

# CULTURE TRACK '14

---

FOCUS ON  
**BOSTON**

SUPPORTING DATA

BY

**LaPlaca  
Cohen**

IN PARTNERSHIP WITH

**Campbell Rinker**

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# INTRODUCTION

## ABOUT CULTURE TRACK

Culture Track is the largest tracking study focused exclusively on the ever-changing attitudes and behaviors of U.S. cultural consumers, as well as the trends in attendance and the motivators and barriers that affect participation. It has been fielded six times since 2001.

Culture Track 2014 is the product of over a decade of LaPlaca Cohen's research and dedication to producing a current, highly-actionable resource for the leading cultural institutions across the nation.

The 2014 edition of Culture Track arrives at a pivotal moment for cultural organizations nationwide. Audience behaviors and expectations are changing rapidly, driven by ever-multiplying and diversifying options for spending leisure time, and by technology developments that are fundamentally altering the way we interface with our world. The implications for cultural institutions are significant and, without close study, difficult to determine.

## ABOUT CULTURE TRACK: FOCUS ON BOSTON

This year, LaPlaca Cohen has extended its scope beyond the national study and into regional markets as well. The first deep-dive Culture Track study was conducted in partnership with the Museum of Fine Arts, Boston. Culture Track: Focus on Boston not only analyzes the unique characteristics and cultural proclivities of Boston audiences, but also provides key insights into how these results compare with the national data for American cultural audiences at large.

This resulting tailored document is intended to arm Boston-area arts and culture institutions with specific, actionable data that will accelerate and inform strategic planning, and ensure the vitality and enduring growth of cultural institutions during this increasingly dynamic and complex moment in history.

## ABOUT THIS DOCUMENT

This document provides the comprehensive research, which serves as the supporting data for Culture Track 2014: Focus on Boston. Selected findings from the comprehensive research are noted throughout.

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# METHODOLOGY

LaPlaca Cohen worked in partnership with research firm Campbell Rinker to field the national study of Culture Track 2014 from January to February 2014. The study was conducted using a nationwide online survey with 4,026 respondents, representing all 50 states. Respondents were U.S. residents ages 18 or over who were double-confirmed for interest in cultural events and attendance to at least one cultural activity in the past year. The study defines cultural participation as attendance to a specific range of cultural activities, such as:

AQUARIUMS	HISTORY MUSEUMS
ART MUSEUMS	JAZZ MUSIC
BOTANICAL GARDENS	MODERN DANCE
CHILDREN’S MUSEUMS	MUSICAL THEATER
CLASSICAL DANCE / BALLET	OPERA
CLASSICAL MUSIC	SCIENCE MUSEUMS
DRAMATIC THEATER	ZOOS
HISTORIC ATTRACTIONS	

Culture Track: Focus on Boston was fielded from February to March 2014, and uses the same questionnaire as the national study, with a few additional questions added regarding cultural institutions unique to the Boston area. The Boston study was conducted using an online survey with 1,238 respondents from the Boston/New Hampshire DMA, who were double-confirmed for interest in cultural events and attendance to at least one cultural activity in the past year, using the same criteria noted above.

Culture Track: Focus on Boston has a  $\pm 3.7\%$  margin of error at the 99% confidence level and a  $\pm 2.8\%$  margin of error at the 95% confidence level. Differences described as “more” or “less” are significant at the 99% confidence level, differences described as “somewhat more” or “somewhat less” are significant at the 95% level, and differences described as “slightly more” or “slightly less” are not statistically significant but are worth noting regardless.

Throughout the report, there are instances where responses are broken out by generational differences.

The age ranges for the generations are defined as:

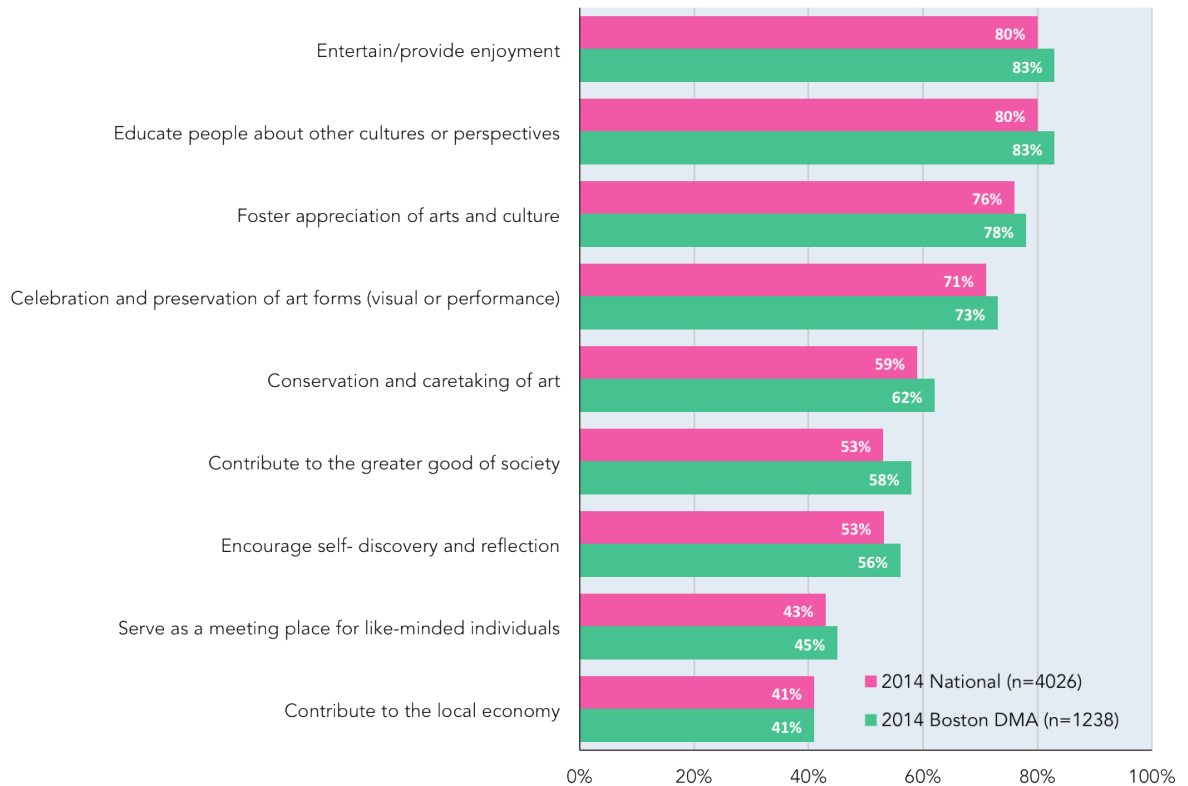
MILLENNIALS: 18 TO 29	BOOMERS: 50 TO 69
GEN X: 30 TO 49	PRE-WAR: 70+

# 1. PERCEPTIONS OF CULTURAL ORGANIZATIONS

# 1. PERCEPTIONS OF CULTURAL ORGANIZATIONS

## 1.1 ROLE OF CULTURAL ORGANIZATIONS: OVERALL TRENDS

Question: In your opinion, what are the roles of cultural organizations and activities?



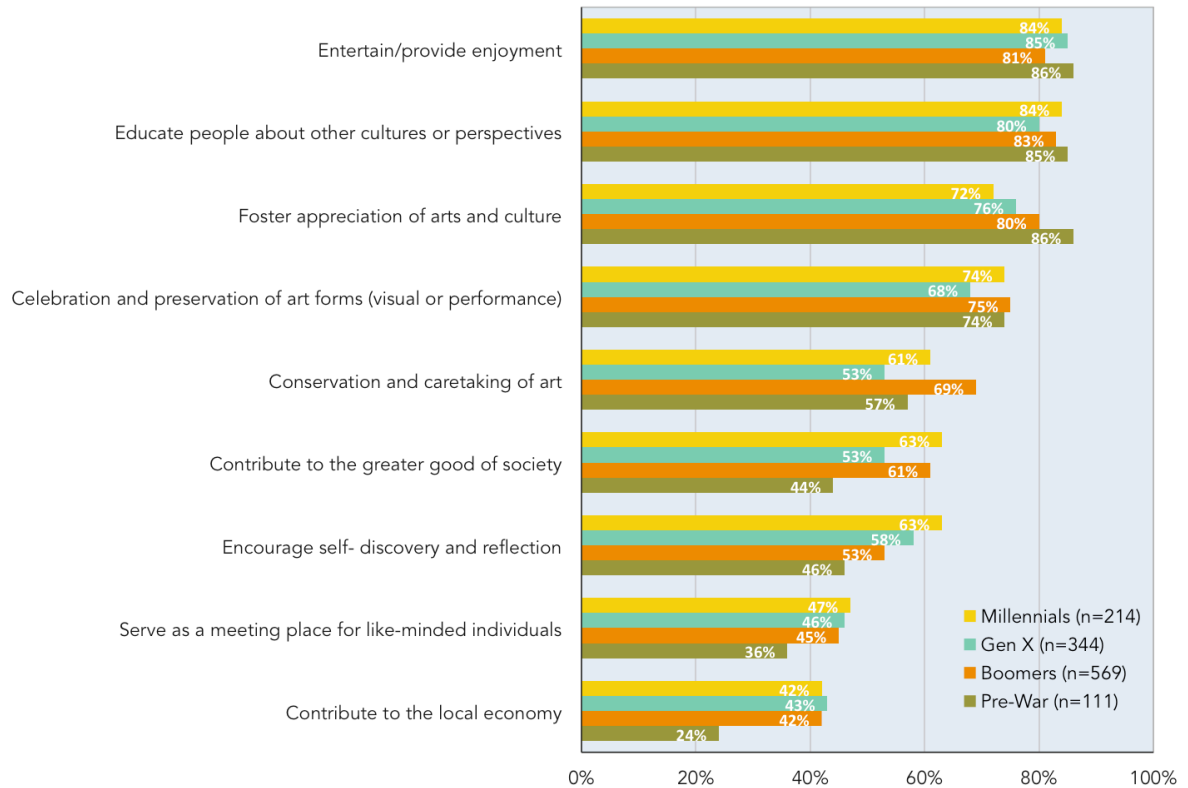
### Selected Findings:

- On the whole, Boston respondents consider the main roles of cultural organizations to be entertainment; education; and fostering appreciation of, celebrating, and preserving the arts.
- Boston respondents are slightly more likely than national respondents to see each of these roles, excluding contributing to the local economy, as a primary function of cultural organizations.

# 1. PERCEPTIONS OF CULTURAL ORGANIZATIONS

## 1.2 ROLE OF CULTURAL ORGANIZATIONS: BOSTON TRENDS BY GENERATION

Question: In your opinion, what are the roles of cultural organizations and activities?



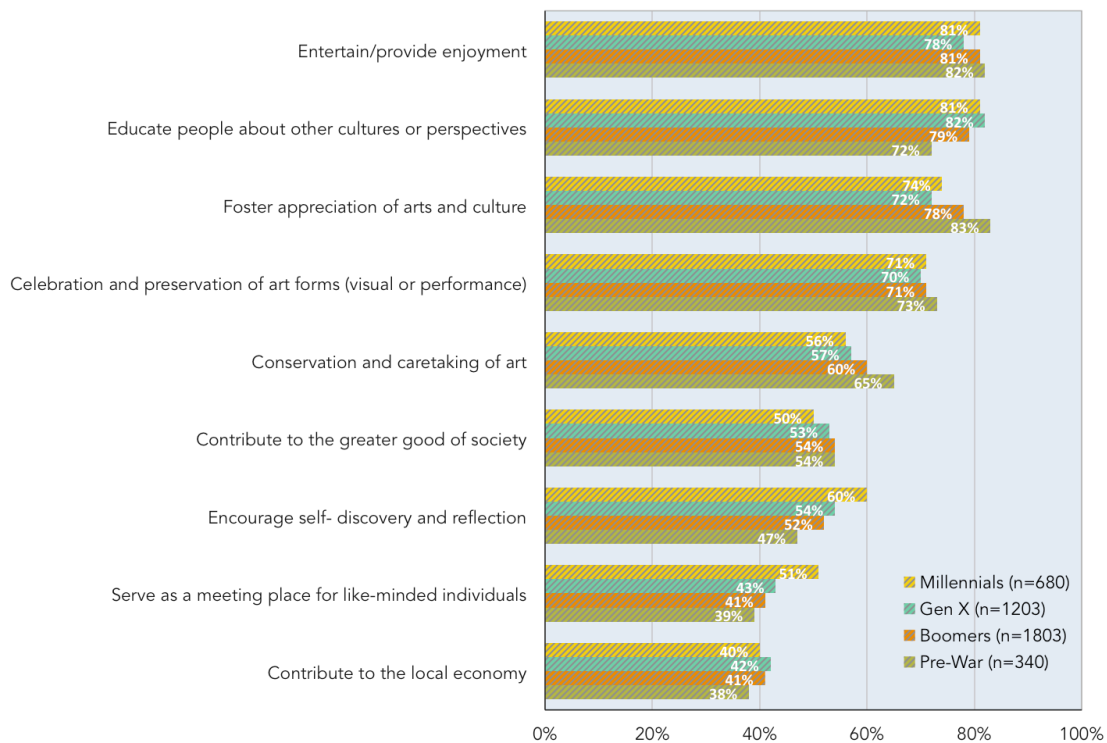
Selected Findings:

- Older generations are more inclined to view fostering appreciation of arts and culture as the role of cultural organizations.
- Younger Boston respondents (Millennials and Gen X) are somewhat more likely to see cultural organizations as places to engage in self-discovery.
- Boomers are more likely to consider conservation and caretaking as an important function of cultural organizations.
- Both Boomers and Millennials are more likely to view contributing to a greater good for society as the role of cultural organizations.
- Gen X respondents are somewhat less likely to consider celebration and preservation of art forms as a significant role of cultural organizations.
- Although not statistically significant, it is noteworthy that Pre-War are slightly less likely to view cultural organizations as meeting places for like-minded individuals.
- Less than half of all respondents consider contributing to the local economy a key role of cultural institutions; however, younger generations are almost twice as likely than the Pre-War generation to define it as such.

# 1. PERCEPTIONS OF CULTURAL ORGANIZATIONS

## 1.3 ROLE OF CULTURAL ORGANIZATIONS: NATIONAL TRENDS BY GENERATION

Question: In your opinion, what are the roles of cultural organizations and activities?



### Selected Findings:

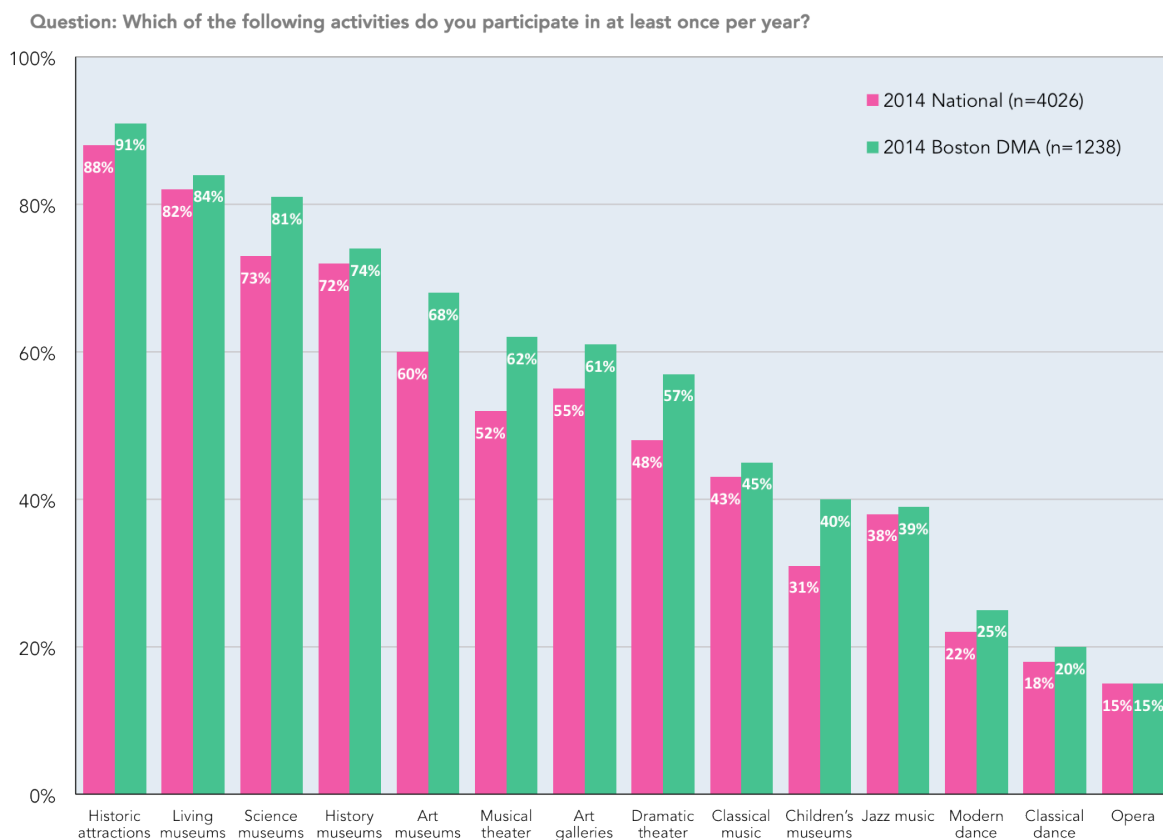
- Nationally, the older generations (Boomers, Pre-War) are more inclined than their younger counterparts to view cultural organizations as serving traditional roles, such as fostering appreciation of the arts and conservation and caretaking. In Boston, however, Millennials and Boomers are somewhat more likely to view conservation and caretaking as a key role.
- Boston Pre-War are somewhat more likely than their national counterparts to agree that the role of cultural organizations is to educate people about other cultures or perspectives, but somewhat less likely to agree that cultural organizations contribute to the local economy.
- Boston Boomers and Millennials are somewhat more likely than their national counterparts to agree that cultural organizations contribute to the greater good of society.

## 2. PARTICIPATION PATTERNS



## 2. PARTICIPATION PATTERNS

### 2.1 PERCENT OF RESPONDENTS WHO ATTEND AT LEAST ONCE PER YEAR: OVERALL TRENDS

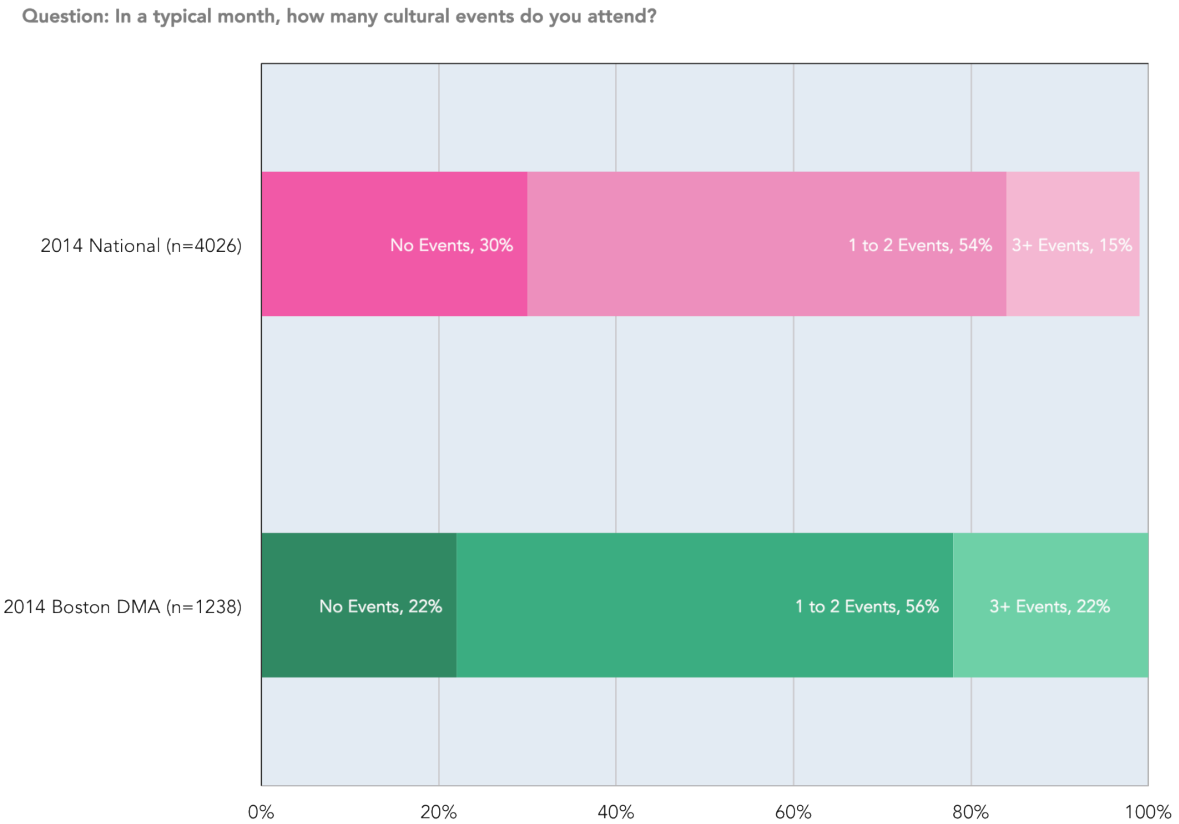


#### Selected Findings:

- Boston respondents visit historic attractions, living museums, and science museums most frequently.
- Compared to the national study, Boston respondents are more likely to participate in each type of activity across the board, excluding opera.
- Boston respondents are much more likely to attend musical or dramatic theater and to visit science museums, art museums, art galleries, and children's museums.

## 2. PARTICIPATION PATTERNS

### 2.2 NUMBER OF CULTURAL ACTIVITIES ATTENDED PER MONTH: OVERALL TRENDS

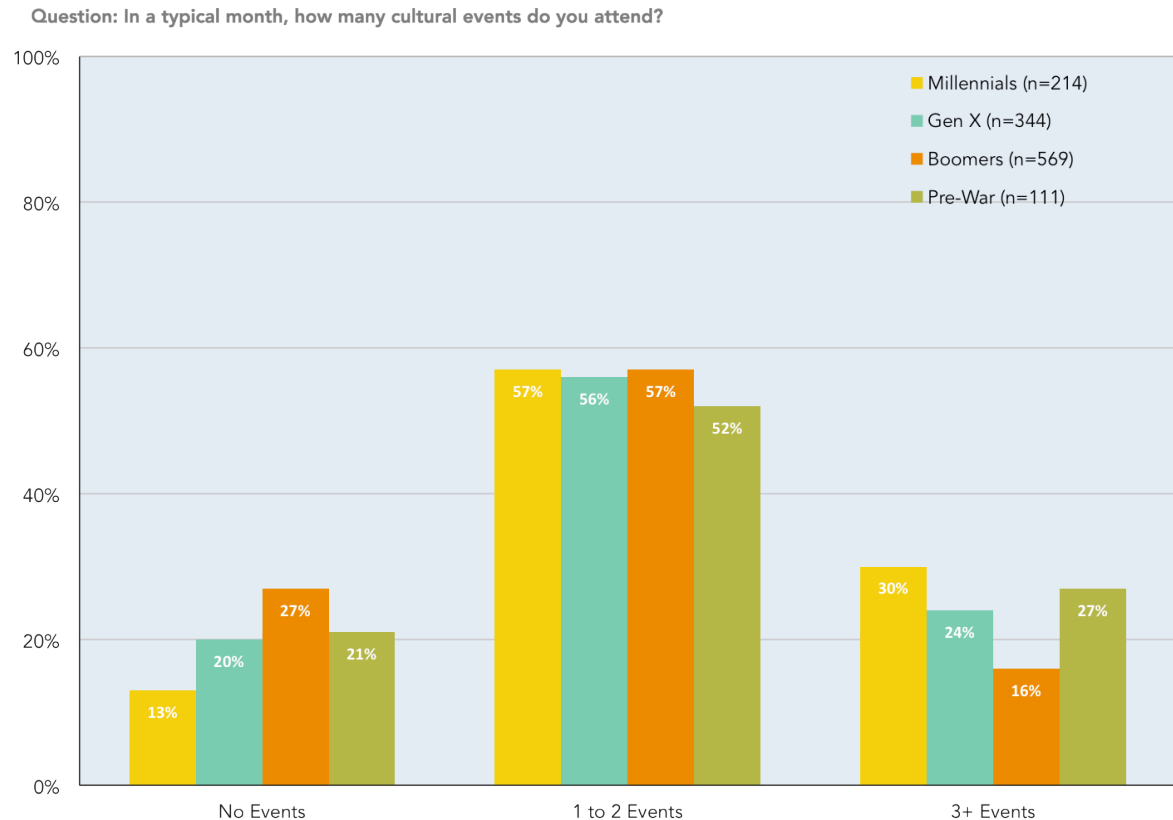


Selected Findings:

- Boston respondents not only attend a wider variety of cultural activities than national respondents, but a higher percentage attends at least one cultural activity per month (78% attend 1+ events) in comparison to the national respondents (69% attend 1+ events).
- On average, Boston respondents attend 1.79 events per month, compared to 1.42 events for national respondents

## 2. PARTICIPATION PATTERNS

### 2.3 NUMBER OF CULTURAL ACTIVITIES ATTENDED PER MONTH: BOSTON TRENDS BY GENERATION



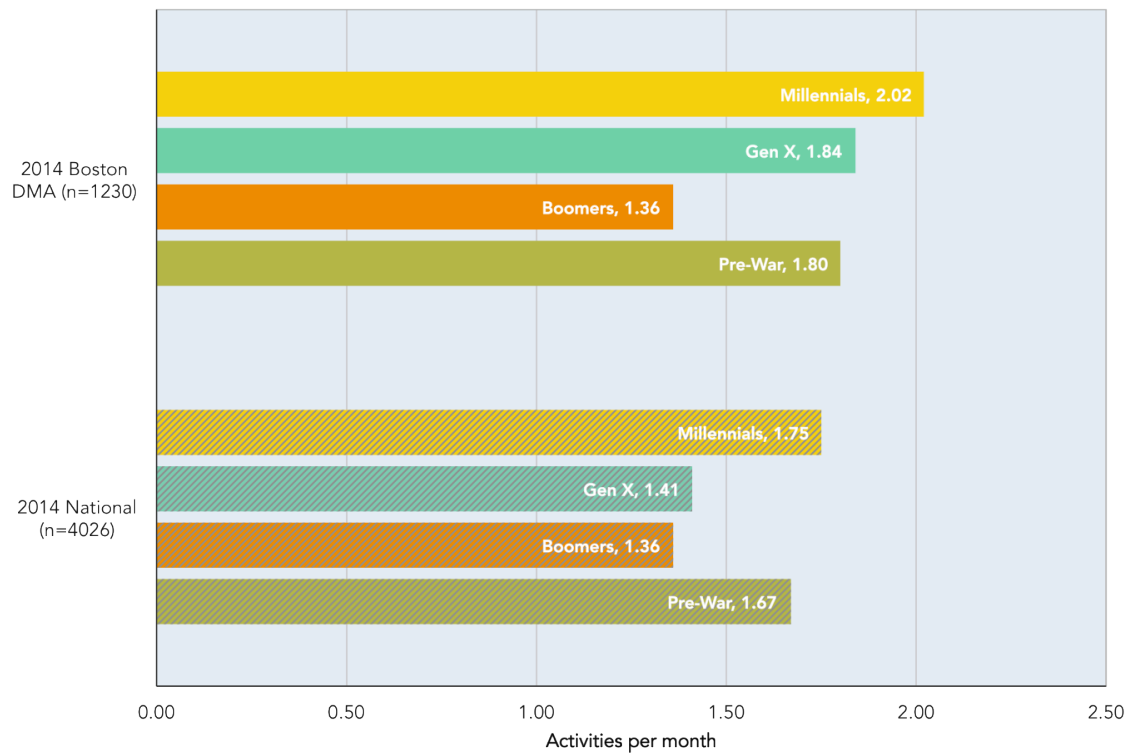
#### Selected Findings:

- Overall, Boomers are less likely than the other generations to attend any event in a typical month.
- Millennials are the most likely to attend 3 or more events in a typical month, followed closely by Pre-War.

## 2. PARTICIPATION PATTERNS

### 2.4 AVERAGE NUMBER OF CULTURAL ACTIVITIES ATTENDED PER MONTH: BY GENERATION

Question: In a typical month, how many cultural events do you attend?



#### Selected Findings:

- Nationally, Millennials and Pre-War are the most culturally active generations. Among Boston respondents, Millennials and Gen X are most active, followed closely by Pre-War.
- Boston Millennials, Gen X, and Pre-War are somewhat more active each month than their national counterparts. Boston Gen X reflects the greatest increase, attending .43 more events per month than national Gen X respondents.
- Boomers are the least culturally active of the generations, both nationally and in Boston.

## 2. PARTICIPATION PATTERNS

### 2.5 ECONOMIC REASONS FOR DECREASING CULTURAL PARTICIPATION: OVERALL TRENDS

Questions: If the economy has impacted your visitation to cultural organizations, please tell us how.



#### Selected Findings:

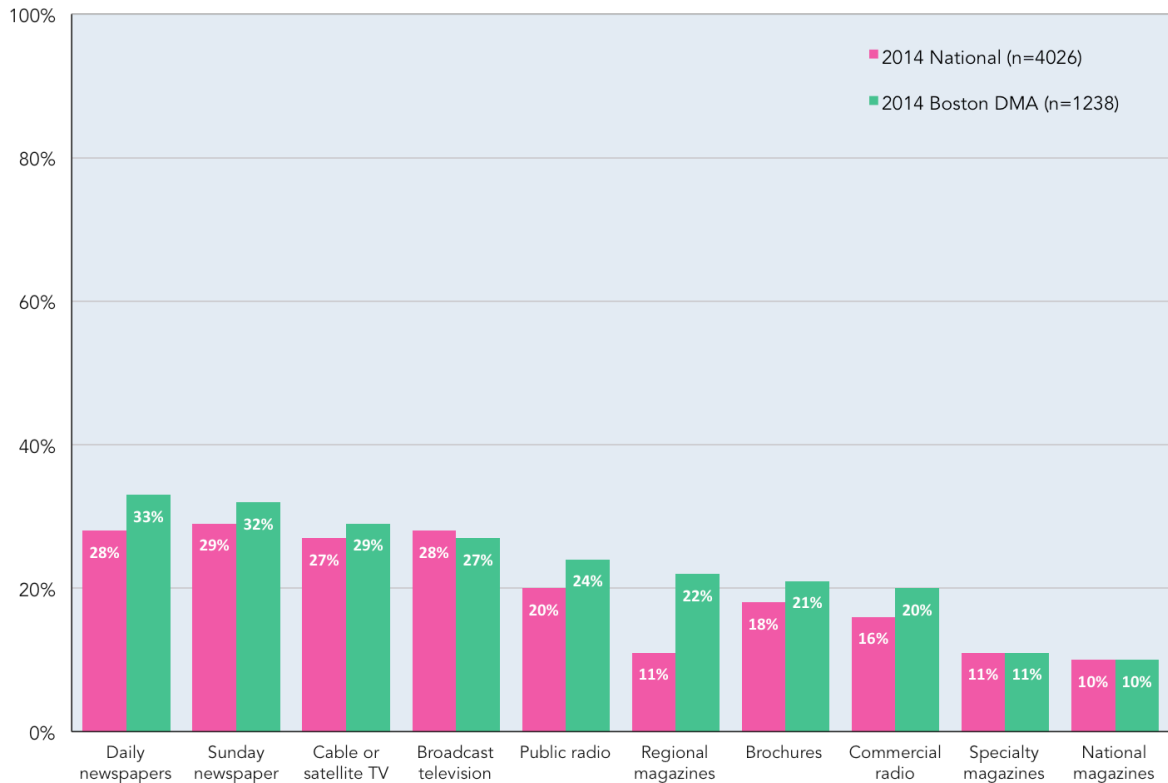
- Boston respondents are similar to national respondents with regard to the lingering impact of the economic downturn on their cultural attendance. For both, about four in five respondents say they are reducing expenses across the board due to the economy.
- Half of Boston respondents are cutting back specifically on leisure activities (50%) and reprioritizing how they spend their leisure time and money (47%).
- Less than a quarter of Boston respondents prefer to spend more time at home (23%) or experience culture in alternative ways (17%).
- The effect of the economy on cultural participation is more pronounced the further away respondents live from downtown Boston (*chart not included here*).
- Pre-War respondents are the least likely to cite cutting back on leisure activities (*chart not included here*).

### 3. INFORMATION SOURCES FOR CULTURAL ACTIVITIES

### 3. INFORMATION SOURCES FOR CULTURAL ACTIVITIES

#### 3.1 PRINT AND BROADCAST SOURCES FOR CULTURAL ACTIVITIES: OVERALL TRENDS

Question: Do you frequently learn about cultural activities from the following sources?

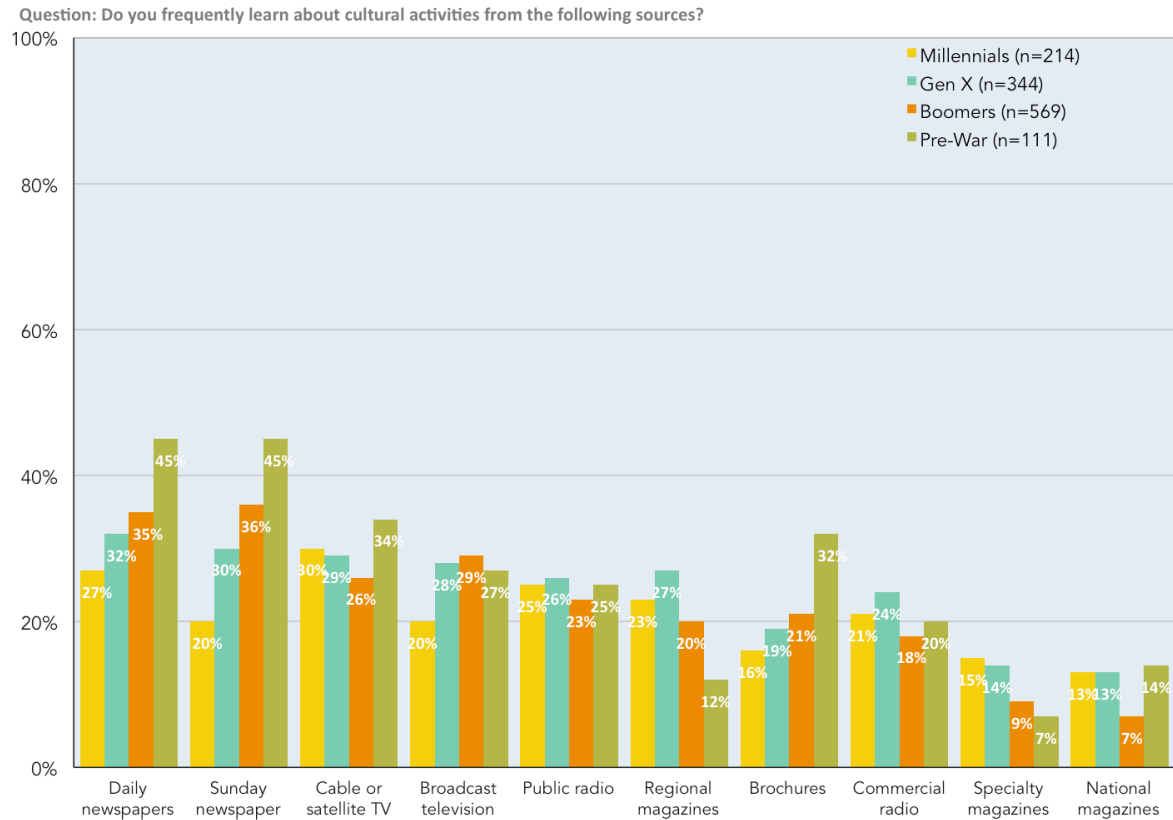


##### Selected Findings:

- In general, Boston respondents are more likely to use each print and broadcast source than national respondents, except for broadcast television, specialty magazines, and national magazines.
- In particular, Boston respondents are more inclined than national respondents to use daily newspapers, public radio, and commercial radio for cultural information.
- Boston respondents report learning about cultural activities from regional magazines 11% more frequently than national respondents. Regional magazines are the third most popular print source for Boston respondents.

### 3. INFORMATION SOURCES FOR CULTURAL ACTIVITIES

#### 3.2 PRINT AND BROADCAST SOURCES FOR CULTURAL ACTIVITIES: BOSTON TRENDS BY GENERATION



##### Selected Findings:

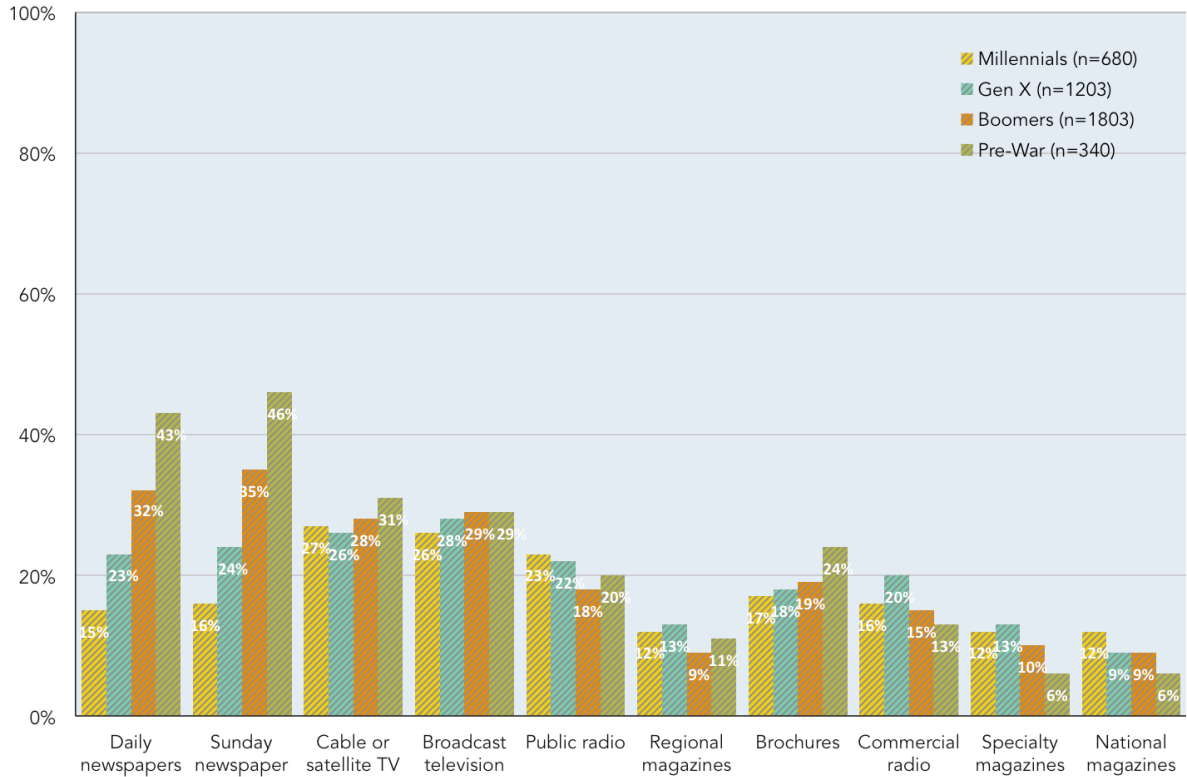
- Reading the newspaper to learn about cultural activities has the greatest variance among generations, where use diminishes significantly as respondents get younger.
- Pre-War are somewhat more likely than other generations to learn about cultural activities from newspapers and/or brochures, and slightly more likely to learn about cultural activities from cable or satellite TV.



### 3. INFORMATION SOURCES FOR CULTURAL ACTIVITIES

#### 3.3 PRINT AND BROADCAST SOURCES FOR CULTURAL ACTIVITIES: NATIONAL TRENDS BY GENERATION

Question: Do you frequently learn about cultural activities from the following sources?

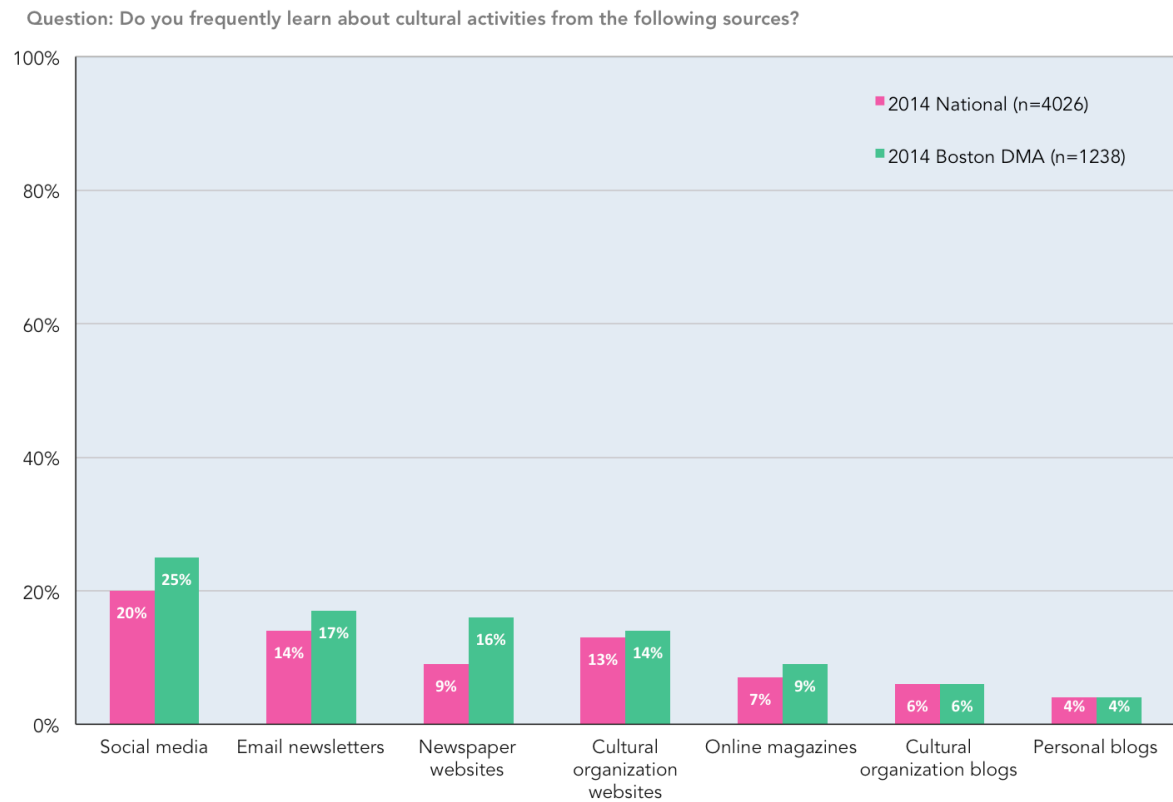


##### Selected Findings:

- Boston Millennials are more likely (+12%) than national Millennials to use daily newspapers to learn about cultural activities.
- The increase in popularity of regional magazines as sources of cultural information as compared to national respondents is largely driven by younger generations.

### 3. INFORMATION SOURCES FOR CULTURAL ACTIVITIES

#### 3.4 ONLINE SOURCES FOR CULTURAL ACTIVITIES: OVERALL TRENDS

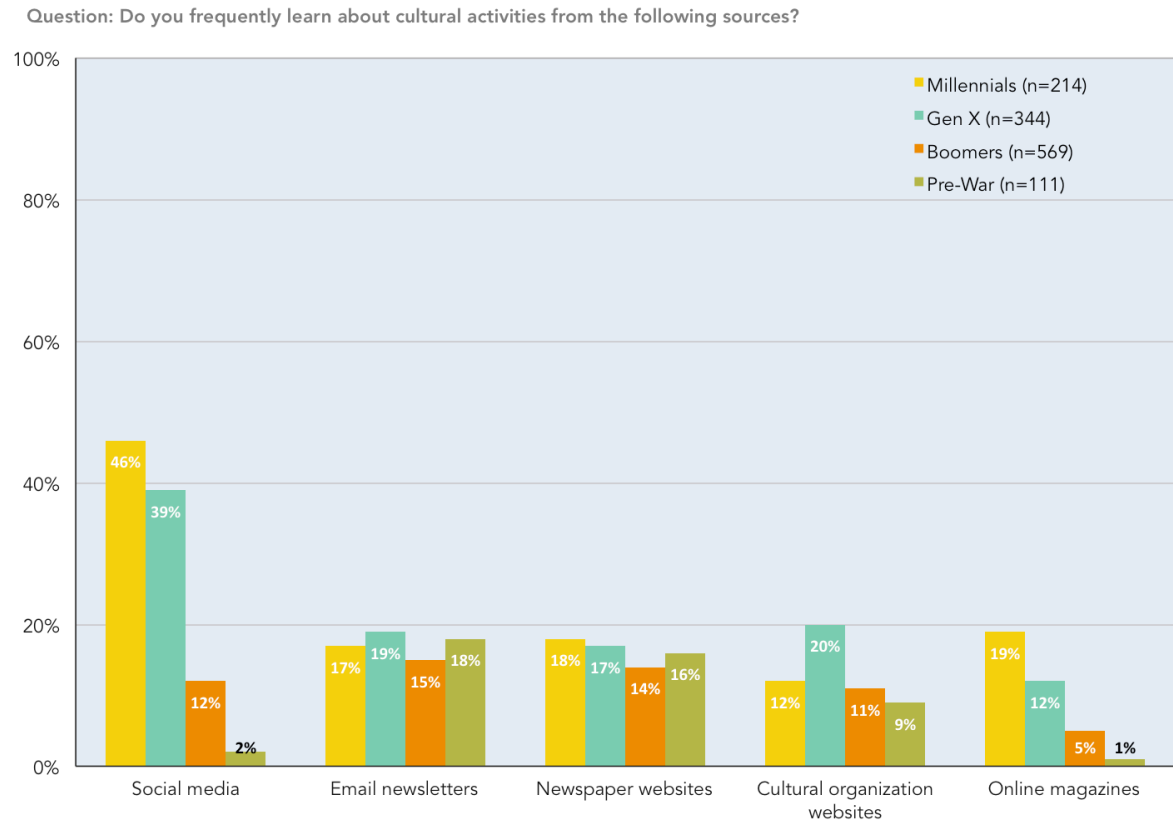


##### Selected Findings:

- Boston respondents are more likely than national respondents to use social media and newspaper websites to learn about cultural activities.
- Almost half as many Boston respondents use newspaper websites (16%) as use printed newspapers (32% use Sunday papers; 33% use daily papers) to learn about cultural activities.
- For Boston respondents, social media ranks in the same range as many of the most popular broadcast sources of cultural information, such as TV and radio (see page 12).

### 3. INFORMATION SOURCES FOR CULTURAL ACTIVITIES

#### 3.5 ONLINE SOURCES FOR CULTURAL ACTIVITIES: BOSTON TRENDS BY GENERATION



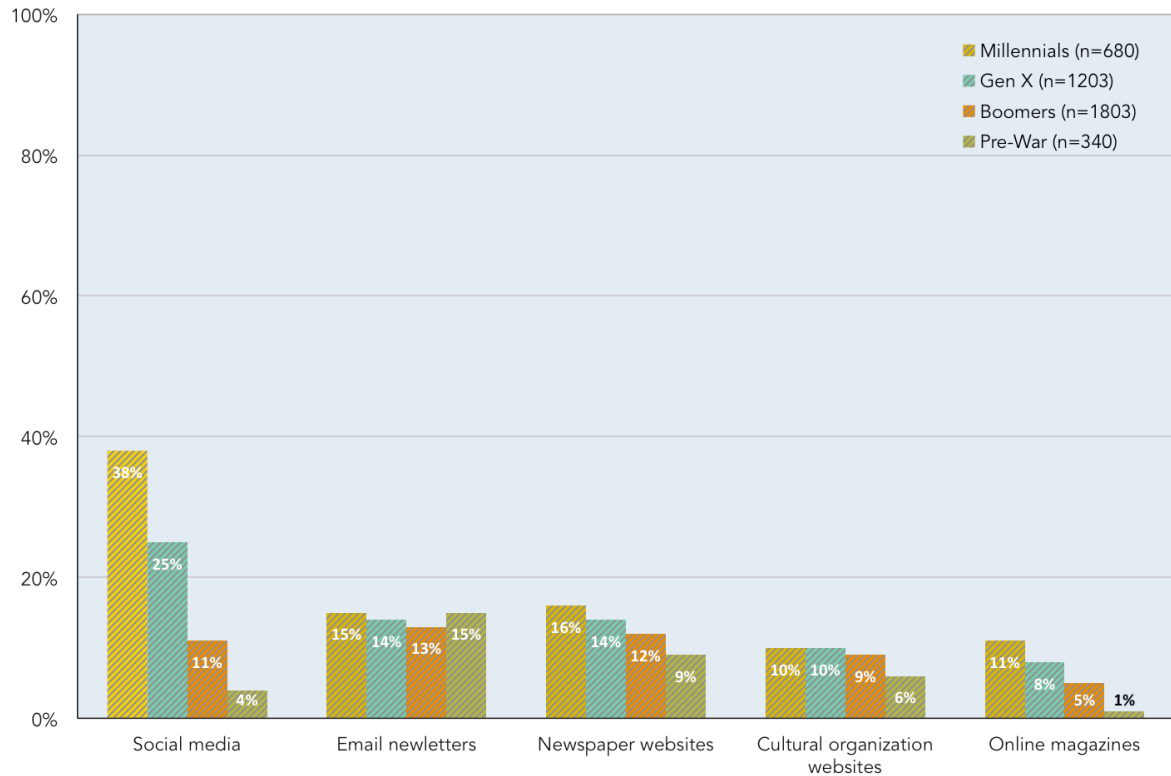
##### Selected Findings:

- Millennials and Gen X learn about cultural activities through social media more frequently than through any other source, including print and broadcast (see page 13).
- Cultural organization websites are the second most popular online source of cultural information for Boston Gen X respondents, who use them somewhat more frequently than the other three generations.

### 3. INFORMATION SOURCES FOR CULTURAL ACTIVITIES

#### 3.6 ONLINE SOURCES FOR CULTURAL ACTIVITIES: NATIONAL TRENDS BY GENERATION

Question: Do you frequently learn about cultural activities from the following sources?



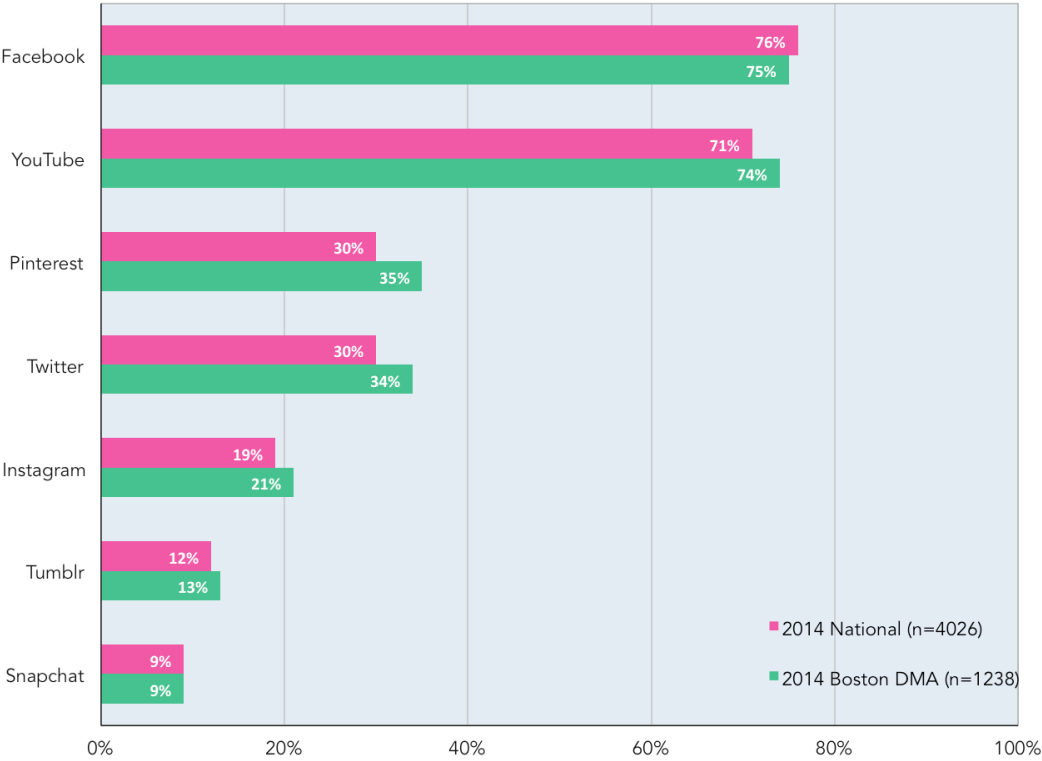
##### Selected Findings:

- A higher proportion of Boston Millennials and Gen X use social media to learn about cultural activities—an 8% and 15% increase over national, respectively.
- As compared to national respondents, Boston Gen X use cultural organization websites more frequently to learn about cultural activities.
- Though newspaper websites are slightly more popular among Boston respondents than national respondents, all Boston generations still turn to print newspapers more often than newspaper websites to learn about cultural activities.

### 3. INFORMATION SOURCES FOR CULTURAL ACTIVITIES

#### 3.7 USE OF SOCIAL MEDIA PLATFORMS: OVERALL TRENDS

Question: Please indicate whether you utilize the following social media platforms (whether you actively post or simply browse).



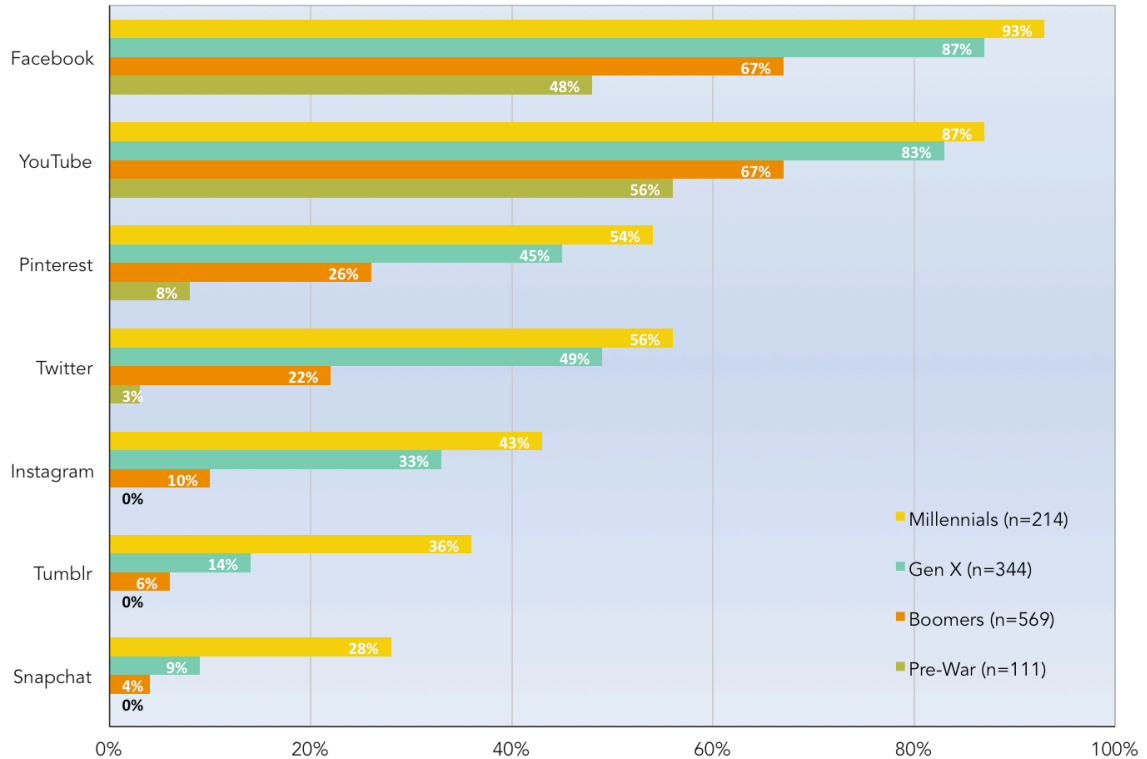
Selected Findings:

- Facebook and YouTube are by far the most popular social media platforms among Boston and national respondents.
- Excluding Facebook and Snapchat, Boston respondents are more likely than national respondents to use each of the social media platforms.

### 3. INFORMATION SOURCES FOR CULTURAL ACTIVITIES

#### 3.8 USE OF SOCIAL MEDIA PLATFORMS: BY GENERATION

Question: Please indicate whether you utilize the following social media platforms (whether you actively post or simply browse).



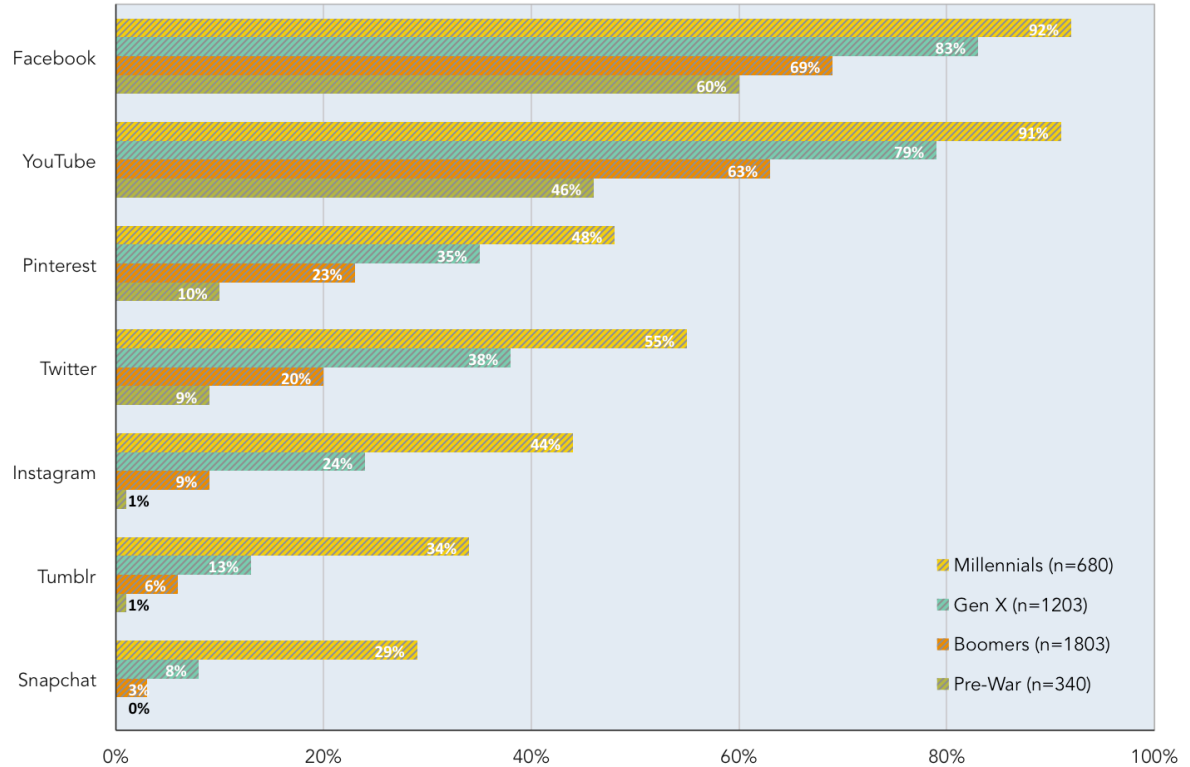
##### Selected Findings:

- As with national respondents, Facebook and YouTube are the most popular social media platforms across the generations.
- The use of social media platforms is largely driven by age. The younger the respondent, the more likely they are to use any of these platforms.
- The sharp generational differences in cases like Instagram, Tumblr, and Snapchat illustrate the rapid adoption of newer social media platforms by younger generations.

### 3. INFORMATION SOURCES FOR CULTURAL ACTIVITIES

#### 3.9 USE OF SOCIAL MEDIA PLATFORMS: NATIONAL TRENDS BY GENERATION

Question: Please indicate whether you utilize the following social media platforms (whether you actively post or simply browse).



##### Selected Findings:

- As compared to national respondents, somewhat fewer Boston Pre-War use Facebook (-12%), whereas somewhat more Boston Pre-War use YouTube (+10%).
- Although Millennials are the most active generation on social media, in Boston the divide between Millennials and Gen X is somewhat less pronounced.

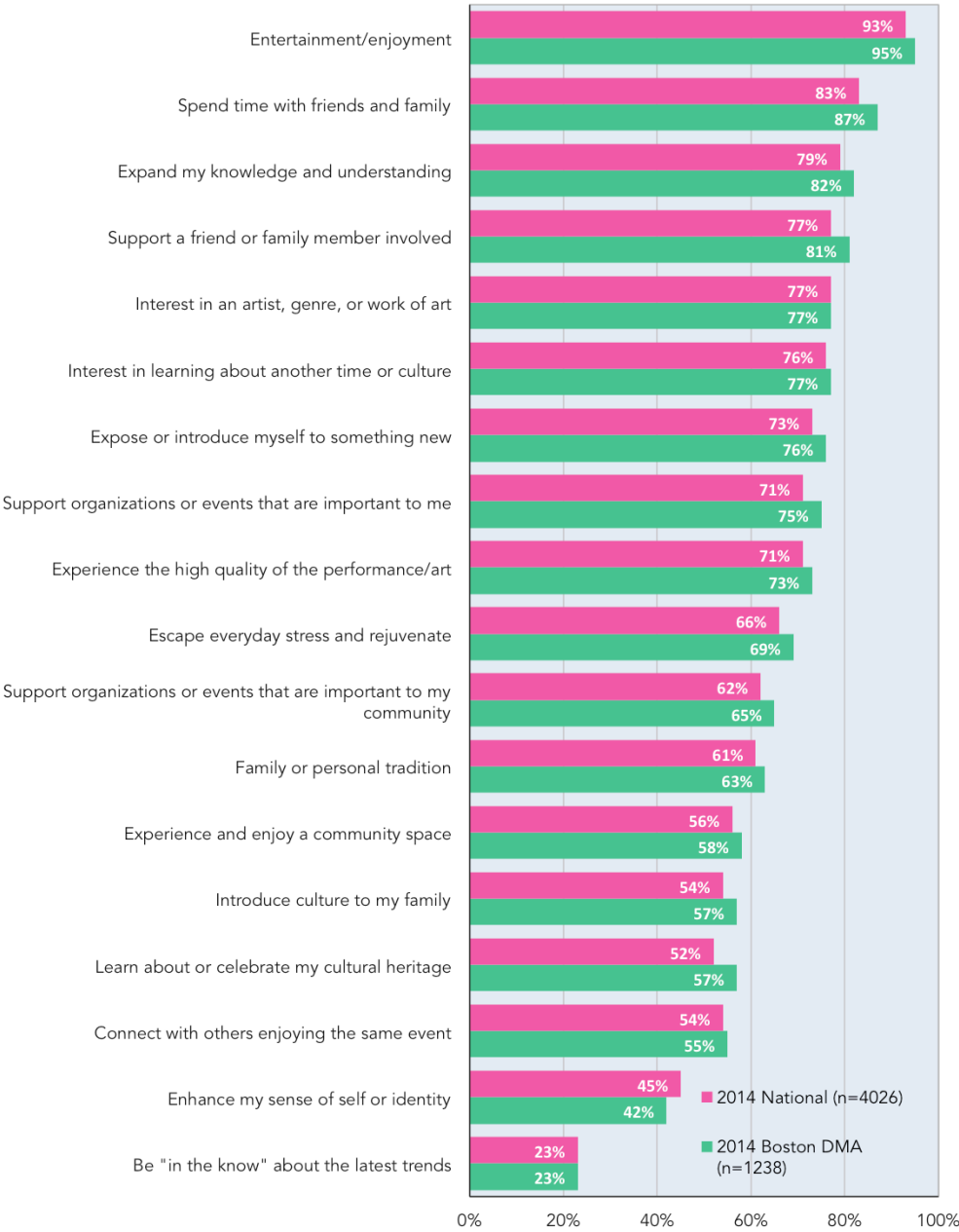
## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION



# 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

## 4.1 REASONS TO MAKE CULTURE A PART OF ONE’S LIFE: OVERALL TRENDS

Question: Please tell us whether each of the following play an important role in your decision to make cultural activities a part of your life.



## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.1 REASONS TO MAKE CULTURE A PART OF ONE'S LIFE: OVERALL TRENDS (CONT'D)

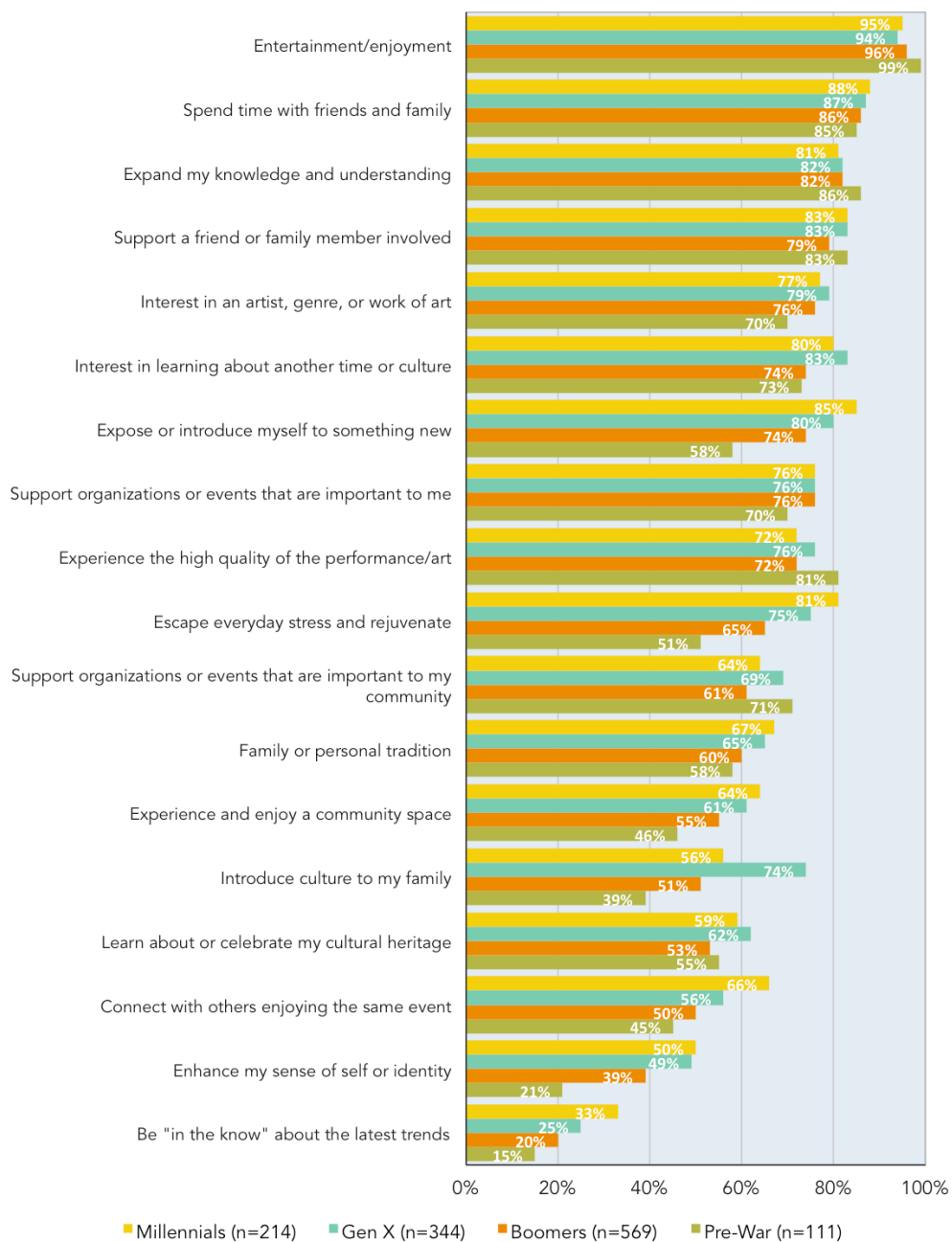
Selected Findings:

- The top 7 reasons to make culture a part of one's life—including general entertainment, spending time with friends and family, and expanding oneself—are the same in the Boston and national study, as is the bottom reason: "being 'in the know' about the latest trends."
- Both Boston and national respondents indicate that being "in the know" and enhancing their own sense of self or personal identity are not top motivators to make culture a part of their lives.

## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.2 REASONS TO MAKE CULTURE A PART OF ONE'S LIFE: BOSTON TRENDS BY GENERATION

Question: Please tell us whether each of the following play an important role in your decision to make cultural activities a part of your life.



## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.2 REASONS TO MAKE CULTURE A PART OF ONE'S LIFE: BOSTON TRENDS BY GENERATION (CONT'D)

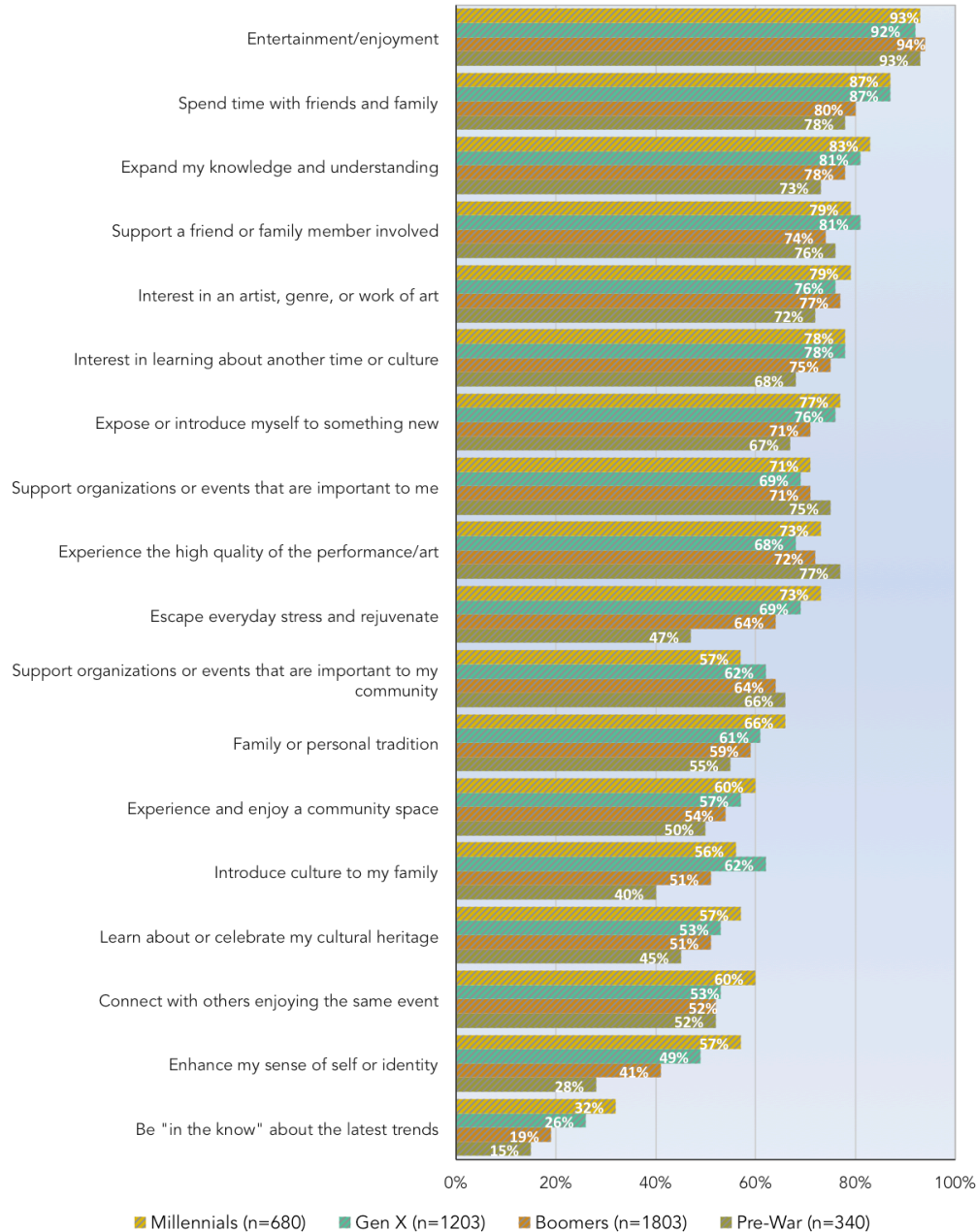
Selected Findings:

- The younger the respondent, the more likely they are to view cultural activities as a way to escape everyday stress and rejuvenate.
- Gen X respondents are more likely than any other generation to participate in cultural activities as a way to introduce culture to their family.
- There is a great generational divide amongst Boston respondents in regard to participating in cultural activities in order to expose themselves to something new.

## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.3 REASONS TO MAKE CULTURE A PART OF ONE'S LIFE: NATIONAL TRENDS BY GENERATION

Question: Please tell us whether each of the following play an important role in your decision to make cultural activities a part of your life.



## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.3 REASONS TO MAKE CULTURE A PART OF ONE'S LIFE: NATIONAL TRENDS BY GENERATION (CONT'D)

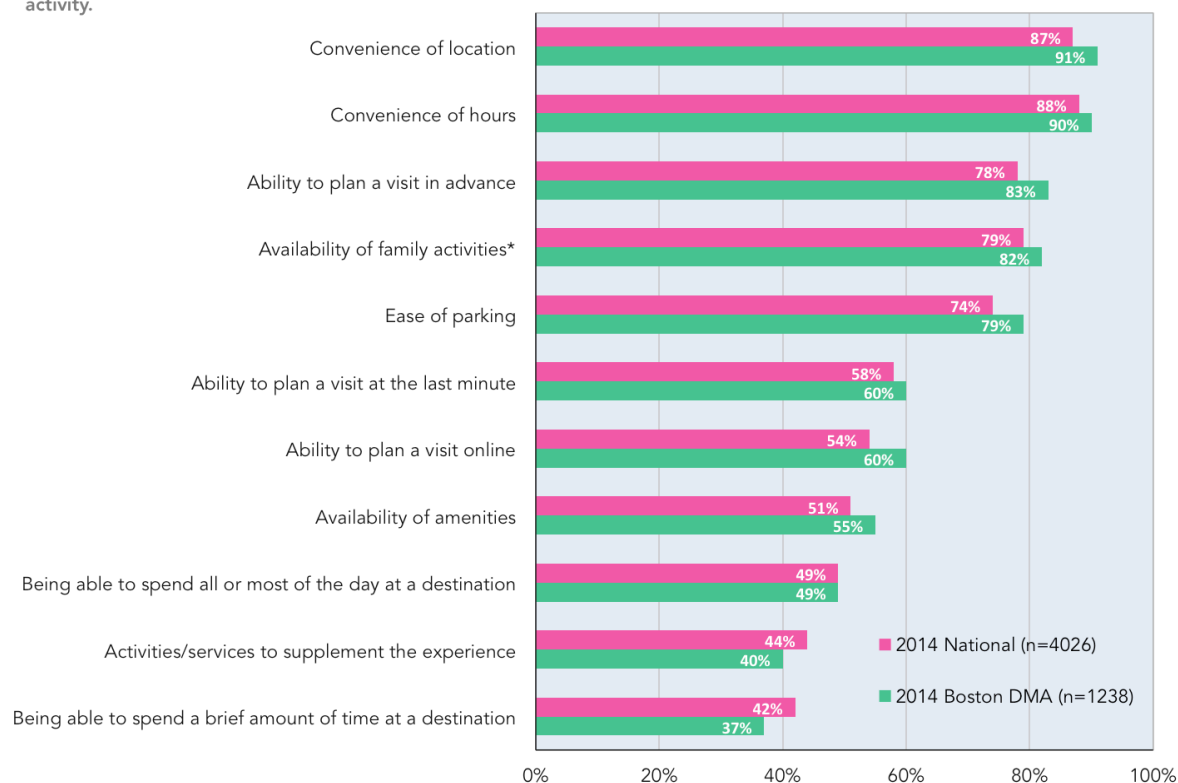
#### Selected Findings:

- All generations (both in Boston and across the nation) look to culture as a major means of expanding their knowledge and understanding, but Boston Pre-War are somewhat more likely to cite this as a reason to make culture a part of their lives.
- In Boston, a higher percentage of all generations view culture as a way to escape everyday stress and rejuvenate.
- With the exception of Pre-War, each Boston generation is slightly more likely to view participating in cultural activities in order to expose themselves to something new as a compelling reason to make culture a part of their lives.
- Boston Gen X respondents are more likely (+12%) than national Gen X respondents to participate in cultural activities as a way to introduce culture to their family.
- Compared to their national counterparts, Boston Boomers are somewhat more likely to consider spending time with friends and family an important motivator; Boston Pre-War are also slightly more likely than their national counterparts to do so.

## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.4 PLANNING CONSIDERATIONS: OVERALL TRENDS

Question: Please tell us whether the following are important factors in planning to attend a cultural activity.



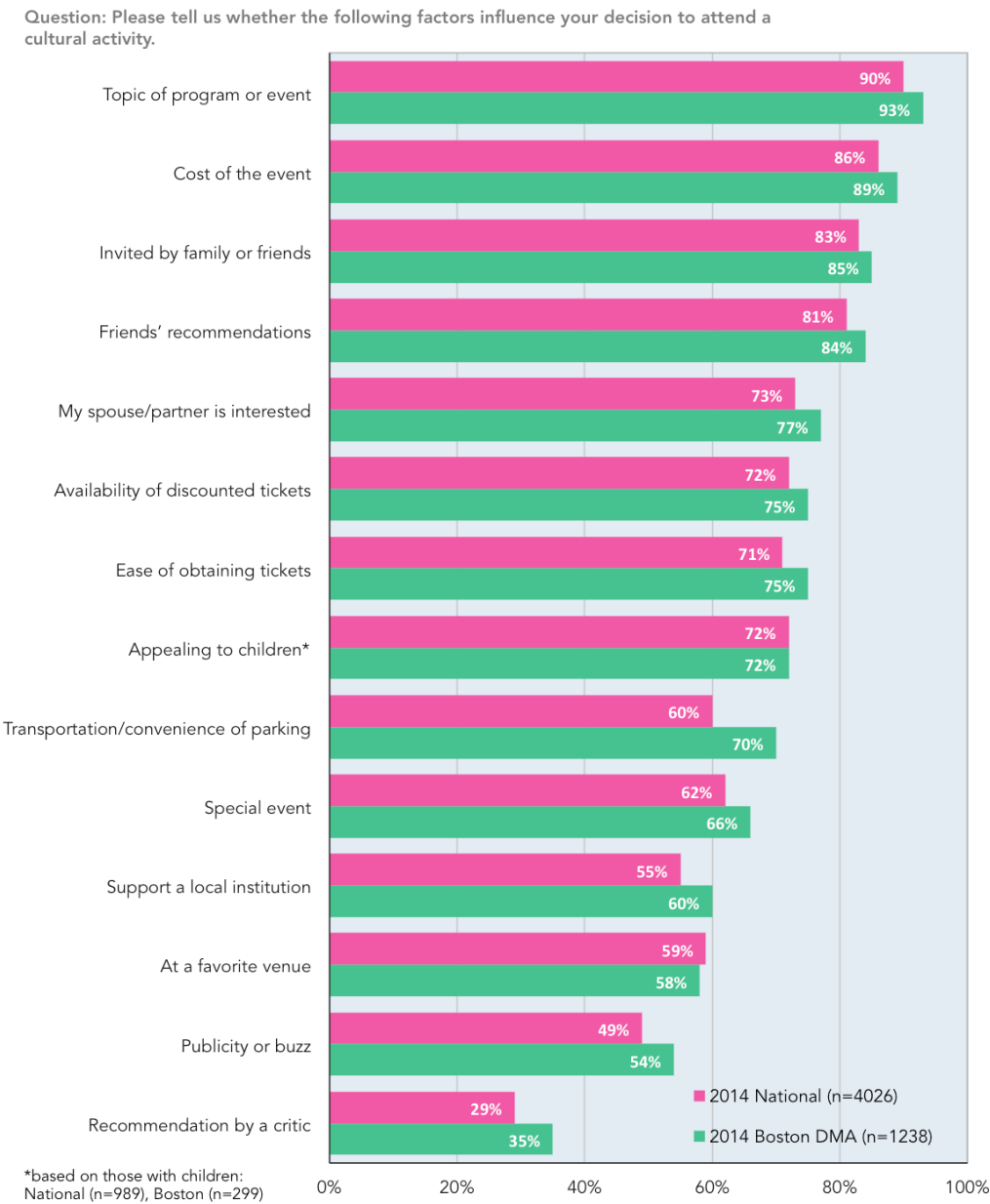
\*based on those with children: National (n=989), Boston (n=299)

#### Selected Findings:

- For the vast majority of Boston respondents, convenience of both hours and location, ease of parking, and the ability to plan a visit in advance are the most important factors in planning to attend a cultural event.
- Boston respondents are least interested in having brief, “bite-sized” cultural experiences.
- Boston respondents are more likely than national respondents to consider most of these factors important in their planning, particularly the ability to plan a visit in advance, ease of parking, and the ability to plan a visit online.

# 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

## 4.5 MOTIVATORS FOR ATTENDING CULTURAL ACTIVITIES: OVERALL TRENDS





## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.5 MOTIVATORS FOR ATTENDING CULTURAL ACTIVITIES: OVERALL TRENDS (CONT'D)

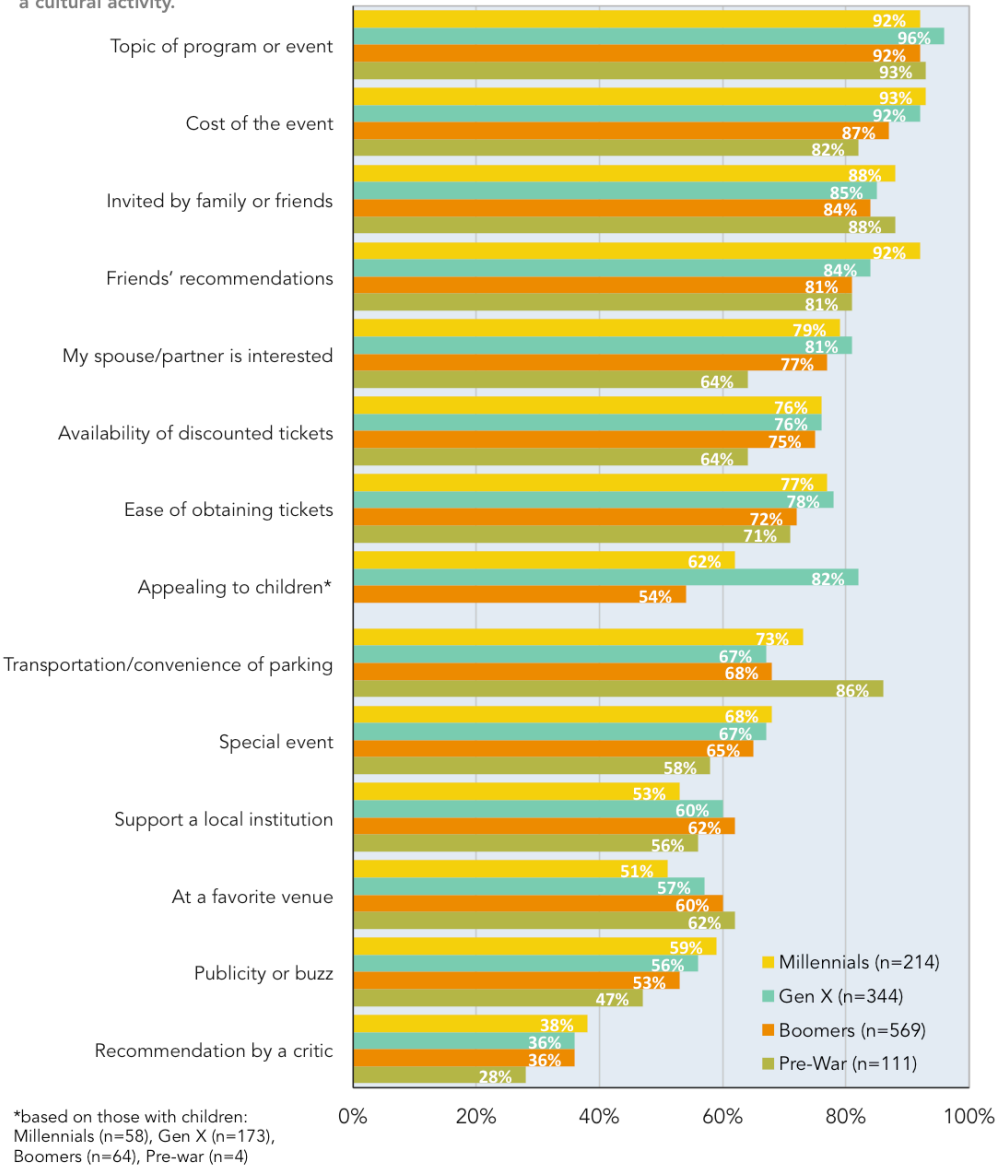
#### Selected Findings:

- As with national respondents, the most important factor influencing cultural engagement among Boston respondents is the topic of the program or event. Following close behind is the cost of the event, and then whether or not friends, family and/or one's spouse or partner are interested in the topic.
- Like national respondents, Boston respondents are heavily influenced by recommendations from their inner circle (invitations from family or friends, friends' recommendations), much more so than recommendations from critics or buzz. However, Boston respondents are more influenced by recommendations from critics or buzz than national respondents.
- Compared to national respondents, Boston respondents are also more influenced by transportation/convenience of parking.
- Women are more influenced by each item compared to men, except one. Men are more likely to be heavily influenced by their spouse/partner's interest in the activity (*chart not included here*).
- A friend or critic's recommendation holds more sway on those who live within 15 miles of the city compared to those who live further out (*chart not included here*).

# 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

## 4.6 MOTIVATORS FOR ATTENDING CULTURAL ACTIVITIES: BOSTON TRENDS BY GENERATION

Question: Please tell us whether the following factors influence your decision to attend a cultural activity.



## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.6 MOTIVATORS FOR ATTENDING CULTURAL ACTIVITIES: BOSTON TRENDS BY GENERATION (CONT'D)

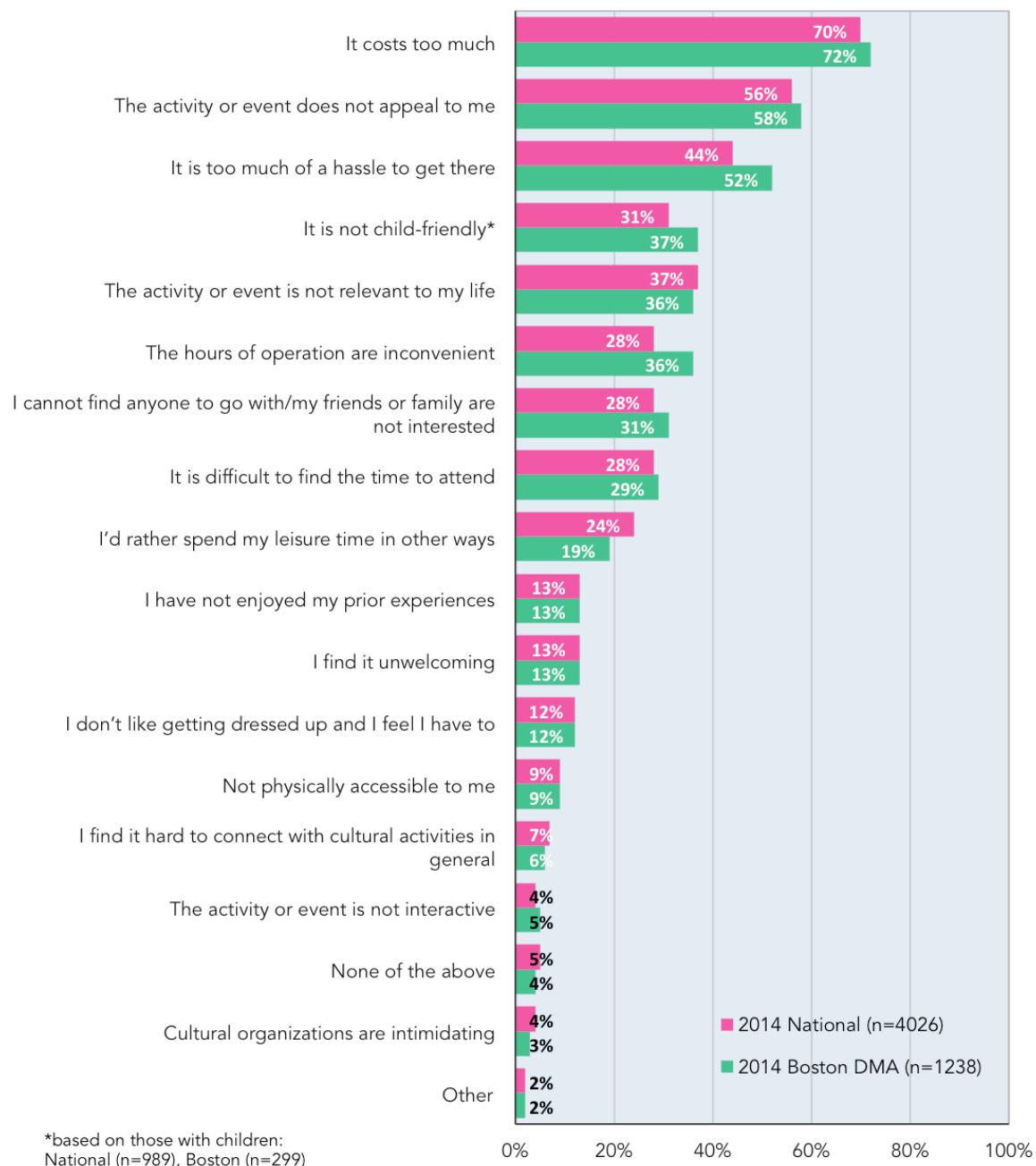
Selected Findings:

- In general, Boomers track closely to Millennials and Gen X in terms of their motivators.
- Friends' recommendations have more influence on Millennials than any other age group. That motivator is on par with content and cost for Millennials.
- Pre-War respondents are less influenced by their spouse or partner's interest—and more influenced by transportation and parking—than their younger respondents.
- As the demographic reporting the highest percentage of respondents who have children in the home (see page 133), Gen X respondents are the most likely to be concerned with a cultural activity's appeal to children.

## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.7 BARRIERS TO ATTENDING CULTURAL ACTIVITIES: OVERALL TRENDS

Question: What are the barriers, if any, that prevent you from attending cultural activities?



## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.7 BARRIERS TO ATTENDING CULTURAL ACTIVITIES: OVERALL TRENDS (CONT'D)

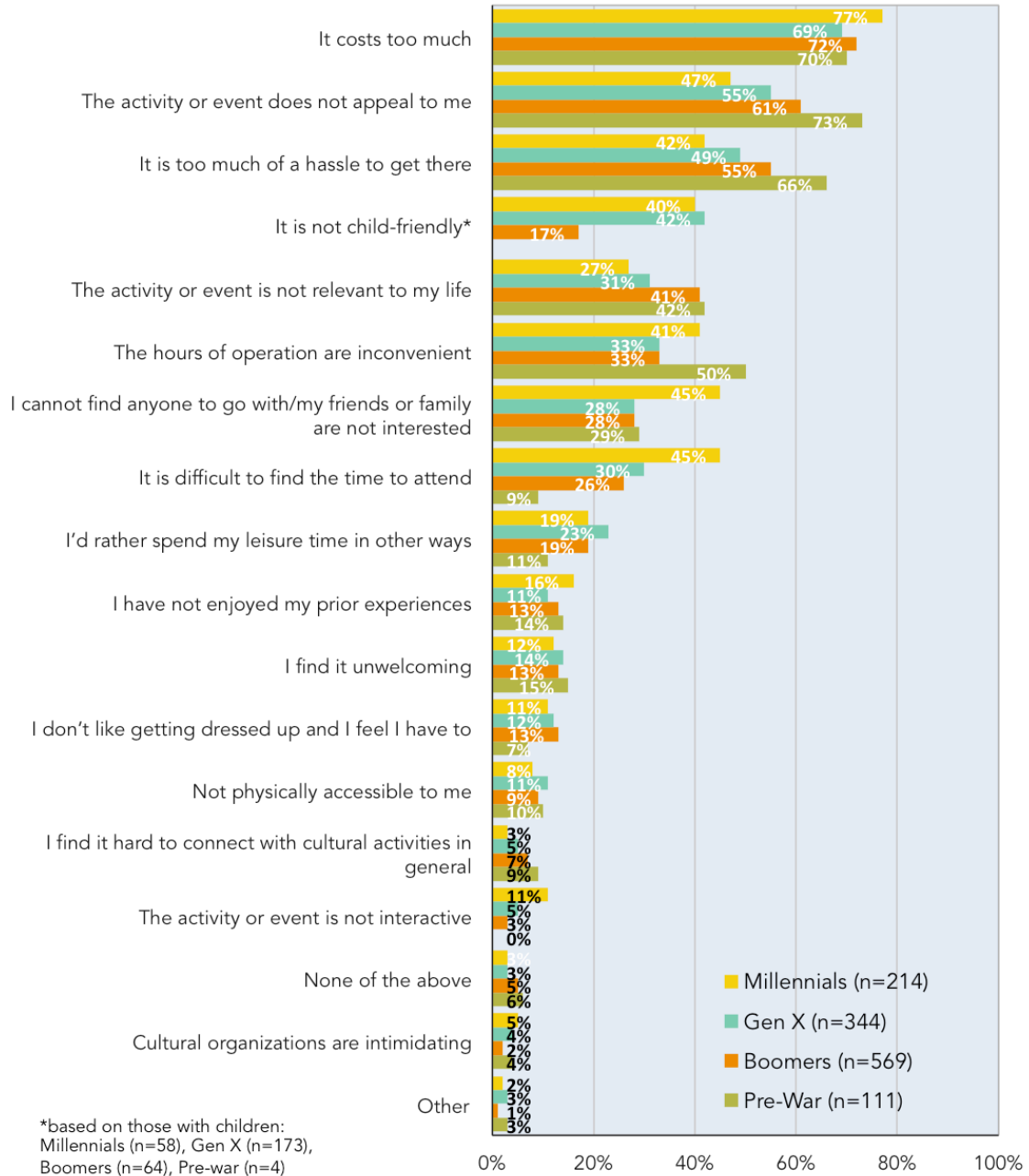
Selected Findings:

- Cost and lack of interest are the top two barriers preventing Boston respondents from attending cultural activities, followed by convenience and lack of personal relevance.
- Boston respondents are more likely than national respondents to cite the hassle of getting to a venue, lack of child-friendliness, and inconvenient hours as barriers. They are less likely than the national respondents to say that they would rather spend their leisure time in other ways.
- Women are more likely than men to be deterred from attending a cultural activity because it's too expensive, they can't find anyone to go with, or it isn't child-friendly. Men, on the other hand, are more likely to cite lack of appeal, lack of relevancy, that they prefer to spend their leisure time in other ways, or that they haven't enjoyed past experiences (*chart not included here*).

## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.8 BARRIERS TO ATTENDING CULTURAL ACTIVITIES: BOSTON TRENDS BY GENERATION

Question: What are the barriers, if any, that prevent you from attending cultural activities?



## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

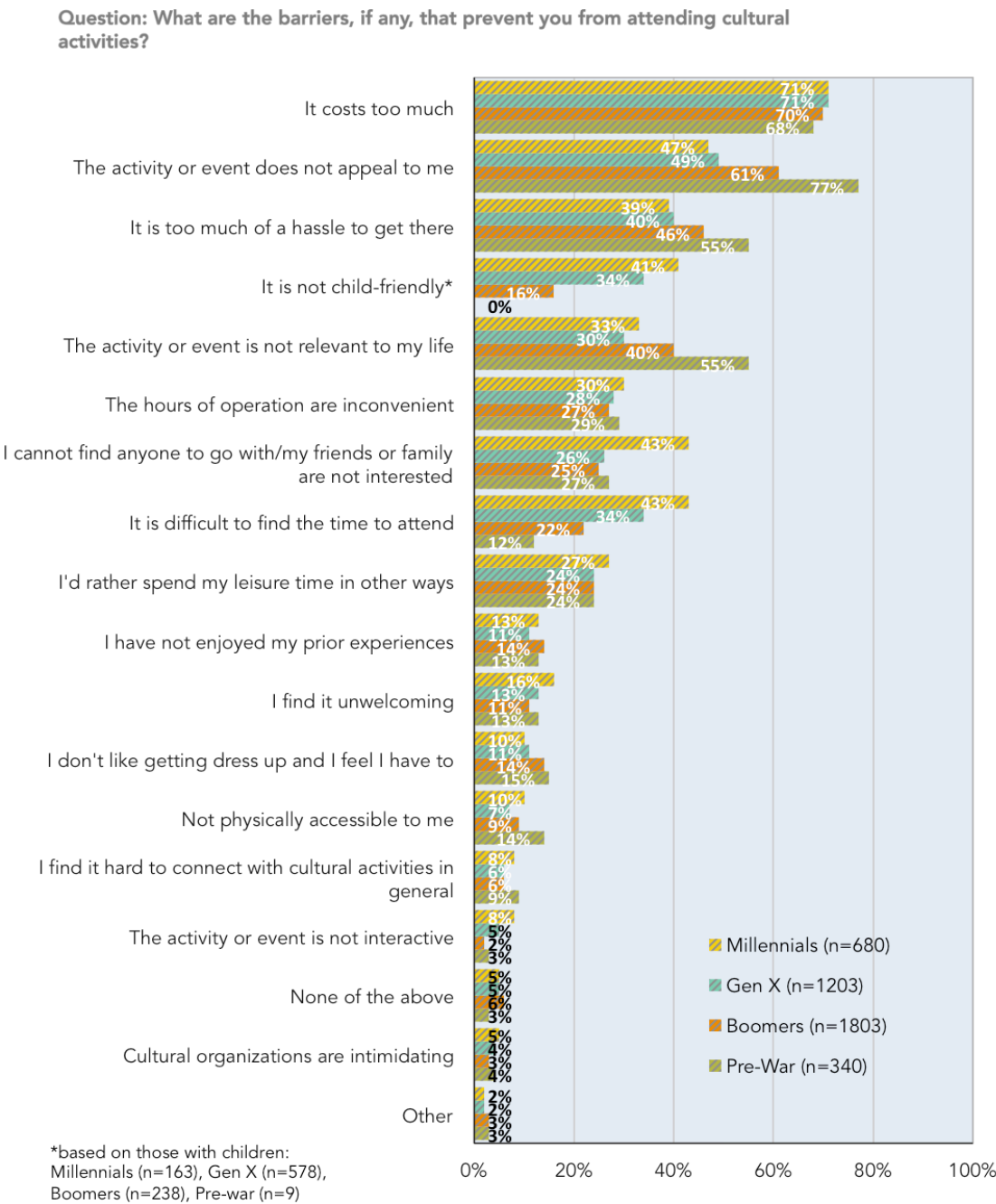
### 4.8 BARRIERS TO ATTENDING CULTURAL ACTIVITIES: BOSTON TRENDS BY GENERATION (CONT'D)

Selected Findings:

- Millennials are much less likely than older generations to attend a cultural activity if they can't find someone to go with them. They are also the generation most likely to cite difficulty finding time to attend as a barrier.
- Three-quarters (73%) of Pre-War won't attend a cultural activity if they feel that the topic is not appealing to them, and one in two Pre-War won't attend due to inconvenient hours of operation.
- While Boston respondents overall are somewhat more likely to cite hours of operation as a barrier, Millennials and Pre-War—the generations with higher proportions of unemployed students and retirees—are somewhat more likely to be unable to attend due to inconvenient hours.

# 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

## 4.9 BARRIERS TO ATTENDING CULTURAL ACTIVITIES: NATIONAL TRENDS BY GENERATION





## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.9 BARRIERS TO ATTENDING CULTURAL ACTIVITIES: NATIONAL TRENDS BY GENERATION (CONT'D)

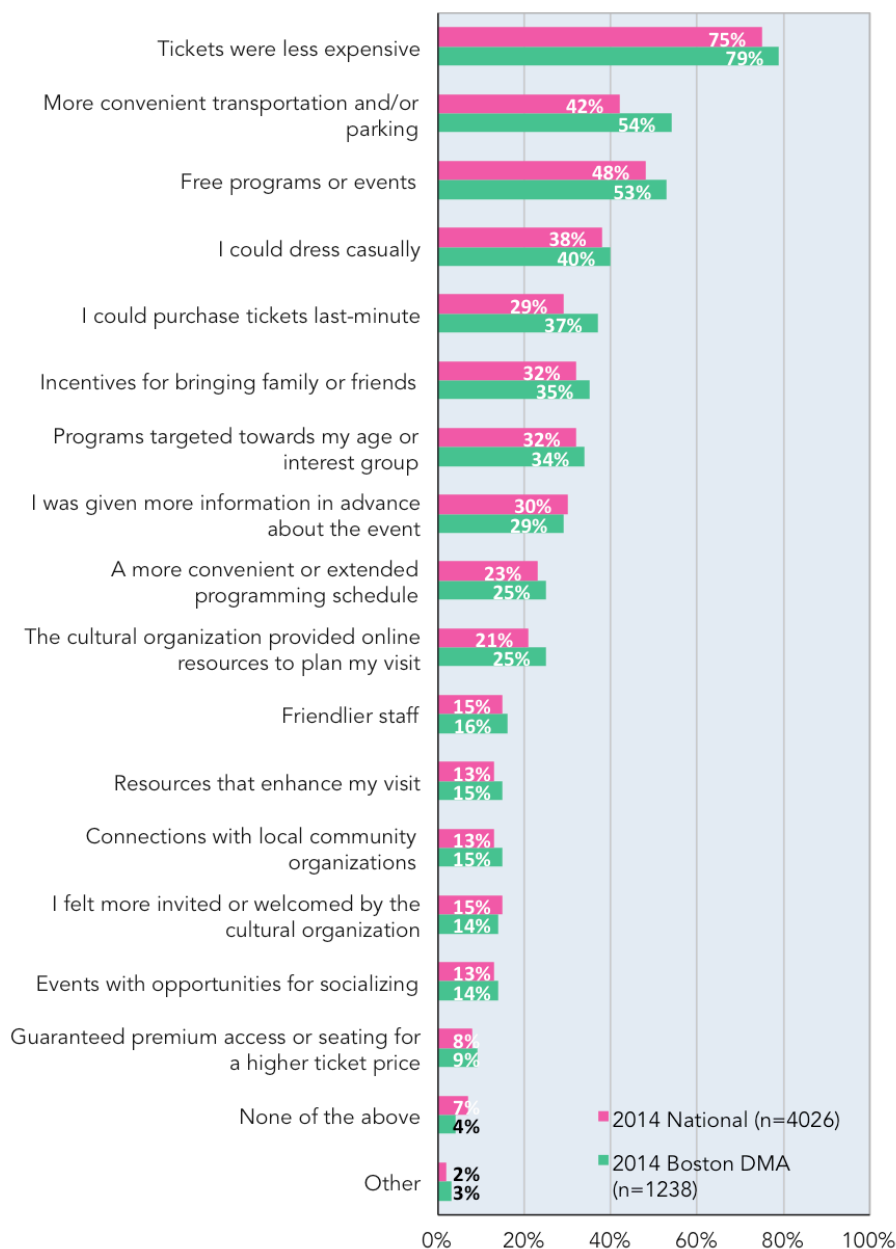
#### Selected Findings:

- Both Boston and national Millennial respondents are somewhat less likely than older generations to attend a cultural activity if they cannot find anyone to go with, or if they find it difficult to find time to attend.
- Boston Pre-War are somewhat more likely than other Boston generations to cite activities/events that are unappealing to their lives as barriers to participation. However, in comparison to national respondents, Pre-War respondents are slightly less likely to cite irrelevant activities as a barrier.

## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.10 INCENTIVES TO CULTURAL PARTICIPATION: OVERALL TRENDS

Question: Which of the following items would increase your participation in cultural activities?



## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.10 INCENTIVES TO CULTURAL PARTICIPATION (CONT'D)

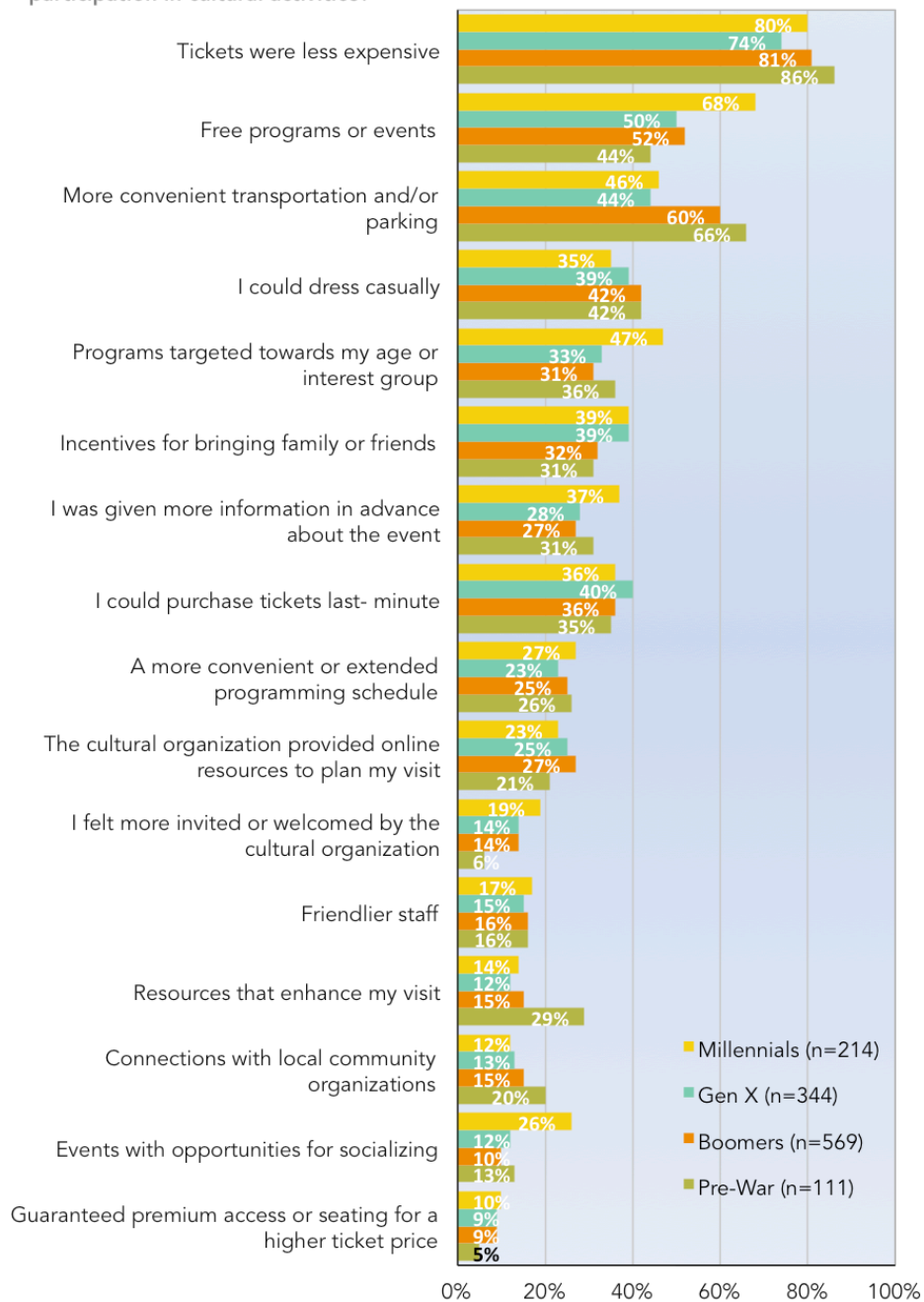
Selected Findings:

- Cost and convenience are the main enticements that would encourage respondents to participate more frequently. Interestingly, less expensive tickets are much more important to respondents than free programs or events.
- Boston respondents are more likely than national respondents to consider more convenient transportation (+12%), and availability of last-minute tickets (+8%) enticing.
- Women are more likely than men to increase participation due to less expensive tickets, free programs or events, and incentives for bringing family. Men are more likely than women to cite casual dress (*chart not included here*).
- Minorities are more likely than White respondents to increase participation if there are programs targeted toward their age or interest group (*chart not included here*).

## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.11 INCENTIVES FOR CULTURAL PARTICIPATION: BOSTON TRENDS BY GENERATION

Question: Which of the following items would increase your participation in cultural activities?



## 4. MOTIVATORS AND BARRIERS TO PARTICIPATION

### 4.11 INCENTIVES FOR CULTURAL PARTICIPATION: BOSTON TRENDS BY GENERATION (CONT'D)

Selected Findings:

- All Boston generations cite less expensive tickets as the leading incentive to participate more in culture; Millennials are much more likely than their older counterparts to increase participation if organizations offered free programs or events.
- Millennials are also more likely than older respondents to say they would increase their participation due to access to programs and social events targeted toward their age or interest group.
- Boomers and Pre-War are more likely than younger respondents to increase participation due to more convenient transportation/parking.
- Pre-War are twice as likely as the other generations to increase participation if they find more supplemental resources to enhance their visit.

## 5. ENHANCING THE CULTURAL EXPERIENCE

## 5. ENHANCING THE CULTURAL EXPERIENCE

### 5.1 PREPARING FOR A CULTURAL EXPERIENCE: OVERALL TRENDS

Question: If you prepare for your visit to a cultural organization in advance, which information sources do you use?



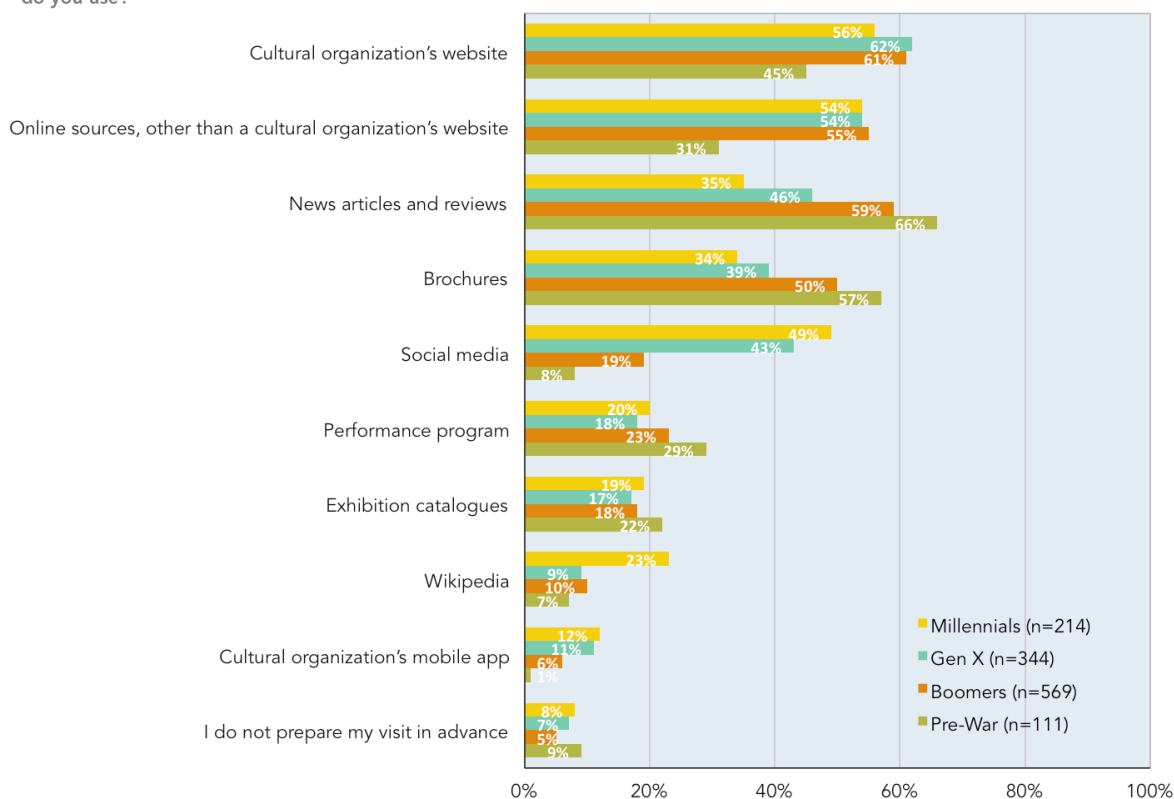
#### Selected Findings:

- Boston respondents and national respondents utilize similar information sources to prepare for a cultural experience. Boston respondents, however, are more likely to reference news articles and reviews, and online sources (other than an organization's website).
- Women are more likely than men to use social media to prepare for a visit (*chart not included here*).
- Those who live within the city are more likely than those who live further out to use a cultural organization's mobile app (*chart not included here*).

## 5. ENHANCING THE CULTURAL EXPERIENCE

### 5.2 PREPARING FOR A CULTURAL EXPERIENCE: BY GENERATION

Question: If you prepare for your visit to a cultural organization in advance, which information sources do you use?



#### Selected Findings:

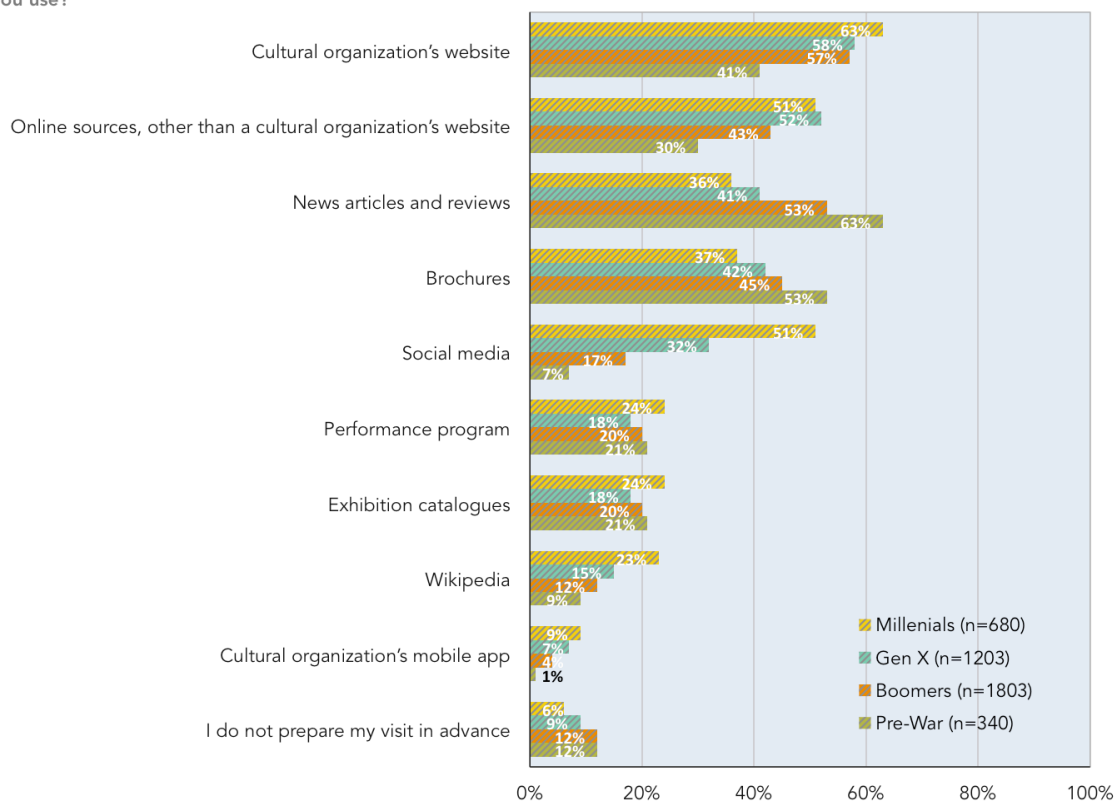
- Each generation turns to very different sources to prepare for a cultural experience. Younger generations are more likely to utilize online sources (organization's website, social media, other websites, Wikipedia, mobile apps), while older generations turn to more traditional sources (brochures, articles, and reviews).
- Millennials and Gen X are more than twice as likely to use social media to prepare for a cultural experience than Boomers and Pre-War.



## 5. ENHANCING THE CULTURAL EXPERIENCE

### 5.3 PREPARING FOR A CULTURAL EXPERIENCE: NATIONAL TRENDS BY GENERATION

Question: If you prepare for your visit to a cultural organization in advance, which information sources do you use?



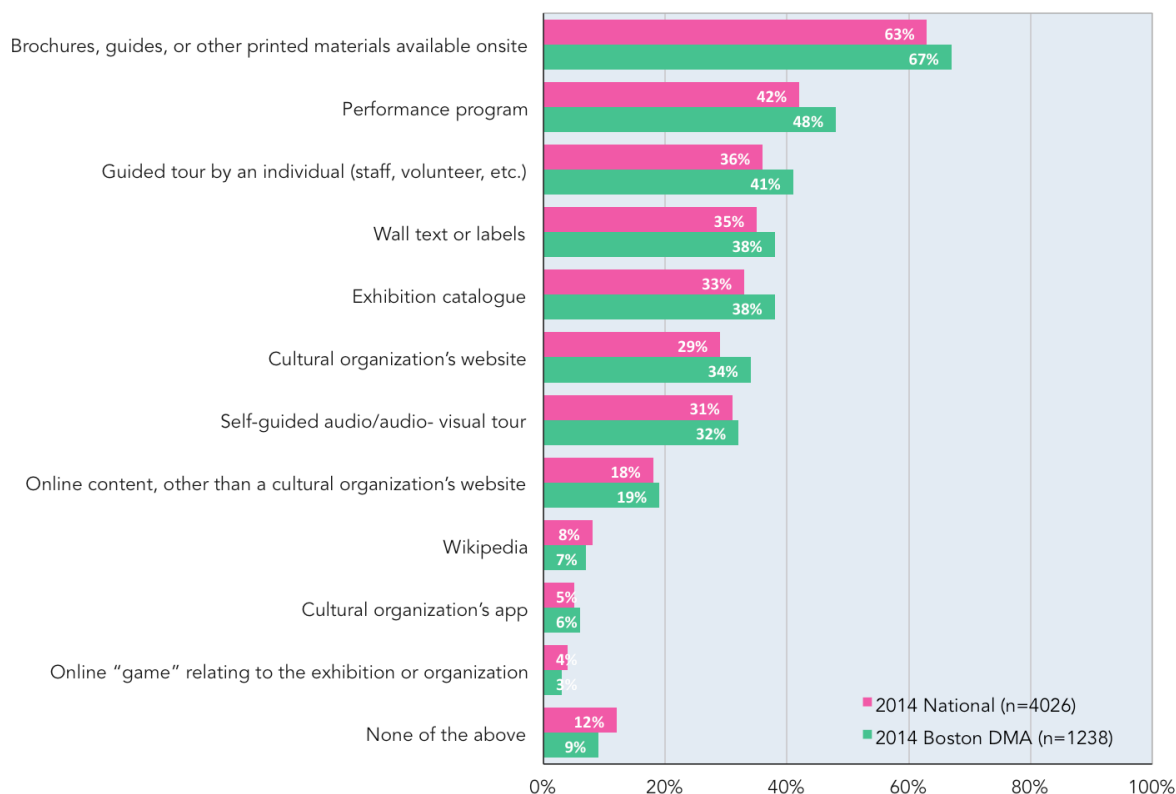
#### Selected Findings:

- Boston Boomers are more likely (+12%) than their national counterparts to use online sources (other than a cultural organization's website) in preparation for their visit.
- Boston Gen X respondents are more likely (+11%) than national Gen X respondents to use social media to prepare for a cultural experience.

## 5. ENHANCING THE CULTURAL EXPERIENCE

### 5.4 ENRICHING THE EXPERIENCE ON-SITE: OVERALL TRENDS

Question: When you visit a cultural organization, what additional information do you use to enrich your visit on-site?



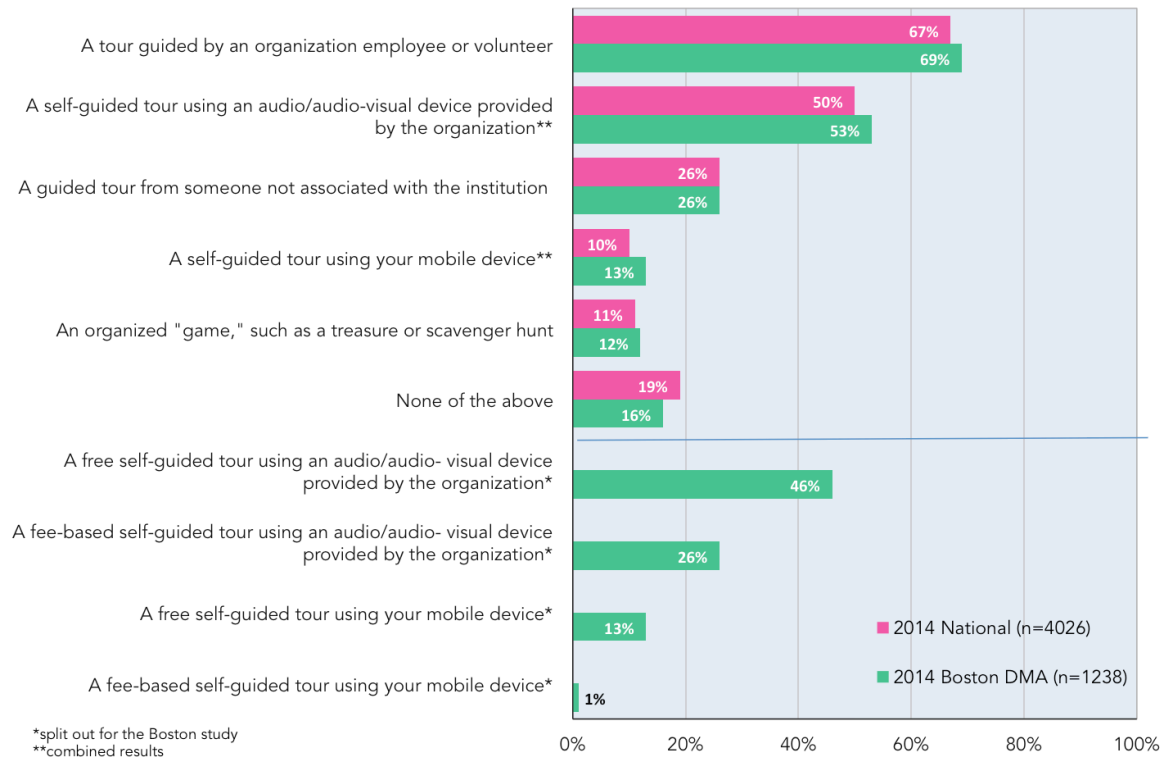
#### Selected Findings:

- Nine in ten Boston respondents use supplemental information to enrich their visit or experience. Most use brochures or other printed materials (67%) followed by performance programs (48%).
- Boston respondents are generally more inclined to use supplemental information during their visit than national respondents; in particular, they are more likely to use performance programs, guided tours, exhibition catalogues, and the organization's website.
- Pre-War are more likely than the younger generations to use brochures, and are the least likely to use online sources in general (*chart not included here*).

## 5. ENHANCING THE CULTURAL EXPERIENCE

### 5.5 PARTICIPATION IN TOURS: OVERALL TRENDS

Question: Please indicate if you have ever participated in any of the following when visiting a museum, historic site, or other place of cultural interest.



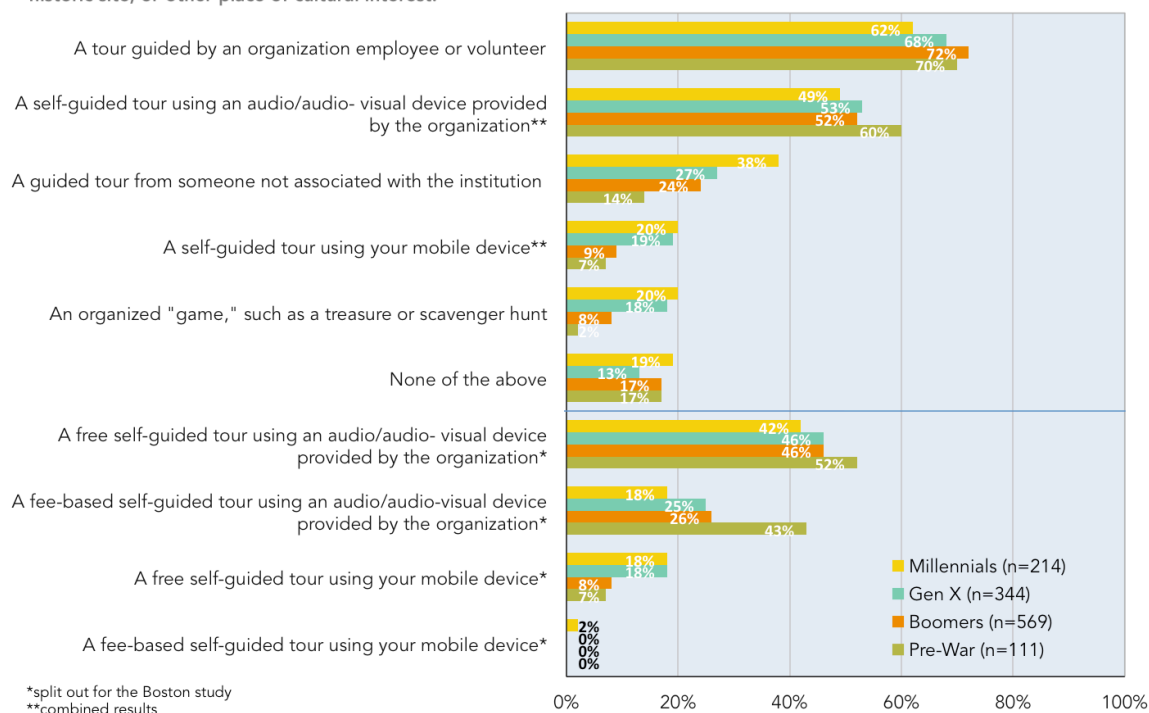
#### Selected Findings:

- Boston respondents are likely to have participated in a variety of guided tours, the most popular of which is the guided tour by an organization employee.
- Boston respondents are over twice as likely to have participated in organization-affiliated tours than tours organized by outside sources. Even so, one in four respondents has sought tours from an unaffiliated guide, and one in eight has participated in the less conventional "game" tour model.
- For the Boston study, self-guided tours were broken out into free vs. fee-based options. Almost half of Boston respondents (46%) have participated in a free self-guided tour using a device provided by the organization, while only 26% have done so with a fee-based device.
- Virtually no respondents have participated in a fee-based self-guided tour using their own personal device.

## 5. ENHANCING THE CULTURAL EXPERIENCE

### 5.6 PARTICIPATION IN TOURS: BOSTON TRENDS BY GENERATION

Question: Please indicate if you have ever participated in any of the following when visiting a museum, historic site, or other place of cultural interest.



#### Selected Findings:

- Millennials are more likely than older respondents to have participated in a tour led by someone unaffiliated with the organization.
- Pre-War are more likely to have participated in a fee-based self-guided tour than their younger counterparts.
- Millennials and Gen X respondents are more likely than their older counterparts to have participated in a self-guided tour using their mobile device and/or an organized game.
- When using devices provided by the organization, Pre-War respondents are almost equally likely to participate in a free or fee-based self-guided tour. However, younger respondents are almost half as likely to opt into a fee-based self-guided tour as they are to participate in a free self-guided tour.

# 5. ENHANCING THE CULTURAL EXPERIENCE

## 5.7 OWNERSHIP OF MOBILE DEVICES: OVERALL TRENDS

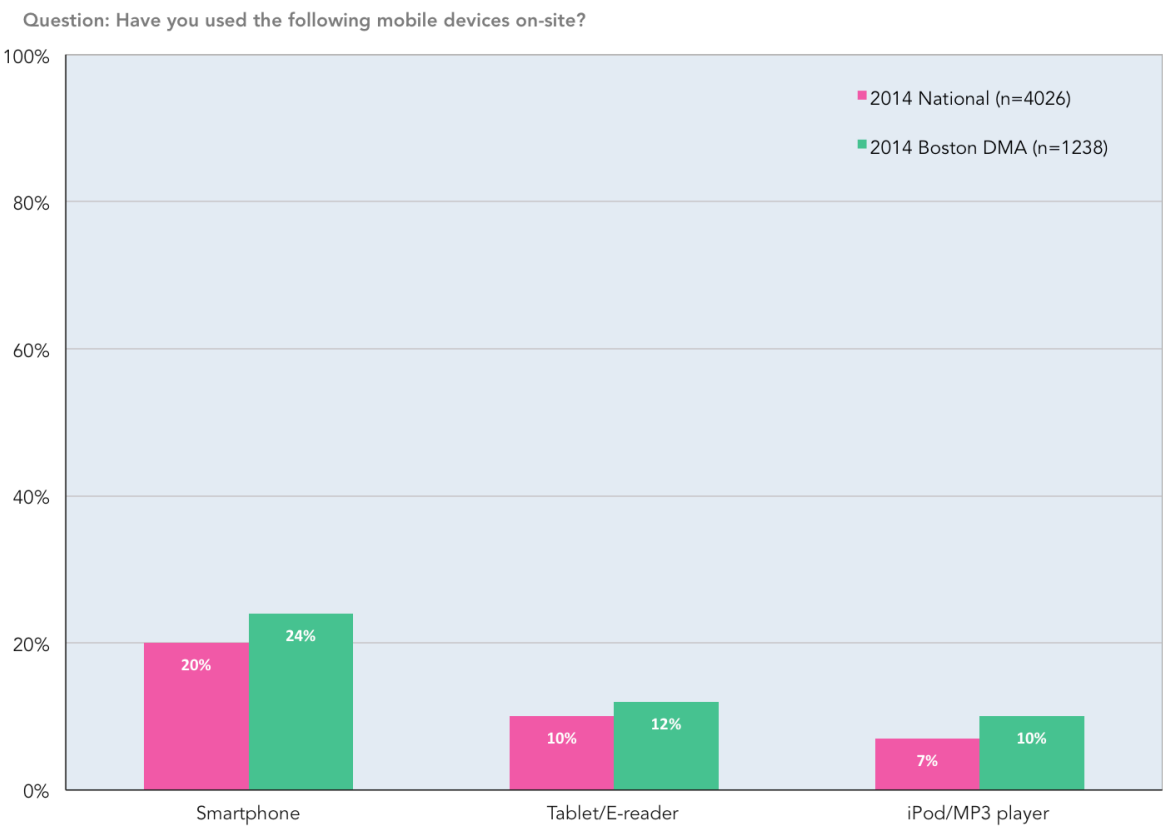


Selected Insights:

- Over two-thirds of Boston respondents own a smartphone, tablet or e-reader, or iPod/MP3 player—a slightly higher proportion than national respondents.
- The younger the respondent, the more likely they are to own a smartphone or iPod/MP3 player (*chart not included here*).

# 5. ENHANCING THE CULTURAL EXPERIENCE

## 5.8 MOBILE DEVICE USE ON-SITE: OVERALL TRENDS



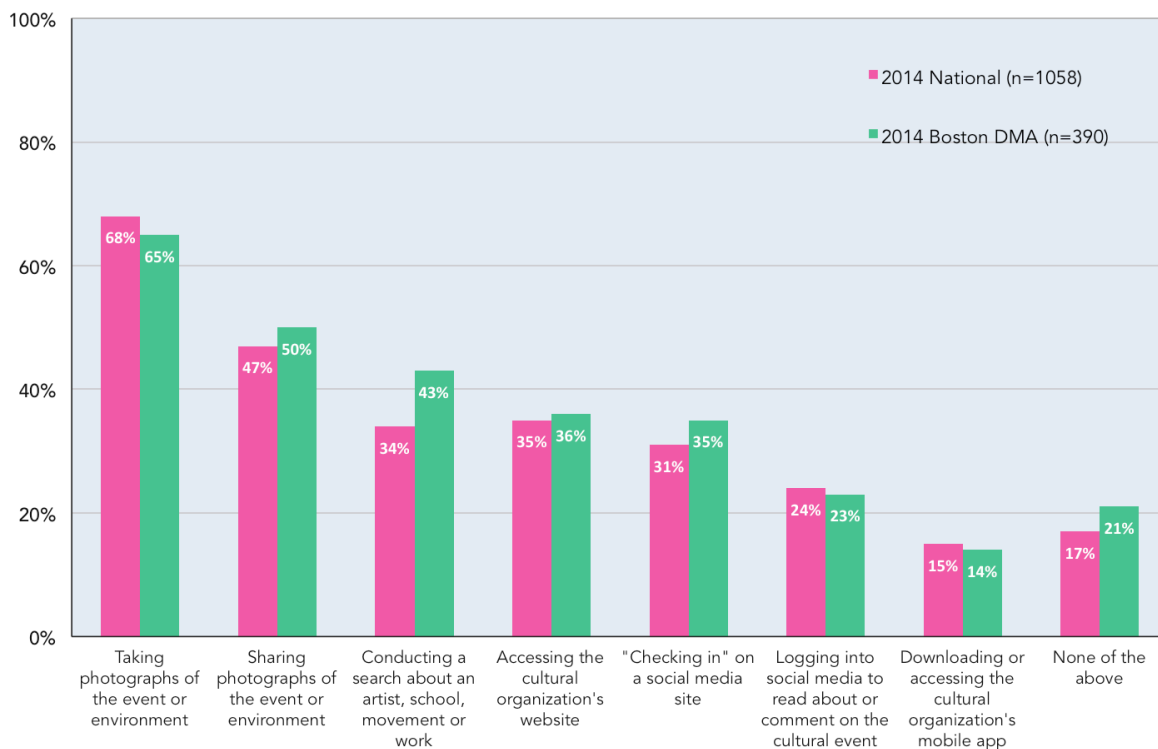
### Selected Findings:

- Boston respondents are somewhat more likely than national respondents to have used a smartphone on-site.
- The younger the respondent, the more likely they are to have used a device on-site, particularly smartphones (*chart not included here*).
- The greater number of events a respondent attends in a given month, the more likely they are to use smartphones and e-readers/tablets on-site (*chart not included here*).

## 5. ENHANCING THE CULTURAL EXPERIENCE

### 5.9 MOBILE DEVICE ACTIVITIES ON-SITE: OVERALL TRENDS

Question: During past visits to cultural organizations, have you ever used a mobile device for any of the following activities?

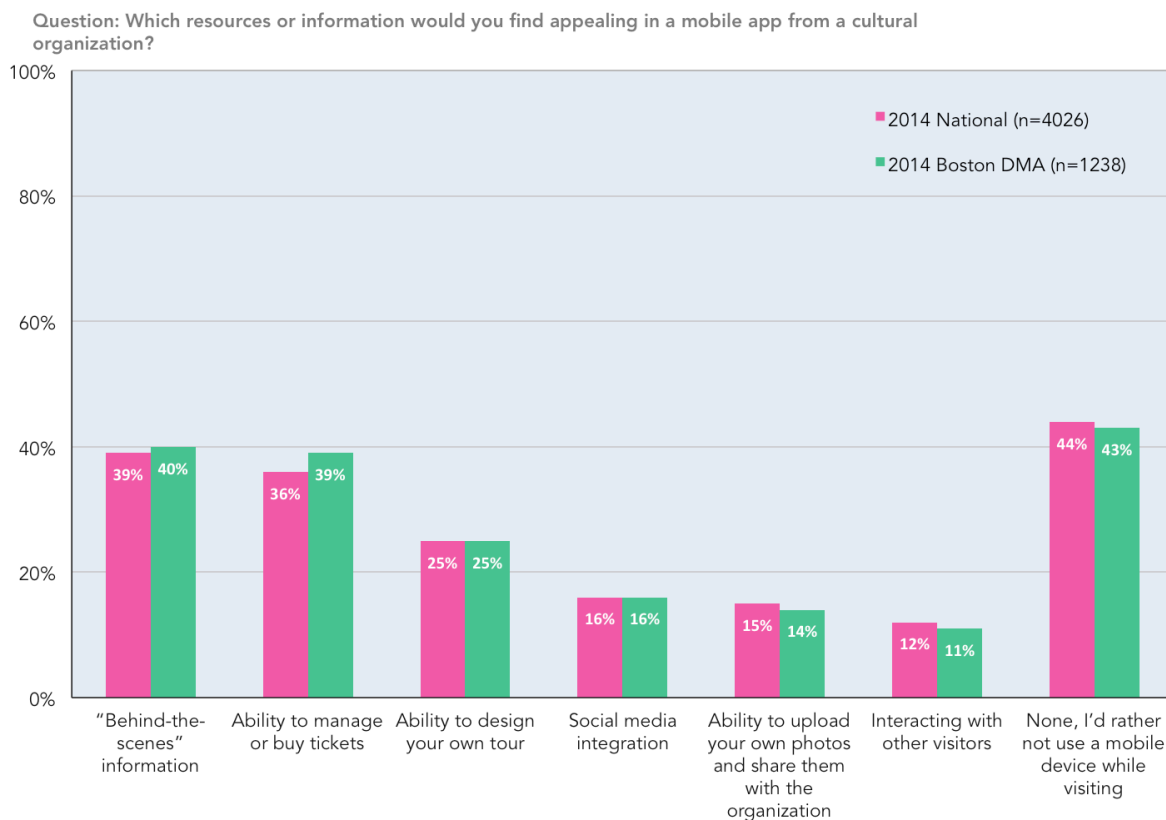


#### Selected Findings:

- As in the national study, among respondents who have used a mobile device during their visits to cultural organizations, taking and sharing photos are the most popular activities.
- Boston respondents are more likely than national respondents to have conducted a search about an artist, school, movement or work with their mobile device during their visit.
- About a third of Boston respondents have accessed the organization's website while on-site (36%) and "checked in" on social media (35%).
- Millennials and Gen X are more likely than older respondents to have shared photographs of the event or environment, "checked in" on social media, or logged into social media to read about or comment on the cultural event (*chart not included here*).

## 5. ENHANCING THE CULTURAL EXPERIENCE

### 5.10 DESIRED FEATURES IN CULTURAL MOBILE APPS: OVERALL TRENDS



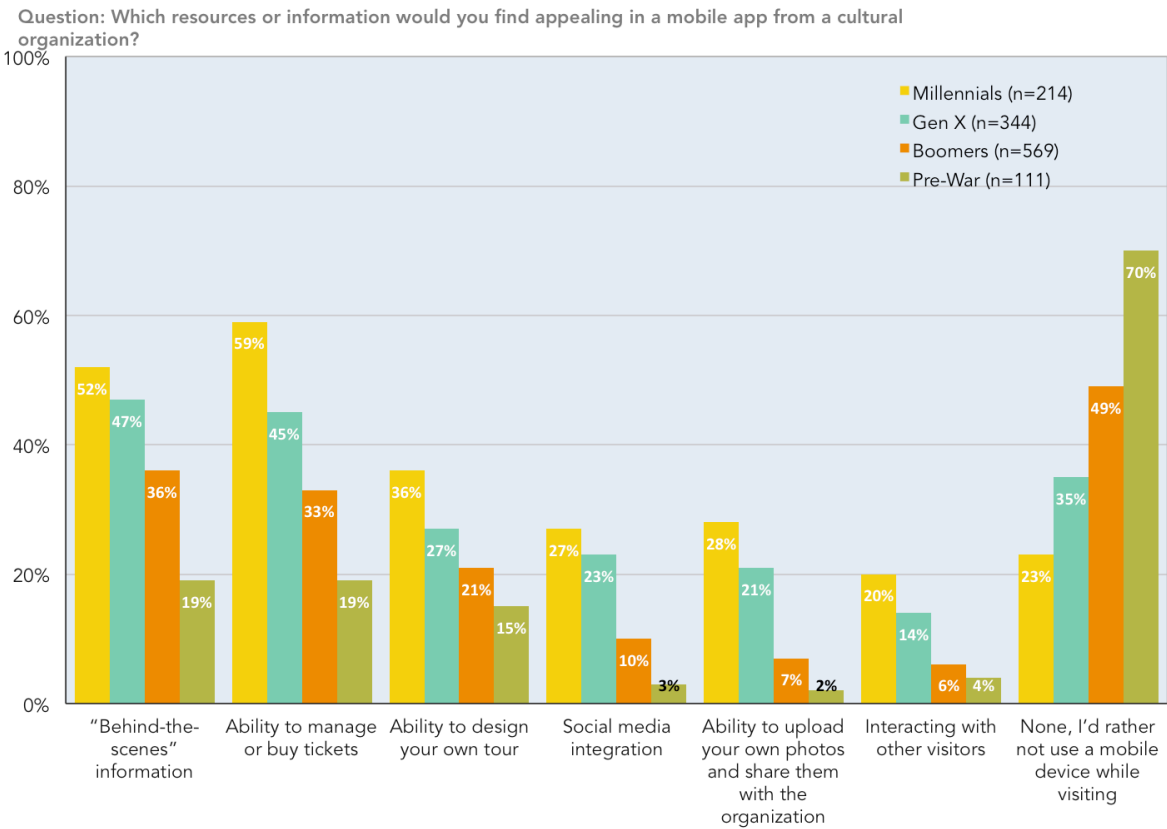
#### Selected Findings:

- The mobile app features respondents would most like to see are "behind-the-scenes" information (40%) and the ability to manage or buy their tickets (39%).
- However, 43% of Boston respondents prefer to enjoy a cultural experience without their mobile device, although this is largely driven by Pre-War respondents (see *following page*).
- Interestingly, "interactive" motivators—such as social media integration, sharing photos with the organization, or interacting with other visitors—rank lowest in desired mobile features.
- City dwellers are more likely than suburbanites and rural-residents to want social media integration (*chart not included here*).



# 5. ENHANCING THE CULTURAL EXPERIENCE

## 5.11 DESIRED FEATURES IN CULTURAL MOBILE APPS: BOSTON TRENDS BY GENERATION

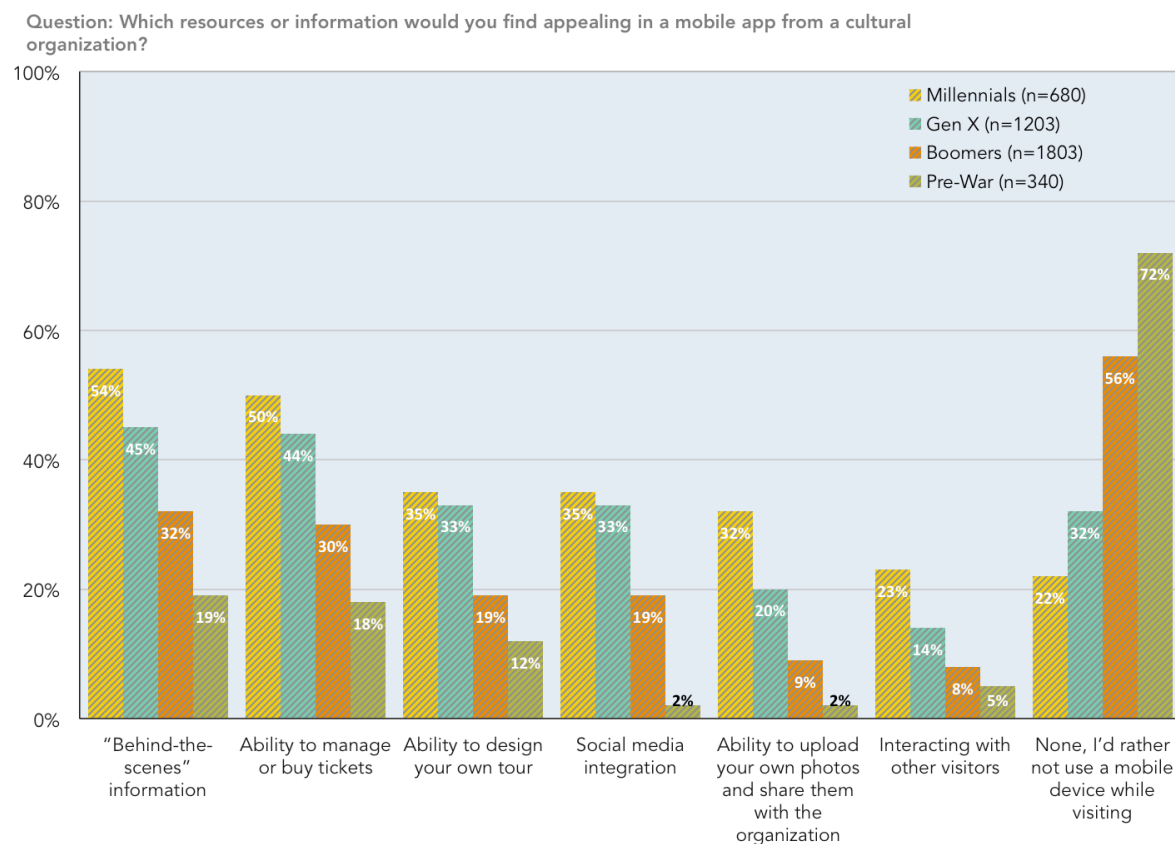


Selected Findings:

- Millennials and Gen X are the most receptive to all of the proposed mobile app features, while Pre-War show the least interest.

## 5. ENHANCING THE CULTURAL EXPERIENCE

### 5.12 DESIRED FEATURES IN CULTURAL MOBILE APPS: NATIONAL TRENDS BY GENERATION



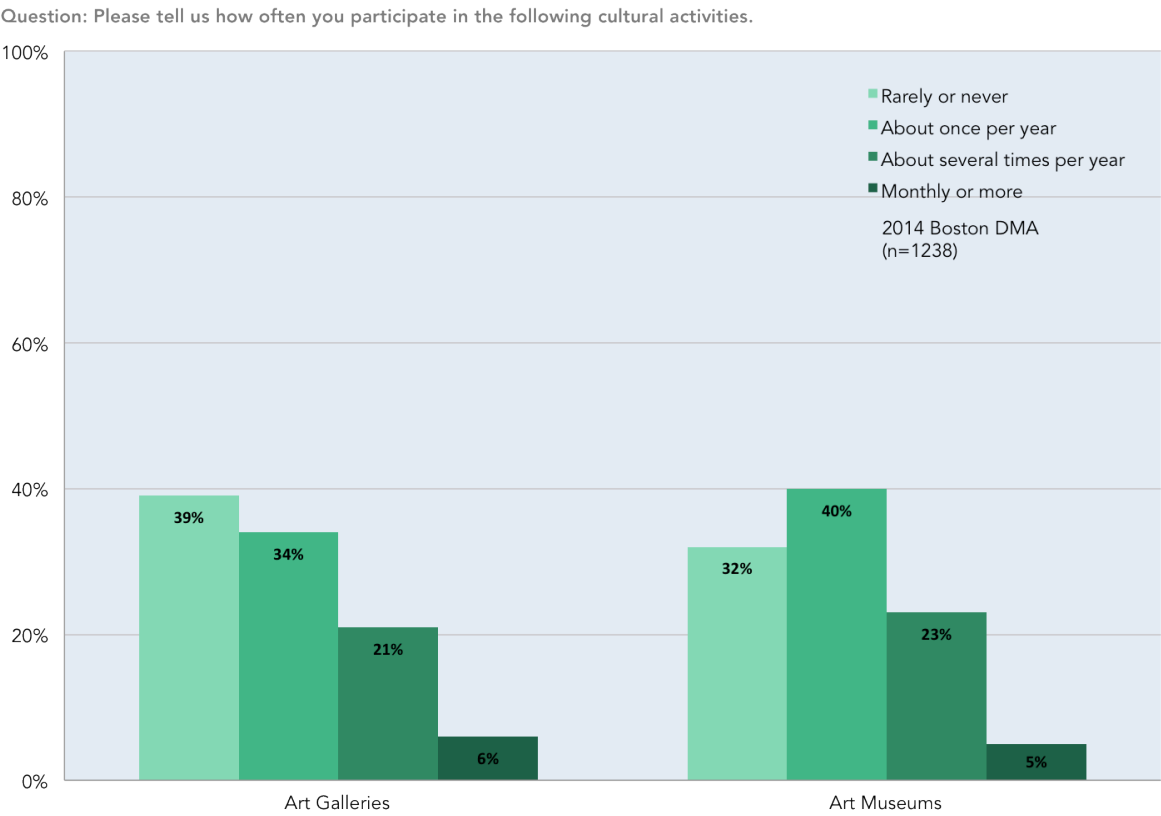
#### Selected Findings:

- Boston Boomers are somewhat less likely (-7%) than national Boomers to want a mobile device-free cultural experience.
- Boston Millennials are somewhat more interested than their national counterparts (+9%) in managing or buying tickets on a mobile app.

## 6. VISUAL ARTS PARTICIPATION

# 6. VISUAL ARTS PARTICIPATION

## 6.1 BOSTON DMA ATTENDANCE PATTERNS



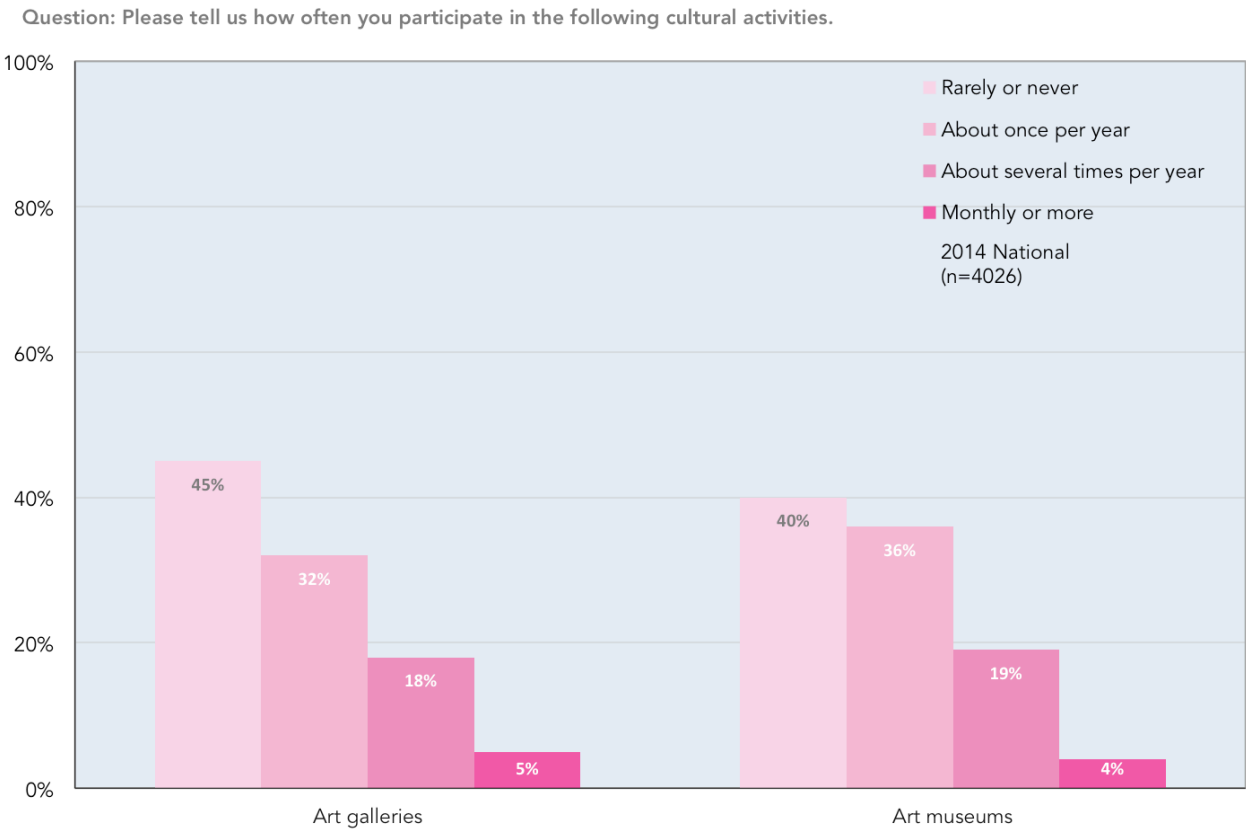
Selected Findings:

- Thirty-four percent of respondents visit art galleries once a year, while almost three in ten (27%) visit several times a year or more.
- Four out of ten respondents (40%) visit museums about once a year, while three in ten (28%) visit several times a year or more.

Note: Only those who have visited a visual arts organization in the past year were asked this question (see page 6).

# 6. VISUAL ARTS PARTICIPATION

## 6.2 NATIONAL ATTENDANCE PATTERNS



Selected Findings:

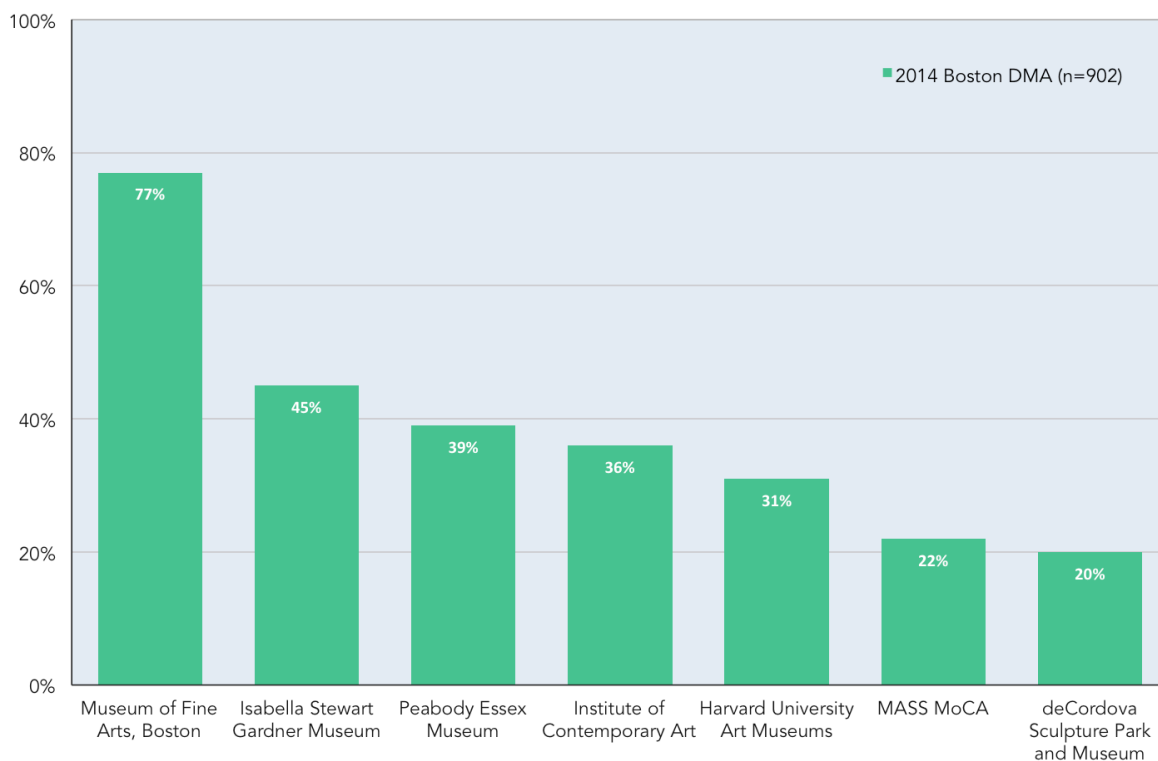
- Boston respondents are more likely than national respondents to visit art museums and galleries in a given year.

Note: Only those who have visited a visual arts organization in the past year were asked this question (see page 6).

## 6. VISUAL ARTS PARTICIPATION

### 6.3 VISITATION TO GREATER BOSTON AREA VISUAL ARTS VENUES: OVERALL

Question: Please tell which of these art museums you visit at least once a year.



#### Selected Findings:

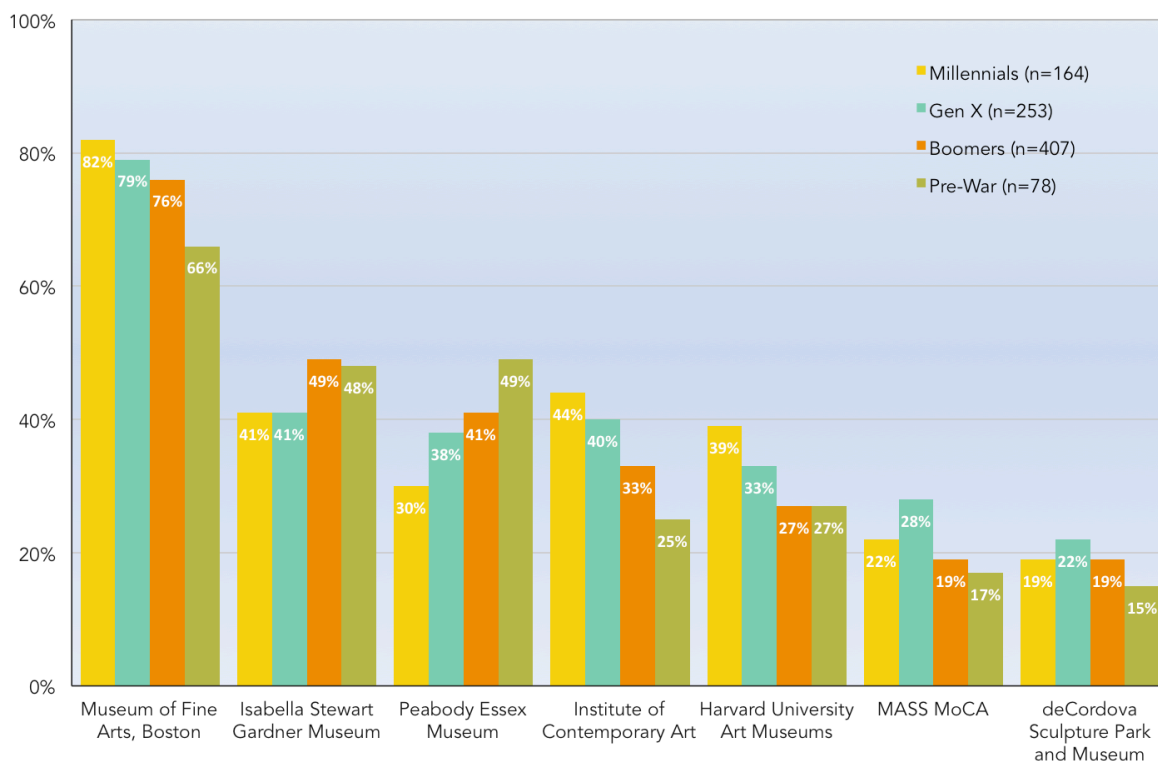
- Among the Boston respondents who have visited an art museum or gallery in the past year, three-quarters (77%) have visited the Museum of Fine Arts, Boston. Less than half of Boston respondents have visited the remaining organizations in the past year.
- About one in five respondents who attend visual arts venues has visited MASS MoCA (22%) or deCordova Sculpture Park and Museum (20%).

Note: Those who visit art galleries or art museums “rarely or never” (see page 57) were not asked this question.

## 6. VISUAL ARTS PARTICIPATION

### 6.4 VISITATION TO GREATER BOSTON AREA VISUAL ARTS VENUES: BOSTON TRENDS BY GENERATION

Question: Please tell which of these art museums you visit at least once a year.



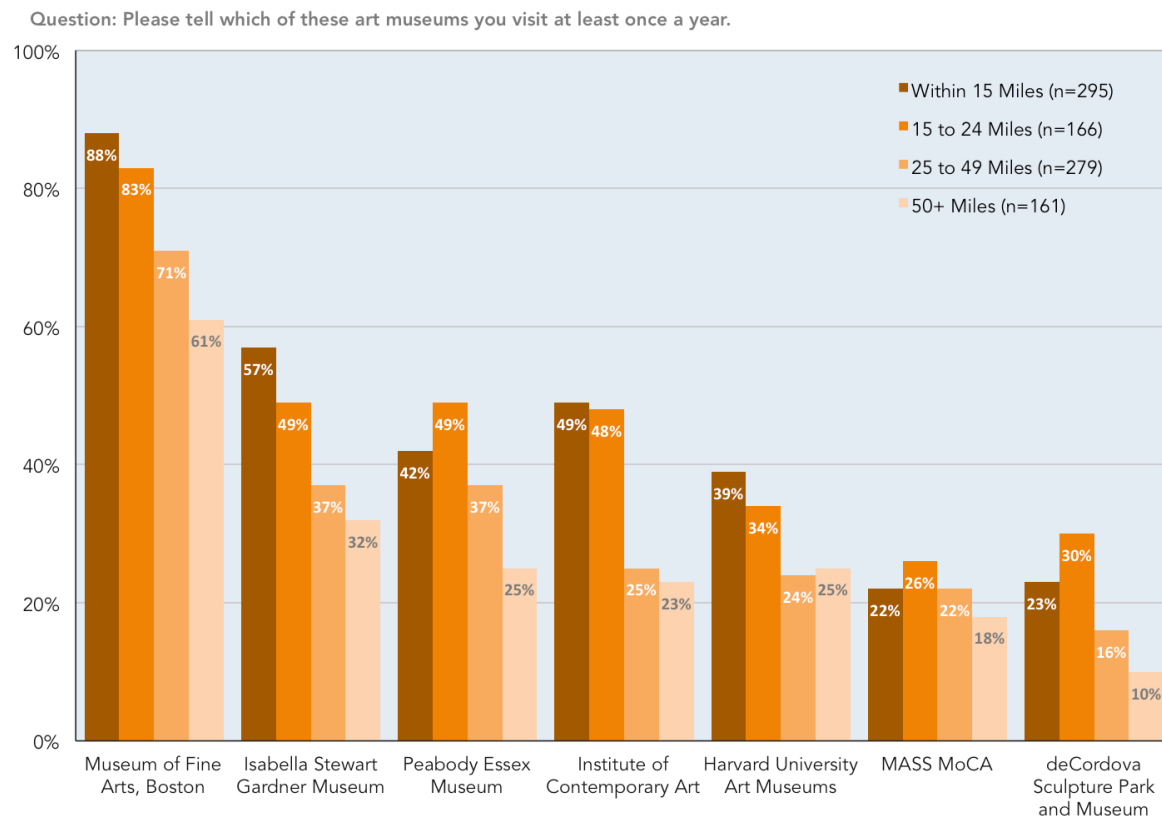
#### Selected Findings:

- Younger generations are somewhat more likely to have visited the Museum of Fine Arts, Boston, the Institute of Contemporary Art, and Harvard University Art, while older respondents are somewhat more likely to have visited the Peabody Essex Museum and the Isabella Stewart Gardner Museum.
- More than 4 in 5 Millennials visit the Museum of Fine Arts, Boston at least once per year—double that of the second most popular option, the Isabella Stewart Gardner Museum.
- Gen X respondents are somewhat more likely than their counterparts to have visited MASS MoCA and the deCordova Sculpture Park and Museum.

Note: Those who visit art galleries or art museums “rarely or never” (see page 57) were not asked this question.

## 6. VISUAL ARTS PARTICIPATION

### 6.5 VISITATION TO GREATER BOSTON AREA VISUAL ARTS VENUES: BOSTON TRENDS BY DISTANCE



#### Selected Findings:

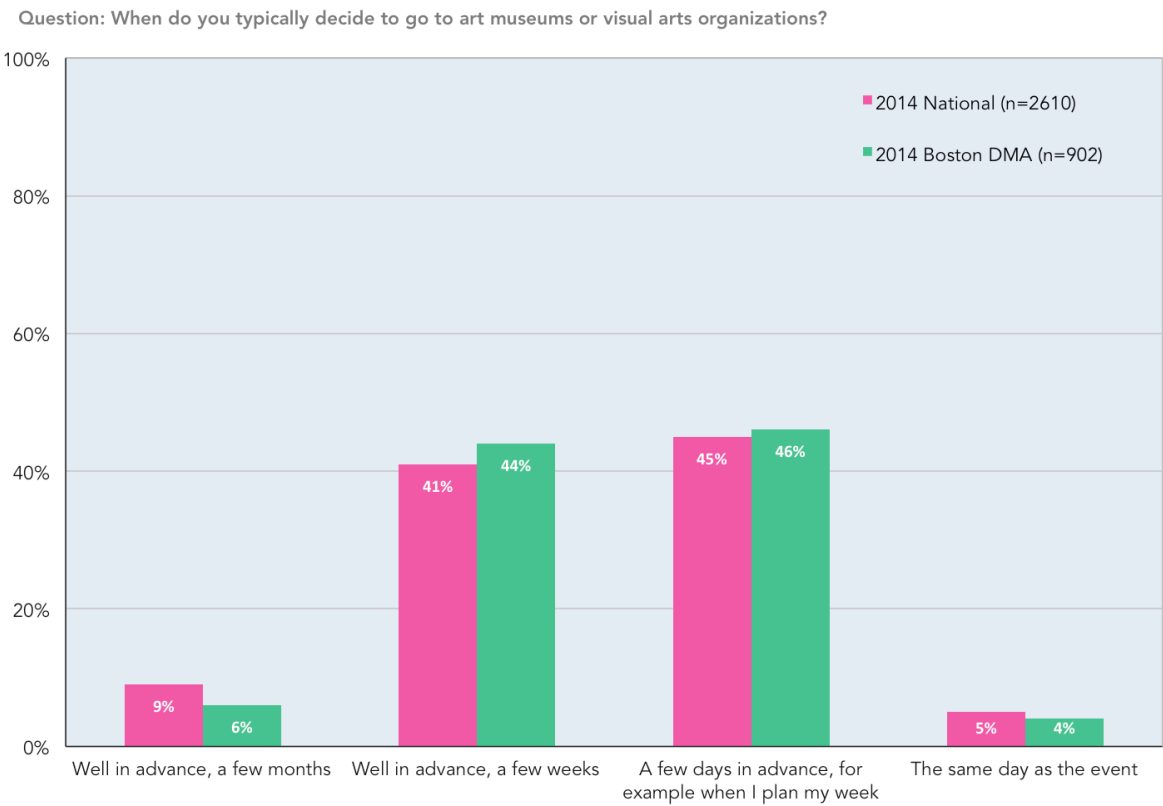
- In general, the closer a respondent lives to Boston, the more likely they are to have visited each of these museums, with the exception of the Peabody Essex Museum, MASS MoCA and the deCordova Sculpture Park and Museum, all of which are outside of the Boston metro area.
- Respondents who live less than 25 miles away from the city center are twice as likely to have visited the Institute of Contemporary Art as compared to those who live farther away.
- Roughly one in five respondents has visited MASS MoCA regardless of distance.

Note: Those who visit art galleries or art museums “rarely or never” (see page 57) were not asked this question.



## 6. VISUAL ARTS PARTICIPATION

### 6.6 ATTENDANCE PLANNING: OVERALL TRENDS



Selected Findings:

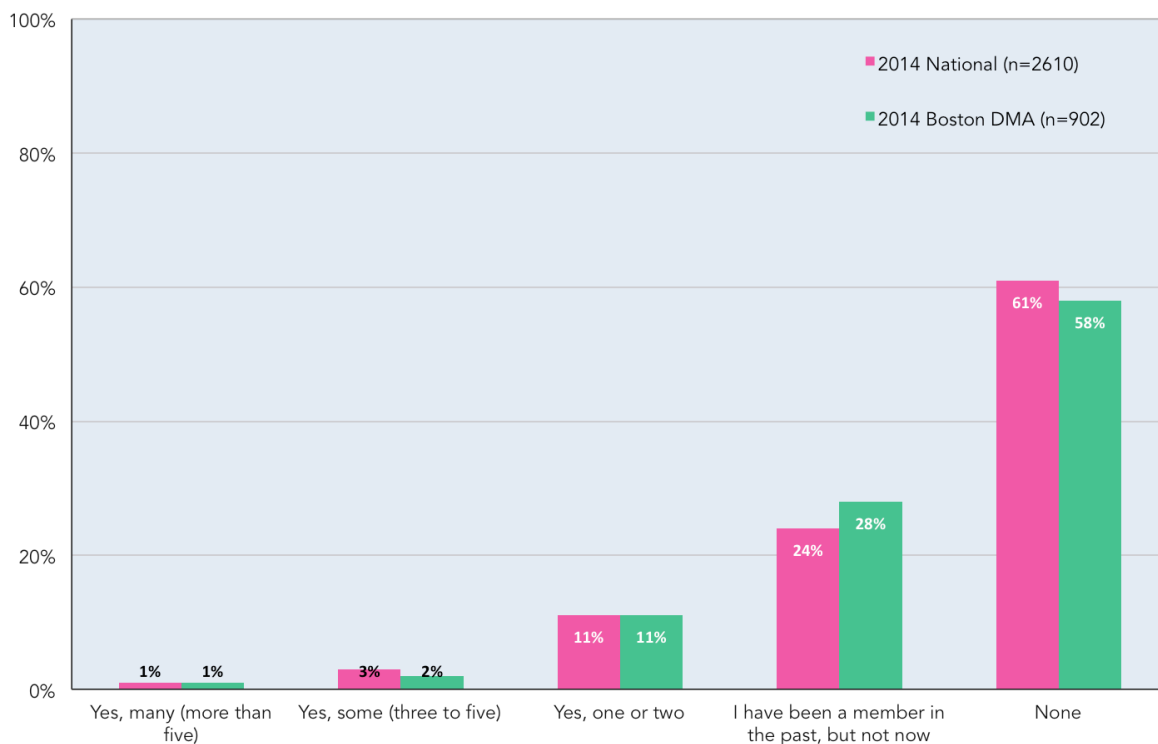
- Similar proportions of respondents attending visual arts venues plan their visits a few days in advance (46%) or a few weeks in advance (44%). Few make plans the same day, or a few months in advance.
- Those who live further out from the city are generally more likely to plan ahead by a few weeks, while those who live closer plan ahead by a few days (*chart not included here*).

Note: Those who visit art galleries or art museums “rarely or never” (see page 57) were not asked this question.

## 6. VISUAL ARTS PARTICIPATION

### 6.7 MEMBERSHIP: OVERALL TRENDS

Question: Are you a member of any art museums or other visual arts organizations? If so, how many memberships do you currently hold?



#### Selected Findings:

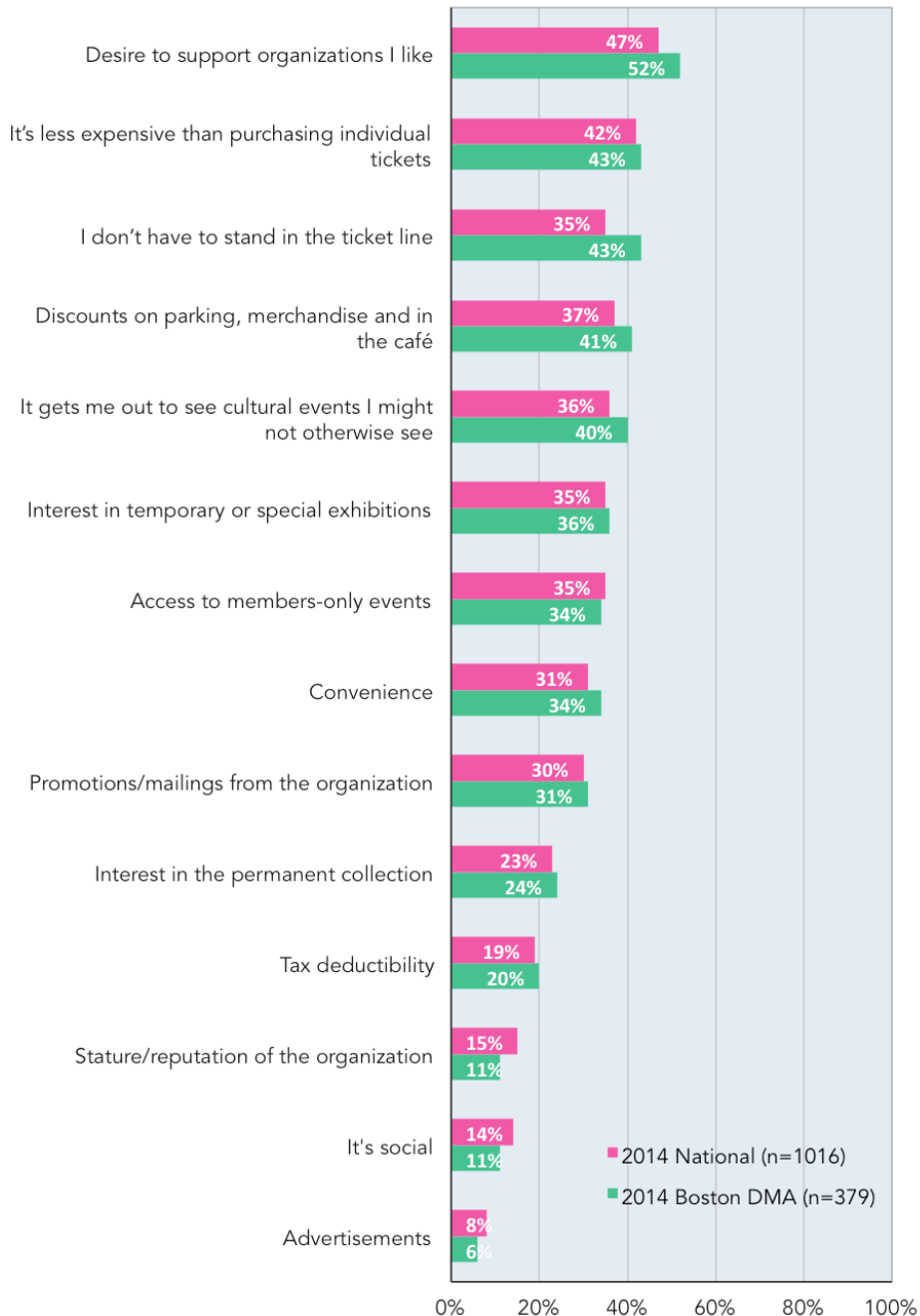
- Despite the fact that Boston respondents are much more likely to visit visual arts organizations than their national counterparts, they are just as likely not to hold a membership to them.
- Five in six respondents (86%) are not members of any visual arts organizations. 14% are members of at least one organization.
- Older respondents are more likely to have held memberships in the past compared to their younger counterparts, who are more likely to have never held an arts membership (*chart not included here*).
- The higher their income level, the more likely a respondent is to hold a membership (*chart not included here*).
- Those who attend several cultural events per month are also more likely to hold a membership (*chart not included here*).

Note: Those who visit art galleries or art museums “rarely or never” (see page 57) were not asked this question.

## 6. VISUAL ARTS PARTICIPATION

### 6.8 MEMBERSHIP MOTIVATIONS FOR CURRENT MEMBERS: OVERALL TRENDS

Question: What influences or motivates you to purchase or renew memberships to art museums or other visual arts organizations?



## 6. VISUAL ARTS PARTICIPATION

### 6.8 MEMBERSHIP MOTIVATIONS FOR CURRENT MEMBERS: OVERALL TRENDS (CONT'D)

Selected Findings:

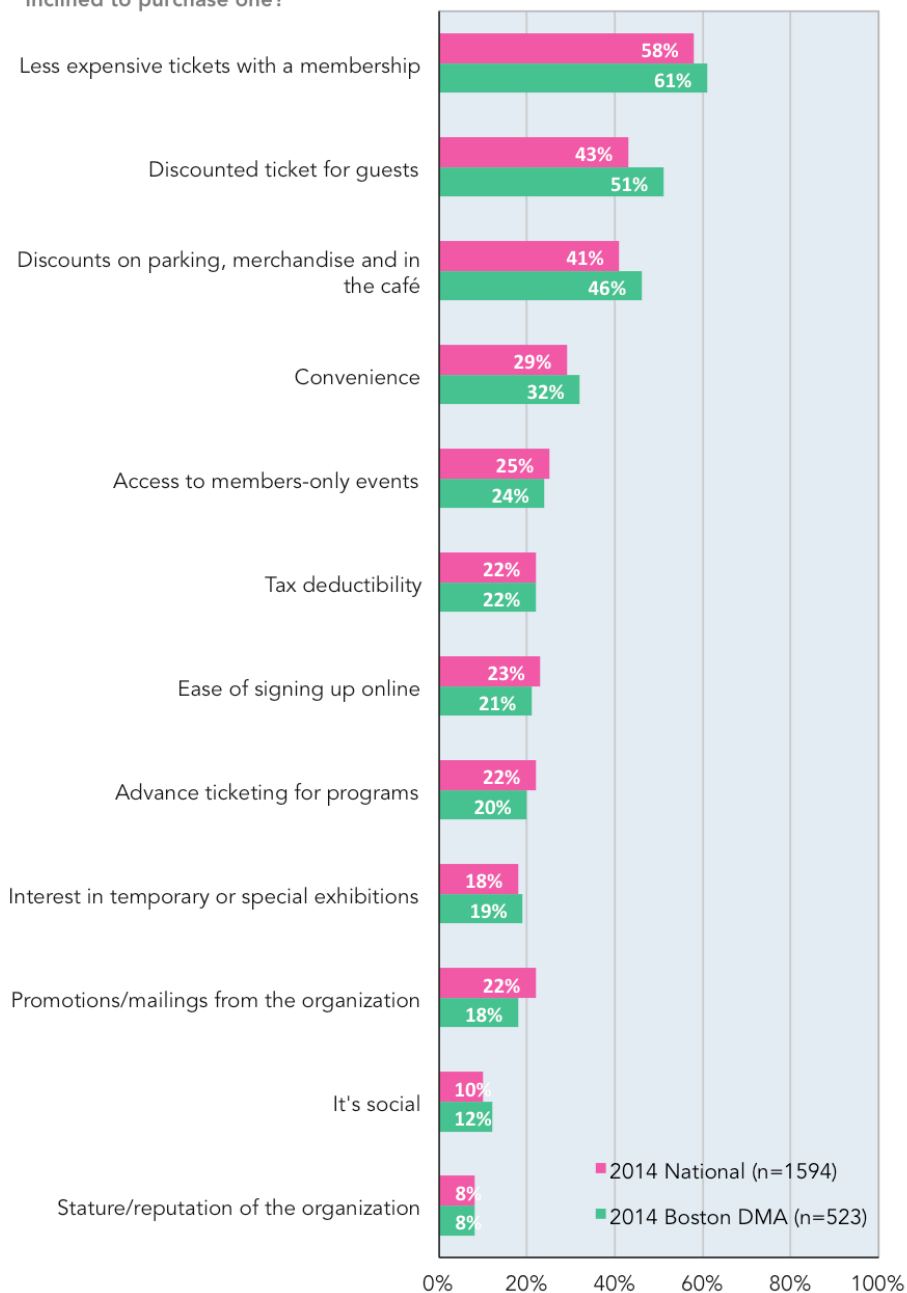
- The highest motivator for purchasing or renewing memberships is affinity: having a desire to support organizations that one likes.
- The next most influential factors relate to value: memberships are less expensive than purchasing individual tickets, and provide discounts on parking, merchandise and in the café.
- Motivations to purchase memberships for Boston respondents fall generally in the same order as for national respondents, with one exception: Boston respondents are more likely to be motivated by not having to stand in the ticket line.

Note: Those who visit art galleries or art museums “rarely or never” (see page 57) were not asked this question.

## 6. VISUAL ARTS PARTICIPATION

### 6.9 MEMBERSHIP MOTIVATIONS FOR NON-MEMBERS: OVERALL TRENDS

Question: Given that you do not currently have a membership to an art museum or other visual arts organization, what would make you more inclined to purchase one?



## 6. VISUAL ARTS PARTICIPATION

### 6.9 MEMBERSHIP MOTIVATIONS FOR NON-MEMBERS: OVERALL TRENDS (CONT'D)

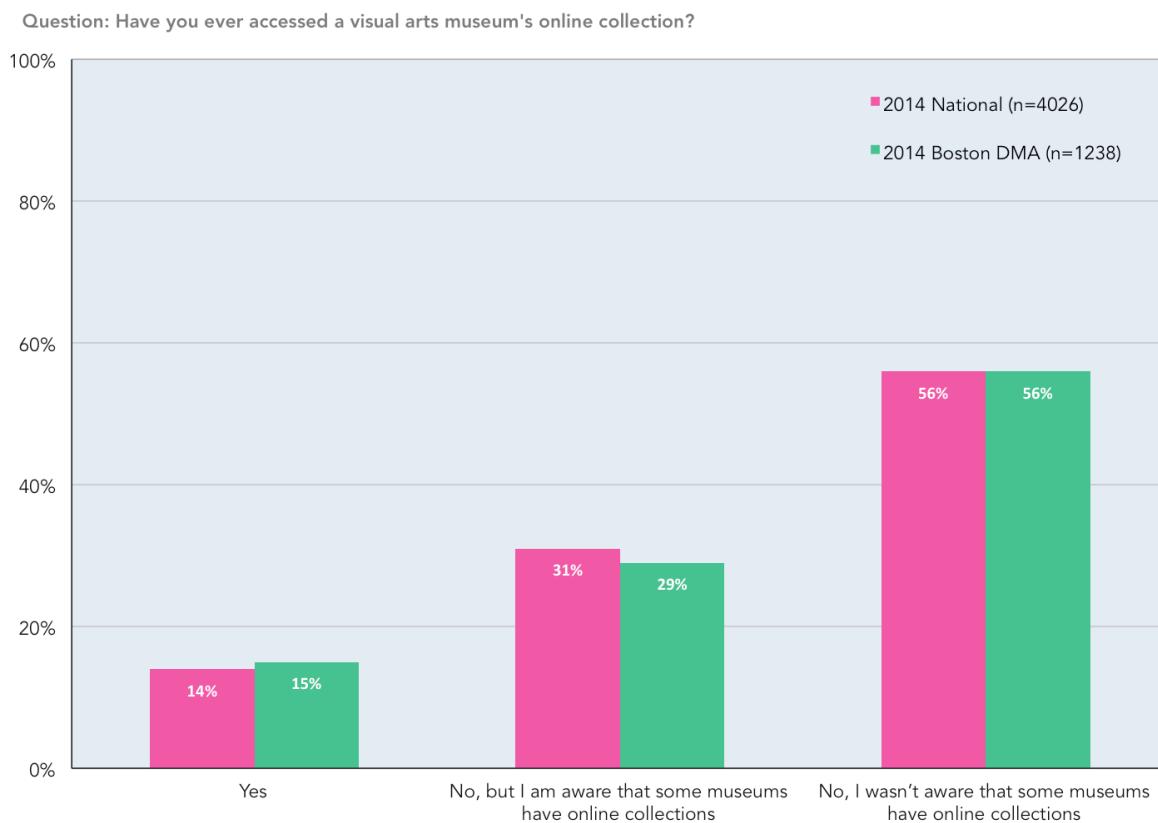
Selected Findings:

- Among visual arts attendees, Boston and national respondents who do not hold memberships are generally motivated to purchase by the same factors, though Boston respondents are more likely to be motivated by discounts on guest tickets.

Note: Those who visit art galleries or art museums “rarely or never” (see page 57) were not asked this question.

## 6. VISUAL ARTS PARTICIPATION

### 6.10 ACCESSING VISUAL ARTS COLLECTIONS ONLINE: OVERALL TRENDS



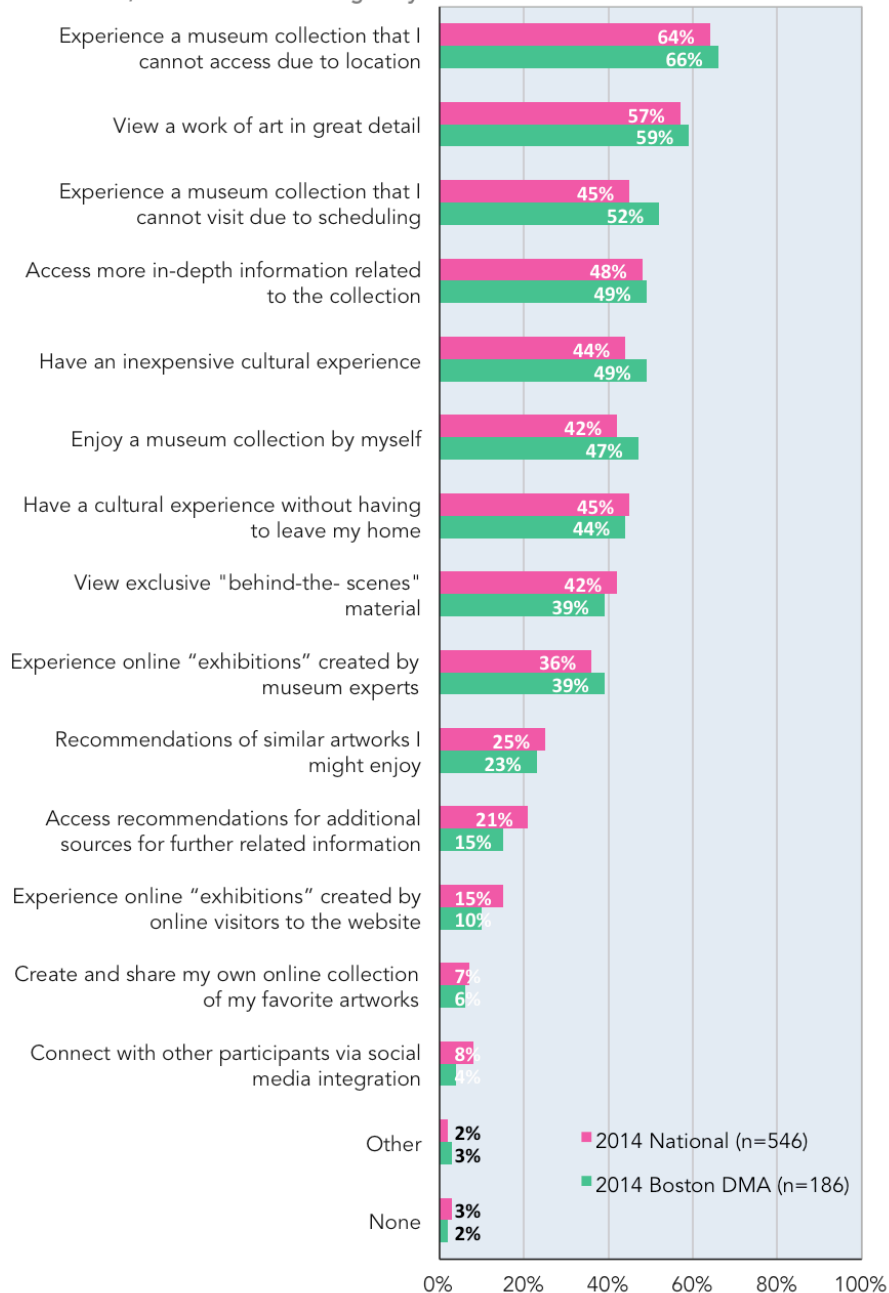
#### Selected Findings:

- Over half of Boston respondents are unaware that some visual arts organizations have online collections (56%).
- One in seven respondents (15%) has accessed an online collection.
- The more events a respondent attends in a given month, the more likely they are to have accessed an online collection (*chart not included here*).

## 6. VISUAL ARTS PARTICIPATION

### 6.11 ONLINE COLLECTION PREFERENCES: OVERALL TRENDS

Question: In regard to exploring visual arts museums' online collections, which of the following are you interested in?





## 6. VISUAL ARTS PARTICIPATION

### 6.11 ONLINE COLLECTION PREFERENCES: OVERALL TRENDS (CONT'D)

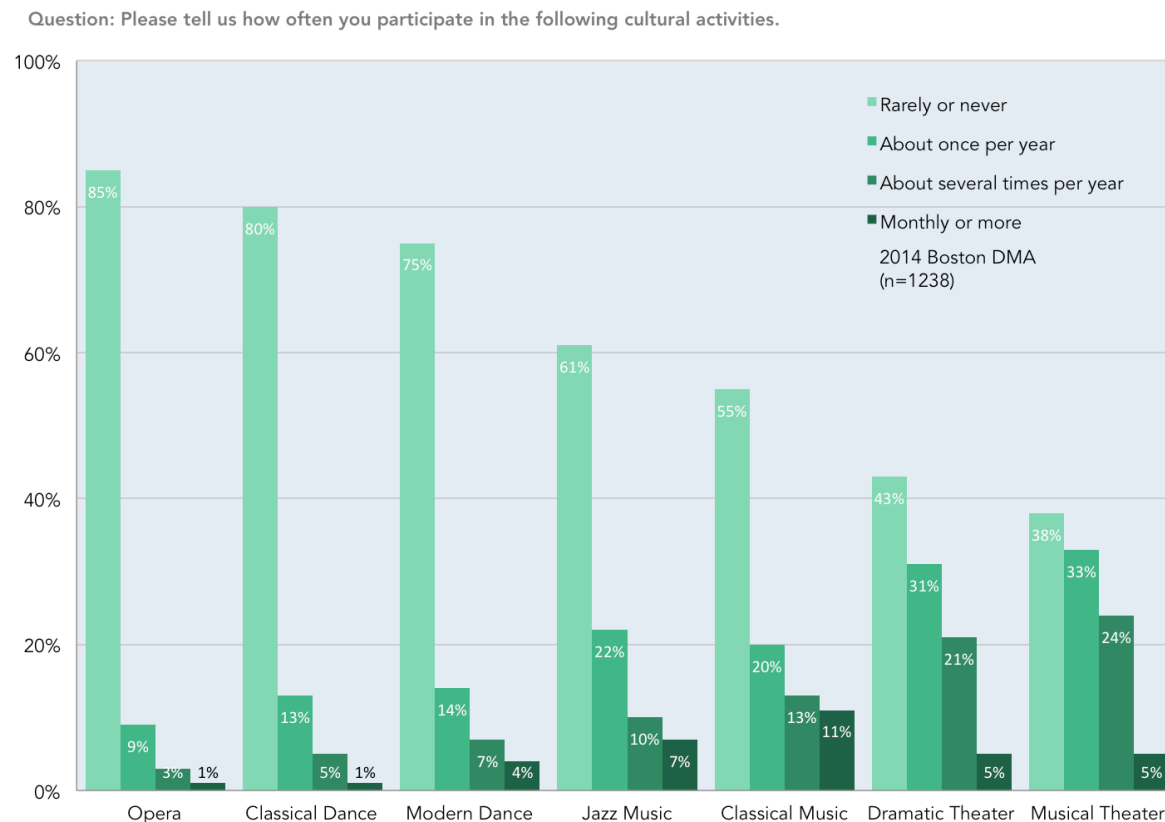
Selected Findings:

- Boston respondents who have visited online art collections are most interested in the access they provide to art, which is not normally available to them due to location (66%) or scheduling (52%). They are also interested in the ability to see a work of art in greater detail (59%).
- Respondents are least interested in the social integration that an online collection can provide (e.g., sharing their own art “collection,” connecting via social media).

## 7. PERFORMING ARTS PARTICIPATION

## 7. PERFORMING ARTS PARTICIPATION

### 7.1 BOSTON DMA ATTENDANCE PATTERNS



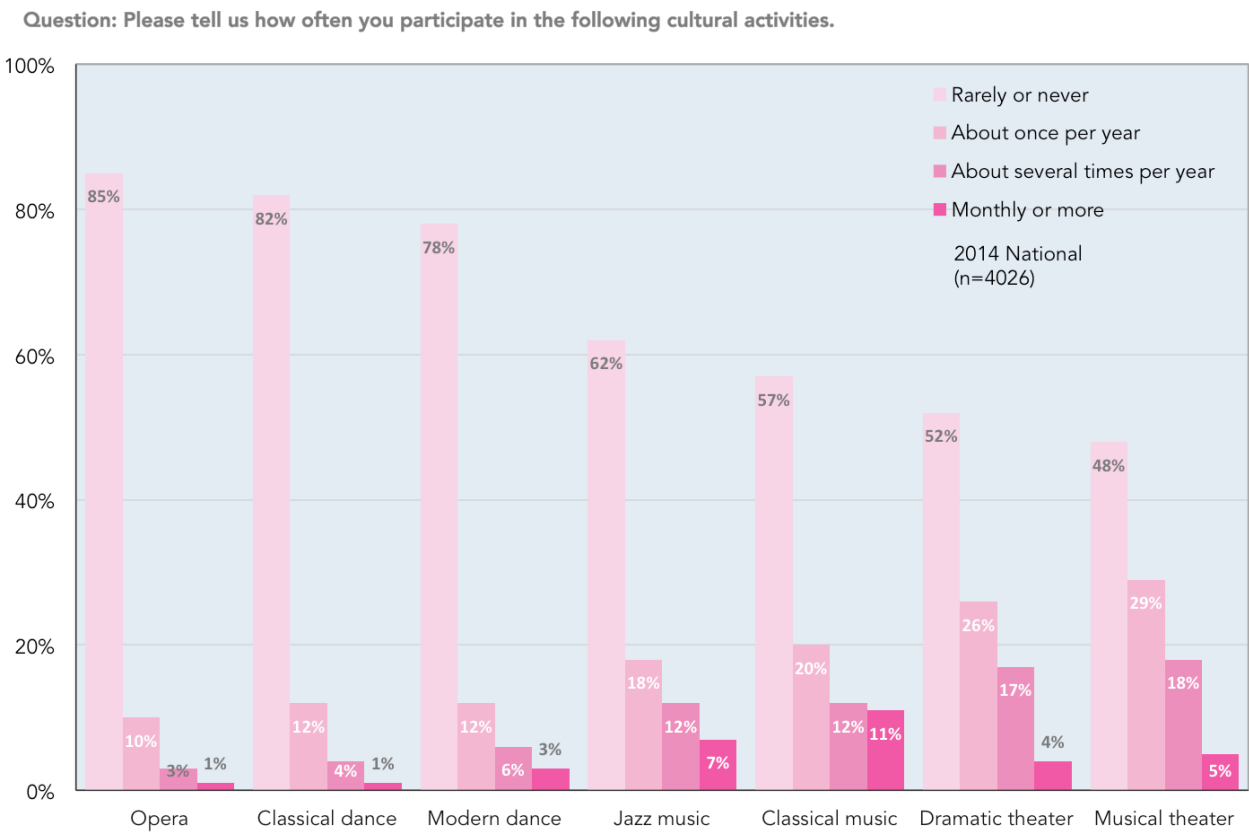
#### Selected Findings:

- The vast majority of respondents attend a performing arts event less than once per year.
- Dramatic theater and musical theater are the most attended performing arts genres. Roughly three in five respondents attend dramatic theater at least once per year (57%), and musical theater at least once per year (62%).

Note: Only those who have visited a performing arts organization in the past year were asked this question (see page 6).

# 7. PERFORMING ARTS PARTICIPATION

## 7.2 NATIONAL ATTENDANCE PATTERNS



Selected Findings:

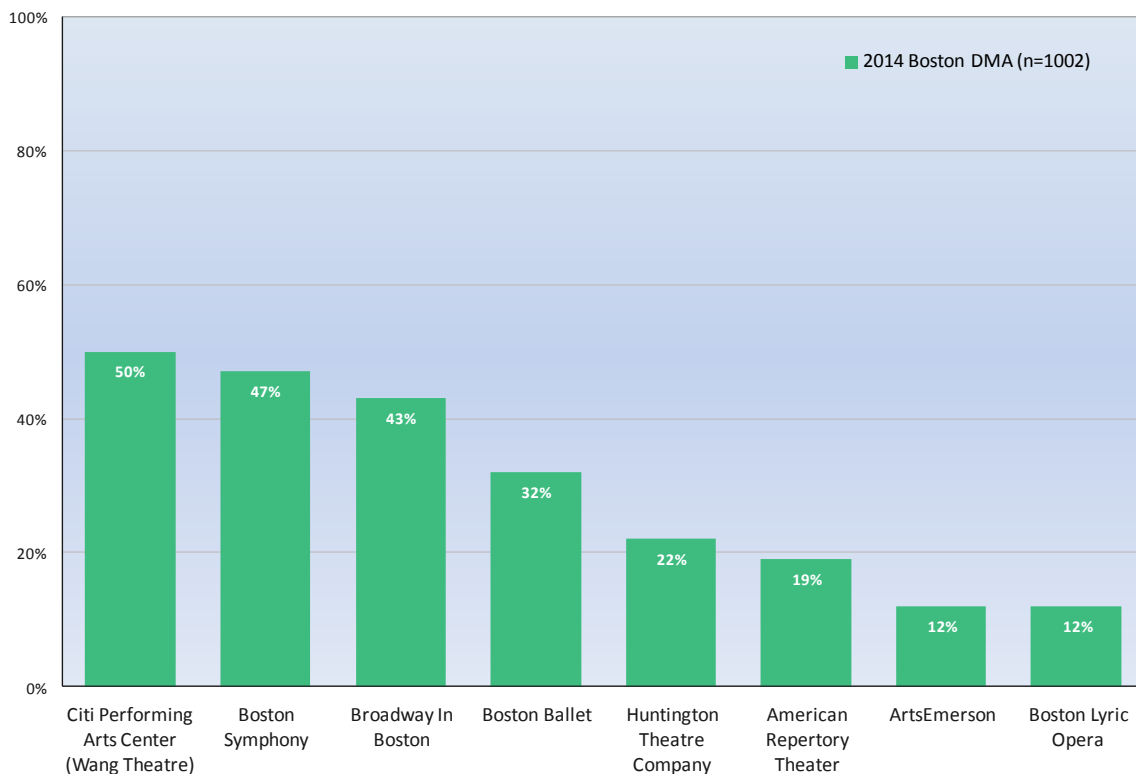
- Boston respondents are somewhat more likely than national respondents to attend all of the performing arts with more frequency, with the exception of opera (see previous page).

Note: Only those who have visited a performing arts organization in the past year were asked this question (see page 6).

## 7. PERFORMING ARTS PARTICIPATION

### 7.3 VISITATION TO GREATER BOSTON AREA PERFORMING ARTS VENUES: OVERALL

Question: Please tell us which of these performing arts programs/events you attend at least once a year.



#### Selected Findings:

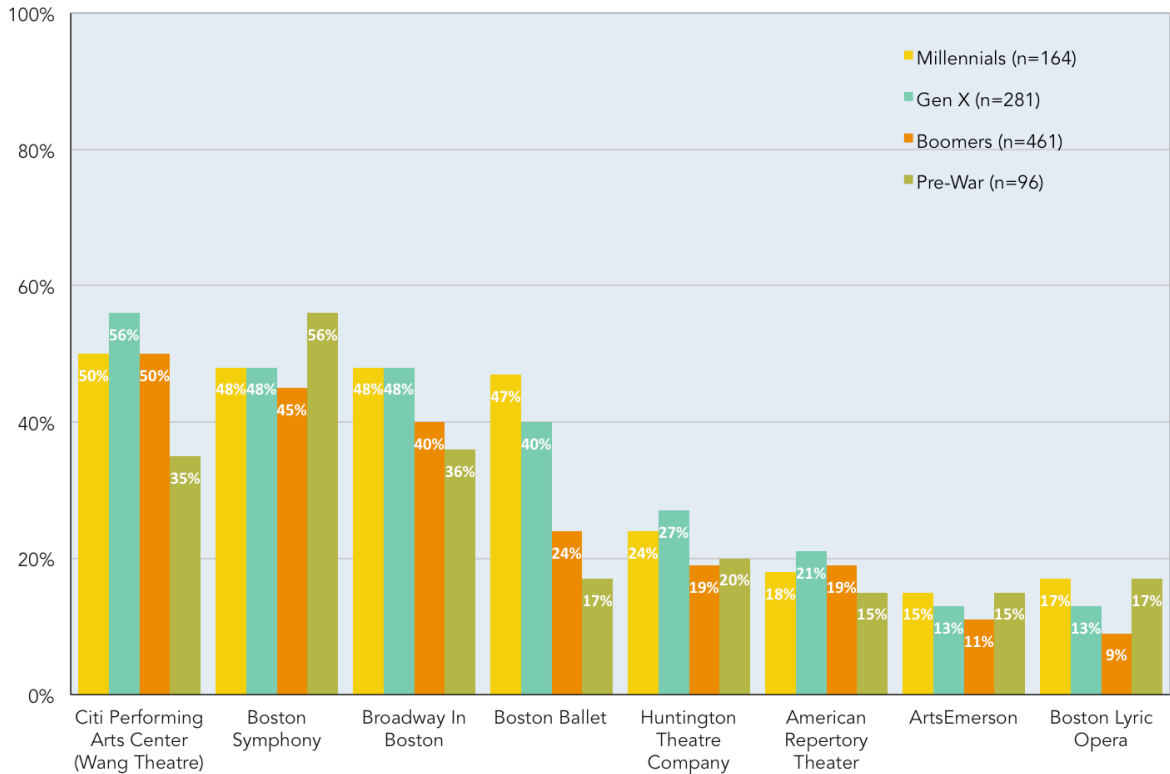
- The most popular performing arts organizations and venues in the greater Boston area are Citi Performing Arts Center, the Boston Symphony, and Broadway In Boston.
- As with visual arts, the more events a respondent attends in a given month, the more likely they are to have attended each of these performing arts organizations and venues in the past year (*chart not included here*).

Note: Those who visit performing arts organizations "rarely or never" (see page 72) were not asked this question.

## 7. PERFORMING ARTS PARTICIPATION

### 7.4 VISITATION TO GREATER BOSTON AREA PERFORMING ARTS VENUES: BY GENERATION

Question: Please tell us which of these performing arts programs/events you attend at least once a year.



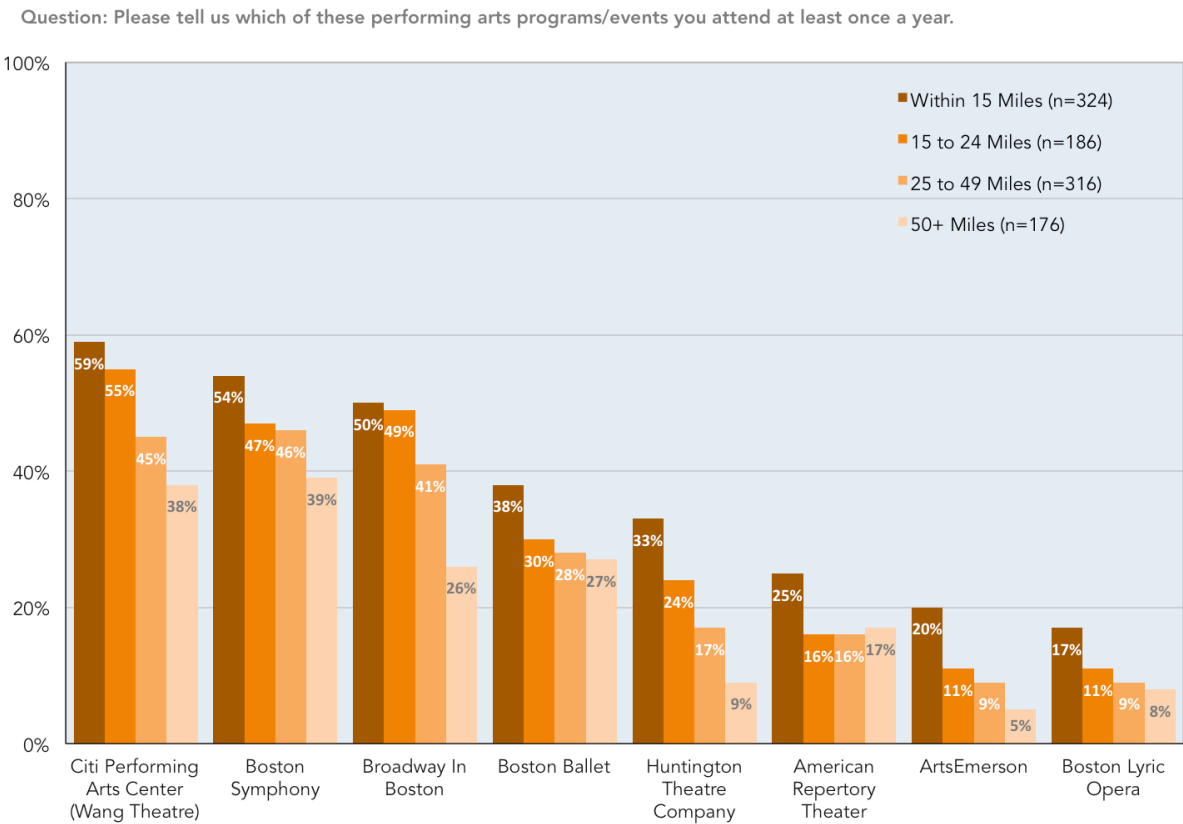
#### Selected Findings:

- Pre-War are the most likely to have attended Boston Symphony in the past year; Gen X are the most likely to have attended Citi Performing Arts Center.
- The greatest variance is in the Boston Ballet, with the younger generations participating more than their older counterparts.

Note: Those who visit performing arts organizations "rarely or never" (see page 72) were not asked this question.

# 7. PERFORMING ARTS PARTICIPATION

## 7.5 VISITATION TO GREATER BOSTON AREA PERFORMING ARTS VENUES: BOSTON TRENDS BY DISTANCE



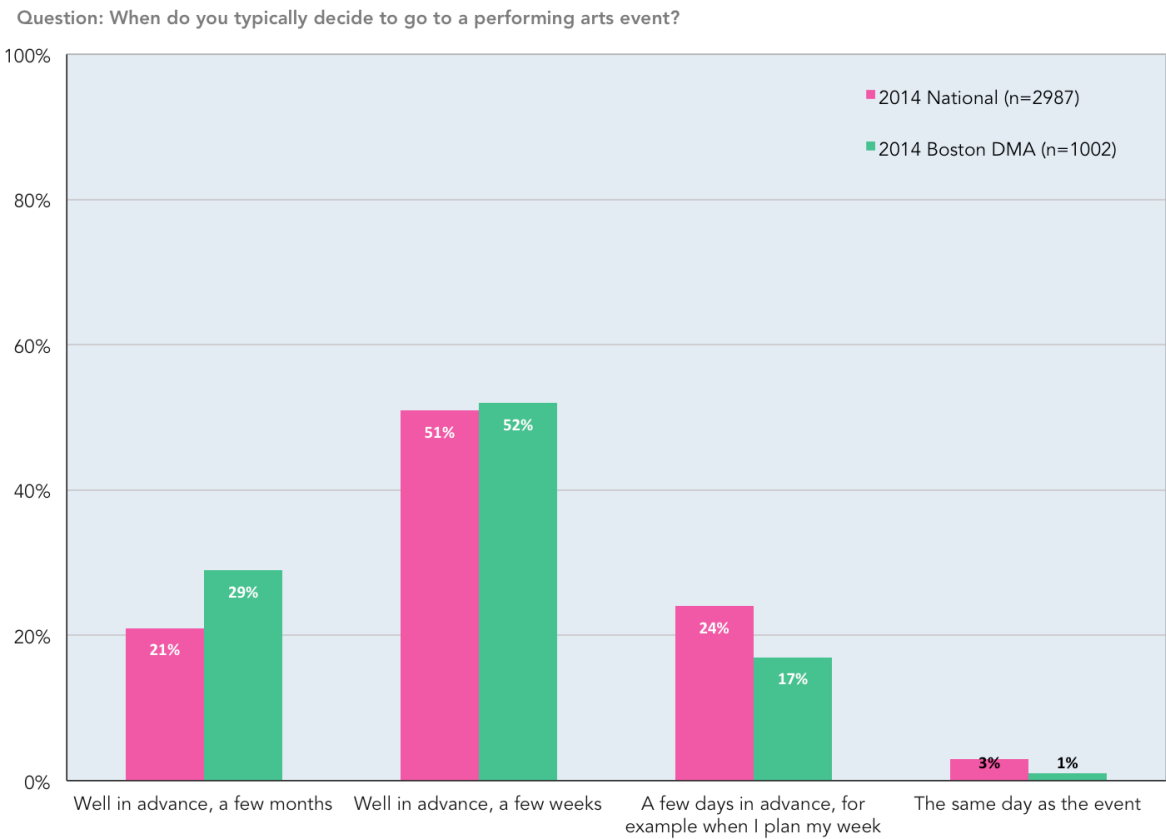
### Selected Findings:

- In general, the further from the city a respondent lives, the less likely they are to have attended any of these performing arts venues in the past year.

Note: Those who visit performing arts organizations “rarely or never” (see page 72) were not asked this question.

# 7. PERFORMING ARTS PARTICIPATION

## 7.6 ATTENDANCE PLANNING: OVERALL TRENDS



Selected Findings:

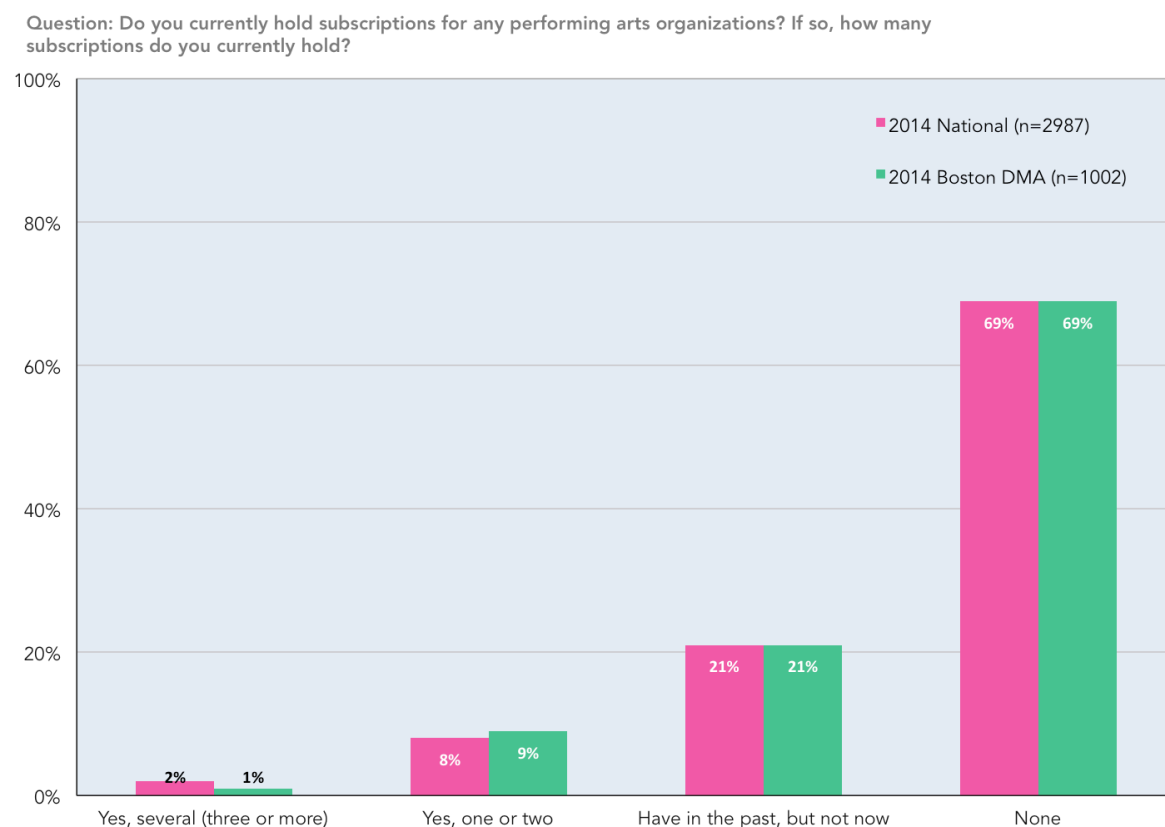
- Similar to national respondents, most Boston respondents plan their performing arts visit well in advance by a few weeks (52%). However, Boston respondents are also more likely than national respondents to plan a few months ahead (29%).

Note: Those who visit performing arts organizations “rarely or never” (see page 72) were not asked this question.



## 7. PERFORMING ARTS PARTICIPATION

### 7.7 SUBSCRIPTION: OVERALL TRENDS



#### Selected Findings:

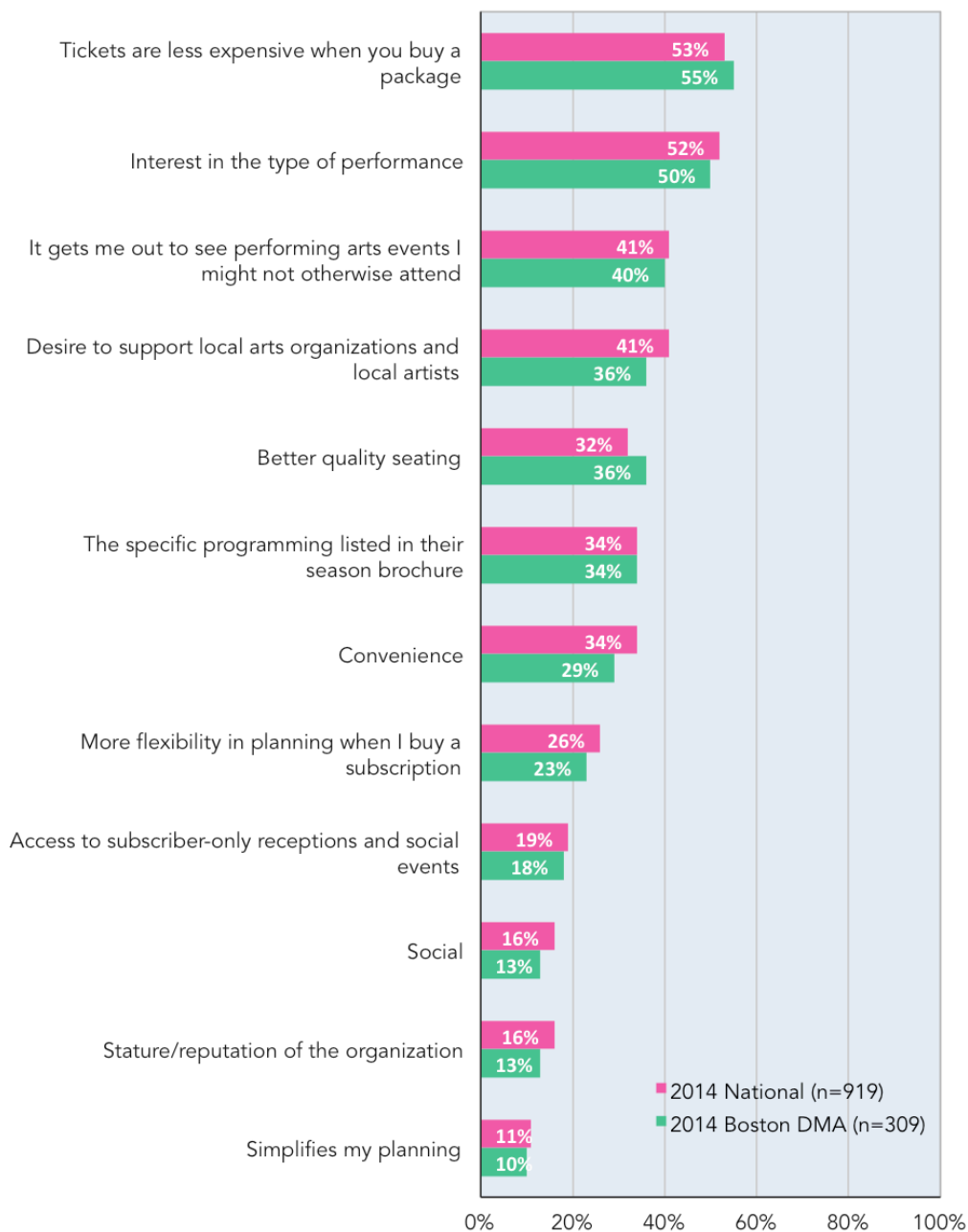
- Only about one in ten Boston respondents currently hold subscriptions to performing arts organizations (10%), with two in ten having held one in the past (21%).
- Older respondents are more likely than their younger counterparts to have held subscriptions to performing arts organizations in the past (*chart not included here*).
- Those who attend several cultural events a month and those with higher incomes are also more likely to hold a current subscription (*chart not included here*).

Note: Those who visit performing arts organizations “rarely or never” (see page 72) were not asked this question.

## 7. PERFORMING ARTS PARTICIPATION

### 7.8 SUBSCRIPTION MOTIVATIONS FOR CURRENT SUBSCRIBERS: OVERALL TRENDS

Question: What influences or motivates you to purchase or renew subscriptions to performing arts organizations?



## 7. PERFORMING ARTS PARTICIPATION

### 7.8 SUBSCRIPTION MOTIVATIONS FOR CURRENT SUBSCRIBERS: OVERALL TRENDS (CONT'D)

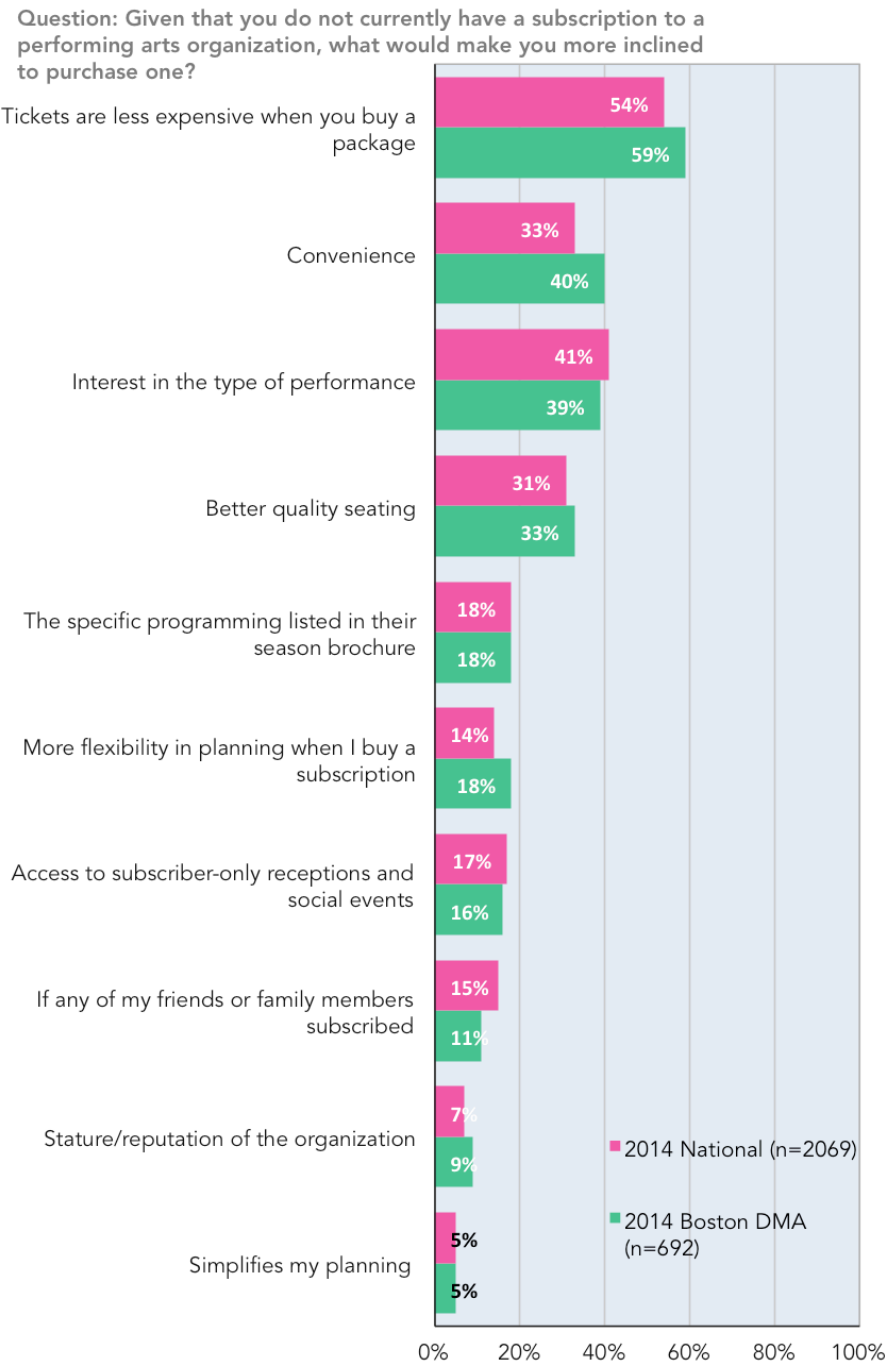
Selected Findings:

- For current subscribers, value—the fact that tickets are less expensive when you buy a package—and interest in the performance are primary motivators for purchasing a subscription.
- As in the national study, only one in ten respondents is motivated to purchase a subscription because it “simplifies planning” (10%).
- Boston respondents are slightly less likely than their national counterparts to be motivated to purchase a subscription due to matters of convenience.

Note: Those who visit performing arts organizations “rarely or never” (see page 72) were not asked this question.

# 7. PERFORMING ARTS PARTICIPATION

## 7.9 SUBSCRIPTION MOTIVATIONS FOR NON-SUBSCRIBERS: OVERALL TRENDS



## 7. PERFORMING ARTS PARTICIPATION

### 7.9 SUBSCRIPTION MOTIVATIONS FOR NON-SUBSCRIBERS: OVERALL TRENDS (CONT'D)

Selected Findings:

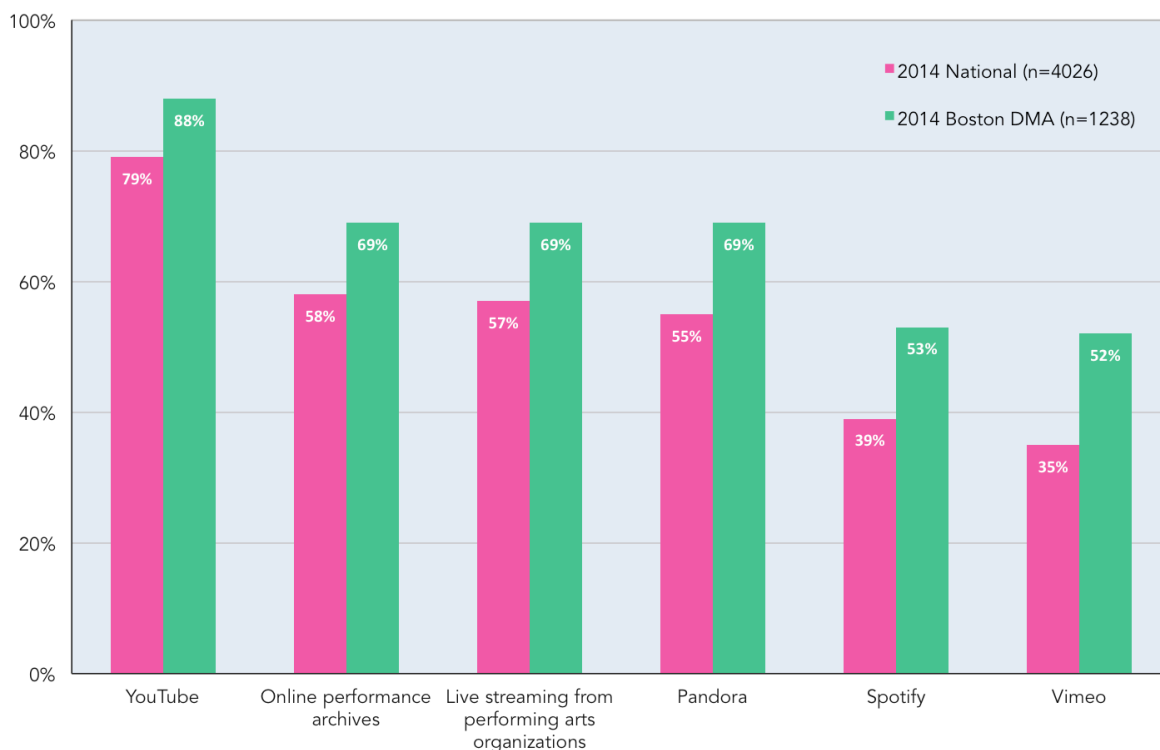
- Compared to national respondents, Boston respondents are somewhat more motivated to purchase subscriptions due to less expensive tickets and convenience, and they are less motivated by whether or not their friends or family are subscribers.

Note: Those who visit performing arts organizations “rarely or never” (see page 72) were not asked this question.

## 7. PERFORMING ARTS PARTICIPATION

### 7.10 EXPERIENCING THE PERFORMING ARTS ONLINE: OVERALL TRENDS

Question: Please tell us whether you use the following online sources to experience performances by performing arts organizations.



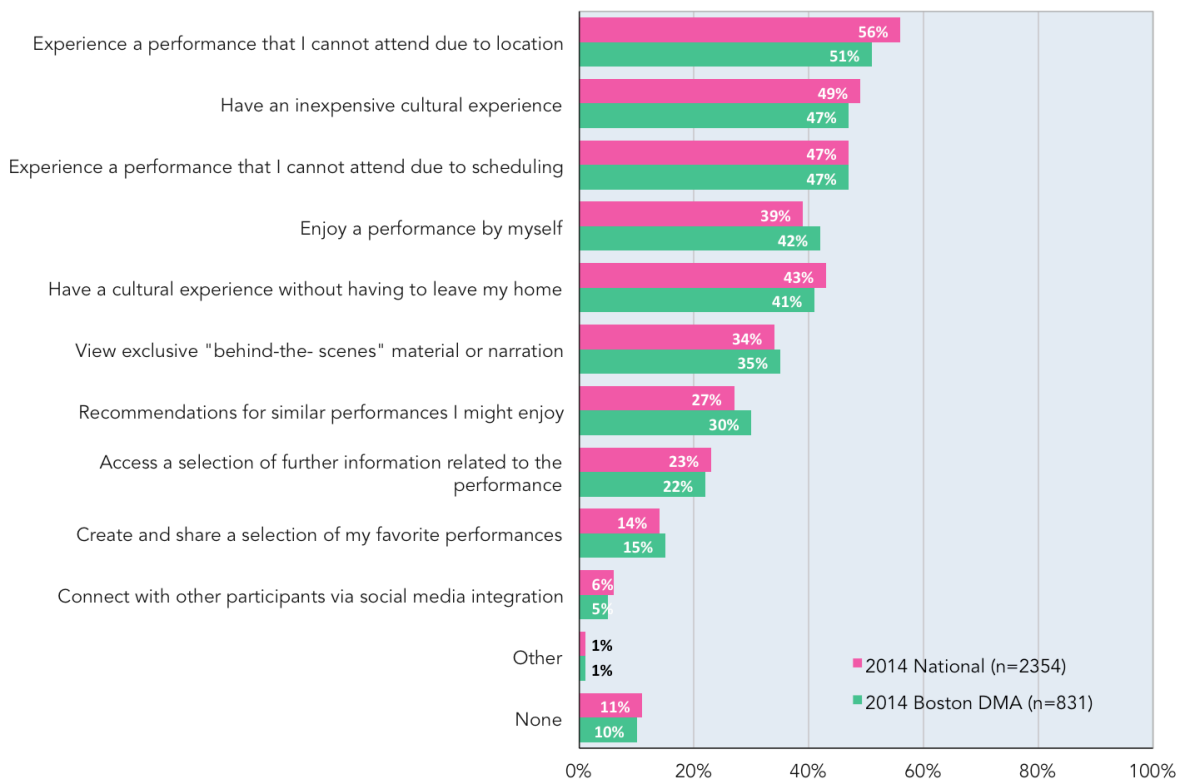
#### Selected Findings:

- Boston respondents are much more likely than national respondents to have used each of these online sources to experience the performing arts.
- Almost nine in ten respondents have used YouTube to experience performances from performing arts organizations (88%), while seven in ten have used online performance archives (69%), live streaming from individual performing arts organizations (69%), and Pandora (69%).
- Younger respondents are generally more familiar with each online source and more likely to have used them (*chart not included here*).

## 7. PERFORMING ARTS PARTICIPATION

### 7.11 PREFERENCES FOR ONLINE PERFORMING ARTS EXPERIENCES: OVERALL TRENDS

Question: Which of the following are you interested in with regard to experiencing the performing arts online?



#### Selected Findings:

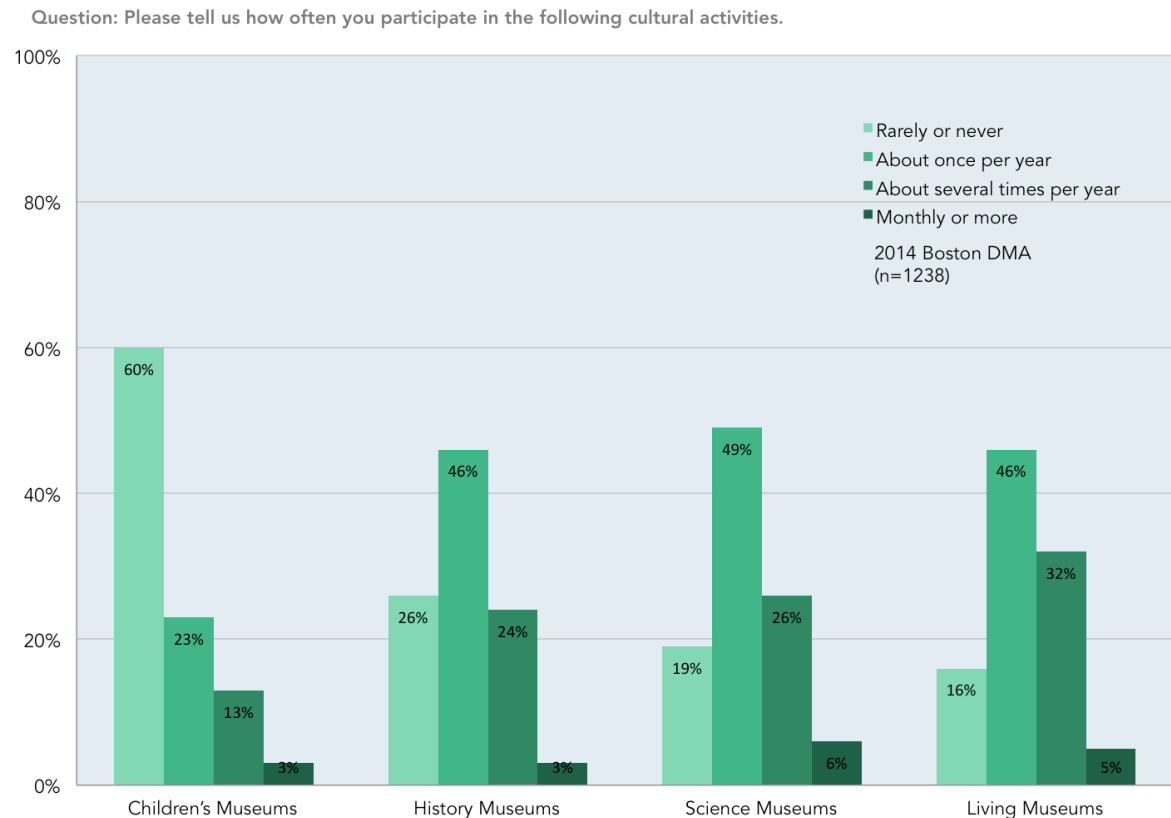
- Boston respondents who have viewed performances online are largely driven by the convenience and value that such experiences offer, and less by social factors.
- Older Boston respondents are more likely than younger generations to be interested in experiencing performances online that they cannot attend due to location (*chart not included here*).

## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION



## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION

### 8.1 BOSTON DMA ATTENDANCE PATTERNS



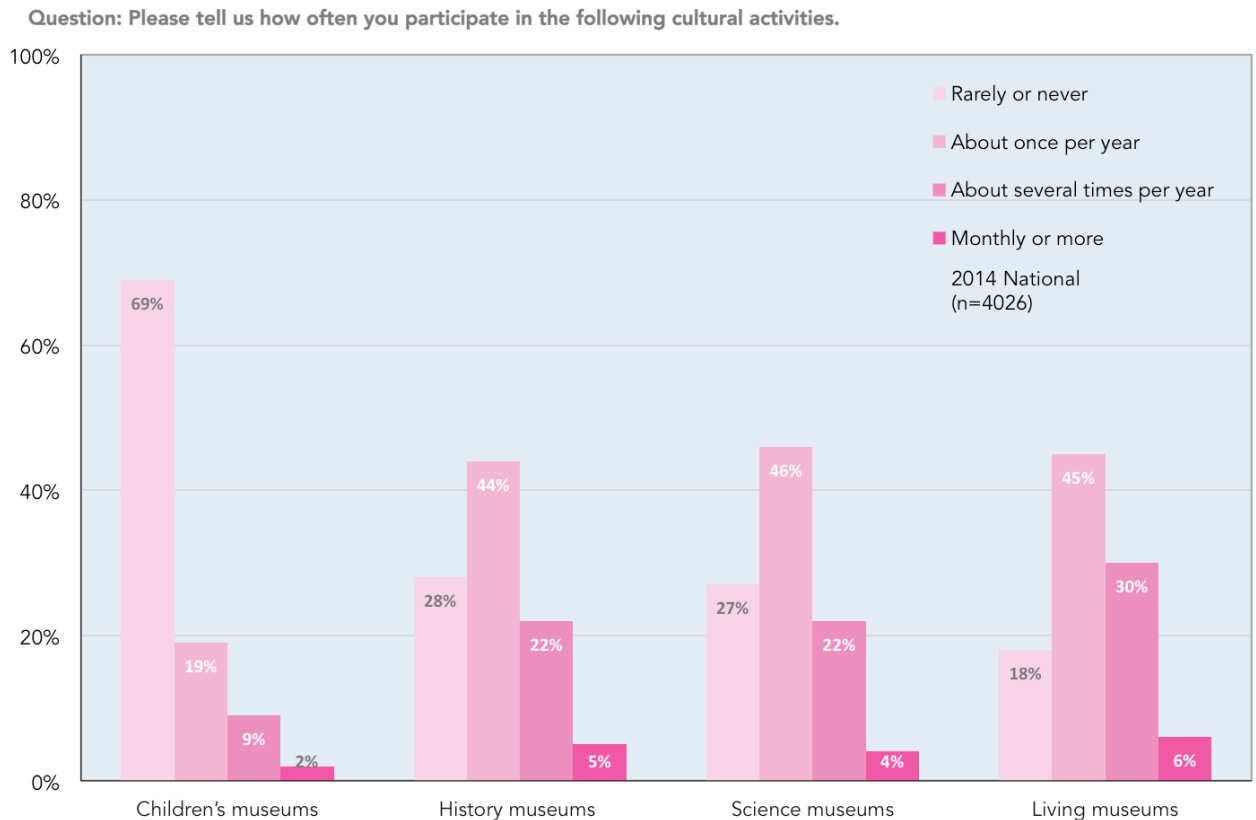
#### Selected Findings:

- Four in five Boston respondents visit science museums (81%) and living museums (84%) at least once a year.
- Nearly three-quarters of Boston respondents visit history museums (74%), while two in five visit children's museums (40%).

Note: Only those who have visited a non-visual arts museum in the past year were asked this question (see page 6).

## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION

### 8.2 NATIONAL ATTENDANCE PATTERNS



#### Selected Findings:

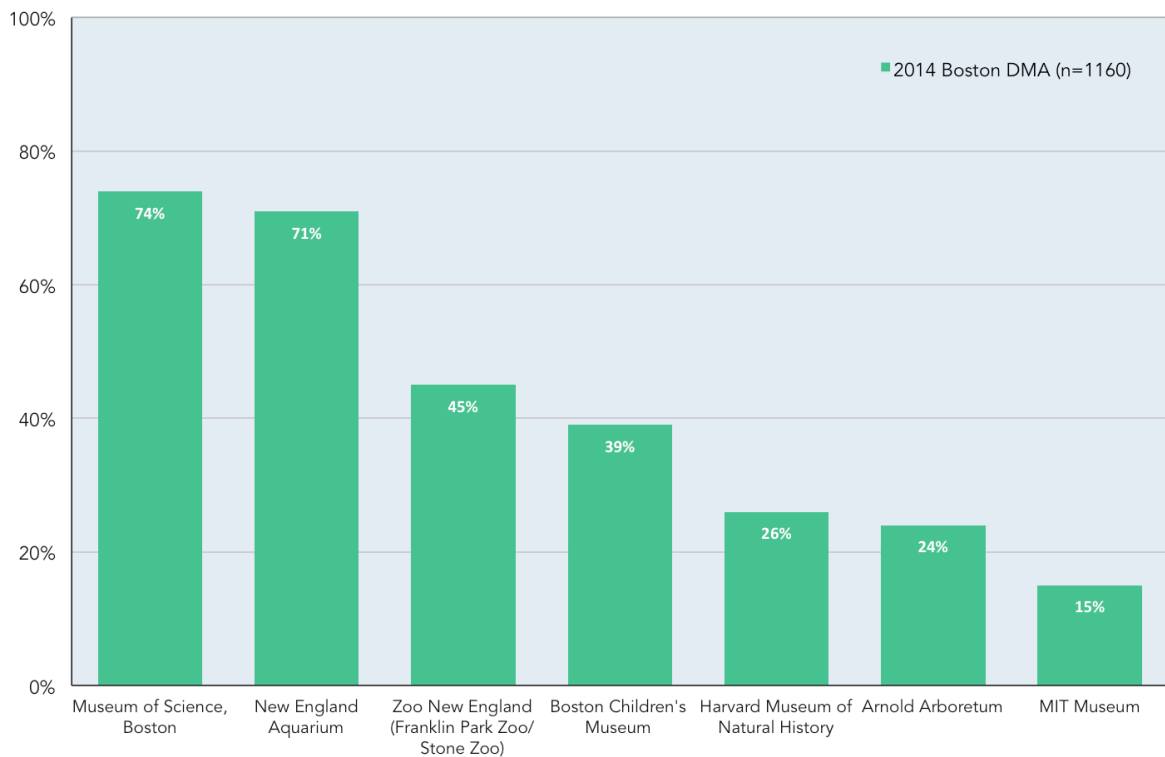
- Boston respondents are much more likely to visit children's museums and science museums than national respondents (*see previous page*), and slightly more likely to visit history museums and living museums.
- Furthermore, Boston respondents are slightly more likely to be repeat visitors to children's and science museums (*see previous page*).

Note: Only those who have visited a non-visual arts museum in the past year were asked this question (*see page 6*).

## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION

### 8.3 VISITATION TO GREATER BOSTON AREA NON-VISUAL ARTS VENUES: OVERALL

Question: Please tell us which of these non-visual arts museums you visit at least once a year.



#### Selected Findings:

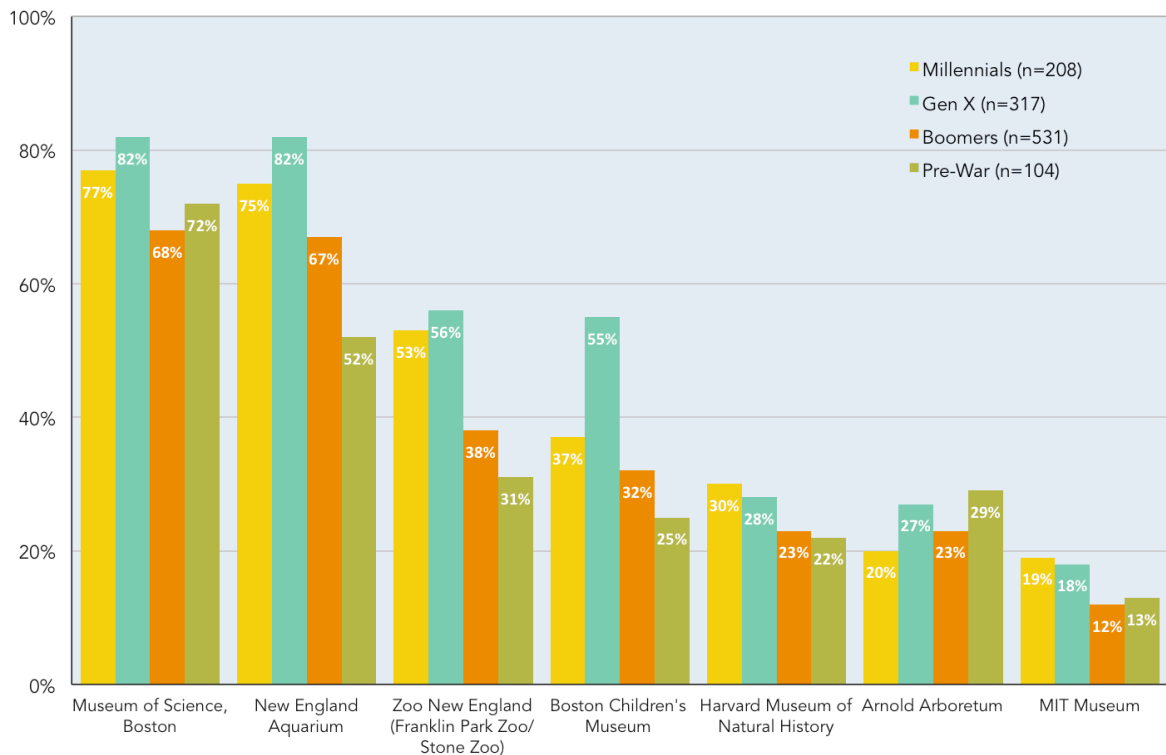
- Seven in ten respondents visit the Museum of Science, Boston (74%) and/or the New England Aquarium (71%) at least once per year.
- About four in ten respondents visit Zoo New England (45%) and/or the Boston Children's Museum (39%) at least once per year. Even so, there is a large drop-off in attendance between the Aquarium and the rest of the organizations, even though these are examples of the types of activities that are most popular among Boston respondents (see page 6).

Note: Those who visit non-visual art museums "rarely or never" (see page 86) were not asked this question.

## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION

### 8.4 VISITATION TO GREATER BOSTON AREA NON-VISUAL ARTS VENUES: BOSTON TRENDS BY GENERATION

Question: Please tell us which of these non-visual arts museums you visit at least once a year.



#### Selected Findings:

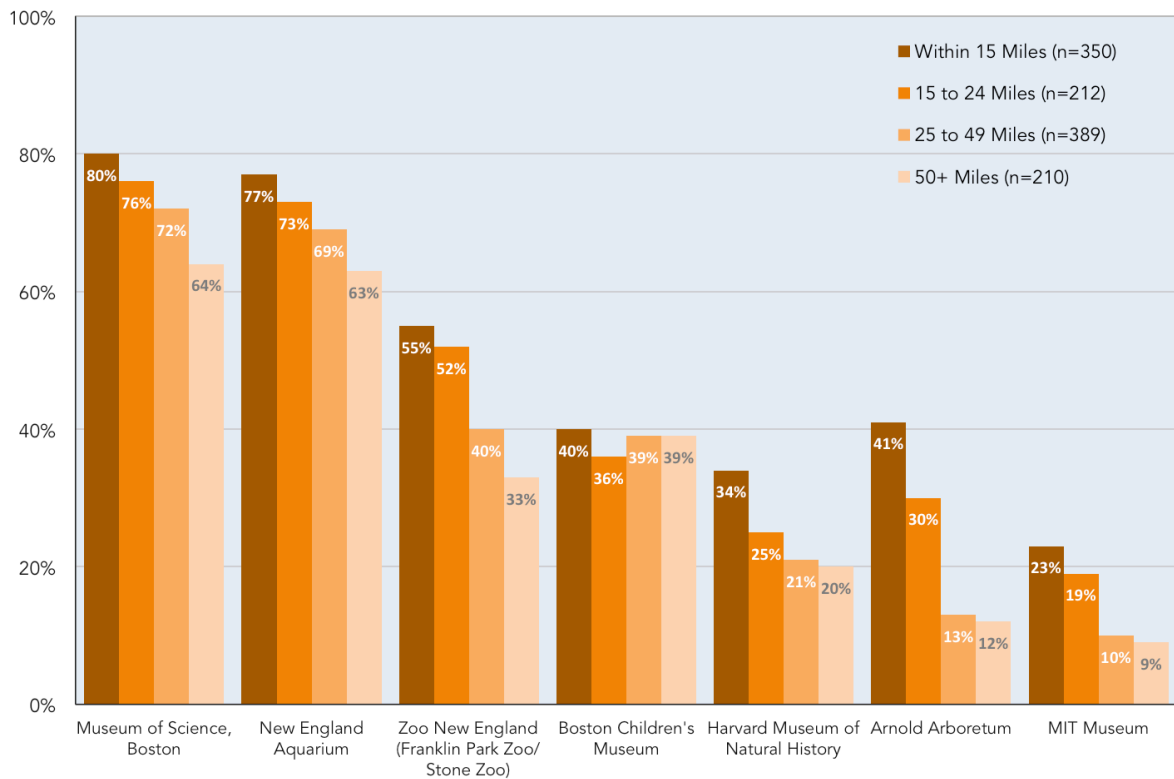
- Younger respondents visit the Museum of Science, New England Aquarium, and Zoo New England more frequently than older respondents.
- Gen X is the most likely to visit the Museum of Science, Boston, the New England Aquarium, the Zoo New England, and the Boston Children's Museum.
- Boomers and Pre-War are the least frequent visitors at each of these venues.
- The Museum of Science and the New England Aquarium are over twice as likely to attract Millennial visitors as compared to the university institutions (Harvard Museum of Natural History and MIT Museum).

Note: Those who visit non-visual art museums "rarely or never" (see page 86) were not asked this question.

## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION

### 8.5 VISITATION TO GREATER BOSTON AREA NON-VISUAL ARTS VENUES: BOSTON TRENDS BY DISTANCE

Question: Please tell us which of these non-visual arts museums you visit at least once a year.



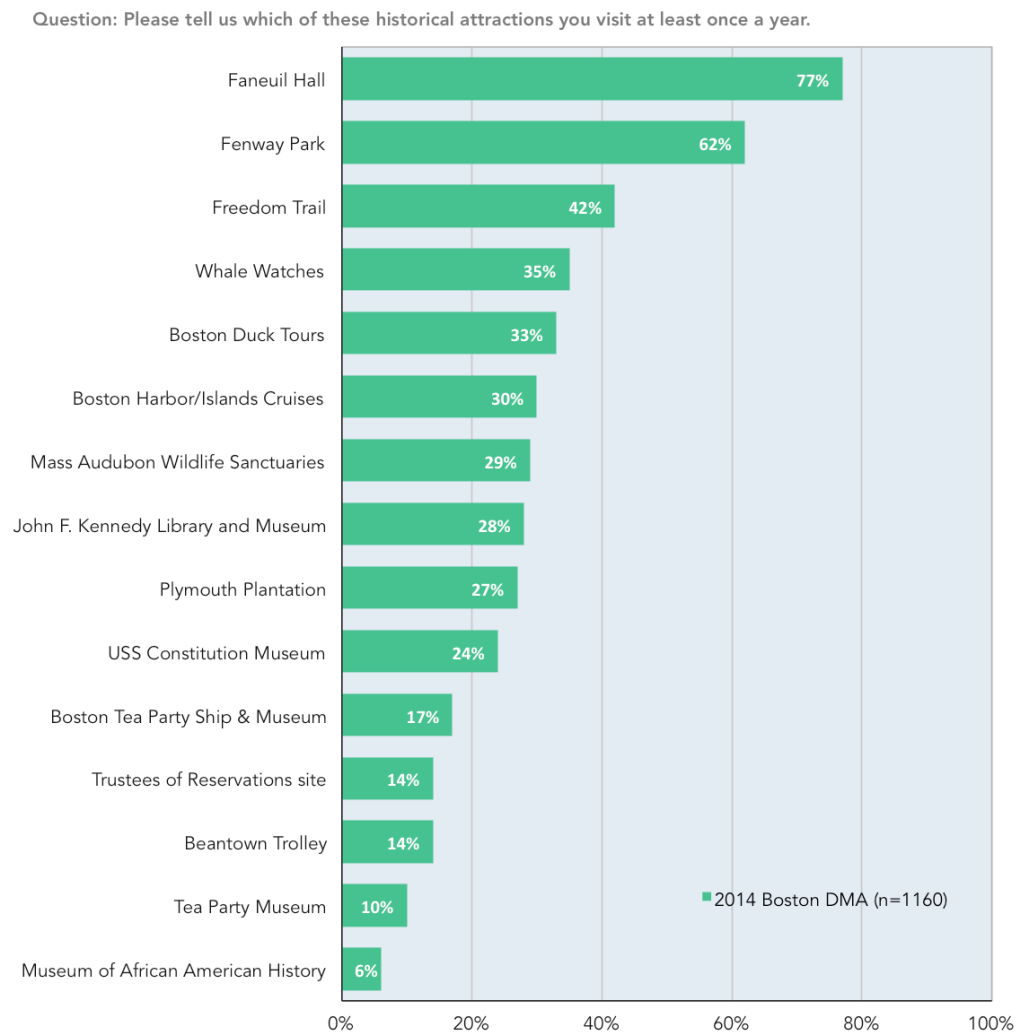
#### Selected Findings:

- Again, distance plays a factor for some on-visual arts venues, particularly the Zoo New England and the Arnold Arboretum. The further out a respondent lives, the less likely they are to visit those venues.
- Though the Arnold ranks sixth of seventh overall, for those who live within 15 miles of Boston, the Arboretum is the fourth most attended venue.
- For the Children's Museum, distance has less of an impact on visitation, with roughly two in five of all respondents having visited.

Note: Those who visit non-art museums "rarely or never" (see page 86) were not asked this question.

## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION

### 8.6 VISITATION TO GREATER BOSTON AREA HISTORICAL ATTRACTIONS: OVERALL



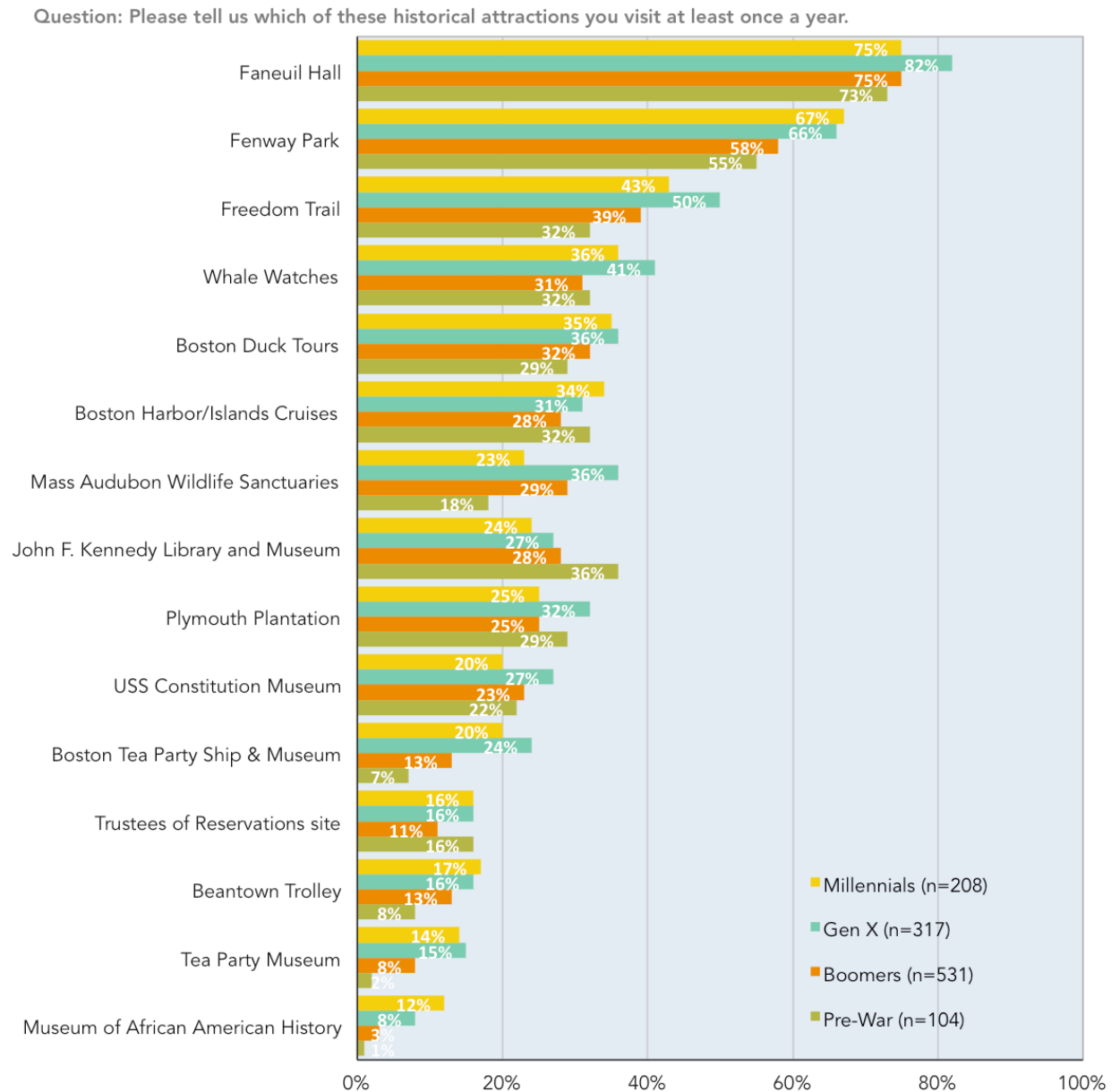
#### Selected Findings:

- Faneuil Hall (77%) and Fenway Park (62%) are the two most popular historic attractions, followed by the Freedom Trail (42%).
- Recreational and participatory historical attractions rank highest amongst the venues surveyed.

Note: Those who visit non-visual art museums “rarely or never” (see page 86) were not asked this question.

## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION

### 8.7 VISITATION TO GREATER BOSTON AREA HISTORICAL ATTRACTIONS: BOSTON TRENDS BY GENERATION



## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION

### 8.7 VISITATION TO GREATER BOSTON AREA HISTORICAL ATTRACTIONS: BOSTON TRENDS BY GENERATION (CONT'D)

Selected Findings:

- In general, Gen X respondents are slightly more likely to visit each of these historical attractions compared to other groups, particularly Faneuil Hall, the Freedom Trail, Whale Watches, and the Mass Audubon Wildlife Sanctuaries.

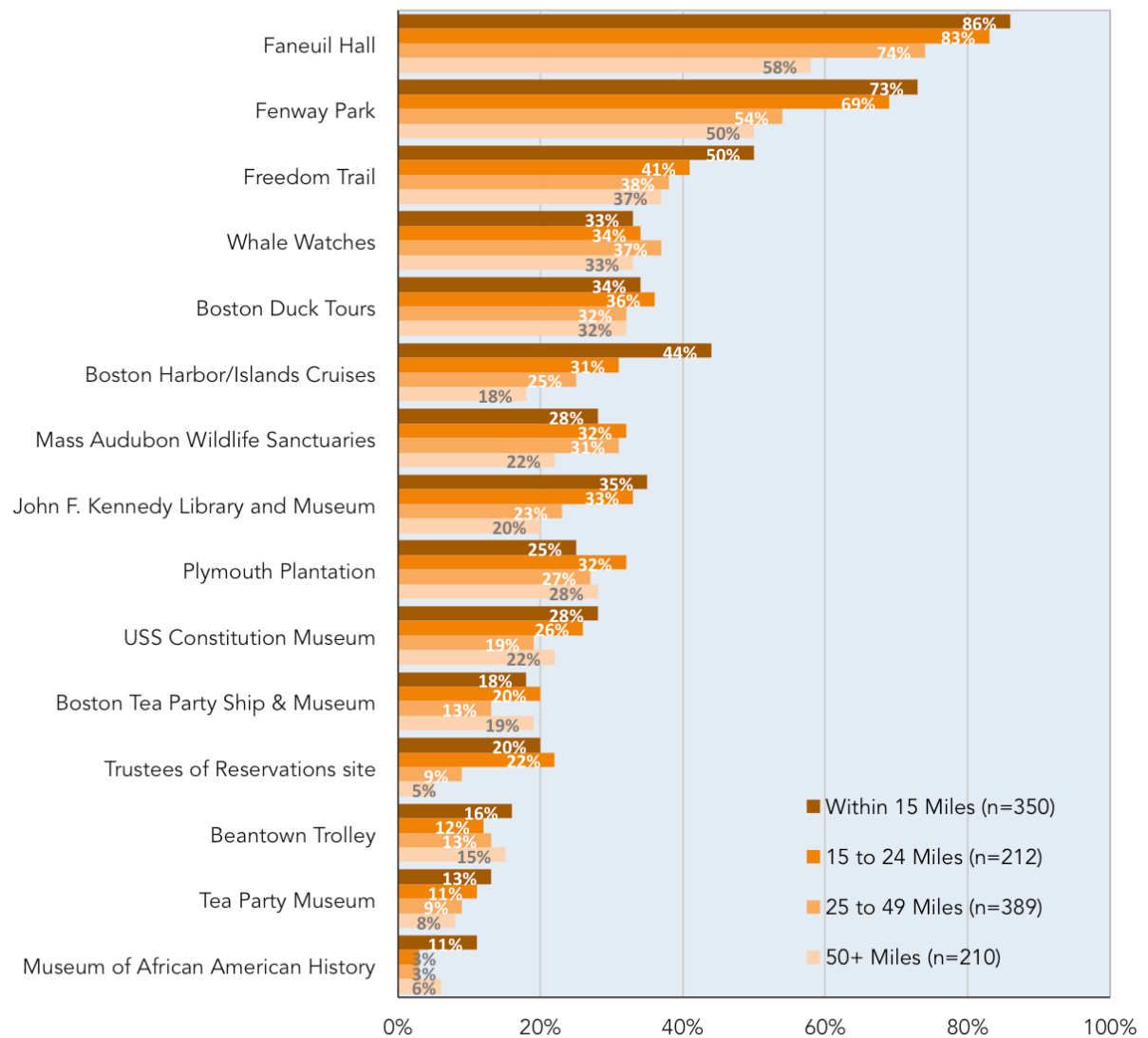
Note: Those who visit non-visual art museums “rarely or never” (see page 86) were not asked this question.



## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION

### 8.8 VISITATION TO GREATER BOSTON AREA HISTORICAL ATTRACTIONS: BOSTON TRENDS BY DISTANCE

Question: Please tell us which of these historical attractions you visit at least once a year.



## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION

### 8.8 VISITATION TO GREATER BOSTON AREA HISTORICAL ATTRACTIONS: BOSTON TRENDS BY DISTANCE (CONT'D)

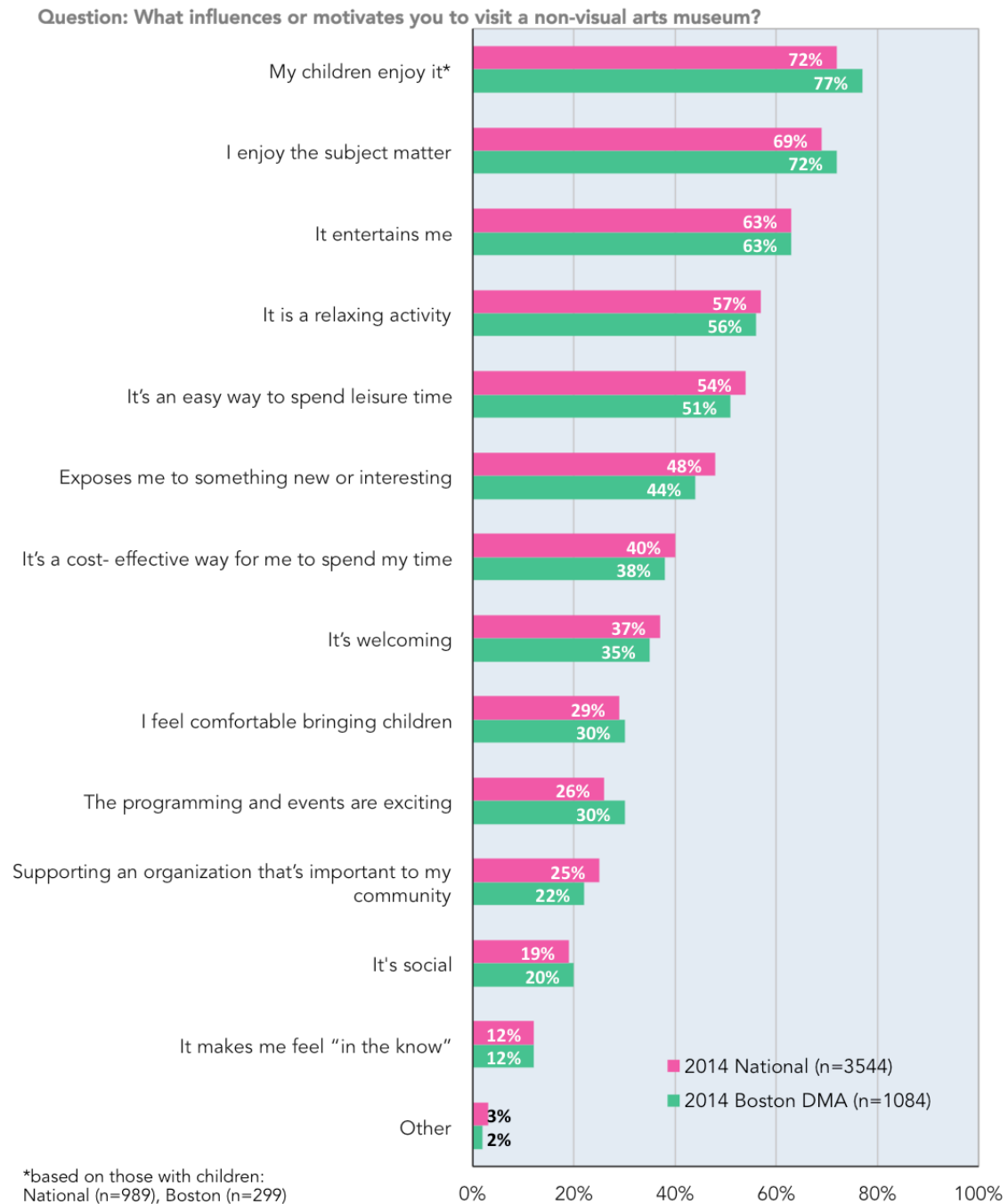
Selected Findings:

- For Faneuil Hall, Fenway Park, and the JFK Library and Museum, those who live within 25 miles of Boston are more likely to visit.
- For the Freedom Trail and the Boston Harbor/Islands Cruises, those who live within 15 miles of Boston are more likely to visit.
- For other attractions, such as the Boston Duck Tours and Whale Watches, distance has little effect.

Note: Those who visit non-visual art museums “rarely or never” (see page 86) were not asked this question.

## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION

### 8.9 MOTIVATORS FOR VISITING NON-VISUAL ARTS MUSEUMS: OVERALL TRENDS



## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION

### 8.9 MOTIVATORS FOR VISITING NON-VISUAL ARTS MUSEUMS: OVERALL TRENDS (CONT'D)

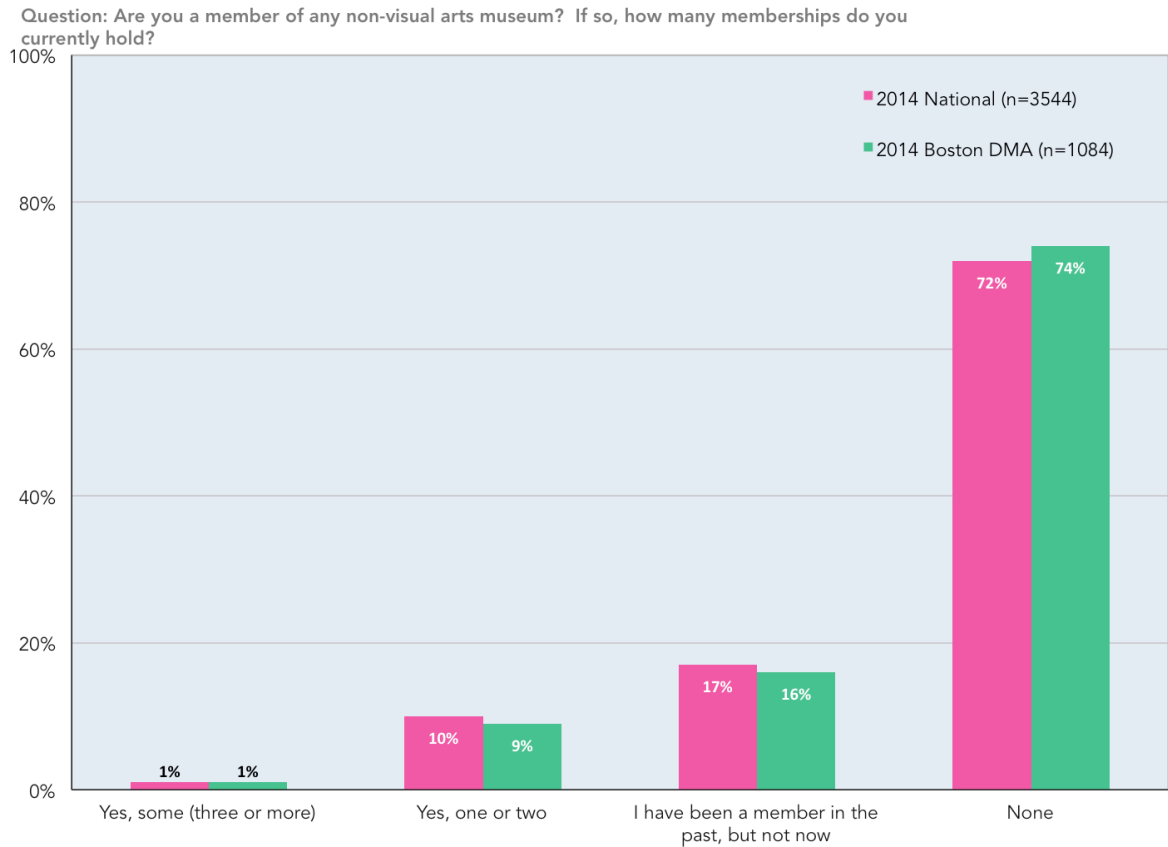
Selected Findings:

- When it comes to non-visual arts museum participation, those with children are highly likely to be motivated by the activity's appeal to children; in a category filled with attractions that are often understood to be particularly child-friendly—such as children's museums and living museums—this pattern is expected.
- Entertainment and leisure motivators also rank high: approximately seven in ten Boston respondents (72%) visit non-art museums because they enjoy the subject matter, while roughly six in ten (63%) say they visit because it entertains them.

Note: Those who visit non-visual art museums "rarely or never" (see page 86) were not asked this question.

## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION

### 8.10 MEMBERSHIP: OVERALL TRENDS



#### Selected Findings:

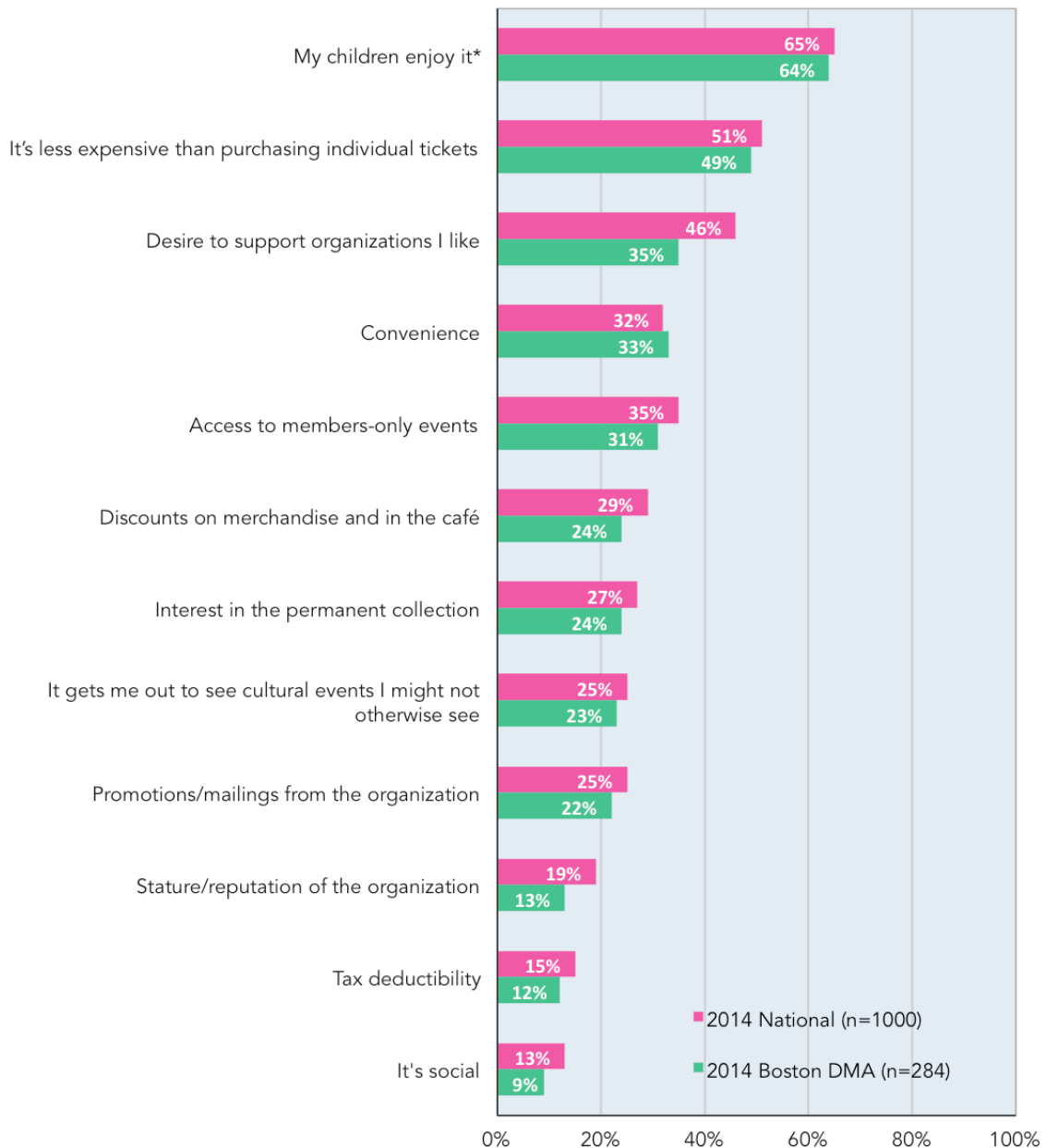
- One in ten respondents (10%) currently hold one or more memberships to non-visual arts museums, while three in four respondents (74%) have never held a membership to a non-visual arts museum.

Note: Those who visit non-visual arts museums “rarely or never” (see page 86) were not asked this question.

## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION

### 8.11 MEMBERSHIP MOTIVATIONS FOR CURRENT MEMBERS: OVERALL TRENDS

Question: What influences or motivates you to purchase or renew memberships to non-visual arts museums?



\*based on those with children

## 8. NON-VISUAL ARTS MUSEUM PARTICIPATION

### 8.11 MEMBERSHIP MOTIVATIONS FOR CURRENT MEMBERS: OVERALL TRENDS (CONT'D)

Selected Findings:

- As with visual arts and performing arts, Boston respondents are most motivated to purchase or renew memberships to non-visual arts museums due to matters of value, affinity (a desire to support organizations one likes), and convenience. Social benefits, again, ranked quite low.
- Affinity, however, is less of a motivating factor for Boston respondents than for national respondents (35% vs. 46%, respectively). Furthermore, Boston respondents are somewhat less likely to care about the stature or reputation of the organization when considering membership.
- Among current members with children, their child's enjoyment is the top motivator.

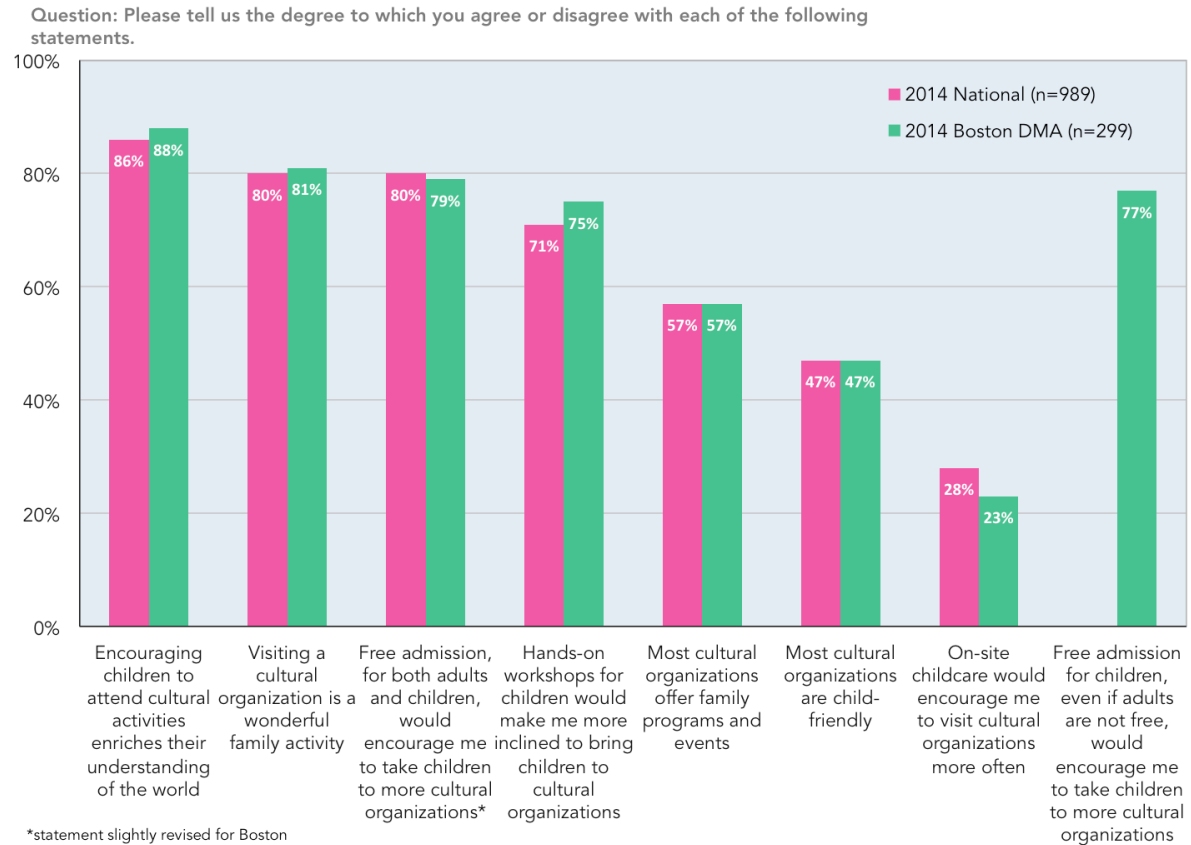
Note: Those who visit non-visual art museums "rarely or never" (see page 86) were not asked this question.

## 9. FAMILY ENGAGEMENT



## 9. FAMILY ENGAGEMENT

### 9.1 FAMILY ENGAGEMENT: OVERALL TRENDS



#### Selected Findings:

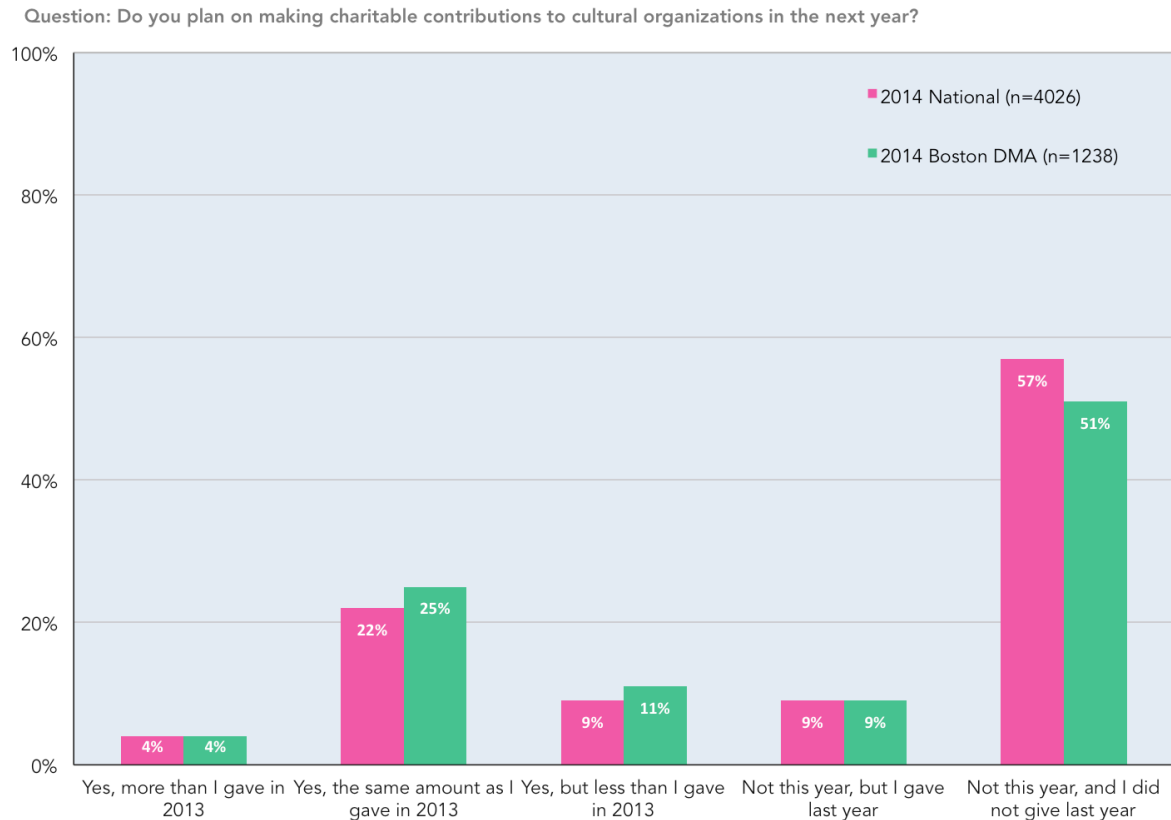
- The vast majority of Boston parents view cultural activities as a way to enrich their child's worldview, and as a wonderful family activity.
- Roughly 4 out of 5 respondents also agree that free admission—for both adults and children, or solely for children—is a motivator to attendance.
- Respondents are least likely to agree that on-site childcare would encourage them to visit cultural organizations more often.

Note: These results are based solely on those respondents who have children in the home.

## 10. CHARITABLE GIVING TO CULTURAL ORGANIZATIONS

## 10. CHARITABLE GIVING TO CULTURAL ORGANIZATIONS

### 10.1 CHARITABLE GIVING PLANS: OVERALL TRENDS

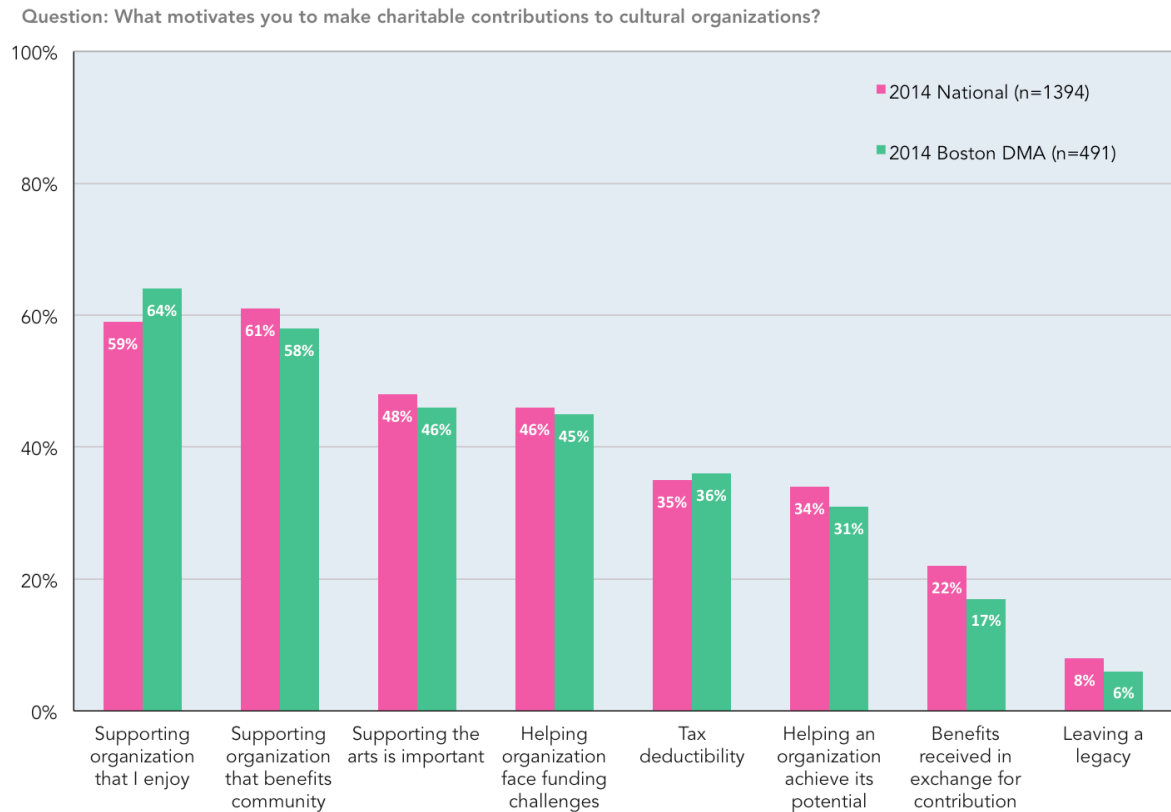


#### Selected Findings:

- Despite the economic downturn, charitable giving to cultural organizations among Boston respondents is robust. Two in five Boston respondents (40%) intend to make a charitable contribution this year, compared to 35% of national respondents.
- Three in five Boston respondents (60%) do not intend to donate to a cultural organization this year, and the vast majority of those (51%) did not donate in 2013.
- Women and Millennials are less likely than their counterparts to make any sort of charitable contribution (*chart not included here*).

## 10. CHARITABLE GIVING TO CULTURAL ORGANIZATIONS

### 10.2 MOTIVATIONS FOR CHARITABLE GIVING: OVERALL TRENDS



#### Selected Findings:

- Boston respondents are primarily driven to donate to cultural organizations in order to support an organization they enjoy (64%), and to benefit the community (58%).
- Boston respondents are just as likely to want to support the arts more broadly as they are to want to help a particular organization facing funding challenges.
- Less than one in ten (6%) respondents are motivated to give by the desire to leave a legacy.

## 11. CORPORATE SPONSORSHIP

# 11. CORPORATE SPONSORSHIP

2

## 11.1 PERCEPTIONS OF CORPORATE SPONSORSHIP: OVERALL TRENDS

Question: Please tell us if you agree with the following statements.



### Selected Findings:

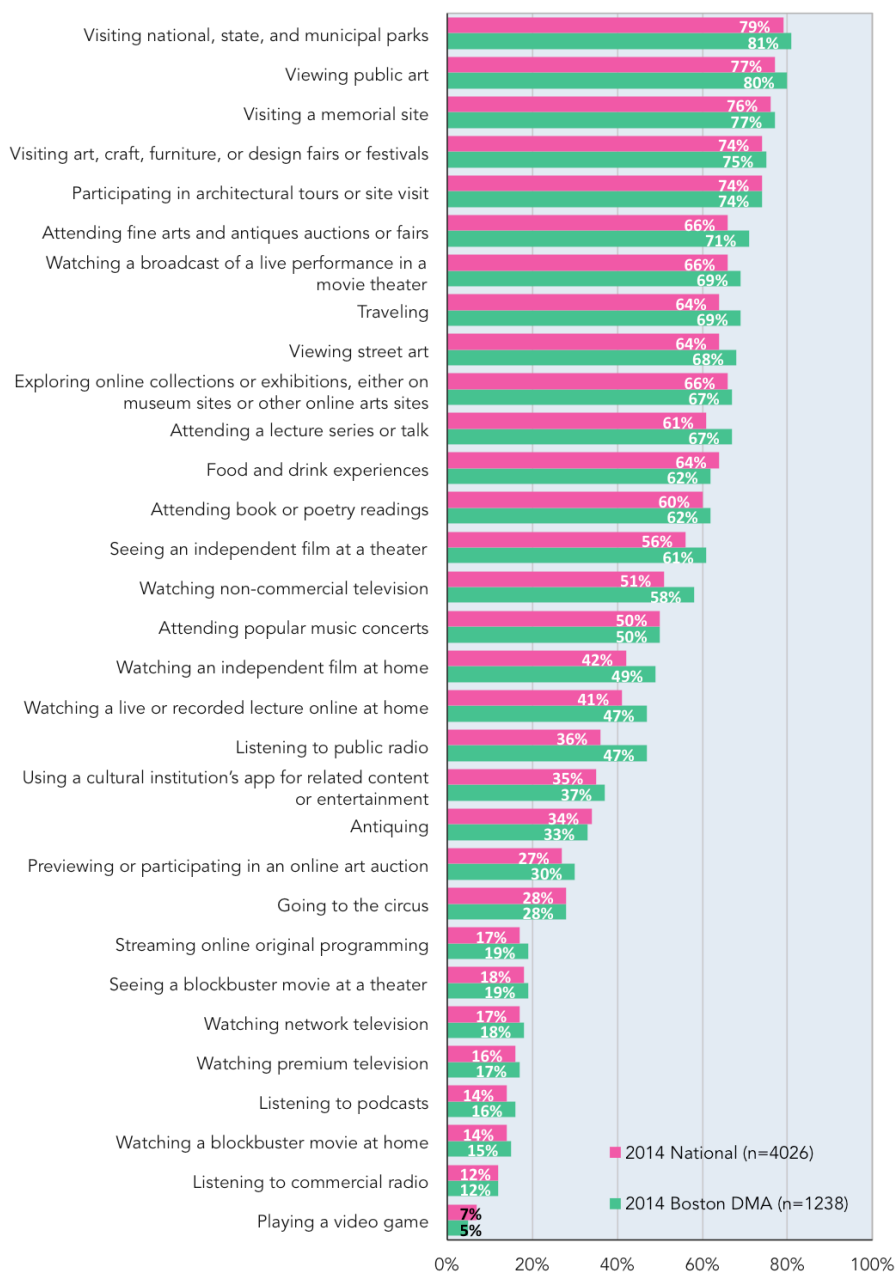
- Over half of Boston respondents think highly of cultural sponsors (58%), and feel good about doing business with them (54%).
- Over a third (35%) are more likely to purchase goods or services from corporations that support the arts, while only a small proportion of respondents feel that nobody benefits from sponsorship (4%).
- As in the national study, Boston Millennials are more likely than their older counterparts to view corporate sponsorship as a marketing tactic, to feel indifferent towards it, and to believe that no one benefits from it (*chart not included here*).

## 12. OTHER FORMS OF CULTURAL PARTICIPATION

## 12. OTHER FORMS OF CULTURAL PARTICIPATION

### 12.1 OTHER ACTIVITIES PERCEIVED AS CULTURAL: OVERALL TRENDS

Question: Do you consider the following activities to be cultural?





## 12. OTHER FORMS OF CULTURAL PARTICIPATION

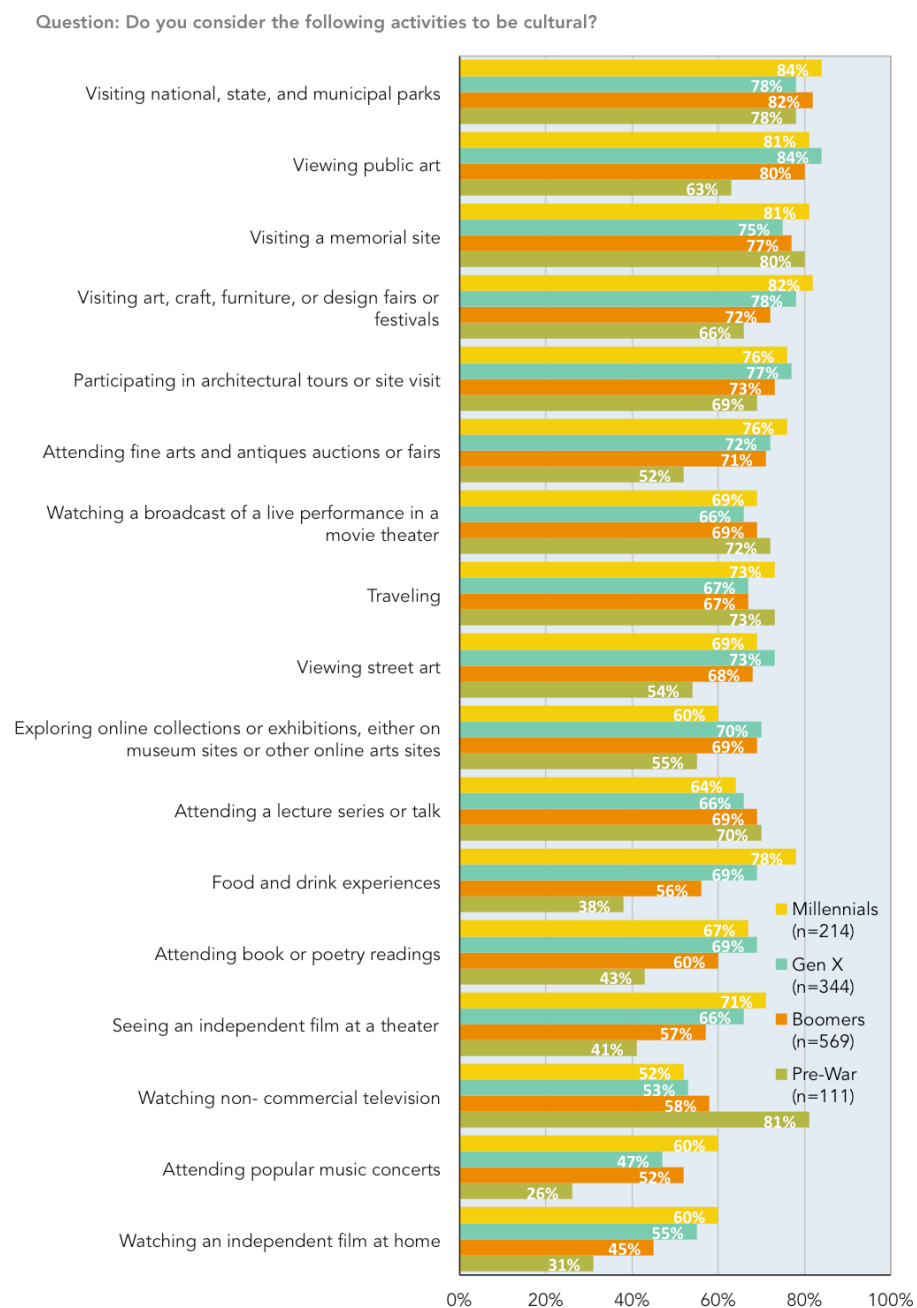
### 12.1 OTHER ACTIVITIES PERCEIVED AS CULTURAL: OVERALL TRENDS (CONT'D)

Selected Findings:

- Activities that are the most likely to be defined as “culture” include visiting parks, viewing public art, and visiting a memorial site.
- The activities least likely to be considered cultural are listening to podcasts, watching a blockbuster movie at home, listening to commercial radio, and playing a video game.
- While these results, overall, are similar to those in the national study, Boston respondents are more likely to think of the following as cultural activities: attending fine arts and antiques auctions or fairs, traveling, viewing street art, attending or watching a live or recorded lecture or talk, seeing an independent film in a theater or at home, listening to public radio, and watching non-commercial television.

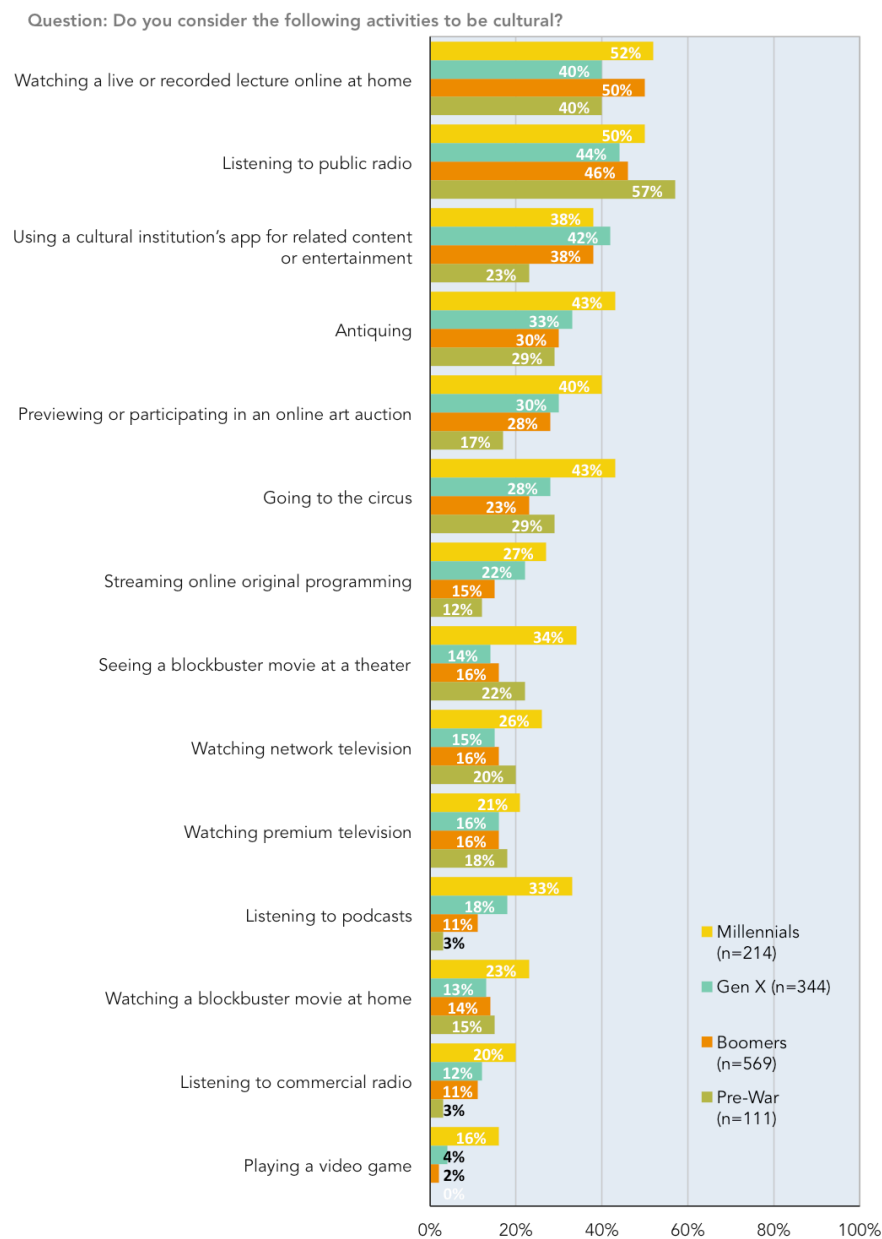
## 12. OTHER FORMS OF CULTURAL PARTICIPATION

### 12.2 OTHER ACTIVITIES PERCEIVED AS CULTURAL: BOSTON TRENDS BY GENERATION



## 12. OTHER FORMS OF CULTURAL PARTICIPATION

### 12.2 OTHER ACTIVITIES PERCEIVED AS CULTURAL: BOSTON TRENDS BY GENERATION (CONT'D)



## 12. OTHER FORMS OF CULTURAL PARTICIPATION

### 12.2 OTHER ACTIVITIES PERCEIVED AS CULTURAL: BOSTON TRENDS BY GENERATION (CONT'D)

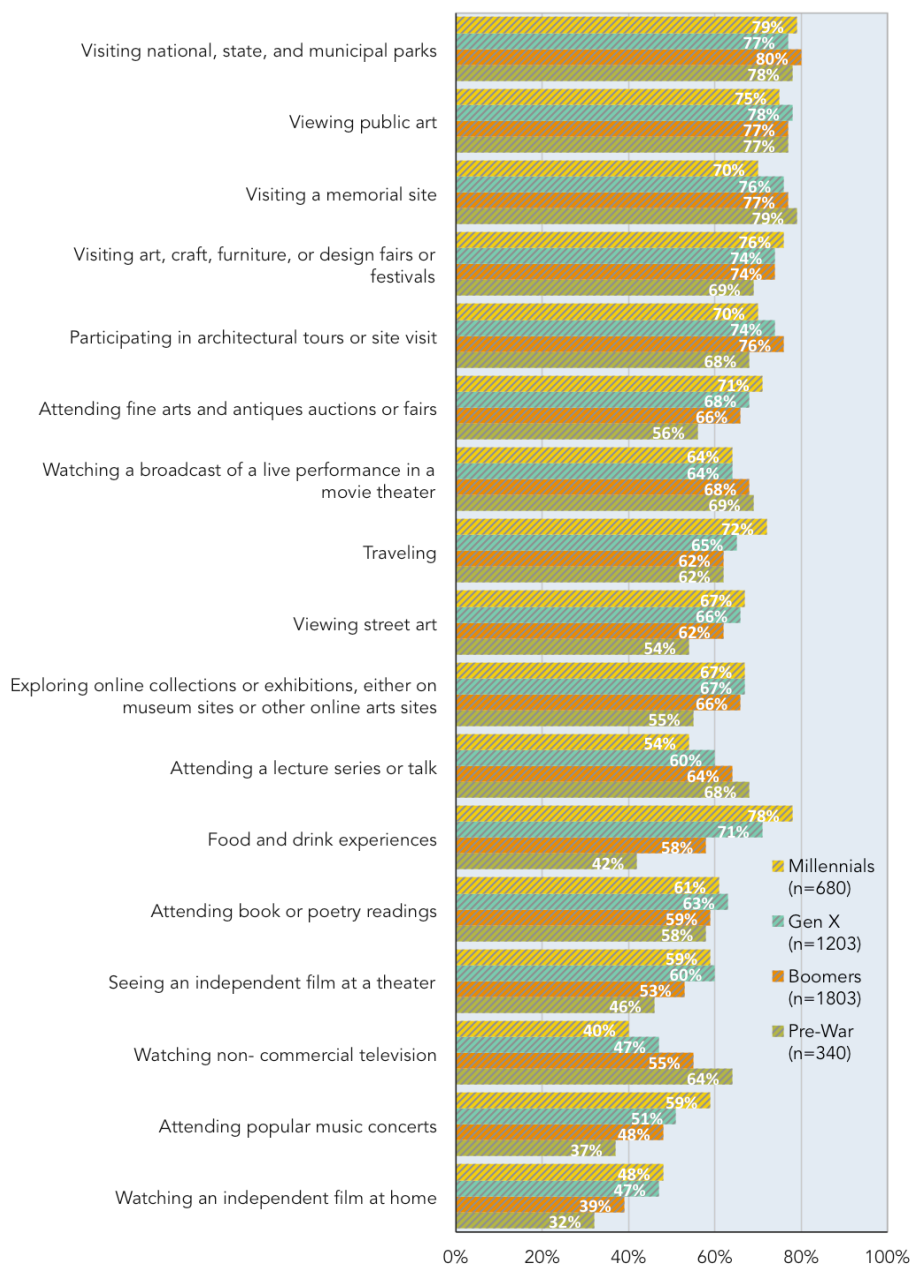
#### Selected Findings:

- The perception of non-commercial television as a cultural activity is driven largely by older respondents—as is listening to public radio, but to a lesser degree.
- Millennials are somewhat more likely than other generations to perceive a number of these activities as cultural, including: food and drink experiences, seeing an independent film at a theater, or watching a live or recorded lecture at home.

## 12. OTHER FORMS OF CULTURAL PARTICIPATION

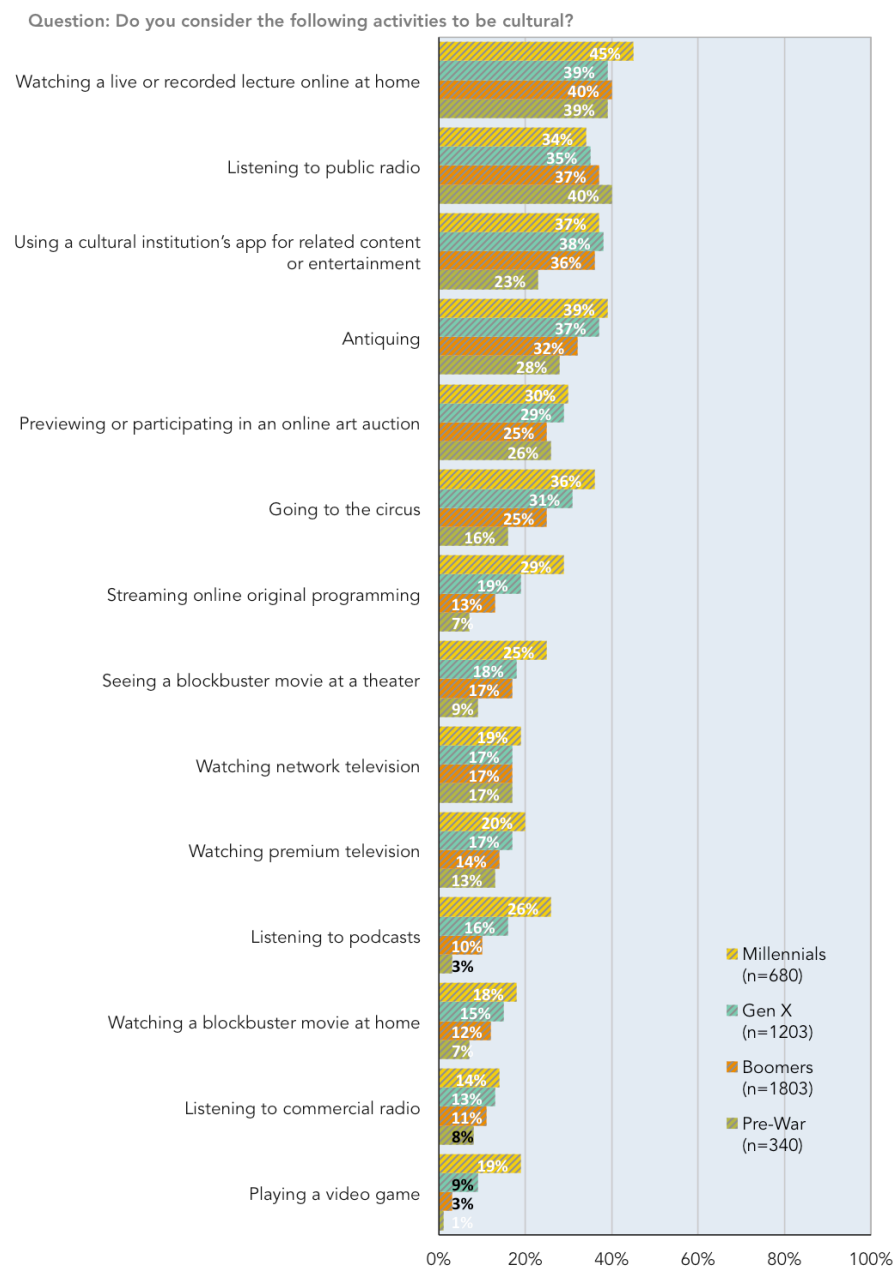
### 12.3 OTHER ACTIVITIES PERCEIVED AS CULTURAL: NATIONAL TRENDS BY GENERATION

Question: Do you consider the following activities to be cultural?



## 12. OTHER FORMS OF CULTURAL PARTICIPATION

### 12.3 OTHER ACTIVITIES PERCEIVED AS CULTURAL: NATIONAL TRENDS BY GENERATION (CONT'D)



## 12. OTHER FORMS OF CULTURAL PARTICIPATION

### 12.3 OTHER ACTIVITIES PERCEIVED AS CULTURAL: NATIONAL TRENDS BY GENERATION (CONT'D)

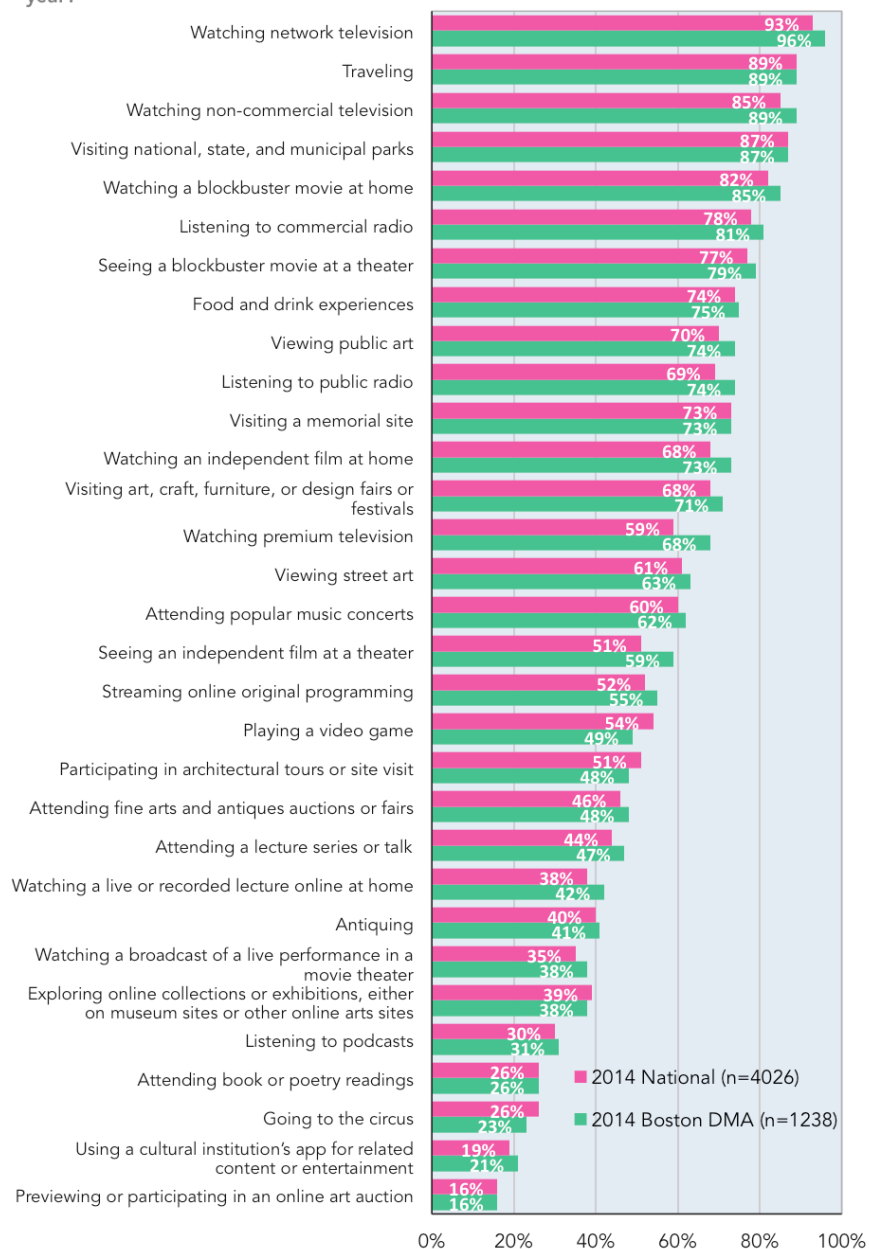
#### Selected Findings:

- Boston Pre-War are somewhat less likely than national Pre-War to define viewing public art, attending popular music concerts, or previewing or participating in an online auction as culture.
- More Boston Pre-War consider watching non-commercial TV to be a cultural activity (+17%) than their national counterparts.
- Boston Millennials are somewhat more likely than their national counterparts to perceive a number of these activities as cultural, including: watching an independent film at home, listening to public radio, previewing or participating in an online art auction, seeing a blockbuster movie at a theater, and watching network TV.

## 12. OTHER FORMS OF CULTURAL PARTICIPATION

### 12.4 OTHER ACTIVITIES PARTICIPATED IN: OVERALL TRENDS

Question: Which of the following have you participated in during the past year?





## 12. OTHER FORMS OF CULTURAL PARTICIPATION

### 12.4 OTHER ACTIVITIES PARTICIPATED IN: OVERALL TRENDS (CONT'D)

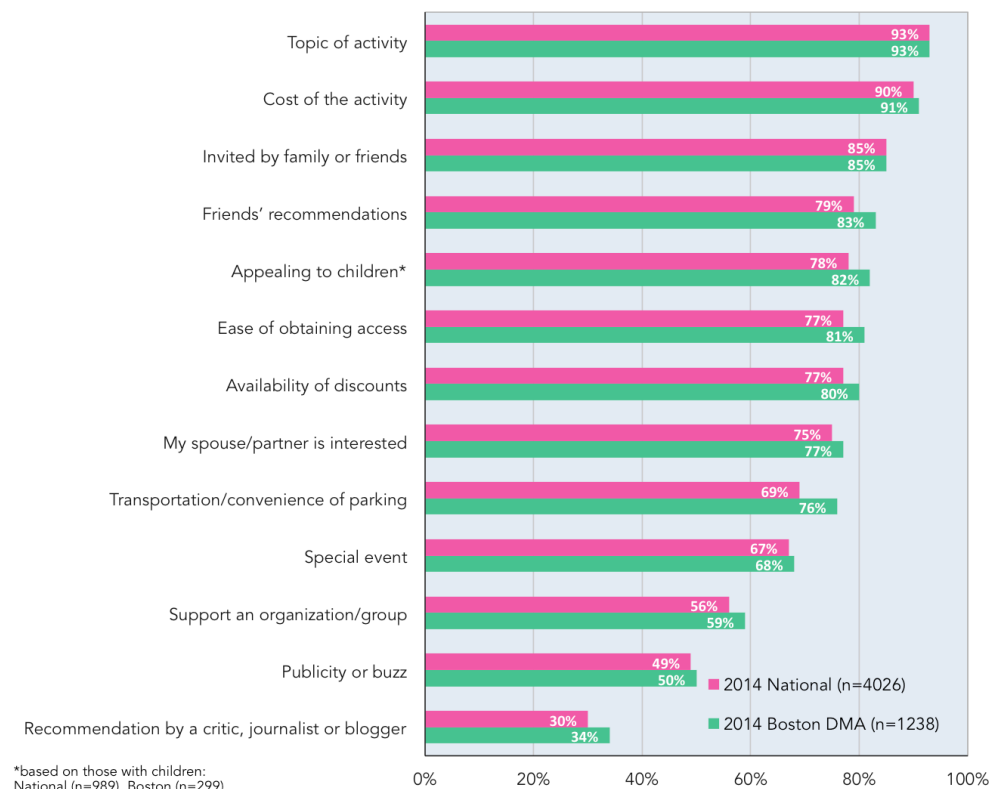
#### Selected Findings:

- A large portion of Boston respondents have engaged in cultural activities that can be accessed from home, such as watching television (both network and non-commercial), watching blockbuster movies (at home and in the theater) and listening to commercial radio. Even so, respondents are just as likely to have traveled or to have visited parks (national, state, and municipal) as they are to have participated in these other home-oriented activities.
- In most instances, these results are very similar to the national study. However, Boston respondents are more likely to have watched premium television, listened to public radio, watched an independent film at home, seen an independent film in the theater, and watched a lecture at home.

## 12. OTHER FORMS OF CULTURAL PARTICIPATION

### 12.5 MOTIVATORS FOR OTHER ACTIVITIES PERCEIVED AS CULTURAL: OVERALL TRENDS

Question: Please tell us whether the following factors influence your decision to participate in the previously listed activities.



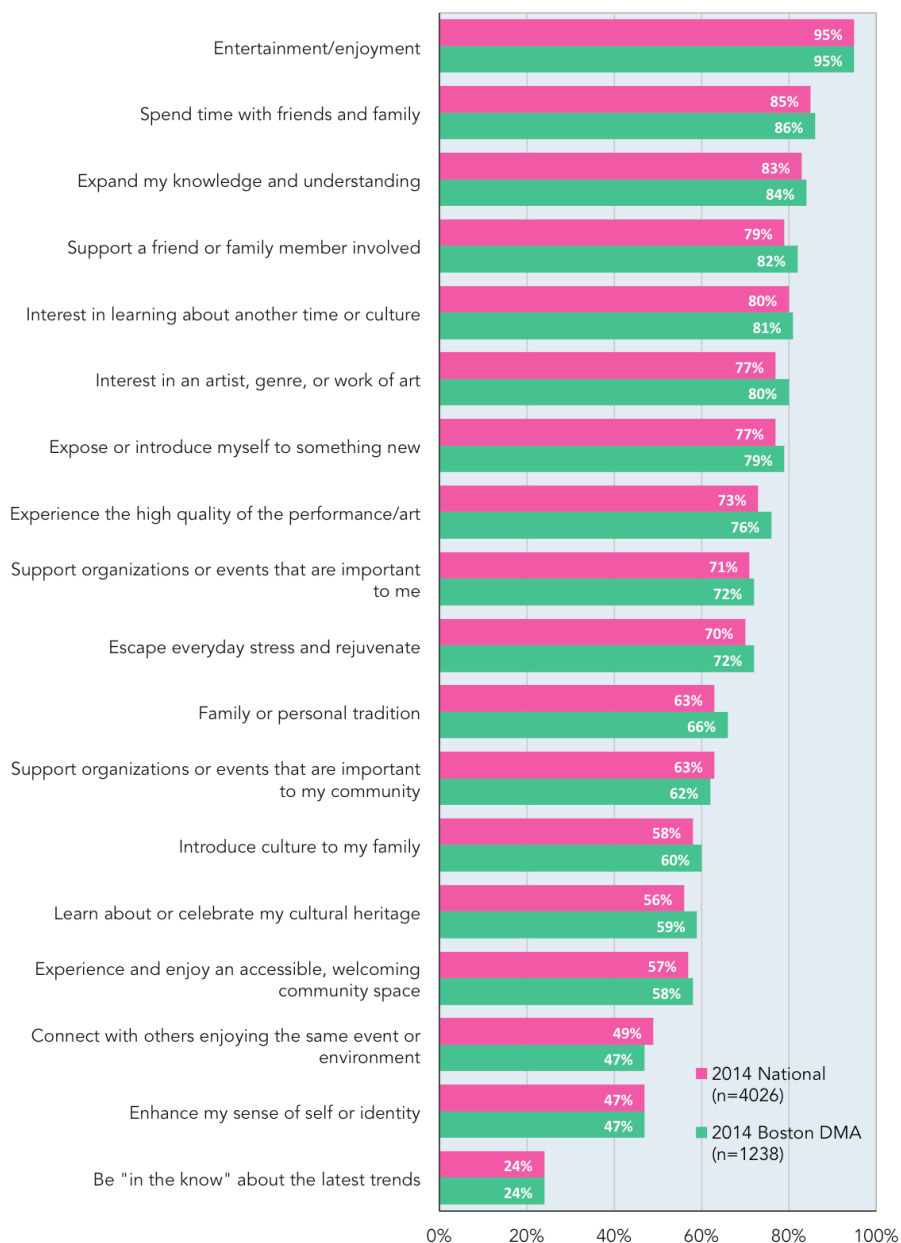
#### Selected Findings:

- Once again, Boston respondents are highly influenced by content, cost, and their inner circle. These findings mirror the motivators for involvement in the other cultural activities (visual, performing, and non-visual arts) explored earlier in this study.
- Publicity and recommendations by critics are the least influential for respondents overall, though these factors do hold slightly more influence for Boston respondents.
- Boston respondents are more likely to consider transportation/convenience of parking to be influential.

## 12. OTHER FORMS OF CULTURAL PARTICIPATION

### 12.6 REASONS TO MAKE OTHER CULTURAL ACTIVITIES A PART OF ONE'S LIFE: OVERALL TRENDS

Question: Please tell us whether each of the following play an important role in your decision to make the previously listed activities a part of your life.



## 12. OTHER FORMS OF CULTURAL PARTICIPATION

### 2.6 REASONS TO MAKE OTHER CULTURAL ACTIVITIES A PART OF ONE'S LIFE: OVERALL TRENDS (CONT'D)

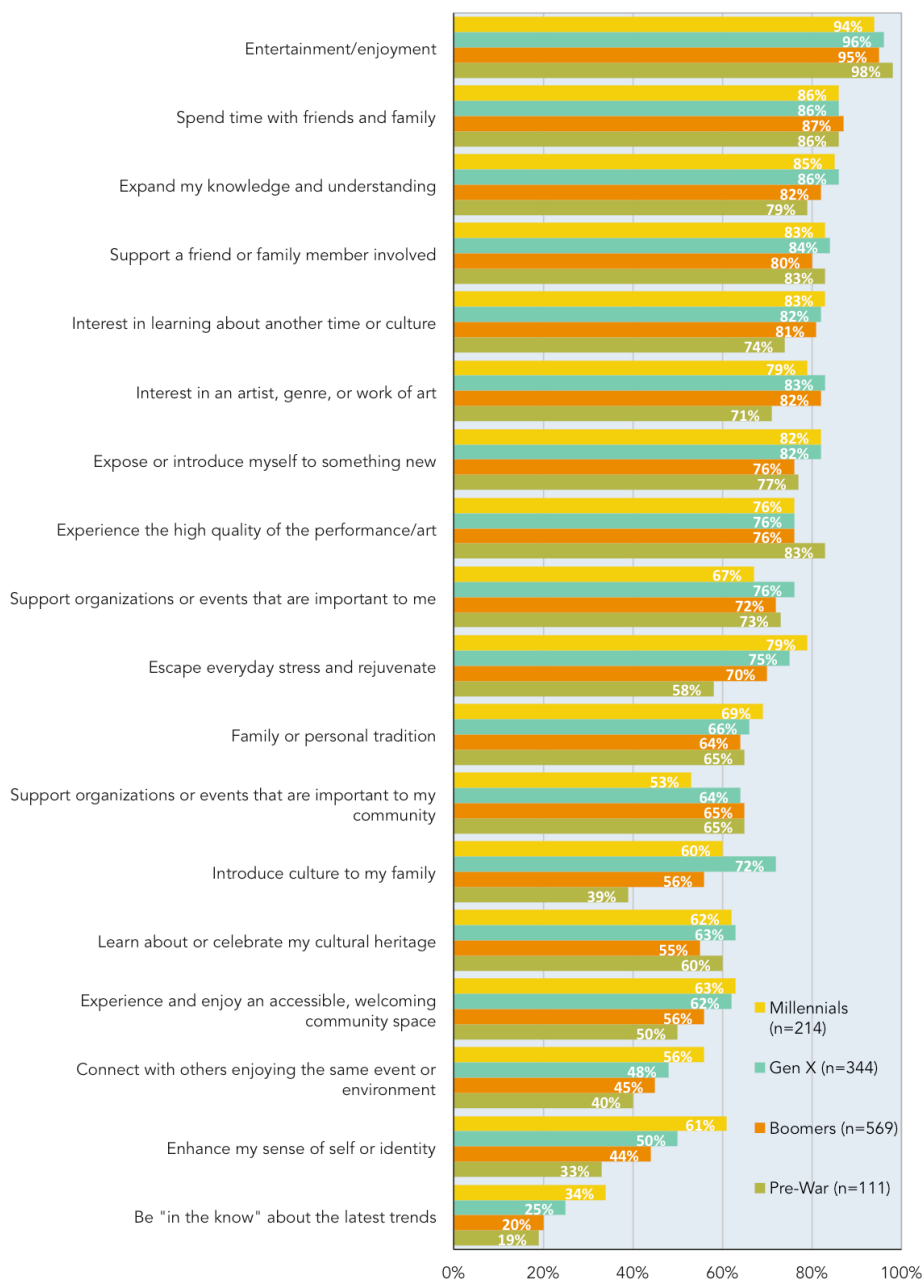
Selected Findings:

- Mirroring the drivers for the other cultural activities explored earlier in this study, Boston respondents consider entertainment and enjoyment, spending time with friends and family, and personal enrichment to be the most important factors for choosing to make these activities a part of their lives.
- Again, enhancing one's identity or image and connecting with others rank low in comparison to other motivators.

## 12. OTHER FORMS OF CULTURAL PARTICIPATION

### 12.7 REASONS TO MAKE OTHER CULTURAL ACTIVITIES A PART OF ONE'S LIFE: BOSTON TRENDS BY GENERATION

Question: Please tell us whether each of the following play an important role in your decision to make the previously listed activities a part of your life.



## 12. OTHER FORMS OF CULTURAL PARTICIPATION

### 12.7 REASONS TO MAKE OTHER CULTURAL ACTIVITIES A PART OF ONE'S LIFE: BOSTON TRENDS BY GENERATION (CONT'D)

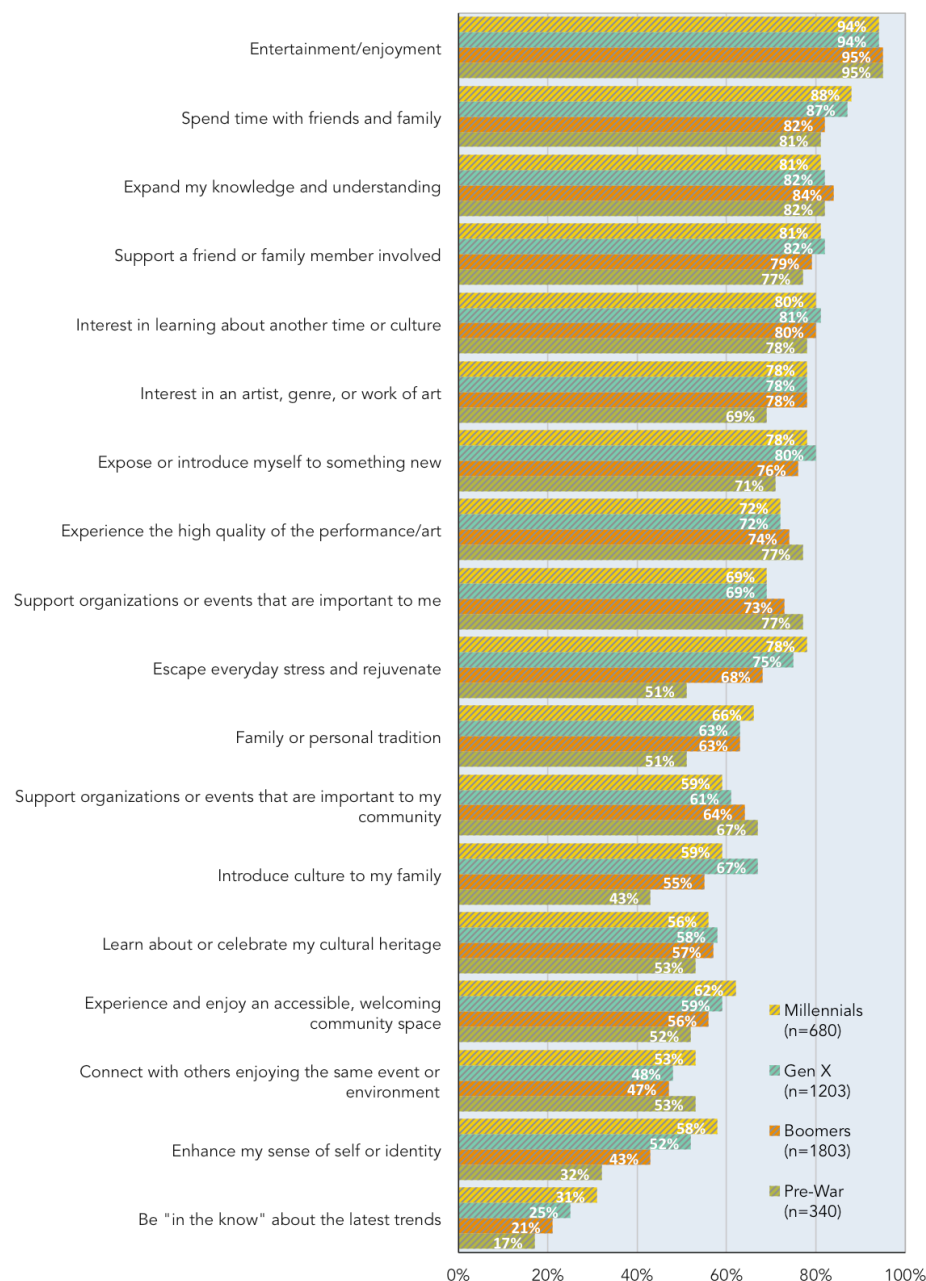
Selected Findings:

- Younger generations are more prone than older generations to participate in these other forms of cultural activities as a way to escape stress and rejuvenate, and to enhance their sense of self of identity.
- Gen X respondents are the most likely to make these other cultural activities a part of their lives in order to introduce culture to their families.

## 12. OTHER FORMS OF CULTURAL PARTICIPATION

### 12.8 REASONS TO MAKE OTHER CULTURAL ACTIVITIES A PART OF ONE'S LIFE: NATIONAL TRENDS BY GENERATION

Question: Please tell us whether each of the following play an important role in your decision to make the previously listed activities a part of your life.



## 12. OTHER FORMS OF CULTURAL PARTICIPATION

### 12.8 REASONS TO MAKE OTHER CULTURAL ACTIVITIES A PART OF ONE'S LIFE: NATIONAL TRENDS BY GENERATION (CONT'D)

Selected Findings:

- With the exception of Boomers, Boston respondents are slightly more likely than national respondents to attend these other cultural activities in order to learn about or celebrate their cultural heritage.
- Boston Boomers are somewhat more likely than their national counterparts to consider spending time with friends and family an important facet of these other cultural activities; Boston Pre-War are also slightly more likely than their national counterparts to do so.



## 13. DEFINING THE CULTURAL EXPERIENCE

## 13. DEFINING THE CULTURAL EXPERIENCE

For the first time this year, Culture Track asked respondents, “How would you define a cultural experience?”

The question was first posed at the beginning of the survey. Because the survey questions that followed probed various aspects of the cultural experience and may have prompted respondents to think differently about what a cultural experience is to them, the question was asked again at the end of the survey so that respondents could revise or add to their original definition.

### 13.1 INITIAL DEFINITIONS

Selected responses:

“An event that enriches the spirit.”

“[Something that] teaches me something I have not experienced before—something enjoyable to the ears, eyes or palette.”

“An experience to expand horizons in any way.”

“An enriching experience, meant to broaden horizons, educate and/or entertain.”

“An experience that enriches understanding of some field beyond the everyday experience.”

“One that stimulates the mind, simultaneously educating oneself of knowledgeable significance which can be used for personal gratification or discussion.”

## 13. DEFINING THE CULTURAL EXPERIENCE

### 13.2 REVISED DEFINITIONS

Selected responses:

"Watching, attending, [or] sharing an activity or event that expands knowledge, supports community and/or friends, [or] raises awareness."

"I wasn't thinking about online or at home activities."

"There are a wide variety of events in Boston that I had not thought of as a cultural experience. Now that the survey has mentioned it, I am more aware of it."

"Studying or attending an event that enhances my life through diversity."

"[There are] some things I didn't realize could be considered cultural experiences, like accessing things through technology."

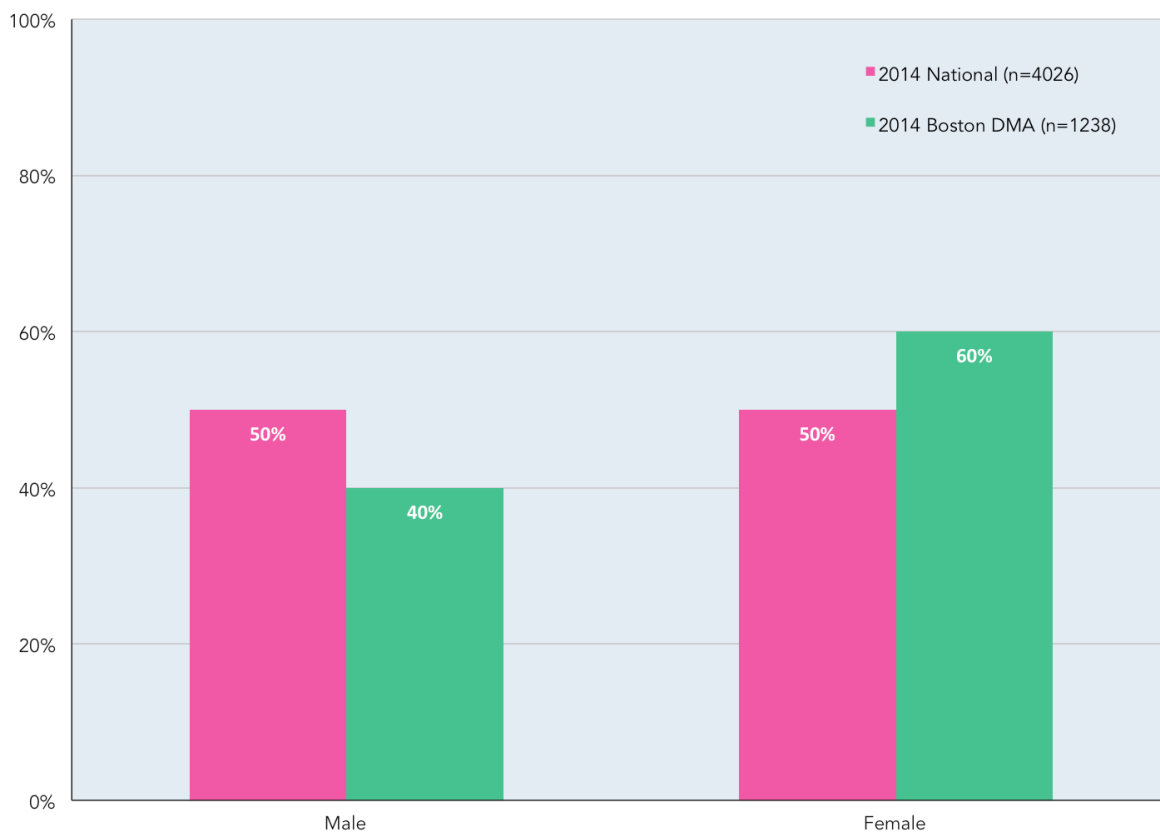
"[A cultural experience] is something to entertain and educate people on all levels of life."

"I saw culture as being something that was carried from one generation to another by a group of people/race. Now I see it as something more related to our current time & reflects our communal identity."

## 14. DEMOGRAPHICS

## 14. DEMOGRAPHICS

### 14.1 GENDER

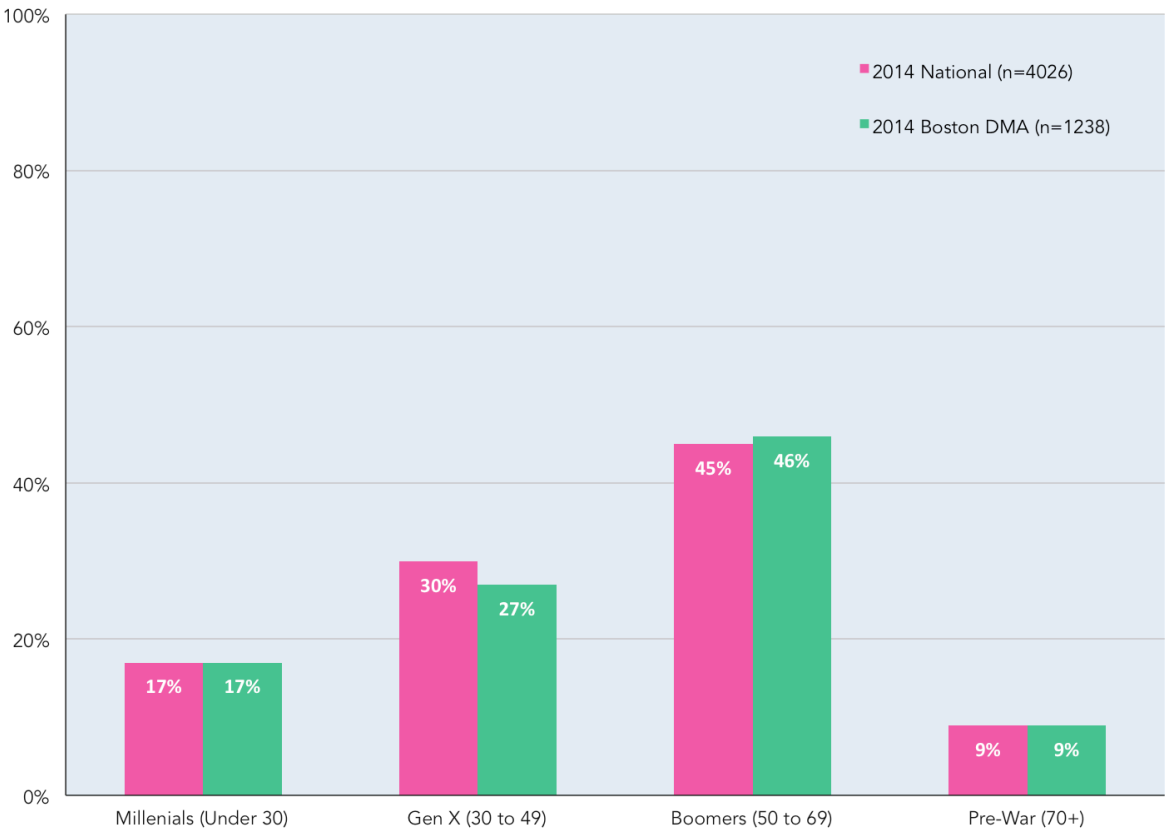


#### Selected Findings:

- For the national study, participants were equally likely to be male and female. For the Boston study, participants are more likely to be female. Population-wise, Boston is 48% male vs. 52% female.
- Female Boston respondents are younger than the male respondents, less likely to have a four-year degree and have lower income levels (*chart not included here*).

# 14. DEMOGRAPHICS

## 14.2 AGE

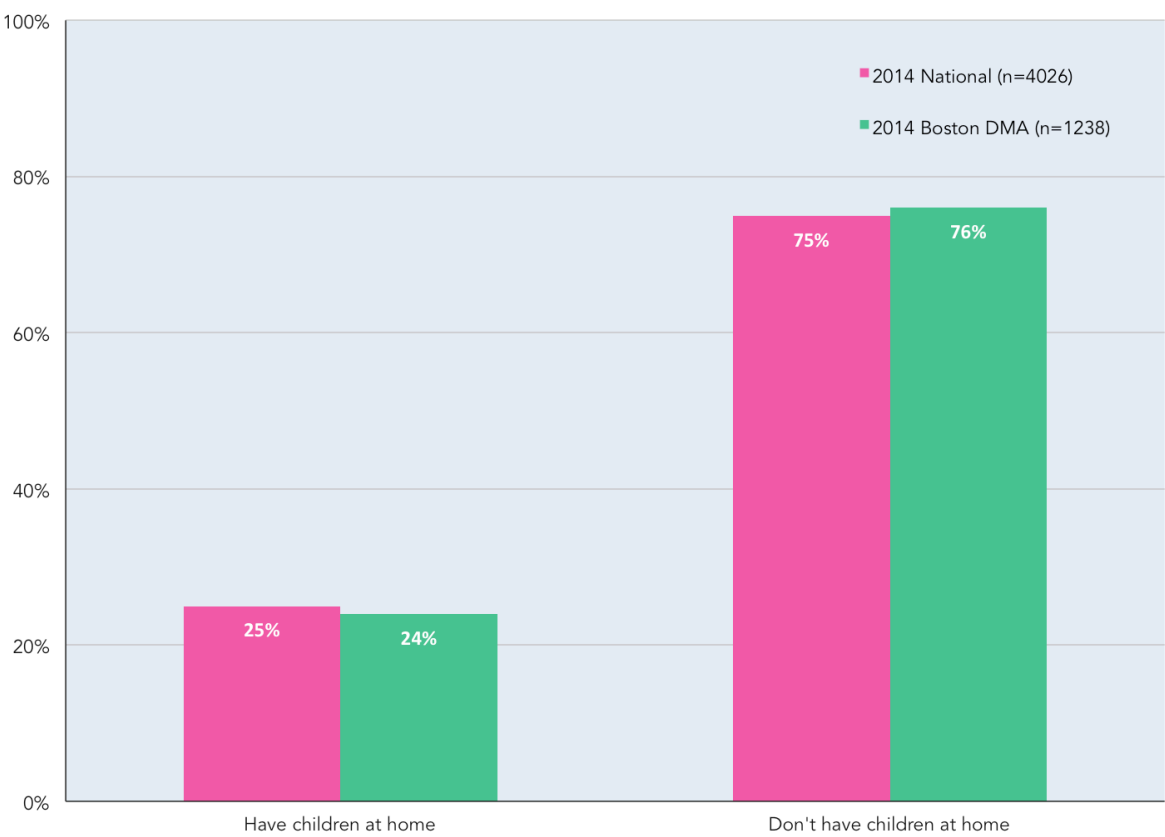


Selected Findings:

- The age proportions from the 2011 *Culture Track* study were used as quotas for the selection of the 2014 national and Boston respondents. Such controls limit the possibility that changes in respondent attitudes toward cultural activities are based solely on factors related to age.

# 14. DEMOGRAPHICS

## 14.3 CHILDREN

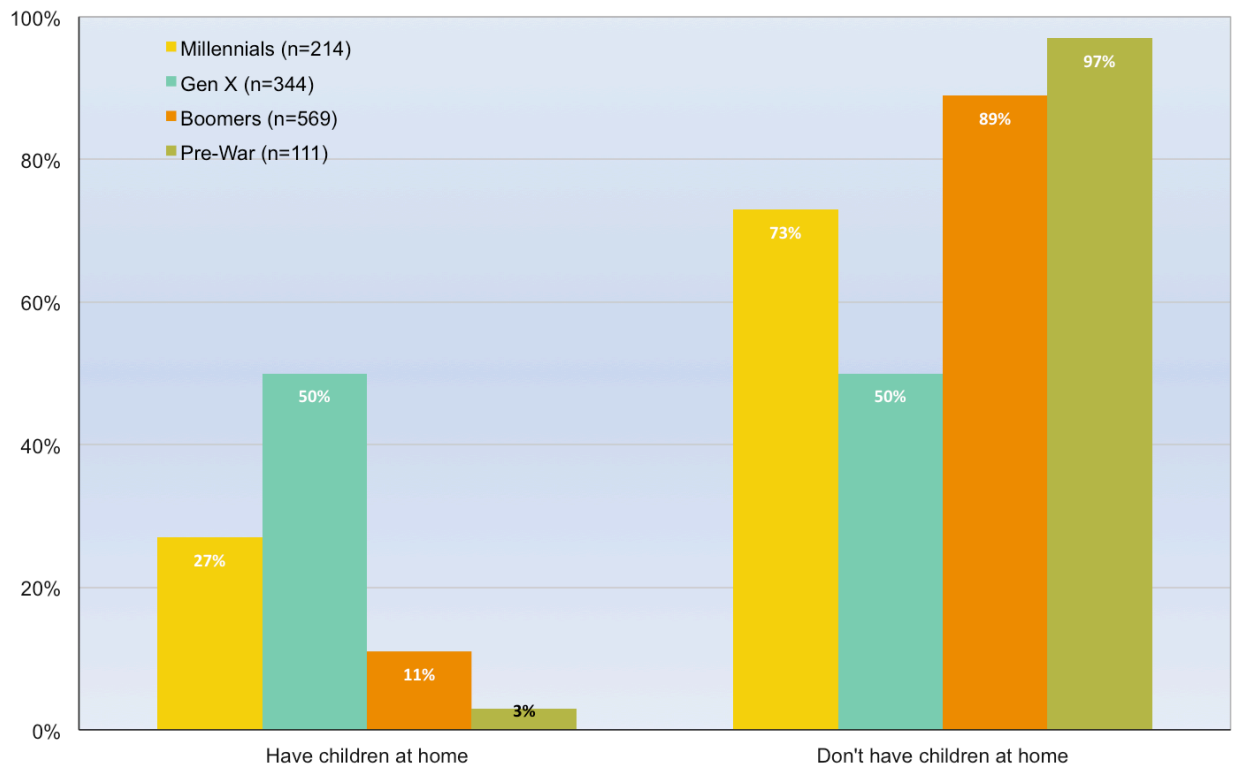


Selected Findings:

- A quarter of respondents have children 18 or under living in their home.

## 14. DEMOGRAPHICS

### 14.4 CHILDREN: BOSTON TRENDS BY GENERATION



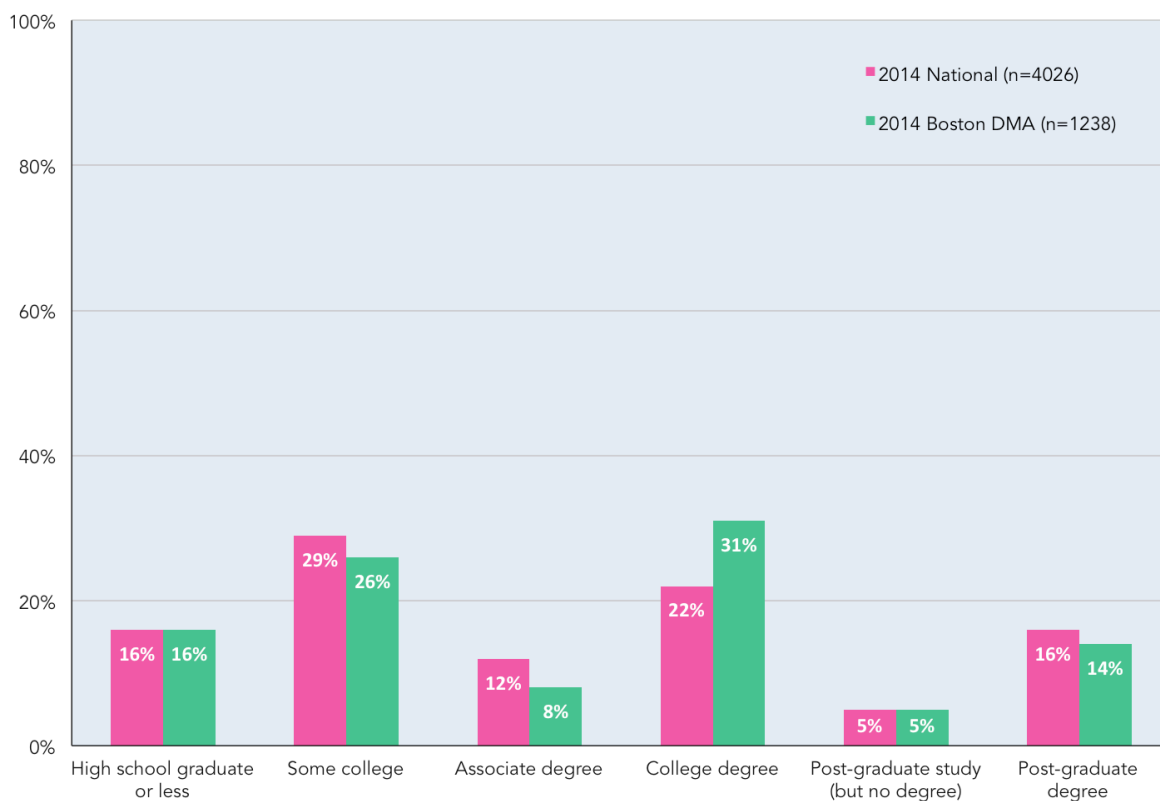
#### Selected Findings:

- Half of Gen X respondents have children in the home. Only a quarter of Millennials have children in the home, and only one in ten Boomers do.



## 14. DEMOGRAPHICS

### 14.5 EDUCATION

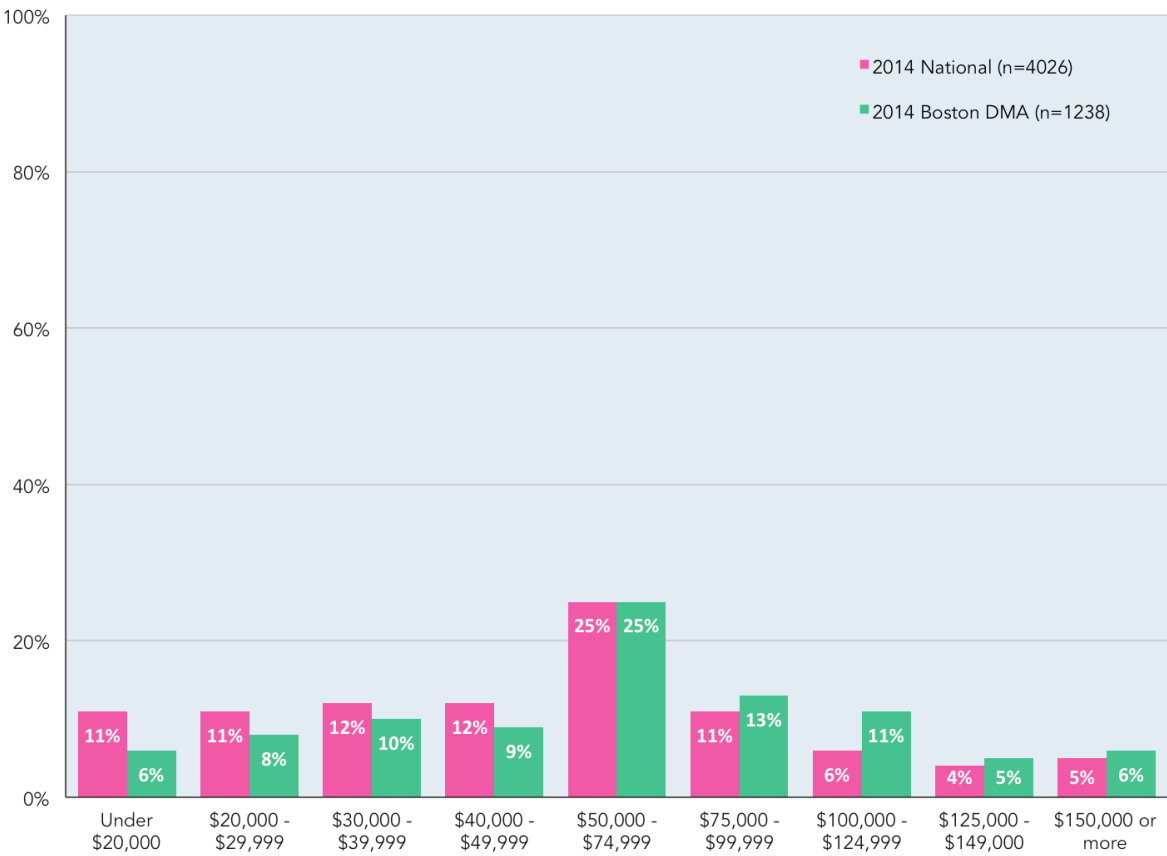


#### Selected Findings:

- Boston respondents are slightly more educated than the national respondents, with half (50%) having at least a college degree, versus 43% of national respondents—though fewer Boston respondents have post-graduate degrees.

# 14. DEMOGRAPHICS

## 14.6 HOUSEHOLD INCOME

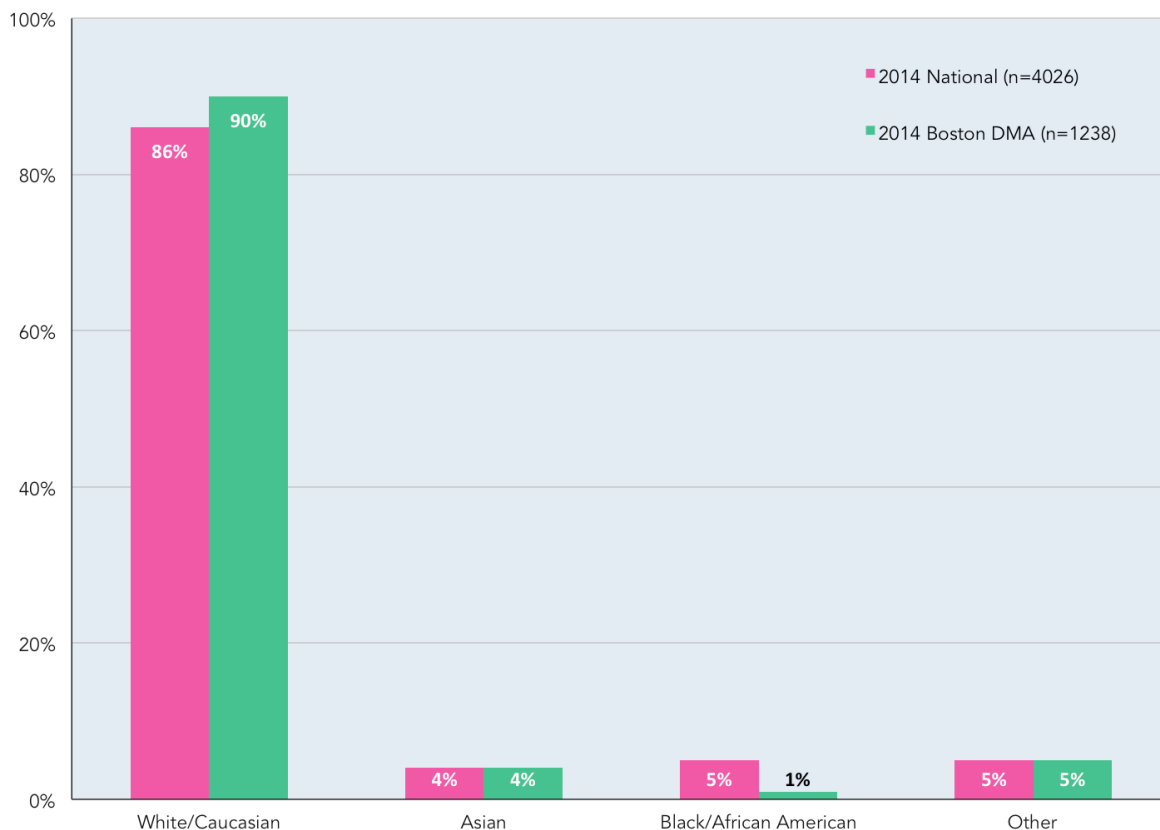


Selected Findings:

- Boston respondents have higher incomes than the national respondents. A third of Boston respondents (35%) have incomes over \$75,000, compared to only a quarter (26%) of the national respondents.

## 14. DEMOGRAPHICS

### 14.7 ETHNICITY

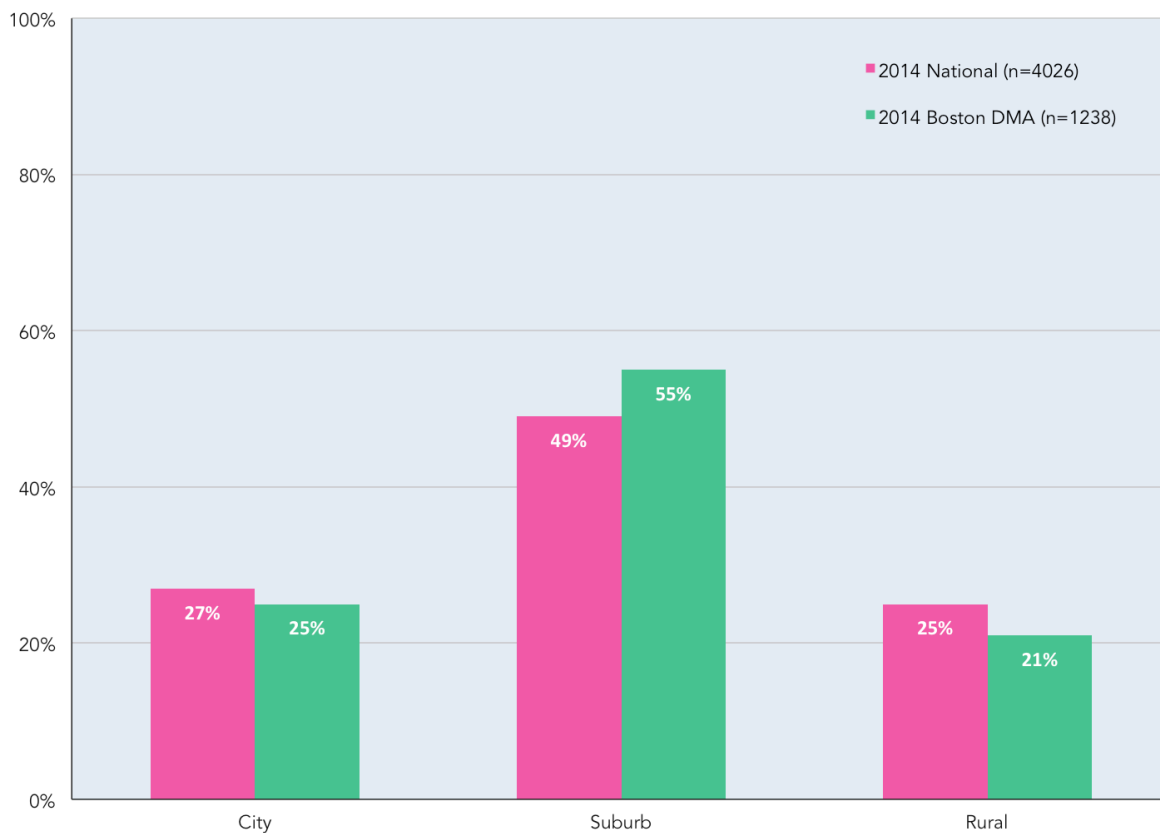


#### Selected Findings:

- Though the initial pool of respondents invited to take the survey mirrored the ethnic breakdown of the U.S. population and the Boston DMA population, the proportions shifted once respondents were screened to ensure that they had participated in at least one cultural activity in the past year.

## 14. DEMOGRAPHICS

### 14.8 COMMUNITY TYPE

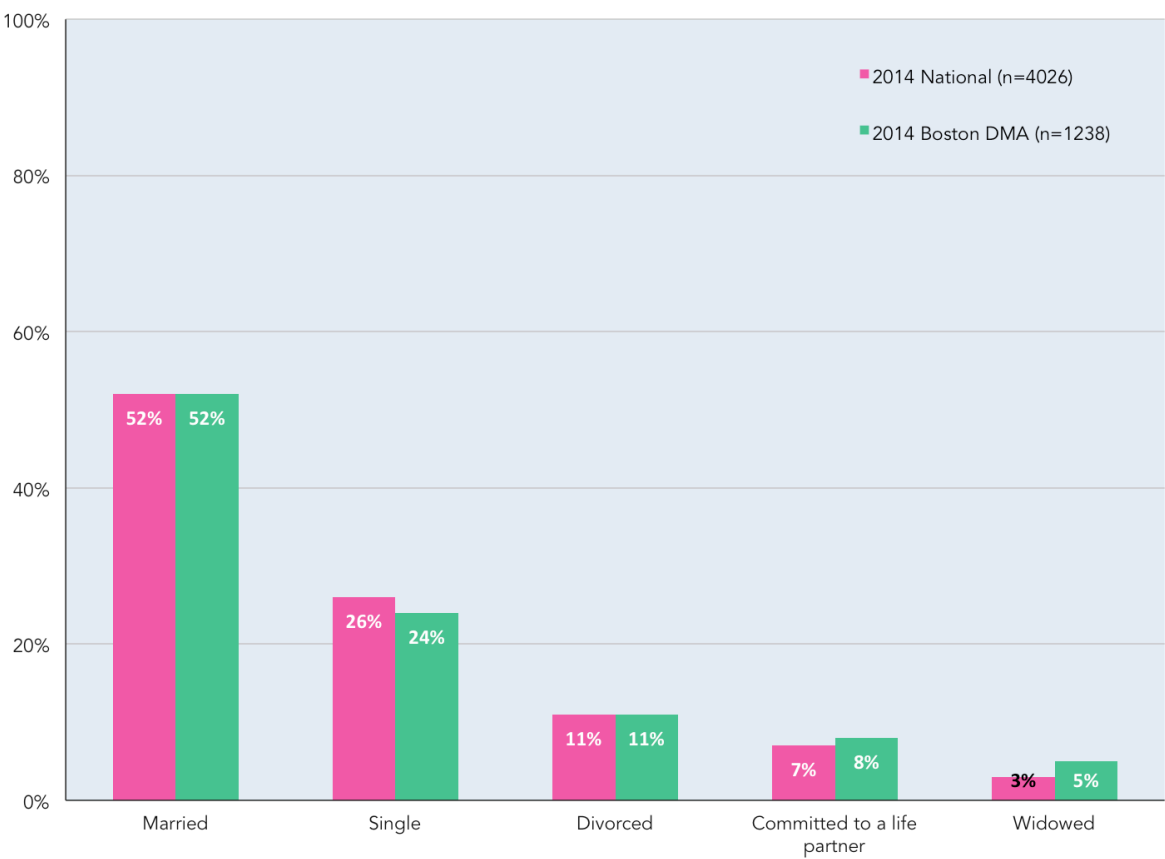


#### Selected Findings:

- Compared to national respondents, Boston respondents are more likely to live in the suburbs and less likely to live in rural communities.
- Millennials are much more likely to live in the city than Boomers and Pre-War respondents (*chart not included here*).
- Respondents who live in the city are much more likely to attend 3 or more events in a month compared to those who live further out (*chart not included here*).

# 14. DEMOGRAPHICS

## 14.9 MARITAL STATUS

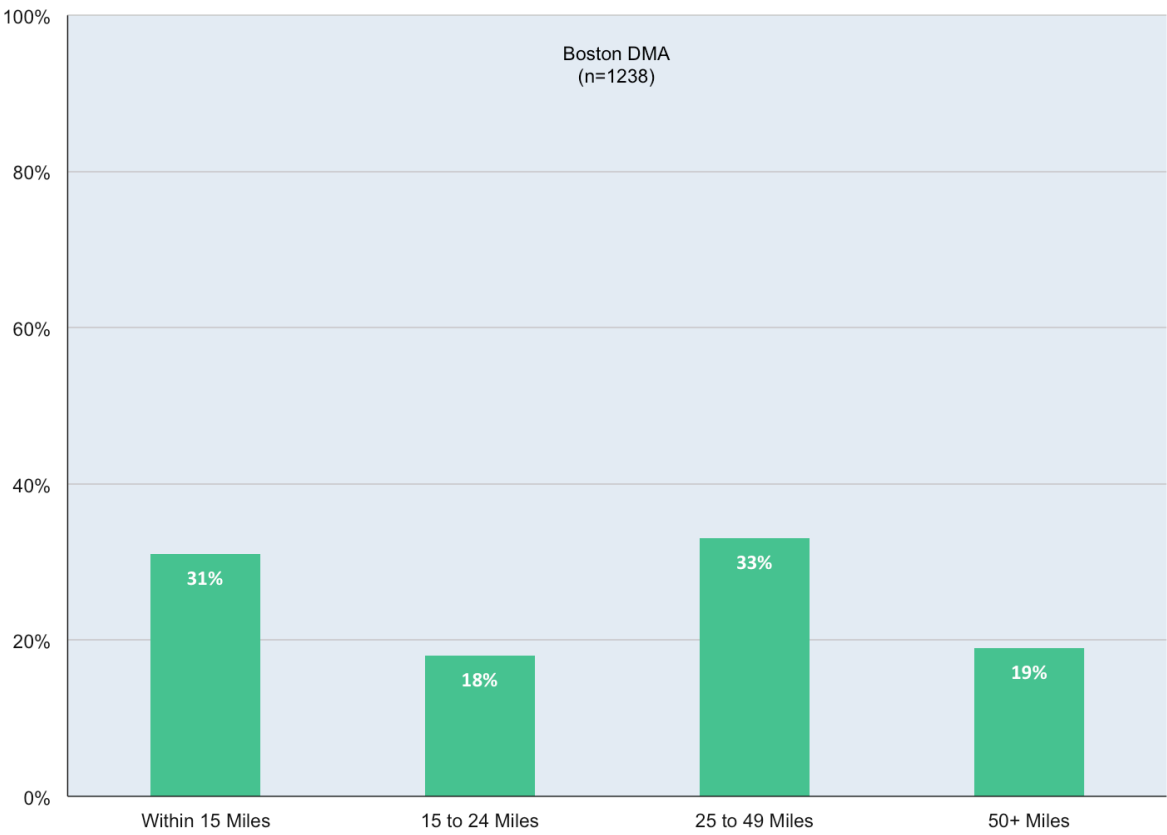


Selected Findings:

- Similarly to the national study, half of the Boston respondents are married (52%), while another 8% are in a committed relationship.

# 14. DEMOGRAPHICS

## 14.10 GEOGRAPHIC LOCATION

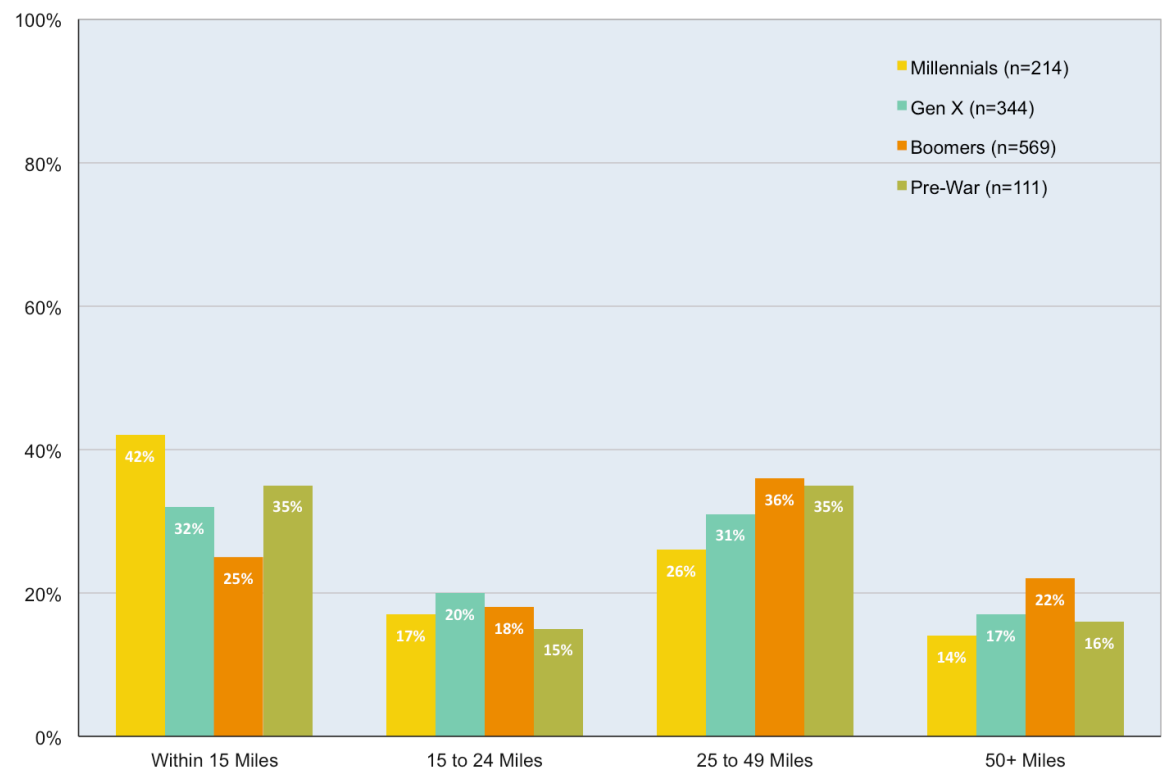


Selected Findings:

- Three in ten Boston respondents live within 15 miles of the Boston, while half (52%) live 25 miles or more outside of the city.

# 14. DEMOGRAPHICS

## 14.11 GEOGRAPHIC LOCATION: BOSTON TRENDS BY GENERATION



### Selected Findings:

- Millennials are most likely to live within 15 miles of Government Center, while Boomers are least likely to do so.

## ACKNOWLEDGEMENTS

THANK YOU TO THE FOLLOWING ORGANIZATIONS AND INDIVIDUALS THAT  
MADE CULTURE TRACK 2014: FOCUS ON BOSTON POSSIBLE.

MUSEUM OF FINE ARTS, BOSTON  
Katie Getchell, Deputy Director

Ed Gargiulo, Director, Membership  
Dawn Griffin, Senior Director, Communications

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CAMPBELL RINKER  
Dirk Rinker, President

Jim McGee, Vice President  
Jennifer Spencer, Vice President of Custom Research

LAPLACA COHEN  
Arthur Cohen, CEO

Maggie Hartnick, Director, Strategy and Branding  
Isabel Hebert, Intern, Strategy and Branding  
Allison Channing Jones, Strategist  
Hil Moss, Strategist  
Tom Zetek, Executive Creative Director