

An assessment of

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

and

Impacts of Participating in the Arts on
Civic Involvement

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

Prepared by Meaghan Murphy

SUMMARY OF SIGNIFICANT FINDINGS

General

There are an estimated 497,143 people in Vermont who attend cultural activities¹.

It also is estimated that 185,732 people in Vermont participate in cultural activities².

More people donate money than volunteer for local organizations that provide cultural and arts activities to the community.

The majority of Vermonters vote in local and national elections.

About one in five serves or has served as an elected or volunteer public official.

Vermonters on average spend more money monthly to attend cultural events than they do to participate in them.

Vermonters who attend cultural events spend on average \$59 a month to do so. Those that attend most commonly report spending \$50.

People who participate in cultural activities in Vermont spend on average \$45 a month to do so. The most common monthly spending reported by residents to participate was none at all.

Influence of Participation in Cultural Activities on Civic Involvement

People that *attend* arts events and activities vote more regularly in local and national elections.

People that *attend* cultural and arts events also serve as an elected or public officialalso serve as an elected o

Significant Demographics for Participation in Cultural & Civic Activities

The higher a persons' level of *educational attainment*, the more often they attend cultural events, participate in cultural activities, donate to community organizations that support cultural and arts programs, and serve as an elected or volunteer public official.

Household income level is a significant factor in whether or not people attend cultural events, donate to community cultural/arts organizations, and if they vote regularly in local and national elections.

People ion households with *children under 18* more frequently attend cultural/arts events and donate to community cultural and arts organizations than those without children.

Those *without children* serve or have served more often as an elected or volunteer pubic official than those with children in their household under 18.

People that identify living in *urban* areas more frequently attend cultural events than people who live in suburban or rural areas.

Both *urban and rural* Vermont residents donate more to organizations that support the arts than those who identify living in *suburban* areas.

There was no significant relationship between *gender* and any of these questions.

Table of Contents

Table of Contents.....	4
List of Figures.....	4
Introduction.....	5
Methodology.....	5
Univariate Analysis: Question results by Frequency.....	7
Bivariate Analysis: Selected Participation & Demographics.....	10
Significant Findings by Demographics.....	14
Appendix.....	16
References Cited.....	22

List of Figures

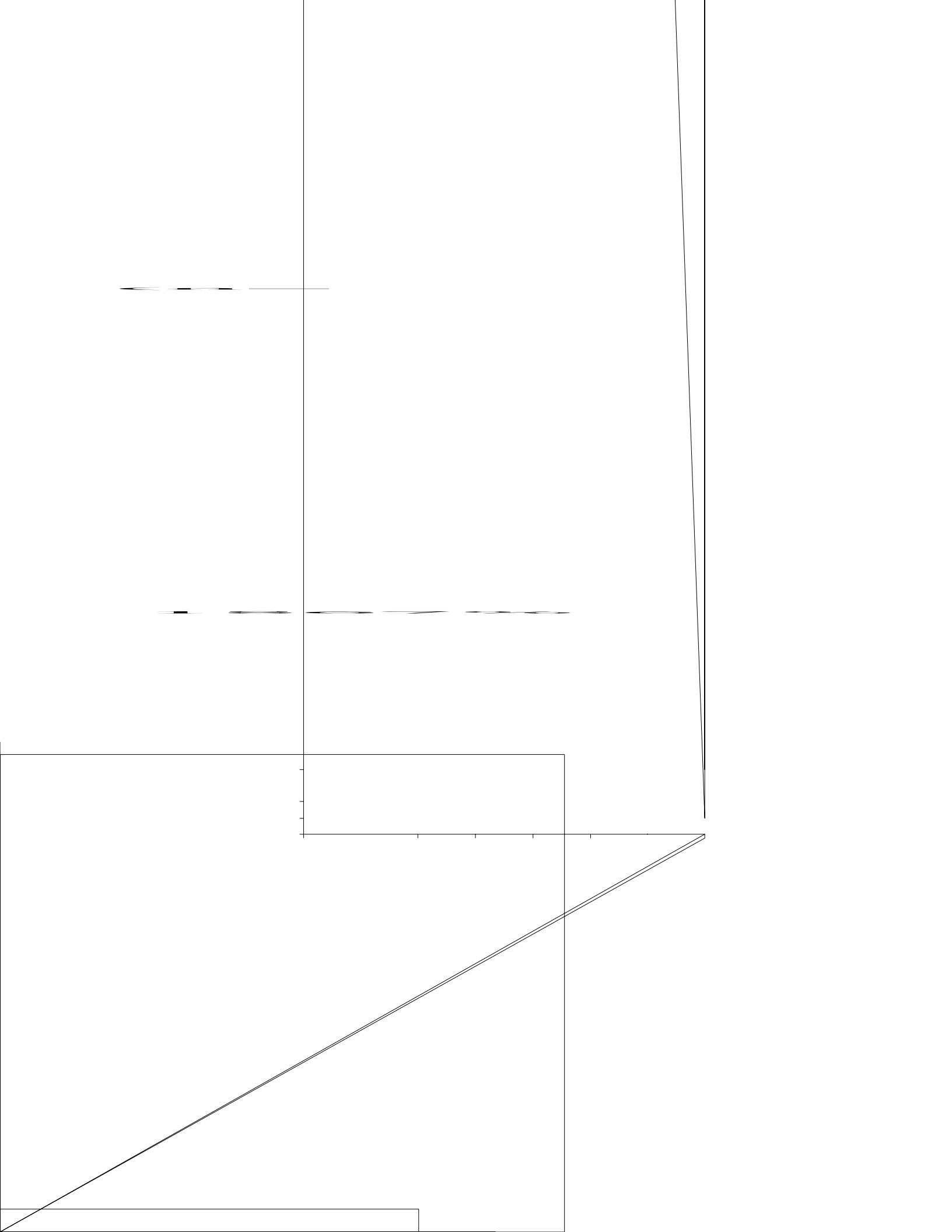
Figure 1. Attend or not attend cultural activities (n= 607).....	7
Figure 2. Reported frequency of attending cultural activities.....	7
Figure 3. Participate or do not participate in cultural activities.....	8
Figure 4. Reported frequency of participating in cultural activities.....	8
Figure 5. Donate Money.....	9
Figure 6. Volunteer Time.....	9
Figure 7. Local Elections.....	9
Figure 8. National Elections.....	9
Figure 9. Service as elected or volunteer public official.....	9
Figure 10: Significance.....	10
Figure 11: Regularly vote in local elections by attendance at arts/cultural events, $p < .01^{***}$	10
Figure 12: Regularly vote in national elections by attendance at arts events, $p < .05^{**}$	10
Figure 13: Served as elected or volunteer public official by attendance at arts events, $p < .05^{**}$. 11	11
Figure 14: Served as elected or volunteer public official by participation in the arts, $p < .01^{***}$. 11	11
Figure 15: Donating money to local organizations by attendance at Activities, $p < .01^{***}$	12
Figure 16: Donating money to local organizations by participation in Activities, $p < .05^{**}$	12
Figure 17: Volunteering at organizations that support cultural activities by attendance at such events, $p < .01^{***}$	12
Figure 18: Volunteering at organizations that support cultural activities by participation at such events, $p < .01^{***}$	13

Introduction

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

Methodology

The data used in this report were collected by the Center for Rural Studies at the University of Vermont as part of the annual "Vermont Poll." The survey was conducted between the hours of 4:00 p.m. and 9:00 p.m. beginning on February 24, 2004 and ending on March 3, 2004. The telephone polling was conducted from the University of Vermont using computer-aided telephone interviewing (CATI). The sample for the poll was drawn through random digit dialing



Community/ Civic involvement

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

Figure 5. Donate Money

(n=601)

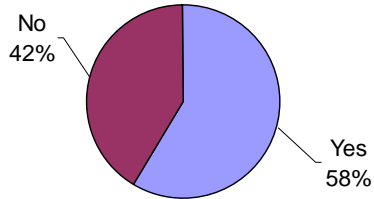
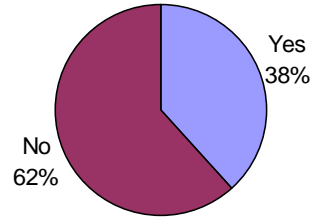


Figure 6. Volunteer Time

(n=601)



Vote regularly:

Figure 7. Local Elections

(n=607)

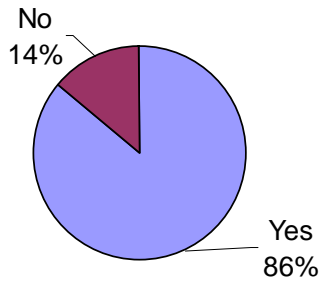


Figure 8. National Elections

(n=607)

When it come

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

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

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

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

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

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

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

Children Under 18

87.8% of Vermont households with children under 18 present *attended* cultural events while only 75.9% of those without children reported attending these events.

63.4% of households with children under 18 reported *donating to organizations* that support community cultural events while only 55.5% of household without children reported donating to these organizations.

However, only 17.9% of households with children under 18 reported having someone *serve as an elected or volunteer public official* while 24.1% of those without children reported this type of service.

Rural, Suburban, or Urban community

The more urban the area people live, the more they attend cultural events. Just over 75% of Vermonters in rural areas, 84% of those in suburban communities, and 89% in urban areas report attending these types of events.

People in urban areas donate most frequently (71%) to organizations that support community cultural and arts activities followed by those that live in rural areas (59%).

Vermonters in suburban communities donate least frequently (52%).

Gender

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

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

Appendix

Characteristics/ Profile of those who Attend Events:

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

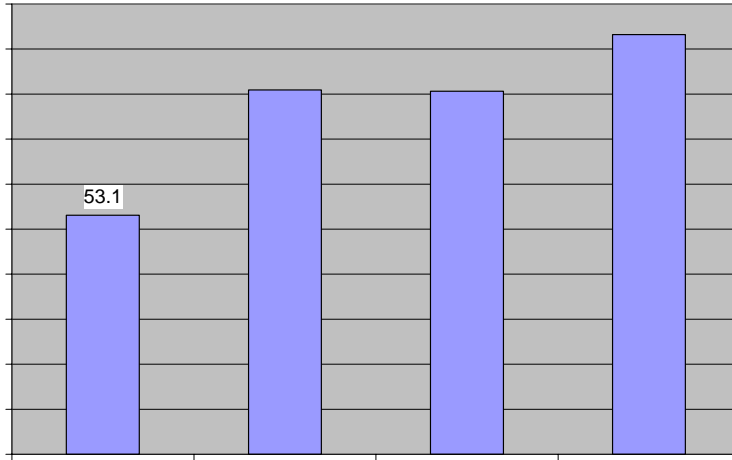
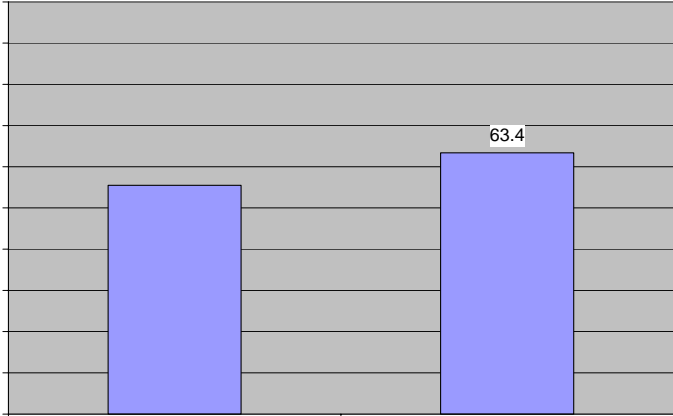


Figure A3: Attend by Children under 18*** (Significance, $p=.000$, $\chi^2=12.7$)



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



Vote in Local and National Elections

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

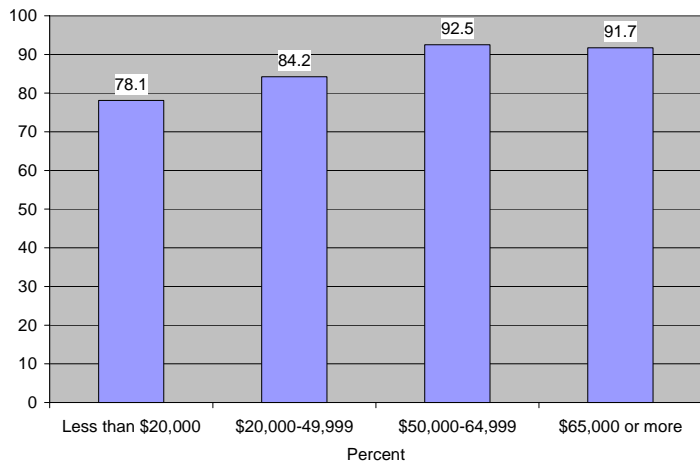


Figure A12: Vote Local by Education*** (Significance $p = .000$, $\chi^2 = 21.1$)

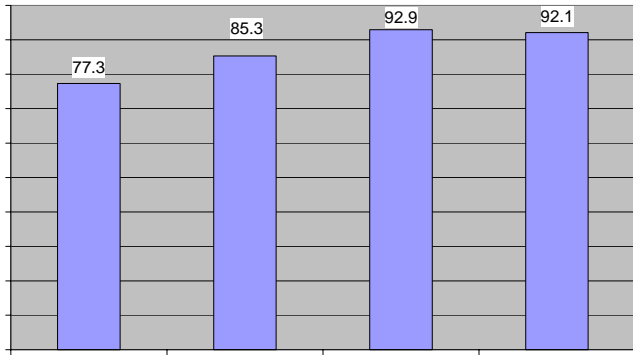
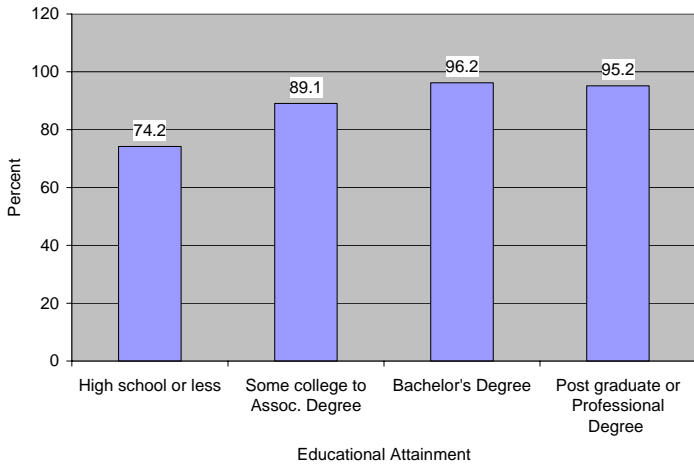
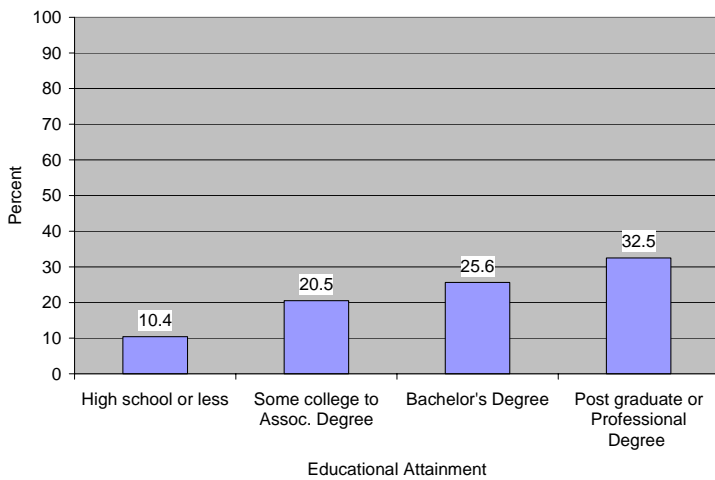


Figure A14: Vote Nationally by Education*** (Significance $p = .000$, $\chi^2 = 46.1$)



Served as elected official

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



References Cited

The Creative Economy Council. *Creative New England, Vermont*. Last accessed on the World Wide Web July 2, 2004. <http://www.creativeeconomy.org/cne/vt.html>

Center for Rural Studies and Vermont Center for Geographic Information. *Vermont Indicators*