



IMAGINE 2020
2020 SURVEY RESULTS

Executive Summary Overview	<u>4</u>	Detailed Findings: 2020 Access to Arts, Culture, and Creativity	<u>32</u>
Executive Summary Five Key Insights and Implications	<u>6</u>	Detailed Findings: 2020 Demographics	<u>37</u>
Executive Summary Resident Snapshots	<u>12</u>	Detailed Findings: Comparisons with Previous Years Detailed Findings: Comparison with Previous Years	<u>39</u>
Detailed Findings: 2020 Detailed Findings 2020	<u>17</u>	Detailed Findings: Comparisons with Previous Years Perceptions	<u>40</u>
Detailed Findings: 2020 Impact of COVID-19	<u>19</u>	Detailed Findings: Comparisons with Previous Years Beliefs About the Impact of Arts, Culture, & Creativity	<u>45</u>
Detailed Findings: 2020 Perceptions and Participation	<u>23</u>	Detailed Findings: Comparisons with Previous Years Access to Arts, Culture, and Creativity	<u>47</u>
Detailed Findings: 2020 Beliefs About the Impact of Arts, Culture, & Creativity	<u>28</u>	Appendix Methodology	<u>51</u>

EXECUTIVE SUMMARY



In 2020, Denver Arts & Venues retained Corona Insights to conduct a repeat of the IMAGINE 2020 public survey of Denver residents. The original goal for this final iteration of the survey was to assess progress made as a result of the plan. However, in response to COVID-19, the current state of the nation due to the economic collapse, the reckoning with racial injustice, and the current development of the next cultural plan, the survey goals were expanded.

As in 2013 and 2017, quotas for Black/African American and Hispanic/Latinx residents were included so that, in addition to understanding the city's population as a whole, any key differences or similarities that exist for these groups could be examined. Additional survey methodology can be found in the [Appendix](#).

Goals:

- > Assess opinions, beliefs, and behaviors related to arts, culture, and creativity in Denver (specifically related to the vision elements)
- > Examine differences between certain segments of the population.
- > Compare results to those of the 2017 and 2013 surveys.
- > Gather data to assess the impact of COVID-19 and how best to support Denver's communities and the arts, cultural, and creative sector.

1. Integration: Increasing arts, culture and creativity in daily life
2. Amplification: Amplifying arts, culture and creativity to residents and the world
3. Accessibility: Achieving access and inclusivity to arts, culture and creativity
4. Lifelong Learning: Filling our lifetimes with learning
5. Local Talent: Building careers and businesses by nurturing local talent
6. Economic Vitality: Fueling our economic engine
7. Collective Leadership: Leading cultural development to 2020 and beyond

FIVE KEY INSIGHTS AND IMPLICATIONS

01

COVID-19 has had a big impact on how residents experience and think about arts, culture, and creativity in the city.

- ✓ About 80% of residents said that arts, culture, and creativity were at least somewhat important during a crisis like COVID-19.
- ✓ About two thirds of residents reported experiencing less arts, culture, and creativity since the COVID-19 crisis started.
- ✓ Residents missed concerts and performing arts the most.

02

In 2020, residents rated the amount of arts, culture, and creativity in their neighborhoods and in Denver as worse than previous years.

- ✓ Additionally, they said that it was not as easy to find arts, culture, and creativity in their neighborhood or in Denver.
- ✓ However, they were as likely to report experiencing something artistic, cultural, or creative that day, compared to previous years.

03

Residents overwhelmingly believed that arts, culture, and creativity have positive impacts on Denver, but they are a little more indifferent in 2020, compared to past years.

- ✓ Hispanic residents reported higher levels of indifference (neither agreeing nor disagreeing) about some of the positive impacts of arts, culture, and creativity, than other residents.
- ✓ Majorities of residents believed that arts, culture, and creativity help communities heal during a crisis or help address issues of racial injustice. But there was more doubt about these impacts, relative to others.

04

The vast majority of residents believed that arts, culture, and creativity have a positive impact on them personally.

- ✓ More than 80% of residents believed that arts, culture, and creativity improved their mental health.
- ✓ More than 80% of residents also believed that arts, culture, and creativity helped connect them with others.

05

About half of residents had created some type of art or craft since the beginning of the COVID-19 crisis, and a third had watched a livestream of a live performance or cultural event in Denver.

- ✓ Younger residents were more likely to have watched a livestream performance or cultural event.

RESIDENT SNAP SHOTS

- > On the following pages, we outline snapshots of certain demographic groups in Denver. Specifically, we focus on Hispanics/Latinx, African Americans, younger residents, and older residents.
- > For each of these groups, we highlight how they differed from the broader population and whether there have been significant changes over time. Some groups' opinions and behaviors differed more from the broader population than others or have changed more since 2013.

- > In general, it appears that non-Hispanic, non-Black residents are feeling the impact of COVID-19 on arts, culture, and creativity more because they started out with greater access and experience. Hispanic residents show a decrease on some measures in 2020, relative to previous years, but not huge. Black residents show very little change, probably since their baseline access and experience was lower, based on previous survey findings.
- > Overall, feelings and beliefs about arts, culture, and creativity are very positive. When a certain segment of residents are less positive about some aspect, they are still on the whole very positive, just less so when compared to other residents.
- > While there were slight differences in ratings of the personal impact of arts, culture, and creativity by race and ethnicity, these differences were not statistically significant. The majority of residents believe that they personally benefit from arts, culture, and creativity.
- > One important thing to note about the analysis by race and ethnicity is that we have sufficient data to report results for Denver's two largest minorities (Hispanic/Latinx and Black/African American). Graphs and figures show a third category called "Everyone else" that combines residents who are White, Asian, American Indian/Native American/Alaska Native, Native Hawaiian or other Pacific Islander, Multiracial, or some other race. This category is referred to in the text as "Non-Hispanic, non-Black" and predominately consists of White residents.

- > Hispanic residents in 2020 seemed to have less access to and thus less experience of arts, culture, and creativity. Perhaps related to this, they were more indifferent this year, relative to previous years about the impact of arts, culture, and creativity on Denver.
- > Hispanic residents were the most likely to rate the amount of arts, culture, and creativity in their neighborhood currently as poor.
 - Ratings of the amount of arts, culture, and creativity in their neighborhood decreased in 2020, compared to previous years.
- > Hispanic residents were slightly less likely to have experienced something artistic, cultural, or creative on the day they were surveyed than other respondents.
- > Hispanic residents were especially likely to say that they do not participate as much as they would like.
- > Hispanic residents were slightly more likely to believe that arts, culture, and creativity bring communities together, relative to other residents.
- > Hispanic residents in 2020 were especially more indifferent about some of the positive impacts of arts, culture, and creativity, compared to previous years. They showed the largest dips for supporting and creating active and unique neighborhoods, providing opportunities for people of all ages to learn, contributing to Denver's economy, and improving Denver's national reputation.
- > Relative to non-Hispanic, non-Black residents, Hispanic residents in 2020 were less sure that people like them participated in arts, culture, and creativity in Denver.
- > Hispanic residents in 2020 were more likely to report feeling like they do not have enough background information to enjoy or understand arts and cultural events.

- > The data suggest that COVID-19 has had a sizable impact on the arts, culture, and creative sector in Denver. As such, it is somewhat surprising that the data from Black residents in 2020 did not differ that much from previous years.
 - We know from previous iterations of the survey that Black residents tended to be underserved by arts, culture, and creativity, especially having arts, culture, and creativity readily accessible in their neighborhoods. Perhaps this lower baseline of access made the impact of the pandemic on access to arts, culture, and creativity not as noticeable.
- > Black residents, relative to other residents, tended to be a little less convinced of the role of arts, culture, and creativity in Denver.
 - They were less likely than other residents to say Denver is an arts town
 - They were slightly more likely to doubt that arts, culture, and creativity help address issues of racial injustice in Denver.
 - They were also slightly less likely to believe that arts, culture, and creativity help the Denver community heal during a crisis.
- > However, Black residents rated arts, culture, and creativity during a crisis as more important, compared to other residents.
- > Relative to non-Hispanic, non-Black residents, Black residents were less sure that people like them participated in arts, culture, and creativity in Denver.
- > Black residents were more likely to report feeling like they do not have enough background information to enjoy or understand arts and cultural events.

- > Younger residents tended to have more positive experiences and beliefs about arts, culture, and creativity in Denver. They:
 - Were more likely to say that Denver is an arts town.
 - Rated the amount of arts, culture, and creativity in Denver and the amount of culturally diverse programs in Denver as higher, compared to older residents.
 - Rated the amount of arts, culture, and creativity in their neighborhood more positively.
 - Were more likely to believe that arts, culture, and creativity had positive impacts on the city.
 - More strongly believed that arts, culture, and creativity help them express themselves and connect them with others

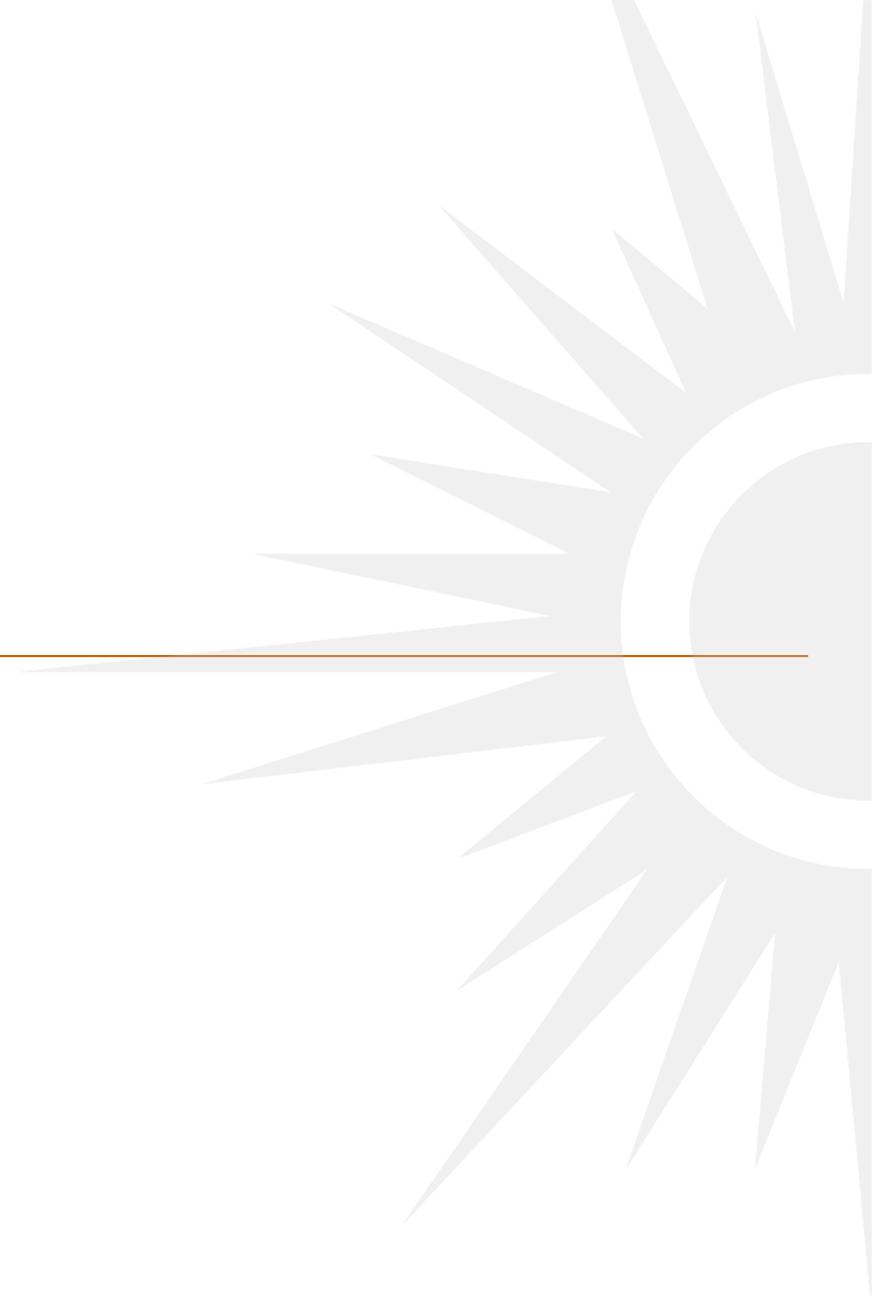
- > Younger residents also were slightly more likely to have access to arts, culture, and creativity. They:
 - Were more likely to have watched a livestream performance or cultural event.
 - Were more likely to report that they could find arts, culture, and creativity in their neighborhood.
 - Were more likely to report experiencing something artistic, cultural, or creative on the day they were surveyed.

DETAILED FINDINGS: 2020



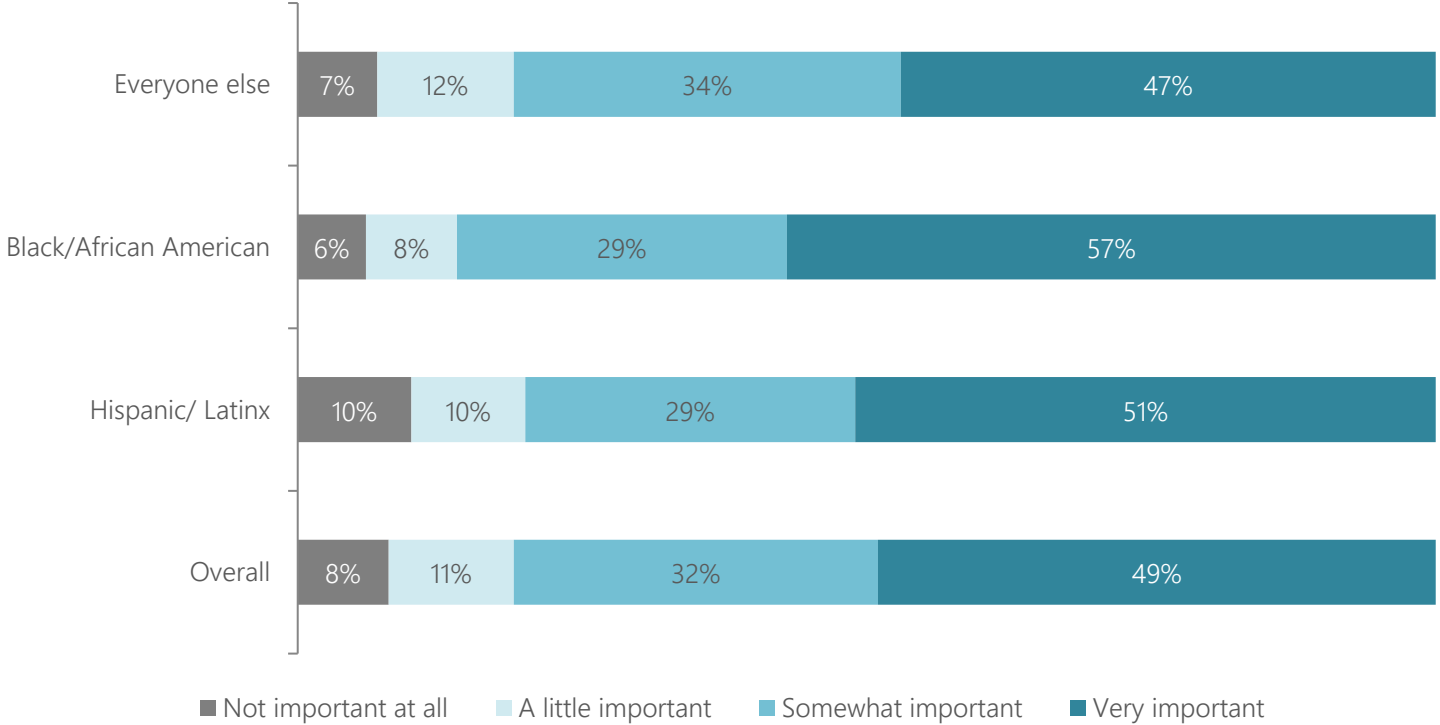
- > Due to small amounts of nonresponse on each question, graphs may not sum to 100.
- > The survey methodology changed in 2020. In addition to a new phone room being used, roughly half of the completed surveys were collected through an online panel. While weighting helped minimize some of the difference between the two samples, it is important to note that there may be some mode effects due to differences in methodology. For example, responding to a live interviewer over the phone may feel less anonymous than answering an online survey. Indeed, we did see that respondents in the online survey were more likely to indicate not having an opinion or not knowing something, probably because it felt slightly more embarrassing to say that to a live interviewer.
- > Additionally, the weighting scheme was slightly different this year to blend the phone sample with the online panel sample.
- > Finally, the 2020 survey was conducted later in the year, relative to the previous iterations of the survey.
- > We compare the 2020 results to previous iterations of the survey, but it is important to note that some differences may be due to changes in the methodology and not necessarily changes in experiences and attitudes. However, we did compare the 2020 phone respondents alone to previous years and found that most of the differences remained, suggesting that the impact of mode was probably slight.

IMPACT OF COVID-19



About 80% of residents said that arts, culture, and creativity were at least somewhat important during a crisis like COVID-19

Importance of arts, culture, and creativity during a crisis like COVID-19

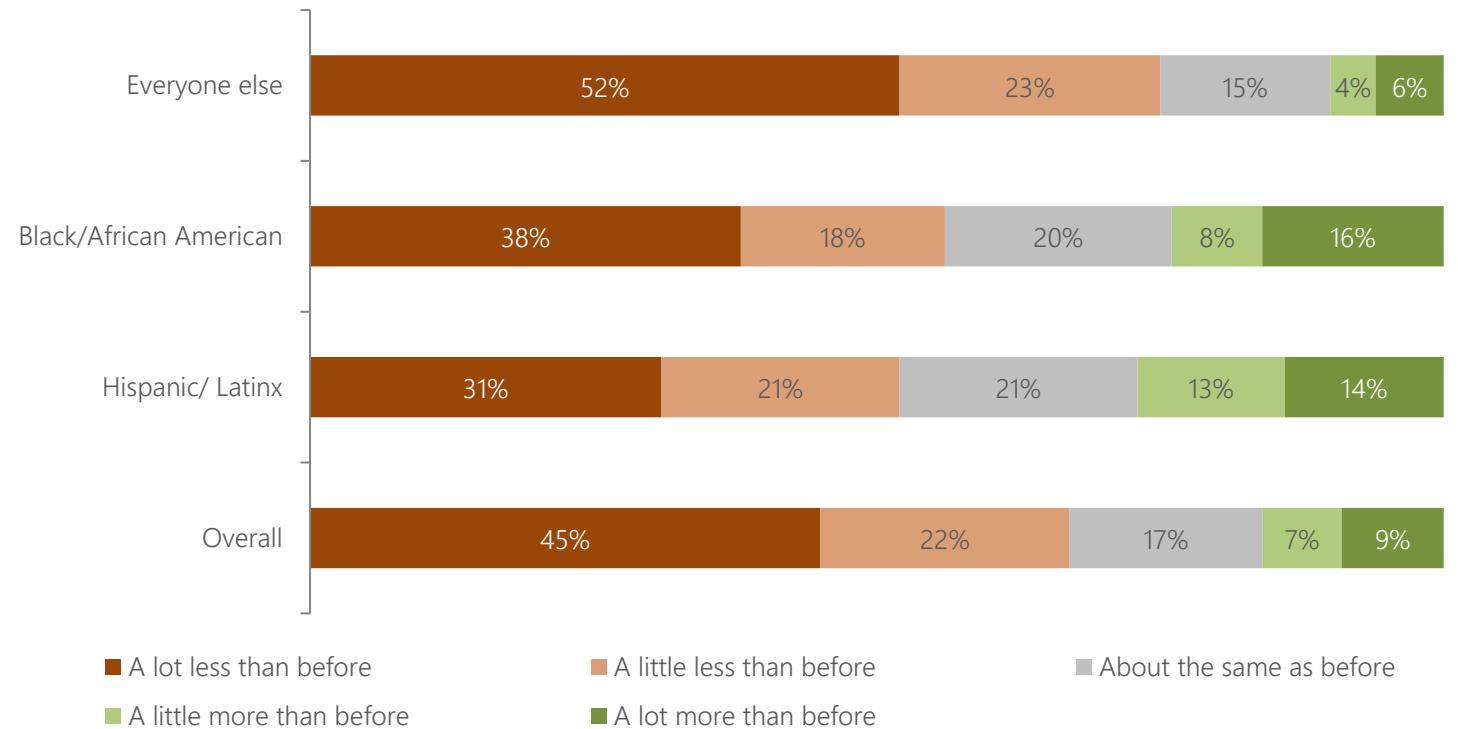


- > Black residents rated arts, culture, and creativity during a crisis as more important, compared to other residents.
- > Additionally, residents younger than 35 and those with kids younger than 18 in their household also were more likely to rate arts, culture, and creativity as very important during COVID-19.
- > Not surprisingly, artists and those who worked or volunteered for arts education or for an arts, cultural, or creative organization were also more likely to rate it as very important.

About two thirds of residents reported experiencing less arts, culture, and creativity since the COVID-19 crisis started

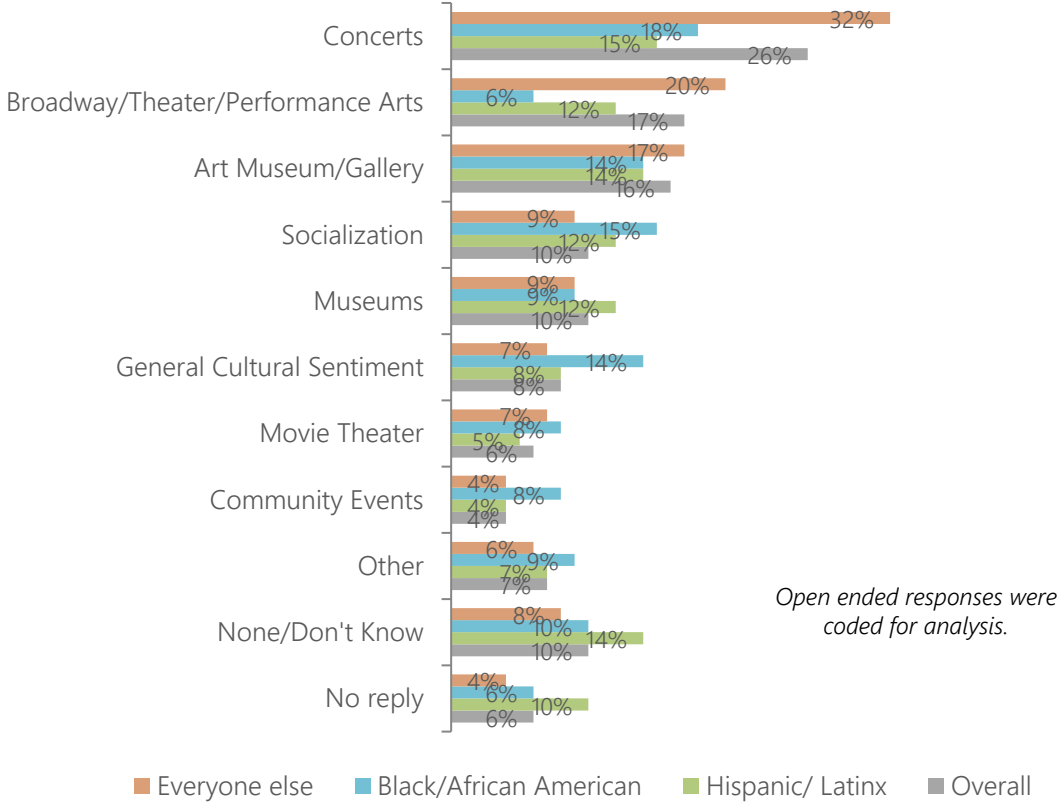
- > Non-Hispanic, non-Black residents reported the greatest drop in experiencing arts, culture, and creativity.
 - However, this may reflect the fact that their consumption rates were higher prior to COVID-19.
- > Residents older than 35, those without kids younger than 18, non artists, and those with higher levels of education were also more likely to indicate that they were experiencing a lot less arts, culture, and creativity since the COVID-19 crisis started.

Arts, culture, and creativity experienced recently compared to before COVID-19



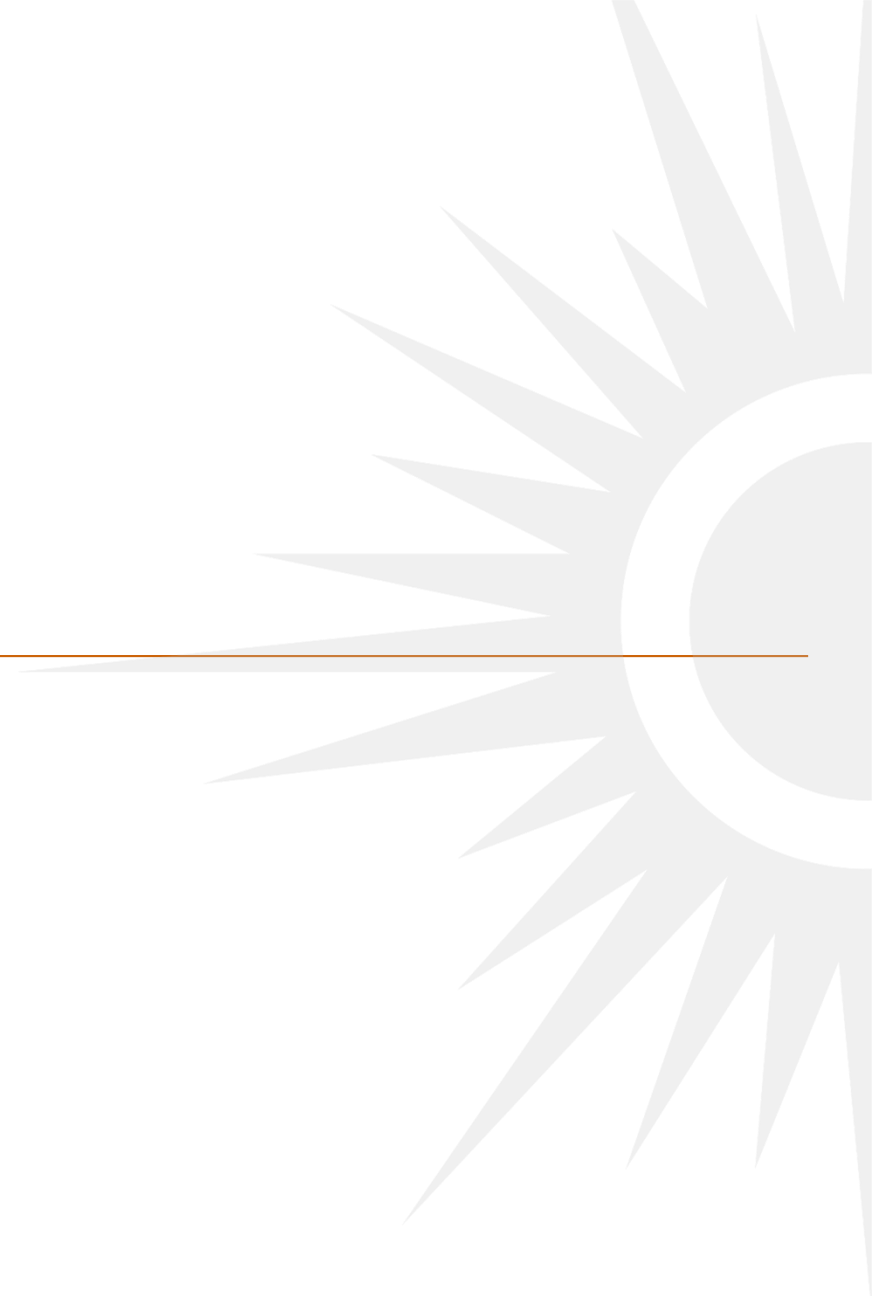
Residents missed concerts and performing arts the most

What do residents miss the most?

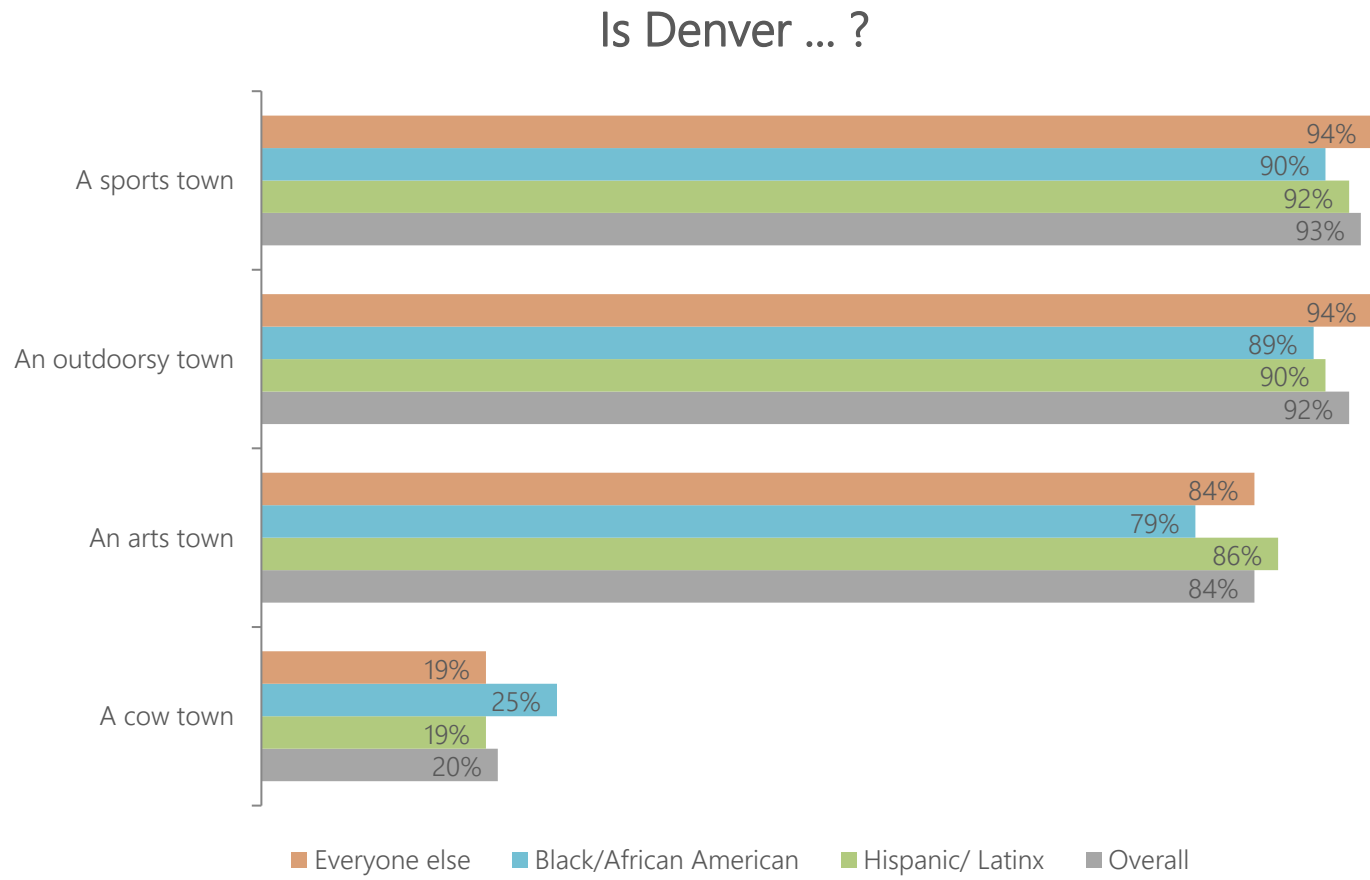


- > Live music and concerts were mentioned by more respondents than any other creative, cultural, or artistic activity as activities that they miss during the pandemic. Performing Arts, like live theater, Broadway plays, and the Opera, were also identified as an activity that is missed by metro-area residents. This could be due to the fact that museums and other cultural (i.e., zoos, libraries, botanic gardens) were open in some capacity during the pandemic of 2020, while live music and performing arts are still under restriction.
- > Importantly, respondents also noted how they missed the experience of cultural and art activities and socializing with other people in that experience.
 - "I definitely miss watching artists creating in the streets of Denver. It was very common to go out and see a bunch of artists in the streets, nowadays it's kinda sad. We don't see as many!"*
 - "I miss human connection. I miss seeing life being interpreted from other's viewpoints and having conversations on their chosen art pieces and mediums."*
- > Non-Hispanic, non-Black residents were more likely to mention concerts or performing arts.
- > Artists were more likely to mention concerts, art museums or galleries, and socialization.

PERCEPTIONS & PARTICIPATION

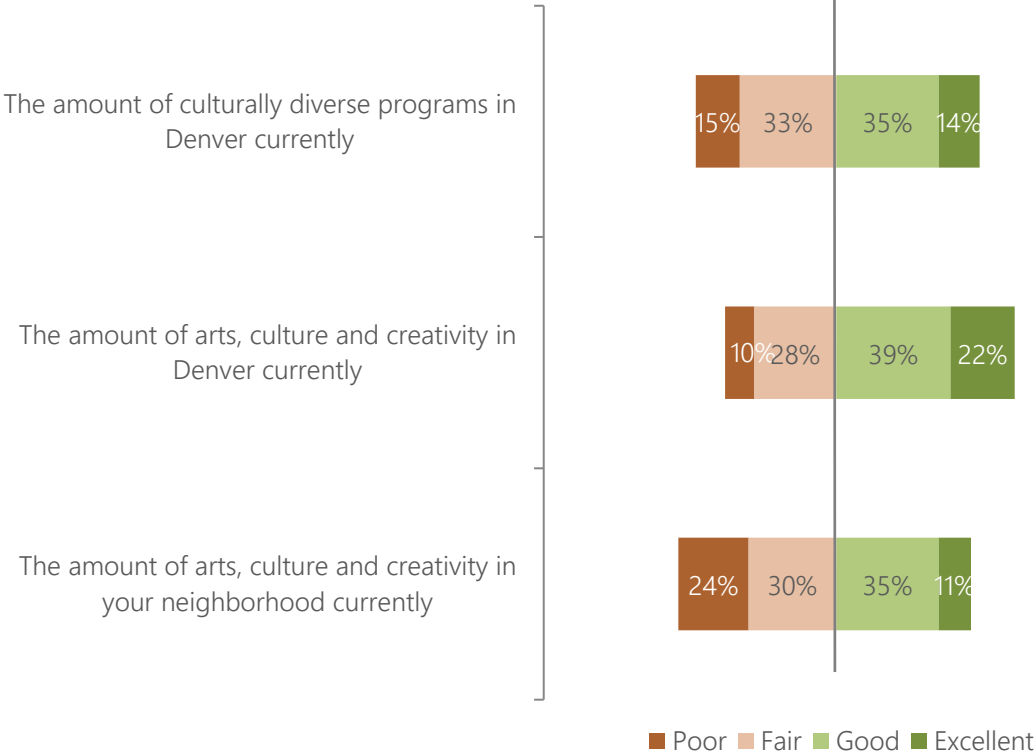


More than 80% of residents believed that Denver is an arts town



- > Overall, residents were more likely to say that Denver was a sports or outdoorsy town, than an arts town. Only a fifth of residents think that Denver is a cow town.
- > Residents younger than 55 and those with young kids in the household were more likely to say that Denver is an arts town.
- > Black residents were less likely than other residents to say Denver is an arts town. They were also less likely to say it was a sports town and more likely to say it was a cow town.

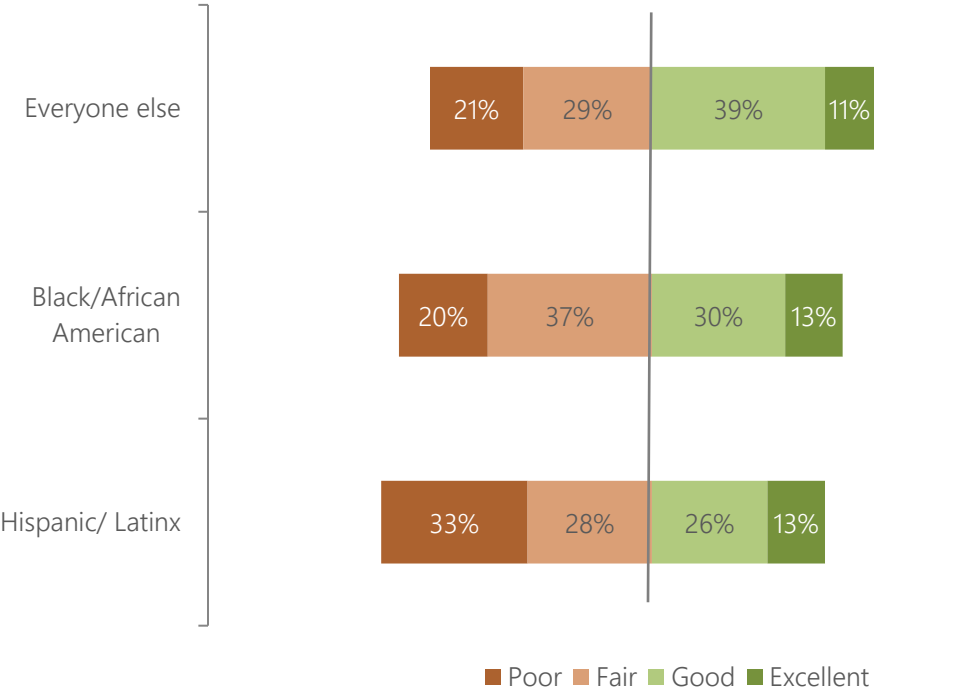
Residents rated the amount of arts, culture, and creativity in Denver higher than the amount in their neighborhood



- > Residents were split when rating the amount of culturally diverse programs in Denver currently.
 - Younger residents, those with children, and residents who work or volunteer for arts education or for an arts, cultural, or creative organization were more likely to rate the amount as excellent.
 - However, artists were more likely to rate it as poor.
- > Residents were more likely to rate the amount of arts, culture, and creativity in Denver as good or excellent, compared to the amount in their neighborhood.
- > Younger residents and men were slightly more likely to rate the amount of arts, culture, and creativity in Denver as excellent.

Hispanic residents rated the amount of arts, culture, and creativity in their neighborhood lower relative to other residents

The amount of arts, culture and creativity in your neighborhood currently

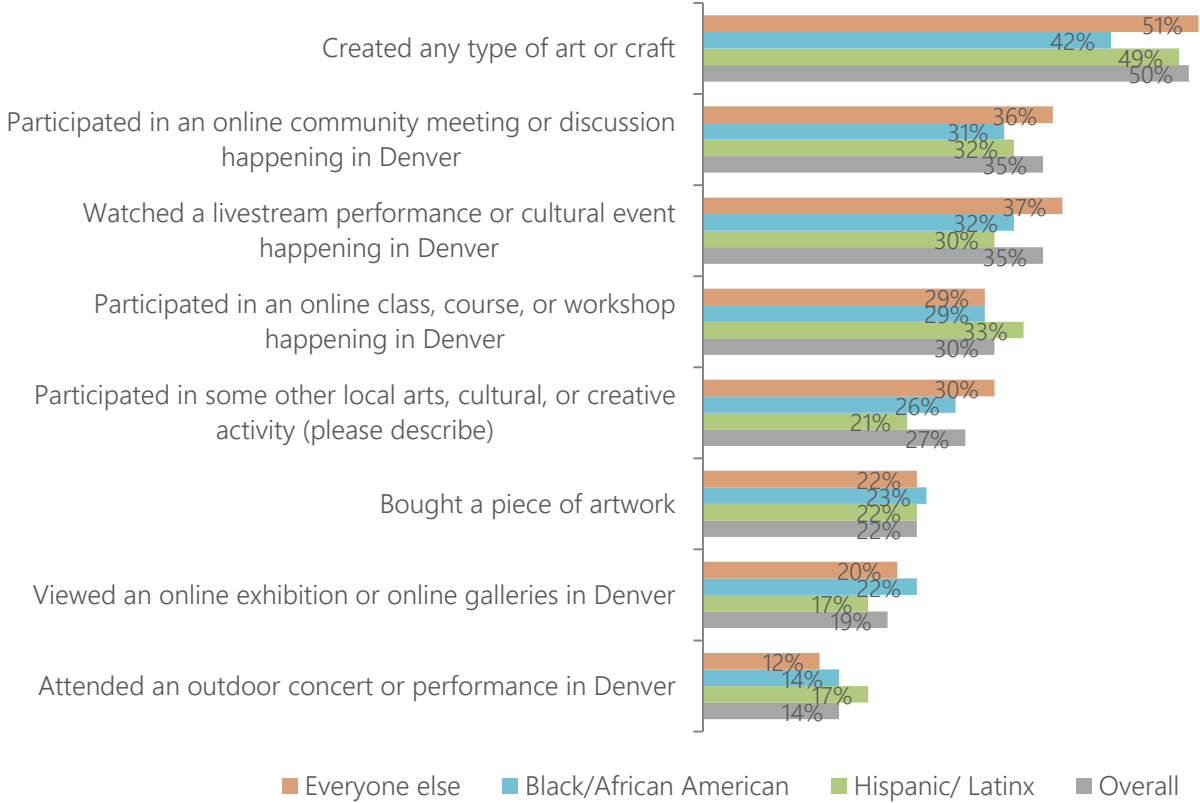


- > Hispanic residents were the most likely rate the amount of arts, culture, and creativity in their neighborhood currently as poor.
- > Ratings from Black residents did not differ significantly from those of non-Hispanic residents.
- > Residents younger than 35 tended to rate the amount of arts, culture, and creativity in their neighborhood more positively. However, artists were more likely than non artists to rate the amount as poor.

Since the beginning of COVID-19, almost half of residents had created some type of art or craft

- > There were few differences in arts, culture, and creativity participation since COVID-19 began across race or ethnicity.
 - Non-Hispanic, non-Black residents were slightly more likely to have watched a livestream performance or cultural event.
- > Younger residents were more likely to have watched a livestream performance or cultural event.
- > Artists and residents who work or volunteer for arts education or for an arts, cultural, or creative organization were more likely to have done most of the activities that were asked about, relative to other residents.

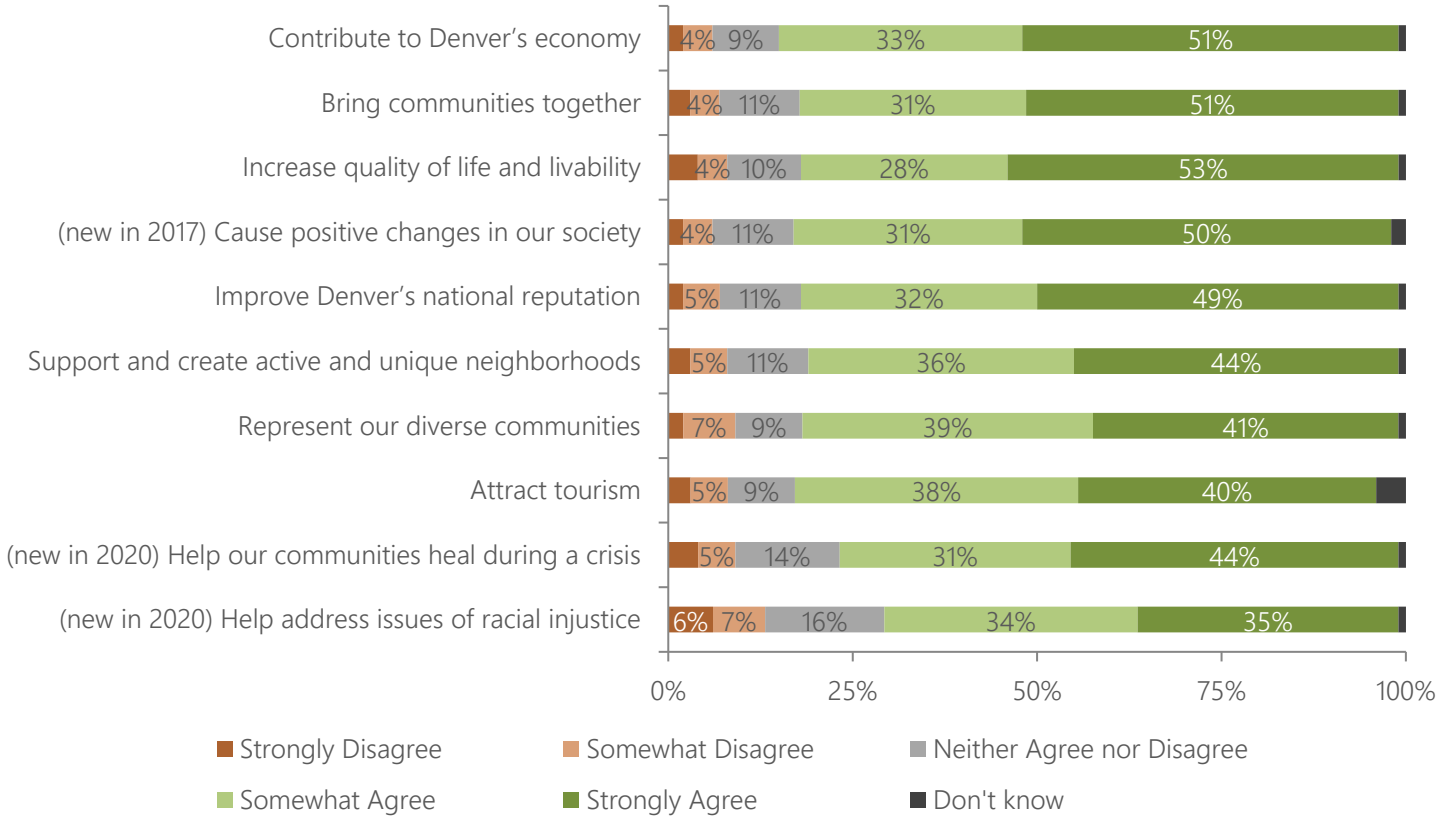
Since the beginning of the COVID-19 crisis, have you ... ?



BELIEFS ABOUT THE IMPACT OF ARTS, CULTURE, & CREATIVITY

Overall, residents believed that arts, culture, and creativity had a positive impact on the city

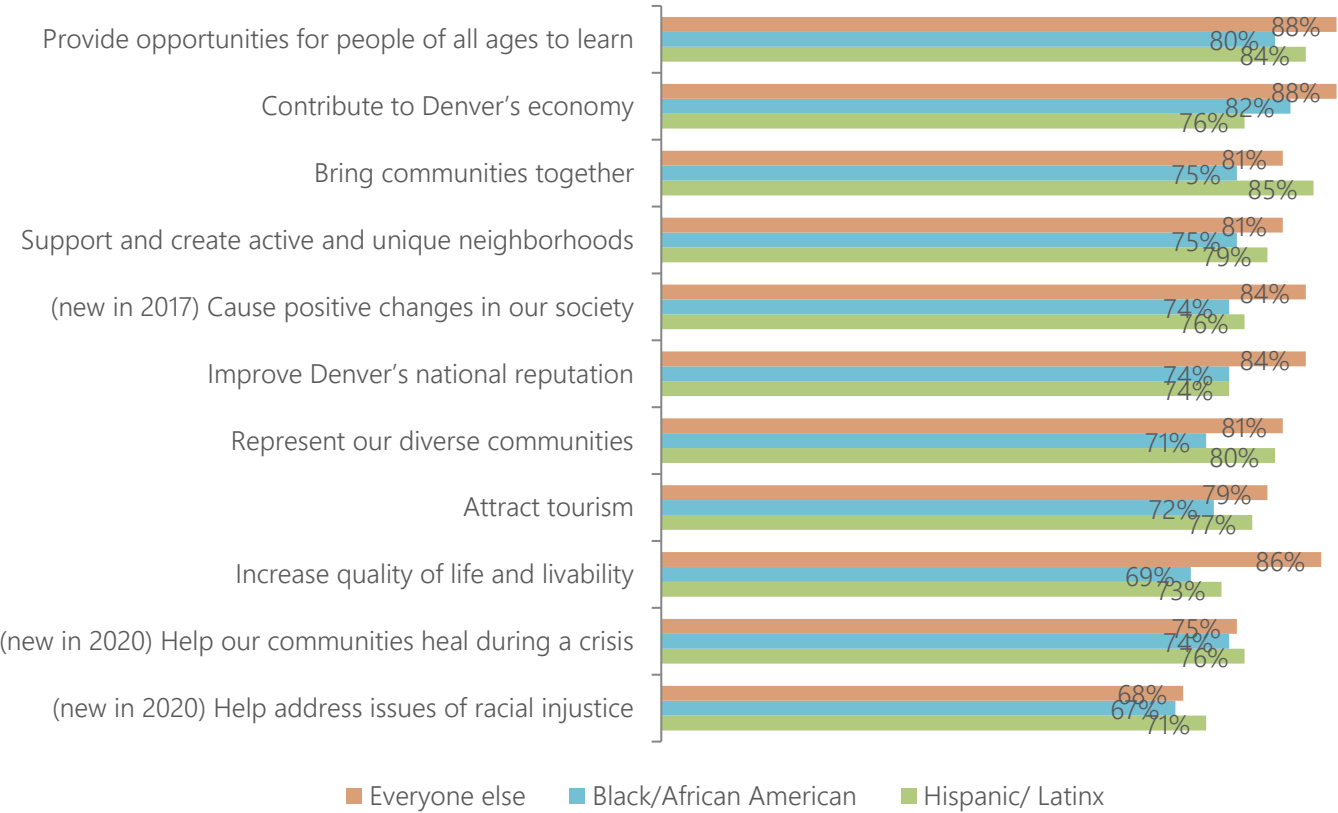
Beliefs about the impact of arts, culture, and creativity on the city of Denver



- > Residents felt especially strongly that arts, culture, and creativity bring communities together, contribute to Denver's economy, and increase quality of life and livability.
- > The majority of residents believe that arts, culture, and creativity help communities heal during a crisis and help address issues of racial injustice, although they were slightly less sure of those impacts relative to others.
- > Respondents younger than 35 were more likely to believe that arts, culture, and creativity had positive impacts on the city.
- > Respondents with higher levels of education also tended to believe more strongly that arts, culture, and creativity had positive impacts on the city.
- > Not surprisingly, artists also tended to believe more strongly that arts, culture, and creativity had positive impacts on the city.

Black residents were a little more doubtful of the impact of arts, culture, and creativity on the city

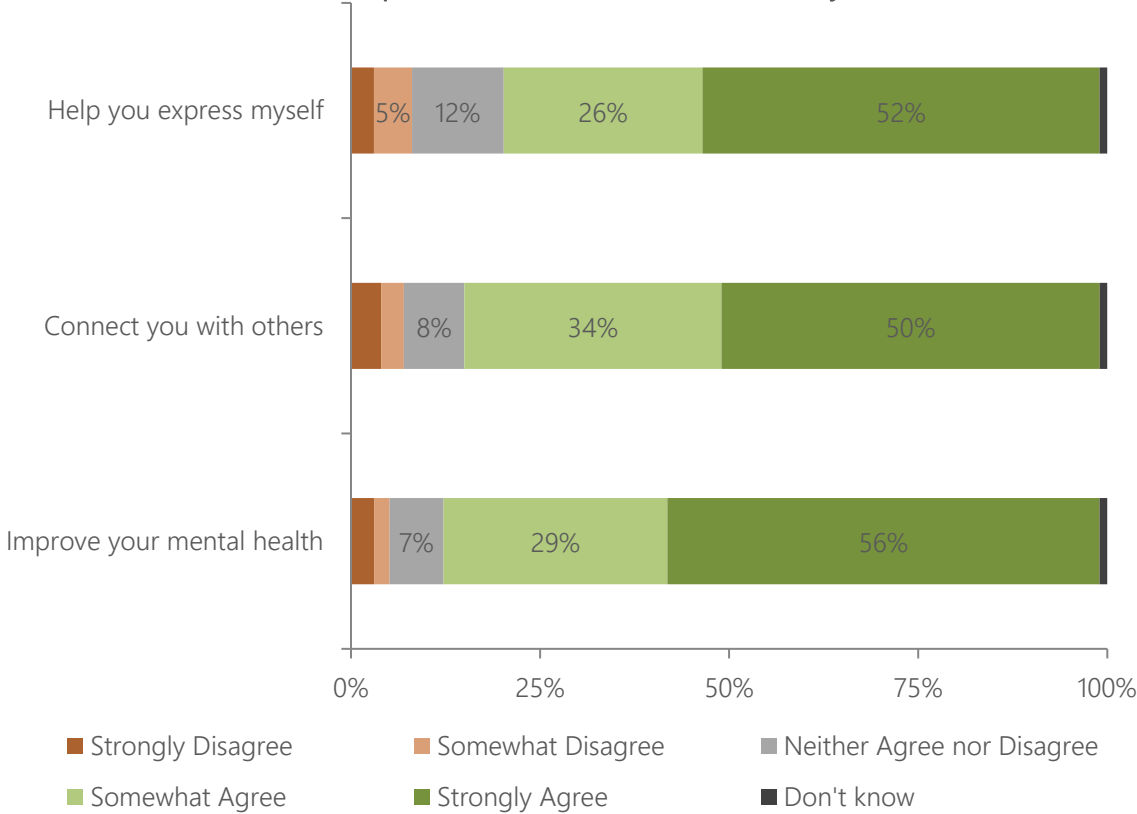
Percentage agreeing that arts, culture, and creativity _____ for the city of Denver



- > Non-Hispanic, non-Black residents were more likely to believe that arts, culture, and creativity increase quality of life and livability, improve Denver's national reputation, and cause positive changes in society.
- > Non-Hispanic, non-Black residents were also the most indifferent (neither agreeing nor disagreeing) about whether arts, culture, and creativity address issues of racial injustice.
- > Hispanic residents were slightly more likely to believe that arts, culture, and creativity bring communities together. However, they were more indifferent about whether arts, culture, and creativity contribute to Denver's economy.
- > Black residents were slightly more likely to doubt that arts, culture, and creativity help address issues of racial injustice in Denver or that they represent diverse communities. A larger percentage of them somewhat disagreed with this statement, relative to other residents (not shown).
- > Black residents were less indifferent and slightly more torn as to whether arts, culture, and creativity help the Denver community heal during a crisis. A larger percentage of them somewhat disagreed with this statement, relative to other residents (not shown).

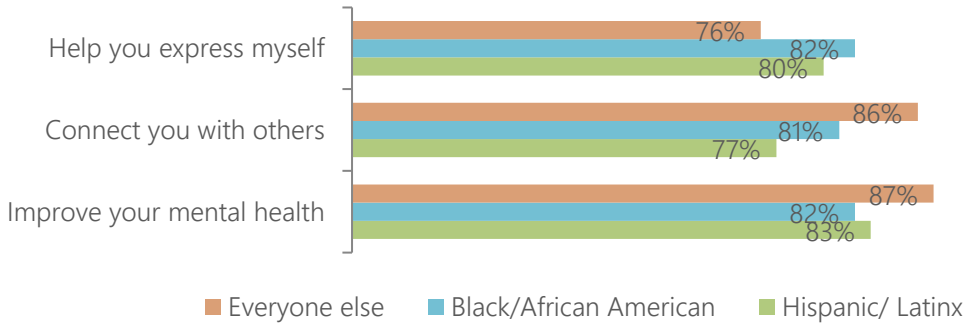
More than half of residents strongly believed that arts, culture, and creativity improve their mental health

Personal impact of arts, culture, and creativity



- > Artists and residents with higher levels of education were more likely to believe that arts, culture, and creativity had positive impacts on them personally.
- > Residents younger than 35 more strongly believed that arts, culture, and creativity help them express themselves and connect them with others.
- > While there were slight differences in ratings of the personal impact of arts, culture, and creativity by race and ethnicity, these differences were not statistically significant.
- > This suggests that regardless of race or ethnicity, most residents experience a personal benefit from arts, culture, and creativity.

Percentage agreeing that arts, culture, and creativity _____ for them personally

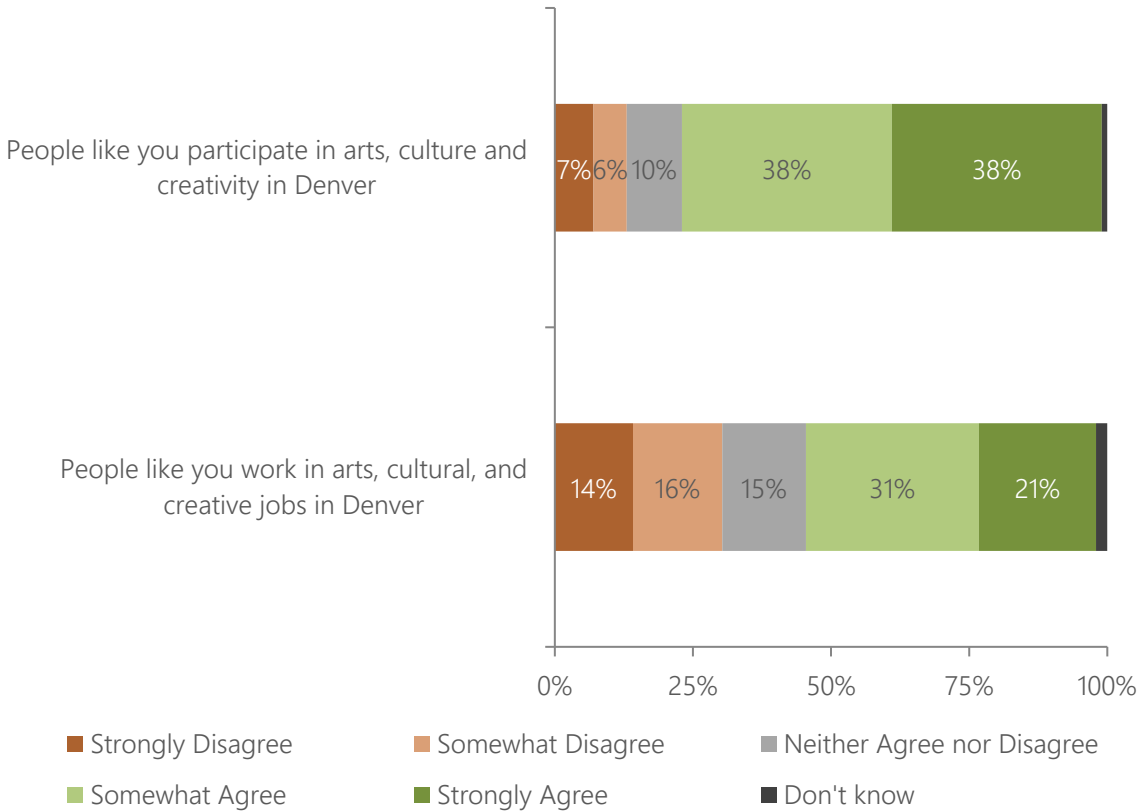


Q14. How much do you agree or disagree with the following statements about what arts, culture, and creativity do for you personally?

ACCESS TO ARTS, CULTURE, & CREATIVITY

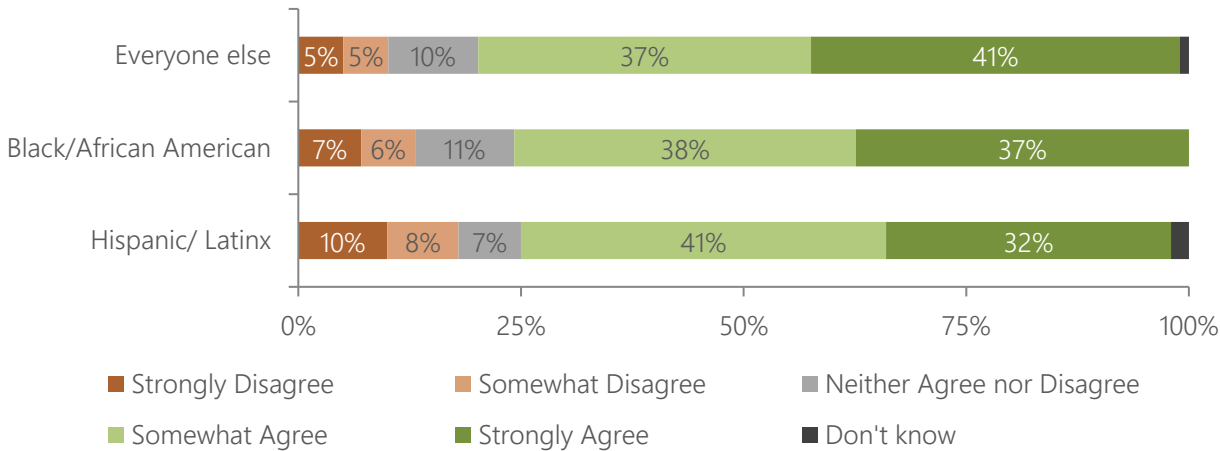
A majority of residents believed that people like them participate in arts, culture, and creativity in Denver

Percentage agreeing that _____



- > More than three quarters of residents believed that people like them participate in arts, culture, and creativity in Denver.
- > Artists and those who work or volunteer for arts education or for an arts, cultural, or creative organization more strongly believed that people like them participate or work in arts, culture, and creativity.
- > There were few differences by race and ethnicity. Non-Hispanic, non-Black residents more strongly believed that people like them participate in arts, culture, and creativity in Denver.

People like you participate in arts, culture and creativity in Denver

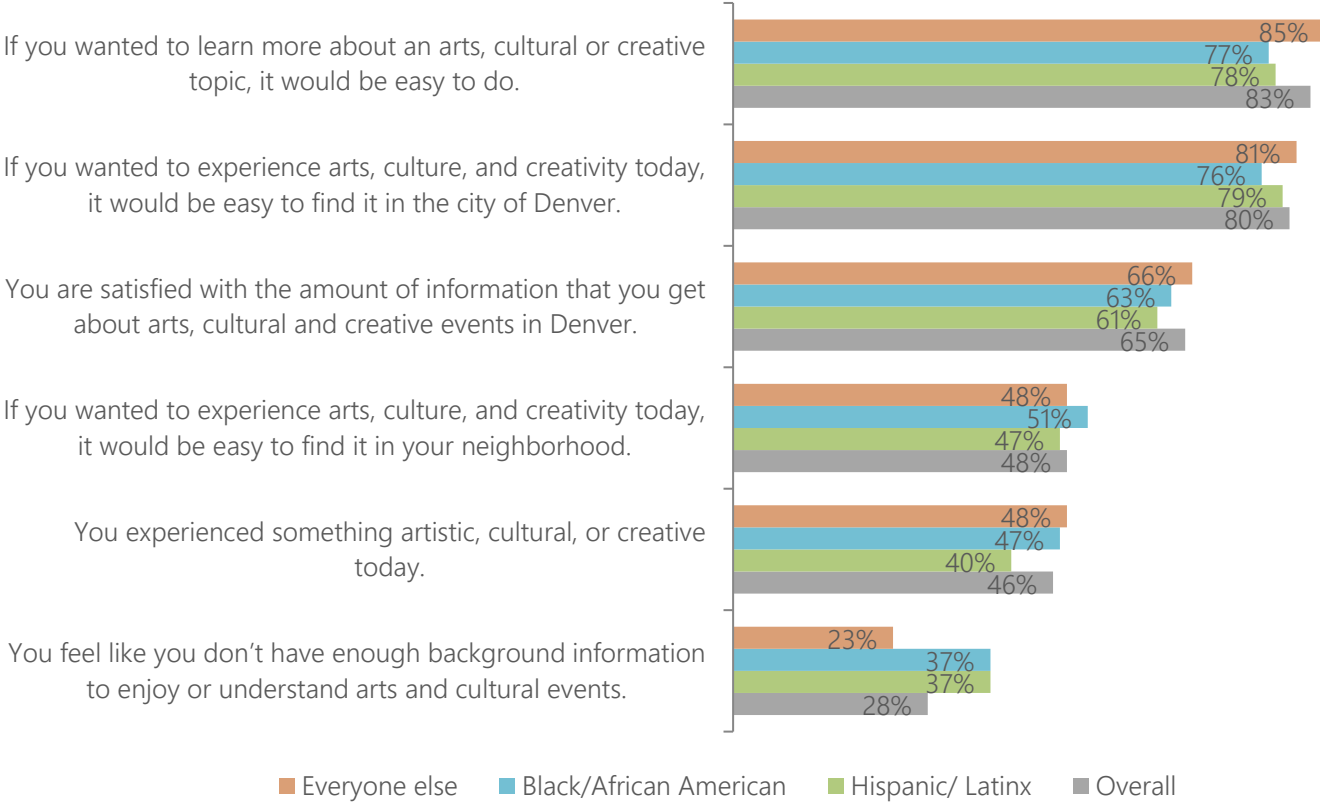


Q15. Do you Strongly Agree, Somewhat Agree, Neither agree nor disagree, Somewhat Disagree, or Strongly Disagree with the following statements?

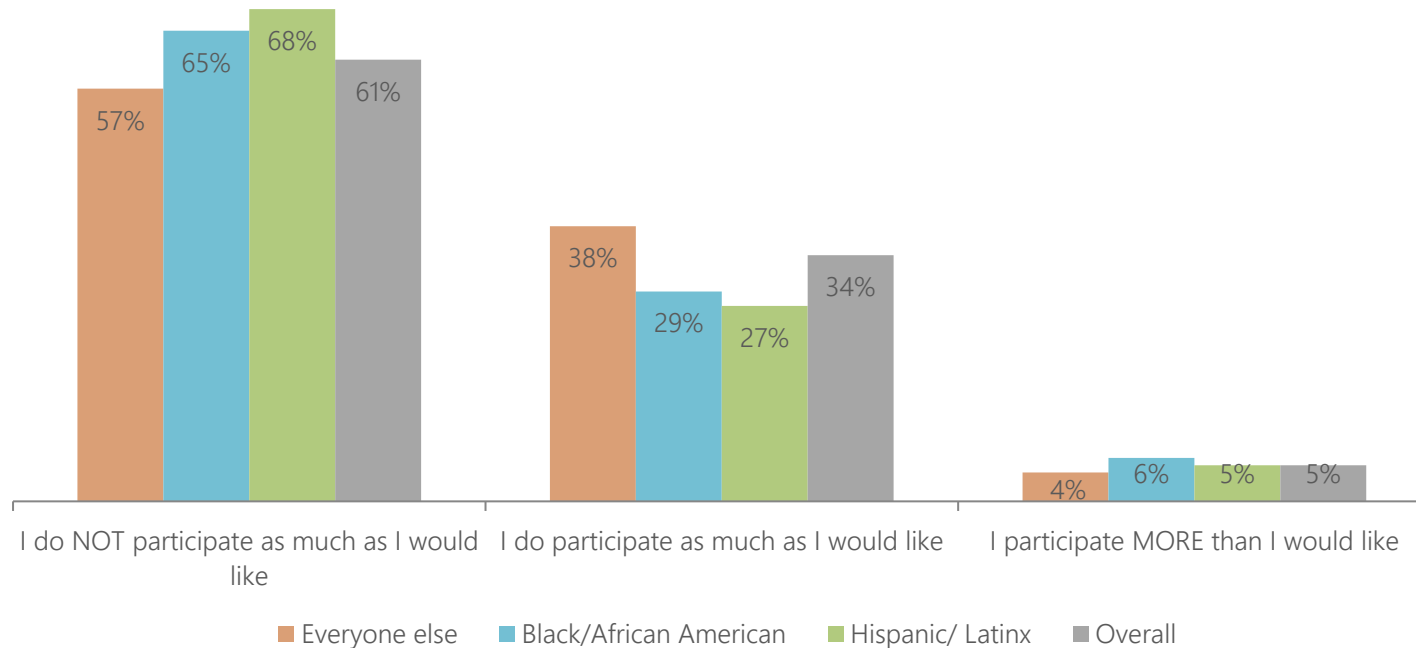
Residents believed it was easier to find arts, culture, and creativity in Denver than in their neighborhood

- > Younger residents and those with lower education levels were more likely to say it is easy to find arts, culture, and creativity in their neighborhood.
- > Non-Hispanic, non-Black residents reported that it is easier to learn more about an arts, culture, or creative topic.
- > Hispanic residents were slightly less likely to have experienced something artistic, cultural, or creative on the day they were surveyed. Residents younger than 35 and artists were more likely to report experiencing something artistic, cultural, or creative.
- > Hispanic and Black residents were more likely to report feeling like they do not have enough background information to enjoy or understand arts and cultural events.
- > Residents who are not artists and those with lower education levels were also more likely to report feeling like they do not have enough background information.

Percentage saying statements are true



More than 60% of residents reported not participating in arts, culture, and creativity as much as they would like



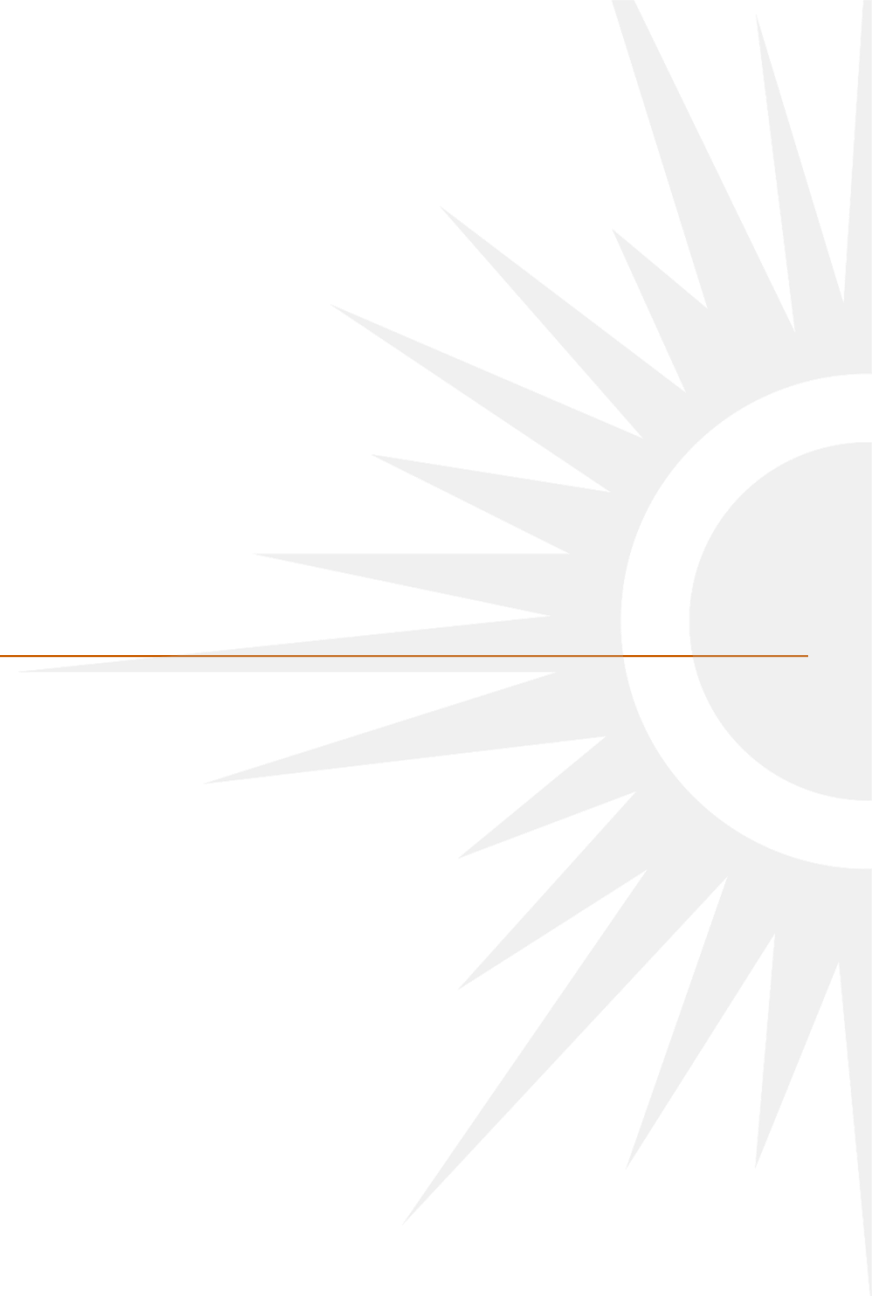
- > Hispanic residents were especially likely to have said that they do not participate as much as they would like.
- > Residents who are not artists, those who do not volunteer or work in arts education, those who do not volunteer or work for an arts, cultural, or creative organization, women, and those with less than a graduate or professional degree, were most likely to report that they do not participate as much as they would like.

When residents compare arts, culture, and creativity in their neighborhood to Denver, they generally think about specific venues and festivals

- > A majority of responses to this question reiterated people's affinity for the arts and cultural activities in Denver generally. Respondents noted particular venues, galleries, or public art festivals they have participated in or visited in the past. Overall, respondents expressed satisfaction with the arts, culture, and creativity in Denver generally, rather than in particular neighborhoods.

"While my neighborhood has different arts and culture opportunities to participate in, Denver definitely has much richer opportunities. I'm really happy it's so close by and that I work so close to museums and areas of diverse cultures and heritage."

DEMOGRAPHICS



Demographics

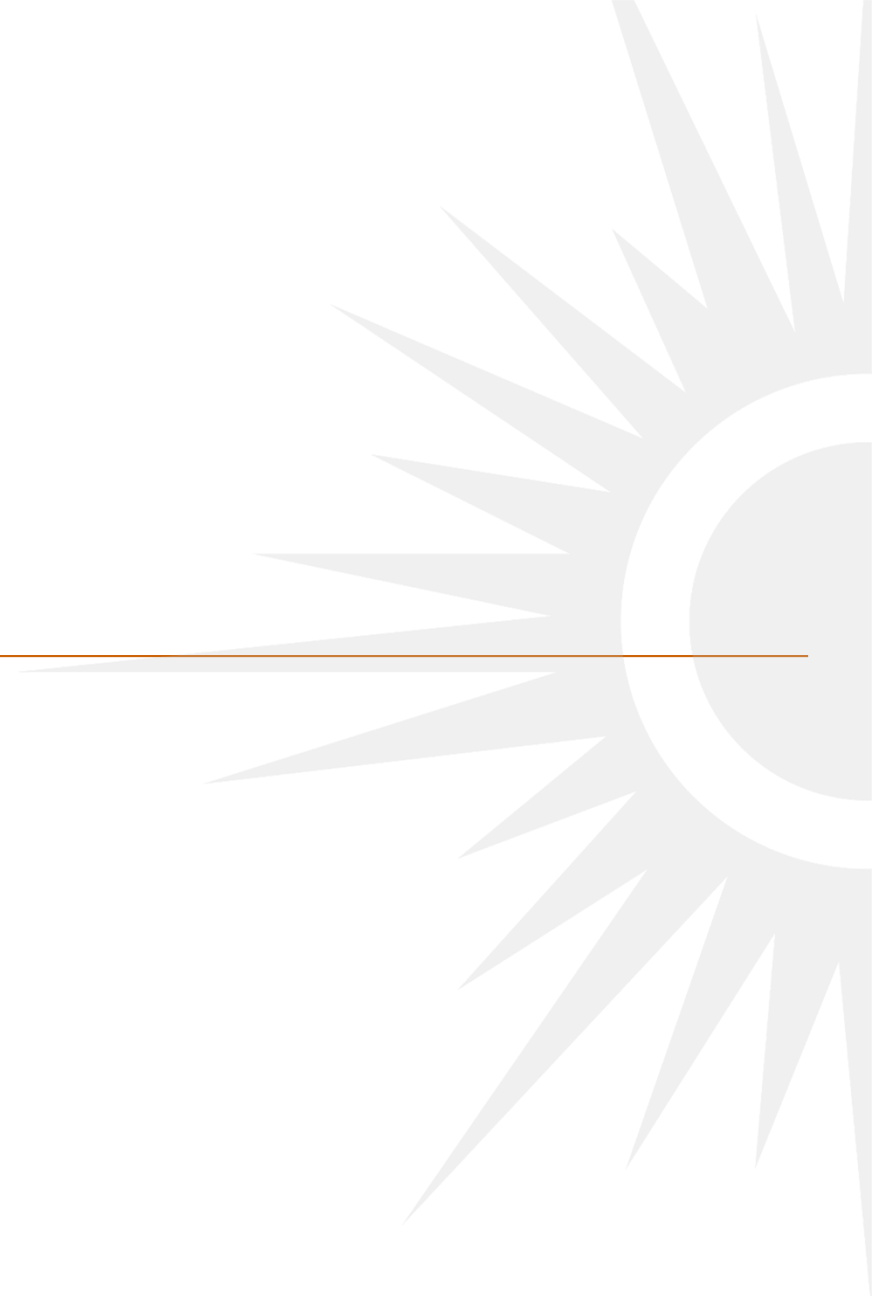
	Total	Hispanic/ Latinx	Black/African American	Everyone else
Artist				
No reply	1%	1%	1%	1%
Yes	32%	28%	39%	32%
No reply	67%	70%	59%	67%
Don't know	0%	1%	1%	-
Volunteer or work for arts, cultural, or creative organization				
No reply	0%	-	-	0%
Yes	15%	15%	17%	14%
No	84%	84%	82%	85%
Don't know	1%	1%	1%	1%
Volunteer or work in arts education				
No reply	1%	1%	0%	1%
Yes	9%	7%	13%	9%
No	90%	90%	86%	90%
Don't know	0%	1%	-	-
Race/Ethnicity				
American Indian/Native American/Alaska Native	3%	4%	4%	2%
Asian	2%	-	0%	3%
Black/African American	10%	5%	100%	-
Hispanic or Latino/Latina/Latinx (modified in 2020)	26%	100%	-	-
White	57%	9%	6%	84%
Native Hawaiian or other Pacific Islander	0%	-	-	0%
Multiracial	2%	1%	1%	2%
Some other race	1%	-	1%	2%
Refused/Don't Know [phone only]	5%	-	-	8%

	Total	Hispanic/ Latinx	Black/African American	Everyone else
Kids <18 in Household				
No reply	-	-	-	-
Yes	34%	46%	39%	29%
No reply	65%	53%	60%	71%
Don't know	1%	1%	1%	0%
Gender				
No reply	0%	-	-	0%
Male	51%	47%	52%	53%
Female	48%	52%	47%	47%
Another gender identity	0%	-	2%	-
Refused [phone only]	0%	1%	-	0%
Education				
No reply	0%	-	0%	0%
Some high school, no diploma or GED	2%	4%	7%	1%
High school diploma/GED	16%	36%	20%	8%
Some college, no college degree	16%	17%	26%	14%
Associate degree	8%	10%	9%	7%
Bachelors degree	31%	17%	25%	37%
Graduate/Professional degree	26%	15%	10%	33%
Refused [phone only]	1%	2%	3%	1%

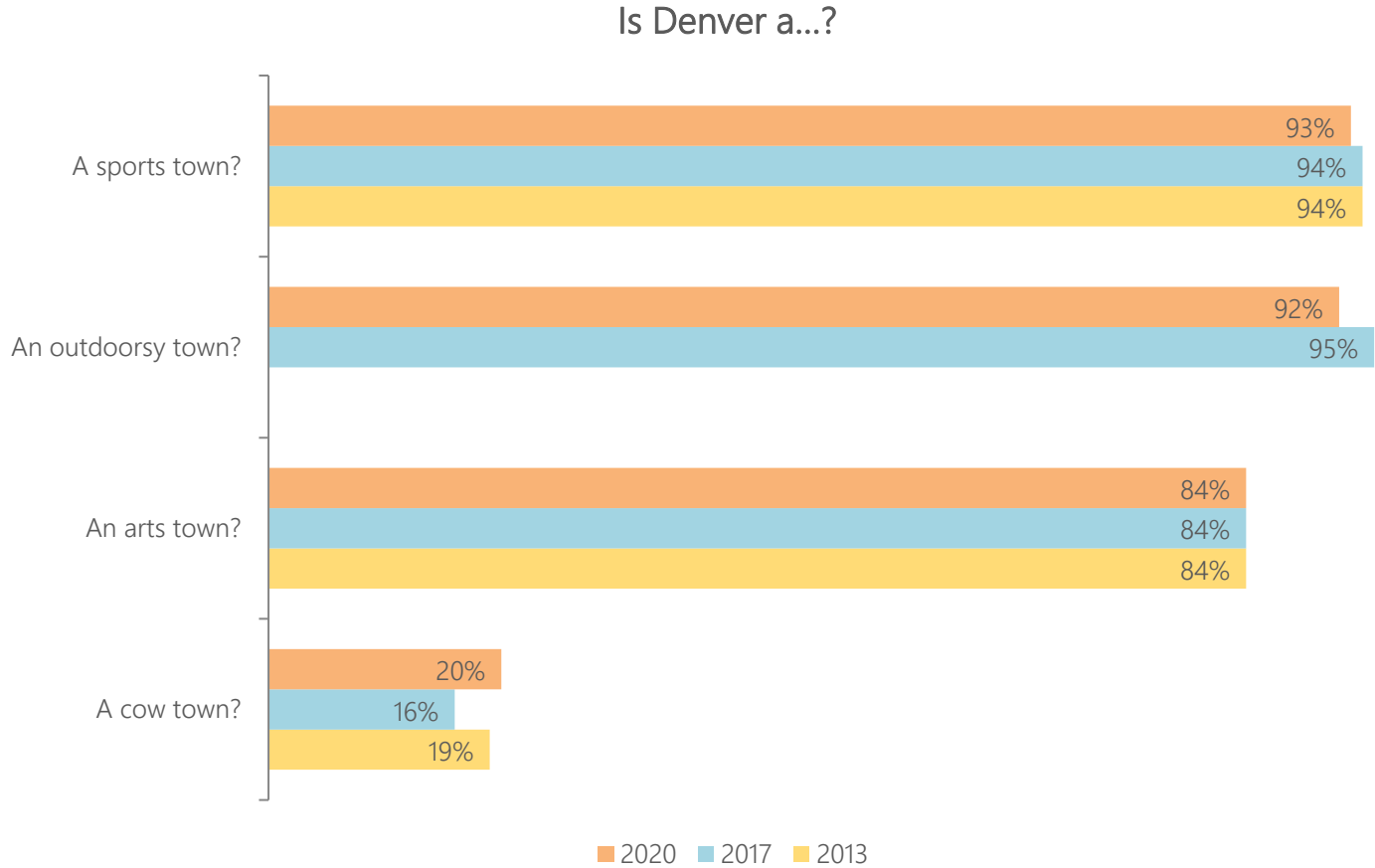
DETAILED FINDINGS: COMPARISONS WITH PREVIOUS YEARS



PERCEPTIONS



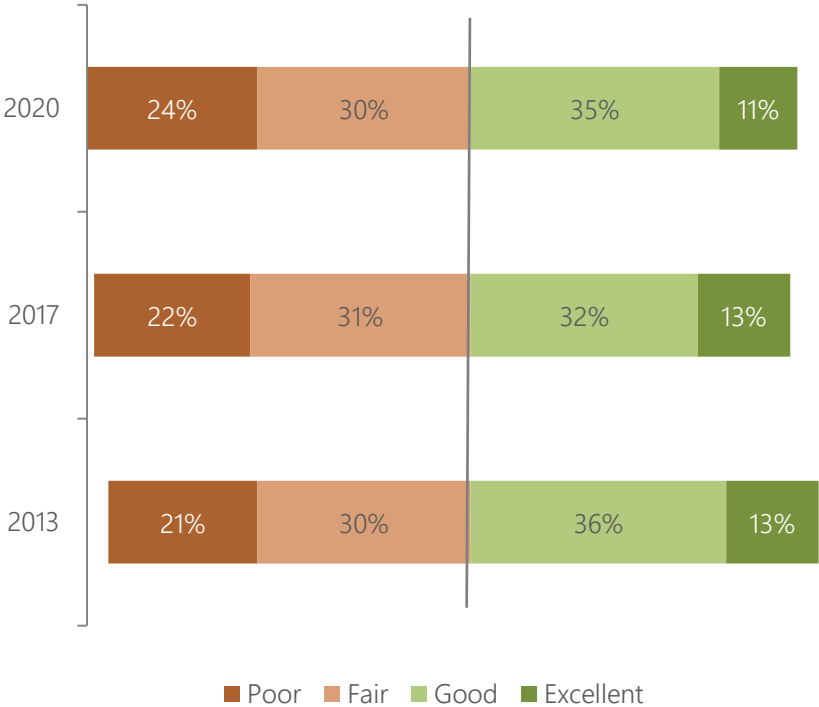
Perceptions of Denver as an arts town have remained consistent over the past 7 years



- > Perceptions of Denver as an arts town and as a sports town have remained consistent over the past 7 years.
- > Residents in 2020 were more likely to say that Denver is a cow town and less likely to say that it is an outdoorsy town, compared to 2017.

Ratings of the amount of arts, culture, and creativity in residents' neighborhoods decreased slightly in 2020

The amount of arts, culture and creativity in your neighborhood (currently*)

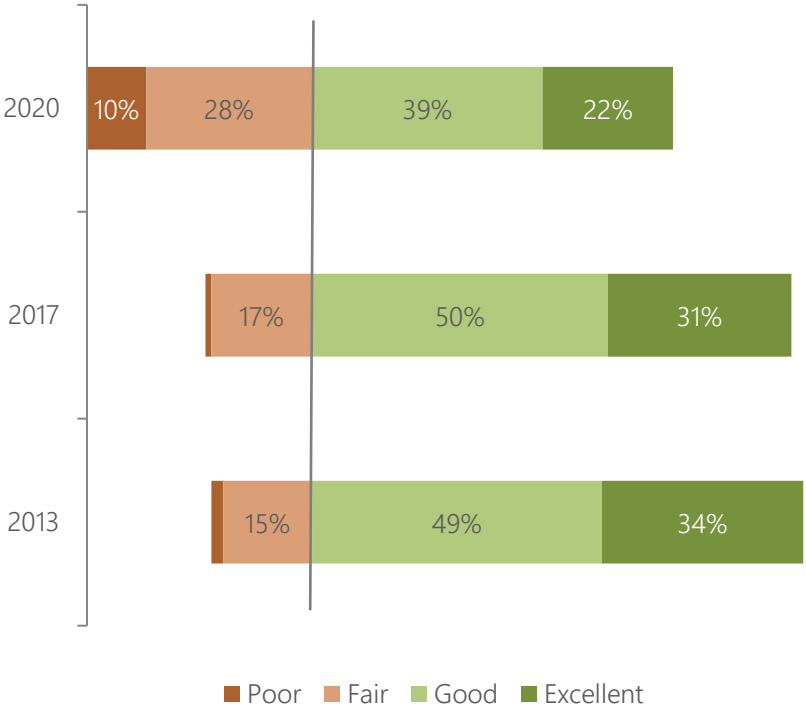


- > Residents in 2020 were slightly more likely to rate the amount of arts, culture, and creativity in their neighborhood as poor, compared to previous years.
- > While Black residents' ratings of the amount of arts, culture, and creativity in their neighborhood improved slightly, Hispanic residents' ratings decreased. This may be partially related to age, as Hispanic residents are relatively younger than Black residents, and younger residents' ratings of arts, culture, and creativity in their neighborhood decreased more significantly, compared to other ages, in 2020.

*Question was modified in 2020 with the addition of the word "currently" to assess better the impact of COVID

Ratings of the amount of arts, culture, and creativity in Denver decreased in 2020

The amount of arts, culture and creativity in Denver (currently*)

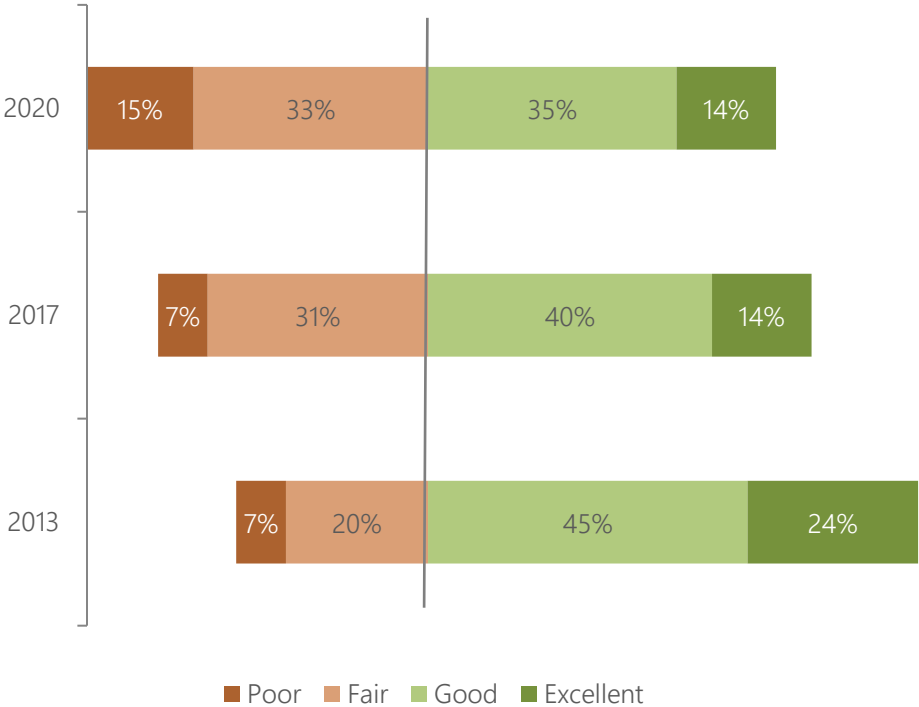


> Residents across all segments rated the amount of arts, culture, and creativity in Denver as worse in 2020, compared to previous years. This is hardly surprising, given how much of the sector was cancelled or closed due to COVID-19.

*Question was modified in 2020 with the addition of the word "currently" to assess better the impact of COVID

Ratings of the amount of culturally diverse programs in Denver decreased in 2020

The amount of culturally diverse programs in Denver (currently*)



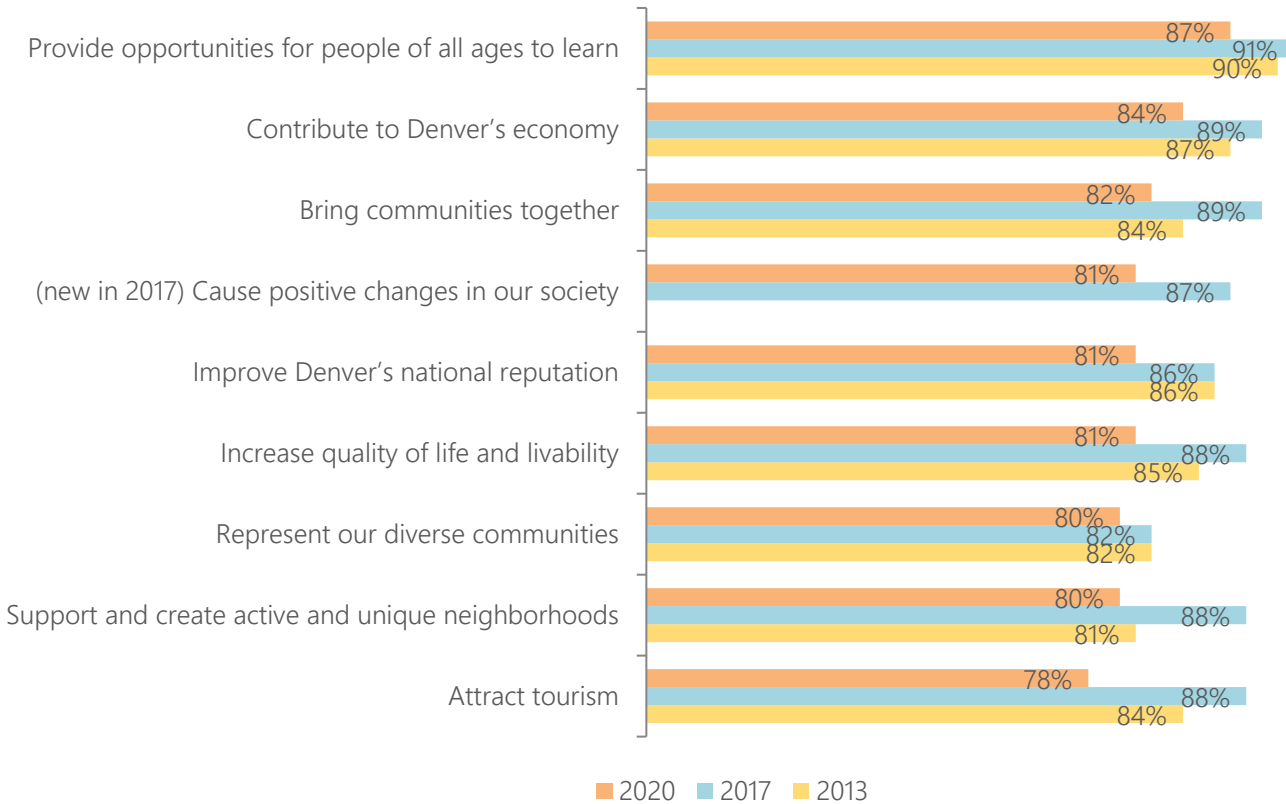
*Question was modified in 2020 with the addition of the word "currently" to assess better the impact of COVID

- > Ratings of the amount of culturally diverse programs in Denver decreased across almost all segments of residents. Ratings of residents younger than 35 did not decrease in 2020, compared to 2017.
- > It is likely that some of this change is due to cancellations and closings due to COVID-19, and some might be due to a greater awareness of culturally diverse offerings after the George Floyd protests this summer.

BELIEFS ABOUT THE IMPACT OF ARTS, CULTURE, & CREATIVITY

Overall, residents were a little more indifferent about the impact of arts, culture, and creativity on Denver in 2020

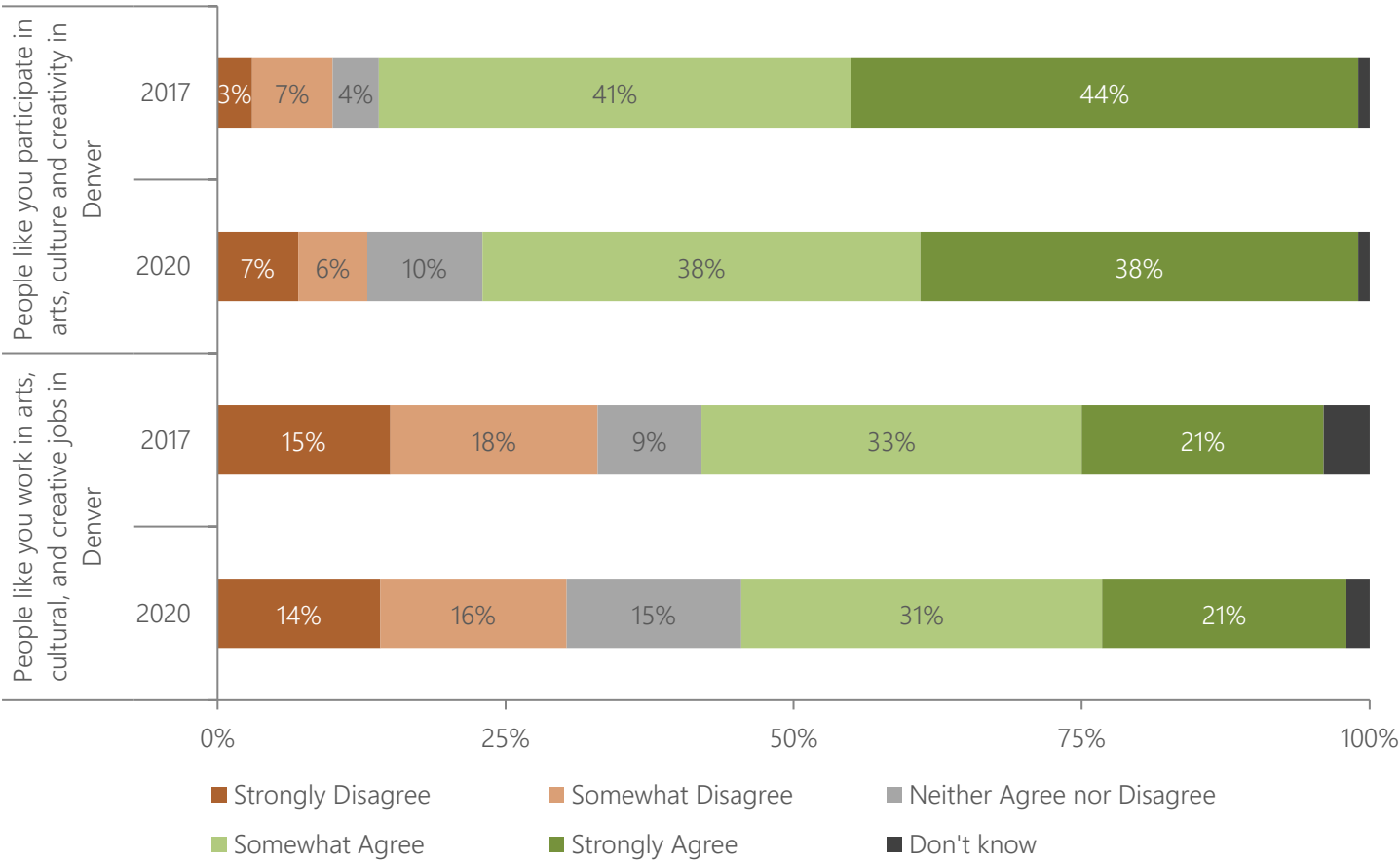
Percent who believe that arts, culture, and creativity in Denver...



- > Residents in 2020 tended to be more likely to choose “neither agree nor disagree” with each statement about the impact of arts, culture, and creativity on Denver, relative to previous years. As a result, belief in the positive impact of arts, culture, and creativity on Denver dipped slightly for most items.
- > Although not directly tested, it is likely that COVID-19 and its restrictions affected people’s responses. Belief that arts, culture, and creativity attract tourism to Denver showed one of the more significant drops.
- > Hispanic residents in 2020 were especially more indifferent about some of the positive impacts of arts, culture, and creativity, compared to previous years. They showed the largest dips for supporting and creating active and unique neighborhoods, providing opportunities for people of all ages to learn, contributing to Denver’s economy, and improving Denver’s national reputation.
- > Non-Hispanic, non-Black residents in 2020 more strongly believed that arts, culture, and creativity improve Denver’s national reputation, contribute to Denver’s economy, and bring communities together.

ACCESS TO ARTS, CULTURE, & CREATIVITY

Residents in 2020 were less likely to believe that people like them participate in arts, culture, and creativity in Denver



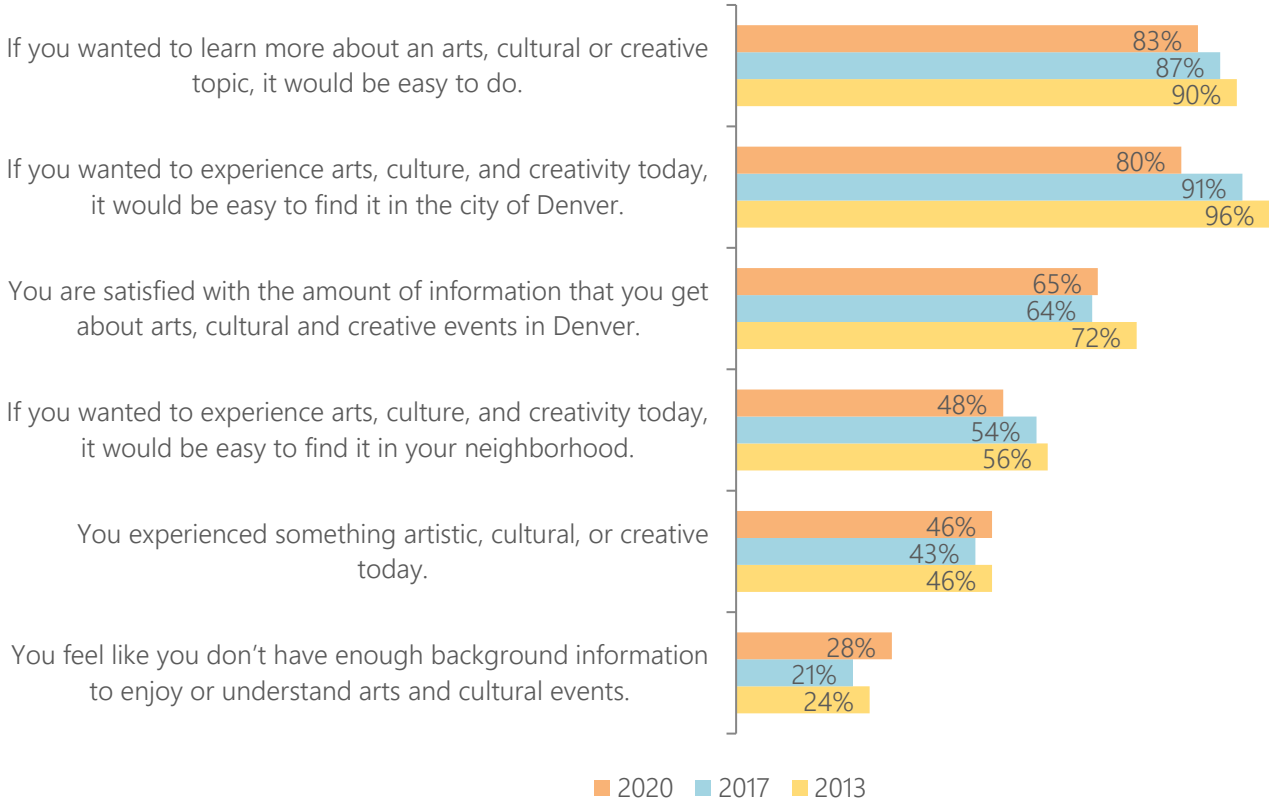
- > This was true across all different segments of residents. Some of the biggest decreases were among non-Hispanic, non-Black residents.
- > Again, this is likely a reflection of the impact of COVID, since all types of residents showed this decrease in 2020.

Q15. Do you Strongly Agree, Somewhat Agree, Neither agree nor disagree, Somewhat Disagree, or Strongly Disagree with the following statements?

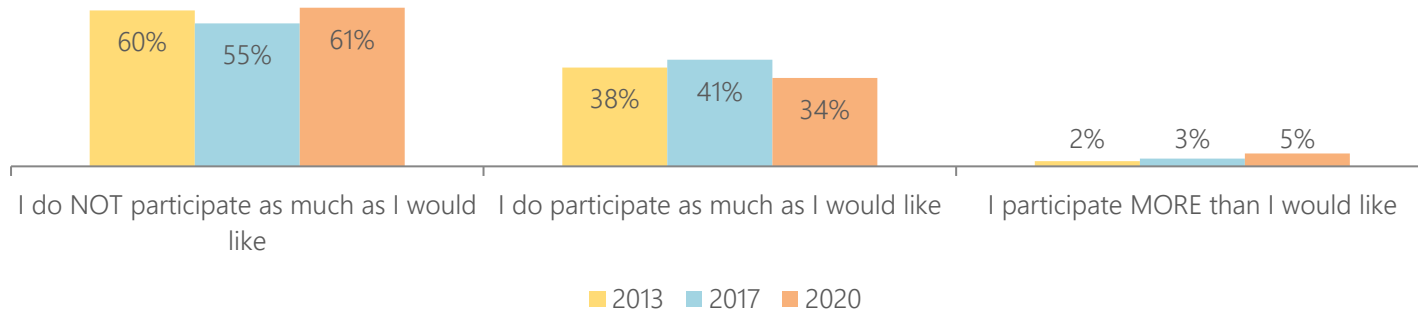
In 2020, it was not as easy for residents to find arts, culture, and creativity in Denver and in their neighborhood

- > Ease of finding arts, culture, and creativity in their neighborhood decreased for most residents. However, it did not decrease for Black residents or residents younger than 35.
- > Residents in 2020 were less likely to report that it was easy to find arts, culture, and creativity in Denver. This was true regardless of age, gender, and race or ethnicity.
- > Residents in 2020 were also less likely to report that it would be easy to learn about an arts, cultural, or creative topic. Additionally, they were more likely to say that they felt like they didn't have enough background information to enjoy or understand arts and cultural events. Again, this was true regardless of age, gender, and race or ethnicity.
- > Interestingly, roughly half of residents in 2020 reported that they had experienced something artistic, culture, or creative today. This was similar to previous years. This suggests that while residents in 2020 are as likely to report experiencing arts, culture, or creativity that day, they believe it is more difficult to find arts, culture, and creativity in their neighborhood or the city.

Percent who said statement is true

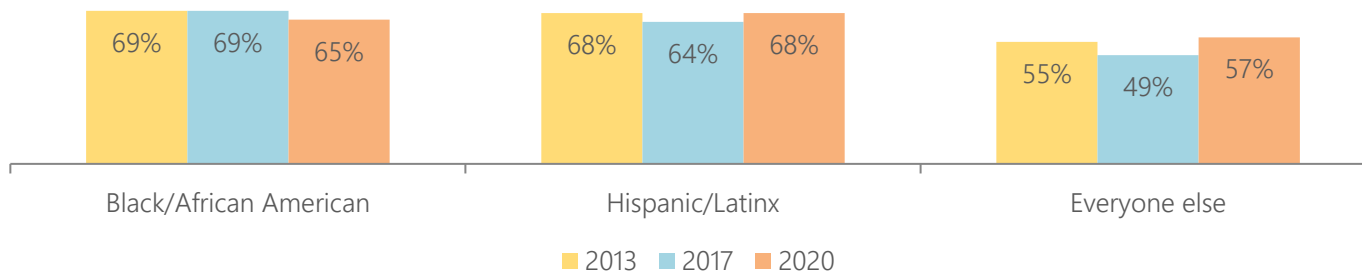


The percentage of residents who are not participating as much as they would like increased in 2020



- > Not surprising given the impact of COVID-19, the percentage of residents who felt like they were not participating in arts, culture, and creativity as much as they would like increased in 2020. This is similar to the level in 2013.
- > Most of this change was due to more non-Hispanic, non-Black residents reporting that they do not participate as much as they would like. Changes for Black and Hispanic residents were not statistically significant.

Do not participate as much as I would like



APPENDIX



> SURVEY INSTRUMENT DESIGN

- The survey instrument for this study was developed through a collaborative process between Corona Insights and Arts and Venues staff. Arts and Venues staff met with Corona to discuss initial concepts, and based on this information, Corona developed a polished survey instrument. Arts and Venues staff then provided final approval.

> SURVEY IMPLEMENTATION

- All surveys were conducted via telephone or online panel between September 15 and November 9, 2020. The telephone sample included both landlines and cell phones. The proportion of cell phone to landline surveys was determined based on NHIS (National Health Interview Survey) data for “cell only” and “cell mostly” households. Dual users (i.e., households who have both cell phones and landlines) were not excluded from the cell sample, nor were they excluded from the landline sample.
- The specific number of respondents in each of the various subpopulations examined is shown in the table to the right.

Audience	Total Completed Surveys	Completed by Phone	Completed Online
Total Population	816	441	375
Hispanic/Latinx	200	107	93
Black/African American	191	117	74
Everyone Else	425	217	208

> DATA CLEANING

- To ensure quality responses, the online panel data was cleaned. Respondents were flagged for speeding, giving nonsensical open-ended responses, being outside of the research area, and giving similar responses (e.g., all “strongly agree”) on multiple questions. Those with significant or too many flags were removed from the data, resulting in an online sample of 375.

> SAMPLE & RESPONDENTS

- Surveys were conducted without a screener for dual-users (landline and cell). In other words, dual phone users were not excluded from the sample. Other researchers have determined that screening out dual-users from the cell phone sample introduces more bias into overall results (Brick et al., 2006; Kennedy, 2007).

> SELECTION PROBABILITY/COMPOSITING ESTIMATOR

- Keeping dual-users from both landline and cell samples results in a selection probability for dual-users that is twice that of cell-only and landline-only users. When combining data from both samples, a composite estimator is used to down-weight the dual-users. [The weights used are based on the proportion of dual-users coming from the cell and landline samples (see Kennedy, 2007 for explanation). In the survey, 49% of the dual-users were in the cell sample, and 51% were in the landline sample. So, all single-users and online panel respondents got a weight of 1, while dual-users from the cell sample got a weight of 0.49, and dual-users from the landline sample got a weight of 0.51.]

> WEIGHTS BEFORE COMBINING CELL AND LANDLINE SAMPLES (PRE-WEIGHTS FOR TELEPHONE SERVICE)

- Because of different response probabilities among single- and dual-users within each sample, we first weight each sample individually for single- and dual-users using NHIS population data. In the cell sample, single-users are over-represented compared to dual-users; however, in the landline sample, dual-users are over-represented compared to single-users. Weighting for phone respondents is done to two categories in each sample: cell sample = cell-only + dual users; landline sample = landline-only + dual users. Weighting for online panel respondents is done to three categories: cell-only, dual, and landline-only.

> COMBINING SAMPLES/INPUT WEIGHT

- The pre-weight for telephone service is multiplied by the compositing estimator for each person, and the resulting weighted counts (combining samples) are the input for the next stage of weighting to demographic variables.

> RAKED WEIGHTS

- Raked weights for the sample are based on age (three categories: 18-34, 35-54, 55+), gender, race/ethnicity (African Americans, Hispanic/Latinx, and Everyone else) and telephone service (landline-only, dual, cell-only). Telephone usage (i.e., landline-only, landline-mostly, dual use, cell-mostly, cell-only) was not used as a weighting variable because it has not been found to reduce bias compared to telephone service alone (Kennedy, 2007), and it results in a larger design effect.
- Population estimates for age, gender, and race/ethnicity were obtained from the 2019 American Community Survey. Population estimates for telephone service in Denver were obtained from National Health Statistics Reports, 2018.
- Cell weighting is not possible because estimates of telephone service by age are not available. Therefore, a process of iterative marginal weighting (i.e., raking or RIM weighting) was used to develop weights for each respondent in the cell and landline sample. Twenty-two iterations were performed to allow convergence.

> COMBINING PHONE AND ONLINE PANEL

- To combine both phone and online panel results, both samples were separately weighted to age, gender, and telephone service in a first phase.
- In the second phase of weighting, we used a calibration question to further weight the online panel sample to the phone sample.

- In this phase, the phase one weighted online panel data is submitted to an iterative marginal weighting to develop weights for the online panel respondents based on demographics (age and gender) and the calibration question (DiSogra et al., 2011). The weighted phone response to the calibration question is used as the population estimate in this phase.

> REFERENCES

- Brick, J. M., Dipko, S., Presser, S., Tucker, C., Yuan, Y. (2006). Nonresponse bias in a dual frame sample of cell and landline numbers. *Public Opinion Quarterly*, Vol. 70(5), pp. 780–793.
- Blumberg, S.J., Luke, J.V., Ganesh, N., et al. (2011). Wireless substitution: State-level estimates from the National Health Interview Survey, January 2007–June 2010. *National health statistics reports; no 39*. Hyattsville, MD: National Center for Health Statistics.
- DiSogra, C., Cobb, C., Dennis, J.M. and Chan, E. 2011. Calibrating nonprobability Internet samples with probability samples using early adopter characteristics. *Proceedings of the American Statistical Association, Section on Survey Research. Joint Statistical Meetings (JSM)*. Miami Beach, FL
- Kennedy, C. (2007). Evaluating the effects of screening for telephone service in dual frame RDD surveys. *Public Opinion Quarterly*, Vol. 71(5), pp. 750–771.

Margin of Error

- > A total of 816 surveys were completed during the survey period, resulting in an overall adjusted margin of error of (plus or minus) 4.0 percent with a 95 percent confidence level. Margins of error take into account the weighting factors.
- > During the course of the survey, Corona recorded information on several attributes of survey respondents, including their race/ethnicity, age, and artist status. It is possible to segment findings among these groups with varying degrees of confidence.
- > To the right is a table of the margins of error for the key racial and ethnic groups examined in this report. The margins of error have been adjusted for weighting factors.

Audience	Margin of Error
Total Population	±4.0%
Hispanic/Latinx	±7.4%
Black/African American	±7.5%
Everyone Else	±5.3%

- > Included with this report is an Excel file of data tables and open ends that segments the data by the following:
 - Race/Ethnicity: Black/African American, Hispanic/Latinx, Everyone Else
 - Age: <35, 35 to 54, 55+
 - Artist
 - Work/Volunteer for arts, culture or creative organization
 - Work/Volunteer for arts education
 - Have children under 18 in household
 - Gender
- > Also included is the survey instrument.

CORONA INSIGHTS

1580 Lincoln Street

Suite 510

Denver, CO 80203

303.894.8246

CoronaInsights.com

