

DOORS OPEN

King County Resident Culture & Communities Study

WINTER 2026



DOORS
OPEN

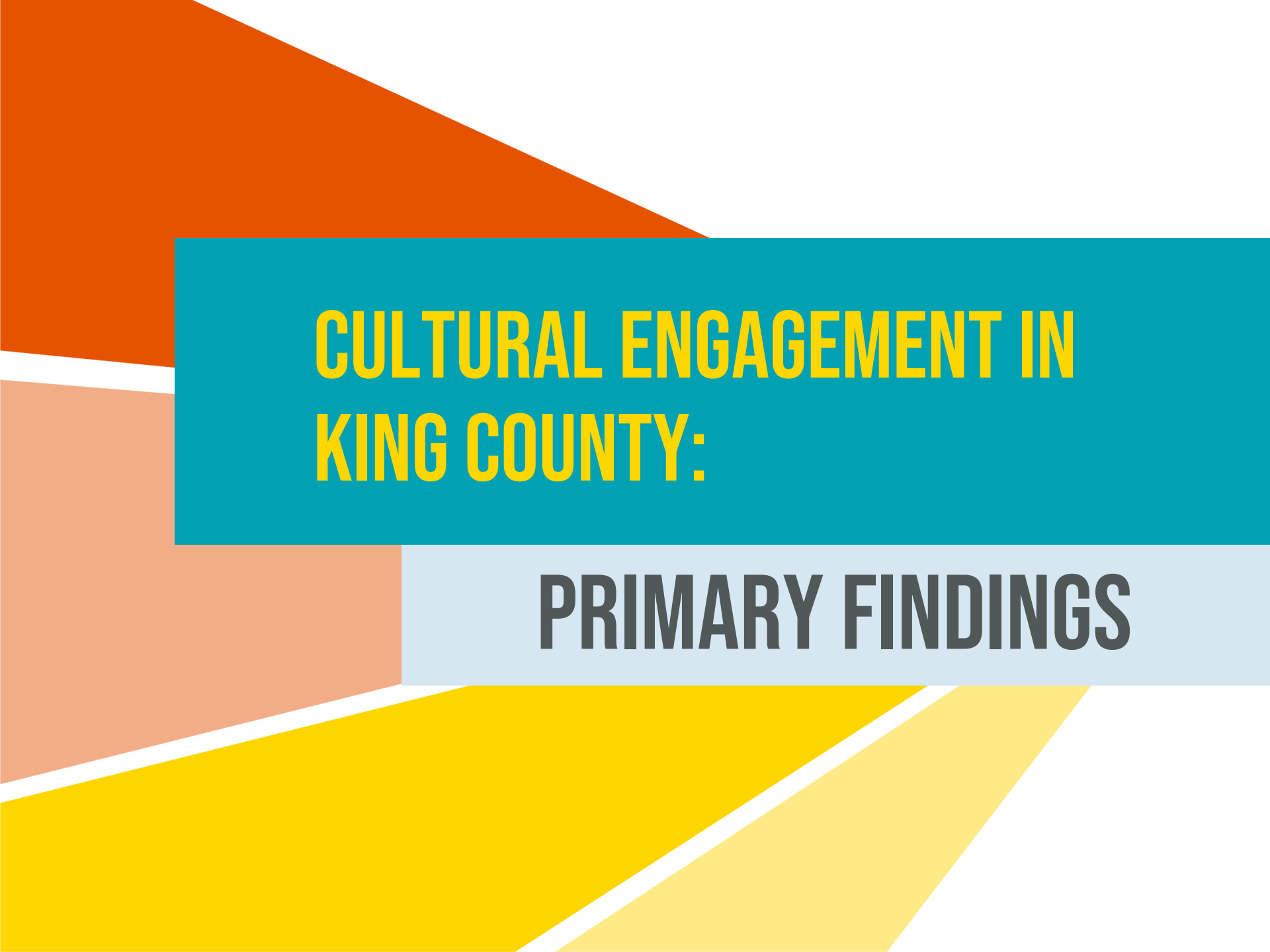
4 CULTURE


Wilkening Consulting
audience research | knowledge curation

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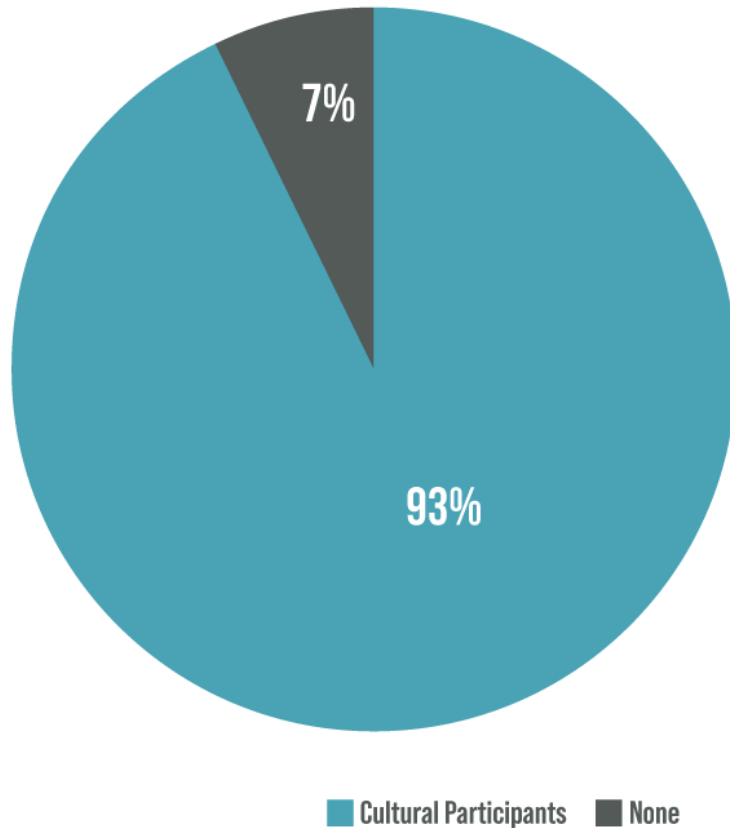
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CULTURAL ENGAGEMENT IN KING COUNTY:

PRIMARY FINDINGS

93% OF KING COUNTY RESIDENTS ARE CULTURAL PARTICIPANTS



If all cultural activities are measured, 93% of King County residents participated in at least one cultural activity in the past year.

King County exceeds national participation rates. Residents are 1.3x more likely to visit museums, and also 1.3 more likely to attend live performances, than U.S. adults.

In contrast, 41% of King County residents attended a sporting event.

Source for U.S. data: 2026 Annual Survey of Museum-Goers and Broader Population Sampling (AAM + Wilkening Consulting)

ACCESS IS WIDESPREAD ... BUT BARRIERS STILL EXIST

78% of King County residents agree there are plenty of cultural activities in their neighborhood or community.



While participation, at 93%, is close to universal, participation *frequency* varies widely. Primary barriers to higher participation rates include:



Cost



Time



Other interests/priorities

Cost concerns are greatest for:

- **Young adults under 40 without children**
- **Families with young children**
- **Lower income households**

Three out of five King County households have access and support needs. The most common ones include:



Mental health considerations



Physical disabilities (including associated with aging)

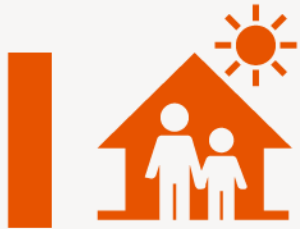


Learning disabilities



Sensory sensitivities

CULTURE IMPROVES LIVES



People engage with culture to connect with family and friends, feel a sense of belonging, expand their minds, relax, and enjoy themselves.



95% of King County residents have experienced health and wellbeing outcomes from participating in cultural activities.



93% have experienced other outcomes, such as gaining knowledge, empathy, curiosity, critical thinking, and more.

KING COUNTY RESIDENTS WANT CULTURE TO BE INCLUSIVE AND HONEST

King County residents expect cultural organizations to:



- Be welcoming, and provide a sense of belonging
- Be respectful of different values of community members
- Share universal human experiences



70% of King County residents want cultural organizations to resist pressures to remove content for political reasons.



73% of King County residents are supportive of inclusive content in cultural organizations.

Note: Inclusive content refers to cultural programming and interpretation that includes diverse perspectives and lived experiences. In this survey, it includes representation of women, people of color, people with disabilities, LGBTQ+ people, religious minorities, and historically underrepresented communities.

CULTURE IS COMMUNITY

97% of King County residents believe cultural organizations have a positive impact in their community, with the top impacts being:

1

Providing
educational
opportunities

2

Improving
quality of life

3

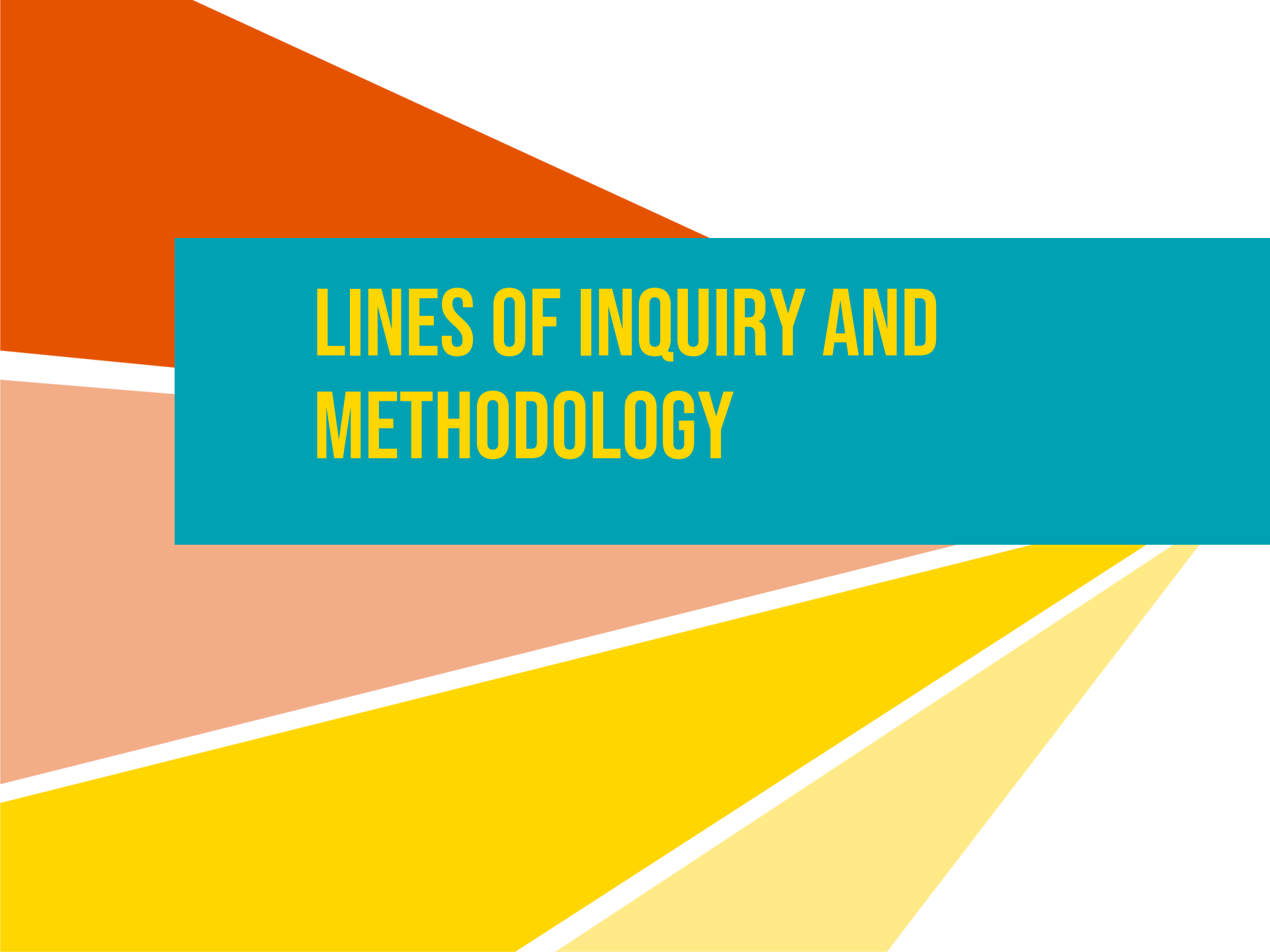
Honoring
cultural
diversity

4

Promoting
engagement in
community
life/bringing their
community
together



85% of King County residents think cultural organizations contribute to the economic vitality of their community.



LINES OF INQUIRY AND METHODOLOGY

PURPOSE

TO FIELD RESEARCH WITH A REPRESENTATIVE SAMPLE OF KING COUNTY RESIDENTS, DOCUMENTING CURRENT CULTURAL ENGAGEMENT AMONG KING COUNTY RESIDENTS.

This research establishes a benchmark and is designed to be replicated over time to assess the impact of newly implemented Doors Open programs on cultural access.

4CULTURE'S INVOLVEMENT

WHY THIS STUDY?

4Culture launched this study through Doors Open to create an evidence base for King County's cultural sector and assist cultural practitioners to understand residents today and help plan for tomorrow.

Understand Participation Patterns

Move beyond event counts to understand how, why, and how often King County residents participate in cultural life.

Support Smarter Decisions

Inform the cultural sector with actionable insights to support audience development, programming, outreach, and investment strategies.

Center Resident Experience

Better understand motivations, barriers, access, and pathways to arts discovery to help cultural practitioners feel relevant and welcoming.

DESIRED RESEARCH OUTCOMES

In addition to benchmarking cultural participation in King County, this research also sought to develop a better understanding of:



Public Perspectives

- Thoughts about cultural organizations
- Attitudes towards content



Audience Development

- Leisure time patterns
- Motivations
- Access and barriers to participation



Impact and Relevance

- Individual outcomes: health, wellbeing, education, affective outcomes
- Social outcomes: volunteering, community engagement and connection, bonding with loved ones
- Community outcomes: quality of life, historic preservation, sense of place, civic outcomes

WHAT THIS STUDY IS AND IS NOT

THIS STUDY IS INTENDED TO:

Assess and create
benchmarks of cultural
participation in King
County

Identify
barriers to
cultural
participation

Measure the public's
perceptions of the impact
of culture in their lives as
well as in King County's
communities

THIS STUDY IS NOT:

An evaluation of
King County's
cultural
organizations

A ranking or
assessment

An advocacy
document

An economic
impact report

METHODOLOGY

To best understand cultural audiences, both current and potential, the survey instrument was put out into the field in two ways, both included in this report:

A generally demographically-representative sample of King County residents

- Purchased sample, gathered via Alchemer Panel Services
- N = 963
- 95% confidence with a margin of error of $\pm 3.2\%$
- 100% King County residents
- Results designated as “King County Sample” in this report

A sample of King County cultural audiences

- Distributed via communications lists of 9 community-based cultural organizations and 4Culture
- N = 1,787
- 85% King County residents
- Results designated as “Cultural Sample” in this report

METHODOLOGY

Organizations contributing to the sample of King County cultural audiences:

4Culture

Cham Refugees Community

Friends of Issaquah Salmon Hatchery

KidsQuest Children's Museum

Pacific Bonsai Museum

Pacific Northwest Ballet

Pacific Science Center

ShoreLake Arts

Wing Luke Museum

Woodland Park Zoo

DEMOGRAPHIC REPRESENTATION GOALS:

KING COUNTY SAMPLE

The King County Sample had ambitious goals to ensure it represented the residents of the county. All demographic goals were met except for three:

GEOGRAPHIC DISTRIBUTION

Less than 1% of panel respondents indicated they live in unincorporated King County, less than the 10% recorded in the U.S. Census. To supplement this sample, 50 respondents from the cultural sample that identified as living in unincorporated areas of King County were aggregated into the King County Sample, for a total of 6%; this did not affect the overall results in a statistically significant way.

RACE AND ETHNICITY

The panel sample missed the goal for Asian, East Asian, South Asian, or Southeast Asian representation by a single percentage point. To supplement this sample, 26 respondents from this racial and ethnic segment from the cultural sample were aggregated into the King County Sample; this did not affect the overall results in a statistically significant way.

GENDER

The panel sample under-represented men by nine percentage points: only 42% vs 51% of all King County residents. Women, in turn, were slightly over-represented. Since men and women comprised 96% of all responses, results by these two genders were compared to determine where differences were greatest, and test weighting was run to see if those differences affected the overall results. The greatest differences in the overall results were less than one percentage point, and no weighting of the overall sample was deemed necessary.

PRESENTATION OF RESULTS

In this report, results are presented through multiple lenses, including:



BY SAMPLE



BY LIFE STAGE



BY PARTICIPATION PATTERNS

PRESENTATION OF RESULTS

BY SAMPLE

King County's residents participate in cultural activities at widely varying rates. To understand audiences more completely, it is helpful to examine the two samples directly:

1

KING COUNTY RESIDENTS:

the demographically-representative sample of King County residents

This sample presents an overview of the entire community and its engagement with culture, as well as how engagement might differ across segments.

2

CULTURAL RESPONDENTS:

respondents who participated by responding to the survey sent out by one of the community-based organizations or by 4Culture

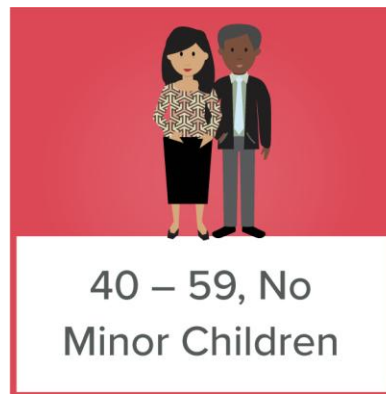
This sample provides insights into the most frequent participants and supporters of cultural communities.

PRESENTATION OF RESULTS

BY LIFE STAGE

Life stage makes a significant difference in how, and how often, people engage with culture and cultural organizations. Understanding leisure time patterns, motivations, opportunities and constraints, cultural engagement, and potential barriers to cultural engagement by life stage can help cultural organizations serve these audiences more effectively and empathetically while also forecasting future audience trends.

There are four life stages we tracked in this research:



PRESENTATION OF RESULTS

BY PARTICIPATION PATTERNS

This study found that virtually all King County residents participate in cultural activities, but participation rates vary.

To better understand audiences by participation rates, a scoring system was developed to assess overall cultural engagement among King County residents. This scoring system was based on:



**Live performance
attendance rates**



**Museum
visitation rates**



**Participation rates
in a variety of other
cultural activities**

NATIONAL COMPARISONS

Where possible, findings are compared with national datasets to assess how King County residents differ from or align with U.S. adults. These research studies include:

- Annual Survey of Museum-Goers and Broader Population Sampling, 2025 and 2026 (American Alliance of Museums + Wilkening Consulting)
- Americans Speak Out About the Arts: An In-Depth Look at Public Perceptions and Attitudes About Arts & Culture in America in 2023 (Americans for the Arts)
- Digital Media Trends, 18th Edition, Fall 2024 (Deloitte Insights)



RESULTS BY SURVEY THEMES



RESULTS BY SURVEY THEMES

LEISURE TIME ACTIVITIES AND MOTIVATIONS

LEISURE TIME ACTIVITIES AND MOTIVATIONS

To establish a baseline for leisure time preferences of King County residents, respondents began the survey by answering a set of questions about their leisure time habits.

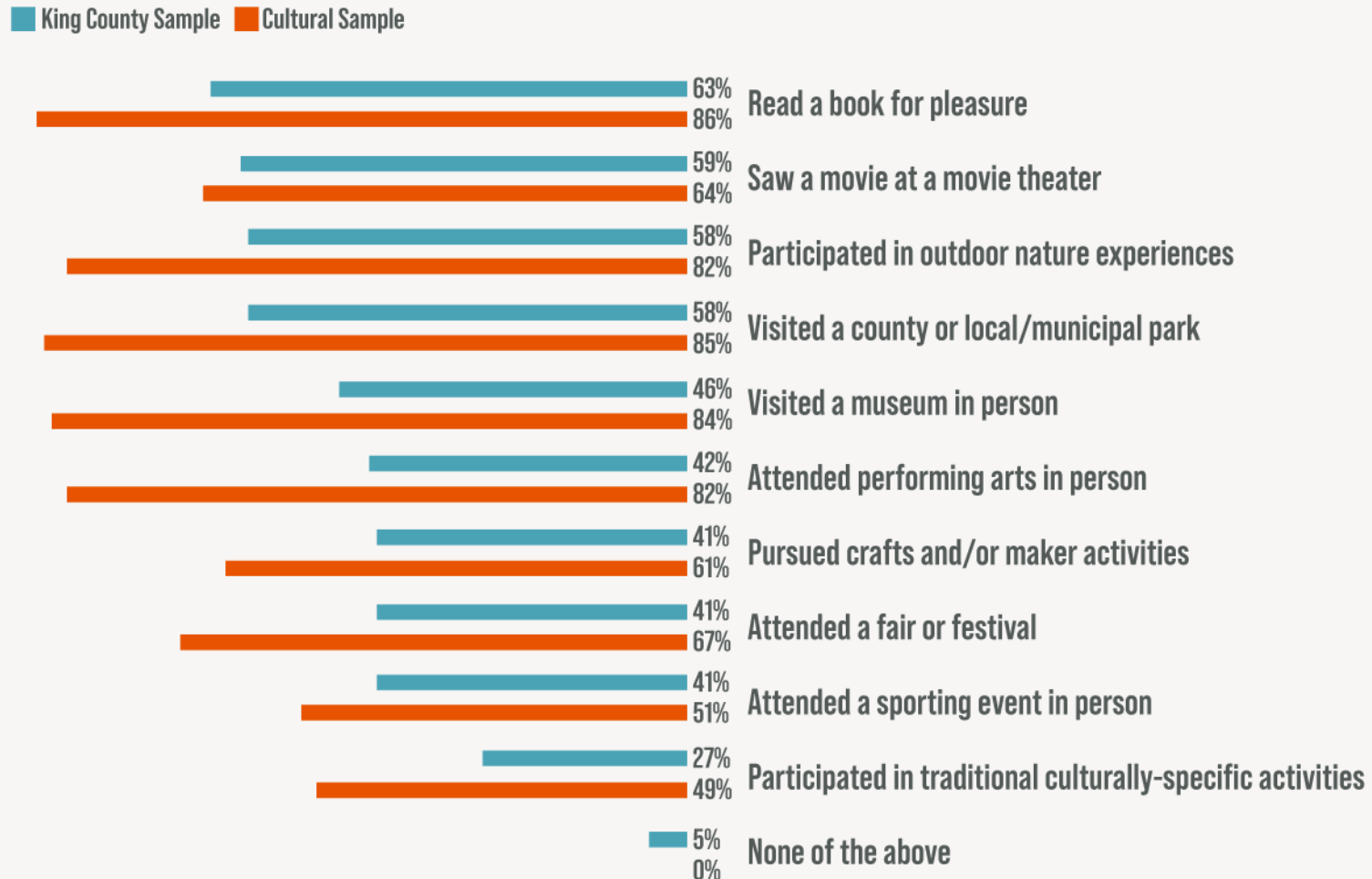


These questions were intended to gain understanding about the role of cultural activities in their lives.

While cultural survey respondents were aware this was a research project fielded by 4Culture, King County broader population respondents were not yet aware the survey was about cultural engagement in King County. This was intentional, in order to reduce “false positives” on the cultural answer choices.

LOWER-COST ACTIVITIES ARE MORE FREQUENT

➤? Which of the following have you done in the past year? (Choose all that apply.)



LOWER-COST ACTIVITIES ARE MORE FREQUENT

➤? Which of the following have you done in the past year? (Choose all that apply.)

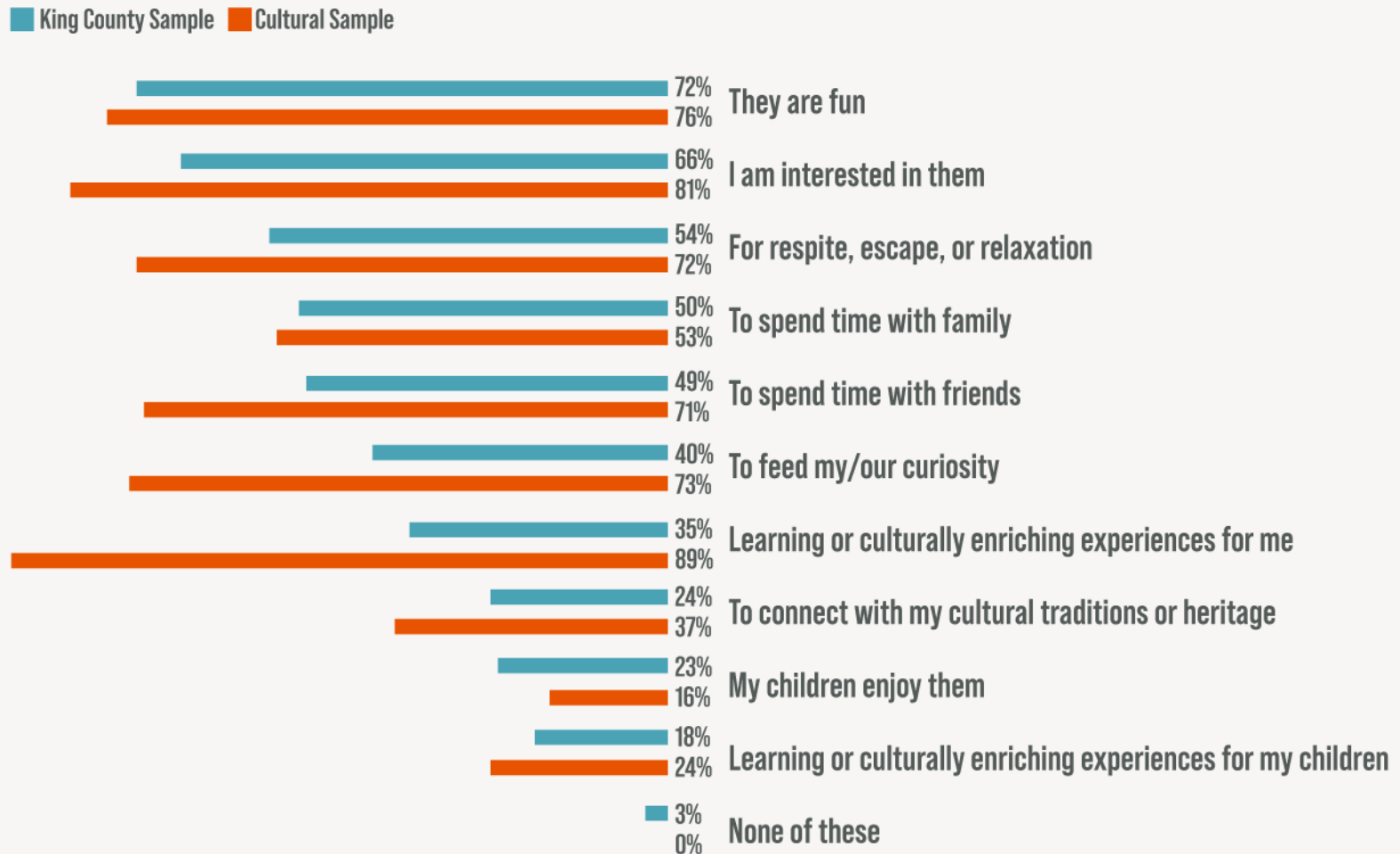
The most common leisure time activities in King County are also the ones that have the fewest cost and access barriers: reading a book, seeing a movie, experiencing nature, or visiting a local park. More than half of King County residents reported doing these activities.

Nearly half of King County residents, however, also visited a museum in person, 1.4x the national average of 32% of U.S. adults. Similarly, King County residents were 1.3x more likely to have attended performing arts in person than U.S. adults (also 32%), indicating a high initial baseline for King County residents.

The cultural sample shows even higher levels of engagement with the leisure time activities measured. Indeed, over four out of five cultural respondents had visited a museum or attended performing arts in the past year.

FUN IS A KEY MOTIVATION FOR LEISURE ACTIVITIES

➤? Thinking about the activities you just indicated you participate in, why do you do them? (Choose those that are most important to you.)



FUN IS A KEY MOTIVATION FOR LEISURE ACTIVITIES

➤? Thinking about the activities you just indicated you participate in, why do you do them? (Choose those that are most important to you.)

Leisure time motivations focus on fun (nearly three-quarters of respondents) and personal interest (two-thirds of respondents). Respite and spending time with loved ones are also important motivations for about half of King County residents.

Overall, these patterns are similar to U.S. patterns as well, with two exceptions: King County residents are significantly more likely to identify as curious (40% vs 32% of U.S. adults) and are more likely to want to spend time with their friends (49% vs 38% of U.S. adults).

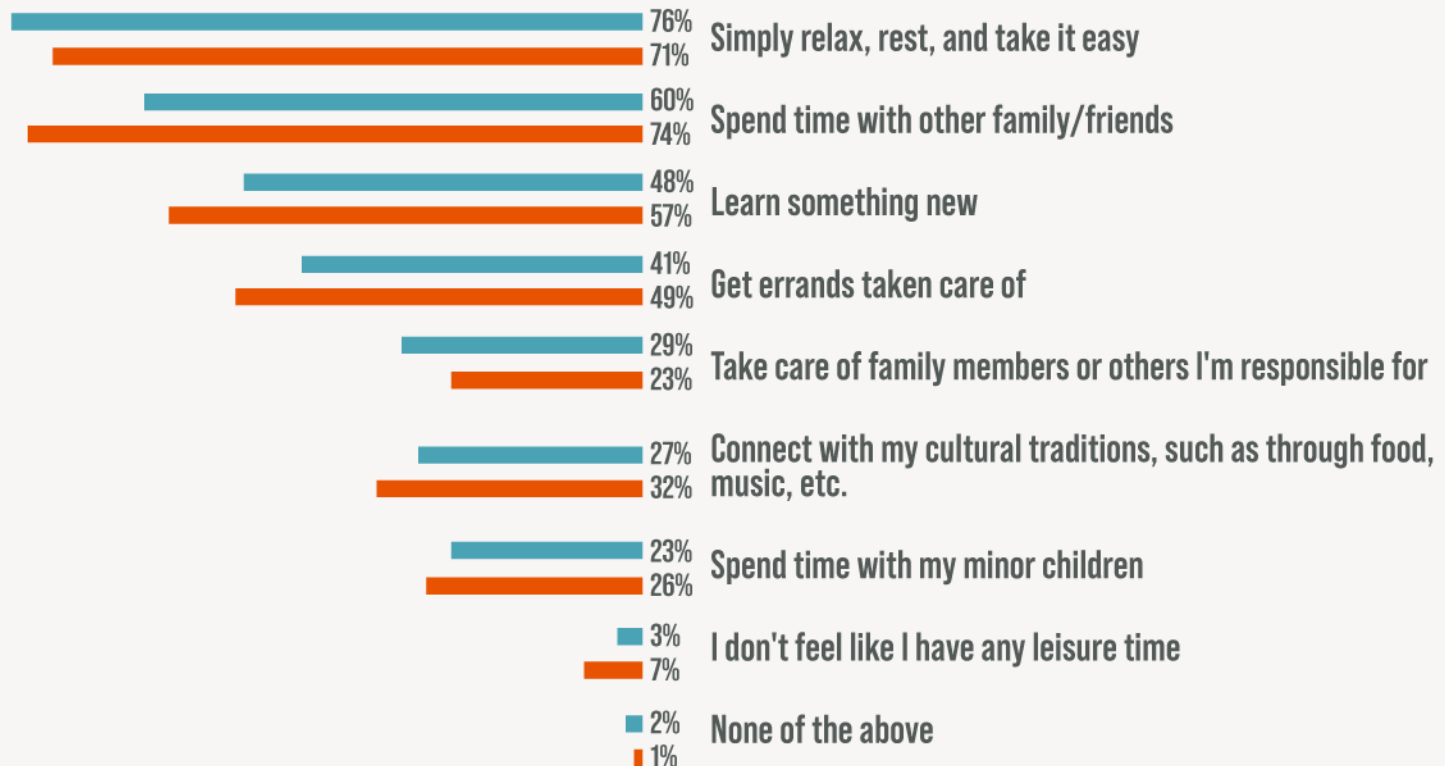
Cultural respondents are generally even more enthusiastic about most responses, but with an important distinction: a much more marked emphasis on learning and culturally enriching experiences.

Cultural respondents are 2.5x more likely to be motivated by learning and culturally enriching experiences *for themselves* than the broader population of King County residents. Additionally, parents and guardians of minor children in the cultural sample are more likely to seek *learning and culturally enriching experiences* for their children, while parents and guardians in the broader King County sample are more likely to seek *enjoyable* experiences for their children.

REST AND RELAXATION A TOP PRIORITY FOR TIME OFF

? During your time off or leisure time, what do you most want to do/accomplish? (Choose those that are the highest priority for you.)

■ King County Sample ■ Cultural Sample



REST AND RELAXATION A TOP PRIORITY FOR TIME OFF

 During your time off or leisure time, what do you most want to do/accomplish? (Choose those that are the highest priority for you.)



For most respondents, whether from the sample of King County residents or the cultural sample, leisure time means resting, relaxing, and spending time with the people they care about.

Overall, these samples have more in common than they diverge.

WORD-OF-MOUTH AND FACEBOOK KEY FOR GETTING THE WORD OUT

➤? How do you typically learn about events in your community? (Choose all that apply.)

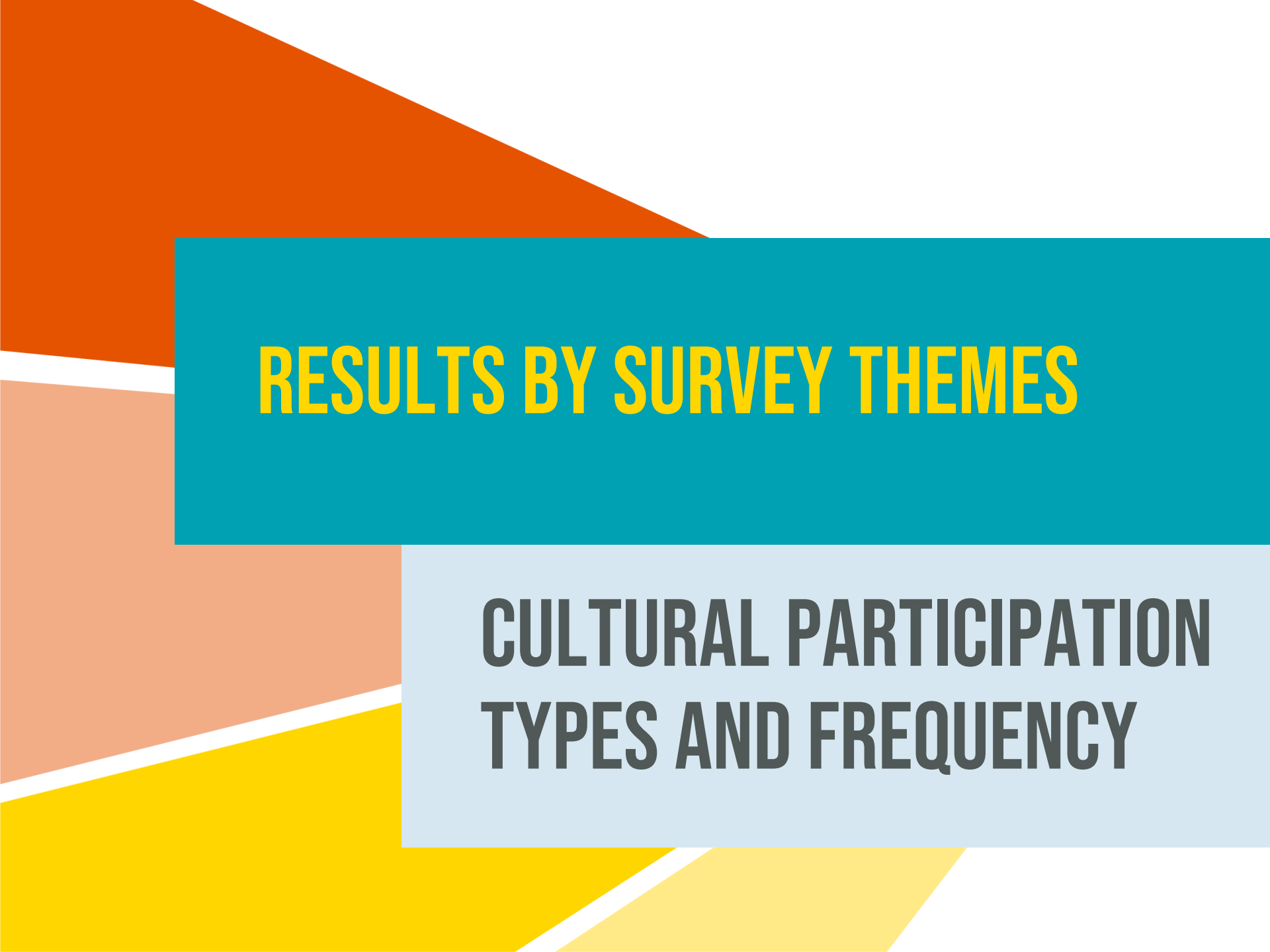


WORD-OF-MOUTH AND FACEBOOK KEY FOR GETTING THE WORD OUT

 How do you typically learn about events in your community? (Choose all that apply.)

For both King County residents and respondents to the cultural sample, word-of-mouth is a key way people hear about events in their community.

Cultural respondents are also highly likely to hear about community events via emails from the organization sponsoring the event. This isn't all that surprising, given individuals already engaged with cultural organizations have likely shared their email addresses and receive event information directly by email.



RESULTS BY SURVEY THEMES

CULTURAL PARTICIPATION TYPES AND FREQUENCY

CULTURAL PARTICIPATION TYPES AND FREQUENCY

Cultural and creative activities can take many forms. The surveys attempted to capture a diverse array of them.

Museums and performing arts/live performances make up a significant number of cultural and creative activities. For this reason, participation questions were broken down into three categories:



Museums

Participation rates
Types of museums visited



Live performances

Attendance rates
Types of performances attended



Other cultural and creative activities

PARTICIPATION RATE DEFINITIONS:

MUSEUMS OR LIVE PERFORMANCE

Rates of participation at museums or live performances specifically were determined as follows:

CASUAL individuals who indicated they had participated in that activity in the past 12 months (can include high-frequency participants)

SPORADIC individuals who indicated they participate in that activity from time to time, but not in the past 12 months

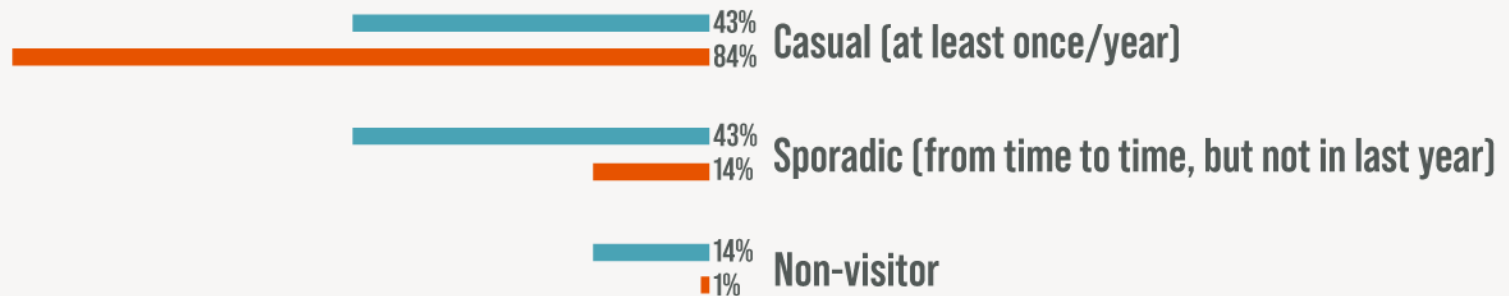
NON-VISITORS/NON-PARTICIPANTS individuals who self-reported that they do not generally participate in that activity

MUSEUM VISITATION IS WIDESPREAD



MUSEUM PARTICIPATION

■ King County Sample ■ Cultural Sample



MUSEUM VISITATION IS WIDESPREAD



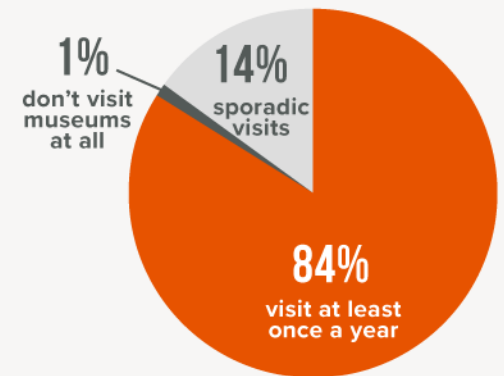
MUSEUM PARTICIPATION



Just over 40% of King County residents reported visiting a museum in King County in the past year, and a similar number reported doing so in the past few years (though not in the past 12 months).

This is 1.3x higher than museum participation rates among U.S. adults (32%). Additionally, fewer King County residents identified as non-visitors to museums, only 14% compared to 20% nationwide.

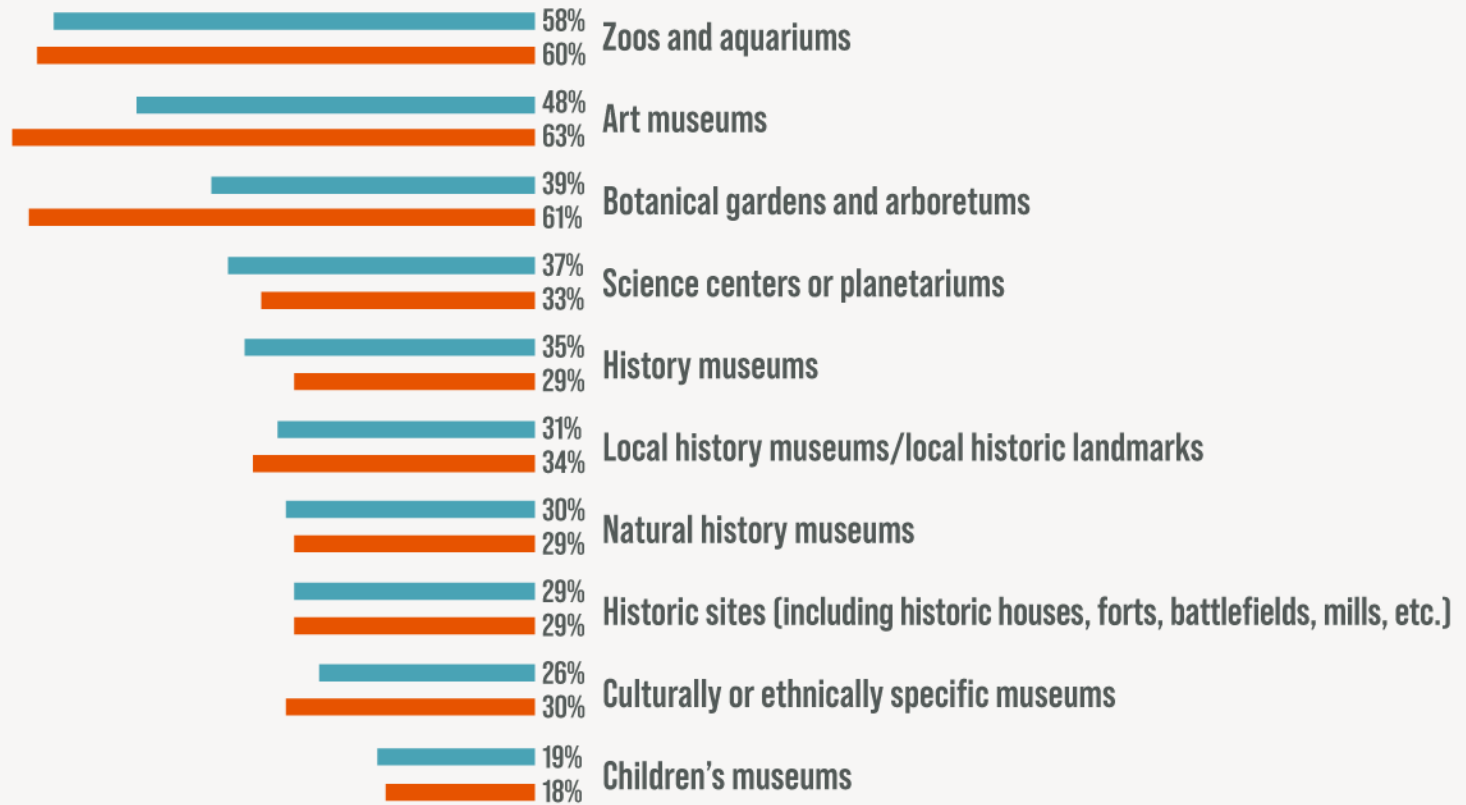
Unsurprisingly, respondents from the cultural sample are enthusiastic museum visitors, with 84% visiting museums at least once a year, and only 1% saying they don't visit museums at all.



ANIMALS AND ART: KING COUNTY RESIDENTS ENJOY MUSEUMS OF ALL TYPES

? What types of museums do you visit most often? (Choose those that you are most likely to visit.)
(this question only seen by casual or sporadic museum visitors in both surveys)

■ King County Sample ■ Cultural Sample



ANIMALS AND ART: KING COUNTY RESIDENTS ENJOY MUSEUMS OF ALL TYPES

 What types of museums do you visit most often? (Choose those that you are most likely to visit.)
(this question only seen by casual or sporadic museum visitors in both surveys)

For casual and sporadic museum-goers in King County, zoos and aquariums are the most popular museum type. King County residents are not unique in this, as zoos and aquariums consistently top results among U.S. adults as well.

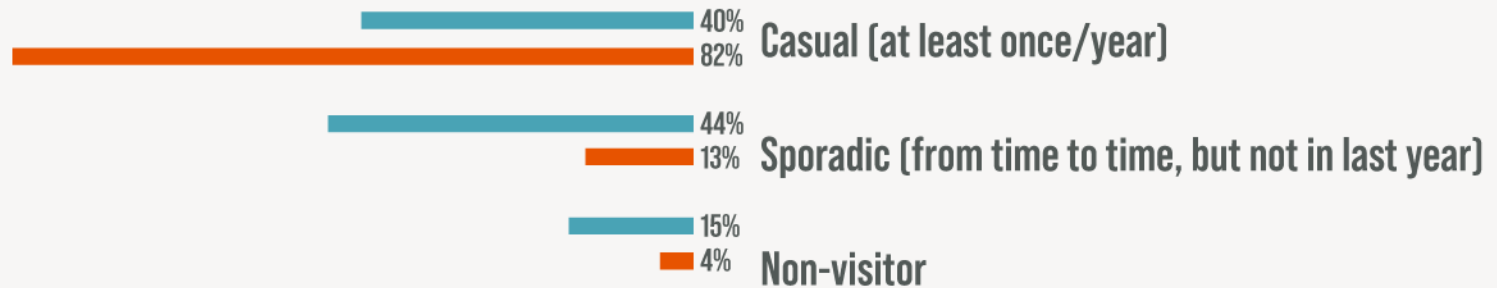
While King County museum-goers are more likely than U.S. adults to visit art museums (U.S. adults - 39%) and botanical gardens/arboretums (30%), they are less likely to visit history museums (45%) and historic sites (37%). This pattern with history-based museums, however, is consistent with regional U.S. patterns: U.S. adults in western states tend to visit history-based museums at lower rates than U.S. adults in eastern states.

LIVE PERFORMANCE ATTENDANCE IS WIDESPREAD



LIVE PERFORMANCE ATTENDANCE

King County Sample Cultural Sample



LIVE PERFORMANCE ATTENDANCE IS WIDESPREAD



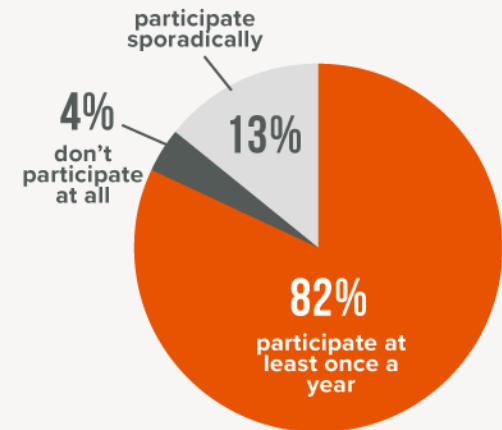
LIVE PERFORMANCE ATTENDANCE



Just over 40% of King County residents reported attending a live performance in King County in the past year, and a similar number reported doing so in the past few years (though not in the past 12 months).

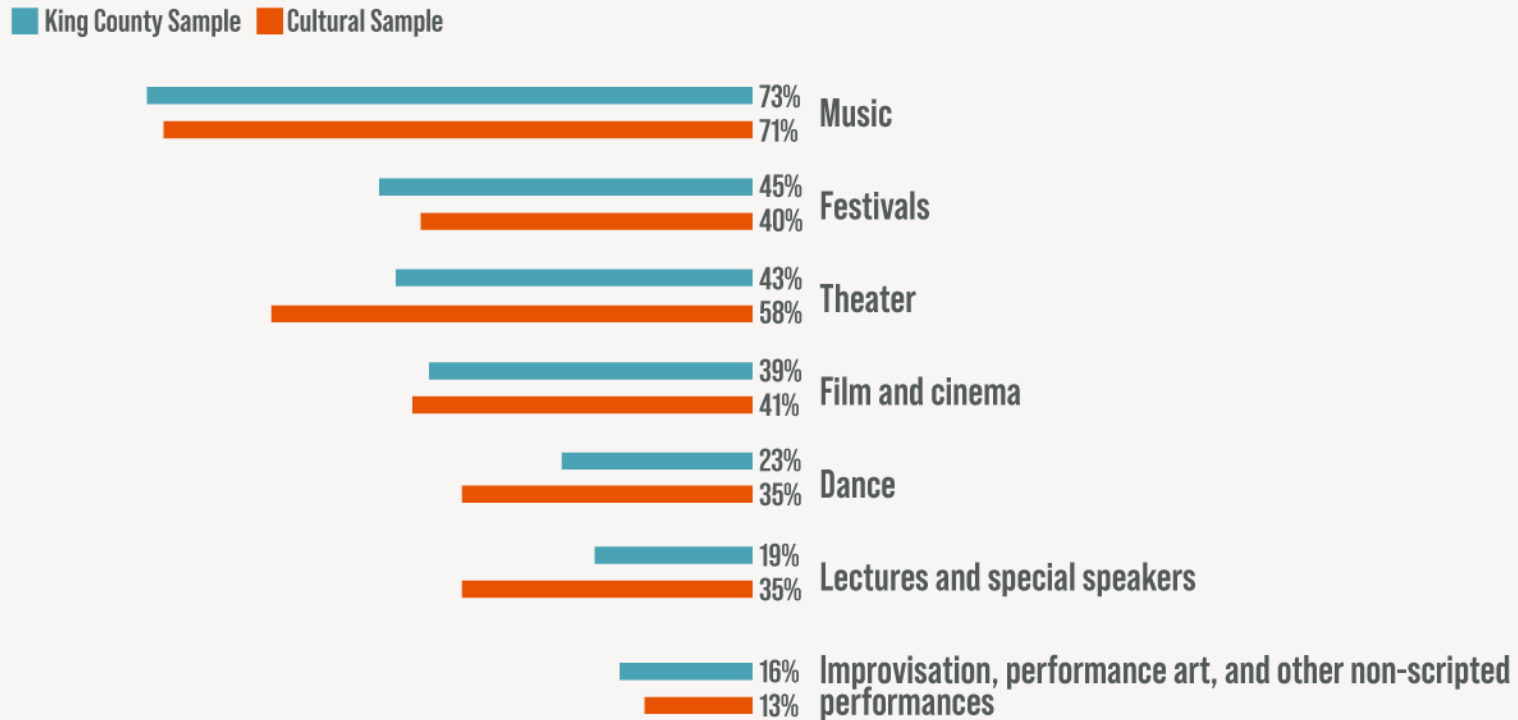
This is 1.3x higher than live performance attendance rates among U.S. adults (32%).

Respondents from the cultural sample are avid attendees of live performances, with 82% participating at least once a year, and only 4% saying they don't attend at all.



CONCERTS ARE MOST POPULAR FORM OF LIVE PERFORMANCES

➤? What types of live performances and events do you attend most often? (Choose those that you are most likely to attend.) *(this question only seen by casual or sporadic museum visitors in both surveys)*



CONCERTS ARE MOST POPULAR FORM OF LIVE PERFORMANCES

 What types of live performances and events do you attend most often? (Choose those that you are most likely to attend.) *(this question only seen by casual or sporadic museum visitors in both surveys)*

The majority of live performance attendees in both samples indicated they attend live music performances most often, at nearly three-quarters each.

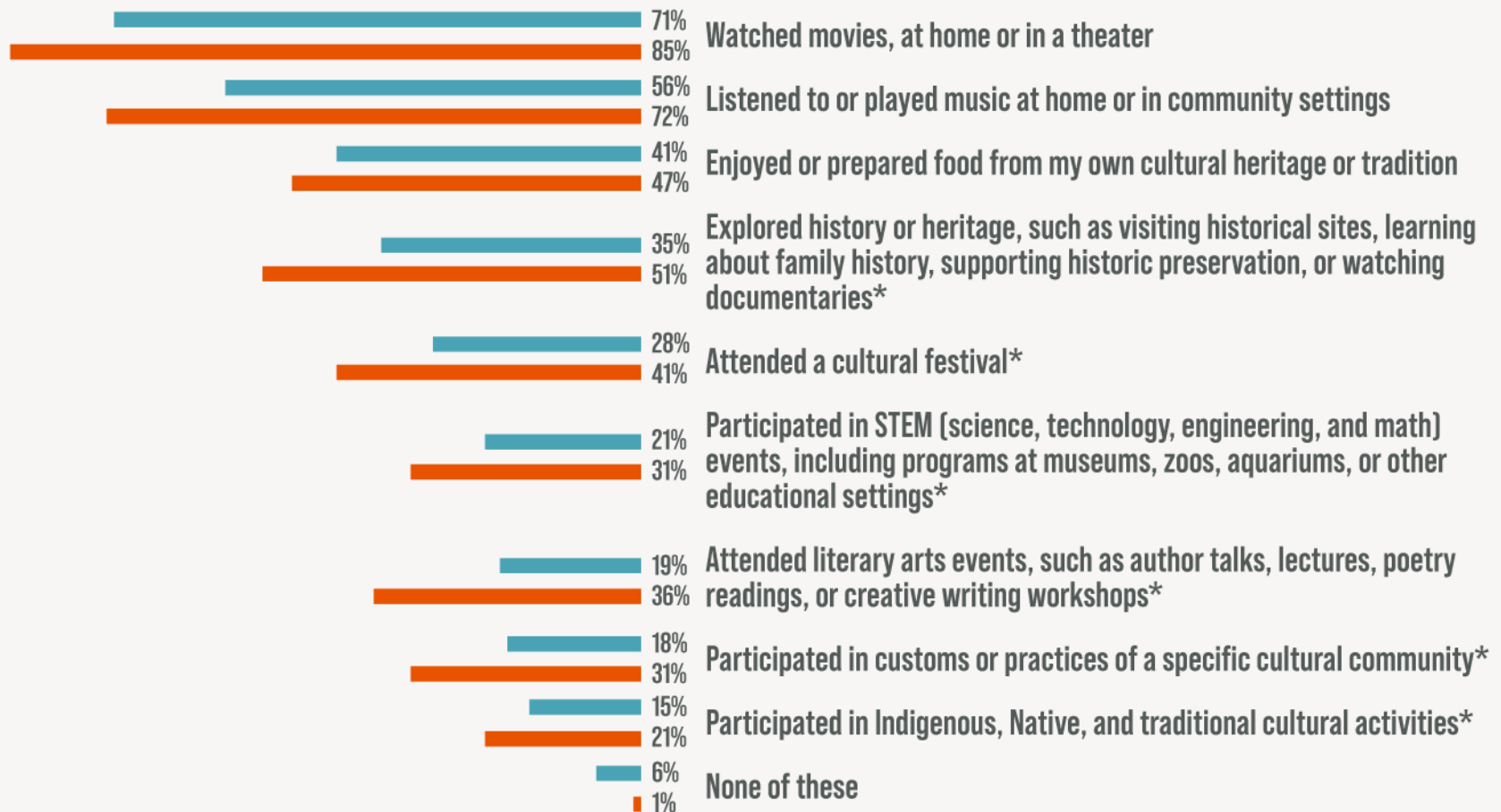
While no other category topped 50% for casual or sporadic respondents among King County residents, nearly half indicated festivals or theater.

The cultural sample is more active, with respondents significantly more likely to attend theater, dance, and lectures or special speakers.

VIRTUALLY EVERYONE ENGAGES WITH CULTURE

? What other types of cultural or creative activities did you engage in during the past year? (Choose all that apply.)

■ King County Sample ■ Cultural Sample



*The cultural activities provided in this question is expansive. For the purpose of this study, a narrower definition of “cultural participation” is used that includes attendance at museums, live performances, or one of the six activities indicated above with an asterisk.

VIRTUALLY EVERYONE ENGAGES WITH CULTURE

 What other types of cultural or creative activities did you engage in during the past year? (Choose all that apply.)

Other types of cultural and creative participation was captured through this closed-ended question that asked respondents to indicate all activities they had engaged in during the past year.

Nearly all King County residents (94%) indicated at least one activity from this list.

For King County residents, watching movies and listening to music, both activities with relatively low barriers of cost, time, and energy, were the top responses.

These responses also ranked highest among cultural respondents overall.

In contrast, cultural respondents showed greater enthusiasm across all activities, with higher participation rates for every option. While the average King County resident indicated participating in three of these activities in the past year, the average cultural respondent indicated four activities.

It is not surprising that those already engaged with cultural organizations participate in a wider range of activities, but the difference is modest, just one additional activity.

CULTURAL PARTICIPATION IS THE NORM IN KING COUNTY

The cultural activities provided in all three of these questions are expansive.

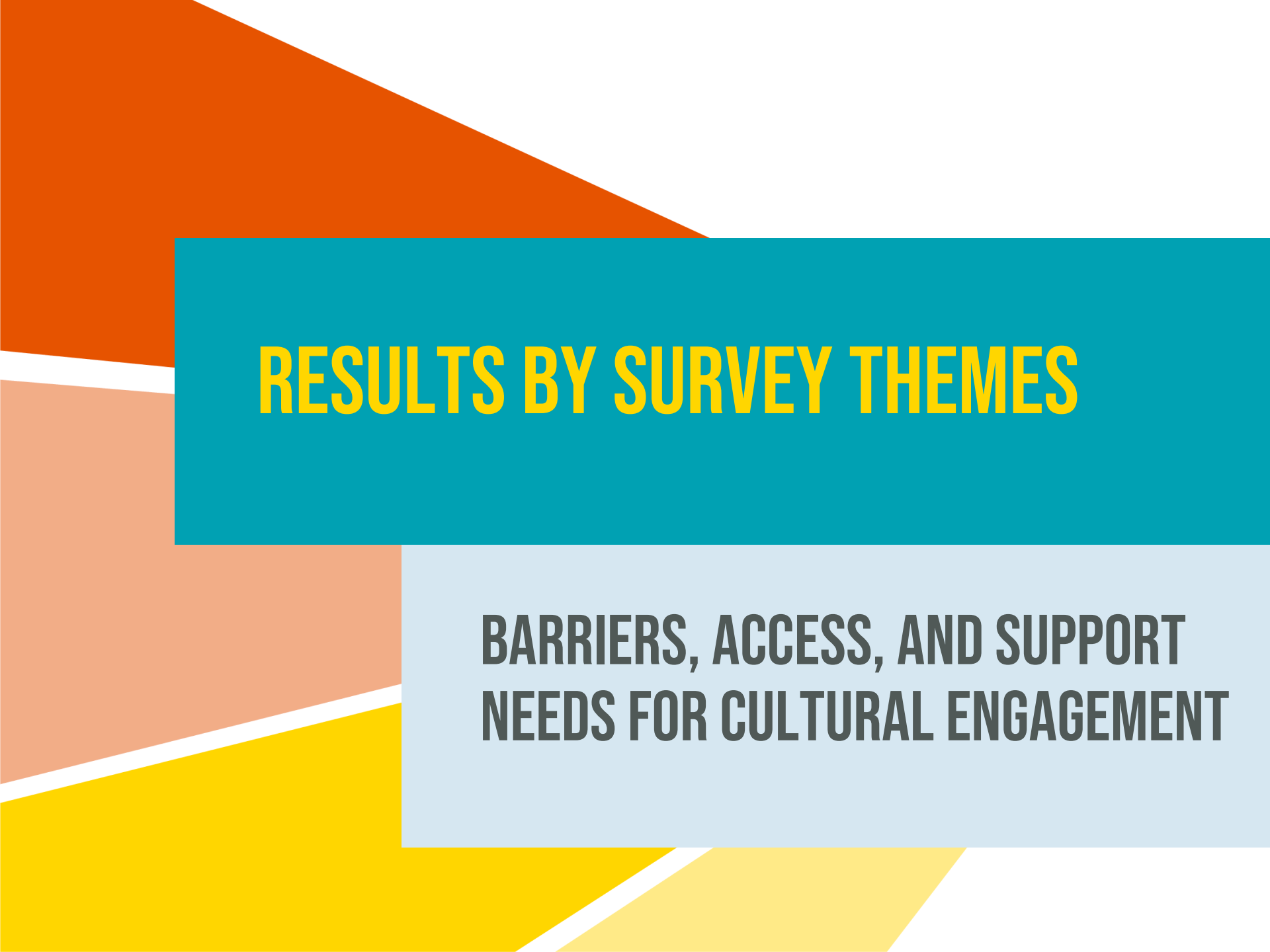
For the purposes of this study, a narrower definition of cultural participation is used, namely participation in at least one of the following:

-
- **Museums**
 - **Live performances**
 - **History/heritage activities**
 - **Cultural festivals**
 - **STEM events**
 - **Literary arts events**
 - **Customs/practices of a specific cultural community**
 - **Indigenous, Native, and traditional cultural activities**

When all of these cultural activities are taken together, 93% of King County residents participated in at least one cultural activity in the past year.

Comparisons to U.S. adults are limited. A 2023 study from Americans for the Arts found that 79% of U.S. adults had visited a cultural organization or attended a cultural event in the previous year. This measure, however, does not appear to include participation in cultural traditions or some of the other forms of engagement tracked in this study.

Most U.S. adults actively participate in cultural activities, while *nearly all* King County residents engaged to some degree.



RESULTS BY SURVEY THEMES

**BARRIERS, ACCESS, AND SUPPORT
NEEDS FOR CULTURAL ENGAGEMENT**

BARRIERS, ACCESS, AND SUPPORT NEEDS FOR CULTURAL ENGAGEMENT

Barriers, access, and support needs take many forms.

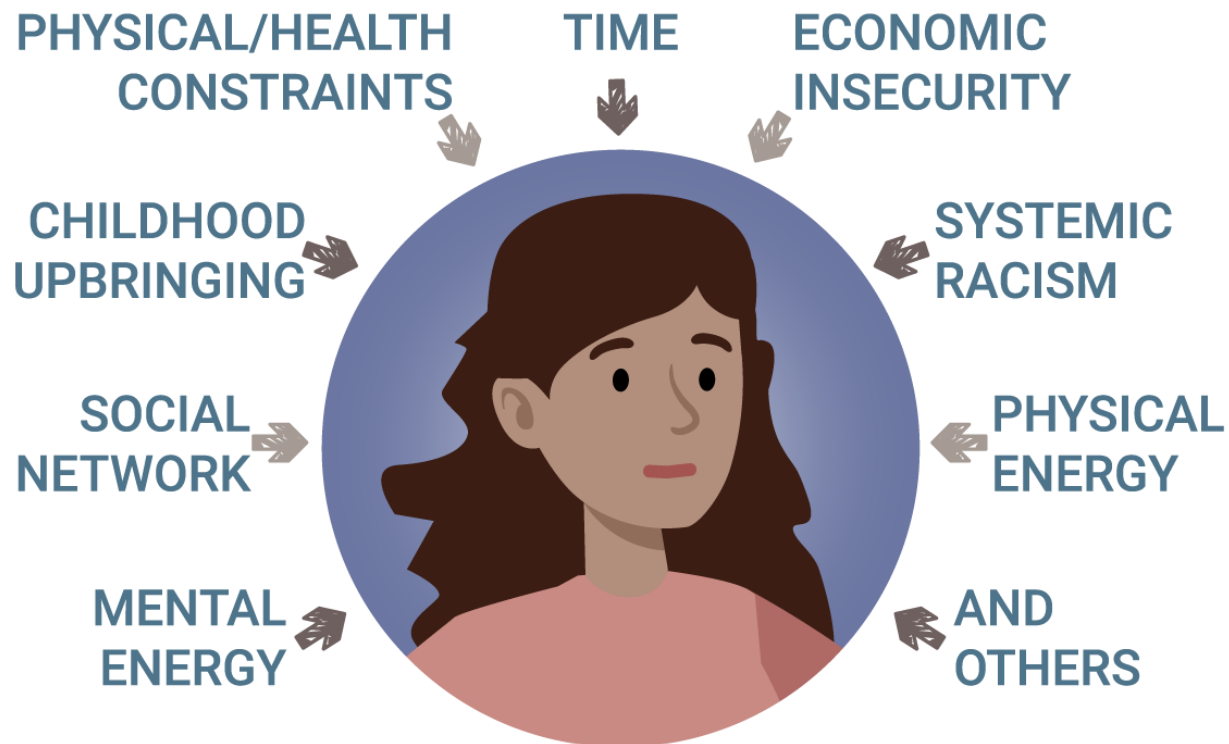


Some barriers reflect personal preference. In these cases, individuals simply are not interested, and that is unlikely to change their mind. As this study shows, these individuals are few in number.



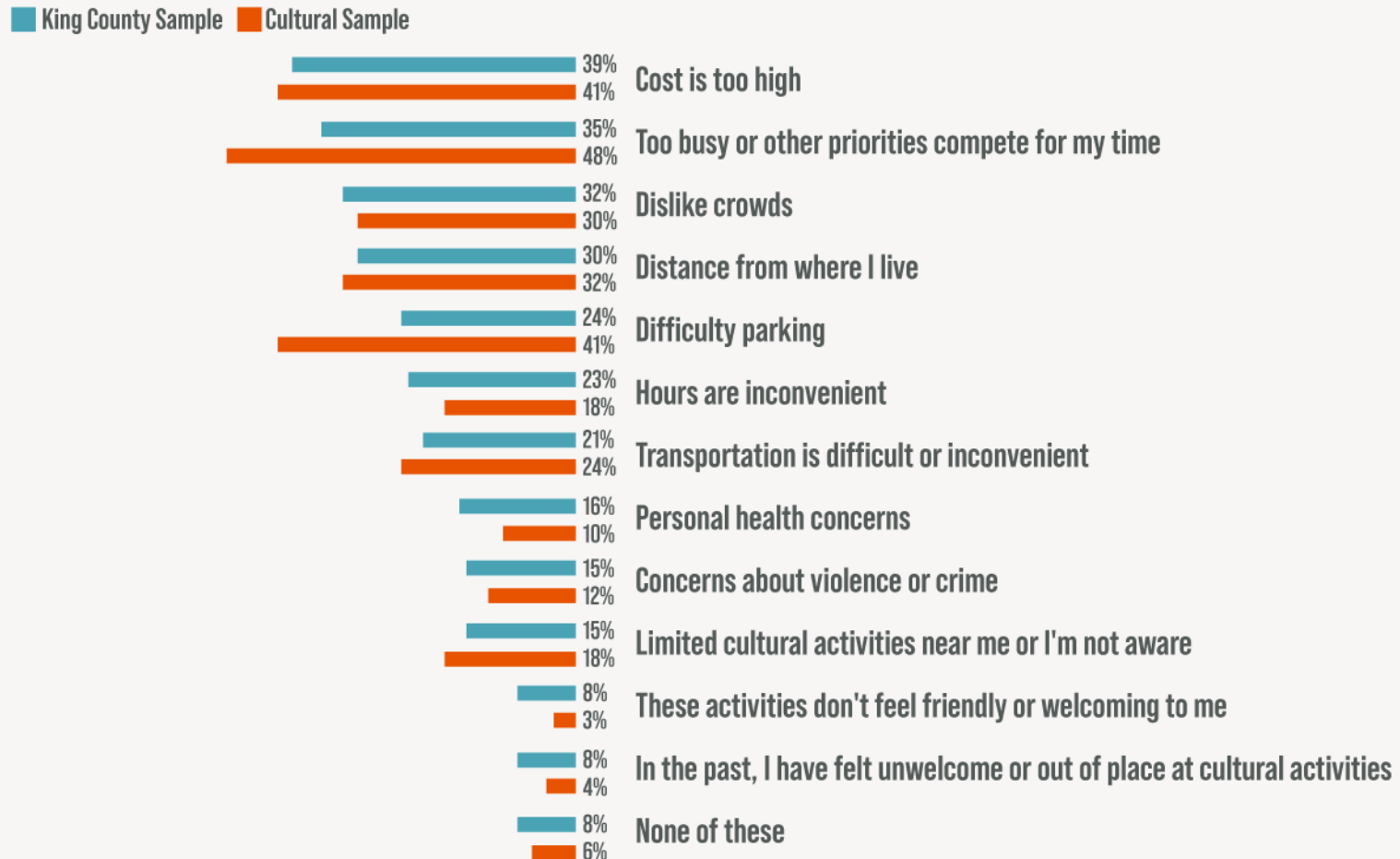
Some constraints are practical, such as distance, transportation, or cost. Others are more complex, including time pressures, busy households, job or family responsibilities, and social environment. Whether practical or complex, these barriers are often difficult to address.

WHAT ARE THE BARRIERS?



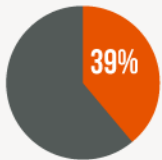
COST IS THE MOST SIGNIFICANT BARRIER TO CULTURAL ENGAGEMENT

 What kinds of things prevent you from participating in cultural activities more frequently? (Choose all that apply.)



COST IS THE MOST SIGNIFICANT BARRIER TO CULTURAL ENGAGEMENT

➤? What kinds of things prevent you from participating in cultural activities more frequently? (Choose all that apply.)



King County residents cited cost as the most common barrier. 39% of respondents said that cultural activities simply cost too much.*

About a third of King County residents cited their busy schedules or a dislike of crowds as barriers.

The cultural sample did not differ greatly from the King County sample. If anything, they cited more barriers and are *more* likely to cite their busy schedules and difficulty parking as challenges.

*Similarly, a national study from [Deloitte Insights](#) found that nearly 60% of U.S. adults had skipped a live event (including concerts and sports) due to high ticket prices.

LOWER COSTS COULD REDUCE BARRIERS

 What would motivate you to participate in cultural activities more frequently? (Choose all that apply.)

■ King County Sample ■ Cultural Sample



LOWER COSTS COULD REDUCE BARRIERS

 What would motivate you to participate in cultural activities more frequently? (Choose all that apply.)

To determine what would help surmount those barriers, respondents were given several options.



The top choice, selected by half of respondents in both samples, is lower-cost or free events, suggesting many households are carefully managing their spending.

After cost, the most commonly cited barriers are large crowds, which can make participation uncomfortable, and insufficient marketing, which can limit awareness of events.

A clear pattern emerged across the eight response options. The four most selected by King County residents all related to access, including cost, crowds, hours, and basic event information. The four content-related options were less frequently chosen, suggesting that access, not interest, is the primary barrier.



One significant difference between the King County sample and the cultural sample relates to how welcoming spaces feel. While only a quarter of King County residents selected this option, this was 2.4x more than the 10% of cultural respondents. This suggests that, for at least some King County residents, some cultural organizations may not feel as welcoming as they could.

A 30-MINUTE RADIUS

? On average, how much time are you willing to spend traveling to cultural events? (Choose one.)

■ King County Sample



Most King County residents recognize it takes time to travel to cultural events. How much time they are willing to invest, however, varies.

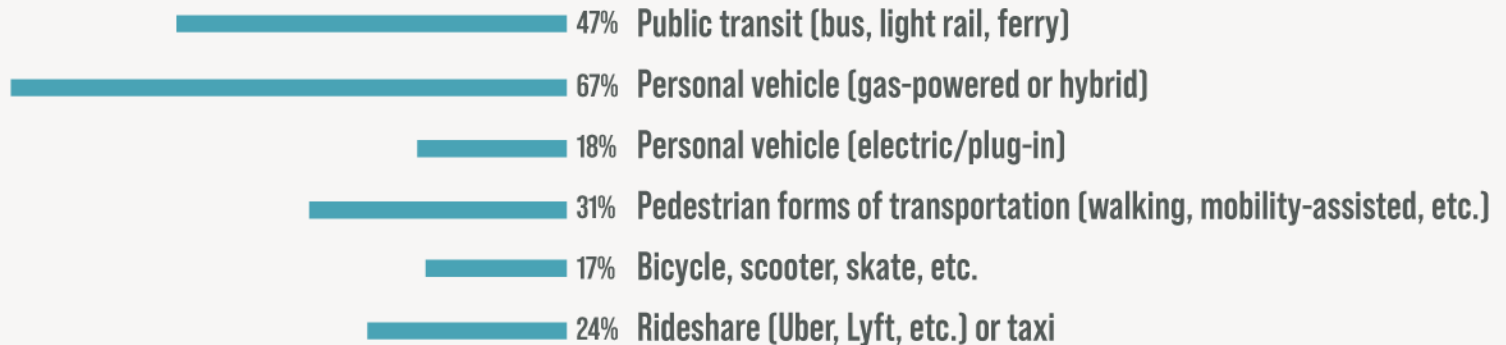
About half the sample (47%) are willing to travel 30 minutes (or more), and another 39% are willing to travel up to an hour.

Only 8% of respondents are willing to travel an hour or more, but they are committed cultural participants, more likely to visit museums frequently, attend live performances, and engage in a wider range of activities overall.

PERSONAL VEHICLES DOMINATING TRANSIT

➤? What are the primary forms of transportation you use? (Choose all that apply.)

■ King County Sample



Most King County residents use more than one form of transportation to get around King County: the average respondent chose two answer choices.

While personal vehicles are by far the most popular mode of transportation, about half of respondents rely on public transportation, though nearly two-thirds of these respondents also selected private vehicles.

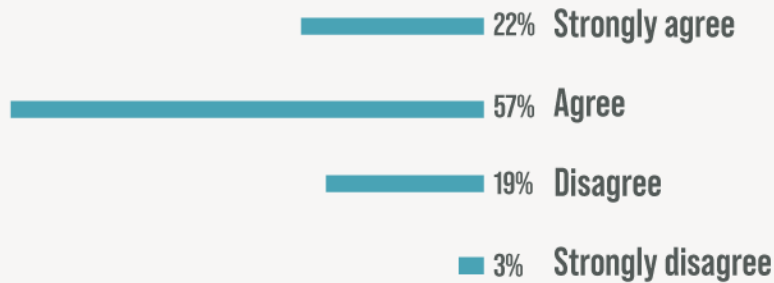
Notably, public transit use is positively correlated with cultural engagement. Frequent participants are the most likely to use public transit, while low-frequency participants are the least likely.

18% of respondents indicated electric/plug-in vehicles, suggesting a small but significant segment might be looking for nearby charging stations while visiting a cultural destination.

CULTURAL OPPORTUNITIES ABOUND

 Please share if you agree or disagree with the following statement: "There are plenty of opportunities for me to take part in arts and cultural activities in my neighborhood or community." (Choose one.)

■ King County Sample

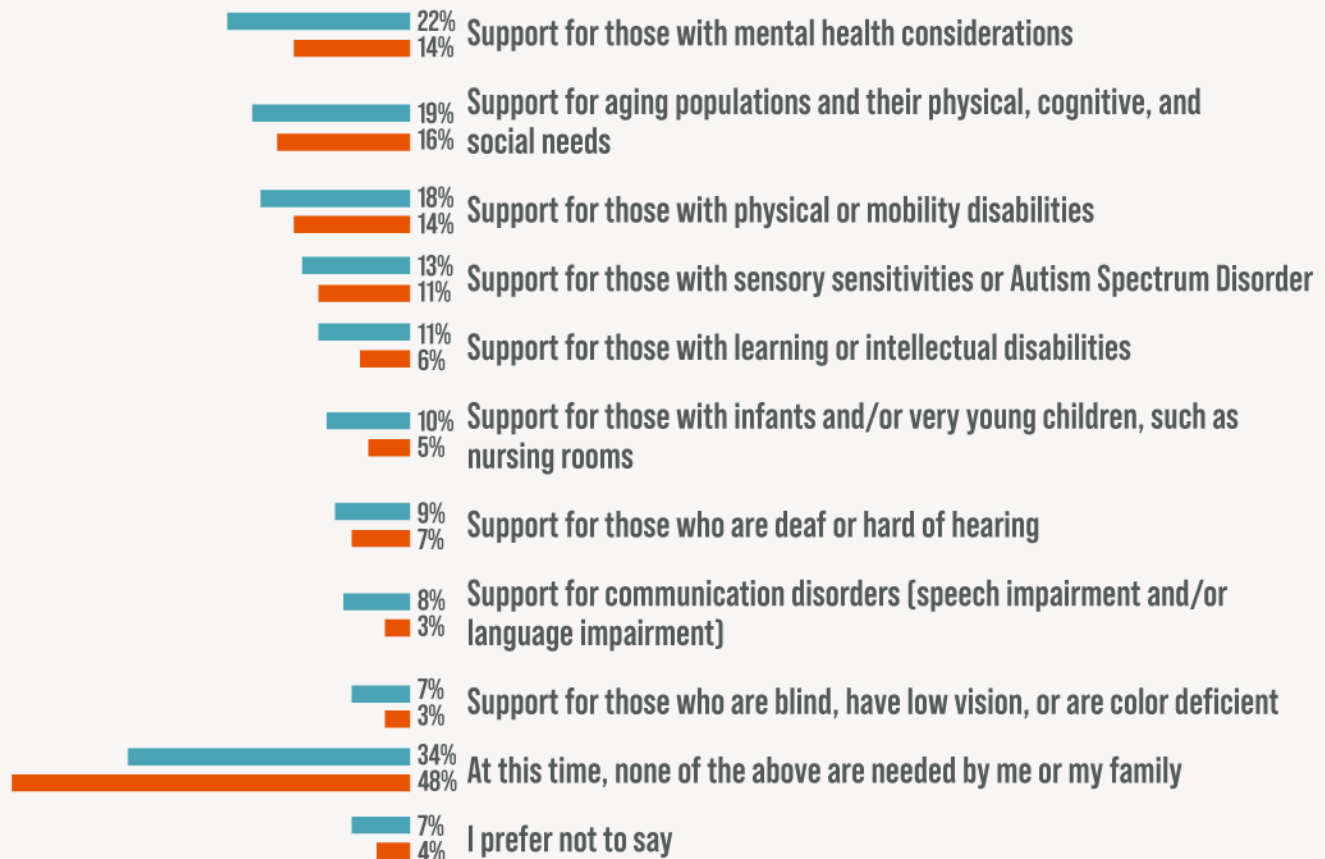


Four out of five King Count residents agree that there are plenty of opportunities to participate in arts and cultural activities in their neighborhood or community, indicating the public generally is aware of nearby cultural opportunities.

ADDITIONAL AID AND SUPPORT ARE NEEDED

➤? In your daily life, what types of aid and support are used or needed by you and your immediate family members? (Choose all that apply to you and your family specifically.)

■ King County Sample ■ Cultural Sample



ADDITIONAL AID AND SUPPORT ARE THE NORM

 In your daily life, what types of aid and support are used or needed by you and your immediate family members? (Choose all that apply to you and your family specifically.)

The majority of King County households report at least one access or support need that cultural organizations should be aware of; only a third of households said “none needed at this time.”

Needs vary widely, with no single need affecting more than a quarter of King County households.

The cultural sample differs somewhat, with nearly half reporting “none needed at this time,” though access and support needs follow patterns similar to the King County sample.



RESULTS BY SURVEY THEMES

PERSONAL OUTCOMES OF CULTURAL PARTICIPATION

PERSONAL OUTCOMES OF CULTURAL PARTICIPATION

There are many ways to measure outcomes of cultural participation. For this study, members of the public were asked what *they thought* the impact of cultural participation had been in their lives.



Two questions focused on personal impact:
one giving a wide variety of options, and a second focusing on health and wellbeing outcomes.

CULTURE INFLUENCES EVERYONE

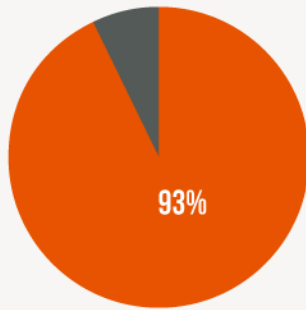
? What kind of impact do you think cultural organizations have had in your life? (Choose those that are most important to you.)

■ King County Sample ■ Cultural Sample



CULTURE INFLUENCES EVERYONE

➤? What kind of impact do you think cultural organizations have had in your life? (Choose those that are most important to you.)



The overwhelming majority of King County residents (93%) indicated that cultural organizations have had some *impact in their life*, but no single response topped 50%. Instead, results spread across many different outcomes, including learning, empathy, and curiosity.

Respondents in the cultural sample are more enthusiastic about all of the outcomes provided, and five of the response choices topped 50%, with the top choice, “more knowledgeable about history, science, art, nature, etc.” garnering three-quarters of respondents. Two-thirds of cultural respondents also chose empathy or curiosity responses.

CULTURE MAKES PEOPLE *FEEL BETTER*

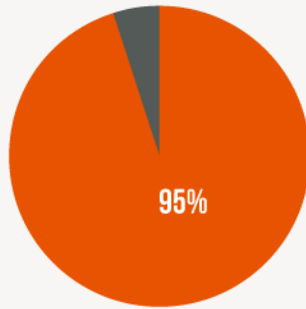
? What kinds of health and wellbeing outcomes do you think participating in cultural activities provides your life? (Choose all that apply.)

■ King County Sample ■ Cultural Sample



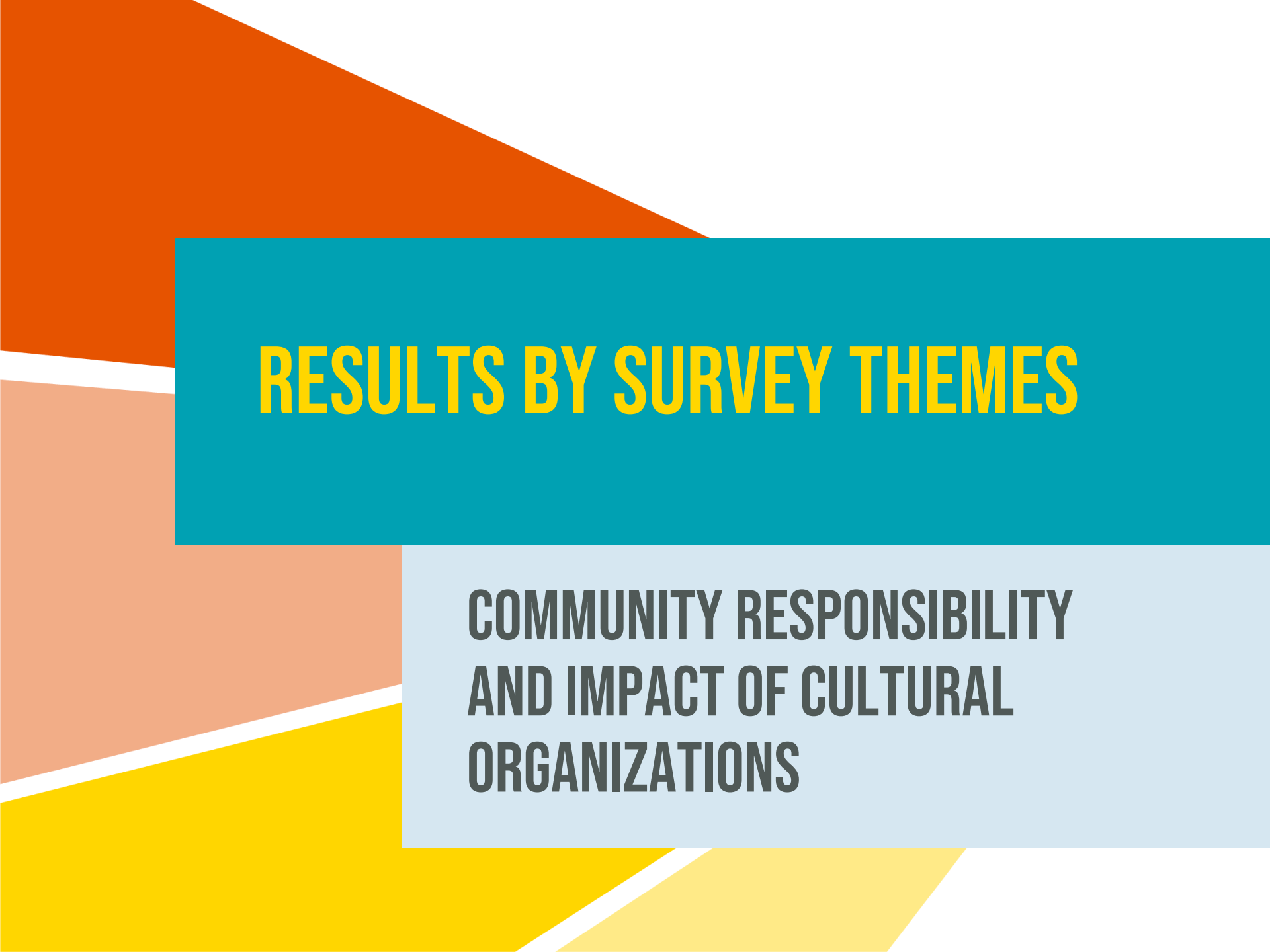
CULTURE MAKES PEOPLE *FEEL BETTER*

 What kinds of health and wellbeing outcomes do you think participating in cultural activities provides your life? (Choose all that apply.)



Nearly all King County residents (95%) also feel that cultural activities have provided them with positive health and wellbeing outcomes, with the top choices being social (enjoyment in spending time with family and friends) and emotional (a sense of joy, beauty, and/or wonder to my life). The average King County resident cited nearly four health and wellbeing outcomes as a result of their cultural participation.

Cultural respondents are, once again, more enthusiastic about these answer choices overall. The average respondent cited five health and wellbeing outcomes as a result of their cultural participation.



RESULTS BY SURVEY THEMES

**COMMUNITY RESPONSIBILITY
AND IMPACT OF CULTURAL
ORGANIZATIONS**

COMMUNITY RESPONSIBILITY AND IMPACT OF CULTURAL ORGANIZATIONS

Cultural organizations are, ultimately, about people and human expression. Sharing that work carries real responsibilities to the past, to artists and creators, to different cultures, to audiences, and to truth. Understanding how the public views these responsibilities can help organizations act with greater integrity and transparency.



This can also provide cultural organizations with a better foundation for greater impact. **To explore this further, participants were asked three questions about the responsibilities and impact of cultural organizations in their community.**

A DUTY TO EVERYONE

➤? What do you think are the responsibilities of cultural organizations to their visitors or participants?
(Choose all that apply.)

■ King County Sample ■ Cultural Sample



A DUTY TO EVERYONE

 What do you think are the responsibilities of cultural organizations to their visitors or participants?
(Choose all that apply.)

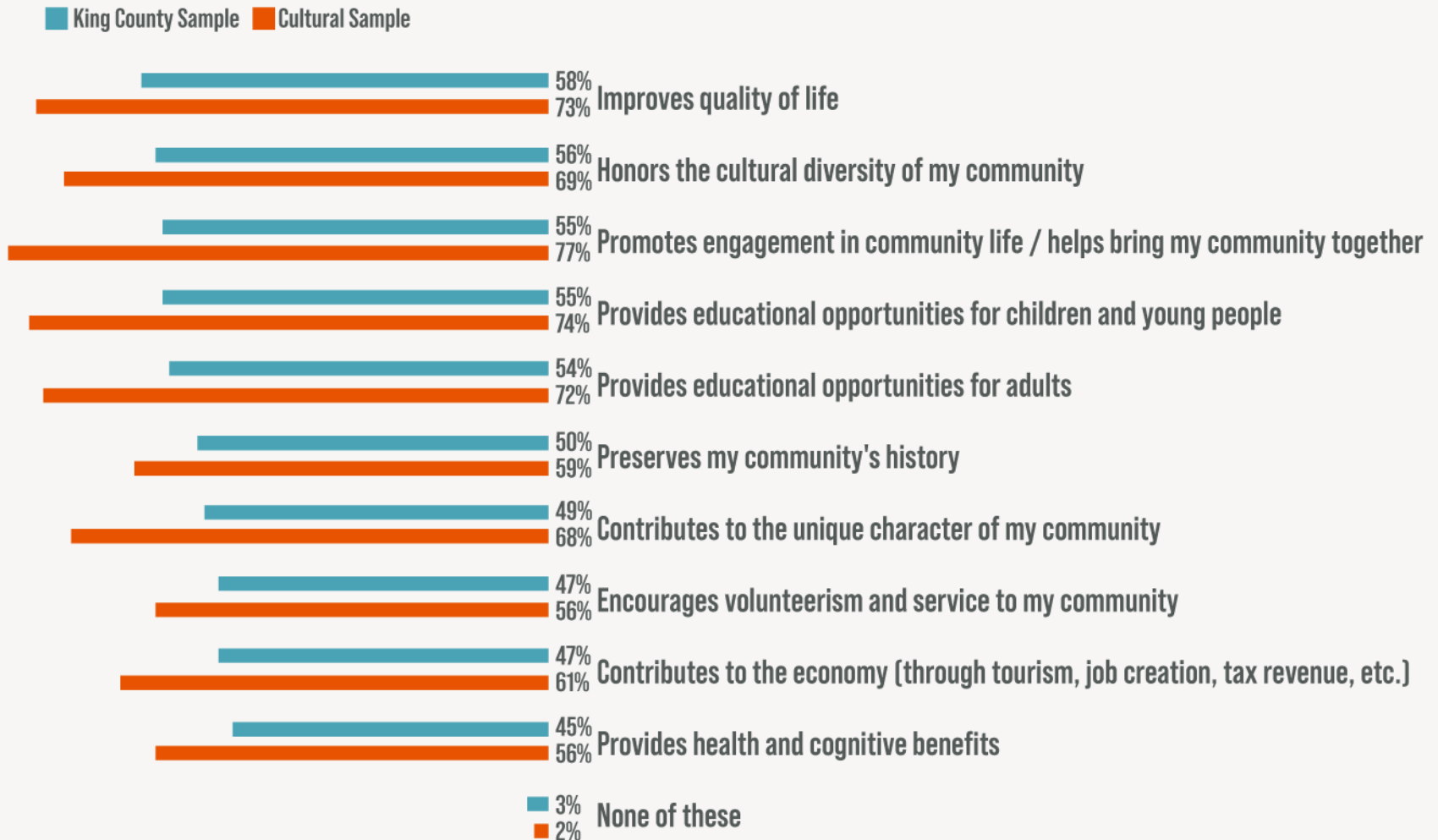
The majority of King County residents feel that the primary responsibility of cultural organizations is to create welcoming spaces where everyone belongs. Half of King County residents also feel that respecting different values of community members is an important responsibility.

The cultural sample agrees with King County residents, but with greater enthusiasm overall. Cultural respondents are much more likely to feel that sharing human experiences, being a place of respite, educating children, and relying on evidence are also important responsibilities.

The largest difference between the cultural sample and King County residents, however, is about being inclusive: the cultural sample was nearly 50% more likely to choose this response than King County respondents. Similarly, they were also 50% more likely to indicate “trusting the public can handle difficult or challenging content.” This suggests that cultural consumers are somewhat more likely to connect cultural content with social justice issues than King County residents overall.

CULTURE IMPROVES QUALITY OF LIFE AND BRINGS PEOPLE TOGETHER

➤? What are the most important ways cultural organizations contribute to your community? (Choose all that apply.)



CULTURE IMPROVES QUALITY OF LIFE AND BRINGS PEOPLE TOGETHER

 What are the most important ways cultural organizations contribute to your community? (Choose all that apply.)

Virtually all King County residents (97%) feel that cultural organizations are community assets.



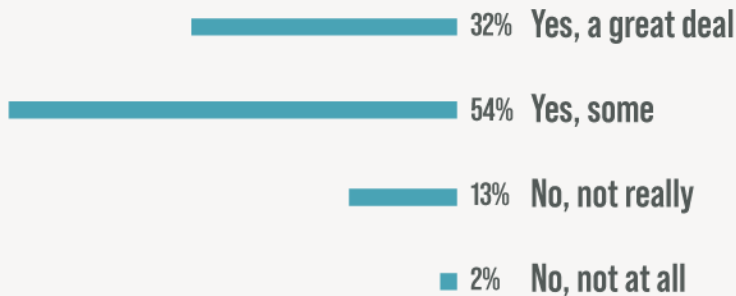
More specifically, nearly three out of five King County residents feel that cultural organizations improve the quality of life in their community. A majority also feel that cultural organizations honor cultural diversity in their community, help bring their community together, and are educational assets.

Cultural respondents are even more enthusiastic about these answer choices, with majority responses across every answer choice.

CULTURE: GOOD FOR THE BOTTOM-LINE

? Do you think cultural organizations contribute to your community's economic vitality through jobs, ticket sales, tax revenue, etc.? (Choose one.)

King County Sample



Five out of six King County residents agree that cultural organizations contribute to their community's economic vitality.

This result is several percentage points higher than a national study that finds 70% of U.S. adults believe “arts and culture are important to my community’s businesses, economy, and local jobs.”



RESULTS BY SURVEY THEMES

CULTURAL CONTENT AND INDIVIDUAL VALUES

CULTURAL CONTENT AND INDIVIDUAL VALUES

Individual values influence expectations of cultural content, as well as responses to different types of content. These values are often influenced by upbringing, peer groups, religious beliefs, political views, personal experience, and individual conscience.



In a polarized time, navigating differing values can be fraught for cultural organizations. **While this research is not focused on these challenges, three questions were included to provide initial insights and guidance for cultural institutions in King County.**

SHARED COMMUNITY VALUES

 Which of the following do you think most people in your community would agree are important?
[Choose all that apply.]

This question was worded deliberately in two ways:

1

It focused on local community, so that respondents would think about the people they see every day, making it concrete instead of abstract.

2

It asked for agreement that these things are important, but not how or why they are important, leaving room for different perspectives within the larger agreement that the thing mattered.

This design aimed to identify areas of broad agreement that cultural organizations can use as a foundation, while still allowing for multiple viewpoints.

Did it work?



KINDNESS MATTERS ABOVE ALL IN KING COUNTY

➤? Which of the following do you think most people in your community would agree are important? (Choose all that apply.)

■ King County Sample ■ Cultural Sample



KINDNESS MATTERS ABOVE ALL IN KING COUNTY

 Which of the following do you think most people in your community would agree are important? (Choose all that apply.)

The results indicate that there are, indeed, many areas of shared values. Overall, 98% of respondents in both surveys found things they feel most people in their community agree are important, and only 2% feel that people can't agree on anything.

For both samples, the top response choice is “showing kindness to others.”

In this response, King County residents differ from a U.S. sample of adults, which ranked kindness as the #2 shared value; for U.S. adults, the “importance of family” was the top choice.

Note that a lack of response does not necessarily suggest disagreement. That is, while 63% of King County residents agree most people think kindness is important, that doesn't mean 37% disagree. Instead, there are many reasons why someone may *not* have selected an item.

THESE MAY INCLUDE:

- It isn't *that* important to them (but they don't disagree with it)
- They may think it is important, but don't think community members agree as strongly
- They may agree with the answer and simply missed it
- Or they may actually think people disagree about it

CONTENT PRESSURES

Over the past several years, public and school libraries have faced an escalation in attempts to ban or restrict books based on content. Additionally, some states have restricted how educators may present certain subjects in classrooms, particularly history.

More recently, content at some local, state, and federal museums and performing arts facilities have come under greater scrutiny, and many cultural organizations receiving federal funding have seen funding revoked or restricted based on content.

While this has not been a significant factor in King County, it has affected cultural organizations in King County receiving federal funding.



A single question was asked of respondents to both surveys to gauge their opinion of these actions.

CONTENT INDEPENDENCE DESIRED FOR CULTURAL ORGANIZATIONS



Some public libraries, museums, and arts organizations have been pressured to remove content that addresses things like: Gender, race, and ethnicity; Scientific topics like climate change; Historical topics like slavery; and similar topics. How do you think these organizations should respond if pressured to remove this type of content? (Choose one.)

■ King County Sample ■ Cultural Sample

56% I strongly disagree with these pressures and **WOULD NOT** want organizations to remove this content
85%

14% I somewhat disagree with these pressures and generally would not want organizations to remove this content
5%

14% Neutral/I don't feel strongly either way
3%

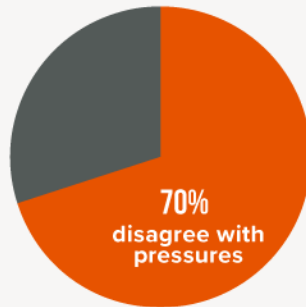
6% I somewhat support these efforts to remove this type of content
2%

6% I strongly support these efforts and **WOULD** want organizations to remove this type of content
1%

3% I don't know
1%

CONTENT INDEPENDENCE DESIRED FOR CULTURAL ORGANIZATIONS

 Some public libraries, museums, and arts organizations have been pressured to remove content that addresses things like: Gender, race, and ethnicity; Scientific topics like climate change; Historical topics like slavery; and similar topics. How do you think these organizations should respond if pressured to remove this type of content? (Choose one.)



70% of King County residents disagree with pressures put on cultural organizations to remove content that has become politicized, including a majority (56%) who *strongly* disagree.

This is nearly identical to the 69% of U.S. adults when answering a virtually identical question.

Cultural respondents are even more emphatically in favor of content independence, with 90% disagreeing with pressures to remove content that has become politicized.

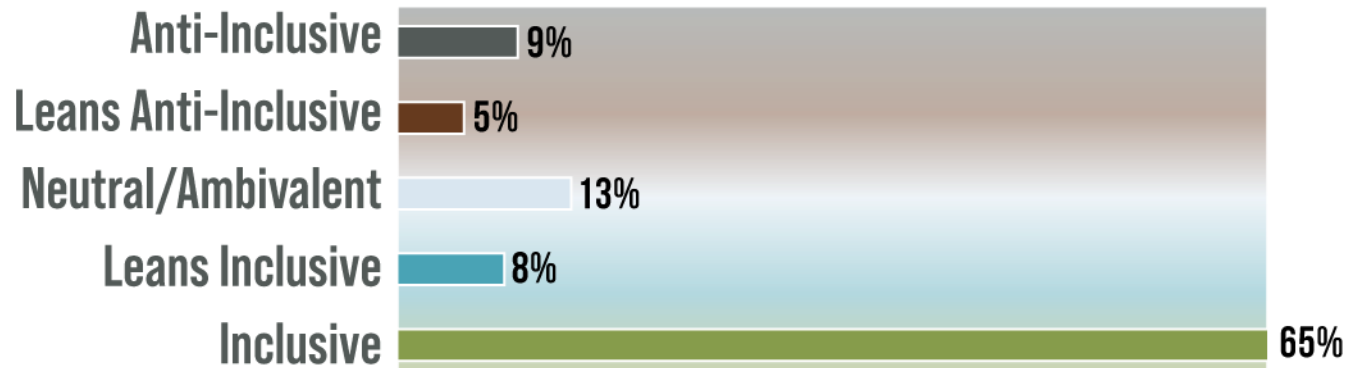
INCLUSION

Respondents in King County were asked a series of questions about inclusive content in cultural organizations. On sensitive topics like these, respondents often answer differently depending on how questions are framed, whether direct, scenario-based, or more generally. A tested scoring system, used for the past several years in the museum sector, was adapted for use in this research to make overall estimates about respondent viewpoints on inclusive content in King County's cultural organizations.

KING COUNTY RESIDENTS WANT INCLUSION



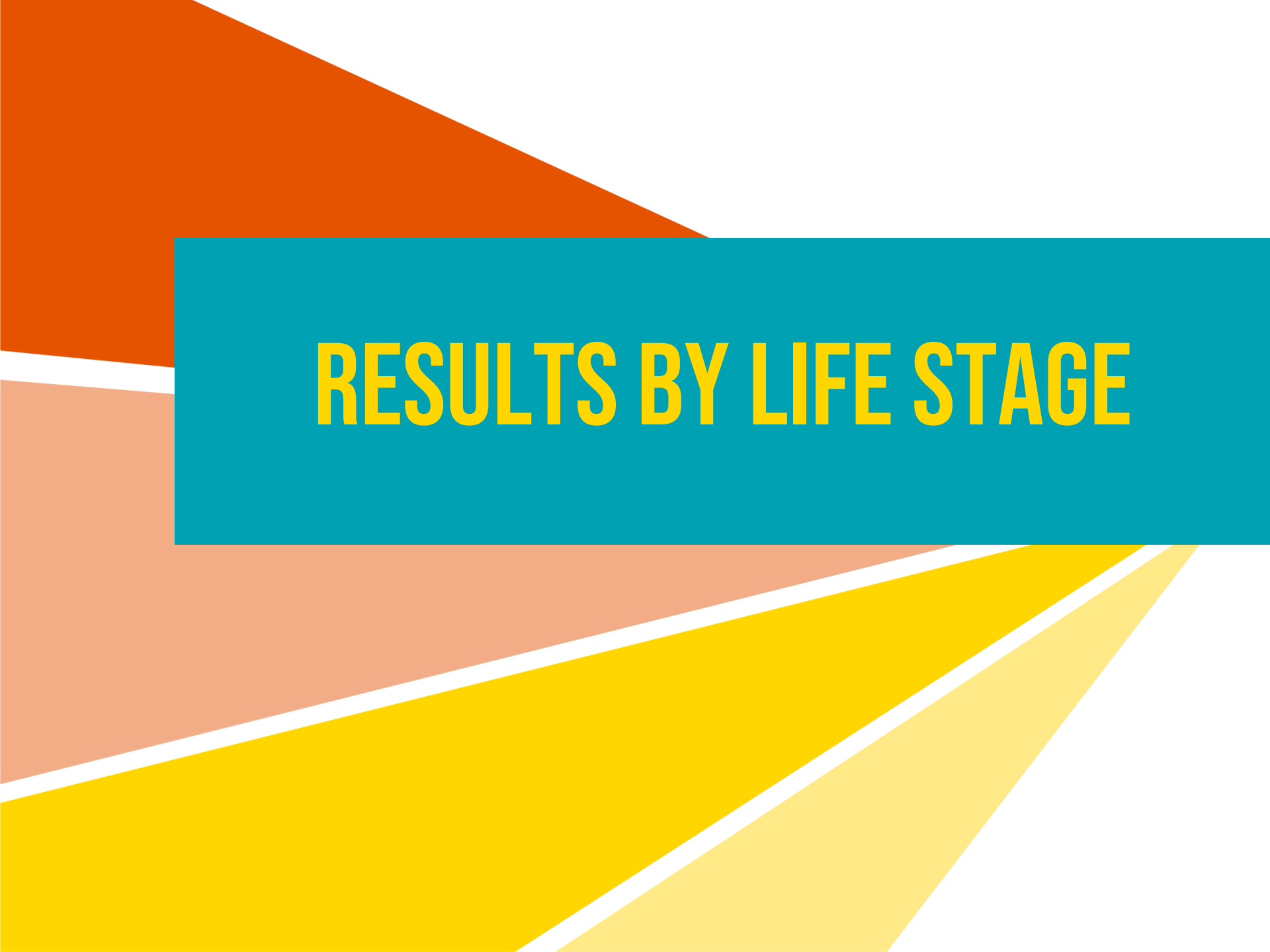
INCLUSIVE ATTITUDES IN CULTURAL CONTENT (ESTIMATES)



Nearly three-quarters of King County residents support inclusive content, with two-thirds scoring in the “inclusive” range, and another 8% leaning inclusive.

Only 13% of residents gave responses that indicate anti-inclusive attitudes towards content, while another 13% gave more ambivalent answers.

These results skew somewhat more inclusive than those of U.S. adults measured through the lens of *museum* content specifically. That said, inclusive attitudes tend to correlate with political values, and these results are not unreasonable given the liberal slant of the King County population on social issues.



RESULTS BY LIFE STAGE

RESULTS BY LIFE STAGE

People move through different stages over the course of a lifetime, from early adulthood, middle age, to eventual old age. Some people become parents, and some do not.

These life stages can deeply influence engagement in culture. For instance, young adults have different time and financial resources available for cultural consumption. They also have different social needs than retirees. The needs of children, as they progress through their mini-life stages of childhood, also exert extraordinary influence on household cultural consumption.



To optimize engagement and reduce barriers, it is extremely useful to examine cultural participation by life stage. Some patterns are unique to each life stage, while other behaviors are consistent among all adults.

RESULTS BY LIFE STAGE

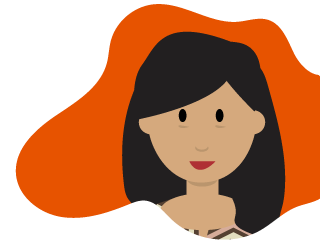
The following four pages examine the life stages delineated in this report:



Young adults
(under 40) with
no minor
children



Parents and
guardians of
minor children



Adults 40 – 59
with no minor
children



Adults 60 or
older with no
minor children

A word of caution: it is easy to take the characteristics and behaviors described here and extend them to all individuals who fit within that age and parental status. But what is shared here are *overall patterns* and individuals within each life stage can vary widely in their values, attitudes, and behaviors. Understanding overall patterns is extremely useful, but always make room for individual difference.

YOUNG ADULTS (UNDER 40) WITH NO MINOR CHILDREN



“ King County would be drastically different and serve the people less. The cultural organizations I engage with are central to my life and have allowed me to develop a community in Seattle. ”

Cultural Engagement Patterns

- More likely to participate ... but sporadically (not at high frequency)

Motivations for Leisure Time

- Fun, pursuing interests, relaxing

How They Hear About Community Events

- Instagram, word-of-mouth

Barriers to Cultural Participation

- Cost, time, hours of operation

Cultural Activities Most Likely to Visit/Participate in

- Live music, movies, zoos/aquariums, art museums, botanical gardens/arboretums
- Most likely to be engaged with “maker” and craft activities

Expectations of Cultural Organizations

- A sense of welcome and belonging
- Inclusive

PARENTS AND GUARDIANS OF MINOR CHILDREN



“As a mom, these spaces matter to my family. Music classes, festivals, libraries, performances and community events give my daughter chances to explore creativity and see herself as something bigger. Without them, our lives would feel smaller.”

Cultural Engagement Patterns

- Most avid cultural participants, across the cultural sector
- But participation decreases as children get older

Motivations for Leisure Time

- Family time, pursuing interests, child enjoyment/enrichment

How They Hear About Community Events

- Facebook, Instagram, word-of-mouth

Barriers to Cultural Participation

- Cost, time, perceptions of family-friendliness

Cultural Activities Most Likely to Visit/Participate in

- Live music, zoos/aquariums, movies, festivals, theater

Expectations of Cultural Organizations

- A sense of welcome and belonging
- Educational for children

ADULTS 40 – 59 WITH NO MINOR CHILDREN



“ Art and Culture are important, and without them, life would be boring, dull, and we'd have less connection and understanding. I think it would make King County less accepting and sad. Even if I can't attend as many events as I'd like, it is nice to know they are there and others are able to attend. ”

Cultural Engagement Patterns

- Least likely to participate in cultural activities

Motivations for Leisure Time

- Fun, pursuing interests, respite/relaxation

How They Hear About Community Events

- Facebook, word-of-mouth

Barriers to Cultural Participation

- Cost, crowds

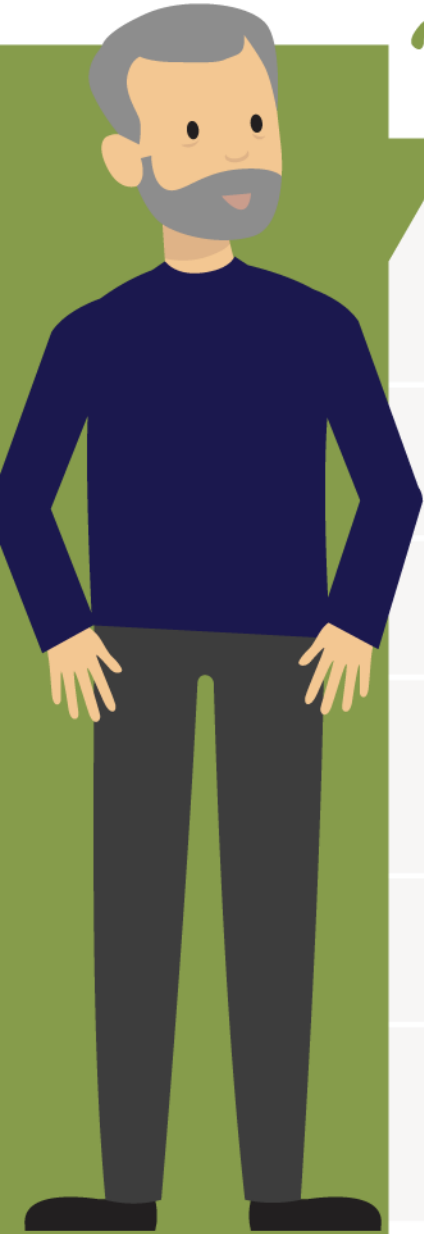
Cultural Activities Most Likely to Visit/Participate in

- Live music, movies, zoos/aquariums, art museums, festivals

Expectations of Cultural Organizations

- A sense of welcome and belonging
- Promotes respite/relaxing

ADULTS 60 OR OLDER WITH NO MINOR CHILDREN



“ I love that there are so many cultural activities and events in King County. It's part of what makes this area so great. ”

Cultural Engagement Patterns

- Cultural extremes:
 - Overall, less likely to participate in cultural activities
 - But those that engage are high frequency

Motivations for Leisure Time

- Pursuing interests, fun, respite/relaxation ... supporting cognitive health a bonus

How They Hear About Community Events

- Word-of-mouth, email

Barriers to Cultural Participation

- Cost, crowds
- Disinterest

Cultural Activities Most Likely to Visit/Participate in

- Movies, live music, art museums, theater, botanical gardens/arboretums

Expectations of Cultural Organizations

- A sense of welcome and belonging
- Larger minority segment with “traditional” values



RESULTS BY PARTICIPATION PATTERNS

RESULTS BY PARTICIPATION PATTERNS

This study examined participation patterns through three lenses: museum visitation, live performance attendance, and participation in an assortment of other cultural and creative activities.

There are two ways to assess participation:

INCIDENCE: A binary yes/no. Does someone participate in cultural activities? In King County, nearly all King County residents (93%) participated in cultural activities in the past year, and 7% did not. This is a measure of *incidence*.

FREQUENCY: A measure of *how often* someone participates in cultural activities in a defined period.

Since 93% of King County residents participate in cultural activities, determining rates of *frequency* is important to understand participation patterns.

CULTURAL OMNIVOROUSNESS GROWS WITH PARTICIPATION

For most people, as participation rates increase, so does breadth of cultural experiences. That is, narrow interests alone are not the norm. Instead, cultural participation tends to widen *while* deepening in specific interest areas at the same time. For example:

60% of casual museum-goers are also casual attendees of live performances, and these individuals, on average, engage in over four additional cultural activities.

Over half of sporadic attendees of live performances are also sporadic museum-goers, and these individuals, on average, engage in about three additional cultural activities.

Over half of non-visitors to museums don't attend live performances either, and they, on average, engage in fewer than two other cultural activities.

Since cultural engagement broadens with frequency, differences between audiences by activity are limited; patterns tend to be consistent across activities.

ASSESSING CULTURAL ENGAGEMENT:

FREQUENCY RATES

A scoring system was developed to assess overall cultural engagement among King County residents using *frequency measures*.

A number of different scoring systems were tested, and the simplest produced the clearest results. Each respondent was assigned a score between 0 and 30, with a maximum 10 points scored each based on their reported visitation at museums, attendance at live performances, and participation in a set of six other cultural activities.

Maximum 10 points possible:

Museum visitation
based on frequency

Maximum 10 points possible:

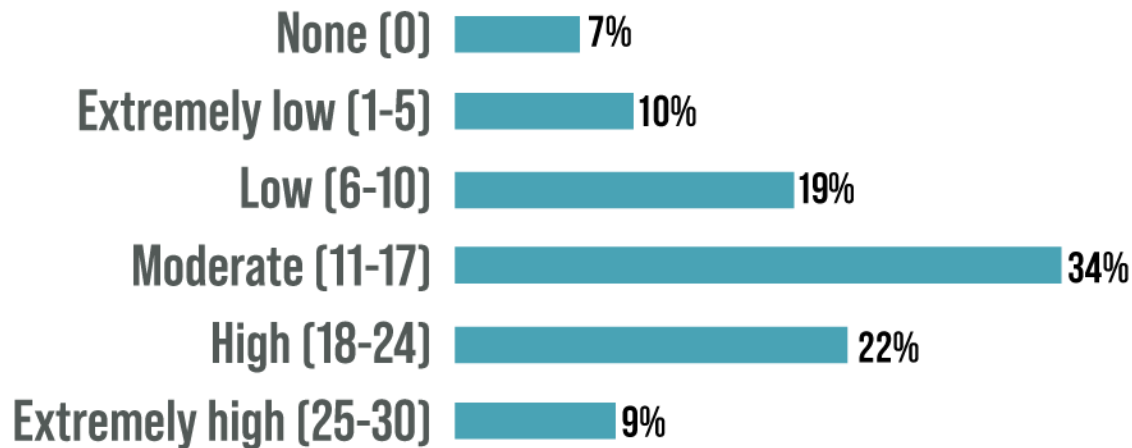
Live performance
attendance based
on frequency

Maximum 10 points possible (1.67 pts each):

Explored history or heritage
Attended a cultural festival
STEM events
Literary arts events
Participated in customs or practices of a specific
cultural community
Participated in Indigenous, Native, and traditional
cultural activities

CULTURAL PARTICIPATION RATES

PARTICIPATION RATE PERCENT OF KING COUNTY RESIDENTS



Just under 10% of King County residents have extremely high participation rates, and just over 30% fall in the high/extremely high categories.

The largest segment, those with moderate participation rates, comprise about a third of King County residents.

About a third of King County residents have lower-than-average rates of cultural participation.

A note about non-participants:

INDIVIDUALS WHO DON'T PARTICIPATE IN CULTURAL ACTIVITIES SHARE A FEW TRAITS:

- Demographically, they are more likely to be over the age of 50 and less likely to have a college degree; they also have lower incomes on average
- They are the least likely to participate in any leisure time activities we tracked and the most crowd-adverse, indicating a lower level of interest in activities outside the home overall

PARTICIPATION PATTERNS: KING COUNTY VS. U.S.

Because this survey was developed specifically for King County, no direct comparisons to U.S. samples are available.

Overall, however, the findings align with or exceed those reported in other national studies:

**“79% of Americans visited, attended, or watched an arts or culture event in person in the past year”
– Americans Speak Out About the Arts (2023)**

Note: this study used a slightly narrower definition of arts participation than the King County study

The Annual Survey of Museum-Goers and Broader Population Sampling, only examines museum-going behaviors, reporting estimates of:

**Frequent
museum-goers –
LESS THAN 10%**

**Casual visitors –
ABOUT 20%**

**Sporadic
visitors –
ABOUT 50%**

**Non-visitors –
ABOUT 20%**

LOWER THAN AVERAGE CULTURAL PARTICIPANTS

Percent of King
County Residents: **36%**

Participation Score: **0 to 10**
(out of 30)



Leisure Time Patterns

- Least engaged in general leisure activities
- Priorities for leisure time: fun, relaxing, time with family/friends

How They Hear About Community Events

- Word-of mouth, Facebook
- But not as tuned in as other segments

Barriers to Cultural Participation

- Cost
- Crowds (most likely to cite this barrier)
- Interest (lower levels generally)

Cultural Activities Most Likely to Visit/Participate in

- Concerts, zoos and aquaria, cultural festivals

Expectations of Cultural Organizations

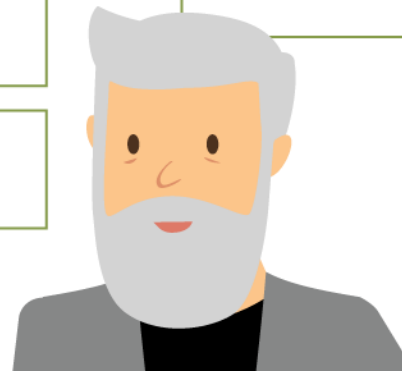
- A sense of welcome and belonging
- Educating children and young people
- A small, but significant, percentage of them hold anti-inclusive values

Demographic Characteristics

- More likely to be 50 or older
- Lower levels of educational attainment and income
- Less engaged politically
- No significant differences by accessibility needs, race or ethnicity

Summary Statement

They are glad cultural activities are in their community for others ... and they will also try them out from time to time if they are close by, inexpensive, and convenient.



MODERATE FREQUENCY CULTURAL PARTICIPANTS

Percent of King
County Residents: **34%**

Participation Score: **11 to 17**
(out of 30)



Leisure Time Patterns

- Moderately engaged in general leisure activities
- Priorities for leisure time: fun, relaxing, time with family/friends

How They Hear About Community Events

- Facebook, word-of mouth
- Moderately tuned in

Barriers to Cultural Participation

- Cost
- Time

Cultural Activities Most Likely to Visit/Participate in

- Concerts, zoos and aquaria, art museums
- Sporadic attendee of live performances, museums

Expectations of Cultural Organizations

- A sense of welcome and belonging
- Improve quality of life

Demographic Characteristics

- More likely to be under 40
- Most representative segment by educational attainment, income, political values
- No significant differences by accessibility needs, race or ethnicity



Summary Statement

Moderation! They participate at moderate rates and are moderate in their expectations. But they are nearly universal in the positive impact they perceive from cultural organizations in their community.

HIGHER THAN AVERAGE CULTURAL PARTICIPANTS

Percent of King
County Residents: **30%**

Participation Score: **18 to 30**
(out of 30)



Leisure Time Patterns

- Most engaged in general leisure activities
- Priorities for leisure time: fun, relaxing, time with family/friends
- But the majority also prioritize learning and curiosity *as well*

How They Hear About Community Events

- Word-of-mouth, Facebook, email, and Instagram
- Much more tuned in

Barriers to Cultural Participation

- Time
- Distance

Cultural Activities Most Likely to Visit/Participate in

- Everything! They are participating at relatively high frequency across all activities.

Expectations of Cultural Organizations

- A sense of welcome and belonging
- Promotes engagement in community life
- Provides educational opportunities
- Highest rate of inclusive values

Demographic Characteristics

- More likely to be parents or guardians of minor children
- More likely to have a college degree, generally higher incomes
- No significant differences by accessibility needs, race or ethnicity



Summary Statement

Omnivorous! They have much broader and frequent engagement with culture. 99% believe cultural organizations positively impact communities.

INCIDENCE GAPS OR FREQUENCY GAPS?

When examining audience gaps in the cultural sector, considering if gaps are *incidence* gaps or *frequency* gaps is important.

Because frequent visitors, by definition, visit cultural organizations more often than other segments of the population, it can appear as if there are many more of them than there actually are. In reality, we're often counting the same people, again and again. This can make it seem like an organization skews towards only a small segment in the population, when what is actually being observed is a *frequency* gap.



It's important to use different methodologies to understand audience composition, primarily to distinguish between *incidence* gaps and *frequency* gaps. *Frequency* gaps are much more common, but both are important to understand when considering the effectiveness of an organization or the cultural sector.

INCIDENCE GAPS OR FREQUENCY GAPS?

Broadly, this research shows that the **cultural sector** does not have significant *incidence* gaps, as it is reaching 93% of King County residents. But *frequency* gaps are apparent.

Within **cultural disciplines**, such as different museum types, different forms of live performances, and other cultural activities, *frequency* gaps are apparent, but some disciplines have more obvious *incidence* gaps.

Individual cultural organizations are most likely to have both *incidence* and *frequency* gaps. With limited resources, it is hard to be all things for everyone, and some deliberately limit their missions to specific segments of the populations (i.e., an organization focused on children).

For most organizations, however, *incidence* gaps are typically narrower, even significantly narrower, than observational and general attendance data collection (both *frequency* measures) would suggest.



RESULTS BY SELECTED DISCIPLINES

RESULTS BY SELECTED DISCIPLINES



While most people participate in more than one type of cultural consumption, audience traits by different disciplines do vary *to some degree*.

For example, people who participate in history-related content often have similar traits, as do people who are interested in literary events. Some activities, such as STEM (science, technology, engineering, and math) activities, are more closely tied to life stage, in this case the needs of parents and guardians of minor children.

To help individual cultural organizations better understand their specific audiences, this study examined the key traits of eleven cultural disciplines.



KEY TRAITS BY DISCIPLINE

Because most cultural consumers participate in a variety of cultural activities, audiences by discipline have far more in common than they differ.



For these results, overall points of agreement were set aside in order to identify more unique traits of individual audiences by discipline. What sets visitors to botanic gardens apart from concert audiences?



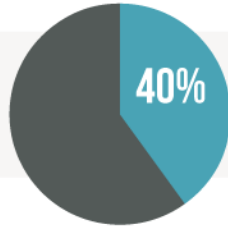
This is intended to enable cultural organizations to focus on emotional touchpoints and behaviors that are more meaningful to their audiences *in addition to those of the overall findings*, as well as to understand where greater concentrations of potential new audiences might be found.

VISITORS TO ART MUSEUMS

KEY TRAITS



40% of King County Residents Participating*



How they Participate

By visiting an art museum

Leisure Time Patterns

- More likely to attend performing arts, read for pleasure
- Motivated by curiosity, learning

How they hear about community events

Word-of-mouth, Facebook, Instagram, emails

Barriers to participation

Time, cost, distance

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

Botanic gardens and arboretums, film and cinema, attend cultural festivals

Desired Outcomes from Cultural Organizations

- Stimulation/support of cognitive health
- Foster creativity
- Improved critical thinking

Demographic Characteristics

No significant differences by demographic characteristics



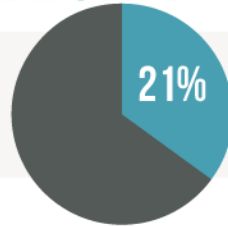
* Participation rates within this segment vary from frequent to sporadic, but all indicated previous participation

VISITORS TO CULTURALLY OR ETHNICALLY SPECIFIC MUSEUMS

KEY TRAITS



21% of King County Residents Participating*



How they Participate

By visiting a museum dedicated to a specific culture or ethnicity

Leisure Time Patterns

- More likely to participate in traditional culturally-specific activities, attend performing arts
- Motivated to connect with their cultural traditions or heritage *and* to share those culturally enriching experiences with their children

How they hear about community events

Word-of-mouth, Facebook, posters/flyers in neighborhood, Instagram, emails, online calendars

Barriers to participation

Time, cost, distance

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

Museums of all types (especially history-based museums), live performances and events of all types (especially film and cinema), history/heritage activities (family history, historic preservation activities, watching documentaries, historic sites)

Desired Outcomes from Cultural Organizations

- Trusting the public can handle difficult content
- Inclusive
- Stimulation/support of cognitive health
- Greater connection to their history and cultural background

Demographic Characteristics

- Slightly more likely to be parents or guardians of elementary-age children
- More likely to have a college degree
- Most diverse audience by race and ethnicity



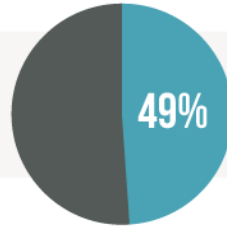
* Participation rates within this segment vary from frequent to sporadic, but all indicated previous participation

FESTIVAL PARTICIPANTS

KEY TRAITS



49% of King County Residents Participating*



How they Participate

By attending cultural and performing arts festivals

Leisure Time Patterns

- More likely to participate in traditional culturally-specific activities, attend performing arts
- Motivated by to connect with their cultural traditions or heritage, learning and culturally enriching experiences

How they hear about community events

Word-of-mouth, Facebook, Instagram

Barriers to participation

Time, cost, distance

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

History/heritage activities (family history, historic preservation activities, watching documentaries, historic sites), enjoy or prepare food from their own cultural heritage or tradition

Desired Outcomes from Cultural Organizations

- Greater connection to, trust, and understanding of people in my community
- Strengthened connections with family/friends
- Opportunities to volunteer/become involved in community

Demographic Characteristics

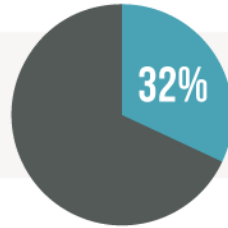
- More likely to be parents or guardians of elementary-age children
- Generally more diverse by race and ethnicity
- No significant differences by accessibility needs

FILM AND CINEMA PARTICIPANTS

KEY TRAITS



32% of King County Residents Participating*



How they Participate

By going to theaters to view films/cinema

Leisure Time Patterns

- More likely to attend sporting events, read for pleasure
- Motivated by learning, curiosity, and connecting with their cultural traditions or heritage, spending time with family/friends

How they hear about community events

Word-of-mouth, Facebook, Instagram, email

Barriers to participation

Time, cost

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

Art museums and culturally or ethnically specific museums, literary arts events

Desired Outcomes from Cultural Organizations

- Trusting the public can handle difficult content
- Provide a place of respite/escape/beauty outside of everyday life
- Stimulation/support of cognitive health
- Cultivate curiosity

Demographic Characteristics

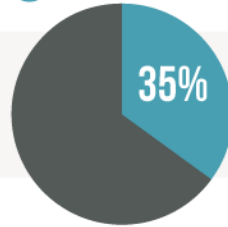
- More likely to work in technology/IT
- No significant differences by age, accessibility needs, race or ethnicity

HERITAGE AND HISTORIC PRESERVATION PARTICIPANTS

KEY TRAITS



35% of King County Residents Participating*



How they Participate

By visiting historical sites, learning about family history, supporting historic preservation, or watching documentaries

Leisure Time Patterns

- More likely to participate in traditional culturally-specific activities, read for pleasure
- Motivated by learning, curiosity, and connecting with their cultural traditions or heritage

How they hear about community events

Word-of-mouth, Facebook, Instagram, emails

Barriers to participation

Time, cost, distance

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

- History-based museums/sites
- Lectures and special speakers
- Cultural festivals

Desired Outcomes from Cultural Organizations

- Stimulation/support of cognitive health
- Greater connection to their history and cultural background
- More knowledge/education
- Greater connection to, trust, and understanding of people in my community

Demographic Characteristics

- Slightly more likely to be parents or guardians of elementary-age children
- Slightly more likely to work in technology/IT
- No significant differences by age, accessibility needs, race or ethnicity

DOORS OPEN



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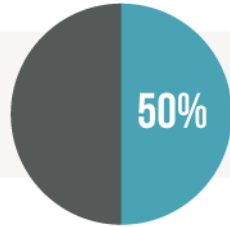
* Participation rates within this segment vary from frequent to sporadic, but all indicated previous participation

VISITORS TO HISTORY-BASED MUSEUMS

KEY TRAITS



50% of King County Residents Participating*



How they Participate

By visiting history museums, historic sites (such as historic houses, forts, battlefields, etc.), or local history museums and landmarks

Leisure Time Patterns

- More likely to participate in outdoor nature experiences, visit county or local/municipal parks
- Motivated by learning, curiosity, and connecting with their cultural traditions or heritage

How they hear about community events

Word-of-mouth, Facebook, Instagram

Barriers to participation

Time, cost, distance

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

Culturally or ethnically specific museums, natural history museums, history/heritage activities (family history, historic preservation activities, watching documentaries, historic sites), STEM activities

Desired Outcomes from Cultural Organizations

- Trusting the public can handle difficult content
- Greater connection to their history and cultural background
- Greater connection to, trust, and understanding of people in my community

Demographic Characteristics

No significant differences by demographic characteristics



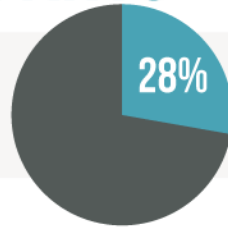
* Participation rates within this segment vary from frequent to sporadic, but all indicated previous participation

LECTURES, SPEAKERS, AND LITERARY EVENTS PARTICIPANTS

KEY TRAITS



28% of King County Residents Participating*



How they Participate

By attending lectures or literary events (such as author talks, poetry readings, or writing workshops)

Leisure Time Patterns

- Participate in the widest variety of leisure-time activities, and significantly more likely to: participate in traditional culturally-specific activities, attend performing arts, participate in outdoor nature experiences, and visit museums
- Motivated by learning, curiosity, and connecting with their cultural traditions or heritage

How they hear about community events

Word-of-mouth, Facebook, Instagram, email

Barriers to participation

Time, cost, distance

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

Museums of all types, live performances and events of all types, history/heritage activities (family history, historic preservation activities, watching documentaries, historic sites), customs or practices of a specific cultural community, STEM activities

Desired Outcomes from Cultural Organizations

- Trusting the public can handle difficult content
- Feeling by having perspectives or history of people like them represented
- Cultivate connections to their history and cultural background
- Foster creativity

Demographic Characteristics

- Appears to be a segment of parents or guardians of elementary-age children engaged in this content ... *perhaps* for their children
- More likely to have a college degree
- More likely to work in arts, culture, heritage, or creative fields
- No significant differences by age, accessibility needs, race or ethnicity

DOORS OPEN



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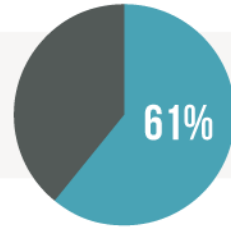
* Participation rates within this segment vary from frequent to sporadic, but all indicated previous participation

LIVE MUSIC PARTICIPANTS

KEY TRAITS



61% of King County Residents Participating*



How they Participate

By attending a live music event

Leisure Time Patterns

- More likely to view movies at movie theaters, visit county or local/municipal parks
- More motivated by spending time with friends, fun

How they hear about community events

Word-of-mouth, Facebook

Barriers to participation

Time, cost

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

Cultural festivals, movies at home or theater

Desired Outcomes from Cultural Organizations

- Bring joy/beauty/wonder to their life
- Helping them feel more connected with others/feel less alone in world
- Greater connection to, trust, and understanding of people in my community

Demographic Characteristics

No significant differences by demographic characteristics



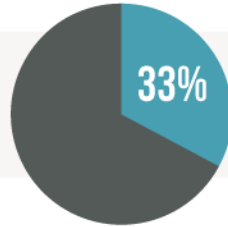
* Participation rates within this segment vary from frequent to sporadic, but all indicated previous participation

VISITORS TO PUBLIC GARDENS

KEY TRAITS



33% of King County Residents Participating*



How they Participate

By visiting a botanical garden or arboretum

Leisure Time Patterns

- More likely to pursue crafts and/or maker activities, participate in outdoor nature experiences
- Motivated by curiosity, spending time with family/friends

How they hear about community events

Word-of-mouth, Facebook, emails

Barriers to participation

Time, cost, distance

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

Art museums, cultural festivals, history/heritage activities (family history, historic preservation activities, watching documentaries, historic sites)

Desired Outcomes from Cultural Organizations

- Stimulation/support of cognitive health
- Inclusive
- Bring joy/beauty/wonder to their life
- Greater empathy

Demographic Characteristics

- More likely to identify as women
- No significant differences by age, accessibility needs, race or ethnicity



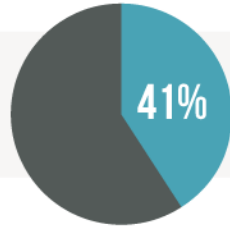
* Participation rates within this segment vary from frequent to sporadic, but all indicated previous participation

STEM PARTICIPANTS

KEY TRAITS



41% of King County Residents Participating*



How they Participate

By participating in STEM events and activities or by visiting science centers and planetariums

Leisure Time Patterns

- More likely to attend sporting events, participate in outdoor nature experiences
- More motivated by child-oriented learning and enjoyment, family time, and curiosity

How they hear about community events

Word-of-mouth, Facebook, Instagram

Barriers to participation

Time, cost, distance

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

Zoos and aquariums, festivals, history/heritage activities (family history, historic preservation activities, watching documentaries, historic sites)

Desired Outcomes from Cultural Organizations

- Relying on evidence, the scientific method, historical methods, and the judgment of experts when creating content
- Educating K-12 children and their families
- Cultivate curiosity

Demographic Characteristics

- More likely to be parents or guardians of children 10 and younger
- Somewhat more likely to identify as men
- More likely to work in technology/IT
- More likely to need support for a variety of accessibility needs
- No significant differences by race or ethnicity

DOORS OPEN



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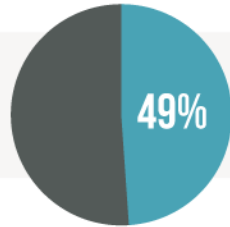
* Participation rates within this segment vary from frequent to sporadic, but all indicated previous participation

THEATER, DANCE, AND IMPROV PARTICIPANTS

KEY TRAITS



49% of King County Residents Participating*



How they Participate

By attending plays, dance, or other live performances in a theater setting; this can also include children's recitals

Leisure Time Patterns

- More likely to view movies at movie theaters, participate in traditional culturally-specific activities
- Motivated by learning or culturally enriching experiences for themselves and/or their children, connecting with their cultural traditions or heritage

How they hear about community events

Word-of-mouth, Facebook, Instagram

Barriers to participation

Time, cost

Cultural Activities Most Likely to Visit/Participate in

More avid visitors/participants of:

Literary arts events, cultural festivals, customs or practices of a specific cultural community

Desired Outcomes from Cultural Organizations

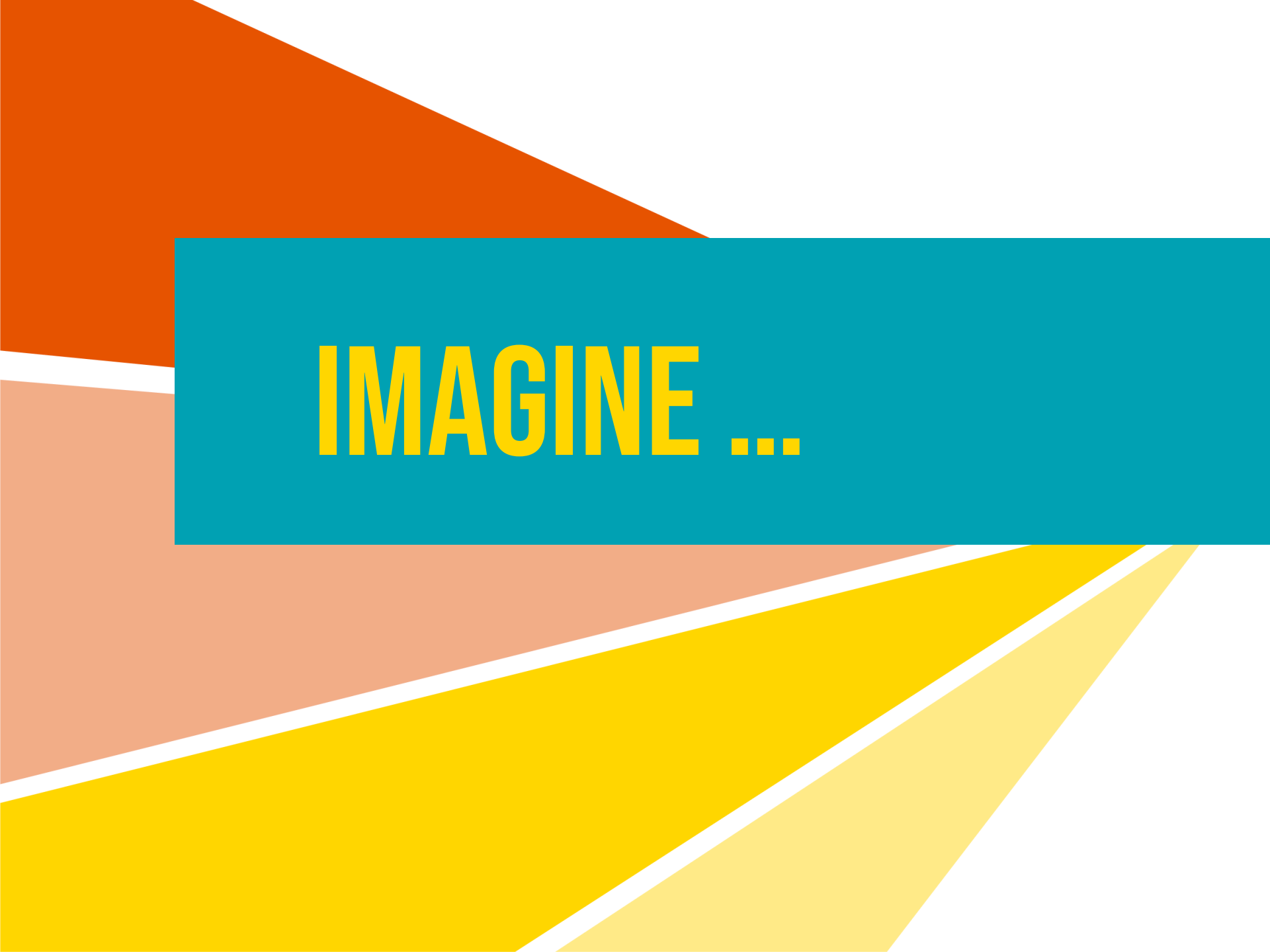
- Stimulation/support of cognitive health
- Feeling seen by having perspectives or history of people like them represented
- Cultivate connections to their history and cultural background

Demographic Characteristics

- More likely to be parents or guardians of elementary-age children
- No significant differences by accessibility needs, race or ethnicity



* Participation rates within this segment vary from frequent to sporadic, but all indicated previous participation



IMAGINE ...

IMAGINE KING COUNTY WITHOUT ANY CULTURAL ORGANIZATIONS ...

For the last question of the cultural survey, respondents were asked to consider the value of cultural organizations in King County through an open-ended question that posited a bleak prospect: King County without *any* cultural organizations. This type of scenario is often a useful prompt to help people articulate their values. Responses were then individually read and hand-coded for analysis.

 This survey has asked you to consider the role of cultural organizations in King County.

Now, imagine King County without any cultural organizations.

Would King County be different? If so, how?

Would you be different without these local cultural organizations in your life? If so, how?

SIX THEMES EMERGED

Six different themes emerged from analysis. Within these themes, responses ranged from focusing on what the loss would mean to King County to focusing on the value of culture to people.



KING COUNTY WOULD BE BLEAK WITHOUT CULTURE

Without cultural organizations, King County would be worse off. Respondents used words like “sad,” “ugly,” “boring,” and “lacking soul” to describe King County without cultural organizations.



“King County would be very ‘flat’ and uninteresting. I might not want to live here. All the natural beauty in the Puget Sound area would seem tarnished.”

“It would suck.”

“Without culture, we will only have traffic jams and parks.”

"The surrounding community would be void of color, joy, excitement, *joi de vivre* ... cultural orgs give the city a buzz that it wouldn't have without them - without them wed just be a boring strip mall."



"King County, or any county, would be dismal without any cultural organizations. There would be an uptick in, 'There's nothing to do. There's nothing here for me.' The landscape would be bland or declining. People would have fewer job and life advancement opportunities. Personally, I'd be less educated, bored and probably frustrated with my quality of life, especially if I knew cultural orgs existed elsewhere, just not where I lived."

CULTURE BRINGS CONNECTION

Without cultural organizations, people lose connection to one another, communities lose cohesion, and individuals become more isolated. Through culture, people come together to connect, support one another, and build community.



"It'd be lifeless and a more fractured community."

“My family and I have learned so much about our community, the cultures within our community and how to volunteer in our community - we would interact with our community differently (or perhaps not at all) if we didn't have local, cultural organizations within it. Our community would be less secure, less interactive and more self centered. Our kids would grow up only thinking of themselves.”

“Cultural organizations provide spaces of togetherness and belonging in an increasingly divided world. Artists and cultural workers are truth tellers, and usually see societal patterns and injustices quickly and translate those back to community via art. We are mirrors. Without art and cultural organizations, we don't have spaces to process what we are witnessing and experiencing.”

CULTURE IS A NECESSARY PART OF HUMAN EXPERIENCE

Cultural organizations preserve and celebrate the human experience and individual cultural identities that are critical to who we all are as humans collectively and individually.

"Culture is central to the human experience. This is a critical asset."

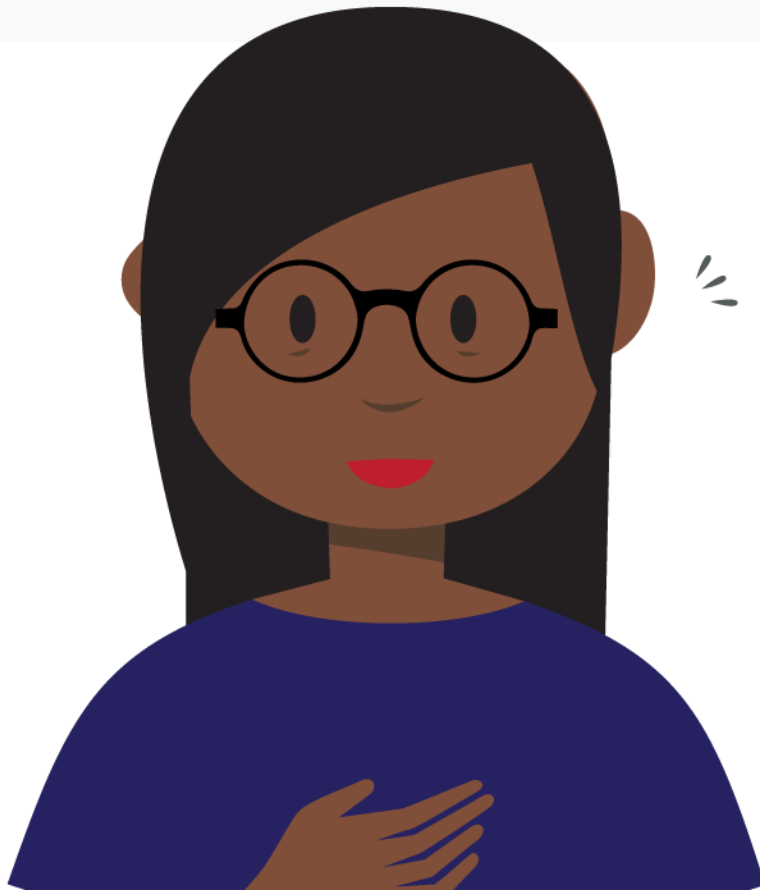
"If we didn't have cultural organizations, I would feel isolated from other cultures than my own and a sense of missing the 'whole' picture of what it means to be human."



"This world, county and our community are multi-cultural. If we ignore this, we ignore humanity!"

CULTURE SUPPORTS DIVERSITY

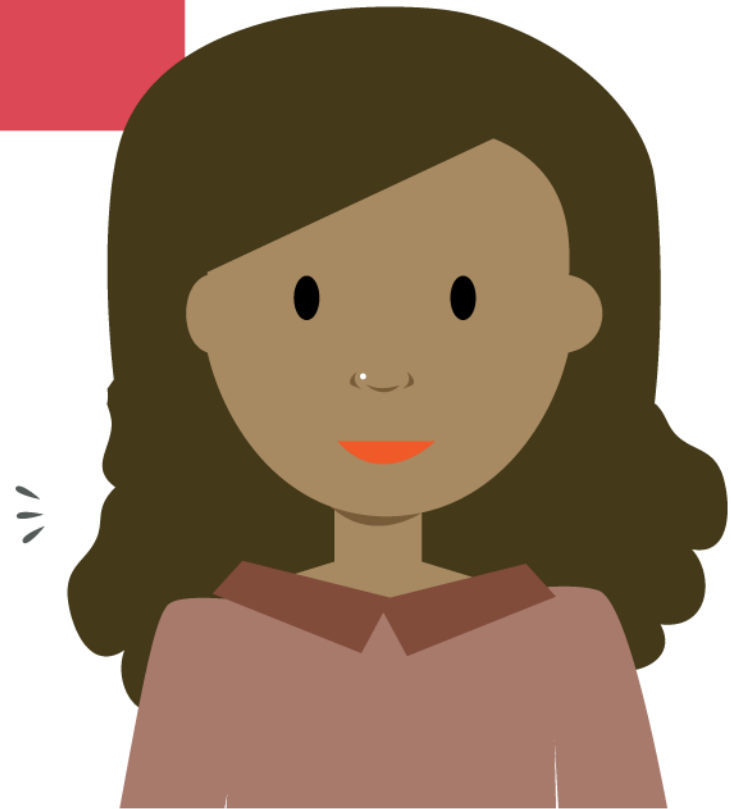
Diversity is a key component for great communities, as it supports creativity and innovation while also expanding viewpoints and empathy.



"I think that it would be a sad day for everyone. As a transplant here, the diversity is what makes this place special. From the Native Americans, to the Norwegians, to the Asian population, the diverse cultures is how this place produced grunge, and all this amazing tech. It's a melting pot of collaboration and creation."

“Cultural organizations and activities expand our viewpoint, whether we participate or not. Expansion allows us to consider other cultures and world viewpoints for logical thinking and greater empathy. My life would be grayer without access to cultural ideas, activities, and legacies.”

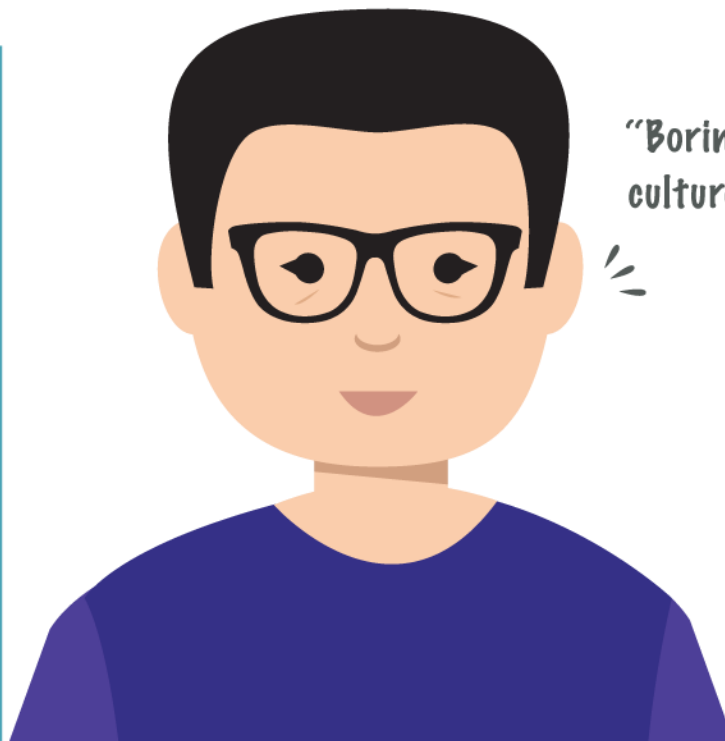
“I'm an Indigenous woman and we depend on these cultural organizations to maintain our culture. Performing cultural practices is how we maintain not just our culture but our entire lives. Our culture is our way of life, without organizations to support it we would die. We need more Indigenous-led cultural organizations and more support from the pre-existing organizations.”



CULTURE EDUCATES AND ENRICHES US

Culture enriches us – mind, body, and soul – by providing experiences that are educational, expansive, beautiful, and enriching.

“Cultural organizations are essential to the character of King County. The excellent quality of life in this community would not exist without our cultural organizations. My life is constantly enriched by our public spaces and institutions.”



“Boring. I **NEED** arts and culture to stimulate and enrich me.”

“Cultural organizations provide life-long learning experiences that otherwise would not be available. They also are a welcoming place for community of different backgrounds to come together for shared experiences. Outside of school settings (and maybe also religious organizations) I don't know where else this would be possible.”



“People would have fewer methods or locations to learn cultural and scientific lessons or experience the arts, and we would be less likely to produce new generations of scientists and artists.”

A COMMUNITY WITHOUT CULTURE IS NOT WORTH LIVING IN

And without culture, the appeal of a place disappears.



"I wouldn't want to live here without our institutions. A community has no culture without a space to share and create. Museums, theaters, art, science, libraries – these are humanity's oldest institutions because they are reflections of what it is to be human in community. I moved here for culture 14 years ago. If the culture left, so would I."

"Living in a major city/county with no cultural organizations would defeat the purpose of living in a city. A city (or county, or country if we are being frank) is pointless when it gives up its community and cultural celebrations."

DOORS OPEN



4
CULTURE


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IMPLICATIONS FOR KING COUNTY CULTURAL ORGANIZATIONS

CULTURE IS MAINSTREAM IN KING COUNTY



Celebrate the impact!
Culture matters to King County residents, and they understand its value to communities and to individuals.



Build on the shared value of culture. It is a major strength.



King County is a community of cultural participants.

REFRAME ACCESS GAPS

King County residents are already participating, but at different rates. Language and labels that refer to some individuals as non-participants isn't just inaccurate, but risks reinforcing assumptions about access, opportunity, and who belongs in cultural spaces.

Reframe access gaps as *frequency* gaps not *incidence* gaps.

These potential patrons participate, but may wish they could participate more.

Treat audiences as active participants and build on the ways they already engage with culture.



COST AND ACCESSIBILITY

Cost is the most significant barrier that cultural organizations can control.

But cultural organizations must compensate staff members fairly and meet their expenses.



Consider initiatives to increase participation frequency of households that are more cost-constrained, including:



- **Young adults with no children**
- **Families with young children**
- **Low-income households**

COST AND ACCESSIBILITY

The majority of King County households have accessibility needs.

Smaller organizations in particular may need more guidance and financial resources to develop accessibility plans and meet these needs.

Providing field services in this area may be especially effective.



MOTIVATIONS AND OUTCOMES ARE DIFFERENT

People's motivations for participating in leisure time activities, including cultural activities, tend to focus on their interests, fun, and spending time with people they care about.

Mission-related motivations, such as learning, culture, and civic engagement, are strongest among high-frequency participants, and still motivations are not universal.

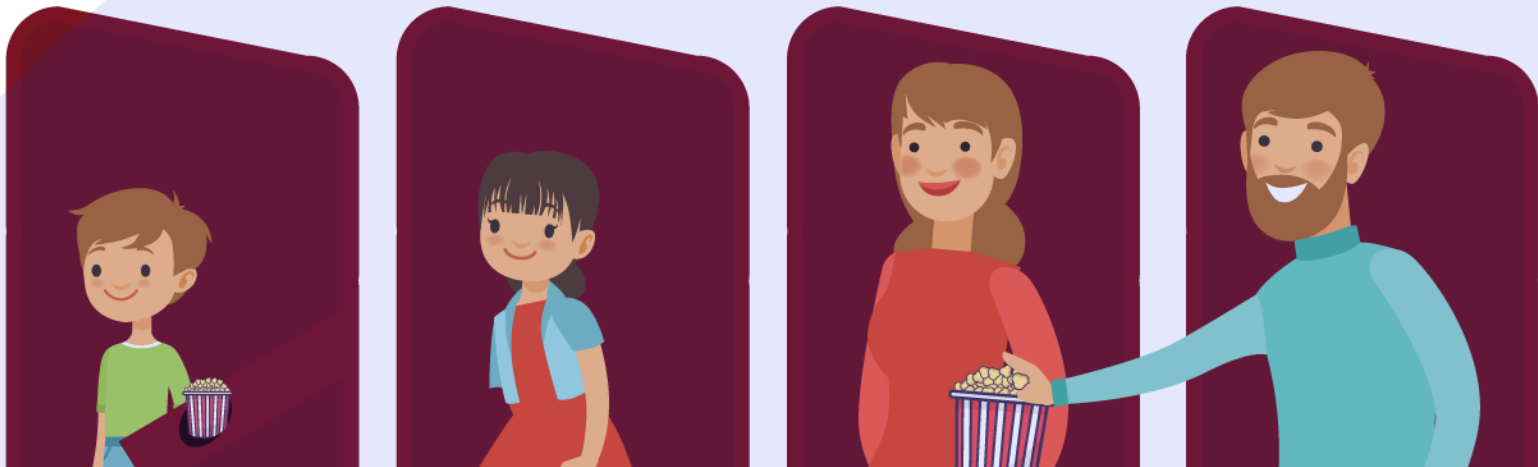
Most people come *out* of cultural activities feeling like they did something good for themselves, their families, and/or their community, above and beyond connecting with organizational missions.



MOTIVATIONS AND OUTCOMES ARE DIFFERENT

By matching marketing to motivations, broader audiences are more likely to find cultural activities attractive.

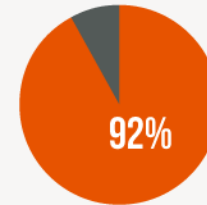
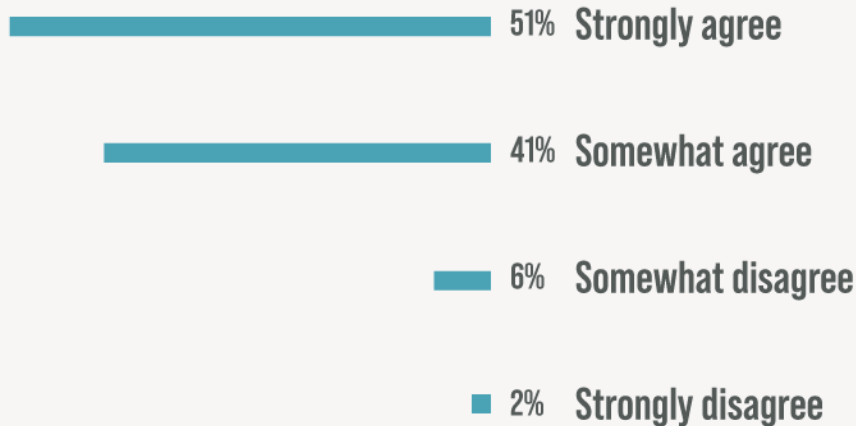
And by reinforcing outcomes during and/or after the experience, they feel good about their participation, and are more likely to want to do it again!



KING COUNTY SHOULD SUPPORT CULTURE

? Do you agree or disagree with the following: "The King County Council should work to support our county's cultural organizations." (Choose one.)

■ King County Sample



92% of King County residents agree that cultural organizations are worth the support of King County.

This is significantly higher than the 70% of U.S. adults who support local government funding nonprofit arts and culture organizations.

CONSIDER YOUR GOALS



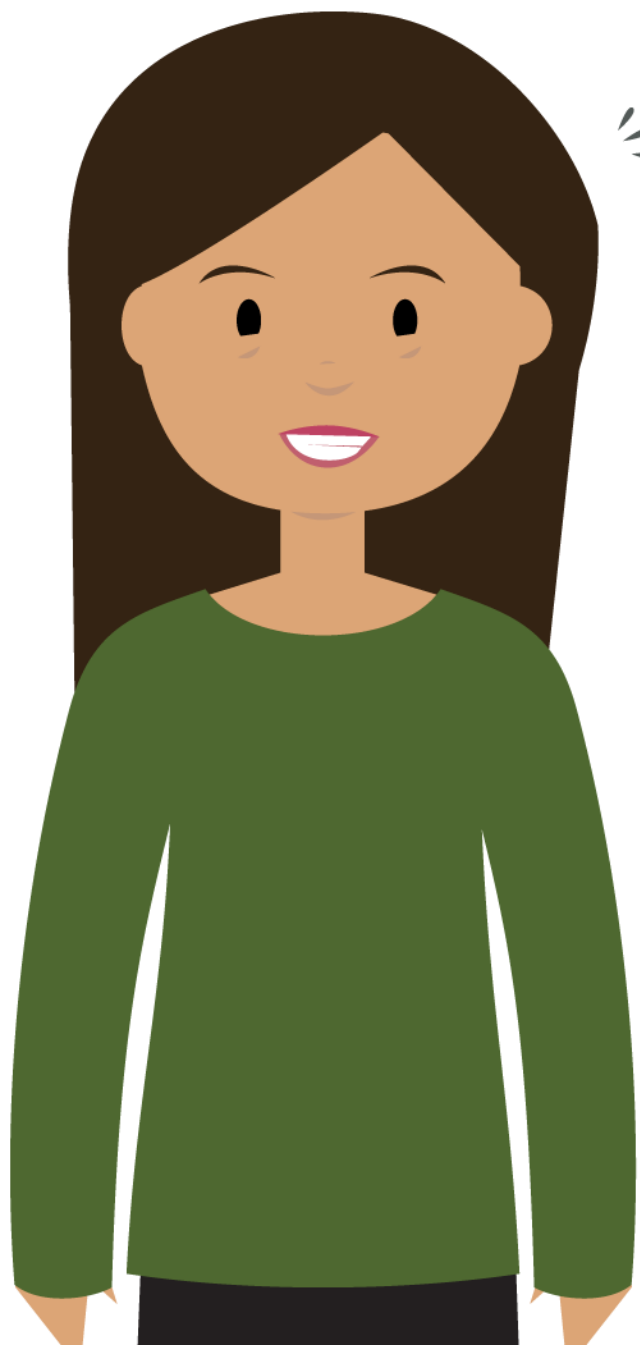
INCREASE FREQUENCY OF PARTICIPATION



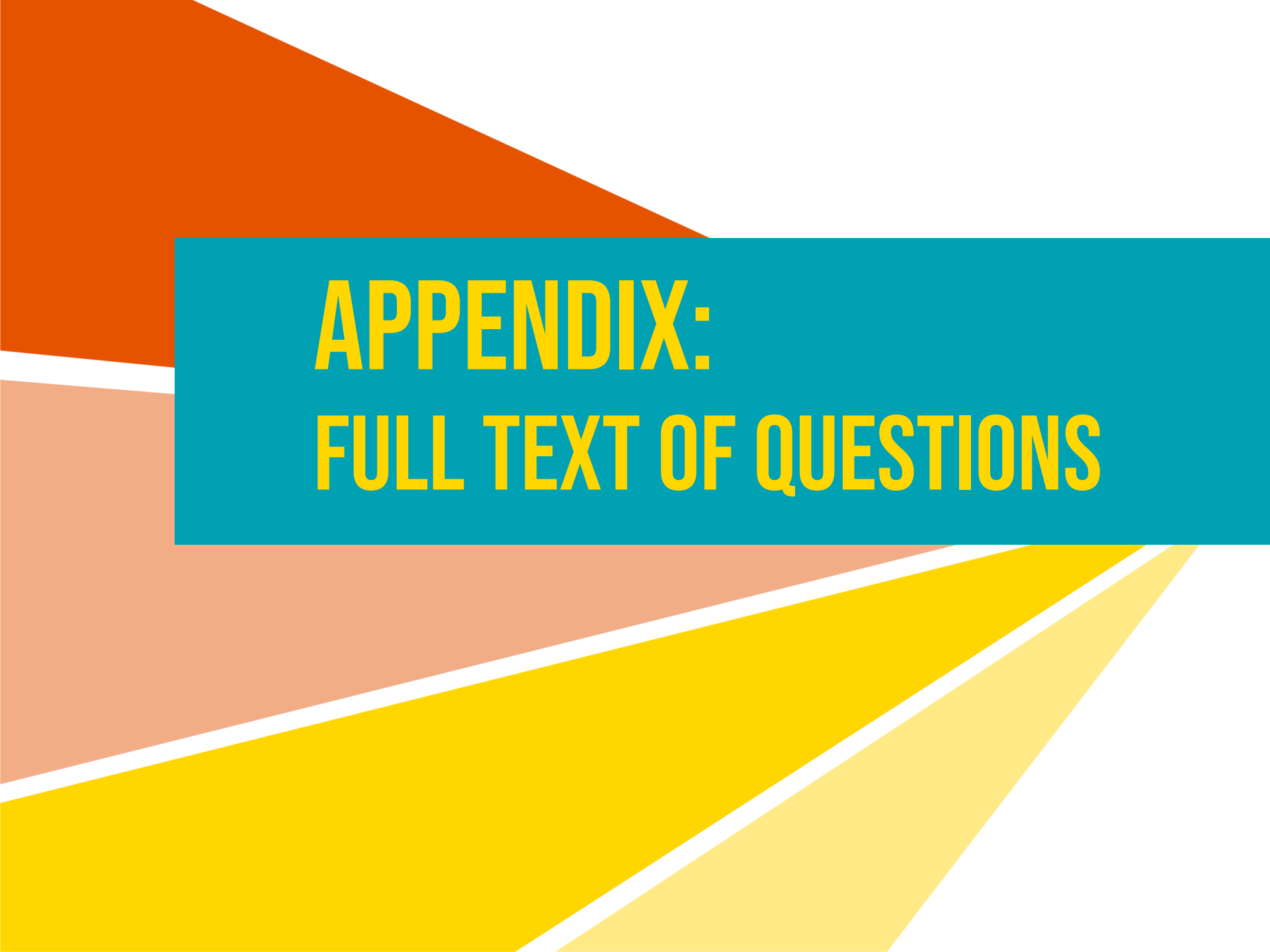
REDUCE BARRIERS



DEVELOP SHARED IDENTITY OF KING COUNTY AS A COMMUNITY OF CULTURAL PARTICIPANTS



“King County would be fundamentally different without cultural organizations. These organizations are not ‘extras’ — they are connective tissue. They create spaces where people encounter cultures beyond their own, build empathy, and feel a sense of belonging. Without them, King County would feel more siloed, less curious, and less humane. I would be different without these organizations as well. As a parent, immigrant, and small business founder, local cultural programs have shaped how I experience this region and how I raise my children. Community partners such as Seattle Center, neighborhood cultural centers, libraries, and grassroots arts organizations make culture accessible, joyful, and intergenerational. They normalize learning about one another — not as a special event, but as part of everyday life. This is especially important for children. Early, hands-on exposure to global cultures builds openness and respect that lasts a lifetime.”



APPENDIX: FULL TEXT OF QUESTIONS

APPENDIX: FULL TEXT OF QUESTIONS

The questions presented below represent those asked of King County residents as part of the Culture and Communities Study. When possible and reasonable, answer choices were randomized when presented to the respondent.

Where in King County do you live? (Choose one.)

- | | | |
|--|---|--|
| ☐ I don't live in King County (disqualified) | ☐ Enumclaw | ☐ Redmond |
| ☐ Unincorporated area (outside city or town limits) | ☐ Federal Way | ☐ Renton |
| ☐ Algona | ☐ Hunts Point | ☐ Sammamish |
| ☐ Auburn | ☐ Issaquah | ☐ SeaTac |
| ☐ Beaux Arts Village | ☐ Kenmore | ☐ Seattle |
| ☐ Bellevue | ☐ Kent | ☐ Shoreline |
| ☐ Black Diamond | ☐ Kirkland | ☐ Skykomish |
| ☐ Bothell | ☐ Lake Forest Park | ☐ Snoqualmie |
| ☐ Burien | ☐ Maple Valley | ☐ Tukwila |
| ☐ Carnation | ☐ Medina | ☐ Vashon Island |
| ☐ Clyde Hill | ☐ Mercer Island | ☐ Woodinville |
| ☐ Covington | ☐ Milton | ☐ Yarrow Point |
| ☐ Des Moines | ☐ Newcastle | |
| ☐ Duvall | ☐ Normandy Park | |
| | ☐ North Bend | |
| | ☐ Pacific | |

Which of the following have you done in the past year? (Choose all that apply.)

- ☐ Saw a movie at a movie theater
- ☐ Attended a sporting event in person
- ☐ Participated in traditional culturally-specific activities
- ☐ Attended performing arts in person (live music, theater, dance, etc.)
- ☐ Pursued crafts and/or maker activities (knitting, 3D printing, coding, woodworking, DIY, and other creative projects)
- ☐ Read a book for pleasure
- ☐ Participated in outdoor nature experiences (hiking, visiting botanic gardens, etc.)
- ☐ Visited a museum in person (including art, history, science centers, zoos and aquaria, historic/landmarked sites, etc.)
- ☐ Attended a fair or festival
- ☐ Visited a county or local/municipal park
- ☐ None of the above
- ☐ Other - please specify: _____

Thinking about the activities you just indicated you participate in, why do you do them? (Choose those that are most important to you.)

- ☐ Learning or culturally enriching experiences for me
- ☐ Learning or culturally enriching experiences for my children
- ☐ To spend time with friends
- ☐ To spend time with family
- ☐ To connect with my cultural traditions or heritage
- ☐ I am interested in them
- ☐ To feed my/our curiosity
- ☐ My children enjoy them
- ☐ They are fun
- ☐ For respite, escape, or relaxation
- ☐ None of these
- ☐ Other - please specify: _____

**➤? During your time off or leisure time, what do you most want to do/accomplish?
(Choose those that are the highest priority for you.)**

- ☐ Spend time with my minor children
- ☐ Spend time with other family/friends
- ☐ Learn something new
- ☐ Simply relax, rest, and take it easy
- ☐ Take care of family members or others I'm responsible for
- ☐ Get errands taken care of
- ☐ Connect with my cultural traditions, such as through food, music, etc.
- ☐ I don't feel like I have any leisure time
- ☐ None of the above

➤? How do you typically learn about events in your community? (Choose all that apply.)

- ☐ Newspaper articles or calendars
- ☐ Posters or flyers in neighborhood/local businesses
- ☐ Billboards or other signage
- ☐ Facebook
- ☐ Instagram
- ☐ TikTok
- ☐ Other social media
- ☐ Podcasts
- ☐ Emails from the organization sponsoring the event
- ☐ Mailings from the organization sponsoring the event
- ☐ Online calendars of events
- ☐ Word-of-Mouth
- ☐ Radio ads or underwriting
- ☐ None of these
- ☐ Other - please specify: _____



What are the primary forms of transportation you use? (Choose all that apply.)

- ☐ Public transit (bus, light rail, ferry)
- ☐ Personal vehicle (gas-powered or hybrid)
- ☐ Personal vehicle (electric/plug-in)
- ☐ Pedestrian forms of transportation (walking, mobility-assisted, etc.)
- ☐ Bicycle, scooter, skate, etc.
- ☐ Rideshare (Uber, Lyft, etc.) or taxi
- ☐ Other - please specify: _____



The following questions are about your visitation and perceptions of cultural activities in King County, including museums, live performances, historic preservation, cultural festivals, STEM education, and anything else you consider to be "cultural." We are interested in your thoughts, even if you don't really participate in these kinds of activities.

In the past year, how many times did you visit museums located in King County in person? (Choose one.)

"Museums" includes historic sites, science centers, botanical gardens, and zoos and aquariums, as well as museums of history, art, and natural history/science.

- ☐ 5 or more times
- ☐ 3 or 4 times
- ☐ 1 or 2 times
- ☐ None - but I typically visit museums every couple of years
- ☐ None - I don't really visit museums



What types of museums do you visit most often? (Choose those that you are most likely to visit.)

- ☐ Art museums
- ☐ Botanical gardens and arboretums
- ☐ Children's museums
- ☐ Culturally or ethnically specific museums
- ☐ Historic sites (including historic houses, forts, battlefields, mills, etc.)
- ☐ History museums
- ☐ Local history museums/local historic landmarks
- ☐ Natural history museums
- ☐ Science centers or planetariums
- ☐ Zoos and aquariums
- ☐ Other - please specify: _____
- ☐ I don't really visit any museums



In the past year, how many times did you attend live performances and events in King County in person? This includes live music concerts, theater, dance performances, lectures and speakers, etc. (Choose one.)

- ☐ 5 or more times
- ☐ 3 or 4 times
- ☐ 1 or 2 times
- ☐ None - but I typically attend live performances and events every couple of years
- ☐ None - I don't really attend live performances and events

[The following question was only seen by those who indicated they attended a live performance or event at least every couple of years]

 What types of live performances and events do you attend most often?
[Choose those that you are most likely to attend.]

- ☐ Dance
- ☐ Festivals
- ☐ Film and cinema
- ☐ Music
- ☐ Lectures and special speakers
- ☐ Theater
- ☐ Improvisation, performance art, and other non-scripted performances
- ☐ Other - please specify: _____
- ☐ I don't really attend any of these

What other types of cultural or creative activities did you engage in during the past year? (Choose all that apply.)

- ☐ Attended literary arts events, such as author talks, lectures, poetry readings, or creative writing workshops
- ☐ Explored history or heritage, such as visiting historical sites, learning about family history, supporting historic preservation, or watching documentaries
- ☐ Enjoyed or prepared food from my own cultural heritage or tradition
- ☐ Listened to or played music at home or in community settings
- ☐ Attended a cultural festival
- ☐ Participated in customs or practices of a specific cultural community
- ☐ Watched movies, at home or in a theater
- ☐ Participated in STEM (science, technology, engineering, and math) events, including programs at museums, zoos, aquariums, or other educational settings
- ☐ Participated in Indigenous, Native, and traditional cultural activities
- ☐ None of these
- ☐ Other - please specify: _____

What kinds of things prevent you from participating in cultural activities more frequently? (Choose all that apply.)

- ☐ Personal health concerns
- ☐ Cost is too high
- ☐ Dislike crowds
- ☐ Concerns about violence or crime
- ☐ Distance from where I live
- ☐ Difficulty parking
- ☐ Transportation is difficult or inconvenient
- ☐ Hours are inconvenient
- ☐ Limited cultural activities near me or I'm not aware
- ☐ Too busy or other priorities compete for my time
- ☐ In the past, I have felt unwelcome or out of place at cultural activities
- ☐ These activities don't feel friendly or welcoming to me
- ☐ None of these
- ☐ Other - please specify: _____

What would motivate you to participate in cultural activities more frequently? (Choose all that apply.)

- ☐ More frequently changing exhibits and installations
- ☐ Wider variety of concerts, plays, or other types of performances
- ☐ Wider variety of programs, such as classes, lectures, or meetings
- ☐ Lower costs/free events to make participating more affordable
- ☐ Fewer crowds
- ☐ Better marketing, as I just don't think about it/know what's going on
- ☐ More convenient hours
- ☐ More child-friendly activities or performances
- ☐ Making the space more friendly and welcoming
- ☐ Nothing - I think I am participating in cultural activities at a perfect rate
- ☐ None of these - I'm not really interested in cultural activities
- ☐ Other - please specify: _____

On average, how much time are you willing to spend traveling to cultural events? (Choose one.)

- ☐ None - I don't really attend cultural events
- ☐ Less than 15 minutes each way
- ☐ Between 15 and 30 minutes
- ☐ Between 30 and 45 minutes
- ☐ Between 45 and 60 minutes
- ☐ An hour or more

 Please share if you agree or disagree with the following statement:
"There are plenty of opportunities for me to take part in arts and cultural activities in my neighborhood or community." (Choose one.)

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree

 What do you think are the responsibilities of cultural organizations to their visitors or participants? (Choose all that apply.)

- ☐ Trusting that the public can handle difficult or challenging content
- ☐ Providing the facts, so people can make up their minds
- ☐ Creating places that everyone is welcomed and feels truly included ... a sense of belonging
- ☐ Being inclusive, including stories and perspectives of women, people of color, people with disabilities, LGBTQ+ people, religious minorities, etc.
- ☐ Sharing universal human experiences
- ☐ Bridging political divides by staying non-partisan
- ☐ Relying on evidence, the scientific method, historical methods, and the judgment of experts when creating content
- ☐ Respecting different values of community members
- ☐ Providing a place of respite, escape, and/or beauty outside of my daily life
- ☐ Educating children in the community (including families with children and K-12 education)
- ☐ None of these
- ☐ Other - please specify: _____

What kinds of health and wellbeing outcomes do you think participating in cultural activities provides your life? (Choose all that apply.)

- ☐ Reduced stress levels
- ☐ Improvement of mental health
- ☐ Enjoyment in spending time with family or friends
- ☐ Brings a sense of joy, beauty, and/or wonder to my life
- ☐ Intellectual stimulation/support of cognitive health
- ☐ Sense of respite and retreat from the everyday world
- ☐ More connected with others/feeling less alone in the world
- ☐ Feeling seen by having perspectives or the history of people like me represented
- ☐ Greater connection to my history and cultural background
- ☐ None - I don't think cultural participation affects health or wellbeing
- ☐ Other - please specify: _____

What kind of impact do you think cultural organizations have had in your life? (Choose those that are most important to you.)

- ☐ More likely to volunteer or become involved in my community
- ☐ Strengthened connections with my family or friends
- ☐ More understanding of other viewpoints and/or greater empathy
- ☐ Greater connection to, trust, and understanding of people in my community
- ☐ More curious about the world
- ☐ More knowledgeable about history, science, art, nature, etc.
- ☐ More creative
- ☐ Improved critical thinking
- ☐ Feeling more connected to my history and cultural background
- ☐ Felt pride in our shared history
- ☐ None of these
- ☐ Other - please specify: _____

Which of the following do you think most people in your community would agree are important? (Choose all that apply.)

- ☐ Creative expression
- ☐ Showing kindness to others
- ☐ Value of learning/education
- ☐ Being civil to one another (even when we disagree)
- ☐ Taking care of the natural world
- ☐ Having an open mind
- ☐ Opportunities to gather around shared interests
- ☐ Value of community, cooperation, and collaboration
- ☐ Evidence backed/truthful information
- ☐ Importance of family
- ☐ All of these
- ☐ None of these/I don't think people can agree on anything

What are the most important ways cultural organizations contribute to your community? (Choose all that apply.)

- ☐ Contributes to the unique character of my community
- ☐ Promotes engagement in community life / helps bring my community together
- ☐ Contributes to the economy (through tourism, job creation, tax revenue, etc.)
- ☐ Preserves my community's history
- ☐ Honors the cultural diversity of my community
- ☐ Provides health and cognitive benefits
- ☐ Improves quality of life
- ☐ Encourages volunteerism and service to my community
- ☐ Provides educational opportunities for adults
- ☐ Provides educational opportunities for children and young people
- ☐ All of these
- ☐ None of these

 **Do you think cultural organizations contribute to your community's economic vitality through jobs, ticket sales, tax revenue, etc.? (Choose one.)**

- ☐ Yes, a great deal
- ☐ Yes, some
- ☐ No, not really
- ☐ No, not at all

 **Do you agree or disagree with the following: "The King County Council should work to support our county's cultural organizations." (Choose one.)**

- ☐ Strongly agree
- ☐ Somewhat agree
- ☐ Somewhat disagree
- ☐ Strongly disagree

 Some public libraries, museums, and arts organizations have been pressured to remove content that addresses things like:

- Gender, race, and ethnicity
- Scientific topics like climate change
- Historical topics like slavery
- and similar topics

**How do you think these organizations should respond if pressured to remove this type of content?
(Choose one.)**

- ☐ I strongly disagree with these pressures and WOULD NOT want organizations to remove this content
- ☐ I somewhat disagree with these pressures and generally would not want organizations to remove this content
- ☐ Neutral/I don't feel strongly either way
- ☐ I somewhat support these efforts to remove this type of content
- ☐ I strongly support these efforts and WOULD want organizations to remove this type of content
- ☐ Other - please specify: _____
- ☐ I don't know

 **When it comes to cultural organizations sharing content inclusive of stories and perspectives of women, people of color, people with disabilities, LGBTQ+ people, religious minorities, etc., which of the following best describes your opinion? (Choose one.)**

- ☐ Cultural organizations should be as inclusive as possible in everything they do, and therefore all content should reflect diverse perspectives to be effective and impactful
- ☐ It is crucial that cultural organizations be as inclusive as possible in the content they share, even if it means emphasizing inclusivity over traditional focus areas
- ☐ Cultural organizations should balance sharing their traditional subject matter with sharing diverse and inclusive perspectives
- ☐ Cultural organizations should make some effort to be inclusive, but not at the expense of their traditional focus
- ☐ Cultural organizations should focus on their traditional subject matter, and only include inclusive content if it is important and directly relevant
- ☐ Other - please specify: _____

 **How important is it to you that cultural organizations be on the forefront of conversations around social issues, such as race or ethnicity, gender, immigration, and equity? (Choose one.)**

- ☐ Very important
- ☐ Somewhat important
- ☐ Not very important
- ☐ Not at all important
- ☐ Other - please specify: _____

 **How old are you? (Choose one.)**

- ☐ 29 or younger
- ☐ In my 30s
- ☐ In my 40s
- ☐ In my 50s
- ☐ In my 60s
- ☐ 70 or older

 **What is your gender? (Choose all that apply.)**

- | | |
|---------------------------------------|---|
| ☐ Man/male | ☐ Two-spirit |
| ☐ Woman/female | ☐ Questioning/unsure |
| ☐ Agender | ☐ I prefer to self-describe: _____ |
| ☐ Non-binary | ☐ I prefer not to answer |
| ☐ Genderqueer | |
| ☐ Gender fluid | |

Are you the parent or guardian of minor child(ren) (age 17 or younger)? (Choose all that apply.)

- ☐ Parent or guardian to minor child(ren)
- ☐ Grandparent to minor child(ren)
- ☐ My child(ren) are adults (18 or older)
- ☐ No, none of the above

[The following question was only seen by those who indicated they are a parent or guardian to minor child(ren)]

What are the general ages of your child(ren)? (Choose all that apply.)

- ☐ Infant, toddler, or preschool age (generally ages 0 to 5)
- ☐ Elementary-school age (generally ages 5 to 10)
- ☐ Middle-school age (generally ages 11 to 13)
- ☐ High-school age (generally ages 14 to 17)

What is the highest level of education you have completed? (Choose one.)

- ☐ Some high school or less
- ☐ High school diploma/GED
- ☐ Some college/technical school degree/associate degree
- ☐ Bachelor's degree
- ☐ Graduate or Professional degree (beyond a bachelor's degree)

What is your field of work? (Choose all that apply.)

If you are not currently in the workforce, please indicate your former field of work or field of study.

- ☐ Government
- ☐ Healthcare
- ☐ Professional, scientific, and legal services
- ☐ Technology, including IT and technical services
- ☐ Service industry (hotel, food, retail, etc.)
- ☐ Education
- ☐ Arts, culture, heritage, or creative fields
- ☐ Finance, insurance, real estate, and leasing
- ☐ Wholesale trade, transportation, and warehousing
- ☐ Manufacturing, construction, utilities, and natural resources
- ☐ Business operations and administrative support services
- ☐ Social and community services
- ☐ Caregiver to one or more family members
- ☐ Retired
- ☐ Other - please specify: _____

What is your annual household income? (Choose one.)

- ☐ Less than \$25,000
- ☐ \$25,000 to \$49,999
- ☐ \$50,000 to \$74,999
- ☐ \$75,000 to \$99,999
- ☐ \$100,000 to \$149,999
- ☐ \$150,000 to \$199,999
- ☐ \$200,000 to \$299,999
- ☐ \$300,000 or more

Who lives with you in your home? (Choose all that apply.)

- ☐ Spouse (married)
- ☐ Partner or significant other (unmarried)
- ☐ Minor children (17 or younger)
- ☐ Other adult family members (parents, adult children, etc.)
- ☐ Friends or roommates
- ☐ I live alone
- ☐ Other - please specify: _____

 In your daily life, what types of aid and support are used or needed by you and your immediate family members? (Choose all that apply to you and your family specifically.)

- ☐ Support for those with physical or mobility disabilities
- ☐ Support for aging populations and their physical, cognitive, and social needs
- ☐ Support for those who are blind, have low vision, or are color deficient
- ☐ Support for those who are deaf or hard of hearing
- ☐ Support for communication disorders (speech impairment and/or language impairment)
- ☐ Support for those with sensory sensitivities or Autism Spectrum Disorder
- ☐ Support for those with mental health considerations
- ☐ Support for those with learning or intellectual disabilities
- ☐ Support for those with infants and/or very young children, such as nursing rooms
- ☐ Support for languages other than English
- ☐ Reduced or free admission/fees due to financial need
- ☐ At this time, none of the above are needed by me or my family
- ☐ I prefer not to say
- ☐ Other - please specify: _____

Are you a member of the LGBTQ+ community? (Choose one.)

- ☐ Yes
- ☐ No
- ☐ No, but I identify as an Ally
- ☐ I prefer not to answer

What is the race or ethnicity of you and the members of your household? (Choose all that apply.)

- ☐ Arab, Middle Eastern, or North African
- ☐ Asian, East Asian, South Asian, or Southeast Asian
- ☐ Black, African, or Afro-Caribbean
- ☐ Hispanic or Latino/Latina/Latine
- ☐ Native Hawaiian, Samoan, or Pacific Islander
- ☐ Native, Alaska Native, or Indigenous
- ☐ White or European
- ☐ Two or more races or ethnicities
- ☐ I identify as: _____

What are the main languages spoken or used in your home? (Choose all that apply.)

- ☐ American Sign Language
- ☐ Amharic
- ☐ Arabic
- ☐ Chinese (Simplified)
- ☐ English
- ☐ Korean
- ☐ Punjabi
- ☐ Russian
- ☐ Somali
- ☐ Spanish
- ☐ Tagalog
- ☐ Ukrainian
- ☐ Vietnamese
- ☐ Another language - please specify: _____

Do you consider yourself politically conservative, moderate, or liberal? (Choose one.)

- ☐ Very conservative
- ☐ Somewhat conservative
- ☐ Moderate
- ☐ Somewhat liberal
- ☐ Very liberal
- ☐ I don't care about politics



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