

CULTURE + COMMUNITY

IN A TIME OF
TRANSFORMATION

| Focus on
Massachusetts

December 15, 2021

Authored by:
Jen Benoit-Bryan, PhD & Matthew Jenetopulos, MBA
Slover Linett Audience Research

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AUDIENCE RESEARCH



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Research Context & Questions

Culture & Community in a Time of Transformation: Focus on MA is a specialized report authored by Slover Linett Audience Research & commissioned by the Barr Foundation that extends the learnings from the national Culture & Community research through a separate exploration focused on the state of Massachusetts. For more information on the national Culture & Community research conducted in collaboration with LaPlaca Cohen and Yancey Consulting, please visit www.sloverlinett.com/cctt

This report offers key findings from the Culture & Community research fielded from April 5 to April 30, 2021 – one year into the Covid-19 pandemic but before the emergence of the Delta & Omicron variants. Guiding questions for this research include:

- How could cultural organizations support their communities in MA during such unprecedented times? What kind of changes do people want to see among arts and culture organizations in the future?
- How have patterns of engagement with arts and culture shifted in MA? What roles could the arts, creativity, community engagement, and other forms of culture play in the hard work ahead?
- To what extent do people believe systemic racism is present in MA arts and culture organizations?
- Do MA residents want arts and culture organizations to address social issues in their communities? If so, which ones?

What Distinguishes This Study



Community Centered

This research centers a representative sample of Massachusetts residents rather than focusing *just* on cultural attenders. The survey was translated into nine languages to increase accessibility for non-English speakers.



Large Scale

We collected more than 8,000 responses from people across the state of Massachusetts. Nationally, we collected more than 74,000 responses.



National Implications

A national benchmark allows us to identify where Massachusetts residents are similar and different compared to response patterns across the country.



Open Access

We believe that transparency and access are critical to this crisis-response work, and we've made all materials publicly available including research instruments, data tables, and the underlying dataset. Find more information at: www.sloverlinett.com/cctt

Culture & Community Research Sequence

2020

Wave 1 national audience & community survey*



Key Findings from Wave 1
July 2020



“Centering the Picture”
Special analysis by race & ethnicity
December 2020

2021

Qualitative interviews with Black adults across the U.S.



Qualitative Study Key Findings
February 2022



“A Place to be Heard...”
In-depth interviews about creativity, self-care, welcome, and belonging
November 2021

Wave 2 national audience & community survey



Key Findings from Wave 2
November 2021



“Rethinking Relevance...”
Cumulative, detailed insights & implications
January 2022



October 2021
Authored by: Jani Benoit Bryan, PhD & Matthew Jankopoulos, MBA
from Slover Linett Audience Research.

Focus on Massachusetts
in partnership with the Barr Foundation
January 2022

Focus on Massachusetts:
Regional Reports
A series of 9 companion reports
highlighting regional findings in MA
January 2022

*Note that MA organizations participated in Wave 1, but there was no report specific to Massachusetts

Survey Methodology for Massachusetts

Panel Survey

- We partnered with NORC's AmeriSpeak Panel to collect responses from a sample representative of all MA residents.
- We collected 507 responses with an oversample of Asian or Pacific Islander, Black or African Americans, & people of Hispanic or Latinx origin.
- We weighted this data to be representative of all MA residents.



Organizational List Survey

- We collected 7,309 responses through the email lists of arts and culture organizations based in Massachusetts.
 - Ninety-one organizations from MA shared the survey with a portion of their email lists.
- An additional 617 responses came from MA residents who took the survey via organizations outside of MA.



Combined Sample (Panel + List) Weighted to Represent MA Residents Overall

We combined the data and weighted the entire set of responses (n=7,816) to be representative of all MA residents.

Survey Methodology for National Comparisons

Panel Survey

- We also partnered with NORC's AmeriSpeak Panel to collect responses from a sample representative of all U.S. residents.
- We collected 3,617 responses with an oversample of 750 people including Black or African Americans, people of Hispanic or Latinx origin, and people with low incomes.
- We weighted this data to be representative of the U.S. population.



Organizational List Survey

- 532 participating arts and culture organizations distributed the survey to a portion of their email lists; in total the survey went to 2.1 million people with 74,742 completed responses.
 - Organization focus areas included: Museums (36%), Music (15%), Theater and Comedy (11%), Arts and Culture in Communities (11%), Parks, Zoos, and Botanic Gardens (5%), and Libraries (4%)



Combined Sample (Panel + List) Weighted to Represent U.S. Residents Overall

We weighted all responses across the lists and the panel (n=78,359) to be representative of the general U.S. population.

In this report, we make comparisons across four main types of categories:

1. Massachusetts vs National

- Comparing all MA responses (n=8,432) with all national responses (n=78,359)

2. Race and Ethnicity within MA

- Comparing Asian or Pacific Islanders (n=463), Black or African Americans (n=245), Hispanic or Latinx (n=392), White or Caucasian (n=6,477) and Multi-racial (n=182) with the MA overall responses (n=8,432)*

3. Age groups within MA

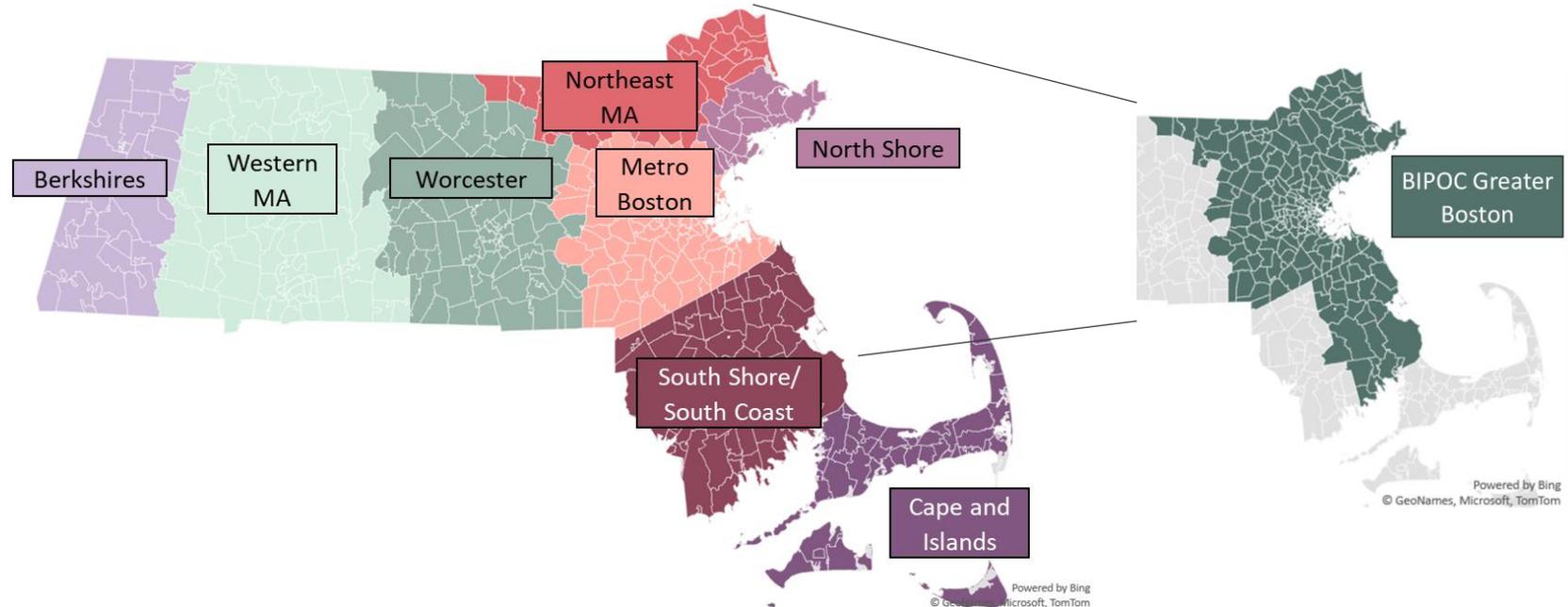
- Comparing Silent Generation (1928-45) (n=980), Baby Boomers (1946-64) (n=3,790), Generation X (1965-80) (n=1,802), Millennials (1981-96) (n=1,325), and Gen Z (1997-2012) (n=233)

**Sample sizes for American Indian / Alaska Native were too small for meaningful comparisons and are not included in this report. Data is available upon request.*

In this report, we make comparisons across four main types of categories:

4. Massachusetts Regions

- Berkshires (n=394), Cape and Islands (n=456), North Shore (n=522), Metro Boston (n=3,919), Northeast MA (n=719), South Coast / South Shore (n=814), Western MA (n=673), Worcester (n=954), and BIPOC Greater Boston (n=935)
 - BIPOC Greater Boston includes respondents in the Boston-Cambridge-Newton MSA with the following proportions: American Indian or Alaska Native (2%), Asian or Pacific Islanders (33%), Black or African American (28%), Hispanic or Latinx (31%), and Multi-racial (5%)



EXECUTIVE SUMMARY

In Massachusetts, arts and culture organizations are vital to their communities.

MA residents see arts and culture organizations as critically important; almost two-thirds of MA residents (65%) rated the importance of arts and culture organizations highly. That's much higher than the national figure of 56%.

And most believe arts and culture organizations have critical roles to play in supporting their communities. In April 2021, 95% of MA residents were looking to arts and culture organizations for support in at least one of these three areas:



Emotional
Outlet (84%)



Connection and
Learning (80%)



Practical
Help (58%)

But there's a gap between those hopes for community support and what residents have observed. Only about a third of MA residents (35%) had actually seen arts and culture organizations supporting their communities during the pandemic.

Arts & culture are deeply integrated into people's lives in Massachusetts in a myriad of ways.

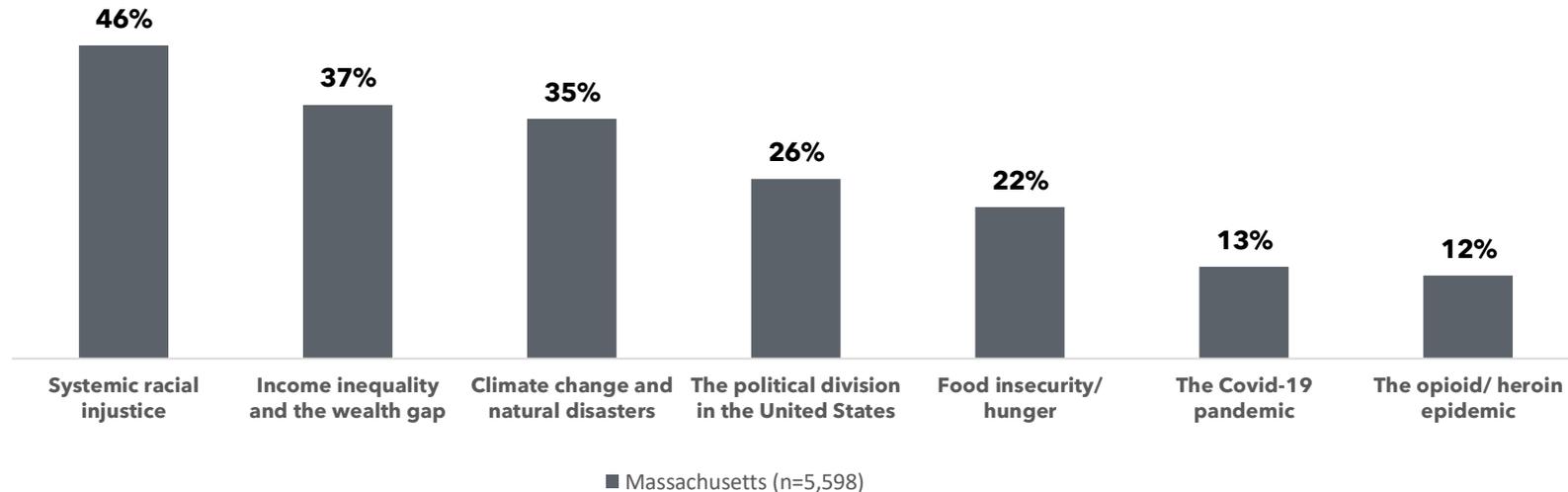
MA residents are participating at higher rates than Americans overall in both online and community-based or participatory arts and culture activities.

- 93% of MA residents have done *personal creative activities* during the pandemic (*versus 96% US population*)
- 74% of MA residents have engaged with *arts and culture online* during the pandemic (*vs. 64% US*)
- 96% of MA residents have done one or more *in-person arts and culture activities* in the past few years (*vs. 96% US*)
- 57% of MA residents have engaged with arts and culture in *community-based or participatory ways* in the past few years (*vs. 45% US*)

More than three-quarters of MA residents (77%) want arts and culture organizations to step up to address social issues.

Systemic racial injustice was the top issue people wanted arts and culture organizations to address at 46%, followed by income inequality at 37% and climate change at 35%.

WHAT SOCIAL ISSUES SHOULD ARTS & CULTURE ORGANIZATIONS ADDRESS?

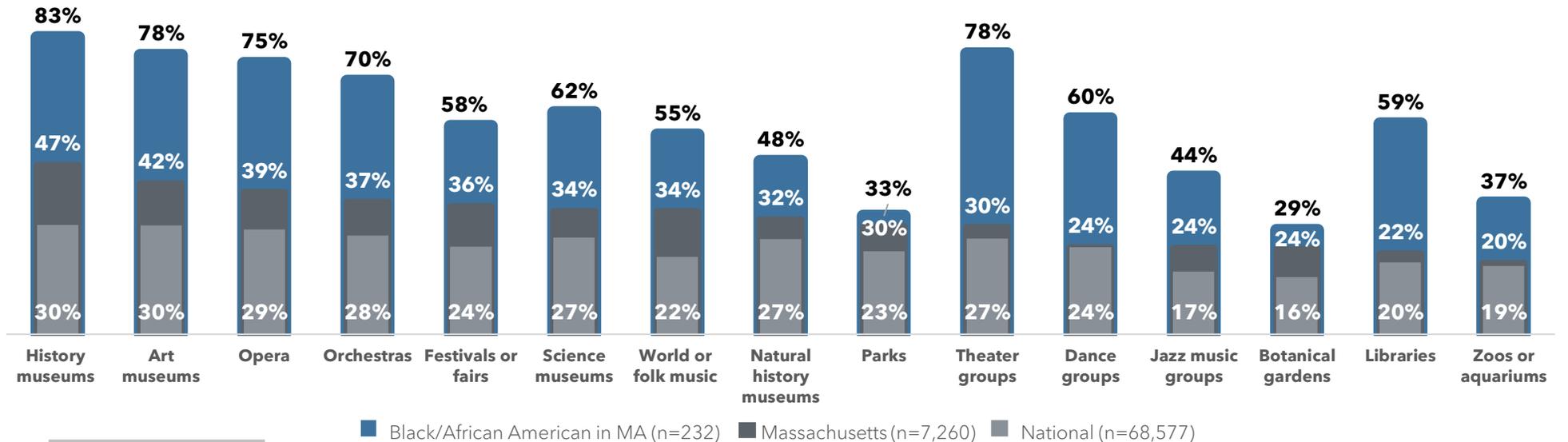


Q48. Which of the following social issues (if any) do you think arts or culture organizations should address? Please select up to THREE or tell us in your own words.

A substantial minority of MA residents believe systemic racism is present in arts and culture organizations—at higher rates than Americans overall.

Within MA, **more Black/African Americans** believe systemic racism is present in every genre than MA residents overall- sometimes by as much as double.

PERCEPTIONS OF SYSTEMIC RACISM IN ARTS & CULTURE ORGANIZATIONS



Q26. Based on what you've seen or heard, do you think systemic racism is present in each of the types of organizations below? (Top 2 Box: those that selected "Strongly agree")

Most MA residents want to see arts and culture organizations change to become even more relevant to, and reflective of, their communities.

A year into the pandemic, nearly all (92%) of MA residents wanted to see changes among arts and culture organizations in the state (compared to 89% nationally). There are **four main types of change** desired by people in MA:



Access and new works (76%)



Equity and inclusion (61%)



Belonging and welcome (57%)



Community rootedness (49%)

In addition, two-thirds of residents in MA wanted to see arts and culture organizations collaborating more deeply on programming with their communities.

Digital offerings in MA have the potential to broaden and diversify audiences.

During the Covid-19 pandemic, many arts and culture organizations shifted to online programming to maintain their relationships with visitors or attenders.

We found that for most types of arts and culture organizations in MA, digital offerings broadened organizational reach by engaging people online who hadn't previously visited those kinds of organizations in person within the last few years. The percent of digital users who hadn't recently been in person ranged from a high of 77% of online audiences for world music to a low of 20% for zoos & aquaria.

Furthermore, in many artistic formats or cultural categories, that "digital only" subset of users in MA was much more demographically diverse than recent in-person attenders, with significantly higher proportions of Hispanics/Latinx Americans across many genres and Black/African Americans for a few genres.

Digital offerings are most valued for their price accessibility and their ability to connect people to far-away artists and places.

More MA residents have paid for online arts & culture content (38%) than Americans overall (26%). When it comes to valuing online content, we found that proximity matters:

- 66% value content from artists/organizations in other places they wouldn't normally see in person
- 42% value content from local artists/organizations
- 41% value content from organizations they've already attended

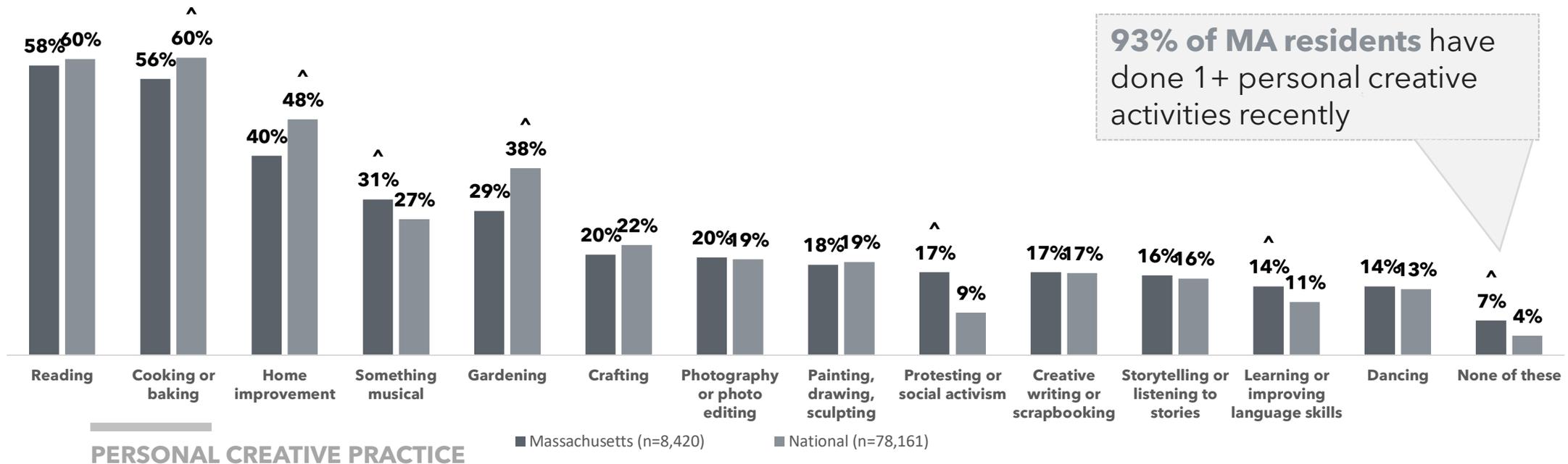
Despite the value that digital arts & culture content delivers, most in MA (68%) expect that they'll prefer in-person arts and culture activities over online offerings in the future. Interestingly, Hispanic and Latinx respondents are far more likely to prefer online activities (36% vs 9% overall) than other racial or ethnic groups in MA.

DETAILED FINDINGS

INTEGRATION OF ARTS & CULTURE INTO PEOPLE'S LIVES

Nearly all Massachusetts residents have been doing personal creative activities over the past year, although at slightly lower rates than the U.S. as a whole.

- In MA, the higher level of engagement in protest and social activism is driven especially by younger people with 40% of Gen Z respondents having participated compared to 17% of MA residents overall.



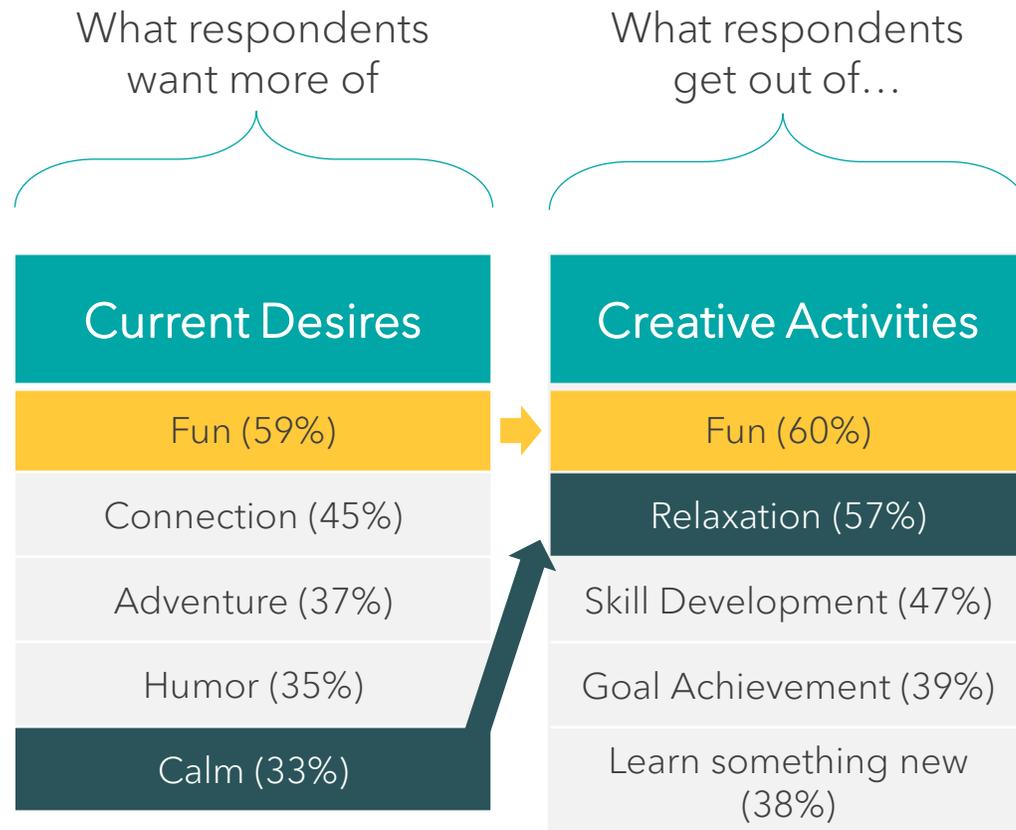
Q1. Have you been doing any of the following creative activities during the past year? Please select ALL that apply.

^ indicates significant difference from one group at 95% level

Options with fewer than 10% of responses not shown including: Filmmaking or videomaking; Computer design; Learning a cultural heritage tradition/craft; Design or fashion; Acting; Other creative activity
See Appendix Tables for full results

Fun tops the list of what MA residents want more of in their lives right now and what they've been getting out of personal creative practice during Covid-19.

- In addition, creative activities are a valuable outlet for calm or relaxation – a feeling that many MA residents want more of in their lives.



Over the past few years, the majority of MA residents has participated in some form of communal/participatory arts and culture—with three main kinds of activities.



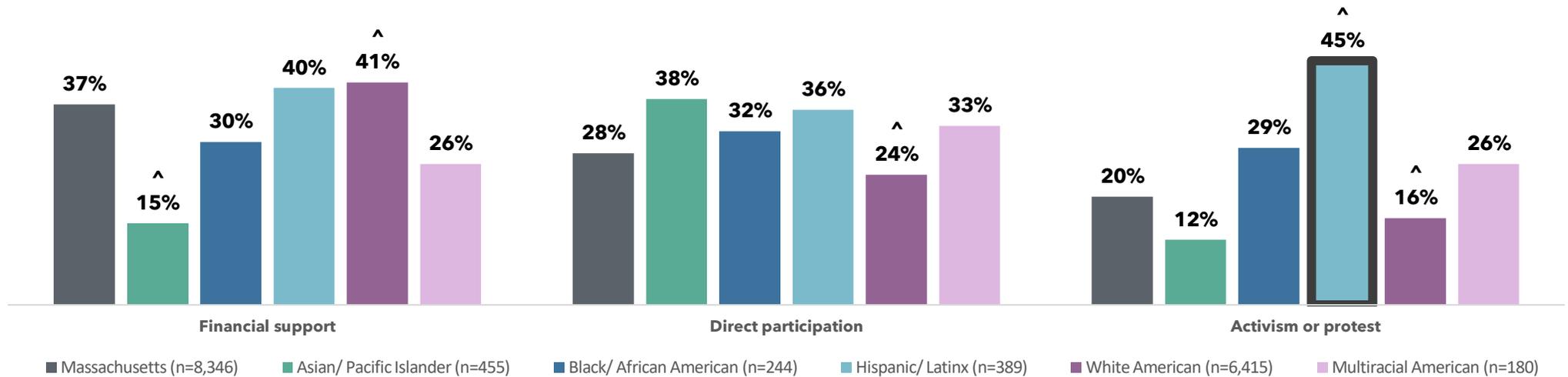
PARTICIPATORY ARTS ACTIVITIES

Q11. Have you done any of the following types of participatory activities in the past few years (before or during the pandemic)?

^ indicates significant difference from one group at 95% level

Hispanic and Latinx residents of MA were much more likely than the rest of the state to have done participatory activities that involved activism or protest.

- The percentage of MA residents who gave financial support to arts and culture organizations varied across race and ethnicity, with much lower rates for Asian or Pacific Islanders than the overall and somewhat higher rates for White Americans.

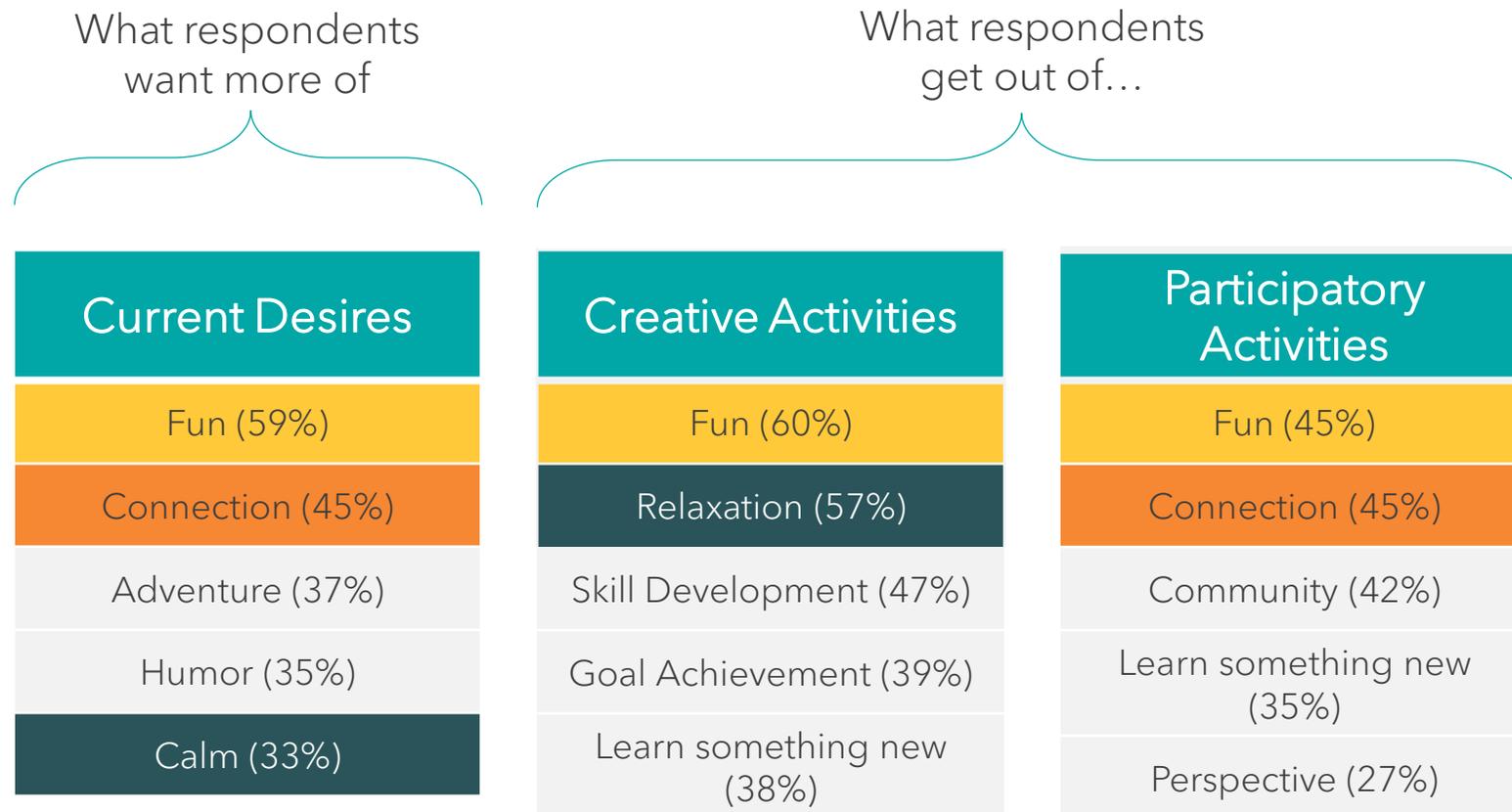


PARTICIPATORY ARTS ACTIVITIES

Q11. Have you done any of the following types of participatory activities in the past few years (before or during the pandemic)?

^ indicates significant difference from one group at 95% level

Communal/participatory arts and culture activities can provide the sense of connection that nearly half of MA residents are missing—as well as being another source of fun.

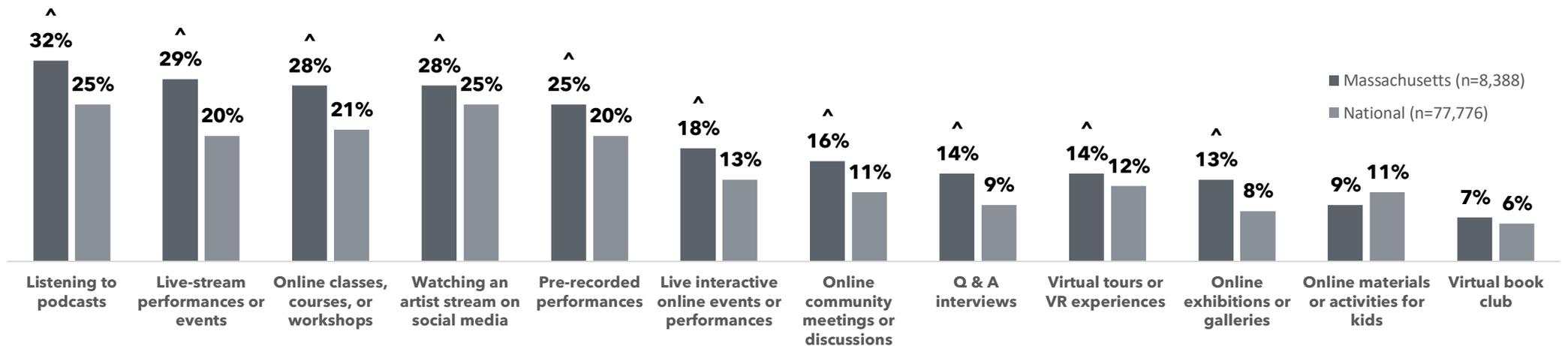


DETAILED FINDINGS

**THE POWER OF ONLINE
ENGAGEMENT**

Over the past year, Massachusetts residents have participated in almost every type of online arts & culture activity at a higher rate than the overall US population.

- While not shown below, MA residents were also more likely than the rest of the US to have been to an arts and culture event/activity in person over the past few years (See appendix for more details).
- Perhaps relatedly, awareness of digital arts and culture offerings was also higher among MA residents (92% aware of 1+ digital offering) compared to the US overall (86% aware).



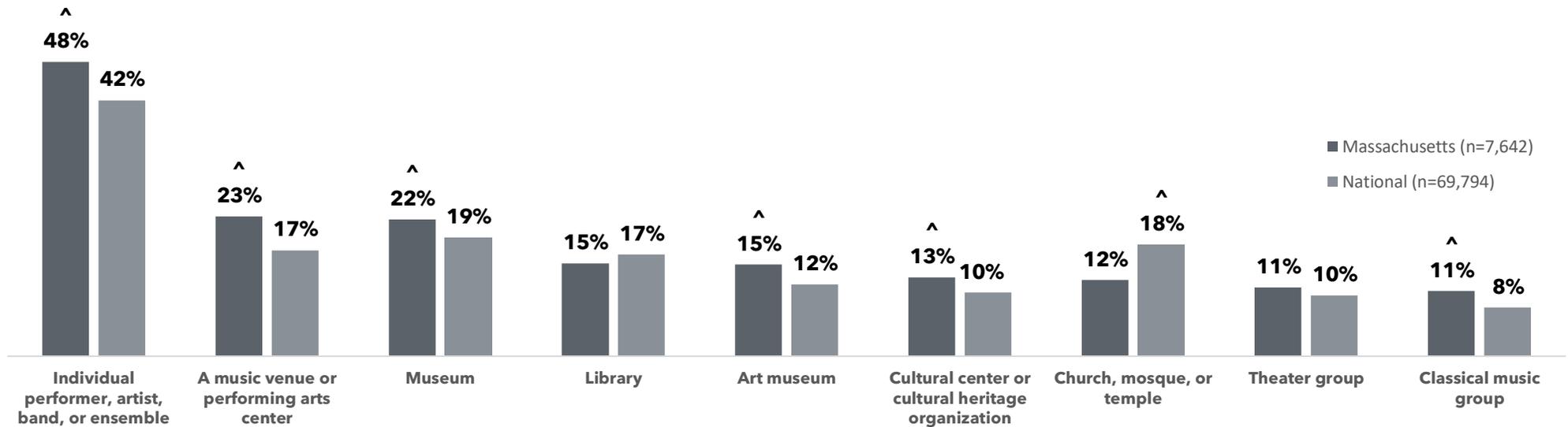
ONLINE ARTS & CULTURE PARTICIPATION

Q5. Have you done any online arts or culture activities or events over the past year?
Please select ALL that apply.

^ indicates significant difference from one group at 95% level

Offerings from individual performers or artists top the sources of online arts and culture content in MA and nationally.

- And while almost half of MA residents were accessing digital content from individuals, Hispanic and Latinx respondents were significantly less likely to do so (32% vs. 48% for MA overall).



SOURCES OF ONLINE ARTS & CULTURE

Q7. Who provided the online arts or culture activities that you did? Please select ALL that apply.

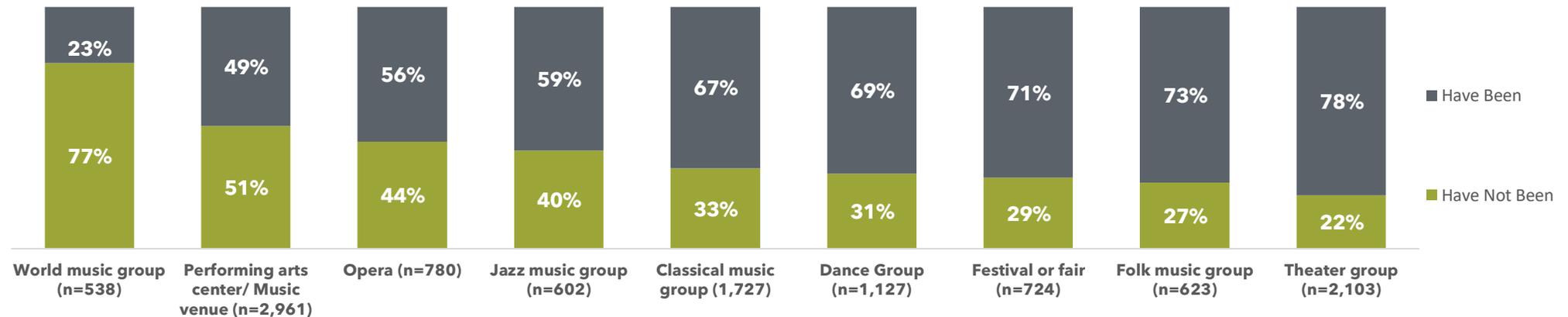
Only stems with 10% of responses or more shown. See detailed data tables for complete responses.

^ indicates significantly higher at the 95% level.

Many MA residents who used online offerings over the past year from performing arts organizations hadn't attended performing arts events in person over the past several years.

- And in many artistic formats or cultural categories, that “digital only” subset of users was much more demographically diverse than recent in-person attenders, with significantly higher proportions of Hispanics/Latinx Americans across many genres and Black or African Americans for a few genres.

% Online **Performing Arts** attendees who **HAVE NOT BEEN IN RECENT YEARS (DIGITAL ONLY)** vs. those who **HAVE BEEN IN RECENT YEARS (DIGITAL & IN PERSON)**



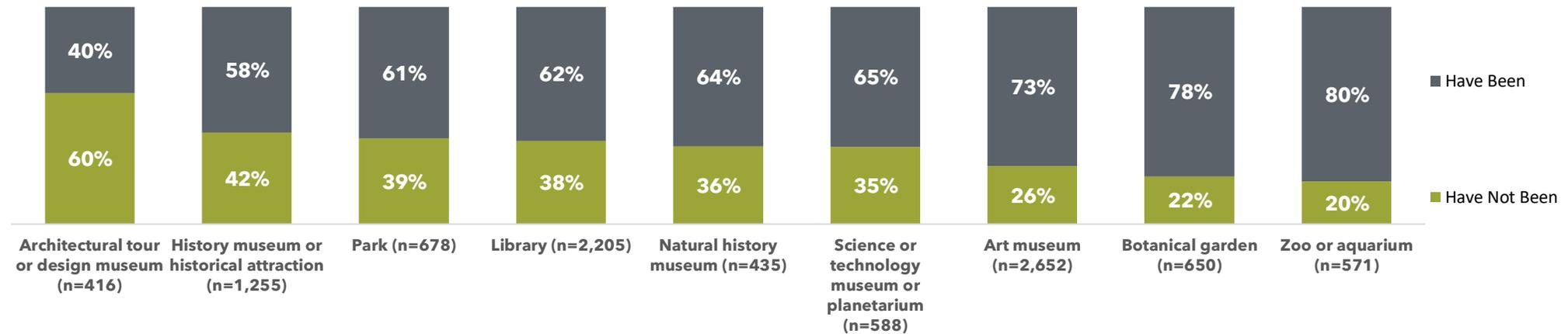
MAKEUP OF DIGITAL ARTS & CULTURE AUDIENCES

Q7. Who provided the online arts or culture activities that you did? Please select ALL that apply.

Q8. You shared that you participated in an online activity offered by a museum over the past year. Which kind(s) of museum were those? Please select ALL that apply

Many MA residents who used online arts & culture offerings over the past year from museums and other cultural organizations hadn't been in person to any organization within the genre in the past few years.

% Online **Museums and Outdoor** attendees who **HAVE NOT BEEN IN RECENT YEARS (DIGITAL ONLY)** vs. those who **HAVE BEEN IN RECENT YEARS (DIGITAL & IN PERSON)**



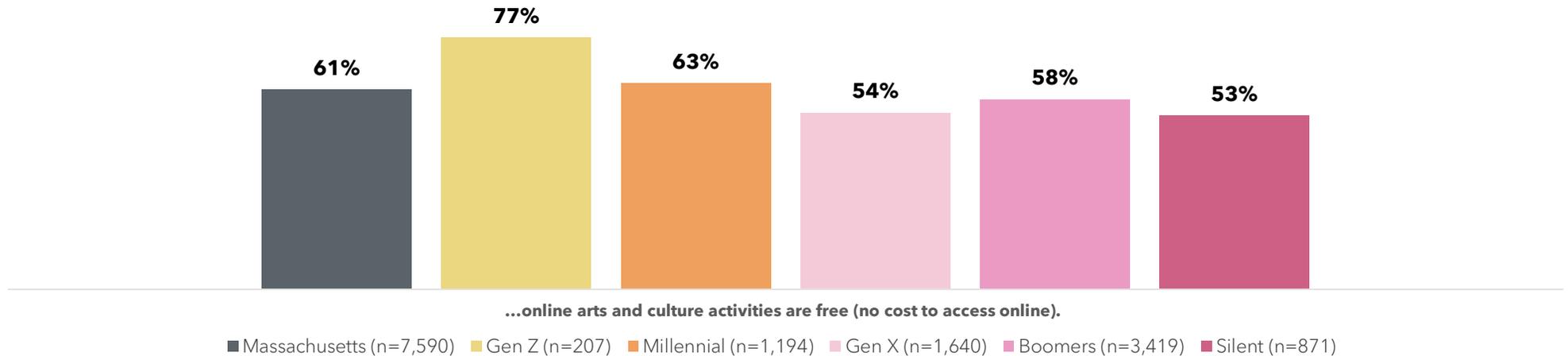
MAKEUP OF DIGITAL ARTS & CULTURE AUDIENCES

Q7. Who provided the online arts or culture activities that you did? Please select ALL that apply.

Q8. You shared that you participated in an online activity offered by a museum over the past year. Which kind(s) of museum were those? Please select ALL that apply

More MA residents had paid for online arts & culture content (38%) than nationally (26%), although many in MA deeply value the availability of free online content (61%).

- The importance of free online arts and culture activities varies by age, with younger MA residents finding it more important than older residents. But there were no differences in actual rates of payment for online activities by generation.

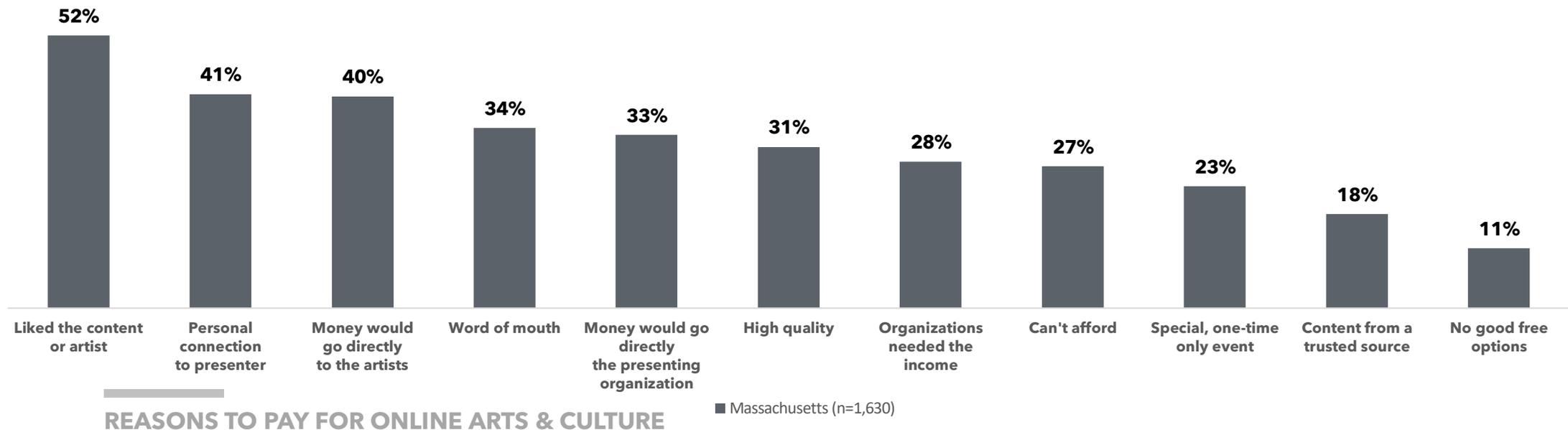


IMPORTANCE OF FREE ONLINE ARTS & CULTURE ACTIVITIES

Q9. Thinking about the kinds of online arts or culture activities that you've done, how important are the following qualities? It is important to me that online arts and culture activities... (Top 2 box: those that selected "Very important")

Content is key to *converting* people into paid users, as they are more interested in directly supporting artists than organizations.

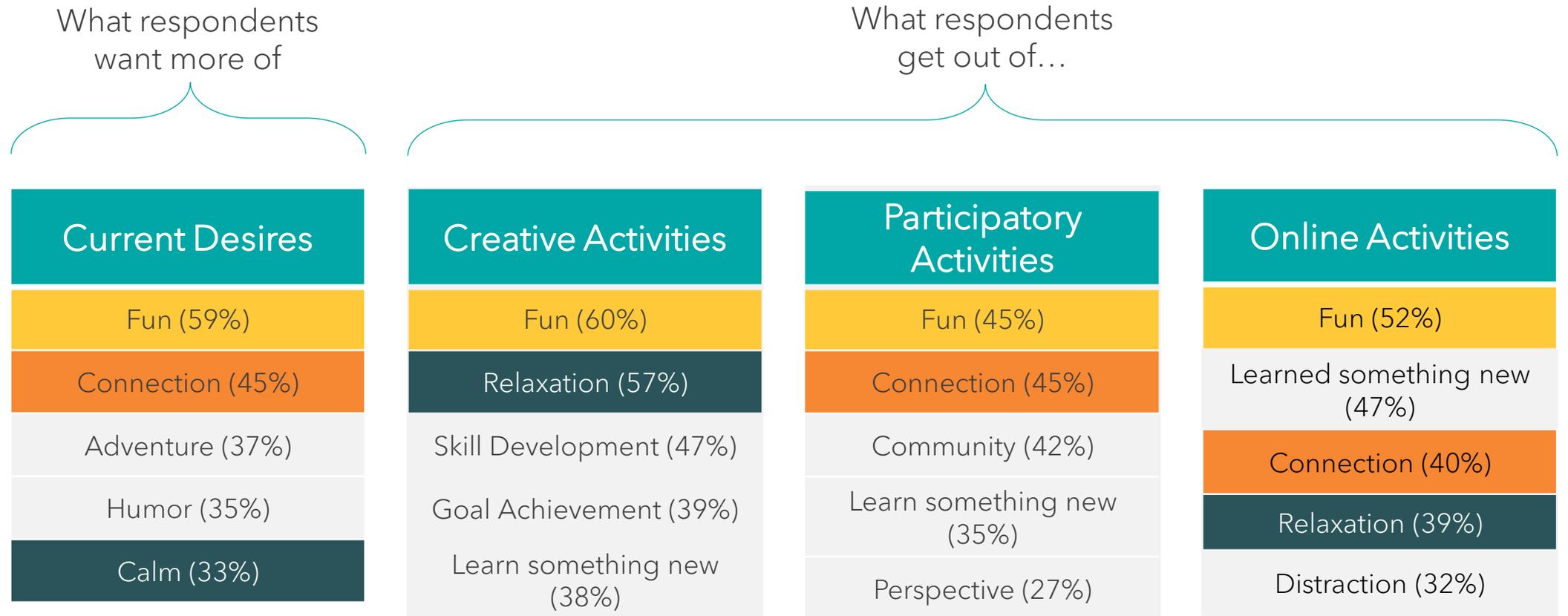
- Similarly, those who *have already* paid for online arts & culture offerings did so mainly because they were excited about the content (57%) or they wanted to support the artists (53%) and organizations (45%) involved.



REASONS TO PAY FOR ONLINE ARTS & CULTURE

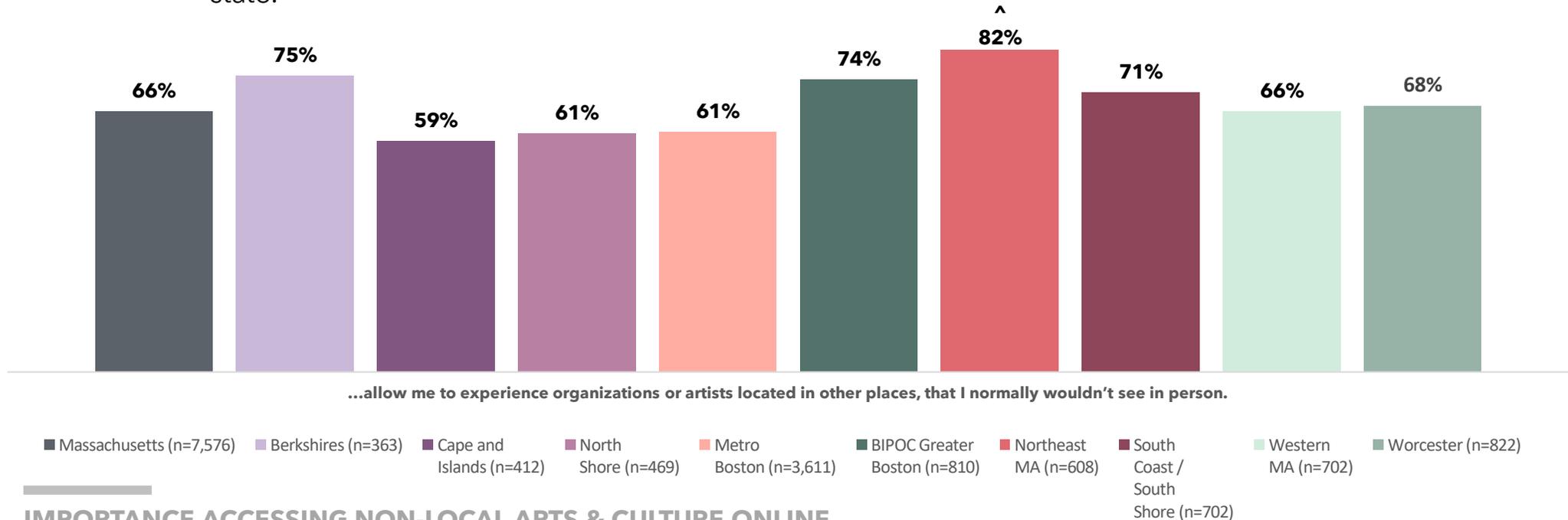
Q43. You shared that all the online activities from arts or culture organization you've done over the past year have been free. We're curious to learn what, if anything, would make an online activity appealing enough for you to pay for access? Please select ALL that apply.

Online arts and culture activities primarily provided participants with a way to have fun, connect with others, and relax—elements that were very aligned with what people said they wanted more of in their lives.



Many MA residents valued the ways that online arts & culture activities let them experience organizations and artists from other locations that they normally wouldn't see in person.

- And residents of Northeast MA and the Berkshires, as well as BIPOC residents of Greater Boston found this aspect of online arts and culture more important than the rest of the state.



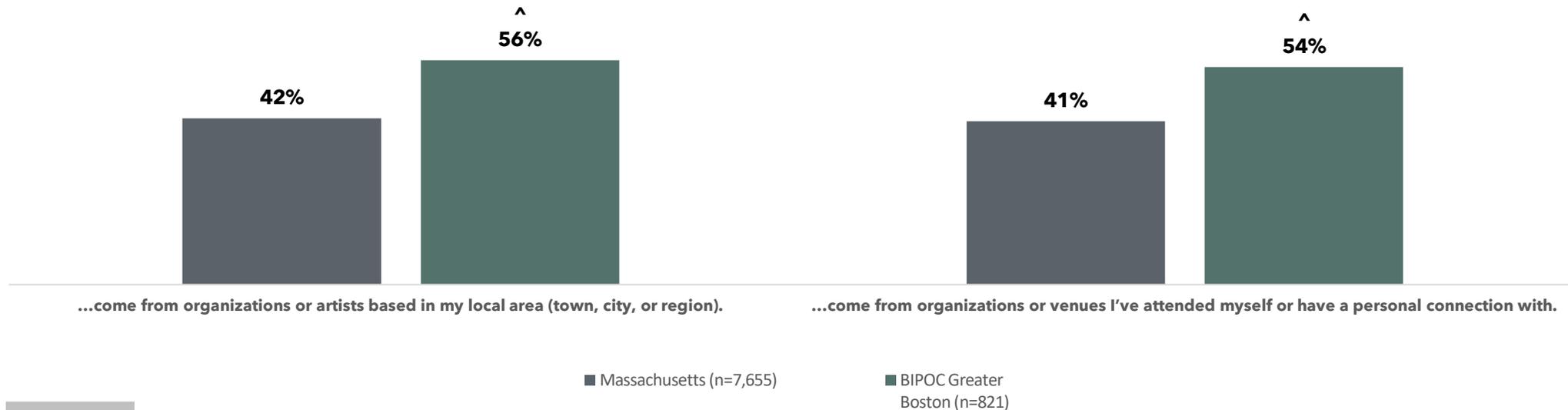
IMPORTANCE ACCESSING NON-LOCAL ARTS & CULTURE ONLINE

Q9. Thinking about the kinds of online arts or culture activities that you've done, how important are the following qualities? It is important to me that online arts and culture activities... (Top 2 box: those that selected "Very important")

^ indicates significant difference from one group at 95% level

Some MA residents also valued online arts and culture content from local organizations or ones with which they have a personal connection—this is particularly true for BIPOC respondents in Greater Boston.

- Hispanic and Latinx MA residents were also more likely to value engagement online with organizations they had attended themselves (64%) compared to the overall MA population (41%).

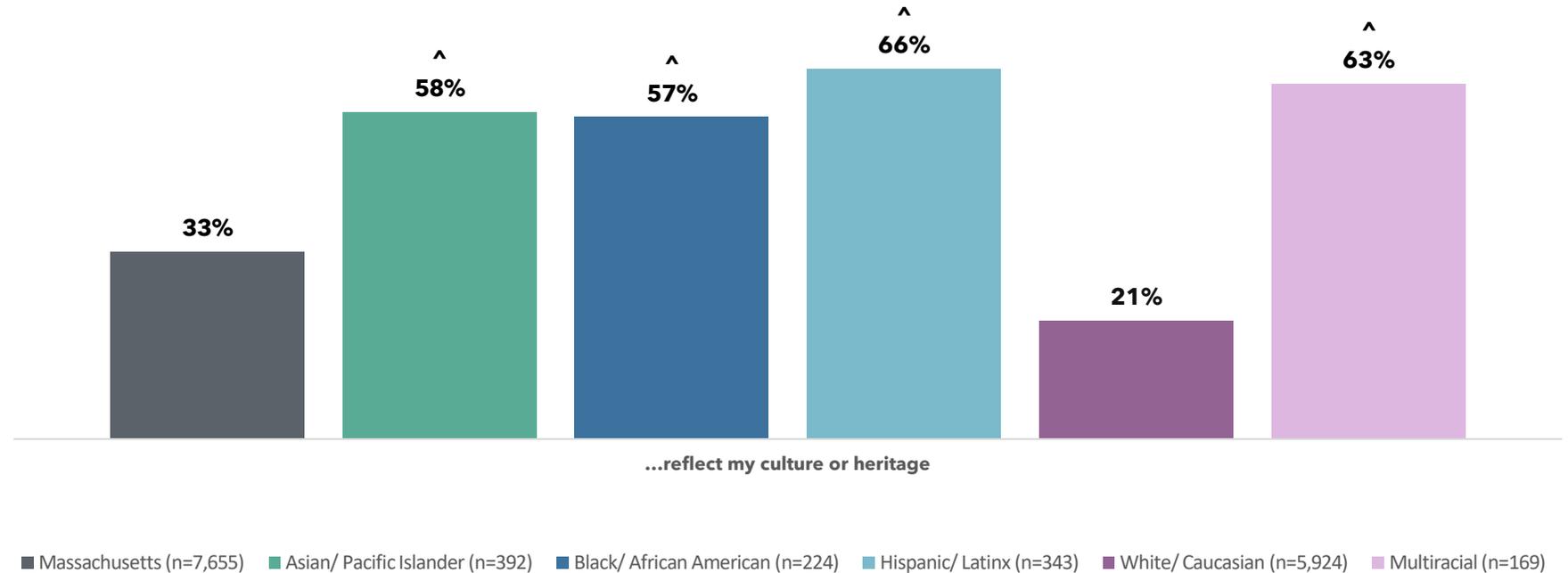


IMPORTANCE OF LOCAL AND PERSONAL CONNECTION WITH ONLINE ARTS AND CULTURE

Q9. Thinking about the kinds of online arts or culture activities that you've done, how important are the following qualities? It is important to me that online arts and culture activities... (Top 2 box: those that selected "Very important")

[^] indicates significant difference from one group at 95% level

Seeing one's culture or heritage reflected in online arts & culture activities was also particularly important to BIPOC residents of Massachusetts.



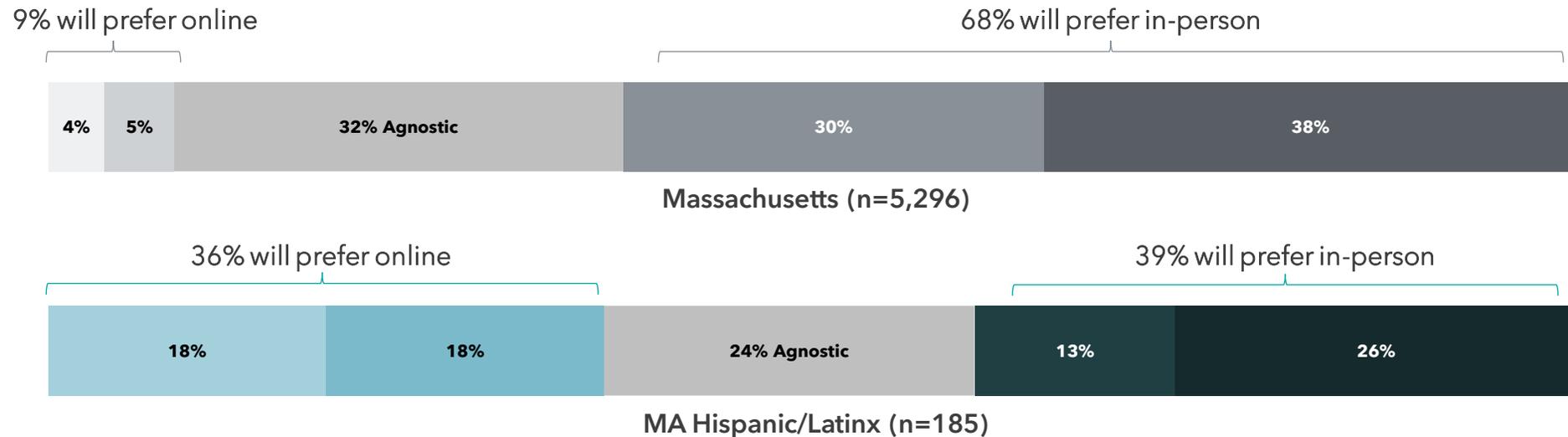
IMPORTANCE OF ONLINE ARTS AND CULTURE TO REFLECT AUDIENCE'S CULTURE OR HERITAGE

Q9. Thinking about the kinds of online arts or culture activities that you've done, how important are the following qualities? It is important to me that online arts and culture activities... (Top 2 box: those that selected "Very important")

[^] indicates significant difference from one group at 95% level

When in-person arts & culture activities are more available, many Massachusetts residents expect they'll prefer them over online options.

- Hispanic and Latinx respondents are far more likely to prefer *online* activities (36% vs 9% overall) than other racial or ethnic groups in MA.
 - Nationally, Hispanic and Latinx respondents are also more likely to prefer online arts & culture (22% vs 9% overall), although the gap is larger in MA.



THE FUTURE OF DIGITAL VS IN-PERSON PREFERENCES

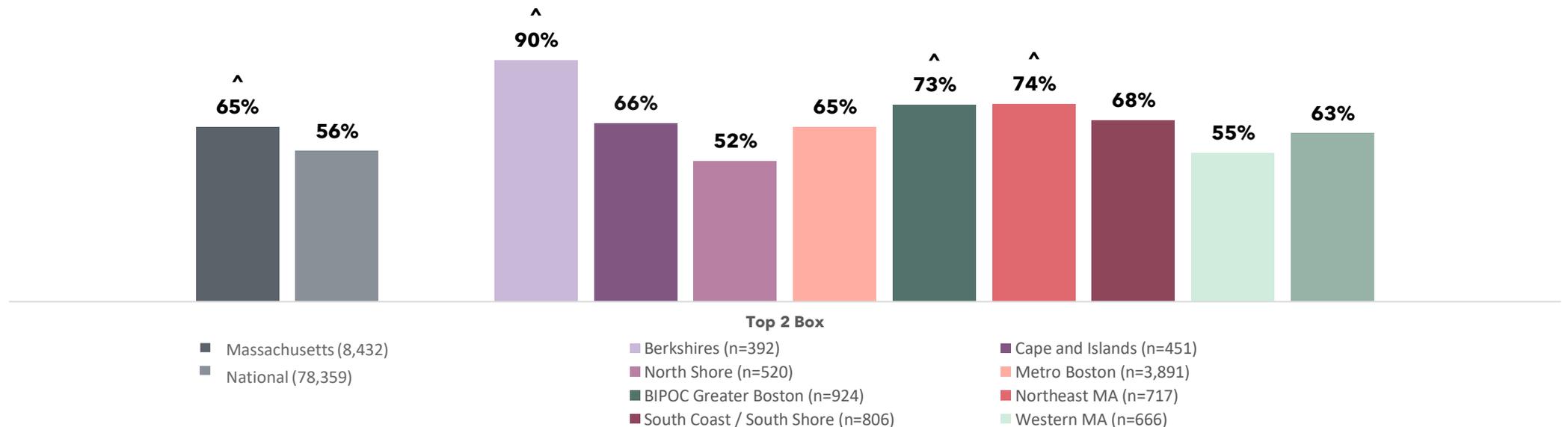
Q44. When you are able to engage in (or engage in more) in-person arts or culture activities, how do you expect you'll split your time between online and in-person experiences? Please select ONE option.

DETAILED FINDINGS

RELATIONSHIPS WITH ARTS & CULTURE ORGANIZATIONS

Arts and culture organizations are quite important to Massachusetts residents— even more so than for the nation as a whole.

- There are interesting regional variations in importance within MA, with the Berkshires (90%), Northeastern MA (74%) and BIPOC Greater Bostonians (73%) on the high end, and Western MA (55%) and North Shore (52%) on the lower end.



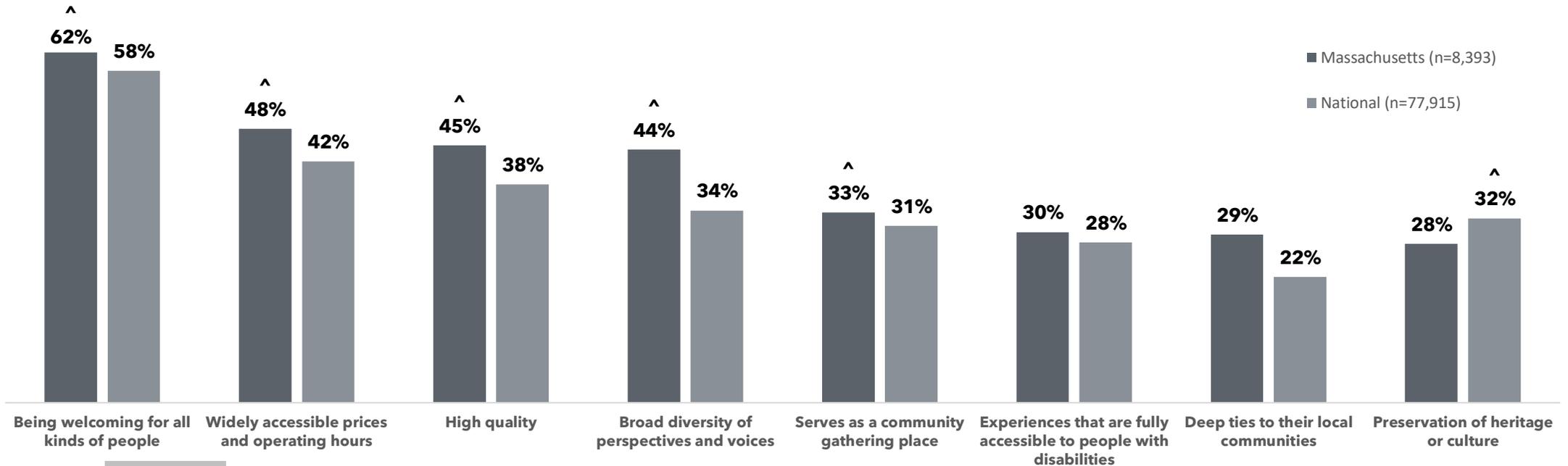
IMPORTANCE OF ARTS & CULTURE GENERALLY

Q23. In general, how unimportant or important are arts or culture organizations to you, personally. (Top 2 box: those that selected "Strongly agree")

^ indicates significant difference from one group at 95% level

Most MA residents value arts and culture organizations that are welcoming to all kinds of people and offer a broad diversity of perspectives and voices.

- In MA, the desire for broad diversity of perspectives and voices is a great deal more prevalent than it is nationally (44% MA vs 34% nationally).

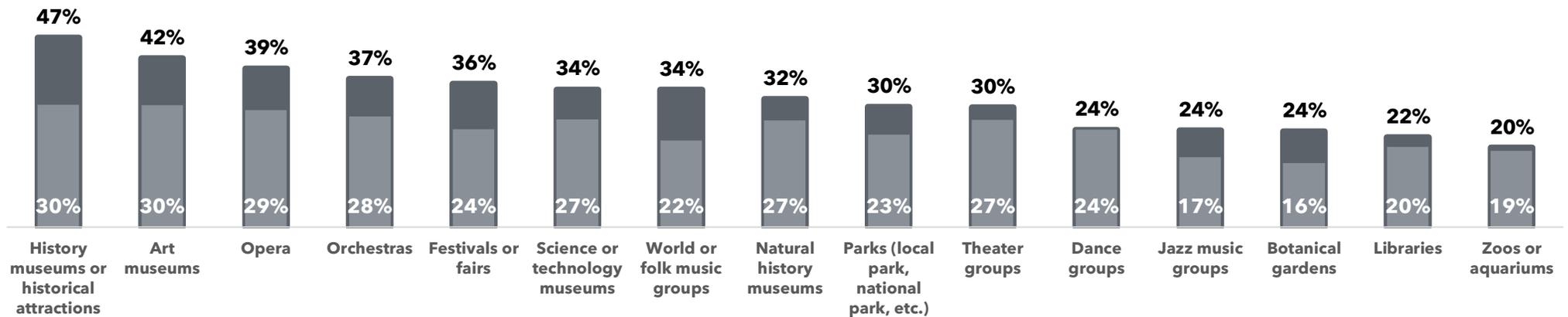


MOST IMPORTANT QUALITIVES OF ARTS & CULTURE ORGANIZATIONS

Q22. What qualities or values are most important to you in an arts or culture organization? Please select up to FIVE.

^ indicates significant difference from one group at 95% level

Massachusetts residents are more likely than Americans overall to agree that systemic racism is present in arts and culture organizations, and this finding holds true across virtually every genre.



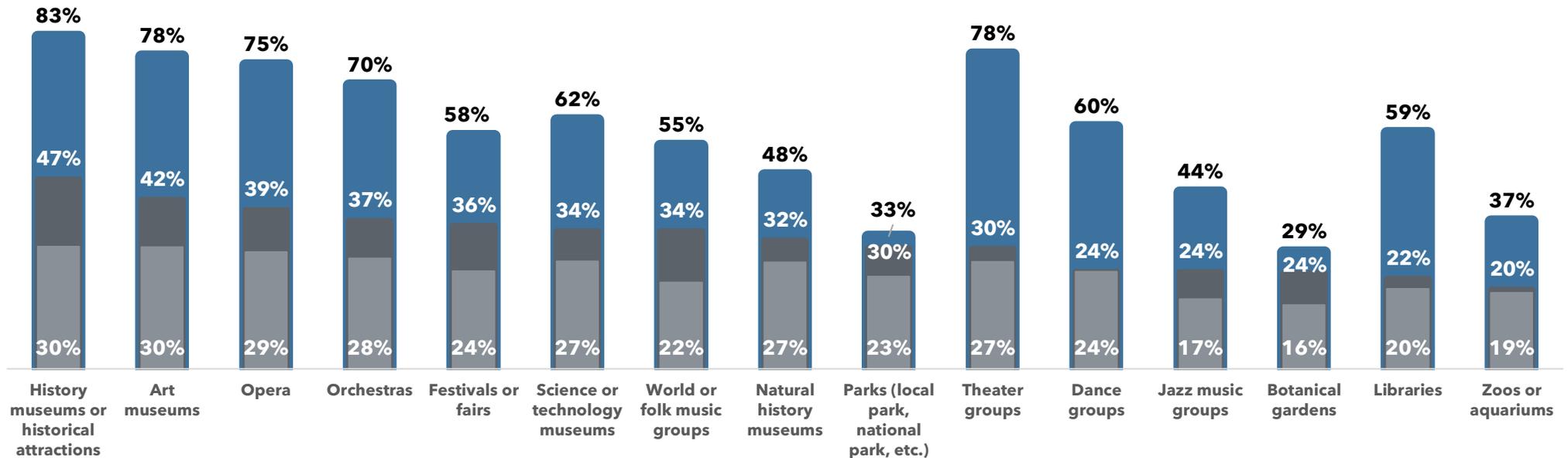
PREVALENCE OF SYSTEMIC RACISM IN ARTS & CULTURE ORGANIZATIONS

■ Massachusetts (n=7,260) ■ National (n=68,577)

Q26. Based on what you've seen or heard, do you think systemic racism is present in each of the types of organizations below (Top 2 Box: Those that selected "Strongly agree")

Black and African Americans in MA are significantly more likely than the rest of the state to agree that systemic racism was present in every genre of arts and culture.

- Notably, Black and African American were the only racial/ethnic group with consistently higher ratings on this question, although both Asian or Pacific Islanders and Hispanic or Latinx respondents were also often higher than the rest of the state.

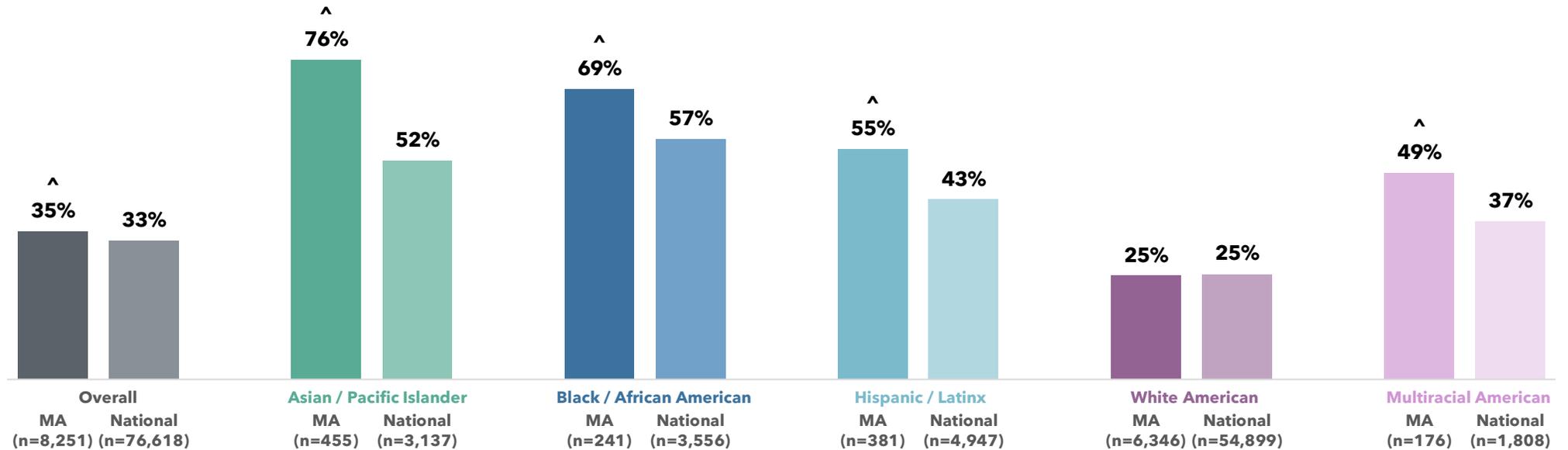


PREVALENCE OF SYSTEMIC RACISM IN ARTS & CULTURE ORGANIZATIONS

■ Black/African American in MA (n=232) ■ Massachusetts (n=7,260) ■ National (n=68,577)

Q26. Based on what you've seen or heard, do you think systemic racism is present in each of the types of organizations below (Top 2 Box: Those that selected "Strongly agree")

Having a local venue reflective of their cultural identity is really important to BIPOC MA residents - to an even greater degree than for BIPOC Americans as a whole.



IMPORTANCE OF LOCAL ARTS & CULTURE TO REFLECT ONE'S CULTURAL IDENTITY

Q24. It's important to me to have a local venue that focuses on arts and culture reflective of my cultural identity. - How much do you personally agree or disagree with the following statements? (Top 2 Box: Those who selected "Strongly agree")

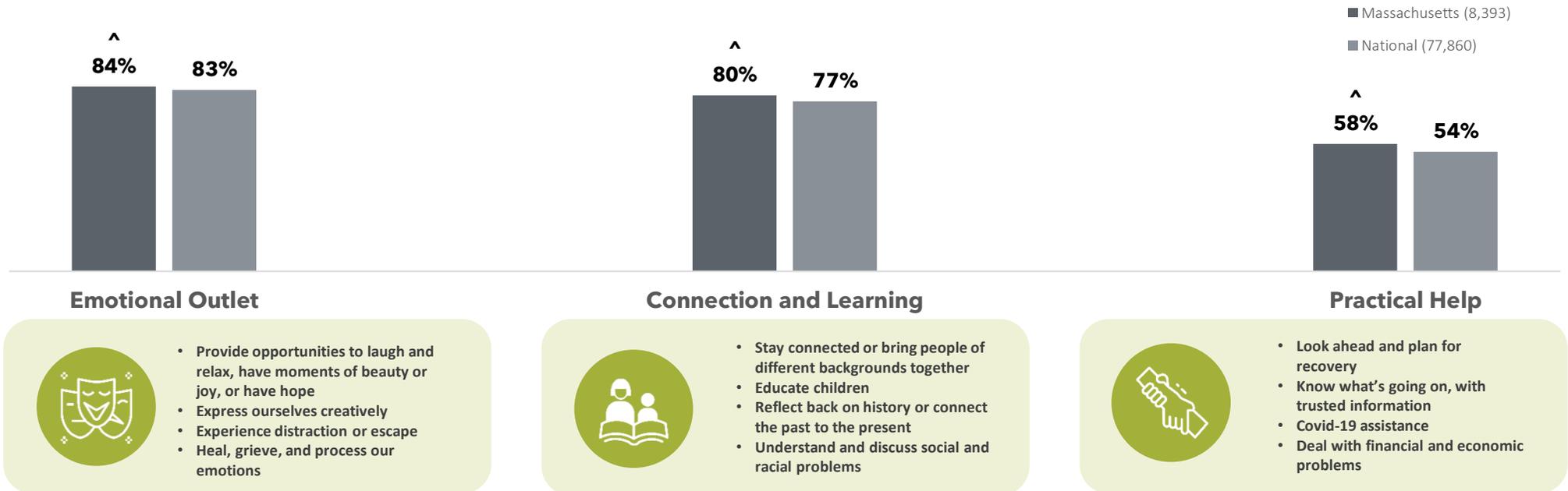
^ indicates significant difference from one group at 95% level

DETAILED FINDINGS

**A STRONG CASE FOR SYSTEMIC
CHANGE**

Most MA residents wanted to see arts organizations help their communities by providing a space for emotional outlet and connection—both factors that they also reported wanting more of in their lives.

- A year into the pandemic, only about a third of MA residents (35%) had heard of arts and culture organizations helping their communities recently.

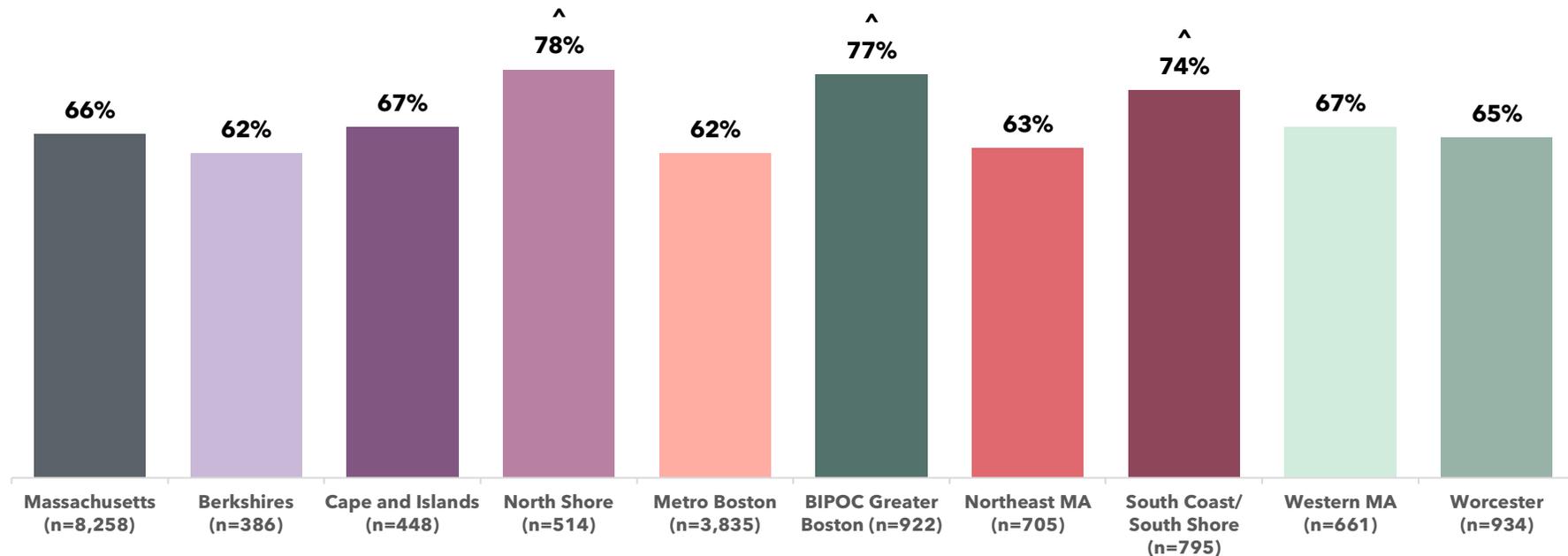


HOW ARTS & CULTURE ORGANIZATIONS CAN HELP THEIR COMMUNITIES

Q21. How would you want arts or culture organizations to help your community during times like these? Please check ALL that apply. Help my community...

Two-thirds of MA residents want arts and culture organizations to collaborate with their communities on program creation.

- And co-creation was particularly important to those that live in the North Shore and South Coast/South Shore regions of the state, along with BIPOC Greater Bostonians, compared to MA overall.

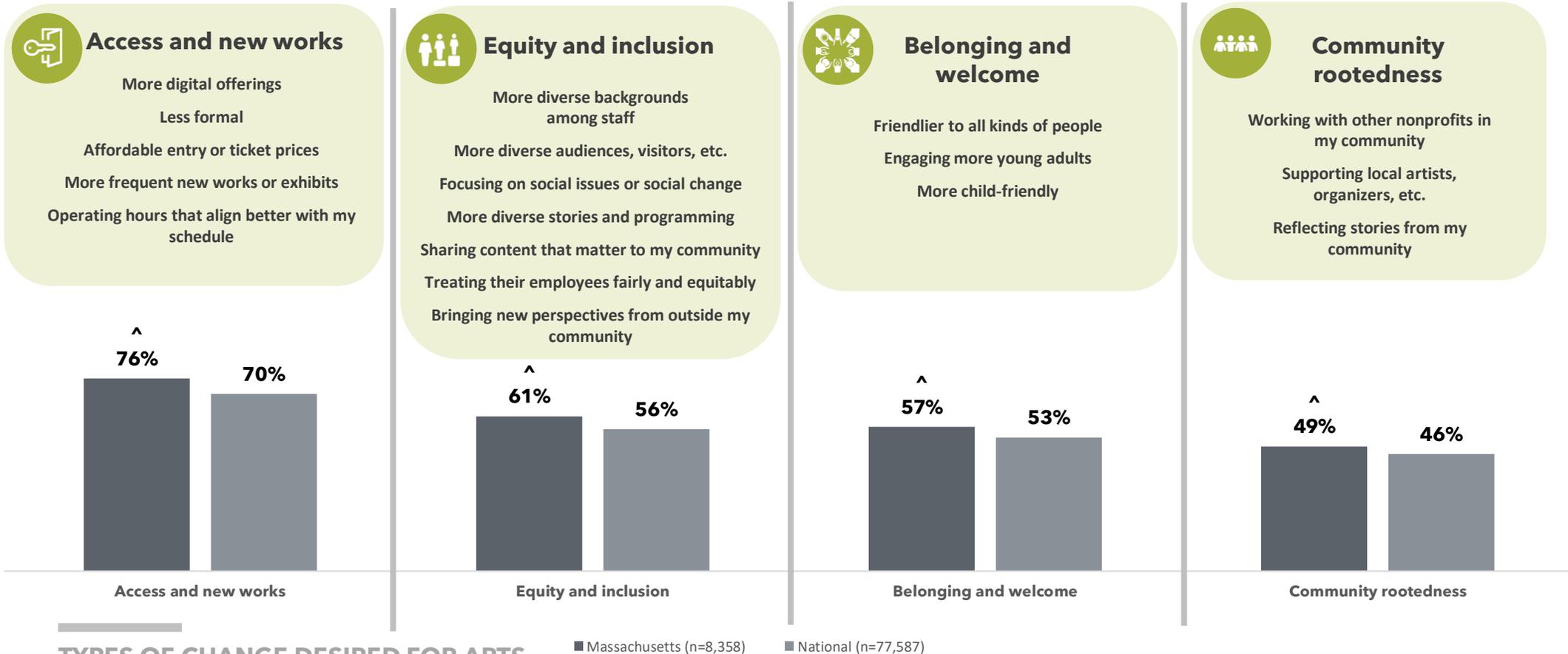


IMPORTANCE OF CO-CREATION AND COLLABORATION

Q24. Arts or culture organizations should involve their communities and collaborate with them to create programs. - How much do you personally agree or disagree with the following statements? (Top 2 Box: Those who selected "Strongly agree")

[^] indicates significant difference from one group at 95% level

Desire for change in arts and culture organizations was nearly universal in Massachusetts (92% vs 89% nationwide) with more enthusiasm for change across every metric.



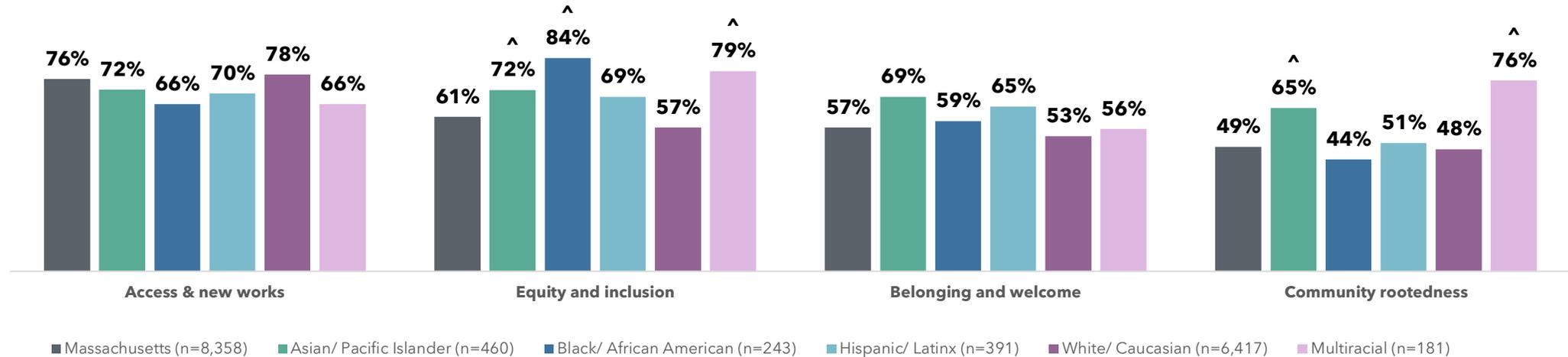
TYPES OF CHANGE DESIRED FOR ARTS & CULTURE ORGANIZATIONS

Q25. In general, would any of these types of changes make arts or culture organizations better for you in the future? Please select ALL that apply.

^ indicates significant difference from one group at 95% level

And while many in MA want to see change that provides easier access and new works, change toward equity and inclusion was most highly valued by Black or African Americans, Asian or Pacific Islander and multiracial respondents.

- Perhaps unsurprisingly, desire for any change is highest among younger MA residents (95% of Millennials and Gen Z-ers) and a bit lower for older residents (80% of the Silent Generation).

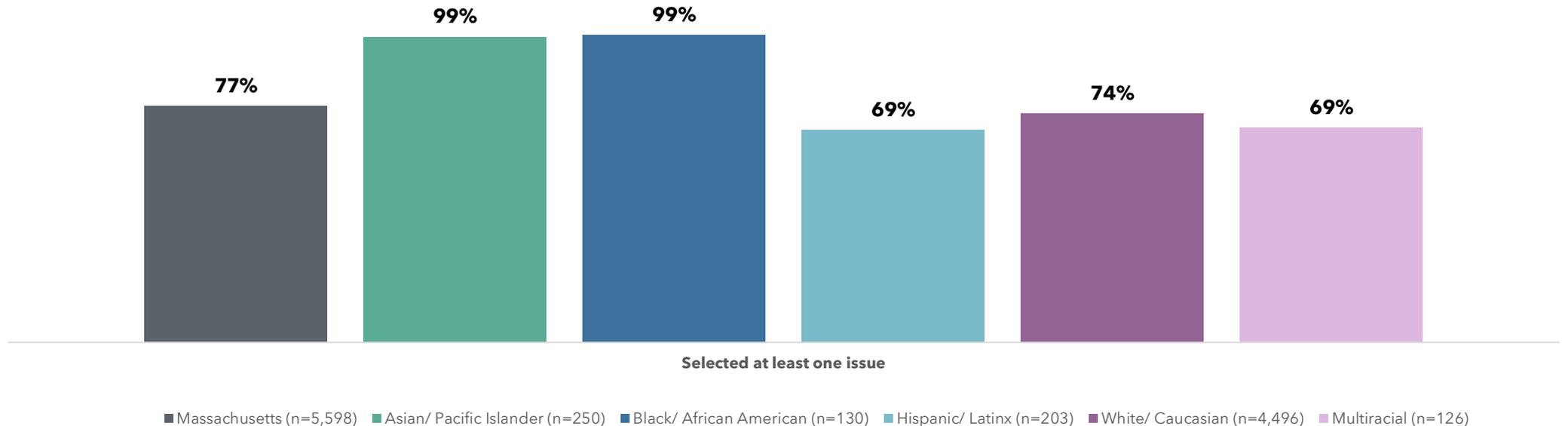


TYPES OF CHANGE DESIRED FOR ARTS & CULTURE ORGANIZATIONS

Q25. In general, would any of these types of changes make arts or culture organizations better for you in the future? Please select ALL that apply.

^ indicates significant difference from one group at 95% level

The majority of MA residents (77%) want to see arts and culture organizations step up to address social issues. Among Asian or Pacific Islanders and Black or African Americans, this desire was nearly universal (99%).

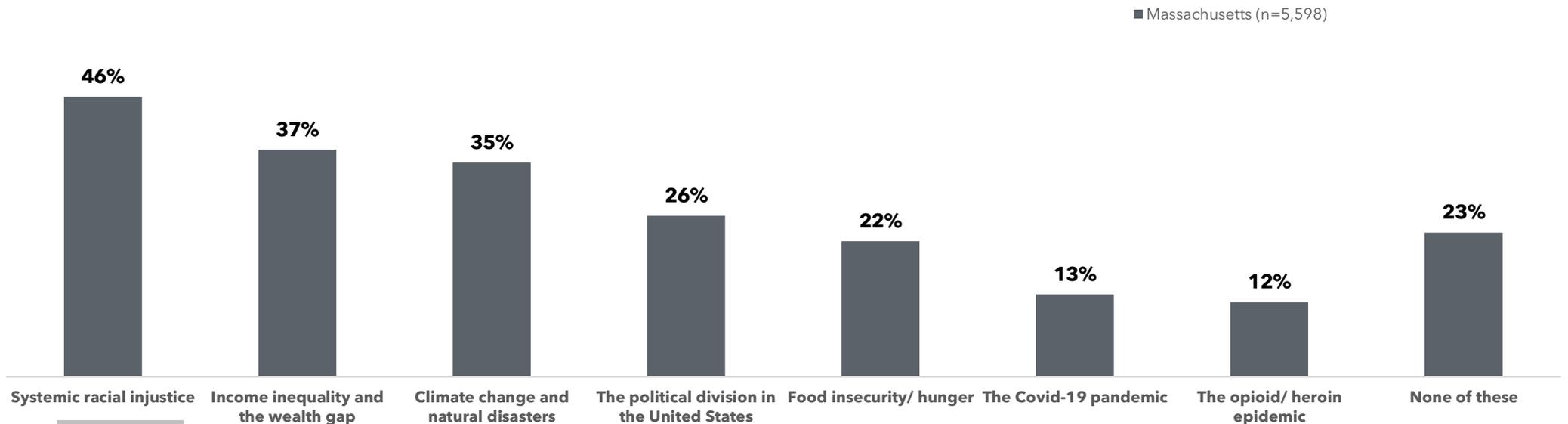


ARTS AND CULTURE ORGANIZATIONS SHOULD BE ADDRESSING SOCIAL ISSUES

Q48. Which of the following social issues (if any) do you think arts or culture organizations should address? Please select up to THREE or tell us in your own words.

More than a third of MA residents want arts and culture organizations to address systemic racial injustice, income inequality, and climate change.

- Those in Generation Z are more interested in arts and culture organizations addressing income inequality (61%) and climate change (60%) compared to MA residents overall (37% and 35%).



WHAT SOCIAL ISSUES SHOULD ARTS & CULTURE ORGANIZATIONS TAKE ON

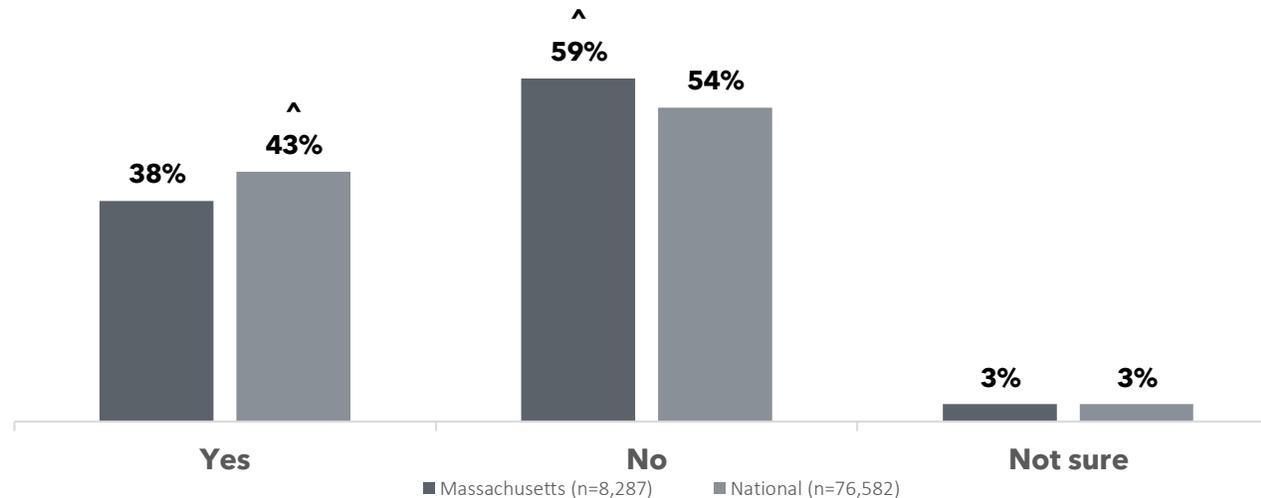
Q43. Which of the following social issues (if any) do you think arts or culture organizations should address? Please select up to THREE or tell us in your own words.

DETAILED FINDINGS

THE COVID-19 CONTEXT

While many Massachusetts residents have had Covid-19 (or have friends or family who've had the virus), rates in MA as of April 2021 were a little lower than in the country as a whole.

- Asian or Pacific Islanders in MA were much less likely to have had the virus or to have close friends or family members who have had it (19% vs 38% overall).



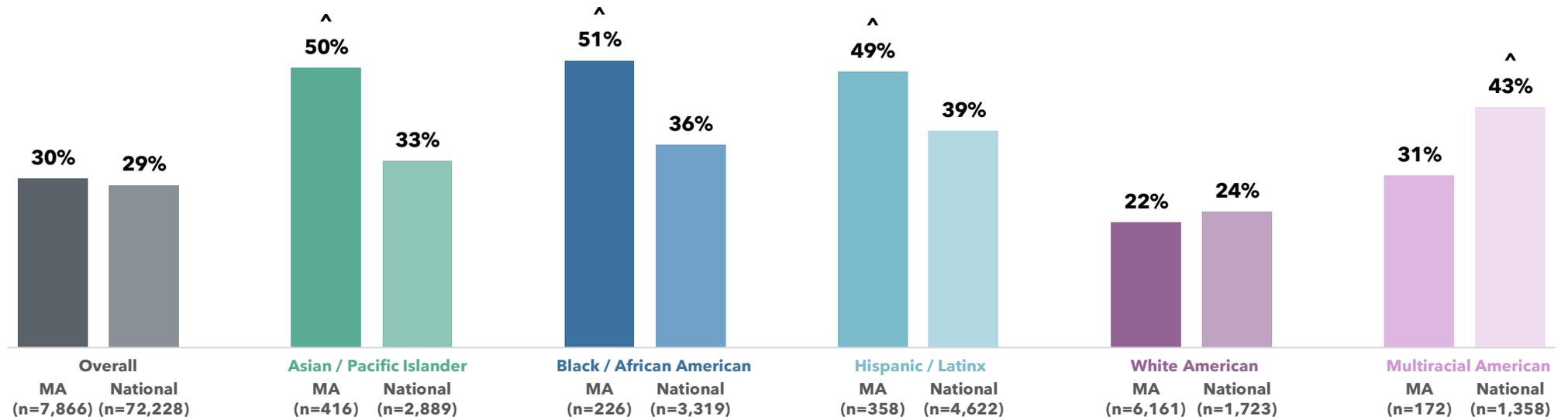
HOW MANY HAVE HAD OR KNOWN SOMEONE TO HAVE HAD Covid-19

Q31. Have you, a family member, or a close friend been sick or hospitalized due to Covid-19?

[^] indicates significant difference from one group at 95% level

Continued income losses due to Covid-19 were much worse among Black/African American, Asian/Pacific Islander, and Hispanic/Latinx residents of MA compared to other groups.

- Statewide, the differences in income loss by race and ethnicity are more extreme than nationally with Multiracial Americans as the one exception.



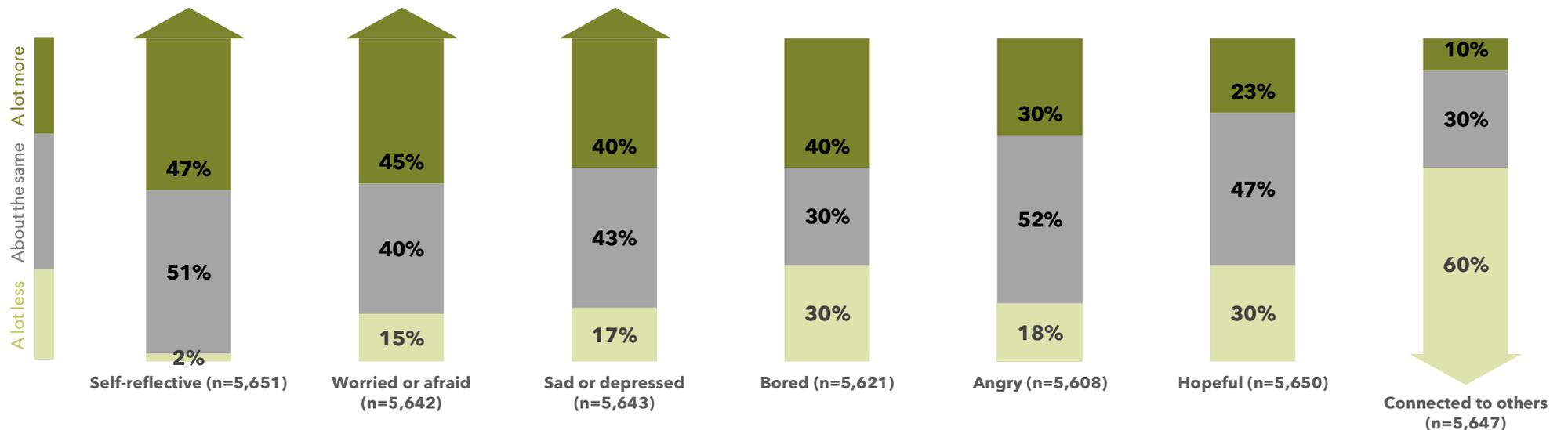
Covid-19'S DISPROPORTIONATE EFFECTS ON INCOME LOSS

Q32. Has your income changed because of Covid-19? Please check ONE. (Loss of income: Those who selected "less income" or "no income")

^ indicates significant difference from one group at 95% level

The emotional toll of the pandemic has been severe; people in MA have experienced more negative emotions like worry and depression, as well as stronger feelings of isolation and boredom, than they did before the pandemic.

- The emotional toll of the pandemic is consistent across MA and the country as a whole.

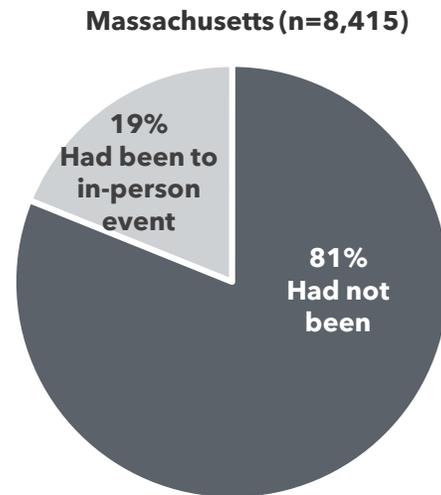


EMOTIONAL CHANGE DURING Covid-19

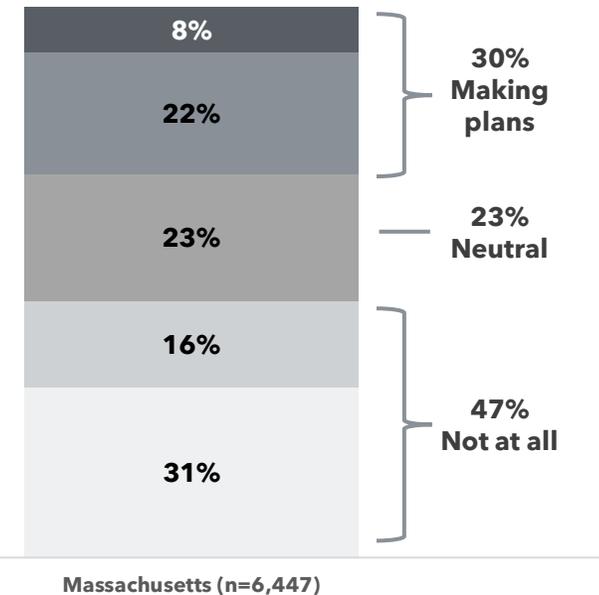
Q47. We're curious how the past year has affected your emotions. Compared to your life before the pandemic, how are you feeling these days? Please select ONE answer for each feeling. (Top 2 Box: Those that selected 'More')

In April 2021, most MA residents had not been to any in-person arts and culture events in the past 3 months—although almost a third were beginning to make plans to do so.

- Younger MA respondents were more likely to have done an arts and culture activity in person than older residents (36% of Generation Z had done something vs 23% of Millennials, 16% of Generation X, 12% of Baby Boomers, and 12% of the Silent Generation).



Of those who had not been in person yet...



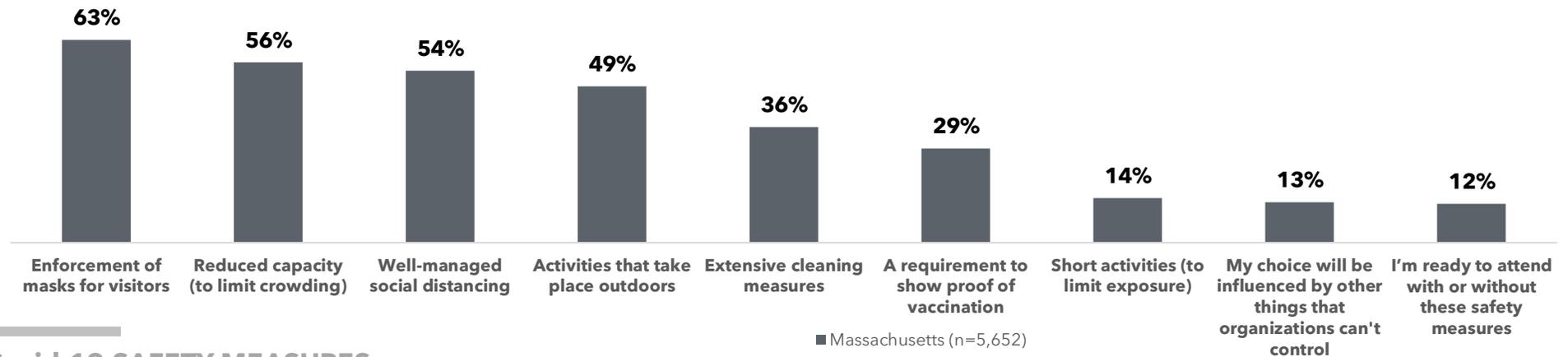
HOW MANY ARE ALREADY ATTENDING OR MAKING PLANS TO ATTEND IN PERSON

Q28. Over the last three months (during 2021) have you attended any in-person arts or culture activities?

Q29. Have you begun to make plans to attend any arts or culture activities in person?

In April 2021, most Massachusetts residents were not ready to attend in-person events without any safety measures such as enforcement of masks, reduced capacity, and social distancing.

- Virtually all Asian or Pacific Islander respondents (99.9%) said they would need at least some safety measure before they were ready to attend, despite over a quarter being fully vaccinated.
- Although younger residents had already begun returning to in-person events, they were just as likely as the rest of the state to want organizations to take safety measures.



Covid-19 SAFETY MEASURES

Q50. Which safety measures that organizations could provide would most influence your choices about attending in-person arts or culture experiences? Please select up to FIVE.

ACTIONABLE OPPORTUNITY AREAS

We've included a set of reflection questions as a tool to start discussions around activation areas in your organization.

1. Consider how you can actively support all participants in feeling welcomed into your space

Your current context

- How do you make people feel welcome in your space and programs? Are the attributes of welcome infused throughout the experiences you offer or present only at the point of entry?
- How recently have you talked to your participants, attenders, visitors, etc. about how it feels to enter and move through your space? What about non-attenders and not-yet-users? What did they have to say about feelings of welcome...or its opposite?
- Do you have clear and easy mechanisms for people to share feedback about their experiences? Is that feedback taken seriously and acted on empathetically and creatively?

What are your assets & blockers

- Are there structural supports or impediments to welcome that would be worth reexamining—for example, your location in the community, the architecture or layout of your space, or the demographics or training of your staff or volunteers?

2. Discuss how you could increase your support of social issues that matter to your community

Your current context

- Does your organization have the will to address one or more specific social issues, not just as a sideline but as part of your mission and artistic/cultural programming? What about the skills to do so? What would you need to learn and get better at?
- Are there concerns within your organization about the idea of addressing social issues or contributing to community change? What kinds of dialogue would be necessary, and which stakeholders need to be at the table?

What are your assets & blockers

- What issues or challenges matter most to your community—or rather, to specific communities in your area? What kinds of dialogue are already taking place about those issues, and what organizations are already working on them locally, nationally, or globally?
- How can you support & build on the actions of other organizations in your community?
- How have you worked with members of your community around social issues?

3. How are you continuing (or beginning) the journey of becoming an anti-racist organization

Your current context

- Is your organization currently working to become more equitable? What language do you use when talking about these imperatives? And how central are they in the organization?
- Do you have ways of knowing whether your participants/ audiences/community perceive systemic racism in your organization? Do you have mechanisms to investigate and address any experiences of racism that may occur among staff, audiences, visitors, or community members?

What are your assets & blockers

- How have you and your colleagues acknowledged the history and practices of systemic racism in your organization in the past? What about the history and practices in your art form or institutional category?
- Have you set clear goals for your journey toward equity or anti-racism, e.g., for one year, five years, ten years? Are you measuring progress consistently...and sharing that information with the community, supporters, and partners?

4. Reflect on your existing community partnerships and consider how to strengthen or extend this work

Your current context

- How is your organization collaborating with community members now?
- How often do you and your colleagues talk about co-creation with the community, and in what areas are you doing that?
- Are you honoring and reinforcing equity in your collaborations through shared decision-making, respect, and reflection of ground-level community priorities?

What are your assets & blockers

- What organizations and individuals in your community are doing great work that you'd like to support, amplify, and learn from? Are there multiple enterprises, larger or smaller than yours, that would make for a greater-than-the-sum-of-its-parts partnership? What unique capabilities would you and your organization bring to such a collaboration? What would the others bring?
- Where do the benefits of your collaborations accrue? If there's a size differential - do benefits go to the smaller organization or the larger one?

5. Consider how digital offerings could broaden and diversify participation with your organization

Your current context

- How well have your audience or participant demographics reflected the diversity of your city, community, or region? Do the demographics of your in-person attendees differ from those of your online users?
- What kinds of online programming have you provided? Do you have plans to continue to provide any/all of that going forward?

What are your assets & blockers

- How do you balance the ideal of providing free or low-cost digital experiences with the need to cover the costs and time of producing those experiences? Is digital a revenue stream for your organization? Should it be?
- Does your organization think of digital as a pipeline to in person participation? Or is online engagement a valued form of connection even if it never leads to in person participation?
- What kinds of external support—grant funding, technical assistance, etc.—would let you continue your pandemic-era online offerings in the coming years, and even innovate and expand in this area?

We'd like to thank the Barr Foundation for their generous support of this research & our *truly* expert advisory group for their time, insights, and wisdom.

The Barr Foundation Arts Program Team

- San San Wong, Alexandra Juckno, SueEllen Kroll, & Giles Li

Consulting Advisor to the Project:

- Katrina Bledsoe, PhD | Equity, Diversity, and Inclusion Expert

Advisory Group Members

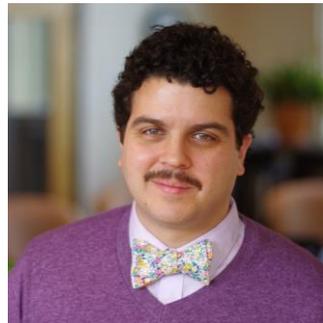
- Barbara Bacon | Americans for the Arts
- Bora Chiemruom | Lowell Telemedia Center (LTC)
- Kara Elliott-Ortega | Mayor's Office of Arts and Culture, City of Boston
- David Howse | Arts Emerson
- Margaret Keller | Community Access to the Arts (CATA)
- Emily Ruddock | Mass Creative
- Margo Saulnier | New Bedford Creative
- Anh Vu Sawyer | Southeast Asian Coalition of Massachusetts
- Siddhartha Shah | Peabody Essex Museum
- Rosario Ubiera-Minaya | Amplify Latinx

About the authors



Jennifer Benoit-Bryan, PhD
vice president & co-director of research, Slover Linett | jen@sloverlinett.com
pronouns: she/her

Jen has served as Principal Investigator on the national, mixed-methods research initiative Culture + Community: A Special Edition of Culture Track, in collaboration with LaPlaca Cohen, Yancey Consulting, and other partners and funders. Over the past seven years at Slover Linett, Jen has overseen scores of research and evaluation studies for culture and community organizations of all kinds and sizes. Jen volunteers as an advisor to IMLS on its National Museum Survey Initiative and a Learning & Leadership Council Member for Opera America. She holds a PhD in public administration and survey research methodology from the University of Illinois, Chicago. [» full bio](#)



Matthew Jenetopulos
researcher, Slover Linett | matthew@sloverlinett.com
pronouns: he/his

An experienced research manager and methodologist, Matthew has played key roles in the pandemic-era national research and strategy collaboration, Culture + Community in a Time of Transformation, focusing especially on analysis of digital engagement during the pandemic. He has recently worked with orchestral clients exploring what comes next for their online offerings after the pandemic. He holds an MBA in marketing with a certificate in business data analytics from Loyola University Chicago's Quinlan School of Business and has a Bachelor of Music in Music Management from the University of Hartford's Hartt School of Music. [» full bio](#)

About Slover Linett
hello@sloverlinett.com | [@sloverlinett](https://twitter.com/sloverlinett) on Twitter

Founded in Chicago in 1999, Slover Linett is a social research and evaluation practice for the cultural and community sector, broadly defined to include the performing and participatory arts, museums of all types, libraries, parks and public spaces, public media, science engagement, placemaking, and philanthropy. The firm's mission is to help practitioners and policymakers increase equity and access, deepen engagement, and meet human and community needs. For more information, visit sloverlinett.com/CCTT. For questions about this study or the broader Culture + Community research collaboration, please email CCTT@sloverlinett.com.