CULTURE TRACK '14

FOCUS ON BOSTON
A version of this document was presented by Arthur Cohen, CEO of LaPlaca Cohen, at the Culture Track 2014: Focus on Boston release at the Museum of Fine Arts, Boston on Friday September 26, 2014.

The following are top-line insights from Culture Track 2014: Focus on Boston. The comprehensive results from the study can be downloaded at mfa.org/culturetrackbos.

Twitter: #culturetrackbos
What is Culture Track?
An Ongoing Study

2001  2003  2005
2008  2011  2014
An Ongoing Study

of the
Attitudes
Motivators
Barriers

of
Culturally-active
audiences
Today’s cultural audiences are complicated and ever-changing.
So Culture Track asked them ...
what? how? why?
Introducing Culture Track: Focus on Boston
#culturetrackbos
The first deep-dive Culture Track study of culturally-active Bostonians, designed to ...
Create a robust, 360-degree understanding of Boston’s unique cultural community
Understand what’s really driving or discouraging cultural participation in Boston
Compare
the Boston market to the greater U.S. cultural landscape
Establish a shared and actionable resource of audience data for the benefit of the Boston cultural community.
First, some background
Methodology
Data collected from 4,026 people in all 50 states +/-1.6% margin of error
Data collected from 1,238 people in Boston market

+/-2.8% margin of error
4 audience segments by age

Boston

M X B P

National

M X B P
Millennials

18 to 29
30 to 49
GenX
50 to 69 Boomers
70+
Pre-War
What we learned
Cultural Landscape
Nationally, participation has increased for a majority of art forms, with some exceptions.
PERCENT OF RESPONDENTS WHO ATTEND AT LEAST ONCE PER YEAR

<table>
<thead>
<tr>
<th>Category</th>
<th>2011</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Historic Attractions</td>
<td>84</td>
<td>88</td>
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<tr>
<td>Living museums</td>
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<td>82</td>
</tr>
<tr>
<td>Science museums</td>
<td>62</td>
<td>73</td>
</tr>
<tr>
<td>History museums</td>
<td>69</td>
<td>72</td>
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<tr>
<td>Art museums</td>
<td>58</td>
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<tr>
<td>Musical theater</td>
<td>49</td>
<td>52</td>
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<tr>
<td>Dramatic theater</td>
<td>56</td>
<td>48</td>
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<tr>
<td>Classical music</td>
<td>35</td>
<td>43</td>
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<tr>
<td>Children's museums</td>
<td>35</td>
<td>31</td>
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<tr>
<td>Modern dance</td>
<td>28</td>
<td>22</td>
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<tr>
<td>Classical dance</td>
<td>25</td>
<td>18</td>
</tr>
<tr>
<td>Opera</td>
<td>19</td>
<td>15</td>
</tr>
</tbody>
</table>

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Comparatively, Boston has an even more robust cultural market.
Despite the lingering effect of the economic downturn ...
ECONOMIC REASONS FOR DECREASING CULTURAL PARTICIPATION

- Reducing expenses across the board: National (82%) vs. Boston (78%)
- Cutting back on leisure activities: National (51%) vs. Boston (50%)
- Reprioritizing leisure time/money: National (51%) vs. Boston (47%)
... Bostonians attend cultural activities more frequently than national audiences.
AVERAGE NUMBER OF CULTURAL ACTIVITIES ATTENDED PER MONTH

National: 1.42
Boston: 1.79
Attendance patterns vary at Boston-area cultural organizations.
PERCENT OF RESPONDENTS WHO ATTEND AT LEAST ONCE PER YEAR (VISUAL ARTS MUSEUMS—BY GENERATION)

Boston
- Millennials (n=164)
- Gen X (n=253)
- Boomers (n=407)
- Pre-War (n=78)

<table>
<thead>
<tr>
<th>Museum of Fine Arts, Boston</th>
<th>Isabella Stewart Gardner Museum</th>
<th>Peabody Essex Museum</th>
<th>Institute of Contemporary Art</th>
<th>Harvard University Art Museum</th>
<th>MASS MoCA</th>
<th>deCordova Sculpture Park and Museum</th>
</tr>
</thead>
<tbody>
<tr>
<td>82 79 76 66</td>
<td>41 41 49 48</td>
<td>30 38 41 49</td>
<td>44 40 33 25</td>
<td>39 33 27 27</td>
<td>22 28 19 17</td>
<td>19 22 19 15</td>
</tr>
</tbody>
</table>
PERCENT OF RESPONDENTS WHO ATTEND AT LEAST ONCE PER YEAR (PERFORMING ARTS ORGANIZATIONS—BY GENERATION)

<table>
<thead>
<tr>
<th>Organization</th>
<th>Millennials (n=164)</th>
<th>Gen X (n=281)</th>
<th>Boomers (n=461)</th>
<th>Pre-War (n=96)</th>
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</thead>
<tbody>
<tr>
<td>Citi Performing Arts Center (Wang Theatre)</td>
<td>50</td>
<td>56</td>
<td>50</td>
<td>35</td>
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<tr>
<td>Boston Symphony</td>
<td>48</td>
<td>48</td>
<td>45</td>
<td>56</td>
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<tr>
<td>Broadway In Boston</td>
<td>48</td>
<td>48</td>
<td>40</td>
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<td>Boston Ballet</td>
<td>47</td>
<td>40</td>
<td>24</td>
<td>17</td>
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<tr>
<td>Huntington Theatre Company</td>
<td>24</td>
<td>27</td>
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<td>20</td>
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<tr>
<td>American Repertory Theater</td>
<td>18</td>
<td>21</td>
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<td>15</td>
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<td>ArtsEmerson</td>
<td>15</td>
<td>22</td>
<td>19</td>
<td>15</td>
</tr>
<tr>
<td>Boston Lyric Opera</td>
<td>17</td>
<td>13</td>
<td>9</td>
<td>17</td>
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</tbody>
</table>
PERCENT OF RESPONDENTS WHO ATTEND AT LEAST ONCE PER YEAR (HISTORIC ATTRACTIONS—BY GENERATION)

<table>
<thead>
<tr>
<th>Attraction</th>
<th>Millennials (n=208)</th>
<th>Gen X (n=317)</th>
<th>Boomers (n=531)</th>
<th>Pre-War (n=104)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faneuil Hall</td>
<td>75</td>
<td>67</td>
<td>75</td>
<td>66</td>
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<td>Fenway Park</td>
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<td>Freedom Trail</td>
<td>75</td>
<td>50</td>
<td>58</td>
<td>55</td>
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<td>Mass Audubon Wildlife Sanctuaries</td>
<td>43</td>
<td>39</td>
<td>23</td>
<td>32</td>
</tr>
<tr>
<td>JFK Library and Museum</td>
<td>36</td>
<td>29</td>
<td>29</td>
<td>18</td>
</tr>
<tr>
<td>Plymouth Plantation</td>
<td>25</td>
<td>32</td>
<td>25</td>
<td>36</td>
</tr>
<tr>
<td>USS Constitution Museum</td>
<td>25</td>
<td>27</td>
<td>27</td>
<td>36</td>
</tr>
<tr>
<td>Boston Tea Party Ship &amp; Museum</td>
<td>22</td>
<td>13</td>
<td>20</td>
<td>13</td>
</tr>
<tr>
<td>Tea Party Museum</td>
<td>20</td>
<td>8</td>
<td>20</td>
<td>8</td>
</tr>
<tr>
<td>Museum of African American History</td>
<td>14</td>
<td>5</td>
<td>14</td>
<td>5</td>
</tr>
</tbody>
</table>

- **Boston**
  - **M** Millennials (n=208)
  - **X** Gen X (n=317)
  - **B** Boomers (n=531)
  - **P** Pre-War (n=104)
In Boston, the youngest audiences drive the market.
NUMBER OF CULTURAL ACTIVITIES ATTENDED PER MONTH (BY GENERATION)

National
- Millennials (n=680)
- Gen X (n=1203)
- Boomers (n=1803)
- Pre-War (n=340)

Boston
- Millennials (n=214)
- Gen X (n=344)
- Boomers (n=569)
- Pre-War (n=111)
Bostonians are also defining culture broadly ... 

... and are very active in this expanded landscape.
81% define as a cultural activity

national, state or municipal park

81% participate at least once per year
68% define as a cultural activity

63% participate at least once per year
food and drink experiences

62% define as a cultural activity

75% participate at least once per year
61% define as a cultural activity
59% participate at least once per year

an independent film at a theater
58% define as a cultural activity

89% participate at least once per year

non-commercial television
77%

visiting a memorial

define as a cultural activity

73%

participate at least once per year

Photo by Massachusetts Office of Travel and Tourism
art, craft, design, and furniture fairs

75% define as a cultural activity

71% participate at least once per year
Motivators & Barriers
National and Boston audiences are seeking both entertainment and enlightenment ...
... and it’s less about being “in-the-know” than it is about being with who you know.
REASONS TO MAKE CULTURE A PART OF ONE’S LIFE

National (n=4026) | Boston (n=1238)

93 95 | 83 87
83 87 | 79 82
77 77 | 76 77
76 77 | 73 76
62 65 | 66 69
54 57 | 52 57
23 23 | 23 23

Entertainment & enjoyment | Time with friends/family | Expand my perspective | Interest in subject | Learn about other cultures | Exposure to new things | Support my community | Escape stress | Introduce culture to my family | Celebrate my heritage | Be “in the know”
The young and the anxious: Boston’s younger generations are stressed, and seeking culture for relief.
### REASONS TO MAKE CULTURE A PART OF ONE’S LIFE (BY GENERATION)

| Escape everyday stress and rejuvenate | National | | | | | Boston |
|--------------------------------------|----------|----------|----------|----------|----------|----------|----------|
|                                     | Millennils (n=680) | Gen X (n=1203) | Boomers (n=1803) | Pre-War (n=340) | Millennials (n=214) | Gen X (n=344) | Boomers (n=569) | Pre-War (n=111) |
| 73 81                               | 69 75    | 64 65    | 47 51    | | 73 81    | 69 75    | 64 65    | 47 51    |
What drives participation?

Content, value, convenience, and being social.
MOTIVATORS FOR ATTENDING CULTURAL ACTIVITIES

National (n=4026)  Boston (n=1238)

Subject  Cost  Invited by family/friends  Friends' recs  Spouse/partner is interested  Ease of getting tickets  Appeal to children (based on those w/ children)  Convenient access/parking  Special event  Publicity/buzz  Critics' recs

<table>
<thead>
<tr>
<th>Subject</th>
<th>Cost</th>
<th>Invited by family/friends</th>
<th>Friends' recs</th>
<th>Spouse/partner is interested</th>
<th>Ease of getting tickets</th>
<th>Appeal to children (based on those w/ children)</th>
<th>Convenient access/parking</th>
<th>Special event</th>
<th>Publicity/buzz</th>
<th>Critics' recs</th>
</tr>
</thead>
<tbody>
<tr>
<td>90</td>
<td>86</td>
<td>83</td>
<td>81</td>
<td>73</td>
<td>71</td>
<td>72</td>
<td>60</td>
<td>62</td>
<td>49</td>
<td>29</td>
</tr>
<tr>
<td>93</td>
<td>89</td>
<td>85</td>
<td>84</td>
<td>77</td>
<td>75</td>
<td>72</td>
<td>70</td>
<td>66</td>
<td>54</td>
<td>35</td>
</tr>
</tbody>
</table>
What are the big barriers?

Cost, content and—especially for Bostonians—(in)convenience ...
BARRIERS TO ATTENDING CULTURAL ACTIVITIES

- **Cost**: 70% (National), 72% (Boston)
- **Unappealing topic**: 56% (National), 58% (Boston)
- **It's a hassle to get there**: 44% (National), 52% (Boston)
- **Not child-friendly (based on those w/ children)**: 31% (National), 37% (Boston)
- **Irrelevant activity or event**: 37% (National), 36% (Boston)
- **Inconvenient hours**: 28% (National), 36% (Boston)
- **Can't find anyone to go with**: 28% (National), 31% (Boston)
- **Difficult to find the time**: 28% (National), 29% (Boston)
- **I find it unwelcoming**: 13% (National), 13% (Boston)
KEY INSIGHT:
BARRIERS (2)

Traveling in packs: Almost 1/2 of Millennials won’t attend if it means going alone.
BARRIERS TO ATTENDING CULTURAL ACTIVITIES (BY GENERATION)

Can't find anyone to go with

<table>
<thead>
<tr>
<th>Group</th>
<th>Boston</th>
</tr>
</thead>
<tbody>
<tr>
<td>Millennials</td>
<td>45</td>
</tr>
<tr>
<td>Gen X</td>
<td>28</td>
</tr>
<tr>
<td>Boomers</td>
<td>28</td>
</tr>
<tr>
<td>Pre-War</td>
<td>29</td>
</tr>
</tbody>
</table>
Information Sources
To learn what’s going on culturally, broadcast and print still matter.
KEY INSIGHT: INFORMATION SOURCES (1)

Regional pride: Bostonians are much more likely to turn to radio and regional magazines.
PRINT & BROADCAST INFORMATION SOURCES FOR CULTURAL ACTIVITIES (USED OFTEN)

- TV: National (36), Boston (37)
- Radio: National (27), Boston (35)
- Daily newspapers: National (28), Boston (33)
- Sunday newspaper: National (29), Boston (32)
- Regional magazines: National (11), Boston (22)
- Cultural org brochures: National (18), Boston (21)
- Specialty magazines: National (11), Boston (11)
- National magazines: National (10), Boston (10)
Online sources aren’t top-of-mind yet, but Bostonians are ahead of the curve.
ONLINE INFORMATION SOURCES FOR CULTURAL ACTIVITIES (USED OFTEN)

Social media: National (n=4026) - 20, Boston (n=1238) - 25
E-newsletters: National (n=4026) - 14, Boston (n=1238) - 17
Newspaper sites: National (n=4026) - 9, Boston (n=1238) - 16
Cultural org sites: National (n=4026) - 13, Boston (n=1238) - 14
Online magazines: National (n=4026) - 7, Boston (n=1238) - 9
Cultural org blogs: National (n=4026) - 6, Boston (n=1238) - 6
Personal blogs: National (n=4026) - 4, Boston (n=1238) - 4
KEY INSIGHT:

INFORMATION SOURCES (2)

For both younger generations in Boston, social media matters most.
Bostonians are hungry for information, and seek it out to prepare for their visit ...
... and to enhance their experience on-site.
ENRICHTH ECULTURAL EXPERIENCE ON-SITE

<table>
<thead>
<tr>
<th>Service</th>
<th>National (n=4026)</th>
<th>Boston (n=1238)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochures, guides,</td>
<td>67</td>
<td>56</td>
</tr>
<tr>
<td>other printed material</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Guided tour</td>
<td>48</td>
<td>42</td>
</tr>
<tr>
<td>Performance program</td>
<td>42</td>
<td>36</td>
</tr>
<tr>
<td>Wall text</td>
<td>38</td>
<td>38</td>
</tr>
<tr>
<td>Exhibition catalogue</td>
<td>38</td>
<td>35</td>
</tr>
<tr>
<td>Cultural org’s website</td>
<td>34</td>
<td>33</td>
</tr>
<tr>
<td>Self-guided tour</td>
<td>32</td>
<td>31</td>
</tr>
<tr>
<td>Online content</td>
<td>19</td>
<td>18</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>7</td>
<td>8</td>
</tr>
<tr>
<td>Cultural org’s app</td>
<td>6</td>
<td>5</td>
</tr>
</tbody>
</table>
Advance Planning
Planning a few days or weeks in advance is the trend for the visual arts.
VISUAL ARTS MUSEUMS ATTENDANCE PLANNING

<table>
<thead>
<tr>
<th>Planning Timing</th>
<th>National (n=2610)</th>
<th>Boston (n=902)</th>
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</thead>
<tbody>
<tr>
<td>A few months in advance</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>A few weeks in advance</td>
<td>41</td>
<td>44</td>
</tr>
<tr>
<td>A few days in advance</td>
<td>45</td>
<td>46</td>
</tr>
<tr>
<td>Same day as event</td>
<td>5</td>
<td>4</td>
</tr>
</tbody>
</table>
For the performing arts, people save the date even earlier.
PERFORMING ARTS ATTENDANCE PLANNING

- National (n=2987)
  - Same day as event: 3%
  - A few months in advance: 21%
  - A few weeks in advance: 51%
  - A few days in advance: 24%

- Boston (n=1002)
  - Same day as event: 1%
  - A few months in advance: 29%
  - A few weeks in advance: 52%
  - A few days in advance: 17%
Technology
Bostonians are hyperconnected, yet few are using mobile devices on-site ...
OWNERSHIP vs. USAGE OF MOBILE DEVICES ON-SITE

Boston

Ownership
Usage On-Site at a Cultural Experience

<table>
<thead>
<tr>
<th>Device Type</th>
<th>Ownership</th>
<th>Usage On-Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tablet/ E-reader</td>
<td>69</td>
<td>24</td>
</tr>
<tr>
<td>Smartphone</td>
<td>67</td>
<td>12</td>
</tr>
<tr>
<td>iPod/ MP3 player</td>
<td>67</td>
<td>10</td>
</tr>
</tbody>
</table>
This is a transitional moment for using technology in cultural experiences ...
... and Boston, like the nation, is leading the way in defining these new norms.
KEY INSIGHT:
TECH USE ON-SITE

The “selfie moment:” Tech-savvy audiences are all about taking and sharing photos on their smartphones.
MOBILE DEVICE ACTIVITIES (BY THOSE WHO USE A DEVICE ON-SITE)

- Taking photos: 68 (National) vs. 65 (Boston)
- Sharing photos: 47 (National) vs. 50 (Boston)
- Using a search engine for in-depth info: 34 (National) vs. 43 (Boston)
- Browsing cultural org’s website: 35 (National) vs. 36 (Boston)
- Social media “check in”: 31 (National) vs. 35 (Boston)
- Reading/commenting about event on social media: 24 (National) vs. 23 (Boston)
- Using cultural org’s mobile app: 15 (National) vs. 14 (Boston)
KEY INSIGHT: TECH USE OFF-SITE

Theater and take-out: The number of Bostonians using technology to view performances at home is surprisingly high.
EXPERIENCING THE PERFORMING ARTS ONLINE

- YouTube: 79% in National (n=4026), 82% in Boston (n=1238)
- Online performance archives: 58% in National, 69% in Boston
- Live streaming from performing arts organizations: 57% in National, 69% in Boston
- Pandora: 55% in National, 69% in Boston
- Spotify: 39% in National, 53% in Boston
- Vimeo: 35% in National, 52% in Boston
Audience Loyalty
Despite Bostonians’ high interest in culture, loyalty is low.
For visual arts membership, affinity, value, and ease of access matter most.
MOTIVATIONS TO PURCHASE OR RENEW VISUAL ARTS MEMBERSHIPS

<table>
<thead>
<tr>
<th>Motivation</th>
<th>National (n=1016)</th>
<th>Boston (n=379)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support orgs I like</td>
<td>47</td>
<td>52</td>
</tr>
<tr>
<td>Less expensive tickets</td>
<td>42, 43</td>
<td></td>
</tr>
<tr>
<td>No ticket line</td>
<td>35, 43</td>
<td></td>
</tr>
<tr>
<td>Discounts on parking, merch, and food</td>
<td>37, 41</td>
<td></td>
</tr>
<tr>
<td>See events I might not otherwise see</td>
<td>36</td>
<td>40</td>
</tr>
<tr>
<td>Special exhibitions</td>
<td>35</td>
<td>36</td>
</tr>
<tr>
<td>Members-only events</td>
<td>35, 34</td>
<td></td>
</tr>
<tr>
<td>Permanent collection</td>
<td>23</td>
<td>24</td>
</tr>
</tbody>
</table>
For performing arts subscribers, value and content steal the show.
MOTIVATIONS TO PURCHASE OR RENEW PERFORMING ARTS SUBSCRIPTIONS

<table>
<thead>
<tr>
<th>Motivation</th>
<th>National (n=4026)</th>
<th>Boston (n=1238)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less expensive tickets</td>
<td>53 55</td>
<td>52 50</td>
</tr>
<tr>
<td>Type of performance</td>
<td>41 40</td>
<td>41 36</td>
</tr>
<tr>
<td>See events I might not otherwise see</td>
<td>32 36</td>
<td>19 18</td>
</tr>
<tr>
<td>Support local orgs</td>
<td>53 55</td>
<td>52 50</td>
</tr>
<tr>
<td>Better seats</td>
<td>41 40</td>
<td>41 36</td>
</tr>
<tr>
<td>Subscribers-only events</td>
<td>32 36</td>
<td>19 18</td>
</tr>
<tr>
<td>Simplify planning</td>
<td>11 10</td>
<td></td>
</tr>
</tbody>
</table>
KEY INSIGHT: PERFORMING ARTS LOYALTY DRIVERS

DIY: Fewer subscribers want you to choose for them.
MOTIVATIONS TO PURCHASE OR RENEW PERFORMING ARTS SUBSCRIPTIONS

<table>
<thead>
<tr>
<th>MOTIVATION</th>
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</tr>
<tr>
<td>Simplify planning</td>
<td>11 10</td>
<td></td>
</tr>
</tbody>
</table>
Giving
Despite the long tail of the Great Recession, charitable giving in Boston is especially vibrant.
Plan to make charitable contribution to cultural organizations

National: 35%  
Boston: 40%
Donors reward community impact and organizations they enjoy.
MOTIVATIONS FOR CHARITABLE GIVING TO CULTURAL ORGANIZATIONS

- Support orgs I enjoy: National (59%); Boston (64%)
- Support orgs that benefit community: National (61%); Boston (58%)
- Support the arts: National (48%); Boston (46%)
- Help with funding challenges: National (46%); Boston (45%)
- Tax deductibility: National (35%); Boston (36%)
- Help orgs achieve their potential: National (34%); Boston (31%)
- Benefits received: National (22%); Boston (17%)

National (n=1394) | Boston (n=491)
Sponsorship
Perceptions of cultural sponsorship are positive but nuanced.
Many believe that sponsorship is motivated by marketing ...
NEGATIVE PERCEPTIONS OF CORPORATE SPONSORSHIP

- Corporations should have other priorities: 33% (National), 34% (Boston)
- Sponsorship is just a marketing tactic: 35% (National), 33% (Boston)
- Indifferent about sponsorship: 23% (National), 17% (Boston)
- No one benefits from sponsorship: 4% (National), 4% (Boston)
... but cultural sponsorships are admired nonetheless.
POSITIVE PERCEPTIONS OF CORPORATE SPONSORSHIP

- More likely to purchase sponsor's goods
- Remember sponsorship when I see sponsor's logo
- More receptive to sponsor's messages
- Feel good about doing business with sponsor
- Think highly of sponsor

National (n=4026)
Boston (n=1238)
What it means
What makes Bostonians different?
more stressed
more informed
more active
more open
What are Bostonians drawn to?
new perspectives
entertainment
family and friends
convenience
How can you reach them?
broadcast
newspapers
regional magazines
cultural org. brochures
cultural org. websites
social media
YouTube channels
What’s on tap for the future?
primacy of social media
integrated mobile activities
redefined loyalty models
shifting attitudes towards sponsorship
expanding definition of culture
How do Bostonians define culture?
“It enriches the spirit and enlightens.”
“One that makes you think about who you are.”
“Something that teaches me something I have not experienced before.”
“An enjoyable experience for the ears, eyes, or palate.”
“Something related to our current time, and reflecting our communal identity.”
“It exposes me to a completely different world and opens my eyes...”
what do you think?
@mfaboston @laplacacohen
#culturetrackbos
Download Culture Track:
Focus on Boston at:

MFA.org/culturetrackbos
ACKNOWLEDGEMENTS

THANK YOU TO THE FOLLOWING ORGANIZATIONS AND INDIVIDUALS THAT MADE CULTURE TRACK 2014: FOCUS ON BOSTON POSSIBLE.

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ABOUT THE MUSEUM OF FINE ARTS, BOSTON

The Museum of Fine Arts, Boston (MFA), is recognized for the quality and scope of its collection, which includes an estimated 500,000 objects. The Museum has more than 140 galleries displaying its encyclopedic collection, which includes Art of the Americas; Art of Europe; Contemporary Art; Art of Asia, Oceania, and Africa; Art of the Ancient World; Prints, Drawings, and Photographs; Textile and Fashion Arts; and Musical Instruments.
ABOUT LAPLACA COHEN

For 20 years, LaPlaca Cohen has helped many of the world’s leading cultural and creative organizations build powerful connections and achieve greater impact through strategy, design, and advertising. All of our work is grounded in a strategic understanding of cultural audiences, which we gain through ongoing research and experience with clients who span the spectrum of the cultural world.

In order to further advance our thought leadership and deepen our understanding of cultural audiences at large, LaPlaca Cohen developed Culture Track (fielded six times since 2001)—a tracking study focused exclusively on the ever-changing attitudes and behaviors of U.S. cultural consumers, as well as the trends in attendance and the motivators and barriers that affect participation.