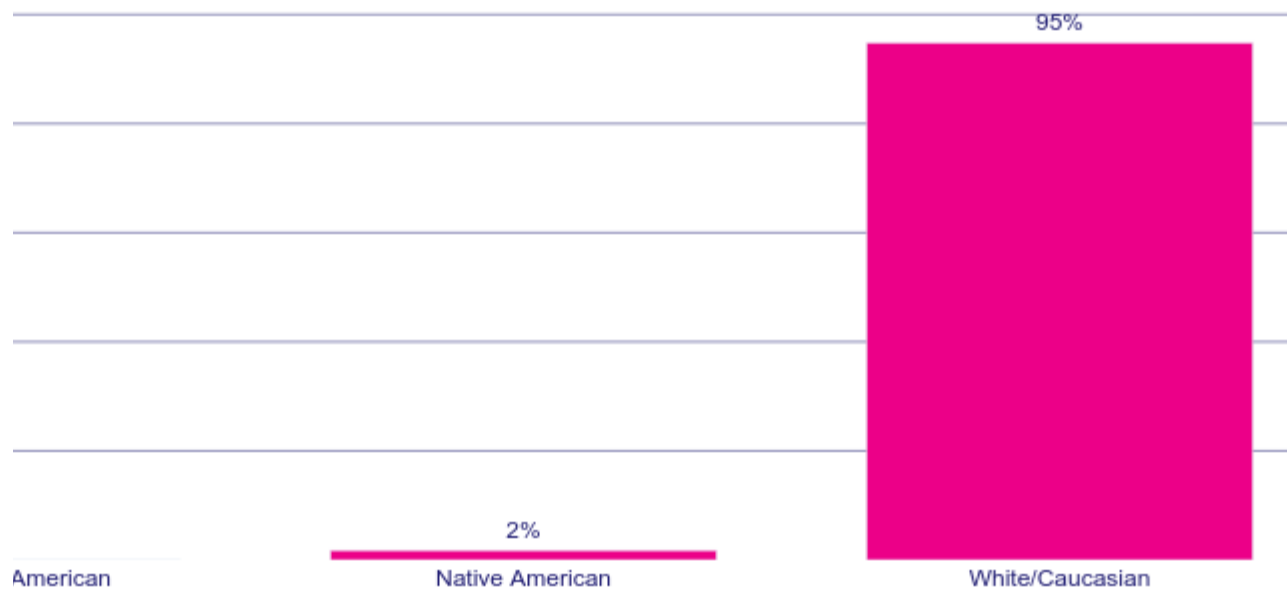


Are you of Hispanic/Latino descent?



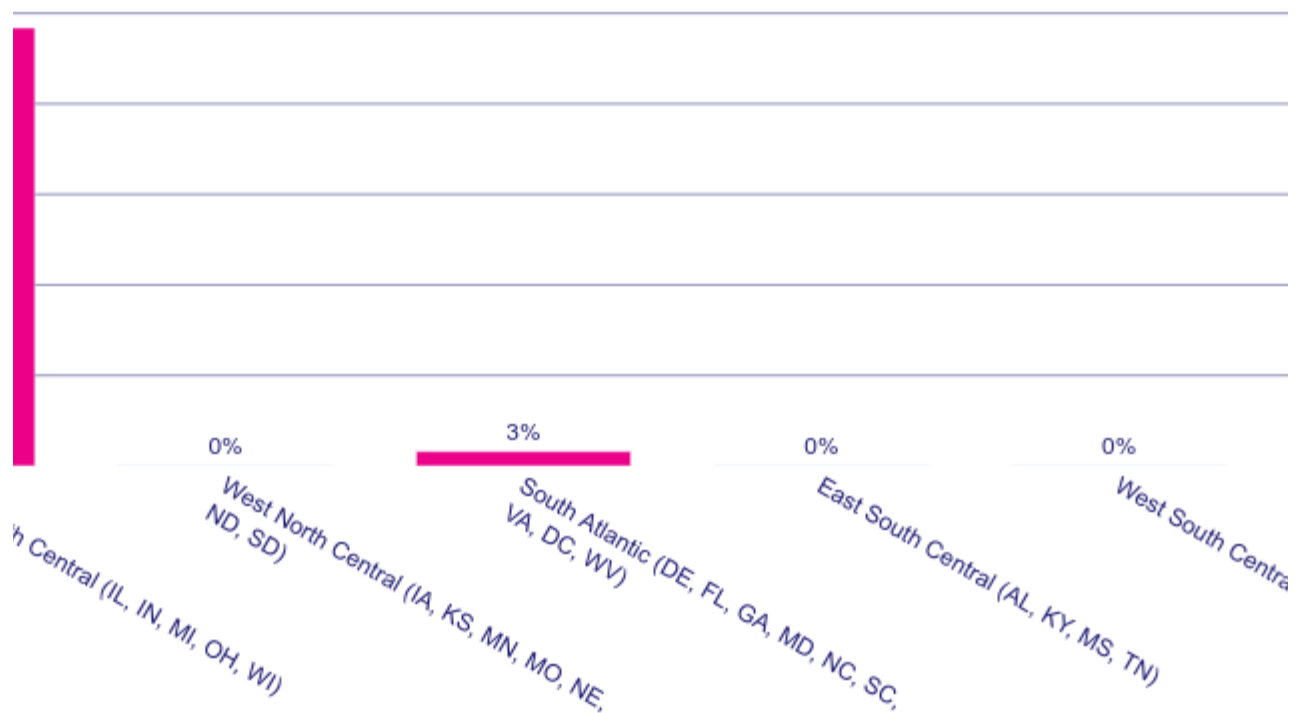


Following categories do you identify as? Please select all that apply

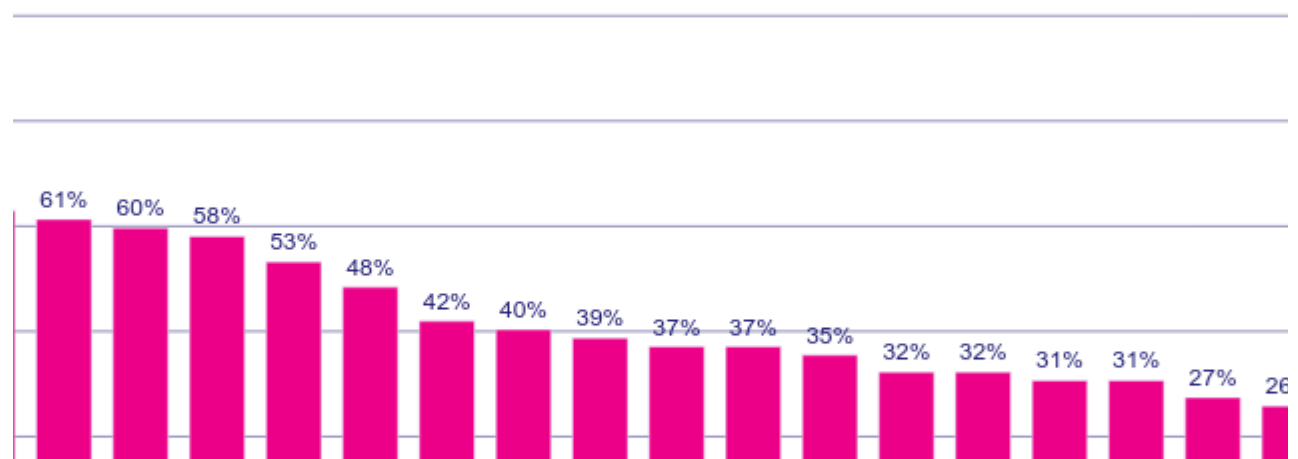


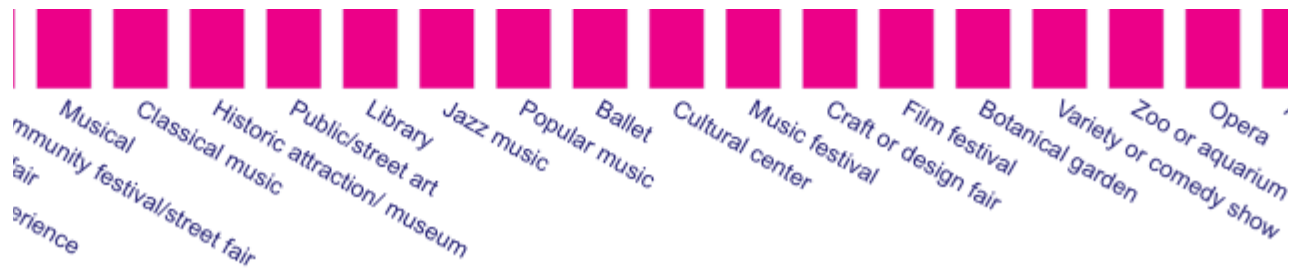
What Census zone does the respondent live in?



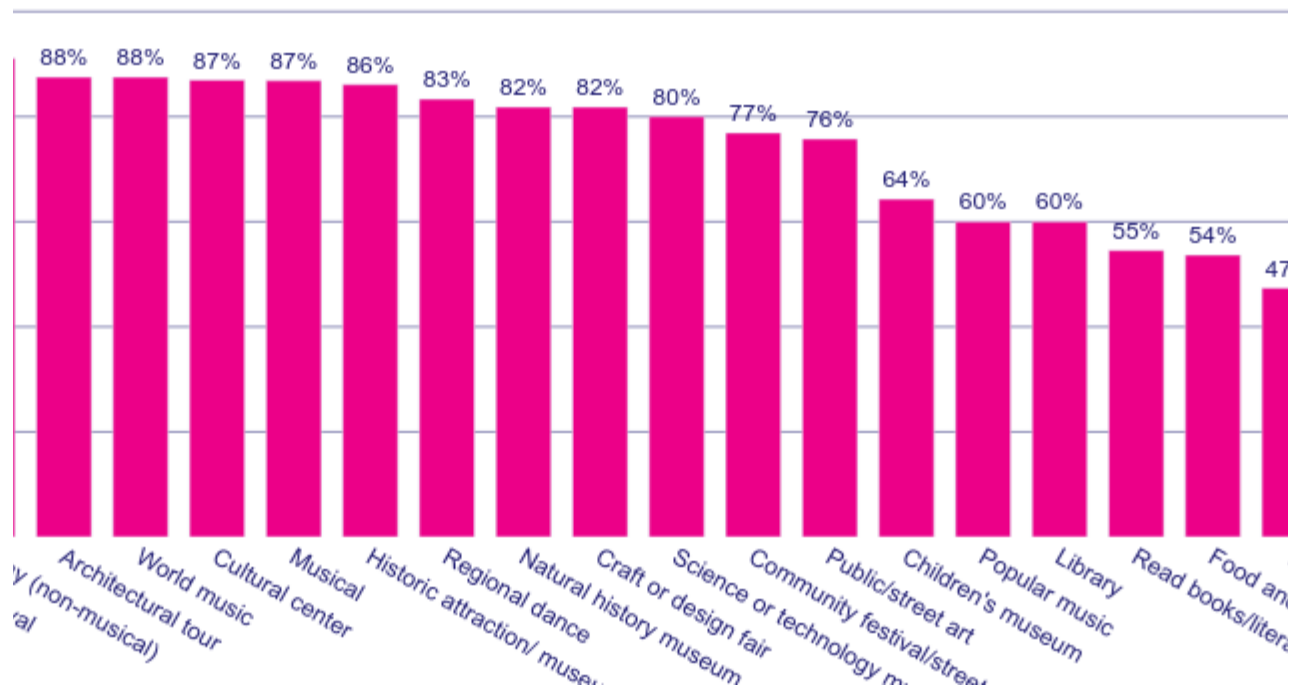


did you attend or participate in last year (2019)? Please check at least once in 2019





Students viewed each of the activities they had done in 2019 at least once.



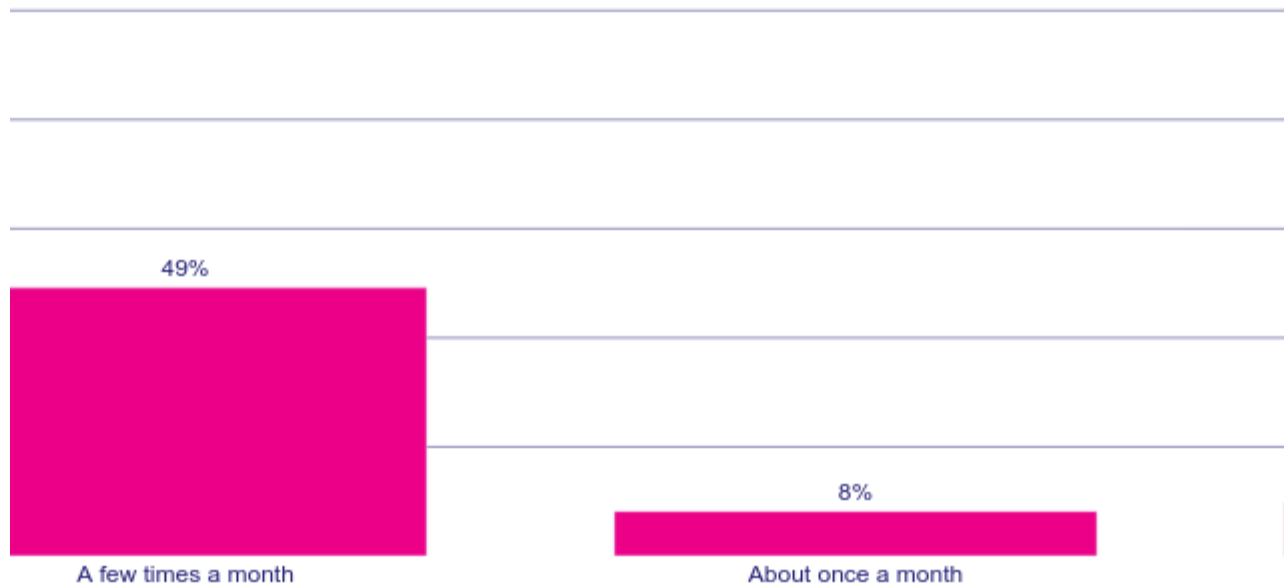
useum

et fair

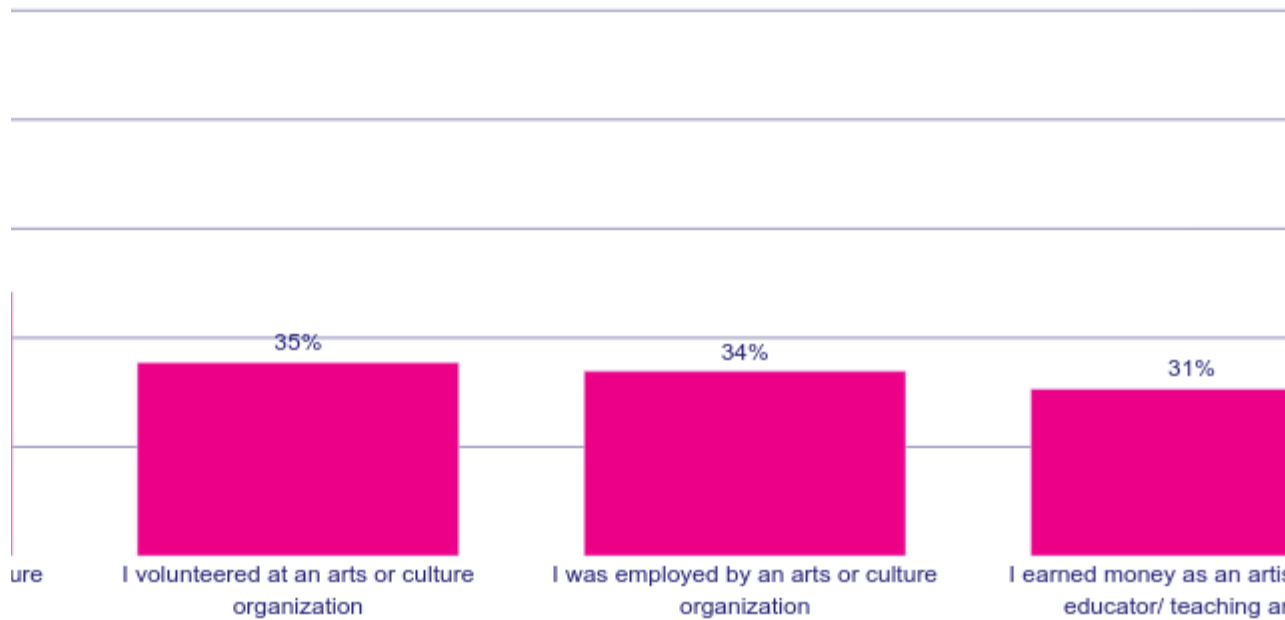
useum

et fair

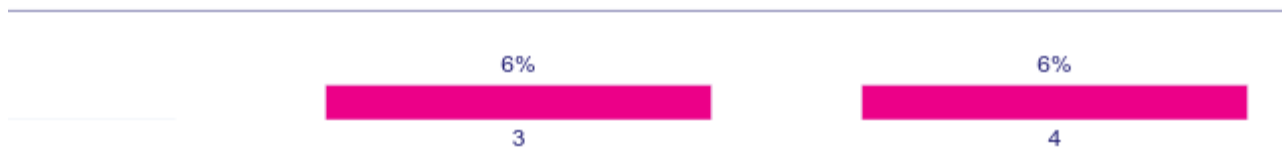
how often did you participate in those kinds of activities — the cultural?



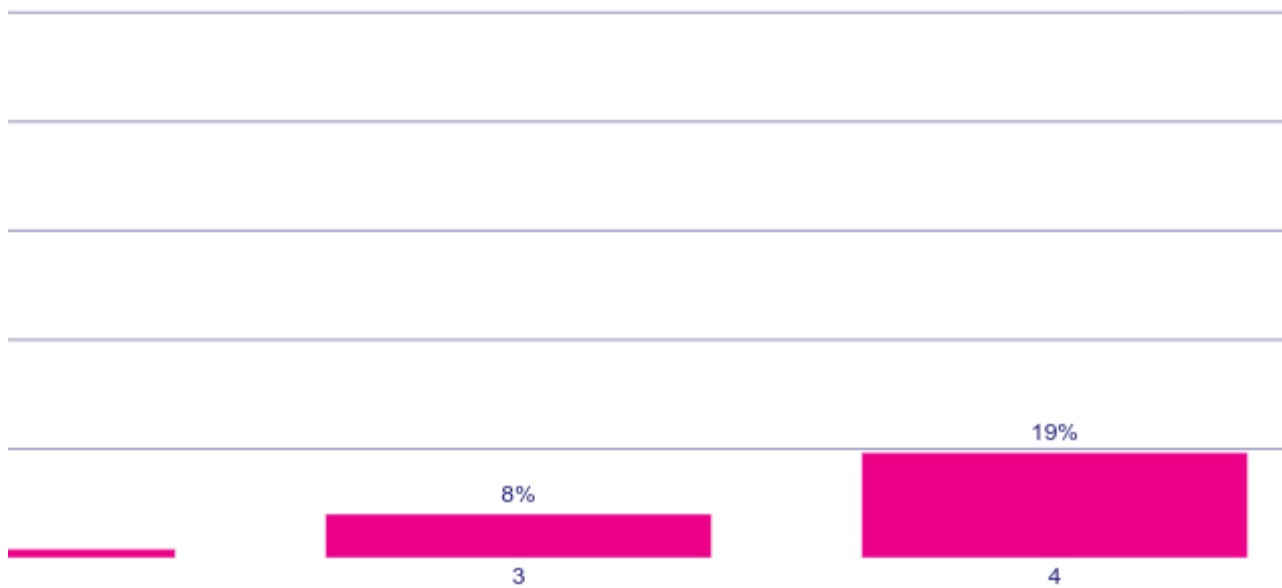
2019 (before Covid-19), did any of these apply to you?



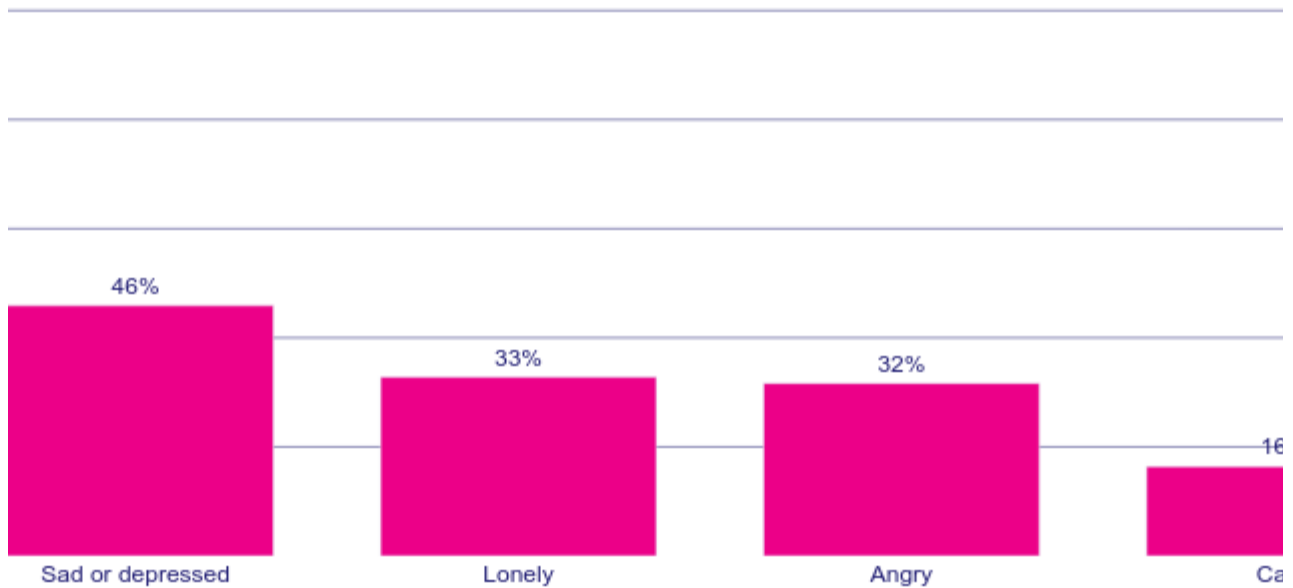
How important or unimportant were arts & culture organizations



.19, how important or unimportant are arts & culture organiza



ons to the current situation. Compared to before the pandemic  
's? Proportion selecting TOP 2 options (4 or 5 on a 5 point scale)



ons to the current situation. Compared to before the pandemic  
' Proportion selecting BOTTOM 2 options (1 or 2 on a 5 point scale)





stay-at-home order in your area (or voluntarily sheltering or closing your business)

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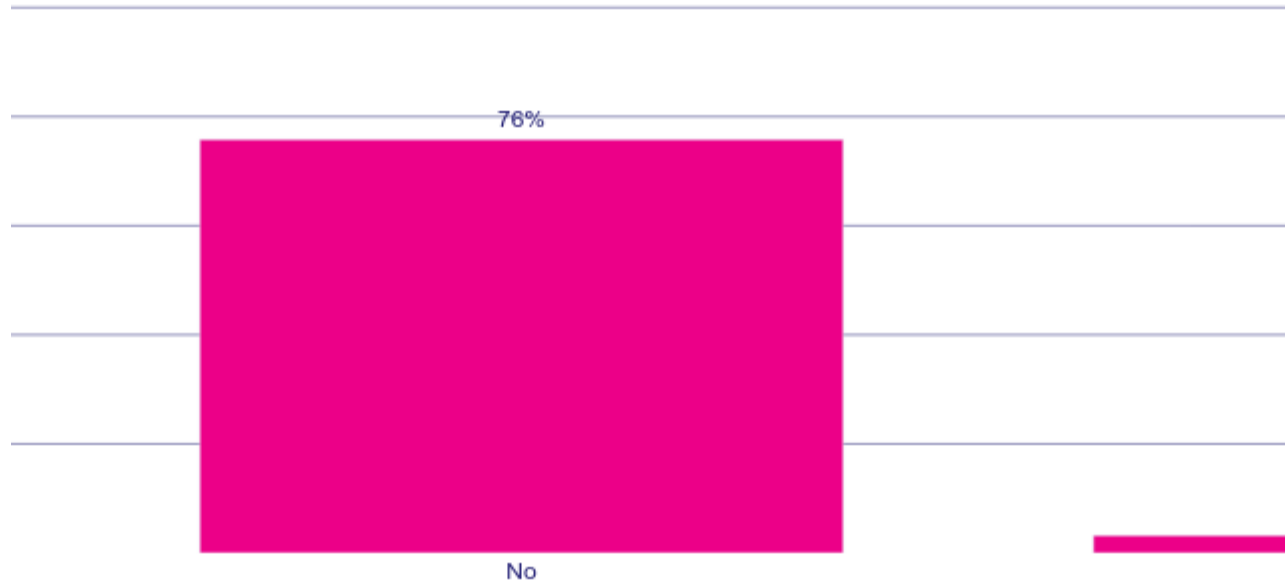
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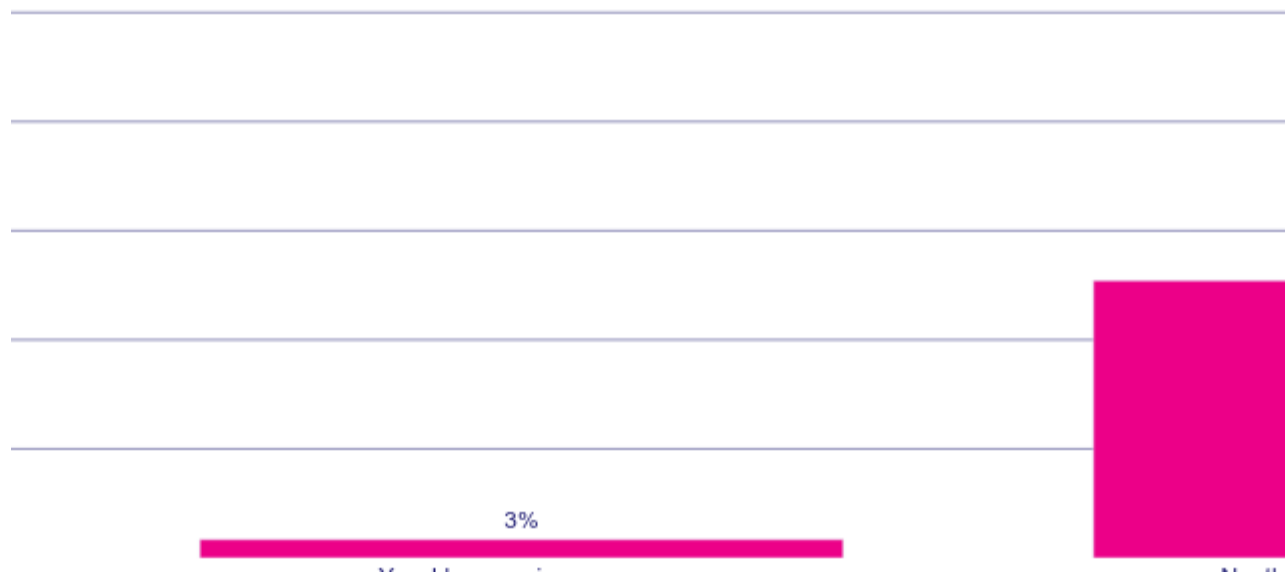
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member, or a close friend been sick or hospitalized due to COVID-19?



income changed because of Covid-19? Please check one.

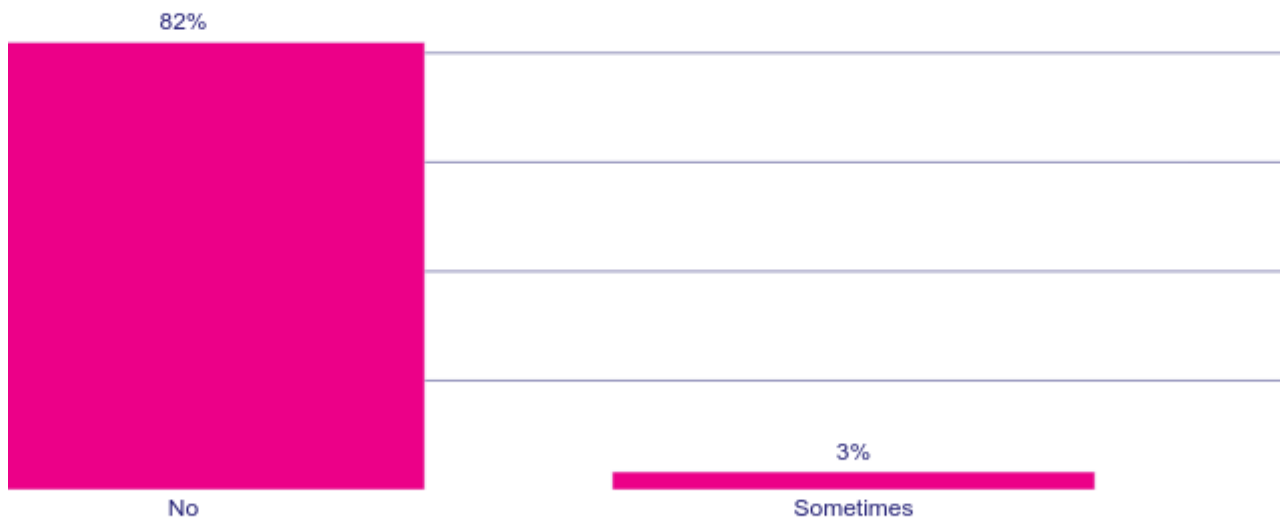




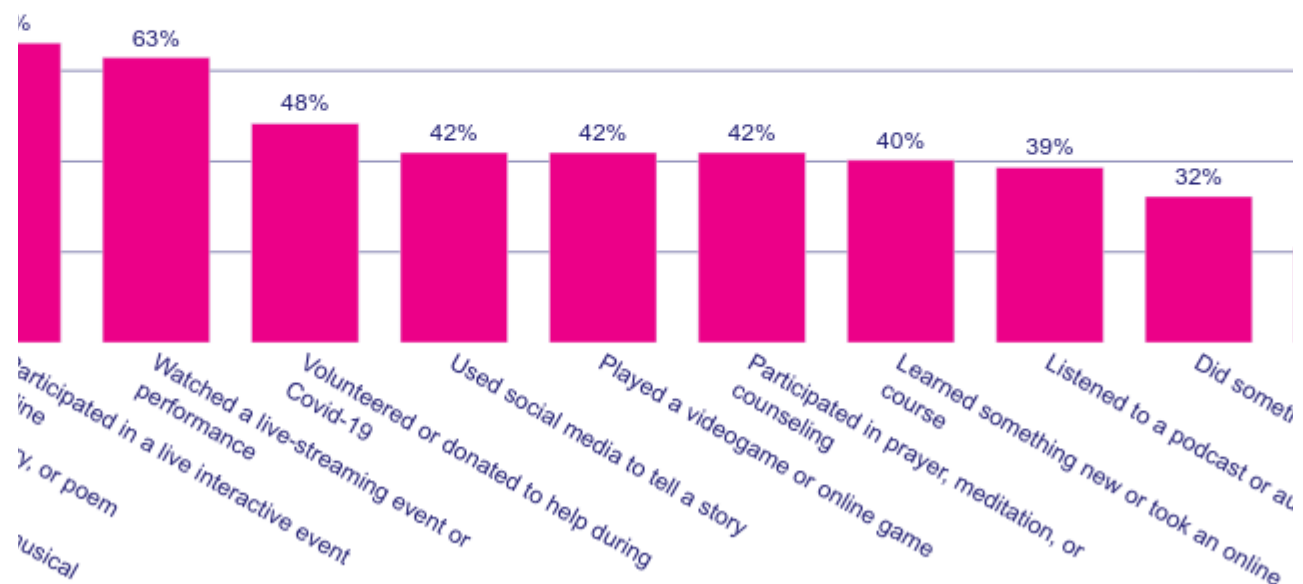
Yes; I have no income now

No, th

Are you caring for children at home now?



activities have you done in the past 30 days? Please check an



; during the pandemic. Have you done any of these things in the last month? (You can check any that apply.)

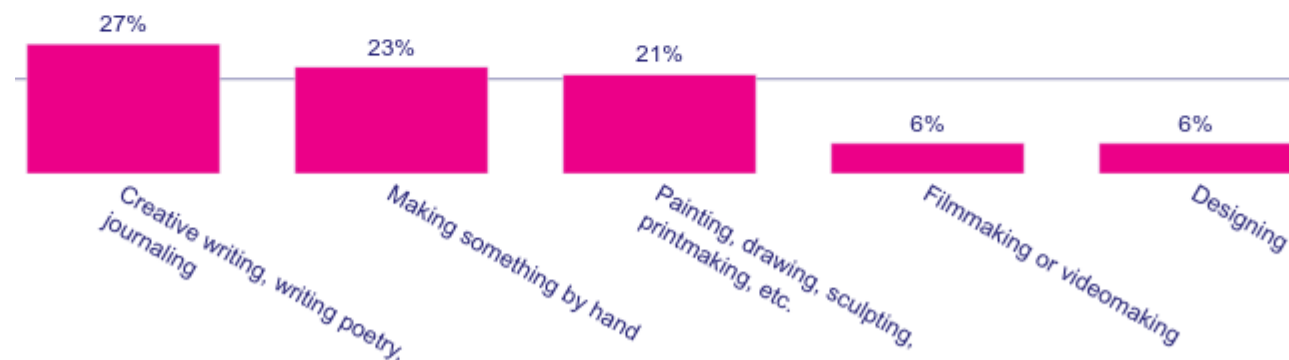
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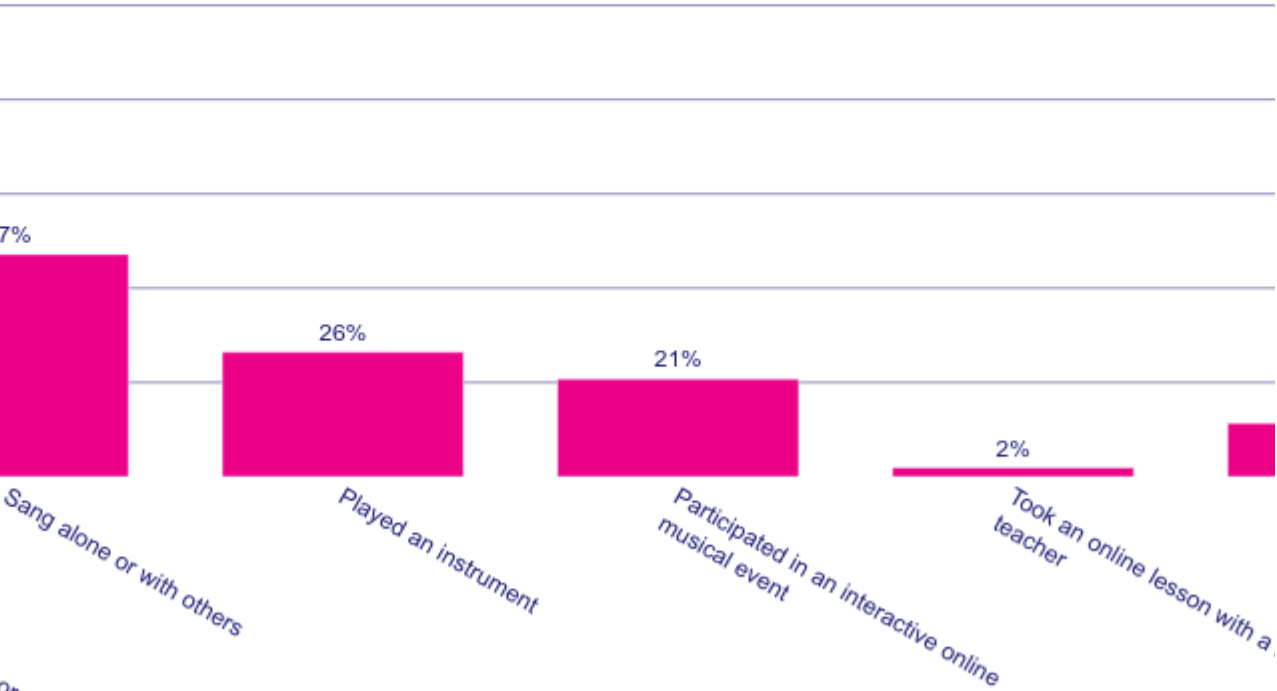
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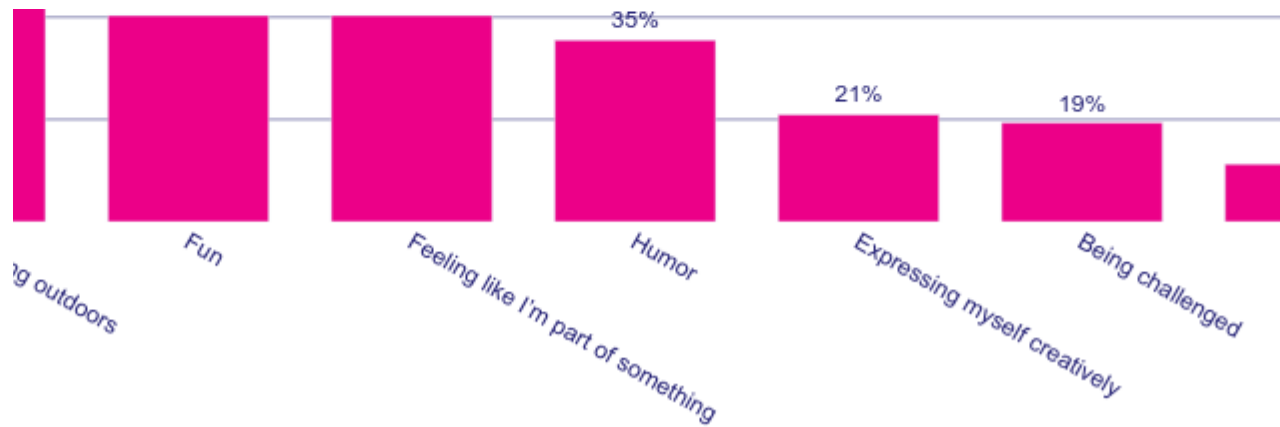


musical and/or listened to music in the past 30 days. What kinds of things did you do? Please check any that apply.

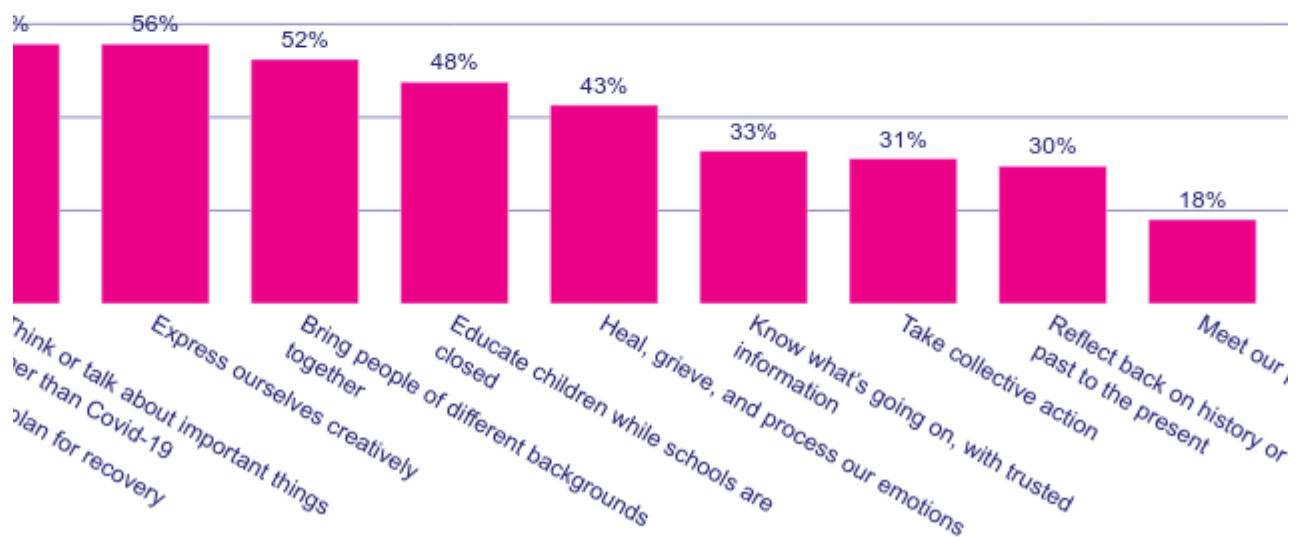


How many times in your life right now? Please check up to five, or tell us in your own words.



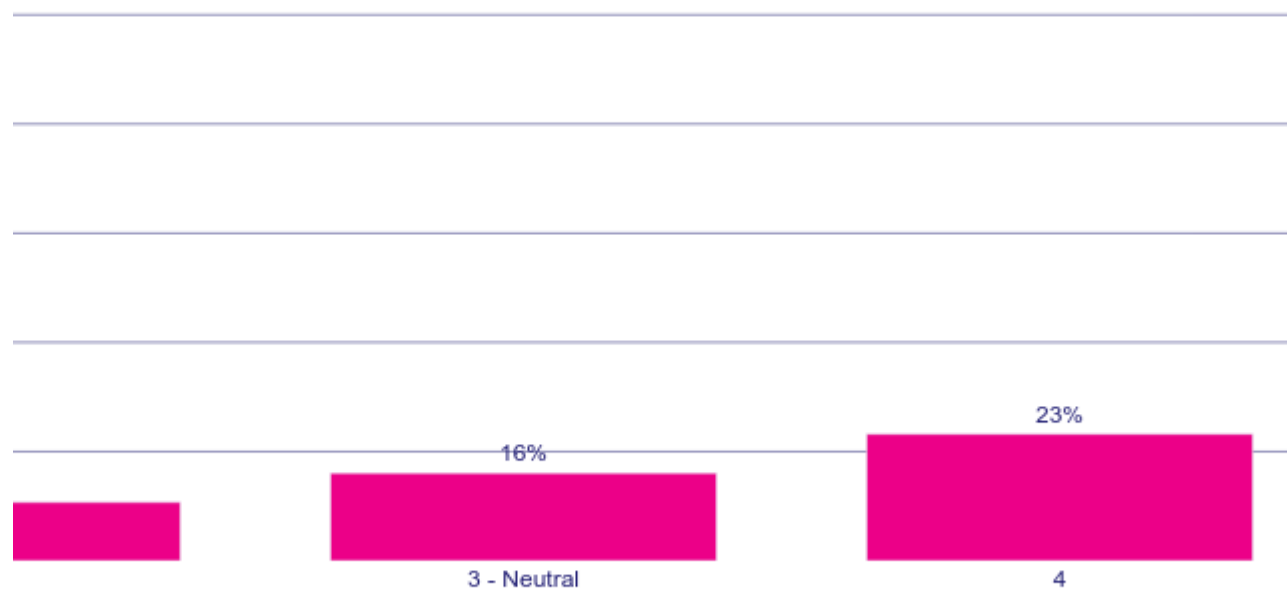


Are there organizations to help your community during this crisis? For all that apply. Help my community...

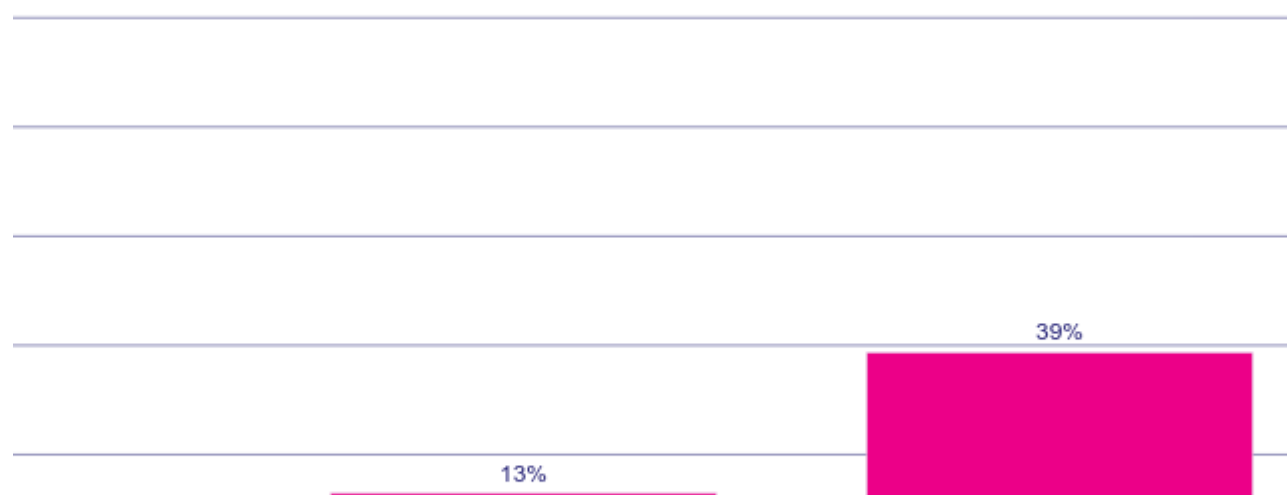


How much do you agree or disagree with the following statement: I've seen my community help itself in my area during the crisis in some ways.

in my area helping our community during the crisis in some way.



onally agree or disagree with the following statement: I'm helping our community during Covid-19, via emails, social media, etc.





Strongly agree or disagree with the following statement: I wish I had more information from the arts and cultural organizations during Covid-19, via emails, social media, etc.

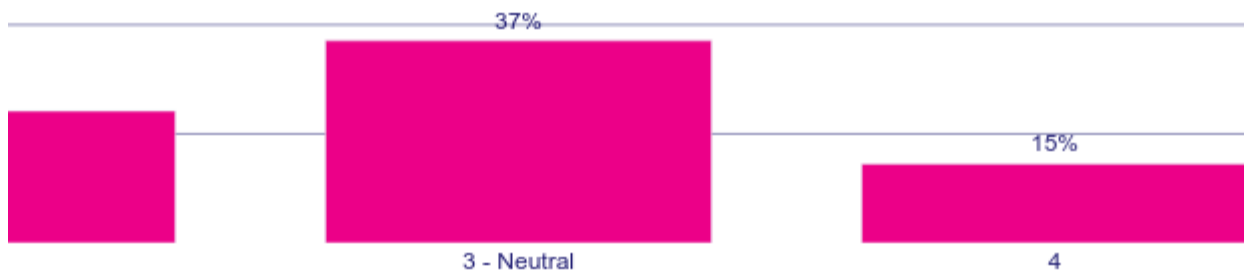
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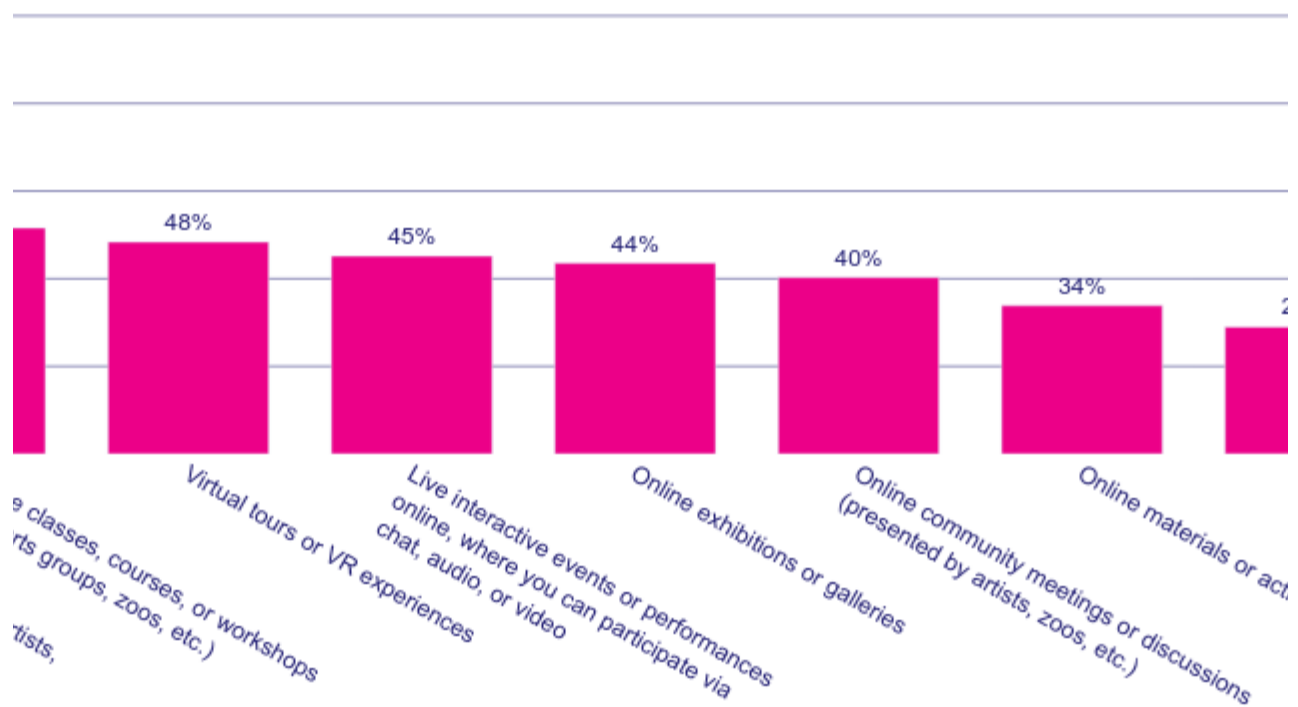


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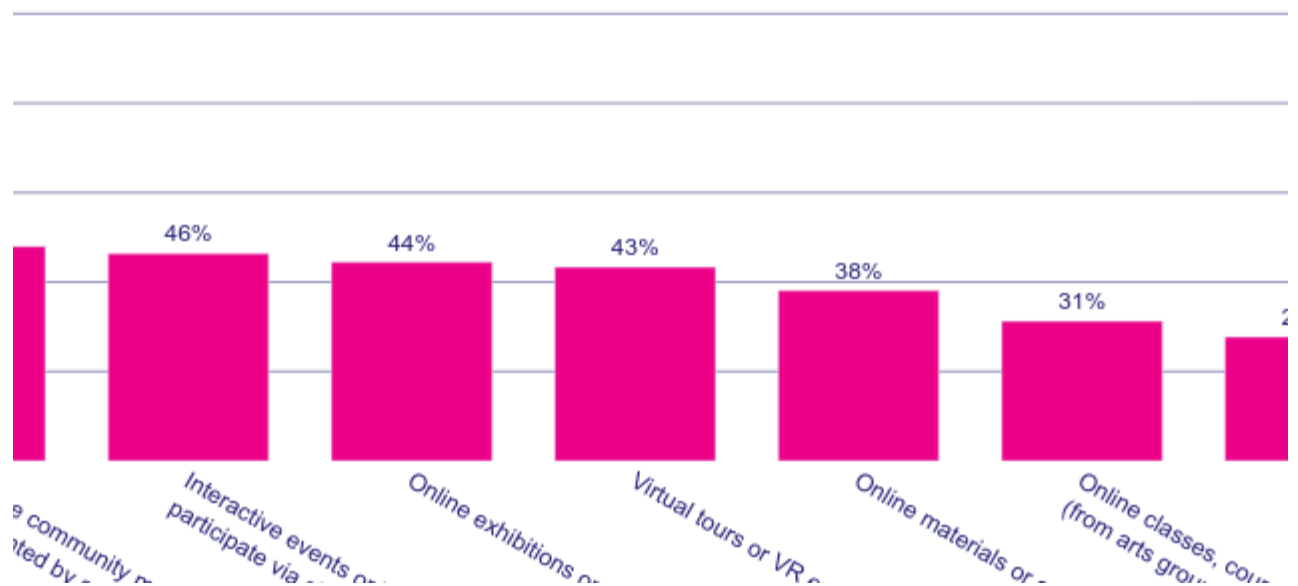


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What cultural activities that are being offered during the pandemic. What have you personally seen being offered?



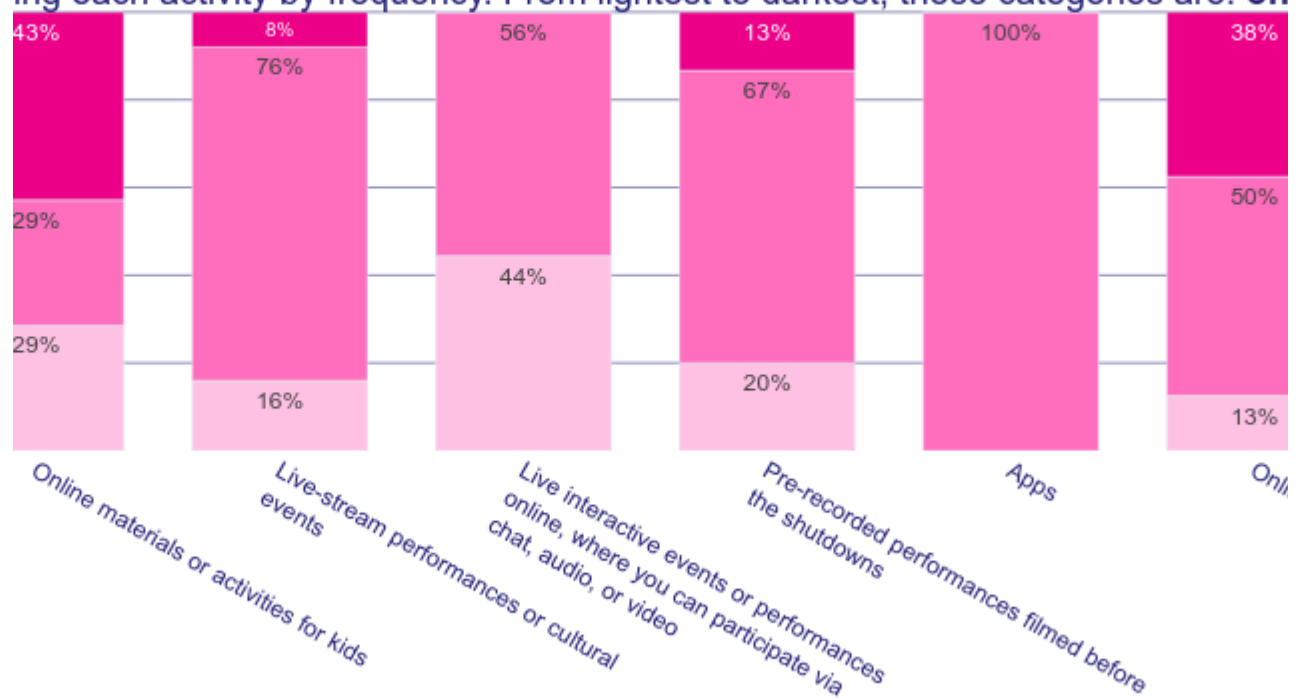
When these activities that respondents are aware are available, what proportion of respondents participated in each activity in the last 30 days?



Online materials or activities for kids  
 Meetings or discussions with artists, zoos, etc.)  
 Online, where you can chat, audio, or video  
 or galleries  
 experiences  
 activities for kids  
 ups, zoos, course

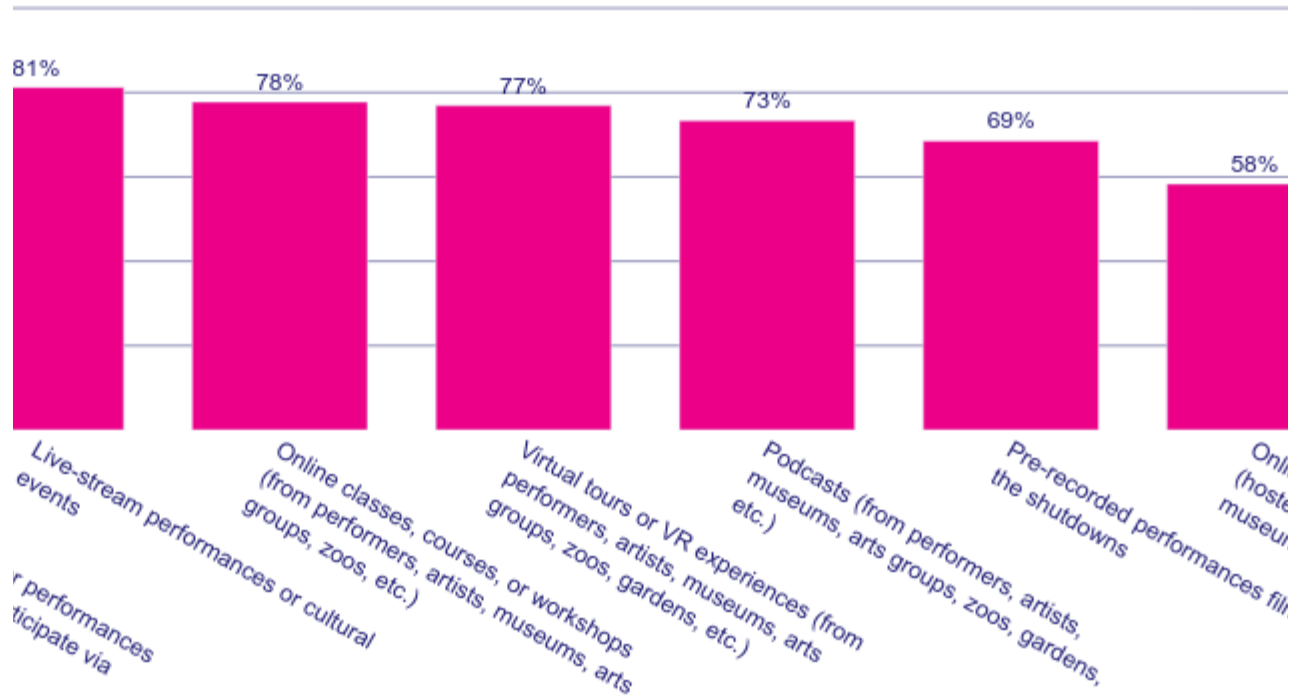
its who have done this type of arts and culture digital activity days?

ing each activity by frequency. From lightest to darkest, these categories are: on

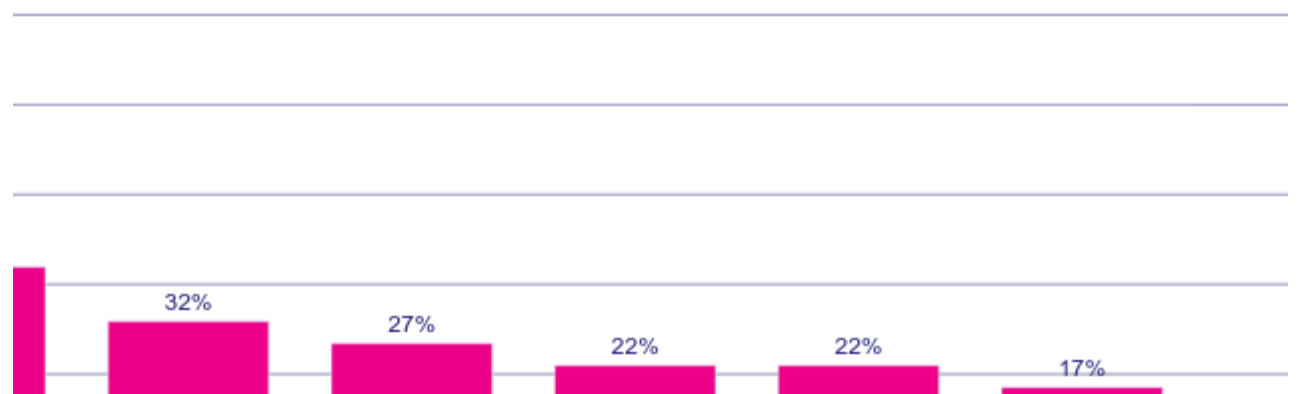


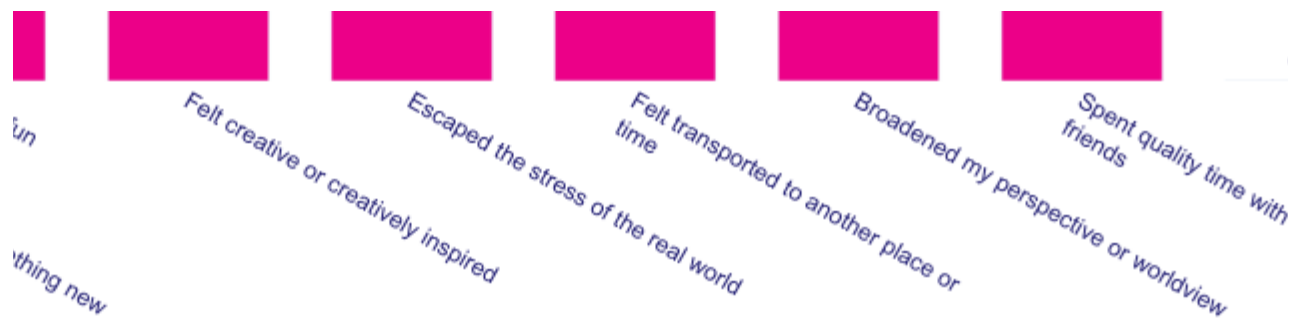


Who had done each of these activities rated them highly? Provide options (4 or 5 on a 5 point scale)



How much did you get out of doing those online activities? Please check





Which cultural activities offered by the following organizations or settings did you participate in during the past 30 days? Please check any that apply.

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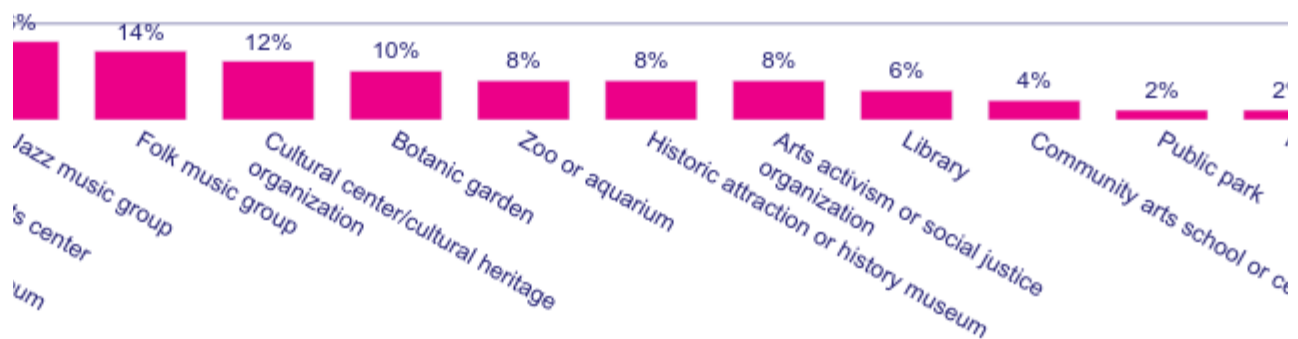
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Which cultural live-streaming event or performance in the past 30 days did you participate in? Please check any that apply.

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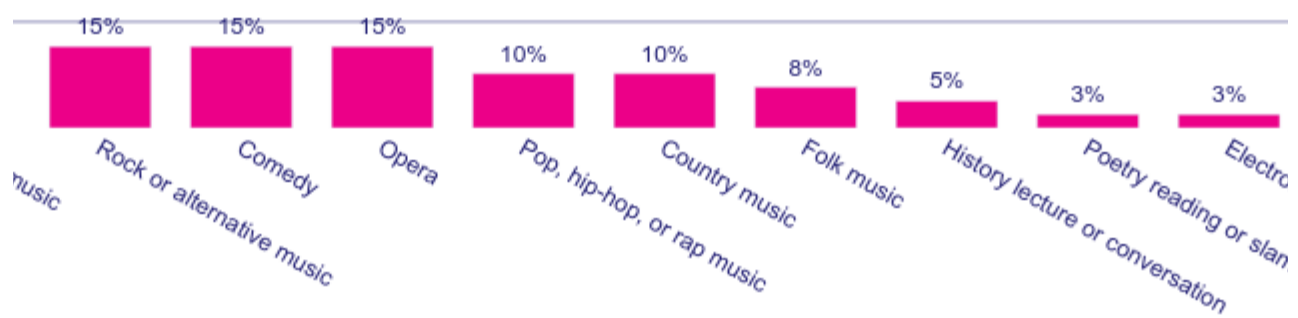
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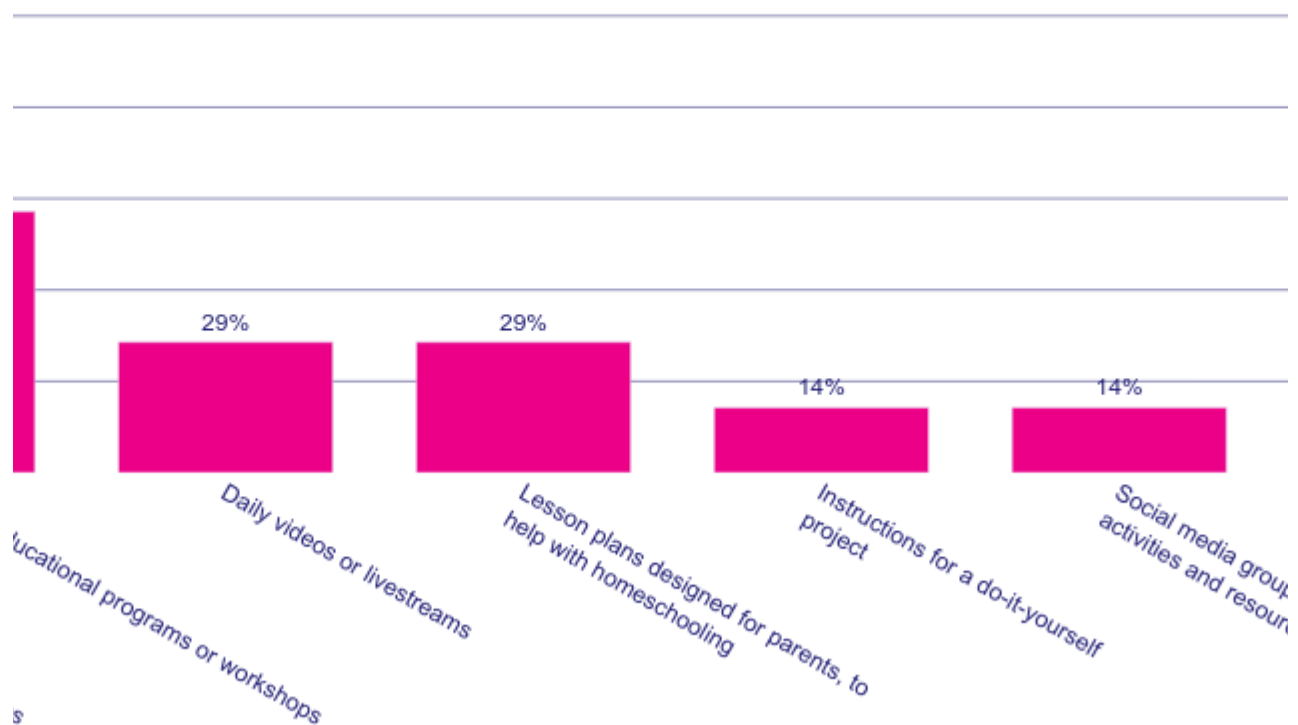
activities from arts & culture organizations were free or paid.  
apply.



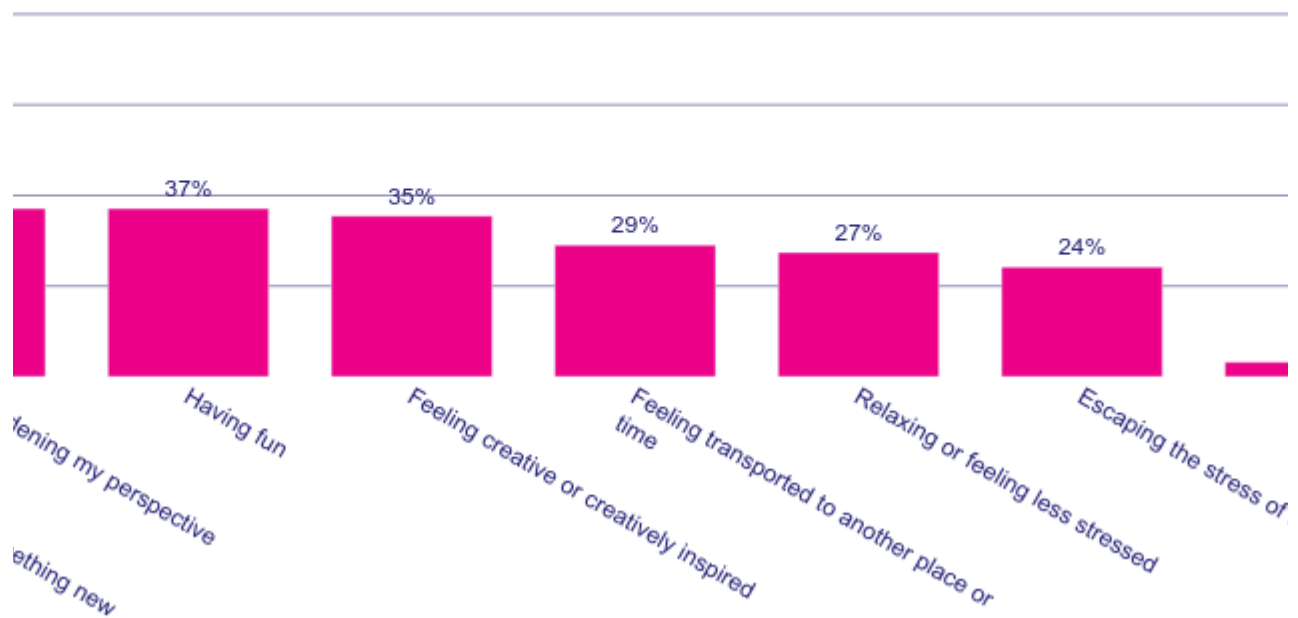
I've paid for access to one or more  
online activities from arts or culture  
organizations during the pandemic.

I've performed  
during the pandemic.

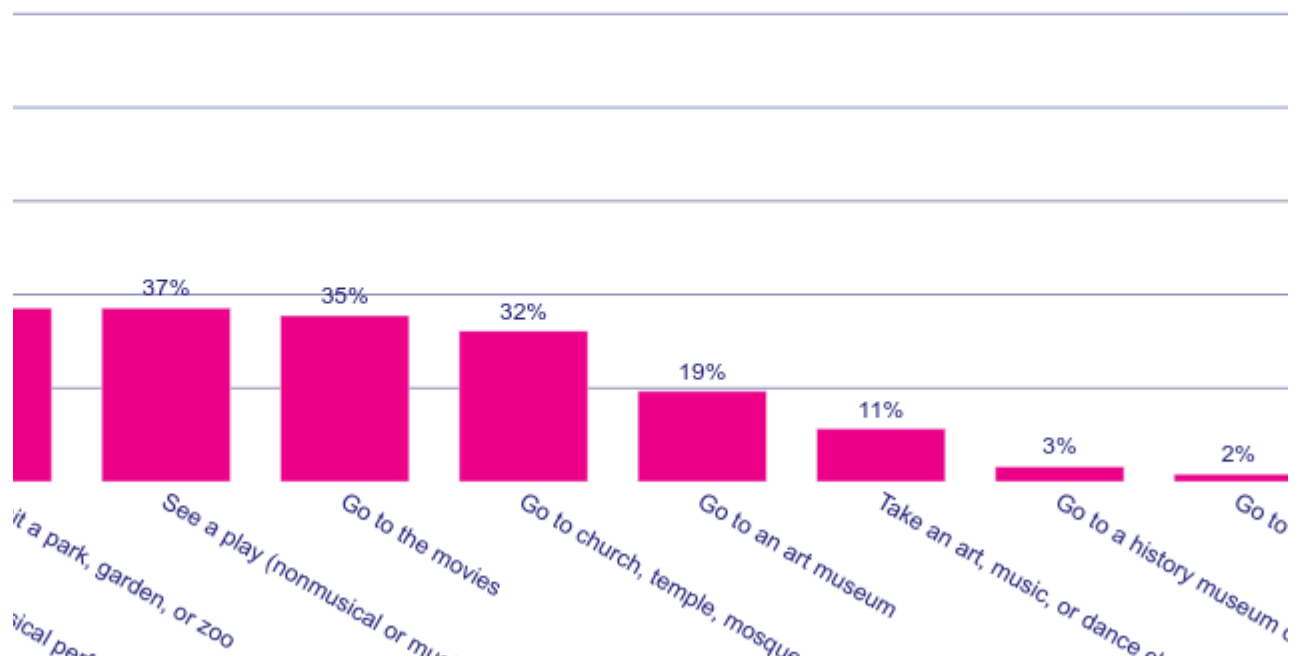
ne activities or materials for kids from an arts or culture organiza  
ave you or your children used? Please check any that apply.



activities are shut down during the pandemic, what (if anything) have you or your children used? Please check up to 5.



able to go out again, what are you most excited to do in the check up to 5.



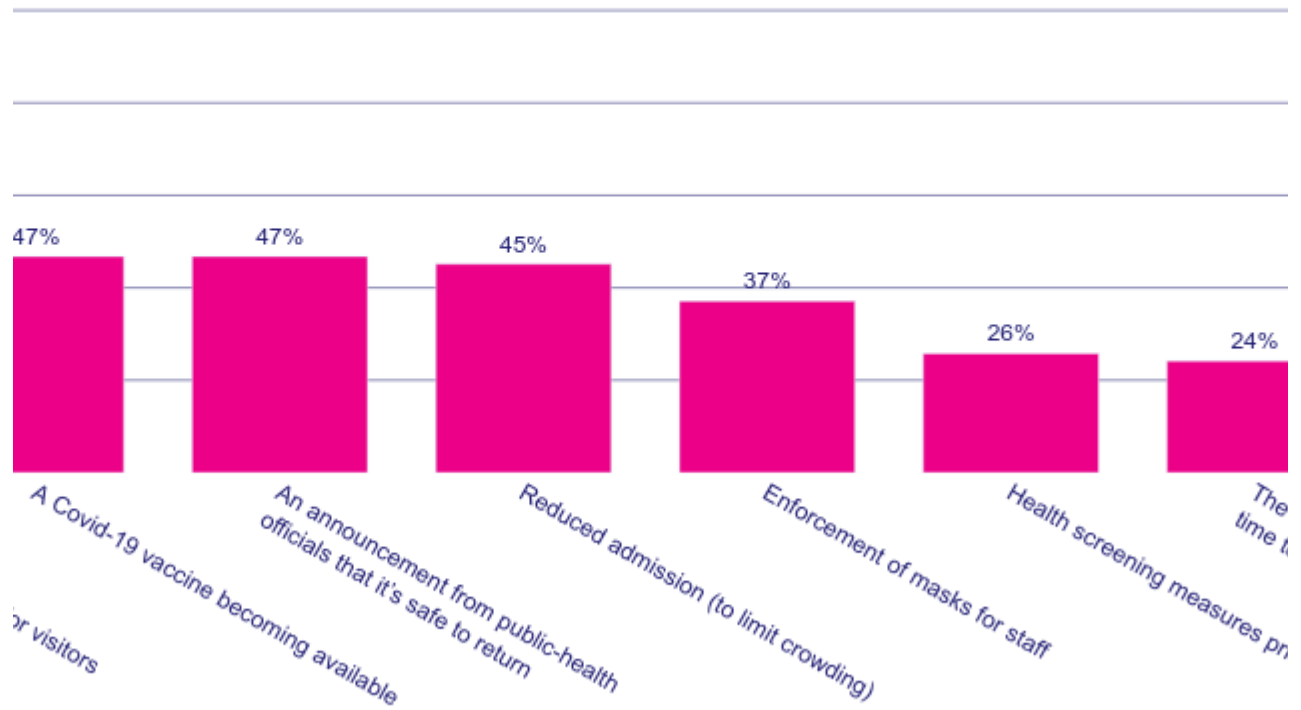
performance

(musical)

re, etc.

- class

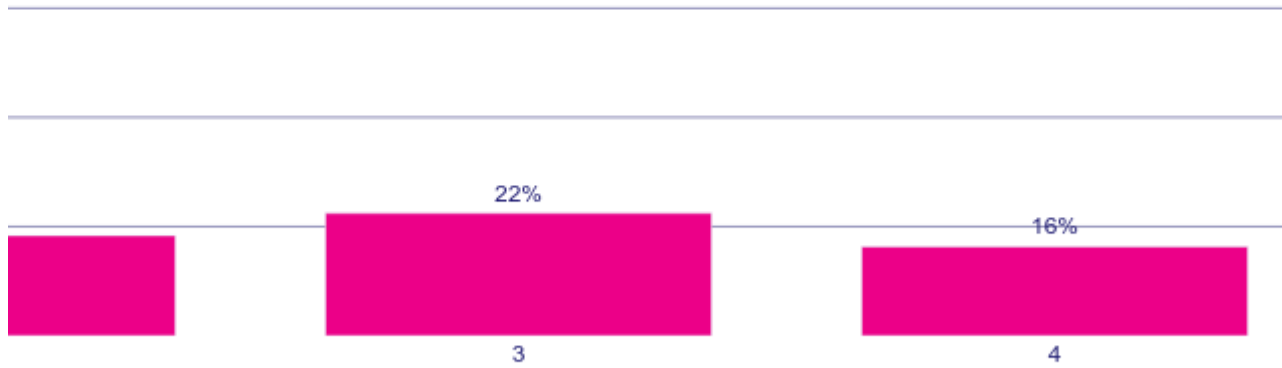
able to go out again, which of the following factors will most  
ding in-person arts & culture experiences? Please check up t



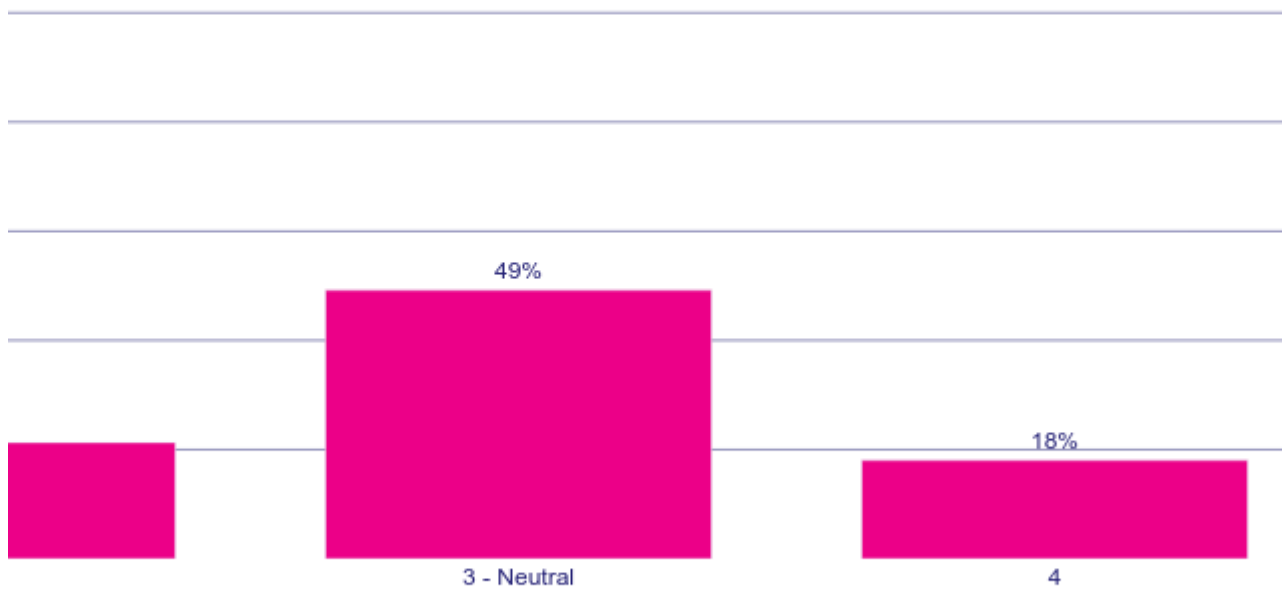
ans for when it's safe to go out and gather with others. To wh  
lans to attend any arts & culture experiences in the future?

---

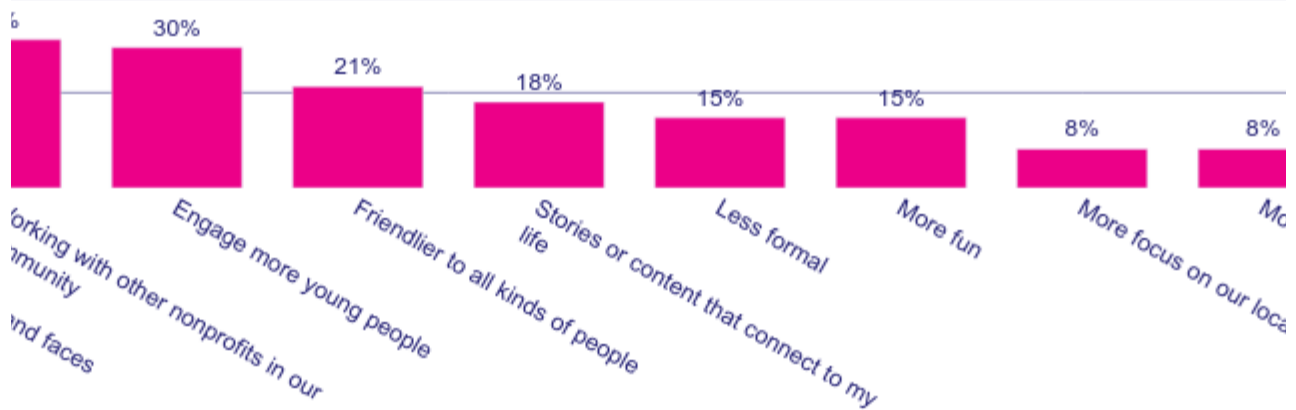
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personally agree or disagree with the following statement: I hope the pandemic will change after the pandemic to be more relevant to people



What would you like to see arts & culture organizations do to make them better for you in the future? Check all that apply.

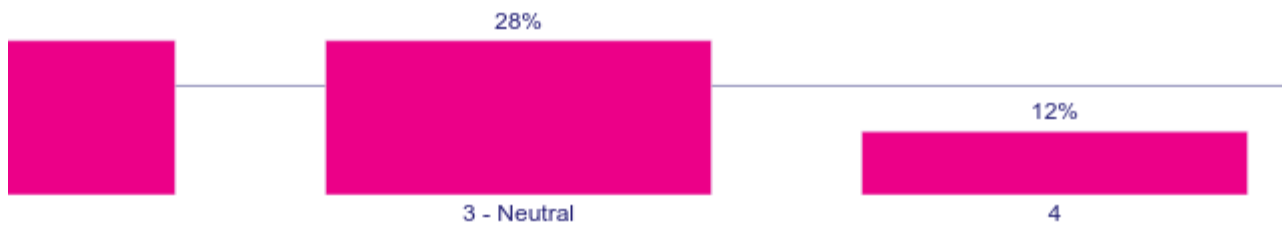


How much do you agree or disagree with the following statement: The arts and culture area are really struggling financially because of Covid-19.

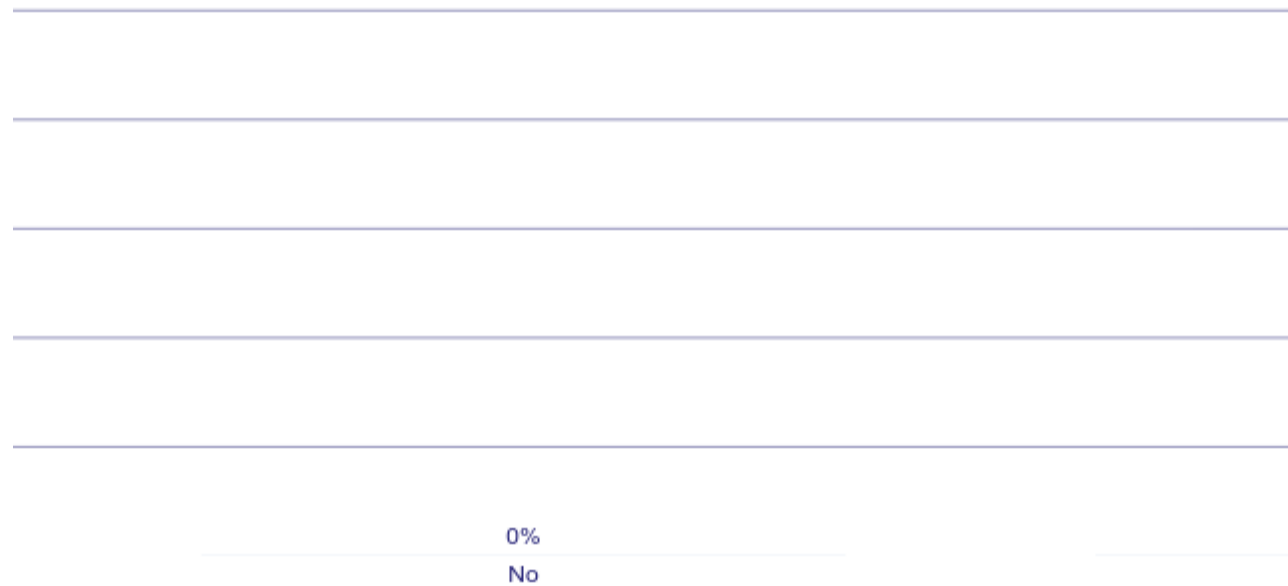




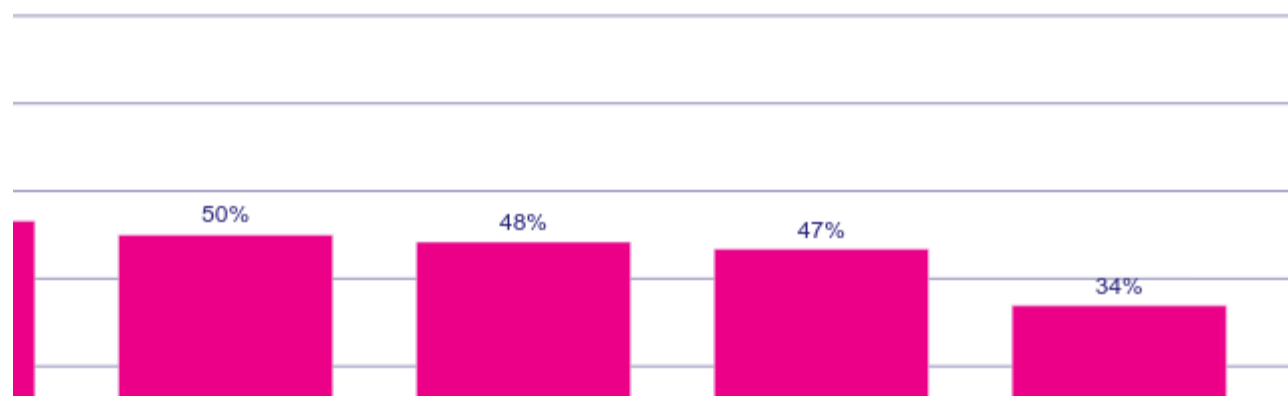
onally agree or disagree with the following statement: During  
rofit organizations in my area before supporting arts & culture

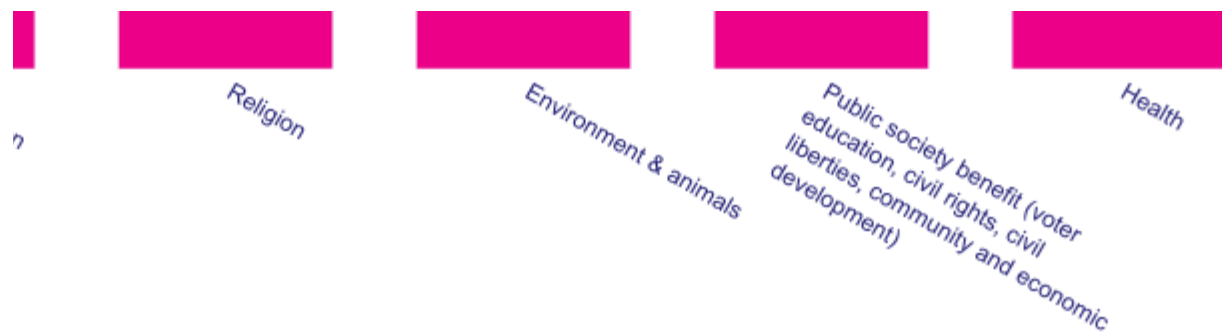


ate money to support causes or organizations, even if they w  
the past two years to any cause or nonprofit organization?



; have you donated money to before Covid-19 (in 2018 or 20  
apply.





Have you donated money to during Covid-19 (in 2020)? Please

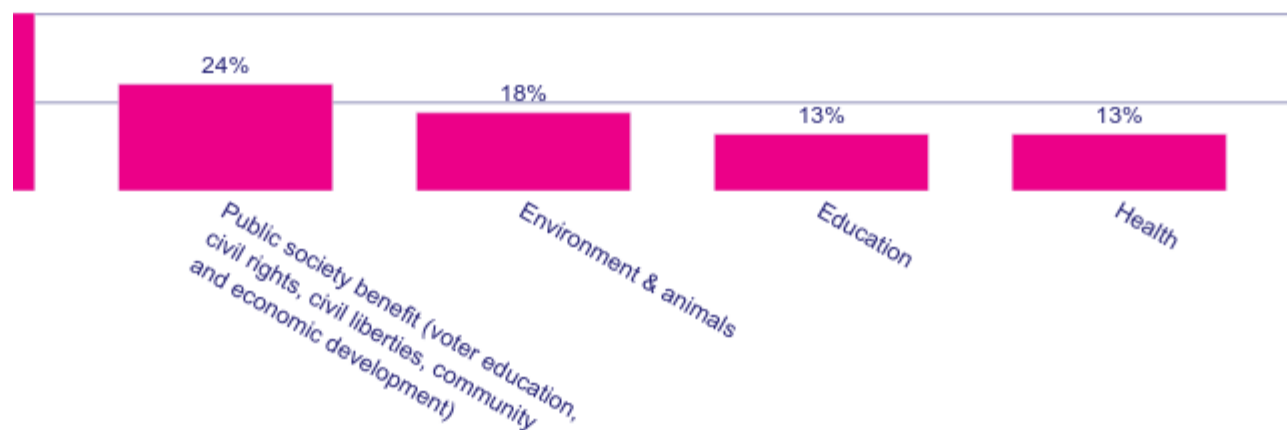
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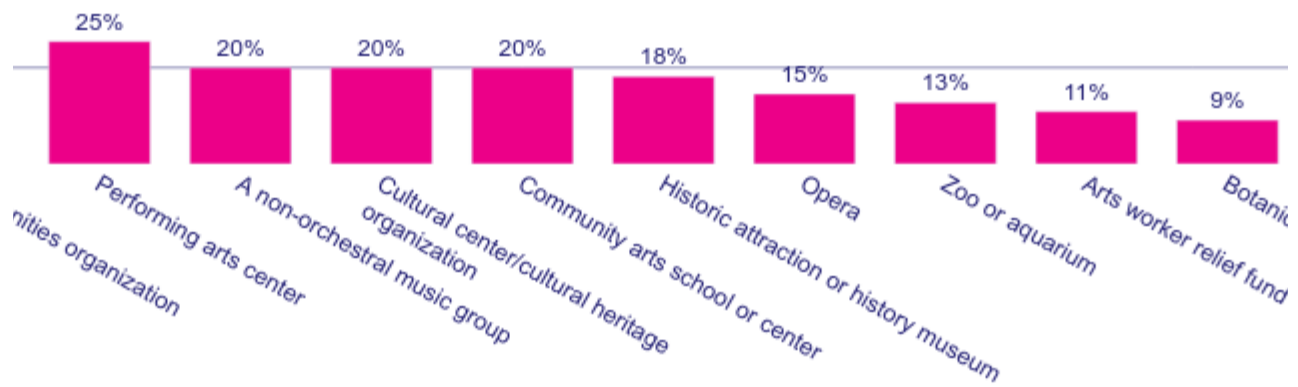
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Which organizations did you donate to before the pandemic? Please apply.



Which cultural organizations did you donate to during the pandemic? (Select all that apply).



technology

arts school or center

center/cultural heritage

ization

arium

uen or Park

or design museum

arts center  
artist, band, or



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0%  
Gen Z (1997-2012)

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10%



s degree

7%



Professional or doctorate degree

1%

g – disabled

3%



Not working – other

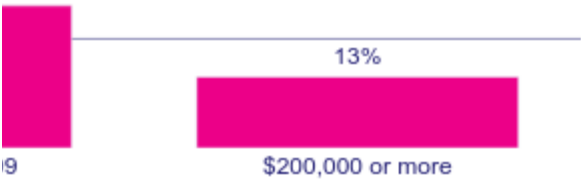
the pandemic)?

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pply.

3%

Other (please specify)

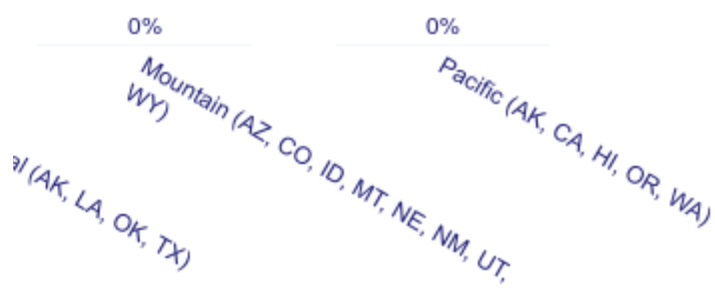
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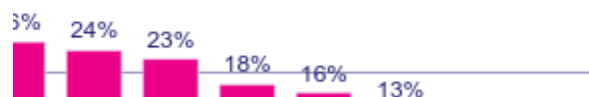
Thank you for any that you did at

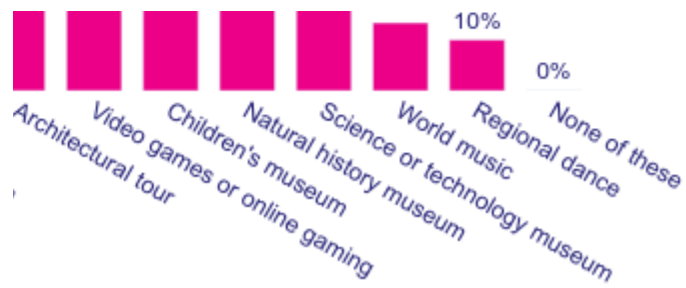
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as “cultural”?



...rice ...

gaming

ie kind you think of as

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10%



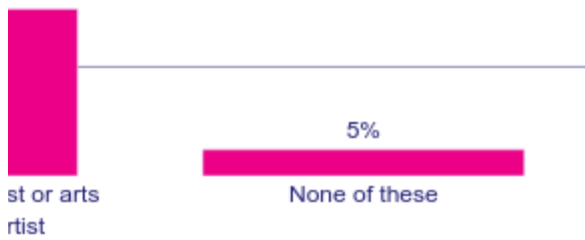
A few times over the year

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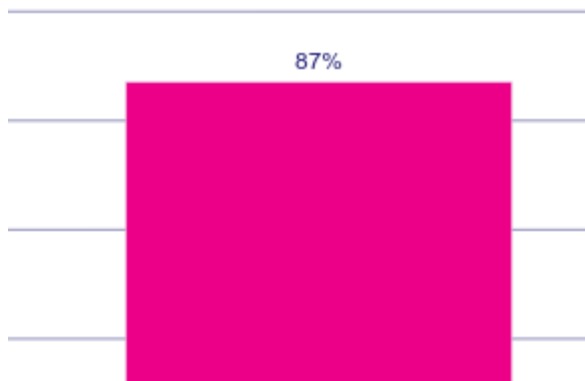
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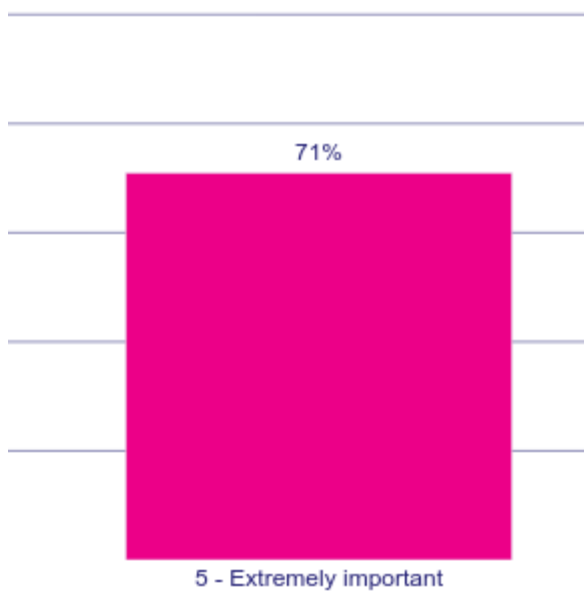


to you?





ations to you?



ic began, how are you  
cale)

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ic began, how are you  
t scale)

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quarantining)?

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ovid-19?



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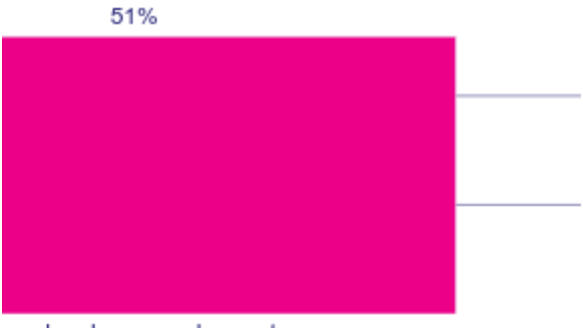
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ere has been no change to my  
income

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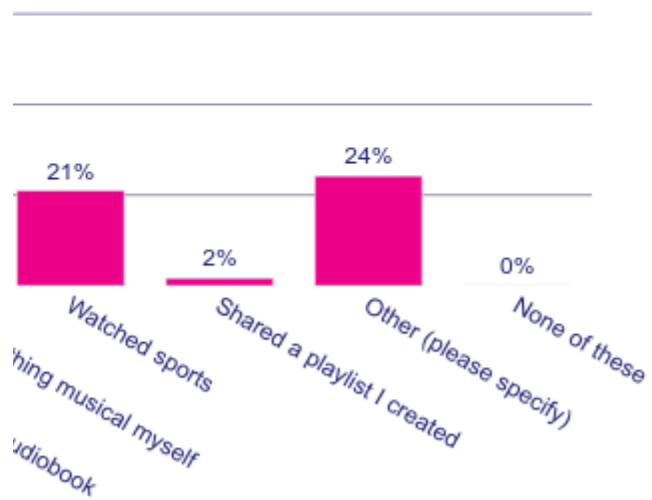
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0%  
It's complicated

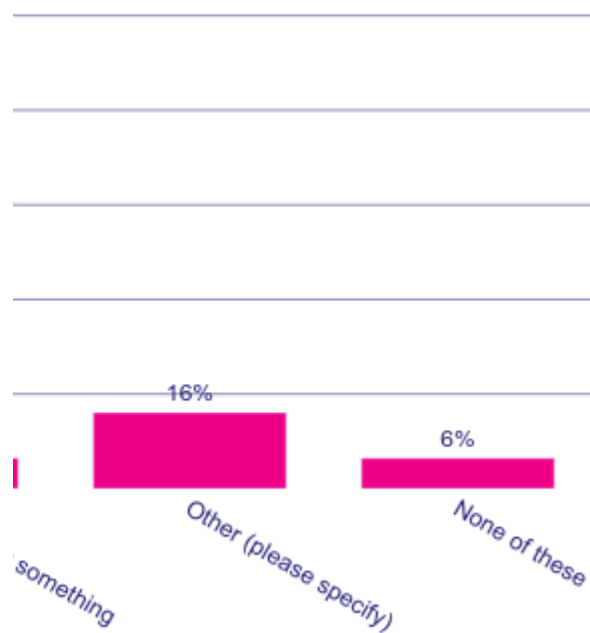
ry that apply.

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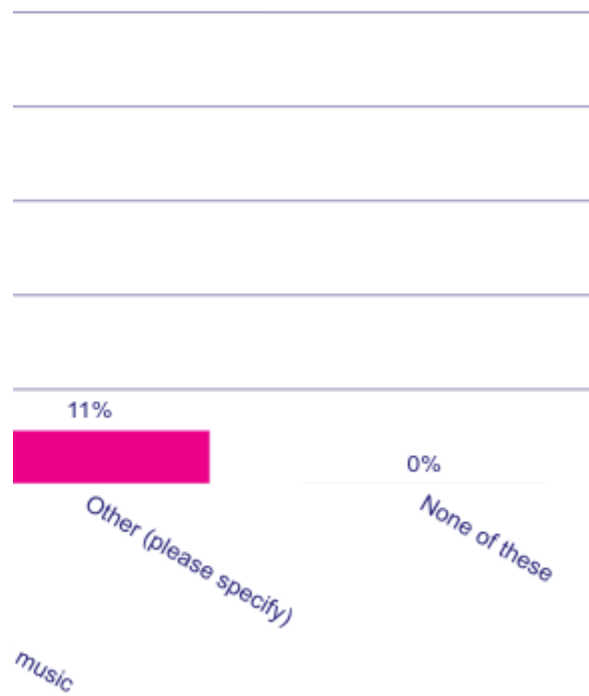
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the past 30 days? Please



kind of musical activities

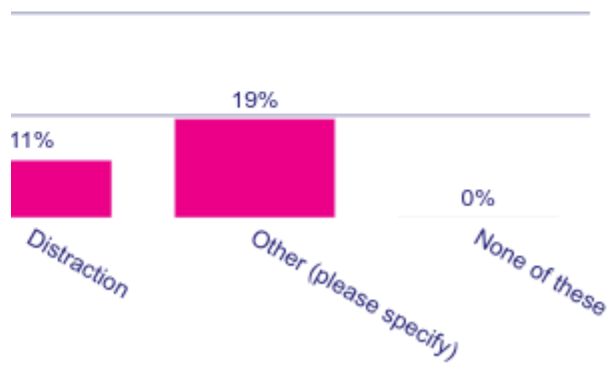


our own words.

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Please check any that

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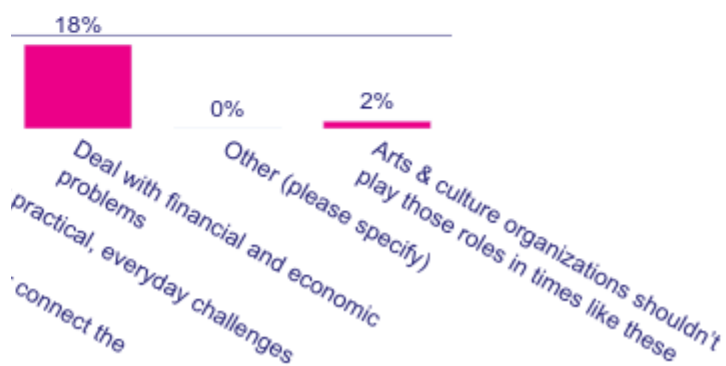
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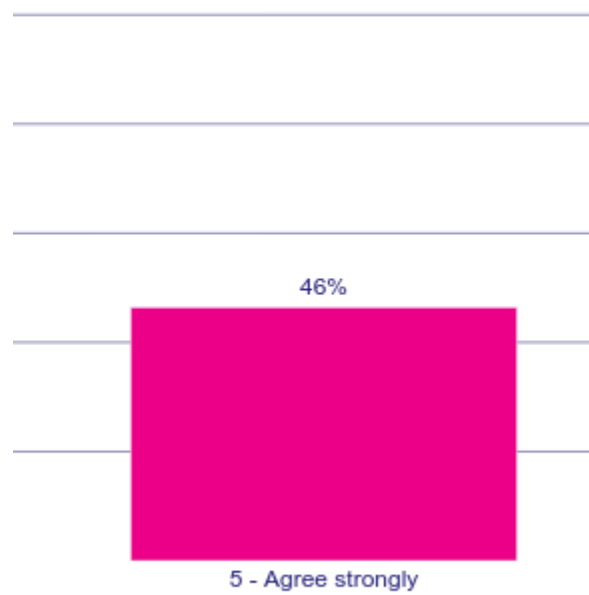


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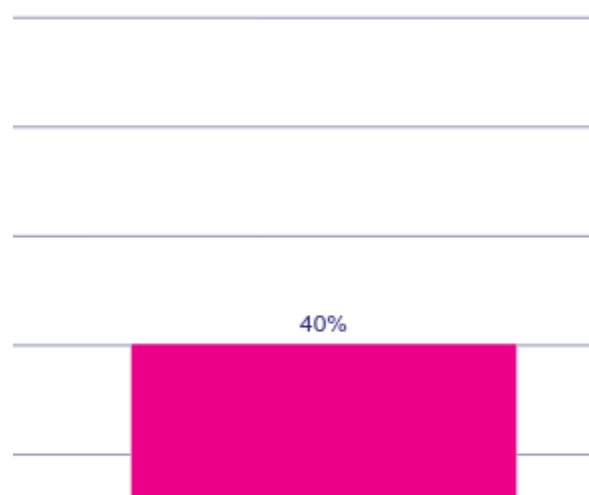


or heard about an arts  
specific way

specific way.



Learning a lot from arts &





5 - Agree strongly

were hearing more from  
3.

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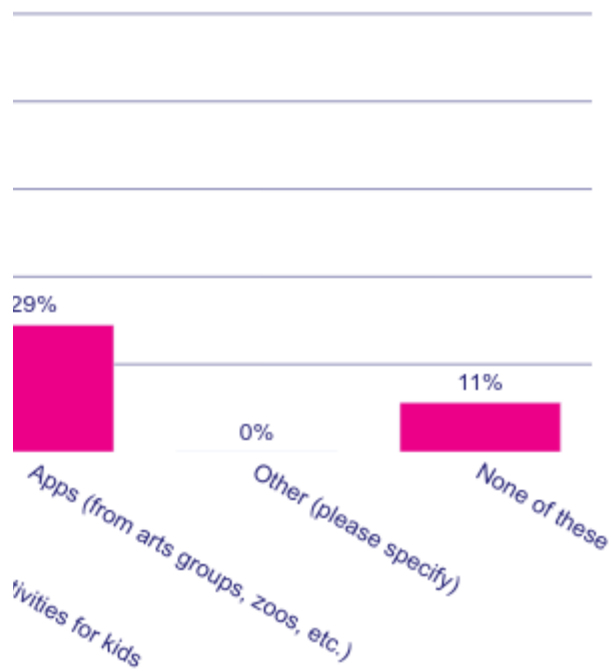
13%



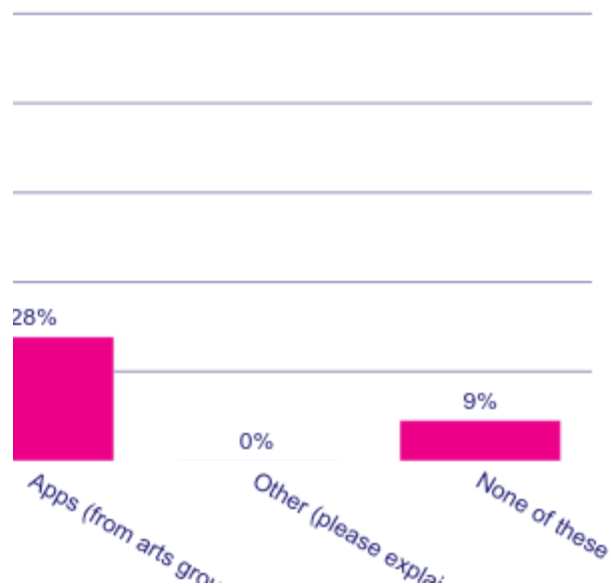
5 - Agree strongly



Which of the following



tion of them have done

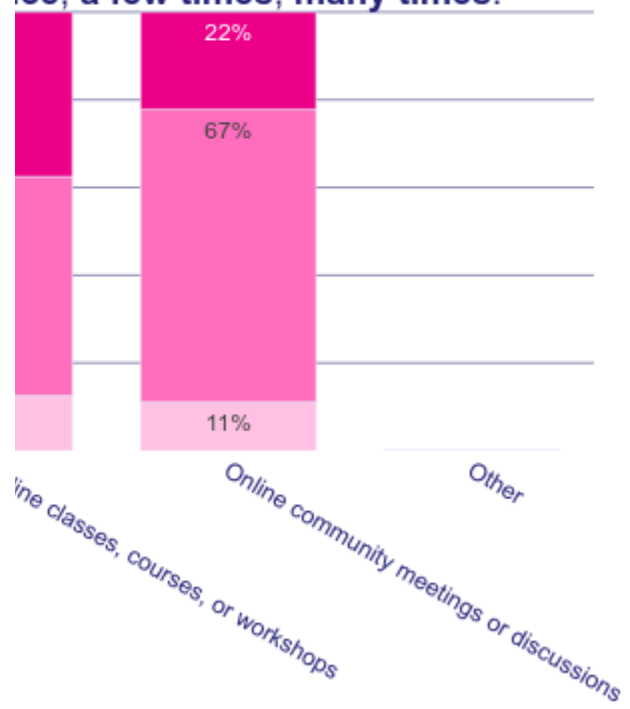




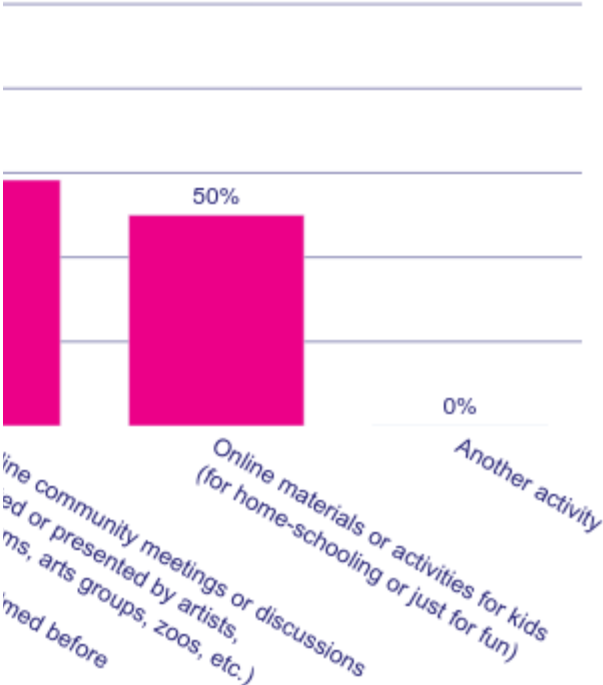
...ain)  
 rops, zoos, etc.)  
 rs, or workshops  
 etc.)

used it in the last 30

ice, a few times, many times.



portion selecting top 2



up to 5.

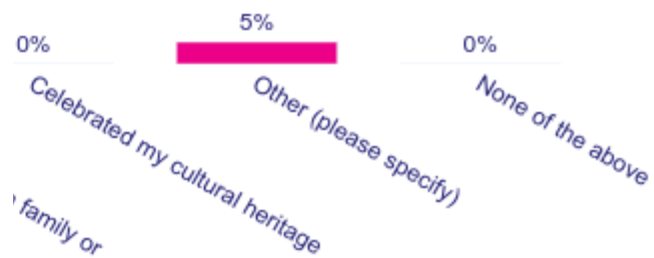
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sources? Please check

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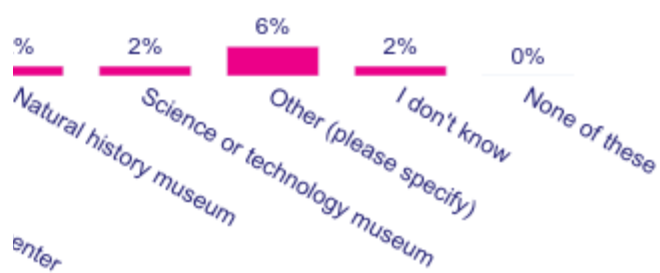
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. What kind of events or

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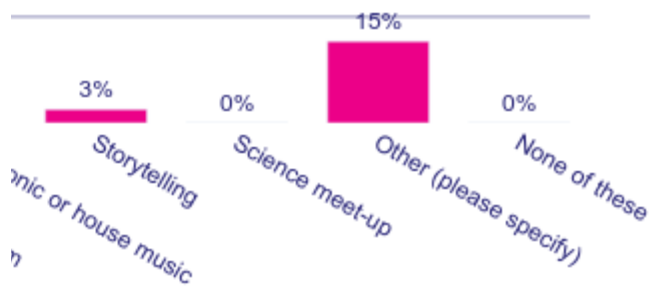
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Please check all that

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aid to support a favorite artist,  
er, group, or organization online  
g the pandemic (via Patreon,  
crowdfunding, etc.).

nization; which of the

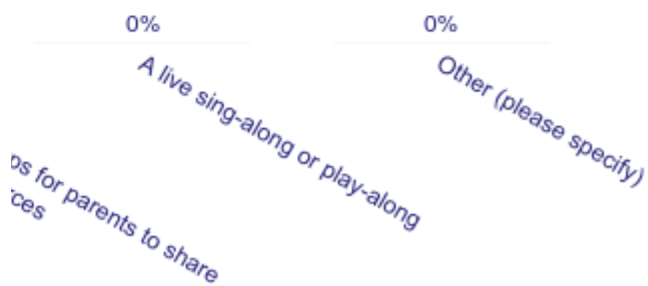
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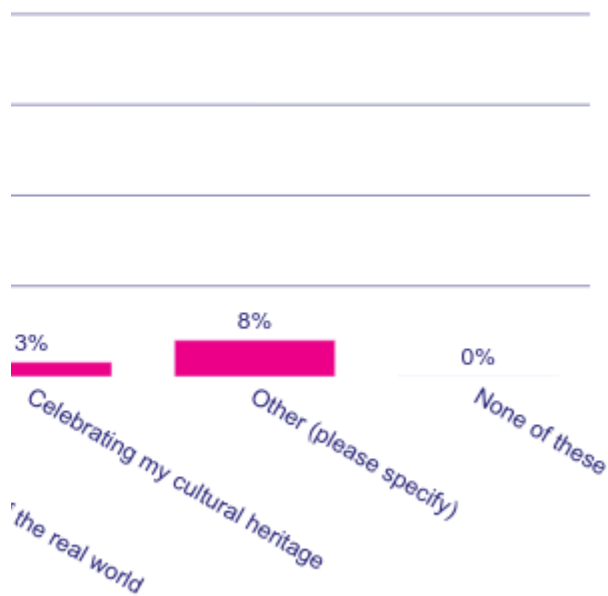
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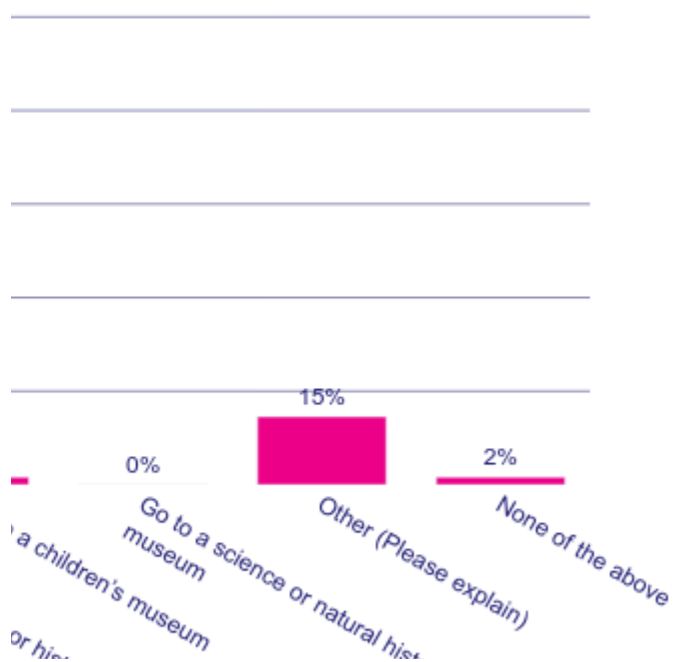


g) do you miss most?

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first few weeks? Please



historic site

history

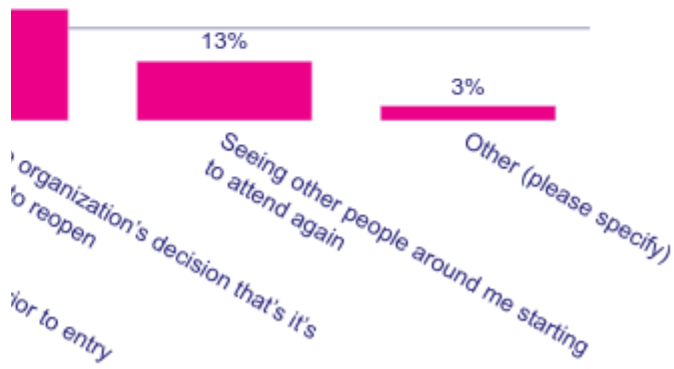
influence your decision  
to 5.

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at extent have you begun

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8%



5 - To a great extent

pe the arts & culture  
ple like me.

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3%



5 - Agree strongly



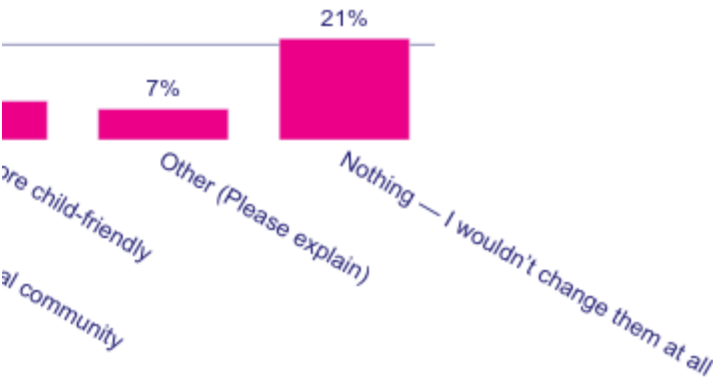
re? Please check all

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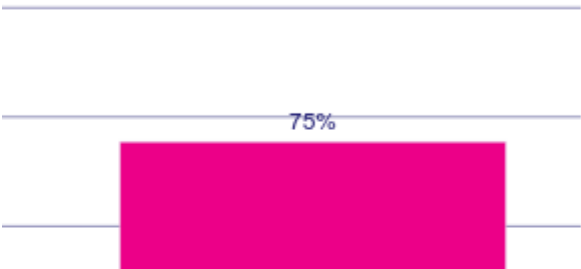
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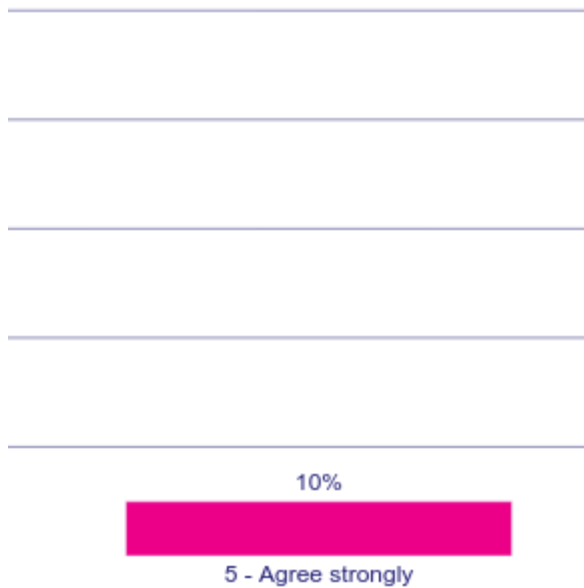


; & culture organizations





During this crisis, we should  
reorganize organizations.



want to. Have you donated

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0%

Not sure

19)? Please check all that

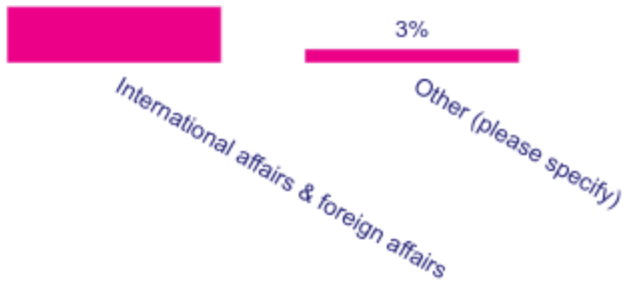
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13%



ease check all that apply.

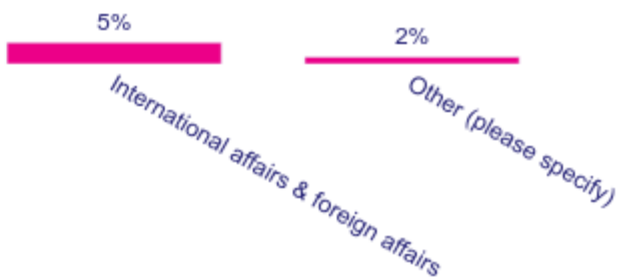
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? Please check any that

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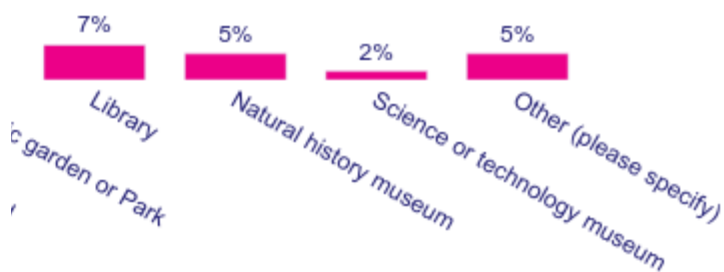
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› Please check any that

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(please specify)

action or history museum

ory museum

estral music group

r museum