



ADVISORY
BOARD
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Transforming Arts Organizations Worldwide

THE
SANTA FE
OPERA



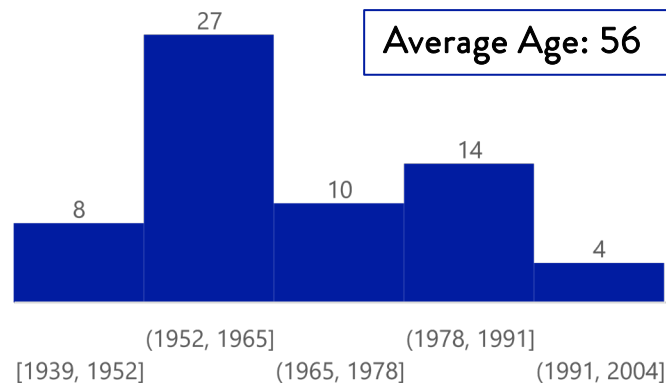
Santa Fe Community Survey

MAY 2022

Survey Details

- Survey contained 14 questions related to arts & culture consumption, familiarity with [organization], personal background and demographics
- Deployed to 5800 email addresses in Santa Fe with predicted Hispanic/Latinx heritage
- Open from April 12-May 5
- 92 respondents answered the survey, filtered to show 67 respondents who marked themselves as Hispanic/Latinx
- Additional demographics available at end of report

Q12: What is your birth year?

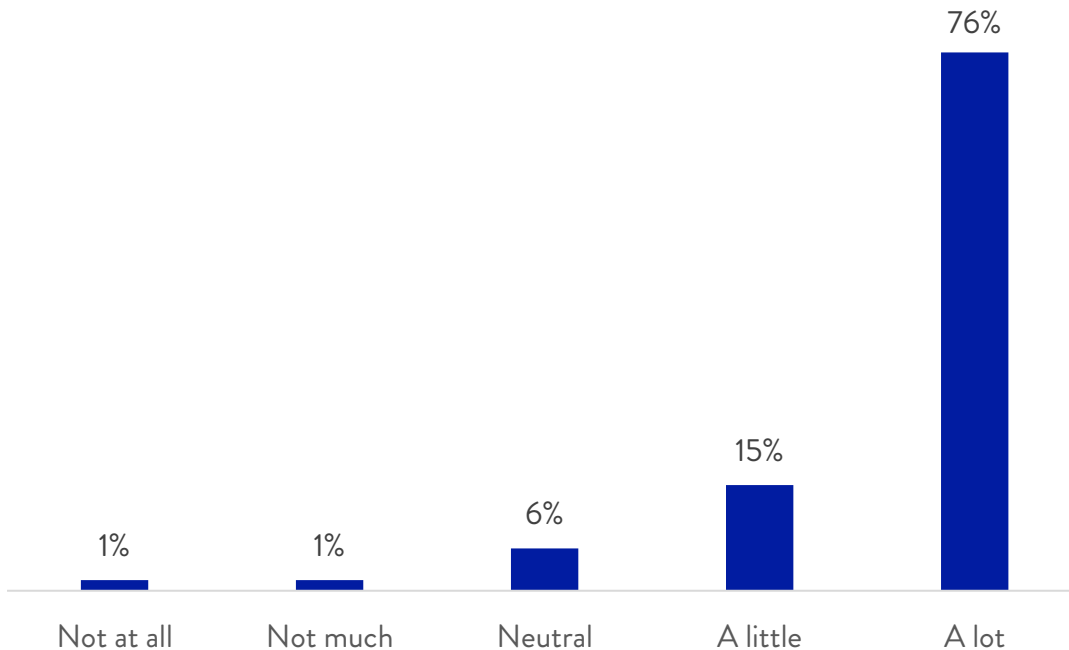


Key Findings

- “Preservation of Heritage or Culture” ranked as the most important quality in an arts organization for most respondents. In fact, 48% of respondents reported that they either participated in or attended a tribal ceremony in the last several years, which is an activity many would consider the preservation of heritage and culture.
- There is a clear perception that participating in arts and culture activities are not always affordable.
- Respondents value arts and culture organizations that focus on their local community. Supporting local artists and donating to and performing with organizations that are focused on the local community were top priorities for those who engaged with arts and culture organizations over the last few years.

Most Respondents Value the Arts

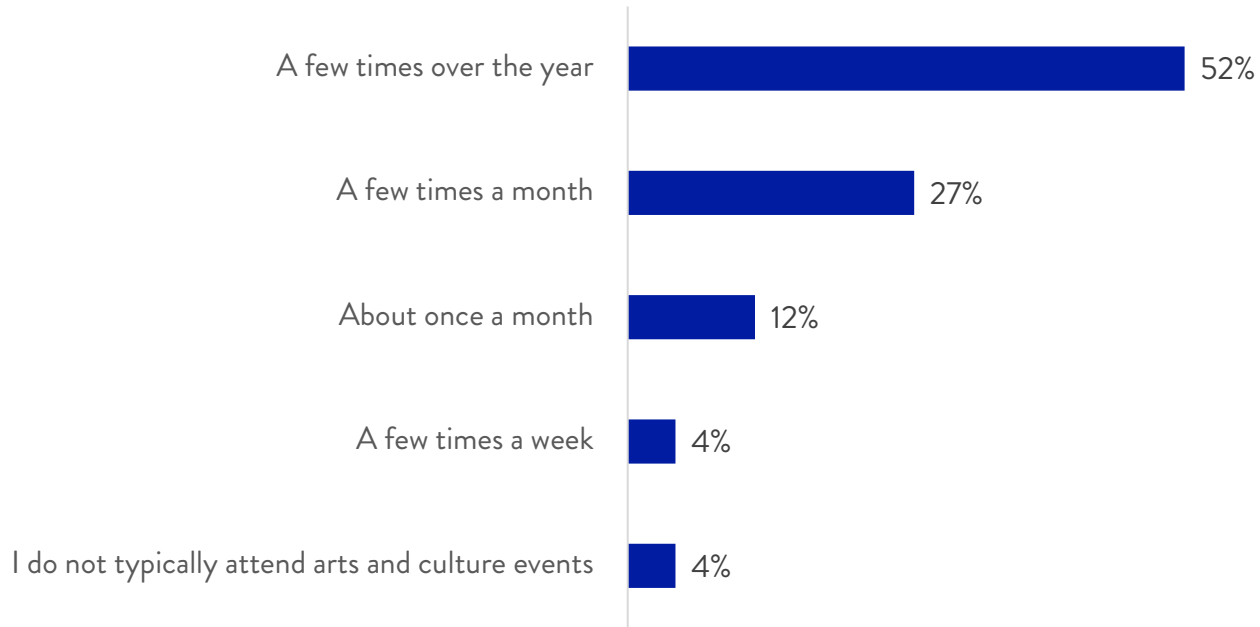
Q1: How much do you value arts & culture organizations? Choose the option that best approximates how you feel.



N=67

Plurality Attend Arts Events A Few Times Per Year

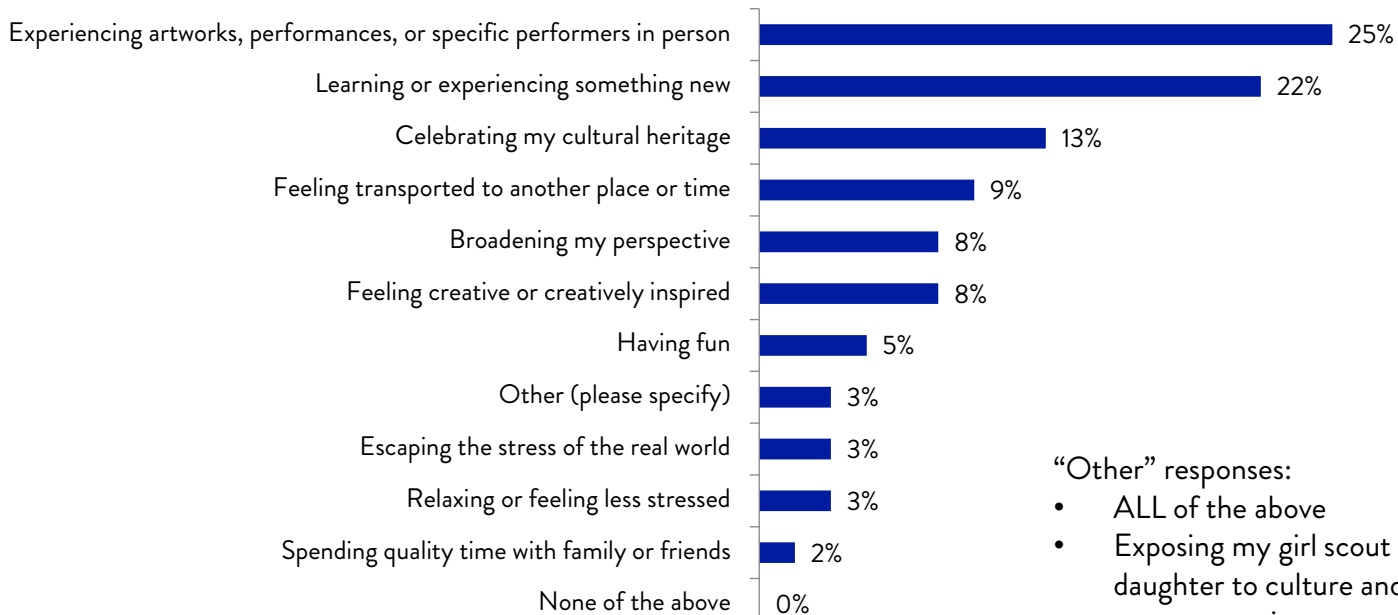
Q2: How often do you typically attend or participate in the kind of events you think of as cultural? (If COVID has prevented you from attending regularly recently, think back to how often you would attend before the disruptions of the pandemic.)



N=67

The Art or Performance is Central to the Experience

Q3: What do you most like about arts and culture experiences?



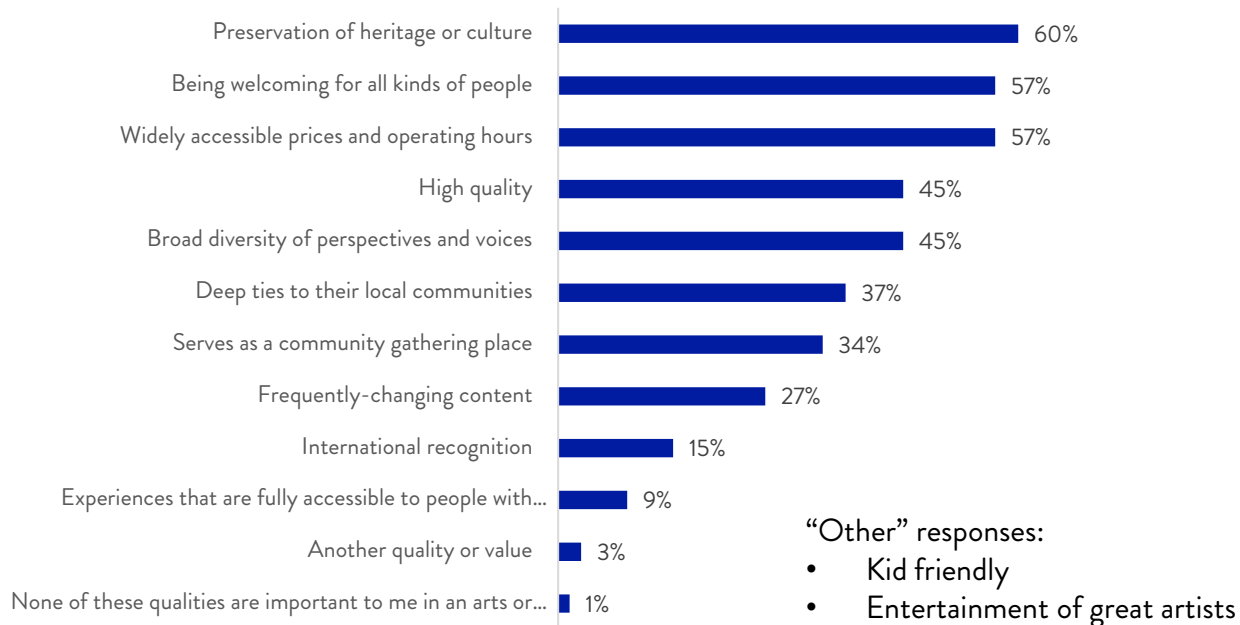
“Other” responses:

- ALL of the above
- Exposing my girl scout troop and daughter to culture and inspire the next generation

N=64

Most Important Quality: Preservation of Heritage or Culture

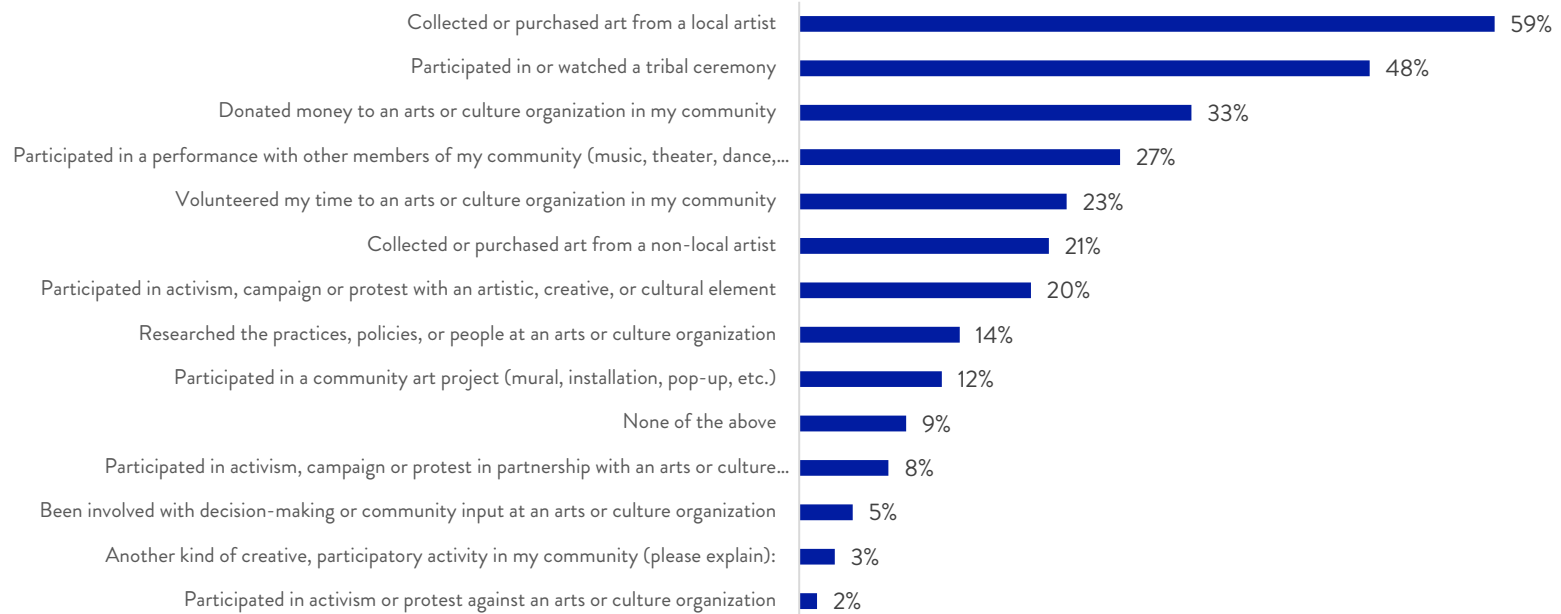
Q4: Whether you attend or not, what qualities or values are most important to you in any arts or culture organization?
Please select up to FIVE.



N=67

Purchasing Local Art And Participating In Ceremonies Most Common Activities

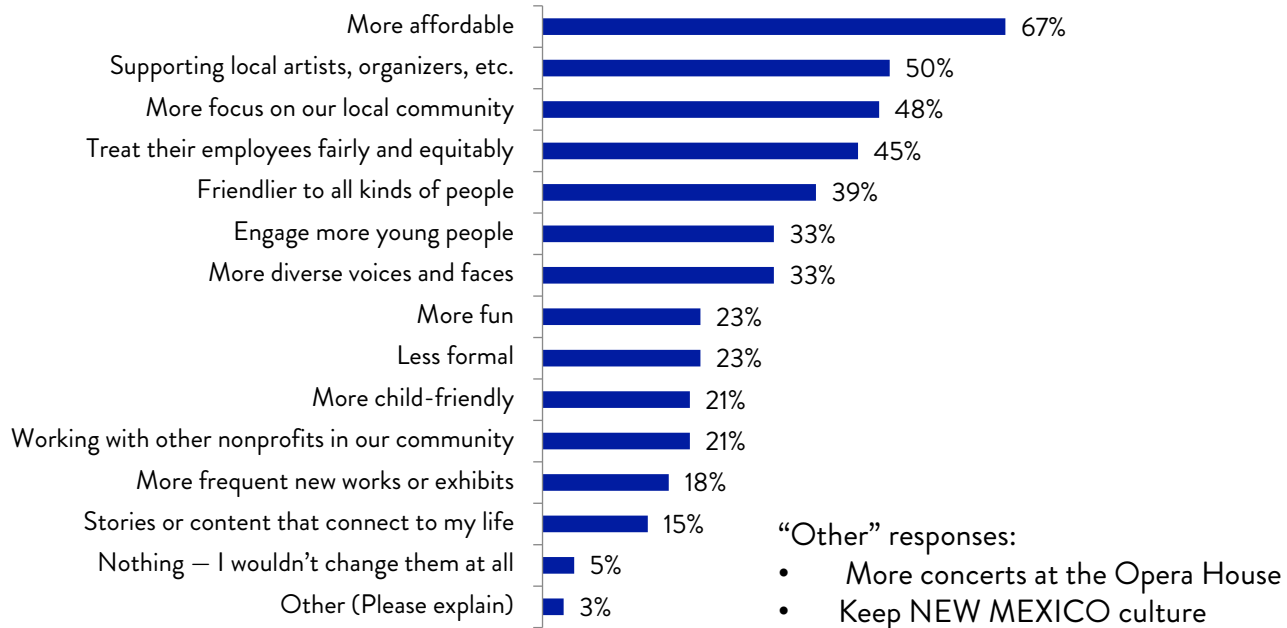
Q5: People can be involved in culture, creativity and community in many different ways. Have you done any of the following types of participatory activities in the past few years (before or during the pandemic)? Please select ALL that apply.



N=67

Most Want Culture to be More Affordable

Q6: In general, what kinds of changes would make arts & culture organizations better for you in the future? Please check any that apply.



N=66

¼ Hispanic/Latino Respondents Also Identify As Other Races

Which of the following categories do you identify as?

ANSWER CHOICES	RESPONSES
▼ Hispanic/Latino	98.51% 66
▼ American Indian or Alaska Native	14.93% 10
▼ Some other race (please specify): Responses	2.99% 2
▼ Asian Indian	1.49% 1
▼ Black or African American	1.49% 1
▼ Japanese	1.49% 1
▼ Native Hawaiian	1.49% 1
▼ Samoan	1.49% 1

“Other” responses:

- European Italian, Spanish, Portuguese, Greek, English
- Greek. Italian

In the previous question, you marked that you identify as Hispanic/Latino. Which of the following countries/regions of origin do you identify with? Select all that apply.

ANSWER CHOICES	RESPONSES
▼ Spain	45.28% 24
▼ Mexico	28.30% 15
▼ Other (please specify)	22.64% 12
▼ None of the these	11.32% 6
▼ Argentina	3.77% 2
▼ El Salvador	3.77% 2
▼ Nicaragua	3.77% 2
▼ Panama	3.77% 2
▼ Puerto Rico	3.77% 2
▼ Columbia	1.89% 1
▼ Equador	1.89% 1