

DENVER CULTURAL ORGANIZATIONS

COMMUNITY-WIDE SURVEY TO ASSESS PERCEPTIONS,
INTENTIONS, AND ATTITUDES ON SAFETY &
VISITATION DURING COVID19

2020





As the COVID19 pandemic continues to progress, arts and culture leaders around the country are making difficult decisions; working with our peers, donors, funders, staff, and service organizations to create the best plans to move forward in these uncertain times. Denver area cultural organizations are no different. We need to know what our community needs, expects, and hopes will come from the re-opening of our institutions.

It is difficult to plan, forecast, or strategize when such uncertainty abounds. To aid in this effort, the Department of Community Research & Engagement Strategies at the Denver Museum of Nature & Science developed this pan-institutional study to create a shared, empirical picture around which our Denver cultural community could come together.

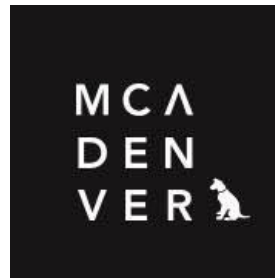
These results serve as a research foundation to ground and guide a collective, strategically evolving response to the challenges the field is facing. All of this information allows us to make the best decisions possible for our audiences, communities, and institutions in these changing times.

Andréa Giron Mathern

**Director of Community Research & Engagement Strategies
Denver Museum of Nature & Science**

PARTICIPATING ORGANIZATIONS

Thank you to the following Denver-area cultural organizations for their participation in this community-wide survey effort.



Special thank you to the CBCA and the Art Students League of Denver for aiding in the distribution of this study.

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Denver cultural organizations led by the Community Research & Engagement Strategies team developed a community-wide survey to assess intentions to visit, sentiments around proposed safety precautions, and anticipated impact on visitation and membership. **5,352 community members provided at least a partial response to the survey.** The survey was fielded Friday, April 24 through Monday, May 4. Response counts by institution can be found in **Appendix A.**

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<i>Intentions to visit Denver cultural organizations</i>	<i>Anticipated impact on visitation and membership</i>	<i>What will visitors need in order to feel comfortable visiting?</i>	<i>Which safety precautions are most important to visitors?</i>	<i>Respondent demographics</i>

Report Notes:

- Question-level sample sizes (n-values) are listed for reference alongside data where possible.
- When a survey question is *select all that apply*, percentages may sum to greater than 100%.
- All data values in this report are rounded to the nearest percentage point.
- Questions about this report may be directed to Ellen Roth, Supervisor of Community Research & Engagement Strategies, ellen.roth@dmns.org



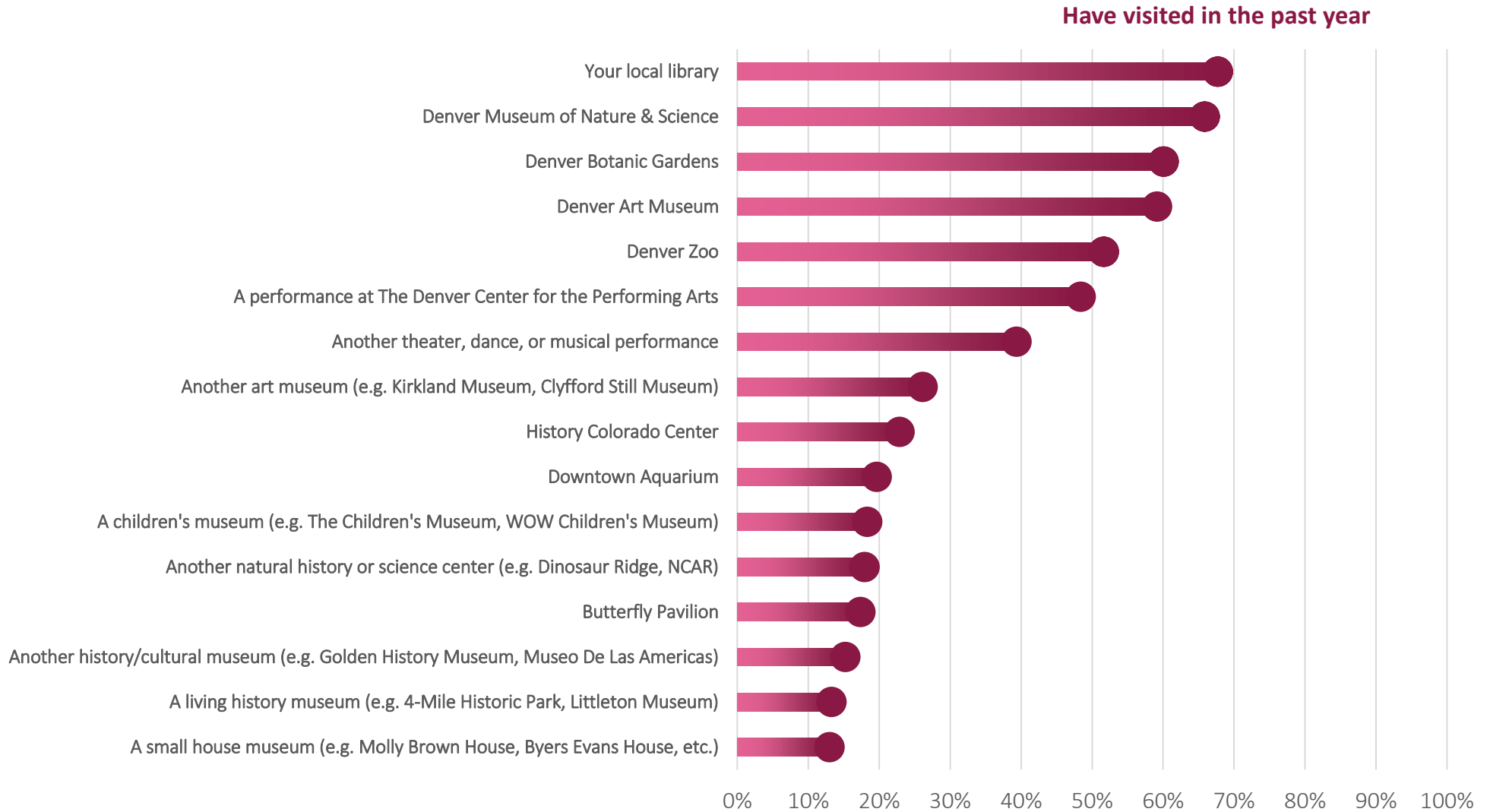


INTENTIONS TO VISIT DENVER CULTURAL ORGS

BEFORE COVID19 RESTRICTIONS AND AFTER REOPENING TO THE PUBLIC

VISITS TO DENVER CULTURAL ORGS IN THE PAST YEAR

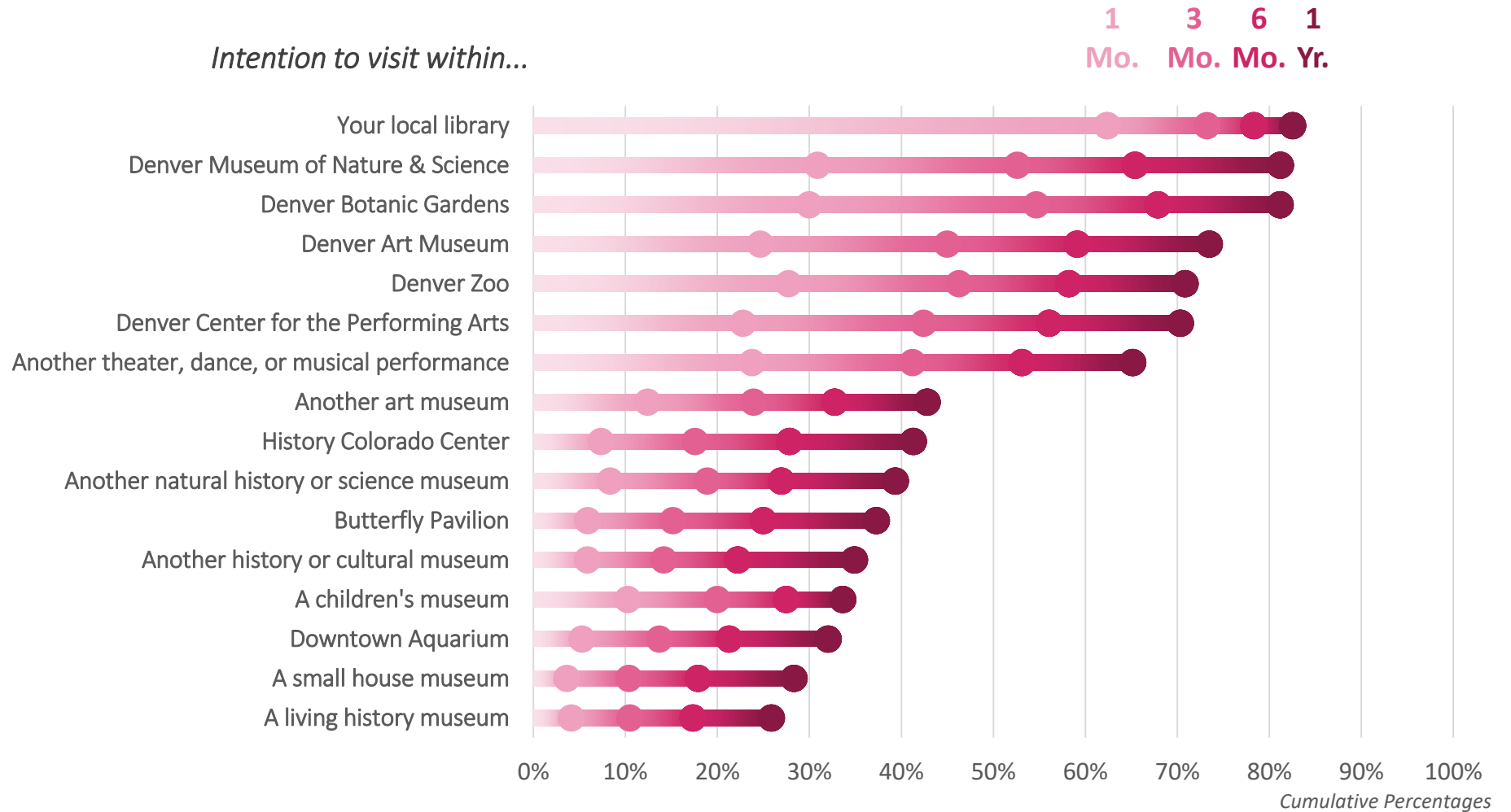
Most survey respondents had been to a Denver cultural organization within the past year. **Over half of respondents have been to their local library, Denver Museum of Nature & Science, Denver Botanic Gardens, Denver Art Museum, and Denver Zoo within the past year.**



INTENTIONS TO VISIT DENVER CULTURAL ORGANIZATIONS BEFORE COVID19

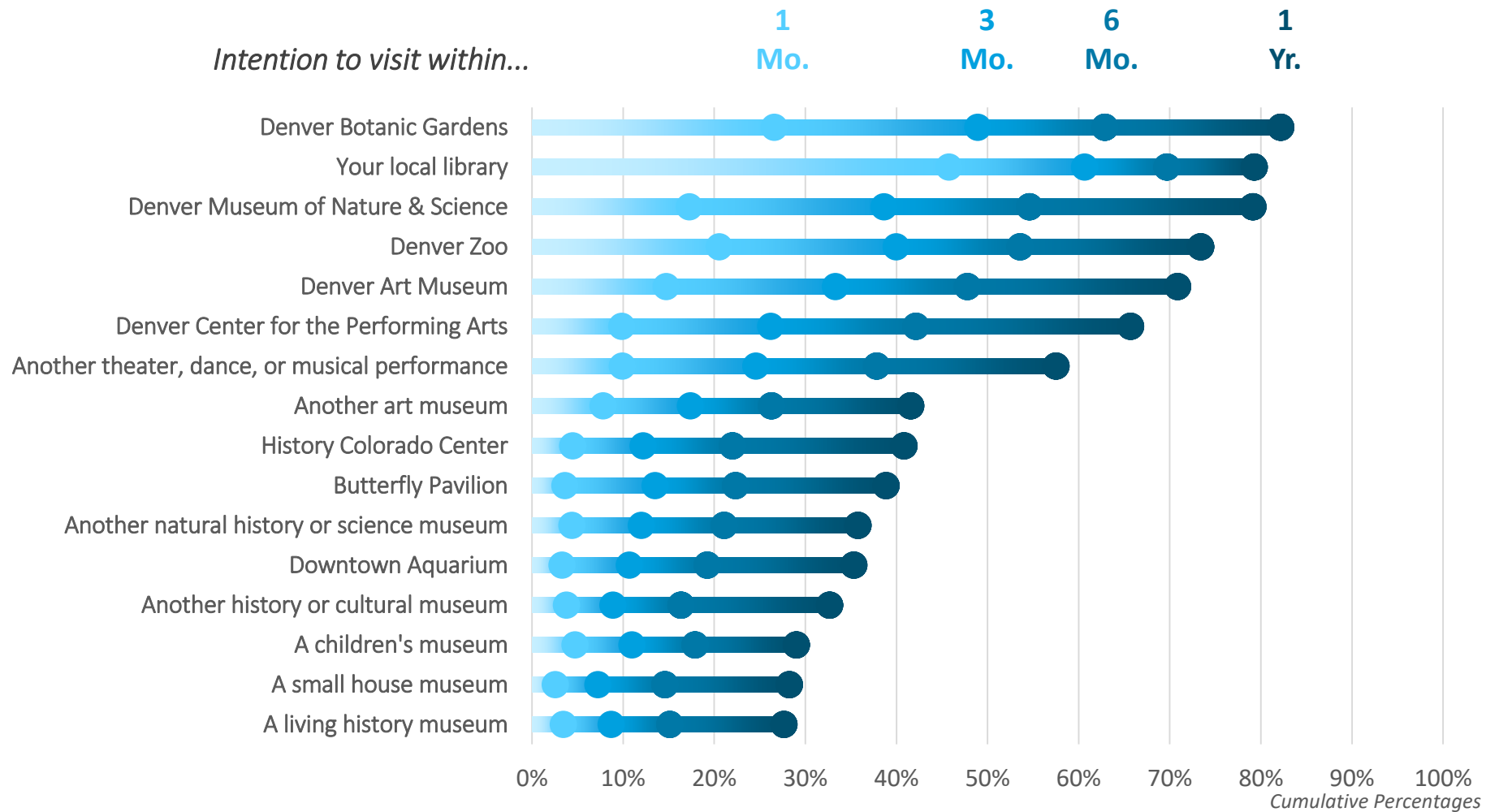
Prior to the World Health Organization (WHO) declaring a global pandemic on March 11, **the majority of survey respondents had planned on visiting their local library, Denver Museum of Nature & Science, Denver Botanic Gardens within three months.** The majority of respondents planned on visiting Denver Art Museum, Denver Zoo, Denver Center for the Performing Arts, and other theatre, dance, or musical performances *within six months.* Cumulative percentages include respondents who said they planned to visit within one month, three months, six months, and one year.

Intention to visit within...



INTENTIONS TO VISIT DENVER CULTURAL ORGANIZATIONS AFTER REOPENING

Survey respondents said they intend to visit Denver cultural organizations after reopening, but are less confident that they'll visit in the near term. **Less than half of respondents said they planned to visit these cultural organizations within three months of reopening except for their local libraries (about 60% said they'd visit their local library within three months of reopening).** A closer breakdown of intentions to visit SCFD tier one organizations is provided on the following pages (pages 9-12).



INTENTIONS TO VISIT BEFORE COVID19 AND AFTER REOPENING WITHIN ONE MONTH

Across SCFD tier one organizations there were decreases in planned intentions to visit within one month of reopening compared with intentions to visit within one month prior to closure. **Smaller decreases in intent to visit were seen for outdoor organizations (Denver Botanic Gardens and Denver Zoo) than organizations with primarily indoor facilities after reopening.**

Denver Botanic Gardens

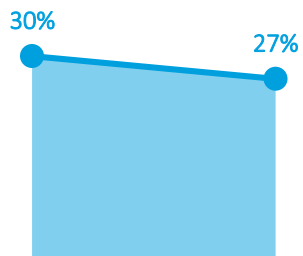
Denver Zoo

Denver Art Museum

Denver Museum of Nature & Science

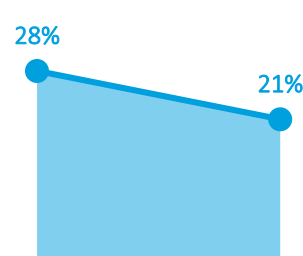
Denver Center for The Performing Arts

↓ 3% decrease



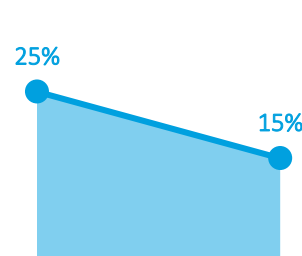
Before COVID After Reopening

↓ 7% decrease



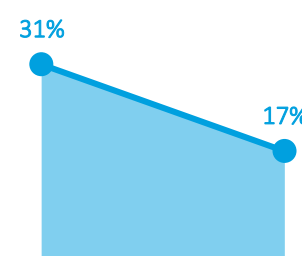
Before COVID After Reopening

↓ 10% decrease



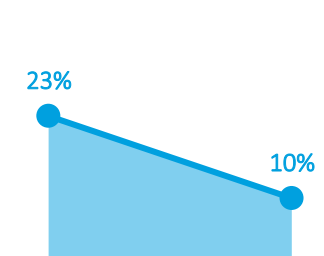
Before COVID After Reopening

↓ 14% decrease



Before COVID After Reopening

↓ 13% decrease



Before COVID After Reopening



INTENTIONS TO VISIT BEFORE COVID19 AND AFTER REOPENING WITHIN THREE MONTHS

Across SCFD tier one organizations there were decreases in planned intentions to visit *within three months* of reopening compared to intentions to visit *within three months* prior to closure. **Smaller decreases in intent to visit were seen for outdoor organizations by comparison (Denver Botanic Gardens and Denver Zoo) to organizations with primarily indoor facilities.**

Denver Botanic Gardens

Denver Zoo

Denver Art Museum

Denver Museum of Nature & Science

Denver Center for the Performing Arts

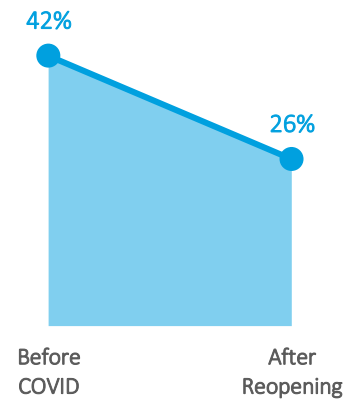
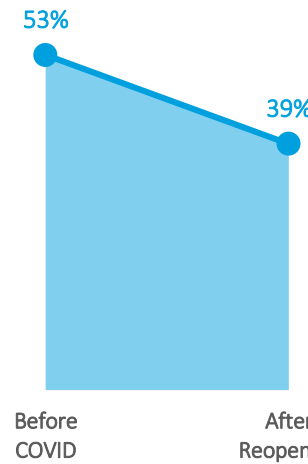
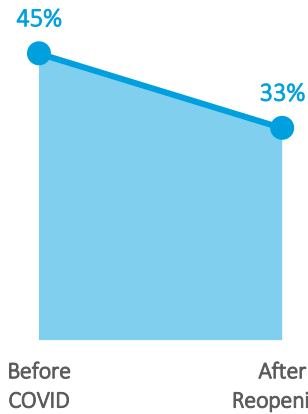
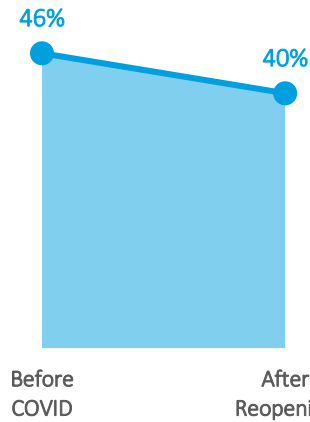
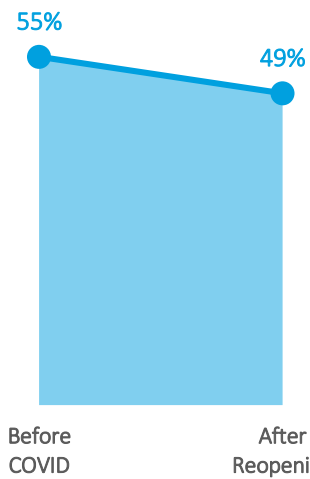
↓ 6% decrease

↓ 6% decrease

↓ 12% decrease

↓ 14% decrease

↓ 16% decrease



INTENTIONS TO VISIT BEFORE COVID19 AND AFTER REOPENING WITHIN SIX MONTHS

Across SCFD tier one organizations there were decreases in planned intentions to visit *within six months* of reopening compared to intentions to visit *within six months* prior to closure. **Smaller decreases in intent to visit were seen for outdoor organizations (Denver Botanic Gardens and Denver Zoo) than organizations with primarily indoor facilities after reopening.**

Denver Botanic Gardens

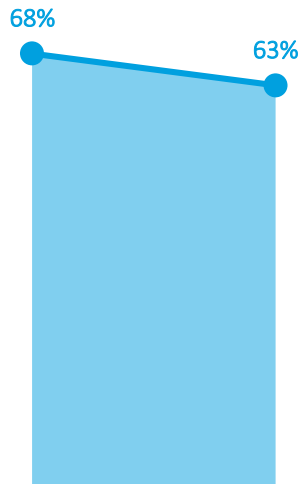
Denver Zoo

Denver Art Museum

Denver Museum of Nature & Science

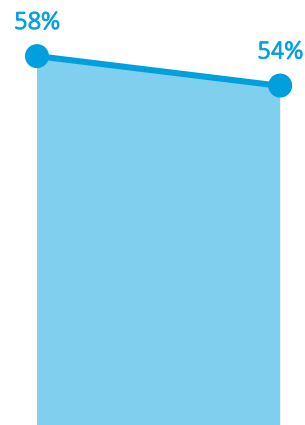
Denver Center for the Performing Arts

↓ 5% decrease



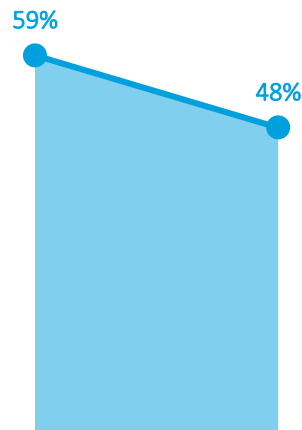
Before COVID After Reopening

↓ 4% decrease



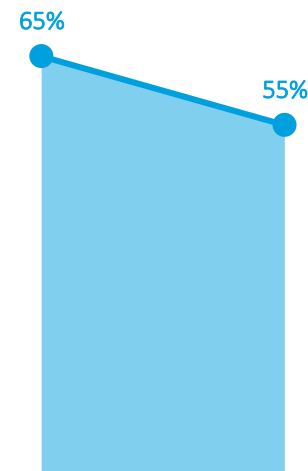
Before COVID After Reopening

↓ 11% decrease



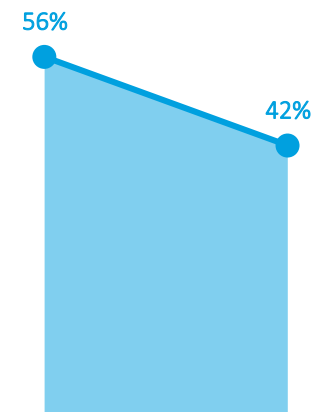
Before COVID After Reopening

↓ 10% decrease



Before COVID After Reopening

↓ 14% decrease



Before COVID After Reopening



INTENTIONS TO VISIT BEFORE COVID19 AND AFTER REOPENING WITHIN ONE YEAR

Across SCFD tier one organizations there were slight differences in planned intentions to visit *within one year* of reopening compared with intentions to visit *within one year* prior to closure. **Intentions to visit organizations within one year before COVID and after reopening were similar. For outdoor sites like Denver Zoo and Denver Botanic Gardens very slight increases were seen.** As time progresses past six months of reopening, respondents' intent to visit Denver cultural organizations will likely return to more typical visitation.

Denver Botanic Gardens

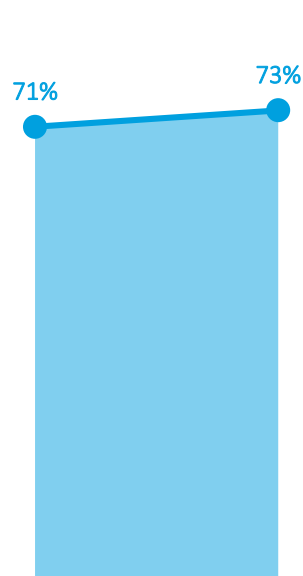
↑ 1% increase



Before COVID After Reopening

Denver Zoo

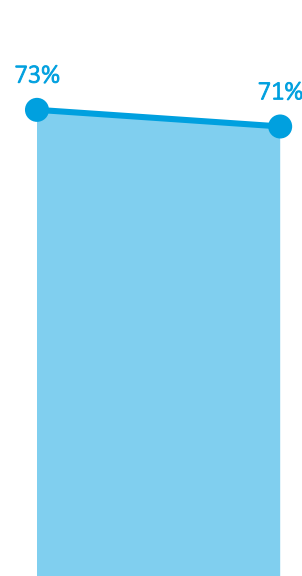
↑ 2% increase



Before COVID After Reopening

Denver Art Museum

↓ 2% decrease



Before COVID After Reopening

Denver Museum of Nature & Science

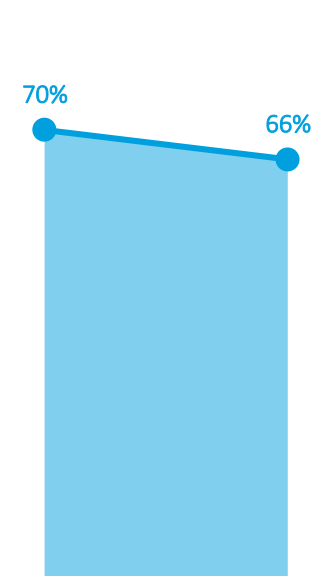
↓ 2% decrease



Before COVID After Reopening

Denver Center for the Performing Arts

↓ 4% decrease

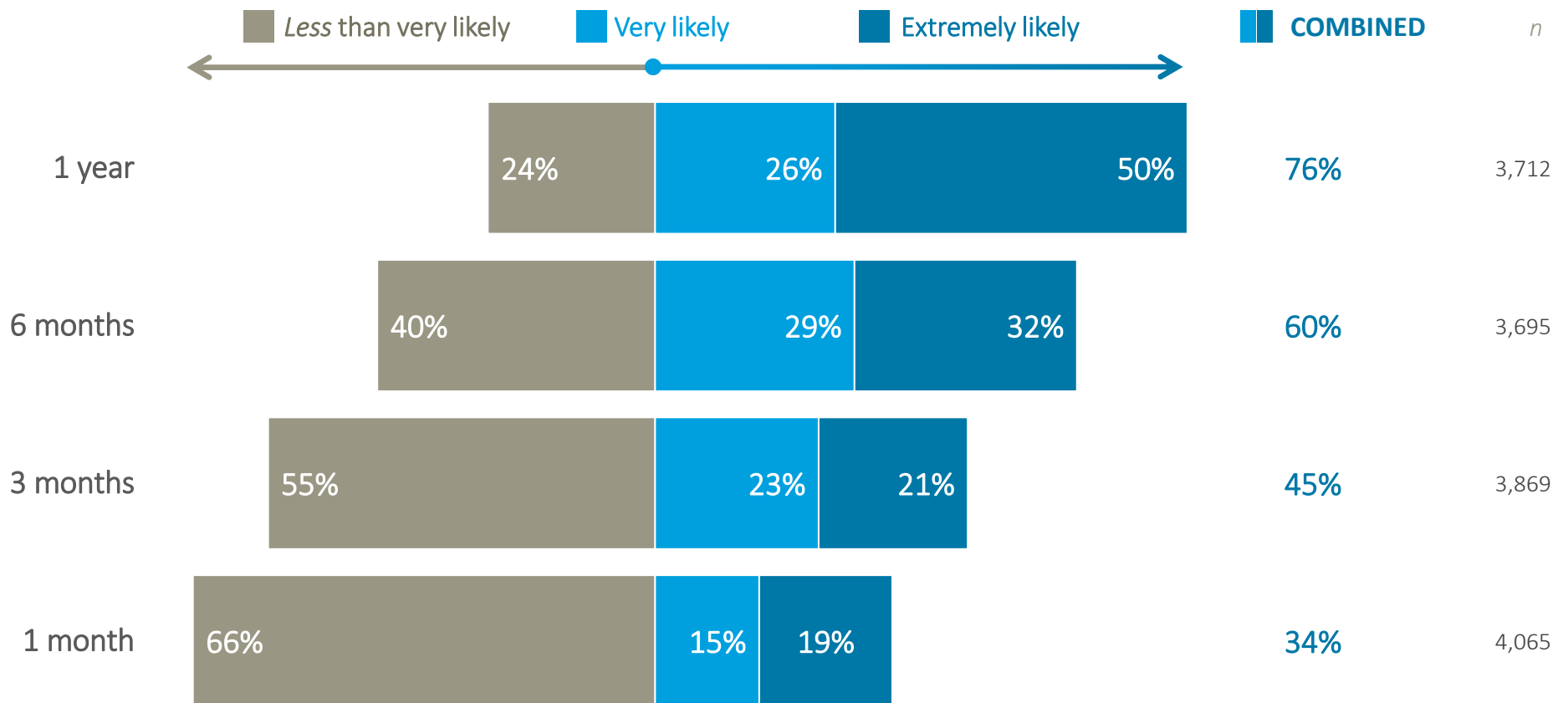


Before COVID After Reopening



LIKELIHOOD TO VISIT WITHIN ONE, THREE, SIX MONTHS, AND ONE YEAR

Respondents were also asked to provide how *likely* they would be to visit the organization from which their survey invitation came with each of the four timeframes. *Likelihood* to visit correlated with *Intention to visit* Denver cultural organizations within each timeframe. Overall, **respondents said that they'd be more likely to visit in the later term. Over half of respondents said they would be Very or Extremely likely to visit their organization within 6 months and within 1 year after reopening to the public.**

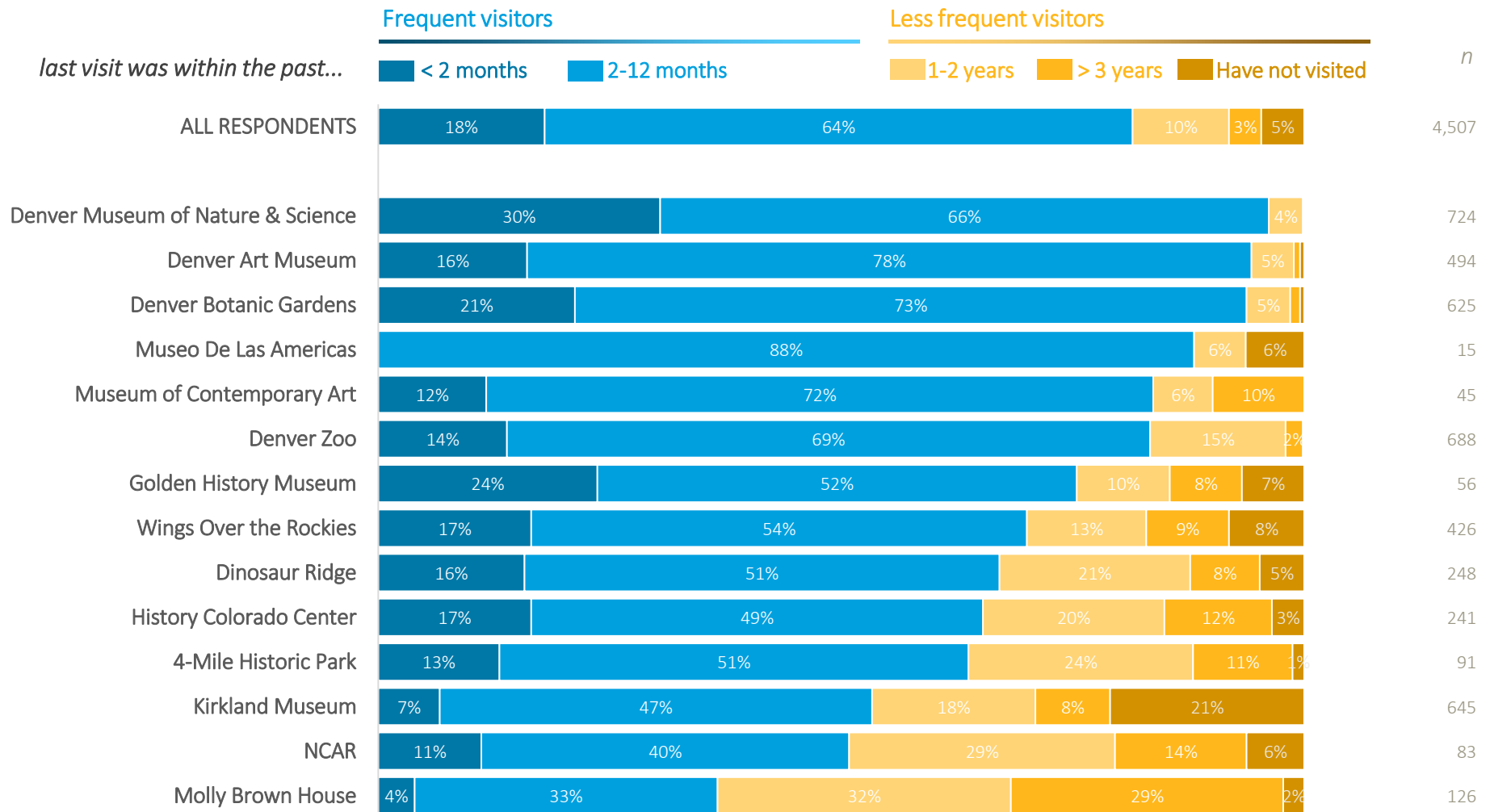




**ANTICIPATED IMPACT
ON VISITATION AND
MEMBERSHIP**

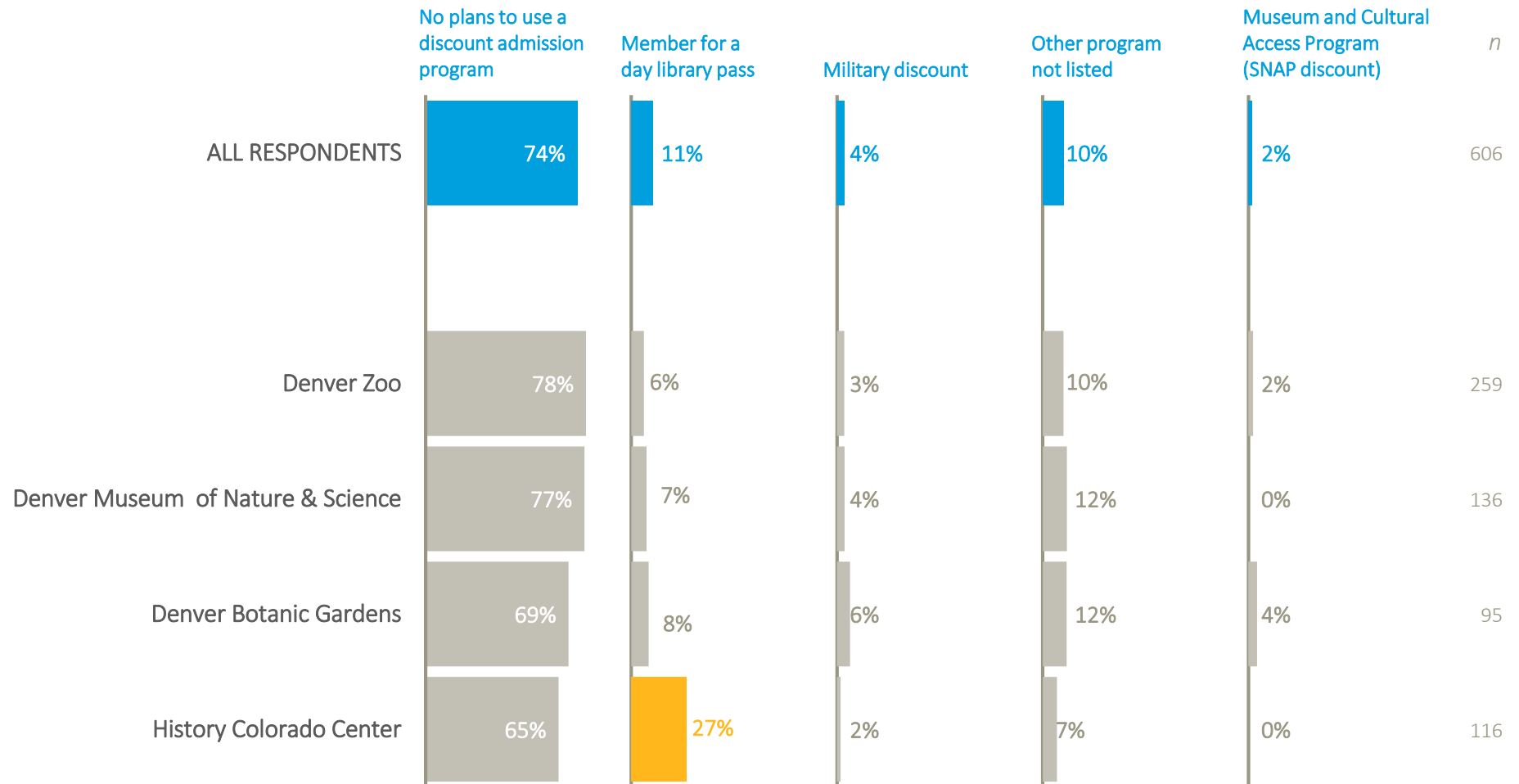
LAST VISIT TO DENVER CULTURAL ORGANIZATIONS

The majority (82%) of survey respondents were frequent visitors of the cultural organization from which their survey invitation was sent saying their last visit to that organization was either within the weeks prior to closure (18%) or within the past 2-12 months (64%).



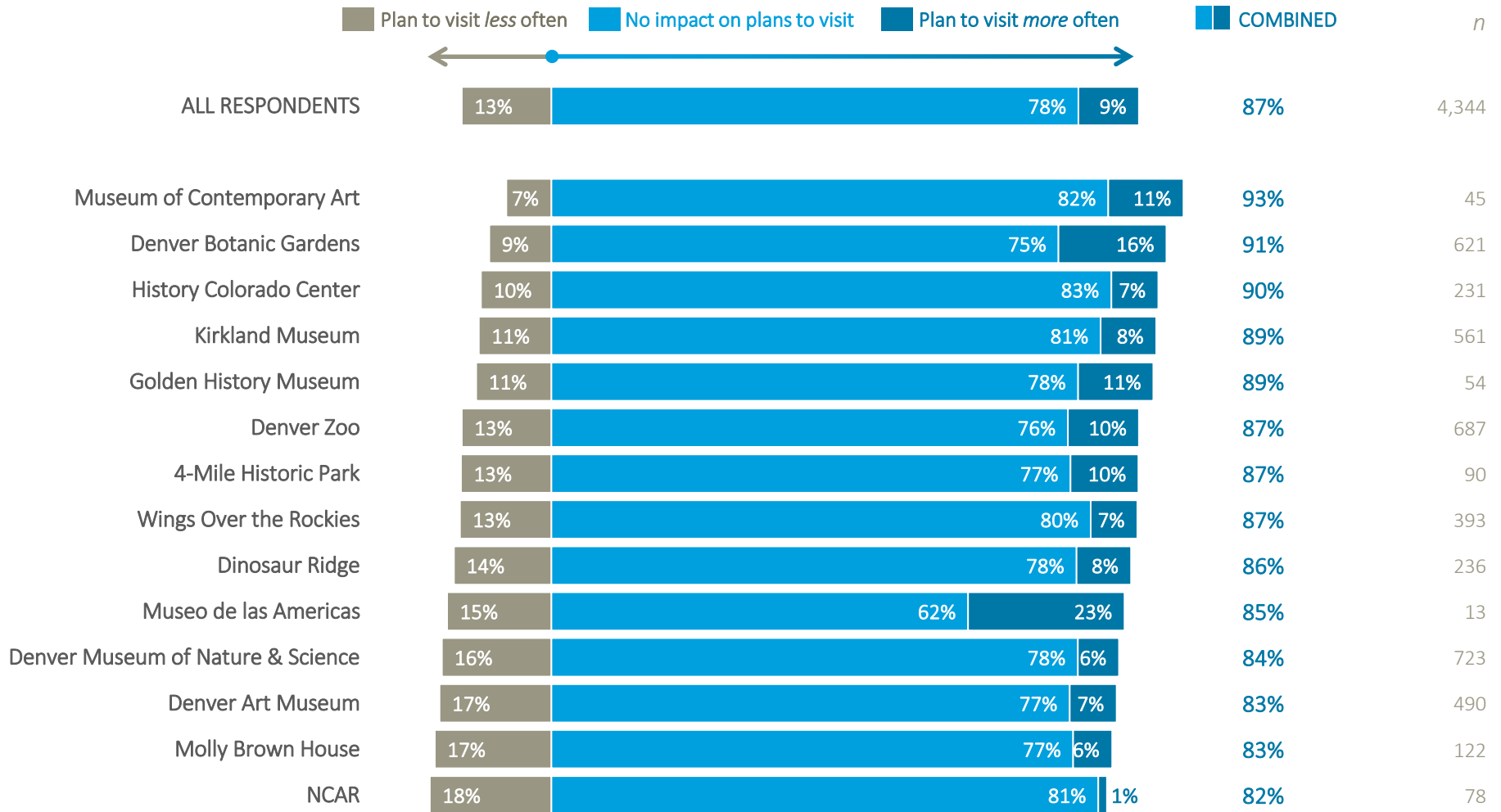
ANTICIPATED USE OF NON-MEMBERSHIP DISCOUNT ADMISSION PROGRAMS

Most respondents (74%) said that they did not anticipate using a non-membership discount admission program at their next visit. Across the four organizations who asked this question on the survey most respondents selected each discount admission program less than 10% of the time. **27% of respondents from History Colorado Center said they would likely use the Member-for-a-day library pass at their next visit.**



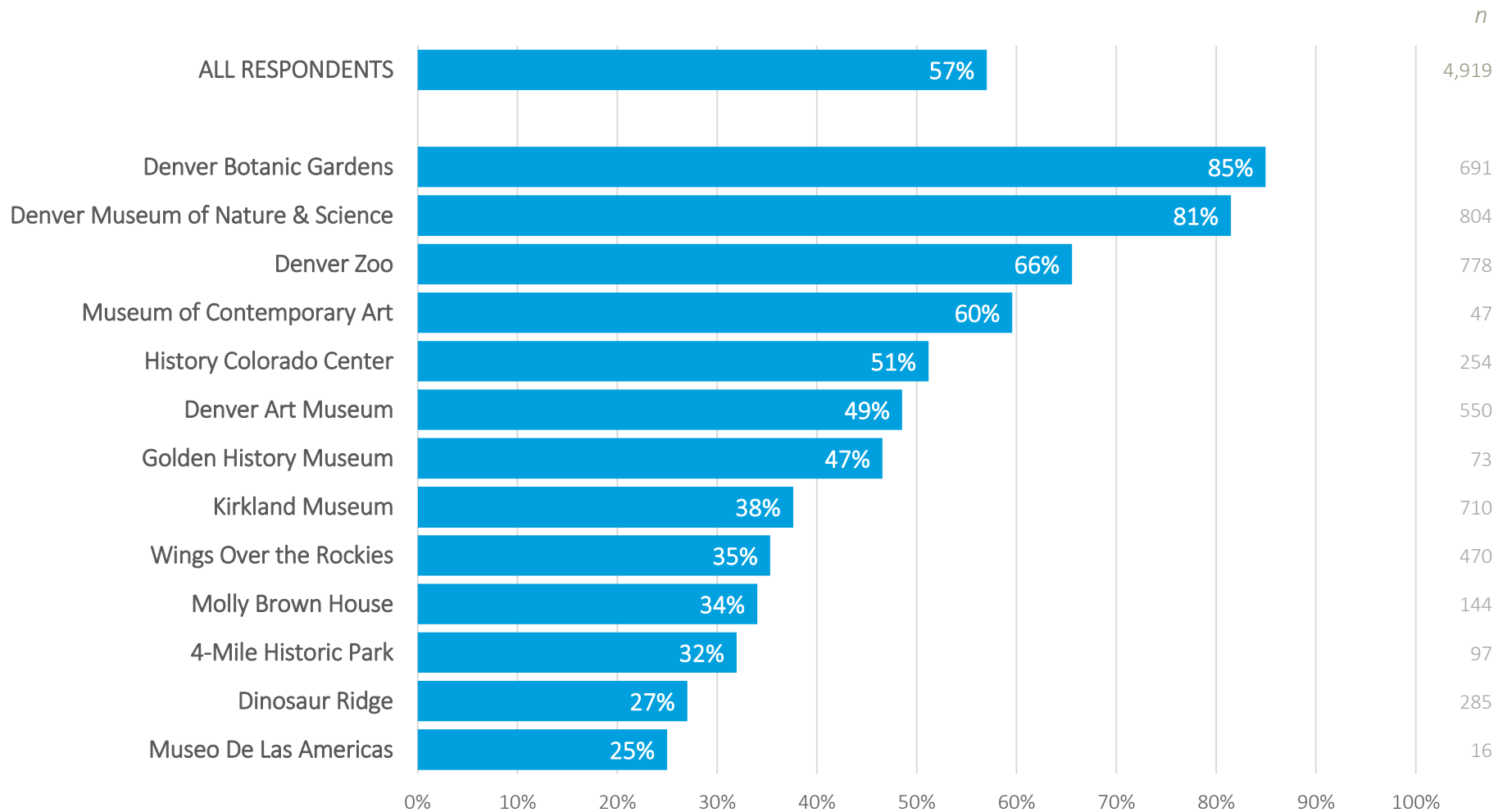
ANTICIPATED IMPACT ON FUTURE VISITATION

The majority of respondents (87%) said that their current economic situation would not have an impact on their future plans to visit the organization from which their survey was sent. Overall, 78% said it would have no impact on their plans to visit and 9% said they would plan to visit *more* often. 13% of respondents said they plan to visit their organizations *less* often due to their current economic situation.



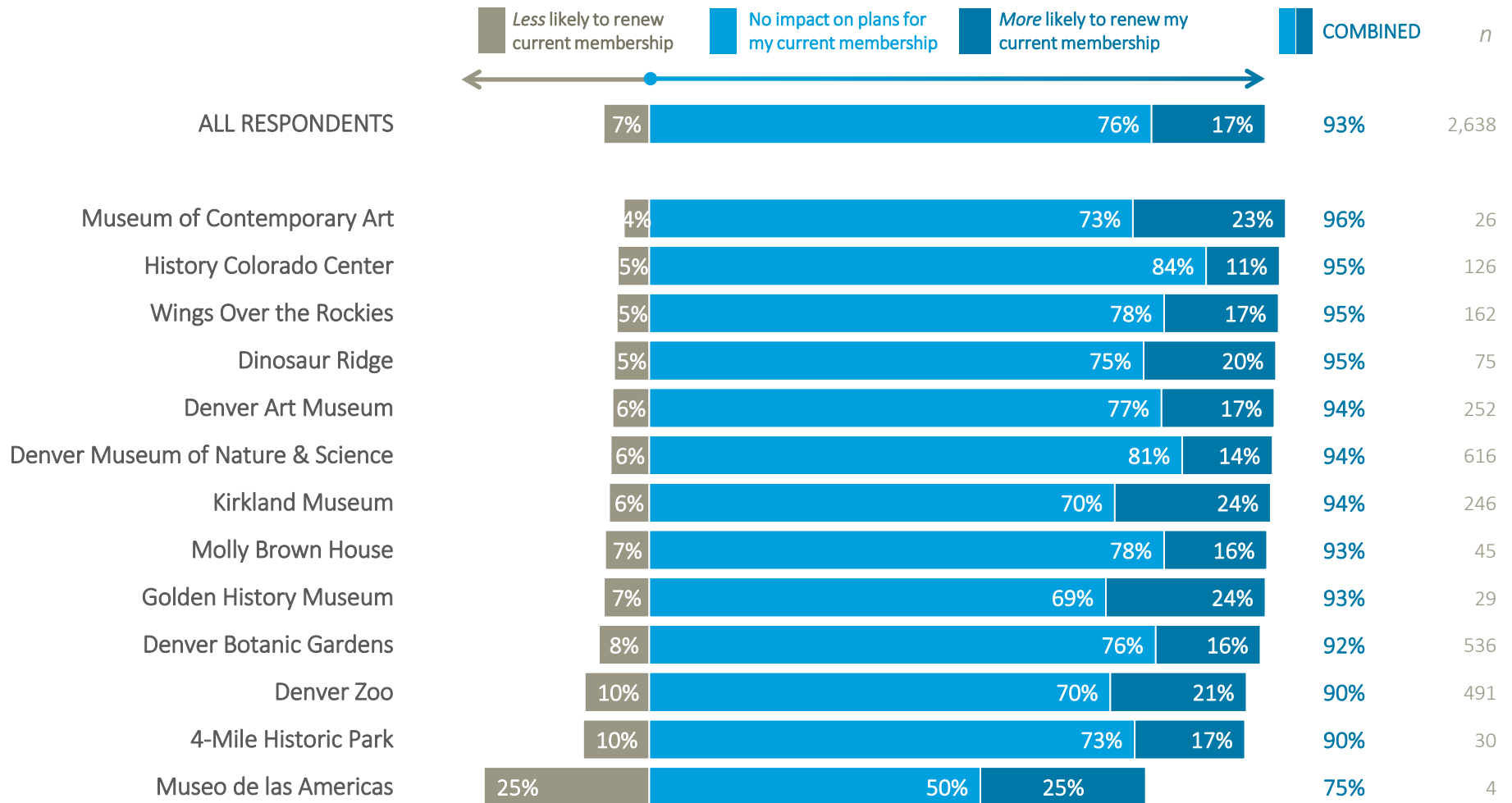
MEMBERSHIP TO DENVER CULTURAL ORGANIZATIONS

Over half (57%) of survey respondents said that they were a member of the cultural organization from which their survey invitation was sent. Denver Botanic Gardens and Denver Museum of Nature & Science had the highest share of members in their individual survey samples (85% and 81% respectively.)



ANTICIPATED IMPACT ON CURRENT MEMBERSHIP

Respondents who were members of the organization from which their survey came resoundingly said that their current economic situation would not impact their plans for their current membership. Overall 76% said that there would be no impact on their current membership and 17% said that they would be *more* likely to renew their membership. 7% said they would be *less* likely to renew their current membership.

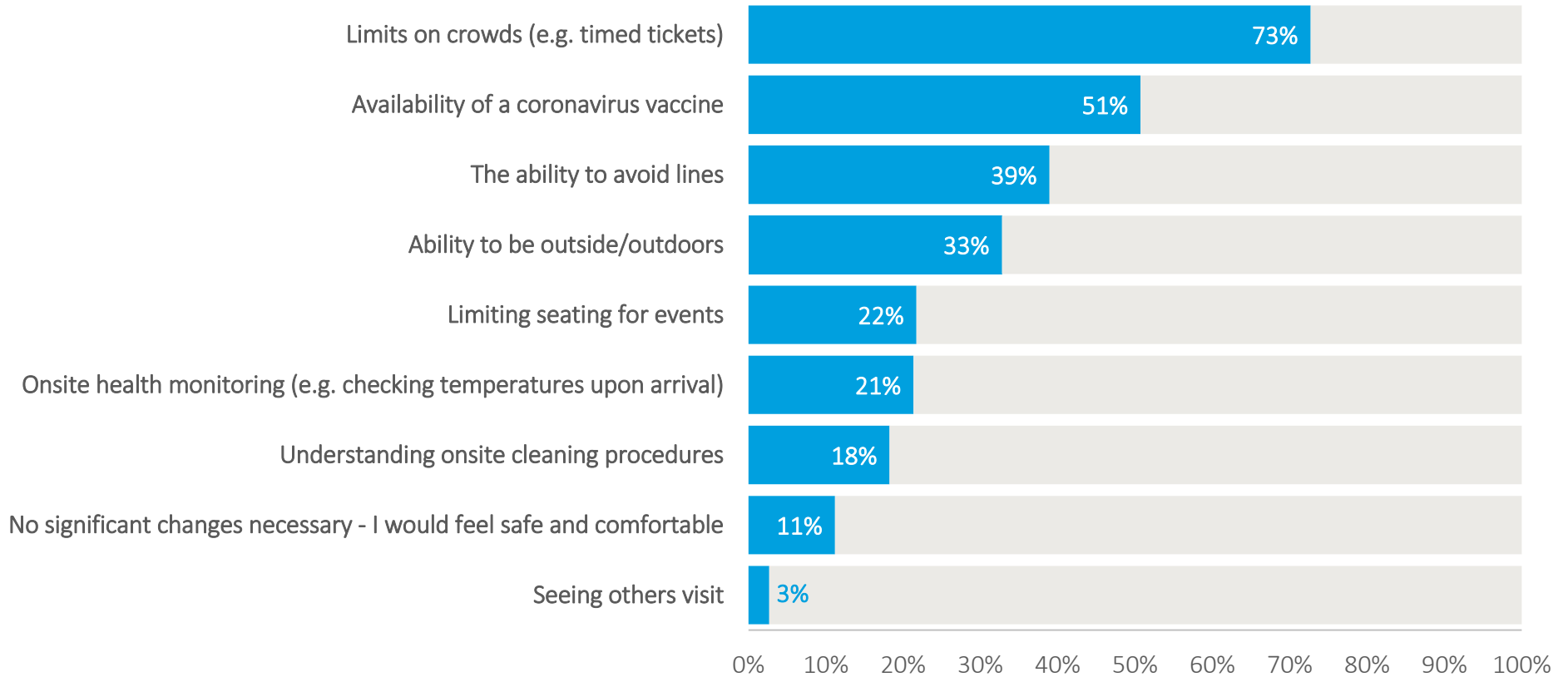




**WHAT WILL VISITORS NEED
TO FEEL COMFORTABLE
VISITING AGAIN?**

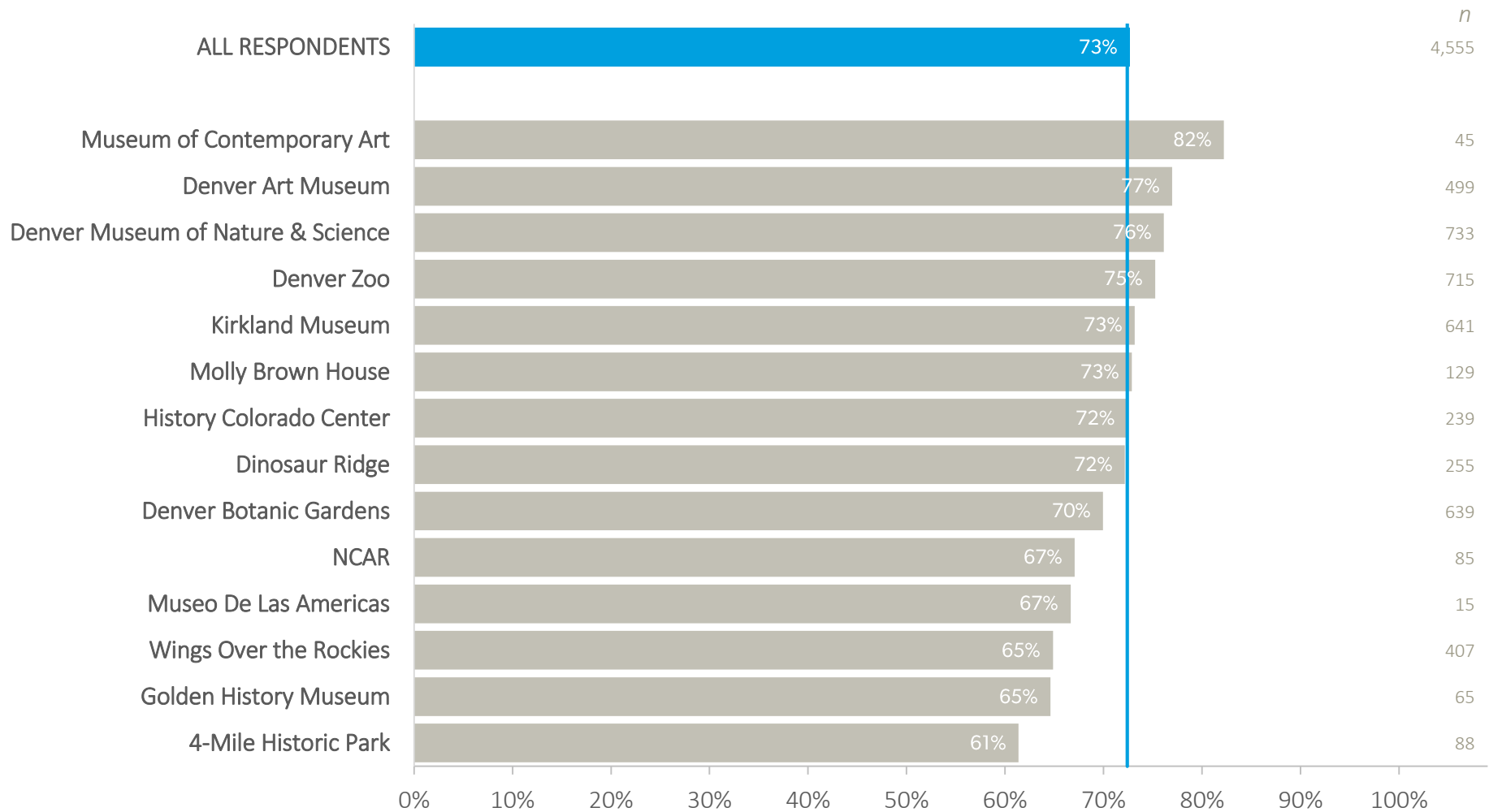
VISITOR COMFORT WITH SAFETY PRECAUTIONS

Respondents were provided with a list of items and asked which three items would allow them to feel most comfortable visiting Denver cultural organizations again. **Limits on crowd sizes, the ability to avoid lines, the ability to be outside/outdoors, and the availability of a coronavirus vaccine were all selected by one-third or more of respondents.** 11% of respondents said that they would need no significant changes in order to feel comfortable visiting again. Although this question did not ask respondents to reflect on a specific organization, comparing the selections of each organization’s survey sample may provide insights into the unique needs of each organization’s audience. This breakdown is shown on the following pages (page 22-30).



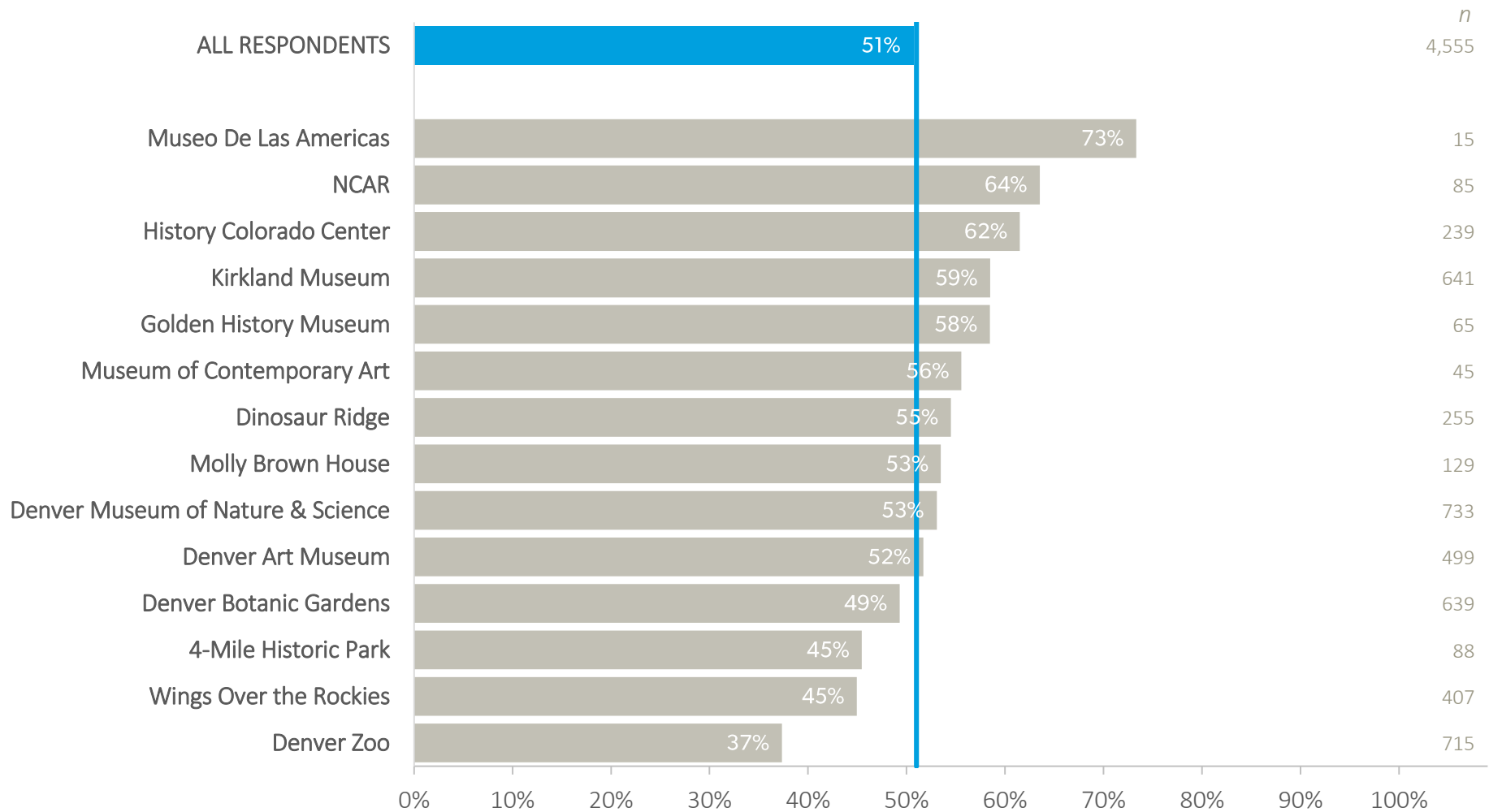
PLACING LIMITS ON CROWD SIZE

73% of respondents said that *placing limits on crowd size* would make them most comfortable visiting cultural organizations again. **Responses from the Museum of Contemporary Art were slightly higher than average. Responses from NCAR, Museo De Las Americas, Wings Over the Rockies, Golden History Museum, and 4-Mile Historic Park were slightly lower than average.**



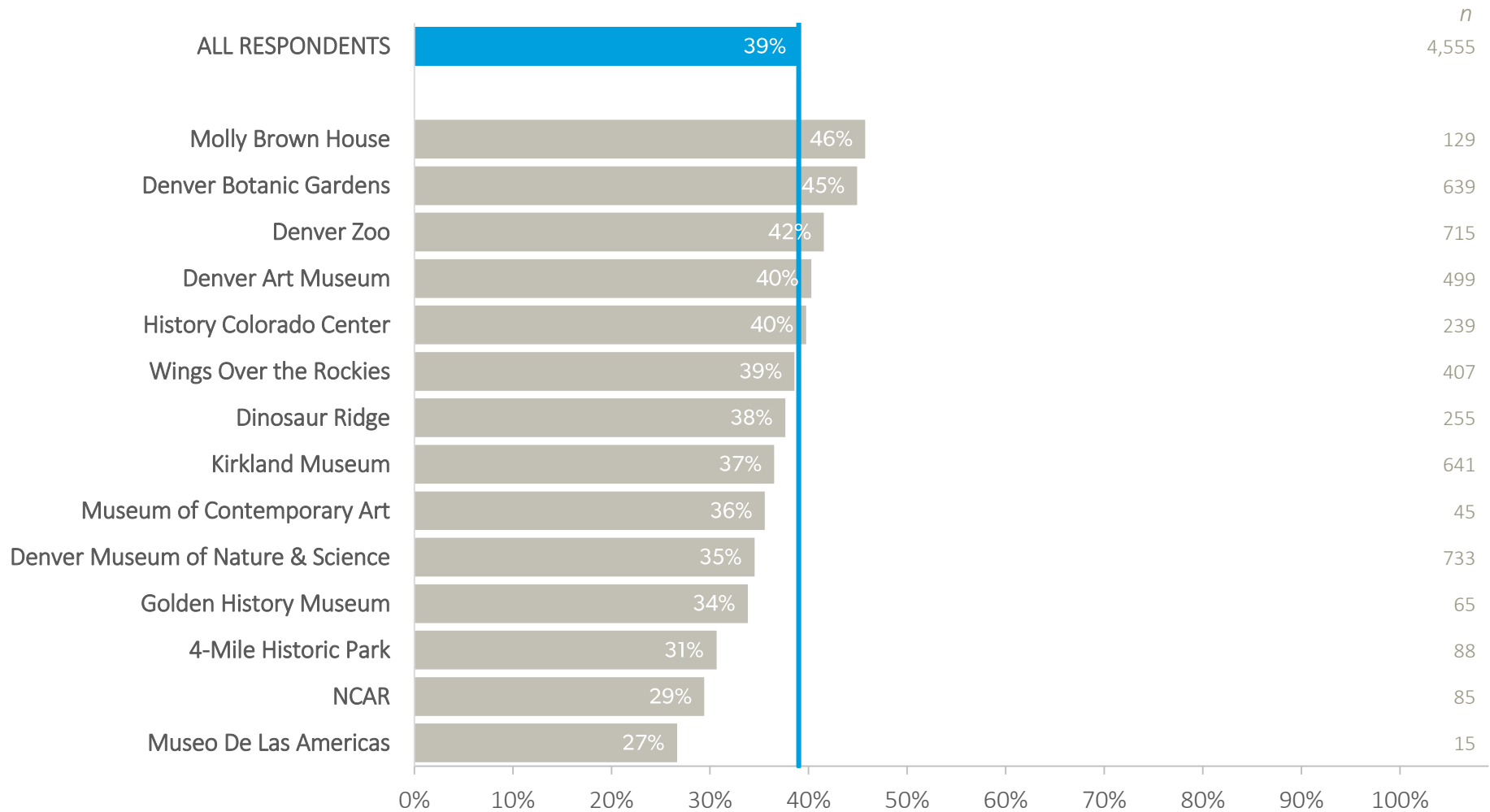
AVAILABILITY OF A CORONAVIRUS VACCINE

More than half (51%) of respondents selected *availability of a coronavirus vaccine* as one of the top three things they would need to feel comfortable visiting again. Responses from Museo De Las Americas, NCAR, History Colorado Center, Kirkland Museum, Golden History Museum, and Museum of Contemporary Art were *higher* than average. 4-Mile Historic Park, Wings Over the Rockies, and Denver Zoo responses were *lower* than average.



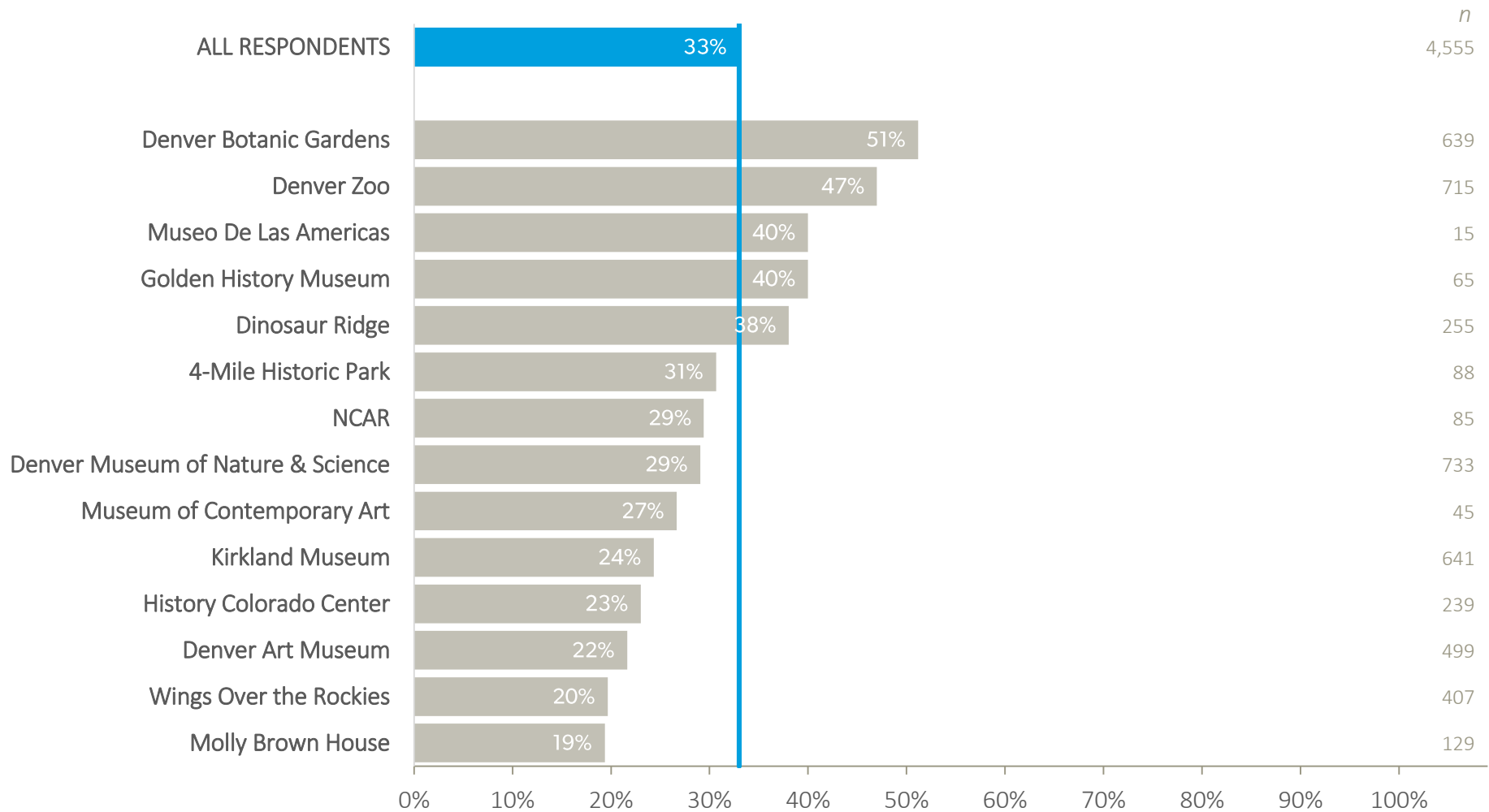
THE ABILITY TO AVOID LINES

39% of respondents said that *the ability to avoid lines* would make them feel comfortable visiting again. Responses from Molly Brown House and Denver Botanic Gardens were slightly *higher* than average. Responses from Golden History Museum, 4-Mile Historic Park, NCAR, and Museo De Las Americas were *lower* than average.



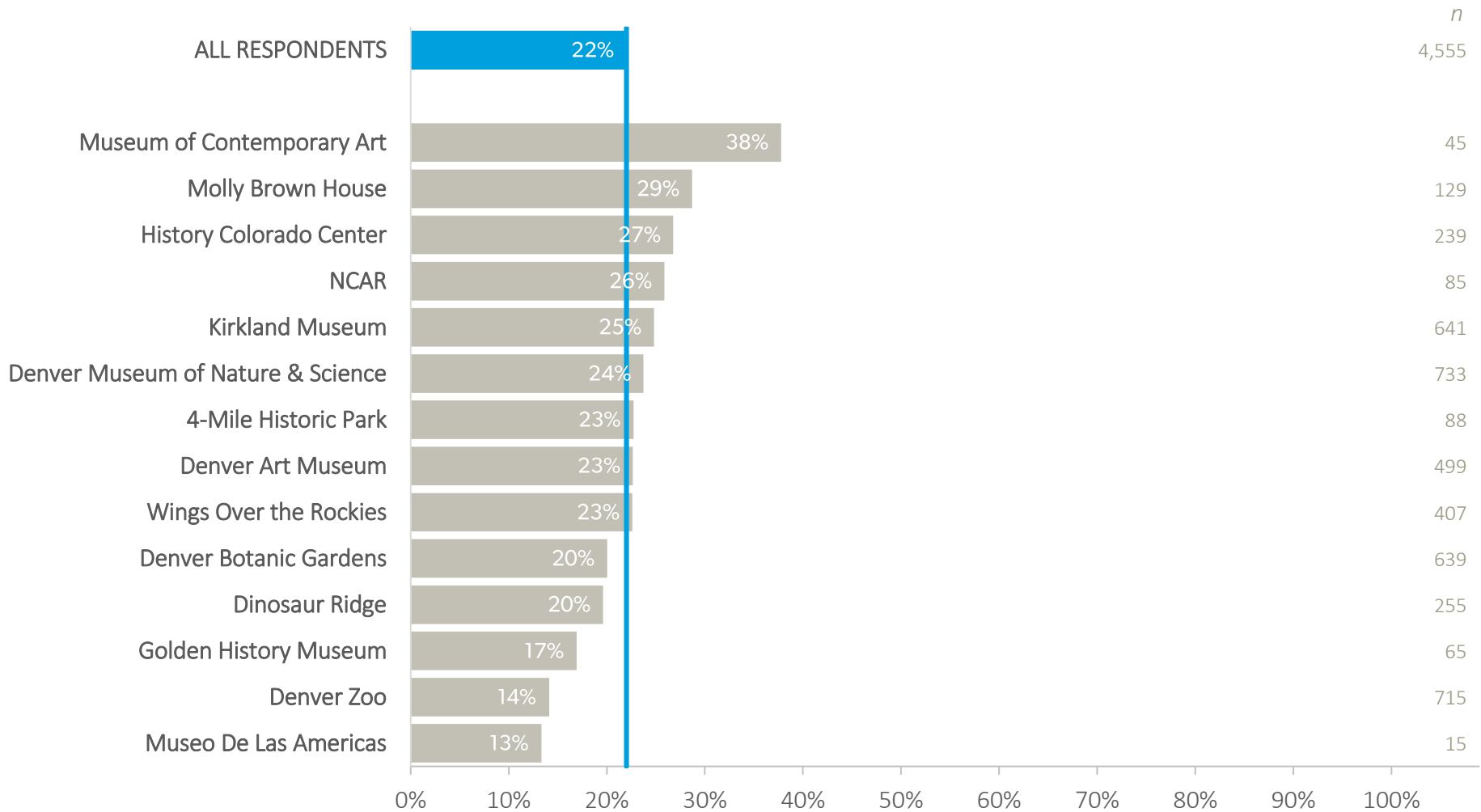
ABILITY TO BE OUTSIDE

One-third of respondents said that the *ability to be outdoors/outside* would make them feel comfortable visiting again. Responses from Denver Botanic Gardens, Denver Zoo, Museo de Las Americas, Golden History Museum, and Dinosaur Ridge were *higher* than average rates. Responses from Museum of Contemporary Art, Kirkland Museum, History Colorado Center, Denver Art Museum, Wings Over the Rockies, and Molly Brown House were lower than average.



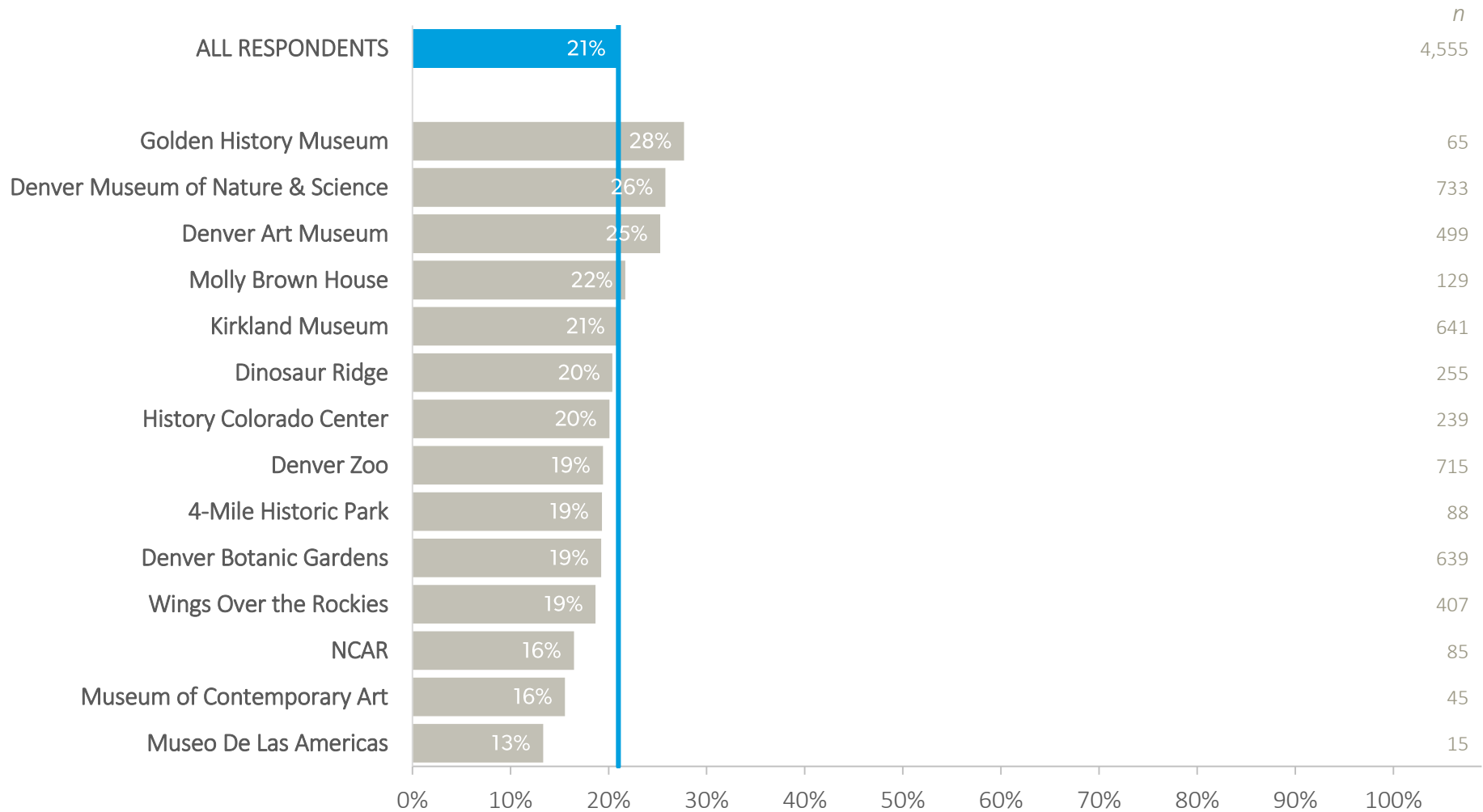
PLACING LIMITS ON SEATED EVENTS

Respondents from most sites selected *limiting seating for events* at rates close to average (22%). **Responses from Museum of Contemporary art were higher than average. Responses from Golden History Museum, Denver Zoo, and Museo De Las Americas were lower than average.**



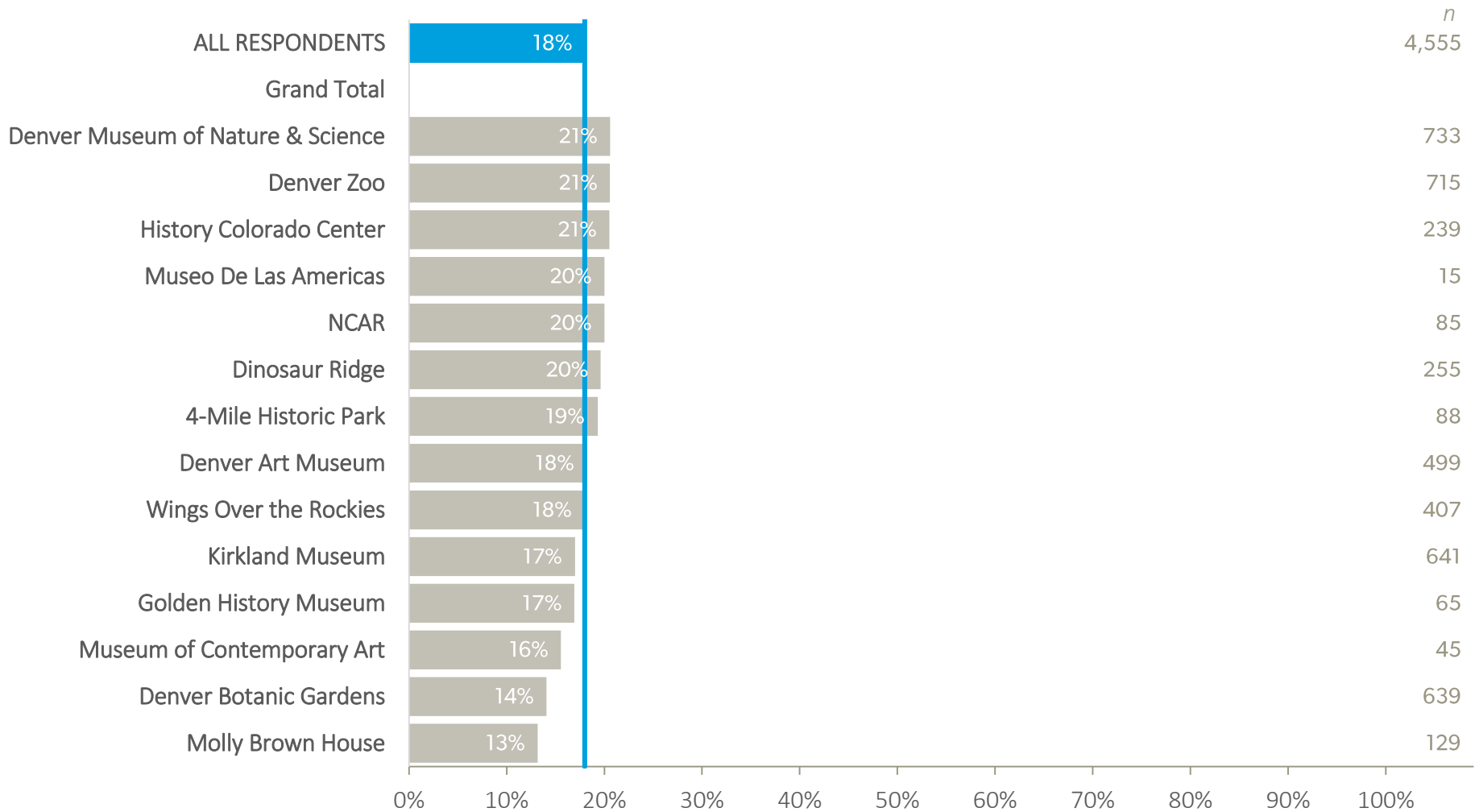
ONSITE HEALTH MONITORING

Respondents from most organizations selected *onsite health monitoring* near the overall average (21%). Responses from Golden History Museum and Denver Museum of Nature & Science were slightly *higher* than average. Responses from NCAR, Museum of Contemporary Art, and Museo De Las Americas were slightly *lower* than average.



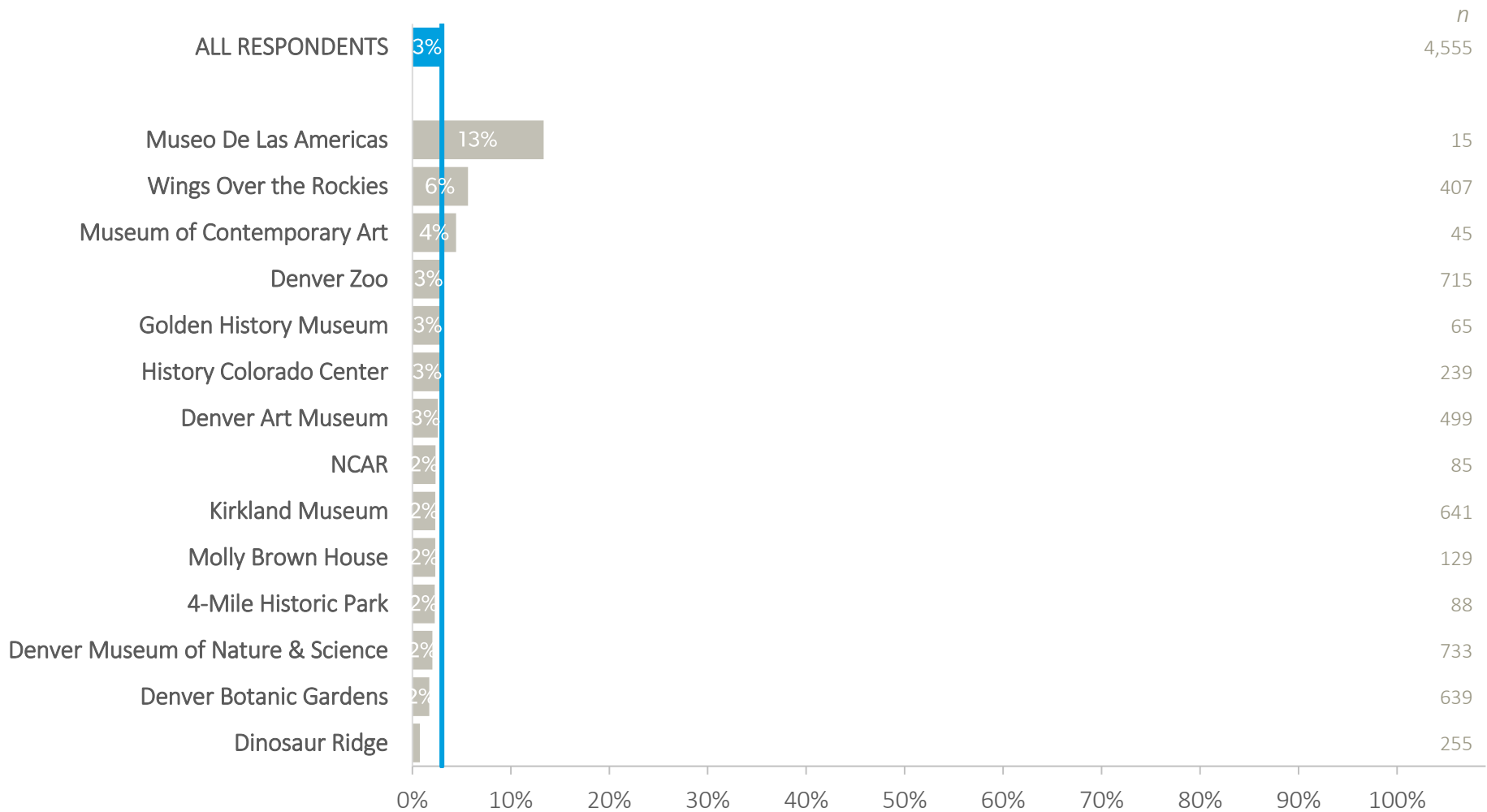
UNDERSTANDING SITE'S CLEANING PROCEDURES

Respondents from most sites selected *understanding cleaning procedures* at similar rates on average (18%). **Responses from Molly Brown House were slightly lower than average.**



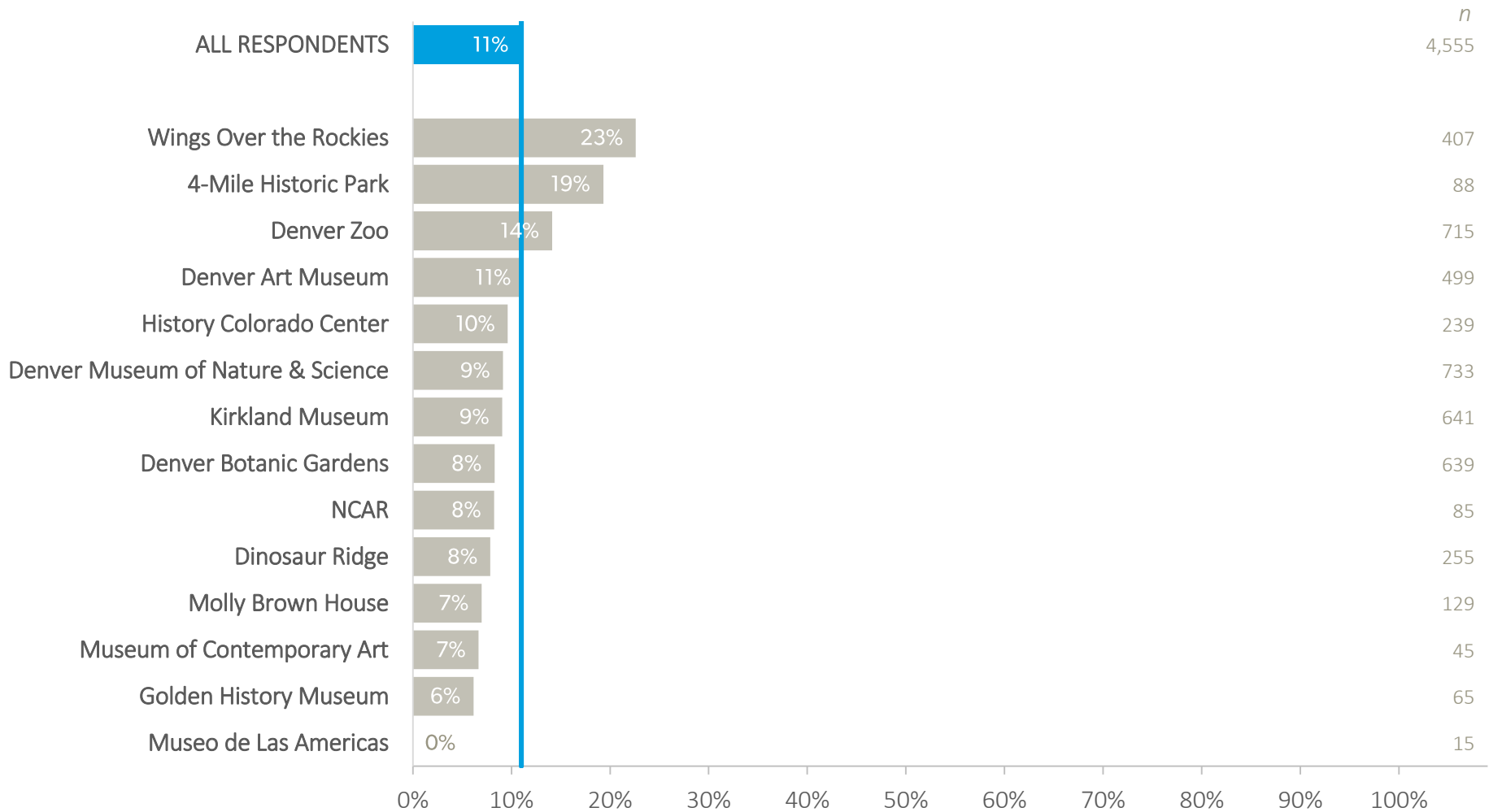
SEEING OTHER PEOPLE VISITING

Seeing other people visiting cultural organizations was not generally selected by respondents as a top item for something that they would need to feel comfortable visiting Denver cultural organizations again. Two individual respondents from Museo De Las Americas selected this item.



NO SIGNIFICANT CHANGES NEEDED

About one-in-ten (11%) of respondents said that they didn't need any significant changes in order to feel comfortable visiting again. Responses from Wings Over the Rockies and 4-Mile Historic Park were slightly higher than average rates. Responses from Golden History Museum were slightly lower than average. No respondent from Museo De Las Americas selected this item.



IN THEIR OWN WORDS

Survey participants were asked how the COVID19 pandemic impacted their feelings about visiting cultural organizations in Denver. **Responses varied from those who were skeptical of reopening plans within more immediate timeframes to those who were cautiously optimistic about visiting as long as appropriate safety precautions are implemented. Ultimately we hear from our community that their decision to return won't necessarily be dictated by local governments indicating that it's time to reopen, but rather a personal feeling of safety.**



"I am hesitant to be anyplace [sic] where there are large crowds in a confined space. I know these cultural institutions struggle to remain viable & want to support them as well as enjoy them. I will be patient & remain cautious about visiting."

-Respondent from the Kirkland Museum

"I want to take thing slow-there is no reason to rush things and I definitely am not interested in any place that gets crowded. So unless cultural institutions are regulating social distancing and limiting how many people can attend I'm not interested in visiting."

- Respondent from Dinosaur Ridge



"I am looking forward to reopening of cultural institutions in Denver, but feel caution with regard to crowding, etc., will be important until the pandemic has been resolved. I strongly feel that the ability to visit our cultural institutions will be a key factor in allowing everyone to regain social equilibrium and a sense of confidence in the future. However, certainly in the short term, cultural institutions must understand the importance of visible safety measures."

- Respondent from the Molly Brown House Museum

"I want to get back to the museum with my grandkids, but I want to grow old with them, too."

-Respondent from the Denver Museum of Nature & Science



"We love the zoo and will continue to find enjoyment once the danger has subsided...We also want to make sure that your staff is safe and healthy and not at risk just to serve us. The zoo is better suited for social distancing and crowd management than many other institutions. We will feel comfortable as long assuming the Denver Zoo takes the ongoing threat of the virus seriously, upholding a commitment to ensure guests are safe regardless of their personal feelings about Covid-19."

-Respondent from Denver Zoo

"I feel much more worried about taking my family into public spaces than I ever have in the past."

-Respondent from NCAR

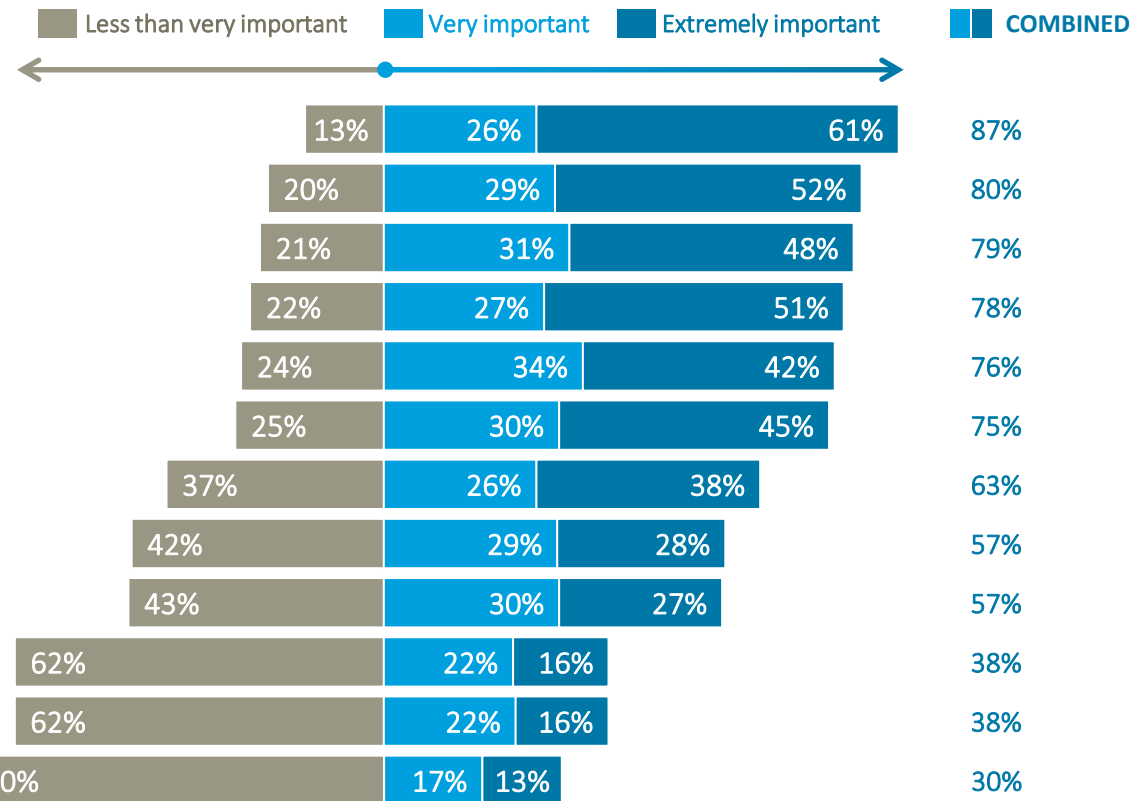




**WHICH SAFETY PRECAUTIONS
ARE MOST IMPORTANT TO
VISITORS?**

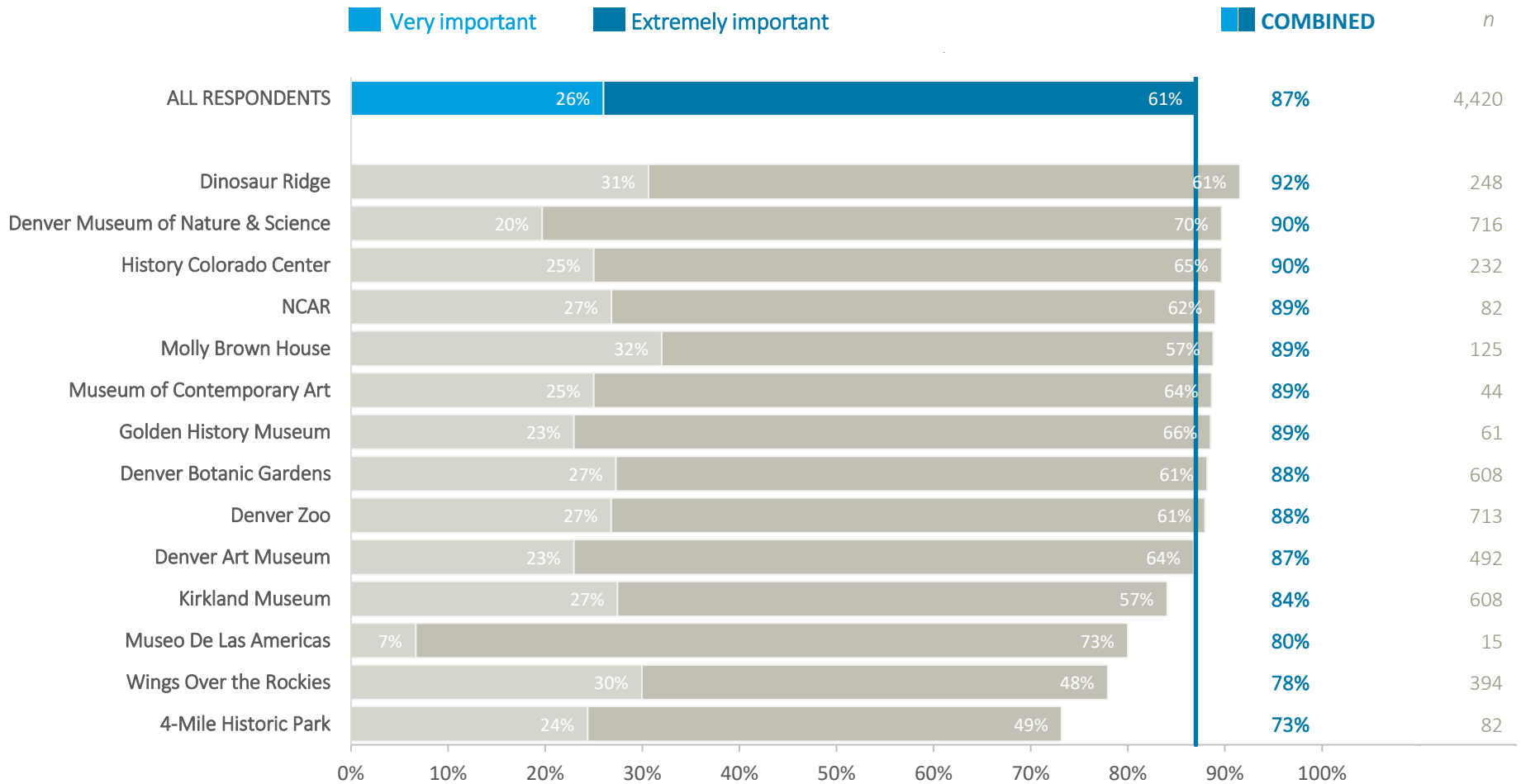
IMPORTANCE OF ON-SITE SAFETY PRECAUTIONS

Respondent were asked how *important* it was for the organization from which their survey invitation came to implement the following safety precautions. **Most important to guests were *constant cleaning, social distancing procedures, limits on crowd sizes, and having staff visibly adhering to CDC guidelines (e.g. wearing masks)*.** Least important were *taking guest's temperatures, providing pre-packaged food to avoid lines, and providing private/guided experiences*. **Respondents were divided on requiring guests to wear masks. 63% said this was either *Very or Extremely important to them*.** A breakdown of individual organizations for each safety precaution is shown on the following pages (page 34-45).



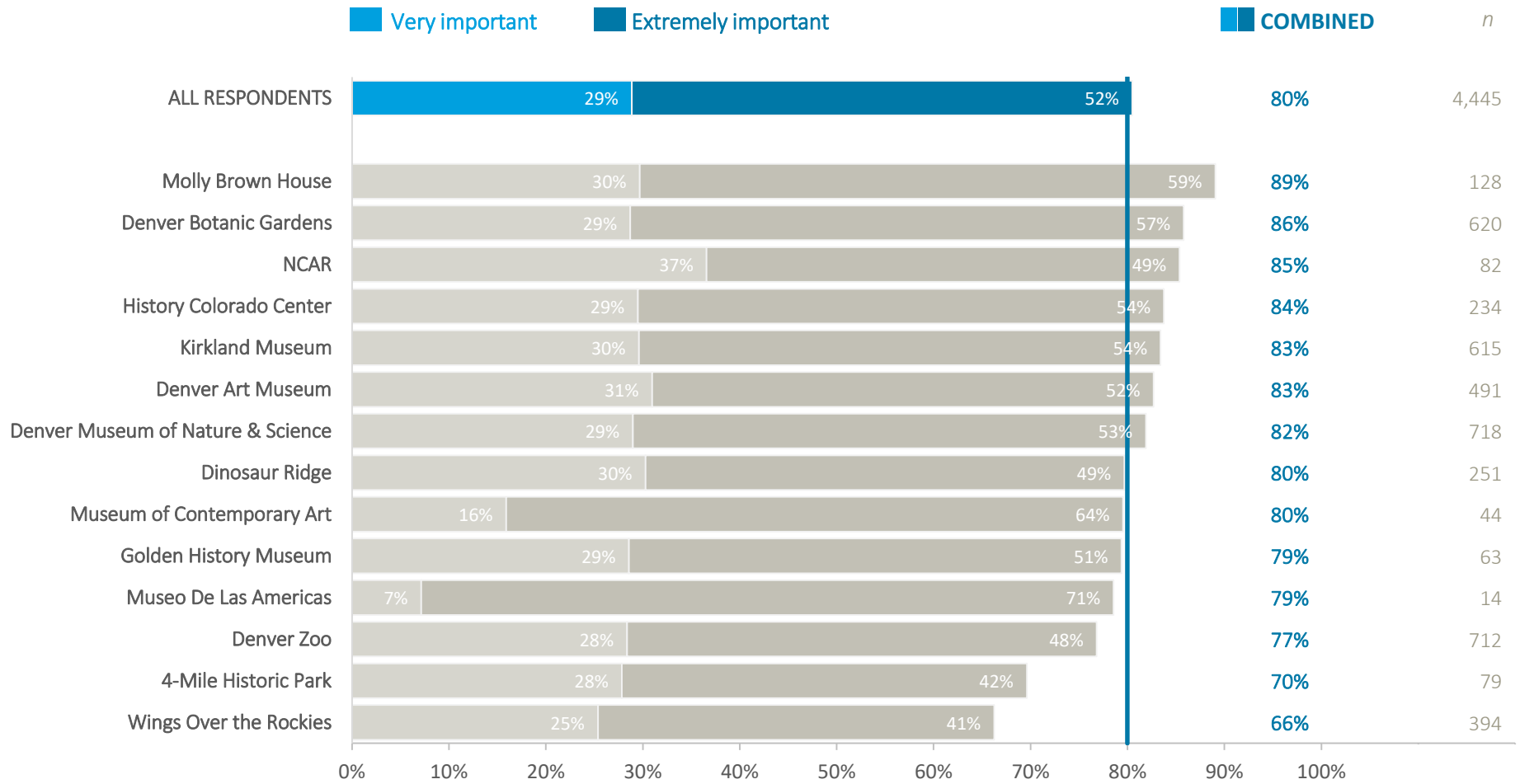
CONSTANT CLEANING OF HIGH TOUCH AREAS/EXHIBITS

Overall, 87% said *constant cleaning of high touch areas* was *Very or Extremely important* to them. Respondents for most organizations provided similar ratings with slightly *higher* than average ratings for Dinosaur Ridge and *lower* than average ratings among respondents from Museo De Las Americas, Wing Over the Rockies, and 4-Mile Historic Park.



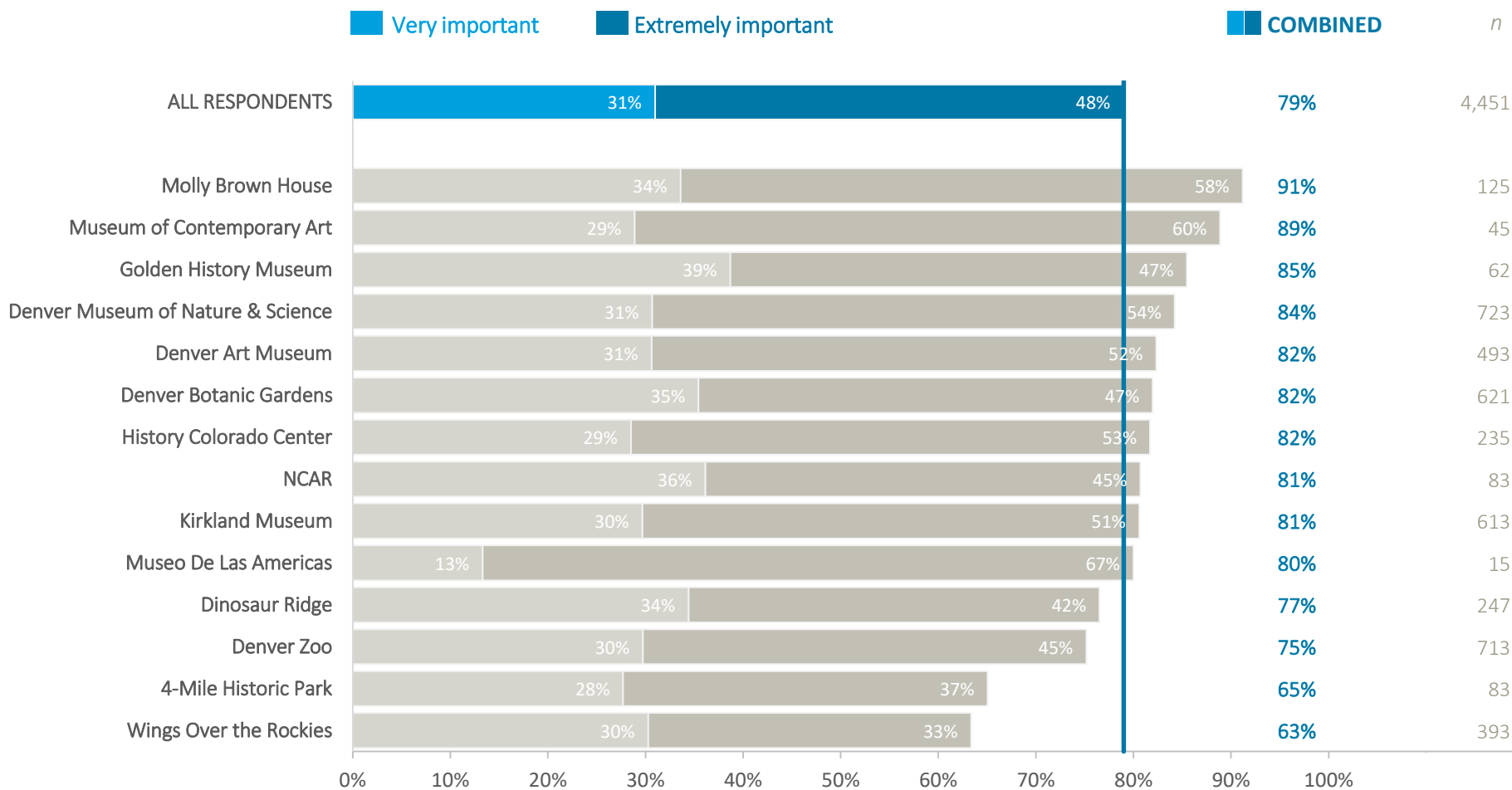
ENCOURAGE RECOMMENDED SOCIAL DISTANCING

Overall, 80% of respondents said that encouraging social distancing was *Very* or *Extremely* important to them. Respondents from Molly Brown House, Denver Botanic Gardens, and NCAR rated this slightly *higher* than average. Respondents from 4-Mile Historic Park and Wings Over the Rockies rated this slightly *lower* than average.



LIMITING CROWD SIZES

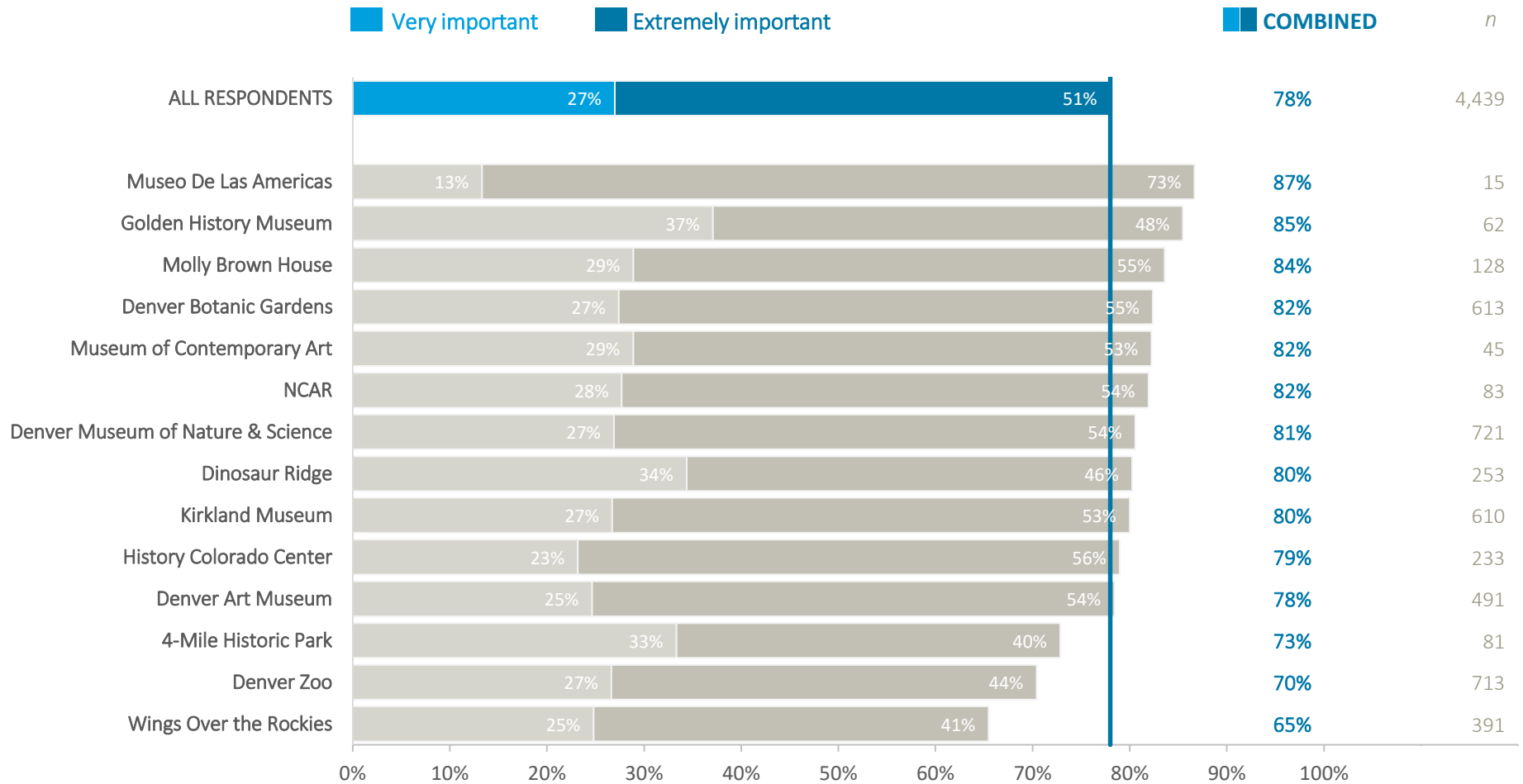
Overall, 79% of respondents said that *limiting crowd sizes* was *Very* or *Extremely* important to them. Respondents from Molly Brown House, Museum of Contemporary Art, Golden History Museum, and Denver Museum of Nature & Science rated this slightly *higher* than average. Respondents from 4-Mile Historic Park, and Wings Over the Rockies rated this slightly *lower* than average.



STAFF ADHERING TO CDC GUIDELINES

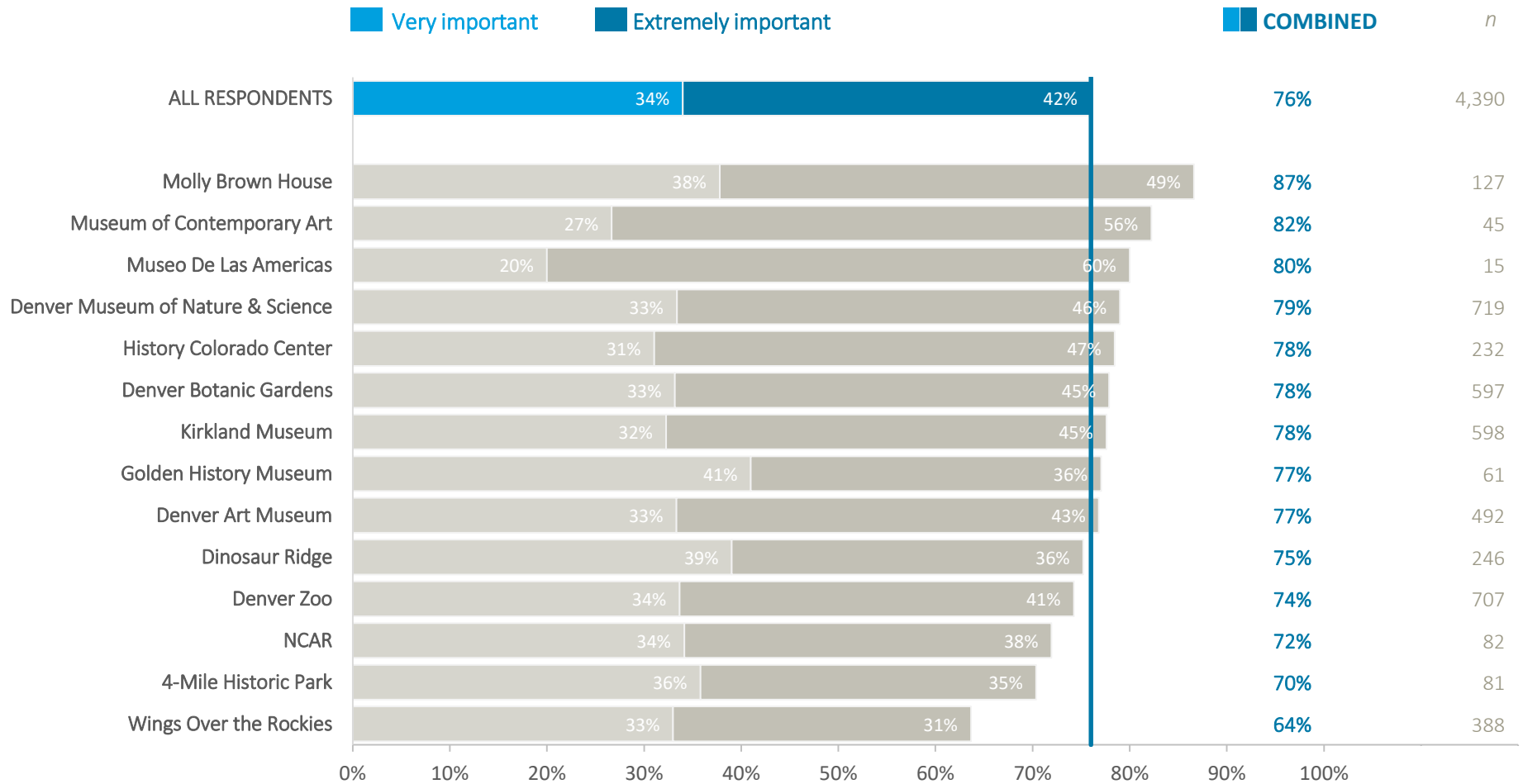
(EXAMPLE: WEARING MASKS)

Overall, 78% of respondents said that *seeing staff clearly adhering to CDC guidelines (e.g. wearing masks)* was *Very or Extremely important* to them. Respondents from Museo De Las Americas, Golden History Museum, and Molly Brown House rated this slightly *higher* than average. Respondents from 4-Mile Historic Park, Denver Zoo, and Wings Over the Rockies rated this slightly *lower* than average.



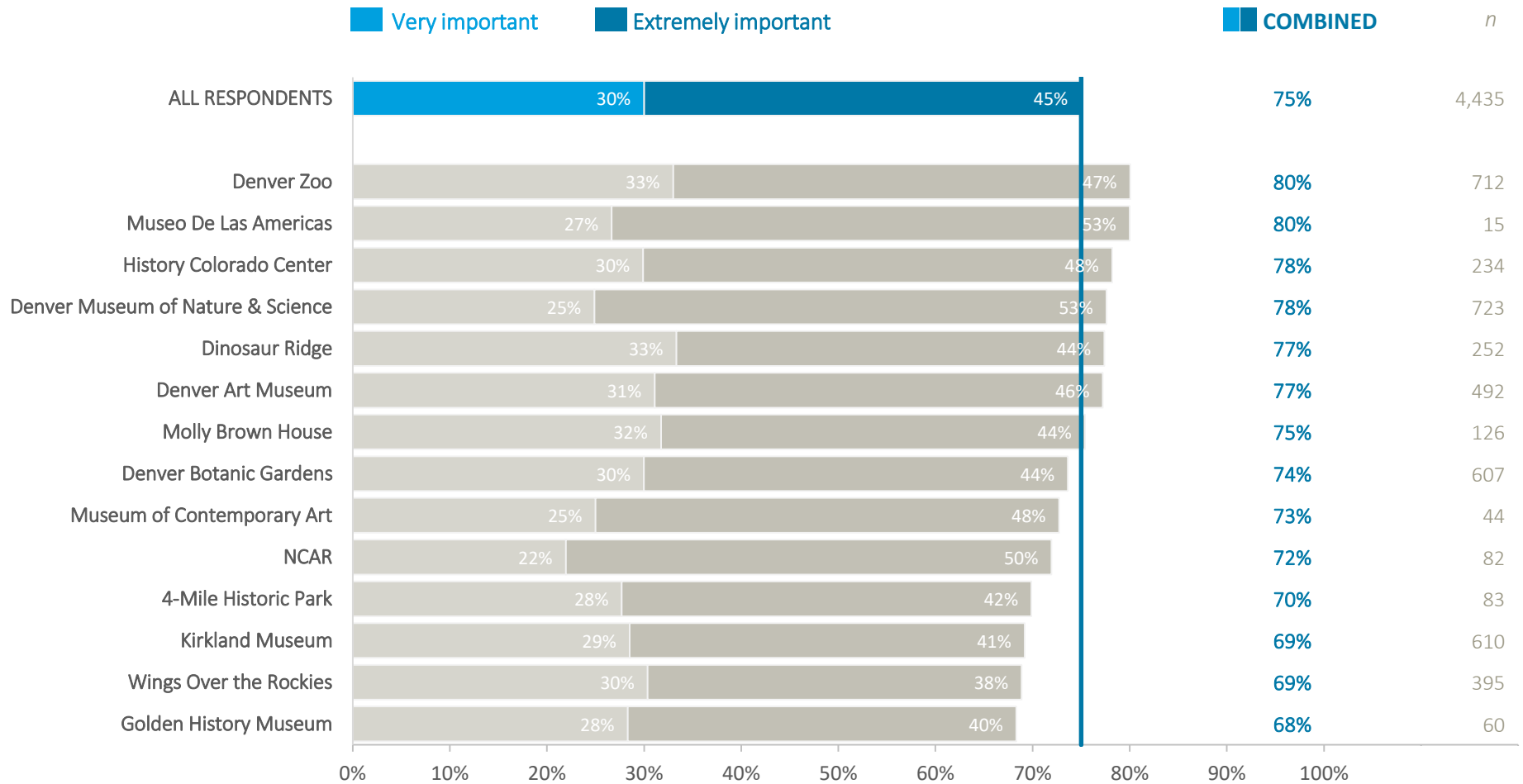
LIMITING CAPACITY FOR SEATED EVENTS

Overall, 76% of respondents said that *limiting capacity for seated events* was *Very* or *Extremely* important to them. Respondents from Molly Brown House and Museum of Contemporary Art rated this slightly *higher* than average. Respondents from 4-Mile Historic Park and Wings Over the Rockies rated this slightly *lower* than average.



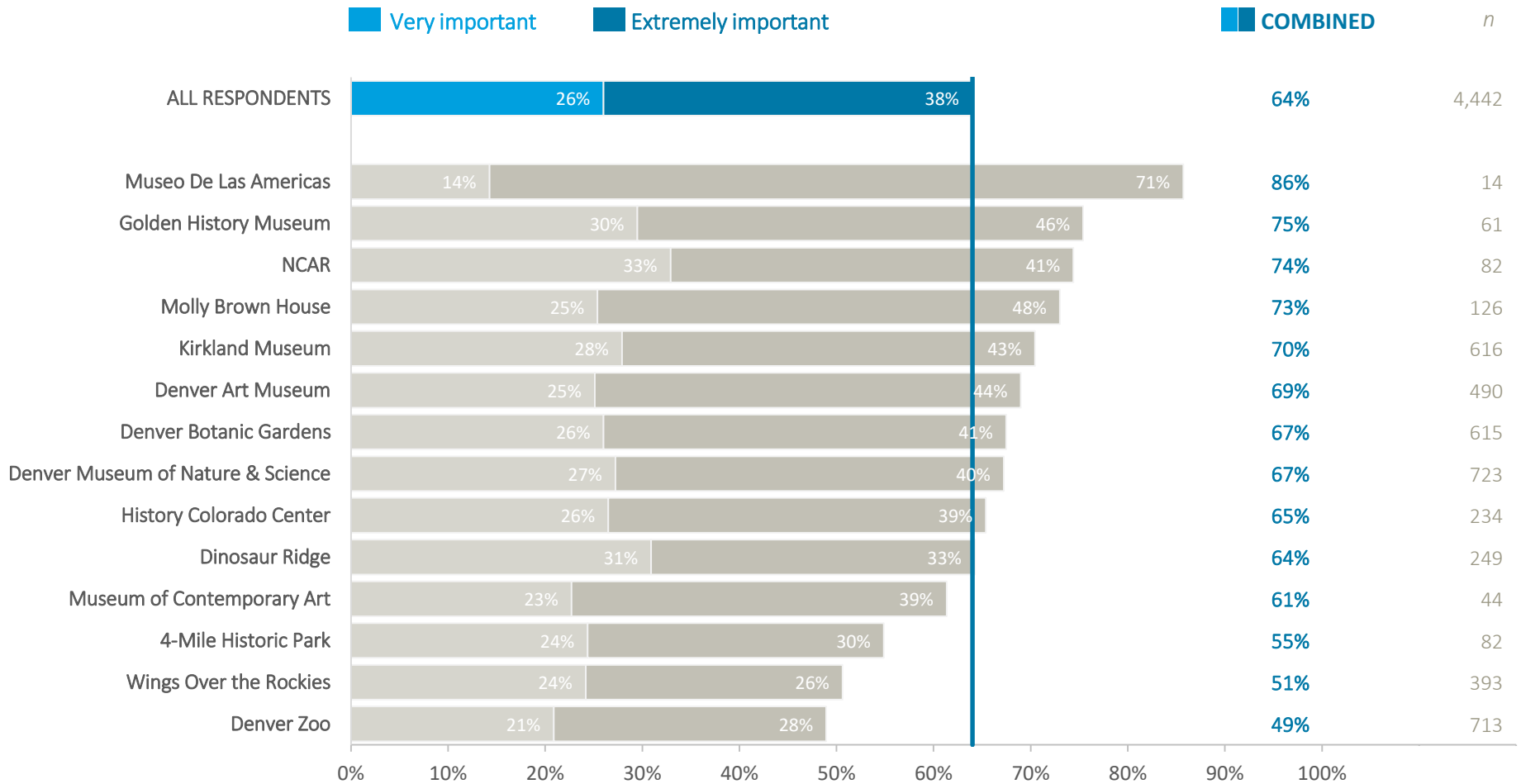
PROVIDING HAND SANITIZER

Overall, 75% of respondents said that *providing hand sanitizer* was *Very* or *Extremely* important to them. Respondents from **Denver Zoo and Museo De Las Americas** rated this slightly *higher* than average. Respondents from **4-Mile Historic Park, Kirkland Museum, Wings Over the Rockies, and Golden History Museum** rated this slightly *lower* than average.



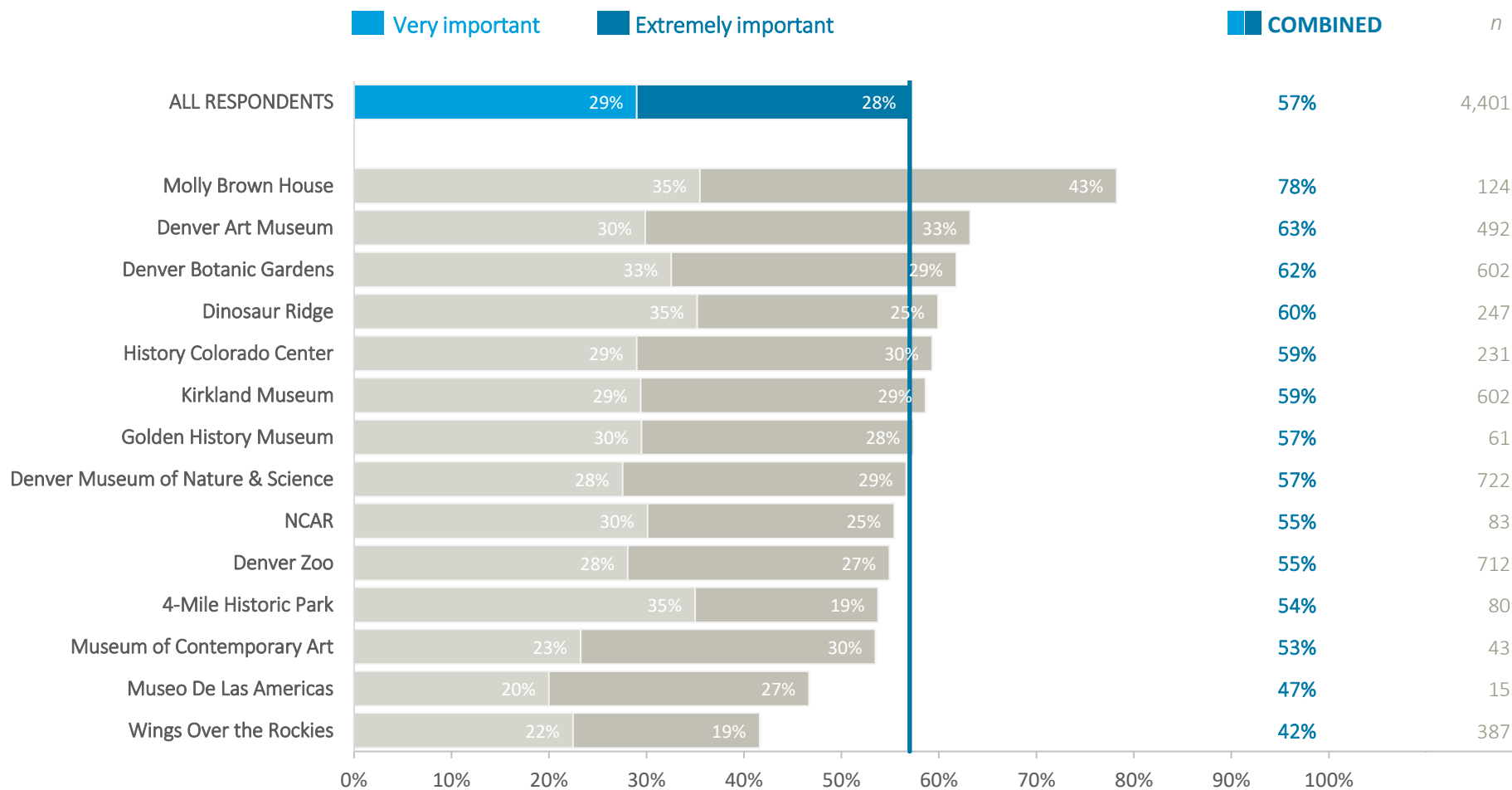
REQUIRE GUESTS TO WEAR MASKS

Overall, 63% of respondents said that *requiring guests to wear masks* was *Very* or *Extremely* important to them. Respondents from Museo De Las Americas, Golden History Museum, NCAR, Molly Brown House, Kirkland Museum, and Denver Art Museum rated this *higher* than average. Respondents from 4-Mile Historic Park, Wings Over the Rockies, and Denver Zoo rated this *lower* than average.



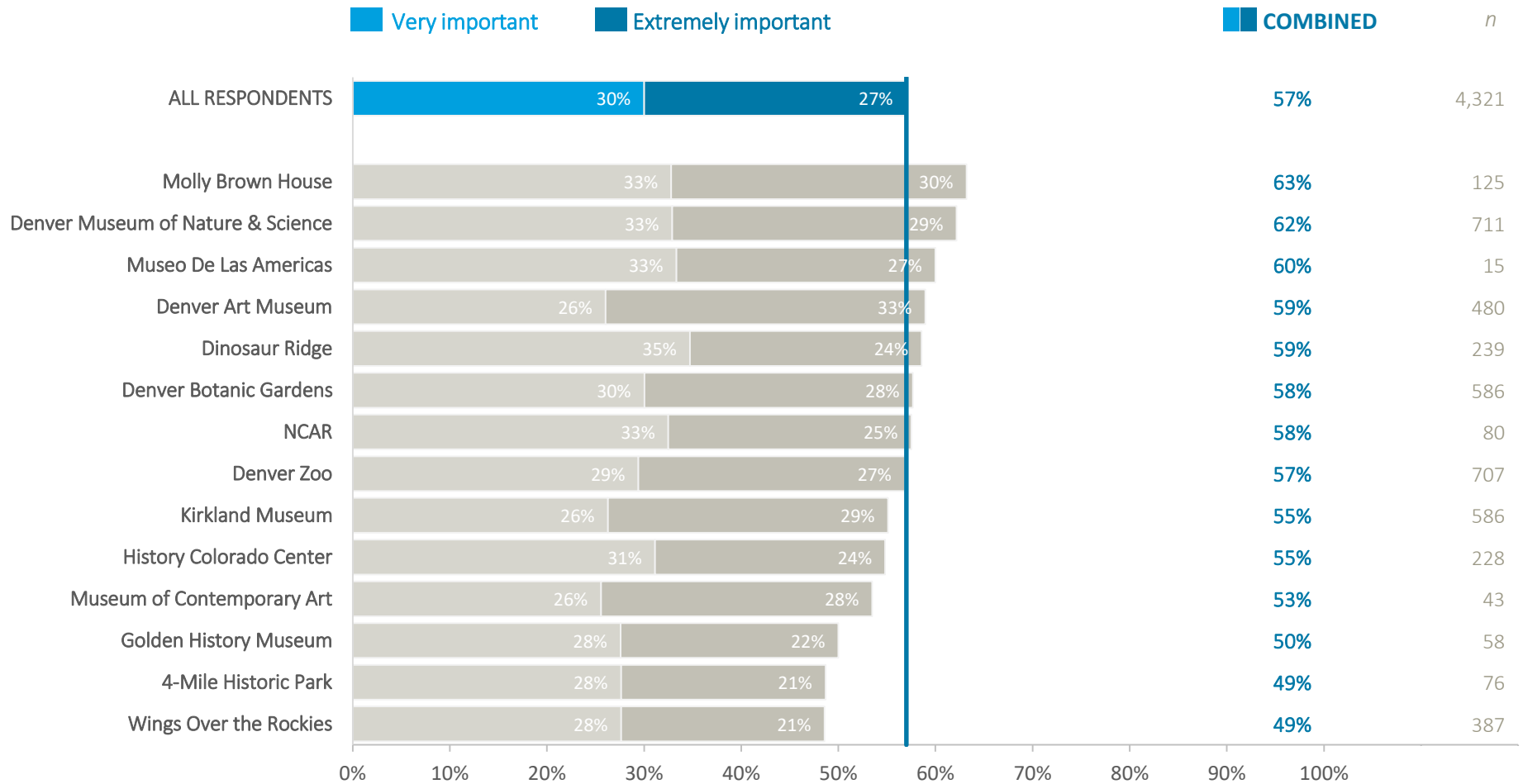
PROVIDE ONE-WAY DIRECTIONAL VISITOR FLOW

Overall, 57% of respondents said that *providing one-way directional flow* was *Very* or *Extremely* important to them. Respondents from Molly Brown House and Denver Art Museum rated this *higher* than average. Respondents from Museo De Las Americas, and Wings Over the Rockies rated this *lower* than average.



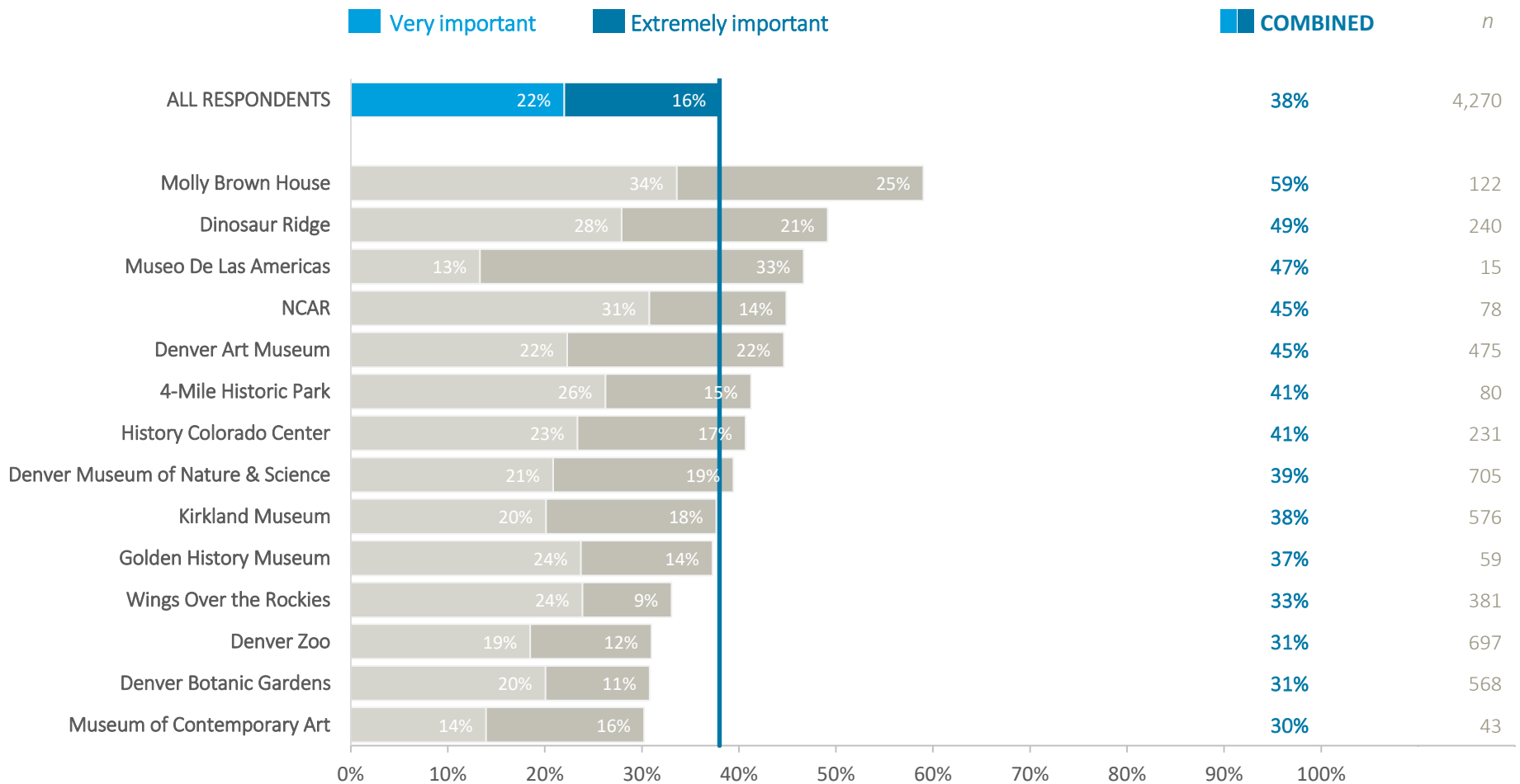
PROVIDE SIGNAGE ABOUT CLEANING POLICES AND ETIQUETTE

Overall, 57% of respondents said that *providing signage about cleaning policies and etiquette* was *Very or Extremely important* to them. Respondents from Molly Brown House and Denver Museum of Nature & Science rated this slightly higher than average. Respondents from Golden History Museum, 4-Mile Historic Park, and Wings Over the Rockies rated this slightly lower than average.



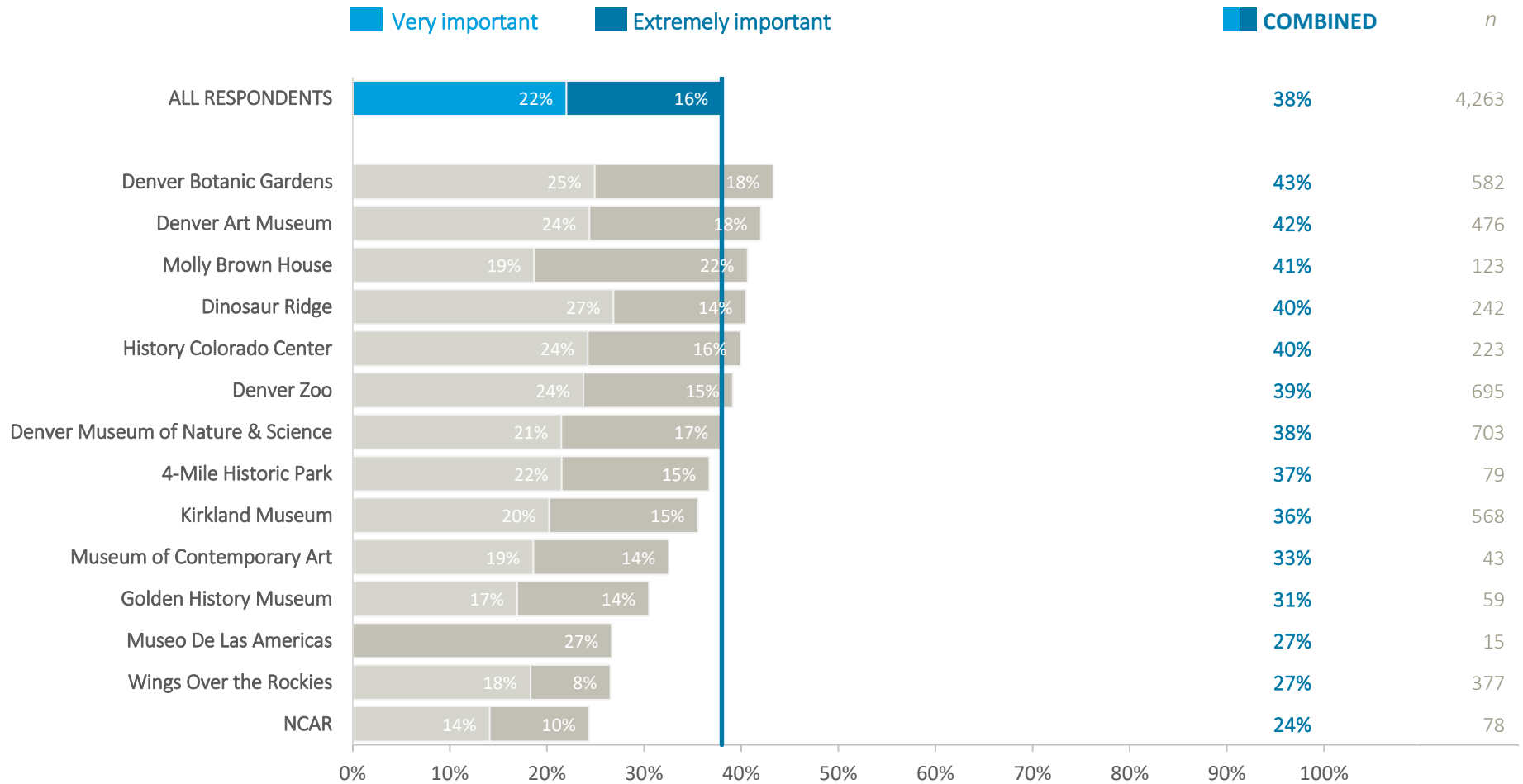
PROVIDE GUIDED OR PRIVATE EXPERIENCES WITH LIMITED CAPACITY

Overall, 38% of respondents said that *providing guided or private experiences with limited capacity* was *Very* or *Extremely* important to them. Respondents from Molly Brown House, Dinosaur Ridge, Museo De Las Americas, NCAR, and Denver Art Museum rated this *higher* than average. Respondents from Wings Over the Rockies, Denver Zoo, Denver Botanic Gardens, and Museum of Contemporary Art rated this *lower* than average.



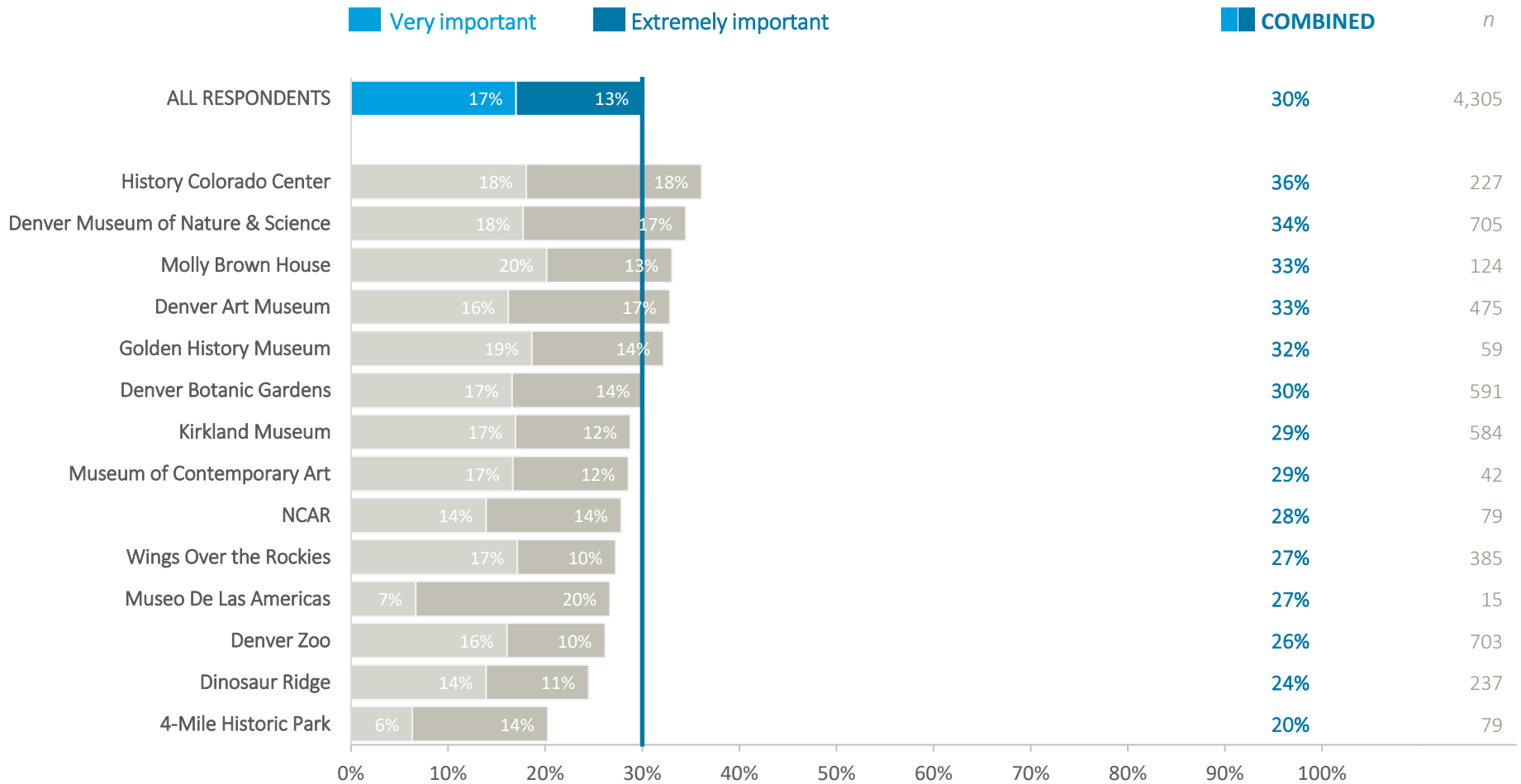
PROVIDE PRE-PURCHASED FOOD/GIFT OPTION TO AVOID LINES

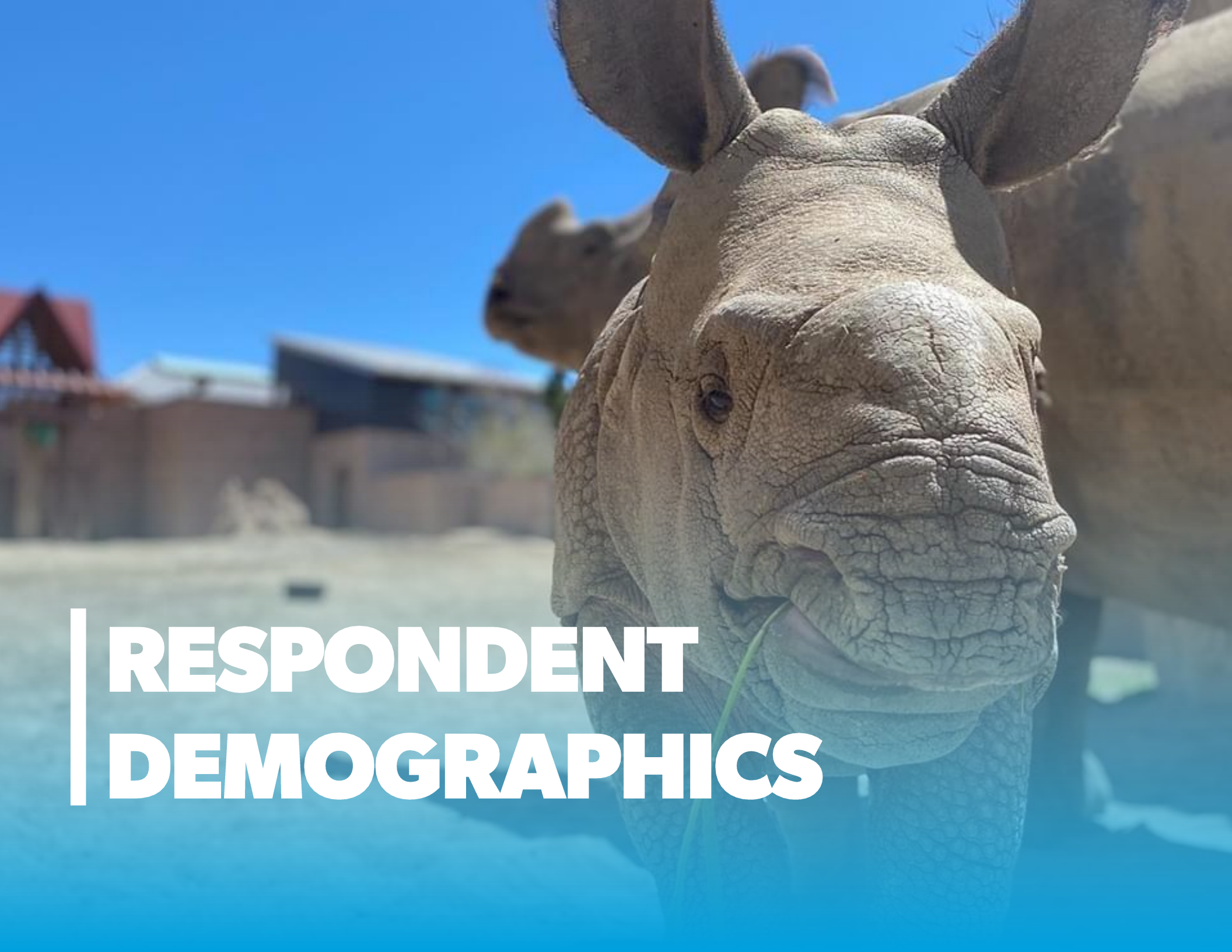
Overall, 38% of respondents said that *providing pre-purchased food/gift to avoid lines* was *Very* or *Extremely* important to them. Respondents from Denver Botanic Gardens rated this slightly *higher* than average. Respondents from Museum of Contemporary Art, Golden History Museum, Museo De Las Americas, Wings Over the Rockies, and NCAR rated this *lower* than average.



TAKE GUESTS' TEMPERATURES AT ENTRANCE

Overall, 30% of respondents said that *taking guests' temperature at entrance* was *Very* or *Extremely* important to them. Respondents from History Colorado Center rated this slightly *higher* than average. Respondents from Dinosaur Ridge and 4-Mile Historic Park rated this slightly *lower* than average.

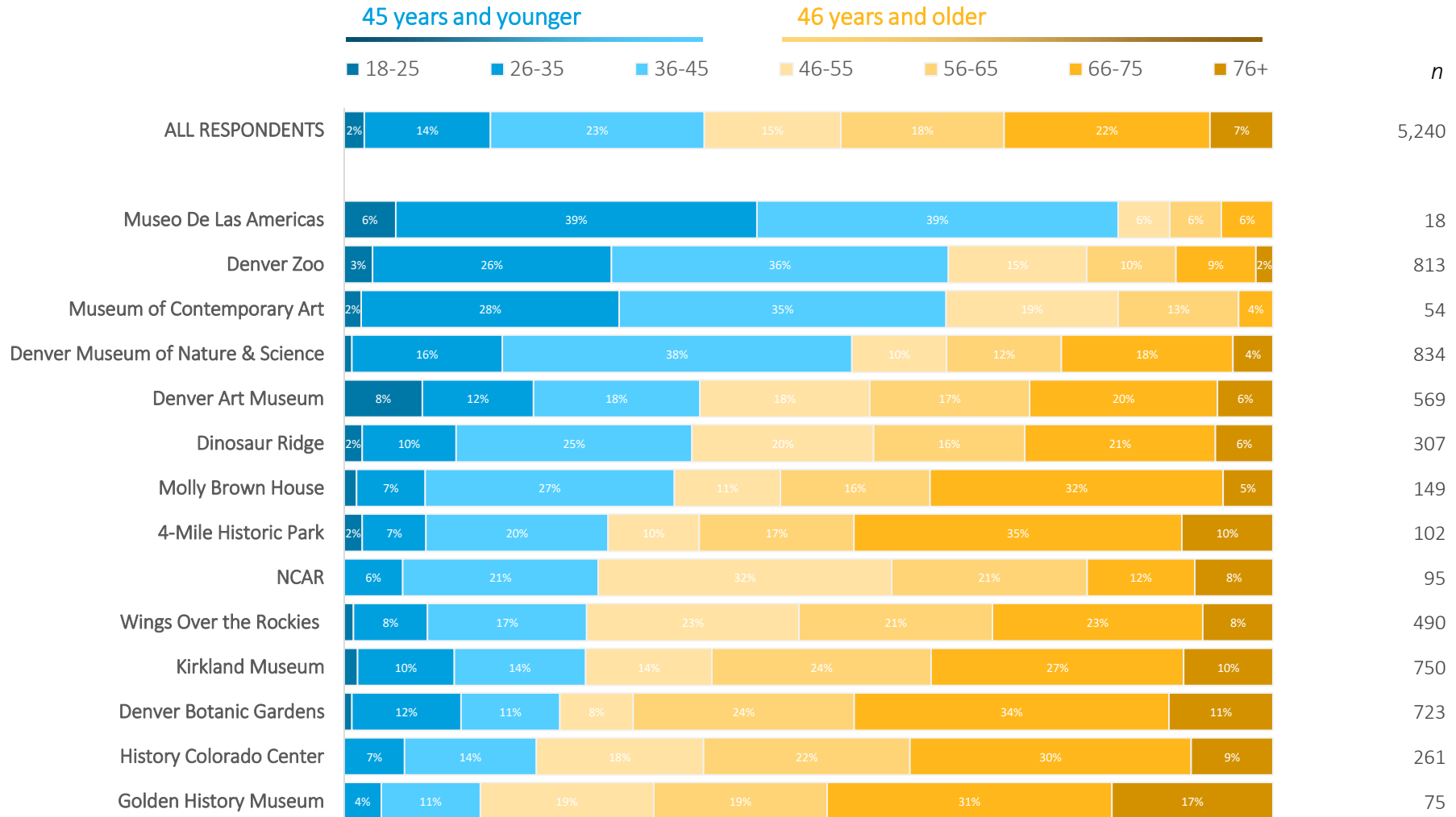




**RESPONDENT
DEMOGRAPHICS**

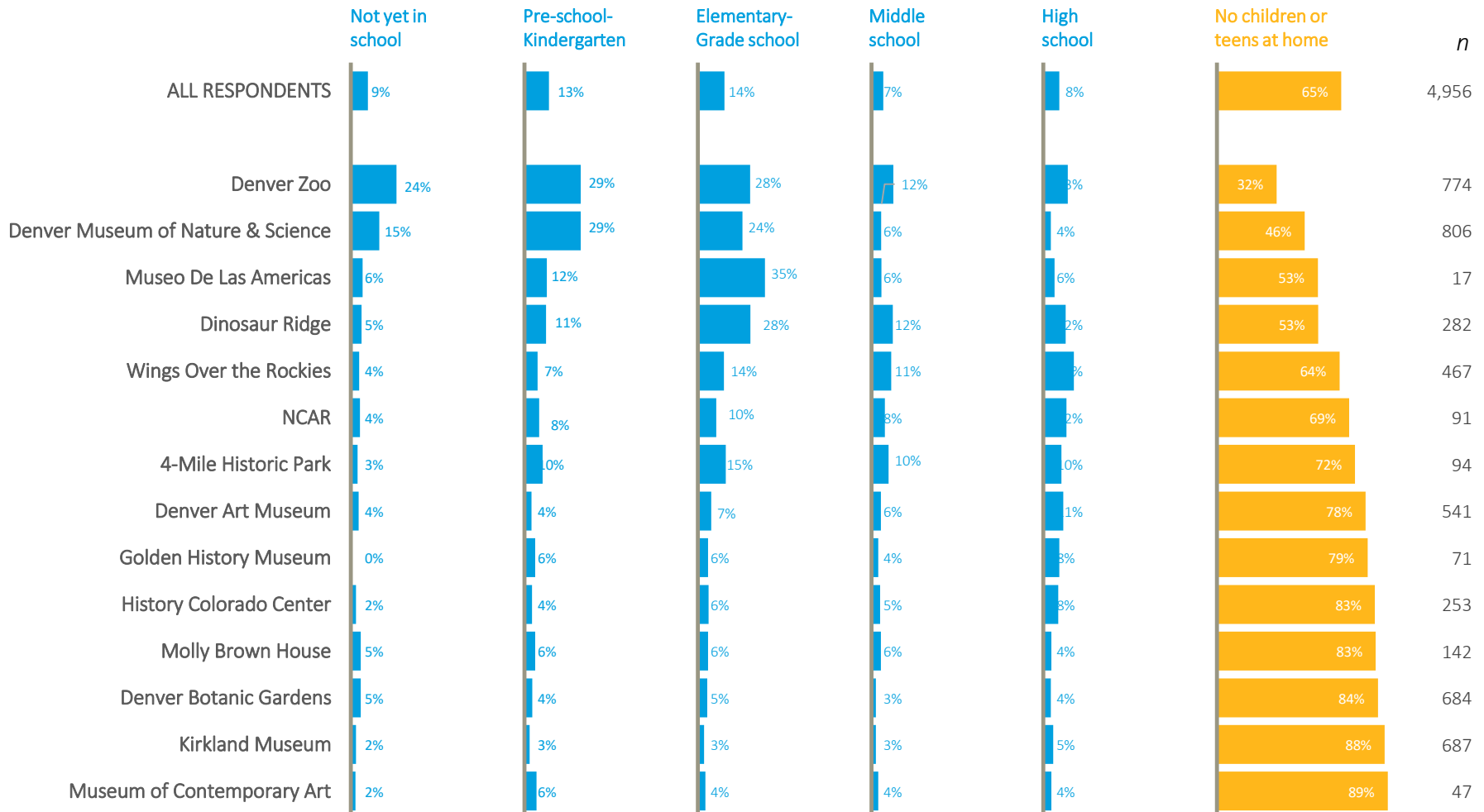
AGE OF RESPONDENTS

Just over one-third (39%) of respondents were 45 years old or younger. By share of respondents for each organization Museo de Las Americas had the highest proportion of 45 & younger respondents (84%). Golden History Museum had the lowest proportion of 45 & younger respondents (15%).



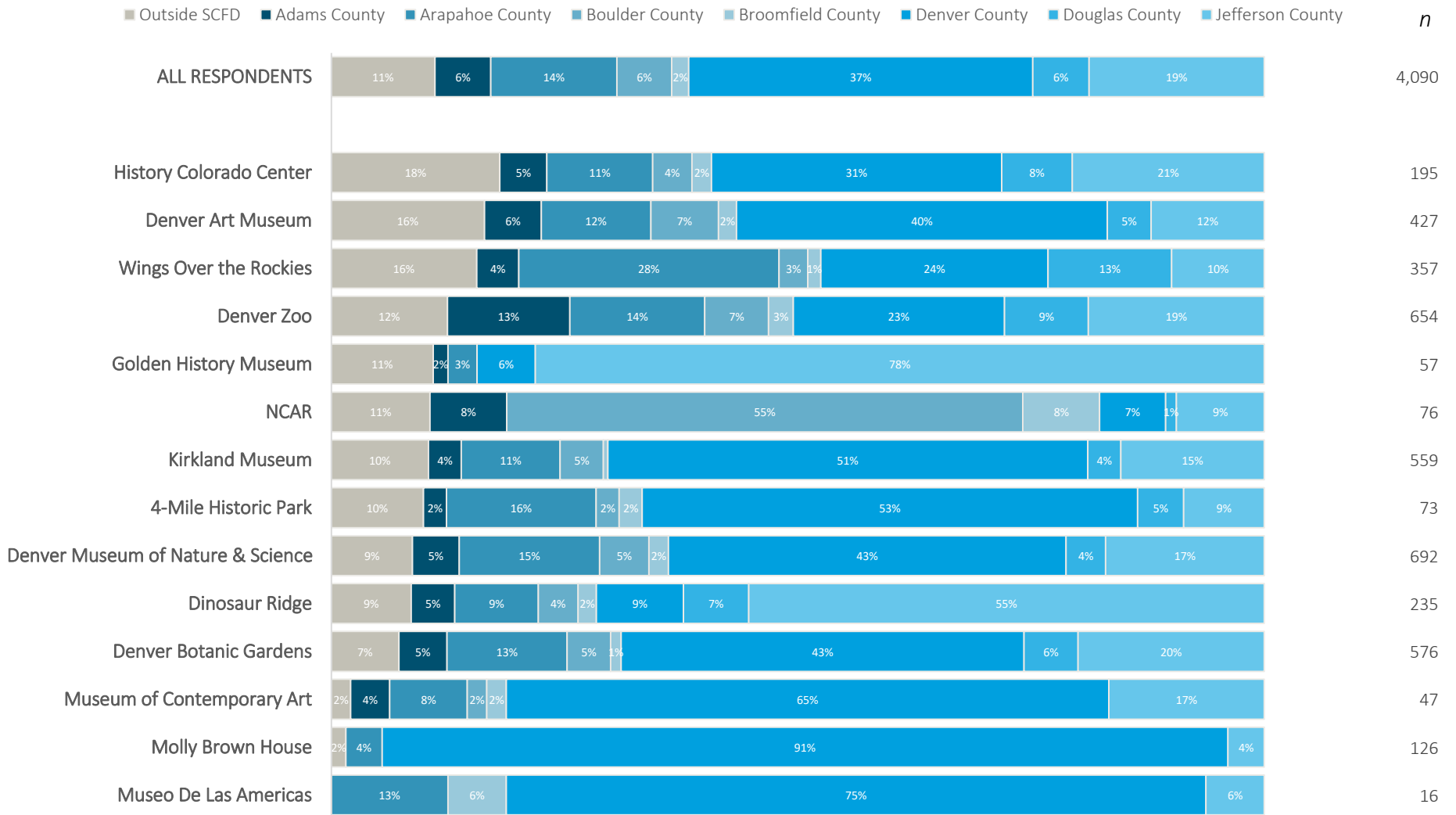
AGE OF CHILDREN CURRENTLY LIVING AT HOME

Overall, about one-third (35%) of respondents said that they had children or teenagers currently living at home. By share of respondents for each organization Denver Zoo had the highest number of households with children or teens (68%). Museum of Contemporary Art had the lowest number of households with children or teens (11%).



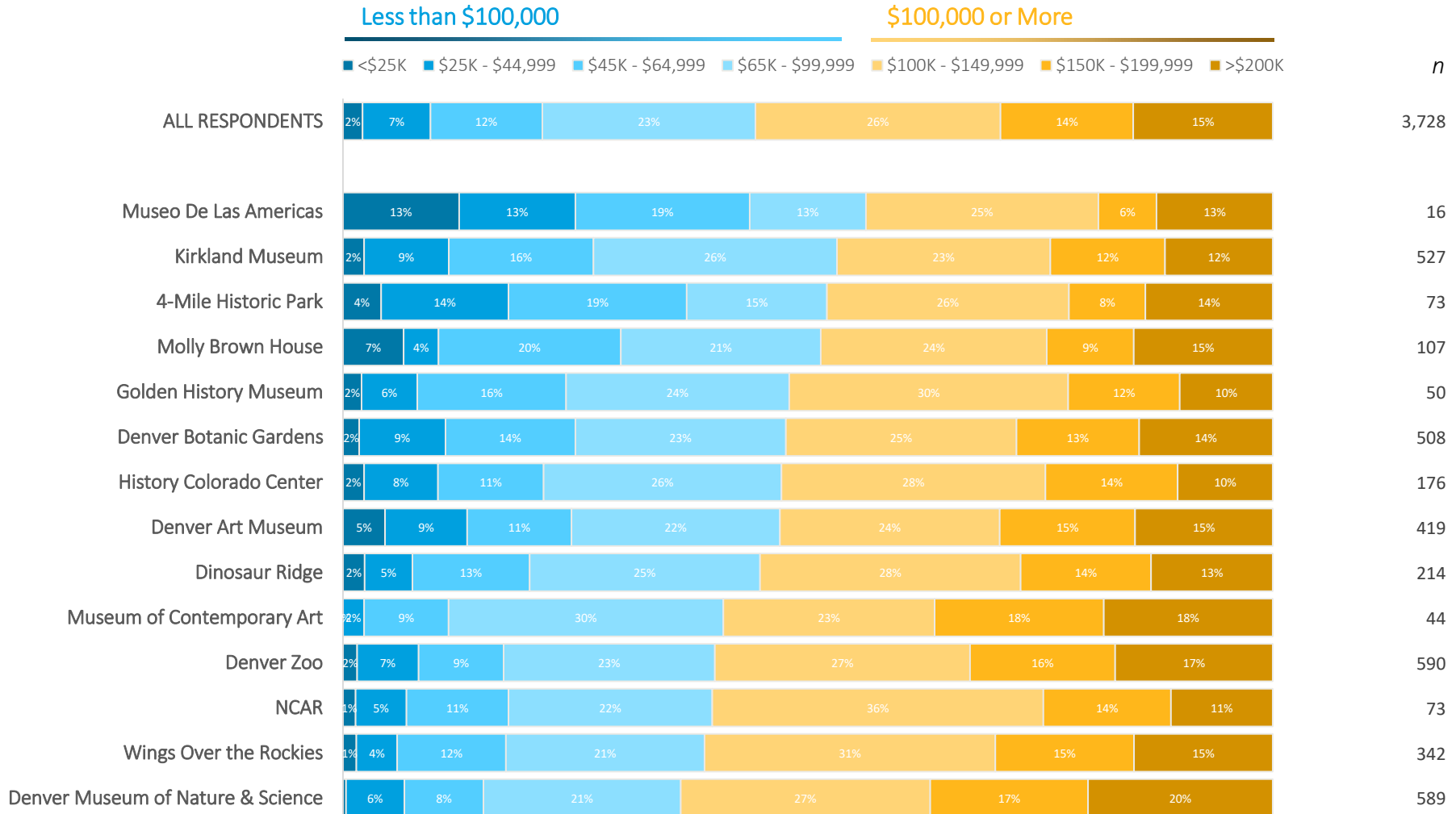
RESIDENTS LIVING IN SCFD COUNTIES

89% of respondents were from an SCFD county. By share of respondents for each, History Colorado Center had the lowest share of SCFD respondents (82%). Museo De Las Americas had the highest share of SCFD respondents (100%).



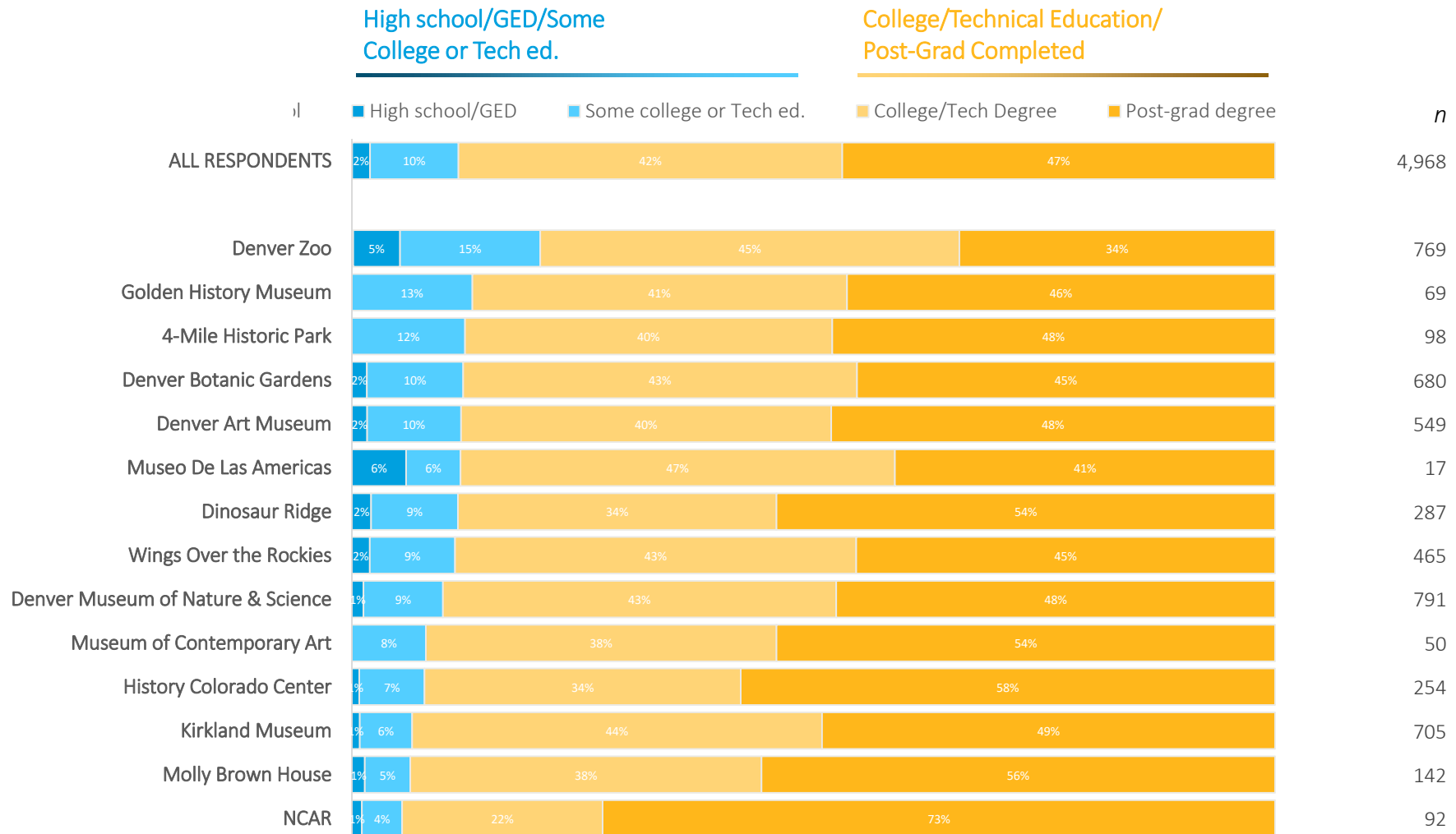
ANNUAL HOUSEHOLD INCOME

55% of all respondents reported an annual household income of \$100,000 or higher. By share of respondents for each organization, Museo De Las Americas had the lowest proportion of \$100K or higher annual household incomes (44%). Denver Museum of Nature & Science had the highest proportion of \$100K or higher annual household incomes (64%).



HIGHEST EDUCATION COMPLETED

Overall, 89% of respondents had completed a college or technical degree or higher level of education. By share of respondents for each organization Denver Zoo had the lowest proportion of respondents who had completed a college or technical degree (79%). NCAR had the highest proportion of respondents who had completed a college or technical degree (95%).



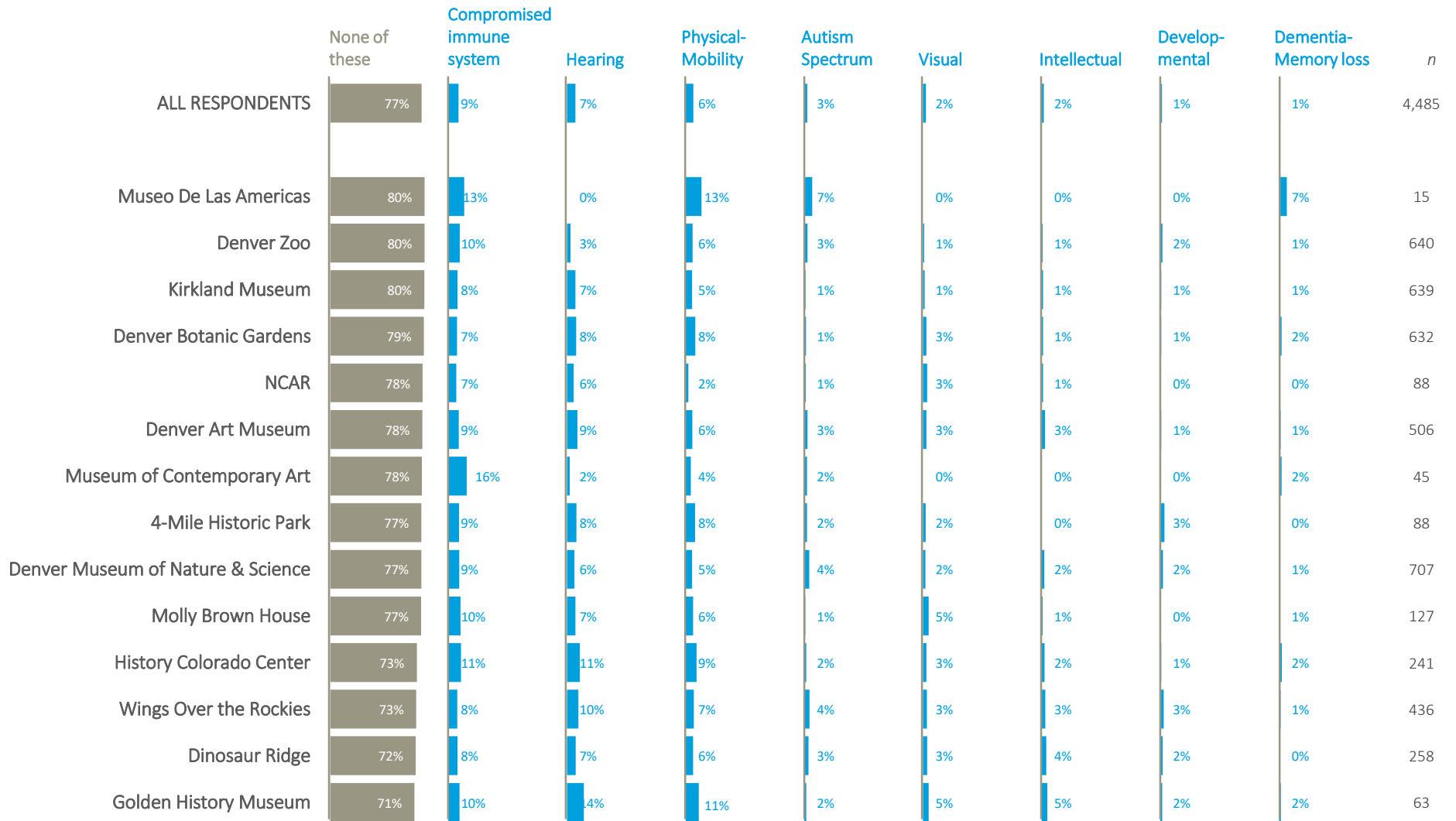
RACE OR ETHNIC BACKGROUND

93% of respondents identified as *White or Caucasian*. 6% overall identified as *Latinx*, 3% identified as *Asian*. Other racial or ethnic groups were selected by 1% or fewer. Respondents could *select all that apply* so percentages sum to greater than 100%.



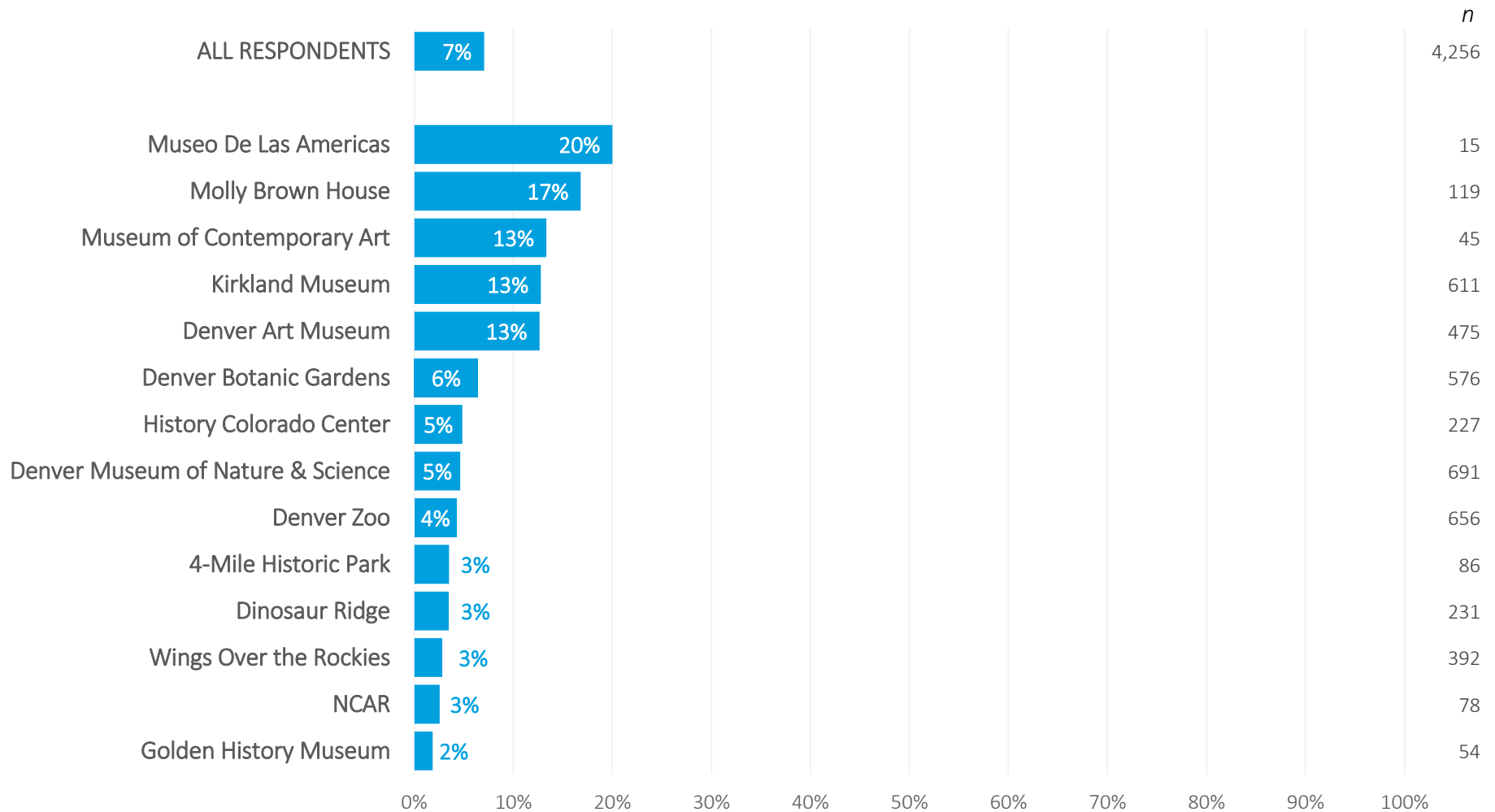
NEED FOR ACCOMMODATION

Respondents noted if accommodations in any of the following areas would benefit them or someone in their household. Overall, 77% of respondents said no accommodations were needed. **9% said they or someone in their household would benefit from accommodations for visitors with compromised immune systems.**



LGBTQ+ COMMUNITY AFFILIATION

7% of respondents overall said that they identified as a part of the LGBTQ+ community. By share of respondents for each organization, Museo De Las Americas had the highest proportion of LGBTQ+ respondents (20%). Golden History Museum had the lowest proportion of LGBTQ+ respondents (2%).





METHODOLOGY AND APPENDIX

METHODOLOGY

This survey was designed to answer a range of urgent, complex questions about the place of the arts and culture in the hearts, minds, families, and social lives of our community during these rapidly changing times. The Museum proposed that this survey be offered to other cultural institutions in the 7-county region to help create a collective picture of audience perceptions as well as to help them better understand the unique needs of their audiences. As an added benefit, creating one survey helped to prevent survey fatigue as many of us share member households.

The survey assessed past behavior around visitation, past and current intentions to visit, sentiments around proposed safety precautions, and anticipated impact to visitation and membership. The survey was fielded by 14 cultural organizations in the 7-county region between Friday April 24 and May 4, 2020.

This study was designed to provide not just a snapshot but a “motion picture”: a series of at least two waves of research to give decision-makers reliable, current information as the COVID situation evolves. The results chronicled in this report are the first wave of research – fielded prior to the reopening of any of the participating organizations. Institutions who participated will be given a copy of the survey and encouraged to check in with their audiences shortly after opening as well as in the future as safety recommendations related to the pandemic evolve.



APPENDIX A

Counts of survey respondents by participant organization.

Cultural Organization	Total Responses Received	Share of Total
Denver Museum of Nature & Science	849	16%
Denver Zoo	821	15%
Kirkland Museum	774	14%
Denver Botanic Gardens	739	14%
Denver Art Museum	588	11%
Wings Over the Rockies Air & Space Museum	499	9%
Dinosaur Ridge	313	6%
History Colorado Center	266	5%
Molly Brown House	151	3%
4-Mile Historic Park	105	2%
NCAR	97	2%
Golden History Museum	77	1%
Museum of Contemporary Art	55	1%
Museo De Las Americas	18	0.3%
Grand Total	5,352	100%



“With parameters set in accordance to answers given in this survey, I very much look forward to resuming my cultural life. Aside from moments of grace, charity, and unconditional love; “The Arts” is what we as humans do best.”

Community
Member