

An assessment of

Vermonters' Support for and Community Participation in
Cultural and Civic Activities

and

Impacts of Participating in the Arts on
Civic Involvement

Results of the
2004 Community Development and Education Survey of the
Annual Vermonter Poll

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Sponsored by the Vermont Arts' Council

SUMMARY OF SIGNIFICANT FINDINGS

General

- There are an estimated 497,143 people in Vermont who attend cultural activities¹.
- It also is estimated that 185,732 people in Vermont participate in cultural activities².
- More people donate money than volunteer for local organizations that provide cultural and arts activities to the community.
- The majority of Vermonters vote in local and national elections.
- About one in five serves or has served as an elected or volunteer public official.
- Vermonters on average spend more money monthly to attend cultural events than they do to participate in them.
- Vermonters who attend cultural events spend on average \$59 a month to do so. Those that attend most commonly report spending \$50.
- People who participate in cultural activities in Vermont spend on average \$45 a month to do so. The most common monthly spending reported by residents to participate was none at all.

Influence of Participation in Cultural Activities on Civic Involvement

- People that *attend* arts events and activities vote more regularly in local and national elections.
- People that *attend* cultural and arts events also serve as an elected or public official more frequently than those who do not
- People that *attend* cultural events volunteer with community cultural and arts organizations twice as often as those who don't attend cultural events.
- People that *participate* are more frequently donate to and volunteer with community cultural and arts organizations than people who don't attend cultural activities.

¹ This is 80.3% of 619,107 Census 2003 estimate of VT Population as of July 1, 2003. Using the +/- 4% margin of error, which is 76% and 84% respectively, the range would be a lower limit of 470,521 and an upper limit of 521,907 people.

² This is 30% of 619, 107, the Census 2003 estimate of VT Population as of July 1, 2003. Using the +/- 4% margin of error, which is 26% and 34% respectively, the range would include a lower limit of 160,968 and an upper limit of 210,496 people.

Significant Demographics for Participation in Cultural & Civic Activities

- The higher a persons' level of *educational attainment*, the more often they attend cultural events, participate in cultural activities, donate to community organizations that support cultural and arts programs, and serve as an elected or volunteer public official.
- *Household income level* is a significant factor in whether or not people attend cultural events, donate to community cultural/arts organizations, and if they vote regularly in local and national elections.
- People ion households with *children under 18* more frequently attend cultural/arts events and donate to community cultural and arts organizations than those without children.
- Those *without children* serve or have served more often as an elected or volunteer pubic official than those with children in their household under 18.
- People that identify living in *urban* areas more frequently attend cultural events than people who live in suburban or rural areas.
- Both *urban and rural* Vermont residents donate more to organizations that support the arts than those who identify living in *suburban* areas.
- There was no significant relationship between *gender* and any of these questions.

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Introduction

National reports are showing that a strong base of cultural activity can be an anchor for community development and a draw for creative workers and businesses (CEC,2004). Vermont's heritage, arts, and culture have long been cornerstones of the state economy and foundations for the "Vermont brand" that is so essential to the state's tourism, manufacturing, and agricultural sectors (CEC,2004). This research provides quantitative data about the cultural life of Vermont residents and some of the impacts it has on the civic and economic activity across the state. This report by the Center for Rural Studies at UVM is prepared for the Vermont Arts Council. It aims to provide the Council and the public at large with a better understanding of support for and community participation in cultural activities and civic participation across Vermont.

Methodology

The data used in this report were collected by the Center for Rural Studies at the University of Vermont as part of the annual "Vermont Poll." The survey was conducted between the hours of 4:00 p.m. and 9:00 p.m. beginning on February 24, 2004 and ending on March 3, 2004. The telephone polling was conducted from the University of Vermont using computer-aided telephone interviewing (CATI). The sample for the poll was drawn through random digit dialing and used all of the telephone exchanges in the state of Vermont as the sampling frame. Only Vermont residents over the age of eighteen were interviewed. The poll included questions on a variety of issues related to public policy in the State of Vermont.

There were 607 respondents to the Vermont Poll. The results based on a group of this size have a margin of error of plus or minus 4 percentage points with a confidence interval of 95 percent. This sample is sufficient to be representative statewide based on the Vermont population in 2000 according to the US Census.

The poll represents the following demographics:

- Respondents ranged from 18-96 years old and were on average 55 years of age (n=593).
- 62% had no children under age 18 living with them (n=598).
- 66% consider themselves residents of rural areas, 22% suburban, and 12% urban (n=591).
- 93% were registered voters (n=602).
- The average length of time lived in Vermont was 33 years (n=607).
- Respondents generally had a high level of educational attainment (47% with a bachelors degree or higher, 26% with some college or a technical/associates degree, and 22% with a High School Diploma/GED, n=601).
- 12% made less than \$20,000, 39% made between \$20,000 and \$34,999, 13% made between \$35,000 and \$49,999, and the remaining 36% made \$50,000 or more annually (n=607).
- 57% were woman and 43% were men (n=607) or 51% female, 49% male weighted (n=607).

Respondents were asked about their frequency and average spending to *attend cultural activities*, the frequency and average spending to *actively participate in cultural activities*, and a series of questions regarding their *community and civic involvement*. In the first two sections, respondents were asked to answer based on an average month.

Questions were asked as follows:

1. *In an average month, how often do you attend cultural activities such as concerts, movies, plays, dances, museums, art galleries, lectures, or classes?*
2. *What would you estimate is the average amount of money you spend per month to attend these types of activities?*
3. *In an average month, how often are you an active participant in cultural activities such as the performing arts, like music, theater, film, or the visual arts and crafts, like painting, pottery, wood carving?*
4. *What would you estimate is the average amount of money you spend per month to actively participate in these types of activities?*
5. *I donate money to local organizations that provide my community with cultural activities.*
6. *I volunteer my time to local organizations that provide my community with cultural activities.*
7. *I regularly vote in local elections.*
8. *I regularly vote in national elections.*
9. *I serve/have served as an elected or volunteer public official such as on a Select Board, Town Council, School Board, Planning Commission, etc.*

All had an option of don't know and refused only available to the interviewer to enter if the respondent would or could not answer the question. The questions 1 and 3 were categorical based on a scale of *daily, 2-6 times a week, once a week, 2-3 times per month, about once a month, less than once a month, never*. Questions 2 and 4 were open ended for the respondent and interviewer. Finally, questions 5 through 9 were all *yes or no* categorical variables. Questions 1 and 3 were recoded into new (yes/no) categorical variables for the bivariate analysis.

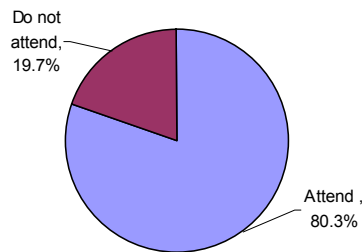
Univariate and Bivariate (cross tabulation) Statistical Analysis were conducted using the Statistical Package for the Social Sciences (SPSS software). Relationships were tested for significance using the Chi Square test and measures of central tendency were reported when appropriate. The data set was weighted by gender. Figures, tables, and charts were made in Microsoft Excel and Word.

Univariate Analysis: Question results by Frequency

Attendance and spending at cultural activities

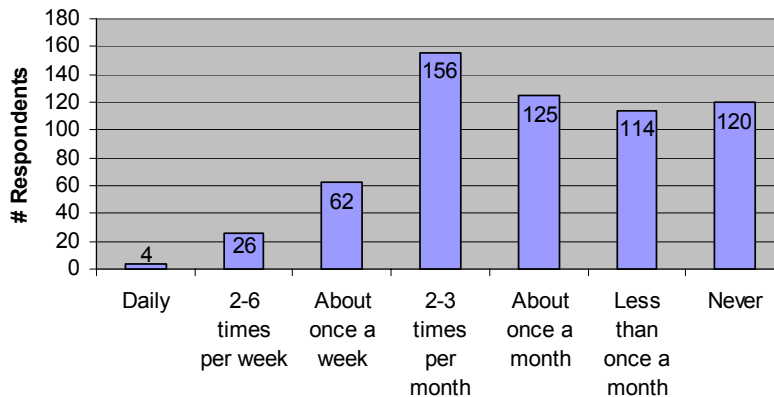
- Of the 607 people surveyed, 80.3% (487) reported attending cultural activities.

Figure 1. Attend or not attend cultural activities (n= 607)



- Those that did attend tended to do so fairly frequently. Almost two thirds of respondents, 61.7% (373) reported attending cultural at least once a month. The remaining respondents were split between attending less than once a month and never attending cultural events at all (18.7% and 19.7% respectively). (n= 607)

Figure 2. Reported frequency of attending cultural activities.

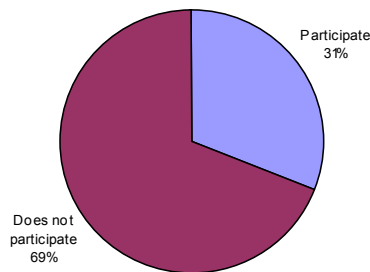


- The 61.7% of people that attend cultural activities each spend an average of \$59 per month to attend these activities. The amounts ranged from spending no money to spending \$600 a month. The median was \$40 and the most commonly reported monthly spending on these cultural activities was \$50.
- 29.1% (121) of those that attend cultural events spent more than the average.

Active participation in and spending for cultural activities

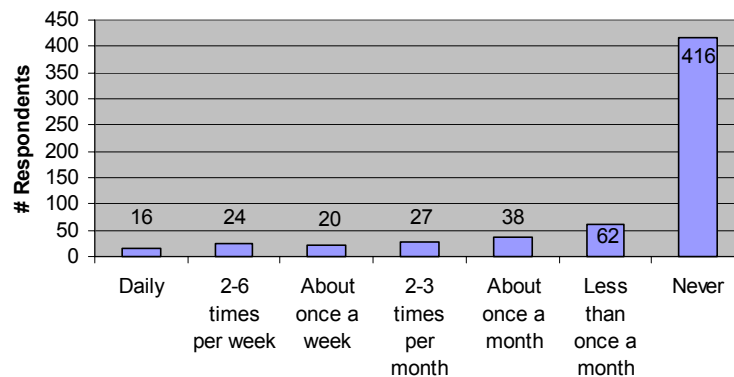
- Of the 604 persons surveyed, only 30% (187) reported participating in cultural activities at all.

Figure 3. Participate or do not participate in cultural activities



- Less than a quarter, 21.7%, of respondents reported actively participating in cultural activities once a month or more. The majority, 69%, reported they never participate in these events or activities. (n=603)

Figure 4. Reported frequency of participating in cultural activities



- The 416 Vermonters that reported participating at some level estimated they spend an average of \$45 per month to engage in these activities. The average amount spent per month to be involved in cultural programs or events like these ranged from none to \$500. However, the median was \$20 and the most common response was no money at all. (n=416)
- 32.5% of people (50) that participate in cultural activities spent more than the average.

Community/ Civic involvement

- Support for local organizations that provide cultural activities to the community:

Figure 5. Donate Money
(n=601)

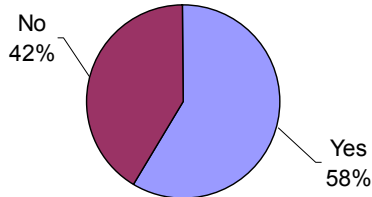
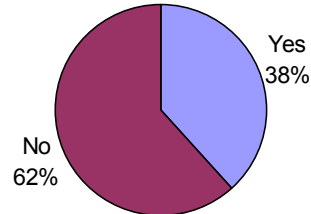


Figure 6. Volunteer Time
(n=601)



- Vote regularly:

Figure 7. Local Elections
(n=607)

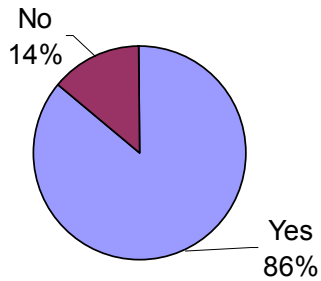
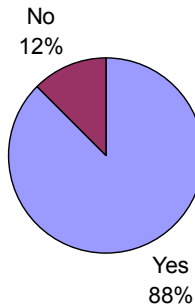
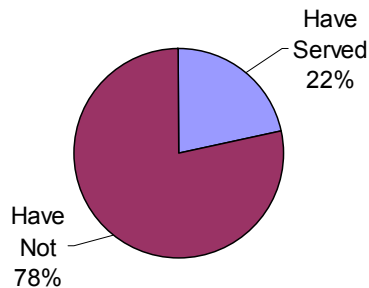


Figure 8. National Elections
(n=607)



- Serve/have served as an elected or volunteer public official such as on a Select Board, Town Council, School Board, Planning Commission, etc. (n=607)

Figure 9. Service as elected or volunteer public official



Bivariate Analysis: Selected Participation & Demographics

Figure 10: Significance ***= p<.01, **= p<.05, *=p<.1, ns= not significant

	Participation in Arts				Civic Involvement		
	Attend Arts	Participate in Arts	Donate to Arts	Volunteer in Arts	Vote Locally	Vote Nationally	Serve Public
<i>Attend Arts Activities</i>			***	***	***	**	**
<i>Participate in Arts Activities</i>			**	***	Ns	ns	***
Income	***	ns	***	ns	***	***	ns
Education	***	***	***	***	***	***	***
Gender	ns	ns	ns	ns	Ns	ns	ns
Children u18	***	ns	*	ns	Ns	ns	*
Rural	*	ns	**	ns	Ns	ns	ns

Impacts of attending (and participating in) cultural activities on various indicators of civic involvement

- People that *attend* arts events and activities also vote regularly in local elections ($\chi^2 = 6.4$, $p = .01$).

87.9% of people that attend arts activities and events reported regularly voting in local elections compared to only 79.6% of people that do not attend arts events.

Figure 11: Regularly vote in local elections by attendance at arts/cultural events, $p < .01$ ***

	Attend Events	Do not attend	Total Population
Vote regularly	87.9% (429)	79.0% (94)	86.2% (523)
Do not vote regularly	12.1% (59)	21.0% (25)	13.8% (84)
Total	100% (488)	100% (119)	100% (607)

- People that *attend* arts/ cultural events also vote regularly in national elections ($\chi^2 = 4.9$, $p = .03$).

89.1% of respondents that attend arts and cultural activities regularly vote in national elections compared to only 81.7% of persons who never attend these activities or events.

Figure 12: Regularly vote in national elections by attendance at arts events, $p < .05$ **

	Attend Events	Do not attend	Total Population
Vote regularly	89.1% (434)	81.7% (98)	87.6% (532)
Do not vote regularly	10.9% (53)	18.3% (22)	12.4% (75)
Total	100% (487)	100% (120)	100% (607)

- When it comes to serving as an elected or volunteer public official, persons who *attend* arts events serve more than those who do not attend these types of events ($x^2= 4.7$, $p=.03$).

23.4% of people that *attend* arts and/or cultural activities reported serving or have served as an elected or volunteer public official at some time compared to only 14.3% of those who do not attend these types of activities.

Figure 13: Served as elected or volunteer public official by attendance at arts events, $p<.05^{**}$

	Attend events	Do not attend	Total Population
Have Served as public official	23.4% (114)	14.3% (17)	21.6% (131)
Never served as public official	76.6 (373)	85.7% (102)	78.4% (475)
Total	100% (487)	100% (119)	100% (606)

- People who *participate* in arts or cultural activities serve more as an elected or volunteer public officials than those that don't ($x^2= 11.3$, $p=.00$).

Close to 30% of those who participate in art or cultural activities of some kind reported having served as an elected or volunteer public official at some time. This is compared to only 17.8% of those who never participate in the arts.

Figure 14: Served as elected or volunteer public official by participation in the arts, $p<.01^{***}$

	Participate	Do not participate	Total Population
Have Served as public official	29.9% (56)	17.8% (74)	21.6% (131)
Never served as public official	70.1 (131)	82.2% (342)	78.4% (473)
Total	100% (187)	100% (416)	100% (603)

Impacts of attendance at and participation in cultural activities on donating money to and volunteering time for community cultural groups

- Those who *attend* arts and cultural events donate more money to community organizations that provide cultural opportunities than those persons who do not attend such activities ($\chi^2=25.9$, $p=.00$).

More than half (63.5%) of people that reported attending arts and cultural activities also donate money to community arts and/ or cultural groups. The opposite is also true in that the majority (62.2%) of respondents that don't attend cultural events do not donate either.

Figure 15: Donating money to local organizations by attendance at Activities, $p<.01$ ***

	Attend Events	Do not attend	Total Population
Donate	63.5% (306)	37.8% (45)	58.4% (351)
Do not donate	36.5% (176)	62.2% (74)	41.6% (250)
Total	100% (482)	100% (119)	100% (601)

- People that *participate* in cultural or arts activities donate to organizations that sponsor or provide them than those who do not participate in such activities ($\chi^2= 4.0$, $p=.05$).

64.3% of people that participate in cultural activities also donate to community groups that support the arts and culture compared to only 55.6% of people who do not participate in these activities.

Figure 16: Donating money to local organizations by participation in Activities, $p<.05$ **

	Participate in Arts	Do not participate	Total Population
Donate	64.3% (119)	55.6% (229)	58.3% (348)
Do not donate	35.7% (66)	44.4% (183)	41.7% (249)
Total	100% (185)	100% (412)	100% (597)

- People that attend cultural or arts events are twice as likely to volunteer at organizations who sponsor or support these activities compared to people who do not attend cultural or arts events ($\chi^2= 19.2$, $p=.00$).

42.4% of people that attend cultural events also report volunteering for organizations that provide cultural activities/events for the community. Only 20.5% of persons who do not report attending cultural events report volunteering for these types of groups.

Figure 17: Volunteering at organizations that support cultural activities by attendance at such events, $p<.01$ ***

	Attend cultural events	Do not attend cultural events	Total Population
Volunteer	42.4% (205)	20.5% (24)	38.2% (229)
Do not volunteer	57.6% (278)	79.5% (93)	61.8% (371)
Total	100% (483)	100% (117)	100% (600)

- People that participate in cultural activities volunteer more for community organizations or groups that support these activities ($\chi^2= 22.9$, $p=.00$).

More than half (52.2%) of people that participate in cultural activities also volunteer for organizations that support or offer these activities and events. Interestingly, close to a third of people who do not participate do choose to volunteer for these types of organizations as well.

Figure 18: Volunteering at organizations that support cultural activities by participation at such events, $p<.01^{***}$

	Participate in cultural activities	Do not participate in cultural activities	Total Population
Volunteer	52.2% (97)	31.6% (130)	38.0% (227)
Do not volunteer	47.8% (89)	68.4% (281)	62.0% (370)
Total	100% (186)	100% (411)	100% (597)

Significant Findings by Demographics

Questions were analyzed by several demographics for significance. These included educational attainment, household income, having children under 18 in the household, type of community (rural, suburban, urban), and gender.

Education

- Increasing levels of education are associated with
 - *Attendance at cultural events* (62.6% with a High School degree or less, 78.7% with Some college to Associates degree, 89.8% with a Bachelors Degree, and 93.7% with a Post graduate or professional degree).
 - *Participation in cultural events*. In fact, those with a Post graduate or professional degree are twice as likely to participate in cultural events as those with a High School degree or less education (20% with a High School degree or less, 30.2% with Some college to Associates degree, 33.8% with a Bachelors Degree, and 41.3% with a Post graduate or professional degree).
 - *Donations to community organizations* that support cultural activities and events. Those with a Post graduate or professional degree are again twice as likely to donate as those with a High School degree or less education (39.9% with a High School degree or less, 52.6% with Some college to Associates degree, 66.5% with a Bachelors Degree, and 80.2% with a Post graduate or professional degree).
 - *Service as an elected or volunteer official*. Those with a Post graduate degree are three times as likely as those with a High School degree or less education (10.4% with a High School degree or less, 20.5% with Some college to Associates degree, 25.6% with a Bachelors Degree, and 32.5% with a Post graduate or professional degree).
- Vermonters with a *Post graduate degree or Professional degree* and *Some college to an Associates Degree* volunteer more for organizations that support community cultural activities than those with an educational attainment of a *High School degree or less* and those with a *Bachelors Degree*.
- Those with a Bachelors degree or higher educational vote more in local and national elections than those with Some college or an Associates Degree or less education.

Income

- Those with an annual household income greater than \$20,000 attend cultural activities and events more than those with less than \$20,000.
- Households with annual incomes between \$50,000 and 64,999 donate more money to organizations that support community cultural activities and events than those making more and less than this bracket.

- Households making more than \$50,000 annually vote more regularly in local and national elections than those with lower incomes.

Children Under 18

- 87.8% of Vermont households with children under 18 present *attended* cultural events while only 75.9% of those without children reported attending these events.
- 63.4% of households with children under 18 reported *donating to organizations* that support community cultural events while only 55.5% of household without children reported donating to these organizations.
- However, only 17.9% of households with children under 18 reported having someone *serve as an elected or volunteer public official* while 24.1% of those without children reported this type of service.

Rural, Suburban, or Urban community

- The more urban the area people live, the more they attend cultural events. Just over 75% of Vermonters in rural areas, 84% of those in suburban communities, and 89% in urban areas report attending these types of events.
- People in urban areas donate most frequently (71%) to organizations that support community cultural and arts activities followed by those that live in rural areas (59%).
- Vermonters in suburban communities donate least frequently (52%).

Gender

- Gender was not a significant indicator for any of the participation in cultural activities or civic involvement questions.

For more detailed results and figures for significant demographics by question, please see the appendices.

Appendix

Characteristics/ Profile of those who Attend Events:

Figure A1. Attend by Income*** (Significance p= .000, $\chi^2=55.3$)

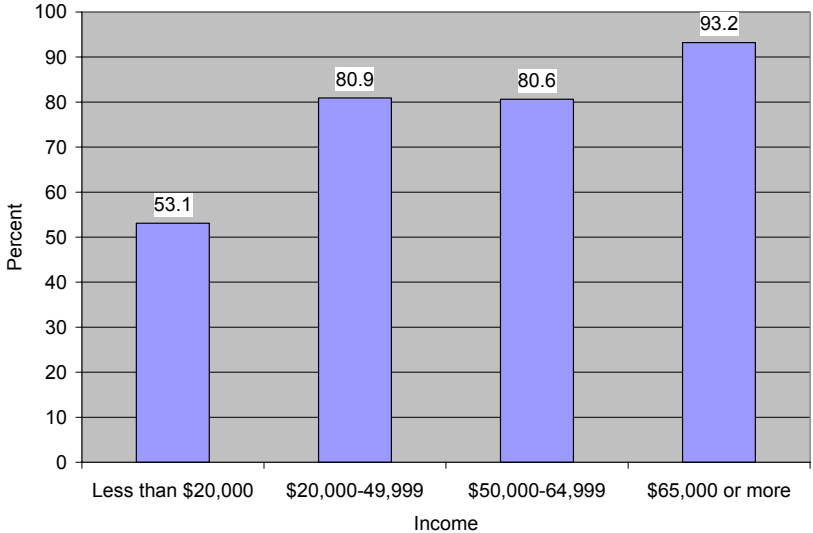


Figure A2: Attend by Rural, Suburban, and Urban* (Significance, p=.089, $\chi^2=4.8$)

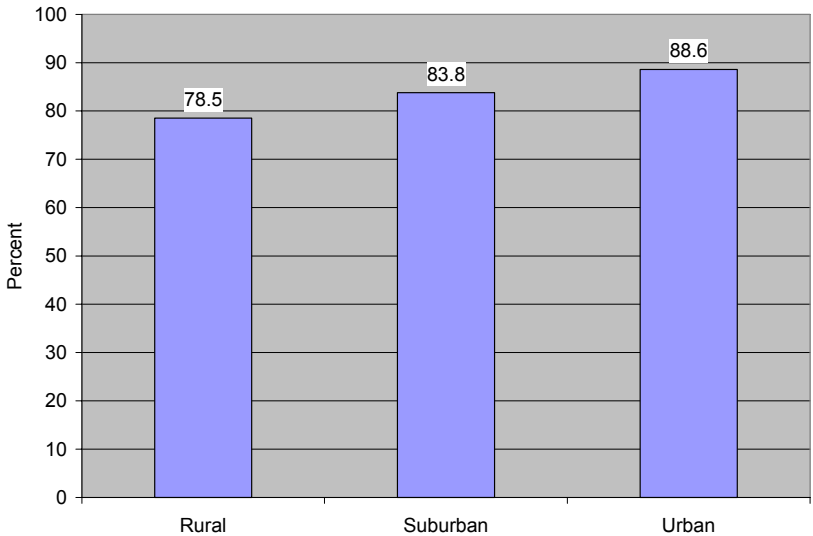
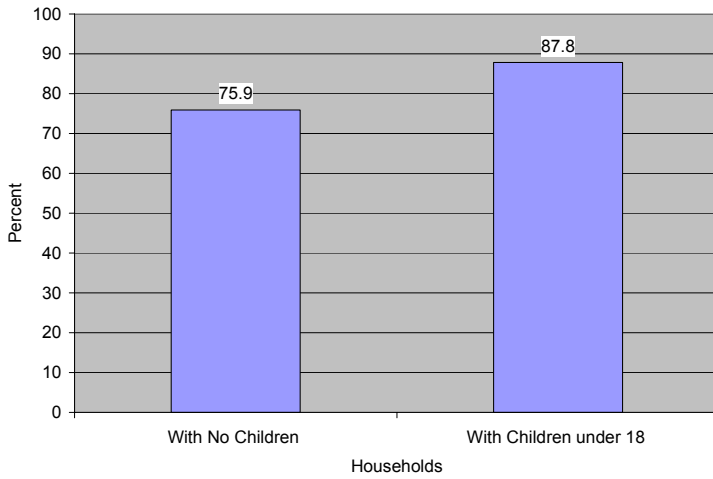
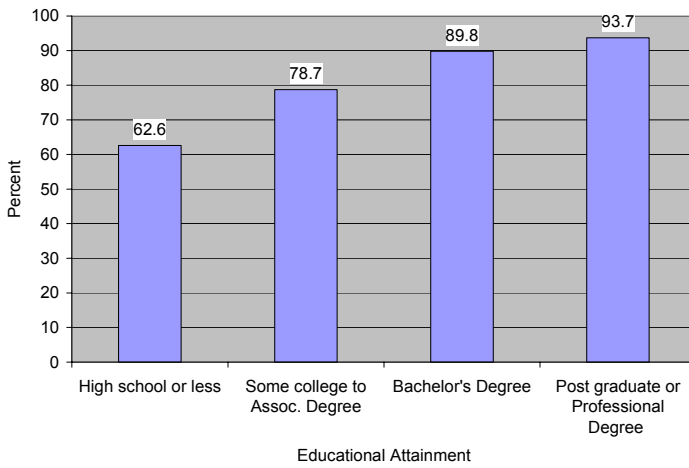


Figure A3: Attend by Children under 18*** (Significance, $p=.000$, $\chi^2=12.7$)

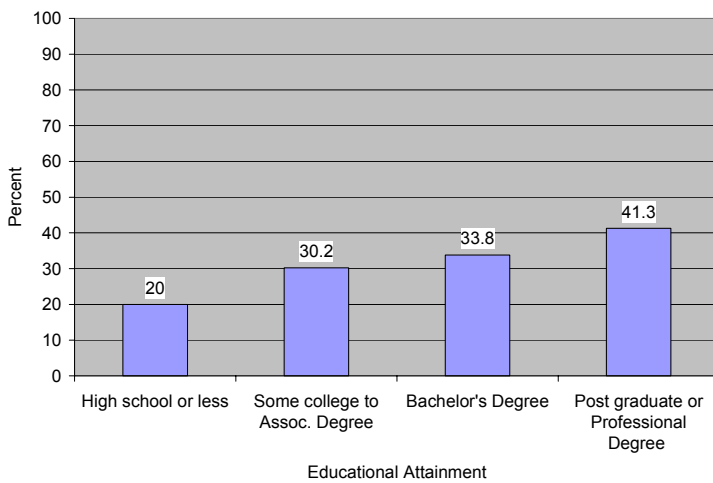


FigureA4: Attend by Education*** (Significance $p= .000$, $\chi^2=55.9$)



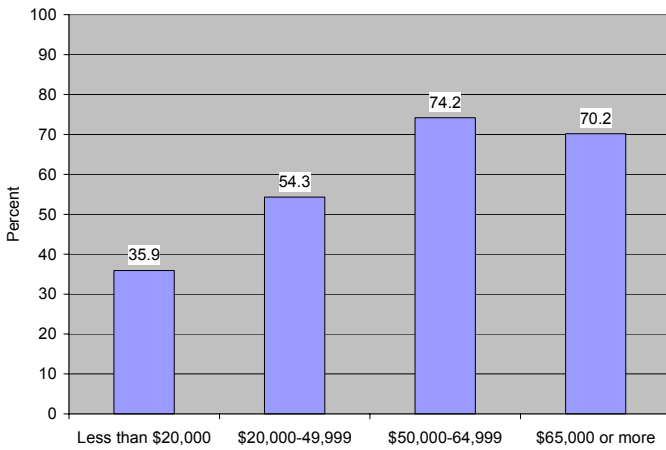
Significant Characteristics of those that Participate

Figure A5: Participate by Education*** (Significance $p= .001$, $\chi^2=15.8$)



Significant Characteristics of those that donate money

FigureA6: Donate by Income*** (Significance p= .000, $\chi^2=32.1$)



FigureA7: Donate by Education*** (Significance p= .000, $\chi^2=53.9$)

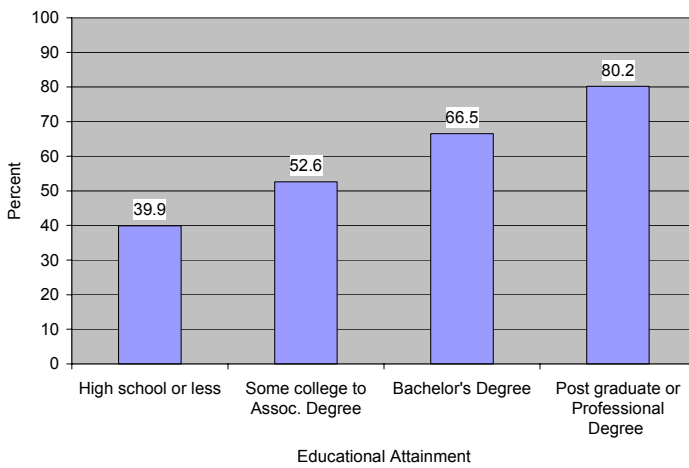


Figure A8: Donate by Rural, Suburban, Urban** (Significance p= .029, $\chi^2=7.1$)

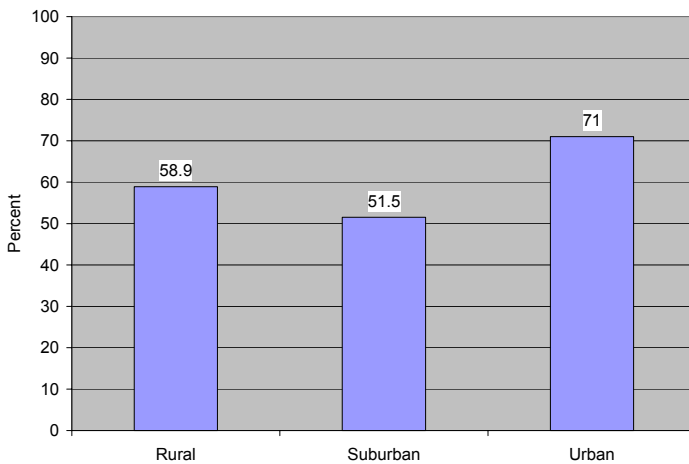
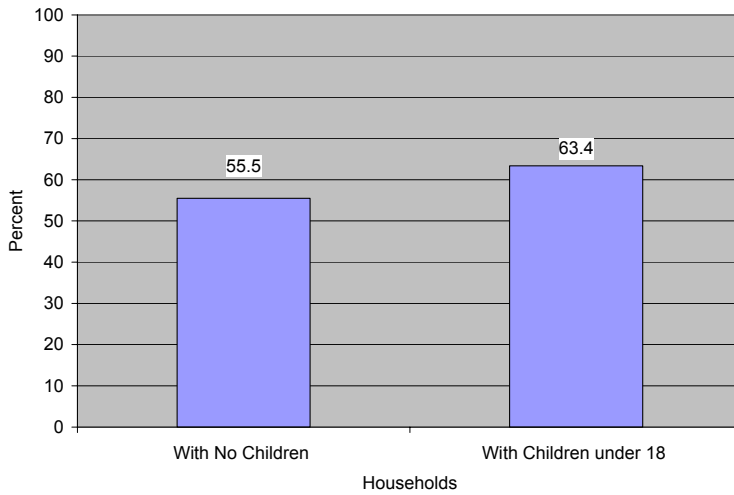
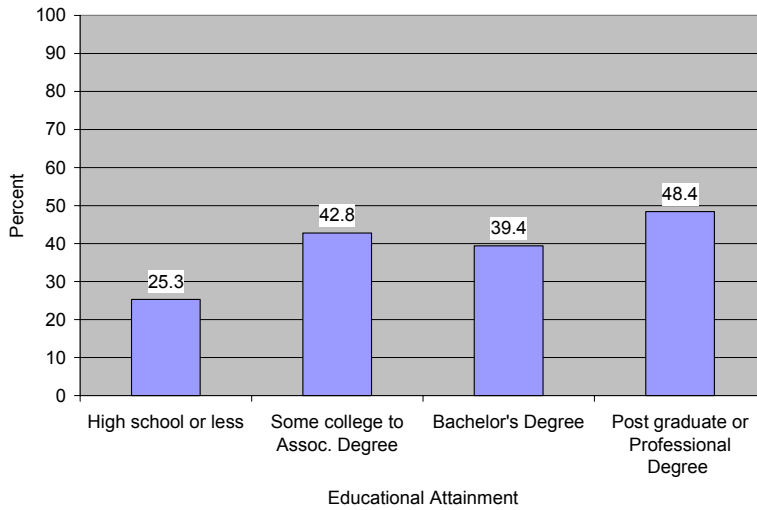


Figure A9: Donate by Kids* (Significance $p = .055$, $\chi^2 = 3.7$)



Significant Characteristics of People that Volunteer

Figure A10: Volunteer by Education*** (Significance $p = .000$, $\chi^2 = 18.4$)



Vote in Local and National Elections

Figure A11: Vote Local by Income*** (Significance $p = .009$, $\chi^2 = 11.7$)

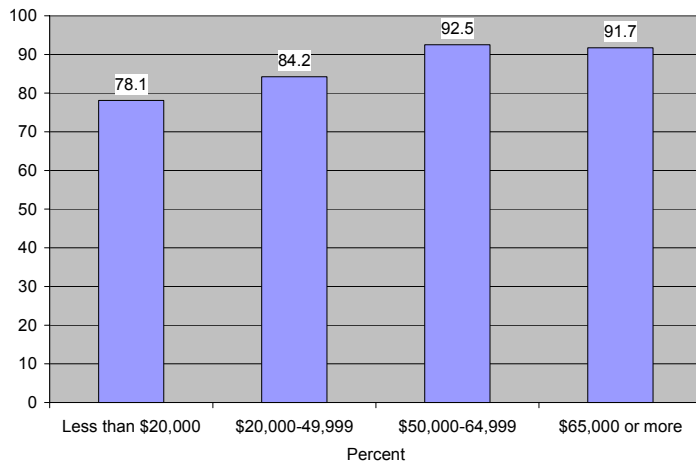


Figure A12: Vote Local by Education*** (Significance $p = .000$, $\chi^2 = 21.1$)

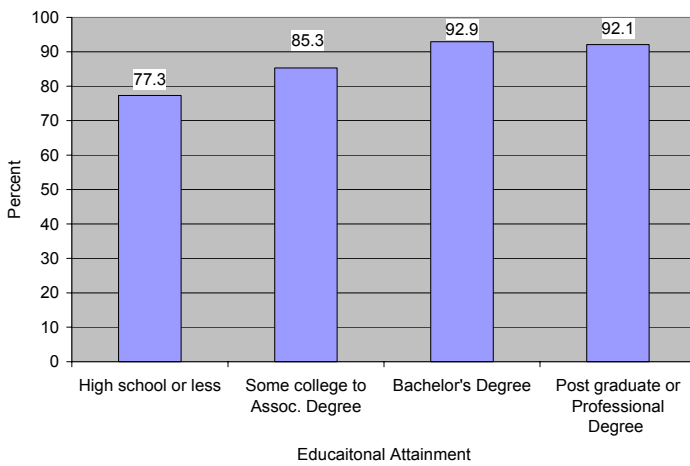


Figure A13: Vote National by Income*** (Significance $p = .000$, $\chi^2 = 17.9$)

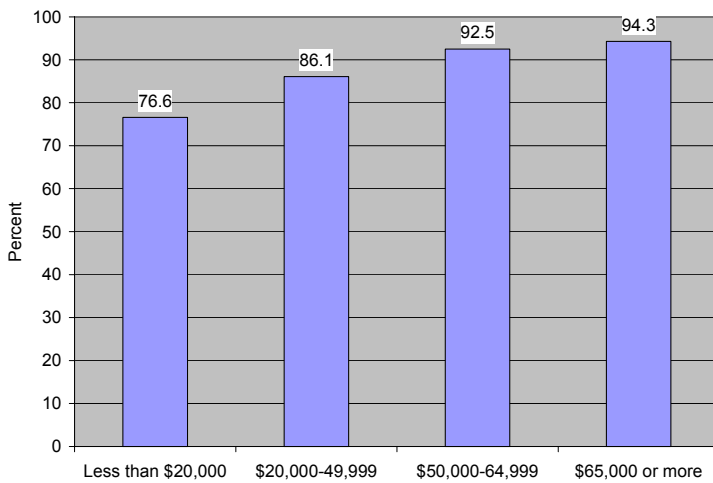
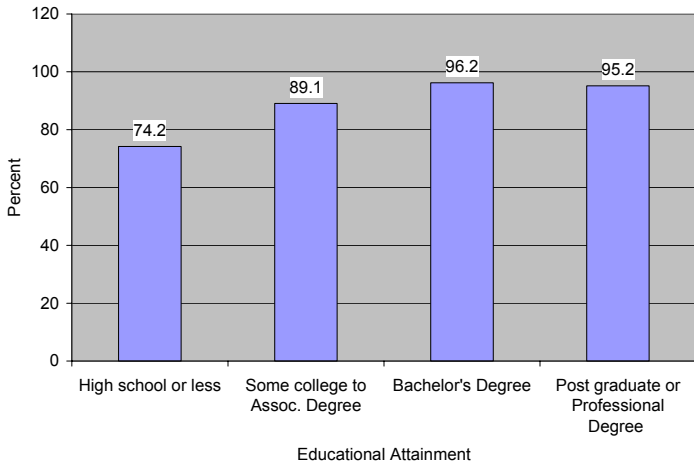


Figure A14: Vote Nationally by Education*** (Significance $p = .000$, $\chi^2 = 46.1$)



Served as elected official

Figure A15: Serve by Education*** (Significance $p = .000$, $\chi^2 = 22.5$)

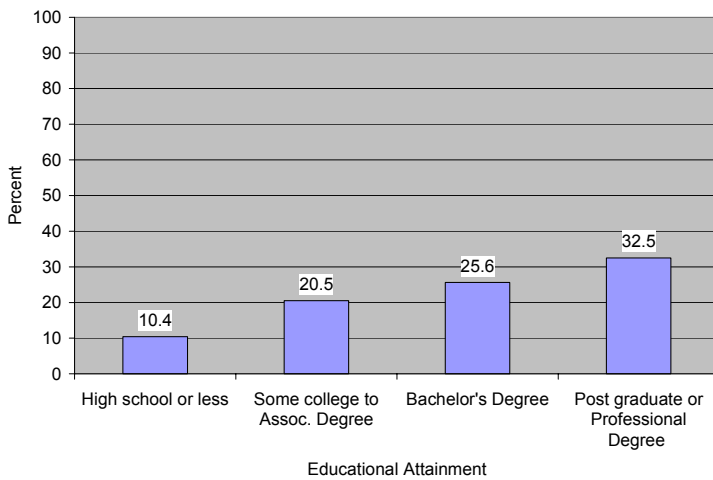
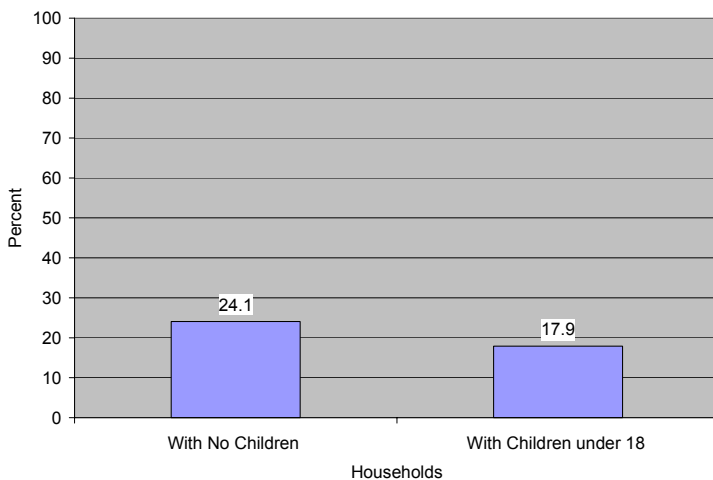


Figure A16 : Serve by Kids in Household* (Significance $p = .073$, $\chi^2 = 3.2$)



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