

# **CHANGING SOCIETAL DEMOGRAPHICS:**

PERSPECTIVES AND STRATEGIES FOR ARTS  
AND CULTURE

## **Marketing Roundtable Presentation for the Cultural Alliance of Fairfield County**

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**Demographic Perspectives**

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An aerial photograph of a busy pedestrian crossing, likely a crosswalk, with many people walking in various directions. The image is overlaid with a semi-transparent blue filter. The text "DEMOGRAPHIC OVERVIEW OF FAIRFIELD COUNTY" is centered in the lower half of the image in a bold, white, sans-serif font.

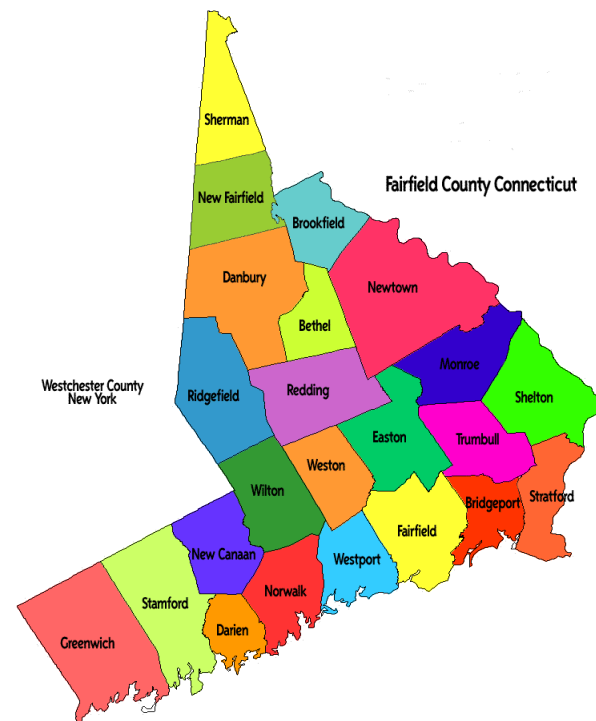
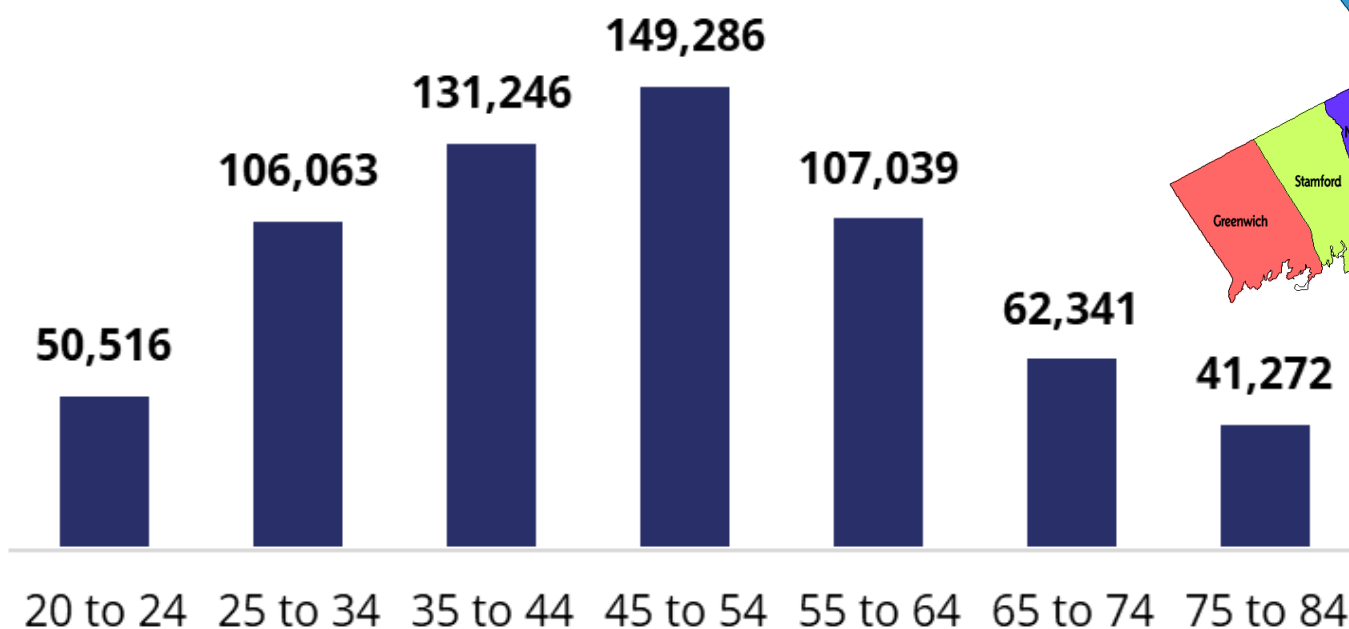
# **DEMOGRAPHIC OVERVIEW OF FAIRFIELD COUNTY**

# FAIRFIELD COUNTY POPULATION

4

## ADULT AGE GROUPS

Total county population: **647,743**

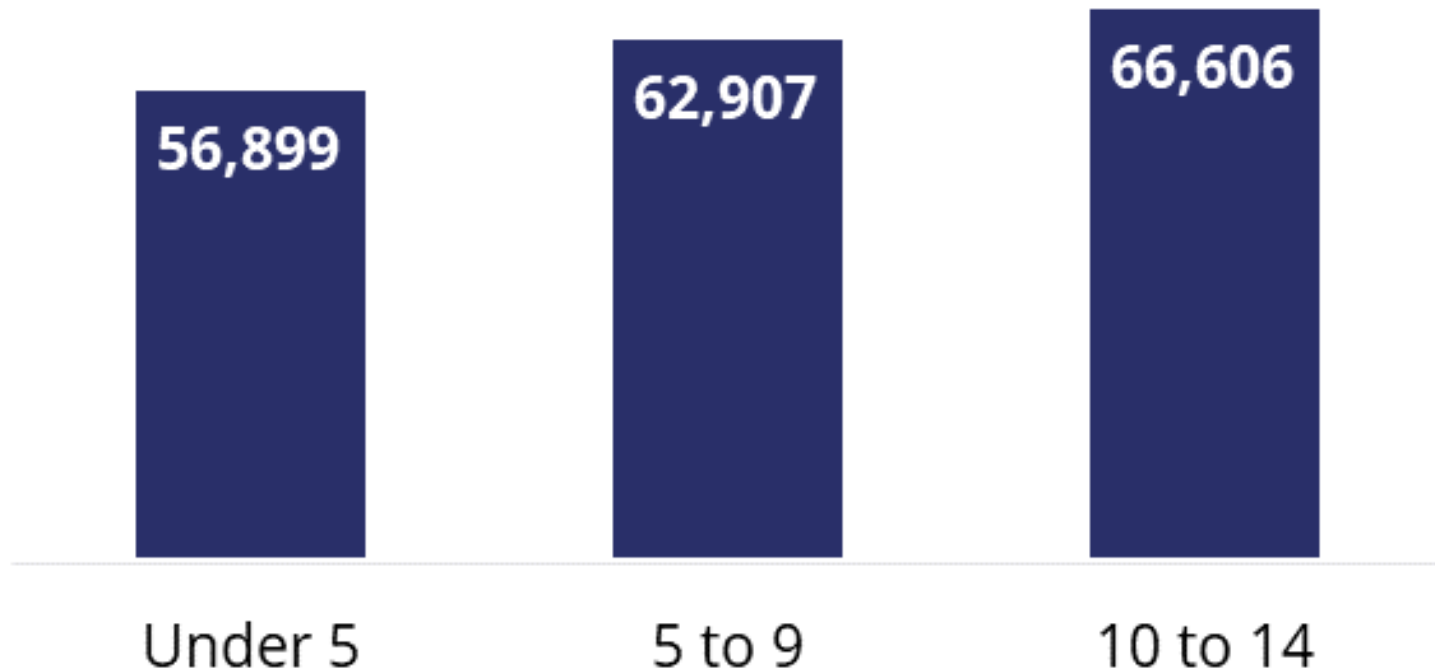


Source: All data from 2010 U.S. Census or 2008-2012 American Community Survey

# FAIRFIELD COUNTY POPULATION

## YOUTH AGE GROUPS (2010)

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

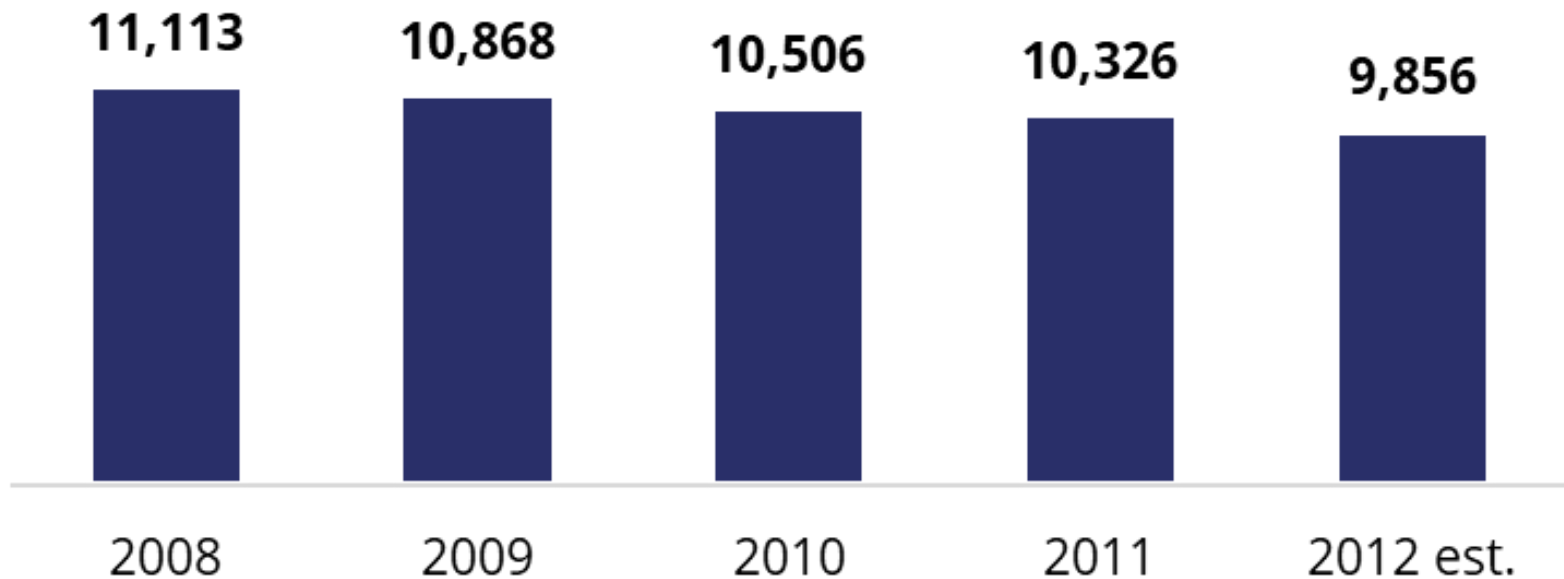


Source: 2010 U.S. Census

# FAIRFIELD COUNTY POPULATION

## BIRTHS 2008 TO 2012

Births have declined **11%**

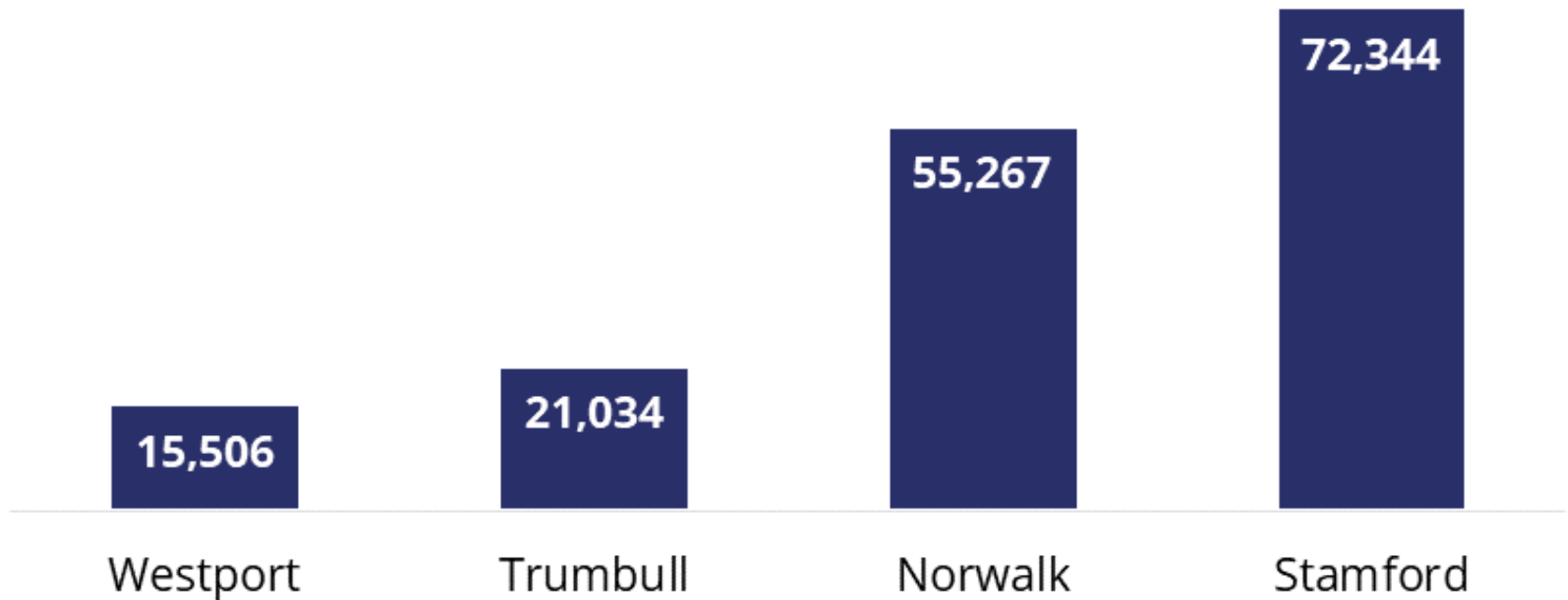


Source: CT Dept. of Public Health

# SELECTED TOWN POPULATIONS

## ADULTS AGE 25 TO 74

These towns make up 30% of the Fairfield County  
Age 25 to 74 population of 555,975

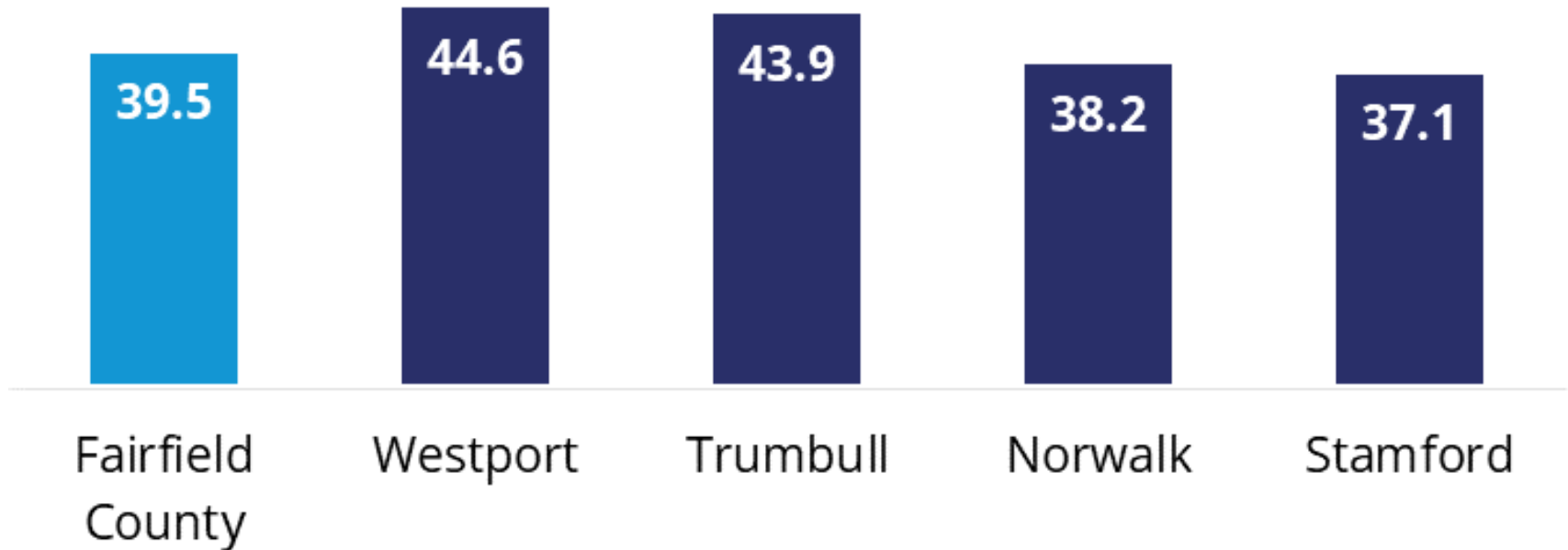


*Source: All data from 2010 U.S. Census or 2008-2012 American Community Survey*



# SELECTED TOWN POPULATIONS

## MEDIAN AGE (ALL AGES)

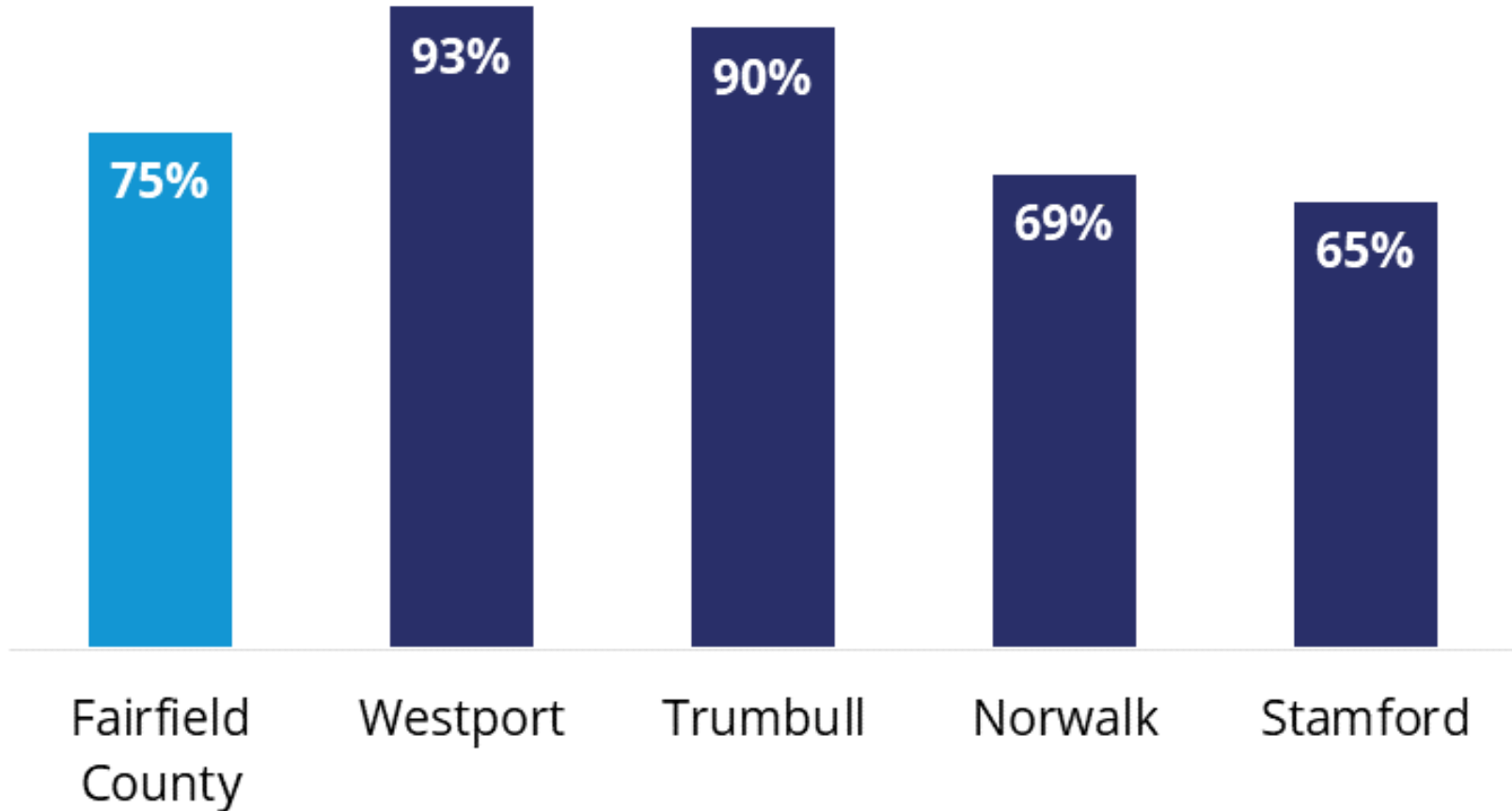


Source: All data from 2010 U.S. Census or 2008-2012 American Community Survey



# RACE AND ETHNICITY

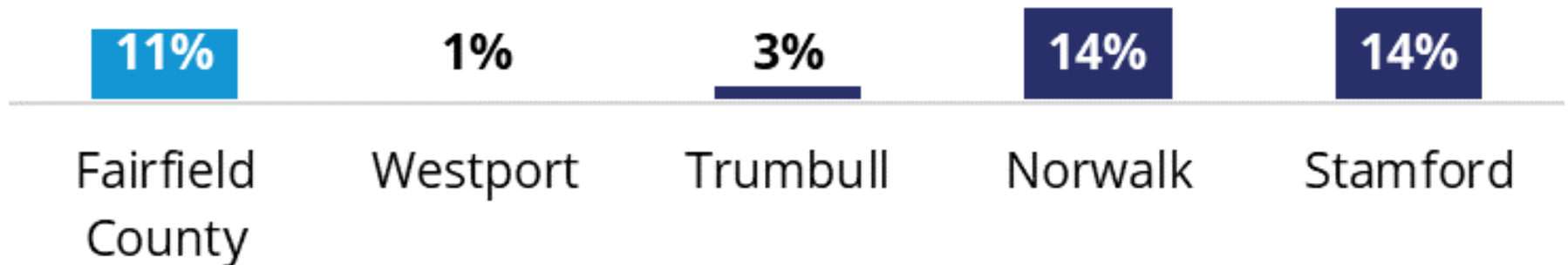
## WHITE POPULATION (ALL AGES)



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

# RACE AND ETHNICITY

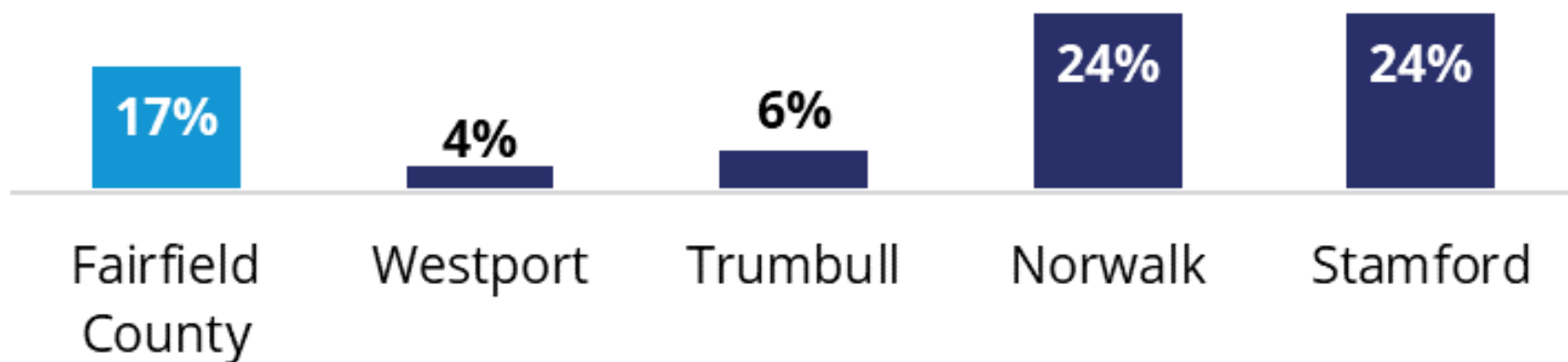
## BLACK POPULATION (ALL AGES)



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

# RACE AND ETHNICITY

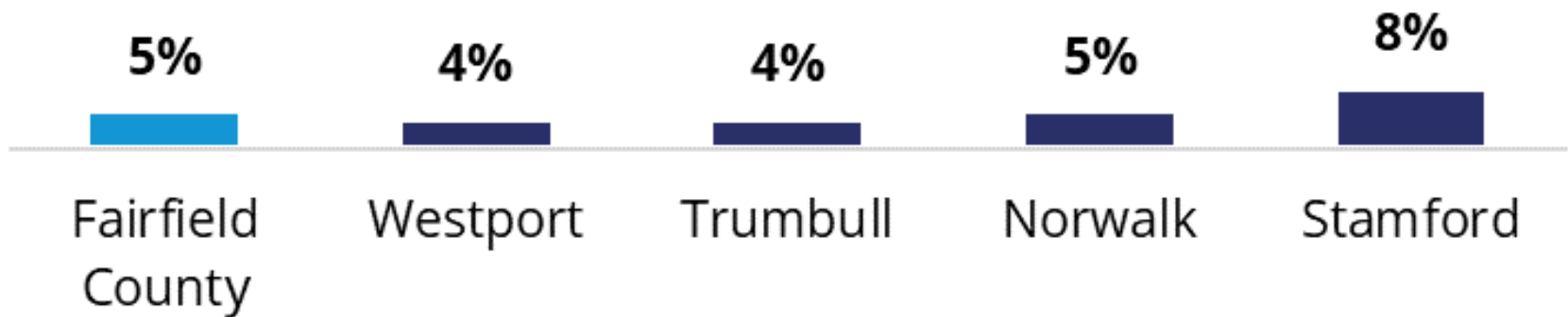
## HISPANIC POPULATION (ALL AGES)



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

# RACE AND ETHNICITY

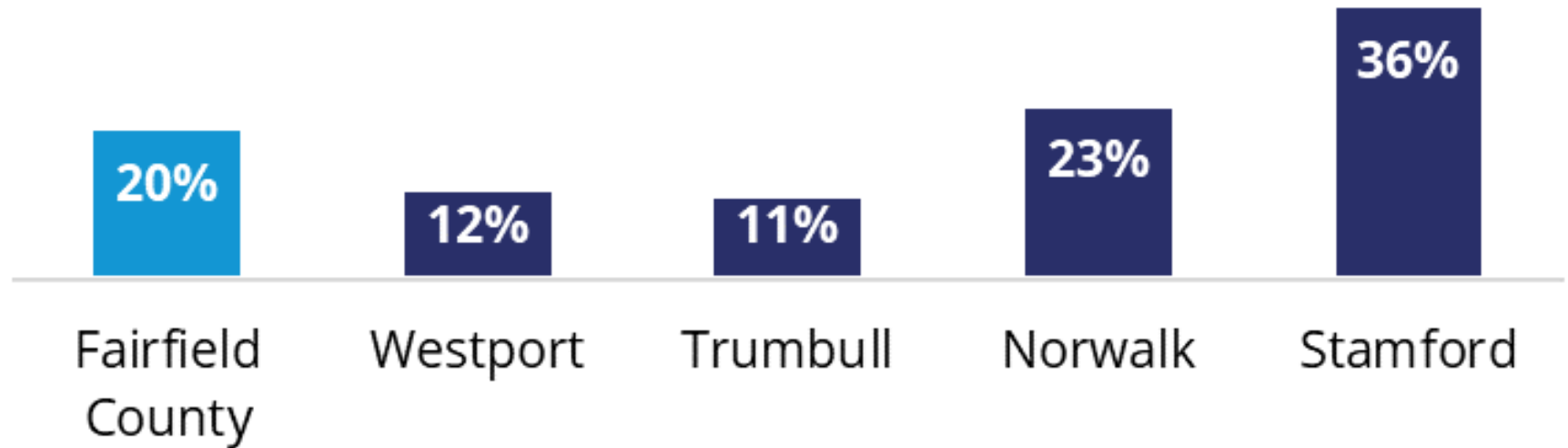
## ASIAN POPULATION (ALL AGES)



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

# RACE AND ETHNICITY

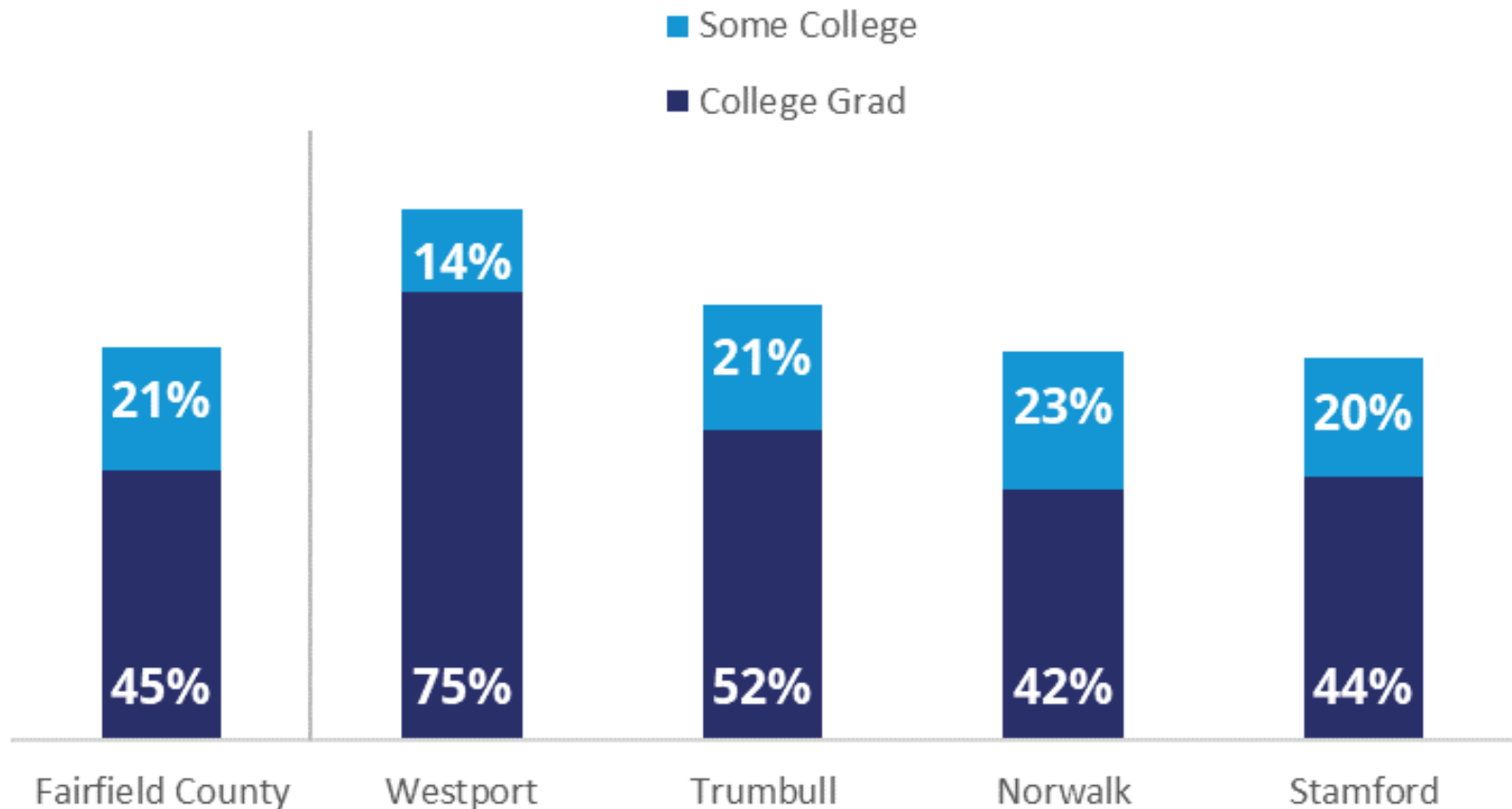
## FOREIGN BORN POPULATION (ALL AGES)



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

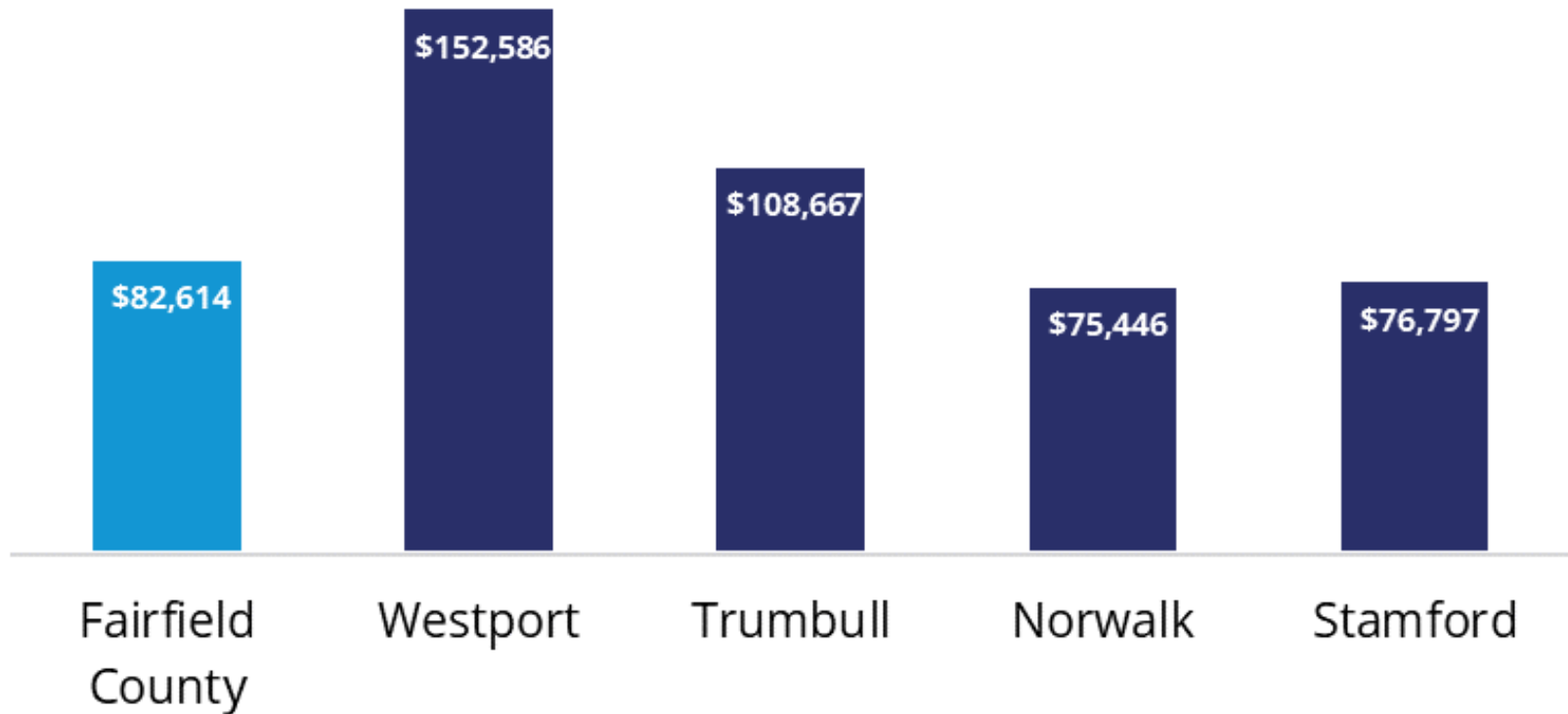
# EDUCATION FOR AGE 25+

% SOME COLLEGE AND COLLEGE GRADUATES



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

# MEDIAN HOUSEHOLD INCOME, 2012

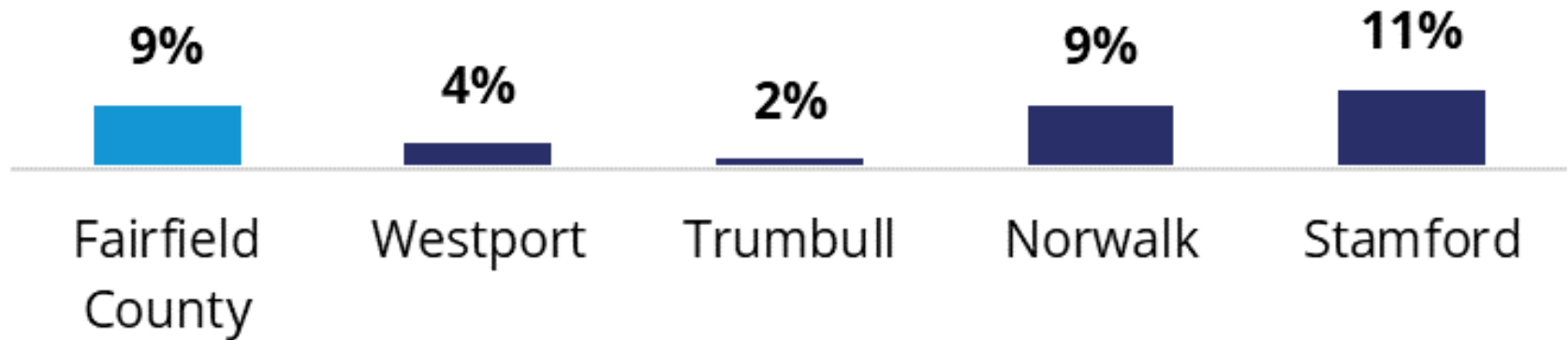


*Source: All data from 2010 U.S. Census or 2008-2012 American Community Survey*



# HOUSEHOLD INCOME

## % INDIVIDUALS BELOW POVERTY LINE



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



# **NATIONAL ENDOWMENTS FOR THE ARTS**

PUBLIC PARTICIPATION IN THE ARTS SURVEY

# 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

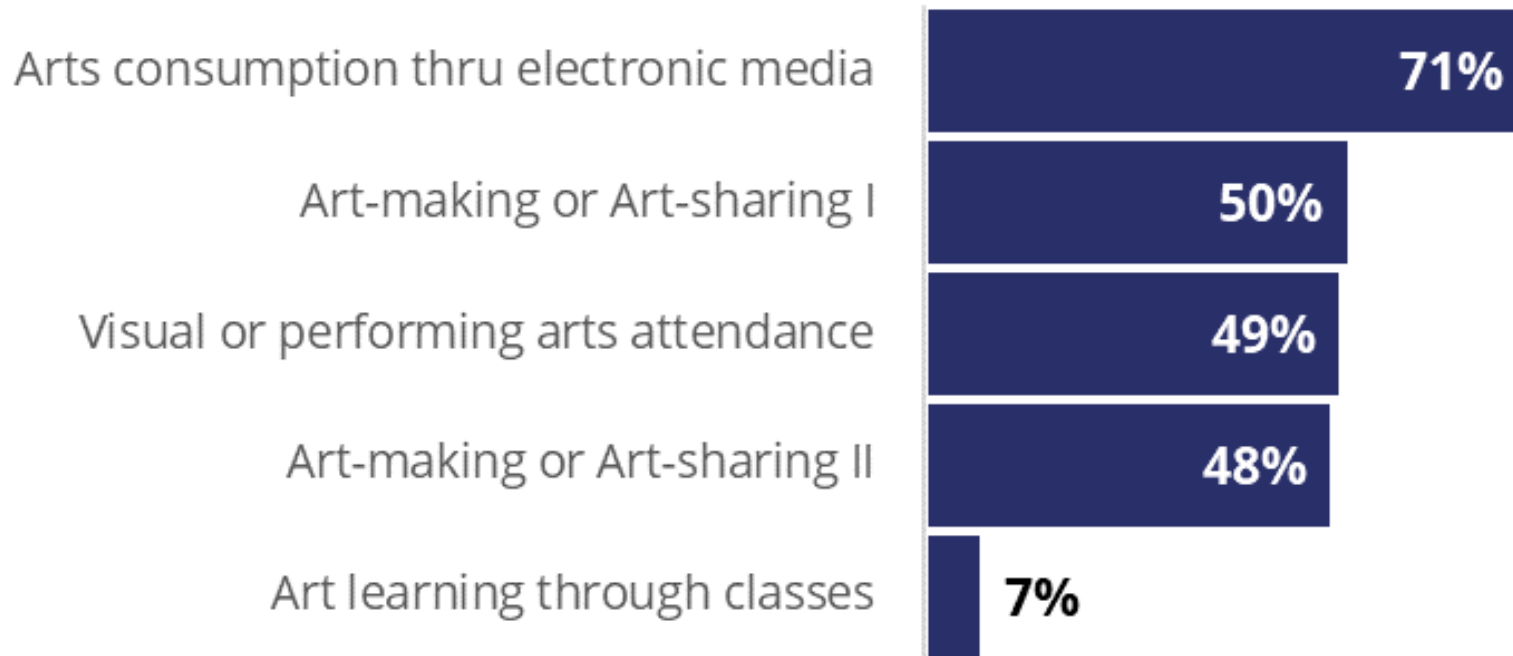
**HOW A NATION ENGAGES WITH ART**



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

# PUBLIC PARTICIPATION IN THE ARTS

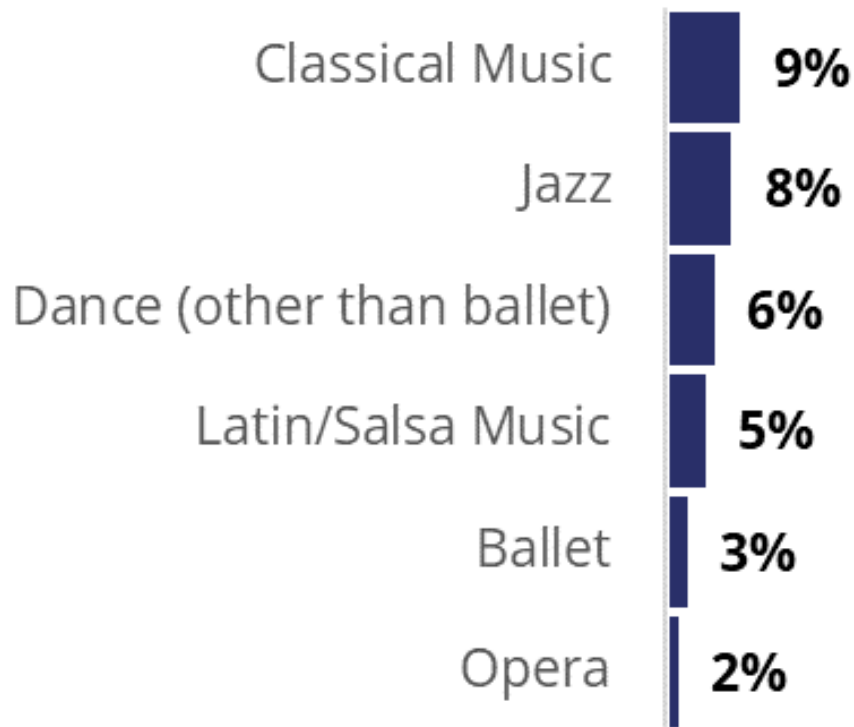
% of ADULTS PARTICIPATED 1+ TIMES in 2012



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

# PERFORMING ARTS ATTENDANCE RATES HELD STEADY SINCE 2008

% OF ADULTS ATTENDING IN 2012



- Ranges from 21 million attending Classical Music, to 5 million attending Opera.

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



# 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



A person in a dark suit is seated at a wooden desk, working on a laptop. The laptop screen displays a data dashboard with a bar chart on the left and a pie chart on the right. The person's hands are visible, with one hand resting on the laptop keyboard and the other pointing towards the screen. The background is slightly blurred, showing a modern office environment. The entire image is overlaid with a semi-transparent blue filter.

# **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

# BASIC PLANNING STEPS

Articulate

Mission & Goals

Stakeholder Input

Existing Data

Benchmark

Report

Present

Planning Steps

Communicate

Implement

Assess

Modify

Data Steps



Articulate

Mission & Goals

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# DEFINE AND 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

Articulate

Mission & Goals

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# 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

Articulate

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# DATA TOOLS

## QUANTITATIVE DATA & ANALYSIS:

- Surveys
- Institutional Data Analysis
- Benchmarking
- Demographic Data Analysis
- Modeling
- Social Media Themes
- Mapping
- Local & Regional Retail Analysis

## QUALITATIVE DATA & ANALYSIS:

- Focus Groups
- Participant Observation
- Interviews
- Document Analysis (planning studies, reports, surveys)



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# 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!

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# 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

Articulate

Mission & Goals

Stakeholder Input

Existing Data

Benchmark

Report

Present

Planning Steps

Communicate

Implement

Assess

Modify



**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?

# FOR MORE CONVERSATION:



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