

## SURVEY QUESTIONS: PUBLIC PARTICIPATION & STATEWIDE OMNIBUS POLL

### Welcome

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

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

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

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

COVID Cultural Impact Study conducted by:

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

Commissioned by: ArtsFund

---

### Eligibility

1. Are you 18 years or older?
  - Yes
  - No

---

### Participation

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

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

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

2. How frequently did you participate in cultural programs prior to March 2020?
  - Weekly or more
  - At least once a month
  - At least once a quarter
  - At least once a year
  - Once a year or less
  - Not at all
3. How frequently did you participate in cultural programs between March 2020 and today?
  - Weekly or more

- At least once a month
  - At least once a quarter
  - At least once a year
  - Once a year or less
  - Not at all
4. Since March 2020, what types of cultural programming have you participated in? Check all that apply.
- Cultural heritage/Historic preservation
  - Dance
  - Festival
  - Film/Media
  - Literary Arts
  - Multidisciplinary
  - Music and Opera
  - Science/Conservation/Aquarium/Zoo
  - Theater
  - Visual Arts
  - Other (please specify)
  - None of the above
5. Since March 2020, have you participated in new or different content types of cultural programming?
- Yes
  - No
6. Of the cultural programs you participated in since March 2020, please estimate the approximate percentage of where those programs were produced. Your total must equal 100
- Inside Washington State
  - USA, outside of Washington State
  - Outside of USA
  - I don't know
7. Since March 2020, what have been the reasons for your participation in cultural programs? Check all that apply.
- To celebrate your own or your family's cultural heritage
  - To do something different/change your routine
  - To escape/relax
  - To experience art
  - To feel creative or creatively inspired/makes me feel creative
  - For health reasons
  - To introduce a specific child/children to the activity
  - To learn something new/stimulates my personal growth/gives me insight into political and social ideas
  - To learn/refine new skills
  - Makes me happy/brings me joy
  - To feel less isolated
  - To participate in your local community/makes me feel connected to my community
  - Promotes social change
  - To see a specific performer, exhibit, or productions
  - To socialize with family or friends

- To support a community organization or program
- To patronize an organization that I have strong connections to
- To check out a new organization
- To understand different cultures and perspectives
- For some other reason (please describe)

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

---

## Patron Spending

For the purposes of this survey, we are considering the following to be cultural programs: a live program, a time restricted program (with a start time and end time for access), or general admission. Examples can include: workshops, classes, performances, lectures, film screenings, discussions, youth and family activities, education programs, permanent and special exhibitions, events, festivals, etc. hosted by an arts, culture, heritage, or science Washington based nonprofit organization. This does not include on-demand programs that are viewable without a defined timeframe for availability.

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

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

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

10. How did you participate in the cultural program?

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

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

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

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

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

One person should estimate expenditures for the entire party.

Please enter in **dollar amounts**.

- Ticket/admissions
- Food/beverages before, during, or after the program
- Related merchandise and gifts
- Child care/Babysitting
- Donations
- Bus/Rail/Air/Maritime Transportation
- Transportation in my car
- Taxi/Rideshare

- Parking fees
  - Lodging/accommodations
  - Technology
  - Other
14. If “other” please describe
15. Outside of program tickets and fees, how have you supported local cultural organizations since March 2020? Please check all that apply.
- I have attended fundraisers for cultural organizations and donated
  - I have donated funds to cultural organizations
  - I have donated funds to COVID relief funds for artists
  - I have donated funds to COVID relief funds for cultural organizations
  - I am a volunteer at a cultural organization
  - Other (please specify)
  - None of the above
16. How has your financial support to cultural organizations (outside of program tickets and fees) changed, if at all, since March 2020? Check all that apply.
- Donate to more organizations
  - Donate to fewer organizations
  - Donate more funds per organization
  - Donate fewer funds per organization
  - Level of support has not changed since March 2020
- 

## Readiness to Return

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

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

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

17. How do you feel about returning to **in-person** participation to cultural programs?
- I have already returned to in-person participation in cultural programs
  - I am ready to return, but have not yet
  - I am unsure/waiting to see
  - I prefer to continue attending remotely for the foreseeable future
18. When is the earliest you plan to participate in **in-person** cultural programming?
- Summer 2021
  - Fall 2021
  - Winter 2021
  - Spring 2022
  - Summer 2022
  - I don't know

19. Please rate the following factors in your decision whether to participate in a cultural program in-person when available?

	1 (not important)	2 (low or moderately important)	3 (very important)	N/A
Organization's vaccine policy				
Organization's mask and safety policies				
Organization's refund and cancellation policies				
Size and scale of program (in terms of number of attendees)				
Physical location of program (indoor or outdoor)				
My ability to safely distance within the space (indoor or outdoor)				
My own vaccination status				
Vaccination status of those in my party				
Vaccination rates in my community				
Infection rates in my community				
Phase/State recommendation CDC guidance				
Affordability of ticket/admission pricing				
Content/performers of the program				

Other (please specify)

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

Sliding scale with “No virtual programming” on the left side, “Equal parts virtual and in-person programming” in the middle, and “All virtual programming” on the right side

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

Sliding scale with “Spending less than March 2020” on the left side, “Spending equal amounts” in the middle, and “Spending more than March 2020” on the right side

22. Are you vaccinated for COVID-19?

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

### Role of Arts and Culture

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

Examples can include: workshops, classes, performances, lectures, film screenings, discussions, youth and family focused activities, educational programs, permanent and special exhibitions, events, festivals, etc

hosted by an arts, culture, science, or heritage Washington based nonprofit organization. This does not include on-demand programs that are viewable without a defined timeframe for availability.

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

23. How important of a role do you think cultural nonprofit organizations will have in your community's post-pandemic recovery?
- Very important
  - Important
  - Somewhat important
  - Not at all important
  - Undecided
24. What role(s) are the most important for cultural nonprofit organizations to play in your community's post-pandemic recovery? Please choose up to 3.
- Economic recovery for businesses and organizations
  - Creative re-imagining of post-pandemic economy and society
  - Creating employment for individuals
  - Encouraging community unity and vitality
  - Reactivating public spaces
  - Supporting mental wellness among youth
  - Supporting mental wellness among adults
  - Processing trauma from COVID-19
  - Providing educational opportunities for adults and children
  - Offering inspiration and hope
  - Providing entertainment and escape
  - Championing the voices of underrepresented communities
  - Driving cultural tourism
  - Other (please specify)
25. What role you do you think cultural nonprofit organizations should play in communities post-pandemic?
26. What does recovery look like for the Washington State nonprofit cultural sector post-pandemic?
27. How does the current value you place on cultural programming compare to the value you placed on it before March 2020?
- I value cultural programming more now than prior to March 2020
  - I value cultural programming about the same amount as prior to March 2020
  - I value cultural programming less now than prior to March 2020
28. Please tell us why the value you place on cultural programming has changed?

---

## Demographics

29. Do you identify as LGBTQIA+?
- Yes
  - No

- Prefer not to answer

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

- Yes
- No
- Prefer not to answer

31. Do you identify as

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

32. Please indicate your age

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 older
- Prefer not to answer

33. Please indicate your household income

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

34. What is your zip code and county?

- Zip/Postal Code
- County

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

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

- Yes
- No
- Prefer not to answer

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

- Asian/Asian American/Asian diasporic
- Black/African American/African diasporic
- Hispanic/Latino/a/x diasporic

- Middle Eastern/North African diasporic
- Native/Alaskan Native/Indigenous
- Pasifika/Native Hawaiian/Pacific Islander
- White/European
- Different Identity
- Two or more races
- Prefer not to answer

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