



# ARTS &

The Economic Impact of Nonprofit  
Arts and Culture Organizations  
and Their Audiences

# ECONOMIC PROSPERITY IV

NATIONAL STATISTICAL REPORT



# The Arts Mean Business

BY AMERICANS FOR THE ARTS PRESIDENT & CEO ROBERT L. LYNCH

America's artists and arts organizations live and work in every community coast-to-coast—fueling creativity, beautifying our cities, and improving our quality of life. In my travels across the country, business and government leaders often talk to me about the challenges of funding the arts amid shrinking resources and alongside other pressing needs. They worry about jobs and the economy. Is their region a magnet for attracting and retaining a skilled and innovative workforce? How well are they competing in the high-stakes race to attract new businesses? The findings from *Arts & Economic Prosperity IV* send a clear and welcome message: leaders who care about community and economic vitality can feel good about choosing to invest in the arts.

*Arts & Economic Prosperity IV* is our fourth study of the nonprofit arts and culture industry's impact on the economy. The most comprehensive study of its kind ever conducted, it features customized findings on 182 study regions representing all 50 states and the District of Columbia as well as estimates of economic impact nationally. Despite the economic headwinds that our country faced in 2010, the results are impressive. Nationally, the industry generated \$135.2 billion of economic activity—\$61.1 billion by the nation's nonprofit arts and culture organizations in addition to \$74.1 billion in event-related expenditures by their audiences. This economic activity supports 4.1 million full-time jobs. Our industry also generates \$22.3 billion in revenue to local, state, and federal governments every year—a yield well beyond their collective \$4 billion in arts allocations.

Arts and culture organizations are resilient and entrepreneurial businesses. They employ people locally, purchase goods and services from within the community, and market and promote their regions. Arts organizations are rooted locally; these are jobs that cannot be shipped overseas. Like most industries, the Great Recession left a measurable financial impact on the arts—erasing the gains made during the pre-recession years and leaving 2010 expenditures 3 percent behind the 2005 levels. The biggest effect of the recession was on attendance and audience spending. Inevitably, as people lost jobs and worried about losing their homes, arts attendance—like attendance to sports events and leisure travel—waned as well. Yet, even in a down economy, some communities saw an increase in their arts spending and employment. As the economy rebounds, the arts are well poised for growth. They are already producing new and exciting work—performances and exhibitions and festivals that entertain, inspire, and increasingly draw audiences.

*Arts & Economic Prosperity IV* shows that arts and culture organizations leverage additional event-related spending by their audiences that pumps revenue into the local economy. When patrons attend an arts event, they may pay for parking, eat dinner at a restaurant, shop in local retail stores, and have dessert on the way home. Based on the 151,802 audience surveys conducted for this study, the typical arts attendee spends \$24.60 per person, per event, beyond the cost of admission.

Communities that draw cultural tourists experience an additional boost of economic activity. Tourism industry research has repeatedly demonstrated that arts tourists stay longer and spend more than the average traveler. *Arts & Economic Prosperity IV* reflects those findings: 32 percent of attendees live outside the county in which the arts event took place, and their event-related spending is more than twice that of their local counterparts (nonlocal: \$39.96 vs. local: \$17.42). The message is clear: a vibrant arts community not only keeps residents and their discretionary spending close to home, but it also attracts visitors who spend money and help local businesses thrive.

*Arts & Economic Prosperity IV* demonstrates that America's arts industry is not only resilient in times of economic uncertainty, but is also a key component to our nation's economic recovery and future prosperity. Business and elected leaders need not feel that a choice must be made between arts funding and economic prosperity. This study proves that they can choose both. Nationally as well as locally, the arts mean business.

# Table of Contents

ECONOMIC IMPACT OF AMERICA'S  
NONPROFIT ARTS & CULTURE INDUSTRY

4

THE ARTS IN THE GREAT RECESSION

6

NONPROFIT ARTS & CULTURE ORGANIZATIONS

8

NONPROFIT ARTS & CULTURE AUDIENCES

10

ABOUT THIS STUDY

15

ABOUT LOCAL & REGIONAL STUDY PARTNERS

16

GLOSSARY

20

FREQUENTLY ASKED QUESTIONS

22

## Summary

## Details

A1

APPENDIX A  
– DETAILED RESEARCH METHODOLOGY

B1

APPENDIX B  
– DETAILED DATA TABLES

C1

APPENDIX C  
– DATA COLLECTION INSTRUMENTS



# ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY (2010)

| AREA OF IMPACT             | ORGANIZATIONS | AUDIENCES     | TOTAL          |
|----------------------------|---------------|---------------|----------------|
| TOTAL DIRECT EXPENDITURES  | \$61.12 BIL   | + \$74.08 BIL | = \$135.20 BIL |
| FULL-TIME EQUIVALENT JOBS  | 2.24 MIL      | + 1.89 MIL    | = 4.13 MIL     |
| RESIDENT HOUSEHOLD INCOME  | \$47.53 BIL   | + \$39.15 BIL | = \$86.68 BIL  |
| LOCAL GOVERNMENT REVENUE   | \$2.24 BIL    | + \$3.83 BIL  | = \$6.07 BIL   |
| STATE GOVERNMENT REVENUE   | \$2.75 BIL    | + \$3.92 BIL  | = \$6.67 BIL   |
| FEDERAL INCOME TAX REVENUE | \$5.26 BIL    | + \$4.33 BIL  | = \$9.59 BIL   |

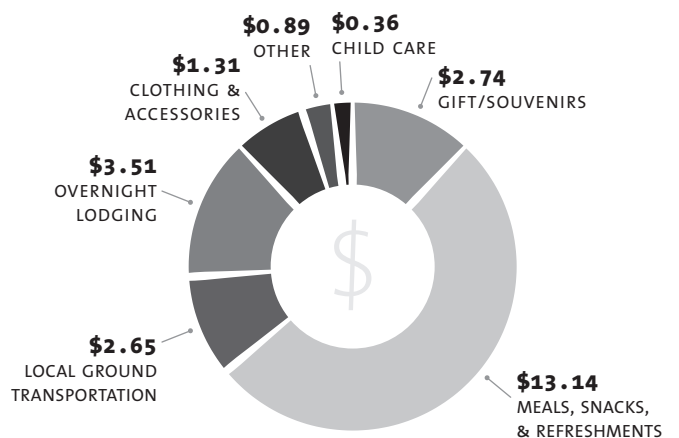
## ORGANIZATIONS

In 2010, nonprofit arts and culture organizations pumped an estimated \$61.1 billion into the economy. Nonprofit arts and culture organizations are employers, producers, consumers, and key promoters of their cities and regions. Most of all, they are valuable contributors to the business community.

## AUDIENCES

Dinner and a show go hand-in-hand. Attendance at arts events generates income for local businesses—restaurants, parking garages, hotels, retail stores. An average arts attendee spends \$24.60 per event in addition to the cost of admission. On the national level, these audiences provided \$74.1 billion of valuable revenue for local merchants and their communities. In addition, data shows nonlocal attendees spend twice as much as local attendees (\$39.96 vs. \$17.42), demonstrating that when a community attracts cultural tourists, it harnesses significant economic rewards.

AVERAGE PER PERSON AUDIENCE EXPENDITURES: \$24.60



# Economic Impact of America's Nonprofit Arts & Culture Industry

Every day, more than 100,000 nonprofit arts and culture organizations populate America's cities and towns and make their communities more desirable places to live and work. They provide inspiration and enjoyment to residents, beautify shared public spaces, and strengthen the social fabric of our communities. This study demonstrates that the nonprofit arts and culture industry is also an economic driver—an industry that supports jobs, generates government revenue, and is the cornerstone of our tourism industry.

Nonprofit arts and culture organizations pay their employees, purchase supplies, contract for services, and acquire assets from within their communities. Their audiences generate event-related spending for local merchants such as restaurants, retail stores, hotels, and parking garages. This study sends an important message to community leaders: support for the arts is an investment in economic well-being as well as quality of life.

Nationally, the nonprofit arts and culture industry generates \$135.2 billion in economic activity every year—

\$61.1 billion in spending by organizations and an additional \$74.1 billion in event-related spending by their audiences. The impact of this activity is significant; these dollars support 4.1 million U.S. jobs and generate \$22.3 billion in government revenue.

*Arts & Economic Prosperity IV* is the most comprehensive study of the nonprofit arts and culture industry ever conducted. It documents the economic impact of the nonprofit arts and culture industry in 182 communities and regions (139 cities and counties, 31 multi-county or

multi-city regions, 10 states, and two arts districts), representing all 50 states and the District of Columbia.

The diverse communities range in population from 1,600 to 4 million and from small rural to large urban. Researchers collected detailed expenditure and attendance data from 9,721 nonprofit arts and culture

## ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY (2010)

*(Combined spending by both nonprofit arts and culture organizations AND their audiences)*

|                            |             |
|----------------------------|-------------|
| TOTAL DIRECT EXPENDITURES  | \$135.2 BIL |
| FULL-TIME EQUIVALENT JOBS  | 4.13 MIL    |
| RESIDENT HOUSEHOLD INCOME  | \$86.68 BIL |
| LOCAL GOVERNMENT REVENUE   | \$6.07 BIL  |
| STATE GOVERNMENT REVENUE   | \$6.67 BIL  |
| FEDERAL INCOME TAX REVENUE | \$9.59 BIL  |



organizations and 151,802 of their attendees to measure total industry spending. Project economists from the Georgia Institute of Technology customized input-output analysis models for each study region to provide specific and reliable economic impact data. This study uses four economic measures to define economic impact: full-time equivalent jobs, resident household income, and revenue to local and state government.

- *Full-Time Equivalent (FTE) Jobs* describe the total amount of labor employed. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.
- *Resident Household Income* (often called *Personal Income*) includes salaries, wages, and entrepreneurial income paid to local residents. It is the money residents earn and use to pay for food, mortgages, and other living expenses.

- *Revenue to Local and State Government* includes revenue from taxes (income, property, or sales) as well as funds from license fees, utility fees, filing fees, and other similar sources.

The *Arts & Economic Prosperity IV* study focuses on nonprofit arts and culture organizations and their audiences, but takes an inclusive approach that accounts for the uniqueness of different localities. These include government-owned and government-operated cultural facilities and institutions, municipal arts agencies, private community arts organizations, unincorporated arts groups, living collections (such as zoos, aquariums and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a non-arts organization or facility (such as a community center or church). The study excludes spending by individual artists and the for-profit arts and entertainment sector (e.g., Broadway or the motion picture industry).

Americans for the Arts 2011 Public Art Network Year in Review selection Portland Acupuncture Project by Adam Kuby in Portland, OR



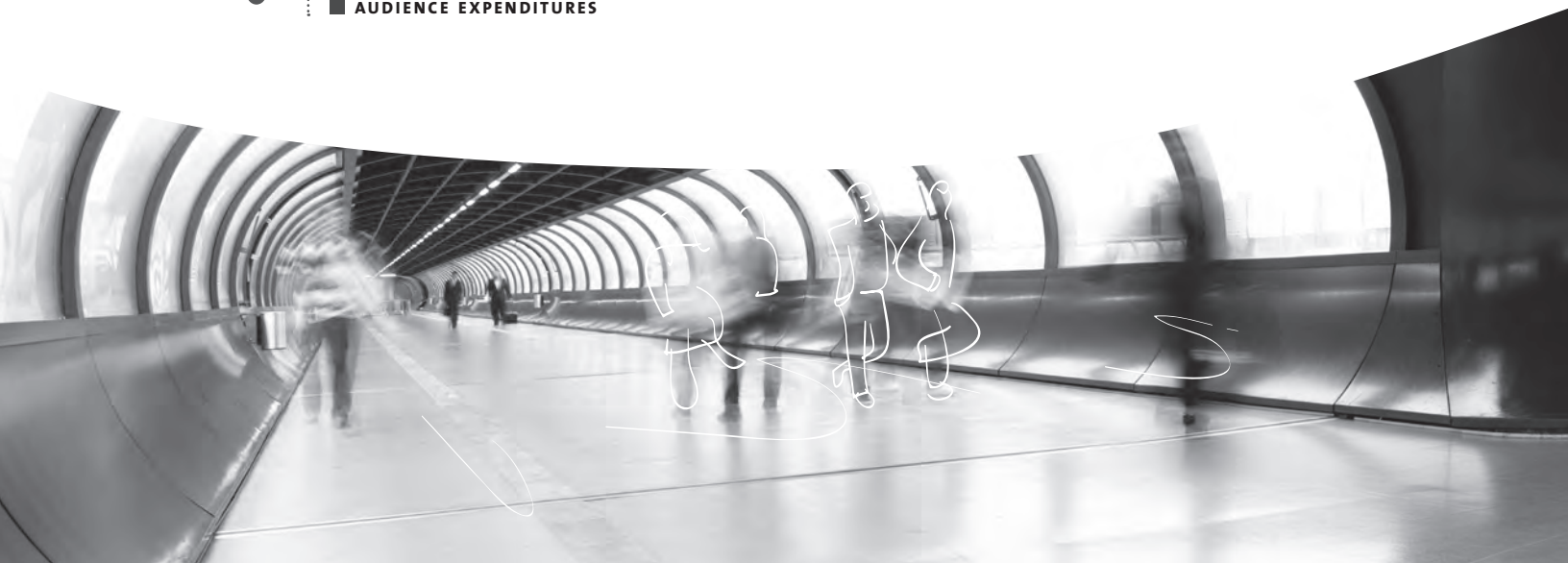
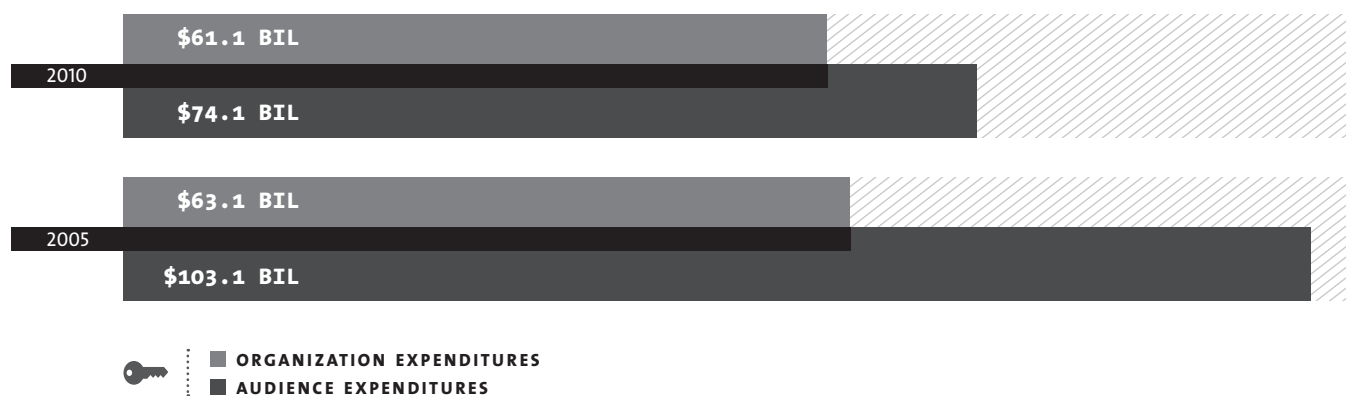
# The Arts in the Great Recession

*Arts & Economic Prosperity III* was completed in 2005, and while study-to-study comparisons should be made cautiously, it is clear that the same economic headwinds that affected all industries in 2010 also impacted the nonprofit arts. Between 2005–2010, unemployment rose from 5.1 percent to 9.7 percent. Consumer confidence dropped from 101 to 54. Home foreclosures tripled to 2.9 million. As people lost their jobs and houses, arts attendance—like tourism, attendance to sporting events, and leisure travel—declined as well.

Like most industries, the Great Recession left a measurable financial impact on the arts—erasing the gains made during the pre-recession years and leaving 2010 organizational expenditures 3 percent behind their 2005 levels. The

more noticeable decrease was in total audience spending. Both the 2010 and 2005 studies boast large and reliable survey samples. The 94,478 audience surveys collected for the 2005 study showed an average event-related expenditure of \$27.79, per person per event, not including the cost of admission. The 151,802 audience surveys conducted for this report showed an 11 percent decrease to \$24.60 (-21 percent when adjusted for inflation). Compounding that drop was a decrease in the share of nonlocal attendees. In 2005, 39 percent of attendees were nonlocal, versus 32 percent for this study. Finally, average per person spending declined for both locals (\$19.53 in 2005 vs. \$17.42 in 2010) as well as for nonlocals (\$40.19 in 2005 vs. \$39.96 on 2010). Thus, not only was there a decrease in the share of nonlocal arts attendees—both groups also spent less per person, per event.

## ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY







## Direct & Indirect Economic Impact: How a Dollar Is Represented in a Community

*Arts & Economic Prosperity IV* uses a sophisticated economic analysis called input-output analysis to measure economic impact. It is a system of mathematical equations that combines statistical methods and economic theory. Input-output analysis enables economists to track how many times a dollar is “re-spent” within the local economy, and the economic impact generated by each round of spending. How can a dollar be re-spent? Consider the following example:

A theater company purchases a gallon of paint from the local hardware store for \$20, generating the direct economic impact of the expenditure. The hardware store then uses a portion of the aforementioned \$20 to pay the sales clerk’s salary; the sales clerk re-spends some of the money for groceries; the grocery store uses some of the money to pay its cashier; the cashier then spends some for the utility bill; and so on. The subsequent rounds of spending are the indirect economic impacts.

Thus, the initial expenditure by the theater company was followed by four additional rounds of spending (by the hardware store, sales clerk, grocery store, and the cashier).

- The effect of the theater company’s initial expenditure is the direct economic impact.
- The subsequent rounds of spending are all of the indirect economic impacts.
- The total economic impact is the sum of all of the direct and indirect impacts.

**Note:** *Interestingly, a dollar “ripples” very differently through each community, which is why each study region has its own customized economic model.*



# Nonprofit Arts & Culture Organizations

Nonprofit arts and culture organizations are good business citizens. They are employers, producers, consumers, members of their Chambers of Commerce, and partners in the marketing and promotion of their cities and regions.

Spending by nonprofit arts and culture organizations nationally was estimated at \$61.1 billion in 2010. This output supports 2.2 million U.S. jobs, provides \$47.5 billion in household income, and generates \$10.2 billion in total government revenue.

## IMPACT OF NONPROFIT ARTS & CULTURE ORGANIZATIONS

*(Expenditures by organizations only)*

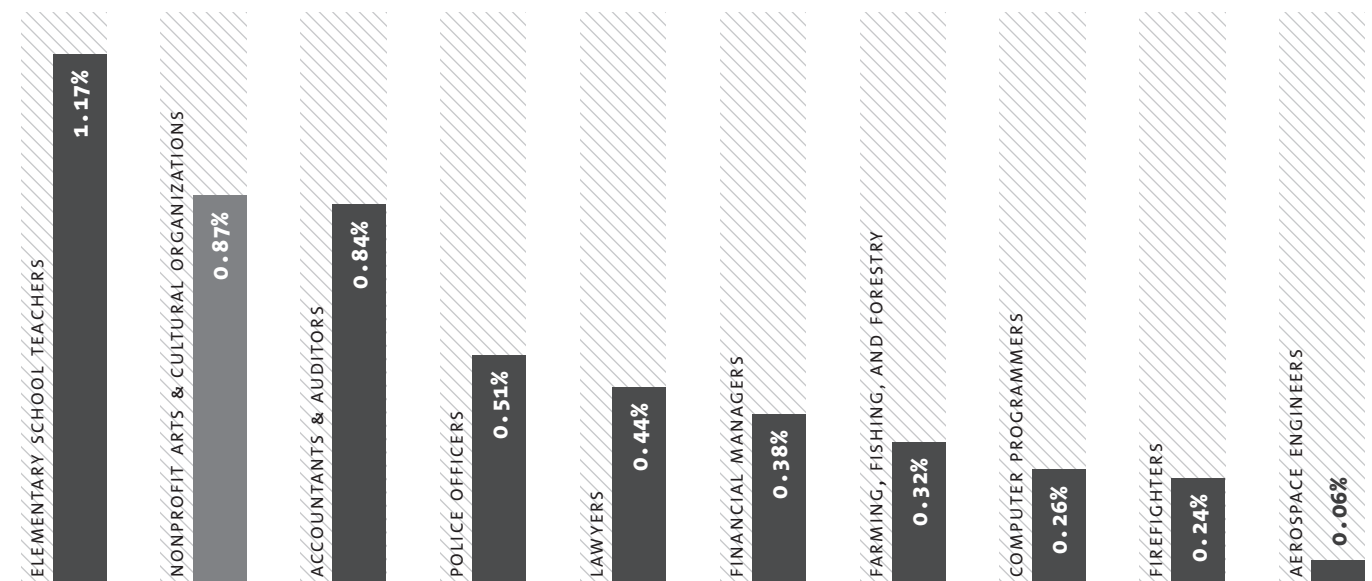
|                            |             |
|----------------------------|-------------|
| TOTAL DIRECT EXPENDITURES  | \$61.12 BIL |
| FULL-TIME EQUIVALENT JOBS  | 2.24 MIL    |
| RESIDENT HOUSEHOLD INCOME  | \$47.53 BIL |
| LOCAL GOVERNMENT REVENUE   | \$2.24 BIL  |
| STATE GOVERNMENT REVENUE   | \$2.75 BIL  |
| FEDERAL INCOME TAX REVENUE | \$5.26 BIL  |

## INDUSTRY EMPLOYMENT COMPARISONS

Spending by nonprofit arts and culture organizations provides rewarding employment for more than just artists, curators, and musicians. It also directly supports builders, plumbers, accountants, printers, and an array of occupations spanning many industries.

In 2010, nonprofit arts and culture organizations alone supported 2.2 million full-time equivalent jobs.

## PERCENTAGE OF U.S. WORKFORCE (2010)





Americans for the Arts 2011 Public Art Network Year in Review selection *Wildgarden/Talking Fence* by Ladies Fancy Work Society in Denver, CO

Of this total, 1.1 million jobs were a result of “direct” expenditures by nonprofit arts organizations, representing 0.87 percent of the U.S. workforce. Compared to the size of other sectors of the U.S. workforce, this figure is significant. Nonprofit arts and culture organizations support more U.S. jobs than there are accountants and auditors, public safety officers, and even lawyers.

### A LABOR-INTENSIVE INDUSTRY

Dollars spent on human resources typically stay within a community longer, thereby having a greater local

economic impact. The chart below demonstrates the highly labor-intensive nature of the arts and culture industry. Nearly half (48.4 percent) of the typical organization’s expenditures are for artists and personnel costs.

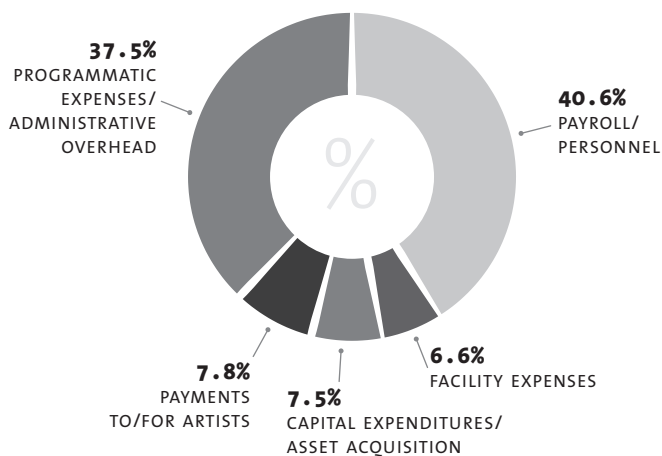
### ARTS VOLUNTEERISM

While arts volunteers may not have an economic impact as defined in this study, they clearly have an enormous impact on their communities by helping arts and culture organizations function as a viable industry.

- The average city and county in the study had 5,215 arts volunteers who donated 201,719 hours to nonprofit arts and culture organizations, a donation valued at \$4.3 million.
- The participating organizations had an average of 116.2 volunteers who volunteered an average of 44.8 hours each, for a total of 5,204 hours per organization.

*The Independent Sector places the value of the average 2010 volunteer hour at \$21.36.*

### EXPENDITURES BY NONPROFIT ARTS & CULTURE ORGANIZATIONS



### VALUE OF IN-KIND CONTRIBUTIONS

The organizations that participated in this study provided data about their in-kind support (e.g., donated assets, office space, airfare, or advertising space). Sixty-five percent of the participating organizations received in-kind support, averaging \$55,467 each during the 2010 fiscal year.

# Nonprofit Arts & Culture Audiences

The arts and culture industry, unlike most industries, leverages a significant amount of event-related spending by its audiences. For example, a patron attending an arts event may pay to park the car in a garage, purchase dinner at a restaurant, eat dessert after the show, and return home to pay the babysitter. This generates related commerce for local businesses such as restaurants, parking garages, hotels, and retail stores.

Total event-related spending by nonprofit arts and culture audiences was an estimated \$74.1 billion in 2010. This spending supports 1.9 million full-time equivalent jobs in the United States, provides \$39.2 billion in household income, and generates \$12.1 billion in government revenue.

## IMPACT OF NONPROFIT ARTS & CULTURE AUDIENCES

*(expenditures by attendees to arts events only)*

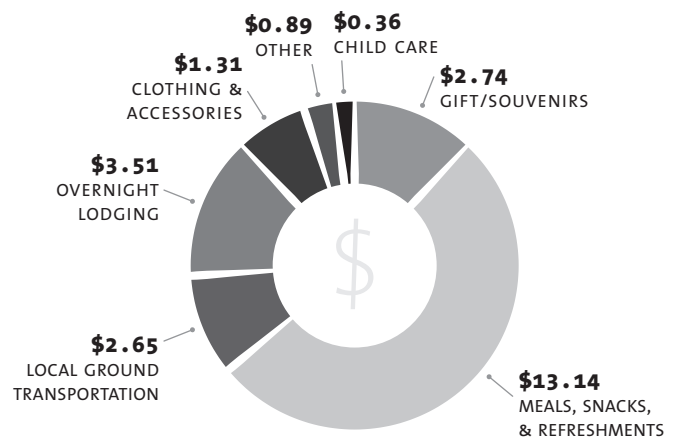
|                            |                    |
|----------------------------|--------------------|
| TOTAL DIRECT EXPENDITURES  | <b>\$74.08 BIL</b> |
| FULL-TIME EQUIVALENT JOBS  | <b>1.89 MIL</b>    |
| RESIDENT HOUSEHOLD INCOME  | <b>\$39.15 BIL</b> |
| LOCAL GOVERNMENT REVENUE   | <b>\$3.83 BIL</b>  |
| STATE GOVERNMENT REVENUE   | <b>\$3.92 BIL</b>  |
| FEDERAL INCOME TAX REVENUE | <b>\$4.33 BIL</b>  |

Nationally, the typical attendee spends an average of \$24.60 per person, per event, in addition to the cost of admission. Businesses that cater to arts and culture audiences reap the rewards of this economic activity.

## LOCAL VS. NONLOCAL AUDIENCES

In addition to spending data, researchers asked each of the 151,802 survey respondents to provide his/her home ZIP code. Analysis of this data enabled a comparison of event-related spending by local and nonlocal attendees. Previous economic and tourism research has shown that nonlocal attendees spend more than their local counterparts. This study reflects those findings.

## AVERAGE PER PERSON AUDIENCE EXPENDITURES: \$24.60

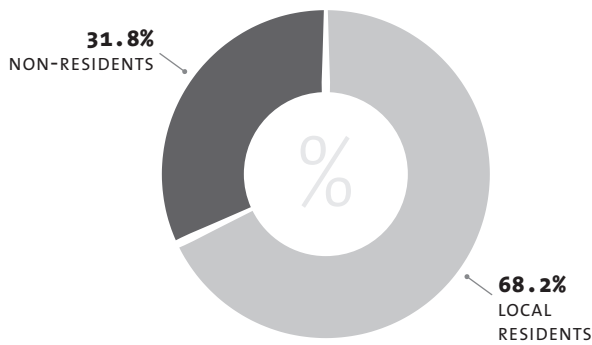




While the ratio of local to nonlocal attendees is different in every community, the national sample revealed that 31.8 percent of attendees traveled from outside of the county in which the event took place (nonlocal) and 68.2 percent of attendees were local (resided inside the county).

Local attendees spent an average of \$17.42 per person, per event in addition to the cost of admission. Nonlocal attendees spent twice this amount, or \$39.96 per person.

### LOCAL VS. NONLOCAL AUDIENCES



### EVENT-RELATED SPENDING BY LOCAL VS. NONLOCAL AUDIENCES



## ★ Nonprofit Arts & Culture Audiences Spend \$24.60 Per Person, Per Event

### AVERAGE EVENT-RELATED SPENDING

*(Expenditures made specifically as a result of attending a cultural event—excludes admission cost\*)*

| EVENT-RELATED SPENDING               | LOCAL ATTENDEES | NONLOCAL ATTENDEES | AVERAGE ATTENDEES |
|--------------------------------------|-----------------|--------------------|-------------------|
| MEALS, SNACKS, & REFRESHMENTS        | \$11.16         | \$17.39            | \$13.14           |
| LODGING (ONE NIGHT ONLY)             | \$0.29          | \$10.39            | \$3.51            |
| GIFTS/SOUVENIRS                      | \$2.25          | \$3.78             | \$2.74            |
| GROUND TRANSPORTATION                | \$1.63          | \$4.83             | \$2.65            |
| CLOTHING & ACCESSORIES               | \$1.16          | \$1.62             | \$1.31            |
| CHILD CARE                           | \$0.35          | \$0.38             | \$0.36            |
| OTHER/MISCELLANEOUS                  | \$0.58          | \$1.57             | \$0.89            |
| <b>TOTAL (PER PERSON, PER EVENT)</b> | <b>\$17.42</b>  | <b>\$39.96</b>     | <b>\$24.60</b>    |

\*Why exclude the cost of admission? The admissions paid by attendees are excluded from this analysis because those dollars are captured in the operating budgets of the nonprofit arts and culture organizations, and, in turn, are spent by the organization. This methodology avoids "double-counting" those dollars in the study analysis.

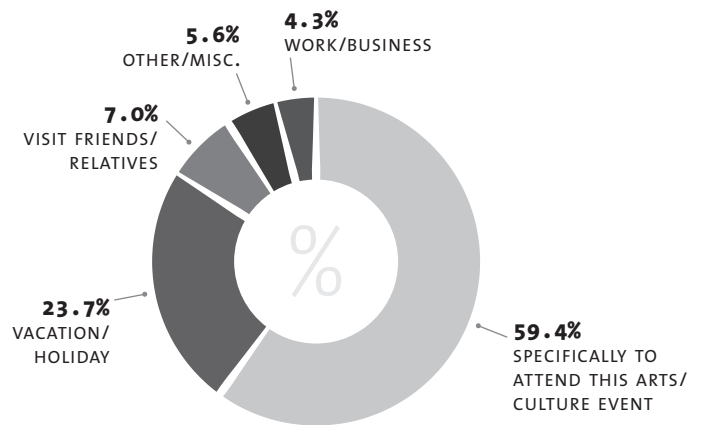
Nationally, 59.4 percent of all nonlocal arts attendees reported that the primary reason for their trip is “specifically to attend this arts/culture event.”

In addition, 28.5 percent of nonlocal arts attendees report that they spent at least one night away from home in the community where the cultural event took place. Not surprisingly, the nonlocal attendees who reported any overnight lodging expenses spent more money during their visit, an average of \$170.58 per person, per event (four times more than the national nonlocal arts attendee average of \$39.96). In fact, nonlocal attendees who reported overnight lodging expenses spent more per person, per event in every expenditure category (e.g., food, gifts and souvenirs, ground transportation, etc.) than nonlocals who did not stay overnight in paid lodging. For this analysis, only one night of lodging expenses is counted toward the audience expenditure analysis.

**CULTURAL EVENTS ATTRACT NEW DOLLARS AND RETAIN LOCAL DOLLARS**

Nearly one-half of local cultural attendees (41.9 percent) say that if the cultural event or exhibit during which they were surveyed were not happening, they would have traveled

**NON-RESIDENT PRIMARY REASON FOR TRIP**



to a different community in order to attend a similar cultural experience. More than half of nonlocal attendees (52.4 percent) reported the same. These figures demonstrate the economic impact of the nonprofit arts and culture in its truest sense. If a community fails to provide a variety of artistic and cultural experiences, it will not attract the new dollars of cultural tourists. It will also lose discretionary spending by local residents traveling elsewhere for an arts experience. When a community attracts nonlocal arts attendees and other cultural tourists, it harnesses significant economic rewards.

**NONLOCAL CULTURAL AUDIENCES WITH OVERNIGHT LODGING EXPENSES (28.5 percent) SPEND THE MOST**

*(Expenditures made specifically as a result of attending a cultural event)*

| EVENT-RELATED SPENDING        | WITH OVERNIGHT LODGING EXPENSES | WITHOUT OVERNIGHT LODGING EXPENSES | AVERAGE NONLOCAL ATTENDEES |
|-------------------------------|---------------------------------|------------------------------------|----------------------------|
| MEALS, SNACKS, & REFRESHMENTS | \$41.81                         | \$14.41                            | \$17.39                    |
| LODGING (ONE NIGHT ONLY)      | \$95.49                         | \$0.00                             | \$10.39                    |
| GIFTS/SOUVENIRS               | \$10.72                         | \$2.94                             | \$3.78                     |
| GROUND TRANSPORTATION         | \$14.11                         | \$3.70                             | \$4.83                     |
| CLOTHING & ACCESSORIES        | \$4.66                          | \$1.25                             | \$1.62                     |
| CHILD CARE                    | \$0.72                          | \$0.34                             | \$0.38                     |
| OTHER/MISCELLANEOUS           | \$3.07                          | \$1.38                             | \$1.57                     |
| TOTAL (PER PERSON, PER EVENT) | \$170.58                        | \$24.02                            | \$39.96                    |



# Arts and Culture Tourists Spend More and Stay Longer

As communities compete for a tourist’s dollar, arts and culture have proven to be magnets for travelers and their money. Local businesses are able to grow because travelers extend the length of their trips to attend cultural events. Travelers who include arts and culture events in their trips differ from other U.S. travelers in a number of ways. Arts and culture travelers:

- Spend more than other travelers.
- Are more likely to stay in overnight lodging.
- Are more likely to spend \$1,000 or more during their stay.
- Travel longer than other travelers.

Two-thirds of American adult travelers say they included a cultural, artistic, heritage, or historic activity or event while on a trip of 50 miles or more, one-way, in 2001. This equates to 92.7 million cultural travelers. Of this group, 32 percent

(29.6 million travelers) added extra time to their trip because of a cultural, artistic, heritage, or historic or event. Of those who extended their trip, 57 percent did so by one or more nights.

U.S. cultural destinations help grow the U.S. economy by attracting foreign visitor spending. There has been steady growth in the percentage of tourists who fly to the United States and attend arts activities as a part of their visit, according to International Trade Commission in the Department of Commerce. Arts destinations help grow the economy by attracting foreign visitor spending—effectively making the arts an export industry.

Marketing of cultural destinations and events accounts for the largest portion of all marketing expenditures (26 percent) by national tourism organizations.

Source: U.S. Travel Association; U.S. Department of Commerce.

## PARTICIPATION IN THE ARTS

One-half of cultural attendees (50.1 percent) actively participate in the creation of the arts (e.g., sing in a choir, act in a play, paint or draw).

### SURVEY: HOW FAR WILL YOU GO FOR A CULTURAL EXPERIENCE?

*(“If this event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?”)*

|  | LOCAL ATTENDEES | NONLOCAL ATTENDEES | ALL CULTURAL ATTENDEES |
|--|-----------------|--------------------|------------------------|
| NO, I WOULD HAVE SKIPPED THE CULTURAL EXPERIENCE ALTOGETHER          | 30.5%           | 27.0%              | 29.4%                  |
| NO, I WOULD HAVE REPLACED IT WITH ANOTHER NEARBY CULTURAL EXPERIENCE | 27.5%           | 20.6%              | 25.4%                  |
| YES, I WOULD HAVE TRAVELED TO A DIFFERENT COMMUNITY                  | 41.9%           | 52.4%              | 45.2%                  |





# Conclusion

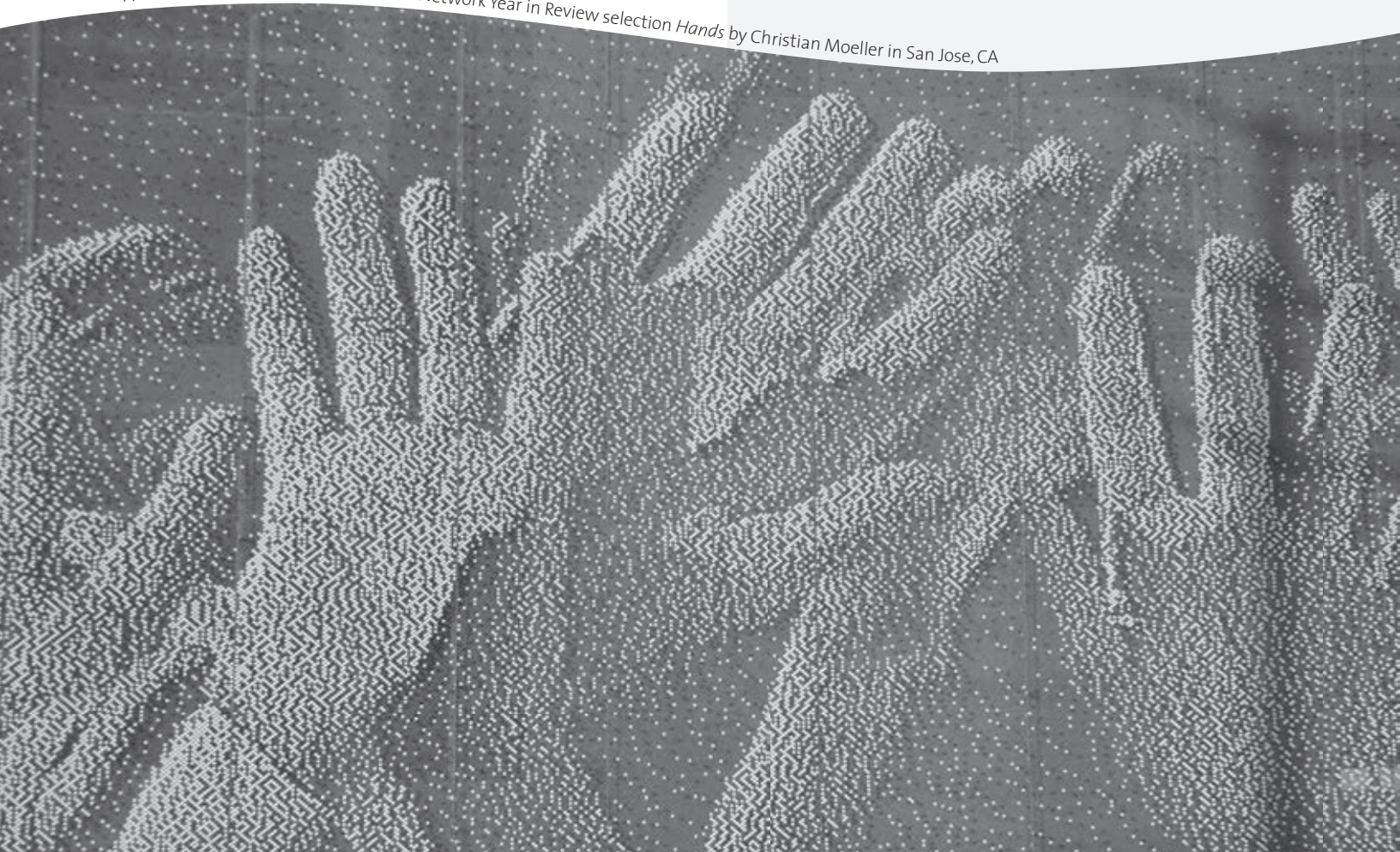
Nonprofit arts and culture organizations in the United States drive a \$135.2 billion industry—an industry that supports 4.1 million full-time equivalent jobs and generates \$22.3 billion in government revenue annually. Arts and culture organizations—businesses in their own right—leverage significant event-related spending by their audiences that pumps vital revenue into restaurants, hotels, retail stores, parking garages, and other local merchants. This study puts to rest a common misconception that communities support arts and culture at the expense of local economic development. In fact, communities are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism. This report shows conclusively that, locally as well as nationally, the arts mean business.

## LEARN MORE ABOUT ARTS & ECONOMIC PROSPERITY IV

Visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact) to access free resources you can use to help make the economic case for arts funding and arts-friendly policies in your community:

- A downloadable and customizable PowerPoint presentation that effectively communicates this study's findings
- *Arts & Economic Prosperity IV* Highlights Pamphlet
- *Arts & Economic Prosperity IV* Summary Report
- *Arts & Economic Prosperity IV* National Report, complete with national and local findings, background, scope, and methodology
- A press release announcing the study results
- Sample opinion-editorials (op-eds)
- The *Arts & Economic Prosperity* Calculator that enables users to estimate the economic impact of their organization

Americans for the Arts 2011 Public Art Network Year in Review selection *Hands* by Christian Moeller in San Jose, CA





# About This Study

Americans for the Arts conducted *Arts & Economic Prosperity IV* to document the economic impact of the nation's nonprofit arts and culture industry. The study focuses on nonprofit arts and culture organizations and their audiences. It excludes spending by individual artists and the for-profit arts and entertainment sector (e.g., Broadway or the motion picture industry). Detailed expenditure data was collected from 9,721 arts and culture organizations and 151,802 of their attendees. Project economists from the Georgia Institute of Technology customized input-output analysis models for each study region to provide specific and reliable economic impact data about the nonprofit arts and culture industries, specifically full-time equivalent jobs, household income, and local and state government revenue. This allows for the uniqueness of each local economy to be reflected in the findings.

## **STUDYING ECONOMIC IMPACT USING INPUT-OUTPUT ANALYSIS**

To derive the most reliable economic impact data, input-output analysis was used to measure the impact of expenditures by nonprofit arts and culture organizations and their audiences. This is a highly regarded type of economic analysis that has been the basis for two Nobel Prizes in economics. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. The analysis traces how many times a dollar is re-spent within the local economy before it leaves the community, and it quantifies the economic impact of each round of spending.

Project economists customized an input-output model for each of the 182 participating study regions based on the local dollar flow between 533 finely detailed industries within its economy. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce, local tax data, as well as the survey data from the responding nonprofit arts and culture organizations and their audiences.

## **CALCULATION OF THE NATIONAL ESTIMATES**

To derive the national estimates, the 139 city and county study participants only—multi-city and multi-county regions, states, and individual arts districts are excluded from this analysis—were first stratified into six population groups, and an economic impact average was calculated for each group. Second, the nation's largest 13,366 cities were assigned to one of the six groups based on their population, as supplied by the U.S. Census Bureau. Third, each of the 13,366 largest cities was assigned the economic impact average for its population group. Finally, the values of the cities were added together to determine the national economic impact findings. Several outlier regions were removed when calculating the national estimates due to their comparably high levels of economic activity in their population categories.



# About Local & Regional Study Partners

The 182 study regions include 139 individual cities and counties, 31 multi-city or multi-county regions, 10 states, and two arts districts. They represent all 50 U.S. states and the District of Columbia. The diverse communities range in population from 1,600 to 4 million and from small rural to large urban. The research partners agreed to complete four participation criteria: 1) identify and code the comprehensive universe of nonprofit arts and culture organizations located in their study region; 2) assist with the collection of detailed financial and attendance information from those organizations and review the information for accuracy; 3) conduct audience-intercept surveys at a broad, representative sample of cultural events that take place in their study region; and 4) pay a modest cost-sharing fee. No community was refused participation for an inability to pay.

## **DATA FROM ORGANIZATIONS**

To collect the required financial and attendance information from eligible organizations, researchers implemented a multi-pronged data collection process.

In 131 of the 182 study regions, researchers used a web-based organizational expenditure survey instrument designed to collect detailed information about each organization's fiscal year that ended during 2010. The remaining 51 study regions are located in one of 10 states (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island), each of which participated in the Cultural Data Project (CDP) during fiscal year 2010. The CDP is a unique system that enables arts and culture organizations to

enter financial, programmatic, and operational data into a standardized online form. The primary data collection efforts were supplemented with an abbreviated one-page version of the survey which requested category totals only (rather than detailed, itemized financial information). In order to increase the overall response rates, all 182 study communities distributed the abbreviated one-page survey to eligible organizations that declined to participate in either the full organizational expenditure survey or the Cultural Data Project.

Using all three methods of data capture, information was collected from a total of 9,721 organizations for this study. Response rates among all eligible organizations located in the 182 study regions averaged 43.2 percent and ranged from 5.3 percent to 100 percent. Responding organizations had budgets ranging from as low as \$0 to as high as \$239.7 million. It is important to note that each study region's results are based solely on the actual survey data collected. There are no estimates made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

## **DATA FROM AUDIENCES**

Audience-intercept surveying, a common and accepted research method, was completed in all 182 study regions in order to capture information about spending by audiences at nonprofit arts and culture events. Patrons were asked to complete a short survey while attending an event. A total of 151,802 attendees completed the survey. The randomly selected respondents provided itemized

*“The success of my family’s business depends on finding and cultivating a creative and innovative workforce. I have witnessed firsthand the power of the arts in building these business skills. When we participate personally in the arts, we strengthen our ‘creativity muscles,’ which makes us not just a better ceramicist or chorus member, but a more creative worker—better able to identify challenges and innovative business solutions. This is one reason why the arts remain an important part of my personal and corporate philanthropy.”*

**CHRISTOPHER FORBES**

Vice Chairman, Forbes, Inc.

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*“As all budgets—local and national, public and private—continue to reel from the effects of the economic downturn, some may perceive the arts as an unaffordable luxury reserved for only the most prosperous times. Fortunately, this rigorous report offers evidence that the nonprofit arts industry provides not just cultural benefits to our communities, but also makes significant positive economic contributions to the nation’s financial well being regardless of the overall state of the economy. This certainly is something to applaud.”*

**JONATHAN SPECTOR**

President & CEO, The Conference Board

travel party expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data was collected throughout the year to guard against seasonal spikes or drop-offs in attendance as well as at a broad range of events—a night at the opera will typically yield more spending than a Saturday children’s theater production, for example. Using total attendance data for 2010 collected from the participating eligible

organizations, standard statistical methods were then used to derive a reliable estimate of total expenditures by attendees in each community. The survey respondents provided information about the entire party with whom they were attending the event. With an average travel party size of 2.69 people, this data actually represents the spending patterns of more than 408,000 attendees.



# Thank You to Our Partner Organizations

## **ALABAMA**

Cultural Alliance of Greater Birmingham

## **ALASKA**

Fairbanks Arts Association  
Juneau Arts & Humanities Council  
Ketchikan Area Arts and Humanities Council

## **ARIZONA**

Flagstaff Cultural Partners  
Mesa Arts Center  
Phoenix Office of Arts and Culture  
Tucson Pima Arts Council  
West Valley Arts Council

## **ARKANSAS**

Walton Arts Center

## **CALIFORNIA**

ArtPulse  
Arts Council Silicon Valley  
City of Glendale Cultural Affairs Division  
City of Los Angeles Department of Cultural Affairs  
City of Oakland Cultural Arts & Marketing Department  
City of San Diego Commission for Arts and Culture  
City of Santa Clarita Arts & Events Office  
City of Walnut Creek Arts, Recreation, and Community Services Department  
City of West Hollywood  
Laguna Beach Arts Commission  
Riverside Arts Council  
Sacramento Metropolitan Arts Commission  
San Francisco Arts Commission  
San Jose Office of Cultural Affairs  
Santa Barbara County Arts Commission

## **COLORADO**

Beet Street  
Boulder Arts Commission  
Center for the Arts  
Community Concert Hall at Ft. Lewis College  
Cultural Office of the Pikes Peak Region (COPPeR)  
Telluride Council for the Arts and Humanities

## **CONNECTICUT**

Connecticut Commission on Culture and Tourism

Cultural Alliance of Fairfield County  
Greater Hartford Arts Council

## **DELAWARE**

Delaware Division of the Arts

## **DISTRICT OF COLUMBIA**

Cultural Alliance of Greater Washington  
DC Commission on the Arts and Humanities

## **FLORIDA**

Arts and Cultural Alliance of Sarasota County  
Broward County Cultural Division  
City of Gainesville Cultural Affairs Division  
City of Orlando  
City of Winter Park  
Cultural Council of Palm Beach County  
Lee County Alliance for the Arts  
Miami-Dade County Department of Cultural Affairs  
Orange County Arts & Cultural Affairs  
Osceola Center for the Arts  
Polk Arts Alliance  
Seminole Cultural Arts Council  
United Arts of Central Florida  
Volusia County Parks, Recreation, and Culture

## **GEORGIA**

Athens Area Arts Council  
City of Atlanta Office of Cultural Affairs

## **HAWAII**

Hawai'i Arts Alliance

## **IDAHO**

Boise City Department of Arts and History

## **ILLINOIS**

Arts Alliance Illinois  
ArtsPartners of Central Illinois  
Rockford Area Arts Council

## **INDIANA**

Arts Council of Indianapolis  
City of Bloomington Department of Economic and Sustainable Development

## **IOWA**

ArtsLIVE  
City of Dubuque  
Iowa Cultural Corridor Alliance

## **KANSAS**

City of Wichita Division of Arts & Cultural Services

## **KENTUCKY**

LexArts, Inc.

## **LOUISIANA**

City of Slidell Department of Cultural and Public Affairs  
St. Tammany Parish Department of Cultural and Governmental Affairs

## **MAINE**

Creative Portland Corporation

## **MARYLAND**

Arts & Humanities Council of Montgomery County  
Baltimore Office of Promotion and the Arts  
Prince George's County Arts Council

## **MASSACHUSETTS**

City of Pittsfield Office of Cultural Development

## **MICHIGAN**

Cultural Alliance of Southeastern Michigan

## **MINNESOTA**

Rochester Arts Council

## **MISSISSIPPI**

Greater Jackson Arts Council

## **MISSOURI**

Allied Arts Council of St. Joseph  
Arts Council of Metropolitan Kansas City  
St. Louis Regional Arts Commission

## **MONTANA**

Missoula Cultural Council

## **NEBRASKA**

Adams County Convention and Visitors Bureau  
Columbus Area Arts Council  
Lincoln Arts Council  
Museum of Nebraska Art  
Nebraskans for the Arts

## **NEVADA**

Metro Arts Council of Southern Nevada



**NEW HAMPSHIRE**

Art-Speak—The City of Portsmouth’s Cultural Commission  
 Arts Alliance of Northern New Hampshire  
 City of Rochester Department of Economic Development  
 Greater Concord Chamber of Commerce  
 New Hampshire State Council on the Arts  
 Newmarket Heritage and Cultural Center Committee *(a subcommittee of the Lamprey Arts & Culture Alliance)*

**NEW JERSEY**

Arts Council of Princeton  
 Bergen County Division of Cultural and Historic Affairs  
 Newark Arts Council

**NEW MEXICO**

City of Albuquerque Cultural Services Department

**NEW YORK**

ArtsWestchester  
 Auburn Historic and Cultural Sites Commission  
 Chenango County Council of the Arts  
 Community Arts Partnership  
 Le Moyne College Division of Management

**NORTH CAROLINA**

Arts Council of Fayetteville/Cumberland County  
 Arts Council of Moore County  
 Arts Council of Wayne County  
 Arts Council of Winston-Salem/Forsyth County Arts & Science Council  
 City of Asheville Cultural Arts Division  
 Community Council for the Arts  
 Durham Arts Council  
 North Carolina Arts Council  
 Orange County Arts Commission  
 Pitt County Arts Council at Emerge  
 Rutherford County Department of Recreation, Culture, and Heritage  
 Town of Cary Department of Parks, Recreation & Cultural Resources  
 Transylvania Community Arts Council  
 United Arts Council of Greater Greensboro

United Arts Council of Raleigh and Wake County *(in partnership with the City of Raleigh Arts Commission)*  
 Watauga County Arts Council

**NORTH DAKOTA**

Minot Area Council of the Arts

**OHIO**

Athens Municipal Arts Commission  
 Greater Columbus Arts Council  
 Power of the Arts

**OKLAHOMA**

Greater Enid Arts and Humanities Council

**OREGON**

Arts and Business Alliance of Eugene *(a project of the Eugene Area Chamber of Commerce)*  
 Regional Arts and Culture Council

**PENNSYLVANIA**

ArtsErie  
 Central Pennsylvania Festival of the Arts  
 Citizens for the Arts in Pennsylvania, *(in partnership with the Pennsylvania Council on the Arts)*  
 Greater Philadelphia Cultural Alliance  
 Greater Pittsburgh Arts Council  
 Indiana Arts Council  
 Jump Street  
 Lackawanna County Department of Arts and Culture  
 Lehigh Valley Arts Council  
 Northern Tier Cultural Alliance  
 Pennsylvania Rural Arts Alliance

**RHODE ISLAND**

Providence Department of Art, Culture & Tourism

**SOUTH CAROLINA**

Cultural Council of Richland and Lexington Counties

**SOUTH DAKOTA**

Aberdeen Area Arts Council  
 Sioux Falls Arts Council  
 South Dakota Arts Council

**TENNESSEE**

Allied Arts of Greater Chattanooga  
 ArtsMemphis

**TEXAS**

Arts Council of Forth Worth & Tarrant County  
 City of Austin Cultural Arts Division  
 City of Dallas Office of Cultural Affairs  
 City of San Antonio Office of Cultural Affairs  
 Houston Arts Alliance  
 McKinney Arts Commission  
 North Texas Business Council for the Arts

**UTAH**

Cedar City Arts Council

**VERMONT**

Arts Council of Windham County

**VIRGINIA**

Arlington County Cultural Affairs Division  
 Arts Council of Fairfax County  
 City of Alexandria Office of the Arts  
 City of Fairfax Commission on the Arts  
 Loudoun Arts Council  
 Piedmont Council for the Arts

**WASHINGTON**

Allied Arts of Whatcom County  
 Seattle Office of Arts & Cultural Affairs  
 Tacoma Arts Commission

**WEST VIRGINIA**

Helianthus LLC  
 Parkersburg Area Community Foundation

**WISCONSIN**

Creative Alliance Milwaukee  
 Dane County Arts & Economic Prosperity Collaborative  
 Eau Claire Regional Arts Council  
 Fox Cities Performing Arts Center  
 Performing Arts Foundation Inc. *(dba The Grand)*  
 Viterbo University Fine Arts Center  
 Wisconsin Arts Board

**WYOMING**

Center for the Arts



# Glossary

## **CULTURAL TOURISM**

Travel directed toward experiencing the arts, heritage, and special character of a place.

## **DIRECT ECONOMIC IMPACT**

A measure of the economic effect of the initial expenditure within a community. For example, when the symphony pays its players, each musician's salary, the associated payroll taxes paid by the nonprofit, and full-time equivalent employment status represent the direct economic impact.

## **DIRECT EXPENDITURES**

The first round of expenditures in the economic cycle. A paycheck from the symphony to the violin player and a ballet company's purchase of dance shoes are examples of direct expenditures.

## **ECONOMETRICS**

The process of using statistical methods and economic theory to develop a system of mathematical equations that measures the flow of dollars between local industries. The input-output model developed for this study is an example of an econometric model.

## **FULL-TIME EQUIVALENT (FTE) JOBS**

A term that describes the total amount of labor employed. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. It is a manager's discretion to hire

one full-time employee, two half-time employees, four quarter-time employees, etc. Almost always, more people are affected than are reflected in the number of FTE jobs reported due to the abundance of part-time employment, especially in the nonprofit arts and hospitality industries.

## **INDIRECT IMPACT**

Each time a dollar changes hands, there is a measurable economic impact. When people and businesses receive money, they spend much of that money locally. Indirect impact measures the effect of this re-spending on jobs, household income, and revenue to local and state government. It is often referred to as secondary spending or the dollars "rippling" through a community. When funds are eventually spent nonlocally, they are considered to have "leaked" out of the community and cease having a local economic impact. Indirect impact is the sum of all the rounds of re-spending.

## **INPUT-OUTPUT ANALYSIS**

A system of mathematical equations that combines statistical methods and economic theory in an area of economic study called econometrics. Economists use this model (occasionally called an inter-industry model) to measure how many times a dollar is re-spent in, or "ripples" through, a community before it leaks out (see Leakage). The model is based on a matrix that tracks the dollar flow between 533 finely detailed industries in each community. It allows researchers to determine the economic impact of local spending by nonprofit arts and culture organizations on jobs, household income, and government revenue.

**LEAKAGE**

The money that community members spend outside of a community. This nonlocal spending has no economic impact within the community. A ballet company purchasing shoes from a nonlocal manufacturer is an example of leakage. If the shoe company were local, the expenditure would remain within the community and create another round of spending by the shoe company.

**RESIDENT HOUSEHOLD INCOME (OR PERSONAL INCOME)**

The salaries, wages, and entrepreneurial income residents earn and use to pay for food, mortgages, and other living expenses. It is important to note that resident household income is not just salary. When a business receives money, for example, the owner usually takes a percentage of the profit, resulting in income for the owner.

**REVENUE TO LOCAL AND STATE GOVERNMENTS**

Local and state government revenue is not derived exclusively from income, property, sales, and other taxes. It also includes license fees, utility fees, user fees, and filing fees. Local government revenue includes funds to governmental units such as a city, county, township, school district, and other special districts.



*“In Nebraska, we understand that cultural excellence is crucial to economic development. The economic impact of arts organizations on our state is significant, and without the quality and diversity of the arts, it would be difficult to attract and promote business development. Arts-related industries create jobs, attract investments, and enhance tourism. Additionally, the arts connect us to each other and add richness to our lives.”*

**LT. GOVERNOR RICK SHEEHY**  
Chair, National Lt. Governors Association

*“Americans for the Arts continues to develop the tools for arts advocates and the evidence to persuade decision-makers that the arts benefit all people in all communities.”*

**JANET BROWN**  
Executive Director, Grantmakers in the Arts

# Frequently Asked Questions

## 1 How is the economic impact of arts and culture organizations different from other industries?

Any time money changes hands, there is a measurable economic impact. Social service organizations, libraries, and all entities that spend money have an economic impact. What makes the economic impact of arts and culture organizations unique is that, unlike most other industries, they induce large amounts of event-related spending by their audiences. For example, when patrons attend a performing arts event, they may purchase dinner at a restaurant, eat dessert after the show, and return home and pay the babysitter. All of these expenditures have a positive and measurable impact on the economy.

## 2 Will my local legislators believe these results?

Yes, this study makes a strong argument to legislators, but you may need to provide them with some extra help. It will be up to the user of this report to educate the public about economic impact studies in general and the results of this study in particular. The user may need to explain (1) the study methodology used; (2) that economists created an input-output model for each community and region in the study; and (3) the difference between input-output analysis and a multiplier (see question 9). The good news is that as the number of economic impact studies completed by arts organizations and other special interest areas increases, so does the sophistication of community leaders whose influence these studies are meant to affect. Today, most decision-makers want to know what methodology is being used and how and where data was gathered. You can be confident that the input-output analysis used in this study is a highly regarded model in the field of economics (the basis of two Nobel Prizes in economics). However, as in any professional field, there is disagreement about procedures, jargon, and the best way to determine results. Ask 12 artists to define art and you will get 12 answers; expect the same of economists. You may meet an economist who believes that these studies should be done differently (for example, a cost-benefit analysis of the arts).

## 3 How can a community not participating in the *Arts & Economic Prosperity IV* study apply these results?

Because of the variety of communities studied and the rigor with which the *Arts & Economic Prosperity IV* study was conducted, nonprofit arts and culture organizations located in communities that were not part of the study can estimate their local economic impact. Estimates can be derived by using the *Arts & Economic Prosperity IV* Calculator (found at [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact)). Additionally, users will find sample PowerPoint presentations, press releases, op-eds, and other strategies for proper application of their estimated economic impact data.

## 4 How were the 182 participating communities and regions selected?

In 2010, Americans for the Arts published a call for participants for communities interested in participating in the *Arts & Economic Prosperity IV* study. Of the more than 200 participants that expressed interest, 182 agreed to participate and complete four participation criteria (see page 16 for more information).

## 5 How were the eligible nonprofit arts organizations in each community selected?

Each of the 182 study regions identified the comprehensive universe of eligible nonprofit arts and culture organizations located in their regions. Eligibility was determined using the Urban Institute's National Taxonomy of Exempt Entities (NTEE) coding system as a guideline. Communities were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and media arts. These include government-owned or -operated cultural facilities and institutions, municipal arts agencies and councils, private community arts organizations, unincorporated arts groups, living collections (such as zoos and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a non-arts organization or facility. For-profit businesses were strictly excluded from this study. In short, if it displays the characteristics of a nonprofit arts and culture organization, it was included.

## 6 What type of economic analysis was done to determine the study results?

An input-output analysis model was customized for each of the participating communities and regions to determine the local economic impact their nonprofit arts and culture organizations and arts audiences. Americans for the Arts, which conducted the research, worked with a highly regarded economist from the Georgia Institute of Technology to design and customize the input-output models used in this study (see page 15 for more information).



## 7 What other information was collected in addition to the arts surveys?

In addition to detailed expenditure data provided by the participating eligible organizations, extensive wage, labor, tax, and commerce data were collected from local, state, and federal governments for use in the input-output model.

## 8 Why are admission/ticket expenses excluded from the analysis of audience spending?

Researchers make the assumption that any admission fees paid by attendees are typically collected as revenue by the organization that is presenting the event. The organizations then spend those dollars. Thus, the ticket fees are captured in the operating budgets of the eligible nonprofit arts and culture organizations that participate in the organizational data collection effort. Therefore, the admissions paid by audiences are excluded from the audience spending analysis in order to avoid “double-counting” those dollars in the overall analysis.

## 9 Why doesn't this study use a multiplier?

When many people hear about an economic impact study, they expect the result to be quantified in what is often called a multiplier or an economic activity multiplier. The economic activity multiplier is an estimate of the number of times a dollar changes hands within the community (e.g., a theater pays its actor, the actor spends money at the grocery store, the grocery store pays the cashier, and so on). It is quantified as one number by which expenditures are multiplied. The convenience of the multiplier is that it is one simple number. Users rarely note, however, that the multiplier is developed by making gross estimates of the industries within the local economy and does not allow for differences in the characteristics of those industries. Using an economic activity multiplier usually results in an overestimation of the economic impact and therefore lacks reliability.

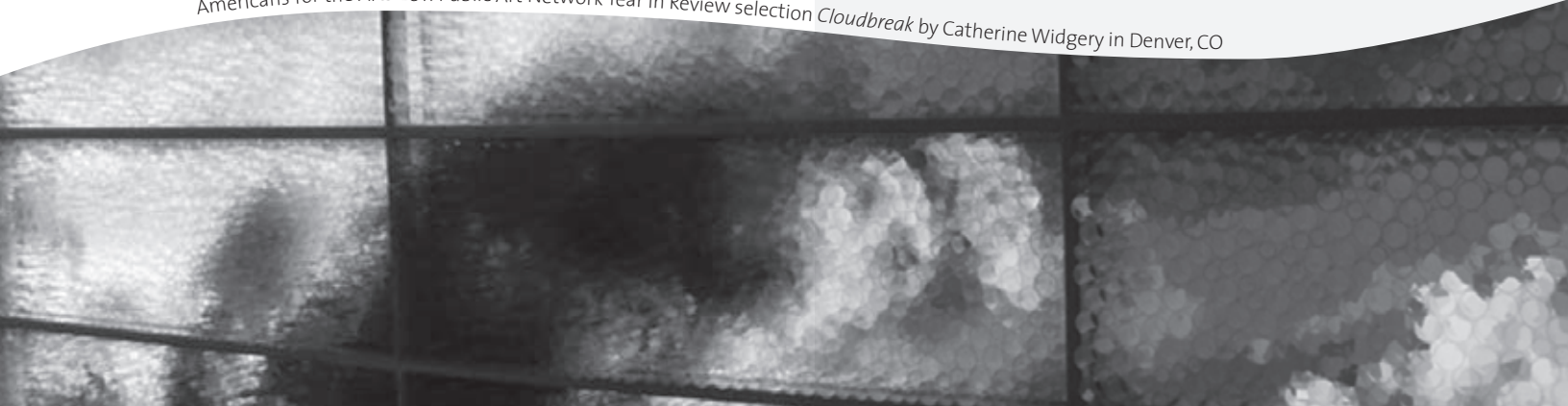
## Acknowledgements

Americans for the Arts wishes to express its gratitude to the many people across the country who made *Arts & Economic Prosperity IV* possible and assisted with its development, coordination, and production. A study of this size and scope cannot be completed without the collaboration of many partnering organizations.

Special thanks to the John D. and Catherine T. MacArthur Foundation and The Ruth Lilly Fund for Americans for the Arts for their financial support. Thanks also to Cultural Data Project for their research partnership.

Finally, each of our 182 local, regional, and state-wide research partners contributed both time and financial support toward the completion of this study. Thanks to all of you. This study would not have been possible without you.

A study of this magnitude is a total organizational effort; appreciation is extended to the entire board and staff of Americans for the Arts. The Research Department responsible for the production of this study includes Randy Cohen, Ben Davidson, Amanda Alef, and Sam Myett.





**Appendix A:**  
**About This Study -- The Detailed Research Methodology**

# About This Study—The Detailed Research Methodology

The *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts to document the economic impact of the nation’s nonprofit arts and culture industry. The study focuses on nonprofit arts and culture organizations and their audiences, but takes an inclusive approach that accounts for the uniqueness of different localities. Public arts councils, government arts organizations, university-based presenting facilities/institutions are included, as are select programs embedded within another organization such as a library (provided they have their own budgets and play substantial roles in the cultural life of communities). The study excludes spending by individual artists and the for-profit arts and entertainment sector (e.g., Broadway or the motion picture industry). Detailed expenditure data was collected from 9,721 nonprofit arts and culture organizations and 151,802 of their attendees. The project economists, from the Georgia Institute of Technology, constructed input-output models for each study region to provide specific and reliable economic impact data about the nonprofit arts and culture industries, specifically full-time equivalent jobs, household income, and local and state government revenue. This allows the uniqueness of each economy to be reflected in the findings.

## The Local, Regional, and Statewide Study Partners

Americans for the Arts published a “Call for Participants” in 2010, seeking communities interested in participating in the *Arts & Economic Prosperity IV* study. Of the more than 200 communities that expressed interest, 182 agreed to participate. The 182 study regions include 139 individual cities and counties, 31 multi-city or multi-county regions, 10 states, and two arts districts. They represent all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,600 to four million) and type (small rural to large urban).

The research partners agreed to complete four participation criteria: 1) identify and code the comprehensive universe of nonprofit arts and culture organizations located in their study region; 2) assist with the collection of detailed financial and attendance information from those organizations, and review the information for accuracy; 3) conduct audience-intercept surveys at a broad, representative sample of cultural events that take place in their study region; and 4) pay a modest cost-sharing fee. No community was refused participation for an inability to pay the cost-sharing fee.

## Definition of the Nonprofit Arts and Culture Sector

Each of the 182 study regions identified the comprehensive universe of eligible nonprofit arts and culture organizations that are located in the region. Eligibility was determined using the Urban Institute’s National Taxonomy of Exempt Entities (NTEE) coding system as a guideline. The NTEE system—developed by the National Center for Charitable Statistics at the Urban Institute—is a



definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. This system divides the entire universe of nonprofit organizations into 10 Major categories, including “Arts, Culture, and Humanities.” The Urban Institute reports that 113,000 nonprofit arts and culture organizations were registered with the IRS in 2010, up from 94,450 in 2005.

Below is a complete list of the 43 NTEE “Arts, Culture, and Humanities” subcategories that are included in the *Arts & Economic Prosperity IV* study analysis.

- A01 – Alliances and Advocacy
- A02 – Management and Technical Assistance
- A03 – Professional Societies and Associations
- A05 – Research Institutes and Public Policy Analysis
- A11 – Single Organization Support
- A12 – Fund Raising and Fund Distribution
- A19 – Support (not elsewhere classified)
- A20 – Arts and Culture (general)
- A23 – Cultural and Ethnic Awareness
- A24 – Folk Arts
- A25 – Arts Education
- A26 – Arts and Humanities Councils and Agencies
- A27 – Community Celebrations
- A30 – Media and Communications (general)
- A31 – Film and Video
- A32 – Television
- A33 – Printing and Publishing
- A34 – Radio
- A40 – Visual Arts (general)
- A50 – Museums (general)
- A51 – Art Museums
- A52 – Children’s Museums
- A53 – Folk Arts Museums
- A54 – History Museums
- A56 – Natural History and Natural Science Museums
- A57 – Science and Technology Museums
- A60 – Performing Arts (general)
- A61 – Performing Arts Centers
- A62 – Dance
- A63 – Ballet
- A65 – Theatre
- A68 – Music
- A69 – Symphony Orchestras
- A6A – Opera
- A6B – Singing and Choral Groups
- A6C – Bands and Ensembles
- A6E – Performing Arts Schools
- A70 – Humanities (general)
- A80 – Historical Organizations (general)
- A82 – Historical Societies and Historic Preservation
- A84 – Commemorative Events
- A90 – Arts Services (general)
- A99 – Arts, Culture, and Humanities (miscellaneous)

In addition, the 182 study communities were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and media arts. These include government-owned or government-operated cultural facilities and

institutions, municipal arts agencies and councils, private community arts organizations, unincorporated arts groups, living collections (such as zoos, aquariums, and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a non-arts organization or facility (such as a community center or church). In short, if it displays the characteristics of a nonprofit arts and culture organization, it is included. For-profit businesses and individual artists were excluded from this study.

## Collection of Data from Eligible Arts and Culture Organizations

To collect the required financial and attendance information from eligible organizations, researchers implemented a multi-pronged data collection process. In 131 of the 182 study regions, researchers used a web-based organizational expenditure questionnaire designed to collect detailed information about each organization's fiscal year that ended during 2010. The questionnaire requested detailed information about more than 40 itemized organizational expenditure categories including labor, local and non-local artist fees, contracted services, operations, materials, facilities, and asset acquisition/capital expense. In addition, the questionnaire requested itemized information about organizational revenues, event attendance, volunteerism, in-kind contributions, and staff size.

The remaining 51 study regions are located in one of 10 states (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island), each of which participated in the Cultural Data Project (CDP) during fiscal year 2010. The CDP is a unique system that enables arts and cultural organizations to enter financial, programmatic, and operational data into a standardized online form. In order to reduce the survey-response burden on eligible organizations, and because the CDP collects the detailed information required for this economic impact analysis, researchers used confidential CDP data in lieu of the web-based organizational expenditure survey instrument in these 51 study regions. The CDP data used for the *Arts & Economic Prosperity IV* study was provided by the Cultural Data Project, a collaborative project of the Greater Philadelphia Cultural Alliance, The Greater Pittsburgh Arts Council, Pennsylvania Council on the Arts, The Pew Charitable Trusts, The William Penn Foundation, and The Heinz Endowments (in each participating state, the CDP is also the result of a collaborative partnership of public and private funders and advocacy agencies), created to strengthen arts and culture by documenting and disseminating information on the arts and culture sector. Any interpretation of the data is the view of Americans for the Arts and does not necessarily reflect the views of the Cultural Data Project. For more information on the Cultural Data Project, visit [www.culturaldata.org](http://www.culturaldata.org).

The primary data collection efforts were supplemented with an abbreviated one-page version of the proprietary organizational expenditure questionnaire. The abbreviated version of the survey requested category totals only (rather than detailed, itemized financial information). In order to increase the overall response rates, all 182 study communities distributed the abbreviated one-page survey to any eligible organizations that declined to participate in either the full organizational expenditure survey or the CDP.

Using all three methods of data capture, information was collected from a total of 9,721 eligible nonprofit arts and culture organizations and programs for this study. Response rates among all the 182 study regions averaged 43.2 percent and ranged from 5.3 percent to 100 percent. Responding organizations had budgets ranging from a low of \$0 to a high of \$239.7 million. It is important to note that each study region's results are based solely on the actual survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

The questionnaires used for all three methods of organizational data collection can be found in Appendix C of the *Arts & Economic Prosperity IV* National Statistical Report.

### **Collection of Data from Arts and Culture Audiences**

Audience-intercept surveying, a common and accepted research method, was conducted in all 182 study regions in order to capture information about spending by audiences at nonprofit arts and culture events. Patrons were asked to complete a short survey while attending an event. Researchers provided the local, regional, and statewide study partners with comprehensive and detailed guidelines for collecting a random sample of surveys from attendees to a broad range of cultural events, performances, and exhibits taking place in each study region during 2011. Surveys were collected throughout the calendar year (to guard against seasonal spikes or drop-offs in attendance) as well as at a broad range of both paid and free events (a night at the opera will typically yield more spending than a Saturday children's theater production or a community festival, for example).

The study partners mailed or shipped the completed original surveys to Americans for the Arts. Researchers completed the coding and data entry of all surveys. The surveys were then subjected to a rigorous data cleaning procedure.

- Surveys were removed if the respondent did not provide either the ZIP code of his/her primary home, or their primary reason for being in the study region. With neither of those two data points, the respondent's residency status could not be determined.
- Surveys were removed if the respondent reported that he/she is younger than 18 years of age.
- Surveys were removed if the respondent reported that his/her immediate travel party spent more than seven nights away from their primary residence(s) as a result of attending the cultural event where they were surveyed.
- Surveys were removed if the respondent reported that his/her immediate travel party included more than 12 people.
- Surveys were removed if the respondent reported that his/her immediate travel party spent more than \$500 per person as a result of attending the cultural event where they were surveyed.

A total of 151,802 valid audience-intercept surveys were collected. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, gifts and souvenirs, local ground transportation, and lodging. Using total attendance data for 2010 (collected from the participating eligible organizations), standard statistical methods were then used to derive a reliable estimate of total arts event-related expenditures by attendees in each study region. The respondents provided information about the entire party with whom they were attending the event. With an overall average travel party size of 2.69 people, these survey data actually represents the spending patterns of more than 408,000 attendees.

The questionnaires used for audience-intercept data collection can be found in Appendix C of the *Arts & Economic Prosperity IV* National Statistical Report (provided in both the English and Spanish languages, as well as in a large font format for the visually impaired).

## **Economic Analysis**

A common theory of community growth is that an area must export goods and services if it is to prosper economically. This theory is called “economic-base theory,” and it depends on dividing the economy into two sectors: the export sector and the local sector. Exporters such as automobile manufacturers, hotels, and department stores obtain income from customers outside of the community. This “export income” then enters the local economy in the form of salaries, purchases of materials, dividends, and so forth, and becomes income to residents. Much of it is re-spent locally; some, however, is spent for goods imported from outside of the region.

The dollars re-spent locally have a positive economic impact as they continue to circulate through the local economy. The dollars spent non-locally cease having a local economic impact. This theory applies to arts organizations as well as to other producers.

## **Studying Economic Impact Using Input-Output Analysis**

To derive the most reliable economic impact data, input-output analysis is used to measure the impact of expenditures by nonprofit arts and culture organizations and their audiences. This is a highly regarded type of economic analysis that has been the basis for two Nobel Prizes in economics. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. The analysis traces how many times a dollar is re-spent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for this study because it can be customized specifically to each community, region, or state.

An input-output model was customized for each of the 182 participating study regions based on the local dollar flow between 533 finely detailed industries within its economy. This was accomplished by using detailed data on employment, incomes, and government

revenues provided by the U.S. Department of Commerce (County Business Patterns, Regional Economic Information System, and Survey of State and Local Finance), local tax data (sales taxes, property taxes, and miscellaneous local option taxes), as well as the survey data from the responding nonprofit arts and culture organizations and their audiences.

## The Input-Output Modeling Process

The input-output model is based on a table of 533 finely detailed industries showing local sales and purchases. The local and state economy of each community is researched so the table can be customized for each community. The basic purchase patterns for local industries are derived from a similar table for the U.S. economy for 2007 (the latest detailed data available from the U.S. Department of Commerce). The table is first reduced to reflect the unique size and industry mix of the local economy, based on data from County Business Patterns and the Regional Economic Information System of the U.S. Department of Commerce. It is then adjusted so that only transactions with local businesses are recorded in the inter-industry part of the table. This technique compares supply and demand and estimates the additional imports or exports required to make total supply equal total demand. The resulting table shows the detailed sales and purchase patterns of the local industries. The 533-industry table is then aggregated to reflect the general activities of 32 industries plus local households, creating a total of 33 industries. To trace changes in the economy, each column is converted to show the direct requirements per dollar of gross output for each sector. This direct-requirements table represents the “recipe” for producing the output of each industry.

The economic impact figures for *Arts & Economic Prosperity IV* were computed using what is called an “iterative” procedure. This process uses the sum of a power series to approximate the solution to the economic model. This is what the process looks like in matrix algebra:

$$T = IX + AX + A^2X + A^3X + \dots + A^nX$$

T is the solution, a column vector of changes in each industry’s outputs caused by the changes represented in the column vector X. A is the 33 by 33 direct requirements matrix. This equation is used to trace the direct expenditures attributable to nonprofit arts organizations and their audiences. A multiplier effect table is produced that displays the results of this equation. The total column is T. The initial expenditure to be traced is IX (I is the identity matrix, which is operationally equivalent to the number 1 in ordinary algebra). Round 1 is AX, the result of multiplying the matrix A by the vector X (the outputs required of each supplier to produce the goods and services purchased in the initial change under study). Round 2 is A<sup>2</sup>X, which is the result of multiplying the matrix A by Round 1 (it answers the same question applied to Round 1: “What are the outputs required of each supplier to produce the goods and services purchased in Round 1 of this chain of events?”). Each of columns 1 through 12 in the multiplier effects table represents one of



the elements in the continuing but diminishing chain of expenditures on the right side of the equation. Their sum, T, represents the total production required in the local economy in response to arts activities.

Calculation of the total impact of the nonprofit arts on the outputs of other industries (T) can now be converted to impacts on the final incomes to local residents by multiplying the outputs produced by the ratios of household income to output and employment to output. Thus, the employment impact of changes in outputs due to arts expenditures is calculated by multiplying elements in the column of total outputs by the ratio of employment to output for the 32 industries in the region. Changes in household incomes, local government revenues, and state government revenues due to nonprofit arts expenditures are similarly transformed.

### **Calculation of the National Estimates**

To derive the national estimates, the 139 individual city/county study regions only—multi-city and multi-county regions, states, and individual arts districts are excluded from this analysis—were first stratified into six population groups, and an economic impact average was calculated for each group. Second, the nation’s largest 13,366 cities were assigned to one of the six groups based on its population, as supplied by the U.S. Census Bureau. Third, each individual study region was assigned the economic impact average for its population group. Finally, the values of the study regions were added together to determine the national economic impact findings. Several outlier study regions were removed from the calculations of the national estimates due to their comparably high levels of economic activity in their population categories (the outlier regions are identified in the applicable data tables located in Appendix B of the *Arts & Economic Prosperity IV* National Statistical Report).

**Appendix B:**  
***Arts and Economic Prosperity IV* -- The Detailed Data Tables**

# Appendix A:

## *Arts and Economic Prosperity IV*

### List of the Detailed Data Tables



| <u>Page</u> | <u>Name of Table</u>   |
|-------------|--|
| B-4         | <b>Introduction:</b> The Detailed Data Tables and Their Explanations   |
| B-5         | <b>Table 1:</b> The Populations of the 182 Participating Study Regions |

#### TABLES 2-4: The ENTIRE Nonprofit Arts and Culture Industry

| <u>Page</u> | <u>Name of Table</u>   |
|-------------|--|
| B-15        | <b>Table 2:</b> Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010                       |
| B-25        | <b>Table 3:</b> <u>Total</u> Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010  |
| B-35        | <b>Table 4:</b> <u>Direct</u> Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010 |

#### TABLES 5-13: Nonprofit Arts and Culture ORGANIZATIONS

| <u>Page</u> | <u>Name of Table</u>   |
|-------------|--|
| B-45        | <b>Table 5:</b> Participation Rate of Eligible Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010   |
| B-55        | <b>Table 6:</b> <u>Total</u> Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010                        |
| B-65        | <b>Table 7:</b> <u>Direct</u> Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010                       |
| B-75        | <b>Table 8:</b> Economic Impact Per \$100,000 of Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010                           |
| B-85        | <b>Table 9:</b> <u>Total</u> Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010                                      |
| B-95        | <b>Table 10:</b> <u>Average</u> Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010                                   |
| B-105       | <b>Table 11:</b> Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010            |
| B-115       | <b>Table 12:</b> Comparative Itemized Nonprofit Arts and Culture Organization Expenditures Per Participating Organization by Population Category During Fiscal Year 2010 |
| B-119       | <b>Table 13:</b> Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010          |

**Appendix A:**  
***Arts and Economic Prosperity IV***  
**List of the Detailed Data Tables (*continued*)**

**TABLES 14-33: Nonprofit Arts and Culture AUDIENCES**

| <u>Page</u> | <u>Name of Table</u>   |
|-------------|--|
| B-129       | <b>Table 14:</b> Total Attendance to Nonprofit Arts and Cultural Events Per Study Region During 2010   |
| B-139       | <b>Table 15:</b> Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010                                   |
| B-149       | <b>Table 16:</b> <u>Total</u> Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010         |
| B-159       | <b>Table 17:</b> <u>Direct</u> Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010        |
| B-169       | <b>Table 18:</b> Economic Impact per \$100,000 of Spending by Nonprofit Arts and Culture Audiences Per Study Region During 2010  |
| B-179       | <b>Table 19:</b> Total Itemized Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010                          |
| B-189       | <b>Table 20:</b> Average Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010                          |
| B-199       | <b>Table 21:</b> Itemized <u>Resident</u> Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010                |
| B-209       | <b>Table 22:</b> Average <u>Resident</u> per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010          |
| B-219       | <b>Table 23:</b> Itemized <u>Non-Resident</u> Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010            |
| B-229       | <b>Table 24:</b> Average <u>Non-Resident</u> per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010      |
| B-239       | <b>Table 25:</b> Travel Party Characteristics of Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011   |
| B-249       | <b>Table 26:</b> Educational Attainment and Annual Household Income of <u>All</u> Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011          |
| B-259       | <b>Table 27:</b> Age, Artistic Creation, and Willingness to Travel of <u>All</u> Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011           |
| B-269       | <b>Table 28:</b> Educational Attainment and Annual Household Income of <u>Resident</u> Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011     |
| B-279       | <b>Table 29:</b> Age, Artistic Creation, and Willingness to Travel of <u>Resident</u> Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011      |
| B-289       | <b>Table 30:</b> Educational Attainment and Annual Household Income of <u>Non-Resident</u> Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011 |
| B-299       | <b>Table 31:</b> Age, Artistic Creation, and Willingness to Travel of <u>Non-Resident</u> Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011  |

# Introduction:

## The Detailed Data Tables and Their Explanations

Tables 1 through 31 summarize the collected data and the analyzed results for each of the 182 participating study regions. Detailed financial and attendance information were collected from a total of 9,721 eligible nonprofit arts and culture organizations. Audience-intercept surveys requesting event-related expenditure information were collected from 151,802 cultural attendees.

The name of each study region is always listed in the far left-hand column (Column One) of each table.

The tables follow the format of the list below. The data for the 139 study regions that encompass a city or county are presented in six groupings that are stratified by their 2010 population. These groupings are followed by a list of the 31 study regions that include multiple cities or multiple counties, then a list of the 10 statewide study regions, and finally a list of the two individual arts districts.

| <b>Population Group</b>                             | <b>2010 Population of Study Region</b> | <b>Number of Participating Study Regions</b> |
|---|--|--|
| Group A   | Less than 50,000                       | 27   |
| Group B   | 50,000 to 99,999                       | 19   |
| Group C   | 100,000 to 249,999                     | 28   |
| Group D   | 250,000 to 499,999                     | 22   |
| Group E   | 500,000 to 999,999                     | 20   |
| Group F   | 1,000,000 or More                      | 23   |
| Total Cities/Counties                               |  | 139  |
| Multi-City/County Study Regions                     | Varying                                | 31   |
| Statewide Study Regions                             | Varying                                | 10   |
| Individual Arts Districts                           | Varying                                | 2  |
| <b>Total Number of Participating Study Regions:</b> |  | <b>182</b>                                   |

Averages, medians, totals, standard deviations, and confidence intervals have been calculated for each population group (where appropriate). These summary statistics are located at the end of each section.

Throughout the tables, some study regions have been identified by asterisks and/or table endnotes. If applicable, detailed descriptions of the asterisks and table endnotes are located on the last page of each table.



## **Explanation of Table 1: The Populations of the 182 Participating Study Regions**

This table presents for each study region the definition of the region studied, the 2010 population, and the name of the organization that served as our research partner organization. Summary statistics are calculated for each population group.

### **Column Two:**

The type of region that was studied (139 cities/counties, 31 multi-city or multi-county regions, 10 states, and two individual arts districts).

### **Column Three:**

The year 2010 population of each study region as reported by the U.S. Census Bureau. The U.S. Census Bureau develops these estimates based on their decennial census efforts along with the assistance of the Federal State Cooperative Program for Population Estimates (FSCPE). These estimates are updated annually and are used in federal funding allocations, as denominators for vital rates and per capita time series, as survey controls, and in monitoring recent demographic changes.

### **Column Four:**

The name of the research partner organization in each study region. The study partner organization served as the local project sponsor and mobilized the arts community in the region to complete the data collection requirements.

**Table 1:**  
**The Populations of the 182 Participating Study Regions**

| <b>Population Cohort Group A</b> |                                    | <b>2010</b>       |   |
|----------------------------------|------------------------------------|-------------------|---|
| Population Fewer than 50,000     |                                    | <b>Population</b> | <b>Name of Study Partner Organization</b>                 |
| Sample Size = 27                 |                                    |                   |   |
|                                  | <b>Definition of Study Region</b>  |                   |   |
| City of Gunnison (CO)            | City                               | 1,651             | Center for the Arts                                       |
| Town of Telluride (CO)           | Town                               | 2,361             | Telluride Council for the Arts and Humanities             |
| Town of Crested Butte (CO)       | Town                               | 5,461             | Center for the Arts                                       |
| Town of Newmarket (NH)           | Town                               | 8,936             | Newmarket Heritage and Cultural Center Committee          |
| Greater Ketchikan Area (AK)      | County (Ketchikan Gateway Borough) | 13,005            | Ketchikan Area Arts and Humanities Council                |
| Gunnison County (CO)             | County                             | 15,350            | Center for the Arts                                       |
| City of Durango (CO)             | City                               | 16,416            | Community Concert Hall at Ft. Lewis College               |
| Teton County (WY)                | County                             | 20,710            | Center for the Arts                                       |
| City of Laguna Beach (CA)        | City                               | 23,995            | Laguna Beach Arts Commission                              |
| City of Fairfax (VA)             | City                               | 24,665            | City of Fairfax Commission on the Arts                    |
| City of Auburn (NY)              | City                               | 27,138            | Auburn Historic & Cultural Sites Commission               |
| City of Slidell (LA)             | City                               | 27,183            | City of Slidell Department of Cultural and Public Affairs |
| City of Winter Park (FL)         | City                               | 27,909            | City of Winter Park                                       |
| Greater Elkins Area (WV)         | Randolph County                    | 28,390            | Helianthus LLC  |
| Transylvania County (NC)         | County                             | 30,203            | Transylvania Community Arts Council                       |
| City of Rochester (NH)           | City                               | 30,654            | City of Rochester Department of Economic Development      |
| City and Borough of Juneau (AK)  | Unified City/County                | 30,796            | Juneau Arts & Humanities Council                          |
| Princeton (NJ)                   | City                               | 30,829            | Arts Council of Princeton                                 |
| Platte County (NE)               | County                             | 32,515            | Columbus Area Arts Council                                |
| Adams County (NE)                | County                             | 33,324            | Adams County Convention & Visitors Bureau                 |
| City of Fairbanks (AK)           | City                               | 35,132            | Fairbanks Arts Association                                |
| City of West Hollywood (CA)      | City                               | 36,005            | City of West Hollywood                                    |
| City of Pittsfield (MA)          | City                               | 42,652            | City of Pittsfield Office of Cultural Development         |
| Windham County (VT)              | County                             | 43,471            | Arts Council of Windham County                            |
| Iron County (UT)                 | County                             | 45,280            | Cedar City Arts Council                                   |
| Watauga County (NC)              | County                             | 45,479            | Watauga County Arts Council                               |
| Buffalo County (NE)              | County                             | 45,814            | Museum of Nebraska Art                                    |
| <b>Group A Average</b>           |                                    | <b>26,864</b>     |   |
| Group A Median                   |                                    | 28,390            |   |

**Table 1:**  
**The Populations of the 182 Participating Study Regions**

| <b>Population Cohort Group B</b> |                                   |                        |  |
|----------------------------------|-----------------------------------|------------------------|--|
| Population 50,000 to 99,999      |                                   |                        |  |
| Sample Size = 19                 |                                   |                        |  |
|                                  | <b>Definition of Study Region</b> | <b>2010 Population</b> | <b>Name of Study Partner Organization</b>                    |
| Chenango County (NY)             | County                            | 50,620                 | Chenango County Council of the Arts                          |
| City of La Crosse (WI)           | City                              | 50,902                 | Viterbo University Fine Arts Center                          |
| Lenoir County (NC)               | County                            | 56,387                 | Community Council for the Arts                               |
| City of Dubuque (IA)             | City                              | 57,250                 | City of Dubuque  |
| Greater Enid Area (OK)           | Garfield County                   | 58,928                 | Greater Enid Arts and Humanities Council                     |
| City of Flagstaff (AZ)           | City                              | 60,222                 | Flagstaff Cultural Partners                                  |
| City of Portland (ME)            | City                              | 62,561                 | Creative Portland Corporation                                |
| Athens County (OH)               | County                            | 63,026                 | Athens Municipal Arts Commission                             |
| Rutherford County (NC)           | County                            | 63,415                 | Rutherford County Dept. of Recreation, Culture, and Heritage |
| City of Walnut Creek (CA)        | City                              | 65,384                 | Walnut Creek Arts, Recreation, and Community Services Dept.  |
| City of Missoula (MT)            | City                              | 68,202                 | Missoula Cultural Council                                    |
| City of Bloomington (IN)         | City                              | 71,819                 | Bloomington Dept. of Economic and Sustainable Development    |
| City of Miami Beach (FL)         | City                              | 84,633                 | Miami-Dade County Department of Cultural Affairs             |
| Greater Parkersburg Area (WV)    | Wood County                       | 86,888                 | Parkersburg Area Community Foundation                        |
| Moore County (NC)                | County                            | 87,158                 | Arts Council of Moore County                                 |
| Indiana County (PA)              | County                            | 87,450                 | Indiana Arts Council   |
| Buchanan County (MO)             | County                            | 89,856                 | Allied Arts Council of St. Joseph                            |
| City of Boulder (CO)             | City                              | 94,171                 | Boulder Arts Commission                                      |
| Eau Claire County (WI)           | County                            | 99,409                 | Eau Claire Regional Arts Council                             |
| <b>Group B Average</b>           |                                   | <b>71,488</b>          |  |
| Group B Median                   |                                   | 65,384                 |  |

**Table 1:**  
**The Populations of the 182 Participating Study Regions**

| <b>Population Cohort Group C</b>  |  |                        |   |
|-----------------------------------|--|------------------------|---|
| Population 100,000 to 249,999     |  |                        |   |
| Sample Size = 28                  |  |                        |   |
|                                   | <b>Definition of Study Region</b>                          | <b>2010 Population</b> | <b>Name of Study Partner Organization</b>                     |
| City of Rochester (MN)            | City   | 100,413                | Rochester Arts Council  |
| Tompkins County (NY)              | County   | 101,779                | Community Arts Partnership                                    |
| Wayne County (NC)                 | County   | 113,811                | Arts Council of Wayne County                                  |
| City of McKinney (TX)             | City   | 121,211                | McKinney Arts Commission                                      |
| Orange County (NC)                | County   | 129,083                | Orange County Arts Commission                                 |
| Town of Cary (NC)                 | Town   | 129,545                | Town of Cary Dept. of Parks, Recreation & Cultural Resources  |
| Marathon County (WI)              | County   | 131,612                | Performing Arts Foundation Inc. (dba The Grand)               |
| Greater Charlottesville Area (VA) | Independent City/County (Charlottesville/Albemarle County) | 136,395                | Piedmont Council for the Arts                                 |
| City of Fort Collins (CO)         | City   | 136,509                | Beet Street   |
| Cambria County (PA)               | County   | 143,998                | Pennsylvania Rural Arts Alliance                              |
| City of Alexandria (VA)           | City   | 150,006                | City of Alexandria Office of the Arts                         |
| City of Eugene (OR)               | City   | 150,104                | Arts and Business Alliance of Eugene                          |
| Pitt County (NC)                  | County   | 159,057                | Pitt County Arts Council at Emerge                            |
| City of Santa Clarita (CA)        | City   | 169,500                | City of Santa Clarita Arts & Events Office                    |
| City of Providence (RI)           | City   | 171,557                | Providence Department of Art, Culture & Tourism               |
| Erie (PA)                         | Urbanized Area   | 194,083                | ArtsErie  |
| New Hanover County (NC)           | County   | 195,085                | North Carolina Arts Council                                   |
| City of Glendale (CA)             | City   | 197,176                | City of Glendale Cultural Affairs Division                    |
| City of Tacoma (WA)               | City   | 197,181                | Tacoma Arts Commission  |
| Whatcom County (WA)               | County   | 200,434                | Allied Arts of Whatcom County                                 |
| City of Boise (ID)                | City   | 205,314                | Boise City Department of Arts and History                     |
| Lackawanna County (PA)            | County   | 208,801                | Lackawanna County Department of Arts and Culture              |
| Arlington County (VA)             | County   | 217,483                | Arlington County Cultural Affairs Division                    |
| City of Orlando (FL)              | City   | 230,519                | City of Orlando   |
| Buncombe County (NC)              | County   | 231,452                | City of Asheville Cultural Arts Division                      |
| St. Tammany Parish (LA)           | County (St. Tammany Parish)                                | 231,495                | St. Tammany Parish Dept. of Cultural and Governmental Affairs |
| Alachua County (FL)               | County   | 243,574                | City of Gainesville Cultural Affairs Division                 |
| Greater Jackson Area (MS)         | Hinds County   | 247,631                | Greater Jackson Arts Council                                  |
| <b>Group C Average</b>            |  | <b>173,029</b>         |   |
| Group C Median                    |  | 170,529                |   |

**Table 1:**  
**The Populations of the 182 Participating Study Regions**

| <b>Population Cohort Group D</b>    |                                   |                        |  |
|-------------------------------------|-----------------------------------|------------------------|--|
| Population 250,000 to 499,999       |                                   |                        |  |
| Sample Size = 22                    |                                   |                        |  |
|                                     | <b>Definition of Study Region</b> | <b>2010 Population</b> | <b>Name of Study Partner Organization</b>            |
| City of Lincoln (NE)                | City                              | 251,624                | Lincoln Arts Council                                 |
| Durham County (NC)                  | County                            | 269,706                | Durham Arts Council                                  |
| Osceola County (FL)                 | County                            | 270,618                | Osceola Center for the Arts                          |
| City of Newark (NJ)                 | City                              | 278,980                | Newark Arts Council                                  |
| City of Riverside (CA)              | City                              | 295,357                | Riverside Arts Council                               |
| Lexington-Fayette Urban County (KY) | Unified City/County               | 296,545                | LexArts, Inc.  |
| Loudoun County (VA)                 | County                            | 301,171                | Loudoun Arts Council                                 |
| Cumberland County (NC)              | County                            | 315,207                | Arts Council of Fayetteville/Cumberland County       |
| Greater Chattanooga Area (TN)       | Hamilton County                   | 337,175                | Allied Arts of Greater Chattanooga                   |
| Forsyth County (NC)                 | County                            | 359,638                | Arts Council of Winston-Salem/Forsyth County         |
| City of Wichita (KS)                | City                              | 366,046                | City of Wichita Division of Arts & Cultural Services |
| Sarasota County (FL)                | County                            | 369,765                | Arts and Cultural Alliance of Sarasota County        |
| City of Oakland (CA)                | City                              | 404,155                | City of Oakland Cultural Arts & Marketing Department |
| Santa Barbara County (CA)           | County                            | 407,057                | Santa Barbara County Arts Commission                 |
| City of Miami (FL)                  | City                              | 413,201                | Miami-Dade County Department of Cultural Affairs     |
| Seminole County (FL)                | County                            | 413,204                | Seminole Cultural Arts Council                       |
| City of Omaha (NE)                  | City                              | 438,646                | Nebraskans for the Arts                              |
| Greater Syracuse Area (NY)          | Onondaga County                   | 454,753                | Le Moyne College Division of Management              |
| City of Mesa (AZ)                   | City                              | 463,552                | Mesa Arts Center                                     |
| Guilford County (NC)                | County                            | 480,362                | United Arts Council of Greater Greensboro            |
| Dane County (WI)                    | County                            | 491,357                | Dane County Arts & Economic Prosperity Collaborative |
| Volusia County (FL)                 | County                            | 495,890                | Volusia County Parks, Recreation, and Culture        |
| <b>Group D Average</b>              |                                   | <b>313,207</b>         |  |
| Group D Median                      |                                   | 296,545                |  |



**Table 1:**  
**The Populations of the 182 Participating Study Regions**

| <b>Population Cohort Group E</b>      |                                   |                        |   |
|---------------------------------------|-----------------------------------|------------------------|---|
| Population 500,000 to 999,999         |                                   |                        |   |
| Sample Size = 20                      |                                   |                        |   |
|                                       | <b>Definition of Study Region</b> | <b>2010 Population</b> | <b>Name of Study Partner Organization</b>               |
| City of Albuquerque (NM)              | City                              | 521,999                | City of Albuquerque Cultural Services Department        |
| City of Atlanta (GA)                  | City                              | 537,958                | City of Atlanta Office of Cultural Affairs              |
| Polk County (FL)                      | County                            | 583,403                | Polk Arts Alliance                                      |
| Lee County (FL)                       | County                            | 586,908                | Lee County Alliance for the Arts                        |
| City of Seattle (WA)                  | City                              | 598,541                | Seattle Office of Arts & Cultural Affairs               |
| District of Columbia (DC)             | City                              | 599,657                | Cultural Alliance of Greater Washington                 |
| City of Baltimore (MD)                | Unified City/County               | 637,418                | Baltimore Office of Promotion and the Arts              |
| Jefferson County (AL)                 | County                            | 665,027                | Cultural Alliance of Greater Birmingham                 |
| City of Austin (TX)                   | City                              | 757,688                | City of Austin Cultural Arts Division                   |
| City of Indianapolis (IN)             | City                              | 808,466                | Arts Council of Indianapolis                            |
| City and County of San Francisco (CA) | Unified City/County               | 815,358                | San Francisco Arts Commission                           |
| Prince George's County (MD)           | County                            | 834,560                | Prince George's County Arts Council                     |
| Bergen County (NJ)                    | County                            | 895,250                | Bergen County Division of Cultural and Historic Affairs |
| Wake County (NC)                      | County                            | 897,214                | United Arts Council of Raleigh and Wake County          |
| Fairfield County (CT)                 | County                            | 901,208                | Cultural Alliance of Fairfield County                   |
| Mecklenburg County (NC)               | County                            | 913,639                | The Arts & Science Council                              |
| Greater Memphis Area (TN)             | Shelby County                     | 920,232                | ArtsMemphis   |
| City of San Jose (CA)                 | City                              | 948,279                | San Jose Office of Cultural Affairs                     |
| Westchester County (NY)               | County                            | 955,962                | ArtsWestchester   |
| Montgomery County (MD)                | County                            | 971,600                | Arts & Humanities Council of Montgomery County          |
| <b>Group E Average</b>                |                                   | <b>767,518</b>         |   |
| Group E Median                        |                                   | 811,912                |   |

**Table 1:**  
**The Populations of the 182 Participating Study Regions**

| <b>Population Cohort Group F</b>     |  |                            |  |
|--------------------------------------|--|----------------------------|--|
| Population 1,000,000 or More         |  |                            |  |
| Sample Size = 23                     |  |                            |  |
|                                      | <b>Definition of Study Region</b>                      | <b>2010<br/>Population</b> | <b>Name of Study Partner Organization</b>          |
| Pima County (AZ)                     | County   | 1,020,200                  | Tucson Pima Arts Council                           |
| Fairfax County (VA)                  | County   | 1,074,227                  | Arts Council of Fairfax County                     |
| Orange County (FL)                   | County   | 1,086,480                  | Orange County Arts & Cultural Affairs              |
| Greater Columbus Area (OH)           | Franklin County  | 1,150,122                  | Greater Columbus Arts Council                      |
| Allegheny County (PA)                | County   | 1,218,494                  | Greater Pittsburgh Arts Council                    |
| City of San Diego (CA)               | City   | 1,279,329                  | City of San Diego Commission for Arts and Culture  |
| City of Dallas (TX)                  | City   | 1,279,910                  | City of Dallas Office of Cultural Affairs          |
| Palm Beach County (FL)               | County   | 1,279,950                  | Cultural Council of Palm Beach County              |
| Greater St. Louis Area (MO)          | Independent City/County (City and County of St. Louis) | 1,348,995                  | St. Louis Regional Arts Commission                 |
| City of San Antonio (TX)             | City   | 1,351,305                  | City of San Antonio Office of Cultural Affairs     |
| Sacramento County (CA)               | County   | 1,400,949                  | Sacramento Metropolitan Arts Commission            |
| City and County of Philadelphia (PA) | Unified City/County                                    | 1,547,297                  | Greater Philadelphia Cultural Alliance             |
| City of Phoenix (AZ)                 | City   | 1,567,924                  | Phoenix Office of Arts and Culture                 |
| Broward County (FL)                  | County   | 1,766,476                  | Broward County Cultural Division                   |
| Santa Clara County (CA)              | County   | 1,784,642                  | Arts Council Silicon Valley                        |
| Tarrant County (TX)                  | County   | 1,789,900                  | Arts Council of Forth Worth & Tarrant County       |
| Clark County (NV)                    | County   | 1,902,834                  | Metro Arts Council of Southern Nevada              |
| Riverside County (CA)                | County   | 2,125,440                  | Riverside Arts Council                             |
| Miami-Dade County (FL)               | County   | 2,500,625                  | Miami-Dade County Department of Cultural Affairs   |
| City of Chicago (IL)                 | City   | 2,853,114                  | Arts Alliance Illinois                             |
| San Diego County (CA)                | County   | 3,053,793                  | ArtPulse   |
| City of Los Angeles (CA)             | City   | 3,833,995                  | City of Los Angeles Department of Cultural Affairs |
| Harris County (TX)                   | County   | 4,070,989                  | Houston Arts Alliance                              |
| <b>Group F Average</b>               |  | <b>1,838,565</b>           |  |
| Group F Median                       |  | 1,547,297                  |  |

**ALL CITY/COUNTY STUDY REGIONS**

|                |                |
|----------------|----------------|
| <b>Average</b> | <b>523,308</b> |
| Median         | 230,519        |

**Table 1:**  
**The Populations of the 182 Participating Study Regions**

| <b>Regional Study Regions</b>            |   |                    |   |
|--|---|--------------------|---|
| All Populations<br>Sample Size = 31      |   | 2010<br>Population | Name of Study Partner Organization                        |
|  | Definition of Study Region  |                    |   |
| Greater Portsmouth Area (NH)             | The City of Portsmouth and the Town of Rye in New Hampshire, and the Town of Kittery in Maine             | 20,443             | Art-Speak -- The City of Portsmouth's Cultural Commission |
| Greater Concord Area (NH)                | ZIP Codes 03224, 03229, 03301, 03302, 03303, 03304, and 03307   | 42,255             | Greater Concord Chamber of Commerce                       |
| Greater Aberdeen Area (SD)               | Brown, Day, Edmunds, and Spink Counties   | 51,202             | Aberdeen Area Arts Council                                |
| Centre Region (PA)                       | The Borough of State College and College, Ferguson, Halfmoon, Harris, and Patton Townships                | 76,862             | Central Pennsylvania Festival of the Arts                 |
| Greater Minot Area (ND)                  | McHenry, McLean, Mountrail, Renville, and Ward Counties   | 79,513             | Minot Area Council of the Arts                            |
| Creative Corridor in Northwest Iowa (IA) | Buena Vista, Cherokee, Clay, Dickinson, Emmet, O'Brien, Osceola, Palo Alto, and Pocahontas Counties       | 111,388            | ArtsLIVE  |
| Northern New Hampshire (NH)              | Coos County and the northern communities of Grafton and Carroll Counties                                  | 117,778            | Arts Alliance of Northern New Hampshire                   |
| Greater Sioux Falls Area (SD)            | Lincoln, McCook, Minnehaha, and Turner Counties   | 183,048            | Sioux Falls Arts Council                                  |
| Greater Athens Area (GA)                 | Athens-Clarke, Jackson, Madison, Oconee, and Oglethorpe Counties  | 255,766            | Athens Area Arts Council                                  |
| Greater Rockford Area (IL)               | Boone and Winnebago Counties  | 353,722            | Rockford Area Arts Council                                |
| Greater Peoria Area (IL)                 | Peoria, Tazewell, and Woodford Counties   | 357,144            | ArtsPartners of Central Illinois                          |
| Greater Fox Cities Region (WI)           | Calumet, Outagamie, and Winnebago Counties  | 385,264            | Fox Cities Performing Arts Center                         |
| Northern Tier Region (PA)                | Bradford, Cameron, Clinton, Lycoming, McKean, Potter, Sullivan, Susquehanna, Tioga and Wyoming Counties   | 395,310            | Northern Tier Cultural Alliance                           |
| Northwest Arkansas Area (AR)             | Benton and Washington Counties  | 425,685            | Walton Arts Center  |
| Mahoning Valley Region (OH)              | Mahoning and Trumbull Counties  | 446,892            | Power of the Arts Committee                               |
| Iowa Cultural Corridor (IA)              | Benton, Buchanan, Cedar, Delaware, Iowa, Johnson, Jones, Linn, Louisa, Muscatine, and Washington Counties | 534,698            | Iowa Cultural Corridor Alliance                           |

*Continued Below*

**Table 1:**  
**The Populations of the 182 Participating Study Regions**

| <b>Regional Study Regions</b>           |  |                            |   |
|---|--|----------------------------|---|
| All Populations<br>Sample Size = 31     |  | <b>2010<br/>Population</b> | <b>Name of Study Partner Organization</b>           |
|   | <b>Definition of Study Region</b>  |                            |   |
| Pikes Peak Region (CO)                  | El Paso and Teller Counties  | 626,227                    | Cultural Office of the Pikes Peak Region            |
| Greater Columbia Area (SC)              | Lexington and Richland Counties  | 627,630                    | Cultural Council of Richland and Lexington Counties |
| Lehigh Valley Region (PA)               | Carbon, Lehigh, and Northampton Counties   | 706,374                    | Lehigh Valley Arts Council                          |
| West Valley Region (AZ)                 | The cities of Avondale, Buckeye, El Mirage, Glendale, Goodyear, Litchfield Park, Peoria, Sun City, Sun City West, Surprise, Tolleson, Wickenburg, and Youngtown.       | 803,692                    | West Valley Arts Council                            |
| Greater Harrisburg Area (PA)            | Cumberland, Dauphin, and York Counties   | 920,354                    | Jump Street   |
| Greater Hartford Area (CT)              | Hartford and Tolland Counties  | 1,030,296                  | Greater Hartford Arts Council                       |
| Greater Portland Area (OR)              | Clackamas, Multnomah, and Washington Counties  | 1,650,316                  | Regional Arts and Culture Council                   |
| Metropolitan Kansas City Area (MO/KS)   | Clay, Jackson, and Platte counties in Missouri and Johnson and Wyandotte Counties in Kansas  | 1,722,576                  | Arts Council of Metropolitan Kansas City            |
| Greater Milwaukee Area (WI)             | Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties   | 2,026,243                  | Creative Alliance Milwaukee                         |
| Central Florida Region (FL)             | Brevard, Lake, Orange, Osceola, Polk, Seminole, and Volusia Counties   | 3,698,071                  | United Arts of Central Florida                      |
| Greater Washington DC Region (DC/MD/VA) | Montgomery and Prince George's Counties in Maryland; Arlington and Fairfax Counties and the Cities of Alexandria and Fairfax in Virginia; and the District of Columbia | 3,835,576                  | Cultural Alliance of Greater Washington             |
| Greater Philadelphia Region (PA)        | Bucks, Chester, Delaware, Montgomery, Philadelphia Counties  | 4,012,573                  | Greater Philadelphia Cultural Alliance              |
| Southeastern Michigan Region (MI)       | Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne Counties  | 4,813,747                  | Cultural Alliance of Southeastern Michigan          |
| Greater Houston Area (TX)               | Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto, and Waller Counties  | 5,613,162                  | Houston Arts Alliance                               |
| North Texas Region (TX)                 | Collin, Dallas, Denton, Kaufman, Rockwall, and Tarrant Counties  | 5,876,306                  | North Texas Business Council for the Arts           |
| <b>Average</b>                          |  | <b>1,348,391</b>           |   |
| <b>Median</b>                           |  | <b>534,698</b>             |   |

**Table 1:**  
**The Populations of the 182 Participating Study Regions**

| <b>Statewide Study Regions</b>      |                            |                    |   |
|-------------------------------------|----------------------------|--------------------|---|
| All Populations<br>Sample Size = 10 |                            | 2010<br>Population | Name of Study Partner Organization            |
|                                     | Definition of Study Region |                    |   |
| State of South Dakota               | State                      | 812,383            | South Dakota Arts Council                     |
| State of Delaware                   | State                      | 885,122            | Delaware Division of the Arts                 |
| State of Hawai'i                    | State                      | 1,295,178          | the Hawai'i Arts Alliance                     |
| State of New Hampshire              | State                      | 1,324,575          | New Hampshire State Council on the Arts       |
| State of Nebraska                   | State                      | 1,796,619          | Nebraskans for the Arts                       |
| State of Connecticut                | State                      | 3,518,288          | Connecticut Commission on Culture and Tourism |
| State of Wisconsin                  | State                      | 5,654,774          | Wisconsin Arts Board                          |
| State of North Carolina             | State                      | 9,380,884          | North Carolina Arts Council                   |
| State of Pennsylvania               | State                      | 12,604,767         | Citizens for the Arts in Pennsylvania         |
| State of Illinois                   | State                      | 12,910,409         | Arts Alliance Illinois                        |
| <b>Average</b>                      |                            | <b>5,018,300</b>   |   |
| Median                              |                            | 2,657,454          |   |

| <b>Individual Arts Districts</b>   |                            |                    |   |
|------------------------------------|----------------------------|--------------------|---|
| All Populations<br>Sample Size = 2 |                            | 2010<br>Population | Name of Study Partner Organization        |
|                                    | Definition of Study Region |                    |   |
| Grand Center Arts District         | City of St. Louis, MO      | 319,294            | St. Louis Regional Arts Commission        |
| Dallas Arts District               | City of Dallas, TX         | 1,279,910          | City of Dallas Office of Cultural Affairs |
| <b>Average</b>                     |                            | <b>799,602</b>     |   |



## Explanation of Table 2: Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

This table presents for each study region the total spending by the nonprofit arts and culture industry—both nonprofit arts and culture organizations and their audiences—during fiscal year 2010. Summary statistics are calculated for each population group.

### Column Two:

The operating expenditures made by responding nonprofit arts and culture organizations in each study region during fiscal year 2010. Operating expenditure categories include payroll and payroll taxes, facility expenses, overhead and administrative expenses, programmatic expenses, and event production costs including payments to artists. (See the organizational expenditure survey instrument in Appendix B for a detailed breakdown of organizational expenditure categories.) These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for non-responding organizations.

### Column Three:

The capital expenditures of responding nonprofit arts and culture organizations in each study region during fiscal year 2010. Capital expenditures include purchases of art, equipment, and real estate. Capital expenditures also include construction and renovation costs. These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for non-responding organizations.

### Column Four:

The total organizational expenditures of nonprofit arts and culture organizations in each study region during fiscal year 2010. This figure is the sum of operating expenditures (Column Two) and capital expenditures (Column Three). These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for non-responding organizations.

### Column Five:

The total expenditures made by arts audiences as a direct result of their attendance to nonprofit arts and culture events in each study region during fiscal year 2010. For example, when patrons attend an arts and culture event they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the event, and/or pay a babysitter upon returning home. (See the audience expenditure survey instrument in Appendix C of the *Arts & Economic Prosperity IV* National Statistical Report for a detailed breakdown of audience expenditure categories.)

### Column Six:

The total spending by the nonprofit arts and culture industry in each study region during fiscal year 2010. This figure is the sum of total organizational expenditures (Column Four) and total event-related spending by arts audiences (Column Five).

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group A</b><br>Population Fewer than 50,000<br>Sample Size = 27 | <b>Operating Expenditures</b> | <b>+</b> | <b>Capital Expenditures</b> | <b>=</b> | <b>Total Direct ORGANIZATIONAL Expenditures</b> | <b>Arts Event-Related AUDIENCE Expenditures</b> | <b>Total Expenditures (Both Organizations and Audiences)</b> |
|--|-------------------------------|----------|-----------------------------|----------|---|---|--|
| City of Gunnison (CO)***   | \$289,233                     |          | \$13,442                    |          | \$302,675                                       | \$179,257                                       | \$481,932  |
| Town of Telluride (CO)*  | \$16,090,082                  |          | \$521,315                   |          | \$16,611,397                                    | \$20,797,981                                    | \$37,409,378   |
| Town of Crested Butte (CO)***  | \$2,082,670                   |          | \$1,049,362                 |          | \$3,132,032                                     | \$3,350,716                                     | \$6,482,748  |
| Town of Newmarket (NH)   | \$52,372                      |          | \$8,355                     |          | \$60,727  | \$89,438  | \$150,165  |
| Greater Ketchikan Area (AK)  | \$1,675,761                   |          | \$364,281                   |          | \$2,040,042                                     | \$3,695,946                                     | \$5,735,988  |
| Gunnison County (CO)   | \$2,371,903                   |          | \$1,062,804                 |          | \$3,434,707                                     | \$3,529,973                                     | \$6,964,680  |
| City of Durango (CO)   | \$4,147,006                   |          | \$1,685,798                 |          | \$5,832,804                                     | \$3,220,322                                     | \$9,053,126  |
| Teton County (WY)*   | \$12,039,763                  |          | \$5,899,610                 |          | \$17,939,373                                    | \$31,276,019                                    | \$49,215,392   |
| City of Laguna Beach (CA)* <sup>1</sup>  | \$26,288,440                  |          | \$1,389,490                 |          | \$27,677,930                                    | \$21,403,349                                    | \$49,081,279   |
| City of Fairfax (VA)***  | \$7,286,639                   |          | \$182,540                   |          | \$7,469,179                                     | \$2,624,593                                     | \$10,093,772   |
| City of Auburn (NY) <sup>1</sup>   | \$1,892,522                   |          | \$61,993                    |          | \$1,954,515                                     | \$1,634,048                                     | \$3,588,563  |
| City of Slidell (LA)***  | \$866,189                     |          | \$36,442                    |          | \$902,631                                       | \$2,217,986                                     | \$3,120,617  |
| City of Winter Park (FL)***  | \$11,722,644                  |          | \$4,260,180                 |          | \$15,982,824                                    | \$26,578,730                                    | \$42,561,554   |
| Greater Elkins Area (WV)   | \$1,633,125                   |          | \$11,700                    |          | \$1,644,825                                     | \$4,599,612                                     | \$6,244,437  |
| Transylvania County (NC)   | \$4,202,764                   |          | \$163,378                   |          | \$4,366,142                                     | \$4,193,766                                     | \$8,559,908  |
| City of Rochester (NH)   | \$3,903,620                   |          | \$418,831                   |          | \$4,322,451                                     | \$3,068,572                                     | \$7,391,023  |
| City and Borough of Juneau (AK)  | \$5,343,962                   |          | \$275,565                   |          | \$5,619,527                                     | \$1,126,828                                     | \$6,746,355  |
| Princeton (NJ)**   | \$35,695,917                  |          | \$4,242,331                 |          | \$39,938,248                                    | \$11,382,126                                    | \$51,320,374   |
| Platte County (NE)   | \$902,962                     |          | \$62,922                    |          | \$965,884                                       | \$3,030,192                                     | \$3,996,076  |
| Adams County (NE)  | \$5,323,293                   |          | \$106,540                   |          | \$5,429,833                                     | \$3,242,344                                     | \$8,672,177  |
| City of Fairbanks (AK)   | \$6,547,162                   |          | \$14,140                    |          | \$6,561,302                                     | \$5,591,498                                     | \$12,152,800   |
| City of West Hollywood (CA)** <sup>1,2</sup>   | \$20,718,409                  |          | \$0                         |          | \$20,718,409                                    | \$8,515,044                                     | \$29,233,453   |
| City of Pittsfield (MA)** <sup>1,2</sup>   | \$12,918,102                  |          | \$0                         |          | \$12,918,102                                    | \$12,388,438                                    | \$25,306,540   |
| Windham County (VT)*   | \$7,237,145                   |          | \$319,531                   |          | \$7,556,676                                     | \$3,231,306                                     | \$10,787,982   |
| Iron County (UT)*  | \$8,824,203                   |          | \$573,675                   |          | \$9,397,878                                     | \$32,970,876                                    | \$42,368,754   |
| Watauga County (NC)  | \$2,632,450                   |          | \$42,979                    |          | \$2,675,429                                     | \$6,510,435                                     | \$9,185,864  |
| Buffalo County (NE)  | \$4,888,804                   |          | \$418,181                   |          | \$5,306,985                                     | \$4,376,476                                     | \$9,683,461  |
| <b>Group A Average</b>   | <b>\$7,688,042</b>            |          | <b>\$858,718</b>            |          | <b>\$8,546,760</b>                              | <b>\$8,326,884</b>                              | <b>\$16,873,644</b>  |
| <b>Percentage of Total</b>   | <b>45.6%</b>                  |          | <b>5.1%</b>                 |          | <b>50.7%</b>                                    | <b>49.3%</b>                                    | <b>100.0%</b>  |
| Average Excluding Outliers/Exclusions  |                               |          |                             |          | \$3,586,798                                     | \$4,717,356                                     |  |
| Group A Median   | \$4,888,804                   |          | \$275,565                   |          | \$5,429,833                                     | \$3,695,946                                     | \$9,053,126  |

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group B</b><br>Population 50,000 to 99,999<br>Sample Size = 19 | <b>Organizational Expenditures (Operating)</b> | <b>+</b> | <b>Organizational Expenditures (Capital)</b> | <b>=</b> | <b>ORGANIZATIONAL Total Expenditures</b> | <b>Arts Event-Related AUDIENCE Expenditures</b> | <b>Total Expenditures (Both Organizations and Audiences)</b> |
|---|--|----------|--|----------|--|---|--|
| Chenango County (NY) <sup>1,2</sup>   | \$1,019,269                                    |          | \$0  |          | \$1,019,269                              | \$811,106                                       | \$1,830,375  |
| City of La Crosse (WI)  | \$3,068,773                                    |          | \$228,749                                    |          | \$3,297,522                              | \$6,076,502                                     | \$9,374,024  |
| Lenoir County (NC)  | \$757,729                                      |          | \$161,505                                    |          | \$919,234                                | \$654,637                                       | \$1,573,871  |
| City of Dubuque (IA)  | \$14,516,746                                   |          | \$3,072,969                                  |          | \$17,589,715                             | \$29,593,558                                    | \$47,183,273   |
| Greater Enid Area (OK)  | \$2,394,812                                    |          | \$2,623,983                                  |          | \$5,018,795                              | \$4,667,999                                     | \$9,686,794  |
| City of Flagstaff (AZ) <sup>1</sup>   | \$36,814,574                                   |          | \$960,000                                    |          | \$37,774,574                             | \$35,163,708                                    | \$72,938,282   |
| City of Portland (ME)   | \$25,592,501                                   |          | \$914,135                                    |          | \$26,506,636                             | \$22,643,872                                    | \$49,150,508   |
| Athens County (OH) <sup>1</sup>   | \$15,773,442                                   |          | \$977,567                                    |          | \$16,751,009                             | \$7,598,782                                     | \$24,349,791   |
| Rutherford County (NC)  | \$522,479                                      |          | \$5,893                                      |          | \$528,372                                | \$378,229                                       | \$906,601  |
| City of Walnut Creek (CA) <sup>1</sup>  | \$17,945,920                                   |          | \$190,778                                    |          | \$18,136,698                             | \$14,346,782                                    | \$32,483,480   |
| City of Missoula (MT)   | \$13,411,746                                   |          | \$201,037                                    |          | \$13,612,783                             | \$26,286,497                                    | \$39,899,280   |
| City of Bloomington (IN)  | \$45,130,215                                   |          | \$7,170,191                                  |          | \$52,300,406                             | \$19,976,316                                    | \$72,276,722   |
| City of Miami Beach (FL)***   | \$40,904,661                                   |          | \$57,057,289                                 |          | \$97,961,950                             | \$56,323,841                                    | \$154,285,791  |
| Greater Parkersburg Area (WV)   | \$972,833                                      |          | \$34,742                                     |          | \$1,007,575                              | \$1,068,416                                     | \$2,075,991  |
| Moore County (NC)   | \$2,947,174                                    |          | \$219,339                                    |          | \$3,166,513                              | \$3,221,079                                     | \$6,387,592  |
| Indiana County (PA) <sup>1</sup>  | \$432,247                                      |          | \$12,345                                     |          | \$444,592                                | \$142,854                                       | \$587,446  |
| Buchanan County (MO)  | \$5,855,400                                    |          | \$390,474                                    |          | \$6,245,874                              | \$4,626,753                                     | \$10,872,627   |
| City of Boulder (CO)  | \$7,606,229                                    |          | \$1,018,673                                  |          | \$8,624,902                              | \$11,572,023                                    | \$20,196,925   |
| Eau Claire County (WI)  | \$2,330,364                                    |          | \$511,287                                    |          | \$2,841,651                              | \$2,793,599                                     | \$5,635,250  |
| <b>Group B Average</b>  | <b>\$12,526,164</b>                            |          | <b>\$3,986,892</b>                           |          | <b>\$16,513,056</b>                      | <b>\$13,049,819</b>                             | <b>\$29,562,875</b>  |
| <b>Percentage of Total</b>  | <b>42.4%</b>                                   |          | <b>13.5%</b>                                 |          | <b>55.9%</b>                             | <b>44.1%</b>                                    | <b>100.0%</b>  |
| Average <u>Ex</u> cluding Outliers/Exclusions                                       |  |          |  |          | \$11,988,118                             | \$10,645,706                                    |  |
| Group B Median  | \$5,855,400                                    |          | \$390,474                                    |          | \$6,245,874                              | \$6,076,502                                     | \$10,872,627   |

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group C</b><br>Population 100,000 to 249,999<br>Sample Size = 28 | <b>Organizational Expenditures (Operating)</b> | <b>+</b> | <b>Organizational Expenditures (Capital)</b> | <b>=</b> | <b>ORGANIZATIONAL Total Expenditures</b> | <b>Arts Event-Related AUDIENCE Expenditures</b> | <b>Total Expenditures (Both Organizations and Audiences)</b> |
|---|--|----------|--|----------|--|---|--|
| City of Rochester (MN)  | \$17,088,901                                   |          | \$2,033,819                                  |          | \$19,122,720                             | \$19,084,515                                    | \$38,207,235   |
| Tompkins County (NY) <sup>1</sup>   | \$13,265,074                                   |          | \$113,582                                    |          | \$13,378,656                             | \$7,336,956                                     | \$20,715,612   |
| Wayne County (NC)   | \$1,470,779                                    |          | \$4,826                                      |          | \$1,475,605                              | \$1,363,434                                     | \$2,839,039  |
| City of McKinney (TX)   | \$574,407                                      |          | \$57,296                                     |          | \$631,703                                | \$1,407,326                                     | \$2,039,029  |
| Orange County (NC)  | \$62,503,347                                   |          | \$1,399,328                                  |          | \$63,902,675                             | \$21,503,700                                    | \$85,406,375   |
| Town of Cary (NC)**   | \$4,032,116                                    |          | \$185,679                                    |          | \$4,217,795                              | \$4,964,157                                     | \$9,181,952  |
| Marathon County (WI)  | \$5,186,860                                    |          | \$75,003                                     |          | \$5,261,863                              | \$3,912,630                                     | \$9,174,493  |
| Greater Charlottesville Area (VA)**   | \$42,923,323                                   |          | \$6,573,792                                  |          | \$49,497,115                             | \$64,870,161                                    | \$114,367,276  |
| City of Fort Collins (CO)   | \$8,632,865                                    |          | \$381,287                                    |          | \$9,014,152                              | \$10,153,509                                    | \$19,167,661   |
| Cambria County (PA) <sup>1</sup>  | \$8,052,035                                    |          | \$1,098,001                                  |          | \$9,150,036                              | \$25,007,884                                    | \$34,157,920   |
| City of Alexandria (VA)   | \$25,547,946                                   |          | \$527,073                                    |          | \$26,075,019                             | \$44,580,402                                    | \$70,655,421   |
| City of Eugene (OR)   | \$29,237,415                                   |          | \$234,148                                    |          | \$29,471,563                             | \$16,084,968                                    | \$45,556,531   |
| Pitt County (NC)  | \$5,903,411                                    |          | \$259,326                                    |          | \$6,162,737                              | \$3,096,141                                     | \$9,258,878  |
| City of Santa Clarita (CA) <sup>1,2</sup>   | \$5,807,151                                    |          | \$0  |          | \$5,807,151                              | \$5,564,504                                     | \$11,371,655   |
| City of Providence (RI)** <sup>1</sup>  | \$82,952,451                                   |          | \$1,034,591                                  |          | \$83,987,042                             | \$106,067,850                                   | \$190,054,892  |
| Erie (PA) <sup>1,2</sup>  | \$10,648,662                                   |          | \$0  |          | \$10,648,662                             | \$7,500,339                                     | \$18,149,001   |
| New Hanover County (NC)   | \$5,671,757                                    |          | \$70,901                                     |          | \$5,742,658                              | \$15,106,019                                    | \$20,848,677   |
| City of Glendale (CA) <sup>1,2</sup>  | \$5,793,445                                    |          | \$0  |          | \$5,793,445                              | \$2,978,277                                     | \$8,771,722  |
| City of Tacoma (WA)   | \$32,163,591                                   |          | \$2,698,080                                  |          | \$34,861,671                             | \$29,855,696                                    | \$64,717,367   |
| Whatcom County (WA)   | \$8,340,873                                    |          | \$308,174                                    |          | \$8,649,047                              | \$5,420,331                                     | \$14,069,378   |
| City of Boise (ID)  | \$22,244,466                                   |          | \$497,498                                    |          | \$22,741,964                             | \$25,293,132                                    | \$48,035,096   |
| Lackawanna County (PA) <sup>1,2</sup>   | \$14,402,174                                   |          | \$0  |          | \$14,402,174                             | \$12,507,554                                    | \$26,909,728   |
| Arlington County (VA)   | \$89,989,506                                   |          | \$63,551                                     |          | \$90,053,057                             | \$7,324,424                                     | \$97,377,481   |
| City of Orlando (FL)**  | \$42,938,293                                   |          | \$5,193,782                                  |          | \$48,132,075                             | \$45,874,130                                    | \$94,006,205   |
| Buncombe County (NC)  | \$16,663,860                                   |          | \$264,853                                    |          | \$16,928,713                             | \$26,820,994                                    | \$43,749,707   |
| St. Tammany Parish (LA)   | \$5,417,466                                    |          | \$147,557                                    |          | \$5,565,023                              | \$14,696,163                                    | \$20,261,186   |
| Alachua County (FL)   | \$31,421,602                                   |          | \$916,088                                    |          | \$32,337,690                             | \$53,153,848                                    | \$85,491,538   |
| Greater Jackson Area (MS)   | \$3,970,464                                    |          | \$105,356                                    |          | \$4,075,820                              | \$6,715,101                                     | \$10,790,921   |
| <b>Group C Average</b>  | <b>\$21,530,151</b>                            |          | <b>\$865,843</b>                             |          | <b>\$22,395,994</b>                      | <b>\$21,008,719</b>                             | <b>\$43,404,713</b>  |
| <b>Percentage of Group C Total</b>  | <b>49.6%</b>                                   |          | <b>2.0%</b>                                  |          | <b>51.6%</b>                             | <b>48.4%</b>                                    | <b>100.0%</b>  |
| Average <u>Ex</u> cluding Outliers/Exclusions   |  |          |  |          | \$18,385,575                             | \$20,669,456                                    |  |
| Group C Median  | \$11,956,868                                   |          | \$246,737                                    |          | \$12,013,659                             | \$13,601,859                                    | \$23,879,203   |

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group D</b><br>Population 250,000 to 499,999<br>Sample Size = 22 | <b>Organizational Expenditures (Operating)</b> | <b>+</b> | <b>Organizational Expenditures (Capital)</b> | <b>=</b> | <b>Total ORGANIZATIONAL Expenditures</b> | <b>Arts Event-Related AUDIENCE Expenditures</b> | <b>Total Expenditures (Both Organizations and Audiences)</b> |
|---|--|----------|--|----------|--|---|--|
| City of Lincoln (NE)  | \$29,206,842                                   |          | \$4,282,346                                  |          | \$33,489,188                             | \$19,565,607                                    | \$53,054,795   |
| Durham County (NC)  | \$68,490,730                                   |          | \$5,629,445                                  |          | \$74,120,175                             | \$51,414,683                                    | \$125,534,858  |
| Osceola County (FL)   | \$922,723                                      |          | \$968,500                                    |          | \$1,891,223                              | \$499,214                                       | \$2,390,437  |
| City of Newark (NJ)   | \$69,452,399                                   |          | \$4,851,089                                  |          | \$74,303,488                             | \$52,868,971                                    | \$127,172,459  |
| City of Riverside (CA)*** 1,2   | \$14,442,437                                   |          | \$0  |          | \$14,442,437                             | \$20,727,398                                    | \$35,169,835   |
| Lexington-Fayette Urban County (KY)   | \$7,845,361                                    |          | \$262,172                                    |          | \$8,107,533                              | \$10,446,761                                    | \$18,554,294   |
| Loudoun County (VA)   | \$8,393,138                                    |          | \$198,683                                    |          | \$8,591,821                              | \$7,668,542                                     | \$16,260,363   |
| Cumberland County (NC)  | \$31,316,668                                   |          | \$878,254                                    |          | \$32,194,922                             | \$21,542,634                                    | \$53,737,556   |
| Greater Chattanooga Area (TN)   | \$35,118,538                                   |          | \$5,296,190                                  |          | \$40,414,728                             | \$65,579,534                                    | \$105,994,262  |
| Forsyth County (NC)   | \$62,457,948                                   |          | \$8,215,216                                  |          | \$70,673,164                             | \$65,925,399                                    | \$136,598,563  |
| City of Wichita (KS)  | \$35,873,101                                   |          | \$1,221,062                                  |          | \$37,094,163                             | \$29,063,523                                    | \$66,157,686   |
| Sarasota County (FL)  | \$116,596,415                                  |          | \$12,677,215                                 |          | \$129,273,630                            | \$50,749,733                                    | \$180,023,363  |
| City of Oakland (CA) 1,2  | \$31,655,035                                   |          | \$0  |          | \$31,655,035                             | \$22,017,486                                    | \$53,672,521   |
| Santa Barbara County (CA) 1   | \$77,191,728                                   |          | \$2,502,498                                  |          | \$79,694,226                             | \$44,322,268                                    | \$124,016,494  |
| City of Miami (FL)***   | \$223,106,564                                  |          | \$119,469,217                                |          | \$342,575,781                            | \$233,887,365                                   | \$576,463,146  |
| Seminole County (FL)  | \$1,018,660                                    |          | \$1,039,232                                  |          | \$2,057,892                              | \$1,301,516                                     | \$3,359,408  |
| City of Omaha (NE)  | \$42,909,025                                   |          | \$2,945,257                                  |          | \$45,854,282                             | \$44,017,170                                    | \$89,871,452   |
| Greater Syracuse Area (NY) 1  | \$33,745,928                                   |          | \$146,935                                    |          | \$33,892,863                             | \$99,467,778                                    | \$133,360,641  |
| City of Mesa (AZ) 1   | \$14,575,331                                   |          | \$102,878                                    |          | \$14,678,209                             | \$10,495,071                                    | \$25,173,280   |
| Guilford County (NC)  | \$40,571,518                                   |          | \$5,817,904                                  |          | \$46,389,422                             | \$71,743,900                                    | \$118,133,322  |
| Dane County (WI)  | \$67,362,210                                   |          | \$1,871,480                                  |          | \$69,233,690                             | \$76,266,707                                    | \$145,500,397  |
| Volusia County (FL)   | \$8,938,410                                    |          | \$1,134,412                                  |          | \$10,072,822                             | \$15,935,543                                    | \$26,008,365   |
| <b>Group D Average</b>  | <b>\$46,417,760</b>                            |          | <b>\$8,159,545</b>                           |          | <b>\$54,577,304</b>                      | <b>\$46,159,400</b>                             | <b>\$100,736,704</b>   |
| <b>Percentage of Group D Total</b>  | <b>46.1%</b>                                   |          | <b>8.1%</b>                                  |          | <b>54.2%</b>                             | <b>45.8%</b>                                    | <b>100.0%</b>  |
| Average <u>Excluding</u> Outliers/Exclusions  |  |          |  |          | \$42,184,124                             | \$38,044,602                                    |  |
| Group D Median  | \$34,432,233                                   |          | \$1,546,271                                  |          | \$35,493,513                             | \$36,540,347                                    | \$78,014,569   |

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group E</b><br>Population 500,000 to 999,999<br>Sample Size = 20 | <b>Organizational Expenditures (Operating)</b> | <b>+</b> | <b>Organizational Expenditures (Capital)</b> | <b>=</b> | <b>ORGANIZATIONAL Total Expenditures</b> | <b>Arts Event-Related AUDIENCE Expenditures</b> | <b>Total Expenditures (Both Organizations and Audiences)</b> |
|---|--|----------|--|----------|--|---|--|
| City of Albuquerque (NM)  | \$56,864,299                                   |          | \$4,754,024                                  |          | \$61,618,323                             | \$30,270,300                                    | \$91,888,623   |
| City of Atlanta (GA)  | \$165,030,226                                  |          | \$3,083,659                                  |          | \$168,113,885                            | \$131,869,187                                   | \$299,983,072  |
| Polk County (FL)  | \$2,645,255                                    |          | \$19,195                                     |          | \$2,664,450                              | \$7,801,775                                     | \$10,466,225   |
| Lee County (FL)   | \$21,887,874                                   |          | \$1,253,769                                  |          | \$23,141,643                             | \$45,143,166                                    | \$68,284,809   |
| City of Seattle (WA)  | \$268,296,903                                  |          | \$3,687,122                                  |          | \$271,984,025                            | \$175,628,709                                   | \$447,612,734  |
| District of Columbia (DC)*  | \$670,754,489                                  |          | \$17,346,872                                 |          | \$688,101,361                            | \$394,790,447                                   | \$1,082,891,808  |
| City of Baltimore (MD) <sup>1</sup>   | \$251,297,187                                  |          | \$14,976,309                                 |          | \$266,273,496                            | \$121,937,488                                   | \$388,210,984  |
| Jefferson County (AL)   | \$73,523,491                                   |          | \$15,020,704                                 |          | \$88,544,195                             | \$146,401,225                                   | \$234,945,420  |
| City of Austin (TX)   | \$129,387,132                                  |          | \$7,793,156                                  |          | \$137,180,288                            | \$98,968,236                                    | \$236,148,524  |
| City of Indianapolis (IN)   | \$179,935,489                                  |          | \$12,915,643                                 |          | \$192,851,132                            | \$191,393,300                                   | \$384,244,432  |
| City and County of San Francisco (CA)* <sup>1,2</sup>                                 | \$472,127,310                                  |          | \$0  |          | \$472,127,310                            | \$237,851,930                                   | \$709,979,240  |
| Prince George's County (MD) <sup>1</sup>  | \$16,322,162                                   |          | \$562  |          | \$16,322,724                             | \$12,639,245                                    | \$28,961,969   |
| Bergen County (NJ)  | \$10,907,230                                   |          | \$167,830                                    |          | \$11,075,060                             | \$14,497,093                                    | \$25,572,153   |
| Wake County (NC)  | \$86,023,233                                   |          | \$1,783,539                                  |          | \$87,806,772                             | \$78,421,629                                    | \$166,228,401  |
| Fairfield County (CT)   | \$73,121,269                                   |          | \$10,839,348                                 |          | \$83,960,617                             | \$46,000,821                                    | \$129,961,438  |
| Mecklenburg County (NC)   | \$95,344,388                                   |          | \$5,832,906                                  |          | \$101,177,294                            | \$101,620,796                                   | \$202,798,090  |
| Greater Memphis Area (TN)   | \$55,755,507                                   |          | \$6,817,953                                  |          | \$62,573,460                             | \$62,582,581                                    | \$125,156,041  |
| City of San Jose (CA)** <sup>1</sup>  | \$72,655,015                                   |          | \$624,699                                    |          | \$73,279,714                             | \$49,348,167                                    | \$122,627,881  |
| Westchester County (NY) <sup>1</sup>  | \$92,078,179                                   |          | \$4,767,883                                  |          | \$96,846,062                             | \$59,594,940                                    | \$156,441,002  |
| Montgomery County (MD) <sup>1,2</sup>   | \$76,727,887                                   |          | \$0  |          | \$76,727,887                             | \$74,321,520                                    | \$151,049,407  |
| <b>Group E Average</b>  | <b>\$143,534,226</b>                           |          | <b>\$5,584,259</b>                           |          | <b>\$149,118,485</b>                     | <b>\$104,054,128</b>                            | <b>\$253,172,613</b>   |
| <b>Percentage of Group E Total</b>  | <b>56.7%</b>                                   |          | <b>2.2%</b>                                  |          | <b>58.9%</b>                             | <b>41.1%</b>                                    | <b>100.0%</b>  |
| Average <u>Excluding</u> Outliers/Exclusions  |  |          |  |          | \$102,874,195                            | \$82,299,530                                    |  |
| Group E Median  | \$81,375,560                                   |          | \$4,220,573                                  |          | \$88,175,484                             | \$76,371,575                                    | \$161,334,702  |



**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group F</b><br>Population 1,000,000 or More<br>Sample Size = 23 | <b>Organizational Expenditures (Operating)</b> | <b>+</b> | <b>Organizational Expenditures (Capital)</b> | <b>=</b> | <b>ORGANIZATIONAL Total Expenditures</b> | <b>Arts Event-Related AUDIENCE Expenditures</b> | <b>Total Expenditures (Both Organizations and Audiences)</b> |
|--|--|----------|--|----------|--|---|--|
| Pima County (AZ) <sup>1</sup>  | \$42,206,598                                   |          | \$568,561                                    |          | \$42,775,159                             | \$44,940,733                                    | \$87,715,892   |
| Fairfax County (VA)  | \$45,142,237                                   |          | \$4,111,448                                  |          | \$49,253,685                             | \$30,066,316                                    | \$79,320,001   |
| Orange County (FL)   | \$61,085,682                                   |          | \$9,580,115                                  |          | \$70,665,797                             | \$110,252,107                                   | \$180,917,904  |
| Greater Columbus Area (OH) <sup>1</sup>  | \$130,641,695                                  |          | \$476,380                                    |          | \$131,118,075                            | \$95,167,848                                    | \$226,285,923  |
| Allegheny County (PA) <sup>1,2</sup>   | \$368,814,926                                  |          | \$0  |          | \$368,814,926                            | \$316,787,838                                   | \$685,602,764  |
| City of San Diego (CA)*** <sup>1,2</sup>   | \$238,087,570                                  |          | \$0  |          | \$238,087,570                            | \$341,334,110                                   | \$579,421,680  |
| City of Dallas (TX)  | \$162,283,801                                  |          | \$3,097,002                                  |          | \$165,380,803                            | \$156,585,203                                   | \$321,966,006  |
| Palm Beach County (FL)   | \$129,563,654                                  |          | \$9,331,772                                  |          | \$138,895,426                            | \$111,052,882                                   | \$249,948,308  |
| Greater St. Louis Area (MO)  | \$299,161,571                                  |          | \$14,093,177                                 |          | \$313,254,748                            | \$269,079,387                                   | \$582,334,135  |
| City of San Antonio (TX)   | \$50,684,853                                   |          | \$12,040,227                                 |          | \$62,725,080                             | \$71,964,193                                    | \$134,689,273  |
| Sacramento County (CA) <sup>1</sup>  | \$81,998,931                                   |          | \$53,354                                     |          | \$82,052,285                             | \$29,930,968                                    | \$111,983,253  |
| City and County of Philadelphia (PA) <sup>1,2</sup>                                  | \$767,225,682                                  |          | \$0  |          | \$767,225,682                            | \$478,712,213                                   | \$1,245,937,895  |
| City of Phoenix (AZ) <sup>1</sup>  | \$150,188,223                                  |          | \$14,319,016                                 |          | \$164,507,239                            | \$136,110,089                                   | \$300,617,328  |
| Broward County (FL)  | \$100,026,549                                  |          | \$2,963,679                                  |          | \$102,990,228                            | \$126,877,854                                   | \$229,868,082  |
| Santa Clara County (CA) <sup>1</sup>   | \$104,467,528                                  |          | \$941,022                                    |          | \$105,408,550                            | \$61,982,976                                    | \$167,391,526  |
| Tarrant County (TX)  | \$37,810,223                                   |          | \$1,371,607                                  |          | \$39,181,830                             | \$45,257,105                                    | \$84,438,935   |
| Clark County (NV)  | \$26,542,088                                   |          | \$8,197,089                                  |          | \$34,739,177                             | \$21,573,435                                    | \$56,312,612   |
| Riverside County (CA) <sup>1,2</sup>   | \$51,638,155                                   |          | \$0  |          | \$51,638,155                             | \$34,438,434                                    | \$86,076,589   |
| Miami-Dade County (FL)   | \$449,742,589                                  |          | \$224,216,170                                |          | \$673,958,759                            | \$402,224,799                                   | \$1,076,183,558  |
| City of Chicago (IL) <sup>1</sup>  | \$1,171,366,506                                |          | \$36,178,119                                 |          | \$1,207,544,625                          | \$989,821,832                                   | \$2,197,366,457  |
| San Diego County (CA) <sup>1,2</sup>   | \$272,357,906                                  |          | \$0  |          | \$272,357,906                            | \$392,652,110                                   | \$665,010,016  |
| City of Los Angeles (CA) <sup>1,2</sup>  | \$950,548,282                                  |          | \$0  |          | \$950,548,282                            | \$435,210,240                                   | \$1,385,758,522  |
| Harris County (TX)   | \$369,027,885                                  |          | \$4,384,509                                  |          | \$373,412,394                            | \$495,568,097                                   | \$868,980,491  |
| <b>Group F Average</b>   | <b>\$263,504,919</b>                           |          | <b>\$15,040,141</b>                          |          | <b>\$278,545,060</b>                     | <b>\$225,982,207</b>                            | <b>\$504,527,267</b>   |
| <b>Percentage of Group F Total</b>   | <b>52.2%</b>                                   |          | <b>3.0%</b>                                  |          | <b>55.2%</b>                             | <b>44.8%</b>                                    | <b>100.0%</b>  |
| Average <u>Excluding</u> Outliers/Exclusions   |  |          |  |          | \$280,384,037                            | \$220,738,939                                   |  |
| Group F Median   | \$130,641,695                                  |          | \$2,963,679                                  |          | \$138,895,426                            | \$126,877,854                                   | \$249,948,308  |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>   |  |          |  |          |  |   |  |
| <b>Average</b>   | <b>\$79,143,215</b>                            |          | <b>\$5,469,772</b>                           |          | <b>\$84,612,987</b>                      | <b>\$67,303,573</b>                             | <b>\$151,916,560</b>   |
| <b>Percent of Total</b>  | <b>52.1%</b>                                   |          | <b>3.6%</b>                                  |          | <b>55.7%</b>                             | <b>44.3%</b>                                    | <b>100.0%</b>  |
| Average <u>Excluding</u> Outliers/Exclusions   |  |          |  |          | \$82,332,589                             | \$65,212,203                                    |  |
| Median   | \$22,244,466                                   |          | \$568,561                                    |          | \$23,141,643                             | \$21,573,435                                    | \$49,081,279   |

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| <b>Regional Study Regions</b><br>All Populations<br>Sample Size = 31 | <b>Organizational Expenditures (Operating)</b> | <b>+</b> | <b>Organizational Expenditures (Capital)</b> | <b>=</b> | <b>ORGANIZATIONAL Total Expenditures</b> | <b>Arts Event-Related AUDIENCE Expenditures</b> | <b>Total Expenditures (Both Organizations and Audiences)</b> |
|--|--|----------|--|----------|--|---|--|
| Greater Portsmouth Area (NH)   | \$9,752,932                                    |          | \$748,448                                    |          | \$10,501,380                             | \$30,911,501                                    | \$41,412,881   |
| Greater Concord Area (NH)  | \$10,425,324                                   |          | \$326,388                                    |          | \$10,751,712                             | \$6,957,719                                     | \$17,709,431   |
| Greater Aberdeen Area (SD)   | \$1,507,482                                    |          | \$58,109                                     |          | \$1,565,591                              | \$3,045,063                                     | \$4,610,654  |
| Centre Region (PA) <sup>1</sup>                                      | \$9,900,495                                    |          | \$87,765                                     |          | \$9,988,260                              | \$12,476,232                                    | \$22,464,492   |
| Greater Minot Area (ND)  | \$6,283,397                                    |          | \$1,360                                      |          | \$6,284,757                              | \$3,621,156                                     | \$9,905,913  |
| Creative Corridor in Northwest Iowa (IA)                             | \$3,726,102                                    |          | \$0  |          | \$3,726,102                              | \$7,459,884                                     | \$11,185,986   |
| Northern New Hampshire (NH)  | \$7,481,208                                    |          | \$294,035                                    |          | \$7,775,243                              | \$7,372,158                                     | \$15,147,401   |
| Greater Sioux Falls Area (SD)  | \$15,411,051                                   |          | \$521,102                                    |          | \$15,932,153                             | \$19,105,535                                    | \$35,037,688   |
| Greater Athens Area (GA)   | \$3,873,924                                    |          | \$38,653                                     |          | \$3,912,577                              | \$6,168,568                                     | \$10,081,145   |
| Greater Rockford Area (IL) <sup>1,2</sup>                            | \$17,435,165                                   |          | \$0  |          | \$17,435,165                             | \$6,624,256                                     | \$24,059,421   |
| Greater Peoria Area (IL) <sup>1</sup>                                | \$13,682,843                                   |          | \$1,130,072                                  |          | \$14,812,915                             | \$5,555,837                                     | \$20,368,752   |
| Greater Fox Cities Region (WI)                                       | \$18,795,647                                   |          | \$2,425,442                                  |          | \$21,221,089                             | \$11,091,534                                    | \$32,312,623   |
| Northern Tier Region (PA) <sup>1,2</sup>                             | \$3,948,860                                    |          | \$0  |          | \$3,948,860                              | \$3,253,732                                     | \$7,202,592  |
| Northwest Arkansas Area (AR)   | \$29,386,252                                   |          | \$1,530,649                                  |          | \$30,916,901                             | \$14,580,226                                    | \$45,497,127   |
| Mahoning Valley Region (OH) <sup>1</sup>                             | \$10,809,827                                   |          | \$2,281,749                                  |          | \$13,091,576                             | \$12,537,414                                    | \$25,628,990   |
| Iowa Cultural Corridor (IA)  | \$46,561,876                                   |          | \$3,666,295                                  |          | \$50,228,171                             | \$29,572,994                                    | \$79,801,165   |
| Pikes Peak Region (CO)   | \$34,836,114                                   |          | \$2,632,837                                  |          | \$37,468,951                             | \$34,544,172                                    | \$72,013,123   |
| Greater Columbia Area (SC)   | \$17,479,059                                   |          | \$1,050,758                                  |          | \$18,529,817                             | \$17,368,257                                    | \$35,898,074   |
| Lehigh Valley Region (PA) <sup>1</sup>                               | \$93,690,996                                   |          | \$8,415,784                                  |          | \$102,106,780                            | \$105,867,965                                   | \$207,974,745  |
| West Valley Region (AZ) <sup>1</sup>                                 | \$8,531,844                                    |          | \$1,000                                      |          | \$8,532,844                              | \$6,179,636                                     | \$14,712,480   |
| Greater Harrisburg Area (PA) <sup>1,2</sup>                          | \$30,858,126                                   |          | \$0  |          | \$30,858,126                             | \$23,583,352                                    | \$54,441,478   |
| Greater Hartford Area (CT)   | \$136,709,508                                  |          | \$11,715,363                                 |          | \$148,424,871                            | \$82,005,472                                    | \$230,430,343  |
| Greater Portland Area (OR)   | \$141,799,230                                  |          | \$10,262,626                                 |          | \$152,061,856                            | \$101,452,193                                   | \$253,514,049  |
| Metropolitan Kansas City Area (MO/KS)                                | \$101,705,208                                  |          | \$102,157,907                                |          | \$203,863,115                            | \$69,273,171                                    | \$273,136,286  |
| Greater Milwaukee Area (WI)  | \$217,257,420                                  |          | \$3,095,060                                  |          | \$220,352,480                            | \$79,267,169                                    | \$299,619,649  |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| <b>Regional Study Regions</b><br>All Populations<br>Sample Size = 31 | <b>Organizational Expenditures (Operating)</b> | <b>+</b> | <b>Organizational Expenditures (Capital)</b> | <b>=</b> | <b>ORGANIZATIONAL Total Expenditures</b> | <b>Arts Event-Related AUDIENCE Expenditures</b> | <b>Total Expenditures (Both Organizations and Audiences)</b> |
|--|--|----------|--|----------|--|---|--|
| Central Florida Region (FL)  | \$85,229,170                                   |          | \$13,721,011                                 |          | \$98,950,181                             | \$165,039,213                                   | \$263,989,394  |
| Greater Washington DC Region (DC/MD/VA) <sup>1</sup>                 | \$924,484,227                                  |          | \$22,049,506                                 |          | \$946,533,733                            | \$563,722,354                                   | \$1,510,256,087  |
| Greater Philadelphia Region (PA) <sup>1</sup>                        | \$874,487,294                                  |          | \$0  |          | \$874,487,294                            | \$521,137,437                                   | \$1,395,624,731  |
| Southeastern Michigan Region (MI) <sup>1</sup>                       | \$339,396,059                                  |          | \$5,269,205                                  |          | \$344,665,264                            | \$132,560,262                                   | \$477,225,526  |
| Greater Houston Area (TX)  | \$408,320,132                                  |          | \$6,243,890                                  |          | \$414,564,022                            | \$563,107,041                                   | \$977,671,063  |
| North Texas Region (TX)  | \$206,358,084                                  |          | \$5,500,677                                  |          | \$211,858,761                            | \$216,653,567                                   | \$428,512,328  |
| <b>Regional Average</b>  | <b>\$123,552,415</b>                           |          | <b>\$6,620,184</b>                           |          | <b>\$130,172,598</b>                     | <b>\$92,325,647</b>                             | <b>\$222,498,246</b>   |
| Percentage of Regional Total   | 55.5%  |          | 3.0%   |          | 58.5%                                    | 41.5%   | 100.0%   |
| Regional Median  | \$18,795,647                                   |          | \$1,130,072                                  |          | \$21,221,089                             | \$19,105,535                                    | \$41,412,881   |

| <b>Statewide Study Regions</b><br>All Populations<br>Sample Size = 10 | <b>Organizational Expenditures (Operating)</b> | <b>+</b> | <b>Organizational Expenditures (Capital)</b> | <b>=</b> | <b>ORGANIZATIONAL Total Expenditures</b> | <b>Arts Event-Related AUDIENCE Expenditures</b> | <b>Total Expenditures (Both Organizations and Audiences)</b> |
|---|--|----------|--|----------|--|---|--|
| State of South Dakota   | \$33,540,847                                   |          | \$2,663,495                                  |          | \$36,204,342                             | \$60,456,028                                    | \$96,660,370   |
| State of Delaware   | \$84,509,625                                   |          | \$18,898,153                                 |          | \$103,407,778                            | \$38,921,849                                    | \$142,329,627  |
| State of Hawai'i  | \$81,030,661                                   |          | \$8,255,191                                  |          | \$89,285,852                             | \$70,319,715                                    | \$159,605,567  |
| State of New Hampshire  | \$50,445,570                                   |          | \$2,582,497                                  |          | \$53,028,067                             | \$62,054,161                                    | \$115,082,228  |
| State of Nebraska   | \$86,978,183                                   |          | \$8,786,681                                  |          | \$95,764,864                             | \$78,624,668                                    | \$174,389,532  |
| State of Connecticut  | \$410,832,610                                  |          | \$44,645,845                                 |          | \$455,478,455                            | \$197,482,356                                   | \$652,960,811  |
| State of Wisconsin  | \$329,875,284                                  |          | \$10,208,934                                 |          | \$340,084,218                            | \$195,084,268                                   | \$535,168,486  |
| State of North Carolina   | \$621,728,899                                  |          | \$37,567,715                                 |          | \$659,296,614                            | \$582,577,874                                   | \$1,241,874,488  |
| State of Pennsylvania <sup>1</sup>                                    | \$1,461,036,203                                |          | \$9,613,895                                  |          | \$1,470,650,098                          | \$1,074,732,171                                 | \$2,545,382,269  |
| State of Illinois <sup>1</sup>  | \$1,518,843,097                                |          | \$42,260,007                                 |          | \$1,561,103,104                          | \$1,191,622,162                                 | \$2,752,725,266  |
| <b>Statewide Average</b>  | <b>\$467,882,098</b>                           |          | <b>\$18,548,241</b>                          |          | <b>\$486,430,339</b>                     | <b>\$355,187,525</b>                            | <b>\$841,617,864</b>   |
| Percentage of Statewide Total   | 55.6%  |          | 2.2%   |          | 57.8%                                    | 42.2%   | 100.0%   |
| Statewide Median  | \$208,426,734                                  |          | \$9,911,415                                  |          | \$221,745,998                            | \$136,854,468                                   | \$354,779,009  |

**Table 2:**  
**Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| <b>Individual Arts Districts</b><br>All Populations<br>Sample Size = 2 | <b>Organizational Expenditures (Operating)</b> | <b>+</b> | <b>Organizational Expenditures (Capital)</b> | <b>=</b> | <b>ORGANIZATIONAL Total Expenditures</b> | <b>Arts Event-Related AUDIENCE Expenditures</b> | <b>Total Expenditures (Both Organizations and Audiences)</b> |
|--|--|----------|--|----------|--|---|--|
| Grand Center Arts District (St. Louis, MO)                             | \$60,598,636                                   |          | \$1,330,166                                  |          | \$61,928,802                             | \$19,247,258                                    | \$81,176,060   |
| Dallas Arts District (Dallas, TX)                                      | \$73,618,266                                   |          | \$2,701,155                                  |          | \$76,319,421                             | \$52,309,107                                    | \$128,628,528  |
| <b>Arts District Average</b>   | <b>\$67,108,451</b>                            |          | <b>\$2,015,661</b>                           |          | <b>\$69,124,112</b>                      | <b>\$35,778,183</b>                             | <b>\$104,902,294</b>   |
| <b>Percentage of Art District Total</b>                                | <b>64.0%</b>                                   |          | <b>1.9%</b>                                  |          | <b>65.9%</b>                             | <b>34.1%</b>                                    | <b>100.0%</b>  |

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

- <sup>1</sup> Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.
- <sup>2</sup> The Cultural Data Project did not provide itemized capital expenditures. Therefore, in study regions where the CDP was the sole source of organizational expenditure data, "\$0" has been listed in the capital expenditures column (Column Two).

## Explanation of Table 3: Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

This table presents for each study region the total economic impact (*i.e.*, the sum of the direct impacts PLUS the indirect impacts) of spending by the nonprofit arts and culture industry—both nonprofit arts and culture organizations and their audiences—during fiscal year 2010. Summary statistics are calculated for each population group.

Total industry expenditures are the sum of total expenditures by responding nonprofit arts and culture organizations and induced event-related spending by their audiences. The total impact is a measure of the effect each expended dollar has on the study region's economy as it is spent and re-spent within the region. It is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity IV* National Statistical Report for more information about direct and total economic impacts.

### **Column Two:**

The total direct spending by the nonprofit arts and culture industry in each participating study region during fiscal year 2010. This figure is the sum of expenditures made by responding nonprofit arts and culture organizations and induced event-related audience spending. (These are real dollars; no multiplier is employed.)

### **Column Three:**

The total number of full-time equivalent (FTE) jobs supported by the expenditures generated by each participating study region's nonprofit arts and culture industry. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

### **Column Four:**

The total amount of household income paid to study region residents as a result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Household income includes salaries, wages, and proprietary income.

### **Column Five:**

The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Local government includes the city and county governments located within each participating study region.

### **Column Six:**

The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a result of the expenditures generated by each participating study region's nonprofit arts and culture industry.

**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | TOTAL Economic Impacts       |                              |                             |                             |
|---|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Gunnison (CO)   | \$481,932  | 12                           | \$297,000                    | \$16,000                    | \$11,000                    |
| Town of Telluride (CO)  | \$37,409,378   | 977                          | \$22,477,000                 | \$1,825,000                 | \$754,000                   |
| Town of Crested Butte (CO)  | \$6,482,748  | 159                          | \$3,287,000                  | \$281,000                   | \$155,000                   |
| Town of Newmarket (NH)  | \$150,165  | 5                            | \$108,000                    | \$8,000                     | \$8,000                     |
| Greater Ketchikan Area (AK)   | \$5,735,988  | 129                          | \$2,835,000                  | \$194,000                   | \$296,000                   |
| Gunnison County (CO)  | \$6,964,680  | 171                          | \$3,584,000                  | \$297,000                   | \$166,000                   |
| City of Durango (CO)  | \$9,053,126  | 309                          | \$6,495,000                  | \$420,000                   | \$225,000                   |
| Teton County (WY)   | \$49,215,392   | 1,011                        | \$21,124,000                 | \$1,820,000                 | \$2,916,000                 |
| City of Laguna Beach (CA)   | \$49,081,279   | 1,351                        | \$32,118,000                 | \$2,041,000                 | \$2,531,000                 |
| City of Fairfax (VA)  | \$10,093,772   | 245                          | \$4,955,000                  | \$357,000                   | \$281,000                   |
| City of Auburn (NY)   | \$3,588,563  | 104                          | \$1,999,000                  | \$299,000                   | \$144,000                   |
| City of Slidell (LA)  | \$3,120,617  | 93                           | \$1,850,000                  | \$186,000                   | \$230,000                   |
| City of Winter Park (FL)  | \$42,561,554   | 1,478                        | \$29,997,000                 | \$1,680,000                 | \$1,949,000                 |
| Greater Elkins Area (WV)  | \$6,244,437  | 146                          | \$3,348,000                  | \$274,000                   | \$494,000                   |
| Transylvania County (NC)  | \$8,559,908  | 240                          | \$4,909,000                  | \$312,000                   | \$359,000                   |
| City of Rochester (NH)  | \$7,391,023  | 287                          | \$5,318,000                  | \$238,000                   | \$282,000                   |
| City and Borough of Juneau (AK)   | \$6,746,355  | 298                          | \$4,532,000                  | \$289,000                   | \$297,000                   |
| Princeton (NJ)  | \$51,320,374   | 2,097                        | \$44,570,000                 | \$2,990,000                 | \$2,659,000                 |
| Platte County (NE)  | \$3,996,076  | 95                           | \$2,208,000                  | \$143,000                   | \$213,000                   |
| Adams County (NE)   | \$8,672,177  | 316                          | \$6,661,000                  | \$406,000                   | \$421,000                   |
| City of Fairbanks (AK)  | \$12,152,800   | 385                          | \$7,624,000                  | \$566,000                   | \$902,000                   |
| City of West Hollywood (CA)   | \$29,233,453   | 776                          | \$24,468,000                 | \$1,246,000                 | \$1,565,000                 |
| City of Pittsfield (MA)   | \$25,306,540   | 762                          | \$14,275,000                 | \$1,086,000                 | \$1,146,000                 |
| Windham County (VT)   | \$10,787,982   | 330                          | \$7,444,000                  | \$215,000                   | \$602,000                   |
| Iron County* (UT)   | \$42,368,754   | 1,068                        | \$18,776,000                 | \$1,852,000                 | \$1,913,000                 |
| Watauga County (NC)   | \$9,185,864  | 264                          | \$5,646,000                  | \$466,000                   | \$372,000                   |
| Buffalo County (NE)   | \$9,683,461  | 281                          | \$7,771,000                  | \$383,000                   | \$447,000                   |
| <b>Group A Average</b>  | <b>\$16,873,644</b>  | <b>496</b>                   | <b>\$10,691,704</b>          | <b>\$736,667</b>            | <b>\$790,296</b>            |
| Group A Median  | \$9,053,126  | 287                          | \$5,646,000                  | \$357,000                   | \$372,000                   |



**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | TOTAL Economic Impacts       |                              |                             |                             |
|--|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Chenango County (NY)   | \$1,830,375  | 41                           | \$933,000                    | \$117,000                   | \$59,000                    |
| City of La Crosse (WI)   | \$9,374,024  | 321                          | \$6,884,000                  | \$419,000                   | \$519,000                   |
| Lenoir County (NC)   | \$1,573,871  | 52                           | \$1,220,000                  | \$74,000                    | \$65,000                    |
| City of Dubuque (IA)   | \$47,183,273   | 1,530                        | \$36,737,000                 | \$2,719,000                 | \$2,263,000                 |
| Greater Enid Area (OK)   | \$9,686,794  | 334                          | \$6,829,000                  | \$380,000                   | \$506,000                   |
| City of Flagstaff (AZ)   | \$72,938,282   | 2,497                        | \$55,658,000                 | \$3,836,000                 | \$3,784,000                 |
| City of Portland (ME)  | \$49,150,508   | 1,535                        | \$35,439,000                 | \$2,755,000                 | \$2,903,000                 |
| Athens County (OH)   | \$24,349,791   | 739                          | \$17,865,000                 | \$1,108,000                 | \$1,065,000                 |
| Rutherford County (NC)   | \$906,601  | 24                           | \$520,000                    | \$30,000                    | \$34,000                    |
| City of Walnut Creek (CA)  | \$32,483,480   | 865                          | \$19,621,000                 | \$1,184,000                 | \$1,641,000                 |
| City of Missoula (MT)  | \$39,899,280   | 1,447                        | \$30,333,000                 | \$1,820,000                 | \$1,471,000                 |
| City of Bloomington (IN)   | \$72,276,722   | 3,430                        | \$63,593,000                 | \$2,641,000                 | \$3,647,000                 |
| City of Miami Beach (FL)   | \$154,285,791  | 4,311                        | \$140,711,000                | \$6,695,000                 | \$10,513,000                |
| Greater Parkersburg Area (WV)  | \$2,075,991  | 78                           | \$1,531,000                  | \$59,000                    | \$131,000                   |
| Moore County (NC)  | \$6,387,592  | 149                          | \$3,445,000                  | \$208,000                   | \$251,000                   |
| Indiana County (PA)  | \$587,446  | 23                           | \$482,000                    | \$17,000                    | \$28,000                    |
| Buchanan County (MO)   | \$10,872,627   | 489                          | \$9,770,000                  | \$438,000                   | \$451,000                   |
| City of Boulder (CO)   | \$20,196,925   | 524                          | \$12,754,000                 | \$659,000                   | \$681,000                   |
| Eau Claire County (WI)   | \$5,635,250  | 224                          | \$4,994,000                  | \$287,000                   | \$299,000                   |
| <b>Group B Average</b>   | <b>\$29,562,875</b>  | <b>980</b>                   | <b>\$23,648,368</b>          | <b>\$1,339,263</b>          | <b>\$1,595,316</b>          |
| Group B Median   | \$10,872,627   | 489                          | \$9,770,000                  | \$438,000                   | \$519,000                   |

**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | TOTAL Economic Impacts       |                              |                             |                             |
|--|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Rochester (MN)   | \$38,207,235   | 873                          | \$20,310,000                 | \$973,000                   | \$2,016,000                 |
| Tompkins County (NY)   | \$20,715,612   | 789                          | \$14,519,000                 | \$1,552,000                 | \$837,000                   |
| Wayne County (NC)  | \$2,839,039  | 90                           | \$1,908,000                  | \$140,000                   | \$127,000                   |
| City of McKinney (TX)  | \$2,039,029  | 52                           | \$1,148,000                  | \$88,000                    | \$113,000                   |
| Orange County (NC)   | \$85,406,375   | 3,352                        | \$68,435,000                 | \$3,504,000                 | \$4,537,000                 |
| Town of Cary (NC)  | \$9,181,952  | 399                          | \$8,225,000                  | \$505,000                   | \$523,000                   |
| Marathon County (WI)   | \$9,174,493  | 340                          | \$6,074,000                  | \$309,000                   | \$464,000                   |
| Greater Charlottesville Area (VA)  | \$114,367,276  | 1,921                        | \$48,892,000                 | \$5,576,000                 | \$3,581,000                 |
| City of Fort Collins (CO)  | \$19,167,661   | 528                          | \$11,843,000                 | \$1,185,000                 | \$643,000                   |
| Cambria County (PA)  | \$34,157,920   | 1,036                        | \$22,359,000                 | \$1,342,000                 | \$2,177,000                 |
| City of Alexandria (VA)  | \$70,655,421   | 1,774                        | \$37,955,000                 | \$2,431,000                 | \$2,364,000                 |
| City of Eugene (OR)  | \$45,556,531   | 1,739                        | \$34,810,000                 | \$1,678,000                 | \$743,000                   |
| Pitt County (NC)   | \$9,258,878  | 462                          | \$9,347,000                  | \$386,000                   | \$449,000                   |
| City of Santa Clarita (CA)   | \$11,371,655   | 309                          | \$9,561,000                  | \$436,000                   | \$673,000                   |
| City of Providence (RI)  | \$190,054,892  | 4,669                        | \$106,974,000                | \$9,268,000                 | \$9,732,000                 |
| Erie (PA)  | \$18,149,001   | 637                          | \$12,834,000                 | \$714,000                   | \$1,006,000                 |
| New Hanover County (NC)  | \$20,848,677   | 799                          | \$17,524,000                 | \$1,076,000                 | \$1,073,000                 |
| City of Glendale (CA)  | \$8,771,722  | 223                          | \$6,715,000                  | \$391,000                   | \$538,000                   |
| City of Tacoma (WA)  | \$64,717,367   | 1,735                        | \$40,524,000                 | \$2,815,000                 | \$3,758,000                 |
| Whatcom County (WA)  | \$14,069,378   | 520                          | \$11,037,000                 | \$560,000                   | \$684,000                   |
| City of Boise (ID)   | \$48,035,096   | 1,602                        | \$35,976,000                 | \$1,645,000                 | \$2,816,000                 |
| Lackawanna County (PA)   | \$26,909,728   | 985                          | \$19,840,000                 | \$1,057,000                 | \$1,373,000                 |
| Arlington County (VA)  | \$97,377,481   | 2,545                        | \$56,865,000                 | \$3,927,000                 | \$3,158,000                 |
| City of Orlando (FL)   | \$94,006,205   | 3,487                        | \$77,100,000                 | \$3,803,000                 | \$4,765,000                 |
| Buncombe County (NC)   | \$43,749,707   | 1,427                        | \$32,458,000                 | \$2,288,000                 | \$2,465,000                 |
| St. Tammany Parish (LA)  | \$20,261,186   | 681                          | \$13,493,000                 | \$1,269,000                 | \$1,539,000                 |
| Alachua County (FL)  | \$85,491,538   | 2,344                        | \$49,827,000                 | \$3,220,000                 | \$4,042,000                 |
| Greater Jackson Area (MS)  | \$10,790,921   | 471                          | \$10,757,000                 | \$586,000                   | \$986,000                   |
| <b>Group C Average</b>   | <b>\$43,404,713</b>  | <b>1,278</b>                 | <b>\$28,118,214</b>          | <b>\$1,883,000</b>          | <b>\$2,042,214</b>          |
| Group C Median   | \$23,879,203   | 836                          | \$18,682,000                 | \$1,227,000                 | \$1,223,000                 |

**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture  
 Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | TOTAL Economic Impacts       |                              |                             |                             |
|--|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Lincoln (NE)   | \$53,054,795   | 1,550                        | \$39,481,000                 | \$2,404,000                 | \$2,570,000                 |
| Durham County (NC)   | \$125,534,858  | 4,550                        | \$105,159,000                | \$6,099,000                 | \$5,335,000                 |
| Osceola County (FL)  | \$2,390,437  | 78                           | \$1,749,000                  | \$53,000                    | \$141,000                   |
| City of Newark (NJ)  | \$127,172,459  | 3,580                        | \$94,598,000                 | \$5,157,000                 | \$6,117,000                 |
| City of Riverside (CA)   | \$35,169,835   | 1,075                        | \$24,146,000                 | \$1,515,000                 | \$2,207,000                 |
| Lexington-Fayette Urban County (KY)  | \$18,554,294   | 709                          | \$17,104,000                 | \$488,000                   | \$1,403,000                 |
| Loudoun County (VA)  | \$16,260,363   | 358                          | \$10,780,000                 | \$623,000                   | \$538,000                   |
| Cumberland County (NC)   | \$53,737,556   | 1,769                        | \$35,785,000                 | \$2,613,000                 | \$2,797,000                 |
| Greater Chattanooga Area (TN)  | \$105,994,262  | 3,880                        | \$87,016,000                 | \$4,514,000                 | \$7,519,000                 |
| Forsyth County (NC)  | \$136,598,563  | 4,769                        | \$112,395,000                | \$5,743,000                 | \$7,959,000                 |
| City of Wichita (KS)   | \$66,157,686   | 2,006                        | \$50,049,000                 | \$3,392,000                 | \$3,069,000                 |
| Sarasota County (FL)   | \$180,023,363  | 4,579                        | \$134,363,000                | \$7,580,000                 | \$12,556,000                |
| City of Oakland (CA)   | \$53,672,521   | 1,663                        | \$43,485,000                 | \$2,797,000                 | \$2,948,000                 |
| Santa Barbara County (CA)  | \$124,016,494  | 3,587                        | \$78,517,000                 | \$5,194,000                 | \$6,553,000                 |
| City of Miami (FL)   | \$576,463,146  | 13,991                       | \$441,017,000                | \$22,020,000                | \$35,658,000                |
| Seminole County (FL)   | \$3,359,408  | 102                          | \$2,383,000                  | \$170,000                   | \$257,000                   |
| City of Omaha (NE)   | \$89,871,452   | 3,431                        | \$76,283,000                 | \$3,889,000                 | \$5,218,000                 |
| Greater Syracuse Area (NY)   | \$133,360,641  | 5,117                        | \$110,362,000                | \$12,627,000                | \$7,470,000                 |
| City of Mesa (AZ)  | \$25,173,280   | 850                          | \$21,087,000                 | \$1,175,000                 | \$1,455,000                 |
| Guilford County (NC)   | \$118,133,322  | 4,269                        | \$78,387,000                 | \$5,386,000                 | \$5,908,000                 |
| Dane County (WI)   | \$145,500,397  | 5,119                        | \$97,276,000                 | \$5,977,000                 | \$7,816,000                 |
| Volusia County (FL)  | \$26,008,365   | 792                          | \$18,109,000                 | \$1,540,000                 | \$2,140,000                 |
| <b>Group D Average</b>   | <b>\$100,736,704</b>   | <b>3,083</b>                 | <b>\$76,342,318</b>          | <b>\$4,588,909</b>          | <b>\$5,801,545</b>          |
| Group D Median   | \$78,014,569   | 2,719                        | \$63,166,000                 | \$3,640,500                 | \$4,143,500                 |

**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | TOTAL Economic Impacts       |                              |                             |                             |
|--|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Albuquerque (NM)   | \$91,888,623   | 3,674                        | \$87,800,000                 | \$3,219,000                 | \$8,390,000                 |
| City of Atlanta (GA)   | \$299,983,072  | 9,424                        | \$232,223,000                | \$14,190,000                | \$13,276,000                |
| Polk County (FL)   | \$10,466,225   | 338                          | \$7,581,000                  | \$566,000                   | \$854,000                   |
| Lee County (FL)  | \$68,284,809   | 2,038                        | \$48,103,000                 | \$3,600,000                 | \$5,801,000                 |
| City of Seattle (WA)   | \$447,612,734  | 10,807                       | \$248,198,000                | \$17,042,000                | \$21,189,000                |
| District of Columbia (DC) <sup>1</sup>   | \$1,082,891,808  | 14,554                       | \$457,763,000                | \$80,102,000                | \$0                         |
| City of Baltimore (MD)   | \$388,210,984  | 9,505                        | \$260,413,000                | \$16,985,000                | \$16,914,000                |
| Jefferson County (AL)  | \$234,945,420  | 6,805                        | \$149,909,000                | \$8,312,000                 | \$9,218,000                 |
| City of Austin (TX)  | \$236,148,524  | 7,315                        | \$164,865,000                | \$13,671,000                | \$9,286,000                 |
| City of Indianapolis (IN)  | \$384,244,432  | 13,136                       | \$318,488,000                | \$15,912,000                | \$26,571,000                |
| City and County of San Francisco (CA)  | \$709,979,240  | 19,744                       | \$508,933,000                | \$24,160,000                | \$35,138,000                |
| Prince George's County (MD)  | \$28,961,969   | 644                          | \$18,129,000                 | \$1,202,000                 | \$1,524,000                 |
| Bergen County (NJ)   | \$25,572,153   | 685                          | \$16,034,000                 | \$1,282,000                 | \$1,162,000                 |
| Wake County (NC)   | \$166,228,401  | 6,601                        | \$124,823,000                | \$7,228,000                 | \$8,640,000                 |
| Fairfield County (CT)  | \$129,961,438  | 3,972                        | \$88,292,000                 | \$4,679,000                 | \$5,836,000                 |
| Mecklenburg County (NC)  | \$202,798,090  | 6,240                        | \$144,567,000                | \$8,367,000                 | \$9,766,000                 |
| Greater Memphis Area (TN)  | \$125,156,041  | 3,898                        | \$104,703,000                | \$5,528,000                 | \$9,568,000                 |
| City of San Jose (CA)  | \$122,627,881  | 2,809                        | \$61,026,000                 | \$3,947,000                 | \$4,782,000                 |
| Westchester County (NY)  | \$156,441,002  | 4,800                        | \$114,667,000                | \$12,466,000                | \$10,640,000                |
| Montgomery County (MD)   | \$151,049,407  | 2,955                        | \$63,418,000                 | \$4,984,000                 | \$5,306,000                 |
| <b>Group E Average</b>   | <b>\$253,172,613</b>   | <b>6,073</b>                 | <b>\$145,377,474</b>         | <b>\$8,807,368</b>          | <b>\$10,729,526</b>         |
| Group E Median   | \$161,334,702  | 4,800                        | \$114,667,000                | \$7,228,000                 | \$9,218,000                 |

**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | TOTAL Economic Impacts       |                              |                             |                             |
|---|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Pima County (AZ)  | \$87,715,892   | 2,602                        | \$55,250,000                 | \$3,827,000                 | \$4,295,000                 |
| Fairfax County (VA)   | \$79,320,001   | 1,804                        | \$41,127,000                 | \$2,402,000                 | \$2,573,000                 |
| Orange County (FL)  | \$180,917,904  | 6,703                        | \$128,738,000                | \$7,458,000                 | \$8,308,000                 |
| Greater Columbus Area (OH)  | \$226,285,923  | 8,532                        | \$207,145,000                | \$11,094,000                | \$14,489,000                |
| Allegheny County (PA)   | \$685,602,764  | 20,549                       | \$409,738,000                | \$31,448,000                | \$43,193,000                |
| City of San Diego (CA)  | \$579,421,680  | 17,817                       | \$447,286,000                | \$26,151,000                | \$34,915,000                |
| City of Dallas (TX)   | \$321,966,006  | 11,227                       | \$285,722,000                | \$17,461,000                | \$20,118,000                |
| Palm Beach County (FL)  | \$249,948,308  | 5,782                        | \$135,847,000                | \$11,348,000                | \$12,583,000                |
| Greater St. Louis Area (MO)   | \$582,334,135  | 18,983                       | \$452,252,000                | \$28,287,000                | \$29,561,000                |
| City of San Antonio (TX)  | \$134,689,273  | 5,132                        | \$121,493,000                | \$7,442,000                 | \$9,769,000                 |
| Sacramento County (CA)  | \$111,983,253  | 4,441                        | \$97,353,000                 | \$5,998,000                 | \$7,158,000                 |
| City and County of Philadelphia (PA)  | \$1,245,937,895  | 29,844                       | \$765,773,000                | \$59,324,000                | \$59,739,000                |
| City of Phoenix (AZ)  | \$300,617,328  | 9,623                        | \$218,655,000                | \$13,955,000                | \$17,711,000                |
| Broward County (FL)   | \$229,868,082  | 6,402                        | \$157,263,000                | \$10,889,000                | \$11,011,000                |
| Santa Clara County (CA)   | \$167,391,526  | 4,224                        | \$97,362,000                 | \$5,441,000                 | \$6,822,000                 |
| Tarrant County (TX)   | \$84,438,935   | 3,011                        | \$73,256,000                 | \$5,147,000                 | \$6,044,000                 |
| Clark County (NV)   | \$56,312,612   | 1,537                        | \$39,606,000                 | \$1,500,000                 | \$3,046,000                 |
| Riverside County (CA)   | \$86,076,589   | 2,517                        | \$54,786,000                 | \$3,790,000                 | \$4,764,000                 |
| Miami-Dade County (FL)  | \$1,076,183,558  | 29,792                       | \$935,293,000                | \$39,212,000                | \$65,731,000                |
| City of Chicago (IL)  | \$2,197,366,457  | 60,481                       | \$1,280,521,000              | \$119,025,000               | \$94,961,000                |
| San Diego County (CA)   | \$665,010,016  | 20,374                       | \$511,795,000                | \$29,982,000                | \$40,035,000                |
| City of Los Angeles (CA)  | \$1,385,758,522  | 37,354                       | \$1,185,464,000              | \$61,512,000                | \$76,718,000                |
| Harris County (TX)  | \$868,980,491  | 19,651                       | \$612,269,000                | \$45,615,000                | \$51,816,000                |
| <b>Group F Average</b>  | <b>\$504,527,267</b>   | <b>14,277</b>                | <b>\$361,478,000</b>         | <b>\$23,839,478</b>         | <b>\$27,189,565</b>         |
| Group F Median  | \$249,948,308  | 8,532                        | \$207,145,000                | \$11,348,000                | \$14,489,000                |

**ALL CITY/COUNTY STUDY REGIONS**

|                |                      |              |                      |                    |                    |
|----------------|----------------------|--------------|----------------------|--------------------|--------------------|
| <b>Average</b> | <b>\$151,916,560</b> | <b>4,198</b> | <b>\$103,485,522</b> | <b>\$6,628,000</b> | <b>\$7,722,362</b> |
| Median         | \$49,081,279         | 1,533        | \$35,124,500         | \$1,946,500        | \$2,498,000        |

**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | TOTAL Economic Impacts       |                              |                             |                             |
|---|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Greater Portsmouth Area (NH)                                  | \$41,412,881   | 1,270                        | \$26,600,000                 | \$2,694,000                 | \$2,226,000                 |
| Greater Concord Area (NH)                                     | \$17,709,431   | 568                          | \$12,946,000                 | \$830,000                   | \$789,000                   |
| Greater Aberdeen Area (SD)                                    | \$4,610,654  | 145                          | \$3,132,000                  | \$214,000                   | \$214,000                   |
| Centre Region (PA)  | \$22,464,492   | 707                          | \$16,333,000                 | \$1,072,000                 | \$1,453,000                 |
| Greater Minot Area (ND)                                       | \$9,905,913  | 225                          | \$4,482,000                  | \$347,000                   | \$495,000                   |
| Creative Corridor in Northwest Iowa (IA)                      | \$11,185,986   | 320                          | \$7,140,000                  | \$579,000                   | \$469,000                   |
| Northern New Hampshire (NH)                                   | \$15,147,401   | 447                          | \$10,209,000                 | \$707,000                   | \$582,000                   |
| Greater Sioux Falls Area (SD)                                 | \$35,037,688   | 1,324                        | \$30,585,000                 | \$1,470,000                 | \$1,745,000                 |
| Greater Athens Area (GA)                                      | \$10,081,145   | 352                          | \$8,157,000                  | \$610,000                   | \$371,000                   |
| Greater Rockford Area (IL)                                    | \$24,059,421   | 1,089                        | \$21,176,000                 | \$1,465,000                 | \$1,274,000                 |
| Greater Peoria Area (IL)                                      | \$20,368,752   | 850                          | \$18,637,000                 | \$1,191,000                 | \$1,029,000                 |
| Greater Fox Cities Region (WI)                                | \$32,312,623   | 430                          | \$9,038,000                  | \$537,000                   | \$846,000                   |
| Northern Tier Region (PA)                                     | \$7,202,592  | 203                          | \$4,214,000                  | \$265,000                   | \$359,000                   |
| Northwest Arkansas Area (AR)                                  | \$45,497,127   | 1,488                        | \$29,597,000                 | \$921,000                   | \$3,059,000                 |
| Mahoning Valley Region (OH)                                   | \$25,628,990   | 930                          | \$18,860,000                 | \$1,184,000                 | \$1,340,000                 |
| Iowa Cultural Corridor (IA)                                   | \$79,801,165   | 2,761                        | \$52,362,000                 | \$3,315,000                 | \$4,055,000                 |
| Pikes Peak Region (CO)  | \$72,013,123   | 2,168                        | \$46,559,000                 | \$4,328,000                 | \$2,290,000                 |
| Greater Columbia Area (SC)                                    | \$35,898,074   | 1,510                        | \$33,057,000                 | \$1,773,000                 | \$2,154,000                 |
| Lehigh Valley Region (PA)                                     | \$207,974,745  | 7,114                        | \$140,655,000                | \$8,239,000                 | \$13,178,000                |
| West Valley Region (AZ)                                       | \$14,712,480   | 539                          | \$13,196,000                 | \$671,000                   | \$911,000                   |
| Greater Harrisburg Area (PA)                                  | \$54,441,478   | 1,890                        | \$40,482,000                 | \$2,525,000                 | \$3,675,000                 |
| Greater Hartford Area (CT)                                    | \$230,430,343  | 6,879                        | \$190,202,000                | \$5,184,000                 | \$16,244,000                |
| Greater Portland Area (OR)                                    | \$253,514,049  | 8,529                        | \$195,356,000                | \$10,975,000                | \$10,382,000                |
| Metropolitan Kansas City Area (MO/KS)                         | \$273,136,286  | 8,346                        | \$237,442,000                | \$9,032,000                 | \$12,809,000                |
| Greater Milwaukee Area (WI)                                   | \$299,619,649  | 10,895                       | \$231,667,000                | \$17,665,000                | \$20,692,000                |

*This table listing multi-city and multi-county study regions is continued below ...*



**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | TOTAL Economic Impacts       |                              |                             |                             |
|---|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Central Florida Region (FL)                                   | \$263,989,394  | 8,966                        | \$199,855,000                | \$15,249,000                | \$20,596,000                |
| Greater Washington DC Region (DC/MD/VA)                       | \$1,510,256,087  | 29,003                       | \$816,716,000                | \$120,480,000               | \$20,654,000                |
| Greater Philadelphia Region (PA)                              | \$1,395,624,731  | 43,722                       | \$1,039,733,000              | \$73,920,000                | \$95,134,000                |
| Southeastern Michigan Region (MI)                             | \$477,225,526  | 18,705                       | \$423,814,000                | \$20,331,000                | \$34,532,000                |
| Greater Houston Area (TX)                                     | \$977,671,063  | 29,118                       | \$702,942,000                | \$58,114,000                | \$72,261,000                |
| North Texas Region (TX)                                       | \$428,512,328  | 15,202                       | \$388,217,000                | \$25,645,000                | \$31,033,000                |
| <b>Regional Average</b>                                       | <b>\$222,498,246</b>   | <b>6,635</b>                 | <b>\$160,431,000</b>         | <b>\$12,630,065</b>         | <b>\$12,156,484</b>         |
| Regional Median   | \$41,412,881   | 1,488                        | \$30,585,000                 | \$1,773,000                 | \$2,226,000                 |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | TOTAL Economic Impacts       |                              |                             |                             |
|--|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| State of South Dakota  | \$96,660,370   | 2,989                        | \$66,645,000                 | \$3,101,000                 | \$4,751,000                 |
| State of Delaware  | \$142,329,627  | 3,868                        | \$112,337,000                | \$1,704,000                 | \$8,235,000                 |
| State of Hawai'i   | \$159,605,567  | 4,426                        | \$126,504,000                | \$3,188,000                 | \$14,306,000                |
| State of New Hampshire   | \$115,082,228  | 3,493                        | \$79,531,000                 | \$5,837,000                 | \$5,769,000                 |
| State of Nebraska  | \$174,389,532  | 6,473                        | \$157,868,000                | \$8,321,000                 | \$10,432,000                |
| State of Connecticut   | \$652,960,811  | 18,314                       | \$462,526,000                | \$25,840,000                | \$33,236,000                |
| State of Wisconsin   | \$535,168,486  | 22,872                       | \$479,463,000                | \$29,685,000                | \$35,237,000                |
| State of North Carolina  | \$1,241,874,488  | 43,605                       | \$946,707,000                | \$56,632,000                | \$62,373,000                |
| State of Pennsylvania  | \$2,545,382,269  | 81,061                       | \$1,834,659,000              | \$159,003,000               | \$201,012,000               |
| State of Illinois  | \$2,752,725,266  | 78,455                       | \$2,282,701,000              | \$165,826,000               | \$157,735,000               |
| <b>Statewide Average</b>                                       | <b>\$841,617,864</b>   | <b>26,556</b>                | <b>\$654,894,100</b>         | <b>\$45,913,700</b>         | <b>\$53,308,600</b>         |
| Statewide Median   | \$354,779,009  | 12,394                       | \$310,197,000                | \$17,080,500                | \$23,771,000                |

**Table 3:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | TOTAL Economic Impacts       |                              |                             |                             |
|---|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Grand Center Arts District (St. Louis, MO)                      | \$81,176,060   | 3,328                        | \$76,320,000                 | \$4,103,000                 | \$3,451,000                 |
| Dallas Arts District (Dallas, TX)                               | \$128,628,528  | 4,596                        | \$116,526,000                | \$6,368,000                 | \$7,855,000                 |
| <b>Arts District Average</b>                                    | <b>\$104,902,294</b>   | <b>3,962</b>                 | <b>\$96,423,000</b>          | <b>\$5,235,500</b>          | <b>\$5,653,000</b>          |

**Table Notes:**

<sup>1</sup> The economic impact findings for the District of Columbia (DC) are excluded from the calculation of the economic impact summary statistics on this table due to Washington, DC's unique status as a study region with no state government.

## Explanation of Table 4: Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

This table presents for each study region the direct economic impact of spending by the nonprofit arts and culture industry—both nonprofit arts and culture organizations and their audiences—during fiscal year 2010. Summary statistics are calculated for each population group.

Total industry expenditures are the sum of total expenditures by responding nonprofit arts and culture organizations and induced event-related spending by their audiences. The direct impact is a measure of the effect of the initial expenditure. Because it measures only one round of spending, the direct impact is always smaller than the total impact, which measures the effect of each dollar as it is spent and re-spent within the study region. It is derived from input/output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity IV* National Statistical Report for more information about direct and total economic impacts.

### **Column Two:**

The total direct spending by the nonprofit arts and culture industry in each participating study region during fiscal year 2010. This figure is the sum of expenditures made by responding nonprofit arts and culture organizations and induced event-related audience spending. (These are real dollars; no multiplier is employed.)

### **Column Three:**

The number of full-time equivalent (FTE) jobs directly supported by the expenditures generated by each participating study region's nonprofit arts and culture industry. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

### **Column Four:**

The total amount of household income paid to study region residents as a direct result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Household income includes salaries, wages, and proprietary income.

### **Column Five:**

The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Local government includes the city and county governments located within each participating study region.

### **Column Six:**

The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures generated by each participating study region's nonprofit arts and culture industry.

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | DIRECT Economic Impacts      |                              |                             |                             |
|---|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Gunnison (CO)   | \$481,932  | 9                            | \$221,000                    | \$9,000                     | \$5,000                     |
| Town of Telluride (CO)  | \$37,409,378   | 740                          | \$17,236,000                 | \$1,502,000                 | \$507,000                   |
| Town of Crested Butte (CO)  | \$6,482,748  | 101                          | \$1,991,000                  | \$186,000                   | \$88,000                    |
| Town of Newmarket (NH)  | \$150,165  | 3                            | \$52,000                     | \$3,000                     | \$3,000                     |
| Greater Ketchikan Area (AK)   | \$5,735,988  | 91                           | \$2,092,000                  | \$98,000                    | \$148,000                   |
| Gunnison County (CO)  | \$6,964,680  | 110                          | \$2,212,000                  | \$195,000                   | \$93,000                    |
| City of Durango (CO)  | \$9,053,126  | 147                          | \$3,197,000                  | \$222,000                   | \$101,000                   |
| Teton County (WY)   | \$49,215,392   | 712                          | \$13,647,000                 | \$1,322,000                 | \$1,463,000                 |
| City of Laguna Beach (CA)   | \$49,081,279   | 719                          | \$16,994,000                 | \$858,000                   | \$1,143,000                 |
| City of Fairfax (VA)  | \$10,093,772   | 144                          | \$3,121,000                  | \$145,000                   | \$141,000                   |
| City of Auburn (NY)   | \$3,588,563  | 60                           | \$1,227,000                  | \$174,000                   | \$89,000                    |
| City of Slidell (LA)  | \$3,120,617  | 62                           | \$1,152,000                  | \$99,000                    | \$141,000                   |
| City of Winter Park (FL)  | \$42,561,554   | 749                          | \$12,739,000                 | \$897,000                   | \$985,000                   |
| Greater Elkins Area (WV)  | \$6,244,437  | 101                          | \$2,232,000                  | \$203,000                   | \$340,000                   |
| Transylvania County (NC)  | \$8,559,908  | 169                          | \$3,627,000                  | \$170,000                   | \$205,000                   |
| City of Rochester (NH)  | \$7,391,023  | 169                          | \$3,319,000                  | \$75,000                    | \$106,000                   |
| City and Borough of Juneau (AK)   | \$6,746,355  | 188                          | \$3,071,000                  | \$128,000                   | \$142,000                   |
| Princeton (NJ)  | \$51,320,374   | 970                          | \$23,302,000                 | \$989,000                   | \$955,000                   |
| Platte County (NE)  | \$3,996,076  | 72                           | \$1,648,000                  | \$90,000                    | \$159,000                   |
| Adams County (NE)   | \$8,672,177  | 195                          | \$4,454,000                  | \$199,000                   | \$207,000                   |
| City of Fairbanks (AK)  | \$12,152,800   | 241                          | \$5,014,000                  | \$255,000                   | \$373,000                   |
| City of West Hollywood (CA)   | \$29,233,453   | 361                          | \$13,007,000                 | \$450,000                   | \$644,000                   |
| City of Pittsfield (MA)   | \$25,306,540   | 477                          | \$8,423,000                  | \$385,000                   | \$618,000                   |
| Windham County (VT)   | \$10,787,982   | 179                          | \$4,340,000                  | \$111,000                   | \$246,000                   |
| Iron County* (UT)   | \$42,368,754   | 776                          | \$12,484,000                 | \$1,482,000                 | \$1,361,000                 |
| Watauga County (NC)   | \$9,185,864  | 189                          | \$3,823,000                  | \$355,000                   | \$251,000                   |
| Buffalo County (NE)   | \$9,683,461  | 164                          | \$4,853,000                  | \$164,000                   | \$234,000                   |
| <b>Group A Average</b>  | <b>\$16,873,644</b>  | <b>293</b>                   | <b>\$6,276,963</b>           | <b>\$398,741</b>            | <b>\$398,074</b>            |
| Group A Median  | \$9,053,126  | 169                          | \$3,627,000                  | \$195,000                   | \$207,000                   |

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | DIRECT Economic Impacts      |                              |                             |                             |
|--|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Chenango County (NY)   | \$1,830,375  | 26                           | \$614,000                    | \$74,000                    | \$36,000                    |
| City of La Crosse (WI)   | \$9,374,024  | 197                          | \$3,822,000                  | \$213,000                   | \$284,000                   |
| Lenoir County (NC)   | \$1,573,871  | 28                           | \$718,000                    | \$42,000                    | \$31,000                    |
| City of Dubuque (IA)   | \$47,183,273   | 904                          | \$20,615,000                 | \$1,677,000                 | \$1,303,000                 |
| Greater Enid Area (OK)   | \$9,686,794  | 155                          | \$3,294,000                  | \$210,000                   | \$226,000                   |
| City of Flagstaff (AZ)   | \$72,938,282   | 1,484                        | \$34,308,000                 | \$2,241,000                 | \$2,093,000                 |
| City of Portland (ME)  | \$49,150,508   | 766                          | \$16,961,000                 | \$986,000                   | \$1,182,000                 |
| Athens County (OH)   | \$24,349,791   | 447                          | \$11,893,000                 | \$534,000                   | \$500,000                   |
| Rutherford County (NC)   | \$906,601  | 17                           | \$380,000                    | \$16,000                    | \$19,000                    |
| City of Walnut Creek (CA)  | \$32,483,480   | 527                          | \$12,211,000                 | \$505,000                   | \$890,000                   |
| City of Missoula (MT)  | \$39,899,280   | 880                          | \$17,364,000                 | \$971,000                   | \$445,000                   |
| City of Bloomington (IN)   | \$72,276,722   | 1,553                        | \$32,028,000                 | \$938,000                   | \$1,362,000                 |
| City of Miami Beach (FL)   | \$154,285,791  | 1,436                        | \$43,528,000                 | \$2,780,000                 | \$4,066,000                 |
| Greater Parkersburg Area (WV)  | \$2,075,991  | 44                           | \$927,000                    | \$26,000                    | \$70,000                    |
| Moore County (NC)  | \$6,387,592  | 96                           | \$2,200,000                  | \$121,000                   | \$149,000                   |
| Indiana County (PA)  | \$587,446  | 14                           | \$338,000                    | \$6,000                     | \$13,000                    |
| Buchanan County (MO)   | \$10,872,627   | 266                          | \$5,668,000                  | \$157,000                   | \$213,000                   |
| City of Boulder (CO)   | \$20,196,925   | 333                          | \$7,668,000                  | \$334,000                   | \$375,000                   |
| Eau Claire County (WI)   | \$5,635,250  | 109                          | \$2,397,000                  | \$122,000                   | \$145,000                   |
| <b>Group B Average</b>   | <b>\$29,562,875</b>  | <b>489</b>                   | <b>\$11,417,579</b>          | <b>\$629,105</b>            | <b>\$705,368</b>            |
| Group B Median   | \$10,872,627   | 266                          | \$5,668,000                  | \$213,000                   | \$284,000                   |

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | DIRECT Economic Impacts      |                              |                             |                             |
|--|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Rochester (MN)   | \$38,207,235   | 578                          | \$13,912,000                 | \$512,000                   | \$1,152,000                 |
| Tompkins County (NY)   | \$20,715,612   | 493                          | \$9,576,000                  | \$796,000                   | \$451,000                   |
| Wayne County (NC)  | \$2,839,039  | 52                           | \$1,120,000                  | \$84,000                    | \$70,000                    |
| City of McKinney (TX)  | \$2,039,029  | 34                           | \$682,000                    | \$40,000                    | \$69,000                    |
| Orange County (NC)   | \$85,406,375   | 1,995                        | \$44,739,000                 | \$1,462,000                 | \$2,001,000                 |
| Town of Cary (NC)  | \$9,181,952  | 207                          | \$4,284,000                  | \$259,000                   | \$246,000                   |
| Marathon County (WI)   | \$9,174,493  | 197                          | \$3,514,000                  | \$138,000                   | \$209,000                   |
| Greater Charlottesville Area (VA)  | \$114,367,276  | 1,443                        | \$37,100,000                 | \$4,018,000                 | \$2,562,000                 |
| City of Fort Collins (CO)  | \$19,167,661   | 338                          | \$7,090,000                  | \$632,000                   | \$348,000                   |
| Cambria County (PA)  | \$34,157,920   | 648                          | \$13,166,000                 | \$800,000                   | \$1,340,000                 |
| City of Alexandria (VA)  | \$70,655,421   | 1,204                        | \$24,840,000                 | \$1,344,000                 | \$1,431,000                 |
| City of Eugene (OR)  | \$45,556,531   | 984                          | \$20,845,000                 | \$581,000                   | \$261,000                   |
| Pitt County (NC)   | \$9,258,878  | 279                          | \$6,298,000                  | \$122,000                   | \$158,000                   |
| City of Santa Clarita (CA)   | \$11,371,655   | 164                          | \$5,393,000                  | \$132,000                   | \$339,000                   |
| City of Providence (RI)  | \$190,054,892  | 2,577                        | \$55,347,000                 | \$3,636,000                 | \$4,913,000                 |
| Erie (PA)  | \$18,149,001   | 342                          | \$6,868,000                  | \$235,000                   | \$439,000                   |
| New Hanover County (NC)  | \$20,848,677   | 511                          | \$10,502,000                 | \$657,000                   | \$644,000                   |
| City of Glendale (CA)  | \$8,771,722  | 110                          | \$3,555,000                  | \$122,000                   | \$245,000                   |
| City of Tacoma (WA)  | \$64,717,367   | 941                          | \$22,002,000                 | \$1,230,000                 | \$1,714,000                 |
| Whatcom County (WA)  | \$14,069,378   | 297                          | \$6,668,000                  | \$243,000                   | \$323,000                   |
| City of Boise (ID)   | \$48,035,096   | 909                          | \$19,885,000                 | \$567,000                   | \$1,297,000                 |
| Lackawanna County (PA)   | \$26,909,728   | 539                          | \$11,101,000                 | \$387,000                   | \$673,000                   |
| Arlington County (VA)  | \$97,377,481   | 1,547                        | \$37,345,000                 | \$1,750,000                 | \$1,541,000                 |
| City of Orlando (FL)   | \$94,006,205   | 1,678                        | \$35,480,000                 | \$1,918,000                 | \$2,269,000                 |
| Buncombe County (NC)   | \$43,749,707   | 846                          | \$17,810,000                 | \$1,513,000                 | \$1,384,000                 |
| St. Tammany Parish (LA)  | \$20,261,186   | 467                          | \$8,812,000                  | \$651,000                   | \$901,000                   |
| Alachua County (FL)  | \$85,491,538   | 1,507                        | \$30,128,000                 | \$1,576,000                 | \$2,307,000                 |
| Greater Jackson Area (MS)  | \$10,790,921   | 245                          | \$5,730,000                  | \$312,000                   | \$481,000                   |
| <b>Group C Average</b>   | <b>\$43,404,713</b>  | <b>755</b>                   | <b>\$16,564,000</b>          | <b>\$918,464</b>            | <b>\$1,063,143</b>          |
| Group C Median   | \$23,879,203   | 525                          | \$10,801,500                 | \$606,500                   | \$658,500                   |



**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | DIRECT Economic Impacts      |                              |                             |                             |
|--|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Lincoln (NE)   | \$53,054,795   | 808                          | \$20,631,000                 | \$900,000                   | \$1,093,000                 |
| Durham County (NC)   | \$125,534,858  | 2,295                        | \$56,141,000                 | \$3,474,000                 | \$2,456,000                 |
| Osceola County (FL)  | \$2,390,437  | 28                           | \$645,000                    | \$16,000                    | \$46,000                    |
| City of Newark (NJ)  | \$127,172,459  | 1,872                        | \$52,925,000                 | \$2,189,000                 | \$2,980,000                 |
| City of Riverside (CA)   | \$35,169,835   | 694                          | \$14,954,000                 | \$644,000                   | \$1,321,000                 |
| Lexington-Fayette Urban County (KY)  | \$18,554,294   | 391                          | \$9,012,000                  | \$209,000                   | \$684,000                   |
| Loudoun County (VA)  | \$16,260,363   | 222                          | \$7,078,000                  | \$296,000                   | \$317,000                   |
| Cumberland County (NC)   | \$53,737,556   | 1,085                        | \$22,730,000                 | \$1,417,000                 | \$1,480,000                 |
| Greater Chattanooga Area (TN)  | \$105,994,262  | 2,121                        | \$47,568,000                 | \$2,218,000                 | \$4,127,000                 |
| Forsyth County (NC)  | \$136,598,563  | 2,275                        | \$54,163,000                 | \$2,941,000                 | \$3,728,000                 |
| City of Wichita (KS)   | \$66,157,686   | 1,111                        | \$27,586,000                 | \$1,415,000                 | \$1,374,000                 |
| Sarasota County (FL)   | \$180,023,363  | 2,306                        | \$73,192,000                 | \$3,660,000                 | \$6,633,000                 |
| City of Oakland (CA)   | \$53,672,521   | 892                          | \$25,235,000                 | \$1,253,000                 | \$1,390,000                 |
| Santa Barbara County (CA)  | \$124,016,494  | 2,109                        | \$47,060,000                 | \$2,306,000                 | \$3,129,000                 |
| City of Miami (FL)   | \$576,463,146  | 5,220                        | \$143,242,000                | \$8,630,000                 | \$16,118,000                |
| Seminole County (FL)   | \$3,359,408  | 35                           | \$807,000                    | \$72,000                    | \$102,000                   |
| City of Omaha (NE)   | \$89,871,452   | 1,652                        | \$37,633,000                 | \$1,619,000                 | \$2,518,000                 |
| Greater Syracuse Area (NY)   | \$133,360,641  | 3,012                        | \$58,375,000                 | \$6,338,000                 | \$4,775,000                 |
| City of Mesa (AZ)  | \$25,173,280   | 395                          | \$10,019,000                 | \$427,000                   | \$655,000                   |
| Guilford County (NC)   | \$118,133,322  | 2,304                        | \$37,696,000                 | \$2,710,000                 | \$2,820,000                 |
| Dane County (WI)   | \$145,500,397  | 2,700                        | \$49,394,000                 | \$2,681,000                 | \$3,658,000                 |
| Volusia County (FL)  | \$26,008,365   | 466                          | \$9,820,000                  | \$784,000                   | \$1,117,000                 |
| <b>Group D Average</b>   | <b>\$100,736,704</b>   | <b>1,545</b>                 | <b>\$36,632,091</b>          | <b>\$2,099,955</b>          | <b>\$2,841,864</b>          |
| Group D Median   | \$78,014,569   | 1,382                        | \$32,609,500                 | \$1,518,000                 | \$1,968,000                 |

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | DIRECT Economic Impacts      |                              |                             |                             |
|--|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Albuquerque (NM)   | \$91,888,623   | 1,674                        | \$44,500,000                 | \$1,081,000                 | \$2,969,000                 |
| City of Atlanta (GA)   | \$299,983,072  | 4,752                        | \$110,948,000                | \$7,356,000                 | \$6,368,000                 |
| Polk County (FL)   | \$10,466,225   | 214                          | \$4,351,000                  | \$289,000                   | \$481,000                   |
| Lee County (FL)  | \$68,284,809   | 1,275                        | \$28,586,000                 | \$1,880,000                 | \$3,215,000                 |
| City of Seattle (WA)   | \$447,612,734  | 5,616                        | \$127,281,000                | \$8,625,000                 | \$10,430,000                |
| District of Columbia (DC) <sup>1</sup>   | \$1,082,891,808  | 11,672                       | \$380,885,000                | \$56,336,000                | \$0                         |
| City of Baltimore (MD)   | \$388,210,984  | 4,325                        | \$124,171,000                | \$5,651,000                 | \$6,660,000                 |
| Jefferson County (AL)  | \$234,945,420  | 3,551                        | \$70,108,000                 | \$4,860,000                 | \$4,422,000                 |
| City of Austin (TX)  | \$236,148,524  | 3,848                        | \$86,838,000                 | \$5,800,000                 | \$4,538,000                 |
| City of Indianapolis (IN)  | \$384,244,432  | 6,525                        | \$147,278,000                | \$5,944,000                 | \$12,385,000                |
| City and County of San Francisco (CA)  | \$709,979,240  | 11,023                       | \$294,493,000                | \$11,702,000                | \$17,211,000                |
| Prince George's County (MD)  | \$28,961,969   | 417                          | \$12,212,000                 | \$488,000                   | \$643,000                   |
| Bergen County (NJ)   | \$25,572,153   | 384                          | \$9,153,000                  | \$537,000                   | \$638,000                   |
| Wake County (NC)   | \$166,228,401  | 3,473                        | \$66,926,000                 | \$3,257,000                 | \$3,625,000                 |
| Fairfield County (CT)  | \$129,961,438  | 2,053                        | \$49,789,000                 | \$1,363,000                 | \$2,646,000                 |
| Mecklenburg County (NC)  | \$202,798,090  | 2,966                        | \$63,701,000                 | \$4,814,000                 | \$4,394,000                 |
| Greater Memphis Area (TN)  | \$125,156,041  | 1,908                        | \$50,498,000                 | \$3,042,000                 | \$4,622,000                 |
| City of San Jose (CA)  | \$122,627,881  | 1,661                        | \$36,903,000                 | \$1,775,000                 | \$2,432,000                 |
| Westchester County (NY)  | \$156,441,002  | 2,762                        | \$68,176,000                 | \$5,299,000                 | \$6,029,000                 |
| Montgomery County (MD)   | \$151,049,407  | 1,810                        | \$39,393,000                 | \$2,785,000                 | \$2,972,000                 |
| <b>Group E Average</b>   | <b>\$253,172,613</b>   | <b>3,170</b>                 | <b>\$75,542,368</b>          | <b>\$4,028,842</b>          | <b>\$5,088,421</b>          |
| Group E Median   | \$161,334,702  | 2,762                        | \$63,701,000                 | \$3,257,000                 | \$4,394,000                 |

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | DIRECT Economic Impacts      |                              |                             |                             |
|---|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Pima County (AZ)  | \$87,715,892   | 1,554                        | \$32,234,000                 | \$1,504,000                 | \$2,302,000                 |
| Fairfax County (VA)   | \$79,320,001   | 997                          | \$23,736,000                 | \$971,000                   | \$1,302,000                 |
| Orange County (FL)  | \$180,917,904  | 3,499                        | \$59,754,000                 | \$3,966,000                 | \$4,201,000                 |
| Greater Columbus Area (OH)  | \$226,285,923  | 4,018                        | \$96,384,000                 | \$4,454,000                 | \$5,908,000                 |
| Allegheny County (PA)   | \$685,602,764  | 10,018                       | \$181,432,000                | \$12,651,000                | \$20,810,000                |
| City of San Diego (CA)  | \$579,421,680  | 9,829                        | \$255,864,000                | \$12,534,000                | \$19,321,000                |
| City of Dallas (TX)   | \$321,966,006  | 5,517                        | \$145,459,000                | \$8,388,000                 | \$9,566,000                 |
| Palm Beach County (FL)  | \$249,948,308  | 3,351                        | \$76,707,000                 | \$4,866,000                 | \$6,097,000                 |
| Greater St. Louis Area (MO)   | \$582,334,135  | 10,011                       | \$227,353,000                | \$14,480,000                | \$14,463,000                |
| City of San Antonio (TX)  | \$134,689,273  | 2,512                        | \$57,724,000                 | \$2,706,000                 | \$5,026,000                 |
| Sacramento County (CA)  | \$111,983,253  | 1,644                        | \$39,967,000                 | \$2,308,000                 | \$2,872,000                 |
| City and County of Philadelphia (PA)  | \$1,245,937,895  | 14,666                       | \$372,546,000                | \$27,458,000                | \$28,310,000                |
| City of Phoenix (AZ)  | \$300,617,328  | 4,707                        | \$105,953,000                | \$5,437,000                 | \$8,290,000                 |
| Broward County (FL)   | \$229,868,082  | 3,559                        | \$82,641,000                 | \$4,309,000                 | \$5,414,000                 |
| Santa Clara County (CA)   | \$167,391,526  | 2,467                        | \$59,272,000                 | \$2,362,000                 | \$3,317,000                 |
| Tarrant County (TX)   | \$84,438,935   | 1,609                        | \$39,502,000                 | \$1,911,000                 | \$2,913,000                 |
| Clark County (NV)   | \$56,312,612   | 747                          | \$19,323,000                 | \$594,000                   | \$1,545,000                 |
| Riverside County (CA)   | \$86,076,589   | 1,491                        | \$32,881,000                 | \$1,647,000                 | \$2,385,000                 |
| Miami-Dade County (FL)  | \$1,076,183,558  | 11,150                       | \$324,233,000                | \$15,038,000                | \$28,952,000                |
| City of Chicago (IL)  | \$2,197,366,457  | 28,513                       | \$595,532,000                | \$54,977,000                | \$44,954,000                |
| San Diego County (CA)   | \$665,010,016  | 11,265                       | \$293,180,000                | \$14,406,000                | \$22,213,000                |
| City of Los Angeles (CA)  | \$1,385,758,522  | 17,211                       | \$623,988,000                | \$22,987,000                | \$32,327,000                |
| Harris County (TX)  | \$868,980,491  | 11,029                       | \$318,108,000                | \$22,051,000                | \$31,419,000                |
| <b>Group F Average</b>  | <b>\$504,527,267</b>   | <b>7,016</b>                 | <b>\$176,685,783</b>         | <b>\$10,521,957</b>         | <b>\$13,213,348</b>         |
| Group F Median  | \$249,948,308  | 4,018                        | \$96,384,000                 | \$4,866,000                 | \$6,097,000                 |

**ALL CITY/COUNTY STUDY REGIONS**

|                |                      |              |                     |                    |                    |
|----------------|----------------------|--------------|---------------------|--------------------|--------------------|
| <b>Average</b> | <b>\$151,916,560</b> | <b>2,130</b> | <b>\$51,849,188</b> | <b>\$2,994,116</b> | <b>\$3,746,565</b> |
| Median         | \$49,081,279         | 827          | \$18,566,500        | \$971,000          | \$1,302,500        |

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | DIRECT Economic Impacts      |                              |                             |                             |
|---|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Greater Portsmouth Area (NH)                                  | \$41,412,881   | 822                          | \$15,749,000                 | \$1,442,000                 | \$796,000                   |
| Greater Concord Area (NH)                                     | \$17,709,431   | 316                          | \$7,687,000                  | \$278,000                   | \$279,000                   |
| Greater Aberdeen Area (SD)                                    | \$4,610,654  | 92                           | \$1,967,000                  | \$130,000                   | \$127,000                   |
| Centre Region (PA)  | \$22,464,492   | 458                          | \$10,740,000                 | \$581,000                   | \$852,000                   |
| Greater Minot Area (ND)                                       | \$9,905,913  | 140                          | \$2,854,000                  | \$167,000                   | \$252,000                   |
| Creative Corridor in Northwest Iowa (IA)                      | \$11,185,986   | 220                          | \$4,861,000                  | \$395,000                   | \$310,000                   |
| Northern New Hampshire (NH)                                   | \$15,147,401   | 274                          | \$6,626,000                  | \$374,000                   | \$249,000                   |
| Greater Sioux Falls Area (SD)                                 | \$35,037,688   | 721                          | \$16,721,000                 | \$742,000                   | \$849,000                   |
| Greater Athens Area (GA)                                      | \$10,081,145   | 220                          | \$5,159,000                  | \$313,000                   | \$206,000                   |
| Greater Rockford Area (IL)                                    | \$24,059,421   | 519                          | \$11,253,000                 | \$488,000                   | \$484,000                   |
| Greater Peoria Area (IL)                                      | \$20,368,752   | 371                          | \$9,229,000                  | \$405,000                   | \$379,000                   |
| Greater Fox Cities Region (WI)                                | \$32,312,623   | 202                          | \$4,223,000                  | \$232,000                   | \$416,000                   |
| Northern Tier Region (PA)                                     | \$7,202,592  | 127                          | \$2,760,000                  | \$145,000                   | \$216,000                   |
| Northwest Arkansas Area (AR)                                  | \$45,497,127   | 752                          | \$16,047,000                 | \$455,000                   | \$1,380,000                 |
| Mahoning Valley Region (OH)                                   | \$25,628,990   | 468                          | \$9,691,000                  | \$504,000                   | \$710,000                   |
| Iowa Cultural Corridor (IA)                                   | \$79,801,165   | 1,544                        | \$31,205,000                 | \$1,261,000                 | \$1,995,000                 |
| Pikes Peak Region (CO)  | \$72,013,123   | 1,280                        | \$26,113,000                 | \$2,255,000                 | \$1,145,000                 |
| Greater Columbia Area (SC)                                    | \$35,898,074   | 747                          | \$15,906,000                 | \$725,000                   | \$987,000                   |
| Lehigh Valley Region (PA)                                     | \$207,974,745  | 3,944                        | \$75,585,000                 | \$3,673,000                 | \$6,942,000                 |
| West Valley Region (AZ)                                       | \$14,712,480   | 262                          | \$6,720,000                  | \$216,000                   | \$392,000                   |
| Greater Harrisburg Area (PA)                                  | \$54,441,478   | 874                          | \$18,979,000                 | \$766,000                   | \$1,744,000                 |
| Greater Hartford Area (CT)                                    | \$230,430,343  | 3,576                        | \$102,194,000                | \$1,930,000                 | \$7,591,000                 |
| Greater Portland Area (OR)                                    | \$253,514,049  | 4,195                        | \$97,396,000                 | \$4,129,000                 | \$3,072,000                 |
| Metropolitan Kansas City Area (MO/KS)                         | \$273,136,286  | 2,668                        | \$74,394,000                 | \$2,929,000                 | \$4,291,000                 |
| Greater Milwaukee Area (WI)                                   | \$299,619,649  | 4,791                        | \$112,546,000                | \$5,362,000                 | \$7,674,000                 |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | DIRECT Economic Impacts      |                              |                             |                             |
|---|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Central Florida Region (FL)                                   | \$263,989,394  | 4,773                        | \$96,879,000                 | \$7,149,000                 | \$11,064,000                |
| Greater Washington DC Region (DC/MD/VA)                       | \$1,510,256,087  | 21,178                       | \$636,606,000                | \$66,129,000                | \$11,501,000                |
| Greater Philadelphia Region (PA)                              | \$1,395,624,731  | 19,314                       | \$476,282,000                | \$31,425,000                | \$42,274,000                |
| Southeastern Michigan Region (MI)                             | \$477,225,526  | 7,988                        | \$203,955,000                | \$6,606,000                 | \$13,316,000                |
| Greater Houston Area (TX)                                     | \$977,671,063  | 15,683                       | \$369,524,000                | \$28,554,000                | \$39,120,000                |
| North Texas Region (TX)                                       | \$428,512,328  | 7,732                        | \$207,259,000                | \$10,597,000                | \$14,644,000                |
| <b>Regional Average</b>                                       | <b>\$222,498,246</b>   | <b>3,427</b>                 | <b>\$86,358,387</b>          | <b>\$5,817,968</b>          | <b>\$5,653,452</b>          |
| Regional Median   | \$41,412,881   | 752                          | \$16,047,000                 | \$742,000                   | \$987,000                   |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | DIRECT Economic Impacts      |                              |                             |                             |
|--|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| State of South Dakota  | \$96,660,370   | 2,481                        | \$55,305,000                 | \$2,565,000                 | \$3,866,000                 |
| State of Delaware  | \$142,329,627  | 2,960                        | \$87,432,000                 | \$1,168,000                 | \$5,185,000                 |
| State of Hawai'i   | \$159,605,567  | 3,237                        | \$99,326,000                 | \$2,241,000                 | \$9,856,000                 |
| State of New Hampshire   | \$115,082,228  | 2,829                        | \$65,811,000                 | \$4,245,000                 | \$4,296,000                 |
| State of Nebraska  | \$174,389,532  | 5,070                        | \$125,510,000                | \$6,448,000                 | \$8,271,000                 |
| State of Connecticut   | \$652,960,811  | 13,451                       | \$354,360,000                | \$16,185,000                | \$24,826,000                |
| State of Wisconsin   | \$535,168,486  | 17,772                       | \$384,603,000                | \$21,865,000                | \$27,527,000                |
| State of North Carolina  | \$1,241,874,488  | 34,831                       | \$766,683,000                | \$45,659,000                | \$48,687,000                |
| State of Pennsylvania  | \$2,545,382,269  | 61,228                       | \$1,407,465,000              | \$123,534,000               | \$156,489,000               |
| State of Illinois  | \$2,752,725,266  | 61,100                       | \$1,805,119,000              | \$126,991,000               | \$124,588,000               |
| <b>Statewide Average</b>                                       | <b>\$841,617,864</b>   | <b>20,496</b>                | <b>\$515,161,400</b>         | <b>\$35,090,100</b>         | <b>\$41,359,100</b>         |
| Statewide Median   | \$354,779,009  | 9,261                        | \$239,935,000                | \$11,316,500                | \$17,341,000                |

**Table 4:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | Total Direct Expenditures<br>(Both Organizations<br>and Audiences) | DIRECT Economic Impacts      |                              |                             |                             |
|---|--|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |  | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Grand Center Arts District (St. Louis, MO)                      | \$81,176,060   | 1,552                        | \$40,594,000                 | \$1,393,000                 | \$1,210,000                 |
| Dallas Arts District (Dallas, TX)                               | \$128,628,528  | 2,115                        | \$57,528,000                 | \$2,639,000                 | \$3,435,000                 |
| <b>Arts District Average</b>                                    | <b>\$104,902,294</b>   | <b>1,834</b>                 | <b>\$49,061,000</b>          | <b>\$2,016,000</b>          | <b>\$2,322,500</b>          |

**Table Notes:**

<sup>1</sup> The economic impact findings for the District of Columbia (DC) are excluded from the calculation of the economic impact summary statistics on this table due to Washington, DC's unique status as a study region with no state government.



## Explanation of Table 5: Participation Rate of Eligible Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

This table presents for each study region the total number of nonprofit arts and culture organizations eligible to participate in the organizational expenditure survey, as well as the number of organizations from which data were collected. Summary statistics are calculated for each population group.

### Column Two:

The number of nonprofit arts and culture organizations eligible to participate in each of the 182 study regions. The study partner organization in each study region identified the universe of eligible nonprofit arts and culture organizations. (A list of the eligible organization types is provided in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report, along with a detailed description of the data collection methodologies. Examples of all data collection tools are included in Appendix C.)

### Column Three:

The number of eligible nonprofit arts and culture organizations from which detailed expenditure and event attendance data were collected in each participating study region.

### Column Four:

The percentage of eligible nonprofit arts and culture organizations from which expenditure and event attendance data were collected. This figure is calculated by dividing the number of participating nonprofit arts and culture organizations (Column Three) by the total number of organizations eligible to participate (Column Two).

### Column Five:

The total organizational expenditures of participating nonprofit arts and culture organizations in each participating community during fiscal year 2010. This figure is the sum of operating expenditures and capital expenditures.

### Column Six:

The total direct expenditures made by participating nonprofit arts and culture organizations that were spent on local industries in each participating study region during fiscal year 2010. This figure is calculated by an input-output model that is customized for each study region using detailed commerce data to estimate the dollars spent on imported goods and services. Additionally, it subtracts payments to nonlocal artists and state and federal taxes. Dollars that are spent outside of the study region are considered to have "leaked" from the study region's economy and have no economic impact on the study region's economy.

### Column Seven:

The total local organizational expenditures as a percentage of the total direct organizational expenditures; this portrays the percentage of direct organizational expenditures that are spent on local industries. This figure is calculated by dividing the total local organizational expenditures (Column Six) by the total organizational expenditures (Column Five) for each participating study region.

### Column Eight:

The total estimated expenditures (both direct and indirect) that occurred in each participating study region during fiscal year 2010 as a result of the initial direct expenditures made by participating nonprofit arts and culture organizations (Column Five). In other words, this figure represents the initial direct organizational expenditures plus each additional round of spending that occurred as those dollars were re-spent within the study region before the dollars were spent on good and services located outside of the study region. This figure is calculated by an input-output model that is customized for each study region using detailed commerce data.

**Table 5:**  
**Participation Rate of Eligible Nonprofit Arts and Culture Organizations**  
**Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group A</b><br>Population Fewer than 50,000<br>Sample Size = 27 | <b>Universe of</b><br><u>Eligible</u><br><b>Organizations</b> | <b>Number of</b><br><u>Participating</u><br><b>Organizations</b> | <b>Participation</b><br><b>Rate</b> | <b>Total Direct</b><br><b>Organizational</b><br><b>Expenditures</b> | <b>Est. Local</b><br><b>Organizational</b><br><b>Expenditures</b> | <b>Local as</b><br><b>a Percent</b><br><b>of Total</b> | <b>Estimated Total</b><br><b>Expenditures</b><br><b>(Direct + Indirect)</b> |
|--|---|--|-------------------------------------|---|---|--|---|
| City of Gunnison (CO)***   | 2   | 1  | 50.0%                               | \$302,675   | \$245,353   | 81.1%  | \$535,000   |
| Town of Telluride (CO)*  | 30  | 24   | 80.0%                               | \$16,611,397  | \$11,718,637  | 70.5%  | \$25,378,000  |
| Town of Crested Butte (CO)***  | 20  | 11   | 55.0%                               | \$3,132,032   | \$2,198,470   | 70.2%  | \$5,608,000   |
| Town of Newmarket (NH)   | 3   | 3  | 100.0%                              | \$60,727  | \$53,816  | 88.6%  | \$139,000   |
| Greater Ketchikan Area (AK)  | 25  | 10   | 40.0%                               | \$2,040,042   | \$1,484,059   | 72.7%  | \$3,206,000   |
| Gunnison County (CO)   | 22  | 12   | 54.5%                               | \$3,434,707   | \$2,443,824   | 71.2%  | \$6,143,000   |
| City of Durango (CO)   | 22  | 15   | 68.2%                               | \$5,832,804   | \$4,296,604   | 73.7%  | \$11,663,000  |
| Teton County (WY)*   | 28  | 15   | 53.6%                               | \$17,939,373  | \$13,295,330  | 74.1%  | \$31,704,000  |
| City of Laguna Beach (CA)* <sup>1</sup>  | 19  | 17   | 89.5%                               | \$27,677,930  | \$22,664,444  | 81.9%  | \$59,511,000  |
| City of Fairfax (VA)***  | 36  | 7  | 19.4%                               | \$7,469,179   | \$5,401,408   | 72.3%  | \$12,451,000  |
| City of Auburn (NY) <sup>1</sup>   | 36  | 7  | 19.4%                               | \$1,954,515   | \$1,329,565   | 68.0%  | \$3,298,000   |
| City of Slidell (LA)***  | 67  | 16   | 23.9%                               | \$902,631   | \$540,809   | 59.9%  | \$1,549,000   |
| City of Winter Park (FL)***  | 37  | 18   | 48.6%                               | \$15,982,824  | \$13,632,291  | 85.3%  | \$41,402,000  |
| Greater Elkins Area (WV)   | 7   | 6  | 85.7%                               | \$1,644,825   | \$1,065,632   | 64.8%  | \$2,814,000   |
| Transylvania County (NC)   | 78  | 14   | 17.9%                               | \$4,366,142   | \$2,791,193   | 63.9%  | \$6,593,000   |
| City of Rochester (NH)   | 16  | 12   | 75.0%                               | \$4,322,451   | \$3,180,192   | 73.6%  | \$7,634,000   |
| City and Borough of Juneau (AK)  | 64  | 18   | 28.1%                               | \$5,619,527   | \$3,757,215   | 66.9%  | \$8,775,000   |
| Princeton (NJ)**   | 20  | 16   | 80.0%                               | \$39,938,248  | \$32,540,831  | 81.5%  | \$81,755,000  |
| Platte County (NE)   | 34  | 8  | 23.5%                               | \$965,884   | \$649,444   | 67.2%  | \$1,503,000   |
| Adams County (NE)  | 49  | 26   | 53.1%                               | \$5,429,833   | \$3,704,827   | 68.2%  | \$9,161,000   |
| City of Fairbanks (AK)   | 24  | 17   | 70.8%                               | \$6,561,302   | \$4,169,541   | 63.5%  | \$10,970,000  |
| City of West Hollywood (CA)** <sup>1</sup>   | 29  | 15   | 51.7%                               | \$20,718,409  | \$15,855,765  | 76.5%  | \$43,158,000  |
| City of Pittsfield (MA)** <sup>1</sup>   | 51  | 30   | 58.8%                               | \$12,918,102  | \$9,800,426   | 75.9%  | \$24,209,000  |
| Windham County (VT)*   | 96  | 39   | 40.6%                               | \$7,556,676   | \$5,397,780   | 71.4%  | \$13,975,000  |
| Iron County (UT)*  | 37  | 13   | 35.1%                               | \$9,397,878   | \$5,051,904   | 53.8%  | \$15,155,000  |
| Watauga County (NC)  | 97  | 10   | 10.3%                               | \$2,675,429   | \$1,496,763   | 55.9%  | \$4,215,000   |
| Buffalo County (NE)  | 17  | 15   | 88.2%                               | \$5,306,985   | \$3,975,803   | 74.9%  | \$9,764,000   |
| <b>Group A Average</b>   | <b>35.8</b>   | <b>14.6</b>  | <b>52.6%</b>                        | <b>\$8,546,760</b>  | <b>\$6,397,849</b>  | <b>71.4%</b>   | <b>\$16,380,296</b>   |
| Average Excluding Outliers/Exclusions  | 35.3  | 12.4   | 52.5%                               | \$3,586,798   | \$2,457,034   | 69.5%  | \$6,134,143   |
| Group A Median   | 29.0  | 15.0   | 53.1%                               | \$5,429,833   | \$3,757,215   | 71.4%  | \$9,161,000   |
| Group A Total  | 966   | 395  |                                     |   |   |  |   |

**Table 5:**  
**Participation Rate of Eligible Nonprofit Arts and Culture Organizations**  
**Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group B</b><br>Population 50,000 to 99,999<br>Sample Size = 19 | <b>Universe of</b><br><u>Eligible</u><br><b>Organizations</b> | <b>Number of</b><br><u>Participating</u><br><b>Organizations</b> | <b>Participation</b><br><b>Rate</b> | <b>Direct</b><br><b>Organizational</b><br><b>Expenditures</b> | <b>Est. Local</b><br><b>Organizational</b><br><b>Expenditures</b> | <b>Local as</b><br><b>a Percent</b><br><b>of Total</b> | <b>Estimated Total</b><br><b>Expenditures</b><br><b>(Direct + Indirect)</b> |
|---|---|--|-------------------------------------|---|---|--|---|
| Chenango County (NY) <sup>1</sup>   | 40  | 12   | 30.0%                               | \$1,019,269   | \$666,483   | 65.4%  | \$1,624,000   |
| City of La Crosse (WI)  | 29  | 11   | 37.9%                               | \$3,297,522   | \$2,548,749   | 77.3%  | \$6,870,000   |
| Lenoir County (NC)  | 69  | 4  | 5.8%                                | \$919,234   | \$651,865   | 70.9%  | \$1,675,000   |
| City of Dubuque (IA)  | 45  | 44   | 97.8%                               | \$17,589,715  | \$13,062,696  | 74.3%  | \$35,899,000  |
| Greater Enid Area (OK)  | 23  | 12   | 52.2%                               | \$5,018,795   | \$3,956,062   | 78.8%  | \$10,541,000  |
| City of Flagstaff (AZ) <sup>1</sup>   | 47  | 37   | 78.7%                               | \$37,774,574  | \$27,755,565  | 73.5%  | \$69,593,000  |
| City of Portland (ME)   | 76  | 38   | 50.0%                               | \$26,506,636  | \$20,932,641  | 79.0%  | \$61,905,000  |
| Athens County (OH) <sup>1</sup>   | 128   | 40   | 31.3%                               | \$16,751,009  | \$11,509,259  | 68.7%  | \$27,836,000  |
| Rutherford County (NC)  | 29  | 4  | 13.8%                               | \$528,372   | \$300,492   | 56.9%  | \$769,000   |
| City of Walnut Creek (CA) <sup>1</sup>  | 49  | 22   | 44.9%                               | \$18,136,698  | \$13,896,752  | 76.6%  | \$32,014,000  |
| City of Missoula (MT)   | 66  | 32   | 48.5%                               | \$13,612,783  | \$10,738,939  | 78.9%  | \$28,265,000  |
| City of Bloomington (IN)  | 68  | 40   | 58.8%                               | \$52,300,406  | \$40,344,872  | 77.1%  | \$111,113,000   |
| City of Miami Beach (FL)***   | 82  | 60   | 73.2%                               | \$97,961,950  | \$85,727,931  | 87.5%  | \$269,573,000   |
| Greater Parkersburg Area (WV)   | 28  | 8  | 28.6%                               | \$1,007,575   | \$703,433   | 69.8%  | \$1,860,000   |
| Moore County (NC)   | 70  | 36   | 51.4%                               | \$3,166,513   | \$2,172,653   | 68.6%  | \$5,357,000   |
| Indiana County (PA) <sup>1</sup>  | 95  | 5  | 5.3%                                | \$444,592   | \$350,295   | 78.8%  | \$758,000   |
| Buchanan County (MO)  | 50  | 18   | 36.0%                               | \$6,245,874   | \$4,803,624   | 76.9%  | \$12,642,000  |
| City of Boulder (CO)  | 141   | 22   | 15.6%                               | \$8,624,902   | \$6,599,950   | 76.5%  | \$16,515,000  |
| Eau Claire County (WI)  | 29  | 7  | 24.1%                               | \$2,841,651   | \$2,352,412   | 82.8%  | \$6,482,000   |
| <b>Group B Average</b>  | <b>61.3</b>   | <b>23.8</b>  | <b>41.3%</b>                        | <b>\$16,513,056</b>   | <b>\$13,109,193</b>   | <b>74.6%</b>   | <b>\$36,910,053</b>   |
| Average <u>Excluding</u> Outliers/Exclusions  | 60.1  | 21.8   | 39.5%                               | \$11,988,118  | \$9,074,819   | 73.9%  | \$23,984,333  |
| Group B Median  | 50.0  | 22.0   | 37.9%                               | \$6,245,874   | \$4,803,624   | 76.6%  | \$12,642,000  |
| Group B Total   | 1,164   | 452  |                                     |   |   |  |   |

**Table 5:**  
**Participation Rate of Eligible Nonprofit Arts and Culture Organizations**  
**Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group C</b><br>Population 100,000 to 249,999<br>Sample Size = 28 | <b>Universe of Eligible Organizations</b> | <b>Number of Participating Organizations</b> | <b>Participation Rate</b> | <b>Direct Organizational Expenditures</b> | <b>Est. Local Organizational Expenditures</b> | <b>Local as a Percent of Total</b> | <b>Estimated Total Expenditures (Direct + Indirect)</b> |
|---|---|--|---------------------------|---|---|------------------------------------|---|
| City of Rochester (MN)  | 34  | 33   | 97.1%                     | \$19,122,720                              | \$13,428,188                                  | 70.2%                              | \$30,882,000  |
| Tompkins County (NY) <sup>1</sup>   | 63  | 28   | 44.4%                     | \$13,378,656                              | \$9,868,150                                   | 73.8%                              | \$22,717,000  |
| Wayne County (NC)   | 44  | 14   | 31.8%                     | \$1,475,605                               | \$1,170,313                                   | 79.3%                              | \$2,866,000   |
| City of McKinney (TX)   | 12  | 5  | 41.7%                     | \$631,703                                 | \$444,200                                     | 70.3%                              | \$1,184,000   |
| Orange County (NC)  | 140                                       | 96   | 68.6%                     | \$63,902,675                              | \$47,934,674                                  | 75.0%                              | \$111,473,000   |
| Town of Cary (NC)**   | 63  | 37   | 58.7%                     | \$4,217,795                               | \$3,465,260                                   | 82.2%                              | \$9,511,000   |
| Marathon County (WI)  | 28  | 8  | 28.6%                     | \$5,261,863                               | \$3,107,912                                   | 59.1%                              | \$9,062,000   |
| Greater Charlottesville Area (VA)**   | 112                                       | 41   | 36.6%                     | \$49,497,115                              | \$34,161,428                                  | 69.0%                              | \$73,630,000  |
| City of Fort Collins (CO)   | 70  | 21   | 30.0%                     | \$9,014,152                               | \$6,698,964                                   | 74.3%                              | \$17,292,000  |
| Cambria County (PA) <sup>1</sup>  | 30  | 13   | 43.3%                     | \$9,150,036                               | \$6,427,620                                   | 70.2%                              | \$17,902,000  |
| City of Alexandria (VA)   | 114                                       | 62   | 54.4%                     | \$26,075,019                              | \$19,850,014                                  | 76.1%                              | \$45,810,000  |
| City of Eugene (OR)   | 94  | 29   | 30.9%                     | \$29,471,563                              | \$19,433,142                                  | 65.9%                              | \$53,199,000  |
| Pitt County (NC)  | 89  | 22   | 24.7%                     | \$6,162,737                               | \$4,820,295                                   | 78.2%                              | \$11,497,000  |
| City of Santa Clarita (CA) <sup>1</sup>   | 13  | 11   | 84.6%                     | \$5,807,151                               | \$4,618,916                                   | 79.5%                              | \$12,171,000  |
| City of Providence (RI)** <sup>1</sup>  | 126                                       | 54   | 42.9%                     | \$83,987,042                              | \$65,835,457                                  | 78.4%                              | \$180,637,000   |
| Erie (PA) <sup>1</sup>  | 79  | 27   | 34.2%                     | \$10,648,662                              | \$8,385,907                                   | 78.8%                              | \$22,358,000  |
| New Hanover County (NC)   | 87  | 25   | 28.7%                     | \$5,742,658                               | \$4,586,365                                   | 79.9%                              | \$11,555,000  |
| City of Glendale (CA) <sup>1</sup>  | 43  | 29   | 67.4%                     | \$5,793,445                               | \$4,604,228                                   | 79.5%                              | \$12,351,000  |
| City of Tacoma (WA)   | 116                                       | 44   | 37.9%                     | \$34,861,671                              | \$26,855,525                                  | 77.0%                              | \$69,570,000  |
| Whatcom County (WA)   | 86  | 25   | 29.1%                     | \$8,649,047                               | \$6,349,431                                   | 73.4%                              | \$16,542,000  |
| City of Boise (ID)  | 65  | 36   | 55.4%                     | \$22,741,964                              | \$17,216,162                                  | 75.7%                              | \$46,780,000  |
| Lackawanna County (PA) <sup>1</sup>   | 73  | 43   | 58.9%                     | \$14,402,174                              | \$10,535,362                                  | 73.2%                              | \$28,389,000  |
| Arlington County (VA)   | 75  | 37   | 49.3%                     | \$90,053,057                              | \$63,069,840                                  | 70.0%                              | \$142,845,000   |
| City of Orlando (FL)**  | 126                                       | 32   | 25.4%                     | \$48,132,075                              | \$40,390,672                                  | 83.9%                              | \$117,686,000   |
| Buncombe County (NC)  | 189                                       | 34   | 18.0%                     | \$16,928,713                              | \$13,083,051                                  | 77.3%                              | \$35,175,000  |
| St. Tammany Parish (LA)   | 136                                       | 38   | 27.9%                     | \$5,565,023                               | \$4,064,840                                   | 73.0%                              | \$9,897,000   |
| Alachua County (FL)   | 124                                       | 31   | 25.0%                     | \$32,337,690                              | \$22,656,561                                  | 70.1%                              | \$60,579,000  |
| Greater Jackson Area (MS)   | 19  | 7  | 36.8%                     | \$4,075,820                               | \$3,338,799                                   | 81.9%                              | \$9,569,000   |
| <b>Group C Average</b>  | <b>80.4</b>                               | <b>31.5</b>                                  | <b>43.3%</b>              | <b>\$22,395,994</b>                       | <b>\$16,657,188</b>                           | <b>74.8%</b>                       | <b>\$42,254,607</b>                                     |
| Average Excluding Outliers/Exclusions   | 76.0                                      | 29.9   | 43.7%                     | \$18,385,575                              | \$13,439,519                                  | 74.2%                              | \$33,402,708  |
| Group C Median  | 77.0                                      | 30.0   | 37.4%                     | \$12,013,659                              | \$9,127,029                                   | 75.4%                              | \$22,537,500  |
| Group C Total   | 2,250                                     | 882  |                           |   |   |                                    |   |

**Table 5:**  
**Participation Rate of Eligible Nonprofit Arts and Culture Organizations**  
**Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group D</b><br>Population 250,000 to 499,999<br>Sample Size = 22 | <b>Universe of Eligible Organizations</b> | <b>Number of Participating Organizations</b> | <b>Participation Rate</b> | <b>Direct Organizational Expenditures</b> | <b>Est. Local Organizational Expenditures</b> | <b>Local as a Percent of Total</b> | <b>Estimated Total Expenditures (Direct + Indirect)</b> |
|---|---|--|---------------------------|---|---|------------------------------------|---|
| City of Lincoln (NE)  | 122                                       | 41   | 33.6%                     | \$33,489,188                              | \$25,248,413                                  | 75.4%                              | \$70,709,000  |
| Durham County (NC)  | 84  | 56   | 66.7%                     | \$74,120,175                              | \$55,391,578                                  | 74.7%                              | \$151,453,000   |
| Osceola County (FL)   | 17  | 3  | 17.6%                     | \$1,891,223                               | \$1,557,538                                   | 82.4%                              | \$4,039,000   |
| City of Newark (NJ)   | 77  | 23   | 29.9%                     | \$74,303,488                              | \$49,339,437                                  | 66.4%                              | \$138,045,000   |
| City of Riverside (CA)*** <sup>1</sup>  | 59  | 37   | 62.7%                     | \$14,442,437                              | \$10,769,992                                  | 74.6%                              | \$26,595,000  |
| Lexington-Fayette Urban County (KY)   | 79  | 22   | 27.8%                     | \$8,107,533                               | \$6,325,156                                   | 78.0%                              | \$17,709,000  |
| Loudoun County (VA)   | 64  | 35   | 54.7%                     | \$8,591,821                               | \$7,043,444                                   | 82.0%                              | \$15,036,000  |
| Cumberland County (NC)  | 60  | 24   | 40.0%                     | \$32,194,922                              | \$22,140,862                                  | 68.8%                              | \$56,004,000  |
| Greater Chattanooga Area (TN)   | 218                                       | 48   | 22.0%                     | \$40,414,728                              | \$30,905,534                                  | 76.5%                              | \$85,570,000  |
| Forsyth County (NC)   | 181                                       | 55   | 30.4%                     | \$70,673,164                              | \$57,069,967                                  | 80.8%                              | \$162,168,000   |
| City of Wichita (KS)  | 52  | 23   | 44.2%                     | \$37,094,163                              | \$27,682,223                                  | 74.6%                              | \$75,661,000  |
| Sarasota County (FL)  | 60  | 39   | 65.0%                     | \$129,273,630                             | \$97,206,973                                  | 75.2%                              | \$242,557,000   |
| City of Oakland (CA) <sup>1</sup>   | 271                                       | 53   | 19.6%                     | \$31,655,035                              | \$24,781,588                                  | 78.3%                              | \$63,031,000  |
| Santa Barbara County (CA) <sup>1</sup>  | 127                                       | 73   | 57.5%                     | \$79,694,226                              | \$59,288,496                                  | 74.4%                              | \$148,305,000   |
| City of Miami (FL)***   | 204                                       | 165  | 80.9%                     | \$342,575,781                             | \$280,615,371                                 | 81.9%                              | \$893,424,000   |
| Seminole County (FL)  | 53  | 11   | 20.8%                     | \$2,057,892                               | \$1,804,208                                   | 87.7%                              | \$4,985,000   |
| City of Omaha (NE)  | 103                                       | 28   | 27.2%                     | \$45,854,282                              | \$34,908,669                                  | 76.1%                              | \$100,542,000   |
| Greater Syracuse Area (NY) <sup>1</sup>   | 148                                       | 45   | 30.4%                     | \$33,892,863                              | \$26,922,027                                  | 79.4%                              | \$76,334,000  |
| City of Mesa (AZ) <sup>1</sup>  | 17  | 10   | 58.8%                     | \$14,678,209                              | \$13,054,046                                  | 88.9%                              | \$35,159,000  |
| Guilford County (NC)  | 76  | 59   | 77.6%                     | \$46,389,422                              | \$36,755,084                                  | 79.2%                              | \$109,737,000   |
| Dane County (WI)  | 378                                       | 49   | 13.0%                     | \$69,233,690                              | \$51,041,495                                  | 73.7%                              | \$147,234,000   |
| Volusia County (FL)   | 55  | 33   | 60.0%                     | \$10,072,822                              | \$7,188,869                                   | 71.4%                              | \$20,185,000  |
| <b>Group D Average</b>  | <b>113.9</b>                              | <b>42.4</b>                                  | <b>42.7%</b>              | <b>\$54,577,304</b>                       | <b>\$42,138,226</b>                           | <b>77.3%</b>                       | <b>\$120,203,727</b>                                    |
| Average Excluding Outliers/Exclusions   | 112.1                                     | 36.5   | 39.8%                     | \$42,184,124                              | \$31,782,780                                  | 77.2%                              | \$86,223,150  |
| Group D Median  | 78.0                                      | 38.0   | 36.8%                     | \$35,493,513                              | \$27,302,125                                  | 76.3%                              | \$75,997,500  |
| Group D Total   | 2,505                                     | 932  |                           |   |   |                                    |   |

**Table 5:**  
**Participation Rate of Eligible Nonprofit Arts and Culture Organizations**  
**Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group E</b><br>Population 500,000 to 999,999<br>Sample Size = 20 | <b>Universe of</b><br><u>Eligible</u><br><b>Organizations</b> | <b>Number of</b><br><u>Participating</u><br><b>Organizations</b> | <b>Participation</b><br><b>Rate</b> | <b>Direct</b><br><b>Organizational</b><br><b>Expenditures</b> | <b>Est. Local</b><br><b>Organizational</b><br><b>Expenditures</b> | <b>Local as</b><br><b>a Percent</b><br><b>of Total</b> | <b>Estimated Total</b><br><b>Expenditures</b><br><b>(Direct + Indirect)</b> |
|---|---|--|-------------------------------------|---|---|--|---|
| City of Albuquerque (NM)  | 185   | 74   | 40.0%                               | \$61,618,323  | \$48,854,462  | 79.3%  | \$135,869,000   |
| City of Atlanta (GA)  | 116   | 50   | 43.1%                               | \$168,113,885   | \$133,971,076   | 79.7%  | \$388,749,000   |
| Polk County (FL)  | 47  | 10   | 21.3%                               | \$2,664,450   | \$2,233,151   | 83.8%  | \$5,547,000   |
| Lee County (FL)   | 110   | 39   | 35.5%                               | \$23,141,643  | \$18,732,907  | 80.9%  | \$45,807,000  |
| City of Seattle (WA)  | 71  | 49   | 69.0%                               | \$271,984,025   | \$203,809,582   | 74.9%  | \$549,299,000   |
| District of Columbia (DC)*  | 122   | 40   | 32.8%                               | \$688,101,361   | \$435,264,384   | 63.3%  | \$895,456,000   |
| City of Baltimore (MD) <sup>1</sup>   | 166   | 129  | 77.7%                               | \$266,273,496   | \$212,474,033   | 79.8%  | \$597,143,000   |
| Jefferson County (AL)   | 124   | 99   | 79.8%                               | \$88,544,195  | \$72,885,661  | 82.3%  | \$210,521,000   |
| City of Austin (TX)   | 218   | 95   | 43.6%                               | \$137,180,288   | \$104,178,952   | 75.9%  | \$286,579,000   |
| City of Indianapolis (IN)   | 120   | 60   | 50.0%                               | \$192,851,132   | \$150,194,955   | 77.9%  | \$461,713,000   |
| City and County of San Francisco (CA)* <sup>1</sup>                                   | 760   | 283  | 37.2%                               | \$472,127,310   | \$382,830,164   | 81.1%  | \$923,434,000   |
| Prince George's County (MD) <sup>1</sup>  | 143   | 26   | 18.2%                               | \$16,322,724  | \$12,895,647  | 79.0%  | \$28,371,000  |
| Bergen County (NJ)  | 148   | 67   | 45.3%                               | \$11,075,060  | \$8,491,190   | 76.7%  | \$21,470,000  |
| Wake County (NC)  | 285   | 103  | 36.1%                               | \$87,806,772  | \$70,937,175  | 80.8%  | \$193,237,000   |
| Fairfield County (CT)   | 249   | 77   | 30.9%                               | \$83,960,617  | \$66,780,885  | 79.5%  | \$161,860,000   |
| Mecklenburg County (NC)   | 210   | 73   | 34.8%                               | \$101,177,294   | \$86,079,257  | 85.1%  | \$244,068,000   |
| Greater Memphis Area (TN)   | 107   | 58   | 54.2%                               | \$62,573,460  | \$46,560,240  | 74.4%  | \$137,140,000   |
| City of San Jose (CA)** <sup>1</sup>  | 135   | 69   | 51.1%                               | \$73,279,714  | \$56,005,146  | 76.4%  | \$132,549,000   |
| Westchester County (NY) <sup>1</sup>  | 334   | 108  | 32.3%                               | \$96,846,062  | \$78,861,844  | 81.4%  | \$185,100,000   |
| Montgomery County (MD) <sup>1</sup>   | 388   | 73   | 18.8%                               | \$76,727,887  | \$60,499,780  | 78.8%  | \$137,353,000   |
| <b>Group E Average</b>  | <b>201.9</b>  | <b>79.1</b>  | <b>42.6%</b>                        | <b>\$149,118,485</b>  | <b>\$112,627,025</b>  | <b>78.6%</b>   | <b>\$287,063,250</b>  |
| Average Excluding Outliers/Exclusions   | 177.7   | 70.0   | 43.0%                               | \$102,874,195   | \$81,084,753  | 79.4%  | \$222,930,941   |
| Group E Median  | 145.5   | 71.0   | 38.6%                               | \$88,175,484  | \$71,911,418  | 79.4%  | \$189,168,500   |
| Group E Total   | 4,038   | 1,582  |                                     |   |   |  |   |



**Table 5:**  
**Participation Rate of Eligible Nonprofit Arts and Culture Organizations**  
**Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group F</b><br>Population 1,000,000 or More<br>Sample Size = 23 | <b>Universe of Eligible Organizations</b> | <b>Number of Participating Organizations</b> | <b>Participation Rate</b> | <b>Direct Organizational Expenditures</b> | <b>Est. Local Organizational Expenditures</b> | <b>Local as a Percent of Total</b> | <b>Estimated Total Expenditures (Direct + Indirect)</b> |
|--|---|--|---------------------------|---|---|------------------------------------|---|
| Pima County (AZ) <sup>1</sup>  | 214                                       | 49   | 22.9%                     | \$42,775,159                              | \$34,190,848                                  | 79.9%                              | \$85,402,000  |
| Fairfax County (VA)  | 168                                       | 61   | 36.3%                     | \$49,253,685                              | \$30,445,795                                  | 61.8%                              | \$79,560,000  |
| Orange County (FL)   | 192                                       | 63   | 32.8%                     | \$70,665,797                              | \$59,431,778                                  | 84.1%                              | \$174,661,000   |
| Greater Columbus Area (OH) <sup>1</sup>  | 298                                       | 64   | 21.5%                     | \$131,118,075                             | \$110,053,762                                 | 83.9%                              | \$324,520,000   |
| Allegheny County (PA) <sup>1</sup>   | 341                                       | 120  | 35.2%                     | \$368,814,926                             | \$305,126,657                                 | 82.7%                              | \$890,007,000   |
| City of San Diego (CA)*** <sup>1</sup>   | 389                                       | 120  | 30.8%                     | \$238,087,570                             | \$194,141,504                                 | 81.5%                              | \$493,705,000   |
| City of Dallas (TX)  | 258                                       | 77   | 29.8%                     | \$165,380,803                             | \$137,174,120                                 | 82.9%                              | \$373,295,000   |
| Palm Beach County (FL)   | 187                                       | 71   | 38.0%                     | \$138,895,426                             | \$106,015,273                                 | 76.3%                              | \$265,609,000   |
| Greater St. Louis Area (MO)  | 202                                       | 137  | 67.8%                     | \$313,254,748                             | \$257,597,926                                 | 82.2%                              | \$711,262,000   |
| City of San Antonio (TX)   | 97  | 47   | 48.5%                     | \$62,725,080                              | \$50,499,035                                  | 80.5%                              | \$145,056,000   |
| Sacramento County (CA) <sup>1</sup>  | 268                                       | 111  | 41.4%                     | \$82,052,285                              | \$69,238,036                                  | 84.4%                              | \$190,606,000   |
| City and County of Philadelphia (PA) <sup>1</sup>                                    | 331                                       | 258  | 77.9%                     | \$767,225,682                             | \$590,562,030                                 | 77.0%                              | \$1,671,638,000   |
| City of Phoenix (AZ) <sup>1</sup>  | 141                                       | 60   | 42.6%                     | \$164,507,239                             | \$136,022,305                                 | 82.7%                              | \$379,352,000   |
| Broward County (FL)  | 655                                       | 78   | 11.9%                     | \$102,990,228                             | \$79,085,840                                  | 76.8%                              | \$218,432,000   |
| Santa Clara County (CA) <sup>1</sup>   | 347                                       | 119  | 34.3%                     | \$105,408,550                             | \$80,978,034                                  | 76.8%                              | \$189,933,000   |
| Tarrant County (TX)  | 99  | 40   | 40.4%                     | \$39,181,830                              | \$33,808,772                                  | 86.3%                              | \$88,127,000  |
| Clark County (NV)  | 96  | 44   | 45.8%                     | \$34,739,177                              | \$29,050,553                                  | 83.6%                              | \$74,867,000  |
| Riverside County (CA) <sup>1</sup>   | 136                                       | 59   | 43.4%                     | \$51,638,155                              | \$38,496,602                                  | 74.6%                              | \$95,173,000  |
| Miami-Dade County (FL)   | 567                                       | 462  | 81.5%                     | \$673,958,759                             | \$565,519,133                                 | 83.9%                              | \$1,751,878,000   |
| City of Chicago (IL) <sup>1</sup>  | 1,500                                     | 486  | 32.4%                     | \$1,207,544,625                           | \$999,093,193                                 | 82.7%                              | \$2,843,182,000   |
| San Diego County (CA) <sup>1</sup>   | 741                                       | 206  | 27.8%                     | \$272,357,906                             | \$221,035,000                                 | 81.2%                              | \$562,977,000   |
| City of Los Angeles (CA) <sup>1</sup>  | 375                                       | 293  | 78.1%                     | \$950,548,282                             | \$756,564,323                                 | 79.6%                              | \$2,030,293,000   |
| Harris County (TX)   | 1,106                                     | 143  | 12.9%                     | \$373,412,394                             | \$304,167,768                                 | 81.5%                              | \$811,604,000   |
| <b>Group F Average</b>   | <b>378.6</b>                              | <b>137.7</b>                                 | <b>40.6%</b>              | <b>\$278,545,060</b>                      | <b>\$225,578,186</b>                          | <b>80.3%</b>                       | <b>\$628,310,391</b>                                    |
| Average <u>Excluding</u> Outliers/Exclusions   | 378.1                                     | 138.5  | 41.1%                     | \$280,384,037                             | \$227,007,127                                 | 80.2%                              | \$634,428,818   |
| Group F Median   | 268.0                                     | 78.0   | 36.3%                     | \$138,895,426                             | \$110,053,762                                 | 81.5%                              | \$324,520,000   |
| Group F Total  | 8,708                                     | 3,168  |                           |   |   |                                    |   |

**ALL CITY/COUNTY STUDY REGIONS**

|  |        |       |        |              |              |       |               |
|--|--------|-------|--------|--------------|--------------|-------|---------------|
| <b>Average</b>                               | 141.2  | 53.3  | 44.2%  | \$84,612,987 | \$66,590,630 | 76.0% | \$181,032,906 |
| Average <u>Excluding</u> Outliers/Exclusions | 147.7  | 54.4  | 42.8%  | \$82,332,589 | \$65,465,625 | 76.0% | \$180,791,165 |
| Median                                       | 82.0   | 36.0  | 40.0%  | \$23,141,643 | \$18,732,907 | 76.8% | \$45,810,000  |
| Totals                                       | 19,631 | 7,411 |        |              |              |       |               |
| Minimum                                      |        |       | 5.3%   |              |              |       |               |
| Maximum                                      |        |       | 100.0% |              |              |       |               |

**Table 5:**  
**Participation Rate of Eligible Nonprofit Arts and Culture Organizations**  
**Per Study Region During Fiscal Year 2010**

| <b>Regional Study Regions</b><br>All Populations<br>Sample Size = 31 | <b>Universe of</b><br><u>Eligible</u><br><b>Organizations</b> | <b>Number of</b><br><u>Participating</u><br><b>Organizations</b> | <b>Participation</b><br><b>Rate</b> | <b>Direct</b><br><b>Organizational</b><br><b>Expenditures</b> | <b>Est. Local</b><br><b>Organizational</b><br><b>Expenditures</b> | <b>Local as</b><br><b>a Percent</b><br><b>of Total</b> | <b>Estimated Total</b><br><b>Expenditures</b><br><b>(Direct + Indirect)</b> |
|--|---|--|-------------------------------------|---|---|--|---|
| Greater Portsmouth Area (NH)   | 74  | 20   | 27.0%                               | \$10,501,380  | \$8,442,041   | 80.4%  | \$21,132,000  |
| Greater Concord Area (NH)  | 48  | 15   | 31.3%                               | \$10,751,712  | \$7,425,419   | 69.1%  | \$19,763,000  |
| Greater Aberdeen Area (SD)   | 36  | 12   | 33.3%                               | \$1,565,591   | \$1,118,810   | 71.5%  | \$2,858,000   |
| Centre Region (PA) <sup>1</sup>                                      | 102   | 27   | 26.5%                               | \$9,988,260   | \$8,229,932   | 82.4%  | \$18,652,000  |
| Greater Minot Area (ND)  | 69  | 29   | 42.0%                               | \$6,284,757   | \$4,463,039   | 71.0%  | \$11,509,000  |
| Creative Corridor in Northwest Iowa (IA)                             | 49  | 7  | 14.3%                               | \$3,726,102   | \$2,404,326   | 64.5%  | \$6,141,000   |
| Northern New Hampshire (NH)  | 114   | 38   | 33.3%                               | \$7,775,243   | \$5,231,067   | 67.3%  | \$13,256,000  |
| Greater Sioux Falls Area (SD)  | 63  | 35   | 55.6%                               | \$15,932,153  | \$11,410,890  | 71.6%  | \$32,652,000  |
| Greater Athens Area (GA)   | 52  | 10   | 19.2%                               | \$3,912,577   | \$2,588,585   | 66.2%  | \$6,987,000   |
| Greater Rockford Area (IL) <sup>1</sup>                              | 61  | 30   | 49.2%                               | \$17,435,165  | \$12,929,836  | 74.2%  | \$36,095,000  |
| Greater Peoria Area (IL) <sup>1</sup>                                | 50  | 30   | 60.0%                               | \$14,812,915  | \$12,020,989  | 81.2%  | \$31,990,000  |
| Greater Fox Cities Region (WI)                                       | 117   | 26   | 22.2%                               | \$21,221,089  | \$13,379,769  | 63.0%  | \$41,180,000  |
| Northern Tier Region (PA) <sup>1</sup>                               | 64  | 14   | 21.9%                               | \$3,948,860   | \$2,688,488   | 68.1%  | \$6,533,000   |
| Northwest Arkansas Area (AR)   | 86  | 25   | 29.1%                               | \$30,916,901  | \$22,142,429  | 71.6%  | \$60,861,000  |
| Mahoning Valley Region (OH) <sup>1</sup>                             | 22  | 22   | 100.0%                              | \$13,091,576  | \$9,712,217   | 74.2%  | \$27,054,000  |
| Iowa Cultural Corridor (IA)  | 166   | 62   | 37.3%                               | \$50,228,171  | \$37,132,190  | 73.9%  | \$96,796,000  |
| Pikes Peak Region (CO)   | 68  | 51   | 75.0%                               | \$37,468,951  | \$26,892,032  | 71.8%  | \$73,488,000  |
| Greater Columbia Area (SC)   | 123   | 30   | 24.4%                               | \$18,529,817  | \$14,692,131  | 79.3%  | \$43,287,000  |
| Lehigh Valley Region (PA) <sup>1</sup>                               | 151   | 91   | 60.3%                               | \$102,106,780   | \$83,328,714  | 81.6%  | \$220,652,000   |
| West Valley Region (AZ) <sup>1</sup>                                 | 69  | 13   | 18.8%                               | \$8,532,844   | \$6,828,668   | 80.0%  | \$18,781,000  |
| Greater Harrisburg Area (PA) <sup>1</sup>                            | 63  | 38   | 60.3%                               | \$30,858,126  | \$25,348,660  | 82.1%  | \$70,332,000  |
| Greater Hartford Area (CT)   | 259   | 123  | 47.5%                               | \$148,424,871   | \$112,253,026   | 75.6%  | \$298,835,000   |
| Greater Portland Area (OR)   | 327   | 193  | 59.0%                               | \$152,061,856   | \$125,302,240   | 82.4%  | \$352,943,000   |
| Metropolitan Kansas City Area (MO/KS)                                | 254   | 88   | 34.6%                               | \$203,863,115   | \$176,965,663   | 86.8%  | \$561,854,000   |
| Greater Milwaukee Area (WI)  | 299   | 154  | 51.5%                               | \$220,352,480   | \$172,758,793   | 78.4%  | \$496,778,000   |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 5:**  
**Participation Rate of Eligible Nonprofit Arts and Culture Organizations**  
**Per Study Region During Fiscal Year 2010**

| <b>Regional Study Regions</b><br>All Populations<br>Sample Size = 31 | <b>Universe of</b><br><u>Eligible</u><br><b>Organizations</b> | <b>Number of</b><br><u>Participating</u><br><b>Organizations</b> | <b>Participation</b><br><b>Rate</b> | <b>Direct</b><br><b>Organizational</b><br><b>Expenditures</b> | <b>Est. Local</b><br><b>Organizational</b><br><b>Expenditures</b> | <b>Local as</b><br><b>a Percent</b><br><b>of Total</b> | <b>Estimated Total</b><br><b>Expenditures</b><br><b>(Direct + Indirect)</b> |
|--|---|--|-------------------------------------|---|---|--|---|
| Central Florida Region (FL)  | 511   | 135  | 26.4%                               | \$98,950,181  | \$81,856,818  | 82.7%  | \$236,549,000   |
| Greater Washington DC Region (DC/MD/VA) <sup>1</sup>                 | 1,046   | 299  | 28.6%                               | \$946,533,733   | \$692,676,267   | 73.2%  | \$1,569,814,000   |
| Greater Philadelphia Region (PA) <sup>1</sup>                        | 450   | 345  | 76.7%                               | \$874,487,294   | \$714,382,079   | 81.7%  | \$2,037,159,000   |
| Southeastern Michigan Region (MI) <sup>1</sup>                       | 713   | 120  | 16.8%                               | \$344,665,264   | \$286,441,892   | 83.1%  | \$775,594,000   |
| Greater Houston Area (TX)  | 1,488   | 171  | 11.5%                               | \$414,564,022   | \$335,645,838   | 81.0%  | \$883,023,000   |
| North Texas Region (TX)  | 431   | 135  | 31.3%                               | \$211,858,761   | \$176,548,743   | 83.3%  | \$481,012,000   |
| <b>Regional Average</b>  | <b>239.5</b>  | <b>77.0</b>  | <b>39.5%</b>                        | <b>\$130,172,598</b>  | <b>\$103,007,793</b>  | <b>\$1</b>   | <b>\$275,921,290</b>  |
| Regional Median  | 102.0   | 35.0   | 33.3%                               | \$21,221,089  | \$14,692,131  | \$1  | \$43,287,000  |
| Regional Total   | 7,425   | 2,388  |                                     |   |   |  |   |

| <b>Statewide Study Regions</b><br>All Populations<br>Sample Size = 10 | <b>Universe of</b><br><u>Eligible</u><br><b>Organizations</b> | <b>Number of</b><br><u>Participating</u><br><b>Organizations</b> | <b>Participation</b><br><b>Rate</b> | <b>Direct</b><br><b>Organizational</b><br><b>Expenditures</b> | <b>Est. Local</b><br><b>Organizational</b><br><b>Expenditures</b> | <b>Local as</b><br><b>a Percent</b><br><b>of Total</b> | <b>Estimated Total</b><br><b>Expenditures</b><br><b>(Direct + Indirect)</b> |
|---|---|--|-------------------------------------|---|---|--|---|
| State of South Dakota   | 392   | 116  | 29.6%                               | \$36,204,342  | \$24,938,142  | 68.9%  | \$51,402,000  |
| State of Delaware   | 146   | 87   | 59.6%                               | \$103,407,778   | \$73,259,953  | 70.8%  | \$150,490,000   |
| State of Hawai'i  | 214   | 106  | 49.5%                               | \$89,285,852  | \$63,220,989  | 70.8%  | \$131,522,000   |
| State of New Hampshire  | 773   | 161  | 20.8%                               | \$53,028,067  | \$36,979,949  | 69.7%  | \$74,362,000  |
| State of Nebraska   | 392   | 144  | 36.7%                               | \$95,764,864  | \$65,508,645  | 68.4%  | \$137,762,000   |
| State of Connecticut  | 1,138   | 329  | 28.9%                               | \$455,478,455   | \$319,015,249   | 70.0%  | \$665,017,000   |
| State of Wisconsin  | 1,219   | 326  | 26.7%                               | \$340,084,218   | \$221,535,752   | 65.1%  | \$481,084,000   |
| State of North Carolina   | 3,037   | 957  | 31.5%                               | \$659,296,614   | \$463,823,802   | 70.4%  | \$951,713,000   |
| State of Pennsylvania <sup>1</sup>                                    | 2,500   | 808  | 32.3%                               | \$1,470,650,098   | \$1,026,204,071   | 69.8%  | \$2,197,038,000   |
| State of Illinois <sup>1</sup>  | 4,000   | 1,004  | 25.1%                               | \$1,561,103,104   | \$1,101,489,926   | 70.6%  | \$2,283,070,000   |
| <b>Statewide Average</b>  | <b>1,381.1</b>  | <b>403.8</b>   | <b>34.1%</b>                        | <b>\$486,430,339</b>  | <b>\$339,597,648</b>  | <b>\$1</b>   | <b>\$712,346,000</b>  |
| Statewide Median  | 955.5   | 243.5  | 30.6%                               | \$221,745,998   | \$147,397,853   | \$1  | \$315,787,000   |
| Statewide Total   | 13,811  | 4,038  |                                     |   |   |  |   |

**Table 5:**  
**Participation Rate of Eligible Nonprofit Arts and Culture Organizations**  
**Per Study Region During Fiscal Year 2010**

| <b>Individual Arts Districts</b><br>All Populations<br>Sample Size = 2 | <b>Universe of</b><br><u>Eligible</u><br><b>Organizations</b> | <b>Number of</b><br><u>Participating</u><br><b>Organizations</b> | <b>Participation</b><br><b>Rate</b> | <b><u>Direct</u></b><br><b>Organizational</b><br><b>Expenditures</b> | <b><u>Est. Local</u></b><br><b>Organizational</b><br><b>Expenditures</b> | <b>Local as</b><br><b>a Percent</b><br><b>of Total</b> | <b>Estimated Total</b><br><b>Expenditures</b><br><b>(Direct + Indirect)</b> |
|--|---|--|-------------------------------------|--|--|--|---|
| Grand Center Arts District (St. Louis, MO)                             | 35  | 25   | 71.4%                               | \$61,928,802   | \$49,136,973   | 79.3%  | \$133,926,000   |
| Dallas Arts District (Dallas, TX)                                      | 22  | 16   | 72.7%                               | \$76,319,421   | \$63,170,824   | 82.8%  | \$173,691,000   |
| <b>Arts District Average</b>   | <b>28.5</b>   | <b>20.5</b>  | <b>72.1%</b>                        | <b>\$69,124,112</b>  | <b>\$56,153,899</b>  | <b>\$1</b>   | <b>\$153,808,500</b>  |
| Arts District Total  | 57  | 41   |                                     |  |  |  |   |

**Summary Statistics for all 182 Study Regions (where appropriate)**

|                |               |              |
|----------------|---------------|--------------|
| <b>Average</b> | <b>43.2%</b>  | <b>75.7%</b> |
| <b>Minimum</b> | <b>5.3%</b>   | <b>53.8%</b> |
| <b>Maximum</b> | <b>100.0%</b> | <b>88.9%</b> |

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

<sup>1</sup> Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

## Explanation of Table 6: Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

This table presents for each study region the total economic impact of the expenditures made by responding nonprofit arts and culture organizations during fiscal year 2010. Summary statistics are calculated for each population group.

The total impact is a measure of the effect each expended dollar has on the study region's economy as it is spent and re-spent within the region. It is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity IV* National Statistical Report for more information about direct and total economic impacts.

### **Column Two:**

The total direct organizational expenditures made by responding nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is the sum of operating expenditures and capital expenditures. (These are real dollars; no multiplier is employed.)

### **Column Three:**

The total number of full-time equivalent (FTE) jobs supported by the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

### **Column Four:**

The total amount of household income paid to study region residents as a result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Household income includes salaries, wages, and proprietary income.

### **Column Five:**

The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Local government includes the city and county governments located within each participating study region.

### **Column Six:**

The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region.

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | Total Direct<br><u>Organizational</u><br>Expenditures | TOTAL Economic Impacts       |                              |                             |                             |
|---|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Gunnison (CO)***  | \$302,675   | 7                            | \$197,000                    | \$9,000                     | \$6,000                     |
| Town of Telluride (CO)*   | \$16,611,397  | 459                          | \$11,944,000                 | \$256,000                   | \$221,000                   |
| Town of Crested Butte (CO)***   | \$3,132,032   | 68                           | \$1,566,000                  | \$80,000                    | \$60,000                    |
| Town of Newmarket (NH)  | \$60,727  | 3                            | \$57,000                     | \$4,000                     | \$5,000                     |
| Greater Ketchikan Area (AK)   | \$2,040,042   | 76                           | \$1,565,000                  | \$79,000                    | \$166,000                   |
| Gunnison County (CO)  | \$3,434,707   | 75                           | \$1,763,000                  | \$89,000                    | \$66,000                    |
| City of Durango (CO)  | \$5,832,804   | 209                          | \$4,354,000                  | \$179,000                   | \$116,000                   |
| Teton County (WY)*  | \$17,939,373  | 345                          | \$9,712,000                  | \$429,000                   | \$909,000                   |
| City of Laguna Beach (CA)* <sup>1</sup>                                       | \$27,677,930  | 804                          | \$21,356,000                 | \$1,085,000                 | \$1,405,000                 |
| City of Fairfax (VA)***   | \$7,469,179   | 205                          | \$4,214,000                  | \$288,000                   | \$220,000                   |
| City of Auburn (NY) <sup>1</sup>  | \$1,954,515   | 72                           | \$1,313,000                  | \$159,000                   | \$64,000                    |
| City of Slidell (LA)***   | \$902,631   | 32                           | \$579,000                    | \$46,000                    | \$56,000                    |
| City of Winter Park (FL)***   | \$15,982,824  | 546                          | \$14,984,000                 | \$448,000                   | \$527,000                   |
| Greater Elkins Area (WV)  | \$1,644,825   | 44                           | \$1,117,000                  | \$39,000                    | \$109,000                   |
| Transylvania County (NC)  | \$4,366,142   | 154                          | \$3,195,000                  | \$127,000                   | \$157,000                   |
| City of Rochester (NH)  | \$4,322,451   | 215                          | \$3,738,000                  | \$161,000                   | \$209,000                   |
| City and Borough of Juneau (AK)   | \$5,619,527   | 273                          | \$4,049,000                  | \$254,000                   | \$237,000                   |
| Princeton (NJ)**  | \$39,938,248  | 1,871                        | \$39,195,000                 | \$2,332,000                 | \$2,053,000                 |
| Platte County (NE)  | \$965,884   | 26                           | \$756,000                    | \$22,000                    | \$37,000                    |
| Adams County (NE)   | \$5,429,833   | 223                          | \$4,654,000                  | \$191,000                   | \$205,000                   |
| City of Fairbanks (AK)  | \$6,561,302   | 261                          | \$4,792,000                  | \$289,000                   | \$632,000                   |
| City of West Hollywood (CA)** <sup>1</sup>                                    | \$20,718,409  | 556                          | \$18,823,000                 | \$867,000                   | \$1,010,000                 |
| City of Pittsfield (MA)** <sup>1</sup>  | \$12,918,102  | 367                          | \$8,651,000                  | \$495,000                   | \$493,000                   |
| Windham County (VT)*  | \$7,556,676   | 228                          | \$5,920,000                  | \$116,000                   | \$399,000                   |
| Iron County (UT)*   | \$9,397,878   | 166                          | \$4,679,000                  | \$174,000                   | \$242,000                   |
| Watauga County (NC)   | \$2,675,429   | 74                           | \$1,738,000                  | \$46,000                    | \$68,000                    |
| Buffalo County (NE)   | \$5,306,985   | 159                          | \$5,048,000                  | \$182,000                   | \$188,000                   |
| <b>Group A Average</b>  | <b>\$8,546,760</b>                                    | <b>278</b>                   | <b>\$6,665,148</b>           | <b>\$312,815</b>            | <b>\$365,185</b>            |
| Average Excluding Outliers/Exclusions   | \$3,586,798   | 133                          | \$2,724,214                  | \$130,071                   | \$161,357                   |
| Group A Median  | \$5,429,833   | 205                          | \$4,214,000                  | \$174,000                   | \$205,000                   |



**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture**  
**ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | Total Direct<br><u>Organizational</u><br>Expenditures | TOTAL Economic Impacts       |                              |                             |                             |
|--|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Chenango County (NY) <sup>1</sup>  | \$1,019,269   | 29                           | \$676,000                    | \$55,000                    | \$26,000                    |
| City of La Crosse (WI)   | \$3,297,522   | 107                          | \$2,649,000                  | \$132,000                   | \$157,000                   |
| Lenoir County (NC)   | \$919,234   | 34                           | \$788,000                    | \$25,000                    | \$31,000                    |
| City of Dubuque (IA)   | \$17,589,715  | 577                          | \$15,685,000                 | \$621,000                   | \$611,000                   |
| Greater Enid Area (OK)   | \$5,018,795   | 216                          | \$4,149,000                  | \$125,000                   | \$241,000                   |
| City of Flagstaff (AZ) <sup>1</sup>  | \$37,774,574  | 1,489                        | \$33,009,000                 | \$1,296,000                 | \$1,437,000                 |
| City of Portland (ME)  | \$26,506,636  | 791                          | \$22,603,000                 | \$1,351,000                 | \$1,530,000                 |
| Athens County (OH) <sup>1</sup>  | \$16,751,009  | 533                          | \$13,380,000                 | \$604,000                   | \$593,000                   |
| Rutherford County (NC)   | \$528,372   | 16                           | \$355,000                    | \$13,000                    | \$16,000                    |
| City of Walnut Creek (CA) <sup>1</sup>                                       | \$18,136,698  | 633                          | \$14,897,000                 | \$796,000                   | \$947,000                   |
| City of Missoula (MT)  | \$13,612,783  | 559                          | \$12,177,000                 | \$400,000                   | \$613,000                   |
| City of Bloomington (IN)   | \$52,300,406  | 2,779                        | \$49,313,000                 | \$1,736,000                 | \$2,313,000                 |
| City of Miami Beach (FL)***  | \$97,961,950  | 2,775                        | \$97,645,000                 | \$2,910,000                 | \$4,927,000                 |
| Greater Parkersburg Area (WV)  | \$1,007,575   | 48                           | \$828,000                    | \$26,000                    | \$54,000                    |
| Moore County (NC)  | \$3,166,513   | 81                           | \$2,089,000                  | \$90,000                    | \$118,000                   |
| Indiana County (PA) <sup>1</sup>   | \$444,592   | 19                           | \$400,000                    | \$12,000                    | \$19,000                    |
| Buchanan County (MO)   | \$6,245,874   | 332                          | \$6,234,000                  | \$234,000                   | \$213,000                   |
| City of Boulder (CO)   | \$8,624,902   | 231                          | \$6,588,000                  | \$272,000                   | \$239,000                   |
| Eau Claire County (WI)   | \$2,841,651   | 125                          | \$2,691,000                  | \$140,000                   | \$121,000                   |
| <b>Group B Average</b>   | <b>\$16,513,056</b>                                   | <b>599</b>                   | <b>\$15,060,842</b>          | <b>\$570,421</b>            | <b>\$747,684</b>            |
| Average <u>Excluding</u> Outliers/Exclusions                                 | \$11,988,118  | 478                          | \$10,472,833                 | \$440,444                   | \$515,500                   |
| Group B Median   | \$6,245,874   | 231                          | \$6,234,000                  | \$234,000                   | \$239,000                   |

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | Total Direct<br><u>Organizational</u><br>Expenditures | TOTAL Economic Impacts       |                              |                             |                             |
|--|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Rochester (MN)   | \$19,122,720  | 595                          | \$14,056,000                 | \$408,000                   | \$956,000                   |
| Tompkins County (NY) <sup>1</sup>  | \$13,378,656  | 592                          | \$10,567,000                 | \$837,000                   | \$414,000                   |
| Wayne County (NC)  | \$1,475,605   | 48                           | \$982,000                    | \$69,000                    | \$47,000                    |
| City of McKinney (TX)  | \$631,703   | 18                           | \$429,000                    | \$35,000                    | \$30,000                    |
| Orange County (NC)   | \$63,902,675  | 2,709                        | \$55,612,000                 | \$2,222,000                 | \$3,229,000                 |
| Town of Cary (NC)**  | \$4,217,795   | 241                          | \$4,383,000                  | \$172,000                   | \$224,000                   |
| Marathon County (WI)   | \$5,261,863   | 192                          | \$3,693,000                  | \$183,000                   | \$280,000                   |
| Greater Charlottesville Area (VA)**  | \$49,497,115  | 1,118                        | \$31,160,000                 | \$1,687,000                 | \$1,255,000                 |
| City of Fort Collins (CO)  | \$9,014,152   | 211                          | \$5,540,000                  | \$350,000                   | \$224,000                   |
| Cambria County (PA) <sup>1</sup>   | \$9,150,036   | 353                          | \$7,128,000                  | \$258,000                   | \$466,000                   |
| City of Alexandria (VA)  | \$26,075,019  | 880                          | \$20,331,000                 | \$804,000                   | \$920,000                   |
| City of Eugene (OR)  | \$29,471,563  | 1,245                        | \$24,020,000                 | \$984,000                   | \$546,000                   |
| Pitt County (NC)   | \$6,162,737   | 359                          | \$7,063,000                  | \$212,000                   | \$272,000                   |
| City of Santa Clarita (CA) <sup>1</sup>  | \$5,807,151   | 167                          | \$5,691,000                  | \$246,000                   | \$294,000                   |
| City of Providence (RI)** <sup>1</sup>   | \$83,987,042  | 1,996                        | \$63,788,000                 | \$3,730,000                 | \$4,299,000                 |
| Erie (PA) <sup>1</sup>   | \$10,648,662  | 376                          | \$7,956,000                  | \$430,000                   | \$565,000                   |
| New Hanover County (NC)  | \$5,742,658   | 288                          | \$6,093,000                  | \$185,000                   | \$224,000                   |
| City of Glendale (CA) <sup>1</sup>   | \$5,793,445   | 144                          | \$4,825,000                  | \$246,000                   | \$295,000                   |
| City of Tacoma (WA)  | \$34,861,671  | 1,037                        | \$26,151,000                 | \$1,473,000                 | \$2,108,000                 |
| Whatcom County (WA)  | \$8,649,047   | 341                          | \$7,891,000                  | \$269,000                   | \$340,000                   |
| City of Boise (ID)   | \$22,741,964  | 802                          | \$19,023,000                 | \$786,000                   | \$1,304,000                 |
| Lackawanna County (PA) <sup>1</sup>  | \$14,402,174  | 575                          | \$11,570,000                 | \$562,000                   | \$608,000                   |
| Arlington County (VA)  | \$90,053,057  | 2,417                        | \$54,392,000                 | \$3,529,000                 | \$2,939,000                 |
| City of Orlando (FL)**   | \$48,132,075  | 1,843                        | \$46,024,000                 | \$1,414,000                 | \$1,797,000                 |
| Buncombe County (NC)   | \$16,928,713  | 550                          | \$14,871,000                 | \$550,000                   | \$734,000                   |
| St. Tammany Parish (LA)  | \$5,565,023   | 271                          | \$4,926,000                  | \$314,000                   | \$390,000                   |
| Alachua County (FL)  | \$32,337,690  | 754                          | \$19,488,000                 | \$1,031,000                 | \$1,063,000                 |
| Greater Jackson Area (MS)  | \$4,075,820   | 252                          | \$5,030,000                  | \$150,000                   | \$330,000                   |
| <b>Group C Average</b>   | <b>\$22,395,994</b>                                   | <b>728</b>                   | <b>\$17,238,679</b>          | <b>\$826,286</b>            | <b>\$934,036</b>            |
| Average <u>Excluding</u> Outliers/Exclusions                                   | \$18,385,575  | 632                          | \$14,055,333                 | \$672,208                   | \$774,083                   |
| Group C Median   | \$12,013,659  | 463                          | \$9,261,500                  | \$419,000                   | \$506,000                   |

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | Total Direct<br><u>Organizational</u><br>Expenditures | TOTAL Economic Impacts       |                              |                             |                             |
|--|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Lincoln (NE)   | \$33,489,188  | 895                          | \$26,801,000                 | \$1,196,000                 | \$1,432,000                 |
| Durham County (NC)   | \$74,120,175  | 3,018                        | \$69,657,000                 | \$2,206,000                 | \$2,743,000                 |
| Osceola County (FL)  | \$1,891,223   | 64                           | \$1,473,000                  | \$39,000                    | \$103,000                   |
| City of Newark (NJ)  | \$74,303,488  | 2,675                        | \$72,169,000                 | \$3,508,000                 | \$3,537,000                 |
| City of Riverside (CA)** <sup>1</sup>  | \$14,442,437  | 494                          | \$11,808,000                 | \$639,000                   | \$694,000                   |
| Lexington-Fayette Urban County (KY)  | \$8,107,533   | 325                          | \$8,481,000                  | \$181,000                   | \$539,000                   |
| Loudoun County (VA)  | \$8,591,821   | 237                          | \$7,826,000                  | \$349,000                   | \$257,000                   |
| Cumberland County (NC)   | \$32,194,922  | 1,108                        | \$21,803,000                 | \$1,377,000                 | \$1,463,000                 |
| Greater Chattanooga Area (TN)  | \$40,414,728  | 1,917                        | \$38,468,000                 | \$1,303,000                 | \$2,236,000                 |
| Forsyth County (NC)  | \$70,673,164  | 2,648                        | \$65,340,000                 | \$2,209,000                 | \$3,694,000                 |
| City of Wichita (KS)   | \$37,094,163  | 1,066                        | \$30,509,000                 | \$1,547,000                 | \$1,539,000                 |
| Sarasota County (FL)   | \$129,273,630   | 3,545                        | \$105,113,000                | \$4,478,000                 | \$7,150,000                 |
| City of Oakland (CA) <sup>1</sup>  | \$31,655,035  | 1,182                        | \$30,371,000                 | \$1,452,000                 | \$1,591,000                 |
| Santa Barbara County (CA) <sup>1</sup>   | \$79,694,226  | 2,341                        | \$57,016,000                 | \$2,922,000                 | \$3,682,000                 |
| City of Miami (FL)**   | \$342,575,781   | 7,751                        | \$267,784,000                | \$8,261,000                 | \$13,996,000                |
| Seminole County (FL)   | \$2,057,892   | 72                           | \$1,670,000                  | \$97,000                    | \$159,000                   |
| City of Omaha (NE)   | \$45,854,282  | 2,121                        | \$44,415,000                 | \$1,831,000                 | \$2,302,000                 |
| Greater Syracuse Area (NY) <sup>1</sup>  | \$33,892,863  | 1,804                        | \$35,037,000                 | \$2,678,000                 | \$1,294,000                 |
| City of Mesa (AZ) <sup>1</sup>   | \$14,678,209  | 548                          | \$14,403,000                 | \$671,000                   | \$824,000                   |
| Guilford County (NC)   | \$46,389,422  | 1,601                        | \$35,826,000                 | \$1,399,000                 | \$2,150,000                 |
| Dane County (WI)   | \$69,233,690  | 2,708                        | \$56,103,000                 | \$2,642,000                 | \$3,539,000                 |
| Volusia County (FL)  | \$10,072,822  | 301                          | \$7,530,000                  | \$514,000                   | \$746,000                   |
| <b>Group D Average</b>   | <b>\$54,577,304</b>                                   | <b>1,746</b>                 | <b>\$45,891,045</b>          | <b>\$1,886,318</b>          | <b>\$2,530,455</b>          |
| Average <u>Excluding</u> Outliers/Exclusions                                   | \$42,184,124  | 1,509                        | \$36,500,550                 | \$1,629,950                 | \$2,049,000                 |
| Group D Median   | \$35,493,513  | 1,392                        | \$32,773,000                 | \$1,425,500                 | \$1,565,000                 |

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | Total Direct<br><u>Organizational</u><br>Expenditures | TOTAL Economic Impacts       |                              |                             |                             |
|--|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Albuquerque (NM)   | \$61,618,323  | 2,704                        | \$63,482,000                 | \$2,075,000                 | \$5,660,000                 |
| City of Atlanta (GA)   | \$168,113,885   | 5,098                        | \$148,596,000                | \$5,221,000                 | \$6,162,000                 |
| Polk County (FL)   | \$2,664,450   | 116                          | \$2,593,000                  | \$147,000                   | \$222,000                   |
| Lee County (FL)  | \$23,141,643  | 832                          | \$21,333,000                 | \$1,097,000                 | \$1,939,000                 |
| City of Seattle (WA)   | \$271,984,025   | 6,772                        | \$178,795,000                | \$8,867,000                 | \$12,112,000                |
| District of Columbia (DC)* <sup>2</sup>  | \$688,101,361   | 12,138                       | \$409,474,000                | \$65,639,000                | \$0                         |
| City of Baltimore (MD) <sup>1</sup>  | \$266,273,496   | 6,483                        | \$203,091,000                | \$10,856,000                | \$11,570,000                |
| Jefferson County (AL)  | \$88,544,195  | 2,969                        | \$83,303,000                 | \$2,329,000                 | \$3,575,000                 |
| City of Austin (TX)  | \$137,180,288   | 4,437                        | \$110,305,000                | \$5,823,000                 | \$4,225,000                 |
| City of Indianapolis (IN)  | \$192,851,132   | 6,025                        | \$181,394,000                | \$6,524,000                 | \$11,176,000                |
| City and County of San Francisco (CA)* <sup>1</sup>                            | \$472,127,310   | 13,932                       | \$386,936,000                | \$12,458,000                | \$20,826,000                |
| Prince George's County (MD) <sup>1</sup>                                       | \$16,322,724  | 399                          | \$13,613,000                 | \$731,000                   | \$1,048,000                 |
| Bergen County (NJ)   | \$11,075,060  | 432                          | \$9,663,000                  | \$686,000                   | \$515,000                   |
| Wake County (NC)   | \$87,806,772  | 4,174                        | \$82,691,000                 | \$2,985,000                 | \$4,710,000                 |
| Fairfield County (CT)  | \$83,960,617  | 3,383                        | \$73,093,000                 | \$3,772,000                 | \$4,181,000                 |
| Mecklenburg County (NC)  | \$101,177,294   | 3,319                        | \$91,889,000                 | \$2,854,000                 | \$4,942,000                 |
| Greater Memphis Area (TN)  | \$62,573,460  | 2,046                        | \$58,175,000                 | \$1,891,000                 | \$4,130,000                 |
| City of San Jose (CA)** <sup>1</sup>   | \$73,279,714  | 1,984                        | \$46,464,000                 | \$2,519,000                 | \$2,899,000                 |
| Westchester County (NY) <sup>1</sup>   | \$96,846,062  | 3,212                        | \$75,225,000                 | \$8,265,000                 | \$5,146,000                 |
| Montgomery County (MD) <sup>1</sup>  | \$76,727,887  | 2,049                        | \$46,409,000                 | \$2,986,000                 | \$3,365,000                 |
| <b>Group E Average</b>   | <b>\$149,118,485</b>                                  | <b>3,703</b>                 | <b>\$98,792,105</b>          | <b>\$4,320,316</b>          | <b>\$5,705,421</b>          |
| Average Excluding Outliers/Exclusions  | \$102,874,195   | 3,203                        | \$84,920,588                 | \$3,947,588                 | \$4,981,059                 |
| Group E Median   | \$88,175,484  | 3,212                        | \$75,225,000                 | \$2,985,000                 | \$4,225,000                 |

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | Total Direct<br><u>Organizational</u><br>Expenditures | TOTAL Economic Impacts       |                              |                             |                             |
|---|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Pima County (AZ) <sup>1</sup>   | \$42,775,159  | 1,270                        | \$29,210,000                 | \$1,844,000                 | \$1,781,000                 |
| Fairfax County (VA)   | \$49,253,685  | 1,432                        | \$34,528,000                 | \$1,645,000                 | \$1,869,000                 |
| Orange County (FL)  | \$70,665,797  | 2,694                        | \$61,769,000                 | \$2,131,000                 | \$2,481,000                 |
| Greater Columbus Area (OH) <sup>1</sup>                                       | \$131,118,075   | 5,015                        | \$119,644,000                | \$5,583,000                 | \$7,590,000                 |
| Allegheny County (PA) <sup>1</sup>  | \$368,814,926   | 10,679                       | \$254,864,000                | \$15,673,000                | \$17,548,000                |
| City of San Diego (CA)** <sup>1</sup>   | \$238,087,570   | 9,844                        | \$222,985,000                | \$9,732,000                 | \$12,223,000                |
| City of Dallas (TX)   | \$165,380,803   | 7,019                        | \$175,032,000                | \$7,428,000                 | \$10,022,000                |
| Palm Beach County (FL)  | \$138,895,426   | 3,364                        | \$89,229,000                 | \$6,785,000                 | \$7,230,000                 |
| Greater St. Louis Area (MO)   | \$313,254,748   | 10,046                       | \$275,105,000                | \$9,256,000                 | \$13,514,000                |
| City of San Antonio (TX)  | \$62,725,080  | 2,734                        | \$64,010,000                 | \$3,172,000                 | \$3,717,000                 |
| Sacramento County (CA) <sup>1</sup>   | \$82,052,285  | 3,658                        | \$78,000,000                 | \$4,465,000                 | \$5,050,000                 |
| City and County of Philadelphia (PA) <sup>1</sup>                             | \$767,225,682   | 17,304                       | \$536,802,000                | \$31,342,000                | \$33,924,000                |
| City of Phoenix (AZ) <sup>1</sup>   | \$164,507,239   | 5,646                        | \$132,942,000                | \$6,888,000                 | \$8,347,000                 |
| Broward County (FL)   | \$102,990,228   | 2,837                        | \$81,756,000                 | \$4,456,000                 | \$4,271,000                 |
| Santa Clara County (CA) <sup>1</sup>  | \$105,408,550   | 3,200                        | \$79,399,000                 | \$3,643,000                 | \$4,448,000                 |
| Tarrant County (TX)   | \$39,181,830  | 1,741                        | \$42,149,000                 | \$2,565,000                 | \$2,717,000                 |
| Clark County (NV)   | \$34,739,177  | 988                          | \$27,151,000                 | \$908,000                   | \$1,360,000                 |
| Riverside County (CA) <sup>1</sup>  | \$51,638,155  | 1,571                        | \$37,115,000                 | \$2,115,000                 | \$2,482,000                 |
| Miami-Dade County (FL)  | \$673,958,759   | 17,951                       | \$609,999,000                | \$17,891,000                | \$28,017,000                |
| City of Chicago (IL) <sup>1</sup>   | \$1,207,544,625                                       | 37,013                       | \$879,037,000                | \$55,301,000                | \$49,094,000                |
| San Diego County (CA) <sup>1</sup>  | \$272,357,906   | 11,202                       | \$253,771,000                | \$11,094,000                | \$13,931,000                |
| City of Los Angeles (CA) <sup>1</sup>   | \$950,548,282   | 26,258                       | \$887,637,000                | \$41,176,000                | \$47,451,000                |
| Harris County (TX)  | \$373,412,394   | 9,075                        | \$303,074,000                | \$14,109,000                | \$13,130,000                |
| <b>Group F Average</b>  | <b>\$278,545,060</b>                                  | <b>8,371</b>                 | <b>\$229,356,870</b>         | <b>\$11,269,652</b>         | <b>\$12,704,217</b>         |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$280,384,037   | 8,304                        | \$229,646,500                | \$11,339,545                | \$12,726,091                |
| Group F Median  | \$138,895,426   | 5,015                        | \$119,644,000                | \$6,785,000                 | \$7,590,000                 |

| <b>ALL CITY/COUNTY STUDY REGIONS</b>         |                     |              |                     |                    |                    |
|--|---------------------|--------------|---------------------|--------------------|--------------------|
| <b>Average</b>                               | <b>\$84,612,987</b> | <b>2,468</b> | <b>\$66,019,268</b> | <b>\$3,081,210</b> | <b>\$3,670,210</b> |
| Average <u>Excluding</u> Outliers/Exclusions | \$82,332,589        | 2,547        | \$67,737,930        | \$3,261,391        | \$3,789,113        |
| Median                                       | \$23,141,643        | 791          | \$19,488,000        | \$867,000          | \$1,010,000        |

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Total Direct<br><u>Organizational</u><br>Expenditures | TOTAL Economic Impacts       |                              |                             |                             |
|---|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Greater Portsmouth Area (NH)                                  | \$10,501,380  | 435                          | \$10,044,000                 | \$595,000                   | \$567,000                   |
| Greater Concord Area (NH)                                     | \$10,751,712  | 385                          | \$8,855,000                  | \$552,000                   | \$592,000                   |
| Greater Aberdeen Area (SD)                                    | \$1,565,591   | 65                           | \$1,320,000                  | \$51,000                    | \$60,000                    |
| Centre Region (PA) <sup>1</sup>                               | \$9,988,260   | 369                          | \$9,106,000                  | \$365,000                   | \$531,000                   |
| Greater Minot Area (ND)                                       | \$6,284,757   | 132                          | \$2,493,000                  | \$128,000                   | \$199,000                   |
| Creative Corridor in Northwest Iowa (IA)                      | \$3,726,102   | 118                          | \$2,753,000                  | \$107,000                   | \$96,000                    |
| Northern New Hampshire (NH)                                   | \$7,775,243   | 268                          | \$6,008,000                  | \$301,000                   | \$363,000                   |
| Greater Sioux Falls Area (SD)                                 | \$15,932,153  | 676                          | \$15,036,000                 | \$482,000                   | \$656,000                   |
| Greater Athens Area (GA)                                      | \$3,912,577   | 167                          | \$3,515,000                  | \$149,000                   | \$99,000                    |
| Greater Rockford Area (IL) <sup>1</sup>                       | \$17,435,165  | 877                          | \$16,511,000                 | \$1,083,000                 | \$817,000                   |
| Greater Peoria Area (IL) <sup>1</sup>                         | \$14,812,915  | 689                          | \$14,746,000                 | \$856,000                   | \$652,000                   |
| Greater Fox Cities Region (WI)                                | \$21,221,089  | 268                          | \$5,608,000                  | \$265,000                   | \$379,000                   |
| Northern Tier Region (PA) <sup>1</sup>                        | \$3,948,860   | 134                          | \$2,738,000                  | \$146,000                   | \$167,000                   |
| Northwest Arkansas Area (AR)                                  | \$30,916,901  | 1,091                        | \$21,882,000                 | \$429,000                   | \$1,645,000                 |
| Mahoning Valley Region (OH) <sup>1</sup>                      | \$13,091,576  | 573                          | \$10,896,000                 | \$539,000                   | \$556,000                   |
| Iowa Cultural Corridor (IA)                                   | \$50,228,171  | 1,961                        | \$36,703,000                 | \$1,796,000                 | \$1,825,000                 |
| Pikes Peak Region (CO)  | \$37,468,951  | 1,043                        | \$24,732,000                 | \$1,426,000                 | \$1,017,000                 |
| Greater Columbia Area (SC)                                    | \$18,529,817  | 841                          | \$17,454,000                 | \$728,000                   | \$938,000                   |
| Lehigh Valley Region (PA) <sup>1</sup>                        | \$102,106,780   | 3,450                        | \$67,030,000                 | \$3,912,000                 | \$4,775,000                 |
| West Valley Region (AZ) <sup>1</sup>                          | \$8,532,844   | 357                          | \$8,644,000                  | \$413,000                   | \$505,000                   |
| Greater Harrisburg Area (PA) <sup>1</sup>                     | \$30,858,126  | 1,211                        | \$25,445,000                 | \$1,426,000                 | \$1,628,000                 |
| Greater Hartford Area (CT)                                    | \$148,424,871   | 4,748                        | \$136,320,000                | \$3,263,000                 | \$8,829,000                 |
| Greater Portland Area (OR)                                    | \$152,061,856   | 5,397                        | \$127,683,000                | \$6,213,000                 | \$6,836,000                 |
| Metropolitan Kansas City Area (MO/KS)                         | \$203,863,115   | 6,154                        | \$184,025,000                | \$5,343,000                 | \$7,617,000                 |
| Greater Milwaukee Area (WI)                                   | \$220,352,480   | 8,567                        | \$187,073,000                | \$12,309,000                | \$13,961,000                |

*This table listing multi-city and multi-county study regions is continued below ...*



**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Total Direct<br><u>Organizational</u><br>Expenditures | TOTAL Economic Impacts       |                              |                             |                             |
|---|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Central Florida Region (FL)                                   | \$98,950,181  | 3,690                        | \$83,044,000                 | \$4,338,000                 | \$4,962,000                 |
| Greater Washington DC Region (DC/MD/VA) <sup>1</sup>          | \$946,533,733   | 20,295                       | \$636,596,000                | \$95,356,000                | \$10,688,000                |
| Greater Philadelphia Region (PA) <sup>1</sup>                 | \$874,487,294   | 30,281                       | \$760,653,000                | \$42,240,000                | \$58,855,000                |
| Southeastern Michigan Region (MI) <sup>1</sup>                | \$344,665,264   | 15,608                       | \$343,968,000                | \$15,817,000                | \$25,766,000                |
| Greater Houston Area (TX)                                     | \$414,564,022   | 16,019                       | \$378,050,000                | \$23,136,000                | \$29,777,000                |
| North Texas Region (TX)                                       | \$211,858,761   | 9,233                        | \$238,364,000                | \$11,782,000                | \$15,547,000                |
| <b>Regional Average</b>                                       | <b>\$130,172,598</b>                                  | <b>4,358</b>                 | <b>\$109,267,581</b>         | <b>\$7,598,258</b>          | <b>\$6,480,806</b>          |
| Regional Median   | \$21,221,089  | 877                          | \$17,454,000                 | \$856,000                   | \$938,000                   |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | Total Direct<br><u>Organizational</u><br>Expenditures | TOTAL Economic Impacts       |                              |                             |                             |
|--|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| State of South Dakota  | \$36,204,342  | 1,299                        | \$30,185,000                 | \$943,000                   | \$1,331,000                 |
| State of Delaware  | \$103,407,778   | 2,787                        | \$83,834,000                 | \$1,168,000                 | \$5,947,000                 |
| State of Hawai'i   | \$89,285,852  | 3,020                        | \$74,933,000                 | \$1,746,000                 | \$7,836,000                 |
| State of New Hampshire   | \$53,028,067  | 2,009                        | \$45,603,000                 | \$2,462,000                 | \$3,095,000                 |
| State of Nebraska  | \$95,764,864  | 4,042                        | \$101,411,000                | \$3,903,000                 | \$4,891,000                 |
| State of Connecticut   | \$455,478,455   | 14,406                       | \$374,240,000                | \$19,092,000                | \$21,022,000                |
| State of Wisconsin   | \$340,084,218   | 16,244                       | \$333,336,000                | \$17,510,000                | \$18,847,000                |
| State of North Carolina  | \$659,296,614   | 25,824                       | \$561,257,000                | \$20,730,000                | \$28,891,000                |
| State of Pennsylvania <sup>1</sup>                             | \$1,470,650,098                                       | 50,825                       | \$1,257,305,000              | \$71,037,000                | \$90,577,000                |
| State of Illinois <sup>1</sup>                                 | \$1,561,103,104                                       | 49,963                       | \$1,492,868,000              | \$79,637,000                | \$82,595,000                |
| <b>Statewide Average</b>                                       | <b>\$486,430,339</b>                                  | <b>17,042</b>                | <b>\$435,497,200</b>         | <b>\$21,822,800</b>         | <b>\$26,503,200</b>         |
| Statewide Median   | \$221,745,998   | 9,224                        | \$217,373,500                | \$10,706,500                | \$13,341,500                |

**Table 6:**  
**Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | Total Direct<br><u>Organizational</u><br>Expenditures | TOTAL Economic Impacts       |                              |                             |                             |
|---|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Grand Center Arts District (St. Louis, MO)                      | \$61,928,802  | 2,761                        | \$62,936,000                 | \$2,846,000                 | \$2,531,000                 |
| Dallas Arts District (Dallas, TX)                               | \$76,319,421  | 3,197                        | \$79,528,000                 | \$3,410,000                 | \$4,603,000                 |
| <b>Arts District Average</b>                                    | <b>\$69,124,112</b>                                   | <b>2,979</b>                 | <b>\$71,232,000</b>          | <b>\$3,128,000</b>          | <b>\$3,567,000</b>          |

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

- <sup>1</sup> Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.
- <sup>2</sup> The economic impact findings for the District of Columbia (DC) are excluded from the calculation of the economic impact summary statistics on this table due to Washington, DC's unique status as a study region with no state government.

## Explanation of Table 7: Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

This table presents for each study region the direct economic impact of the expenditures made by responding nonprofit arts and culture organizations during fiscal year 2010. Summary statistics are calculated for each population group.

Total organizational expenditures are the sum of operating expenditures and capital expenditures. The direct impact is a measure of the effect of the initial expenditure. Because it measures only one round of spending, the direct impact is always smaller than the total impact, which measures the effect of each dollar as it is spent and re-spent within the study region. It is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity IV* National Statistical Report for more information about direct and total economic impacts.

### **Column Two:**

The total direct organizational expenditures made by responding nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is the sum of operating expenditures and capital expenditures. (These are real dollars; no multiplier is employed.)

### **Column Three:**

The number of full-time equivalent (FTE) jobs directly supported by the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

### **Column Four:**

The amount of household income paid to study region residents as a direct result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Household income includes salaries, wages, and proprietary income.

### **Column Five:**

The amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Local government includes the city and county governments located within each participating study region.

### **Column Six:**

The amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region.

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | Total Direct<br><u>Organizational</u><br>Expenditures | DIRECT Economic Impacts      |                              |                             |                             |
|---|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Gunnison (CO)***  | \$302,675   | 5                            | \$143,000                    | \$4,000                     | \$1,000                     |
| Town of Telluride (CO)*   | \$16,611,397  | 291                          | \$8,677,000                  | \$90,000                    | \$75,000                    |
| Town of Crested Butte (CO)***   | \$3,132,032   | 24                           | \$659,000                    | \$25,000                    | \$10,000                    |
| Town of Newmarket (NH)  | \$60,727  | 1                            | \$21,000                     | \$1,000                     | \$2,000                     |
| Greater Ketchikan Area (AK)   | \$2,040,042   | 46                           | \$1,068,000                  | \$27,000                    | \$91,000                    |
| Gunnison County (CO)  | \$3,434,707   | 29                           | \$802,000                    | \$29,000                    | \$11,000                    |
| City of Durango (CO)  | \$5,832,804   | 68                           | \$1,719,000                  | \$42,000                    | \$21,000                    |
| Teton County (WY)*  | \$17,939,373  | 142                          | \$4,627,000                  | \$127,000                   | \$403,000                   |
| City of Laguna Beach (CA)* <sup>1</sup>                                       | \$27,677,930  | 331                          | \$10,942,000                 | \$307,000                   | \$324,000                   |
| City of Fairfax (VA)***   | \$7,469,179   | 112                          | \$2,565,000                  | \$103,000                   | \$95,000                    |
| City of Auburn (NY) <sup>1</sup>  | \$1,954,515   | 34                           | \$709,000                    | \$76,000                    | \$24,000                    |
| City of Slidell (LA)***   | \$902,631   | 14                           | \$299,000                    | \$18,000                    | \$22,000                    |
| City of Winter Park (FL)***   | \$15,982,824  | 130                          | \$4,830,000                  | \$82,000                    | \$90,000                    |
| Greater Elkins Area (WV)  | \$1,644,825   | 20                           | \$630,000                    | \$16,000                    | \$48,000                    |
| Transylvania County (NC)  | \$4,366,142   | 97                           | \$2,318,000                  | \$35,000                    | \$48,000                    |
| City of Rochester (NH)  | \$4,322,451   | 112                          | \$2,240,000                  | \$48,000                    | \$80,000                    |
| City and Borough of Juneau (AK)   | \$5,619,527   | 166                          | \$2,700,000                  | \$110,000                   | \$95,000                    |
| Princeton (NJ)**  | \$39,938,248  | 799                          | \$19,988,000                 | \$573,000                   | \$503,000                   |
| Platte County (NE)  | \$965,884   | 15                           | \$534,000                    | \$4,000                     | \$14,000                    |
| Adams County (NE)   | \$5,429,833   | 123                          | \$3,080,000                  | \$47,000                    | \$42,000                    |
| City of Fairbanks (AK)  | \$6,561,302   | 143                          | \$3,025,000                  | \$96,000                    | \$299,000                   |
| City of West Hollywood (CA)** <sup>1</sup>                                    | \$20,718,409  | 208                          | \$9,826,000                  | \$254,000                   | \$253,000                   |
| City of Pittsfield (MA)** <sup>1</sup>  | \$12,918,102  | 160                          | \$4,661,000                  | \$156,000                   | \$114,000                   |
| Windham County (VT)*  | \$7,556,676   | 102                          | \$3,343,000                  | \$27,000                    | \$104,000                   |
| Iron County (UT)*   | \$9,397,878   | 74                           | \$2,545,000                  | \$55,000                    | \$64,000                    |
| Watauga County (NC)   | \$2,675,429   | 38                           | \$1,083,000                  | \$11,000                    | \$18,000                    |
| Buffalo County (NE)   | \$5,306,985   | 70                           | \$3,027,000                  | \$41,000                    | \$33,000                    |
| <b>Group A Average</b>  | <b>\$8,546,760</b>                                    | <b>124</b>                   | <b>\$3,557,815</b>           | <b>\$89,037</b>             | <b>\$106,815</b>            |
| Average Excluding Outliers/Exclusions   | \$3,586,798   | 69                           | \$1,639,714                  | \$41,643                    | \$59,000                    |
| Group A Median  | \$5,429,833   | 97                           | \$2,545,000                  | \$47,000                    | \$64,000                    |

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | Total Direct<br><u>Organizational</u><br>Expenditures | DIRECT Economic Impacts      |                              |                             |                             |
|--|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Chenango County (NY) <sup>1</sup>  | \$1,019,269   | 16                           | \$416,000                    | \$23,000                    | \$8,000                     |
| City of La Crosse (WI)   | \$3,297,522   | 41                           | \$1,289,000                  | \$47,000                    | \$33,000                    |
| Lenoir County (NC)   | \$919,234   | 15                           | \$428,000                    | \$4,000                     | \$6,000                     |
| City of Dubuque (IA)   | \$17,589,715  | 199                          | \$7,437,000                  | \$164,000                   | \$104,000                   |
| Greater Enid Area (OK)   | \$5,018,795   | 63                           | \$1,458,000                  | \$19,000                    | \$46,000                    |
| City of Flagstaff (AZ) <sup>1</sup>  | \$37,774,574  | 707                          | \$19,112,000                 | \$350,000                   | \$281,000                   |
| City of Portland (ME)  | \$26,506,636  | 272                          | \$10,327,000                 | \$320,000                   | \$317,000                   |
| Athens County (OH) <sup>1</sup>  | \$16,751,009  | 282                          | \$8,645,000                  | \$176,000                   | \$138,000                   |
| Rutherford County (NC)   | \$528,372   | 10                           | \$254,000                    | \$3,000                     | \$5,000                     |
| City of Walnut Creek (CA) <sup>1</sup>                                       | \$18,136,698  | 332                          | \$8,934,000                  | \$305,000                   | \$365,000                   |
| City of Missoula (MT)  | \$13,612,783  | 247                          | \$6,694,000                  | \$107,000                   | \$215,000                   |
| City of Bloomington (IN)   | \$52,300,406  | 1,082                        | \$23,378,000                 | \$414,000                   | \$395,000                   |
| City of Miami Beach (FL)***  | \$97,961,950  | 407                          | \$20,106,000                 | \$375,000                   | \$665,000                   |
| Greater Parkersburg Area (WV)  | \$1,007,575   | 22                           | \$459,000                    | \$8,000                     | \$16,000                    |
| Moore County (NC)  | \$3,166,513   | 38                           | \$1,173,000                  | \$36,000                    | \$49,000                    |
| Indiana County (PA) <sup>1</sup>   | \$444,592   | 11                           | \$277,000                    | \$3,000                     | \$6,000                     |
| Buchanan County (MO)   | \$6,245,874   | 152                          | \$3,508,000                  | \$54,000                    | \$42,000                    |
| City of Boulder (CO)   | \$8,624,902   | 109                          | \$3,696,000                  | \$61,000                    | \$61,000                    |
| Eau Claire County (WI)   | \$2,841,651   | 38                           | \$1,051,000                  | \$49,000                    | \$22,000                    |
| <b>Group B Average</b>   | <b>\$16,513,056</b>                                   | <b>213</b>                   | <b>\$6,244,316</b>           | <b>\$132,526</b>            | <b>\$146,000</b>            |
| Average <u>Excluding</u> Outliers/Exclusions                                 | \$11,988,118  | 202                          | \$5,474,222                  | \$119,056                   | \$117,167                   |
| Group B Median   | \$6,245,874   | 109                          | \$3,508,000                  | \$54,000                    | \$49,000                    |

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | Total Direct<br><u>Organizational</u><br>Expenditures | DIRECT Economic Impacts      |                              |                             |                             |
|--|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Rochester (MN)   | \$19,122,720  | 345                          | \$9,203,000                  | \$96,000                    | \$326,000                   |
| Tompkins County (NY) <sup>1</sup>  | \$13,378,656  | 330                          | \$6,678,000                  | \$289,000                   | \$109,000                   |
| Wayne County (NC)  | \$1,475,605   | 20                           | \$511,000                    | \$39,000                    | \$13,000                    |
| City of McKinney (TX)  | \$631,703   | 7                            | \$198,000                    | \$17,000                    | \$10,000                    |
| Orange County (NC)   | \$63,902,675  | 1,477                        | \$35,791,000                 | \$574,000                   | \$1,089,000                 |
| Town of Cary (NC)**  | \$4,217,795   | 98                           | \$2,158,000                  | \$37,000                    | \$54,000                    |
| Marathon County (WI)   | \$5,261,863   | 88                           | \$2,009,000                  | \$64,000                    | \$77,000                    |
| Greater Charlottesville Area (VA)**  | \$49,497,115  | 717                          | \$21,817,000                 | \$719,000                   | \$553,000                   |
| City of Fort Collins (CO)  | \$9,014,152   | 92                           | \$2,998,000                  | \$94,000                    | \$63,000                    |
| Cambria County (PA) <sup>1</sup>   | \$9,150,036   | 128                          | \$3,168,000                  | \$81,000                    | \$129,000                   |
| City of Alexandria (VA)  | \$26,075,019  | 485                          | \$12,647,000                 | \$294,000                   | \$339,000                   |
| City of Eugene (OR)  | \$29,471,563  | 615                          | \$14,182,000                 | \$237,000                   | \$205,000                   |
| Pitt County (NC)   | \$6,162,737   | 202                          | \$4,812,000                  | \$11,000                    | \$37,000                    |
| City of Santa Clarita (CA) <sup>1</sup>  | \$5,807,151   | 67                           | \$3,160,000                  | \$64,000                    | \$69,000                    |
| City of Providence (RI)** <sup>1</sup>   | \$83,987,042  | 730                          | \$31,356,000                 | \$964,000                   | \$1,038,000                 |
| Erie (PA) <sup>1</sup>   | \$10,648,662  | 152                          | \$3,983,000                  | \$114,000                   | \$144,000                   |
| New Hanover County (NC)  | \$5,742,658   | 138                          | \$3,647,000                  | \$35,000                    | \$41,000                    |
| City of Glendale (CA) <sup>1</sup>   | \$5,793,445   | 53                           | \$2,499,000                  | \$66,000                    | \$73,000                    |
| City of Tacoma (WA)  | \$34,861,671  | 418                          | \$12,986,000                 | \$428,000                   | \$676,000                   |
| Whatcom County (WA)  | \$8,649,047   | 162                          | \$4,680,000                  | \$56,000                    | \$90,000                    |
| City of Boise (ID)   | \$22,741,964  | 338                          | \$10,004,000                 | \$227,000                   | \$311,000                   |
| Lackawanna County (PA) <sup>1</sup>  | \$14,402,174  | 246                          | \$6,106,000                  | \$175,000                   | \$160,000                   |
| Arlington County (VA)  | \$90,053,057  | 1,437                        | \$35,388,000                 | \$1,457,000                 | \$1,362,000                 |
| City of Orlando (FL)**   | \$48,132,075  | 574                          | \$19,153,000                 | \$316,000                   | \$362,000                   |
| Buncombe County (NC)   | \$16,928,713  | 218                          | \$7,384,000                  | \$127,000                   | \$189,000                   |
| St. Tammany Parish (LA)  | \$5,565,023   | 144                          | \$3,055,000                  | \$91,000                    | \$122,000                   |
| Alachua County (FL)  | \$32,337,690  | 339                          | \$10,928,000                 | \$266,000                   | \$308,000                   |
| Greater Jackson Area (MS)  | \$4,075,820   | 105                          | \$2,664,000                  | \$20,000                    | \$44,000                    |
| <b>Group C Average</b>   | <b>\$22,395,994</b>                                   | <b>347</b>                   | <b>\$9,755,893</b>           | <b>\$248,500</b>            | <b>\$285,464</b>            |
| Average <u>Excluding</u> Outliers/Exclusions                                   | \$18,385,575  | 317                          | \$8,278,375                  | \$205,083                   | \$249,417                   |
| Group C Median   | \$12,013,659  | 210                          | \$5,459,000                  | \$105,000                   | \$136,500                   |

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | Total Direct<br><u>Organizational</u><br>Expenditures | DIRECT Economic Impacts      |                              |                             |                             |
|--|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Lincoln (NE)   | \$33,489,188  | 335                          | \$13,169,000                 | \$282,000                   | \$304,000                   |
| Durham County (NC)   | \$74,120,175  | 1,168                        | \$34,418,000                 | \$419,000                   | \$610,000                   |
| Osceola County (FL)  | \$1,891,223   | 16                           | \$446,000                    | \$7,000                     | \$18,000                    |
| City of Newark (NJ)  | \$74,303,488  | 1,221                        | \$39,185,000                 | \$1,027,000                 | \$1,051,000                 |
| City of Riverside (CA)** <sup>1</sup>  | \$14,442,437  | 236                          | \$6,784,000                  | \$225,000                   | \$191,000                   |
| Lexington-Fayette Urban County (KY)  | \$8,107,533   | 117                          | \$4,159,000                  | \$42,000                    | \$121,000                   |
| Loudoun County (VA)  | \$8,591,821   | 123                          | \$4,921,000                  | \$113,000                   | \$86,000                    |
| Cumberland County (NC)   | \$32,194,922  | 561                          | \$13,024,000                 | \$632,000                   | \$571,000                   |
| Greater Chattanooga Area (TN)  | \$40,414,728  | 757                          | \$18,927,000                 | \$274,000                   | \$389,000                   |
| Forsyth County (NC)  | \$70,673,164  | 857                          | \$27,892,000                 | \$423,000                   | \$911,000                   |
| City of Wichita (KS)   | \$37,094,163  | 439                          | \$16,105,000                 | \$354,000                   | \$331,000                   |
| Sarasota County (FL)   | \$129,273,630   | 1,475                        | \$52,915,000                 | \$1,653,000                 | \$2,985,000                 |
| City of Oakland (CA) <sup>1</sup>  | \$31,655,035  | 549                          | \$17,371,000                 | \$373,000                   | \$415,000                   |
| Santa Barbara County (CA) <sup>1</sup>   | \$79,694,226  | 1,125                        | \$32,707,000                 | \$938,000                   | \$975,000                   |
| City of Miami (FL)**   | \$342,575,781   | 1,044                        | \$50,464,000                 | \$1,782,000                 | \$3,377,000                 |
| Seminole County (FL)   | \$2,057,892   | 12                           | \$345,000                    | \$26,000                    | \$36,000                    |
| City of Omaha (NE)   | \$45,854,282  | 745                          | \$19,801,000                 | \$503,000                   | \$493,000                   |
| Greater Syracuse Area (NY) <sup>1</sup>  | \$33,892,863  | 689                          | \$16,781,000                 | \$603,000                   | \$153,000                   |
| City of Mesa (AZ) <sup>1</sup>   | \$14,678,209  | 187                          | \$6,317,000                  | \$175,000                   | \$233,000                   |
| Guilford County (NC)   | \$46,389,422  | 521                          | \$14,990,000                 | \$216,000                   | \$388,000                   |
| Dane County (WI)   | \$69,233,690  | 1,041                        | \$26,658,000                 | \$783,000                   | \$838,000                   |
| Volusia County (FL)  | \$10,072,822  | 98                           | \$3,212,000                  | \$195,000                   | \$237,000                   |
| <b>Group D Average</b>   | <b>\$54,577,304</b>                                   | <b>605</b>                   | <b>\$19,117,773</b>          | <b>\$502,045</b>            | <b>\$668,773</b>            |
| Average <u>Excluding</u> Outliers/Exclusions                                   | \$42,184,124  | 602                          | \$18,167,150                 | \$451,900                   | \$557,250                   |
| Group D Median   | \$35,493,513  | 555                          | \$16,443,000                 | \$363,500                   | \$388,500                   |



**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | Total Direct<br><u>Organizational</u><br>Expenditures | DIRECT Economic Impacts      |                              |                             |                             |
|--|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Albuquerque (NM)   | \$61,618,323  | 1,007                        | \$30,811,000                 | \$531,000                   | \$1,464,000                 |
| City of Atlanta (GA)   | \$168,113,885   | 1,726                        | \$65,384,000                 | \$1,132,000                 | \$1,362,000                 |
| Polk County (FL)   | \$2,664,450   | 49                           | \$1,344,000                  | \$53,000                    | \$74,000                    |
| Lee County (FL)  | \$23,141,643  | 353                          | \$11,350,000                 | \$350,000                   | \$625,000                   |
| City of Seattle (WA)   | \$271,984,025   | 2,634                        | \$85,620,000                 | \$2,752,000                 | \$4,314,000                 |
| District of Columbia (DC)* <sup>2</sup>  | \$688,101,361   | 9,444                        | \$337,956,000                | \$42,975,000                | \$0                         |
| City of Baltimore (MD) <sup>1</sup>  | \$266,273,496   | 2,241                        | \$92,765,000                 | \$3,024,000                 | \$3,035,000                 |
| Jefferson County (AL)  | \$88,544,195  | 959                          | \$34,923,000                 | \$390,000                   | \$704,000                   |
| City of Austin (TX)  | \$137,180,288   | 1,780                        | \$54,351,000                 | \$1,333,000                 | \$1,096,000                 |
| City of Indianapolis (IN)  | \$192,851,132   | 1,869                        | \$77,878,000                 | \$1,538,000                 | \$1,871,000                 |
| City and County of San Francisco (CA)* <sup>1</sup>                            | \$472,127,310   | 6,563                        | \$217,043,000                | \$3,714,000                 | \$6,352,000                 |
| Prince George's County (MD) <sup>1</sup>                                       | \$16,322,724  | 223                          | \$9,147,000                  | \$151,000                   | \$277,000                   |
| Bergen County (NJ)   | \$11,075,060  | 195                          | \$5,181,000                  | \$233,000                   | \$165,000                   |
| Wake County (NC)   | \$87,806,772  | 1,819                        | \$43,629,000                 | \$520,000                   | \$1,093,000                 |
| Fairfield County (CT)  | \$83,960,617  | 1,600                        | \$39,978,000                 | \$1,033,000                 | \$1,439,000                 |
| Mecklenburg County (NC)  | \$101,177,294   | 995                          | \$35,754,000                 | \$660,000                   | \$1,206,000                 |
| Greater Memphis Area (TN)  | \$62,573,460  | 622                          | \$24,412,000                 | \$493,000                   | \$957,000                   |
| City of San Jose (CA)** <sup>1</sup>   | \$73,279,714  | 1,001                        | \$27,061,000                 | \$843,000                   | \$963,000                   |
| Westchester County (NY) <sup>1</sup>   | \$96,846,062  | 1,522                        | \$41,577,000                 | \$2,731,000                 | \$1,896,000                 |
| Montgomery County (MD) <sup>1</sup>  | \$76,727,887  | 1,060                        | \$27,142,000                 | \$1,139,000                 | \$1,439,000                 |
| <b>Group E Average</b>   | <b>\$149,118,485</b>                                  | <b>1,485</b>                 | <b>\$48,702,632</b>          | <b>\$1,190,526</b>          | <b>\$1,596,421</b>          |
| Average <u>Excluding</u> Outliers/Exclusions                                   | \$102,874,195   | 1,215                        | \$40,073,294                 | \$1,062,529                 | \$1,353,941                 |
| Group E Median   | \$88,175,484  | 1,060                        | \$35,754,000                 | \$843,000                   | \$1,206,000                 |

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | Total Direct<br><u>Organizational</u><br>Expenditures | DIRECT Economic Impacts      |                              |                             |                             |
|---|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Pima County (AZ) <sup>1</sup>   | \$42,775,159  | 550                          | \$15,638,000                 | \$594,000                   | \$501,000                   |
| Fairfax County (VA)   | \$49,253,685  | 695                          | \$18,778,000                 | \$513,000                   | \$774,000                   |
| Orange County (FL)  | \$70,665,797  | 800                          | \$24,551,000                 | \$465,000                   | \$488,000                   |
| Greater Columbus Area (OH) <sup>1</sup>                                       | \$131,118,075   | 1,684                        | \$52,551,000                 | \$1,278,000                 | \$1,419,000                 |
| Allegheny County (PA) <sup>1</sup>  | \$368,814,926   | 3,211                        | \$99,531,000                 | \$4,155,000                 | \$4,685,000                 |
| City of San Diego (CA)** <sup>1</sup>   | \$238,087,570   | 4,242                        | \$116,947,000                | \$2,788,000                 | \$3,050,000                 |
| City of Dallas (TX)   | \$165,380,803   | 2,650                        | \$84,782,000                 | \$1,807,000                 | \$2,872,000                 |
| Palm Beach County (FL)  | \$138,895,426   | 1,439                        | \$46,382,000                 | \$2,487,000                 | \$2,679,000                 |
| Greater St. Louis Area (MO)   | \$313,254,748   | 3,675                        | \$127,975,000                | \$2,118,000                 | \$3,511,000                 |
| City of San Antonio (TX)  | \$62,725,080  | 844                          | \$25,915,000                 | \$628,000                   | \$751,000                   |
| Sacramento County (CA) <sup>1</sup>   | \$82,052,285  | 1,085                        | \$28,813,000                 | \$1,462,000                 | \$1,374,000                 |
| City and County of Philadelphia (PA) <sup>1</sup>                             | \$767,225,682   | 5,871                        | \$244,003,000                | \$7,650,000                 | \$11,320,000                |
| City of Phoenix (AZ) <sup>1</sup>   | \$164,507,239   | 1,934                        | \$58,768,000                 | \$1,759,000                 | \$1,957,000                 |
| Broward County (FL)   | \$102,990,228   | 1,025                        | \$38,863,000                 | \$1,381,000                 | \$1,313,000                 |
| Santa Clara County (CA) <sup>1</sup>  | \$105,408,550   | 1,648                        | \$47,171,000                 | \$1,215,000                 | \$1,456,000                 |
| Tarrant County (TX)   | \$39,181,830  | 699                          | \$21,477,000                 | \$690,000                   | \$701,000                   |
| Clark County (NV)   | \$34,739,177  | 327                          | \$11,327,000                 | \$138,000                   | \$351,000                   |
| Riverside County (CA) <sup>1</sup>  | \$51,638,155  | 747                          | \$21,186,000                 | \$723,000                   | \$665,000                   |
| Miami-Dade County (FL)  | \$673,958,759   | 3,159                        | \$149,284,000                | \$3,856,000                 | \$6,593,000                 |
| City of Chicago (IL) <sup>1</sup>   | \$1,207,544,625                                       | 12,856                       | \$385,456,000                | \$13,177,000                | \$12,942,000                |
| San Diego County (CA) <sup>1</sup>  | \$272,357,906   | 4,838                        | \$133,377,000                | \$3,194,000                 | \$3,496,000                 |
| City of Los Angeles (CA) <sup>1</sup>   | \$950,548,282   | 9,609                        | \$454,628,000                | \$12,160,000                | \$11,630,000                |
| Harris County (TX)  | \$373,412,394   | 3,344                        | \$136,687,000                | \$4,347,000                 | \$4,729,000                 |
| <b>Group F Average</b>  | <b>\$278,545,060</b>                                  | <b>2,910</b>                 | <b>\$101,916,957</b>         | <b>\$2,981,957</b>          | <b>\$3,445,957</b>          |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$280,384,037   | 2,850                        | \$101,233,773                | \$2,990,773                 | \$3,463,955                 |
| Group F Median  | \$138,895,426   | 1,684                        | \$52,551,000                 | \$1,759,000                 | \$1,957,000                 |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |   |                              |                              |                             |                             |
| <b>Average</b>  | <b>\$84,612,987</b>                                   | <b>910</b>                   | <b>\$30,274,630</b>          | <b>\$827,029</b>            | <b>\$999,659</b>            |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$82,332,589  | 936                          | \$31,233,957                 | \$874,313                   | \$1,037,304                 |
| Median  | \$23,141,643  | 332                          | \$10,327,000                 | \$254,000                   | \$304,000                   |

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Total Direct<br><u>Organizational</u><br>Expenditures | DIRECT Economic Impacts      |                              |                             |                             |
|---|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Greater Portsmouth Area (NH)                                  | \$10,501,380  | 193                          | \$5,446,000                  | \$179,000                   | \$203,000                   |
| Greater Concord Area (NH)                                     | \$10,751,712  | 177                          | \$5,076,000                  | \$174,000                   | \$223,000                   |
| Greater Aberdeen Area (SD)                                    | \$1,565,591   | 31                           | \$755,000                    | \$16,000                    | \$16,000                    |
| Centre Region (PA) <sup>1</sup>                               | \$9,988,260   | 190                          | \$5,746,000                  | \$97,000                    | \$159,000                   |
| Greater Minot Area (ND)                                       | \$6,284,757   | 68                           | \$1,541,000                  | \$26,000                    | \$67,000                    |
| Creative Corridor in Northwest Iowa (IA)                      | \$3,726,102   | 62                           | \$1,775,000                  | \$35,000                    | \$20,000                    |
| Northern New Hampshire (NH)                                   | \$7,775,243   | 136                          | \$3,690,000                  | \$104,000                   | \$151,000                   |
| Greater Sioux Falls Area (SD)                                 | \$15,932,153  | 270                          | \$7,811,000                  | \$123,000                   | \$131,000                   |
| Greater Athens Area (GA)                                      | \$3,912,577   | 86                           | \$2,201,000                  | \$18,000                    | \$11,000                    |
| Greater Rockford Area (IL) <sup>1</sup>                       | \$17,435,165  | 367                          | \$8,515,000                  | \$318,000                   | \$155,000                   |
| Greater Peoria Area (IL) <sup>1</sup>                         | \$14,812,915  | 256                          | \$6,903,000                  | \$230,000                   | \$97,000                    |
| Greater Fox Cities Region (WI)                                | \$21,221,089  | 83                           | \$2,172,000                  | \$106,000                   | \$85,000                    |
| Northern Tier Region (PA) <sup>1</sup>                        | \$3,948,860   | 70                           | \$1,652,000                  | \$67,000                    | \$64,000                    |
| Northwest Arkansas Area (AR)                                  | \$30,916,901  | 457                          | \$11,321,000                 | \$102,000                   | \$388,000                   |
| Mahoning Valley Region (OH) <sup>1</sup>                      | \$13,091,576  | 201                          | \$4,653,000                  | \$137,000                   | \$128,000                   |
| Iowa Cultural Corridor (IA)                                   | \$50,228,171  | 947                          | \$21,327,000                 | \$379,000                   | \$294,000                   |
| Pikes Peak Region (CO)  | \$37,468,951  | 423                          | \$12,444,000                 | \$335,000                   | \$273,000                   |
| Greater Columbia Area (SC)                                    | \$18,529,817  | 291                          | \$7,628,000                  | \$145,000                   | \$171,000                   |
| Lehigh Valley Region (PA) <sup>1</sup>                        | \$102,106,780   | 1,384                        | \$32,979,000                 | \$1,084,000                 | \$1,091,000                 |
| West Valley Region (AZ) <sup>1</sup>                          | \$8,532,844   | 136                          | \$4,211,000                  | \$114,000                   | \$126,000                   |
| Greater Harrisburg Area (PA) <sup>1</sup>                     | \$30,858,126  | 399                          | \$10,745,000                 | \$457,000                   | \$341,000                   |
| Greater Hartford Area (CT)                                    | \$148,424,871   | 2,017                        | \$70,559,000                 | \$943,000                   | \$2,115,000                 |
| Greater Portland Area (OR)                                    | \$152,061,856   | 2,060                        | \$61,751,000                 | \$1,591,000                 | \$1,973,000                 |
| Metropolitan Kansas City Area (MO/KS)                         | \$203,863,115   | 1,180                        | \$46,173,000                 | \$707,000                   | \$713,000                   |
| Greater Milwaukee Area (WI)                                   | \$220,352,480   | 3,222                        | \$89,281,000                 | \$3,148,000                 | \$3,321,000                 |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Total Direct<br><u>Organizational</u><br>Expenditures | DIRECT Economic Impacts      |                              |                             |                             |
|---|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Central Florida Region (FL)                                   | \$98,950,181  | 1,144                        | \$33,895,000                 | \$1,022,000                 | \$1,015,000                 |
| Greater Washington DC Region (DC/MD/VA) <sup>1</sup>          | \$946,533,733   | 13,995                       | \$504,873,000                | \$48,927,000                | \$3,520,000                 |
| Greater Philadelphia Region (PA) <sup>1</sup>                 | \$874,487,294   | 10,156                       | \$326,633,000                | \$11,401,000                | \$17,919,000                |
| Southeastern Michigan Region (MI) <sup>1</sup>                | \$344,665,264   | 5,812                        | \$158,165,000                | \$4,632,000                 | \$7,570,000                 |
| Greater Houston Area (TX)                                     | \$414,564,022   | 6,094                        | \$175,690,000                | \$7,278,000                 | \$8,321,000                 |
| North Texas Region (TX)                                       | \$211,858,761   | 3,558                        | \$124,236,000                | \$2,999,000                 | \$4,055,000                 |
| <b>Regional Average</b>                                       | <b>\$130,172,598</b>                                  | <b>1,789</b>                 | <b>\$56,446,677</b>          | <b>\$2,803,032</b>          | <b>\$1,765,032</b>          |
| Regional Median   | \$21,221,089  | 367                          | \$8,515,000                  | \$230,000                   | \$223,000                   |
|   |   | 13,344                       | 441,058,000                  | 46,529,000                  | 4,191,000                   |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | Total Direct<br><u>Organizational</u><br>Expenditures | DIRECT Economic Impacts      |                              |                             |                             |
|--|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| State of South Dakota  | \$36,204,342  | 947                          | \$23,196,000                 | \$606,000                   | \$860,000                   |
| State of Delaware  | \$103,407,778   | 1,973                        | \$62,147,000                 | \$678,000                   | \$4,338,000                 |
| State of Hawai'i   | \$89,285,852  | 2,065                        | \$54,516,000                 | \$1,058,000                 | \$4,643,000                 |
| State of New Hampshire   | \$53,028,067  | 1,508                        | \$35,948,000                 | \$1,397,000                 | \$2,169,000                 |
| State of Nebraska  | \$95,764,864  | 2,873                        | \$75,786,000                 | \$2,537,000                 | \$3,376,000                 |
| State of Connecticut   | \$455,478,455   | 10,049                       | \$277,144,000                | \$10,727,000                | \$14,451,000                |
| State of Wisconsin   | \$340,084,218   | 11,879                       | \$257,868,000                | \$11,214,000                | \$13,351,000                |
| State of North Carolina  | \$659,296,614   | 19,017                       | \$435,271,000                | \$13,401,000                | \$19,968,000                |
| State of Pennsylvania <sup>1</sup>                             | \$1,470,650,098                                       | 34,635                       | \$915,639,000                | \$48,729,000                | \$66,883,000                |
| State of Illinois <sup>1</sup>                                 | \$1,561,103,104                                       | 35,720                       | \$1,125,240,000              | \$51,731,000                | \$59,980,000                |
| <b>Statewide Average</b>                                       | <b>\$486,430,339</b>                                  | <b>12,067</b>                | <b>\$326,275,500</b>         | <b>\$14,207,800</b>         | <b>\$19,001,900</b>         |
| Statewide Median   | \$221,745,998   | 6,461                        | \$166,827,000                | \$6,632,000                 | \$8,997,000                 |

**Table 7:**  
**Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | Total Direct<br><u>Organizational</u><br>Expenditures | DIRECT Economic Impacts      |                              |                             |                             |
|---|---|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |   | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Grand Center Arts District (St. Louis, MO)                      | \$61,928,802  | 1,147                        | \$33,068,000                 | \$598,000                   | \$591,000                   |
| Dallas Arts District (Dallas, TX)                               | \$76,319,421  | 1,163                        | \$37,205,000                 | \$835,000                   | \$1,319,000                 |
| <b>Arts District Average</b>                                    | <b>\$69,124,112</b>                                   | <b>1,155</b>                 | <b>\$35,136,500</b>          | <b>\$716,500</b>            | <b>\$955,000</b>            |

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

<sup>1</sup> Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

<sup>2</sup> The economic impact findings for the District of Columbia (DC) are excluded from the calculation of the economic impact summary statistics on this table due to Washington, DC's unique status as a study region with no state government.

## Explanation of Table 8: Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

This table summarizes both the total and direct economic impacts of expenditures made by nonprofit arts and culture organizations in the form of ratios. Summary statistics are calculated for each population group.

Using this chart, a determination can be made of the economic impact per \$100,000 of direct spending by nonprofit arts and culture organizations. These ratios are derived by dividing the total and direct economic impact of expenditures by nonprofit arts and culture organizations (found on Tables 6 and 7) by the total expenditures made by responding nonprofit arts and culture organizations, and then multiplying by 100,000. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity IV* National Statistical Report for more information about the differences between total and direct economic impacts.

### Column Two:

The economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per \$100,000 of direct spending by nonprofit arts and culture organizations in each participating study region.

### Column Three:

The economic impact ratio for the total amount of household income paid to study region residents per \$100,000 of direct spending by nonprofit arts and culture organizations in each participating study region.

### Column Four:

The economic impact ratio for the total amount of revenue generated to local government (e.g., licenses, fees, taxes) per \$100,000 of direct spending by nonprofit arts and culture organizations in each participating study region. Local government includes city and county governments located within each participating study region.

### Column Five:

The economic impact ratio for the total amount of revenue generated to state government (e.g., licenses, fees, taxes) per \$100,000 of direct spending by nonprofit arts and culture organizations in each participating study region.

### Column Six:

The direct economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per \$100,000 in direct spending.

### Column Seven:

The direct economic impact ratio for the total amount of household income paid to study region residents per \$100,000 in direct spending.

### Column Eight:

The direct economic impact ratio for the total amount of local government revenue generated per \$100,000 in direct spending.

### Column Nine:

The direct economic impact ratio for the total amount of state government revenue generated per \$100,000 in direct spending.

**Table 8:**  
**Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | TOTAL Impacts per \$100,000 of Spending |                 |                |                | DIRECT Impacts per \$100,000 of Spending |                 |                |                |
|---|---|-----------------|----------------|----------------|--|-----------------|----------------|----------------|
|   | Full-Time                               | Household       | Local          | State          | Full-Time                                | Household       | Local          | State          |
|   | Equivalent Jobs                         | Income          | Govt. Revenue  | Govt. Revenue  | Equivalent Jobs                          | Income          | Govt. Revenue  | Govt. Revenue  |
| City of Gunnison (CO)   | 2.31                                    | \$65,086        | \$2,973        | \$1,982        | 1.65                                     | \$47,245        | \$1,322        | \$330          |
| Town of Telluride (CO)  | 2.76                                    | \$71,902        | \$1,541        | \$1,330        | 1.75                                     | \$52,235        | \$542          | \$451          |
| Town of Crested Butte (CO)  | 2.17                                    | \$49,999        | \$2,554        | \$1,916        | 0.77                                     | \$21,041        | \$798          | \$319          |
| Town of Newmarket (NH)  | 4.94                                    | \$93,863        | \$6,587        | \$8,234        | 1.65                                     | \$34,581        | \$1,647        | \$3,293        |
| Greater Ketchikan Area (AK)   | 3.73                                    | \$76,714        | \$3,872        | \$8,137        | 2.25                                     | \$52,352        | \$1,324        | \$4,461        |
| Gunnison County (CO)  | 2.18                                    | \$51,329        | \$2,591        | \$1,922        | 0.84                                     | \$23,350        | \$844          | \$320          |
| City of Durango (CO)  | 3.58                                    | \$74,647        | \$3,069        | \$1,989        | 1.17                                     | \$29,471        | \$720          | \$360          |
| Teton County (WY)   | 1.92                                    | \$54,138        | \$2,391        | \$5,067        | 0.79                                     | \$25,792        | \$708          | \$2,246        |
| City of Laguna Beach (CA)   | 2.90                                    | \$77,159        | \$3,920        | \$5,076        | 1.20                                     | \$39,533        | \$1,109        | \$1,171        |
| City of Fairfax (VA)  | 2.74                                    | \$56,419        | \$3,856        | \$2,945        | 1.50                                     | \$34,341        | \$1,379        | \$1,272        |
| City of Auburn (NY)   | 3.68                                    | \$67,178        | \$8,135        | \$3,274        | 1.74                                     | \$36,275        | \$3,888        | \$1,228        |
| City of Slidell (LA)  | 3.55                                    | \$64,146        | \$5,096        | \$6,204        | 1.55                                     | \$33,125        | \$1,994        | \$2,437        |
| City of Winter Park (FL)  | 3.42                                    | \$93,751        | \$2,803        | \$3,297        | 0.81                                     | \$30,220        | \$513          | \$563          |
| Greater Elkins Area (WV)  | 2.68                                    | \$67,910        | \$2,371        | \$6,627        | 1.22                                     | \$38,302        | \$973          | \$2,918        |
| Transylvania County (NC)  | 3.53                                    | \$73,177        | \$2,909        | \$3,596        | 2.22                                     | \$53,090        | \$802          | \$1,099        |
| City of Rochester (NH)  | 4.97                                    | \$86,479        | \$3,725        | \$4,835        | 2.59                                     | \$51,822        | \$1,110        | \$1,851        |
| City and Borough of Juneau (AK)   | 4.86                                    | \$72,052        | \$4,520        | \$4,217        | 2.95                                     | \$48,047        | \$1,957        | \$1,691        |
| Princeton (NJ)  | 4.68                                    | \$98,139        | \$5,839        | \$5,140        | 2.00                                     | \$50,047        | \$1,435        | \$1,259        |
| Platte County (NE)  | 2.69                                    | \$78,270        | \$2,278        | \$3,831        | 1.55                                     | \$55,286        | \$414          | \$1,449        |
| Adams County (NE)   | 4.11                                    | \$85,712        | \$3,518        | \$3,775        | 2.27                                     | \$56,724        | \$866          | \$774          |
| City of Fairbanks (AK)  | 3.98                                    | \$73,034        | \$4,405        | \$9,632        | 2.18                                     | \$46,104        | \$1,463        | \$4,557        |
| City of West Hollywood (CA)   | 2.68                                    | \$90,852        | \$4,185        | \$4,875        | 1.00                                     | \$47,426        | \$1,226        | \$1,221        |
| City of Pittsfield (MA)   | 2.84                                    | \$66,968        | \$3,832        | \$3,816        | 1.24                                     | \$36,081        | \$1,208        | \$882          |
| Windham County (VT)   | 3.02                                    | \$78,341        | \$1,535        | \$5,280        | 1.35                                     | \$44,239        | \$357          | \$1,376        |
| Iron County (UT)  | 1.77                                    | \$49,788        | \$1,851        | \$2,575        | 0.79                                     | \$27,081        | \$585          | \$681          |
| Watauga County (NC)   | 2.77                                    | \$64,962        | \$1,719        | \$2,542        | 1.42                                     | \$40,479        | \$411          | \$673          |
| Buffalo County (NE)   | 3.00                                    | \$95,120        | \$3,429        | \$3,543        | 1.32                                     | \$57,038        | \$773          | \$622          |
| <b>Group A Average</b>  | <b>3.24</b>                             | <b>\$73,227</b> | <b>\$3,537</b> | <b>\$4,284</b> | <b>1.55</b>                              | <b>\$41,160</b> | <b>\$1,125</b> | <b>\$1,463</b> |
| Standard Deviation  | 0.91                                    | \$14,156        | \$1,551        | \$2,092        | 0.58                                     | \$10,853        | \$712          | \$1,175        |
| Confidence Interval (95 percent)  | 0.34                                    | \$5,339         | \$585          | \$789          | 0.22                                     | \$4,094         | \$269          | \$443          |



**Table 8:**  
**Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | TOTAL Impacts per \$100,000 of Spending |                 |                |                | DIRECT Impacts per \$100,000 of Spending |                 |               |                |
|--|---|-----------------|----------------|----------------|--|-----------------|---------------|----------------|
|  | Full-Time                               | Household       | Local          | State          | Full-Time                                | Household       | Local         | State          |
|  | Equivalent Jobs                         | Income          | Govt. Revenue  | Govt. Revenue  | Equivalent Jobs                          | Income          | Govt. Revenue | Govt. Revenue  |
| Chenango County (NY)   | 2.85                                    | \$66,322        | \$5,396        | \$2,551        | 1.57                                     | \$40,814        | \$2,257       | \$785          |
| City of La Crosse (WI)   | 3.24                                    | \$80,333        | \$4,003        | \$4,761        | 1.24                                     | \$39,090        | \$1,425       | \$1,001        |
| Lenoir County (NC)   | 3.70                                    | \$85,724        | \$2,720        | \$3,372        | 1.63                                     | \$46,561        | \$435         | \$653          |
| City of Dubuque (IA)   | 3.28                                    | \$89,171        | \$3,530        | \$3,474        | 1.13                                     | \$42,280        | \$932         | \$591          |
| Greater Enid Area (OK)   | 4.30                                    | \$82,669        | \$2,491        | \$4,802        | 1.26                                     | \$29,051        | \$379         | \$917          |
| City of Flagstaff (AZ)   | 3.94                                    | \$87,384        | \$3,431        | \$3,804        | 1.87                                     | \$50,595        | \$927         | \$744          |
| City of Portland (ME)  | 2.98                                    | \$85,273        | \$5,097        | \$5,772        | 1.03                                     | \$38,960        | \$1,207       | \$1,196        |
| Athens County (OH)   | 3.18                                    | \$79,876        | \$3,606        | \$3,540        | 1.68                                     | \$51,609        | \$1,051       | \$824          |
| Rutherford County (NC)   | 3.03                                    | \$67,188        | \$2,460        | \$3,028        | 1.89                                     | \$48,072        | \$568         | \$946          |
| City of Walnut Creek (CA)  | 3.49                                    | \$82,137        | \$4,389        | \$5,221        | 1.83                                     | \$49,259        | \$1,682       | \$2,012        |
| City of Missoula (MT)  | 4.11                                    | \$89,453        | \$2,938        | \$4,503        | 1.81                                     | \$49,174        | \$786         | \$1,579        |
| City of Bloomington (IN)   | 5.31                                    | \$94,288        | \$3,319        | \$4,423        | 2.07                                     | \$44,699        | \$792         | \$755          |
| City of Miami Beach (FL)   | 2.83                                    | \$99,676        | \$2,971        | \$5,030        | 0.42                                     | \$20,524        | \$383         | \$679          |
| Greater Parkersburg Area (WV)  | 4.76                                    | \$82,178        | \$2,580        | \$5,359        | 2.18                                     | \$45,555        | \$794         | \$1,588        |
| Moore County (NC)  | 2.56                                    | \$65,972        | \$2,842        | \$3,726        | 1.20                                     | \$37,044        | \$1,137       | \$1,547        |
| Indiana County (PA)  | 4.27                                    | \$89,970        | \$2,699        | \$4,274        | 2.47                                     | \$62,304        | \$675         | \$1,350        |
| Buchanan County (MO)   | 5.32                                    | \$99,810        | \$3,746        | \$3,410        | 2.43                                     | \$56,165        | \$865         | \$672          |
| City of Boulder (CO)   | 2.68                                    | \$76,383        | \$3,154        | \$2,771        | 1.26                                     | \$42,853        | \$707         | \$707          |
| Eau Claire County (WI)   | 4.40                                    | \$94,698        | \$4,927        | \$4,258        | 1.34                                     | \$36,986        | \$1,724       | \$774          |
| <b>Group B Average</b>   | <b>3.70</b>                             | <b>\$84,132</b> | <b>\$3,489</b> | <b>\$4,109</b> | <b>1.60</b>                              | <b>\$43,768</b> | <b>\$986</b>  | <b>\$1,017</b> |
| Standard Deviation   | 0.86                                    | \$10,113        | \$903          | \$913          | 0.52                                     | \$9,428         | \$496         | \$409          |
| Confidence Interval (95 percent)   | 0.39                                    | \$4,547         | \$406          | \$411          | 0.23                                     | \$4,239         | \$223         | \$184          |

**Table 8:**  
**Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | TOTAL Impacts per \$100,000 of Spending |                     |                        |                        | DIRECT Impacts per \$100,000 of Spending |                     |                        |                        |
|--|---|---------------------|------------------------|------------------------|--|---------------------|------------------------|------------------------|
|  | Full-Time<br>Equivalent Jobs            | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue | Full-Time<br>Equivalent Jobs             | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue |
| City of Rochester (MN)   | 3.11                                    | \$73,504            | \$2,134                | \$4,999                | 1.80                                     | \$48,126            | \$502                  | \$1,705                |
| Tompkins County (NY)   | 4.42                                    | \$78,984            | \$6,256                | \$3,094                | 2.47                                     | \$49,915            | \$2,160                | \$815                  |
| Wayne County (NC)  | 3.25                                    | \$66,549            | \$4,676                | \$3,185                | 1.36                                     | \$34,630            | \$2,643                | \$881                  |
| City of McKinney (TX)  | 2.85                                    | \$67,912            | \$5,541                | \$4,749                | 1.11                                     | \$31,344            | \$2,691                | \$1,583                |
| Orange County (NC)   | 4.24                                    | \$87,026            | \$3,477                | \$5,053                | 2.31                                     | \$56,009            | \$898                  | \$1,704                |
| Town of Cary (NC)  | 5.71                                    | \$103,917           | \$4,078                | \$5,311                | 2.32                                     | \$51,164            | \$877                  | \$1,280                |
| Marathon County (WI)   | 3.65                                    | \$70,184            | \$3,478                | \$5,321                | 1.67                                     | \$38,180            | \$1,216                | \$1,463                |
| Greater Charlottesville Area (VA)  | 2.26                                    | \$62,953            | \$3,408                | \$2,536                | 1.45                                     | \$44,077            | \$1,453                | \$1,117                |
| City of Fort Collins (CO)  | 2.34                                    | \$61,459            | \$3,883                | \$2,485                | 1.02                                     | \$33,259            | \$1,043                | \$699                  |
| Cambria County (PA)  | 3.86                                    | \$77,901            | \$2,820                | \$5,093                | 1.40                                     | \$34,623            | \$885                  | \$1,410                |
| City of Alexandria (VA)  | 3.37                                    | \$77,971            | \$3,083                | \$3,528                | 1.86                                     | \$48,502            | \$1,128                | \$1,300                |
| City of Eugene (OR)  | 4.22                                    | \$81,502            | \$3,339                | \$1,853                | 2.09                                     | \$48,121            | \$804                  | \$696                  |
| Pitt County (NC)   | 5.83                                    | \$114,608           | \$3,440                | \$4,414                | 3.28                                     | \$78,082            | \$178                  | \$600                  |
| City of Santa Clarita (CA)   | 2.88                                    | \$98,000            | \$4,236                | \$5,063                | 1.15                                     | \$54,416            | \$1,102                | \$1,188                |
| City of Providence (RI)  | 2.38                                    | \$75,950            | \$4,441                | \$5,119                | 0.87                                     | \$37,334            | \$1,148                | \$1,236                |
| Erie (PA)  | 3.53                                    | \$74,714            | \$4,038                | \$5,306                | 1.43                                     | \$37,404            | \$1,071                | \$1,352                |
| New Hanover County (NC)  | 5.02                                    | \$106,101           | \$3,222                | \$3,901                | 2.40                                     | \$63,507            | \$609                  | \$714                  |
| City of Glendale (CA)  | 2.49                                    | \$83,284            | \$4,246                | \$5,092                | 0.91                                     | \$43,135            | \$1,139                | \$1,260                |
| City of Tacoma (WA)  | 2.97                                    | \$75,014            | \$4,225                | \$6,047                | 1.20                                     | \$37,250            | \$1,228                | \$1,939                |
| Whatcom County (WA)  | 3.94                                    | \$91,235            | \$3,110                | \$3,931                | 1.87                                     | \$54,110            | \$647                  | \$1,041                |
| City of Boise (ID)   | 3.53                                    | \$83,647            | \$3,456                | \$5,734                | 1.49                                     | \$43,989            | \$998                  | \$1,368                |
| Lackawanna County (PA)   | 3.99                                    | \$80,335            | \$3,902                | \$4,222                | 1.71                                     | \$42,396            | \$1,215                | \$1,111                |
| Arlington County (VA)  | 2.68                                    | \$60,400            | \$3,919                | \$3,264                | 1.60                                     | \$39,297            | \$1,618                | \$1,512                |
| City of Orlando (FL)   | 3.83                                    | \$95,620            | \$2,938                | \$3,733                | 1.19                                     | \$39,793            | \$657                  | \$752                  |
| Buncombe County (NC)   | 3.25                                    | \$87,845            | \$3,249                | \$4,336                | 1.29                                     | \$43,618            | \$750                  | \$1,116                |
| St. Tammany Parish (LA)  | 4.87                                    | \$88,517            | \$5,642                | \$7,008                | 2.59                                     | \$54,896            | \$1,635                | \$2,192                |
| Alachua County (FL)  | 2.33                                    | \$60,264            | \$3,188                | \$3,287                | 1.05                                     | \$33,793            | \$823                  | \$952                  |
| Greater Jackson Area (MS)  | 6.18                                    | \$123,411           | \$3,680                | \$8,097                | 2.58                                     | \$65,361            | \$491                  | \$1,080                |
| <b>Group C Average</b>   | <b>3.68</b>                             | <b>\$82,457</b>     | <b>\$3,825</b>         | <b>\$4,491</b>         | <b>1.70</b>                              | <b>\$45,940</b>     | <b>\$1,129</b>         | <b>\$1,217</b>         |
| Standard Deviation   | 1.09                                    | \$16,128            | \$896                  | \$1,376                | 0.61                                     | \$11,011            | \$590                  | \$391                  |
| Confidence Interval (95 percent)   | 0.40                                    | \$5,974             | \$332                  | \$510                  | 0.23                                     | \$4,078             | \$219                  | \$145                  |

**Table 8:**  
**Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | TOTAL Impacts per \$100,000 of Spending |                     |                        |                        | DIRECT Impacts per \$100,000 of Spending |                     |                        |                        |
|--|---|---------------------|------------------------|------------------------|--|---------------------|------------------------|------------------------|
|  | Full-Time<br>Equivalent Jobs            | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue | Full-Time<br>Equivalent Jobs             | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue |
| City of Lincoln (NE)   | 2.67                                    | \$80,029            | \$3,571                | \$4,276                | 1.00                                     | \$39,323            | \$842                  | \$908                  |
| Durham County (NC)   | 4.07                                    | \$93,978            | \$2,976                | \$3,701                | 1.58                                     | \$46,435            | \$565                  | \$823                  |
| Osceola County (FL)  | 3.38                                    | \$77,886            | \$2,062                | \$5,446                | 0.85                                     | \$23,583            | \$370                  | \$952                  |
| City of Newark (NJ)  | 3.60                                    | \$97,127            | \$4,721                | \$4,760                | 1.64                                     | \$52,736            | \$1,382                | \$1,414                |
| City of Riverside (CA)   | 3.42                                    | \$81,759            | \$4,424                | \$4,805                | 1.63                                     | \$46,973            | \$1,558                | \$1,322                |
| Lexington-Fayette Urban County (KY)  | 4.01                                    | \$104,606           | \$2,232                | \$6,648                | 1.44                                     | \$51,298            | \$518                  | \$1,492                |
| Loudoun County (VA)  | 2.76                                    | \$91,087            | \$4,062                | \$2,991                | 1.43                                     | \$57,275            | \$1,315                | \$1,001                |
| Cumberland County (NC)   | 3.44                                    | \$67,722            | \$4,277                | \$4,544                | 1.74                                     | \$40,454            | \$1,963                | \$1,774                |
| Greater Chattanooga Area (TN)  | 4.74                                    | \$95,183            | \$3,224                | \$5,533                | 1.87                                     | \$46,832            | \$678                  | \$963                  |
| Forsyth County (NC)  | 3.75                                    | \$92,454            | \$3,126                | \$5,227                | 1.21                                     | \$39,466            | \$599                  | \$1,289                |
| City of Wichita (KS)   | 2.87                                    | \$82,247            | \$4,170                | \$4,149                | 1.18                                     | \$43,417            | \$954                  | \$892                  |
| Sarasota County (FL)   | 2.74                                    | \$81,310            | \$3,464                | \$5,531                | 1.14                                     | \$40,933            | \$1,279                | \$2,309                |
| City of Oakland (CA)   | 3.73                                    | \$95,944            | \$4,587                | \$5,026                | 1.73                                     | \$54,876            | \$1,178                | \$1,311                |
| Santa Barbara County (CA)  | 2.94                                    | \$71,543            | \$3,667                | \$4,620                | 1.41                                     | \$41,041            | \$1,177                | \$1,223                |
| City of Miami (FL)   | 2.26                                    | \$78,168            | \$2,411                | \$4,086                | 0.30                                     | \$14,731            | \$520                  | \$986                  |
| Seminole County (FL)   | 3.50                                    | \$81,151            | \$4,714                | \$7,726                | 0.58                                     | \$16,765            | \$1,263                | \$1,749                |
| City of Omaha (NE)   | 4.63                                    | \$96,861            | \$3,993                | \$5,020                | 1.62                                     | \$43,182            | \$1,097                | \$1,075                |
| Greater Syracuse Area (NY)   | 5.32                                    | \$103,376           | \$7,901                | \$3,818                | 2.03                                     | \$49,512            | \$1,779                | \$451                  |
| City of Mesa (AZ)  | 3.73                                    | \$98,125            | \$4,571                | \$5,614                | 1.27                                     | \$43,037            | \$1,192                | \$1,587                |
| Guilford County (NC)   | 3.45                                    | \$77,229            | \$3,016                | \$4,635                | 1.12                                     | \$32,313            | \$466                  | \$836                  |
| Dane County (WI)   | 3.91                                    | \$81,034            | \$3,816                | \$5,112                | 1.50                                     | \$38,504            | \$1,131                | \$1,210                |
| Volusia County (FL)  | 2.99                                    | \$74,756            | \$5,103                | \$7,406                | 0.97                                     | \$31,888            | \$1,936                | \$2,353                |
| <b>Group D Average</b>   | <b>3.54</b>                             | <b>\$86,526</b>     | <b>\$3,913</b>         | <b>\$5,031</b>         | <b>1.33</b>                              | <b>\$40,662</b>     | <b>\$1,080</b>         | <b>\$1,269</b>         |
| Standard Deviation   | 0.74                                    | \$10,594            | \$1,228                | \$1,132                | 0.42                                     | \$11,204            | \$474                  | \$470                  |
| Confidence Interval (95 percent)   | 0.31                                    | \$4,427             | \$513                  | \$473                  | 0.18                                     | \$4,682             | \$198                  | \$196                  |

**Table 8:**  
**Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | TOTAL Impacts per \$100,000 of Spending |                     |                        |                        | DIRECT Impacts per \$100,000 of Spending |                     |                        |                        |
|--|---|---------------------|------------------------|------------------------|--|---------------------|------------------------|------------------------|
|  | Full-Time<br>Equivalent Jobs            | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue | Full-Time<br>Equivalent Jobs             | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue |
| City of Albuquerque (NM)   | 4.39                                    | \$103,025           | \$3,368                | \$9,186                | 1.63                                     | \$50,003            | \$862                  | \$2,376                |
| City of Atlanta (GA)   | 3.03                                    | \$88,390            | \$3,106                | \$3,665                | 1.03                                     | \$38,893            | \$673                  | \$810                  |
| Polk County (FL)   | 4.35                                    | \$97,318            | \$5,517                | \$8,332                | 1.84                                     | \$50,442            | \$1,989                | \$2,777                |
| Lee County (FL)  | 3.60                                    | \$92,184            | \$4,740                | \$8,379                | 1.53                                     | \$49,046            | \$1,512                | \$2,701                |
| City of Seattle (WA)   | 2.49                                    | \$65,737            | \$3,260                | \$4,453                | 0.97                                     | \$31,480            | \$1,012                | \$1,586                |
| District of Columbia (DC) <sup>1</sup>   | 1.76                                    | \$59,508            | \$9,539                | \$0                    | 1.37                                     | \$49,114            | \$6,245                | \$0                    |
| City of Baltimore (MD)   | 2.43                                    | \$76,272            | \$4,077                | \$4,345                | 0.84                                     | \$34,838            | \$1,136                | \$1,140                |
| Jefferson County (AL)  | 3.35                                    | \$94,081            | \$2,630                | \$4,038                | 1.08                                     | \$39,441            | \$440                  | \$795                  |
| City of Austin (TX)  | 3.23                                    | \$80,409            | \$4,245                | \$3,080                | 1.30                                     | \$39,620            | \$972                  | \$799                  |
| City of Indianapolis (IN)  | 3.12                                    | \$94,059            | \$3,383                | \$5,795                | 0.97                                     | \$40,382            | \$798                  | \$970                  |
| City and County of San Francisco (CA)  | 2.95                                    | \$81,956            | \$2,639                | \$4,411                | 1.39                                     | \$45,971            | \$787                  | \$1,345                |
| Prince George's County (MD)  | 2.44                                    | \$83,399            | \$4,478                | \$6,420                | 1.37                                     | \$56,038            | \$925                  | \$1,697                |
| Bergen County (NJ)   | 3.90                                    | \$87,250            | \$6,194                | \$4,650                | 1.76                                     | \$46,781            | \$2,104                | \$1,490                |
| Wake County (NC)   | 4.75                                    | \$94,174            | \$3,400                | \$5,364                | 2.07                                     | \$49,688            | \$592                  | \$1,245                |
| Fairfield County (CT)  | 4.03                                    | \$87,056            | \$4,493                | \$4,980                | 1.91                                     | \$47,615            | \$1,230                | \$1,714                |
| Mecklenburg County (NC)  | 3.28                                    | \$90,820            | \$2,821                | \$4,884                | 0.98                                     | \$35,338            | \$652                  | \$1,192                |
| Greater Memphis Area (TN)  | 3.27                                    | \$92,971            | \$3,022                | \$6,600                | 0.99                                     | \$39,013            | \$788                  | \$1,529                |
| City of San Jose (CA)  | 2.71                                    | \$63,406            | \$3,438                | \$3,956                | 1.37                                     | \$36,928            | \$1,150                | \$1,314                |
| Westchester County (NY)  | 3.32                                    | \$77,675            | \$8,534                | \$5,314                | 1.57                                     | \$42,931            | \$2,820                | \$1,958                |
| Montgomery County (MD)   | 2.67                                    | \$60,485            | \$3,892                | \$4,386                | 1.38                                     | \$35,374            | \$1,484                | \$1,875                |
| <b>Group E Average</b>   | <b>3.33</b>                             | <b>\$84,772</b>     | <b>\$4,065</b>         | <b>\$5,381</b>         | <b>1.37</b>                              | <b>\$42,622</b>     | <b>\$1,154</b>         | <b>\$1,543</b>         |
| Standard Deviation   | 0.69                                    | \$11,774            | \$1,445                | \$1,696                | 0.36                                     | \$6,725             | \$602                  | \$594                  |
| Confidence Interval (95 percent)   | 0.31                                    | \$5,294             | \$650                  | \$763                  | 0.16                                     | \$3,024             | \$270                  | \$267                  |

**Table 8:**  
**Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | TOTAL Impacts per \$100,000 of Spending |                     |                        |                        | DIRECT Impacts per \$100,000 of Spending |                     |                        |                        |
|---|---|---------------------|------------------------|------------------------|--|---------------------|------------------------|------------------------|
|   | Full-Time<br>Equivalent Jobs            | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue | Full-Time<br>Equivalent Jobs             | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue |
| Pima County (AZ)  | 2.97                                    | \$68,287            | \$4,311                | \$4,164                | 1.29                                     | \$36,559            | \$1,389                | \$1,171                |
| Fairfax County (VA)   | 2.91                                    | \$70,102            | \$3,340                | \$3,795                | 1.41                                     | \$38,125            | \$1,042                | \$1,571                |
| Orange County (FL)  | 3.81                                    | \$87,410            | \$3,016                | \$3,511                | 1.13                                     | \$34,742            | \$658                  | \$691                  |
| Greater Columbus Area (OH)  | 3.82                                    | \$91,249            | \$4,258                | \$5,789                | 1.28                                     | \$40,079            | \$975                  | \$1,082                |
| Allegheny County (PA)   | 2.90                                    | \$69,103            | \$4,250                | \$4,758                | 0.87                                     | \$26,987            | \$1,127                | \$1,270                |
| City of San Diego (CA)  | 4.13                                    | \$93,657            | \$4,088                | \$5,134                | 1.78                                     | \$49,119            | \$1,171                | \$1,281                |
| City of Dallas (TX)   | 4.24                                    | \$105,836           | \$4,491                | \$6,060                | 1.60                                     | \$51,265            | \$1,093                | \$1,737                |
| Palm Beach County (FL)  | 2.42                                    | \$64,242            | \$4,885                | \$5,205                | 1.04                                     | \$33,393            | \$1,791                | \$1,929                |
| Greater St. Louis Area (MO)   | 3.21                                    | \$87,821            | \$2,955                | \$4,314                | 1.17                                     | \$40,853            | \$676                  | \$1,121                |
| City of San Antonio (TX)  | 4.36                                    | \$102,048           | \$5,057                | \$5,926                | 1.35                                     | \$41,315            | \$1,001                | \$1,197                |
| Sacramento County (CA)  | 4.46                                    | \$95,061            | \$5,442                | \$6,155                | 1.32                                     | \$35,115            | \$1,782                | \$1,675                |
| City and County of Philadelphia (PA)  | 2.26                                    | \$69,967            | \$4,085                | \$4,422                | 0.77                                     | \$31,803            | \$997                  | \$1,475                |
| City of Phoenix (AZ)  | 3.43                                    | \$80,812            | \$4,187                | \$5,074                | 1.18                                     | \$35,724            | \$1,069                | \$1,190                |
| Broward County (FL)   | 2.75                                    | \$79,382            | \$4,327                | \$4,147                | 1.00                                     | \$37,735            | \$1,341                | \$1,275                |
| Santa Clara County (CA)   | 3.04                                    | \$75,325            | \$3,456                | \$4,220                | 1.56                                     | \$44,751            | \$1,153                | \$1,381                |
| Tarrant County (TX)   | 4.44                                    | \$107,573           | \$6,546                | \$6,934                | 1.78                                     | \$54,814            | \$1,761                | \$1,789                |
| Clark County (NV)   | 2.84                                    | \$78,157            | \$2,614                | \$3,915                | 0.94                                     | \$32,606            | \$397                  | \$1,010                |
| Riverside County (CA)   | 3.04                                    | \$71,875            | \$4,096                | \$4,807                | 1.45                                     | \$41,028            | \$1,400                | \$1,288                |
| Miami-Dade County (FL)  | 2.66                                    | \$90,510            | \$2,655                | \$4,157                | 0.47                                     | \$22,150            | \$572                  | \$978                  |
| City of Chicago (IL)  | 3.07                                    | \$72,795            | \$4,580                | \$4,066                | 1.06                                     | \$31,921            | \$1,091                | \$1,072                |
| San Diego County (CA)   | 4.11                                    | \$93,176            | \$4,073                | \$5,115                | 1.78                                     | \$48,971            | \$1,173                | \$1,284                |
| City of Los Angeles (CA)  | 2.76                                    | \$93,382            | \$4,332                | \$4,992                | 1.01                                     | \$47,828            | \$1,279                | \$1,224                |
| Harris County (TX)  | 2.43                                    | \$81,163            | \$3,778                | \$3,516                | 0.90                                     | \$36,605            | \$1,164                | \$1,266                |
| <b>Group F Average</b>  | <b>3.31</b>                             | <b>\$83,867</b>     | <b>\$4,123</b>         | <b>\$4,790</b>         | <b>1.22</b>                              | <b>\$38,847</b>     | <b>\$1,135</b>         | <b>\$1,302</b>         |
| Standard Deviation  | 0.71                                    | \$12,681            | \$899                  | \$912                  | 0.34                                     | \$7,941             | \$358                  | \$287                  |
| Confidence Interval (95 percent)  | 0.29                                    | \$5,182             | \$367                  | \$373                  | 0.14                                     | \$3,245             | \$146                  | \$117                  |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |   |                     |                        |                        |  |                     |                        |                        |
| <b>Average</b>  | <b>3.46</b>                             | <b>\$82,084</b>     | <b>\$3,819</b>         | <b>\$4,656</b>         | <b>1.47</b>                              | <b>\$42,226</b>     | <b>\$1,105</b>         | <b>\$1,305</b>         |
| Standard Deviation  | 0.86                                    | \$13,592            | \$1,189                | \$1,481                | 0.51                                     | \$9,947             | \$550                  | \$659                  |
| Confidence Interval (95 percent)  | 0.14                                    | \$2,268             | \$198                  | \$247                  | 0.09                                     | \$1,660             | \$92                   | \$110                  |

**Table 8:**  
**Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | TOTAL Impacts per \$100,000 of Spending |                     |                        |                        | DIRECT Impacts per \$100,000 of Spending |                     |                        |                        |
|---|---|---------------------|------------------------|------------------------|--|---------------------|------------------------|------------------------|
|   | Full-Time<br>Equivalent Jobs            | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue | Full-Time<br>Equivalent Jobs             | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue |
| Greater Portsmouth Area (NH)                                  | 4.14                                    | \$95,645            | \$5,666                | \$5,399                | 1.84                                     | \$51,860            | \$1,705                | \$1,933                |
| Greater Concord Area (NH)                                     | 3.58                                    | \$82,359            | \$5,134                | \$5,506                | 1.65                                     | \$47,211            | \$1,618                | \$2,074                |
| Greater Aberdeen Area (SD)                                    | 4.15                                    | \$84,313            | \$3,258                | \$3,832                | 1.98                                     | \$48,225            | \$1,022                | \$1,022                |
| Centre Region (PA)  | 3.69                                    | \$91,167            | \$3,654                | \$5,316                | 1.90                                     | \$57,528            | \$971                  | \$1,592                |
| Greater Minot Area (ND)                                       | 2.10                                    | \$39,667            | \$2,037                | \$3,166                | 1.08                                     | \$24,520            | \$414                  | \$1,066                |
| Creative Corridor in Northwest Iowa (IA)                      | 3.17                                    | \$73,884            | \$2,872                | \$2,576                | 1.66                                     | \$47,637            | \$939                  | \$537                  |
| Northern New Hampshire (NH)                                   | 3.45                                    | \$77,271            | \$3,871                | \$4,669                | 1.75                                     | \$47,458            | \$1,338                | \$1,942                |
| Greater Sioux Falls Area (SD)                                 | 4.24                                    | \$94,375            | \$3,025                | \$4,117                | 1.69                                     | \$49,027            | \$772                  | \$822                  |
| Greater Athens Area (GA)                                      | 4.27                                    | \$89,838            | \$3,808                | \$2,530                | 2.20                                     | \$56,254            | \$460                  | \$281                  |
| Greater Rockford Area (IL)                                    | 5.03                                    | \$94,699            | \$6,212                | \$4,686                | 2.10                                     | \$48,838            | \$1,824                | \$889                  |
| Greater Peoria Area (IL)                                      | 4.65                                    | \$99,548            | \$5,779                | \$4,402                | 1.73                                     | \$46,601            | \$1,553                | \$655                  |
| Greater Fox Cities Region (WI)                                | 1.26                                    | \$26,427            | \$1,249                | \$1,786                | 0.39                                     | \$10,235            | \$500                  | \$401                  |
| Northern Tier Region (PA)                                     | 3.39                                    | \$69,336            | \$3,697                | \$4,229                | 1.77                                     | \$41,835            | \$1,697                | \$1,621                |
| Northwest Arkansas Area (AR)                                  | 3.53                                    | \$70,777            | \$1,388                | \$5,321                | 1.48                                     | \$36,618            | \$330                  | \$1,255                |
| Mahoning Valley Region (OH)                                   | 4.38                                    | \$83,229            | \$4,117                | \$4,247                | 1.54                                     | \$35,542            | \$1,046                | \$978                  |
| Iowa Cultural Corridor (IA)                                   | 3.90                                    | \$73,073            | \$3,576                | \$3,633                | 1.89                                     | \$42,460            | \$755                  | \$585                  |
| Pikes Peak Region (CO)  | 2.78                                    | \$66,007            | \$3,806                | \$2,714                | 1.13                                     | \$33,211            | \$894                  | \$729                  |
| Greater Columbia Area (SC)                                    | 4.54                                    | \$94,194            | \$3,929                | \$5,062                | 1.57                                     | \$41,166            | \$783                  | \$923                  |
| Lehigh Valley Region (PA)                                     | 3.38                                    | \$65,647            | \$3,831                | \$4,676                | 1.36                                     | \$32,299            | \$1,062                | \$1,068                |
| West Valley Region (AZ)                                       | 4.18                                    | \$101,303           | \$4,840                | \$5,918                | 1.59                                     | \$49,350            | \$1,336                | \$1,477                |
| Greater Harrisburg Area (PA)                                  | 3.92                                    | \$82,458            | \$4,621                | \$5,276                | 1.29                                     | \$34,821            | \$1,481                | \$1,105                |
| Greater Hartford Area (CT)                                    | 3.20                                    | \$91,844            | \$2,198                | \$5,948                | 1.36                                     | \$47,539            | \$635                  | \$1,425                |
| Greater Portland Area (OR)                                    | 3.55                                    | \$83,968            | \$4,086                | \$4,496                | 1.35                                     | \$40,609            | \$1,046                | \$1,297                |
| Metropolitan Kansas City Area (MO/KS)                         | 3.02                                    | \$90,269            | \$2,621                | \$3,736                | 0.58                                     | \$22,649            | \$347                  | \$350                  |
| Greater Milwaukee Area (WI)                                   | 3.89                                    | \$84,897            | \$5,586                | \$6,336                | 1.46                                     | \$40,517            | \$1,429                | \$1,507                |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 8:**  
**Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | TOTAL Impacts per \$100,000 of Spending |                 |                |                | DIRECT Impacts per \$100,000 of Spending |                 |                |                |
|---|---|-----------------|----------------|----------------|--|-----------------|----------------|----------------|
|   | Full-Time                               | Household       | Local          | State          | Full-Time                                | Household       | Local          | State          |
|   | Equivalent Jobs                         | Income          | Govt. Revenue  | Govt. Revenue  | Equivalent Jobs                          | Income          | Govt. Revenue  | Govt. Revenue  |
| Central Florida Region (FL)                                   | 3.73                                    | \$83,925        | \$4,384        | \$5,015        | 1.16                                     | \$34,255        | \$1,033        | \$1,026        |
| Greater Washington DC Region (DC/MD/VA)                       | 2.14                                    | \$67,256        | \$10,074       | \$1,129        | 1.48                                     | \$53,339        | \$5,169        | \$372          |
| Greater Philadelphia Region (PA)                              | 3.46                                    | \$86,983        | \$4,830        | \$6,730        | 1.16                                     | \$37,351        | \$1,304        | \$2,049        |
| Southeastern Michigan Region (MI)                             | 4.53                                    | \$99,798        | \$4,589        | \$7,476        | 1.69                                     | \$45,889        | \$1,344        | \$2,196        |
| Greater Houston Area (TX)                                     | 3.86                                    | \$91,192        | \$5,581        | \$7,183        | 1.47                                     | \$42,379        | \$1,756        | \$2,007        |
| North Texas Region (TX)                                       | 4.36                                    | \$112,511       | \$5,561        | \$7,338        | 1.68                                     | \$58,641        | \$1,416        | \$1,914        |
| <b>Regional Average</b>                                       | <b>3.66</b>                             | <b>\$82,189</b> | <b>\$4,190</b> | <b>\$4,660</b> | <b>1.52</b>                              | <b>\$42,125</b> | <b>\$1,225</b> | <b>\$1,197</b> |
| Standard Deviation  | 0.81                                    | \$17,412        | \$1,677        | \$1,566        | 0.39                                     | \$10,584        | \$853          | \$577          |
| Confidence Interval (95 percent)                              | 0.28                                    | \$6,129         | \$590          | \$551          | 0.14                                     | \$3,726         | \$300          | \$203          |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | TOTAL Impacts per \$100,000 of Spending |                 |                |                | DIRECT Impacts per \$100,000 of Spending |                 |                |                |
|--|---|-----------------|----------------|----------------|--|-----------------|----------------|----------------|
|  | Full-Time                               | Household       | Local          | State          | Full-Time                                | Household       | Local          | State          |
|  | Equivalent Jobs                         | Income          | Govt. Revenue  | Govt. Revenue  | Equivalent Jobs                          | Income          | Govt. Revenue  | Govt. Revenue  |
| State of South Dakota  | 3.59                                    | \$83,374        | \$2,605        | \$3,676        | 2.62                                     | \$64,070        | \$1,674        | \$2,375        |
| State of Delaware  | 2.70                                    | \$81,071        | \$1,130        | \$5,751        | 1.91                                     | \$60,099        | \$656          | \$4,195        |
| State of Hawai'i   | 3.38                                    | \$83,925        | \$1,956        | \$8,776        | 2.31                                     | \$61,058        | \$1,185        | \$5,200        |
| State of New Hampshire   | 3.79                                    | \$85,998        | \$4,643        | \$5,837        | 2.84                                     | \$67,791        | \$2,634        | \$4,090        |
| State of Nebraska  | 4.22                                    | \$105,896       | \$4,076        | \$5,107        | 3.00                                     | \$79,138        | \$2,649        | \$3,525        |
| State of Connecticut   | 3.16                                    | \$82,164        | \$4,192        | \$4,615        | 2.21                                     | \$60,847        | \$2,355        | \$3,173        |
| State of Wisconsin   | 4.78                                    | \$98,016        | \$5,149        | \$5,542        | 3.49                                     | \$75,825        | \$3,297        | \$3,926        |
| State of North Carolina  | 3.92                                    | \$85,130        | \$3,144        | \$4,382        | 2.88                                     | \$66,021        | \$2,033        | \$3,029        |
| State of Pennsylvania  | 3.46                                    | \$85,493        | \$4,830        | \$6,159        | 2.36                                     | \$62,261        | \$3,313        | \$4,548        |
| State of Illinois  | 3.20                                    | \$95,629        | \$5,101        | \$5,291        | 2.29                                     | \$72,080        | \$3,314        | \$3,842        |
| <b>Statewide Average</b>                                       | <b>3.62</b>                             | <b>\$88,670</b> | <b>\$3,683</b> | <b>\$5,514</b> | <b>2.59</b>                              | <b>\$66,919</b> | <b>\$2,311</b> | <b>\$3,790</b> |
| Standard Deviation   | 0.59                                    | \$8,252         | \$1,405        | \$1,370        | 0.47                                     | \$6,703         | \$925          | \$808          |
| Confidence Interval (95 percent)                               | 0.37                                    | \$5,115         | \$871          | \$849          | 0.29                                     | \$4,154         | \$573          | \$501          |



**Table 8:**  
**Economic Impact Per \$100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | TOTAL Impacts per \$100,000 of Spending |                     |                        |                        | DIRECT Impacts per \$100,000 of Spending |                     |                        |                        |
|---|---|---------------------|------------------------|------------------------|--|---------------------|------------------------|------------------------|
|   | Full-Time<br>Equivalent Jobs            | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue | Full-Time<br>Equivalent Jobs             | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue |
| Grand Center Arts District (St. Louis, MO)                      | 4.46                                    | \$101,626           | \$4,596                | \$4,087                | 1.85                                     | \$53,397            | \$966                  | \$954                  |
| Dallas Arts District (Dallas, TX)                               | 4.19                                    | \$104,204           | \$4,468                | \$6,031                | 1.52                                     | \$48,749            | \$1,094                | \$1,728                |
| <b>Arts District Average</b>                                    | <b>4.33</b>                             | <b>\$102,915</b>    | <b>\$4,532</b>         | <b>\$5,059</b>         | <b>1.69</b>                              | <b>\$51,073</b>     | <b>\$1,030</b>         | <b>\$1,341</b>         |
| Standard Deviation  | 0.19                                    | \$1,823             | \$91                   | \$1,375                | 0.23                                     | \$3,287             | \$91                   | \$547                  |
| Confidence Interval (95 percent)                                | 0.26                                    | \$2,526             | \$125                  | \$1,905                | 0.32                                     | \$4,555             | \$125                  | \$759                  |

**Table Notes:**

<sup>1</sup> The economic impact findings for the District of Columbia (DC) are excluded from the calculation of the economic impact summary statistics on this table due to Washington, DC's unique status as a study region with no state government.

## Explanation of Table 9: Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

This table presents the total itemized expenditures made by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Summary statistics are calculated for each population group.

### **Column Two:**

The total staff/employee expenses paid by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Staff and employee expenses include payroll, payroll taxes, fringe benefits, and costs for full-time contractors.

### **Column Three:**

The total overhead and programmatic expenses paid by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Overhead and programmatic expenses include marketing and advertising costs, supplies purchases, travel, insurance, communication costs, and programmatic costs.

### **Column Four:**

The total facility expenses paid by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Facility expenses include rental and/or lease costs, mortgage costs, property taxes, and utilities.

### **Column Five:**

The total fees paid to/for artists from within the study region by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Artist expenses include wages, taxes, and fringe benefits.

### **Column Six:**

The total fees paid to/for artists from outside the study region by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Artist expenses include wages, taxes, and fringe benefits.

### **Column Seven:**

The total operating expenditures made by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is the sum of Columns Two through Six. (See the organizational expenditure survey instrument in Appendix C for a detailed breakdown of organizational expenditure categories.) These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for non-responding organizations.

### **Column Eight:**

The total capital expenditures made by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Capital expenditures are payments to buy, build, replace, improve, or expand an asset, equipment, or a facility which will last for more than one year and which, under generally accepted accounting principles, are not properly chargeable as an expense of operation or maintenance. In other words, they are capitalized and may be depreciated or amortized. In most cases, capital expenditures for renovation of existing facilities, construction of new facilities, and purchase of property have been excluded from the analysis. These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for non-responding organizations.

### **Column Nine:**

The total organizational expenditures of nonprofit arts and culture organizations in each study region during year fiscal 2010. This figure is the sum of total operating expenditures (Column Seven) and total capital expenditures (Column Eight).

### **Column Ten:**

The number of eligible nonprofit arts and culture organizations from which detailed expenditure and event attendance data were collected in each participating study region.

## Explanation of Table 9: Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

| <b>Population Cohort Group A</b><br>Population Fewer than 50,000<br>Sample Size = 27 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><u>Local</u><br>Artists | <b>Payments to/for</b><br><u>Non-Local</u><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|--|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| City of Gunnison (CO)*** <sup>3</sup>  | n/a  | n/a  | n/a                         | n/a   | n/a   | n/a                              | n/a                            | n/a                                    | 1                     |
| Town of Telluride (CO)*  | \$7,242,356                                    | \$5,002,377  | \$1,402,586                 | \$1,574,702                                       | \$868,061   | <b>\$16,090,082</b>              | \$521,315                      | <b>\$16,611,397</b>                    | 24                    |
| Town of Crested Butte (CO)***  | \$702,263                                      | \$784,393  | \$145,577                   | \$43,975  | \$406,462   | <b>\$2,082,670</b>               | \$1,049,362                    | <b>\$3,132,032</b>                     | 11                    |
| Town of Newmarket (NH)   | \$1,998  | \$27,913   | \$3,292                     | \$16,938  | \$2,231   | <b>\$52,372</b>                  | \$8,355                        | <b>\$60,727</b>                        | 3                     |
| Greater Ketchikan Area (AK)  | \$1,219,971                                    | \$244,711  | \$154,538                   | \$27,695  | \$28,846  | <b>\$1,675,761</b>               | \$364,281                      | <b>\$2,040,042</b>                     | 10                    |
| Gunnison County (CO)   | \$823,564                                      | \$932,308  | \$156,558                   | \$53,011  | \$406,462   | <b>\$2,371,903</b>               | \$1,062,804                    | <b>\$3,434,707</b>                     | 12                    |
| City of Durango (CO)   | \$1,638,365                                    | \$1,514,815  | \$340,430                   | \$95,858  | \$557,538   | <b>\$4,147,006</b>               | \$1,685,798                    | <b>\$5,832,804</b>                     | 15                    |
| Teton County (WY)*   | \$5,149,269                                    | \$3,878,332  | \$1,319,868                 | \$162,855   | \$1,529,439   | <b>\$12,039,763</b>              | \$5,899,610                    | <b>\$17,939,373</b>                    | 15                    |
| City of Laguna Beach (CA)* <sup>1</sup>  | \$11,696,795                                   | \$8,483,224  | \$2,258,397                 | \$2,520,376                                       | \$1,329,648   | <b>\$26,288,440</b>              | \$1,389,490                    | <b>\$27,677,930</b>                    | 17                    |
| City of Fairfax (VA)***  | \$3,196,523                                    | \$2,625,606  | \$620,828                   | \$407,857   | \$435,825   | <b>\$7,286,639</b>               | \$182,540                      | <b>\$7,469,179</b>                     | 7                     |
| City of Auburn (NY) <sup>1</sup>   | \$623,649                                      | \$854,903  | \$271,445                   | \$111,185   | \$31,340  | <b>\$1,892,522</b>               | \$61,993                       | <b>\$1,954,515</b>                     | 7                     |
| City of Slidell (LA)***  | \$267,441                                      | \$344,580  | \$79,349                    | \$79,995  | \$94,824  | <b>\$866,189</b>                 | \$36,442                       | <b>\$902,631</b>                       | 16                    |
| City of Winter Park (FL)***  | \$5,095,449                                    | \$4,732,012  | \$823,798                   | \$710,776   | \$360,609   | <b>\$11,722,644</b>              | \$4,260,180                    | <b>\$15,982,824</b>                    | 18                    |
| Greater Elkins Area (WV)   | \$546,529                                      | \$822,154  | \$108,006                   | \$93,277  | \$63,159  | <b>\$1,633,125</b>               | \$11,700                       | <b>\$1,644,825</b>                     | 6                     |
| Transylvania County (NC)   | \$2,296,086                                    | \$1,217,982  | \$315,283                   | \$68,377  | \$305,036   | <b>\$4,202,764</b>               | \$163,378                      | <b>\$4,366,142</b>                     | 14                    |
| City of Rochester (NH)   | \$2,268,266                                    | \$994,621  | \$358,143                   | \$131,591   | \$150,999   | <b>\$3,903,620</b>               | \$418,831                      | <b>\$4,322,451</b>                     | 12                    |
| City and Borough of Juneau (AK)  | \$2,638,197                                    | \$1,873,011  | \$471,595                   | \$254,912   | \$106,247   | <b>\$5,343,962</b>               | \$275,565                      | <b>\$5,619,527</b>                     | 18                    |
| Princeton (NJ)**   | \$20,143,539                                   | \$11,659,993   | \$2,362,390                 | \$288,273   | \$1,241,722   | <b>\$35,695,917</b>              | \$4,242,331                    | <b>\$39,938,248</b>                    | 16                    |
| Platte County (NE)   | \$644,608                                      | \$202,491  | \$55,413                    | \$450   | \$0   | <b>\$902,962</b>                 | \$62,922                       | <b>\$965,884</b>                       | 8                     |
| Adams County (NE)  | \$3,014,572                                    | \$1,398,897  | \$452,983                   | \$236,926   | \$219,915   | <b>\$5,323,293</b>               | \$106,540                      | <b>\$5,429,833</b>                     | 26                    |
| City of Fairbanks (AK)   | \$2,619,530                                    | \$2,455,994  | \$440,131                   | \$444,798   | \$586,709   | <b>\$6,547,162</b>               | \$14,140                       | <b>\$6,561,302</b>                     | 17                    |
| City of West Hollywood (CA)** <sup>1,2</sup>   | \$8,839,362                                    | \$7,633,972  | \$1,753,637                 | \$1,313,406                                       | \$1,178,032   | <b>\$20,718,409</b>              | \$0                            | <b>\$20,718,409</b>                    | 15                    |
| City of Pittsfield (MA)** <sup>1,2</sup>   | \$5,511,773                                    | \$5,500,607  | \$1,008,235                 | \$599,050   | \$298,437   | <b>\$12,918,102</b>              | \$0                            | <b>\$12,918,102</b>                    | 30                    |
| Windham County (VT)*   | \$3,002,946                                    | \$2,749,726  | \$722,437                   | \$320,691   | \$441,345   | <b>\$7,237,145</b>               | \$319,531                      | <b>\$7,556,676</b>                     | 39                    |
| Iron County (UT)*  | \$3,024,783                                    | \$2,900,160  | \$408,006                   | \$521,794   | \$1,969,460   | <b>\$8,824,203</b>               | \$573,675                      | <b>\$9,397,878</b>                     | 13                    |
| Watauga County (NC)  | \$998,632                                      | \$801,041  | \$121,395                   | \$105,177   | \$606,205   | <b>\$2,632,450</b>               | \$42,979                       | <b>\$2,675,429</b>                     | 10                    |
| Buffalo County (NE)  | \$2,962,648                                    | \$1,295,547  | \$261,506                   | \$151,160   | \$217,943   | <b>\$4,888,804</b>               | \$418,181                      | <b>\$5,306,985</b>                     | 15                    |
| <b>Group A Average</b>   | <b>\$3,566,312</b>                             | <b>\$2,632,566</b>                                       | <b>\$608,400</b>            | <b>\$383,116</b>                                  | <b>\$497,648</b>                                      | <b>\$7,688,042</b>               | <b>\$858,718</b>               | <b>\$8,546,760</b>                     | <b>14.6</b>           |
| Percent of Group A Total   | 41.7%  | 30.8%  | 7.1%                        | 4.5%  | 5.8%  | 90.0%                            | 10.0%                          | 100.0%                                 |                       |
| Average Excluding Outliers/Exclusions  | \$1,592,615                                    | \$1,045,456  | \$250,766                   | \$127,954   | \$234,474   | \$3,251,265                      | \$335,533                      | \$3,586,798                            |                       |
| Group A Median   | \$2,619,530                                    | \$1,398,897  | \$358,143                   | \$151,160   | \$360,609   | \$4,888,804                      | \$275,565                      | \$5,429,833                            |                       |

## Explanation of Table 9: Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

| <b>Population Cohort Group B</b><br>Population 50,000 to 99,999<br>Sample Size = 19 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><b>Local</b><br>Artists | <b>Payments to/for</b><br><b>Non-Local</b><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|---|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| Chenango County (NY) <sup>1,2</sup>   | \$356,657                                      | \$473,963  | \$90,857                    | \$66,410  | \$31,382  | \$1,019,269                      | \$0                            | \$1,019,269                            | 12                    |
| City of La Crosse (WI)  | \$1,372,461                                    | \$901,461  | \$404,628                   | \$124,295   | \$265,928   | \$3,068,773                      | \$228,749                      | \$3,297,522                            | 11                    |
| Lenoir County (NC)  | \$422,548                                      | \$171,546  | \$93,967                    | \$39,957  | \$29,711  | \$757,729                        | \$161,505                      | \$919,234                              | 4                     |
| City of Dubuque (IA)  | \$6,612,215                                    | \$4,990,788  | \$1,432,634                 | \$910,375   | \$570,734   | \$14,516,746                     | \$3,072,969                    | \$17,589,715                           | 44                    |
| Greater Enid Area (OK)  | \$1,422,764                                    | \$611,787  | \$196,978                   | \$100,789   | \$62,494  | \$2,394,812                      | \$2,623,983                    | \$5,018,795                            | 12                    |
| City of Flagstaff (AZ) <sup>1</sup>   | \$17,315,064                                   | \$13,217,305   | \$2,998,940                 | \$2,239,915                                       | \$1,043,350   | \$36,814,574                     | \$960,000                      | \$37,774,574                           | 37                    |
| City of Portland (ME)   | \$11,741,650                                   | \$7,862,926  | \$2,715,060                 | \$1,685,025                                       | \$1,587,840   | \$25,592,501                     | \$914,135                      | \$26,506,636                           | 38                    |
| Athens County (OH) <sup>1</sup>   | \$7,179,908                                    | \$5,002,483  | \$1,251,211                 | \$1,634,078                                       | \$705,762   | \$15,773,442                     | \$977,567                      | \$16,751,009                           | 40                    |
| Rutherford County (NC)  | \$249,485                                      | \$119,108  | \$16,082                    | \$9,250   | \$128,554   | \$522,479                        | \$5,893                        | \$528,372                              | 4                     |
| City of Walnut Creek (CA) <sup>1</sup>  | \$7,730,726                                    | \$6,585,345  | \$1,356,774                 | \$1,484,188                                       | \$788,887   | \$17,945,920                     | \$190,778                      | \$18,136,698                           | 22                    |
| City of Missoula (MT)   | \$7,259,411                                    | \$4,175,874  | \$954,066                   | \$687,125   | \$335,270   | \$13,411,746                     | \$201,037                      | \$13,612,783                           | 32                    |
| City of Bloomington (IN)  | \$21,191,288                                   | \$14,860,084   | \$3,706,191                 | \$2,973,597                                       | \$2,399,055   | \$45,130,215                     | \$7,170,191                    | \$52,300,406                           | 40                    |
| City of Miami Beach (FL)***   | \$15,414,871                                   | \$14,994,041   | \$3,724,275                 | \$4,992,903                                       | \$1,778,571   | \$40,904,661                     | \$57,057,289                   | \$97,961,950                           | 60                    |
| Greater Parkersburg Area (WV)   | \$408,497                                      | \$378,103  | \$86,198                    | \$52,479  | \$47,556  | \$972,833                        | \$34,742                       | \$1,007,575                            | 8                     |
| Moore County (NC)   | \$932,441                                      | \$1,178,521  | \$313,671                   | \$225,299   | \$297,242   | \$2,947,174                      | \$219,339                      | \$3,166,513                            | 36                    |
| Indiana County (PA) <sup>1</sup>  | \$166,374                                      | \$143,500  | \$12,072                    | \$104,361   | \$5,940   | \$432,247                        | \$12,345                       | \$444,592                              | 5                     |
| Buchanan County (MO)  | \$3,362,905                                    | \$1,598,949  | \$605,148                   | \$40,555  | \$247,843   | \$5,855,400                      | \$390,474                      | \$6,245,874                            | 18                    |
| City of Boulder (CO)  | \$3,738,394                                    | \$2,217,463  | \$696,457                   | \$624,633   | \$329,282   | \$7,606,229                      | \$1,018,673                    | \$8,624,902                            | 22                    |
| Eau Claire County (WI)  | \$991,524                                      | \$811,336  | \$347,851                   | \$26,447  | \$153,206   | \$2,330,364                      | \$511,287                      | \$2,841,651                            | 7                     |
| <b>Group B Average</b>  | <b>\$5,677,325</b>                             | <b>\$4,226,031</b>                                       | <b>\$1,105,424</b>          | <b>\$948,510</b>                                  | <b>\$568,874</b>                                      | <b>\$12,526,164</b>              | <b>\$3,986,892</b>             | <b>\$16,513,056</b>                    | <b>23.8</b>           |
| Percent of Group B Total  | 34.4%  | 25.6%  | 6.7%                        | 5.7%  | 3.4%  | 75.9%                            | 24.1%                          | 100.0%                                 |                       |
| Average <u>Excluding</u> Outliers/Exclusions  | \$5,136,351                                    | \$3,627,808  | \$959,933                   | \$723,821   | \$501,669   | \$10,949,581                     | \$1,038,537                    | \$11,988,118                           |                       |
| Group B Median  | \$3,362,905                                    | \$1,598,949  | \$605,148                   | \$225,299   | \$297,242   | \$5,855,400                      | \$390,474                      | \$6,245,874                            |                       |

## Explanation of Table 9: Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

| <b>Population Cohort Group C</b><br>Population 100,000 to 249,999<br>Sample Size = 28 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><b>Local</b><br>Artists | <b>Payments to/for</b><br><b>Non-Local</b><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|---|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| City of Rochester (MN)  | \$9,433,038                                    | \$5,133,277  | \$1,483,373                 | \$452,061   | \$587,152   | \$17,088,901                     | \$2,033,819                    | \$19,122,720                           | 33                    |
| Tompkins County (NY) <sup>1</sup>   | \$6,407,456                                    | \$4,652,123  | \$907,298                   | \$808,926   | \$489,271   | \$13,265,074                     | \$113,582                      | \$13,378,656                           | 28                    |
| Wayne County (NC)   | \$505,215                                      | \$233,042  | \$622,251                   | \$24,221  | \$86,050  | \$1,470,779                      | \$4,826                        | \$1,475,605                            | 14                    |
| City of McKinney (TX)   | \$201,386                                      | \$214,147  | \$83,199                    | \$6,175   | \$69,500  | \$574,407                        | \$57,296                       | \$631,703                              | 5                     |
| Orange County (NC)  | \$30,831,560                                   | \$17,948,701   | \$4,449,894                 | \$4,976,028                                       | \$4,297,164   | \$62,503,347                     | \$1,399,328                    | \$63,902,675                           | 96                    |
| Town of Cary (NC)***  | \$2,089,052                                    | \$1,308,608  | \$259,746                   | \$193,092   | \$181,618   | \$4,032,116                      | \$185,679                      | \$4,217,795                            | 37                    |
| Marathon County (WI)  | \$2,018,182                                    | \$1,405,973  | \$386,260                   | \$132,503   | \$1,243,942   | \$5,186,860                      | \$75,003                       | \$5,261,863                            | 8                     |
| Greater Charlottesville Area (VA)**   | \$20,855,187                                   | \$14,816,163   | \$2,826,291                 | \$1,750,405                                       | \$2,675,277   | \$42,923,323                     | \$6,573,792                    | \$49,497,115                           | 41                    |
| City of Fort Collins (CO)   | \$3,472,317                                    | \$3,235,033  | \$643,141                   | \$545,282   | \$737,092   | \$8,632,865                      | \$381,287                      | \$9,014,152                            | 21                    |
| Cambria County (PA) <sup>1</sup>  | \$2,470,574                                    | \$4,104,349  | \$594,813                   | \$825,855   | \$56,444  | \$8,052,035                      | \$1,098,001                    | \$9,150,036                            | 13                    |
| City of Alexandria (VA)   | \$11,040,798                                   | \$8,151,525  | \$2,439,293                 | \$2,224,060                                       | \$1,692,270   | \$25,547,946                     | \$527,073                      | \$26,075,019                           | 62                    |
| City of Eugene (OR)   | \$16,026,136                                   | \$8,146,030  | \$2,279,961                 | \$1,765,969                                       | \$1,019,319   | \$29,237,415                     | \$234,148                      | \$29,471,563                           | 29                    |
| Pitt County (NC)  | \$4,905,000                                    | \$523,191  | \$179,303                   | \$75,337  | \$220,580   | \$5,903,411                      | \$259,326                      | \$6,162,737                            | 22                    |
| City of Santa Clarita (CA) <sup>1,2</sup>   | \$2,421,300                                    | \$1,945,832  | \$464,228                   | \$763,659   | \$212,132   | \$5,807,151                      | \$0                            | \$5,807,151                            | 11                    |
| City of Providence (RI)** <sup>1</sup>  | \$40,129,761                                   | \$28,970,443   | \$6,434,602                 | \$4,037,610                                       | \$3,380,035   | \$82,952,451                     | \$1,034,591                    | \$83,987,042                           | 54                    |
| Erie (PA) <sup>1,2</sup>  | \$4,461,591                                    | \$4,942,593  | \$448,970                   | \$721,641   | \$73,867  | \$10,648,662                     | \$0                            | \$10,648,662                           | 27                    |
| New Hanover County (NC)   | \$3,362,170                                    | \$1,431,453  | \$449,244                   | \$237,122   | \$191,768   | \$5,671,757                      | \$70,901                       | \$5,742,658                            | 25                    |
| City of Glendale (CA) <sup>1,2</sup>  | \$2,361,474                                    | \$2,368,357  | \$360,095                   | \$561,770   | \$141,749   | \$5,793,445                      | \$0                            | \$5,793,445                            | 29                    |
| City of Tacoma (WA)   | \$14,557,176                                   | \$12,191,926   | \$3,107,492                 | \$1,021,384                                       | \$1,285,613   | \$32,163,591                     | \$2,698,080                    | \$34,861,671                           | 44                    |
| Whatcom County (WA)   | \$4,240,581                                    | \$2,296,128  | \$891,093                   | \$166,872   | \$746,199   | \$8,340,873                      | \$308,174                      | \$8,649,047                            | 25                    |
| City of Boise (ID)  | \$9,882,825                                    | \$6,317,179  | \$1,920,944                 | \$2,020,009                                       | \$2,103,509   | \$22,244,466                     | \$497,498                      | \$22,741,964                           | 36                    |
| Lackawanna County (PA) <sup>1,2</sup>   | \$6,196,745                                    | \$5,365,485  | \$1,071,726                 | \$1,108,985                                       | \$659,233   | \$14,402,174                     | \$0                            | \$14,402,174                           | 43                    |
| Arlington County (VA)   | \$37,204,665                                   | \$34,967,151   | \$6,844,570                 | \$5,235,930                                       | \$5,737,190   | \$89,989,506                     | \$63,551                       | \$90,053,057                           | 37                    |
| City of Orlando (FL)***   | \$20,090,897                                   | \$14,482,765   | \$4,712,960                 | \$2,223,721                                       | \$1,427,950   | \$42,938,293                     | \$5,193,782                    | \$48,132,075                           | 32                    |
| Buncombe County (NC)  | \$6,867,433                                    | \$5,695,610  | \$2,099,605                 | \$999,906   | \$1,001,306   | \$16,663,860                     | \$264,853                      | \$16,928,713                           | 34                    |
| St. Tammany Parish (LA)   | \$2,897,740                                    | \$1,700,124  | \$349,157                   | \$283,239   | \$187,206   | \$5,417,466                      | \$147,557                      | \$5,565,023                            | 38                    |
| Alachua County (FL)   | \$13,403,218                                   | \$9,833,684  | \$1,999,423                 | \$2,778,882                                       | \$3,406,395   | \$31,421,602                     | \$916,088                      | \$32,337,690                           | 31                    |
| Greater Jackson Area (MS)   | \$2,301,386                                    | \$1,226,663  | \$81,219                    | \$284,687   | \$76,509  | \$3,970,464                      | \$105,356                      | \$4,075,820                            | 7                     |
| <b>Group C Average</b>  | <b>\$10,022,674</b>                            | <b>\$7,271,698</b>                                       | <b>\$1,728,220</b>          | <b>\$1,293,762</b>                                | <b>\$1,213,798</b>                                    | <b>\$21,530,151</b>              | <b>\$865,843</b>               | <b>\$22,395,994</b>                    | <b>31.5</b>           |
| Percent of Group C Total  | 44.8%  | 32.5%  | 7.7%                        | 5.8%  | 5.4%  | 96.1%                            | 3.9%                           | 100.0%                                 |                       |
| Average <u>Ex</u> cluding Outliers/Exclusions   | \$8,227,915                                    | \$6,001,232  | \$1,423,190                 | \$1,167,521                                       | \$1,096,728   | \$17,916,586                     | \$468,989                      | \$18,385,575                           |                       |
| Group C Median  | \$5,550,873                                    | \$4,797,358  | \$899,196                   | \$786,293   | \$698,163   | \$11,956,868                     | \$246,737                      | \$12,013,659                           |                       |

## Explanation of Table 9: Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

| <b>Population Cohort Group D</b><br>Population 250,000 to 499,999<br>Sample Size = 22 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><u>Local</u><br>Artists | <b>Payments to/for</b><br><u>Non-Local</u><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|---|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| City of Lincoln (NE)  | \$14,437,801                                   | \$8,420,543  | \$3,009,577                 | \$1,532,407                                       | \$1,806,514   | \$29,206,842                     | \$4,282,346                    | \$33,489,188                           | 41                    |
| Durham County (NC)  | \$30,864,191                                   | \$24,153,863   | \$4,880,963                 | \$4,462,457                                       | \$4,129,256   | \$68,490,730                     | \$5,629,445                    | \$74,120,175                           | 56                    |
| Osceola County (FL)   | \$436,962                                      | \$373,836  | \$94,050                    | \$1,825   | \$16,050  | \$922,723                        | \$968,500                      | \$1,891,223                            | 3                     |
| City of Newark (NJ)   | \$31,973,446                                   | \$21,678,224   | \$4,929,025                 | \$1,639,519                                       | \$9,232,185   | \$69,452,399                     | \$4,851,089                    | \$74,303,488                           | 23                    |
| City of Riverside (CA)*** 1,2   | \$6,259,892                                    | \$5,408,973  | \$1,189,889                 | \$766,006   | \$817,677   | \$14,442,437                     | \$0                            | \$14,442,437                           | 37                    |
| Lexington-Fayette Urban County (KY)   | \$3,231,431                                    | \$2,924,872  | \$551,204                   | \$925,030   | \$212,824   | \$7,845,361                      | \$262,172                      | \$8,107,533                            | 22                    |
| Loudoun County (VA)   | \$4,183,976                                    | \$2,846,379  | \$633,338                   | \$448,224   | \$281,221   | \$8,393,138                      | \$198,683                      | \$8,591,821                            | 35                    |
| Cumberland County (NC)  | \$11,347,123                                   | \$8,431,695  | \$8,002,931                 | \$1,952,518                                       | \$1,582,401   | \$31,316,668                     | \$878,254                      | \$32,194,922                           | 24                    |
| Greater Chattanooga Area (TN)   | \$16,360,212                                   | \$11,199,692   | \$2,867,791                 | \$3,176,079                                       | \$1,514,764   | \$35,118,538                     | \$5,296,190                    | \$40,414,728                           | 48                    |
| Forsyth County (NC)   | \$31,400,911                                   | \$21,415,393   | \$5,948,183                 | \$2,076,062                                       | \$1,617,399   | \$62,457,948                     | \$8,215,216                    | \$70,673,164                           | 55                    |
| City of Wichita (KS)  | \$17,700,853                                   | \$12,135,570   | \$2,832,080                 | \$2,034,459                                       | \$1,170,139   | \$35,873,101                     | \$1,221,062                    | \$37,094,163                           | 23                    |
| Sarasota County (FL)  | \$48,271,922                                   | \$37,183,420   | \$20,417,861                | \$3,213,049                                       | \$7,510,163   | \$116,596,415                    | \$12,677,215                   | \$129,273,630                          | 39                    |
| City of Oakland (CA) 1,2  | \$14,930,929                                   | \$10,696,227   | \$2,162,466                 | \$2,674,703                                       | \$1,190,710   | \$31,655,035                     | \$0                            | \$31,655,035                           | 53                    |
| Santa Barbara County (CA) 1   | \$32,775,864                                   | \$29,356,173   | \$6,095,987                 | \$5,702,706                                       | \$3,260,998   | \$77,191,728                     | \$2,502,498                    | \$79,694,226                           | 73                    |
| City of Miami (FL)***   | \$55,042,569                                   | \$133,346,540  | \$13,185,774                | \$3,926,659                                       | \$17,605,022  | \$223,106,564                    | \$119,469,217                  | \$342,575,781                          | 165                   |
| Seminole County (FL)  | \$305,618                                      | \$431,120  | \$205,468                   | \$30,896  | \$45,558  | \$1,018,660                      | \$1,039,232                    | \$2,057,892                            | 11                    |
| City of Omaha (NE)  | \$16,147,995                                   | \$13,793,412   | \$4,955,835                 | \$3,801,419                                       | \$4,210,364   | \$42,909,025                     | \$2,945,257                    | \$45,854,282                           | 28                    |
| Greater Syracuse Area (NY) 1  | \$15,354,026                                   | \$14,811,662   | \$1,817,239                 | \$1,622,568                                       | \$140,433   | \$33,745,928                     | \$146,935                      | \$33,892,863                           | 45                    |
| City of Mesa (AZ) 1   | \$5,544,552                                    | \$6,283,506  | \$1,632,360                 | \$1,057,863                                       | \$57,050  | \$14,575,331                     | \$102,878                      | \$14,678,209                           | 10                    |
| Guilford County (NC)  | \$19,293,853                                   | \$13,987,814   | \$3,067,236                 | \$1,731,784                                       | \$2,490,831   | \$40,571,518                     | \$5,817,904                    | \$46,389,422                           | 59                    |
| Dane County (WI)  | \$28,893,321                                   | \$21,024,795   | \$6,635,483                 | \$3,288,183                                       | \$7,520,428   | \$67,362,210                     | \$1,871,480                    | \$69,233,690                           | 49                    |
| Volusia County (FL)   | \$3,020,480                                    | \$3,507,638  | \$1,079,791                 | \$167,076   | \$1,163,425   | \$8,938,410                      | \$1,134,412                    | \$10,072,822                           | 33                    |
| <b>Group D Average</b>  | <b>\$18,535,360</b>                            | <b>\$18,336,879</b>                                      | <b>\$4,372,479</b>          | <b>\$2,101,431</b>                                | <b>\$3,071,610</b>                                    | <b>\$46,417,760</b>              | <b>\$8,159,545</b>             | <b>\$54,577,304</b>                    | <b>42.4</b>           |
| Percent of Group D Total  | 34.0%  | 33.6%  | 8.0%                        | 3.9%  | 5.6%  | 85.0%                            | 15.0%                          | 100.0%                                 |                       |
| Average <u>Excluding</u> Outliers/Exclusions  | \$17,323,773                                   | \$13,232,792   | \$4,090,943                 | \$2,076,941                                       | \$2,457,636   | \$39,182,085                     | \$3,002,038                    | \$42,184,124                           |                       |
| Group D Median  | \$15,751,011                                   | \$11,667,631   | \$2,938,684                 | \$1,842,151                                       | \$1,548,583   | \$34,432,233                     | \$1,546,271                    | \$35,493,513                           |                       |



## Explanation of Table 9: Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

| <b>Population Cohort Group E</b><br>Population 500,000 to 999,999<br>Sample Size = 20 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><u>Local</u><br>Artists | <b>Payments to/for</b><br><u>Non-Local</u><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|---|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| City of Albuquerque (NM)  | \$28,826,712                                   | \$16,729,974   | \$4,922,507                 | \$4,572,111                                       | \$1,812,995   | \$56,864,299                     | \$4,754,024                    | \$61,618,323                           | 74                    |
| City of Atlanta (GA)  | \$59,221,549                                   | \$64,150,656   | \$9,452,517                 | \$18,700,894                                      | \$13,504,610  | \$165,030,226                    | \$3,083,659                    | \$168,113,885                          | 50                    |
| Polk County (FL)  | \$1,146,779                                    | \$898,888  | \$360,145                   | \$207,873   | \$31,570  | \$2,645,255                      | \$19,195                       | \$2,664,450                            | 10                    |
| Lee County (FL)   | \$10,148,091                                   | \$8,164,329  | \$1,370,873                 | \$1,434,708                                       | \$769,873   | \$21,887,874                     | \$1,253,769                    | \$23,141,643                           | 39                    |
| City of Seattle (WA)  | \$96,806,239                                   | \$110,716,553  | \$17,493,308                | \$20,226,271                                      | \$23,054,532  | \$268,296,903                    | \$3,687,122                    | \$271,984,025                          | 49                    |
| District of Columbia (DC)*  | \$301,033,330                                  | \$218,899,934  | \$58,946,918                | \$58,273,789                                      | \$33,600,518  | \$670,754,489                    | \$17,346,872                   | \$688,101,361                          | 40                    |
| City of Baltimore (MD) <sup>1</sup>   | \$119,427,896                                  | \$92,053,758   | \$18,023,616                | \$13,951,054                                      | \$7,840,863   | \$251,297,187                    | \$14,976,309                   | \$266,273,496                          | 129                   |
| Jefferson County (AL)   | \$38,415,687                                   | \$21,081,655   | \$6,733,433                 | \$4,026,814                                       | \$3,265,902   | \$73,523,491                     | \$15,020,704                   | \$88,544,195                           | 99                    |
| City of Austin (TX)   | \$65,184,433                                   | \$45,225,090   | \$9,257,365                 | \$3,157,775                                       | \$6,562,469   | \$129,387,132                    | \$7,793,156                    | \$137,180,288                          | 95                    |
| City of Indianapolis (IN)   | \$90,680,562                                   | \$61,260,685   | \$15,227,413                | \$5,457,803                                       | \$7,309,026   | \$179,935,489                    | \$12,915,643                   | \$192,851,132                          | 60                    |
| City and County of San Francisco (CA)* <sup>1,2</sup>                                 | \$239,319,069                                  | \$180,681,089  | \$23,264,601                | \$25,847,838                                      | \$3,014,713   | \$472,127,310                    | \$0                            | \$472,127,310                          | 283                   |
| Prince George's County (MD) <sup>1</sup>  | \$8,604,425                                    | \$4,835,845  | \$318,288                   | \$2,563,604                                       | \$0   | \$16,322,162                     | \$562                          | \$16,322,724                           | 26                    |
| Bergen County (NJ)  | \$4,701,256                                    | \$3,933,650  | \$1,023,194                 | \$564,100   | \$685,030   | \$10,907,230                     | \$167,830                      | \$11,075,060                           | 67                    |
| Wake County (NC)  | \$50,975,411                                   | \$26,512,097   | \$3,303,741                 | \$3,230,953                                       | \$2,001,031   | \$86,023,233                     | \$1,783,539                    | \$87,806,772                           | 103                   |
| Fairfield County (CT)   | \$35,298,179                                   | \$23,386,599   | \$5,770,991                 | \$5,218,986                                       | \$3,446,514   | \$73,121,269                     | \$10,839,348                   | \$83,960,617                           | 77                    |
| Mecklenburg County (NC)   | \$34,651,508                                   | \$39,505,652   | \$10,931,283                | \$8,169,734                                       | \$2,086,211   | \$95,344,388                     | \$5,832,906                    | \$101,177,294                          | 73                    |
| Greater Memphis Area (TN)   | \$19,679,976                                   | \$20,019,332   | \$3,258,890                 | \$4,892,906                                       | \$7,904,403   | \$55,755,507                     | \$6,817,953                    | \$62,573,460                           | 58                    |
| City of San Jose (CA)** <sup>1</sup>  | \$31,698,323                                   | \$28,973,091   | \$4,917,997                 | \$5,267,168                                       | \$1,798,436   | \$72,655,015                     | \$624,699                      | \$73,279,714                           | 69                    |
| Westchester County (NY) <sup>1</sup>  | \$43,076,974                                   | \$36,244,715   | \$5,262,566                 | \$5,438,708                                       | \$2,055,216   | \$92,078,179                     | \$4,767,883                    | \$96,846,062                           | 108                   |
| Montgomery County (MD) <sup>1,2</sup>   | \$30,386,440                                   | \$33,596,451   | \$5,520,213                 | \$6,749,328                                       | \$475,455   | \$76,727,887                     | \$0                            | \$76,727,887                           | 73                    |
| <b>Group E Average</b>  | <b>\$65,464,142</b>                            | <b>\$51,843,502</b>                                      | <b>\$10,267,993</b>         | <b>\$9,897,621</b>                                | <b>\$6,060,968</b>                                    | <b>\$143,534,226</b>             | <b>\$5,584,259</b>             | <b>\$149,118,485</b>                   | <b>79.1</b>           |
| Percent of Group E Total  | 43.9%  | 34.8%  | 6.9%                        | 6.6%  | 4.1%  | 96.3%                            | 3.7%                           | 100.0%                                 |                       |
| Average <u>Excluding</u> Outliers/Exclusions  | \$43,366,595                                   | \$35,783,290   | \$6,954,726                 | \$6,386,095                                       | \$4,870,924   | \$97,361,630                     | \$5,512,565                    | \$102,874,195                          |                       |
| Group E Median  | \$36,856,933                                   | \$31,284,771   | \$5,645,602                 | \$5,243,077                                       | \$2,550,462   | \$81,375,560                     | \$4,220,573                    | \$88,175,484                           |                       |



# Explanation of Table 9: Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

| <b>Population Cohort Group F</b><br>Population 1,000,000 or More<br>Sample Size = 23 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><u>Local</u><br>Artists | <b>Payments to/for</b><br><u>Non-Local</u><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|--|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| Pima County (AZ) <sup>1</sup>  | \$19,131,951                                   | \$16,067,139   | \$3,089,238                 | \$2,627,079                                       | \$1,291,191   | \$42,206,598                     | \$568,561                      | \$42,775,159                           | 49                    |
| Fairfax County (VA)  | \$16,842,573                                   | \$13,411,002   | \$2,832,532                 | \$1,067,859                                       | \$10,988,271  | \$45,142,237                     | \$4,111,448                    | \$49,253,685                           | 61                    |
| Orange County (FL)   | \$27,894,989                                   | \$21,550,584   | \$6,242,859                 | \$3,297,379                                       | \$2,099,871   | \$61,085,682                     | \$9,580,115                    | \$70,665,797                           | 63                    |
| Greater Columbus Area (OH) <sup>1</sup>  | \$60,057,553                                   | \$50,150,959   | \$8,971,715                 | \$8,346,391                                       | \$3,115,077   | \$130,641,695                    | \$476,380                      | \$131,118,075                          | 64                    |
| Allegheny County (PA) <sup>1,2</sup>   | \$155,072,791                                  | \$180,302,707  | \$23,596,206                | \$9,843,222                                       | \$0   | \$368,814,926                    | \$0                            | \$368,814,926                          | 120                   |
| City of San Diego (CA)** <sup>1,2</sup>  | \$109,836,527                                  | \$99,414,954   | \$11,835,791                | \$13,539,720                                      | \$3,460,578   | \$238,087,570                    | \$0                            | \$238,087,570                          | 120                   |
| City of Dallas (TX)  | \$70,745,425                                   | \$62,201,792   | \$9,401,702                 | \$16,343,057                                      | \$3,591,825   | \$162,283,801                    | \$3,097,002                    | \$165,380,803                          | 77                    |
| Palm Beach County (FL)   | \$53,635,035                                   | \$44,037,352   | \$11,061,355                | \$5,829,129                                       | \$15,000,783  | \$129,563,654                    | \$9,331,772                    | \$138,895,426                          | 71                    |
| Greater St. Louis Area (MO)  | \$147,192,876                                  | \$105,318,553  | \$33,021,290                | \$5,782,947                                       | \$7,845,905   | \$299,161,571                    | \$14,093,177                   | \$313,254,748                          | 137                   |
| City of San Antonio (TX)   | \$24,362,438                                   | \$17,510,371   | \$4,872,602                 | \$2,494,593                                       | \$1,444,849   | \$50,684,853                     | \$12,040,227                   | \$62,725,080                           | 47                    |
| Sacramento County (CA) <sup>1</sup>  | \$26,994,253                                   | \$35,757,314   | \$15,804,748                | \$3,047,552                                       | \$395,064   | \$81,998,931                     | \$53,354                       | \$82,052,285                           | 111                   |
| City and County of Philadelphia (PA) <sup>1,2</sup>                                  | \$318,622,697                                  | \$379,765,210  | \$39,211,119                | \$29,626,656                                      | \$0   | \$767,225,682                    | \$0                            | \$767,225,682                          | 258                   |
| City of Phoenix (AZ) <sup>1</sup>  | \$68,408,478                                   | \$57,935,303   | \$10,513,158                | \$9,111,036                                       | \$4,220,248   | \$150,188,223                    | \$14,319,016                   | \$164,507,239                          | 60                    |
| Broward County (FL)  | \$39,241,296                                   | \$37,170,270   | \$7,613,472                 | \$4,928,222                                       | \$11,073,289  | \$100,026,549                    | \$2,963,679                    | \$102,990,228                          | 78                    |
| Santa Clara County (CA) <sup>1</sup>   | \$46,695,778                                   | \$39,851,683   | \$7,292,449                 | \$8,278,498                                       | \$2,349,120   | \$104,467,528                    | \$941,022                      | \$105,408,550                          | 119                   |
| Tarrant County (TX)  | \$10,936,516                                   | \$14,187,945   | \$2,172,206                 | \$8,963,480                                       | \$1,550,076   | \$37,810,223                     | \$1,371,607                    | \$39,181,830                           | 40                    |
| Clark County (NV)  | \$12,394,043                                   | \$11,094,872   | \$1,331,896                 | \$1,244,448                                       | \$476,829   | \$26,542,088                     | \$8,197,089                    | \$34,739,177                           | 44                    |
| Riverside County (CA) <sup>1,2</sup>   | \$23,943,973                                   | \$18,777,460   | \$4,874,842                 | \$1,956,944                                       | \$2,084,936   | \$51,638,155                     | \$0                            | \$51,638,155                           | 59                    |
| Miami-Dade County (FL)   | \$137,815,745                                  | \$234,651,868  | \$36,285,793                | \$18,898,072                                      | \$22,091,111  | \$449,742,589                    | \$224,216,170                  | \$673,958,759                          | 462                   |
| City of Chicago (IL) <sup>1</sup>  | \$517,642,063                                  | \$494,010,484  | \$72,865,960                | \$67,008,246                                      | \$19,839,753  | \$1,171,366,506                  | \$36,178,119                   | \$1,207,544,625                        | 486                   |
| San Diego County (CA) <sup>1,2</sup>   | \$124,668,262                                  | \$112,036,916  | \$14,648,804                | \$15,628,758                                      | \$5,375,166   | \$272,357,906                    | \$0                            | \$272,357,906                          | 206                   |
| City of Los Angeles (CA) <sup>1,2</sup>  | \$425,958,756                                  | \$393,655,938  | \$60,606,391                | \$55,186,195                                      | \$15,141,002  | \$950,548,282                    | \$0                            | \$950,548,282                          | 293                   |
| Harris County (TX)   | \$123,235,402                                  | \$172,488,199  | \$21,672,622                | \$40,166,336                                      | \$11,465,326  | \$369,027,885                    | \$4,384,509                    | \$373,412,394                          | 143                   |
| <b>Group F Average</b>   | <b>\$111,362,149</b>                           | <b>\$113,536,908</b>                                     | <b>\$17,818,207</b>         | <b>\$14,487,644</b>                               | <b>\$6,300,012</b>                                    | <b>\$263,504,919</b>             | <b>\$15,040,141</b>            | <b>\$278,545,060</b>                   | <b>137.7</b>          |
| Percent of Group F Total   | 40.0%  | 40.8%  | 6.4%                        | 5.2%  | 2.3%  | 94.6%                            | 5.4%                           | 100.0%                                 |                       |
| Average <u>Excluding</u> Outliers/Exclusions   | \$111,431,495                                  | \$114,178,815  | \$18,090,135                | \$14,530,732                                      | \$6,429,077   | \$264,660,253                    | \$15,723,784                   | \$280,384,037                          |                       |
| Group F Median   | \$60,057,553                                   | \$50,150,959   | \$10,513,158                | \$8,346,391                                       | \$3,460,578   | \$130,641,695                    | \$2,963,679                    | \$138,895,426                          |                       |

## ALL CITY/COUNTY STUDY REGIONS

|  |                     |                     |                    |                    |                    |                     |                    |                     |             |
|--|---------------------|---------------------|--------------------|--------------------|--------------------|---------------------|--------------------|---------------------|-------------|
| <b>Average</b>                               | <b>\$34,267,515</b> | <b>\$31,702,242</b> | <b>\$5,735,282</b> | <b>\$4,618,639</b> | <b>\$2,819,615</b> | <b>\$79,143,215</b> | <b>\$5,469,772</b> | <b>\$84,612,987</b> | <b>53.4</b> |
| Percent of Total                             | 40.5%               | 37.5%               | 6.8%               | 5.5%               | 3.3%               | 93.5%               | 6.5%               | 100.0%              |             |
| Average <u>Excluding</u> Outliers/Exclusions | \$33,455,838        | \$31,381,497        | \$5,678,072        | \$4,457,558        | \$2,713,324        | \$77,686,289        | \$4,646,300        | \$82,332,589        |             |
| Median                                       | \$10,148,091        | \$7,862,926         | \$1,817,239        | \$1,484,188        | \$1,001,306        | \$22,244,466        | \$568,561          | \$23,141,643        |             |

## Explanation of Table 9: Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

| <b>Regional Study Regions</b><br>All Populations<br>Sample Size = 31 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><b>Local</b><br>Artists | <b>Payments to/for</b><br><b>Non-Local</b><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|--|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| Greater Portsmouth Area (NH)   | \$5,069,864                                    | \$2,778,662  | \$742,816                   | \$285,686   | \$875,904   | \$9,752,932                      | \$748,448                      | \$10,501,380                           | 20                    |
| Greater Concord Area (NH)  | \$4,437,006                                    | \$3,258,143  | \$889,371                   | \$686,150   | \$1,154,654   | \$10,425,324                     | \$326,388                      | \$10,751,712                           | 15                    |
| Greater Aberdeen Area (SD)   | \$646,658                                      | \$503,942  | \$123,722                   | \$108,968   | \$124,192   | \$1,507,482                      | \$58,109                       | \$1,565,591                            | 12                    |
| Centre Region (PA) <sup>1</sup>                                      | \$4,447,187                                    | \$3,796,427  | \$332,892                   | \$1,180,879                                       | \$143,110   | \$9,900,495                      | \$87,765                       | \$9,988,260                            | 27                    |
| Greater Minot Area (ND)  | \$2,798,789                                    | \$1,958,074  | \$557,131                   | \$631,975   | \$337,428   | \$6,283,397                      | \$1,360                        | \$6,284,757                            | 29                    |
| Creative Corridor in Northwest Iowa (IA)                             | \$1,634,578                                    | \$1,342,630  | \$317,469                   | \$208,561   | \$222,864   | \$3,726,102                      | \$0                            | \$3,726,102                            | 7                     |
| Northern New Hampshire (NH)  | \$3,256,004                                    | \$2,580,242  | \$672,151                   | \$534,984   | \$437,827   | \$7,481,208                      | \$294,035                      | \$7,775,243                            | 38                    |
| Greater Sioux Falls Area (SD)  | \$6,549,362                                    | \$4,627,651  | \$1,538,203                 | \$1,431,962                                       | \$1,263,873   | \$15,411,051                     | \$521,102                      | \$15,932,153                           | 35                    |
| Greater Athens Area (GA)   | \$2,220,943                                    | \$757,438  | \$338,307                   | \$89,522  | \$467,714   | \$3,873,924                      | \$38,653                       | \$3,912,577                            | 10                    |
| Greater Rockford Area (IL) <sup>1,2</sup>                            | \$7,787,270                                    | \$6,567,541  | \$1,495,791                 | \$913,726   | \$670,837   | \$17,435,165                     | \$0                            | \$17,435,165                           | 30                    |
| Greater Peoria Area (IL) <sup>1</sup>                                | \$6,189,098                                    | \$5,076,395  | \$1,080,935                 | \$777,587   | \$558,828   | \$13,682,843                     | \$1,130,072                    | \$14,812,915                           | 30                    |
| Greater Fox Cities Region (WI)                                       | \$5,310,365                                    | \$3,763,564  | \$4,090,831                 | \$380,322   | \$5,250,565   | \$18,795,647                     | \$2,425,442                    | \$21,221,089                           | 26                    |
| Northern Tier Region (PA) <sup>1,2</sup>                             | \$1,072,309                                    | \$2,271,531  | \$116,417                   | \$488,603   | \$0   | \$3,948,860                      | \$0                            | \$3,948,860                            | 14                    |
| Northwest Arkansas Area (AR)   | \$13,274,390                                   | \$8,524,789  | \$2,525,122                 | \$985,605   | \$4,076,346   | \$29,386,252                     | \$1,530,649                    | \$30,916,901                           | 25                    |
| Mahoning Valley Region (OH) <sup>1</sup>                             | \$4,253,802                                    | \$4,557,326  | \$1,103,968                 | \$627,064   | \$267,667   | \$10,809,827                     | \$2,281,749                    | \$13,091,576                           | 22                    |
| Iowa Cultural Corridor (IA)  | \$27,750,349                                   | \$12,896,551   | \$2,609,074                 | \$1,615,568                                       | \$1,690,334   | \$46,561,876                     | \$3,666,295                    | \$50,228,171                           | 62                    |
| Pikes Peak Region (CO)   | \$14,690,510                                   | \$13,580,961   | \$4,039,627                 | \$1,278,680                                       | \$1,246,336   | \$34,836,114                     | \$2,632,837                    | \$37,468,951                           | 51                    |
| Greater Columbia Area (SC)   | \$8,366,741                                    | \$6,901,181  | \$1,047,496                 | \$888,420   | \$275,221   | \$17,479,059                     | \$1,050,758                    | \$18,529,817                           | 30                    |
| Lehigh Valley Region (PA) <sup>1</sup>                               | \$41,322,975                                   | \$31,482,905   | \$7,176,533                 | \$9,942,339                                       | \$3,766,244   | \$93,690,996                     | \$8,415,784                    | \$102,106,780                          | 91                    |
| West Valley Region (AZ) <sup>1</sup>                                 | \$3,649,993                                    | \$3,086,061  | \$660,062                   | \$703,129   | \$432,599   | \$8,531,844                      | \$1,000                        | \$8,532,844                            | 13                    |
| Greater Harrisburg Area (PA) <sup>1,2</sup>                          | \$11,535,317                                   | \$14,677,664   | \$1,805,158                 | \$2,490,399                                       | \$349,588   | \$30,858,126                     | \$0                            | \$30,858,126                           | 38                    |
| Greater Hartford Area (CT)   | \$69,612,205                                   | \$39,898,365   | \$12,474,328                | \$5,471,797                                       | \$9,252,813   | \$136,709,508                    | \$11,715,363                   | \$148,424,871                          | 123                   |
| Greater Portland Area (OR)   | \$66,325,969                                   | \$40,386,872   | \$14,258,917                | \$14,144,326                                      | \$6,683,146   | \$141,799,230                    | \$10,262,626                   | \$152,061,856                          | 193                   |
| Metropolitan Kansas City Area (MO/KS)                                | \$42,638,644                                   | \$34,685,375   | \$8,105,198                 | \$11,812,826                                      | \$4,463,165   | \$101,705,208                    | \$102,157,907                  | \$203,863,115                          | 88                    |
| Greater Milwaukee Area (WI)  | \$103,546,693                                  | \$70,933,408   | \$17,701,271                | \$11,519,375                                      | \$13,556,673  | \$217,257,420                    | \$3,095,060                    | \$220,352,480                          | 154                   |

*This table listing multi-city and multi-county study regions is continued below ...*

## Explanation of Table 9: Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

| <b>Regional Study Regions</b><br>All Populations<br>Sample Size = 31 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><u>Local</u><br>Artists | <b>Payments to/for</b><br><u>Non-Local</u><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|--|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| Central Florida Region (FL)  | \$37,583,133                                   | \$31,030,805   | \$9,058,112                 | \$4,013,654                                       | \$3,543,466   | <b>\$85,229,170</b>              | \$13,721,011                   | <b>\$98,950,181</b>                    | 135                   |
| Greater Washington DC Region (DC/MD/VA) <sup>1</sup>                 | \$405,112,231                                  | \$313,861,908  | \$76,901,814                | \$76,114,570                                      | \$52,493,704  | <b>\$924,484,227</b>             | \$22,049,506                   | <b>\$946,533,733</b>                   | 299                   |
| Greater Philadelphia Region (PA) <sup>1,2</sup>                      | \$361,814,179                                  | \$435,165,639  | \$44,167,777                | \$33,339,699                                      | \$0   | <b>\$874,487,294</b>             | \$0                            | <b>\$874,487,294</b>                   | 345                   |
| Southeastern Michigan Region (MI) <sup>1</sup>                       | \$145,951,556                                  | \$137,281,681  | \$29,196,359                | \$22,247,370                                      | \$4,719,093   | <b>\$339,396,059</b>             | \$5,269,205                    | <b>\$344,665,264</b>                   | 120                   |
| Greater Houston Area (TX)  | \$140,262,727                                  | \$186,657,262  | \$24,852,376                | \$42,250,834                                      | \$14,296,933  | <b>\$408,320,132</b>             | \$6,243,890                    | <b>\$414,564,022</b>                   | 171                   |
| North Texas Region (TX)  | \$84,172,231                                   | \$78,512,233   | \$12,091,158                | \$26,176,986                                      | \$5,405,476   | <b>\$206,358,084</b>             | \$5,500,677                    | <b>\$211,858,761</b>                   | 135                   |
| <b>Regional Average</b>  | <b>\$52,686,551</b>                            | <b>\$48,496,878</b>                                      | <b>\$9,099,045</b>          | <b>\$8,817,470</b>                                | <b>\$4,452,471</b>                                    | <b>\$123,552,415</b>             | <b>\$6,620,184</b>             | <b>\$130,172,598</b>                   | <b>77.0</b>           |
| Percent of Regional Total  | 40.5%  | 37.3%  | 7.0%                        | 6.8%  | 3.4%  | 94.9%                            | 5.1%                           | 100.0%                                 |                       |
| Regional Median  | \$8,366,741                                    | \$6,901,181  | \$1,805,158                 | \$1,180,879                                       | \$1,154,654   | \$18,795,647                     | \$1,130,072                    | \$21,221,089                           |                       |

| <b>Statewide Study Regions</b><br>All Populations<br>Sample Size = 10 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><u>Local</u><br>Artists | <b>Payments to/for</b><br><u>Non-Local</u><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|---|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| State of South Dakota   | \$16,048,469                                   | \$10,900,735   | \$2,644,738                 | \$2,282,116                                       | \$1,664,789   | <b>\$33,540,847</b>              | \$2,663,495                    | <b>\$36,204,342</b>                    | 116                   |
| State of Delaware   | \$49,910,220                                   | \$20,531,758   | \$8,600,272                 | \$2,228,699                                       | \$3,238,676   | <b>\$84,509,625</b>              | \$18,898,153                   | <b>\$103,407,778</b>                   | 87                    |
| State of Hawai'i  | \$36,616,518                                   | \$25,066,948   | \$10,105,353                | \$6,044,041                                       | \$3,197,801   | <b>\$81,030,661</b>              | \$8,255,191                    | <b>\$89,285,852</b>                    | 106                   |
| State of New Hampshire  | \$24,545,784                                   | \$14,878,105   | \$4,236,163                 | \$3,099,742                                       | \$3,685,776   | <b>\$50,445,570</b>              | \$2,582,497                    | <b>\$53,028,067</b>                    | 161                   |
| State of Nebraska   | \$39,176,234                                   | \$26,249,363   | \$9,044,657                 | \$5,849,549                                       | \$6,658,380   | <b>\$86,978,183</b>              | \$8,786,681                    | <b>\$95,764,864</b>                    | 144                   |
| State of Connecticut  | \$203,584,661                                  | \$132,947,620  | \$36,241,769                | \$16,830,825                                      | \$21,227,735  | <b>\$410,832,610</b>             | \$44,645,845                   | <b>\$455,478,455</b>                   | 329                   |
| State of Wisconsin  | \$147,903,598                                  | \$103,778,665  | \$31,325,105                | \$17,008,106                                      | \$29,859,810  | <b>\$329,875,284</b>             | \$10,208,934                   | <b>\$340,084,218</b>                   | 326                   |
| State of North Carolina   | \$307,680,784                                  | \$196,714,821  | \$53,836,806                | \$35,880,780                                      | \$27,615,708  | <b>\$621,728,899</b>             | \$37,567,715                   | <b>\$659,296,614</b>                   | 957                   |
| State of Pennsylvania <sup>1</sup>                                    | \$605,561,590                                  | \$702,621,438  | \$82,084,652                | \$65,714,097                                      | \$5,054,426   | <b>\$1,461,036,203</b>           | \$9,613,895                    | <b>\$1,470,650,098</b>                 | 808                   |
| State of Illinois <sup>1</sup>  | \$662,477,249                                  | \$625,284,417  | \$97,174,991                | \$106,505,108                                     | \$27,401,332  | <b>\$1,518,843,097</b>           | \$42,260,007                   | <b>\$1,561,103,104</b>                 | 1,004                 |
| <b>Statewide Average</b>  | <b>\$209,350,511</b>                           | <b>\$185,897,387</b>                                     | <b>\$33,529,451</b>         | <b>\$26,144,306</b>                               | <b>\$12,960,443</b>                                   | <b>\$467,882,098</b>             | <b>\$18,548,241</b>            | <b>\$486,430,339</b>                   | <b>403.8</b>          |
| Percent of Statewide Total  | 43.0%  | 38.2%  | 6.9%                        | 5.4%  | 2.7%  | 96.2%                            | 3.8%                           | 100.0%                                 |                       |
| Statewide Median  | \$98,906,909                                   | \$65,014,014   | \$20,715,229                | \$11,437,433                                      | \$5,856,403   | \$208,426,734                    | \$9,911,415                    | \$221,745,998                          |                       |

## Explanation of Table 9: Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

| <b>Individual Arts Districts</b><br>All Populations<br>Sample Size = 2 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><b>Local</b><br>Artists | <b>Payments to/for</b><br><b>Non-Local</b><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|--|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| Grand Center Arts District (St. Louis, MO)                             | \$32,429,440                                   | \$18,135,486   | \$5,178,411                 | \$1,545,458                                       | \$3,309,841   | <b>\$60,598,636</b>              | \$1,330,166                    | <b>\$61,928,802</b>                    | 25                    |
| Dallas Arts District (Dallas, TX)                                      | \$28,492,409                                   | \$30,556,967   | \$3,184,176                 | \$10,459,585                                      | \$925,129   | <b>\$73,618,266</b>              | \$2,701,155                    | <b>\$76,319,421</b>                    | 16                    |
| <b>Arts District Average</b>   | <b>\$30,460,925</b>                            | <b>\$24,346,227</b>                                      | <b>\$4,181,294</b>          | <b>\$6,002,522</b>                                | <b>\$2,117,485</b>                                    | <b>\$67,108,451</b>              | <b>\$2,015,661</b>             | <b>\$69,124,112</b>                    | <b>20.5</b>           |
| Percent of Arts District Total   | 44.1%  | 35.2%  | 6.0%                        | 8.7%  | 3.1%  | 97.1%                            | 2.9%                           | 100.0%                                 |                       |

### Explanation of the Outliers and Exclusions:

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

### Table Notes:

- <sup>1</sup> Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.
- <sup>2</sup> The Cultural Data Project does not provide a breakdown of payments to/for local vs. nonlocal artists. In study regions where the CDP was the sole source of organizational financial data, all payments to/for artists are listed in the "local" category, and \$0 is listed in the "nonlocal" category.
- <sup>3</sup> Only one eligible nonprofit arts and culture organization provided detailed financial data for the analysis of the City of Gunnison, CO. While these itemized data are not reported for reasons of confidentiality, the data are included in the summary statistics for population cohort Group A as well as for all individual city/county study regions.

## Explanation of Table 10: Average Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

This table presents the average itemized expenditures made by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Summary statistics are calculated for each population group. The averages on this table are calculated per participating study region. The averages on Table 11, on the other hand, are calculated per participating nonprofit arts and culture organization.

### **Column Two:**

The average staff/employee expenses paid by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Staff and employee expenses include payroll, payroll taxes, fringe benefits, and costs for full-time contractors.

### **Column Three:**

The average overhead/programmatic expenses paid by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Overhead and programmatic expenses include marketing and advertising costs, supplies purchases, travel, insurance, communication costs, and programmatic costs.

### **Column Four:**

The average facility expenses paid by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Facility expenses include rental and/or lease costs, mortgage costs, property taxes, and utilities.

### **Column Five:**

The average fees paid to/for artists from within the study region by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Artist expenses include wages, taxes, and fringe benefits.

### **Column Six:**

The average fees paid to/for artists from outside the study region by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Artist expenses include wages, taxes, and fringe benefits.

### **Column Seven:**

The average operating expenditures made by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is the sum of Columns Two through Six. (See the organizational expenditure survey instrument in Appendix C for a detailed breakdown of organizational expenditure categories.)

### **Column Eight:**

The average capital expenditures made by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Capital expenditures are payments to buy, build, replace, improve, or expand an asset, equipment, or a facility which will last for more than one year and which, under generally accepted accounting principles, are not properly chargeable as an expense of operation or maintenance. In other words, they are capitalized and may be depreciated or amortized. In most cases, capital expenditures for renovation of existing facilities, construction of new facilities, and purchase of property have been excluded from the analysis. These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for non-responding organizations.

### **Column Nine:**

The average organizational expenditures of nonprofit arts and culture organizations in each study region during fiscal year 2010. This figure is the sum of average operating expenditures (Column Seven) and average capital expenditures (Column Eight).

### **Column Ten:**

The number of eligible nonprofit arts and culture organizations from which detailed expenditure and event attendance data were collected in each participating study region.

**Table 10:**  
**Average Itemized Nonprofit Arts and Culture Organization Expenditures**  
**Per Study Region During Fiscal Year 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | Payroll                      | Overhead &               | Payments to/for      |                  | OPERATING<br>Expenditures | CAPITAL<br>Expenditures | TOTAL<br>Direct<br>Expenditures | Sample<br>Size   |                      |
|---|------------------------------|--------------------------|----------------------|------------------|---------------------------|-------------------------|---------------------------------|------------------|----------------------|
|   | (staff/employee)<br>Expenses | Programmatic<br>Expenses | Facility<br>Expenses | Local<br>Artists |                           |                         |                                 |                  | Non-Local<br>Artists |
| City of Gunnison (CO)*** <sup>3</sup>   | n/a                          | n/a                      | n/a                  | n/a              | n/a                       | n/a                     | n/a                             | 1                |                      |
| Town of Telluride (CO)*   | \$301,765                    | \$208,432                | \$58,441             | \$65,613         | \$36,169                  | \$670,420               | \$21,721                        | \$692,142        | 24                   |
| Town of Crested Butte (CO)***   | \$63,842                     | \$71,308                 | \$13,234             | \$3,998          | \$36,951                  | \$189,334               | \$95,397                        | \$284,730        | 11                   |
| Town of Newmarket (NH)  | \$666                        | \$9,304                  | \$1,097              | \$5,646          | \$744                     | \$17,457                | \$2,785                         | \$20,242         | 3                    |
| Greater Ketchikan Area (AK)   | \$121,997                    | \$24,471                 | \$15,454             | \$2,770          | \$2,885                   | \$167,576               | \$36,428                        | \$204,004        | 10                   |
| Gunnison County (CO)  | \$68,630                     | \$77,692                 | \$13,047             | \$4,418          | \$33,872                  | \$197,659               | \$88,567                        | \$286,226        | 12                   |
| City of Durango (CO)  | \$109,224                    | \$100,988                | \$22,695             | \$6,391          | \$37,169                  | \$276,467               | \$112,387                       | \$388,854        | 15                   |
| Teton County (WY)*  | \$343,285                    | \$258,555                | \$87,991             | \$10,857         | \$101,963                 | \$802,651               | \$393,307                       | \$1,195,958      | 15                   |
| City of Laguna Beach (CA)* <sup>1</sup>                                       | \$688,047                    | \$499,013                | \$132,847            | \$148,257        | \$78,215                  | \$1,546,379             | \$81,735                        | \$1,628,114      | 17                   |
| City of Fairfax (VA)***   | \$456,646                    | \$375,087                | \$88,690             | \$58,265         | \$62,261                  | \$1,040,948             | \$26,077                        | \$1,067,026      | 7                    |
| City of Auburn (NY) <sup>1</sup>  | \$89,093                     | \$122,129                | \$38,778             | \$15,884         | \$4,477                   | \$270,360               | \$8,856                         | \$279,216        | 7                    |
| City of Slidell (LA)***   | \$16,715                     | \$21,536                 | \$4,959              | \$5,000          | \$5,927                   | \$54,137                | \$2,278                         | \$56,414         | 16                   |
| City of Winter Park (FL)***   | \$283,081                    | \$262,890                | \$45,767             | \$39,488         | \$20,034                  | \$651,258               | \$236,677                       | \$887,935        | 18                   |
| Greater Elkins Area (WV)  | \$91,088                     | \$137,026                | \$18,001             | \$15,546         | \$10,527                  | \$272,188               | \$1,950                         | \$274,138        | 6                    |
| Transylvania County (NC)  | \$164,006                    | \$86,999                 | \$22,520             | \$4,884          | \$21,788                  | \$300,197               | \$11,670                        | \$311,867        | 14                   |
| City of Rochester (NH)  | \$189,022                    | \$82,885                 | \$29,845             | \$10,966         | \$12,583                  | \$325,302               | \$34,903                        | \$360,204        | 12                   |
| City and Borough of Juneau (AK)   | \$146,567                    | \$104,056                | \$26,200             | \$14,162         | \$5,903                   | \$296,887               | \$15,309                        | \$312,196        | 18                   |
| Princeton (NJ)**  | \$1,258,971                  | \$728,750                | \$147,649            | \$18,017         | \$77,608                  | \$2,230,995             | \$265,146                       | \$2,496,141      | 16                   |
| Platte County (NE)  | \$80,576                     | \$25,311                 | \$6,927              | \$56             | \$0                       | \$112,870               | \$7,865                         | \$120,736        | 8                    |
| Adams County (NE)   | \$115,945                    | \$53,804                 | \$17,422             | \$9,113          | \$8,458                   | \$204,742               | \$4,098                         | \$208,840        | 26                   |
| City of Fairbanks (AK)  | \$154,090                    | \$144,470                | \$25,890             | \$26,165         | \$34,512                  | \$385,127               | \$832                           | \$385,959        | 17                   |
| City of West Hollywood (CA)** <sup>1,2</sup>                                  | \$589,291                    | \$508,931                | \$116,909            | \$87,560         | \$78,535                  | \$1,381,227             | \$0                             | \$1,381,227      | 15                   |
| City of Pittsfield (MA)** <sup>1,2</sup>                                      | \$183,726                    | \$183,354                | \$33,608             | \$19,968         | \$9,948                   | \$430,603               | \$0                             | \$430,603        | 30                   |
| Windham County (VT)*  | \$76,999                     | \$70,506                 | \$18,524             | \$8,223          | \$11,317                  | \$185,568               | \$8,193                         | \$193,761        | 39                   |
| Iron County (UT)*   | \$232,676                    | \$223,089                | \$31,385             | \$40,138         | \$151,497                 | \$678,785               | \$44,129                        | \$722,914        | 13                   |
| Watauga County (NC)   | \$99,863                     | \$80,104                 | \$12,140             | \$10,518         | \$60,621                  | \$263,245               | \$4,298                         | \$267,543        | 10                   |
| Buffalo County (NE)   | \$197,510                    | \$86,370                 | \$17,434             | \$10,077         | \$14,530                  | \$325,920               | \$27,879                        | \$353,799        | 15                   |
| <b>Group A Average</b>  | <b>\$231,282</b>             | <b>\$173,888</b>         | <b>\$39,201</b>      | <b>\$24,112</b>  | <b>\$34,018</b>           | <b>\$502,501</b>        | <b>\$57,257</b>                 | <b>\$559,758</b> | <b>14.6</b>          |
| Percent of Group A Total  | 41.3%                        | 31.1%                    | 7.0%                 | 4.3%             | 6.1%                      | 89.8%                   | 10.2%                           | 100.0%           |                      |
| Average Excluding Outliers/Exclusions   | \$116,306                    | \$81,115                 | \$19,104             | \$9,757          | \$17,719                  | \$244,000               | \$25,559                        | \$269,559        |                      |
| Group A Median  | \$146,567                    | \$104,056                | \$22,695             | \$10,857         | \$20,034                  | \$296,887               | \$15,309                        | \$312,196        |                      |



**Table 10:**  
**Average Itemized Nonprofit Arts and Culture Organization Expenditures**  
**Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group B</b><br>Population 50,000 to 99,999<br>Sample Size = 19 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><b>Local</b><br>Artists | <b>Payments to/for</b><br><b>Non-Local</b><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|---|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| Chenango County (NY) <sup>1,2</sup>   | \$29,721                                       | \$39,497   | \$7,571                     | \$5,534   | \$2,615   | \$84,939                         | \$0                            | \$84,939                               | 12                    |
| City of La Crosse (WI)  | \$124,769                                      | \$81,951   | \$36,784                    | \$11,300  | \$24,175  | \$278,979                        | \$20,795                       | \$299,775                              | 11                    |
| Lenoir County (NC)  | \$105,637                                      | \$42,887   | \$23,492                    | \$9,989   | \$7,428   | \$189,432                        | \$40,376                       | \$229,809                              | 4                     |
| City of Dubuque (IA)  | \$150,278                                      | \$113,427  | \$32,560                    | \$20,690  | \$12,971  | \$329,926                        | \$69,840                       | \$399,766                              | 44                    |
| Greater Enid Area (OK)  | \$118,564                                      | \$50,982   | \$16,415                    | \$8,399   | \$5,208   | \$199,568                        | \$218,665                      | \$418,233                              | 12                    |
| City of Flagstaff (AZ) <sup>1</sup>   | \$467,975                                      | \$357,224  | \$81,052                    | \$60,538  | \$28,199  | \$994,988                        | \$25,946                       | \$1,020,934                            | 37                    |
| City of Portland (ME)   | \$308,991                                      | \$206,919  | \$71,449                    | \$44,343  | \$41,785  | \$673,487                        | \$24,056                       | \$697,543                              | 38                    |
| Athens County (OH) <sup>1</sup>   | \$179,498                                      | \$125,062  | \$31,280                    | \$40,852  | \$17,644  | \$394,336                        | \$24,439                       | \$418,775                              | 40                    |
| Rutherford County (NC)  | \$62,371                                       | \$29,777   | \$4,021                     | \$2,313   | \$32,139  | \$130,620                        | \$1,473                        | \$132,093                              | 4                     |
| City of Walnut Creek (CA) <sup>1</sup>  | \$351,397                                      | \$299,334  | \$61,672                    | \$67,463  | \$35,859  | \$815,724                        | \$8,672                        | \$824,395                              | 22                    |
| City of Missoula (MT)   | \$226,857                                      | \$130,496  | \$29,815                    | \$21,473  | \$10,477  | \$419,117                        | \$6,282                        | \$425,399                              | 32                    |
| City of Bloomington (IN)  | \$529,782                                      | \$371,502  | \$92,655                    | \$74,340  | \$59,976  | \$1,128,255                      | \$179,255                      | \$1,307,510                            | 40                    |
| City of Miami Beach (FL)***   | \$256,915                                      | \$249,901  | \$62,071                    | \$83,215  | \$29,643  | \$681,744                        | \$950,955                      | \$1,632,699                            | 60                    |
| Greater Parkersburg Area (WV)   | \$51,062                                       | \$47,263   | \$10,775                    | \$6,560   | \$5,945   | \$121,604                        | \$4,343                        | \$125,947                              | 8                     |
| Moore County (NC)   | \$25,901                                       | \$32,737   | \$8,713                     | \$6,258   | \$8,257   | \$81,866                         | \$6,093                        | \$87,959                               | 36                    |
| Indiana County (PA) <sup>1</sup>  | \$33,275                                       | \$28,700   | \$2,414                     | \$20,872  | \$1,188   | \$86,449                         | \$2,469                        | \$88,918                               | 5                     |
| Buchanan County (MO)  | \$186,828                                      | \$88,831   | \$33,619                    | \$2,253   | \$13,769  | \$325,300                        | \$21,693                       | \$346,993                              | 18                    |
| City of Boulder (CO)  | \$169,927                                      | \$100,794  | \$31,657                    | \$28,392  | \$14,967  | \$345,738                        | \$46,303                       | \$392,041                              | 22                    |
| Eau Claire County (WI)  | \$141,646                                      | \$115,905  | \$49,693                    | \$3,778   | \$21,887  | \$332,909                        | \$73,041                       | \$405,950                              | 7                     |
| <b>Group B Average</b>  | <b>\$185,336</b>                               | <b>\$132,273</b>   | <b>\$36,195</b>             | <b>\$27,293</b>                                   | <b>\$19,691</b>                                       | <b>\$400,789</b>                 | <b>\$90,774</b>                | <b>\$491,562</b>                       | <b>23.8</b>           |
| Percent of Group B Total  | 37.7%  | 26.9%  | 7.4%                        | 5.6%  | 4.0%  | 81.5%                            | 18.5%                          | 100.0%                                 |                       |
| Average <u>Excluding</u> Outliers/Exclusions  | \$181,360                                      | \$125,738  | \$34,758                    | \$24,186  | \$19,138  | \$385,180                        | \$42,986                       | \$428,166                              |                       |
| Group B Median  | \$150,278                                      | \$100,794  | \$31,657                    | \$20,690  | \$14,967  | \$329,926                        | \$24,056                       | \$399,766                              |                       |



**Table 10:**  
**Average Itemized Nonprofit Arts and Culture Organization Expenditures**  
**Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group C</b><br>Population 100,000 to 249,999<br>Sample Size = 28 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><b>Local</b><br>Artists | <b>Payments to/for</b><br><b>Non-Local</b><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|---|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| City of Rochester (MN)  | \$285,850                                      | \$155,554  | \$44,951                    | \$13,699  | \$17,792  | \$517,845                        | \$61,631                       | \$579,476                              | 33                    |
| Tompkins County (NY) <sup>1</sup>   | \$228,838                                      | \$166,147  | \$32,404                    | \$28,890  | \$17,474  | \$473,753                        | \$4,057                        | \$477,809                              | 28                    |
| Wayne County (NC)   | \$36,087                                       | \$16,646   | \$44,447                    | \$1,730   | \$6,146   | \$105,056                        | \$345                          | \$105,400                              | 14                    |
| City of McKinney (TX)   | \$40,277                                       | \$42,829   | \$16,640                    | \$1,235   | \$13,900  | \$114,881                        | \$11,459                       | \$126,341                              | 5                     |
| Orange County (NC)  | \$321,162                                      | \$186,966  | \$46,353                    | \$51,834  | \$44,762  | \$651,077                        | \$14,576                       | \$665,653                              | 96                    |
| Town of Cary (NC)**   | \$56,461                                       | \$35,368   | \$7,020                     | \$5,219   | \$4,909   | \$108,976                        | \$5,018                        | \$113,994                              | 37                    |
| Marathon County (WI)  | \$252,273                                      | \$175,747  | \$48,283                    | \$16,563  | \$155,493   | \$648,358                        | \$9,375                        | \$657,733                              | 8                     |
| Greater Charlottesville Area (VA)**   | \$508,663                                      | \$361,370  | \$68,934                    | \$42,693  | \$65,251  | \$1,046,910                      | \$160,336                      | \$1,207,247                            | 41                    |
| City of Fort Collins (CO)   | \$165,348                                      | \$154,049  | \$30,626                    | \$25,966  | \$35,100  | \$411,089                        | \$18,157                       | \$429,245                              | 21                    |
| Cambria County (PA) <sup>1</sup>  | \$190,044                                      | \$315,719  | \$45,755                    | \$63,527  | \$4,342   | \$619,387                        | \$84,462                       | \$703,849                              | 13                    |
| City of Alexandria (VA)   | \$178,077                                      | \$131,476  | \$39,343                    | \$35,872  | \$27,295  | \$412,064                        | \$8,501                        | \$420,565                              | 62                    |
| City of Eugene (OR)   | \$552,625                                      | \$280,898  | \$78,619                    | \$60,895  | \$35,149  | \$1,008,187                      | \$8,074                        | \$1,016,261                            | 29                    |
| Pitt County (NC)  | \$222,955                                      | \$23,781   | \$8,150                     | \$3,424   | \$10,026  | \$268,337                        | \$11,788                       | \$280,124                              | 22                    |
| City of Santa Clarita (CA) <sup>1,2</sup>   | \$220,118                                      | \$176,894  | \$42,203                    | \$69,424  | \$19,285  | \$527,923                        | \$0                            | \$527,923                              | 11                    |
| City of Providence (RI)** <sup>1</sup>  | \$743,144                                      | \$536,490  | \$119,159                   | \$74,771  | \$62,593  | \$1,536,157                      | \$19,159                       | \$1,555,316                            | 54                    |
| Erie (PA) <sup>1,2</sup>  | \$165,244                                      | \$183,059  | \$16,629                    | \$26,727  | \$2,736   | \$394,395                        | \$0                            | \$394,395                              | 27                    |
| New Hanover County (NC)   | \$134,487                                      | \$57,258   | \$17,970                    | \$9,485   | \$7,671   | \$226,870                        | \$2,836                        | \$229,706                              | 25                    |
| City of Glendale (CA) <sup>1,2</sup>  | \$81,430                                       | \$81,667   | \$12,417                    | \$19,371  | \$4,888   | \$199,774                        | \$0                            | \$199,774                              | 29                    |
| City of Tacoma (WA)   | \$330,845                                      | \$277,089  | \$70,625                    | \$23,213  | \$29,218  | \$730,991                        | \$61,320                       | \$792,311                              | 44                    |
| Whatcom County (WA)   | \$169,623                                      | \$91,845   | \$35,644                    | \$6,675   | \$29,848  | \$333,635                        | \$12,327                       | \$345,962                              | 25                    |
| City of Boise (ID)  | \$274,523                                      | \$175,477  | \$53,360                    | \$56,111  | \$58,431  | \$617,902                        | \$13,819                       | \$631,721                              | 36                    |
| Lackawanna County (PA) <sup>1,2</sup>   | \$144,110                                      | \$124,779  | \$24,924                    | \$25,790  | \$15,331  | \$334,934                        | \$0                            | \$334,934                              | 43                    |
| Arlington County (VA)   | \$1,005,531                                    | \$945,058  | \$184,988                   | \$141,512   | \$155,059   | \$2,432,149                      | \$1,718                        | \$2,433,866                            | 37                    |
| City of Orlando (FL)**  | \$627,841                                      | \$452,586  | \$147,280                   | \$69,491  | \$44,623  | \$1,341,822                      | \$162,306                      | \$1,504,127                            | 32                    |
| Buncombe County (NC)  | \$201,983                                      | \$167,518  | \$61,753                    | \$29,409  | \$29,450  | \$490,114                        | \$7,790                        | \$497,903                              | 34                    |
| St. Tammany Parish (LA)   | \$76,256                                       | \$44,740   | \$9,188                     | \$7,454   | \$4,926   | \$142,565                        | \$3,883                        | \$146,448                              | 38                    |
| Alachua County (FL)   | \$432,362                                      | \$317,216  | \$64,498                    | \$89,641  | \$109,884   | \$1,013,600                      | \$29,551                       | \$1,043,151                            | 31                    |
| Greater Jackson Area (MS)   | \$328,769                                      | \$175,238  | \$11,603                    | \$40,670  | \$10,930  | \$567,209                        | \$15,051                       | \$582,260                              | 7                     |
| <b>Group C Average</b>  | <b>\$284,819</b>                               | <b>\$209,052</b>   | <b>\$49,420</b>             | <b>\$37,189</b>                                   | <b>\$36,518</b>                                       | <b>\$616,998</b>                 | <b>\$25,984</b>                | <b>\$642,982</b>                       | <b>31.5</b>           |
| Percent of Group C Total  | 44.3%  | 32.5%  | 7.7%                        | 5.8%  | 5.7%  | 96.0%                            | 4.0%                           | 100.0%                                 |                       |
| Average <u>Ex</u> cluding Outliers/Exclusions   | \$251,617                                      | \$186,152  | \$43,390                    | \$35,380  | \$35,214  | \$551,754                        | \$15,863                       | \$567,617                              |                       |
| Group C Median  | \$221,536                                      | \$171,378  | \$43,325                    | \$27,809  | \$23,290  | \$503,980                        | \$10,417                       | \$512,913                              |                       |

**Table 10:**  
**Average Itemized Nonprofit Arts and Culture Organization Expenditures**  
**Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group D</b><br>Population 250,000 to 499,999<br>Sample Size = 22 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><u>Local</u><br>Artists | <b>Payments to/for</b><br><u>Non-Local</u><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|---|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| City of Lincoln (NE)  | \$352,141                                      | \$205,379  | \$73,404                    | \$37,376  | \$44,061  | \$712,362                        | \$104,447                      | \$816,809                              | 41                    |
| Durham County (NC)  | \$551,146                                      | \$431,319  | \$87,160                    | \$79,687  | \$73,737  | \$1,223,049                      | \$100,526                      | \$1,323,575                            | 56                    |
| Osceola County (FL)   | \$145,654                                      | \$124,612  | \$31,350                    | \$608   | \$5,350   | \$307,574                        | \$322,833                      | \$630,408                              | 3                     |
| City of Newark (NJ)   | \$1,390,150                                    | \$942,531  | \$214,305                   | \$71,283  | \$401,399   | \$3,019,670                      | \$210,917                      | \$3,230,586                            | 23                    |
| City of Riverside (CA)** <sup>1,2</sup>   | \$169,186                                      | \$146,188  | \$32,159                    | \$20,703  | \$22,099  | \$390,336                        | \$0                            | \$390,336                              | 37                    |
| Lexington-Fayette Urban County (KY)   | \$146,883                                      | \$132,949  | \$25,055                    | \$42,047  | \$9,674   | \$356,607                        | \$11,917                       | \$368,524                              | 22                    |
| Loudoun County (VA)   | \$119,542                                      | \$81,325   | \$18,095                    | \$12,806  | \$8,035   | \$239,804                        | \$5,677                        | \$245,481                              | 35                    |
| Cumberland County (NC)  | \$472,797                                      | \$351,321  | \$333,455                   | \$81,355  | \$65,933  | \$1,304,861                      | \$36,594                       | \$1,341,455                            | 24                    |
| Greater Chattanooga Area (TN)   | \$340,838                                      | \$233,327  | \$59,746                    | \$66,168  | \$31,558  | \$731,636                        | \$110,337                      | \$841,974                              | 48                    |
| Forsyth County (NC)   | \$570,926                                      | \$389,371  | \$108,149                   | \$37,747  | \$29,407  | \$1,135,599                      | \$149,368                      | \$1,284,967                            | 55                    |
| City of Wichita (KS)  | \$769,602                                      | \$527,633  | \$123,134                   | \$88,455  | \$50,876  | \$1,559,700                      | \$53,090                       | \$1,612,790                            | 23                    |
| Sarasota County (FL)  | \$1,237,742                                    | \$953,421  | \$523,535                   | \$82,386  | \$192,568   | \$2,989,652                      | \$325,057                      | \$3,314,708                            | 39                    |
| City of Oakland (CA) <sup>1,2</sup>   | \$281,716                                      | \$201,816  | \$40,801                    | \$50,466  | \$22,466  | \$597,265                        | \$0                            | \$597,265                              | 53                    |
| Santa Barbara County (CA) <sup>1</sup>  | \$448,984                                      | \$402,139  | \$83,507                    | \$78,119  | \$44,671  | \$1,057,421                      | \$34,281                       | \$1,091,702                            | 73                    |
| City of Miami (FL)**  | \$333,591                                      | \$808,161  | \$79,914                    | \$23,798  | \$106,697   | \$1,352,161                      | \$724,056                      | \$2,076,217                            | 165                   |
| Seminole County (FL)  | \$27,783                                       | \$39,193   | \$18,679                    | \$2,809   | \$4,142   | \$92,605                         | \$94,476                       | \$187,081                              | 11                    |
| City of Omaha (NE)  | \$576,714                                      | \$492,622  | \$176,994                   | \$135,765   | \$150,370   | \$1,532,465                      | \$105,188                      | \$1,637,653                            | 28                    |
| Greater Syracuse Area (NY) <sup>1</sup>   | \$341,201                                      | \$329,148  | \$40,383                    | \$36,057  | \$3,121   | \$749,910                        | \$3,265                        | \$753,175                              | 45                    |
| City of Mesa (AZ) <sup>1</sup>  | \$554,455                                      | \$628,351  | \$163,236                   | \$105,786   | \$5,705   | \$1,457,533                      | \$10,288                       | \$1,467,821                            | 10                    |
| Guilford County (NC)  | \$327,014                                      | \$237,082  | \$51,987                    | \$29,352  | \$42,217  | \$687,653                        | \$98,609                       | \$786,261                              | 59                    |
| Dane County (WI)  | \$589,660                                      | \$429,077  | \$135,418                   | \$67,106  | \$153,478   | \$1,374,739                      | \$38,193                       | \$1,412,932                            | 49                    |
| Volusia County (FL)   | \$91,530                                       | \$106,292  | \$32,721                    | \$5,063   | \$35,255  | \$270,861                        | \$34,376                       | \$305,237                              | 33                    |
| <b>Group D Average</b>  | <b>\$447,239</b>                               | <b>\$372,421</b>   | <b>\$111,509</b>            | <b>\$52,497</b>                                   | <b>\$68,310</b>                                       | <b>\$1,051,976</b>               | <b>\$116,977</b>               | <b>\$1,168,953</b>                     | <b>42.4</b>           |
| Percent of Group D Total  | 38.3%  | 31.9%  | 9.5%                        | 4.5%  | 5.8%  | 90.0%                            | 10.0%                          | 100.0%                                 |                       |
| Average <u>Excluding</u> Outliers/Exclusions  | \$466,824                                      | \$361,945  | \$117,056                   | \$55,522  | \$68,701  | \$1,070,048                      | \$92,472                       | \$1,162,520                            |                       |
| Group D Median  | \$346,671                                      | \$340,234  | \$76,659                    | \$46,256  | \$38,736  | \$903,665                        | \$73,783                       | \$966,838                              |                       |

**Table 10:**  
**Average Itemized Nonprofit Arts and Culture Organization Expenditures**  
**Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group E</b><br>Population 500,000 to 999,999<br>Sample Size = 20 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><u>Local</u><br>Artists | <b>Payments to/for</b><br><u>Non-Local</u><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|---|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| City of Albuquerque (NM)  | \$389,550                                      | \$226,081  | \$66,520                    | \$61,785  | \$24,500  | \$768,436                        | \$64,244                       | \$832,680                              | 74                    |
| City of Atlanta (GA)  | \$1,184,431                                    | \$1,283,013  | \$189,050                   | \$374,018   | \$270,092   | \$3,300,605                      | \$61,673                       | \$3,362,278                            | 50                    |
| Polk County (FL)  | \$114,678                                      | \$89,889   | \$36,015                    | \$20,787  | \$3,157   | \$264,526                        | \$1,920                        | \$266,445                              | 10                    |
| Lee County (FL)   | \$260,207                                      | \$209,342  | \$35,151                    | \$36,787  | \$19,740  | \$561,228                        | \$32,148                       | \$593,375                              | 39                    |
| City of Seattle (WA)  | \$1,975,638                                    | \$2,259,521  | \$357,006                   | \$412,781   | \$470,501   | \$5,475,447                      | \$75,247                       | \$5,550,694                            | 49                    |
| District of Columbia (DC)*  | \$7,525,833                                    | \$5,472,498  | \$1,473,673                 | \$1,456,845                                       | \$840,013   | \$16,768,862                     | \$433,672                      | \$17,202,534                           | 40                    |
| City of Baltimore (MD) <sup>1</sup>   | \$925,798                                      | \$713,595  | \$139,718                   | \$108,148   | \$60,782  | \$1,948,040                      | \$116,095                      | \$2,064,136                            | 129                   |
| Jefferson County (AL)   | \$388,037                                      | \$212,946  | \$68,014                    | \$40,675  | \$32,989  | \$742,662                        | \$151,724                      | \$894,386                              | 99                    |
| City of Austin (TX)   | \$686,152                                      | \$476,054  | \$97,446                    | \$33,240  | \$69,079  | \$1,361,970                      | \$82,033                       | \$1,444,003                            | 95                    |
| City of Indianapolis (IN)   | \$1,511,343                                    | \$1,021,011  | \$253,790                   | \$90,963  | \$121,817   | \$2,998,925                      | \$215,261                      | \$3,214,186                            | 60                    |
| City and County of San Francisco (CA)* <sup>1,2</sup>                                 | \$845,650                                      | \$638,449  | \$82,207                    | \$91,335  | \$10,653  | \$1,668,294                      | \$0                            | \$1,668,294                            | 283                   |
| Prince George's County (MD) <sup>1</sup>  | \$330,939                                      | \$185,994  | \$12,242                    | \$98,600  | \$0   | \$627,775                        | \$22                           | \$627,797                              | 26                    |
| Bergen County (NJ)  | \$70,168                                       | \$58,711   | \$15,272                    | \$8,419   | \$10,224  | \$162,794                        | \$2,505                        | \$165,299                              | 67                    |
| Wake County (NC)  | \$494,907                                      | \$257,399  | \$32,075                    | \$31,368  | \$19,427  | \$835,177                        | \$17,316                       | \$852,493                              | 103                   |
| Fairfield County (CT)   | \$458,418                                      | \$303,722  | \$74,948                    | \$67,779  | \$44,760  | \$949,627                        | \$140,771                      | \$1,090,398                            | 77                    |
| Mecklenburg County (NC)   | \$474,678                                      | \$541,173  | \$149,744                   | \$111,914   | \$28,578  | \$1,306,088                      | \$79,903                       | \$1,385,990                            | 73                    |
| Greater Memphis Area (TN)   | \$339,310                                      | \$345,161  | \$56,188                    | \$84,360  | \$136,283   | \$961,302                        | \$117,551                      | \$1,078,853                            | 58                    |
| City of San Jose (CA)** <sup>1</sup>  | \$459,396                                      | \$419,900  | \$71,275                    | \$76,336  | \$26,064  | \$1,052,971                      | \$9,054                        | \$1,062,025                            | 69                    |
| Westchester County (NY) <sup>1</sup>  | \$398,861                                      | \$335,599  | \$48,727                    | \$50,358  | \$19,030  | \$852,576                        | \$44,147                       | \$896,723                              | 108                   |
| Montgomery County (MD) <sup>1,2</sup>   | \$416,253                                      | \$460,225  | \$75,619                    | \$92,457  | \$6,513   | \$1,051,067                      | \$0                            | \$1,051,067                            | 73                    |
| <b>Group E Average</b>  | <b>\$962,512</b>                               | <b>\$775,514</b>   | <b>\$166,734</b>            | <b>\$167,448</b>                                  | <b>\$110,710</b>                                      | <b>\$2,182,919</b>               | <b>\$82,264</b>                | <b>\$2,265,183</b>                     | <b>79.1</b>           |
| Percent of Group E Total  | 42.5%  | 34.2%  | 7.4%                        | 7.4%  | 4.9%  | 96.4%                            | 3.6%                           | 100.0%                                 |                       |
| Average <u>Excluding</u> Outliers/Exclusions  | \$612,904                                      | \$528,202  | \$100,443                   | \$101,438   | \$78,675  | \$1,421,661                      | \$70,739                       | \$1,492,400                            |                       |
| Group E Median  | \$458,907                                      | \$382,530  | \$73,112                    | \$80,348  | \$27,321  | \$1,006,184                      | \$62,958                       | \$1,070,439                            |                       |

**Table 10:**  
**Average Itemized Nonprofit Arts and Culture Organization Expenditures**  
**Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group F</b><br>Population 1,000,000 or More<br>Sample Size = 23 | <b>Payroll</b><br>(staff/employee)<br><b>Expenses</b> | <b>Overhead &amp;</b><br><b>Programmatic</b><br><b>Expenses</b> | <b>Facility</b><br><b>Expenses</b> | <b>Payments to/for</b><br><b>Local</b><br><b>Artists</b> | <b>Payments to/for</b><br><b>Non-Local</b><br><b>Artists</b> | <b>OPERATING</b><br><b>Expenditures</b> | <b>CAPITAL</b><br><b>Expenditures</b> | <b>TOTAL</b><br><b>Direct</b><br><b>Expenditures</b> | <b>Sample</b><br><b>Size</b> |
|--|---|---|------------------------------------|--|--|---|---------------------------------------|--|------------------------------|
| Pima County (AZ) <sup>1</sup>  | \$390,448   | \$327,901   | \$63,046                           | \$53,614   | \$26,351   | \$861,359                               | \$11,603                              | \$872,962  | 49                           |
| Fairfax County (VA)  | \$276,108   | \$219,852   | \$46,435                           | \$17,506   | \$180,136  | \$740,037                               | \$67,401                              | \$807,437  | 61                           |
| Orange County (FL)   | \$442,778   | \$342,073   | \$99,093                           | \$52,339   | \$33,331   | \$969,614                               | \$152,065                             | \$1,121,679  | 63                           |
| Greater Columbus Area (OH) <sup>1</sup>  | \$938,399   | \$783,609   | \$140,183                          | \$130,412  | \$48,673   | \$2,041,276                             | \$7,443                               | \$2,048,720  | 64                           |
| Allegheny County (PA) <sup>1,2</sup>   | \$1,292,273   | \$1,502,523   | \$196,635                          | \$82,027   | \$0  | \$3,073,458                             | \$0                                   | \$3,073,458  | 120                          |
| City of San Diego (CA)*** <sup>1,2</sup>   | \$915,304   | \$828,458   | \$98,632                           | \$112,831  | \$28,838   | \$1,984,063                             | \$0                                   | \$1,984,063  | 120                          |
| City of Dallas (TX)  | \$918,772   | \$807,815   | \$122,100                          | \$212,247  | \$46,647   | \$2,107,582                             | \$40,221                              | \$2,147,803  | 77                           |
| Palm Beach County (FL)   | \$755,423   | \$620,244   | \$155,794                          | \$82,100   | \$211,279  | \$1,824,840                             | \$131,433                             | \$1,956,274  | 71                           |
| Greater St. Louis Area (MO)  | \$1,074,401   | \$768,749   | \$241,031                          | \$42,211   | \$57,269   | \$2,183,661                             | \$102,870                             | \$2,286,531  | 137                          |
| City of San Antonio (TX)   | \$518,350   | \$372,561   | \$103,672                          | \$53,076   | \$30,741   | \$1,078,401                             | \$256,175                             | \$1,334,576  | 47                           |
| Sacramento County (CA) <sup>1</sup>  | \$243,191   | \$322,138   | \$142,385                          | \$27,455   | \$3,559  | \$738,729                               | \$481                                 | \$739,210  | 111                          |
| City and County of Philadelphia (PA) <sup>1,2</sup>                                  | \$1,234,972   | \$1,471,958   | \$151,981                          | \$114,832  | \$0  | \$2,973,743                             | \$0                                   | \$2,973,743  | 258                          |
| City of Phoenix (AZ) <sup>1</sup>  | \$1,140,141   | \$965,588   | \$175,219                          | \$151,851  | \$70,337   | \$2,503,137                             | \$238,650                             | \$2,741,787  | 60                           |
| Broward County (FL)  | \$503,094   | \$476,542   | \$97,609                           | \$63,182   | \$141,965  | \$1,282,392                             | \$37,996                              | \$1,320,388  | 78                           |
| Santa Clara County (CA) <sup>1</sup>   | \$392,401   | \$334,888   | \$61,281                           | \$69,567   | \$19,741   | \$877,878                               | \$7,908                               | \$885,786  | 119                          |
| Tarrant County (TX)  | \$273,413   | \$354,699   | \$54,305                           | \$224,087  | \$38,752   | \$945,256                               | \$34,290                              | \$979,546  | 40                           |
| Clark County (NV)  | \$281,683   | \$252,156   | \$30,270                           | \$28,283   | \$10,837   | \$603,229                               | \$186,297                             | \$789,527  | 44                           |
| Riverside County (CA) <sup>1,2</sup>   | \$405,830   | \$318,262   | \$82,624                           | \$33,169   | \$35,338   | \$875,223                               | \$0                                   | \$875,223  | 59                           |
| Miami-Dade County (FL)   | \$298,302   | \$507,904   | \$78,541                           | \$40,905   | \$47,816   | \$973,469                               | \$485,316                             | \$1,458,785  | 462                          |
| City of Chicago (IL) <sup>1</sup>  | \$1,065,107   | \$1,016,482   | \$149,930                          | \$137,877  | \$40,823   | \$2,410,219                             | \$74,441                              | \$2,484,660  | 486                          |
| San Diego County (CA) <sup>1,2</sup>   | \$605,186   | \$543,869   | \$71,111                           | \$75,868   | \$26,093   | \$1,322,126                             | \$0                                   | \$1,322,126  | 206                          |
| City of Los Angeles (CA) <sup>1,2</sup>  | \$1,453,784   | \$1,343,536   | \$206,848                          | \$188,349  | \$51,676   | \$3,244,192                             | \$0                                   | \$3,244,192  | 293                          |
| Harris County (TX)   | \$861,786   | \$1,206,211   | \$151,557                          | \$280,883  | \$80,177   | \$2,580,615                             | \$30,661                              | \$2,611,275  | 143                          |
| <b>Group F Average</b>   | <b>\$707,876</b>                                      | <b>\$682,088</b>  | <b>\$118,273</b>                   | <b>\$98,899</b>  | <b>\$53,495</b>  | <b>\$1,660,630</b>                      | <b>\$81,098</b>                       | <b>\$1,741,728</b>                                   | <b>137.7</b>                 |
| Percent of Group F Total   | 40.6%   | 39.2%   | 6.8%                               | 5.7%   | 3.1%   | 95.3%                                   | 4.7%                                  | 100.0%   |                              |
| Average <u>Excluding</u> Outliers/Exclusions   | \$698,447   | \$675,435   | \$119,166                          | \$98,266   | \$54,616   | \$1,645,929                             | \$84,784                              | \$1,730,713  |                              |
| Group F Median   | \$605,186   | \$543,869   | \$103,672                          | \$75,868   | \$38,752   | \$1,322,126                             | \$34,290                              | \$1,458,785  |                              |

**ALL CITY/COUNTY STUDY REGIONS**

|  |                  |                  |                 |                 |                 |                    |                 |                    |             |
|--|------------------|------------------|-----------------|-----------------|-----------------|--------------------|-----------------|--------------------|-------------|
| <b>Average</b>                               | <b>\$454,040</b> | <b>\$377,361</b> | <b>\$83,806</b> | <b>\$64,672</b> | <b>\$52,248</b> | <b>\$1,032,049</b> | <b>\$72,534</b> | <b>\$1,104,583</b> | <b>53.4</b> |
| Percent of Total                             | 41.1%            | 34.2%            | 7.6%            | 5.9%            | 4.7%            | 93.4%              | 6.6%            | 100.0%             |             |
| Average <u>Excluding</u> Outliers/Exclusions | \$400,463        | \$338,647        | \$74,824        | \$55,807        | \$46,528        | \$916,269          | \$55,909        | \$972,178          |             |
| Median                                       | \$298,302        | \$223,089        | \$49,693        | \$37,747        | \$28,578        | \$678,785          | \$24,056        | \$753,175          |             |

**Table 10:**  
**Average Itemized Nonprofit Arts and Culture Organization Expenditures**  
**Per Study Region During Fiscal Year 2010**

| <b>Regional Study Regions</b><br>All Populations<br>Sample Size = 31 | <b>Payroll</b><br>(staff/employee)<br><b>Expenses</b> | <b>Overhead &amp;</b><br><b>Programmatic</b><br><b>Expenses</b> | <b>Facility</b><br><b>Expenses</b> | <b>Payments to/for</b><br><b>Local</b><br><b>Artists</b> | <b>Payments to/for</b><br><b>Non-Local</b><br><b>Artists</b> | <b>OPERATING</b><br><b>Expenditures</b> | <b>CAPITAL</b><br><b>Expenditures</b> | <b>TOTAL</b><br><b>Direct</b><br><b>Expenditures</b> | <b>Sample</b><br><b>Size</b> |
|--|---|---|------------------------------------|--|--|---|---------------------------------------|--|------------------------------|
| Greater Portsmouth Area (NH)   | \$253,493   | \$138,933   | \$37,141                           | \$14,284   | \$43,795   | \$487,647                               | \$37,422                              | \$525,069  | 20                           |
| Greater Concord Area (NH)  | \$295,800   | \$217,210   | \$59,291                           | \$45,743   | \$76,977   | \$695,022                               | \$21,759                              | \$716,781  | 15                           |
| Greater Aberdeen Area (SD)   | \$53,888  | \$41,995  | \$10,310                           | \$9,081  | \$10,349   | \$125,624                               | \$4,842                               | \$130,466  | 12                           |
| Centre Region (PA) <sup>1</sup>                                      | \$164,711   | \$140,608   | \$12,329                           | \$43,736   | \$5,300  | \$366,685                               | \$3,251                               | \$369,936  | 27                           |
| Greater Minot Area (ND)  | \$96,510  | \$67,520  | \$19,211                           | \$21,792   | \$11,635   | \$216,669                               | \$47                                  | \$216,716  | 29                           |
| Creative Corridor in Northwest Iowa (IA)                             | \$233,511   | \$191,804   | \$45,353                           | \$29,794   | \$31,838   | \$532,300                               | \$0                                   | \$532,300  | 7                            |
| Northern New Hampshire (NH)  | \$85,684  | \$67,901  | \$17,688                           | \$14,079   | \$11,522   | \$196,874                               | \$7,738                               | \$204,612  | 38                           |
| Greater Sioux Falls Area (SD)  | \$187,125   | \$132,219   | \$43,949                           | \$40,913   | \$36,111   | \$440,316                               | \$14,889                              | \$455,204  | 35                           |
| Greater Athens Area (GA)   | \$222,094   | \$75,744  | \$33,831                           | \$8,952  | \$46,771   | \$387,392                               | \$3,865                               | \$391,258  | 10                           |
| Greater Rockford Area (IL) <sup>1,2</sup>                            | \$259,576   | \$218,918   | \$49,860                           | \$30,458   | \$22,361   | \$581,172                               | \$0                                   | \$581,172  | 30                           |
| Greater Peoria Area (IL) <sup>1</sup>                                | \$206,303   | \$169,213   | \$36,031                           | \$25,920   | \$18,628   | \$456,095                               | \$37,669                              | \$493,764  | 30                           |
| Greater Fox Cities Region (WI)                                       | \$204,245   | \$144,752   | \$157,340                          | \$14,628   | \$201,945  | \$722,910                               | \$93,286                              | \$816,196  | 26                           |
| Northern Tier Region (PA) <sup>1,2</sup>                             | \$76,594  | \$162,252   | \$8,316                            | \$34,900   | \$0  | \$282,061                               | \$0                                   | \$282,061  | 14                           |
| Northwest Arkansas Area (AR)   | \$530,976   | \$340,992   | \$101,005                          | \$39,424   | \$163,054  | \$1,175,450                             | \$61,226                              | \$1,236,676  | 25                           |
| Mahoning Valley Region (OH) <sup>1</sup>                             | \$193,355   | \$207,151   | \$50,180                           | \$28,503   | \$12,167   | \$491,356                               | \$103,716                             | \$595,072  | 22                           |
| Iowa Cultural Corridor (IA)  | \$447,586   | \$208,009   | \$42,082                           | \$26,058   | \$27,263   | \$750,998                               | \$59,134                              | \$810,132  | 62                           |
| Pikes Peak Region (CO)   | \$288,049   | \$266,293   | \$79,208                           | \$25,072   | \$24,438   | \$683,061                               | \$51,624                              | \$734,685  | 51                           |
| Greater Columbia Area (SC)   | \$278,891   | \$230,039   | \$34,917                           | \$29,614   | \$9,174  | \$582,635                               | \$35,025                              | \$617,661  | 30                           |
| Lehigh Valley Region (PA) <sup>1</sup>                               | \$454,099   | \$345,966   | \$78,863                           | \$109,256  | \$41,387   | \$1,029,571                             | \$92,481                              | \$1,122,053  | 91                           |
| West Valley Region (AZ) <sup>1</sup>                                 | \$280,769   | \$237,389   | \$50,774                           | \$54,087   | \$33,277   | \$656,296                               | \$77                                  | \$656,373  | 13                           |
| Greater Harrisburg Area (PA) <sup>1,2</sup>                          | \$303,561   | \$386,254   | \$47,504                           | \$65,537   | \$9,200  | \$812,056                               | \$0                                   | \$812,056  | 38                           |
| Greater Hartford Area (CT)   | \$565,953   | \$324,377   | \$101,417                          | \$44,486   | \$75,226   | \$1,111,459                             | \$95,247                              | \$1,206,706  | 123                          |
| Greater Portland Area (OR)   | \$343,658   | \$209,258   | \$73,880                           | \$73,287   | \$34,628   | \$734,711                               | \$53,174                              | \$787,885  | 193                          |
| Metropolitan Kansas City Area (MO/KS)                                | \$484,530   | \$394,152   | \$92,105                           | \$134,237  | \$50,718   | \$1,155,741                             | \$1,160,885                           | \$2,316,626  | 88                           |
| Greater Milwaukee Area (WI)  | \$672,381   | \$460,607   | \$114,943                          | \$74,801   | \$88,030   | \$1,410,762                             | \$20,098                              | \$1,430,860  | 154                          |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 10:**  
**Average Itemized Nonprofit Arts and Culture Organization Expenditures**  
**Per Study Region During Fiscal Year 2010**

| <b>Regional Study Regions</b><br>All Populations<br>Sample Size = 31 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><b>Local</b><br>Artists | <b>Payments to/for</b><br><b>Non-Local</b><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|--|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| Central Florida Region (FL)  | \$278,394                                      | \$229,858  | \$67,097                    | \$29,731  | \$26,248  | \$631,327                        | \$101,637                      | \$732,964                              | 135                   |
| Greater Washington DC Region (DC/MD/VA) <sup>1</sup>                 | \$1,354,890                                    | \$1,049,705  | \$257,197                   | \$254,564   | \$175,564   | \$3,091,920                      | \$73,744                       | \$3,165,665                            | 299                   |
| Greater Philadelphia Region (PA) <sup>1,2</sup>                      | \$1,048,737                                    | \$1,261,350  | \$128,023                   | \$96,637  | \$0   | \$2,534,746                      | \$0                            | \$2,534,746                            | 345                   |
| Southeastern Michigan Region (MI) <sup>1</sup>                       | \$1,216,263                                    | \$1,144,014  | \$243,303                   | \$185,395   | \$39,326  | \$2,828,300                      | \$43,910                       | \$2,872,211                            | 120                   |
| Greater Houston Area (TX)  | \$820,250                                      | \$1,091,563  | \$145,336                   | \$247,081   | \$83,608  | \$2,387,837                      | \$36,514                       | \$2,424,351                            | 171                   |
| North Texas Region (TX)  | \$623,498                                      | \$581,572  | \$89,564                    | \$193,904   | \$40,041  | \$1,528,578                      | \$40,746                       | \$1,569,324                            | 135                   |
| <b>Regional Average</b>  | <b>\$404,044</b>                               | <b>\$346,375</b>   | <b>\$75,098</b>             | <b>\$65,998</b>                                   | <b>\$46,793</b>                                       | <b>\$938,309</b>                 | <b>\$72,710</b>                | <b>\$1,011,019</b>                     | <b>77.0</b>           |
| Percent of Regional Total  | 40.0%  | 34.3%  | 7.4%                        | 6.5%  | 4.6%  | 92.8%                            | 7.2%                           | 100.0%                                 |                       |
| Regional Median  | \$280,769                                      | \$218,918  | \$50,774                    | \$39,424  | \$33,277  | \$683,061                        | \$36,514                       | \$732,964                              |                       |

| <b>Statewide Study Regions</b><br>All Populations<br>Sample Size = 10 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><b>Local</b><br>Artists | <b>Payments to/for</b><br><b>Non-Local</b><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|---|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| State of South Dakota   | \$138,349                                      | \$93,972   | \$22,799                    | \$19,673  | \$14,352  | \$289,145                        | \$22,961                       | \$312,106                              | 116                   |
| State of Delaware   | \$573,681                                      | \$235,997  | \$98,854                    | \$25,617  | \$37,226  | \$971,375                        | \$217,220                      | \$1,188,595                            | 87                    |
| State of Hawai'i  | \$345,439                                      | \$236,481  | \$95,334                    | \$57,019  | \$30,168  | \$764,440                        | \$77,879                       | \$842,319                              | 106                   |
| State of New Hampshire  | \$152,458                                      | \$92,411   | \$26,312                    | \$19,253  | \$22,893  | \$313,327                        | \$16,040                       | \$329,367                              | 161                   |
| State of Nebraska   | \$272,057                                      | \$182,287  | \$62,810                    | \$40,622  | \$46,239  | \$604,015                        | \$61,019                       | \$665,034                              | 144                   |
| State of Connecticut  | \$618,798                                      | \$404,096  | \$110,157                   | \$51,158  | \$64,522  | \$1,248,731                      | \$135,702                      | \$1,384,433                            | 329                   |
| State of Wisconsin  | \$453,692                                      | \$318,339  | \$96,089                    | \$52,172  | \$91,595  | \$1,011,887                      | \$31,316                       | \$1,043,203                            | 326                   |
| State of North Carolina   | \$321,506                                      | \$205,554  | \$56,256                    | \$37,493  | \$28,857  | \$649,664                        | \$39,256                       | \$688,920                              | 957                   |
| State of Pennsylvania <sup>1</sup>                                    | \$749,457                                      | \$869,581  | \$101,590                   | \$81,329  | \$6,255   | \$1,808,213                      | \$11,898                       | \$1,820,112                            | 808                   |
| State of Illinois <sup>1</sup>  | \$659,838                                      | \$622,793  | \$96,788                    | \$106,081   | \$27,292  | \$1,512,792                      | \$42,092                       | \$1,554,884                            | 1,004                 |
| <b>Statewide Average</b>  | <b>\$428,528</b>                               | <b>\$326,151</b>   | <b>\$76,699</b>             | <b>\$49,042</b>                                   | <b>\$36,940</b>                                       | <b>\$917,359</b>                 | <b>\$65,538</b>                | <b>\$982,897</b>                       | <b>403.8</b>          |
| Percent of Statewide Total  | 43.6%  | 33.2%  | 7.8%                        | 5.0%  | 3.8%  | 93.3%                            | 6.7%                           | 100.0%                                 |                       |
| Statewide Median  | \$399,565                                      | \$236,239  | \$95,711                    | \$45,890  | \$29,512  | \$867,908                        | \$40,674                       | \$942,761                              |                       |



**Table 10:**  
**Average Itemized Nonprofit Arts and Culture Organization Expenditures**  
**Per Study Region During Fiscal Year 2010**

| <b>Individual Arts Districts</b><br>All Populations<br>Sample Size = 2 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><b>Local</b><br>Artists | <b>Payments to/for</b><br><b>Non-Local</b><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|--|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| Grand Center Arts District (St. Louis, MO)                             | \$1,297,178                                    | \$725,419  | \$207,136                   | \$61,818  | \$132,394   | <b>\$2,423,945</b>               | \$53,207                       | <b>\$2,477,152</b>                     | 25                    |
| Dallas Arts District (Dallas, TX)                                      | \$1,780,776                                    | \$1,909,810  | \$199,011                   | \$653,724   | \$57,821  | <b>\$4,601,142</b>               | \$168,822                      | <b>\$4,769,964</b>                     | 16                    |
| <b>Arts District Average</b>   | <b>\$1,538,977</b>                             | <b>\$1,317,615</b>                                       | <b>\$203,074</b>            | <b>\$357,771</b>                                  | <b>\$95,107</b>                                       | <b>\$3,512,544</b>               | <b>\$111,014</b>               | <b>\$3,623,558</b>                     | <b>20.5</b>           |
| Percent of Arts District Total   | 42.5%  | 36.4%  | 5.6%                        | 9.9%  | 2.6%  | 96.9%                            | 3.1%                           | 100.0%                                 |                       |

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

- <sup>1</sup> Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.
- <sup>2</sup> The Cultural Data Project does not provide a breakdown of payments to/for local vs. nonlocal artists. In study regions where the CDP was the sole source of organizational financial data, all payments to/for artists are listed in the "local" category, and \$0 is listed in the "nonlocal" category.
- <sup>3</sup> Only one eligible nonprofit and culture organization provided detailed financial data for the analysis of the City of Gunnison, CO. While these itemized data are not reported for reasons of confidentiality, the data are included in the summary statistics for population cohort Group A as well as for all individual city/county study regions.



## Explanation of Table 11: Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010

This table presents the itemized expenditures made by participating nonprofit arts and culture organizations as a percentage of the total organizational expenditures in each participating study region during fiscal year 2010. Summary statistics are calculated for each population group. The averages on this table are calculated per participating study region.

### Column Two:

The percentage of total organizational expenditures spent on staff/employee expenses by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Staff and employee expenses include payroll, payroll taxes, fringe benefits, and costs for full-time contractors.

### Column Three:

The percentage of total organizational expenditures spent on overhead/programmatic expenses by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Overhead and programmatic expenses include marketing and advertising costs, supplies purchases, travel, insurance, communication costs, and programmatic costs.

### Column Four:

The percentage of total organizational expenditures spent on facility expenses by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Facility expenses include rental and/or lease costs, mortgage costs, property taxes, and utilities.

### Column Five:

The percentage of total organizational expenditures spent on fees paid to/for artists from within the study region by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Artist expenses include wages, taxes, and fringe benefits.

### Column Six:

The percentage of total organizational expenditures spent on fees paid to/for artists from outside the study region by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Artist expenses include wages, taxes, and fringe benefits.

### Column Seven:

The percentage of total organizational expenditures spent on operating expenditures by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is the sum of Columns Two through Six. (See the organizational expenditure survey instrument in Appendix C for a detailed breakdown of organizational expenditure categories.)

### Column Eight:

The percentage of total organizational expenditures spent on capital expenditures by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Capital expenditures are payments to buy, build, replace, improve, or expand an asset, equipment, or a facility which will last for more than one year and which, under generally accepted accounting principles, are not properly chargeable as an expense of operation or maintenance. In other words, they are capitalized and may be depreciated or amortized. In most cases, capital expenditures for renovation of existing facilities, construction of new facilities, and purchase of property have been excluded from the analysis. These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for non-responding organizations.

### Column Nine:

The average organizational expenditures of nonprofit arts and culture organizations in each study region during fiscal year 2010.

### Column Ten:

The number of eligible nonprofit arts and culture organizations from which detailed expenditure and event attendance data were collected in each participating study region.

**Table 11:**  
**Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group A</b><br>Population Fewer than 50,000<br>Sample Size = 27 | <b>Payroll</b><br>(staff/employee)<br><b>Expenses</b> | <b>Overhead &amp;</b><br><b>Programmatic</b><br><b>Expenses</b> | <b>Facility</b><br><b>Expenses</b> | <b>Payments to/for</b><br><b>Local</b><br><b>Artists</b> | <b>Payments to/for</b><br><b>Non-Local</b><br><b>Artists</b> | <b>OPERATING</b><br><b>Expenditures</b> | <b>CAPITAL</b><br><b>Expenditures</b> | <b>TOTAL</b><br><b>Direct</b><br><b>Expenditures</b> | <b>Sample</b><br><b>Size</b> |
|--|---|---|------------------------------------|--|--|---|---------------------------------------|--|------------------------------|
| City of Gunnison (CO)*** <sup>3</sup>  | n/a   | n/a   | n/a                                | n/a  | n/a  | n/a                                     | n/a                                   | n/a  | 1                            |
| Town of Telluride (CO)*  | 43.6%   | 30.1%   | 8.4%                               | 9.5%   | 5.2%   | 96.9%                                   | 3.1%                                  | 100.0%   | 24                           |
| Town of Crested Butte (CO)***  | 22.4%   | 25.0%   | 4.6%                               | 1.4%   | 13.0%  | 66.5%                                   | 33.5%                                 | 100.0%   | 11                           |
| Town of Newmarket (NH)   | 3.3%  | 46.0%   | 5.4%                               | 27.9%  | 3.7%   | 86.2%                                   | 13.8%                                 | 100.0%   | 3                            |
| Greater Ketchikan Area (AK)  | 59.8%   | 12.0%   | 7.6%                               | 1.4%   | 1.4%   | 82.1%                                   | 17.9%                                 | 100.0%   | 10                           |
| Gunnison County (CO)   | 24.0%   | 27.1%   | 4.6%                               | 1.5%   | 11.8%  | 69.1%                                   | 30.9%                                 | 100.0%   | 12                           |
| City of Durango (CO)   | 28.1%   | 26.0%   | 5.8%                               | 1.6%   | 9.6%   | 71.1%                                   | 28.9%                                 | 100.0%   | 15                           |
| Teton County (WY)*   | 28.7%   | 21.6%   | 7.4%                               | 0.9%   | 8.5%   | 67.1%                                   | 32.9%                                 | 100.0%   | 15                           |
| City of Laguna Beach (CA)* <sup>1</sup>  | 42.3%   | 30.6%   | 8.2%                               | 9.1%   | 4.8%   | 95.0%                                   | 5.0%                                  | 100.0%   | 17                           |
| City of Fairfax (VA)***  | 42.8%   | 35.2%   | 8.3%                               | 5.5%   | 5.8%   | 97.6%                                   | 2.4%                                  | 100.0%   | 7                            |
| City of Auburn (NY) <sup>1</sup>   | 31.9%   | 43.7%   | 13.9%                              | 5.7%   | 1.6%   | 96.8%                                   | 3.2%                                  | 100.0%   | 7                            |
| City of Slidell (LA)***  | 29.6%   | 38.2%   | 8.8%                               | 8.9%   | 10.5%  | 96.0%                                   | 4.0%                                  | 100.0%   | 16                           |
| City of Winter Park (FL)***  | 31.9%   | 29.6%   | 5.2%                               | 4.4%   | 2.3%   | 73.3%                                   | 26.7%                                 | 100.0%   | 18                           |
| Greater Elkins Area (WV)   | 33.2%   | 50.0%   | 6.6%                               | 5.7%   | 3.8%   | 99.3%                                   | 0.7%                                  | 100.0%   | 6                            |
| Transylvania County (NC)   | 52.6%   | 27.9%   | 7.2%                               | 1.6%   | 7.0%   | 96.3%                                   | 3.7%                                  | 100.0%   | 14                           |
| City of Rochester (NH)   | 52.5%   | 23.0%   | 8.3%                               | 3.0%   | 3.5%   | 90.3%                                   | 9.7%                                  | 100.0%   | 12                           |
| City and Borough of Juneau (AK)  | 46.9%   | 33.3%   | 8.4%                               | 4.5%   | 1.9%   | 95.1%                                   | 4.9%                                  | 100.0%   | 18                           |
| Princeton (NJ)**   | 50.4%   | 29.2%   | 5.9%                               | 0.7%   | 3.1%   | 89.4%                                   | 10.6%                                 | 100.0%   | 16                           |
| Platte County (NE)   | 66.7%   | 21.0%   | 5.7%                               | 0.0%   | 0.0%   | 93.5%                                   | 6.5%                                  | 100.0%   | 8                            |
| Adams County (NE)  | 55.5%   | 25.8%   | 8.3%                               | 4.4%   | 4.1%   | 98.0%                                   | 2.0%                                  | 100.0%   | 26                           |
| City of Fairbanks (AK)   | 39.9%   | 37.4%   | 6.7%                               | 6.8%   | 8.9%   | 99.8%                                   | 0.2%                                  | 100.0%   | 17                           |
| City of West Hollywood (CA)** <sup>1,2</sup>   | 42.7%   | 36.8%   | 8.5%                               | 6.3%   | 5.7%   | 100.0%                                  | 0.0%                                  | 100.0%   | 15                           |
| City of Pittsfield (MA)** <sup>1,2</sup>   | 42.7%   | 42.6%   | 7.8%                               | 4.6%   | 2.3%   | 100.0%                                  | 0.0%                                  | 100.0%   | 30                           |
| Windham County (VT)*   | 39.7%   | 36.4%   | 9.6%                               | 4.2%   | 5.8%   | 95.8%                                   | 4.2%                                  | 100.0%   | 39                           |
| Iron County (UT)*  | 32.2%   | 30.9%   | 4.3%                               | 5.6%   | 21.0%  | 93.9%                                   | 6.1%                                  | 100.0%   | 13                           |
| Watauga County (NC)  | 37.3%   | 29.9%   | 4.5%                               | 3.9%   | 22.7%  | 98.4%                                   | 1.6%                                  | 100.0%   | 10                           |
| Buffalo County (NE)  | 55.8%   | 24.4%   | 4.9%                               | 2.8%   | 4.1%   | 92.1%                                   | 7.9%                                  | 100.0%   | 15                           |
| <b>Group A Average</b>   | <b>39.9%</b>  | <b>31.3%</b>  | <b>7.1%</b>                        | <b>5.1%</b>  | <b>6.6%</b>  | <b>90.0%</b>                            | <b>10.0%</b>                          | <b>100.0%</b>  | <b>14.6</b>                  |
| Average Excluding Outliers/Exclusions  | 42.0%   | 30.5%   | 7.0%                               | 5.1%   | 6.0%   | 90.6%                                   | 9.4%                                  | 100.0%   |                              |
| Group A Median   | 41.1%   | 30.0%   | 7.3%                               | 4.4%   | 5.0%   | 95.0%                                   | 5.0%                                  | 100.0%   |                              |

**Table 11:**  
**Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group B</b><br>Population 50,000 to 99,999<br>Sample Size = 19 | <b>Payroll</b><br>(staff/employee)<br><b>Expenses</b> | <b>Overhead &amp;</b><br><b>Programmatic</b><br><b>Expenses</b> | <b>Facility</b><br><b>Expenses</b> | <b>Payments to/for</b><br><b>Local</b><br><b>Artists</b> | <b>Payments to/for</b><br><b>Non-Local</b><br><b>Artists</b> | <b>OPERATING</b><br><b>Expenditures</b> | <b>CAPITAL</b><br><b>Expenditures</b> | <b>TOTAL</b><br><b>Direct</b><br><b>Expenditures</b> | <b>Sample</b><br><b>Size</b> |
|---|---|---|------------------------------------|--|--|---|---------------------------------------|--|------------------------------|
| Chenango County (NY) <sup>1,2</sup>   | 35.0%   | 46.5%   | 8.9%                               | 6.5%   | 3.1%   | 100.0%                                  | 0.0%                                  | 100.0%   | 12                           |
| City of La Crosse (WI)  | 41.6%   | 27.3%   | 12.3%                              | 3.8%   | 8.1%   | 93.1%                                   | 6.9%                                  | 100.0%   | 11                           |
| Lenoir County (NC)  | 46.0%   | 18.7%   | 10.2%                              | 4.3%   | 3.2%   | 82.4%                                   | 17.6%                                 | 100.0%   | 4                            |
| City of Dubuque (IA)  | 37.6%   | 28.4%   | 8.1%                               | 5.2%   | 3.2%   | 82.5%                                   | 17.5%                                 | 100.0%   | 44                           |
| Greater Enid Area (OK)  | 28.3%   | 12.2%   | 3.9%                               | 2.0%   | 1.2%   | 47.7%                                   | 52.3%                                 | 100.0%   | 12                           |
| City of Flagstaff (AZ) <sup>1</sup>   | 45.8%   | 35.0%   | 7.9%                               | 5.9%   | 2.8%   | 97.5%                                   | 2.5%                                  | 100.0%   | 37                           |
| City of Portland (ME)   | 44.3%   | 29.7%   | 10.2%                              | 6.4%   | 6.0%   | 96.6%                                   | 3.4%                                  | 100.0%   | 38                           |
| Athens County (OH) <sup>1</sup>   | 42.9%   | 29.9%   | 7.5%                               | 9.8%   | 4.2%   | 94.2%                                   | 5.8%                                  | 100.0%   | 40                           |
| Rutherford County (NC)  | 47.2%   | 22.5%   | 3.0%                               | 1.8%   | 24.3%  | 98.9%                                   | 1.1%                                  | 100.0%   | 4                            |
| City of Walnut Creek (CA) <sup>1</sup>  | 42.6%   | 36.3%   | 7.5%                               | 8.2%   | 4.3%   | 98.9%                                   | 1.1%                                  | 100.0%   | 22                           |
| City of Missoula (MT)   | 53.3%   | 30.7%   | 7.0%                               | 5.0%   | 2.5%   | 98.5%                                   | 1.5%                                  | 100.0%   | 32                           |
| City of Bloomington (IN)  | 40.5%   | 28.4%   | 7.1%                               | 5.7%   | 4.6%   | 86.3%                                   | 13.7%                                 | 100.0%   | 40                           |
| City of Miami Beach (FL)***   | 15.7%   | 15.3%   | 3.8%                               | 5.1%   | 1.8%   | 41.8%                                   | 58.2%                                 | 100.0%   | 60                           |
| Greater Parkersburg Area (WV)   | 40.5%   | 37.5%   | 8.6%                               | 5.2%   | 4.7%   | 96.6%                                   | 3.4%                                  | 100.0%   | 8                            |
| Moore County (NC)   | 29.4%   | 37.2%   | 9.9%                               | 7.1%   | 9.4%   | 93.1%                                   | 6.9%                                  | 100.0%   | 36                           |
| Indiana County (PA) <sup>1</sup>  | 37.4%   | 32.3%   | 2.7%                               | 23.5%  | 1.3%   | 97.2%                                   | 2.8%                                  | 100.0%   | 5                            |
| Buchanan County (MO)  | 53.8%   | 25.6%   | 9.7%                               | 0.6%   | 4.0%   | 93.7%                                   | 6.3%                                  | 100.0%   | 18                           |
| City of Boulder (CO)  | 43.3%   | 25.7%   | 8.1%                               | 7.2%   | 3.8%   | 88.2%                                   | 11.8%                                 | 100.0%   | 22                           |
| Eau Claire County (WI)  | 34.9%   | 28.6%   | 12.2%                              | 0.9%   | 5.4%   | 82.0%                                   | 18.0%                                 | 100.0%   | 7                            |
| <b>Group B Average</b>  | <b>40.0%</b>  | <b>28.8%</b>  | <b>7.8%</b>                        | <b>6.0%</b>  | <b>5.2%</b>  | <b>87.8%</b>                            | <b>12.2%</b>                          | <b>100.0%</b>  | <b>23.8</b>                  |
| Average <u>Excluding</u> Outliers/Exclusions  | 41.4%   | 29.6%   | 8.1%                               | 6.1%   | 5.3%   | 90.4%                                   | 9.6%                                  | 100.0%   |                              |
| Group B Median  | 41.6%   | 28.6%   | 8.1%                               | 5.2%   | 4.0%   | 93.7%                                   | 6.3%                                  | 100.0%   |                              |

**Table 11:**  
**Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group C</b><br>Population 100,000 to 249,999<br>Sample Size = 28 | <b>Payroll</b><br>(staff/employee)<br><b>Expenses</b> | <b>Overhead &amp;</b><br><b>Programmatic</b><br><b>Expenses</b> | <b>Facility</b><br><b>Expenses</b> | <b>Payments to/for</b><br><b>Local</b><br><b>Artists</b> | <b>Payments to/for</b><br><b>Non-Local</b><br><b>Artists</b> | <b>OPERATING</b><br><b>Expenditures</b> | <b>CAPITAL</b><br><b>Expenditures</b> | <b>TOTAL</b><br><b>Direct</b><br><b>Expenditures</b> | <b>Sample</b><br><b>Size</b> |
|---|---|---|------------------------------------|--|--|---|---------------------------------------|--|------------------------------|
| City of Rochester (MN)  | 49.3%   | 26.8%   | 7.8%                               | 2.4%   | 3.1%   | 89.4%                                   | 10.6%                                 | 100.0%   | 33                           |
| Tompkins County (NY) <sup>1</sup>   | 47.9%   | 34.8%   | 6.8%                               | 6.0%   | 3.7%   | 99.2%                                   | 0.8%                                  | 100.0%   | 28                           |
| Wayne County (NC)   | 34.2%   | 15.8%   | 42.2%                              | 1.6%   | 5.8%   | 99.7%                                   | 0.3%                                  | 100.0%   | 14                           |
| City of McKinney (TX)   | 31.9%   | 33.9%   | 13.2%                              | 1.0%   | 11.0%  | 90.9%                                   | 9.1%                                  | 100.0%   | 5                            |
| Orange County (NC)  | 48.2%   | 28.1%   | 7.0%                               | 7.8%   | 6.7%   | 97.8%                                   | 2.2%                                  | 100.0%   | 96                           |
| Town of Cary (NC)**   | 49.5%   | 31.0%   | 6.2%                               | 4.6%   | 4.3%   | 95.6%                                   | 4.4%                                  | 100.0%   | 37                           |
| Marathon County (WI)  | 38.4%   | 26.7%   | 7.3%                               | 2.5%   | 23.6%  | 98.6%                                   | 1.4%                                  | 100.0%   | 8                            |
| Greater Charlottesville Area (VA)**   | 42.1%   | 29.9%   | 5.7%                               | 3.5%   | 5.4%   | 86.7%                                   | 13.3%                                 | 100.0%   | 41                           |
| City of Fort Collins (CO)   | 38.5%   | 35.9%   | 7.1%                               | 6.0%   | 8.2%   | 95.8%                                   | 4.2%                                  | 100.0%   | 21                           |
| Cambria County (PA) <sup>1</sup>  | 27.0%   | 44.9%   | 6.5%                               | 9.0%   | 0.6%   | 88.0%                                   | 12.0%                                 | 100.0%   | 13                           |
| City of Alexandria (VA)   | 42.3%   | 31.3%   | 9.4%                               | 8.5%   | 6.5%   | 98.0%                                   | 2.0%                                  | 100.0%   | 62                           |
| City of Eugene (OR)   | 54.4%   | 27.6%   | 7.7%                               | 6.0%   | 3.5%   | 99.2%                                   | 0.8%                                  | 100.0%   | 29                           |
| Pitt County (NC)  | 79.6%   | 8.5%  | 2.9%                               | 1.2%   | 3.6%   | 95.8%                                   | 4.2%                                  | 100.0%   | 22                           |
| City of Santa Clarita (CA) <sup>1,2</sup>   | 41.7%   | 33.5%   | 8.0%                               | 13.2%  | 3.7%   | 100.0%                                  | 0.0%                                  | 100.0%   | 11                           |
| City of Providence (RI)** <sup>1</sup>  | 47.8%   | 34.5%   | 7.7%                               | 4.8%   | 4.0%   | 98.8%                                   | 1.2%                                  | 100.0%   | 54                           |
| Erie (PA) <sup>1,2</sup>  | 41.9%   | 46.4%   | 4.2%                               | 6.8%   | 0.7%   | 100.0%                                  | 0.0%                                  | 100.0%   | 27                           |
| New Hanover County (NC)   | 58.5%   | 24.9%   | 7.8%                               | 4.1%   | 3.3%   | 98.8%                                   | 1.2%                                  | 100.0%   | 25                           |
| City of Glendale (CA) <sup>1,2</sup>  | 40.8%   | 40.9%   | 6.2%                               | 9.7%   | 2.4%   | 100.0%                                  | 0.0%                                  | 100.0%   | 29                           |
| City of Tacoma (WA)   | 41.8%   | 35.0%   | 8.9%                               | 2.9%   | 3.7%   | 92.3%                                   | 7.7%                                  | 100.0%   | 44                           |
| Whatcom County (WA)   | 49.0%   | 26.5%   | 10.3%                              | 1.9%   | 8.6%   | 96.4%                                   | 3.6%                                  | 100.0%   | 25                           |
| City of Boise (ID)  | 43.5%   | 27.8%   | 8.4%                               | 8.9%   | 9.2%   | 97.8%                                   | 2.2%                                  | 100.0%   | 36                           |
| Lackawanna County (PA) <sup>1,2</sup>   | 43.0%   | 37.3%   | 7.4%                               | 7.7%   | 4.6%   | 100.0%                                  | 0.0%                                  | 100.0%   | 43                           |
| Arlington County (VA)   | 41.3%   | 38.8%   | 7.6%                               | 5.8%   | 6.4%   | 99.9%                                   | 0.1%                                  | 100.0%   | 37                           |
| City of Orlando (FL)**  | 41.7%   | 30.1%   | 9.8%                               | 4.6%   | 3.0%   | 89.2%                                   | 10.8%                                 | 100.0%   | 32                           |
| Buncombe County (NC)  | 40.6%   | 33.6%   | 12.4%                              | 5.9%   | 5.9%   | 98.4%                                   | 1.6%                                  | 100.0%   | 34                           |
| St. Tammany Parish (LA)   | 52.1%   | 30.6%   | 6.3%                               | 5.1%   | 3.4%   | 97.3%                                   | 2.7%                                  | 100.0%   | 38                           |
| Alachua County (FL)   | 41.4%   | 30.4%   | 6.2%                               | 8.6%   | 10.5%  | 97.2%                                   | 2.8%                                  | 100.0%   | 31                           |
| Greater Jackson Area (MS)   | 56.5%   | 30.1%   | 2.0%                               | 7.0%   | 1.9%   | 97.4%                                   | 2.6%                                  | 100.0%   | 7                            |
| <b>Group C Average</b>  | <b>45.2%</b>  | <b>31.3%</b>  | <b>8.7%</b>                        | <b>5.6%</b>  | <b>5.6%</b>  | <b>96.4%</b>                            | <b>3.6%</b>                           | <b>100.0%</b>  | <b>31.5</b>                  |
| Average Excluding Outliers/Exclusions   | 45.2%   | 31.3%   | 8.9%                               | 5.8%   | 5.9%   | 97.0%                                   | 3.0%                                  | 100.0%   |                              |
| Group C Median  | 42.2%   | 30.8%   | 7.5%                               | 5.9%   | 4.2%   | 97.8%                                   | 2.2%                                  | 100.0%   |                              |

**Table 11:**  
**Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group D</b><br>Population 250,000 to 499,999<br>Sample Size = 22 | <b>Payroll</b><br>(staff/employee)<br><b>Expenses</b> | <b>Overhead &amp; Programmatic</b><br><b>Expenses</b> | <b>Facility</b><br><b>Expenses</b> | <b>Payments to/for</b><br><u>Local</u><br><b>Artists</b> | <b>Payments to/for</b><br><u>Non-Local</u><br><b>Artists</b> | <b>OPERATING</b><br><b>Expenditures</b> | <b>CAPITAL</b><br><b>Expenditures</b> | <b>TOTAL</b><br><b>Direct</b><br><b>Expenditures</b> | <b>Sample</b><br><b>Size</b> |
|---|---|---|------------------------------------|--|--|---|---------------------------------------|--|------------------------------|
| City of Lincoln (NE)  | 43.1%   | 25.1%   | 9.0%                               | 4.6%   | 5.4%   | 87.2%                                   | 12.8%                                 | 100.0%   | 41                           |
| Durham County (NC)  | 41.6%   | 32.6%   | 6.6%                               | 6.0%   | 5.6%   | 92.4%                                   | 7.6%                                  | 100.0%   | 56                           |
| Osceola County (FL)   | 23.1%   | 19.8%   | 5.0%                               | 0.1%   | 0.8%   | 48.8%                                   | 51.2%                                 | 100.0%   | 3                            |
| City of Newark (NJ)   | 43.0%   | 29.2%   | 6.6%                               | 2.2%   | 12.4%  | 93.5%                                   | 6.5%                                  | 100.0%   | 23                           |
| City of Riverside (CA)*** 1,2   | 43.3%   | 37.5%   | 8.2%                               | 5.3%   | 5.7%   | 100.0%                                  | 0.0%                                  | 100.0%   | 37                           |
| Lexington-Fayette Urban County (KY)   | 39.9%   | 36.1%   | 6.8%                               | 11.4%  | 2.6%   | 96.8%                                   | 3.2%                                  | 100.0%   | 22                           |
| Loudoun County (VA)   | 48.7%   | 33.1%   | 7.4%                               | 5.2%   | 3.3%   | 97.7%                                   | 2.3%                                  | 100.0%   | 35                           |
| Cumberland County (NC)  | 35.2%   | 26.2%   | 24.9%                              | 6.1%   | 4.9%   | 97.3%                                   | 2.7%                                  | 100.0%   | 24                           |
| Greater Chattanooga Area (TN)   | 40.5%   | 27.7%   | 7.1%                               | 7.9%   | 3.7%   | 86.9%                                   | 13.1%                                 | 100.0%   | 48                           |
| Forsyth County (NC)   | 44.4%   | 30.3%   | 8.4%                               | 2.9%   | 2.3%   | 88.4%                                   | 11.6%                                 | 100.0%   | 55                           |
| City of Wichita (KS)  | 47.7%   | 32.7%   | 7.6%                               | 5.5%   | 3.2%   | 96.7%                                   | 3.3%                                  | 100.0%   | 23                           |
| Sarasota County (FL)  | 37.3%   | 28.8%   | 15.8%                              | 2.5%   | 5.8%   | 90.2%                                   | 9.8%                                  | 100.0%   | 39                           |
| City of Oakland (CA) 1,2  | 47.2%   | 33.8%   | 6.8%                               | 8.4%   | 3.8%   | 100.0%                                  | 0.0%                                  | 100.0%   | 53                           |
| Santa Barbara County (CA) 1   | 41.1%   | 36.8%   | 7.6%                               | 7.2%   | 4.1%   | 96.9%                                   | 3.1%                                  | 100.0%   | 73                           |
| City of Miami (FL)***   | 16.1%   | 38.9%   | 3.8%                               | 1.1%   | 5.1%   | 65.1%                                   | 34.9%                                 | 100.0%   | 165                          |
| Seminole County (FL)  | 14.9%   | 20.9%   | 10.0%                              | 1.5%   | 2.2%   | 49.5%                                   | 50.5%                                 | 100.0%   | 11                           |
| City of Omaha (NE)  | 35.2%   | 30.1%   | 10.8%                              | 8.3%   | 9.2%   | 93.6%                                   | 6.4%                                  | 100.0%   | 28                           |
| Greater Syracuse Area (NY) 1  | 45.3%   | 43.7%   | 5.4%                               | 4.8%   | 0.4%   | 99.6%                                   | 0.4%                                  | 100.0%   | 45                           |
| City of Mesa (AZ) 1   | 37.8%   | 42.8%   | 11.1%                              | 7.2%   | 0.4%   | 99.3%                                   | 0.7%                                  | 100.0%   | 10                           |
| Guilford County (NC)  | 41.6%   | 30.2%   | 6.6%                               | 3.7%   | 5.4%   | 87.5%                                   | 12.5%                                 | 100.0%   | 59                           |
| Dane County (WI)  | 41.7%   | 30.4%   | 9.6%                               | 4.7%   | 10.9%  | 97.3%                                   | 2.7%                                  | 100.0%   | 49                           |
| Volusia County (FL)   | 30.0%   | 34.8%   | 10.7%                              | 1.7%   | 11.6%  | 88.7%                                   | 11.3%                                 | 100.0%   | 33                           |
| <b>Group D Average</b>  | <b>38.1%</b>  | <b>31.9%</b>  | <b>8.9%</b>                        | <b>4.9%</b>  | <b>4.9%</b>  | <b>88.8%</b>                            | <b>11.2%</b>                          | <b>100.0%</b>  | <b>42.4</b>                  |
| Average <u>Excluding</u> Outliers/Exclusions  | 39.0%   | 31.3%   | 9.2%                               | 5.1%   | 4.9%   | 89.4%                                   | 10.6%                                 | 100.0%   |                              |
| Group D Median  | 41.4%   | 31.5%   | 7.6%                               | 5.0%   | 4.5%   | 93.5%                                   | 6.5%                                  | 100.0%   |                              |

**Table 11:**  
**Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group E</b><br>Population 500,000 to 999,999<br>Sample Size = 20 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp; Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><u>Local</u><br>Artists | <b>Payments to/for</b><br><u>Non-Local</u><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|---|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| City of Albuquerque (NM)  | 46.8%  | 27.2%  | 8.0%                        | 7.4%  | 2.9%  | 92.3%                            | 7.7%                           | 100.0%                                 | 74                    |
| City of Atlanta (GA)  | 35.2%  | 38.2%  | 5.6%                        | 11.1%   | 8.0%  | 98.2%                            | 1.8%                           | 100.0%                                 | 50                    |
| Polk County (FL)  | 43.0%  | 33.7%  | 13.5%                       | 7.8%  | 1.2%  | 99.3%                            | 0.7%                           | 100.0%                                 | 10                    |
| Lee County (FL)   | 43.9%  | 35.3%  | 5.9%                        | 6.2%  | 3.3%  | 94.6%                            | 5.4%                           | 100.0%                                 | 39                    |
| City of Seattle (WA)  | 35.6%  | 40.7%  | 6.4%                        | 7.4%  | 8.5%  | 98.6%                            | 1.4%                           | 100.0%                                 | 49                    |
| District of Columbia (DC)*  | 43.7%  | 31.8%  | 8.6%                        | 8.5%  | 4.9%  | 97.5%                            | 2.5%                           | 100.0%                                 | 40                    |
| City of Baltimore (MD) <sup>1</sup>   | 44.9%  | 34.6%  | 6.8%                        | 5.2%  | 2.9%  | 94.4%                            | 5.6%                           | 100.0%                                 | 129                   |
| Jefferson County (AL)   | 43.4%  | 23.8%  | 7.6%                        | 4.5%  | 3.7%  | 83.0%                            | 17.0%                          | 100.0%                                 | 99                    |
| City of Austin (TX)   | 47.5%  | 33.0%  | 6.7%                        | 2.3%  | 4.8%  | 94.3%                            | 5.7%                           | 100.0%                                 | 95                    |
| City of Indianapolis (IN)   | 47.0%  | 31.8%  | 7.9%                        | 2.8%  | 3.8%  | 93.3%                            | 6.7%                           | 100.0%                                 | 60                    |
| City and County of San Francisco (CA)* <sup>1,2</sup>                                 | 50.7%  | 38.3%  | 4.9%                        | 5.5%  | 0.6%  | 100.0%                           | 0.0%                           | 100.0%                                 | 283                   |
| Prince George's County (MD) <sup>1</sup>  | 52.7%  | 29.6%  | 1.9%                        | 15.7%   | 0.0%  | 100.0%                           | 0.0%                           | 100.0%                                 | 26                    |
| Bergen County (NJ)  | 42.4%  | 35.5%  | 9.2%                        | 5.1%  | 6.2%  | 98.5%                            | 1.5%                           | 100.0%                                 | 67                    |
| Wake County (NC)  | 58.1%  | 30.2%  | 3.8%                        | 3.7%  | 2.3%  | 98.0%                            | 2.0%                           | 100.0%                                 | 103                   |
| Fairfield County (CT)   | 42.0%  | 27.9%  | 6.9%                        | 6.2%  | 4.1%  | 87.1%                            | 12.9%                          | 100.0%                                 | 77                    |
| Mecklenburg County (NC)   | 34.2%  | 39.0%  | 10.8%                       | 8.1%  | 2.1%  | 94.2%                            | 5.8%                           | 100.0%                                 | 73                    |
| Greater Memphis Area (TN)   | 31.5%  | 32.0%  | 5.2%                        | 7.8%  | 12.6%   | 89.1%                            | 10.9%                          | 100.0%                                 | 58                    |
| City of San Jose (CA)** <sup>1</sup>  | 43.3%  | 39.5%  | 6.7%                        | 7.2%  | 2.5%  | 99.1%                            | 0.9%                           | 100.0%                                 | 69                    |
| Westchester County (NY) <sup>1</sup>  | 44.5%  | 37.4%  | 5.4%                        | 5.6%  | 2.1%  | 95.1%                            | 4.9%                           | 100.0%                                 | 108                   |
| Montgomery County (MD) <sup>1,2</sup>   | 39.6%  | 43.8%  | 7.2%                        | 8.8%  | 0.6%  | 100.0%                           | 0.0%                           | 100.0%                                 | 73                    |
| <b>Group E Average</b>  | <b>43.5%</b>                                   | <b>34.2%</b>                                   | <b>7.0%</b>                 | <b>6.9%</b>                                       | <b>3.9%</b>   | <b>95.3%</b>                     | <b>4.7%</b>                    | <b>100.0%</b>                          | <b>79.1</b>           |
| Average <u>Excluding</u> Outliers/Exclusions  | 43.1%  | 33.7%  | 7.0%                        | 6.8%  | 4.1%  | 94.7%                            | 5.3%                           | 100.0%                                 |                       |
| Group E Median  | 43.6%  | 34.2%  | 6.8%                        | 6.7%  | 3.1%  | 96.3%                            | 3.7%                           | 100.0%                                 |                       |

**Table 11:**  
**Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | Payroll<br>(staff/employee)<br>Expenses | Overhead &<br>Programmatic<br>Expenses | Facility<br>Expenses | Payments to/for  |                      | OPERATING<br>Expenditures | CAPITAL<br>Expenditures | TOTAL<br>Direct<br>Expenditures | Sample<br>Size |
|---|---|--|----------------------|------------------|----------------------|---------------------------|-------------------------|---------------------------------|----------------|
|   |   |  |                      | Local<br>Artists | Non-Local<br>Artists |                           |                         |                                 |                |
| Pima County (AZ) <sup>1</sup>   | 44.7%                                   | 37.6%                                  | 7.2%                 | 6.1%             | 3.0%                 | 98.7%                     | 1.3%                    | 100.0%                          | 49             |
| Fairfax County (VA)   | 34.2%                                   | 27.2%                                  | 5.8%                 | 2.2%             | 22.3%                | 91.7%                     | 8.3%                    | 100.0%                          | 61             |
| Orange County (FL)  | 39.5%                                   | 30.5%                                  | 8.8%                 | 4.7%             | 3.0%                 | 86.4%                     | 13.6%                   | 100.0%                          | 63             |
| Greater Columbus Area (OH) <sup>1</sup>                                       | 45.8%                                   | 38.2%                                  | 6.8%                 | 6.4%             | 2.4%                 | 99.6%                     | 0.4%                    | 100.0%                          | 64             |
| Allegheny County (PA) <sup>1,2</sup>  | 42.0%                                   | 48.9%                                  | 6.4%                 | 2.7%             | 0.0%                 | 100.0%                    | 0.0%                    | 100.0%                          | 120            |
| City of San Diego (CA)*** <sup>1,2</sup>                                      | 46.1%                                   | 41.8%                                  | 5.0%                 | 5.7%             | 1.5%                 | 100.0%                    | 0.0%                    | 100.0%                          | 120            |
| City of Dallas (TX)   | 42.8%                                   | 37.6%                                  | 5.7%                 | 9.9%             | 2.2%                 | 98.1%                     | 1.9%                    | 100.0%                          | 77             |
| Palm Beach County (FL)  | 38.6%                                   | 31.7%                                  | 8.0%                 | 4.2%             | 10.8%                | 93.3%                     | 6.7%                    | 100.0%                          | 71             |
| Greater St. Louis Area (MO)   | 47.0%                                   | 33.6%                                  | 10.5%                | 1.8%             | 2.5%                 | 95.5%                     | 4.5%                    | 100.0%                          | 137            |
| City of San Antonio (TX)  | 38.8%                                   | 27.9%                                  | 7.8%                 | 4.0%             | 2.3%                 | 80.8%                     | 19.2%                   | 100.0%                          | 47             |
| Sacramento County (CA) <sup>1</sup>   | 32.9%                                   | 43.6%                                  | 19.3%                | 3.7%             | 0.5%                 | 99.9%                     | 0.1%                    | 100.0%                          | 111            |
| City and County of Philadelphia (PA) <sup>1,2</sup>                           | 41.5%                                   | 49.5%                                  | 5.1%                 | 3.9%             | 0.0%                 | 100.0%                    | 0.0%                    | 100.0%                          | 258            |
| City of Phoenix (AZ) <sup>1</sup>   | 41.6%                                   | 35.2%                                  | 6.4%                 | 5.5%             | 2.6%                 | 91.3%                     | 8.7%                    | 100.0%                          | 60             |
| Broward County (FL)   | 38.1%                                   | 36.1%                                  | 7.4%                 | 4.8%             | 10.8%                | 97.1%                     | 2.9%                    | 100.0%                          | 78             |
| Santa Clara County (CA) <sup>1</sup>  | 44.3%                                   | 37.8%                                  | 6.9%                 | 7.9%             | 2.2%                 | 99.1%                     | 0.9%                    | 100.0%                          | 119            |
| Tarrant County (TX)   | 27.9%                                   | 36.2%                                  | 5.5%                 | 22.9%            | 4.0%                 | 96.5%                     | 3.5%                    | 100.0%                          | 40             |
| Clark County (NV)   | 35.7%                                   | 31.9%                                  | 3.8%                 | 3.6%             | 1.4%                 | 76.4%                     | 23.6%                   | 100.0%                          | 44             |
| Riverside County (CA) <sup>1,2</sup>  | 46.4%                                   | 36.4%                                  | 9.4%                 | 3.8%             | 4.0%                 | 100.0%                    | 0.0%                    | 100.0%                          | 59             |
| Miami-Dade County (FL)  | 20.4%                                   | 34.8%                                  | 5.4%                 | 2.8%             | 3.3%                 | 66.7%                     | 33.3%                   | 100.0%                          | 462            |
| City of Chicago (IL) <sup>1</sup>   | 42.9%                                   | 40.9%                                  | 6.0%                 | 5.5%             | 1.6%                 | 97.0%                     | 3.0%                    | 100.0%                          | 486            |
| San Diego County (CA) <sup>1,2</sup>  | 45.8%                                   | 41.1%                                  | 5.4%                 | 5.7%             | 2.0%                 | 100.0%                    | 0.0%                    | 100.0%                          | 206            |
| City of Los Angeles (CA) <sup>1,2</sup>                                       | 44.8%                                   | 41.4%                                  | 6.4%                 | 5.8%             | 1.6%                 | 100.0%                    | 0.0%                    | 100.0%                          | 293            |
| Harris County (TX)  | 33.0%                                   | 46.2%                                  | 5.8%                 | 10.8%            | 3.1%                 | 98.8%                     | 1.2%                    | 100.0%                          | 143            |
| <b>Group F Average</b>  | <b>39.8%</b>                            | <b>37.7%</b>                           | <b>7.2%</b>          | <b>5.8%</b>      | <b>3.8%</b>          | <b>94.2%</b>              | <b>5.8%</b>             | <b>100.0%</b>                   | <b>137.7</b>   |
| Average <u>Excluding</u> Outliers/Exclusions                                  | 39.5%                                   | 37.5%                                  | 7.3%                 | 5.8%             | 3.9%                 | 94.0%                     | 6.0%                    | 100.0%                          |                |
| Group F Median  | 41.6%                                   | 37.6%                                  | 6.4%                 | 4.8%             | 2.4%                 | 98.1%                     | 1.9%                    | 100.0%                          |                |

**ALL CITY/COUNTY STUDY REGIONS**

|  |              |              |             |             |             |              |             |               |             |
|--|--------------|--------------|-------------|-------------|-------------|--------------|-------------|---------------|-------------|
| <b>Average</b>                               | <b>41.2%</b> | <b>32.5%</b> | <b>7.8%</b> | <b>5.7%</b> | <b>5.1%</b> | <b>92.3%</b> | <b>7.7%</b> | <b>100.0%</b> | <b>53.4</b> |
| Average <u>Excluding</u> Outliers/Exclusions | 41.7%        | 32.5%        | 8.0%        | 5.8%        | 5.0%        | 92.9%        | 7.1%        | 100.0%        |             |
| Median                                       | 42.1%        | 32.3%        | 7.3%        | 5.3%        | 3.7%        | 96.6%        | 3.5%        | 100.0%        |             |



**Table 11:**  
**Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010**

| <b>Regional Study Regions</b><br>All Populations<br>Sample Size = 31 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><u>Local</u><br>Artists | <b>Payments to/for</b><br><u>Non-Local</u><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|--|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| Greater Portsmouth Area (NH)   | 48.3%  | 26.5%  | 7.1%                        | 2.7%  | 8.3%  | 92.9%                            | 7.1%                           | 100.0%                                 | 20                    |
| Greater Concord Area (NH)  | 41.3%  | 30.3%  | 8.3%                        | 6.4%  | 10.7%   | 97.0%                            | 3.0%                           | 100.0%                                 | 15                    |
| Greater Aberdeen Area (SD)   | 41.3%  | 32.2%  | 7.9%                        | 7.0%  | 7.9%  | 96.3%                            | 3.7%                           | 100.0%                                 | 12                    |
| Centre Region (PA) <sup>1</sup>                                      | 44.5%  | 38.0%  | 3.3%                        | 11.8%   | 1.4%  | 99.1%                            | 0.9%                           | 100.0%                                 | 27                    |
| Greater Minot Area (ND)  | 44.5%  | 31.2%  | 8.9%                        | 10.1%   | 5.4%  | 100.0%                           | 0.0%                           | 100.0%                                 | 29                    |
| Creative Corridor in Northwest Iowa (IA)                             | 43.9%  | 36.0%  | 8.5%                        | 5.6%  | 6.0%  | 100.0%                           | 0.0%                           | 100.0%                                 | 7                     |
| Northern New Hampshire (NH)  | 41.9%  | 33.2%  | 8.6%                        | 6.9%  | 5.6%  | 96.2%                            | 3.8%                           | 100.0%                                 | 38                    |
| Greater Sioux Falls Area (SD)  | 41.1%  | 29.0%  | 9.7%                        | 9.0%  | 7.9%  | 96.7%                            | 3.3%                           | 100.0%                                 | 35                    |
| Greater Athens Area (GA)   | 56.8%  | 19.4%  | 8.6%                        | 2.3%  | 12.0%   | 99.0%                            | 1.0%                           | 100.0%                                 | 10                    |
| Greater Rockford Area (IL) <sup>1,2</sup>                            | 44.7%  | 37.7%  | 8.6%                        | 5.2%  | 3.8%  | 100.0%                           | 0.0%                           | 100.0%                                 | 30                    |
| Greater Peoria Area (IL) <sup>1</sup>                                | 41.8%  | 34.3%  | 7.3%                        | 5.2%  | 3.8%  | 92.4%                            | 7.6%                           | 100.0%                                 | 30                    |
| Greater Fox Cities Region (WI)                                       | 25.0%  | 17.7%  | 19.3%                       | 1.8%  | 24.7%   | 88.6%                            | 11.4%                          | 100.0%                                 | 26                    |
| Northern Tier Region (PA) <sup>1,2</sup>                             | 27.2%  | 57.5%  | 2.9%                        | 12.4%   | 0.0%  | 100.0%                           | 0.0%                           | 100.0%                                 | 14                    |
| Northwest Arkansas Area (AR)   | 42.9%  | 27.6%  | 8.2%                        | 3.2%  | 13.2%   | 95.0%                            | 5.0%                           | 100.0%                                 | 25                    |
| Mahoning Valley Region (OH) <sup>1</sup>                             | 32.5%  | 34.8%  | 8.4%                        | 4.8%  | 2.0%  | 82.6%                            | 17.4%                          | 100.0%                                 | 22                    |
| Iowa Cultural Corridor (IA)  | 55.2%  | 25.7%  | 5.2%                        | 3.2%  | 3.4%  | 92.7%                            | 7.3%                           | 100.0%                                 | 62                    |
| Pikes Peak Region (CO)   | 39.2%  | 36.2%  | 10.8%                       | 3.4%  | 3.3%  | 93.0%                            | 7.0%                           | 100.0%                                 | 51                    |
| Greater Columbia Area (SC)   | 45.2%  | 37.2%  | 5.7%                        | 4.8%  | 1.5%  | 94.3%                            | 5.7%                           | 100.0%                                 | 30                    |
| Lehigh Valley Region (PA) <sup>1</sup>                               | 40.5%  | 30.8%  | 7.0%                        | 9.7%  | 3.7%  | 91.8%                            | 8.2%                           | 100.0%                                 | 91                    |
| West Valley Region (AZ) <sup>1</sup>                                 | 42.8%  | 36.2%  | 7.7%                        | 8.2%  | 5.1%  | 100.0%                           | 0.0%                           | 100.0%                                 | 13                    |
| Greater Harrisburg Area (PA) <sup>1,2</sup>                          | 37.4%  | 47.6%  | 5.8%                        | 8.1%  | 1.1%  | 100.0%                           | 0.0%                           | 100.0%                                 | 38                    |
| Greater Hartford Area (CT)   | 46.9%  | 26.9%  | 8.4%                        | 3.7%  | 6.2%  | 92.1%                            | 7.9%                           | 100.0%                                 | 123                   |
| Greater Portland Area (OR)   | 43.6%  | 26.6%  | 9.4%                        | 9.3%  | 4.4%  | 93.3%                            | 6.7%                           | 100.0%                                 | 193                   |
| Metropolitan Kansas City Area (MO/KS)                                | 20.9%  | 17.0%  | 4.0%                        | 5.8%  | 2.2%  | 49.9%                            | 50.1%                          | 100.0%                                 | 88                    |
| Greater Milwaukee Area (WI)  | 47.0%  | 32.2%  | 8.0%                        | 5.2%  | 6.2%  | 98.6%                            | 1.4%                           | 100.0%                                 | 154                   |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 11:**  
**Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010**

| <b>Regional Study Regions</b><br>All Populations<br>Sample Size = 31 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><b>Local</b><br>Artists | <b>Payments to/for</b><br><b>Non-Local</b><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|--|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| Central Florida Region (FL)  | 38.0%  | 31.4%  | 9.2%                        | 4.1%  | 3.6%  | 86.1%                            | 13.9%                          | 100.0%                                 | 135                   |
| Greater Washington DC Region (DC/MD/VA) <sup>1</sup>                 | 42.8%  | 33.2%  | 8.1%                        | 8.0%  | 5.5%  | 97.7%                            | 2.3%                           | 100.0%                                 | 299                   |
| Greater Philadelphia Region (PA) <sup>1,2</sup>                      | 41.4%  | 49.8%  | 5.1%                        | 3.8%  | 0.0%  | 100.0%                           | 0.0%                           | 100.0%                                 | 345                   |
| Southeastern Michigan Region (MI) <sup>1</sup>                       | 42.3%  | 39.8%  | 8.5%                        | 6.5%  | 1.4%  | 98.5%                            | 1.5%                           | 100.0%                                 | 120                   |
| Greater Houston Area (TX)  | 33.8%  | 45.0%  | 6.0%                        | 10.2%   | 3.4%  | 98.5%                            | 1.5%                           | 100.0%                                 | 171                   |
| North Texas Region (TX)  | 39.7%  | 37.1%  | 5.7%                        | 12.4%   | 2.6%  | 97.4%                            | 2.6%                           | 100.0%                                 | 135                   |
| <b>Regional Average</b>  | <b>41.1%</b>                                   | <b>33.5%</b>   | <b>7.7%</b>                 | <b>6.5%</b>                                       | <b>5.4%</b>   | <b>94.2%</b>                     | <b>5.8%</b>                    | <b>100.0%</b>                          | <b>77.0</b>           |
| Regional Median  | 41.9%  | 33.2%  | 8.1%                        | 5.8%  | 3.8%  | 96.7%                            | 3.3%                           | 100.0%                                 |                       |

| <b>Statewide Study Regions</b><br>All Populations<br>Sample Size = 10 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><b>Local</b><br>Artists | <b>Payments to/for</b><br><b>Non-Local</b><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|---|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| State of South Dakota   | 44.3%  | 30.1%  | 7.3%                        | 6.3%  | 4.6%  | 92.6%                            | 7.4%                           | 100.0%                                 | 116                   |
| State of Delaware   | 48.3%  | 19.9%  | 8.3%                        | 2.2%  | 3.1%  | 81.7%                            | 18.3%                          | 100.0%                                 | 87                    |
| State of Hawai'i  | 41.0%  | 28.1%  | 11.3%                       | 6.8%  | 3.6%  | 90.8%                            | 9.2%                           | 100.0%                                 | 106                   |
| State of New Hampshire  | 46.3%  | 28.1%  | 8.0%                        | 5.8%  | 7.0%  | 95.1%                            | 4.9%                           | 100.0%                                 | 161                   |
| State of Nebraska   | 40.9%  | 27.4%  | 9.4%                        | 6.1%  | 7.0%  | 90.8%                            | 9.2%                           | 100.0%                                 | 144                   |
| State of Connecticut  | 44.7%  | 29.2%  | 8.0%                        | 3.7%  | 4.7%  | 90.2%                            | 9.8%                           | 100.0%                                 | 329                   |
| State of Wisconsin  | 43.5%  | 30.5%  | 9.2%                        | 5.0%  | 8.8%  | 97.0%                            | 3.0%                           | 100.0%                                 | 326                   |
| State of North Carolina   | 46.7%  | 29.8%  | 8.2%                        | 5.4%  | 4.2%  | 94.3%                            | 5.7%                           | 100.0%                                 | 957                   |
| State of Pennsylvania <sup>1</sup>                                    | 41.2%  | 47.8%  | 5.6%                        | 4.5%  | 0.3%  | 99.3%                            | 0.7%                           | 100.0%                                 | 808                   |
| State of Illinois <sup>1</sup>  | 42.4%  | 40.1%  | 6.2%                        | 6.8%  | 1.8%  | 97.3%                            | 2.7%                           | 100.0%                                 | 1,004                 |
| <b>Statewide Average</b>  | <b>43.9%</b>                                   | <b>31.1%</b>   | <b>8.2%</b>                 | <b>5.3%</b>                                       | <b>4.5%</b>   | <b>92.9%</b>                     | <b>7.1%</b>                    | <b>100.0%</b>                          | <b>403.8</b>          |
| Statewide Median  | 43.9%  | 29.5%  | 8.1%                        | 5.6%  | 4.4%  | 93.5%                            | 6.5%                           | 100.0%                                 |                       |

**Table 11:**  
**Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010**

| <b>Individual Arts Districts</b><br>All Populations<br>Sample Size = 2 | <b>Payroll</b><br>(staff/employee)<br>Expenses | <b>Overhead &amp;</b><br><b>Programmatic</b><br>Expenses | <b>Facility</b><br>Expenses | <b>Payments to/for</b><br><b>Local</b><br>Artists | <b>Payments to/for</b><br><b>Non-Local</b><br>Artists | <b>OPERATING</b><br>Expenditures | <b>CAPITAL</b><br>Expenditures | <b>TOTAL</b><br>Direct<br>Expenditures | <b>Sample</b><br>Size |
|--|--|--|-----------------------------|---|---|----------------------------------|--------------------------------|--|-----------------------|
| Grand Center Arts District (St. Louis, MO)                             | 52.4%  | 29.3%  | 8.4%                        | 2.5%  | 5.3%  | 97.9%                            | 2.1%                           | 100.0%                                 | 25                    |
| Dallas Arts District (Dallas, TX)                                      | 37.3%  | 40.0%  | 4.2%                        | 13.7%   | 1.2%  | 96.5%                            | 3.5%                           | 100.0%                                 | 16                    |
| <b>Arts District Average</b>   | <b>44.8%</b>                                   | <b>34.7%</b>   | <b>6.3%</b>                 | <b>8.1%</b>                                       | <b>3.3%</b>   | <b>97.2%</b>                     | <b>2.8%</b>                    | <b>100.0%</b>                          | <b>20.5</b>           |

| <b>Summary Statistics for all 182 Study Regions (where appropriate)</b> |              |              |             |             |             |              |             |               |  |
|---|--------------|--------------|-------------|-------------|-------------|--------------|-------------|---------------|--|
| <b>Average</b>  | <b>41.4%</b> | <b>32.6%</b> | <b>7.8%</b> | <b>5.8%</b> | <b>5.1%</b> | <b>92.7%</b> | <b>7.3%</b> | <b>100.0%</b> |  |
| Minimum   | 3.3%         | 8.5%         | 1.9%        | 0.0%        | 0.0%        | 41.8%        | 0.0%        |               |  |
| Maximum   | 79.6%        | 57.5%        | 42.2%       | 27.9%       | 24.7%       | 100.0%       | 58.2%       |               |  |

| <b>Average for all 6,324 Participating Nonprofit Arts and Culture Organizations that Provided Itemized Expenditures</b> |              |              |             |             |             |              |             |               |  |
|---|--------------|--------------|-------------|-------------|-------------|--------------|-------------|---------------|--|
| <b>Average</b>  | <b>40.6%</b> | <b>37.5%</b> | <b>6.6%</b> | <b>5.1%</b> | <b>2.7%</b> | <b>92.5%</b> | <b>7.5%</b> | <b>100.0%</b> |  |

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

- <sup>1</sup> Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.
- <sup>2</sup> The Cultural Data Project does not provide a breakdown of payments to/for local vs. nonlocal artists. In study regions where the CDP was the sole source of organizational financial data, all payments to/for artists are listed in the "local" category, and \$0 is listed in the "nonlocal" category.
- <sup>3</sup> Only one eligible nonprofit arts and culture organization provided detailed financial data for the analysis of the City of Gunnison, CO. While these itemized data are not reported for reasons of confidentiality, the data are included in the summary statistics for population cohort Group A as well as for all individual city/county study regions.

## Explanation of Table 12: Comparative Itemized Nonprofit Arts and Culture Organization Expenditures Per Participating Organization by Population Category During Fiscal Year 2010

This table summarizes the average expenditures for the 9,721 eligible nonprofit arts and culture organizations from which fiscal year 2010 financial and attendance data were collected. Summary statistics are calculated for each of the population groups (Cohort Groups A through F), the Regional study regions, the Statewide study regions, and for all 9,721 participating nonprofit arts and culture organizations. These averages differ from the averages reported in Table 10; in that case, the averages are calculated per participating study region.

### **Column One:**

The itemized categories of organizational expenditure. Expenditure categories are grouped by personnel costs, payments to/for artists, overhead and programmatic costs, and facility costs. (See the organizational expenditure survey instrument in Appendix C for a detailed breakdown of organizational expenditure categories.)

### **Column Two:**

The average itemized expenditures for responding nonprofit arts and culture organizations in Population Cohort Group A during fiscal year 2010 (city/county study regions that have a population of less than 50,000).

### **Column Three:**

The average itemized expenditures for responding nonprofit arts and culture organizations in Population Cohort Group B during fiscal year 2010 (city/county study regions that have a population of 50,000 to 99,999).

### **Column Four:**

The average itemized expenditures for responding nonprofit arts and culture organizations in Population Cohort Group C during fiscal year 2010 (city/county study regions that have a population of 100,000 to 249,999).

### **Column Five:**

The average itemized expenditures for responding nonprofit arts and culture organizations in Population Cohort Group D during fiscal year 2010 (city/county study regions that have a population of 250,000 to 499,999).

### **Column Six:**

The average itemized expenditures for responding nonprofit arts and culture organizations in Population Cohort Group E during fiscal year 2010 (city/county study regions that have a population of 500,000 to 999,999).

### **Column Seven:**

The average itemized expenditures for responding nonprofit arts and culture organizations in Population Cohort Group F during fiscal year 2010 (city/county study regions that have a population of 1,000,000 or more).

### **Column Eight:**

The average itemized expenditures for responding nonprofit arts and culture organizations in the study regions that include multiple cities or multiple counties during fiscal year 2010.

### **Column Nine:**

The average itemized expenditures for responding nonprofit arts and culture organizations in the Statewide study regions during fiscal year 2010.

### **Column Ten:**

The average itemized expenditures for all 9,721 participating nonprofit arts and culture organizations during fiscal year 2010.

**Table 12:**  
**Comparative Itemized Nonprofit Arts and Culture Organization**  
**Expenditures Per Participating Organization By Population Category During Fiscal Year 2010**

| Personnel Expenses                | Group A          | Group B          | Group C            | Group D            | Group E            | Group F           | Regional         | Statewide        | Arts Districts     | Average of All   |
|-----------------------------------|------------------|------------------|--------------------|--------------------|--------------------|-------------------|------------------|------------------|--------------------|------------------|
|                                   | Less than 50,000 | 50,000 to 99,999 | 100,000 to 249,999 | 250,000 to 499,999 | 500,000 to 999,999 | 1,000,000 or More | Varying Pop.     | Varying Pop.     | Varying Pop.       | Organizations    |
|                                   | N = 383          | N = 452          | N = 846            | N = 968            | N = 1,584          | N = 3,052         | N = 2,389        | N = 4,038        | N = 41             | N = 9,721        |
| Payroll                           | \$192,313        | \$185,120        | \$246,530          | \$335,603          | \$891,273          | \$629,075         | \$699,721        | \$406,531        | \$1,168,798        | \$491,611        |
| Payroll Taxes and Fringe Benefits | \$41,744         | \$38,422         | \$56,328           | \$73,000           | \$205,292          | \$146,985         | \$157,233        | \$94,181         | \$256,769          | \$112,661        |
| Fees for Contract Staff           | \$10,336         | \$10,225         | \$13,311           | \$16,616           | \$33,214           | \$19,069          | \$25,993         | \$12,528         | \$48,964           | \$18,205         |
| Other personnel Expenses          | \$4,868          | \$4,881          | \$3,869            | \$6,249            | \$10,374           | \$8,183           | \$8,640          | \$5,211          | \$11,368           | \$6,972          |
| <b>Total Personnel Expenses</b>   | <b>\$249,261</b> | <b>\$238,649</b> | <b>\$320,038</b>   | <b>\$431,468</b>   | <b>\$1,140,153</b> | <b>\$803,313</b>  | <b>\$891,587</b> | <b>\$518,451</b> | <b>\$1,485,899</b> | <b>\$629,449</b> |

| Payments to/for Artists              | Group A          | Group B          | Group C            | Group D            | Group E            | Group F           | Regional         | Statewide       | Arts Districts   | Average of All   |
|--------------------------------------|------------------|------------------|--------------------|--------------------|--------------------|-------------------|------------------|-----------------|------------------|------------------|
|                                      | Less than 50,000 | 50,000 to 99,999 | 100,000 to 249,999 | 250,000 to 499,999 | 500,000 to 999,999 | 1,000,000 or More | Varying Pop.     | Varying Pop.    | Varying Pop.     | Organizations    |
|                                      | N = 383          | N = 452          | N = 846            | N = 968            | N = 1,584          | N = 3,052         | N = 2,389        | N = 4,038       | N = 41           | N = 9,721        |
| Payments to Local Artists            | \$25,310         | \$36,913         | \$37,970           | \$46,710           | \$180,318          | \$99,684          | \$150,114        | \$62,032        | \$261,272        | \$85,838         |
| Taxes/Benefits for Local Artists     | \$1,559          | \$2,958          | \$2,462            | \$3,136            | \$11,576           | \$5,069           | \$8,676          | \$2,714         | \$31,534         | \$5,049          |
| Payments to Non-Local Artists        | \$32,532         | \$23,092         | \$36,042           | \$68,612           | \$93,695           | \$44,851          | \$66,917         | \$29,452        | \$101,872        | \$48,200         |
| Taxes/Benefits for Non-Local Artists | \$1,489          | \$821            | \$1,645            | \$3,370            | \$5,043            | \$1,502           | \$5,585          | \$2,644         | \$1,420          | \$2,775          |
| <b>Total Payments to/for Artists</b> | <b>\$60,891</b>  | <b>\$63,784</b>  | <b>\$78,118</b>    | <b>\$121,829</b>   | <b>\$290,632</b>   | <b>\$151,105</b>  | <b>\$231,292</b> | <b>\$96,842</b> | <b>\$396,098</b> | <b>\$141,862</b> |

| Overhead and Programmatic Expenses          | Group A          | Group B          | Group C            | Group D            | Group E            | Group F           | Regional         | Statewide        | Arts Districts     | Average of All   |
|---|------------------|------------------|--------------------|--------------------|--------------------|-------------------|------------------|------------------|--------------------|------------------|
|   | Less than 50,000 | 50,000 to 99,999 | 100,000 to 249,999 | 250,000 to 499,999 | 500,000 to 999,999 | 1,000,000 or More | Varying Pop.     | Varying Pop.     | Varying Pop.       | Organizations    |
|   | N = 383          | N = 452          | N = 846            | N = 968            | N = 1,584          | N = 3,052         | N = 2,389        | N = 4,038        | N = 41             | N = 9,721        |
| Advertising and Marketing                   | \$20,699         | \$21,969         | \$27,473           | \$45,535           | \$98,178           | \$69,268          | \$78,096         | \$38,819         | \$241,180          | \$54,281         |
| Contract Services (e.g., legal, accounting) | \$19,067         | \$14,644         | \$21,120           | \$33,040           | \$82,187           | \$60,706          | \$69,225         | \$39,228         | \$114,781          | \$46,148         |
| Insurance                                   | \$6,491          | \$7,123          | \$8,118            | \$13,530           | \$27,014           | \$21,053          | \$23,777         | \$12,368         | \$37,494           | \$16,086         |
| Office Machinery                            | \$3,482          | \$3,802          | \$5,878            | \$7,898            | \$20,205           | \$15,599          | \$15,846         | \$8,643          | \$21,668           | \$11,467         |
| Postage and Shipping                        | \$2,939          | \$3,034          | \$4,841            | \$5,295            | \$14,325           | \$13,067          | \$12,869         | \$7,398          | \$42,686           | \$8,904          |
| Production (e.g., programs, events)         | \$44,856         | \$43,450         | \$60,135           | \$78,767           | \$234,499          | \$213,309         | \$190,842        | \$120,526        | \$354,566          | \$139,883        |
| Publications (e.g., newsletters)            | \$4,044          | \$3,944          | \$6,508            | \$6,912            | \$22,591           | \$22,783          | \$19,711         | \$14,156         | \$22,552           | \$14,243         |
| Supplies and Materials                      | \$10,572         | \$10,602         | \$13,828           | \$22,218           | \$42,391           | \$31,142          | \$37,294         | \$22,261         | \$97,023           | \$25,770         |
| Communications (e.g., phone, internet)      | \$4,633          | \$4,828          | \$5,935            | \$7,227            | \$17,580           | \$13,100          | \$14,600         | \$8,463          | \$19,497           | \$10,231         |
| Travel                                      | \$7,290          | \$6,934          | \$7,531            | \$13,084           | \$27,132           | \$24,632          | \$23,642         | \$14,364         | \$65,877           | \$16,859         |
| Other Overhead/Programmatic Costs           | \$59,078         | \$57,314         | \$71,836           | \$189,768          | \$300,917          | \$338,445         | \$297,510        | \$174,145        | \$170,297          | \$202,166        |
| <b>Total Overhead/Program Expenses</b>      | <b>\$183,151</b> | <b>\$177,643</b> | <b>\$233,204</b>   | <b>\$423,273</b>   | <b>\$887,019</b>   | <b>\$823,104</b>  | <b>\$783,412</b> | <b>\$460,370</b> | <b>\$1,187,621</b> | <b>\$546,039</b> |

**Table 12:**  
**Comparative Itemized Nonprofit Arts and Culture Organization**  
**Expenditures Per Participating Organization By Population Category During Fiscal Year 2010**

|  | Group A<br>Less than 50,000<br>N = 383 | Group B<br>50,000 to 99,999<br>N = 452 | Group C<br>100,000 to 249,999<br>N = 846 | Group D<br>250,000 to 499,999<br>N = 968 | Group E<br>500,000 to 999,999<br>N = 1,584 | Group F<br>1,000,000 or More<br>N = 3,052 | Regional<br>Varying Pop.<br>N = 2,389 | Statewide<br>Varying Pop.<br>N = 4,038 | Arts Districts<br>Varying Pop.<br>N = 41 | Average of All<br>Organizations<br>N = 9,721 |
|--|--|--|--|--|--|---|---------------------------------------|--|--|--|
| <b>Facility Expenses</b>                 |  |  |  |  |  |   |                                       |  |  |  |
| Rental and Lease Costs                   | \$12,639                               | \$12,070                               | \$15,586                                 | \$21,045                                 | \$61,237                                   | \$39,134                                  | \$43,610                              | \$22,058                               | \$63,176                                 | \$30,987                                     |
| Mortgage Payments                        | \$2,745                                | \$3,125                                | \$3,241                                  | \$14,760                                 | \$7,192                                    | \$4,557                                   | \$6,512                               | \$4,326                                | \$23,836                                 | \$5,381                                      |
| Property Taxes                           | \$427                                  | \$445                                  | \$666                                    | \$1,213                                  | \$2,302                                    | \$937                                     | \$1,579                               | \$683                                  | \$5,193                                  | \$1,064                                      |
| Utilities (e.g., water, electric, sewer) | \$14,699                               | \$17,192                               | \$19,350                                 | \$31,895                                 | \$69,017                                   | \$46,900                                  | \$62,457                              | \$33,604                               | \$38,352                                 | \$38,757                                     |
| Other Facility Expenses                  | \$11,972                               | \$13,634                               | \$16,085                                 | \$32,446                                 | \$45,032                                   | \$38,886                                  | \$40,469                              | \$22,363                               | \$73,408                                 | \$31,060                                     |
| <b>Total Facility Expenses</b>           | <b>\$42,481</b>                        | <b>\$46,467</b>                        | <b>\$54,928</b>                          | <b>\$101,359</b>                         | <b>\$184,780</b>                           | <b>\$130,415</b>                          | <b>\$154,626</b>                      | <b>\$83,035</b>                        | <b>\$203,966</b>                         | <b>\$107,249</b>                             |
|  |  |  |  |  |  |   |                                       |  |  |  |
| <b>Total Expenses</b>                    |  |  |  |  |  |   |                                       |  |  |  |
| Total Operating Expenditures             | \$535,784                              | \$526,542                              | \$686,288                                | \$1,077,929                              | \$2,502,584                                | \$1,907,936                               | \$2,060,918                           | \$1,158,698                            | \$3,273,583                              | \$1,424,599                                  |
| Total Capital Expenditures               | \$57,761                               | \$167,591                              | \$50,909                                 | \$185,958                                | \$70,508                                   | \$133,544                                 | \$90,888                              | \$45,934                               | \$121,425                                | \$91,923                                     |
| Total Organizational Expenditures        | \$593,545                              | \$694,133                              | \$737,197                                | \$1,263,887                              | \$2,573,093                                | \$2,041,480                               | \$2,151,806                           | \$1,204,632                            | \$3,395,008                              | \$1,516,522                                  |

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## Explanation of Table 13: Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

This table summarizes the number of volunteers, number of volunteer hours, and dollar value of volunteer time donated to participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. It also summarizes the total value of the in-kind contributions that were donated to the participating organizations. Summary statistics are calculated for each population group.

### Column Two:

The total number of people who volunteered at responding nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Volunteers can include professional volunteers (e.g., unpaid executive and program staff, and board members), artistic volunteers (e.g., artists, choreographers, designers), clerical volunteers (e.g., unpaid administrative support staff), and service volunteers (e.g., ticket takers, docents, gift shop volunteers).

### Column Three:

The total number of volunteer hours donated to responding nonprofit arts and culture organizations in each participating study region during fiscal year 2010.

### Column Four:

The estimated dollar value of the volunteer hours donated to responding nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is calculated by multiplying the total number of volunteer hours by \$21.36 (the dollar value of the average volunteer hour during fiscal year 2010 based on *Giving and Volunteering in the United States 20011*, by Independent Sector).

### Column Five:

The average number of volunteer hours donated, per volunteer, to responding nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is calculated by dividing the total number of donated volunteer hours (Column Three) by the total number of volunteers (Column Two).

### Column Six:

The average number of volunteers, per organization, who donated their time to a nonprofit arts and culture organization in each participating study region during fiscal year 2010. This figure is calculated by dividing the number of volunteers in each study region (Column One) by the number of responding nonprofit arts and culture organizations (Table 5, Column Three).

### Column Seven:

The average number of volunteer hours, per organization, that were donated to responding nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is calculated by dividing the number of volunteer hours donated in each study region (Column Three) by the number of responding nonprofit arts and culture organizations (Table 5, Column Three).

### Column Eight:

The total value of in-kind contributions received by reporting nonprofit arts and culture organizations in each participating study region during fiscal year 2010.

### Column Nine:

The average value of all in-kind contributions received per reporting nonprofit arts and culture organization in each participating study region during fiscal year 2010. This figure is calculated by dividing the total value of all in-kind contributions received (Column Eight) by the total number of responding nonprofit arts and culture organizations in each study region (Table 5, Column Three).

**Table 13:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | Number of<br>Volunteers | Number of<br>Volunteer Hours | Estimated<br>Value of<br>Hours | Average<br>Hours Per<br>Volunteer | Average<br>Volunteers Per<br>Organization | Average<br>Hours Per<br>Organization | Total Value of           |                                   |
|---|-------------------------|------------------------------|--------------------------------|-----------------------------------|---|--------------------------------------|--------------------------|-----------------------------------|
|   |                         |                              |                                |                                   |   |                                      | In-Kind<br>Contributions | Average Value<br>Per Organization |
| City of Gunnison (CO)   | 31                      | 797                          | \$17,024                       | 25.7                              | 31.0                                      | 797                                  | \$1,285                  | \$1,285                           |
| Town of Telluride (CO)  | 805                     | 44,799                       | \$956,907                      | 55.7                              | 33.5                                      | 1,867                                | \$1,540,011              | \$64,167                          |
| Town of Crested Butte (CO)  | 620                     | 14,346                       | \$306,431                      | 23.1                              | 56.4                                      | 1,304                                | \$449,290                | \$40,845                          |
| Town of Newmarket (NH)  | 98                      | 2,820                        | \$60,235                       | 28.8                              | 32.7                                      | 940                                  | \$33,960                 | \$11,320                          |
| Greater Ketchikan Area (AK)   | 1,242                   | 40,223                       | \$859,163                      | 32.4                              | 124.2                                     | 4,022                                | \$52,069                 | \$5,207                           |
| Gunnison County (CO)  | 651                     | 15,143                       | \$323,454                      | 23.3                              | 54.3                                      | 1,262                                | \$450,575                | \$37,548                          |
| City of Durango (CO)  | 1,022                   | 41,467                       | \$885,735                      | 40.6                              | 68.1                                      | 2,764                                | \$801,714                | \$53,448                          |
| Teton County (WY)   | 1,411                   | 39,423                       | \$842,075                      | 27.9                              | 94.1                                      | 2,628                                | \$1,261,195              | \$84,080                          |
| City of Laguna Beach (CA) <sup>1</sup>  | 2,080                   | 93,184                       | \$1,990,410                    | 44.8                              | 122.4                                     | 5,481                                | \$1,968,484              | \$115,793                         |
| City of Fairfax (VA)  | 222                     | 9,946                        | \$212,447                      | 44.8                              | 31.7                                      | 1,421                                | \$16,000                 | \$2,286                           |
| City of Auburn (NY) <sup>1</sup>  | 160                     | 7,168                        | \$153,108                      | 44.8                              | 22.9                                      | 1,024                                | \$41,500                 | \$5,929                           |
| City of Slidell (LA)  | 1,712                   | 36,934                       | \$788,910                      | 21.6                              | 107.0                                     | 2,308                                | \$95,350                 | \$5,959                           |
| City of Winter Park (FL)  | 1,738                   | 99,684                       | \$2,129,250                    | 57.4                              | 96.6                                      | 5,538                                | \$483,512                | \$26,862                          |
| Greater Elkins Area (WV)  | 527                     | 41,600                       | \$888,576                      | 78.9                              | 87.8                                      | 6,933                                | \$21,200                 | \$3,533                           |
| Transylvania County (NC)  | 1,680                   | 34,820                       | \$743,755                      | 20.7                              | 120.0                                     | 2,487                                | \$33,100                 | \$2,364                           |
| City of Rochester (NH)  | 464                     | 23,578                       | \$503,626                      | 50.8                              | 38.7                                      | 1,965                                | \$144,160                | \$12,013                          |
| City and Borough of Juneau (AK)   | 1,089                   | 26,560                       | \$567,322                      | 24.4                              | 60.5                                      | 1,476                                | \$604,145                | \$33,564                          |
| Princeton (NJ)  | 1,552                   | 49,240                       | \$1,051,766                    | 31.7                              | 97.0                                      | 3,078                                | \$1,178,432              | \$73,652                          |
| Platte County (NE)  | 250                     | 5,590                        | \$119,402                      | 22.4                              | 31.3                                      | 699                                  | \$5,350                  | \$669                             |
| Adams County (NE)   | 1,021                   | 23,974                       | \$512,085                      | 23.5                              | 39.3                                      | 922                                  | \$140,500                | \$5,404                           |
| City of Fairbanks (AK)  | 1,257                   | 39,832                       | \$850,812                      | 31.7                              | 73.9                                      | 2,343                                | \$1,874,303              | \$110,253                         |
| City of West Hollywood (CA) <sup>1</sup>                                      | 550                     | 24,640                       | \$526,310                      | 44.8                              | 36.7                                      | 1,643                                | \$170,693                | \$11,380                          |
| City of Pittsfield (MA) <sup>1</sup>  | 376                     | 16,845                       | \$359,809                      | 44.8                              | 12.5                                      | 562                                  | \$266,051                | \$8,868                           |
| Windham County (VT)   | 1,306                   | 37,919                       | \$809,950                      | 29.0                              | 33.5                                      | 972                                  | \$377,800                | \$9,687                           |
| Iron County (UT)  | 657                     | 35,270                       | \$753,367                      | 53.7                              | 50.5                                      | 2,713                                | \$1,610,689              | \$123,899                         |
| Watauga County (NC)   | 411                     | 21,666                       | \$462,786                      | 52.7                              | 41.1                                      | 2,167                                | \$75,000                 | \$7,500                           |
| Buffalo County (NE)   | 1,174                   | 25,465                       | \$543,932                      | 21.7                              | 78.3                                      | 1,698                                | \$178,229                | \$11,882                          |
| <b>Group A Average</b>  | <b>893</b>              | <b>31,590</b>                | <b>\$674,765</b>               | <b>37.1</b>                       | <b>62.1</b>                               | <b>2,260</b>                         | <b>\$513,874</b>         | <b>\$32,200</b>                   |
| Group A Median  | 805                     | 26,560                       | \$567,322                      | 31.7                              | 54.3                                      | 1,867                                | \$178,229                | \$11,380                          |

**Table 13:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | Number of<br>Volunteers | Number of<br>Volunteer Hours | Estimated<br>Value of<br>Hours | Average<br>Hours Per<br>Volunteer | Average<br>Volunteers Per<br>Organization | Average<br>Hours Per<br>Organization | Total Value of           |                                   |
|--|-------------------------|------------------------------|--------------------------------|-----------------------------------|---|--------------------------------------|--------------------------|-----------------------------------|
|  |                         |                              |                                |                                   |   |                                      | In-Kind<br>Contributions | Average Value<br>Per Organization |
| Chenango County (NY) <sup>1</sup>  | 311                     | 13,933                       | \$297,609                      | 44.8                              | 25.9                                      | 1,161                                | \$53,877                 | \$4,490                           |
| City of La Crosse (WI)   | 1,809                   | 66,459                       | \$1,419,564                    | 36.7                              | 164.5                                     | 6,042                                | \$135,716                | \$12,338                          |
| Lenoir County (NC)   | 842                     | 28,062                       | \$599,404                      | 33.3                              | 210.5                                     | 7,016                                | \$6,025                  | \$1,506                           |
| City of Dubuque (IA)   | 4,249                   | 132,384                      | \$2,827,722                    | 31.2                              | 96.6                                      | 3,009                                | \$1,190,158              | \$27,049                          |
| Greater Enid Area (OK)   | 713                     | 30,167                       | \$644,367                      | 42.3                              | 59.4                                      | 2,514                                | \$93,575                 | \$7,798                           |
| City of Flagstaff (AZ) <sup>1</sup>  | 2,035                   | 91,168                       | \$1,947,348                    | 44.8                              | 55.0                                      | 2,464                                | \$371,872                | \$10,051                          |
| City of Portland (ME)  | 1,766                   | 67,645                       | \$1,444,897                    | 38.3                              | 46.5                                      | 1,780                                | \$1,687,916              | \$44,419                          |
| Athens County (OH) <sup>1</sup>  | 1,526                   | 68,365                       | \$1,460,276                    | 44.8                              | 38.2                                      | 1,709                                | \$1,344,601              | \$33,615                          |
| Rutherford County (NC)   | 127                     | 8,080                        | \$172,589                      | 63.6                              | 31.8                                      | 2,020                                | \$142,200                | \$35,550                          |
| City of Walnut Creek (CA) <sup>1</sup>                                       | 1,931                   | 86,509                       | \$1,847,832                    | 44.8                              | 87.8                                      | 3,932                                | \$488,859                | \$22,221                          |
| City of Missoula (MT)  | 3,561                   | 105,535                      | \$2,254,228                    | 29.6                              | 111.3                                     | 3,298                                | \$1,764,825              | \$55,151                          |
| City of Bloomington (IN)   | 3,995                   | 142,837                      | \$3,050,998                    | 35.8                              | 99.9                                      | 3,571                                | \$6,052,770              | \$151,319                         |
| City of Miami Beach (FL)   | 1,254                   | 80,795                       | \$1,725,781                    | 64.4                              | 20.9                                      | 1,347                                | \$1,964,057              | \$32,734                          |
| Greater Parkersburg Area (WV)  | 500                     | 19,275                       | \$411,714                      | 38.6                              | 62.5                                      | 2,409                                | \$22,010                 | \$2,751                           |
| Moore County (NC)  | 1,815                   | 55,053                       | \$1,175,932                    | 30.3                              | 50.4                                      | 1,529                                | \$571,791                | \$15,883                          |
| Indiana County (PA) <sup>1</sup>   | 133                     | 5,958                        | \$127,263                      | 44.8                              | 26.6                                      | 1,192                                | \$15,130                 | \$3,026                           |
| Buchanan County (MO)   | 3,342                   | 75,995                       | \$1,623,253                    | 22.7                              | 185.7                                     | 4,222                                | \$115,626                | \$6,424                           |
| City of Boulder (CO)   | 1,395                   | 25,160                       | \$537,418                      | 18.0                              | 63.4                                      | 1,144                                | \$385,378                | \$17,517                          |
| Eau Claire County (WI)   | 1,872                   | 26,368                       | \$563,220                      | 14.1                              | 267.4                                     | 3,767                                | \$179,656                | \$25,665                          |
| <b>Group B Average</b>   | <b>1,746</b>            | <b>59,460</b>                | <b>\$1,270,075</b>             | <b>38.1</b>                       | <b>89.7</b>                               | <b>2,849</b>                         | <b>\$872,950</b>         | <b>\$26,816</b>                   |
| Group B Median   | 1,766                   | 66,459                       | \$1,419,564                    | 38.3                              | 62.5                                      | 2,464                                | \$371,872                | \$17,517                          |

**Table 13:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | Estimated               |                              |                    |                                   |   |                                      | Total Value of           |                                   |
|--|-------------------------|------------------------------|--------------------|-----------------------------------|---|--------------------------------------|--------------------------|-----------------------------------|
|  | Number of<br>Volunteers | Number of<br>Volunteer Hours | Value of<br>Hours  | Average<br>Hours Per<br>Volunteer | Average<br>Volunteers Per<br>Organization | Average<br>Hours Per<br>Organization | In-Kind<br>Contributions | Average Value<br>Per Organization |
| City of Rochester (MN)   | 3,633                   | 113,570                      | \$2,425,855        | 31.3                              | 110.1                                     | 3,442                                | \$819,567                | \$24,835                          |
| Tompkins County (NY) <sup>1</sup>  | 837                     | 37,498                       | \$800,957          | 44.8                              | 29.9                                      | 1,339                                | \$495,771                | \$17,706                          |
| Wayne County (NC)  | 787                     | 30,284                       | \$646,866          | 38.5                              | 56.2                                      | 2,163                                | \$48,510                 | \$3,465                           |
| City of McKinney (TX)  | 544                     | 8,797                        | \$187,904          | 16.2                              | 108.8                                     | 1,759                                | \$29,750                 | \$5,950                           |
| Orange County (NC)   | 3,049                   | 149,976                      | \$3,203,487        | 49.2                              | 31.8                                      | 1,562                                | \$1,848,590              | \$19,256                          |
| Town of Cary (NC)  | 4,180                   | 80,963                       | \$1,729,370        | 19.4                              | 113.0                                     | 2,188                                | \$199,841                | \$5,401                           |
| Marathon County (WI)   | 725                     | 14,292                       | \$305,277          | 19.7                              | 90.6                                      | 1,787                                | \$313,960                | \$39,245                          |
| Greater Charlottesville Area (VA)  | 2,620                   | 119,038                      | \$2,542,652        | 45.4                              | 63.9                                      | 2,903                                | \$731,000                | \$17,829                          |
| City of Fort Collins (CO)  | 1,538                   | 130,438                      | \$2,786,156        | 84.8                              | 73.2                                      | 6,211                                | \$228,673                | \$10,889                          |
| Cambria County (PA) <sup>1</sup>   | 1,725                   | 77,280                       | \$1,650,701        | 44.8                              | 132.7                                     | 5,945                                | \$334,512                | \$25,732                          |
| City of Alexandria (VA)  | 4,284                   | 213,351                      | \$4,557,177        | 49.8                              | 69.1                                      | 3,441                                | \$1,704,194              | \$27,487                          |
| City of Eugene (OR)  | 3,315                   | 175,724                      | \$3,753,465        | 53.0                              | 114.3                                     | 6,059                                | \$848,261                | \$29,250                          |
| Pitt County (NC)   | 957                     | 19,546                       | \$417,503          | 20.4                              | 43.5                                      | 888                                  | \$19,049                 | \$866                             |
| City of Santa Clarita (CA) <sup>1</sup>  | 653                     | 29,254                       | \$624,865          | 44.8                              | 59.4                                      | 2,659                                | \$75,000                 | \$6,818                           |
| City of Providence (RI) <sup>1</sup>   | 1,607                   | 71,994                       | \$1,537,792        | 44.8                              | 29.8                                      | 1,333                                | \$2,161,471              | \$40,027                          |
| Erie (PA) <sup>1</sup>   | 3,761                   | 168,493                      | \$3,599,010        | 44.8                              | 139.3                                     | 6,240                                | \$233,717                | \$8,656                           |
| New Hanover County (NC)  | 1,384                   | 59,824                       | \$1,277,841        | 43.2                              | 55.4                                      | 2,393                                | \$469,762                | \$18,790                          |
| City of Glendale (CA) <sup>1</sup>   | 254                     | 11,379                       | \$243,055          | 44.8                              | 8.8                                       | 392                                  | \$5,000                  | \$172                             |
| City of Tacoma (WA)  | 2,995                   | 187,681                      | \$4,008,866        | 62.7                              | 68.1                                      | 4,265                                | \$17,603,620             | \$400,082                         |
| Whatcom County (WA)  | 2,141                   | 89,438                       | \$1,910,396        | 41.8                              | 85.6                                      | 3,578                                | \$203,573                | \$8,143                           |
| City of Boise (ID)   | 7,000                   | 274,029                      | \$5,853,259        | 39.1                              | 194.4                                     | 7,612                                | \$2,605,564              | \$72,377                          |
| Lackawanna County (PA) <sup>1</sup>  | 387                     | 17,338                       | \$370,340          | 44.8                              | 9.0                                       | 403                                  | \$385,561                | \$8,967                           |
| Arlington County (VA)  | 3,214                   | 204,488                      | \$4,367,864        | 63.6                              | 86.9                                      | 5,527                                | \$542,029                | \$14,649                          |
| City of Orlando (FL)   | 4,289                   | 177,402                      | \$3,789,307        | 41.4                              | 134.0                                     | 5,544                                | \$2,879,045              | \$89,970                          |
| Buncombe County (NC)   | 4,440                   | 147,204                      | \$3,144,277        | 33.2                              | 130.6                                     | 4,330                                | \$979,615                | \$28,812                          |
| St. Tammany Parish (LA)  | 2,621                   | 59,481                       | \$1,270,514        | 22.7                              | 69.0                                      | 1,565                                | \$450,552                | \$11,857                          |
| Alachua County (FL)  | 9,035                   | 344,762                      | \$7,364,116        | 38.2                              | 291.5                                     | 11,121                               | \$944,441                | \$30,466                          |
| Greater Jackson Area (MS)  | 1,010                   | 10,388                       | \$221,888          | 10.3                              | 144.3                                     | 1,484                                | \$449,305                | \$64,186                          |
| <b>Group C Average</b>   | <b>2,607</b>            | <b>107,997</b>               | <b>\$2,306,813</b> | <b>40.6</b>                       | <b>90.8</b>                               | <b>3,505</b>                         | <b>\$1,343,212</b>       | <b>\$36,853</b>                   |
| Group C Median   | 2,381                   | 85,201                       | \$1,819,883        | 44.0                              | 79.4                                      | 2,781                                | \$460,157                | \$18,310                          |

**Table 13:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | Number of<br>Volunteers | Number of<br>Volunteer Hours | Estimated<br>Value of<br>Hours | Average<br>Hours Per<br>Volunteer | Average<br>Volunteers Per<br>Organization | Average<br>Hours Per<br>Organization | Total Value of           |                                   |
|--|-------------------------|------------------------------|--------------------------------|-----------------------------------|---|--------------------------------------|--------------------------|-----------------------------------|
|  |                         |                              |                                |                                   |   |                                      | In-Kind<br>Contributions | Average Value<br>Per Organization |
| City of Lincoln (NE)   | 3,442                   | 225,481                      | \$4,816,274                    | 65.5                              | 84.0                                      | 5,500                                | \$1,789,693              | \$43,651                          |
| Durham County (NC)   | 6,862                   | 211,019                      | \$4,507,366                    | 30.8                              | 122.5                                     | 3,768                                | \$2,044,022              | \$36,500                          |
| Osceola County (FL)  | 225                     | 16,800                       | \$358,848                      | 74.7                              | 75.0                                      | 5,600                                | \$22,000                 | \$7,333                           |
| City of Newark (NJ)  | 1,980                   | 60,407                       | \$1,290,294                    | 30.5                              | 86.1                                      | 2,626                                | \$1,431,361              | \$62,233                          |
| City of Riverside (CA) <sup>1</sup>  | 378                     | 16,934                       | \$361,710                      | 44.8                              | 10.2                                      | 458                                  | \$5,000                  | \$135                             |
| Lexington-Fayette Urban County (KY)  | 1,923                   | 87,424                       | \$1,867,377                    | 45.5                              | 87.4                                      | 3,974                                | \$318,450                | \$14,475                          |
| Loudoun County (VA)  | 5,069                   | 70,501                       | \$1,505,901                    | 13.9                              | 144.8                                     | 2,014                                | \$258,927                | \$7,398                           |
| Cumberland County (NC)   | 2,057                   | 63,591                       | \$1,358,304                    | 30.9                              | 85.7                                      | 2,650                                | \$562,468                | \$23,436                          |
| Greater Chattanooga Area (TN)  | 3,323                   | 67,142                       | \$1,434,153                    | 20.2                              | 69.2                                      | 1,399                                | \$493,696                | \$10,285                          |
| Forsyth County (NC)  | 5,902                   | 304,715                      | \$6,508,712                    | 51.6                              | 107.3                                     | 5,540                                | \$1,077,339              | \$19,588                          |
| City of Wichita (KS)   | 4,034                   | 209,836                      | \$4,482,097                    | 52.0                              | 175.4                                     | 9,123                                | \$1,710,296              | \$74,361                          |
| Sarasota County (FL)   | 6,200                   | 289,354                      | \$6,180,601                    | 46.7                              | 159.0                                     | 7,419                                | \$3,696,720              | \$94,788                          |
| City of Oakland (CA) <sup>1</sup>  | 1,770                   | 79,296                       | \$1,693,763                    | 44.8                              | 33.4                                      | 1,496                                | \$224,011                | \$4,227                           |
| Santa Barbara County (CA) <sup>1</sup>   | 3,742                   | 167,642                      | \$3,580,833                    | 44.8                              | 51.3                                      | 2,296                                | \$3,269,353              | \$44,786                          |
| City of Miami (FL)   | 24,914                  | 427,730                      | \$9,136,313                    | 17.2                              | 151.0                                     | 2,592                                | \$8,293,397              | \$50,263                          |
| Seminole County (FL)   | 1,107                   | 46,260                       | \$988,114                      | 41.8                              | 100.6                                     | 4,205                                | \$132,512                | \$12,047                          |
| City of Omaha (NE)   | 4,445                   | 156,489                      | \$3,342,605                    | 35.2                              | 158.8                                     | 5,589                                | \$924,728                | \$33,026                          |
| Greater Syracuse Area (NY) <sup>1</sup>  | 3,517                   | 157,562                      | \$3,365,524                    | 44.8                              | 78.2                                      | 3,501                                | \$2,776,006              | \$61,689                          |
| City of Mesa (AZ) <sup>1</sup>   | 1,458                   | 65,318                       | \$1,395,192                    | 44.8                              | 145.8                                     | 6,532                                | \$1,143,055              | \$114,306                         |
| Guilford County (NC)   | 7,130                   | 261,616                      | \$5,588,118                    | 36.7                              | 120.8                                     | 4,434                                | \$1,841,504              | \$31,212                          |
| Dane County (WI)   | 5,913                   | 227,408                      | \$4,857,435                    | 38.5                              | 120.7                                     | 4,641                                | \$1,996,142              | \$40,738                          |
| Volusia County (FL)  | 4,515                   | 296,225                      | \$6,327,366                    | 65.6                              | 136.8                                     | 8,977                                | \$1,284,371              | \$38,920                          |
| <b>Group D Average</b>   | <b>4,541</b>            | <b>159,489</b>               | <b>\$3,406,677</b>             | <b>41.9</b>                       | <b>104.7</b>                              | <b>4,288</b>                         | <b>\$1,604,321</b>       | <b>\$37,518</b>                   |
| Group D Median   | 3,630                   | 157,026                      | \$3,354,065                    | 44.8                              | 104.0                                     | 4,090                                | \$1,213,713              | \$34,763                          |

**Table 13:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group E</b><br>Population 500,000 to 999,999<br>Sample Size = 20 | <b>Number of<br/>Volunteers</b> | <b>Number of<br/>Volunteer Hours</b> | <b>Estimated<br/>Value of<br/>Hours</b> | <b>Average<br/>Hours Per<br/>Volunteer</b> | <b>Average<br/>Volunteers Per<br/>Organization</b> | <b>Average<br/>Hours Per<br/>Organization</b> | <b>Total Value of<br/>In-Kind<br/>Contributions</b> | <b>Average Value<br/>Per Organization</b> |
|---|---------------------------------|--------------------------------------|---|--|--|---|---|---|
| City of Albuquerque (NM)  | 6,130                           | 286,992                              | \$6,130,149                             | 46.8                                       | 82.8   | 3,878   | \$2,476,694   | \$33,469                                  |
| City of Atlanta (GA)  | 7,205                           | 191,365                              | \$4,087,556                             | 26.6                                       | 144.1  | 3,827   | \$2,335,438   | \$46,709                                  |
| Polk County (FL)  | 1,959                           | 315,157                              | \$6,731,754                             | 160.9                                      | 195.9  | 31,516  | \$458,362   | \$45,836                                  |
| Lee County (FL)   | 5,271                           | 287,141                              | \$6,133,332                             | 54.5                                       | 135.2  | 7,363   | \$3,702,593   | \$94,938                                  |
| City of Seattle (WA)  | 9,982                           | 283,386                              | \$6,053,125                             | 28.4                                       | 203.7  | 5,783   | \$10,691,691  | \$218,198                                 |
| District of Columbia (DC)   | 8,398                           | 173,234                              | \$3,700,278                             | 20.6                                       | 210.0  | 4,331   | \$3,224,440   | \$80,611                                  |
| City of Baltimore (MD) <sup>1</sup>   | 10,843                          | 485,766                              | \$10,375,962                            | 44.8                                       | 84.1   | 3,766   | \$5,668,932   | \$43,945                                  |
| Jefferson County (AL)   | 10,682                          | 257,083                              | \$5,491,293                             | 24.1                                       | 107.9  | 2,597   | \$4,970,962   | \$50,212                                  |
| City of Austin (TX)   | 23,288                          | 409,916                              | \$8,755,806                             | 17.6                                       | 245.1  | 4,315   | \$6,125,469   | \$64,479                                  |
| City of Indianapolis (IN)   | 12,580                          | 414,345                              | \$8,850,409                             | 32.9                                       | 209.7  | 6,906   | \$6,778,175   | \$112,970                                 |
| City and County of San Francisco (CA) <sup>1</sup>                                    | 20,104                          | 900,659                              | \$19,238,076                            | 44.8                                       | 71.0   | 3,183   | \$14,458,120  | \$51,089                                  |
| Prince George's County (MD) <sup>1</sup>  | 2,170                           | 97,216                               | \$2,076,534                             | 44.8                                       | 83.5   | 3,739   | \$826,877   | \$31,803                                  |
| Bergen County (NJ)  | 1,367                           | 61,553                               | \$1,314,772                             | 45.0                                       | 20.4   | 919   | \$269,425   | \$4,021                                   |
| Wake County (NC)  | 15,856                          | 382,896                              | \$8,178,659                             | 24.1                                       | 153.9  | 3,717   | \$6,300,349   | \$61,168                                  |
| Fairfield County (CT)   | 7,003                           | 360,613                              | \$7,702,694                             | 51.5                                       | 90.9   | 4,683   | \$1,749,035   | \$22,715                                  |
| Mecklenburg County (NC)   | 14,117                          | 525,610                              | \$11,227,030                            | 37.2                                       | 193.4  | 7,200   | \$5,288,368   | \$72,443                                  |
| Greater Memphis Area (TN)   | 6,913                           | 221,868                              | \$4,739,100                             | 32.1                                       | 119.2  | 3,825   | \$2,897,972   | \$49,965                                  |
| City of San Jose (CA) <sup>1</sup>  | 6,491                           | 290,797                              | \$6,211,424                             | 44.8                                       | 94.1   | 4,214   | \$6,227,773   | \$90,258                                  |
| Westchester County (NY) <sup>1</sup>  | 3,048                           | 136,550                              | \$2,916,708                             | 44.8                                       | 28.2   | 1,264   | \$3,422,829   | \$31,693                                  |
| Montgomery County (MD) <sup>1</sup>   | 11,624                          | 520,755                              | \$11,123,327                            | 44.8                                       | 159.2  | 7,134   | \$5,879,916   | \$80,547                                  |
| <b>Group E Average</b>  | <b>9,252</b>                    | <b>330,145</b>                       | <b>\$7,051,899</b>                      | <b>43.6</b>                                | <b>131.6</b>                                       | <b>5,708</b>                                  | <b>\$4,687,671</b>                                  | <b>\$64,353</b>                           |
| Group E Median  | 7,802                           | 288,969                              | \$6,172,378                             | 44.8                                       | 127.2  | 4,046   | \$4,336,778   | \$50,650                                  |

**Table 13:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| <b>Population Cohort Group F</b><br>Population 1,000,000 or More<br>Sample Size = 23 | <b>Number of<br/>Volunteers</b> | <b>Number of<br/>Volunteer Hours</b> | <b>Estimated<br/>Value of<br/>Hours</b> | <b>Average<br/>Hours Per<br/>Volunteer</b> | <b>Average<br/>Volunteers Per<br/>Organization</b> | <b>Average<br/>Hours Per<br/>Organization</b> | <b>Total Value of<br/>In-Kind<br/>Contributions</b> | <b>Average Value<br/>Per Organization</b> |
|--|---------------------------------|--------------------------------------|---|--|--|---|---|---|
| Pima County (AZ) <sup>1</sup>  | 5,010                           | 275,527                              | \$5,885,257                             | 55.0                                       | 102.2  | 5,623   | \$1,214,730   | \$24,790                                  |
| Fairfax County (VA)  | 3,533                           | 165,415                              | \$3,533,264                             | 46.8                                       | 57.9   | 2,712   | \$1,014,266   | \$16,627                                  |
| Orange County (FL)   | 8,203                           | 343,366                              | \$7,334,298                             | 41.9                                       | 130.2  | 5,450   | \$4,299,268   | \$68,242                                  |
| Greater Columbus Area (OH) <sup>1</sup>  | 8,678                           | 388,774                              | \$8,304,213                             | 44.8                                       | 135.6  | 6,075   | \$2,591,357   | \$40,490                                  |
| Allegheny County (PA) <sup>1</sup>   | 22,230                          | 995,904                              | \$21,272,509                            | 44.8                                       | 185.3  | 8,299   | \$4,107,803   | \$34,232                                  |
| City of San Diego (CA) <sup>1</sup>  | 12,049                          | 539,795                              | \$11,530,021                            | 44.8                                       | 100.4  | 4,498   | \$3,176,159   | \$26,468                                  |
| City of Dallas (TX)  | 9,166                           | 420,505                              | \$8,981,987                             | 45.9                                       | 119.0  | 5,461   | \$11,545,621  | \$149,943                                 |
| Palm Beach County (FL)   | 11,111                          | 488,668                              | \$10,437,948                            | 44.0                                       | 156.5  | 6,883   | \$7,373,431   | \$103,851                                 |
| Greater St. Louis Area (MO)  | 20,389                          | 616,029                              | \$13,158,379                            | 30.2                                       | 148.8  | 4,497   | \$6,745,959   | \$49,241                                  |
| City of San Antonio (TX)   | 5,401                           | 162,718                              | \$3,475,656                             | 30.1                                       | 114.9  | 3,462   | \$2,686,629   | \$57,162                                  |
| Sacramento County (CA) <sup>1</sup>  | 10,556                          | 472,909                              | \$10,101,336                            | 44.8                                       | 95.1   | 4,260   | \$4,108,147   | \$37,010                                  |
| City and County of Philadelphia (PA) <sup>1</sup>                                    | 19,326                          | 865,805                              | \$18,493,595                            | 44.8                                       | 74.9   | 3,356   | \$11,774,777  | \$45,639                                  |
| City of Phoenix (AZ) <sup>1</sup>  | 10,613                          | 475,462                              | \$10,155,868                            | 44.8                                       | 176.9  | 7,924   | \$14,239,318  | \$237,322                                 |
| Broward County (FL)  | 21,478                          | 632,243                              | \$13,504,710                            | 29.4                                       | 275.4  | 8,106   | \$9,234,380   | \$118,389                                 |
| Santa Clara County (CA) <sup>1</sup>   | 13,009                          | 582,803                              | \$12,448,672                            | 44.8                                       | 109.3  | 4,898   | \$7,909,260   | \$66,464                                  |
| Tarrant County (TX)  | 2,319                           | 84,774                               | \$1,810,773                             | 36.6                                       | 58.0   | 2,119   | \$1,220,357   | \$30,509                                  |
| Clark County (NV)  | 1,105                           | 55,678                               | \$1,189,282                             | 50.4                                       | 25.1   | 1,265   | \$2,272,183   | \$51,641                                  |
| Riverside County (CA) <sup>1</sup>   | 828                             | 37,094                               | \$792,328                               | 44.8                                       | 14.0   | 629   | \$12,500  | \$212                                     |
| Miami-Dade County (FL)   | 41,642                          | 1,249,302                            | \$26,685,091                            | 30.0                                       | 90.1   | 2,704   | \$19,861,051  | \$42,989                                  |
| City of Chicago (IL) <sup>1</sup>  | 37,380                          | 1,674,624                            | \$35,769,969                            | 44.8                                       | 76.9   | 3,446   | \$26,401,966  | \$54,325                                  |
| San Diego County (CA) <sup>1</sup>   | 12,348                          | 553,190                              | \$11,816,138                            | 44.8                                       | 59.9   | 2,685   | \$3,441,331   | \$16,705                                  |
| City of Los Angeles (CA) <sup>1</sup>  | 11,691                          | 523,757                              | \$11,187,450                            | 44.8                                       | 39.9   | 1,788   | \$14,845,031  | \$50,666                                  |
| Harris County (TX)   | 21,591                          | 1,316,362                            | \$28,117,492                            | 61.0                                       | 151.0  | 9,205   | \$8,384,675   | \$58,634                                  |
| <b>Group F Average</b>   | <b>13,463</b>                   | <b>561,770</b>                       | <b>\$11,999,402</b>                     | <b>43.2</b>                                | <b>108.6</b>                                       | <b>4,580</b>                                  | <b>\$7,324,356</b>                                  | <b>\$60,068</b>                           |
| Group F Median   | 11,111                          | 488,668                              | \$10,437,948                            | 44.8                                       | 102.2  | 4,497   | \$4,299,268   | \$49,241                                  |

**ALL CITY/COUNTY STUDY REGIONS**

|                |              |                |                    |             |             |              |                    |                 |
|----------------|--------------|----------------|--------------------|-------------|-------------|--------------|--------------------|-----------------|
| <b>Average</b> | <b>5,215</b> | <b>201,719</b> | <b>\$4,308,719</b> | <b>40.6</b> | <b>96.1</b> | <b>3,792</b> | <b>\$2,630,066</b> | <b>\$42,481</b> |
| Median         | 2,319        | 91,168         | \$1,947,348        | 44.8        | 87.4        | 3,298        | \$1,014,266        | \$31,212        |



**Table 13:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Number of<br>Volunteers | Number of<br>Volunteer Hours | Estimated<br>Value of<br>Hours | Average<br>Hours Per<br>Volunteer | Average<br>Volunteers Per<br>Organization | Average<br>Hours Per<br>Organization | Total Value of           |                                   |
|---|-------------------------|------------------------------|--------------------------------|-----------------------------------|---|--------------------------------------|--------------------------|-----------------------------------|
|   |                         |                              |                                |                                   |   |                                      | In-Kind<br>Contributions | Average Value<br>Per Organization |
| Greater Portsmouth Area (NH)                                  | 1,297                   | 42,854                       | \$915,361                      | 33.0                              | 64.9                                      | 2,143                                | \$528,319                | \$26,416                          |
| Greater Concord Area (NH)                                     | 786                     | 47,274                       | \$1,009,773                    | 60.1                              | 52.4                                      | 3,152                                | \$475,135                | \$31,676                          |
| Greater Aberdeen Area (SD)                                    | 705                     | 27,229                       | \$581,611                      | 38.6                              | 58.8                                      | 2,269                                | \$67,462                 | \$5,622                           |
| Centre Region (PA) <sup>1</sup>                               | 4,153                   | 186,054                      | \$3,974,113                    | 44.8                              | 153.8                                     | 6,891                                | \$917,691                | \$33,989                          |
| Greater Minot Area (ND)                                       | 2,108                   | 72,113                       | \$1,540,334                    | 34.2                              | 72.7                                      | 2,487                                | \$253,223                | \$8,732                           |
| Creative Corridor in Northwest Iowa (IA)                      | 117                     | 8,050                        | \$171,948                      | 68.8                              | 16.7                                      | 1,150                                | \$5,000                  | \$714                             |
| Northern New Hampshire (NH)                                   | 1,856                   | 81,377                       | \$1,738,213                    | 43.8                              | 48.8                                      | 2,142                                | \$741,106                | \$19,503                          |
| Greater Sioux Falls Area (SD)                                 | 2,405                   | 97,809                       | \$2,089,200                    | 40.7                              | 68.7                                      | 2,795                                | \$782,391                | \$22,354                          |
| Greater Athens Area (GA)                                      | 766                     | 25,522                       | \$545,150                      | 33.3                              | 76.6                                      | 2,552                                | \$1,418,483              | \$141,848                         |
| Greater Rockford Area (IL) <sup>1</sup>                       | 1,103                   | 49,414                       | \$1,055,483                    | 44.8                              | 36.8                                      | 1,647                                | \$1,150,741              | \$38,358                          |
| Greater Peoria Area (IL) <sup>1</sup>                         | 2,896                   | 129,741                      | \$2,771,268                    | 44.8                              | 96.5                                      | 4,325                                | \$820,849                | \$27,362                          |
| Greater Fox Cities Region (WI)                                | 2,520                   | 80,168                       | \$1,712,388                    | 31.8                              | 96.9                                      | 3,083                                | \$520,450                | \$20,017                          |
| Northern Tier Region (PA) <sup>1</sup>                        | 705                     | 31,584                       | \$674,634                      | 44.8                              | 50.4                                      | 2,256                                | \$97,312                 | \$6,951                           |
| Northwest Arkansas Area (AR)                                  | 2,061                   | 41,005                       | \$875,867                      | 19.9                              | 82.4                                      | 1,640                                | \$528,019                | \$21,121                          |
| Mahoning Valley Region (OH) <sup>1</sup>                      | 5,149                   | 230,675                      | \$4,927,218                    | 44.8                              | 234.0                                     | 10,485                               | \$3,239,276              | \$147,240                         |
| Iowa Cultural Corridor (IA)                                   | 4,741                   | 137,687                      | \$2,940,994                    | 29.0                              | 76.5                                      | 2,221                                | \$1,408,346              | \$22,715                          |
| Pikes Peak Region (CO)  | 5,291                   | 106,592                      | \$2,276,805                    | 20.1                              | 103.7                                     | 2,090                                | \$2,569,824              | \$50,389                          |
| Greater Columbia Area (SC)                                    | 8,111                   | 153,851                      | \$3,286,257                    | 19.0                              | 270.4                                     | 5,128                                | \$694,856                | \$23,162                          |
| Lehigh Valley Region (PA) <sup>1</sup>                        | 6,532                   | 292,634                      | \$6,250,662                    | 44.8                              | 71.8                                      | 3,216                                | \$4,233,058              | \$46,517                          |
| West Valley Region (AZ) <sup>1</sup>                          | 137                     | 6,138                        | \$131,108                      | 44.8                              | 10.5                                      | 472                                  | \$131,374                | \$10,106                          |
| Greater Harrisburg Area (PA) <sup>1</sup>                     | 2,305                   | 103,264                      | \$2,205,719                    | 44.8                              | 60.7                                      | 2,717                                | \$609,878                | \$16,049                          |
| Greater Hartford Area (CT)                                    | 7,258                   | 351,445                      | \$7,506,865                    | 48.4                              | 59.0                                      | 2,857                                | \$1,514,510              | \$12,313                          |
| Greater Portland Area (OR)                                    | 16,145                  | 648,540                      | \$13,852,814                   | 40.2                              | 83.7                                      | 3,360                                | \$7,759,963              | \$40,207                          |
| Metropolitan Kansas City Area (MO/KS)                         | 9,827                   | 550,419                      | \$11,756,950                   | 56.0                              | 111.7                                     | 6,255                                | \$11,719,974             | \$133,182                         |
| Greater Milwaukee Area (WI)                                   | 1,587                   | 51,721                       | \$1,104,761                    | 32.6                              | 10.3                                      | 336                                  | \$523,595                | \$3,400                           |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 13:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Number of<br>Volunteers | Number of<br>Volunteer Hours | Estimated<br>Value of<br>Hours | Average<br>Hours Per<br>Volunteer | Average<br>Volunteers Per<br>Organization | Average<br>Hours Per<br>Organization | Total Value of           |                                   |
|---|-------------------------|------------------------------|--------------------------------|-----------------------------------|---|--------------------------------------|--------------------------|-----------------------------------|
|   |                         |                              |                                |                                   |   |                                      | In-Kind<br>Contributions | Average Value<br>Per Organization |
| Central Florida Region (FL)                                   | 19,597                  | 1,139,624                    | \$24,342,369                   | 58.2                              | 145.2                                     | 8,442                                | \$6,579,033              | \$48,734                          |
| Greater Washington DC Region (DC/MD/VA) <sup>1</sup>          | 33,223                  | 1,587,826                    | \$33,915,963                   | 47.8                              | 111.1                                     | 5,310                                | \$13,191,722             | \$44,119                          |
| Greater Philadelphia Region (PA) <sup>1</sup>                 | 25,193                  | 1,128,646                    | \$24,107,879                   | 44.8                              | 73.0                                      | 3,271                                | \$13,960,919             | \$40,466                          |
| Southeastern Michigan Region (MI) <sup>1</sup>                | 19,236                  | 861,773                      | \$18,407,471                   | 44.8                              | 160.3                                     | 7,181                                | \$8,687,941              | \$72,400                          |
| Greater Houston Area (TX)                                     | 22,434                  | 1,337,535                    | \$28,569,748                   | 59.6                              | 131.2                                     | 7,822                                | \$8,549,860              | \$49,999                          |
| North Texas Region (TX)                                       | 13,353                  | 579,595                      | \$12,380,149                   | 43.4                              | 98.9                                      | 4,293                                | \$13,238,152             | \$98,060                          |
| <b>Regional Average</b>                                       | <b>7,449</b>            | <b>339,337</b>               | <b>\$7,248,238</b>             | <b>41.3</b>                       | <b>92.4</b>                               | <b>3,761</b>                         | <b>\$3,563,782</b>       | <b>\$42,100</b>                   |
| Regional Median   | 3,525                   | 118,167                      | \$2,524,036                    | 44.8                              | 76.5                                      | 2,970                                | \$1,034,216              | \$29,519                          |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | Number of<br>Volunteers | Number of<br>Volunteer Hours | Estimated<br>Value of<br>Hours | Average<br>Hours Per<br>Volunteer | Average<br>Volunteers Per<br>Organization | Average<br>Hours Per<br>Organization | Total Value of           |                                   |
|--|-------------------------|------------------------------|--------------------------------|-----------------------------------|---|--------------------------------------|--------------------------|-----------------------------------|
|  |                         |                              |                                |                                   |   |                                      | In-Kind<br>Contributions | Average Value<br>Per Organization |
| State of South Dakota  | 5,288                   | 243,839                      | \$5,208,401                    | 46.1                              | 45.6                                      | 2,102                                | \$2,362,356              | \$20,365                          |
| State of Delaware  | 13,270                  | 596,036                      | \$12,731,329                   | 44.9                              | 152.5                                     | 6,851                                | \$2,098,009              | \$24,115                          |
| State of Hawai'i   | 12,899                  | 727,633                      | \$15,542,241                   | 56.4                              | 121.7                                     | 6,864                                | \$5,661,389              | \$53,409                          |
| State of New Hampshire   | 8,985                   | 358,885                      | \$7,665,784                    | 39.9                              | 55.8                                      | 2,229                                | \$2,668,367              | \$16,574                          |
| State of Nebraska  | 14,180                  | 524,049                      | \$11,193,687                   | 37.0                              | 98.5                                      | 3,639                                | \$3,348,679              | \$23,255                          |
| State of Connecticut   | 33,379                  | 1,130,534                    | \$24,148,206                   | 33.9                              | 101.5                                     | 3,436                                | \$9,536,555              | \$28,986                          |
| State of Wisconsin   | 21,694                  | 894,824                      | \$19,113,441                   | 41.2                              | 66.5                                      | 2,745                                | \$4,623,810              | \$14,183                          |
| State of North Carolina  | 89,864                  | 2,966,126                    | \$63,356,451                   | 33.0                              | 93.9                                      | 3,099                                | \$24,019,970             | \$25,099                          |
| State of Pennsylvania <sup>1</sup>                             | 72,988                  | 3,269,862                    | \$69,844,252                   | 44.8                              | 90.3                                      | 4,047                                | \$26,072,640             | \$32,268                          |
| State of Illinois <sup>1</sup>                                 | 71,082                  | 3,184,474                    | \$68,020,365                   | 44.8                              | 70.8                                      | 3,172                                | \$46,542,033             | \$46,357                          |
| <b>Statewide Average</b>                                       | <b>34,363</b>           | <b>1,389,626</b>             | <b>\$29,682,416</b>            | <b>42.2</b>                       | <b>89.7</b>                               | <b>3,819</b>                         | <b>\$12,693,381</b>      | <b>\$28,461</b>                   |
| Statewide Median   | 17,937                  | 811,229                      | \$17,327,841                   | 43.0                              | 92.1                                      | 3,304                                | \$5,142,600              | \$24,607                          |

**Table 13:**  
**Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | Number of<br>Volunteers | Number of<br>Volunteer Hours | Estimated<br>Value of<br>Hours | Average<br>Hours Per<br>Volunteer | Average<br>Volunteers Per<br>Organization | Average<br>Hours Per<br>Organization | Total Value of           |                                   |
|---|-------------------------|------------------------------|--------------------------------|-----------------------------------|---|--------------------------------------|--------------------------|-----------------------------------|
|   |                         |                              |                                |                                   |   |                                      | In-Kind<br>Contributions | Average Value<br>Per Organization |
| Grand Center Arts District (St. Louis, MO)                      | 3,668                   | 58,459                       | \$1,248,684                    | 15.9                              | 146.7                                     | 2,338                                | \$1,448,399              | \$57,936                          |
| Dallas Arts District (Dallas, TX)                               | 2,820                   | 138,601                      | \$2,960,517                    | 49.1                              | 176.3                                     | 8,663                                | \$7,180,399              | \$448,775                         |
| <b>Arts District Average</b>                                    | <b>3,244</b>            | <b>98,530</b>                | <b>\$2,104,601</b>             | <b>32.5</b>                       | <b>161.5</b>                              | <b>5,500</b>                         | <b>\$4,314,399</b>       | <b>\$253,355</b>                  |

**Summary Statistics for all 182 Study Regions (where appropriate)**

|         |       |       |        |          |
|---------|-------|-------|--------|----------|
| Average | 40.9  | 95.4  | 3,793  | \$43,735 |
| Minimum | 10.3  | 8.8   | 336    |          |
| Maximum | 160.9 | 291.5 | 31,516 |          |

**Average of all Participating Nonprofit Arts and Culture Organizations that Provided Itemized Volunteerism Data**

|         |      |       |       |          |
|---------|------|-------|-------|----------|
| Average | 44.8 | 116.2 | 5,204 | \$55,467 |
|---------|------|-------|-------|----------|

**Table Notes:**

<sup>1</sup> Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

The Cultural Data Project collects the number of volunteers, but it does not collect the number of volunteer hours. Via the Organizational Expenditure Survey, Americans for the Arts collected both the total number of volunteers and the total number of volunteer hours from 3,887 nonprofit arts and culture organizations. Among those 3,887 reporting organizations, the average number of hours contributed per volunteer was 44.8 hours during 2010. To estimate the number of volunteer hours contributed to organizations that participated in this study via the Cultural Data Project, the number of volunteers reported by each organization was multiplied by the national average of 44.8 hours per volunteer.

## Explanation of Table 14: Total Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

This table presents the total attendance to arts and culture events in each study region during 2010, as reported by the participating nonprofit arts and culture organizations. Summary statistics are calculated for each population group.

### Column Two:

The total number of audience-intercept surveys that were collected from arts and culture event attendees in each participating study region. (The audience-intercept survey instrument is included in Appendix C to the *Arts & Economic Prosperity IV* National Statistical Report.)

### Column Three:

The total attendance to arts and culture events in each participating study region during 2010, as reported by the participating nonprofit arts and culture organizations.

### Column Four:

The percentage of arts and culture event attendees who are residents. Residents are attendees who report that their primary residence is located within the county where the nonprofit arts and culture event took place (or within the multi-county region for regional analyses, or within the state for state analyses). Residency is determined based on the ZIP code provided by each audience-intercept respondent.

### Column Five:

The total estimated number of arts and culture event attendees who are residents. This figure was calculated by multiplying the percentage of arts and culture event attendees who are residents (Column Four) by the total 2010 arts and culture event attendance for each participating study region (Column Three).

### Column Six:

The percentage of arts and culture event attendees who are non-residents. Non-residents are attendees who report that their primary residence is located outside the county where the nonprofit arts and culture event took place (or outside the multi-county region for regional analyses, or outside the state for state analyses). Residency is determined based on the ZIP code provided by each audience-intercept respondent.

### Column Seven:

The total estimated number of arts and culture event attendees who are non-residents. This figure was calculated by multiplying the percentage of arts and culture event attendees who are non-residents (Column Six) by the total 2010 arts and culture event attendance for each participating study region (Column Three).

**Table 14:**  
**Total Attendance to Nonprofit Arts and Culture Events**  
**Per Study Region During 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | Total Attendance to<br>Arts/Cultural Events | Number of<br>Audience Surveys<br>Collected | RESIDENT Audiences            |  | NON-Resident Audiences        |  |
|---|---|--|-------------------------------|--|-------------------------------|--|
|   |   |  | Percent of<br>Total Attendees | Total Estimated<br>Resident Attendance | Percent of<br>Total Attendees | Total Estimated<br>Non-Resident Attendance |
| City of Gunnison (CO)*** <sup>2</sup>   | 10,636                                      | 290  | 86.2%                         | 9,168                                  | 13.8%                         | 1,468                                      |
| Town of Telluride (CO)* <sup>2</sup>  | 138,430                                     | 399  | 25.3%                         | 35,023                                 | 74.7%                         | 103,407                                    |
| Town of Crested Butte (CO)***   | 74,232                                      | 807  | 58.7%                         | 43,574                                 | 41.3%                         | 30,658                                     |
| Town of Newmarket (NH) <sup>2</sup>   | 4,010                                       | 200  | 70.0%                         | 2,807                                  | 30.0%                         | 1,203                                      |
| Greater Ketchikan Area (AK) <sup>2</sup>                                      | 164,642                                     | 298  | 94.0%                         | 154,763                                | 6.0%                          | 9,879                                      |
| Gunnison County (CO)  | 84,868                                      | 1,097                                      | 66.0%                         | 52,742                                 | 34.0%                         | 32,126                                     |
| City of Durango (CO)  | 143,340                                     | 783  | 72.4%                         | 103,778                                | 27.6%                         | 39,562                                     |
| Teton County (WY)*  | 585,786                                     | 1,349                                      | 55.7%                         | 326,283                                | 44.3%                         | 259,503                                    |
| City of Laguna Beach (CA)* <sup>1</sup>                                       | 608,275                                     | 838  | 76.4%                         | 464,722                                | 23.6%                         | 143,553                                    |
| City of Fairfax (VA)***   | 122,300                                     | 844  | 69.2%                         | 84,632                                 | 30.8%                         | 37,668                                     |
| City of Auburn (NY) <sup>1</sup>  | 67,442                                      | 789  | 58.4%                         | 39,386                                 | 41.6%                         | 28,056                                     |
| City of Slidell (LA)***   | 112,891                                     | 806  | 91.7%                         | 103,521                                | 8.3%                          | 9,370                                      |
| City of Winter Park (FL)*** <sup>2</sup>                                      | 1,008,931                                   | 656  | 50.9%                         | 513,546                                | 49.1%                         | 495,385                                    |
| Greater Elkins Area (WV) <sup>2</sup>   | 153,944                                     | 253  | 61.7%                         | 94,983                                 | 38.3%                         | 58,961                                     |
| Transylvania County (NC)  | 137,413                                     | 971  | 51.5%                         | 70,768                                 | 48.5%                         | 66,645                                     |
| City of Rochester (NH)  | 190,633                                     | 806  | 70.2%                         | 133,824                                | 29.8%                         | 56,809                                     |
| City and Borough of Juneau (AK) <sup>2</sup>                                  | 93,812                                      | 299  | 93.0%                         | 87,245                                 | 7.0%                          | 6,567                                      |
| Princeton (NJ)**  | 474,050                                     | 892  | 51.5%                         | 244,136                                | 48.5%                         | 229,914                                    |
| Platte County (NE)  | 162,051                                     | 717  | 80.9%                         | 131,099                                | 19.1%                         | 30,952                                     |
| Adams County (NE)   | 167,020                                     | 530  | 65.3%                         | 109,064                                | 34.7%                         | 57,956                                     |
| City of Fairbanks (AK) <sup>2</sup>   | 345,217                                     | 396  | 90.2%                         | 311,386                                | 9.8%                          | 33,831                                     |
| City of West Hollywood (CA)** <sup>1</sup>                                    | 326,616                                     | 830  | 86.7%                         | 283,176                                | 13.3%                         | 43,440                                     |
| City of Pittsfield (MA)** <sup>1,2</sup>                                      | 606,239                                     | 242  | 90.5%                         | 548,646                                | 9.5%                          | 57,593                                     |
| Windham County (VT)*  | 154,187                                     | 563  | 71.9%                         | 110,860                                | 28.1%                         | 43,327                                     |
| Iron County (UT)*   | 341,140                                     | 899  | 22.1%                         | 75,392                                 | 77.9%                         | 265,748                                    |
| Watauga County (NC) <sup>1,2</sup>  | 217,893                                     | 404  | 42.3%                         | 92,169                                 | 57.7%                         | 125,724                                    |
| Buffalo County (NE)   | 231,638                                     | 797  | 71.3%                         | 165,158                                | 28.7%                         | 66,480                                     |
| <b>Group A Average</b>  | <b>249,172</b>                              | <b>658</b>                                 | <b>67.6%</b>                  | <b>162,661</b>                         | <b>32.4%</b>                  | <b>86,511</b>                              |
| Average Excluding Outliers/Exclusions   | 210,049                                     | 606  | 71.5%                         | 154,419                                | 28.5%                         | 55,629                                     |
| Group A Median  | 162,051                                     | 783  | 70.0%                         | 103,778                                | 30.0%                         | 43,440                                     |

**Table 14:**  
**Total Attendance to Nonprofit Arts and Culture Events**  
**Per Study Region During 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | Total Attendance to<br>Arts/Cultural Events | Number of<br>Audience Surveys<br>Collected | RESIDENT Audiences            |  | NON-Resident Audiences        |  |
|--|---|--|-------------------------------|--|-------------------------------|--|
|  |   |  | Percent of<br>Total Attendees | Total Estimated<br>Resident Attendance | Percent of<br>Total Attendees | Total Estimated<br>Non-Resident Attendance |
| Chenango County (NY) <sup>1</sup>  | 42,768                                      | 541  | 48.1%                         | 20,571                                 | 51.9%                         | 22,197                                     |
| City of La Crosse (WI)   | 466,085                                     | 797  | 63.9%                         | 297,828                                | 36.1%                         | 168,257                                    |
| Lenoir County (NC)   | 34,586                                      | 875  | 63.0%                         | 21,789                                 | 37.0%                         | 12,797                                     |
| City of Dubuque (IA)   | 1,179,494                                   | 824  | 62.6%                         | 738,363                                | 37.4%                         | 441,131                                    |
| Greater Enid Area (OK)   | 167,787                                     | 874  | 71.5%                         | 119,968                                | 28.5%                         | 47,819                                     |
| City of Flagstaff (AZ) <sup>1</sup>  | 1,137,619                                   | 1,332                                      | 63.4%                         | 721,250                                | 36.6%                         | 416,369                                    |
| City of Portland (ME)  | 801,677                                     | 738  | 60.2%                         | 482,610                                | 39.8%                         | 319,067                                    |
| Athens County (OH) <sup>1</sup>  | 295,090                                     | 1,306                                      | 66.9%                         | 197,415                                | 33.1%                         | 97,675                                     |
| Rutherford County (NC)   | 22,822                                      | 705  | 62.1%                         | 14,172                                 | 37.9%                         | 8,650                                      |
| City of Walnut Creek (CA) <sup>1</sup>                                       | 604,051                                     | 1,031                                      | 69.9%                         | 422,232                                | 30.1%                         | 181,819                                    |
| City of Missoula (MT)  | 1,293,992                                   | 805  | 81.2%                         | 1,050,722                              | 18.8%                         | 243,270                                    |
| City of Bloomington (IN)   | 959,168                                     | 1,370                                      | 70.3%                         | 674,295                                | 29.7%                         | 284,873                                    |
| City of Miami Beach (FL)*** <sup>2</sup>                                     | 1,828,948                                   | 564  | 75.2%                         | 1,375,369                              | 24.8%                         | 453,579                                    |
| Greater Parkersburg Area (WV)  | 65,782                                      | 691  | 62.1%                         | 40,851                                 | 37.9%                         | 24,931                                     |
| Moore County (NC)  | 252,240                                     | 914  | 88.1%                         | 222,223                                | 11.9%                         | 30,017                                     |
| Indiana County (PA) <sup>1</sup>   | 14,863                                      | 848  | 55.4%                         | 8,234                                  | 44.6%                         | 6,629                                      |
| Buchanan County (MO)   | 284,506                                     | 810  | 73.7%                         | 209,681                                | 26.3%                         | 74,825                                     |
| City of Boulder (CO) <sup>2</sup>  | 510,328                                     | 596  | 74.2%                         | 378,663                                | 25.8%                         | 131,665                                    |
| Eau Claire County (WI)   | 192,573                                     | 919  | 59.0%                         | 113,618                                | 41.0%                         | 78,955                                     |
| <b>Group B Average</b>   | <b>534,441</b>                              | <b>871</b>                                 | <b>66.9%</b>                  | <b>374,203</b>                         | <b>33.1%</b>                  | <b>160,238</b>                             |
| Average <u>Excluding</u> Outliers/Exclusions                                 | 462,524                                     | 888  | 66.4%                         | 318,583                                | 33.6%                         | 143,941                                    |
| Group B Median   | 295,090                                     | 824  | 63.9%                         | 222,223                                | 36.1%                         | 97,675                                     |

**Table 14:**  
**Total Attendance to Nonprofit Arts and Culture Events**  
**Per Study Region During 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | Total Attendance to<br>Arts/Cultural Events | Number of<br>Audience Surveys<br>Collected | RESIDENT Audiences            |  | NON-Resident Audiences        |  |
|--|---|--|-------------------------------|--|-------------------------------|--|
|  |   |  | Percent of<br>Total Attendees | Total Estimated<br>Resident Attendance | Percent of<br>Total Attendees | Total Estimated<br>Non-Resident Attendance |
| City of Rochester (MN)   | 1,008,996                                   | 1,494                                      | 73.1%                         | 737,576                                | 26.9%                         | 271,420                                    |
| Tompkins County (NY) <sup>1</sup>  | 342,776                                     | 808  | 68.6%                         | 235,144                                | 31.4%                         | 107,632                                    |
| Wayne County (NC)  | 98,550                                      | 740  | 79.7%                         | 78,544                                 | 20.3%                         | 20,006                                     |
| City of McKinney (TX)  | 100,473                                     | 1,594                                      | 72.3%                         | 72,642                                 | 27.7%                         | 27,831                                     |
| Orange County (NC)   | 1,464,834                                   | 1,259                                      | 52.7%                         | 771,968                                | 47.3%                         | 692,866                                    |
| Town of Cary (NC)***   | 346,534                                     | 832  | 82.8%                         | 286,930                                | 17.2%                         | 59,604                                     |
| Marathon County (WI) <sup>2</sup>  | 165,842                                     | 307  | 68.4%                         | 113,436                                | 31.6%                         | 52,406                                     |
| Greater Charlottesville Area (VA)**  | 1,587,722                                   | 1,968                                      | 55.4%                         | 879,598                                | 44.6%                         | 708,124                                    |
| City of Fort Collins (CO)  | 667,682                                     | 1,024                                      | 84.5%                         | 564,191                                | 15.5%                         | 103,491                                    |
| Cambria County (PA) <sup>1</sup>   | 1,529,175                                   | 1,459                                      | 65.7%                         | 1,004,668                              | 34.3%                         | 524,507                                    |
| City of Alexandria (VA)  | 2,318,757                                   | 1,108                                      | 29.9%                         | 693,308                                | 70.1%                         | 1,625,449                                  |
| City of Eugene (OR)  | 936,330                                     | 1,069                                      | 85.0%                         | 795,506                                | 15.0%                         | 140,824                                    |
| Pitt County (NC)   | 207,225                                     | 584  | 79.6%                         | 164,951                                | 20.4%                         | 42,274                                     |
| City of Santa Clarita (CA) <sup>1</sup>  | 176,193                                     | 830  | 97.7%                         | 172,141                                | 2.3%                          | 4,052                                      |
| City of Providence (RI)** <sup>1</sup>   | 3,598,956                                   | 710  | 48.7%                         | 1,752,692                              | 51.3%                         | 1,846,264                                  |
| Erie (PA) <sup>1</sup>   | 437,306                                     | 771  | 87.5%                         | 382,643                                | 12.5%                         | 54,663                                     |
| New Hanover County (NC)  | 836,298                                     | 1,183                                      | 71.8%                         | 600,462                                | 28.2%                         | 235,836                                    |
| City of Glendale (CA) <sup>1</sup>   | 237,567                                     | 774  | 93.2%                         | 221,412                                | 6.8%                          | 16,155                                     |
| City of Tacoma (WA)  | 1,224,097                                   | 1,045                                      | 73.8%                         | 903,384                                | 26.2%                         | 320,713                                    |
| Whatcom County (WA)  | 382,664                                     | 796  | 84.4%                         | 322,968                                | 15.6%                         | 59,696                                     |
| City of Boise (ID)   | 1,193,491                                   | 794  | 87.2%                         | 1,040,724                              | 12.8%                         | 152,767                                    |
| Lackawanna County (PA) <sup>1</sup>  | 802,979                                     | 865  | 74.8%                         | 600,628                                | 25.2%                         | 202,351                                    |
| Arlington County (VA) <sup>2</sup>   | 341,294                                     | 300  | 74.1%                         | 252,899                                | 25.9%                         | 88,395                                     |
| City of Orlando (FL)***  | 1,714,773                                   | 2,403                                      | 51.3%                         | 879,679                                | 48.7%                         | 835,094                                    |
| Buncombe County (NC)   | 777,116                                     | 1,061                                      | 58.6%                         | 455,390                                | 41.4%                         | 321,726                                    |
| St. Tammany Parish (LA)  | 704,113                                     | 1,556                                      | 87.8%                         | 618,211                                | 12.2%                         | 85,902                                     |
| Alachua County (FL)  | 1,939,986                                   | 825  | 68.1%                         | 1,321,130                              | 31.9%                         | 618,856                                    |
| Greater Jackson Area (MS) <sup>2</sup>   | 222,083                                     | 265  | 44.5%                         | 98,827                                 | 55.5%                         | 123,256                                    |
| <b>Group C Average</b>   | <b>905,850</b>                              | <b>1,015</b>                               | <b>71.5%</b>                  | <b>572,202</b>                         | <b>28.5%</b>                  | <b>333,649</b>                             |
| Average Excluding Outliers/Exclusions  | 896,250                                     | 969  | 71.8%                         | 571,348                                | 28.2%                         | 324,902                                    |
| Group C Median   | 740,615                                     | 849  | 73.5%                         | 582,327                                | 26.6%                         | 132,040                                    |



**Table 14:**  
**Total Attendance to Nonprofit Arts and Culture Events**  
**Per Study Region During 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | Total Attendance to<br>Arts/Cultural Events | Number of<br>Audience Surveys<br>Collected | RESIDENT Audiences            |  | NON-Resident Audiences        |  |
|--|---|--|-------------------------------|--|-------------------------------|--|
|  |   |  | Percent of<br>Total Attendees | Total Estimated<br>Resident Attendance | Percent of<br>Total Attendees | Total Estimated<br>Non-Resident Attendance |
| City of Lincoln (NE)   | 1,307,864                                   | 1,882                                      | 78.7%                         | 1,029,289                              | 21.3%                         | 278,575                                    |
| Durham County (NC)   | 1,825,011                                   | 893  | 45.1%                         | 823,080                                | 54.9%                         | 1,001,931                                  |
| Osceola County (FL) <sup>2</sup>   | 41,817                                      | 307  | 60.3%                         | 25,216                                 | 39.7%                         | 16,601                                     |
| City of Newark (NJ) <sup>2</sup>   | 2,065,311                                   | 720  | 51.5%                         | 1,063,635                              | 48.5%                         | 1,001,676                                  |
| City of Riverside (CA)*** <sup>1,2</sup>                                       | 803,017                                     | 553  | 77.0%                         | 618,323                                | 23.0%                         | 184,694                                    |
| Lexington-Fayette Urban County (KY)  | 574,168                                     | 825  | 72.2%                         | 414,549                                | 27.8%                         | 159,619                                    |
| Loudoun County (VA)  | 258,205                                     | 638  | 58.6%                         | 151,308                                | 41.4%                         | 106,897                                    |
| Cumberland County (NC)   | 1,384,175                                   | 812  | 74.8%                         | 1,035,363                              | 25.2%                         | 348,812                                    |
| Greater Chattanooga Area (TN)  | 2,192,993                                   | 879  | 64.6%                         | 1,416,673                              | 35.4%                         | 776,320                                    |
| Forsyth County (NC)  | 2,475,216                                   | 929  | 69.0%                         | 1,707,899                              | 31.0%                         | 767,317                                    |
| City of Wichita (KS)   | 1,902,516                                   | 1,907                                      | 74.1%                         | 1,409,764                              | 25.9%                         | 492,752                                    |
| Sarasota County (FL)   | 2,337,827                                   | 2,888                                      | 59.2%                         | 1,383,994                              | 40.8%                         | 953,833                                    |
| City of Oakland (CA) <sup>1,2</sup>  | 996,849                                     | 258  | 73.3%                         | 730,690                                | 26.7%                         | 266,159                                    |
| Santa Barbara County (CA) <sup>1</sup>   | 2,092,590                                   | 952  | 82.2%                         | 1,720,109                              | 17.8%                         | 372,481                                    |
| City of Miami (FL)***  | 6,739,990                                   | 1,170                                      | 76.2%                         | 5,135,872                              | 23.8%                         | 1,604,118                                  |
| Seminole County (FL)   | 63,446                                      | 973  | 64.2%                         | 40,732                                 | 35.8%                         | 22,714                                     |
| City of Omaha (NE)   | 1,702,522                                   | 886  | 53.0%                         | 902,337                                | 47.0%                         | 800,185                                    |
| Greater Syracuse Area (NY) <sup>1</sup>  | 3,836,917                                   | 841  | 73.2%                         | 2,808,623                              | 26.8%                         | 1,028,294                                  |
| City of Mesa (AZ) <sup>1</sup>   | 612,736                                     | 816  | 73.7%                         | 451,586                                | 26.3%                         | 161,150                                    |
| Guilford County (NC)   | 3,690,773                                   | 1,048                                      | 73.7%                         | 2,720,100                              | 26.3%                         | 970,673                                    |
| Dane County (WI) <sup>2</sup>  | 2,909,206                                   | 720  | 76.4%                         | 2,222,633                              | 23.6%                         | 686,573                                    |
| Volusia County (FL) <sup>2</sup>   | 858,001                                     | 298  | 70.8%                         | 607,465                                | 29.2%                         | 250,536                                    |
| <b>Group D Average</b>   | <b>1,848,689</b>                            | <b>963</b>                                 | <b>68.3%</b>                  | <b>1,291,784</b>                       | <b>31.7%</b>                  | <b>556,905</b>                             |
| Average <u>Excluding</u> Outliers/Exclusions                                   | 1,656,407                                   | 974  | 67.4%                         | 1,133,252                              | 32.6%                         | 523,155                                    |
| Group D Median   | 1,763,767                                   | 860  | 72.7%                         | 1,032,326                              | 27.3%                         | 432,617                                    |

**Table 14:**  
**Total Attendance to Nonprofit Arts and Culture Events**  
**Per Study Region During 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | Total Attendance to<br>Arts/Cultural Events | Number of<br>Audience Surveys<br>Collected | RESIDENT Audiences            |  | NON-Resident Audiences        |  |
|--|---|--|-------------------------------|--|-------------------------------|--|
|  |   |  | Percent of<br>Total Attendees | Total Estimated<br>Resident Attendance | Percent of<br>Total Attendees | Total Estimated<br>Non-Resident Attendance |
| City of Albuquerque (NM)   | 1,537,813                                   | 804  | 79.4%                         | 1,221,024                              | 20.6%                         | 316,789                                    |
| City of Atlanta (GA) <sup>2</sup>  | 5,237,119                                   | 300  | 49.7%                         | 2,602,848                              | 50.3%                         | 2,634,271                                  |
| Polk County (FL)   | 250,080                                     | 546  | 77.7%                         | 194,312                                | 22.3%                         | 55,768                                     |
| Lee County (FL)  | 1,942,420                                   | 742  | 72.5%                         | 1,408,332                              | 27.5%                         | 534,088                                    |
| City of Seattle (WA)   | 5,899,599                                   | 1,392                                      | 68.8%                         | 4,058,924                              | 31.2%                         | 1,840,675                                  |
| District of Columbia (DC)*   | 12,108,309                                  | 796  | 31.4%                         | 3,802,009                              | 68.6%                         | 8,306,300                                  |
| City of Baltimore (MD) <sup>1,2</sup>  | 7,013,246                                   | 702  | 75.8%                         | 5,316,040                              | 24.2%                         | 1,697,206                                  |
| Jefferson County (AL)  | 4,935,301                                   | 820  | 67.9%                         | 3,351,069                              | 32.1%                         | 1,584,232                                  |
| City of Austin (TX)  | 3,961,280                                   | 864  | 76.6%                         | 3,034,340                              | 23.4%                         | 926,940                                    |
| City of Indianapolis (IN)  | 6,743,646                                   | 927  | 55.2%                         | 3,722,493                              | 44.8%                         | 3,021,153                                  |
| City and County of San Francisco (CA)* <sup>1</sup>                            | 10,356,175                                  | 1,355                                      | 48.7%                         | 5,043,457                              | 51.3%                         | 5,312,718                                  |
| Prince George's County (MD) <sup>1,2</sup>                                     | 989,005                                     | 373  | 55.2%                         | 545,931                                | 44.8%                         | 443,074                                    |
| Bergen County (NJ) <sup>2</sup>  | 644,790                                     | 385  | 72.2%                         | 465,538                                | 27.8%                         | 179,252                                    |
| Wake County (NC)   | 4,365,974                                   | 1,875                                      | 80.0%                         | 3,492,779                              | 20.0%                         | 873,195                                    |
| Fairfield County (CT)  | 2,141,987                                   | 756  | 76.7%                         | 1,642,904                              | 23.3%                         | 499,083                                    |
| Mecklenburg County (NC)  | 3,306,036                                   | 740  | 60.1%                         | 1,986,928                              | 39.9%                         | 1,319,108                                  |
| Greater Memphis Area (TN)  | 2,138,002                                   | 963  | 66.9%                         | 1,430,323                              | 33.1%                         | 707,679                                    |
| City of San Jose (CA)** <sup>1</sup>   | 1,990,641                                   | 1,017                                      | 76.1%                         | 1,514,878                              | 23.9%                         | 475,763                                    |
| Westchester County (NY) <sup>1</sup>   | 2,685,536                                   | 903  | 68.4%                         | 1,836,907                              | 31.6%                         | 848,629                                    |
| Montgomery County (MD) <sup>1</sup>  | 3,439,106                                   | 930  | 58.3%                         | 2,004,999                              | 41.7%                         | 1,434,107                                  |
| <b>Group E Average</b>   | <b>4,084,303</b>                            | <b>860</b>                                 | <b>65.9%</b>                  | <b>2,433,802</b>                       | <b>34.1%</b>                  | <b>1,650,502</b>                           |
| Average <u>Excluding</u> Outliers/Exclusions                                   | 3,366,526                                   | 825  | 68.3%                         | 2,253,864                              | 31.7%                         | 1,112,662                                  |
| Group E Median   | 3,372,571                                   | 812  | 68.6%                         | 1,995,964                              | 31.4%                         | 900,068                                    |

**Table 14:**  
**Total Attendance to Nonprofit Arts and Culture Events**  
**Per Study Region During 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | Total Attendance to<br>Arts/Cultural Events | Number of<br>Audience Surveys<br>Collected | RESIDENT Audiences            |  | NON-Resident Audiences        |  |
|---|---|--|-------------------------------|--|-------------------------------|--|
|   |   |  | Percent of<br>Total Attendees | Total Estimated<br>Resident Attendance | Percent of<br>Total Attendees | Total Estimated<br>Non-Resident Attendance |
| Pima County (AZ) <sup>1</sup>   | 1,925,886                                   | 827  | 89.0%                         | 1,714,039                              | 11.0%                         | 211,847                                    |
| Fairfax County (VA)   | 1,401,019                                   | 844  | 69.2%                         | 969,505                                | 30.8%                         | 431,514                                    |
| Orange County (FL)  | 3,508,141                                   | 3,915                                      | 51.9%                         | 1,820,725                              | 48.1%                         | 1,687,416                                  |
| Greater Columbus Area (OH) <sup>1</sup>                                       | 5,868,610                                   | 1,099                                      | 68.1%                         | 3,996,523                              | 31.9%                         | 1,872,087                                  |
| Allegheny County (PA) <sup>1</sup>  | 14,792,000                                  | 918  | 77.6%                         | 11,478,592                             | 22.4%                         | 3,313,408                                  |
| City of San Diego (CA)** <sup>1</sup>   | 7,933,759                                   | 813  | 82.7%                         | 6,561,219                              | 17.3%                         | 1,372,540                                  |
| City of Dallas (TX)   | 5,358,495                                   | 1,175                                      | 61.1%                         | 3,274,040                              | 38.9%                         | 2,084,455                                  |
| Palm Beach County (FL)  | 4,328,511                                   | 1,913                                      | 70.6%                         | 3,055,929                              | 29.4%                         | 1,272,582                                  |
| Greater St. Louis Area (MO)   | 11,330,250                                  | 1,736                                      | 73.2%                         | 8,293,743                              | 26.8%                         | 3,036,507                                  |
| City of San Antonio (TX) <sup>2</sup>   | 3,859,597                                   | 418  | 81.6%                         | 3,149,431                              | 18.4%                         | 710,166                                    |
| Sacramento County (CA) <sup>1</sup>   | 1,501,532                                   | 1,456                                      | 71.8%                         | 1,078,100                              | 28.2%                         | 423,432                                    |
| City and County of Philadelphia (PA) <sup>1</sup>                             | 14,227,029                                  | 1,386                                      | 34.8%                         | 4,951,006                              | 65.2%                         | 9,276,023                                  |
| City of Phoenix (AZ) <sup>1</sup>   | 5,127,407                                   | 1,632                                      | 85.2%                         | 4,368,551                              | 14.8%                         | 758,856                                    |
| Broward County (FL)   | 4,882,186                                   | 1,528                                      | 66.4%                         | 3,241,772                              | 33.6%                         | 1,640,414                                  |
| Santa Clara County (CA) <sup>1</sup>  | 2,712,033                                   | 1,480                                      | 74.0%                         | 2,006,904                              | 26.0%                         | 705,129                                    |
| Tarrant County (TX) <sup>2</sup>  | 2,675,703                                   | 521  | 75.8%                         | 2,028,183                              | 24.2%                         | 647,520                                    |
| Clark County (NV)   | 1,147,215                                   | 916  | 95.7%                         | 1,097,885                              | 4.3%                          | 49,330                                     |
| Riverside County (CA) <sup>1</sup>  | 1,182,842                                   | 1,139                                      | 79.1%                         | 935,628                                | 20.9%                         | 247,214                                    |
| Miami-Dade County (FL)  | 13,583,609                                  | 2,451                                      | 79.7%                         | 10,826,136                             | 20.3%                         | 2,757,473                                  |
| City of Chicago (IL) <sup>1</sup>   | 26,846,383                                  | 1,031                                      | 64.4%                         | 17,289,071                             | 35.6%                         | 9,557,312                                  |
| San Diego County (CA) <sup>1</sup>  | 9,126,563                                   | 813  | 82.7%                         | 7,547,668                              | 17.3%                         | 1,578,895                                  |
| City of Los Angeles (CA) <sup>1</sup>   | 21,763,755                                  | 1,165                                      | 83.8%                         | 18,238,027                             | 16.2%                         | 3,525,728                                  |
| Harris County (TX)  | 15,154,543                                  | 818  | 72.1%                         | 10,926,426                             | 27.9%                         | 4,228,117                                  |
| <b>Group F Average</b>  | <b>7,836,394</b>                            | <b>1,304</b>                               | <b>73.5%</b>                  | <b>5,602,135</b>                       | <b>26.5%</b>                  | <b>2,234,259</b>                           |
| Average <u>Excluding</u> Outliers/Exclusions                                  | 7,831,969                                   | 1,326                                      | 73.1%                         | 5,558,540                              | 26.9%                         | 2,273,428                                  |
| Group F Median  | 5,127,407                                   | 1,139                                      | 74.0%                         | 3,274,040                              | 26.0%                         | 1,578,895                                  |

**ALL CITY/COUNTY STUDY REGIONS**

|  |                  |            |              |                  |              |                |
|--|------------------|------------|--------------|------------------|--------------|----------------|
| <b>Average</b>                               | <b>2,480,864</b> | <b>943</b> | <b>69.1%</b> | <b>1,679,624</b> | <b>30.9%</b> | <b>801,240</b> |
| Average <u>Excluding</u> Outliers/Exclusions | 2,482,176        | 951        | 70.0%        | 1,720,694        | 30.0%        | 761,482        |
| Median                                       | 996,849          | 830        | 71.5%        | 693,308          | 28.5%        | 265,748        |

**Table 14:**  
**Total Attendance to Nonprofit Arts and Culture Events**  
**Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Total Attendance to<br>Arts/Cultural Events | Number of<br>Audience Surveys<br>Collected | RESIDENT Audiences            |  | NON-Resident Audiences        |  |
|---|---|--|-------------------------------|--|-------------------------------|--|
|   |   |  | Percent of<br>Total Attendees | Total Estimated<br>Resident Attendance | Percent of<br>Total Attendees | Total Estimated<br>Non-Resident Attendance |
| Greater Portsmouth Area (NH)                                  | 1,063,774                                   | 829  | 60.7%                         | 645,711                                | 39.3%                         | 418,063                                    |
| Greater Concord Area (NH)                                     | 343,545                                     | 598  | 55.5%                         | 190,667                                | 44.5%                         | 152,878                                    |
| Greater Aberdeen Area (SD)                                    | 211,440                                     | 1,851                                      | 81.5%                         | 172,324                                | 18.5%                         | 39,116                                     |
| Centre Region (PA) <sup>1</sup>                               | 463,648                                     | 838  | 63.2%                         | 293,026                                | 36.8%                         | 170,622                                    |
| Greater Minot Area (ND)                                       | 271,506                                     | 446  | 90.1%                         | 244,627                                | 9.9%                          | 26,879                                     |
| Creative Corridor in Northwest Iowa (IA) <sup>2</sup>         | 390,379                                     | 218  | 83.5%                         | 325,966                                | 16.5%                         | 64,413                                     |
| Northern New Hampshire (NH) <sup>2</sup>                      | 346,035                                     | 131  | 54.2%                         | 187,551                                | 45.8%                         | 158,484                                    |
| Greater Sioux Falls Area (SD)                                 | 886,236                                     | 1,383                                      | 74.4%                         | 659,360                                | 25.6%                         | 226,876                                    |
| Greater Athens Area (GA)                                      | 183,591                                     | 885  | 70.2%                         | 128,881                                | 29.8%                         | 54,710                                     |
| Greater Rockford Area (IL) <sup>1</sup>                       | 378,291                                     | 869  | 77.4%                         | 292,797                                | 22.6%                         | 85,494                                     |
| Greater Peoria Area (IL) <sup>1</sup>                         | 348,616                                     | 826  | 81.4%                         | 283,773                                | 18.6%                         | 64,843                                     |
| Greater Fox Cities Region (WI) <sup>2</sup>                   | 570,795                                     | 660  | 76.1%                         | 434,375                                | 23.9%                         | 136,420                                    |
| Northern Tier Region (PA) <sup>1,2</sup>                      | 256,377                                     | 295  | 88.8%                         | 227,663                                | 11.2%                         | 28,714                                     |
| Northwest Arkansas Area (AR)                                  | 746,655                                     | 891  | 81.8%                         | 610,764                                | 18.2%                         | 135,891                                    |
| Mahoning Valley Region (OH) <sup>1</sup>                      | 682,345                                     | 997  | 77.8%                         | 530,864                                | 22.2%                         | 151,481                                    |
| Iowa Cultural Corridor (IA)                                   | 1,996,653                                   | 940  | 88.4%                         | 1,765,041                              | 11.6%                         | 231,612                                    |
| Pikes Peak Region (CO) <sup>2</sup>                           | 1,334,350                                   | 653  | 87.3%                         | 1,164,888                              | 12.7%                         | 169,462                                    |
| Greater Columbia Area (SC)                                    | 1,117,987                                   | 795  | 87.8%                         | 981,593                                | 12.2%                         | 136,394                                    |
| Lehigh Valley Region (PA) <sup>1,2</sup>                      | 5,037,865                                   | 684  | 66.5%                         | 3,350,180                              | 33.5%                         | 1,687,685                                  |
| West Valley Region (AZ) <sup>1</sup>                          | 402,208                                     | 1,099                                      | 88.4%                         | 355,552                                | 11.6%                         | 46,656                                     |
| Greater Harrisburg Area (PA) <sup>1,2</sup>                   | 1,560,119                                   | 616  | 81.7%                         | 1,274,617                              | 18.3%                         | 285,502                                    |
| Greater Hartford Area (CT)                                    | 4,028,850                                   | 846  | 77.2%                         | 3,110,272                              | 22.8%                         | 918,578                                    |
| Greater Portland Area (OR)                                    | 4,640,262                                   | 810  | 83.7%                         | 3,883,899                              | 16.3%                         | 756,363                                    |
| Metropolitan Kansas City Area (MO/KS)                         | 2,801,977                                   | 1,751                                      | 82.2%                         | 2,303,225                              | 17.8%                         | 498,752                                    |
| Greater Milwaukee Area (WI) <sup>2</sup>                      | 4,245,672                                   | 542  | 77.9%                         | 3,307,378                              | 22.1%                         | 938,294                                    |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 14:**  
**Total Attendance to Nonprofit Arts and Culture Events**  
**Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Total Attendance to<br>Arts/Cultural Events | Number of<br>Audience Surveys<br>Collected | RESIDENT Audiences            |  | NON-Resident Audiences        |  |
|---|---|--|-------------------------------|--|-------------------------------|--|
|   |   |  | Percent of<br>Total Attendees | Total Estimated<br>Resident Attendance | Percent of<br>Total Attendees | Total Estimated<br>Non-Resident Attendance |
| Central Florida Region (FL)                                   | 5,904,759                                   | 6,076                                      | 85.7%                         | 5,060,378                              | 14.3%                         | 844,381                                    |
| Greater Washington DC Region (DC/MD/VA) <sup>1</sup>          | 20,597,490                                  | 4,351                                      | 82.3%                         | 16,951,734                             | 17.7%                         | 3,645,756                                  |
| Greater Philadelphia Region (PA) <sup>1</sup>                 | 17,413,807                                  | 1,980                                      | 70.8%                         | 12,328,975                             | 29.2%                         | 5,084,832                                  |
| Southeastern Michigan Region (MI) <sup>1,2</sup>              | 7,964,471                                   | 345  | 93.9%                         | 7,478,638                              | 6.1%                          | 485,833                                    |
| Greater Houston Area (TX)                                     | 16,182,390                                  | 1,284                                      | 86.4%                         | 13,981,585                             | 13.6%                         | 2,200,805                                  |
| North Texas Region (TX)                                       | 8,807,880                                   | 3,290                                      | 88.6%                         | 7,803,782                              | 11.4%                         | 1,004,098                                  |
| <b>Regional Average</b>                                       | <b>3,586,451</b>                            | <b>1,252</b>                               | <b>78.7%</b>                  | <b>3,000,137</b>                       | <b>21.3%</b>                  | <b>692,849</b>                             |
| Regional Median   | 1,063,774                                   | 842  | 81.6%                         | 820,477                                | 18.4%                         | 198,749                                    |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | Total Attendance to<br>Arts/Cultural Events | Number of<br>Audience Surveys<br>Collected | RESIDENT Audiences            |  | NON-Resident Audiences        |  |
|--|---|--|-------------------------------|--|-------------------------------|--|
|  |   |  | Percent of<br>Total Attendees | Total Estimated<br>Resident Attendance | Percent of<br>Total Attendees | Total Estimated<br>Non-Resident Attendance |
| State of South Dakota  | 3,326,441                                   | 3,312                                      | 90.2%                         | 3,000,450                              | 9.8%                          | 325,991                                    |
| State of Delaware  | 1,306,650                                   | 1,275                                      | 68.4%                         | 893,749                                | 31.6%                         | 412,901                                    |
| State of Hawai'i   | 2,950,643                                   | 1,108                                      | 92.0%                         | 2,714,592                              | 8.0%                          | 236,051                                    |
| State of New Hampshire   | 2,560,069                                   | 3,433                                      | 80.2%                         | 2,053,175                              | 19.8%                         | 506,894                                    |
| State of Nebraska  | 3,806,292                                   | 4,812                                      | 93.8%                         | 3,570,302                              | 6.2%                          | 235,990                                    |
| State of Connecticut   | 9,178,804                                   | 2,862                                      | 88.5%                         | 8,123,242                              | 11.5%                         | 1,055,562                                  |
| State of Wisconsin   | 9,373,285                                   | 4,595                                      | 91.4%                         | 8,567,182                              | 8.6%                          | 806,103                                    |
| State of North Carolina  | 25,766,218                                  | 19,196                                     | 90.1%                         | 23,215,362                             | 9.9%                          | 2,550,856                                  |
| State of Pennsylvania <sup>1</sup>                             | 44,607,844                                  | 9,274                                      | 89.1%                         | 39,745,589                             | 10.9%                         | 4,862,255                                  |
| State of Illinois <sup>1</sup>                                 | 35,357,918                                  | 2,726                                      | 88.9%                         | 31,433,189                             | 11.1%                         | 3,924,729                                  |
| <b>Statewide Average</b>                                       | <b>13,823,416</b>                           | <b>5,259</b>                               | <b>87.3%</b>                  | <b>12,331,683</b>                      | <b>12.7%</b>                  | <b>1,491,733</b>                           |
| Statewide Median   | 6,492,548                                   | 3,373                                      | 89.6%                         | 5,846,772                              | 10.4%                         | 656,499                                    |

**Table 14:**  
**Total Attendance to Nonprofit Arts and Culture Events**  
**Per Study Region During 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2  | Total Attendance to<br>Arts/Cultural Events | Number of<br>Audience Surveys<br>Collected | RESIDENT Audiences            |  | NON-Resident Audiences        |  |
|--|---|--|-------------------------------|--|-------------------------------|--|
|  |   |  | Percent of<br>Total Attendees | Total Estimated<br>Resident Attendance | Percent of<br>Total Attendees | Total Estimated<br>Non-Resident Attendance |
| Grand Center Arts District (St. Louis, MO)   | 724,407                                     | 605  | 73.4%                         | 531,715                                | 26.6%                         | 192,692                                    |
| Dallas Arts District (Dallas, TX)  | 1,574,549                                   | 630  | 51.6%                         | 812,467                                | 48.4%                         | 762,082                                    |
| <b>Arts District Average</b>   | <b>1,149,478</b>                            | <b>618</b>                                 | <b>62.5%</b>                  | <b>672,091</b>                         | <b>37.5%</b>                  | <b>477,387</b>                             |
| <b>Average (9,721 organizations)</b>   |   | <b>46,129</b>                              |                               |  |                               |  |
| <b>Summary Statistics for all 182 Study Regions (where appropriate)</b>  |   |  |                               |  |                               |  |
| <b>Average</b>   |   |  | <b>71.7%</b>                  |  | <b>28.3%</b>                  |  |
| Minimum  |   |  | 22.1%                         |  | 2.3%                          |  |
| Maximum  |   |  | 97.7%                         |  | 77.9%                         |  |
| <b>Average for all 122,430 Audience Surveys Used for CITY/COUNTY Analyses (where appropriate)</b>                                      |   |  |                               |  |                               |  |
|  |   |  | <b>68.2%</b>                  |  | <b>31.8%</b>                  |  |
| <b>Average for all 40,379 Audience Surveys Used for Multi-City and Multi-County REGIONAL Study Region Analyses (where appropriate)</b> |   |  |                               |  |                               |  |
|  |   |  | <b>82.0%</b>                  |  | <b>18.0%</b>                  |  |
| <b>Average for all 52,714 Audience Surveys Used for STATEWIDE Analyses (where appropriate)</b>   |   |  |                               |  |                               |  |
|  |   |  | <b>89.1%</b>                  |  | <b>10.9%</b>                  |  |

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

<sup>1</sup> Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

<sup>2</sup> The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

## Explanation of Table 15: Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

This table presents the total expenditures made by arts audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during 2010. Summary statistics are calculated for each population group.

### **Column Two:**

The total number of arts and culture event attendees who are residents. Residents are attendees who report that their primary residence is located within the county where the nonprofit arts and culture event took place (or within the multi-county region for regional analyses, or within the state for state analyses). Residency is determined based on the ZIP code provided by each audience-intercept respondent.

### **Column Three:**

The average dollars spent per person by residents as a direct result of their attendance to nonprofit arts and culture events.

### **Column Four:**

The total dollars spent by residents during 2010 directly as a result of attending nonprofit arts and culture events. This figure is calculated by multiplying the total number of resident arts and culture event attendees (Column Two) by the average arts and culture event-related dollars spent per person by residents (Column Three).

### **Column Five:**

The total number of arts and culture event attendees who are non-residents. Non-residents are attendees who report that their primary residence is located outside the county where the nonprofit arts and culture event took place (or outside the multi-county region for regional analyses, or outside the state for state analyses). Residency is determined based on the ZIP code provided by each audience-intercept respondent.

### **Column Six:**

The average dollars spent per person by non-residents as a direct result of their attendance to nonprofit arts and culture events.

### **Column Seven:**

The total dollars spent by non-residents during 2010 directly as a result of attending nonprofit arts and culture events. This figure is calculated by multiplying the total number of non-resident arts and culture event attendees (Column Five) by the average arts and culture event-related dollars spent per person by non-residents (Column Six).

### **Column Eight:**

The total estimated expenditures made by arts and culture audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during 2010. For example, when patrons attend an arts/culture event, they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the performance, and or pay a babysitter upon returning home. In addition to these categories of expense, non-resident arts and culture audiences often stay overnight at a hotel. This figure is the sum of total arts and culture event-related spending by residents (Column Four) and non-residents (Column Seven).

### **Column Nine:**

The total event-related direct expenditures made by arts audiences that were spent on local industries in each participating study region during 2010. This figure is calculated by an input-output model that is customized for each study region by using detailed commerce data to estimate the dollars spent on imported goods and services.

### **Column Ten:**

The total local event-related audience expenditures as a percentage of the total estimated expenditures; this portrays the percentage of total direct audience expenditures that are spent on local industries. This figure is calculated by dividing the total local event-related audience expenditures (Column Nine) by the total estimated audience expenditures (Column Eight) for each participating study region.

### **Column Eleven:**

The total estimated expenditures (both direct and indirect) that occurred in each participating study region during fiscal year 2010 as a result of the initial direct expenditures made by attendees to nonprofit arts and cultural events (Column Eight). In other words, this figure represents the initial direct audience expenditures plus each additional round of spending that occurred as those dollars were re-spent within the study region before the dollars were spent on good and services located outside of the study region. This figure is calculated by an input-output model that is customized for each study region using detailed commerce data.



**Table 15:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | RESIDENT Audiences  |                        |                             | NON-Resident Audiences  |                        |                             | Total Audience Expenditures | Est. Local Audience Expenditures | Local as a Percentage of Total | Estimated Total Expenditures (Direct + Indirect) |
|---|---------------------|------------------------|-----------------------------|-------------------------|------------------------|-----------------------------|-----------------------------|----------------------------------|--------------------------------|--|
|   | Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> | Non-Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> |                             |                                  |                                |  |
| City of Gunnison (CO)*** <sup>2</sup>   | 9,168               | \$13.33                | \$122,210                   | 1,468                   | \$38.86                | \$57,047                    | \$179,257                   | \$156,605                        | 87.4%                          | \$387,000  |
| Town of Telluride (CO)* <sup>2</sup>  | 35,023              | \$27.51                | \$963,484                   | 103,407                 | \$191.81               | \$19,834,497                | \$20,797,981                | \$18,184,584                     | 87.4%                          | \$44,316,000                                     |
| Town of Crested Butte (CO)***   | 43,574              | \$22.70                | \$989,130                   | 30,658                  | \$77.03                | \$2,361,586                 | \$3,350,716                 | \$2,941,384                      | 87.8%                          | \$7,304,000                                      |
| Town of Newmarket (NH) <sup>2</sup>   | 2,807               | \$20.09                | \$56,392                    | 1,203                   | \$27.47                | \$33,046                    | \$89,438                    | \$66,450                         | 74.3%                          | \$205,000  |
| Greater Ketchikan Area (AK) <sup>2</sup>                                      | 154,763             | \$18.88                | \$2,921,926                 | 9,879                   | \$78.35                | \$774,020                   | \$3,695,946                 | \$2,173,051                      | 58.8%                          | \$6,514,000                                      |
| Gunnison County (CO)  | 52,742              | \$19.47                | \$1,111,340                 | 32,126                  | \$72.95                | \$2,418,633                 | \$3,529,973                 | \$2,803,513                      | 79.4%                          | \$7,685,000                                      |
| City of Durango (CO)  | 103,778             | \$12.66                | \$1,313,830                 | 39,562                  | \$48.19                | \$1,906,492                 | \$3,220,322                 | \$2,970,061                      | 92.2%                          | \$7,835,000                                      |
| Teton County (WY)*  | 326,283             | \$21.50                | \$7,015,083                 | 259,503                 | \$93.49                | \$24,260,936                | \$31,276,019                | \$24,171,121                     | 77.3%                          | \$63,395,000                                     |
| City of Laguna Beach (CA)* <sup>1</sup>                                       | 464,722             | \$30.50                | \$14,174,021                | 143,553                 | \$50.36                | \$7,229,328                 | \$21,403,349                | \$16,404,515                     | 76.6%                          | \$53,468,000                                     |
| City of Fairfax (VA)***   | 84,632              | \$20.37                | \$1,723,953                 | 37,668                  | \$23.91                | \$900,640                   | \$2,624,593                 | \$1,245,115                      | 47.4%                          | \$4,383,000                                      |
| City of Auburn (NY) <sup>1</sup>  | 39,386              | \$12.61                | \$496,658                   | 28,056                  | \$40.54                | \$1,137,390                 | \$1,634,048                 | \$1,092,573                      | 66.9%                          | \$3,110,000                                      |
| City of Slidell (LA)***   | 103,521             | \$19.35                | \$2,003,132                 | 9,370                   | \$22.93                | \$214,854                   | \$2,217,986                 | \$1,760,198                      | 79.4%                          | \$4,976,000                                      |
| City of Winter Park (FL)*** <sup>2</sup>                                      | 513,546             | \$19.44                | \$9,983,334                 | 495,385                 | \$33.50                | \$16,595,396                | \$26,578,730                | \$24,413,370                     | 91.9%                          | \$77,207,000                                     |
| Greater Elkins Area (WV) <sup>2</sup>   | 94,983              | \$10.15                | \$964,078                   | 58,961                  | \$61.66                | \$3,635,534                 | \$4,599,612                 | \$3,546,847                      | 77.1%                          | \$9,741,000                                      |
| Transylvania County (NC)  | 70,768              | \$14.66                | \$1,037,460                 | 66,645                  | \$47.36                | \$3,156,306                 | \$4,193,766                 | \$2,939,312                      | 70.1%                          | \$8,117,000                                      |
| City of Rochester (NH)  | 133,824             | \$14.27                | \$1,909,667                 | 56,809                  | \$20.40                | \$1,158,905                 | \$3,068,572                 | \$2,202,774                      | 71.8%                          | \$6,407,000                                      |
| City and Borough of Juneau (AK) <sup>2</sup>                                  | 87,245              | \$10.44                | \$910,839                   | 6,567                   | \$32.89                | \$215,989                   | \$1,126,828                 | \$768,028                        | 68.2%                          | \$2,167,000                                      |
| Princeton (NJ)**  | 244,136             | \$14.97                | \$3,654,716                 | 229,914                 | \$33.61                | \$7,727,410                 | \$11,382,126                | \$6,770,006                      | 59.5%                          | \$22,917,000                                     |
| Platte County (NE)  | 131,099             | \$10.06                | \$1,318,856                 | 30,952                  | \$55.29                | \$1,711,336                 | \$3,030,192                 | \$2,307,584                      | 76.2%                          | \$6,140,000                                      |
| Adams County (NE)   | 109,064             | \$9.86                 | \$1,075,370                 | 57,956                  | \$37.39                | \$2,166,974                 | \$3,242,344                 | \$2,986,635                      | 92.1%                          | \$7,762,000                                      |
| City of Fairbanks (AK) <sup>2</sup>   | 311,386             | \$13.31                | \$4,144,547                 | 33,831                  | \$42.77                | \$1,446,951                 | \$5,591,498                 | \$3,952,292                      | 70.7%                          | \$11,621,000                                     |
| City of West Hollywood (CA)** <sup>1</sup>                                    | 283,176             | \$22.28                | \$6,309,161                 | 43,440                  | \$50.78                | \$2,205,883                 | \$8,515,044                 | \$6,557,087                      | 77.0%                          | \$21,528,000                                     |
| City of Pittsfield (MA)** <sup>1,2</sup>                                      | 548,646             | \$19.16                | \$10,512,057                | 57,593                  | \$32.58                | \$1,876,381                 | \$12,388,438                | \$10,388,136                     | 83.9%                          | \$28,678,000                                     |
| Windham County (VT)*  | 110,860             | \$11.58                | \$1,283,758                 | 43,327                  | \$44.95                | \$1,947,548                 | \$3,231,306                 | \$2,925,187                      | 90.5%                          | \$7,975,000                                      |
| Iron County (UT)*   | 75,392              | \$11.52                | \$868,517                   | 265,748                 | \$120.80               | \$32,102,359                | \$32,970,876                | \$30,029,557                     | 91.1%                          | \$77,774,000                                     |
| Watauga County (NC) <sup>1,2</sup>  | 92,169              | \$13.70                | \$1,262,716                 | 125,724                 | \$41.74                | \$5,247,719                 | \$6,510,435                 | \$5,769,947                      | 88.6%                          | \$15,140,000                                     |
| Buffalo County (NE)   | 165,158             | \$12.35                | \$2,039,703                 | 66,480                  | \$35.15                | \$2,336,773                 | \$4,376,476                 | \$3,749,409                      | 85.7%                          | \$10,254,000                                     |
| <b>Group A Average</b>  | <b>162,661</b>      | <b>\$16.55</b>         | <b>\$2,969,109</b>          | <b>86,511</b>           | <b>\$53.95</b>         | <b>\$5,357,775</b>          | <b>\$8,326,884</b>          | <b>\$6,787,976</b>               | <b>78.1%</b>                   | <b>\$19,148,370</b>                              |
| Percent of Group A Total  |                     |                        | 35.7%                       |                         |                        | 64.3%                       |                             |                                  |                                |  |
| Average Excluding Outliers/Exclusions   | 154,419             | \$14.64                | \$2,414,077                 | 55,629                  | \$44.65                | \$2,303,279                 | \$4,717,356                 | \$3,590,806                      | 76.0%                          | \$10,342,412                                     |
| Group A Median  | 103,778             | \$14.66                | \$1,313,830                 | 43,440                  | \$42.77                | \$2,166,974                 | \$3,695,946                 | \$2,970,061                      | 77.3%                          | \$7,975,000                                      |

**Table 15:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | RESIDENT Audiences  |                        |                             | NON-Resident Audiences  |                        |                             | Total Audience Expenditures | Est. Local Audience Expenditures | Local as a Percentage of Total | Estimated Total Expenditures (Direct + Indirect) |
|--|---------------------|------------------------|-----------------------------|-------------------------|------------------------|-----------------------------|-----------------------------|----------------------------------|--------------------------------|--|
|  | Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> | Non-Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> |                             |                                  |                                |  |
| Chenango County (NY) <sup>1</sup>  | 20,571              | \$11.04                | \$227,104                   | 22,197                  | \$26.31                | \$584,002                   | <b>\$811,106</b>            | \$437,908                        | 54.0%                          | \$1,395,000                                      |
| City of La Crosse (WI)   | 297,828             | \$7.94                 | \$2,364,753                 | 168,257                 | \$22.06                | \$3,711,749                 | <b>\$6,076,502</b>          | \$5,750,386                      | 94.6%                          | \$16,401,000                                     |
| Lenoir County (NC)   | 21,789              | \$10.34                | \$225,298                   | 12,797                  | \$33.55                | \$429,339                   | <b>\$654,637</b>            | \$587,897                        | 89.8%                          | \$1,562,000                                      |
| City of Dubuque (IA)   | 738,363             | \$14.82                | \$10,942,540                | 441,131                 | \$42.28                | \$18,651,018                | <b>\$29,593,558</b>         | \$27,398,324                     | 92.6%                          | \$75,791,000                                     |
| Greater Enid Area (OK)   | 119,968             | \$15.13                | \$1,815,116                 | 47,819                  | \$59.66                | \$2,852,883                 | <b>\$4,667,999</b>          | \$3,800,928                      | 81.4%                          | \$10,522,000                                     |
| City of Flagstaff (AZ) <sup>1</sup>  | 721,250             | \$17.13                | \$12,355,014                | 416,369                 | \$54.78                | \$22,808,694                | <b>\$35,163,708</b>         | \$31,122,442                     | 88.5%                          | \$84,109,000                                     |
| City of Portland (ME)  | 482,610             | \$21.01                | \$10,139,636                | 319,067                 | \$39.19                | \$12,504,236                | <b>\$22,643,872</b>         | \$19,253,679                     | 85.0%                          | \$62,694,000                                     |
| Athens County (OH) <sup>1</sup>  | 197,415             | \$15.92                | \$3,142,847                 | 97,675                  | \$45.62                | \$4,455,935                 | <b>\$7,598,782</b>          | \$6,689,885                      | 88.0%                          | \$17,183,000                                     |
| Rutherford County (NC)   | 14,172              | \$10.99                | \$155,750                   | 8,650                   | \$25.72                | \$222,479                   | <b>\$378,229</b>            | \$259,810                        | 68.7%                          | \$735,000  |
| City of Walnut Creek (CA) <sup>1</sup>                                       | 422,232             | \$21.96                | \$9,272,213                 | 181,819                 | \$27.91                | \$5,074,569                 | <b>\$14,346,782</b>         | \$6,670,065                      | 46.5%                          | \$24,752,000                                     |
| City of Missoula (MT)  | 1,050,722           | \$12.83                | \$13,480,764                | 243,270                 | \$52.64                | \$12,805,733                | <b>\$26,286,497</b>         | \$24,288,900                     | 92.4%                          | \$70,752,000                                     |
| City of Bloomington (IN)   | 674,295             | \$12.68                | \$8,550,061                 | 284,873                 | \$40.11                | \$11,426,255                | <b>\$19,976,316</b>         | \$18,343,170                     | 91.8%                          | \$52,145,000                                     |
| City of Miami Beach (FL)*** <sup>2</sup>                                     | 1,375,369           | \$24.69                | \$33,957,860                | 453,579                 | \$49.31                | \$22,365,981                | <b>\$56,323,841</b>         | \$47,634,523                     | 84.6%                          | \$152,577,000                                    |
| Greater Parkersburg Area (WV)  | 40,851              | \$12.99                | \$530,655                   | 24,931                  | \$21.57                | \$537,761                   | <b>\$1,068,416</b>          | \$920,348                        | 86.1%                          | \$2,539,000                                      |
| Moore County (NC)  | 222,223             | \$11.28                | \$2,506,675                 | 30,017                  | \$23.80                | \$714,404                   | <b>\$3,221,079</b>          | \$2,161,960                      | 67.1%                          | \$6,162,000                                      |
| Indiana County (PA) <sup>1</sup>   | 8,234               | \$8.59                 | \$70,730                    | 6,629                   | \$10.88                | \$72,124                    | <b>\$142,854</b>            | \$123,699                        | 86.6%                          | \$318,000  |
| Buchanan County (MO)   | 209,681             | \$14.14                | \$2,964,889                 | 74,825                  | \$22.21                | \$1,661,864                 | <b>\$4,626,753</b>          | \$4,495,685                      | 97.2%                          | \$12,419,000                                     |
| City of Boulder (CO) <sup>2</sup>  | 378,663             | \$15.56                | \$5,891,995                 | 131,665                 | \$43.14                | \$5,680,028                 | <b>\$11,572,023</b>         | \$9,034,769                      | 78.1%                          | \$26,670,000                                     |
| Eau Claire County (WI)   | 113,618             | \$11.28                | \$1,281,611                 | 78,955                  | \$19.15                | \$1,511,988                 | <b>\$2,793,599</b>          | \$2,586,476                      | 92.6%                          | \$7,573,000                                      |
| <b>Group B Average</b>   | <b>374,203</b>      | <b>\$14.23</b>         | <b>\$6,309,237</b>          | <b>160,238</b>          | <b>\$34.73</b>         | <b>\$6,740,581</b>          | <b>\$13,049,819</b>         | <b>\$11,134,782</b>              | <b>82.4%</b>                   | <b>\$32,963,105</b>                              |
| Percent of Group B Total   |                     |                        | 48.3%                       |                         |                        | 51.7%                       |                             |                                  |                                |  |
| Average Excluding Outliers/Exclusions  | 318,583             | \$13.65                | \$4,773,203                 | 143,941                 | \$33.92                | \$5,872,503                 | \$10,645,706                | \$9,107,018                      | 82.3%                          | \$26,317,889                                     |
| Group B Median   | 222,223             | \$12.99                | \$2,964,889                 | 97,675                  | \$33.55                | \$3,711,749                 | \$6,076,502                 | \$5,750,386                      | 86.6%                          | \$16,401,000                                     |

**Table 15:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | RESIDENT Audiences  |                        |                             | NON-Resident Audiences  |                        |                             | Total Audience Expenditures | Est. Local Audience Expenditures | Local as a Percentage of Total | Estimated Total Expenditures (Direct + Indirect) |
|--|---------------------|------------------------|-----------------------------|-------------------------|------------------------|-----------------------------|-----------------------------|----------------------------------|--------------------------------|--|
|  | Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> | Non-Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> |                             |                                  |                                |  |
| City of Rochester (MN)   | 737,576             | \$15.03                | \$11,085,767                | 271,420                 | \$29.47                | \$7,998,748                 | \$19,084,515                | \$9,899,156                      | 51.9%                          | \$32,889,000                                     |
| Tompkins County (NY) <sup>1</sup>  | 235,144             | \$15.36                | \$3,611,812                 | 107,632                 | \$34.61                | \$3,725,144                 | \$7,336,956                 | \$6,040,234                      | 82.3%                          | \$15,977,000                                     |
| Wayne County (NC)  | 78,544              | \$13.23                | \$1,039,137                 | 20,006                  | \$16.21                | \$324,297                   | \$1,363,434                 | \$1,187,498                      | 87.1%                          | \$3,297,000                                      |
| City of McKinney (TX)  | 72,642              | \$13.14                | \$954,516                   | 27,831                  | \$16.27                | \$452,810                   | \$1,407,326                 | \$964,485                        | 68.5%                          | \$2,969,000                                      |
| Orange County (NC)   | 771,968             | \$10.65                | \$8,221,459                 | 692,866                 | \$19.17                | \$13,282,241                | \$21,503,700                | \$18,206,075                     | 84.7%                          | \$49,138,000                                     |
| Town of Cary (NC)**  | 286,930             | \$9.59                 | \$2,751,658                 | 59,604                  | \$37.12                | \$2,212,499                 | \$4,964,157                 | \$4,333,289                      | 87.3%                          | \$13,543,000                                     |
| Marathon County (WI) <sup>2</sup>  | 113,436             | \$17.44                | \$1,978,324                 | 52,406                  | \$36.91                | \$1,934,306                 | \$3,912,630                 | \$3,029,446                      | 77.4%                          | \$8,962,000                                      |
| Greater Charlottesville Area (VA)**  | 879,598             | \$18.99                | \$16,703,566                | 708,124                 | \$68.02                | \$48,166,595                | \$64,870,161                | \$33,801,997                     | 52.1%                          | \$105,150,000                                    |
| City of Fort Collins (CO)  | 564,191             | \$13.53                | \$7,633,504                 | 103,491                 | \$24.35                | \$2,520,005                 | \$10,153,509                | \$9,486,377                      | 93.4%                          | \$26,065,000                                     |
| Cambria County (PA) <sup>1</sup>   | 1,004,668           | \$11.25                | \$11,302,516                | 524,507                 | \$26.13                | \$13,705,368                | \$25,007,884                | \$20,436,210                     | 81.7%                          | \$58,237,000                                     |
| City of Alexandria (VA)  | 693,308             | \$17.13                | \$11,876,366                | 1,625,449               | \$20.12                | \$32,704,036                | \$44,580,402                | \$27,520,952                     | 61.7%                          | \$88,147,000                                     |
| City of Eugene (OR)  | 795,506             | \$13.33                | \$10,604,096                | 140,824                 | \$38.92                | \$5,480,872                 | \$16,084,968                | \$14,018,212                     | 87.2%                          | \$40,690,000                                     |
| Pitt County (NC)   | 164,951             | \$13.77                | \$2,271,375                 | 42,274                  | \$19.51                | \$824,766                   | \$3,096,141                 | \$2,875,415                      | 92.9%                          | \$7,779,000                                      |
| City of Santa Clarita (CA) <sup>1</sup>  | 172,141             | \$31.21                | \$5,372,521                 | 4,052                   | \$47.38                | \$191,983                   | \$5,564,504                 | \$4,247,858                      | 76.3%                          | \$13,799,000                                     |
| City of Providence (RI)** <sup>1</sup>   | 1,752,692           | \$23.48                | \$41,153,207                | 1,846,264               | \$35.16                | \$64,914,643                | \$106,067,850               | \$85,854,547                     | 80.9%                          | \$270,566,000                                    |
| Erie (PA) <sup>1</sup>   | 382,643             | \$15.02                | \$5,747,298                 | 54,663                  | \$32.07                | \$1,753,041                 | \$7,500,339                 | \$6,804,709                      | 90.7%                          | \$19,826,000                                     |
| New Hanover County (NC)  | 600,462             | \$13.19                | \$7,920,095                 | 235,836                 | \$30.47                | \$7,185,924                 | \$15,106,019                | \$14,006,742                     | 92.7%                          | \$39,936,000                                     |
| City of Glendale (CA) <sup>1</sup>   | 221,412             | \$11.93                | \$2,641,445                 | 16,155                  | \$20.85                | \$336,832                   | \$2,978,277                 | \$2,193,913                      | 73.7%                          | \$7,395,000                                      |
| City of Tacoma (WA)  | 903,384             | \$21.17                | \$19,124,639                | 320,713                 | \$33.46                | \$10,731,057                | \$29,855,696                | \$20,825,897                     | 69.8%                          | \$65,752,000                                     |
| Whatcom County (WA)  | 322,968             | \$12.43                | \$4,014,491                 | 59,696                  | \$23.55                | \$1,405,840                 | \$5,420,331                 | \$4,703,740                      | 86.8%                          | \$13,542,000                                     |
| City of Boise (ID)   | 1,040,724           | \$18.95                | \$19,721,719                | 152,767                 | \$36.47                | \$5,571,413                 | \$25,293,132                | \$21,783,176                     | 86.1%                          | \$66,141,000                                     |
| Lackawanna County (PA) <sup>1</sup>  | 600,628             | \$13.19                | \$7,922,282                 | 202,351                 | \$22.66                | \$4,585,272                 | \$12,507,554                | \$11,331,638                     | 90.6%                          | \$32,366,000                                     |
| Arlington County (VA) <sup>2</sup>   | 252,899             | \$20.36                | \$5,149,023                 | 88,395                  | \$24.61                | \$2,175,401                 | \$7,324,424                 | \$3,837,596                      | 52.4%                          | \$12,548,000                                     |
| City of Orlando (FL)**   | 879,679             | \$18.41                | \$16,194,890                | 835,094                 | \$35.54                | \$29,679,240                | \$45,874,130                | \$42,256,274                     | 92.1%                          | \$133,590,000                                    |
| Buncombe County (NC)   | 455,390             | \$13.71                | \$6,243,399                 | 321,726                 | \$63.96                | \$20,577,595                | \$26,820,994                | \$25,134,076                     | 93.7%                          | \$71,408,000                                     |
| St. Tammany Parish (LA)  | 618,211             | \$19.83                | \$12,259,123                | 85,902                  | \$28.37                | \$2,437,040                 | \$14,696,163                | \$11,821,826                     | 80.4%                          | \$33,160,000                                     |
| Alachua County (FL)  | 1,321,130           | \$16.77                | \$22,155,351                | 618,856                 | \$50.09                | \$30,998,497                | \$53,153,848                | \$45,089,100                     | 84.8%                          | \$128,238,000                                    |
| Greater Jackson Area (MS) <sup>2</sup>   | 98,827              | \$28.25                | \$2,791,862                 | 123,256                 | \$31.83                | \$3,923,239                 | \$6,715,101                 | \$6,088,745                      | 90.7%                          | \$19,111,000                                     |
| <b>Group C Average</b>   | <b>572,202</b>      | <b>\$16.44</b>         | <b>\$9,587,337</b>          | <b>333,649</b>          | <b>\$32.26</b>         | <b>\$11,421,382</b>         | <b>\$21,008,719</b>         | <b>\$16,349,257</b>              | <b>80.4%</b>                   | <b>\$49,293,607</b>                              |
| Percent of Group C Total   |                     |                        | 45.6%                       |                         |                        | 54.4%                       |                             |                                  |                                |  |
| Average Excluding Outliers/Exclusions  | 571,348             | \$16.63                | \$9,596,111                 | 324,902                 | \$31.95                | \$11,073,345                | \$20,669,456                | \$15,814,985                     | 79.6%                          | \$47,426,462                                     |
| Group C Median   | 582,327             | \$15.03                | \$7,776,800                 | 132,040                 | \$31.15                | \$4,254,256                 | \$13,601,859                | \$10,615,397                     | 84.7%                          | \$32,627,500                                     |

**Table 15:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | RESIDENT Audiences  |                        |                             | NON-Resident Audiences  |                        |                             | Total Audience Expenditures | Est. Local Audience Expenditures | Local as a Percentage of Total | Estimated Total Expenditures (Direct + Indirect) |
|--|---------------------|------------------------|-----------------------------|-------------------------|------------------------|-----------------------------|-----------------------------|----------------------------------|--------------------------------|--|
|  | Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> | Non-Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> |                             |                                  |                                |  |
| City of Lincoln (NE)   | 1,029,289           | \$10.34                | \$10,642,849                | 278,575                 | \$32.03                | \$8,922,758                 | \$19,565,607                | \$17,788,981                     | 90.9%                          | \$52,199,000                                     |
| Durham County (NC)   | 823,080             | \$14.59                | \$12,008,736                | 1,001,931               | \$39.33                | \$39,405,947                | \$51,414,683                | \$44,352,128                     | 86.3%                          | \$127,841,000                                    |
| Osceola County (FL) <sup>2</sup>   | 25,216              | \$9.04                 | \$227,953                   | 16,601                  | \$16.34                | \$271,261                   | \$499,214                   | \$406,145                        | 81.4%                          | \$1,106,000                                      |
| City of Newark (NJ) <sup>2</sup>   | 1,063,635           | \$18.60                | \$19,783,612                | 1,001,676               | \$33.03                | \$33,085,359                | \$52,868,971                | \$33,173,580                     | 62.7%                          | \$111,163,000                                    |
| City of Riverside (CA)*** <sup>1,2</sup>                                       | 618,323             | \$19.02                | \$11,760,502                | 184,694                 | \$48.55                | \$8,966,896                 | \$20,727,398                | \$16,464,760                     | 79.4%                          | \$48,028,000                                     |
| Lexington-Fayette Urban County (KY)  | 414,549             | \$13.83                | \$5,733,212                 | 159,619                 | \$29.53                | \$4,713,549                 | \$10,446,761                | \$9,712,932                      | 93.0%                          | \$29,066,000                                     |
| Loudoun County (VA)  | 151,308             | \$21.20                | \$3,207,730                 | 106,897                 | \$41.73                | \$4,460,812                 | \$7,668,542                 | \$4,380,115                      | 57.1%                          | \$13,951,000                                     |
| Cumberland County (NC)   | 1,035,363           | \$13.86                | \$14,350,131                | 348,812                 | \$20.62                | \$7,192,503                 | \$21,542,634                | \$19,634,677                     | 91.1%                          | \$51,942,000                                     |
| Greater Chattanooga Area (TN)  | 1,416,673           | \$23.61                | \$33,447,649                | 776,320                 | \$41.39                | \$32,131,885                | \$65,579,534                | \$58,948,785                     | 89.9%                          | \$172,964,000                                    |
| Forsyth County (NC)  | 1,707,899           | \$16.15                | \$27,582,570                | 767,317                 | \$49.97                | \$38,342,829                | \$65,925,399                | \$61,724,629                     | 93.6%                          | \$181,637,000                                    |
| City of Wichita (KS)   | 1,409,764           | \$11.64                | \$16,409,652                | 492,752                 | \$25.68                | \$12,653,871                | \$29,063,523                | \$26,483,744                     | 91.1%                          | \$77,986,000                                     |
| Sarasota County (FL)   | 1,383,994           | \$17.42                | \$24,109,176                | 953,833                 | \$27.93                | \$26,640,557                | \$50,749,733                | \$34,310,305                     | 67.6%                          | \$103,501,000                                    |
| City of Oakland (CA) <sup>1,2</sup>  | 730,690             | \$19.62                | \$14,336,138                | 266,159                 | \$28.86                | \$7,681,348                 | \$22,017,486                | \$16,218,041                     | 73.7%                          | \$51,603,000                                     |
| Santa Barbara County (CA) <sup>1</sup>   | 1,720,109           | \$16.80                | \$28,897,831                | 372,481                 | \$41.41                | \$15,424,437                | \$44,322,268                | \$37,342,811                     | 84.3%                          | \$104,815,000                                    |
| City of Miami (FL)***  | 5,135,872           | \$29.97                | \$153,922,083               | 1,604,118               | \$49.85                | \$79,965,282                | \$233,887,365               | \$193,391,777                    | 82.7%                          | \$631,188,000                                    |
| Seminole County (FL)   | 40,732              | \$19.25                | \$784,090                   | 22,714                  | \$22.78                | \$517,426                   | \$1,301,516                 | \$943,196                        | 72.5%                          | \$2,890,000                                      |
| City of Omaha (NE)   | 902,337             | \$19.26                | \$17,379,011                | 800,185                 | \$33.29                | \$26,638,159                | \$44,017,170                | \$36,807,561                     | 83.6%                          | \$114,318,000                                    |
| Greater Syracuse Area (NY) <sup>1</sup>  | 2,808,623           | \$21.66                | \$60,834,774                | 1,028,294               | \$37.57                | \$38,633,004                | \$99,467,778                | \$84,194,356                     | 84.6%                          | \$267,280,000                                    |
| City of Mesa (AZ) <sup>1</sup>   | 451,586             | \$14.13                | \$6,380,910                 | 161,150                 | \$25.53                | \$4,114,161                 | \$10,495,071                | \$8,502,351                      | 81.0%                          | \$27,419,000                                     |
| Guilford County (NC)   | 2,720,100           | \$16.43                | \$44,691,243                | 970,673                 | \$27.87                | \$27,052,657                | \$71,743,900                | \$69,962,502                     | 97.5%                          | \$215,976,000                                    |
| Dane County (WI) <sup>2</sup>  | 2,222,633           | \$20.79                | \$46,208,540                | 686,573                 | \$43.78                | \$30,058,167                | \$76,266,707                | \$65,591,641                     | 86.0%                          | \$205,143,000                                    |
| Volusia County (FL) <sup>2</sup>   | 607,465             | \$13.13                | \$7,976,015                 | 250,536                 | \$31.77                | \$7,959,528                 | \$15,935,543                | \$13,922,924                     | 87.4%                          | \$39,882,000                                     |
| <b>Group D Average</b>   | <b>1,291,784</b>    | <b>\$17.29</b>         | <b>\$25,485,200</b>         | <b>556,905</b>          | <b>\$34.04</b>         | <b>\$20,674,200</b>         | <b>\$46,159,400</b>         | <b>\$38,829,906</b>              | <b>82.6%</b>                   | <b>\$119,631,727</b>                             |
| Percent of Group D Total   |                     |                        | 55.2%                       |                         |                        | 44.8%                       |                             |                                  |                                |  |
| Average Excluding Outliers/Exclusions  | 1,133,252           | \$16.57                | \$19,749,591                | 523,155                 | \$32.52                | \$18,295,011                | \$38,044,602                | \$32,220,070                     | 82.8%                          | \$97,634,100                                     |
| Group D Median   | 1,032,326           | \$17.11                | \$15,379,892                | 432,617                 | \$32.53                | \$14,039,154                | \$36,540,347                | \$29,828,662                     | 84.4%                          | \$90,743,500                                     |

**Table 15:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | RESIDENT Audiences  |                        |                             | NON-Resident Audiences  |                        |                             | Total Audience Expenditures | Est. Local Audience Expenditures | Local as a Percentage of Total | Estimated Total Expenditures (Direct + Indirect) |
|--|---------------------|------------------------|-----------------------------|-------------------------|------------------------|-----------------------------|-----------------------------|----------------------------------|--------------------------------|--|
|  | Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> | Non-Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> |                             |                                  |                                |  |
| City of Albuquerque (NM)   | 1,221,024           | \$15.77                | \$19,255,548                | 316,789                 | \$34.77                | \$11,014,752                | \$30,270,300                | \$26,921,205                     | 88.9%                          | \$82,338,000                                     |
| City of Atlanta (GA) <sup>2</sup>  | 2,602,848           | \$23.55                | \$61,297,069                | 2,634,271               | \$26.79                | \$70,572,118                | \$131,869,187               | \$114,649,272                    | 86.9%                          | \$365,822,000                                    |
| Polk County (FL)   | 194,312             | \$25.02                | \$4,861,687                 | 55,768                  | \$52.72                | \$2,940,088                 | \$7,801,775                 | \$6,186,739                      | 79.3%                          | \$18,867,000                                     |
| Lee County (FL)  | 1,408,332           | \$15.88                | \$22,364,313                | 534,088                 | \$42.65                | \$22,778,853                | \$45,143,166                | \$35,394,681                     | 78.4%                          | \$103,821,000                                    |
| City of Seattle (WA)   | 4,058,924           | \$20.16                | \$81,827,909                | 1,840,675               | \$50.96                | \$93,800,800                | \$175,628,709               | \$124,262,609                    | 70.8%                          | \$400,774,000                                    |
| District of Columbia (DC)*   | 3,802,009           | \$22.85                | \$86,875,906                | 8,306,300               | \$37.07                | \$307,914,541               | \$394,790,447               | \$86,120,751                     | 21.8%                          | \$488,953,000                                    |
| City of Baltimore (MD) <sup>1,2</sup>  | 5,316,040           | \$15.70                | \$83,461,828                | 1,697,206               | \$22.67                | \$38,475,660                | \$121,937,488               | \$89,372,949                     | 73.3%                          | \$299,282,000                                    |
| Jefferson County (AL)  | 3,351,069           | \$19.62                | \$65,747,974                | 1,584,232               | \$50.91                | \$80,653,251                | \$146,401,225               | \$112,230,781                    | 76.7%                          | \$373,954,000                                    |
| City of Austin (TX)  | 3,034,340           | \$19.52                | \$59,230,317                | 926,940                 | \$42.87                | \$39,737,919                | \$98,968,236                | \$83,913,378                     | 84.8%                          | \$252,180,000                                    |
| City of Indianapolis (IN)  | 3,722,493           | \$24.30                | \$90,456,579                | 3,021,153               | \$33.41                | \$100,936,721               | \$191,393,300               | \$182,057,663                    | 95.1%                          | \$584,512,000                                    |
| City and County of San Francisco (CA)* <sup>1</sup>                            | 5,043,457           | \$17.16                | \$86,545,722                | 5,312,718               | \$28.48                | \$151,306,208               | \$237,851,930               | \$174,636,613                    | 73.4%                          | \$531,320,000                                    |
| Prince George's County (MD) <sup>1,2</sup>                                     | 545,931             | \$6.23                 | \$3,401,151                 | 443,074                 | \$20.85                | \$9,238,094                 | \$12,639,245                | \$8,101,984                      | 64.1%                          | \$25,333,000                                     |
| Bergen County (NJ) <sup>2</sup>  | 465,538             | \$17.51                | \$8,151,572                 | 179,252                 | \$35.40                | \$6,345,521                 | \$14,497,093                | \$7,949,874                      | 54.8%                          | \$28,257,000                                     |
| Wake County (NC)   | 3,492,779           | \$13.43                | \$46,908,021                | 873,195                 | \$36.09                | \$31,513,608                | \$78,421,629                | \$67,900,293                     | 86.6%                          | \$213,176,000                                    |
| Fairfield County (CT)  | 1,642,904           | \$20.15                | \$33,104,515                | 499,083                 | \$25.84                | \$12,896,306                | \$46,000,821                | \$19,632,865                     | 42.7%                          | \$78,441,000                                     |
| Mecklenburg County (NC)  | 1,986,928           | \$23.54                | \$46,772,285                | 1,319,108               | \$41.58                | \$54,848,511                | \$101,620,796               | \$85,996,871                     | 84.6%                          | \$275,667,000                                    |
| Greater Memphis Area (TN)  | 1,430,323           | \$16.72                | \$23,915,000                | 707,679                 | \$54.64                | \$38,667,581                | \$62,582,581                | \$53,291,258                     | 85.2%                          | \$165,254,000                                    |
| City of San Jose (CA)** <sup>1</sup>   | 1,514,878           | \$21.37                | \$32,372,943                | 475,763                 | \$35.68                | \$16,975,224                | \$49,348,167                | \$28,249,413                     | 57.2%                          | \$94,177,000                                     |
| Westchester County (NY) <sup>1</sup>   | 1,836,907           | \$18.20                | \$33,431,708                | 848,629                 | \$30.83                | \$26,163,232                | \$59,594,940                | \$25,764,524                     | 43.2%                          | \$100,307,000                                    |
| Montgomery County (MD) <sup>1</sup>  | 2,004,999           | \$15.51                | \$31,097,535                | 1,434,107               | \$30.14                | \$43,223,985                | \$74,321,520                | \$40,501,874                     | 54.5%                          | \$133,890,000                                    |
| <b>Group E Average</b>   | <b>2,433,802</b>    | <b>\$18.61</b>         | <b>\$46,053,979</b>         | <b>1,650,502</b>        | <b>\$36.72</b>         | <b>\$58,000,149</b>         | <b>\$104,054,128</b>        | <b>\$68,656,780</b>              | <b>70.1%</b>                   | <b>\$230,816,250</b>                             |
| Percent of Group E Total   |                     |                        | 44.3%                       |                         |                        | 55.7%                       |                             |                                  |                                |  |
| Average Excluding Outliers/Exclusions  | 2,253,864           | \$18.28                | \$42,075,589                | 1,112,662               | \$37.24                | \$40,223,941                | \$82,299,530                | \$63,772,284                     | 73.5%                          | \$205,992,647                                    |
| Group E Median   | 1,995,964           | \$18.86                | \$40,101,997                | 900,068                 | \$35.54                | \$38,571,621                | \$76,371,575                | \$60,595,776                     | 75.0%                          | \$189,215,000                                    |



**Table 15:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | RESIDENT Audiences  |                        |                             | NON-Resident Audiences  |                        |                             | Total Audience Expenditures | Est. Local Audience Expenditures | Local as a Percentage of Total | Estimated Total Expenditures (Direct + Indirect) |
|---|---------------------|------------------------|-----------------------------|-------------------------|------------------------|-----------------------------|-----------------------------|----------------------------------|--------------------------------|--|
|   | Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> | Non-Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> |                             |                                  |                                |  |
| Pima County (AZ) <sup>1</sup>   | 1,714,039           | \$21.42                | \$36,714,715                | 211,847                 | \$38.83                | \$8,226,018                 | \$44,940,733                | \$38,070,536                     | 84.7%                          | \$109,035,000                                    |
| Fairfax County (VA)   | 969,505             | \$20.37                | \$19,748,816                | 431,514                 | \$23.91                | \$10,317,500                | \$30,066,316                | \$14,263,567                     | 47.4%                          | \$50,208,000                                     |
| Orange County (FL)  | 1,820,725           | \$23.01                | \$41,894,884                | 1,687,416               | \$40.51                | \$68,357,223                | \$110,252,107               | \$102,140,661                    | 92.6%                          | \$322,459,000                                    |
| Greater Columbus Area (OH) <sup>1</sup>                                       | 3,996,523           | \$12.65                | \$50,556,015                | 1,872,087               | \$23.83                | \$44,611,833                | \$95,167,848                | \$87,683,441                     | 92.1%                          | \$287,078,000                                    |
| Allegheny County (PA) <sup>1</sup>  | 11,478,592          | \$17.14                | \$196,743,067               | 3,313,408               | \$36.23                | \$120,044,771               | \$316,787,838               | \$252,772,587                    | 79.8%                          | \$831,970,000                                    |
| City of San Diego (CA) <sup>*** 1</sup>                                       | 6,561,219           | \$39.39                | \$258,446,417               | 1,372,540               | \$60.39                | \$82,887,693                | \$341,334,110               | \$261,462,568                    | 76.6%                          | \$805,092,000                                    |
| City of Dallas (TX)   | 3,274,040           | \$18.82                | \$61,617,433                | 2,084,455               | \$45.56                | \$94,967,770                | \$156,585,203               | \$124,280,372                    | 79.4%                          | \$405,036,000                                    |
| Palm Beach County (FL)  | 3,055,929           | \$23.36                | \$71,386,501                | 1,272,582               | \$31.17                | \$39,666,381                | \$111,052,882               | \$70,372,141                     | 63.4%                          | \$228,514,000                                    |
| Greater St. Louis Area (MO)   | 8,293,743           | \$19.71                | \$163,469,674               | 3,036,507               | \$34.78                | \$105,609,713               | \$269,079,387               | \$214,628,616                    | 79.8%                          | \$688,036,000                                    |
| City of San Antonio (TX) <sup>2</sup>   | 3,149,431           | \$17.95                | \$56,532,286                | 710,166                 | \$21.73                | \$15,431,907                | \$71,964,193                | \$65,928,962                     | 91.6%                          | \$199,108,000                                    |
| Sacramento County (CA) <sup>1</sup>   | 1,078,100           | \$17.28                | \$18,629,568                | 423,432                 | \$26.69                | \$11,301,400                | \$29,930,968                | \$21,992,850                     | 73.5%                          | \$71,442,000                                     |
| City and County of Philadelphia (PA) <sup>1</sup>                             | 4,951,006           | \$21.56                | \$106,743,691               | 9,276,023               | \$40.10                | \$371,968,522               | \$478,712,213               | \$362,757,144                    | 75.8%                          | \$1,174,214,000                                  |
| City of Phoenix (AZ) <sup>1</sup>   | 4,368,551           | \$22.15                | \$96,763,406                | 758,856                 | \$51.85                | \$39,346,683                | \$136,110,089               | \$110,214,015                    | 81.0%                          | \$356,264,000                                    |
| Broward County (FL)   | 3,241,772           | \$21.63                | \$70,119,529                | 1,640,414               | \$34.60                | \$56,758,325                | \$126,877,854               | \$101,890,826                    | 80.3%                          | \$318,749,000                                    |
| Santa Clara County (CA) <sup>1</sup>  | 2,006,904           | \$19.74                | \$39,616,286                | 705,129                 | \$31.72                | \$22,366,690                | \$61,982,976                | \$34,994,085                     | 56.5%                          | \$117,730,000                                    |
| Tarrant County (TX) <sup>2</sup>  | 2,028,183           | \$13.03                | \$26,427,224                | 647,520                 | \$29.08                | \$18,829,881                | \$45,257,105                | \$36,678,691                     | 81.0%                          | \$115,006,000                                    |
| Clark County (NV)   | 1,097,885           | \$16.68                | \$18,312,722                | 49,330                  | \$66.10                | \$3,260,713                 | \$21,573,435                | \$16,289,891                     | 75.5%                          | \$49,129,000                                     |
| Riverside County (CA) <sup>1</sup>  | 935,628             | \$23.24                | \$21,743,995                | 247,214                 | \$51.35                | \$12,694,439                | \$34,438,434                | \$27,470,465                     | 79.8%                          | \$79,825,000                                     |
| Miami-Dade County (FL)  | 10,826,136          | \$25.21                | \$272,926,889               | 2,757,473               | \$46.89                | \$129,297,910               | \$402,224,799               | \$331,847,080                    | 82.5%                          | \$1,082,456,000                                  |
| City of Chicago (IL) <sup>1</sup>   | 17,289,071          | \$24.36                | \$421,161,768               | 9,557,312               | \$59.50                | \$568,660,064               | \$989,821,832               | \$741,978,051                    | 75.0%                          | \$2,522,115,000                                  |
| San Diego County (CA) <sup>1</sup>  | 7,547,668           | \$39.39                | \$297,302,641               | 1,578,895               | \$60.39                | \$95,349,469                | \$392,652,110               | \$300,772,252                    | 76.6%                          | \$926,133,000                                    |
| City of Los Angeles (CA) <sup>1</sup>   | 18,238,027          | \$17.29                | \$315,335,488               | 3,525,728               | \$34.00                | \$119,874,752               | \$435,210,240               | \$340,928,385                    | 78.3%                          | \$1,104,169,000                                  |
| Harris County (TX)  | 10,926,426          | \$28.17                | \$307,797,421               | 4,228,117               | \$44.41                | \$187,770,676               | \$495,568,097               | \$350,090,552                    | 70.6%                          | \$1,162,127,000                                  |
| <b>Group F Average</b>  | <b>5,602,135</b>    | <b>\$21.89</b>         | <b>\$129,130,019</b>        | <b>2,234,259</b>        | <b>\$40.59</b>         | <b>\$96,852,188</b>         | <b>\$225,982,207</b>        | <b>\$174,326,423</b>             | <b>77.1%</b>                   | <b>\$565,473,696</b>                             |
| Percent of Group F Total  |                     |                        | 57.1%                       |                         |                        | 42.9%                       |                             |                                  |                                |  |
| Average Excluding Outliers/Exclusions   | 5,558,540           | \$21.10                | \$123,252,001               | 2,273,428               | \$39.69                | \$97,486,938                | \$220,738,939               | \$170,365,690                    | 77.1%                          | \$554,581,955                                    |
| Group F Median  | 3,274,040           | \$21.42                | \$70,119,529                | 1,578,895               | \$38.83                | \$56,758,325                | \$126,877,854               | \$102,140,661                    | 79.4%                          | \$322,459,000                                    |

### ALL CITY/COUNTY STUDY REGIONS

|                                       |                  |                |                     |                |                |                     |                     |                     |              |                      |
|---------------------------------------|------------------|----------------|---------------------|----------------|----------------|---------------------|---------------------|---------------------|--------------|----------------------|
| <b>Average</b>                        | <b>1,679,624</b> | <b>\$17.51</b> | <b>\$35,397,348</b> | <b>801,240</b> | <b>\$39.11</b> | <b>\$31,906,226</b> | <b>\$67,303,573</b> | <b>\$51,003,717</b> | <b>78.5%</b> | <b>\$163,867,942</b> |
| Percent of Total                      |                  |                | 52.6%               |                |                | 47.4%               |                     |                     |              |                      |
| Average Excluding Outliers/Exclusions | 1,720,694        | \$16.94        | \$34,985,639        | 761,482        | \$36.31        | \$30,226,564        | \$65,212,203        | \$50,939,459        | 78.7%        | \$162,816,592        |
| Median                                | 693,308          | \$17.13        | \$10,942,540        | 265,748        | \$35.16        | \$9,238,094         | \$21,573,435        | \$18,206,075        | 81.0%        | \$52,145,000         |

**Table 15:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | RESIDENT Audiences  |                        |                             | NON-Resident Audiences  |                        |                             | Total Audience Expenditures | Est. Local Audience Expenditures | Local as a Percentage of Total | Estimated Total Expenditures (Direct + Indirect) |
|---|---------------------|------------------------|-----------------------------|-------------------------|------------------------|-----------------------------|-----------------------------|----------------------------------|--------------------------------|--|
|   | Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> | Non-Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> |                             |                                  |                                |  |
| Greater Portsmouth Area (NH)                                  | 645,711             | \$19.87                | \$12,830,277                | 418,063                 | \$43.25                | \$18,081,224                | \$30,911,501                | \$24,197,657                     | 78.3%                          | \$72,682,000                                     |
| Greater Concord Area (NH)                                     | 190,667             | \$14.53                | \$2,770,391                 | 152,878                 | \$27.39                | \$4,187,328                 | \$6,957,719                 | \$5,283,697                      | 75.9%                          | \$15,768,000                                     |
| Greater Aberdeen Area (SD)                                    | 172,324             | \$7.86                 | \$1,354,468                 | 39,116                  | \$43.22                | \$1,690,595                 | \$3,045,063                 | \$2,424,468                      | 79.6%                          | \$6,871,000                                      |
| Centre Region (PA) <sup>1</sup>                               | 293,026             | \$13.97                | \$4,093,572                 | 170,622                 | \$49.13                | \$8,382,660                 | \$12,476,232                | \$10,560,698                     | 84.6%                          | \$28,815,000                                     |
| Greater Minot Area (ND)                                       | 244,627             | \$12.08                | \$2,955,094                 | 26,879                  | \$24.78                | \$666,062                   | \$3,621,156                 | \$3,035,668                      | 83.8%                          | \$8,624,000                                      |
| Creative Corridor in Northwest Iowa (IA) <sup>2</sup>         | 325,966             | \$13.76                | \$4,485,292                 | 64,413                  | \$46.18                | \$2,974,592                 | \$7,459,884                 | \$6,502,398                      | 87.2%                          | \$17,190,000                                     |
| Northern New Hampshire (NH) <sup>2</sup>                      | 187,551             | \$12.25                | \$2,297,500                 | 158,484                 | \$32.02                | \$5,074,658                 | \$7,372,158                 | \$6,048,190                      | 82.0%                          | \$16,318,000                                     |
| Greater Sioux Falls Area (SD)                                 | 659,360             | \$13.96                | \$9,204,666                 | 226,876                 | \$43.64                | \$9,900,869                 | \$19,105,535                | \$17,788,454                     | 93.1%                          | \$52,224,000                                     |
| Greater Athens Area (GA)                                      | 128,881             | \$27.27                | \$3,514,586                 | 54,710                  | \$48.51                | \$2,653,982                 | \$6,168,568                 | \$5,717,070                      | 92.7%                          | \$15,825,000                                     |
| Greater Rockford Area (IL) <sup>1</sup>                       | 292,797             | \$15.59                | \$4,564,705                 | 85,494                  | \$24.09                | \$2,059,551                 | \$6,624,256                 | \$5,619,900                      | 84.8%                          | \$17,016,000                                     |
| Greater Peoria Area (IL) <sup>1</sup>                         | 283,773             | \$13.45                | \$3,816,747                 | 64,843                  | \$26.82                | \$1,739,090                 | \$5,555,837                 | \$4,668,830                      | 84.0%                          | \$13,865,000                                     |
| Greater Fox Cities Region (WI) <sup>2</sup>                   | 434,375             | \$15.83                | \$6,876,157                 | 136,420                 | \$30.90                | \$4,215,377                 | \$11,091,534                | \$9,668,634                      | 87.2%                          | \$28,532,000                                     |
| Northern Tier Region (PA) <sup>1,2</sup>                      | 227,663             | \$11.84                | \$2,695,531                 | 28,714                  | \$19.44                | \$558,201                   | \$3,253,732                 | \$2,392,293                      | 73.5%                          | \$6,513,000                                      |
| Northwest Arkansas Area (AR)                                  | 610,764             | \$15.76                | \$9,625,640                 | 135,891                 | \$36.46                | \$4,954,586                 | \$14,580,226                | \$12,805,466                     | 87.8%                          | \$37,418,000                                     |
| Mahoning Valley Region (OH) <sup>1</sup>                      | 530,864             | \$14.60                | \$7,750,614                 | 151,481                 | \$31.60                | \$4,786,800                 | \$12,537,414                | \$10,378,820                     | 82.8%                          | \$30,256,000                                     |
| Iowa Cultural Corridor (IA)                                   | 1,765,041           | \$11.67                | \$20,598,029                | 231,612                 | \$38.75                | \$8,974,965                 | \$29,572,994                | \$23,333,424                     | 78.9%                          | \$69,652,000                                     |
| Pikes Peak Region (CO) <sup>2</sup>                           | 1,164,888           | \$22.18                | \$25,837,215                | 169,462                 | \$51.38                | \$8,706,957                 | \$34,544,172                | \$30,344,296                     | 87.8%                          | \$86,942,000                                     |
| Greater Columbia Area (SC)                                    | 981,593             | \$13.87                | \$13,614,693                | 136,394                 | \$27.52                | \$3,753,564                 | \$17,368,257                | \$16,460,177                     | 94.8%                          | \$51,001,000                                     |
| Lehigh Valley Region (PA) <sup>1,2</sup>                      | 3,350,180           | \$16.10                | \$53,937,897                | 1,687,685               | \$30.77                | \$51,930,068                | \$105,867,965               | \$84,618,213                     | 79.9%                          | \$263,032,000                                    |
| West Valley Region (AZ) <sup>1</sup>                          | 355,552             | \$14.05                | \$4,995,506                 | 46,656                  | \$25.38                | \$1,184,130                 | \$6,179,636                 | \$4,990,547                      | 80.8%                          | \$16,219,000                                     |
| Greater Harrisburg Area (PA) <sup>1,2</sup>                   | 1,274,617           | \$14.41                | \$18,367,231                | 285,502                 | \$18.27                | \$5,216,121                 | \$23,583,352                | \$18,516,050                     | 78.5%                          | \$59,582,000                                     |
| Greater Hartford Area (CT)                                    | 3,110,272           | \$17.50                | \$54,429,760                | 918,578                 | \$30.02                | \$27,575,712                | \$82,005,472                | \$51,708,629                     | 63.1%                          | \$176,296,000                                    |
| Greater Portland Area (OR)                                    | 3,883,899           | \$17.72                | \$68,822,692                | 756,363                 | \$43.14                | \$32,629,501                | \$101,452,193               | \$84,090,778                     | 82.9%                          | \$278,183,000                                    |
| Metropolitan Kansas City Area (MO/KS)                         | 2,303,225           | \$19.86                | \$45,742,050                | 498,752                 | \$47.18                | \$23,531,121                | \$69,273,171                | \$58,265,106                     | 84.1%                          | \$193,034,000                                    |
| Greater Milwaukee Area (WI) <sup>2</sup>                      | 3,307,378           | \$16.48                | \$54,505,591                | 938,294                 | \$26.39                | \$24,761,578                | \$79,267,169                | \$62,236,890                     | 78.5%                          | \$209,453,000                                    |

*This table listing multi-city and multi-county study regions is continued below ...*



**Table 15:**  
**Total Audience Expenditures Induced by Attendance to  
 Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | RESIDENT Audiences     |                           |                                | NON-Resident Audiences     |                           |                                | Total<br>Audience<br>Expenditures | Est. Local<br>Audience<br>Expenditures | Local as a<br>Percentage<br>of Total | Estimated Total<br>Expenditures<br>(Direct + Indirect) |
|---|------------------------|---------------------------|--------------------------------|----------------------------|---------------------------|--------------------------------|-----------------------------------|--|--------------------------------------|--|
|   | Resident<br>Attendance | Per Person<br>Expenditure | Total<br>Spending <sup>3</sup> | Non-Resident<br>Attendance | Per Person<br>Expenditure | Total<br>Spending <sup>3</sup> |                                   |  |                                      |  |
| Central Florida Region (FL)                                   | 5,060,378              | \$22.03                   | \$111,480,128                  | 844,381                    | \$63.43                   | \$53,559,085                   | \$165,039,213                     | \$149,796,211                          | 90.8%                                | \$471,679,000  |
| Greater Washington DC Region (DC/MD/VA) <sup>1,4</sup>        | 16,951,734             | \$19.91                   | \$158,148,797                  | 3,645,756                  | \$33.79                   | \$405,573,557                  | \$563,722,354                     | \$227,257,949                          | 40.3%                                | \$966,833,000  |
| Greater Philadelphia Region (PA) <sup>1</sup>                 | 12,328,975             | \$23.71                   | \$292,319,998                  | 5,084,832                  | \$45.00                   | \$228,817,439                  | \$521,137,437                     | \$362,422,016                          | 69.5%                                | \$1,259,283,000  |
| Southeastern Michigan Region (MI) <sup>1,2</sup>              | 7,478,638              | \$15.61                   | \$116,741,539                  | 485,833                    | \$32.56                   | \$15,818,723                   | \$132,560,262                     | \$92,585,017                           | 69.8%                                | \$311,761,000  |
| Greater Houston Area (TX)                                     | 13,981,585             | \$31.49                   | \$440,280,113                  | 2,200,805                  | \$55.81                   | \$122,826,928                  | \$563,107,041                     | \$410,415,113                          | 72.9%                                | \$1,331,710,000  |
| North Texas Region (TX) <sup>4</sup>                          | 7,803,782              | \$16.69                   | \$98,954,140                   | 1,004,098                  | \$44.94                   | \$117,699,427                  | \$216,653,567                     | \$137,397,667                          | 63.4%                                | \$557,187,000  |
| <b>Regional Average</b>                                       | <b>2,913,874</b>       | <b>\$16.64</b>            | <b>\$53,471,310</b>            | <b>672,577</b>             | <b>\$36.83</b>            | <b>\$38,854,337</b>            | <b>\$92,325,647</b>               | <b>\$62,630,011</b>                    | <b>79.8%</b>                         | <b>\$215,153,677</b>                                   |
| Percent of Total  |                        |                           | 57.9%                          |                            |                           | 42.1%                          |                                   |  |                                      |  |
| Regional Median   | 659,360                | \$15.61                   | \$12,830,277                   | 170,622                    | \$33.79                   | \$8,382,660                    | \$19,105,535                      | \$17,788,454                           | 82.0%                                | \$52,224,000   |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | RESIDENT Audiences     |                           |                                | NON-Resident Audiences     |                           |                                | Total<br>Audience<br>Expenditures | Est. Local<br>Audience<br>Expenditures | Local as a<br>Percentage<br>of Total | Estimated Total<br>Expenditures<br>(Direct + Indirect) |
|--|------------------------|---------------------------|--------------------------------|----------------------------|---------------------------|--------------------------------|-----------------------------------|--|--------------------------------------|--|
|  | Resident<br>Attendance | Per Person<br>Expenditure | Total<br>Spending <sup>3</sup> | Non-Resident<br>Attendance | Per Person<br>Expenditure | Total<br>Spending <sup>3</sup> |                                   |  |                                      |  |
| State of South Dakota <sup>4</sup>                             | 3,000,450              | \$14.19                   | \$39,085,944                   | 325,991                    | \$44.77                   | \$21,370,084                   | \$60,456,028                      | \$17,592,412                           | 29.1%                                | \$81,232,000   |
| State of Delaware  | 893,749                | \$17.71                   | \$15,828,295                   | 412,901                    | \$55.93                   | \$23,093,554                   | \$38,921,849                      | \$12,475,410                           | 32.1%                                | \$53,093,000   |
| State of Hawai'i   | 2,714,592              | \$21.88                   | \$59,395,274                   | 236,051                    | \$46.28                   | \$10,924,441                   | \$70,319,715                      | \$21,024,549                           | 29.9%                                | \$94,779,000   |
| State of New Hampshire <sup>4</sup>                            | 2,053,175              | \$19.25                   | \$29,313,706                   | 506,894                    | \$34.70                   | \$32,740,455                   | \$62,054,161                      | \$13,301,741                           | 21.4%                                | \$78,148,000   |
| State of Nebraska <sup>4</sup>                                 | 3,570,302              | \$17.20                   | \$36,250,369                   | 235,990                    | \$41.03                   | \$42,374,299                   | \$78,624,668                      | \$18,910,206                           | 24.1%                                | \$102,124,000  |
| State of Connecticut <sup>4</sup>                              | 8,123,242              | \$21.50                   | \$144,768,371                  | 1,055,562                  | \$35.39                   | \$52,713,985                   | \$197,482,356                     | \$39,506,333                           | 20.0%                                | \$238,167,000  |
| State of Wisconsin <sup>4</sup>                                | 8,567,182              | \$17.73                   | \$126,553,682                  | 806,103                    | \$33.02                   | \$68,530,586                   | \$195,084,268                     | \$47,392,095                           | 24.3%                                | \$254,346,000  |
| State of North Carolina <sup>4</sup>                           | 23,215,362             | \$18.91                   | \$302,764,334                  | 2,550,856                  | \$63.79                   | \$279,813,540                  | \$582,577,874                     | \$205,033,762                          | 35.2%                                | \$816,503,000  |
| State of Pennsylvania <sup>1,4</sup>                           | 39,745,589             | \$17.49                   | \$629,037,780                  | 4,862,255                  | \$42.40                   | \$445,694,391                  | \$1,074,732,171                   | \$235,354,054                          | 21.9%                                | \$1,405,996,000  |
| State of Illinois <sup>1,4</sup>                               | 31,433,189             | \$20.43                   | \$570,929,730                  | 3,924,729                  | \$55.82                   | \$620,692,432                  | \$1,191,622,162                   | \$239,577,458                          | 20.1%                                | \$1,580,165,000  |
| <b>Statewide Average</b>                                       | <b>12,331,683</b>      | <b>\$18.63</b>            | <b>\$195,392,749</b>           | <b>1,491,733</b>           | <b>\$45.31</b>            | <b>\$159,794,777</b>           | <b>\$355,187,525</b>              | <b>\$85,016,802</b>                    | <b>25.8%</b>                         | <b>\$470,455,300</b>                                   |
| Percent of Total   |                        |                           | 55.0%                          |                            |                           | 45.0%                          |                                   |  |                                      |  |
| Statewide Median   | 5,846,772              | \$18.32                   | \$92,974,478                   | 656,499                    | \$43.59                   | \$47,544,142                   | \$136,854,468                     | \$30,265,441                           | 24.2%                                | \$170,145,500  |

**Table 15:**  
**Total Audience Expenditures Induced by Attendance to**  
**Nonprofit Arts and Culture Events Per Study Region During 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | RESIDENT Audiences  |                        |                             | NON-Resident Audiences  |                        |                             | Total Audience Expenditures | Est. Local Audience Expenditures | Local as a Percentage of Total | Estimated Total Expenditures (Direct + Indirect) |
|---|---------------------|------------------------|-----------------------------|-------------------------|------------------------|-----------------------------|-----------------------------|----------------------------------|--------------------------------|--|
|   | Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> | Non-Resident Attendance | Per Person Expenditure | Total Spending <sup>3</sup> |                             |                                  |                                |  |
| Grand Center Arts District (St. Louis, MO)                      | 531,715             | \$23.25                | \$12,362,374                | 192,692                 | \$35.73                | \$6,884,884                 | \$19,247,258                | \$15,375,047                     | 79.9%                          | \$49,304,000                                     |
| Dallas Arts District (Dallas, TX)                               | 812,467             | \$23.44                | \$19,044,225                | 762,082                 | \$43.65                | \$33,264,882                | \$52,309,107                | \$41,104,299                     | 78.6%                          | \$134,751,000                                    |
| <b>Arts District Average</b>                                    | <b>672,091</b>      | <b>\$23.35</b>         | <b>\$15,703,300</b>         | <b>477,387</b>          | <b>\$39.69</b>         | <b>\$20,074,883</b>         | <b>\$35,778,183</b>         | <b>\$28,239,673</b>              | <b>79.2%</b>                   | <b>\$92,027,500</b>                              |
| Percent of Total  |                     |                        | 43.9%                       |                         |                        | 56.1%                       |                             |                                  |                                |  |

**Summary Statistics for all 182 Participating Study Regions (where appropriate)**

**75.9%**

**Average for all 122,430 Audience Surveys Used for CITY/COUNTY Analyses (where appropriate)**

**\$17.42**

**\$39.96**

**Average for all 40,379 Audience Surveys Used for Multi-City and Multi-County REGIONAL Study Region Analyses (where appropriate)**

**\$17.72**

**\$42.33**

**Average for all 52,714 Audience Surveys Used for STATEWIDE Analyses (where appropriate)**

**\$18.36**

**\$49.32**

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

- <sup>1</sup> Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.
- <sup>2</sup> The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.
- <sup>3</sup> The resident attendance multiplied by the overall average resident per person expenditure may not yield the exact total resident audience spending figure that is displayed on this table due to rounding. The same is true for the non-resident calculations on this table. This is because the total resident and non-resident spending estimates were calculated using the per person averages for the appropriate itemized audience spending categories. See Tables 21-24 for the exact calculations.
- <sup>4</sup> To calculate the total estimated audience expenditures in these multi-city/multi-county and statewide study regions, the individual findings for the less-populated individual participating communities in each region were summed first. The regional or statewide residency percentages and per person spending averages were then applied to any additional data collected for the region or state (if applicable), and the result was added to the sum of the individual communities. Therefore, the total audience expenditures do not equal the average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance.

## Explanation of Table 16:

# Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

This table presents for each study region the total economic impact of the expenditures made by arts audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during 2010. Summary statistics are calculated for each population group.

The total impact is a measure of the effect each expended dollar has on the study region's economy as it is spent and re-spent within the region. It is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity IV* National Statistical Report for more information about direct and total economic impacts.

### **Column Two:**

The total direct expenditures made by arts and culture audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during 2010. For example, when patrons attend an arts/culture event, they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the performance, and/or pay a babysitter upon returning home. In addition to these categories of expense, non-resident arts and culture audiences often stay overnight at a hotel.

### **Column Three:**

The total number of full-time equivalent (FTE) jobs supported by the expenditures made by nonprofit arts and culture audiences in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

### **Column Four:**

The total amount of household income paid to study region residents as a result of the expenditures made by nonprofit arts and culture audiences in each participating study region. Household income includes salaries, wages, and proprietary income.

### **Column Five:**

The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by nonprofit arts and culture audiences in each participating study region. Local government includes the city and county governments located within each participating study region.

### **Column Six:**

The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by nonprofit arts and culture audiences in each participating study region.

**Table 16:**  
**Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | Total <u>Audience</u><br>Expenditures | TOTAL Economic Impacts       |                              |                             |                             |
|---|---------------------------------------|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |                                       | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Gunnison (CO)***  | \$179,257                             | 5                            | \$100,000                    | \$7,000                     | \$5,000                     |
| Town of Telluride (CO)*   | \$20,797,981                          | 518                          | \$10,533,000                 | \$1,569,000                 | \$533,000                   |
| Town of Crested Butte (CO)***   | \$3,350,716                           | 91                           | \$1,721,000                  | \$201,000                   | \$95,000                    |
| Town of Newmarket (NH)  | \$89,438                              | 2                            | \$51,000                     | \$4,000                     | \$3,000                     |
| Greater Ketchikan Area (AK)   | \$3,695,946                           | 53                           | \$1,270,000                  | \$115,000                   | \$130,000                   |
| Gunnison County (CO)  | \$3,529,973                           | 96                           | \$1,821,000                  | \$208,000                   | \$100,000                   |
| City of Durango (CO)  | \$3,220,322                           | 100                          | \$2,141,000                  | \$241,000                   | \$109,000                   |
| Teton County (WY)*  | \$31,276,019                          | 666                          | \$11,412,000                 | \$1,391,000                 | \$2,007,000                 |
| City of Laguna Beach (CA)*  | \$21,403,349                          | 547                          | \$10,762,000                 | \$956,000                   | \$1,126,000                 |
| City of Fairfax (VA)***   | \$2,624,593                           | 40                           | \$741,000                    | \$69,000                    | \$61,000                    |
| City of Auburn (NY)   | \$1,634,048                           | 32                           | \$686,000                    | \$140,000                   | \$80,000                    |
| City of Slidell (LA)***   | \$2,217,986                           | 61                           | \$1,271,000                  | \$140,000                   | \$174,000                   |
| City of Winter Park (FL)***   | \$26,578,730                          | 932                          | \$15,013,000                 | \$1,232,000                 | \$1,422,000                 |
| Greater Elkins Area (WV)  | \$4,599,612                           | 102                          | \$2,231,000                  | \$235,000                   | \$385,000                   |
| Transylvania County (NC)  | \$4,193,766                           | 86                           | \$1,714,000                  | \$185,000                   | \$202,000                   |
| City of Rochester (NH)  | \$3,068,572                           | 72                           | \$1,580,000                  | \$77,000                    | \$73,000                    |
| City and Borough of Juneau (AK)   | \$1,126,828                           | 25                           | \$483,000                    | \$35,000                    | \$60,000                    |
| Princeton (NJ)**  | \$11,382,126                          | 226                          | \$5,375,000                  | \$658,000                   | \$606,000                   |
| Platte County (NE)  | \$3,030,192                           | 69                           | \$1,452,000                  | \$121,000                   | \$176,000                   |
| Adams County (NE)   | \$3,242,344                           | 93                           | \$2,007,000                  | \$215,000                   | \$216,000                   |
| City of Fairbanks (AK)  | \$5,591,498                           | 124                          | \$2,832,000                  | \$277,000                   | \$270,000                   |
| City of West Hollywood (CA)**   | \$8,515,044                           | 220                          | \$5,645,000                  | \$379,000                   | \$555,000                   |
| City of Pittsfield (MA)**   | \$12,388,438                          | 395                          | \$5,624,000                  | \$591,000                   | \$653,000                   |
| Windham County (VT)*  | \$3,231,306                           | 102                          | \$1,524,000                  | \$99,000                    | \$203,000                   |
| Iron County (UT)*   | \$32,970,876                          | 902                          | \$14,097,000                 | \$1,678,000                 | \$1,671,000                 |
| Watauga County (NC)   | \$6,510,435                           | 190                          | \$3,908,000                  | \$420,000                   | \$304,000                   |
| Buffalo County (NE)   | \$4,376,476                           | 122                          | \$2,723,000                  | \$201,000                   | \$259,000                   |
| <b>Group A Average</b>  | <b>\$8,326,884</b>                    | <b>217</b>                   | <b>\$4,026,556</b>           | <b>\$423,852</b>            | <b>\$425,111</b>            |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$4,717,356                           | 118                          | \$2,443,706                  | \$241,294                   | \$245,941                   |
| Group A Median  | \$3,695,946                           | 100                          | \$2,007,000                  | \$208,000                   | \$203,000                   |

**Table 16:**  
**Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | Total <u>Audience</u><br>Expenditures | TOTAL Economic Impacts       |                              |                             |                             |
|--|---------------------------------------|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |                                       | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Chenango County (NY)   | \$811,106                             | 12                           | \$257,000                    | \$62,000                    | \$33,000                    |
| City of La Crosse (WI)   | \$6,076,502                           | 214                          | \$4,235,000                  | \$287,000                   | \$362,000                   |
| Lenoir County (NC)   | \$654,637                             | 18                           | \$432,000                    | \$49,000                    | \$34,000                    |
| City of Dubuque (IA)   | \$29,593,558                          | 953                          | \$21,052,000                 | \$2,098,000                 | \$1,652,000                 |
| Greater Enid Area (OK)   | \$4,667,999                           | 118                          | \$2,680,000                  | \$255,000                   | \$265,000                   |
| City of Flagstaff (AZ)   | \$35,163,708                          | 1,008                        | \$22,649,000                 | \$2,540,000                 | \$2,347,000                 |
| City of Portland (ME)  | \$22,643,872                          | 744                          | \$12,836,000                 | \$1,404,000                 | \$1,373,000                 |
| Athens County (OH)   | \$7,598,782                           | 206                          | \$4,485,000                  | \$504,000                   | \$472,000                   |
| Rutherford County (NC)   | \$378,229                             | 8                            | \$165,000                    | \$17,000                    | \$18,000                    |
| City of Walnut Creek (CA)  | \$14,346,782                          | 232                          | \$4,724,000                  | \$388,000                   | \$694,000                   |
| City of Missoula (MT)  | \$26,286,497                          | 888                          | \$18,156,000                 | \$1,420,000                 | \$858,000                   |
| City of Bloomington (IN)   | \$19,976,316                          | 651                          | \$14,280,000                 | \$905,000                   | \$1,334,000                 |
| City of Miami Beach (FL)***  | \$56,323,841                          | 1,536                        | \$43,066,000                 | \$3,785,000                 | \$5,586,000                 |
| Greater Parkersburg Area (WV)  | \$1,068,416                           | 30                           | \$703,000                    | \$33,000                    | \$77,000                    |
| Moore County (NC)  | \$3,221,079                           | 68                           | \$1,356,000                  | \$118,000                   | \$133,000                   |
| Indiana County (PA)  | \$142,854                             | 4                            | \$82,000                     | \$5,000                     | \$9,000                     |
| Buchanan County (MO)   | \$4,626,753                           | 157                          | \$3,536,000                  | \$204,000                   | \$238,000                   |
| City of Boulder (CO)   | \$11,572,023                          | 293                          | \$6,166,000                  | \$387,000                   | \$442,000                   |
| Eau Claire County (WI)   | \$2,793,599                           | 99                           | \$2,303,000                  | \$147,000                   | \$178,000                   |
| <b>Group B Average</b>   | <b>\$13,049,819</b>                   | <b>381</b>                   | <b>\$8,587,526</b>           | <b>\$768,842</b>            | <b>\$847,632</b>            |
| Average <u>Ex</u> cluding Outliers/Exclusions                                | \$10,645,706                          | 317                          | \$6,672,056                  | \$601,278                   | \$584,389                   |
| Group B Median   | \$6,076,502                           | 206                          | \$4,235,000                  | \$287,000                   | \$362,000                   |

**Table 16:**  
**Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | Total Audience Expenditures | TOTAL Economic Impacts    |                           |                          |                          |
|--|-----------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
|  |                             | Full-Time Equivalent Jobs | Resident Household Income | Local Government Revenue | State Government Revenue |
| City of Rochester (MN)   | \$19,084,515                | 278                       | \$6,254,000               | \$565,000                | \$1,060,000              |
| Tompkins County (NY)   | \$7,336,956                 | 197                       | \$3,952,000               | \$715,000                | \$423,000                |
| Wayne County (NC)  | \$1,363,434                 | 42                        | \$926,000                 | \$71,000                 | \$80,000                 |
| City of McKinney (TX)  | \$1,407,326                 | 34                        | \$719,000                 | \$53,000                 | \$83,000                 |
| Orange County (NC)   | \$21,503,700                | 643                       | \$12,823,000              | \$1,282,000              | \$1,308,000              |
| Town of Cary (NC)***   | \$4,964,157                 | 158                       | \$3,842,000               | \$333,000                | \$299,000                |
| Marathon County (WI)   | \$3,912,630                 | 148                       | \$2,381,000               | \$126,000                | \$184,000                |
| Greater Charlottesville Area (VA)**  | \$64,870,161                | 803                       | \$17,732,000              | \$3,889,000              | \$2,326,000              |
| City of Fort Collins (CO)  | \$10,153,509                | 317                       | \$6,303,000               | \$835,000                | \$419,000                |
| Cambria County (PA)  | \$25,007,884                | 683                       | \$15,231,000              | \$1,084,000              | \$1,711,000              |
| City of Alexandria (VA)  | \$44,580,402                | 894                       | \$17,624,000              | \$1,627,000              | \$1,444,000              |
| City of Eugene (OR)  | \$16,084,968                | 494                       | \$10,790,000              | \$694,000                | \$197,000                |
| Pitt County (NC)   | \$3,096,141                 | 103                       | \$2,284,000               | \$174,000                | \$177,000                |
| City of Santa Clarita (CA)   | \$5,564,504                 | 142                       | \$3,870,000               | \$190,000                | \$379,000                |
| City of Providence (RI)**  | \$106,067,850               | 2,673                     | \$43,186,000              | \$5,538,000              | \$5,433,000              |
| Erie (PA)  | \$7,500,339                 | 261                       | \$4,878,000               | \$284,000                | \$441,000                |
| New Hanover County (NC)  | \$15,106,019                | 511                       | \$11,431,000              | \$891,000                | \$849,000                |
| City of Glendale (CA)  | \$2,978,277                 | 79                        | \$1,890,000               | \$145,000                | \$243,000                |
| City of Tacoma (WA)  | \$29,855,696                | 698                       | \$14,373,000              | \$1,342,000              | \$1,650,000              |
| Whatcom County (WA)  | \$5,420,331                 | 179                       | \$3,146,000               | \$291,000                | \$344,000                |
| City of Boise (ID)   | \$25,293,132                | 800                       | \$16,953,000              | \$859,000                | \$1,512,000              |
| Lackawanna County (PA)   | \$12,507,554                | 410                       | \$8,270,000               | \$495,000                | \$765,000                |
| Arlington County (VA)  | \$7,324,424                 | 128                       | \$2,473,000               | \$398,000                | \$219,000                |
| City of Orlando (FL)***  | \$45,874,130                | 1,644                     | \$31,076,000              | \$2,389,000              | \$2,968,000              |
| Buncombe County (NC)   | \$26,820,994                | 877                       | \$17,587,000              | \$1,738,000              | \$1,731,000              |
| St. Tammany Parish (LA)  | \$14,696,163                | 410                       | \$8,567,000               | \$955,000                | \$1,149,000              |
| Alachua County (FL)  | \$53,153,848                | 1,590                     | \$30,339,000              | \$2,189,000              | \$2,979,000              |
| Greater Jackson Area (MS)  | \$6,715,101                 | 219                       | \$5,727,000               | \$436,000                | \$656,000                |
| <b>Group C Average</b>   | <b>\$21,008,719</b>         | <b>551</b>                | <b>\$10,879,536</b>       | <b>\$1,056,714</b>       | <b>\$1,108,179</b>       |
| Average <u>Ex</u> cluding Outliers/Exclusions                                  | \$20,669,456                | 524                       | \$10,373,423              | \$1,033,308              | \$1,067,769              |
| Group C Median   | \$13,601,859                | 364                       | \$7,286,500               | \$704,500                | \$710,500                |

**Table 16:**  
**Total Economic Impact of AUDIENCE Expenditures Induced by  
Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | Total Audience<br>Expenditures | TOTAL Economic Impacts       |                              |                             |                             |
|--|--------------------------------|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |                                | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| City of Lincoln (NE)   | \$19,565,607                   | 655                          | \$12,680,000                 | \$1,208,000                 | \$1,138,000                 |
| Durham County (NC)   | \$51,414,683                   | 1,532                        | \$35,502,000                 | \$3,893,000                 | \$2,592,000                 |
| Osceola County (FL)  | \$499,214                      | 14                           | \$276,000                    | \$14,000                    | \$38,000                    |
| City of Newark (NJ)  | \$52,868,971                   | 905                          | \$22,429,000                 | \$1,649,000                 | \$2,580,000                 |
| City of Riverside (CA)***  | \$20,727,398                   | 581                          | \$12,338,000                 | \$876,000                   | \$1,513,000                 |
| Lexington-Fayette Urban County (KY)  | \$10,446,761                   | 384                          | \$8,623,000                  | \$307,000                   | \$864,000                   |
| Loudoun County (VA)  | \$7,668,542                    | 121                          | \$2,954,000                  | \$274,000                   | \$281,000                   |
| Cumberland County (NC)   | \$21,542,634                   | 661                          | \$13,982,000                 | \$1,236,000                 | \$1,334,000                 |
| Greater Chattanooga Area (TN)  | \$65,579,534                   | 1,963                        | \$48,548,000                 | \$3,211,000                 | \$5,283,000                 |
| Forsyth County (NC)  | \$65,925,399                   | 2,121                        | \$47,055,000                 | \$3,534,000                 | \$4,265,000                 |
| City of Wichita (KS)   | \$29,063,523                   | 940                          | \$19,540,000                 | \$1,845,000                 | \$1,530,000                 |
| Sarasota County (FL)   | \$50,749,733                   | 1,034                        | \$29,250,000                 | \$3,102,000                 | \$5,406,000                 |
| City of Oakland (CA)   | \$22,017,486                   | 481                          | \$13,114,000                 | \$1,345,000                 | \$1,357,000                 |
| Santa Barbara County (CA)  | \$44,322,268                   | 1,246                        | \$21,501,000                 | \$2,272,000                 | \$2,871,000                 |
| City of Miami (FL)***  | \$233,887,365                  | 6,240                        | \$173,233,000                | \$13,759,000                | \$21,662,000                |
| Seminole County (FL)   | \$1,301,516                    | 30                           | \$713,000                    | \$73,000                    | \$98,000                    |
| City of Omaha (NE)   | \$44,017,170                   | 1,310                        | \$31,868,000                 | \$2,058,000                 | \$2,916,000                 |
| Greater Syracuse Area (NY)   | \$99,467,778                   | 3,313                        | \$75,325,000                 | \$9,949,000                 | \$6,176,000                 |
| City of Mesa (AZ)  | \$10,495,071                   | 302                          | \$6,684,000                  | \$504,000                   | \$631,000                   |
| Guilford County (NC)   | \$71,743,900                   | 2,668                        | \$42,561,000                 | \$3,987,000                 | \$3,758,000                 |
| Dane County (WI)   | \$76,266,707                   | 2,411                        | \$41,173,000                 | \$3,335,000                 | \$4,277,000                 |
| Volusia County (FL)  | \$15,935,543                   | 491                          | \$10,579,000                 | \$1,026,000                 | \$1,394,000                 |
| <b>Group D Average</b>   | <b>\$46,159,400</b>            | <b>1,337</b>                 | <b>\$30,451,273</b>          | <b>\$2,702,591</b>          | <b>\$3,271,091</b>          |
| Average Excluding Outliers/Exclusions  | \$38,044,602                   | 1,129                        | \$24,217,850                 | \$2,241,100                 | \$2,439,450                 |
| Group D Median   | \$36,540,347                   | 923                          | \$20,520,500                 | \$1,747,000                 | \$2,055,000                 |



**Table 16:**  
**Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | Total Audience Expenditures | TOTAL Economic Impacts    |                           |                          |                          |
|--|-----------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
|  |                             | Full-Time Equivalent Jobs | Resident Household Income | Local Government Revenue | State Government Revenue |
| City of Albuquerque (NM)   | \$30,270,300                | 970                       | \$24,318,000              | \$1,144,000              | \$2,730,000              |
| City of Atlanta (GA)   | \$131,869,187               | 4,326                     | \$83,627,000              | \$8,969,000              | \$7,114,000              |
| Polk County (FL)   | \$7,801,775                 | 222                       | \$4,988,000               | \$419,000                | \$632,000                |
| Lee County (FL)  | \$45,143,166                | 1,206                     | \$26,770,000              | \$2,503,000              | \$3,862,000              |
| City of Seattle (WA)   | \$175,628,709               | 4,035                     | \$69,403,000              | \$8,175,000              | \$9,077,000              |
| District of Columbia (DC)* <sup>1</sup>  | \$394,790,447               | 2,416                     | \$48,289,000              | \$14,463,000             | \$0                      |
| City of Baltimore (MD)   | \$121,937,488               | 3,022                     | \$57,322,000              | \$6,129,000              | \$5,344,000              |
| Jefferson County (AL)  | \$146,401,225               | 3,836                     | \$66,606,000              | \$5,983,000              | \$5,643,000              |
| City of Austin (TX)  | \$98,968,236                | 2,878                     | \$54,560,000              | \$7,848,000              | \$5,061,000              |
| City of Indianapolis (IN)  | \$191,393,300               | 7,111                     | \$137,094,000             | \$9,388,000              | \$15,395,000             |
| City and County of San Francisco (CA)*   | \$237,851,930               | 5,812                     | \$121,997,000             | \$11,702,000             | \$14,312,000             |
| Prince George's County (MD)  | \$12,639,245                | 245                       | \$4,516,000               | \$471,000                | \$476,000                |
| Bergen County (NJ)   | \$14,497,093                | 253                       | \$6,371,000               | \$596,000                | \$647,000                |
| Wake County (NC)   | \$78,421,629                | 2,427                     | \$42,132,000              | \$4,243,000              | \$3,930,000              |
| Fairfield County (CT)  | \$46,000,821                | 589                       | \$15,199,000              | \$907,000                | \$1,655,000              |
| Mecklenburg County (NC)  | \$101,620,796               | 2,921                     | \$52,678,000              | \$5,513,000              | \$4,824,000              |
| Greater Memphis Area (TN)  | \$62,582,581                | 1,852                     | \$46,528,000              | \$3,637,000              | \$5,438,000              |
| City of San Jose (CA)**  | \$49,348,167                | 825                       | \$14,562,000              | \$1,428,000              | \$1,883,000              |
| Westchester County (NY)  | \$59,594,940                | 1,588                     | \$39,442,000              | \$4,201,000              | \$5,494,000              |
| Montgomery County (MD)   | \$74,321,520                | 906                       | \$17,009,000              | \$1,998,000              | \$1,941,000              |
| <b>Group E Average</b>   | <b>\$104,054,128</b>        | <b>2,370</b>              | <b>\$46,585,368</b>       | <b>\$4,487,053</b>       | <b>\$5,024,105</b>       |
| Average <u>Ex</u> cluding Outliers/Exclusions                                  | \$82,299,530                | 2,258                     | \$44,033,118              | \$4,242,588              | \$4,662,529              |
| Group E Median   | \$76,371,575                | 1,852                     | \$42,132,000              | \$4,201,000              | \$4,824,000              |

**Table 16:**  
**Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | Total Audience Expenditures | TOTAL Economic Impacts    |                           |                          |                          |
|---|-----------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
|   |                             | Full-Time Equivalent Jobs | Resident Household Income | Local Government Revenue | State Government Revenue |
| Pima County (AZ)  | \$44,940,733                | 1,332                     | \$26,040,000              | \$1,983,000              | \$2,514,000              |
| Fairfax County (VA)   | \$30,066,316                | 372                       | \$6,599,000               | \$757,000                | \$704,000                |
| Orange County (FL)  | \$110,252,107               | 4,009                     | \$66,969,000              | \$5,327,000              | \$5,827,000              |
| Greater Columbus Area (OH)  | \$95,167,848                | 3,517                     | \$87,501,000              | \$5,511,000              | \$6,899,000              |
| Allegheny County (PA)   | \$316,787,838               | 9,870                     | \$154,874,000             | \$15,775,000             | \$25,645,000             |
| City of San Diego (CA)**  | \$341,334,110               | 7,973                     | \$224,301,000             | \$16,419,000             | \$22,692,000             |
| City of Dallas (TX)   | \$156,585,203               | 4,208                     | \$110,690,000             | \$10,033,000             | \$10,096,000             |
| Palm Beach County (FL)  | \$111,052,882               | 2,418                     | \$46,618,000              | \$4,563,000              | \$5,353,000              |
| Greater St. Louis Area (MO)   | \$269,079,387               | 8,937                     | \$177,147,000             | \$19,031,000             | \$16,047,000             |
| City of San Antonio (TX)  | \$71,964,193                | 2,398                     | \$57,483,000              | \$4,270,000              | \$6,052,000              |
| Sacramento County (CA)  | \$29,930,968                | 783                       | \$19,353,000              | \$1,533,000              | \$2,108,000              |
| City and County of Philadelphia (PA)  | \$478,712,213               | 12,540                    | \$228,971,000             | \$27,982,000             | \$25,815,000             |
| City of Phoenix (AZ)  | \$136,110,089               | 3,977                     | \$85,713,000              | \$7,067,000              | \$9,364,000              |
| Broward County (FL)   | \$126,877,854               | 3,565                     | \$75,507,000              | \$6,433,000              | \$6,740,000              |
| Santa Clara County (CA)   | \$61,982,976                | 1,024                     | \$17,963,000              | \$1,798,000              | \$2,374,000              |
| Tarrant County (TX)   | \$45,257,105                | 1,270                     | \$31,107,000              | \$2,582,000              | \$3,327,000              |
| Clark County (NV)   | \$21,573,435                | 549                       | \$12,455,000              | \$592,000                | \$1,686,000              |
| Riverside County (CA)   | \$34,438,434                | 946                       | \$17,671,000              | \$1,675,000              | \$2,282,000              |
| Miami-Dade County (FL)  | \$402,224,799               | 11,841                    | \$325,294,000             | \$21,321,000             | \$37,714,000             |
| City of Chicago (IL)  | \$989,821,832               | 23,468                    | \$401,484,000             | \$63,724,000             | \$45,867,000             |
| San Diego County (CA)   | \$392,652,110               | 9,172                     | \$258,024,000             | \$18,888,000             | \$26,104,000             |
| City of Los Angeles (CA)  | \$435,210,240               | 11,096                    | \$297,827,000             | \$20,336,000             | \$29,267,000             |
| Harris County (TX)  | \$495,568,097               | 10,576                    | \$309,195,000             | \$31,506,000             | \$38,686,000             |
| <b>Group F Average</b>  | <b>\$225,982,207</b>        | <b>5,906</b>              | <b>\$132,121,130</b>      | <b>\$12,569,826</b>      | <b>\$14,485,348</b>      |
| Average Excluding Outliers/Exclusions   | \$220,738,939               | 5,812                     | \$127,931,136             | \$12,394,864             | \$14,112,318             |
| Group F Median  | \$126,877,854               | 3,977                     | \$85,713,000              | \$6,433,000              | \$6,899,000              |

| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |                     |              |                     |                    |                    |
|---------------------------------------|---------------------|--------------|---------------------|--------------------|--------------------|
| <b>Average</b>                        | <b>\$67,303,573</b> | <b>1,730</b> | <b>\$37,466,254</b> | <b>\$3,546,790</b> | <b>\$4,052,152</b> |
| Average Excluding Outliers/Exclusions | \$65,212,203        | 1,751        | \$37,322,950        | \$3,595,200        | \$4,008,208        |
| Median                                | \$21,573,435        | 643          | \$12,823,000        | \$1,084,000        | \$1,334,000        |

**Table 16:**  
**Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Total Audience Expenditures | TOTAL Economic Impacts    |                           |                          |                          |
|---|-----------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
|   |                             | Full-Time Equivalent Jobs | Resident Household Income | Local Government Revenue | State Government Revenue |
| Greater Portsmouth Area (NH)                                  | \$30,911,501                | 835                       | \$16,556,000              | \$2,099,000              | \$1,659,000              |
| Greater Concord Area (NH)                                     | \$6,957,719                 | 183                       | \$4,091,000               | \$278,000                | \$197,000                |
| Greater Aberdeen Area (SD)                                    | \$3,045,063                 | 80                        | \$1,812,000               | \$163,000                | \$154,000                |
| Centre Region (PA)  | \$12,476,232                | 338                       | \$7,227,000               | \$707,000                | \$922,000                |
| Greater Minot Area (ND)                                       | \$3,621,156                 | 93                        | \$1,989,000               | \$219,000                | \$296,000                |
| Creative Corridor in Northwest Iowa (IA)                      | \$7,459,884                 | 202                       | \$4,387,000               | \$472,000                | \$373,000                |
| Northern New Hampshire (NH)                                   | \$7,372,158                 | 179                       | \$4,201,000               | \$406,000                | \$219,000                |
| Greater Sioux Falls Area (SD)                                 | \$19,105,535                | 648                       | \$15,549,000              | \$988,000                | \$1,089,000              |
| Greater Athens Area (GA)                                      | \$6,168,568                 | 185                       | \$4,642,000               | \$461,000                | \$272,000                |
| Greater Rockford Area (IL)                                    | \$6,624,256                 | 212                       | \$4,665,000               | \$382,000                | \$457,000                |
| Greater Peoria Area (IL)                                      | \$5,555,837                 | 161                       | \$3,891,000               | \$335,000                | \$377,000                |
| Greater Fox Cities Region (WI)                                | \$11,091,534                | 162                       | \$3,430,000               | \$272,000                | \$467,000                |
| Northern Tier Region (PA)                                     | \$3,253,732                 | 69                        | \$1,476,000               | \$119,000                | \$192,000                |
| Northwest Arkansas Area (AR)                                  | \$14,580,226                | 397                       | \$7,715,000               | \$492,000                | \$1,414,000              |
| Mahoning Valley Region (OH)                                   | \$12,537,414                | 357                       | \$7,964,000               | \$645,000                | \$784,000                |
| Iowa Cultural Corridor (IA)                                   | \$29,572,994                | 800                       | \$15,659,000              | \$1,519,000              | \$2,230,000              |
| Pikes Peak Region (CO)  | \$34,544,172                | 1,125                     | \$21,827,000              | \$2,902,000              | \$1,273,000              |
| Greater Columbia Area (SC)                                    | \$17,368,257                | 669                       | \$15,603,000              | \$1,045,000              | \$1,216,000              |
| Lehigh Valley Region (PA)                                     | \$105,867,965               | 3,664                     | \$73,625,000              | \$4,327,000              | \$8,403,000              |
| West Valley Region (AZ)                                       | \$6,179,636                 | 182                       | \$4,552,000               | \$258,000                | \$406,000                |
| Greater Harrisburg Area (PA)                                  | \$23,583,352                | 679                       | \$15,037,000              | \$1,099,000              | \$2,047,000              |
| Greater Hartford Area (CT)                                    | \$82,005,472                | 2,131                     | \$53,882,000              | \$1,921,000              | \$7,415,000              |
| Greater Portland Area (OR)                                    | \$101,452,193               | 3,132                     | \$67,673,000              | \$4,762,000              | \$3,546,000              |
| Metropolitan Kansas City Area (MO/KS)                         | \$69,273,171                | 2,192                     | \$53,417,000              | \$3,689,000              | \$5,192,000              |
| Greater Milwaukee Area (WI)                                   | \$79,267,169                | 2,328                     | \$44,594,000              | \$5,356,000              | \$6,731,000              |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 16:**  
**Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Total Audience Expenditures | TOTAL Economic Impacts    |                           |                          |                          |
|---|-----------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
|   |                             | Full-Time Equivalent Jobs | Resident Household Income | Local Government Revenue | State Government Revenue |
| Central Florida Region (FL)                                   | \$165,039,213               | 5,276                     | \$116,811,000             | \$10,911,000             | \$15,634,000             |
| Greater Washington DC Region (DC/MD/VA)                       | \$563,722,354               | 8,708                     | \$180,120,000             | \$25,124,000             | \$9,966,000              |
| Greater Philadelphia Region (PA)                              | \$521,137,437               | 13,441                    | \$279,080,000             | \$31,680,000             | \$36,279,000             |
| Southeastern Michigan Region (MI)                             | \$132,560,262               | 3,097                     | \$79,846,000              | \$4,514,000              | \$8,766,000              |
| Greater Houston Area (TX)                                     | \$563,107,041               | 13,099                    | \$324,892,000             | \$34,978,000             | \$42,484,000             |
| North Texas Region (TX)                                       | \$216,653,567               | 5,969                     | \$149,853,000             | \$13,863,000             | \$15,486,000             |
| <b>Regional Average</b>                                       | <b>\$92,325,647</b>         | <b>2,277</b>              | <b>\$51,163,419</b>       | <b>\$5,031,806</b>       | <b>\$5,675,677</b>       |
| Regional Median   | \$19,105,535                | 669                       | \$15,549,000              | \$1,045,000              | \$1,273,000              |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | Total Audience Expenditures | TOTAL Economic Impacts    |                           |                          |                          |
|--|-----------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
|  |                             | Full-Time Equivalent Jobs | Resident Household Income | Local Government Revenue | State Government Revenue |
| State of South Dakota  | \$60,456,028                | 1,690                     | \$36,460,000              | \$2,158,000              | \$3,420,000              |
| State of Delaware  | \$38,921,849                | 1,081                     | \$28,503,000              | \$536,000                | \$2,288,000              |
| State of Hawai'i   | \$70,319,715                | 1,406                     | \$51,571,000              | \$1,442,000              | \$6,470,000              |
| State of New Hampshire   | \$62,054,161                | 1,484                     | \$33,928,000              | \$3,375,000              | \$2,674,000              |
| State of Nebraska  | \$78,624,668                | 2,431                     | \$56,457,000              | \$4,418,000              | \$5,541,000              |
| State of Connecticut   | \$197,482,356               | 3,908                     | \$88,286,000              | \$6,748,000              | \$12,214,000             |
| State of Wisconsin   | \$195,084,268               | 6,628                     | \$146,127,000             | \$12,175,000             | \$16,390,000             |
| State of North Carolina  | \$582,577,874               | 17,781                    | \$385,450,000             | \$35,902,000             | \$33,482,000             |
| State of Pennsylvania  | \$1,074,732,171             | 30,236                    | \$577,354,000             | \$87,966,000             | \$110,435,000            |
| State of Illinois  | \$1,191,622,162             | 28,492                    | \$789,833,000             | \$86,189,000             | \$75,140,000             |
| <b>Statewide Average</b>                                       | <b>\$355,187,525</b>        | <b>9,514</b>              | <b>\$219,396,900</b>      | <b>\$24,090,900</b>      | <b>\$26,805,400</b>      |
| Statewide Median   | \$136,854,468               | 3,170                     | \$72,371,500              | \$5,583,000              | \$9,342,000              |

**Table 16:**  
**Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | Total <u>Audience</u><br>Expenditures | TOTAL Economic Impacts       |                              |                             |                             |
|---|---------------------------------------|------------------------------|------------------------------|-----------------------------|-----------------------------|
|   |                                       | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Grand Center Arts District (St. Louis, MO)                      | \$19,247,258                          | 567                          | \$13,384,000                 | \$1,257,000                 | \$920,000                   |
| Dallas Arts District (Dallas, TX)                               | \$52,309,107                          | 1,399                        | \$36,998,000                 | \$2,958,000                 | \$3,252,000                 |
| <b>Arts District Average</b>                                    | <b>\$35,778,183</b>                   | <b>983</b>                   | <b>\$25,191,000</b>          | <b>\$2,107,500</b>          | <b>\$2,086,000</b>          |

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

- <sup>1</sup> The economic impact findings for the District of Columbia (DC) are excluded from the calculation of the economic impact summary statistics on this table due to Washington, DC's unique status as a study region with no state government.

## Explanation of Table 17: Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

This table presents for each study region the direct economic impact of the expenditures made by arts audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during 2010. Summary statistics are calculated for each population group.

The direct impact is a measure of the effect of the initial expenditure. Because it measures only one round of spending, the direct impact is always smaller than the total impact, which measures the effect of each dollar as it is spent and re-spent within the study region. It is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity IV* National Statistical Report for more information about direct and total economic impacts.

### **Column Two:**

The total direct expenditures made by arts and culture audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during 2010. For example, when patrons attend an arts/culture event, they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the performance, and/or pay a babysitter upon returning home. In addition to these categories of expense, non-resident arts and culture audiences often stay overnight at a hotel.

### **Column Three:**

The number of full-time equivalent (FTE) jobs directly supported by the expenditures made by nonprofit arts and culture audiences in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

### **Column Four:**

The amount of household income paid to study region residents as a direct result of the expenditures made by nonprofit arts and culture audiences in each participating study region. Household income includes salaries, wages, and proprietary income.

### **Column Five:**

The amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by nonprofit arts and culture audiences in each participating study region. Local government includes the city and county governments located within each participating study region.

### **Column Six:**

The amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by nonprofit arts and culture audiences in each participating study region.

**Table 17:**  
**Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | Total Audience Expenditures | DIRECT Economic Impacts   |                           |                          |                          |
|---|-----------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
|   |                             | Full-Time Equivalent Jobs | Resident Household Income | Local Government Revenue | State Government Revenue |
| City of Gunnison (CO)***  | \$179,257                   | 4                         | \$78,000                  | \$5,000                  | \$4,000                  |
| Town of Telluride (CO)*   | \$20,797,981                | 449                       | \$8,559,000               | \$1,412,000              | \$432,000                |
| Town of Crested Butte (CO)***   | \$3,350,716                 | 77                        | \$1,332,000               | \$161,000                | \$78,000                 |
| Town of Newmarket (NH)  | \$89,438                    | 2                         | \$31,000                  | \$2,000                  | \$1,000                  |
| Greater Ketchikan Area (AK)   | \$3,695,946                 | 45                        | \$1,024,000               | \$71,000                 | \$57,000                 |
| Gunnison County (CO)  | \$3,529,973                 | 81                        | \$1,410,000               | \$166,000                | \$82,000                 |
| City of Durango (CO)  | \$3,220,322                 | 79                        | \$1,478,000               | \$180,000                | \$80,000                 |
| Teton County (WY)*  | \$31,276,019                | 570                       | \$9,020,000               | \$1,195,000              | \$1,060,000              |
| City of Laguna Beach (CA)*  | \$21,403,349                | 388                       | \$6,052,000               | \$551,000                | \$819,000                |
| City of Fairfax (VA)***   | \$2,624,593                 | 32                        | \$556,000                 | \$42,000                 | \$46,000                 |
| City of Auburn (NY)   | \$1,634,048                 | 26                        | \$518,000                 | \$98,000                 | \$65,000                 |
| City of Slidell (LA)***   | \$2,217,986                 | 48                        | \$853,000                 | \$81,000                 | \$119,000                |
| City of Winter Park (FL)***   | \$26,578,730                | 619                       | \$7,909,000               | \$815,000                | \$895,000                |
| Greater Elkins Area (WV)  | \$4,599,612                 | 81                        | \$1,602,000               | \$187,000                | \$292,000                |
| Transylvania County (NC)  | \$4,193,766                 | 72                        | \$1,309,000               | \$135,000                | \$157,000                |
| City of Rochester (NH)  | \$3,068,572                 | 57                        | \$1,079,000               | \$27,000                 | \$26,000                 |
| City and Borough of Juneau (AK)   | \$1,126,828                 | 22                        | \$371,000                 | \$18,000                 | \$47,000                 |
| Princeton (NJ)**  | \$11,382,126                | 171                       | \$3,314,000               | \$416,000                | \$452,000                |
| Platte County (NE)  | \$3,030,192                 | 57                        | \$1,114,000               | \$86,000                 | \$145,000                |
| Adams County (NE)   | \$3,242,344                 | 72                        | \$1,374,000               | \$152,000                | \$165,000                |
| City of Fairbanks (AK)  | \$5,591,498                 | 98                        | \$1,989,000               | \$159,000                | \$74,000                 |
| City of West Hollywood (CA)**   | \$8,515,044                 | 153                       | \$3,181,000               | \$196,000                | \$391,000                |
| City of Pittsfield (MA)**   | \$12,388,438                | 317                       | \$3,762,000               | \$229,000                | \$504,000                |
| Windham County (VT)*  | \$3,231,306                 | 77                        | \$997,000                 | \$84,000                 | \$142,000                |
| Iron County (UT)*   | \$32,970,876                | 702                       | \$9,939,000               | \$1,427,000              | \$1,297,000              |
| Watauga County (NC)   | \$6,510,435                 | 151                       | \$2,740,000               | \$344,000                | \$233,000                |
| Buffalo County (NE)   | \$4,376,476                 | 94                        | \$1,826,000               | \$123,000                | \$201,000                |
| <b>Group A Average</b>  | <b>\$8,326,884</b>          | <b>168</b>                | <b>\$2,719,148</b>        | <b>\$309,704</b>         | <b>\$291,259</b>         |
| Average Excluding Outliers/Exclusions   | \$4,717,356                 | 93                        | \$1,654,235               | \$152,294                | \$174,824                |
| Group A Median  | \$3,695,946                 | 79                        | \$1,410,000               | \$159,000                | \$145,000                |



**Table 17:**  
**Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | Total <u>Audience</u><br>Expenditures | DIRECT Economic Impacts      |                              |                             |                             |
|--|---------------------------------------|------------------------------|------------------------------|-----------------------------|-----------------------------|
|  |                                       | Full-Time<br>Equivalent Jobs | Resident<br>Household Income | Local<br>Government Revenue | State<br>Government Revenue |
| Chenango County (NY)   | \$811,106                             | 10                           | \$198,000                    | \$51,000                    | \$28,000                    |
| City of La Crosse (WI)   | \$6,076,502                           | 156                          | \$2,533,000                  | \$166,000                   | \$251,000                   |
| Lenoir County (NC)   | \$654,637                             | 13                           | \$290,000                    | \$38,000                    | \$25,000                    |
| City of Dubuque (IA)   | \$29,593,558                          | 705                          | \$13,178,000                 | \$1,513,000                 | \$1,199,000                 |
| Greater Enid Area (OK)   | \$4,667,999                           | 92                           | \$1,836,000                  | \$191,000                   | \$180,000                   |
| City of Flagstaff (AZ)   | \$35,163,708                          | 777                          | \$15,196,000                 | \$1,891,000                 | \$1,812,000                 |
| City of Portland (ME)  | \$22,643,872                          | 494                          | \$6,634,000                  | \$666,000                   | \$865,000                   |
| Athens County (OH)   | \$7,598,782                           | 165                          | \$3,248,000                  | \$358,000                   | \$362,000                   |
| Rutherford County (NC)   | \$378,229                             | 7                            | \$126,000                    | \$13,000                    | \$14,000                    |
| City of Walnut Creek (CA)  | \$14,346,782                          | 195                          | \$3,277,000                  | \$200,000                   | \$525,000                   |
| City of Missoula (MT)  | \$26,286,497                          | 633                          | \$10,670,000                 | \$864,000                   | \$230,000                   |
| City of Bloomington (IN)   | \$19,976,316                          | 471                          | \$8,650,000                  | \$524,000                   | \$967,000                   |
| City of Miami Beach (FL)***  | \$56,323,841                          | 1,029                        | \$23,422,000                 | \$2,405,000                 | \$3,401,000                 |
| Greater Parkersburg Area (WV)  | \$1,068,416                           | 22                           | \$468,000                    | \$18,000                    | \$54,000                    |
| Moore County (NC)  | \$3,221,079                           | 58                           | \$1,027,000                  | \$85,000                    | \$100,000                   |
| Indiana County (PA)  | \$142,854                             | 3                            | \$61,000                     | \$3,000                     | \$7,000                     |
| Buchanan County (MO)   | \$4,626,753                           | 114                          | \$2,160,000                  | \$103,000                   | \$171,000                   |
| City of Boulder (CO)   | \$11,572,023                          | 224                          | \$3,972,000                  | \$273,000                   | \$314,000                   |
| Eau Claire County (WI)   | \$2,793,599                           | 71                           | \$1,346,000                  | \$73,000                    | \$123,000                   |
| <b>Group B Average</b>   | <b>\$13,049,819</b>                   | <b>276</b>                   | <b>\$5,173,263</b>           | <b>\$496,579</b>            | <b>\$559,368</b>            |
| Average <u>Excluding</u> Outliers/Exclusions                                 | \$10,645,706                          | 234                          | \$4,159,444                  | \$390,556                   | \$401,500                   |
| Group B Median   | \$6,076,502                           | 156                          | \$2,533,000                  | \$191,000                   | \$230,000                   |

**Table 17:**  
**Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | Total Audience Expenditures | DIRECT Economic Impacts   |                           |                          |                          |
|--|-----------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
|  |                             | Full-Time Equivalent Jobs | Resident Household Income | Local Government Revenue | State Government Revenue |
| City of Rochester (MN)   | \$19,084,515                | 233                       | \$4,709,000               | \$416,000                | \$826,000                |
| Tompkins County (NY)   | \$7,336,956                 | 163                       | \$2,898,000               | \$507,000                | \$342,000                |
| Wayne County (NC)  | \$1,363,434                 | 32                        | \$609,000                 | \$45,000                 | \$57,000                 |
| City of McKinney (TX)  | \$1,407,326                 | 27                        | \$484,000                 | \$23,000                 | \$59,000                 |
| Orange County (NC)   | \$21,503,700                | 518                       | \$8,948,000               | \$888,000                | \$912,000                |
| Town of Cary (NC)***   | \$4,964,157                 | 109                       | \$2,126,000               | \$222,000                | \$192,000                |
| Marathon County (WI)   | \$3,912,630                 | 109                       | \$1,505,000               | \$74,000                 | \$132,000                |
| Greater Charlottesville Area (VA)**  | \$64,870,161                | 726                       | \$15,283,000              | \$3,299,000              | \$2,009,000              |
| City of Fort Collins (CO)  | \$10,153,509                | 246                       | \$4,092,000               | \$538,000                | \$285,000                |
| Cambria County (PA)  | \$25,007,884                | 520                       | \$9,998,000               | \$719,000                | \$1,211,000              |
| City of Alexandria (VA)  | \$44,580,402                | 719                       | \$12,193,000              | \$1,050,000              | \$1,092,000              |
| City of Eugene (OR)  | \$16,084,968                | 369                       | \$6,663,000               | \$344,000                | \$56,000                 |
| Pitt County (NC)   | \$3,096,141                 | 77                        | \$1,486,000               | \$111,000                | \$121,000                |
| City of Santa Clarita (CA)   | \$5,564,504                 | 97                        | \$2,233,000               | \$68,000                 | \$270,000                |
| City of Providence (RI)**  | \$106,067,850               | 1,847                     | \$23,991,000              | \$2,672,000              | \$3,875,000              |
| Erie (PA)  | \$7,500,339                 | 190                       | \$2,885,000               | \$121,000                | \$295,000                |
| New Hanover County (NC)  | \$15,106,019                | 373                       | \$6,855,000               | \$622,000                | \$603,000                |
| City of Glendale (CA)  | \$2,978,277                 | 57                        | \$1,056,000               | \$56,000                 | \$172,000                |
| City of Tacoma (WA)  | \$29,855,696                | 523                       | \$9,016,000               | \$802,000                | \$1,038,000              |
| Whatcom County (WA)  | \$5,420,331                 | 135                       | \$1,988,000               | \$187,000                | \$233,000                |
| City of Boise (ID)   | \$25,293,132                | 571                       | \$9,881,000               | \$340,000                | \$986,000                |
| Lackawanna County (PA)   | \$12,507,554                | 293                       | \$4,995,000               | \$212,000                | \$513,000                |
| Arlington County (VA)  | \$7,324,424                 | 110                       | \$1,957,000               | \$293,000                | \$179,000                |
| City of Orlando (FL)***  | \$45,874,130                | 1,104                     | \$16,327,000              | \$1,602,000              | \$1,907,000              |
| Buncombe County (NC)   | \$26,820,994                | 628                       | \$10,426,000              | \$1,386,000              | \$1,195,000              |
| St. Tammany Parish (LA)  | \$14,696,163                | 323                       | \$5,757,000               | \$560,000                | \$779,000                |
| Alachua County (FL)  | \$53,153,848                | 1,168                     | \$19,200,000              | \$1,310,000              | \$1,999,000              |
| Greater Jackson Area (MS)  | \$6,715,101                 | 140                       | \$3,066,000               | \$292,000                | \$437,000                |
| <b>Group C Average</b>   | <b>\$21,008,719</b>         | <b>407</b>                | <b>\$6,808,107</b>        | <b>\$669,964</b>         | <b>\$777,679</b>         |
| Average Excluding Outliers/Exclusions  | \$20,669,456                | 392                       | \$6,622,077               | \$651,346                | \$756,769                |
| Group C Median   | \$13,601,859                | 270                       | \$4,852,000               | \$380,000                | \$475,000                |

**Table 17:**  
**Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | Total Audience Expenditures | DIRECT Economic Impacts   |                           |                          |                          |
|--|-----------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
|  |                             | Full-Time Equivalent Jobs | Resident Household Income | Local Government Revenue | State Government Revenue |
| City of Lincoln (NE)   | \$19,565,607                | 473                       | \$7,462,000               | \$618,000                | \$789,000                |
| Durham County (NC)   | \$51,414,683                | 1,127                     | \$21,723,000              | \$3,055,000              | \$1,846,000              |
| Osceola County (FL)  | \$499,214                   | 12                        | \$199,000                 | \$9,000                  | \$28,000                 |
| City of Newark (NJ)  | \$52,868,971                | 651                       | \$13,740,000              | \$1,162,000              | \$1,929,000              |
| City of Riverside (CA)***  | \$20,727,398                | 458                       | \$8,170,000               | \$419,000                | \$1,130,000              |
| Lexington-Fayette Urban County (KY)  | \$10,446,761                | 274                       | \$4,853,000               | \$167,000                | \$563,000                |
| Loudoun County (VA)  | \$7,668,542                 | 99                        | \$2,157,000               | \$183,000                | \$231,000                |
| Cumberland County (NC)   | \$21,542,634                | 524                       | \$9,706,000               | \$785,000                | \$909,000                |
| Greater Chattanooga Area (TN)  | \$65,579,534                | 1,364                     | \$28,641,000              | \$1,944,000              | \$3,738,000              |
| Forsyth County (NC)  | \$65,925,399                | 1,418                     | \$26,271,000              | \$2,518,000              | \$2,817,000              |
| City of Wichita (KS)   | \$29,063,523                | 672                       | \$11,481,000              | \$1,061,000              | \$1,043,000              |
| Sarasota County (FL)   | \$50,749,733                | 831                       | \$20,277,000              | \$2,007,000              | \$3,648,000              |
| City of Oakland (CA)   | \$22,017,486                | 343                       | \$7,864,000               | \$880,000                | \$975,000                |
| Santa Barbara County (CA)  | \$44,322,268                | 984                       | \$14,353,000              | \$1,368,000              | \$2,154,000              |
| City of Miami (FL)***  | \$233,887,365               | 4,176                     | \$92,778,000              | \$6,848,000              | \$12,741,000             |
| Seminole County (FL)   | \$1,301,516                 | 23                        | \$462,000                 | \$46,000                 | \$66,000                 |
| City of Omaha (NE)   | \$44,017,170                | 907                       | \$17,832,000              | \$1,116,000              | \$2,025,000              |
| Greater Syracuse Area (NY)   | \$99,467,778                | 2,323                     | \$41,594,000              | \$5,735,000              | \$4,622,000              |
| City of Mesa (AZ)  | \$10,495,071                | 208                       | \$3,702,000               | \$252,000                | \$422,000                |
| Guilford County (NC)   | \$71,743,900                | 1,783                     | \$22,706,000              | \$2,494,000              | \$2,432,000              |
| Dane County (WI)   | \$76,266,707                | 1,659                     | \$22,736,000              | \$1,898,000              | \$2,820,000              |
| Volusia County (FL)  | \$15,935,543                | 368                       | \$6,608,000               | \$589,000                | \$880,000                |
| <b>Group D Average</b>   | <b>\$46,159,400</b>         | <b>940</b>                | <b>\$17,514,318</b>       | <b>\$1,597,909</b>       | <b>\$2,173,091</b>       |
| Average Excluding Outliers/Exclusions  | \$38,044,602                | 802                       | \$14,218,350              | \$1,394,350              | \$1,696,850              |
| Group D Median   | \$36,540,347                | 662                       | \$12,610,500              | \$1,088,500              | \$1,488,000              |

**Table 17:**  
**Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | Total Audience Expenditures | DIRECT Economic Impacts   |                           |                          |                          |
|--|-----------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
|  |                             | Full-Time Equivalent Jobs | Resident Household Income | Local Government Revenue | State Government Revenue |
| City of Albuquerque (NM)   | \$30,270,300                | 667                       | \$13,689,000              | \$550,000                | \$1,505,000              |
| City of Atlanta (GA)   | \$131,869,187               | 3,026                     | \$45,564,000              | \$6,224,000              | \$5,006,000              |
| Polk County (FL)   | \$7,801,775                 | 165                       | \$3,007,000               | \$236,000                | \$407,000                |
| Lee County (FL)  | \$45,143,166                | 922                       | \$17,236,000              | \$1,530,000              | \$2,590,000              |
| City of Seattle (WA)   | \$175,628,709               | 2,982                     | \$41,661,000              | \$5,873,000              | \$6,116,000              |
| District of Columbia (DC)* <sup>1</sup>  | \$394,790,447               | 2,228                     | \$42,929,000              | \$13,361,000             | \$0                      |
| City of Baltimore (MD)   | \$121,937,488               | 2,084                     | \$31,406,000              | \$2,627,000              | \$3,625,000              |
| Jefferson County (AL)  | \$146,401,225               | 2,592                     | \$35,185,000              | \$4,470,000              | \$3,718,000              |
| City of Austin (TX)  | \$98,968,236                | 2,068                     | \$32,487,000              | \$4,467,000              | \$3,442,000              |
| City of Indianapolis (IN)  | \$191,393,300               | 4,656                     | \$69,400,000              | \$4,406,000              | \$10,514,000             |
| City and County of San Francisco (CA)*   | \$237,851,930               | 4,460                     | \$77,450,000              | \$7,988,000              | \$10,859,000             |
| Prince George's County (MD)  | \$12,639,245                | 194                       | \$3,065,000               | \$337,000                | \$366,000                |
| Bergen County (NJ)   | \$14,497,093                | 189                       | \$3,972,000               | \$304,000                | \$473,000                |
| Wake County (NC)   | \$78,421,629                | 1,654                     | \$23,297,000              | \$2,737,000              | \$2,532,000              |
| Fairfield County (CT)  | \$46,000,821                | 453                       | \$9,811,000               | \$330,000                | \$1,207,000              |
| Mecklenburg County (NC)  | \$101,620,796               | 1,971                     | \$27,947,000              | \$4,154,000              | \$3,188,000              |
| Greater Memphis Area (TN)  | \$62,582,581                | 1,286                     | \$26,086,000              | \$2,549,000              | \$3,665,000              |
| City of San Jose (CA)***   | \$49,348,167                | 660                       | \$9,842,000               | \$932,000                | \$1,469,000              |
| Westchester County (NY)  | \$59,594,940                | 1,240                     | \$26,599,000              | \$2,568,000              | \$4,133,000              |
| Montgomery County (MD)   | \$74,321,520                | 750                       | \$12,251,000              | \$1,646,000              | \$1,533,000              |
| <b>Group E Average</b>   | <b>\$104,054,128</b>        | <b>1,685</b>              | <b>\$26,839,737</b>       | <b>\$2,838,316</b>       | <b>\$3,492,000</b>       |
| Average Excluding Outliers/Exclusions  | \$82,299,530                | 1,582                     | \$24,862,529              | \$2,647,529              | \$3,177,647              |
| Group E Median   | \$76,371,575                | 1,286                     | \$26,086,000              | \$2,568,000              | \$3,188,000              |

**Table 17:**  
**Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | Total Audience Expenditures | DIRECT Economic Impacts   |                           |                          |                          |
|---|-----------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
|   |                             | Full-Time Equivalent Jobs | Resident Household Income | Local Government Revenue | State Government Revenue |
| Pima County (AZ)  | \$44,940,733                | 1,004                     | \$16,596,000              | \$910,000                | \$1,801,000              |
| Fairfax County (VA)   | \$30,066,316                | 302                       | \$4,958,000               | \$458,000                | \$528,000                |
| Orange County (FL)  | \$110,252,107               | 2,699                     | \$35,203,000              | \$3,501,000              | \$3,713,000              |
| Greater Columbus Area (OH)  | \$95,167,848                | 2,334                     | \$43,833,000              | \$3,176,000              | \$4,489,000              |
| Allegheny County (PA)   | \$316,787,838               | 6,807                     | \$81,901,000              | \$8,496,000              | \$16,125,000             |
| City of San Diego (CA)***   | \$341,334,110               | 5,587                     | \$138,917,000             | \$9,746,000              | \$16,271,000             |
| City of Dallas (TX)   | \$156,585,203               | 2,867                     | \$60,677,000              | \$6,581,000              | \$6,694,000              |
| Palm Beach County (FL)  | \$111,052,882               | 1,912                     | \$30,325,000              | \$2,379,000              | \$3,418,000              |
| Greater St. Louis Area (MO)   | \$269,079,387               | 6,336                     | \$99,378,000              | \$12,362,000             | \$10,952,000             |
| City of San Antonio (TX)  | \$71,964,193                | 1,668                     | \$31,809,000              | \$2,078,000              | \$4,275,000              |
| Sacramento County (CA)  | \$29,930,968                | 559                       | \$11,154,000              | \$846,000                | \$1,498,000              |
| City and County of Philadelphia (PA)  | \$478,712,213               | 8,795                     | \$128,543,000             | \$19,808,000             | \$16,990,000             |
| City of Phoenix (AZ)  | \$136,110,089               | 2,773                     | \$47,185,000              | \$3,678,000              | \$6,333,000              |
| Broward County (FL)   | \$126,877,854               | 2,534                     | \$43,778,000              | \$2,928,000              | \$4,101,000              |
| Santa Clara County (CA)   | \$61,982,976                | 819                       | \$12,101,000              | \$1,147,000              | \$1,861,000              |
| Tarrant County (TX)   | \$45,257,105                | 910                       | \$18,025,000              | \$1,221,000              | \$2,212,000              |
| Clark County (NV)   | \$21,573,435                | 420                       | \$7,996,000               | \$456,000                | \$1,194,000              |
| Riverside County (CA)   | \$34,438,434                | 744                       | \$11,695,000              | \$924,000                | \$1,720,000              |
| Miami-Dade County (FL)  | \$402,224,799               | 7,991                     | \$174,949,000             | \$11,182,000             | \$22,359,000             |
| City of Chicago (IL)  | \$989,821,832               | 15,657                    | \$210,076,000             | \$41,800,000             | \$32,012,000             |
| San Diego County (CA)   | \$392,652,110               | 6,427                     | \$159,803,000             | \$11,212,000             | \$18,717,000             |
| City of Los Angeles (CA)  | \$435,210,240               | 7,602                     | \$169,360,000             | \$10,827,000             | \$20,697,000             |
| Harris County (TX)  | \$495,568,097               | 7,685                     | \$181,421,000             | \$17,704,000             | \$26,690,000             |
| <b>Group F Average</b>  | <b>\$225,982,207</b>        | <b>4,106</b>              | <b>\$74,768,826</b>       | <b>\$7,540,000</b>       | <b>\$9,767,391</b>       |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$220,738,939               | 4,038                     | \$71,853,000              | \$7,439,727              | \$9,471,773              |
| Group F Median  | \$126,877,854               | 2,699                     | \$43,833,000              | \$3,501,000              | \$4,489,000              |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |                             |                           |                           |                          |                          |
| <b>Average</b>  | <b>\$67,303,573</b>         | <b>1,220</b>              | <b>\$21,574,558</b>       | <b>\$2,167,087</b>       | <b>\$2,746,906</b>       |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$65,212,203                | 1,231                     | \$21,358,017              | \$2,192,692              | \$2,718,425              |
| Median  | \$21,573,435                | 471                       | \$8,170,000               | \$618,000                | \$895,000                |

**Table 17:**  
**Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Total Audience Expenditures | DIRECT Economic Impacts   |                           |                          |                          |
|---|-----------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
|   |                             | Full-Time Equivalent Jobs | Resident Household Income | Local Government Revenue | State Government Revenue |
| Greater Portsmouth Area (NH)                                  | \$30,911,501                | 629                       | \$10,303,000              | \$1,263,000              | \$593,000                |
| Greater Concord Area (NH)                                     | \$6,957,719                 | 139                       | \$2,611,000               | \$104,000                | \$56,000                 |
| Greater Aberdeen Area (SD)                                    | \$3,045,063                 | 61                        | \$1,212,000               | \$114,000                | \$111,000                |
| Centre Region (PA)  | \$12,476,232                | 268                       | \$4,994,000               | \$484,000                | \$693,000                |
| Greater Minot Area (ND)                                       | \$3,621,156                 | 72                        | \$1,313,000               | \$141,000                | \$185,000                |
| Creative Corridor in Northwest Iowa (IA)                      | \$7,459,884                 | 158                       | \$3,086,000               | \$360,000                | \$290,000                |
| Northern New Hampshire (NH)                                   | \$7,372,158                 | 138                       | \$2,936,000               | \$270,000                | \$98,000                 |
| Greater Sioux Falls Area (SD)                                 | \$19,105,535                | 451                       | \$8,910,000               | \$619,000                | \$718,000                |
| Greater Athens Area (GA)                                      | \$6,168,568                 | 134                       | \$2,958,000               | \$295,000                | \$195,000                |
| Greater Rockford Area (IL)                                    | \$6,624,256                 | 152                       | \$2,738,000               | \$170,000                | \$329,000                |
| Greater Peoria Area (IL)                                      | \$5,555,837                 | 115                       | \$2,326,000               | \$175,000                | \$282,000                |
| Greater Fox Cities Region (WI)                                | \$11,091,534                | 119                       | \$2,051,000               | \$126,000                | \$331,000                |
| Northern Tier Region (PA)                                     | \$3,253,732                 | 57                        | \$1,108,000               | \$78,000                 | \$152,000                |
| Northwest Arkansas Area (AR)                                  | \$14,580,226                | 295                       | \$4,726,000               | \$353,000                | \$992,000                |
| Mahoning Valley Region (OH)                                   | \$12,537,414                | 267                       | \$5,038,000               | \$367,000                | \$582,000                |
| Iowa Cultural Corridor (IA)                                   | \$29,572,994                | 597                       | \$9,878,000               | \$882,000                | \$1,701,000              |
| Pikes Peak Region (CO)  | \$34,544,172                | 857                       | \$13,669,000              | \$1,920,000              | \$872,000                |
| Greater Columbia Area (SC)                                    | \$17,368,257                | 456                       | \$8,278,000               | \$580,000                | \$816,000                |
| Lehigh Valley Region (PA)                                     | \$105,867,965               | 2,560                     | \$42,606,000              | \$2,589,000              | \$5,851,000              |
| West Valley Region (AZ)                                       | \$6,179,636                 | 126                       | \$2,509,000               | \$102,000                | \$266,000                |
| Greater Harrisburg Area (PA)                                  | \$23,583,352                | 475                       | \$8,234,000               | \$309,000                | \$1,403,000              |
| Greater Hartford Area (CT)                                    | \$82,005,472                | 1,559                     | \$31,635,000              | \$987,000                | \$5,476,000              |
| Greater Portland Area (OR)                                    | \$101,452,193               | 2,135                     | \$35,645,000              | \$2,538,000              | \$1,099,000              |
| Metropolitan Kansas City Area (MO/KS)                         | \$69,273,171                | 1,488                     | \$28,221,000              | \$2,222,000              | \$3,578,000              |
| Greater Milwaukee Area (WI)                                   | \$79,267,169                | 1,569                     | \$23,265,000              | \$2,214,000              | \$4,353,000              |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 17:**  
**Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | Total Audience Expenditures | DIRECT Economic Impacts   |                           |                          |                          |
|---|-----------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
|   |                             | Full-Time Equivalent Jobs | Resident Household Income | Local Government Revenue | State Government Revenue |
| Central Florida Region (FL)                                   | \$165,039,213               | 3,629                     | \$62,984,000              | \$6,127,000              | \$10,049,000             |
| Greater Washington DC Region (DC/MD/VA)                       | \$563,722,354               | 7,183                     | \$131,733,000             | \$17,202,000             | \$7,981,000              |
| Greater Philadelphia Region (PA)                              | \$521,137,437               | 9,158                     | \$149,649,000             | \$20,024,000             | \$24,355,000             |
| Southeastern Michigan Region (MI)                             | \$132,560,262               | 2,176                     | \$45,790,000              | \$1,974,000              | \$5,746,000              |
| Greater Houston Area (TX)                                     | \$563,107,041               | 9,589                     | \$193,834,000             | \$21,276,000             | \$30,799,000             |
| North Texas Region (TX)                                       | \$216,653,567               | 4,174                     | \$83,023,000              | \$7,598,000              | \$10,589,000             |
| <b>Regional Average</b>                                       | <b>\$92,325,647</b>         | <b>1,638</b>              | <b>\$29,911,710</b>       | <b>\$3,014,935</b>       | <b>\$3,888,419</b>       |
| Regional Median   | \$19,105,535                | 456                       | \$8,278,000               | \$580,000                | \$816,000                |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | Total Audience Expenditures | DIRECT Economic Impacts   |                           |                          |                          |
|--|-----------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
|  |                             | Full-Time Equivalent Jobs | Resident Household Income | Local Government Revenue | State Government Revenue |
| State of South Dakota  | \$60,456,028                | 1,534                     | \$32,109,000              | \$1,959,000              | \$3,006,000              |
| State of Delaware  | \$38,921,849                | 987                       | \$25,285,000              | \$490,000                | \$847,000                |
| State of Hawai'i   | \$70,319,715                | 1,172                     | \$44,810,000              | \$1,183,000              | \$5,213,000              |
| State of New Hampshire   | \$62,054,161                | 1,321                     | \$29,863,000              | \$2,848,000              | \$2,127,000              |
| State of Nebraska  | \$78,624,668                | 2,197                     | \$49,724,000              | \$3,911,000              | \$4,895,000              |
| State of Connecticut   | \$197,482,356               | 3,402                     | \$77,216,000              | \$5,458,000              | \$10,375,000             |
| State of Wisconsin   | \$195,084,268               | 5,893                     | \$126,735,000             | \$10,651,000             | \$14,176,000             |
| State of North Carolina  | \$582,577,874               | 15,814                    | \$331,412,000             | \$32,258,000             | \$28,719,000             |
| State of Pennsylvania  | \$1,074,732,171             | 26,593                    | \$491,826,000             | \$74,805,000             | \$89,606,000             |
| State of Illinois  | \$1,191,622,162             | 25,380                    | \$679,879,000             | \$75,260,000             | \$64,608,000             |
| <b>Statewide Average</b>                                       | <b>\$355,187,525</b>        | <b>8,429</b>              | <b>\$188,885,900</b>      | <b>\$20,882,300</b>      | <b>\$22,357,200</b>      |
| Statewide Median   | \$136,854,468               | 2,800                     | \$63,470,000              | \$4,684,500              | \$7,794,000              |



**Table 17:**  
**Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | Total Audience Expenditures | DIRECT Economic Impacts   |                           |                          |                          |
|---|-----------------------------|---------------------------|---------------------------|--------------------------|--------------------------|
|   |                             | Full-Time Equivalent Jobs | Resident Household Income | Local Government Revenue | State Government Revenue |
| Grand Center Arts District (St. Louis, MO)                      | \$19,247,258                | 405                       | \$7,526,000               | \$795,000                | \$619,000                |
| Dallas Arts District (Dallas, TX)                               | \$52,309,107                | 952                       | \$20,323,000              | \$1,804,000              | \$2,116,000              |
| <b>Arts District Average</b>                                    | <b>\$35,778,183</b>         | <b>679</b>                | <b>\$13,924,500</b>       | <b>\$1,299,500</b>       | <b>\$1,367,500</b>       |

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

- <sup>1</sup> The economic impact findings for the District of Columbia (DC) are excluded from the calculation of the economic impact summary statistics on this table due to Washington, DC's unique status as a study region with no state government.

## Explanation of Table 18: Economic Impact per \$100,000 of Direct Spending by Nonprofit Arts and Culture Audiences Per Study Region During 2010

This table summarizes the total and direct economic impacts of expenditures made by nonprofit arts and culture audiences in the form of ratios. Summary statistics are calculated for each population group.

Using this chart, a determination can be made of the economic impact per \$100,000 of direct spending by nonprofit arts and culture audiences. These ratios are derived by dividing the total and direct economic impact of expenditures by nonprofit arts and culture audiences (found on Tables 16 and 17) by the total expenditures made by nonprofit arts and culture audiences and then multiplying by 100,000. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity* National Statistical Report for more information about direct and total economic impact.

### Column Two:

The economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per \$100,000 of direct spending by nonprofit arts and culture audiences in each participating study region.

### Column Three:

The economic impact ratio for the total amount of household income paid to study region residents per \$100,000 of direct spending by nonprofit arts and culture audiences in each participating study region.

### Column Four:

The economic impact ratio for the total amount of revenue generated to local government (e.g., licenses, fees, taxes) per \$100,000 of direct spending by nonprofit arts and culture audiences in each participating study region. Local government includes the city and county governments located within each participating study region.

### Column Five:

The economic impact ratio for the total amount of revenue generated to state government (e.g., licenses, fees, taxes) per \$100,000 of direct spending by nonprofit arts and culture audiences in each participating study region.

### Column Six:

The direct economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per \$100,000 in direct spending.

### Column Seven:

The direct economic impact ratio for the total amount of household income paid to the study region's residents per \$100,000 in direct spending.

### Column Eight:

The direct economic impact ratio for the total amount of local government revenue generated per \$100,000 in direct spending.

### Column Nine:

The direct economic impact ratio for the total amount of state government revenue generated per \$100,000 in direct spending.

**Table 18:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Culture Audiences Per Study Region During 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | TOTAL Impacts per \$100,000 of Spending |                 |                |                | DIRECT Impacts per \$100,000 of Spending |                 |                |                |
|---|---|-----------------|----------------|----------------|--|-----------------|----------------|----------------|
|   | Full-Time                               | Household       | Local          | State          | Full-Time                                | Household       | Local          | State          |
|   | Equivalent Jobs                         | Income          | Govt. Revenue  | Govt. Revenue  | Equivalent Jobs                          | Income          | Govt. Revenue  | Govt. Revenue  |
| City of Gunnison (CO)   | 2.79                                    | \$55,786        | \$3,905        | \$2,789        | 2.23                                     | \$43,513        | \$2,789        | \$2,231        |
| Town of Telluride (CO)  | 2.49                                    | \$50,644        | \$7,544        | \$2,563        | 2.16                                     | \$41,153        | \$6,789        | \$2,077        |
| Town of Crested Butte (CO)  | 2.72                                    | \$51,362        | \$5,999        | \$2,835        | 2.30                                     | \$39,753        | \$4,805        | \$2,328        |
| Town of Newmarket (NH)  | 2.24                                    | \$57,023        | \$4,472        | \$3,354        | 2.24                                     | \$34,661        | \$2,236        | \$1,118        |
| Greater Ketchikan Area (AK)   | 1.43                                    | \$34,362        | \$3,112        | \$3,517        | 1.22                                     | \$27,706        | \$1,921        | \$1,542        |
| Gunnison County (CO)  | 2.72                                    | \$51,587        | \$5,892        | \$2,833        | 2.29                                     | \$39,944        | \$4,703        | \$2,323        |
| City of Durango (CO)  | 3.11                                    | \$66,484        | \$7,484        | \$3,385        | 2.45                                     | \$45,896        | \$5,590        | \$2,484        |
| Teton County (WY)   | 2.13                                    | \$36,488        | \$4,448        | \$6,417        | 1.82                                     | \$28,840        | \$3,821        | \$3,389        |
| City of Laguna Beach (CA) <sup>1</sup>  | 2.56                                    | \$50,282        | \$4,467        | \$5,261        | 1.81                                     | \$28,276        | \$2,574        | \$3,827        |
| City of Fairfax (VA)  | 1.52                                    | \$28,233        | \$2,629        | \$2,324        | 1.22                                     | \$21,184        | \$1,600        | \$1,753        |
| City of Auburn (NY) <sup>1</sup>  | 1.96                                    | \$41,982        | \$8,568        | \$4,896        | 1.59                                     | \$31,700        | \$5,997        | \$3,978        |
| City of Slidell (LA)  | 2.75                                    | \$57,304        | \$6,312        | \$7,845        | 2.16                                     | \$38,458        | \$3,652        | \$5,365        |
| City of Winter Park (FL)  | 3.51                                    | \$56,485        | \$4,635        | \$5,350        | 2.33                                     | \$29,757        | \$3,066        | \$3,367        |
| Greater Elkins Area (WV)  | 2.22                                    | \$48,504        | \$5,109        | \$8,370        | 1.76                                     | \$34,829        | \$4,066        | \$6,348        |
| Transylvania County (NC)  | 2.05                                    | \$40,870        | \$4,411        | \$4,817        | 1.72                                     | \$31,213        | \$3,219        | \$3,744        |
| City of Rochester (NH)  | 2.35                                    | \$51,490        | \$2,509        | \$2,379        | 1.86                                     | \$35,163        | \$880          | \$847          |
| City and Borough of Juneau (AK)   | 2.22                                    | \$42,864        | \$3,106        | \$5,325        | 1.95                                     | \$32,924        | \$1,597        | \$4,171        |
| Princeton (NJ)  | 1.99                                    | \$47,223        | \$5,781        | \$5,324        | 1.50                                     | \$29,116        | \$3,655        | \$3,971        |
| Platte County (NE)  | 2.28                                    | \$47,918        | \$3,993        | \$5,808        | 1.88                                     | \$36,763        | \$2,838        | \$4,785        |
| Adams County (NE)   | 2.87                                    | \$61,900        | \$6,631        | \$6,662        | 2.22                                     | \$42,377        | \$4,688        | \$5,089        |
| City of Fairbanks (AK)  | 2.22                                    | \$50,648        | \$4,954        | \$4,829        | 1.75                                     | \$35,572        | \$2,844        | \$1,323        |
| City of West Hollywood (CA) <sup>1</sup>                                      | 2.58                                    | \$66,294        | \$4,451        | \$6,518        | 1.80                                     | \$37,357        | \$2,302        | \$4,592        |
| City of Pittsfield (MA) <sup>1</sup>  | 3.19                                    | \$45,397        | \$4,771        | \$5,271        | 2.56                                     | \$30,367        | \$1,849        | \$4,068        |
| Windham County (VT)   | 3.16                                    | \$47,164        | \$3,064        | \$6,282        | 2.38                                     | \$30,854        | \$2,600        | \$4,395        |
| Iron County (UT)  | 2.74                                    | \$42,756        | \$5,089        | \$5,068        | 2.13                                     | \$30,145        | \$4,328        | \$3,934        |
| Watauga County (NC)   | 2.92                                    | \$60,027        | \$6,451        | \$4,669        | 2.32                                     | \$42,086        | \$5,284        | \$3,579        |
| Buffalo County (NE)   | 2.79                                    | \$62,219        | \$4,593        | \$5,918        | 2.15                                     | \$41,723        | \$2,810        | \$4,593        |
| <b>Group A Average</b>  | <b>2.50</b>                             | <b>\$50,122</b> | <b>\$4,977</b> | <b>\$4,837</b> | <b>1.99</b>                              | <b>\$34,864</b> | <b>\$3,426</b> | <b>\$3,379</b> |
| Standard Deviation  | 0.50                                    | \$9,425         | \$1,533        | \$1,657        | 0.35                                     | \$5,973         | \$1,472        | \$1,413        |
| Confidence Interval (95 percent)  | 0.19                                    | \$3,555         | \$578          | \$625          | 0.13                                     | \$2,253         | \$555          | \$533          |

**Table 18:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Culture Audiences Per Study Region During 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | TOTAL Impacts per \$100,000 of Spending |                 |                |                | DIRECT Impacts per \$100,000 of Spending |                 |                |                |
|--|---|-----------------|----------------|----------------|--|-----------------|----------------|----------------|
|  | Full-Time                               | Household       | Local          | State          | Full-Time                                | Household       | Local          | State          |
|  | Equivalent Jobs                         | Income          | Govt. Revenue  | Govt. Revenue  | Equivalent Jobs                          | Income          | Govt. Revenue  | Govt. Revenue  |
| Chenango County (NY) <sup>1</sup>  | 1.48                                    | \$31,685        | \$7,644        | \$4,069        | 1.23                                     | \$24,411        | \$6,288        | \$3,452        |
| City of La Crosse (WI)   | 3.52                                    | \$69,695        | \$4,723        | \$5,957        | 2.57                                     | \$41,685        | \$2,732        | \$4,131        |
| Lenoir County (NC)   | 2.75                                    | \$65,991        | \$7,485        | \$5,194        | 1.99                                     | \$44,299        | \$5,805        | \$3,819        |
| City of Dubuque (IA)   | 3.22                                    | \$71,137        | \$7,089        | \$5,582        | 2.38                                     | \$44,530        | \$5,113        | \$4,052        |
| Greater Enid Area (OK)   | 2.53                                    | \$57,412        | \$5,463        | \$5,677        | 1.97                                     | \$39,332        | \$4,092        | \$3,856        |
| City of Flagstaff (AZ) <sup>1</sup>  | 2.87                                    | \$64,410        | \$7,223        | \$6,675        | 2.21                                     | \$43,215        | \$5,378        | \$5,153        |
| City of Portland (ME)  | 3.29                                    | \$56,686        | \$6,200        | \$6,063        | 2.18                                     | \$29,297        | \$2,941        | \$3,820        |
| Athens County (OH) <sup>1</sup>  | 2.71                                    | \$59,023        | \$6,633        | \$6,212        | 2.17                                     | \$42,744        | \$4,711        | \$4,764        |
| Rutherford County (NC)   | 2.12                                    | \$43,624        | \$4,495        | \$4,759        | 1.85                                     | \$33,313        | \$3,437        | \$3,701        |
| City of Walnut Creek (CA) <sup>1</sup>                                       | 1.62                                    | \$32,927        | \$2,704        | \$4,837        | 1.36                                     | \$22,841        | \$1,394        | \$3,659        |
| City of Missoula (MT)  | 3.38                                    | \$69,070        | \$5,402        | \$3,264        | 2.41                                     | \$40,591        | \$3,287        | \$875          |
| City of Bloomington (IN)   | 3.26                                    | \$71,485        | \$4,530        | \$6,678        | 2.36                                     | \$43,301        | \$2,623        | \$4,841        |
| City of Miami Beach (FL)   | 2.73                                    | \$76,461        | \$6,720        | \$9,918        | 1.83                                     | \$41,585        | \$4,270        | \$6,038        |
| Greater Parkersburg Area (WV)  | 2.81                                    | \$65,798        | \$3,089        | \$7,207        | 2.06                                     | \$43,803        | \$1,685        | \$5,054        |
| Moore County (NC)  | 2.11                                    | \$42,098        | \$3,663        | \$4,129        | 1.80                                     | \$31,884        | \$2,639        | \$3,105        |
| Indiana County (PA) <sup>1</sup>   | 2.80                                    | \$57,401        | \$3,500        | \$6,300        | 2.10                                     | \$42,701        | \$2,100        | \$4,900        |
| Buchanan County (MO)   | 3.39                                    | \$76,425        | \$4,409        | \$5,144        | 2.46                                     | \$46,685        | \$2,226        | \$3,696        |
| City of Boulder (CO)   | 2.53                                    | \$53,284        | \$3,344        | \$3,820        | 1.94                                     | \$34,324        | \$2,359        | \$2,713        |
| Eau Claire County (WI)   | 3.54                                    | \$82,438        | \$5,262        | \$6,372        | 2.54                                     | \$48,182        | \$2,613        | \$4,403        |
| <b>Group B Average</b>   | <b>2.77</b>                             | <b>\$60,371</b> | <b>\$5,241</b> | <b>\$5,677</b> | <b>2.07</b>                              | <b>\$38,880</b> | <b>\$3,457</b> | <b>\$4,002</b> |
| Standard Deviation   | 0.61                                    | \$14,446        | \$1,590        | \$1,491        | 0.36                                     | \$7,372         | \$1,442        | \$1,100        |
| Confidence Interval (95 percent)   | 0.27                                    | \$6,496         | \$715          | \$671          | 0.16                                     | \$3,315         | \$649          | \$495          |

**Table 18:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Culture Audiences Per Study Region During 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | TOTAL Impacts per \$100,000 of Spending |                     |                        |                        | DIRECT Impacts per \$100,000 of Spending |                     |                        |                        |
|--|---|---------------------|------------------------|------------------------|--|---------------------|------------------------|------------------------|
|  | Full-Time<br>Equivalent Jobs            | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue | Full-Time<br>Equivalent Jobs             | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue |
| City of Rochester (MN)   | 1.46                                    | \$32,770            | \$2,961                | \$5,554                | 1.22                                     | \$24,674            | \$2,180                | \$4,328                |
| Tompkins County (NY) <sup>1</sup>  | 2.69                                    | \$53,864            | \$9,745                | \$5,765                | 2.22                                     | \$39,499            | \$6,910                | \$4,661                |
| Wayne County (NC)  | 3.08                                    | \$67,917            | \$5,207                | \$5,868                | 2.35                                     | \$44,667            | \$3,300                | \$4,181                |
| City of McKinney (TX)  | 2.42                                    | \$51,090            | \$3,766                | \$5,898                | 1.92                                     | \$34,391            | \$1,634                | \$4,192                |
| Orange County (NC)   | 2.99                                    | \$59,632            | \$5,962                | \$6,083                | 2.41                                     | \$41,611            | \$4,130                | \$4,241                |
| Town of Cary (NC)  | 3.18                                    | \$77,395            | \$6,708                | \$6,023                | 2.20                                     | \$42,827            | \$4,472                | \$3,868                |
| Marathon County (WI)   | 3.78                                    | \$60,854            | \$3,220                | \$4,703                | 2.79                                     | \$38,465            | \$1,891                | \$3,374                |
| Greater Charlottesville Area (VA)  | 1.24                                    | \$27,335            | \$5,995                | \$3,586                | 1.12                                     | \$23,559            | \$5,086                | \$3,097                |
| City of Fort Collins (CO)  | 3.12                                    | \$62,077            | \$8,224                | \$4,127                | 2.42                                     | \$40,301            | \$5,299                | \$2,807                |
| Cambria County (PA) <sup>1</sup>   | 2.73                                    | \$60,905            | \$4,335                | \$6,842                | 2.08                                     | \$39,979            | \$2,875                | \$4,842                |
| City of Alexandria (VA)  | 2.01                                    | \$39,533            | \$3,650                | \$3,239                | 1.61                                     | \$27,351            | \$2,355                | \$2,450                |
| City of Eugene (OR)  | 3.07                                    | \$67,081            | \$4,315                | \$1,225                | 2.29                                     | \$41,424            | \$2,139                | \$348                  |
| Pitt County (NC)   | 3.33                                    | \$73,769            | \$5,620                | \$5,717                | 2.49                                     | \$47,995            | \$3,585                | \$3,908                |
| City of Santa Clarita (CA) <sup>1</sup>  | 2.55                                    | \$69,548            | \$3,415                | \$6,811                | 1.74                                     | \$40,129            | \$1,222                | \$4,852                |
| City of Providence (RI) <sup>1</sup>   | 2.52                                    | \$40,715            | \$5,221                | \$5,122                | 1.74                                     | \$22,619            | \$2,519                | \$3,653                |
| Erie (PA) <sup>1</sup>   | 3.48                                    | \$65,037            | \$3,787                | \$5,880                | 2.53                                     | \$38,465            | \$1,613                | \$3,933                |
| New Hanover County (NC)  | 3.38                                    | \$75,672            | \$5,898                | \$5,620                | 2.47                                     | \$45,379            | \$4,118                | \$3,992                |
| City of Glendale (CA) <sup>1</sup>   | 2.65                                    | \$63,460            | \$4,869                | \$8,159                | 1.91                                     | \$35,457            | \$1,880                | \$5,775                |
| City of Tacoma (WA)  | 2.34                                    | \$48,142            | \$4,495                | \$5,527                | 1.75                                     | \$30,199            | \$2,686                | \$3,477                |
| Whatcom County (WA)  | 3.30                                    | \$58,041            | \$5,369                | \$6,346                | 2.49                                     | \$36,677            | \$3,450                | \$4,299                |
| City of Boise (ID)   | 3.16                                    | \$67,026            | \$3,396                | \$5,978                | 2.26                                     | \$39,066            | \$1,344                | \$3,898                |
| Lackawanna County (PA) <sup>1</sup>  | 3.28                                    | \$66,120            | \$3,958                | \$6,116                | 2.34                                     | \$39,936            | \$1,695                | \$4,102                |
| Arlington County (VA)  | 1.75                                    | \$33,764            | \$5,434                | \$2,990                | 1.50                                     | \$26,719            | \$4,000                | \$2,444                |
| City of Orlando (FL)   | 3.58                                    | \$67,742            | \$5,208                | \$6,470                | 2.41                                     | \$35,591            | \$3,492                | \$4,157                |
| Buncombe County (NC)   | 3.27                                    | \$65,572            | \$6,480                | \$6,454                | 2.34                                     | \$38,873            | \$5,168                | \$4,455                |
| St. Tammany Parish (LA)  | 2.79                                    | \$58,294            | \$6,498                | \$7,818                | 2.20                                     | \$39,173            | \$3,811                | \$5,301                |
| Alachua County (FL)  | 2.99                                    | \$57,078            | \$4,118                | \$5,604                | 2.20                                     | \$36,122            | \$2,465                | \$3,761                |
| Greater Jackson Area (MS)  | 3.26                                    | \$85,285            | \$6,493                | \$9,769                | 2.08                                     | \$45,658            | \$4,348                | \$6,508                |
| <b>Group C Average</b>   | <b>2.84</b>                             | <b>\$59,133</b>     | <b>\$5,155</b>         | <b>\$5,689</b>         | <b>2.11</b>                              | <b>\$37,029</b>     | <b>\$3,202</b>         | <b>\$3,961</b>         |
| Standard Deviation   | 0.63                                    | \$14,066            | \$1,559                | \$1,651                | 0.41                                     | \$6,824             | \$1,412                | \$1,136                |
| Confidence Interval (95 percent)   | 0.23                                    | \$5,210             | \$578                  | \$611                  | 0.15                                     | \$2,528             | \$523                  | \$421                  |

**Table 18:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Culture Audiences Per Study Region During 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | TOTAL Impacts per \$100,000 of Spending |                     |                        |                        | DIRECT Impacts per \$100,000 of Spending |                     |                        |                        |
|--|---|---------------------|------------------------|------------------------|--|---------------------|------------------------|------------------------|
|  | Full-Time<br>Equivalent Jobs            | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue | Full-Time<br>Equivalent Jobs             | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue |
| City of Lincoln (NE)   | 3.35                                    | \$64,808            | \$6,174                | \$5,816                | 2.42                                     | \$38,138            | \$3,159                | \$4,033                |
| Durham County (NC)   | 2.98                                    | \$69,050            | \$7,572                | \$5,041                | 2.19                                     | \$42,251            | \$5,942                | \$3,590                |
| Osceola County (FL)  | 2.80                                    | \$55,287            | \$2,804                | \$7,612                | 2.40                                     | \$39,863            | \$1,803                | \$5,609                |
| City of Newark (NJ)  | 1.71                                    | \$42,424            | \$3,119                | \$4,880                | 1.23                                     | \$25,989            | \$2,198                | \$3,649                |
| City of Riverside (CA) <sup>1</sup>  | 2.80                                    | \$59,525            | \$4,226                | \$7,300                | 2.21                                     | \$39,416            | \$2,021                | \$5,452                |
| Lexington-Fayette Urban County (KY)  | 3.68                                    | \$82,542            | \$2,939                | \$8,271                | 2.62                                     | \$46,455            | \$1,599                | \$5,389                |
| Loudoun County (VA)  | 1.58                                    | \$38,521            | \$3,573                | \$3,664                | 1.29                                     | \$28,128            | \$2,386                | \$3,012                |
| Cumberland County (NC)   | 3.07                                    | \$64,904            | \$5,737                | \$6,192                | 2.43                                     | \$45,055            | \$3,644                | \$4,220                |
| Greater Chattanooga Area (TN)  | 2.99                                    | \$74,029            | \$4,896                | \$8,056                | 2.08                                     | \$43,674            | \$2,964                | \$5,700                |
| Forsyth County (NC)  | 3.22                                    | \$71,376            | \$5,361                | \$6,469                | 2.15                                     | \$39,850            | \$3,819                | \$4,273                |
| City of Wichita (KS)   | 3.23                                    | \$67,232            | \$6,348                | \$5,264                | 2.31                                     | \$39,503            | \$3,651                | \$3,589                |
| Sarasota County (FL)   | 2.04                                    | \$57,636            | \$6,112                | \$10,652               | 1.64                                     | \$39,955            | \$3,955                | \$7,188                |
| City of Oakland (CA) <sup>1</sup>  | 2.18                                    | \$59,562            | \$6,109                | \$6,163                | 1.56                                     | \$35,717            | \$3,997                | \$4,428                |
| Santa Barbara County (CA) <sup>1</sup>   | 2.81                                    | \$48,511            | \$5,126                | \$6,478                | 2.22                                     | \$32,383            | \$3,086                | \$4,860                |
| City of Miami (FL)   | 2.67                                    | \$74,067            | \$5,883                | \$9,262                | 1.79                                     | \$39,668            | \$2,928                | \$5,447                |
| Seminole County (FL)   | 2.31                                    | \$54,782            | \$5,609                | \$7,530                | 1.77                                     | \$35,497            | \$3,534                | \$5,071                |
| City of Omaha (NE)   | 2.98                                    | \$72,399            | \$4,675                | \$6,625                | 2.06                                     | \$40,511            | \$2,535                | \$4,600                |
| Greater Syracuse Area (NY) <sup>1</sup>  | 3.33                                    | \$75,728            | \$10,002               | \$6,209                | 2.34                                     | \$41,817            | \$5,766                | \$4,647                |
| City of Mesa (AZ) <sup>1</sup>   | 2.88                                    | \$63,687            | \$4,802                | \$6,012                | 1.98                                     | \$35,274            | \$2,401                | \$4,021                |
| Guilford County (NC)   | 3.72                                    | \$59,324            | \$5,557                | \$5,238                | 2.49                                     | \$31,649            | \$3,476                | \$3,390                |
| Dane County (WI)   | 3.16                                    | \$53,986            | \$4,373                | \$5,608                | 2.18                                     | \$29,811            | \$2,489                | \$3,698                |
| Volusia County (FL)  | 3.08                                    | \$66,386            | \$6,438                | \$8,748                | 2.31                                     | \$41,467            | \$3,696                | \$5,522                |
| <b>Group D Average</b>   | <b>2.84</b>                             | <b>\$62,535</b>     | <b>\$5,338</b>         | <b>\$6,686</b>         | <b>2.08</b>                              | <b>\$37,821</b>     | <b>\$3,230</b>         | <b>\$4,609</b>         |
| Standard Deviation   | 0.57                                    | \$10,959            | \$1,615                | \$1,624                | 0.38                                     | \$5,438             | \$1,109                | \$996                  |
| Confidence Interval (95 percent)   | 0.24                                    | \$4,579             | \$675                  | \$679                  | 0.16                                     | \$2,272             | \$463                  | \$416                  |

**Table 18:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Culture Audiences Per Study Region During 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | TOTAL Impacts per \$100,000 of Spending |                 |                |                | DIRECT Impacts per \$100,000 of Spending |                 |                |                |
|--|---|-----------------|----------------|----------------|--|-----------------|----------------|----------------|
|  | Full-Time                               | Household       | Local          | State          | Full-Time                                | Household       | Local          | State          |
|  | Equivalent Jobs                         | Income          | Govt. Revenue  | Govt. Revenue  | Equivalent Jobs                          | Income          | Govt. Revenue  | Govt. Revenue  |
| City of Albuquerque (NM)   | 3.20                                    | \$80,336        | \$3,779        | \$9,019        | 2.20                                     | \$45,223        | \$1,817        | \$4,972        |
| City of Atlanta (GA)   | 3.28                                    | \$63,417        | \$6,801        | \$5,395        | 2.29                                     | \$34,552        | \$4,720        | \$3,796        |
| Polk County (FL)   | 2.85                                    | \$63,934        | \$5,371        | \$8,101        | 2.11                                     | \$38,543        | \$3,025        | \$5,217        |
| Lee County (FL)  | 2.67                                    | \$59,300        | \$5,545        | \$8,555        | 2.04                                     | \$38,181        | \$3,389        | \$5,737        |
| City of Seattle (WA)   | 2.30                                    | \$39,517        | \$4,655        | \$5,168        | 1.70                                     | \$23,721        | \$3,344        | \$3,482        |
| District of Columbia (DC) <sup>2</sup>   | 0.61                                    | \$12,232        | \$3,663        | \$0            | 0.56                                     | \$10,874        | \$3,384        | \$0            |
| City of Baltimore (MD) <sup>1</sup>  | 2.48                                    | \$47,009        | \$5,026        | \$4,383        | 1.71                                     | \$25,756        | \$2,154        | \$2,973        |
| Jefferson County (AL)  | 2.62                                    | \$45,496        | \$4,087        | \$3,854        | 1.77                                     | \$24,033        | \$3,053        | \$2,540        |
| City of Austin (TX)  | 2.91                                    | \$55,129        | \$7,930        | \$5,114        | 2.09                                     | \$32,826        | \$4,514        | \$3,478        |
| City of Indianapolis (IN)  | 3.72                                    | \$71,629        | \$4,905        | \$8,044        | 2.43                                     | \$36,260        | \$2,302        | \$5,493        |
| City and County of San Francisco (CA) <sup>1</sup>                             | 2.44                                    | \$51,291        | \$4,920        | \$6,017        | 1.88                                     | \$32,562        | \$3,358        | \$4,565        |
| Prince George's County (MD) <sup>1</sup>                                       | 1.94                                    | \$35,730        | \$3,726        | \$3,766        | 1.53                                     | \$24,250        | \$2,666        | \$2,896        |
| Bergen County (NJ)   | 1.75                                    | \$43,947        | \$4,111        | \$4,463        | 1.30                                     | \$27,399        | \$2,097        | \$3,263        |
| Wake County (NC)   | 3.09                                    | \$53,725        | \$5,411        | \$5,011        | 2.11                                     | \$29,707        | \$3,490        | \$3,229        |
| Fairfield County (CT)  | 1.28                                    | \$33,041        | \$1,972        | \$3,598        | 0.98                                     | \$21,328        | \$717          | \$2,624        |
| Mecklenburg County (NC)  | 2.87                                    | \$51,838        | \$5,425        | \$4,747        | 1.94                                     | \$27,501        | \$4,088        | \$3,137        |
| Greater Memphis Area (TN)  | 2.96                                    | \$74,347        | \$5,812        | \$8,689        | 2.05                                     | \$41,683        | \$4,073        | \$5,856        |
| City of San Jose (CA) <sup>1</sup>   | 1.67                                    | \$29,509        | \$2,894        | \$3,816        | 1.34                                     | \$19,944        | \$1,889        | \$2,977        |
| Westchester County (NY) <sup>1</sup>   | 2.66                                    | \$66,183        | \$7,049        | \$9,219        | 2.08                                     | \$44,633        | \$4,309        | \$6,935        |
| Montgomery County (MD) <sup>1</sup>  | 1.22                                    | \$22,886        | \$2,688        | \$2,612        | 1.01                                     | \$16,484        | \$2,215        | \$2,063        |
| <b>Group E Average</b>   | <b>2.52</b>                             | <b>\$52,014</b> | <b>\$4,848</b> | <b>\$5,767</b> | <b>1.82</b>                              | <b>\$30,768</b> | <b>\$3,012</b> | <b>\$3,960</b> |
| Standard Deviation   | 0.68                                    | \$15,800        | \$1,506        | \$2,131        | 0.42                                     | \$8,445         | \$1,068        | \$1,366        |
| Confidence Interval (95 percent)   | 0.31                                    | \$7,105         | \$677          | \$958          | 0.19                                     | \$3,797         | \$480          | \$614          |



**Table 18:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Culture Audiences Per Study Region During 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | TOTAL Impacts per \$100,000 of Spending |                     |                        |                        | DIRECT Impacts per \$100,000 of Spending |                     |                        |                        |
|---|---|---------------------|------------------------|------------------------|--|---------------------|------------------------|------------------------|
|   | Full-Time<br>Equivalent Jobs            | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue | Full-Time<br>Equivalent Jobs             | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue |
| Pima County (AZ) <sup>1</sup>   | 2.96                                    | \$57,943            | \$4,412                | \$5,594                | 2.23                                     | \$36,929            | \$2,025                | \$4,008                |
| Fairfax County (VA)   | 1.24                                    | \$21,948            | \$2,518                | \$2,341                | 1.00                                     | \$16,490            | \$1,523                | \$1,756                |
| Orange County (FL)  | 3.64                                    | \$60,742            | \$4,832                | \$5,285                | 2.45                                     | \$31,930            | \$3,175                | \$3,368                |
| Greater Columbus Area (OH) <sup>1</sup>                                       | 3.70                                    | \$91,944            | \$5,791                | \$7,249                | 2.45                                     | \$46,059            | \$3,337                | \$4,717                |
| Allegheny County (PA) <sup>1</sup>  | 3.12                                    | \$48,889            | \$4,980                | \$8,095                | 2.15                                     | \$25,854            | \$2,682                | \$5,090                |
| City of San Diego (CA) <sup>1</sup>   | 2.34                                    | \$65,713            | \$4,810                | \$6,648                | 1.64                                     | \$40,698            | \$2,855                | \$4,767                |
| City of Dallas (TX)   | 2.69                                    | \$70,690            | \$6,407                | \$6,448                | 1.83                                     | \$38,750            | \$4,203                | \$4,275                |
| Palm Beach County (FL)  | 2.18                                    | \$41,978            | \$4,109                | \$4,820                | 1.72                                     | \$27,307            | \$2,142                | \$3,078                |
| Greater St. Louis Area (MO)   | 3.32                                    | \$65,834            | \$7,073                | \$5,964                | 2.35                                     | \$36,933            | \$4,594                | \$4,070                |
| City of San Antonio (TX)  | 3.33                                    | \$79,877            | \$5,934                | \$8,410                | 2.32                                     | \$44,201            | \$2,888                | \$5,940                |
| Sacramento County (CA) <sup>1</sup>   | 2.62                                    | \$64,659            | \$5,122                | \$7,043                | 1.87                                     | \$37,266            | \$2,827                | \$5,005                |
| City and County of Philadelphia (PA) <sup>1</sup>                             | 2.62                                    | \$47,831            | \$5,845                | \$5,393                | 1.84                                     | \$26,852            | \$4,138                | \$3,549                |
| City of Phoenix (AZ) <sup>1</sup>   | 2.92                                    | \$62,973            | \$5,192                | \$6,880                | 2.04                                     | \$34,667            | \$2,702                | \$4,653                |
| Broward County (FL)   | 2.81                                    | \$59,512            | \$5,070                | \$5,312                | 2.00                                     | \$34,504            | \$2,308                | \$3,232                |
| Santa Clara County (CA) <sup>1</sup>  | 1.65                                    | \$28,981            | \$2,901                | \$3,830                | 1.32                                     | \$19,523            | \$1,851                | \$3,002                |
| Tarrant County (TX)   | 2.81                                    | \$68,734            | \$5,705                | \$7,351                | 2.01                                     | \$39,828            | \$2,698                | \$4,888                |
| Clark County (NV)   | 2.54                                    | \$57,733            | \$2,744                | \$7,815                | 1.95                                     | \$37,064            | \$2,114                | \$5,535                |
| Riverside County (CA) <sup>1</sup>  | 2.75                                    | \$51,312            | \$4,864                | \$6,626                | 2.16                                     | \$33,959            | \$2,683                | \$4,994                |
| Miami-Dade County (FL)  | 2.94                                    | \$80,874            | \$5,301                | \$9,376                | 1.99                                     | \$43,495            | \$2,780                | \$5,559                |
| City of Chicago (IL) <sup>1</sup>   | 2.37                                    | \$40,561            | \$6,438                | \$4,634                | 1.58                                     | \$21,224            | \$4,223                | \$3,234                |
| San Diego County (CA) <sup>1</sup>  | 2.34                                    | \$65,713            | \$4,810                | \$6,648                | 1.64                                     | \$40,698            | \$2,855                | \$4,767                |
| City of Los Angeles (CA) <sup>1</sup>   | 2.55                                    | \$68,433            | \$4,673                | \$6,725                | 1.75                                     | \$38,915            | \$2,488                | \$4,756                |
| Harris County (TX)  | 2.13                                    | \$62,392            | \$6,358                | \$7,806                | 1.55                                     | \$36,609            | \$3,572                | \$5,386                |
| <b>Group F Average</b>  | <b>2.68</b>                             | <b>\$59,359</b>     | <b>\$5,039</b>         | <b>\$6,361</b>         | <b>1.91</b>                              | <b>\$34,337</b>     | <b>\$2,898</b>         | <b>\$4,332</b>         |
| Standard Deviation  | 0.58                                    | \$16,109            | \$1,168                | \$1,585                | 0.36                                     | \$7,972             | \$805                  | \$1,030                |
| Confidence Interval (95 percent)  | 0.24                                    | \$6,583             | \$477                  | \$648                  | 0.15                                     | \$3,258             | \$329                  | \$421                  |

**ALL CITY/COUNTY STUDY REGIONS**

|                                  |             |                 |                |                |             |                 |                |                |
|----------------------------------|-------------|-----------------|----------------|----------------|-------------|-----------------|----------------|----------------|
| <b>Average</b>                   | <b>2.69</b> | <b>\$57,140</b> | <b>\$5,100</b> | <b>\$5,802</b> | <b>2.00</b> | <b>\$35,676</b> | <b>\$3,209</b> | <b>\$4,017</b> |
| Standard Deviation               | 0.60        | \$14,045        | \$1,483        | \$1,767        | 0.39        | \$7,315         | \$1,249        | \$1,230        |
| Confidence Interval (95 percent) | 0.10        | \$2,343         | \$247          | \$295          | 0.06        | \$1,220         | \$208          | \$205          |

**Table 18:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Culture Audiences Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | TOTAL Impacts per \$100,000 of Spending |                     |                        |                        | DIRECT Impacts per \$100,000 of Spending |                     |                        |                        |
|---|---|---------------------|------------------------|------------------------|--|---------------------|------------------------|------------------------|
|   | Full-Time<br>Equivalent Jobs            | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue | Full-Time<br>Equivalent Jobs             | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue |
| Greater Portsmouth Area (NH)                                  | 2.70                                    | \$53,559            | \$6,790                | \$5,367                | 2.03                                     | \$33,331            | \$4,086                | \$1,918                |
| Greater Concord Area (NH)                                     | 2.63                                    | \$58,798            | \$3,996                | \$2,831                | 2.00                                     | \$37,527            | \$1,495                | \$805                  |
| Greater Aberdeen Area (SD)                                    | 2.63                                    | \$59,506            | \$5,353                | \$5,057                | 2.00                                     | \$39,802            | \$3,744                | \$3,645                |
| Centre Region (PA) <sup>1</sup>                               | 2.71                                    | \$57,926            | \$5,667                | \$7,390                | 2.15                                     | \$40,028            | \$3,879                | \$5,555                |
| Greater Minot Area (ND)                                       | 2.57                                    | \$54,927            | \$6,048                | \$8,174                | 1.99                                     | \$36,259            | \$3,894                | \$5,109                |
| Creative Corridor in Northwest Iowa (IA)                      | 2.71                                    | \$58,808            | \$6,327                | \$5,000                | 2.12                                     | \$41,368            | \$4,826                | \$3,887                |
| Northern New Hampshire (NH)                                   | 2.43                                    | \$56,985            | \$5,507                | \$2,971                | 1.87                                     | \$39,826            | \$3,662                | \$1,329                |
| Greater Sioux Falls Area (SD)                                 | 3.39                                    | \$81,385            | \$5,171                | \$5,700                | 2.36                                     | \$46,636            | \$3,240                | \$3,758                |
| Greater Athens Area (GA)                                      | 3.00                                    | \$75,252            | \$7,473                | \$4,409                | 2.17                                     | \$47,953            | \$4,782                | \$3,161                |
| Greater Rockford Area (IL) <sup>1</sup>                       | 3.20                                    | \$70,423            | \$5,767                | \$6,899                | 2.29                                     | \$41,333            | \$2,566                | \$4,967                |
| Greater Peoria Area (IL) <sup>1</sup>                         | 2.90                                    | \$70,034            | \$6,030                | \$6,786                | 2.07                                     | \$41,866            | \$3,150                | \$5,076                |
| Greater Fox Cities Region (WI)                                | 1.46                                    | \$30,924            | \$2,452                | \$4,210                | 1.07                                     | \$18,492            | \$1,136                | \$2,984                |
| Northern Tier Region (PA) <sup>1</sup>                        | 2.12                                    | \$45,363            | \$3,657                | \$5,901                | 1.75                                     | \$34,053            | \$2,397                | \$4,672                |
| Northwest Arkansas Area (AR)                                  | 2.72                                    | \$52,914            | \$3,374                | \$9,698                | 2.02                                     | \$32,414            | \$2,421                | \$6,804                |
| Mahoning Valley Region (OH) <sup>1</sup>                      | 2.85                                    | \$63,522            | \$5,145                | \$6,253                | 2.13                                     | \$40,184            | \$2,927                | \$4,642                |
| Iowa Cultural Corridor (IA)                                   | 2.71                                    | \$52,950            | \$5,136                | \$7,541                | 2.02                                     | \$33,402            | \$2,982                | \$5,752                |
| Pikes Peak Region (CO)  | 3.26                                    | \$63,186            | \$8,401                | \$3,685                | 2.48                                     | \$39,570            | \$5,558                | \$2,524                |
| Greater Columbia Area (SC)                                    | 3.85                                    | \$89,836            | \$6,017                | \$7,001                | 2.63                                     | \$47,662            | \$3,339                | \$4,698                |
| Lehigh Valley Region (PA) <sup>1</sup>                        | 3.46                                    | \$69,544            | \$4,087                | \$7,937                | 2.42                                     | \$40,244            | \$2,446                | \$5,527                |
| West Valley Region (AZ) <sup>1</sup>                          | 2.95                                    | \$73,661            | \$4,175                | \$6,570                | 2.04                                     | \$40,601            | \$1,651                | \$4,304                |
| Greater Harrisburg Area (PA) <sup>1</sup>                     | 2.88                                    | \$63,761            | \$4,660                | \$8,680                | 2.01                                     | \$34,914            | \$1,310                | \$5,949                |
| Greater Hartford Area (CT)                                    | 2.60                                    | \$65,705            | \$2,343                | \$9,042                | 1.90                                     | \$38,577            | \$1,204                | \$6,678                |
| Greater Portland Area (OR)                                    | 3.09                                    | \$66,704            | \$4,694                | \$3,495                | 2.10                                     | \$35,135            | \$2,502                | \$1,083                |
| Metropolitan Kansas City Area (MO/KS)                         | 3.16                                    | \$77,111            | \$5,325                | \$7,495                | 2.15                                     | \$40,739            | \$3,208                | \$5,165                |
| Greater Milwaukee Area (WI)                                   | 2.94                                    | \$56,258            | \$6,757                | \$8,492                | 1.98                                     | \$29,350            | \$2,793                | \$5,492                |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 18:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Culture Audiences Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | TOTAL Impacts per \$100,000 of Spending |                     |                        |                        | DIRECT Impacts per \$100,000 of Spending |                     |                        |                        |
|---|---|---------------------|------------------------|------------------------|--|---------------------|------------------------|------------------------|
|   | Full-Time<br>Equivalent Jobs            | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue | Full-Time<br>Equivalent Jobs             | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue |
| Central Florida Region (FL)                                   | 3.20                                    | \$70,778            | \$6,611                | \$9,473                | 2.20                                     | \$38,163            | \$3,712                | \$6,089                |
| Greater Washington DC Region (DC/MD/VA)                       | 1.54                                    | \$31,952            | \$4,457                | \$1,768                | 1.27                                     | \$23,368            | \$3,052                | \$1,416                |
| Greater Philadelphia Region (PA) <sup>1</sup>                 | 2.58                                    | \$53,552            | \$6,079                | \$6,962                | 1.76                                     | \$28,716            | \$3,842                | \$4,673                |
| Southeastern Michigan Region (MI) <sup>1</sup>                | 2.34                                    | \$60,234            | \$3,405                | \$6,613                | 1.64                                     | \$34,543            | \$1,489                | \$4,335                |
| Greater Houston Area (TX)                                     | 2.33                                    | \$57,696            | \$6,212                | \$7,545                | 1.70                                     | \$34,422            | \$3,778                | \$5,469                |
| North Texas Region (TX)                                       | 2.76                                    | \$69,167            | \$6,399                | \$7,148                | 1.93                                     | \$38,321            | \$3,507                | \$4,888                |
| <b>Regional Average</b>                                       | <b>2.76</b>                             | <b>\$61,691</b>     | <b>\$5,275</b>         | <b>\$6,326</b>         | <b>2.01</b>                              | <b>\$37,058</b>     | <b>\$3,051</b>         | <b>\$4,269</b>         |
| Standard Deviation  | 0.49                                    | \$12,485            | \$1,402                | \$2,040                | 0.31                                     | \$6,340             | \$1,102                | \$1,649                |
| Confidence Interval (95 percent)                              | 0.17                                    | \$4,395             | \$493                  | \$718                  | 0.11                                     | \$2,232             | \$388                  | \$581                  |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | TOTAL Impacts per \$100,000 of Spending |                     |                        |                        | DIRECT Impacts per \$100,000 of Spending |                     |                        |                        |
|--|---|---------------------|------------------------|------------------------|--|---------------------|------------------------|------------------------|
|  | Full-Time<br>Equivalent Jobs            | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue | Full-Time<br>Equivalent Jobs             | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue |
| State of South Dakota  | 2.80                                    | \$60,308            | \$3,570                | \$5,657                | 2.54                                     | \$53,111            | \$3,240                | \$4,972                |
| State of Delaware  | 2.78                                    | \$73,231            | \$1,377                | \$5,878                | 2.54                                     | \$64,964            | \$1,259                | \$2,176                |
| State of Hawai'i   | 2.00                                    | \$73,338            | \$2,051                | \$9,201                | 1.67                                     | \$63,723            | \$1,682                | \$7,413                |
| State of New Hampshire   | 2.39                                    | \$54,675            | \$5,439                | \$4,309                | 2.13                                     | \$48,124            | \$4,590                | \$3,428                |
| State of Nebraska  | 3.09                                    | \$71,806            | \$5,619                | \$7,047                | 2.79                                     | \$63,242            | \$4,974                | \$6,226                |
| State of Connecticut   | 1.98                                    | \$44,706            | \$3,417                | \$6,185                | 1.72                                     | \$39,100            | \$2,764                | \$5,254                |
| State of Wisconsin   | 3.40                                    | \$74,905            | \$6,241                | \$8,402                | 3.02                                     | \$64,964            | \$5,460                | \$7,267                |
| State of North Carolina  | 3.05                                    | \$66,163            | \$6,163                | \$5,747                | 2.71                                     | \$56,887            | \$5,537                | \$4,930                |
| State of Pennsylvania <sup>1</sup>                             | 2.81                                    | \$53,721            | \$8,185                | \$10,276               | 2.47                                     | \$45,763            | \$6,960                | \$8,338                |
| State of Illinois <sup>1</sup>                                 | 2.39                                    | \$66,282            | \$7,233                | \$6,306                | 2.13                                     | \$57,055            | \$6,316                | \$5,422                |
| <b>Statewide Average</b>                                       | <b>2.67</b>                             | <b>\$63,913</b>     | <b>\$4,929</b>         | <b>\$6,901</b>         | <b>2.37</b>                              | <b>\$55,693</b>     | <b>\$4,278</b>         | <b>\$5,542</b>         |
| Standard Deviation   | 0.47                                    | \$10,223            | \$2,234                | \$1,840                | 0.45                                     | \$9,034             | \$1,947                | \$1,867                |
| Confidence Interval (95 percent)                               | 0.29                                    | \$6,336             | \$1,385                | \$1,140                | 0.28                                     | \$5,599             | \$1,207                | \$1,157                |

**Table 18:**  
**Economic Impact per \$100,000 of Direct Spending by**  
**Nonprofit Arts and Culture Audiences Per Study Region During 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | TOTAL Impacts per \$100,000 of Spending |                     |                        |                        | DIRECT Impacts per \$100,000 of Spending |                     |                        |                        |
|---|---|---------------------|------------------------|------------------------|--|---------------------|------------------------|------------------------|
|   | Full-Time<br>Equivalent Jobs            | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue | Full-Time<br>Equivalent Jobs             | Household<br>Income | Local<br>Govt. Revenue | State<br>Govt. Revenue |
| Grand Center Arts District (St. Louis, MO)                      | 2.95                                    | \$69,537            | \$6,531                | \$4,780                | 2.10                                     | \$39,102            | \$4,130                | \$3,216                |
| Dallas Arts District (Dallas, TX)                               | 2.67                                    | \$70,730            | \$5,655                | \$6,217                | 1.82                                     | \$38,852            | \$3,449                | \$4,045                |
| <b>Arts District Average</b>                                    | <b>2.81</b>                             | <b>\$70,133</b>     | <b>\$6,093</b>         | <b>\$5,498</b>         | <b>1.96</b>                              | <b>\$38,977</b>     | <b>\$3,790</b>         | <b>\$3,631</b>         |
| Standard Deviation  | 0.20                                    | \$843               | \$619                  | \$1,016                | 0.20                                     | \$177               | \$482                  | \$586                  |
| Confidence Interval (95 percent)                                | 0.27                                    | \$1,169             | \$858                  | \$1,408                | 0.27                                     | \$245               | \$668                  | \$813                  |

**Table Notes:**

<sup>1</sup> Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

<sup>2</sup> The economic impact findings for the District of Columbia (DC) are excluded from the calculation of summary statistics and from the national extrapolations due to Washington, DC's unique status as a study region with no state government.

## Explanation of Table 19: Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

This table presents the total estimated dollars spent by all nonprofit arts and culture audiences (both residents and non-residents) as a direct result of their attendance to nonprofit arts and culture events in each participating study region during 2010. To calculate these figures, the total estimated dollars spent by resident attendees and the total estimated dollars spent by non-resident attendees are summed. Therefore, the figures in Table 19 do not equal the overall average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance. Summary statistics are calculated for each population group.

### Column Two:

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—to purchase refreshments (e.g., snacks) while attending nonprofit arts and culture

### Column Three:

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

### Column Four:

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

### Column Five:

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

### Column Six:

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

### Column Seven:

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—on child care for the purpose of attending nonprofit arts and culture events.

### Column Eight:

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

### Column Nine:

The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and culture events.

### Column Ten:

The total estimated expenditures made by all arts and culture audiences—both residents and non-residents—for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

**Table 19:**  
**Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | ALL Cultural Audiences (Both Residents AND Non-Residents) |                    |                        |                       |                             |                 |                    |                      | Total Audience Expenditures |
|---|---|--------------------|------------------------|-----------------------|-----------------------------|-----------------|--------------------|----------------------|-----------------------------|
|   | Refreshments and/or Snacks                                | Meals              | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care      | Overnight Lodging  | Other/ Miscellaneous |                             |
| City of Gunnison (CO)***  | \$25,641  | \$83,370           | \$26,971               | \$1,192               | \$10,399                    | \$6,693         | \$16,927           | \$8,064              | \$179,257                   |
| Town of Telluride (CO)*   | \$2,973,356   | \$5,003,705        | \$1,751,442            | \$996,007             | \$1,541,396                 | \$323,244       | \$7,757,593        | \$451,238            | \$20,797,981                |
| Town of Crested Butte (CO)***   | \$440,242   | \$1,225,576        | \$385,664              | \$158,074             | \$198,252                   | \$49,946        | \$815,635          | \$77,327             | \$3,350,716                 |
| Town of Newmarket (NH)  | \$15,724  | \$26,393           | \$22,215               | \$3,882               | \$3,925                     | \$505           | \$6,015            | \$10,779             | \$89,438                    |
| Greater Ketchikan Area (AK)   | \$211,303   | \$956,248          | \$1,439,803            | \$559,486             | \$202,808                   | \$9,846         | \$215,856          | \$100,596            | \$3,695,946                 |
| Gunnison County (CO) <sup>1</sup>   | \$465,883   | \$1,308,946        | \$412,635              | \$159,266             | \$208,651                   | \$56,639        | \$832,562          | \$85,391             | \$3,529,973                 |
| City of Durango (CO)  | \$412,785   | \$1,380,039        | \$192,030              | \$130,703             | \$233,175                   | \$48,437        | \$643,611          | \$179,542            | \$3,220,322                 |
| Teton County (WY)*  | \$1,719,199   | \$9,650,681        | \$2,982,095            | \$1,396,197           | \$2,605,750                 | \$358,531       | \$9,361,339        | \$3,202,227          | \$31,276,019                |
| City of Laguna Beach (CA)*  | \$3,231,400   | \$8,297,626        | \$5,021,383            | \$1,200,613           | \$885,989                   | \$144,210       | \$2,252,832        | \$369,296            | \$21,403,349                |
| City of Fairfax (VA)***   | \$246,336   | \$1,007,223        | \$439,356              | \$266,365             | \$212,566                   | \$74,035        | \$111,771          | \$266,941            | \$2,624,593                 |
| City of Auburn (NY)   | \$119,324   | \$659,049          | \$242,431              | \$57,099              | \$139,508                   | \$38,393        | \$326,092          | \$52,152             | \$1,634,048                 |
| City of Slidell (LA)***   | \$358,364   | \$955,079          | \$409,576              | \$210,375             | \$200,236                   | \$17,599        | \$4,141            | \$62,616             | \$2,217,986                 |
| City of Winter Park (FL)***   | \$2,332,578   | \$10,532,038       | \$2,416,036            | \$1,996,593           | \$3,631,677                 | \$185,653       | \$4,057,930        | \$1,426,225          | \$26,578,730                |
| Greater Elkins Area (WV)  | \$524,414   | \$919,004          | \$883,419              | \$197,540             | \$525,853                   | \$28,495        | \$1,507,916        | \$12,971             | \$4,599,612                 |
| Transylvania County (NC)  | \$446,887   | \$1,533,884        | \$604,911              | \$135,208             | \$416,999                   | \$47,353        | \$847,422          | \$161,102            | \$4,193,766                 |
| City of Rochester (NH)  | \$704,141   | \$1,077,550        | \$316,855              | \$194,030             | \$352,451                   | \$50,701        | \$180,038          | \$192,806            | \$3,068,572                 |
| City and Borough of Juneau (AK)   | \$172,361   | \$527,018          | \$187,231              | \$38,388              | \$136,413                   | \$5,235         | \$37,498           | \$22,684             | \$1,126,828                 |
| Princeton (NJ)**  | \$1,121,389   | \$6,132,877        | \$908,541              | \$258,144             | \$987,493                   | \$145,059       | \$1,542,700        | \$285,923            | \$11,382,126                |
| Platte County (NE)  | \$311,296   | \$953,807          | \$582,576              | \$97,520              | \$426,308                   | \$66,894        | \$344,060          | \$247,731            | \$3,030,192                 |
| Adams County (NE)   | \$440,341   | \$1,004,667        | \$297,252              | \$145,676             | \$482,364                   | \$15,474        | \$660,546          | \$196,024            | \$3,242,344                 |
| City of Fairbanks (AK)  | \$378,848   | \$2,629,461        | \$677,219              | \$141,946             | \$768,665                   | \$130,782       | \$622,277          | \$242,300            | \$5,591,498                 |
| City of West Hollywood (CA)**   | \$1,207,365   | \$3,612,268        | \$1,055,512            | \$578,463             | \$966,033                   | \$147,252       | \$557,985          | \$390,166            | \$8,515,044                 |
| City of Pittsfield (MA)**   | \$2,755,660   | \$7,506,058        | \$941,156              | \$216,397             | \$442,191                   | \$104,243       | \$422,733          | \$0                  | \$12,388,438                |
| Windham County (VT)*  | \$266,196   | \$1,289,961        | \$415,001              | \$196,672             | \$332,072                   | \$28,417        | \$592,713          | \$110,274            | \$3,231,306                 |
| Iron County (UT)*   | \$1,593,454   | \$7,596,034        | \$2,684,229            | \$913,273             | \$3,309,583                 | \$464,626       | \$15,478,522       | \$931,155            | \$32,970,876                |
| Watauga County (NC)   | \$587,666   | \$2,414,396        | \$586,315              | \$440,140             | \$616,934                   | \$33,270        | \$1,488,487        | \$343,227            | \$6,510,435                 |
| Buffalo County (NE)   | \$684,954   | \$1,197,095        | \$850,904              | \$299,645             | \$489,768                   | \$42,620        | \$484,899          | \$326,591            | \$4,376,476                 |
| <b>Group A Average</b>  | <b>\$879,522</b>  | <b>\$2,943,706</b> | <b>\$990,102</b>       | <b>\$406,996</b>      | <b>\$752,869</b>            | <b>\$97,191</b> | <b>\$1,895,189</b> | <b>\$361,309</b>     | <b>\$8,326,884</b>          |
| Percent of Group A Total  | 10.6%   | 35.4%              | 11.9%                  | 4.9%                  | 9.0%                        | 1.2%            | 22.8%              | 4.3%                 | 100.0%                      |
| Average Excluding Outliers/Exclusions   | \$621,197   | \$1,990,515        | \$600,059              | \$214,914             | \$435,267                   | \$57,129        | \$630,629          | \$167,646            | \$4,717,356                 |
| Group A Median  | \$446,887   | \$1,289,961        | \$586,315              | \$197,540             | \$426,308                   | \$49,946        | \$622,277          | \$192,806            | \$3,695,946                 |

**Table 19:**  
**Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | ALL Cultural Audiences (Both Residents AND Non-Residents) |                    |                        |                       |                             |                  |                    |                      | Total Audience Expenditures |
|--|---|--------------------|------------------------|-----------------------|-----------------------------|------------------|--------------------|----------------------|-----------------------------|
|  | Refreshments and/or Snacks                                | Meals              | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care       | Overnight Lodging  | Other/ Miscellaneous |                             |
| Chenango County (NY)   | \$148,314   | \$233,515          | \$126,887              | \$36,922              | \$87,201                    | \$2,122          | \$116,485          | \$59,660             | \$811,106                   |
| City of La Crosse (WI)   | \$633,839   | \$3,088,779        | \$184,984              | \$202,989             | \$742,106                   | \$113,659        | \$782,665          | \$327,481            | \$6,076,502                 |
| Lenoir County (NC)   | \$46,584  | \$203,550          | \$57,617               | \$80,509              | \$90,121                    | \$4,918          | \$147,283          | \$24,055             | \$654,637                   |
| City of Dubuque (IA)   | \$3,461,862   | \$11,205,431       | \$2,261,774            | \$1,998,346           | \$2,871,621                 | \$153,428        | \$6,125,092        | \$1,516,004          | \$29,593,558                |
| Greater Enid Area (OK)   | \$542,841   | \$1,370,751        | \$371,463              | \$310,572             | \$904,889                   | \$28,264         | \$920,198          | \$219,021            | \$4,667,999                 |
| City of Flagstaff (AZ)   | \$4,944,525   | \$10,858,714       | \$5,820,538            | \$1,693,778           | \$3,254,048                 | \$415,414        | \$7,868,054        | \$308,637            | \$35,163,708                |
| City of Portland (ME)  | \$1,919,711   | \$11,124,229       | \$2,697,227            | \$787,102             | \$1,618,569                 | \$242,619        | \$2,731,214        | \$1,523,201          | \$22,643,872                |
| Athens County (OH)   | \$1,025,928   | \$2,293,417        | \$1,174,760            | \$382,310             | \$834,938                   | \$182,475        | \$1,414,039        | \$290,915            | \$7,598,782                 |
| Rutherford County (NC)   | \$45,219  | \$130,034          | \$33,570               | \$21,729              | \$83,818                    | \$6,213          | \$33,405           | \$24,241             | \$378,229                   |
| City of Walnut Creek (CA)  | \$1,294,306   | \$10,572,359       | \$283,560              | \$464,877             | \$1,042,906                 | \$40,586         | \$354,547          | \$293,641            | \$14,346,782                |
| City of Missoula (MT)  | \$4,028,611   | \$10,422,946       | \$2,655,994            | \$1,361,123           | \$1,992,798                 | \$309,005        | \$4,018,510        | \$1,497,510          | \$26,286,497                |
| City of Bloomington (IN)   | \$1,710,820   | \$8,595,565        | \$2,311,825            | \$899,997             | \$1,436,210                 | \$260,491        | \$3,986,707        | \$774,701            | \$19,976,316                |
| City of Miami Beach (FL)***  | \$5,310,387   | \$24,915,684       | \$2,353,929            | \$3,380,921           | \$7,674,558                 | \$1,702,531      | \$10,113,935       | \$871,896            | \$56,323,841                |
| Greater Parkersburg Area (WV)  | \$114,944   | \$395,755          | \$143,795              | \$147,695             | \$133,185                   | \$16,695         | \$79,452           | \$36,895             | \$1,068,416                 |
| Moore County (NC)  | \$231,276   | \$1,854,554        | \$285,636              | \$200,475             | \$252,211                   | \$66,667         | \$155,924          | \$174,336            | \$3,221,079                 |
| Indiana County (PA)  | \$14,109  | \$66,821           | \$8,717                | \$8,954               | \$21,158                    | \$3,822          | \$13,122           | \$6,151              | \$142,854                   |
| Buchanan County (MO)   | \$958,080   | \$1,825,445        | \$828,225              | \$321,474             | \$359,610                   | \$43,868         | \$139,636          | \$150,415            | \$4,626,753                 |
| City of Boulder (CO)   | \$841,347   | \$5,334,676        | \$1,308,043            | \$854,147             | \$1,317,904                 | \$138,288        | \$1,161,305        | \$616,313            | \$11,572,023                |
| Eau Claire County (WI)   | \$408,852   | \$1,366,845        | \$198,100              | \$72,042              | \$357,435                   | \$67,111         | \$219,514          | \$103,700            | \$2,793,599                 |
| <b>Group B Average</b>   | <b>\$1,456,924</b>  | <b>\$5,571,530</b> | <b>\$1,216,139</b>     | <b>\$696,103</b>      | <b>\$1,319,752</b>          | <b>\$199,904</b> | <b>\$2,125,320</b> | <b>\$464,146</b>     | <b>\$13,049,819</b>         |
| Percent of Group B Total   | 11.2%   | 42.7%              | 9.3%                   | 5.3%                  | 10.1%                       | 1.5%             | 16.3%              | 3.6%                 | 100.0%                      |
| Average Excluding Outliers/Exclusions  | \$1,242,843   | \$4,496,855        | \$1,152,929            | \$546,947             | \$966,707                   | \$116,425        | \$1,681,508        | \$441,493            | \$10,645,706                |
| Group B Median   | \$841,347   | \$2,293,417        | \$371,463              | \$321,474             | \$834,938                   | \$67,111         | \$782,665          | \$290,915            | \$6,076,502                 |



**Table 19:**  
**Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | ALL Cultural Audiences (Both Residents AND Non-Residents) |                    |                        |                       |                             |                  |                    |                      | Total Audience Expenditures |
|--|---|--------------------|------------------------|-----------------------|-----------------------------|------------------|--------------------|----------------------|-----------------------------|
|  | Refreshments and/or Snacks                                | Meals              | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care       | Overnight Lodging  | Other/ Miscellaneous |                             |
| City of Rochester (MN)   | \$2,927,622   | \$7,704,451        | \$2,983,793            | \$943,734             | \$1,728,087                 | \$335,683        | \$1,995,412        | \$465,733            | \$19,084,515                |
| Tompkins County (NY)   | \$991,883   | \$3,017,343        | \$945,062              | \$367,963             | \$506,556                   | \$111,676        | \$1,214,075        | \$182,398            | \$7,336,956                 |
| Wayne County (NC)  | \$136,384   | \$627,437          | \$165,957              | \$106,204             | \$226,360                   | \$21,281         | \$59,145           | \$20,666             | \$1,363,434                 |
| City of McKinney (TX)  | \$109,007   | \$859,195          | \$98,992               | \$54,411              | \$105,039                   | \$21,283         | \$71,106           | \$88,293             | \$1,407,326                 |
| Orange County (NC)   | \$2,490,437   | \$10,516,042       | \$2,101,451            | \$711,030             | \$2,248,783                 | \$351,750        | \$2,116,596        | \$967,611            | \$21,503,700                |
| Town of Cary (NC)***   | \$494,753   | \$2,188,904        | \$610,038              | \$293,736             | \$545,930                   | \$43,663         | \$556,701          | \$230,432            | \$4,964,157                 |
| Marathon County (WI)   | \$444,304   | \$1,438,361        | \$835,744              | \$445,969             | \$301,076                   | \$57,872         | \$314,370          | \$74,934             | \$3,912,630                 |
| Greater Charlottesville Area (VA)**  | \$6,875,439   | \$23,507,589       | \$7,241,442            | \$2,242,848           | \$6,014,259                 | \$944,282        | \$16,761,677       | \$1,282,625          | \$64,870,161                |
| City of Fort Collins (CO)  | \$1,128,015   | \$5,912,225        | \$522,594              | \$571,635             | \$762,227                   | \$221,069        | \$636,737          | \$399,007            | \$10,153,509                |
| Cambria County (PA)  | \$3,508,692   | \$10,359,932       | \$2,420,241            | \$1,528,364           | \$3,331,843                 | \$175,228        | \$3,204,738        | \$478,846            | \$25,007,884                |
| City of Alexandria (VA)  | \$4,031,020   | \$22,069,721       | \$6,927,843            | \$2,357,341           | \$3,564,348                 | \$201,523        | \$3,072,099        | \$2,356,507          | \$44,580,402                |
| City of Eugene (OR)  | \$2,635,882   | \$6,789,606        | \$1,832,226            | \$836,945             | \$1,409,424                 | \$129,334        | \$1,509,873        | \$941,678            | \$16,084,968                |
| Pitt County (NC)   | \$248,421   | \$1,709,599        | \$246,655              | \$145,240             | \$322,807                   | \$160,831        | \$166,916          | \$95,672             | \$3,096,141                 |
| City of Santa Clarita (CA)   | \$1,307,981   | \$1,994,241        | \$1,496,202            | \$12,255              | \$342,644                   | \$407,738        | \$3,443            | \$0                  | \$5,564,504                 |
| City of Providence (RI)**  | \$13,641,915  | \$48,019,933       | \$14,573,107           | \$4,061,458           | \$11,390,983                | \$1,659,011      | \$10,127,568       | \$2,593,875          | \$106,067,850               |
| Erie (PA)  | \$1,044,615   | \$3,793,628        | \$588,176              | \$448,785             | \$633,546                   | \$149,777        | \$535,151          | \$306,661            | \$7,500,339                 |
| New Hanover County (NC)  | \$1,982,211   | \$6,944,183        | \$1,209,170            | \$956,792             | \$2,279,515                 | \$145,817        | \$1,320,314        | \$268,017            | \$15,106,019                |
| City of Glendale (CA)  | \$459,721   | \$1,616,969        | \$336,689              | \$140,991             | \$230,412                   | \$24,241         | \$24,270           | \$144,984            | \$2,978,277                 |
| City of Tacoma (WA)  | \$3,362,105   | \$14,084,310       | \$4,603,510            | \$1,705,192           | \$2,253,806                 | \$345,415        | \$1,633,361        | \$1,867,997          | \$29,855,696                |
| Whatcom County (WA)  | \$618,554   | \$2,329,138        | \$1,056,061            | \$158,377             | \$631,213                   | \$48,445         | \$357,655          | \$220,888            | \$5,420,331                 |
| City of Boise (ID)   | \$4,957,284   | \$11,332,723       | \$1,796,921            | \$1,941,189           | \$2,331,604                 | \$651,360        | \$1,290,690        | \$991,361            | \$25,293,132                |
| Lackawanna County (PA)   | \$1,463,895   | \$5,911,339        | \$1,492,449            | \$856,168             | \$1,285,569                 | \$271,053        | \$607,502          | \$619,579            | \$12,507,554                |
| Arlington County (VA)  | \$713,748   | \$3,170,013        | \$955,030              | \$689,482             | \$1,145,595                 | \$45,375         | \$471,145          | \$134,036            | \$7,324,424                 |
| City of Orlando (FL)***  | \$8,199,736   | \$16,143,283       | \$3,711,128            | \$2,657,778           | \$7,141,050                 | \$224,258        | \$7,305,409        | \$491,488            | \$45,874,130                |
| Buncombe County (NC)   | \$1,927,388   | \$9,591,508        | \$1,900,577            | \$532,092             | \$2,361,298                 | \$121,417        | \$8,949,034        | \$1,437,680          | \$26,820,994                |
| St. Tammany Parish (LA)  | \$2,255,429   | \$6,469,574        | \$2,391,393            | \$1,407,339           | \$1,293,920                 | \$179,465        | \$289,602          | \$409,441            | \$14,696,163                |
| Alachua County (FL)  | \$7,434,338   | \$13,268,925       | \$13,052,519           | \$3,172,751           | \$3,408,343                 | \$718,978        | \$10,338,232       | \$1,759,762          | \$53,153,848                |
| Greater Jackson Area (MS)  | \$791,437   | \$1,842,289        | \$542,294              | \$256,995             | \$1,144,327                 | \$215,609        | \$1,572,314        | \$349,836            | \$6,715,101                 |
| <b>Group C Average</b>   | <b>\$2,720,793</b>  | <b>\$8,686,159</b> | <b>\$2,737,045</b>     | <b>\$1,057,252</b>    | <b>\$2,105,020</b>          | <b>\$285,123</b> | <b>\$2,732,326</b> | <b>\$685,000</b>     | <b>\$21,008,719</b>         |
| Percent of Group C Total   | 13.0%   | 41.3%              | 13.0%                  | 5.0%                  | 10.0%                       | 1.4%             | 13.0%              | 3.3%                 | 100.0%                      |
| Average Excluding Outliers/Exclusions  | \$2,595,682   | \$8,649,241        | \$2,781,388            | \$1,025,060           | \$1,971,292                 | \$296,751        | \$2,640,116        | \$709,926            | \$20,669,456                |
| Group C Median   | \$1,695,642   | \$6,190,900        | \$1,494,326            | \$700,256             | \$1,289,745                 | \$177,347        | \$1,252,383        | \$404,224            | \$13,601,859                |

**Table 19:**  
**Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | ALL Cultural Audiences (Both Residents AND Non-Residents) |                     |                        |                       |                             |                  |                    |                      | Total Audience Expenditures |
|--|---|---------------------|------------------------|-----------------------|-----------------------------|------------------|--------------------|----------------------|-----------------------------|
|  | Refreshments and/or Snacks                                | Meals               | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care       | Overnight Lodging  | Other/ Miscellaneous |                             |
| City of Lincoln (NE)   | \$2,024,783   | \$9,013,054         | \$1,681,769            | \$939,635             | \$2,096,231                 | \$245,473        | \$2,269,719        | \$1,294,943          | \$19,565,607                |
| Durham County (NC)   | \$5,460,633   | \$22,764,055        | \$2,472,014            | \$1,982,090           | \$5,478,500                 | \$402,944        | \$11,899,364       | \$955,083            | \$51,414,683                |
| Osceola County (FL)  | \$38,058  | \$264,694           | \$37,629               | \$27,627              | \$108,683                   | \$2,656          | \$9,131            | \$10,736             | \$499,214                   |
| City of Newark (NJ)  | \$7,174,891   | \$16,179,957        | \$8,536,447            | \$3,313,895           | \$5,207,165                 | \$102,646        | \$11,129,653       | \$1,224,317          | \$52,868,971                |
| City of Riverside (CA)***  | \$3,301,525   | \$11,590,427        | \$2,302,812            | \$304,103             | \$796,272                   | \$538,664        | \$1,265,154        | \$628,441            | \$20,727,398                |
| Lexington-Fayette Urban County (KY)  | \$1,787,845   | \$5,259,335         | \$543,668              | \$661,098             | \$1,167,984                 | \$73,045         | \$892,511          | \$61,275             | \$10,446,761                |
| Loudoun County (VA)  | \$861,904   | \$1,926,835         | \$3,124,958            | \$414,409             | \$612,788                   | \$62,036         | \$389,105          | \$276,507            | \$7,668,542                 |
| Cumberland County (NC)   | \$4,917,530   | \$8,034,140         | \$2,843,704            | \$1,601,601           | \$2,257,146                 | \$124,354        | \$1,005,631        | \$758,528            | \$21,542,634                |
| Greater Chattanooga Area (TN)  | \$4,646,645   | \$25,029,771        | \$12,578,877           | \$4,861,427           | \$6,479,111                 | \$1,623,824      | \$8,612,458        | \$1,747,421          | \$65,579,534                |
| Forsyth County (NC)  | \$4,253,906   | \$23,425,939        | \$10,160,267           | \$5,573,939           | \$7,241,492                 | \$1,534,139      | \$11,820,642       | \$1,915,075          | \$65,925,399                |
| City of Wichita (KS)   | \$2,110,290   | \$14,022,685        | \$3,123,969            | \$1,759,352           | \$2,898,826                 | \$448,803        | \$2,508,926        | \$2,190,672          | \$29,063,523                |
| Sarasota County (FL)   | \$5,486,038   | \$22,886,952        | \$4,085,586            | \$4,336,576           | \$5,856,537                 | \$303,357        | \$6,472,786        | \$1,321,901          | \$50,749,733                |
| City of Oakland (CA)   | \$1,537,081   | \$8,753,939         | \$4,087,460            | \$2,229,603           | \$2,163,990                 | \$294,030        | \$2,550,809        | \$400,574            | \$22,017,486                |
| Santa Barbara County (CA)  | \$3,686,139   | \$23,559,424        | \$2,665,332            | \$2,875,261           | \$3,887,362                 | \$830,465        | \$5,731,771        | \$1,086,514          | \$44,322,268                |
| City of Miami (FL)***  | \$37,149,747  | \$94,983,041        | \$10,619,933           | \$25,985,763          | \$34,847,636                | \$2,564,296      | \$16,288,672       | \$11,448,277         | \$233,887,365               |
| Seminole County (FL)   | \$126,125   | \$449,718           | \$213,583              | \$123,666             | \$128,732                   | \$11,099         | \$147,182          | \$101,411            | \$1,301,516                 |
| City of Omaha (NE)   | \$3,110,508   | \$19,358,866        | \$5,854,632            | \$1,861,368           | \$5,538,814                 | \$523,866        | \$4,590,509        | \$3,178,607          | \$44,017,170                |
| Greater Syracuse Area (NY)   | \$15,096,273  | \$52,576,200        | \$4,773,585            | \$5,667,894           | \$12,653,232                | \$838,597        | \$7,136,206        | \$725,791            | \$99,467,778                |
| City of Mesa (AZ)  | \$1,711,236   | \$4,025,793         | \$1,302,824            | \$766,165             | \$1,211,878                 | \$215,733        | \$810,695          | \$450,747            | \$10,495,071                |
| Guilford County (NC)   | \$10,705,272  | \$29,730,837        | \$7,126,144            | \$4,023,053           | \$7,906,078                 | \$1,404,634      | \$6,028,544        | \$4,819,338          | \$71,743,900                |
| Dane County (WI)   | \$8,745,306   | \$30,303,804        | \$10,032,921           | \$3,033,139           | \$9,119,664                 | \$1,476,131      | \$10,254,025       | \$3,301,717          | \$76,266,707                |
| Volusia County (FL)  | \$3,077,958   | \$4,950,322         | \$895,032              | \$915,692             | \$2,031,403                 | \$133,711        | \$2,149,599        | \$1,781,826          | \$15,935,543                |
| <b>Group D Average</b>   | <b>\$5,773,168</b>  | <b>\$19,504,081</b> | <b>\$4,502,870</b>     | <b>\$3,329,880</b>    | <b>\$5,440,433</b>          | <b>\$625,205</b> | <b>\$5,180,141</b> | <b>\$1,803,623</b>   | <b>\$46,159,400</b>         |
| Percent of Group D Total   | 12.5%   | 42.3%               | 9.8%                   | 7.2%                  | 11.8%                       | 1.4%             | 11.2%              | 3.9%                 | 100.0%                      |
| Average Excluding Outliers/Exclusions  | \$4,327,921   | \$16,125,816        | \$4,307,020            | \$2,348,375           | \$4,202,281                 | \$532,577        | \$4,820,463        | \$1,380,149          | \$38,044,602                |
| Group D Median   | \$3,493,832   | \$15,101,321        | \$3,124,464            | \$1,921,729           | \$3,393,094                 | \$353,151        | \$3,570,659        | \$1,155,416          | \$36,540,347                |

**Table 19:**  
**Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | ALL Cultural Audiences (Both Residents AND Non-Residents) |                     |                        |                       |                             |                    |                     |                      | Total Audience Expenditures |
|--|---|---------------------|------------------------|-----------------------|-----------------------------|--------------------|---------------------|----------------------|-----------------------------|
|  | Refreshments and/or Snacks                                | Meals               | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care         | Overnight Lodging   | Other/ Miscellaneous |                             |
| City of Albuquerque (NM)   | \$2,790,023   | \$11,816,430        | \$5,121,624            | \$2,519,062           | \$3,394,073                 | \$389,527          | \$2,512,536         | \$1,727,025          | \$30,270,300                |
| City of Atlanta (GA)   | \$19,130,514  | \$61,772,813        | \$10,704,095           | \$4,661,978           | \$11,805,828                | \$3,713,955        | \$15,267,459        | \$4,812,545          | \$131,869,187               |
| Polk County (FL)   | \$1,412,519   | \$3,287,545         | \$1,372,012            | \$133,328             | \$343,570                   | \$41,146           | \$762,068           | \$449,587            | \$7,801,775                 |
| Lee County (FL)  | \$5,002,162   | \$18,344,661        | \$7,230,356            | \$2,119,685           | \$4,487,758                 | \$84,500           | \$6,868,372         | \$1,005,672          | \$45,143,166                |
| City of Seattle (WA)   | \$15,234,181  | \$82,274,393        | \$13,090,503           | \$8,373,655           | \$19,619,707                | \$1,608,467        | \$27,586,999        | \$7,840,804          | \$175,628,709               |
| District of Columbia (DC)* <sup>1</sup>  | \$36,534,401  | \$200,798,385       | \$18,749,232           | \$6,675,311           | \$54,456,635                | \$3,549,430        | \$59,030,186        | \$14,996,867         | \$394,790,447               |
| City of Baltimore (MD)   | \$9,779,130   | \$63,633,426        | \$14,766,811           | \$4,871,821           | \$17,928,523                | \$1,842,660        | \$6,052,994         | \$3,062,123          | \$121,937,488               |
| Jefferson County (AL)  | \$24,007,082  | \$52,926,861        | \$21,881,251           | \$6,833,320           | \$14,282,121                | \$193,760          | \$25,367,156        | \$909,674            | \$146,401,225               |
| City of Austin (TX)  | \$9,881,176   | \$35,896,250        | \$15,713,369           | \$5,663,680           | \$12,128,175                | \$2,425,650        | \$11,169,864        | \$6,090,072          | \$98,968,236                |
| City of Indianapolis (IN)  | \$22,923,541  | \$85,890,849        | \$42,049,061           | \$6,197,681           | \$17,535,097                | \$855,633          | \$12,759,516        | \$3,181,922          | \$191,393,300               |
| City and County of San Francisco (CA)*   | \$20,770,137  | \$127,651,871       | \$7,360,962            | \$11,326,653          | \$35,917,494                | \$8,399,272        | \$23,204,357        | \$3,221,184          | \$237,851,930               |
| Prince George's County (MD)  | \$1,050,719   | \$5,071,933         | \$1,293,223            | \$281,432             | \$2,420,213                 | \$59,024           | \$2,156,584         | \$306,117            | \$12,639,245                |
| Bergen County (NJ)   | \$1,207,280   | \$8,656,890         | \$836,087              | \$649,690             | \$1,387,783                 | \$315,999          | \$996,641           | \$446,723            | \$14,497,093                |
| Wake County (NC)   | \$7,518,208   | \$32,901,982        | \$10,652,977           | \$6,610,084           | \$11,386,461                | \$733,483          | \$6,225,880         | \$2,392,554          | \$78,421,629                |
| Fairfield County (CT)  | \$7,991,689   | \$22,150,588        | \$5,875,921            | \$1,759,128           | \$4,412,450                 | \$1,186,832        | \$683,958           | \$1,940,255          | \$46,000,821                |
| Mecklenburg County (NC)  | \$14,449,031  | \$44,671,290        | \$8,497,074            | \$2,432,780           | \$8,796,997                 | \$2,494,206        | \$17,962,713        | \$2,316,705          | \$101,620,796               |
| Greater Memphis Area (TN)  | \$5,690,614   | \$25,796,386        | \$5,834,331            | \$3,110,964           | \$6,999,414                 | \$898,260          | \$13,649,289        | \$603,323            | \$62,582,581                |
| City of San Jose (CA)***   | \$5,492,915   | \$26,651,717        | \$2,468,017            | \$1,895,110           | \$5,937,644                 | \$1,066,824        | \$4,435,982         | \$1,399,958          | \$49,348,167                |
| Westchester County (NY)  | \$5,753,492   | \$32,059,605        | \$3,976,419            | \$3,321,363           | \$6,291,243                 | \$1,454,379        | \$4,347,130         | \$2,391,309          | \$59,594,940                |
| Montgomery County (MD)   | \$6,118,960   | \$39,332,160        | \$3,513,460            | \$2,189,610           | \$4,915,411                 | \$770,670          | \$16,216,999        | \$1,264,250          | \$74,321,520                |
| <b>Group E Average</b>   | <b>\$11,136,889</b>                                       | <b>\$49,079,302</b> | <b>\$10,049,339</b>    | <b>\$4,081,317</b>    | <b>\$12,222,330</b>         | <b>\$1,604,184</b> | <b>\$12,862,834</b> | <b>\$3,017,933</b>   | <b>\$104,054,128</b>        |
| Percent of Group E Total   | 10.7%   | 47.2%               | 9.7%                   | 3.9%                  | 11.7%                       | 1.5%               | 12.4%               | 2.9%                 | 100.0%                      |
| Average <u>Excluding</u> Outliers/Exclusions                                   | \$9,408,254   | \$36,852,004        | \$10,141,681           | \$3,631,133           | \$8,713,813                 | \$1,121,656        | \$10,034,480        | \$2,396,509          | \$82,299,530                |
| Group E Median   | \$7,754,949   | \$34,399,116        | \$7,295,659            | \$3,216,164           | \$7,898,206                 | \$982,542          | \$9,019,118         | \$2,128,480          | \$76,371,575                |

**Table 19:**  
**Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | ALL Cultural Audiences (Both Residents AND Non-Residents) |                     |                        |                       |                             |                    |                     |                      | Total Audience Expenditures |
|---|---|---------------------|------------------------|-----------------------|-----------------------------|--------------------|---------------------|----------------------|-----------------------------|
|   | Refreshments and/or Snacks                                | Meals               | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care         | Overnight Lodging   | Other/ Miscellaneous |                             |
| Pima County (AZ)  | \$6,873,294   | \$17,736,059        | \$7,169,688            | \$2,830,282           | \$5,713,717                 | \$977,002          | \$2,454,153         | \$1,186,538          | \$44,940,733                |
| Fairfax County (VA)   | \$2,821,932   | \$11,538,345        | \$5,033,076            | \$3,051,363           | \$2,435,084                 | \$848,121          | \$1,280,419         | \$3,057,976          | \$30,066,316                |
| Orange County (FL)  | \$21,793,133  | \$38,922,475        | \$8,128,188            | \$6,126,793           | \$15,684,759                | \$705,628          | \$16,451,429        | \$2,439,702          | \$110,252,107               |
| Greater Columbus Area (OH)  | \$13,516,759  | \$44,897,860        | \$8,008,247            | \$3,979,094           | \$10,874,007                | \$952,651          | \$9,784,266         | \$3,154,964          | \$95,167,848                |
| Allegheny County (PA)   | \$25,239,885  | \$187,275,003       | \$11,933,002           | \$14,876,018          | \$42,812,782                | \$5,139,333        | \$22,707,495        | \$6,804,320          | \$316,787,838               |
| City of San Diego (CA)***   | \$57,647,724  | \$101,201,998       | \$63,868,823           | \$33,272,599          | \$33,222,774                | \$23,694,807       | \$26,860,055        | \$1,565,330          | \$341,334,110               |
| City of Dallas (TX)   | \$24,933,883  | \$56,681,359        | \$11,405,396           | \$11,967,985          | \$19,666,963                | \$2,205,932        | \$25,793,442        | \$3,930,243          | \$156,585,203               |
| Palm Beach County (FL)  | \$25,773,599  | \$48,105,253        | \$6,637,252            | \$8,066,440           | \$11,205,043                | \$639,148          | \$7,055,991         | \$3,570,156          | \$111,052,882               |
| Greater St. Louis Area (MO)   | \$38,468,918  | \$118,497,193       | \$32,680,066           | \$12,553,917          | \$28,731,701                | \$2,334,938        | \$27,222,965        | \$8,589,689          | \$269,079,387               |
| City of San Antonio (TX)  | \$5,523,855   | \$31,683,586        | \$20,554,052           | \$1,862,796           | \$5,772,722                 | \$677,436          | \$4,980,116         | \$909,630            | \$71,964,193                |
| Sacramento County (CA)  | \$3,847,736   | \$13,951,244        | \$2,356,234            | \$1,987,488           | \$4,229,906                 | \$660,314          | \$1,987,097         | \$910,949            | \$29,930,968                |
| City and County of Philadelphia (PA)  | \$50,917,399  | \$214,863,990       | \$30,691,117           | \$16,918,783          | \$63,575,471                | \$2,876,136        | \$91,811,003        | \$7,058,314          | \$478,712,213               |
| City of Phoenix (AZ)  | \$14,442,880  | \$62,644,606        | \$12,048,996           | \$8,435,200           | \$20,837,166                | \$1,661,690        | \$11,983,977        | \$4,055,574          | \$136,110,089               |
| Broward County (FL)   | \$18,389,046  | \$55,754,954        | \$6,335,906            | \$10,368,981          | \$19,129,966                | \$2,435,625        | \$10,377,181        | \$4,086,195          | \$126,877,854               |
| Santa Clara County (CA)   | \$6,773,031   | \$33,156,774        | \$4,487,330            | \$2,131,658           | \$7,726,583                 | \$1,172,683        | \$4,837,185         | \$1,697,732          | \$61,982,976                |
| Tarrant County (TX)   | \$4,923,989   | \$21,187,179        | \$5,760,306            | \$3,285,602           | \$4,590,329                 | \$629,325          | \$4,397,036         | \$483,339            | \$45,257,105                |
| Clark County (NV)   | \$2,938,189   | \$8,067,809         | \$5,072,767            | \$925,720             | \$2,380,881                 | \$255,920          | \$866,466           | \$1,065,683          | \$21,573,435                |
| Riverside County (CA)   | \$6,867,782   | \$15,900,437        | \$4,747,065            | \$406,424             | \$1,537,304                 | \$787,441          | \$3,366,582         | \$825,399            | \$34,438,434                |
| Miami-Dade County (FL)  | \$52,829,916  | \$186,556,474       | \$17,226,597           | \$34,928,078          | \$55,122,693                | \$6,748,881        | \$34,399,271        | \$14,412,889         | \$402,224,799               |
| City of Chicago (IL)  | \$108,779,396   | \$371,403,598       | \$91,740,532           | \$39,026,050          | \$177,458,885               | \$8,978,504        | \$176,339,924       | \$16,094,943         | \$989,821,832               |
| San Diego County (CA)   | \$66,314,792  | \$116,417,250       | \$73,471,204           | \$38,274,980          | \$38,217,664                | \$27,257,210       | \$30,898,339        | \$1,800,671          | \$392,652,110               |
| City of Los Angeles (CA)  | \$68,033,933  | \$161,198,910       | \$34,772,821           | \$26,465,161          | \$89,933,058                | \$15,781,770       | \$32,902,878        | \$6,121,709          | \$435,210,240               |
| Harris County (TX)  | \$62,764,965  | \$199,837,349       | \$85,726,674           | \$24,429,274          | \$58,789,321                | \$4,758,224        | \$36,705,663        | \$22,556,627         | \$495,568,097               |
| <b>Group F Average</b>  | <b>\$30,018,089</b>                                       | <b>\$92,064,335</b> | <b>\$23,906,754</b>    | <b>\$13,311,769</b>   | <b>\$31,289,077</b>         | <b>\$4,877,336</b> | <b>\$25,454,910</b> | <b>\$5,059,938</b>   | <b>\$225,982,207</b>        |
| Percent of Group F Total  | 13.3%   | 40.7%               | 10.6%                  | 5.9%                  | 13.8%                       | 2.2%               | 11.3%               | 2.2%                 | 100.0%                      |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$28,762,196  | \$91,648,987        | \$22,090,296           | \$12,404,459          | \$31,201,182                | \$4,021,996        | \$25,391,040        | \$5,218,784          | \$220,738,939               |
| Group F Median  | \$21,793,133  | \$55,754,954        | \$11,405,396           | \$8,435,200           | \$19,129,966                | \$1,661,690        | \$11,983,977        | \$3,154,964          | \$126,877,854               |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |   |                     |                        |                       |                             |                    |                     |                      |                             |
| <b>Average</b>  | <b>\$8,401,255</b>  | <b>\$28,465,519</b> | <b>\$7,024,330</b>     | <b>\$3,704,117</b>    | <b>\$8,547,685</b>          | <b>\$1,240,451</b> | <b>\$8,091,648</b>  | <b>\$1,828,569</b>   | <b>\$67,303,573</b>         |
| Percent of Total  | 12.5%   | 42.3%               | 10.4%                  | 5.5%                  | 12.7%                       | 1.8%               | 12.0%               | 2.7%                 | 100.0%                      |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$8,164,052   | \$27,541,171        | \$7,065,044            | \$3,514,541           | \$8,288,836                 | \$1,074,883        | \$7,793,576         | \$1,770,099          | \$65,212,203                |
| Median  | \$2,755,660   | \$9,591,508         | \$2,391,393            | \$956,792             | \$2,248,783                 | \$242,619          | \$2,149,599         | \$725,791            | \$21,573,435                |

**Table 19:**  
**Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | ALL Cultural Audiences (Both Residents AND Non-Residents) |              |                        |                       |                             |             |                   |                      | Total Audience Expenditures |
|---|---|--------------|------------------------|-----------------------|-----------------------------|-------------|-------------------|----------------------|-----------------------------|
|   | Refreshments and/or Snacks                                | Meals        | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care  | Overnight Lodging | Other/ Miscellaneous |                             |
| Greater Portsmouth Area (NH)                                  | \$3,792,258   | \$15,404,297 | \$2,097,507            | \$642,860             | \$2,284,635                 | \$553,864   | \$5,220,277       | \$915,803            | \$30,911,501                |
| Greater Concord Area (NH)                                     | \$1,011,036   | \$3,540,096  | \$820,849              | \$232,958             | \$605,053                   | \$102,393   | \$383,724         | \$261,610            | \$6,957,719                 |
| Greater Aberdeen Area (SD)                                    | \$213,036   | \$1,289,781  | \$152,649              | \$65,430              | \$436,886                   | \$35,945    | \$537,391         | \$313,945            | \$3,045,063                 |
| Centre Region (PA)  | \$1,036,234   | \$4,167,301  | \$3,214,562            | \$394,545             | \$966,315                   | \$17,582    | \$2,403,990       | \$275,703            | \$12,476,232                |
| Greater Minot Area (ND)                                       | \$563,522   | \$1,428,355  | \$533,514              | \$448,946             | \$437,336                   | \$19,570    | \$118,971         | \$70,942             | \$3,621,156                 |
| Creative Corridor in Northwest Iowa (IA)                      | \$1,122,340   | \$2,274,117  | \$437,616              | \$969,975             | \$993,186                   | \$63,671    | \$1,468,807       | \$130,172            | \$7,459,884                 |
| Northern New Hampshire (NH)                                   | \$411,907   | \$2,376,782  | \$1,452,309            | \$421,312             | \$698,824                   | \$204,874   | \$1,176,692       | \$629,458            | \$7,372,158                 |
| Greater Sioux Falls Area (SD)                                 | \$2,130,441   | \$7,630,064  | \$1,573,458            | \$1,011,868           | \$2,078,186                 | \$398,168   | \$2,930,813       | \$1,352,537          | \$19,105,535                |
| Greater Athens Area (GA)                                      | \$834,193   | \$1,864,132  | \$884,141              | \$490,893             | \$610,293                   | \$251,821   | \$714,168         | \$518,927            | \$6,168,568                 |
| Greater Rockford Area (IL)                                    | \$842,711   | \$3,290,693  | \$641,922              | \$432,659             | \$724,616                   | \$52,598    | \$452,710         | \$186,347            | \$6,624,256                 |
| Greater Peoria Area (IL)                                      | \$600,923   | \$1,953,806  | \$757,807              | \$373,514             | \$818,217                   | \$103,205   | \$529,648         | \$418,717            | \$5,555,837                 |
| Greater Fox Cities Region (WI)                                | \$1,171,351   | \$6,035,113  | \$857,699              | \$307,008             | \$960,556                   | \$168,259   | \$858,259         | \$733,289            | \$11,091,534                |
| Northern Tier Region (PA)                                     | \$395,252   | \$1,448,878  | \$532,813              | \$91,681              | \$328,716                   | \$83,743    | \$352,898         | \$19,751             | \$3,253,732                 |
| Northwest Arkansas Area (AR)                                  | \$1,650,182   | \$7,731,313  | \$1,014,390            | \$439,914             | \$1,753,026                 | \$380,107   | \$1,419,837       | \$191,457            | \$14,580,226                |
| Mahoning Valley Region (OH)                                   | \$1,258,545   | \$5,042,352  | \$1,642,787            | \$1,230,187           | \$1,823,405                 | \$77,337    | \$798,305         | \$664,496            | \$12,537,414                |
| Iowa Cultural Corridor (IA)                                   | \$3,048,970   | \$12,247,232 | \$5,710,667            | \$1,200,788           | \$3,677,836                 | \$529,512   | \$2,813,367       | \$344,622            | \$29,572,994                |
| Pikes Peak Region (CO)  | \$9,188,827   | \$15,175,105 | \$2,061,089            | \$1,100,985           | \$2,870,225                 | \$612,359   | \$3,362,531       | \$173,051            | \$34,544,172                |
| Greater Columbia Area (SC)                                    | \$2,326,776   | \$8,942,219  | \$854,567              | \$274,041             | \$2,673,688                 | \$231,222   | \$1,829,267       | \$236,477            | \$17,368,257                |
| Lehigh Valley Region (PA)                                     | \$11,236,958  | \$43,587,860 | \$12,762,928           | \$6,421,262           | \$12,738,998                | \$1,090,446 | \$17,170,809      | \$858,704            | \$105,867,965               |
| West Valley Region (AZ)                                       | \$1,950,999   | \$1,844,783  | \$516,032              | \$589,428             | \$857,475                   | \$100,842   | \$176,907         | \$143,170            | \$6,179,636                 |
| Greater Harrisburg Area (PA)                                  | \$3,178,165   | \$14,383,782 | \$922,608              | \$1,320,782           | \$2,362,800                 | \$312,835   | \$318,748         | \$783,632            | \$23,583,352                |
| Greater Hartford Area (CT)                                    | \$15,906,707  | \$37,809,791 | \$8,630,119            | \$3,933,608           | \$8,076,556                 | \$918,900   | \$5,097,785       | \$1,632,006          | \$82,005,472                |
| Greater Portland Area (OR)                                    | \$10,878,677  | \$48,175,249 | \$6,409,502            | \$3,302,383           | \$9,161,594                 | \$1,132,874 | \$13,871,048      | \$8,520,866          | \$101,452,193               |
| Metropolitan Kansas City Area (MO/KS)                         | \$10,515,316  | \$31,586,912 | \$5,897,602            | \$3,759,749           | \$7,882,410                 | \$627,867   | \$6,884,123       | \$2,119,192          | \$69,273,171                |
| Greater Milwaukee Area (WI)                                   | \$11,992,028  | \$37,331,430 | \$5,733,102            | \$3,668,176           | \$11,328,516                | \$854,526   | \$4,372,450       | \$3,986,941          | \$79,267,169                |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 19:**  
**Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | ALL Cultural Audiences (Both Residents AND Non-Residents) |                     |                        |                       |                             |                  |                     |                      | Total Audience Expenditures |
|---|---|---------------------|------------------------|-----------------------|-----------------------------|------------------|---------------------|----------------------|-----------------------------|
|   | Refreshments and/or Snacks                                | Meals               | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care       | Overnight Lodging   | Other/ Miscellaneous |                             |
| Central Florida Region (FL)                                   | \$29,888,296  | \$59,847,098        | \$15,506,370           | \$9,280,156           | \$21,228,970                | \$1,079,685      | \$22,421,383        | \$5,787,255          | \$165,039,213               |
| Greater Washington DC Region (DC/MD/VA) <sup>1</sup>          | \$51,270,780  | \$281,980,557       | \$36,471,864           | \$15,244,539          | \$68,937,286                | \$5,474,143      | \$82,227,432        | \$22,115,753         | \$563,722,354               |
| Greater Philadelphia Region (PA)                              | \$53,458,298  | \$237,681,750       | \$46,435,658           | \$16,227,578          | \$65,607,565                | \$4,106,872      | \$84,277,257        | \$13,342,459         | \$521,137,437               |
| Southeastern Michigan Region (MI)                             | \$9,971,040   | \$61,587,581        | \$22,228,282           | \$10,897,626          | \$13,928,268                | \$3,175,515      | \$7,616,585         | \$3,155,365          | \$132,560,262               |
| Greater Houston Area (TX)                                     | \$69,567,447  | \$220,989,307       | \$75,762,067           | \$46,734,743          | \$56,353,555                | \$4,194,476      | \$70,011,492        | \$19,493,954         | \$563,107,041               |
| North Texas Region (TX) <sup>1</sup>                          | \$31,634,459  | \$84,907,159        | \$18,329,361           | \$16,149,267          | \$25,770,402                | \$3,049,886      | \$31,826,757        | \$4,986,276          | \$216,653,567               |
| <b>Regional Average</b>                                       | <b>\$11,066,054</b>                                       | <b>\$40,759,835</b> | <b>\$9,059,543</b>     | <b>\$4,763,189</b>    | <b>\$10,612,109</b>         | <b>\$967,906</b> | <b>\$12,053,046</b> | <b>\$3,043,964</b>   | <b>\$92,325,647</b>         |
| Percent of Regional Total                                     | 12.0%   | 44.1%               | 9.8%                   | 5.2%                  | 11.5%                       | 1.0%             | 13.1%               | 3.3%                 | 100.0%                      |
| Regional Median   | \$2,326,776   | \$8,942,219         | \$1,642,787            | \$1,011,868           | \$2,284,635                 | \$380,107        | \$2,403,990         | \$664,496            | \$19,105,535                |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | ALL Cultural Audiences (Both Residents AND Non-Residents) |                      |                        |                       |                             |                    |                     |                      | Total Audience Expenditures |
|--|---|----------------------|------------------------|-----------------------|-----------------------------|--------------------|---------------------|----------------------|-----------------------------|
|  | Refreshments and/or Snacks                                | Meals                | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care         | Overnight Lodging   | Other/ Miscellaneous |                             |
| State of South Dakota <sup>1</sup>                             | \$5,837,735   | \$24,675,832         | \$4,299,529            | \$2,514,584           | \$7,351,091                 | \$1,053,799        | \$9,780,513         | \$4,942,945          | \$60,456,028                |
| State of Delaware  | \$3,521,317   | \$13,259,619         | \$4,900,407            | \$2,316,220           | \$4,635,000                 | \$391,943          | \$7,186,307         | \$2,711,036          | \$38,921,849                |
| State of Hawai'i   | \$15,137,979  | \$24,339,263         | \$3,820,491            | \$10,853,644          | \$8,513,194                 | \$1,205,042        | \$5,422,098         | \$1,028,004          | \$70,319,715                |
| State of New Hampshire <sup>1</sup>                            | \$7,817,090   | \$28,406,578         | \$6,513,695            | \$2,030,752           | \$5,134,645                 | \$1,139,771        | \$8,317,526         | \$2,694,104          | \$62,054,161                |
| State of Nebraska <sup>1</sup>                                 | \$7,044,463   | \$33,217,181         | \$9,850,289            | \$3,551,509           | \$9,570,886                 | \$950,046          | \$8,885,068         | \$5,555,226          | \$78,624,668                |
| State of Connecticut <sup>1</sup>                              | \$34,320,851  | \$92,443,565         | \$22,204,781           | \$8,723,413           | \$19,340,853                | \$3,486,689        | \$10,184,353        | \$6,777,851          | \$197,482,356               |
| State of Wisconsin <sup>1</sup>                                | \$25,151,740  | \$86,610,847         | \$19,264,756           | \$8,421,083           | \$24,650,146                | \$2,981,216        | \$18,789,546        | \$9,214,934          | \$195,084,268               |
| State of North Carolina <sup>1</sup>                           | \$66,916,338  | \$236,885,369        | \$63,256,362           | \$30,994,703          | \$65,291,528                | \$8,928,062        | \$89,067,108        | \$21,238,404         | \$582,577,874               |
| State of Pennsylvania <sup>1</sup>                             | \$105,612,228   | \$530,009,531        | \$85,266,834           | \$44,311,989          | \$135,488,333               | \$11,875,613       | \$137,447,543       | \$24,720,100         | \$1,074,732,171             |
| State of Illinois <sup>1</sup>                                 | \$131,733,747   | \$452,221,502        | \$112,537,609          | \$49,467,958          | \$208,760,640               | \$11,157,999       | \$203,230,541       | \$22,512,166         | \$1,191,622,162             |
| <b>Statewide Average</b>                                       | <b>\$40,309,349</b>                                       | <b>\$152,206,929</b> | <b>\$33,191,475</b>    | <b>\$16,318,586</b>   | <b>\$48,873,632</b>         | <b>\$4,317,018</b> | <b>\$49,831,060</b> | <b>\$10,139,477</b>  | <b>\$355,187,525</b>        |
| Percent of Statewide Total                                     | 11.3%   | 42.9%                | 9.3%                   | 4.6%                  | 13.8%                       | 1.2%               | 14.0%               | 2.9%                 | 100.0%                      |
| Statewide Median   | \$20,144,860  | \$59,914,014         | \$14,557,523           | \$8,572,248           | \$14,455,870                | \$2,093,129        | \$9,982,433         | \$6,166,539          | \$136,854,468               |



**Table 19:**  
**Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | ALL Cultural Audiences (Both Residents AND Non-Residents) |                     |                        |                       |                             |                  |                    |                      | Total Audience Expenditures |
|---|---|---------------------|------------------------|-----------------------|-----------------------------|------------------|--------------------|----------------------|-----------------------------|
|   | Refreshments and/or Snacks                                | Meals               | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care       | Overnight Lodging  | Other/ Miscellaneous |                             |
| Grand Center Arts District (St. Louis, MO)                      | \$3,424,691   | \$8,850,298         | \$1,128,930            | \$935,050             | \$2,368,390                 | \$223,248        | \$1,703,093        | \$613,558            | \$19,247,258                |
| Dallas Arts District (Dallas, TX)                               | \$9,658,914   | \$18,967,271        | \$2,723,529            | \$4,889,416           | \$6,733,465                 | \$841,124        | \$6,514,668        | \$1,980,720          | \$52,309,107                |
| <b>Arts District Average</b>                                    | <b>\$6,541,803</b>  | <b>\$13,908,785</b> | <b>\$1,926,230</b>     | <b>\$2,912,233</b>    | <b>\$4,550,928</b>          | <b>\$532,186</b> | <b>\$4,108,881</b> | <b>\$1,297,139</b>   | <b>\$35,778,183</b>         |
| Percent of Arts District Total                                  | 18.3%   | 38.9%               | 5.4%                   | 8.1%                  | 12.7%                       | 1.5%             | 11.5%              | 3.6%                 | 100.0%                      |

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

- <sup>1</sup> To calculate the total estimated audience expenditures in these multi-city/multi-county and statewide study regions, the individual findings for the less-populated participating communities in each region were summed first. The regional or statewide residency percentages and per person spending averages were then applied to any additional data collected for the region or state (if applicable), and the result was added to the sum of the individual communities. Therefore, the total audience expenditures do not equal the average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance.



## Explanation of Table 20: Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

This table presents the average dollars spent per person by all nonprofit arts and culture audiences (both residents and non-residents) as a direct result of their attendance to nonprofit arts and culture events in each participating study region during 2010. Summary statistics are calculated for each population group.

### Column Two:

The average dollars spent per person by all arts and culture audiences—both residents and non-residents—to purchase refreshments (e.g., snacks, drinks) while attending nonprofit arts and culture events.

### Column Three:

The average dollars spent per person by all arts and culture audiences—both residents and non-residents—to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

### Column Four:

The average dollars spent per person by all arts and culture audiences—both residents and non-residents—to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

### Column Five:

The average dollars spent per person by all arts and culture audiences—both residents and non-residents—to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

### Column Six:

The average dollars spent per person by all arts and culture audiences—both residents and non-residents—on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

### Column Seven:

The average dollars spent per person by all arts and culture audiences—both residents and non-residents—on child care for the purpose of attending nonprofit arts and culture events.

### Column Eight:

The average dollars spent per person by all arts and culture audiences—both residents and non-residents—on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

### Column Nine:

The average dollars spent per person by all arts and culture audiences—both residents and non-residents—on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and culture events.

### Column Ten:

The average total dollars spent per person by all arts and culture audiences—both residents and non-residents—for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

**Table 20:**  
**Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | ALL Cultural Audiences (Both Residents AND Non-Residents) |                |                           |                          |                                |               |                      |                         | Average<br>Per Person<br>Expenditure |
|---|---|----------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|--------------------------------------|
|   | Refreshments<br>and/or Snacks                             | Meals          | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                      |
| City of Gunnison (CO)***  | \$2.41  | \$7.84         | \$2.54                    | \$0.11                   | \$0.98                         | \$0.63        | \$1.59               | \$0.75                  | \$16.85                              |
| Town of Telluride (CO)*   | \$21.48   | \$36.14        | \$12.65                   | \$7.19                   | \$11.14                        | \$2.33        | \$56.03              | \$3.26                  | \$150.22                             |
| Town of Crested Butte (CO)***   | \$5.93  | \$16.50        | \$5.19                    | \$2.13                   | \$2.67                         | \$0.67        | \$10.98              | \$1.04                  | \$45.11                              |
| Town of Newmarket (NH)  | \$3.92  | \$6.58         | \$5.54                    | \$0.97                   | \$0.98                         | \$0.13        | \$1.50               | \$2.69                  | \$22.31                              |
| Greater Ketchikan Area (AK)   | \$1.28  | \$5.82         | \$8.75                    | \$3.40                   | \$1.23                         | \$0.06        | \$1.32               | \$0.61                  | \$22.47                              |
| Gunnison County (CO) <sup>1</sup>   | \$5.00  | \$14.21        | \$4.49                    | \$1.60                   | \$2.22                         | \$0.66        | \$8.50               | \$0.97                  | \$37.65                              |
| City of Durango (CO)  | \$2.88  | \$9.63         | \$1.34                    | \$0.91                   | \$1.63                         | \$0.34        | \$4.49               | \$1.25                  | \$22.47                              |
| Teton County (WY)*  | \$2.93  | \$16.47        | \$5.09                    | \$2.38                   | \$4.44                         | \$0.61        | \$15.96              | \$5.46                  | \$53.34                              |
| City of Laguna Beach (CA)*  | \$5.31  | \$13.64        | \$8.26                    | \$1.97                   | \$1.45                         | \$0.23        | \$3.71               | \$0.61                  | \$35.18                              |
| City of Fairfax (VA)***   | \$2.01  | \$8.24         | \$3.59                    | \$2.18                   | \$1.74                         | \$0.61        | \$0.91               | \$2.18                  | \$21.46                              |
| City of Auburn (NY)   | \$1.77  | \$9.77         | \$3.59                    | \$0.85                   | \$2.06                         | \$0.57        | \$4.83               | \$0.77                  | \$24.21                              |
| City of Slidell (LA)***   | \$3.17  | \$8.46         | \$3.63                    | \$1.86                   | \$1.77                         | \$0.15        | \$0.03               | \$0.56                  | \$19.63                              |
| City of Winter Park (FL)***   | \$2.31  | \$10.44        | \$2.39                    | \$1.98                   | \$3.60                         | \$0.18        | \$4.02               | \$1.42                  | \$26.34                              |
| Greater Elkins Area (WV)  | \$3.41  | \$5.97         | \$5.74                    | \$1.29                   | \$3.42                         | \$0.19        | \$9.80               | \$0.08                  | \$29.90                              |
| Transylvania County (NC)  | \$3.25  | \$11.16        | \$4.40                    | \$0.99                   | \$3.04                         | \$0.34        | \$6.17               | \$1.17                  | \$30.52                              |
| City of Rochester (NH)  | \$3.69  | \$5.66         | \$1.66                    | \$1.02                   | \$1.84                         | \$0.26        | \$0.95               | \$1.01                  | \$16.09                              |
| City and Borough of Juneau (AK)   | \$1.84  | \$5.62         | \$1.99                    | \$0.41                   | \$1.46                         | \$0.05        | \$0.40               | \$0.24                  | \$12.01                              |
| Princeton (NJ)**  | \$2.37  | \$12.94        | \$1.92                    | \$0.55                   | \$2.08                         | \$0.31        | \$3.26               | \$0.60                  | \$24.03                              |
| Platte County (NE)  | \$1.92  | \$5.89         | \$3.60                    | \$0.60                   | \$2.63                         | \$0.42        | \$2.12               | \$1.53                  | \$18.71                              |
| Adams County (NE)   | \$2.64  | \$6.01         | \$1.78                    | \$0.87                   | \$2.89                         | \$0.09        | \$3.96               | \$1.17                  | \$19.41                              |
| City of Fairbanks (AK)  | \$1.10  | \$7.62         | \$1.96                    | \$0.41                   | \$2.23                         | \$0.38        | \$1.81               | \$0.70                  | \$16.21                              |
| City of West Hollywood (CA)**   | \$3.69  | \$11.06        | \$3.23                    | \$1.77                   | \$2.95                         | \$0.45        | \$1.71               | \$1.19                  | \$26.05                              |
| City of Pittsfield (MA)**   | \$4.54  | \$12.38        | \$1.56                    | \$0.35                   | \$0.73                         | \$0.17        | \$0.70               | \$0.00                  | \$20.43                              |
| Windham County (VT)*  | \$1.72  | \$8.36         | \$2.69                    | \$1.27                   | \$2.15                         | \$0.19        | \$3.84               | \$0.72                  | \$20.94                              |
| Iron County (UT)*   | \$4.67  | \$22.26        | \$7.87                    | \$2.68                   | \$9.70                         | \$1.36        | \$45.35              | \$2.73                  | \$96.62                              |
| Watauga County (NC)   | \$2.70  | \$11.08        | \$2.69                    | \$2.02                   | \$2.83                         | \$0.15        | \$6.83               | \$1.58                  | \$29.88                              |
| Buffalo County (NE)   | \$2.96  | \$5.17         | \$3.68                    | \$1.29                   | \$2.12                         | \$0.18        | \$2.09               | \$1.41                  | \$18.90                              |
| <b>Group A Average</b>  | <b>\$3.74</b>   | <b>\$10.92</b> | <b>\$4.14</b>             | <b>\$1.59</b>            | <b>\$2.81</b>                  | <b>\$0.43</b> | <b>\$7.51</b>        | <b>\$1.32</b>           | <b>\$32.48</b>                       |
| Percent of Group A Total  | 11.5%   | 33.6%          | 12.8%                     | 4.9%                     | 8.7%                           | 1.3%          | 23.1%                | 4.1%                    | 100.0%                               |
| Average Excluding Outliers/Exclusions   | \$2.88  | \$8.62         | \$3.41                    | \$1.14                   | \$2.14                         | \$0.28        | \$3.56               | \$1.00                  | \$23.01                              |
| Group A Median  | \$2.93  | \$9.63         | \$3.59                    | \$1.29                   | \$2.15                         | \$0.31        | \$3.71               | \$1.04                  | \$22.47                              |

**Table 20:**  
**Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | ALL Cultural Audiences (Both Residents AND Non-Residents) |               |                           |                          |                                |               |                      |                         | Average<br>Per Person<br>Expenditure |
|--|---|---------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|--------------------------------------|
|  | Refreshments<br>and/or Snacks                             | Meals         | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                      |
| Chenango County (NY)   | \$3.47  | \$5.46        | \$2.97                    | \$0.86                   | \$2.04                         | \$0.05        | \$2.73               | \$1.40                  | <b>\$18.98</b>                       |
| City of La Crosse (WI)   | \$1.36  | \$6.63        | \$0.40                    | \$0.44                   | \$1.59                         | \$0.24        | \$1.68               | \$0.70                  | <b>\$13.04</b>                       |
| Lenoir County (NC)   | \$1.35  | \$5.88        | \$1.66                    | \$2.33                   | \$2.61                         | \$0.14        | \$4.26               | \$0.69                  | <b>\$18.92</b>                       |
| City of Dubuque (IA)   | \$2.94  | \$9.50        | \$1.92                    | \$1.69                   | \$2.43                         | \$0.13        | \$5.19               | \$1.28                  | <b>\$25.08</b>                       |
| Greater Enid Area (OK)   | \$3.23  | \$8.17        | \$2.21                    | \$1.85                   | \$5.39                         | \$0.17        | \$5.48               | \$1.31                  | <b>\$27.81</b>                       |
| City of Flagstaff (AZ)   | \$4.34  | \$9.55        | \$5.12                    | \$1.49                   | \$2.86                         | \$0.37        | \$6.92               | \$0.27                  | <b>\$30.92</b>                       |
| City of Portland (ME)  | \$2.40  | \$13.87       | \$3.37                    | \$0.98                   | \$2.02                         | \$0.30        | \$3.41               | \$1.90                  | <b>\$28.25</b>                       |
| Athens County (OH)   | \$3.47  | \$7.77        | \$3.98                    | \$1.30                   | \$2.83                         | \$0.62        | \$4.79               | \$0.99                  | <b>\$25.75</b>                       |
| Rutherford County (NC)   | \$1.98  | \$5.70        | \$1.47                    | \$0.96                   | \$3.67                         | \$0.28        | \$1.46               | \$1.06                  | <b>\$16.58</b>                       |
| City of Walnut Creek (CA)  | \$2.14  | \$17.50       | \$0.47                    | \$0.77                   | \$1.72                         | \$0.07        | \$0.59               | \$0.49                  | <b>\$23.75</b>                       |
| City of Missoula (MT)  | \$3.12  | \$8.05        | \$2.05                    | \$1.05                   | \$1.54                         | \$0.24        | \$3.10               | \$1.16                  | <b>\$20.31</b>                       |
| City of Bloomington (IN)   | \$1.78  | \$8.96        | \$2.41                    | \$0.94                   | \$1.50                         | \$0.27        | \$4.15               | \$0.81                  | <b>\$20.82</b>                       |
| City of Miami Beach (FL)***  | \$2.90  | \$13.62       | \$1.28                    | \$1.85                   | \$4.20                         | \$0.93        | \$5.53               | \$0.48                  | <b>\$30.79</b>                       |
| Greater Parkersburg Area (WV)  | \$1.74  | \$6.02        | \$2.18                    | \$2.24                   | \$2.03                         | \$0.25        | \$1.21               | \$0.56                  | <b>\$16.23</b>                       |
| Moore County (NC)  | \$0.92  | \$7.36        | \$1.13                    | \$0.79                   | \$1.00                         | \$0.26        | \$0.62               | \$0.69                  | <b>\$12.77</b>                       |
| Indiana County (PA)  | \$0.95  | \$4.49        | \$0.58                    | \$0.60                   | \$1.43                         | \$0.26        | \$0.88               | \$0.41                  | <b>\$9.60</b>                        |
| Buchanan County (MO)   | \$3.37  | \$6.42        | \$2.91                    | \$1.13                   | \$1.27                         | \$0.15        | \$0.49               | \$0.53                  | <b>\$16.27</b>                       |
| City of Boulder (CO)   | \$1.65  | \$10.45       | \$2.56                    | \$1.67                   | \$2.59                         | \$0.27        | \$2.28               | \$1.21                  | <b>\$22.68</b>                       |
| Eau Claire County (WI)   | \$2.12  | \$7.10        | \$1.03                    | \$0.38                   | \$1.86                         | \$0.35        | \$1.14               | \$0.54                  | <b>\$14.52</b>                       |
| <b>Group B Average</b>   | <b>\$2.38</b>   | <b>\$8.55</b> | <b>\$2.09</b>             | <b>\$1.23</b>            | <b>\$2.35</b>                  | <b>\$0.28</b> | <b>\$2.94</b>        | <b>\$0.87</b>           | <b>\$20.69</b>                       |
| Percent of Group B Total   | 11.5%   | 41.3%         | 10.1%                     | 5.9%                     | 11.3%                          | 1.4%          | 14.2%                | 4.2%                    | 100.0%                               |
| Average <u>Excluding</u> Outliers/Exclusions                                 | \$2.35  | \$8.27        | \$2.13                    | \$1.19                   | \$2.24                         | \$0.25        | \$2.80               | \$0.89                  | \$20.13                              |
| Group B Median   | \$2.14  | \$7.77        | \$2.05                    | \$1.05                   | \$2.03                         | \$0.26        | \$2.73               | \$0.70                  | \$20.31                              |

**Table 20:**  
**Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | ALL Cultural Audiences (Both Residents AND Non-Residents) |               |                           |                          |                                |               |                      |                         | Average<br>Per Person<br>Expenditure |
|--|---|---------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|--------------------------------------|
|  | Refreshments<br>and/or Snacks                             | Meals         | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                      |
| City of Rochester (MN)   | \$2.90  | \$7.64        | \$2.96                    | \$0.94                   | \$1.71                         | \$0.33        | \$1.98               | \$0.46                  | \$18.92                              |
| Tompkins County (NY)   | \$2.90  | \$8.81        | \$2.76                    | \$1.07                   | \$1.48                         | \$0.32        | \$3.54               | \$0.53                  | \$21.41                              |
| Wayne County (NC)  | \$1.38  | \$6.36        | \$1.68                    | \$1.08                   | \$2.30                         | \$0.21        | \$0.60               | \$0.21                  | \$13.82                              |
| City of McKinney (TX)  | \$1.08  | \$8.55        | \$0.99                    | \$0.54                   | \$1.05                         | \$0.22        | \$0.71               | \$0.88                  | \$14.02                              |
| Orange County (NC)   | \$1.70  | \$7.18        | \$1.43                    | \$0.49                   | \$1.53                         | \$0.24        | \$1.45               | \$0.66                  | \$14.68                              |
| Town of Cary (NC)***   | \$1.43  | \$6.32        | \$1.76                    | \$0.85                   | \$1.57                         | \$0.13        | \$1.61               | \$0.67                  | \$14.34                              |
| Marathon County (WI)   | \$2.68  | \$8.67        | \$5.04                    | \$2.69                   | \$1.82                         | \$0.35        | \$1.89               | \$0.45                  | \$23.59                              |
| Greater Charlottesville Area (VA)**  | \$4.33  | \$14.80       | \$4.56                    | \$1.41                   | \$3.78                         | \$0.59        | \$10.54              | \$0.81                  | \$40.82                              |
| City of Fort Collins (CO)  | \$1.69  | \$8.85        | \$0.78                    | \$0.86                   | \$1.14                         | \$0.34        | \$0.96               | \$0.60                  | \$15.22                              |
| Cambria County (PA)  | \$2.29  | \$6.77        | \$1.58                    | \$1.00                   | \$2.18                         | \$0.12        | \$2.09               | \$0.31                  | \$16.34                              |
| City of Alexandria (VA)  | \$1.74  | \$9.52        | \$2.98                    | \$1.01                   | \$1.54                         | \$0.08        | \$1.33               | \$1.01                  | \$19.21                              |
| City of Eugene (OR)  | \$2.82  | \$7.25        | \$1.95                    | \$0.90                   | \$1.50                         | \$0.14        | \$1.61               | \$1.01                  | \$17.18                              |
| Pitt County (NC)   | \$1.20  | \$8.25        | \$1.19                    | \$0.70                   | \$1.56                         | \$0.77        | \$0.80               | \$0.46                  | \$14.93                              |
| City of Santa Clarita (CA)   | \$7.42  | \$11.31       | \$8.49                    | \$0.07                   | \$1.95                         | \$2.32        | \$0.02               | \$0.00                  | \$31.58                              |
| City of Providence (RI)**  | \$3.79  | \$13.34       | \$4.05                    | \$1.13                   | \$3.16                         | \$0.46        | \$2.81               | \$0.72                  | \$29.46                              |
| Erie (PA)  | \$2.39  | \$8.67        | \$1.34                    | \$1.03                   | \$1.45                         | \$0.34        | \$1.22               | \$0.70                  | \$17.14                              |
| New Hanover County (NC)  | \$2.37  | \$8.31        | \$1.45                    | \$1.15                   | \$2.73                         | \$0.17        | \$1.58               | \$0.32                  | \$18.08                              |
| City of Glendale (CA)  | \$1.93  | \$6.81        | \$1.41                    | \$0.60                   | \$0.97                         | \$0.10        | \$0.10               | \$0.61                  | \$12.53                              |
| City of Tacoma (WA)  | \$2.75  | \$11.51       | \$3.76                    | \$1.39                   | \$1.84                         | \$0.28        | \$1.33               | \$1.53                  | \$24.39                              |
| Whatcom County (WA)  | \$1.62  | \$6.09        | \$2.76                    | \$0.42                   | \$1.65                         | \$0.13        | \$0.93               | \$0.58                  | \$14.18                              |
| City of Boise (ID)   | \$4.15  | \$9.50        | \$1.51                    | \$1.62                   | \$1.95                         | \$0.54        | \$1.08               | \$0.83                  | \$21.18                              |
| Lackawanna County (PA)   | \$1.82  | \$7.36        | \$1.86                    | \$1.07                   | \$1.60                         | \$0.34        | \$0.76               | \$0.77                  | \$15.58                              |
| Arlington County (VA)  | \$2.42  | \$10.50       | \$1.92                    | \$0.98                   | \$3.44                         | \$0.16        | \$3.89               | \$0.14                  | \$23.45                              |
| City of Orlando (FL)***  | \$4.78  | \$9.41        | \$2.17                    | \$1.55                   | \$4.16                         | \$0.13        | \$4.26               | \$0.29                  | \$26.75                              |
| Buncombe County (NC)   | \$2.48  | \$12.34       | \$2.44                    | \$0.68                   | \$3.04                         | \$0.15        | \$11.51              | \$1.85                  | \$34.49                              |
| St. Tammany Parish (LA)  | \$3.20  | \$9.18        | \$3.39                    | \$2.00                   | \$1.84                         | \$0.25        | \$0.41               | \$0.59                  | \$20.86                              |
| Alachua County (FL)  | \$3.83  | \$6.84        | \$6.73                    | \$1.63                   | \$1.76                         | \$0.37        | \$5.33               | \$0.90                  | \$27.39                              |
| Greater Jackson Area (MS)  | \$3.57  | \$8.29        | \$2.44                    | \$1.16                   | \$5.15                         | \$0.97        | \$7.08               | \$1.57                  | \$30.23                              |
| <b>Group C Average</b>   | <b>\$2.74</b>   | <b>\$8.87</b> | <b>\$2.69</b>             | <b>\$1.07</b>            | <b>\$2.14</b>                  | <b>\$0.38</b> | <b>\$2.55</b>        | <b>\$0.70</b>           | <b>\$21.13</b>                       |
| Percent of Group C Total   | 13.0%   | 42.0%         | 12.7%                     | 5.1%                     | 10.1%                          | 1.8%          | 12.1%                | 3.3%                    | 100.0%                               |
| Average Excluding Outliers/Exclusions  | \$2.71  | \$8.95        | \$2.75                    | \$1.06                   | \$2.08                         | \$0.40        | \$2.52               | \$0.71                  | \$21.18                              |
| Group C Median   | \$2.45  | \$8.61        | \$2.06                    | \$1.02                   | \$1.79                         | \$0.27        | \$1.52               | \$0.64                  | \$19.07                              |

**Table 20:**  
**Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | ALL Cultural Audiences (Both Residents AND Non-Residents) |               |                           |                          |                                |               |                      |                         | Average<br>Per Person<br>Expenditure |
|--|---|---------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|--------------------------------------|
|  | Refreshments<br>and/or Snacks                             | Meals         | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                      |
| City of Lincoln (NE)   | \$1.55  | \$6.89        | \$1.29                    | \$0.72                   | \$1.60                         | \$0.19        | \$1.74               | \$0.99                  | \$14.97                              |
| Durham County (NC)   | \$2.99  | \$12.47       | \$1.35                    | \$1.09                   | \$3.00                         | \$0.22        | \$6.52               | \$0.52                  | \$28.16                              |
| Osceola County (FL)  | \$0.91  | \$6.33        | \$0.90                    | \$0.66                   | \$2.60                         | \$0.07        | \$0.22               | \$0.26                  | \$11.95                              |
| City of Newark (NJ)  | \$3.47  | \$7.83        | \$4.14                    | \$1.61                   | \$2.52                         | \$0.05        | \$5.38               | \$0.59                  | \$25.59                              |
| City of Riverside (CA)***  | \$4.11  | \$14.43       | \$2.87                    | \$0.37                   | \$0.99                         | \$0.67        | \$1.58               | \$0.78                  | \$25.80                              |
| Lexington-Fayette Urban County (KY)  | \$3.11  | \$9.16        | \$0.95                    | \$1.15                   | \$2.04                         | \$0.12        | \$1.55               | \$0.11                  | \$18.19                              |
| Loudoun County (VA)  | \$3.34  | \$7.46        | \$12.10                   | \$1.61                   | \$2.37                         | \$0.24        | \$1.51               | \$1.07                  | \$29.70                              |
| Cumberland County (NC)   | \$3.55  | \$5.80        | \$2.06                    | \$1.15                   | \$1.63                         | \$0.09        | \$0.73               | \$0.55                  | \$15.56                              |
| Greater Chattanooga Area (TN)  | \$2.12  | \$11.41       | \$5.73                    | \$2.21                   | \$2.95                         | \$0.74        | \$3.92               | \$0.79                  | \$29.87                              |
| Forsyth County (NC)  | \$1.72  | \$9.47        | \$4.10                    | \$2.25                   | \$2.93                         | \$0.62        | \$4.78               | \$0.77                  | \$26.64                              |
| City of Wichita (KS)   | \$1.11  | \$7.37        | \$1.64                    | \$0.92                   | \$1.52                         | \$0.23        | \$1.31               | \$1.15                  | \$15.25                              |
| Sarasota County (FL)   | \$2.35  | \$9.79        | \$1.75                    | \$1.85                   | \$2.50                         | \$0.13        | \$2.77               | \$0.56                  | \$21.70                              |
| City of Oakland (CA)   | \$1.54  | \$8.78        | \$4.10                    | \$2.24                   | \$2.17                         | \$0.29        | \$2.57               | \$0.40                  | \$22.09                              |
| Santa Barbara County (CA)  | \$1.76  | \$11.26       | \$1.27                    | \$1.38                   | \$1.86                         | \$0.39        | \$2.73               | \$0.52                  | \$21.17                              |
| City of Miami (FL)***  | \$5.51  | \$14.09       | \$1.57                    | \$3.85                   | \$5.17                         | \$0.38        | \$2.42               | \$1.70                  | \$34.69                              |
| Seminole County (FL)   | \$1.99  | \$7.09        | \$3.37                    | \$1.95                   | \$2.03                         | \$0.17        | \$2.32               | \$1.60                  | \$20.52                              |
| City of Omaha (NE)   | \$1.83  | \$11.37       | \$3.44                    | \$1.09                   | \$3.26                         | \$0.31        | \$2.69               | \$1.87                  | \$25.86                              |
| Greater Syracuse Area (NY)   | \$3.93  | \$13.70       | \$1.25                    | \$1.48                   | \$3.30                         | \$0.22        | \$1.86               | \$0.19                  | \$25.93                              |
| City of Mesa (AZ)  | \$2.79  | \$6.57        | \$2.13                    | \$1.25                   | \$1.98                         | \$0.35        | \$1.33               | \$0.74                  | \$17.14                              |
| Guilford County (NC)   | \$2.90  | \$8.05        | \$1.93                    | \$1.09                   | \$2.15                         | \$0.38        | \$1.64               | \$1.31                  | \$19.45                              |
| Dane County (WI)   | \$3.00  | \$10.41       | \$3.45                    | \$1.05                   | \$3.14                         | \$0.50        | \$3.53               | \$1.13                  | \$26.21                              |
| Volusia County (FL)  | \$3.59  | \$5.77        | \$1.05                    | \$1.07                   | \$2.37                         | \$0.15        | \$2.51               | \$2.08                  | \$18.59                              |
| <b>Group D Average</b>   | <b>\$2.69</b>   | <b>\$9.34</b> | <b>\$2.84</b>             | <b>\$1.46</b>            | <b>\$2.46</b>                  | <b>\$0.30</b> | <b>\$2.53</b>        | <b>\$0.89</b>           | <b>\$22.50</b>                       |
| Percent of Group D Total   | 12.0%   | 41.5%         | 12.6%                     | 6.5%                     | 10.9%                          | 1.3%          | 11.2%                | 4.0%                    | 100.0%                               |
| Average Excluding Outliers/Exclusions  | \$2.48  | \$8.85        | \$2.90                    | \$1.39                   | \$2.40                         | \$0.27        | \$2.58               | \$0.86                  | \$21.73                              |
| Group D Median   | \$2.85  | \$8.97        | \$2.00                    | \$1.20                   | \$2.37                         | \$0.24        | \$2.37               | \$0.78                  | \$21.90                              |

**Table 20:**  
**Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | ALL Cultural Audiences (Both Residents AND Non-Residents) |                |                           |                          |                                |               |                      |                         | Average<br>Per Person<br>Expenditure |
|--|---|----------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|--------------------------------------|
|  | Refreshments<br>and/or Snacks                             | Meals          | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                      |
| City of Albuquerque (NM)   | \$1.81  | \$7.69         | \$3.33                    | \$1.64                   | \$2.21                         | \$0.25        | \$1.64               | \$1.12                  | \$19.69                              |
| City of Atlanta (GA)   | \$3.65  | \$11.79        | \$2.04                    | \$0.89                   | \$2.25                         | \$0.71        | \$2.92               | \$0.92                  | \$25.17                              |
| Polk County (FL)   | \$5.65  | \$13.15        | \$5.49                    | \$0.53                   | \$1.37                         | \$0.17        | \$3.05               | \$1.80                  | \$31.21                              |
| Lee County (FL)  | \$2.57  | \$9.44         | \$3.72                    | \$1.09                   | \$2.31                         | \$0.04        | \$3.54               | \$0.52                  | \$23.23                              |
| City of Seattle (WA)   | \$2.58  | \$13.95        | \$2.22                    | \$1.42                   | \$3.33                         | \$0.27        | \$4.69               | \$1.33                  | \$29.79                              |
| District of Columbia (DC)* <sup>1</sup>  | \$3.02  | \$16.59        | \$1.55                    | \$0.55                   | \$4.50                         | \$0.30        | \$4.87               | \$1.24                  | \$32.62                              |
| City of Baltimore (MD)   | \$1.40  | \$9.08         | \$2.11                    | \$0.69                   | \$2.56                         | \$0.26        | \$0.87               | \$0.44                  | \$17.41                              |
| Jefferson County (AL)  | \$4.86  | \$10.73        | \$4.43                    | \$1.38                   | \$2.89                         | \$0.04        | \$5.14               | \$0.19                  | \$29.66                              |
| City of Austin (TX)  | \$2.49  | \$9.06         | \$3.97                    | \$1.42                   | \$3.07                         | \$0.61        | \$2.82               | \$1.54                  | \$24.98                              |
| City of Indianapolis (IN)  | \$3.40  | \$12.74        | \$6.24                    | \$0.92                   | \$2.60                         | \$0.12        | \$1.89               | \$0.47                  | \$28.38                              |
| City and County of San Francisco (CA)*   | \$2.01  | \$12.32        | \$0.71                    | \$1.09                   | \$3.47                         | \$0.81        | \$2.24               | \$0.31                  | \$22.96                              |
| Prince George's County (MD)  | \$1.06  | \$5.13         | \$1.30                    | \$0.29                   | \$2.45                         | \$0.06        | \$2.18               | \$0.31                  | \$12.78                              |
| Bergen County (NJ)   | \$1.87  | \$13.42        | \$1.30                    | \$1.01                   | \$2.15                         | \$0.49        | \$1.55               | \$0.69                  | \$22.48                              |
| Wake County (NC)   | \$1.73  | \$7.54         | \$2.44                    | \$1.51                   | \$2.61                         | \$0.17        | \$1.43               | \$0.55                  | \$17.98                              |
| Fairfield County (CT)  | \$3.73  | \$10.34        | \$2.74                    | \$0.82                   | \$2.06                         | \$0.55        | \$0.32               | \$0.90                  | \$21.46                              |
| Mecklenburg County (NC)  | \$4.37  | \$13.51        | \$2.57                    | \$0.73                   | \$2.66                         | \$0.75        | \$5.43               | \$0.70                  | \$30.72                              |
| Greater Memphis Area (TN)  | \$2.66  | \$12.07        | \$2.73                    | \$1.46                   | \$3.27                         | \$0.42        | \$6.39               | \$0.28                  | \$29.28                              |
| City of San Jose (CA)***   | \$2.76  | \$13.39        | \$1.24                    | \$0.95                   | \$2.99                         | \$0.54        | \$2.23               | \$0.70                  | \$24.80                              |
| Westchester County (NY)  | \$2.14  | \$11.93        | \$1.48                    | \$1.23                   | \$2.34                         | \$0.54        | \$1.62               | \$0.89                  | \$22.17                              |
| Montgomery County (MD)   | \$1.78  | \$11.44        | \$1.02                    | \$0.64                   | \$1.43                         | \$0.22        | \$4.72               | \$0.37                  | \$21.62                              |
| <b>Group E Average</b>   | <b>\$2.78</b>   | <b>\$11.27</b> | <b>\$2.63</b>             | <b>\$1.01</b>            | <b>\$2.63</b>                  | <b>\$0.37</b> | <b>\$2.98</b>        | <b>\$0.76</b>           | <b>\$24.42</b>                       |
| Percent of Group E Total   | 11.4%   | 46.1%          | 10.8%                     | 4.1%                     | 10.8%                          | 1.5%          | 12.2%                | 3.1%                    | 100.0%                               |
| Average <u>Excluding</u> Outliers/Exclusions                                   | \$2.81  | \$10.77        | \$2.89                    | \$1.04                   | \$2.44                         | \$0.33        | \$2.95               | \$0.77                  | \$24.00                              |
| Group E Median   | \$2.58  | \$11.86        | \$2.33                    | \$0.98                   | \$2.58                         | \$0.29        | \$2.53               | \$0.70                  | \$24.02                              |

**Table 20:**  
**Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | ALL Cultural Audiences (Both Residents AND Non-Residents) |                |                           |                          |                                |               |                      |                         | Average<br>Per Person<br>Expenditure |
|---|---|----------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|--------------------------------------|
|   | Refreshments<br>and/or Snacks                             | Meals          | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                      |
| Pima County (AZ)  | \$3.57  | \$9.21         | \$3.72                    | \$1.47                   | \$2.97                         | \$0.50        | \$1.28               | \$0.62                  | \$23.34                              |
| Fairfax County (VA)   | \$2.01  | \$8.24         | \$3.59                    | \$2.18                   | \$1.74                         | \$0.61        | \$0.91               | \$2.18                  | \$21.46                              |
| Orange County (FL)  | \$6.21  | \$11.10        | \$2.32                    | \$1.75                   | \$4.47                         | \$0.20        | \$4.69               | \$0.70                  | \$31.44                              |
| Greater Columbus Area (OH)  | \$2.30  | \$7.65         | \$1.37                    | \$0.68                   | \$1.86                         | \$0.16        | \$1.67               | \$0.54                  | \$16.23                              |
| Allegheny County (PA)   | \$1.71  | \$12.66        | \$0.81                    | \$1.01                   | \$2.90                         | \$0.35        | \$1.54               | \$0.46                  | \$21.44                              |
| City of San Diego (CA)***   | \$7.27  | \$12.75        | \$8.05                    | \$4.19                   | \$4.19                         | \$2.98        | \$3.39               | \$0.20                  | \$43.02                              |
| City of Dallas (TX)   | \$4.65  | \$10.58        | \$2.13                    | \$2.23                   | \$3.67                         | \$0.41        | \$4.81               | \$0.73                  | \$29.21                              |
| Palm Beach County (FL)  | \$5.95  | \$11.11        | \$1.53                    | \$1.86                   | \$2.59                         | \$0.15        | \$1.63               | \$0.82                  | \$25.64                              |
| Greater St. Louis Area (MO)   | \$3.39  | \$10.46        | \$2.88                    | \$1.11                   | \$2.54                         | \$0.21        | \$2.41               | \$0.76                  | \$23.76                              |
| City of San Antonio (TX)  | \$1.42  | \$8.18         | \$5.40                    | \$0.44                   | \$1.52                         | \$0.17        | \$1.17               | \$0.22                  | \$18.52                              |
| Sacramento County (CA)  | \$2.56  | \$9.29         | \$1.57                    | \$1.32                   | \$2.82                         | \$0.44        | \$1.33               | \$0.61                  | \$19.94                              |
| City and County of Philadelphia (PA)  | \$3.58  | \$15.11        | \$2.16                    | \$1.19                   | \$4.47                         | \$0.20        | \$6.46               | \$0.50                  | \$33.67                              |
| City of Phoenix (AZ)  | \$2.82  | \$12.21        | \$2.35                    | \$1.64                   | \$4.06                         | \$0.33        | \$2.33               | \$0.79                  | \$26.53                              |
| Broward County (FL)   | \$3.77  | \$11.42        | \$1.30                    | \$2.13                   | \$3.92                         | \$0.50        | \$2.12               | \$0.84                  | \$26.00                              |
| Santa Clara County (CA)   | \$2.50  | \$12.22        | \$1.66                    | \$0.79                   | \$2.85                         | \$0.44        | \$1.79               | \$0.62                  | \$22.87                              |
| Tarrant County (TX)   | \$1.84  | \$7.91         | \$2.15                    | \$1.23                   | \$1.72                         | \$0.24        | \$1.65               | \$0.18                  | \$16.92                              |
| Clark County (NV)   | \$2.56  | \$7.03         | \$4.42                    | \$0.80                   | \$2.07                         | \$0.23        | \$0.75               | \$0.93                  | \$18.79                              |
| Riverside County (CA)   | \$5.81  | \$13.44        | \$4.01                    | \$0.35                   | \$1.30                         | \$0.66        | \$2.85               | \$0.69                  | \$29.11                              |
| Miami-Dade County (FL)  | \$3.89  | \$13.73        | \$1.27                    | \$2.57                   | \$4.06                         | \$0.49        | \$2.53               | \$1.07                  | \$29.61                              |
| City of Chicago (IL)  | \$4.05  | \$13.84        | \$3.42                    | \$1.46                   | \$6.61                         | \$0.33        | \$6.57               | \$0.60                  | \$36.88                              |
| San Diego County (CA)   | \$7.27  | \$12.75        | \$8.05                    | \$4.19                   | \$4.19                         | \$2.98        | \$3.39               | \$0.20                  | \$43.02                              |
| City of Los Angeles (CA)  | \$3.13  | \$7.41         | \$1.60                    | \$1.21                   | \$4.13                         | \$0.73        | \$1.51               | \$0.28                  | \$20.00                              |
| Harris County (TX)  | \$4.14  | \$13.19        | \$5.66                    | \$1.61                   | \$3.88                         | \$0.31        | \$2.42               | \$1.49                  | \$32.70                              |
| <b>Group F Average</b>  | <b>\$3.76</b>   | <b>\$10.93</b> | <b>\$3.11</b>             | <b>\$1.63</b>            | <b>\$3.24</b>                  | <b>\$0.59</b> | <b>\$2.57</b>        | <b>\$0.70</b>           | <b>\$26.53</b>                       |
| Percent of Group F Total  | 14.2%   | 41.2%          | 11.7%                     | 6.1%                     | 12.2%                          | 2.2%          | 9.7%                 | 2.6%                    | 100.0%                               |
| Average Excluding Outliers/Exclusions   | \$3.60  | \$10.85        | \$2.88                    | \$1.51                   | \$3.20                         | \$0.48        | \$2.54               | \$0.72                  | \$25.78                              |
| Group F Median  | \$3.57  | \$11.11        | \$2.32                    | \$1.46                   | \$2.97                         | \$0.35        | \$2.12               | \$0.62                  | \$25.64                              |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |   |                |                           |                          |                                |               |                      |                         |                                      |
| <b>Average</b>  | <b>\$3.05</b>   | <b>\$9.99</b>  | <b>\$2.97</b>             | <b>\$1.34</b>            | <b>\$2.60</b>                  | <b>\$0.40</b> | <b>\$3.63</b>        | <b>\$0.88</b>           | <b>\$24.86</b>                       |
| Percent of Total  | 12.3%   | 40.2%          | 12.0%                     | 5.4%                     | 10.5%                          | 1.6%          | 14.6%                | 3.5%                    | 100.0%                               |
| Average Excluding Outliers/Exclusions   | \$2.82  | \$9.39         | \$2.82                    | \$1.23                   | \$2.42                         | \$0.34        | \$2.78               | \$0.81                  | \$22.62                              |
| Median  | \$2.75  | \$9.29         | \$2.35                    | \$1.13                   | \$2.30                         | \$0.27        | \$2.18               | \$0.70                  | \$22.47                              |



**Table 20:**  
**Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | ALL Cultural Audiences (Both Residents AND Non-Residents) |         |                           |                          |                                |            |                      |                         | Average<br>Per Person<br>Expenditure |
|---|---|---------|---------------------------|--------------------------|--------------------------------|------------|----------------------|-------------------------|--------------------------------------|
|   | Refreshments<br>and/or Snacks                             | Meals   | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care | Overnight<br>Lodging | Other/<br>Miscellaneous |                                      |
| Greater Portsmouth Area (NH)                                  | \$3.57  | \$14.48 | \$1.98                    | \$0.61                   | \$2.15                         | \$0.52     | \$4.91               | \$0.86                  | <b>\$29.08</b>                       |
| Greater Concord Area (NH)                                     | \$2.94  | \$10.31 | \$2.39                    | \$0.68                   | \$1.76                         | \$0.30     | \$1.12               | \$0.76                  | <b>\$20.26</b>                       |
| Greater Aberdeen Area (SD)                                    | \$1.00  | \$6.10  | \$0.72                    | \$0.31                   | \$2.07                         | \$0.17     | \$2.55               | \$1.49                  | <b>\$14.41</b>                       |
| Centre Region (PA)  | \$2.23  | \$8.99  | \$6.93                    | \$0.85                   | \$2.09                         | \$0.04     | \$5.18               | \$0.59                  | <b>\$26.90</b>                       |
| Greater Minot Area (ND)                                       | \$2.07  | \$5.26  | \$1.97                    | \$1.65                   | \$1.61                         | \$0.07     | \$0.43               | \$0.26                  | <b>\$13.32</b>                       |
| Creative Corridor in Northwest Iowa (IA)                      | \$2.87  | \$5.83  | \$1.12                    | \$2.49                   | \$2.54                         | \$0.17     | \$3.77               | \$0.34                  | <b>\$19.13</b>                       |
| Northern New Hampshire (NH)                                   | \$1.19  | \$6.87  | \$4.20                    | \$1.22                   | \$2.02                         | \$0.59     | \$3.40               | \$1.82                  | <b>\$21.31</b>                       |
| Greater Sioux Falls Area (SD)                                 | \$2.41  | \$8.61  | \$1.78                    | \$1.14                   | \$2.34                         | \$0.45     | \$3.31               | \$1.53                  | <b>\$21.57</b>                       |
| Greater Athens Area (GA)                                      | \$4.54  | \$10.16 | \$4.82                    | \$2.67                   | \$3.33                         | \$1.38     | \$3.89               | \$2.82                  | <b>\$33.61</b>                       |
| Greater Rockford Area (IL)                                    | \$2.23  | \$8.70  | \$1.70                    | \$1.15                   | \$1.91                         | \$0.14     | \$1.19               | \$0.49                  | <b>\$17.51</b>                       |
| Greater Peoria Area (IL)                                      | \$1.73  | \$5.60  | \$2.17                    | \$1.07                   | \$2.35                         | \$0.30     | \$1.52               | \$1.20                  | <b>\$15.94</b>                       |
| Greater Fox Cities Region (WI)                                | \$2.05  | \$10.58 | \$1.50                    | \$0.54                   | \$1.68                         | \$0.30     | \$1.51               | \$1.29                  | <b>\$19.45</b>                       |
| Northern Tier Region (PA)                                     | \$1.54  | \$5.65  | \$2.08                    | \$0.36                   | \$1.28                         | \$0.33     | \$1.37               | \$0.08                  | <b>\$12.69</b>                       |
| Northwest Arkansas Area (AR)                                  | \$2.21  | \$10.36 | \$1.36                    | \$0.59                   | \$2.35                         | \$0.51     | \$1.90               | \$0.26                  | <b>\$19.54</b>                       |
| Mahoning Valley Region (OH)                                   | \$1.84  | \$7.39  | \$2.41                    | \$1.80                   | \$2.67                         | \$0.11     | \$1.17               | \$0.98                  | <b>\$18.37</b>                       |
| Iowa Cultural Corridor (IA)                                   | \$1.52  | \$6.13  | \$2.86                    | \$0.60                   | \$1.84                         | \$0.26     | \$1.41               | \$0.18                  | <b>\$14.80</b>                       |
| Pikes Peak Region (CO)  | \$6.88  | \$11.37 | \$1.55                    | \$0.83                   | \$2.15                         | \$0.46     | \$2.52               | \$0.13                  | <b>\$25.89</b>                       |
| Greater Columbia Area (SC)                                    | \$2.08  | \$8.00  | \$0.76                    | \$0.25                   | \$2.39                         | \$0.21     | \$1.63               | \$0.21                  | <b>\$15.53</b>                       |
| Lehigh Valley Region (PA)                                     | \$2.23  | \$8.65  | \$2.53                    | \$1.28                   | \$2.53                         | \$0.22     | \$3.41               | \$0.17                  | <b>\$21.02</b>                       |
| West Valley Region (AZ)                                       | \$4.85  | \$4.59  | \$1.28                    | \$1.46                   | \$2.13                         | \$0.25     | \$0.44               | \$0.36                  | <b>\$15.36</b>                       |
| Greater Harrisburg Area (PA)                                  | \$2.04  | \$9.22  | \$0.59                    | \$0.85                   | \$1.52                         | \$0.20     | \$0.20               | \$0.50                  | <b>\$15.12</b>                       |
| Greater Hartford Area (CT)                                    | \$3.95  | \$9.39  | \$2.14                    | \$0.98                   | \$2.00                         | \$0.23     | \$1.26               | \$0.40                  | <b>\$20.35</b>                       |
| Greater Portland Area (OR)                                    | \$2.34  | \$10.38 | \$1.38                    | \$0.71                   | \$1.97                         | \$0.24     | \$2.99               | \$1.83                  | <b>\$21.84</b>                       |
| Metropolitan Kansas City Area (MO/KS)                         | \$3.75  | \$11.27 | \$2.11                    | \$1.34                   | \$2.81                         | \$0.23     | \$2.45               | \$0.75                  | <b>\$24.71</b>                       |
| Greater Milwaukee Area (WI)                                   | \$2.82  | \$8.79  | \$1.35                    | \$0.86                   | \$2.67                         | \$0.20     | \$1.03               | \$0.94                  | <b>\$18.66</b>                       |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 20:**  
**Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | ALL Cultural Audiences (Both Residents AND Non-Residents) |               |                           |                          |                                |               |                      |                         | Average<br>Per Person<br>Expenditure |
|---|---|---------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|--------------------------------------|
|   | Refreshments<br>and/or Snacks                             | Meals         | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                      |
| Central Florida Region (FL)                                   | \$5.07  | \$10.13       | \$2.63                    | \$1.58                   | \$3.59                         | \$0.19        | \$3.80               | \$0.98                  | \$27.97                              |
| Greater Washington DC Region (DC/MD/VA) <sup>1</sup>          | \$2.02  | \$10.66       | \$2.20                    | \$1.01                   | \$2.30                         | \$0.26        | \$2.30               | \$1.60                  | \$22.35                              |
| Greater Philadelphia Region (PA)                              | \$3.07  | \$13.65       | \$2.66                    | \$0.93                   | \$3.77                         | \$0.23        | \$4.84               | \$0.77                  | \$29.92                              |
| Southeastern Michigan Region (MI)                             | \$1.25  | \$7.73        | \$2.79                    | \$1.37                   | \$1.75                         | \$0.40        | \$0.96               | \$0.40                  | \$16.65                              |
| Greater Houston Area (TX)                                     | \$4.30  | \$13.66       | \$4.68                    | \$2.89                   | \$3.48                         | \$0.26        | \$4.33               | \$1.21                  | \$34.81                              |
| North Texas Region (TX) <sup>1</sup>                          | \$2.48  | \$9.18        | \$1.58                    | \$1.25                   | \$2.09                         | \$0.29        | \$2.32               | \$0.72                  | \$19.91                              |
| <b>Regional Average</b>                                       | <b>\$2.74</b>   | <b>\$8.96</b> | <b>\$2.27</b>             | <b>\$1.14</b>            | <b>\$2.29</b>                  | <b>\$0.31</b> | <b>\$2.36</b>        | <b>\$0.84</b>           | <b>\$20.90</b>                       |
| Percent of Regional Total                                     | 13.1%   | 42.9%         | 10.8%                     | 5.5%                     | 11.0%                          | 1.5%          | 11.3%                | 4.0%                    | 100.0%                               |
| Regional Median   | \$2.23  | \$8.99        | \$2.08                    | \$1.01                   | \$2.15                         | \$0.25        | \$2.30               | \$0.75                  | \$19.91                              |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | ALL Cultural Audiences (Both Residents AND Non-Residents) |               |                           |                          |                                |               |                      |                         | Average<br>Per Person<br>Expenditure |
|--|---|---------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|--------------------------------------|
|  | Refreshments<br>and/or Snacks                             | Meals         | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                      |
| State of South Dakota <sup>1</sup>                             | \$1.57  | \$7.07        | \$1.15                    | \$0.65                   | \$2.17                         | \$0.28        | \$2.84               | \$1.47                  | \$17.20                              |
| State of Delaware  | \$2.69  | \$10.15       | \$3.75                    | \$1.78                   | \$3.55                         | \$0.30        | \$5.50               | \$2.08                  | \$29.80                              |
| State of Hawai'i   | \$5.13  | \$8.25        | \$1.30                    | \$3.68                   | \$2.88                         | \$0.41        | \$1.84               | \$0.35                  | \$23.84                              |
| State of New Hampshire <sup>1</sup>                            | \$3.08  | \$9.77        | \$2.95                    | \$0.88                   | \$1.94                         | \$0.37        | \$2.21               | \$1.11                  | \$22.31                              |
| State of Nebraska <sup>1</sup>                                 | \$2.01  | \$7.18        | \$2.48                    | \$0.88                   | \$2.29                         | \$0.23        | \$2.28               | \$1.32                  | \$18.67                              |
| State of Connecticut <sup>1</sup>                              | \$3.47  | \$10.80       | \$2.56                    | \$1.01                   | \$2.28                         | \$0.46        | \$1.46               | \$1.06                  | \$23.10                              |
| State of Wisconsin <sup>1</sup>                                | \$2.13  | \$8.56        | \$1.73                    | \$0.84                   | \$2.24                         | \$0.30        | \$2.42               | \$0.84                  | \$19.06                              |
| State of North Carolina <sup>1</sup>                           | \$2.46  | \$8.53        | \$3.07                    | \$1.17                   | \$2.86                         | \$0.27        | \$4.04               | \$0.97                  | \$23.37                              |
| State of Pennsylvania <sup>1</sup>                             | \$2.19  | \$9.28        | \$2.15                    | \$0.93                   | \$2.35                         | \$0.23        | \$2.54               | \$0.53                  | \$20.20                              |
| State of Illinois <sup>1</sup>                                 | \$2.77  | \$9.70        | \$2.49                    | \$1.24                   | \$3.82                         | \$0.26        | \$3.33               | \$0.75                  | \$24.36                              |
| <b>Statewide Average</b>                                       | <b>\$2.75</b>   | <b>\$8.93</b> | <b>\$2.36</b>             | <b>\$1.31</b>            | <b>\$2.64</b>                  | <b>\$0.31</b> | <b>\$2.85</b>        | <b>\$1.05</b>           | <b>\$22.19</b>                       |
| Percent of Statewide Total                                     | 12.4%   | 40.2%         | 10.6%                     | 5.9%                     | 11.9%                          | 1.4%          | 12.8%                | 4.7%                    | 100.0%                               |
| Statewide Median   | \$2.58  | \$8.92        | \$2.49                    | \$0.97                   | \$2.32                         | \$0.29        | \$2.48               | \$1.02                  | \$22.71                              |

**Table 20:**  
**Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2  | ALL Cultural Audiences (Both Residents AND Non-Residents) |                |                           |                          |                                |               |                      |                         | Average<br>Per Person<br>Expenditure |
|--|---|----------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|--------------------------------------|
|  | Refreshments<br>and/or Snacks                             | Meals          | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                      |
| Grand Center Arts District (St. Louis, MO)   | \$4.72  | \$12.22        | \$1.56                    | \$1.29                   | \$3.27                         | \$0.31        | \$2.35               | \$0.85                  | \$26.57                              |
| Dallas Arts District (Dallas, TX)  | \$6.13  | \$12.04        | \$1.73                    | \$3.10                   | \$4.28                         | \$0.54        | \$4.14               | \$1.26                  | \$33.22                              |
| <b>Arts District Average</b>   | <b>\$5.43</b>   | <b>\$12.13</b> | <b>\$1.65</b>             | <b>\$2.20</b>            | <b>\$3.78</b>                  | <b>\$0.43</b> | <b>\$3.25</b>        | <b>\$1.06</b>           | <b>\$29.90</b>                       |
| Percent of Arts District Total   | 18.1%   | 40.6%          | 5.5%                      | 7.3%                     | 12.6%                          | 1.4%          | 10.9%                | 3.5%                    | 100.0%                               |
| <b>Average for all 122,430 Audience Surveys Used for CITY/COUNTY Analyses (where appropriate)</b>                                      |   |                |                           |                          |                                |               |                      |                         |                                      |
|  | <b>\$3.02</b>   | <b>\$10.12</b> | <b>\$2.74</b>             | <b>\$1.31</b>            | <b>\$2.65</b>                  | <b>\$0.36</b> | <b>\$3.51</b>        | <b>\$0.89</b>           | <b>\$24.60</b>                       |
| <b>Average for all 40,379 Audience Surveys Used for Multi-City and Multi-County REGIONAL Study Region Analyses (where appropriate)</b> |   |                |                           |                          |                                |               |                      |                         |                                      |
|  | <b>\$2.94</b>   | <b>\$9.37</b>  | <b>\$2.22</b>             | <b>\$1.20</b>            | <b>\$2.57</b>                  | <b>\$0.26</b> | <b>\$2.65</b>        | <b>\$0.93</b>           | <b>\$22.14</b>                       |
| <b>Average for all 52,714 Audience Surveys Used for STATEWIDE Analyses (where appropriate)</b>   |   |                |                           |                          |                                |               |                      |                         |                                      |
|  | <b>\$2.46</b>   | <b>\$8.75</b>  | <b>\$2.53</b>             | <b>\$1.08</b>            | <b>\$2.59</b>                  | <b>\$0.28</b> | <b>\$3.08</b>        | <b>\$0.96</b>           | <b>\$21.73</b>                       |

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

- <sup>1</sup> To calculate the total estimated audience expenditures in these multi-city/multi-county and statewide study regions, the individual findings for the less-populated participating communities in each region were summed first. The regional or statewide residency percentages and per person spending averages were then applied to any additional data collected for the region or state (if applicable), and the result was added to the sum of the individual communities. Therefore, the total audience expenditures do not equal the average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance.

## Explanation of Table 21: Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

This table presents the total estimated dollars spent by residents as a direct result of their attendance to nonprofit arts and culture events in each participating study region during 2010. Residents are attendees who reside within the county in which the nonprofit arts and culture event at which they were surveyed took place (within the multi-county region for regional analyses, and within the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group.

### **Column Two:**

The total estimated dollars spent by resident audience members to purchase refreshments (e.g., food, snacks, drinks) while attending nonprofit arts and culture events.

### **Column Three:**

The total estimated dollars spent by resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

### **Column Four:**

The total estimated dollars spent by resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

### **Column Five:**

The total estimated dollars spent by resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

### **Column Six:**

The total estimated dollars spent by resident audience members on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

### **Column Seven:**

The total estimated dollars spent by resident audience members on child care for the purpose of attending nonprofit arts and culture events.

### **Column Eight:**

The total estimated dollars spent by resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

### **Column Nine:**

The total estimated dollars spent by resident audience members on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and culture events.

### **Column Ten:**

The total estimated expenditures made by resident audience members for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

**Table 21:**  
**Itemized Resident Audience Expenditures Induced by**  
**Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | RESIDENT Cultural Audiences only |                    |                        |                       |                             |                 |                   |                      | Resident Audience Expenditures |
|---|----------------------------------|--------------------|------------------------|-----------------------|-----------------------------|-----------------|-------------------|----------------------|--------------------------------|
|   | Refreshments and/or Snacks       | Meals              | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care      | Overnight Lodging | Other/ Miscellaneous |                                |
| City of Gunnison (CO)***  | \$21,912                         | \$65,460           | \$4,951                | \$1,192               | \$6,509                     | \$6,693         | \$7,884           | \$7,609              | \$122,210                      |
| Town of Telluride (CO)*   | \$221,696                        | \$469,308          | \$113,475              | \$56,037              | \$39,926                    | \$60,590        | \$0               | \$2,452              | \$963,484                      |
| Town of Crested Butte (CO)***   | \$249,243                        | \$470,163          | \$113,728              | \$40,960              | \$46,188                    | \$30,938        | \$16,994          | \$20,916             | \$989,130                      |
| Town of Newmarket (NH)  | \$11,032                         | \$14,231           | \$17,319               | \$2,077               | \$954                       | \$505           | \$0               | \$10,274             | \$56,392                       |
| Greater Ketchikan Area (AK)   | \$181,073                        | \$756,791          | \$1,197,866            | \$526,194             | \$153,215                   | \$6,191         | \$0               | \$100,596            | \$2,921,926                    |
| Gunnison County (CO) <sup>1</sup>   | \$271,155                        | \$535,623          | \$118,679              | \$42,152              | \$52,697                    | \$37,631        | \$24,878          | \$28,525             | \$1,111,340                    |
| City of Durango (CO)  | \$277,087                        | \$756,542          | \$62,267               | \$70,569              | \$62,267                    | \$37,360        | \$19,718          | \$28,020             | \$1,313,830                    |
| Teton County (WY)*  | \$665,617                        | \$3,739,203        | \$1,181,144            | \$456,796             | \$280,603                   | \$293,655       | \$182,718         | \$215,347            | \$7,015,083                    |
| City of Laguna Beach (CA)*  | \$2,370,082                      | \$6,329,514        | \$3,132,226            | \$966,622             | \$571,608                   | \$106,886       | \$515,841         | \$181,242            | \$14,174,021                   |
| City of Fairfax (VA)***   | \$140,489                        | \$671,978          | \$357,993              | \$226,814             | \$114,253                   | \$53,318        | \$5,924           | \$153,184            | \$1,723,953                    |
| City of Auburn (NY)   | \$51,990                         | \$292,638          | \$71,289               | \$32,690              | \$25,601                    | \$4,726         | \$9,059           | \$8,665              | \$496,658                      |
| City of Slidell (LA)***   | \$313,669                        | \$859,224          | \$390,274              | \$197,725             | \$171,845                   | \$17,599        | \$4,141           | \$48,655             | \$2,003,132                    |
| City of Winter Park (FL)***   | \$1,381,439                      | \$4,627,049        | \$939,789              | \$986,008             | \$1,134,937                 | \$66,761        | \$20,542          | \$826,809            | \$9,983,334                    |
| Greater Elkins Area (WV)  | \$106,381                        | \$335,290          | \$131,077              | \$124,428             | \$127,277                   | \$28,495        | \$111,130         | \$0                  | \$964,078                      |
| Transylvania County (NC)  | \$154,982                        | \$544,206          | \$167,720              | \$67,230              | \$53,784                    | \$12,031        | \$17,692          | \$19,815             | \$1,037,460                    |
| City of Rochester (NH)  | \$468,384                        | \$646,370          | \$224,824              | \$152,559             | \$144,530                   | \$34,794        | \$74,941          | \$163,265            | \$1,909,667                    |
| City and Borough of Juneau (AK)   | \$164,021                        | \$444,077          | \$143,954              | \$38,388              | \$92,480                    | \$5,235         | \$0               | \$22,684             | \$910,839                      |
| Princeton (NJ)**  | \$502,920                        | \$2,268,023        | \$322,260              | \$129,392             | \$217,281                   | \$122,068       | \$39,062          | \$53,710             | \$3,654,716                    |
| Platte County (NE)  | \$159,941                        | \$492,932          | \$368,388              | \$39,330              | \$129,788                   | \$11,799        | \$14,421          | \$102,257            | \$1,318,856                    |
| Adams County (NE)   | \$205,040                        | \$438,437          | \$102,520              | \$116,698             | \$126,514                   | \$11,997        | \$57,804          | \$16,360             | \$1,075,370                    |
| City of Fairbanks (AK)  | \$317,614                        | \$2,201,499        | \$576,064              | \$130,782             | \$504,445                   | \$130,782       | \$127,668         | \$155,693            | \$4,144,547                    |
| City of West Hollywood (CA)**   | \$962,798                        | \$2,945,030        | \$801,388              | \$472,904             | \$577,679                   | \$147,252       | \$150,083         | \$252,027            | \$6,309,161                    |
| City of Pittsfield (MA)**   | \$2,342,718                      | \$6,671,535        | \$866,861              | \$153,621             | \$373,079                   | \$104,243       | \$0               | \$0                  | \$10,512,057                   |
| Windham County (VT)*  | \$177,376                        | \$647,422          | \$138,575              | \$130,815             | \$74,276                    | \$11,086        | \$0               | \$104,208            | \$1,283,758                    |
| Iron County (UT)*   | \$91,978                         | \$399,578          | \$135,706              | \$126,659             | \$70,115                    | \$7,539         | \$22,618          | \$14,324             | \$868,517                      |
| Watauga County (NC)   | \$167,748                        | \$564,996          | \$199,085              | \$200,007             | \$111,524                   | \$15,669        | \$3,687           | \$0                  | \$1,262,716                    |
| Buffalo County (NE)   | \$440,972                        | \$612,736          | \$480,610              | \$186,629             | \$135,430                   | \$41,290        | \$11,561          | \$130,475            | \$2,039,703                    |
| <b>Group A Average</b>  | <b>\$459,976</b>                 | <b>\$1,437,032</b> | <b>\$457,779</b>       | <b>\$210,195</b>      | <b>\$199,956</b>            | <b>\$52,116</b> | <b>\$53,273</b>   | <b>\$98,782</b>      | <b>\$2,969,109</b>             |
| Percent of Group A Total  | 15.5%                            | 48.4%              | 15.4%                  | 7.1%                  | 6.7%                        | 1.8%            | 1.8%              | 3.3%                 | 100.0%                         |
| Average Excluding Outliers/Exclusions   | \$399,168                        | \$1,207,115        | \$344,245              | \$146,215             | \$169,914                   | \$44,239        | \$38,924          | \$64,257             | \$2,414,077                    |
| Group A Median  | \$221,696                        | \$612,736          | \$199,085              | \$129,392             | \$126,514                   | \$30,938        | \$16,994          | \$28,525             | \$1,313,830                    |

**Table 21:**  
**Itemized Resident Audience Expenditures Induced by**  
**Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | RESIDENT Cultural Audiences only |                    |                        |                       |                             |                  |                   |                      | Resident Audience Expenditures |
|--|----------------------------------|--------------------|------------------------|-----------------------|-----------------------------|------------------|-------------------|----------------------|--------------------------------|
|  | Refreshments and/or Snacks       | Meals              | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care       | Overnight Lodging | Other/ Miscellaneous |                                |
| Chenango County (NY)   | \$61,302                         | \$87,015           | \$40,319               | \$10,286              | \$17,280                    | \$1,234          | \$617             | \$9,051              | \$227,104                      |
| City of La Crosse (WI)   | \$327,611                        | \$1,557,640        | \$65,522               | \$95,305              | \$193,588                   | \$44,674         | \$23,826          | \$56,587             | \$2,364,753                    |
| Lenoir County (NC)   | \$26,365                         | \$82,362           | \$19,610               | \$43,142              | \$27,672                    | \$2,615          | \$9,587           | \$13,945             | \$225,298                      |
| City of Dubuque (IA)   | \$2,178,171                      | \$4,998,718        | \$1,092,777            | \$1,041,092           | \$657,143                   | \$118,138        | \$169,823         | \$686,678            | \$10,942,540                   |
| Greater Enid Area (OK)   | \$368,302                        | \$687,417          | \$178,752              | \$133,164             | \$248,334                   | \$14,396         | \$45,588          | \$139,163            | \$1,815,116                    |
| City of Flagstaff (AZ)   | \$2,625,350                      | \$4,688,125        | \$2,668,625            | \$894,350             | \$901,563                   | \$194,738        | \$331,775         | \$50,488             | \$12,355,014                   |
| City of Portland (ME)  | \$1,023,133                      | \$6,331,843        | \$1,669,831            | \$72,392              | \$492,262                   | \$207,522        | \$0               | \$342,653            | \$10,139,636                   |
| Athens County (OH)   | \$499,460                        | \$1,121,317        | \$627,780              | \$225,053             | \$262,562                   | \$169,777        | \$65,147          | \$171,751            | \$3,142,847                    |
| Rutherford County (NC)   | \$27,919                         | \$52,011           | \$19,557               | \$14,030              | \$18,424                    | \$850            | \$5,811           | \$17,148             | \$155,750                      |
| City of Walnut Creek (CA)  | \$941,577                        | \$6,954,161        | \$143,559              | \$375,786             | \$662,904                   | \$4,222          | \$0               | \$190,004            | \$9,272,213                    |
| City of Missoula (MT)  | \$3,194,195                      | \$6,535,491        | \$1,145,287            | \$609,419             | \$861,592                   | \$231,159        | \$94,565          | \$809,056            | \$13,480,764                   |
| City of Bloomington (IN)   | \$1,112,587                      | \$4,672,864        | \$1,240,703            | \$586,637             | \$498,978                   | \$155,088        | \$26,972          | \$256,232            | \$8,550,061                    |
| City of Miami Beach (FL)***  | \$3,741,004                      | \$15,830,497       | \$1,265,339            | \$2,723,231           | \$5,542,737                 | \$1,004,019      | \$3,328,393       | \$522,640            | \$33,957,860                   |
| Greater Parkersburg Area (WV)  | \$76,800                         | \$192,817          | \$75,983               | \$110,298             | \$40,442                    | \$10,213         | \$9,396           | \$14,706             | \$530,655                      |
| Moore County (NC)  | \$195,556                        | \$1,473,338        | \$262,223              | \$186,667             | \$155,556                   | \$66,667         | \$35,556          | \$131,112            | \$2,506,675                    |
| Indiana County (PA)  | \$9,469                          | \$36,394           | \$5,270                | \$4,446               | \$6,176                     | \$3,623          | \$659             | \$4,693              | \$70,730                       |
| Buchanan County (MO)   | \$759,045                        | \$1,117,600        | \$626,946              | \$215,971             | \$184,519                   | \$25,162         | \$14,678          | \$20,968             | \$2,964,889                    |
| City of Boulder (CO)   | \$518,768                        | \$3,275,435        | \$840,632              | \$405,169             | \$306,717                   | \$121,172        | \$60,586          | \$363,516            | \$5,891,995                    |
| Eau Claire County (WI)   | \$245,415                        | \$732,836          | \$67,035               | \$42,039              | \$107,937                   | \$46,583         | \$18,179          | \$21,587             | \$1,281,611                    |
| <b>Group B Average</b>   | <b>\$943,791</b>                 | <b>\$3,180,415</b> | <b>\$634,513</b>       | <b>\$409,920</b>      | <b>\$588,757</b>            | <b>\$127,466</b> | <b>\$223,219</b>  | <b>\$201,157</b>     | <b>\$6,309,237</b>             |
| Percent of Group B Total   | 15.0%                            | 50.4%              | 10.1%                  | 6.5%                  | 9.3%                        | 2.0%             | 3.5%              | 3.2%                 | 100.0%                         |
| Average Excluding Outliers/Exclusions  | \$788,390                        | \$2,477,632        | \$599,467              | \$281,403             | \$313,536                   | \$78,769         | \$50,709          | \$183,297            | \$4,773,203                    |
| Group B Median   | \$499,460                        | \$1,473,338        | \$262,223              | \$186,667             | \$248,334                   | \$46,583         | \$23,826          | \$131,112            | \$2,964,889                    |

**Table 21:**  
**Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | RESIDENT Cultural Audiences only |                    |                        |                       |                             |                  |                   |                      | Resident Audience Expenditures |
|--|----------------------------------|--------------------|------------------------|-----------------------|-----------------------------|------------------|-------------------|----------------------|--------------------------------|
|  | Refreshments and/or Snacks       | Meals              | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care       | Overnight Lodging | Other/ Miscellaneous |                                |
| City of Rochester (MN)   | \$2,124,219                      | \$4,631,977        | \$2,079,964            | \$634,315             | \$921,970                   | \$243,400        | \$73,758          | \$376,164            | \$11,085,767                   |
| Tompkins County (NY)   | \$745,406                        | \$1,723,606        | \$484,397              | \$265,713             | \$148,141                   | \$98,760         | \$63,489          | \$82,300             | \$3,611,812                    |
| Wayne County (NC)  | \$109,176                        | \$496,398          | \$142,950              | \$86,398              | \$122,529                   | \$17,280         | \$46,341          | \$18,065             | \$1,039,137                    |
| City of McKinney (TX)  | \$77,001                         | \$631,259          | \$63,925               | \$36,321              | \$58,840                    | \$19,613         | \$6,538           | \$61,019             | \$954,516                      |
| Orange County (NC)   | \$1,111,634                      | \$4,446,536        | \$1,034,437            | \$447,741             | \$578,976                   | \$254,749        | \$100,356         | \$247,030            | \$8,221,459                    |
| Town of Cary (NC)***   | \$384,486                        | \$1,319,878        | \$470,565              | \$249,629             | \$232,413                   | \$11,477         | \$0               | \$83,210             | \$2,751,658                    |
| Marathon County (WI)   | \$281,321                        | \$817,874          | \$494,581              | \$186,035             | \$86,211                    | \$37,434         | \$68,062          | \$6,806              | \$1,978,324                    |
| Greater Charlottesville Area (VA)**  | \$2,031,871                      | \$8,743,204        | \$2,383,711            | \$862,006             | \$1,319,397                 | \$448,595        | \$219,900         | \$694,882            | \$16,703,566                   |
| City of Fort Collins (CO)  | \$936,557                        | \$4,919,746        | \$411,859              | \$541,623             | \$406,218                   | \$220,034        | \$28,210          | \$169,257            | \$7,633,504                    |
| Cambria County (PA)  | \$1,788,309                      | \$5,445,301        | \$1,255,835            | \$904,201             | \$1,517,049                 | \$70,327         | \$0               | \$321,494            | \$11,302,516                   |
| City of Alexandria (VA)  | \$991,430                        | \$6,156,575        | \$2,197,786            | \$1,365,817           | \$492,249                   | \$103,996        | \$0               | \$568,513            | \$11,876,366                   |
| City of Eugene (OR)  | \$2,203,552                      | \$4,932,137        | \$1,312,585            | \$604,585             | \$819,371                   | \$71,596         | \$222,742         | \$437,528            | \$10,604,096                   |
| Pitt County (NC)   | \$207,838                        | \$1,260,226        | \$227,632              | \$141,858             | \$174,848                   | \$127,012        | \$36,289          | \$95,672             | \$2,271,375                    |
| City of Santa Clarita (CA)   | \$1,275,565                      | \$1,950,358        | \$1,411,556            | \$5,164               | \$335,675                   | \$390,760        | \$3,443           | \$0                  | \$5,372,521                    |
| City of Providence (RI)**  | \$6,607,649                      | \$22,504,565       | \$4,381,730            | \$1,735,165           | \$4,504,418                 | \$1,086,669      | \$157,742         | \$175,269            | \$41,153,207                   |
| Erie (PA)  | \$906,864                        | \$3,099,408        | \$443,866              | \$317,594             | \$420,907                   | \$145,404        | \$114,793         | \$298,462            | \$5,747,298                    |
| New Hanover County (NC)  | \$1,303,003                      | \$3,776,906        | \$744,573              | \$612,471             | \$1,050,809                 | \$108,083        | \$240,185         | \$84,065             | \$7,920,095                    |
| City of Glendale (CA)  | \$438,396                        | \$1,450,249        | \$329,904              | \$137,275             | \$185,986                   | \$22,141         | \$13,285          | \$64,209             | \$2,641,445                    |
| City of Tacoma (WA)  | \$2,646,915                      | \$8,798,960        | \$3,333,487            | \$1,445,414           | \$1,047,925                 | \$162,609        | \$478,794         | \$1,210,535          | \$19,124,639                   |
| Whatcom County (WA)  | \$497,371                        | \$1,918,430        | \$842,946              | \$96,890              | \$310,049                   | \$48,445         | \$103,350         | \$197,010            | \$4,014,491                    |
| City of Boise (ID)   | \$4,329,412                      | \$9,252,036        | \$1,373,756            | \$1,404,977           | \$1,706,787                 | \$478,733        | \$228,959         | \$947,059            | \$19,721,719                   |
| Lackawanna County (PA)   | \$1,051,099                      | \$3,910,088        | \$840,879              | \$546,571             | \$696,728                   | \$198,207        | \$336,352         | \$342,358            | \$7,922,282                    |
| Arlington County (VA)  | \$483,037                        | \$2,179,989        | \$829,509              | \$655,008             | \$837,096                   | \$30,348         | \$0               | \$134,036            | \$5,149,023                    |
| City of Orlando (FL)***  | \$4,266,443                      | \$6,773,528        | \$1,548,235            | \$1,196,363           | \$1,996,871                 | \$140,749        | \$131,952         | \$140,749            | \$16,194,890                   |
| Buncombe County (NC)   | \$965,427                        | \$4,025,648        | \$336,989              | \$113,848             | \$514,591                   | \$40,985         | \$50,093          | \$195,818            | \$6,243,399                    |
| St. Tammany Parish (LA)  | \$1,904,090                      | \$5,353,707        | \$2,132,828            | \$1,298,243           | \$982,955                   | \$154,553        | \$129,824         | \$302,923            | \$12,259,123                   |
| Alachua County (FL)  | \$3,950,179                      | \$6,381,058        | \$7,266,215            | \$1,928,850           | \$1,347,553                 | \$409,550        | \$52,845          | \$819,101            | \$22,155,351                   |
| Greater Jackson Area (MS)  | \$388,390                        | \$814,334          | \$314,270              | \$167,018             | \$446,698                   | \$179,865        | \$355,777         | \$125,510            | \$2,791,862                    |
| <b>Group C Average</b>   | <b>\$1,571,666</b>               | <b>\$4,561,214</b> | <b>\$1,381,820</b>     | <b>\$642,396</b>      | <b>\$830,831</b>            | <b>\$190,049</b> | <b>\$116,539</b>  | <b>\$292,823</b>     | <b>\$9,587,337</b>             |
| Percent of Group C Total   | 16.4%                            | 47.6%              | 14.4%                  | 6.7%                  | 8.7%                        | 2.0%             | 1.2%              | 3.1%                 | 100.0%                         |
| Average Excluding Outliers/Exclusions  | \$1,513,681                      | \$4,600,791        | \$1,410,468            | \$636,196             | \$808,999                   | \$198,813        | \$120,428         | \$306,734            | \$9,596,111                    |
| Group C Median   | \$1,021,265                      | \$3,967,868        | \$841,913              | \$544,097             | \$546,784                   | \$133,881        | \$70,910          | \$185,544            | \$7,776,800                    |



**Table 21:**  
**Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | RESIDENT Cultural Audiences only |                     |                        |                       |                             |                  |                   |                      | Resident Audience Expenditures |
|--|----------------------------------|---------------------|------------------------|-----------------------|-----------------------------|------------------|-------------------|----------------------|--------------------------------|
|  | Refreshments and/or Snacks       | Meals               | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care       | Overnight Lodging | Other/ Miscellaneous |                                |
| City of Lincoln (NE)   | \$1,523,348                      | \$5,753,726         | \$988,117              | \$596,988             | \$1,029,289                 | \$164,686        | \$277,908         | \$308,787            | \$10,642,849                   |
| Durham County (NC)   | \$1,382,774                      | \$6,823,333         | \$1,349,851            | \$699,618             | \$1,070,004                 | \$312,770        | \$16,462          | \$353,924            | \$12,008,736                   |
| Osceola County (FL)  | \$16,643                         | \$152,305           | \$22,190               | \$5,548               | \$28,998                    | \$0              | \$0               | \$2,269              | \$227,953                      |
| City of Newark (NJ)  | \$3,488,723                      | \$6,583,901         | \$4,679,994            | \$1,691,180           | \$2,552,724                 | \$42,545         | \$361,636         | \$382,909            | \$19,783,612                   |
| City of Riverside (CA)***  | \$2,089,932                      | \$7,314,761         | \$1,347,944            | \$136,031             | \$197,863                   | \$278,245        | \$142,214         | \$253,512            | \$11,760,502                   |
| Lexington-Fayette Urban County (KY)  | \$1,048,809                      | \$3,262,501         | \$281,893              | \$327,494             | \$671,569                   | \$53,891         | \$70,473          | \$16,582             | \$5,733,212                    |
| Loudoun County (VA)  | \$361,626                        | \$1,127,245         | \$1,246,778            | \$202,753             | \$102,889                   | \$62,036         | \$0               | \$104,403            | \$3,207,730                    |
| Cumberland County (NC)   | \$3,654,831                      | \$5,777,326         | \$1,874,007            | \$1,252,789           | \$1,273,496                 | \$113,890        | \$227,780         | \$176,012            | \$14,350,131                   |
| Greater Chattanooga Area (TN)  | \$2,705,845                      | \$14,223,397        | \$7,820,035            | \$3,541,683           | \$3,187,514                 | \$552,502        | \$453,335         | \$963,338            | \$33,447,649                   |
| Forsyth County (NC)  | \$1,844,531                      | \$13,082,506        | \$5,909,331            | \$2,527,691           | \$1,947,005                 | \$1,280,924      | \$341,580         | \$649,002            | \$27,582,570                   |
| City of Wichita (KS)   | \$1,494,350                      | \$9,149,368         | \$2,030,060            | \$1,212,397           | \$1,593,033                 | \$296,050        | \$84,586          | \$549,808            | \$16,409,652                   |
| Sarasota County (FL)   | \$2,920,227                      | \$12,289,867        | \$1,882,232            | \$2,781,828           | \$2,823,348                 | \$55,360         | \$816,556         | \$539,758            | \$24,109,176                   |
| City of Oakland (CA)   | \$1,161,797                      | \$6,254,706         | \$3,163,888            | \$1,644,053           | \$1,490,608                 | \$43,841         | \$189,979         | \$387,266            | \$14,336,138                   |
| Santa Barbara County (CA)  | \$3,078,995                      | \$16,839,867        | \$1,685,707            | \$2,029,729           | \$2,717,772                 | \$722,446        | \$774,049         | \$1,049,266          | \$28,897,831                   |
| City of Miami (FL)***  | \$27,476,915                     | \$67,279,923        | \$7,395,656            | \$16,537,508          | \$24,035,881                | \$1,746,196      | \$873,098         | \$8,576,906          | \$153,922,083                  |
| Seminole County (FL)   | \$92,054                         | \$234,616           | \$186,553              | \$93,684              | \$75,354                    | \$8,146          | \$37,473          | \$56,210             | \$784,090                      |
| City of Omaha (NE)   | \$1,606,160                      | \$9,492,585         | \$2,661,894            | \$821,127             | \$1,921,978                 | \$315,818        | \$189,491         | \$369,958            | \$17,379,011                   |
| Greater Syracuse Area (NY)   | \$10,026,784                     | \$35,444,822        | \$3,426,520            | \$3,847,814           | \$6,010,453                 | \$674,070        | \$1,151,535       | \$252,776            | \$60,834,774                   |
| City of Mesa (AZ)  | \$1,372,821                      | \$2,714,032         | \$903,172              | \$469,649             | \$433,523                   | \$139,992        | \$135,476         | \$212,245            | \$6,380,910                    |
| Guilford County (NC)   | \$7,997,094                      | \$20,373,549        | \$4,107,351            | \$3,100,914           | \$3,508,929                 | \$1,278,447      | \$816,030         | \$3,508,929          | \$44,691,243                   |
| Dane County (WI)   | \$6,534,541                      | \$21,804,030        | \$7,334,689            | \$2,133,728           | \$5,178,735                 | \$1,311,353      | \$422,300         | \$1,489,164          | \$46,208,540                   |
| Volusia County (FL)  | \$1,810,246                      | \$3,274,236         | \$504,196              | \$564,942             | \$1,385,020                 | \$91,120         | \$0               | \$346,255            | \$7,976,015                    |
| <b>Group D Average</b>   | <b>\$3,804,048</b>               | <b>\$12,238,755</b> | <b>\$2,763,730</b>     | <b>\$2,100,870</b>    | <b>\$2,874,363</b>          | <b>\$433,833</b> | <b>\$335,544</b>  | <b>\$934,058</b>     | <b>\$25,485,200</b>            |
| Percent of Group D Total   | 14.9%                            | 48.0%               | 10.8%                  | 8.2%                  | 11.3%                       | 1.7%             | 1.3%              | 3.7%                 | 100.0%                         |
| Average Excluding Outliers/Exclusions  | \$2,706,110                      | \$9,732,896         | \$2,602,923            | \$1,477,280           | \$1,950,112                 | \$375,994        | \$318,332         | \$585,943            | \$19,749,591                   |
| Group D Median   | \$1,827,389                      | \$7,069,047         | \$1,878,120            | \$1,232,593           | \$1,541,821                 | \$221,466        | \$208,880         | \$361,941            | \$15,379,892                   |

**Table 21:**  
**Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | RESIDENT Cultural Audiences only |                     |                        |                       |                             |                  |                   |                      | Resident Audience Expenditures |
|--|----------------------------------|---------------------|------------------------|-----------------------|-----------------------------|------------------|-------------------|----------------------|--------------------------------|
|  | Refreshments and/or Snacks       | Meals               | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care       | Overnight Lodging | Other/ Miscellaneous |                                |
| City of Albuquerque (NM)   | \$1,868,167                      | \$8,547,168         | \$3,711,913            | \$2,332,156           | \$1,391,967                 | \$170,943        | \$73,261          | \$1,159,973          | \$19,255,548                   |
| City of Atlanta (GA)   | \$10,437,420                     | \$34,982,277        | \$5,804,351            | \$2,238,449           | \$4,008,386                 | \$2,212,421      | \$937,025         | \$676,740            | \$61,297,069                   |
| Polk County (FL)   | \$946,299                        | \$2,407,526         | \$839,428              | \$52,464              | \$176,824                   | \$27,204         | \$62,180          | \$349,762            | \$4,861,687                    |
| Lee County (FL)  | \$3,351,830                      | \$10,675,157        | \$3,732,080            | \$1,633,665           | \$2,239,248                 | \$84,500         | \$0               | \$647,833            | \$22,364,313                   |
| City of Seattle (WA)   | \$8,239,616                      | \$49,031,802        | \$4,586,584            | \$4,140,102           | \$10,269,078                | \$1,461,213      | \$1,136,499       | \$2,963,015          | \$81,827,909                   |
| District of Columbia (DC)* <sup>1</sup>  | \$10,037,304                     | \$51,783,363        | \$4,296,270            | \$3,269,728           | \$11,596,127                | \$1,140,603      | \$2,547,346       | \$2,205,165          | \$86,875,906                   |
| City of Baltimore (MD)   | \$6,910,852                      | \$46,355,869        | \$9,675,193            | \$4,040,190           | \$11,801,609                | \$1,435,331      | \$1,063,208       | \$2,179,576          | \$83,461,828                   |
| Jefferson County (AL)  | \$12,901,616                     | \$30,193,132        | \$11,393,635           | \$3,585,644           | \$5,964,903                 | \$67,021         | \$938,299         | \$703,724            | \$65,747,974                   |
| City of Austin (TX)  | \$7,100,356                      | \$25,245,709        | \$10,893,281           | \$3,883,955           | \$5,370,782                 | \$1,850,947      | \$1,001,332       | \$3,883,955          | \$59,230,317                   |
| City of Indianapolis (IN)  | \$12,470,352                     | \$39,123,401        | \$26,429,700           | \$3,871,393           | \$4,876,466                 | \$372,249        | \$856,173         | \$2,456,845          | \$90,456,579                   |
| City and County of San Francisco (CA)*   | \$10,994,736                     | \$50,989,350        | \$3,429,551            | \$3,782,593           | \$9,885,176                 | \$3,883,462      | \$2,219,121       | \$1,361,733          | \$86,545,722                   |
| Prince George's County (MD)  | \$262,047                        | \$1,921,677         | \$114,646              | \$223,832             | \$616,902                   | \$54,593         | \$158,320         | \$49,134             | \$3,401,151                    |
| Bergen County (NJ)   | \$791,415                        | \$5,079,020         | \$595,889              | \$572,612             | \$633,132                   | \$181,560        | \$0               | \$297,944            | \$8,151,572                    |
| Wake County (NC)   | \$5,693,230                      | \$21,480,591        | \$7,090,341            | \$5,448,735           | \$5,274,096                 | \$454,061        | \$139,711         | \$1,327,256          | \$46,908,021                   |
| Fairfield County (CT)  | \$6,095,174                      | \$16,001,885        | \$4,747,993            | \$1,265,036           | \$2,595,788                 | \$1,002,171      | \$115,003         | \$1,281,465          | \$33,104,515                   |
| Mecklenburg County (NC)  | \$9,080,261                      | \$25,293,593        | \$3,655,948            | \$1,351,111           | \$2,821,438                 | \$1,847,843      | \$735,163         | \$1,986,928          | \$46,772,285                   |
| Greater Memphis Area (TN)  | \$2,789,130                      | \$14,346,140        | \$1,644,871            | \$1,759,297           | \$2,073,968                 | \$629,342        | \$500,613         | \$171,639            | \$23,915,000                   |
| City of San Jose (CA)***   | \$4,241,658                      | \$19,163,207        | \$1,954,193            | \$1,590,622           | \$3,787,195                 | \$348,422        | \$196,934         | \$1,090,712          | \$32,372,943                   |
| Westchester County (NY)  | \$3,122,742                      | \$20,518,251        | \$2,296,134            | \$1,047,037           | \$2,828,837                 | \$1,047,037      | \$698,025         | \$1,873,645          | \$33,431,708                   |
| Montgomery County (MD)   | \$3,408,498                      | \$18,566,291        | \$2,165,399            | \$1,243,099           | \$2,606,499                 | \$641,600        | \$2,004,999       | \$461,150            | \$31,097,535                   |
| <b>Group E Average</b>   | <b>\$6,037,135</b>               | <b>\$24,585,270</b> | <b>\$5,452,870</b>     | <b>\$2,366,586</b>    | <b>\$4,540,921</b>          | <b>\$945,626</b> | <b>\$769,161</b>  | <b>\$1,356,410</b>   | <b>\$46,053,979</b>            |
| Percent of Group E Total   | 13.1%                            | 53.4%               | 11.8%                  | 5.1%                  | 9.9%                        | 2.1%             | 1.7%              | 2.9%                 | 100.0%                         |
| Average Excluding Outliers/Exclusions  | \$5,615,824                      | \$21,751,146        | \$5,845,729            | \$2,275,810           | \$3,855,878                 | \$796,473        | \$612,930         | \$1,321,799          | \$42,075,589                   |
| Group E Median   | \$5,894,202                      | \$20,999,421        | \$3,721,997            | \$1,998,873           | \$3,308,016                 | \$635,471        | \$716,594         | \$1,220,719          | \$40,101,997                   |

**Table 21:**  
**Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | RESIDENT Cultural Audiences only |                     |                        |                       |                             |                    |                    |                      | Resident Audience Expenditures |
|---|----------------------------------|---------------------|------------------------|-----------------------|-----------------------------|--------------------|--------------------|----------------------|--------------------------------|
|   | Refreshments and/or Snacks       | Meals               | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care         | Overnight Lodging  | Other/ Miscellaneous |                                |
| Pima County (AZ)  | \$5,930,575                      | \$14,723,595        | \$6,290,523            | \$2,639,620           | \$4,353,659                 | \$977,002          | \$651,335          | \$1,148,406          | \$36,714,715                   |
| Fairfax County (VA)   | \$1,609,378                      | \$7,697,870         | \$4,101,006            | \$2,598,273           | \$1,308,832                 | \$610,788          | \$67,865           | \$1,754,804          | \$19,748,816                   |
| Orange County (FL)  | \$11,871,127                     | \$17,661,033        | \$3,386,549            | \$2,785,709           | \$4,497,191                 | \$418,767          | \$218,487          | \$1,056,021          | \$41,894,884                   |
| Greater Columbus Area (OH)  | \$7,713,289                      | \$27,655,939        | \$4,675,932            | \$2,238,053           | \$4,995,654                 | \$559,513          | \$1,079,061        | \$1,638,574          | \$50,556,015                   |
| Allegheny County (PA)   | \$18,480,533                     | \$133,266,453       | \$5,968,868            | \$8,149,800           | \$20,546,680                | \$4,476,651        | \$573,930          | \$5,280,152          | \$196,743,067                  |
| City of San Diego (CA)***   | \$44,485,065                     | \$82,343,298        | \$50,980,672           | \$26,835,386          | \$24,932,632                | \$20,208,555       | \$7,479,790        | \$1,181,019          | \$258,446,417                  |
| City of Dallas (TX)   | \$10,968,034                     | \$27,436,455        | \$5,402,166            | \$5,860,532           | \$9,265,533                 | \$1,309,616        | \$425,625          | \$949,472            | \$61,617,433                   |
| Palm Beach County (FL)  | \$15,707,475                     | \$34,348,642        | \$3,544,878            | \$5,928,502           | \$6,661,925                 | \$550,067          | \$1,405,727        | \$3,239,285          | \$71,386,501                   |
| Greater St. Louis Area (MO)   | \$27,203,477                     | \$82,605,680        | \$23,388,355           | \$6,966,744           | \$13,518,801                | \$1,575,811        | \$3,234,560        | \$4,976,246          | \$163,469,674                  |
| City of San Antonio (TX)  | \$4,188,743                      | \$25,384,414        | \$17,983,251           | \$818,852             | \$5,133,573                 | \$535,403          | \$2,047,130        | \$440,920            | \$56,532,286                   |
| Sacramento County (CA)  | \$2,619,783                      | \$8,840,420         | \$1,627,931            | \$1,724,960           | \$2,328,696                 | \$571,393          | \$183,277          | \$733,108            | \$18,629,568                   |
| City and County of Philadelphia (PA)  | \$13,813,307                     | \$56,986,079        | \$7,872,100            | \$7,178,959           | \$13,021,146                | \$742,651          | \$4,059,825        | \$3,069,624          | \$106,743,691                  |
| City of Phoenix (AZ)  | \$11,270,862                     | \$49,364,626        | \$8,300,247            | \$6,902,311           | \$15,289,929                | \$1,441,622        | \$1,397,936        | \$2,795,873          | \$96,763,406                   |
| Broward County (FL)   | \$12,253,898                     | \$35,627,074        | \$3,760,456            | \$3,954,962           | \$10,665,430                | \$713,190          | \$551,101          | \$2,593,418          | \$70,119,529                   |
| Santa Clara County (CA)   | \$5,017,260                      | \$23,059,327        | \$2,950,149            | \$1,786,145           | \$4,856,708                 | \$481,657          | \$260,898          | \$1,204,142          | \$39,616,286                   |
| Tarrant County (TX)   | \$2,981,429                      | \$13,811,926        | \$3,772,420            | \$2,210,719           | \$2,900,302                 | \$182,536          | \$162,255          | \$405,637            | \$26,427,224                   |
| Clark County (NV)   | \$2,667,861                      | \$6,982,549         | \$4,775,800            | \$625,794             | \$1,734,658                 | \$76,852           | \$406,217          | \$1,042,991          | \$18,312,722                   |
| Riverside County (CA)   | \$5,211,448                      | \$10,479,034        | \$3,162,423            | \$243,263             | \$701,721                   | \$411,676          | \$1,094,685        | \$439,745            | \$21,743,995                   |
| Miami-Dade County (FL)  | \$39,731,919                     | \$135,543,223       | \$12,125,272           | \$23,925,761          | \$39,515,396                | \$4,763,500        | \$6,603,943        | \$10,717,875         | \$272,926,889                  |
| City of Chicago (IL)  | \$65,006,907                     | \$193,637,595       | \$32,676,344           | \$29,564,311          | \$84,370,666                | \$2,766,251        | \$5,359,612        | \$7,780,082          | \$421,161,768                  |
| San Diego County (CA)   | \$51,173,189                     | \$94,723,233        | \$58,645,380           | \$30,869,962          | \$28,681,138                | \$23,246,817       | \$8,604,342        | \$1,358,580          | \$297,302,641                  |
| City of Los Angeles (CA)  | \$53,437,419                     | \$135,143,780       | \$22,432,773           | \$18,602,788          | \$62,009,292                | \$13,313,760       | \$6,565,690        | \$3,829,986          | \$315,335,488                  |
| Harris County (TX)  | \$46,655,839                     | \$128,931,827       | \$65,558,556           | \$13,985,825          | \$32,997,807                | \$4,589,099        | \$6,009,534        | \$9,068,934          | \$307,797,421                  |
| <b>Group F Average</b>  | <b>\$19,999,949</b>              | <b>\$58,532,786</b> | <b>\$15,364,437</b>    | <b>\$8,973,793</b>    | <b>\$17,142,929</b>         | <b>\$3,674,921</b> | <b>\$2,540,992</b> | <b>\$2,900,213</b>   | <b>\$129,130,019</b>           |
| Percent of Group F Total  | 15.5%                            | 45.3%               | 11.9%                  | 6.9%                  | 13.3%                       | 2.8%               | 2.0%               | 2.2%                 | 100.0%                         |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$18,886,989                     | \$57,450,490        | \$13,745,517           | \$8,161,902           | \$16,788,852                | \$2,923,392        | \$2,316,502        | \$2,978,358          | \$123,252,001                  |
| Group F Median  | \$11,871,127                     | \$34,348,642        | \$5,968,868            | \$5,860,532           | \$9,265,533                 | \$742,651          | \$1,094,685        | \$1,638,574          | \$70,119,529                   |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |                                  |                     |                        |                       |                             |                    |                    |                      |                                |
| <b>Average</b>  | <b>\$5,315,026</b>               | <b>\$16,792,473</b> | <b>\$4,218,333</b>     | <b>\$2,384,165</b>    | <b>\$4,231,584</b>          | <b>\$878,636</b>   | <b>\$648,565</b>   | <b>\$928,565</b>     | <b>\$35,397,348</b>            |
| Percent of Total  | 15.0%                            | 47.4%               | 11.9%                  | 6.7%                  | 12.0%                       | 2.5%               | 1.8%               | 2.6%                 | 100.0%                         |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$5,211,980                      | \$16,775,642        | \$4,226,266            | \$2,265,735           | \$4,195,609                 | \$772,613          | \$603,792          | \$934,001            | \$34,985,639                   |
| Median  | \$1,523,348                      | \$5,445,301         | \$1,265,339            | \$612,471             | \$837,096                   | \$147,252          | \$115,003          | \$302,923            | \$10,942,540                   |

**Table 21:**  
**Itemized Resident Audience Expenditures Induced by**  
**Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | RESIDENT Cultural Audiences only |              |                        |                       |                             |             |                   |                      | Resident Audience Expenditures |
|---|----------------------------------|--------------|------------------------|-----------------------|-----------------------------|-------------|-------------------|----------------------|--------------------------------|
|   | Refreshments and/or Snacks       | Meals        | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care  | Overnight Lodging | Other/ Miscellaneous |                                |
| Greater Portsmouth Area (NH)                                  | \$1,827,362                      | \$7,929,331  | \$684,454              | \$329,313             | \$1,084,794                 | \$432,626   | \$316,398         | \$225,999            | \$12,830,277                   |
| Greater Concord Area (NH)                                     | \$449,974                        | \$1,601,603  | \$385,147              | \$80,080              | \$152,534                   | \$15,253    | \$0               | \$85,800             | \$2,770,391                    |
| Greater Aberdeen Area (SD)                                    | \$134,413                        | \$796,137    | \$77,546               | \$22,402              | \$156,815                   | \$29,295    | \$12,063          | \$125,797            | \$1,354,468                    |
| Centre Region (PA)  | \$442,469                        | \$1,602,852  | \$1,503,223            | \$90,838              | \$328,189                   | \$17,582    | \$93,768          | \$14,651             | \$4,093,572                    |
| Greater Minot Area (ND)                                       | \$496,593                        | \$1,210,904  | \$408,527              | \$344,924             | \$364,494                   | \$19,570    | \$39,140          | \$70,942             | \$2,955,094                    |
| Creative Corridor in Northwest Iowa (IA)                      | \$883,368                        | \$1,535,300  | \$290,110              | \$746,462             | \$479,170                   | \$45,635    | \$446,573         | \$58,674             | \$4,485,292                    |
| Northern New Hampshire (NH)                                   | \$101,278                        | \$825,224    | \$658,304              | \$131,286             | \$255,069                   | \$105,029   | \$15,004          | \$206,306            | \$2,297,500                    |
| Greater Sioux Falls Area (SD)                                 | \$1,615,432                      | \$4,635,301  | \$876,949              | \$421,990             | \$632,986                   | \$316,493   | \$224,182         | \$481,333            | \$9,204,666                    |
| Greater Athens Area (GA)                                      | \$542,589                        | \$1,149,619  | \$598,008              | \$341,535             | \$317,047                   | \$131,459   | \$117,282         | \$317,047            | \$3,514,586                    |
| Greater Rockford Area (IL)                                    | \$673,433                        | \$2,392,151  | \$453,835              | \$386,492             | \$445,051                   | \$38,064    | \$38,064          | \$137,615            | \$4,564,705                    |
| Greater Peoria Area (IL)                                      | \$510,791                        | \$1,373,461  | \$661,191              | \$332,014             | \$473,901                   | \$76,619    | \$141,887         | \$246,883            | \$3,816,747                    |
| Greater Fox Cities Region (WI)                                | \$864,406                        | \$4,174,344  | \$677,625              | \$260,625             | \$569,031                   | \$125,969   | \$73,844          | \$130,313            | \$6,876,157                    |
| Northern Tier Region (PA)                                     | \$334,665                        | \$1,183,848  | \$491,752              | \$86,512              | \$261,812                   | \$75,129    | \$254,983         | \$6,830              | \$2,695,531                    |
| Northwest Arkansas Area (AR)                                  | \$1,288,712                      | \$5,735,074  | \$586,333              | \$305,382             | \$1,087,160                 | \$317,597   | \$183,229         | \$122,153            | \$9,625,640                    |
| Mahoning Valley Region (OH)                                   | \$976,790                        | \$3,785,060  | \$1,162,592            | \$716,666             | \$849,382                   | \$63,704    | \$0               | \$196,420            | \$7,750,614                    |
| Iowa Cultural Corridor (IA)                                   | \$2,400,456                      | \$9,407,669  | \$4,624,407            | \$723,667             | \$2,329,854                 | \$529,512   | \$247,106         | \$335,358            | \$20,598,029                   |
| Pikes Peak Region (CO)  | \$7,828,047                      | \$12,126,484 | \$1,456,110            | \$675,635             | \$1,782,279                 | \$244,626   | \$1,642,492       | \$81,542             | \$25,837,215                   |
| Greater Columbia Area (SC)                                    | \$2,041,713                      | \$7,941,087  | \$775,458              | \$245,398             | \$2,208,584                 | \$225,766   | \$107,975         | \$68,712             | \$13,614,693                   |
| Lehigh Valley Region (PA)                                     | \$7,135,883                      | \$27,605,483 | \$6,197,833            | \$5,661,804           | \$4,891,263                 | \$871,047   | \$1,306,570       | \$268,014            | \$53,937,897                   |
| West Valley Region (AZ)                                       | \$1,831,093                      | \$1,443,541  | \$280,886              | \$540,439             | \$629,327                   | \$92,444    | \$63,999          | \$113,777            | \$4,995,506                    |
| Greater Harrisburg Area (PA)                                  | \$2,804,157                      | \$11,637,253 | \$662,801              | \$675,547             | \$1,580,525                 | \$152,954   | \$127,462         | \$726,532            | \$18,367,231                   |
| Greater Hartford Area (CT)                                    | \$10,046,179                     | \$27,650,318 | \$6,407,160            | \$3,483,505           | \$3,887,840                 | \$808,671   | \$964,184         | \$1,181,903          | \$54,429,760                   |
| Greater Portland Area (OR)                                    | \$8,428,061                      | \$36,353,295 | \$5,010,230            | \$1,903,111           | \$6,408,433                 | \$1,087,492 | \$1,126,331       | \$8,505,739          | \$68,822,692                   |
| Metropolitan Kansas City Area (MO/KS)                         | \$8,360,707                      | \$23,561,992 | \$4,191,870            | \$2,602,644           | \$5,159,224                 | \$368,516   | \$345,484         | \$1,151,613          | \$45,742,050                   |
| Greater Milwaukee Area (WI)                                   | \$9,392,954                      | \$28,774,189 | \$3,340,452            | \$2,579,755           | \$6,449,387                 | \$760,697   | \$0               | \$3,208,157          | \$54,505,591                   |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 21:**  
**Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | RESIDENT Cultural Audiences only |                     |                        |                       |                             |                  |                    |                      | Resident Audience Expenditures |
|---|----------------------------------|---------------------|------------------------|-----------------------|-----------------------------|------------------|--------------------|----------------------|--------------------------------|
|   | Refreshments and/or Snacks       | Meals               | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care       | Overnight Lodging  | Other/ Miscellaneous |                                |
| Central Florida Region (FL)                                   | \$24,087,399                     | \$45,644,610        | \$11,436,454           | \$6,882,114           | \$13,410,002                | \$961,472        | \$4,604,944        | \$4,453,133          | \$111,480,128                  |
| Greater Washington DC Region (DC/MD/VA) <sup>1</sup>          | \$16,791,694                     | \$88,305,765        | \$13,704,616           | \$9,355,757           | \$17,457,705                | \$2,581,928      | \$4,778,530        | \$5,172,802          | \$158,148,797                  |
| Greater Philadelphia Region (PA)                              | \$34,644,420                     | \$151,646,393       | \$29,096,381           | \$13,685,162          | \$32,301,915                | \$2,835,664      | \$18,123,593       | \$9,986,470          | \$292,319,998                  |
| Southeastern Michigan Region (MI)                             | \$9,572,657                      | \$58,109,017        | \$19,444,459           | \$10,470,093          | \$12,713,685                | \$2,019,232      | \$2,991,455        | \$1,420,941          | \$116,741,539                  |
| Greater Houston Area (TX)                                     | \$59,421,736                     | \$182,739,316       | \$62,777,317           | \$39,428,070          | \$42,224,387                | \$4,194,476      | \$39,288,254       | \$10,206,557         | \$440,280,113                  |
| North Texas Region (TX) <sup>1</sup>                          | \$15,416,223                     | \$47,062,903        | \$9,990,054            | \$8,835,257           | \$13,304,273                | \$1,696,669      | \$844,932          | \$1,803,829          | \$98,954,140                   |
| <b>Regional Average</b>                                       | <b>\$7,462,763</b>               | <b>\$25,804,501</b> | <b>\$6,093,938</b>     | <b>\$3,624,015</b>    | <b>\$5,619,230</b>          | <b>\$685,200</b> | <b>\$2,532,894</b> | <b>\$1,648,769</b>   | <b>\$53,471,310</b>            |
| Percent of Regional Total                                     | 14.0%                            | 48.3%               | 11.4%                  | 6.8%                  | 10.5%                       | 1.3%             | 4.7%               | 3.1%                 | 100.0%                         |
| Regional Median   | \$1,831,093                      | \$7,929,331         | \$876,949              | \$675,547             | \$1,087,160                 | \$244,626        | \$224,182          | \$246,883            | \$12,830,277                   |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | RESIDENT Cultural Audiences only |                     |                        |                       |                             |                    |                    |                      | Resident Audience Expenditures |
|--|----------------------------------|---------------------|------------------------|-----------------------|-----------------------------|--------------------|--------------------|----------------------|--------------------------------|
|  | Refreshments and/or Snacks       | Meals               | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care         | Overnight Lodging  | Other/ Miscellaneous |                                |
| State of South Dakota <sup>1</sup>                             | \$4,684,950                      | \$18,498,687        | \$2,944,738            | \$1,630,496           | \$4,247,596                 | \$908,685          | \$3,191,454        | \$2,979,338          | \$39,085,944                   |
| State of Delaware  | \$2,162,873                      | \$6,372,430         | \$2,162,873            | \$1,572,998           | \$1,930,498                 | \$321,750          | \$241,312          | \$1,063,561          | \$15,828,295                   |
| State of Hawai'i   | \$13,898,711                     | \$21,499,569        | \$2,524,571            | \$9,229,613           | \$7,247,961                 | \$950,107          | \$3,148,927        | \$895,815            | \$59,395,274                   |
| State of New Hampshire <sup>1</sup>                            | \$4,311,041                      | \$15,351,247        | \$3,285,612            | \$1,088,021           | \$2,388,930                 | \$750,198          | \$853,046          | \$1,285,611          | \$29,313,706                   |
| State of Nebraska <sup>1</sup>                                 | \$4,376,691                      | \$18,283,980        | \$5,133,211            | \$1,950,501           | \$3,793,054                 | \$598,538          | \$912,994          | \$1,201,400          | \$36,250,369                   |
| State of Connecticut <sup>1</sup>                              | \$25,325,429                     | \$71,949,805        | \$17,836,901           | \$7,623,556           | \$11,488,284                | \$2,928,903        | \$2,676,418        | \$4,939,075          | \$144,768,371                  |
| State of Wisconsin <sup>1</sup>                                | \$19,248,698                     | \$64,180,435        | \$13,251,332           | \$5,899,346           | \$14,051,921                | \$2,544,884        | \$1,945,348        | \$5,431,718          | \$126,553,682                  |
| State of North Carolina <sup>1</sup>                           | \$43,389,739                     | \$141,784,660       | \$37,829,214           | \$20,880,665          | \$28,002,742                | \$7,069,960        | \$11,953,075       | \$11,854,279         | \$302,764,334                  |
| State of Pennsylvania <sup>1</sup>                             | \$71,839,375                     | \$357,014,210       | \$50,462,330           | \$31,987,099          | \$66,649,318                | \$9,317,867        | \$23,411,445       | \$18,356,136         | \$629,037,780                  |
| State of Illinois <sup>1</sup>                                 | \$84,599,751                     | \$258,649,933       | \$47,770,849           | \$38,933,485          | \$107,919,764               | \$4,403,451        | \$15,643,543       | \$13,008,954         | \$570,929,730                  |
| <b>Statewide Average</b>                                       | <b>\$27,383,726</b>              | <b>\$97,358,496</b> | <b>\$18,320,163</b>    | <b>\$12,079,578</b>   | <b>\$24,772,007</b>         | <b>\$2,979,434</b> | <b>\$6,397,756</b> | <b>\$6,101,589</b>   | <b>\$195,392,749</b>           |
| Percent of Statewide Total                                     | 14.0%                            | 49.8%               | 9.4%                   | 6.2%                  | 12.7%                       | 1.5%               | 3.3%               | 3.1%                 | 100.0%                         |
| Statewide Median   | \$16,573,705                     | \$42,840,002        | \$9,192,272            | \$6,761,451           | \$9,368,123                 | \$1,747,496        | \$2,912,673        | \$3,959,207          | \$92,974,478                   |

**Table 21:**  
**Itemized Resident Audience Expenditures Induced by**  
**Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | RESIDENT Cultural Audiences only |                    |                        |                       |                             |                  |                   |                      | Resident Audience Expenditures |
|---|----------------------------------|--------------------|------------------------|-----------------------|-----------------------------|------------------|-------------------|----------------------|--------------------------------|
|   | Refreshments and/or Snacks       | Meals              | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care       | Overnight Lodging | Other/ Miscellaneous |                                |
| Grand Center Arts District (St. Louis, MO)                      | \$2,424,620                      | \$6,630,486        | \$776,304              | \$568,935             | \$1,191,042                 | \$202,052        | \$334,980         | \$233,955            | \$12,362,374                   |
| Dallas Arts District (Dallas, TX)                               | \$4,354,823                      | \$7,726,561        | \$1,275,573            | \$2,161,162           | \$2,526,772                 | \$414,358        | \$227,491         | \$357,485            | \$19,044,225                   |
| <b>Arts District Average</b>                                    | <b>\$3,389,722</b>               | <b>\$7,178,524</b> | <b>\$1,025,939</b>     | <b>\$1,365,049</b>    | <b>\$1,858,907</b>          | <b>\$308,205</b> | <b>\$281,236</b>  | <b>\$295,720</b>     | <b>\$15,703,300</b>            |
| Percent of Arts District Total                                  | 21.6%                            | 45.7%              | 6.5%                   | 8.7%                  | 11.8%                       | 2.0%             | 1.8%              | 1.9%                 | 100.0%                         |

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

- <sup>1</sup> To calculate the total estimated audience expenditures in these multi-city/multi-county and statewide study regions, the individual findings for the less-populated participating communities in each region were summed first. The regional or statewide residency percentages and per person spending averages were then applied to any additional data collected for the region or state (if applicable), and the result was added to the sum of the individual communities. Therefore, the total audience expenditures do not equal the average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance.



## Explanation of Table 22: Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

This table presents the average dollars spent per person by residents as a direct result of their attendance to nonprofit arts and culture events in each participating study region during 2010. Residents are attendees who reside within the county in which the nonprofit arts and culture event at which they were surveyed took place (within the multi-county region for regional analyses, and within the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group.

### Column Two:

The average dollars spent per person by resident audience members to purchase refreshments (e.g., food, snacks, drinks) while attending nonprofit arts and culture events.

### Column Three:

The average dollars spent per person by resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

### Column Four:

The average dollars spent per person by resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

### Column Five:

The average dollars spent per person by resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

### Column Six:

The average dollars spent per person by resident audience members on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

### Column Seven:

The average dollars spent per person by resident audience members on child care for the purpose of attending nonprofit arts and culture events.

### Column Eight:

The average dollars spent per person by resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

### Column Nine:

The average dollars spent per person by resident audience members on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and culture events.

### Column Ten:

The average total dollars spent per person by resident audience members for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.



**Table 22:**  
**Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | RESIDENT Cultural Audiences only |               |                           |                          |                                |               |                      |                         | Resident<br>Per Person<br>Expenditure |
|---|----------------------------------|---------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---------------------------------------|
|   | Refreshments<br>and/or Snacks    | Meals         | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                       |
| City of Gunnison (CO)***  | \$2.39                           | \$7.14        | \$0.54                    | \$0.13                   | \$0.71                         | \$0.73        | \$0.86               | \$0.83                  | \$13.33                               |
| Town of Telluride (CO)*   | \$6.33                           | \$13.40       | \$3.24                    | \$1.60                   | \$1.14                         | \$1.73        | \$0.00               | \$0.07                  | \$27.51                               |
| Town of Crested Butte (CO)***   | \$5.72                           | \$10.79       | \$2.61                    | \$0.94                   | \$1.06                         | \$0.71        | \$0.39               | \$0.48                  | \$22.70                               |
| Town of Newmarket (NH)  | \$3.93                           | \$5.07        | \$6.17                    | \$0.74                   | \$0.34                         | \$0.18        | \$0.00               | \$3.66                  | \$20.09                               |
| Greater Ketchikan Area (AK)   | \$1.17                           | \$4.89        | \$7.74                    | \$3.40                   | \$0.99                         | \$0.04        | \$0.00               | \$0.65                  | \$18.88                               |
| Gunnison County (CO) <sup>1</sup>   | \$4.57                           | \$9.53        | \$1.90                    | \$0.66                   | \$0.94                         | \$0.72        | \$0.55               | \$0.60                  | \$19.47                               |
| City of Durango (CO)  | \$2.67                           | \$7.29        | \$0.60                    | \$0.68                   | \$0.60                         | \$0.36        | \$0.19               | \$0.27                  | \$12.66                               |
| Teton County (WY)*  | \$2.04                           | \$11.46       | \$3.62                    | \$1.40                   | \$0.86                         | \$0.90        | \$0.56               | \$0.66                  | \$21.50                               |
| City of Laguna Beach (CA)*  | \$5.10                           | \$13.62       | \$6.74                    | \$2.08                   | \$1.23                         | \$0.23        | \$1.11               | \$0.39                  | \$30.50                               |
| City of Fairfax (VA)***   | \$1.66                           | \$7.94        | \$4.23                    | \$2.68                   | \$1.35                         | \$0.63        | \$0.07               | \$1.81                  | \$20.37                               |
| City of Auburn (NY)   | \$1.32                           | \$7.43        | \$1.81                    | \$0.83                   | \$0.65                         | \$0.12        | \$0.23               | \$0.22                  | \$12.61                               |
| City of Slidell (LA)***   | \$3.03                           | \$8.30        | \$3.77                    | \$1.91                   | \$1.66                         | \$0.17        | \$0.04               | \$0.47                  | \$19.35                               |
| City of Winter Park (FL)***   | \$2.69                           | \$9.01        | \$1.83                    | \$1.92                   | \$2.21                         | \$0.13        | \$0.04               | \$1.61                  | \$19.44                               |
| Greater Elkins Area (WV)  | \$1.12                           | \$3.53        | \$1.38                    | \$1.31                   | \$1.34                         | \$0.30        | \$1.17               | \$0.00                  | \$10.15                               |
| Transylvania County (NC)  | \$2.19                           | \$7.69        | \$2.37                    | \$0.95                   | \$0.76                         | \$0.17        | \$0.25               | \$0.28                  | \$14.66                               |
| City of Rochester (NH)  | \$3.50                           | \$4.83        | \$1.68                    | \$1.14                   | \$1.08                         | \$0.26        | \$0.56               | \$1.22                  | \$14.27                               |
| City and Borough of Juneau (AK)   | \$1.88                           | \$5.09        | \$1.65                    | \$0.44                   | \$1.06                         | \$0.06        | \$0.00               | \$0.26                  | \$10.44                               |
| Princeton (NJ)**  | \$2.06                           | \$9.29        | \$1.32                    | \$0.53                   | \$0.89                         | \$0.50        | \$0.16               | \$0.22                  | \$14.97                               |
| Platte County (NE)  | \$1.22                           | \$3.76        | \$2.81                    | \$0.30                   | \$0.99                         | \$0.09        | \$0.11               | \$0.78                  | \$10.06                               |
| Adams County (NE)   | \$1.88                           | \$4.02        | \$0.94                    | \$1.07                   | \$1.16                         | \$0.11        | \$0.53               | \$0.15                  | \$9.86                                |
| City of Fairbanks (AK)  | \$1.02                           | \$7.07        | \$1.85                    | \$0.42                   | \$1.62                         | \$0.42        | \$0.41               | \$0.50                  | \$13.31                               |
| City of West Hollywood (CA)**   | \$3.40                           | \$10.40       | \$2.83                    | \$1.67                   | \$2.04                         | \$0.52        | \$0.53               | \$0.89                  | \$22.28                               |
| City of Pittsfield (MA)**   | \$4.27                           | \$12.16       | \$1.58                    | \$0.28                   | \$0.68                         | \$0.19        | \$0.00               | \$0.00                  | \$19.16                               |
| Windham County (VT)*  | \$1.60                           | \$5.84        | \$1.25                    | \$1.18                   | \$0.67                         | \$0.10        | \$0.00               | \$0.94                  | \$11.58                               |
| Iron County (UT)*   | \$1.22                           | \$5.30        | \$1.80                    | \$1.68                   | \$0.93                         | \$0.10        | \$0.30               | \$0.19                  | \$11.52                               |
| Watauga County (NC)   | \$1.82                           | \$6.13        | \$2.16                    | \$2.17                   | \$1.21                         | \$0.17        | \$0.04               | \$0.00                  | \$13.70                               |
| Buffalo County (NE)   | \$2.67                           | \$3.71        | \$2.91                    | \$1.13                   | \$0.82                         | \$0.25        | \$0.07               | \$0.79                  | \$12.35                               |
| <b>Group A Average</b>  | <b>\$2.68</b>                    | <b>\$7.58</b> | <b>\$2.64</b>             | <b>\$1.23</b>            | <b>\$1.07</b>                  | <b>\$0.37</b> | <b>\$0.30</b>        | <b>\$0.66</b>           | <b>\$16.55</b>                        |
| Percent of Group A Total  | 16.2%                            | 45.8%         | 16.0%                     | 7.4%                     | 6.5%                           | 2.2%          | 1.8%                 | 4.0%                    | 100.0%                                |
| Average Excluding Outliers/Exclusions   | \$2.39                           | \$6.58        | \$2.45                    | \$1.04                   | \$1.01                         | \$0.26        | \$0.28               | \$0.62                  | \$14.64                               |
| Group A Median  | \$2.19                           | \$7.29        | \$1.90                    | \$1.13                   | \$0.99                         | \$0.23        | \$0.19               | \$0.48                  | \$14.66                               |

**Table 22:**  
**Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | RESIDENT Cultural Audiences only |               |                           |                          |                                |               |                      |                         | Resident<br>Per Person<br>Expenditure |
|--|----------------------------------|---------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---------------------------------------|
|  | Refreshments<br>and/or Snacks    | Meals         | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                       |
| Chenango County (NY)   | \$2.98                           | \$4.23        | \$1.96                    | \$0.50                   | \$0.84                         | \$0.06        | \$0.03               | \$0.44                  | \$11.04                               |
| City of La Crosse (WI)   | \$1.10                           | \$5.23        | \$0.22                    | \$0.32                   | \$0.65                         | \$0.15        | \$0.08               | \$0.19                  | \$7.94                                |
| Lenoir County (NC)   | \$1.21                           | \$3.78        | \$0.90                    | \$1.98                   | \$1.27                         | \$0.12        | \$0.44               | \$0.64                  | \$10.34                               |
| City of Dubuque (IA)   | \$2.95                           | \$6.77        | \$1.48                    | \$1.41                   | \$0.89                         | \$0.16        | \$0.23               | \$0.93                  | \$14.82                               |
| Greater Enid Area (OK)   | \$3.07                           | \$5.73        | \$1.49                    | \$1.11                   | \$2.07                         | \$0.12        | \$0.38               | \$1.16                  | \$15.13                               |
| City of Flagstaff (AZ)   | \$3.64                           | \$6.50        | \$3.70                    | \$1.24                   | \$1.25                         | \$0.27        | \$0.46               | \$0.07                  | \$17.13                               |
| City of Portland (ME)  | \$2.12                           | \$13.12       | \$3.46                    | \$0.15                   | \$1.02                         | \$0.43        | \$0.00               | \$0.71                  | \$21.01                               |
| Athens County (OH)   | \$2.53                           | \$5.68        | \$3.18                    | \$1.14                   | \$1.33                         | \$0.86        | \$0.33               | \$0.87                  | \$15.92                               |
| Rutherford County (NC)   | \$1.97                           | \$3.67        | \$1.38                    | \$0.99                   | \$1.30                         | \$0.06        | \$0.41               | \$1.21                  | \$10.99                               |
| City of Walnut Creek (CA)  | \$2.23                           | \$16.47       | \$0.34                    | \$0.89                   | \$1.57                         | \$0.01        | \$0.00               | \$0.45                  | \$21.96                               |
| City of Missoula (MT)  | \$3.04                           | \$6.22        | \$1.09                    | \$0.58                   | \$0.82                         | \$0.22        | \$0.09               | \$0.77                  | \$12.83                               |
| City of Bloomington (IN)   | \$1.65                           | \$6.93        | \$1.84                    | \$0.87                   | \$0.74                         | \$0.23        | \$0.04               | \$0.38                  | \$12.68                               |
| City of Miami Beach (FL)***  | \$2.72                           | \$11.51       | \$0.92                    | \$1.98                   | \$4.03                         | \$0.73        | \$2.42               | \$0.38                  | \$24.69                               |
| Greater Parkersburg Area (WV)  | \$1.88                           | \$4.72        | \$1.86                    | \$2.70                   | \$0.99                         | \$0.25        | \$0.23               | \$0.36                  | \$12.99                               |
| Moore County (NC)  | \$0.88                           | \$6.63        | \$1.18                    | \$0.84                   | \$0.70                         | \$0.30        | \$0.16               | \$0.59                  | \$11.28                               |
| Indiana County (PA)  | \$1.15                           | \$4.42        | \$0.64                    | \$0.54                   | \$0.75                         | \$0.44        | \$0.08               | \$0.57                  | \$8.59                                |
| Buchanan County (MO)   | \$3.62                           | \$5.33        | \$2.99                    | \$1.03                   | \$0.88                         | \$0.12        | \$0.07               | \$0.10                  | \$14.14                               |
| City of Boulder (CO)   | \$1.37                           | \$8.65        | \$2.22                    | \$1.07                   | \$0.81                         | \$0.32        | \$0.16               | \$0.96                  | \$15.56                               |
| Eau Claire County (WI)   | \$2.16                           | \$6.45        | \$0.59                    | \$0.37                   | \$0.95                         | \$0.41        | \$0.16               | \$0.19                  | \$11.28                               |
| <b>Group B Average</b>   | <b>\$2.22</b>                    | <b>\$6.95</b> | <b>\$1.65</b>             | <b>\$1.04</b>            | <b>\$1.20</b>                  | <b>\$0.28</b> | <b>\$0.30</b>        | <b>\$0.58</b>           | <b>\$14.23</b>                        |
| Percent of Group B Total   | 15.6%                            | 48.8%         | 11.6%                     | 7.3%                     | 8.5%                           | 1.9%          | 2.1%                 | 4.1%                    | 100.0%                                |
| Average Excluding Outliers/Exclusions  | \$2.20                           | \$6.70        | \$1.70                    | \$0.99                   | \$1.05                         | \$0.25        | \$0.19               | \$0.59                  | \$13.65                               |
| Group B Median   | \$2.16                           | \$6.22        | \$1.48                    | \$0.99                   | \$0.95                         | \$0.23        | \$0.16               | \$0.57                  | \$12.99                               |

**Table 22:**  
**Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | RESIDENT Cultural Audiences only |               |                           |                          |                                |               |                      |                         | Resident<br>Per Person<br>Expenditure |
|--|----------------------------------|---------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---------------------------------------|
|  | Refreshments<br>and/or Snacks    | Meals         | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                       |
| City of Rochester (MN)   | \$2.88                           | \$6.28        | \$2.82                    | \$0.86                   | \$1.25                         | \$0.33        | \$0.10               | \$0.51                  | \$15.03                               |
| Tompkins County (NY)   | \$3.17                           | \$7.33        | \$2.06                    | \$1.13                   | \$0.63                         | \$0.42        | \$0.27               | \$0.35                  | \$15.36                               |
| Wayne County (NC)  | \$1.39                           | \$6.32        | \$1.82                    | \$1.10                   | \$1.56                         | \$0.22        | \$0.59               | \$0.23                  | \$13.23                               |
| City of McKinney (TX)  | \$1.06                           | \$8.69        | \$0.88                    | \$0.50                   | \$0.81                         | \$0.27        | \$0.09               | \$0.84                  | \$13.14                               |
| Orange County (NC)   | \$1.44                           | \$5.76        | \$1.34                    | \$0.58                   | \$0.75                         | \$0.33        | \$0.13               | \$0.32                  | \$10.65                               |
| Town of Cary (NC)***   | \$1.34                           | \$4.60        | \$1.64                    | \$0.87                   | \$0.81                         | \$0.04        | \$0.00               | \$0.29                  | \$9.59                                |
| Marathon County (WI)   | \$2.48                           | \$7.21        | \$4.36                    | \$1.64                   | \$0.76                         | \$0.33        | \$0.60               | \$0.06                  | \$17.44                               |
| Greater Charlottesville Area (VA)**  | \$2.31                           | \$9.94        | \$2.71                    | \$0.98                   | \$1.50                         | \$0.51        | \$0.25               | \$0.79                  | \$18.99                               |
| City of Fort Collins (CO)  | \$1.66                           | \$8.72        | \$0.73                    | \$0.96                   | \$0.72                         | \$0.39        | \$0.05               | \$0.30                  | \$13.53                               |
| Cambria County (PA)  | \$1.78                           | \$5.42        | \$1.25                    | \$0.90                   | \$1.51                         | \$0.07        | \$0.00               | \$0.32                  | \$11.25                               |
| City of Alexandria (VA)  | \$1.43                           | \$8.88        | \$3.17                    | \$1.97                   | \$0.71                         | \$0.15        | \$0.00               | \$0.82                  | \$17.13                               |
| City of Eugene (OR)  | \$2.77                           | \$6.20        | \$1.65                    | \$0.76                   | \$1.03                         | \$0.09        | \$0.28               | \$0.55                  | \$13.33                               |
| Pitt County (NC)   | \$1.26                           | \$7.64        | \$1.38                    | \$0.86                   | \$1.06                         | \$0.77        | \$0.22               | \$0.58                  | \$13.77                               |
| City of Santa Clarita (CA)   | \$7.41                           | \$11.33       | \$8.20                    | \$0.03                   | \$1.95                         | \$2.27        | \$0.02               | \$0.00                  | \$31.21                               |
| City of Providence (RI)**  | \$3.77                           | \$12.84       | \$2.50                    | \$0.99                   | \$2.57                         | \$0.62        | \$0.09               | \$0.10                  | \$23.48                               |
| Erie (PA)  | \$2.37                           | \$8.10        | \$1.16                    | \$0.83                   | \$1.10                         | \$0.38        | \$0.30               | \$0.78                  | \$15.02                               |
| New Hanover County (NC)  | \$2.17                           | \$6.29        | \$1.24                    | \$1.02                   | \$1.75                         | \$0.18        | \$0.40               | \$0.14                  | \$13.19                               |
| City of Glendale (CA)  | \$1.98                           | \$6.55        | \$1.49                    | \$0.62                   | \$0.84                         | \$0.10        | \$0.06               | \$0.29                  | \$11.93                               |
| City of Tacoma (WA)  | \$2.93                           | \$9.74        | \$3.69                    | \$1.60                   | \$1.16                         | \$0.18        | \$0.53               | \$1.34                  | \$21.17                               |
| Whatcom County (WA)  | \$1.54                           | \$5.94        | \$2.61                    | \$0.30                   | \$0.96                         | \$0.15        | \$0.32               | \$0.61                  | \$12.43                               |
| City of Boise (ID)   | \$4.16                           | \$8.89        | \$1.32                    | \$1.35                   | \$1.64                         | \$0.46        | \$0.22               | \$0.91                  | \$18.95                               |
| Lackawanna County (PA)   | \$1.75                           | \$6.51        | \$1.40                    | \$0.91                   | \$1.16                         | \$0.33        | \$0.56               | \$0.57                  | \$13.19                               |
| Arlington County (VA)  | \$1.91                           | \$8.62        | \$3.28                    | \$2.59                   | \$3.31                         | \$0.12        | \$0.00               | \$0.53                  | \$20.36                               |
| City of Orlando (FL)***  | \$4.85                           | \$7.70        | \$1.76                    | \$1.36                   | \$2.27                         | \$0.16        | \$0.15               | \$0.16                  | \$18.41                               |
| Buncombe County (NC)   | \$2.12                           | \$8.84        | \$0.74                    | \$0.25                   | \$1.13                         | \$0.09        | \$0.11               | \$0.43                  | \$13.71                               |
| St. Tammany Parish (LA)  | \$3.08                           | \$8.66        | \$3.45                    | \$2.10                   | \$1.59                         | \$0.25        | \$0.21               | \$0.49                  | \$19.83                               |
| Alachua County (FL)  | \$2.99                           | \$4.83        | \$5.50                    | \$1.46                   | \$1.02                         | \$0.31        | \$0.04               | \$0.62                  | \$16.77                               |
| Greater Jackson Area (MS)  | \$3.93                           | \$8.24        | \$3.18                    | \$1.69                   | \$4.52                         | \$1.82        | \$3.60               | \$1.27                  | \$28.25                               |
| <b>Group C Average</b>   | <b>\$2.57</b>                    | <b>\$7.72</b> | <b>\$2.40</b>             | <b>\$1.08</b>            | <b>\$1.43</b>                  | <b>\$0.41</b> | <b>\$0.33</b>        | <b>\$0.51</b>           | <b>\$16.44</b>                        |
| Percent of Group C Total   | 15.6%                            | 46.9%         | 14.6%                     | 6.6%                     | 8.7%                           | 2.5%          | 2.0%                 | 3.1%                    | 100.0%                                |
| Average Excluding Outliers/Exclusions  | \$2.53                           | \$7.84        | \$2.46                    | \$1.08                   | \$1.42                         | \$0.43        | \$0.35               | \$0.53                  | \$16.63                               |
| Group C Median   | \$2.24                           | \$7.67        | \$1.79                    | \$0.97                   | \$1.15                         | \$0.29        | \$0.18               | \$0.50                  | \$15.03                               |

**Table 22:**  
**Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | RESIDENT Cultural Audiences only |               |                           |                          |                                |               |                      |                         | Resident<br>Per Person<br>Expenditure |
|--|----------------------------------|---------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---------------------------------------|
|  | Refreshments<br>and/or Snacks    | Meals         | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                       |
| City of Lincoln (NE)   | \$1.48                           | \$5.59        | \$0.96                    | \$0.58                   | \$1.00                         | \$0.16        | \$0.27               | \$0.30                  | \$10.34                               |
| Durham County (NC)   | \$1.68                           | \$8.29        | \$1.64                    | \$0.85                   | \$1.30                         | \$0.38        | \$0.02               | \$0.43                  | \$14.59                               |
| Osceola County (FL)  | \$0.66                           | \$6.04        | \$0.88                    | \$0.22                   | \$1.15                         | \$0.00        | \$0.00               | \$0.09                  | \$9.04                                |
| City of Newark (NJ)  | \$3.28                           | \$6.19        | \$4.40                    | \$1.59                   | \$2.40                         | \$0.04        | \$0.34               | \$0.36                  | \$18.60                               |
| City of Riverside (CA)***  | \$3.38                           | \$11.83       | \$2.18                    | \$0.22                   | \$0.32                         | \$0.45        | \$0.23               | \$0.41                  | \$19.02                               |
| Lexington-Fayette Urban County (KY)  | \$2.53                           | \$7.87        | \$0.68                    | \$0.79                   | \$1.62                         | \$0.13        | \$0.17               | \$0.04                  | \$13.83                               |
| Loudoun County (VA)  | \$2.39                           | \$7.45        | \$8.24                    | \$1.34                   | \$0.68                         | \$0.41        | \$0.00               | \$0.69                  | \$21.20                               |
| Cumberland County (NC)   | \$3.53                           | \$5.58        | \$1.81                    | \$1.21                   | \$1.23                         | \$0.11        | \$0.22               | \$0.17                  | \$13.86                               |
| Greater Chattanooga Area (TN)  | \$1.91                           | \$10.04       | \$5.52                    | \$2.50                   | \$2.25                         | \$0.39        | \$0.32               | \$0.68                  | \$23.61                               |
| Forsyth County (NC)  | \$1.08                           | \$7.66        | \$3.46                    | \$1.48                   | \$1.14                         | \$0.75        | \$0.20               | \$0.38                  | \$16.15                               |
| City of Wichita (KS)   | \$1.06                           | \$6.49        | \$1.44                    | \$0.86                   | \$1.13                         | \$0.21        | \$0.06               | \$0.39                  | \$11.64                               |
| Sarasota County (FL)   | \$2.11                           | \$8.88        | \$1.36                    | \$2.01                   | \$2.04                         | \$0.04        | \$0.59               | \$0.39                  | \$17.42                               |
| City of Oakland (CA)   | \$1.59                           | \$8.56        | \$4.33                    | \$2.25                   | \$2.04                         | \$0.06        | \$0.26               | \$0.53                  | \$19.62                               |
| Santa Barbara County (CA)  | \$1.79                           | \$9.79        | \$0.98                    | \$1.18                   | \$1.58                         | \$0.42        | \$0.45               | \$0.61                  | \$16.80                               |
| City of Miami (FL)***  | \$5.35                           | \$13.10       | \$1.44                    | \$3.22                   | \$4.68                         | \$0.34        | \$0.17               | \$1.67                  | \$29.97                               |
| Seminole County (FL)   | \$2.26                           | \$5.76        | \$4.58                    | \$2.30                   | \$1.85                         | \$0.20        | \$0.92               | \$1.38                  | \$19.25                               |
| City of Omaha (NE)   | \$1.78                           | \$10.52       | \$2.95                    | \$0.91                   | \$2.13                         | \$0.35        | \$0.21               | \$0.41                  | \$19.26                               |
| Greater Syracuse Area (NY)   | \$3.57                           | \$12.62       | \$1.22                    | \$1.37                   | \$2.14                         | \$0.24        | \$0.41               | \$0.09                  | \$21.66                               |
| City of Mesa (AZ)  | \$3.04                           | \$6.01        | \$2.00                    | \$1.04                   | \$0.96                         | \$0.31        | \$0.30               | \$0.47                  | \$14.13                               |
| Guilford County (NC)   | \$2.94                           | \$7.49        | \$1.51                    | \$1.14                   | \$1.29                         | \$0.47        | \$0.30               | \$1.29                  | \$16.43                               |
| Dane County (WI)   | \$2.94                           | \$9.81        | \$3.30                    | \$0.96                   | \$2.33                         | \$0.59        | \$0.19               | \$0.67                  | \$20.79                               |
| Volusia County (FL)  | \$2.98                           | \$5.39        | \$0.83                    | \$0.93                   | \$2.28                         | \$0.15        | \$0.00               | \$0.57                  | \$13.13                               |
| <b>Group D Average</b>   | <b>\$2.42</b>                    | <b>\$8.23</b> | <b>\$2.53</b>             | <b>\$1.32</b>            | <b>\$1.71</b>                  | <b>\$0.28</b> | <b>\$0.26</b>        | <b>\$0.55</b>           | <b>\$17.29</b>                        |
| Percent of Group D Total   | 14.0%                            | 47.6%         | 14.6%                     | 7.6%                     | 9.9%                           | 1.6%          | 1.5%                 | 3.2%                    | 100.0%                                |
| Average Excluding Outliers/Exclusions  | \$2.23                           | \$7.80        | \$2.60                    | \$1.28                   | \$1.63                         | \$0.27        | \$0.26               | \$0.50                  | \$16.57                               |
| Group D Median   | \$2.33                           | \$7.77        | \$1.73                    | \$1.16                   | \$1.60                         | \$0.28        | \$0.23               | \$0.42                  | \$17.11                               |

**Table 22:**  
**Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | RESIDENT Cultural Audiences only |               |                           |                          |                                |               |                      |                         | Resident<br>Per Person<br>Expenditure |
|--|----------------------------------|---------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---------------------------------------|
|  | Refreshments<br>and/or Snacks    | Meals         | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                       |
| City of Albuquerque (NM)   | \$1.53                           | \$7.00        | \$3.04                    | \$1.91                   | \$1.14                         | \$0.14        | \$0.06               | \$0.95                  | \$15.77                               |
| City of Atlanta (GA)   | \$4.01                           | \$13.44       | \$2.23                    | \$0.86                   | \$1.54                         | \$0.85        | \$0.36               | \$0.26                  | \$23.55                               |
| Polk County (FL)   | \$4.87                           | \$12.39       | \$4.32                    | \$0.27                   | \$0.91                         | \$0.14        | \$0.32               | \$1.80                  | \$25.02                               |
| Lee County (FL)  | \$2.38                           | \$7.58        | \$2.65                    | \$1.16                   | \$1.59                         | \$0.06        | \$0.00               | \$0.46                  | \$15.88                               |
| City of Seattle (WA)   | \$2.03                           | \$12.08       | \$1.13                    | \$1.02                   | \$2.53                         | \$0.36        | \$0.28               | \$0.73                  | \$20.16                               |
| District of Columbia (DC)* <sup>1</sup>  | \$2.64                           | \$13.62       | \$1.13                    | \$0.86                   | \$3.05                         | \$0.30        | \$0.67               | \$0.58                  | \$22.85                               |
| City of Baltimore (MD)   | \$1.30                           | \$8.72        | \$1.82                    | \$0.76                   | \$2.22                         | \$0.27        | \$0.20               | \$0.41                  | \$15.70                               |
| Jefferson County (AL)  | \$3.85                           | \$9.01        | \$3.40                    | \$1.07                   | \$1.78                         | \$0.02        | \$0.28               | \$0.21                  | \$19.62                               |
| City of Austin (TX)  | \$2.34                           | \$8.32        | \$3.59                    | \$1.28                   | \$1.77                         | \$0.61        | \$0.33               | \$1.28                  | \$19.52                               |
| City of Indianapolis (IN)  | \$3.35                           | \$10.51       | \$7.10                    | \$1.04                   | \$1.31                         | \$0.10        | \$0.23               | \$0.66                  | \$24.30                               |
| City and County of San Francisco (CA)*   | \$2.18                           | \$10.11       | \$0.68                    | \$0.75                   | \$1.96                         | \$0.77        | \$0.44               | \$0.27                  | \$17.16                               |
| Prince George's County (MD)  | \$0.48                           | \$3.52        | \$0.21                    | \$0.41                   | \$1.13                         | \$0.10        | \$0.29               | \$0.09                  | \$6.23                                |
| Bergen County (NJ)   | \$1.70                           | \$10.91       | \$1.28                    | \$1.23                   | \$1.36                         | \$0.39        | \$0.00               | \$0.64                  | \$17.51                               |
| Wake County (NC)   | \$1.63                           | \$6.15        | \$2.03                    | \$1.56                   | \$1.51                         | \$0.13        | \$0.04               | \$0.38                  | \$13.43                               |
| Fairfield County (CT)  | \$3.71                           | \$9.74        | \$2.89                    | \$0.77                   | \$1.58                         | \$0.61        | \$0.07               | \$0.78                  | \$20.15                               |
| Mecklenburg County (NC)  | \$4.57                           | \$12.73       | \$1.84                    | \$0.68                   | \$1.42                         | \$0.93        | \$0.37               | \$1.00                  | \$23.54                               |
| Greater Memphis Area (TN)  | \$1.95                           | \$10.03       | \$1.15                    | \$1.23                   | \$1.45                         | \$0.44        | \$0.35               | \$0.12                  | \$16.72                               |
| City of San Jose (CA)***   | \$2.80                           | \$12.65       | \$1.29                    | \$1.05                   | \$2.50                         | \$0.23        | \$0.13               | \$0.72                  | \$21.37                               |
| Westchester County (NY)  | \$1.70                           | \$11.17       | \$1.25                    | \$0.57                   | \$1.54                         | \$0.57        | \$0.38               | \$1.02                  | \$18.20                               |
| Montgomery County (MD)   | \$1.70                           | \$9.26        | \$1.08                    | \$0.62                   | \$1.30                         | \$0.32        | \$1.00               | \$0.23                  | \$15.51                               |
| <b>Group E Average</b>   | <b>\$2.54</b>                    | <b>\$9.95</b> | <b>\$2.21</b>             | <b>\$0.96</b>            | <b>\$1.68</b>                  | <b>\$0.37</b> | <b>\$0.29</b>        | <b>\$0.63</b>           | <b>\$18.61</b>                        |
| Percent of Group E Total   | 13.6%                            | 53.5%         | 11.9%                     | 5.1%                     | 9.0%                           | 2.0%          | 1.6%                 | 3.4%                    | 100.0%                                |
| Average <u>Excluding</u> Outliers/Exclusions                                   | \$2.54                           | \$9.56        | \$2.41                    | \$0.97                   | \$1.53                         | \$0.36        | \$0.27               | \$0.65                  | \$18.28                               |
| Group E Median   | \$2.26                           | \$10.07       | \$1.83                    | \$0.94                   | \$1.54                         | \$0.31        | \$0.29               | \$0.61                  | \$18.86                               |

**Table 22:**  
**Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | RESIDENT Cultural Audiences only |               |                           |                          |                                |               |                      |                         | Resident<br>Per Person<br>Expenditure |
|---|----------------------------------|---------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---------------------------------------|
|   | Refreshments<br>and/or Snacks    | Meals         | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                       |
| Pima County (AZ)  | \$3.46                           | \$8.59        | \$3.67                    | \$1.54                   | \$2.54                         | \$0.57        | \$0.38               | \$0.67                  | \$21.42                               |
| Fairfax County (VA)   | \$1.66                           | \$7.94        | \$4.23                    | \$2.68                   | \$1.35                         | \$0.63        | \$0.07               | \$1.81                  | \$20.37                               |
| Orange County (FL)  | \$6.52                           | \$9.70        | \$1.86                    | \$1.53                   | \$2.47                         | \$0.23        | \$0.12               | \$0.58                  | \$23.01                               |
| Greater Columbus Area (OH)  | \$1.93                           | \$6.92        | \$1.17                    | \$0.56                   | \$1.25                         | \$0.14        | \$0.27               | \$0.41                  | \$12.65                               |
| Allegheny County (PA)   | \$1.61                           | \$11.61       | \$0.52                    | \$0.71                   | \$1.79                         | \$0.39        | \$0.05               | \$0.46                  | \$17.14                               |
| City of San Diego (CA)***   | \$6.78                           | \$12.55       | \$7.77                    | \$4.09                   | \$3.80                         | \$3.08        | \$1.14               | \$0.18                  | \$39.39                               |
| City of Dallas (TX)   | \$3.35                           | \$8.38        | \$1.65                    | \$1.79                   | \$2.83                         | \$0.40        | \$0.13               | \$0.29                  | \$18.82                               |
| Palm Beach County (FL)  | \$5.14                           | \$11.24       | \$1.16                    | \$1.94                   | \$2.18                         | \$0.18        | \$0.46               | \$1.06                  | \$23.36                               |
| Greater St. Louis Area (MO)   | \$3.28                           | \$9.96        | \$2.82                    | \$0.84                   | \$1.63                         | \$0.19        | \$0.39               | \$0.60                  | \$19.71                               |
| City of San Antonio (TX)  | \$1.33                           | \$8.06        | \$5.71                    | \$0.26                   | \$1.63                         | \$0.17        | \$0.65               | \$0.14                  | \$17.95                               |
| Sacramento County (CA)  | \$2.43                           | \$8.20        | \$1.51                    | \$1.60                   | \$2.16                         | \$0.53        | \$0.17               | \$0.68                  | \$17.28                               |
| City and County of Philadelphia (PA)  | \$2.79                           | \$11.51       | \$1.59                    | \$1.45                   | \$2.63                         | \$0.15        | \$0.82               | \$0.62                  | \$21.56                               |
| City of Phoenix (AZ)  | \$2.58                           | \$11.30       | \$1.90                    | \$1.58                   | \$3.50                         | \$0.33        | \$0.32               | \$0.64                  | \$22.15                               |
| Broward County (FL)   | \$3.78                           | \$10.99       | \$1.16                    | \$1.22                   | \$3.29                         | \$0.22        | \$0.17               | \$0.80                  | \$21.63                               |
| Santa Clara County (CA)   | \$2.50                           | \$11.49       | \$1.47                    | \$0.89                   | \$2.42                         | \$0.24        | \$0.13               | \$0.60                  | \$19.74                               |
| Tarrant County (TX)   | \$1.47                           | \$6.81        | \$1.86                    | \$1.09                   | \$1.43                         | \$0.09        | \$0.08               | \$0.20                  | \$13.03                               |
| Clark County (NV)   | \$2.43                           | \$6.36        | \$4.35                    | \$0.57                   | \$1.58                         | \$0.07        | \$0.37               | \$0.95                  | \$16.68                               |
| Riverside County (CA)   | \$5.57                           | \$11.20       | \$3.38                    | \$0.26                   | \$0.75                         | \$0.44        | \$1.17               | \$0.47                  | \$23.24                               |
| Miami-Dade County (FL)  | \$3.67                           | \$12.52       | \$1.12                    | \$2.21                   | \$3.65                         | \$0.44        | \$0.61               | \$0.99                  | \$25.21                               |
| City of Chicago (IL)  | \$3.76                           | \$11.20       | \$1.89                    | \$1.71                   | \$4.88                         | \$0.16        | \$0.31               | \$0.45                  | \$24.36                               |
| San Diego County (CA)   | \$6.78                           | \$12.55       | \$7.77                    | \$4.09                   | \$3.80                         | \$3.08        | \$1.14               | \$0.18                  | \$39.39                               |
| City of Los Angeles (CA)  | \$2.93                           | \$7.41        | \$1.23                    | \$1.02                   | \$3.40                         | \$0.73        | \$0.36               | \$0.21                  | \$17.29                               |
| Harris County (TX)  | \$4.27                           | \$11.80       | \$6.00                    | \$1.28                   | \$3.02                         | \$0.42        | \$0.55               | \$0.83                  | \$28.17                               |
| <b>Group F Average</b>  | <b>\$3.48</b>                    | <b>\$9.93</b> | <b>\$2.86</b>             | <b>\$1.52</b>            | <b>\$2.52</b>                  | <b>\$0.56</b> | <b>\$0.43</b>        | <b>\$0.60</b>           | <b>\$21.89</b>                        |
| Percent of Group F Total  | 15.9%                            | 45.3%         | 13.1%                     | 6.9%                     | 11.5%                          | 2.6%          | 2.0%                 | 2.7%                    | 100.0%                                |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$3.33                           | \$9.81        | \$2.64                    | \$1.40                   | \$2.46                         | \$0.45        | \$0.40               | \$0.62                  | \$21.10                               |
| Group F Median  | \$3.28                           | \$10.99       | \$1.86                    | \$1.45                   | \$2.47                         | \$0.33        | \$0.36               | \$0.60                  | \$21.42                               |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |                                  |               |                           |                          |                                |               |                      |                         |                                       |
| <b>Average</b>  | <b>\$2.67</b>                    | <b>\$8.35</b> | <b>\$2.42</b>             | <b>\$1.20</b>            | <b>\$1.59</b>                  | <b>\$0.38</b> | <b>\$0.32</b>        | <b>\$0.59</b>           | <b>\$17.51</b>                        |
| Percent of Total  | 15.2%                            | 47.7%         | 13.8%                     | 6.8%                     | 9.1%                           | 2.2%          | 1.8%                 | 3.4%                    | 100.0%                                |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$2.56                           | \$8.09        | \$2.39                    | \$1.14                   | \$1.55                         | \$0.34        | \$0.30               | \$0.58                  | \$16.94                               |
| Median  | \$2.39                           | \$8.10        | \$1.83                    | \$1.04                   | \$1.31                         | \$0.26        | \$0.23               | \$0.50                  | \$17.13                               |

**Table 22:**  
**Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | RESIDENT Cultural Audiences only |         |                           |                          |                                |            |                      |                         | Resident<br>Per Person<br>Expenditure |
|---|----------------------------------|---------|---------------------------|--------------------------|--------------------------------|------------|----------------------|-------------------------|---------------------------------------|
|   | Refreshments<br>and/or Snacks    | Meals   | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care | Overnight<br>Lodging | Other/<br>Miscellaneous |                                       |
| Greater Portsmouth Area (NH)                                  | \$2.83                           | \$12.28 | \$1.06                    | \$0.51                   | \$1.68                         | \$0.67     | \$0.49               | \$0.35                  | \$19.87                               |
| Greater Concord Area (NH)                                     | \$2.36                           | \$8.40  | \$2.02                    | \$0.42                   | \$0.80                         | \$0.08     | \$0.00               | \$0.45                  | \$14.53                               |
| Greater Aberdeen Area (SD)                                    | \$0.78                           | \$4.62  | \$0.45                    | \$0.13                   | \$0.91                         | \$0.17     | \$0.07               | \$0.73                  | \$7.86                                |
| Centre Region (PA)  | \$1.51                           | \$5.47  | \$5.13                    | \$0.31                   | \$1.12                         | \$0.06     | \$0.32               | \$0.05                  | \$13.97                               |
| Greater Minot Area (ND)                                       | \$2.03                           | \$4.95  | \$1.67                    | \$1.41                   | \$1.49                         | \$0.08     | \$0.16               | \$0.29                  | \$12.08                               |
| Creative Corridor in Northwest Iowa (IA)                      | \$2.71                           | \$4.71  | \$0.89                    | \$2.29                   | \$1.47                         | \$0.14     | \$1.37               | \$0.18                  | \$13.76                               |
| Northern New Hampshire (NH)                                   | \$0.54                           | \$4.40  | \$3.51                    | \$0.70                   | \$1.36                         | \$0.56     | \$0.08               | \$1.10                  | \$12.25                               |
| Greater Sioux Falls Area (SD)                                 | \$2.45                           | \$7.03  | \$1.33                    | \$0.64                   | \$0.96                         | \$0.48     | \$0.34               | \$0.73                  | \$13.96                               |
| Greater Athens Area (GA)                                      | \$4.21                           | \$8.92  | \$4.64                    | \$2.65                   | \$2.46                         | \$1.02     | \$0.91               | \$2.46                  | \$27.27                               |
| Greater Rockford Area (IL)                                    | \$2.30                           | \$8.17  | \$1.55                    | \$1.32                   | \$1.52                         | \$0.13     | \$0.13               | \$0.47                  | \$15.59                               |
| Greater Peoria Area (IL)                                      | \$1.80                           | \$4.84  | \$2.33                    | \$1.17                   | \$1.67                         | \$0.27     | \$0.50               | \$0.87                  | \$13.45                               |
| Greater Fox Cities Region (WI)                                | \$1.99                           | \$9.61  | \$1.56                    | \$0.60                   | \$1.31                         | \$0.29     | \$0.17               | \$0.30                  | \$15.83                               |
| Northern Tier Region (PA)                                     | \$1.47                           | \$5.20  | \$2.16                    | \$0.38                   | \$1.15                         | \$0.33     | \$1.12               | \$0.03                  | \$11.84                               |
| Northwest Arkansas Area (AR)                                  | \$2.11                           | \$9.39  | \$0.96                    | \$0.50                   | \$1.78                         | \$0.52     | \$0.30               | \$0.20                  | \$15.76                               |
| Mahoning Valley Region (OH)                                   | \$1.84                           | \$7.13  | \$2.19                    | \$1.35                   | \$1.60                         | \$0.12     | \$0.00               | \$0.37                  | \$14.60                               |
| Iowa Cultural Corridor (IA)                                   | \$1.36                           | \$5.33  | \$2.62                    | \$0.41                   | \$1.32                         | \$0.30     | \$0.14               | \$0.19                  | \$11.67                               |
| Pikes Peak Region (CO)  | \$6.72                           | \$10.41 | \$1.25                    | \$0.58                   | \$1.53                         | \$0.21     | \$1.41               | \$0.07                  | \$22.18                               |
| Greater Columbia Area (SC)                                    | \$2.08                           | \$8.09  | \$0.79                    | \$0.25                   | \$2.25                         | \$0.23     | \$0.11               | \$0.07                  | \$13.87                               |
| Lehigh Valley Region (PA)                                     | \$2.13                           | \$8.24  | \$1.85                    | \$1.69                   | \$1.46                         | \$0.26     | \$0.39               | \$0.08                  | \$16.10                               |
| West Valley Region (AZ)                                       | \$5.15                           | \$4.06  | \$0.79                    | \$1.52                   | \$1.77                         | \$0.26     | \$0.18               | \$0.32                  | \$14.05                               |
| Greater Harrisburg Area (PA)                                  | \$2.20                           | \$9.13  | \$0.52                    | \$0.53                   | \$1.24                         | \$0.12     | \$0.10               | \$0.57                  | \$14.41                               |
| Greater Hartford Area (CT)                                    | \$3.23                           | \$8.89  | \$2.06                    | \$1.12                   | \$1.25                         | \$0.26     | \$0.31               | \$0.38                  | \$17.50                               |
| Greater Portland Area (OR)                                    | \$2.17                           | \$9.36  | \$1.29                    | \$0.49                   | \$1.65                         | \$0.28     | \$0.29               | \$2.19                  | \$17.72                               |
| Metropolitan Kansas City Area (MO/KS)                         | \$3.63                           | \$10.23 | \$1.82                    | \$1.13                   | \$2.24                         | \$0.16     | \$0.15               | \$0.50                  | \$19.86                               |
| Greater Milwaukee Area (WI)                                   | \$2.84                           | \$8.70  | \$1.01                    | \$0.78                   | \$1.95                         | \$0.23     | \$0.00               | \$0.97                  | \$16.48                               |

*This table listing multi-city and multi-county study regions is continued below ...*



**Table 22:**  
**Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | RESIDENT Cultural Audiences only |               |                           |                          |                                |               |                      |                         | Resident<br>Per Person<br>Expenditure |
|---|----------------------------------|---------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---------------------------------------|
|   | Refreshments<br>and/or Snacks    | Meals         | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                       |
| Central Florida Region (FL)                                   | \$4.76                           | \$9.02        | \$2.26                    | \$1.36                   | \$2.65                         | \$0.19        | \$0.91               | \$0.88                  | \$22.03                               |
| Greater Washington DC Region (DC/MD/VA) <sup>1</sup>          | \$1.95                           | \$9.79        | \$2.16                    | \$1.11                   | \$1.86                         | \$0.27        | \$1.09               | \$1.68                  | \$19.91                               |
| Greater Philadelphia Region (PA)                              | \$2.81                           | \$12.30       | \$2.36                    | \$1.11                   | \$2.62                         | \$0.23        | \$1.47               | \$0.81                  | \$23.71                               |
| Southeastern Michigan Region (MI)                             | \$1.28                           | \$7.77        | \$2.60                    | \$1.40                   | \$1.70                         | \$0.27        | \$0.40               | \$0.19                  | \$15.61                               |
| Greater Houston Area (TX)                                     | \$4.25                           | \$13.07       | \$4.49                    | \$2.82                   | \$3.02                         | \$0.30        | \$2.81               | \$0.73                  | \$31.49                               |
| North Texas Region (TX) <sup>1</sup>                          | \$2.33                           | \$8.69        | \$1.26                    | \$1.22                   | \$1.81                         | \$0.31        | \$0.42               | \$0.65                  | \$16.69                               |
| <b>Regional Average</b>                                       | <b>\$2.57</b>                    | <b>\$8.01</b> | <b>\$1.95</b>             | <b>\$1.03</b>            | <b>\$1.66</b>                  | <b>\$0.28</b> | <b>\$0.52</b>        | <b>\$0.61</b>           | <b>\$16.64</b>                        |
| Percent of Regional Total                                     | 15.5%                            | 48.1%         | 11.7%                     | 6.2%                     | 10.0%                          | 1.7%          | 3.1%                 | 3.7%                    | 100.0%                                |
| Regional Median   | \$2.20                           | \$8.40        | \$1.82                    | \$1.11                   | \$1.60                         | \$0.26        | \$0.31               | \$0.45                  | \$15.61                               |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | RESIDENT Cultural Audiences only |               |                           |                          |                                |               |                      |                         | Resident<br>Per Person<br>Expenditure |
|--|----------------------------------|---------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---------------------------------------|
|  | Refreshments<br>and/or Snacks    | Meals         | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                       |
| State of South Dakota <sup>1</sup>                             | \$1.46                           | \$6.50        | \$0.99                    | \$0.59                   | \$1.72                         | \$0.28        | \$1.47               | \$1.18                  | \$14.19                               |
| State of Delaware  | \$2.42                           | \$7.13        | \$2.42                    | \$1.76                   | \$2.16                         | \$0.36        | \$0.27               | \$1.19                  | \$17.71                               |
| State of Hawai'i   | \$5.12                           | \$7.92        | \$0.93                    | \$3.40                   | \$2.67                         | \$0.35        | \$1.16               | \$0.33                  | \$21.88                               |
| State of New Hampshire <sup>1</sup>                            | \$2.96                           | \$8.83        | \$2.68                    | \$0.80                   | \$1.53                         | \$0.33        | \$0.91               | \$1.21                  | \$19.25                               |
| State of Nebraska <sup>1</sup>                                 | \$2.00                           | \$6.77        | \$2.41                    | \$0.86                   | \$2.04                         | \$0.24        | \$1.64               | \$1.24                  | \$17.20                               |
| State of Connecticut <sup>1</sup>                              | \$3.45                           | \$10.63       | \$2.51                    | \$1.08                   | \$1.88                         | \$0.42        | \$0.60               | \$0.93                  | \$21.50                               |
| State of Wisconsin <sup>1</sup>                                | \$2.13                           | \$8.40        | \$1.69                    | \$0.80                   | \$1.95                         | \$0.29        | \$1.78               | \$0.69                  | \$17.73                               |
| State of North Carolina <sup>1</sup>                           | \$2.25                           | \$7.66        | \$2.54                    | \$1.09                   | \$2.21                         | \$0.27        | \$2.17               | \$0.72                  | \$18.91                               |
| State of Pennsylvania <sup>1</sup>                             | \$2.07                           | \$8.58        | \$1.95                    | \$0.91                   | \$2.00                         | \$0.23        | \$1.21               | \$0.54                  | \$17.49                               |
| State of Illinois <sup>1</sup>                                 | \$2.66                           | \$8.85        | \$2.02                    | \$1.25                   | \$3.27                         | \$0.22        | \$1.46               | \$0.70                  | \$20.43                               |
| <b>Statewide Average</b>                                       | <b>\$2.65</b>                    | <b>\$8.13</b> | <b>\$2.01</b>             | <b>\$1.25</b>            | <b>\$2.14</b>                  | <b>\$0.30</b> | <b>\$1.27</b>        | <b>\$0.87</b>           | <b>\$18.63</b>                        |
| Percent of Statewide Total                                     | 14.2%                            | 43.6%         | 10.8%                     | 6.7%                     | 11.5%                          | 1.6%          | 6.8%                 | 4.7%                    | 100.0%                                |
| Statewide Median   | \$2.34                           | \$8.16        | \$2.22                    | \$1.00                   | \$2.02                         | \$0.29        | \$1.34               | \$0.83                  | \$18.32                               |

**Table 22:**  
**Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | RESIDENT Cultural Audiences only |                |                           |                          |                                |               |                      |                         | Resident<br>Per Person<br>Expenditure |
|---|----------------------------------|----------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---------------------------------------|
|   | Refreshments<br>and/or Snacks    | Meals          | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |                                       |
| Grand Center Arts District (St. Louis, MO)                      | \$4.56                           | \$12.47        | \$1.46                    | \$1.07                   | \$2.24                         | \$0.38        | \$0.63               | \$0.44                  | \$23.25                               |
| Dallas Arts District (Dallas, TX)                               | \$5.36                           | \$9.51         | \$1.57                    | \$2.66                   | \$3.11                         | \$0.51        | \$0.28               | \$0.44                  | \$23.44                               |
| <b>Arts District Average</b>                                    | <b>\$4.96</b>                    | <b>\$10.99</b> | <b>\$1.52</b>             | <b>\$1.87</b>            | <b>\$2.68</b>                  | <b>\$0.45</b> | <b>\$0.46</b>        | <b>\$0.44</b>           | <b>\$23.35</b>                        |
| Percent of Arts District Total                                  | 21.2%                            | 47.1%          | 6.5%                      | 8.0%                     | 11.5%                          | 1.9%          | 1.9%                 | 1.9%                    | 100.0%                                |

|   |        |        |        |        |        |        |        |        |         |
|---|--------|--------|--------|--------|--------|--------|--------|--------|---------|
| Average for all 122,430 Audience Surveys Used for CITY/COUNTY Analyses (where appropriate)                                      |        |        |        |        |        |        |        |        |         |
|   | \$2.69 | \$8.47 | \$2.25 | \$1.16 | \$1.63 | \$0.35 | \$0.29 | \$0.58 | \$17.42 |
| Average for all 40,379 Audience Surveys Used for Multi-City and Multi-County REGIONAL Study Region Analyses (where appropriate) |        |        |        |        |        |        |        |        |         |
|   | \$2.79 | \$8.37 | \$1.93 | \$1.12 | \$1.88 | \$0.26 | \$0.62 | \$0.75 | \$17.72 |
| Average for all 52,714 Audience Surveys Used for STATEWIDE Analyses (where appropriate)   |        |        |        |        |        |        |        |        |         |
|   | \$2.33 | \$8.02 | \$2.19 | \$1.03 | \$2.11 | \$0.27 | \$1.61 | \$0.80 | \$18.36 |

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

- <sup>1</sup> To calculate the total estimated audience expenditures in these multi-city/multi-county and statewide study regions, the individual findings for the less-populated participating communities in each region were summed first. The regional or statewide residency percentages and per person spending averages were then applied to any additional data collected for the region or state (if applicable), and the result was added to the sum of the individual communities. Therefore, the total audience expenditures do not equal the average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance.

## Explanation of Table 23: Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

This table presents the total estimated dollars spent by non-residents as a direct result of their attendance to nonprofit arts and culture events in each participating study region during 2010. Non-residents are attendees who reside outside the county in which the nonprofit arts and culture event at which they were surveyed took place (outside the multi-county region for regional analyses, and outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group.

### Column Two:

The total estimated dollars spent by non-resident audience members to purchase refreshments (e.g., food, snacks, drinks) while attending nonprofit arts and culture events.

### Column Three:

The total estimated dollars spent by non-resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

### Column Four:

The total estimated dollars spent by non-resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

### Column Five:

The total estimated dollars spent by non-resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

### Column Six:

The total estimated dollars spent by non-resident audience members on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

### Column Seven:

The total estimated dollars spent by non-resident audience members on child care for the purpose of attending nonprofit arts and culture events.

### Column Eight:

The total estimated dollars spent by non-resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

### Column Nine:

The total estimated dollars spent by non-resident audience members on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and culture events.

### Column Ten:

The total estimated expenditures made by non-resident audience members for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

**Table 23:**  
**Itemized Non-Resident Audience Expenditures Induced by**  
**Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | NON-RESIDENT Cultural Audiences only |                    |                           |                          |                                |                 |                      |                         | Non-Resident<br>Audience<br>Expenditures |
|---|--------------------------------------|--------------------|---------------------------|--------------------------|--------------------------------|-----------------|----------------------|-------------------------|--|
|   | Refreshments<br>and/or Snacks        | Meals              | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care      | Overnight<br>Lodging | Other/<br>Miscellaneous |  |
| City of Gunnison (CO)***  | \$3,729                              | \$17,910           | \$22,020                  | \$0                      | \$3,890                        | \$0             | \$9,043              | \$455                   | \$57,047                                 |
| Town of Telluride (CO)*   | \$2,751,660                          | \$4,534,397        | \$1,637,967               | \$939,970                | \$1,501,470                    | \$262,654       | \$7,757,593          | \$448,786               | \$19,834,497                             |
| Town of Crested Butte (CO)***   | \$190,999                            | \$755,413          | \$271,936                 | \$117,114                | \$152,064                      | \$19,008        | \$798,641            | \$56,411                | \$2,361,586                              |
| Town of Newmarket (NH)  | \$4,692                              | \$12,162           | \$4,896                   | \$1,805                  | \$2,971                        | \$0             | \$6,015              | \$505                   | \$33,046                                 |
| Greater Ketchikan Area (AK)   | \$30,230                             | \$199,457          | \$241,937                 | \$33,292                 | \$49,593                       | \$3,655         | \$215,856            | \$0                     | \$774,020                                |
| Gunnison County (CO) <sup>1</sup>   | \$194,728                            | \$773,323          | \$293,956                 | \$117,114                | \$155,954                      | \$19,008        | \$807,684            | \$56,866                | \$2,418,633                              |
| City of Durango (CO)  | \$135,698                            | \$623,497          | \$129,763                 | \$60,134                 | \$170,908                      | \$11,077        | \$623,893            | \$151,522               | \$1,906,492                              |
| Teton County (WY)*  | \$1,053,582                          | \$5,911,478        | \$1,800,951               | \$939,401                | \$2,325,147                    | \$64,876        | \$9,178,621          | \$2,986,880             | \$24,260,936                             |
| City of Laguna Beach (CA)*  | \$861,318                            | \$1,968,112        | \$1,889,157               | \$233,991                | \$314,381                      | \$37,324        | \$1,736,991          | \$188,054               | \$7,229,328                              |
| City of Fairfax (VA)***   | \$105,847                            | \$335,245          | \$81,363                  | \$39,551                 | \$98,313                       | \$20,717        | \$105,847            | \$113,757               | \$900,640                                |
| City of Auburn (NY)   | \$67,334                             | \$366,411          | \$171,142                 | \$24,409                 | \$113,907                      | \$33,667        | \$317,033            | \$43,487                | \$1,137,390                              |
| City of Slidell (LA)***   | \$44,695                             | \$95,855           | \$19,302                  | \$12,650                 | \$28,391                       | \$0             | \$0                  | \$13,961                | \$214,854                                |
| City of Winter Park (FL)***   | \$951,139                            | \$5,904,989        | \$1,476,247               | \$1,010,585              | \$2,496,740                    | \$118,892       | \$4,037,388          | \$599,416               | \$16,595,396                             |
| Greater Elkins Area (WV)  | \$418,033                            | \$583,714          | \$752,342                 | \$73,112                 | \$398,576                      | \$0             | \$1,396,786          | \$12,971                | \$3,635,534                              |
| Transylvania County (NC)  | \$291,905                            | \$989,678          | \$437,191                 | \$67,978                 | \$363,215                      | \$35,322        | \$829,730            | \$141,287               | \$3,156,306                              |
| City of Rochester (NH)  | \$235,757                            | \$431,180          | \$92,031                  | \$41,471                 | \$207,921                      | \$15,907        | \$105,097            | \$29,541                | \$1,158,905                              |
| City and Borough of Juneau (AK)   | \$8,340                              | \$82,941           | \$43,277                  | \$0                      | \$43,933                       | \$0             | \$37,498             | \$0                     | \$215,989                                |
| Princeton (NJ)**  | \$618,469                            | \$3,864,854        | \$586,281                 | \$128,752                | \$770,212                      | \$22,991        | \$1,503,638          | \$232,213               | \$7,727,410                              |
| Platte County (NE)  | \$151,355                            | \$460,875          | \$214,188                 | \$58,190                 | \$296,520                      | \$55,095        | \$329,639            | \$145,474               | \$1,711,336                              |
| Adams County (NE)   | \$235,301                            | \$566,230          | \$194,732                 | \$28,978                 | \$355,850                      | \$3,477         | \$602,742            | \$179,664               | \$2,166,974                              |
| City of Fairbanks (AK)  | \$61,234                             | \$427,962          | \$101,155                 | \$11,164                 | \$264,220                      | \$0             | \$494,609            | \$86,607                | \$1,446,951                              |
| City of West Hollywood (CA)**   | \$244,567                            | \$667,238          | \$254,124                 | \$105,559                | \$388,354                      | \$0             | \$407,902            | \$138,139               | \$2,205,883                              |
| City of Pittsfield (MA)**   | \$412,942                            | \$834,523          | \$74,295                  | \$62,776                 | \$69,112                       | \$0             | \$422,733            | \$0                     | \$1,876,381                              |
| Windham County (VT)*  | \$88,820                             | \$642,539          | \$276,426                 | \$65,857                 | \$257,796                      | \$17,331        | \$592,713            | \$6,066                 | \$1,947,548                              |
| Iron County (UT)*   | \$1,501,476                          | \$7,196,456        | \$2,548,523               | \$786,614                | \$3,239,468                    | \$457,087       | \$15,455,904         | \$916,831               | \$32,102,359                             |
| Watauga County (NC)   | \$419,918                            | \$1,849,400        | \$387,230                 | \$240,133                | \$505,410                      | \$17,601        | \$1,484,800          | \$343,227               | \$5,247,719                              |
| Buffalo County (NE)   | \$243,982                            | \$584,359          | \$370,294                 | \$113,016                | \$354,338                      | \$1,330         | \$473,338            | \$196,116               | \$2,336,773                              |
| <b>Group A Average</b>  | <b>\$419,546</b>                     | <b>\$1,506,674</b> | <b>\$532,323</b>          | <b>\$196,801</b>         | <b>\$552,913</b>               | <b>\$45,075</b> | <b>\$1,841,916</b>   | <b>\$262,527</b>        | <b>\$5,357,775</b>                       |
| Percent of Group A Total  | 7.8%                                 | 28.1%              | 9.9%                      | 3.7%                     | 10.3%                          | 0.8%            | 34.4%                | 4.9%                    | 100.0%                                   |
| Average Excluding Outliers/Exclusions   | \$222,029                            | \$783,400          | \$255,814                 | \$68,699                 | \$265,353                      | \$12,890        | \$591,705            | \$103,389               | \$2,303,279                              |
| Group A Median  | \$235,301                            | \$623,497          | \$254,124                 | \$65,857                 | \$264,220                      | \$17,331        | \$592,713            | \$113,757               | \$2,166,974                              |

**Table 23:**  
**Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | NON-RESIDENT Cultural Audiences only |                    |                        |                       |                             |                 |                    |                      | Non-Resident Audience Expenditures |
|--|--------------------------------------|--------------------|------------------------|-----------------------|-----------------------------|-----------------|--------------------|----------------------|------------------------------------|
|  | Refreshments and/or Snacks           | Meals              | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care      | Overnight Lodging  | Other/ Miscellaneous |                                    |
| Chenango County (NY)   | \$87,012                             | \$146,500          | \$86,568               | \$26,636              | \$69,921                    | \$888           | \$115,868          | \$50,609             | \$584,002                          |
| City of La Crosse (WI)   | \$306,228                            | \$1,531,139        | \$119,462              | \$107,684             | \$548,518                   | \$68,985        | \$758,839          | \$270,894            | \$3,711,749                        |
| Lenoir County (NC)   | \$20,219                             | \$121,188          | \$38,007               | \$37,367              | \$62,449                    | \$2,303         | \$137,696          | \$10,110             | \$429,339                          |
| City of Dubuque (IA)   | \$1,283,691                          | \$6,206,713        | \$1,168,997            | \$957,254             | \$2,214,478                 | \$35,290        | \$5,955,269        | \$829,326            | \$18,651,018                       |
| Greater Enid Area (OK)   | \$174,539                            | \$683,334          | \$192,711              | \$177,408             | \$656,555                   | \$13,868        | \$874,610          | \$79,858             | \$2,852,883                        |
| City of Flagstaff (AZ)   | \$2,319,175                          | \$6,170,589        | \$3,151,913            | \$799,428             | \$2,352,485                 | \$220,676       | \$7,536,279        | \$258,149            | \$22,808,694                       |
| City of Portland (ME)  | \$896,578                            | \$4,792,386        | \$1,027,396            | \$714,710             | \$1,126,307                 | \$35,097        | \$2,731,214        | \$1,180,548          | \$12,504,236                       |
| Athens County (OH)   | \$526,468                            | \$1,172,100        | \$546,980              | \$157,257             | \$572,376                   | \$12,698        | \$1,348,892        | \$119,164            | \$4,455,935                        |
| Rutherford County (NC)   | \$17,300                             | \$78,023           | \$14,013               | \$7,699               | \$65,394                    | \$5,363         | \$27,594           | \$7,093              | \$222,479                          |
| City of Walnut Creek (CA)  | \$352,729                            | \$3,618,198        | \$140,001              | \$89,091              | \$380,002                   | \$36,364        | \$354,547          | \$103,637            | \$5,074,569                        |
| City of Missoula (MT)  | \$834,416                            | \$3,887,455        | \$1,510,707            | \$751,704             | \$1,131,206                 | \$77,846        | \$3,923,945        | \$688,454            | \$12,805,733                       |
| City of Bloomington (IN)   | \$598,233                            | \$3,922,701        | \$1,071,122            | \$313,360             | \$937,232                   | \$105,403       | \$3,959,735        | \$518,469            | \$11,426,255                       |
| City of Miami Beach (FL)***  | \$1,569,383                          | \$9,085,187        | \$1,088,590            | \$657,690             | \$2,131,821                 | \$698,512       | \$6,785,542        | \$349,256            | \$22,365,981                       |
| Greater Parkersburg Area (WV)  | \$38,144                             | \$202,938          | \$67,812               | \$37,397              | \$92,743                    | \$6,482         | \$70,056           | \$22,189             | \$537,761                          |
| Moore County (NC)  | \$35,720                             | \$381,216          | \$23,413               | \$13,808              | \$96,655                    | \$0             | \$120,368          | \$43,224             | \$714,404                          |
| Indiana County (PA)  | \$4,640                              | \$30,427           | \$3,447                | \$4,508               | \$14,982                    | \$199           | \$12,463           | \$1,458              | \$72,124                           |
| Buchanan County (MO)   | \$199,035                            | \$707,845          | \$201,279              | \$105,503             | \$175,091                   | \$18,706        | \$124,958          | \$129,447            | \$1,661,864                        |
| City of Boulder (CO)   | \$322,579                            | \$2,059,241        | \$467,411              | \$448,978             | \$1,011,187                 | \$17,116        | \$1,100,719        | \$252,797            | \$5,680,028                        |
| Eau Claire County (WI)   | \$163,437                            | \$634,009          | \$131,065              | \$30,003              | \$249,498                   | \$20,528        | \$201,335          | \$82,113             | \$1,511,988                        |
| <b>Group B Average</b>   | <b>\$513,133</b>                     | <b>\$2,391,115</b> | <b>\$581,626</b>       | <b>\$286,183</b>      | <b>\$730,995</b>            | <b>\$72,438</b> | <b>\$1,902,102</b> | <b>\$262,989</b>     | <b>\$6,740,581</b>                 |
| Percent of Group B Total   | 7.6%                                 | 35.5%              | 8.6%                   | 4.2%                  | 10.8%                       | 1.1%            | 28.2%              | 3.9%                 | 100.0%                             |
| Average Excluding Outliers/Exclusions  | \$454,452                            | \$2,019,222        | \$553,461              | \$265,544             | \$653,171                   | \$37,656        | \$1,630,799        | \$258,197            | \$5,872,503                        |
| Group B Median   | \$306,228                            | \$1,172,100        | \$192,711              | \$107,684             | \$548,518                   | \$18,706        | \$758,839          | \$119,164            | \$3,711,749                        |

**Table 23:**  
**Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | NON-RESIDENT Cultural Audiences only |                    |                        |                       |                             |                 |                    |                      | Non-Resident Audience Expenditures |
|--|--------------------------------------|--------------------|------------------------|-----------------------|-----------------------------|-----------------|--------------------|----------------------|------------------------------------|
|  | Refreshments and/or Snacks           | Meals              | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care      | Overnight Lodging  | Other/ Miscellaneous |                                    |
| City of Rochester (MN)   | \$803,403                            | \$3,072,474        | \$903,829              | \$309,419             | \$806,117                   | \$92,283        | \$1,921,654        | \$89,569             | \$7,998,748                        |
| Tompkins County (NY)   | \$246,477                            | \$1,293,737        | \$460,665              | \$102,250             | \$358,415                   | \$12,916        | \$1,150,586        | \$100,098            | \$3,725,144                        |
| Wayne County (NC)  | \$27,208                             | \$131,039          | \$23,007               | \$19,806              | \$103,831                   | \$4,001         | \$12,804           | \$2,601              | \$324,297                          |
| City of McKinney (TX)  | \$32,006                             | \$227,936          | \$35,067               | \$18,090              | \$46,199                    | \$1,670         | \$64,568           | \$27,274             | \$452,810                          |
| Orange County (NC)   | \$1,378,803                          | \$6,069,506        | \$1,067,014            | \$263,289             | \$1,669,807                 | \$97,001        | \$2,016,240        | \$720,581            | \$13,282,241                       |
| Town of Cary (NC)***   | \$110,267                            | \$869,026          | \$139,473              | \$44,107              | \$313,517                   | \$32,186        | \$556,701          | \$147,222            | \$2,212,499                        |
| Marathon County (WI)   | \$162,983                            | \$620,487          | \$341,163              | \$259,934             | \$214,865                   | \$20,438        | \$246,308          | \$68,128             | \$1,934,306                        |
| Greater Charlottesville Area (VA)**  | \$4,843,568                          | \$14,764,385       | \$4,857,731            | \$1,380,842           | \$4,694,862                 | \$495,687       | \$16,541,777       | \$587,743            | \$48,166,595                       |
| City of Fort Collins (CO)  | \$191,458                            | \$992,479          | \$110,735              | \$30,012              | \$356,009                   | \$1,035         | \$608,527          | \$229,750            | \$2,520,005                        |
| Cambria County (PA)  | \$1,720,383                          | \$4,914,631        | \$1,164,406            | \$624,163             | \$1,814,794                 | \$104,901       | \$3,204,738        | \$157,352            | \$13,705,368                       |
| City of Alexandria (VA)  | \$3,039,590                          | \$15,913,146       | \$4,730,057            | \$991,524             | \$3,072,099                 | \$97,527        | \$3,072,099        | \$1,787,994          | \$32,704,036                       |
| City of Eugene (OR)  | \$432,330                            | \$1,857,469        | \$519,641              | \$232,360             | \$590,053                   | \$57,738        | \$1,287,131        | \$504,150            | \$5,480,872                        |
| Pitt County (NC)   | \$40,583                             | \$449,373          | \$19,023               | \$3,382               | \$147,959                   | \$33,819        | \$130,627          | \$0                  | \$824,766                          |
| City of Santa Clarita (CA)   | \$32,416                             | \$43,883           | \$84,646               | \$7,091               | \$6,969                     | \$16,978        | \$0                | \$0                  | \$191,983                          |
| City of Providence (RI)**  | \$7,034,266                          | \$25,515,368       | \$10,191,377           | \$2,326,293           | \$6,886,565                 | \$572,342       | \$9,969,826        | \$2,418,606          | \$64,914,643                       |
| Erie (PA)  | \$137,751                            | \$694,220          | \$144,310              | \$131,191             | \$212,639                   | \$4,373         | \$420,358          | \$8,199              | \$1,753,041                        |
| New Hanover County (NC)  | \$679,208                            | \$3,167,277        | \$464,597              | \$344,321             | \$1,228,706                 | \$37,734        | \$1,080,129        | \$183,952            | \$7,185,924                        |
| City of Glendale (CA)  | \$21,325                             | \$166,720          | \$6,785                | \$3,716               | \$44,426                    | \$2,100         | \$10,985           | \$80,775             | \$336,832                          |
| City of Tacoma (WA)  | \$715,190                            | \$5,285,350        | \$1,270,023            | \$259,778             | \$1,205,881                 | \$182,806       | \$1,154,567        | \$657,462            | \$10,731,057                       |
| Whatcom County (WA)  | \$121,183                            | \$410,708          | \$213,115              | \$61,487              | \$321,164                   | \$0             | \$254,305          | \$23,878             | \$1,405,840                        |
| City of Boise (ID)   | \$627,872                            | \$2,080,687        | \$423,165              | \$536,212             | \$624,817                   | \$172,627       | \$1,061,731        | \$44,302             | \$5,571,413                        |
| Lackawanna County (PA)   | \$412,796                            | \$2,001,251        | \$651,570              | \$309,597             | \$588,841                   | \$72,846        | \$271,150          | \$277,221            | \$4,585,272                        |
| Arlington County (VA)  | \$230,711                            | \$990,024          | \$125,521              | \$34,474              | \$308,499                   | \$15,027        | \$471,145          | \$0                  | \$2,175,401                        |
| City of Orlando (FL)***  | \$3,933,293                          | \$9,369,755        | \$2,162,893            | \$1,461,415           | \$5,144,179                 | \$83,509        | \$7,173,457        | \$350,739            | \$29,679,240                       |
| Buncombe County (NC)   | \$961,961                            | \$5,565,860        | \$1,563,588            | \$418,244             | \$1,846,707                 | \$80,432        | \$8,898,941        | \$1,241,862          | \$20,577,595                       |
| St. Tammany Parish (LA)  | \$351,339                            | \$1,115,867        | \$258,565              | \$109,096             | \$310,965                   | \$24,912        | \$159,778          | \$106,518            | \$2,437,040                        |
| Alachua County (FL)  | \$3,484,159                          | \$6,887,867        | \$5,786,304            | \$1,243,901           | \$2,060,790                 | \$309,428       | \$10,285,387       | \$940,661            | \$30,998,497                       |
| Greater Jackson Area (MS)  | \$403,047                            | \$1,027,955        | \$228,024              | \$89,977              | \$697,629                   | \$35,744        | \$1,216,537        | \$224,326            | \$3,923,239                        |
| <b>Group C Average</b>   | <b>\$1,149,128</b>                   | <b>\$4,124,946</b> | <b>\$1,355,225</b>     | <b>\$414,856</b>      | <b>\$1,274,189</b>          | <b>\$95,074</b> | <b>\$2,615,788</b> | <b>\$392,177</b>     | <b>\$11,421,382</b>                |
| Percent of Group C Total   | 10.1%                                | 36.1%              | 11.9%                  | 3.6%                  | 11.2%                       | 0.8%            | 22.9%              | 3.4%                 | 100.0%                             |
| Average Excluding Outliers/Exclusions  | \$1,082,001                          | \$4,048,450        | \$1,370,920            | \$388,863             | \$1,162,293                 | \$97,937        | \$2,519,688        | \$403,192            | \$11,073,345                       |
| Group C Median   | \$407,922                            | \$1,575,603        | \$441,915              | \$246,069             | \$589,447                   | \$36,739        | \$1,070,930        | \$152,287            | \$4,254,256                        |



**Table 23:**  
**Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | NON-RESIDENT Cultural Audiences only |                    |                        |                       |                             |                  |                    |                      | Non-Resident Audience Expenditures |
|--|--------------------------------------|--------------------|------------------------|-----------------------|-----------------------------|------------------|--------------------|----------------------|------------------------------------|
|  | Refreshments and/or Snacks           | Meals              | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care       | Overnight Lodging  | Other/ Miscellaneous |                                    |
| City of Lincoln (NE)   | \$501,435                            | \$3,259,328        | \$693,652              | \$342,647             | \$1,066,942                 | \$80,787         | \$1,991,811        | \$986,156            | \$8,922,758                        |
| Durham County (NC)   | \$4,077,859                          | \$15,940,722       | \$1,122,163            | \$1,282,472           | \$4,408,496                 | \$90,174         | \$11,882,902       | \$601,159            | \$39,405,947                       |
| Osceola County (FL)  | \$21,415                             | \$112,389          | \$15,439               | \$22,079              | \$79,685                    | \$2,656          | \$9,131            | \$8,467              | \$271,261                          |
| City of Newark (NJ)  | \$3,686,168                          | \$9,596,056        | \$3,856,453            | \$1,622,715           | \$2,654,441                 | \$60,101         | \$10,768,017       | \$841,408            | \$33,085,359                       |
| City of Riverside (CA)***  | \$1,211,593                          | \$4,275,666        | \$954,868              | \$168,072             | \$598,409                   | \$260,419        | \$1,122,940        | \$374,929            | \$8,966,896                        |
| Lexington-Fayette Urban County (KY)  | \$739,036                            | \$1,996,834        | \$261,775              | \$333,604             | \$496,415                   | \$19,154         | \$822,038          | \$44,693             | \$4,713,549                        |
| Loudoun County (VA)  | \$500,278                            | \$799,590          | \$1,878,180            | \$211,656             | \$509,899                   | \$0              | \$389,105          | \$172,104            | \$4,460,812                        |
| Cumberland County (NC)   | \$1,262,699                          | \$2,256,814        | \$969,697              | \$348,812             | \$983,650                   | \$10,464         | \$777,851          | \$582,516            | \$7,192,503                        |
| Greater Chattanooga Area (TN)  | \$1,940,800                          | \$10,806,374       | \$4,758,842            | \$1,319,744           | \$3,291,597                 | \$1,071,322      | \$8,159,123        | \$784,083            | \$32,131,885                       |
| Forsyth County (NC)  | \$2,409,375                          | \$10,343,433       | \$4,250,936            | \$3,046,248           | \$5,294,487                 | \$253,215        | \$11,479,062       | \$1,266,073          | \$38,342,829                       |
| City of Wichita (KS)   | \$615,940                            | \$4,873,317        | \$1,093,909            | \$546,955             | \$1,305,793                 | \$152,753        | \$2,424,340        | \$1,640,864          | \$12,653,871                       |
| Sarasota County (FL)   | \$2,565,811                          | \$10,597,085       | \$2,203,354            | \$1,554,748           | \$3,033,189                 | \$247,997        | \$5,656,230        | \$782,143            | \$26,640,557                       |
| City of Oakland (CA)   | \$375,284                            | \$2,499,233        | \$923,572              | \$585,550             | \$673,382                   | \$250,189        | \$2,360,830        | \$13,308             | \$7,681,348                        |
| Santa Barbara County (CA)  | \$607,144                            | \$6,719,557        | \$979,625              | \$845,532             | \$1,169,590                 | \$108,019        | \$4,957,722        | \$37,248             | \$15,424,437                       |
| City of Miami (FL)***  | \$9,672,832                          | \$27,703,118       | \$3,224,277            | \$9,448,255           | \$10,811,755                | \$818,100        | \$15,415,574       | \$2,871,371          | \$79,965,282                       |
| Seminole County (FL)   | \$34,071                             | \$215,102          | \$27,030               | \$29,982              | \$53,378                    | \$2,953          | \$109,709          | \$45,201             | \$517,426                          |
| City of Omaha (NE)   | \$1,504,348                          | \$9,866,281        | \$3,192,738            | \$1,040,241           | \$3,616,836                 | \$208,048        | \$4,401,018        | \$2,808,649          | \$26,638,159                       |
| Greater Syracuse Area (NY)   | \$5,069,489                          | \$17,131,378       | \$1,347,065            | \$1,820,080           | \$6,642,779                 | \$164,527        | \$5,984,671        | \$473,015            | \$38,633,004                       |
| City of Mesa (AZ)  | \$338,415                            | \$1,311,761        | \$399,652              | \$296,516             | \$778,355                   | \$75,741         | \$675,219          | \$238,502            | \$4,114,161                        |
| Guilford County (NC)   | \$2,708,178                          | \$9,357,288        | \$3,018,793            | \$922,139             | \$4,397,149                 | \$126,187        | \$5,212,514        | \$1,310,409          | \$27,052,657                       |
| Dane County (WI)   | \$2,210,765                          | \$8,499,774        | \$2,698,232            | \$899,411             | \$3,940,929                 | \$164,778        | \$9,831,725        | \$1,812,553          | \$30,058,167                       |
| Volusia County (FL)  | \$1,267,712                          | \$1,676,086        | \$390,836              | \$350,750             | \$646,383                   | \$42,591         | \$2,149,599        | \$1,435,571          | \$7,959,528                        |
| <b>Group D Average</b>   | <b>\$1,969,120</b>                   | <b>\$7,265,327</b> | <b>\$1,739,140</b>     | <b>\$1,229,009</b>    | <b>\$2,566,070</b>          | <b>\$191,372</b> | <b>\$4,844,597</b> | <b>\$869,565</b>     | <b>\$20,674,200</b>                |
| Percent of Group D Total   | 9.5%                                 | 35.1%              | 8.4%                   | 5.9%                  | 12.4%                       | 0.9%             | 23.4%              | 4.2%                 | 100.0%                             |
| Average Excluding Outliers/Exclusions  | \$1,621,811                          | \$6,392,920        | \$1,704,097            | \$871,094             | \$2,252,169                 | \$156,583        | \$4,502,131        | \$794,206            | \$18,295,011                       |
| Group D Median   | \$1,265,206                          | \$5,796,437        | \$1,108,036            | \$715,541             | \$1,237,692                 | \$117,103        | \$3,412,679        | \$691,651            | \$14,039,154                       |



**Table 23:**  
**Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | NON-RESIDENT Cultural Audiences only |                     |                        |                       |                             |                  |                     |                      | Non-Resident Audience Expenditures |
|--|--------------------------------------|---------------------|------------------------|-----------------------|-----------------------------|------------------|---------------------|----------------------|------------------------------------|
|  | Refreshments and/or Snacks           | Meals               | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care       | Overnight Lodging   | Other/ Miscellaneous |                                    |
| City of Albuquerque (NM)   | \$921,856                            | \$3,269,262         | \$1,409,711            | \$186,906             | \$2,002,106                 | \$218,584        | \$2,439,275         | \$567,052            | \$11,014,752                       |
| City of Atlanta (GA)   | \$8,693,094                          | \$26,790,536        | \$4,899,744            | \$2,423,529           | \$7,797,442                 | \$1,501,534      | \$14,330,434        | \$4,135,805          | \$70,572,118                       |
| Polk County (FL)   | \$466,220                            | \$880,019           | \$532,584              | \$80,864              | \$166,746                   | \$13,942         | \$699,888           | \$99,825             | \$2,940,088                        |
| Lee County (FL)  | \$1,650,332                          | \$7,669,504         | \$3,498,276            | \$486,020             | \$2,248,510                 | \$0              | \$6,868,372         | \$357,839            | \$22,778,853                       |
| City of Seattle (WA)   | \$6,994,565                          | \$33,242,591        | \$8,503,919            | \$4,233,553           | \$9,350,629                 | \$147,254        | \$26,450,500        | \$4,877,789          | \$93,800,800                       |
| District of Columbia (DC)* <sup>1</sup>  | \$26,497,097                         | \$149,015,022       | \$14,452,962           | \$3,405,583           | \$42,860,508                | \$2,408,827      | \$56,482,840        | \$12,791,702         | \$307,914,541                      |
| City of Baltimore (MD)   | \$2,868,278                          | \$17,277,557        | \$5,091,618            | \$831,631             | \$6,126,914                 | \$407,329        | \$4,989,786         | \$882,547            | \$38,475,660                       |
| Jefferson County (AL)  | \$11,105,466                         | \$22,733,729        | \$10,487,616           | \$3,247,676           | \$8,317,218                 | \$126,739        | \$24,428,857        | \$205,950            | \$80,653,251                       |
| City of Austin (TX)  | \$2,780,820                          | \$10,650,541        | \$4,820,088            | \$1,779,725           | \$6,757,393                 | \$574,703        | \$10,168,532        | \$2,206,117          | \$39,737,919                       |
| City of Indianapolis (IN)  | \$10,453,189                         | \$46,767,448        | \$15,619,361           | \$2,326,288           | \$12,658,631                | \$483,384        | \$11,903,343        | \$725,077            | \$100,936,721                      |
| City and County of San Francisco (CA)*   | \$9,775,401                          | \$76,662,521        | \$3,931,411            | \$7,544,060           | \$26,032,318                | \$4,515,810      | \$20,985,236        | \$1,859,451          | \$151,306,208                      |
| Prince George's County (MD)  | \$788,672                            | \$3,150,256         | \$1,178,577            | \$57,600              | \$1,803,311                 | \$4,431          | \$1,998,264         | \$256,983            | \$9,238,094                        |
| Bergen County (NJ)   | \$415,865                            | \$3,577,870         | \$240,198              | \$77,078              | \$754,651                   | \$134,439        | \$996,641           | \$148,779            | \$6,345,521                        |
| Wake County (NC)   | \$1,824,978                          | \$11,421,391        | \$3,562,636            | \$1,161,349           | \$6,112,365                 | \$279,422        | \$6,086,169         | \$1,065,298          | \$31,513,608                       |
| Fairfield County (CT)  | \$1,896,515                          | \$6,148,703         | \$1,127,928            | \$494,092             | \$1,816,662                 | \$184,661        | \$568,955           | \$658,790            | \$12,896,306                       |
| Mecklenburg County (NC)  | \$5,368,770                          | \$19,377,697        | \$4,841,126            | \$1,081,669           | \$5,975,559                 | \$646,363        | \$17,227,550        | \$329,777            | \$54,848,511                       |
| Greater Memphis Area (TN)  | \$2,901,484                          | \$11,450,246        | \$4,189,460            | \$1,351,667           | \$4,925,446                 | \$268,918        | \$13,148,676        | \$431,684            | \$38,667,581                       |
| City of San Jose (CA)***   | \$1,251,257                          | \$7,488,510         | \$513,824              | \$304,488             | \$2,150,449                 | \$718,402        | \$4,239,048         | \$309,246            | \$16,975,224                       |
| Westchester County (NY)  | \$2,630,750                          | \$11,541,354        | \$1,680,285            | \$2,274,326           | \$3,462,406                 | \$407,342        | \$3,649,105         | \$517,664            | \$26,163,232                       |
| Montgomery County (MD)   | \$2,710,462                          | \$20,765,869        | \$1,348,061            | \$946,511             | \$2,308,912                 | \$129,070        | \$14,212,000        | \$803,100            | \$43,223,985                       |
| <b>Group E Average</b>   | <b>\$5,099,754</b>                   | <b>\$24,494,031</b> | <b>\$4,596,469</b>     | <b>\$1,714,731</b>    | <b>\$7,681,409</b>          | <b>\$658,558</b> | <b>\$12,093,674</b> | <b>\$1,661,524</b>   | <b>\$58,000,149</b>                |
| Percent of Group E Total   | 8.8%                                 | 42.2%               | 7.9%                   | 3.0%                  | 13.2%                       | 1.1%             | 20.9%               | 2.9%                 | 100.0%                             |
| Average Excluding Outliers/Exclusions  | \$3,792,430                          | \$15,100,857        | \$4,295,952            | \$1,355,323           | \$4,857,935                 | \$325,183        | \$9,421,550         | \$1,074,710          | \$40,223,941                       |
| Group E Median   | \$2,745,641                          | \$11,495,800        | \$3,747,024            | \$1,121,509           | \$5,450,503                 | \$274,170        | \$8,518,452         | \$612,921            | \$38,571,621                       |

**Table 23:**  
**Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | NON-RESIDENT Cultural Audiences only |                     |                        |                       |                             |                    |                     |                      | Non-Resident Audience Expenditures |
|---|--------------------------------------|---------------------|------------------------|-----------------------|-----------------------------|--------------------|---------------------|----------------------|------------------------------------|
|   | Refreshments and/or Snacks           | Meals               | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care         | Overnight Lodging   | Other/ Miscellaneous |                                    |
| Pima County (AZ)  | \$942,719                            | \$3,012,464         | \$879,165              | \$190,662             | \$1,360,058                 | \$0                | \$1,802,818         | \$38,132             | \$8,226,018                        |
| Fairfax County (VA)   | \$1,212,554                          | \$3,840,475         | \$932,070              | \$453,090             | \$1,126,252                 | \$237,333          | \$1,212,554         | \$1,303,172          | \$10,317,500                       |
| Orange County (FL)  | \$9,922,006                          | \$21,261,442        | \$4,741,639            | \$3,341,084           | \$11,187,568                | \$286,861          | \$16,232,942        | \$1,383,681          | \$68,357,223                       |
| Greater Columbus Area (OH)  | \$5,803,470                          | \$17,241,921        | \$3,332,315            | \$1,741,041           | \$5,878,353                 | \$393,138          | \$8,705,205         | \$1,516,390          | \$44,611,833                       |
| Allegheny County (PA)   | \$6,759,352                          | \$54,008,550        | \$5,964,134            | \$6,726,218           | \$22,266,102                | \$662,682          | \$22,133,565        | \$1,524,168          | \$120,044,771                      |
| City of San Diego (CA)***   | \$13,162,659                         | \$18,858,700        | \$12,888,151           | \$6,437,213           | \$8,290,142                 | \$3,486,252        | \$19,380,265        | \$384,311            | \$82,887,693                       |
| City of Dallas (TX)   | \$13,965,849                         | \$29,244,904        | \$6,003,230            | \$6,107,453           | \$10,401,430                | \$896,316          | \$25,367,817        | \$2,980,771          | \$94,967,770                       |
| Palm Beach County (FL)  | \$10,066,124                         | \$13,756,611        | \$3,092,374            | \$2,137,938           | \$4,543,118                 | \$89,081           | \$5,650,264         | \$330,871            | \$39,666,381                       |
| Greater St. Louis Area (MO)   | \$11,265,441                         | \$35,891,513        | \$9,291,711            | \$5,587,173           | \$15,212,900                | \$759,127          | \$23,988,405        | \$3,613,443          | \$105,609,713                      |
| City of San Antonio (TX)  | \$1,335,112                          | \$6,299,172         | \$2,570,801            | \$1,043,944           | \$639,149                   | \$142,033          | \$2,932,986         | \$468,710            | \$15,431,907                       |
| Sacramento County (CA)  | \$1,227,953                          | \$5,110,824         | \$728,303              | \$262,528             | \$1,901,210                 | \$88,921           | \$1,803,820         | \$177,841            | \$11,301,400                       |
| City and County of Philadelphia (PA)  | \$37,104,092                         | \$157,877,911       | \$22,819,017           | \$9,739,824           | \$50,554,325                | \$2,133,485        | \$87,751,178        | \$3,988,690          | \$371,968,522                      |
| City of Phoenix (AZ)  | \$3,172,018                          | \$13,279,980        | \$3,748,749            | \$1,532,889           | \$5,547,237                 | \$220,068          | \$10,586,041        | \$1,259,701          | \$39,346,683                       |
| Broward County (FL)   | \$6,135,148                          | \$20,127,880        | \$2,575,450            | \$6,414,019           | \$8,464,536                 | \$1,722,435        | \$9,826,080         | \$1,492,777          | \$56,758,325                       |
| Santa Clara County (CA)   | \$1,755,771                          | \$10,097,447        | \$1,537,181            | \$345,513             | \$2,869,875                 | \$691,026          | \$4,576,287         | \$493,590            | \$22,366,690                       |
| Tarrant County (TX)   | \$1,942,560                          | \$7,375,253         | \$1,987,886            | \$1,074,883           | \$1,690,027                 | \$446,789          | \$4,234,781         | \$77,702             | \$18,829,881                       |
| Clark County (NV)   | \$270,328                            | \$1,085,260         | \$296,967              | \$299,926             | \$646,223                   | \$179,068          | \$460,249           | \$22,692             | \$3,260,713                        |
| Riverside County (CA)   | \$1,656,334                          | \$5,421,403         | \$1,584,642            | \$163,161             | \$835,583                   | \$375,765          | \$2,271,897         | \$385,654            | \$12,694,439                       |
| Miami-Dade County (FL)  | \$13,097,997                         | \$51,013,251        | \$5,101,325            | \$11,002,317          | \$15,607,297                | \$1,985,381        | \$27,795,328        | \$3,695,014          | \$129,297,910                      |
| City of Chicago (IL)  | \$43,772,489                         | \$177,766,003       | \$59,064,188           | \$9,461,739           | \$93,088,219                | \$6,212,253        | \$170,980,312       | \$8,314,861          | \$568,660,064                      |
| San Diego County (CA)   | \$15,141,603                         | \$21,694,017        | \$14,825,824           | \$7,405,018           | \$9,536,526                 | \$4,010,393        | \$22,293,997        | \$442,091            | \$95,349,469                       |
| City of Los Angeles (CA)  | \$14,596,514                         | \$26,055,130        | \$12,340,048           | \$7,862,373           | \$27,923,766                | \$2,468,010        | \$26,337,188        | \$2,291,723          | \$119,874,752                      |
| Harris County (TX)  | \$16,109,126                         | \$70,905,522        | \$20,168,118           | \$10,443,449          | \$25,791,514                | \$169,125          | \$30,696,129        | \$13,487,693         | \$187,770,676                      |
| <b>Group F Average</b>  | <b>\$10,018,140</b>                  | <b>\$33,531,549</b> | <b>\$8,542,317</b>     | <b>\$4,337,976</b>    | <b>\$14,146,148</b>         | <b>\$1,202,415</b> | <b>\$22,913,918</b> | <b>\$2,159,725</b>   | <b>\$96,852,188</b>                |
| Percent of Group F Total  | 10.3%                                | 34.6%               | 8.8%                   | 4.5%                  | 14.6%                       | 1.2%               | 23.7%               | 2.2%                 | 100.0%                             |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$9,875,207                          | \$34,198,497        | \$8,344,779            | \$4,242,556           | \$14,412,330                | \$1,098,604        | \$23,074,538        | \$2,240,426          | \$97,486,938                       |
| Group F Median  | \$6,759,352                          | \$18,858,700        | \$3,748,749            | \$3,341,084           | \$8,290,142                 | \$446,789          | \$10,586,041        | \$1,303,172          | \$56,758,325                       |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |                                      |                     |                        |                       |                             |                    |                     |                      |                                    |
| <b>Average</b>  | <b>\$3,086,229</b>                   | <b>\$11,673,045</b> | <b>\$2,805,998</b>     | <b>\$1,319,952</b>    | <b>\$4,316,101</b>          | <b>\$361,815</b>   | <b>\$7,443,082</b>  | <b>\$900,004</b>     | <b>\$31,906,226</b>                |
| Percent of Total  | 9.7%                                 | 36.6%               | 8.8%                   | 4.1%                  | 13.5%                       | 1.1%               | 23.3%               | 2.8%                 | 100.0%                             |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$2,952,073                          | \$10,765,528        | \$2,838,778            | \$1,248,806           | \$4,093,227                 | \$302,270          | \$7,189,784         | \$836,098            | \$30,226,564                       |
| Median  | \$834,416                            | \$3,840,475         | \$969,697              | \$333,604             | \$1,066,942                 | \$80,432           | \$1,921,654         | \$277,221            | \$9,238,094                        |

**Table 23:**  
**Itemized Non-Resident Audience Expenditures Induced by**  
**Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | NON-RESIDENT Cultural Audiences only |              |                        |                       |                             |            |                   |                      | Non-Resident Audience Expenditures |
|---|--------------------------------------|--------------|------------------------|-----------------------|-----------------------------|------------|-------------------|----------------------|------------------------------------|
|   | Refreshments and/or Snacks           | Meals        | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care | Overnight Lodging | Other/ Miscellaneous |                                    |
| Greater Portsmouth Area (NH)                                  | \$1,964,896                          | \$7,474,966  | \$1,413,053            | \$313,547             | \$1,199,841                 | \$121,238  | \$4,903,879       | \$689,804            | \$18,081,224                       |
| Greater Concord Area (NH)                                     | \$561,062                            | \$1,938,493  | \$435,702              | \$152,878             | \$452,519                   | \$87,140   | \$383,724         | \$175,810            | \$4,187,328                        |
| Greater Aberdeen Area (SD)                                    | \$78,623                             | \$493,644    | \$75,103               | \$43,028              | \$280,071                   | \$6,650    | \$525,328         | \$188,148            | \$1,690,595                        |
| Centre Region (PA)  | \$593,765                            | \$2,564,449  | \$1,711,339            | \$303,707             | \$638,126                   | \$0        | \$2,310,222       | \$261,052            | \$8,382,660                        |
| Greater Minot Area (ND)                                       | \$66,929                             | \$217,451    | \$124,987              | \$104,022             | \$72,842                    | \$0        | \$79,831          | \$0                  | \$666,062                          |
| Creative Corridor in Northwest Iowa (IA)                      | \$238,972                            | \$738,817    | \$147,506              | \$223,513             | \$514,016                   | \$18,036   | \$1,022,234       | \$71,498             | \$2,974,592                        |
| Northern New Hampshire (NH)                                   | \$310,629                            | \$1,551,558  | \$794,005              | \$290,026             | \$443,755                   | \$99,845   | \$1,161,688       | \$423,152            | \$5,074,658                        |
| Greater Sioux Falls Area (SD)                                 | \$515,009                            | \$2,994,763  | \$696,509              | \$589,878             | \$1,445,200                 | \$81,675   | \$2,706,631       | \$871,204            | \$9,900,869                        |
| Greater Athens Area (GA)                                      | \$291,604                            | \$714,513    | \$286,133              | \$149,358             | \$293,246                   | \$120,362  | \$596,886         | \$201,880            | \$2,653,982                        |
| Greater Rockford Area (IL)                                    | \$169,278                            | \$898,542    | \$188,087              | \$46,167              | \$279,565                   | \$14,534   | \$414,646         | \$48,732             | \$2,059,551                        |
| Greater Peoria Area (IL)                                      | \$90,132                             | \$580,345    | \$96,616               | \$41,500              | \$344,316                   | \$26,586   | \$387,761         | \$171,834            | \$1,739,090                        |
| Greater Fox Cities Region (WI)                                | \$306,945                            | \$1,860,769  | \$180,074              | \$46,383              | \$391,525                   | \$42,290   | \$784,415         | \$602,976            | \$4,215,377                        |
| Northern Tier Region (PA)                                     | \$60,587                             | \$265,030    | \$41,061               | \$5,169               | \$66,904                    | \$8,614    | \$97,915          | \$12,921             | \$558,201                          |
| Northwest Arkansas Area (AR)                                  | \$361,470                            | \$1,996,239  | \$428,057              | \$134,532             | \$665,866                   | \$62,510   | \$1,236,608       | \$69,304             | \$4,954,586                        |
| Mahoning Valley Region (OH)                                   | \$281,755                            | \$1,257,292  | \$480,195              | \$513,521             | \$974,023                   | \$13,633   | \$798,305         | \$468,076            | \$4,786,800                        |
| Iowa Cultural Corridor (IA)                                   | \$648,514                            | \$2,839,563  | \$1,086,260            | \$477,121             | \$1,347,982                 | \$0        | \$2,566,261       | \$9,264              | \$8,974,965                        |
| Pikes Peak Region (CO)  | \$1,360,780                          | \$3,048,621  | \$604,979              | \$425,350             | \$1,087,946                 | \$367,733  | \$1,720,039       | \$91,509             | \$8,706,957                        |
| Greater Columbia Area (SC)                                    | \$285,063                            | \$1,001,132  | \$79,109               | \$28,643              | \$465,104                   | \$5,456    | \$1,721,292       | \$167,765            | \$3,753,564                        |
| Lehigh Valley Region (PA)                                     | \$4,101,075                          | \$15,982,377 | \$6,565,095            | \$759,458             | \$7,847,735                 | \$219,399  | \$15,864,239      | \$590,690            | \$51,930,068                       |
| West Valley Region (AZ)                                       | \$119,906                            | \$401,242    | \$235,146              | \$48,989              | \$228,148                   | \$8,398    | \$112,908         | \$29,393             | \$1,184,130                        |
| Greater Harrisburg Area (PA)                                  | \$374,008                            | \$2,746,529  | \$259,807              | \$645,235             | \$782,275                   | \$159,881  | \$191,286         | \$57,100             | \$5,216,121                        |
| Greater Hartford Area (CT)                                    | \$5,860,528                          | \$10,159,473 | \$2,222,959            | \$450,103             | \$4,188,716                 | \$110,229  | \$4,133,601       | \$450,103            | \$27,575,712                       |
| Greater Portland Area (OR)                                    | \$2,450,616                          | \$11,821,954 | \$1,399,272            | \$1,399,272           | \$2,753,161                 | \$45,382   | \$12,744,717      | \$15,127             | \$32,629,501                       |
| Metropolitan Kansas City Area (MO/KS)                         | \$2,154,609                          | \$8,024,920  | \$1,705,732            | \$1,157,105           | \$2,723,186                 | \$259,351  | \$6,538,639       | \$967,579            | \$23,531,121                       |
| Greater Milwaukee Area (WI)                                   | \$2,599,074                          | \$8,557,241  | \$2,392,650            | \$1,088,421           | \$4,879,129                 | \$93,829   | \$4,372,450       | \$778,784            | \$24,761,578                       |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 23:**  
**Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | NON-RESIDENT Cultural Audiences only |                     |                        |                       |                             |                  |                    |                      | Non-Resident Audience Expenditures |
|---|--------------------------------------|---------------------|------------------------|-----------------------|-----------------------------|------------------|--------------------|----------------------|------------------------------------|
|   | Refreshments and/or Snacks           | Meals               | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care       | Overnight Lodging  | Other/ Miscellaneous |                                    |
| Central Florida Region (FL)                                   | \$5,800,897                          | \$14,202,488        | \$4,069,916            | \$2,398,042           | \$7,818,968                 | \$118,213        | \$17,816,439       | \$1,334,122          | \$53,559,085                       |
| Greater Washington DC Region (DC/MD/VA) <sup>1</sup>          | \$34,479,086                         | \$193,674,792       | \$22,767,248           | \$5,888,782           | \$51,479,581                | \$2,892,215      | \$77,448,902       | \$16,942,951         | \$405,573,557                      |
| Greater Philadelphia Region (PA)                              | \$18,813,878                         | \$86,035,357        | \$17,339,277           | \$2,542,416           | \$33,305,650                | \$1,271,208      | \$66,153,664       | \$3,355,989          | \$228,817,439                      |
| Southeastern Michigan Region (MI)                             | \$398,383                            | \$3,478,564         | \$2,783,823            | \$427,533             | \$1,214,583                 | \$1,156,283      | \$4,625,130        | \$1,734,424          | \$15,818,723                       |
| Greater Houston Area (TX)                                     | \$10,145,711                         | \$38,249,991        | \$12,984,750           | \$7,306,673           | \$14,129,168                | \$0              | \$30,723,238       | \$9,287,397          | \$122,826,928                      |
| North Texas Region (TX) <sup>1</sup>                          | \$16,218,236                         | \$37,844,256        | \$8,339,307            | \$7,314,010           | \$12,466,129                | \$1,353,217      | \$30,981,825       | \$3,182,447          | \$117,699,427                      |
| <b>Regional Average</b>                                       | <b>\$3,603,291</b>                   | <b>\$14,955,335</b> | <b>\$2,965,605</b>     | <b>\$1,139,174</b>    | <b>\$4,992,880</b>          | <b>\$282,707</b> | <b>\$9,520,152</b> | <b>\$1,395,195</b>   | <b>\$38,854,337</b>                |
| Percent of Regional Total                                     | 9.3%                                 | 38.5%               | 7.6%                   | 2.9%                  | 12.9%                       | 0.7%             | 24.5%              | 3.6%                 | 100.0%                             |
| Regional Median   | \$515,009                            | \$2,746,529         | \$696,509              | \$425,350             | \$974,023                   | \$81,675         | \$1,721,292        | \$261,052            | \$8,382,660                        |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | NON-RESIDENT Cultural Audiences only |                     |                        |                       |                             |                    |                     |                      | Non-Resident Audience Expenditures |
|--|--------------------------------------|---------------------|------------------------|-----------------------|-----------------------------|--------------------|---------------------|----------------------|------------------------------------|
|  | Refreshments and/or Snacks           | Meals               | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care         | Overnight Lodging   | Other/ Miscellaneous |                                    |
| State of South Dakota <sup>1</sup>                             | \$1,152,785                          | \$6,177,145         | \$1,354,791            | \$884,088             | \$3,103,495                 | \$145,114          | \$6,589,059         | \$1,963,607          | \$21,370,084                       |
| State of Delaware  | \$1,358,444                          | \$6,887,189         | \$2,737,534            | \$743,222             | \$2,704,502                 | \$70,193           | \$6,944,995         | \$1,647,475          | \$23,093,554                       |
| State of Hawai'i   | \$1,239,268                          | \$2,839,694         | \$1,295,920            | \$1,624,031           | \$1,265,233                 | \$254,935          | \$2,273,171         | \$132,189            | \$10,924,441                       |
| State of New Hampshire <sup>1</sup>                            | \$3,506,049                          | \$13,055,331        | \$3,228,083            | \$942,731             | \$2,745,715                 | \$389,573          | \$7,464,480         | \$1,408,493          | \$32,740,455                       |
| State of Nebraska <sup>1</sup>                                 | \$2,667,772                          | \$14,933,201        | \$4,717,078            | \$1,601,008           | \$5,777,832                 | \$351,508          | \$7,972,074         | \$4,353,826          | \$42,374,299                       |
| State of Connecticut <sup>1</sup>                              | \$8,995,422                          | \$20,493,760        | \$4,367,880            | \$1,099,857           | \$7,852,569                 | \$557,786          | \$7,507,935         | \$1,838,776          | \$52,713,985                       |
| State of Wisconsin <sup>1</sup>                                | \$5,903,042                          | \$22,430,412        | \$6,013,424            | \$2,521,737           | \$10,598,225                | \$436,332          | \$16,844,198        | \$3,783,216          | \$68,530,586                       |
| State of North Carolina <sup>1</sup>                           | \$23,526,599                         | \$95,100,709        | \$25,427,148           | \$10,114,038          | \$37,288,786                | \$1,858,102        | \$77,114,033        | \$9,384,125          | \$279,813,540                      |
| State of Pennsylvania <sup>1</sup>                             | \$33,772,853                         | \$172,995,321       | \$34,804,504           | \$12,324,890          | \$68,839,015                | \$2,557,746        | \$114,036,098       | \$6,363,964          | \$445,694,391                      |
| State of Illinois <sup>1</sup>                                 | \$47,133,996                         | \$193,571,569       | \$64,766,760           | \$10,534,473          | \$100,840,876               | \$6,754,548        | \$187,586,998       | \$9,503,212          | \$620,692,432                      |
| <b>Statewide Average</b>                                       | <b>\$12,925,623</b>                  | <b>\$54,848,433</b> | <b>\$14,871,312</b>    | <b>\$4,239,008</b>    | <b>\$24,101,625</b>         | <b>\$1,337,584</b> | <b>\$43,433,304</b> | <b>\$4,037,888</b>   | <b>\$159,794,777</b>               |
| Percent of Statewide Total                                     | 8.1%                                 | 34.3%               | 9.3%                   | 2.7%                  | 15.1%                       | 0.8%               | 27.2%               | 2.5%                 | 100.0%                             |
| Statewide Median   | \$4,704,546                          | \$17,713,481        | \$4,542,479            | \$1,612,520           | \$6,815,201                 | \$412,953          | \$7,740,005         | \$2,873,412          | \$47,544,142                       |

**Table 23:**  
**Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | NON-RESIDENT Cultural Audiences only |                    |                        |                       |                             |                  |                    |                      | Non-Resident Audience Expenditures |
|---|--------------------------------------|--------------------|------------------------|-----------------------|-----------------------------|------------------|--------------------|----------------------|------------------------------------|
|   | Refreshments and/or Snacks           | Meals              | Souvenirs and/or Gifts | Clothing/ Accessories | Local Ground Transportation | Child Care       | Overnight Lodging  | Other/ Miscellaneous |                                    |
| Grand Center Arts District (St. Louis, MO)                      | \$1,000,071                          | \$2,219,812        | \$352,626              | \$366,115             | \$1,177,348                 | \$21,196         | \$1,368,113        | \$379,603            | \$6,884,884                        |
| Dallas Arts District (Dallas, TX)                               | \$5,304,091                          | \$11,240,710       | \$1,447,956            | \$2,728,254           | \$4,206,693                 | \$426,766        | \$6,287,177        | \$1,623,235          | \$33,264,882                       |
| <b>Arts District Average</b>                                    | <b>\$3,152,081</b>                   | <b>\$6,730,261</b> | <b>\$900,291</b>       | <b>\$1,547,185</b>    | <b>\$2,692,021</b>          | <b>\$223,981</b> | <b>\$3,827,645</b> | <b>\$1,001,419</b>   | <b>\$20,074,883</b>                |
| Percent of Arts District Total                                  | 15.7%                                | 33.5%              | 4.5%                   | 7.7%                  | 13.4%                       | 1.1%             | 19.1%              | 5.0%                 | 100.0%                             |

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

- <sup>1</sup> To calculate the total estimated audience expenditures in these multi-city/multi-county and statewide study regions, the individual findings for the less-populated participating communities in each region were summed first. The regional or statewide residency percentages and per person spending averages were then applied to any additional data collected for the region or state (if applicable), and the result was added to the sum of the individual communities. Therefore, the total audience expenditures do not equal the average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance.

## Explanation of Table 24: Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

This table presents the average dollars spent per person by non-residents as a direct result of their attendance to nonprofit arts and culture events in each participating study region during 2010. Non-residents are attendees who reside outside the county in which the nonprofit arts and culture event at which they were surveyed took place (outside the multi-county region for regional analyses, and outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group.

### Column Two:

The average dollars spent per person by non-resident audience members to purchase refreshments (e.g., food, snacks, drinks) while attending nonprofit arts and culture events.

### Column Three:

The average dollars spent per person by non-resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

### Column Four:

The average dollars spent per person by non-resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

### Column Five:

The average dollars spent per person by non-resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

### Column Six:

The average dollars spent per person by non-resident audience members on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

### Column Seven:

The average dollars spent per person by non-resident audience members on child care for the purpose of attending nonprofit arts and culture events.

### Column Eight:

The average dollars spent per person by non-resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

### Column Nine:

The average dollars spent per person by non-resident audience members on miscellaneous products and services for the purpose of or as a result of attending events.

### Column Ten:

The average total dollars spent per person by non-resident audience members for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.



**Table 24:**  
**Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | NON-RESIDENT Cultural Audiences only |                |                           |                          |                                |               |                      |                         | Non-Resident<br>Per Person<br>Expenditure |
|---|--------------------------------------|----------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---|
|   | Refreshments<br>and/or Snacks        | Meals          | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |   |
| City of Gunnison (CO)***  | \$2.54                               | \$12.20        | \$15.00                   | \$0.00                   | \$2.65                         | \$0.00        | \$6.16               | \$0.31                  | \$38.86                                   |
| Town of Telluride (CO)*   | \$26.61                              | \$43.85        | \$15.84                   | \$9.09                   | \$14.52                        | \$2.54        | \$75.02              | \$4.34                  | \$191.81                                  |
| Town of Crested Butte (CO)***   | \$6.23                               | \$24.64        | \$8.87                    | \$3.82                   | \$4.96                         | \$0.62        | \$26.05              | \$1.84                  | \$77.03                                   |
| Town of Newmarket (NH)  | \$3.90                               | \$10.11        | \$4.07                    | \$1.50                   | \$2.47                         | \$0.00        | \$5.00               | \$0.42                  | \$27.47                                   |
| Greater Ketchikan Area (AK)   | \$3.06                               | \$20.19        | \$24.49                   | \$3.37                   | \$5.02                         | \$0.37        | \$21.85              | \$0.00                  | \$78.35                                   |
| Gunnison County (CO) <sup>1</sup>   | \$5.83                               | \$23.31        | \$9.53                    | \$3.41                   | \$4.71                         | \$0.56        | \$23.92              | \$1.68                  | \$72.95                                   |
| City of Durango (CO)  | \$3.43                               | \$15.76        | \$3.28                    | \$1.52                   | \$4.32                         | \$0.28        | \$15.77              | \$3.83                  | \$48.19                                   |
| Teton County (WY)*  | \$4.06                               | \$22.78        | \$6.94                    | \$3.62                   | \$8.96                         | \$0.25        | \$35.37              | \$11.51                 | \$93.49                                   |
| City of Laguna Beach (CA)*  | \$6.00                               | \$13.71        | \$13.16                   | \$1.63                   | \$2.19                         | \$0.26        | \$12.10              | \$1.31                  | \$50.36                                   |
| City of Fairfax (VA)***   | \$2.81                               | \$8.90         | \$2.16                    | \$1.05                   | \$2.61                         | \$0.55        | \$2.81               | \$3.02                  | \$23.91                                   |
| City of Auburn (NY)   | \$2.40                               | \$13.06        | \$6.10                    | \$0.87                   | \$4.06                         | \$1.20        | \$11.30              | \$1.55                  | \$40.54                                   |
| City of Slidell (LA)***   | \$4.77                               | \$10.23        | \$2.06                    | \$1.35                   | \$3.03                         | \$0.00        | \$0.00               | \$1.49                  | \$22.93                                   |
| City of Winter Park (FL)***   | \$1.92                               | \$11.92        | \$2.98                    | \$2.04                   | \$5.04                         | \$0.24        | \$8.15               | \$1.21                  | \$33.50                                   |
| Greater Elkins Area (WV)  | \$7.09                               | \$9.90         | \$12.76                   | \$1.24                   | \$6.76                         | \$0.00        | \$23.69              | \$0.22                  | \$61.66                                   |
| Transylvania County (NC)  | \$4.38                               | \$14.85        | \$6.56                    | \$1.02                   | \$5.45                         | \$0.53        | \$12.45              | \$2.12                  | \$47.36                                   |
| City of Rochester (NH)  | \$4.15                               | \$7.59         | \$1.62                    | \$0.73                   | \$3.66                         | \$0.28        | \$1.85               | \$0.52                  | \$20.40                                   |
| City and Borough of Juneau (AK)   | \$1.27                               | \$12.63        | \$6.59                    | \$0.00                   | \$6.69                         | \$0.00        | \$5.71               | \$0.00                  | \$32.89                                   |
| Princeton (NJ)**  | \$2.69                               | \$16.81        | \$2.55                    | \$0.56                   | \$3.35                         | \$0.10        | \$6.54               | \$1.01                  | \$33.61                                   |
| Platte County (NE)  | \$4.89                               | \$14.89        | \$6.92                    | \$1.88                   | \$9.58                         | \$1.78        | \$10.65              | \$4.70                  | \$55.29                                   |
| Adams County (NE)   | \$4.06                               | \$9.77         | \$3.36                    | \$0.50                   | \$6.14                         | \$0.06        | \$10.40              | \$3.10                  | \$37.39                                   |
| City of Fairbanks (AK)  | \$1.81                               | \$12.65        | \$2.99                    | \$0.33                   | \$7.81                         | \$0.00        | \$14.62              | \$2.56                  | \$42.77                                   |
| City of West Hollywood (CA)**   | \$5.63                               | \$15.36        | \$5.85                    | \$2.43                   | \$8.94                         | \$0.00        | \$9.39               | \$3.18                  | \$50.78                                   |
| City of Pittsfield (MA)**   | \$7.17                               | \$14.49        | \$1.29                    | \$1.09                   | \$1.20                         | \$0.00        | \$7.34               | \$0.00                  | \$32.58                                   |
| Windham County (VT)*  | \$2.05                               | \$14.83        | \$6.38                    | \$1.52                   | \$5.95                         | \$0.40        | \$13.68              | \$0.14                  | \$44.95                                   |
| Iron County (UT)*   | \$5.65                               | \$27.08        | \$9.59                    | \$2.96                   | \$12.19                        | \$1.72        | \$58.16              | \$3.45                  | \$120.80                                  |
| Watauga County (NC)   | \$3.34                               | \$14.71        | \$3.08                    | \$1.91                   | \$4.02                         | \$0.14        | \$11.81              | \$2.73                  | \$41.74                                   |
| Buffalo County (NE)   | \$3.67                               | \$8.79         | \$5.57                    | \$1.70                   | \$5.33                         | \$0.02        | \$7.12               | \$2.95                  | \$35.15                                   |
| <b>Group A Average</b>  | <b>\$4.87</b>                        | <b>\$15.74</b> | <b>\$7.02</b>             | <b>\$1.89</b>            | <b>\$5.62</b>                  | <b>\$0.44</b> | <b>\$16.18</b>       | <b>\$2.19</b>           | <b>\$53.95</b>                            |
| Percent of Group A Total  | 9.0%                                 | 29.2%          | 13.0%                     | 3.5%                     | 10.4%                          | 0.8%          | 30.0%                | 4.1%                    | 100.0%                                    |
| Average Excluding Outliers/Exclusions   | \$4.05                               | \$13.82        | \$6.27                    | \$1.42                   | \$5.27                         | \$0.31        | \$11.73              | \$1.80                  | \$44.65                                   |
| Group A Median  | \$4.06                               | \$14.49        | \$6.10                    | \$1.52                   | \$5.02                         | \$0.25        | \$11.30              | \$1.68                  | \$42.77                                   |



**Table 24:**  
**Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | NON-RESIDENT Cultural Audiences only |                |                           |                          |                                |               |                      |                         | Non-Resident<br>Per Person<br>Expenditure |
|--|--------------------------------------|----------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---|
|  | Refreshments<br>and/or Snacks        | Meals          | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |   |
| Chenango County (NY)   | \$3.92                               | \$6.60         | \$3.90                    | \$1.20                   | \$3.15                         | \$0.04        | \$5.22               | \$2.28                  | \$26.31                                   |
| City of La Crosse (WI)   | \$1.82                               | \$9.10         | \$0.71                    | \$0.64                   | \$3.26                         | \$0.41        | \$4.51               | \$1.61                  | \$22.06                                   |
| Lenoir County (NC)   | \$1.58                               | \$9.47         | \$2.97                    | \$2.92                   | \$4.88                         | \$0.18        | \$10.76              | \$0.79                  | \$33.55                                   |
| City of Dubuque (IA)   | \$2.91                               | \$14.07        | \$2.65                    | \$2.17                   | \$5.02                         | \$0.08        | \$13.50              | \$1.88                  | \$42.28                                   |
| Greater Enid Area (OK)   | \$3.65                               | \$14.29        | \$4.03                    | \$3.71                   | \$13.73                        | \$0.29        | \$18.29              | \$1.67                  | \$59.66                                   |
| City of Flagstaff (AZ)   | \$5.57                               | \$14.82        | \$7.57                    | \$1.92                   | \$5.65                         | \$0.53        | \$18.10              | \$0.62                  | \$54.78                                   |
| City of Portland (ME)  | \$2.81                               | \$15.02        | \$3.22                    | \$2.24                   | \$3.53                         | \$0.11        | \$8.56               | \$3.70                  | \$39.19                                   |
| Athens County (OH)   | \$5.39                               | \$12.00        | \$5.60                    | \$1.61                   | \$5.86                         | \$0.13        | \$13.81              | \$1.22                  | \$45.62                                   |
| Rutherford County (NC)   | \$2.00                               | \$9.02         | \$1.62                    | \$0.89                   | \$7.56                         | \$0.62        | \$3.19               | \$0.82                  | \$25.72                                   |
| City of Walnut Creek (CA)  | \$1.94                               | \$19.90        | \$0.77                    | \$0.49                   | \$2.09                         | \$0.20        | \$1.95               | \$0.57                  | \$27.91                                   |
| City of Missoula (MT)  | \$3.43                               | \$15.98        | \$6.21                    | \$3.09                   | \$4.65                         | \$0.32        | \$16.13              | \$2.83                  | \$52.64                                   |
| City of Bloomington (IN)   | \$2.10                               | \$13.77        | \$3.76                    | \$1.10                   | \$3.29                         | \$0.37        | \$13.90              | \$1.82                  | \$40.11                                   |
| City of Miami Beach (FL)***  | \$3.46                               | \$20.03        | \$2.40                    | \$1.45                   | \$4.70                         | \$1.54        | \$14.96              | \$0.77                  | \$49.31                                   |
| Greater Parkersburg Area (WV)  | \$1.53                               | \$8.14         | \$2.72                    | \$1.50                   | \$3.72                         | \$0.26        | \$2.81               | \$0.89                  | \$21.57                                   |
| Moore County (NC)  | \$1.19                               | \$12.70        | \$0.78                    | \$0.46                   | \$3.22                         | \$0.00        | \$4.01               | \$1.44                  | \$23.80                                   |
| Indiana County (PA)  | \$0.70                               | \$4.59         | \$0.52                    | \$0.68                   | \$2.26                         | \$0.03        | \$1.88               | \$0.22                  | \$10.88                                   |
| Buchanan County (MO)   | \$2.66                               | \$9.46         | \$2.69                    | \$1.41                   | \$2.34                         | \$0.25        | \$1.67               | \$1.73                  | \$22.21                                   |
| City of Boulder (CO)   | \$2.45                               | \$15.64        | \$3.55                    | \$3.41                   | \$7.68                         | \$0.13        | \$8.36               | \$1.92                  | \$43.14                                   |
| Eau Claire County (WI)   | \$2.07                               | \$8.03         | \$1.66                    | \$0.38                   | \$3.16                         | \$0.26        | \$2.55               | \$1.04                  | \$19.15                                   |
| <b>Group B Average</b>   | <b>\$2.69</b>                        | <b>\$12.24</b> | <b>\$3.02</b>             | <b>\$1.65</b>            | <b>\$4.72</b>                  | <b>\$0.30</b> | <b>\$8.64</b>        | <b>\$1.46</b>           | <b>\$34.73</b>                            |
| Percent of Group B Total   | 7.8%                                 | 35.3%          | 8.7%                      | 4.7%                     | 13.6%                          | 0.9%          | 24.9%                | 4.2%                    | 100.0%                                    |
| Average Excluding Outliers/Exclusions  | \$2.65                               | \$11.81        | \$3.05                    | \$1.66                   | \$4.73                         | \$0.23        | \$8.29               | \$1.50                  | \$33.92                                   |
| Group B Median   | \$2.45                               | \$12.70        | \$2.72                    | \$1.45                   | \$3.72                         | \$0.25        | \$8.36               | \$1.44                  | \$33.55                                   |

**Table 24:**  
**Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | NON-RESIDENT Cultural Audiences only |                |                           |                          |                                |               |                      |                         | Non-Resident<br>Per Person<br>Expenditure |
|--|--------------------------------------|----------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---|
|  | Refreshments<br>and/or Snacks        | Meals          | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |   |
| City of Rochester (MN)   | \$2.96                               | \$11.32        | \$3.33                    | \$1.14                   | \$2.97                         | \$0.34        | \$7.08               | \$0.33                  | \$29.47                                   |
| Tompkins County (NY)   | \$2.29                               | \$12.02        | \$4.28                    | \$0.95                   | \$3.33                         | \$0.12        | \$10.69              | \$0.93                  | \$34.61                                   |
| Wayne County (NC)  | \$1.36                               | \$6.55         | \$1.15                    | \$0.99                   | \$5.19                         | \$0.20        | \$0.64               | \$0.13                  | \$16.21                                   |
| City of McKinney (TX)  | \$1.15                               | \$8.19         | \$1.26                    | \$0.65                   | \$1.66                         | \$0.06        | \$2.32               | \$0.98                  | \$16.27                                   |
| Orange County (NC)   | \$1.99                               | \$8.76         | \$1.54                    | \$0.38                   | \$2.41                         | \$0.14        | \$2.91               | \$1.04                  | \$19.17                                   |
| Town of Cary (NC)***   | \$1.85                               | \$14.58        | \$2.34                    | \$0.74                   | \$5.26                         | \$0.54        | \$9.34               | \$2.47                  | \$37.12                                   |
| Marathon County (WI)   | \$3.11                               | \$11.84        | \$6.51                    | \$4.96                   | \$4.10                         | \$0.39        | \$4.70               | \$1.30                  | \$36.91                                   |
| Greater Charlottesville Area (VA)**  | \$6.84                               | \$20.85        | \$6.86                    | \$1.95                   | \$6.63                         | \$0.70        | \$23.36              | \$0.83                  | \$68.02                                   |
| City of Fort Collins (CO)  | \$1.85                               | \$9.59         | \$1.07                    | \$0.29                   | \$3.44                         | \$0.01        | \$5.88               | \$2.22                  | \$24.35                                   |
| Cambria County (PA)  | \$3.28                               | \$9.37         | \$2.22                    | \$1.19                   | \$3.46                         | \$0.20        | \$6.11               | \$0.30                  | \$26.13                                   |
| City of Alexandria (VA)  | \$1.87                               | \$9.79         | \$2.91                    | \$0.61                   | \$1.89                         | \$0.06        | \$1.89               | \$1.10                  | \$20.12                                   |
| City of Eugene (OR)  | \$3.07                               | \$13.19        | \$3.69                    | \$1.65                   | \$4.19                         | \$0.41        | \$9.14               | \$3.58                  | \$38.92                                   |
| Pitt County (NC)   | \$0.96                               | \$10.63        | \$0.45                    | \$0.08                   | \$3.50                         | \$0.80        | \$3.09               | \$0.00                  | \$19.51                                   |
| City of Santa Clarita (CA)   | \$8.00                               | \$10.83        | \$20.89                   | \$1.75                   | \$1.72                         | \$4.19        | \$0.00               | \$0.00                  | \$47.38                                   |
| City of Providence (RI)**  | \$3.81                               | \$13.82        | \$5.52                    | \$1.26                   | \$3.73                         | \$0.31        | \$5.40               | \$1.31                  | \$35.16                                   |
| Erie (PA)  | \$2.52                               | \$12.70        | \$2.64                    | \$2.40                   | \$3.89                         | \$0.08        | \$7.69               | \$0.15                  | \$32.07                                   |
| New Hanover County (NC)  | \$2.88                               | \$13.43        | \$1.97                    | \$1.46                   | \$5.21                         | \$0.16        | \$4.58               | \$0.78                  | \$30.47                                   |
| City of Glendale (CA)  | \$1.32                               | \$10.32        | \$0.42                    | \$0.23                   | \$2.75                         | \$0.13        | \$0.68               | \$5.00                  | \$20.85                                   |
| City of Tacoma (WA)  | \$2.23                               | \$16.48        | \$3.96                    | \$0.81                   | \$3.76                         | \$0.57        | \$3.60               | \$2.05                  | \$33.46                                   |
| Whatcom County (WA)  | \$2.03                               | \$6.88         | \$3.57                    | \$1.03                   | \$5.38                         | \$0.00        | \$4.26               | \$0.40                  | \$23.55                                   |
| City of Boise (ID)   | \$4.11                               | \$13.62        | \$2.77                    | \$3.51                   | \$4.09                         | \$1.13        | \$6.95               | \$0.29                  | \$36.47                                   |
| Lackawanna County (PA)   | \$2.04                               | \$9.89         | \$3.22                    | \$1.53                   | \$2.91                         | \$0.36        | \$1.34               | \$1.37                  | \$22.66                                   |
| Arlington County (VA)  | \$2.61                               | \$11.20        | \$1.42                    | \$0.39                   | \$3.49                         | \$0.17        | \$5.33               | \$0.00                  | \$24.61                                   |
| City of Orlando (FL)***  | \$4.71                               | \$11.22        | \$2.59                    | \$1.75                   | \$6.16                         | \$0.10        | \$8.59               | \$0.42                  | \$35.54                                   |
| Buncombe County (NC)   | \$2.99                               | \$17.30        | \$4.86                    | \$1.30                   | \$5.74                         | \$0.25        | \$27.66              | \$3.86                  | \$63.96                                   |
| St. Tammany Parish (LA)  | \$4.09                               | \$12.99        | \$3.01                    | \$1.27                   | \$3.62                         | \$0.29        | \$1.86               | \$1.24                  | \$28.37                                   |
| Alachua County (FL)  | \$5.63                               | \$11.13        | \$9.35                    | \$2.01                   | \$3.33                         | \$0.50        | \$16.62              | \$1.52                  | \$50.09                                   |
| Greater Jackson Area (MS)  | \$3.27                               | \$8.34         | \$1.85                    | \$0.73                   | \$5.66                         | \$0.29        | \$9.87               | \$1.82                  | \$31.83                                   |
| <b>Group C Average</b>   | <b>\$3.03</b>                        | <b>\$11.67</b> | <b>\$3.77</b>             | <b>\$1.32</b>            | <b>\$3.91</b>                  | <b>\$0.45</b> | <b>\$6.84</b>        | <b>\$1.27</b>           | <b>\$32.26</b>                            |
| Percent of Group C Total   | 9.4%                                 | 36.2%          | 11.7%                     | 4.1%                     | 12.1%                          | 1.4%          | 21.2%                | 3.9%                    | 100.0%                                    |
| Average Excluding Outliers/Exclusions  | \$3.01                               | \$11.58        | \$3.87                    | \$1.33                   | \$3.77                         | \$0.46        | \$6.68               | \$1.25                  | \$31.95                                   |
| Group C Median   | \$2.75                               | \$11.21        | \$2.84                    | \$1.17                   | \$3.68                         | \$0.27        | \$5.37               | \$1.01                  | \$31.15                                   |

**Table 24:**  
**Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | NON-RESIDENT Cultural Audiences only |                |                           |                          |                                |               |                      |                         | Non-Resident<br>Per Person<br>Expenditure |
|--|--------------------------------------|----------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---|
|  | Refreshments<br>and/or Snacks        | Meals          | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |   |
| City of Lincoln (NE)   | \$1.80                               | \$11.70        | \$2.49                    | \$1.23                   | \$3.83                         | \$0.29        | \$7.15               | \$3.54                  | \$32.03                                   |
| Durham County (NC)   | \$4.07                               | \$15.91        | \$1.12                    | \$1.28                   | \$4.40                         | \$0.09        | \$11.86              | \$0.60                  | \$39.33                                   |
| Osceola County (FL)  | \$1.29                               | \$6.77         | \$0.93                    | \$1.33                   | \$4.80                         | \$0.16        | \$0.55               | \$0.51                  | \$16.34                                   |
| City of Newark (NJ)  | \$3.68                               | \$9.58         | \$3.85                    | \$1.62                   | \$2.65                         | \$0.06        | \$10.75              | \$0.84                  | \$33.03                                   |
| City of Riverside (CA)***  | \$6.56                               | \$23.15        | \$5.17                    | \$0.91                   | \$3.24                         | \$1.41        | \$6.08               | \$2.03                  | \$48.55                                   |
| Lexington-Fayette Urban County (KY)  | \$4.63                               | \$12.51        | \$1.64                    | \$2.09                   | \$3.11                         | \$0.12        | \$5.15               | \$0.28                  | \$29.53                                   |
| Loudoun County (VA)  | \$4.68                               | \$7.48         | \$17.57                   | \$1.98                   | \$4.77                         | \$0.00        | \$3.64               | \$1.61                  | \$41.73                                   |
| Cumberland County (NC)   | \$3.62                               | \$6.47         | \$2.78                    | \$1.00                   | \$2.82                         | \$0.03        | \$2.23               | \$1.67                  | \$20.62                                   |
| Greater Chattanooga Area (TN)  | \$2.50                               | \$13.92        | \$6.13                    | \$1.70                   | \$4.24                         | \$1.38        | \$10.51              | \$1.01                  | \$41.39                                   |
| Forsyth County (NC)  | \$3.14                               | \$13.48        | \$5.54                    | \$3.97                   | \$6.90                         | \$0.33        | \$14.96              | \$1.65                  | \$49.97                                   |
| City of Wichita (KS)   | \$1.25                               | \$9.89         | \$2.22                    | \$1.11                   | \$2.65                         | \$0.31        | \$4.92               | \$3.33                  | \$25.68                                   |
| Sarasota County (FL)   | \$2.69                               | \$11.11        | \$2.31                    | \$1.63                   | \$3.18                         | \$0.26        | \$5.93               | \$0.82                  | \$27.93                                   |
| City of Oakland (CA)   | \$1.41                               | \$9.39         | \$3.47                    | \$2.20                   | \$2.53                         | \$0.94        | \$8.87               | \$0.05                  | \$28.86                                   |
| Santa Barbara County (CA)  | \$1.63                               | \$18.04        | \$2.63                    | \$2.27                   | \$3.14                         | \$0.29        | \$13.31              | \$0.10                  | \$41.41                                   |
| City of Miami (FL)***  | \$6.03                               | \$17.27        | \$2.01                    | \$5.89                   | \$6.74                         | \$0.51        | \$9.61               | \$1.79                  | \$49.85                                   |
| Seminole County (FL)   | \$1.50                               | \$9.47         | \$1.19                    | \$1.32                   | \$2.35                         | \$0.13        | \$4.83               | \$1.99                  | \$22.78                                   |
| City of Omaha (NE)   | \$1.88                               | \$12.33        | \$3.99                    | \$1.30                   | \$4.52                         | \$0.26        | \$5.50               | \$3.51                  | \$33.29                                   |
| Greater Syracuse Area (NY)   | \$4.93                               | \$16.66        | \$1.31                    | \$1.77                   | \$6.46                         | \$0.16        | \$5.82               | \$0.46                  | \$37.57                                   |
| City of Mesa (AZ)  | \$2.10                               | \$8.14         | \$2.48                    | \$1.84                   | \$4.83                         | \$0.47        | \$4.19               | \$1.48                  | \$25.53                                   |
| Guilford County (NC)   | \$2.79                               | \$9.64         | \$3.11                    | \$0.95                   | \$4.53                         | \$0.13        | \$5.37               | \$1.35                  | \$27.87                                   |
| Dane County (WI)   | \$3.22                               | \$12.38        | \$3.93                    | \$1.31                   | \$5.74                         | \$0.24        | \$14.32              | \$2.64                  | \$43.78                                   |
| Volusia County (FL)  | \$5.06                               | \$6.69         | \$1.56                    | \$1.40                   | \$2.58                         | \$0.17        | \$8.58               | \$5.73                  | \$31.77                                   |
| <b>Group D Average</b>   | <b>\$3.20</b>                        | <b>\$11.91</b> | <b>\$3.52</b>             | <b>\$1.82</b>            | <b>\$4.09</b>                  | <b>\$0.35</b> | <b>\$7.46</b>        | <b>\$1.68</b>           | <b>\$34.04</b>                            |
| Percent of Group D Total   | 9.4%                                 | 35.0%          | 10.3%                     | 5.4%                     | 12.0%                          | 1.0%          | 21.9%                | 4.9%                    | 100.0%                                    |
| Average Excluding Outliers/Exclusions  | \$2.89                               | \$11.08        | \$3.51                    | \$1.67                   | \$4.00                         | \$0.29        | \$7.42               | \$1.66                  | \$32.52                                   |
| Group D Median   | \$2.97                               | \$11.41        | \$2.56                    | \$1.51                   | \$4.04                         | \$0.25        | \$6.01               | \$1.55                  | \$32.53                                   |

**Table 24:**  
**Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | NON-RESIDENT Cultural Audiences only |                |                           |                          |                                |               |                      |                         | Non-Resident<br>Per Person<br>Expenditure |
|--|--------------------------------------|----------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---|
|  | Refreshments<br>and/or Snacks        | Meals          | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |   |
| City of Albuquerque (NM)   | \$2.91                               | \$10.32        | \$4.45                    | \$0.59                   | \$6.32                         | \$0.69        | \$7.70               | \$1.79                  | \$34.77                                   |
| City of Atlanta (GA)   | \$3.30                               | \$10.17        | \$1.86                    | \$0.92                   | \$2.96                         | \$0.57        | \$5.44               | \$1.57                  | \$26.79                                   |
| Polk County (FL)   | \$8.36                               | \$15.78        | \$9.55                    | \$1.45                   | \$2.99                         | \$0.25        | \$12.55              | \$1.79                  | \$52.72                                   |
| Lee County (FL)  | \$3.09                               | \$14.36        | \$6.55                    | \$0.91                   | \$4.21                         | \$0.00        | \$12.86              | \$0.67                  | \$42.65                                   |
| City of Seattle (WA)   | \$3.80                               | \$18.06        | \$4.62                    | \$2.30                   | \$5.08                         | \$0.08        | \$14.37              | \$2.65                  | \$50.96                                   |
| District of Columbia (DC)* <sup>1</sup>  | \$3.19                               | \$17.94        | \$1.74                    | \$0.41                   | \$5.16                         | \$0.29        | \$6.80               | \$1.54                  | \$37.07                                   |
| City of Baltimore (MD)   | \$1.69                               | \$10.18        | \$3.00                    | \$0.49                   | \$3.61                         | \$0.24        | \$2.94               | \$0.52                  | \$22.67                                   |
| Jefferson County (AL)  | \$7.01                               | \$14.35        | \$6.62                    | \$2.05                   | \$5.25                         | \$0.08        | \$15.42              | \$0.13                  | \$50.91                                   |
| City of Austin (TX)  | \$3.00                               | \$11.49        | \$5.20                    | \$1.92                   | \$7.29                         | \$0.62        | \$10.97              | \$2.38                  | \$42.87                                   |
| City of Indianapolis (IN)  | \$3.46                               | \$15.48        | \$5.17                    | \$0.77                   | \$4.19                         | \$0.16        | \$3.94               | \$0.24                  | \$33.41                                   |
| City and County of San Francisco (CA)*   | \$1.84                               | \$14.43        | \$0.74                    | \$1.42                   | \$4.90                         | \$0.85        | \$3.95               | \$0.35                  | \$28.48                                   |
| Prince George's County (MD)  | \$1.78                               | \$7.11         | \$2.66                    | \$0.13                   | \$4.07                         | \$0.01        | \$4.51               | \$0.58                  | \$20.85                                   |
| Bergen County (NJ)   | \$2.32                               | \$19.96        | \$1.34                    | \$0.43                   | \$4.21                         | \$0.75        | \$5.56               | \$0.83                  | \$35.40                                   |
| Wake County (NC)   | \$2.09                               | \$13.08        | \$4.08                    | \$1.33                   | \$7.00                         | \$0.32        | \$6.97               | \$1.22                  | \$36.09                                   |
| Fairfield County (CT)  | \$3.80                               | \$12.32        | \$2.26                    | \$0.99                   | \$3.64                         | \$0.37        | \$1.14               | \$1.32                  | \$25.84                                   |
| Mecklenburg County (NC)  | \$4.07                               | \$14.69        | \$3.67                    | \$0.82                   | \$4.53                         | \$0.49        | \$13.06              | \$0.25                  | \$41.58                                   |
| Greater Memphis Area (TN)  | \$4.10                               | \$16.18        | \$5.92                    | \$1.91                   | \$6.96                         | \$0.38        | \$18.58              | \$0.61                  | \$54.64                                   |
| City of San Jose (CA)***   | \$2.63                               | \$15.74        | \$1.08                    | \$0.64                   | \$4.52                         | \$1.51        | \$8.91               | \$0.65                  | \$35.68                                   |
| Westchester County (NY)  | \$3.10                               | \$13.60        | \$1.98                    | \$2.68                   | \$4.08                         | \$0.48        | \$4.30               | \$0.61                  | \$30.83                                   |
| Montgomery County (MD)   | \$1.89                               | \$14.48        | \$0.94                    | \$0.66                   | \$1.61                         | \$0.09        | \$9.91               | \$0.56                  | \$30.14                                   |
| <b>Group E Average</b>   | <b>\$3.37</b>                        | <b>\$13.99</b> | <b>\$3.67</b>             | <b>\$1.14</b>            | <b>\$4.63</b>                  | <b>\$0.41</b> | <b>\$8.49</b>        | <b>\$1.01</b>           | <b>\$36.72</b>                            |
| Percent of Group E Total   | 9.2%                                 | 38.1%          | 10.0%                     | 3.1%                     | 12.6%                          | 1.1%          | 23.1%                | 2.8%                    | 100.0%                                    |
| Average <u>Excluding</u> Outliers/Exclusions                                   | \$3.52                               | \$13.62        | \$4.11                    | \$1.20                   | \$4.59                         | \$0.33        | \$8.84               | \$1.04                  | \$37.24                                   |
| Group E Median   | \$3.10                               | \$14.40        | \$3.34                    | \$0.92                   | \$4.37                         | \$0.35        | \$7.34               | \$0.66                  | \$35.54                                   |

**Table 24:**  
**Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | NON-RESIDENT Cultural Audiences only |                |                           |                          |                                |               |                      |                         | Non-Resident<br>Per Person<br>Expenditure |
|---|--------------------------------------|----------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---|
|   | Refreshments<br>and/or Snacks        | Meals          | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |   |
| Pima County (AZ)  | \$4.45                               | \$14.22        | \$4.15                    | \$0.90                   | \$6.42                         | \$0.00        | \$8.51               | \$0.18                  | \$38.83                                   |
| Fairfax County (VA)   | \$2.81                               | \$8.90         | \$2.16                    | \$1.05                   | \$2.61                         | \$0.55        | \$2.81               | \$3.02                  | \$23.91                                   |
| Orange County (FL)  | \$5.88                               | \$12.60        | \$2.81                    | \$1.98                   | \$6.63                         | \$0.17        | \$9.62               | \$0.82                  | \$40.51                                   |
| Greater Columbus Area (OH)  | \$3.10                               | \$9.21         | \$1.78                    | \$0.93                   | \$3.14                         | \$0.21        | \$4.65               | \$0.81                  | \$23.83                                   |
| Allegheny County (PA)   | \$2.04                               | \$16.30        | \$1.80                    | \$2.03                   | \$6.72                         | \$0.20        | \$6.68               | \$0.46                  | \$36.23                                   |
| City of San Diego (CA)***   | \$9.59                               | \$13.74        | \$9.39                    | \$4.69                   | \$6.04                         | \$2.54        | \$14.12              | \$0.28                  | \$60.39                                   |
| City of Dallas (TX)   | \$6.70                               | \$14.03        | \$2.88                    | \$2.93                   | \$4.99                         | \$0.43        | \$12.17              | \$1.43                  | \$45.56                                   |
| Palm Beach County (FL)  | \$7.91                               | \$10.81        | \$2.43                    | \$1.68                   | \$3.57                         | \$0.07        | \$4.44               | \$0.26                  | \$31.17                                   |
| Greater St. Louis Area (MO)   | \$3.71                               | \$11.82        | \$3.06                    | \$1.84                   | \$5.01                         | \$0.25        | \$7.90               | \$1.19                  | \$34.78                                   |
| City of San Antonio (TX)  | \$1.88                               | \$8.87         | \$3.62                    | \$1.47                   | \$0.90                         | \$0.20        | \$4.13               | \$0.66                  | \$21.73                                   |
| Sacramento County (CA)  | \$2.90                               | \$12.07        | \$1.72                    | \$0.62                   | \$4.49                         | \$0.21        | \$4.26               | \$0.42                  | \$26.69                                   |
| City and County of Philadelphia (PA)  | \$4.00                               | \$17.02        | \$2.46                    | \$1.05                   | \$5.45                         | \$0.23        | \$9.46               | \$0.43                  | \$40.10                                   |
| City of Phoenix (AZ)  | \$4.18                               | \$17.50        | \$4.94                    | \$2.02                   | \$7.31                         | \$0.29        | \$13.95              | \$1.66                  | \$51.85                                   |
| Broward County (FL)   | \$3.74                               | \$12.27        | \$1.57                    | \$3.91                   | \$5.16                         | \$1.05        | \$5.99               | \$0.91                  | \$34.60                                   |
| Santa Clara County (CA)   | \$2.49                               | \$14.32        | \$2.18                    | \$0.49                   | \$4.07                         | \$0.98        | \$6.49               | \$0.70                  | \$31.72                                   |
| Tarrant County (TX)   | \$3.00                               | \$11.39        | \$3.07                    | \$1.66                   | \$2.61                         | \$0.69        | \$6.54               | \$0.12                  | \$29.08                                   |
| Clark County (NV)   | \$5.48                               | \$22.00        | \$6.02                    | \$6.08                   | \$13.10                        | \$3.63        | \$9.33               | \$0.46                  | \$66.10                                   |
| Riverside County (CA)   | \$6.70                               | \$21.93        | \$6.41                    | \$0.66                   | \$3.38                         | \$1.52        | \$9.19               | \$1.56                  | \$51.35                                   |
| Miami-Dade County (FL)  | \$4.75                               | \$18.50        | \$1.85                    | \$3.99                   | \$5.66                         | \$0.72        | \$10.08              | \$1.34                  | \$46.89                                   |
| City of Chicago (IL)  | \$4.58                               | \$18.60        | \$6.18                    | \$0.99                   | \$9.74                         | \$0.65        | \$17.89              | \$0.87                  | \$59.50                                   |
| San Diego County (CA)   | \$9.59                               | \$13.74        | \$9.39                    | \$4.69                   | \$6.04                         | \$2.54        | \$14.12              | \$0.28                  | \$60.39                                   |
| City of Los Angeles (CA)  | \$4.14                               | \$7.39         | \$3.50                    | \$2.23                   | \$7.92                         | \$0.70        | \$7.47               | \$0.65                  | \$34.00                                   |
| Harris County (TX)  | \$3.81                               | \$16.77        | \$4.77                    | \$2.47                   | \$6.10                         | \$0.04        | \$7.26               | \$3.19                  | \$44.41                                   |
| <b>Group F Average</b>  | <b>\$4.67</b>                        | <b>\$14.09</b> | <b>\$3.83</b>             | <b>\$2.19</b>            | <b>\$5.52</b>                  | <b>\$0.78</b> | <b>\$8.57</b>        | <b>\$0.94</b>           | <b>\$40.59</b>                            |
| Percent of Group F Total  | 11.5%                                | 34.7%          | 9.4%                      | 5.4%                     | 13.6%                          | 1.9%          | 21.1%                | 2.3%                    | 100.0%                                    |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$4.45                               | \$14.10        | \$3.58                    | \$2.08                   | \$5.50                         | \$0.70        | \$8.32               | \$0.97                  | \$39.69                                   |
| Group F Median  | \$4.14                               | \$13.74        | \$3.06                    | \$1.84                   | \$5.45                         | \$0.43        | \$7.90               | \$0.70                  | \$38.83                                   |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |                                      |                |                           |                          |                                |               |                      |                         |   |
| <b>Average</b>  | <b>\$3.69</b>                        | <b>\$13.31</b> | <b>\$4.26</b>             | <b>\$1.67</b>            | <b>\$4.75</b>                  | <b>\$0.46</b> | <b>\$9.52</b>        | <b>\$1.45</b>           | <b>\$39.11</b>                            |
| Percent of Total  | 9.4%                                 | 34.0%          | 10.9%                     | 4.3%                     | 12.1%                          | 1.2%          | 24.3%                | 3.7%                    | 100.0%                                    |
| Average <u>Excluding</u> Outliers/Exclusions                                  | \$3.42                               | \$12.60        | \$4.01                    | \$1.56                   | \$4.60                         | \$0.40        | \$8.37               | \$1.35                  | \$36.31                                   |
| Median  | \$3.11                               | \$12.70        | \$3.07                    | \$1.40                   | \$4.32                         | \$0.26        | \$7.34               | \$1.10                  | \$35.16                                   |

**Table 24:**  
**Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | NON-RESIDENT Cultural Audiences only |         |                           |                          |                                |            |                      |                         | Non-Resident<br>Per Person<br>Expenditure |
|---|--------------------------------------|---------|---------------------------|--------------------------|--------------------------------|------------|----------------------|-------------------------|---|
|   | Refreshments<br>and/or Snacks        | Meals   | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care | Overnight<br>Lodging | Other/<br>Miscellaneous |   |
| Greater Portsmouth Area (NH)                                  | \$4.70                               | \$17.88 | \$3.38                    | \$0.75                   | \$2.87                         | \$0.29     | \$11.73              | \$1.65                  | \$43.25                                   |
| Greater Concord Area (NH)                                     | \$3.67                               | \$12.68 | \$2.85                    | \$1.00                   | \$2.96                         | \$0.57     | \$2.51               | \$1.15                  | \$27.39                                   |
| Greater Aberdeen Area (SD)                                    | \$2.01                               | \$12.62 | \$1.92                    | \$1.10                   | \$7.16                         | \$0.17     | \$13.43              | \$4.81                  | \$43.22                                   |
| Centre Region (PA)  | \$3.48                               | \$15.03 | \$10.03                   | \$1.78                   | \$3.74                         | \$0.00     | \$13.54              | \$1.53                  | \$49.13                                   |
| Greater Minot Area (ND)                                       | \$2.49                               | \$8.09  | \$4.65                    | \$3.87                   | \$2.71                         | \$0.00     | \$2.97               | \$0.00                  | \$24.78                                   |
| Creative Corridor in Northwest Iowa (IA)                      | \$3.71                               | \$11.47 | \$2.29                    | \$3.47                   | \$7.98                         | \$0.28     | \$15.87              | \$1.11                  | \$46.18                                   |
| Northern New Hampshire (NH)                                   | \$1.96                               | \$9.79  | \$5.01                    | \$1.83                   | \$2.80                         | \$0.63     | \$7.33               | \$2.67                  | \$32.02                                   |
| Greater Sioux Falls Area (SD)                                 | \$2.27                               | \$13.20 | \$3.07                    | \$2.60                   | \$6.37                         | \$0.36     | \$11.93              | \$3.84                  | \$43.64                                   |
| Greater Athens Area (GA)                                      | \$5.33                               | \$13.06 | \$5.23                    | \$2.73                   | \$5.36                         | \$2.20     | \$10.91              | \$3.69                  | \$48.51                                   |
| Greater Rockford Area (IL)                                    | \$1.98                               | \$10.51 | \$2.20                    | \$0.54                   | \$3.27                         | \$0.17     | \$4.85               | \$0.57                  | \$24.09                                   |
| Greater Peoria Area (IL)                                      | \$1.39                               | \$8.95  | \$1.49                    | \$0.64                   | \$5.31                         | \$0.41     | \$5.98               | \$2.65                  | \$26.82                                   |
| Greater Fox Cities Region (WI)                                | \$2.25                               | \$13.64 | \$1.32                    | \$0.34                   | \$2.87                         | \$0.31     | \$5.75               | \$4.42                  | \$30.90                                   |
| Northern Tier Region (PA)                                     | \$2.11                               | \$9.23  | \$1.43                    | \$0.18                   | \$2.33                         | \$0.30     | \$3.41               | \$0.45                  | \$19.44                                   |
| Northwest Arkansas Area (AR)                                  | \$2.66                               | \$14.69 | \$3.15                    | \$0.99                   | \$4.90                         | \$0.46     | \$9.10               | \$0.51                  | \$36.46                                   |
| Mahoning Valley Region (OH)                                   | \$1.86                               | \$8.30  | \$3.17                    | \$3.39                   | \$6.43                         | \$0.09     | \$5.27               | \$3.09                  | \$31.60                                   |
| Iowa Cultural Corridor (IA)                                   | \$2.80                               | \$12.26 | \$4.69                    | \$2.06                   | \$5.82                         | \$0.00     | \$11.08              | \$0.04                  | \$38.75                                   |
| Pikes Peak Region (CO)  | \$8.03                               | \$17.99 | \$3.57                    | \$2.51                   | \$6.42                         | \$2.17     | \$10.15              | \$0.54                  | \$51.38                                   |
| Greater Columbia Area (SC)                                    | \$2.09                               | \$7.34  | \$0.58                    | \$0.21                   | \$3.41                         | \$0.04     | \$12.62              | \$1.23                  | \$27.52                                   |
| Lehigh Valley Region (PA)                                     | \$2.43                               | \$9.47  | \$3.89                    | \$0.45                   | \$4.65                         | \$0.13     | \$9.40               | \$0.35                  | \$30.77                                   |
| West Valley Region (AZ)                                       | \$2.57                               | \$8.60  | \$5.04                    | \$1.05                   | \$4.89                         | \$0.18     | \$2.42               | \$0.63                  | \$25.38                                   |
| Greater Harrisburg Area (PA)                                  | \$1.31                               | \$9.62  | \$0.91                    | \$2.26                   | \$2.74                         | \$0.56     | \$0.67               | \$0.20                  | \$18.27                                   |
| Greater Hartford Area (CT)                                    | \$6.38                               | \$11.06 | \$2.42                    | \$0.49                   | \$4.56                         | \$0.12     | \$4.50               | \$0.49                  | \$30.02                                   |
| Greater Portland Area (OR)                                    | \$3.24                               | \$15.63 | \$1.85                    | \$1.85                   | \$3.64                         | \$0.06     | \$16.85              | \$0.02                  | \$43.14                                   |
| Metropolitan Kansas City Area (MO/KS)                         | \$4.32                               | \$16.09 | \$3.42                    | \$2.32                   | \$5.46                         | \$0.52     | \$13.11              | \$1.94                  | \$47.18                                   |
| Greater Milwaukee Area (WI)                                   | \$2.77                               | \$9.12  | \$2.55                    | \$1.16                   | \$5.20                         | \$0.10     | \$4.66               | \$0.83                  | \$26.39                                   |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 24:**  
**Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | NON-RESIDENT Cultural Audiences only |                |                           |                          |                                |               |                      |                         | Non-Resident<br>Per Person<br>Expenditure |
|---|--------------------------------------|----------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---|
|   | Refreshments<br>and/or Snacks        | Meals          | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |   |
| Central Florida Region (FL)                                   | \$6.87                               | \$16.82        | \$4.82                    | \$2.84                   | \$9.26                         | \$0.14        | \$21.10              | \$1.58                  | \$63.43                                   |
| Greater Washington DC Region (DC/MD/VA) <sup>1</sup>          | \$2.37                               | \$14.74        | \$2.41                    | \$0.56                   | \$4.38                         | \$0.19        | \$7.92               | \$1.22                  | \$33.79                                   |
| Greater Philadelphia Region (PA)                              | \$3.70                               | \$16.92        | \$3.41                    | \$0.50                   | \$6.55                         | \$0.25        | \$13.01              | \$0.66                  | \$45.00                                   |
| Southeastern Michigan Region (MI)                             | \$0.82                               | \$7.16         | \$5.73                    | \$0.88                   | \$2.50                         | \$2.38        | \$9.52               | \$3.57                  | \$32.56                                   |
| Greater Houston Area (TX)                                     | \$4.61                               | \$17.38        | \$5.90                    | \$3.32                   | \$6.42                         | \$0.00        | \$13.96              | \$4.22                  | \$55.81                                   |
| North Texas Region (TX) <sup>1</sup>                          | \$3.62                               | \$12.98        | \$4.08                    | \$1.48                   | \$4.28                         | \$0.11        | \$17.13              | \$1.26                  | \$44.94                                   |
| <b>Regional Average</b>                                       | <b>\$3.22</b>                        | <b>\$12.33</b> | <b>\$3.43</b>             | <b>\$1.59</b>            | <b>\$4.75</b>                  | <b>\$0.43</b> | <b>\$9.44</b>        | <b>\$1.64</b>           | <b>\$36.83</b>                            |
| Percent of Regional Total                                     | 8.7%                                 | 33.5%          | 9.3%                      | 4.3%                     | 12.9%                          | 1.2%          | 25.6%                | 4.5%                    | 100.0%                                    |
| Regional Median   | \$2.66                               | \$12.62        | \$3.17                    | \$1.16                   | \$4.65                         | \$0.19        | \$9.52               | \$1.22                  | \$33.79                                   |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | NON-RESIDENT Cultural Audiences only |                |                           |                          |                                |               |                      |                         | Non-Resident<br>Per Person<br>Expenditure |
|--|--------------------------------------|----------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---|
|  | Refreshments<br>and/or Snacks        | Meals          | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |   |
| State of South Dakota <sup>1</sup>                             | \$2.56                               | \$12.31        | \$2.67                    | \$1.15                   | \$6.31                         | \$0.26        | \$15.37              | \$4.14                  | \$44.77                                   |
| State of Delaware  | \$3.29                               | \$16.68        | \$6.63                    | \$1.80                   | \$6.55                         | \$0.17        | \$16.82              | \$3.99                  | \$55.93                                   |
| State of Hawai'i   | \$5.25                               | \$12.03        | \$5.49                    | \$6.88                   | \$5.36                         | \$1.08        | \$9.63               | \$0.56                  | \$46.28                                   |
| State of New Hampshire <sup>1</sup>                            | \$3.54                               | \$13.59        | \$4.03                    | \$1.18                   | \$3.62                         | \$0.54        | \$7.46               | \$0.74                  | \$34.70                                   |
| State of Nebraska <sup>1</sup>                                 | \$2.15                               | \$13.45        | \$3.53                    | \$1.23                   | \$5.99                         | \$0.19        | \$11.90              | \$2.59                  | \$41.03                                   |
| State of Connecticut <sup>1</sup>                              | \$3.58                               | \$12.10        | \$2.94                    | \$0.45                   | \$5.34                         | \$0.76        | \$8.11               | \$2.11                  | \$35.39                                   |
| State of Wisconsin <sup>1</sup>                                | \$2.17                               | \$10.27        | \$2.13                    | \$1.27                   | \$5.28                         | \$0.36        | \$9.17               | \$2.37                  | \$33.02                                   |
| State of North Carolina <sup>1</sup>                           | \$4.33                               | \$16.44        | \$7.84                    | \$1.85                   | \$8.71                         | \$0.30        | \$21.00              | \$3.32                  | \$63.79                                   |
| State of Pennsylvania <sup>1</sup>                             | \$3.17                               | \$14.97        | \$3.83                    | \$1.09                   | \$5.19                         | \$0.21        | \$13.47              | \$0.47                  | \$42.40                                   |
| State of Illinois <sup>1</sup>                                 | \$3.59                               | \$16.58        | \$6.27                    | \$1.14                   | \$8.25                         | \$0.58        | \$18.29              | \$1.12                  | \$55.82                                   |
| <b>Statewide Average</b>                                       | <b>\$3.36</b>                        | <b>\$13.84</b> | <b>\$4.54</b>             | <b>\$1.80</b>            | <b>\$6.06</b>                  | <b>\$0.45</b> | <b>\$13.12</b>       | <b>\$2.14</b>           | <b>\$45.31</b>                            |
| Percent of Statewide Total                                     | 7.4%                                 | 30.5%          | 10.0%                     | 4.0%                     | 13.4%                          | 1.0%          | 29.0%                | 4.7%                    | 100.0%                                    |
| Statewide Median   | \$3.42                               | \$13.52        | \$3.93                    | \$1.21                   | \$5.68                         | \$0.33        | \$12.69              | \$2.24                  | \$43.59                                   |



**Table 24:**  
**Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | NON-RESIDENT Cultural Audiences only |                |                           |                          |                                |               |                      |                         | Non-Resident<br>Per Person<br>Expenditure |
|---|--------------------------------------|----------------|---------------------------|--------------------------|--------------------------------|---------------|----------------------|-------------------------|---|
|   | Refreshments<br>and/or Snacks        | Meals          | Souvenirs<br>and/or Gifts | Clothing/<br>Accessories | Local Ground<br>Transportation | Child Care    | Overnight<br>Lodging | Other/<br>Miscellaneous |   |
| Grand Center Arts District (St. Louis, MO)                      | \$5.19                               | \$11.52        | \$1.83                    | \$1.90                   | \$6.11                         | \$0.11        | \$7.10               | \$1.97                  | \$35.73                                   |
| Dallas Arts District (Dallas, TX)                               | \$6.96                               | \$14.75        | \$1.90                    | \$3.58                   | \$5.52                         | \$0.56        | \$8.25               | \$2.13                  | \$43.65                                   |
| <b>Arts District Average</b>                                    | <b>\$6.08</b>                        | <b>\$13.14</b> | <b>\$1.87</b>             | <b>\$2.74</b>            | <b>\$5.82</b>                  | <b>\$0.34</b> | <b>\$7.68</b>        | <b>\$2.05</b>           | <b>\$39.69</b>                            |
| Percent of Arts District Total                                  | 15.3%                                | 33.1%          | 4.7%                      | 6.9%                     | 14.7%                          | 0.8%          | 19.3%                | 5.2%                    | 100.0%                                    |

|   |        |         |        |        |        |        |         |        |         |
|---|--------|---------|--------|--------|--------|--------|---------|--------|---------|
| Average for all 122,430 Audience Surveys Used for CITY/COUNTY Analyses (where appropriate)                                      |        |         |        |        |        |        |         |        |         |
|   | \$3.74 | \$13.65 | \$3.78 | \$1.62 | \$4.83 | \$0.38 | \$10.39 | \$1.57 | \$39.96 |
| Average for all 40,379 Audience Surveys Used for Multi-City and Multi-County REGIONAL Study Region Analyses (where appropriate) |        |         |        |        |        |        |         |        |         |
|   | \$3.58 | \$13.91 | \$3.57 | \$1.56 | \$5.71 | \$0.29 | \$11.95 | \$1.76 | \$42.33 |
| Average for all 52,714 Audience Surveys Used for STATEWIDE Analyses (where appropriate)   |        |         |        |        |        |        |         |        |         |
|   | \$3.52 | \$14.74 | \$5.31 | \$1.48 | \$6.55 | \$0.35 | \$15.10 | \$2.27 | \$49.32 |

**Explanation of the Outliers and Exclusions:**

- \* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.
- \*\* The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.
- \*\*\* The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

**Table Notes:**

- <sup>1</sup> To calculate the total estimated audience expenditures in these multi-city/multi-county and statewide study regions, the individual findings for the less-populated participating communities in each region were summed first. The regional or statewide residency percentages and per person spending averages were then applied to any additional data collected for the region or state (if applicable), and the result was added to the sum of the individual communities. Therefore, the total audience expenditures do not equal the average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance.

## Explanation of Table 25: Travel Party Characteristics of Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

This table presents the travel party characteristics of the respondents to the audience-intercept survey in each participating study region during 2011. Residents are attendees who reside within the county in which the nonprofit arts and culture event at which they were surveyed took place (within the multi-county region for regional analyses, and within the state for statewide analyses). Non-residents are attendees who reside outside the county in which the nonprofit arts and culture event at which they were surveyed took place (outside the multi-county region for regional analyses, and outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group. (Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.)

### Columns Two through Four:

The average number of adults (18 years of age or older), the average number of children (younger than 18 years of age), and the average number of people in total (adults plus children) in each travel party for which an audience-intercept survey was completed by a resident.

### Column Five:

The average number nights that resident audience-intercept survey respondents reported that they would spend away from their primary residence as a direct result of attending the arts event, performance, or exhibit where they completed the survey.

### Columns Six through Eight:

The average number of adults (18 years of age or older), the average number of children (younger than 18 years of age), and the average number of people in total (adults plus children) in each travel party for which an audience-intercept survey was completed by a non-resident.

### Column Nine:

The average number nights that non-resident audience-intercept survey respondents reported that they would spend away from their primary residence as a direct result of attending the arts event, performance, or exhibit where they completed the survey.

### Column Ten:

The percentage of non-resident audience-intercept survey respondents who reported spending any dollars on overnight lodging located within the study region as a direct result of attending the event, performance, or exhibit where they completed the survey.

### Column Eleven:

The average per person expenditure made by only those non-resident audience members who reported any overnight lodging expenses for the purpose of or as a direct result of attending nonprofit arts and culture events.

### Columns Twelve through Fifteen:

The primary purpose(s) that non-resident audience-intercept survey respondents reported for their travel to the participating study region. Reasons include specifically to attend the arts event where they were surveyed, for a vacation or holiday, to visit friends and/or relatives, or other (the "other" category includes work/business, for a combination of business and pleasure, for personal business, and other miscellaneous responses).

**Table 25:**  
**Travel Party Characteristics of Attendees to**  
**Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | RESIDENT Cultural Audiences |             |             |                | NON-RESIDENT Cultural Audiences |             |             |                |                       |                 | NON-RESIDENTS -- Reason for Trip |                      |                       |              |
|---|-----------------------------|-------------|-------------|----------------|---------------------------------|-------------|-------------|----------------|-----------------------|-----------------|----------------------------------|----------------------|-----------------------|--------------|
|   | Average Travel Party Size   |             |             | Nights<br>Away | Average Travel Party Size       |             |             | Nights<br>Away | With Lodging Expenses |                 | To Attend<br>Arts Event          | Vacation/<br>Holiday | Friends/<br>Relatives | Other        |
|   | Adults                      | Child.      | Total       |                | Adults                          | Child.      | Total       |                | Percent               | Per Person \$   |                                  |                      |                       |              |
| City of Gunnison (CO) <sup>1</sup>  | 2.47                        | 0.28        | 2.75        | 0.11           | 2.58                            | 0.15        | 2.73        | 0.78           | 12.5%                 | \$90.27         | 32.5%                            | 27.5%                | 25.0%                 | 15.0%        |
| Town of Telluride (CO) <sup>1</sup>   | 2.23                        | 0.50        | 2.73        | 0.15           | 3.07                            | 0.42        | 3.49        | 2.57           | 34.6%                 | \$382.29        | 58.7%                            | 28.9%                | 6.0%                  | 6.4%         |
| Town of Crested Butte (CO)  | 2.32                        | 0.48        | 2.80        | 0.07           | 2.72                            | 0.48        | 3.20        | 1.69           | 20.7%                 | \$218.09        | 42.9%                            | 39.9%                | 9.9%                  | 7.2%         |
| Town of Newmarket (NH) <sup>1</sup>   | 1.84                        | 0.16        | 2.00        | 0.09           | 2.30                            | 0.30        | 2.60        | 0.53           | 3.3%                  | \$193.75        | 61.7%                            | 16.7%                | 11.7%                 | 10.0%        |
| Greater Ketchikan Area (AK) <sup>1</sup>                                      | 1.88                        | 0.43        | 2.31        | 0.09           | 2.50                            | 0.06        | 2.56        | 2.17           | 22.2%                 | \$187.33        | 38.9%                            | 16.7%                | 11.1%                 | 33.3%        |
| Gunnison County (CO)  | 2.37                        | 0.41        | 2.78        | 0.08           | 2.70                            | 0.45        | 3.15        | 1.60           | 19.8%                 | \$209.45        | 41.8%                            | 38.6%                | 11.5%                 | 8.1%         |
| City of Durango (CO)  | 2.26                        | 0.17        | 2.43        | 0.09           | 2.46                            | 0.31        | 2.77        | 0.96           | 19.9%                 | \$153.89        | 56.0%                            | 27.3%                | 6.0%                  | 10.7%        |
| Teton County (WY)   | 2.13                        | 0.19        | 2.32        | 0.02           | 2.45                            | 0.25        | 2.70        | 1.55           | 22.8%                 | \$262.62        | 45.7%                            | 35.5%                | 10.2%                 | 8.6%         |
| City of Laguna Beach (CA)   | 2.25                        | 0.22        | 2.47        | 0.13           | 2.70                            | 0.35        | 3.05        | 0.62           | 11.6%                 | \$165.19        | 68.2%                            | 17.2%                | 3.5%                  | 11.1%        |
| City of Fairfax (VA)  | 2.01                        | 0.34        | 2.35        | 0.11           | 2.63                            | 0.32        | 2.95        | 0.46           | 3.1%                  | \$160.96        | 78.5%                            | 10.0%                | 5.4%                  | 6.1%         |
| City of Auburn (NY)   | 2.24                        | 0.15        | 2.39        | 0.03           | 2.46                            | 0.17        | 2.63        | 0.48           | 10.1%                 | \$194.00        | 67.7%                            | 10.7%                | 11.0%                 | 10.7%        |
| City of Slidell (LA)  | 2.40                        | 0.69        | 3.09        | 0.06           | 2.45                            | 0.48        | 2.93        | 0.46           | 0.0%                  | n/a             | 65.7%                            | 7.5%                 | 16.4%                 | 10.5%        |
| City of Winter Park (FL) <sup>1</sup>   | 2.05                        | 0.26        | 2.31        | 0.13           | 2.48                            | 0.18        | 2.66        | 0.67           | 8.7%                  | \$152.32        | 12.7%                            | 71.4%                | 10.6%                 | 5.3%         |
| Greater Elkins Area (WV) <sup>1</sup>   | 1.44                        | 0.62        | 2.06        | 0.08           | 1.87                            | 0.26        | 2.13        | 2.79           | 22.7%                 | \$164.26        | 60.8%                            | 21.6%                | 5.2%                  | 12.4%        |
| Transylvania County (NC)  | 2.26                        | 0.07        | 2.33        | 0.08           | 2.56                            | 0.16        | 2.72        | 0.77           | 13.2%                 | \$177.98        | 69.2%                            | 17.8%                | 7.6%                  | 5.3%         |
| City of Rochester (NH)  | 2.55                        | 0.48        | 3.03        | 0.29           | 2.57                            | 0.38        | 2.95        | 0.45           | 3.3%                  | \$91.76         | 65.8%                            | 12.5%                | 8.8%                  | 12.9%        |
| City and Borough of Juneau (AK) <sup>1</sup>                                  | 2.09                        | 0.34        | 2.43        | 0.07           | 2.05                            | 0.29        | 2.34        | 0.71           | 9.5%                  | \$132.00        | 66.7%                            | 14.3%                | 0.0%                  | 19.1%        |
| Princeton (NJ)  | 2.04                        | 0.33        | 2.37        | 0.09           | 2.52                            | 0.33        | 2.85        | 0.32           | 7.2%                  | \$175.18        | 73.4%                            | 11.3%                | 4.8%                  | 10.4%        |
| Platte County (NE)  | 1.94                        | 0.54        | 2.48        | 0.06           | 2.61                            | 0.47        | 3.08        | 0.74           | 20.4%                 | \$171.87        | 68.6%                            | 15.3%                | 8.8%                  | 7.3%         |
| Adams County (NE)   | 2.29                        | 0.14        | 2.43        | 0.03           | 2.04                            | 0.33        | 2.37        | 0.65           | 13.6%                 | \$123.64        | 72.8%                            | 8.7%                 | 3.3%                  | 15.3%        |
| City of Fairbanks (AK) <sup>1</sup>   | 2.13                        | 0.17        | 2.30        | 0.11           | 2.36                            | 0.21        | 2.57        | 0.87           | 20.5%                 | \$106.77        | 35.9%                            | 38.5%                | 7.7%                  | 17.9%        |
| City of West Hollywood (CA)   | 2.13                        | 0.12        | 2.25        | 0.35           | 1.93                            | 0.05        | 1.98        | 0.86           | 7.3%                  | \$232.17        | 70.0%                            | 18.2%                | 3.6%                  | 8.2%         |
| City of Pittsfield (MA) <sup>1</sup>  | 2.33                        | 0.54        | 2.87        | 0.00           | 2.43                            | 0.43        | 2.86        | 0.91           | 8.7%                  | \$97.95         | 52.2%                            | 30.4%                | 13.0%                 | 4.3%         |
| Windham County (VT)   | 1.85                        | 0.11        | 1.96        | 0.03           | 2.15                            | 0.10        | 2.25        | 0.72           | 12.0%                 | \$177.08        | 73.4%                            | 15.2%                | 4.4%                  | 7.0%         |
| Iron County (UT)  | 2.19                        | 0.56        | 2.75        | 0.05           | 2.64                            | 0.35        | 2.99        | 1.81           | 64.1%                 | \$166.18        | 73.9%                            | 19.0%                | 3.3%                  | 3.9%         |
| Watauga County (NC) <sup>1</sup>  | 2.15                        | 0.33        | 2.48        | 0.04           | 2.17                            | 0.18        | 2.35        | 0.85           | 16.3%                 | \$131.00        | 49.8%                            | 24.5%                | 17.6%                 | 8.1%         |
| Buffalo County (NE)   | 2.55                        | 0.39        | 2.94        | 0.08           | 2.85                            | 0.43        | 3.28        | 0.43           | 10.9%                 | \$121.45        | 64.6%                            | 17.0%                | 8.3%                  | 10.0%        |
| <b>Group A Average</b>  | <b>2.16</b>                 | <b>0.33</b> | <b>2.50</b> | <b>0.09</b>    | <b>2.45</b>                     | <b>0.29</b> | <b>2.75</b> | <b>1.02</b>    | <b>15.5%</b>          | <b>\$170.75</b> | <b>58.1%</b>                     | <b>22.7%</b>         | <b>8.7%</b>           | <b>10.6%</b> |
| <b>Group A Median</b>   | <b>2.19</b>                 | <b>0.33</b> | <b>2.43</b> | <b>0.08</b>    | <b>2.48</b>                     | <b>0.31</b> | <b>2.73</b> | <b>0.77</b>    | <b>12.5%</b>          | <b>\$165.69</b> | <b>64.6%</b>                     | <b>17.8%</b>         | <b>8.3%</b>           | <b>10.0%</b> |

**Table 25:**  
**Travel Party Characteristics of Attendees to**  
**Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | RESIDENT Cultural Audiences |             |             |                | NON-RESIDENT Cultural Audiences |             |             |                |                       |                 | NON-RESIDENTS -- Reason for Trip |                      |                       |              |
|--|-----------------------------|-------------|-------------|----------------|---------------------------------|-------------|-------------|----------------|-----------------------|-----------------|----------------------------------|----------------------|-----------------------|--------------|
|  | Average Travel Party Size   |             |             | Nights<br>Away | Average Travel Party Size       |             |             | Nights<br>Away | With Lodging Expenses |                 | To Attend<br>Arts Event          | Vacation/<br>Holiday | Friends/<br>Relatives | Other        |
|  | Adults                      | Child.      | Total       |                | Adults                          | Child.      | Total       |                | Percent               | Per Person \$   |                                  |                      |                       |              |
|  |                             |             |             |                |                                 |             |             |                |                       |                 |                                  |                      |                       |              |
| Chenango County (NY)   | 2.18                        | 0.34        | 2.52        | 0.06           | 2.68                            | 0.12        | 2.80        | 0.49           | 9.3%                  | \$118.50        | 79.7%                            | 10.7%                | 4.3%                  | 5.3%         |
| City of La Crosse (WI)   | 2.34                        | 0.22        | 2.56        | 0.11           | 2.61                            | 0.28        | 2.89        | 0.36           | 10.4%                 | \$81.94         | 63.9%                            | 15.3%                | 9.4%                  | 11.5%        |
| Lenoir County (NC)   | 2.29                        | 0.82        | 3.11        | 0.12           | 2.23                            | 0.45        | 2.68        | 0.48           | 14.5%                 | \$155.94        | 50.3%                            | 20.4%                | 9.9%                  | 19.4%        |
| City of Dubuque (IA)   | 2.43                        | 0.33        | 2.76        | 0.11           | 2.53                            | 0.45        | 2.98        | 0.70           | 21.4%                 | \$125.73        | 61.4%                            | 15.9%                | 10.1%                 | 12.6%        |
| Greater Enid Area (OK)   | 2.04                        | 0.62        | 2.66        | 0.09           | 2.04                            | 0.72        | 2.76        | 0.65           | 26.9%                 | \$117.15        | 56.2%                            | 12.9%                | 16.5%                 | 14.5%        |
| City of Flagstaff (AZ)   | 2.29                        | 0.21        | 2.50        | 0.11           | 2.44                            | 0.29        | 2.73        | 1.16           | 27.7%                 | \$118.87        | 53.3%                            | 26.0%                | 9.4%                  | 11.3%        |
| City of Portland (ME)  | 2.27                        | 0.21        | 2.48        | 0.07           | 2.46                            | 0.28        | 2.74        | 0.46           | 8.5%                  | \$172.35        | 59.5%                            | 25.9%                | 7.1%                  | 7.5%         |
| Athens County (OH)   | 2.26                        | 0.33        | 2.59        | 0.14           | 2.89                            | 0.16        | 3.05        | 0.80           | 17.1%                 | \$152.60        | 67.8%                            | 11.1%                | 4.6%                  | 16.4%        |
| Rutherford County (NC)   | 2.13                        | 0.42        | 2.55        | 0.03           | 2.41                            | 0.58        | 2.99        | 0.58           | 4.1%                  | \$137.76        | 54.3%                            | 22.8%                | 10.5%                 | 12.3%        |
| City of Walnut Creek (CA)  | 2.29                        | 0.17        | 2.46        | 0.17           | 2.58                            | 0.08        | 2.66        | 0.30           | 2.9%                  | \$131.94        | 74.8%                            | 14.2%                | 5.5%                  | 5.5%         |
| City of Missoula (MT)  | 2.13                        | 0.28        | 2.41        | 0.08           | 2.26                            | 0.28        | 2.54        | 0.85           | 14.6%                 | \$204.07        | 57.6%                            | 15.2%                | 12.6%                 | 14.6%        |
| City of Bloomington (IN)   | 2.09                        | 0.40        | 2.49        | 0.08           | 2.43                            | 0.45        | 2.88        | 0.72           | 15.7%                 | \$156.69        | 53.1%                            | 11.8%                | 14.7%                 | 20.4%        |
| City of Miami Beach (FL)   | 2.15                        | 0.16        | 2.31        | 0.20           | 2.46                            | 0.07        | 2.53        | 0.44           | 8.6%                  | \$259.99        | 75.7%                            | 12.9%                | 4.3%                  | 7.2%         |
| Greater Parkersburg Area (WV)  | 2.54                        | 0.37        | 2.91        | 0.10           | 2.79                            | 0.31        | 3.10        | 0.30           | 4.2%                  | \$140.55        | 79.4%                            | 10.3%                | 4.2%                  | 6.1%         |
| Moore County (NC)  | 2.15                        | 0.20        | 2.35        | 0.08           | 2.70                            | 0.20        | 2.90        | 0.32           | 4.6%                  | \$163.82        | 58.7%                            | 26.6%                | 9.2%                  | 5.5%         |
| Indiana County (PA)  | 2.14                        | 0.22        | 2.36        | 0.04           | 2.42                            | 0.15        | 2.57        | 0.26           | 4.5%                  | \$82.85         | 31.2%                            | 18.0%                | 17.7%                 | 33.1%        |
| Buchanan County (MO)   | 2.18                        | 0.49        | 2.67        | 0.15           | 2.53                            | 0.45        | 2.98        | 0.43           | 5.2%                  | \$64.41         | 65.3%                            | 12.7%                | 10.8%                 | 11.2%        |
| City of Boulder (CO) <sup>1</sup>  | 1.91                        | 0.19        | 2.10        | 0.09           | 2.20                            | 0.24        | 2.44        | 0.60           | 9.1%                  | \$176.14        | 61.0%                            | 16.9%                | 3.2%                  | 18.8%        |
| Eau Claire County (WI)   | 2.47                        | 0.57        | 3.04        | 0.11           | 2.83                            | 0.56        | 3.39        | 0.36           | 5.3%                  | \$97.59         | 66.3%                            | 16.4%                | 6.9%                  | 10.4%        |
| <b>Group B Average</b>   | <b>2.23</b>                 | <b>0.34</b> | <b>2.57</b> | <b>0.10</b>    | <b>2.50</b>                     | <b>0.32</b> | <b>2.82</b> | <b>0.54</b>    | <b>11.3%</b>          | <b>\$139.94</b> | <b>61.6%</b>                     | <b>16.6%</b>         | <b>9.0%</b>           | <b>12.8%</b> |
| <b>Group B Median</b>  | <b>2.18</b>                 | <b>0.33</b> | <b>2.52</b> | <b>0.10</b>    | <b>2.46</b>                     | <b>0.28</b> | <b>2.80</b> | <b>0.48</b>    | <b>9.1%</b>           | <b>\$137.76</b> | <b>61.0%</b>                     | <b>15.3%</b>         | <b>9.4%</b>           | <b>11.5%</b> |

**Table 25:**  
**Travel Party Characteristics of Attendees to**  
**Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | RESIDENT Cultural Audiences |             |             |                | NON-RESIDENT Cultural Audiences |             |             |                |                       |                 | NON-RESIDENTS -- Reason for Trip |                      |                       |              |
|--|-----------------------------|-------------|-------------|----------------|---------------------------------|-------------|-------------|----------------|-----------------------|-----------------|----------------------------------|----------------------|-----------------------|--------------|
|  | Average Travel Party Size   |             |             | Nights<br>Away | Average Travel Party Size       |             |             | Nights<br>Away | With Lodging Expenses |                 | To Attend<br>Arts Event          | Vacation/<br>Holiday | Friends/<br>Relatives | Other        |
|  | Adults                      | Child.      | Total       |                | Adults                          | Child.      | Total       |                | Percent               | Per Person \$   |                                  |                      |                       |              |
| City of Rochester (MN)   | 2.34                        | 0.38        | 2.72        | 0.11           | 2.73                            | 0.29        | 3.02        | 0.54           | 7.7%                  | \$139.25        | 68.4%                            | 9.2%                 | 6.0%                  | 16.4%        |
| Tompkins County (NY)   | 2.27                        | 0.30        | 2.57        | 0.08           | 2.53                            | 0.23        | 2.76        | 0.48           | 10.2%                 | \$191.35        | 56.7%                            | 12.2%                | 9.1%                  | 22.0%        |
| Wayne County (NC)  | 2.34                        | 0.56        | 2.90        | 0.15           | 2.43                            | 0.49        | 2.92        | 0.63           | 2.0%                  | \$115.22        | 44.0%                            | 36.0%                | 10.7%                 | 9.4%         |
| City of McKinney (TX)  | 2.57                        | 0.53        | 3.10        | 0.10           | 2.85                            | 0.53        | 3.38        | 0.32           | 3.9%                  | \$111.86        | 71.2%                            | 15.9%                | 8.8%                  | 4.1%         |
| Orange County (NC)   | 1.95                        | 0.25        | 2.20        | 0.06           | 2.19                            | 0.26        | 2.45        | 0.28           | 3.0%                  | \$152.45        | 61.6%                            | 19.6%                | 7.9%                  | 10.9%        |
| Town of Cary (NC)  | 2.20                        | 0.42        | 2.62        | 0.06           | 2.10                            | 0.33        | 2.43        | 0.54           | 7.0%                  | \$211.80        | 74.1%                            | 11.2%                | 5.6%                  | 9.1%         |
| Marathon County (WI) <sup>1</sup>  | 2.46                        | 0.29        | 2.75        | 0.07           | 2.24                            | 0.24        | 2.48        | 0.45           | 7.2%                  | \$163.14        | 67.0%                            | 20.6%                | 6.2%                  | 6.2%         |
| Greater Charlottesville Area (VA)  | 2.29                        | 0.18        | 2.47        | 0.10           | 2.40                            | 0.22        | 2.62        | 1.03           | 22.0%                 | \$201.34        | 62.7%                            | 15.6%                | 9.1%                  | 12.6%        |
| City of Fort Collins (CO)  | 2.37                        | 0.22        | 2.59        | 0.08           | 2.44                            | 0.23        | 2.67        | 0.49           | 6.3%                  | \$163.13        | 72.3%                            | 11.3%                | 6.9%                  | 9.4%         |
| Cambria County (PA)  | 2.68                        | 0.19        | 2.87        | 0.12           | 2.83                            | 0.19        | 3.02        | 0.48           | 6.0%                  | \$195.35        | 65.8%                            | 19.2%                | 7.6%                  | 7.4%         |
| City of Alexandria (VA)  | 1.99                        | 0.41        | 2.40        | 0.06           | 2.33                            | 0.40        | 2.73        | 0.23           | 2.4%                  | \$128.72        | 67.7%                            | 21.8%                | 3.1%                  | 7.5%         |
| City of Eugene (OR)  | 1.99                        | 0.32        | 2.31        | 0.12           | 2.23                            | 0.26        | 2.49        | 0.88           | 11.9%                 | \$133.98        | 54.4%                            | 13.8%                | 16.9%                 | 15.0%        |
| Pitt County (NC)   | 1.83                        | 0.40        | 2.23        | 0.06           | 2.20                            | 0.41        | 2.61        | 0.17           | 5.0%                  | \$111.93        | 41.2%                            | 27.7%                | 14.3%                 | 16.8%        |
| City of Santa Clarita (CA)   | 2.94                        | 0.47        | 3.41        | 0.01           | 2.47                            | 0.58        | 3.05        | 0.00           | 0.0%                  | n/a             | 15.8%                            | 31.6%                | 10.5%                 | 42.1%        |
| City of Providence (RI)  | 2.40                        | 0.26        | 2.66        | 0.20           | 2.35                            | 0.45        | 2.80        | 0.31           | 4.9%                  | \$204.06        | 74.2%                            | 13.2%                | 7.4%                  | 5.2%         |
| Erie (PA)  | 2.57                        | 0.20        | 2.77        | 0.13           | 2.66                            | 0.23        | 2.89        | 0.67           | 7.3%                  | \$223.88        | 51.0%                            | 25.0%                | 6.3%                  | 17.7%        |
| New Hanover County (NC)  | 2.11                        | 0.18        | 2.29        | 0.10           | 2.53                            | 0.28        | 2.81        | 0.57           | 7.8%                  | \$126.06        | 16.8%                            | 74.9%                | 4.8%                  | 3.6%         |
| City of Glendale (CA)  | 2.09                        | 0.31        | 2.40        | 0.15           | 2.25                            | 0.26        | 2.51        | 0.60           | 3.8%                  | \$43.38         | 47.2%                            | 24.5%                | 11.3%                 | 16.9%        |
| City of Tacoma (WA)  | 2.25                        | 0.28        | 2.53        | 0.12           | 2.42                            | 0.22        | 2.64        | 0.35           | 4.0%                  | \$173.00        | 73.7%                            | 13.1%                | 4.7%                  | 8.4%         |
| Whatcom County (WA)  | 2.27                        | 0.23        | 2.50        | 0.06           | 2.47                            | 0.11        | 2.58        | 0.52           | 4.0%                  | \$134.07        | 58.1%                            | 12.9%                | 19.4%                 | 9.6%         |
| City of Boise (ID)   | 2.32                        | 0.21        | 2.53        | 0.09           | 2.47                            | 0.34        | 2.81        | 0.89           | 9.8%                  | \$155.56        | 67.6%                            | 9.8%                 | 8.8%                  | 13.7%        |
| Lackawanna County (PA)   | 2.30                        | 0.26        | 2.56        | 0.08           | 2.47                            | 0.26        | 2.73        | 0.38           | 3.2%                  | \$97.80         | 69.3%                            | 19.3%                | 6.0%                  | 5.5%         |
| Arlington County (VA) <sup>1</sup>   | 1.96                        | 0.35        | 2.31        | 0.02           | 2.16                            | 0.32        | 2.48        | 0.18           | 3.7%                  | \$195.98        | 74.9%                            | 10.5%                | 3.7%                  | 11.0%        |
| City of Orlando (FL)   | 2.09                        | 0.46        | 2.55        | 0.07           | 2.31                            | 0.53        | 2.84        | 0.60           | 8.5%                  | \$185.32        | 18.5%                            | 72.6%                | 5.1%                  | 3.7%         |
| Buncombe County (NC)   | 2.44                        | 0.32        | 2.76        | 0.05           | 2.62                            | 0.33        | 2.95        | 1.23           | 26.7%                 | \$169.89        | 42.6%                            | 38.7%                | 11.4%                 | 7.3%         |
| St. Tammany Parish (LA)  | 2.42                        | 0.54        | 2.96        | 0.08           | 2.99                            | 0.38        | 3.37        | 0.56           | 3.2%                  | \$105.78        | 69.5%                            | 10.5%                | 10.5%                 | 9.5%         |
| Alachua County (FL)  | 2.13                        | 0.63        | 2.76        | 0.11           | 2.43                            | 0.75        | 3.18        | 0.59           | 19.8%                 | \$165.33        | 60.1%                            | 12.2%                | 10.6%                 | 17.1%        |
| Greater Jackson Area (MS) <sup>1</sup>   | 2.24                        | 0.27        | 2.51        | 0.32           | 2.55                            | 0.69        | 3.24        | 0.54           | 17.7%                 | \$95.11         | 57.8%                            | 14.3%                | 1.4%                  | 26.5%        |
| <b>Group C Average</b>   | <b>2.28</b>                 | <b>0.34</b> | <b>2.62</b> | <b>0.10</b>    | <b>2.45</b>                     | <b>0.35</b> | <b>2.80</b> | <b>0.52</b>    | <b>7.8%</b>           | <b>\$151.66</b> | <b>57.3%</b>                     | <b>22.0%</b>         | <b>8.4%</b>           | <b>12.3%</b> |
| <b>Group C Median</b>  | <b>2.28</b>                 | <b>0.31</b> | <b>2.57</b> | <b>0.09</b>    | <b>2.44</b>                     | <b>0.31</b> | <b>2.78</b> | <b>0.53</b>    | <b>6.2%</b>           | <b>\$155.56</b> | <b>62.2%</b>                     | <b>15.8%</b>         | <b>7.8%</b>           | <b>9.6%</b>  |

**Table 25:**  
**Travel Party Characteristics of Attendees to**  
**Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | RESIDENT Cultural Audiences |             |             |                | NON-RESIDENT Cultural Audiences |             |             |                |                       |                 | NON-RESIDENTS -- Reason for Trip |                      |                       |             |
|--|-----------------------------|-------------|-------------|----------------|---------------------------------|-------------|-------------|----------------|-----------------------|-----------------|----------------------------------|----------------------|-----------------------|-------------|
|  | Average Travel Party Size   |             |             | Nights<br>Away | Average Travel Party Size       |             |             | Nights<br>Away | With Lodging Expenses |                 | To Attend<br>Arts Event          | Vacation/<br>Holiday | Friends/<br>Relatives | Other       |
|  | Adults                      | Child.      | Total       |                | Adults                          | Child.      | Total       |                | Percent               | Per Person \$   |                                  |                      |                       |             |
| City of Lincoln (NE)   | 1.99                        | 0.41        | 2.40        | 0.07           | 2.38                            | 0.38        | 2.76        | 0.48           | 10.2%                 | \$122.02        | 65.1%                            | 11.2%                | 10.5%                 | 13.2%       |
| Durham County (NC)   | 2.21                        | 0.16        | 2.37        | 0.04           | 2.21                            | 0.13        | 2.34        | 0.42           | 9.0%                  | \$231.53        | 64.9%                            | 19.4%                | 3.7%                  | 12.1%       |
| Osceola County (FL) <sup>1</sup>   | 2.84                        | 0.14        | 2.98        | 0.05           | 3.01                            | 0.14        | 3.15        | 0.18           | 0.8%                  | \$135.00        | 9.8%                             | 83.6%                | 4.9%                  | 1.6%        |
| City of Newark (NJ) <sup>1</sup>   | 1.99                        | 0.59        | 2.58        | 0.24           | 2.31                            | 0.73        | 3.04        | 0.36           | 6.9%                  | \$259.64        | 72.5%                            | 9.5%                 | 3.2%                  | 14.9%       |
| City of Riverside (CA) <sup>1</sup>  | 2.03                        | 0.75        | 2.78        | 0.01           | 2.13                            | 0.50        | 2.63        | 0.09           | 7.1%                  | \$180.83        | 85.8%                            | 13.4%                | 0.8%                  | 0.0%        |
| Lexington-Fayette Urban County (KY)  | 2.47                        | 0.20        | 2.67        | 0.12           | 2.54                            | 0.16        | 2.70        | 0.42           | 6.1%                  | \$124.43        | 69.0%                            | 13.1%                | 6.6%                  | 11.3%       |
| Loudoun County (VA)  | 2.48                        | 0.57        | 3.05        | 0.04           | 2.49                            | 0.37        | 2.86        | 0.28           | 2.7%                  | \$306.51        | 73.1%                            | 15.9%                | 6.8%                  | 4.2%        |
| Cumberland County (NC)   | 2.16                        | 0.62        | 2.78        | 0.12           | 2.58                            | 0.93        | 3.51        | 0.40           | 3.9%                  | \$122.57        | 52.2%                            | 26.8%                | 8.8%                  | 12.2%       |
| Greater Chattanooga Area (TN)  | 2.30                        | 0.36        | 2.66        | 0.11           | 2.43                            | 0.29        | 2.72        | 0.51           | 11.6%                 | \$164.00        | 74.6%                            | 12.9%                | 1.3%                  | 11.3%       |
| Forsyth County (NC)  | 2.37                        | 0.26        | 2.63        | 0.10           | 2.79                            | 0.24        | 3.03        | 0.63           | 12.5%                 | \$223.53        | 68.1%                            | 14.6%                | 4.9%                  | 12.5%       |
| City of Wichita (KS)   | 2.15                        | 0.57        | 2.72        | 0.05           | 2.47                            | 0.89        | 3.36        | 0.46           | 8.3%                  | \$117.04        | 66.3%                            | 14.8%                | 9.7%                  | 9.2%        |
| Sarasota County (FL)   | 2.42                        | 0.22        | 2.64        | 0.10           | 2.61                            | 0.41        | 3.02        | 0.71           | 5.4%                  | \$177.98        | 57.2%                            | 25.0%                | 7.2%                  | 10.5%       |
| City of Oakland (CA) <sup>1</sup>  | 2.61                        | 0.90        | 3.51        | 0.33           | 2.70                            | 0.68        | 3.38        | 0.38           | 5.8%                  | \$157.63        | 85.5%                            | 5.8%                 | 2.9%                  | 5.7%        |
| Santa Barbara County (CA)  | 2.40                        | 0.47        | 2.87        | 0.09           | 2.90                            | 0.41        | 3.31        | 0.91           | 13.0%                 | \$186.78        | 61.5%                            | 14.8%                | 11.8%                 | 11.8%       |
| City of Miami (FL)   | 2.45                        | 0.20        | 2.65        | 0.13           | 2.59                            | 0.29        | 2.88        | 0.81           | 9.4%                  | \$169.28        | 62.6%                            | 22.7%                | 6.1%                  | 8.6%        |
| Seminole County (FL)   | 2.35                        | 0.38        | 2.73        | 0.09           | 2.58                            | 0.35        | 2.93        | 0.20           | 3.7%                  | \$206.57        | 18.4%                            | 71.6%                | 5.5%                  | 4.6%        |
| City of Omaha (NE)   | 2.39                        | 0.41        | 2.80        | 0.09           | 2.42                            | 0.40        | 2.82        | 0.31           | 7.0%                  | \$148.14        | 57.0%                            | 29.8%                | 3.8%                  | 9.3%        |
| Greater Syracuse Area (NY)   | 2.41                        | 0.22        | 2.63        | 0.15           | 2.24                            | 0.20        | 2.44        | 0.36           | 5.8%                  | \$161.56        | 75.6%                            | 12.4%                | 4.9%                  | 7.1%        |
| City of Mesa (AZ)  | 2.36                        | 0.47        | 2.83        | 0.29           | 3.13                            | 0.20        | 3.33        | 0.60           | 7.4%                  | \$131.00        | 53.5%                            | 34.4%                | 7.4%                  | 4.7%        |
| Guilford County (NC)   | 2.27                        | 0.30        | 2.57        | 0.13           | 2.27                            | 0.43        | 2.70        | 0.41           | 7.6%                  | \$137.43        | 37.7%                            | 47.1%                | 5.8%                  | 9.4%        |
| Dane County (WI) <sup>1</sup>  | 2.42                        | 0.10        | 2.52        | 0.07           | 2.74                            | 0.24        | 2.98        | 0.67           | 16.5%                 | \$141.60        | 65.3%                            | 14.7%                | 10.6%                 | 9.4%        |
| Volusia County (FL) <sup>1</sup>   | 2.24                        | 0.32        | 2.56        | 0.02           | 2.46                            | 0.37        | 2.83        | 0.33           | 8.0%                  | \$219.64        | 57.5%                            | 28.7%                | 3.4%                  | 10.3%       |
| <b>Group D Average</b>   | <b>2.33</b>                 | <b>0.39</b> | <b>2.72</b> | <b>0.11</b>    | <b>2.54</b>                     | <b>0.40</b> | <b>2.94</b> | <b>0.45</b>    | <b>7.7%</b>           | <b>\$173.85</b> | <b>60.6%</b>                     | <b>24.6%</b>         | <b>5.9%</b>           | <b>8.8%</b> |
| <b>Group D Median</b>  | <b>2.37</b>                 | <b>0.37</b> | <b>2.67</b> | <b>0.10</b>    | <b>2.52</b>                     | <b>0.37</b> | <b>2.91</b> | <b>0.42</b>    | <b>7.3%</b>           | <b>\$162.78</b> | <b>65.0%</b>                     | <b>15.4%</b>         | <b>5.7%</b>           | <b>9.4%</b> |

**Table 25:**  
**Travel Party Characteristics of Attendees to**  
**Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | RESIDENT Cultural Audiences |             |             |                | NON-RESIDENT Cultural Audiences |             |             |                |                       |                 | NON-RESIDENTS -- Reason for Trip |                      |                       |              |
|--|-----------------------------|-------------|-------------|----------------|---------------------------------|-------------|-------------|----------------|-----------------------|-----------------|----------------------------------|----------------------|-----------------------|--------------|
|  | Average Travel Party Size   |             |             | Nights<br>Away | Average Travel Party Size       |             |             | Nights<br>Away | With Lodging Expenses |                 | To Attend<br>Arts Event          | Vacation/<br>Holiday | Friends/<br>Relatives | Other        |
|  | Adults                      | Child.      | Total       |                | Adults                          | Child.      | Total       |                | Percent               | Per Person \$   |                                  |                      |                       |              |
| City of Albuquerque (NM)   | 2.17                        | 0.14        | 2.31        | 0.12           | 2.64                            | 0.25        | 2.89        | 0.80           | 13.9%                 | \$100.41        | 61.4%                            | 16.9%                | 7.2%                  | 14.4%        |
| City of Atlanta (GA) <sup>1</sup>  | 3.16                        | 0.02        | 3.18        | 0.15           | 2.93                            | 0.09        | 3.02        | 0.36           | 6.0%                  | \$141.07        | 65.6%                            | 13.2%                | 6.6%                  | 14.6%        |
| Polk County (FL)   | 2.28                        | 0.22        | 2.50        | 0.15           | 2.55                            | 0.18        | 2.73        | 0.99           | 14.8%                 | \$149.84        | 78.7%                            | 13.9%                | 1.6%                  | 5.8%         |
| Lee County (FL)  | 2.65                        | 0.35        | 3.00        | 0.04           | 2.48                            | 0.36        | 2.84        | 0.59           | 10.3%                 | \$179.65        | 55.4%                            | 33.3%                | 6.4%                  | 4.9%         |
| City of Seattle (WA)   | 2.16                        | 0.19        | 2.35        | 0.08           | 2.32                            | 0.25        | 2.57        | 1.23           | 13.3%                 | \$180.43        | 49.2%                            | 31.5%                | 7.4%                  | 12.0%        |
| District of Columbia (DC)  | 2.00                        | 0.18        | 2.18        | 0.05           | 2.16                            | 0.21        | 2.37        | 0.42           | 5.5%                  | \$186.06        | 64.3%                            | 20.3%                | 3.8%                  | 11.6%        |
| City of Baltimore (MD) <sup>1</sup>  | 1.90                        | 0.03        | 1.93        | 0.08           | 2.39                            | 0.06        | 2.45        | 0.38           | 2.9%                  | \$178.37        | 64.1%                            | 13.5%                | 7.1%                  | 15.3%        |
| Jefferson County (AL)  | 2.13                        | 0.36        | 2.49        | 0.09           | 2.56                            | 0.37        | 2.93        | 0.89           | 21.3%                 | \$134.42        | 66.9%                            | 16.0%                | 4.9%                  | 12.1%        |
| City of Austin (TX)  | 2.22                        | 0.27        | 2.49        | 0.12           | 2.32                            | 0.55        | 2.87        | 0.76           | 8.4%                  | \$212.84        | 69.3%                            | 14.9%                | 3.5%                  | 12.4%        |
| City of Indianapolis (IN)  | 2.26                        | 0.38        | 2.64        | 0.16           | 2.64                            | 0.37        | 3.01        | 0.29           | 6.3%                  | \$110.67        | 73.5%                            | 13.3%                | 4.6%                  | 8.6%         |
| City and County of San Francisco (CA)  | 2.20                        | 0.08        | 2.28        | 0.14           | 2.43                            | 0.09        | 2.52        | 0.38           | 4.5%                  | \$144.53        | 73.7%                            | 15.0%                | 3.6%                  | 7.7%         |
| Prince George's County (MD) <sup>1</sup>                                       | 2.34                        | 0.32        | 2.66        | 0.04           | 2.45                            | 0.44        | 2.89        | 0.37           | 4.8%                  | \$178.23        | 66.5%                            | 16.2%                | 7.2%                  | 10.2%        |
| Bergen County (NJ) <sup>1</sup>  | 2.61                        | 0.52        | 3.13        | 0.12           | 2.79                            | 0.69        | 3.48        | 0.74           | 4.7%                  | \$224.90        | 70.1%                            | 14.0%                | 11.2%                 | 4.6%         |
| Wake County (NC)   | 2.23                        | 0.44        | 2.67        | 0.07           | 2.28                            | 0.29        | 2.57        | 0.45           | 8.3%                  | \$164.51        | 56.8%                            | 30.1%                | 5.6%                  | 7.4%         |
| Fairfield County (CT)  | 2.12                        | 0.26        | 2.38        | 0.13           | 2.14                            | 0.44        | 2.58        | 0.31           | 2.3%                  | \$161.56        | 59.7%                            | 19.9%                | 6.3%                  | 14.2%        |
| Mecklenburg County (NC)  | 2.37                        | 0.36        | 2.73        | 0.13           | 2.44                            | 0.45        | 2.89        | 0.70           | 10.5%                 | \$197.77        | 56.6%                            | 26.8%                | 4.4%                  | 12.2%        |
| Greater Memphis Area (TN)  | 2.24                        | 0.25        | 2.49        | 0.10           | 2.75                            | 0.46        | 3.21        | 1.13           | 16.3%                 | \$200.69        | 44.8%                            | 37.3%                | 6.3%                  | 11.6%        |
| City of San Jose (CA)  | 2.08                        | 0.28        | 2.36        | 0.10           | 2.16                            | 0.29        | 2.45        | 0.43           | 8.6%                  | \$179.84        | 66.7%                            | 12.8%                | 9.5%                  | 11.1%        |
| Westchester County (NY)  | 2.41                        | 0.16        | 2.57        | 0.08           | 2.74                            | 0.12        | 2.86        | 0.46           | 4.9%                  | \$150.86        | 76.1%                            | 9.5%                 | 5.6%                  | 8.8%         |
| Montgomery County (MD)   | 2.22                        | 0.90        | 3.12        | 0.06           | 2.31                            | 0.63        | 2.94        | 0.19           | 4.9%                  | \$211.30        | 76.5%                            | 12.4%                | 5.4%                  | 5.6%         |
| <b>Group E Average</b>   | <b>2.29</b>                 | <b>0.29</b> | <b>2.57</b> | <b>0.10</b>    | <b>2.47</b>                     | <b>0.33</b> | <b>2.80</b> | <b>0.59</b>    | <b>8.6%</b>           | <b>\$169.40</b> | <b>64.8%</b>                     | <b>19.0%</b>         | <b>5.9%</b>           | <b>10.3%</b> |
| <b>Group E Median</b>  | <b>2.23</b>                 | <b>0.27</b> | <b>2.50</b> | <b>0.10</b>    | <b>2.45</b>                     | <b>0.33</b> | <b>2.87</b> | <b>0.46</b>    | <b>7.3%</b>           | <b>\$178.30</b> | <b>66.1%</b>                     | <b>15.5%</b>         | <b>6.0%</b>           | <b>11.4%</b> |



**Table 25:**  
**Travel Party Characteristics of Attendees to**  
**Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | RESIDENT Cultural Audiences |             |             |                | NON-RESIDENT Cultural Audiences |             |             |                |                       |                 | NON-RESIDENTS -- Reason for Trip |                      |                       |              |
|---|-----------------------------|-------------|-------------|----------------|---------------------------------|-------------|-------------|----------------|-----------------------|-----------------|----------------------------------|----------------------|-----------------------|--------------|
|   | Average Travel Party Size   |             |             | Nights<br>Away | Average Travel Party Size       |             |             | Nights<br>Away | With Lodging Expenses |                 | To Attend<br>Arts Event          | Vacation/<br>Holiday | Friends/<br>Relatives | Other        |
|   | Adults                      | Child.      | Total       |                | Adults                          | Child.      | Total       |                | Percent               | Per Person \$   |                                  |                      |                       |              |
| Pima County (AZ)  | 2.22                        | 0.22        | 2.44        | 0.14           | 2.25                            | 0.32        | 2.57        | 0.63           | 8.8%                  | \$158.81        | 64.8%                            | 16.5%                | 8.8%                  | 9.9%         |
| Fairfax County (VA)   | 2.01                        | 0.34        | 2.35        | 0.11           | 2.63                            | 0.32        | 2.95        | 0.46           | 3.1%                  | \$160.96        | 78.5%                            | 10.0%                | 5.4%                  | 6.1%         |
| Orange County (FL)  | 2.14                        | 0.36        | 2.50        | 0.11           | 2.40                            | 0.43        | 2.83        | 0.62           | 9.3%                  | \$189.63        | 20.2%                            | 69.3%                | 5.8%                  | 4.7%         |
| Greater Columbus Area (OH)  | 2.21                        | 0.37        | 2.58        | 0.07           | 2.41                            | 0.75        | 3.16        | 0.49           | 8.8%                  | \$93.59         | 74.1%                            | 16.5%                | 4.8%                  | 4.5%         |
| Allegheny County (PA)   | 2.19                        | 0.11        | 2.30        | 0.06           | 2.64                            | 0.18        | 2.82        | 0.50           | 6.3%                  | \$186.00        | 71.4%                            | 18.9%                | 4.4%                  | 5.3%         |
| City of San Diego (CA)  | 1.94                        | 0.16        | 2.10        | 0.02           | 2.18                            | 0.22        | 2.40        | 0.33           | 12.1%                 | \$179.54        | 63.1%                            | 19.1%                | 5.7%                  | 12.0%        |
| City of Dallas (TX)   | 2.35                        | 0.47        | 2.82        | 0.15           | 2.39                            | 0.37        | 2.76        | 0.63           | 10.1%                 | \$200.00        | 58.9%                            | 28.4%                | 4.6%                  | 8.1%         |
| Palm Beach County (FL)  | 2.64                        | 0.24        | 2.88        | 0.08           | 2.65                            | 0.38        | 3.03        | 1.03           | 4.1%                  | \$189.12        | 48.8%                            | 35.4%                | 10.3%                 | 5.5%         |
| Greater St. Louis Area (MO)   | 2.46                        | 0.34        | 2.80        | 0.14           | 2.68                            | 0.33        | 3.01        | 0.52           | 11.8%                 | \$131.95        | 72.1%                            | 16.1%                | 3.9%                  | 8.0%         |
| City of San Antonio (TX) <sup>1</sup>   | 2.30                        | 0.89        | 3.19        | 0.03           | 2.16                            | 1.21        | 3.37        | 0.67           | 1.6%                  | \$300.00        | 61.9%                            | 22.2%                | 3.2%                  | 12.7%        |
| Sacramento County (CA)  | 2.34                        | 0.24        | 2.58        | 0.07           | 2.49                            | 0.27        | 2.76        | 0.33           | 3.9%                  | \$180.20        | 79.3%                            | 10.2%                | 2.4%                  | 8.1%         |
| City and County of Philadelphia (PA)  | 2.31                        | 0.37        | 2.68        | 0.15           | 2.51                            | 0.52        | 3.03        | 0.55           | 9.1%                  | \$167.73        | 43.8%                            | 40.2%                | 6.2%                  | 9.8%         |
| City of Phoenix (AZ)  | 2.46                        | 0.15        | 2.61        | 0.12           | 2.58                            | 0.21        | 2.79        | 1.05           | 14.5%                 | \$176.01        | 44.4%                            | 25.7%                | 13.7%                 | 16.2%        |
| Broward County (FL)   | 2.27                        | 0.42        | 2.69        | 0.17           | 2.57                            | 0.46        | 3.03        | 0.63           | 6.2%                  | \$182.96        | 69.4%                            | 17.5%                | 4.5%                  | 8.6%         |
| Santa Clara County (CA)   | 2.16                        | 0.35        | 2.51        | 0.09           | 2.19                            | 0.34        | 2.53        | 0.42           | 6.8%                  | \$171.85        | 69.4%                            | 11.2%                | 8.8%                  | 10.7%        |
| Tarrant County (TX) <sup>1</sup>  | 2.35                        | 0.28        | 2.63        | 0.05           | 2.69                            | 0.48        | 3.17        | 0.40           | 7.1%                  | \$166.26        | 55.6%                            | 8.7%                 | 19.8%                 | 15.9%        |
| Clark County (NV)   | 2.33                        | 0.92        | 3.25        | 0.05           | 2.90                            | 0.90        | 3.80        | 1.18           | 23.1%                 | \$122.33        | 61.5%                            | 25.6%                | 7.7%                  | 5.1%         |
| Riverside County (CA)   | 2.02                        | 0.67        | 2.69        | 0.05           | 2.09                            | 0.39        | 2.48        | 0.19           | 13.9%                 | \$155.08        | 89.1%                            | 10.5%                | 0.4%                  | 0.0%         |
| Miami-Dade County (FL)  | 2.36                        | 0.19        | 2.55        | 0.12           | 2.55                            | 0.18        | 2.73        | 0.61           | 8.4%                  | \$190.15        | 68.1%                            | 18.3%                | 5.8%                  | 7.8%         |
| City of Chicago (IL)  | 2.22                        | 0.39        | 2.61        | 0.16           | 2.54                            | 0.23        | 2.77        | 1.38           | 22.1%                 | \$142.93        | 42.5%                            | 37.9%                | 6.3%                  | 13.3%        |
| San Diego County (CA)   | 1.94                        | 0.16        | 2.10        | 0.02           | 2.18                            | 0.22        | 2.40        | 0.33           | 12.1%                 | \$179.54        | 63.1%                            | 19.1%                | 5.7%                  | 12.0%        |
| City of Los Angeles (CA)  | 2.15                        | 0.64        | 2.79        | 0.07           | 2.66                            | 0.56        | 3.22        | 1.07           | 8.5%                  | \$132.57        | 43.9%                            | 28.0%                | 18.5%                 | 9.5%         |
| Harris County (TX)  | 2.16                        | 0.34        | 2.50        | 0.13           | 2.34                            | 0.47        | 2.81        | 0.68           | 9.6%                  | \$155.82        | 29.4%                            | 52.6%                | 8.8%                  | 9.2%         |
| <b>Group F Average</b>  | <b>2.24</b>                 | <b>0.37</b> | <b>2.62</b> | <b>0.09</b>    | <b>2.46</b>                     | <b>0.42</b> | <b>2.89</b> | <b>0.64</b>    | <b>9.6%</b>           | <b>\$170.13</b> | <b>59.7%</b>                     | <b>24.3%</b>         | <b>7.2%</b>           | <b>8.8%</b>  |
| <b>Group F Median</b>   | <b>2.22</b>                 | <b>0.34</b> | <b>2.61</b> | <b>0.09</b>    | <b>2.51</b>                     | <b>0.37</b> | <b>2.82</b> | <b>0.61</b>    | <b>8.8%</b>           | <b>\$171.85</b> | <b>63.1%</b>                     | <b>19.1%</b>         | <b>5.8%</b>           | <b>8.6%</b>  |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |                             |             |             |                |                                 |             |             |                |                       |                 |                                  |                      |                       |              |
| <b>Average</b>  | <b>2.25</b>                 | <b>0.34</b> | <b>2.60</b> | <b>0.10</b>    | <b>2.48</b>                     | <b>0.35</b> | <b>2.83</b> | <b>0.64</b>    | <b>10.2%</b>          | <b>\$162.91</b> | <b>60.0%</b>                     | <b>21.8%</b>         | <b>7.6%</b>           | <b>10.6%</b> |
| <b>Median</b>   | <b>2.25</b>                 | <b>0.32</b> | <b>2.57</b> | <b>0.09</b>    | <b>2.47</b>                     | <b>0.32</b> | <b>2.82</b> | <b>0.54</b>    | <b>8.5%</b>           | <b>\$163.14</b> | <b>63.9%</b>                     | <b>16.7%</b>         | <b>6.6%</b>           | <b>9.9%</b>  |

**Table 25:**  
**Travel Party Characteristics of Attendees to**  
**Nonprofit Arts and Culture Events Per Study Region During 2011**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | RESIDENT Cultural Audiences |        |       |                | NON-RESIDENT Cultural Audiences |        |       |                |                       |               | NON-RESIDENTS -- Reason for Trip |                      |                       |       |
|---|-----------------------------|--------|-------|----------------|---------------------------------|--------|-------|----------------|-----------------------|---------------|----------------------------------|----------------------|-----------------------|-------|
|   | Average Travel Party Size   |        |       | Nights<br>Away | Average Travel Party Size       |        |       | Nights<br>Away | With Lodging Expenses |               | To Attend<br>Arts Event          | Vacation/<br>Holiday | Friends/<br>Relatives | Other |
|   | Adults                      | Child. | Total |                | Adults                          | Child. | Total |                | Percent               | Per Person \$ |                                  |                      |                       |       |
| Greater Portsmouth Area (NH)                                  | 2.55                        | 0.43   | 2.98  | 0.19           | 2.64                            | 0.50   | 3.14  | 0.63           | 12.3%                 | \$179.59      | 62.6%                            | 28.8%                | 4.0%                  | 4.6%  |
| Greater Concord Area (NH)                                     | 1.89                        | 0.29   | 2.18  | 0.16           | 2.27                            | 0.27   | 2.54  | 0.40           | 3.8%                  | \$113.12      | 67.7%                            | 18.4%                | 1.9%                  | 12.0% |
| Greater Aberdeen Area (SD)                                    | 2.53                        | 0.13   | 2.66  | 0.03           | 3.30                            | 0.27   | 3.57  | 0.76           | 21.3%                 | \$128.39      | 73.5%                            | 7.0%                 | 9.3%                  | 10.2% |
| Centre Region (PA)  | 2.12                        | 0.25   | 2.37  | 0.04           | 2.54                            | 0.47   | 3.01  | 0.71           | 14.9%                 | \$180.36      | 67.9%                            | 4.5%                 | 14.6%                 | 12.9% |
| Greater Minot Area (ND)                                       | 2.27                        | 0.28   | 2.55  | 0.12           | 2.61                            | 0.30   | 2.91  | 1.07           | 6.8%                  | \$71.42       | 77.3%                            | 4.5%                 | 9.1%                  | 9.1%  |
| Creative Corridor in Northwest Iowa (IA) <sup>1</sup>         | 2.23                        | 0.34   | 2.57  | 0.07           | 2.78                            | 0.19   | 2.97  | 0.64           | 13.9%                 | \$229.97      | 63.9%                            | 8.3%                 | 16.7%                 | 11.1% |
| Northern New Hampshire (NH) <sup>1</sup>                      | 2.35                        | 0.15   | 2.50  | 0.06           | 2.22                            | 0.33   | 2.55  | 0.87           | 5.0%                  | \$202.50      | 45.0%                            | 38.3%                | 8.3%                  | 8.4%  |
| Greater Sioux Falls Area (SD)                                 | 2.55                        | 0.16   | 2.71  | 0.08           | 2.81                            | 0.20   | 3.01  | 0.71           | 16.4%                 | \$152.18      | 71.2%                            | 9.0%                 | 8.5%                  | 11.3% |
| Greater Athens Area (GA)                                      | 2.22                        | 0.35   | 2.57  | 0.24           | 2.81                            | 0.28   | 3.09  | 1.49           | 17.8%                 | \$123.87      | 56.4%                            | 15.5%                | 9.1%                  | 19.0% |
| Greater Rockford Area (IL)                                    | 2.30                        | 0.38   | 2.68  | 0.24           | 2.66                            | 0.69   | 3.35  | 0.52           | 9.7%                  | \$93.98       | 68.4%                            | 10.7%                | 9.7%                  | 11.2% |
| Greater Peoria Area (IL)                                      | 2.40                        | 0.46   | 2.86  | 0.13           | 2.50                            | 0.27   | 2.77  | 0.56           | 7.1%                  | \$144.70      | 54.5%                            | 5.8%                 | 9.1%                  | 30.5% |
| Greater Fox Cities Region (WI) <sup>1</sup>                   | 2.50                        | 0.31   | 2.81  | 0.06           | 2.73                            | 0.30   | 3.03  | 0.49           | 12.0%                 | \$84.68       | 70.9%                            | 8.9%                 | 10.1%                 | 10.2% |
| Northern Tier Region (PA) <sup>1</sup>                        | 2.05                        | 0.09   | 2.14  | 0.05           | 2.09                            | 0.15   | 2.24  | 0.42           | 6.1%                  | \$78.75       | 66.7%                            | 0.0%                 | 12.1%                 | 21.2% |
| Northwest Arkansas Area (AR)                                  | 2.27                        | 0.30   | 2.57  | 0.11           | 2.46                            | 0.25   | 2.71  | 0.64           | 11.1%                 | \$148.75      | 75.9%                            | 9.3%                 | 5.6%                  | 9.2%  |
| Mahoning Valley Region (OH)                                   | 2.25                        | 0.27   | 2.52  | 0.11           | 2.53                            | 0.21   | 2.74  | 0.48           | 7.7%                  | \$159.55      | 79.2%                            | 3.2%                 | 6.8%                  | 10.8% |
| Iowa Cultural Corridor (IA)                                   | 2.06                        | 0.30   | 2.36  | 0.09           | 2.61                            | 0.28   | 2.89  | 0.87           | 19.3%                 | \$115.98      | 58.7%                            | 11.9%                | 14.7%                 | 14.7% |
| Pikes Peak Region (CO) <sup>1</sup>                           | 2.39                        | 0.36   | 2.75  | 0.09           | 2.63                            | 0.34   | 2.97  | 0.57           | 19.3%                 | \$109.62      | 60.2%                            | 10.8%                | 13.3%                 | 15.6% |
| Greater Columbia Area (SC)                                    | 1.82                        | 0.28   | 2.10  | 0.03           | 1.77                            | 0.38   | 2.15  | 0.49           | 14.4%                 | \$111.19      | 78.4%                            | 5.2%                 | 13.4%                 | 3.1%  |
| Lehigh Valley Region (PA) <sup>1</sup>                        | 2.39                        | 0.37   | 2.76  | 0.10           | 2.44                            | 0.70   | 3.14  | 0.48           | 11.8%                 | \$119.61      | 61.6%                            | 16.2%                | 9.6%                  | 12.7% |
| West Valley Region (AZ)                                       | 2.60                        | 0.15   | 2.75  | 0.08           | 2.87                            | 0.20   | 3.07  | 0.85           | 3.9%                  | \$136.63      | 58.3%                            | 22.8%                | 11.0%                 | 7.8%  |
| Greater Harrisburg Area (PA) <sup>1</sup>                     | 2.36                        | 0.05   | 2.41  | 0.05           | 2.90                            | 0.11   | 3.01  | 0.19           | 1.8%                  | \$109.50      | 69.9%                            | 4.4%                 | 10.6%                 | 15.0% |
| Greater Hartford Area (CT)                                    | 2.52                        | 0.21   | 2.73  | 0.24           | 2.49                            | 0.18   | 2.67  | 0.54           | 6.2%                  | \$139.33      | 56.0%                            | 29.5%                | 4.7%                  | 9.8%  |
| Greater Portland Area (OR)                                    | 2.48                        | 0.25   | 2.73  | 0.06           | 2.55                            | 0.43   | 2.98  | 0.74           | 16.7%                 | \$154.79      | 69.7%                            | 11.4%                | 8.3%                  | 10.6% |
| Metropolitan Kansas City Area (MO/KS)                         | 2.28                        | 0.28   | 2.56  | 0.09           | 2.60                            | 0.38   | 2.98  | 0.74           | 17.4%                 | \$140.58      | 68.2%                            | 16.1%                | 7.7%                  | 8.1%  |
| Greater Milwaukee Area (WI) <sup>1</sup>                      | 2.48                        | 0.39   | 2.87  | 0.13           | 2.85                            | 0.17   | 3.02  | 0.32           | 5.8%                  | \$119.73      | 70.0%                            | 6.7%                 | 7.5%                  | 15.8% |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 25:**  
**Travel Party Characteristics of Attendees to**  
**Nonprofit Arts and Culture Events Per Study Region During 2011**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | RESIDENT Cultural Audiences |             |             |                | NON-RESIDENT Cultural Audiences |             |             |                |                       |                 | NON-RESIDENTS -- Reason for Trip |                      |                       |              |
|---|-----------------------------|-------------|-------------|----------------|---------------------------------|-------------|-------------|----------------|-----------------------|-----------------|----------------------------------|----------------------|-----------------------|--------------|
|   | Average Travel Party Size   |             |             | Nights<br>Away | Average Travel Party Size       |             |             | Nights<br>Away | With Lodging Expenses |                 | To Attend<br>Arts Event          | Vacation/<br>Holiday | Friends/<br>Relatives | Other        |
|   | Adults                      | Child.      | Total       |                | Adults                          | Child.      | Total       |                | Percent               | Per Person \$   |                                  |                      |                       |              |
| Central Florida Region (FL)                                   | 2.29                        | 0.36        | 2.65        | 0.12           | 2.61                            | 0.36        | 2.97        | 1.31           | 19.9%                 | \$193.27        | 51.0%                            | 28.4%                | 10.6%                 | 10.1%        |
| Greater Washington DC Region (DC/MD/VA)                       | 2.16                        | 0.42        | 2.58        | 0.11           | 2.45                            | 0.44        | 2.89        | 0.59           | 7.7%                  | \$167.71        | 63.5%                            | 16.6%                | 9.0%                  | 10.9%        |
| Greater Philadelphia Region (PA)                              | 2.33                        | 0.41        | 2.74        | 0.18           | 2.48                            | 0.53        | 3.01        | 0.80           | 12.8%                 | \$168.20        | 54.3%                            | 22.0%                | 10.6%                 | 13.1%        |
| Southeastern Michigan Region (MI) <sup>1</sup>                | 2.27                        | 0.66        | 2.93        | 0.14           | 2.71                            | 1.19        | 3.90        | 0.57           | 4.8%                  | \$225.00        | 61.9%                            | 9.5%                 | 14.3%                 | 14.3%        |
| Greater Houston Area (TX)                                     | 2.32                        | 0.34        | 2.66        | 0.19           | 2.73                            | 0.43        | 3.16        | 1.32           | 24.6%                 | \$118.41        | 46.9%                            | 25.7%                | 13.1%                 | 14.3%        |
| North Texas Region (TX)                                       | 2.48                        | 0.46        | 2.94        | 0.14           | 2.74                            | 0.51        | 3.25        | 0.82           | 16.0%                 | \$175.38        | 56.7%                            | 16.6%                | 15.8%                 | 11.0%        |
| <b>Regional Average</b>                                       | <b>2.31</b>                 | <b>0.31</b> | <b>2.62</b> | <b>0.11</b>    | <b>2.59</b>                     | <b>0.36</b> | <b>2.96</b> | <b>0.70</b>    | <b>11.9%</b>          | <b>\$141.83</b> | <b>64.1%</b>                     | <b>13.7%</b>         | <b>10.0%</b>          | <b>12.2%</b> |
| <b>Regional Median</b>  | <b>2.32</b>                 | <b>0.30</b> | <b>2.66</b> | <b>0.11</b>    | <b>2.61</b>                     | <b>0.30</b> | <b>2.98</b> | <b>0.64</b>    | <b>12.0%</b>          | <b>\$139.33</b> | <b>63.9%</b>                     | <b>10.8%</b>         | <b>9.6%</b>           | <b>11.1%</b> |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | RESIDENT Cultural Audiences |             |             |                | NON-RESIDENT Cultural Audiences |             |             |                |                       |                 | NON-RESIDENTS -- Reason for Trip |                      |                       |              |
|--|-----------------------------|-------------|-------------|----------------|---------------------------------|-------------|-------------|----------------|-----------------------|-----------------|----------------------------------|----------------------|-----------------------|--------------|
|  | Average Travel Party Size   |             |             | Nights<br>Away | Average Travel Party Size       |             |             | Nights<br>Away | With Lodging Expenses |                 | To Attend<br>Arts Event          | Vacation/<br>Holiday | Friends/<br>Relatives | Other        |
|  | Adults                      | Child.      | Total       |                | Adults                          | Child.      | Total       |                | Percent               | Per Person \$   |                                  |                      |                       |              |
| State of South Dakota  | 2.58                        | 0.15        | 2.73        | 0.11           | 3.09                            | 0.25        | 3.34        | 1.00           | 20.9%                 | \$139.01        | 66.9%                            | 7.1%                 | 15.0%                 | 11.1%        |
| State of Delaware  | 2.32                        | 0.32        | 2.64        | 0.14           | 2.27                            | 0.35        | 2.62        | 1.07           | 16.6%                 | \$190.68        | 79.2%                            | 7.7%                 | 5.0%                  | 8.2%         |
| State of Hawai'i   | 2.62                        | 0.27        | 2.89        | 0.15           | 2.92                            | 0.21        | 3.13        | 1.81           | 14.6%                 | \$131.78        | 37.1%                            | 28.1%                | 12.4%                 | 22.5%        |
| State of New Hampshire   | 2.28                        | 0.34        | 2.62        | 0.21           | 2.65                            | 0.34        | 2.99        | 0.72           | 8.4%                  | \$154.59        | 60.8%                            | 19.1%                | 9.1%                  | 10.9%        |
| State of Nebraska  | 2.23                        | 0.40        | 2.63        | 0.14           | 2.38                            | 0.43        | 2.81        | 0.76           | 14.7%                 | \$142.63        | 55.9%                            | 11.7%                | 17.1%                 | 15.4%        |
| State of Connecticut   | 2.38                        | 0.21        | 2.59        | 0.20           | 2.50                            | 0.42        | 2.92        | 0.71           | 10.6%                 | \$125.34        | 66.9%                            | 11.2%                | 10.9%                 | 10.9%        |
| State of Wisconsin   | 2.53                        | 0.33        | 2.86        | 0.18           | 2.70                            | 0.40        | 3.10        | 0.74           | 13.1%                 | \$127.45        | 68.7%                            | 11.1%                | 10.6%                 | 9.6%         |
| State of North Carolina  | 2.26                        | 0.38        | 2.64        | 0.18           | 2.65                            | 0.36        | 3.01        | 1.58           | 21.7%                 | \$178.53        | 51.2%                            | 27.8%                | 12.2%                 | 8.8%         |
| State of Pennsylvania  | 2.40                        | 0.25        | 2.65        | 0.15           | 2.54                            | 0.46        | 3.00        | 0.82           | 13.8%                 | \$167.13        | 56.4%                            | 16.8%                | 11.9%                 | 14.9%        |
| State of Illinois  | 2.34                        | 0.41        | 2.75        | 0.23           | 2.63                            | 0.30        | 2.93        | 1.59           | 23.8%                 | \$141.33        | 40.7%                            | 34.1%                | 8.3%                  | 16.9%        |
| <b>Statewide Average</b>                                       | <b>2.39</b>                 | <b>0.31</b> | <b>2.70</b> | <b>0.17</b>    | <b>2.63</b>                     | <b>0.35</b> | <b>2.99</b> | <b>1.08</b>    | <b>15.8%</b>          | <b>\$149.85</b> | <b>58.4%</b>                     | <b>17.5%</b>         | <b>11.3%</b>          | <b>12.9%</b> |
| <b>Statewide Median</b>  | <b>2.36</b>                 | <b>0.33</b> | <b>2.65</b> | <b>0.17</b>    | <b>2.64</b>                     | <b>0.36</b> | <b>3.00</b> | <b>0.91</b>    | <b>14.7%</b>          | <b>\$141.98</b> | <b>58.6%</b>                     | <b>14.3%</b>         | <b>11.4%</b>          | <b>11.0%</b> |

**Table 25:**  
**Travel Party Characteristics of Attendees to**  
**Nonprofit Arts and Culture Events Per Study Region During 2011**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | RESIDENT Cultural Audiences |             |             |                | NON-RESIDENT Cultural Audiences |             |             |                |                       |                 | NON-RESIDENTS -- Reason for Trip |                      |                       |             |
|---|-----------------------------|-------------|-------------|----------------|---------------------------------|-------------|-------------|----------------|-----------------------|-----------------|----------------------------------|----------------------|-----------------------|-------------|
|   | Average Travel Party Size   |             |             | Nights<br>Away | Average Travel Party Size       |             |             | Nights<br>Away | With Lodging Expenses |                 | To Attend<br>Arts Event          | Vacation/<br>Holiday | Friends/<br>Relatives | Other       |
|   | Adults                      | Child.      | Total       |                | Adults                          | Child.      | Total       |                | Percent               | Per Person \$   |                                  |                      |                       |             |
| Grand Center Arts District (St. Louis, MO)                      | 2.40                        | 0.29        | 2.69        | 0.14           | 2.43                            | 0.48        | 2.91        | 0.48           | 7.5%                  | \$150.42        | 78.3%                            | 13.7%                | 1.9%                  | 6.2%        |
| Dallas Arts District (Dallas, TX)                               | 2.36                        | 0.26        | 2.62        | 0.16           | 2.39                            | 0.26        | 2.65        | 0.65           | 7.9%                  | \$193.49        | 58.4%                            | 30.5%                | 3.0%                  | 8.2%        |
| <b>Arts District Average</b>                                    | <b>2.38</b>                 | <b>0.28</b> | <b>2.66</b> | <b>0.15</b>    | <b>2.41</b>                     | <b>0.37</b> | <b>2.78</b> | <b>0.57</b>    | <b>7.7%</b>           | <b>\$171.96</b> | <b>68.4%</b>                     | <b>22.1%</b>         | <b>2.5%</b>           | <b>7.2%</b> |
| <b>Arts District Median</b>                                     | <b>2.38</b>                 | <b>0.28</b> | <b>2.66</b> | <b>0.15</b>    | <b>2.41</b>                     | <b>0.37</b> | <b>2.78</b> | <b>0.57</b>    | <b>7.7%</b>           | <b>\$171.96</b> | <b>68.4%</b>                     | <b>22.1%</b>         | <b>2.5%</b>           | <b>7.2%</b> |

**Table Notes:**

<sup>1</sup> The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

## Explanation of Table 26: Educational Attainment and Annual Household Income of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

This table presents a demographic description of all nonprofit arts and culture audiences in each participating study region during 2011. Summary statistics are calculated for each population group. (Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.) This table details the educational attainment and annual household income reported by all arts attendees who completed the audience-intercept survey (both residents and non-residents). Table 27 provides details about cultural audiences' age, personal artistic creation, and willingness to travel to attend cultural experiences.

### **Column Two:**

The percentage of all audience-intercept survey respondents in each participating study region—both residents and non-residents—whose highest completed level of education is a high school degree (or less than a high school degree).

### **Column Three:**

The percentage of all audience-intercept survey respondents—both residents and non-residents—whose highest completed level of education is a two-year (e.g., associates or technical) college degree.

### **Column Four:**

The percentage of all audience-intercept survey respondents—both residents and non-residents—whose highest completed level of education is a four-year (e.g., bachelors) degree.

### **Column Five:**

The percentage of all audience-intercept survey respondents—both residents and non-residents—whose highest completed level of education is a master's degree.

### **Column Six:**

The percentage of all audience-intercept survey respondents—both residents and non-residents—whose highest completed level of education is a doctoral degree.

### **Column Seven:**

The percentage of all audience-intercept survey respondents—both residents and non-residents—whose annual household income is less than \$40,000.

### **Column Eight:**

The percentage of all audience-intercept survey respondents—both residents and non-residents—whose annual household income is \$40,000 to \$59,999.

### **Column Nine:**

The percentage of all audience-intercept survey respondents—both residents and non-residents—whose annual household income is \$60,000 to \$79,999.

### **Column Ten:**

The percentage of all audience-intercept survey respondents—both residents and non-residents—whose annual household income is \$80,000 to \$99,999.

### **Column Eleven:**

The percentage of all audience-intercept survey respondents—both residents and non-residents—whose annual household income is \$100,000 to \$119,999.

### **Column Twelve:**

The percentage of all audience-intercept survey respondents—both residents and non-residents—whose annual household income is \$120,000 or more.

**Table 26:  
Educational Attainment and Annual Household Income of All Attendees to  
Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | EDUCATIONAL ATTAINMENT of ALL Cultural Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences |                         |                         |                         |                           |                      |
|---|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|   | High School<br>or Less                           | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                             | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| City of Gunnison (CO) <sup>1</sup>  | 9.5%   | 15.5%            | 44.7%            | 22.9%              | 7.4%               | 29.3%   | 20.0%                   | 20.4%                   | 10.4%                   | 11.1%                     | 8.9%                 |
| Town of Telluride (CO) <sup>1</sup>   | 8.2%   | 11.3%            | 43.5%            | 25.6%              | 11.3%              | 14.6%   | 13.2%                   | 15.2%                   | 9.2%                    | 13.2%                     | 34.7%                |
| Town of Crested Butte (CO)  | 5.2%   | 9.6%             | 46.9%            | 26.9%              | 11.4%              | 19.2%   | 14.2%                   | 14.5%                   | 11.5%                   | 9.9%                      | 30.7%                |
| Town of Newmarket (NH) <sup>1</sup>   | 23.3%  | 25.9%            | 33.0%            | 15.2%              | 2.5%               | 29.1%   | 18.7%                   | 19.2%                   | 11.5%                   | 12.6%                     | 8.8%                 |
| Greater Ketchikan Area (AK) <sup>1</sup>                                      | 15.6%  | 19.3%            | 38.6%            | 21.7%              | 4.7%               | 15.9%   | 20.8%                   | 23.0%                   | 14.1%                   | 10.6%                     | 15.5%                |
| Gunnison County (CO)  | 6.4%   | 11.1%            | 46.3%            | 25.8%              | 10.3%              | 22.0%   | 15.8%                   | 16.1%                   | 11.2%                   | 10.2%                     | 24.7%                |
| City of Durango (CO)  | 10.9%  | 13.3%            | 39.7%            | 24.7%              | 11.5%              | 20.3%   | 14.9%                   | 21.3%                   | 12.7%                   | 12.1%                     | 18.6%                |
| Teton County (WY)   | 6.4%   | 9.2%             | 40.2%            | 30.5%              | 13.6%              | 12.6%   | 14.6%                   | 14.8%                   | 12.9%                   | 12.7%                     | 32.5%                |
| City of Laguna Beach (CA)   | 6.5%   | 16.9%            | 42.3%            | 25.7%              | 8.6%               | 9.1%  | 10.2%                   | 13.9%                   | 14.3%                   | 15.3%                     | 37.3%                |
| City of Fairfax (VA)  | 4.0%   | 8.6%             | 37.6%            | 38.3%              | 11.6%              | 5.3%  | 9.5%                    | 14.7%                   | 14.1%                   | 14.1%                     | 42.3%                |
| City of Auburn (NY)   | 13.2%  | 15.7%            | 44.5%            | 24.4%              | 2.2%               | 18.8%   | 27.2%                   | 28.7%                   | 11.9%                   | 6.8%                      | 6.6%                 |
| City of Slidell (LA)  | 21.0%  | 23.3%            | 32.7%            | 19.3%              | 3.7%               | 18.1%   | 22.2%                   | 17.4%                   | 14.8%                   | 12.8%                     | 14.7%                |
| City of Winter Park (FL) <sup>1</sup>   | 14.0%  | 17.7%            | 35.8%            | 23.1%              | 9.5%               | 27.2%   | 16.5%                   | 14.5%                   | 14.5%                   | 10.5%                     | 16.9%                |
| Greater Elkins Area (WV) <sup>1</sup>   | 39.5%  | 8.9%             | 25.6%            | 21.5%              | 4.5%               | 37.0%   | 26.0%                   | 16.0%                   | 12.0%                   | 4.5%                      | 4.5%                 |
| Transylvania County (NC)  | 6.0%   | 12.3%            | 37.3%            | 31.5%              | 12.9%              | 18.0%   | 18.4%                   | 18.6%                   | 18.0%                   | 9.6%                      | 17.4%                |
| City of Rochester (NH)  | 25.0%  | 26.8%            | 29.7%            | 15.5%              | 2.9%               | 28.6%   | 19.5%                   | 18.7%                   | 12.9%                   | 8.8%                      | 11.5%                |
| City and Borough of Juneau (AK) <sup>1</sup>                                  | 7.9%   | 11.7%            | 37.6%            | 32.4%              | 10.3%              | 12.7%   | 16.7%                   | 17.0%                   | 17.0%                   | 14.1%                     | 22.5%                |
| Princeton (NJ)  | 6.8%   | 7.1%             | 32.8%            | 35.4%              | 17.9%              | 10.4%   | 10.1%                   | 10.8%                   | 13.9%                   | 15.6%                     | 39.1%                |
| Platte County (NE)  | 24.7%  | 23.3%            | 31.1%            | 17.7%              | 3.1%               | 22.2%   | 24.9%                   | 19.2%                   | 11.4%                   | 10.3%                     | 11.9%                |
| Adams County (NE)   | 20.1%  | 17.1%            | 27.4%            | 27.0%              | 8.5%               | 20.6%   | 23.2%                   | 20.9%                   | 13.0%                   | 10.0%                     | 12.3%                |
| City of Fairbanks (AK) <sup>1</sup>   | 17.5%  | 13.7%            | 32.2%            | 28.9%              | 7.7%               | 24.9%   | 20.5%                   | 16.1%                   | 14.1%                   | 8.6%                      | 15.8%                |
| City of West Hollywood (CA)   | 9.2%   | 14.4%            | 41.1%            | 29.0%              | 6.4%               | 27.2%   | 19.9%                   | 13.8%                   | 12.1%                   | 8.7%                      | 18.4%                |
| City of Pittsfield (MA) <sup>1</sup>  | 11.0%  | 14.4%            | 41.9%            | 24.6%              | 8.1%               | 12.6%   | 13.5%                   | 26.1%                   | 26.1%                   | 15.8%                     | 5.9%                 |
| Windham County (VT)   | 4.1%   | 5.7%             | 33.8%            | 41.7%              | 14.8%              | 19.5%   | 23.5%                   | 22.8%                   | 13.0%                   | 7.8%                      | 13.4%                |
| Iron County (UT)  | 13.7%  | 14.8%            | 35.4%            | 23.9%              | 12.1%              | 17.5%   | 16.5%                   | 19.7%                   | 12.9%                   | 12.6%                     | 20.8%                |
| Watauga County (NC) <sup>1</sup>  | 16.7%  | 13.6%            | 30.3%            | 30.1%              | 9.3%               | 25.4%   | 11.0%                   | 15.2%                   | 14.9%                   | 9.0%                      | 24.5%                |
| Buffalo County (NE)   | 24.2%  | 18.6%            | 30.0%            | 20.6%              | 6.6%               | 27.1%   | 22.0%                   | 17.1%                   | 13.1%                   | 9.0%                      | 11.7%                |
| <b>Group A Average</b>  | <b>13.7%</b>                                     | <b>14.8%</b>     | <b>36.7%</b>     | <b>26.1%</b>       | <b>8.6%</b>        | <b>20.2%</b>                                      | <b>17.9%</b>            | <b>18.0%</b>            | <b>13.6%</b>            | <b>11.0%</b>              | <b>19.3%</b>         |
| <b>Group A Median</b>   | <b>11.0%</b>                                     | <b>14.4%</b>     | <b>37.3%</b>     | <b>25.6%</b>       | <b>8.6%</b>        | <b>19.5%</b>                                      | <b>18.4%</b>            | <b>17.1%</b>            | <b>13.0%</b>            | <b>10.5%</b>              | <b>16.9%</b>         |

**Table 26:**  
**Educational Attainment and Annual Household Income of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | EDUCATIONAL ATTAINMENT of ALL Cultural Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences |                         |                         |                         |                           |                      |
|--|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|  | High School<br>or Less                           | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                             | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| Chenango County (NY)   | 25.3%  | 19.3%            | 26.2%            | 24.5%              | 4.7%               | 24.5%   | 22.2%                   | 23.2%                   | 12.9%                   | 8.1%                      | 9.1%                 |
| City of La Crosse (WI)   | 24.5%  | 20.3%            | 30.1%            | 19.4%              | 5.6%               | 35.3%   | 18.5%                   | 17.6%                   | 9.6%                    | 9.3%                      | 9.6%                 |
| Lenoir County (NC)   | 36.5%  | 18.8%            | 26.5%            | 14.0%              | 4.1%               | 29.5%   | 27.6%                   | 16.4%                   | 11.2%                   | 5.7%                      | 9.6%                 |
| City of Dubuque (IA)   | 18.4%  | 17.6%            | 37.0%            | 21.4%              | 5.6%               | 25.6%   | 20.3%                   | 18.6%                   | 14.5%                   | 8.5%                      | 12.6%                |
| Greater Enid Area (OK)   | 21.6%  | 18.3%            | 39.1%            | 17.6%              | 3.4%               | 26.3%   | 23.6%                   | 19.1%                   | 14.5%                   | 8.3%                      | 8.3%                 |
| City of Flagstaff (AZ)   | 9.6%   | 16.6%            | 35.3%            | 27.1%              | 11.4%              | 24.2%   | 19.2%                   | 15.7%                   | 15.2%                   | 10.5%                     | 15.1%                |
| City of Portland (ME)  | 9.0%   | 9.2%             | 36.3%            | 32.1%              | 13.4%              | 24.2%   | 16.3%                   | 16.1%                   | 12.5%                   | 12.5%                     | 18.4%                |
| Athens County (OH)   | 16.2%  | 10.4%            | 37.1%            | 25.6%              | 10.7%              | 41.2%   | 18.4%                   | 13.9%                   | 8.9%                    | 8.8%                      | 8.9%                 |
| Rutherford County (NC)   | 25.9%  | 28.7%            | 27.6%            | 13.9%              | 3.8%               | 29.5%   | 27.7%                   | 19.6%                   | 12.8%                   | 4.6%                      | 5.9%                 |
| City of Walnut Creek (CA)  | 7.3%   | 15.3%            | 37.2%            | 27.9%              | 12.3%              | 9.5%  | 13.2%                   | 13.4%                   | 14.1%                   | 15.7%                     | 34.0%                |
| City of Missoula (MT)  | 10.2%  | 12.3%            | 40.1%            | 27.4%              | 10.0%              | 29.8%   | 26.1%                   | 17.7%                   | 12.2%                   | 7.0%                      | 7.2%                 |
| City of Bloomington (IN)   | 16.9%  | 9.9%             | 34.2%            | 25.7%              | 13.2%              | 31.4%   | 16.3%                   | 18.2%                   | 12.4%                   | 8.6%                      | 13.0%                |
| City of Miami Beach (FL)   | 7.8%   | 13.7%            | 35.0%            | 27.6%              | 15.9%              | 18.8%   | 20.6%                   | 18.0%                   | 9.4%                    | 11.6%                     | 21.6%                |
| Greater Parkersburg Area (WV)  | 24.4%  | 18.1%            | 29.7%            | 22.0%              | 5.7%               | 24.4%   | 22.0%                   | 16.7%                   | 17.2%                   | 10.0%                     | 9.7%                 |
| Moore County (NC)  | 6.1%   | 15.9%            | 43.0%            | 25.3%              | 9.7%               | 11.0%   | 18.9%                   | 19.9%                   | 19.9%                   | 11.2%                     | 19.0%                |
| Indiana County (PA)  | 47.1%  | 11.2%            | 20.7%            | 12.8%              | 8.2%               | 46.1%   | 12.7%                   | 16.0%                   | 10.6%                   | 6.1%                      | 8.5%                 |
| Buchanan County (MO)   | 27.9%  | 19.1%            | 32.5%            | 14.8%              | 5.7%               | 29.2%   | 22.2%                   | 18.2%                   | 11.6%                   | 9.4%                      | 9.3%                 |
| City of Boulder (CO) <sup>1</sup>  | 9.4%   | 8.5%             | 36.5%            | 33.6%              | 12.1%              | 26.6%   | 15.3%                   | 17.3%                   | 13.8%                   | 8.6%                      | 18.4%                |
| Eau Claire County (WI)   | 20.7%  | 24.3%            | 33.2%            | 16.5%              | 5.4%               | 27.8%   | 20.1%                   | 18.3%                   | 15.5%                   | 9.4%                      | 9.0%                 |
| <b>Group B Average</b>   | <b>19.2%</b>                                     | <b>16.2%</b>     | <b>33.5%</b>     | <b>22.6%</b>       | <b>8.5%</b>        | <b>27.1%</b>                                      | <b>20.1%</b>            | <b>17.6%</b>            | <b>13.1%</b>            | <b>9.2%</b>               | <b>13.0%</b>         |
| <b>Group B Median</b>  | <b>18.4%</b>                                     | <b>16.6%</b>     | <b>35.0%</b>     | <b>24.5%</b>       | <b>8.2%</b>        | <b>26.6%</b>                                      | <b>20.1%</b>            | <b>17.7%</b>            | <b>12.8%</b>            | <b>8.8%</b>               | <b>9.6%</b>          |



**Table 26:  
Educational Attainment and Annual Household Income of All Attendees to  
Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | EDUCATIONAL ATTAINMENT of ALL Cultural Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences |                         |                         |                         |                           |                      |
|--|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|  | High School<br>or Less                           | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                             | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| City of Rochester (MN)   | 10.2%  | 16.5%            | 36.4%            | 24.6%              | 12.3%              | 16.2%   | 14.8%                   | 16.2%                   | 14.6%                   | 14.9%                     | 23.4%                |
| Tompkins County (NY)   | 17.0%  | 9.8%             | 37.6%            | 22.7%              | 12.9%              | 31.7%   | 18.3%                   | 16.6%                   | 11.4%                   | 9.4%                      | 12.6%                |
| Wayne County (NC)  | 19.5%  | 23.7%            | 33.5%            | 17.2%              | 6.1%               | 22.2%   | 19.9%                   | 17.0%                   | 14.5%                   | 13.3%                     | 13.1%                |
| City of McKinney (TX)  | 17.2%  | 20.1%            | 37.1%            | 19.9%              | 5.8%               | 14.7%   | 12.6%                   | 15.6%                   | 13.3%                   | 15.2%                     | 28.5%                |
| Orange County (NC)   | 11.3%  | 6.8%             | 33.2%            | 30.8%              | 17.9%              | 26.1%   | 15.0%                   | 11.5%                   | 13.5%                   | 10.8%                     | 23.0%                |
| Town of Cary (NC)  | 9.7%   | 11.2%            | 38.8%            | 30.8%              | 9.5%               | 12.4%   | 15.9%                   | 16.2%                   | 17.0%                   | 15.2%                     | 23.2%                |
| Marathon County (WI) <sup>1</sup>  | 28.0%  | 18.9%            | 33.3%            | 16.5%              | 3.4%               | 26.9%   | 22.9%                   | 15.5%                   | 10.3%                   | 11.1%                     | 13.3%                |
| Greater Charlottesville Area (VA)  | 9.5%   | 8.2%             | 36.9%            | 31.2%              | 14.2%              | 23.8%   | 15.8%                   | 14.5%                   | 13.1%                   | 11.8%                     | 21.1%                |
| City of Fort Collins (CO)  | 9.9%   | 10.0%            | 38.0%            | 27.9%              | 14.1%              | 22.8%   | 16.4%                   | 17.3%                   | 12.5%                   | 13.1%                     | 18.0%                |
| Cambria County (PA)  | 29.0%  | 17.0%            | 29.8%            | 19.2%              | 5.1%               | 33.6%   | 22.3%                   | 16.9%                   | 10.7%                   | 6.8%                      | 9.6%                 |
| City of Alexandria (VA)  | 6.8%   | 7.6%             | 37.1%            | 37.3%              | 11.1%              | 8.2%  | 12.2%                   | 13.3%                   | 14.0%                   | 13.1%                     | 39.2%                |
| City of Eugene (OR)  | 14.8%  | 15.8%            | 33.9%            | 26.6%              | 8.9%               | 38.9%   | 19.7%                   | 14.2%                   | 10.3%                   | 7.2%                      | 9.7%                 |
| Pitt County (NC)   | 12.9%  | 12.7%            | 41.7%            | 25.0%              | 7.8%               | 30.3%   | 13.3%                   | 13.3%                   | 18.7%                   | 13.2%                     | 11.2%                |
| City of Santa Clarita (CA)   | 18.6%  | 18.6%            | 46.1%            | 12.7%              | 4.1%               | 0.4%  | 5.9%                    | 14.8%                   | 27.1%                   | 28.3%                     | 23.4%                |
| City of Providence (RI)  | 10.5%  | 12.2%            | 33.0%            | 29.6%              | 14.8%              | 16.1%   | 17.2%                   | 13.2%                   | 14.4%                   | 13.3%                     | 25.7%                |
| Erie (PA)  | 19.0%  | 15.0%            | 34.1%            | 26.2%              | 5.7%               | 23.5%   | 21.2%                   | 16.7%                   | 17.3%                   | 8.6%                      | 12.6%                |
| New Hanover County (NC)  | 13.4%  | 15.6%            | 42.4%            | 22.5%              | 6.1%               | 28.2%   | 19.0%                   | 19.4%                   | 11.9%                   | 9.2%                      | 12.2%                |
| City of Glendale (CA)  | 21.7%  | 22.8%            | 33.5%            | 16.6%              | 5.3%               | 21.4%   | 22.5%                   | 22.0%                   | 13.2%                   | 10.0%                     | 10.8%                |
| City of Tacoma (WA)  | 10.0%  | 18.9%            | 32.6%            | 26.4%              | 12.1%              | 17.5%   | 18.2%                   | 19.5%                   | 12.2%                   | 13.1%                     | 19.6%                |
| Whatcom County (WA)  | 17.7%  | 23.8%            | 37.4%            | 16.9%              | 4.2%               | 40.9%   | 17.2%                   | 18.8%                   | 12.6%                   | 5.6%                      | 4.9%                 |
| City of Boise (ID)   | 8.6%   | 14.5%            | 37.9%            | 28.8%              | 10.2%              | 23.4%   | 18.9%                   | 18.9%                   | 11.3%                   | 11.3%                     | 16.2%                |
| Lackawanna County (PA)   | 22.4%  | 16.0%            | 35.6%            | 19.9%              | 6.1%               | 28.8%   | 20.8%                   | 19.4%                   | 13.9%                   | 8.9%                      | 8.2%                 |
| Arlington County (VA) <sup>1</sup>   | 7.5%   | 4.1%             | 35.0%            | 39.1%              | 14.3%              | 13.6%   | 8.8%                    | 14.0%                   | 10.7%                   | 11.4%                     | 41.5%                |
| City of Orlando (FL)   | 11.8%  | 17.5%            | 37.9%            | 25.0%              | 7.8%               | 22.5%   | 19.0%                   | 16.6%                   | 13.9%                   | 10.0%                     | 18.1%                |
| Buncombe County (NC)   | 11.6%  | 17.3%            | 36.1%            | 26.5%              | 8.5%               | 26.2%   | 19.3%                   | 17.1%                   | 12.3%                   | 11.2%                     | 13.9%                |
| St. Tammany Parish (LA)  | 18.3%  | 22.7%            | 35.6%            | 19.3%              | 4.2%               | 17.4%   | 21.2%                   | 16.1%                   | 15.5%                   | 12.8%                     | 17.1%                |
| Alachua County (FL)  | 17.8%  | 19.5%            | 29.6%            | 21.1%              | 12.0%              | 37.7%   | 13.6%                   | 17.7%                   | 11.6%                   | 7.1%                      | 12.3%                |
| Greater Jackson Area (MS) <sup>1</sup>   | 13.1%  | 22.3%            | 35.0%            | 22.3%              | 7.3%               | 37.1%   | 20.3%                   | 18.7%                   | 7.2%                    | 7.6%                      | 9.2%                 |
| <b>Group C Average</b>   | <b>14.9%</b>                                     | <b>15.7%</b>     | <b>36.0%</b>     | <b>24.4%</b>       | <b>9.0%</b>        | <b>23.7%</b>                                      | <b>17.2%</b>            | <b>16.5%</b>            | <b>13.5%</b>            | <b>11.6%</b>              | <b>17.6%</b>         |
| <b>Group C Median</b>  | <b>13.3%</b>                                     | <b>16.3%</b>     | <b>35.9%</b>     | <b>24.8%</b>       | <b>8.2%</b>        | <b>23.5%</b>                                      | <b>18.3%</b>            | <b>16.6%</b>            | <b>13.2%</b>            | <b>11.3%</b>              | <b>15.1%</b>         |

**Table 26:**  
**Educational Attainment and Annual Household Income of All Attendees to**  
**Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | EDUCATIONAL ATTAINMENT of ALL Cultural Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences |                         |                         |                         |                           |                      |
|--|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|  | High School<br>or Less                           | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                             | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| City of Lincoln (NE)   | 12.9%  | 13.0%            | 33.5%            | 27.1%              | 13.4%              | 24.1%   | 18.5%                   | 18.0%                   | 15.0%                   | 12.1%                     | 12.3%                |
| Durham County (NC)   | 5.2%   | 6.9%             | 31.3%            | 35.7%              | 20.9%              | 19.0%   | 18.0%                   | 15.4%                   | 12.3%                   | 11.9%                     | 23.4%                |
| Osceola County (FL) <sup>1</sup>   | 34.4%  | 24.0%            | 23.3%            | 15.0%              | 3.3%               | 29.0%   | 23.1%                   | 18.5%                   | 14.3%                   | 6.7%                      | 8.4%                 |
| City of Newark (NJ) <sup>1</sup>   | 14.0%  | 18.5%            | 34.9%            | 26.7%              | 6.0%               | 21.3%   | 21.0%                   | 17.3%                   | 16.3%                   | 9.3%                      | 14.8%                |
| City of Riverside (CA) <sup>1</sup>  | 17.3%  | 28.8%            | 40.8%            | 11.4%              | 1.7%               | 20.5%   | 18.9%                   | 25.9%                   | 20.3%                   | 9.2%                      | 5.2%                 |
| Lexington-Fayette Urban County (KY)  | 15.1%  | 12.8%            | 34.8%            | 25.4%              | 11.8%              | 29.7%   | 18.7%                   | 13.5%                   | 11.6%                   | 11.0%                     | 15.5%                |
| Loudoun County (VA)  | 8.7%   | 9.6%             | 38.6%            | 34.1%              | 9.1%               | 6.6%  | 9.1%                    | 10.0%                   | 12.5%                   | 17.1%                     | 44.7%                |
| Cumberland County (NC)   | 17.0%  | 25.4%            | 32.4%            | 20.1%              | 5.2%               | 20.1%   | 21.4%                   | 16.5%                   | 16.7%                   | 10.3%                     | 15.0%                |
| Greater Chattanooga Area (TN)  | 15.0%  | 19.1%            | 35.3%            | 23.9%              | 6.8%               | 18.9%   | 21.3%                   | 18.0%                   | 15.5%                   | 10.4%                     | 16.0%                |
| Forsyth County (NC)  | 8.6%   | 10.5%            | 39.6%            | 28.3%              | 13.1%              | 16.8%   | 19.8%                   | 15.8%                   | 14.2%                   | 8.6%                      | 24.8%                |
| City of Wichita (KS)   | 18.4%  | 15.9%            | 31.9%            | 25.5%              | 8.4%               | 21.9%   | 22.4%                   | 20.3%                   | 11.9%                   | 8.4%                      | 15.0%                |
| Sarasota County (FL)   | 13.9%  | 18.0%            | 33.6%            | 26.4%              | 8.2%               | 16.0%   | 18.0%                   | 19.5%                   | 14.3%                   | 11.0%                     | 21.2%                |
| City of Oakland (CA) <sup>1</sup>  | 11.6%  | 17.2%            | 37.2%            | 28.4%              | 5.6%               | 22.5%   | 21.7%                   | 16.1%                   | 15.3%                   | 10.8%                     | 13.7%                |
| Santa Barbara County (CA)  | 17.2%  | 16.5%            | 34.0%            | 21.8%              | 10.5%              | 20.3%   | 12.7%                   | 16.3%                   | 13.5%                   | 12.2%                     | 24.9%                |
| City of Miami (FL)   | 9.1%   | 13.8%            | 33.3%            | 27.5%              | 16.3%              | 12.9%   | 14.9%                   | 16.1%                   | 12.1%                   | 13.4%                     | 30.7%                |
| Seminole County (FL)   | 15.7%  | 19.2%            | 35.7%            | 22.1%              | 7.4%               | 21.4%   | 21.6%                   | 17.0%                   | 13.0%                   | 12.2%                     | 14.8%                |
| City of Omaha (NE)   | 13.6%  | 13.7%            | 34.9%            | 29.1%              | 8.7%               | 17.5%   | 16.5%                   | 18.2%                   | 11.1%                   | 13.4%                     | 23.3%                |
| Greater Syracuse Area (NY)   | 10.7%  | 13.6%            | 27.5%            | 33.2%              | 14.9%              | 15.8%   | 15.7%                   | 17.3%                   | 13.9%                   | 13.6%                     | 23.8%                |
| City of Mesa (AZ)  | 20.2%  | 24.9%            | 31.9%            | 17.4%              | 5.6%               | 23.2%   | 20.1%                   | 16.2%                   | 16.2%                   | 9.5%                      | 14.9%                |
| Guilford County (NC)   | 12.6%  | 13.8%            | 40.9%            | 24.2%              | 8.4%               | 22.8%   | 19.6%                   | 17.9%                   | 14.0%                   | 10.4%                     | 15.3%                |
| Dane County (WI) <sup>1</sup>  | 10.1%  | 8.4%             | 39.1%            | 29.3%              | 13.1%              | 19.8%   | 14.8%                   | 17.7%                   | 15.5%                   | 14.6%                     | 17.7%                |
| Volusia County (FL) <sup>1</sup>   | 22.9%  | 27.8%            | 25.3%            | 19.4%              | 4.5%               | 26.9%   | 25.3%                   | 18.0%                   | 9.8%                    | 5.3%                      | 14.7%                |
| <b>Group D Average</b>   | <b>14.7%</b>                                     | <b>16.9%</b>     | <b>34.1%</b>     | <b>25.1%</b>       | <b>9.2%</b>        | <b>20.3%</b>                                      | <b>18.8%</b>            | <b>17.3%</b>            | <b>14.1%</b>            | <b>11.0%</b>              | <b>18.6%</b>         |
| <b>Group D Median</b>  | <b>14.0%</b>                                     | <b>16.2%</b>     | <b>34.4%</b>     | <b>26.0%</b>       | <b>8.4%</b>        | <b>20.4%</b>                                      | <b>19.3%</b>            | <b>17.3%</b>            | <b>14.1%</b>            | <b>10.9%</b>              | <b>15.4%</b>         |

**Table 26:**  
**Educational Attainment and Annual Household Income of All Attendees to**  
**Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | EDUCATIONAL ATTAINMENT of ALL Cultural Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences |                         |                         |                         |                           |                      |
|--|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|  | High School<br>or Less                           | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                             | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| City of Albuquerque (NM)   | 7.8%   | 12.8%            | 32.1%            | 35.1%              | 12.3%              | 21.7%   | 19.6%                   | 16.3%                   | 13.1%                   | 11.1%                     | 18.2%                |
| City of Atlanta (GA) <sup>1</sup>  | 6.5%   | 11.0%            | 46.0%            | 28.2%              | 8.2%               | 19.8%   | 16.9%                   | 12.6%                   | 12.9%                   | 10.8%                     | 27.0%                |
| Polk County (FL)   | 14.8%  | 20.3%            | 34.9%            | 23.4%              | 6.6%               | 20.0%   | 23.4%                   | 24.4%                   | 11.9%                   | 12.9%                     | 7.5%                 |
| Lee County (FL)  | 14.4%  | 16.2%            | 36.8%            | 24.9%              | 7.6%               | 17.0%   | 17.7%                   | 19.4%                   | 13.9%                   | 13.3%                     | 18.7%                |
| City of Seattle (WA)   | 8.3%   | 10.2%            | 39.9%            | 30.1%              | 11.6%              | 19.8%   | 13.5%                   | 15.1%                   | 13.0%                   | 14.6%                     | 24.0%                |
| District of Columbia (DC)  | 5.0%   | 5.9%             | 33.4%            | 38.3%              | 17.4%              | 9.4%  | 10.2%                   | 10.5%                   | 13.5%                   | 14.1%                     | 42.3%                |
| City of Baltimore (MD) <sup>1</sup>  | 4.2%   | 6.4%             | 53.2%            | 31.4%              | 4.8%               | 39.1%   | 21.4%                   | 17.8%                   | 8.2%                    | 6.1%                      | 7.4%                 |
| Jefferson County (AL)  | 10.7%  | 14.1%            | 39.7%            | 23.5%              | 12.0%              | 20.3%   | 18.4%                   | 18.7%                   | 10.7%                   | 10.9%                     | 20.9%                |
| City of Austin (TX)  | 8.6%   | 11.1%            | 44.1%            | 26.3%              | 9.9%               | 27.0%   | 19.3%                   | 14.5%                   | 12.6%                   | 9.8%                      | 16.8%                |
| City of Indianapolis (IN)  | 13.4%  | 13.7%            | 38.5%            | 25.4%              | 9.1%               | 16.3%   | 17.4%                   | 19.7%                   | 15.4%                   | 11.2%                     | 20.0%                |
| City and County of San Francisco (CA)  | 6.0%   | 9.7%             | 43.2%            | 29.8%              | 11.3%              | 29.6%   | 15.1%                   | 13.5%                   | 11.9%                   | 9.6%                      | 20.4%                |
| Prince George's County (MD) <sup>1</sup>                                       | 11.7%  | 12.1%            | 34.5%            | 31.0%              | 10.7%              | 18.3%   | 15.9%                   | 14.4%                   | 15.6%                   | 14.1%                     | 21.7%                |
| Bergen County (NJ) <sup>1</sup>  | 15.5%  | 12.3%            | 39.0%            | 25.9%              | 7.4%               | 10.8%   | 17.5%                   | 19.6%                   | 13.6%                   | 16.3%                     | 22.3%                |
| Wake County (NC)   | 8.7%   | 11.4%            | 40.6%            | 29.3%              | 10.1%              | 13.9%   | 15.9%                   | 15.1%                   | 15.5%                   | 14.9%                     | 24.8%                |
| Fairfield County (CT)  | 10.7%  | 12.1%            | 39.2%            | 29.4%              | 8.6%               | 11.9%   | 12.3%                   | 16.2%                   | 15.6%                   | 14.4%                     | 29.5%                |
| Mecklenburg County (NC)  | 9.6%   | 12.1%            | 46.0%            | 25.1%              | 7.3%               | 15.0%   | 13.3%                   | 16.9%                   | 13.5%                   | 13.6%                     | 27.7%                |
| Greater Memphis Area (TN)  | 14.4%  | 15.2%            | 33.2%            | 26.0%              | 11.3%              | 20.1%   | 18.0%                   | 15.5%                   | 14.3%                   | 10.7%                     | 21.3%                |
| City of San Jose (CA)  | 7.7%   | 10.4%            | 37.2%            | 31.5%              | 13.2%              | 12.1%   | 10.2%                   | 13.1%                   | 14.4%                   | 12.0%                     | 38.1%                |
| Westchester County (NY)  | 5.7%   | 8.7%             | 29.1%            | 40.1%              | 16.4%              | 5.9%  | 8.2%                    | 13.2%                   | 14.7%                   | 12.8%                     | 45.2%                |
| Montgomery County (MD)   | 8.4%   | 7.4%             | 29.5%            | 37.9%              | 16.9%              | 10.0%   | 6.8%                    | 9.7%                    | 11.5%                   | 15.2%                     | 46.8%                |
| <b>Group E Average</b>   | <b>9.6%</b>                                      | <b>11.7%</b>     | <b>38.5%</b>     | <b>29.6%</b>       | <b>10.6%</b>       | <b>17.9%</b>                                      | <b>15.6%</b>            | <b>15.8%</b>            | <b>13.3%</b>            | <b>12.4%</b>              | <b>25.0%</b>         |
| <b>Group E Median</b>  | <b>8.7%</b>                                      | <b>11.8%</b>     | <b>38.8%</b>     | <b>29.4%</b>       | <b>10.4%</b>       | <b>17.7%</b>                                      | <b>16.4%</b>            | <b>15.3%</b>            | <b>13.5%</b>            | <b>12.9%</b>              | <b>22.0%</b>         |

**Table 26:**  
**Educational Attainment and Annual Household Income of All Attendees to**  
**Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | EDUCATIONAL ATTAINMENT of ALL Cultural Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences |                         |                         |                         |                           |                      |
|---|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|   | High School<br>or Less                           | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                             | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| Pima County (AZ)  | 10.1%  | 16.8%            | 32.0%            | 30.2%              | 10.8%              | 26.2%   | 19.9%                   | 16.2%                   | 13.9%                   | 11.2%                     | 12.6%                |
| Fairfax County (VA)   | 4.0%   | 8.6%             | 37.6%            | 38.3%              | 11.6%              | 5.3%  | 9.5%                    | 14.7%                   | 14.1%                   | 14.1%                     | 42.3%                |
| Orange County (FL)  | 12.4%  | 17.6%            | 39.1%            | 23.2%              | 7.7%               | 24.4%   | 18.7%                   | 15.5%                   | 13.4%                   | 10.0%                     | 17.9%                |
| Greater Columbus Area (OH)  | 13.1%  | 11.5%            | 32.5%            | 29.1%              | 13.9%              | 17.2%   | 14.6%                   | 18.3%                   | 12.7%                   | 13.5%                     | 23.7%                |
| Allegheny County (PA)   | 7.3%   | 9.6%             | 33.9%            | 33.0%              | 16.2%              | 17.8%   | 18.4%                   | 17.0%                   | 15.6%                   | 11.5%                     | 19.7%                |
| City of San Diego (CA)  | 7.9%   | 44.2%            | 33.2%            | 13.3%              | 1.4%               | 4.8%  | 21.5%                   | 32.5%                   | 27.4%                   | 11.4%                     | 2.4%                 |
| City of Dallas (TX)   | 11.9%  | 16.3%            | 41.3%            | 23.4%              | 7.1%               | 17.2%   | 18.4%                   | 17.7%                   | 13.0%                   | 12.7%                     | 21.0%                |
| Palm Beach County (FL)  | 13.1%  | 15.1%            | 33.8%            | 27.6%              | 10.4%              | 10.0%   | 13.9%                   | 16.0%                   | 11.9%                   | 13.8%                     | 34.5%                |
| Greater St. Louis Area (MO)   | 9.1%   | 13.0%            | 37.7%            | 28.8%              | 11.4%              | 18.3%   | 16.9%                   | 15.2%                   | 15.0%                   | 12.0%                     | 22.7%                |
| City of San Antonio (TX) <sup>1</sup>   | 13.0%  | 26.0%            | 45.2%            | 12.7%              | 3.1%               | 27.5%   | 37.5%                   | 19.0%                   | 7.3%                    | 3.4%                      | 5.4%                 |
| Sacramento County (CA)  | 10.8%  | 19.2%            | 34.6%            | 27.2%              | 8.2%               | 19.1%   | 16.0%                   | 17.7%                   | 16.2%                   | 14.4%                     | 16.6%                |
| City and County of Philadelphia (PA)  | 11.1%  | 10.9%            | 32.3%            | 30.7%              | 15.0%              | 19.0%   | 13.8%                   | 12.3%                   | 14.0%                   | 12.0%                     | 28.8%                |
| City of Phoenix (AZ)  | 9.0%   | 13.0%            | 31.1%            | 31.1%              | 15.9%              | 14.4%   | 16.8%                   | 15.5%                   | 13.8%                   | 13.0%                     | 26.6%                |
| Broward County (FL)   | 12.1%  | 17.2%            | 33.8%            | 26.5%              | 10.3%              | 14.1%   | 16.1%                   | 16.7%                   | 13.2%                   | 12.0%                     | 28.0%                |
| Santa Clara County (CA)   | 7.3%   | 10.5%            | 36.8%            | 31.3%              | 14.0%              | 13.0%   | 9.8%                    | 12.6%                   | 13.3%                   | 12.2%                     | 39.1%                |
| Tarrant County (TX) <sup>1</sup>  | 15.2%  | 23.0%            | 42.8%            | 16.4%              | 2.6%               | 10.9%   | 16.4%                   | 13.5%                   | 27.1%                   | 16.4%                     | 15.7%                |
| Clark County (NV)   | 19.9%  | 22.9%            | 35.3%            | 17.0%              | 4.9%               | 19.6%   | 22.8%                   | 23.3%                   | 15.9%                   | 8.0%                      | 10.4%                |
| Riverside County (CA)   | 14.6%  | 28.2%            | 42.6%            | 13.5%              | 1.2%               | 15.9%   | 21.5%                   | 31.0%                   | 18.9%                   | 9.0%                      | 3.7%                 |
| Miami-Dade County (FL)  | 8.7%   | 14.9%            | 33.4%            | 27.9%              | 15.1%              | 15.2%   | 16.1%                   | 16.3%                   | 12.0%                   | 12.5%                     | 27.8%                |
| City of Chicago (IL)  | 6.7%   | 10.7%            | 38.5%            | 32.2%              | 11.8%              | 23.0%   | 14.0%                   | 13.1%                   | 14.3%                   | 9.5%                      | 26.1%                |
| San Diego County (CA)   | 7.9%   | 44.2%            | 33.2%            | 13.3%              | 1.4%               | 4.8%  | 21.5%                   | 32.5%                   | 27.4%                   | 11.4%                     | 2.4%                 |
| City of Los Angeles (CA)  | 22.2%  | 22.0%            | 39.6%            | 13.4%              | 2.8%               | 20.7%   | 28.4%                   | 21.8%                   | 14.3%                   | 6.8%                      | 7.9%                 |
| Harris County (TX)  | 6.3%   | 9.2%             | 42.6%            | 30.7%              | 11.2%              | 11.7%   | 14.3%                   | 13.0%                   | 11.9%                   | 12.6%                     | 36.6%                |
| <b>Group F Average</b>  | <b>11.0%</b>                                     | <b>18.5%</b>     | <b>36.6%</b>     | <b>24.8%</b>       | <b>9.0%</b>        | <b>16.1%</b>                                      | <b>18.1%</b>            | <b>18.3%</b>            | <b>15.5%</b>            | <b>11.5%</b>              | <b>20.5%</b>         |
| <b>Group F Median</b>   | <b>10.8%</b>                                     | <b>16.3%</b>     | <b>35.3%</b>     | <b>27.6%</b>       | <b>10.4%</b>       | <b>17.2%</b>                                      | <b>16.8%</b>            | <b>16.3%</b>            | <b>14.0%</b>            | <b>12.0%</b>              | <b>21.0%</b>         |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |  |                  |                  |                    |                    |   |                         |                         |                         |                           |                      |
| <b>Average</b>  | <b>13.8%</b>                                     | <b>15.7%</b>     | <b>36.0%</b>     | <b>25.4%</b>       | <b>9.1%</b>        | <b>20.8%</b>                                      | <b>17.9%</b>            | <b>17.2%</b>            | <b>13.9%</b>            | <b>11.1%</b>              | <b>19.0%</b>         |
| <b>Median</b>   | <b>12.1%</b>                                     | <b>14.9%</b>     | <b>35.6%</b>     | <b>25.8%</b>       | <b>8.9%</b>        | <b>20.3%</b>                                      | <b>18.4%</b>            | <b>16.7%</b>            | <b>13.5%</b>            | <b>11.1%</b>              | <b>17.4%</b>         |

**Table 26:**  
**Educational Attainment and Annual Household Income of All Attendees to**  
**Nonprofit Arts and Culture Events Per Study Region During 2011**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | EDUCATIONAL ATTAINMENT of ALL Cultural Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences |                         |                         |                         |                           |                      |
|---|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|   | High School<br>or Less                           | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                             | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| Greater Portsmouth Area (NH)                                  | 8.1%   | 11.9%            | 40.9%            | 31.4%              | 7.6%               | 13.4%   | 14.7%                   | 15.0%                   | 17.5%                   | 15.7%                     | 23.7%                |
| Greater Concord Area (NH)                                     | 11.2%  | 11.7%            | 33.7%            | 32.1%              | 11.3%              | 17.0%   | 16.0%                   | 17.2%                   | 13.2%                   | 15.3%                     | 21.4%                |
| Greater Aberdeen Area (SD)                                    | 28.4%  | 24.5%            | 31.5%            | 11.8%              | 3.9%               | 28.4%   | 24.8%                   | 18.6%                   | 11.7%                   | 6.7%                      | 9.7%                 |
| Centre Region (PA)  | 17.2%  | 7.9%             | 35.0%            | 25.9%              | 14.0%              | 19.9%   | 13.6%                   | 17.4%                   | 17.4%                   | 12.5%                     | 19.1%                |
| Greater Minot Area (ND)                                       | 26.1%  | 17.8%            | 37.6%            | 12.5%              | 6.0%               | 27.0%   | 21.5%                   | 20.9%                   | 9.9%                    | 11.3%                     | 9.4%                 |
| Creative Corridor in Northwest Iowa (IA) <sup>1</sup>         | 24.8%  | 23.8%            | 32.4%            | 15.7%              | 3.3%               | 28.3%   | 22.0%                   | 24.3%                   | 8.1%                    | 6.9%                      | 10.4%                |
| Northern New Hampshire (NH) <sup>1</sup>                      | 23.0%  | 18.3%            | 31.0%            | 19.8%              | 7.9%               | 23.9%   | 15.0%                   | 17.7%                   | 11.5%                   | 11.5%                     | 20.4%                |
| Greater Sioux Falls Area (SD)                                 | 21.5%  | 19.8%            | 33.3%            | 17.5%              | 8.0%               | 28.6%   | 19.7%                   | 17.1%                   | 12.3%                   | 8.9%                      | 13.4%                |
| Greater Athens Area (GA)                                      | 15.4%  | 16.0%            | 39.6%            | 20.1%              | 9.0%               | 36.8%   | 16.5%                   | 13.7%                   | 11.7%                   | 7.6%                      | 13.7%                |
| Greater Rockford Area (IL)                                    | 16.7%  | 20.2%            | 33.3%            | 23.9%              | 6.0%               | 20.7%   | 17.9%                   | 19.1%                   | 17.3%                   | 9.9%                      | 15.2%                |
| Greater Peoria Area (IL)                                      | 20.1%  | 21.0%            | 29.8%            | 22.3%              | 6.7%               | 23.7%   | 19.1%                   | 19.7%                   | 13.6%                   | 9.8%                      | 14.1%                |
| Greater Fox Cities Region (WI) <sup>1</sup>                   | 19.0%  | 16.5%            | 40.3%            | 17.0%              | 7.2%               | 17.6%   | 17.7%                   | 19.1%                   | 16.1%                   | 11.3%                     | 18.1%                |
| Northern Tier Region (PA) <sup>1</sup>                        | 19.3%  | 16.2%            | 32.4%            | 22.8%              | 9.3%               | 27.4%   | 20.6%                   | 19.0%                   | 16.1%                   | 7.7%                      | 9.3%                 |
| Northwest Arkansas Area (AR)                                  | 12.8%  | 14.7%            | 39.5%            | 23.5%              | 9.5%               | 17.2%   | 17.7%                   | 15.7%                   | 13.4%                   | 12.9%                     | 23.0%                |
| Mahoning Valley Region (OH)                                   | 21.8%  | 18.7%            | 35.1%            | 20.0%              | 4.3%               | 27.8%   | 23.7%                   | 20.8%                   | 9.9%                    | 9.1%                      | 8.7%                 |
| Iowa Cultural Corridor (IA)                                   | 11.0%  | 11.6%            | 39.1%            | 24.1%              | 14.2%              | 22.5%   | 17.3%                   | 17.2%                   | 15.9%                   | 11.6%                     | 15.5%                |
| Pikes Peak Region (CO) <sup>1</sup>                           | 5.4%   | 9.9%             | 50.6%            | 27.3%              | 6.8%               | 13.8%   | 17.3%                   | 16.0%                   | 19.5%                   | 14.1%                     | 19.4%                |
| Greater Columbia Area (SC)                                    | 14.0%  | 5.2%             | 30.6%            | 39.4%              | 10.8%              | 11.3%   | 12.9%                   | 31.6%                   | 26.9%                   | 10.9%                     | 6.5%                 |
| Lehigh Valley Region (PA) <sup>1</sup>                        | 18.2%  | 16.1%            | 31.1%            | 27.3%              | 7.4%               | 16.3%   | 19.2%                   | 18.1%                   | 14.3%                   | 14.4%                     | 17.7%                |
| West Valley Region (AZ)                                       | 13.5%  | 24.1%            | 33.0%            | 23.3%              | 6.1%               | 13.0%   | 19.3%                   | 21.4%                   | 17.4%                   | 12.1%                     | 16.8%                |
| Greater Harrisburg Area (PA) <sup>1</sup>                     | 18.7%  | 18.1%            | 33.3%            | 21.6%              | 8.3%               | 14.9%   | 19.5%                   | 19.3%                   | 16.1%                   | 13.1%                     | 17.1%                |
| Greater Hartford Area (CT)                                    | 11.7%  | 13.2%            | 36.6%            | 30.5%              | 7.9%               | 16.6%   | 17.5%                   | 15.9%                   | 12.2%                   | 13.8%                     | 23.9%                |
| Greater Portland Area (OR)                                    | 9.3%   | 12.2%            | 40.7%            | 29.2%              | 8.6%               | 19.6%   | 16.5%                   | 18.8%                   | 12.9%                   | 14.0%                     | 18.3%                |
| Metropolitan Kansas City Area (MO/KS)                         | 8.4%   | 11.6%            | 37.2%            | 29.8%              | 13.0%              | 16.0%   | 15.7%                   | 19.3%                   | 14.0%                   | 13.7%                     | 21.2%                |
| Greater Milwaukee Area (WI) <sup>1</sup>                      | 12.6%  | 14.3%            | 37.8%            | 26.6%              | 8.7%               | 20.2%   | 13.4%                   | 18.0%                   | 13.2%                   | 12.9%                     | 22.4%                |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 26:**  
**Educational Attainment and Annual Household Income of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | EDUCATIONAL ATTAINMENT of <u>ALL</u> Cultural Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of <u>ALL</u> Cultural Audiences |                         |                         |                         |                           |                      |
|---|---|------------------|------------------|--------------------|--------------------|--|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|   | High School<br>or Less                                  | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                                    | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| Central Florida Region (FL)                                   | 14.8%   | 19.0%            | 36.7%            | 22.4%              | 7.1%               | 23.9%  | 20.2%                   | 16.8%                   | 13.0%                   | 10.2%                     | 15.8%                |
| Greater Washington DC Region (DC/MD/VA)                       | 6.8%  | 7.6%             | 34.5%            | 37.4%              | 13.8%              | 9.5%   | 10.2%                   | 12.4%                   | 13.3%                   | 13.9%                     | 40.7%                |
| Greater Philadelphia Region (PA)                              | 9.9%  | 11.6%            | 33.3%            | 30.7%              | 14.4%              | 16.7%  | 13.4%                   | 13.1%                   | 13.9%                   | 13.2%                     | 29.6%                |
| Southeastern Michigan Region (MI) <sup>1</sup>                | 13.6%   | 19.9%            | 35.0%            | 24.8%              | 6.6%               | 20.1%  | 15.3%                   | 24.7%                   | 14.6%                   | 9.0%                      | 16.3%                |
| Greater Houston Area (TX)                                     | 11.4%   | 13.6%            | 39.8%            | 26.0%              | 9.2%               | 14.2%  | 15.3%                   | 14.3%                   | 12.3%                   | 11.7%                     | 32.2%                |
| North Texas Region (TX)                                       | 15.0%   | 19.2%            | 39.5%            | 20.6%              | 5.8%               | 15.1%  | 15.5%                   | 16.1%                   | 15.3%                   | 14.4%                     | 23.5%                |
| <b>Regional Average</b>                                       | <b>15.5%</b>  | <b>15.7%</b>     | <b>35.9%</b>     | <b>24.4%</b>       | <b>8.5%</b>        | <b>20.0%</b>   | <b>17.4%</b>            | <b>18.3%</b>            | <b>14.3%</b>            | <b>11.6%</b>              | <b>18.3%</b>         |
| <b>Regional Median</b>  | <b>14.8%</b>  | <b>16.1%</b>     | <b>35.0%</b>     | <b>23.9%</b>       | <b>7.9%</b>        | <b>19.6%</b>   | <b>17.3%</b>            | <b>18.0%</b>            | <b>13.6%</b>            | <b>11.7%</b>              | <b>17.7%</b>         |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | EDUCATIONAL ATTAINMENT of <u>ALL</u> Cultural Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of <u>ALL</u> Cultural Audiences |                         |                         |                         |                           |                      |
|--|---|------------------|------------------|--------------------|--------------------|--|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|  | High School<br>or Less                                  | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                                    | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| State of South Dakota  | 25.1%   | 22.2%            | 32.3%            | 14.4%              | 5.9%               | 28.6%  | 22.8%                   | 18.0%                   | 11.7%                   | 7.7%                      | 11.1%                |
| State of Delaware  | 13.8%   | 15.9%            | 33.3%            | 26.7%              | 10.2%              | 14.3%  | 16.8%                   | 18.5%                   | 16.0%                   | 14.0%                     | 20.3%                |
| State of Hawai'i   | 13.8%   | 17.6%            | 35.6%            | 24.3%              | 8.7%               | 29.4%  | 18.8%                   | 15.6%                   | 12.7%                   | 9.6%                      | 13.9%                |
| State of New Hampshire   | 15.3%   | 16.6%            | 33.9%            | 26.6%              | 7.7%               | 20.5%  | 17.5%                   | 16.8%                   | 14.4%                   | 12.3%                     | 18.5%                |
| State of Nebraska  | 17.5%   | 16.0%            | 32.2%            | 25.0%              | 9.4%               | 22.7%  | 20.2%                   | 18.4%                   | 13.2%                   | 11.4%                     | 14.1%                |
| State of Connecticut   | 12.2%   | 12.4%            | 34.7%            | 30.9%              | 9.8%               | 14.5%  | 13.9%                   | 15.6%                   | 13.2%                   | 14.1%                     | 28.8%                |
| State of Wisconsin   | 20.3%   | 17.9%            | 34.5%            | 20.2%              | 7.1%               | 24.8%  | 18.8%                   | 17.9%                   | 13.9%                   | 10.6%                     | 14.0%                |
| State of North Carolina  | 14.5%   | 15.8%            | 36.3%            | 24.6%              | 8.8%               | 22.0%  | 19.5%                   | 17.1%                   | 14.3%                   | 10.4%                     | 16.7%                |
| State of Pennsylvania  | 20.1%   | 13.5%            | 31.9%            | 24.6%              | 9.9%               | 24.4%  | 17.6%                   | 16.5%                   | 14.1%                   | 10.4%                     | 16.9%                |
| State of Illinois  | 14.0%   | 16.9%            | 34.2%            | 26.5%              | 8.4%               | 22.5%  | 16.7%                   | 16.9%                   | 15.1%                   | 9.7%                      | 19.2%                |
| <b>Statewide Average</b>                                       | <b>16.7%</b>  | <b>16.5%</b>     | <b>33.9%</b>     | <b>24.4%</b>       | <b>8.6%</b>        | <b>22.4%</b>   | <b>18.3%</b>            | <b>17.1%</b>            | <b>13.9%</b>            | <b>11.0%</b>              | <b>17.4%</b>         |
| <b>Statewide Median</b>  | <b>14.9%</b>  | <b>16.3%</b>     | <b>34.1%</b>     | <b>24.8%</b>       | <b>8.8%</b>        | <b>22.6%</b>   | <b>18.2%</b>            | <b>17.0%</b>            | <b>14.0%</b>            | <b>10.5%</b>              | <b>16.8%</b>         |

**Table 26:**  
**Educational Attainment and Annual Household Income of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | EDUCATIONAL ATTAINMENT of <u>ALL</u> Cultural Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of <u>ALL</u> Cultural Audiences |                         |                         |                         |                           |                      |
|---|---|------------------|------------------|--------------------|--------------------|--|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|   | High School<br>or Less                                  | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                                    | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| Grand Center Arts District (St. Louis, MO)                      | 7.1%  | 11.7%            | 38.4%            | 30.6%              | 12.2%              | 20.3%  | 16.4%                   | 11.7%                   | 15.5%                   | 11.4%                     | 24.8%                |
| Dallas Arts District (Dallas, TX)                               | 10.6%   | 13.5%            | 41.1%            | 25.9%              | 8.9%               | 13.9%  | 15.3%                   | 17.4%                   | 11.5%                   | 13.9%                     | 28.1%                |
| <b>Arts District Average</b>                                    | <b>8.9%</b>   | <b>12.6%</b>     | <b>39.8%</b>     | <b>28.3%</b>       | <b>10.6%</b>       | <b>17.1%</b>   | <b>15.9%</b>            | <b>14.6%</b>            | <b>13.5%</b>            | <b>12.7%</b>              | <b>26.5%</b>         |
| <b>Arts District Median</b>                                     | <b>8.9%</b>   | <b>12.6%</b>     | <b>39.8%</b>     | <b>28.3%</b>       | <b>10.6%</b>       | <b>17.1%</b>   | <b>15.9%</b>            | <b>14.6%</b>            | <b>13.5%</b>            | <b>12.7%</b>              | <b>26.5%</b>         |

**Table Notes:**

<sup>1</sup> The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.



## Explanation of Table 27: Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

This table presents a demographic description of all nonprofit arts and culture audiences in each participating study region during 2011. Summary statistics are calculated for each population group. (Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.) This table details the age, personal artistic creation, and willingness to travel to attend cultural experiences reported by all arts attendees who completed the audience-intercept survey (both residents and non-residents). Table 26 provides details about cultural audiences' educational attainment and annual household income.

### Column Two:

The percentage of all audience-intercept survey respondents in each participating study region—both residents and non-residents—who are 18 to 34 years of age. Audience-intercept survey respondents were required to be at least 18 years old.

### Column Three:

The percentage of all audience-intercept survey respondents—both residents and non-residents—who are 35 to 44 years of age.

### Column Four:

The percentage of all audience-intercept survey respondents—both residents and non-residents—who are 45 to 54 years of age.

### Column Five:

The percentage of all audience-intercept survey respondents—both residents and non-residents—who are 55 to 64 years of age.

### Column Six:

The percentage of all audience-intercept survey respondents—both residents and non-residents—who are 65 years of age or older.

### Column Seven:

The percentage of all audience-intercept survey respondents in each participating study region—both residents and non-residents—who report that they actively participate in the creation of art or music (e.g., sing in a choir, act in a play, paint or draw, play an instrument).

### Columns Eight through Ten:

The audience-intercept survey included the question, "If this arts event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?"

### Column Eight:

The percentage of all audience-intercept survey respondents—both residents and non-residents—who responded, "No, I would have skipped the cultural experience altogether."

### Column Nine:

The percentage of all audience-intercept survey respondents—both residents and non-residents—who responded, "No, I would have replaced it with another nearby cultural experience."

### Column Ten:

The percentage of all audience-intercept survey respondents—both residents and non-residents—who responded, "Yes, I would have traveled to a different community."

**Table 27:**  
**Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | AGE of ALL Cultural Audiences |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|---|-------------------------------|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|   | 18-34                         | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| City of Gunnison (CO) <sup>1</sup>  | 25.3%                         | 13.2%        | 21.0%        | 24.9%        | 15.7%        | 53.0%                 | 47.5%  | 32.7%          | 19.8%                           |
| Town of Telluride (CO) <sup>1</sup>   | 20.6%                         | 15.5%        | 21.2%        | 26.5%        | 16.1%        | 48.2%                 | 38.4%  | 22.0%          | 39.7%                           |
| Town of Crested Butte (CO)  | 15.9%                         | 20.5%        | 21.2%        | 21.7%        | 20.7%        | 53.3%                 | 41.8%  | 32.1%          | 26.1%                           |
| Town of Newmarket (NH) <sup>1</sup>   | 19.6%                         | 7.7%         | 18.0%        | 35.6%        | 19.1%        | 54.3%                 | 31.8%  | 10.3%          | 57.9%                           |
| Greater Ketchikan Area (AK) <sup>1</sup>                                      | 14.6%                         | 13.9%        | 23.1%        | 32.7%        | 15.6%        | 61.2%                 | 39.6%  | 43.2%          | 17.2%                           |
| Gunnison County (CO)  | 18.4%                         | 18.6%        | 21.1%        | 22.5%        | 19.3%        | 53.2%                 | 43.3%  | 32.3%          | 24.4%                           |
| City of Durango (CO)  | 14.7%                         | 10.2%        | 19.4%        | 28.6%        | 27.0%        | 45.7%                 | 42.0%  | 29.0%          | 29.0%                           |
| Teton County (WY)   | 14.2%                         | 9.8%         | 14.1%        | 27.0%        | 34.9%        | 51.8%                 | 39.5%  | 36.2%          | 24.3%                           |
| City of Laguna Beach (CA)   | 9.3%                          | 9.1%         | 22.0%        | 30.8%        | 28.7%        | 55.4%                 | 28.4%  | 17.5%          | 54.1%                           |
| City of Fairfax (VA)  | 10.1%                         | 15.5%        | 26.8%        | 24.5%        | 23.1%        | 48.1%                 | 31.9%  | 16.1%          | 51.9%                           |
| City of Auburn (NY)   | 13.5%                         | 9.0%         | 23.5%        | 33.3%        | 20.7%        | 49.9%                 | 37.8%  | 25.8%          | 36.4%                           |
| City of Slidell (LA)  | 15.1%                         | 18.6%        | 23.4%        | 25.4%        | 17.5%        | 47.5%                 | 35.4%  | 17.8%          | 46.9%                           |
| City of Winter Park (FL) <sup>1</sup>   | 19.7%                         | 13.6%        | 20.5%        | 24.0%        | 22.2%        | 51.4%                 | 23.1%  | 25.9%          | 51.1%                           |
| Greater Elkins Area (WV) <sup>1</sup>   | 38.0%                         | 12.4%        | 11.2%        | 20.8%        | 17.6%        | 76.4%                 | 26.3%  | 24.6%          | 49.2%                           |
| Transylvania County (NC)  | 8.1%                          | 5.7%         | 13.1%        | 30.0%        | 43.1%        | 56.3%                 | 25.2%  | 16.3%          | 58.5%                           |
| City of Rochester (NH)  | 12.7%                         | 15.6%        | 24.2%        | 24.6%        | 23.0%        | 42.7%                 | 28.7%  | 9.3%           | 62.0%                           |
| City and Borough of Juneau (AK) <sup>1</sup>                                  | 13.7%                         | 18.0%        | 18.0%        | 37.7%        | 12.7%        | 57.5%                 | 42.3%  | 43.1%          | 14.6%                           |
| Princeton (NJ)  | 14.1%                         | 9.9%         | 20.9%        | 25.6%        | 29.5%        | 52.4%                 | 29.1%  | 21.4%          | 49.4%                           |
| Platte County (NE)  | 15.1%                         | 16.5%        | 17.3%        | 22.1%        | 29.0%        | 57.1%                 | 37.3%  | 18.9%          | 43.9%                           |
| Adams County (NE)   | 14.2%                         | 7.5%         | 18.0%        | 29.4%        | 30.9%        | 54.9%                 | 32.7%  | 15.7%          | 51.6%                           |
| City of Fairbanks (AK) <sup>1</sup>   | 28.7%                         | 10.0%        | 16.9%        | 30.0%        | 14.4%        | 64.4%                 | 33.9%  | 40.7%          | 25.4%                           |
| City of West Hollywood (CA)   | 30.3%                         | 20.2%        | 20.6%        | 18.1%        | 10.8%        | 67.9%                 | 20.4%  | 11.7%          | 67.9%                           |
| City of Pittsfield (MA) <sup>1</sup>  | 23.7%                         | 23.3%        | 17.8%        | 19.9%        | 15.3%        | 49.6%                 | 20.7%  | 23.2%          | 56.1%                           |
| Windham County (VT)   | 4.7%                          | 6.9%         | 16.4%        | 35.9%        | 36.1%        | 67.8%                 | 36.4%  | 24.9%          | 38.8%                           |
| Iron County (UT)  | 17.5%                         | 10.0%        | 16.2%        | 25.2%        | 31.2%        | 48.8%                 | 26.2%  | 20.5%          | 53.3%                           |
| Watauga County (NC) <sup>1</sup>  | 21.0%                         | 9.2%         | 21.5%        | 27.1%        | 21.2%        | 55.6%                 | 30.8%  | 22.8%          | 46.4%                           |
| Buffalo County (NE)   | 8.8%                          | 9.7%         | 17.8%        | 28.7%        | 35.1%        | 40.1%                 | 33.6%  | 21.0%          | 45.4%                           |
| <b>Group A Average</b>  | <b>17.1%</b>                  | <b>13.0%</b> | <b>19.5%</b> | <b>27.1%</b> | <b>23.4%</b> | <b>54.2%</b>          | <b>33.5%</b>                                   | <b>24.3%</b>   | <b>42.3%</b>                    |
| <b>Group A Median</b>   | <b>15.1%</b>                  | <b>12.4%</b> | <b>20.5%</b> | <b>26.5%</b> | <b>21.2%</b> | <b>53.2%</b>          | <b>33.6%</b>                                   | <b>22.8%</b>   | <b>46.4%</b>                    |

**Table 27:**  
**Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | AGE of ALL Cultural Audiences |              |              |              |              | Personally<br>Create Art | Willingness to Travel for Cultural Experiences |                   |                                    |
|--|-------------------------------|--------------|--------------|--------------|--------------|--------------------------|--|-------------------|------------------------------------|
|  | 18-34                         | 35-44        | 45-54        | 55-64        | 65 or Older  |                          | Skip<br>Altogether                             | Replace<br>Nearby | Travel to a<br>Different Community |
| Chenango County (NY)   | 4.7%                          | 5.8%         | 18.1%        | 32.0%        | 39.4%        | 48.1%                    | 34.4%  | 11.1%             | 54.6%                              |
| City of La Crosse (WI)   | 25.3%                         | 8.5%         | 18.9%        | 20.6%        | 26.7%        | 47.2%                    | 34.6%  | 22.3%             | 43.2%                              |
| Lenoir County (NC)   | 29.5%                         | 10.4%        | 16.5%        | 20.8%        | 22.8%        | 53.1%                    | 33.8%  | 18.4%             | 47.8%                              |
| City of Dubuque (IA)   | 18.3%                         | 12.4%        | 23.7%        | 22.6%        | 23.0%        | 47.1%                    | 36.0%  | 22.2%             | 41.9%                              |
| Greater Enid Area (OK)   | 18.3%                         | 15.5%        | 18.6%        | 21.0%        | 26.6%        | 47.5%                    | 35.8%  | 25.2%             | 39.0%                              |
| City of Flagstaff (AZ)   | 20.8%                         | 12.9%        | 21.1%        | 28.3%        | 16.9%        | 54.5%                    | 29.6%  | 32.0%             | 38.4%                              |
| City of Portland (ME)  | 20.5%                         | 10.4%        | 16.2%        | 24.3%        | 28.6%        | 53.4%                    | 30.1%  | 24.9%             | 45.0%                              |
| Athens County (OH)   | 39.4%                         | 14.3%        | 17.9%        | 17.6%        | 10.9%        | 66.1%                    | 30.0%  | 26.7%             | 43.3%                              |
| Rutherford County (NC)   | 15.3%                         | 13.4%        | 16.3%        | 26.9%        | 28.2%        | 47.5%                    | 28.3%  | 18.5%             | 53.2%                              |
| City of Walnut Creek (CA)  | 6.8%                          | 4.2%         | 13.3%        | 23.2%        | 52.5%        | 39.2%                    | 25.3%  | 11.8%             | 62.9%                              |
| City of Missoula (MT)  | 17.8%                         | 9.8%         | 15.1%        | 32.2%        | 25.1%        | 53.0%                    | 35.3%  | 32.5%             | 32.2%                              |
| City of Bloomington (IN)   | 32.6%                         | 15.9%        | 17.5%        | 20.6%        | 13.4%        | 54.6%                    | 32.0%  | 35.0%             | 33.0%                              |
| City of Miami Beach (FL)   | 11.9%                         | 10.3%        | 16.0%        | 16.8%        | 45.0%        | 37.4%                    | 25.9%  | 27.4%             | 46.6%                              |
| Greater Parkersburg Area (WV)  | 19.0%                         | 13.2%        | 19.1%        | 26.0%        | 22.7%        | 50.0%                    | 32.3%  | 24.0%             | 43.7%                              |
| Moore County (NC)  | 4.1%                          | 7.9%         | 11.0%        | 19.2%        | 57.7%        | 51.0%                    | 31.6%  | 26.9%             | 41.5%                              |
| Indiana County (PA)  | 54.8%                         | 5.5%         | 13.2%        | 11.5%        | 15.1%        | 58.6%                    | 40.7%  | 28.2%             | 31.1%                              |
| Buchanan County (MO)   | 20.3%                         | 12.8%        | 18.6%        | 22.8%        | 25.4%        | 44.7%                    | 36.1%  | 19.7%             | 44.2%                              |
| City of Boulder (CO) <sup>1</sup>  | 19.1%                         | 13.3%        | 20.3%        | 29.9%        | 17.3%        | 64.2%                    | 31.3%  | 27.7%             | 41.0%                              |
| Eau Claire County (WI)   | 25.4%                         | 18.2%        | 20.8%        | 22.6%        | 12.9%        | 41.6%                    | 32.9%  | 24.1%             | 43.1%                              |
| <b>Group B Average</b>   | <b>21.3%</b>                  | <b>11.3%</b> | <b>17.5%</b> | <b>23.1%</b> | <b>26.9%</b> | <b>50.5%</b>             | <b>32.4%</b>                                   | <b>24.1%</b>      | <b>43.5%</b>                       |
| <b>Group B Median</b>  | <b>19.1%</b>                  | <b>12.4%</b> | <b>17.9%</b> | <b>22.6%</b> | <b>25.1%</b> | <b>50.0%</b>             | <b>32.3%</b>                                   | <b>24.9%</b>      | <b>43.2%</b>                       |

**Table 27:**  
**Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | AGE of ALL Cultural Audiences |              |              |              |              | Personally<br>Create Art | Willingness to Travel for Cultural Experiences |                   |                                    |
|--|-------------------------------|--------------|--------------|--------------|--------------|--------------------------|--|-------------------|------------------------------------|
|  | 18-34                         | 35-44        | 45-54        | 55-64        | 65 or Older  |                          | Skip<br>Altogether                             | Replace<br>Nearby | Travel to a<br>Different Community |
| City of Rochester (MN)   | 15.2%                         | 15.6%        | 23.4%        | 24.6%        | 21.2%        | 46.7%                    | 33.6%  | 23.5%             | 42.9%                              |
| Tompkins County (NY)   | 32.3%                         | 11.5%        | 18.6%        | 20.4%        | 17.1%        | 57.1%                    | 35.4%  | 38.2%             | 26.4%                              |
| Wayne County (NC)  | 22.4%                         | 20.1%        | 19.5%        | 21.5%        | 16.5%        | 51.9%                    | 30.9%  | 16.7%             | 52.4%                              |
| City of McKinney (TX)  | 17.2%                         | 15.7%        | 23.5%        | 18.7%        | 24.9%        | 38.9%                    | 34.5%  | 16.6%             | 48.9%                              |
| Orange County (NC)   | 28.6%                         | 10.9%        | 12.5%        | 23.4%        | 24.6%        | 50.5%                    | 28.1%  | 22.2%             | 49.8%                              |
| Town of Cary (NC)  | 11.1%                         | 13.8%        | 23.9%        | 24.3%        | 26.8%        | 53.1%                    | 31.1%  | 18.5%             | 50.4%                              |
| Marathon County (WI) <sup>1</sup>  | 14.9%                         | 9.5%         | 14.6%        | 29.8%        | 31.2%        | 41.3%                    | 36.4%  | 15.8%             | 47.8%                              |
| Greater Charlottesville Area (VA)  | 28.5%                         | 11.4%        | 16.7%        | 23.0%        | 20.4%        | 57.1%                    | 24.9%  | 29.5%             | 45.6%                              |
| City of Fort Collins (CO)  | 18.0%                         | 12.3%        | 16.9%        | 24.9%        | 27.9%        | 53.9%                    | 33.2%  | 27.8%             | 39.0%                              |
| Cambria County (PA)  | 16.1%                         | 10.1%        | 15.1%        | 27.8%        | 31.0%        | 44.7%                    | 32.7%  | 18.1%             | 49.2%                              |
| City of Alexandria (VA)  | 15.4%                         | 19.2%        | 16.0%        | 23.3%        | 26.2%        | 46.4%                    | 30.0%  | 19.1%             | 50.9%                              |
| City of Eugene (OR)  | 27.6%                         | 12.4%        | 14.6%        | 25.1%        | 20.3%        | 59.8%                    | 31.9%  | 34.6%             | 33.5%                              |
| Pitt County (NC)   | 39.3%                         | 21.6%        | 13.4%        | 16.2%        | 9.6%         | 50.4%                    | 33.3%  | 38.0%             | 28.6%                              |
| City of Santa Clarita (CA)   | 20.2%                         | 23.1%        | 23.4%        | 16.5%        | 16.7%        | 52.7%                    | 37.6%  | 32.7%             | 29.7%                              |
| City of Providence (RI)  | 19.8%                         | 18.5%        | 19.7%        | 22.9%        | 19.1%        | 52.7%                    | 23.6%  | 19.7%             | 56.7%                              |
| Erie (PA)  | 14.5%                         | 12.8%        | 20.8%        | 30.9%        | 21.0%        | 46.0%                    | 32.1%  | 26.4%             | 41.4%                              |
| New Hanover County (NC)  | 25.1%                         | 11.0%        | 11.9%        | 21.7%        | 30.2%        | 57.6%                    | 30.4%  | 35.4%             | 34.2%                              |
| City of Glendale (CA)  | 25.7%                         | 29.8%        | 22.1%        | 13.9%        | 8.6%         | 53.0%                    | 17.3%  | 18.6%             | 64.1%                              |
| City of Tacoma (WA)  | 14.9%                         | 12.5%        | 16.2%        | 26.6%        | 29.7%        | 51.5%                    | 28.9%  | 23.8%             | 47.3%                              |
| Whatcom County (WA)  | 35.6%                         | 13.1%        | 16.0%        | 19.7%        | 15.5%        | 63.8%                    | 30.3%  | 26.8%             | 42.9%                              |
| City of Boise (ID)   | 19.2%                         | 15.4%        | 24.1%        | 26.0%        | 15.3%        | 54.8%                    | 26.7%  | 34.5%             | 38.8%                              |
| Lackawanna County (PA)   | 17.6%                         | 13.7%        | 18.5%        | 24.4%        | 25.8%        | 47.9%                    | 36.0%  | 18.6%             | 45.4%                              |
| Arlington County (VA) <sup>1</sup>   | 25.3%                         | 13.1%        | 22.5%        | 22.8%        | 16.3%        | 47.8%                    | 20.6%  | 18.5%             | 60.8%                              |
| City of Orlando (FL)   | 25.5%                         | 15.9%        | 17.6%        | 17.8%        | 23.2%        | 48.7%                    | 23.3%  | 28.1%             | 48.6%                              |
| Buncombe County (NC)   | 17.6%                         | 13.6%        | 18.3%        | 27.2%        | 23.4%        | 50.7%                    | 27.6%  | 30.7%             | 41.7%                              |
| St. Tammany Parish (LA)  | 11.4%                         | 16.1%        | 21.0%        | 31.3%        | 20.1%        | 49.8%                    | 30.6%  | 19.1%             | 50.2%                              |
| Alachua County (FL)  | 35.2%                         | 19.0%        | 15.8%        | 18.1%        | 11.9%        | 50.9%                    | 30.6%  | 27.1%             | 42.3%                              |
| Greater Jackson Area (MS) <sup>1</sup>   | 46.5%                         | 18.6%        | 15.1%        | 13.2%        | 6.6%         | 54.0%                    | 23.3%  | 22.6%             | 54.1%                              |
| <b>Group C Average</b>   | <b>22.9%</b>                  | <b>15.4%</b> | <b>18.3%</b> | <b>22.7%</b> | <b>20.8%</b> | <b>51.2%</b>             | <b>29.8%</b>                                   | <b>25.0%</b>      | <b>45.1%</b>                       |
| <b>Group C Median</b>  | <b>20.0%</b>                  | <b>13.8%</b> | <b>18.0%</b> | <b>23.2%</b> | <b>20.7%</b> | <b>51.2%</b>             | <b>30.6%</b>                                   | <b>23.7%</b>      | <b>46.5%</b>                       |

**Table 27:**  
**Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | AGE of ALL Cultural Audiences |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|--|-------------------------------|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|  | 18-34                         | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| City of Lincoln (NE)   | 18.9%                         | 11.9%        | 14.2%        | 24.8%        | 30.3%        | 53.0%                 | 33.8%  | 33.5%          | 32.7%                           |
| Durham County (NC)   | 16.6%                         | 11.2%        | 16.5%        | 26.2%        | 29.4%        | 55.8%                 | 27.4%  | 23.3%          | 49.4%                           |
| Osceola County (FL) <sup>1</sup>   | 6.6%                          | 5.6%         | 11.3%        | 22.5%        | 54.0%        | 37.4%                 | 34.4%  | 16.5%          | 49.1%                           |
| City of Newark (NJ) <sup>1</sup>   | 18.2%                         | 16.9%        | 22.7%        | 23.4%        | 18.7%        | 54.5%                 | 17.9%  | 16.3%          | 65.8%                           |
| City of Riverside (CA) <sup>1</sup>  | 31.8%                         | 26.1%        | 20.3%        | 14.4%        | 7.5%         | 35.6%                 | 28.9%  | 23.5%          | 47.6%                           |
| Lexington-Fayette Urban County (KY)  | 34.4%                         | 14.9%        | 17.6%        | 19.5%        | 13.6%        | 58.3%                 | 29.6%  | 31.8%          | 38.6%                           |
| Loudoun County (VA)  | 12.1%                         | 14.9%        | 26.8%        | 26.3%        | 19.8%        | 46.2%                 | 22.1%  | 15.0%          | 62.8%                           |
| Cumberland County (NC)   | 24.1%                         | 18.1%        | 20.9%        | 21.4%        | 15.6%        | 47.5%                 | 26.2%  | 22.2%          | 51.6%                           |
| Greater Chattanooga Area (TN)  | 15.8%                         | 15.7%        | 18.6%        | 27.5%        | 22.4%        | 51.9%                 | 27.3%  | 24.3%          | 48.4%                           |
| Forsyth County (NC)  | 13.8%                         | 12.9%        | 20.1%        | 27.9%        | 25.4%        | 51.6%                 | 29.8%  | 28.1%          | 42.1%                           |
| City of Wichita (KS)   | 19.1%                         | 10.4%        | 13.4%        | 20.5%        | 36.6%        | 48.0%                 | 33.6%  | 29.4%          | 37.0%                           |
| Sarasota County (FL)   | 7.4%                          | 6.9%         | 9.0%         | 19.6%        | 57.1%        | 46.4%                 | 26.8%  | 29.5%          | 43.8%                           |
| City of Oakland (CA) <sup>1</sup>  | 19.4%                         | 24.6%        | 20.6%        | 18.1%        | 17.3%        | 57.6%                 | 27.9%  | 9.8%           | 62.3%                           |
| Santa Barbara County (CA)  | 16.4%                         | 13.5%        | 17.5%        | 24.9%        | 27.7%        | 47.8%                 | 34.3%  | 25.3%          | 40.4%                           |
| City of Miami (FL)   | 18.4%                         | 13.9%        | 19.3%        | 19.8%        | 28.6%        | 37.2%                 | 24.1%  | 24.5%          | 51.4%                           |
| Seminole County (FL)   | 12.9%                         | 12.2%        | 17.7%        | 22.6%        | 34.6%        | 46.0%                 | 28.4%  | 24.5%          | 47.1%                           |
| City of Omaha (NE)   | 17.9%                         | 11.7%        | 18.4%        | 26.4%        | 25.6%        | 44.9%                 | 31.2%  | 35.1%          | 33.7%                           |
| Greater Syracuse Area (NY)   | 18.8%                         | 10.0%        | 16.7%        | 23.8%        | 30.8%        | 46.9%                 | 29.8%  | 26.3%          | 43.9%                           |
| City of Mesa (AZ)  | 18.5%                         | 14.8%        | 15.2%        | 23.7%        | 27.9%        | 39.9%                 | 20.1%  | 13.8%          | 66.1%                           |
| Guilford County (NC)   | 16.7%                         | 13.0%        | 20.3%        | 25.1%        | 24.9%        | 54.6%                 | 29.0%  | 26.2%          | 44.8%                           |
| Dane County (WI) <sup>1</sup>  | 24.5%                         | 12.6%        | 15.9%        | 28.2%        | 18.9%        | 49.0%                 | 30.9%  | 23.2%          | 45.9%                           |
| Volusia County (FL) <sup>1</sup>   | 9.9%                          | 8.6%         | 15.4%        | 22.9%        | 43.2%        | 46.7%                 | 30.3%  | 15.0%          | 54.7%                           |
| <b>Group D Average</b>   | <b>17.8%</b>                  | <b>13.7%</b> | <b>17.7%</b> | <b>23.2%</b> | <b>27.7%</b> | <b>48.0%</b>          | <b>28.4%</b>                                   | <b>23.5%</b>   | <b>48.1%</b>                    |
| <b>Group D Median</b>  | <b>18.1%</b>                  | <b>13.0%</b> | <b>17.7%</b> | <b>23.6%</b> | <b>26.7%</b> | <b>47.7%</b>          | <b>29.0%</b>                                   | <b>24.4%</b>   | <b>47.4%</b>                    |

**Table 27:**  
**Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | AGE of ALL Cultural Audiences |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|--|-------------------------------|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|  | 18-34                         | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| City of Albuquerque (NM)   | 11.9%                         | 10.9%        | 16.8%        | 32.0%        | 28.4%        | 55.7%                 | 30.0%  | 34.6%          | 35.4%                           |
| City of Atlanta (GA) <sup>1</sup>  | 38.6%                         | 15.2%        | 13.8%        | 15.9%        | 16.6%        | 50.2%                 | 26.4%  | 29.7%          | 43.8%                           |
| Polk County (FL)   | 11.0%                         | 9.8%         | 20.8%        | 26.9%        | 31.6%        | 64.2%                 | 49.8%  | 18.3%          | 31.9%                           |
| Lee County (FL)  | 12.3%                         | 15.1%        | 14.2%        | 23.7%        | 34.7%        | 47.0%                 | 30.2%  | 15.8%          | 54.0%                           |
| City of Seattle (WA)   | 19.4%                         | 11.7%        | 17.2%        | 26.0%        | 25.7%        | 53.5%                 | 30.4%  | 32.2%          | 37.4%                           |
| District of Columbia (DC)  | 20.7%                         | 13.8%        | 16.4%        | 25.9%        | 23.2%        | 36.5%                 | 29.5%  | 34.5%          | 36.1%                           |
| City of Baltimore (MD) <sup>1</sup>  | 52.9%                         | 19.7%        | 12.6%        | 11.7%        | 3.2%         | 73.9%                 | 20.4%  | 38.7%          | 41.0%                           |
| Jefferson County (AL)  | 23.4%                         | 16.2%        | 21.0%        | 19.2%        | 20.2%        | 50.9%                 | 26.5%  | 28.5%          | 44.9%                           |
| City of Austin (TX)  | 30.1%                         | 19.7%        | 19.1%        | 18.1%        | 13.0%        | 58.0%                 | 28.0%  | 37.1%          | 34.9%                           |
| City of Indianapolis (IN)  | 21.1%                         | 14.3%        | 19.2%        | 26.7%        | 18.7%        | 46.7%                 | 29.7%  | 32.6%          | 37.7%                           |
| City and County of San Francisco (CA)  | 36.6%                         | 21.2%        | 15.8%        | 14.5%        | 11.9%        | 64.4%                 | 24.9%  | 31.3%          | 43.8%                           |
| Prince George's County (MD) <sup>1</sup>                                       | 24.7%                         | 12.0%        | 13.0%        | 22.3%        | 28.0%        | 49.3%                 | 20.8%  | 16.6%          | 62.6%                           |
| Bergen County (NJ) <sup>1</sup>  | 6.2%                          | 11.6%        | 24.3%        | 23.8%        | 34.1%        | 44.1%                 | 25.7%  | 15.8%          | 58.4%                           |
| Wake County (NC)   | 14.4%                         | 15.5%        | 26.2%        | 24.1%        | 19.7%        | 53.7%                 | 31.1%  | 22.8%          | 46.1%                           |
| Fairfield County (CT)  | 15.4%                         | 15.7%        | 25.6%        | 20.0%        | 23.3%        | 52.7%                 | 31.4%  | 24.4%          | 44.2%                           |
| Mecklenburg County (NC)  | 25.7%                         | 25.2%        | 20.6%        | 15.0%        | 13.5%        | 51.0%                 | 21.8%  | 27.9%          | 50.4%                           |
| Greater Memphis Area (TN)  | 22.5%                         | 13.8%        | 18.9%        | 22.4%        | 22.5%        | 50.2%                 | 27.6%  | 33.4%          | 39.0%                           |
| City of San Jose (CA)  | 16.4%                         | 11.9%        | 16.3%        | 21.1%        | 34.3%        | 50.3%                 | 26.0%  | 18.7%          | 55.3%                           |
| Westchester County (NY)  | 4.1%                          | 5.4%         | 15.3%        | 25.2%        | 50.1%        | 45.0%                 | 25.4%  | 13.8%          | 60.8%                           |
| Montgomery County (MD)   | 17.1%                         | 24.0%        | 21.2%        | 16.9%        | 20.8%        | 43.7%                 | 23.9%  | 18.8%          | 57.3%                           |
| <b>Group E Average</b>   | <b>21.2%</b>                  | <b>15.1%</b> | <b>18.4%</b> | <b>21.6%</b> | <b>23.7%</b> | <b>52.1%</b>          | <b>28.0%</b>                                   | <b>26.3%</b>   | <b>45.8%</b>                    |
| <b>Group E Median</b>  | <b>20.1%</b>                  | <b>14.7%</b> | <b>18.1%</b> | <b>22.4%</b> | <b>22.9%</b> | <b>50.6%</b>          | <b>27.1%</b>                                   | <b>28.2%</b>   | <b>44.0%</b>                    |

**Table 27:**  
**Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | AGE of ALL Cultural Audiences |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|---|-------------------------------|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|   | 18-34                         | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| Pima County (AZ)  | 14.3%                         | 10.2%        | 14.6%        | 23.9%        | 37.0%        | 56.4%                 | 30.4%  | 31.4%          | 38.1%                           |
| Fairfax County (VA)   | 10.1%                         | 15.5%        | 26.8%        | 24.5%        | 23.1%        | 48.1%                 | 31.9%  | 16.1%          | 51.9%                           |
| Orange County (FL)  | 26.4%                         | 15.7%        | 18.2%        | 19.2%        | 20.4%        | 49.6%                 | 23.5%  | 26.7%          | 49.8%                           |
| Greater Columbus Area (OH)  | 19.6%                         | 15.3%        | 17.7%        | 25.8%        | 21.7%        | 48.1%                 | 28.9%  | 31.1%          | 40.0%                           |
| Allegheny County (PA)   | 16.9%                         | 9.8%         | 14.1%        | 28.4%        | 30.8%        | 45.0%                 | 27.1%  | 33.8%          | 39.1%                           |
| City of San Diego (CA)  | 29.4%                         | 26.6%        | 14.7%        | 18.4%        | 10.9%        | 59.2%                 | 4.7%   | 12.8%          | 82.5%                           |
| City of Dallas (TX)   | 25.4%                         | 19.3%        | 17.8%        | 21.2%        | 16.4%        | 51.5%                 | 30.8%  | 26.4%          | 42.8%                           |
| Palm Beach County (FL)  | 8.0%                          | 6.6%         | 8.8%         | 14.9%        | 61.7%        | 35.4%                 | 19.7%  | 18.8%          | 61.4%                           |
| Greater St. Louis Area (MO)   | 17.1%                         | 13.1%        | 19.0%        | 24.9%        | 25.9%        | 45.3%                 | 28.9%  | 30.2%          | 40.9%                           |
| City of San Antonio (TX) <sup>1</sup>   | 32.4%                         | 29.8%        | 16.2%        | 12.8%        | 8.7%         | 29.9%                 | 48.0%  | 29.5%          | 22.4%                           |
| Sacramento County (CA)  | 15.0%                         | 9.9%         | 19.2%        | 26.6%        | 29.3%        | 53.0%                 | 27.4%  | 22.3%          | 50.3%                           |
| City and County of Philadelphia (PA)  | 34.6%                         | 15.1%        | 15.9%        | 18.9%        | 15.4%        | 45.7%                 | 26.9%  | 30.0%          | 43.1%                           |
| City of Phoenix (AZ)  | 12.7%                         | 6.8%         | 14.1%        | 23.1%        | 43.4%        | 41.3%                 | 27.1%  | 24.4%          | 48.5%                           |
| Broward County (FL)   | 10.5%                         | 12.6%        | 16.6%        | 22.1%        | 38.2%        | 36.3%                 | 23.9%  | 20.0%          | 56.1%                           |
| Santa Clara County (CA)   | 17.2%                         | 12.1%        | 19.6%        | 21.3%        | 29.8%        | 51.1%                 | 26.7%  | 19.4%          | 53.9%                           |
| Tarrant County (TX) <sup>1</sup>  | 12.3%                         | 18.2%        | 37.1%        | 25.0%        | 7.4%         | 50.9%                 | 18.0%  | 22.5%          | 59.5%                           |
| Clark County (NV)   | 19.1%                         | 24.5%        | 23.3%        | 16.5%        | 16.6%        | 51.7%                 | 28.9%  | 33.9%          | 37.2%                           |
| Riverside County (CA)   | 26.3%                         | 26.6%        | 20.8%        | 18.9%        | 7.3%         | 37.6%                 | 34.6%  | 23.4%          | 42.1%                           |
| Miami-Dade County (FL)  | 14.4%                         | 11.9%        | 17.9%        | 20.6%        | 35.2%        | 35.9%                 | 24.8%  | 25.5%          | 49.6%                           |
| City of Chicago (IL)  | 32.8%                         | 19.2%        | 16.3%        | 20.9%        | 10.7%        | 57.2%                 | 21.5%  | 32.2%          | 46.3%                           |
| San Diego County (CA)   | 29.4%                         | 26.6%        | 14.7%        | 18.4%        | 10.9%        | 59.2%                 | 4.7%   | 12.8%          | 82.5%                           |
| City of Los Angeles (CA)  | 34.4%                         | 29.2%        | 18.9%        | 11.2%        | 6.2%         | 48.6%                 | 34.3%  | 24.0%          | 41.8%                           |
| Harris County (TX)  | 26.6%                         | 19.1%        | 18.6%        | 20.9%        | 14.9%        | 46.3%                 | 24.6%  | 35.1%          | 40.3%                           |
| <b>Group F Average</b>  | <b>21.1%</b>                  | <b>17.1%</b> | <b>18.3%</b> | <b>20.8%</b> | <b>22.7%</b> | <b>47.1%</b>          | <b>26.0%</b>                                   | <b>25.3%</b>   | <b>48.7%</b>                    |
| <b>Group F Median</b>   | <b>19.1%</b>                  | <b>15.5%</b> | <b>17.8%</b> | <b>20.9%</b> | <b>20.4%</b> | <b>48.1%</b>          | <b>27.1%</b>                                   | <b>25.5%</b>   | <b>46.3%</b>                    |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |                               |              |              |              |              |                       |  |                |                                 |
| <b>Average</b>  | <b>20.2%</b>                  | <b>14.3%</b> | <b>18.3%</b> | <b>23.2%</b> | <b>23.9%</b> | <b>50.6%</b>          | <b>29.8%</b>                                   | <b>24.7%</b>   | <b>45.5%</b>                    |
| <b>Median</b>   | <b>18.4%</b>                  | <b>13.4%</b> | <b>18.0%</b> | <b>23.3%</b> | <b>22.8%</b> | <b>50.7%</b>          | <b>30.0%</b>                                   | <b>24.4%</b>   | <b>45.0%</b>                    |



**Table 27:**  
**Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | AGE of ALL Cultural Audiences |       |       |       |             | Personally<br>Create Art | Willingness to Travel for Cultural Experiences |                   |                                    |
|---|-------------------------------|-------|-------|-------|-------------|--------------------------|--|-------------------|------------------------------------|
|   | 18-34                         | 35-44 | 45-54 | 55-64 | 65 or Older |                          | Skip<br>Altogether                             | Replace<br>Nearby | Travel to a<br>Different Community |
| Greater Portsmouth Area (NH)                                  | 11.5%                         | 13.2% | 23.5% | 27.5% | 24.3%       | 50.3%                    | 25.5%  | 20.0%             | 54.5%                              |
| Greater Concord Area (NH)                                     | 13.5%                         | 13.8% | 23.1% | 24.1% | 25.5%       | 53.3%                    | 26.3%  | 15.7%             | 58.0%                              |
| Greater Aberdeen Area (SD)                                    | 13.2%                         | 8.2%  | 15.9% | 27.6% | 35.1%       | 38.5%                    | 43.1%  | 22.6%             | 34.3%                              |
| Centre Region (PA)  | 19.2%                         | 8.8%  | 18.1% | 25.1% | 28.8%       | 46.2%                    | 38.3%  | 25.6%             | 36.0%                              |
| Greater Minot Area (ND)                                       | 19.0%                         | 9.9%  | 16.1% | 19.7% | 35.3%       | 50.6%                    | 43.2%  | 28.5%             | 28.3%                              |
| Creative Corridor in Northwest Iowa (IA) <sup>1</sup>         | 14.8%                         | 7.1%  | 19.5% | 26.2% | 32.4%       | 55.1%                    | 34.0%  | 21.2%             | 44.8%                              |
| Northern New Hampshire (NH) <sup>1</sup>                      | 8.7%                          | 15.7% | 13.4% | 24.4% | 37.8%       | 47.2%                    | 41.9%  | 23.4%             | 34.7%                              |
| Greater Sioux Falls Area (SD)                                 | 20.8%                         | 8.1%  | 15.8% | 26.7% | 28.6%       | 44.5%                    | 33.8%  | 27.3%             | 38.9%                              |
| Greater Athens Area (GA)                                      | 40.0%                         | 21.1% | 16.6% | 12.6% | 9.7%        | 58.8%                    | 26.6%  | 26.6%             | 46.8%                              |
| Greater Rockford Area (IL)                                    | 17.1%                         | 14.0% | 18.8% | 27.1% | 23.0%       | 54.6%                    | 29.1%  | 22.5%             | 48.3%                              |
| Greater Peoria Area (IL)                                      | 21.0%                         | 13.9% | 19.6% | 23.4% | 22.1%       | 50.2%                    | 33.3%  | 21.2%             | 45.6%                              |
| Greater Fox Cities Region (WI) <sup>1</sup>                   | 14.0%                         | 11.8% | 20.9% | 28.0% | 25.3%       | 40.4%                    | 32.7%  | 18.8%             | 48.5%                              |
| Northern Tier Region (PA) <sup>1</sup>                        | 7.6%                          | 6.2%  | 15.2% | 29.0% | 42.1%       | 54.7%                    | 33.6%  | 16.8%             | 49.7%                              |
| Northwest Arkansas Area (AR)                                  | 17.5%                         | 16.1% | 16.9% | 23.1% | 26.4%       | 46.4%                    | 29.9%  | 20.4%             | 49.7%                              |
| Mahoning Valley Region (OH)                                   | 16.0%                         | 9.4%  | 18.5% | 26.5% | 29.6%       | 48.5%                    | 34.9%  | 18.0%             | 47.1%                              |
| Iowa Cultural Corridor (IA)                                   | 20.1%                         | 10.7% | 15.9% | 24.7% | 28.6%       | 48.8%                    | 32.2%  | 28.5%             | 39.3%                              |
| Pikes Peak Region (CO) <sup>1</sup>                           | 23.8%                         | 23.6% | 21.6% | 21.4% | 9.6%        | 42.4%                    | 28.1%  | 34.9%             | 36.9%                              |
| Greater Columbia Area (SC)                                    | 18.2%                         | 23.8% | 15.0% | 24.6% | 18.3%       | 37.5%                    | 19.5%  | 66.7%             | 13.8%                              |
| Lehigh Valley Region (PA) <sup>1</sup>                        | 20.7%                         | 18.0% | 19.4% | 24.2% | 17.7%       | 46.3%                    | 24.0%  | 20.9%             | 55.1%                              |
| West Valley Region (AZ)                                       | 5.6%                          | 6.4%  | 11.5% | 25.1% | 51.3%       | 35.4%                    | 28.0%  | 19.7%             | 52.3%                              |
| Greater Harrisburg Area (PA) <sup>1</sup>                     | 6.7%                          | 5.2%  | 12.5% | 22.6% | 53.0%       | 31.2%                    | 36.7%  | 19.0%             | 44.3%                              |
| Greater Hartford Area (CT)                                    | 19.6%                         | 12.4% | 24.2% | 22.3% | 21.5%       | 47.3%                    | 29.7%  | 19.3%             | 51.0%                              |
| Greater Portland Area (OR)                                    | 15.3%                         | 17.4% | 19.1% | 27.6% | 20.6%       | 53.3%                    | 28.5%  | 36.8%             | 34.7%                              |
| Metropolitan Kansas City Area (MO/KS)                         | 12.6%                         | 12.1% | 16.1% | 28.9% | 30.3%       | 46.6%                    | 29.9%  | 36.3%             | 33.8%                              |
| Greater Milwaukee Area (WI) <sup>1</sup>                      | 11.8%                         | 12.1% | 16.7% | 21.6% | 37.8%       | 48.2%                    | 29.0%  | 23.7%             | 47.3%                              |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 27:**  
**Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | AGE of ALL Cultural Audiences |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|---|-------------------------------|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|   | 18-34                         | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| Central Florida Region (FL)                                   | 20.9%                         | 13.7%        | 17.8%        | 20.8%        | 26.7%        | 49.6%                 | 27.2%  | 24.5%          | 48.3%                           |
| Greater Washington DC Region (DC/MD/VA)                       | 17.2%                         | 17.4%        | 19.5%        | 22.5%        | 23.4%        | 44.8%                 | 27.5%  | 20.8%          | 51.7%                           |
| Greater Philadelphia Region (PA)                              | 27.6%                         | 14.7%        | 17.7%        | 21.2%        | 18.8%        | 45.6%                 | 25.7%  | 27.2%          | 47.0%                           |
| Southeastern Michigan Region (MI) <sup>1</sup>                | 12.3%                         | 16.2%        | 19.5%        | 24.0%        | 27.9%        | 48.3%                 | 28.0%  | 16.2%          | 55.8%                           |
| Greater Houston Area (TX)                                     | 24.5%                         | 16.9%        | 18.0%        | 22.6%        | 18.0%        | 43.9%                 | 24.8%  | 30.7%          | 44.5%                           |
| North Texas Region (TX)                                       | 19.3%                         | 17.4%        | 23.7%        | 20.6%        | 19.0%        | 45.4%                 | 30.5%  | 21.1%          | 48.4%                           |
| <b>Regional Average</b>                                       | <b>17.1%</b>                  | <b>13.4%</b> | <b>18.1%</b> | <b>24.1%</b> | <b>27.4%</b> | <b>46.9%</b>          | <b>30.8%</b>                                   | <b>25.0%</b>   | <b>44.2%</b>                    |
| <b>Regional Median</b>  | <b>17.2%</b>                  | <b>13.7%</b> | <b>18.0%</b> | <b>24.2%</b> | <b>26.4%</b> | <b>47.2%</b>          | <b>29.7%</b>                                   | <b>22.5%</b>   | <b>47.0%</b>                    |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | AGE of ALL Cultural Audiences |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|--|-------------------------------|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|  | 18-34                         | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| State of South Dakota  | 16.4%                         | 8.1%         | 15.5%        | 27.0%        | 33.0%        | 41.6%                 | 39.2%  | 24.6%          | 36.2%                           |
| State of Delaware  | 11.7%                         | 12.0%        | 15.6%        | 22.5%        | 38.2%        | 51.2%                 | 25.7%  | 18.1%          | 56.3%                           |
| State of Hawai'i   | 41.4%                         | 15.6%        | 12.5%        | 14.9%        | 15.5%        | 57.1%                 | 29.2%  | 22.7%          | 48.2%                           |
| State of New Hampshire   | 11.7%                         | 12.2%        | 21.1%        | 27.5%        | 27.4%        | 51.0%                 | 28.2%  | 15.5%          | 56.3%                           |
| State of Nebraska  | 16.0%                         | 11.7%        | 16.4%        | 25.8%        | 30.1%        | 50.2%                 | 33.7%  | 27.6%          | 38.7%                           |
| State of Connecticut   | 15.3%                         | 12.5%        | 22.2%        | 24.0%        | 26.1%        | 47.5%                 | 28.9%  | 18.5%          | 52.6%                           |
| State of Wisconsin   | 19.5%                         | 12.1%        | 18.3%        | 25.4%        | 24.7%        | 44.7%                 | 32.4%  | 22.0%          | 45.6%                           |
| State of North Carolina  | 18.2%                         | 13.8%        | 17.8%        | 24.1%        | 26.1%        | 52.9%                 | 29.8%  | 23.5%          | 46.8%                           |
| State of Pennsylvania  | 22.0%                         | 11.2%        | 16.6%        | 24.1%        | 26.2%        | 46.3%                 | 32.0%  | 24.1%          | 43.9%                           |
| State of Illinois  | 24.3%                         | 15.9%        | 18.1%        | 23.6%        | 18.1%        | 54.3%                 | 27.5%  | 25.8%          | 46.7%                           |
| <b>Statewide Average</b>                                       | <b>19.7%</b>                  | <b>12.5%</b> | <b>17.4%</b> | <b>23.9%</b> | <b>26.5%</b> | <b>49.7%</b>          | <b>30.7%</b>                                   | <b>22.2%</b>   | <b>47.1%</b>                    |
| <b>Statewide Median</b>  | <b>17.3%</b>                  | <b>12.2%</b> | <b>17.2%</b> | <b>24.1%</b> | <b>26.2%</b> | <b>50.6%</b>          | <b>29.5%</b>                                   | <b>23.1%</b>   | <b>46.8%</b>                    |

**Table 27:**  
**Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | AGE of ALL Cultural Audiences |              |              |              |              | Personally<br>Create Art | Willingness to Travel for Cultural Experiences |                   |                                    |
|---|-------------------------------|--------------|--------------|--------------|--------------|--------------------------|--|-------------------|------------------------------------|
|   | 18-34                         | 35-44        | 45-54        | 55-64        | 65 or Older  |                          | Skip<br>Altogether                             | Replace<br>Nearby | Travel to a<br>Different Community |
| Grand Center Arts District (St. Louis, MO)                      | 16.9%                         | 12.7%        | 17.4%        | 27.5%        | 25.5%        | 45.4%                    | 27.8%  | 31.7%             | 40.5%                              |
| Dallas Arts District (Dallas, TX)                               | 24.9%                         | 17.6%        | 17.3%        | 22.6%        | 17.6%        | 52.6%                    | 25.5%  | 25.5%             | 49.0%                              |
| <b>Arts District Average</b>                                    | <b>20.9%</b>                  | <b>15.2%</b> | <b>17.4%</b> | <b>25.1%</b> | <b>21.6%</b> | <b>49.0%</b>             | <b>26.7%</b>                                   | <b>28.6%</b>      | <b>44.8%</b>                       |
| <b>Arts District Median</b>                                     | <b>20.9%</b>                  | <b>15.2%</b> | <b>17.4%</b> | <b>25.1%</b> | <b>21.6%</b> | <b>49.0%</b>             | <b>26.7%</b>                                   | <b>28.6%</b>      | <b>44.8%</b>                       |

**Table Notes:**

<sup>1</sup> The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

## Explanation of Table 28: Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

This table presents a demographic description of resident nonprofit arts and culture audiences in each participating study region during 2011. Residents are attendees who reside within the county in which the nonprofit arts and culture event at which they were surveyed took place (within the multi-county region for regional analyses, and within the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group. This table details the educational attainment and annual household income reported by resident arts attendees who completed the audience-intercept survey. Table 29 provides details about resident attendees' age, personal artistic creation, and willingness to travel to attend cultural experiences. (Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.)

### Column Two:

The percentage of resident audience-intercept survey respondents in each participating study region whose highest completed level of education is a high school degree (or less than a high school degree).

### Column Three:

The percentage of resident audience-intercept survey respondents whose highest completed level of education is a two-year (e.g., associates or technical) college degree.

### Column Four:

The percentage of resident audience-intercept survey respondents whose highest completed level of education is a four-year (e.g., bachelors) degree.

### Column Five:

The percentage of resident audience-intercept survey respondents whose highest completed level of education is a master's degree.

### Column Six:

The percentage of resident audience-intercept survey respondents whose highest completed level of education is a doctoral degree.

### Column Seven:

The percentage of resident audience-intercept survey respondents whose annual household income is less than \$40,000.

### Column Eight:

The percentage of resident audience-intercept survey respondents whose annual household income is \$40,000 to \$59,999.

### Column Nine:

The percentage of resident audience-intercept survey respondents whose annual household income is \$60,000 to \$79,999.

### Column Ten:

The percentage of resident audience-intercept survey respondents whose annual household income is \$80,000 to \$99,999.

### Column Eleven:

The percentage of resident audience-intercept survey respondents whose annual household income is \$100,000 to \$119,999.

### Column Twelve:

The percentage of resident audience-intercept survey respondents whose annual household income is \$120,000 or more.

**Table 28:**

**Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**



| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | EDUCATIONAL ATTAINMENT of RESIDENT Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences |                         |                         |                         |                           |                      |
|---|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|   | High School<br>or Less                       | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                         | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| City of Gunnison (CO) <sup>1</sup>  | 10.2%  | 15.5%            | 47.8%            | 19.6%              | 6.9%               | 31.4%   | 19.4%                   | 21.5%                   | 9.1%                    | 10.7%                     | 7.9%                 |
| Town of Telluride (CO) <sup>1</sup>   | 11.4%  | 12.4%            | 49.5%            | 17.5%              | 9.3%               | 18.3%   | 12.9%                   | 15.1%                   | 8.6%                    | 18.3%                     | 26.9%                |
| Town of Crested Butte (CO)  | 6.3%   | 9.3%             | 53.3%            | 23.7%              | 7.4%               | 26.5%   | 17.6%                   | 15.8%                   | 10.4%                   | 8.4%                      | 21.3%                |
| Town of Newmarket (NH) <sup>1</sup>   | 24.8%  | 22.6%            | 34.3%            | 16.8%              | 1.5%               | 28.6%   | 17.5%                   | 19.0%                   | 14.3%                   | 14.3%                     | 6.3%                 |
| Greater Ketchikan Area (AK) <sup>1</sup>                                      | 16.6%  | 18.0%            | 38.1%            | 22.3%              | 5.0%               | 15.4%   | 19.9%                   | 24.1%                   | 13.5%                   | 11.3%                     | 15.8%                |
| Gunnison County (CO)  | 7.7%   | 11.5%            | 51.3%            | 22.3%              | 7.2%               | 28.2%   | 18.3%                   | 17.8%                   | 10.0%                   | 9.2%                      | 16.5%                |
| City of Durango (CO)  | 10.1%  | 12.1%            | 42.4%            | 24.3%              | 11.2%              | 19.5%   | 16.2%                   | 21.6%                   | 12.1%                   | 12.3%                     | 18.3%                |
| Teton County (WY)   | 5.6%   | 10.2%            | 43.8%            | 29.4%              | 11.1%              | 13.1%   | 16.4%                   | 14.7%                   | 12.2%                   | 11.6%                     | 32.0%                |
| City of Laguna Beach (CA)   | 5.6%   | 17.1%            | 42.3%            | 27.1%              | 7.9%               | 9.2%  | 10.2%                   | 13.8%                   | 13.6%                   | 13.8%                     | 39.3%                |
| City of Fairfax (VA)  | 3.6%   | 8.9%             | 36.3%            | 40.0%              | 11.3%              | 3.9%  | 8.8%                    | 14.5%                   | 15.5%                   | 12.9%                     | 44.3%                |
| City of Auburn (NY)   | 13.4%  | 16.2%            | 44.9%            | 24.1%              | 1.3%               | 21.1%   | 32.1%                   | 25.4%                   | 10.6%                   | 6.2%                      | 4.6%                 |
| City of Slidell (LA)  | 21.2%  | 23.3%            | 32.4%            | 19.5%              | 3.6%               | 17.6%   | 21.2%                   | 17.7%                   | 14.8%                   | 13.3%                     | 15.5%                |
| City of Winter Park (FL) <sup>1</sup>   | 13.1%  | 17.7%            | 36.6%            | 24.2%              | 8.4%               | 29.7%   | 16.0%                   | 12.6%                   | 13.7%                   | 9.6%                      | 18.4%                |
| Greater Elkins Area (WV) <sup>1</sup>   | 51.0%  | 8.5%             | 22.9%            | 15.0%              | 2.6%               | 45.4%   | 27.7%                   | 12.6%                   | 6.7%                    | 2.5%                      | 5.0%                 |
| Transylvania County (NC)  | 5.7%   | 13.4%            | 36.7%            | 32.5%              | 11.7%              | 16.4%   | 20.7%                   | 22.6%                   | 18.9%                   | 7.6%                      | 13.8%                |
| City of Rochester (NH)  | 25.7%  | 27.5%            | 30.0%            | 13.8%              | 2.9%               | 30.4%   | 20.7%                   | 17.3%                   | 12.3%                   | 9.7%                      | 9.7%                 |
| City and Borough of Juneau (AK) <sup>1</sup>                                  | 7.1%   | 11.9%            | 38.1%            | 32.6%              | 10.4%              | 12.8%   | 16.7%                   | 16.3%                   | 16.7%                   | 14.7%                     | 22.9%                |
| Princeton (NJ)  | 3.2%   | 6.8%             | 32.3%            | 35.9%              | 21.8%              | 10.6%   | 8.1%                    | 10.1%                   | 15.6%                   | 15.3%                     | 40.3%                |
| Platte County (NE)  | 25.3%  | 20.2%            | 32.6%            | 18.2%              | 3.7%               | 22.7%   | 24.3%                   | 17.0%                   | 11.7%                   | 10.0%                     | 14.3%                |
| Adams County (NE)   | 13.9%  | 16.9%            | 27.5%            | 31.4%              | 10.3%              | 21.6%   | 22.6%                   | 20.3%                   | 11.9%                   | 10.0%                     | 13.5%                |
| City of Fairbanks (AK) <sup>1</sup>   | 15.7%  | 14.3%            | 32.4%            | 29.8%              | 7.7%               | 26.7%   | 21.0%                   | 14.7%                   | 14.1%                   | 8.7%                      | 14.7%                |
| City of West Hollywood (CA)   | 8.6%   | 13.6%            | 40.8%            | 30.5%              | 6.5%               | 24.8%   | 20.9%                   | 13.3%                   | 12.5%                   | 9.6%                      | 18.9%                |
| City of Pittsfield (MA) <sup>1</sup>  | 12.1%  | 14.0%            | 41.1%            | 24.8%              | 7.9%               | 12.8%   | 13.3%                   | 26.6%                   | 26.1%                   | 16.7%                     | 4.4%                 |
| Windham County (VT)   | 4.1%   | 6.9%             | 33.1%            | 42.0%              | 14.0%              | 20.6%   | 26.6%                   | 23.2%                   | 13.2%                   | 6.9%                      | 9.5%                 |
| Iron County (UT)  | 17.4%  | 20.5%            | 35.4%            | 17.4%              | 9.2%               | 29.2%   | 21.1%                   | 21.6%                   | 13.0%                   | 5.4%                      | 9.7%                 |
| Watauga County (NC) <sup>1</sup>  | 17.0%  | 13.3%            | 29.1%            | 27.3%              | 13.3%              | 33.3%   | 11.8%                   | 17.0%                   | 15.7%                   | 8.5%                      | 13.7%                |
| Buffalo County (NE)   | 20.1%  | 16.8%            | 31.2%            | 24.5%              | 7.4%               | 27.9%   | 21.8%                   | 16.5%                   | 12.2%                   | 10.6%                     | 11.0%                |
| <b>Group A Average</b>  | <b>13.9%</b>                                 | <b>14.8%</b>     | <b>37.6%</b>     | <b>25.4%</b>       | <b>8.2%</b>        | <b>22.1%</b>                                  | <b>18.7%</b>            | <b>17.9%</b>            | <b>13.3%</b>            | <b>10.7%</b>              | <b>17.4%</b>         |
| <b>Group A Median</b>   | <b>12.1%</b>                                 | <b>14.0%</b>     | <b>36.6%</b>     | <b>24.3%</b>       | <b>7.9%</b>        | <b>21.6%</b>                                  | <b>19.4%</b>            | <b>17.0%</b>            | <b>13.0%</b>            | <b>10.0%</b>              | <b>14.7%</b>         |

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 28:**  
**Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | EDUCATIONAL ATTAINMENT of RESIDENT Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences |                         |                         |                         |                           |                      |
|--|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|  | High School<br>or Less                       | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                         | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| Chenango County (NY)   | 27.2%  | 16.5%            | 26.4%            | 26.9%              | 2.9%               | 28.6%   | 26.1%                   | 23.5%                   | 9.8%                    | 6.0%                      | 6.0%                 |
| City of La Crosse (WI)   | 21.7%  | 18.9%            | 31.4%            | 21.7%              | 6.4%               | 36.2%   | 20.6%                   | 15.8%                   | 8.0%                    | 10.1%                     | 9.4%                 |
| Lenoir County (NC)   | 40.5%  | 20.2%            | 24.3%            | 11.5%              | 3.6%               | 30.8%   | 25.6%                   | 16.5%                   | 10.6%                   | 6.6%                      | 9.9%                 |
| City of Dubuque (IA)   | 20.6%  | 14.5%            | 36.8%            | 21.4%              | 6.7%               | 28.5%   | 19.8%                   | 17.5%                   | 14.8%                   | 8.4%                      | 11.0%                |
| Greater Enid Area (OK)   | 24.3%  | 18.3%            | 37.0%            | 16.9%              | 3.5%               | 26.1%   | 20.7%                   | 17.8%                   | 15.8%                   | 10.0%                     | 9.6%                 |
| City of Flagstaff (AZ)   | 10.3%  | 14.3%            | 34.8%            | 28.4%              | 12.2%              | 26.6%   | 20.7%                   | 14.4%                   | 14.9%                   | 10.0%                     | 13.5%                |
| City of Portland (ME)  | 8.6%   | 7.2%             | 37.8%            | 31.6%              | 14.8%              | 27.1%   | 14.5%                   | 16.7%                   | 11.3%                   | 10.6%                     | 19.7%                |
| Athens County (OH)   | 12.9%  | 8.4%             | 36.4%            | 30.1%              | 12.2%              | 42.8%   | 18.6%                   | 12.7%                   | 9.5%                    | 8.0%                      | 8.4%                 |
| Rutherford County (NC)   | 28.7%  | 25.2%            | 27.5%            | 14.8%              | 3.8%               | 34.5%   | 25.3%                   | 19.1%                   | 12.8%                   | 3.4%                      | 5.0%                 |
| City of Walnut Creek (CA)  | 7.3%   | 16.0%            | 36.7%            | 27.5%              | 12.5%              | 9.9%  | 12.8%                   | 13.5%                   | 13.1%                   | 14.5%                     | 36.2%                |
| City of Missoula (MT)  | 10.1%  | 11.8%            | 40.9%            | 27.1%              | 10.1%              | 30.8%   | 27.5%                   | 17.2%                   | 11.9%                   | 6.3%                      | 6.3%                 |
| City of Bloomington (IN)   | 13.0%  | 8.6%             | 35.9%            | 26.3%              | 16.3%              | 33.8%   | 17.2%                   | 18.1%                   | 11.0%                   | 8.3%                      | 11.5%                |
| City of Miami Beach (FL)   | 9.3%   | 14.1%            | 35.1%            | 27.9%              | 13.6%              | 21.9%   | 22.4%                   | 18.3%                   | 9.8%                    | 9.3%                      | 18.3%                |
| Greater Parkersburg Area (WV)  | 22.9%  | 17.9%            | 32.6%            | 21.3%              | 5.3%               | 22.9%   | 21.1%                   | 15.8%                   | 16.6%                   | 10.8%                     | 12.9%                |
| Moore County (NC)  | 6.3%   | 15.7%            | 43.1%            | 26.2%              | 8.7%               | 10.0%   | 18.9%                   | 20.4%                   | 20.9%                   | 11.2%                     | 18.6%                |
| Indiana County (PA)  | 34.7%  | 11.6%            | 23.6%            | 17.8%              | 12.2%              | 40.0%   | 14.6%                   | 15.5%                   | 14.0%                   | 5.9%                      | 10.0%                |
| Buchanan County (MO)   | 28.6%  | 20.7%            | 31.1%            | 13.2%              | 6.4%               | 32.7%   | 20.1%                   | 17.3%                   | 11.6%                   | 9.4%                      | 8.9%                 |
| City of Boulder (CO) <sup>1</sup>  | 8.9%   | 7.8%             | 37.4%            | 33.9%              | 11.9%              | 27.2%   | 14.3%                   | 18.0%                   | 15.3%                   | 8.1%                      | 17.0%                |
| Eau Claire County (WI)   | 18.5%  | 24.9%            | 35.0%            | 15.6%              | 6.1%               | 27.7%   | 19.5%                   | 19.5%                   | 15.6%                   | 9.2%                      | 8.4%                 |
| <b>Group B Average</b>   | <b>18.7%</b>                                 | <b>15.4%</b>     | <b>33.9%</b>     | <b>23.2%</b>       | <b>8.9%</b>        | <b>28.3%</b>                                  | <b>20.0%</b>            | <b>17.2%</b>            | <b>13.0%</b>            | <b>8.7%</b>               | <b>12.7%</b>         |
| <b>Group B Median</b>  | <b>18.5%</b>                                 | <b>15.7%</b>     | <b>35.1%</b>     | <b>26.2%</b>       | <b>8.7%</b>        | <b>28.5%</b>                                  | <b>20.1%</b>            | <b>17.3%</b>            | <b>12.8%</b>            | <b>9.2%</b>               | <b>10.0%</b>         |

**Table 28:**

**Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**



| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | EDUCATIONAL ATTAINMENT of RESIDENT Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences |                         |                         |                         |                           |                      |
|--|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|  | High School<br>or Less                       | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                         | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| City of Rochester (MN)   | 8.2%   | 14.9%            | 36.1%            | 26.4%              | 14.3%              | 14.3%   | 14.1%                   | 15.7%                   | 14.0%                   | 14.8%                     | 27.0%                |
| Tompkins County (NY)   | 12.2%  | 10.5%            | 37.4%            | 23.8%              | 16.2%              | 30.7%   | 19.4%                   | 16.9%                   | 11.7%                   | 9.5%                      | 11.8%                |
| Wayne County (NC)  | 19.7%  | 21.6%            | 34.2%            | 17.5%              | 7.0%               | 21.2%   | 18.4%                   | 17.4%                   | 13.9%                   | 14.4%                     | 14.8%                |
| City of McKinney (TX)  | 15.8%  | 19.7%            | 38.2%            | 21.9%              | 4.5%               | 12.7%   | 12.1%                   | 16.0%                   | 13.3%                   | 15.5%                     | 30.3%                |
| Orange County (NC)   | 9.5%   | 5.4%             | 31.6%            | 34.5%              | 19.0%              | 26.6%   | 13.4%                   | 9.5%                    | 14.4%                   | 13.2%                     | 22.9%                |
| Town of Cary (NC)  | 9.4%   | 11.4%            | 39.9%            | 30.8%              | 8.5%               | 11.1%   | 15.9%                   | 16.8%                   | 17.8%                   | 15.5%                     | 22.9%                |
| Marathon County (WI) <sup>1</sup>  | 28.6%  | 20.4%            | 31.6%            | 17.0%              | 2.4%               | 26.6%   | 22.3%                   | 16.8%                   | 9.8%                    | 13.0%                     | 11.4%                |
| Greater Charlottesville Area (VA)  | 7.7%   | 6.7%             | 38.2%            | 30.9%              | 16.6%              | 24.9%   | 15.8%                   | 13.3%                   | 11.1%                   | 13.0%                     | 22.0%                |
| City of Fort Collins (CO)  | 9.9%   | 9.6%             | 37.1%            | 28.2%              | 15.1%              | 21.5%   | 17.1%                   | 17.0%                   | 12.1%                   | 13.4%                     | 18.9%                |
| Cambria County (PA)  | 31.1%  | 17.9%            | 29.2%            | 16.4%              | 5.5%               | 35.2%   | 21.8%                   | 17.9%                   | 9.9%                    | 6.7%                      | 8.4%                 |
| City of Alexandria (VA)  | 4.3%   | 5.3%             | 37.1%            | 39.3%              | 14.0%              | 8.6%  | 9.2%                    | 11.3%                   | 12.3%                   | 13.7%                     | 44.9%                |
| City of Eugene (OR)  | 13.8%  | 15.7%            | 33.7%            | 27.6%              | 9.2%               | 40.3%   | 20.0%                   | 14.1%                   | 10.2%                   | 7.0%                      | 8.4%                 |
| Pitt County (NC)   | 11.1%  | 11.5%            | 42.5%            | 26.4%              | 8.5%               | 28.4%   | 12.4%                   | 13.8%                   | 19.9%                   | 13.8%                     | 11.7%                |
| City of Santa Clarita (CA)   | 18.4%  | 18.9%            | 46.0%            | 12.7%              | 4.1%               | 0.4%  | 5.9%                    | 15.2%                   | 27.3%                   | 28.0%                     | 23.3%                |
| City of Providence (RI)  | 11.2%  | 13.6%            | 31.9%            | 29.2%              | 14.2%              | 18.6%   | 19.5%                   | 12.6%                   | 15.4%                   | 11.6%                     | 22.3%                |
| Erie (PA)  | 19.6%  | 14.8%            | 34.1%            | 26.1%              | 5.4%               | 23.3%   | 21.5%                   | 17.3%                   | 17.0%                   | 8.5%                      | 12.3%                |
| New Hanover County (NC)  | 9.8%   | 15.1%            | 44.5%            | 23.8%              | 6.7%               | 28.8%   | 19.8%                   | 18.7%                   | 11.5%                   | 8.7%                      | 12.5%                |
| City of Glendale (CA)  | 22.4%  | 23.5%            | 34.2%            | 15.2%              | 4.6%               | 21.3%   | 23.0%                   | 22.6%                   | 13.2%                   | 9.8%                      | 10.1%                |
| City of Tacoma (WA)  | 10.4%  | 19.6%            | 30.1%            | 27.2%              | 12.6%              | 18.2%   | 18.9%                   | 20.5%                   | 11.8%                   | 12.9%                     | 17.6%                |
| Whatcom County (WA)  | 18.2%  | 22.9%            | 37.5%            | 17.0%              | 4.4%               | 41.4%   | 17.4%                   | 19.7%                   | 12.4%                   | 5.2%                      | 3.9%                 |
| City of Boise (ID)   | 7.4%   | 13.5%            | 40.0%            | 29.0%              | 10.0%              | 23.9%   | 18.0%                   | 18.6%                   | 11.5%                   | 11.3%                     | 16.6%                |
| Lackawanna County (PA)   | 22.4%  | 16.2%            | 36.2%            | 18.6%              | 6.6%               | 30.9%   | 21.1%                   | 18.1%                   | 13.7%                   | 9.0%                      | 7.2%                 |
| Arlington County (VA) <sup>1</sup>   | 4.9%   | 6.3%             | 36.3%            | 43.8%              | 8.8%               | 9.3%  | 2.7%                    | 13.3%                   | 16.0%                   | 12.0%                     | 46.7%                |
| City of Orlando (FL)   | 11.6%  | 17.1%            | 40.2%            | 24.0%              | 7.2%               | 24.0%   | 18.1%                   | 16.9%                   | 13.7%                   | 9.4%                      | 17.8%                |
| Buncombe County (NC)   | 12.3%  | 15.3%            | 38.6%            | 25.9%              | 8.0%               | 29.3%   | 20.1%                   | 17.4%                   | 11.9%                   | 10.1%                     | 11.2%                |
| St. Tammany Parish (LA)  | 18.2%  | 22.5%            | 35.8%            | 19.4%              | 4.1%               | 17.0%   | 20.2%                   | 16.4%                   | 15.6%                   | 13.2%                     | 17.6%                |
| Alachua County (FL)  | 15.2%  | 17.0%            | 29.7%            | 23.9%              | 14.3%              | 41.1%   | 13.7%                   | 16.4%                   | 11.8%                   | 6.1%                      | 10.9%                |
| Greater Jackson Area (MS) <sup>1</sup>   | 8.6%   | 17.2%            | 35.3%            | 31.0%              | 7.8%               | 33.0%   | 23.2%                   | 19.6%                   | 8.9%                    | 7.1%                      | 8.1%                 |
| <b>Group C Average</b>   | <b>14.0%</b>                                 | <b>15.1%</b>     | <b>36.3%</b>     | <b>25.3%</b>       | <b>9.3%</b>        | <b>23.7%</b>                                  | <b>17.0%</b>            | <b>16.4%</b>            | <b>13.6%</b>            | <b>11.7%</b>              | <b>17.6%</b>         |
| <b>Group C Median</b>  | <b>11.9%</b>                                 | <b>15.5%</b>     | <b>36.3%</b>     | <b>26.0%</b>       | <b>8.3%</b>        | <b>24.0%</b>                                  | <b>18.3%</b>            | <b>16.9%</b>            | <b>12.8%</b>            | <b>11.8%</b>              | <b>15.7%</b>         |

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).



**Table 28:**

**Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**



| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | EDUCATIONAL ATTAINMENT of RESIDENT Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences |                         |                         |                         |                           |                      |
|--|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|  | High School<br>or Less                       | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                         | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| City of Lincoln (NE)   | 11.8%  | 12.8%            | 33.7%            | 27.0%              | 14.8%              | 24.9%   | 18.5%                   | 17.4%                   | 14.3%                   | 12.4%                     | 12.5%                |
| Durham County (NC)   | 5.8%   | 4.8%             | 27.2%            | 40.8%              | 21.4%              | 22.3%   | 15.7%                   | 19.5%                   | 13.5%                   | 10.7%                     | 18.4%                |
| Osceola County (FL) <sup>1</sup>   | 36.3%  | 22.5%            | 25.3%            | 13.7%              | 2.2%               | 30.3%   | 27.6%                   | 21.1%                   | 11.8%                   | 5.3%                      | 3.9%                 |
| City of Newark (NJ) <sup>1</sup>   | 13.2%  | 22.0%            | 34.1%            | 24.7%              | 6.0%               | 25.8%   | 24.6%                   | 16.8%                   | 14.7%                   | 9.3%                      | 8.7%                 |
| City of Riverside (CA) <sup>1</sup>  | 19.0%  | 29.4%            | 39.0%            | 11.1%              | 1.4%               | 22.0%   | 19.8%                   | 25.1%                   | 18.1%                   | 9.2%                      | 5.8%                 |
| Lexington-Fayette Urban County (KY)  | 14.0%  | 11.4%            | 37.1%            | 26.0%              | 11.4%              | 30.5%   | 19.8%                   | 13.1%                   | 11.8%                   | 10.9%                     | 13.8%                |
| Loudoun County (VA)  | 8.3%   | 8.9%             | 41.8%            | 33.1%              | 7.8%               | 4.8%  | 8.4%                    | 9.6%                    | 9.9%                    | 20.8%                     | 46.4%                |
| Cumberland County (NC)   | 16.5%  | 23.4%            | 33.3%            | 21.4%              | 5.4%               | 20.8%   | 20.8%                   | 14.9%                   | 16.3%                   | 11.3%                     | 15.9%                |
| Greater Chattanooga Area (TN)  | 10.8%  | 17.7%            | 37.9%            | 26.2%              | 7.4%               | 17.3%   | 20.7%                   | 16.0%                   | 17.0%                   | 12.1%                     | 17.0%                |
| Forsyth County (NC)  | 8.0%   | 9.1%             | 40.1%            | 28.2%              | 14.7%              | 15.9%   | 20.4%                   | 15.8%                   | 13.5%                   | 8.5%                      | 26.0%                |
| City of Wichita (KS)   | 17.9%  | 16.2%            | 32.1%            | 24.1%              | 9.6%               | 22.4%   | 20.0%                   | 20.7%                   | 12.0%                   | 9.1%                      | 15.8%                |
| Sarasota County (FL)   | 12.7%  | 19.1%            | 34.0%            | 25.8%              | 8.4%               | 17.2%   | 18.1%                   | 20.7%                   | 13.8%                   | 9.8%                      | 20.4%                |
| City of Oakland (CA) <sup>1</sup>  | 12.1%  | 18.8%            | 29.8%            | 32.6%              | 6.6%               | 22.4%   | 24.6%                   | 16.4%                   | 12.6%                   | 9.8%                      | 14.2%                |
| Santa Barbara County (CA)  | 17.2%  | 16.1%            | 33.8%            | 21.5%              | 11.4%              | 20.5%   | 12.2%                   | 16.0%                   | 13.2%                   | 12.1%                     | 25.9%                |
| City of Miami (FL)   | 7.8%   | 14.0%            | 33.8%            | 26.7%              | 17.7%              | 12.5%   | 15.8%                   | 15.8%                   | 10.8%                   | 13.9%                     | 31.3%                |
| Seminole County (FL)   | 15.3%  | 20.5%            | 35.9%            | 21.0%              | 7.2%               | 19.3%   | 20.8%                   | 16.5%                   | 13.8%                   | 12.7%                     | 16.9%                |
| City of Omaha (NE)   | 11.2%  | 12.9%            | 34.2%            | 30.3%              | 11.4%              | 16.4%   | 15.7%                   | 16.7%                   | 11.1%                   | 12.6%                     | 27.5%                |
| Greater Syracuse Area (NY)   | 10.0%  | 13.7%            | 27.2%            | 34.1%              | 15.1%              | 16.0%   | 16.2%                   | 18.2%                   | 13.0%                   | 14.4%                     | 22.1%                |
| City of Mesa (AZ)  | 17.2%  | 26.1%            | 32.1%            | 18.5%              | 6.2%               | 22.5%   | 20.1%                   | 16.3%                   | 15.4%                   | 9.7%                      | 15.9%                |
| Guilford County (NC)   | 12.1%  | 12.8%            | 42.4%            | 24.9%              | 7.9%               | 23.1%   | 19.3%                   | 17.8%                   | 14.6%                   | 10.0%                     | 15.2%                |
| Dane County (WI) <sup>1</sup>  | 9.1%   | 6.7%             | 39.0%            | 30.2%              | 14.9%              | 19.9%   | 16.5%                   | 16.1%                   | 15.5%                   | 14.3%                     | 17.6%                |
| Volusia County (FL) <sup>1</sup>   | 25.0%  | 28.4%            | 24.0%            | 16.2%              | 6.4%               | 23.2%   | 29.4%                   | 16.4%                   | 10.2%                   | 6.8%                      | 14.1%                |
| <b>Group D Average</b>   | <b>14.2%</b>                                 | <b>16.7%</b>     | <b>34.0%</b>     | <b>25.4%</b>       | <b>9.8%</b>        | <b>20.5%</b>                                  | <b>19.3%</b>            | <b>17.1%</b>            | <b>13.5%</b>            | <b>11.2%</b>              | <b>18.4%</b>         |
| <b>Group D Median</b>  | <b>12.4%</b>                                 | <b>16.2%</b>     | <b>33.9%</b>     | <b>25.9%</b>       | <b>8.2%</b>        | <b>21.4%</b>                                  | <b>19.8%</b>            | <b>16.5%</b>            | <b>13.5%</b>            | <b>10.8%</b>              | <b>16.4%</b>         |

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 28:**  
**Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | EDUCATIONAL ATTAINMENT of RESIDENT Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences |                         |                         |                         |                           |                      |
|--|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|  | High School<br>or Less                       | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                         | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| City of Albuquerque (NM)   | 6.4%   | 12.1%            | 31.9%            | 36.6%              | 12.9%              | 21.1%   | 19.2%                   | 16.5%                   | 13.4%                   | 11.7%                     | 18.0%                |
| City of Atlanta (GA) <sup>1</sup>  | 4.8%   | 8.3%             | 50.3%            | 29.0%              | 7.6%               | 21.6%   | 14.4%                   | 12.9%                   | 8.6%                    | 10.8%                     | 31.7%                |
| Polk County (FL)   | 15.9%  | 22.1%            | 32.0%            | 22.7%              | 7.3%               | 21.7%   | 25.3%                   | 23.0%                   | 11.0%                   | 10.7%                     | 8.2%                 |
| Lee County (FL)  | 14.8%  | 15.8%            | 36.9%            | 25.6%              | 6.9%               | 19.6%   | 19.6%                   | 17.5%                   | 14.4%                   | 12.8%                     | 16.1%                |
| City of Seattle (WA)   | 6.4%   | 9.4%             | 42.1%            | 30.3%              | 11.9%              | 20.0%   | 13.3%                   | 13.8%                   | 11.3%                   | 15.4%                     | 26.1%                |
| District of Columbia (DC)  | 6.1%   | 7.3%             | 32.2%            | 38.0%              | 16.3%              | 12.9%   | 13.3%                   | 12.9%                   | 14.2%                   | 11.6%                     | 35.2%                |
| City of Baltimore (MD) <sup>1</sup>  | 3.3%   | 6.0%             | 56.4%            | 30.5%              | 3.8%               | 42.4%   | 22.1%                   | 17.2%                   | 6.6%                    | 5.6%                      | 6.0%                 |
| Jefferson County (AL)  | 7.7%   | 11.6%            | 40.3%            | 26.8%              | 13.6%              | 22.2%   | 18.1%                   | 17.5%                   | 9.6%                    | 11.0%                     | 21.6%                |
| City of Austin (TX)  | 7.7%   | 10.7%            | 44.4%            | 26.6%              | 10.6%              | 29.5%   | 19.2%                   | 13.4%                   | 12.3%                   | 9.3%                      | 16.2%                |
| City of Indianapolis (IN)  | 14.5%  | 12.9%            | 39.1%            | 25.4%              | 8.1%               | 19.2%   | 20.7%                   | 19.2%                   | 15.3%                   | 10.0%                     | 15.5%                |
| City and County of San Francisco (CA)  | 6.7%   | 10.1%            | 45.2%            | 27.7%              | 10.3%              | 31.6%   | 15.9%                   | 12.8%                   | 12.5%                   | 8.7%                      | 18.6%                |
| Prince George's County (MD) <sup>1</sup>                                       | 14.8%  | 16.7%            | 32.5%            | 28.1%              | 7.9%               | 19.0%   | 17.2%                   | 14.4%                   | 19.0%                   | 14.9%                     | 15.5%                |
| Bergen County (NJ) <sup>1</sup>  | 16.4%  | 11.1%            | 41.6%            | 22.5%              | 8.4%               | 12.5%   | 19.2%                   | 19.2%                   | 12.5%                   | 15.0%                     | 21.7%                |
| Wake County (NC)   | 8.6%   | 11.3%            | 41.9%            | 29.5%              | 8.7%               | 12.8%   | 15.5%                   | 14.9%                   | 15.5%                   | 15.0%                     | 26.2%                |
| Fairfield County (CT)  | 10.1%  | 12.5%            | 40.2%            | 29.0%              | 8.2%               | 12.0%   | 12.2%                   | 15.5%                   | 16.7%                   | 14.9%                     | 28.7%                |
| Mecklenburg County (NC)  | 7.2%   | 10.7%            | 48.1%            | 26.3%              | 7.7%               | 14.6%   | 13.6%                   | 15.4%                   | 13.1%                   | 13.9%                     | 29.3%                |
| Greater Memphis Area (TN)  | 10.3%  | 13.1%            | 34.4%            | 28.5%              | 13.6%              | 21.6%   | 18.5%                   | 13.4%                   | 13.1%                   | 9.9%                      | 23.5%                |
| City of San Jose (CA)  | 7.9%   | 10.8%            | 37.1%            | 31.5%              | 12.8%              | 12.1%   | 10.2%                   | 11.6%                   | 15.3%                   | 12.5%                     | 38.4%                |
| Westchester County (NY)  | 6.9%   | 9.0%             | 27.1%            | 40.1%              | 16.9%              | 6.4%  | 8.5%                    | 13.2%                   | 14.1%                   | 12.2%                     | 45.5%                |
| Montgomery County (MD)   | 8.1%   | 6.8%             | 27.7%            | 38.6%              | 18.8%              | 7.3%  | 6.4%                    | 9.3%                    | 10.6%                   | 15.4%                     | 51.0%                |
| <b>Group E Average</b>   | <b>9.2%</b>                                  | <b>11.4%</b>     | <b>39.1%</b>     | <b>29.7%</b>       | <b>10.6%</b>       | <b>19.0%</b>                                  | <b>16.1%</b>            | <b>15.2%</b>            | <b>13.0%</b>            | <b>12.1%</b>              | <b>24.7%</b>         |
| <b>Group E Median</b>  | <b>7.8%</b>                                  | <b>11.0%</b>     | <b>39.7%</b>     | <b>28.8%</b>       | <b>9.5%</b>        | <b>19.4%</b>                                  | <b>16.6%</b>            | <b>14.7%</b>            | <b>13.1%</b>            | <b>12.0%</b>              | <b>22.6%</b>         |

**Table 28:**

**Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**



| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | EDUCATIONAL ATTAINMENT of RESIDENT Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences |                         |                         |                         |                           |                      |
|---|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|   | High School<br>or Less                       | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                         | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| Pima County (AZ)  | 9.9%   | 16.7%            | 31.5%            | 30.7%              | 11.2%              | 27.0%   | 19.4%                   | 16.4%                   | 13.1%                   | 11.6%                     | 12.6%                |
| Fairfax County (VA)   | 3.6%   | 8.9%             | 36.3%            | 40.0%              | 11.3%              | 3.9%  | 8.8%                    | 14.5%                   | 15.5%                   | 12.9%                     | 44.3%                |
| Orange County (FL)  | 11.5%  | 16.9%            | 41.2%            | 22.9%              | 7.5%               | 25.5%   | 18.3%                   | 15.2%                   | 13.5%                   | 9.4%                      | 18.2%                |
| Greater Columbus Area (OH)  | 10.7%  | 10.1%            | 33.2%            | 30.0%              | 16.1%              | 18.4%   | 15.0%                   | 17.6%                   | 12.0%                   | 13.5%                     | 23.5%                |
| Allegheny County (PA)   | 6.8%   | 7.6%             | 34.3%            | 35.0%              | 16.3%              | 18.6%   | 18.7%                   | 17.0%                   | 15.5%                   | 11.1%                     | 19.2%                |
| City of San Diego (CA)  | 7.4%   | 44.5%            | 32.3%            | 14.3%              | 1.5%               | 4.1%  | 21.5%                   | 32.1%                   | 28.2%                   | 11.7%                     | 2.4%                 |
| City of Dallas (TX)   | 12.9%  | 15.6%            | 41.6%            | 24.5%              | 5.5%               | 19.9%   | 19.0%                   | 19.0%                   | 13.1%                   | 10.8%                     | 18.3%                |
| Palm Beach County (FL)  | 12.7%  | 15.4%            | 33.1%            | 27.9%              | 11.0%              | 9.3%  | 13.0%                   | 16.1%                   | 12.4%                   | 14.3%                     | 34.9%                |
| Greater St. Louis Area (MO)   | 7.9%   | 11.7%            | 39.4%            | 28.6%              | 12.5%              | 18.0%   | 17.7%                   | 13.8%                   | 14.7%                   | 11.9%                     | 23.9%                |
| City of San Antonio (TX) <sup>1</sup>   | 11.8%  | 26.6%            | 45.8%            | 13.0%              | 2.8%               | 28.1%   | 38.1%                   | 19.8%                   | 6.9%                    | 2.6%                      | 4.6%                 |
| Sacramento County (CA)  | 10.1%  | 19.3%            | 35.5%            | 27.4%              | 7.7%               | 20.1%   | 16.9%                   | 18.9%                   | 14.7%                   | 14.6%                     | 14.7%                |
| City and County of Philadelphia (PA)  | 9.2%   | 11.1%            | 34.5%            | 30.5%              | 14.7%              | 26.6%   | 18.6%                   | 15.2%                   | 13.2%                   | 8.5%                      | 17.9%                |
| City of Phoenix (AZ)  | 8.9%   | 12.9%            | 30.6%            | 31.4%              | 16.2%              | 14.3%   | 16.9%                   | 15.3%                   | 13.4%                   | 13.0%                     | 27.1%                |
| Broward County (FL)   | 13.4%  | 18.5%            | 33.5%            | 25.0%              | 9.6%               | 16.0%   | 15.5%                   | 17.4%                   | 14.2%                   | 11.0%                     | 25.9%                |
| Santa Clara County (CA)   | 7.7%   | 10.7%            | 36.8%            | 31.7%              | 13.1%              | 13.1%   | 9.4%                    | 11.7%                   | 14.5%                   | 12.7%                     | 38.6%                |
| Tarrant County (TX) <sup>1</sup>  | 15.9%  | 24.3%            | 41.0%            | 16.1%              | 2.6%               | 10.3%   | 16.2%                   | 13.5%                   | 29.1%                   | 15.9%                     | 15.0%                |
| Clark County (NV)   | 20.2%  | 22.5%            | 35.5%            | 17.2%              | 4.6%               | 19.7%   | 22.5%                   | 23.4%                   | 16.2%                   | 8.1%                      | 10.2%                |
| Riverside County (CA)   | 16.2%  | 29.4%            | 41.4%            | 12.1%              | 0.9%               | 17.4%   | 22.4%                   | 31.0%                   | 17.4%                   | 8.2%                      | 3.7%                 |
| Miami-Dade County (FL)  | 8.5%   | 15.1%            | 33.8%            | 27.4%              | 15.1%              | 16.0%   | 17.2%                   | 16.0%                   | 12.0%                   | 11.7%                     | 27.2%                |
| City of Chicago (IL)  | 6.2%   | 8.7%             | 40.3%            | 33.8%              | 11.0%              | 27.2%   | 14.9%                   | 13.3%                   | 12.8%                   | 8.7%                      | 23.1%                |
| San Diego County (CA)   | 7.4%   | 44.5%            | 32.3%            | 14.3%              | 1.5%               | 4.1%  | 21.5%                   | 32.1%                   | 28.2%                   | 11.7%                     | 2.4%                 |
| City of Los Angeles (CA)  | 24.1%  | 22.6%            | 38.2%            | 13.0%              | 2.1%               | 21.2%   | 29.9%                   | 22.2%                   | 14.0%                   | 6.2%                      | 6.4%                 |
| Harris County (TX)  | 4.5%   | 9.2%             | 43.9%            | 31.3%              | 11.1%              | 11.2%   | 13.8%                   | 13.6%                   | 12.5%                   | 12.3%                     | 36.6%                |
| <b>Group F Average</b>  | <b>10.8%</b>                                 | <b>18.4%</b>     | <b>36.8%</b>     | <b>25.1%</b>       | <b>9.0%</b>        | <b>17.0%</b>                                  | <b>18.5%</b>            | <b>18.5%</b>            | <b>15.5%</b>            | <b>11.0%</b>              | <b>19.6%</b>         |
| <b>Group F Median</b>   | <b>9.9%</b>                                  | <b>15.6%</b>     | <b>35.5%</b>     | <b>27.4%</b>       | <b>11.0%</b>       | <b>18.0%</b>                                  | <b>17.7%</b>            | <b>16.4%</b>            | <b>14.0%</b>            | <b>11.7%</b>              | <b>18.3%</b>         |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |  |                  |                  |                    |                    |   |                         |                         |                         |                           |                      |
| <b>Average</b>  | <b>13.4%</b>                                 | <b>15.4%</b>     | <b>36.3%</b>     | <b>25.6%</b>       | <b>9.2%</b>        | <b>21.7%</b>                                  | <b>18.2%</b>            | <b>17.1%</b>            | <b>13.7%</b>            | <b>10.9%</b>              | <b>18.4%</b>         |
| <b>Median</b>   | <b>11.4%</b>                                 | <b>14.5%</b>     | <b>36.1%</b>     | <b>26.3%</b>       | <b>8.4%</b>        | <b>21.6%</b>                                  | <b>18.6%</b>            | <b>16.7%</b>            | <b>13.2%</b>            | <b>10.8%</b>              | <b>16.2%</b>         |

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 28:**

**Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**



| Regional Study Regions<br>All Populations<br>Sample Size = 31 | EDUCATIONAL ATTAINMENT of RESIDENT Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences |                         |                         |                         |                           |                      |
|---|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|   | High School<br>or Less                       | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                         | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| Greater Portsmouth Area (NH)                                  | 7.1%   | 10.9%            | 41.8%            | 33.0%              | 7.3%               | 13.7%   | 15.3%                   | 13.4%                   | 18.2%                   | 15.6%                     | 23.8%                |
| Greater Concord Area (NH)                                     | 10.0%  | 8.1%             | 33.6%            | 34.3%              | 14.0%              | 15.0%   | 19.2%                   | 16.4%                   | 13.9%                   | 16.4%                     | 19.2%                |
| Greater Aberdeen Area (SD)                                    | 26.8%  | 24.6%            | 32.2%            | 12.6%              | 3.8%               | 27.2%   | 24.8%                   | 18.5%                   | 12.4%                   | 7.2%                      | 9.8%                 |
| Centre Region (PA)  | 15.2%  | 7.8%             | 35.1%            | 26.6%              | 15.3%              | 20.7%   | 16.3%                   | 16.3%                   | 15.9%                   | 12.9%                     | 17.8%                |
| Greater Minot Area (ND)                                       | 25.7%  | 18.8%            | 37.0%            | 12.1%              | 6.4%               | 28.4%   | 20.1%                   | 20.4%                   | 10.6%                   | 11.2%                     | 9.2%                 |
| Creative Corridor in Northwest Iowa (IA) <sup>1</sup>         | 22.4%  | 24.7%            | 35.1%            | 13.8%              | 4.0%               | 25.2%   | 22.4%                   | 25.2%                   | 9.1%                    | 7.0%                      | 11.2%                |
| Northern New Hampshire (NH) <sup>1</sup>                      | 33.3%  | 20.3%            | 27.5%            | 13.0%              | 5.8%               | 37.3%   | 18.6%                   | 11.9%                   | 10.2%                   | 6.8%                      | 15.3%                |
| Greater Sioux Falls Area (SD)                                 | 19.5%  | 20.2%            | 32.9%            | 18.4%              | 9.0%               | 26.7%   | 19.5%                   | 16.9%                   | 12.4%                   | 9.0%                      | 15.6%                |
| Greater Athens Area (GA)                                      | 13.6%  | 16.0%            | 38.9%            | 21.1%              | 10.3%              | 40.3%   | 17.1%                   | 12.7%                   | 10.6%                   | 7.5%                      | 11.7%                |
| Greater Rockford Area (IL)                                    | 16.3%  | 22.3%            | 31.7%            | 23.1%              | 6.6%               | 19.6%   | 17.6%                   | 20.3%                   | 17.7%                   | 9.4%                      | 15.4%                |
| Greater Peoria Area (IL)                                      | 17.8%  | 22.0%            | 29.6%            | 23.2%              | 7.5%               | 21.1%   | 18.9%                   | 20.8%                   | 13.5%                   | 11.1%                     | 14.6%                |
| Greater Fox Cities Region (WI) <sup>1</sup>                   | 18.3%  | 16.4%            | 40.7%            | 17.2%              | 7.4%               | 17.8%   | 16.6%                   | 20.4%                   | 16.9%                   | 11.2%                     | 17.1%                |
| Northern Tier Region (PA) <sup>1</sup>                        | 21.4%  | 16.3%            | 31.5%            | 22.2%              | 8.6%               | 26.8%   | 21.8%                   | 18.2%                   | 16.4%                   | 6.8%                      | 10.0%                |
| Northwest Arkansas Area (AR)                                  | 11.8%  | 14.3%            | 40.7%            | 23.6%              | 9.6%               | 15.6%   | 16.8%                   | 16.2%                   | 14.7%                   | 13.4%                     | 23.4%                |
| Mahoning Valley Region (OH)                                   | 21.2%  | 19.1%            | 35.3%            | 20.4%              | 4.0%               | 29.1%   | 24.2%                   | 20.9%                   | 8.9%                    | 8.5%                      | 8.5%                 |
| Iowa Cultural Corridor (IA)                                   | 10.3%  | 11.4%            | 39.5%            | 23.8%              | 15.0%              | 22.5%   | 18.0%                   | 16.4%                   | 15.7%                   | 11.2%                     | 16.3%                |
| Pikes Peak Region (CO) <sup>1</sup>                           | 5.1%   | 10.0%            | 51.4%            | 26.6%              | 6.9%               | 14.0%   | 16.9%                   | 16.2%                   | 19.5%                   | 14.8%                     | 18.6%                |
| Greater Columbia Area (SC)                                    | 12.6%  | 4.8%             | 32.1%            | 39.6%              | 10.9%              | 9.2%  | 13.4%                   | 34.2%                   | 26.3%                   | 10.6%                     | 6.4%                 |
| Lehigh Valley Region (PA) <sup>1</sup>                        | 18.9%  | 16.4%            | 32.3%            | 24.5%              | 7.9%               | 18.7%   | 17.4%                   | 19.9%                   | 14.2%                   | 13.7%                     | 16.2%                |
| West Valley Region (AZ)                                       | 13.1%  | 24.2%            | 33.6%            | 22.9%              | 6.1%               | 12.9%   | 19.2%                   | 20.6%                   | 18.2%                   | 12.3%                     | 16.9%                |
| Greater Harrisburg Area (PA) <sup>1</sup>                     | 17.7%  | 17.4%            | 34.9%            | 21.3%              | 8.7%               | 15.4%   | 17.5%                   | 20.0%                   | 15.5%                   | 14.5%                     | 17.2%                |
| Greater Hartford Area (CT)                                    | 11.1%  | 11.7%            | 37.4%            | 31.5%              | 8.2%               | 16.0%   | 16.7%                   | 15.5%                   | 12.2%                   | 13.2%                     | 26.3%                |
| Greater Portland Area (OR)                                    | 8.9%   | 12.1%            | 42.0%            | 29.2%              | 7.8%               | 20.6%   | 17.0%                   | 19.1%                   | 12.1%                   | 12.2%                     | 19.0%                |
| Metropolitan Kansas City Area (MO/KS)                         | 8.8%   | 11.5%            | 37.2%            | 30.9%              | 11.6%              | 16.1%   | 16.2%                   | 18.1%                   | 13.7%                   | 14.1%                     | 21.7%                |
| Greater Milwaukee Area (WI) <sup>1</sup>                      | 11.1%  | 13.1%            | 38.1%            | 28.9%              | 8.7%               | 21.6%   | 13.0%                   | 16.9%                   | 12.2%                   | 13.3%                     | 23.0%                |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 28:**  
**Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | EDUCATIONAL ATTAINMENT of RESIDENT Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences |                         |                         |                         |                           |                      |
|---|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|   | High School<br>or Less                       | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                         | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| Central Florida Region (FL)                                   | 14.9%  | 19.1%            | 36.8%            | 22.1%              | 7.1%               | 24.0%   | 20.8%                   | 16.7%                   | 12.9%                   | 9.9%                      | 15.6%                |
| Greater Washington DC Region (DC/MD/VA)                       | 5.9%   | 7.1%             | 33.9%            | 38.8%              | 14.3%              | 9.0%  | 10.1%                   | 12.2%                   | 13.3%                   | 13.4%                     | 42.0%                |
| Greater Philadelphia Region (PA)                              | 9.5%   | 10.2%            | 33.6%            | 32.0%              | 14.8%              | 16.6%   | 13.0%                   | 13.5%                   | 14.3%                   | 13.0%                     | 29.5%                |
| Southeastern Michigan Region (MI) <sup>1</sup>                | 13.2%  | 20.6%            | 34.5%            | 24.5%              | 7.1%               | 19.7%   | 16.4%                   | 24.5%                   | 14.1%                   | 9.3%                      | 16.0%                |
| Greater Houston Area (TX)                                     | 10.2%  | 13.8%            | 40.1%            | 26.7%              | 9.2%               | 13.0%   | 14.7%                   | 14.6%                   | 12.2%                   | 12.2%                     | 33.3%                |
| North Texas Region (TX)                                       | 15.1%  | 19.3%            | 39.2%            | 21.0%              | 5.3%               | 15.0%   | 15.8%                   | 15.7%                   | 15.3%                   | 14.3%                     | 23.8%                |
| <b>Regional Average</b>                                       | <b>15.1%</b>                                 | <b>15.6%</b>     | <b>36.1%</b>     | <b>24.5%</b>       | <b>8.7%</b>        | <b>20.3%</b>                                  | <b>17.6%</b>            | <b>18.1%</b>            | <b>14.3%</b>            | <b>11.5%</b>              | <b>18.2%</b>         |
| <b>Regional Median</b>  | <b>13.6%</b>                                 | <b>16.3%</b>     | <b>35.1%</b>     | <b>23.6%</b>       | <b>7.9%</b>        | <b>19.6%</b>                                  | <b>17.1%</b>            | <b>16.9%</b>            | <b>13.9%</b>            | <b>12.2%</b>              | <b>16.9%</b>         |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | EDUCATIONAL ATTAINMENT of RESIDENT Audiences |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences |                         |                         |                         |                           |                      |
|--|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|  | High School<br>or Less                       | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                         | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| State of South Dakota  | 25.0%  | 22.4%            | 31.8%            | 14.7%              | 6.1%               | 27.9%   | 23.1%                   | 18.0%                   | 11.7%                   | 7.9%                      | 11.4%                |
| State of Delaware  | 15.3%  | 17.0%            | 32.1%            | 26.1%              | 9.6%               | 15.2%   | 18.7%                   | 18.6%                   | 16.2%                   | 13.6%                     | 17.6%                |
| State of Hawai'i   | 13.1%  | 17.6%            | 35.8%            | 24.6%              | 8.9%               | 28.4%   | 19.2%                   | 16.0%                   | 13.0%                   | 9.3%                      | 14.0%                |
| State of New Hampshire   | 15.9%  | 17.1%            | 33.2%            | 26.2%              | 7.6%               | 21.7%   | 17.9%                   | 16.9%                   | 14.2%                   | 12.3%                     | 16.9%                |
| State of Nebraska  | 17.0%  | 16.1%            | 32.0%            | 25.4%              | 9.5%               | 22.5%   | 20.5%                   | 18.2%                   | 13.2%                   | 11.6%                     | 14.0%                |
| State of Connecticut   | 12.5%  | 12.6%            | 34.9%            | 30.7%              | 9.3%               | 14.8%   | 14.0%                   | 15.1%                   | 13.4%                   | 14.2%                     | 28.5%                |
| State of Wisconsin   | 20.1%  | 18.0%            | 34.6%            | 20.2%              | 7.1%               | 24.9%   | 19.0%                   | 18.1%                   | 13.7%                   | 10.7%                     | 13.7%                |
| State of North Carolina  | 14.5%  | 15.9%            | 36.4%            | 24.5%              | 8.8%               | 22.5%   | 19.7%                   | 17.2%                   | 14.3%                   | 10.2%                     | 16.1%                |
| State of Pennsylvania  | 20.5%  | 13.4%            | 32.1%            | 24.1%              | 9.9%               | 25.1%   | 17.9%                   | 17.1%                   | 14.0%                   | 10.0%                     | 15.9%                |
| State of Illinois  | 13.9%  | 17.5%            | 33.7%            | 26.7%              | 8.2%               | 22.4%   | 16.8%                   | 17.3%                   | 15.3%                   | 9.7%                      | 18.5%                |
| <b>Statewide Average</b>                                       | <b>16.8%</b>                                 | <b>16.8%</b>     | <b>33.7%</b>     | <b>24.3%</b>       | <b>8.5%</b>        | <b>22.5%</b>                                  | <b>18.7%</b>            | <b>17.3%</b>            | <b>13.9%</b>            | <b>11.0%</b>              | <b>16.7%</b>         |
| <b>Statewide Median</b>  | <b>15.6%</b>                                 | <b>17.1%</b>     | <b>33.5%</b>     | <b>25.0%</b>       | <b>8.9%</b>        | <b>22.5%</b>                                  | <b>18.9%</b>            | <b>17.3%</b>            | <b>13.9%</b>            | <b>10.5%</b>              | <b>16.0%</b>         |

**Table 28:**  
**Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Individual Arts Districts                  | EDUCATIONAL ATTAINMENT of RESIDENT Audiences |               |               |                 |                 | ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences |                      |                      |                      |                        |                   |
|--|--|---------------|---------------|-----------------|-----------------|---|----------------------|----------------------|----------------------|------------------------|-------------------|
|  | High School or Less                          | 2-Year Degree | 4-Year Degree | Master's Degree | Doctoral Degree | Less than \$40,000                            | \$40,000 to \$59,999 | \$60,000 to \$79,999 | \$80,000 to \$99,999 | \$100,000 to \$119,999 | \$120,000 or More |
| Grand Center Arts District (St. Louis, MO) | 6.5%   | 10.8%         | 39.8%         | 29.7%           | 13.3%           | 21.4%   | 16.8%                | 9.7%                 | 15.0%                | 10.9%                  | 26.2%             |
| Dallas Arts District (Dallas, TX)          | 11.5%  | 11.8%         | 41.7%         | 26.8%           | 8.1%            | 14.2%   | 14.9%                | 19.2%                | 12.1%                | 11.8%                  | 27.9%             |
| <b>Arts District Average</b>               | <b>9.0%</b>                                  | <b>11.3%</b>  | <b>40.8%</b>  | <b>28.3%</b>    | <b>10.7%</b>    | <b>17.8%</b>                                  | <b>15.9%</b>         | <b>14.5%</b>         | <b>13.6%</b>         | <b>11.4%</b>           | <b>27.1%</b>      |
| <b>Arts District Median</b>                | <b>9.0%</b>                                  | <b>11.3%</b>  | <b>40.8%</b>  | <b>28.3%</b>    | <b>10.7%</b>    | <b>17.8%</b>                                  | <b>15.9%</b>         | <b>14.5%</b>         | <b>13.6%</b>         | <b>11.4%</b>           | <b>27.1%</b>      |

**Table Notes:**

<sup>1</sup> The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

## Explanation of Table 29: Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

This table presents a demographic description of resident nonprofit arts and culture audiences in each participating study region during 2011. Residents are attendees who reside within the county in which the nonprofit arts and culture event at which they were surveyed took place (within the multi-county region for regional analyses, and within the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group. This table details the age, personal artistic creation, and willingness to travel to attend cultural experiences reported by resident arts attendees who completed the audience-intercept survey. Table 28 provides details about resident attendees' educational attainment and annual household income. (Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.)

### Column Two:

The percentage of resident audience-intercept survey respondents in each participating study region who are 18 to 34 years of age. Audience-intercept survey respondents were required to be at least 18 years old.

### Column Three:

The percentage of resident audience-intercept survey respondents who are 35 to 44 years of age.

### Column Four:

The percentage of resident audience-intercept survey respondents who are 45 to 54 years of age.

### Column Five:

The percentage of resident audience-intercept survey respondents who are 55 to 64 years of age.

### Column Six:

The percentage of resident audience-intercept survey respondents who are 65 years of age or older.

### Column Seven:

The percentage of resident audience-intercept survey respondents in each participating study region who report that they actively participate in the creation of art or music (e.g., sing in a choir, act in a play, paint or draw, play an instrument).

### Columns Eight through Ten:

The audience-intercept survey included the question, "If this arts event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?"

### Column Eight:

The percentage of resident audience-intercept survey respondents who responded, "No, I would have skipped the cultural experience altogether."

### Column Nine:

The percentage of resident audience-intercept survey respondents who responded, "No, I would have replaced it with another nearby cultural experience."

### Column Ten:

The percentage of resident audience-intercept survey respondents who responded, "Yes, I would have traveled to a different community."



**Table 29:**  
**Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | AGE of RESIDENT Audiences |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|---|---------------------------|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|   | 18-34                     | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| City of Gunnison (CO) <sup>1</sup>  | 27.9%                     | 13.9%        | 20.9%        | 20.9%        | 16.4%        | 53.1%                 | 45.4%  | 34.0%          | 20.6%                           |
| Town of Telluride (CO) <sup>1</sup>   | 23.7%                     | 30.1%        | 12.9%        | 19.4%        | 14.0%        | 66.0%                 | 38.9%  | 32.6%          | 28.4%                           |
| Town of Crested Butte (CO)  | 19.3%                     | 24.8%        | 24.6%        | 19.3%        | 11.9%        | 58.7%                 | 42.0%  | 30.7%          | 27.3%                           |
| Town of Newmarket (NH) <sup>1</sup>   | 17.6%                     | 6.6%         | 17.6%        | 38.2%        | 19.9%        | 54.7%                 | 34.6%  | 11.8%          | 53.7%                           |
| Greater Ketchikan Area (AK) <sup>1</sup>                                      | 12.7%                     | 14.9%        | 22.8%        | 34.1%        | 15.6%        | 61.2%                 | 39.7%  | 43.1%          | 17.2%                           |
| Gunnison County (CO)  | 22.3%                     | 21.0%        | 23.3%        | 19.9%        | 13.4%        | 56.8%                 | 43.2%  | 31.8%          | 25.0%                           |
| City of Durango (CO)  | 13.7%                     | 10.4%        | 18.4%        | 29.3%        | 28.2%        | 44.5%                 | 44.1%  | 29.1%          | 26.8%                           |
| Teton County (WY)   | 15.4%                     | 11.0%        | 14.0%        | 25.6%        | 34.0%        | 54.8%                 | 36.6%  | 41.9%          | 21.5%                           |
| City of Laguna Beach (CA)   | 7.9%                      | 8.1%         | 21.4%        | 33.0%        | 29.6%        | 55.2%                 | 30.8%  | 18.1%          | 51.1%                           |
| City of Fairfax (VA)  | 7.2%                      | 16.5%        | 26.0%        | 25.0%        | 25.3%        | 47.2%                 | 33.7%  | 19.4%          | 47.0%                           |
| City of Auburn (NY)   | 15.8%                     | 10.2%        | 21.8%        | 32.3%        | 19.8%        | 47.4%                 | 40.3%  | 28.8%          | 30.9%                           |
| City of Slidell (LA)  | 14.4%                     | 18.6%        | 23.7%        | 25.8%        | 17.5%        | 48.2%                 | 35.2%  | 18.3%          | 46.5%                           |
| City of Winter Park (FL) <sup>1</sup>   | 21.1%                     | 15.2%        | 21.1%        | 25.5%        | 17.1%        | 51.6%                 | 26.0%  | 26.4%          | 47.6%                           |
| Greater Elkins Area (WV) <sup>1</sup>   | 51.0%                     | 14.2%        | 12.9%        | 11.0%        | 11.0%        | 77.2%                 | 23.2%  | 33.1%          | 43.7%                           |
| Transylvania County (NC)  | 5.7%                      | 4.1%         | 9.4%         | 29.7%        | 51.0%        | 57.6%                 | 29.9%  | 18.9%          | 51.3%                           |
| City of Rochester (NH)  | 12.1%                     | 17.8%        | 23.9%        | 23.0%        | 23.2%        | 42.8%                 | 31.8%  | 9.4%           | 58.8%                           |
| City and Borough of Juneau (AK) <sup>1</sup>                                  | 14.4%                     | 18.6%        | 18.9%        | 36.0%        | 12.1%        | 57.9%                 | 42.4%  | 43.5%          | 14.1%                           |
| Princeton (NJ)  | 12.5%                     | 11.6%        | 19.0%        | 24.7%        | 32.2%        | 53.7%                 | 32.0%  | 26.1%          | 41.8%                           |
| Platte County (NE)  | 15.4%                     | 17.3%        | 16.4%        | 21.2%        | 29.7%        | 58.3%                 | 38.4%  | 20.3%          | 41.3%                           |
| Adams County (NE)   | 8.0%                      | 6.8%         | 16.5%        | 30.7%        | 38.1%        | 52.6%                 | 32.9%  | 19.6%          | 47.5%                           |
| City of Fairbanks (AK) <sup>1</sup>   | 28.8%                     | 10.5%        | 16.8%        | 30.2%        | 13.7%        | 65.0%                 | 32.6%  | 41.6%          | 25.9%                           |
| City of West Hollywood (CA)   | 28.1%                     | 20.2%        | 22.3%        | 18.3%        | 11.1%        | 67.9%                 | 20.2%  | 10.8%          | 68.9%                           |
| City of Pittsfield (MA) <sup>1</sup>  | 23.3%                     | 24.7%        | 18.6%        | 19.1%        | 14.4%        | 48.8%                 | 21.5%  | 23.4%          | 55.1%                           |
| Windham County (VT)   | 4.8%                      | 6.1%         | 14.7%        | 36.2%        | 38.2%        | 70.6%                 | 42.8%  | 24.5%          | 32.7%                           |
| Iron County (UT)  | 24.9%                     | 16.4%        | 15.3%        | 21.7%        | 21.7%        | 59.6%                 | 31.1%  | 32.6%          | 36.3%                           |
| Watauga County (NC) <sup>1</sup>  | 27.5%                     | 10.2%        | 19.2%        | 23.4%        | 19.8%        | 61.1%                 | 33.1%  | 30.7%          | 36.1%                           |
| Buffalo County (NE)   | 10.1%                     | 9.9%         | 17.2%        | 29.1%        | 33.8%        | 40.4%                 | 35.8%  | 24.4%          | 39.8%                           |
| <b>Group A Average</b>  | <b>18.0%</b>              | <b>14.4%</b> | <b>18.9%</b> | <b>26.0%</b> | <b>22.7%</b> | <b>56.0%</b>          | <b>34.7%</b>                                   | <b>26.8%</b>   | <b>38.4%</b>                    |
| <b>Group A Median</b>   | <b>15.4%</b>              | <b>14.2%</b> | <b>18.9%</b> | <b>25.5%</b> | <b>19.8%</b> | <b>55.2%</b>          | <b>34.6%</b>                                   | <b>26.4%</b>   | <b>39.8%</b>                    |

**Table 29:**  
**Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | AGE of RESIDENT Audiences |              |              |              |              | Personally<br>Create Art | Willingness to Travel for Cultural Experiences |                   |                                    |
|--|---------------------------|--------------|--------------|--------------|--------------|--------------------------|--|-------------------|------------------------------------|
|  | 18-34                     | 35-44        | 45-54        | 55-64        | 65 or Older  |                          | Skip<br>Altogether                             | Replace<br>Nearby | Travel to a<br>Different Community |
| Chenango County (NY)   | 6.2%                      | 6.2%         | 15.6%        | 30.0%        | 42.0%        | 49.4%                    | 36.9%  | 12.3%             | 50.8%                              |
| City of La Crosse (WI)   | 24.2%                     | 8.0%         | 16.8%        | 20.2%        | 30.9%        | 46.3%                    | 33.3%  | 23.6%             | 43.1%                              |
| Lenoir County (NC)   | 34.2%                     | 10.0%        | 11.3%        | 19.3%        | 25.1%        | 50.1%                    | 33.0%  | 17.9%             | 49.1%                              |
| City of Dubuque (IA)   | 18.0%                     | 11.0%        | 23.0%        | 23.4%        | 24.6%        | 49.2%                    | 37.5%  | 25.3%             | 37.1%                              |
| Greater Enid Area (OK)   | 15.5%                     | 15.3%        | 18.2%        | 21.8%        | 29.2%        | 47.0%                    | 36.0%  | 27.2%             | 36.7%                              |
| City of Flagstaff (AZ)   | 22.4%                     | 12.0%        | 20.4%        | 28.3%        | 16.9%        | 57.7%                    | 33.4%  | 34.2%             | 32.4%                              |
| City of Portland (ME)  | 22.0%                     | 12.4%        | 15.8%        | 24.3%        | 25.6%        | 54.3%                    | 30.0%  | 27.2%             | 42.8%                              |
| Athens County (OH)   | 38.6%                     | 15.5%        | 16.2%        | 17.2%        | 12.4%        | 67.0%                    | 30.6%  | 30.5%             | 38.8%                              |
| Rutherford County (NC)   | 15.0%                     | 11.2%        | 14.5%        | 27.3%        | 32.0%        | 54.8%                    | 33.6%  | 21.3%             | 45.1%                              |
| City of Walnut Creek (CA)  | 6.0%                      | 4.3%         | 13.8%        | 20.1%        | 55.8%        | 36.8%                    | 27.7%  | 13.0%             | 59.4%                              |
| City of Missoula (MT)  | 18.7%                     | 10.2%        | 15.7%        | 30.1%        | 25.2%        | 52.6%                    | 34.8%  | 34.8%             | 30.5%                              |
| City of Bloomington (IN)   | 30.4%                     | 17.1%        | 15.9%        | 20.7%        | 15.9%        | 54.2%                    | 32.8%  | 37.5%             | 29.7%                              |
| City of Miami Beach (FL)   | 13.8%                     | 11.2%        | 15.7%        | 16.9%        | 42.5%        | 38.1%                    | 26.0%  | 31.0%             | 43.0%                              |
| Greater Parkersburg Area (WV)  | 18.0%                     | 13.7%        | 19.0%        | 24.9%        | 24.4%        | 50.4%                    | 35.1%  | 27.1%             | 37.8%                              |
| Moore County (NC)  | 3.7%                      | 8.1%         | 11.0%        | 18.6%        | 58.6%        | 51.0%                    | 32.3%  | 28.0%             | 39.7%                              |
| Indiana County (PA)  | 40.6%                     | 8.4%         | 15.5%        | 15.2%        | 20.4%        | 56.7%                    | 40.6%  | 27.5%             | 31.8%                              |
| Buchanan County (MO)   | 20.0%                     | 13.6%        | 18.4%        | 22.1%        | 25.9%        | 46.1%                    | 36.6%  | 20.6%             | 42.9%                              |
| City of Boulder (CO) <sup>1</sup>  | 19.1%                     | 10.8%        | 19.8%        | 31.0%        | 19.3%        | 65.0%                    | 31.5%  | 32.2%             | 36.2%                              |
| Eau Claire County (WI)   | 27.3%                     | 18.3%        | 20.2%        | 20.4%        | 13.7%        | 44.2%                    | 31.5%  | 30.2%             | 38.3%                              |
| <b>Group B Average</b>   | <b>20.7%</b>              | <b>11.4%</b> | <b>16.7%</b> | <b>22.7%</b> | <b>28.4%</b> | <b>51.1%</b>             | <b>33.3%</b>                                   | <b>26.4%</b>      | <b>40.3%</b>                       |
| <b>Group B Median</b>  | <b>19.1%</b>              | <b>11.2%</b> | <b>15.9%</b> | <b>21.8%</b> | <b>25.2%</b> | <b>50.4%</b>             | <b>33.3%</b>                                   | <b>27.2%</b>      | <b>38.8%</b>                       |

**Table 29:**  
**Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | AGE of RESIDENT Audiences |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|--|---------------------------|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|  | 18-34                     | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| City of Rochester (MN)   | 15.0%                     | 15.6%        | 23.0%        | 23.4%        | 23.0%        | 45.5%                 | 33.7%  | 26.1%          | 40.1%                           |
| Tompkins County (NY)   | 27.0%                     | 13.1%        | 19.1%        | 21.1%        | 19.7%        | 57.8%                 | 34.1%  | 40.1%          | 25.8%                           |
| Wayne County (NC)  | 19.6%                     | 20.7%        | 19.5%        | 22.5%        | 17.7%        | 50.6%                 | 32.4%  | 17.0%          | 50.6%                           |
| City of McKinney (TX)  | 15.2%                     | 17.1%        | 24.3%        | 17.6%        | 25.8%        | 38.0%                 | 35.2%  | 17.3%          | 47.6%                           |
| Orange County (NC)   | 24.4%                     | 9.8%         | 12.4%        | 25.3%        | 28.0%        | 53.0%                 | 30.9%  | 26.2%          | 42.9%                           |
| Town of Cary (NC)  | 8.7%                      | 13.8%        | 24.8%        | 24.5%        | 28.1%        | 50.9%                 | 31.2%  | 20.5%          | 48.3%                           |
| Marathon County (WI) <sup>1</sup>  | 12.8%                     | 9.4%         | 15.8%        | 29.6%        | 32.5%        | 39.4%                 | 40.5%  | 16.1%          | 43.4%                           |
| Greater Charlottesville Area (VA)  | 27.2%                     | 10.4%        | 16.1%        | 23.6%        | 22.6%        | 54.5%                 | 25.7%  | 34.8%          | 39.5%                           |
| City of Fort Collins (CO)  | 17.3%                     | 12.0%        | 17.0%        | 24.9%        | 28.8%        | 51.6%                 | 32.7%  | 29.8%          | 37.5%                           |
| Cambria County (PA)  | 13.2%                     | 8.9%         | 15.0%        | 27.5%        | 35.5%        | 46.3%                 | 32.4%  | 22.7%          | 44.9%                           |
| City of Alexandria (VA)  | 15.2%                     | 22.0%        | 20.4%        | 20.4%        | 22.0%        | 43.9%                 | 33.3%  | 23.9%          | 42.8%                           |
| City of Eugene (OR)  | 27.7%                     | 12.5%        | 14.7%        | 24.9%        | 20.2%        | 60.2%                 | 32.3%  | 36.4%          | 31.3%                           |
| Pitt County (NC)   | 37.8%                     | 22.5%        | 13.1%        | 17.2%        | 9.4%         | 51.1%                 | 34.7%  | 39.1%          | 26.2%                           |
| City of Santa Clarita (CA)   | 20.2%                     | 23.3%        | 23.6%        | 16.4%        | 16.5%        | 53.0%                 | 37.5%  | 32.7%          | 29.8%                           |
| City of Providence (RI)  | 22.9%                     | 19.6%        | 19.9%        | 20.8%        | 16.9%        | 55.9%                 | 25.3%  | 18.4%          | 56.3%                           |
| Erie (PA)  | 12.9%                     | 13.4%        | 20.6%        | 32.0%        | 21.2%        | 45.4%                 | 33.0%  | 28.6%          | 38.4%                           |
| New Hanover County (NC)  | 25.3%                     | 12.5%        | 12.2%        | 20.6%        | 29.5%        | 60.8%                 | 30.4%  | 39.2%          | 30.4%                           |
| City of Glendale (CA)  | 26.2%                     | 30.9%        | 21.7%        | 13.3%        | 7.9%         | 53.2%                 | 16.4%  | 18.7%          | 64.9%                           |
| City of Tacoma (WA)  | 14.2%                     | 13.6%        | 15.8%        | 26.0%        | 30.4%        | 51.3%                 | 28.4%  | 26.1%          | 45.5%                           |
| Whatcom County (WA)  | 34.7%                     | 13.4%        | 14.4%        | 20.6%        | 16.8%        | 65.8%                 | 31.4%  | 27.0%          | 41.7%                           |
| City of Boise (ID)   | 18.4%                     | 15.5%        | 24.2%        | 26.4%        | 15.5%        | 54.4%                 | 26.5%  | 35.8%          | 37.6%                           |
| Lackawanna County (PA)   | 16.9%                     | 13.8%        | 18.2%        | 24.2%        | 26.8%        | 45.2%                 | 36.5%  | 20.3%          | 43.2%                           |
| Arlington County (VA) <sup>1</sup>   | 16.7%                     | 16.7%        | 26.9%        | 23.1%        | 16.7%        | 41.0%                 | 26.3%  | 23.7%          | 50.0%                           |
| City of Orlando (FL)   | 26.0%                     | 16.4%        | 19.7%        | 16.9%        | 21.0%        | 48.9%                 | 25.2%  | 30.7%          | 44.0%                           |
| Buncombe County (NC)   | 18.1%                     | 15.3%        | 17.6%        | 26.8%        | 22.2%        | 51.7%                 | 29.4%  | 33.7%          | 37.0%                           |
| St. Tammany Parish (LA)  | 10.9%                     | 16.5%        | 21.7%        | 31.1%        | 19.8%        | 50.3%                 | 31.6%  | 19.1%          | 49.3%                           |
| Alachua County (FL)  | 34.6%                     | 18.9%        | 15.8%        | 17.9%        | 12.8%        | 50.5%                 | 30.3%  | 29.7%          | 40.0%                           |
| Greater Jackson Area (MS) <sup>1</sup>   | 37.9%                     | 21.6%        | 20.7%        | 13.8%        | 6.0%         | 53.7%                 | 21.7%  | 25.2%          | 53.0%                           |
| <b>Group C Average</b>   | <b>21.3%</b>              | <b>16.0%</b> | <b>18.9%</b> | <b>22.6%</b> | <b>21.2%</b> | <b>50.9%</b>          | <b>30.7%</b>                                   | <b>27.1%</b>   | <b>42.2%</b>                    |
| <b>Group C Median</b>  | <b>19.0%</b>              | <b>15.4%</b> | <b>19.3%</b> | <b>23.3%</b> | <b>21.1%</b> | <b>51.2%</b>          | <b>31.5%</b>                                   | <b>26.2%</b>   | <b>42.9%</b>                    |

**Table 29:**  
**Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | AGE of RESIDENT Audiences |              |              |              |              | Personally<br>Create Art | Willingness to Travel for Cultural Experiences |                   |                                    |
|--|---------------------------|--------------|--------------|--------------|--------------|--------------------------|--|-------------------|------------------------------------|
|  | 18-34                     | 35-44        | 45-54        | 55-64        | 65 or Older  |                          | Skip<br>Altogether                             | Replace<br>Nearby | Travel to a<br>Different Community |
| City of Lincoln (NE)   | 19.2%                     | 12.6%        | 14.6%        | 23.3%        | 30.3%        | 51.4%                    | 34.0%  | 36.9%             | 29.1%                              |
| Durham County (NC)   | 16.7%                     | 11.4%        | 14.2%        | 25.3%        | 32.4%        | 56.1%                    | 32.2%  | 30.4%             | 37.4%                              |
| Osceola County (FL) <sup>1</sup>   | 10.5%                     | 5.0%         | 13.8%        | 23.8%        | 47.0%        | 37.3%                    | 37.1%  | 20.8%             | 42.1%                              |
| City of Newark (NJ) <sup>1</sup>   | 15.4%                     | 17.6%        | 24.0%        | 25.6%        | 17.4%        | 57.4%                    | 21.4%  | 16.5%             | 62.1%                              |
| City of Riverside (CA) <sup>1</sup>  | 30.6%                     | 26.6%        | 18.8%        | 14.5%        | 9.5%         | 34.6%                    | 32.4%  | 27.1%             | 40.5%                              |
| Lexington-Fayette Urban County (KY)  | 35.0%                     | 16.5%        | 16.8%        | 18.5%        | 13.1%        | 57.8%                    | 29.1%  | 32.9%             | 38.0%                              |
| Loudoun County (VA)  | 12.0%                     | 18.3%        | 30.0%        | 18.9%        | 20.9%        | 45.6%                    | 23.5%  | 17.0%             | 59.5%                              |
| Cumberland County (NC)   | 23.3%                     | 16.4%        | 21.6%        | 21.4%        | 17.4%        | 46.6%                    | 28.7%  | 24.8%             | 46.5%                              |
| Greater Chattanooga Area (TN)  | 15.1%                     | 15.8%        | 18.6%        | 28.5%        | 22.1%        | 52.5%                    | 28.9%  | 27.5%             | 43.6%                              |
| Forsyth County (NC)  | 14.3%                     | 14.1%        | 19.3%        | 26.5%        | 25.8%        | 49.9%                    | 34.7%  | 31.3%             | 33.9%                              |
| City of Wichita (KS)   | 18.2%                     | 9.7%         | 13.9%        | 21.3%        | 36.9%        | 48.5%                    | 33.5%  | 30.8%             | 35.7%                              |
| Sarasota County (FL)   | 6.9%                      | 5.4%         | 7.7%         | 19.3%        | 60.8%        | 47.5%                    | 29.3%  | 30.0%             | 40.7%                              |
| City of Oakland (CA) <sup>1</sup>  | 19.9%                     | 24.3%        | 20.4%        | 17.7%        | 17.7%        | 58.2%                    | 27.7%  | 11.9%             | 60.5%                              |
| Santa Barbara County (CA)  | 16.3%                     | 14.2%        | 18.4%        | 23.4%        | 27.7%        | 47.6%                    | 34.4%  | 27.7%             | 37.9%                              |
| City of Miami (FL)   | 17.6%                     | 14.0%        | 17.7%        | 19.6%        | 31.1%        | 35.9%                    | 27.1%  | 26.8%             | 46.1%                              |
| Seminole County (FL)   | 11.6%                     | 13.8%        | 17.8%        | 24.3%        | 32.6%        | 44.2%                    | 27.8%  | 26.5%             | 45.7%                              |
| City of Omaha (NE)   | 17.2%                     | 11.6%        | 17.5%        | 27.1%        | 26.6%        | 43.4%                    | 33.3%  | 43.4%             | 23.3%                              |
| Greater Syracuse Area (NY)   | 17.5%                     | 10.2%        | 16.1%        | 25.0%        | 31.2%        | 47.2%                    | 29.5%  | 28.7%             | 41.8%                              |
| City of Mesa (AZ)  | 18.8%                     | 17.1%        | 18.3%        | 23.6%        | 22.2%        | 41.6%                    | 19.2%  | 13.8%             | 67.1%                              |
| Guilford County (NC)   | 16.6%                     | 11.9%        | 19.9%        | 25.0%        | 26.7%        | 54.9%                    | 31.8%  | 28.4%             | 39.8%                              |
| Dane County (WI) <sup>1</sup>  | 25.5%                     | 11.9%        | 14.7%        | 28.4%        | 19.5%        | 48.3%                    | 31.7%  | 26.4%             | 41.9%                              |
| Volusia County (FL) <sup>1</sup>   | 11.2%                     | 7.8%         | 18.4%        | 25.7%        | 36.9%        | 49.5%                    | 32.7%  | 16.6%             | 50.8%                              |
| <b>Group D Average</b>   | <b>17.7%</b>              | <b>13.9%</b> | <b>17.8%</b> | <b>23.0%</b> | <b>27.5%</b> | <b>48.0%</b>             | <b>30.0%</b>                                   | <b>26.2%</b>      | <b>43.8%</b>                       |
| <b>Group D Median</b>  | <b>17.0%</b>              | <b>13.9%</b> | <b>18.1%</b> | <b>23.7%</b> | <b>26.7%</b> | <b>48.0%</b>             | <b>30.6%</b>                                   | <b>27.3%</b>      | <b>41.9%</b>                       |

**Table 29:**  
**Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | AGE of RESIDENT Audiences |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|--|---------------------------|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|  | 18-34                     | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| City of Albuquerque (NM)   | 12.1%                     | 9.8%         | 17.2%        | 32.0%        | 28.9%        | 56.5%                 | 31.2%  | 35.8%          | 33.0%                           |
| City of Atlanta (GA) <sup>1</sup>  | 46.3%                     | 10.2%        | 10.9%        | 15.6%        | 17.0%        | 49.7%                 | 30.8%  | 30.1%          | 39.0%                           |
| Polk County (FL)   | 11.8%                     | 9.3%         | 19.5%        | 23.3%        | 36.1%        | 63.5%                 | 49.2%  | 20.0%          | 30.8%                           |
| Lee County (FL)  | 15.2%                     | 17.3%        | 15.0%        | 22.7%        | 29.8%        | 49.0%                 | 31.8%  | 15.6%          | 52.5%                           |
| City of Seattle (WA)   | 18.0%                     | 11.7%        | 16.6%        | 25.8%        | 28.0%        | 54.3%                 | 29.8%  | 34.2%          | 36.0%                           |
| District of Columbia (DC)  | 25.8%                     | 16.1%        | 12.9%        | 20.6%        | 24.6%        | 38.9%                 | 30.8%  | 39.7%          | 29.5%                           |
| City of Baltimore (MD) <sup>1</sup>  | 57.3%                     | 21.3%        | 11.4%        | 8.6%         | 1.3%         | 78.7%                 | 18.4%  | 42.2%          | 39.3%                           |
| Jefferson County (AL)  | 22.6%                     | 16.7%        | 22.2%        | 18.2%        | 20.2%        | 51.3%                 | 26.2%  | 32.5%          | 41.3%                           |
| City of Austin (TX)  | 29.9%                     | 20.1%        | 19.7%        | 17.7%        | 12.5%        | 59.0%                 | 28.7%  | 39.8%          | 31.5%                           |
| City of Indianapolis (IN)  | 24.1%                     | 16.8%        | 17.0%        | 24.5%        | 17.6%        | 49.4%                 | 30.1%  | 35.7%          | 34.1%                           |
| City and County of San Francisco (CA)  | 38.6%                     | 20.1%        | 15.2%        | 15.4%        | 10.7%        | 66.2%                 | 25.0%  | 37.8%          | 37.3%                           |
| Prince George's County (MD) <sup>1</sup>                                       | 20.2%                     | 8.9%         | 12.3%        | 25.6%        | 33.0%        | 47.9%                 | 24.7%  | 14.6%          | 60.6%                           |
| Bergen County (NJ) <sup>1</sup>  | 4.4%                      | 9.9%         | 23.9%        | 24.3%        | 37.5%        | 46.5%                 | 29.5%  | 16.8%          | 53.7%                           |
| Wake County (NC)   | 13.1%                     | 16.0%        | 27.1%        | 23.4%        | 20.3%        | 52.5%                 | 31.9%  | 24.7%          | 43.5%                           |
| Fairfield County (CT)  | 13.8%                     | 14.8%        | 26.3%        | 20.6%        | 24.5%        | 53.6%                 | 32.8%  | 24.7%          | 42.5%                           |
| Mecklenburg County (NC)  | 27.6%                     | 27.6%        | 18.1%        | 13.9%        | 12.8%        | 51.6%                 | 22.5%  | 32.4%          | 45.2%                           |
| Greater Memphis Area (TN)  | 24.0%                     | 14.8%        | 17.2%        | 22.1%        | 21.9%        | 50.6%                 | 29.6%  | 36.3%          | 34.2%                           |
| City of San Jose (CA)  | 15.4%                     | 11.7%        | 16.2%        | 19.7%        | 36.9%        | 48.7%                 | 26.7%  | 18.6%          | 54.7%                           |
| Westchester County (NY)  | 2.5%                      | 4.4%         | 15.0%        | 24.2%        | 53.9%        | 44.8%                 | 28.5%  | 15.3%          | 56.2%                           |
| Montgomery County (MD)   | 13.5%                     | 24.9%        | 21.8%        | 17.6%        | 22.2%        | 42.0%                 | 25.9%  | 23.7%          | 50.4%                           |
| <b>Group E Average</b>   | <b>21.8%</b>              | <b>15.1%</b> | <b>17.8%</b> | <b>20.8%</b> | <b>24.5%</b> | <b>52.7%</b>          | <b>29.2%</b>                                   | <b>28.5%</b>   | <b>42.3%</b>                    |
| <b>Group E Median</b>  | <b>19.1%</b>              | <b>15.4%</b> | <b>17.1%</b> | <b>21.4%</b> | <b>23.4%</b> | <b>51.0%</b>          | <b>29.6%</b>                                   | <b>31.3%</b>   | <b>40.3%</b>                    |

**Table 29:**  
**Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | AGE of RESIDENT Audiences |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|---|---------------------------|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|   | 18-34                     | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| Pima County (AZ)  | 14.5%                     | 10.2%        | 14.5%        | 24.6%        | 36.1%        | 56.6%                 | 31.1%  | 32.1%          | 36.8%                           |
| Fairfax County (VA)   | 7.2%                      | 16.5%        | 26.0%        | 25.0%        | 25.3%        | 47.2%                 | 33.7%  | 19.4%          | 47.0%                           |
| Orange County (FL)  | 27.0%                     | 16.4%        | 19.8%        | 18.8%        | 18.1%        | 49.7%                 | 24.9%  | 29.2%          | 45.9%                           |
| Greater Columbus Area (OH)  | 19.6%                     | 14.2%        | 17.7%        | 25.6%        | 22.8%        | 49.7%                 | 29.7%  | 34.2%          | 36.0%                           |
| Allegheny County (PA)   | 16.5%                     | 9.3%         | 13.2%        | 28.1%        | 32.8%        | 44.5%                 | 28.1%  | 37.1%          | 34.7%                           |
| City of San Diego (CA)  | 30.2%                     | 25.4%        | 14.4%        | 18.7%        | 11.3%        | 58.6%                 | 2.9%   | 10.7%          | 86.5%                           |
| City of Dallas (TX)   | 23.8%                     | 20.6%        | 16.6%        | 21.3%        | 17.7%        | 54.2%                 | 33.5%  | 27.5%          | 39.1%                           |
| Palm Beach County (FL)  | 6.6%                      | 5.2%         | 6.9%         | 13.8%        | 67.6%        | 34.9%                 | 20.1%  | 18.6%          | 61.2%                           |
| Greater St. Louis Area (MO)   | 15.9%                     | 12.9%        | 19.8%        | 24.4%        | 27.0%        | 43.9%                 | 29.5%  | 32.7%          | 37.8%                           |
| City of San Antonio (TX) <sup>1</sup>   | 33.0%                     | 29.3%        | 16.8%        | 12.8%        | 8.0%         | 32.1%                 | 45.8%  | 29.5%          | 24.6%                           |
| Sacramento County (CA)  | 15.5%                     | 10.0%        | 18.1%        | 27.4%        | 29.0%        | 51.6%                 | 28.2%  | 24.9%          | 46.9%                           |
| City and County of Philadelphia (PA)  | 44.5%                     | 14.8%        | 10.1%        | 16.7%        | 13.9%        | 53.6%                 | 25.9%  | 35.2%          | 38.9%                           |
| City of Phoenix (AZ)  | 12.7%                     | 7.0%         | 13.9%        | 22.7%        | 43.7%        | 41.1%                 | 27.2%  | 25.0%          | 47.8%                           |
| Broward County (FL)   | 11.1%                     | 11.9%        | 16.8%        | 22.6%        | 37.7%        | 35.7%                 | 27.0%  | 24.3%          | 48.7%                           |
| Santa Clara County (CA)   | 16.5%                     | 12.5%        | 19.5%        | 20.3%        | 31.3%        | 50.1%                 | 26.8%  | 19.6%          | 53.6%                           |
| Tarrant County (TX) <sup>1</sup>  | 10.1%                     | 20.1%        | 34.8%        | 27.3%        | 7.7%         | 51.2%                 | 18.3%  | 23.2%          | 58.5%                           |
| Clark County (NV)   | 18.7%                     | 25.2%        | 23.1%        | 16.4%        | 16.6%        | 52.0%                 | 29.1%  | 34.4%          | 36.5%                           |
| Riverside County (CA)   | 26.6%                     | 26.2%        | 19.9%        | 18.9%        | 8.4%         | 36.5%                 | 37.4%  | 25.3%          | 37.2%                           |
| Miami-Dade County (FL)  | 14.5%                     | 12.2%        | 16.9%        | 20.5%        | 35.9%        | 35.4%                 | 26.4%  | 27.8%          | 45.8%                           |
| City of Chicago (IL)  | 34.4%                     | 21.4%        | 15.9%        | 18.0%        | 10.4%        | 59.6%                 | 21.0%  | 31.7%          | 47.3%                           |
| San Diego County (CA)   | 30.2%                     | 25.4%        | 14.4%        | 18.7%        | 11.3%        | 58.6%                 | 2.9%   | 10.7%          | 86.5%                           |
| City of Los Angeles (CA)  | 35.3%                     | 29.2%        | 18.8%        | 10.8%        | 5.9%         | 49.0%                 | 34.9%  | 24.3%          | 40.8%                           |
| Harris County (TX)  | 26.9%                     | 20.0%        | 16.7%        | 22.0%        | 14.4%        | 48.2%                 | 25.2%  | 38.5%          | 36.3%                           |
| <b>Group F Average</b>  | <b>21.4%</b>              | <b>17.2%</b> | <b>17.6%</b> | <b>20.7%</b> | <b>23.2%</b> | <b>47.6%</b>          | <b>26.5%</b>                                   | <b>26.8%</b>   | <b>46.7%</b>                    |
| <b>Group F Median</b>   | <b>18.7%</b>              | <b>16.4%</b> | <b>16.8%</b> | <b>20.5%</b> | <b>18.1%</b> | <b>49.7%</b>          | <b>27.2%</b>                                   | <b>27.5%</b>   | <b>45.8%</b>                    |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |                           |              |              |              |              |                       |  |                |                                 |
| <b>Average</b>  | <b>20.1%</b>              | <b>14.8%</b> | <b>18.0%</b> | <b>22.8%</b> | <b>24.3%</b> | <b>51.2%</b>          | <b>30.8%</b>                                   | <b>27.0%</b>   | <b>42.2%</b>                    |
| <b>Median</b>   | <b>18.0%</b>              | <b>14.0%</b> | <b>17.7%</b> | <b>23.0%</b> | <b>22.2%</b> | <b>51.0%</b>          | <b>31.4%</b>                                   | <b>27.2%</b>   | <b>41.3%</b>                    |

**Table 29:**  
**Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | AGE of RESIDENT Audiences |       |       |       |             | Personally<br>Create Art | Willingness to Travel for Cultural Experiences |                   |                                    |
|---|---------------------------|-------|-------|-------|-------------|--------------------------|--|-------------------|------------------------------------|
|   | 18-34                     | 35-44 | 45-54 | 55-64 | 65 or Older |                          | Skip<br>Altogether                             | Replace<br>Nearby | Travel to a<br>Different Community |
| Greater Portsmouth Area (NH)                                  | 8.8%                      | 14.4% | 20.7% | 26.3% | 29.7%       | 52.1%                    | 28.2%  | 21.7%             | 50.1%                              |
| Greater Concord Area (NH)                                     | 8.1%                      | 12.1% | 24.3% | 25.5% | 29.9%       | 50.2%                    | 31.4%  | 21.7%             | 46.9%                              |
| Greater Aberdeen Area (SD)                                    | 11.9%                     | 8.4%  | 16.2% | 28.1% | 35.4%       | 35.1%                    | 45.0%  | 23.6%             | 31.4%                              |
| Centre Region (PA)  | 17.2%                     | 6.3%  | 14.8% | 24.8% | 36.9%       | 46.3%                    | 42.9%  | 27.0%             | 30.1%                              |
| Greater Minot Area (ND)                                       | 19.0%                     | 10.4% | 16.5% | 20.3% | 33.8%       | 50.8%                    | 42.2%  | 30.0%             | 27.9%                              |
| Creative Corridor in Northwest Iowa (IA) <sup>1</sup>         | 13.7%                     | 6.3%  | 17.7% | 26.9% | 35.4%       | 56.6%                    | 32.5%  | 21.3%             | 46.2%                              |
| Northern New Hampshire (NH) <sup>1</sup>                      | 4.3%                      | 5.7%  | 11.4% | 21.4% | 57.1%       | 42.0%                    | 46.2%  | 15.4%             | 38.5%                              |
| Greater Sioux Falls Area (SD)                                 | 16.9%                     | 8.0%  | 15.1% | 27.7% | 32.2%       | 43.0%                    | 36.1%  | 30.3%             | 33.6%                              |
| Greater Athens Area (GA)                                      | 36.9%                     | 25.0% | 17.3% | 13.5% | 7.2%        | 59.8%                    | 27.2%  | 27.7%             | 45.1%                              |
| Greater Rockford Area (IL)                                    | 15.0%                     | 13.0% | 19.3% | 28.1% | 24.6%       | 53.2%                    | 31.9%  | 24.5%             | 43.6%                              |
| Greater Peoria Area (IL)                                      | 18.6%                     | 14.8% | 19.5% | 24.1% | 22.9%       | 50.2%                    | 31.9%  | 22.5%             | 45.6%                              |
| Greater Fox Cities Region (WI) <sup>1</sup>                   | 12.2%                     | 11.4% | 19.7% | 29.2% | 27.5%       | 39.9%                    | 32.2%  | 19.4%             | 48.3%                              |
| Northern Tier Region (PA) <sup>1</sup>                        | 6.6%                      | 5.4%  | 16.0% | 29.2% | 42.8%       | 54.9%                    | 35.2%  | 15.4%             | 49.4%                              |
| Northwest Arkansas Area (AR)                                  | 16.4%                     | 16.7% | 16.5% | 22.9% | 27.5%       | 45.0%                    | 32.1%  | 22.1%             | 45.9%                              |
| Mahoning Valley Region (OH)                                   | 15.7%                     | 9.3%  | 17.9% | 26.3% | 30.8%       | 46.4%                    | 35.6%  | 19.1%             | 45.3%                              |
| Iowa Cultural Corridor (IA)                                   | 19.8%                     | 10.7% | 14.9% | 24.5% | 30.1%       | 48.8%                    | 32.3%  | 29.2%             | 38.5%                              |
| Pikes Peak Region (CO) <sup>1</sup>                           | 22.1%                     | 24.3% | 22.1% | 21.6% | 9.9%        | 41.0%                    | 28.4%  | 37.0%             | 34.5%                              |
| Greater Columbia Area (SC)                                    | 17.1%                     | 25.3% | 15.3% | 23.1% | 19.3%       | 35.8%                    | 20.1%  | 70.0%             | 10.0%                              |
| Lehigh Valley Region (PA) <sup>1</sup>                        | 17.5%                     | 16.3% | 19.8% | 27.6% | 18.9%       | 43.8%                    | 24.1%  | 23.0%             | 52.9%                              |
| West Valley Region (AZ)                                       | 5.8%                      | 6.8%  | 11.0% | 24.5% | 51.9%       | 34.9%                    | 28.4%  | 19.2%             | 52.4%                              |
| Greater Harrisburg Area (PA) <sup>1</sup>                     | 5.6%                      | 4.3%  | 12.2% | 22.1% | 55.9%       | 28.4%                    | 37.8%  | 19.7%             | 42.5%                              |
| Greater Hartford Area (CT)                                    | 19.0%                     | 12.8% | 25.0% | 21.2% | 22.0%       | 47.3%                    | 32.0%  | 20.0%             | 48.0%                              |
| Greater Portland Area (OR)                                    | 15.0%                     | 16.9% | 19.2% | 28.1% | 20.8%       | 52.5%                    | 27.8%  | 38.1%             | 34.0%                              |
| Metropolitan Kansas City Area (MO/KS)                         | 11.9%                     | 11.5% | 16.2% | 29.5% | 30.9%       | 46.3%                    | 29.6%  | 38.2%             | 32.2%                              |
| Greater Milwaukee Area (WI) <sup>1</sup>                      | 10.7%                     | 14.4% | 15.6% | 22.2% | 37.1%       | 48.0%                    | 29.4%  | 25.1%             | 45.6%                              |

*This table listing multi-city and multi-county study regions is continued below ...*



**Table 29:**  
**Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | AGE of RESIDENT Audiences |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|---|---------------------------|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|   | 18-34                     | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| Central Florida Region (FL)                                   | 20.8%                     | 13.8%        | 18.3%        | 20.2%        | 26.9%        | 49.2%                 | 27.5%  | 24.6%          | 47.8%                           |
| Greater Washington DC Region (DC/MD/VA)                       | 16.7%                     | 17.7%        | 19.2%        | 22.6%        | 23.7%        | 44.7%                 | 27.6%  | 20.8%          | 51.6%                           |
| Greater Philadelphia Region (PA)                              | 26.2%                     | 13.4%        | 16.6%        | 22.3%        | 21.4%        | 47.1%                 | 25.9%  | 26.3%          | 47.8%                           |
| Southeastern Michigan Region (MI) <sup>1</sup>                | 11.5%                     | 16.3%        | 19.8%        | 24.3%        | 28.1%        | 48.0%                 | 28.0%  | 16.0%          | 56.0%                           |
| Greater Houston Area (TX)                                     | 23.5%                     | 17.4%        | 17.6%        | 22.9%        | 18.6%        | 43.1%                 | 24.8%  | 31.9%          | 43.2%                           |
| North Texas Region (TX)                                       | 18.9%                     | 17.9%        | 23.4%        | 20.5%        | 19.2%        | 45.2%                 | 30.1%  | 21.3%          | 48.6%                           |
| <b>Regional Average</b>                                       | <b>15.6%</b>              | <b>13.1%</b> | <b>17.7%</b> | <b>24.2%</b> | <b>29.3%</b> | <b>46.1%</b>          | <b>31.8%</b>                                   | <b>25.9%</b>   | <b>42.4%</b>                    |
| <b>Regional Median</b>  | <b>16.4%</b>              | <b>13.0%</b> | <b>17.6%</b> | <b>24.3%</b> | <b>28.1%</b> | <b>46.4%</b>          | <b>31.4%</b>                                   | <b>23.0%</b>   | <b>45.6%</b>                    |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | AGE of RESIDENT Audiences |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|--|---------------------------|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|  | 18-34                     | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| State of South Dakota  | 14.9%                     | 7.9%         | 15.6%        | 27.4%        | 34.3%        | 40.3%                 | 40.0%  | 24.7%          | 35.3%                           |
| State of Delaware  | 10.0%                     | 10.3%        | 14.9%        | 20.7%        | 44.1%        | 48.6%                 | 26.8%  | 21.1%          | 52.1%                           |
| State of Hawai'i   | 40.9%                     | 15.4%        | 12.8%        | 14.6%        | 16.3%        | 56.9%                 | 29.7%  | 21.9%          | 48.4%                           |
| State of New Hampshire   | 11.2%                     | 12.4%        | 21.0%        | 26.8%        | 28.6%        | 50.5%                 | 28.7%  | 15.1%          | 56.2%                           |
| State of Nebraska  | 15.6%                     | 11.9%        | 16.4%        | 25.7%        | 30.3%        | 49.9%                 | 34.0%  | 27.7%          | 38.3%                           |
| State of Connecticut   | 14.1%                     | 12.4%        | 22.5%        | 24.8%        | 26.2%        | 47.1%                 | 28.8%  | 18.8%          | 52.4%                           |
| State of Wisconsin   | 19.2%                     | 12.5%        | 18.2%        | 25.7%        | 24.4%        | 44.5%                 | 32.1%  | 22.3%          | 45.6%                           |
| State of North Carolina  | 18.3%                     | 13.9%        | 17.7%        | 23.8%        | 26.2%        | 53.3%                 | 30.3%  | 23.5%          | 46.2%                           |
| State of Pennsylvania  | 20.9%                     | 10.7%        | 16.3%        | 24.6%        | 27.4%        | 46.4%                 | 32.4%  | 23.9%          | 43.7%                           |
| State of Illinois  | 23.1%                     | 15.9%        | 18.4%        | 23.8%        | 18.8%        | 53.7%                 | 28.3%  | 24.7%          | 47.1%                           |
| <b>Statewide Average</b>                                       | <b>18.8%</b>              | <b>12.3%</b> | <b>17.4%</b> | <b>23.8%</b> | <b>27.7%</b> | <b>49.1%</b>          | <b>31.1%</b>                                   | <b>22.4%</b>   | <b>46.5%</b>                    |
| <b>Statewide Median</b>  | <b>17.0%</b>              | <b>12.4%</b> | <b>17.1%</b> | <b>24.7%</b> | <b>26.8%</b> | <b>49.3%</b>          | <b>30.0%</b>                                   | <b>22.9%</b>   | <b>46.7%</b>                    |

**Table 29:**  
**Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | AGE of RESIDENT Audiences |              |              |              |              | Personally<br>Create Art | Willingness to Travel for Cultural Experiences |                   |                                    |
|---|---------------------------|--------------|--------------|--------------|--------------|--------------------------|--|-------------------|------------------------------------|
|   | 18-34                     | 35-44        | 45-54        | 55-64        | 65 or Older  |                          | Skip<br>Altogether                             | Replace<br>Nearby | Travel to a<br>Different Community |
| Grand Center Arts District (St. Louis, MO)                      | 14.9%                     | 12.2%        | 18.6%        | 28.4%        | 25.9%        | 42.2%                    | 29.5%  | 34.0%             | 36.6%                              |
| Dallas Arts District (Dallas, TX)                               | 23.5%                     | 18.2%        | 13.7%        | 22.8%        | 21.8%        | 55.1%                    | 27.1%  | 27.1%             | 45.8%                              |
| <b>Arts District Average</b>                                    | <b>19.2%</b>              | <b>15.2%</b> | <b>16.2%</b> | <b>25.6%</b> | <b>23.9%</b> | <b>48.7%</b>             | <b>28.3%</b>                                   | <b>30.6%</b>      | <b>41.2%</b>                       |
| <b>Arts District Median</b>                                     | <b>19.2%</b>              | <b>15.2%</b> | <b>16.2%</b> | <b>25.6%</b> | <b>23.9%</b> | <b>48.7%</b>             | <b>28.3%</b>                                   | <b>30.6%</b>      | <b>41.2%</b>                       |

**Table Notes:**

<sup>1</sup> The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

## Explanation of Table 30: Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

This table presents a demographic description of non-resident nonprofit arts and culture audiences in each participating study region during 2011. Non-residents are attendees who reside outside the county in which the nonprofit arts and culture event at which they were surveyed took place (outside the multi-county region for regional analyses, and outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group. This table details the educational attainment and annual household income reported by non-resident arts attendees who completed the audience-intercept survey. Table 31 provides details about non-resident attendees' age, personal artistic creation, and willingness to travel to attend cultural experiences. (Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.)

### Column Two:

The percentage of non-resident audience-intercept survey respondents in each participating study region whose highest completed level of education is a high school degree (or less than a high school degree).

### Column Three:

The percentage of non-resident audience-intercept survey respondents whose highest completed level of education is a two-year (e.g., associates or technical) college degree.

### Column Four:

The percentage of non-resident audience-intercept survey respondents whose highest completed level of education is a four-year (e.g., bachelors) degree.

### Column Five:

The percentage of non-resident audience-intercept survey respondents whose highest completed level of education is a master's degree.

### Column Six:

The percentage of non-resident audience-intercept survey respondents whose highest completed level of education is a doctoral degree.

### Column Seven:

The percentage of non-resident audience-intercept survey respondents whose annual household income is less than \$40,000.

### Column Eight:

The percentage of non-resident audience-intercept survey respondents whose annual household income is \$40,000 to \$59,999.

### Column Nine:

The percentage of non-resident audience-intercept survey respondents whose annual household income is \$60,000 to \$79,999.

### Column Ten:

The percentage of non-resident audience-intercept survey respondents whose annual household income is \$80,000 to \$99,999.

### Column Eleven:

The percentage of non-resident audience-intercept survey respondents whose annual household income is \$100,000 to \$119,999.

### Column Twelve:

The percentage of non-resident audience-intercept survey respondents whose annual household income is \$120,000 or more.

**Table 30:**  
**Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents |               |               |                 |                 | ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents |                      |                      |                      |                        |                   |
|---|--|---------------|---------------|-----------------|-----------------|---|----------------------|----------------------|----------------------|------------------------|-------------------|
|   | High School or Less                                | 2-Year Degree | 4-Year Degree | Master's Degree | Doctoral Degree | Less than \$40,000                                  | \$40,000 to \$59,999 | \$60,000 to \$79,999 | \$80,000 to \$99,999 | \$100,000 to \$119,999 | \$120,000 or More |
| City of Gunnison (CO) <sup>1</sup>  | 5.1%   | 15.4%         | 25.6%         | 43.6%           | 10.3%           | 15.8%   | 23.7%                | 13.2%                | 18.4%                | 13.2%                  | 15.8%             |
| Town of Telluride (CO) <sup>1</sup>   | 7.1%   | 11.0%         | 41.5%         | 28.4%           | 12.1%           | 13.3%   | 13.3%                | 15.2%                | 9.4%                 | 11.3%                  | 37.5%             |
| Town of Crested Butte (CO)  | 3.7%   | 9.9%          | 38.0%         | 31.5%           | 17.0%           | 8.7%  | 9.4%                 | 12.7%                | 13.0%                | 12.0%                  | 44.1%             |
| Town of Newmarket (NH) <sup>1</sup>   | 20.0%  | 33.3%         | 30.0%         | 11.7%           | 5.0%            | 30.4%   | 21.4%                | 19.6%                | 5.4%                 | 8.9%                   | 14.3%             |
| Greater Ketchikan Area (AK) <sup>1</sup>                                      | 0.0%   | 41.2%         | 47.1%         | 11.8%           | 0.0%            | 23.5%   | 35.3%                | 5.9%                 | 23.5%                | 0.0%                   | 11.8%             |
| Gunnison County (CO)  | 3.8%   | 10.5%         | 36.6%         | 32.8%           | 16.3%           | 9.5%  | 11.0%                | 12.8%                | 13.6%                | 12.2%                  | 40.9%             |
| City of Durango (CO)  | 13.1%  | 16.4%         | 32.4%         | 25.6%           | 12.6%           | 22.2%   | 11.6%                | 20.6%                | 14.3%                | 11.6%                  | 19.6%             |
| Teton County (WY)   | 7.5%   | 8.1%          | 35.6%         | 32.0%           | 16.8%           | 11.9%   | 12.3%                | 14.9%                | 13.7%                | 14.1%                  | 33.1%             |
| City of Laguna Beach (CA)   | 9.4%   | 16.0%         | 42.5%         | 21.0%           | 11.0%           | 8.8%  | 10.0%                | 14.1%                | 16.5%                | 20.0%                  | 30.6%             |
| City of Fairfax (VA)  | 4.7%   | 7.9%          | 40.7%         | 34.4%           | 12.3%           | 8.3%  | 10.8%                | 15.0%                | 11.3%                | 16.7%                  | 37.9%             |
| City of Auburn (NY)   | 12.8%  | 15.0%         | 43.9%         | 24.8%           | 3.4%            | 15.5%   | 20.0%                | 33.4%                | 13.8%                | 7.6%                   | 9.7%              |
| City of Slidell (LA)  | 19.4%  | 23.9%         | 35.8%         | 16.4%           | 4.5%            | 23.4%   | 32.8%                | 14.1%                | 15.6%                | 7.8%                   | 6.3%              |
| City of Winter Park (FL) <sup>1</sup>   | 14.9%  | 17.7%         | 34.8%         | 21.9%           | 10.6%           | 24.7%   | 17.0%                | 16.3%                | 15.3%                | 11.5%                  | 15.3%             |
| Greater Elkins Area (WV) <sup>1</sup>   | 20.4%  | 9.7%          | 30.1%         | 32.3%           | 7.5%            | 24.7%   | 23.5%                | 21.0%                | 19.8%                | 7.4%                   | 3.7%              |
| Transylvania County (NC)  | 6.3%   | 11.2%         | 37.8%         | 30.5%           | 14.1%           | 19.7%   | 16.1%                | 14.4%                | 17.0%                | 11.8%                  | 21.1%             |
| City of Rochester (NH)  | 23.6%  | 24.9%         | 28.8%         | 19.7%           | 3.1%            | 24.1%   | 16.6%                | 22.1%                | 14.6%                | 6.5%                   | 16.1%             |
| City and Borough of Juneau (AK) <sup>1</sup>                                  | 20.0%  | 10.0%         | 30.0%         | 30.0%           | 10.0%           | 11.1%   | 16.7%                | 27.8%                | 22.2%                | 5.6%                   | 16.7%             |
| Princeton (NJ)  | 10.5%  | 7.4%          | 33.3%         | 34.9%           | 13.9%           | 10.2%   | 12.4%                | 11.5%                | 12.1%                | 15.9%                  | 37.9%             |
| Platte County (NE)  | 22.2%  | 36.3%         | 25.2%         | 15.6%           | 0.7%            | 20.3%   | 27.3%                | 28.1%                | 10.2%                | 11.7%                  | 2.3%              |
| Adams County (NE)   | 31.6%  | 17.5%         | 27.1%         | 18.6%           | 5.1%            | 18.8%   | 24.4%                | 21.9%                | 15.0%                | 10.0%                  | 10.0%             |
| City of Fairbanks (AK) <sup>1</sup>   | 33.3%  | 7.7%          | 30.8%         | 20.5%           | 7.7%            | 3.6%  | 14.3%                | 32.1%                | 14.3%                | 7.1%                   | 28.6%             |
| City of West Hollywood (CA)   | 12.8%  | 19.3%         | 43.1%         | 19.3%           | 5.5%            | 42.5%   | 13.2%                | 17.0%                | 9.4%                 | 2.8%                   | 15.1%             |
| City of Pittsfield (MA) <sup>1</sup>  | 0.0%   | 18.2%         | 50.0%         | 22.7%           | 9.1%            | 10.5%   | 15.8%                | 21.1%                | 26.3%                | 5.3%                   | 21.1%             |
| Windham County (VT)   | 4.1%   | 2.7%          | 35.6%         | 40.9%           | 16.8%           | 16.7%   | 15.3%                | 21.5%                | 12.5%                | 10.4%                  | 23.6%             |
| Iron County (UT)  | 12.7%  | 13.1%         | 35.4%         | 25.8%           | 13.0%           | 14.2%   | 15.1%                | 19.2%                | 12.8%                | 14.7%                  | 24.0%             |
| Watauga County (NC) <sup>1</sup>  | 16.5%  | 13.8%         | 31.3%         | 32.1%           | 6.3%            | 19.3%   | 10.4%                | 13.9%                | 14.4%                | 9.4%                   | 32.7%             |
| Buffalo County (NE)   | 34.3%  | 22.8%         | 27.2%         | 11.2%           | 4.5%            | 25.1%   | 22.6%                | 18.5%                | 15.4%                | 5.1%                   | 13.3%             |
| <b>Group A Average</b>  | <b>13.7%</b>                                       | <b>16.3%</b>  | <b>35.2%</b>  | <b>25.6%</b>    | <b>9.2%</b>     | <b>17.7%</b>  | <b>17.5%</b>         | <b>18.4%</b>         | <b>14.8%</b>         | <b>10.0%</b>           | <b>21.6%</b>      |
| <b>Group A Median</b>   | <b>12.8%</b>                                       | <b>15.0%</b>  | <b>35.4%</b>  | <b>25.6%</b>    | <b>10.0%</b>    | <b>16.7%</b>  | <b>15.8%</b>         | <b>17.0%</b>         | <b>14.3%</b>         | <b>10.4%</b>           | <b>19.6%</b>      |

**Table 30:**  
**Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents |                         |                         |                         |                           |                      |
|--|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|  | High School<br>or Less                             | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                               | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
|  | Chenango County (NY)                               | 23.4%            | 21.9%            | 26.0%              | 22.3%              | 6.4%  | 20.6%                   | 18.5%                   | 23.0%                   | 15.7%                     | 10.1%                |
| City of La Crosse (WI)   | 29.6%  | 22.9%            | 27.9%            | 15.4%              | 4.3%               | 33.8%   | 15.0%                   | 20.8%                   | 12.3%                   | 8.1%                      | 10.0%                |
| Lenoir County (NC)   | 29.7%  | 16.6%            | 30.4%            | 18.2%              | 5.1%               | 27.3%   | 30.6%                   | 16.2%                   | 12.2%                   | 4.4%                      | 9.2%                 |
| City of Dubuque (IA)   | 14.5%  | 23.1%            | 37.3%            | 21.4%              | 3.7%               | 20.7%   | 21.1%                   | 20.4%                   | 13.9%                   | 8.6%                      | 15.4%                |
| Greater Enid Area (OK)   | 14.2%  | 18.3%            | 45.0%            | 19.3%              | 3.2%               | 26.8%   | 30.8%                   | 22.3%                   | 11.2%                   | 4.0%                      | 4.9%                 |
| City of Flagstaff (AZ)   | 8.4%   | 20.5%            | 36.3%            | 24.8%              | 9.9%               | 20.1%   | 16.5%                   | 18.1%                   | 15.8%                   | 11.5%                     | 17.9%                |
| City of Portland (ME)  | 9.5%   | 12.4%            | 33.9%            | 32.9%              | 11.3%              | 19.7%   | 18.9%                   | 15.2%                   | 14.4%                   | 15.5%                     | 16.3%                |
| Athens County (OH)   | 22.8%  | 14.4%            | 38.4%            | 16.5%              | 7.8%               | 37.8%   | 17.9%                   | 16.2%                   | 7.9%                    | 10.3%                     | 9.8%                 |
| Rutherford County (NC)   | 21.4%  | 34.6%            | 27.6%            | 12.5%              | 3.9%               | 21.1%   | 31.6%                   | 20.6%                   | 12.7%                   | 6.6%                      | 7.5%                 |
| City of Walnut Creek (CA)  | 7.4%   | 13.8%            | 38.3%            | 28.9%              | 11.7%              | 8.7%  | 14.1%                   | 13.3%                   | 16.3%                   | 18.3%                     | 29.3%                |
| City of Missoula (MT)  | 11.0%  | 14.4%            | 36.3%            | 28.8%              | 9.6%               | 25.4%   | 20.4%                   | 19.7%                   | 13.4%                   | 9.9%                      | 11.3%                |
| City of Bloomington (IN)   | 26.2%  | 13.1%            | 30.3%            | 24.2%              | 6.1%               | 25.7%   | 14.1%                   | 18.4%                   | 15.7%                   | 9.5%                      | 16.5%                |
| City of Miami Beach (FL)   | 3.0%   | 12.6%            | 34.8%            | 26.7%              | 23.0%              | 9.7%  | 15.3%                   | 16.9%                   | 8.1%                    | 18.5%                     | 31.5%                |
| Greater Parkersburg Area (WV)  | 26.9%  | 18.6%            | 24.9%            | 23.3%              | 6.3%               | 26.9%   | 23.5%                   | 18.1%                   | 18.1%                   | 8.8%                      | 4.6%                 |
| Moore County (NC)  | 4.9%   | 17.5%            | 41.7%            | 18.4%              | 17.5%              | 18.7%   | 18.7%                   | 16.5%                   | 13.2%                   | 11.0%                     | 22.0%                |
| Indiana County (PA)  | 62.4%  | 10.7%            | 17.1%            | 6.7%               | 3.2%               | 53.8%   | 10.4%                   | 16.7%                   | 6.3%                    | 6.3%                      | 6.6%                 |
| Buchanan County (MO)   | 25.8%  | 14.8%            | 36.4%            | 19.1%              | 3.8%               | 19.4%   | 28.3%                   | 20.6%                   | 11.7%                   | 9.4%                      | 10.6%                |
| City of Boulder (CO) <sup>1</sup>  | 10.6%  | 10.6%            | 33.8%            | 32.5%              | 12.6%              | 25.0%   | 18.1%                   | 15.3%                   | 9.7%                    | 9.7%                      | 22.2%                |
| Eau Claire County (WI)   | 23.7%  | 23.5%            | 30.7%            | 17.8%              | 4.3%               | 27.8%   | 20.9%                   | 16.5%                   | 15.4%                   | 9.6%                      | 9.9%                 |
| <b>Group B Average</b>   | <b>19.8%</b>                                       | <b>17.6%</b>     | <b>33.0%</b>     | <b>21.6%</b>       | <b>8.1%</b>        | <b>24.7%</b>  | <b>20.2%</b>            | <b>18.1%</b>            | <b>12.8%</b>            | <b>10.0%</b>              | <b>14.1%</b>         |
| <b>Group B Median</b>  | <b>21.4%</b>                                       | <b>16.6%</b>     | <b>33.9%</b>     | <b>21.4%</b>       | <b>6.3%</b>        | <b>25.0%</b>  | <b>18.7%</b>            | <b>18.1%</b>            | <b>13.2%</b>            | <b>9.6%</b>               | <b>11.3%</b>         |

**Table 30:**

**Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**



| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents |                         |                         |                         |                           |                      |
|--|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|  | High School<br>or Less                             | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                               | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| City of Rochester (MN)   | 15.8%  | 21.1%            | 37.1%            | 19.5%              | 6.6%               | 21.1%   | 16.6%                   | 17.4%                   | 16.3%                   | 15.0%                     | 13.6%                |
| Tompkins County (NY)   | 27.7%  | 8.2%             | 38.0%            | 20.4%              | 5.7%               | 34.3%   | 15.7%                   | 15.7%                   | 10.6%                   | 9.3%                      | 14.4%                |
| Wayne County (NC)  | 19.2%  | 31.5%            | 30.8%            | 15.8%              | 2.7%               | 25.9%   | 25.9%                   | 15.4%                   | 16.8%                   | 9.1%                      | 7.0%                 |
| City of McKinney (TX)  | 20.9%  | 21.1%            | 34.4%            | 14.5%              | 9.2%               | 20.1%   | 13.9%                   | 14.5%                   | 13.1%                   | 14.5%                     | 24.0%                |
| Orange County (NC)   | 13.2%  | 8.4%             | 35.1%            | 26.6%              | 16.7%              | 25.6%   | 16.6%                   | 13.8%                   | 12.5%                   | 8.2%                      | 23.2%                |
| Town of Cary (NC)  | 10.9%  | 10.2%            | 33.6%            | 30.7%              | 14.6%              | 18.8%   | 16.2%                   | 13.7%                   | 12.8%                   | 13.7%                     | 24.8%                |
| Marathon County (WI) <sup>1</sup>  | 26.4%  | 15.4%            | 37.4%            | 15.4%              | 5.5%               | 27.6%   | 24.1%                   | 12.6%                   | 11.5%                   | 6.9%                      | 17.2%                |
| Greater Charlottesville Area (VA)  | 11.8%  | 10.0%            | 35.3%            | 31.6%              | 11.2%              | 22.4%   | 15.8%                   | 15.9%                   | 15.5%                   | 10.4%                     | 19.9%                |
| City of Fort Collins (CO)  | 10.2%  | 12.1%            | 42.7%            | 26.1%              | 8.9%               | 29.7%   | 12.4%                   | 18.6%                   | 14.5%                   | 11.7%                     | 13.1%                |
| Cambria County (PA)  | 24.9%  | 15.3%            | 31.0%            | 24.5%              | 4.3%               | 30.6%   | 23.2%                   | 15.2%                   | 12.2%                   | 7.1%                      | 11.7%                |
| City of Alexandria (VA)  | 7.9%   | 8.6%             | 37.1%            | 36.5%              | 9.9%               | 8.1%  | 13.4%                   | 14.2%                   | 14.8%                   | 12.8%                     | 36.7%                |
| City of Eugene (OR)  | 20.6%  | 16.1%            | 34.8%            | 21.3%              | 7.1%               | 31.0%   | 17.9%                   | 14.5%                   | 11.0%                   | 8.3%                      | 17.2%                |
| Pitt County (NC)   | 19.7%  | 17.1%            | 38.5%            | 19.7%              | 5.1%               | 37.5%   | 17.0%                   | 11.6%                   | 14.3%                   | 10.7%                     | 8.9%                 |
| City of Santa Clarita (CA)   | 27.8%  | 5.6%             | 50.0%            | 11.1%              | 5.6%               | 0.0%  | 5.6%                    | 0.0%                    | 22.2%                   | 44.4%                     | 27.8%                |
| City of Providence (RI)  | 9.7%   | 10.8%            | 34.2%            | 29.9%              | 15.4%              | 13.8%   | 15.0%                   | 13.8%                   | 13.4%                   | 15.0%                     | 29.1%                |
| Erie (PA)  | 14.4%  | 16.7%            | 34.4%            | 26.7%              | 7.8%               | 25.0%   | 19.3%                   | 12.5%                   | 19.3%                   | 9.1%                      | 14.8%                |
| New Hanover County (NC)  | 22.3%  | 16.8%            | 37.0%            | 19.3%              | 4.6%               | 26.8%   | 16.8%                   | 21.3%                   | 13.1%                   | 10.7%                     | 11.3%                |
| City of Glendale (CA)  | 14.0%  | 14.0%            | 24.0%            | 34.0%              | 14.0%              | 22.7%   | 15.9%                   | 13.6%                   | 13.6%                   | 13.6%                     | 20.5%                |
| City of Tacoma (WA)  | 8.5%   | 17.0%            | 39.6%            | 24.1%              | 10.7%              | 15.4%   | 16.2%                   | 16.6%                   | 13.4%                   | 13.4%                     | 25.1%                |
| Whatcom County (WA)  | 15.3%  | 28.2%            | 37.1%            | 16.1%              | 3.2%               | 38.6%   | 15.8%                   | 14.0%                   | 13.2%                   | 7.9%                      | 10.5%                |
| City of Boise (ID)   | 16.2%  | 21.2%            | 23.2%            | 27.3%              | 12.1%              | 19.6%   | 24.7%                   | 20.6%                   | 10.3%                   | 11.3%                     | 13.4%                |
| Lackawanna County (PA)   | 22.5%  | 15.3%            | 34.0%            | 23.4%              | 4.8%               | 23.1%   | 19.9%                   | 23.1%                   | 14.5%                   | 8.6%                      | 10.8%                |
| Arlington County (VA) <sup>1</sup>   | 8.4%   | 3.3%             | 34.6%            | 37.4%              | 16.4%              | 15.2%   | 11.2%                   | 14.2%                   | 8.6%                    | 11.2%                     | 39.6%                |
| City of Orlando (FL)   | 12.1%  | 18.0%            | 35.5%            | 26.0%              | 8.4%               | 20.9%   | 19.8%                   | 16.2%                   | 14.1%                   | 10.5%                     | 18.4%                |
| Buncombe County (NC)   | 10.6%  | 20.1%            | 32.5%            | 27.5%              | 9.2%               | 21.7%   | 18.2%                   | 16.7%                   | 12.9%                   | 12.9%                     | 17.7%                |
| St. Tammany Parish (LA)  | 18.8%  | 23.7%            | 33.9%            | 18.3%              | 5.4%               | 20.2%   | 28.6%                   | 14.3%                   | 14.3%                   | 9.5%                      | 13.1%                |
| Alachua County (FL)  | 23.6%  | 24.8%            | 29.5%            | 15.0%              | 7.1%               | 30.1%   | 13.4%                   | 20.5%                   | 11.3%                   | 9.2%                      | 15.5%                |
| Greater Jackson Area (MS) <sup>1</sup>   | 16.7%  | 26.4%            | 34.7%            | 15.3%              | 6.9%               | 40.3%   | 18.0%                   | 18.0%                   | 5.8%                    | 7.9%                      | 10.1%                |
| <b>Group C Average</b>   | <b>16.8%</b>                                       | <b>16.3%</b>     | <b>35.0%</b>     | <b>23.4%</b>       | <b>8.5%</b>        | <b>23.8%</b>  | <b>17.4%</b>            | <b>15.3%</b>            | <b>13.4%</b>            | <b>11.9%</b>              | <b>18.2%</b>         |
| <b>Group C Median</b>  | <b>16.0%</b>                                       | <b>16.4%</b>     | <b>34.8%</b>     | <b>23.8%</b>       | <b>7.5%</b>        | <b>22.9%</b>  | <b>16.6%</b>            | <b>14.9%</b>            | <b>13.3%</b>            | <b>10.6%</b>              | <b>16.4%</b>         |

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit [www.AmericansForTheArts.org/EconomicImpact](http://www.AmericansForTheArts.org/EconomicImpact).

**Table 30:**  
**Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents |                         |                         |                         |                           |                      |
|--|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|  | High School<br>or Less                             | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                               | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
|  | City of Lincoln (NE)                               | 17.2%            | 13.7%            | 32.7%              | 27.8%              | 8.6%  | 21.1%                   | 18.3%                   | 20.3%                   | 17.7%                     | 11.0%                |
| Durham County (NC)   | 4.7%   | 8.7%             | 34.6%            | 31.5%              | 20.4%              | 16.3%   | 19.9%                   | 12.0%                   | 11.3%                   | 12.9%                     | 27.6%                |
| Osceola County (FL) <sup>1</sup>   | 31.3%  | 26.3%            | 20.3%            | 16.9%              | 5.1%               | 26.7%   | 15.1%                   | 14.0%                   | 18.6%                   | 9.3%                      | 16.3%                |
| City of Newark (NJ) <sup>1</sup>   | 14.7%  | 14.7%            | 35.7%            | 28.8%              | 6.0%               | 16.5%   | 17.1%                   | 17.7%                   | 18.1%                   | 9.4%                      | 21.3%                |
| City of Riverside (CA) <sup>1</sup>  | 11.8%  | 26.8%            | 46.5%            | 12.6%              | 2.4%               | 15.7%   | 15.7%                   | 28.3%                   | 27.6%                   | 9.4%                      | 3.2%                 |
| Lexington-Fayette Urban County (KY)  | 17.8%  | 16.4%            | 28.9%            | 24.0%              | 12.9%              | 27.3%   | 15.7%                   | 14.6%                   | 11.1%                   | 11.1%                     | 20.2%                |
| Loudoun County (VA)  | 9.3%   | 10.5%            | 33.9%            | 35.5%              | 10.9%              | 9.2%  | 10.0%                   | 10.5%                   | 16.2%                   | 11.8%                     | 42.4%                |
| Cumberland County (NC)   | 18.6%  | 31.4%            | 29.4%            | 16.0%              | 4.6%               | 18.0%   | 23.3%                   | 21.2%                   | 18.0%                   | 7.4%                      | 12.2%                |
| Greater Chattanooga Area (TN)  | 22.6%  | 21.6%            | 30.6%            | 19.6%              | 5.6%               | 21.6%   | 22.3%                   | 21.6%                   | 12.8%                   | 7.4%                      | 14.2%                |
| Forsyth County (NC)  | 9.7%   | 13.7%            | 38.5%            | 28.4%              | 9.7%               | 18.8%   | 18.4%                   | 15.9%                   | 15.9%                   | 9.0%                      | 22.0%                |
| City of Wichita (KS)   | 19.9%  | 14.8%            | 31.2%            | 29.4%              | 4.7%               | 20.7%   | 29.3%                   | 19.1%                   | 11.6%                   | 6.6%                      | 12.7%                |
| Sarasota County (FL)   | 15.6%  | 16.5%            | 32.9%            | 27.2%              | 7.8%               | 14.3%   | 18.0%                   | 17.8%                   | 14.8%                   | 12.8%                     | 22.3%                |
| City of Oakland (CA) <sup>1</sup>  | 10.1%  | 13.0%            | 56.5%            | 17.4%              | 2.9%               | 22.7%   | 13.6%                   | 15.2%                   | 22.7%                   | 13.6%                     | 12.1%                |
| Santa Barbara County (CA)  | 17.7%  | 18.3%            | 34.8%            | 23.2%              | 6.1%               | 19.0%   | 15.0%                   | 17.7%                   | 15.0%                   | 12.9%                     | 20.4%                |
| City of Miami (FL)   | 13.1%  | 13.5%            | 31.8%            | 30.0%              | 11.6%              | 14.4%   | 12.0%                   | 17.2%                   | 16.0%                   | 12.0%                     | 28.4%                |
| Seminole County (FL)   | 16.3%  | 16.9%            | 35.3%            | 23.9%              | 7.6%               | 25.3%   | 23.2%                   | 17.7%                   | 11.6%                   | 11.3%                     | 10.9%                |
| City of Omaha (NE)   | 16.3%  | 14.5%            | 35.7%            | 27.8%              | 5.7%               | 18.8%   | 17.4%                   | 19.8%                   | 11.1%                   | 14.4%                     | 18.5%                |
| Greater Syracuse Area (NY)   | 12.6%  | 13.6%            | 28.5%            | 30.8%              | 14.5%              | 15.2%   | 14.2%                   | 14.7%                   | 16.2%                   | 11.3%                     | 28.4%                |
| City of Mesa (AZ)  | 28.9%  | 21.6%            | 31.3%            | 14.4%              | 3.8%               | 25.0%   | 20.1%                   | 15.8%                   | 18.5%                   | 8.7%                      | 12.0%                |
| Guilford County (NC)   | 14.0%  | 16.6%            | 36.9%            | 22.5%              | 10.0%              | 22.0%   | 20.4%                   | 18.0%                   | 12.4%                   | 11.6%                     | 15.6%                |
| Dane County (WI) <sup>1</sup>  | 13.2%  | 13.8%            | 39.5%            | 26.3%              | 7.2%               | 19.4%   | 9.0%                    | 22.6%                   | 15.5%                   | 15.5%                     | 18.1%                |
| Volusia County (FL) <sup>1</sup>   | 17.9%  | 26.2%            | 28.6%            | 27.4%              | 0.0%               | 36.8%   | 14.7%                   | 22.1%                   | 8.8%                    | 1.5%                      | 16.2%                |
| <b>Group D Average</b>   | <b>16.1%</b>                                       | <b>17.4%</b>     | <b>34.3%</b>     | <b>24.6%</b>       | <b>7.6%</b>        | <b>20.2%</b>  | <b>17.4%</b>            | <b>17.9%</b>            | <b>15.5%</b>            | <b>10.5%</b>              | <b>18.5%</b>         |
| <b>Group D Median</b>  | <b>16.0%</b>                                       | <b>15.6%</b>     | <b>33.4%</b>     | <b>26.8%</b>       | <b>6.7%</b>        | <b>19.2%</b>  | <b>17.3%</b>            | <b>17.7%</b>            | <b>15.7%</b>            | <b>11.2%</b>              | <b>17.2%</b>         |



**Table 30:**  
**Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents |                         |                         |                         |                           |                      |
|--|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|  | High School<br>or Less                             | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                               | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
|  | City of Albuquerque (NM)                           | 12.9%            | 15.3%            | 32.5%              | 29.4%              | 9.8%  | 24.2%                   | 20.9%                   | 15.7%                   | 11.8%                     | 8.5%                 |
| City of Atlanta (GA) <sup>1</sup>  | 8.2%   | 13.7%            | 41.8%            | 27.4%              | 8.9%               | 18.0%   | 19.4%                   | 12.2%                   | 17.3%                   | 10.8%                     | 22.3%                |
| Polk County (FL)   | 10.7%  | 13.6%            | 45.6%            | 26.2%              | 3.9%               | 14.0%   | 16.7%                   | 28.9%                   | 14.9%                   | 20.2%                     | 5.3%                 |
| Lee County (FL)  | 14.0%  | 17.2%            | 36.5%            | 22.9%              | 9.4%               | 9.5%  | 12.4%                   | 24.9%                   | 12.4%                   | 14.8%                     | 26.0%                |
| City of Seattle (WA)   | 12.5%  | 11.8%            | 35.1%            | 29.7%              | 10.8%              | 19.5%   | 14.0%                   | 17.8%                   | 16.5%                   | 12.8%                     | 19.5%                |
| District of Columbia (DC)  | 4.5%   | 5.3%             | 34.0%            | 38.5%              | 17.8%              | 7.8%  | 8.8%                    | 9.4%                    | 13.1%                   | 15.3%                     | 45.6%                |
| City of Baltimore (MD) <sup>1</sup>  | 7.2%   | 7.8%             | 43.1%            | 34.1%              | 7.8%               | 28.0%   | 19.1%                   | 19.7%                   | 13.4%                   | 7.6%                      | 12.1%                |
| Jefferson County (AL)  | 17.0%  | 19.3%            | 38.6%            | 16.6%              | 8.5%               | 16.3%   | 19.2%                   | 21.3%                   | 12.9%                   | 10.8%                     | 19.6%                |
| City of Austin (TX)  | 11.8%  | 12.3%            | 43.1%            | 25.1%              | 7.7%               | 18.4%   | 19.5%                   | 18.4%                   | 13.5%                   | 11.4%                     | 18.9%                |
| City of Indianapolis (IN)  | 12.0%  | 14.7%            | 37.7%            | 25.4%              | 10.3%              | 12.7%   | 13.2%                   | 20.2%                   | 15.6%                   | 12.7%                     | 25.6%                |
| City and County of San Francisco (CA)  | 5.4%   | 9.4%             | 41.3%            | 31.7%              | 12.2%              | 27.8%   | 14.3%                   | 14.1%                   | 11.3%                   | 10.5%                     | 22.1%                |
| Prince George's County (MD) <sup>1</sup>                                       | 8.0%   | 6.2%             | 37.0%            | 34.6%              | 14.2%              | 17.6%   | 14.4%                   | 14.4%                   | 11.8%                   | 13.1%                     | 28.8%                |
| Bergen County (NJ) <sup>1</sup>  | 13.3%  | 15.2%            | 32.4%            | 34.3%              | 4.8%               | 6.5%  | 13.0%                   | 20.7%                   | 16.3%                   | 19.6%                     | 23.9%                |
| Wake County (NC)   | 8.9%   | 11.4%            | 35.4%            | 28.4%              | 15.9%              | 17.9%   | 17.3%                   | 15.5%                   | 15.5%                   | 14.3%                     | 19.5%                |
| Fairfield County (CT)  | 12.7%  | 11.0%            | 35.8%            | 30.6%              | 9.8%               | 11.5%   | 12.8%                   | 18.6%                   | 12.2%                   | 12.8%                     | 32.1%                |
| Mecklenburg County (NC)  | 13.1%  | 14.1%            | 42.8%            | 23.3%              | 6.7%               | 15.5%   | 12.8%                   | 19.2%                   | 14.0%                   | 13.2%                     | 25.3%                |
| Greater Memphis Area (TN)  | 22.4%  | 19.5%            | 30.5%            | 20.8%              | 6.8%               | 17.0%   | 17.0%                   | 20.0%                   | 17.0%                   | 12.2%                     | 16.7%                |
| City of San Jose (CA)  | 7.2%   | 9.2%             | 37.4%            | 31.5%              | 14.7%              | 12.3%   | 10.4%                   | 17.9%                   | 11.8%                   | 10.4%                     | 37.3%                |
| Westchester County (NY)  | 3.0%   | 8.0%             | 33.6%            | 40.1%              | 15.3%              | 4.8%  | 7.7%                    | 13.3%                   | 15.7%                   | 14.1%                     | 44.4%                |
| Montgomery County (MD)   | 8.7%   | 8.2%             | 32.0%            | 36.8%              | 14.3%              | 13.7%   | 7.3%                    | 10.2%                   | 12.9%                   | 14.9%                     | 40.9%                |
| <b>Group E Average</b>   | <b>10.7%</b>                                       | <b>12.2%</b>     | <b>37.3%</b>     | <b>29.4%</b>       | <b>10.5%</b>       | <b>15.7%</b>  | <b>14.5%</b>            | <b>17.6%</b>            | <b>14.0%</b>            | <b>13.0%</b>              | <b>25.2%</b>         |
| <b>Group E Median</b>  | <b>11.3%</b>                                       | <b>12.1%</b>     | <b>36.8%</b>     | <b>29.6%</b>       | <b>9.8%</b>        | <b>15.9%</b>  | <b>14.2%</b>            | <b>18.2%</b>            | <b>13.5%</b>            | <b>12.8%</b>              | <b>23.1%</b>         |

**Table 30:**  
**Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents |                         |                         |                         |                           |                      |
|---|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|   | High School<br>or Less                             | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                               | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| Pima County (AZ)  | 11.8%  | 17.6%            | 36.5%            | 25.9%              | 8.2%               | 19.5%   | 24.4%                   | 14.6%                   | 20.7%                   | 8.5%                      | 12.2%                |
| Fairfax County (VA)   | 4.7%   | 7.9%             | 40.7%            | 34.4%              | 12.3%              | 8.3%  | 10.8%                   | 15.0%                   | 11.3%                   | 16.7%                     | 37.9%                |
| Orange County (FL)  | 13.3%  | 18.4%            | 36.9%            | 23.5%              | 7.9%               | 23.4%   | 19.1%                   | 15.9%                   | 13.3%                   | 10.7%                     | 17.7%                |
| Greater Columbus Area (OH)  | 18.3%  | 14.4%            | 30.9%            | 27.4%              | 9.1%               | 14.7%   | 13.7%                   | 19.9%                   | 14.1%                   | 13.4%                     | 24.2%                |
| Allegheny County (PA)   | 9.0%   | 16.5%            | 32.5%            | 26.0%              | 16.0%              | 15.1%   | 17.1%                   | 17.1%                   | 16.1%                   | 13.1%                     | 21.6%                |
| City of San Diego (CA)  | 10.8%  | 42.4%            | 37.4%            | 8.6%               | 0.7%               | 7.9%  | 21.6%                   | 34.5%                   | 23.7%                   | 10.1%                     | 2.2%                 |
| City of Dallas (TX)   | 10.4%  | 17.6%            | 40.8%            | 21.6%              | 9.6%               | 13.1%   | 17.6%                   | 15.8%                   | 12.9%                   | 15.6%                     | 25.1%                |
| Palm Beach County (FL)  | 14.1%  | 14.5%            | 35.2%            | 27.0%              | 9.2%               | 11.5%   | 15.9%                   | 15.7%                   | 10.8%                   | 12.7%                     | 33.4%                |
| Greater St. Louis Area (MO)   | 12.4%  | 16.8%            | 32.9%            | 29.6%              | 8.4%               | 19.1%   | 14.6%                   | 18.6%                   | 15.8%                   | 12.3%                     | 19.6%                |
| City of San Antonio (TX) <sup>1</sup>   | 19.4%  | 22.6%            | 41.9%            | 11.3%              | 4.8%               | 24.2%   | 33.9%                   | 14.5%                   | 9.7%                    | 8.1%                      | 9.7%                 |
| Sacramento County (CA)  | 12.8%  | 18.9%            | 32.4%            | 26.5%              | 9.3%               | 16.4%   | 13.4%                   | 14.5%                   | 20.1%                   | 13.9%                     | 21.7%                |
| City and County of Philadelphia (PA)  | 12.1%  | 10.8%            | 31.1%            | 30.8%              | 15.2%              | 14.8%   | 11.3%                   | 10.8%                   | 14.4%                   | 14.0%                     | 34.8%                |
| City of Phoenix (AZ)  | 9.2%   | 13.4%            | 33.9%            | 29.3%              | 14.2%              | 14.8%   | 16.7%                   | 16.2%                   | 15.7%                   | 13.0%                     | 23.6%                |
| Broward County (FL)   | 9.6%   | 14.5%            | 34.5%            | 29.6%              | 11.8%              | 10.5%   | 17.1%                   | 15.1%                   | 11.4%                   | 13.8%                     | 32.1%                |
| Santa Clara County (CA)   | 6.3%   | 10.1%            | 36.6%            | 30.2%              | 16.7%              | 12.6%   | 10.9%                   | 15.2%                   | 10.0%                   | 10.9%                     | 40.5%                |
| Tarrant County (TX) <sup>1</sup>  | 13.1%  | 18.9%            | 48.4%            | 17.2%              | 2.5%               | 12.6%   | 17.1%                   | 13.5%                   | 20.7%                   | 18.0%                     | 18.0%                |
| Clark County (NV)   | 13.5%  | 32.4%            | 29.7%            | 13.5%              | 10.8%              | 18.9%   | 29.7%                   | 21.6%                   | 8.1%                    | 5.4%                      | 16.2%                |
| Riverside County (CA)   | 8.4%   | 23.5%            | 47.1%            | 18.9%              | 2.1%               | 10.5%   | 18.1%                   | 31.2%                   | 24.5%                   | 12.2%                     | 3.4%                 |
| Miami-Dade County (FL)  | 9.0%   | 14.0%            | 31.9%            | 30.0%              | 15.1%              | 12.3%   | 12.1%                   | 17.7%                   | 12.3%                   | 15.2%                     | 30.4%                |
| City of Chicago (IL)  | 7.7%   | 14.6%            | 35.1%            | 29.1%              | 13.4%              | 15.4%   | 12.5%                   | 12.8%                   | 17.2%                   | 10.8%                     | 31.4%                |
| San Diego County (CA)   | 10.8%  | 42.4%            | 37.4%            | 8.6%               | 0.7%               | 7.9%  | 21.6%                   | 34.5%                   | 23.7%                   | 10.1%                     | 2.2%                 |
| City of Los Angeles (CA)  | 12.3%  | 19.0%            | 46.9%            | 15.6%              | 6.1%               | 17.9%   | 20.4%                   | 19.8%                   | 16.2%                   | 10.2%                     | 15.6%                |
| Harris County (TX)  | 10.9%  | 9.2%             | 39.0%            | 29.4%              | 11.5%              | 13.2%   | 15.6%                   | 11.2%                   | 10.2%                   | 13.2%                     | 36.6%                |
| <b>Group F Average</b>  | <b>11.3%</b>                                       | <b>18.7%</b>     | <b>36.9%</b>     | <b>23.7%</b>       | <b>9.4%</b>        | <b>14.5%</b>  | <b>17.6%</b>            | <b>18.1%</b>            | <b>15.3%</b>            | <b>12.3%</b>              | <b>22.2%</b>         |
| <b>Group F Median</b>   | <b>10.9%</b>                                       | <b>16.8%</b>     | <b>36.5%</b>     | <b>26.5%</b>       | <b>9.3%</b>        | <b>14.7%</b>  | <b>17.1%</b>            | <b>15.8%</b>            | <b>14.4%</b>            | <b>12.7%</b>              | <b>21.7%</b>         |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |  |                  |                  |                    |                    |   |                         |                         |                         |                           |                      |
| <b>Average</b>  | <b>14.7%</b>                                       | <b>16.5%</b>     | <b>35.3%</b>     | <b>24.7%</b>       | <b>8.9%</b>        | <b>19.5%</b>  | <b>17.4%</b>            | <b>17.5%</b>            | <b>14.3%</b>            | <b>11.3%</b>              | <b>20.0%</b>         |
| <b>Median</b>   | <b>13.1%</b>                                       | <b>15.2%</b>     | <b>35.1%</b>     | <b>25.8%</b>       | <b>8.5%</b>        | <b>19.0%</b>  | <b>16.7%</b>            | <b>16.6%</b>            | <b>13.9%</b>            | <b>11.0%</b>              | <b>18.4%</b>         |

**Table 30:**

**Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**



| Regional Study Regions<br>All Populations<br>Sample Size = 31 | EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents |                         |                         |                         |                           |                      |
|---|--|------------------|------------------|--------------------|--------------------|---|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|   | High School<br>or Less                             | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                               | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| Greater Portsmouth Area (NH)                                  | 9.7%   | 13.6%            | 39.6%            | 28.9%              | 8.1%               | 13.1%   | 13.8%                   | 17.2%                   | 16.6%                   | 15.9%                     | 23.4%                |
| Greater Concord Area (NH)                                     | 12.7%  | 16.3%            | 33.7%            | 29.4%              | 7.9%               | 19.4%   | 12.2%                   | 18.1%                   | 12.2%                   | 13.9%                     | 24.1%                |
| Greater Aberdeen Area (SD)                                    | 35.1%  | 24.0%            | 28.2%            | 8.4%               | 4.2%               | 33.9%   | 24.8%                   | 19.5%                   | 8.4%                    | 4.4%                      | 9.1%                 |
| Centre Region (PA)  | 20.8%  | 8.0%             | 34.8%            | 24.7%              | 11.7%              | 18.6%   | 8.7%                    | 19.4%                   | 20.2%                   | 11.8%                     | 21.3%                |
| Greater Minot Area (ND)                                       | 29.5%  | 9.1%             | 43.2%            | 15.9%              | 2.3%               | 11.8%   | 35.3%                   | 26.5%                   | 2.9%                    | 11.8%                     | 11.8%                |
| Creative Corridor in Northwest Iowa (IA) <sup>1</sup>         | 36.1%  | 19.4%            | 19.4%            | 25.0%              | 0.0%               | 43.3%   | 20.0%                   | 20.0%                   | 3.3%                    | 6.7%                      | 6.7%                 |
| Northern New Hampshire (NH) <sup>1</sup>                      | 10.6%  | 15.8%            | 35.1%            | 28.1%              | 10.5%              | 9.3%  | 11.1%                   | 24.1%                   | 13.0%                   | 16.7%                     | 25.9%                |
| Greater Sioux Falls Area (SD)                                 | 27.4%  | 18.5%            | 34.4%            | 14.7%              | 5.0%               | 34.3%   | 20.2%                   | 17.6%                   | 11.9%                   | 8.7%                      | 7.4%                 |
| Greater Athens Area (GA)                                      | 19.5%  | 15.9%            | 41.0%            | 17.5%              | 6.0%               | 28.1%   | 15.2%                   | 16.0%                   | 14.3%                   | 7.8%                      | 18.6%                |
| Greater Rockford Area (IL)                                    | 18.1%  | 12.8%            | 38.8%            | 26.6%              | 3.7%               | 24.3%   | 19.1%                   | 15.0%                   | 15.6%                   | 11.6%                     | 14.5%                |
| Greater Peoria Area (IL)                                      | 30.3%  | 17.1%            | 30.9%            | 18.4%              | 3.3%               | 34.9%   | 19.8%                   | 15.1%                   | 14.3%                   | 4.0%                      | 11.9%                |
| Greater Fox Cities Region (WI) <sup>1</sup>                   | 21.3%  | 16.8%            | 39.4%            | 16.1%              | 6.5%               | 16.8%   | 21.0%                   | 15.4%                   | 14.0%                   | 11.9%                     | 21.0%                |
| Northern Tier Region (PA) <sup>1</sup>                        | 3.0%   | 15.2%            | 39.4%            | 27.3%              | 15.2%              | 32.1%   | 10.7%                   | 25.0%                   | 14.3%                   | 14.3%                     | 3.6%                 |
| Northwest Arkansas Area (AR)                                  | 17.3%  | 16.7%            | 34.0%            | 23.1%              | 9.0%               | 24.5%   | 21.9%                   | 13.9%                   | 7.9%                    | 10.6%                     | 21.2%                |
| Mahoning Valley Region (OH)                                   | 23.9%  | 17.4%            | 34.4%            | 18.8%              | 5.5%               | 22.8%   | 22.2%                   | 20.4%                   | 13.8%                   | 11.4%                     | 9.5%                 |
| Iowa Cultural Corridor (IA)                                   | 16.7%  | 12.7%            | 36.3%            | 26.5%              | 7.8%               | 22.5%   | 12.7%                   | 23.5%                   | 17.6%                   | 14.7%                     | 8.9%                 |
| Pikes Peak Region (CO) <sup>1</sup>                           | 7.5%   | 8.8%             | 45.0%            | 32.5%              | 6.3%               | 11.8%   | 19.7%                   | 14.5%                   | 19.7%                   | 9.2%                      | 25.0%                |
| Greater Columbia Area (SC)                                    | 24.0%  | 8.3%             | 19.8%            | 38.5%              | 9.4%               | 26.6%   | 9.6%                    | 12.8%                   | 30.9%                   | 12.8%                     | 7.4%                 |
| Lehigh Valley Region (PA) <sup>1</sup>                        | 16.8%  | 15.5%            | 28.6%            | 32.7%              | 6.4%               | 11.4%   | 22.9%                   | 14.4%                   | 14.4%                   | 15.9%                     | 20.9%                |
| West Valley Region (AZ)                                       | 15.6%  | 23.0%            | 28.7%            | 26.2%              | 6.6%               | 13.8%   | 20.2%                   | 27.5%                   | 11.0%                   | 11.0%                     | 16.5%                |
| Greater Harrisburg Area (PA) <sup>1</sup>                     | 23.1%  | 21.3%            | 25.9%            | 23.1%              | 6.5%               | 12.9%   | 27.7%                   | 16.8%                   | 18.8%                   | 7.9%                      | 15.8%                |
| Greater Hartford Area (CT)                                    | 13.8%  | 18.1%            | 34.0%            | 27.1%              | 6.9%               | 18.8%   | 20.5%                   | 17.0%                   | 11.9%                   | 15.9%                     | 15.9%                |
| Greater Portland Area (OR)                                    | 11.3%  | 12.9%            | 33.9%            | 29.0%              | 12.9%              | 14.6%   | 13.8%                   | 17.1%                   | 17.1%                   | 22.8%                     | 14.6%                |
| Metropolitan Kansas City Area (MO/KS)                         | 6.8%   | 12.5%            | 37.2%            | 24.3%              | 19.3%              | 15.5%   | 13.4%                   | 24.7%                   | 15.2%                   | 12.0%                     | 19.1%                |
| Greater Milwaukee Area (WI) <sup>1</sup>                      | 17.6%  | 18.4%            | 36.8%            | 18.4%              | 8.8%               | 14.7%   | 14.7%                   | 22.1%                   | 16.8%                   | 11.6%                     | 20.0%                |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 30:**  
**Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | EDUCATIONAL ATTAINMENT of <u>NON-RESIDENT</u> Respondents |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of <u>NON-RESIDENT</u> Respondents |                         |                         |                         |                           |                      |
|---|---|------------------|------------------|--------------------|--------------------|--|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|   | High School<br>or Less                                    | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                                      | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| Central Florida Region (FL)                                   | 13.7%   | 18.5%            | 36.2%            | 23.9%              | 7.6%               | 23.2%  | 16.5%                   | 17.7%                   | 13.6%                   | 12.2%                     | 16.8%                |
| Greater Washington DC Region (DC/MD/VA)                       | 10.8%   | 10.0%            | 37.2%            | 30.6%              | 11.3%              | 11.7%  | 10.7%                   | 13.2%                   | 13.2%                   | 16.4%                     | 34.9%                |
| Greater Philadelphia Region (PA)                              | 11.0%   | 15.2%            | 32.6%            | 27.7%              | 13.5%              | 17.0%  | 14.4%                   | 12.2%                   | 13.1%                   | 13.7%                     | 29.6%                |
| Southeastern Michigan Region (MI) <sup>1</sup>                | 19.0%   | 9.5%             | 42.9%            | 28.6%              | 0.0%               | 26.3%  | 0.0%                    | 26.3%                   | 21.1%                   | 5.3%                      | 21.1%                |
| Greater Houston Area (TX)                                     | 19.0%   | 12.5%            | 38.1%            | 21.4%              | 8.9%               | 21.9%  | 19.4%                   | 12.3%                   | 12.9%                   | 8.4%                      | 25.2%                |
| North Texas Region (TX)                                       | 13.3%   | 17.8%            | 42.1%            | 17.3%              | 9.5%               | 15.9%  | 13.5%                   | 19.2%                   | 15.6%                   | 15.0%                     | 20.9%                |
| <b>Regional Average</b>                                       | <b>17.9%</b>  | <b>15.2%</b>     | <b>34.9%</b>     | <b>24.2%</b>       | <b>7.8%</b>        | <b>20.8%</b>   | <b>17.0%</b>            | <b>18.5%</b>            | <b>14.4%</b>            | <b>11.8%</b>              | <b>17.5%</b>         |
| <b>Regional Median</b>  | <b>17.3%</b>  | <b>15.8%</b>     | <b>35.1%</b>     | <b>25.0%</b>       | <b>7.6%</b>        | <b>18.8%</b>   | <b>16.5%</b>            | <b>17.6%</b>            | <b>14.3%</b>            | <b>11.8%</b>              | <b>18.6%</b>         |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | EDUCATIONAL ATTAINMENT of <u>NON-RESIDENT</u> Respondents |                  |                  |                    |                    | ANNUAL HOUSEHOLD INCOME of <u>NON-RESIDENT</u> Respondents |                         |                         |                         |                           |                      |
|--|---|------------------|------------------|--------------------|--------------------|--|-------------------------|-------------------------|-------------------------|---------------------------|----------------------|
|  | High School<br>or Less                                    | 2-Year<br>Degree | 4-Year<br>Degree | Master's<br>Degree | Doctoral<br>Degree | Less than<br>\$40,000                                      | \$40,000 to<br>\$59,999 | \$60,000 to<br>\$79,999 | \$80,000 to<br>\$99,999 | \$100,000 to<br>\$119,999 | \$120,000<br>or More |
| State of South Dakota  | 26.1%   | 20.8%            | 36.5%            | 12.3%              | 4.4%               | 35.1%  | 20.3%                   | 18.2%                   | 11.8%                   | 6.1%                      | 8.4%                 |
| State of Delaware  | 10.8%   | 13.6%            | 36.1%            | 28.1%              | 11.5%              | 12.3%  | 12.6%                   | 18.3%                   | 15.8%                   | 14.9%                     | 26.1%                |
| State of Hawai'i   | 21.6%   | 18.2%            | 33.0%            | 20.5%              | 6.8%               | 39.3%  | 14.3%                   | 11.9%                   | 9.5%                    | 11.9%                     | 13.1%                |
| State of New Hampshire   | 12.5%   | 14.5%            | 36.9%            | 28.1%              | 8.0%               | 15.5%  | 15.8%                   | 16.0%                   | 15.2%                   | 12.6%                     | 24.9%                |
| State of Nebraska  | 24.8%   | 14.3%            | 35.0%            | 18.9%              | 7.0%               | 25.6%  | 14.6%                   | 21.7%                   | 13.8%                   | 7.9%                      | 16.5%                |
| State of Connecticut   | 9.6%  | 11.1%            | 33.4%            | 32.2%              | 13.6%              | 12.2%  | 13.3%                   | 19.4%                   | 11.6%                   | 12.9%                     | 30.6%                |
| State of Wisconsin   | 21.7%   | 16.8%            | 33.9%            | 20.2%              | 7.5%               | 23.6%  | 17.0%                   | 16.4%                   | 16.4%                   | 9.2%                      | 17.3%                |
| State of North Carolina  | 14.4%   | 14.9%            | 35.9%            | 25.5%              | 9.3%               | 17.5%  | 17.6%                   | 16.7%                   | 14.4%                   | 12.2%                     | 21.6%                |
| State of Pennsylvania  | 17.0%   | 14.1%            | 30.4%            | 28.4%              | 10.0%              | 18.8%  | 15.1%                   | 12.1%                   | 14.7%                   | 13.8%                     | 25.5%                |
| State of Illinois  | 14.4%   | 12.1%            | 38.6%            | 24.8%              | 10.0%              | 22.7%  | 16.1%                   | 13.6%                   | 13.2%                   | 9.5%                      | 24.9%                |
| <b>Statewide Average</b>                                       | <b>17.3%</b>  | <b>15.0%</b>     | <b>35.0%</b>     | <b>23.9%</b>       | <b>8.8%</b>        | <b>22.3%</b>   | <b>15.7%</b>            | <b>16.4%</b>            | <b>13.6%</b>            | <b>11.1%</b>              | <b>20.9%</b>         |
| <b>Statewide Median</b>  | <b>15.7%</b>  | <b>14.4%</b>     | <b>35.5%</b>     | <b>25.2%</b>       | <b>8.7%</b>        | <b>20.8%</b>   | <b>15.5%</b>            | <b>16.6%</b>            | <b>14.1%</b>            | <b>12.1%</b>              | <b>23.3%</b>         |

**Table 30:**  
**Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011**

| Individual Arts Districts                  | EDUCATIONAL ATTAINMENT of <u>NON-RESIDENT</u> Respondents |               |               |                 |                 | ANNUAL HOUSEHOLD INCOME of <u>NON-RESIDENT</u> Respondents |                      |                      |                      |                        |                   |
|--|---|---------------|---------------|-----------------|-----------------|--|----------------------|----------------------|----------------------|------------------------|-------------------|
|  | High School or Less                                       | 2-Year Degree | 4-Year Degree | Master's Degree | Doctoral Degree | Less than \$40,000   | \$40,000 to \$59,999 | \$60,000 to \$79,999 | \$80,000 to \$99,999 | \$100,000 to \$119,999 | \$120,000 or More |
| Grand Center Arts District (St. Louis, MO) | 9.0%  | 14.3%         | 34.4%         | 33.1%           | 9.1%            | 17.4%  | 15.3%                | 17.4%                | 16.7%                | 12.5%                  | 20.8%             |
| Dallas Arts District (Dallas, TX)          | 9.7%  | 15.3%         | 40.3%         | 25.0%           | 9.7%            | 13.4%  | 15.7%                | 15.4%                | 10.8%                | 16.1%                  | 28.5%             |
| <b>Arts District Average</b>               | <b>9.4%</b>   | <b>14.8%</b>  | <b>37.4%</b>  | <b>29.1%</b>    | <b>9.4%</b>     | <b>15.4%</b>   | <b>15.5%</b>         | <b>16.4%</b>         | <b>13.8%</b>         | <b>14.3%</b>           | <b>24.7%</b>      |
| <b>Arts District Median</b>                | <b>9.4%</b>   | <b>14.8%</b>  | <b>37.4%</b>  | <b>29.1%</b>    | <b>9.4%</b>     | <b>15.4%</b>   | <b>15.5%</b>         | <b>16.4%</b>         | <b>13.8%</b>         | <b>14.3%</b>           | <b>24.7%</b>      |

**Table Notes:**

<sup>1</sup> The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

## Explanation of Table 31: Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

This table presents a demographic description of non-resident nonprofit arts and culture audiences in each participating study region during 2011. Residents are attendees who reside outside the county in which the nonprofit arts and culture event at which they were surveyed took place (outside the multi-county region for regional analyses, and outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group. This table details the age, personal artistic creation, and willingness to travel to attend cultural experiences reported by resident arts attendees who completed the audience-intercept survey. Table 30 provides details about non-resident attendees' educational attainment and annual household income. (Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.)

### Column Two:

The percentage of non-resident audience-intercept survey respondents in each participating study region who are 18 to 34 years of age. Audience-intercept survey respondents were required to be at least 18 years old.

### Column Three:

The percentage of non-resident audience-intercept survey respondents who are 35 to 44 years of age.

### Column Four:

The percentage of non-resident audience-intercept survey respondents who are 45 to 54 years of age.

### Column Five:

The percentage of non-resident audience-intercept survey respondents who are 55 to 64 years of age.

### Column Six:

The percentage of non-resident audience-intercept survey respondents who are 65 years of age or older.

### Column Seven:

The percentage of non-resident audience-intercept survey respondents in each participating study region who report that they actively participate in the creation of art or music (e.g., sing in a choir, act in a play, paint or draw, play an instrument).

### Columns Eight through Ten:

The audience-intercept survey included the question, "If this arts event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?"

### Column Eight:

The percentage of non-resident audience-intercept survey respondents who responded, "No, I would have skipped the cultural experience altogether."

### Column Nine:

The percentage of non-resident audience-intercept survey respondents who responded, "No, I would have replaced it with another nearby cultural experience."

### Column Ten:

The percentage of non-resident audience-intercept survey respondents who responded, "Yes, I would have traveled to a different community."

**Table 31:**  
**Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group A<br>Population Fewer than 50,000<br>Sample Size = 27 | AGE of NON-RESIDENT Survey Respondents |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|---|--|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|   | 18-34                                  | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| City of Gunnison (CO) <sup>1</sup>  | 8.1%                                   | 8.1%         | 21.6%        | 51.4%        | 10.8%        | 52.5%                 | 60.0%  | 25.0%          | 15.0%                           |
| Town of Telluride (CO) <sup>1</sup>   | 19.6%                                  | 10.7%        | 23.9%        | 28.9%        | 16.8%        | 42.1%                 | 38.2%  | 18.4%          | 43.5%                           |
| Town of Crested Butte (CO)  | 11.1%                                  | 14.5%        | 16.4%        | 25.0%        | 33.0%        | 45.7%                 | 41.6%  | 34.1%          | 24.4%                           |
| Town of Newmarket (NH) <sup>1</sup>   | 24.1%                                  | 10.3%        | 19.0%        | 29.3%        | 17.2%        | 53.3%                 | 25.4%  | 6.8%           | 67.8%                           |
| Greater Ketchikan Area (AK) <sup>1</sup>                                      | 44.4%                                  | 0.0%         | 27.8%        | 11.1%        | 16.7%        | 61.1%                 | 38.9%  | 44.4%          | 16.7%                           |
| Gunnison County (CO)  | 10.8%                                  | 13.9%        | 16.9%        | 27.7%        | 30.7%        | 46.5%                 | 43.6%  | 33.1%          | 23.3%                           |
| City of Durango (CO)  | 17.3%                                  | 9.6%         | 22.1%        | 26.9%        | 24.0%        | 49.0%                 | 36.5%  | 28.8%          | 34.6%                           |
| Teton County (WY)   | 12.6%                                  | 8.3%         | 14.2%        | 28.8%        | 36.1%        | 48.1%                 | 43.2%  | 28.9%          | 27.9%                           |
| City of Laguna Beach (CA)   | 14.0%                                  | 12.4%        | 24.2%        | 23.7%        | 25.8%        | 56.0%                 | 20.4%  | 15.6%          | 64.0%                           |
| City of Fairfax (VA)  | 16.7%                                  | 13.1%        | 28.6%        | 23.4%        | 18.3%        | 50.0%                 | 27.9%  | 8.9%           | 63.2%                           |
| City of Auburn (NY)   | 10.3%                                  | 7.2%         | 25.9%        | 34.7%        | 21.9%        | 53.5%                 | 34.4%  | 21.5%          | 44.1%                           |
| City of Slidell (LA)  | 23.4%                                  | 18.8%        | 20.3%        | 20.3%        | 17.2%        | 39.4%                 | 36.9%  | 12.3%          | 50.8%                           |
| City of Winter Park (FL) <sup>1</sup>   | 18.2%                                  | 11.9%        | 19.8%        | 22.4%        | 27.7%        | 51.3%                 | 20.0%  | 25.3%          | 54.7%                           |
| Greater Elkins Area (WV) <sup>1</sup>   | 16.8%                                  | 9.5%         | 8.4%         | 36.8%        | 28.4%        | 75.3%                 | 30.9%  | 11.7%          | 57.4%                           |
| Transylvania County (NC)  | 10.6%                                  | 7.5%         | 17.0%        | 30.3%        | 34.5%        | 54.9%                 | 20.3%  | 13.8%          | 65.9%                           |
| City of Rochester (NH)  | 14.2%                                  | 10.2%        | 24.8%        | 28.3%        | 22.6%        | 42.4%                 | 21.6%  | 9.1%           | 69.4%                           |
| City and Borough of Juneau (AK) <sup>1</sup>                                  | 5.0%                                   | 10.0%        | 5.0%         | 60.0%        | 20.0%        | 52.4%                 | 42.1%  | 36.8%          | 21.1%                           |
| Princeton (NJ)  | 15.8%                                  | 8.2%         | 22.8%        | 26.6%        | 26.6%        | 50.9%                 | 26.1%  | 16.5%          | 57.4%                           |
| Platte County (NE)  | 14.1%                                  | 13.3%        | 20.7%        | 25.9%        | 25.9%        | 51.9%                 | 32.3%  | 12.8%          | 54.9%                           |
| Adams County (NE)   | 25.8%                                  | 8.8%         | 20.9%        | 26.9%        | 17.6%        | 59.2%                 | 32.4%  | 8.1%           | 59.5%                           |
| City of Fairbanks (AK) <sup>1</sup>   | 28.2%                                  | 5.1%         | 17.9%        | 28.2%        | 20.5%        | 59.0%                 | 47.1%  | 32.4%          | 20.6%                           |
| City of West Hollywood (CA)   | 44.5%                                  | 20.0%        | 9.1%         | 17.3%        | 9.1%         | 68.5%                 | 21.5%  | 17.8%          | 60.7%                           |
| City of Pittsfield (MA) <sup>1</sup>  | 28.6%                                  | 9.5%         | 9.5%         | 28.6%        | 23.8%        | 57.1%                 | 13.0%  | 21.7%          | 65.2%                           |
| Windham County (VT)   | 4.5%                                   | 9.1%         | 20.8%        | 35.1%        | 30.5%        | 60.4%                 | 19.9%  | 25.8%          | 54.3%                           |
| Iron County (UT)  | 15.4%                                  | 8.1%         | 16.4%        | 26.2%        | 33.9%        | 45.7%                 | 24.7%  | 17.0%          | 58.2%                           |
| Watauga County (NC) <sup>1</sup>  | 16.1%                                  | 8.5%         | 23.2%        | 29.9%        | 22.3%        | 51.6%                 | 29.1%  | 16.8%          | 54.1%                           |
| Buffalo County (NE)   | 5.5%                                   | 9.2%         | 19.4%        | 27.6%        | 38.2%        | 39.3%                 | 28.1%  | 12.4%          | 59.4%                           |
| <b>Group A Average</b>  | <b>17.6%</b>                           | <b>10.2%</b> | <b>19.1%</b> | <b>28.9%</b> | <b>24.1%</b> | <b>52.5%</b>          | <b>31.7%</b>                                   | <b>20.6%</b>   | <b>47.7%</b>                    |
| <b>Group A Median</b>   | <b>15.8%</b>                           | <b>9.5%</b>  | <b>20.3%</b> | <b>27.7%</b> | <b>23.8%</b> | <b>51.9%</b>          | <b>30.9%</b>                                   | <b>17.8%</b>   | <b>54.7%</b>                    |



**Table 31:**  
**Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group B<br>Population 50,000 to 99,999<br>Sample Size = 19 | AGE of NON-RESIDENT Survey Respondents |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|--|--|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|  | 18-34                                  | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| Chenango County (NY)   | 3.3%                                   | 5.6%         | 20.4%        | 33.7%        | 37.0%        | 47.0%                 | 32.1%  | 10.0%          | 57.9%                           |
| City of La Crosse (WI)   | 27.3%                                  | 9.5%         | 22.9%        | 21.5%        | 18.9%        | 48.9%                 | 36.7%  | 19.9%          | 43.4%                           |
| Lenoir County (NC)   | 21.7%                                  | 11.1%        | 25.2%        | 23.2%        | 18.8%        | 58.2%                 | 35.2%  | 19.2%          | 45.6%                           |
| City of Dubuque (IA)   | 18.8%                                  | 14.9%        | 25.0%        | 21.2%        | 20.1%        | 43.6%                 | 33.3%  | 16.8%          | 49.8%                           |
| Greater Enid Area (OK)   | 25.3%                                  | 16.0%        | 19.8%        | 19.0%        | 19.8%        | 48.7%                 | 35.2%  | 20.2%          | 44.6%                           |
| City of Flagstaff (AZ)   | 17.9%                                  | 14.6%        | 22.3%        | 28.3%        | 16.8%        | 48.8%                 | 23.0%  | 28.4%          | 48.6%                           |
| City of Portland (ME)  | 18.3%                                  | 7.4%         | 16.9%        | 24.3%        | 33.1%        | 52.1%                 | 30.2%  | 21.4%          | 48.4%                           |
| Athens County (OH)   | 40.9%                                  | 11.8%        | 21.2%        | 18.4%        | 7.8%         | 64.3%                 | 28.8%  | 19.3%          | 51.9%                           |
| Rutherford County (NC)   | 15.8%                                  | 17.0%        | 19.4%        | 26.1%        | 21.7%        | 34.7%                 | 19.4%  | 13.7%          | 66.9%                           |
| City of Walnut Creek (CA)  | 8.8%                                   | 4.1%         | 11.9%        | 30.6%        | 44.6%        | 44.9%                 | 19.7%  | 9.0%           | 71.4%                           |
| City of Missoula (MT)  | 13.6%                                  | 8.2%         | 12.2%        | 41.5%        | 24.5%        | 54.7%                 | 37.7%  | 22.6%          | 39.7%                           |
| City of Bloomington (IN)   | 37.9%                                  | 13.0%        | 21.4%        | 20.4%        | 7.4%         | 55.7%                 | 30.2%  | 29.1%          | 40.7%                           |
| City of Miami Beach (FL)   | 6.0%                                   | 7.5%         | 17.2%        | 16.4%        | 53.0%        | 35.1%                 | 25.7%  | 16.9%          | 57.4%                           |
| Greater Parkersburg Area (WV)  | 20.6%                                  | 12.3%        | 19.4%        | 27.8%        | 19.8%        | 49.4%                 | 27.8%  | 19.0%          | 53.2%                           |
| Moore County (NC)  | 6.9%                                   | 5.9%         | 11.8%        | 24.5%        | 51.0%        | 51.0%                 | 26.5%  | 18.6%          | 54.9%                           |
| Indiana County (PA)  | 72.4%                                  | 1.9%         | 10.3%        | 6.9%         | 8.5%         | 60.8%                 | 40.7%  | 29.1%          | 30.2%                           |
| Buchanan County (MO)   | 21.1%                                  | 10.8%        | 19.1%        | 25.0%        | 24.0%        | 40.8%                 | 34.8%  | 17.2%          | 48.0%                           |
| City of Boulder (CO) <sup>1</sup>  | 19.3%                                  | 20.7%        | 22.0%        | 26.7%        | 11.3%        | 62.0%                 | 30.7%  | 14.7%          | 54.7%                           |
| Eau Claire County (WI)   | 22.7%                                  | 18.1%        | 21.6%        | 25.8%        | 11.8%        | 37.8%                 | 34.8%  | 15.5%          | 49.7%                           |
| <b>Group B Average</b>   | <b>22.0%</b>                           | <b>11.1%</b> | <b>18.9%</b> | <b>24.3%</b> | <b>23.7%</b> | <b>49.4%</b>          | <b>30.7%</b>                                   | <b>19.0%</b>   | <b>50.4%</b>                    |
| <b>Group B Median</b>  | <b>19.3%</b>                           | <b>11.1%</b> | <b>19.8%</b> | <b>24.5%</b> | <b>19.8%</b> | <b>48.9%</b>          | <b>30.7%</b>                                   | <b>19.0%</b>   | <b>49.7%</b>                    |

**Table 31:**  
**Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group C<br>Population 100,000 to 249,999<br>Sample Size = 28 | AGE of NON-RESIDENT Survey Respondents |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|--|--|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|  | 18-34                                  | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| City of Rochester (MN)   | 15.6%                                  | 15.6%        | 24.5%        | 27.9%        | 16.4%        | 50.0%                 | 33.2%  | 16.4%          | 50.4%                           |
| Tompkins County (NY)   | 44.1%                                  | 8.2%         | 17.6%        | 18.8%        | 11.4%        | 55.4%                 | 38.2%  | 34.1%          | 27.6%                           |
| Wayne County (NC)  | 33.6%                                  | 17.5%        | 19.6%        | 17.5%        | 11.9%        | 56.7%                 | 24.8%  | 15.6%          | 59.6%                           |
| City of McKinney (TX)  | 22.2%                                  | 12.1%        | 21.5%        | 21.7%        | 22.5%        | 41.3%                 | 32.7%  | 14.9%          | 52.4%                           |
| Orange County (NC)   | 33.3%                                  | 12.0%        | 12.5%        | 21.3%        | 20.8%        | 47.8%                 | 24.9%  | 17.8%          | 57.3%                           |
| Town of Cary (NC)  | 22.6%                                  | 13.9%        | 19.7%        | 23.4%        | 20.4%        | 63.8%                 | 30.9%  | 8.8%           | 60.3%                           |
| Marathon County (WI) <sup>1</sup>  | 19.6%                                  | 9.8%         | 12.0%        | 30.4%        | 28.3%        | 45.4%                 | 27.2%  | 15.2%          | 57.6%                           |
| Greater Charlottesville Area (VA)  | 30.3%                                  | 12.6%        | 17.4%        | 22.1%        | 17.6%        | 60.4%                 | 23.8%  | 23.0%          | 53.2%                           |
| City of Fort Collins (CO)  | 21.8%                                  | 13.5%        | 16.7%        | 25.0%        | 23.1%        | 66.5%                 | 35.9%  | 17.0%          | 47.1%                           |
| Cambria County (PA)  | 21.8%                                  | 12.4%        | 15.3%        | 28.4%        | 22.1%        | 41.6%                 | 33.3%  | 9.4%           | 57.3%                           |
| City of Alexandria (VA)  | 15.5%                                  | 18.0%        | 14.2%        | 24.5%        | 27.9%        | 47.5%                 | 28.6%  | 17.1%          | 54.3%                           |
| City of Eugene (OR)  | 27.3%                                  | 12.0%        | 14.0%        | 26.0%        | 20.7%        | 57.1%                 | 29.7%  | 23.6%          | 46.6%                           |
| Pitt County (NC)   | 45.3%                                  | 17.9%        | 14.5%        | 12.0%        | 10.3%        | 47.5%                 | 28.0%  | 33.9%          | 38.1%                           |
| City of Santa Clarita (CA)   | 21.1%                                  | 15.8%        | 15.8%        | 21.1%        | 26.3%        | 38.9%                 | 44.4%  | 33.3%          | 22.2%                           |
| City of Providence (RI)  | 16.9%                                  | 17.5%        | 19.5%        | 24.9%        | 21.2%        | 49.7%                 | 22.1%  | 20.9%          | 57.0%                           |
| Erie (PA)  | 25.8%                                  | 8.6%         | 22.6%        | 23.7%        | 19.4%        | 50.5%                 | 26.3%  | 11.6%          | 62.1%                           |
| New Hanover County (NC)  | 24.7%                                  | 7.2%         | 11.3%        | 24.7%        | 32.2%        | 49.7%                 | 30.4%  | 25.6%          | 43.9%                           |
| City of Glendale (CA)  | 18.0%                                  | 14.0%        | 28.0%        | 22.0%        | 18.0%        | 51.1%                 | 30.4%  | 17.4%          | 52.2%                           |
| City of Tacoma (WA)  | 17.2%                                  | 9.3%         | 17.5%        | 28.4%        | 27.6%        | 51.9%                 | 30.2%  | 17.5%          | 52.2%                           |
| Whatcom County (WA)  | 40.5%                                  | 11.6%        | 24.8%        | 14.9%        | 8.3%         | 52.9%                 | 24.4%  | 26.0%          | 49.6%                           |
| City of Boise (ID)   | 24.2%                                  | 15.2%        | 23.2%        | 23.2%        | 14.1%        | 57.4%                 | 28.1%  | 25.0%          | 46.9%                           |
| Lackawanna County (PA)   | 19.5%                                  | 13.3%        | 19.5%        | 24.8%        | 22.9%        | 55.4%                 | 34.4%  | 13.7%          | 51.9%                           |
| Arlington County (VA) <sup>1</sup>   | 28.4%                                  | 11.8%        | 20.9%        | 22.7%        | 16.1%        | 50.2%                 | 18.6%  | 16.7%          | 64.8%                           |
| City of Orlando (FL)   | 25.1%                                  | 15.5%        | 15.3%        | 18.7%        | 25.4%        | 48.4%                 | 21.3%  | 25.3%          | 53.4%                           |
| Buncombe County (NC)   | 16.8%                                  | 11.2%        | 19.2%        | 27.7%        | 25.1%        | 49.2%                 | 25.0%  | 26.4%          | 48.6%                           |
| St. Tammany Parish (LA)  | 14.8%                                  | 13.2%        | 16.5%        | 33.0%        | 22.5%        | 46.4%                 | 23.8%  | 19.5%          | 56.8%                           |
| Alachua County (FL)  | 36.5%                                  | 19.3%        | 16.0%        | 18.4%        | 9.8%         | 52.0%                 | 31.1%  | 21.3%          | 47.5%                           |
| Greater Jackson Area (MS) <sup>1</sup>   | 53.5%                                  | 16.2%        | 10.6%        | 12.7%        | 7.0%         | 54.3%                 | 24.6%  | 20.4%          | 54.9%                           |
| <b>Group C Average</b>   | <b>26.3%</b>                           | <b>13.4%</b> | <b>17.9%</b> | <b>22.9%</b> | <b>19.6%</b> | <b>51.4%</b>          | <b>28.8%</b>                                   | <b>20.3%</b>   | <b>50.9%</b>                    |
| <b>Group C Median</b>  | <b>23.4%</b>                           | <b>13.3%</b> | <b>17.5%</b> | <b>23.3%</b> | <b>20.8%</b> | <b>50.4%</b>          | <b>28.4%</b>                                   | <b>18.7%</b>   | <b>52.3%</b>                    |

**Table 31:**  
**Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group D<br>Population 250,000 to 499,999<br>Sample Size = 22 | AGE of NON-RESIDENT Survey Respondents |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|--|--|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|  | 18-34                                  | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| City of Lincoln (NE)   | 17.7%                                  | 9.2%         | 12.6%        | 30.3%        | 30.3%        | 59.1%                 | 33.0%  | 21.1%          | 45.9%                           |
| Durham County (NC)   | 16.6%                                  | 11.0%        | 18.5%        | 27.0%        | 27.0%        | 55.6%                 | 23.4%  | 17.4%          | 59.2%                           |
| Osceola County (FL) <sup>1</sup>   | 0.8%                                   | 6.6%         | 7.4%         | 20.7%        | 64.5%        | 37.6%                 | 30.1%  | 9.7%           | 60.2%                           |
| City of Newark (NJ) <sup>1</sup>   | 21.3%                                  | 16.2%        | 21.3%        | 21.0%        | 20.1%        | 51.3%                 | 14.2%  | 16.0%          | 69.8%                           |
| City of Riverside (CA) <sup>1</sup>  | 35.4%                                  | 24.4%        | 25.2%        | 14.2%        | 0.8%         | 38.8%                 | 17.3%  | 11.8%          | 70.9%                           |
| Lexington-Fayette Urban County (KY)  | 32.7%                                  | 10.8%        | 19.7%        | 22.0%        | 14.8%        | 59.9%                 | 31.0%  | 28.6%          | 40.4%                           |
| Loudoun County (VA)  | 12.2%                                  | 10.2%        | 22.4%        | 37.0%        | 18.3%        | 47.1%                 | 20.2%  | 12.3%          | 67.5%                           |
| Cumberland County (NC)   | 26.4%                                  | 23.4%        | 18.8%        | 21.3%        | 10.2%        | 50.3%                 | 18.9%  | 14.3%          | 66.8%                           |
| Greater Chattanooga Area (TN)  | 17.2%                                  | 15.5%        | 18.6%        | 25.7%        | 23.0%        | 50.7%                 | 24.2%  | 18.5%          | 57.4%                           |
| Forsyth County (NC)  | 12.6%                                  | 10.1%        | 21.9%        | 30.9%        | 24.5%        | 55.1%                 | 18.8%  | 20.9%          | 60.3%                           |
| City of Wichita (KS)   | 21.8%                                  | 12.4%        | 12.0%        | 18.0%        | 35.7%        | 46.4%                 | 33.8%  | 25.5%          | 40.7%                           |
| Sarasota County (FL)   | 8.2%                                   | 9.0%         | 11.0%        | 20.0%        | 51.7%        | 44.9%                 | 23.2%  | 28.7%          | 48.1%                           |
| City of Oakland (CA) <sup>1</sup>  | 17.9%                                  | 25.4%        | 20.9%        | 19.4%        | 16.4%        | 55.9%                 | 28.4%  | 4.5%           | 67.2%                           |
| Santa Barbara County (CA)  | 17.0%                                  | 10.1%        | 13.2%        | 32.1%        | 27.7%        | 48.8%                 | 33.8%  | 14.4%          | 51.9%                           |
| City of Miami (FL)   | 21.2%                                  | 13.5%        | 24.7%        | 20.5%        | 20.1%        | 41.4%                 | 14.5%  | 17.1%          | 68.4%                           |
| Seminole County (FL)   | 15.2%                                  | 9.4%         | 17.6%        | 19.5%        | 38.3%        | 49.2%                 | 29.4%  | 20.9%          | 49.7%                           |
| City of Omaha (NE)   | 18.7%                                  | 11.9%        | 19.4%        | 25.6%        | 24.4%        | 46.7%                 | 28.8%  | 25.9%          | 45.3%                           |
| Greater Syracuse Area (NY)   | 22.3%                                  | 9.2%         | 18.4%        | 20.4%        | 29.6%        | 46.1%                 | 30.6%  | 19.6%          | 49.8%                           |
| City of Mesa (AZ)  | 17.6%                                  | 8.3%         | 6.3%         | 23.9%        | 43.9%        | 35.2%                 | 22.6%  | 13.9%          | 63.5%                           |
| Guilford County (NC)   | 17.2%                                  | 16.1%        | 21.2%        | 25.6%        | 19.8%        | 53.7%                 | 20.9%  | 20.2%          | 58.9%                           |
| Dane County (WI) <sup>1</sup>  | 21.1%                                  | 14.9%        | 19.9%        | 27.3%        | 16.8%        | 51.2%                 | 28.2%  | 12.9%          | 58.9%                           |
| Volusia County (FL) <sup>1</sup>   | 7.0%                                   | 10.5%        | 8.1%         | 16.3%        | 58.1%        | 39.5%                 | 24.0%  | 10.7%          | 65.3%                           |
| <b>Group D Average</b>   | <b>18.1%</b>                           | <b>13.1%</b> | <b>17.2%</b> | <b>23.6%</b> | <b>28.0%</b> | <b>48.4%</b>          | <b>25.0%</b>                                   | <b>17.5%</b>   | <b>57.6%</b>                    |
| <b>Group D Median</b>  | <b>17.7%</b>                           | <b>10.9%</b> | <b>18.7%</b> | <b>21.7%</b> | <b>24.5%</b> | <b>49.0%</b>          | <b>24.1%</b>                                   | <b>17.3%</b>   | <b>59.1%</b>                    |

**Table 31:**  
**Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group E<br>Population 500,000 to 999,999<br>Sample Size = 20 | AGE of NON-RESIDENT Survey Respondents |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|--|--|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|  | 18-34                                  | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| City of Albuquerque (NM)   | 11.3%                                  | 15.1%        | 15.1%        | 32.1%        | 26.4%        | 52.4%                 | 25.3%  | 30.2%          | 44.4%                           |
| City of Atlanta (GA) <sup>1</sup>  | 30.8%                                  | 20.3%        | 16.8%        | 16.1%        | 16.1%        | 50.7%                 | 21.5%  | 29.2%          | 49.2%                           |
| Polk County (FL)   | 8.1%                                   | 11.7%        | 25.2%        | 39.6%        | 15.3%        | 66.7%                 | 52.4%  | 10.7%          | 36.9%                           |
| Lee County (FL)  | 4.6%                                   | 9.1%         | 12.2%        | 26.4%        | 47.7%        | 41.5%                 | 25.9%  | 16.2%          | 57.9%                           |
| City of Seattle (WA)   | 22.7%                                  | 11.6%        | 18.6%        | 26.3%        | 20.8%        | 51.6%                 | 31.8%  | 28.0%          | 40.3%                           |
| District of Columbia (DC)  | 18.4%                                  | 12.8%        | 18.0%        | 28.3%        | 22.5%        | 35.3%                 | 28.8%  | 31.8%          | 39.4%                           |
| City of Baltimore (MD) <sup>1</sup>  | 38.9%                                  | 14.4%        | 16.2%        | 21.6%        | 9.0%         | 58.5%                 | 26.5%  | 27.2%          | 46.3%                           |
| Jefferson County (AL)  | 25.0%                                  | 15.1%        | 18.3%        | 21.4%        | 20.2%        | 50.0%                 | 27.2%  | 20.1%          | 52.8%                           |
| City of Austin (TX)  | 30.6%                                  | 18.7%        | 17.1%        | 19.2%        | 14.5%        | 55.1%                 | 25.8%  | 28.3%          | 46.0%                           |
| City of Indianapolis (IN)  | 17.3%                                  | 11.1%        | 22.1%        | 29.4%        | 20.1%        | 43.3%                 | 29.2%  | 28.7%          | 42.1%                           |
| City and County of San Francisco (CA)  | 34.6%                                  | 22.2%        | 16.4%        | 13.7%        | 13.0%        | 62.7%                 | 24.8%  | 25.1%          | 50.1%                           |
| Prince George's County (MD) <sup>1</sup>                                       | 30.3%                                  | 15.8%        | 13.9%        | 18.2%        | 21.8%        | 50.9%                 | 15.8%  | 19.0%          | 65.2%                           |
| Bergen County (NJ) <sup>1</sup>  | 11.2%                                  | 16.3%        | 25.5%        | 22.4%        | 24.5%        | 38.0%                 | 16.2%  | 13.3%          | 70.5%                           |
| Wake County (NC)   | 19.8%                                  | 13.4%        | 22.6%        | 27.0%        | 17.3%        | 58.4%                 | 28.3%  | 15.2%          | 56.5%                           |
| Fairfield County (CT)  | 20.9%                                  | 18.6%        | 23.3%        | 18.0%        | 19.2%        | 49.7%                 | 26.8%  | 23.2%          | 50.0%                           |
| Mecklenburg County (NC)  | 22.7%                                  | 21.6%        | 24.5%        | 16.5%        | 14.7%        | 50.2%                 | 20.8%  | 21.1%          | 58.1%                           |
| Greater Memphis Area (TN)  | 19.4%                                  | 11.7%        | 22.3%        | 23.0%        | 23.6%        | 49.2%                 | 23.3%  | 27.4%          | 49.3%                           |
| City of San Jose (CA)  | 19.2%                                  | 12.6%        | 16.3%        | 25.5%        | 26.4%        | 55.5%                 | 23.7%  | 19.0%          | 57.3%                           |
| Westchester County (NY)  | 7.6%                                   | 7.6%         | 15.8%        | 27.3%        | 41.7%        | 45.6%                 | 18.9%  | 10.5%          | 70.5%                           |
| Montgomery County (MD)   | 22.0%                                  | 22.8%        | 20.4%        | 15.9%        | 18.8%        | 45.9%                 | 21.2%  | 12.0%          | 66.8%                           |
| <b>Group E Average</b>   | <b>20.8%</b>                           | <b>15.1%</b> | <b>19.0%</b> | <b>23.4%</b> | <b>21.7%</b> | <b>50.6%</b>          | <b>25.7%</b>                                   | <b>21.8%</b>   | <b>52.5%</b>                    |
| <b>Group E Median</b>  | <b>20.4%</b>                           | <b>14.8%</b> | <b>18.2%</b> | <b>22.7%</b> | <b>20.2%</b> | <b>50.5%</b>          | <b>25.6%</b>                                   | <b>22.2%</b>   | <b>50.1%</b>                    |

**Table 31:**  
**Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Population Cohort Group F<br>Population 1,000,000 or More<br>Sample Size = 23 | AGE of NON-RESIDENT Survey Respondents |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|---|--|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|   | 18-34                                  | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| Pima County (AZ)  | 12.5%                                  | 10.2%        | 14.8%        | 18.2%        | 44.3%        | 54.5%                 | 25.0%  | 26.1%          | 48.9%                           |
| Fairfax County (VA)   | 16.7%                                  | 13.1%        | 28.6%        | 23.4%        | 18.3%        | 50.0%                 | 27.9%  | 8.9%           | 63.2%                           |
| Orange County (FL)  | 25.8%                                  | 15.0%        | 16.5%        | 19.7%        | 23.0%        | 49.5%                 | 22.0%  | 23.9%          | 54.1%                           |
| Greater Columbus Area (OH)  | 19.5%                                  | 17.6%        | 17.6%        | 26.1%        | 19.1%        | 44.5%                 | 27.0%  | 24.3%          | 48.6%                           |
| Allegheny County (PA)   | 17.9%                                  | 11.4%        | 17.4%        | 29.4%        | 23.9%        | 46.8%                 | 23.6%  | 22.2%          | 54.2%                           |
| City of San Diego (CA)  | 25.7%                                  | 32.4%        | 16.2%        | 16.9%        | 8.8%         | 62.6%                 | 13.7%  | 23.0%          | 63.3%                           |
| City of Dallas (TX)   | 28.0%                                  | 17.2%        | 19.6%        | 21.0%        | 14.2%        | 47.4%                 | 26.7%  | 24.7%          | 48.6%                           |
| Palm Beach County (FL)  | 11.4%                                  | 10.1%        | 13.4%        | 17.5%        | 47.7%        | 36.6%                 | 18.7%  | 19.3%          | 61.9%                           |
| Greater St. Louis Area (MO)   | 20.5%                                  | 13.6%        | 16.7%        | 26.3%        | 22.9%        | 49.0%                 | 27.5%  | 23.3%          | 49.2%                           |
| City of San Antonio (TX) <sup>1</sup>   | 29.0%                                  | 32.3%        | 12.9%        | 12.9%        | 12.9%        | 17.7%                 | 60.7%  | 29.5%          | 9.8%                            |
| Sacramento County (CA)  | 13.8%                                  | 9.5%         | 21.8%        | 24.8%        | 30.1%        | 56.7%                 | 25.4%  | 15.6%          | 58.9%                           |
| City and County of Philadelphia (PA)  | 29.1%                                  | 15.4%        | 19.1%        | 20.2%        | 16.3%        | 41.5%                 | 27.4%  | 27.2%          | 45.4%                           |
| City of Phoenix (AZ)  | 12.7%                                  | 5.5%         | 15.2%        | 25.3%        | 41.4%        | 42.2%                 | 26.6%  | 21.0%          | 52.4%                           |
| Broward County (FL)   | 9.3%                                   | 13.9%        | 16.4%        | 21.2%        | 39.2%        | 37.5%                 | 17.6%  | 11.7%          | 70.8%                           |
| Santa Clara County (CA)   | 19.1%                                  | 11.4%        | 19.9%        | 24.1%        | 25.5%        | 53.8%                 | 26.2%  | 18.9%          | 54.9%                           |
| Tarrant County (TX) <sup>1</sup>  | 19.4%                                  | 12.1%        | 44.4%        | 17.7%        | 6.5%         | 50.0%                 | 17.1%  | 20.3%          | 62.6%                           |
| Clark County (NV)   | 28.9%                                  | 7.9%         | 28.9%        | 18.4%        | 15.8%        | 43.6%                 | 23.7%  | 23.7%          | 52.6%                           |
| Riverside County (CA)   | 25.2%                                  | 28.2%        | 24.4%        | 18.9%        | 3.4%         | 41.6%                 | 23.9%  | 16.0%          | 60.1%                           |
| Miami-Dade County (FL)  | 14.3%                                  | 10.6%        | 22.1%        | 20.9%        | 32.1%        | 37.7%                 | 18.8%  | 16.8%          | 64.4%                           |
| City of Chicago (IL)  | 30.0%                                  | 15.3%        | 17.0%        | 26.3%        | 11.3%        | 53.0%                 | 22.3%  | 33.2%          | 44.4%                           |
| San Diego County (CA)   | 25.7%                                  | 32.4%        | 16.2%        | 16.9%        | 8.8%         | 62.6%                 | 13.7%  | 23.0%          | 63.3%                           |
| City of Los Angeles (CA)  | 29.7%                                  | 29.2%        | 19.5%        | 13.5%        | 8.1%         | 46.5%                 | 31.3%  | 22.2%          | 46.6%                           |
| Harris County (TX)  | 25.9%                                  | 16.5%        | 23.6%        | 17.9%        | 16.0%        | 41.5%                 | 23.0%  | 25.8%          | 51.2%                           |
| <b>Group F Average</b>  | <b>21.3%</b>                           | <b>16.6%</b> | <b>20.1%</b> | <b>20.8%</b> | <b>21.3%</b> | <b>46.4%</b>          | <b>24.8%</b>                                   | <b>21.8%</b>   | <b>53.5%</b>                    |
| <b>Group F Median</b>   | <b>20.5%</b>                           | <b>13.9%</b> | <b>17.6%</b> | <b>20.2%</b> | <b>18.3%</b> | <b>46.8%</b>          | <b>23.9%</b>                                   | <b>23.0%</b>   | <b>54.1%</b>                    |
| <b>ALL CITY/COUNTY STUDY REGIONS</b>  |  |              |              |              |              |                       |  |                |                                 |
| <b>Average</b>  | <b>21.1%</b>                           | <b>13.2%</b> | <b>18.7%</b> | <b>24.1%</b> | <b>22.9%</b> | <b>49.9%</b>          | <b>27.9%</b>                                   | <b>20.2%</b>   | <b>51.9%</b>                    |
| <b>Median</b>   | <b>19.5%</b>                           | <b>12.1%</b> | <b>19.1%</b> | <b>23.9%</b> | <b>20.8%</b> | <b>50.0%</b>          | <b>27.0%</b>                                   | <b>19.5%</b>   | <b>53.2%</b>                    |

**Table 31:**  
**Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | AGE of NON-RESIDENT Survey Respondents |       |       |       |             | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|---|--|-------|-------|-------|-------------|-----------------------|--|----------------|---------------------------------|
|   | 18-34                                  | 35-44 | 45-54 | 55-64 | 65 or Older |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| Greater Portsmouth Area (NH)                                  | 15.6%                                  | 11.3% | 27.9% | 29.2% | 15.9%       | 47.5%                 | 21.3%  | 17.5%          | 61.3%                           |
| Greater Concord Area (NH)                                     | 20.3%                                  | 15.9% | 21.5% | 22.3% | 19.9%       | 57.1%                 | 19.8%  | 8.2%           | 72.0%                           |
| Greater Aberdeen Area (SD)                                    | 18.9%                                  | 7.5%  | 14.1% | 25.2% | 34.2%       | 53.6%                 | 34.9%  | 17.8%          | 47.3%                           |
| Centre Region (PA)  | 22.8%                                  | 13.3% | 23.8% | 25.5% | 14.6%       | 46.2%                 | 30.4%  | 23.3%          | 46.3%                           |
| Greater Minot Area (ND)                                       | 19.0%                                  | 4.8%  | 11.9% | 14.3% | 50.0%       | 48.8%                 | 52.5%  | 15.0%          | 32.5%                           |
| Creative Corridor in Northwest Iowa (IA) <sup>1</sup>         | 20.0%                                  | 11.4% | 28.6% | 22.9% | 17.1%       | 47.1%                 | 41.2%  | 20.6%          | 38.2%                           |
| Northern New Hampshire (NH) <sup>1</sup>                      | 14.0%                                  | 28.1% | 15.8% | 28.1% | 14.0%       | 53.4%                 | 37.3%  | 32.2%          | 30.5%                           |
| Greater Sioux Falls Area (SD)                                 | 32.5%                                  | 8.5%  | 17.6% | 23.7% | 17.6%       | 48.6%                 | 27.0%  | 18.4%          | 54.6%                           |
| Greater Athens Area (GA)                                      | 47.3%                                  | 11.7% | 14.8% | 10.5% | 15.6%       | 56.1%                 | 25.3%  | 24.1%          | 50.6%                           |
| Greater Rockford Area (IL)                                    | 24.5%                                  | 17.6% | 17.0% | 23.4% | 17.6%       | 59.4%                 | 19.9%  | 15.7%          | 64.4%                           |
| Greater Peoria Area (IL)                                      | 31.7%                                  | 9.7%  | 20.0% | 20.0% | 18.6%       | 50.0%                 | 39.1%  | 15.2%          | 45.7%                           |
| Greater Fox Cities Region (WI) <sup>1</sup>                   | 19.6%                                  | 13.1% | 24.8% | 24.2% | 18.3%       | 42.0%                 | 34.0%  | 17.0%          | 49.0%                           |
| Northern Tier Region (PA) <sup>1</sup>                        | 15.2%                                  | 12.1% | 9.1%  | 27.3% | 36.4%       | 53.1%                 | 21.2%  | 27.3%          | 51.5%                           |
| Northwest Arkansas Area (AR)                                  | 22.6%                                  | 13.5% | 18.7% | 23.9% | 21.3%       | 52.5%                 | 20.5%  | 13.0%          | 66.5%                           |
| Mahoning Valley Region (OH)                                   | 17.1%                                  | 9.7%  | 20.4% | 27.3% | 25.5%       | 55.1%                 | 32.5%  | 14.7%          | 52.9%                           |
| Iowa Cultural Corridor (IA)                                   | 22.6%                                  | 10.4% | 23.6% | 26.4% | 17.0%       | 48.6%                 | 31.4%  | 22.9%          | 45.7%                           |
| Pikes Peak Region (CO) <sup>1</sup>                           | 35.4%                                  | 19.0% | 17.7% | 20.3% | 7.6%        | 51.9%                 | 25.9%  | 21.0%          | 53.1%                           |
| Greater Columbia Area (SC)                                    | 26.3%                                  | 13.7% | 12.6% | 35.8% | 11.6%       | 49.0%                 | 15.5%  | 43.3%          | 41.2%                           |
| Lehigh Valley Region (PA) <sup>1</sup>                        | 27.3%                                  | 21.5% | 18.7% | 17.2% | 15.3%       | 51.4%                 | 23.6%  | 16.7%          | 59.7%                           |
| West Valley Region (AZ)                                       | 4.1%                                   | 3.3%  | 15.6% | 30.3% | 46.7%       | 39.0%                 | 25.4%  | 23.0%          | 51.6%                           |
| Greater Harrisburg Area (PA) <sup>1</sup>                     | 12.0%                                  | 9.3%  | 13.9% | 25.0% | 39.8%       | 44.3%                 | 31.8%  | 15.9%          | 52.3%                           |
| Greater Hartford Area (CT)                                    | 21.9%                                  | 10.9% | 21.3% | 26.2% | 19.7%       | 47.6%                 | 22.2%  | 16.9%          | 60.8%                           |
| Greater Portland Area (OR)                                    | 16.8%                                  | 20.0% | 18.4% | 24.8% | 20.0%       | 57.8%                 | 32.0%  | 29.6%          | 38.4%                           |
| Metropolitan Kansas City Area (MO/KS)                         | 16.0%                                  | 15.0% | 15.3% | 25.9% | 27.9%       | 47.7%                 | 31.6%  | 27.3%          | 41.1%                           |
| Greater Milwaukee Area (WI) <sup>1</sup>                      | 15.4%                                  | 4.3%  | 20.5% | 19.7% | 40.2%       | 48.7%                 | 27.7%  | 18.8%          | 53.6%                           |

*This table listing multi-city and multi-county study regions is continued below ...*

**Table 31:**  
**Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Regional Study Regions<br>All Populations<br>Sample Size = 31 | AGE of NON-RESIDENT Survey Respondents |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|---|--|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|   | 18-34                                  | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| Central Florida Region (FL)                                   | 21.7%                                  | 13.5%        | 14.8%        | 24.6%        | 25.3%        | 51.7%                 | 25.1%  | 23.6%          | 51.3%                           |
| Greater Washington DC Region (DC/MD/VA)                       | 19.5%                                  | 16.1%        | 20.4%        | 22.3%        | 21.6%        | 45.0%                 | 27.0%  | 21.0%          | 51.9%                           |
| Greater Philadelphia Region (PA)                              | 31.1%                                  | 17.8%        | 20.4%        | 18.6%        | 12.1%        | 42.2%                 | 25.3%  | 29.5%          | 45.1%                           |
| Southeastern Michigan Region (MI) <sup>1</sup>                | 25.0%                                  | 15.0%        | 15.0%        | 20.0%        | 25.0%        | 52.4%                 | 28.6%  | 19.0%          | 52.4%                           |
| Greater Houston Area (TX)                                     | 31.1%                                  | 13.4%        | 20.7%        | 20.7%        | 14.0%        | 49.1%                 | 24.5%  | 22.7%          | 52.8%                           |
| North Texas Region (TX)                                       | 23.0%                                  | 13.0%        | 25.5%        | 21.3%        | 17.2%        | 46.5%                 | 33.4%  | 19.3%          | 47.3%                           |
| <b>Regional Average</b>                                       | <b>22.3%</b>                           | <b>13.0%</b> | <b>18.7%</b> | <b>23.4%</b> | <b>22.5%</b> | <b>49.8%</b>          | <b>28.6%</b>                                   | <b>21.0%</b>   | <b>50.4%</b>                    |
| <b>Regional Median</b>  | <b>21.7%</b>                           | <b>13.1%</b> | <b>18.7%</b> | <b>23.9%</b> | <b>18.6%</b> | <b>49.0%</b>          | <b>27.0%</b>                                   | <b>19.3%</b>   | <b>51.5%</b>                    |

| Statewide Study Regions<br>All Populations<br>Sample Size = 10 | AGE of NON-RESIDENT Survey Respondents |              |              |              |              | Personally Create Art | Willingness to Travel for Cultural Experiences |                |                                 |
|--|--|--------------|--------------|--------------|--------------|-----------------------|--|----------------|---------------------------------|
|  | 18-34                                  | 35-44        | 45-54        | 55-64        | 65 or Older  |                       | Skip Altogether                                | Replace Nearby | Travel to a Different Community |
| State of South Dakota  | 30.4%                                  | 9.9%         | 14.7%        | 23.3%        | 21.7%        | 53.5%                 | 31.5%  | 23.6%          | 44.9%                           |
| State of Delaware  | 15.2%                                  | 15.7%        | 17.2%        | 26.3%        | 25.6%        | 57.0%                 | 23.1%  | 11.6%          | 65.3%                           |
| State of Hawai'i   | 48.2%                                  | 17.6%        | 9.4%         | 18.8%        | 5.9%         | 59.5%                 | 23.8%  | 31.0%          | 45.2%                           |
| State of New Hampshire   | 13.6%                                  | 11.4%        | 21.7%        | 30.6%        | 22.7%        | 53.1%                 | 26.2%  | 16.8%          | 57.0%                           |
| State of Nebraska  | 21.2%                                  | 8.7%         | 16.0%        | 27.4%        | 26.7%        | 54.9%                 | 29.5%  | 25.2%          | 45.3%                           |
| State of Connecticut   | 24.0%                                  | 13.1%        | 19.9%        | 17.4%        | 25.5%        | 50.6%                 | 30.0%  | 15.7%          | 54.3%                           |
| State of Wisconsin   | 23.0%                                  | 7.9%         | 19.5%        | 22.2%        | 27.4%        | 46.8%                 | 36.0%  | 19.3%          | 44.7%                           |
| State of North Carolina  | 17.1%                                  | 12.5%        | 18.8%        | 26.6%        | 25.0%        | 49.7%                 | 24.9%  | 23.0%          | 52.1%                           |
| State of Pennsylvania  | 30.8%                                  | 14.8%        | 18.6%        | 19.5%        | 16.2%        | 45.7%                 | 28.6%  | 26.4%          | 45.1%                           |
| State of Illinois  | 33.6%                                  | 16.6%        | 15.9%        | 22.1%        | 11.8%        | 58.8%                 | 21.5%  | 34.5%          | 44.0%                           |
| <b>Statewide Average</b>                                       | <b>25.7%</b>                           | <b>12.8%</b> | <b>17.2%</b> | <b>23.4%</b> | <b>20.9%</b> | <b>53.0%</b>          | <b>27.5%</b>                                   | <b>22.7%</b>   | <b>49.8%</b>                    |
| <b>Statewide Median</b>  | <b>23.5%</b>                           | <b>12.8%</b> | <b>17.9%</b> | <b>22.8%</b> | <b>23.9%</b> | <b>53.3%</b>          | <b>27.4%</b>                                   | <b>23.3%</b>   | <b>45.3%</b>                    |



**Table 31:**  
**Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010**

| Individual Arts Districts<br>All Populations<br>Sample Size = 2 | AGE of NON-RESIDENT Survey Respondents |              |              |              |              | Personally<br>Create Art | Willingness to Travel for Cultural Experiences |                   |                                    |
|---|--|--------------|--------------|--------------|--------------|--------------------------|--|-------------------|------------------------------------|
|   | 18-34                                  | 35-44        | 45-54        | 55-64        | 65 or Older  |                          | Skip<br>Altogether                             | Replace<br>Nearby | Travel to a<br>Different Community |
| Grand Center Arts District (St. Louis, MO)                      | 22.4%                                  | 14.1%        | 14.1%        | 25.0%        | 24.4%        | 54.1%                    | 23.3%  | 25.8%             | 50.9%                              |
| Dallas Arts District (Dallas, TX)                               | 26.4%                                  | 16.9%        | 21.0%        | 22.4%        | 13.2%        | 50.0%                    | 23.8%  | 23.8%             | 52.3%                              |
| <b>Arts District Average</b>                                    | <b>24.4%</b>                           | <b>15.5%</b> | <b>17.6%</b> | <b>23.7%</b> | <b>18.8%</b> | <b>52.1%</b>             | <b>23.6%</b>                                   | <b>24.8%</b>      | <b>51.6%</b>                       |
| <b>Arts District Median</b>                                     | <b>24.4%</b>                           | <b>15.5%</b> | <b>17.6%</b> | <b>23.7%</b> | <b>18.8%</b> | <b>52.1%</b>             | <b>23.6%</b>                                   | <b>24.8%</b>      | <b>51.6%</b>                       |

**Table Notes:**

<sup>1</sup> The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

## Appendix C: The Data Collection Instruments

| <b><u>Page</u></b> | <b><u>Data Collection Instrument Instrument</u></b>  |
|--------------------|--|
| C-2                | <i>Arts &amp; Economic Prosperity IV</i> Organizational Expenditure Survey (Full Version)        |
| C-8                | <i>Arts &amp; Economic Prosperity IV</i> Organizational Expenditure Survey (Abbreviated Version) |
| C-9                | Fiscal Year 2010 Cultural Data Project (CDP) Profile   |
| C-27               | <i>Arts &amp; Economic Prosperity IV</i> Audience Expenditure Survey (English)                   |
| C-28               | <i>Arts &amp; Economic Prosperity IV</i> Audience Expenditure Survey (Spanish)                   |
| C-29               | <i>Arts &amp; Economic Prosperity IV</i> Audience Expenditure Survey (Farge Font)                |



# Arts and Economic Prosperity IV

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences

This research study is being conducted to provide reliable information about the economic impact of the arts and culture in your community. Your organization (or arts/cultural program) has been identified as eligible to participate. (The definition of your Study Region is in the original survey e-mail message, as well as on the first page of the web-based survey where you downloaded this paper version.)

**Before you begin filling out the survey**, we suggest that you review all of the questions and then gather the materials and documents you will need for your fiscal year that ENDED during 2010 (*e.g.* , IRS Form 990, annual report, and/or audit).

**First, please provide the following contact information for your eligible arts organization or program.**

Formal Name of Organization/Program: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

County (not country): \_\_\_\_\_

Telephone Number: \_\_\_\_\_

Web Address of Home Page: \_\_\_\_\_

Name of Chief Staff Executive: \_\_\_\_\_

Chief Staff Executive's Job Title: \_\_\_\_\_

Chief Staff Executive's E-mail Address: \_\_\_\_\_

**If different than the person listed above, please tell us who is completing the survey so we know who to contact in case we have questions. We will only contact you about questions pertaining to the survey.**

Your Name: \_\_\_\_\_

Your Job Title: \_\_\_\_\_

Your E-mail Address: \_\_\_\_\_

**Please provide the following background information about your organization.**

**1. Which of the following best characterizes the legal status of your organization? (Check only one)**

- Private, nonprofit (e.g. , a 501c3 or other formal nonprofit organization)
- Public, government (e.g. , department of cultural affairs, municipal arts facility or program)
- Unincorporated private or community organization (e.g. , an organization without 501c3 status)
- Embedded under the umbrella of a larger organization
- For-profit business
- Other (please specify): \_\_\_\_\_

**2. What was the END DATE of your fiscal year that ENDED during 2010?**

- |  |   |   |  |
|--|---|---|--|
| <input type="checkbox"/> January 31, 2010  | <input type="checkbox"/> April 30, 2010 | <input type="checkbox"/> July 31, 2010      | <input type="checkbox"/> October 31, 2010  |
| <input type="checkbox"/> February 28, 2010 | <input type="checkbox"/> May 31, 2010   | <input type="checkbox"/> August 31, 2010    | <input type="checkbox"/> November 30, 2010 |
| <input type="checkbox"/> March 31, 2010    | <input type="checkbox"/> June 30, 2010  | <input type="checkbox"/> September 30, 2010 | <input type="checkbox"/> December 31, 2010 |

**Important Background Information**

**3. Is your organization or program a college or university arts program, group, facility, or event (or otherwise affiliated with a college or university)?**

- No     Yes —————> **IF "YES"**, complete this survey based only on the delivery of arts programming and activities to the public. Include performance and visual arts facilities and organizations. Include cultural heritage organizations. Include groups that present programming to the public. Include special events such as festivals. **EXCLUDE** academic arts programs. As a general rule of thumb: Include where the art happens, and exclude where the teaching happens. **YOUR BEST ESTIMATES ARE FINE.**

**4. Is your organization or program embedded within a NON-ARTS community organization? An example would be an arts program that is operated by a church or community center.**

- No     Yes —————> **IF "YES"**, complete this survey based only on the budget of your arts and culture programming and activities. Do NOT respond based on the operating budget of the entire non-arts community organization. For example, if your organization is a community center that provides after-school arts activities, respond solely regarding the arts programming. **YOUR BEST ESTIMATES ARE FINE.**

**5. Is your organization or program operated under the umbrella of a larger municipal organization? An example would be a Division of Cultural Affairs or an arts facility that is housed within or operated by a larger municipal department such as Parks & Recreation, Economic Development, or Planning.**

- No     Yes —————> **IF "YES"**, complete this survey based only on the budget of your arts and culture office, programming, and activities. Do NOT respond based on the operating budget of the entire municipal agency. For example, if your organization is housed within the Parks & Recreation Department, do NOT respond based on the budget and programming of the entire Parks & Recreation Department. Rather, respond based on the budget and programming of your arts and culture office, programming, and activities only. **YOUR BEST ESTIMATES ARE FINE.**

**6. Did your arts organization or program award grants or otherwise provide direct financial support to at least one arts organization during your fiscal year that ended during 2010?**

- No     Yes —————> **IF "YES"**, when completing this survey, **EXCLUDE** all dollars that were awarded or otherwise allocated to other arts and culture organizations. Those dollars will be captured on the version of this survey that is completed by those organizations that received the funds. **YOUR BEST ESTIMATES ARE FINE.** (You should include, however, dollars that your organization or program awarded or granted to individual artists.)

**Financial Profile of Your Organization**

7. Provide your organization's total **OPERATING EXPENDITURES** for your fiscal year that ENDED during 2010. Exclude capital expenditures and asset acquisition (we ask about those on the next page). If exact figures are not available, use your best estimates. Round to the nearest whole number.

**One important caveat:** Do NOT include dollars that your organization granted to other organizations. (Grant dollars will be captured on the surveys that are completed by the organizations that received the grants).

**Operating Expenditures**

**Personnel & Payroll Expenses (excluding payments to artists)**

- A. Total organizational payroll (including both full-time and part-time staff) \$
- B. Total payroll taxes and fringe benefits (including FICA) \$
- C. Contractors (*i.e.*, full-time and part-time contract staff) \$
- D. Other personnel expenses (*not classified above*): \_\_\_\_\_ \$
- E. **Total Personnel & Payroll Expenses (sum of lines A - D)** \$

**Payments to Artists (e.g., performances, commissions, etc.)**

- F. Payments to LOCAL artists (*i.e.*, live within your Study Region) \$
- G. Payroll taxes and fringe benefits (including FICA) for LOCAL artists \$
- H. Payments to NON-LOCAL artists (*i.e.*, live outside your Study Region) \$
- I. Payroll taxes and fringe benefits (including FICA) for NON-LOCAL artists \$
- J. **Total Payments to Artists (sum of lines F - I)** \$

**Overhead & Programmatic Expenses**

- K. Advertising, marketing, and other promotional costs \$
- L. Contract services (part-time or seasonal, including accounting and legal) \$
- M. Insurance \$
- N. Office machinery (excluding capital expenditures) and equipment rental \$
- O. Postage \$
- P. Programming and production expenses \$
- Q. Publications, videos, CDs \$
- R. Supplies and materials \$
- S. Communication costs (*e.g.*, phone, fax, Internet, communications technology) \$
- T. Travel costs \$
- U. Other (*not classified above*): \_\_\_\_\_ \$
- V. **Total Overhead & Programmatic Expenses (sum of lines K - U)** \$

**Facility Expenses**

- W. Rental and/or lease costs \$
- X. Mortgage costs \$
- Y. Property taxes \$
- Z. Utilities (*e.g.*, electric, water, and refuse) \$
- AA. Other facility costs (*not classified above*): \_\_\_\_\_ \$
- BB. **Total Facility Expenses (sum of lines W through AA)** \$
- TOTAL OPERATING EXPENDITURES (*sum of lines E, J, V, & BB*)** \$

**Financial Profile of Your Organization (continued)**

**8. Please provide your organization's total CAPITAL EXPENDITURES AND ASSET ACQUISITION for your fiscal year that ENDED during 2010. If exact figures are not available, please use your best estimates. Please round to the nearest whole number.**

Capital expenditures are payments to buy, build, replace, improve, or expand a facility or equipment which will last for more than one year and which, under generally accepted accounting principles, are not properly chargeable as an expense of operation or maintenance. In other words, they are capitalized and may be depreciated or amortized.

|   | <u>Capital Expenditures</u>    |
|---|--------------------------------|
| A. Equipment purchases & improvements (e.g., computer equipment & upgrades, instruments, sound systems, lighting systems, easels) | \$ <input type="text"/>        |
| B. Art purchases (i.e., additions to a collection)  | \$ <input type="text"/>        |
| C. Real estate purchases  | \$ <input type="text"/>        |
| D. Construction of new facilities   | \$ <input type="text"/>        |
| E. Renovation and/or improvement of existing facilities   | \$ <input type="text"/>        |
| F. Other Capital Expenditures (not classified above):   | \$ <input type="text"/>        |
| <b>G. Total Capital Expenditures (sum of lines A - F)</b>   | <b>\$ <input type="text"/></b> |

**9. Please provide your organization's total REVENUE and SUPPORT for your fiscal year that ENDED during 2010. If exact figures are not available, please use your best estimates. Please round to the nearest whole number. Include support and revenue received for capital projects.**

|  | <u>Organizational Revenues</u> |
|--|--------------------------------|
| A. Earned Revenue (e.g., admissions, sales, tuition, fees for services)    | \$ <input type="text"/>        |
| B. Corporate Support   | \$ <input type="text"/>        |
| C. Foundation Support  | \$ <input type="text"/>        |
| D. Individual Support  | \$ <input type="text"/>        |
| E. Local Government Grants and Support (city and/or county only)           | \$ <input type="text"/>        |
| F. State Government Grants and Support                                     | \$ <input type="text"/>        |
| G. Federal Government Grants and Support (e.g., NEA)                       | \$ <input type="text"/>        |
| H. Interest Income   | \$ <input type="text"/>        |
| I. Income from your Endowment  | \$ <input type="text"/>        |
| J. Cash on hand (i.e., existing cash reserves used to pay FY2010 expenses) | \$ <input type="text"/>        |
| K. All Other Revenues and Support (not classified above): _____            | \$ <input type="text"/>        |
| <b>L. Total Organizational Revenues (sum of lines A through L)</b>         | <b>\$ <input type="text"/></b> |

**Attendance Figures for Your Organization**

10. Please provide the **TOTAL ATTENDANCE** figures for your organization during your fiscal year that ENDED during 2010. These figures should include attendance to all cultural events that your organization produces or presents. If exact figures are not available, use your best estimates.

|  | <u>Total Attendance</u>                                    |
|--|--|
| A. Performances  | # <input style="width: 150px; height: 20px;" type="text"/> |
| B. Exhibitions (including museum and gallery attendance) | # <input style="width: 150px; height: 20px;" type="text"/> |
| C. Festivals and special events                          | # <input style="width: 150px; height: 20px;" type="text"/> |
| D. Other events ( <i>not classified above</i> ): _____   | # <input style="width: 150px; height: 20px;" type="text"/> |
| E. Total Attendance (sum of lines A - D)                 | # <input style="width: 150px; height: 20px;" type="text"/> |

11. Estimate the percentage of the total attendance (that you provided in Q.10) that was represented by attendees who are **NOT residents of your Study Region**. We recognize that it is difficult to provide an exact figure. Give us your best estimate.

A. Percentage (%) of total attendance represented by NON-RESIDENTS  %

12. Estimate the percentage of the total attendance (that you provided in Q.10) that was represented by CHILDREN younger than 18 years of age. We recognize that it is difficult to provide an exact figure. Give us your best estimate.

A. Percentage (%) of total attendance represented by children younger than 18 years of age  %

**Value of In-Kind Contributions to Your Organization**

13. Please provide the estimated dollar value of the total **IN-KIND CONTRIBUTIONS** received by your organization during your fiscal year that ENDED during 2010. If exact figures are not available, use your best estimates. Please round to the nearest whole number.

**In-kind contributions** are non-cash donations such as materials (*e.g.* , office supplies from a local retailer), facilities (*e.g.* , rent), and services (*e.g.* , printing costs from a local printer).

|   | <u>In-Kind Value</u>  |
|---|---|
| A. From arts organizations ( <i>e.g.</i> arts agencies, arts councils, museums, etc.) | \$ <input style="width: 150px; height: 20px;" type="text"/> |
| B. From corporations or private businesses  | \$ <input style="width: 150px; height: 20px;" type="text"/> |
| C. From individuals (exclude volunteer hours — we'll ask about those below)           | \$ <input style="width: 150px; height: 20px;" type="text"/> |
| D. From local government (city and/or county)   | \$ <input style="width: 150px; height: 20px;" type="text"/> |
| E. From state government  | \$ <input style="width: 150px; height: 20px;" type="text"/> |
| F. From other sources ( <i>not classified above</i> ): _____                          | \$ <input style="width: 150px; height: 20px;" type="text"/> |
| G. Total Value of In-Kind Contributions (sum of lines A - F)                          | \$ <input style="width: 150px; height: 20px;" type="text"/> |



**Volunteers and Volunteer Hours Dedicated to Your Organization**

14. Please provide the total number of VOLUNTEERS who donated time to your organization, and the total number of VOLUNTEER HOURS they donated, during your fiscal year that ENDED during 2010. If exact figures are not available, please use your best estimates.

When considering volunteers, be sure to include all of the following:

- A. Professional volunteers (e.g., executive/program staff, volunteer coordinator, board members)
- B. Artistic volunteers (e.g., artists, choreographers, designers)
- C. Clerical volunteers (e.g., administrative support staff)
- D. Service volunteers (e.g., ticket takers, docents, gift shop volunteers)
- E. Seasonal and other miscellaneous volunteers

|   |   |   |
|---|---|---|
|   | <u>Total VOLUNTEERS</u>                                   | <u>Total HOURS</u>  |
| F. Total Volunteers and Hours (sum of groups A - E) | # <input style="width: 80px; height: 20px;" type="text"/> | # <input style="width: 80px; height: 20px;" type="text"/> |

**Number of Paid Staff**

15. Provide the total number of YEAR-ROUND, PAID STAFF that are employed by your organization.

|  | <u>Number of Paid Staff</u>                               |
|--|---|
| A. Full-time paid staff  | # <input style="width: 80px; height: 20px;" type="text"/> |
| B. Part-time paid staff  | # <input style="width: 80px; height: 20px;" type="text"/> |
| C. Contract staff/independent contractors (excluding seasonal staff) | # <input style="width: 80px; height: 20px;" type="text"/> |
| D. Seasonal staff  | # <input style="width: 80px; height: 20px;" type="text"/> |
| E. Other paid staff (not classified above): _____                    | # <input style="width: 80px; height: 20px;" type="text"/> |
| F. Total Number of Paid Staff (sum of lines A - E)                   | # <input style="width: 80px; height: 20px;" type="text"/> |

16. Based on the itemized staff information that you provided above, what is the total number of FULL-TIME EQUIVALENT (FTE) staff currently employed by your organization? Full-time equivalent employees equal (the number of employees on full-time schedules) plus (the number of employees on part-time schedules converted to a full-time basis). Therefore, one FTE can equal one full-time employee, OR two half-time employees, OR one half-time employee and two quarter-time employees, etc. If an exact figure is not available, provide your best estimate.

|  |   |
|--|---|
| A. Total Number of Full-Time Equivalent (FTE) staff currently employed | # <input style="width: 80px; height: 20px;" type="text"/> |
|--|---|

**THANK YOU FOR GATHERING THIS IMPORTANT ECONOMIC IMPACT INFORMATION !!**

Using this completed paper survey as a reference, please return to the original e-mail you received about this survey, click the link to your unique web-based survey, and fill out the form. Keep this paper copy for your records.

Or, if you prefer, feel free to make a copy of this paper survey for your records, and then:

|   |   |
|---|---|
| <p>(1) Mail, (2) Fax, or (3) Scan and E-mail Your Completed Survey to:</p> <p style="margin-left: 100px;">Fax: 202-371-0424</p> <p style="margin-left: 100px;">E-mail: <a href="mailto:bdavidson@artsusa.org">bdavidson@artsusa.org</a></p> | <p>Benjamin Davidson<br/>         Senior Director of Research Services<br/>         Americans for the Arts<br/>         1000 Vermont Avenue NW, 6th Floor<br/>         Washington, DC 20005</p> |
|---|---|



# Arts and Economic Prosperity IV

## The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences

Formal Name of Organization/Program: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

County (not country): \_\_\_\_\_

**1. Which of the following best characterizes the legal status of your organization or cultural program?**

- Private, nonprofit (*e.g.* , a 501c3 or other formal nonprofit organization)
- Public, government (*e.g.* , department of cultural affairs, municipal arts facility or program)
- Unincorporated private or community organization (*e.g.* , an organization without 501c3 status)
- Embedded under the umbrella of a larger organization
- For-profit business
- Other (*please specify*): \_\_\_\_\_

**2. What was the end date of your fiscal year that ended during 2010?**

- |  |   |   |  |
|--|---|---|--|
| <input type="checkbox"/> January 31, 2010  | <input type="checkbox"/> April 30, 2010 | <input type="checkbox"/> July 31, 2010      | <input type="checkbox"/> October 31, 2010  |
| <input type="checkbox"/> February 28, 2010 | <input type="checkbox"/> May 31, 2010   | <input type="checkbox"/> August 31, 2010    | <input type="checkbox"/> November 30, 2010 |
| <input type="checkbox"/> March 31, 2010    | <input type="checkbox"/> June 30, 2010  | <input type="checkbox"/> September 30, 2010 | <input type="checkbox"/> December 31, 2010 |

**3. Provide your organization's FY2010 total OPERATING expenditures.** \$

**4. Provide your organization's FY2010 total CAPITAL expenditures.** \$

**5. Provide your organization's FY2010 total support and revenue.** \$

**6. Estimate the total attendance to cultural events/exhibits that your organization produced or presented during 2010.** #

**7. Estimate the total dollar value of all in-kind contributions received by your organization during FY2010.** \$

**8. Estimate the total number of volunteer HOURS contributed by volunteers to your organization during 2010.** #

**THANK YOU FOR GATHERING THIS IMPORTANT ECONOMIC IMPACT INFORMATION !!**

(1) Mail, (2) Fax, or (3) Scan and E-mail Your Completed Survey to:

Fax: 202-371-0424  
E-mail: b davidson@artsusa.org

Benjamin Davidson  
Senior Director of Research Services  
Americans for the Arts  
1000 Vermont Avenue NW, 6th Floor  
Washington, DC 20005

## Section 1 - ORGANIZATION INFORMATION

Fiscal Year-End Date: 06/30/2010

|  |                         |
|--|-------------------------|
| 1 For the 12 months ended 06/30/2010   |                         |
| 2 Organization Login   | cdpblank                |
| 3 Legal Name of Your Organization  | CDP Blank Profile       |
| 3a Organization Mission Statement:   |                         |
| 3b From where do you draw your primary audience/constituency?  |                         |
| 3c Does your organization primarily serve a particular racial/ethnic group?  |                         |
| 3d Does your organization primarily serve a specific gender?   |                         |
| 3e Does your organization primarily serve a specific age group?  |                         |
| 3f Are there other distinct groups that you define as primary constituencies?  |                         |
| 4a Does your organization have a parent organization?  |                         |
| 4b Legal Name of Parent Organization (if any)  | (not applicable)        |
| 5 Is Arts & Culture the primary focus of the Parent Organization?  | (not applicable)        |
| 6 Is your organization, department, or ongoing program for whom you are filling out this form annually audited or reviewed by an independent public accounting firm? |                         |
| 7 Street Address   |                         |
| 8 Street Address, Line 2   |                         |
| 9 City   |                         |
| 10 State   |                         |
| 11 Zip + 4   |                         |
| 12 County  |                         |
| 13 Phone #   |                         |
| 14 Fax #   |                         |
| 15 Federal ID #  |                         |
| 16 Organization Type (e.g. 501(c)(3))  |                         |
| 16a If Other, Please Describe  | (not applicable)        |
| 16b What is the name of your organization/program's fiscal sponsor?  | (not applicable)        |
| 17 NTEE Classification   |                         |
| 17a NISP Discipline  |                         |
| 17b Specialty or branch of discipline  | (not applicable)        |
| 17c NISP Institution Type  |                         |
| 17d If None of the Above, Please Describe  | (not applicable)        |
| 18 DUNS #  |                         |
| 19 Web Address   |                         |
| 20 Accounting Method   |                         |
| 20a Accounting Method, if Other  | (not applicable)        |
| 21a Did your accounting method change during the period in Line 1?   |                         |
| 21b If yes, what was your former method of accounting?   | (not applicable)        |
| 21c Other Former Accounting Method   | (not applicable)        |
| 22 Contact Person  | Neville Vakharia        |
| 23 Contact Person Title  |                         |
| 24 Contact Person E-mail   | nvakharia@pewtrusts.org |
| 25 # of Board Members  |                         |
| 26 Year Organization Founded   |                         |
| 27 Year Organization Incorporated  |                         |
| 28 Date IRS Tax Exemption Received   |                         |
| 29 City Council District #   |                         |
| 30 State House District #  |                         |
| 31 State Senate District #   |                         |
| 32 Federal Congressional District #  |                         |

Section 1 - ORGANIZATION INFORMATION, continued

Fiscal Year-End Date: 06/30/2010

|  |            |
|--|------------|
| 33 Fiscal Year End Date (month & day only) | 06/30      |
| 34 Date Form Completed                     | 03/19/2011 |

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Section 2 - AUDIT/REVIEW VERIFICATION SHEET

Fiscal Year-End Date: 06/30/2010

BALANCE SHEET

|                                       | Total<br>06/30/2010 | Total<br>06/30/2009 |
|---------------------------------------|---------------------|---------------------|
| 1 Total Assets                        | \$0                 | \$0                 |
| 2 Total Liabilities and Net Assets    | \$0                 | \$0                 |
| 3 Net Assets - Unrestricted           | \$0                 | \$0                 |
| 4 Net Assets - Temporarily Restricted | \$0                 | \$0                 |
| 5 Net Assets - Permanently Restricted | \$0                 | \$0                 |

INCOME STATEMENT

| Revenue                      | Unrestricted | Temporarily<br>Restricted | Permanently<br>Restricted | Total<br>06/30/2010 | Total<br>06/30/2009 |
|------------------------------|--------------|---------------------------|---------------------------|---------------------|---------------------|
| 6 Per Audit: Total Revenue   |              |                           |                           | \$0                 | \$0                 |
| 7 Per Audit: Other Changes   |              |                           |                           | \$0                 | \$0                 |
| 8 Total Audit: Total Revenue |              |                           |                           | \$0                 | \$0                 |

| Expenses                       | Unrestricted | Temporarily<br>Restricted | Permanently<br>Restricted | Total<br>06/30/2010 | Total<br>06/30/2009 |
|--------------------------------|--------------|---------------------------|---------------------------|---------------------|---------------------|
| 9a Program                     |              |                           |                           | \$0                 | \$0                 |
| 9b Fundraising                 |              |                           |                           | \$0                 | \$0                 |
| 9c General & Administrative    |              |                           |                           | \$0                 | \$0                 |
| 9 Per Audit: Total Expenses    |              |                           |                           | \$0                 | \$0                 |
| 10 Per Audit: Other Changes    |              |                           |                           | \$0                 | \$0                 |
| 11 Total Audit: Total Expenses |              |                           |                           | \$0                 | \$0                 |

| Net                     | Unrestricted | Temporarily<br>Restricted | Permanently<br>Restricted | Total<br>06/30/2010 | Total<br>06/30/2009 |
|-------------------------|--------------|---------------------------|---------------------------|---------------------|---------------------|
| 12 Change in Net Assets |              |                           |                           | \$0                 | \$0                 |

## Section 3 - REVENUE

Fiscal Year-End Date: 06/30/2010

| Earned   | Unrestricted     | Temporarily Restricted | Permanently Restricted | Total<br>06/30/2010 | Total<br>06/30/2009 |
|--|------------------|------------------------|------------------------|---------------------|---------------------|
| 1 Admissions *   |                  |                        |                        | \$0                 | \$0                 |
| 2 Ticket Sales   |                  |                        |                        | \$0                 | \$0                 |
| 3 Tuitions *   |                  |                        |                        | \$0                 | \$0                 |
| 4 Workshop & Lecture Fees                                |                  |                        |                        | \$0                 | \$0                 |
| 5 Touring Fees   |                  |                        |                        | \$0                 | \$0                 |
| 6 Special Events - Non-fundraising                       |                  |                        |                        | \$0                 | \$0                 |
| 6a Special Events - Non-fundraising,<br>Briefly Describe | (not applicable) |                        |                        |                     |                     |
| 7 Gift Shop/Merchandise Sales                            |                  |                        |                        | \$0                 | \$0                 |
| 7a Gallery/Publication Sales                             |                  |                        |                        | \$0                 | \$0                 |
| 8 Food Sales/Concession Revenue                          |                  |                        |                        | \$0                 | \$0                 |
| 8a Parking Concessions                                   |                  |                        |                        | \$0                 | \$0                 |
| 9 Membership Dues/Fees                                   |                  |                        |                        | \$0                 | \$0                 |
| 10 Subscriptions - Performance                           |                  |                        |                        | \$0                 | \$0                 |
| 10a Subscriptions - Media                                |                  |                        |                        | \$0                 | \$0                 |
| 11 Contracted Services/Performance Fees                  |                  |                        |                        | \$0                 | \$0                 |
| 12 Rental Income   |                  |                        |                        | \$0                 | \$0                 |
| 13 Royalties/Rights & Reproductions                      |                  |                        |                        | \$0                 | \$0                 |
| 14 Advertising Revenue                                   |                  |                        |                        | \$0                 | \$0                 |
| 15 Sponsorship Revenue                                   |                  |                        |                        | \$0                 | \$0                 |
| 16 Investments-Realized Gains/Losses                     |                  |                        |                        | \$0                 | \$0                 |
| 17 Investments-Unrealized Gains/Losses                   |                  |                        |                        | \$0                 | \$0                 |
| 18 Interest & Dividends                                  |                  |                        |                        | \$0                 | \$0                 |
| 19 Other Earned Revenue                                  |                  |                        |                        | \$0                 | \$0                 |
| 19a If Other Earned Revenue, Briefly<br>Describe         | (not applicable) |                        |                        |                     |                     |
| 20 Total Earned Revenue                                  |                  |                        |                        | \$0                 | \$0                 |

Section 3 - REVENUE, continued

Fiscal Year-End Date: 06/30/2010

| Contributed   | Unrestricted     | Temporarily Restricted | Permanently Restricted | Total 06/30/2010 | Total 06/30/2009 |
|---|------------------|------------------------|------------------------|------------------|------------------|
| 21 Trustee/Board Contributions  |                  |                        |                        | \$0              | \$0              |
| 22 Individual Contributions   |                  |                        |                        | \$0              | \$0              |
| 23 Corporate Contributions  |                  |                        |                        | \$0              | \$0              |
| 24 Foundation Contributions   |                  |                        |                        | \$0              | \$0              |
| 25 Government - City  |                  |                        |                        | \$0              | \$0              |
| 26 Government - County  |                  |                        |                        | \$0              | \$0              |
| 27 Government - State   |                  |                        |                        | \$0              | \$0              |
| 28 Government - Federal   |                  |                        |                        | \$0              | \$0              |
| 28a Tribal Contributions  |                  |                        |                        | \$0              | \$0              |
| 29 Special Events - Fundraising   |                  |                        |                        | \$0              | \$0              |
| 30 Other Contributions  |                  |                        |                        | \$0              | \$0              |
| 30a Other Contributions, Briefly Describe   | (not applicable) |                        |                        |                  |                  |
| 30b Parent Organization Support   |                  |                        |                        | \$0              | \$0              |
| 30c Related Organization Contributions  |                  |                        |                        | \$0              | \$0              |
| 31 In-kind Contributions  |                  |                        |                        | \$0              | \$0              |
| 31a In-Kind Contributions, Briefly Describe   | (not applicable) |                        |                        |                  |                  |
| 32 Net Assets Released from Restrictions  |                  |                        |                        | \$0              | \$0              |
| 33 Total Contributed Revenue and Net Assets Released from Restrictions                  |                  |                        |                        | \$0              | \$0              |
| 34 Total Earned and Contributed Revenue Including Net Assets Released from Restrictions |                  |                        |                        | \$0              | \$0              |
| 35 Transfers & Reclassifications  |                  |                        |                        | \$0              | \$0              |

| Total            | Unrestricted | Temporarily Restricted | Permanently Restricted | Total 06/30/2010 | Total 06/30/2009 |
|------------------|--------------|------------------------|------------------------|------------------|------------------|
| 36 Total Revenue |              |                        |                        | \$0              | \$0              |

| Unrestricted Revenue Funds   | Total 06/30/2010 | Total 06/30/2009 |
|--|------------------|------------------|
| 37 Of the Total Unrestricted Revenue reported on line 36, what was the total amount intended for operating/programmatic purposes?    |                  | \$0              |
| 38 Of the Total Unrestricted Revenue reported on line 36, what was the total amount intended for capital purposes?                   |                  | \$0              |
| 39 Total Operating and Capital Revenue   |                  | \$0              |
| 40 Briefly describe any discrepancies between Total Unrestricted Revenue (line 36) and Total Operating and Capital Revenue (line 39) | (not applicable) |                  |



Section 4 - GOVERNMENT CONTRACTS AND GRANTS

Fiscal Year-End Date: 06/30/2010

| City Agency/Department         | Unrestricted     | Temporarily Restricted | Permanently Restricted | Total 06/30/2010 | Total 06/30/2009 |
|--------------------------------|------------------|------------------------|------------------------|------------------|------------------|
| A1                             |                  |                        |                        | \$0              | \$0              |
| A2                             |                  |                        |                        | \$0              | \$0              |
| A3                             |                  |                        |                        | \$0              | \$0              |
| A4                             |                  |                        |                        | \$0              | \$0              |
| A5                             |                  |                        |                        | \$0              | \$0              |
| A6                             |                  |                        |                        | \$0              | \$0              |
| A7                             |                  |                        |                        | \$0              | \$0              |
| A8                             |                  |                        |                        | \$0              | \$0              |
| A9                             |                  |                        |                        | \$0              | \$0              |
| A10                            |                  |                        |                        | \$0              | \$0              |
| A11 Other                      |                  |                        |                        | \$0              | \$0              |
| A11a If Other, please describe | (not applicable) |                        |                        |                  |                  |
| A12 Total Government - City    |                  |                        |                        | \$0              | \$0              |

| County Agency/Department       | Unrestricted     | Temporarily Restricted | Permanently Restricted | Total 06/30/2010 | Total 06/30/2009 |
|--------------------------------|------------------|------------------------|------------------------|------------------|------------------|
| B1                             |                  |                        |                        | \$0              | \$0              |
| B2                             |                  |                        |                        | \$0              | \$0              |
| B3                             |                  |                        |                        | \$0              | \$0              |
| B4                             |                  |                        |                        | \$0              | \$0              |
| B5                             |                  |                        |                        | \$0              | \$0              |
| B6                             |                  |                        |                        | \$0              | \$0              |
| B7                             |                  |                        |                        | \$0              | \$0              |
| B8                             |                  |                        |                        | \$0              | \$0              |
| B9                             |                  |                        |                        | \$0              | \$0              |
| B10                            |                  |                        |                        | \$0              | \$0              |
| B11 Other                      |                  |                        |                        | \$0              | \$0              |
| B11a If Other, please describe | (not applicable) |                        |                        |                  |                  |
| B12 Total Government - County  |                  |                        |                        | \$0              | \$0              |

Section 4 - GOVERNMENT CONTRACTS AND GRANTS, continued

Fiscal Year-End Date: 06/30/2010

| State Agency/Department        | Unrestricted     | Temporarily Restricted | Permanently Restricted | Total 06/30/2010 | Total 06/30/2009 |
|--------------------------------|------------------|------------------------|------------------------|------------------|------------------|
| C1                             |                  |                        |                        | \$0              | \$0              |
| C2                             |                  |                        |                        | \$0              | \$0              |
| C3                             |                  |                        |                        | \$0              | \$0              |
| C4                             |                  |                        |                        | \$0              | \$0              |
| C5                             |                  |                        |                        | \$0              | \$0              |
| C6                             |                  |                        |                        | \$0              | \$0              |
| C7                             |                  |                        |                        | \$0              | \$0              |
| C8                             |                  |                        |                        | \$0              | \$0              |
| C9                             |                  |                        |                        | \$0              | \$0              |
| C10                            |                  |                        |                        | \$0              | \$0              |
| C11 Other                      |                  |                        |                        | \$0              | \$0              |
| C11a If Other, please describe | (not applicable) |                        |                        |                  |                  |
| C12 Total Government - State   |                  |                        |                        | \$0              | \$0              |

| Federal Agency/Department      | Unrestricted     | Temporarily Restricted | Permanently Restricted | Total 06/30/2010 | Total 06/30/2009 |
|--------------------------------|------------------|------------------------|------------------------|------------------|------------------|
| D1                             |                  |                        |                        | \$0              | \$0              |
| D2                             |                  |                        |                        | \$0              | \$0              |
| D3                             |                  |                        |                        | \$0              | \$0              |
| D4                             |                  |                        |                        | \$0              | \$0              |
| D5                             |                  |                        |                        | \$0              | \$0              |
| D6                             |                  |                        |                        | \$0              | \$0              |
| D7                             |                  |                        |                        | \$0              | \$0              |
| D8                             |                  |                        |                        | \$0              | \$0              |
| D9                             |                  |                        |                        | \$0              | \$0              |
| D10                            |                  |                        |                        | \$0              | \$0              |
| D11 Other                      |                  |                        |                        | \$0              | \$0              |
| D11a If Other, please describe | (not applicable) |                        |                        |                  |                  |
| D12 Total Government - Federal |                  |                        |                        | \$0              | \$0              |

Section 5 - EXPENSES: SALARIES AND FRINGE

Fiscal Year-End Date: 06/30/2010

| Expense                                  | PROGRAM                 |                        |             |                             | Total<br>06/30/2010 | Total<br>06/30/2009 |
|--|-------------------------|------------------------|-------------|-----------------------------|---------------------|---------------------|
|  | Artists &<br>Performers | Program -<br>All Other | Fundraising | General &<br>Administrative |                     |                     |
| 1 Salaries                               |                         |                        |             |                             | \$0                 | \$0                 |
| 2 Commissions                            |                         |                        |             |                             | \$0                 | \$0                 |
| 3 Payroll Taxes                          |                         |                        |             |                             | \$0                 | \$0                 |
| 4 Health Benefits                        |                         |                        |             |                             | \$0                 | \$0                 |
| 5 Disability                             |                         |                        |             |                             | \$0                 | \$0                 |
| 6 Workers' Compensation                  |                         |                        |             |                             | \$0                 | \$0                 |
| 7 Pension and Retirement                 |                         |                        |             |                             | \$0                 | \$0                 |
| 8 Benefits - Other                       |                         |                        |             |                             | \$0                 | \$0                 |
| 8a Benefits - Other,<br>Briefly Describe | (not applicable)        |                        |             |                             |                     |                     |
| 9 Total Salaries and<br>Fringe           |                         |                        |             |                             | \$0                 | \$0                 |

|   | 06/30/2010 | 06/30/2009 |
|---|------------|------------|
| 10a For the employees on your payroll, organization pays this percent of individual healthcare costs                                |            |            |
| 10b For the employees on your payroll, organization pays this percent of family healthcare costs                                    |            |            |
| 10c For employees on your payroll, organization offers to contribute up to this percent of annual salary for pension and retirement |            |            |

Section 6 - EXPENSES: ALL OTHER

Fiscal Year-End Date: 06/30/2010

| Expense  | Program          | Fundraising | General & Administrative | Total 06/30/2010 | Total 06/30/2009 |
|--|------------------|-------------|--------------------------|------------------|------------------|
| 1 Total Salaries & Fringe                          |                  |             |                          | \$0              | \$0              |
| 2 Accounting                                       |                  |             |                          | \$0              | \$0              |
| 3 Advertising and Marketing                        |                  |             |                          | \$0              | \$0              |
| 4 Artist Commission Fees                           |                  |             |                          | \$0              | \$0              |
| 4a Artist Consignments                             |                  |             |                          | \$0              | \$0              |
| 5 Artists & Performers - Non-Salaried              |                  |             |                          | \$0              | \$0              |
| 6 Audit  |                  |             |                          | \$0              | \$0              |
| 7 Bank Fees  |                  |             |                          | \$0              | \$0              |
| 8 Repairs & Maintenance                            |                  |             |                          | \$0              | \$0              |
| 9 Catering & Hospitality                           |                  |             |                          | \$0              | \$0              |
| 10 Collections Conservation                        |                  |             |                          | \$0              | \$0              |
| 11 Collections Management                          |                  |             |                          | \$0              | \$0              |
| 12 Conferences & Meetings                          |                  |             |                          | \$0              | \$0              |
| 13 Cost of Sales                                   |                  |             |                          | \$0              | \$0              |
| 14 Depreciation                                    |                  |             |                          | \$0              | \$0              |
| 15 Dues & Subscriptions                            |                  |             |                          | \$0              | \$0              |
| 16 Equipment Rental                                |                  |             |                          | \$0              | \$0              |
| 17 Facilities - Other                              |                  |             |                          | \$0              | \$0              |
| 17a Facilities - Other, Briefly Describe           | (not applicable) |             |                          |                  |                  |
| 18 Fundraising Expenses - Other                    |                  |             |                          | \$0              | \$0              |
| 18a Fundraising Expenses - Other, Briefly Describe | (not applicable) |             |                          |                  |                  |
| 19 Fundraising Professionals                       |                  |             |                          | \$0              | \$0              |
| 20 Grantmaking Expense                             |                  |             |                          | \$0              | \$0              |
| 21 Honoraria                                       |                  |             |                          | \$0              | \$0              |
| 22 In-Kind Contributions                           |                  |             |                          | \$0              | \$0              |
| 23 Insurance                                       |                  |             |                          | \$0              | \$0              |
| 24 Interest Expense                                |                  |             |                          | \$0              | \$0              |
| 25 Internet & Website                              |                  |             |                          | \$0              | \$0              |
| 26 Investment Fees                                 |                  |             |                          | \$0              | \$0              |
| 27 Legal Fees                                      |                  |             |                          | \$0              | \$0              |
| 28 Lodging & Meals                                 |                  |             |                          | \$0              | \$0              |
| 29 Major Repairs                                   |                  |             |                          | \$0              | \$0              |
| 30 Office Expense - Other                          |                  |             |                          | \$0              | \$0              |
| 30a Office Expense - Other, Briefly Describe       | (not applicable) |             |                          |                  |                  |
| 31 Other   |                  |             |                          | \$0              | \$0              |
| 31a If Other, Briefly Describe                     | (not applicable) |             |                          |                  |                  |
| 32 Postage & Shipping                              |                  |             |                          | \$0              | \$0              |
| 33 Printing  |                  |             |                          | \$0              | \$0              |
| 34 Production & Exhibition Costs                   |                  |             |                          | \$0              | \$0              |
| 34a Programs - Other                               |                  |             |                          | \$0              | \$0              |
| 34b Programs - Other, Briefly Describe             | (not applicable) |             |                          |                  |                  |
| 35 Professional Development                        |                  |             |                          | \$0              | \$0              |
| 36 Professional Fees - Other                       |                  |             |                          | \$0              | \$0              |
| 36a Professional Fees - Other, Briefly Describe    | (not applicable) |             |                          |                  |                  |
| 37 Public Relations                                |                  |             |                          | \$0              | \$0              |
| 38 Rent  |                  |             |                          | \$0              | \$0              |
| 38a Recording & Broadcast Costs                    |                  |             |                          | \$0              | \$0              |
| 38b Royalties/Rights & Reproductions               |                  |             |                          | \$0              | \$0              |
| 39 Sales Commission Fees                           |                  |             |                          | \$0              | \$0              |

Section 6 - EXPENSES: ALL OTHER, continued

Fiscal Year-End Date: 06/30/2010

| Expense                      | Program | Fundraising | General & Administrative | Total<br>06/30/2010 | Total<br>06/30/2009 |
|------------------------------|---------|-------------|--------------------------|---------------------|---------------------|
| 39a Security                 |         |             |                          | \$0                 | \$0                 |
| 40 Supplies - Office & Other |         |             |                          | \$0                 | \$0                 |
| 41 Telephone                 |         |             |                          | \$0                 | \$0                 |
| 42 Touring                   |         |             |                          | \$0                 | \$0                 |
| 43 Travel                    |         |             |                          | \$0                 | \$0                 |
| 44 Utilities                 |         |             |                          | \$0                 | \$0                 |
| 45 Total Expenses            |         |             |                          | \$0                 | \$0                 |
| 46 Change in Net Assets      |         |             |                          | \$0                 | \$0                 |

Section 7 - MARKETING EXPENSES

Fiscal Year-End Date: 06/30/2010

| Expense   | Total<br>06/30/2010 | Total<br>06/30/2009 |
|---|---------------------|---------------------|
| 1 Advertising                                   |                     | \$0                 |
| 2 Dues & Subscriptions                          |                     | \$0                 |
| 3 Internet & Website                            |                     | \$0                 |
| 4 Lodging & Meals                               |                     | \$0                 |
| 5 Marketing Salaries & Fringes                  |                     | \$0                 |
| 6 Postage & Shipping                            |                     | \$0                 |
| 7 Printing                                      |                     | \$0                 |
| 8 Professional Fees                             |                     | \$0                 |
| 9 Public Relations                              |                     | \$0                 |
| 10 Sales Commission Fees                        |                     | \$0                 |
| 11 Telephone                                    |                     | \$0                 |
| 12 Travel                                       |                     | \$0                 |
| 13 Marketing - Other                            |                     | \$0                 |
| 13a Marketing - Other, Briefly Describe         | (not applicable)    |                     |
| 13b In-Kind Marketing Expense                   |                     | \$0                 |
| 13c In-Kind Marketing Expense, Briefly Describe | (not applicable)    |                     |
| 14 Total Marketing                              |                     | \$0                 |

Section 8 - BALANCE SHEET

Fiscal Year-End Date: 06/30/2010

ASSETS

| Current Assets                                    | Unrestricted | Temporarily Restricted | Permanently Restricted | Total 06/30/2010 | Total 06/30/2009 |
|---|--------------|------------------------|------------------------|------------------|------------------|
| 1 Cash & Cash Equivalents                         |              |                        |                        | \$0              | \$0              |
| 2 Accounts Receivable                             |              |                        |                        | \$0              | \$0              |
| 3 Pledges Receivable - Current                    |              |                        |                        | \$0              | \$0              |
| 4 Grants Receivable - Current                     |              |                        |                        | \$0              | \$0              |
| 5 Contracts Receivable                            |              |                        |                        | \$0              | \$0              |
| 6 Receivables - Other                             |              |                        |                        | \$0              | \$0              |
| 7 Inventory                                       |              |                        |                        | \$0              | \$0              |
| 8 Endowment Investments - Board Designated        |              |                        |                        | \$0              | \$0              |
| 9 Endowment Investments - Term                    |              |                        |                        | \$0              | \$0              |
| 10 Endowment Investments - Permanently Restricted |              |                        |                        | \$0              | \$0              |
| 11 Investments - All Other Marketable Securities  |              |                        |                        | \$0              | \$0              |
| 12 Prepaid Expenses                               |              |                        |                        | \$0              | \$0              |
| 13 Current Assets - Other                         |              |                        |                        | \$0              | \$0              |

| Non-Current Assets                                | Unrestricted | Temporarily Restricted | Permanently Restricted | Total 06/30/2010 | Total 06/30/2009 |
|---|--------------|------------------------|------------------------|------------------|------------------|
| 14 Fixed Assets - Land                            |              |                        |                        | \$0              | \$0              |
| 15 Fixed Assets - Building                        |              |                        |                        | \$0              | \$0              |
| 16 Fixed Assets - Furniture, Fixtures & Equipment |              |                        |                        | \$0              | \$0              |
| 16a Leasehold Improvements                        |              |                        |                        | \$0              | \$0              |
| 17 Accumulated Depreciation                       |              |                        |                        | \$0              | \$0              |
| 18 Pledges Receivable - Non-current               |              |                        |                        | \$0              | \$0              |
| 19 Grants Receivable - Non-current                |              |                        |                        | \$0              | \$0              |
| 20 Other - Non-current Assets                     |              |                        |                        | \$0              | \$0              |
| 21 Interfund Balances (must total to zero)        |              |                        |                        | \$0              | \$0              |
| 22 Total Assets                                   |              |                        |                        | \$0              | \$0              |



Section 8 - BALANCE SHEET, continued

Fiscal Year-End Date: 06/30/2010

LIABILITIES & NET ASSETS

| Current Liabilities              | Unrestricted | Temporarily Restricted | Permanently Restricted | Total 06/30/2010 | Total 06/30/2009 |
|----------------------------------|--------------|------------------------|------------------------|------------------|------------------|
| 23 Accounts Payable              |              |                        |                        | \$0              | \$0              |
| 24 Accrued Expenses              |              |                        |                        | \$0              | \$0              |
| 25 Grants Payable - Current      |              |                        |                        | \$0              | \$0              |
| 26 Credit Line Payable           |              |                        |                        | \$0              | \$0              |
| 27 Mortgages Payable - Current   |              |                        |                        | \$0              | \$0              |
| 28 Other Loans & Notes - Current |              |                        |                        | \$0              | \$0              |
| 29 Deferred Revenue              |              |                        |                        | \$0              | \$0              |
| 30 Other Current Liabilities     |              |                        |                        | \$0              | \$0              |

| Non-Current Liabilities                 | Unrestricted | Temporarily Restricted | Permanently Restricted | Total 06/30/2010 | Total 06/30/2009 |
|---|--------------|------------------------|------------------------|------------------|------------------|
| 31 Grants Payable - Non-current         |              |                        |                        | \$0              | \$0              |
| 32 Mortgages Payable - Non-current      |              |                        |                        | \$0              | \$0              |
| 33 Other Loans & Notes - Non-current    |              |                        |                        | \$0              | \$0              |
| 34 Other - Non-current Liabilities      |              |                        |                        | \$0              | \$0              |
| 35 Interfund Balances (must total zero) |              |                        |                        | \$0              | \$0              |

| Net Assets                        | Unrestricted | Temporarily Restricted | Permanently Restricted | Total 06/30/2010 | Total 06/30/2009 |
|-----------------------------------|--------------|------------------------|------------------------|------------------|------------------|
| 36 Net Assets                     |              |                        |                        | \$0              | \$0              |
| 37 Total Liabilities & Net Assets |              |                        |                        | \$0              | \$0              |

Section 9 - INVESTMENTS

Fiscal Year-End Date: 06/30/2010

| Endowments - Board Designated |   | Total<br>06/30/2010 | Total<br>06/30/2009 |
|-------------------------------|---|---------------------|---------------------|
| 1                             | Investments Balance - Beginning of Year | \$0                 | \$0                 |
| 2                             | Interest & Dividends                    |                     | \$0                 |
| 3                             | Realized Gains (Losses)                 |                     | \$0                 |
| 4                             | Unrealized Gains (Losses)               |                     | \$0                 |
| 5                             | New Funds In                            |                     | \$0                 |
| 6                             | Funds Out (must be a negative number)   |                     | \$0                 |
| 7                             | Investments Balance - End of Year       | \$0                 | \$0                 |

| Endowments - Term |   | Total<br>06/30/2010 | Total<br>06/30/2009 |
|-------------------|---|---------------------|---------------------|
| 8                 | Investments Balance - Beginning of Year | \$0                 | \$0                 |
| 9                 | Interest & Dividends                    |                     | \$0                 |
| 10                | Realized Gains (Losses)                 |                     | \$0                 |
| 11                | Unrealized Gains (Losses)               |                     | \$0                 |
| 12                | New Funds In                            |                     | \$0                 |
| 13                | Funds Out (must be a negative number)   |                     | \$0                 |
| 14                | Investments Balance - End of Year       | \$0                 | \$0                 |

| Endowments - Permanently Restricted |   | Total<br>06/30/2010 | Total<br>06/30/2009 |
|-------------------------------------|---|---------------------|---------------------|
| 15                                  | Investments Balance - Beginning of Year | \$0                 | \$0                 |
| 16                                  | Interest & Dividends                    |                     | \$0                 |
| 17                                  | Realized Gains (Losses)                 |                     | \$0                 |
| 18                                  | Unrealized Gains (Losses)               |                     | \$0                 |
| 19                                  | New Funds In                            |                     | \$0                 |
| 20                                  | Funds Out (must be a negative number)   |                     | \$0                 |
| 21                                  | Investments Balance - End of Year       | \$0                 | \$0                 |

| Investments - All Other |   | Total<br>06/30/2010 | Total<br>06/30/2009 |
|-------------------------|---|---------------------|---------------------|
| 22                      | Investments Balance - Beginning of Year | \$0                 | \$0                 |
| 23                      | Interest & Dividends                    |                     | \$0                 |
| 24                      | Realized Gains (Losses)                 |                     | \$0                 |
| 25                      | Unrealized Gains (Losses)               |                     | \$0                 |
| 26                      | New Funds In                            |                     | \$0                 |
| 27                      | Funds Out (must be a negative number)   |                     | \$0                 |
| 28                      | Investments Balance - End of Year       | \$0                 | \$0                 |

Section 10 - LOANS

Fiscal Year-End Date: 06/30/2010

| Credit Line                                    | Total<br>06/30/2010 | Total<br>06/30/2009 |
|--|---------------------|---------------------|
| 1 Balance - Beginning of Year                  | \$0                 | \$0                 |
| 2 Additional Borrowings During the Fiscal Year |                     | \$0                 |
| 3 Total Repayments During the Fiscal Year      |                     | \$0                 |
| 4 Balance - End of Year                        | \$0                 | \$0                 |
| 5 Credit Line Limit                            |                     | \$0                 |
| 6 Credit Line Rate                             |                     | 0.0%                |

| Mortgage Payable                               | Total<br>06/30/2010 | Total<br>06/30/2009 |
|--|---------------------|---------------------|
| 7 Balance - Beginning of Year                  | \$0                 | \$0                 |
| 8 Additional Borrowings During the Fiscal Year |                     | \$0                 |
| 9 Total Repayments During the Fiscal Year      |                     | \$0                 |
| 10 Balance - End of Year                       | \$0                 | \$0                 |
| 10a Mortgages Payable - Current                |                     | \$0                 |
| 10b Mortgages Payable - Non Current            |                     | \$0                 |
| 11 Mortgage Rate                               |                     | 0.0%                |

| All Other Loan And Notes Combined               | Total<br>06/30/2010 | Total<br>06/30/2009 |
|---|---------------------|---------------------|
| 12 Balance - Beginning of Year                  | \$0                 | \$0                 |
| 13 Additional Borrowings During the Fiscal Year |                     | \$0                 |
| 14 Total Repayments During the Fiscal Year      |                     | \$0                 |
| 15 Balance - End of Year                        | \$0                 | \$0                 |
| 15a Other Notes & Loans - Current               |                     | \$0                 |
| 15b Other Notes & Loans - Non Current           |                     | \$0                 |

Section 11 - NON-FINANCIAL INFORMATION

Fiscal Year-End Date: 06/30/2010

| A - Number of Contributors             | Total<br>06/30/2010 | Total<br>06/30/2009 |
|--|---------------------|---------------------|
| A1 Individuals                         |                     | 0                   |
| A2 Board                               |                     | 0                   |
| A3 Corporate                           |                     | 0                   |
| A4 Foundation                          |                     | 0                   |
| A5 Government (Federal, State & Local) |                     | 0                   |

| B - Space                                       | Square Footage<br>06/30/2010 | Square Footage<br>06/30/2009 |
|---|------------------------------|------------------------------|
| B1 Do you own space?                            |                              |                              |
| B2 Do you rent space?                           |                              |                              |
| B3 Is space donated to you or provided in-kind? |                              |                              |

| C - Attendance 06/30/2010                    | Physical | Virtual | Total |
|--|----------|---------|-------|
| C1 Total Paid Attendance                     |          |         | 0     |
| C2 Total Free Attendance                     |          |         | 0     |
| C3 Total Attendance                          |          |         | 0     |
| C4 Children 18 and under                     |          |         | 0     |
| C5 Number of Groups of Children 18 and Under |          |         | 0     |
| C5a Number of Other Groups                   |          |         | 0     |
| C6 Attendance - Classes/Workshops            |          |         | 0     |

| D - Website Activity   | Total<br>06/30/2010 | Total<br>06/30/2009 |
|--|---------------------|---------------------|
| D1 Number of Page Views  |                     | 0                   |
| D2 Number of Unique Web Visitors   |                     | 0                   |
| D3 Total Number of Web Visitors  |                     | 0                   |
| D4 Total income earned from website activities (from admissions, ticket sales, shop sales, etc.) |                     | \$0                 |
| D5 Total website generated donations   |                     | \$0                 |

| E - Subscribers & Members                            | Total<br>06/30/2010 | Total<br>06/30/2009 |
|--|---------------------|---------------------|
| E1 Paying Subscribers - Performance                  |                     | 0                   |
| E1a Paying Subscribers - Media                       |                     | 0                   |
| E1b Non-paying Subscribers - Media                   |                     | 0                   |
| E2 Paying Members                                    |                     | 0                   |
| E3 How many people are both members and subscribers? |                     | 0                   |

| F - Admission/Ticket Pricing (in dollars) | Total<br>06/30/2010 | Total<br>06/30/2009 |
|---|---------------------|---------------------|
| F1 Average Adult Price                    |                     | \$0.00              |
| F2 Average Child Price                    |                     | \$0.00              |
| F3 Average Senior Citizen Price           |                     | \$0.00              |
| F4 Average Student Price                  |                     | \$0.00              |
| F5 Highest Single Price                   |                     | \$0.00              |
| F6 Lowest Single Price                    |                     | \$0.00              |
| F7 Median Price                           |                     | \$0.00              |

Section 11 - NON-FINANCIAL INFORMATION, continued

Fiscal Year-End Date: 06/30/2010

| Other Pricing                                   | Total<br>06/30/2010 | Total<br>06/30/2009 |
|---|---------------------|---------------------|
| F8 Average Adult Tuition/Workshop Price         |                     | \$0.00              |
| F9 Average Child Tuition/Workshop Price         |                     | \$0.00              |
| F10 Average Publication Price                   |                     | \$0.00              |
| F11 Average Fundraising Special Event Price     |                     | \$0.00              |
| F12 Average Non-fundraising Special Event Price |                     | \$0.00              |
| F13 Average Media Content Price                 |                     | \$0.00              |

| G - Program Activity   | Total<br>06/30/2010 | Total<br>06/30/2009 |
|--|---------------------|---------------------|
| G1 Live Productions - Self-Produced                                  |                     | 0                   |
| G1a Live Productions - Presented Only                                |                     | 0                   |
| G2 Public Performances - Home  |                     | 0                   |
| G3 Public Performances - Away  |                     | 0                   |
| G3a Online/radio/television programs                                 |                     | 0                   |
| G4 Permanent Exhibitions   |                     | 0                   |
| G5 Temporary Exhibitions   |                     | 0                   |
| G6 Classes/Workshops - for the public/constituents                   |                     | 0                   |
| G7 Classes/Workshops - for professional artists                      |                     | 0                   |
| G7a Publications   |                     | 0                   |
| G7b Number of Publications Sold/Distributed                          |                     | 0                   |
| G8 Tours   |                     | 0                   |
| G8a Number of Tour Occurrences                                       |                     | 0                   |
| G9 Films   |                     | 0                   |
| G9a Number of Film Screenings  |                     | 0                   |
| G10 Lectures   |                     | 0                   |
| G10a Number of Lecture Occurrences                                   |                     | 0                   |
| G11 Exhibition Openings  |                     | 0                   |
| G12 World Premieres  |                     | 0                   |
| G13 National Premieres   |                     | 0                   |
| G14 Local Premieres  |                     | 0                   |
| G15 Works Commissioned   |                     | 0                   |
| G16 Workshops or readings of new works                               |                     | 0                   |
| G17 Programs - Other   |                     | 0                   |
| G17a Number of Programs - Other Occurrences                          |                     | 0                   |
| G17b Programs - Other, Briefly Describe                              | (not applicable)    |                     |
| G18 Off-site School Programs   |                     | 0                   |
| G18a Number of Off-site School Program Occurrences                   |                     | 0                   |
| G19 Facility Rentals - By your organization for your program use     |                     | 0                   |
| G20 Facility Rentals - By your organization for your non-program use |                     | 0                   |
| G21 Rentals of your facility by others                               |                     | 0                   |

| H - Capital and Endowment Campaigns 06/30/2010  | Capital | Endowment |
|---|---------|-----------|
| H1 Has your organization recently completed a capital or endowment fundraising campaign (not including annual campaigns)?                   |         |           |
| H1a If yes, when was it completed?  |         |           |
| H2 Is your organization in the middle of or actively planning a capital or endowment fundraising campaign (not including annual campaigns)? |         |           |
| H2a If yes, what is the expected completion date?   |         |           |
| H2b If yes, what is the campaign goal (in dollars)?   |         |           |
| H2c If the campaign is in progress, how much has been raised as of the end of the fiscal year?  |         |           |

| I - Staff & Non-Staff Statistics<br>(number of people) 06/30/2010 | PROGRAM                 |                        |             |                             | Total |
|---|-------------------------|------------------------|-------------|-----------------------------|-------|
|   | Artists &<br>Performers | Program -<br>All Other | Fundraising | General &<br>Administrative |       |
| I1 Full-time Permanent Employees                                  |                         |                        |             |                             | 0.00  |
| I2 Part-time/Seasonal Employees                                   |                         |                        |             |                             | 0.00  |
| I3 Part-time/Seasonal Empl. - FTEs                                |                         |                        |             |                             | 0.00  |
| I4 Full-time Volunteers   |                         |                        |             |                             | 0.00  |
| I5 Part-time Volunteers   |                         |                        |             |                             | 0.00  |
| I6 Part-time Volunteers - FTEs                                    |                         |                        |             |                             | 0.00  |
| I7 Independent Contractors  |                         |                        |             |                             | 0.00  |
| I8 Independent Contractors - FTEs                                 |                         |                        |             |                             | 0.00  |
| I9 Interns/Apprentices  |                         |                        |             |                             | 0.00  |
| I10 Interns/Apprentices - FTEs                                    |                         |                        |             |                             | 0.00  |

# Dear Arts Patron:



Please take a few minutes to answer the following questions. This survey is part of a study to measure the economic impact of the arts and culture in this community. The information that you provide will be kept strictly confidential. Please answer each question completely and return the survey to the person who gave it to you. Thank you!

**1. What is the ZIP Code or postal code of your primary residence?** \_\_\_\_\_

(If you currently are staying in a vacation property or second home that you own, provide the zip code for that home).

**2. Which of the following best describes your primary reason for being in this community today? (Check only one)**

- |  |  |
|--|--|
| <input type="checkbox"/> A I am a full-time resident/I live here                     | <input type="checkbox"/> F I am here for a combination of business & pleasure    |
| <input type="checkbox"/> B I am a part-time resident (e.g., I own a vacation home)   | <input type="checkbox"/> G I am here on personal business (e.g., wedding)        |
| <input type="checkbox"/> C I am here specifically to attend this arts/cultural event | <input type="checkbox"/> H I am here to visit friends or relatives who live here |
| <input type="checkbox"/> D I am here on a vacation/holiday                           | <input type="checkbox"/> I Other (Please specify): _____                         |
| <input type="checkbox"/> E I am here to conduct business (e.g., meeting)             |  |

**3. Including yourself, how many people are attending this arts event with you?**

Include only the people in your immediate travel party (e.g., not tour groups). Adults: \_\_\_\_\_ Children (<18): \_\_\_\_\_

**4. How many nights away from your primary residence will you spend in this community specifically because of your attendance to this arts event? If you answered in Q. 2 that you are a resident, and you will not spend any nights away from home, please respond with "0".**

# of Nights: \_\_\_\_\_

**5. List below the estimated amount of money that you and the members of your immediate travel party have spent or plan to spend in this community specifically as a result of your attendance to this arts event. Remember to include money spent before, during, and after the event. If exact figures are not available, use your best estimates.**

- A. Admission/tickets to this event \$ \_\_\_\_\_
- B. Refreshments and/or snacks purchased while at this event \$ \_\_\_\_\_
- C. Food, drinks, or meals purchased before or after this event (i.e., at a local restaurant) \$ \_\_\_\_\_
- D. Souvenirs, gifts, books, recordings, and/or art \$ \_\_\_\_\_
- E. Clothing or accessories specifically for this event \$ \_\_\_\_\_
- F. Local transportation (e.g., gas, parking, tolls, rental car, taxi or bus fare -- not airfare) \$ \_\_\_\_\_
- G. Child-care specifically to attend this event \$ \_\_\_\_\_
- H. Overnight accommodations because of this event (e.g., hotel, motel, bed & breakfast) \$ \_\_\_\_\_
- I. Other (Please specify): \_\_\_\_\_ \$ \_\_\_\_\_

**6. Which of the following ranges includes your current age?**

- A Younger than 18     B 18-34     C 35-44     D 45-54     E 55-64     F 65+

**7. What is the highest level of education that you have completed?**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> A Less than high school | <input type="checkbox"/> C 2-year college/technical/associates degree | <input type="checkbox"/> E Masters degree  |
| <input type="checkbox"/> B High school           | <input type="checkbox"/> D 4-year college degree                      | <input type="checkbox"/> F Doctoral degree |

**8. Which of the following ranges includes your annual household income?**

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> A Less than \$40,000  | <input type="checkbox"/> C \$60,000 - \$79,999 | <input type="checkbox"/> E \$100,000 - \$119,999 |
| <input type="checkbox"/> B \$40,000 - \$59,999 | <input type="checkbox"/> D \$80,000 - \$99,999 | <input type="checkbox"/> F \$120,000 or More     |

**9. Do you actively participate in the creation of art or music?**

(For example, do you sing in a choir, act in a play, paint or draw, etc.?)  A Yes     B No

**10. If this event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?**

- A No, I would have skipped the cultural experience altogether
- B No, I would have replaced it with another nearby cultural experience
- C Yes, I would have traveled to a **different community**    C-27



## Estimado patrocinador de las artes:

Por favor tómese unos minutos para contestar las siguientes preguntas. Esta encuesta es parte de un estudio para medir el impacto económico de las artes y la cultura en esta comunidad. La información que usted proporcione será considerada estrictamente confidencial. Por favor conteste cada pregunta por completo y devuélvase la encuesta a la persona que se la entregó. ¡Gracias!



### 1. ¿Cuál es el código postal de su residencia principal? \_\_\_\_\_

(Si usted se está quedando actualmente en una residencia de vacaciones o en un segundo hogar del cual usted es el dueño, proporcione el código postal de ese hogar.)

### 2. ¿Cuál de las siguientes razones describe mejor su razón principal para estar en esta comunidad hoy? (Marque sólo una)

- |   |  |
|---|--|
| <input type="checkbox"/> A Soy un residente durante todo el año / vivo aquí                         | <input type="checkbox"/> F Estoy aquí por una combinación de negocios y placer                 |
| <input type="checkbox"/> B Soy un residente parte del tiempo ( <i>por ej.</i> , casa de vacaciones) | <input type="checkbox"/> G Estoy aquí por un asunto personal ( <i>por ej.</i> , un matrimonio) |
| <input type="checkbox"/> C Estoy aquí específicamente para atender a este evento cultural           | <input type="checkbox"/> H Estoy aquí para visitar a amistades o parientes que viven aquí      |
| <input type="checkbox"/> D Estoy aquí de vacaciones / por un feriado                                | <input type="checkbox"/> I Otra razón ( <i>sírvase especificar</i> ): _____                    |
| <input type="checkbox"/> E Estoy aquí de negocios ( <i>por ej.</i> , para una reunión)              | _____  |

### 3. ¿Incluyéndolo a usted, cuantas personas están asistiendo a este evento de las artes junto con usted? Incluya sólo a personas en su grupo de viaje (por ej., no incluya grupos que son parte de un tour)

Adultos: \_\_\_\_\_ Niños (<18): \_\_\_\_\_

### 4. ¿Cuántas noches pasará usted en esta comunidad alejado de su residencia principal específicamente debido a su asistencia a este evento de las artes. Si usted respondió que era un residente en la Pregunta 2 y usted no va a pasar noches afuera de su hogar, sírvase responder "0".

# of Noches: \_\_\_\_\_

### 5. Indique abajo la cantidad aproximada de dinero que usted y miembros de su grupo de viaje han gastado o planean gastar en esta comunidad específicamente debido a su asistencia a este evento de las artes. Acuérdese de incluir el dinero gastado antes, durante y después del evento. Si no tiene las cifras exactas, sírvase aproximar lo mejor posible.

- |  |             |
|--|-------------|
| A. Entradas a este evento  | A. \$ _____ |
| B. Refrescos y/o refrigerios comprados mientras asistía a este evento.   | B. \$ _____ |
| C. Alimentos, bebidas o comidas compradas antes o después de este evento ( <i>por ej.</i> , en un restaurante local)                         | C. \$ _____ |
| D. Souvenirs, obsequios, libros, discos y/o arte   | D. \$ _____ |
| E. Ropa o accesorios comprados específicamente para este evento  | E. \$ _____ |
| F. Transporte local ( <i>por ej.</i> , gasolina, estacionamiento, peajes, arriendo de auto, taxi, pasaje de bus – <u>no incluya vuelos</u> ) | F. \$ _____ |
| G. Cuidado de niños debido específicamente por este evento   | G. \$ _____ |
| H. Pasar la noche específicamente debido a este evento ( <i>por ej.</i> , hotel, motel, pensión)   | H. \$ _____ |
| I. Otro motivo ( <i>sírvase especificar</i> ): _____   | I. \$ _____ |

### 6. ¿Cuál de los siguientes casilleros indica su edad actual?

- A Menor de 18       B 18-34       C 35-44       D 45-54       E 55-64       F 65+

### 7. ¿Cuál es el nivel más avanzado de educación que usted ha completado?

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> A No ha completado escuela secundaria | <input type="checkbox"/> C Universidad de 2 años/técnica/título asociado | <input type="checkbox"/> E Maestría (posgrado, no doctorado) |
| <input type="checkbox"/> B Escuela secundaria                  | <input type="checkbox"/> D Titulado de una universidad de 4 años         | <input type="checkbox"/> F Doctorado                         |

### 8. ¿Cuál de los siguientes casilleros indica los ingresos anuales de su núcleo familiar?

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> A Menos de \$40,000   | <input type="checkbox"/> C \$60,000 - \$79,999 | <input type="checkbox"/> E \$100,000 - \$119,999 |
| <input type="checkbox"/> B \$40,000 - \$59,999 | <input type="checkbox"/> D \$80,000 - \$99,999 | <input type="checkbox"/> F \$120,000 o más       |

### 9. ¿Usted participa activamente en la creación de arte o música?

(*Por ejemplo*, ¿canta en un coro, actúa en una obra de teatro, pinta o dibuja?)  A Sí  B No

### 10. ¿Si este evento o exhibición no estuviera ocurriendo, hubiese usted viajado a otra comunidad para asistir a una experiencia cultural similar?

- |  |
|--|
| <input type="checkbox"/> A No, yo no hubiese asistido a una experiencia cultural               |
| <input type="checkbox"/> B No, yo la hubiese reemplazado con otra experiencia cultural cercana |
| <input type="checkbox"/> C Sí, yo hubiese viajado a una comunidad diferente                    |

**Dear Arts Patron:**

Please take a few minutes to answer the following questions. This survey is part of a study to measure the economic impact of the arts and culture in this community. The information that you provide will be kept strictly confidential. Please answer each question completely and return the survey to the person who gave it to you. Thank you!!



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**1. What is the ZIP Code or postal code of your primary residence?** \_\_\_\_\_

(If you currently are staying in a vacation property or second home that you own, provide the zip code for that home).

**2. Which of the following best describes your primary reason for being in this community today? (Check only one)**

- A I am a full-time resident/I live here |
- B I am a part-time resident (e.g. , I own a vacation home)
- C I am here specifically to attend this arts/cultural event
- D I am here on a vacation/holiday
- E I am here to conduct business (e.g. , meeting)
- F I am here for a combination of business & pleasure
- G I am here on personal business (e.g. , wedding)
- H I am here to visit friends or relatives who live here
- I Other (Please specify): \_\_\_\_\_

**3. Including yourself, how many people are attending this arts event with you?** Include only the people in your immediate travel party (e.g., not tour groups).

Adults: \_\_\_\_\_ Children (<18): \_\_\_\_\_

**4. How many nights away from your primary residence will you spend in this community specifically because of your attendance to this arts event?** If you answered in Q. 2 that you are a resident, and you will not spend any nights away from home, respond with "0".

# of Nights: \_\_\_\_\_

**Continued on Back**

**5. List below the estimated amount of money that you and the members of your immediate travel party have spent or plan to spend in this community specifically as a result of your attendance to this arts event. Remember to include money spent before, during, and after the event. If exact figures are not available, use your best estimates.**

- A. Admission/tickets to this event \$ \_\_\_\_\_
- B. Refreshments and/or snacks purchased while at this event \$ \_\_\_\_\_
- C. Food, drinks, or meals purchased before or after this event (i.e., at a local restaurant) \$ \_\_\_\_\_
- D. Souvenirs, gifts, books, recordings, and/or art \$ \_\_\_\_\_
- E. Clothing or accessories specifically for this event \$ \_\_\_\_\_
- F. Local transportation (e.g., gas, parking, tolls, rental car, taxi or bus fare -- not airfare) \$ \_\_\_\_\_
- G. Child-care specifically to attend this event \$ \_\_\_\_\_
- H. Overnight accommodations because of this event (e.g., hotel, motel, bed & breakfast) \$ \_\_\_\_\_
- I. Other (*Please specify*): \_\_\_\_\_ \$ \_\_\_\_\_

**6. Which of the following ranges includes your current age?**

- |  |                                  |                                  |
|--|----------------------------------|----------------------------------|
| <input type="checkbox"/> A Younger than 18 | <input type="checkbox"/> C 35-44 | <input type="checkbox"/> E 55-64 |
| <input type="checkbox"/> B 18-34           | <input type="checkbox"/> D 45-54 | <input type="checkbox"/> F 65+   |

**7. What is the highest level of education that you have completed?**

- |   |  |
|---|--|
| <input type="checkbox"/> A Less than high school                      | <input type="checkbox"/> D 4-year college degree |
| <input type="checkbox"/> B High school                                | <input type="checkbox"/> E Masters degree        |
| <input type="checkbox"/> C 2-year college/technical/associates degree | <input type="checkbox"/> F Doctoral degree       |

**8. Which of the following ranges includes your annual household income?**

- |  |  |
|--|--|
| <input type="checkbox"/> A Less than \$40,000  | <input type="checkbox"/> D \$80,000 - \$99,999   |
| <input type="checkbox"/> B \$40,000 - \$59,999 | <input type="checkbox"/> E \$100,000 - \$119,999 |
| <input type="checkbox"/> C \$60,000 - \$79,999 | <input type="checkbox"/> F \$120,000 or More     |

**9. Do you actively participate in the creation of art or music?**

(For example, do you sing in a choir, act in a play, paint or draw, etc.?)

- A Yes       B No

**10. If this event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?**

- A **No**, I would have skipped the cultural experience altogether
- B **No**, I would have replaced it with another nearby cultural experience
- C **Yes**, I would have traveled to a **different community**



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