

CHANGING SOCIETAL DEMOGRAPHICS: PERSPECTIVES AND STRATEGIES FOR ARTS AND CULTURE

Marketing Roundtable Presentation for the
Cultural Alliance of Fairfield County
29 January 2014



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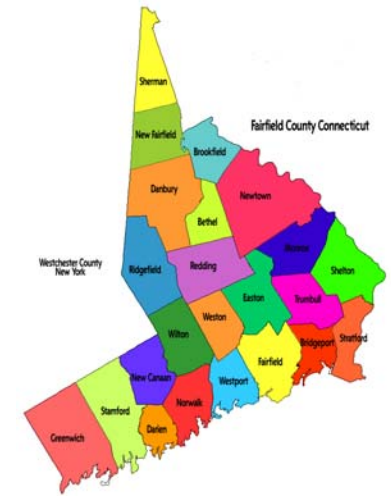
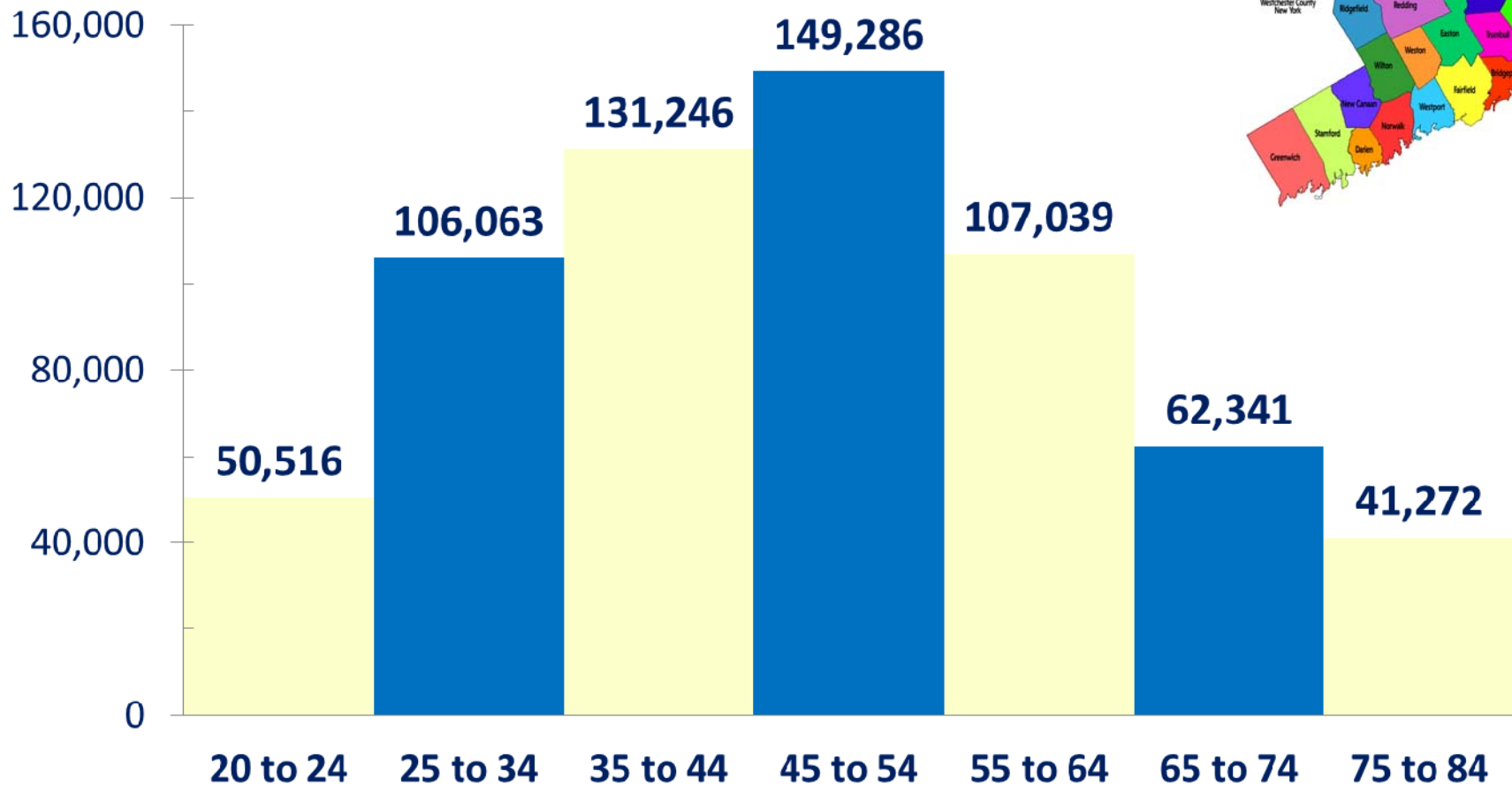
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FAIRFIELD COUNTY POPULATION ADULT AGE GROUPS

Total 647,743

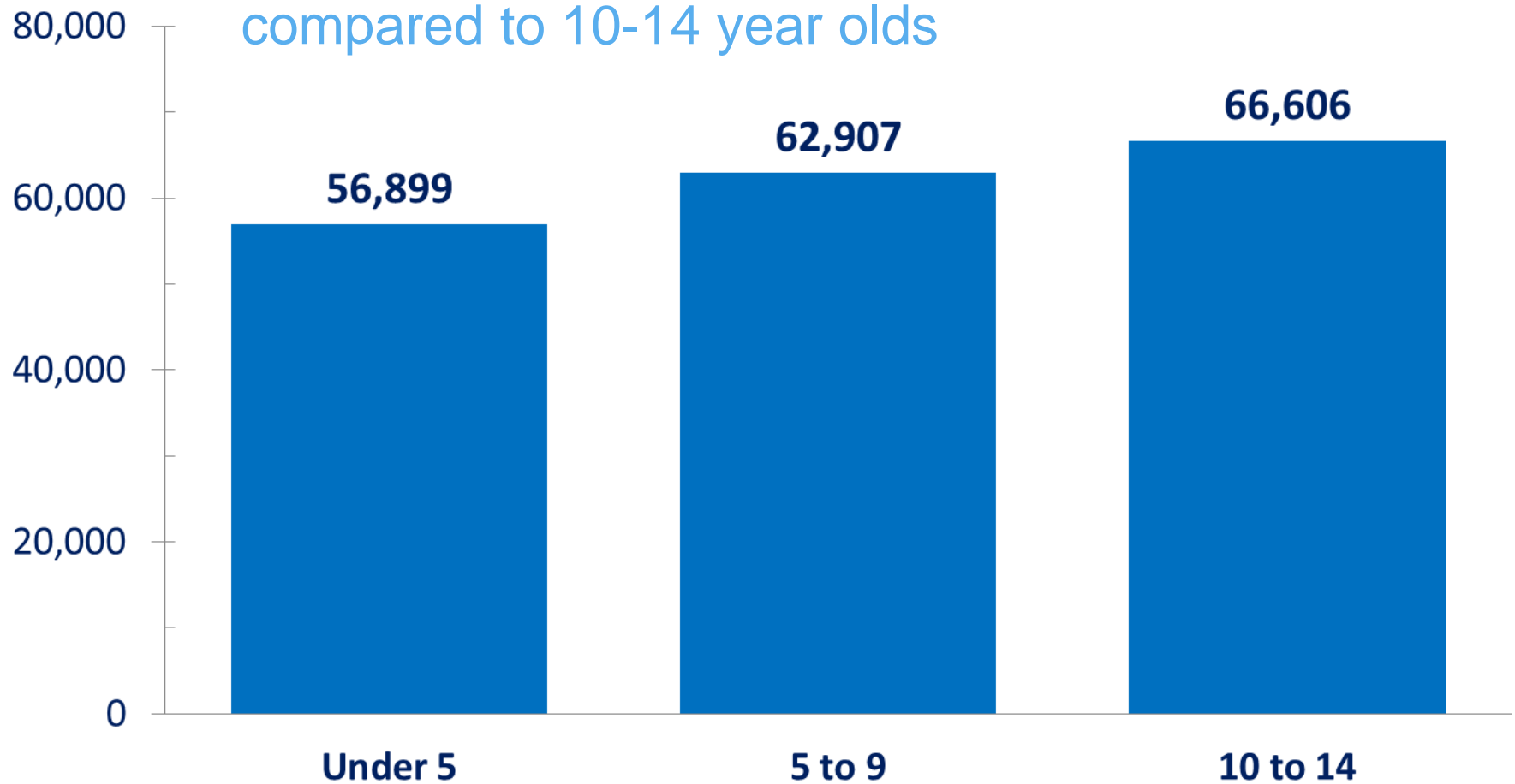


Source: All data from 2010 U.S. Census or 2008-2012 American Community Survey

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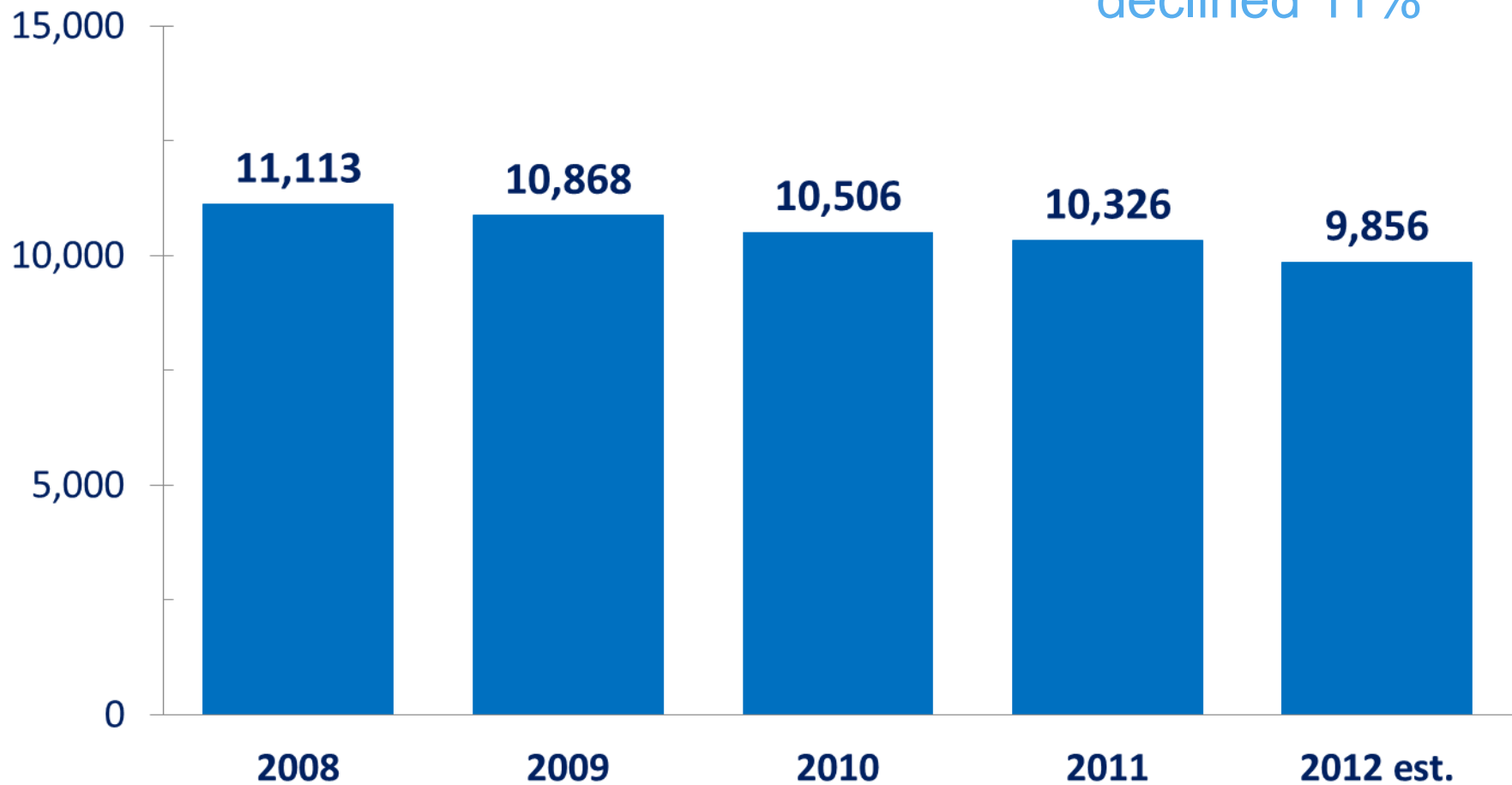
FAIRFIELD COUNTY POPULATION YOUTH AGE GROUPS (2010)

There are 15% fewer Under 5's compared to 10-14 year olds



FAIRFIELD COUNTY POPULATION BIRTHS 2008 TO 2012

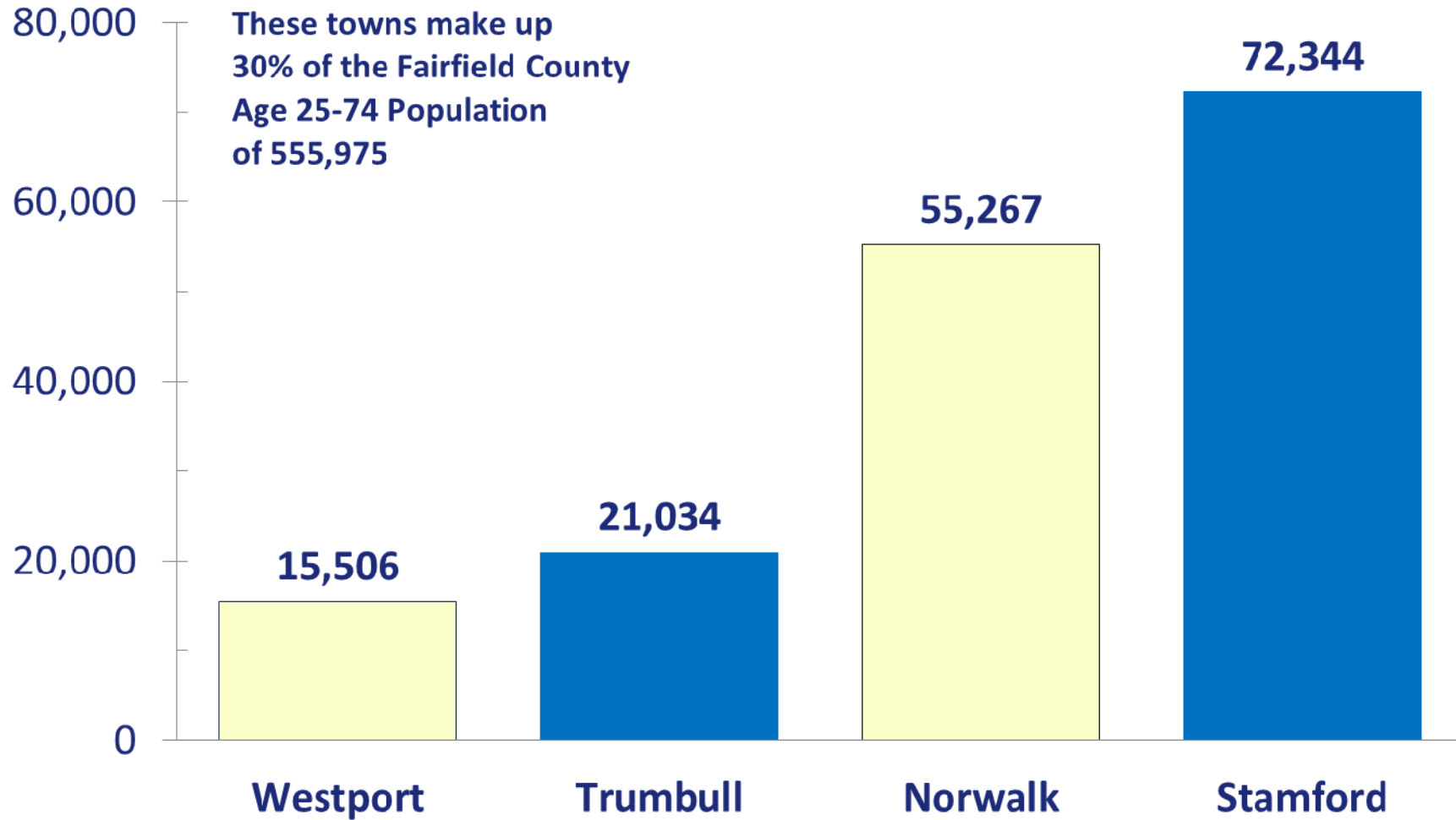
Births have declined 11%



Source: CT Dept. of Public Health

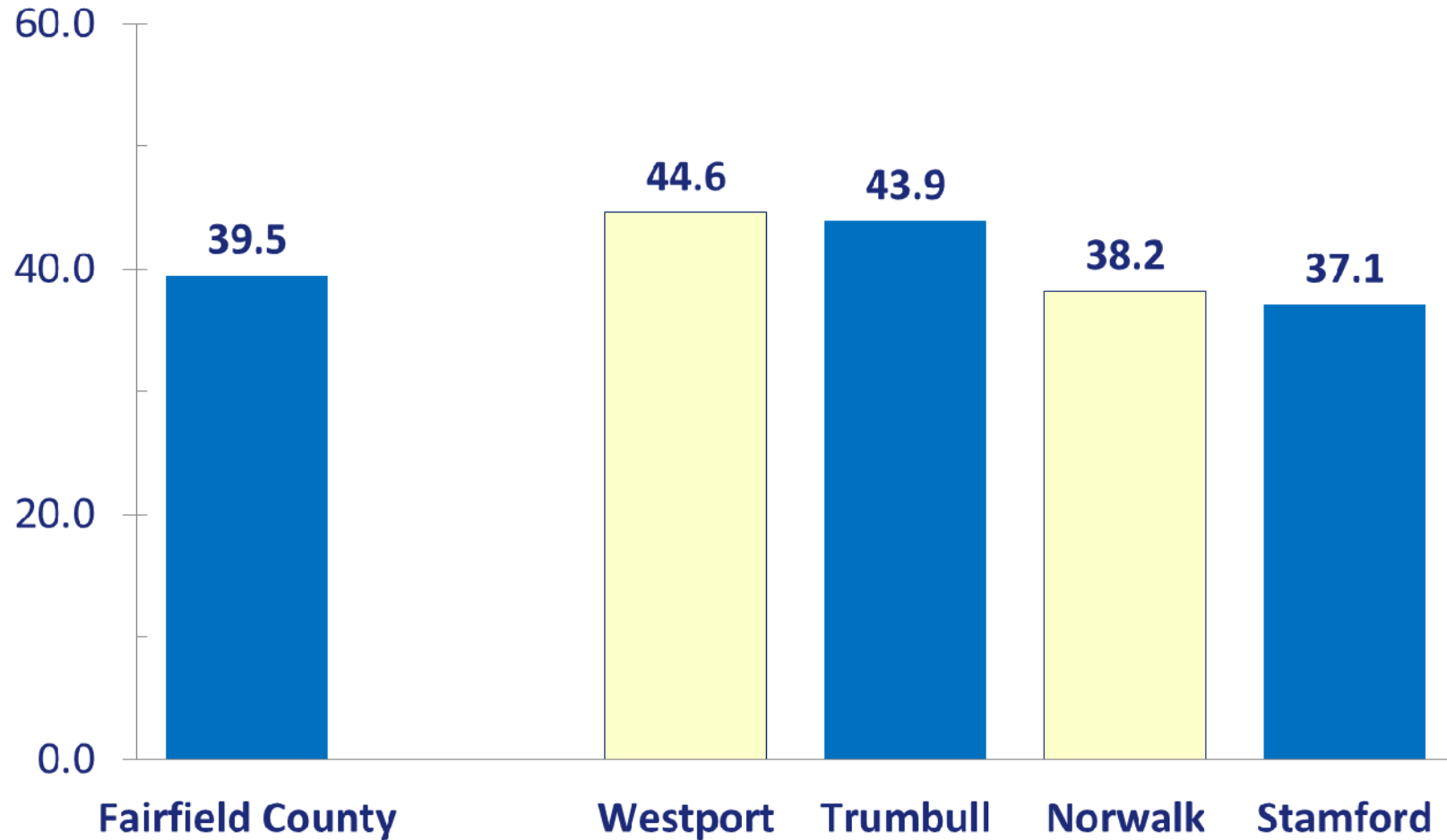
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SELECTED TOWN POPULATIONS ADULTS AGE 25 TO 74



Source: All data from 2010 U.S. Census or 2008-2012 American Community Survey

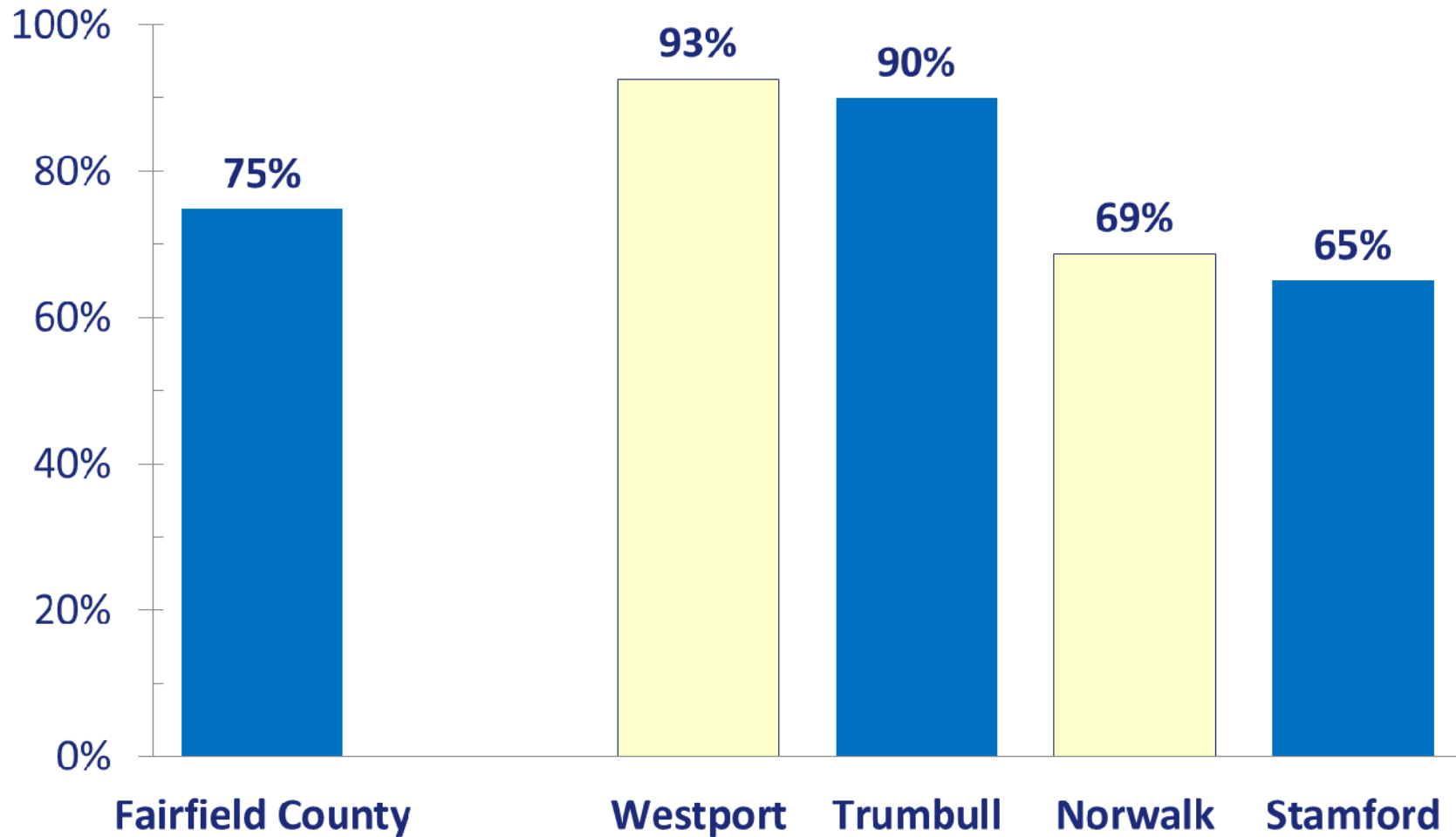
SELECTED TOWN POPULATIONS MEDIAN AGE (ALL AGES)



Source: All data from 2010 U.S. Census or 2008-2012 American Community Survey

RACE AND ETHNICITY

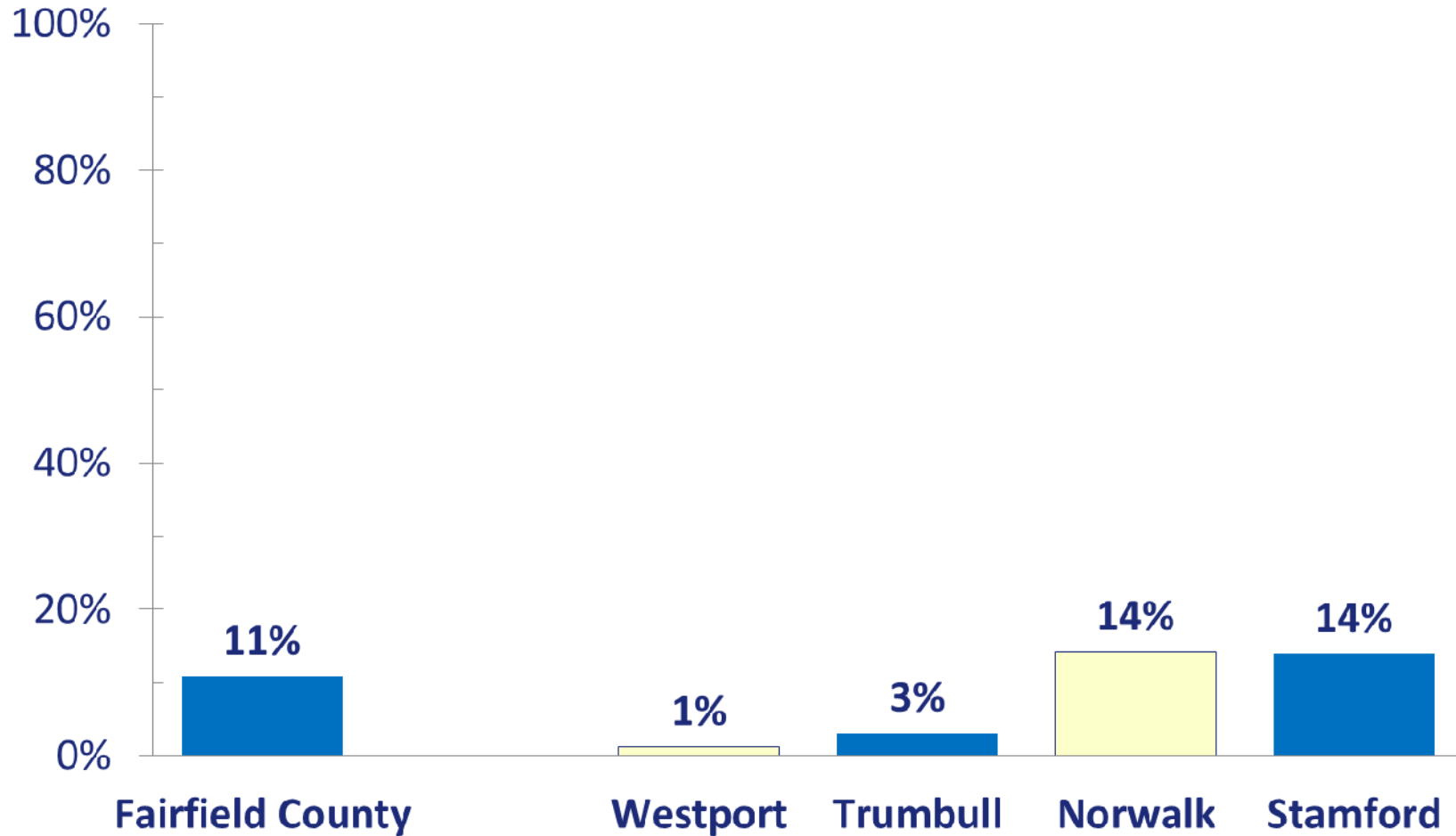
WHITE POPULATION (ALL AGES)



Source: All data from 2010 U.S. Census or 2008-2012 American Community Survey

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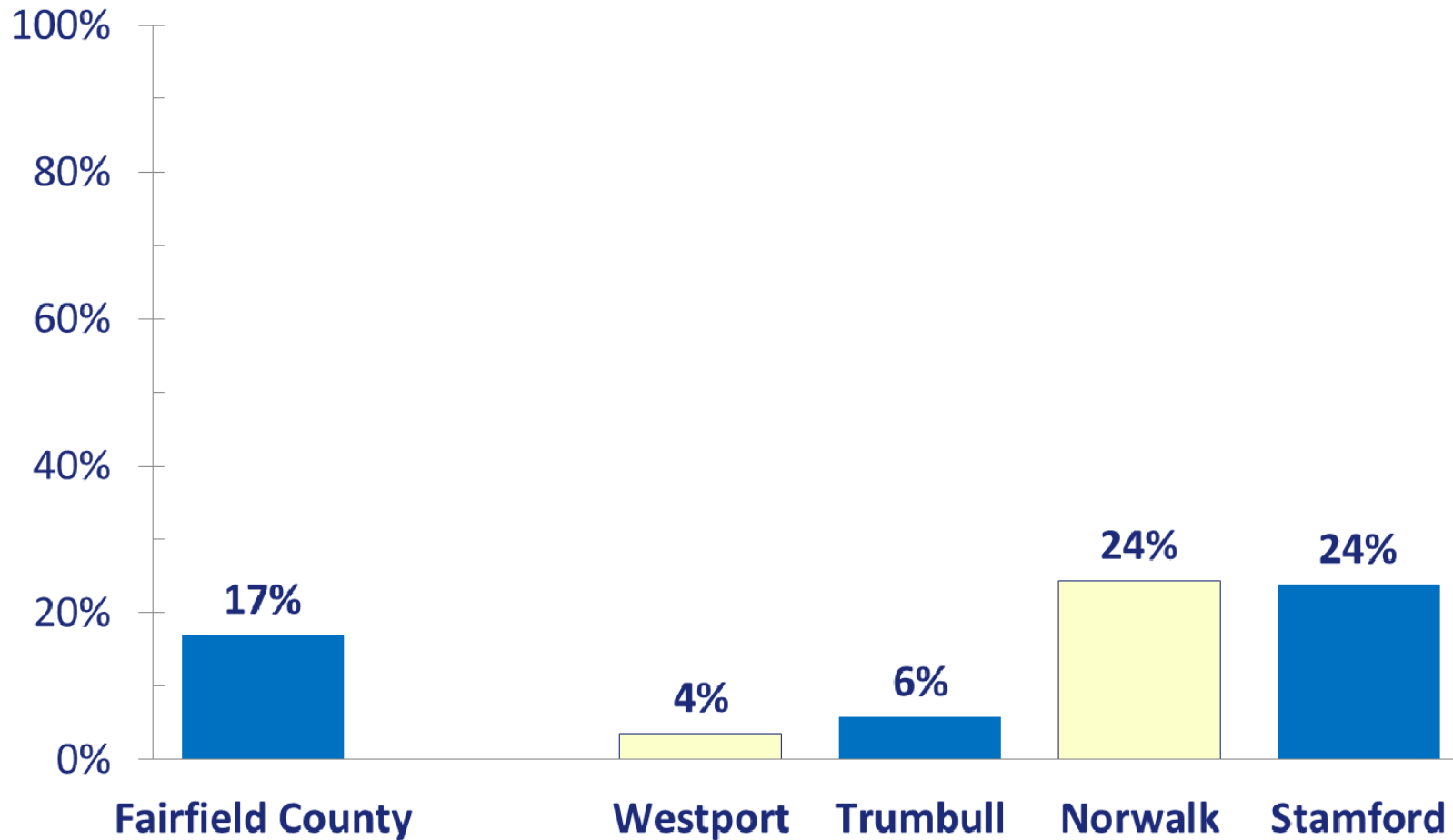
RACE AND ETHNICITY BLACK POPULATION (ALL AGES)



Source: All data from 2010 U.S. Census or 2008-2012 American Community Survey

RACE AND ETHNICITY

HISPANIC POPULATION (ALL AGES)

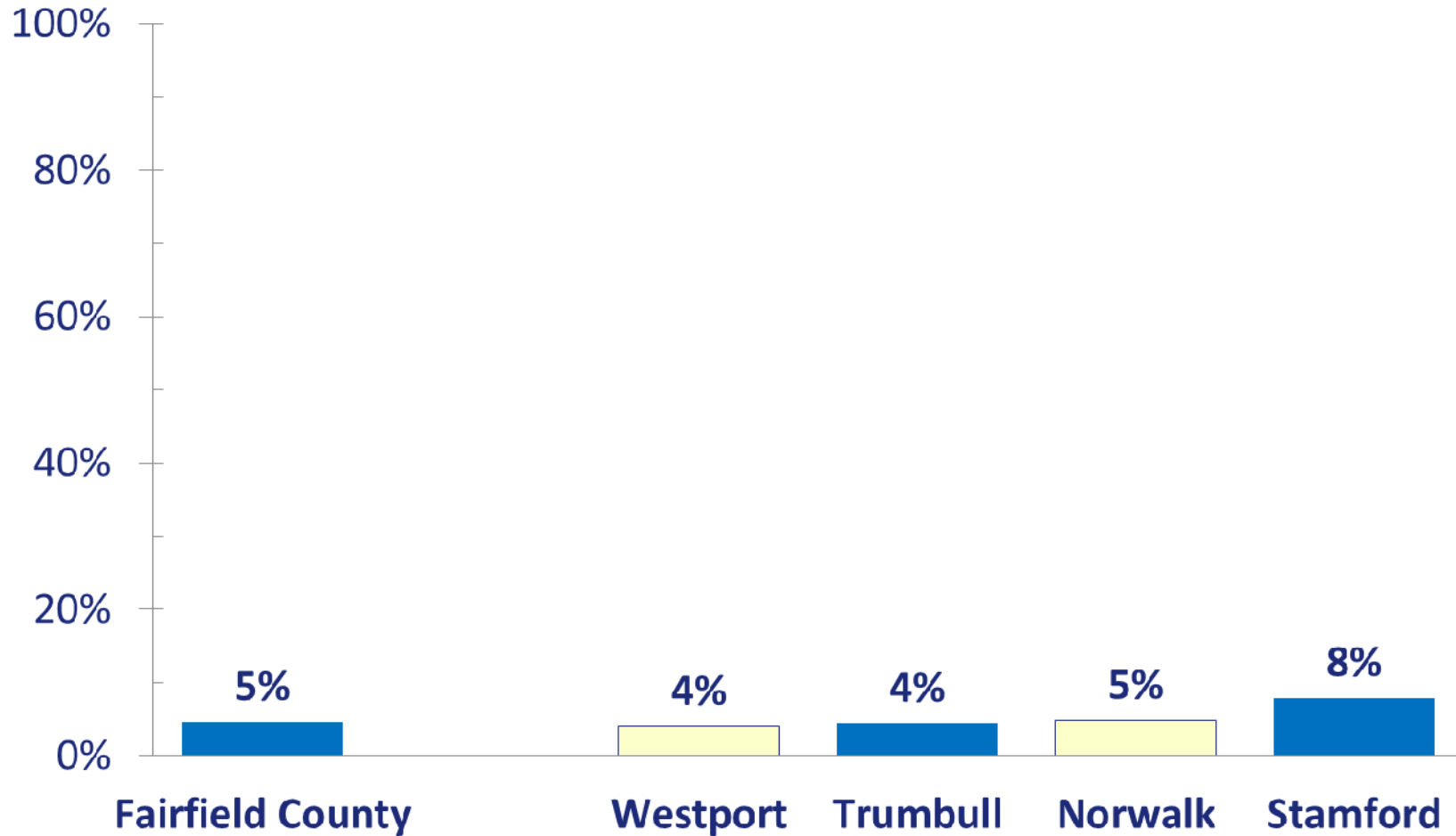


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RACE AND ETHNICITY

ASIAN POPULATION (ALL AGES)

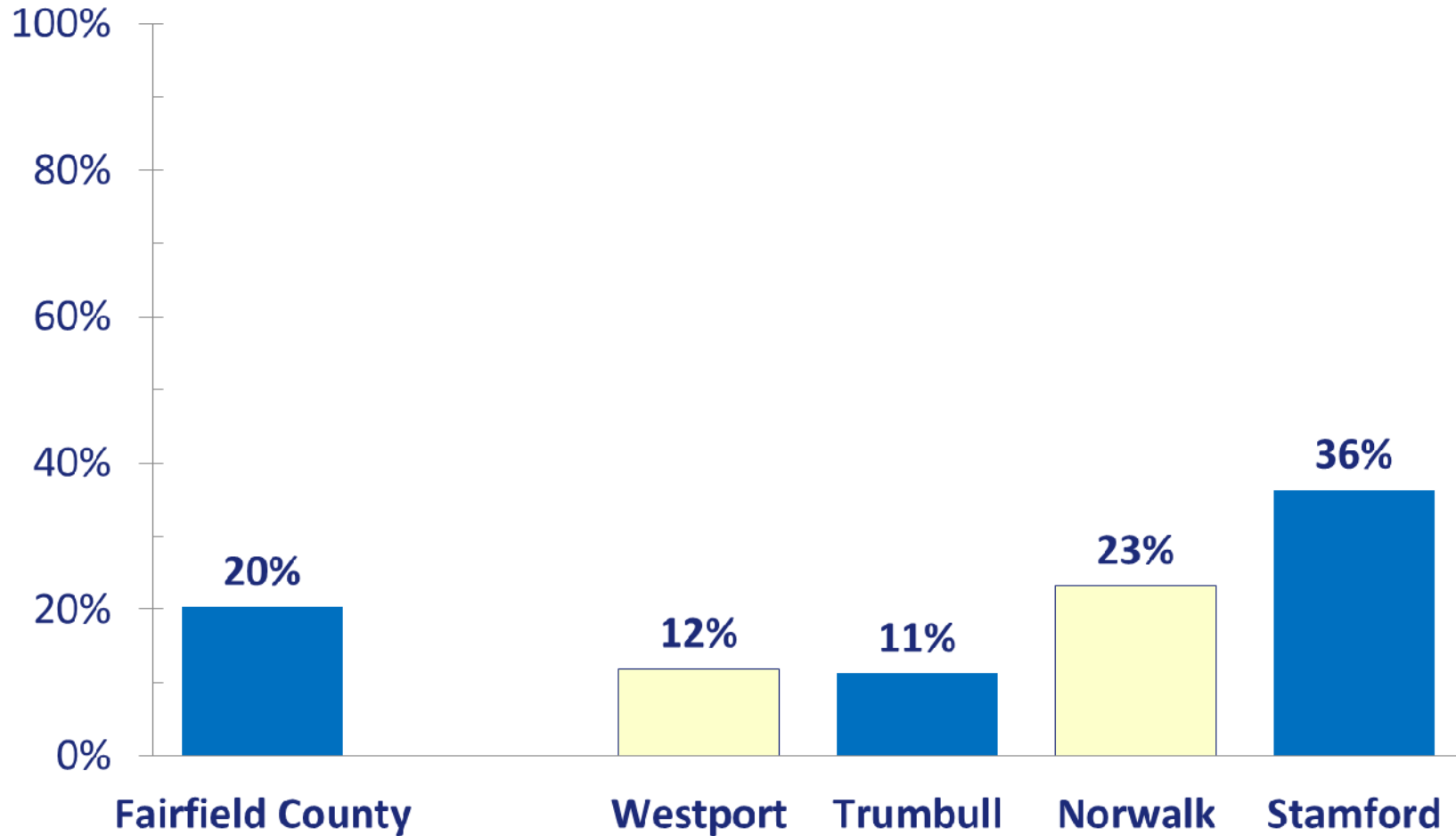


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RACE AND ETHNICITY

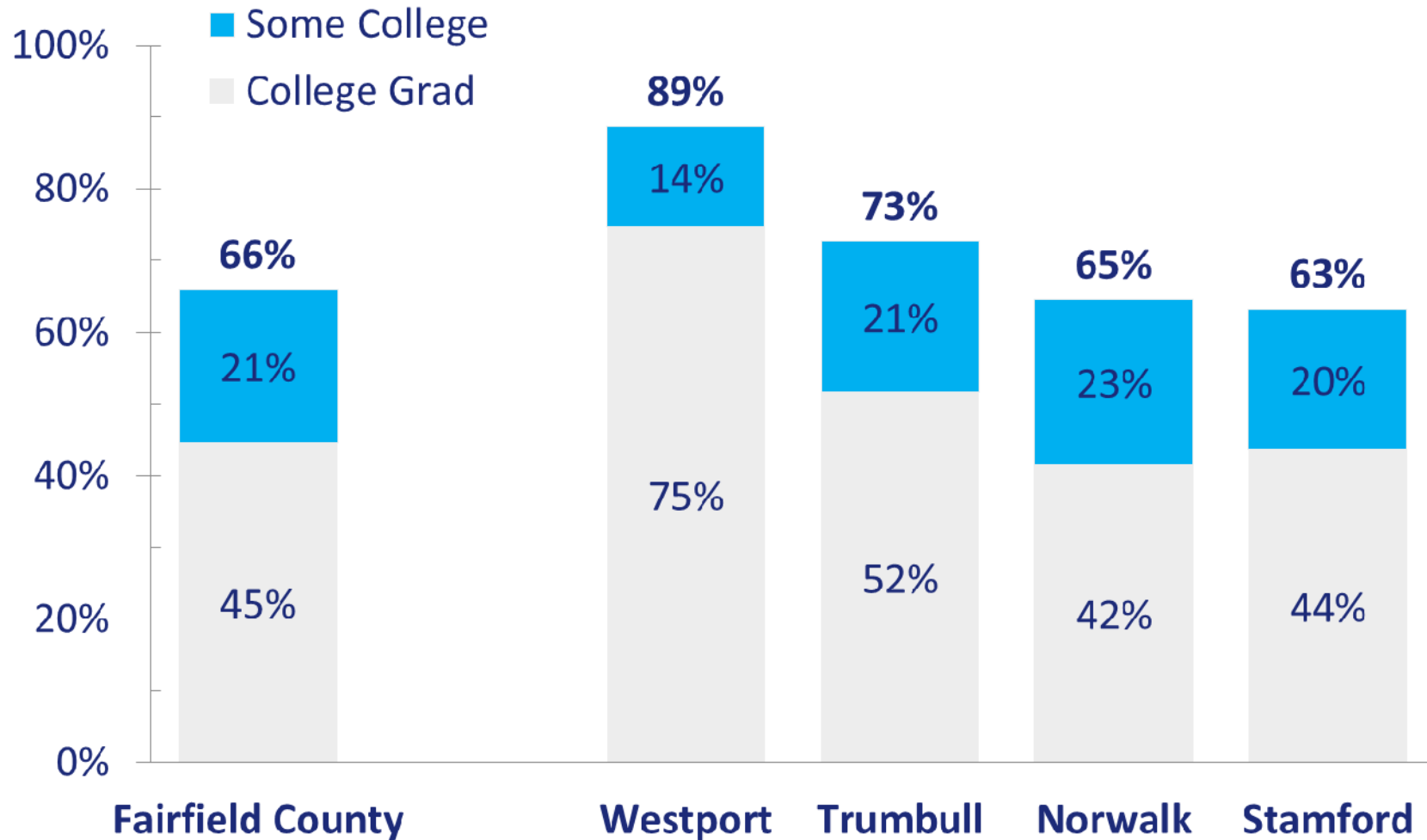
FOREIGN BORN POPULATION (ALL AGES)



Source: All data from 2010 U.S. Census or 2008-2012 American Community Survey

EDUCATION FOR AGE 25+

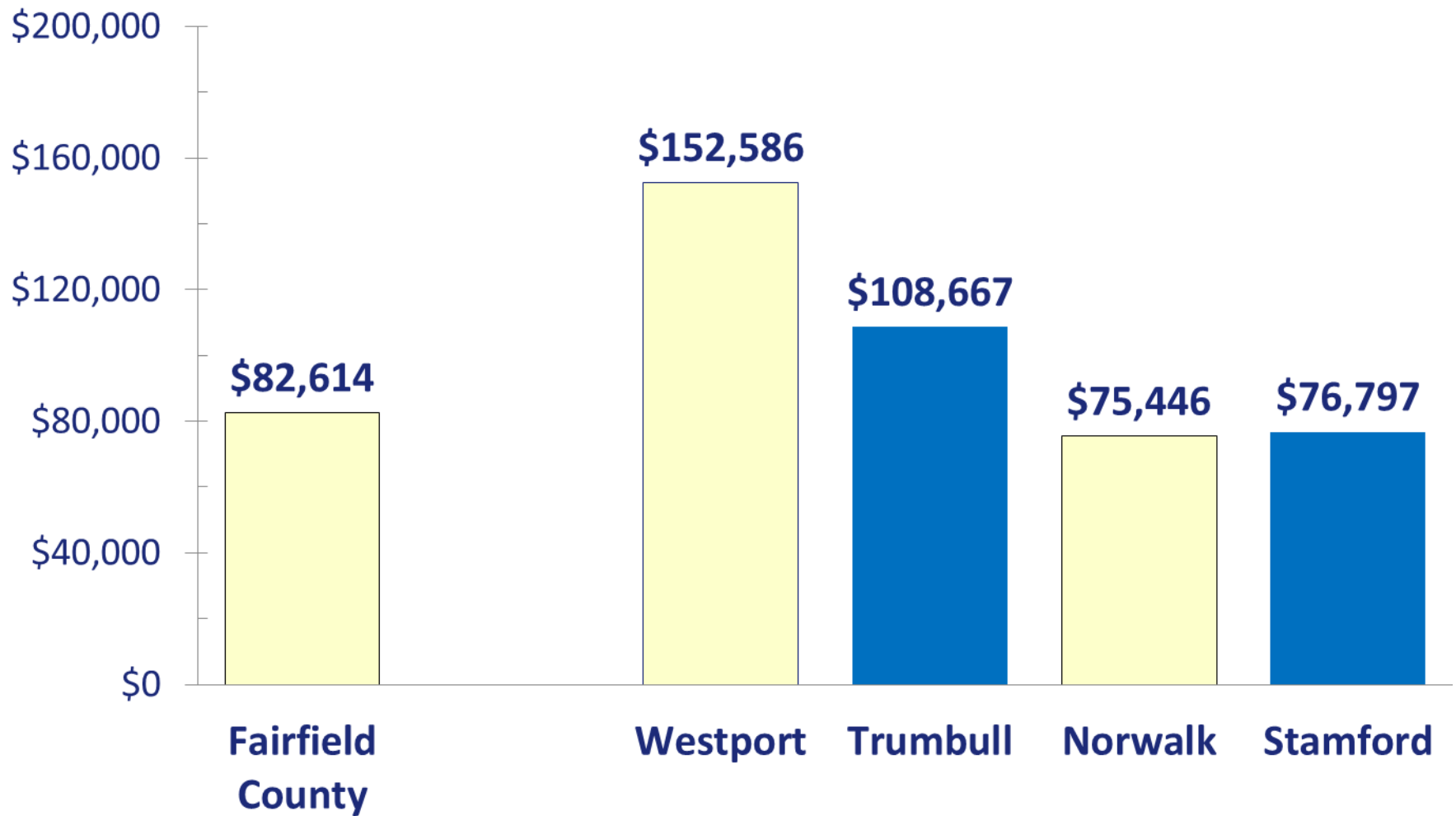
% SOME COLLEGE AND COLLEGE GRADUATES



Source: All data from 2010 U.S. Census or 2008-2012 American Community Survey

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MEDIAN HOUSEHOLD INCOME, 2012

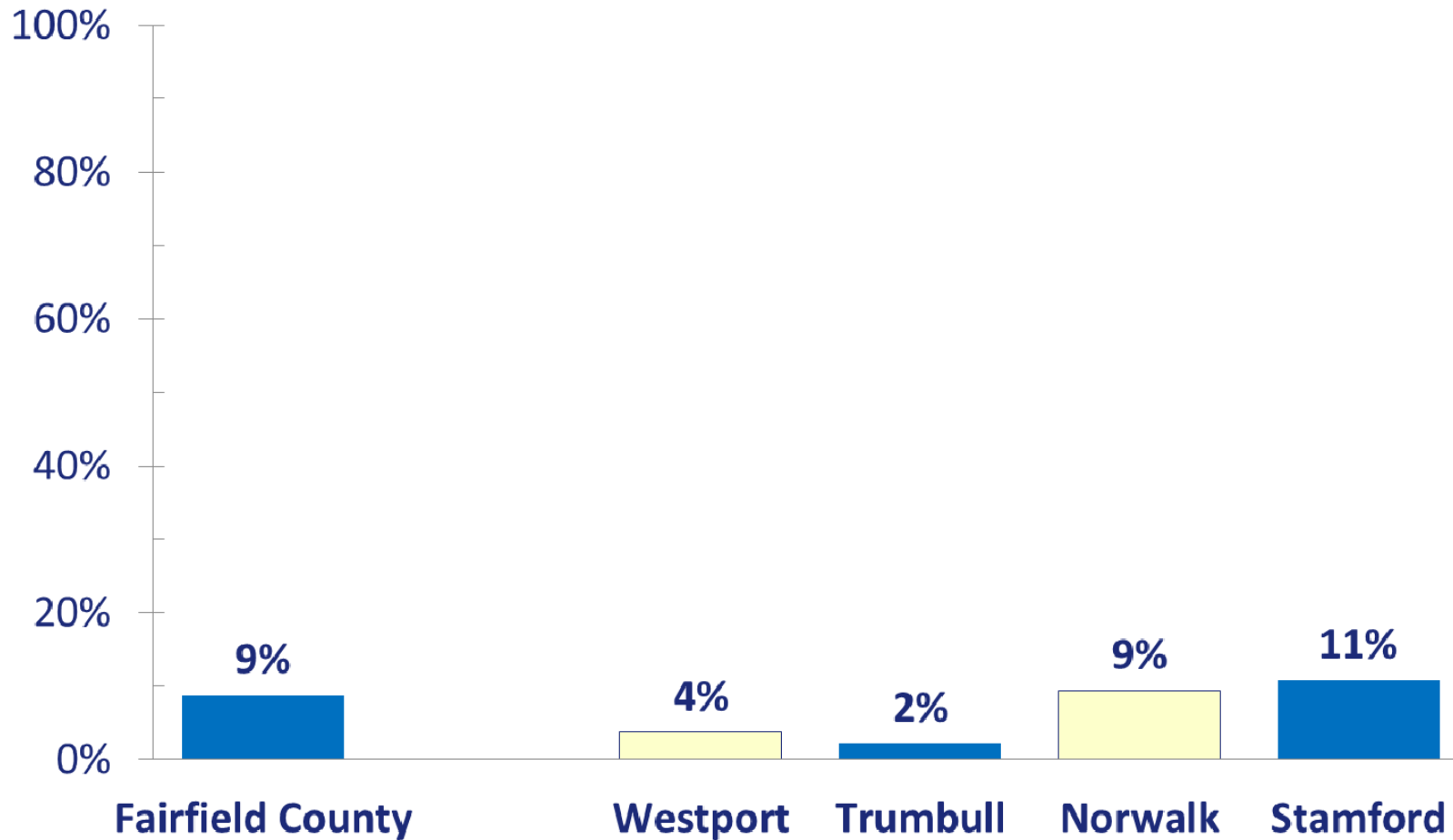


Source: All data from 2010 U.S. Census or 2008-2012 American Community Survey

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HOUSEHOLD INCOME

% INDIVIDUALS BELOW POVERTY LINE



Source: All data from 2010 U.S. Census or 2008-2012 American Community Survey

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PUBLIC PARTICIPATION IN THE ARTS SURVEY TOPICS (2012)

Survey has been conducted periodically since 1982 about 5 broad topics:

- Attending Arts Events and Activities
- Reading Books and Literature
- Consuming Art through Electronic Media
- Making and Sharing Art
- Participating in Arts Learning

HOW A NATION ENGAGES WITH ART

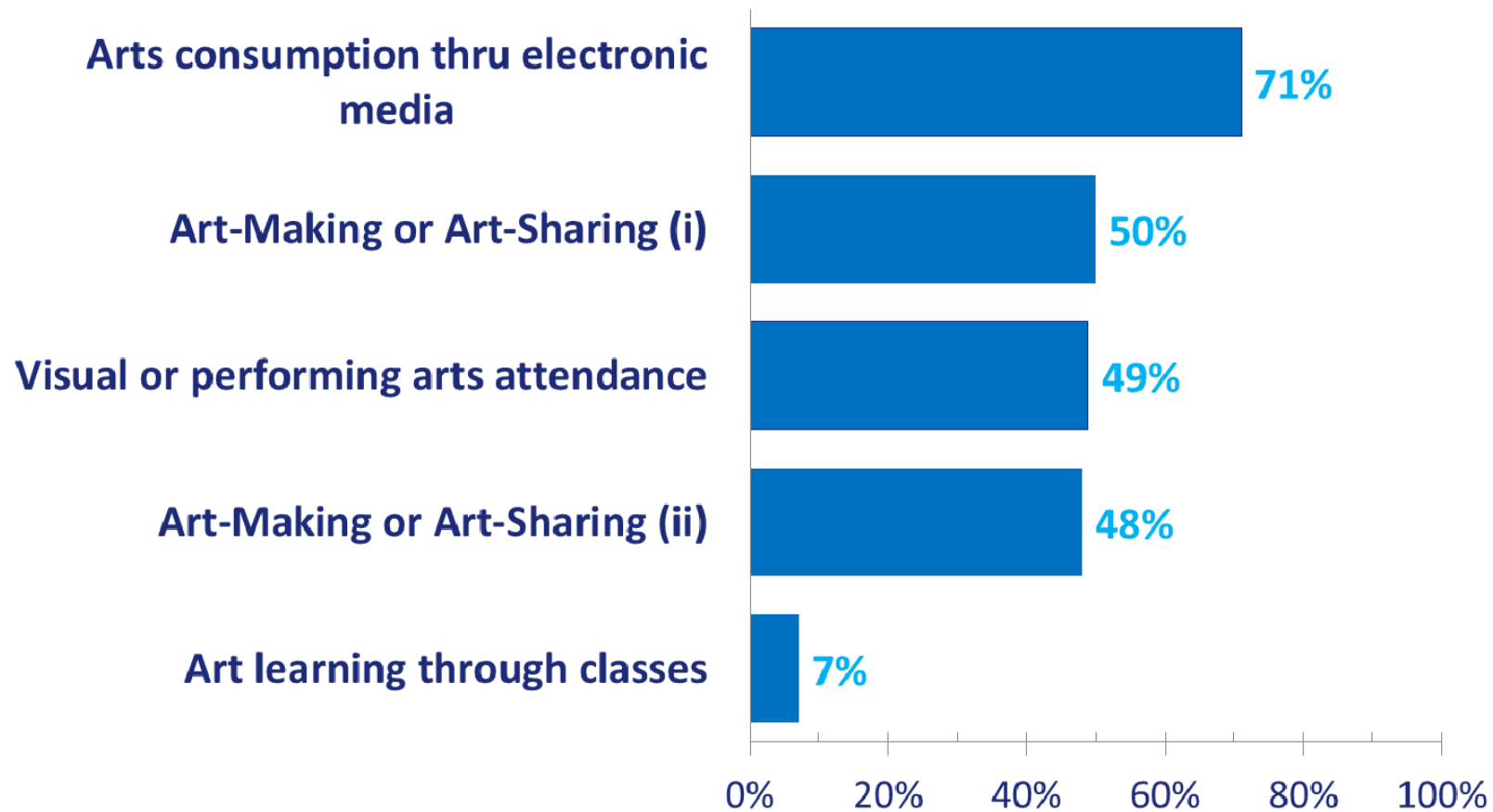


Source: National Endowment for the Arts, Research Report #57, September 2013



PUBLIC PARTICIPATION IN THE ARTS

% of ADULTS PARTICIPATED 1+ TIMES in 2012

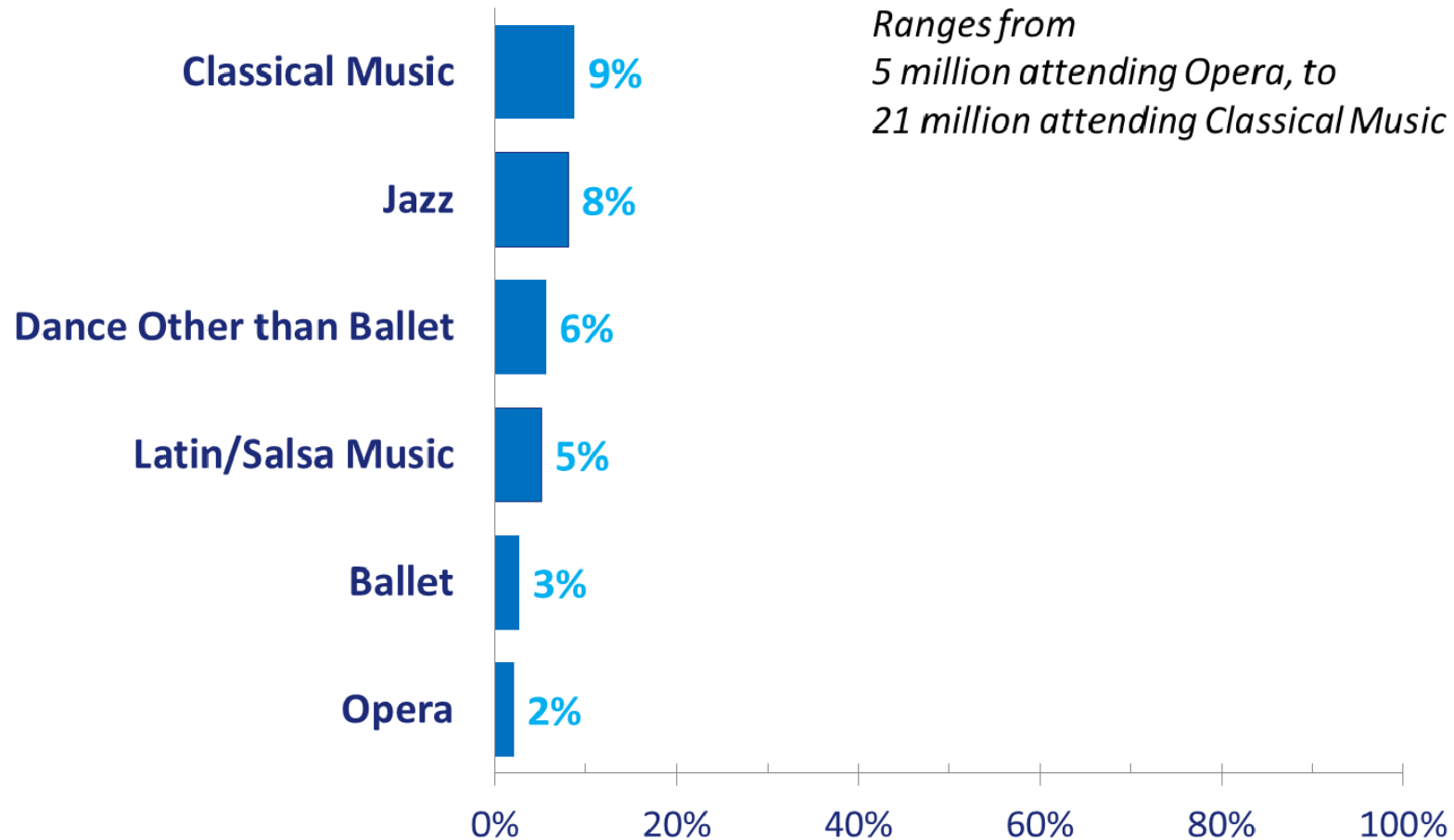


Source: National Endowment for the Arts, Research Report #57, September 2013



PERFORMING ARTS ATTENDANCE RATES HELD STEADY SINCE 2008

% of Adults Attending in 2012



Source: National Endowment for the Arts, Research Report #57, September 2013



PUBLIC PARTICIPATION IN THE ARTS

AREAS OF SIGNIFICANT DECLINE SINCE 2008

Area	Demographic Findings
Non-musical theater attendance (8%)	<ul style="list-style-type: none"> • White > Other groups • Small rise for 45-74 age groups • College grads
Musical theater attendance (15%) <i>(First decline since 1985)</i>	<ul style="list-style-type: none"> • Women > Men • White > Other groups • 45-74 age groups • College grads
Adults visiting art museums, galleries (21%)	<ul style="list-style-type: none"> • Women > Men • White > Other groups • No adult age differences • Large rise from 'some college' - 'coll grads' – 'grad school'
Adults visiting crafts fairs, or visual art festivals (22%)	<ul style="list-style-type: none"> • Women > Men • White > other groups • Small rise for 45-74 age groups • Rise from H.S. grad +

Source: National Endowment for the Arts, Research Report #57, September 2013



PUBLIC PARTICIPATION IN THE ARTS

POSSIBLE STRATEGIES

Area	Demographic Findings	Possible Strategy
Taking art classes as child or adult leads to higher arts participation throughout life.	18-24 age group top percent art class, 25-34 also high.	Find activity, price point, and comm. method to keep 18-29s involved. Possible alumni activities.
Live music, dance and theater performances in open-air facilities or parks.	Appeals to all ages except 75+.	Experiment with moving indoor events to outdoors, e.g., Classical Music Under the Stars.
Is income a barrier to arts participation?	Participation strongly correlated to higher years of schooling. Is education a proxy for income?	Develop new lower income audiences via inexpensive Latin music and non-Ballet dance activities.

Source: National Endowment for the Arts, Research Report #57, September 2013; Demographic Perspectives



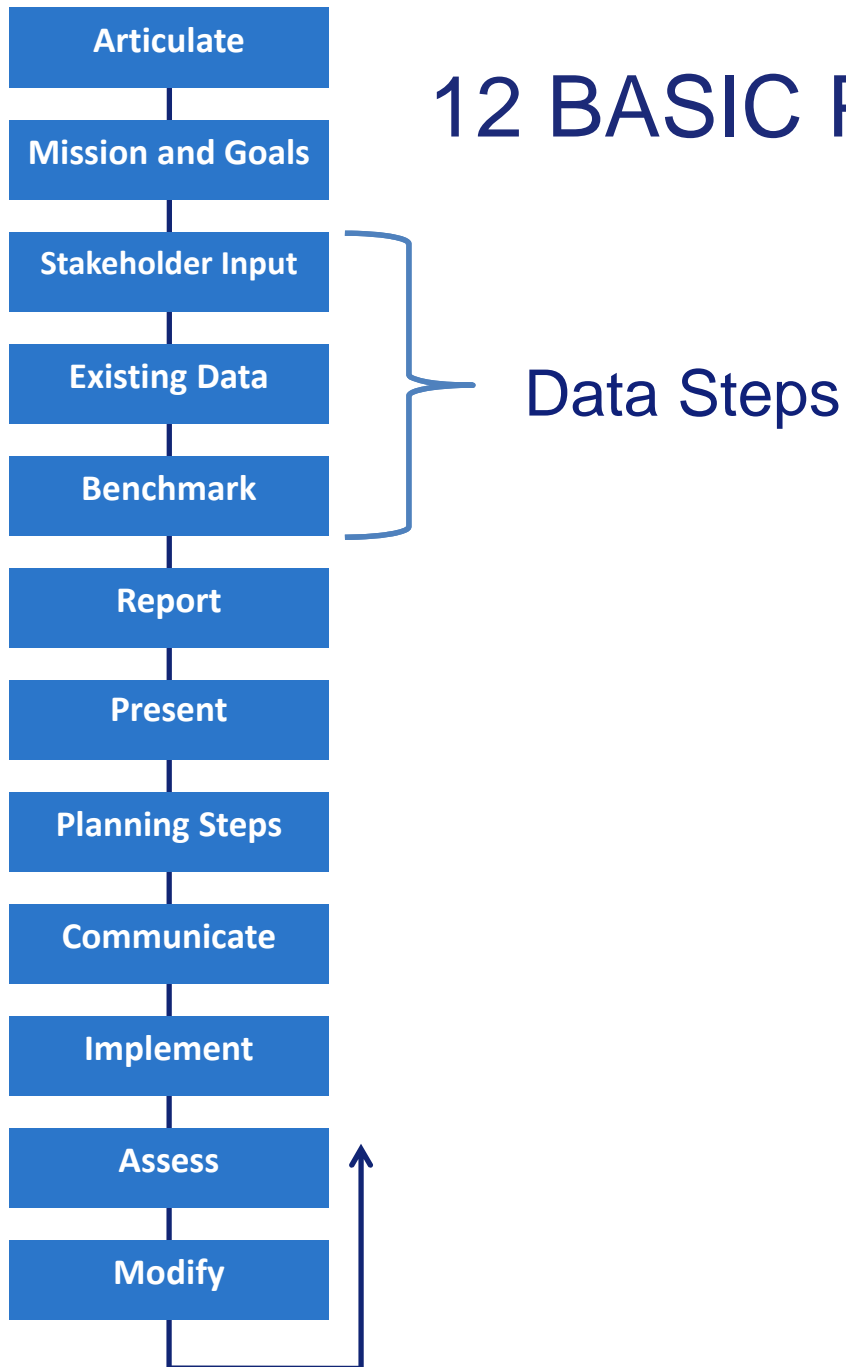
USING DATA FOR PLANNING AND DECISION-MAKING

DATA-DRIVEN DECISION-MAKING EXAMPLES

- Participant/gift shop program recruitment and retention
- Insight into participant/gift shop product needs and preferences
- Understanding subscription patterns
- Analyzing 'little data' – participant/customer comments submitted as program evaluation, in-store, or online
- Fundraising strategies targeted to specific populations
- Program development/ assessment/ evaluation and outcomes
- Grant writing/renewal
- Former participant (alumni) connection, and event-planning
- Revising communication materials



12 BASIC PLANNING STEPS





DEFINE & ALIGN

Step 1: Articulate Problem

- Underlying vs. immediate problems
- What can you influence vs. what you must accept
- Challenges and opportunities

Step 2: Clarify Mission and Goals

- Definitions
- Examples





CLARIFY PROCESS

Project Brief

- Consolidate thinking on one-page
- Practical, not theoretical





DATA STEPS

Step 3: Stakeholder Input

- Interviews
- Surveys
- Focus Groups

Step 4: Existing Data

- Participant/customer lists
- Program/sales statistics
- Nonprofit management and fundraising software
- “Little data”

Step 5: Benchmark and Best Practices

- Quantitative
- Qualitative





DATA TOOLS

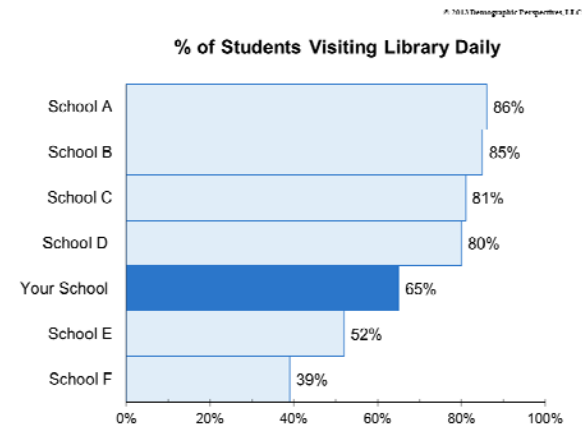
Quantitative Data and Analysis

- Surveys
- Demographic data analysis
- Institutional data analysis
- Benchmarking
- Modeling
- Mapping
- Social media themes

Qualitative Data and Analysis

- Focus groups
- Interviews
- Participant observation
- Document analysis
(planning studies, reports, surveys)

Communicate with clear, effective charts and tables





REPORT AND PRESENT

Step 6: Report

- Analysis: Simple vs. Complex
- Direct explanation of data
- Integrate data into strategies
- Outline strategies

Step 7: Present

- Communications style
- Know your audiences





OUTCOMES

Step 8: Planning Steps

- Incorporate feedback into strategies
- Develop prioritized list of strategies
- Refine project brief – add administrative details

Step 9: Communicate

- Who needs to know/ transparency
- Community building
- Marketing moment
- Delivery method

Step 10: Implement

- Begin core strategy!





ASSESSMENT

Step 11: Assessment

- Match to goals
- Measurement of achievement
- Unexpected areas of achievement
- Use same data tools

Step 12: Modify

- Develop strategies and re-prioritize
- Set up to succeed





CLARIFY PROCESS

Project Brief

- Consolidate thinking on one-page
- Practical, not theoretical



8-Step Project Brief

Background

What was the catalyst for the project? Why Now? Opportunities? Challenges?

Goals

What is to be accomplished? What is the methodology to be utilized?

Population

Who is the project about, and for? Is there a priority population for the plan?

Message

In the end, if you had 5 minutes to present to the Executive Director or Board Chair, what would that slide say?

Deliverables

What is needed to get your message across to your audience, e.g., a full report, just charts with text, illustrations, statistics/quotes, just bullet-pointed slides?

Timeline

Is there an end date for the project that is tied to a calendar date? Seasonal? If this is a repeating process, is there a specific season to target, or to avoid?

Budget

What is the proposed budget? Where will the money come from? How much room is there for budget overrun?

Staff

Which internal constituents/offices need to be represented in the process? Will this process be done in-house, with consultants, or a hybrid?



8-Step Project Brief

Background

Goals

Population

Message

Deliverables

Timeline

Budget

Staff

FOR MORE CONVERSATION:

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Providing data and analysis for strategy, communications,
assessment, and for managing change.

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