



City of Madison Performing Arts Study Consumer Arts Survey

Dashboard Demonstration/Data Review: Wednesday, October 23 at 6:00 PM CST

Presented by: Alan Brown of WolfBrown

In early 2013, the City of Madison commissioned a study to assess the challenges and opportunities facing the local performing arts sector. As part of the study, an online survey was conducted to better understand current patterns of performing arts participation. The survey including questions on preferences for different types of art, barriers to increased attendance, opportunities for increasing participation, and other topics. The survey also included a section on demographics, such as gender, age, and income, as well as affiliation with UW.

The survey was promoted through two primary channels: 1) an email message was sent to a list of 139 Madison-area performing arts groups with a request to forward the survey to their ticket buyer email lists; and 2) a request to community partners (e.g., neighborhood associations, BIDs, etc.) via a message from Mayor Soglin.

Ultimately, the survey yielded the following sample sizes:

- 2,696 responses were received through arts groups' promotional efforts
- 152 responses were received through community partners' efforts.

Results are not scientifically representative of any population, but do represent a large cross-section of arts-going adults in Madison. Results should be considered to be exploratory in nature, and caution should be used in drawing conclusions.

The two samples were combined and uploaded to a publically accessible, online dashboard tool developed by WolfBrown. Designed specifically for arts groups, the dashboard tool helps to organize and present data in a legible, easy to understand, and highly interactive interface, with multiple options for analysis through filters, search functions, and charting features. The dashboard tool helps arts groups to engage in a robust learning process around survey results.

On Wednesday, October 23, 2013 at 6:00 p.m. CST, a free public webinar will be offered with Alan Brown and Kyle Marinshaw of WolfBrown to orient arts organizations on dashboard functionality, as well as dive deeper into the results. For example, participants will learn how to view results by age and gender and understand what barriers are most applicable to those under 45, or learn whether men or women are more apt to choose to attend more abstract, riskier arts event.

Participation in the webinar is free and open to the public, but requires advance registration. You may register through the following link:

<https://attendee.gotowebinar.com/register/4108415710556929026>