

# snapshot 2012

Arts Engagement  
in Greater Cincinnati



artswave

creating community  
through the arts

In Partnership with:

Agenda   
A Regional Action Plan



**ArtsWave** believes that the arts contribute significantly to the quality of life in our community.

In 2011, we began working with Greater Cincinnati's arts organizations and local and national resources to gather data that demonstrates the impact of the arts.

open  
to the  
world



proud  
of  
Cincinnati

civically  
engaged

## Why Study Arts Engagement?

Our research efforts begin with arts engagement because we believe that the more people that participate in the arts, the greater the benefits to all. But first, we needed a benchmark of public arts participation to measure against. To establish this baseline, we partnered with our regional action plan, Agenda 360, to commission Cincinnati's first Arts Engagement Index (AEI), Snapshot 2012. Conducted by WolfBrown, Inc., national arts research leader, the AEI is a replicable survey methodology for measuring levels of arts engagement among adults in Greater Cincinnati.

**Snapshot 2012** provides baseline data on arts participation and explores interrelationships between arts participation and quality of life. The significant correlation between arts participation and quality of place, civic engagement, and social connectedness reinforces the key ideas driving ArtsWave's arts impact agenda: the arts bring people together and make our community a better place to live.

## Methodology

The primary source of data is a random sample general population telephone survey of 1,521 adults in the 15-county Cincinnati-Northern Kentucky metropolitan area ("Greater Cincinnati") conducted in fall 2012. The survey explored respondents' level of involvement, both in terms of frequency and importance, in 49 different activities, across the disciplines of music, dance, theatre, reading and writing, visual arts, crafts, film/media, and history, science and nature. The survey builds on previous projects conducted by WolfBrown in Philadelphia and Ontario, Canada.

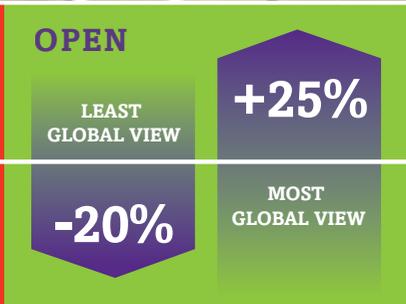
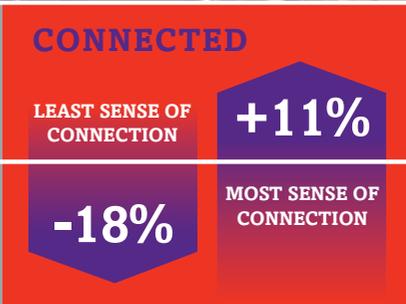
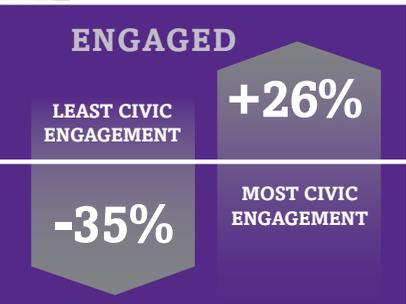
To learn more and get involved, visit [www.theartswave.org](http://www.theartswave.org)

n  
e  
ld



**socially  
connected**

**BY THE NUMBERS**



Those most civic-minded participated in the arts 26% above average while the least civic-minded were 35% below average in their arts participation.

Those most satisfied with the Cincinnati region participated in the arts 19% above average while the least satisfied with the region participated 7% below average.

Those most socially connected participated in the arts 11% above average while the least connected participated 18% below average.

Those with a strong interest in world cultures participated in the arts 25% above average while those with little interest participated 20% below average.

**Arts Engagement and Civic Engagement Rise Together**

People in Greater Cincinnati who are actively engaged in the arts are more active in civic life. In the survey, **adults with the highest civic engagement score had twice the rate of participation in the arts** as those with the lowest civic engagement score. In addition, the more activities they did, the higher the level of civic engagement.

**Arts Contribute to Quality of Place**

People who agreed that Greater Cincinnati offers opportunities for growth for them and their families participated in arts activities almost **30%** more often than those who disagreed.

**Arts Bring People Together**

Residents of Greater Cincinnati who participate frequently in the arts report a growing circle of friends and an increasing sense of connection to our community. On average, people who agreed that they feel socially embedded in the community participated in arts activities **36%** more often than those who did not feel socially embedded.

**People Active in the Arts Have A More Global Worldview**

Residents of Greater Cincinnati who have a strong interest in learning more about world cultures participate in **more than twice the number of activities** as those who are not interested in world cultures. Their frequency of participation is also higher by **33%**.

# Next Steps

With data from Snapshot 2012 and results derived from repeating the index in future years, we are creating a learning community through which our arts partners and others can reduce barriers to participation, inform cultural policy, reinforce the arts as a recognized and valued component of our region's quality of life, and increase engagement and support. By providing this market data to local arts organizations, as well as other support and tools, we hope to inspire and fuel adaptive change and innovation.

## About ArtsWave

ArtsWave supports and collaborates with more than 100 arts organizations that make the Greater Cincinnati region an amazing place to live. The first and largest united arts fund in the country, ArtsWave's community campaign brought in \$11.5 million from 38,000 donors in 2013.

## About Agenda 360

Agenda 360 is the regional action plan designed to transform Cincinnati USA into a leading metropolitan region for talent, jobs and economic opportunity for all who call our region home by the year 2020.

[www.agenda360.org](http://www.agenda360.org)



### Acknowledgements

#### Snapshot 2012:

Arts Engagement in Greater Cincinnati was funded by the Greater Cincinnati Foundation, The P&G Fund, and The Josephine Schell Russell Charitable Trust, PNC Bank. Special thanks to the AEI Think Tank and to The Carnegie Visual and Performing Arts Center, Contemporary Arts Center, Cincinnati Museum Center, Cincinnati Playhouse in the Park, Cincinnati Symphony Orchestra, and the Public Library of Cincinnati and Hamilton County for providing comparative data.