

COVID Cultural Impact Study - Public Participation Survey

Welcome

ArtsFund is conducting the COVID Cultural Impact Study (CCIS) Public Participation Survey to learn about *your* cultural participation since March 2020 and your anticipated participation post-pandemic.

The information you provide will be used anonymously and in aggregate and will enable us to create a comprehensive impact study of the COVID-19 pandemic on arts, cultural, heritage, and science nonprofit organizations in Washington State.

It will take approximately 15 minutes to complete this survey. You must be 18 years or older to participate.

- To preview the questions, please [click here](#).
- If you experience any technical difficulty, or need assistance completing the survey, please contact CCIS@artsfund.org.
- To learn more about the project, please [click here](#).

To take this survey:

- Use the 'previous' and 'next' buttons at the bottom of the page to navigate.
- Your survey will automatically save.
- If you do not complete your survey in one sitting, to return to where you left off, click the survey link from the same device you were using before.
- To change any answers to your survey after submitting it, click the survey link again.

Thank you for your time, your cooperation, and your support of the cultural nonprofit sector in Washington State.

COVID Cultural Impact Study:

Conducted by:

- BERK Consulting, Inc.
- GMA Research, Bellevue, Washington
- Dr. William B. Beyers, University of Washington

Commissioned by: ArtsFund

The Report is sponsored by

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With additional support from

 **PAUL G. ALLEN
FAMILY FOUNDATION**

**NESHOLM FAMILY
FOUNDATION**

COVID Cultural Impact Study - Public Participation Survey

Eligibility

* 1. Are you 18 years or older?

Yes

No

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Participation

For the purposes of this survey, we are considering the following to be cultural programs: a live program, a time restricted program (with a start time and end time for access), or general admission.

Examples can include: workshops, classes, performances, lectures, film screenings, discussions, youth and family focused activities, educational programs, permanent and special exhibitions, events, festivals, etc. hosted by an arts, culture, heritage, or science Washington based nonprofit organization. This does not include on-demand programs that are viewable without a defined timeframe for availability.

March 2020 will be considered as a benchmark for the start of public health related closures.

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Participation

2. How frequently did you participate in cultural programs **prior** to March 2020?

- | | |
|---|--|
| <input type="radio"/> Weekly <u>or more</u> | <input type="radio"/> At least twice a year |
| <input type="radio"/> At least once a month | <input type="radio"/> Once a year <u>or less</u> |
| <input type="radio"/> At least once a quarter | <input type="radio"/> Not at all |

* 3. How frequently did you participate in cultural programs between March 2020 and today?

- | | |
|---|--|
| <input type="radio"/> Weekly <u>or more</u> | <input type="radio"/> At least twice a year |
| <input type="radio"/> At least once a month | <input type="radio"/> Once a year <u>or less</u> |
| <input type="radio"/> At least once a quarter | <input type="radio"/> Not at all |

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Participation

4. Since March 2020, what types of cultural programming have you participated in? Check all that apply.

- | | |
|--|--|
| <input type="checkbox"/> Cultural heritage/Historic preservation | <input type="checkbox"/> Music and Opera |
| <input type="checkbox"/> Dance | <input type="checkbox"/> Science/Conservation/Aquarium/Zoo |
| <input type="checkbox"/> Festival | <input type="checkbox"/> Theater |
| <input type="checkbox"/> Film/Media | <input type="checkbox"/> Visual Arts |
| <input type="checkbox"/> Literary arts | |
| <input type="checkbox"/> Multidisciplinary | |
| <input type="checkbox"/> Other (please specify) | |

- None of the above

5. Since March 2020, have you participated in new or different content types of cultural programming?

- Yes
 No

6. Of the cultural programs you participated in since March 2020, please estimate the approximate percentage of where those programs were produced. Your total must equal 100.

Inside Washington State

USA, outside of Washington State

Outside of USA

I don't know

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Participation

7. Since March 2020, what have been the reasons for your participation in cultural programs? Check all that apply.

- | | |
|--|---|
| <input type="checkbox"/> To celebrate your own or your family's cultural heritage | <input type="checkbox"/> To feel less isolated |
| <input type="checkbox"/> To do something different/change your routine | <input type="checkbox"/> To participate in your local community/makes me feel connected to my community |
| <input type="checkbox"/> To escape/relax | <input type="checkbox"/> Promotes social change |
| <input type="checkbox"/> To experience art | <input type="checkbox"/> To see a specific performer, exhibit, or production |
| <input type="checkbox"/> To feel creative or creatively inspired/makes me feel creative | <input type="checkbox"/> To socialize with family or friends |
| <input type="checkbox"/> For health reasons | <input type="checkbox"/> To support a community organization or program |
| <input type="checkbox"/> To introduce a specific child/children to the activity | <input type="checkbox"/> To patronize an organization that I have strong connections to |
| <input type="checkbox"/> To learn something new/stimulates my personal growth/gives me insight into political and social ideas | <input type="checkbox"/> To check out a new organization |
| <input type="checkbox"/> To learn/refine new skills | <input type="checkbox"/> To understand different cultures and perspectives |
| <input type="checkbox"/> Makes me happy/brings me joy | |
| <input type="checkbox"/> For some other reason (Please describe) | |

8. Is there anything you would like to say about the role cultural programming or organizations have played in your life since March 2020?

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Patron Spending

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Think of the most recent cultural program, virtual or in-person, in Washington State that you participated in. If part of an ongoing series, consider your responses for a single class or program.

* 9. What was the name of the nonprofit organization whose cultural program you participated in?

* 10. How did you participate in the cultural program?

- In-person
- Online/digitally/remotely
- Other (please specify)

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Patron Spending

11. Including yourself, how many people were in your party?

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Patron Spending

12. Including yourself, how many people in your party participated in the cultural program?

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Patron Spending

13. Please estimate the total expenditures made by your party for each of the following categories.

Include any expenditures you would directly attribute to participating in the cultural program (virtual or in-person) identified in question 9, {{ Q9 }}.

One person should estimate expenditures for the entire party.

Please enter in **dollar amounts**.

Tickets/ admissions

Food/ beverages before, during, or after the program

Related merchandise and gifts

Child care/ Babysitting

Donations

Bus/ Rail/ Air/ Maritime Transportation

Transportation in my car

Taxi/ rideshare

Parking fees

Lodging/ accommodations

Technology

Other

14. If 'Other' please describe

15. Outside of program tickets and fees, how have you supported local cultural organizations since March 2020? Please check all that apply.

I have attended fundraisers for cultural organizations and donated

I have donated funds to COVID relief funds for cultural organizations

I have donated funds to cultural organizations

I am a volunteer at a cultural organization

I have donated funds to COVID relief funds for artists

Other (please specify)

None of the above

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Patron Spending

16. How has your financial support to cultural organizations (outside of program tickets and fees) changed, if at all, since March 2020? Check all that apply.

- Donate to more organizations
- Donate to fewer organizations
- Donate more funds per organization
- Donate fewer funds per organization
- Level of support has not changed since March 2020

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Readiness to Return

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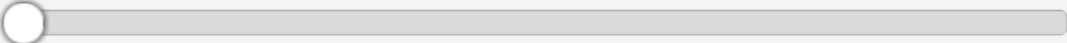
March 2020 will be considered as a benchmark for the start of public health related closures.

* 17. How do you feel about returning to **in-person** participation to cultural programs?

- I have already returned to in-person participation in cultural programs
- I am ready to return, but have not yet
- I am unsure/waiting to see
- I prefer to continue attending remotely for the foreseeable future

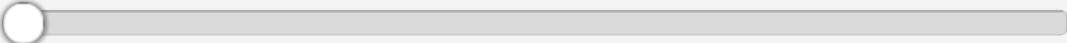
20. Over the next six months, as organizations continue to open for in-person cultural programming, to what degree do you plan to continue **virtual participation** in cultural programming?

No virtual programming Equal parts virtual and in-person programming All virtual programming



21. Over the next six months, if returning to in-person cultural programming, to what degree will your total spending on **cultural participation** (tickets, membership, food/beverages, transit, retail, etc.) be compared **per program** to your spending prior to March 2020?

Spending less than March 2020 Spending equal amounts Spending more than March 2020



22. Are you vaccinated for COVID-19?

- Yes, fully vaccinated
- Yes, partially vaccinated
- Yes, but there are unvaccinated people in my household
- No, but probably will get vaccinated
- No, and probably will not get vaccinated
- Prefer not to answer

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Role of Arts and Culture

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23. How important of a role do you think cultural nonprofit organizations will have in your community's post-pandemic recovery?

- Very important
- Somewhat important
- Important
- Not at all important
- Undecided

* 24. What role(s) are the most important for cultural nonprofit organizations to play in your community's post-pandemic recovery? Please choose up to 3.

- Economic recovery for businesses and organizations
- Processing trauma from COVID-19
- Creative re-imagining of post-pandemic economy and society
- Providing educational opportunities for adults and children
- Creating employment for individuals
- Offering inspiration and hope
- Encouraging community unity and vitality
- Providing entertainment and escape
- Re-activating public spaces
- Championing the voices of underrepresented communities
- Supporting mental wellness among youth
- Driving cultural tourism
- Supporting mental wellness among adults
- Other (please specify)

25. What role do you think cultural nonprofit organizations should play in communities post-pandemic?

26. What does recovery look like for the Washington State nonprofit cultural sector post-pandemic?

* 27. How does the current value you place on cultural programming compare to before March 2020?

- I value cultural programming more now than prior to March 2020
- I value cultural programming about the same amount as prior to March 2020
- I value cultural programming less now than prior to March 2020

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Role of Arts and Culture

28. Please tell us why the value you place on cultural programming has changed?

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Demographics

29. Do you identify as LGBTQIA+?

- Yes
- No
- Prefer not to answer

30. Do you identify as a person with a disability/diasbilities?

- Yes
- No
- Prefer not to answer

31. Do you identify as

- Male
- Female
- Prefer not to answer
- Prefer to self describe

32. Please indicate your age

- | | |
|-----------------------------|--|
| <input type="radio"/> 18-24 | <input type="radio"/> 55-64 |
| <input type="radio"/> 25-34 | <input type="radio"/> 65-74 |
| <input type="radio"/> 35-44 | <input type="radio"/> 75 or older |
| <input type="radio"/> 45-54 | <input type="radio"/> Prefer not to answer |

33. Please indicate your household income

- Under \$20,000
- \$20,000 - \$39,999
- \$40,000 - \$59,999
- \$60,000 - \$74,999
- \$75,000 - \$99,999
- \$100,000 - \$124,999
- \$125,000 - \$249,999
- \$250,000 and over
- Prefer not to answer

34. What is your zip code and county?

ZIP/Postal Code

County

35. How many people are currently living in your household, including yourself?

36. Are there children (ages 18 and younger) in your household?

- Yes
- No
- Prefer not to answer

37. Please indicate how you identify (choose all that apply)

- Asian/Asian American/Asian diasporic
- Black/African American/African diasporic
- Hispanic/Latino/a/x diasporic
- Middle Eastern/North African diasporic
- Native/Alaskan Native/Indigenous
- Pasifika/Native Hawaiian/Pacific Islander
- White/European
- Different Identity
- Two or more races
- Prefer not to answer

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38. How did you hear about this survey? (eg: ArtsFund's social media, Washington Nonprofit's newsletter)