AMERICANS for the ARTS

ARTS & ECONOMIC PROSPERITY IV

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences

NATIONAL STATISTICAL REPORT

The Arts Mean Business

BY AMERICANS FOR THE ARTS PRESIDENT & CEO ROBERT L. LYNCH

America's artists and arts organizations live and work in every community coast-to-coast—fueling creativity, beautifying our cities, and improving our quality of life. In my travels across the country, business and government leaders often talk to me about the challenges of funding the arts amid shrinking resources and alongside other pressing needs. They worry about jobs and the economy. Is their region a magnet for attracting and retaining a skilled and innovative workforce? How well are they competing in the high-stakes race to attract new businesses? The findings from *Arts & Economic Prosperity IV* send a clear and welcome message: leaders who care about community and economic vitality can feel good about choosing to invest in the arts.

Arts & Economic Prosperity IV is our fourth study of the nonprofit arts and culture industry's impact on the economy. The most comprehensive study of its kind ever conducted, it features customized findings on 182 study regions representing all 50 states and the District of Columbia as well as estimates of economic impact nationally. Despite the economic headwinds that our country faced in 2010, the results are impressive. Nationally, the industry generated $135.2 billion of economic activity—$61.1 billion by the nation's nonprofit arts and culture organizations in addition to $74.1 billion in event-related expenditures by their audiences. This economic activity supports 4.1 million full-time jobs. Our industry also generates $22.3 billion in revenue to local, state, and federal governments every year—a yield well beyond their collective $4 billion in arts allocations.

Arts and culture organizations are resilient and entrepreneurial businesses. They employ people locally, purchase goods and services from within the community, and market and promote their regions. Arts organizations are rooted locally; these are jobs that cannot be shipped overseas. Like most industries, the Great Recession left a measurable financial impact on the arts—erasing the gains made during the pre-recession years and leaving 2010 expenditures 3 percent behind the 2005 levels. The biggest effect of the recession was on attendance and audience spending. Inevitably, as people lost jobs and worried about losing their homes, arts attendance—like attendance to sports events and leisure travel—waned as well. Yet, even in a down economy, some communities saw an increase in their arts spending and employment. As the economy rebounds, the arts are well poised for growth. They are already producing new and exciting work—performances and exhibitions and festivals that entertain, inspire, and increasingly draw audiences.

Arts & Economic Prosperity IV shows that arts and culture organizations leverage additional event-related spending by their audiences that pumps revenue into the local economy. When patrons attend an arts event, they may pay for parking, eat dinner at a restaurant, shop in local retail stores, and have dessert on the way home. Based on the 151,802 audience surveys conducted for this study, the typical arts attendee spends $24.60 per person, per event, beyond the cost of admission.

Communities that draw cultural tourists experience an additional boost of economic activity. Tourism industry research has repeatedly demonstrated that arts tourists stay longer and spend more than the average traveler. *Arts & Economic Prosperity IV* reflects those findings: 32 percent of attendees live outside the county in which the arts event took place, and their event-related spending is more than twice that of their local counterparts (nonlocal: $39.96 vs. local: $17.42). The message is clear: a vibrant arts community not only keeps residents and their discretionary spending close to home, but it also attracts visitors who spend money and help local businesses thrive.

Arts & Economic Prosperity IV demonstrates that America's arts industry is not only resilient in times of economic uncertainty, but is also a key component to our nation's economic recovery and future prosperity. Business and elected leaders need not feel that a choice must be made between arts funding and economic prosperity. This study proves that they can choose both. Nationally as well as locally, the arts mean business.

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ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY (2010)

AREA OF IMPACT	ORGANIZATIONS		AUDIENCES	TOTAL
TOTAL DIRECT EXPENDITURES	$61.12 BIL	+	$74.08 BIL	= $135.20 BIL
FULL-TIME EQUIVALENT JOBS	2.24 MIL	+	1.89 MIL	= 4.13 MIL
RESIDENT HOUSEHOLD INCOME	$47.53 BIL	+	$39.15 BIL	= $86.68 BIL
LOCAL GOVERNMENT REVENUE	$2.24 BIL	+	$3.83 BIL	= $6.07 BIL
STATE GOVERNMENT REVENUE	$2.75 BIL	+	$3.92 BIL	= $6.67 BIL
FEDERAL INCOME TAX REVENUE	$5.26 BIL	+	$4.33 BIL	= $9.59 BIL

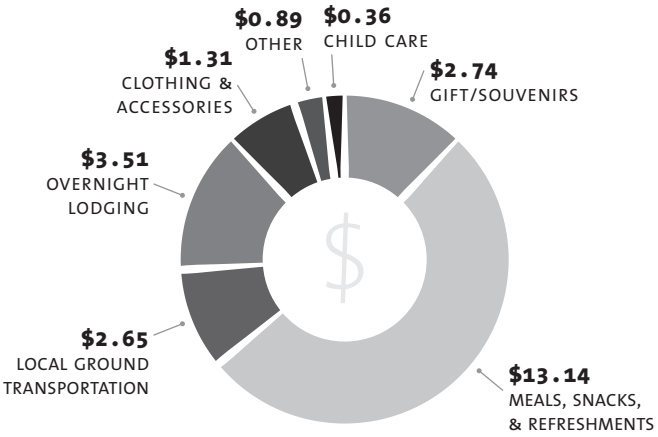
ORGANIZATIONS

In 2010, nonprofit arts and culture organizations pumped an estimated $61.1 billion into the economy. Nonprofit arts and culture organizations are employers, producers, consumers, and key promoters of their cities and regions. Most of all, they are valuable contributors to the business community.

AUDIENCES

Dinner and a show go hand-in-hand. Attendance at arts events generates income for local businesses—restaurants, parking garages, hotels, retail stores. An average arts attendee spends $24.60 per event in addition to the cost of admission. On the national level, these audiences provided $74.1 billion of valuable revenue for local merchants and their communities. In addition, data shows nonlocal attendees spend twice as much as local attendees ($39.96 vs. $17.42), demonstrating that when a community attracts cultural tourists, it harnesses significant economic rewards.

AVERAGE PER PERSON AUDIENCE EXPENDITURES: $24.60



Economic Impact of America's Nonprofit Arts & Culture Industry

Every day, more than 100,000 nonprofit arts and culture organizations populate America's cities and towns and make their communities more desirable places to live and work. They provide inspiration and enjoyment to residents, beautify shared public spaces, and strengthen the social fabric of our communities. This study demonstrates that the nonprofit arts and culture industry is also an economic driver—an industry that supports jobs, generates government revenue, and is the cornerstone of our tourism industry.

Nonprofit arts and culture organizations pay their employees, purchase supplies, contract for services, and acquire assets from within their communities. Their audiences generate event-related spending for local merchants such as restaurants, retail stores, hotels, and parking garages. This study sends an important message to community leaders: support for the arts is an investment in economic well-being as well as quality of life.

Nationally, the nonprofit arts and culture industry generates $135.2 billion in economic activity every year—$61.1 billion in spending by organizations and an additional $74.1 billion in event-related spending by their audiences. The impact of this activity is significant; these dollars support 4.1 million U.S. jobs and generate $22.3 billion in government revenue.

Arts & Economic Prosperity IV is the most comprehensive study of the nonprofit arts and culture industry ever conducted. It documents the economic impact of the nonprofit arts and culture industry in 182 communities and regions (139 cities and counties, 31 multi-county or multi-city regions, 10 states, and two arts districts), representing all 50 states and the District of Columbia. The diverse communities range in population from 1,600 to 4 million and from small rural to large urban. Researchers collected detailed expenditure and attendance data from 9,721 nonprofit arts and culture

ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY (2010)

(Combined spending by both nonprofit arts and culture organizations AND their audiences)

TOTAL DIRECT EXPENDITURES	$135.2 BIL
FULL-TIME EQUIVALENT JOBS	4.13 MIL
RESIDENT HOUSEHOLD INCOME	$86.68 BIL
LOCAL GOVERNMENT REVENUE	$6.07 BIL
STATE GOVERNMENT REVENUE	$6.67 BIL
FEDERAL INCOME TAX REVENUE	$9.59 BIL

organizations and 151,802 of their attendees to measure total industry spending. Project economists from the Georgia Institute of Technology customized input-output analysis models for each study region to provide specific and reliable economic impact data. This study uses four economic measures to define economic impact: full-time equivalent jobs, resident household income, and revenue to local and state government.

- *Full-Time Equivalent (FTE) Jobs* describe the total amount of labor employed. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.
- *Resident Household Income* (often called *Personal Income*) includes salaries, wages, and entrepreneurial income paid to local residents. It is the money residents earn and use to pay for food, mortgages, and other living expenses.
- *Revenue to Local and State Government* includes revenue from taxes (income, property, or sales) as well as funds from license fees, utility fees, filing fees, and other similar sources.

The *Arts & Economic Prosperity IV* study focuses on nonprofit arts and culture organizations and their audiences, but takes an inclusive approach that accounts for the uniqueness of different localities. These include government-owned and government-operated cultural facilities and institutions, municipal arts agencies, private community arts organizations, unincorporated arts groups, living collections (such as zoos, aquariums and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a non-arts organization or facility (such as a community center or church). The study excludes spending by individual artists and the for-profit arts and entertainment sector (e.g., Broadway or the motion picture industry).

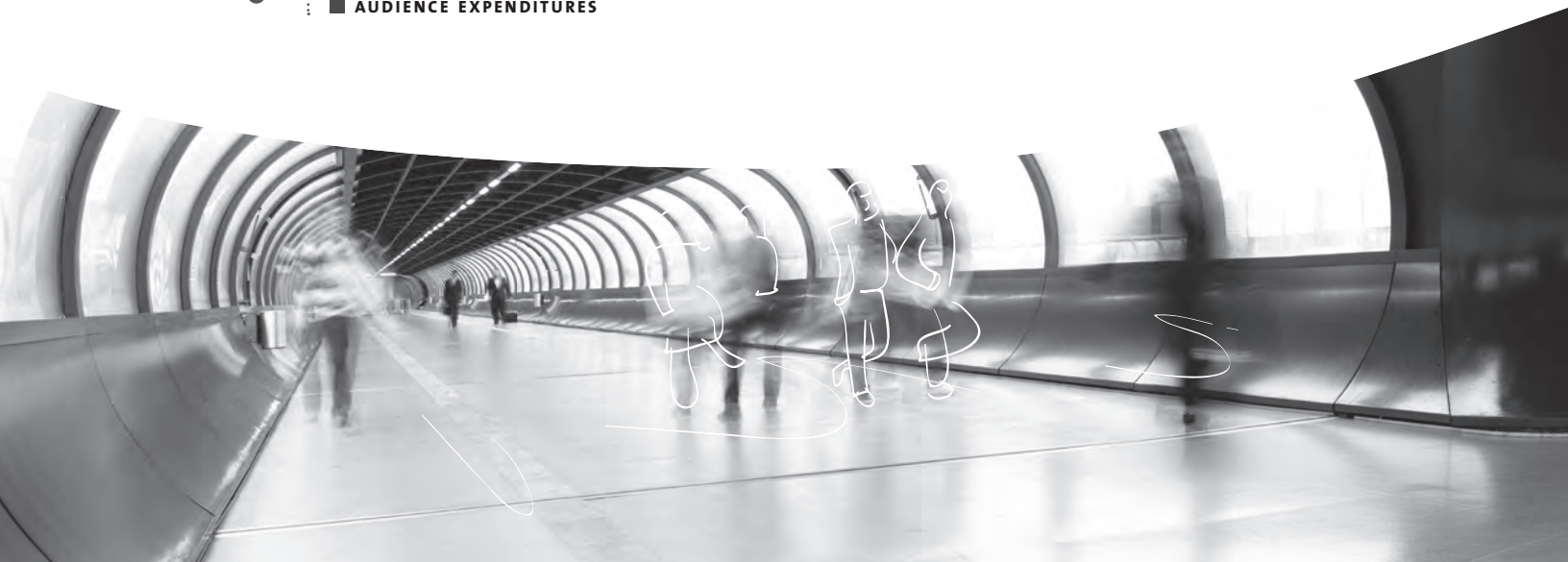
Americans for the Arts 2011 Public Art Network Year in Review selection Portland Acupuncture Project by Adam Kuby in Portland, OR

The Arts in the Great Recession

Arts & Economic Prosperity III was completed in 2005, and while study-to-study comparisons should be made cautiously, it is clear that the same economic headwinds that affected all industries in 2010 also impacted the nonprofit arts. Between 2005–2010, unemployment rose from 5.1 percent to 9.7 percent. Consumer confidence dropped from 101 to 54. Home foreclosures tripled to 2.9 million. As people lost their jobs and houses, arts attendance—like tourism, attendance to sporting events, and leisure travel—declined as well.

Like most industries, the Great Recession left a measurable financial impact on the arts—erasing the gains made during the pre-recession years and leaving 2010 organizational expenditures 3 percent behind their 2005 levels. The more noticeable decrease was in total audience spending. Both the 2010 and 2005 studies boast large and reliable survey samples. The 94,478 audience surveys collected for the 2005 study showed an average event-related expenditure of $27.79, per person per event, not including the cost of admission. The 151,802 audience surveys conducted for this report showed an 11 percent decrease to $24.60 (-21 percent when adjusted for inflation). Compounding that drop was a decrease in the share of nonlocal attendees. In 2005, 39 percent of attendees were nonlocal, versus 32 percent for this study. Finally, average per person spending declined for both locals ($19.53 in 2005 vs. $17.42 in 2010) as well as for nonlocals ($40.19 in 2005 vs. $39.96 on 2010). Thus, not only was there a decrease in the share of nonlocal arts attendees—both groups also spent less per person, per event.

ECONOMIC IMPACT OF THE NONPROFIT ARTS & CULTURE INDUSTRY



Direct & Indirect Economic Impact: How a Dollar Is Represented in a Community

Arts & Economic Prosperity IV uses a sophisticated economic analysis called input-output analysis to measure economic impact. It is a system of mathematical equations that combines statistical methods and economic theory. Input-output analysis enables economists to track how many times a dollar is "re-spent" within the local economy, and the economic impact generated by each round of spending. How can a dollar be re-spent? Consider the following example:

A theater company purchases a gallon of paint from the local hardware store for $20, generating the direct economic impact of the expenditure. The hardware store then uses a portion of the aforementioned $20 to pay the sales clerk's salary; the sales clerk re-spends some of the money for groceries; the grocery store uses some of the money to pay its cashier; the cashier then spends some for the utility bill; and so on. The subsequent rounds of spending are the indirect economic impacts.

Thus, the initial expenditure by the theater company was followed by four additional rounds of spending (by the hardware store, sales clerk, grocery store, and the cashier).

- The effect of the theater company's initial expenditure is the direct economic impact.
- The subsequent rounds of spending are all of the indirect economic impacts.
- The total economic impact is the sum of all of the direct and indirect impacts.

Note: *Interestingly, a dollar "ripples" very differently through each community, which is why each study region has its own customized economic model.*

Nonprofit Arts & Culture Organizations

Nonprofit arts and culture organizations are good business citizens. They are employers, producers, consumers, members of their Chambers of Commerce, and partners in the marketing and promotion of their cities and regions.

Spending by nonprofit arts and culture organizations nationally was estimated at $61.1 billion in 2010. This output supports 2.2 million U.S. jobs, provides $47.5 billion in household income, and generates $10.2 billion in total government revenue.

IMPACT OF NONPROFIT ARTS & CULTURE ORGANIZATIONS

(Expenditures by organizations only)

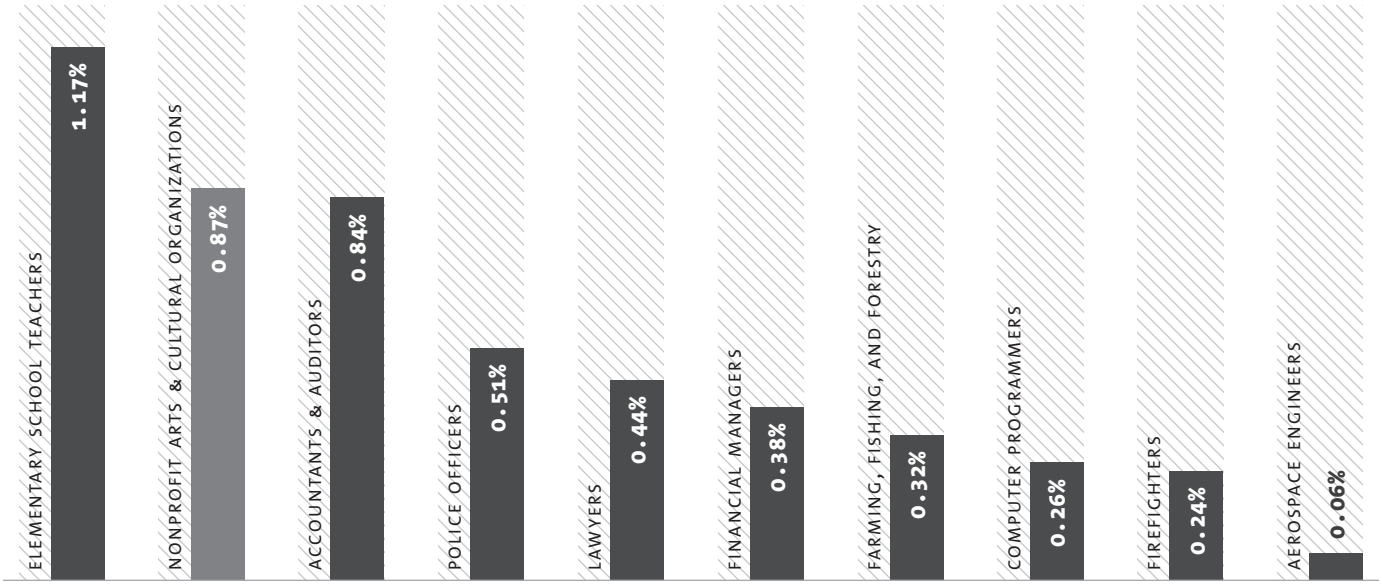
TOTAL DIRECT EXPENDITURES	$61.12 BIL
FULL-TIME EQUIVALENT JOBS	2.24 MIL
RESIDENT HOUSEHOLD INCOME	$47.53 BIL
LOCAL GOVERNMENT REVENUE	$2.24 BIL
STATE GOVERNMENT REVENUE	$2.75 BIL
FEDERAL INCOME TAX REVENUE	$5.26 BIL

INDUSTRY EMPLOYMENT COMPARISONS

Spending by nonprofit arts and culture organizations provides rewarding employment for more than just artists, curators, and musicians. It also directly supports builders, plumbers, accountants, printers, and an array of occupations spanning many industries.

In 2010, nonprofit arts and culture organizations alone supported 2.2 million full-time equivalent jobs.

PERCENTAGE OF U.S. WORKFORCE (2010)



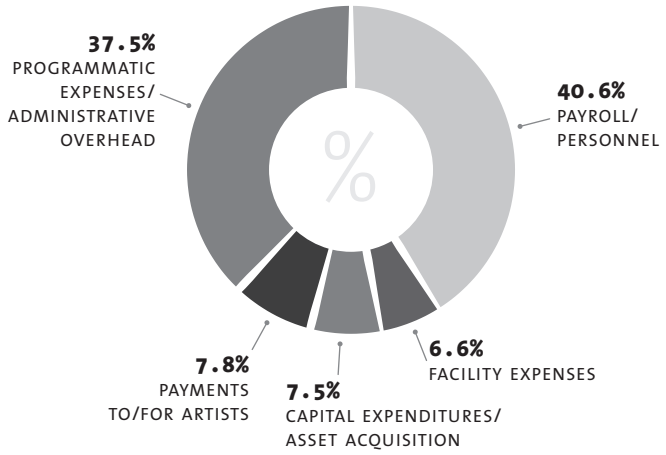
Americans for the Arts 2011 Public Art Network Year in Review selection *Wildgarden/Talking Fence* by Ladies Fancy Work Society in Denver, CO

Of this total, 1.1 million jobs were a result of "direct" expenditures by nonprofit arts organizations, representing 0.87 percent of the U.S. workforce. Compared to the size of other sectors of the U.S. workforce, this figure is significant. Nonprofit arts and culture organizations support more U.S. jobs than there are accountants and auditors, public safety officers, and even lawyers.

A LABOR-INTENSIVE INDUSTRY

Dollars spent on human resources typically stay within a community longer, thereby having a greater local economic impact. The chart below demonstrates the highly labor-intensive nature of the arts and culture industry. Nearly half (48.4 percent) of the typical organization's expenditures are for artists and personnel costs.

EXPENDITURES BY NONPROFIT ARTS & CULTURE ORGANIZATIONS



ARTS VOLUNTEERISM

While arts volunteers may not have an economic impact as defined in this study, they clearly have an enormous impact on their communities by helping arts and culture organizations function as a viable industry.

- The average city and county in the study had 5,215 arts volunteers who donated 201,719 hours to nonprofit arts and culture organizations, a donation valued at $4.3 million.
- The participating organizations had an average of 116.2 volunteers who volunteered an average of 44.8 hours each, for a total of 5,204 hours per organization.

The Independent Sector places the value of the average 2010 volunteer hour at $21.36.

VALUE OF IN-KIND CONTRIBUTIONS

The organizations that participated in this study provided data about their in-kind support (e.g., donated assets, office space, airfare, or advertising space). Sixty-five percent of the participating organizations received in-kind support, averaging $55,467 each during the 2010 fiscal year.

Nonprofit Arts & Culture Audiences

The arts and culture industry, unlike most industries, leverages a significant amount of event-related spending by its audiences. For example, a patron attending an arts event may pay to park the car in a garage, purchase dinner at a restaurant, eat dessert after the show, and return home to pay the babysitter. This generates related commerce for local businesses such as restaurants, parking garages, hotels, and retail stores.

Total event-related spending by nonprofit arts and culture audiences was an estimated $74.1 billion in 2010. This spending supports 1.9 million full-time equivalent jobs in the United States, provides $39.2 billion in household income, and generates $12.1 billion in government revenue.

Nationally, the typical attendee spends an average of $24.60 per person, per event, in addition to the cost of admission. Businesses that cater to arts and culture audiences reap the rewards of this economic activity.

LOCAL VS. NONLOCAL AUDIENCES

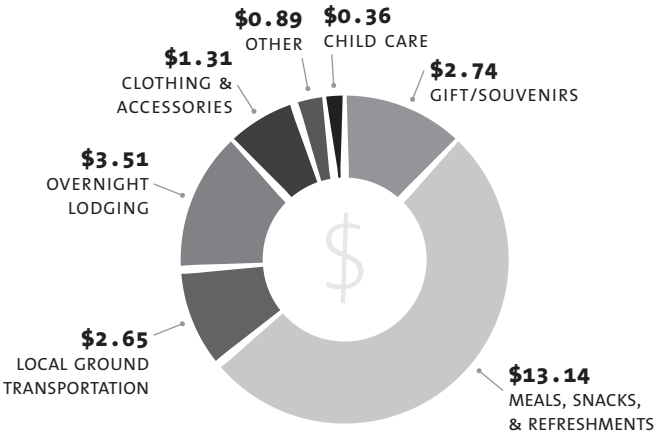
In addition to spending data, researchers asked each of the 151,802 survey respondents to provide his/her home ZIP code. Analysis of this data enabled a comparison of event-related spending by local and nonlocal attendees. Previous economic and tourism research has shown that nonlocal attendees spend more than their local counterparts. This study reflects those findings.

IMPACT OF NONPROFIT ARTS & CULTURE AUDIENCES

(expenditures by attendees to arts events only)

TOTAL DIRECT EXPENDITURES	$74.08 BIL
FULL-TIME EQUIVALENT JOBS	1.89 MIL
RESIDENT HOUSEHOLD INCOME	$39.15 BIL
LOCAL GOVERNMENT REVENUE	$3.83 BIL
STATE GOVERNMENT REVENUE	$3.92 BIL
FEDERAL INCOME TAX REVENUE	$4.33 BIL

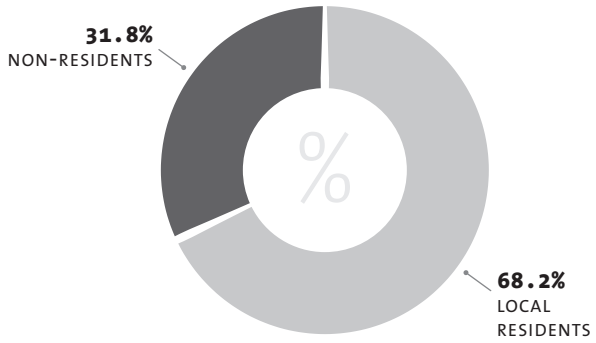
AVERAGE PER PERSON AUDIENCE EXPENDITURES: $24.60



While the ratio of local to nonlocal attendees is different in every community, the national sample revealed that 31.8 percent of attendees traveled from outside of the county in which the event took place (nonlocal) and 68.2 of attendees percent were local (resided inside the county).

Local attendees spent an average of $17.42 per person, per event in addition to the cost of admission. Nonlocal attendees spent twice this amount, or $39.96 per person.

LOCAL VS. NONLOCAL AUDIENCES



EVENT-RELATED SPENDING BY LOCAL VS. NONLOCAL AUDIENCES

★ *Nonprofit Arts & Culture Audiences Spend $24.60 Per Person, Per Event*

AVERAGE EVENT-RELATED SPENDING

(Expenditures made specifically as a result of attending a cultural event—excludes admission cost)*

EVENT-RELATED SPENDING	LOCAL ATTENDEES	NONLOCAL ATTENDEES	AVERAGE ATTENDEES
MEALS, SNACKS, & REFRESHMENTS	$11.16	$17.39	$13.14
LODGING (ONE NIGHT ONLY)	$0.29	$10.39	$3.51
GIFTS/SOUVENIRS	$2.25	$3.78	$2.74
GROUND TRANSPORTATION	$1.63	$4.83	$2.65
CLOTHING & ACCESSORIES	$1.16	$1.62	$1.31
CHILD CARE	$0.35	$0.38	$0.36
OTHER/MISCELLANEOUS	$0.58	$1.57	$0.89
TOTAL (PER PERSON, PER EVENT)	$17.42	$39.96	$24.60

**Why exclude the cost of admission? The admissions paid by attendees are excluded from this analysis because those dollars are captured in the operating budgets of the nonprofit arts and culture organizations, and, in turn, are spent by the organization. This methodology avoids "double-counting" those dollars in the study analysis.*

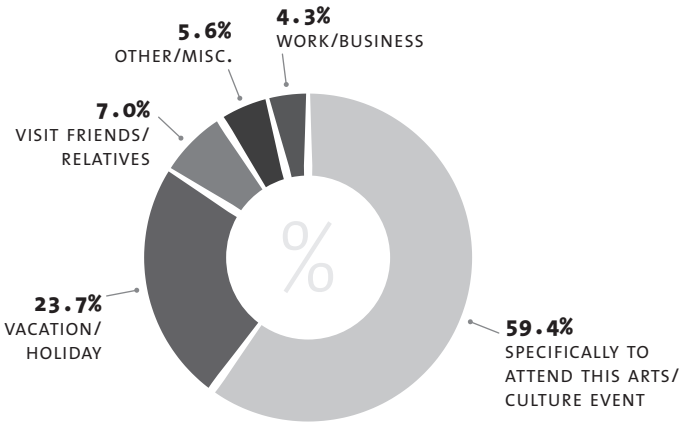
Nationally, 59.4 percent of all nonlocal arts attendees reported that the primary reason for their trip is "specifically to attend this arts/culture event."

In addition, 28.5 percent of nonlocal arts attendees report that they spent at least one night away from home in the community where the cultural event took place. Not surprisingly, the nonlocal attendees who reported any overnight lodging expenses spent more money during their visit, an average of $170.58 per person, per event (four times more than the national nonlocal arts attendee average of $39.96). In fact, nonlocal attendees who reported overnight lodging expenses spent more per person, per event in every expenditure category (e.g., food, gifts and souvenirs, ground transportation, etc.) than nonlocals who did not stay overnight in paid lodging. For this analysis, only one night of lodging expenses is counted toward the audience expenditure analysis.

CULTURAL EVENTS ATTRACT NEW DOLLARS AND RETAIN LOCAL DOLLARS

Nearly one-half of local cultural attendees (41.9 percent) say that if the cultural event or exhibit during which they were surveyed were not happening, they would have traveled to a different community in order to attend a similar cultural experience. More than half of nonlocal attendees (52.4 percent) reported the same. These figures demonstrate the economic impact of the nonprofit arts and culture in its truest sense. If a community fails to provide a variety of artistic and cultural experiences, it will not attract the new dollars of cultural tourists. It will also lose discretionary spending by local residents traveling elsewhere for an arts experience. When a community attracts nonlocal arts attendees and other cultural tourists, it harnesses significant economic rewards.

NON-RESIDENT PRIMARY REASON FOR TRIP



NONLOCAL CULTURAL AUDIENCES WITH OVERNIGHT LODGING EXPENSES (28.5 percent) SPEND THE MOST

(Expenditures made specifically as a result of attending a cultural event)

EVENT-RELATED SPENDING	WITH OVERNIGHT LODGING EXPENSES	WITHOUT OVERNIGHT LODGING EXPENSES	AVERAGE NONLOCAL ATTENDEES
MEALS, SNACKS, & REFRESHMENTS	$41.81	$14.41	$17.39
LODGING (ONE NIGHT ONLY)	$95.49	$0.00	$10.39
GIFTS/SOUVENIRS	$10.72	$2.94	$3.78
GROUND TRANSPORTATION	$14.11	$3.70	$4.83
CLOTHING & ACCESSORIES	$4.66	$1.25	$1.62
CHILD CARE	$0.72	$0.34	$0.38
OTHER/MISCELLANEOUS	$3.07	$1.38	$1.57
TOTAL (PER PERSON, PER EVENT)	$170.58	$24.02	$39.96

Arts and Culture Tourists Spend More and Stay Longer

As communities compete for a tourist's dollar, arts and culture have proven to be magnets for travelers and their money. Local businesses are able to grow because travelers extend the length of their trips to attend cultural events. Travelers who include arts and culture events in their trips differ from other U.S. travelers in a number of ways. Arts and culture travelers:

- Spend more than other travelers.
- Are more likely to stay in overnight lodging.
- Are more likely to spend $1,000 or more during their stay.
- Travel longer than other travelers.

Two-thirds of American adult travelers say they included a cultural, artistic, heritage, or historic activity or event while on a trip of 50 miles or more, one-way, in 2001. This equates to 92.7 million cultural travelers. Of this group, 32 percent (29.6 million travelers) added extra time to their trip because of a cultural, artistic, heritage, or historic or event. Of those who extended their trip, 57 percent did so by one or more nights.

U.S. cultural destinations help grow the U.S. economy by attracting foreign visitor spending. There has been steady growth in the percentage of tourists who fly to the United States and attend arts activities as a part of their visit, according to International Trade Commission in the Department of Commerce. Arts destinations help grow the economy by attracting foreign visitor spending—effectively making the arts an export industry.

Marketing of cultural destinations and events accounts for the largest portion of all marketing expenditures (26 percent) by national tourism organizations.

Source: U.S. Travel Association; U.S. Department of Commerce.

PARTICIPATION IN THE ARTS

One-half of cultural attendees (50.1 percent) actively participate in the creation of the arts (e.g., sing in a choir, act in a play, paint or draw).

SURVEY: HOW FAR WILL YOU GO FOR A CULTURAL EXPERIENCE?

("If this event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?")

	LOCAL ATTENDEES	NONLOCAL ATTENDEES	ALL CULTURAL ATTENDEES
NO, I WOULD HAVE SKIPPED THE CULTURAL EXPERIENCE ALTOGETHER	30.5%	27.0%	29.4%
NO, I WOULD HAVE REPLACED IT WITH ANOTHER NEARBY CULTURAL EXPERIENCE	27.5%	20.6%	25.4%
YES, I WOULD HAVE TRAVELED TO A DIFFERENT COMMUNITY	41.9%	52.4%	45.2%

Conclusion

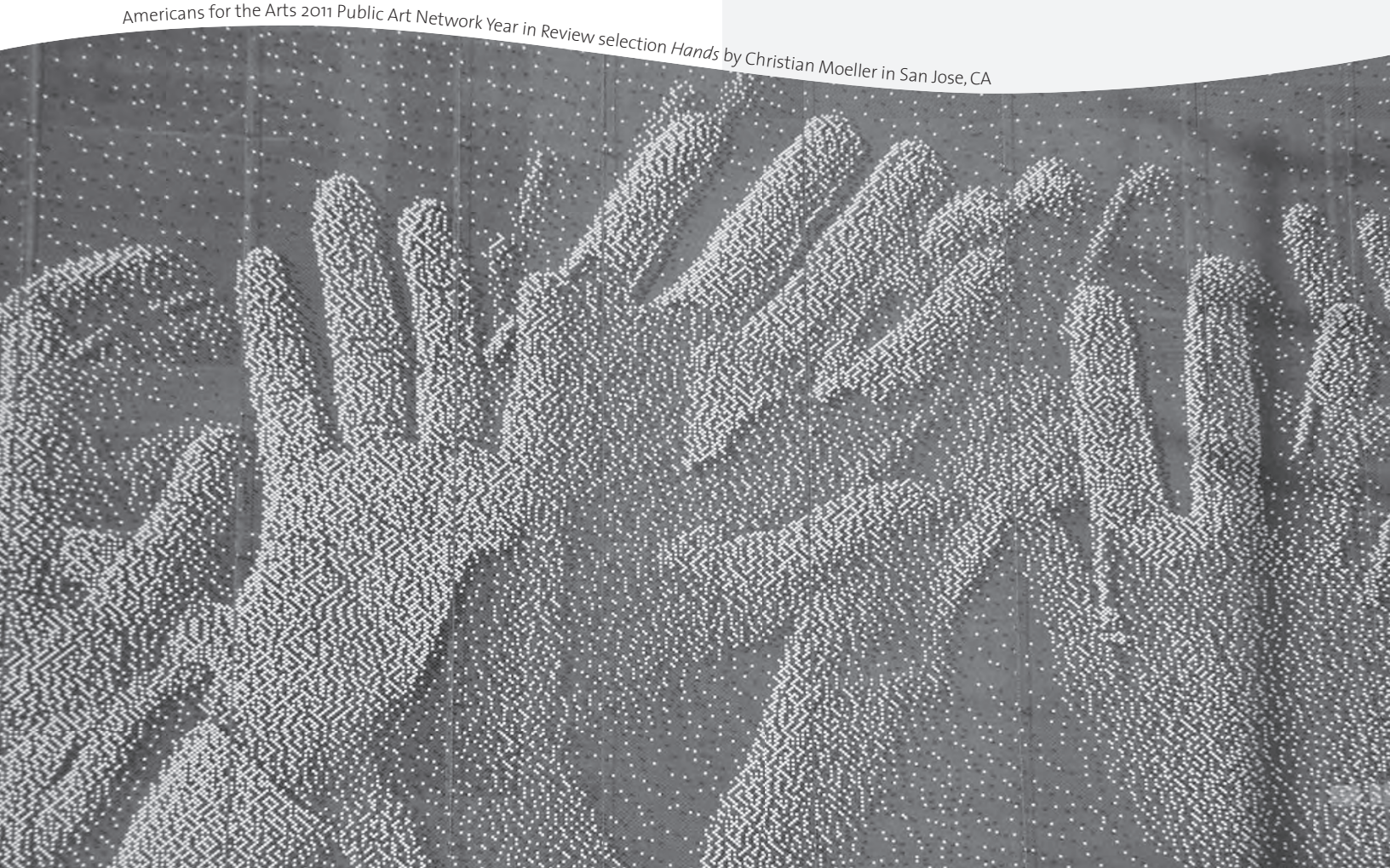
Nonprofit arts and culture organizations in the United States drive a $135.2 billion industry—an industry that supports 4.1 million full-time equivalent jobs and generates $22.3 billion in government revenue annually. Arts and culture organizations—businesses in their own right—leverage significant event-related spending by their audiences that pumps vital revenue into restaurants, hotels, retail stores, parking garages, and other local merchants. This study puts to rest a common misconception that communities support arts and culture at the expense of local economic development. In fact, communities are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism. This report shows conclusively that, locally as well as nationally, the arts mean business.

LEARN MORE ABOUT *ARTS & ECONOMIC PROSPERITY IV*

Visit **www.AmericansForTheArts.org/EconomicImpact** to access free resources you can use to help make the economic case for arts funding and arts-friendly policies in your community:

- A downloadable and customizable PowerPoint presentation that effectively communicates this study's findings
- *Arts & Economic Prosperity IV* Highlights Pamphlet
- *Arts & Economic Prosperity IV* Summary Report
- *Arts & Economic Prosperity IV* National Report, complete with national and local findings, background, scope, and methodology
- A press release announcing the study results
- Sample opinion-editorials (op-eds)
- The *Arts & Economic Prosperity* Calculator that enables users to estimate the economic impact of their organization

Americans for the Arts 2011 Public Art Network Year in Review selection *Hands* by Christian Moeller in San Jose, CA



About This Study

Americans for the Arts conducted *Arts & Economic Prosperity IV* to document the economic impact of the nation's nonprofit arts and culture industry. The study focuses on nonprofit arts and culture organizations and their audiences. It excludes spending by individual artists and the for-profit arts and entertainment sector (e.g., Broadway or the motion picture industry). Detailed expenditure data was collected from 9,721 arts and culture organizations and 151,802 of their attendees. Project economists from the Georgia Institute of Technology customized input-output analysis models for each study region to provide specific and reliable economic impact data about the nonprofit arts and culture industries, specifically full-time equivalent jobs, household income, and local and state government revenue. This allows for the uniqueness of each local economy to be reflected in the findings.

STUDYING ECONOMIC IMPACT USING INPUT-OUTPUT ANALYSIS

To derive the most reliable economic impact data, input-output analysis was used to measure the impact of expenditures by nonprofit arts and culture organizations and their audiences. This is a highly regarded type of economic analysis that has been the basis for two Nobel Prizes in economics. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. The analysis traces how many times a dollar is re-spent within the local economy before it leaves the community, and it quantifies the economic impact of each round of spending.

Project economists customized an input-output model for each of the 182 participating study regions based on the local dollar flow between 533 finely detailed industries within its economy. This was accomplished by using detailed data on employment, incomes, and government revenues provided by the U.S. Department of Commerce, local tax data, as well as the survey data from the responding nonprofit arts and culture organizations and their audiences.

CALCULATION OF THE NATIONAL ESTIMATES

To derive the national estimates, the 139 city and county study participants only—multi-city and multi-county regions, states, and individual arts districts are excluded from this analysis—were first stratified into six population groups, and an economic impact average was calculated for each group. Second, the nation's largest 13,366 cities were assigned to one of the six groups based on their population, as supplied by the U.S. Census Bureau. Third, each of the 13,366 largest cities was assigned the economic impact average for its population group. Finally, the values of the cities were added together to determine the national economic impact findings. Several outlier regions were removed when calculating the national estimates due to their comparably high levels of economic activity in their population categories.

About Local & Regional Study Partners

The 182 study regions include 139 individual cities and counties, 31 multi-city or multi-county regions, 10 states, and two arts districts. They represent all 50 U.S. states and the District of Columbia. The diverse communities range in population from 1,600 to 4 million and from small rural to large urban. The research partners agreed to complete four participation criteria: 1) identify and code the comprehensive universe of nonprofit arts and culture organizations located in their study region; 2) assist with the collection of detailed financial and attendance information from those organizations and review the information for accuracy; 3) conduct audience-intercept surveys at a broad, representative sample of cultural events that take place in their study region; and 4) pay a modest cost-sharing fee. No community was refused participation for an inability to pay.

DATA FROM ORGANIZATIONS

To collect the required financial and attendance information from eligible organizations, researchers implemented a multi-pronged data collection process.

In 131 of the 182 study regions, researchers used a web-based organizational expenditure survey instrument designed to collect detailed information about each organization's fiscal year that ended during 2010. The remaining 51 study regions are located in one of 10 states (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island), each of which participated in the Cultural Data Project (CDP) during fiscal year 2010. The CDP is a unique system that enables arts and culture organizations to enter financial, programmatic, and operational data into a standardized online form. The primary data collection efforts were supplemented with an abbreviated one-page version of the survey which requested category totals only (rather than detailed, itemized financial information). In order to increase the overall response rates, all 182 study communities distributed the abbreviated one-page survey to eligible organizations that declined to participate in either the full organizational expenditure survey or the Cultural Data Project.

Using all three methods of data capture, information was collected from a total of 9,721 organizations for this study. Response rates among all eligible organizations located in the 182 study regions averaged 43.2 percent and ranged from 5.3 percent to 100 percent. Responding organizations had budgets ranging from as low as $0 to as high as $239.7 million. It is important to note that each study region's results are based solely on the actual survey data collected. There are no estimates made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

DATA FROM AUDIENCES

Audience-intercept surveying, a common and accepted research method, was completed in all 182 study regions in order to capture information about spending by audiences at nonprofit arts and culture events. Patrons were asked to complete a short survey while attending an event. A total of 151,802 attendees completed the survey. The randomly selected respondents provided itemized

"The success of my family's business depends on finding and cultivating a creative and innovative workforce. I have witnessed firsthand the power of the arts in building these business skills. When we participate personally in the arts, we strengthen our 'creativity muscles,' which makes us not just a better ceramicist or chorus member, but a more creative worker—better able to identify challenges and innovative business solutions. This is one reason why the arts remain an important part of my personal and corporate philanthropy."

CHRISTOPHER FORBES
Vice Chairman, Forbes, Inc.

"As all budgets—local and national, public and private—continue to reel from the effects of the economic downturn, some may perceive the arts as an unaffordable luxury reserved for only the most prosperous times. Fortunately, this rigorous report offers evidence that the nonprofit arts industry provides not just cultural benefits to our communities, but also makes significant positive economic contributions to the nation's financial well being regardless of the overall state of the economy. This certainly is something to applaud."

JONATHAN SPECTOR
President & CEO, The Conference Board

travel party expenditure data on attendance-related activities such as meals, souvenirs, transportation, and lodging. Data was collected throughout the year to guard against seasonal spikes or drop-offs in attendance as well as at a broad range of events—a night at the opera will typically yield more spending than a Saturday children's theater production, for example. Using total attendance data for 2010 collected from the participating eligible organizations, standard statistical methods were then used to derive a reliable estimate of total expenditures by attendees in each community. The survey respondents provided information about the entire party with whom they were attending the event. With an average travel party size of 2.69 people, this data actually represents the spending patterns of more than 408,000 attendees.

Thank You to Our Partner Organizations

ALABAMA
Cultural Alliance of Greater Birmingham

ALASKA
Fairbanks Arts Association
Juneau Arts & Humanities Council
Ketchikan Area Arts and Humanities Council

ARIZONA
Flagstaff Cultural Partners
Mesa Arts Center
Phoenix Office of Arts and Culture
Tucson Pima Arts Council
West Valley Arts Council

ARKANSAS
Walton Arts Center

CALIFORNIA
ArtPulse
Arts Council Silicon Valley
City of Glendale Cultural Affairs Division
City of Los Angeles Department of Cultural Affairs
City of Oakland Cultural Arts & Marketing Department
City of San Diego Commission for Arts and Culture
City of Santa Clarita Arts & Events Office
City of Walnut Creek Arts, Recreation, and Community Services Department
City of West Hollywood
Laguna Beach Arts Commission
Riverside Arts Council
Sacramento Metropolitan Arts Commission
San Francisco Arts Commission
San Jose Office of Cultural Affairs
Santa Barbara County Arts Commission

COLORADO
Beet Street
Boulder Arts Commission
Center for the Arts
Community Concert Hall at Ft. Lewis College
Cultural Office of the Pikes Peak Region *(COPPeR)*
Telluride Council for the Arts and Humanities

CONNECTICUT
Connecticut Commission on Culture and Tourism
Cultural Alliance of Fairfield County
Greater Hartford Arts Council

DELAWARE
Delaware Division of the Arts

DISTRICT OF COLUMBIA
Cultural Alliance of Greater Washington
DC Commission on the Arts and Humanities

FLORIDA
Arts and Cultural Alliance of Sarasota County
Broward County Cultural Division
City of Gainesville Cultural Affairs Division
City of Orlando
City of Winter Park
Cultural Council of Palm Beach County
Lee County Alliance for the Arts
Miami-Dade County Department of Cultural Affairs
Orange County Arts & Cultural Affairs
Osceola Center for the Arts
Polk Arts Alliance
Seminole Cultural Arts Council
United Arts of Central Florida
Volusia County Parks, Recreation, and Culture

GEORGIA
Athens Area Arts Council
City of Atlanta Office of Cultural Affairs

HAWAII
Hawai'i Arts Alliance

IDAHO
Boise City Department of Arts and History

ILLINOIS
Arts Alliance Illinois
ArtsPartners of Central Illinois
Rockford Area Arts Council

INDIANA
Arts Council of Indianapolis
City of Bloomington Department of Economic and Sustainable Development

IOWA
ArtsLIVE
City of Dubuque
Iowa Cultural Corridor Alliance

KANSAS
City of Wichita Division of Arts & Cultural Services

KENTUCKY
LexArts, Inc.

LOUISIANA
City of Slidell Department of Cultural and Public Affairs
St. Tammany Parish Department of Cultural and Governmental Affairs

MAINE
Creative Portland Corporation

MARYLAND
Arts & Humanities Council of Montgomery County
Baltimore Office of Promotion and the Arts
Prince George's County Arts Council

MASSACHUSETTS
City of Pittsfield Office of Cultural Development

MICHIGAN
Cultural Alliance of Southeastern Michigan

MINNESOTA
Rochester Arts Council

MISSISSIPPI
Greater Jackson Arts Council

MISSOURI
Allied Arts Council of St. Joseph
Arts Council of Metropolitan Kansas City
St. Louis Regional Arts Commission

MONTANA
Missoula Cultural Council

NEBRASKA
Adams County Convention and Visitors Bureau
Columbus Area Arts Council
Lincoln Arts Council
Museum of Nebraska Art
Nebraskans for the Arts

NEVADA
Metro Arts Council of Southern Nevada

NEW HAMPSHIRE

Art-Speak—The City of Portsmouth's Cultural Commission
Arts Alliance of Northern New Hampshire
City of Rochester Department of Economic Development
Greater Concord Chamber of Commerce
New Hampshire State Council on the Arts
Newmarket Heritage and Cultural Center Committee *(a subcommittee of the Lamprey Arts & Culture Alliance)*

NEW JERSEY

Arts Council of Princeton
Bergen County Division of Cultural and Historic Affairs
Newark Arts Council

NEW MEXICO

City of Albuquerque Cultural Services Department

NEW YORK

ArtsWestchester
Auburn Historic and Cultural Sites Commission
Chenango County Council of the Arts
Community Arts Partnership
Le Moyne College Division of Management

NORTH CAROLINA

Arts Council of Fayetteville/Cumberland County
Arts Council of Moore County
Arts Council of Wayne County
Arts Council of Winston-Salem/Forsyth County
Arts & Science Council
City of Asheville Cultural Arts Division
Community Council for the Arts
Durham Arts Council
North Carolina Arts Council
Orange County Arts Commission
Pitt County Arts Council at Emerge
Rutherford County Department of Recreation, Culture, and Heritage
Town of Cary Department of Parks, Recreation & Cultural Resources
Transylvania Community Arts Council
United Arts Council of Greater Greensboro
United Arts Council of Raleigh and Wake County *(in partnership with the City of Raleigh Arts Commission)*
Watauga County Arts Council

NORTH DAKOTA

Minot Area Council of the Arts

OHIO

Athens Municipal Arts Commission
Greater Columbus Arts Council
Power of the Arts

OKLAHOMA

Greater Enid Arts and Humanities Council

OREGON

Arts and Business Alliance of Eugene *(a project of the Eugene Area Chamber of Commerce)*
Regional Arts and Culture Council

PENNSYLVANIA

ArtsErie
Central Pennsylvania Festival of the Arts
Citizens for the Arts in Pennsylvania, *(in partnership with the Pennsylvania Council on the Arts)*
Greater Philadelphia Cultural Alliance
Greater Pittsburgh Arts Council
Indiana Arts Council
Jump Street
Lackawanna County Department of Arts and Culture
Lehigh Valley Arts Council
Northern Tier Cultural Alliance
Pennsylvania Rural Arts Alliance

RHODE ISLAND

Providence Department of Art, Culture & Tourism

SOUTH CAROLINA

Cultural Council of Richland and Lexington Counties

SOUTH DAKOTA

Aberdeen Area Arts Council
Sioux Falls Arts Council
South Dakota Arts Council

TENNESSEE

Allied Arts of Greater Chattanooga
ArtsMemphis

TEXAS

Arts Council of Forth Worth & Tarrant County
City of Austin Cultural Arts Division
City of Dallas Office of Cultural Affairs
City of San Antonio Office of Cultural Affairs
Houston Arts Alliance
McKinney Arts Commission
North Texas Business Council for the Arts

UTAH

Cedar City Arts Council

VERMONT

Arts Council of Windham County

VIRGINIA

Arlington County Cultural Affairs Division
Arts Council of Fairfax County
City of Alexandria Office of the Arts
City of Fairfax Commission on the Arts
Loudoun Arts Council
Piedmont Council for the Arts

WASHINGTON

Allied Arts of Whatcom County
Seattle Office of Arts & Cultural Affairs
Tacoma Arts Commission

WEST VIRGINIA

Helianthus LLC
Parkersburg Area Community Foundation

WISCONSIN

Creative Alliance Milwaukee
Dane County Arts & Economic Prosperity Collaborative
Eau Claire Regional Arts Council
Fox Cities Performing Arts Center
Performing Arts Foundation Inc. *(dba The Grand)*
Viterbo University Fine Arts Center
Wisconsin Arts Board

WYOMING

Center for the Arts

Glossary

CULTURAL TOURISM

Travel directed toward experiencing the arts, heritage, and special character of a place.

DIRECT ECONOMIC IMPACT

A measure of the economic effect of the initial expenditure within a community. For example, when the symphony pays its players, each musician's salary, the associated payroll taxes paid by the nonprofit, and full-time equivalent employment status represent the direct economic impact.

DIRECT EXPENDITURES

The first round of expenditures in the economic cycle. A paycheck from the symphony to the violin player and a ballet company's purchase of dance shoes are examples of direct expenditures.

ECONOMETRICS

The process of using statistical methods and economic theory to develop a system of mathematical equations that measures the flow of dollars between local industries. The input-output model developed for this study is an example of an econometric model.

FULL-TIME EQUIVALENT (FTE) JOBS

A term that describes the total amount of labor employed. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. It is a manager's discretion to hire one full-time employee, two half-time employees, four quarter-time employees, etc. Almost always, more people are affected than are reflected in the number of FTE jobs reported due to the abundance of part-time employment, especially in the nonprofit arts and hospitality industries.

INDIRECT IMPACT

Each time a dollar changes hands, there is a measurable economic impact. When people and businesses receive money, they spend much of that money locally. Indirect impact measures the effect of this re-spending on jobs, household income, and revenue to local and state government. It is often referred to as secondary spending or the dollars "rippling" through a community. When funds are eventually spent nonlocally, they are considered to have "leaked" out of the community and cease having a local economic impact. Indirect impact is the sum of all the rounds of re-spending.

INPUT-OUTPUT ANALYSIS

A system of mathematical equations that combines statistical methods and economic theory in an area of economic study called econometrics. Economists use this model (occasionally called an inter-industry model) to measure how many times a dollar is re-spent in, or "ripples" through, a community before it leaks out (see Leakage). The model is based on a matrix that tracks the dollar flow between 533 finely detailed industries in each community. It allows researchers to determine the economic impact of local spending by nonprofit arts and culture organizations on jobs, household income, and government revenue.

LEAKAGE

The money that community members spend outside of a community. This nonlocal spending has no economic impact within the community. A ballet company purchasing shoes from a nonlocal manufacturer is an example of leakage. If the shoe company were local, the expenditure would remain within the community and create another round of spending by the shoe company.

RESIDENT HOUSEHOLD INCOME (OR PERSONAL INCOME)

The salaries, wages, and entrepreneurial income residents earn and use to pay for food, mortgages, and other living expenses. It is important to note that resident household income is not just salary. When a business receives money, for example, the owner usually takes a percentage of the profit, resulting in income for the owner.

REVENUE TO LOCAL AND STATE GOVERNMENTS

Local and state government revenue is not derived exclusively from income, property, sales, and other taxes. It also includes license fees, utility fees, user fees, and filing fees. Local government revenue includes funds to governmental units such as a city, county, township, school district, and other special districts.

"In Nebraska, we understand that cultural excellence is crucial to economic development. The economic impact of arts organizations on our state is significant, and without the quality and diversity of the arts, it would be difficult to attract and promote business development. Arts-related industries create jobs, attract investments, and enhance tourism. Additionally, the arts connect us to each other and add richness to our lives."

LT. GOVERNOR RICK SHEEHY
Chair, National Lt. Governors Association

"Americans for the Arts continues to develop the tools for arts advocates and the evidence to persuade decision-makers that the arts benefit all people in all communities."

JANET BROWN
Executive Director, Grantmakers in the Arts

Frequently Asked Questions

1 How is the economic impact of arts and culture organizations different from other industries?

Any time money changes hands, there is a measurable economic impact. Social service organizations, libraries, and all entities that spend money have an economic impact. What makes the economic impact of arts and culture organizations unique is that, unlike most other industries, they induce large amounts of event-related spending by their audiences. For example, when patrons attend a performing arts event, they may purchase dinner at a restaurant, eat dessert after the show, and return home and pay the babysitter. All of these expenditures have a positive and measurable impact on the economy.

2 Will my local legislators believe these results?

Yes, this study makes a strong argument to legislators, but you may need to provide them with some extra help. It will be up to the user of this report to educate the public about economic impact studies in general and the results of this study in particular. The user may need to explain (1) the study methodology used; (2) that economists created an input-output model for each community and region in the study; and (3) the difference between input-output analysis and a multiplier (see question 9). The good news is that as the number of economic impact studies completed by arts organizations and other special interest areas increases, so does the sophistication of community leaders whose influence these studies are meant to affect. Today, most decision-makers want to know what methodology is being used and how and where data was gathered. You can be confident that the input-output analysis used in this study is a highly regarded model in the field of economics (the basis of two Nobel Prizes in economics). However, as in any professional field, there is disagreement about procedures, jargon, and the best way to determine results. Ask 12 artists to define art and you will get 12 answers; expect the same of economists. You may meet an economist who believes that these studies should be done differently (for example, a cost-benefit analysis of the arts).

3 How can a community not participating in the *Arts & Economic Prosperity IV* study apply these results?

Because of the variety of communities studied and the rigor with which the *Arts & Economic Prosperity IV* study was conducted, nonprofit arts and culture organizations located in communities that were not part of the study can estimate their local economic impact. Estimates can be derived by using the *Arts & Economic Prosperity IV* Calculator (found at **www.AmericansForTheArts.org/EconomicImpact**). Additionally, users will find sample PowerPoint presentations, press releases, op-eds, and other strategies for proper application of their estimated economic impact data.

4 How were the 182 participating communities and regions selected?

In 2010, Americans for the Arts published a call for participants for communities interested in participating in the *Arts & Economic Prosperity IV* study. Of the more than 200 participants that expressed interest, 182 agreed to participate and complete four participation criteria (see page 16 for more information).

5 How were the eligible nonprofit arts organizations in each community selected?

Each of the 182 study regions identified the comprehensive universe of eligible nonprofit arts and culture organizations located in their regions. Eligibility was determined using the Urban Institute's National Taxonomy of Exempt Entities (NTEE) coding system as a guideline. Communities were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and media arts. These include government-owned or -operated cultural facilities and institutions, municipal arts agencies and councils, private community arts organizations, unincorporated arts groups, living collections (such as zoos and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a non-arts organization or facility. For-profit businesses were strictly excluded from this study. In short, if it displays the characteristics of a nonprofit arts and culture organization, it was included.

6 What type of economic analysis was done to determine the study results?

An input-output analysis model was customized for each of the participating communities and regions to determine the local economic impact their nonprofit arts and culture organizations and arts audiences. Americans for the Arts, which conducted the research, worked with a highly regarded economist from the Georgia Institute of Technology to design and customize the input-output models used in this study (see page 15 for more information).

7 What other information was collected in addition to the arts surveys?

In addition to detailed expenditure data provided by the participating eligible organizations, extensive wage, labor, tax, and commerce data were collected from local, state, and federal governments for use in the input-output model.

8 Why are admission/ticket expenses excluded from the analysis of audience spending?

Researchers make the assumption that any admission fees paid by attendees are typically collected as revenue by the organization that is presenting the event. The organizations then spend those dollars. Thus, the ticket fees are captured in the operating budgets of the eligible nonprofit arts and culture organizations that participate in the organizational data collection effort. Therefore, the admissions paid by audiences are excluded from the audience spending analysis in order to avoid "double-counting" those dollars in the overall analysis.

9 Why doesn't this study use a multiplier?

When many people hear about an economic impact study, they expect the result to be quantified in what is often called a multiplier or an economic activity multiplier. The economic activity multiplier is an estimate of the number of times a dollar changes hands within the community (e.g., a theater pays its actor, the actor spends money at the grocery store, the grocery store pays the cashier, and so on). It is quantified as one number by which expenditures are multiplied. The convenience of the multiplier is that it is one simple number. Users rarely note, however, that the multiplier is developed by making gross estimates of the industries within the local economy and does not allow for differences in the characteristics of those industries. Using an economic activity multiplier usually results in an overestimation of the economic impact and therefore lacks reliability.

Acknowledgements

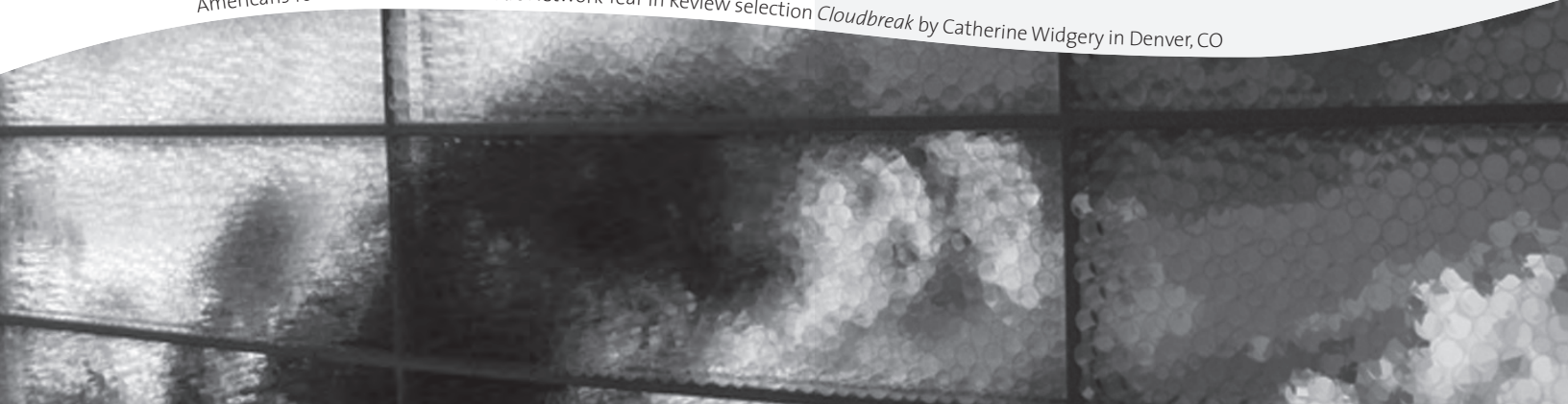
Americans for the Arts wishes to express its gratitude to the many people across the country who made *Arts & Economic Prosperity IV* possible and assisted with its development, coordination, and production. A study of this size and scope cannot be completed without the collaboration of many partnering organizations.

Special thanks to the John D. and Catherine T. MacArthur Foundation and The Ruth Lilly Fund for Americans for the Arts for their financial support. Thanks also to Cultural Data Project for their research partnership.

Finally, each of our 182 local, regional, and statewide research partners contributed both time and financial support toward the completion of this study. Thanks to all of you. This study would not have been possible without you.

A study of this magnitude is a total organizational effort; appreciation is extended to the entire board and staff of Americans for the Arts. The Research Department responsible for the production of this study includes Randy Cohen, Ben Davidson, Amanda Alef, and Sam Myett.

Americans for the Arts 2011 Public Art Network Year in Review selection *Cloudbreak* by Catherine Widgery in Denver, CO



Appendix A:
About This Study -- The Detailed Research Methodology

About This Study—The Detailed Research Methodology

The *Arts & Economic Prosperity IV* study was conducted by Americans for the Arts to document the economic impact of the nation's nonprofit arts and culture industry. The study focuses on nonprofit arts and culture organizations and their audiences, but takes an inclusive approach that accounts for the uniqueness of different localities. Public arts councils, government arts organizations, university-based presenting facilities/institutions are included, as are select programs embedded within another organization such as a library (provided they have their own budgets and play substantial roles in the cultural life of communities). The study excludes spending by individual artists and the for-profit arts and entertainment sector (e.g., Broadway or the motion picture industry). Detailed expenditure data was collected from 9,721 nonprofit arts and culture organizations and 151,802 of their attendees. The project economists, from the Georgia Institute of Technology, constructed input-output models for each study region to provide specific and reliable economic impact data about the nonprofit arts and culture industries, specifically full-time equivalent jobs, household income, and local and state government revenue. This allows the uniqueness of each economy to be reflected in the findings.

The Local, Regional, and Statewide Study Partners

Americans for the Arts published a "Call for Participants" in 2010, seeking communities interested in participating in the *Arts & Economic Prosperity IV* study. Of the more than 200 communities that expressed interest, 182 agreed to participate. The 182 study regions include 139 individual cities and counties, 31 multi-city or multi-county regions, 10 states, and two arts districts. They represent all 50 U.S. states and the District of Columbia. The diverse communities range in population (1,600 to four million) and type (small rural to large urban).

The research partners agreed to complete four participation criteria: 1) identify and code the comprehensive universe of nonprofit arts and culture organizations located in their study region; 2) assist with the collection of detailed financial and attendance information from those organizations, and review the information for accuracy; 3) conduct audience-intercept surveys at a broad, representative sample of cultural events that take place in their study region; and 4) pay a modest cost-sharing fee. No community was refused participation for an inability to pay the cost-sharing fee.

Definition of the Nonprofit Arts and Culture Sector

Each of the 182 study regions identified the comprehensive universe of eligible nonprofit arts and culture organizations that are located in the region. Eligibility was determined using the Urban Institute's National Taxonomy of Exempt Entities (NTEE) coding system as a guideline. The NTEE system—developed by the National Center for Charitable Statistics at the Urban Institute—is a

definitive classification system for nonprofit organizations recognized as tax exempt by the Internal Revenue Code. This system divides the entire universe of nonprofit organizations into 10 Major categories, including "Arts, Culture, and Humanities." The Urban Institute reports that 113,000 nonprofit arts and culture organizations were registered with the IRS in 2010, up from 94,450 in 2005.

Below is a complete list of the 43 NTEE "Arts, Culture, and Humanities" subcategories that are included in the *Arts & Economic Prosperity IV* study analysis.

- A01 – Alliances and Advocacy
- A02 – Management and Technical Assistance
- A03 – Professional Societies and Associations
- A05 – Research Institutes and Public Policy Analysis
- A11 – Single Organization Support
- A12 – Fund Raising and Fund Distribution
- A19 – Support (not elsewhere classified)
- A20 – Arts and Culture (general)
- A23 – Cultural and Ethnic Awareness
- A24 – Folk Arts
- A25 – Arts Education
- A26 – Arts and Humanities Councils and Agencies
- A27 – Community Celebrations
- A30 – Media and Communications (general)
- A31 – Film and Video
- A32 – Television
- A33 – Printing and Publishing
- A34 – Radio
- A40 – Visual Arts (general)
- A50 – Museums (general)
- A51 – Art Museums
- A52 – Children's Museums
- A53 – Folk Arts Museums
- A54 – History Museums
- A56 – Natural History and Natural Science Museums
- A57 – Science and Technology Museums
- A60 – Performing Arts (general)
- A61 – Performing Arts Centers
- A62 – Dance
- A63 – Ballet
- A65 – Theatre
- A68 – Music
- A69 – Symphony Orchestras
- A6A – Opera
- A6B – Singing and Choral Groups
- A6C – Bands and Ensembles
- A6E – Performing Arts Schools
- A70 – Humanities (general)
- A80 – Historical Organizations (general)
- A82 – Historical Societies and Historic Preservation
- A84 – Commemorative Events
- A90 – Arts Services (general)
- A99 – Arts, Culture, and Humanities (miscellaneous)

In addition, the 182 study communities were encouraged to include other types of eligible organizations if they play a substantial role in the cultural life of the community or if their primary purpose is to promote participation in, appreciation for, and understanding of the visual, performing, folk, and media arts. These include government-owned or government-operated cultural facilities and

institutions, municipal arts agencies and councils, private community arts organizations, unincorporated arts groups, living collections (such as zoos, aquariums, and botanical gardens), university presenters, and arts programs that are embedded under the umbrella of a non-arts organization or facility (such as a community center or church). In short, if it displays the characteristics of a nonprofit arts and culture organization, it is included. For-profit businesses and individual artists were excluded from this study.

Collection of Data from Eligible Arts and Culture Organizations

To collect the required financial and attendance information from eligible organizations, researchers implemented a multi-pronged data collection process. In 131 of the 182 study regions, researchers used a web-based organizational expenditure questionnaire designed to collect detailed information about each organization's fiscal year that ended during 2010. The questionnaire requested detailed information about more than 40 itemized organizational expenditure categories including labor, local and non-local artist fees, contracted services, operations, materials, facilities, and asset acquisition/capital expense. In addition, the questionnaire requested itemized information about organizational revenues, event attendance, volunteerism, in-kind contributions, and staff size.

The remaining 51 study regions are located in one of 10 states (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island), each of which participated in the Cultural Data Project (CDP) during fiscal year 2010. The CDP is a unique system that enables arts and cultural organizations to enter financial, programmatic, and operational data into a standardized online form. In order to reduce the survey-response burden on eligible organizations, and because the CDP collects the detailed information required for this economic impact analysis, researchers used confidential CDP data in lieu of the web-based organizational expenditure survey instrument in these 51 study regions. The CDP data used for the *Arts & Economic Prosperity IV* study was provided by the Cultural Data Project, a collaborative project of the Greater Philadelphia Cultural Alliance, The Greater Pittsburgh Arts Council, Pennsylvania Council on the Arts, The Pew Charitable Trusts, The William Penn Foundation, and The Heinz Endowments (in each participating state, the CDP is also the result of a collaborative partnership of public and private funders and advocacy agencies), created to strengthen arts and culture by documenting and disseminating information on the arts and culture sector. Any interpretation of the data is the view of Americans for the Arts and does not necessarily reflect the views of the Cultural Data Project. For more information on the Cultural Data Project, visit www.culturaldata.org.

The primary data collection efforts were supplemented with an abbreviated one-page version of the proprietary organizational expenditure questionnaire. The abbreviated version of the survey requested category totals only (rather than detailed, itemized financial information). In order to increase the overall response rates, all 182 study communities distributed the abbreviated one-page survey to any eligible organizations that declined to participate in either the full organizational expenditure survey or the CDP.

Using all three methods of data capture, information was collected from a total of 9,721 eligible nonprofit arts and culture organizations and programs for this study. Response rates among all the 182 study regions averaged 43.2 percent and ranged from 5.3 percent to 100 percent. Responding organizations had budgets ranging from a low of $0 to a high of $239.7 million. It is important to note that each study region's results are based solely on the actual survey data collected. No estimates have been made to account for non-respondents. Therefore, the less-than-100 percent response rates suggest an understatement of the economic impact findings in most of the individual study regions.

The questionnaires used for all three methods of organizational data collection can be found in Appendix C of the *Arts & Economic Prosperity IV* National Statistical Report.

Collection of Data from Arts and Culture Audiences

Audience-intercept surveying, a common and accepted research method, was conducted in all 182 study regions in order to capture information about spending by audiences at nonprofit arts and culture events. Patrons were asked to complete a short survey while attending an event. Researchers provided the local, regional, and statewide study partners with comprehensive and detailed guidelines for collecting a random sample of surveys from attendees to a broad range of cultural events, performances, and exhibits taking place in each study region during 2011. Surveys were collected throughout the calendar year (to guard against seasonal spikes or drop-offs in attendance) as well as at a broad range of both paid and free events (a night at the opera will typically yield more spending than a Saturday children's theater production or a community festival, for example).

The study partners mailed or shipped the completed original surveys to Americans for the Arts. Researchers completed the coding and data entry of all surveys. The surveys were then subjected to a rigorous data cleaning procedure.

- Surveys were removed if the respondent did not provide either the ZIP code of his/her primary home, or their primary reason for being in the study region. With neither of those two data points, the respondent's residency status could not be determined.
- Surveys were removed if the respondent reported that he/she is younger than 18 years of age.
- Surveys were removed if the respondent reported that his/her immediate travel party spent more than seven nights away from their primary residence(s) as a result of attending the cultural event where they were surveyed.
- Surveys were removed if the respondent reported that his/her immediate travel party included more than 12 people.
- Surveys were removed if the respondent reported that his/her immediate travel party spent more than $500 per person as a result of attending the cultural event where they were surveyed.

A total of 151,802 valid audience-intercept surveys were collected. The randomly selected respondents provided itemized expenditure data on attendance-related activities such as meals, gifts and souvenirs, local ground transportation, and lodging. Using total attendance data for 2010 (collected from the participating eligible organizations), standard statistical methods were then used to derive a reliable estimate of total arts event-related expenditures by attendees in each study region. The respondents provided information about the entire party with whom they were attending the event. With an overall average travel party size of 2.69 people, these survey data actually represents the spending patterns of more than 408,000 attendees.

The questionnaires used for audience-intercept data collection can be found in Appendix C of the *Arts & Economic Prosperity IV* National Statistical Report (provided in both the English and Spanish languages, as well as in a large font format for the visually impaired).

Economic Analysis

A common theory of community growth is that an area must export goods and services if it is to prosper economically. This theory is called "economic-base theory," and it depends on dividing the economy into two sectors: the export sector and the local sector. Exporters such as automobile manufacturers, hotels, and department stores obtain income from customers outside of the community. This "export income" then enters the local economy in the form of salaries, purchases of materials, dividends, and so forth, and becomes income to residents. Much of it is re-spent locally; some, however, is spent for goods imported from outside of the region.

The dollars re-spent locally have a positive economic impact as they continue to circulate through the local economy. The dollars spent non-locally cease having a local economic impact. This theory applies to arts organizations as well as to other producers.

Studying Economic Impact Using Input-Output Analysis

To derive the most reliable economic impact data, input-output analysis is used to measure the impact of expenditures by nonprofit arts and culture organizations and their audiences. This is a highly regarded type of economic analysis that has been the basis for two Nobel Prizes in economics. The models are systems of mathematical equations that combine statistical methods and economic theory in an area of study called econometrics. The analysis traces how many times a dollar is re-spent within the local economy before it leaks out, and it quantifies the economic impact of each round of spending. This form of economic analysis is well suited for this study because it can be customized specifically to each community, region, or state.

An input-output model was customized for each of the 182 participating study regions based on the local dollar flow between 533 finely detailed industries within its economy. This was accomplished by using detailed data on employment, incomes, and government

revenues provided by the U.S. Department of Commerce (County Business Patterns, Regional Economic Information System, and Survey of State and Local Finance), local tax data (sales taxes, property taxes, and miscellaneous local option taxes), as well as the survey data from the responding nonprofit arts and culture organizations and their audiences.

The Input-Output Modeling Process

The input-output model is based on a table of 533 finely detailed industries showing local sales and purchases. The local and state economy of each community is researched so the table can be customized for each community. The basic purchase patterns for local industries are derived from a similar table for the U.S. economy for 2007 (the latest detailed data available from the U.S. Department of Commerce). The table is first reduced to reflect the unique size and industry mix of the local economy, based on data from County Business Patterns and the Regional Economic Information System of the U.S. Department of Commerce. It is then adjusted so that only transactions with local businesses are recorded in the inter-industry part of the table. This technique compares supply and demand and estimates the additional imports or exports required to make total supply equal total demand. The resulting table shows the detailed sales and purchase patterns of the local industries. The 533-industry table is then aggregated to reflect the general activities of 32 industries plus local households, creating a total of 33 industries. To trace changes in the economy, each column is converted to show the direct requirements per dollar of gross output for each sector. This direct-requirements table represents the "recipe" for producing the output of each industry.

The economic impact figures for *Arts & Economic Prosperity IV* were computed using what is called an "iterative" procedure. This process uses the sum of a power series to approximate the solution to the economic model. This is what the process looks like in matrix algebra:

$$T = IX + AX + A2X + A3X + ... + AnX$$

T is the solution, a column vector of changes in each industry's outputs caused by the changes represented in the column vector X. A is the 33 by 33 direct requirements matrix. This equation is used to trace the direct expenditures attributable to nonprofit arts organizations and their audiences. A multiplier effect table is produced that displays the results of this equation. The total column is T. The initial expenditure to be traced is IX (I is the identity matrix, which is operationally equivalent to the number 1 in ordinary algebra). Round 1 is AX, the result of multiplying the matrix A by the vector X (the outputs required of each supplier to produce the goods and services purchased in the initial change under study). Round 2 is A2X, which is the result of multiplying the matrix A by Round 1 (it answers the same question applied to Round 1: "What are the outputs required of each supplier to produce the goods and services purchased in Round 1 of this chain of events?"). Each of columns 1 through 12 in the multiplier effects table represents one of

the elements in the continuing but diminishing chain of expenditures on the right side of the equation. Their sum, T, represents the total production required in the local economy in response to arts activities.

Calculation of the total impact of the nonprofit arts on the outputs of other industries (T) can now be converted to impacts on the final incomes to local residents by multiplying the outputs produced by the ratios of household income to output and employment to output. Thus, the employment impact of changes in outputs due to arts expenditures is calculated by multiplying elements in the column of total outputs by the ratio of employment to output for the 32 industries in the region. Changes in household incomes, local government revenues, and state government revenues due to nonprofit arts expenditures are similarly transformed.

Calculation of the National Estimates

To derive the national estimates, the 139 individual city/county study regions only—multi-city and multi-county regions, states, and individual arts districts are excluded from this analysis—were first stratified into six population groups, and an economic impact average was calculated for each group. Second, the nation's largest 13,366 cities were assigned to one of the six groups based on its population, as supplied by the U.S. Census Bureau. Third, each individual study region was assigned the economic impact average for its population group. Finally, the values of the study regions were added together to determine the national economic impact findings. Several outlier study regions were removed from the calculations of the national estimates due to their comparably high levels of economic activity in their population categories (the outlier regions are identified in the applicable data tables located in Appendix B of the *Arts & Economic Prosperity IV* National Statistical Report).

Appendix B:
Arts and Economic Prosperity IV -- The Detailed Data Tables

Appendix A:
Arts and Economic Prosperity IV
List of the Detailed Data Tables

Arts&Economic ProsperityIV
A Project of Americans for the Arts

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Appendix A:
Arts and Economic Prosperity IV
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Arts&Economic ProsperityIV
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Introduction:
The Detailed Data Tables and Their Explanations

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Tables 1 through 31 summarize the collected data and the analyzed results for each of the 182 participating study regions. Detailed financial and attendance information were collected from a total of 9,721 eligible nonprofit arts and culture organizations. Audience-intercept surveys requesting event-related expenditure information were collected from 151,802 cultural attendees.

The name of each study region is always listed in the far left-hand column (Column One) of each table.

The tables follow the format of the list below. The data for the 139 study regions that encompass a city or county are presented in six groupings that are stratified by their 2010 population. These groupings are followed by a list of the 31 study regions that include multiple cities or multiple counties, then a list of the 10 statewide study regions, and finally a list of the two individual arts districts.

Population Group	2010 Population of Study Region	Number of Participating Study Regions
Group A	Less than 50,000	27
Group B	50,000 to 99,999	19
Group C	100,000 to 249,999	28
Group D	250,000 to 499,999	22
Group E	500,000 to 999,999	20
Group F	1,000,000 or More	23
Total Cities/Counties		139
Multi-City/County Study Regions	Varying	31
Statewide Study Regions	Varying	10
Individual Arts Districts	Varying	2
Total Number of Participating Study Regions:		182

Averages, medians, totals, standard deviations, and confidence intervals have been calculated for each population group (where appropriate). These summary statistics are located at the end of each section.

Throughout the tables, some study regions have been identified by asterisks and/or table endnotes. If applicable, detailed descriptions of the asterisks and table endnotes are located on the last page of each table.

Explanation of Table 1:
The Populations of the 182 Participating Study Regions

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table presents for each study region the definition of the region studied, the 2010 population, and the name of the organization that served as our research partner organization. Summary statistics are calculated for each population group.

Column Two:

The type of region that was studied (139 cities/counties, 31 multi-city or multi-county regions, 10 states, and two individual arts districts).

Column Three:

The year 2010 population of each study region as reported by the U.S. Census Bureau. The U.S. Census Bureau develops these estimates based on their decennial census efforts along with the assistance of the Federal State Cooperative Program for Population Estimates (FSCPE). These estimates are updated annually and are used in federal funding allocations, as denominators for vital rates and per capita time series, as survey controls, and in monitoring recent demographic changes.

Column Four:

The name of the research partner organization in each study region. The study partner organization served as the local project sponsor and mobilized the arts community in the region to complete the data collection requirements.

Table 1:
The Populations of the 182 Participating Study Regions

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	**Definition of Study Region**	**2010 Population**	**Name of Study Partner Organization**
City of Gunnison (CO)	City	1,651	Center for the Arts
Town of Telluride (CO)	Town	2,361	Telluride Council for the Arts and Humanities
Town of Crested Butte (CO)	Town	5,461	Center for the Arts
Town of Newmarket (NH)	Town	8,936	Newmarket Heritage and Cultural Center Committee
Greater Ketchikan Area (AK)	County (Ketchikan Gateway Borough)	13,005	Ketchikan Area Arts and Humanities Council
Gunnison County (CO)	County	15,350	Center for the Arts
City of Durango (CO)	City	16,416	Community Concert Hall at Ft. Lewis College
Teton County (WY)	County	20,710	Center for the Arts
City of Laguna Beach (CA)	City	23,995	Laguna Beach Arts Commission
City of Fairfax (VA)	City	24,665	City of Fairfax Commission on the Arts
City of Auburn (NY)	City	27,138	Auburn Historic & Cultural Sites Commission
City of Slidell (LA)	City	27,183	City of Slidell Department of Cultural and Public Affairs
City of Winter Park (FL)	City	27,909	City of Winter Park
Greater Elkins Area (WV)	Randolph County	28,390	Helianthus LLC
Transylvania County (NC)	County	30,203	Transylvania Community Arts Council
City of Rochester (NH)	City	30,654	City of Rochester Department of Economic Development
City and Borough of Juneau (AK)	Unified City/County	30,796	Juneau Arts & Humanities Council
Princeton (NJ)	City	30,829	Arts Council of Princeton
Platte County (NE)	County	32,515	Columbus Area Arts Council
Adams County (NE)	County	33,324	Adams County Convention & Visitors Bureau
City of Fairbanks (AK)	City	35,132	Fairbanks Arts Association
City of West Hollywood (CA)	City	36,005	City of West Hollywood
City of Pittsfield (MA)	City	42,652	City of Pittsfield Office of Cultural Development
Windham County (VT)	County	43,471	Arts Council of Windham County
Iron County (UT)	County	45,280	Cedar City Arts Council
Watauga County (NC)	County	45,479	Watauga County Arts Council
Buffalo County (NE)	County	45,814	Museum of Nebraska Art
Group A Average		**26,864**	
Group A Median		28,390	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 1:
The Populations of the 182 Participating Study Regions

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	**Definition of Study Region**	**2010 Population**	**Name of Study Partner Organization**
Chenango County (NY)	County	50,620	Chenango County Council of the Arts
City of La Crosse (WI)	City	50,902	Viterbo University Fine Arts Center
Lenoir County (NC)	County	56,387	Community Council for the Arts
City of Dubuque (IA)	City	57,250	City of Dubuque
Greater Enid Area (OK)	Garfield County	58,928	Greater Enid Arts and Humanities Council
City of Flagstaff (AZ)	City	60,222	Flagstaff Cultural Partners
City of Portland (ME)	City	62,561	Creative Portland Corporation
Athens County (OH)	County	63,026	Athens Municipal Arts Commission
Rutherford County (NC)	County	63,415	Rutherford County Dept. of Recreation, Culture, and Heritage
City of Walnut Creek (CA)	City	65,384	Walnut Creek Arts, Recreation, and Community Services Dept.
City of Missoula (MT)	City	68,202	Missoula Cultural Council
City of Bloomington (IN)	City	71,819	Bloomington Dept. of Economic and Sustainable Development
City of Miami Beach (FL)	City	84,633	Miami-Dade County Department of Cultural Affairs
Greater Parkersburg Area (WV)	Wood County	86,888	Parkersburg Area Community Foundation
Moore County (NC)	County	87,158	Arts Council of Moore County
Indiana County (PA)	County	87,450	Indiana Arts Council
Buchanan County (MO)	County	89,856	Allied Arts Council of St. Joseph
City of Boulder (CO)	City	94,171	Boulder Arts Commission
Eau Claire County (WI)	County	99,409	Eau Claire Regional Arts Council
Group B Average		**71,488**	
Group B Median		65,384	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 1:
The Populations of the 182 Participating Study Regions

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	**Definition of Study Region**	**2010 Population**	**Name of Study Partner Organization**
City of Rochester (MN)	City	100,413	Rochester Arts Council
Tompkins County (NY)	County	101,779	Community Arts Partnership
Wayne County (NC)	County	113,811	Arts Council of Wayne County
City of McKinney (TX)	City	121,211	McKinney Arts Commission
Orange County (NC)	County	129,083	Orange County Arts Commission
Town of Cary (NC)	Town	129,545	Town of Cary Dept. of Parks, Recreation & Cultural Resources
Marathon County (WI)	County	131,612	Performing Arts Foundation Inc. (dba The Grand)
Greater Charlottesville Area (VA)	Independent City/County (Charlottesville/Albemarle County)	136,395	Piedmont Council for the Arts
City of Fort Collins (CO)	City	136,509	Beet Street
Cambria County (PA)	County	143,998	Pennsylvania Rural Arts Alliance
City of Alexandria (VA)	City	150,006	City of Alexandria Office of the Arts
City of Eugene (OR)	City	150,104	Arts and Business Alliance of Eugene
Pitt County (NC)	County	159,057	Pitt County Arts Council at Emerge
City of Santa Clarita (CA)	City	169,500	City of Santa Clarita Arts & Events Office
City of Providence (RI)	City	171,557	Providence Department of Art, Culture & Tourism
Erie (PA)	Urbanized Area	194,083	ArtsErie
New Hanover County (NC)	County	195,085	North Carolina Arts Council
City of Glendale (CA)	City	197,176	City of Glendale Cultural Affairs Division
City of Tacoma (WA)	City	197,181	Tacoma Arts Commission
Whatcom County (WA)	County	200,434	Allied Arts of Whatcom County
City of Boise (ID)	City	205,314	Boise City Department of Arts and History
Lackawanna County (PA)	County	208,801	Lackawanna County Department of Arts and Culture
Arlington County (VA)	County	217,483	Arlington County Cultural Affairs Division
City of Orlando (FL)	City	230,519	City of Orlando
Buncombe County (NC)	County	231,452	City of Asheville Cultural Arts Division
St. Tammany Parish (LA)	County (St. Tammany Parish)	231,495	St. Tammany Parish Dept. of Cultural and Governmental Affairs
Alachua County (FL)	County	243,574	City of Gainesville Cultural Affairs Division
Greater Jackson Area (MS)	Hinds County	247,631	Greater Jackson Arts Council
Group C Average		**173,029**	
Group C Median		170,529	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 1:
The Populations of the 182 Participating Study Regions

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	**Definition of Study Region**	**2010 Population**	**Name of Study Partner Organization**
City of Lincoln (NE)	City	251,624	Lincoln Arts Council
Durham County (NC)	County	269,706	Durham Arts Council
Osceola County (FL)	County	270,618	Osceola Center for the Arts
City of Newark (NJ)	City	278,980	Newark Arts Council
City of Riverside (CA)	City	295,357	Riverside Arts Council
Lexington-Fayette Urban County (KY)	Unified City/County	296,545	LexArts, Inc.
Loudoun County (VA)	County	301,171	Loudoun Arts Council
Cumberland County (NC)	County	315,207	Arts Council of Fayetteville/Cumberland County
Greater Chattanooga Area (TN)	Hamilton County	337,175	Allied Arts of Greater Chattanooga
Forsyth County (NC)	County	359,638	Arts Council of Winston-Salem/Forsyth County
City of Wichita (KS)	City	366,046	City of Wichita Division of Arts & Cultural Services
Sarasota County (FL)	County	369,765	Arts and Cultural Alliance of Sarasota County
City of Oakland (CA)	City	404,155	City of Oakland Cultural Arts & Marketing Department
Santa Barbara County (CA)	County	407,057	Santa Barbara County Arts Commission
City of Miami (FL)	City	413,201	Miami-Dade County Department of Cultural Affairs
Seminole County (FL)	County	413,204	Seminole Cultural Arts Council
City of Omaha (NE)	City	438,646	Nebraskans for the Arts
Greater Syracuse Area (NY)	Onondaga County	454,753	Le Moyne College Division of Management
City of Mesa (AZ)	City	463,552	Mesa Arts Center
Guilford County (NC)	County	480,362	United Arts Council of Greater Greensboro
Dane County (WI)	County	491,357	Dane County Arts & Economic Prosperity Collaborative
Volusia County (FL)	County	495,890	Volusia County Parks, Recreation, and Culture
Group D Average		**313,207**	
Group D Median		296,545	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 1:
The Populations of the 182 Participating Study Regions

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	**Definition of Study Region**	**2010 Population**	**Name of Study Partner Organization**
City of Albuquerque (NM)	City	521,999	City of Albuquerque Cultural Services Department
City of Atlanta (GA)	City	537,958	City of Atlanta Office of Cultural Affairs
Polk County (FL)	County	583,403	Polk Arts Alliance
Lee County (FL)	County	586,908	Lee County Alliance for the Arts
City of Seattle (WA)	City	598,541	Seattle Office of Arts & Cultural Affairs
District of Columbia (DC)	City	599,657	Cultural Alliance of Greater Washington
City of Baltimore (MD)	Unified City/County	637,418	Baltimore Office of Promotion and the Arts
Jefferson County (AL)	County	665,027	Cultural Alliance of Greater Birmingham
City of Austin (TX)	City	757,688	City of Austin Cultural Arts Division
City of Indianapolis (IN)	City	808,466	Arts Council of Indianapolis
City and County of San Francisco (CA)	Unified City/County	815,358	San Francisco Arts Commission
Prince George's County (MD)	County	834,560	Prince George's County Arts Council
Bergen County (NJ)	County	895,250	Bergen County Division of Cultural and Historic Affairs
Wake County (NC)	County	897,214	United Arts Council of Raleigh and Wake County
Fairfield County (CT)	County	901,208	Cultural Alliance of Fairfield County
Mecklenburg County (NC)	County	913,639	The Arts & Science Council
Greater Memphis Area (TN)	Shelby County	920,232	ArtsMemphis
City of San Jose (CA)	City	948,279	San Jose Office of Cultural Affairs
Westchester County (NY)	County	955,962	ArtsWestchester
Montgomery County (MD)	County	971,600	Arts & Humanities Council of Montgomery County
Group E Average		**767,518**	
Group E Median		811,912	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 1:
The Populations of the 182 Participating Study Regions

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	**Definition of Study Region**	**2010 Population**	**Name of Study Partner Organization**
Pima County (AZ)	County	1,020,200	Tucson Pima Arts Council
Fairfax County (VA)	County	1,074,227	Arts Council of Fairfax County
Orange County (FL)	County	1,086,480	Orange County Arts & Cultural Affairs
Greater Columbus Area (OH)	Franklin County	1,150,122	Greater Columbus Arts Council
Allegheny County (PA)	County	1,218,494	Greater Pittsburgh Arts Council
City of San Diego (CA)	City	1,279,329	City of San Diego Commission for Arts and Culture
City of Dallas (TX)	City	1,279,910	City of Dallas Office of Cultural Affairs
Palm Beach County (FL)	County	1,279,950	Cultural Council of Palm Beach County
Greater St. Louis Area (MO)	Independent City/County (City and County of St. Louis)	1,348,995	St. Louis Regional Arts Commission
City of San Antonio (TX)	City	1,351,305	City of San Antonio Office of Cultural Affairs
Sacramento County (CA)	County	1,400,949	Sacramento Metropolitan Arts Commission
City and County of Philadelphia (PA)	Unified City/County	1,547,297	Greater Philadelphia Cultural Alliance
City of Phoenix (AZ)	City	1,567,924	Phoenix Office of Arts and Culture
Broward County (FL)	County	1,766,476	Broward County Cultural Division
Santa Clara County (CA)	County	1,784,642	Arts Council Silicon Valley
Tarrant County (TX)	County	1,789,900	Arts Council of Forth Worth & Tarrant County
Clark County (NV)	County	1,902,834	Metro Arts Council of Southern Nevada
Riverside County (CA)	County	2,125,440	Riverside Arts Council
Miami-Dade County (FL)	County	2,500,625	Miami-Dade County Department of Cultural Affairs
City of Chicago (IL)	City	2,853,114	Arts Alliance Illinois
San Diego County (CA)	County	3,053,793	ArtPulse
City of Los Angeles (CA)	City	3,833,995	City of Los Angeles Department of Cultural Affairs
Harris County (TX)	County	4,070,989	Houston Arts Alliance
Group F Average		**1,838,565**	
Group F Median		1,547,297	

ALL CITY/COUNTY STUDY REGIONS	
Average	**523,308**
Median	230,519

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 1:
The Populations of the 182 Participating Study Regions

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	**Definition of Study Region**	**2010 Population**	**Name of Study Partner Organization**
Greater Portsmouth Area (NH)	The City of Portsmouth and the Town of Rye in New Hampshire, and the Town of Kittery in Maine	20,443	Art-Speak -- The City of Portsmouth's Cultural Commission
Greater Concord Area (NH)	ZIP Codes 03224, 03229, 03301, 03302, 03303, 03304, and 03307	42,255	Greater Concord Chamber of Commerce
Greater Aberdeen Area (SD)	Brown, Day, Edmunds, and Spink Counties	51,202	Aberdeen Area Arts Council
Centre Region (PA)	The Borough of State College and College, Ferguson, Halfmoon, Harris, and Patton Townships	76,862	Central Pennsylvania Festival of the Arts
Greater Minot Area (ND)	McHenry, McLean, Mountrail, Renville, and Ward Counties	79,513	Minot Area Council of the Arts
Creative Corridor in Northwest Iowa (IA)	Buena Vista, Cherokee, Clay, Dickinson, Emmet, O'Brien, Osceola, Palo Alto, and Pocahontas Counties	111,388	ArtsLIVE
Northern New Hampshire (NH)	Coos County and the northern communities of Grafton and Carroll Counties	117,778	Arts Alliance of Northern New Hampshire
Greater Sioux Falls Area (SD)	Lincoln, McCook, Minnehaha, and Turner Counties	183,048	Sioux Falls Arts Council
Greater Athens Area (GA)	Athens-Clarke, Jackson, Madison, Oconee, and Oglethorpe Counties	255,766	Athens Area Arts Council
Greater Rockford Area (IL)	Boone and Winnebago Counties	353,722	Rockford Area Arts Council
Greater Peoria Area (IL)	Peoria, Tazewell, and Woodford Counties	357,144	ArtsPartners of Central Illinois
Greater Fox Cities Region (WI)	Calumet, Outagamie, and Winnebago Counties	385,264	Fox Cities Performing Arts Center
Northern Tier Region (PA)	Bradford, Cameron, Clinton, Lycoming, McKean, Potter, Sullivan, Susquehanna, Tioga and Wyoming Counties	395,310	Northern Tier Cultural Alliance
Northwest Arkansas Area (AR)	Benton and Washington Counties	425,685	Walton Arts Center
Mahoning Valley Region (OH)	Mahoning and Trumbull Counties	446,892	Power of the Arts Committee
Iowa Cultural Corridor (IA)	Benton, Buchanon, Cedar, Delaware, Iowa, Johnson, Jones, Linn, Louisa, Muscatine, and Washington Counties	534,698	Iowa Cultural Corridor Alliance

Continued Below

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 1:
The Populations of the 182 Participating Study Regions

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	**Definition of Study Region**	**2010 Population**	**Name of Study Partner Organization**
Pikes Peak Region (CO)	El Paso and Teller Counties	626,227	Cultural Office of the Pikes Peak Region
Greater Columbia Area (SC)	Lexington and Richland Counties	627,630	Cultural Council of Richland and Lexington Counties
Lehigh Valley Region (PA)	Carbon, Lehigh, and Northampton Counties	706,374	Lehigh Valley Arts Council
West Valley Region (AZ)	The cities of Avondale, Buckeye, El Mirage, Glendale, Goodyear, Litchfield Park, Peoria, Sun City, Sun City West, Surprise, Tolleson, Wickenburg, and Youngtown.	803,692	West Valley Arts Council
Greater Harrisburg Area (PA)	Cumberland, Dauphin, and York Counties	920,354	Jump Street
Greater Hartford Area (CT)	Hartford and Tolland Counties	1,030,296	Greater Hartford Arts Council
Greater Portland Area (OR)	Clackamas, Multnomah, and Washington Counties	1,650,316	Regional Arts and Culture Council
Metropolitan Kansas City Area (MO/KS)	Clay, Jackson, and Platte counties in Missouri and Johnson and Wyandotte Counties in Kansas	1,722,576	Arts Council of Metropolitan Kansas City
Greater Milwaukee Area (WI)	Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties	2,026,243	Creative Alliance Milwaukee
Central Florida Region (FL)	Brevard, Lake, Orange, Osceola, Polk, Seminole, and Volusia Counties	3,698,071	United Arts of Central Florida
Greater Washington DC Region (DC/MD/VA)	Montgomery and Prince George's Counties in Maryland; Arlington and Fairfax Counties and the Cities of Alexandria and Fairfax in Virginia; and the District of Columbia	3,835,576	Cultural Alliance of Greater Washington
Greater Philadelphia Region (PA)	Bucks, Chester, Delaware, Montgomery, Philadelphia Counties	4,012,573	Greater Philadelphia Cultural Alliance
Southeastern Michigan Region (MI)	Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne Counties	4,813,747	Cultural Alliance of Southeastern Michigan
Greater Houston Area (TX)	Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto, and Waller Counties	5,613,162	Houston Arts Alliance
North Texas Region (TX)	Collin, Dallas, Denton, Kaufman, Rockwall, and Tarrant Counties	5,876,306	North Texas Business Council for the Arts
Average		**1,348,391**	
Median		534,698	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 1:
The Populations of the 182 Participating Study Regions

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Statewide Study Regions

All Populations
Sample Size = 10

	Definition of Study Region	2010 Population	Name of Study Partner Organization
State of South Dakota	State	812,383	South Dakota Arts Council
State of Delaware	State	885,122	Delaware Division of the Arts
State of Hawai'i	State	1,295,178	the Hawai'i Arts Alliance
State of New Hampshire	State	1,324,575	New Hampshire State Council on the Arts
State of Nebraska	State	1,796,619	Nebraskans for the Arts
State of Connecticut	State	3,518,288	Connecticut Commission on Culture and Tourism
State of Wisconsin	State	5,654,774	Wisconsin Arts Board
State of North Carolina	State	9,380,884	North Carolina Arts Council
State of Pennsylvania	State	12,604,767	Citizens for the Arts in Pennsylvania
State of Illinois	State	12,910,409	Arts Alliance Illinois
Average		**5,018,300**	
Median		2,657,454	

Individual Arts Districts

All Populations
Sample Size = 2

	Definition of Study Region	2010 Population	Name of Study Partner Organization
Grand Center Arts District	City of St. Louis, MO	319,294	St. Louis Regional Arts Commission
Dallas Arts District	City of Dallas, TX	1,279,910	City of Dallas Office of Cultural Affairs
Average		**799,602**	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table presents for each study region the total spending by the nonprofit arts and culture industry—both nonprofit arts and culture organizations and their audiences—during fiscal year 2010. Summary statistics are calculated for each population group.

Column Two:

The operating expenditures made by responding nonprofit arts and culture organizations in each study region during fiscal year 2010. Operating expenditure categories include payroll and payroll taxes, facility expenses, overhead and administrative expenses, programmatic expenses, and event production costs including payments to artists. (See the organizational expenditure survey instrument in Appendix B for a detailed breakdown of organizational expenditure categories.) These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for non-responding organizations.

Column Three:

The capital expenditures of responding nonprofit arts and culture organizations in each study region during fiscal year 2010. Capital expenditures include purchases of art, equipment, and real estate. Capital expenditures also include construction and renovation costs. These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for non-responding organizations.

Column Four:

The total organizational expenditures of nonprofit arts and culture organizations in each study region during fiscal year 2010. This figure is the sum of operating expenditures (Column Two) and capital expenditures (Column Three). These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for non-responding organizations.

Column Five:

The total expenditures made by arts audiences as a direct result of their attendance to nonprofit arts and culture events in each study region during fiscal year 2010. For example, when patrons attend an arts and culture event they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the event, and/or pay a babysitter upon returning home. (See the audience expenditure survey instrument in Appendix C of the *Arts & Economic Prosperity IV* National Statistical Report for a detailed breakdown of audience expenditure categories.)

Column Six:

The total spending by the nonprofit arts and culture industry in each study region during fiscal year 2010. This figure is the sum of total organizational expenditures (Column Four) and total event-related spending by arts audiences (Column Five).

Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	**Operating Expenditures**	+	**Capital Expenditures**	=	**Total Direct ORGANIZATIONAL Expenditures**	**Arts Event-Related AUDIENCE Expenditures**	**Total Expenditures (Both Organizations and Audiences)**
City of Gunnison (CO)***	$289,233		$13,442		**$302,675**	**$179,257**	**$481,932**
Town of Telluride (CO)*	$16,090,082		$521,315		**$16,611,397**	**$20,797,981**	**$37,409,378**
Town of Crested Butte (CO)***	$2,082,670		$1,049,362		**$3,132,032**	**$3,350,716**	**$6,482,748**
Town of Newmarket (NH)	$52,372		$8,355		**$60,727**	**$89,438**	**$150,165**
Greater Ketchikan Area (AK)	$1,675,761		$364,281		**$2,040,042**	**$3,695,946**	**$5,735,988**
Gunnison County (CO)	$2,371,903		$1,062,804		**$3,434,707**	**$3,529,973**	**$6,964,680**
City of Durango (CO)	$4,147,006		$1,685,798		**$5,832,804**	**$3,220,322**	**$9,053,126**
Teton County (WY)*	$12,039,763		$5,899,610		**$17,939,373**	**$31,276,019**	**$49,215,392**
City of Laguna Beach (CA)* [1]	$26,288,440		$1,389,490		**$27,677,930**	**$21,403,349**	**$49,081,279**
City of Fairfax (VA)***	$7,286,639		$182,540		**$7,469,179**	**$2,624,593**	**$10,093,772**
City of Auburn (NY) [1]	$1,892,522		$61,993		**$1,954,515**	**$1,634,048**	**$3,588,563**
City of Slidell (LA)***	$866,189		$36,442		**$902,631**	**$2,217,986**	**$3,120,617**
City of Winter Park (FL)***	$11,722,644		$4,260,180		**$15,982,824**	**$26,578,730**	**$42,561,554**
Greater Elkins Area (WV)	$1,633,125		$11,700		**$1,644,825**	**$4,599,612**	**$6,244,437**
Transylvania County (NC)	$4,202,764		$163,378		**$4,366,142**	**$4,193,766**	**$8,559,908**
City of Rochester (NH)	$3,903,620		$418,831		**$4,322,451**	**$3,068,572**	**$7,391,023**
City and Borough of Juneau (AK)	$5,343,962		$275,565		**$5,619,527**	**$1,126,828**	**$6,746,355**
Princeton (NJ)**	$35,695,917		$4,242,331		**$39,938,248**	**$11,382,126**	**$51,320,374**
Platte County (NE)	$902,962		$62,922		**$965,884**	**$3,030,192**	**$3,996,076**
Adams County (NE)	$5,323,293		$106,540		**$5,429,833**	**$3,242,344**	**$8,672,177**
City of Fairbanks (AK)	$6,547,162		$14,140		**$6,561,302**	**$5,591,498**	**$12,152,800**
City of West Hollywood (CA)** [1,2]	$20,718,409		$0		**$20,718,409**	**$8,515,044**	**$29,233,453**
City of Pittsfield (MA)** [1,2]	$12,918,102		$0		**$12,918,102**	**$12,388,438**	**$25,306,540**
Windham County (VT)*	$7,237,145		$319,531		**$7,556,676**	**$3,231,306**	**$10,787,982**
Iron County (UT)*	$8,824,203		$573,675		**$9,397,878**	**$32,970,876**	**$42,368,754**
Watauga County (NC)	$2,632,450		$42,979		**$2,675,429**	**$6,510,435**	**$9,185,864**
Buffalo County (NE)	$4,888,804		$418,181		**$5,306,985**	**$4,376,476**	**$9,683,461**
Group A Average	**$7,688,042**		**$858,718**		**$8,546,760**	**$8,326,884**	**$16,873,644**
Percentage of Total	**45.6%**		**5.1%**		**50.7%**	**49.3%**	**100.0%**
Average Excluding Outliers/Exclusions					$3,586,798	$4,717,356	
Group A Median	$4,888,804		$275,565		$5,429,833	$3,695,946	$9,053,126

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	**Organizational Expenditures (Operating)**	+	**Organizational Expenditures (Capital)**	=	**Total ORGANIZATIONAL Expenditures**	**Arts Event-Related AUDIENCE Expenditures**	**Total Expenditures (Both Organizations and Audiences)**
Chenango County (NY) [1,2]	$1,019,269		$0		**$1,019,269**	**$811,106**	**$1,830,375**
City of La Crosse (WI)	$3,068,773		$228,749		**$3,297,522**	**$6,076,502**	**$9,374,024**
Lenoir County (NC)	$757,729		$161,505		**$919,234**	**$654,637**	**$1,573,871**
City of Dubuque (IA)	$14,516,746		$3,072,969		**$17,589,715**	**$29,593,558**	**$47,183,273**
Greater Enid Area (OK)	$2,394,812		$2,623,983		**$5,018,795**	**$4,667,999**	**$9,686,794**
City of Flagstaff (AZ) [1]	$36,814,574		$960,000		**$37,774,574**	**$35,163,708**	**$72,938,282**
City of Portland (ME)	$25,592,501		$914,135		**$26,506,636**	**$22,643,872**	**$49,150,508**
Athens County (OH) [1]	$15,773,442		$977,567		**$16,751,009**	**$7,598,782**	**$24,349,791**
Rutherford County (NC)	$522,479		$5,893		**$528,372**	**$378,229**	**$906,601**
City of Walnut Creek (CA) [1]	$17,945,920		$190,778		**$18,136,698**	**$14,346,782**	**$32,483,480**
City of Missoula (MT)	$13,411,746		$201,037		**$13,612,783**	**$26,286,497**	**$39,899,280**
City of Bloomington (IN)	$45,130,215		$7,170,191		**$52,300,406**	**$19,976,316**	**$72,276,722**
City of Miami Beach (FL)***	$40,904,661		$57,057,289		**$97,961,950**	**$56,323,841**	**$154,285,791**
Greater Parkersburg Area (WV)	$972,833		$34,742		**$1,007,575**	**$1,068,416**	**$2,075,991**
Moore County (NC)	$2,947,174		$219,339		**$3,166,513**	**$3,221,079**	**$6,387,592**
Indiana County (PA) [1]	$432,247		$12,345		**$444,592**	**$142,854**	**$587,446**
Buchanan County (MO)	$5,855,400		$390,474		**$6,245,874**	**$4,626,753**	**$10,872,627**
City of Boulder (CO)	$7,606,229		$1,018,673		**$8,624,902**	**$11,572,023**	**$20,196,925**
Eau Claire County (WI)	$2,330,364		$511,287		**$2,841,651**	**$2,793,599**	**$5,635,250**
Group B Average	**$12,526,164**		**$3,986,892**		**$16,513,056**	**$13,049,819**	**$29,562,875**
Percentage of Total	**42.4%**		**13.5%**		**55.9%**	**44.1%**	**100.0%**
Average Excluding Outliers/Exclusions					$11,988,118	$10,645,706	
Group B Median	$5,855,400		$390,474		$6,245,874	$6,076,502	$10,872,627

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	**Organizational Expenditures (Operating)**	+	**Organizational Expenditures (Capital)**	=	**Total ORGANIZATIONAL Expenditures**	**Arts Event-Related AUDIENCE Expenditures**	**Total Expenditures (Both Organizations and Audiences)**
City of Rochester (MN)	$17,088,901		$2,033,819		**$19,122,720**	**$19,084,515**	**$38,207,235**
Tompkins County (NY) [1]	$13,265,074		$113,582		**$13,378,656**	**$7,336,956**	**$20,715,612**
Wayne County (NC)	$1,470,779		$4,826		**$1,475,605**	**$1,363,434**	**$2,839,039**
City of McKinney (TX)	$574,407		$57,296		**$631,703**	**$1,407,326**	**$2,039,029**
Orange County (NC)	$62,503,347		$1,399,328		**$63,902,675**	**$21,503,700**	**$85,406,375**
Town of Cary (NC)***	$4,032,116		$185,679		**$4,217,795**	**$4,964,157**	**$9,181,952**
Marathon County (WI)	$5,186,860		$75,003		**$5,261,863**	**$3,912,630**	**$9,174,493**
Greater Charlottesville Area (VA)**	$42,923,323		$6,573,792		**$49,497,115**	**$64,870,161**	**$114,367,276**
City of Fort Collins (CO)	$8,632,865		$381,287		**$9,014,152**	**$10,153,509**	**$19,167,661**
Cambria County (PA) [1]	$8,052,035		$1,098,001		**$9,150,036**	**$25,007,884**	**$34,157,920**
City of Alexandria (VA)	$25,547,946		$527,073		**$26,075,019**	**$44,580,402**	**$70,655,421**
City of Eugene (OR)	$29,237,415		$234,148		**$29,471,563**	**$16,084,968**	**$45,556,531**
Pitt County (NC)	$5,903,411		$259,326		**$6,162,737**	**$3,096,141**	**$9,258,878**
City of Santa Clarita (CA) [1,2]	$5,807,151		$0		**$5,807,151**	**$5,564,504**	**$11,371,655**
City of Providence (RI)** [1]	$82,952,451		$1,034,591		**$83,987,042**	**$106,067,850**	**$190,054,892**
Erie (PA) [1,2]	$10,648,662		$0		**$10,648,662**	**$7,500,339**	**$18,149,001**
New Hanover County (NC)	$5,671,757		$70,901		**$5,742,658**	**$15,106,019**	**$20,848,677**
City of Glendale (CA) [1,2]	$5,793,445		$0		**$5,793,445**	**$2,978,277**	**$8,771,722**
City of Tacoma (WA)	$32,163,591		$2,698,080		**$34,861,671**	**$29,855,696**	**$64,717,367**
Whatcom County (WA)	$8,340,873		$308,174		**$8,649,047**	**$5,420,331**	**$14,069,378**
City of Boise (ID)	$22,244,466		$497,498		**$22,741,964**	**$25,293,132**	**$48,035,096**
Lackawanna County (PA) [1,2]	$14,402,174		$0		**$14,402,174**	**$12,507,554**	**$26,909,728**
Arlington County (VA)	$89,989,506		$63,551		**$90,053,057**	**$7,324,424**	**$97,377,481**
City of Orlando (FL)***	$42,938,293		$5,193,782		**$48,132,075**	**$45,874,130**	**$94,006,205**
Buncombe County (NC)	$16,663,860		$264,853		**$16,928,713**	**$26,820,994**	**$43,749,707**
St. Tammany Parish (LA)	$5,417,466		$147,557		**$5,565,023**	**$14,696,163**	**$20,261,186**
Alachua County (FL)	$31,421,602		$916,088		**$32,337,690**	**$53,153,848**	**$85,491,538**
Greater Jackson Area (MS)	$3,970,464		$105,356		**$4,075,820**	**$6,715,101**	**$10,790,921**
Group C Average	**$21,530,151**		**$865,843**		**$22,395,994**	**$21,008,719**	**$43,404,713**
Percentage of Group C Total	**49.6%**		**2.0%**		**51.6%**	**48.4%**	**100.0%**
Average Excluding Outliers/Exclusions					$18,385,575	$20,669,456	
Group C Median	$11,956,868		$246,737		$12,013,659	$13,601,859	$23,879,203

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	**Organizational Expenditures (Operating)**	+	**Organizational Expenditures (Capital)**	=	**Total ORGANIZATIONAL Expenditures**	**Arts Event-Related AUDIENCE Expenditures**	**Total Expenditures (Both Organizations and Audiences)**
City of Lincoln (NE)	$29,206,842		$4,282,346		**$33,489,188**	**$19,565,607**	**$53,054,795**
Durham County (NC)	$68,490,730		$5,629,445		**$74,120,175**	**$51,414,683**	**$125,534,858**
Osceola County (FL)	$922,723		$968,500		**$1,891,223**	**$499,214**	**$2,390,437**
City of Newark (NJ)	$69,452,399		$4,851,089		**$74,303,488**	**$52,868,971**	**$127,172,459**
City of Riverside (CA)*** [1,2]	$14,442,437		$0		**$14,442,437**	**$20,727,398**	**$35,169,835**
Lexington-Fayette Urban County (KY)	$7,845,361		$262,172		**$8,107,533**	**$10,446,761**	**$18,554,294**
Loudoun County (VA)	$8,393,138		$198,683		**$8,591,821**	**$7,668,542**	**$16,260,363**
Cumberland County (NC)	$31,316,668		$878,254		**$32,194,922**	**$21,542,634**	**$53,737,556**
Greater Chattanooga Area (TN)	$35,118,538		$5,296,190		**$40,414,728**	**$65,579,534**	**$105,994,262**
Forsyth County (NC)	$62,457,948		$8,215,216		**$70,673,164**	**$65,925,399**	**$136,598,563**
City of Wichita (KS)	$35,873,101		$1,221,062		**$37,094,163**	**$29,063,523**	**$66,157,686**
Sarasota County (FL)	$116,596,415		$12,677,215		**$129,273,630**	**$50,749,733**	**$180,023,363**
City of Oakland (CA) [1,2]	$31,655,035		$0		**$31,655,035**	**$22,017,486**	**$53,672,521**
Santa Barbara County (CA) [1]	$77,191,728		$2,502,498		**$79,694,226**	**$44,322,268**	**$124,016,494**
City of Miami (FL)***	$223,106,564		$119,469,217		**$342,575,781**	**$233,887,365**	**$576,463,146**
Seminole County (FL)	$1,018,660		$1,039,232		**$2,057,892**	**$1,301,516**	**$3,359,408**
City of Omaha (NE)	$42,909,025		$2,945,257		**$45,854,282**	**$44,017,170**	**$89,871,452**
Greater Syracuse Area (NY) [1]	$33,745,928		$146,935		**$33,892,863**	**$99,467,778**	**$133,360,641**
City of Mesa (AZ) [1]	$14,575,331		$102,878		**$14,678,209**	**$10,495,071**	**$25,173,280**
Guilford County (NC)	$40,571,518		$5,817,904		**$46,389,422**	**$71,743,900**	**$118,133,322**
Dane County (WI)	$67,362,210		$1,871,480		**$69,233,690**	**$76,266,707**	**$145,500,397**
Volusia County (FL)	$8,938,410		$1,134,412		**$10,072,822**	**$15,935,543**	**$26,008,365**
Group D Average	**$46,417,760**		**$8,159,545**		**$54,577,304**	**$46,159,400**	**$100,736,704**
Percentage of Group D Total	**46.1%**		**8.1%**		**54.2%**	**45.8%**	**100.0%**
Average Excluding Outliers/Exclusions					$42,184,124	$38,044,602	
Group D Median	$34,432,233		$1,546,271		$35,493,513	$36,540,347	$78,014,569

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	**Organizational Expenditures (Operating)**	+	**Organizational Expenditures (Capital)**	=	**Total ORGANIZATIONAL Expenditures**	**Arts Event-Related AUDIENCE Expenditures**	**Total Expenditures (Both Organizations and Audiences)**
City of Albuquerque (NM)	$56,864,299		$4,754,024		**$61,618,323**	**$30,270,300**	**$91,888,623**
City of Atlanta (GA)	$165,030,226		$3,083,659		**$168,113,885**	**$131,869,187**	**$299,983,072**
Polk County (FL)	$2,645,255		$19,195		**$2,664,450**	**$7,801,775**	**$10,466,225**
Lee County (FL)	$21,887,874		$1,253,769		**$23,141,643**	**$45,143,166**	**$68,284,809**
City of Seattle (WA)	$268,296,903		$3,687,122		**$271,984,025**	**$175,628,709**	**$447,612,734**
District of Columbia (DC)*	$670,754,489		$17,346,872		**$688,101,361**	**$394,790,447**	**$1,082,891,808**
City of Baltimore (MD) [1]	$251,297,187		$14,976,309		**$266,273,496**	**$121,937,488**	**$388,210,984**
Jefferson County (AL)	$73,523,491		$15,020,704		**$88,544,195**	**$146,401,225**	**$234,945,420**
City of Austin (TX)	$129,387,132		$7,793,156		**$137,180,288**	**$98,968,236**	**$236,148,524**
City of Indianapolis (IN)	$179,935,489		$12,915,643		**$192,851,132**	**$191,393,300**	**$384,244,432**
City and County of San Francisco (CA)* [1,2]	$472,127,310		$0		**$472,127,310**	**$237,851,930**	**$709,979,240**
Prince George's County (MD) [1]	$16,322,162		$562		**$16,322,724**	**$12,639,245**	**$28,961,969**
Bergen County (NJ)	$10,907,230		$167,830		**$11,075,060**	**$14,497,093**	**$25,572,153**
Wake County (NC)	$86,023,233		$1,783,539		**$87,806,772**	**$78,421,629**	**$166,228,401**
Fairfield County (CT)	$73,121,269		$10,839,348		**$83,960,617**	**$46,000,821**	**$129,961,438**
Mecklenburg County (NC)	$95,344,388		$5,832,906		**$101,177,294**	**$101,620,796**	**$202,798,090**
Greater Memphis Area (TN)	$55,755,507		$6,817,953		**$62,573,460**	**$62,582,581**	**$125,156,041**
City of San Jose (CA)*** [1]	$72,655,015		$624,699		**$73,279,714**	**$49,348,167**	**$122,627,881**
Westchester County (NY) [1]	$92,078,179		$4,767,883		**$96,846,062**	**$59,594,940**	**$156,441,002**
Montgomery County (MD) [1,2]	$76,727,887		$0		**$76,727,887**	**$74,321,520**	**$151,049,407**
Group E Average	**$143,534,226**		**$5,584,259**		**$149,118,485**	**$104,054,128**	**$253,172,613**
Percentage of Group E Total	**56.7%**		**2.2%**		**58.9%**	**41.1%**	**100.0%**
Average Excluding Outliers/Exclusions					$102,874,195	$82,299,530	
Group E Median	$81,375,560		$4,220,573		$88,175,484	$76,371,575	$161,334,702

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	**Organizational Expenditures (Operating)**	+	**Organizational Expenditures (Capital)**	=	**Total ORGANIZATIONAL Expenditures**	**Arts Event-Related AUDIENCE Expenditures**	**Total Expenditures (Both Organizations and Audiences)**
Pima County (AZ) [1]	$42,206,598		$568,561		**$42,775,159**	**$44,940,733**	**$87,715,892**
Fairfax County (VA)	$45,142,237		$4,111,448		**$49,253,685**	**$30,066,316**	**$79,320,001**
Orange County (FL)	$61,085,682		$9,580,115		**$70,665,797**	**$110,252,107**	**$180,917,904**
Greater Columbus Area (OH) [1]	$130,641,695		$476,380		**$131,118,075**	**$95,167,848**	**$226,285,923**
Allegheny County (PA) [1,2]	$368,814,926		$0		**$368,814,926**	**$316,787,838**	**$685,602,764**
City of San Diego (CA)*** [1,2]	$238,087,570		$0		**$238,087,570**	**$341,334,110**	**$579,421,680**
City of Dallas (TX)	$162,283,801		$3,097,002		**$165,380,803**	**$156,585,203**	**$321,966,006**
Palm Beach County (FL)	$129,563,654		$9,331,772		**$138,895,426**	**$111,052,882**	**$249,948,308**
Greater St. Louis Area (MO)	$299,161,571		$14,093,177		**$313,254,748**	**$269,079,387**	**$582,334,135**
City of San Antonio (TX)	$50,684,853		$12,040,227		**$62,725,080**	**$71,964,193**	**$134,689,273**
Sacramento County (CA) [1]	$81,998,931		$53,354		**$82,052,285**	**$29,930,968**	**$111,983,253**
City and County of Philadelphia (PA) [1,2]	$767,225,682		$0		**$767,225,682**	**$478,712,213**	**$1,245,937,895**
City of Phoenix (AZ) [1]	$150,188,223		$14,319,016		**$164,507,239**	**$136,110,089**	**$300,617,328**
Broward County (FL)	$100,026,549		$2,963,679		**$102,990,228**	**$126,877,854**	**$229,868,082**
Santa Clara County (CA) [1]	$104,467,528		$941,022		**$105,408,550**	**$61,982,976**	**$167,391,526**
Tarrant County (TX)	$37,810,223		$1,371,607		**$39,181,830**	**$45,257,105**	**$84,438,935**
Clark County (NV)	$26,542,088		$8,197,089		**$34,739,177**	**$21,573,435**	**$56,312,612**
Riverside County (CA) [1,2]	$51,638,155		$0		**$51,638,155**	**$34,438,434**	**$86,076,589**
Miami-Dade County (FL)	$449,742,589		$224,216,170		**$673,958,759**	**$402,224,799**	**$1,076,183,558**
City of Chicago (IL) [1]	$1,171,366,506		$36,178,119		**$1,207,544,625**	**$989,821,832**	**$2,197,366,457**
San Diego County (CA) [1,2]	$272,357,906		$0		**$272,357,906**	**$392,652,110**	**$665,010,016**
City of Los Angeles (CA) [1,2]	$950,548,282		$0		**$950,548,282**	**$435,210,240**	**$1,385,758,522**
Harris County (TX)	$369,027,885		$4,384,509		**$373,412,394**	**$495,568,097**	**$868,980,491**
Group F Average	**$263,504,919**		**$15,040,141**		**$278,545,060**	**$225,982,207**	**$504,527,267**
Percentage of Group F Total	**52.2%**		**3.0%**		**55.2%**	**44.8%**	**100.0%**
Average Excluding Outliers/Exclusions					$280,384,037	$220,738,939	
Group F Median	$130,641,695		$2,963,679		$138,895,426	$126,877,854	$249,948,308
ALL CITY/COUNTY STUDY REGIONS							
Average	**$79,143,215**		**$5,469,772**		**$84,612,987**	**$67,303,573**	**$151,916,560**
Percent of Total	**52.1%**		**3.6%**		**55.7%**	**44.3%**	**100.0%**
Average Excluding Outliers/Exclusions					$82,332,589	$65,212,203	
Median	$22,244,466		$568,561		$23,141,643	$21,573,435	$49,081,279

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Organizational Expenditures (Operating)	+	Organizational Expenditures (Capital)	=	Total ORGANIZATIONAL Expenditures	Arts Event-Related AUDIENCE Expenditures	Total Expenditures (Both Organizations and Audiences)
Greater Portsmouth Area (NH)	$9,752,932		$748,448		**$10,501,380**	**$30,911,501**	**$41,412,881**
Greater Concord Area (NH)	$10,425,324		$326,388		**$10,751,712**	**$6,957,719**	**$17,709,431**
Greater Aberdeen Area (SD)	$1,507,482		$58,109		**$1,565,591**	**$3,045,063**	**$4,610,654**
Centre Region (PA) [1]	$9,900,495		$87,765		**$9,988,260**	**$12,476,232**	**$22,464,492**
Greater Minot Area (ND)	$6,283,397		$1,360		**$6,284,757**	**$3,621,156**	**$9,905,913**
Creative Corridor in Northwest Iowa (IA)	$3,726,102		$0		**$3,726,102**	**$7,459,884**	**$11,185,986**
Northern New Hampshire (NH)	$7,481,208		$294,035		**$7,775,243**	**$7,372,158**	**$15,147,401**
Greater Sioux Falls Area (SD)	$15,411,051		$521,102		**$15,932,153**	**$19,105,535**	**$35,037,688**
Greater Athens Area (GA)	$3,873,924		$38,653		**$3,912,577**	**$6,168,568**	**$10,081,145**
Greater Rockford Area (IL) [1,2]	$17,435,165		$0		**$17,435,165**	**$6,624,256**	**$24,059,421**
Greater Peoria Area (IL) [1]	$13,682,843		$1,130,072		**$14,812,915**	**$5,555,837**	**$20,368,752**
Greater Fox Cities Region (WI)	$18,795,647		$2,425,442		**$21,221,089**	**$11,091,534**	**$32,312,623**
Northern Tier Region (PA) [1,2]	$3,948,860		$0		**$3,948,860**	**$3,253,732**	**$7,202,592**
Northwest Arkansas Area (AR)	$29,386,252		$1,530,649		**$30,916,901**	**$14,580,226**	**$45,497,127**
Mahoning Valley Region (OH) [1]	$10,809,827		$2,281,749		**$13,091,576**	**$12,537,414**	**$25,628,990**
Iowa Cultural Corridor (IA)	$46,561,876		$3,666,295		**$50,228,171**	**$29,572,994**	**$79,801,165**
Pikes Peak Region (CO)	$34,836,114		$2,632,837		**$37,468,951**	**$34,544,172**	**$72,013,123**
Greater Columbia Area (SC)	$17,479,059		$1,050,758		**$18,529,817**	**$17,368,257**	**$35,898,074**
Lehigh Valley Region (PA) [1]	$93,690,996		$8,415,784		**$102,106,780**	**$105,867,965**	**$207,974,745**
West Valley Region (AZ) [1]	$8,531,844		$1,000		**$8,532,844**	**$6,179,636**	**$14,712,480**
Greater Harrisburg Area (PA) [1,2]	$30,858,126		$0		**$30,858,126**	**$23,583,352**	**$54,441,478**
Greater Hartford Area (CT)	$136,709,508		$11,715,363		**$148,424,871**	**$82,005,472**	**$230,430,343**
Greater Portland Area (OR)	$141,799,230		$10,262,626		**$152,061,856**	**$101,452,193**	**$253,514,049**
Metropolitan Kansas City Area (MO/KS)	$101,705,208		$102,157,907		**$203,863,115**	**$69,273,171**	**$273,136,286**
Greater Milwaukee Area (WI)	$217,257,420		$3,095,060		**$220,352,480**	**$79,267,169**	**$299,619,649**

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Organizational Expenditures (Operating)	+	Organizational Expenditures (Capital)	=	Total ORGANIZATIONAL Expenditures	Arts Event-Related AUDIENCE Expenditures	Total Expenditures (Both Organizations and Audiences)
Central Florida Region (FL)	$85,229,170		$13,721,011		**$98,950,181**	**$165,039,213**	**$263,989,394**
Greater Washington DC Region (DC/MD/VA) [1]	$924,484,227		$22,049,506		**$946,533,733**	**$563,722,354**	**$1,510,256,087**
Greater Philadelphia Region (PA) [1]	$874,487,294		$0		**$874,487,294**	**$521,137,437**	**$1,395,624,731**
Southeastern Michigan Region (MI) [1]	$339,396,059		$5,269,205		**$344,665,264**	**$132,560,262**	**$477,225,526**
Greater Houston Area (TX)	$408,320,132		$6,243,890		**$414,564,022**	**$563,107,041**	**$977,671,063**
North Texas Region (TX)	$206,358,084		$5,500,677		**$211,858,761**	**$216,653,567**	**$428,512,328**
Regional Average	**$123,552,415**		**$6,620,184**		**$130,172,598**	**$92,325,647**	**$222,498,246**
Percentage of Regional Total	55.5%		3.0%		58.5%	41.5%	100.0%
Regional Median	$18,795,647		$1,130,072		$21,221,089	$19,105,535	$41,412,881

Statewide Study Regions All Populations Sample Size = 10	Organizational Expenditures (Operating)	+	Organizational Expenditures (Capital)	=	Total ORGANIZATIONAL Expenditures	Arts Event-Related AUDIENCE Expenditures	Total Expenditures (Both Organizations and Audiences)
State of South Dakota	$33,540,847		$2,663,495		**$36,204,342**	**$60,456,028**	**$96,660,370**
State of Delaware	$84,509,625		$18,898,153		**$103,407,778**	**$38,921,849**	**$142,329,627**
State of Hawai'i	$81,030,661		$8,255,191		**$89,285,852**	**$70,319,715**	**$159,605,567**
State of New Hampshire	$50,445,570		$2,582,497		**$53,028,067**	**$62,054,161**	**$115,082,228**
State of Nebraska	$86,978,183		$8,786,681		**$95,764,864**	**$78,624,668**	**$174,389,532**
State of Connecticut	$410,832,610		$44,645,845		**$455,478,455**	**$197,482,356**	**$652,960,811**
State of Wisconsin	$329,875,284		$10,208,934		**$340,084,218**	**$195,084,268**	**$535,168,486**
State of North Carolina	$621,728,899		$37,567,715		**$659,296,614**	**$582,577,874**	**$1,241,874,488**
State of Pennsylvania [1]	$1,461,036,203		$9,613,895		**$1,470,650,098**	**$1,074,732,171**	**$2,545,382,269**
State of Illinois [1]	$1,518,843,097		$42,260,007		**$1,561,103,104**	**$1,191,622,162**	**$2,752,725,266**
Statewide Average	**$467,882,098**		**$18,548,241**		**$486,430,339**	**$355,187,525**	**$841,617,864**
Percentage of Statewide Total	55.6%		2.2%		57.8%	42.2%	100.0%
Statewide Median	$208,426,734		$9,911,415		$221,745,998	$136,854,468	$354,779,009

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 2:
Total Expenditures Made by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
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Individual Arts Districts All Populations Sample Size = 2	**Organizational Expenditures (Operating)**	+	**Organizational Expenditures (Capital)**	=	**Total ORGANIZATIONAL Expenditures**	**Arts Event-Related AUDIENCE Expenditures**	**Total Expenditures (Both Organizations and Audiences)**
Grand Center Arts District (St. Louis, MO)	$60,598,636		$1,330,166		**$61,928,802**	**$19,247,258**	**$81,176,060**
Dallas Arts District (Dallas, TX)	$73,618,266		$2,701,155		**$76,319,421**	**$52,309,107**	**$128,628,528**
Arts District Average	**$67,108,451**		**$2,015,661**		**$69,124,112**	**$35,778,183**	**$104,902,294**
Percentage of Art District Total	**64.0%**		**1.9%**		**65.9%**	**34.1%**	**100.0%**

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

[2] The Cultural Data Project did not provide itemized capital expenditures. Therefore, in study regions where the CDP was the sole source of organizational expenditure data, "$0" has been listed in the capital expenditures column (Column Two).

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

This table presents for each study region the total economic impact (*i.e.* , the sum of the direct impacts PLUS the indirect impacts) of spending by the nonprofit arts and culture industry—both nonprofit arts and culture organizations and their audiences—during fiscal year 2010. Summary statistics are calculated for each population group.

Total industry expenditures are the sum of total expenditures by responding nonprofit arts and culture organizations and induced event-related spending by their audiences. The total impact is a measure of the effect each expended dollar has on the study region's economy as it is spent and re-spent within the region. It is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity IV* National Statistical Report for more information about direct and total economic impacts.

Column Two:
The total direct spending by the nonprofit arts and culture industry in each participating study region during fiscal year 2010. This figure is the sum of expenditures made by responding nonprofit arts and culture organizations and induced event-related audience spending. (These are real dollars; no multiplier is employed.)

Column Three:
The total number of full-time equivalent (FTE) jobs supported by the expenditures generated by each participating study region's nonprofit arts and culture industry. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Four:
The total amount of household income paid to study region residents as a result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Household income includes salaries, wages, and proprietary income.

Column Five:
The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Local government includes the city and county governments located within each participating study region.

Column Six:
The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a result of the expenditures generated by each participating study region's nonprofit arts and culture industry.

Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	**Total Direct Expenditures (Both Organizations and Audiences)**	**TOTAL Economic Impacts**			
		Full-Time Equivalent Jobs	**Resident Household Income**	**Local Government Revenue**	**State Government Revenue**
City of Gunnison (CO)	$481,932	12	$297,000	$16,000	$11,000
Town of Telluride (CO)	$37,409,378	977	$22,477,000	$1,825,000	$754,000
Town of Crested Butte (CO)	$6,482,748	159	$3,287,000	$281,000	$155,000
Town of Newmarket (NH)	$150,165	5	$108,000	$8,000	$8,000
Greater Ketchikan Area (AK)	$5,735,988	129	$2,835,000	$194,000	$296,000
Gunnison County (CO)	$6,964,680	171	$3,584,000	$297,000	$166,000
City of Durango (CO)	$9,053,126	309	$6,495,000	$420,000	$225,000
Teton County (WY)	$49,215,392	1,011	$21,124,000	$1,820,000	$2,916,000
City of Laguna Beach (CA)	$49,081,279	1,351	$32,118,000	$2,041,000	$2,531,000
City of Fairfax (VA)	$10,093,772	245	$4,955,000	$357,000	$281,000
City of Auburn (NY)	$3,588,563	104	$1,999,000	$299,000	$144,000
City of Slidell (LA)	$3,120,617	93	$1,850,000	$186,000	$230,000
City of Winter Park (FL)	$42,561,554	1,478	$29,997,000	$1,680,000	$1,949,000
Greater Elkins Area (WV)	$6,244,437	146	$3,348,000	$274,000	$494,000
Transylvania County (NC)	$8,559,908	240	$4,909,000	$312,000	$359,000
City of Rochester (NH)	$7,391,023	287	$5,318,000	$238,000	$282,000
City and Borough of Juneau (AK)	$6,746,355	298	$4,532,000	$289,000	$297,000
Princeton (NJ)	$51,320,374	2,097	$44,570,000	$2,990,000	$2,659,000
Platte County (NE)	$3,996,076	95	$2,208,000	$143,000	$213,000
Adams County (NE)	$8,672,177	316	$6,661,000	$406,000	$421,000
City of Fairbanks (AK)	$12,152,800	385	$7,624,000	$566,000	$902,000
City of West Hollywood (CA)	$29,233,453	776	$24,468,000	$1,246,000	$1,565,000
City of Pittsfield (MA)	$25,306,540	762	$14,275,000	$1,086,000	$1,146,000
Windham County (VT)	$10,787,982	330	$7,444,000	$215,000	$602,000
Iron County* (UT)	$42,368,754	1,068	$18,776,000	$1,852,000	$1,913,000
Watauga County (NC)	$9,185,864	264	$5,646,000	$466,000	$372,000
Buffalo County (NE)	$9,683,461	281	$7,771,000	$383,000	$447,000
Group A Average	**$16,873,644**	**496**	**$10,691,704**	**$736,667**	**$790,296**
Group A Median	$9,053,126	287	$5,646,000	$357,000	$372,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	**Total Direct Expenditures (Both Organizations and Audiences)**	**TOTAL Economic Impacts**			
		Full-Time Equivalent Jobs	**Resident Household Income**	**Local Government Revenue**	**State Government Revenue**
Chenango County (NY)	$1,830,375	41	$933,000	$117,000	$59,000
City of La Crosse (WI)	$9,374,024	321	$6,884,000	$419,000	$519,000
Lenoir County (NC)	$1,573,871	52	$1,220,000	$74,000	$65,000
City of Dubuque (IA)	$47,183,273	1,530	$36,737,000	$2,719,000	$2,263,000
Greater Enid Area (OK)	$9,686,794	334	$6,829,000	$380,000	$506,000
City of Flagstaff (AZ)	$72,938,282	2,497	$55,658,000	$3,836,000	$3,784,000
City of Portland (ME)	$49,150,508	1,535	$35,439,000	$2,755,000	$2,903,000
Athens County (OH)	$24,349,791	739	$17,865,000	$1,108,000	$1,065,000
Rutherford County (NC)	$906,601	24	$520,000	$30,000	$34,000
City of Walnut Creek (CA)	$32,483,480	865	$19,621,000	$1,184,000	$1,641,000
City of Missoula (MT)	$39,899,280	1,447	$30,333,000	$1,820,000	$1,471,000
City of Bloomington (IN)	$72,276,722	3,430	$63,593,000	$2,641,000	$3,647,000
City of Miami Beach (FL)	$154,285,791	4,311	$140,711,000	$6,695,000	$10,513,000
Greater Parkersburg Area (WV)	$2,075,991	78	$1,531,000	$59,000	$131,000
Moore County (NC)	$6,387,592	149	$3,445,000	$208,000	$251,000
Indiana County (PA)	$587,446	23	$482,000	$17,000	$28,000
Buchanan County (MO)	$10,872,627	489	$9,770,000	$438,000	$451,000
City of Boulder (CO)	$20,196,925	524	$12,754,000	$659,000	$681,000
Eau Claire County (WI)	$5,635,250	224	$4,994,000	$287,000	$299,000
Group B Average	**$29,562,875**	**980**	**$23,648,368**	**$1,339,263**	**$1,595,316**
Group B Median	$10,872,627	489	$9,770,000	$438,000	$519,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	Total Direct Expenditures (Both Organizations and Audiences)	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Rochester (MN)	$38,207,235	873	$20,310,000	$973,000	$2,016,000
Tompkins County (NY)	$20,715,612	789	$14,519,000	$1,552,000	$837,000
Wayne County (NC)	$2,839,039	90	$1,908,000	$140,000	$127,000
City of McKinney (TX)	$2,039,029	52	$1,148,000	$88,000	$113,000
Orange County (NC)	$85,406,375	3,352	$68,435,000	$3,504,000	$4,537,000
Town of Cary (NC)	$9,181,952	399	$8,225,000	$505,000	$523,000
Marathon County (WI)	$9,174,493	340	$6,074,000	$309,000	$464,000
Greater Charlottesville Area (VA)	$114,367,276	1,921	$48,892,000	$5,576,000	$3,581,000
City of Fort Collins (CO)	$19,167,661	528	$11,843,000	$1,185,000	$643,000
Cambria County (PA)	$34,157,920	1,036	$22,359,000	$1,342,000	$2,177,000
City of Alexandria (VA)	$70,655,421	1,774	$37,955,000	$2,431,000	$2,364,000
City of Eugene (OR)	$45,556,531	1,739	$34,810,000	$1,678,000	$743,000
Pitt County (NC)	$9,258,878	462	$9,347,000	$386,000	$449,000
City of Santa Clarita (CA)	$11,371,655	309	$9,561,000	$436,000	$673,000
City of Providence (RI)	$190,054,892	4,669	$106,974,000	$9,268,000	$9,732,000
Erie (PA)	$18,149,001	637	$12,834,000	$714,000	$1,006,000
New Hanover County (NC)	$20,848,677	799	$17,524,000	$1,076,000	$1,073,000
City of Glendale (CA)	$8,771,722	223	$6,715,000	$391,000	$538,000
City of Tacoma (WA)	$64,717,367	1,735	$40,524,000	$2,815,000	$3,758,000
Whatcom County (WA)	$14,069,378	520	$11,037,000	$560,000	$684,000
City of Boise (ID)	$48,035,096	1,602	$35,976,000	$1,645,000	$2,816,000
Lackawanna County (PA)	$26,909,728	985	$19,840,000	$1,057,000	$1,373,000
Arlington County (VA)	$97,377,481	2,545	$56,865,000	$3,927,000	$3,158,000
City of Orlando (FL)	$94,006,205	3,487	$77,100,000	$3,803,000	$4,765,000
Buncombe County (NC)	$43,749,707	1,427	$32,458,000	$2,288,000	$2,465,000
St. Tammany Parish (LA)	$20,261,186	681	$13,493,000	$1,269,000	$1,539,000
Alachua County (FL)	$85,491,538	2,344	$49,827,000	$3,220,000	$4,042,000
Greater Jackson Area (MS)	$10,790,921	471	$10,757,000	$586,000	$986,000
Group C Average	**$43,404,713**	**1,278**	**$28,118,214**	**$1,883,000**	**$2,042,214**
Group C Median	$23,879,203	836	$18,682,000	$1,227,000	$1,223,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	**Total Direct Expenditures (Both Organizations and Audiences)**	**TOTAL Economic Impacts**			
		Full-Time Equivalent Jobs	**Resident Household Income**	**Local Government Revenue**	**State Government Revenue**
City of Lincoln (NE)	$53,054,795	1,550	$39,481,000	$2,404,000	$2,570,000
Durham County (NC)	$125,534,858	4,550	$105,159,000	$6,099,000	$5,335,000
Osceola County (FL)	$2,390,437	78	$1,749,000	$53,000	$141,000
City of Newark (NJ)	$127,172,459	3,580	$94,598,000	$5,157,000	$6,117,000
City of Riverside (CA)	$35,169,835	1,075	$24,146,000	$1,515,000	$2,207,000
Lexington-Fayette Urban County (KY)	$18,554,294	709	$17,104,000	$488,000	$1,403,000
Loudoun County (VA)	$16,260,363	358	$10,780,000	$623,000	$538,000
Cumberland County (NC)	$53,737,556	1,769	$35,785,000	$2,613,000	$2,797,000
Greater Chattanooga Area (TN)	$105,994,262	3,880	$87,016,000	$4,514,000	$7,519,000
Forsyth County (NC)	$136,598,563	4,769	$112,395,000	$5,743,000	$7,959,000
City of Wichita (KS)	$66,157,686	2,006	$50,049,000	$3,392,000	$3,069,000
Sarasota County (FL)	$180,023,363	4,579	$134,363,000	$7,580,000	$12,556,000
City of Oakland (CA)	$53,672,521	1,663	$43,485,000	$2,797,000	$2,948,000
Santa Barbara County (CA)	$124,016,494	3,587	$78,517,000	$5,194,000	$6,553,000
City of Miami (FL)	$576,463,146	13,991	$441,017,000	$22,020,000	$35,658,000
Seminole County (FL)	$3,359,408	102	$2,383,000	$170,000	$257,000
City of Omaha (NE)	$89,871,452	3,431	$76,283,000	$3,889,000	$5,218,000
Greater Syracuse Area (NY)	$133,360,641	5,117	$110,362,000	$12,627,000	$7,470,000
City of Mesa (AZ)	$25,173,280	850	$21,087,000	$1,175,000	$1,455,000
Guilford County (NC)	$118,133,322	4,269	$78,387,000	$5,386,000	$5,908,000
Dane County (WI)	$145,500,397	5,119	$97,276,000	$5,977,000	$7,816,000
Volusia County (FL)	$26,008,365	792	$18,109,000	$1,540,000	$2,140,000
Group D Average	**$100,736,704**	**3,083**	**$76,342,318**	**$4,588,909**	**$5,801,545**
Group D Median	$78,014,569	2,719	$63,166,000	$3,640,500	$4,143,500

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	**Total Direct Expenditures (Both Organizations and Audiences)**	**TOTAL Economic Impacts**			
		Full-Time Equivalent Jobs	**Resident Household Income**	**Local Government Revenue**	**State Government Revenue**
City of Albuquerque (NM)	$91,888,623	3,674	$87,800,000	$3,219,000	$8,390,000
City of Atlanta (GA)	$299,983,072	9,424	$232,223,000	$14,190,000	$13,276,000
Polk County (FL)	$10,466,225	338	$7,581,000	$566,000	$854,000
Lee County (FL)	$68,284,809	2,038	$48,103,000	$3,600,000	$5,801,000
City of Seattle (WA)	$447,612,734	10,807	$248,198,000	$17,042,000	$21,189,000
District of Columbia (DC) [1]	$1,082,891,808	14,554	$457,763,000	$80,102,000	$0
City of Baltimore (MD)	$388,210,984	9,505	$260,413,000	$16,985,000	$16,914,000
Jefferson County (AL)	$234,945,420	6,805	$149,909,000	$8,312,000	$9,218,000
City of Austin (TX)	$236,148,524	7,315	$164,865,000	$13,671,000	$9,286,000
City of Indianapolis (IN)	$384,244,432	13,136	$318,488,000	$15,912,000	$26,571,000
City and County of San Francisco (CA)	$709,979,240	19,744	$508,933,000	$24,160,000	$35,138,000
Prince George's County (MD)	$28,961,969	644	$18,129,000	$1,202,000	$1,524,000
Bergen County (NJ)	$25,572,153	685	$16,034,000	$1,282,000	$1,162,000
Wake County (NC)	$166,228,401	6,601	$124,823,000	$7,228,000	$8,640,000
Fairfield County (CT)	$129,961,438	3,972	$88,292,000	$4,679,000	$5,836,000
Mecklenburg County (NC)	$202,798,090	6,240	$144,567,000	$8,367,000	$9,766,000
Greater Memphis Area (TN)	$125,156,041	3,898	$104,703,000	$5,528,000	$9,568,000
City of San Jose (CA)	$122,627,881	2,809	$61,026,000	$3,947,000	$4,782,000
Westchester County (NY)	$156,441,002	4,800	$114,667,000	$12,466,000	$10,640,000
Montgomery County (MD)	$151,049,407	2,955	$63,418,000	$4,984,000	$5,306,000
Group E Average	**$253,172,613**	**6,073**	**$145,377,474**	**$8,807,368**	**$10,729,526**
Group E Median	$161,334,702	4,800	$114,667,000	$7,228,000	$9,218,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	**Total Direct Expenditures (Both Organizations and Audiences)**	**TOTAL Economic Impacts**			
		Full-Time Equivalent Jobs	**Resident Household Income**	**Local Government Revenue**	**State Government Revenue**
Pima County (AZ)	$87,715,892	2,602	$55,250,000	$3,827,000	$4,295,000
Fairfax County (VA)	$79,320,001	1,804	$41,127,000	$2,402,000	$2,573,000
Orange County (FL)	$180,917,904	6,703	$128,738,000	$7,458,000	$8,308,000
Greater Columbus Area (OH)	$226,285,923	8,532	$207,145,000	$11,094,000	$14,489,000
Allegheny County (PA)	$685,602,764	20,549	$409,738,000	$31,448,000	$43,193,000
City of San Diego (CA)	$579,421,680	17,817	$447,286,000	$26,151,000	$34,915,000
City of Dallas (TX)	$321,966,006	11,227	$285,722,000	$17,461,000	$20,118,000
Palm Beach County (FL)	$249,948,308	5,782	$135,847,000	$11,348,000	$12,583,000
Greater St. Louis Area (MO)	$582,334,135	18,983	$452,252,000	$28,287,000	$29,561,000
City of San Antonio (TX)	$134,689,273	5,132	$121,493,000	$7,442,000	$9,769,000
Sacramento County (CA)	$111,983,253	4,441	$97,353,000	$5,998,000	$7,158,000
City and County of Philadelphia (PA)	$1,245,937,895	29,844	$765,773,000	$59,324,000	$59,739,000
City of Phoenix (AZ)	$300,617,328	9,623	$218,655,000	$13,955,000	$17,711,000
Broward County (FL)	$229,868,082	6,402	$157,263,000	$10,889,000	$11,011,000
Santa Clara County (CA)	$167,391,526	4,224	$97,362,000	$5,441,000	$6,822,000
Tarrant County (TX)	$84,438,935	3,011	$73,256,000	$5,147,000	$6,044,000
Clark County (NV)	$56,312,612	1,537	$39,606,000	$1,500,000	$3,046,000
Riverside County (CA)	$86,076,589	2,517	$54,786,000	$3,790,000	$4,764,000
Miami-Dade County (FL)	$1,076,183,558	29,792	$935,293,000	$39,212,000	$65,731,000
City of Chicago (IL)	$2,197,366,457	60,481	$1,280,521,000	$119,025,000	$94,961,000
San Diego County (CA)	$665,010,016	20,374	$511,795,000	$29,982,000	$40,035,000
City of Los Angeles (CA)	$1,385,758,522	37,354	$1,185,464,000	$61,512,000	$76,718,000
Harris County (TX)	$868,980,491	19,651	$612,269,000	$45,615,000	$51,816,000
Group F Average	**$504,527,267**	**14,277**	**$361,478,000**	**$23,839,478**	**$27,189,565**
Group F Median	$249,948,308	8,532	$207,145,000	$11,348,000	$14,489,000

ALL CITY/COUNTY STUDY REGIONS					
Average	**$151,916,560**	**4,198**	**$103,485,522**	**$6,628,000**	**$7,722,362**
Median	$49,081,279	1,533	$35,124,500	$1,946,500	$2,498,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Total Direct Expenditures (Both Organizations and Audiences)	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Greater Portsmouth Area (NH)	$41,412,881	1,270	$26,600,000	$2,694,000	$2,226,000
Greater Concord Area (NH)	$17,709,431	568	$12,946,000	$830,000	$789,000
Greater Aberdeen Area (SD)	$4,610,654	145	$3,132,000	$214,000	$214,000
Centre Region (PA)	$22,464,492	707	$16,333,000	$1,072,000	$1,453,000
Greater Minot Area (ND)	$9,905,913	225	$4,482,000	$347,000	$495,000
Creative Corridor in Northwest Iowa (IA)	$11,185,986	320	$7,140,000	$579,000	$469,000
Northern New Hampshire (NH)	$15,147,401	447	$10,209,000	$707,000	$582,000
Greater Sioux Falls Area (SD)	$35,037,688	1,324	$30,585,000	$1,470,000	$1,745,000
Greater Athens Area (GA)	$10,081,145	352	$8,157,000	$610,000	$371,000
Greater Rockford Area (IL)	$24,059,421	1,089	$21,176,000	$1,465,000	$1,274,000
Greater Peoria Area (IL)	$20,368,752	850	$18,637,000	$1,191,000	$1,029,000
Greater Fox Cities Region (WI)	$32,312,623	430	$9,038,000	$537,000	$846,000
Northern Tier Region (PA)	$7,202,592	203	$4,214,000	$265,000	$359,000
Northwest Arkansas Area (AR)	$45,497,127	1,488	$29,597,000	$921,000	$3,059,000
Mahoning Valley Region (OH)	$25,628,990	930	$18,860,000	$1,184,000	$1,340,000
Iowa Cultural Corridor (IA)	$79,801,165	2,761	$52,362,000	$3,315,000	$4,055,000
Pikes Peak Region (CO)	$72,013,123	2,168	$46,559,000	$4,328,000	$2,290,000
Greater Columbia Area (SC)	$35,898,074	1,510	$33,057,000	$1,773,000	$2,154,000
Lehigh Valley Region (PA)	$207,974,745	7,114	$140,655,000	$8,239,000	$13,178,000
West Valley Region (AZ)	$14,712,480	539	$13,196,000	$671,000	$911,000
Greater Harrisburg Area (PA)	$54,441,478	1,890	$40,482,000	$2,525,000	$3,675,000
Greater Hartford Area (CT)	$230,430,343	6,879	$190,202,000	$5,184,000	$16,244,000
Greater Portland Area (OR)	$253,514,049	8,529	$195,356,000	$10,975,000	$10,382,000
Metropolitan Kansas City Area (MO/KS)	$273,136,286	8,346	$237,442,000	$9,032,000	$12,809,000
Greater Milwaukee Area (WI)	$299,619,649	10,895	$231,667,000	$17,665,000	$20,692,000

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Total Direct Expenditures (Both Organizations and Audiences)	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Central Florida Region (FL)	$263,989,394	8,966	$199,855,000	$15,249,000	$20,596,000
Greater Washington DC Region (DC/MD/VA)	$1,510,256,087	29,003	$816,716,000	$120,480,000	$20,654,000
Greater Philadelphia Region (PA)	$1,395,624,731	43,722	$1,039,733,000	$73,920,000	$95,134,000
Southeastern Michigan Region (MI)	$477,225,526	18,705	$423,814,000	$20,331,000	$34,532,000
Greater Houston Area (TX)	$977,671,063	29,118	$702,942,000	$58,114,000	$72,261,000
North Texas Region (TX)	$428,512,328	15,202	$388,217,000	$25,645,000	$31,033,000
Regional Average	**$222,498,246**	**6,635**	**$160,431,000**	**$12,630,065**	**$12,156,484**
Regional Median	$41,412,881	1,488	$30,585,000	$1,773,000	$2,226,000

Statewide Study Regions All Populations Sample Size = 10	Total Direct Expenditures (Both Organizations and Audiences)	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of South Dakota	$96,660,370	2,989	$66,645,000	$3,101,000	$4,751,000
State of Delaware	$142,329,627	3,868	$112,337,000	$1,704,000	$8,235,000
State of Hawai'i	$159,605,567	4,426	$126,504,000	$3,188,000	$14,306,000
State of New Hampshire	$115,082,228	3,493	$79,531,000	$5,837,000	$5,769,000
State of Nebraska	$174,389,532	6,473	$157,868,000	$8,321,000	$10,432,000
State of Connecticut	$652,960,811	18,314	$462,526,000	$25,840,000	$33,236,000
State of Wisconsin	$535,168,486	22,872	$479,463,000	$29,685,000	$35,237,000
State of North Carolina	$1,241,874,488	43,605	$946,707,000	$56,632,000	$62,373,000
State of Pennsylvania	$2,545,382,269	81,061	$1,834,659,000	$159,003,000	$201,012,000
State of Illinois	$2,752,725,266	78,455	$2,282,701,000	$165,826,000	$157,735,000
Statewide Average	**$841,617,864**	**26,556**	**$654,894,100**	**$45,913,700**	**$53,308,600**
Statewide Median	$354,779,009	12,394	$310,197,000	$17,080,500	$23,771,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 3:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
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Individual Arts Districts All Populations Sample Size = 2	**Total Direct Expenditures (Both Organizations and Audiences)**	**TOTAL Economic Impacts**			
		Full-Time Equivalent Jobs	**Resident Household Income**	**Local Government Revenue**	**State Government Revenue**
Grand Center Arts District (St. Louis, MO)	$81,176,060	3,328	$76,320,000	$4,103,000	$3,451,000
Dallas Arts District (Dallas, TX)	$128,628,528	4,596	$116,526,000	$6,368,000	$7,855,000
Arts District Average	**$104,902,294**	**3,962**	**$96,423,000**	**$5,235,500**	**$5,653,000**

Table Notes:

[1] The economic impact findings for the District of Columbia (DC) are excluded from the calculation of the economic impact summary statistics on this table due to Washington, DC's unique status as a study region with no state government.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

This table presents for each study region the direct economic impact of spending by the nonprofit arts and culture industry—both nonprofit arts and culture organizations and their audiences—during fiscal year 2010. Summary statistics are calculated for each population group.

Total industry expenditures are the sum of total expenditures by responding nonprofit arts and culture organizations and induced event-related spending by their audiences. The direct impact is a measure of the effect of the initial expenditure. Because it measures only one round of spending, the direct impact is always smaller than the total impact, which measures the effect of each dollar as it is spent and re-spent within the study region. It is derived from input/output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity IV* National Statistical Report for more information about direct and total economic impacts.

Column Two:
The total direct spending by the nonprofit arts and culture industry in each participating study region during fiscal year 2010. This figure is the sum of expenditures made by responding nonprofit arts and culture organizations and induced event-related audience spending. (These are real dollars; no multiplier is employed.)

Column Three:
The number of full-time equivalent (FTE) jobs directly supported by the expenditures generated by each participating study region's nonprofit arts and culture industry. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Four:
The total amount of household income paid to study region residents as a direct result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Household income includes salaries, wages, and proprietary income.

Column Five:
The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures generated by each participating study region's nonprofit arts and culture industry. Local government includes the city and county governments located within each participating study region.

Column Six:
The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures generated by each participating study region's nonprofit arts and culture industry.

Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	Total Direct Expenditures (Both Organizations and Audiences)	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Gunnison (CO)	$481,932	9	$221,000	$9,000	$5,000
Town of Telluride (CO)	$37,409,378	740	$17,236,000	$1,502,000	$507,000
Town of Crested Butte (CO)	$6,482,748	101	$1,991,000	$186,000	$88,000
Town of Newmarket (NH)	$150,165	3	$52,000	$3,000	$3,000
Greater Ketchikan Area (AK)	$5,735,988	91	$2,092,000	$98,000	$148,000
Gunnison County (CO)	$6,964,680	110	$2,212,000	$195,000	$93,000
City of Durango (CO)	$9,053,126	147	$3,197,000	$222,000	$101,000
Teton County (WY)	$49,215,392	712	$13,647,000	$1,322,000	$1,463,000
City of Laguna Beach (CA)	$49,081,279	719	$16,994,000	$858,000	$1,143,000
City of Fairfax (VA)	$10,093,772	144	$3,121,000	$145,000	$141,000
City of Auburn (NY)	$3,588,563	60	$1,227,000	$174,000	$89,000
City of Slidell (LA)	$3,120,617	62	$1,152,000	$99,000	$141,000
City of Winter Park (FL)	$42,561,554	749	$12,739,000	$897,000	$985,000
Greater Elkins Area (WV)	$6,244,437	101	$2,232,000	$203,000	$340,000
Transylvania County (NC)	$8,559,908	169	$3,627,000	$170,000	$205,000
City of Rochester (NH)	$7,391,023	169	$3,319,000	$75,000	$106,000
City and Borough of Juneau (AK)	$6,746,355	188	$3,071,000	$128,000	$142,000
Princeton (NJ)	$51,320,374	970	$23,302,000	$989,000	$955,000
Platte County (NE)	$3,996,076	72	$1,648,000	$90,000	$159,000
Adams County (NE)	$8,672,177	195	$4,454,000	$199,000	$207,000
City of Fairbanks (AK)	$12,152,800	241	$5,014,000	$255,000	$373,000
City of West Hollywood (CA)	$29,233,453	361	$13,007,000	$450,000	$644,000
City of Pittsfield (MA)	$25,306,540	477	$8,423,000	$385,000	$618,000
Windham County (VT)	$10,787,982	179	$4,340,000	$111,000	$246,000
Iron County* (UT)	$42,368,754	776	$12,484,000	$1,482,000	$1,361,000
Watauga County (NC)	$9,185,864	189	$3,823,000	$355,000	$251,000
Buffalo County (NE)	$9,683,461	164	$4,853,000	$164,000	$234,000
Group A Average	**$16,873,644**	**293**	**$6,276,963**	**$398,741**	**$398,074**
Group A Median	$9,053,126	169	$3,627,000	$195,000	$207,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Total Direct Expenditures (Both Organizations and Audiences)	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Chenango County (NY)	$1,830,375	26	$614,000	$74,000	$36,000
City of La Crosse (WI)	$9,374,024	197	$3,822,000	$213,000	$284,000
Lenoir County (NC)	$1,573,871	28	$718,000	$42,000	$31,000
City of Dubuque (IA)	$47,183,273	904	$20,615,000	$1,677,000	$1,303,000
Greater Enid Area (OK)	$9,686,794	155	$3,294,000	$210,000	$226,000
City of Flagstaff (AZ)	$72,938,282	1,484	$34,308,000	$2,241,000	$2,093,000
City of Portland (ME)	$49,150,508	766	$16,961,000	$986,000	$1,182,000
Athens County (OH)	$24,349,791	447	$11,893,000	$534,000	$500,000
Rutherford County (NC)	$906,601	17	$380,000	$16,000	$19,000
City of Walnut Creek (CA)	$32,483,480	527	$12,211,000	$505,000	$890,000
City of Missoula (MT)	$39,899,280	880	$17,364,000	$971,000	$445,000
City of Bloomington (IN)	$72,276,722	1,553	$32,028,000	$938,000	$1,362,000
City of Miami Beach (FL)	$154,285,791	1,436	$43,528,000	$2,780,000	$4,066,000
Greater Parkersburg Area (WV)	$2,075,991	44	$927,000	$26,000	$70,000
Moore County (NC)	$6,387,592	96	$2,200,000	$121,000	$149,000
Indiana County (PA)	$587,446	14	$338,000	$6,000	$13,000
Buchanan County (MO)	$10,872,627	266	$5,668,000	$157,000	$213,000
City of Boulder (CO)	$20,196,925	333	$7,668,000	$334,000	$375,000
Eau Claire County (WI)	$5,635,250	109	$2,397,000	$122,000	$145,000
Group B Average	**$29,562,875**	**489**	**$11,417,579**	**$629,105**	**$705,368**
Group B Median	$10,872,627	266	$5,668,000	$213,000	$284,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	Total Direct Expenditures (Both Organizations and Audiences)	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Rochester (MN)	$38,207,235	578	$13,912,000	$512,000	$1,152,000
Tompkins County (NY)	$20,715,612	493	$9,576,000	$796,000	$451,000
Wayne County (NC)	$2,839,039	52	$1,120,000	$84,000	$70,000
City of McKinney (TX)	$2,039,029	34	$682,000	$40,000	$69,000
Orange County (NC)	$85,406,375	1,995	$44,739,000	$1,462,000	$2,001,000
Town of Cary (NC)	$9,181,952	207	$4,284,000	$259,000	$246,000
Marathon County (WI)	$9,174,493	197	$3,514,000	$138,000	$209,000
Greater Charlottesville Area (VA)	$114,367,276	1,443	$37,100,000	$4,018,000	$2,562,000
City of Fort Collins (CO)	$19,167,661	338	$7,090,000	$632,000	$348,000
Cambria County (PA)	$34,157,920	648	$13,166,000	$800,000	$1,340,000
City of Alexandria (VA)	$70,655,421	1,204	$24,840,000	$1,344,000	$1,431,000
City of Eugene (OR)	$45,556,531	984	$20,845,000	$581,000	$261,000
Pitt County (NC)	$9,258,878	279	$6,298,000	$122,000	$158,000
City of Santa Clarita (CA)	$11,371,655	164	$5,393,000	$132,000	$339,000
City of Providence (RI)	$190,054,892	2,577	$55,347,000	$3,636,000	$4,913,000
Erie (PA)	$18,149,001	342	$6,868,000	$235,000	$439,000
New Hanover County (NC)	$20,848,677	511	$10,502,000	$657,000	$644,000
City of Glendale (CA)	$8,771,722	110	$3,555,000	$122,000	$245,000
City of Tacoma (WA)	$64,717,367	941	$22,002,000	$1,230,000	$1,714,000
Whatcom County (WA)	$14,069,378	297	$6,668,000	$243,000	$323,000
City of Boise (ID)	$48,035,096	909	$19,885,000	$567,000	$1,297,000
Lackawanna County (PA)	$26,909,728	539	$11,101,000	$387,000	$673,000
Arlington County (VA)	$97,377,481	1,547	$37,345,000	$1,750,000	$1,541,000
City of Orlando (FL)	$94,006,205	1,678	$35,480,000	$1,918,000	$2,269,000
Buncombe County (NC)	$43,749,707	846	$17,810,000	$1,513,000	$1,384,000
St. Tammany Parish (LA)	$20,261,186	467	$8,812,000	$651,000	$901,000
Alachua County (FL)	$85,491,538	1,507	$30,128,000	$1,576,000	$2,307,000
Greater Jackson Area (MS)	$10,790,921	245	$5,730,000	$312,000	$481,000
Group C Average	**$43,404,713**	**755**	**$16,564,000**	**$918,464**	**$1,063,143**
Group C Median	$23,879,203	525	$10,801,500	$606,500	$658,500

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
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Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	Total Direct Expenditures (Both Organizations and Audiences)	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Lincoln (NE)	$53,054,795	808	$20,631,000	$900,000	$1,093,000
Durham County (NC)	$125,534,858	2,295	$56,141,000	$3,474,000	$2,456,000
Osceola County (FL)	$2,390,437	28	$645,000	$16,000	$46,000
City of Newark (NJ)	$127,172,459	1,872	$52,925,000	$2,189,000	$2,980,000
City of Riverside (CA)	$35,169,835	694	$14,954,000	$644,000	$1,321,000
Lexington-Fayette Urban County (KY)	$18,554,294	391	$9,012,000	$209,000	$684,000
Loudoun County (VA)	$16,260,363	222	$7,078,000	$296,000	$317,000
Cumberland County (NC)	$53,737,556	1,085	$22,730,000	$1,417,000	$1,480,000
Greater Chattanooga Area (TN)	$105,994,262	2,121	$47,568,000	$2,218,000	$4,127,000
Forsyth County (NC)	$136,598,563	2,275	$54,163,000	$2,941,000	$3,728,000
City of Wichita (KS)	$66,157,686	1,111	$27,586,000	$1,415,000	$1,374,000
Sarasota County (FL)	$180,023,363	2,306	$73,192,000	$3,660,000	$6,633,000
City of Oakland (CA)	$53,672,521	892	$25,235,000	$1,253,000	$1,390,000
Santa Barbara County (CA)	$124,016,494	2,109	$47,060,000	$2,306,000	$3,129,000
City of Miami (FL)	$576,463,146	5,220	$143,242,000	$8,630,000	$16,118,000
Seminole County (FL)	$3,359,408	35	$807,000	$72,000	$102,000
City of Omaha (NE)	$89,871,452	1,652	$37,633,000	$1,619,000	$2,518,000
Greater Syracuse Area (NY)	$133,360,641	3,012	$58,375,000	$6,338,000	$4,775,000
City of Mesa (AZ)	$25,173,280	395	$10,019,000	$427,000	$655,000
Guilford County (NC)	$118,133,322	2,304	$37,696,000	$2,710,000	$2,820,000
Dane County (WI)	$145,500,397	2,700	$49,394,000	$2,681,000	$3,658,000
Volusia County (FL)	$26,008,365	466	$9,820,000	$784,000	$1,117,000
Group D Average	**$100,736,704**	**1,545**	**$36,632,091**	**$2,099,955**	**$2,841,864**
Group D Median	$78,014,569	1,382	$32,609,500	$1,518,000	$1,968,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
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Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	Total Direct Expenditures (Both Organizations and Audiences)	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Albuquerque (NM)	$91,888,623	1,674	$44,500,000	$1,081,000	$2,969,000
City of Atlanta (GA)	$299,983,072	4,752	$110,948,000	$7,356,000	$6,368,000
Polk County (FL)	$10,466,225	214	$4,351,000	$289,000	$481,000
Lee County (FL)	$68,284,809	1,275	$28,586,000	$1,880,000	$3,215,000
City of Seattle (WA)	$447,612,734	5,616	$127,281,000	$8,625,000	$10,430,000
District of Columbia (DC) [1]	$1,082,891,808	11,672	$380,885,000	$56,336,000	$0
City of Baltimore (MD)	$388,210,984	4,325	$124,171,000	$5,651,000	$6,660,000
Jefferson County (AL)	$234,945,420	3,551	$70,108,000	$4,860,000	$4,422,000
City of Austin (TX)	$236,148,524	3,848	$86,838,000	$5,800,000	$4,538,000
City of Indianapolis (IN)	$384,244,432	6,525	$147,278,000	$5,944,000	$12,385,000
City and County of San Francisco (CA)	$709,979,240	11,023	$294,493,000	$11,702,000	$17,211,000
Prince George's County (MD)	$28,961,969	417	$12,212,000	$488,000	$643,000
Bergen County (NJ)	$25,572,153	384	$9,153,000	$537,000	$638,000
Wake County (NC)	$166,228,401	3,473	$66,926,000	$3,257,000	$3,625,000
Fairfield County (CT)	$129,961,438	2,053	$49,789,000	$1,363,000	$2,646,000
Mecklenburg County (NC)	$202,798,090	2,966	$63,701,000	$4,814,000	$4,394,000
Greater Memphis Area (TN)	$125,156,041	1,908	$50,498,000	$3,042,000	$4,622,000
City of San Jose (CA)	$122,627,881	1,661	$36,903,000	$1,775,000	$2,432,000
Westchester County (NY)	$156,441,002	2,762	$68,176,000	$5,299,000	$6,029,000
Montgomery County (MD)	$151,049,407	1,810	$39,393,000	$2,785,000	$2,972,000
Group E Average	**$253,172,613**	**3,170**	**$75,542,368**	**$4,028,842**	**$5,088,421**
Group E Median	$161,334,702	2,762	$63,701,000	$3,257,000	$4,394,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
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Population Cohort Group F Population 1,000,000 or More Sample Size = 23	Total Direct Expenditures (Both Organizations and Audiences)	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Pima County (AZ)	$87,715,892	1,554	$32,234,000	$1,504,000	$2,302,000
Fairfax County (VA)	$79,320,001	997	$23,736,000	$971,000	$1,302,000
Orange County (FL)	$180,917,904	3,499	$59,754,000	$3,966,000	$4,201,000
Greater Columbus Area (OH)	$226,285,923	4,018	$96,384,000	$4,454,000	$5,908,000
Allegheny County (PA)	$685,602,764	10,018	$181,432,000	$12,651,000	$20,810,000
City of San Diego (CA)	$579,421,680	9,829	$255,864,000	$12,534,000	$19,321,000
City of Dallas (TX)	$321,966,006	5,517	$145,459,000	$8,388,000	$9,566,000
Palm Beach County (FL)	$249,948,308	3,351	$76,707,000	$4,866,000	$6,097,000
Greater St. Louis Area (MO)	$582,334,135	10,011	$227,353,000	$14,480,000	$14,463,000
City of San Antonio (TX)	$134,689,273	2,512	$57,724,000	$2,706,000	$5,026,000
Sacramento County (CA)	$111,983,253	1,644	$39,967,000	$2,308,000	$2,872,000
City and County of Philadelphia (PA)	$1,245,937,895	14,666	$372,546,000	$27,458,000	$28,310,000
City of Phoenix (AZ)	$300,617,328	4,707	$105,953,000	$5,437,000	$8,290,000
Broward County (FL)	$229,868,082	3,559	$82,641,000	$4,309,000	$5,414,000
Santa Clara County (CA)	$167,391,526	2,467	$59,272,000	$2,362,000	$3,317,000
Tarrant County (TX)	$84,438,935	1,609	$39,502,000	$1,911,000	$2,913,000
Clark County (NV)	$56,312,612	747	$19,323,000	$594,000	$1,545,000
Riverside County (CA)	$86,076,589	1,491	$32,881,000	$1,647,000	$2,385,000
Miami-Dade County (FL)	$1,076,183,558	11,150	$324,233,000	$15,038,000	$28,952,000
City of Chicago (IL)	$2,197,366,457	28,513	$595,532,000	$54,977,000	$44,954,000
San Diego County (CA)	$665,010,016	11,265	$293,180,000	$14,406,000	$22,213,000
City of Los Angeles (CA)	$1,385,758,522	17,211	$623,988,000	$22,987,000	$32,327,000
Harris County (TX)	$868,980,491	11,029	$318,108,000	$22,051,000	$31,419,000
Group F Average	**$504,527,267**	**7,016**	**$176,685,783**	**$10,521,957**	**$13,213,348**
Group F Median	$249,948,308	4,018	$96,384,000	$4,866,000	$6,097,000

ALL CITY/COUNTY STUDY REGIONS					
Average	**$151,916,560**	**2,130**	**$51,849,188**	**$2,994,116**	**$3,746,565**
Median	$49,081,279	827	$18,566,500	$971,000	$1,302,500

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Total Direct Expenditures (Both Organizations and Audiences)	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Greater Portsmouth Area (NH)	$41,412,881	822	$15,749,000	$1,442,000	$796,000
Greater Concord Area (NH)	$17,709,431	316	$7,687,000	$278,000	$279,000
Greater Aberdeen Area (SD)	$4,610,654	92	$1,967,000	$130,000	$127,000
Centre Region (PA)	$22,464,492	458	$10,740,000	$581,000	$852,000
Greater Minot Area (ND)	$9,905,913	140	$2,854,000	$167,000	$252,000
Creative Corridor in Northwest Iowa (IA)	$11,185,986	220	$4,861,000	$395,000	$310,000
Northern New Hampshire (NH)	$15,147,401	274	$6,626,000	$374,000	$249,000
Greater Sioux Falls Area (SD)	$35,037,688	721	$16,721,000	$742,000	$849,000
Greater Athens Area (GA)	$10,081,145	220	$5,159,000	$313,000	$206,000
Greater Rockford Area (IL)	$24,059,421	519	$11,253,000	$488,000	$484,000
Greater Peoria Area (IL)	$20,368,752	371	$9,229,000	$405,000	$379,000
Greater Fox Cities Region (WI)	$32,312,623	202	$4,223,000	$232,000	$416,000
Northern Tier Region (PA)	$7,202,592	127	$2,760,000	$145,000	$216,000
Northwest Arkansas Area (AR)	$45,497,127	752	$16,047,000	$455,000	$1,380,000
Mahoning Valley Region (OH)	$25,628,990	468	$9,691,000	$504,000	$710,000
Iowa Cultural Corridor (IA)	$79,801,165	1,544	$31,205,000	$1,261,000	$1,995,000
Pikes Peak Region (CO)	$72,013,123	1,280	$26,113,000	$2,255,000	$1,145,000
Greater Columbia Area (SC)	$35,898,074	747	$15,906,000	$725,000	$987,000
Lehigh Valley Region (PA)	$207,974,745	3,944	$75,585,000	$3,673,000	$6,942,000
West Valley Region (AZ)	$14,712,480	262	$6,720,000	$216,000	$392,000
Greater Harrisburg Area (PA)	$54,441,478	874	$18,979,000	$766,000	$1,744,000
Greater Hartford Area (CT)	$230,430,343	3,576	$102,194,000	$1,930,000	$7,591,000
Greater Portland Area (OR)	$253,514,049	4,195	$97,396,000	$4,129,000	$3,072,000
Metropolitan Kansas City Area (MO/KS)	$273,136,286	2,668	$74,394,000	$2,929,000	$4,291,000
Greater Milwaukee Area (WI)	$299,619,649	4,791	$112,546,000	$5,362,000	$7,674,000

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Total Direct Expenditures (Both Organizations and Audiences)	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Central Florida Region (FL)	$263,989,394	4,773	$96,879,000	$7,149,000	$11,064,000
Greater Washington DC Region (DC/MD/VA)	$1,510,256,087	21,178	$636,606,000	$66,129,000	$11,501,000
Greater Philadelphia Region (PA)	$1,395,624,731	19,314	$476,282,000	$31,425,000	$42,274,000
Southeastern Michigan Region (MI)	$477,225,526	7,988	$203,955,000	$6,606,000	$13,316,000
Greater Houston Area (TX)	$977,671,063	15,683	$369,524,000	$28,554,000	$39,120,000
North Texas Region (TX)	$428,512,328	7,732	$207,259,000	$10,597,000	$14,644,000
Regional Average	**$222,498,246**	**3,427**	**$86,358,387**	**$5,817,968**	**$5,653,452**
Regional Median	$41,412,881	752	$16,047,000	$742,000	$987,000

Statewide Study Regions All Populations Sample Size = 10	Total Direct Expenditures (Both Organizations and Audiences)	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of South Dakota	$96,660,370	2,481	$55,305,000	$2,565,000	$3,866,000
State of Delaware	$142,329,627	2,960	$87,432,000	$1,168,000	$5,185,000
State of Hawai'i	$159,605,567	3,237	$99,326,000	$2,241,000	$9,856,000
State of New Hampshire	$115,082,228	2,829	$65,811,000	$4,245,000	$4,296,000
State of Nebraska	$174,389,532	5,070	$125,510,000	$6,448,000	$8,271,000
State of Connecticut	$652,960,811	13,451	$354,360,000	$16,185,000	$24,826,000
State of Wisconsin	$535,168,486	17,772	$384,603,000	$21,865,000	$27,527,000
State of North Carolina	$1,241,874,488	34,831	$766,683,000	$45,659,000	$48,687,000
State of Pennsylvania	$2,545,382,269	61,228	$1,407,465,000	$123,534,000	$156,489,000
State of Illinois	$2,752,725,266	61,100	$1,805,119,000	$126,991,000	$124,588,000
Statewide Average	**$841,617,864**	**20,496**	**$515,161,400**	**$35,090,100**	**$41,359,100**
Statewide Median	$354,779,009	9,261	$239,935,000	$11,316,500	$17,341,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 4:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture Organizations and Their Audiences Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	**Total Direct Expenditures (Both Organizations and Audiences)**	**DIRECT Economic Impacts**			
		Full-Time Equivalent Jobs	**Resident Household Income**	**Local Government Revenue**	**State Government Revenue**
Grand Center Arts District (St. Louis, MO)	$81,176,060	1,552	$40,594,000	$1,393,000	$1,210,000
Dallas Arts District (Dallas, TX)	$128,628,528	2,115	$57,528,000	$2,639,000	$3,435,000
Arts District Average	**$104,902,294**	**1,834**	**$49,061,000**	**$2,016,000**	**$2,322,500**

Table Notes:

[1] The economic impact findings for the District of Columbia (DC) are excluded from the calculation of the economic impact summary statistics on this table due to Washington, DC's unique status as a study region with no state government.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 5:
Participation Rate of Eligible Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table presents for each study region the total number of nonprofit arts and culture organizations eligible to participate in the organizational expenditure survey, as well as the number of organizations from which data were collected. Summary statistics are calculated for each population group.

Column Two:
The number of nonprofit arts and culture organizations eligible to participate in each of the 182 study regions. The study partner organization in each study region identified the universe of eligible nonprofit arts and culture organizations. (A list of the eligible organization types is provided in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report, along with a detailed description of the data collection methodologies. Examples of all data collection tools are included in Appendix C.)

Column Three:
The number of eligible nonprofit arts and culture organizations from which detailed expenditure and event attendance data were collected in each participating study region.

Column Four:
The percentage of eligible nonprofit arts and culture organizations from which expenditure and event attendance data were collected. This figure is calculated by dividing the number of participating nonprofit arts and culture organizations (Column Three) by the total number of organizations eligible to participate (Column Two).

Column Five:
The total organizational expenditures of participating nonprofit arts and culture organizations in each participating community during fiscal year 2010. This figure is the sum of operating expenditures and capital expenditures.

Column Six:
The total direct expenditures made by participating nonprofit arts and culture organizations that were spent on local industries in each participating study region during fiscal year 2010. This figure is calculated by an input-output model that is customized for each study region using detailed commerce data to estimate the dollars spent on imported goods and services. Additionally, it subtracts payments to nonlocal artists and state and federal taxes. Dollars are that are spent outside of the study region are considered to have "leaked" from the study region's economy and have no economic impact on the study region's economy.

Column Seven:
The total local organizational expenditures as a percentage of the total direct organizational expenditures; this portrays the percentage of direct organizational expenditures that are spent on local industries. This figure is calculated by dividing the total local organizational expenditures (Column Six) by the total organizational expenditures (Column Five) for each participating study region.

Column Eight:
The total estimated expenditures (both direct and indirect) that occurred in each participating study region during fiscal year 2010 as a result of the initial direct expenditures made by participating nonprofit arts and culture organizations (Column Five). In other words, this figure represents the initial direct organizational expenditures plus each additional round of spending that occurred as those dollars were re-spent within the study region before the dollars were spent on good and services located outside of the study region. This figure is calculated by an input-output model that is customized for each study region using detailed commerce data.

Table 5:
Participation Rate of Eligible Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	**Universe of Eligible Organizations**	**Number of Participating Organizations**	**Participation Rate**	**Total Direct Organizational Expenditures**	**Est. Local Organizational Expenditures**	**Local as a Percent of Total**	**Estimated Total Expenditures (Direct + Indirect)**
City of Gunnison (CO)***	2	1	50.0%	**$302,675**	$245,353	81.1%	$535,000
Town of Telluride (CO)*	30	24	80.0%	**$16,611,397**	$11,718,637	70.5%	$25,378,000
Town of Crested Butte (CO)***	20	11	55.0%	**$3,132,032**	$2,198,470	70.2%	$5,608,000
Town of Newmarket (NH)	3	3	100.0%	**$60,727**	$53,816	88.6%	$139,000
Greater Ketchikan Area (AK)	25	10	40.0%	**$2,040,042**	$1,484,059	72.7%	$3,206,000
Gunnison County (CO)	22	12	54.5%	**$3,434,707**	$2,443,824	71.2%	$6,143,000
City of Durango (CO)	22	15	68.2%	**$5,832,804**	$4,296,604	73.7%	$11,663,000
Teton County (WY)*	28	15	53.6%	**$17,939,373**	$13,295,330	74.1%	$31,704,000
City of Laguna Beach (CA)* [1]	19	17	89.5%	**$27,677,930**	$22,664,444	81.9%	$59,511,000
City of Fairfax (VA)***	36	7	19.4%	**$7,469,179**	$5,401,408	72.3%	$12,451,000
City of Auburn (NY) [1]	36	7	19.4%	**$1,954,515**	$1,329,565	68.0%	$3,298,000
City of Slidell (LA)***	67	16	23.9%	**$902,631**	$540,809	59.9%	$1,549,000
City of Winter Park (FL)***	37	18	48.6%	**$15,982,824**	$13,632,291	85.3%	$41,402,000
Greater Elkins Area (WV)	7	6	85.7%	**$1,644,825**	$1,065,632	64.8%	$2,814,000
Transylvania County (NC)	78	14	17.9%	**$4,366,142**	$2,791,193	63.9%	$6,593,000
City of Rochester (NH)	16	12	75.0%	**$4,322,451**	$3,180,192	73.6%	$7,634,000
City and Borough of Juneau (AK)	64	18	28.1%	**$5,619,527**	$3,757,215	66.9%	$8,775,000
Princeton (NJ)**	20	16	80.0%	**$39,938,248**	$32,540,831	81.5%	$81,755,000
Platte County (NE)	34	8	23.5%	**$965,884**	$649,444	67.2%	$1,503,000
Adams County (NE)	49	26	53.1%	**$5,429,833**	$3,704,827	68.2%	$9,161,000
City of Fairbanks (AK)	24	17	70.8%	**$6,561,302**	$4,169,541	63.5%	$10,970,000
City of West Hollywood (CA)** [1]	29	15	51.7%	**$20,718,409**	$15,855,765	76.5%	$43,158,000
City of Pittsfield (MA)** [1]	51	30	58.8%	**$12,918,102**	$9,800,426	75.9%	$24,209,000
Windham County (VT)*	96	39	40.6%	**$7,556,676**	$5,397,780	71.4%	$13,975,000
Iron County (UT)*	37	13	35.1%	**$9,397,878**	$5,051,904	53.8%	$15,155,000
Watauga County (NC)	97	10	10.3%	**$2,675,429**	$1,496,763	55.9%	$4,215,000
Buffalo County (NE)	17	15	88.2%	**$5,306,985**	$3,975,803	74.9%	$9,764,000
Group A Average	**35.8**	**14.6**	**52.6%**	**$8,546,760**	**$6,397,849**	**71.4%**	**$16,380,296**
Average Excluding Outliers/Exclusions	35.3	12.4	52.5%	$3,586,798	$2,457,034	69.5%	$6,134,143
Group A Median	29.0	15.0	53.1%	$5,429,833	$3,757,215	71.4%	$9,161,000
Group A Total	966	395					

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 5:
Participation Rate of Eligible Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Universe of Eligible Organizations	Number of Participating Organizations	Participation Rate	Direct Organizational Expenditures	Est. Local Organizational Expenditures	Local as a Percent of Total	Estimated Total Expenditures (Direct + Indirect)
Chenango County (NY) [1]	40	12	30.0%	**$1,019,269**	$666,483	65.4%	$1,624,000
City of La Crosse (WI)	29	11	37.9%	**$3,297,522**	$2,548,749	77.3%	$6,870,000
Lenoir County (NC)	69	4	5.8%	**$919,234**	$651,865	70.9%	$1,675,000
City of Dubuque (IA)	45	44	97.8%	**$17,589,715**	$13,062,696	74.3%	$35,899,000
Greater Enid Area (OK)	23	12	52.2%	**$5,018,795**	$3,956,062	78.8%	$10,541,000
City of Flagstaff (AZ) [1]	47	37	78.7%	**$37,774,574**	$27,755,565	73.5%	$69,593,000
City of Portland (ME)	76	38	50.0%	**$26,506,636**	$20,932,641	79.0%	$61,905,000
Athens County (OH) [1]	128	40	31.3%	**$16,751,009**	$11,509,259	68.7%	$27,836,000
Rutherford County (NC)	29	4	13.8%	**$528,372**	$300,492	56.9%	$769,000
City of Walnut Creek (CA) [1]	49	22	44.9%	**$18,136,698**	$13,896,752	76.6%	$32,014,000
City of Missoula (MT)	66	32	48.5%	**$13,612,783**	$10,738,939	78.9%	$28,265,000
City of Bloomington (IN)	68	40	58.8%	**$52,300,406**	$40,344,872	77.1%	$111,113,000
City of Miami Beach (FL)***	82	60	73.2%	**$97,961,950**	$85,727,931	87.5%	$269,573,000
Greater Parkersburg Area (WV)	28	8	28.6%	**$1,007,575**	$703,433	69.8%	$1,860,000
Moore County (NC)	70	36	51.4%	**$3,166,513**	$2,172,653	68.6%	$5,357,000
Indiana County (PA) [1]	95	5	5.3%	**$444,592**	$350,295	78.8%	$758,000
Buchanan County (MO)	50	18	36.0%	**$6,245,874**	$4,803,624	76.9%	$12,642,000
City of Boulder (CO)	141	22	15.6%	**$8,624,902**	$6,599,950	76.5%	$16,515,000
Eau Claire County (WI)	29	7	24.1%	**$2,841,651**	$2,352,412	82.8%	$6,482,000
Group B Average	**61.3**	**23.8**	**41.3%**	**$16,513,056**	**$13,109,193**	**74.6%**	**$36,910,053**
Average Excluding Outliers/Exclusions	60.1	21.8	39.5%	$11,988,118	$9,074,819	73.9%	$23,984,333
Group B Median	50.0	22.0	37.9%	$6,245,874	$4,803,624	76.6%	$12,642,000
Group B Total	1,164	452					

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 5:
Participation Rate of Eligible Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	Universe of Eligible Organizations	Number of Participating Organizations	Participation Rate	Direct Organizational Expenditures	Est. Local Organizational Expenditures	Local as a Percent of Total	Estimated Total Expenditures (Direct + Indirect)
City of Rochester (MN)	34	33	97.1%	**$19,122,720**	$13,428,188	70.2%	$30,882,000
Tompkins County (NY) [1]	63	28	44.4%	**$13,378,656**	$9,868,150	73.8%	$22,717,000
Wayne County (NC)	44	14	31.8%	**$1,475,605**	$1,170,313	79.3%	$2,866,000
City of McKinney (TX)	12	5	41.7%	**$631,703**	$444,200	70.3%	$1,184,000
Orange County (NC)	140	96	68.6%	**$63,902,675**	$47,934,674	75.0%	$111,473,000
Town of Cary (NC)***	63	37	58.7%	**$4,217,795**	$3,465,260	82.2%	$9,511,000
Marathon County (WI)	28	8	28.6%	**$5,261,863**	$3,107,912	59.1%	$9,062,000
Greater Charlottesville Area (VA)**	112	41	36.6%	**$49,497,115**	$34,161,428	69.0%	$73,630,000
City of Fort Collins (CO)	70	21	30.0%	**$9,014,152**	$6,698,964	74.3%	$17,292,000
Cambria County (PA) [1]	30	13	43.3%	**$9,150,036**	$6,427,620	70.2%	$17,902,000
City of Alexandria (VA)	114	62	54.4%	**$26,075,019**	$19,850,014	76.1%	$45,810,000
City of Eugene (OR)	94	29	30.9%	**$29,471,563**	$19,433,142	65.9%	$53,199,000
Pitt County (NC)	89	22	24.7%	**$6,162,737**	$4,820,295	78.2%	$11,497,000
City of Santa Clarita (CA) [1]	13	11	84.6%	**$5,807,151**	$4,618,916	79.5%	$12,171,000
City of Providence (RI)** [1]	126	54	42.9%	**$83,987,042**	$65,835,457	78.4%	$180,637,000
Erie (PA) [1]	79	27	34.2%	**$10,648,662**	$8,385,907	78.8%	$22,358,000
New Hanover County (NC)	87	25	28.7%	**$5,742,658**	$4,586,365	79.9%	$11,555,000
City of Glendale (CA) [1]	43	29	67.4%	**$5,793,445**	$4,604,228	79.5%	$12,351,000
City of Tacoma (WA)	116	44	37.9%	**$34,861,671**	$26,855,525	77.0%	$69,570,000
Whatcom County (WA)	86	25	29.1%	**$8,649,047**	$6,349,431	73.4%	$16,542,000
City of Boise (ID)	65	36	55.4%	**$22,741,964**	$17,216,162	75.7%	$46,780,000
Lackawanna County (PA) [1]	73	43	58.9%	**$14,402,174**	$10,535,362	73.2%	$28,389,000
Arlington County (VA)	75	37	49.3%	**$90,053,057**	$63,069,840	70.0%	$142,845,000
City of Orlando (FL)***	126	32	25.4%	**$48,132,075**	$40,390,672	83.9%	$117,686,000
Buncombe County (NC)	189	34	18.0%	**$16,928,713**	$13,083,051	77.3%	$35,175,000
St. Tammany Parish (LA)	136	38	27.9%	**$5,565,023**	$4,064,840	73.0%	$9,897,000
Alachua County (FL)	124	31	25.0%	**$32,337,690**	$22,656,561	70.1%	$60,579,000
Greater Jackson Area (MS)	19	7	36.8%	**$4,075,820**	$3,338,799	81.9%	$9,569,000
Group C Average	**80.4**	**31.5**	**43.3%**	**$22,395,994**	**$16,657,188**	**74.8%**	**$42,254,607**
Average Excluding Outliers/Exclusions	76.0	29.9	43.7%	$18,385,575	$13,439,519	74.2%	$33,402,708
Group C Median	77.0	30.0	37.4%	$12,013,659	$9,127,029	75.4%	$22,537,500
Group C Total	2,250	882					

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 5:
Participation Rate of Eligible Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	Universe of Eligible Organizations	Number of Participating Organizations	Participation Rate	Direct Organizational Expenditures	Est. Local Organizational Expenditures	Local as a Percent of Total	Estimated Total Expenditures (Direct + Indirect)
City of Lincoln (NE)	122	41	33.6%	**$33,489,188**	$25,248,413	75.4%	$70,709,000
Durham County (NC)	84	56	66.7%	**$74,120,175**	$55,391,578	74.7%	$151,453,000
Osceola County (FL)	17	3	17.6%	**$1,891,223**	$1,557,538	82.4%	$4,039,000
City of Newark (NJ)	77	23	29.9%	**$74,303,488**	$49,339,437	66.4%	$138,045,000
City of Riverside (CA)*** [1]	59	37	62.7%	**$14,442,437**	$10,769,992	74.6%	$26,595,000
Lexington-Fayette Urban County (KY)	79	22	27.8%	**$8,107,533**	$6,325,156	78.0%	$17,709,000
Loudoun County (VA)	64	35	54.7%	**$8,591,821**	$7,043,444	82.0%	$15,036,000
Cumberland County (NC)	60	24	40.0%	**$32,194,922**	$22,140,862	68.8%	$56,004,000
Greater Chattanooga Area (TN)	218	48	22.0%	**$40,414,728**	$30,905,534	76.5%	$85,570,000
Forsyth County (NC)	181	55	30.4%	**$70,673,164**	$57,069,967	80.8%	$162,168,000
City of Wichita (KS)	52	23	44.2%	**$37,094,163**	$27,682,223	74.6%	$75,661,000
Sarasota County (FL)	60	39	65.0%	**$129,273,630**	$97,206,973	75.2%	$242,557,000
City of Oakland (CA) [1]	271	53	19.6%	**$31,655,035**	$24,781,588	78.3%	$63,031,000
Santa Barbara County (CA) [1]	127	73	57.5%	**$79,694,226**	$59,288,496	74.4%	$148,305,000
City of Miami (FL)***	204	165	80.9%	**$342,575,781**	$280,615,371	81.9%	$893,424,000
Seminole County (FL)	53	11	20.8%	**$2,057,892**	$1,804,208	87.7%	$4,985,000
City of Omaha (NE)	103	28	27.2%	**$45,854,282**	$34,908,669	76.1%	$100,542,000
Greater Syracuse Area (NY) [1]	148	45	30.4%	**$33,892,863**	$26,922,027	79.4%	$76,334,000
City of Mesa (AZ) [1]	17	10	58.8%	**$14,678,209**	$13,054,046	88.9%	$35,159,000
Guilford County (NC)	76	59	77.6%	**$46,389,422**	$36,755,084	79.2%	$109,737,000
Dane County (WI)	378	49	13.0%	**$69,233,690**	$51,041,495	73.7%	$147,234,000
Volusia County (FL)	55	33	60.0%	**$10,072,822**	$7,188,869	71.4%	$20,185,000
Group D Average	**113.9**	**42.4**	**42.7%**	**$54,577,304**	**$42,138,226**	**77.3%**	**$120,203,727**
Average Excluding Outliers/Exclusions	112.1	36.5	39.8%	$42,184,124	$31,782,780	77.2%	$86,223,150
Group D Median	78.0	38.0	36.8%	$35,493,513	$27,302,125	76.3%	$75,997,500
Group D Total	2,505	932					

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 5:
Participation Rate of Eligible Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	Universe of Eligible Organizations	Number of Participating Organizations	Participation Rate	Direct Organizational Expenditures	Est. Local Organizational Expenditures	Local as a Percent of Total	Estimated Total Expenditures (Direct + Indirect)
City of Albuquerque (NM)	185	74	40.0%	**$61,618,323**	$48,854,462	79.3%	$135,869,000
City of Atlanta (GA)	116	50	43.1%	**$168,113,885**	$133,971,076	79.7%	$388,749,000
Polk County (FL)	47	10	21.3%	**$2,664,450**	$2,233,151	83.8%	$5,547,000
Lee County (FL)	110	39	35.5%	**$23,141,643**	$18,732,907	80.9%	$45,807,000
City of Seattle (WA)	71	49	69.0%	**$271,984,025**	$203,809,582	74.9%	$549,299,000
District of Columbia (DC)*	122	40	32.8%	**$688,101,361**	$435,264,384	63.3%	$895,456,000
City of Baltimore (MD) [1]	166	129	77.7%	**$266,273,496**	$212,474,033	79.8%	$597,143,000
Jefferson County (AL)	124	99	79.8%	**$88,544,195**	$72,885,661	82.3%	$210,521,000
City of Austin (TX)	218	95	43.6%	**$137,180,288**	$104,178,952	75.9%	$286,579,000
City of Indianapolis (IN)	120	60	50.0%	**$192,851,132**	$150,194,955	77.9%	$461,713,000
City and County of San Francisco (CA)* [1]	760	283	37.2%	**$472,127,310**	$382,830,164	81.1%	$923,434,000
Prince George's County (MD) [1]	143	26	18.2%	**$16,322,724**	$12,895,647	79.0%	$28,371,000
Bergen County (NJ)	148	67	45.3%	**$11,075,060**	$8,491,190	76.7%	$21,470,000
Wake County (NC)	285	103	36.1%	**$87,806,772**	$70,937,175	80.8%	$193,237,000
Fairfield County (CT)	249	77	30.9%	**$83,960,617**	$66,780,885	79.5%	$161,860,000
Mecklenburg County (NC)	210	73	34.8%	**$101,177,294**	$86,079,257	85.1%	$244,068,000
Greater Memphis Area (TN)	107	58	54.2%	**$62,573,460**	$46,560,240	74.4%	$137,140,000
City of San Jose (CA)*** [1]	135	69	51.1%	**$73,279,714**	$56,005,146	76.4%	$132,549,000
Westchester County (NY) [1]	334	108	32.3%	**$96,846,062**	$78,861,844	81.4%	$185,100,000
Montgomery County (MD) [1]	388	73	18.8%	**$76,727,887**	$60,499,780	78.8%	$137,353,000
Group E Average	**201.9**	**79.1**	**42.6%**	**$149,118,485**	**$112,627,025**	**78.6%**	**$287,063,250**
Average Excluding Outliers/Exclusions	177.7	70.0	43.0%	$102,874,195	$81,084,753	79.4%	$222,930,941
Group E Median	145.5	71.0	38.6%	$88,175,484	$71,911,418	79.4%	$189,168,500
Group E Total	4,038	1,582					

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 5:
Participation Rate of Eligible Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	Universe of Eligible Organizations	Number of Participating Organizations	Participation Rate	Direct Organizational Expenditures	Est. Local Organizational Expenditures	Local as a Percent of Total	Estimated Total Expenditures (Direct + Indirect)
Pima County (AZ) [1]	214	49	22.9%	**$42,775,159**	$34,190,848	79.9%	$85,402,000
Fairfax County (VA)	168	61	36.3%	**$49,253,685**	$30,445,795	61.8%	$79,560,000
Orange County (FL)	192	63	32.8%	**$70,665,797**	$59,431,778	84.1%	$174,661,000
Greater Columbus Area (OH) [1]	298	64	21.5%	**$131,118,075**	$110,053,762	83.9%	$324,520,000
Allegheny County (PA) [1]	341	120	35.2%	**$368,814,926**	$305,126,657	82.7%	$890,007,000
City of San Diego (CA)*** [1]	389	120	30.8%	**$238,087,570**	$194,141,504	81.5%	$493,705,000
City of Dallas (TX)	258	77	29.8%	**$165,380,803**	$137,174,120	82.9%	$373,295,000
Palm Beach County (FL)	187	71	38.0%	**$138,895,426**	$106,015,273	76.3%	$265,609,000
Greater St. Louis Area (MO)	202	137	67.8%	**$313,254,748**	$257,597,926	82.2%	$711,262,000
City of San Antonio (TX)	97	47	48.5%	**$62,725,080**	$50,499,035	80.5%	$145,056,000
Sacramento County (CA) [1]	268	111	41.4%	**$82,052,285**	$69,238,036	84.4%	$190,606,000
City and County of Philadelphia (PA) [1]	331	258	77.9%	**$767,225,682**	$590,562,030	77.0%	$1,671,638,000
City of Phoenix (AZ) [1]	141	60	42.6%	**$164,507,239**	$136,022,305	82.7%	$379,352,000
Broward County (FL)	655	78	11.9%	**$102,990,228**	$79,085,840	76.8%	$218,432,000
Santa Clara County (CA) [1]	347	119	34.3%	**$105,408,550**	$80,978,034	76.8%	$189,933,000
Tarrant County (TX)	99	40	40.4%	**$39,181,830**	$33,808,772	86.3%	$88,127,000
Clark County (NV)	96	44	45.8%	**$34,739,177**	$29,050,553	83.6%	$74,867,000
Riverside County (CA) [1]	136	59	43.4%	**$51,638,155**	$38,496,602	74.6%	$95,173,000
Miami-Dade County (FL)	567	462	81.5%	**$673,958,759**	$565,519,133	83.9%	$1,751,878,000
City of Chicago (IL) [1]	1,500	486	32.4%	**$1,207,544,625**	$999,093,193	82.7%	$2,843,182,000
San Diego County (CA) [1]	741	206	27.8%	**$272,357,906**	$221,035,000	81.2%	$562,977,000
City of Los Angeles (CA) [1]	375	293	78.1%	**$950,548,282**	$756,564,323	79.6%	$2,030,293,000
Harris County (TX)	1,106	143	12.9%	**$373,412,394**	$304,167,768	81.5%	$811,604,000
Group F Average	**378.6**	**137.7**	**40.6%**	**$278,545,060**	**$225,578,186**	**80.3%**	**$628,310,391**
Average Excluding Outliers/Exclusions	378.1	138.5	41.1%	$280,384,037	$227,007,127	80.2%	$634,428,818
Group F Median	268.0	78.0	36.3%	$138,895,426	$110,053,762	81.5%	$324,520,000
Group F Total	8,708	3,168					

ALL CITY/COUNTY STUDY REGIONS

Average	141.2	53.3	44.2%	$84,612,987	$66,590,630	76.0%	$181,032,906
Average Excluding Outliers/Exclusions	147.7	54.4	42.8%	$82,332,589	$65,465,625	76.0%	$180,791,165
Median	82.0	36.0	40.0%	$23,141,643	$18,732,907	76.8%	$45,810,000
Totals	19,631	7,411					
Minimum			5.3%				
Maximum			100.0%				

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 5:
Participation Rate of Eligible Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Universe of Eligible Organizations	Number of Participating Organizations	Participation Rate	Direct Organizational Expenditures	Est. Local Organizational Expenditures	Local as a Percent of Total	Estimated Total Expenditures (Direct + Indirect)
Greater Portsmouth Area (NH)	74	20	27.0%	**$10,501,380**	$8,442,041	80.4%	$21,132,000
Greater Concord Area (NH)	48	15	31.3%	**$10,751,712**	$7,425,419	69.1%	$19,763,000
Greater Aberdeen Area (SD)	36	12	33.3%	**$1,565,591**	$1,118,810	71.5%	$2,858,000
Centre Region (PA) [1]	102	27	26.5%	**$9,988,260**	$8,229,932	82.4%	$18,652,000
Greater Minot Area (ND)	69	29	42.0%	**$6,284,757**	$4,463,039	71.0%	$11,509,000
Creative Corridor in Northwest Iowa (IA)	49	7	14.3%	**$3,726,102**	$2,404,326	64.5%	$6,141,000
Northern New Hampshire (NH)	114	38	33.3%	**$7,775,243**	$5,231,067	67.3%	$13,256,000
Greater Sioux Falls Area (SD)	63	35	55.6%	**$15,932,153**	$11,410,890	71.6%	$32,652,000
Greater Athens Area (GA)	52	10	19.2%	**$3,912,577**	$2,588,585	66.2%	$6,987,000
Greater Rockford Area (IL) [1]	61	30	49.2%	**$17,435,165**	$12,929,836	74.2%	$36,095,000
Greater Peoria Area (IL) [1]	50	30	60.0%	**$14,812,915**	$12,020,989	81.2%	$31,990,000
Greater Fox Cities Region (WI)	117	26	22.2%	**$21,221,089**	$13,379,769	63.0%	$41,180,000
Northern Tier Region (PA) [1]	64	14	21.9%	**$3,948,860**	$2,688,488	68.1%	$6,533,000
Northwest Arkansas Area (AR)	86	25	29.1%	**$30,916,901**	$22,142,429	71.6%	$60,861,000
Mahoning Valley Region (OH) [1]	22	22	100.0%	**$13,091,576**	$9,712,217	74.2%	$27,054,000
Iowa Cultural Corridor (IA)	166	62	37.3%	**$50,228,171**	$37,132,190	73.9%	$96,796,000
Pikes Peak Region (CO)	68	51	75.0%	**$37,468,951**	$26,892,032	71.8%	$73,488,000
Greater Columbia Area (SC)	123	30	24.4%	**$18,529,817**	$14,692,131	79.3%	$43,287,000
Lehigh Valley Region (PA) [1]	151	91	60.3%	**$102,106,780**	$83,328,714	81.6%	$220,652,000
West Valley Region (AZ) [1]	69	13	18.8%	**$8,532,844**	$6,828,668	80.0%	$18,781,000
Greater Harrisburg Area (PA) [1]	63	38	60.3%	**$30,858,126**	$25,348,660	82.1%	$70,332,000
Greater Hartford Area (CT)	259	123	47.5%	**$148,424,871**	$112,253,026	75.6%	$298,835,000
Greater Portland Area (OR)	327	193	59.0%	**$152,061,856**	$125,302,240	82.4%	$352,943,000
Metropolitan Kansas City Area (MO/KS)	254	88	34.6%	**$203,863,115**	$176,965,663	86.8%	$561,854,000
Greater Milwaukee Area (WI)	299	154	51.5%	**$220,352,480**	$172,758,793	78.4%	$496,778,000

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 5:
Participation Rate of Eligible Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Universe of Eligible Organizations	Number of Participating Organizations	Participation Rate	Direct Organizational Expenditures	Est. Local Organizational Expenditures	Local as a Percent of Total	Estimated Total Expenditures (Direct + Indirect)
Central Florida Region (FL)	511	135	26.4%	**$98,950,181**	$81,856,818	82.7%	$236,549,000
Greater Washington DC Region (DC/MD/VA) [1]	1,046	299	28.6%	**$946,533,733**	$692,676,267	73.2%	$1,569,814,000
Greater Philadelphia Region (PA) [1]	450	345	76.7%	**$874,487,294**	$714,382,079	81.7%	$2,037,159,000
Southeastern Michigan Region (MI) [1]	713	120	16.8%	**$344,665,264**	$286,441,892	83.1%	$775,594,000
Greater Houston Area (TX)	1,488	171	11.5%	**$414,564,022**	$335,645,838	81.0%	$883,023,000
North Texas Region (TX)	431	135	31.3%	**$211,858,761**	$176,548,743	83.3%	$481,012,000
Regional Average	**239.5**	**77.0**	**39.5%**	**$130,172,598**	**$103,007,793**	**$1**	**$275,921,290**
Regional Median	102.0	35.0	33.3%	$21,221,089	$14,692,131	$1	$43,287,000
Regional Total	7,425	2,388					

Statewide Study Regions All Populations Sample Size = 10	Universe of Eligible Organizations	Number of Participating Organizations	Participation Rate	Direct Organizational Expenditures	Est. Local Organizational Expenditures	Local as a Percent of Total	Estimated Total Expenditures (Direct + Indirect)
State of South Dakota	392	116	29.6%	**$36,204,342**	$24,938,142	68.9%	$51,402,000
State of Delaware	146	87	59.6%	**$103,407,778**	$73,259,953	70.8%	$150,490,000
State of Hawai'i	214	106	49.5%	**$89,285,852**	$63,220,989	70.8%	$131,522,000
State of New Hampshire	773	161	20.8%	**$53,028,067**	$36,979,949	69.7%	$74,362,000
State of Nebraska	392	144	36.7%	**$95,764,864**	$65,508,645	68.4%	$137,762,000
State of Connecticut	1,138	329	28.9%	**$455,478,455**	$319,015,249	70.0%	$665,017,000
State of Wisconsin	1,219	326	26.7%	**$340,084,218**	$221,535,752	65.1%	$481,084,000
State of North Carolina	3,037	957	31.5%	**$659,296,614**	$463,823,802	70.4%	$951,713,000
State of Pennsylvania [1]	2,500	808	32.3%	**$1,470,650,098**	$1,026,204,071	69.8%	$2,197,038,000
State of Illinois [1]	4,000	1,004	25.1%	**$1,561,103,104**	$1,101,489,926	70.6%	$2,283,070,000
Statewide Average	**1,381.1**	**403.8**	**34.1%**	**$486,430,339**	**$339,597,648**	**$1**	**$712,346,000**
Statewide Median	955.5	243.5	30.6%	$221,745,998	$147,397,853	$1	$315,787,000
Statewide Total	13,811	4,038					

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 5:
Participation Rate of Eligible Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	**Universe of Eligible Organizations**	**Number of Participating Organizations**	**Participation Rate**	**Direct Organizational Expenditures**	**Est. Local Organizational Expenditures**	**Local as a Percent of Total**	**Estimated Total Expenditures (Direct + Indirect)**
Grand Center Arts District (St. Louis, MO)	35	25	71.4%	**$61,928,802**	$49,136,973	79.3%	$133,926,000
Dallas Arts District (Dallas, TX)	22	16	72.7%	**$76,319,421**	$63,170,824	82.8%	$173,691,000
Arts District Average	**28.5**	**20.5**	**72.1%**	**$69,124,112**	**$56,153,899**	**$1**	**$153,808,500**
Arts District Total	57	41					

Summary Statistics for all 182 Study Regions (where appropriate)		
Average	**43.2%**	**75.7%**
Minimum	5.3%	53.8%
Maximum	100.0%	88.9%

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table presents for each study region the total economic impact of the expenditures made by responding nonprofit arts and culture organizations during fiscal year 2010. Summary statistics are calculated for each population group.

The total impact is a measure of the effect each expended dollar has on the study region's economy as it is spent and re-spent within the region. It is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity IV* National Statistical Report for more information about direct and total economic impacts.

Column Two:
The total direct organizational expenditures made by responding nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is the sum of operating expenditures and capital expenditures. (These are real dollars; no multiplier is employed.)

Column Three:
The total number of full-time equivalent (FTE) jobs supported by the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Four:
The total amount of household income paid to study region residents as a result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Household income includes salaries, wages, and proprietary income.

Column Five:
The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Local government includes the city and county governments located within each participating study region.

Column Six:
The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region.

Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	**Total Direct Organizational Expenditures**	**TOTAL Economic Impacts**			
		Full-Time Equivalent Jobs	**Resident Household Income**	**Local Government Revenue**	**State Government Revenue**
City of Gunnison (CO)***	$302,675	7	$197,000	$9,000	$6,000
Town of Telluride (CO)*	$16,611,397	459	$11,944,000	$256,000	$221,000
Town of Crested Butte (CO)***	$3,132,032	68	$1,566,000	$80,000	$60,000
Town of Newmarket (NH)	$60,727	3	$57,000	$4,000	$5,000
Greater Ketchikan Area (AK)	$2,040,042	76	$1,565,000	$79,000	$166,000
Gunnison County (CO)	$3,434,707	75	$1,763,000	$89,000	$66,000
City of Durango (CO)	$5,832,804	209	$4,354,000	$179,000	$116,000
Teton County (WY)*	$17,939,373	345	$9,712,000	$429,000	$909,000
City of Laguna Beach (CA)* [1]	$27,677,930	804	$21,356,000	$1,085,000	$1,405,000
City of Fairfax (VA)***	$7,469,179	205	$4,214,000	$288,000	$220,000
City of Auburn (NY) [1]	$1,954,515	72	$1,313,000	$159,000	$64,000
City of Slidell (LA)***	$902,631	32	$579,000	$46,000	$56,000
City of Winter Park (FL)***	$15,982,824	546	$14,984,000	$448,000	$527,000
Greater Elkins Area (WV)	$1,644,825	44	$1,117,000	$39,000	$109,000
Transylvania County (NC)	$4,366,142	154	$3,195,000	$127,000	$157,000
City of Rochester (NH)	$4,322,451	215	$3,738,000	$161,000	$209,000
City and Borough of Juneau (AK)	$5,619,527	273	$4,049,000	$254,000	$237,000
Princeton (NJ)**	$39,938,248	1,871	$39,195,000	$2,332,000	$2,053,000
Platte County (NE)	$965,884	26	$756,000	$22,000	$37,000
Adams County (NE)	$5,429,833	223	$4,654,000	$191,000	$205,000
City of Fairbanks (AK)	$6,561,302	261	$4,792,000	$289,000	$632,000
City of West Hollywood (CA)** [1]	$20,718,409	556	$18,823,000	$867,000	$1,010,000
City of Pittsfield (MA)** [1]	$12,918,102	367	$8,651,000	$495,000	$493,000
Windham County (VT)*	$7,556,676	228	$5,920,000	$116,000	$399,000
Iron County (UT)*	$9,397,878	166	$4,679,000	$174,000	$242,000
Watauga County (NC)	$2,675,429	74	$1,738,000	$46,000	$68,000
Buffalo County (NE)	$5,306,985	159	$5,048,000	$182,000	$188,000
Group A Average	**$8,546,760**	**278**	**$6,665,148**	**$312,815**	**$365,185**
Average Excluding Outliers/Exclusions	$3,586,798	133	$2,724,214	$130,071	$161,357
Group A Median	$5,429,833	205	$4,214,000	$174,000	$205,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Total Direct Organizational Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Chenango County (NY) [1]	$1,019,269	29	$676,000	$55,000	$26,000
City of La Crosse (WI)	$3,297,522	107	$2,649,000	$132,000	$157,000
Lenoir County (NC)	$919,234	34	$788,000	$25,000	$31,000
City of Dubuque (IA)	$17,589,715	577	$15,685,000	$621,000	$611,000
Greater Enid Area (OK)	$5,018,795	216	$4,149,000	$125,000	$241,000
City of Flagstaff (AZ) [1]	$37,774,574	1,489	$33,009,000	$1,296,000	$1,437,000
City of Portland (ME)	$26,506,636	791	$22,603,000	$1,351,000	$1,530,000
Athens County (OH) [1]	$16,751,009	533	$13,380,000	$604,000	$593,000
Rutherford County (NC)	$528,372	16	$355,000	$13,000	$16,000
City of Walnut Creek (CA) [1]	$18,136,698	633	$14,897,000	$796,000	$947,000
City of Missoula (MT)	$13,612,783	559	$12,177,000	$400,000	$613,000
City of Bloomington (IN)	$52,300,406	2,779	$49,313,000	$1,736,000	$2,313,000
City of Miami Beach (FL)***	$97,961,950	2,775	$97,645,000	$2,910,000	$4,927,000
Greater Parkersburg Area (WV)	$1,007,575	48	$828,000	$26,000	$54,000
Moore County (NC)	$3,166,513	81	$2,089,000	$90,000	$118,000
Indiana County (PA) [1]	$444,592	19	$400,000	$12,000	$19,000
Buchanan County (MO)	$6,245,874	332	$6,234,000	$234,000	$213,000
City of Boulder (CO)	$8,624,902	231	$6,588,000	$272,000	$239,000
Eau Claire County (WI)	$2,841,651	125	$2,691,000	$140,000	$121,000
Group B Average	**$16,513,056**	**599**	**$15,060,842**	**$570,421**	**$747,684**
Average Excluding Outliers/Exclusions	$11,988,118	478	$10,472,833	$440,444	$515,500
Group B Median	$6,245,874	231	$6,234,000	$234,000	$239,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	Total Direct Organizational Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Rochester (MN)	$19,122,720	595	$14,056,000	$408,000	$956,000
Tompkins County (NY) [1]	$13,378,656	592	$10,567,000	$837,000	$414,000
Wayne County (NC)	$1,475,605	48	$982,000	$69,000	$47,000
City of McKinney (TX)	$631,703	18	$429,000	$35,000	$30,000
Orange County (NC)	$63,902,675	2,709	$55,612,000	$2,222,000	$3,229,000
Town of Cary (NC)***	$4,217,795	241	$4,383,000	$172,000	$224,000
Marathon County (WI)	$5,261,863	192	$3,693,000	$183,000	$280,000
Greater Charlottesville Area (VA)**	$49,497,115	1,118	$31,160,000	$1,687,000	$1,255,000
City of Fort Collins (CO)	$9,014,152	211	$5,540,000	$350,000	$224,000
Cambria County (PA) [1]	$9,150,036	353	$7,128,000	$258,000	$466,000
City of Alexandria (VA)	$26,075,019	880	$20,331,000	$804,000	$920,000
City of Eugene (OR)	$29,471,563	1,245	$24,020,000	$984,000	$546,000
Pitt County (NC)	$6,162,737	359	$7,063,000	$212,000	$272,000
City of Santa Clarita (CA) [1]	$5,807,151	167	$5,691,000	$246,000	$294,000
City of Providence (RI)** [1]	$83,987,042	1,996	$63,788,000	$3,730,000	$4,299,000
Erie (PA) [1]	$10,648,662	376	$7,956,000	$430,000	$565,000
New Hanover County (NC)	$5,742,658	288	$6,093,000	$185,000	$224,000
City of Glendale (CA) [1]	$5,793,445	144	$4,825,000	$246,000	$295,000
City of Tacoma (WA)	$34,861,671	1,037	$26,151,000	$1,473,000	$2,108,000
Whatcom County (WA)	$8,649,047	341	$7,891,000	$269,000	$340,000
City of Boise (ID)	$22,741,964	802	$19,023,000	$786,000	$1,304,000
Lackawanna County (PA) [1]	$14,402,174	575	$11,570,000	$562,000	$608,000
Arlington County (VA)	$90,053,057	2,417	$54,392,000	$3,529,000	$2,939,000
City of Orlando (FL)***	$48,132,075	1,843	$46,024,000	$1,414,000	$1,797,000
Buncombe County (NC)	$16,928,713	550	$14,871,000	$550,000	$734,000
St. Tammany Parish (LA)	$5,565,023	271	$4,926,000	$314,000	$390,000
Alachua County (FL)	$32,337,690	754	$19,488,000	$1,031,000	$1,063,000
Greater Jackson Area (MS)	$4,075,820	252	$5,030,000	$150,000	$330,000
Group C Average	**$22,395,994**	**728**	**$17,238,679**	**$826,286**	**$934,036**
Average Excluding Outliers/Exclusions	$18,385,575	632	$14,055,333	$672,208	$774,083
Group C Median	$12,013,659	463	$9,261,500	$419,000	$506,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	Total Direct Organizational Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Lincoln (NE)	$33,489,188	895	$26,801,000	$1,196,000	$1,432,000
Durham County (NC)	$74,120,175	3,018	$69,657,000	$2,206,000	$2,743,000
Osceola County (FL)	$1,891,223	64	$1,473,000	$39,000	$103,000
City of Newark (NJ)	$74,303,488	2,675	$72,169,000	$3,508,000	$3,537,000
City of Riverside (CA)*** [1]	$14,442,437	494	$11,808,000	$639,000	$694,000
Lexington-Fayette Urban County (KY)	$8,107,533	325	$8,481,000	$181,000	$539,000
Loudoun County (VA)	$8,591,821	237	$7,826,000	$349,000	$257,000
Cumberland County (NC)	$32,194,922	1,108	$21,803,000	$1,377,000	$1,463,000
Greater Chattanooga Area (TN)	$40,414,728	1,917	$38,468,000	$1,303,000	$2,236,000
Forsyth County (NC)	$70,673,164	2,648	$65,340,000	$2,209,000	$3,694,000
City of Wichita (KS)	$37,094,163	1,066	$30,509,000	$1,547,000	$1,539,000
Sarasota County (FL)	$129,273,630	3,545	$105,113,000	$4,478,000	$7,150,000
City of Oakland (CA) [1]	$31,655,035	1,182	$30,371,000	$1,452,000	$1,591,000
Santa Barbara County (CA) [1]	$79,694,226	2,341	$57,016,000	$2,922,000	$3,682,000
City of Miami (FL)***	$342,575,781	7,751	$267,784,000	$8,261,000	$13,996,000
Seminole County (FL)	$2,057,892	72	$1,670,000	$97,000	$159,000
City of Omaha (NE)	$45,854,282	2,121	$44,415,000	$1,831,000	$2,302,000
Greater Syracuse Area (NY) [1]	$33,892,863	1,804	$35,037,000	$2,678,000	$1,294,000
City of Mesa (AZ) [1]	$14,678,209	548	$14,403,000	$671,000	$824,000
Guilford County (NC)	$46,389,422	1,601	$35,826,000	$1,399,000	$2,150,000
Dane County (WI)	$69,233,690	2,708	$56,103,000	$2,642,000	$3,539,000
Volusia County (FL)	$10,072,822	301	$7,530,000	$514,000	$746,000
Group D Average	**$54,577,304**	**1,746**	**$45,891,045**	**$1,886,318**	**$2,530,455**
Average Excluding Outliers/Exclusions	$42,184,124	1,509	$36,500,550	$1,629,950	$2,049,000
Group D Median	$35,493,513	1,392	$32,773,000	$1,425,500	$1,565,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	Total Direct Organizational Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Albuquerque (NM)	$61,618,323	2,704	$63,482,000	$2,075,000	$5,660,000
City of Atlanta (GA)	$168,113,885	5,098	$148,596,000	$5,221,000	$6,162,000
Polk County (FL)	$2,664,450	116	$2,593,000	$147,000	$222,000
Lee County (FL)	$23,141,643	832	$21,333,000	$1,097,000	$1,939,000
City of Seattle (WA)	$271,984,025	6,772	$178,795,000	$8,867,000	$12,112,000
District of Columbia (DC)* [2]	$688,101,361	12,138	$409,474,000	$65,639,000	$0
City of Baltimore (MD) [1]	$266,273,496	6,483	$203,091,000	$10,856,000	$11,570,000
Jefferson County (AL)	$88,544,195	2,969	$83,303,000	$2,329,000	$3,575,000
City of Austin (TX)	$137,180,288	4,437	$110,305,000	$5,823,000	$4,225,000
City of Indianapolis (IN)	$192,851,132	6,025	$181,394,000	$6,524,000	$11,176,000
City and County of San Francisco (CA)* [1]	$472,127,310	13,932	$386,936,000	$12,458,000	$20,826,000
Prince George's County (MD) [1]	$16,322,724	399	$13,613,000	$731,000	$1,048,000
Bergen County (NJ)	$11,075,060	432	$9,663,000	$686,000	$515,000
Wake County (NC)	$87,806,772	4,174	$82,691,000	$2,985,000	$4,710,000
Fairfield County (CT)	$83,960,617	3,383	$73,093,000	$3,772,000	$4,181,000
Mecklenburg County (NC)	$101,177,294	3,319	$91,889,000	$2,854,000	$4,942,000
Greater Memphis Area (TN)	$62,573,460	2,046	$58,175,000	$1,891,000	$4,130,000
City of San Jose (CA)*** [1]	$73,279,714	1,984	$46,464,000	$2,519,000	$2,899,000
Westchester County (NY) [1]	$96,846,062	3,212	$75,225,000	$8,265,000	$5,146,000
Montgomery County (MD) [1]	$76,727,887	2,049	$46,409,000	$2,986,000	$3,365,000
Group E Average	**$149,118,485**	**3,703**	**$98,792,105**	**$4,320,316**	**$5,705,421**
Average Excluding Outliers/Exclusions	$102,874,195	3,203	$84,920,588	$3,947,588	$4,981,059
Group E Median	$88,175,484	3,212	$75,225,000	$2,985,000	$4,225,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	Total Direct Organizational Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Pima County (AZ) [1]	$42,775,159	1,270	$29,210,000	$1,844,000	$1,781,000
Fairfax County (VA)	$49,253,685	1,432	$34,528,000	$1,645,000	$1,869,000
Orange County (FL)	$70,665,797	2,694	$61,769,000	$2,131,000	$2,481,000
Greater Columbus Area (OH) [1]	$131,118,075	5,015	$119,644,000	$5,583,000	$7,590,000
Allegheny County (PA) [1]	$368,814,926	10,679	$254,864,000	$15,673,000	$17,548,000
City of San Diego (CA)*** [1]	$238,087,570	9,844	$222,985,000	$9,732,000	$12,223,000
City of Dallas (TX)	$165,380,803	7,019	$175,032,000	$7,428,000	$10,022,000
Palm Beach County (FL)	$138,895,426	3,364	$89,229,000	$6,785,000	$7,230,000
Greater St. Louis Area (MO)	$313,254,748	10,046	$275,105,000	$9,256,000	$13,514,000
City of San Antonio (TX)	$62,725,080	2,734	$64,010,000	$3,172,000	$3,717,000
Sacramento County (CA) [1]	$82,052,285	3,658	$78,000,000	$4,465,000	$5,050,000
City and County of Philadelphia (PA) [1]	$767,225,682	17,304	$536,802,000	$31,342,000	$33,924,000
City of Phoenix (AZ) [1]	$164,507,239	5,646	$132,942,000	$6,888,000	$8,347,000
Broward County (FL)	$102,990,228	2,837	$81,756,000	$4,456,000	$4,271,000
Santa Clara County (CA) [1]	$105,408,550	3,200	$79,399,000	$3,643,000	$4,448,000
Tarrant County (TX)	$39,181,830	1,741	$42,149,000	$2,565,000	$2,717,000
Clark County (NV)	$34,739,177	988	$27,151,000	$908,000	$1,360,000
Riverside County (CA) [1]	$51,638,155	1,571	$37,115,000	$2,115,000	$2,482,000
Miami-Dade County (FL)	$673,958,759	17,951	$609,999,000	$17,891,000	$28,017,000
City of Chicago (IL) [1]	$1,207,544,625	37,013	$879,037,000	$55,301,000	$49,094,000
San Diego County (CA) [1]	$272,357,906	11,202	$253,771,000	$11,094,000	$13,931,000
City of Los Angeles (CA) [1]	$950,548,282	26,258	$887,637,000	$41,176,000	$47,451,000
Harris County (TX)	$373,412,394	9,075	$303,074,000	$14,109,000	$13,130,000
Group F Average	**$278,545,060**	**8,371**	**$229,356,870**	**$11,269,652**	**$12,704,217**
Average Excluding Outliers/Exclusions	$280,384,037	8,304	$229,646,500	$11,339,545	$12,726,091
Group F Median	$138,895,426	5,015	$119,644,000	$6,785,000	$7,590,000

ALL CITY/COUNTY STUDY REGIONS					
Average	**$84,612,987**	**2,468**	**$66,019,268**	**$3,081,210**	**$3,670,210**
Average Excluding Outliers/Exclusions	$82,332,589	2,547	$67,737,930	$3,261,391	$3,789,113
Median	$23,141,643	791	$19,488,000	$867,000	$1,010,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Total Direct Organizational Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Greater Portsmouth Area (NH)	$10,501,380	435	$10,044,000	$595,000	$567,000
Greater Concord Area (NH)	$10,751,712	385	$8,855,000	$552,000	$592,000
Greater Aberdeen Area (SD)	$1,565,591	65	$1,320,000	$51,000	$60,000
Centre Region (PA) [1]	$9,988,260	369	$9,106,000	$365,000	$531,000
Greater Minot Area (ND)	$6,284,757	132	$2,493,000	$128,000	$199,000
Creative Corridor in Northwest Iowa (IA)	$3,726,102	118	$2,753,000	$107,000	$96,000
Northern New Hampshire (NH)	$7,775,243	268	$6,008,000	$301,000	$363,000
Greater Sioux Falls Area (SD)	$15,932,153	676	$15,036,000	$482,000	$656,000
Greater Athens Area (GA)	$3,912,577	167	$3,515,000	$149,000	$99,000
Greater Rockford Area (IL) [1]	$17,435,165	877	$16,511,000	$1,083,000	$817,000
Greater Peoria Area (IL) [1]	$14,812,915	689	$14,746,000	$856,000	$652,000
Greater Fox Cities Region (WI)	$21,221,089	268	$5,608,000	$265,000	$379,000
Northern Tier Region (PA) [1]	$3,948,860	134	$2,738,000	$146,000	$167,000
Northwest Arkansas Area (AR)	$30,916,901	1,091	$21,882,000	$429,000	$1,645,000
Mahoning Valley Region (OH) [1]	$13,091,576	573	$10,896,000	$539,000	$556,000
Iowa Cultural Corridor (IA)	$50,228,171	1,961	$36,703,000	$1,796,000	$1,825,000
Pikes Peak Region (CO)	$37,468,951	1,043	$24,732,000	$1,426,000	$1,017,000
Greater Columbia Area (SC)	$18,529,817	841	$17,454,000	$728,000	$938,000
Lehigh Valley Region (PA) [1]	$102,106,780	3,450	$67,030,000	$3,912,000	$4,775,000
West Valley Region (AZ) [1]	$8,532,844	357	$8,644,000	$413,000	$505,000
Greater Harrisburg Area (PA) [1]	$30,858,126	1,211	$25,445,000	$1,426,000	$1,628,000
Greater Hartford Area (CT)	$148,424,871	4,748	$136,320,000	$3,263,000	$8,829,000
Greater Portland Area (OR)	$152,061,856	5,397	$127,683,000	$6,213,000	$6,836,000
Metropolitan Kansas City Area (MO/KS)	$203,863,115	6,154	$184,025,000	$5,343,000	$7,617,000
Greater Milwaukee Area (WI)	$220,352,480	8,567	$187,073,000	$12,309,000	$13,961,000

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
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Regional Study Regions All Populations Sample Size = 31	Total Direct Organizational Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Central Florida Region (FL)	$98,950,181	3,690	$83,044,000	$4,338,000	$4,962,000
Greater Washington DC Region (DC/MD/VA) [1]	$946,533,733	20,295	$636,596,000	$95,356,000	$10,688,000
Greater Philadelphia Region (PA) [1]	$874,487,294	30,281	$760,653,000	$42,240,000	$58,855,000
Southeastern Michigan Region (MI) [1]	$344,665,264	15,608	$343,968,000	$15,817,000	$25,766,000
Greater Houston Area (TX)	$414,564,022	16,019	$378,050,000	$23,136,000	$29,777,000
North Texas Region (TX)	$211,858,761	9,233	$238,364,000	$11,782,000	$15,547,000
Regional Average	**$130,172,598**	**4,358**	**$109,267,581**	**$7,598,258**	**$6,480,806**
Regional Median	$21,221,089	877	$17,454,000	$856,000	$938,000

Statewide Study Regions All Populations Sample Size = 10	Total Direct Organizational Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of South Dakota	$36,204,342	1,299	$30,185,000	$943,000	$1,331,000
State of Delaware	$103,407,778	2,787	$83,834,000	$1,168,000	$5,947,000
State of Hawai'i	$89,285,852	3,020	$74,933,000	$1,746,000	$7,836,000
State of New Hampshire	$53,028,067	2,009	$45,603,000	$2,462,000	$3,095,000
State of Nebraska	$95,764,864	4,042	$101,411,000	$3,903,000	$4,891,000
State of Connecticut	$455,478,455	14,406	$374,240,000	$19,092,000	$21,022,000
State of Wisconsin	$340,084,218	16,244	$333,336,000	$17,510,000	$18,847,000
State of North Carolina	$659,296,614	25,824	$561,257,000	$20,730,000	$28,891,000
State of Pennsylvania [1]	$1,470,650,098	50,825	$1,257,305,000	$71,037,000	$90,577,000
State of Illinois [1]	$1,561,103,104	49,963	$1,492,868,000	$79,637,000	$82,595,000
Statewide Average	**$486,430,339**	**17,042**	**$435,497,200**	**$21,822,800**	**$26,503,200**
Statewide Median	$221,745,998	9,224	$217,373,500	$10,706,500	$13,341,500

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 6:
Total Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
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Individual Arts Districts All Populations Sample Size = 2	Total Direct Organizational Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Grand Center Arts District (St. Louis, MO)	$61,928,802	2,761	$62,936,000	$2,846,000	$2,531,000
Dallas Arts District (Dallas, TX)	$76,319,421	3,197	$79,528,000	$3,410,000	$4,603,000
Arts District Average	**$69,124,112**	**2,979**	**$71,232,000**	**$3,128,000**	**$3,567,000**

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

[2] The economic impact findings for the District of Columbia (DC) are excluded from the calculation of the economic impact summary statistics on this table due to Washington, DC's unique status as a study region with no state government.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table presents for each study region the direct economic impact of the expenditures made by responding nonprofit arts and culture organizations during fiscal year 2010. Summary statistics are calculated for each population group.

Total organizational expenditures are the sum of operating expenditures and capital expenditures. The direct impact is a measure of the effect of the initial expenditure. Because it measures only one round of spending, the direct impact is always smaller than the total impact, which measures the effect of each dollar as it is spent and re-spent within the study region. It is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity IV* National Statistical Report for more information about direct and total economic impacts.

Column Two:
The total direct organizational expenditures made by responding nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is the sum of operating expenditures and capital expenditures. (These are real dollars; no multiplier is employed.)

Column Three:
The number of full-time equivalent (FTE) jobs directly supported by the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Four:
The amount of household income paid to study region residents as a direct result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Household income includes salaries, wages, and proprietary income.

Column Five:
The amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region. Local government includes the city and county governments located within each participating study region.

Column Six:
The amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by the responding nonprofit arts and culture organizations in each participating study region.

Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	Total Direct Organizational Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Gunnison (CO)***	$302,675	5	$143,000	$4,000	$1,000
Town of Telluride (CO)*	$16,611,397	291	$8,677,000	$90,000	$75,000
Town of Crested Butte (CO)***	$3,132,032	24	$659,000	$25,000	$10,000
Town of Newmarket (NH)	$60,727	1	$21,000	$1,000	$2,000
Greater Ketchikan Area (AK)	$2,040,042	46	$1,068,000	$27,000	$91,000
Gunnison County (CO)	$3,434,707	29	$802,000	$29,000	$11,000
City of Durango (CO)	$5,832,804	68	$1,719,000	$42,000	$21,000
Teton County (WY)*	$17,939,373	142	$4,627,000	$127,000	$403,000
City of Laguna Beach (CA)* [1]	$27,677,930	331	$10,942,000	$307,000	$324,000
City of Fairfax (VA)***	$7,469,179	112	$2,565,000	$103,000	$95,000
City of Auburn (NY) [1]	$1,954,515	34	$709,000	$76,000	$24,000
City of Slidell (LA)***	$902,631	14	$299,000	$18,000	$22,000
City of Winter Park (FL)***	$15,982,824	130	$4,830,000	$82,000	$90,000
Greater Elkins Area (WV)	$1,644,825	20	$630,000	$16,000	$48,000
Transylvania County (NC)	$4,366,142	97	$2,318,000	$35,000	$48,000
City of Rochester (NH)	$4,322,451	112	$2,240,000	$48,000	$80,000
City and Borough of Juneau (AK)	$5,619,527	166	$2,700,000	$110,000	$95,000
Princeton (NJ)**	$39,938,248	799	$19,988,000	$573,000	$503,000
Platte County (NE)	$965,884	15	$534,000	$4,000	$14,000
Adams County (NE)	$5,429,833	123	$3,080,000	$47,000	$42,000
City of Fairbanks (AK)	$6,561,302	143	$3,025,000	$96,000	$299,000
City of West Hollywood (CA)** [1]	$20,718,409	208	$9,826,000	$254,000	$253,000
City of Pittsfield (MA)** [1]	$12,918,102	160	$4,661,000	$156,000	$114,000
Windham County (VT)*	$7,556,676	102	$3,343,000	$27,000	$104,000
Iron County (UT)*	$9,397,878	74	$2,545,000	$55,000	$64,000
Watauga County (NC)	$2,675,429	38	$1,083,000	$11,000	$18,000
Buffalo County (NE)	$5,306,985	70	$3,027,000	$41,000	$33,000
Group A Average	**$8,546,760**	**124**	**$3,557,815**	**$89,037**	**$106,815**
Average Excluding Outliers/Exclusions	$3,586,798	69	$1,639,714	$41,643	$59,000
Group A Median	$5,429,833	97	$2,545,000	$47,000	$64,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Total Direct Organizational Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Chenango County (NY) [1]	$1,019,269	16	$416,000	$23,000	$8,000
City of La Crosse (WI)	$3,297,522	41	$1,289,000	$47,000	$33,000
Lenoir County (NC)	$919,234	15	$428,000	$4,000	$6,000
City of Dubuque (IA)	$17,589,715	199	$7,437,000	$164,000	$104,000
Greater Enid Area (OK)	$5,018,795	63	$1,458,000	$19,000	$46,000
City of Flagstaff (AZ) [1]	$37,774,574	707	$19,112,000	$350,000	$281,000
City of Portland (ME)	$26,506,636	272	$10,327,000	$320,000	$317,000
Athens County (OH) [1]	$16,751,009	282	$8,645,000	$176,000	$138,000
Rutherford County (NC)	$528,372	10	$254,000	$3,000	$5,000
City of Walnut Creek (CA) [1]	$18,136,698	332	$8,934,000	$305,000	$365,000
City of Missoula (MT)	$13,612,783	247	$6,694,000	$107,000	$215,000
City of Bloomington (IN)	$52,300,406	1,082	$23,378,000	$414,000	$395,000
City of Miami Beach (FL)***	$97,961,950	407	$20,106,000	$375,000	$665,000
Greater Parkersburg Area (WV)	$1,007,575	22	$459,000	$8,000	$16,000
Moore County (NC)	$3,166,513	38	$1,173,000	$36,000	$49,000
Indiana County (PA) [1]	$444,592	11	$277,000	$3,000	$6,000
Buchanan County (MO)	$6,245,874	152	$3,508,000	$54,000	$42,000
City of Boulder (CO)	$8,624,902	109	$3,696,000	$61,000	$61,000
Eau Claire County (WI)	$2,841,651	38	$1,051,000	$49,000	$22,000
Group B Average	**$16,513,056**	**213**	**$6,244,316**	**$132,526**	**$146,000**
Average Excluding Outliers/Exclusions	$11,988,118	202	$5,474,222	$119,056	$117,167
Group B Median	$6,245,874	109	$3,508,000	$54,000	$49,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
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Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	Total Direct Organizational Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Rochester (MN)	$19,122,720	345	$9,203,000	$96,000	$326,000
Tompkins County (NY) [1]	$13,378,656	330	$6,678,000	$289,000	$109,000
Wayne County (NC)	$1,475,605	20	$511,000	$39,000	$13,000
City of McKinney (TX)	$631,703	7	$198,000	$17,000	$10,000
Orange County (NC)	$63,902,675	1,477	$35,791,000	$574,000	$1,089,000
Town of Cary (NC)***	$4,217,795	98	$2,158,000	$37,000	$54,000
Marathon County (WI)	$5,261,863	88	$2,009,000	$64,000	$77,000
Greater Charlottesville Area (VA)**	$49,497,115	717	$21,817,000	$719,000	$553,000
City of Fort Collins (CO)	$9,014,152	92	$2,998,000	$94,000	$63,000
Cambria County (PA) [1]	$9,150,036	128	$3,168,000	$81,000	$129,000
City of Alexandria (VA)	$26,075,019	485	$12,647,000	$294,000	$339,000
City of Eugene (OR)	$29,471,563	615	$14,182,000	$237,000	$205,000
Pitt County (NC)	$6,162,737	202	$4,812,000	$11,000	$37,000
City of Santa Clarita (CA) [1]	$5,807,151	67	$3,160,000	$64,000	$69,000
City of Providence (RI)** [1]	$83,987,042	730	$31,356,000	$964,000	$1,038,000
Erie (PA) [1]	$10,648,662	152	$3,983,000	$114,000	$144,000
New Hanover County (NC)	$5,742,658	138	$3,647,000	$35,000	$41,000
City of Glendale (CA) [1]	$5,793,445	53	$2,499,000	$66,000	$73,000
City of Tacoma (WA)	$34,861,671	418	$12,986,000	$428,000	$676,000
Whatcom County (WA)	$8,649,047	162	$4,680,000	$56,000	$90,000
City of Boise (ID)	$22,741,964	338	$10,004,000	$227,000	$311,000
Lackawanna County (PA) [1]	$14,402,174	246	$6,106,000	$175,000	$160,000
Arlington County (VA)	$90,053,057	1,437	$35,388,000	$1,457,000	$1,362,000
City of Orlando (FL)***	$48,132,075	574	$19,153,000	$316,000	$362,000
Buncombe County (NC)	$16,928,713	218	$7,384,000	$127,000	$189,000
St. Tammany Parish (LA)	$5,565,023	144	$3,055,000	$91,000	$122,000
Alachua County (FL)	$32,337,690	339	$10,928,000	$266,000	$308,000
Greater Jackson Area (MS)	$4,075,820	105	$2,664,000	$20,000	$44,000
Group C Average	**$22,395,994**	**347**	**$9,755,893**	**$248,500**	**$285,464**
Average Excluding Outliers/Exclusions	$18,385,575	317	$8,278,375	$205,083	$249,417
Group C Median	$12,013,659	210	$5,459,000	$105,000	$136,500

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	Total Direct Organizational Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Lincoln (NE)	$33,489,188	335	$13,169,000	$282,000	$304,000
Durham County (NC)	$74,120,175	1,168	$34,418,000	$419,000	$610,000
Osceola County (FL)	$1,891,223	16	$446,000	$7,000	$18,000
City of Newark (NJ)	$74,303,488	1,221	$39,185,000	$1,027,000	$1,051,000
City of Riverside (CA)*** [1]	$14,442,437	236	$6,784,000	$225,000	$191,000
Lexington-Fayette Urban County (KY)	$8,107,533	117	$4,159,000	$42,000	$121,000
Loudoun County (VA)	$8,591,821	123	$4,921,000	$113,000	$86,000
Cumberland County (NC)	$32,194,922	561	$13,024,000	$632,000	$571,000
Greater Chattanooga Area (TN)	$40,414,728	757	$18,927,000	$274,000	$389,000
Forsyth County (NC)	$70,673,164	857	$27,892,000	$423,000	$911,000
City of Wichita (KS)	$37,094,163	439	$16,105,000	$354,000	$331,000
Sarasota County (FL)	$129,273,630	1,475	$52,915,000	$1,653,000	$2,985,000
City of Oakland (CA) [1]	$31,655,035	549	$17,371,000	$373,000	$415,000
Santa Barbara County (CA) [1]	$79,694,226	1,125	$32,707,000	$938,000	$975,000
City of Miami (FL)***	$342,575,781	1,044	$50,464,000	$1,782,000	$3,377,000
Seminole County (FL)	$2,057,892	12	$345,000	$26,000	$36,000
City of Omaha (NE)	$45,854,282	745	$19,801,000	$503,000	$493,000
Greater Syracuse Area (NY) [1]	$33,892,863	689	$16,781,000	$603,000	$153,000
City of Mesa (AZ) [1]	$14,678,209	187	$6,317,000	$175,000	$233,000
Guilford County (NC)	$46,389,422	521	$14,990,000	$216,000	$388,000
Dane County (WI)	$69,233,690	1,041	$26,658,000	$783,000	$838,000
Volusia County (FL)	$10,072,822	98	$3,212,000	$195,000	$237,000
Group D Average	**$54,577,304**	**605**	**$19,117,773**	**$502,045**	**$668,773**
Average Excluding Outliers/Exclusions	$42,184,124	602	$18,167,150	$451,900	$557,250
Group D Median	$35,493,513	555	$16,443,000	$363,500	$388,500

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	Total Direct Organizational Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Albuquerque (NM)	$61,618,323	1,007	$30,811,000	$531,000	$1,464,000
City of Atlanta (GA)	$168,113,885	1,726	$65,384,000	$1,132,000	$1,362,000
Polk County (FL)	$2,664,450	49	$1,344,000	$53,000	$74,000
Lee County (FL)	$23,141,643	353	$11,350,000	$350,000	$625,000
City of Seattle (WA)	$271,984,025	2,634	$85,620,000	$2,752,000	$4,314,000
District of Columbia (DC)* [2]	$688,101,361	9,444	$337,956,000	$42,975,000	$0
City of Baltimore (MD) [1]	$266,273,496	2,241	$92,765,000	$3,024,000	$3,035,000
Jefferson County (AL)	$88,544,195	959	$34,923,000	$390,000	$704,000
City of Austin (TX)	$137,180,288	1,780	$54,351,000	$1,333,000	$1,096,000
City of Indianapolis (IN)	$192,851,132	1,869	$77,878,000	$1,538,000	$1,871,000
City and County of San Francisco (CA)* [1]	$472,127,310	6,563	$217,043,000	$3,714,000	$6,352,000
Prince George's County (MD) [1]	$16,322,724	223	$9,147,000	$151,000	$277,000
Bergen County (NJ)	$11,075,060	195	$5,181,000	$233,000	$165,000
Wake County (NC)	$87,806,772	1,819	$43,629,000	$520,000	$1,093,000
Fairfield County (CT)	$83,960,617	1,600	$39,978,000	$1,033,000	$1,439,000
Mecklenburg County (NC)	$101,177,294	995	$35,754,000	$660,000	$1,206,000
Greater Memphis Area (TN)	$62,573,460	622	$24,412,000	$493,000	$957,000
City of San Jose (CA)*** [1]	$73,279,714	1,001	$27,061,000	$843,000	$963,000
Westchester County (NY) [1]	$96,846,062	1,522	$41,577,000	$2,731,000	$1,896,000
Montgomery County (MD) [1]	$76,727,887	1,060	$27,142,000	$1,139,000	$1,439,000
Group E Average	**$149,118,485**	**1,485**	**$48,702,632**	**$1,190,526**	**$1,596,421**
Average Excluding Outliers/Exclusions	$102,874,195	1,215	$40,073,294	$1,062,529	$1,353,941
Group E Median	$88,175,484	1,060	$35,754,000	$843,000	$1,206,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	Total Direct Organizational Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Pima County (AZ) [1]	$42,775,159	550	$15,638,000	$594,000	$501,000
Fairfax County (VA)	$49,253,685	695	$18,778,000	$513,000	$774,000
Orange County (FL)	$70,665,797	800	$24,551,000	$465,000	$488,000
Greater Columbus Area (OH) [1]	$131,118,075	1,684	$52,551,000	$1,278,000	$1,419,000
Allegheny County (PA) [1]	$368,814,926	3,211	$99,531,000	$4,155,000	$4,685,000
City of San Diego (CA)*** [1]	$238,087,570	4,242	$116,947,000	$2,788,000	$3,050,000
City of Dallas (TX)	$165,380,803	2,650	$84,782,000	$1,807,000	$2,872,000
Palm Beach County (FL)	$138,895,426	1,439	$46,382,000	$2,487,000	$2,679,000
Greater St. Louis Area (MO)	$313,254,748	3,675	$127,975,000	$2,118,000	$3,511,000
City of San Antonio (TX)	$62,725,080	844	$25,915,000	$628,000	$751,000
Sacramento County (CA) [1]	$82,052,285	1,085	$28,813,000	$1,462,000	$1,374,000
City and County of Philadelphia (PA) [1]	$767,225,682	5,871	$244,003,000	$7,650,000	$11,320,000
City of Phoenix (AZ) [1]	$164,507,239	1,934	$58,768,000	$1,759,000	$1,957,000
Broward County (FL)	$102,990,228	1,025	$38,863,000	$1,381,000	$1,313,000
Santa Clara County (CA) [1]	$105,408,550	1,648	$47,171,000	$1,215,000	$1,456,000
Tarrant County (TX)	$39,181,830	699	$21,477,000	$690,000	$701,000
Clark County (NV)	$34,739,177	327	$11,327,000	$138,000	$351,000
Riverside County (CA) [1]	$51,638,155	747	$21,186,000	$723,000	$665,000
Miami-Dade County (FL)	$673,958,759	3,159	$149,284,000	$3,856,000	$6,593,000
City of Chicago (IL) [1]	$1,207,544,625	12,856	$385,456,000	$13,177,000	$12,942,000
San Diego County (CA) [1]	$272,357,906	4,838	$133,377,000	$3,194,000	$3,496,000
City of Los Angeles (CA) [1]	$950,548,282	9,609	$454,628,000	$12,160,000	$11,630,000
Harris County (TX)	$373,412,394	3,344	$136,687,000	$4,347,000	$4,729,000
Group F Average	**$278,545,060**	**2,910**	**$101,916,957**	**$2,981,957**	**$3,445,957**
Average Excluding Outliers/Exclusions	$280,384,037	2,850	$101,233,773	$2,990,773	$3,463,955
Group F Median	$138,895,426	1,684	$52,551,000	$1,759,000	$1,957,000

ALL CITY/COUNTY STUDY REGIONS					
Average	**$84,612,987**	**910**	**$30,274,630**	**$827,029**	**$999,659**
Average Excluding Outliers/Exclusions	$82,332,589	936	$31,233,957	$874,313	$1,037,304
Median	$23,141,643	332	$10,327,000	$254,000	$304,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Total Direct Organizational Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Greater Portsmouth Area (NH)	$10,501,380	193	$5,446,000	$179,000	$203,000
Greater Concord Area (NH)	$10,751,712	177	$5,076,000	$174,000	$223,000
Greater Aberdeen Area (SD)	$1,565,591	31	$755,000	$16,000	$16,000
Centre Region (PA) [1]	$9,988,260	190	$5,746,000	$97,000	$159,000
Greater Minot Area (ND)	$6,284,757	68	$1,541,000	$26,000	$67,000
Creative Corridor in Northwest Iowa (IA)	$3,726,102	62	$1,775,000	$35,000	$20,000
Northern New Hampshire (NH)	$7,775,243	136	$3,690,000	$104,000	$151,000
Greater Sioux Falls Area (SD)	$15,932,153	270	$7,811,000	$123,000	$131,000
Greater Athens Area (GA)	$3,912,577	86	$2,201,000	$18,000	$11,000
Greater Rockford Area (IL) [1]	$17,435,165	367	$8,515,000	$318,000	$155,000
Greater Peoria Area (IL) [1]	$14,812,915	256	$6,903,000	$230,000	$97,000
Greater Fox Cities Region (WI)	$21,221,089	83	$2,172,000	$106,000	$85,000
Northern Tier Region (PA) [1]	$3,948,860	70	$1,652,000	$67,000	$64,000
Northwest Arkansas Area (AR)	$30,916,901	457	$11,321,000	$102,000	$388,000
Mahoning Valley Region (OH) [1]	$13,091,576	201	$4,653,000	$137,000	$128,000
Iowa Cultural Corridor (IA)	$50,228,171	947	$21,327,000	$379,000	$294,000
Pikes Peak Region (CO)	$37,468,951	423	$12,444,000	$335,000	$273,000
Greater Columbia Area (SC)	$18,529,817	291	$7,628,000	$145,000	$171,000
Lehigh Valley Region (PA) [1]	$102,106,780	1,384	$32,979,000	$1,084,000	$1,091,000
West Valley Region (AZ) [1]	$8,532,844	136	$4,211,000	$114,000	$126,000
Greater Harrisburg Area (PA) [1]	$30,858,126	399	$10,745,000	$457,000	$341,000
Greater Hartford Area (CT)	$148,424,871	2,017	$70,559,000	$943,000	$2,115,000
Greater Portland Area (OR)	$152,061,856	2,060	$61,751,000	$1,591,000	$1,973,000
Metropolitan Kansas City Area (MO/KS)	$203,863,115	1,180	$46,173,000	$707,000	$713,000
Greater Milwaukee Area (WI)	$220,352,480	3,222	$89,281,000	$3,148,000	$3,321,000

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Total Direct Organizational Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Central Florida Region (FL)	$98,950,181	1,144	$33,895,000	$1,022,000	$1,015,000
Greater Washington DC Region (DC/MD/VA) [1]	$946,533,733	13,995	$504,873,000	$48,927,000	$3,520,000
Greater Philadelphia Region (PA) [1]	$874,487,294	10,156	$326,633,000	$11,401,000	$17,919,000
Southeastern Michigan Region (MI) [1]	$344,665,264	5,812	$158,165,000	$4,632,000	$7,570,000
Greater Houston Area (TX)	$414,564,022	6,094	$175,690,000	$7,278,000	$8,321,000
North Texas Region (TX)	$211,858,761	3,558	$124,236,000	$2,999,000	$4,055,000
Regional Average	**$130,172,598**	**1,789**	**$56,446,677**	**$2,803,032**	**$1,765,032**
Regional Median	$21,221,089	367	$8,515,000	$230,000	$223,000
		13,344	441,058,000	46,529,000	4,191,000

Statewide Study Regions All Populations Sample Size = 10	Total Direct Organizational Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of South Dakota	$36,204,342	947	$23,196,000	$606,000	$860,000
State of Delaware	$103,407,778	1,973	$62,147,000	$678,000	$4,338,000
State of Hawai'i	$89,285,852	2,065	$54,516,000	$1,058,000	$4,643,000
State of New Hampshire	$53,028,067	1,508	$35,948,000	$1,397,000	$2,169,000
State of Nebraska	$95,764,864	2,873	$75,786,000	$2,537,000	$3,376,000
State of Connecticut	$455,478,455	10,049	$277,144,000	$10,727,000	$14,451,000
State of Wisconsin	$340,084,218	11,879	$257,868,000	$11,214,000	$13,351,000
State of North Carolina	$659,296,614	19,017	$435,271,000	$13,401,000	$19,968,000
State of Pennsylvania [1]	$1,470,650,098	34,635	$915,639,000	$48,729,000	$66,883,000
State of Illinois [1]	$1,561,103,104	35,720	$1,125,240,000	$51,731,000	$59,980,000
Statewide Average	**$486,430,339**	**12,067**	**$326,275,500**	**$14,207,800**	**$19,001,900**
Statewide Median	$221,745,998	6,461	$166,827,000	$6,632,000	$8,997,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 7:
Direct Economic Impact of Expenditures by Nonprofit Arts and Culture ORGANIZATIONS Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	Total Direct Organizational Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Grand Center Arts District (St. Louis, MO)	$61,928,802	1,147	$33,068,000	$598,000	$591,000
Dallas Arts District (Dallas, TX)	$76,319,421	1,163	$37,205,000	$835,000	$1,319,000
Arts District Average	**$69,124,112**	**1,155**	**$35,136,500**	**$716,500**	**$955,000**

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

[2] The economic impact findings for the District of Columbia (DC) are excluded from the calculation of the economic impact summary statistics on this table due to Washington, DC's unique status as a study region with no state government.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 8:
Economic Impact Per $100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table summarizes both the total and direct economic impacts of expenditures made by nonprofit arts and culture organizations in the form of ratios. Summary statistics are calculated for each population group.

Using this chart, a determination can be made of the economic impact per $100,000 of direct spending by nonprofit arts and culture organizations. These ratios are derived by dividing the total and direct economic impact of expenditures by nonprofit arts and culture organizations (found on Tables 6 and 7) by the total expenditures made by responding nonprofit arts and culture organizations, and then multiplying by 100,000. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity IV* National Statistical Report for more information about the differences between total and direct economic impacts.

Column Two:
The economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per $100,000 of direct spending by nonprofit arts and culture organizations in each participating study region.

Column Three:
The economic impact ratio for the total amount of household income paid to study region residents per $100,000 of direct spending by nonprofit arts and culture organizations in each participating study region.

Column Four:
The economic impact ratio for the total amount of revenue generated to local government (e.g., licenses, fees, taxes) per $100,000 of direct spending by nonprofit arts and culture organizations in each participating study region. Local government includes city and county governments located within each participating study region.

Column Five:
The economic impact ratio for the total amount of revenue generated to state government (e.g., licenses, fees, taxes) per $100,000 of direct spending by nonprofit arts and culture organizations in each participating study region.

Column Six:
The direct economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per $100,000 in direct spending.

Column Seven:
The direct economic impact ratio for the total amount of household income paid to study region residents per $100,000 in direct spending.

Column Eight:
The direct economic impact ratio for the total amount of local government revenue generated per $100,000 in direct spending.

Column Nine:
The direct economic impact ratio for the total amount of state government revenue generated per $100,000 in direct spending.

Table 8:
Economic Impact Per $100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
City of Gunnison (CO)	2.31	$65,086	$2,973	$1,982	1.65	$47,245	$1,322	$330
Town of Telluride (CO)	2.76	$71,902	$1,541	$1,330	1.75	$52,235	$542	$451
Town of Crested Butte (CO)	2.17	$49,999	$2,554	$1,916	0.77	$21,041	$798	$319
Town of Newmarket (NH)	4.94	$93,863	$6,587	$8,234	1.65	$34,581	$1,647	$3,293
Greater Ketchikan Area (AK)	3.73	$76,714	$3,872	$8,137	2.25	$52,352	$1,324	$4,461
Gunnison County (CO)	2.18	$51,329	$2,591	$1,922	0.84	$23,350	$844	$320
City of Durango (CO)	3.58	$74,647	$3,069	$1,989	1.17	$29,471	$720	$360
Teton County (WY)	1.92	$54,138	$2,391	$5,067	0.79	$25,792	$708	$2,246
City of Laguna Beach (CA)	2.90	$77,159	$3,920	$5,076	1.20	$39,533	$1,109	$1,171
City of Fairfax (VA)	2.74	$56,419	$3,856	$2,945	1.50	$34,341	$1,379	$1,272
City of Auburn (NY)	3.68	$67,178	$8,135	$3,274	1.74	$36,275	$3,888	$1,228
City of Slidell (LA)	3.55	$64,146	$5,096	$6,204	1.55	$33,125	$1,994	$2,437
City of Winter Park (FL)	3.42	$93,751	$2,803	$3,297	0.81	$30,220	$513	$563
Greater Elkins Area (WV)	2.68	$67,910	$2,371	$6,627	1.22	$38,302	$973	$2,918
Transylvania County (NC)	3.53	$73,177	$2,909	$3,596	2.22	$53,090	$802	$1,099
City of Rochester (NH)	4.97	$86,479	$3,725	$4,835	2.59	$51,822	$1,110	$1,851
City and Borough of Juneau (AK)	4.86	$72,052	$4,520	$4,217	2.95	$48,047	$1,957	$1,691
Princeton (NJ)	4.68	$98,139	$5,839	$5,140	2.00	$50,047	$1,435	$1,259
Platte County (NE)	2.69	$78,270	$2,278	$3,831	1.55	$55,286	$414	$1,449
Adams County (NE)	4.11	$85,712	$3,518	$3,775	2.27	$56,724	$866	$774
City of Fairbanks (AK)	3.98	$73,034	$4,405	$9,632	2.18	$46,104	$1,463	$4,557
City of West Hollywood (CA)	2.68	$90,852	$4,185	$4,875	1.00	$47,426	$1,226	$1,221
City of Pittsfield (MA)	2.84	$66,968	$3,832	$3,816	1.24	$36,081	$1,208	$882
Windham County (VT)	3.02	$78,341	$1,535	$5,280	1.35	$44,239	$357	$1,376
Iron County (UT)	1.77	$49,788	$1,851	$2,575	0.79	$27,081	$585	$681
Watauga County (NC)	2.77	$64,962	$1,719	$2,542	1.42	$40,479	$411	$673
Buffalo County (NE)	3.00	$95,120	$3,429	$3,543	1.32	$57,038	$773	$622
Group A Average	**3.24**	**$73,227**	**$3,537**	**$4,284**	**1.55**	**$41,160**	**$1,125**	**$1,463**
Standard Deviation	0.91	$14,156	$1,551	$2,092	0.58	$10,853	$712	$1,175
Confidence Interval (95 percent)	0.34	$5,339	$585	$789	0.22	$4,094	$269	$443

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 8:
Economic Impact Per $100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Chenango County (NY)	2.85	$66,322	$5,396	$2,551	1.57	$40,814	$2,257	$785
City of La Crosse (WI)	3.24	$80,333	$4,003	$4,761	1.24	$39,090	$1,425	$1,001
Lenoir County (NC)	3.70	$85,724	$2,720	$3,372	1.63	$46,561	$435	$653
City of Dubuque (IA)	3.28	$89,171	$3,530	$3,474	1.13	$42,280	$932	$591
Greater Enid Area (OK)	4.30	$82,669	$2,491	$4,802	1.26	$29,051	$379	$917
City of Flagstaff (AZ)	3.94	$87,384	$3,431	$3,804	1.87	$50,595	$927	$744
City of Portland (ME)	2.98	$85,273	$5,097	$5,772	1.03	$38,960	$1,207	$1,196
Athens County (OH)	3.18	$79,876	$3,606	$3,540	1.68	$51,609	$1,051	$824
Rutherford County (NC)	3.03	$67,188	$2,460	$3,028	1.89	$48,072	$568	$946
City of Walnut Creek (CA)	3.49	$82,137	$4,389	$5,221	1.83	$49,259	$1,682	$2,012
City of Missoula (MT)	4.11	$89,453	$2,938	$4,503	1.81	$49,174	$786	$1,579
City of Bloomington (IN)	5.31	$94,288	$3,319	$4,423	2.07	$44,699	$792	$755
City of Miami Beach (FL)	2.83	$99,676	$2,971	$5,030	0.42	$20,524	$383	$679
Greater Parkersburg Area (WV)	4.76	$82,178	$2,580	$5,359	2.18	$45,555	$794	$1,588
Moore County (NC)	2.56	$65,972	$2,842	$3,726	1.20	$37,044	$1,137	$1,547
Indiana County (PA)	4.27	$89,970	$2,699	$4,274	2.47	$62,304	$675	$1,350
Buchanan County (MO)	5.32	$99,810	$3,746	$3,410	2.43	$56,165	$865	$672
City of Boulder (CO)	2.68	$76,383	$3,154	$2,771	1.26	$42,853	$707	$707
Eau Claire County (WI)	4.40	$94,698	$4,927	$4,258	1.34	$36,986	$1,724	$774
Group B Average	**3.70**	**$84,132**	**$3,489**	**$4,109**	**1.60**	**$43,768**	**$986**	**$1,017**
Standard Deviation	0.86	$10,113	$903	$913	0.52	$9,428	$496	$409
Confidence Interval (95 percent)	0.39	$4,547	$406	$411	0.23	$4,239	$223	$184

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 8:
Economic Impact Per $100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
City of Rochester (MN)	3.11	$73,504	$2,134	$4,999	1.80	$48,126	$502	$1,705
Tompkins County (NY)	4.42	$78,984	$6,256	$3,094	2.47	$49,915	$2,160	$815
Wayne County (NC)	3.25	$66,549	$4,676	$3,185	1.36	$34,630	$2,643	$881
City of McKinney (TX)	2.85	$67,912	$5,541	$4,749	1.11	$31,344	$2,691	$1,583
Orange County (NC)	4.24	$87,026	$3,477	$5,053	2.31	$56,009	$898	$1,704
Town of Cary (NC)	5.71	$103,917	$4,078	$5,311	2.32	$51,164	$877	$1,280
Marathon County (WI)	3.65	$70,184	$3,478	$5,321	1.67	$38,180	$1,216	$1,463
Greater Charlottesville Area (VA)	2.26	$62,953	$3,408	$2,536	1.45	$44,077	$1,453	$1,117
City of Fort Collins (CO)	2.34	$61,459	$3,883	$2,485	1.02	$33,259	$1,043	$699
Cambria County (PA)	3.86	$77,901	$2,820	$5,093	1.40	$34,623	$885	$1,410
City of Alexandria (VA)	3.37	$77,971	$3,083	$3,528	1.86	$48,502	$1,128	$1,300
City of Eugene (OR)	4.22	$81,502	$3,339	$1,853	2.09	$48,121	$804	$696
Pitt County (NC)	5.83	$114,608	$3,440	$4,414	3.28	$78,082	$178	$600
City of Santa Clarita (CA)	2.88	$98,000	$4,236	$5,063	1.15	$54,416	$1,102	$1,188
City of Providence (RI)	2.38	$75,950	$4,441	$5,119	0.87	$37,334	$1,148	$1,236
Erie (PA)	3.53	$74,714	$4,038	$5,306	1.43	$37,404	$1,071	$1,352
New Hanover County (NC)	5.02	$106,101	$3,222	$3,901	2.40	$63,507	$609	$714
City of Glendale (CA)	2.49	$83,284	$4,246	$5,092	0.91	$43,135	$1,139	$1,260
City of Tacoma (WA)	2.97	$75,014	$4,225	$6,047	1.20	$37,250	$1,228	$1,939
Whatcom County (WA)	3.94	$91,235	$3,110	$3,931	1.87	$54,110	$647	$1,041
City of Boise (ID)	3.53	$83,647	$3,456	$5,734	1.49	$43,989	$998	$1,368
Lackawanna County (PA)	3.99	$80,335	$3,902	$4,222	1.71	$42,396	$1,215	$1,111
Arlington County (VA)	2.68	$60,400	$3,919	$3,264	1.60	$39,297	$1,618	$1,512
City of Orlando (FL)	3.83	$95,620	$2,938	$3,733	1.19	$39,793	$657	$752
Buncombe County (NC)	3.25	$87,845	$3,249	$4,336	1.29	$43,618	$750	$1,116
St. Tammany Parish (LA)	4.87	$88,517	$5,642	$7,008	2.59	$54,896	$1,635	$2,192
Alachua County (FL)	2.33	$60,264	$3,188	$3,287	1.05	$33,793	$823	$952
Greater Jackson Area (MS)	6.18	$123,411	$3,680	$8,097	2.58	$65,361	$491	$1,080
Group C Average	**3.68**	**$82,457**	**$3,825**	**$4,491**	**1.70**	**$45,940**	**$1,129**	**$1,217**
Standard Deviation	1.09	$16,128	$896	$1,376	0.61	$11,011	$590	$391
Confidence Interval (95 percent)	0.40	$5,974	$332	$510	0.23	$4,078	$219	$145

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 8:
Economic Impact Per $100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
City of Lincoln (NE)	2.67	$80,029	$3,571	$4,276	1.00	$39,323	$842	$908
Durham County (NC)	4.07	$93,978	$2,976	$3,701	1.58	$46,435	$565	$823
Osceola County (FL)	3.38	$77,886	$2,062	$5,446	0.85	$23,583	$370	$952
City of Newark (NJ)	3.60	$97,127	$4,721	$4,760	1.64	$52,736	$1,382	$1,414
City of Riverside (CA)	3.42	$81,759	$4,424	$4,805	1.63	$46,973	$1,558	$1,322
Lexington-Fayette Urban County (KY)	4.01	$104,606	$2,232	$6,648	1.44	$51,298	$518	$1,492
Loudoun County (VA)	2.76	$91,087	$4,062	$2,991	1.43	$57,275	$1,315	$1,001
Cumberland County (NC)	3.44	$67,722	$4,277	$4,544	1.74	$40,454	$1,963	$1,774
Greater Chattanooga Area (TN)	4.74	$95,183	$3,224	$5,533	1.87	$46,832	$678	$963
Forsyth County (NC)	3.75	$92,454	$3,126	$5,227	1.21	$39,466	$599	$1,289
City of Wichita (KS)	2.87	$82,247	$4,170	$4,149	1.18	$43,417	$954	$892
Sarasota County (FL)	2.74	$81,310	$3,464	$5,531	1.14	$40,933	$1,279	$2,309
City of Oakland (CA)	3.73	$95,944	$4,587	$5,026	1.73	$54,876	$1,178	$1,311
Santa Barbara County (CA)	2.94	$71,543	$3,667	$4,620	1.41	$41,041	$1,177	$1,223
City of Miami (FL)	2.26	$78,168	$2,411	$4,086	0.30	$14,731	$520	$986
Seminole County (FL)	3.50	$81,151	$4,714	$7,726	0.58	$16,765	$1,263	$1,749
City of Omaha (NE)	4.63	$96,861	$3,993	$5,020	1.62	$43,182	$1,097	$1,075
Greater Syracuse Area (NY)	5.32	$103,376	$7,901	$3,818	2.03	$49,512	$1,779	$451
City of Mesa (AZ)	3.73	$98,125	$4,571	$5,614	1.27	$43,037	$1,192	$1,587
Guilford County (NC)	3.45	$77,229	$3,016	$4,635	1.12	$32,313	$466	$836
Dane County (WI)	3.91	$81,034	$3,816	$5,112	1.50	$38,504	$1,131	$1,210
Volusia County (FL)	2.99	$74,756	$5,103	$7,406	0.97	$31,888	$1,936	$2,353
Group D Average	**3.54**	**$86,526**	**$3,913**	**$5,031**	**1.33**	**$40,662**	**$1,080**	**$1,269**
Standard Deviation	0.74	$10,594	$1,228	$1,132	0.42	$11,204	$474	$470
Confidence Interval (95 percent)	0.31	$4,427	$513	$473	0.18	$4,682	$198	$196

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 8:
Economic Impact Per $100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
City of Albuquerque (NM)	4.39	$103,025	$3,368	$9,186	1.63	$50,003	$862	$2,376
City of Atlanta (GA)	3.03	$88,390	$3,106	$3,665	1.03	$38,893	$673	$810
Polk County (FL)	4.35	$97,318	$5,517	$8,332	1.84	$50,442	$1,989	$2,777
Lee County (FL)	3.60	$92,184	$4,740	$8,379	1.53	$49,046	$1,512	$2,701
City of Seattle (WA)	2.49	$65,737	$3,260	$4,453	0.97	$31,480	$1,012	$1,586
District of Columbia (DC) [1]	1.76	$59,508	$9,539	$0	1.37	$49,114	$6,245	$0
City of Baltimore (MD)	2.43	$76,272	$4,077	$4,345	0.84	$34,838	$1,136	$1,140
Jefferson County (AL)	3.35	$94,081	$2,630	$4,038	1.08	$39,441	$440	$795
City of Austin (TX)	3.23	$80,409	$4,245	$3,080	1.30	$39,620	$972	$799
City of Indianapolis (IN)	3.12	$94,059	$3,383	$5,795	0.97	$40,382	$798	$970
City and County of San Francisco (CA)	2.95	$81,956	$2,639	$4,411	1.39	$45,971	$787	$1,345
Prince George's County (MD)	2.44	$83,399	$4,478	$6,420	1.37	$56,038	$925	$1,697
Bergen County (NJ)	3.90	$87,250	$6,194	$4,650	1.76	$46,781	$2,104	$1,490
Wake County (NC)	4.75	$94,174	$3,400	$5,364	2.07	$49,688	$592	$1,245
Fairfield County (CT)	4.03	$87,056	$4,493	$4,980	1.91	$47,615	$1,230	$1,714
Mecklenburg County (NC)	3.28	$90,820	$2,821	$4,884	0.98	$35,338	$652	$1,192
Greater Memphis Area (TN)	3.27	$92,971	$3,022	$6,600	0.99	$39,013	$788	$1,529
City of San Jose (CA)	2.71	$63,406	$3,438	$3,956	1.37	$36,928	$1,150	$1,314
Westchester County (NY)	3.32	$77,675	$8,534	$5,314	1.57	$42,931	$2,820	$1,958
Montgomery County (MD)	2.67	$60,485	$3,892	$4,386	1.38	$35,374	$1,484	$1,875
Group E Average	**3.33**	**$84,772**	**$4,065**	**$5,381**	**1.37**	**$42,622**	**$1,154**	**$1,543**
Standard Deviation	0.69	$11,774	$1,445	$1,696	0.36	$6,725	$602	$594
Confidence Interval (95 percent)	0.31	$5,294	$650	$763	0.16	$3,024	$270	$267

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 8:
Economic Impact Per $100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Pima County (AZ)	2.97	$68,287	$4,311	$4,164	1.29	$36,559	$1,389	$1,171
Fairfax County (VA)	2.91	$70,102	$3,340	$3,795	1.41	$38,125	$1,042	$1,571
Orange County (FL)	3.81	$87,410	$3,016	$3,511	1.13	$34,742	$658	$691
Greater Columbus Area (OH)	3.82	$91,249	$4,258	$5,789	1.28	$40,079	$975	$1,082
Allegheny County (PA)	2.90	$69,103	$4,250	$4,758	0.87	$26,987	$1,127	$1,270
City of San Diego (CA)	4.13	$93,657	$4,088	$5,134	1.78	$49,119	$1,171	$1,281
City of Dallas (TX)	4.24	$105,836	$4,491	$6,060	1.60	$51,265	$1,093	$1,737
Palm Beach County (FL)	2.42	$64,242	$4,885	$5,205	1.04	$33,393	$1,791	$1,929
Greater St. Louis Area (MO)	3.21	$87,821	$2,955	$4,314	1.17	$40,853	$676	$1,121
City of San Antonio (TX)	4.36	$102,048	$5,057	$5,926	1.35	$41,315	$1,001	$1,197
Sacramento County (CA)	4.46	$95,061	$5,442	$6,155	1.32	$35,115	$1,782	$1,675
City and County of Philadelphia (PA)	2.26	$69,967	$4,085	$4,422	0.77	$31,803	$997	$1,475
City of Phoenix (AZ)	3.43	$80,812	$4,187	$5,074	1.18	$35,724	$1,069	$1,190
Broward County (FL)	2.75	$79,382	$4,327	$4,147	1.00	$37,735	$1,341	$1,275
Santa Clara County (CA)	3.04	$75,325	$3,456	$4,220	1.56	$44,751	$1,153	$1,381
Tarrant County (TX)	4.44	$107,573	$6,546	$6,934	1.78	$54,814	$1,761	$1,789
Clark County (NV)	2.84	$78,157	$2,614	$3,915	0.94	$32,606	$397	$1,010
Riverside County (CA)	3.04	$71,875	$4,096	$4,807	1.45	$41,028	$1,400	$1,288
Miami-Dade County (FL)	2.66	$90,510	$2,655	$4,157	0.47	$22,150	$572	$978
City of Chicago (IL)	3.07	$72,795	$4,580	$4,066	1.06	$31,921	$1,091	$1,072
San Diego County (CA)	4.11	$93,176	$4,073	$5,115	1.78	$48,971	$1,173	$1,284
City of Los Angeles (CA)	2.76	$93,382	$4,332	$4,992	1.01	$47,828	$1,279	$1,224
Harris County (TX)	2.43	$81,163	$3,778	$3,516	0.90	$36,605	$1,164	$1,266
Group F Average	**3.31**	**$83,867**	**$4,123**	**$4,790**	**1.22**	**$38,847**	**$1,135**	**$1,302**
Standard Deviation	0.71	$12,681	$899	$912	0.34	$7,941	$358	$287
Confidence Interval (95 percent)	0.29	$5,182	$367	$373	0.14	$3,245	$146	$117
ALL CITY/COUNTY STUDY REGIONS								
Average	**3.46**	**$82,084**	**$3,819**	**$4,656**	**1.47**	**$42,226**	**$1,105**	**$1,305**
Standard Deviation	0.86	$13,592	$1,189	$1,481	0.51	$9,947	$550	$659
Confidence Interval (95 percent)	0.14	$2,268	$198	$247	0.09	$1,660	$92	$110

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 8:
Economic Impact Per $100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Greater Portsmouth Area (NH)	4.14	$95,645	$5,666	$5,399	1.84	$51,860	$1,705	$1,933
Greater Concord Area (NH)	3.58	$82,359	$5,134	$5,506	1.65	$47,211	$1,618	$2,074
Greater Aberdeen Area (SD)	4.15	$84,313	$3,258	$3,832	1.98	$48,225	$1,022	$1,022
Centre Region (PA)	3.69	$91,167	$3,654	$5,316	1.90	$57,528	$971	$1,592
Greater Minot Area (ND)	2.10	$39,667	$2,037	$3,166	1.08	$24,520	$414	$1,066
Creative Corridor in Northwest Iowa (IA)	3.17	$73,884	$2,872	$2,576	1.66	$47,637	$939	$537
Northern New Hampshire (NH)	3.45	$77,271	$3,871	$4,669	1.75	$47,458	$1,338	$1,942
Greater Sioux Falls Area (SD)	4.24	$94,375	$3,025	$4,117	1.69	$49,027	$772	$822
Greater Athens Area (GA)	4.27	$89,838	$3,808	$2,530	2.20	$56,254	$460	$281
Greater Rockford Area (IL)	5.03	$94,699	$6,212	$4,686	2.10	$48,838	$1,824	$889
Greater Peoria Area (IL)	4.65	$99,548	$5,779	$4,402	1.73	$46,601	$1,553	$655
Greater Fox Cities Region (WI)	1.26	$26,427	$1,249	$1,786	0.39	$10,235	$500	$401
Northern Tier Region (PA)	3.39	$69,336	$3,697	$4,229	1.77	$41,835	$1,697	$1,621
Northwest Arkansas Area (AR)	3.53	$70,777	$1,388	$5,321	1.48	$36,618	$330	$1,255
Mahoning Valley Region (OH)	4.38	$83,229	$4,117	$4,247	1.54	$35,542	$1,046	$978
Iowa Cultural Corridor (IA)	3.90	$73,073	$3,576	$3,633	1.89	$42,460	$755	$585
Pikes Peak Region (CO)	2.78	$66,007	$3,806	$2,714	1.13	$33,211	$894	$729
Greater Columbia Area (SC)	4.54	$94,194	$3,929	$5,062	1.57	$41,166	$783	$923
Lehigh Valley Region (PA)	3.38	$65,647	$3,831	$4,676	1.36	$32,299	$1,062	$1,068
West Valley Region (AZ)	4.18	$101,303	$4,840	$5,918	1.59	$49,350	$1,336	$1,477
Greater Harrisburg Area (PA)	3.92	$82,458	$4,621	$5,276	1.29	$34,821	$1,481	$1,105
Greater Hartford Area (CT)	3.20	$91,844	$2,198	$5,948	1.36	$47,539	$635	$1,425
Greater Portland Area (OR)	3.55	$83,968	$4,086	$4,496	1.35	$40,609	$1,046	$1,297
Metropolitan Kansas City Area (MO/KS)	3.02	$90,269	$2,621	$3,736	0.58	$22,649	$347	$350
Greater Milwaukee Area (WI)	3.89	$84,897	$5,586	$6,336	1.46	$40,517	$1,429	$1,507

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 8:
Economic Impact Per $100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Central Florida Region (FL)	3.73	$83,925	$4,384	$5,015	1.16	$34,255	$1,033	$1,026
Greater Washington DC Region (DC/MD/VA)	2.14	$67,256	$10,074	$1,129	1.48	$53,339	$5,169	$372
Greater Philadelphia Region (PA)	3.46	$86,983	$4,830	$6,730	1.16	$37,351	$1,304	$2,049
Southeastern Michigan Region (MI)	4.53	$99,798	$4,589	$7,476	1.69	$45,889	$1,344	$2,196
Greater Houston Area (TX)	3.86	$91,192	$5,581	$7,183	1.47	$42,379	$1,756	$2,007
North Texas Region (TX)	4.36	$112,511	$5,561	$7,338	1.68	$58,641	$1,416	$1,914
Regional Average	**3.66**	**$82,189**	**$4,190**	**$4,660**	**1.52**	**$42,125**	**$1,225**	**$1,197**
Standard Deviation	0.81	$17,412	$1,677	$1,566	0.39	$10,584	$853	$577
Confidence Interval (95 percent)	0.28	$6,129	$590	$551	0.14	$3,726	$300	$203

Statewide Study Regions All Populations Sample Size = 10	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
State of South Dakota	3.59	$83,374	$2,605	$3,676	2.62	$64,070	$1,674	$2,375
State of Delaware	2.70	$81,071	$1,130	$5,751	1.91	$60,099	$656	$4,195
State of Hawai'i	3.38	$83,925	$1,956	$8,776	2.31	$61,058	$1,185	$5,200
State of New Hampshire	3.79	$85,998	$4,643	$5,837	2.84	$67,791	$2,634	$4,090
State of Nebraska	4.22	$105,896	$4,076	$5,107	3.00	$79,138	$2,649	$3,525
State of Connecticut	3.16	$82,164	$4,192	$4,615	2.21	$60,847	$2,355	$3,173
State of Wisconsin	4.78	$98,016	$5,149	$5,542	3.49	$75,825	$3,297	$3,926
State of North Carolina	3.92	$85,130	$3,144	$4,382	2.88	$66,021	$2,033	$3,029
State of Pennsylvania	3.46	$85,493	$4,830	$6,159	2.36	$62,261	$3,313	$4,548
State of Illinois	3.20	$95,629	$5,101	$5,291	2.29	$72,080	$3,314	$3,842
Statewide Average	**3.62**	**$88,670**	**$3,683**	**$5,514**	**2.59**	**$66,919**	**$2,311**	**$3,790**
Standard Deviation	0.59	$8,252	$1,405	$1,370	0.47	$6,703	$925	$808
Confidence Interval (95 percent)	0.37	$5,115	$871	$849	0.29	$4,154	$573	$501

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 8:
Economic Impact Per $100,000 of Direct Spending by Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Grand Center Arts District (St. Louis, MO)	4.46	$101,626	$4,596	$4,087	1.85	$53,397	$966	$954
Dallas Arts District (Dallas, TX)	4.19	$104,204	$4,468	$6,031	1.52	$48,749	$1,094	$1,728
Arts District Average	**4.33**	**$102,915**	**$4,532**	**$5,059**	**1.69**	**$51,073**	**$1,030**	**$1,341**
Standard Deviation	0.19	$1,823	$91	$1,375	0.23	$3,287	$91	$547
Confidence Interval (95 percent)	0.26	$2,526	$125	$1,905	0.32	$4,555	$125	$759

Table Notes:

[1] The economic impact findings for the District of Columbia (DC) are excluded from the calculation of the economic impact summary statistics on this table due to Washington, DC's unique status as a study region with no state government.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table presents the total itemized expenditures made by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Summary statistics are calculated for each population group.

Column Two:
The total staff/employee expenses paid by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Staff and employee expenses include payroll, payroll taxes, fringe benefits, and costs for full-time contractors.

Column Three:
The total overhead and programmatic expenses paid by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Overhead and programmatic expenses include marketing and advertising costs, supplies purchases, travel, insurance, communication costs, and programmatic costs.

Column Four:
The total facility expenses paid by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Facility expenses include rental and/or lease costs, mortgage costs, property taxes, and utilities.

Column Five:
The total fees paid to/for artists from within the study region by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Artist expenses include wages, taxes, and fringe benefits.

Column Six:
The total fees paid to/for artists from outside the study region by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Artist expenses include wages, taxes, and fringe benefits.

Column Seven:
The total operating expenditures made by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is the sum of Columns Two through Six. (See the organizational expenditure survey instrument in Appendix C for a detailed breakdown of organizational expenditure categories.) These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for non-responding organizations.

Column Eight:
The total capital expenditures made by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Capital expenditures are payments to buy, build, replace, improve, or expand an asset, equipment, or a facility which will last for more than one year and which, under generally accepted accounting principles, are not properly chargeable as an expense of operation or maintenance. In other words, they are capitalized and may be depreciated or amortized. In most cases, capital expenditures for renovation of existing facilities, construction of new facilities, and purchase of property have been excluded from the analysis. These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for non-responding organizations.

Column Nine:
The total organizational expenditures of nonprofit arts and culture organizations in each study region during year fiscal 2010. This figure is the sum of total operating expenditures (Column Seven) and total capital expenditures (Column Eight).

Column Ten:
The number of eligible nonprofit arts and culture organizations from which detailed expenditure and event attendance data were collected in each participating study region.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
City of Gunnison (CO)*** [3]	n/a	n/a	n/a	n/a	n/a	**n/a**	n/a	**n/a**	1
Town of Telluride (CO)*	$7,242,356	$5,002,377	$1,402,586	$1,574,702	$868,061	**$16,090,082**	$521,315	**$16,611,397**	24
Town of Crested Butte (CO)***	$702,263	$784,393	$145,577	$43,975	$406,462	**$2,082,670**	$1,049,362	**$3,132,032**	11
Town of Newmarket (NH)	$1,998	$27,913	$3,292	$16,938	$2,231	**$52,372**	$8,355	**$60,727**	3
Greater Ketchikan Area (AK)	$1,219,971	$244,711	$154,538	$27,695	$28,846	**$1,675,761**	$364,281	**$2,040,042**	10
Gunnison County (CO)	$823,564	$932,308	$156,558	$53,011	$406,462	**$2,371,903**	$1,062,804	**$3,434,707**	12
City of Durango (CO)	$1,638,365	$1,514,815	$340,430	$95,858	$557,538	**$4,147,006**	$1,685,798	**$5,832,804**	15
Teton County (WY)*	$5,149,269	$3,878,332	$1,319,868	$162,855	$1,529,439	**$12,039,763**	$5,899,610	**$17,939,373**	15
City of Laguna Beach (CA)* [1]	$11,696,795	$8,483,224	$2,258,397	$2,520,376	$1,329,648	**$26,288,440**	$1,389,490	**$27,677,930**	17
City of Fairfax (VA)***	$3,196,523	$2,625,606	$620,828	$407,857	$435,825	**$7,286,639**	$182,540	**$7,469,179**	7
City of Auburn (NY) [1]	$623,649	$854,903	$271,445	$111,185	$31,340	**$1,892,522**	$61,993	**$1,954,515**	7
City of Slidell (LA)***	$267,441	$344,580	$79,349	$79,995	$94,824	**$866,189**	$36,442	**$902,631**	16
City of Winter Park (FL)***	$5,095,449	$4,732,012	$823,798	$710,776	$360,609	**$11,722,644**	$4,260,180	**$15,982,824**	18
Greater Elkins Area (WV)	$546,529	$822,154	$108,006	$93,277	$63,159	**$1,633,125**	$11,700	**$1,644,825**	6
Transylvania County (NC)	$2,296,086	$1,217,982	$315,283	$68,377	$305,036	**$4,202,764**	$163,378	**$4,366,142**	14
City of Rochester (NH)	$2,268,266	$994,621	$358,143	$131,591	$150,999	**$3,903,620**	$418,831	**$4,322,451**	12
City and Borough of Juneau (AK)	$2,638,197	$1,873,011	$471,595	$254,912	$106,247	**$5,343,962**	$275,565	**$5,619,527**	18
Princeton (NJ)**	$20,143,539	$11,659,993	$2,362,390	$288,273	$1,241,722	**$35,695,917**	$4,242,331	**$39,938,248**	16
Platte County (NE)	$644,608	$202,491	$55,413	$450	$0	**$902,962**	$62,922	**$965,884**	8
Adams County (NE)	$3,014,572	$1,398,897	$452,983	$236,926	$219,915	**$5,323,293**	$106,540	**$5,429,833**	26
City of Fairbanks (AK)	$2,619,530	$2,455,994	$440,131	$444,798	$586,709	**$6,547,162**	$14,140	**$6,561,302**	17
City of West Hollywood (CA)** [1,2]	$8,839,362	$7,633,972	$1,753,637	$1,313,406	$1,178,032	**$20,718,409**	$0	**$20,718,409**	15
City of Pittsfield (MA)** [1,2]	$5,511,773	$5,500,607	$1,008,235	$599,050	$298,437	**$12,918,102**	$0	**$12,918,102**	30
Windham County (VT)*	$3,002,946	$2,749,726	$722,437	$320,691	$441,345	**$7,237,145**	$319,531	**$7,556,676**	39
Iron County (UT)*	$3,024,783	$2,900,160	$408,006	$521,794	$1,969,460	**$8,824,203**	$573,675	**$9,397,878**	13
Watauga County (NC)	$998,632	$801,041	$121,395	$105,177	$606,205	**$2,632,450**	$42,979	**$2,675,429**	10
Buffalo County (NE)	$2,962,648	$1,295,547	$261,506	$151,160	$217,943	**$4,888,804**	$418,181	**$5,306,985**	15
Group A Average	**$3,566,312**	**$2,632,566**	**$608,400**	**$383,116**	**$497,648**	**$7,688,042**	**$858,718**	**$8,546,760**	**14.6**
Percent of Group A Total	41.7%	30.8%	7.1%	4.5%	5.8%	90.0%	10.0%	100.0%	
Average Excluding Outliers/Exclusions	$1,592,615	$1,045,456	$250,766	$127,954	$234,474	$3,251,265	$335,533	$3,586,798	
Group A Median	$2,619,530	$1,398,897	$358,143	$151,160	$360,609	$4,888,804	$275,565	$5,429,833	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
Chenango County (NY) [1,2]	$356,657	$473,963	$90,857	$66,410	$31,382	**$1,019,269**	$0	**$1,019,269**	12
City of La Crosse (WI)	$1,372,461	$901,461	$404,628	$124,295	$265,928	**$3,068,773**	$228,749	**$3,297,522**	11
Lenoir County (NC)	$422,548	$171,546	$93,967	$39,957	$29,711	**$757,729**	$161,505	**$919,234**	4
City of Dubuque (IA)	$6,612,215	$4,990,788	$1,432,634	$910,375	$570,734	**$14,516,746**	$3,072,969	**$17,589,715**	44
Greater Enid Area (OK)	$1,422,764	$611,787	$196,978	$100,789	$62,494	**$2,394,812**	$2,623,983	**$5,018,795**	12
City of Flagstaff (AZ) [1]	$17,315,064	$13,217,305	$2,998,940	$2,239,915	$1,043,350	**$36,814,574**	$960,000	**$37,774,574**	37
City of Portland (ME)	$11,741,650	$7,862,926	$2,715,060	$1,685,025	$1,587,840	**$25,592,501**	$914,135	**$26,506,636**	38
Athens County (OH) [1]	$7,179,908	$5,002,483	$1,251,211	$1,634,078	$705,762	**$15,773,442**	$977,567	**$16,751,009**	40
Rutherford County (NC)	$249,485	$119,108	$16,082	$9,250	$128,554	**$522,479**	$5,893	**$528,372**	4
City of Walnut Creek (CA) [1]	$7,730,726	$6,585,345	$1,356,774	$1,484,188	$788,887	**$17,945,920**	$190,778	**$18,136,698**	22
City of Missoula (MT)	$7,259,411	$4,175,874	$954,066	$687,125	$335,270	**$13,411,746**	$201,037	**$13,612,783**	32
City of Bloomington (IN)	$21,191,288	$14,860,084	$3,706,191	$2,973,597	$2,399,055	**$45,130,215**	$7,170,191	**$52,300,406**	40
City of Miami Beach (FL)***	$15,414,871	$14,994,041	$3,724,275	$4,992,903	$1,778,571	**$40,904,661**	$57,057,289	**$97,961,950**	60
Greater Parkersburg Area (WV)	$408,497	$378,103	$86,198	$52,479	$47,556	**$972,833**	$34,742	**$1,007,575**	8
Moore County (NC)	$932,441	$1,178,521	$313,671	$225,299	$297,242	**$2,947,174**	$219,339	**$3,166,513**	36
Indiana County (PA) [1]	$166,374	$143,500	$12,072	$104,361	$5,940	**$432,247**	$12,345	**$444,592**	5
Buchanan County (MO)	$3,362,905	$1,598,949	$605,148	$40,555	$247,843	**$5,855,400**	$390,474	**$6,245,874**	18
City of Boulder (CO)	$3,738,394	$2,217,463	$696,457	$624,633	$329,282	**$7,606,229**	$1,018,673	**$8,624,902**	22
Eau Claire County (WI)	$991,524	$811,336	$347,851	$26,447	$153,206	**$2,330,364**	$511,287	**$2,841,651**	7
Group B Average	**$5,677,325**	**$4,226,031**	**$1,105,424**	**$948,510**	**$568,874**	**$12,526,164**	**$3,986,892**	**$16,513,056**	**23.8**
Percent of Group B Total	34.4%	25.6%	6.7%	5.7%	3.4%	75.9%	24.1%	100.0%	
Average Excluding Outliers/Exclusions	$5,136,351	$3,627,808	$959,933	$723,821	$501,669	$10,949,581	$1,038,537	$11,988,118	
Group B Median	$3,362,905	$1,598,949	$605,148	$225,299	$297,242	$5,855,400	$390,474	$6,245,874	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
City of Rochester (MN)	$9,433,038	$5,133,277	$1,483,373	$452,061	$587,152	**$17,088,901**	$2,033,819	**$19,122,720**	33
Tompkins County (NY) [1]	$6,407,456	$4,652,123	$907,298	$808,926	$489,271	**$13,265,074**	$113,582	**$13,378,656**	28
Wayne County (NC)	$505,215	$233,042	$622,251	$24,221	$86,050	**$1,470,779**	$4,826	**$1,475,605**	14
City of McKinney (TX)	$201,386	$214,147	$83,199	$6,175	$69,500	**$574,407**	$57,296	**$631,703**	5
Orange County (NC)	$30,831,560	$17,948,701	$4,449,894	$4,976,028	$4,297,164	**$62,503,347**	$1,399,328	**$63,902,675**	96
Town of Cary (NC)***	$2,089,052	$1,308,608	$259,746	$193,092	$181,618	**$4,032,116**	$185,679	**$4,217,795**	37
Marathon County (WI)	$2,018,182	$1,405,973	$386,260	$132,503	$1,243,942	**$5,186,860**	$75,003	**$5,261,863**	8
Greater Charlottesville Area (VA)**	$20,855,187	$14,816,163	$2,826,291	$1,750,405	$2,675,277	**$42,923,323**	$6,573,792	**$49,497,115**	41
City of Fort Collins (CO)	$3,472,317	$3,235,033	$643,141	$545,282	$737,092	**$8,632,865**	$381,287	**$9,014,152**	21
Cambria County (PA) [1]	$2,470,574	$4,104,349	$594,813	$825,855	$56,444	**$8,052,035**	$1,098,001	**$9,150,036**	13
City of Alexandria (VA)	$11,040,798	$8,151,525	$2,439,293	$2,224,060	$1,692,270	**$25,547,946**	$527,073	**$26,075,019**	62
City of Eugene (OR)	$16,026,136	$8,146,030	$2,279,961	$1,765,969	$1,019,319	**$29,237,415**	$234,148	**$29,471,563**	29
Pitt County (NC)	$4,905,000	$523,191	$179,303	$75,337	$220,580	**$5,903,411**	$259,326	**$6,162,737**	22
City of Santa Clarita (CA) [1,2]	$2,421,300	$1,945,832	$464,228	$763,659	$212,132	**$5,807,151**	$0	**$5,807,151**	11
City of Providence (RI)** [1]	$40,129,761	$28,970,443	$6,434,602	$4,037,610	$3,380,035	**$82,952,451**	$1,034,591	**$83,987,042**	54
Erie (PA) [1,2]	$4,461,591	$4,942,593	$448,970	$721,641	$73,867	**$10,648,662**	$0	**$10,648,662**	27
New Hanover County (NC)	$3,362,170	$1,431,453	$449,244	$237,122	$191,768	**$5,671,757**	$70,901	**$5,742,658**	25
City of Glendale (CA) [1,2]	$2,361,474	$2,368,357	$360,095	$561,770	$141,749	**$5,793,445**	$0	**$5,793,445**	29
City of Tacoma (WA)	$14,557,176	$12,191,926	$3,107,492	$1,021,384	$1,285,613	**$32,163,591**	$2,698,080	**$34,861,671**	44
Whatcom County (WA)	$4,240,581	$2,296,128	$891,093	$166,872	$746,199	**$8,340,873**	$308,174	**$8,649,047**	25
City of Boise (ID)	$9,882,825	$6,317,179	$1,920,944	$2,020,009	$2,103,509	**$22,244,466**	$497,498	**$22,741,964**	36
Lackawanna County (PA) [1,2]	$6,196,745	$5,365,485	$1,071,726	$1,108,985	$659,233	**$14,402,174**	$0	**$14,402,174**	43
Arlington County (VA)	$37,204,665	$34,967,151	$6,844,570	$5,235,930	$5,737,190	**$89,989,506**	$63,551	**$90,053,057**	37
City of Orlando (FL)***	$20,090,897	$14,482,765	$4,712,960	$2,223,721	$1,427,950	**$42,938,293**	$5,193,782	**$48,132,075**	32
Buncombe County (NC)	$6,867,433	$5,695,610	$2,099,605	$999,906	$1,001,306	**$16,663,860**	$264,853	**$16,928,713**	34
St. Tammany Parish (LA)	$2,897,740	$1,700,124	$349,157	$283,239	$187,206	**$5,417,466**	$147,557	**$5,565,023**	38
Alachua County (FL)	$13,403,218	$9,833,684	$1,999,423	$2,778,882	$3,406,395	**$31,421,602**	$916,088	**$32,337,690**	31
Greater Jackson Area (MS)	$2,301,386	$1,226,663	$81,219	$284,687	$76,509	**$3,970,464**	$105,356	**$4,075,820**	7
Group C Average	**$10,022,674**	**$7,271,698**	**$1,728,220**	**$1,293,762**	**$1,213,798**	**$21,530,151**	**$865,843**	**$22,395,994**	**31.5**
Percent of Group C Total	44.8%	32.5%	7.7%	5.8%	5.4%	96.1%	3.9%	100.0%	
Average Excluding Outliers/Exclusions	$8,227,915	$6,001,232	$1,423,190	$1,167,521	$1,096,728	$17,916,586	$468,989	$18,385,575	
Group C Median	$5,550,873	$4,797,358	$899,196	$786,293	$698,163	$11,956,868	$246,737	$12,013,659	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
City of Lincoln (NE)	$14,437,801	$8,420,543	$3,009,577	$1,532,407	$1,806,514	**$29,206,842**	$4,282,346	**$33,489,188**	41
Durham County (NC)	$30,864,191	$24,153,863	$4,880,963	$4,462,457	$4,129,256	**$68,490,730**	$5,629,445	**$74,120,175**	56
Osceola County (FL)	$436,962	$373,836	$94,050	$1,825	$16,050	**$922,723**	$968,500	**$1,891,223**	3
City of Newark (NJ)	$31,973,446	$21,678,224	$4,929,025	$1,639,519	$9,232,185	**$69,452,399**	$4,851,089	**$74,303,488**	23
City of Riverside (CA)*** [1,2]	$6,259,892	$5,408,973	$1,189,889	$766,006	$817,677	**$14,442,437**	$0	**$14,442,437**	37
Lexington-Fayette Urban County (KY)	$3,231,431	$2,924,872	$551,204	$925,030	$212,824	**$7,845,361**	$262,172	**$8,107,533**	22
Loudoun County (VA)	$4,183,976	$2,846,379	$633,338	$448,224	$281,221	**$8,393,138**	$198,683	**$8,591,821**	35
Cumberland County (NC)	$11,347,123	$8,431,695	$8,002,931	$1,952,518	$1,582,401	**$31,316,668**	$878,254	**$32,194,922**	24
Greater Chattanooga Area (TN)	$16,360,212	$11,199,692	$2,867,791	$3,176,079	$1,514,764	**$35,118,538**	$5,296,190	**$40,414,728**	48
Forsyth County (NC)	$31,400,911	$21,415,393	$5,948,183	$2,076,062	$1,617,399	**$62,457,948**	$8,215,216	**$70,673,164**	55
City of Wichita (KS)	$17,700,853	$12,135,570	$2,832,080	$2,034,459	$1,170,139	**$35,873,101**	$1,221,062	**$37,094,163**	23
Sarasota County (FL)	$48,271,922	$37,183,420	$20,417,861	$3,213,049	$7,510,163	**$116,596,415**	$12,677,215	**$129,273,630**	39
City of Oakland (CA) [1,2]	$14,930,929	$10,696,227	$2,162,466	$2,674,703	$1,190,710	**$31,655,035**	$0	**$31,655,035**	53
Santa Barbara County (CA) [1]	$32,775,864	$29,356,173	$6,095,987	$5,702,706	$3,260,998	**$77,191,728**	$2,502,498	**$79,694,226**	73
City of Miami (FL)***	$55,042,569	$133,346,540	$13,185,774	$3,926,659	$17,605,022	**$223,106,564**	$119,469,217	**$342,575,781**	165
Seminole County (FL)	$305,618	$431,120	$205,468	$30,896	$45,558	**$1,018,660**	$1,039,232	**$2,057,892**	11
City of Omaha (NE)	$16,147,995	$13,793,412	$4,955,835	$3,801,419	$4,210,364	**$42,909,025**	$2,945,257	**$45,854,282**	28
Greater Syracuse Area (NY) [1]	$15,354,026	$14,811,662	$1,817,239	$1,622,568	$140,433	**$33,745,928**	$146,935	**$33,892,863**	45
City of Mesa (AZ) [1]	$5,544,552	$6,283,506	$1,632,360	$1,057,863	$57,050	**$14,575,331**	$102,878	**$14,678,209**	10
Guilford County (NC)	$19,293,853	$13,987,814	$3,067,236	$1,731,784	$2,490,831	**$40,571,518**	$5,817,904	**$46,389,422**	59
Dane County (WI)	$28,893,321	$21,024,795	$6,635,483	$3,288,183	$7,520,428	**$67,362,210**	$1,871,480	**$69,233,690**	49
Volusia County (FL)	$3,020,480	$3,507,638	$1,079,791	$167,076	$1,163,425	**$8,938,410**	$1,134,412	**$10,072,822**	33
Group D Average	**$18,535,360**	**$18,336,879**	**$4,372,479**	**$2,101,431**	**$3,071,610**	**$46,417,760**	**$8,159,545**	**$54,577,304**	**42.4**
Percent of Group D Total	34.0%	33.6%	8.0%	3.9%	5.6%	85.0%	15.0%	100.0%	
Average Excluding Outliers/Exclusions	$17,323,773	$13,232,792	$4,090,943	$2,076,941	$2,457,636	$39,182,085	$3,002,038	$42,184,124	
Group D Median	$15,751,011	$11,667,631	$2,938,684	$1,842,151	$1,548,583	$34,432,233	$1,546,271	$35,493,513	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
City of Albuquerque (NM)	$28,826,712	$16,729,974	$4,922,507	$4,572,111	$1,812,995	**$56,864,299**	$4,754,024	**$61,618,323**	74
City of Atlanta (GA)	$59,221,549	$64,150,656	$9,452,517	$18,700,894	$13,504,610	**$165,030,226**	$3,083,659	**$168,113,885**	50
Polk County (FL)	$1,146,779	$898,888	$360,145	$207,873	$31,570	**$2,645,255**	$19,195	**$2,664,450**	10
Lee County (FL)	$10,148,091	$8,164,329	$1,370,873	$1,434,708	$769,873	**$21,887,874**	$1,253,769	**$23,141,643**	39
City of Seattle (WA)	$96,806,239	$110,716,553	$17,493,308	$20,226,271	$23,054,532	**$268,296,903**	$3,687,122	**$271,984,025**	49
District of Columbia (DC)*	$301,033,330	$218,899,934	$58,946,918	$58,273,789	$33,600,518	**$670,754,489**	$17,346,872	**$688,101,361**	40
City of Baltimore (MD) [1]	$119,427,896	$92,053,758	$18,023,616	$13,951,054	$7,840,863	**$251,297,187**	$14,976,309	**$266,273,496**	129
Jefferson County (AL)	$38,415,687	$21,081,655	$6,733,433	$4,026,814	$3,265,902	**$73,523,491**	$15,020,704	**$88,544,195**	99
City of Austin (TX)	$65,184,433	$45,225,090	$9,257,365	$3,157,775	$6,562,469	**$129,387,132**	$7,793,156	**$137,180,288**	95
City of Indianapolis (IN)	$90,680,562	$61,260,685	$15,227,413	$5,457,803	$7,309,026	**$179,935,489**	$12,915,643	**$192,851,132**	60
City and County of San Francisco (CA)* [1,2]	$239,319,069	$180,681,089	$23,264,601	$25,847,838	$3,014,713	**$472,127,310**	$0	**$472,127,310**	283
Prince George's County (MD) [1]	$8,604,425	$4,835,845	$318,288	$2,563,604	$0	**$16,322,162**	$562	**$16,322,724**	26
Bergen County (NJ)	$4,701,256	$3,933,650	$1,023,194	$564,100	$685,030	**$10,907,230**	$167,830	**$11,075,060**	67
Wake County (NC)	$50,975,411	$26,512,097	$3,303,741	$3,230,953	$2,001,031	**$86,023,233**	$1,783,539	**$87,806,772**	103
Fairfield County (CT)	$35,298,179	$23,386,599	$5,770,991	$5,218,986	$3,446,514	**$73,121,269**	$10,839,348	**$83,960,617**	77
Mecklenburg County (NC)	$34,651,508	$39,505,652	$10,931,283	$8,169,734	$2,086,211	**$95,344,388**	$5,832,906	**$101,177,294**	73
Greater Memphis Area (TN)	$19,679,976	$20,019,332	$3,258,890	$4,892,906	$7,904,403	**$55,755,507**	$6,817,953	**$62,573,460**	58
City of San Jose (CA)*** [1]	$31,698,323	$28,973,091	$4,917,997	$5,267,168	$1,798,436	**$72,655,015**	$624,699	**$73,279,714**	69
Westchester County (NY) [1]	$43,076,974	$36,244,715	$5,262,566	$5,438,708	$2,055,216	**$92,078,179**	$4,767,883	**$96,846,062**	108
Montgomery County (MD) [1,2]	$30,386,440	$33,596,451	$5,520,213	$6,749,328	$475,455	**$76,727,887**	$0	**$76,727,887**	73
Group E Average	**$65,464,142**	**$51,843,502**	**$10,267,993**	**$9,897,621**	**$6,060,968**	**$143,534,226**	**$5,584,259**	**$149,118,485**	**79.1**
Percent of Group E Total	43.9%	34.8%	6.9%	6.6%	4.1%	96.3%	3.7%	100.0%	
Average Excluding Outliers/Exclusions	$43,366,595	$35,783,290	$6,954,726	$6,386,095	$4,870,924	$97,361,630	$5,512,565	$102,874,195	
Group E Median	$36,856,933	$31,284,771	$5,645,602	$5,243,077	$2,550,462	$81,375,560	$4,220,573	$88,175,484	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
Pima County (AZ) [1]	$19,131,951	$16,067,139	$3,089,238	$2,627,079	$1,291,191	**$42,206,598**	$568,561	**$42,775,159**	49
Fairfax County (VA)	$16,842,573	$13,411,002	$2,832,532	$1,067,859	$10,988,271	**$45,142,237**	$4,111,448	**$49,253,685**	61
Orange County (FL)	$27,894,989	$21,550,584	$6,242,859	$3,297,379	$2,099,871	**$61,085,682**	$9,580,115	**$70,665,797**	63
Greater Columbus Area (OH) [1]	$60,057,553	$50,150,959	$8,971,715	$8,346,391	$3,115,077	**$130,641,695**	$476,380	**$131,118,075**	64
Allegheny County (PA) [1,2]	$155,072,791	$180,302,707	$23,596,206	$9,843,222	$0	**$368,814,926**	$0	**$368,814,926**	120
City of San Diego (CA)*** [1,2]	$109,836,527	$99,414,954	$11,835,791	$13,539,720	$3,460,578	**$238,087,570**	$0	**$238,087,570**	120
City of Dallas (TX)	$70,745,425	$62,201,792	$9,401,702	$16,343,057	$3,591,825	**$162,283,801**	$3,097,002	**$165,380,803**	77
Palm Beach County (FL)	$53,635,035	$44,037,352	$11,061,355	$5,829,129	$15,000,783	**$129,563,654**	$9,331,772	**$138,895,426**	71
Greater St. Louis Area (MO)	$147,192,876	$105,318,553	$33,021,290	$5,782,947	$7,845,905	**$299,161,571**	$14,093,177	**$313,254,748**	137
City of San Antonio (TX)	$24,362,438	$17,510,371	$4,872,602	$2,494,593	$1,444,849	**$50,684,853**	$12,040,227	**$62,725,080**	47
Sacramento County (CA) [1]	$26,994,253	$35,757,314	$15,804,748	$3,047,552	$395,064	**$81,998,931**	$53,354	**$82,052,285**	111
City and County of Philadelphia (PA) [1,2]	$318,622,697	$379,765,210	$39,211,119	$29,626,656	$0	**$767,225,682**	$0	**$767,225,682**	258
City of Phoenix (AZ) [1]	$68,408,478	$57,935,303	$10,513,158	$9,111,036	$4,220,248	**$150,188,223**	$14,319,016	**$164,507,239**	60
Broward County (FL)	$39,241,296	$37,170,270	$7,613,472	$4,928,222	$11,073,289	**$100,026,549**	$2,963,679	**$102,990,228**	78
Santa Clara County (CA) [1]	$46,695,778	$39,851,683	$7,292,449	$8,278,498	$2,349,120	**$104,467,528**	$941,022	**$105,408,550**	119
Tarrant County (TX)	$10,936,516	$14,187,945	$2,172,206	$8,963,480	$1,550,076	**$37,810,223**	$1,371,607	**$39,181,830**	40
Clark County (NV)	$12,394,043	$11,094,872	$1,331,896	$1,244,448	$476,829	**$26,542,088**	$8,197,089	**$34,739,177**	44
Riverside County (CA) [1,2]	$23,943,973	$18,777,460	$4,874,842	$1,956,944	$2,084,936	**$51,638,155**	$0	**$51,638,155**	59
Miami-Dade County (FL)	$137,815,745	$234,651,868	$36,285,793	$18,898,072	$22,091,111	**$449,742,589**	$224,216,170	**$673,958,759**	462
City of Chicago (IL) [1]	$517,642,063	$494,010,484	$72,865,960	$67,008,246	$19,839,753	**$1,171,366,506**	$36,178,119	**$1,207,544,625**	486
San Diego County (CA) [1,2]	$124,668,262	$112,036,916	$14,648,804	$15,628,758	$5,375,166	**$272,357,906**	$0	**$272,357,906**	206
City of Los Angeles (CA) [1,2]	$425,958,756	$393,655,938	$60,606,391	$55,186,195	$15,141,002	**$950,548,282**	$0	**$950,548,282**	293
Harris County (TX)	$123,235,402	$172,488,199	$21,672,622	$40,166,336	$11,465,326	**$369,027,885**	$4,384,509	**$373,412,394**	143
Group F Average	**$111,362,149**	**$113,536,908**	**$17,818,207**	**$14,487,644**	**$6,300,012**	**$263,504,919**	**$15,040,141**	**$278,545,060**	**137.7**
Percent of Group F Total	40.0%	40.8%	6.4%	5.2%	2.3%	94.6%	5.4%	100.0%	
Average Excluding Outliers/Exclusions	$111,431,495	$114,178,815	$18,090,135	$14,530,732	$6,429,077	$264,660,253	$15,723,784	$280,384,037	
Group F Median	$60,057,553	$50,150,959	$10,513,158	$8,346,391	$3,460,578	$130,641,695	$2,963,679	$138,895,426	

ALL CITY/COUNTY STUDY REGIONS

Average	**$34,267,515**	**$31,702,242**	**$5,735,282**	**$4,618,639**	**$2,819,615**	**$79,143,215**	**$5,469,772**	**$84,612,987**	**53.4**
Percent of Total	40.5%	37.5%	6.8%	5.5%	3.3%	93.5%	6.5%	100.0%	
Average Excluding Outliers/Exclusions	$33,455,838	$31,381,497	$5,678,072	$4,457,558	$2,713,324	$77,686,289	$4,646,300	$82,332,589	
Median	$10,148,091	$7,862,926	$1,817,239	$1,484,188	$1,001,306	$22,244,466	$568,561	$23,141,643	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
Greater Portsmouth Area (NH)	$5,069,864	$2,778,662	$742,816	$285,686	$875,904	**$9,752,932**	$748,448	**$10,501,380**	20
Greater Concord Area (NH)	$4,437,006	$3,258,143	$889,371	$686,150	$1,154,654	**$10,425,324**	$326,388	**$10,751,712**	15
Greater Aberdeen Area (SD)	$646,658	$503,942	$123,722	$108,968	$124,192	**$1,507,482**	$58,109	**$1,565,591**	12
Centre Region (PA) [1]	$4,447,187	$3,796,427	$332,892	$1,180,879	$143,110	**$9,900,495**	$87,765	**$9,988,260**	27
Greater Minot Area (ND)	$2,798,789	$1,958,074	$557,131	$631,975	$337,428	**$6,283,397**	$1,360	**$6,284,757**	29
Creative Corridor in Northwest Iowa (IA)	$1,634,578	$1,342,630	$317,469	$208,561	$222,864	**$3,726,102**	$0	**$3,726,102**	7
Northern New Hampshire (NH)	$3,256,004	$2,580,242	$672,151	$534,984	$437,827	**$7,481,208**	$294,035	**$7,775,243**	38
Greater Sioux Falls Area (SD)	$6,549,362	$4,627,651	$1,538,203	$1,431,962	$1,263,873	**$15,411,051**	$521,102	**$15,932,153**	35
Greater Athens Area (GA)	$2,220,943	$757,438	$338,307	$89,522	$467,714	**$3,873,924**	$38,653	**$3,912,577**	10
Greater Rockford Area (IL) [1,2]	$7,787,270	$6,567,541	$1,495,791	$913,726	$670,837	**$17,435,165**	$0	**$17,435,165**	30
Greater Peoria Area (IL) [1]	$6,189,098	$5,076,395	$1,080,935	$777,587	$558,828	**$13,682,843**	$1,130,072	**$14,812,915**	30
Greater Fox Cities Region (WI)	$5,310,365	$3,763,564	$4,090,831	$380,322	$5,250,565	**$18,795,647**	$2,425,442	**$21,221,089**	26
Northern Tier Region (PA) [1,2]	$1,072,309	$2,271,531	$116,417	$488,603	$0	**$3,948,860**	$0	**$3,948,860**	14
Northwest Arkansas Area (AR)	$13,274,390	$8,524,789	$2,525,122	$985,605	$4,076,346	**$29,386,252**	$1,530,649	**$30,916,901**	25
Mahoning Valley Region (OH) [1]	$4,253,802	$4,557,326	$1,103,968	$627,064	$267,667	**$10,809,827**	$2,281,749	**$13,091,576**	22
Iowa Cultural Corridor (IA)	$27,750,349	$12,896,551	$2,609,074	$1,615,568	$1,690,334	**$46,561,876**	$3,666,295	**$50,228,171**	62
Pikes Peak Region (CO)	$14,690,510	$13,580,961	$4,039,627	$1,278,680	$1,246,336	**$34,836,114**	$2,632,837	**$37,468,951**	51
Greater Columbia Area (SC)	$8,366,741	$6,901,181	$1,047,496	$888,420	$275,221	**$17,479,059**	$1,050,758	**$18,529,817**	30
Lehigh Valley Region (PA) [1]	$41,322,975	$31,482,905	$7,176,533	$9,942,339	$3,766,244	**$93,690,996**	$8,415,784	**$102,106,780**	91
West Valley Region (AZ) [1]	$3,649,993	$3,086,061	$660,062	$703,129	$432,599	**$8,531,844**	$1,000	**$8,532,844**	13
Greater Harrisburg Area (PA) [1,2]	$11,535,317	$14,677,664	$1,805,158	$2,490,399	$349,588	**$30,858,126**	$0	**$30,858,126**	38
Greater Hartford Area (CT)	$69,612,205	$39,898,365	$12,474,328	$5,471,797	$9,252,813	**$136,709,508**	$11,715,363	**$148,424,871**	123
Greater Portland Area (OR)	$66,325,969	$40,386,872	$14,258,917	$14,144,326	$6,683,146	**$141,799,230**	$10,262,626	**$152,061,856**	193
Metropolitan Kansas City Area (MO/KS)	$42,638,644	$34,685,375	$8,105,198	$11,812,826	$4,463,165	**$101,705,208**	$102,157,907	**$203,863,115**	88
Greater Milwaukee Area (WI)	$103,546,693	$70,933,408	$17,701,271	$11,519,375	$13,556,673	**$217,257,420**	$3,095,060	**$220,352,480**	154

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
Central Florida Region (FL)	$37,583,133	$31,030,805	$9,058,112	$4,013,654	$3,543,466	**$85,229,170**	$13,721,011	**$98,950,181**	135
Greater Washington DC Region (DC/MD/VA) [1]	$405,112,231	$313,861,908	$76,901,814	$76,114,570	$52,493,704	**$924,484,227**	$22,049,506	**$946,533,733**	299
Greater Philadelphia Region (PA) [1,2]	$361,814,179	$435,165,639	$44,167,777	$33,339,699	$0	**$874,487,294**	$0	**$874,487,294**	345
Southeastern Michigan Region (MI) [1]	$145,951,556	$137,281,681	$29,196,359	$22,247,370	$4,719,093	**$339,396,059**	$5,269,205	**$344,665,264**	120
Greater Houston Area (TX)	$140,262,727	$186,657,262	$24,852,376	$42,250,834	$14,296,933	**$408,320,132**	$6,243,890	**$414,564,022**	171
North Texas Region (TX)	$84,172,231	$78,512,233	$12,091,158	$26,176,986	$5,405,476	**$206,358,084**	$5,500,677	**$211,858,761**	135
Regional Average	**$52,686,551**	**$48,496,878**	**$9,099,045**	**$8,817,470**	**$4,452,471**	**$123,552,415**	**$6,620,184**	**$130,172,598**	**77.0**
Percent of Regional Total	40.5%	37.3%	7.0%	6.8%	3.4%	94.9%	5.1%	100.0%	
Regional Median	$8,366,741	$6,901,181	$1,805,158	$1,180,879	$1,154,654	$18,795,647	$1,130,072	$21,221,089	

Statewide Study Regions All Populations Sample Size = 10	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
State of South Dakota	$16,048,469	$10,900,735	$2,644,738	$2,282,116	$1,664,789	**$33,540,847**	$2,663,495	**$36,204,342**	116
State of Delaware	$49,910,220	$20,531,758	$8,600,272	$2,228,699	$3,238,676	**$84,509,625**	$18,898,153	**$103,407,778**	87
State of Hawai'i	$36,616,518	$25,066,948	$10,105,353	$6,044,041	$3,197,801	**$81,030,661**	$8,255,191	**$89,285,852**	106
State of New Hampshire	$24,545,784	$14,878,105	$4,236,163	$3,099,742	$3,685,776	**$50,445,570**	$2,582,497	**$53,028,067**	161
State of Nebraska	$39,176,234	$26,249,363	$9,044,657	$5,849,549	$6,658,380	**$86,978,183**	$8,786,681	**$95,764,864**	144
State of Connecticut	$203,584,661	$132,947,620	$36,241,769	$16,830,825	$21,227,735	**$410,832,610**	$44,645,845	**$455,478,455**	329
State of Wisconsin	$147,903,598	$103,778,665	$31,325,105	$17,008,106	$29,859,810	**$329,875,284**	$10,208,934	**$340,084,218**	326
State of North Carolina	$307,680,784	$196,714,821	$53,836,806	$35,880,780	$27,615,708	**$621,728,899**	$37,567,715	**$659,296,614**	957
State of Pennsylvania [1]	$605,561,590	$702,621,438	$82,084,652	$65,714,097	$5,054,426	**$1,461,036,203**	$9,613,895	**$1,470,650,098**	808
State of Illinois [1]	$662,477,249	$625,284,417	$97,174,991	$106,505,108	$27,401,332	**$1,518,843,097**	$42,260,007	**$1,561,103,104**	1,004
Statewide Average	**$209,350,511**	**$185,897,387**	**$33,529,451**	**$26,144,306**	**$12,960,443**	**$467,882,098**	**$18,548,241**	**$486,430,339**	**403.8**
Percent of Statewide Total	43.0%	38.2%	6.9%	5.4%	2.7%	96.2%	3.8%	100.0%	
Statewide Median	$98,906,909	$65,014,014	$20,715,229	$11,437,433	$5,856,403	$208,426,734	$9,911,415	$221,745,998	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 9:
Total Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
Grand Center Arts District (St. Louis, MO)	$32,429,440	$18,135,486	$5,178,411	$1,545,458	$3,309,841	**$60,598,636**	$1,330,166	**$61,928,802**	25
Dallas Arts District (Dallas, TX)	$28,492,409	$30,556,967	$3,184,176	$10,459,585	$925,129	**$73,618,266**	$2,701,155	**$76,319,421**	16
Arts District Average	**$30,460,925**	**$24,346,227**	**$4,181,294**	**$6,002,522**	**$2,117,485**	**$67,108,451**	**$2,015,661**	**$69,124,112**	**20.5**
Percent of Arts District Total	44.1%	35.2%	6.0%	8.7%	3.1%	97.1%	2.9%	100.0%	

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

[2] The Cultural Data Project does not provide a breakdown of payments to/for local vs. nonlocal artists. In study regions where the CDP was the sole source of organizational financial data, all payments to/for artists are listed in the "local" category, and $0 is listed in the "nonlocal" category.

[3] Only one eligible nonprofit arts and culture organization provided detailed financial data for the analysis of the City of Gunnison, CO. While these itemized data are not reported for reasons of confidentiality, the data are included in the summary statistics for population cohort Group A as well as for all individual city/county study regions.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table presents the average itemized expenditures made by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Summary statistics are calculated for each population group. The averages on this table are calculated per participating study region. The averages on Table 11, on the other hand, are calculated per participating nonprofit arts and culture organization.

Column Two:
The average staff/employee expenses paid by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Staff and employee expenses include payroll, payroll taxes, fringe benefits, and costs for full-time contractors.

Column Three:
The average overhead/programmatic expenses paid by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Overhead and programmatic expenses include marketing and advertising costs, supplies purchases, travel, insurance, communication costs, and programmatic costs.

Column Four:
The average facility expenses paid by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Facility expenses include rental and/or lease costs, mortgage costs, property taxes, and utilities.

Column Five:
The average fees paid to/for artists from within the study region by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Artist expenses include wages, taxes, and fringe benefits.

Column Six:
The average fees paid to/for artists from outside the study region by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Artist expenses include wages, taxes, and fringe benefits.

Column Seven:
The average operating expenditures made by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is the sum of Columns Two through Six. (See the organizational expenditure survey instrument in Appendix C for a detailed breakdown of organizational expenditure categories.)

Column Eight:
The average capital expenditures made by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Capital expenditures are payments to buy, build, replace, improve, or expand an asset, equipment, or a facility which will last for more than one year and which, under generally accepted accounting principles, are not properly chargeable as an expense of operation or maintenance. In other words, they are capitalized and may be depreciated or amortized. In most cases, capital expenditures for renovation of existing facilities, construction of new facilities, and purchase of property have been excluded from the analysis. These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for non-responding organizations.

Column Nine:
The average organizational expenditures of nonprofit arts and culture organizations in each study region during fiscal year 2010. This figure is the sum of average operating expenditures (Column Seven) and average capital expenditures (Column Eight).

Column Ten:
The number of eligible nonprofit arts and culture organizations from which detailed expenditure and event attendance data were collected in each participating study region.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
City of Gunnison (CO)*** [3]	n/a	n/a	n/a	n/a	n/a	**n/a**	n/a	**n/a**	1
Town of Telluride (CO)*	$301,765	$208,432	$58,441	$65,613	$36,169	**$670,420**	$21,721	**$692,142**	24
Town of Crested Butte (CO)***	$63,842	$71,308	$13,234	$3,998	$36,951	**$189,334**	$95,397	**$284,730**	11
Town of Newmarket (NH)	$666	$9,304	$1,097	$5,646	$744	**$17,457**	$2,785	**$20,242**	3
Greater Ketchikan Area (AK)	$121,997	$24,471	$15,454	$2,770	$2,885	**$167,576**	$36,428	**$204,004**	10
Gunnison County (CO)	$68,630	$77,692	$13,047	$4,418	$33,872	**$197,659**	$88,567	**$286,226**	12
City of Durango (CO)	$109,224	$100,988	$22,695	$6,391	$37,169	**$276,467**	$112,387	**$388,854**	15
Teton County (WY)*	$343,285	$258,555	$87,991	$10,857	$101,963	**$802,651**	$393,307	**$1,195,958**	15
City of Laguna Beach (CA)* [1]	$688,047	$499,013	$132,847	$148,257	$78,215	**$1,546,379**	$81,735	**$1,628,114**	17
City of Fairfax (VA)***	$456,646	$375,087	$88,690	$58,265	$62,261	**$1,040,948**	$26,077	**$1,067,026**	7
City of Auburn (NY) [1]	$89,093	$122,129	$38,778	$15,884	$4,477	**$270,360**	$8,856	**$279,216**	7
City of Slidell (LA)***	$16,715	$21,536	$4,959	$5,000	$5,927	**$54,137**	$2,278	**$56,414**	16
City of Winter Park (FL)***	$283,081	$262,890	$45,767	$39,488	$20,034	**$651,258**	$236,677	**$887,935**	18
Greater Elkins Area (WV)	$91,088	$137,026	$18,001	$15,546	$10,527	**$272,188**	$1,950	**$274,138**	6
Transylvania County (NC)	$164,006	$86,999	$22,520	$4,884	$21,788	**$300,197**	$11,670	**$311,867**	14
City of Rochester (NH)	$189,022	$82,885	$29,845	$10,966	$12,583	**$325,302**	$34,903	**$360,204**	12
City and Borough of Juneau (AK)	$146,567	$104,056	$26,200	$14,162	$5,903	**$296,887**	$15,309	**$312,196**	18
Princeton (NJ)**	$1,258,971	$728,750	$147,649	$18,017	$77,608	**$2,230,995**	$265,146	**$2,496,141**	16
Platte County (NE)	$80,576	$25,311	$6,927	$56	$0	**$112,870**	$7,865	**$120,736**	8
Adams County (NE)	$115,945	$53,804	$17,422	$9,113	$8,458	**$204,742**	$4,098	**$208,840**	26
City of Fairbanks (AK)	$154,090	$144,470	$25,890	$26,165	$34,512	**$385,127**	$832	**$385,959**	17
City of West Hollywood (CA)** [1,2]	$589,291	$508,931	$116,909	$87,560	$78,535	**$1,381,227**	$0	**$1,381,227**	15
City of Pittsfield (MA)** [1,2]	$183,726	$183,354	$33,608	$19,968	$9,948	**$430,603**	$0	**$430,603**	30
Windham County (VT)*	$76,999	$70,506	$18,524	$8,223	$11,317	**$185,568**	$8,193	**$193,761**	39
Iron County (UT)*	$232,676	$223,089	$31,385	$40,138	$151,497	**$678,785**	$44,129	**$722,914**	13
Watauga County (NC)	$99,863	$80,104	$12,140	$10,518	$60,621	**$263,245**	$4,298	**$267,543**	10
Buffalo County (NE)	$197,510	$86,370	$17,434	$10,077	$14,530	**$325,920**	$27,879	**$353,799**	15
Group A Average	**$231,282**	**$173,888**	**$39,201**	**$24,112**	**$34,018**	**$502,501**	**$57,257**	**$559,758**	**14.6**
Percent of Group A Total	41.3%	31.1%	7.0%	4.3%	6.1%	89.8%	10.2%	100.0%	
Average Excluding Outliers/Exclusions	$116,306	$81,115	$19,104	$9,757	$17,719	$244,000	$25,559	$269,559	
Group A Median	$146,567	$104,056	$22,695	$10,857	$20,034	$296,887	$15,309	$312,196	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
Chenango County (NY) [1,2]	$29,721	$39,497	$7,571	$5,534	$2,615	**$84,939**	$0	**$84,939**	12
City of La Crosse (WI)	$124,769	$81,951	$36,784	$11,300	$24,175	**$278,979**	$20,795	**$299,775**	11
Lenoir County (NC)	$105,637	$42,887	$23,492	$9,989	$7,428	**$189,432**	$40,376	**$229,809**	4
City of Dubuque (IA)	$150,278	$113,427	$32,560	$20,690	$12,971	**$329,926**	$69,840	**$399,766**	44
Greater Enid Area (OK)	$118,564	$50,982	$16,415	$8,399	$5,208	**$199,568**	$218,665	**$418,233**	12
City of Flagstaff (AZ) [1]	$467,975	$357,224	$81,052	$60,538	$28,199	**$994,988**	$25,946	**$1,020,934**	37
City of Portland (ME)	$308,991	$206,919	$71,449	$44,343	$41,785	**$673,487**	$24,056	**$697,543**	38
Athens County (OH) [1]	$179,498	$125,062	$31,280	$40,852	$17,644	**$394,336**	$24,439	**$418,775**	40
Rutherford County (NC)	$62,371	$29,777	$4,021	$2,313	$32,139	**$130,620**	$1,473	**$132,093**	4
City of Walnut Creek (CA) [1]	$351,397	$299,334	$61,672	$67,463	$35,859	**$815,724**	$8,672	**$824,395**	22
City of Missoula (MT)	$226,857	$130,496	$29,815	$21,473	$10,477	**$419,117**	$6,282	**$425,399**	32
City of Bloomington (IN)	$529,782	$371,502	$92,655	$74,340	$59,976	**$1,128,255**	$179,255	**$1,307,510**	40
City of Miami Beach (FL)***	$256,915	$249,901	$62,071	$83,215	$29,643	**$681,744**	$950,955	**$1,632,699**	60
Greater Parkersburg Area (WV)	$51,062	$47,263	$10,775	$6,560	$5,945	**$121,604**	$4,343	**$125,947**	8
Moore County (NC)	$25,901	$32,737	$8,713	$6,258	$8,257	**$81,866**	$6,093	**$87,959**	36
Indiana County (PA) [1]	$33,275	$28,700	$2,414	$20,872	$1,188	**$86,449**	$2,469	**$88,918**	5
Buchanan County (MO)	$186,828	$88,831	$33,619	$2,253	$13,769	**$325,300**	$21,693	**$346,993**	18
City of Boulder (CO)	$169,927	$100,794	$31,657	$28,392	$14,967	**$345,738**	$46,303	**$392,041**	22
Eau Claire County (WI)	$141,646	$115,905	$49,693	$3,778	$21,887	**$332,909**	$73,041	**$405,950**	7
Group B Average	**$185,336**	**$132,273**	**$36,195**	**$27,293**	**$19,691**	**$400,789**	**$90,774**	**$491,562**	**23.8**
Percent of Group B Total	37.7%	26.9%	7.4%	5.6%	4.0%	81.5%	18.5%	100.0%	
Average Excluding Outliers/Exclusions	$181,360	$125,738	$34,758	$24,186	$19,138	$385,180	$42,986	$428,166	
Group B Median	$150,278	$100,794	$31,657	$20,690	$14,967	$329,926	$24,056	$399,766	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
City of Rochester (MN)	$285,850	$155,554	$44,951	$13,699	$17,792	**$517,845**	$61,631	**$579,476**	33
Tompkins County (NY) [1]	$228,838	$166,147	$32,404	$28,890	$17,474	**$473,753**	$4,057	**$477,809**	28
Wayne County (NC)	$36,087	$16,646	$44,447	$1,730	$6,146	**$105,056**	$345	**$105,400**	14
City of McKinney (TX)	$40,277	$42,829	$16,640	$1,235	$13,900	**$114,881**	$11,459	**$126,341**	5
Orange County (NC)	$321,162	$186,966	$46,353	$51,834	$44,762	**$651,077**	$14,576	**$665,653**	96
Town of Cary (NC)***	$56,461	$35,368	$7,020	$5,219	$4,909	**$108,976**	$5,018	**$113,994**	37
Marathon County (WI)	$252,273	$175,747	$48,283	$16,563	$155,493	**$648,358**	$9,375	**$657,733**	8
Greater Charlottesville Area (VA)**	$508,663	$361,370	$68,934	$42,693	$65,251	**$1,046,910**	$160,336	**$1,207,247**	41
City of Fort Collins (CO)	$165,348	$154,049	$30,626	$25,966	$35,100	**$411,089**	$18,157	**$429,245**	21
Cambria County (PA) [1]	$190,044	$315,719	$45,755	$63,527	$4,342	**$619,387**	$84,462	**$703,849**	13
City of Alexandria (VA)	$178,077	$131,476	$39,343	$35,872	$27,295	**$412,064**	$8,501	**$420,565**	62
City of Eugene (OR)	$552,625	$280,898	$78,619	$60,895	$35,149	**$1,008,187**	$8,074	**$1,016,261**	29
Pitt County (NC)	$222,955	$23,781	$8,150	$3,424	$10,026	**$268,337**	$11,788	**$280,124**	22
City of Santa Clarita (CA) [1,2]	$220,118	$176,894	$42,203	$69,424	$19,285	**$527,923**	$0	**$527,923**	11
City of Providence (RI)** [1]	$743,144	$536,490	$119,159	$74,771	$62,593	**$1,536,157**	$19,159	**$1,555,316**	54
Erie (PA) [1,2]	$165,244	$183,059	$16,629	$26,727	$2,736	**$394,395**	$0	**$394,395**	27
New Hanover County (NC)	$134,487	$57,258	$17,970	$9,485	$7,671	**$226,870**	$2,836	**$229,706**	25
City of Glendale (CA) [1,2]	$81,430	$81,667	$12,417	$19,371	$4,888	**$199,774**	$0	**$199,774**	29
City of Tacoma (WA)	$330,845	$277,089	$70,625	$23,213	$29,218	**$730,991**	$61,320	**$792,311**	44
Whatcom County (WA)	$169,623	$91,845	$35,644	$6,675	$29,848	**$333,635**	$12,327	**$345,962**	25
City of Boise (ID)	$274,523	$175,477	$53,360	$56,111	$58,431	**$617,902**	$13,819	**$631,721**	36
Lackawanna County (PA) [1,2]	$144,110	$124,779	$24,924	$25,790	$15,331	**$334,934**	$0	**$334,934**	43
Arlington County (VA)	$1,005,531	$945,058	$184,988	$141,512	$155,059	**$2,432,149**	$1,718	**$2,433,866**	37
City of Orlando (FL)***	$627,841	$452,586	$147,280	$69,491	$44,623	**$1,341,822**	$162,306	**$1,504,127**	32
Buncombe County (NC)	$201,983	$167,518	$61,753	$29,409	$29,450	**$490,114**	$7,790	**$497,903**	34
St. Tammany Parish (LA)	$76,256	$44,740	$9,188	$7,454	$4,926	**$142,565**	$3,883	**$146,448**	38
Alachua County (FL)	$432,362	$317,216	$64,498	$89,641	$109,884	**$1,013,600**	$29,551	**$1,043,151**	31
Greater Jackson Area (MS)	$328,769	$175,238	$11,603	$40,670	$10,930	**$567,209**	$15,051	**$582,260**	7
Group C Average	**$284,819**	**$209,052**	**$49,420**	**$37,189**	**$36,518**	**$616,998**	**$25,984**	**$642,982**	**31.5**
Percent of Group C Total	44.3%	32.5%	7.7%	5.8%	5.7%	96.0%	4.0%	100.0%	
Average Excluding Outliers/Exclusions	$251,617	$186,152	$43,390	$35,380	$35,214	$551,754	$15,863	$567,617	
Group C Median	$221,536	$171,378	$43,325	$27,809	$23,290	$503,980	$10,417	$512,913	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
City of Lincoln (NE)	$352,141	$205,379	$73,404	$37,376	$44,061	**$712,362**	$104,447	**$816,809**	41
Durham County (NC)	$551,146	$431,319	$87,160	$79,687	$73,737	**$1,223,049**	$100,526	**$1,323,575**	56
Osceola County (FL)	$145,654	$124,612	$31,350	$608	$5,350	**$307,574**	$322,833	**$630,408**	3
City of Newark (NJ)	$1,390,150	$942,531	$214,305	$71,283	$401,399	**$3,019,670**	$210,917	**$3,230,586**	23
City of Riverside (CA)*** [1,2]	$169,186	$146,188	$32,159	$20,703	$22,099	**$390,336**	$0	**$390,336**	37
Lexington-Fayette Urban County (KY)	$146,883	$132,949	$25,055	$42,047	$9,674	**$356,607**	$11,917	**$368,524**	22
Loudoun County (VA)	$119,542	$81,325	$18,095	$12,806	$8,035	**$239,804**	$5,677	**$245,481**	35
Cumberland County (NC)	$472,797	$351,321	$333,455	$81,355	$65,933	**$1,304,861**	$36,594	**$1,341,455**	24
Greater Chattanooga Area (TN)	$340,838	$233,327	$59,746	$66,168	$31,558	**$731,636**	$110,337	**$841,974**	48
Forsyth County (NC)	$570,926	$389,371	$108,149	$37,747	$29,407	**$1,135,599**	$149,368	**$1,284,967**	55
City of Wichita (KS)	$769,602	$527,633	$123,134	$88,455	$50,876	**$1,559,700**	$53,090	**$1,612,790**	23
Sarasota County (FL)	$1,237,742	$953,421	$523,535	$82,386	$192,568	**$2,989,652**	$325,057	**$3,314,708**	39
City of Oakland (CA) [1,2]	$281,716	$201,816	$40,801	$50,466	$22,466	**$597,265**	$0	**$597,265**	53
Santa Barbara County (CA) [1]	$448,984	$402,139	$83,507	$78,119	$44,671	**$1,057,421**	$34,281	**$1,091,702**	73
City of Miami (FL)***	$333,591	$808,161	$79,914	$23,798	$106,697	**$1,352,161**	$724,056	**$2,076,217**	165
Seminole County (FL)	$27,783	$39,193	$18,679	$2,809	$4,142	**$92,605**	$94,476	**$187,081**	11
City of Omaha (NE)	$576,714	$492,622	$176,994	$135,765	$150,370	**$1,532,465**	$105,188	**$1,637,653**	28
Greater Syracuse Area (NY) [1]	$341,201	$329,148	$40,383	$36,057	$3,121	**$749,910**	$3,265	**$753,175**	45
City of Mesa (AZ) [1]	$554,455	$628,351	$163,236	$105,786	$5,705	**$1,457,533**	$10,288	**$1,467,821**	10
Guilford County (NC)	$327,014	$237,082	$51,987	$29,352	$42,217	**$687,653**	$98,609	**$786,261**	59
Dane County (WI)	$589,660	$429,077	$135,418	$67,106	$153,478	**$1,374,739**	$38,193	**$1,412,932**	49
Volusia County (FL)	$91,530	$106,292	$32,721	$5,063	$35,255	**$270,861**	$34,376	**$305,237**	33
Group D Average	**$447,239**	**$372,421**	**$111,509**	**$52,497**	**$68,310**	**$1,051,976**	**$116,977**	**$1,168,953**	**42.4**
Percent of Group D Total	38.3%	31.9%	9.5%	4.5%	5.8%	90.0%	10.0%	100.0%	
Average Excluding Outliers/Exclusions	$466,824	$361,945	$117,056	$55,522	$68,701	$1,070,048	$92,472	$1,162,520	
Group D Median	$346,671	$340,234	$76,659	$46,256	$38,736	$903,665	$73,783	$966,838	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
City of Albuquerque (NM)	$389,550	$226,081	$66,520	$61,785	$24,500	**$768,436**	$64,244	**$832,680**	74
City of Atlanta (GA)	$1,184,431	$1,283,013	$189,050	$374,018	$270,092	**$3,300,605**	$61,673	**$3,362,278**	50
Polk County (FL)	$114,678	$89,889	$36,015	$20,787	$3,157	**$264,526**	$1,920	**$266,445**	10
Lee County (FL)	$260,207	$209,342	$35,151	$36,787	$19,740	**$561,228**	$32,148	**$593,375**	39
City of Seattle (WA)	$1,975,638	$2,259,521	$357,006	$412,781	$470,501	**$5,475,447**	$75,247	**$5,550,694**	49
District of Columbia (DC)*	$7,525,833	$5,472,498	$1,473,673	$1,456,845	$840,013	**$16,768,862**	$433,672	**$17,202,534**	40
City of Baltimore (MD) [1]	$925,798	$713,595	$139,718	$108,148	$60,782	**$1,948,040**	$116,095	**$2,064,136**	129
Jefferson County (AL)	$388,037	$212,946	$68,014	$40,675	$32,989	**$742,662**	$151,724	**$894,386**	99
City of Austin (TX)	$686,152	$476,054	$97,446	$33,240	$69,079	**$1,361,970**	$82,033	**$1,444,003**	95
City of Indianapolis (IN)	$1,511,343	$1,021,011	$253,790	$90,963	$121,817	**$2,998,925**	$215,261	**$3,214,186**	60
City and County of San Francisco (CA)* [1,2]	$845,650	$638,449	$82,207	$91,335	$10,653	**$1,668,294**	$0	**$1,668,294**	283
Prince George's County (MD) [1]	$330,939	$185,994	$12,242	$98,600	$0	**$627,775**	$22	**$627,797**	26
Bergen County (NJ)	$70,168	$58,711	$15,272	$8,419	$10,224	**$162,794**	$2,505	**$165,299**	67
Wake County (NC)	$494,907	$257,399	$32,075	$31,368	$19,427	**$835,177**	$17,316	**$852,493**	103
Fairfield County (CT)	$458,418	$303,722	$74,948	$67,779	$44,760	**$949,627**	$140,771	**$1,090,398**	77
Mecklenburg County (NC)	$474,678	$541,173	$149,744	$111,914	$28,578	**$1,306,088**	$79,903	**$1,385,990**	73
Greater Memphis Area (TN)	$339,310	$345,161	$56,188	$84,360	$136,283	**$961,302**	$117,551	**$1,078,853**	58
City of San Jose (CA)*** [1]	$459,396	$419,900	$71,275	$76,336	$26,064	**$1,052,971**	$9,054	**$1,062,025**	69
Westchester County (NY) [1]	$398,861	$335,599	$48,727	$50,358	$19,030	**$852,576**	$44,147	**$896,723**	108
Montgomery County (MD) [1,2]	$416,253	$460,225	$75,619	$92,457	$6,513	**$1,051,067**	$0	**$1,051,067**	73
Group E Average	**$962,512**	**$775,514**	**$166,734**	**$167,448**	**$110,710**	**$2,182,919**	**$82,264**	**$2,265,183**	**79.1**
Percent of Group E Total	42.5%	34.2%	7.4%	7.4%	4.9%	96.4%	3.6%	100.0%	
Average Excluding Outliers/Exclusions	$612,904	$528,202	$100,443	$101,438	$78,675	$1,421,661	$70,739	$1,492,400	
Group E Median	$458,907	$382,530	$73,112	$80,348	$27,321	$1,006,184	$62,958	$1,070,439	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
Pima County (AZ) [1]	$390,448	$327,901	$63,046	$53,614	$26,351	**$861,359**	$11,603	**$872,962**	49
Fairfax County (VA)	$276,108	$219,852	$46,435	$17,506	$180,136	**$740,037**	$67,401	**$807,437**	61
Orange County (FL)	$442,778	$342,073	$99,093	$52,339	$33,331	**$969,614**	$152,065	**$1,121,679**	63
Greater Columbus Area (OH) [1]	$938,399	$783,609	$140,183	$130,412	$48,673	**$2,041,276**	$7,443	**$2,048,720**	64
Allegheny County (PA) [1,2]	$1,292,273	$1,502,523	$196,635	$82,027	$0	**$3,073,458**	$0	**$3,073,458**	120
City of San Diego (CA)*** [1,2]	$915,304	$828,458	$98,632	$112,831	$28,838	**$1,984,063**	$0	**$1,984,063**	120
City of Dallas (TX)	$918,772	$807,815	$122,100	$212,247	$46,647	**$2,107,582**	$40,221	**$2,147,803**	77
Palm Beach County (FL)	$755,423	$620,244	$155,794	$82,100	$211,279	**$1,824,840**	$131,433	**$1,956,274**	71
Greater St. Louis Area (MO)	$1,074,401	$768,749	$241,031	$42,211	$57,269	**$2,183,661**	$102,870	**$2,286,531**	137
City of San Antonio (TX)	$518,350	$372,561	$103,672	$53,076	$30,741	**$1,078,401**	$256,175	**$1,334,576**	47
Sacramento County (CA) [1]	$243,191	$322,138	$142,385	$27,455	$3,559	**$738,729**	$481	**$739,210**	111
City and County of Philadelphia (PA) [1,2]	$1,234,972	$1,471,958	$151,981	$114,832	$0	**$2,973,743**	$0	**$2,973,743**	258
City of Phoenix (AZ) [1]	$1,140,141	$965,588	$175,219	$151,851	$70,337	**$2,503,137**	$238,650	**$2,741,787**	60
Broward County (FL)	$503,094	$476,542	$97,609	$63,182	$141,965	**$1,282,392**	$37,996	**$1,320,388**	78
Santa Clara County (CA) [1]	$392,401	$334,888	$61,281	$69,567	$19,741	**$877,878**	$7,908	**$885,786**	119
Tarrant County (TX)	$273,413	$354,699	$54,305	$224,087	$38,752	**$945,256**	$34,290	**$979,546**	40
Clark County (NV)	$281,683	$252,156	$30,270	$28,283	$10,837	**$603,229**	$186,297	**$789,527**	44
Riverside County (CA) [1,2]	$405,830	$318,262	$82,624	$33,169	$35,338	**$875,223**	$0	**$875,223**	59
Miami-Dade County (FL)	$298,302	$507,904	$78,541	$40,905	$47,816	**$973,469**	$485,316	**$1,458,785**	462
City of Chicago (IL) [1]	$1,065,107	$1,016,482	$149,930	$137,877	$40,823	**$2,410,219**	$74,441	**$2,484,660**	486
San Diego County (CA) [1,2]	$605,186	$543,869	$71,111	$75,868	$26,093	**$1,322,126**	$0	**$1,322,126**	206
City of Los Angeles (CA) [1,2]	$1,453,784	$1,343,536	$206,848	$188,349	$51,676	**$3,244,192**	$0	**$3,244,192**	293
Harris County (TX)	$861,786	$1,206,211	$151,557	$280,883	$80,177	**$2,580,615**	$30,661	**$2,611,275**	143
Group F Average	**$707,876**	**$682,088**	**$118,273**	**$98,899**	**$53,495**	**$1,660,630**	**$81,098**	**$1,741,728**	**137.7**
Percent of Group F Total	40.6%	39.2%	6.8%	5.7%	3.1%	95.3%	4.7%	100.0%	
Average Excluding Outliers/Exclusions	$698,447	$675,435	$119,166	$98,266	$54,616	$1,645,929	$84,784	$1,730,713	
Group F Median	$605,186	$543,869	$103,672	$75,868	$38,752	$1,322,126	$34,290	$1,458,785	

ALL CITY/COUNTY STUDY REGIONS

Average	**$454,040**	**$377,361**	**$83,806**	**$64,672**	**$52,248**	**$1,032,049**	**$72,534**	**$1,104,583**	**53.4**
Percent of Total	41.1%	34.2%	7.6%	5.9%	4.7%	93.4%	6.6%	100.0%	
Average Excluding Outliers/Exclusions	$400,463	$338,647	$74,824	$55,807	$46,528	$916,269	$55,909	$972,178	
Median	$298,302	$223,089	$49,693	$37,747	$28,578	$678,785	$24,056	$753,175	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
Greater Portsmouth Area (NH)	$253,493	$138,933	$37,141	$14,284	$43,795	**$487,647**	$37,422	**$525,069**	20
Greater Concord Area (NH)	$295,800	$217,210	$59,291	$45,743	$76,977	**$695,022**	$21,759	**$716,781**	15
Greater Aberdeen Area (SD)	$53,888	$41,995	$10,310	$9,081	$10,349	**$125,624**	$4,842	**$130,466**	12
Centre Region (PA) [1]	$164,711	$140,608	$12,329	$43,736	$5,300	**$366,685**	$3,251	**$369,936**	27
Greater Minot Area (ND)	$96,510	$67,520	$19,211	$21,792	$11,635	**$216,669**	$47	**$216,716**	29
Creative Corridor in Northwest Iowa (IA)	$233,511	$191,804	$45,353	$29,794	$31,838	**$532,300**	$0	**$532,300**	7
Northern New Hampshire (NH)	$85,684	$67,901	$17,688	$14,079	$11,522	**$196,874**	$7,738	**$204,612**	38
Greater Sioux Falls Area (SD)	$187,125	$132,219	$43,949	$40,913	$36,111	**$440,316**	$14,889	**$455,204**	35
Greater Athens Area (GA)	$222,094	$75,744	$33,831	$8,952	$46,771	**$387,392**	$3,865	**$391,258**	10
Greater Rockford Area (IL) [1,2]	$259,576	$218,918	$49,860	$30,458	$22,361	**$581,172**	$0	**$581,172**	30
Greater Peoria Area (IL) [1]	$206,303	$169,213	$36,031	$25,920	$18,628	**$456,095**	$37,669	**$493,764**	30
Greater Fox Cities Region (WI)	$204,245	$144,752	$157,340	$14,628	$201,945	**$722,910**	$93,286	**$816,196**	26
Northern Tier Region (PA) [1,2]	$76,594	$162,252	$8,316	$34,900	$0	**$282,061**	$0	**$282,061**	14
Northwest Arkansas Area (AR)	$530,976	$340,992	$101,005	$39,424	$163,054	**$1,175,450**	$61,226	**$1,236,676**	25
Mahoning Valley Region (OH) [1]	$193,355	$207,151	$50,180	$28,503	$12,167	**$491,356**	$103,716	**$595,072**	22
Iowa Cultural Corridor (IA)	$447,586	$208,009	$42,082	$26,058	$27,263	**$750,998**	$59,134	**$810,132**	62
Pikes Peak Region (CO)	$288,049	$266,293	$79,208	$25,072	$24,438	**$683,061**	$51,624	**$734,685**	51
Greater Columbia Area (SC)	$278,891	$230,039	$34,917	$29,614	$9,174	**$582,635**	$35,025	**$617,661**	30
Lehigh Valley Region (PA) [1]	$454,099	$345,966	$78,863	$109,256	$41,387	**$1,029,571**	$92,481	**$1,122,053**	91
West Valley Region (AZ) [1]	$280,769	$237,389	$50,774	$54,087	$33,277	**$656,296**	$77	**$656,373**	13
Greater Harrisburg Area (PA) [1,2]	$303,561	$386,254	$47,504	$65,537	$9,200	**$812,056**	$0	**$812,056**	38
Greater Hartford Area (CT)	$565,953	$324,377	$101,417	$44,486	$75,226	**$1,111,459**	$95,247	**$1,206,706**	123
Greater Portland Area (OR)	$343,658	$209,258	$73,880	$73,287	$34,628	**$734,711**	$53,174	**$787,885**	193
Metropolitan Kansas City Area (MO/KS)	$484,530	$394,152	$92,105	$134,237	$50,718	**$1,155,741**	$1,160,885	**$2,316,626**	88
Greater Milwaukee Area (WI)	$672,381	$460,607	$114,943	$74,801	$88,030	**$1,410,762**	$20,098	**$1,430,860**	154

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
Central Florida Region (FL)	$278,394	$229,858	$67,097	$29,731	$26,248	**$631,327**	$101,637	**$732,964**	135
Greater Washington DC Region (DC/MD/VA) [1]	$1,354,890	$1,049,705	$257,197	$254,564	$175,564	**$3,091,920**	$73,744	**$3,165,665**	299
Greater Philadelphia Region (PA) [1,2]	$1,048,737	$1,261,350	$128,023	$96,637	$0	**$2,534,746**	$0	**$2,534,746**	345
Southeastern Michigan Region (MI) [1]	$1,216,263	$1,144,014	$243,303	$185,395	$39,326	**$2,828,300**	$43,910	**$2,872,211**	120
Greater Houston Area (TX)	$820,250	$1,091,563	$145,336	$247,081	$83,608	**$2,387,837**	$36,514	**$2,424,351**	171
North Texas Region (TX)	$623,498	$581,572	$89,564	$193,904	$40,041	**$1,528,578**	$40,746	**$1,569,324**	135
Regional Average	**$404,044**	**$346,375**	**$75,098**	**$65,998**	**$46,793**	**$938,309**	**$72,710**	**$1,011,019**	**77.0**
Percent of Regional Total	40.0%	34.3%	7.4%	6.5%	4.6%	92.8%	7.2%	100.0%	
Regional Median	$280,769	$218,918	$50,774	$39,424	$33,277	$683,061	$36,514	$732,964	

Statewide Study Regions All Populations Sample Size = 10	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
State of South Dakota	$138,349	$93,972	$22,799	$19,673	$14,352	**$289,145**	$22,961	**$312,106**	116
State of Delaware	$573,681	$235,997	$98,854	$25,617	$37,226	**$971,375**	$217,220	**$1,188,595**	87
State of Hawai'i	$345,439	$236,481	$95,334	$57,019	$30,168	**$764,440**	$77,879	**$842,319**	106
State of New Hampshire	$152,458	$92,411	$26,312	$19,253	$22,893	**$313,327**	$16,040	**$329,367**	161
State of Nebraska	$272,057	$182,287	$62,810	$40,622	$46,239	**$604,015**	$61,019	**$665,034**	144
State of Connecticut	$618,798	$404,096	$110,157	$51,158	$64,522	**$1,248,731**	$135,702	**$1,384,433**	329
State of Wisconsin	$453,692	$318,339	$96,089	$52,172	$91,595	**$1,011,887**	$31,316	**$1,043,203**	326
State of North Carolina	$321,506	$205,554	$56,256	$37,493	$28,857	**$649,664**	$39,256	**$688,920**	957
State of Pennsylvania [1]	$749,457	$869,581	$101,590	$81,329	$6,255	**$1,808,213**	$11,898	**$1,820,112**	808
State of Illinois [1]	$659,838	$622,793	$96,788	$106,081	$27,292	**$1,512,792**	$42,092	**$1,554,884**	1,004
Statewide Average	**$428,528**	**$326,151**	**$76,699**	**$49,042**	**$36,940**	**$917,359**	**$65,538**	**$982,897**	**403.8**
Percent of Statewide Total	43.6%	33.2%	7.8%	5.0%	3.8%	93.3%	6.7%	100.0%	
Statewide Median	$399,565	$236,239	$95,711	$45,890	$29,512	$867,908	$40,674	$942,761	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 10:
Average Itemized Nonprofit Arts and Culture Organization Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
Grand Center Arts District (St. Louis, MO)	$1,297,178	$725,419	$207,136	$61,818	$132,394	**$2,423,945**	$53,207	**$2,477,152**	25
Dallas Arts District (Dallas, TX)	$1,780,776	$1,909,810	$199,011	$653,724	$57,821	**$4,601,142**	$168,822	**$4,769,964**	16
Arts District Average	**$1,538,977**	**$1,317,615**	**$203,074**	**$357,771**	**$95,107**	**$3,512,544**	**$111,014**	**$3,623,558**	**20.5**
Percent of Arts District Total	42.5%	36.4%	5.6%	9.9%	2.6%	96.9%	3.1%	100.0%	

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

[2] The Cultural Data Project does not provide a breakdown of payments to/for local vs. nonlocal artists. In study regions where the CDP was the sole source of organizational financial data, all payments to/for artists are listed in the "local" category, and $0 is listed in the "nonlocal" category.

[3] Only one eligible nonprofit and culture organization provided detailed financial data for the analysis of the City of Gunnison, CO. While these itemized data are not reported for reasons of confidentiality, the data are included in the summary statistics for population cohort Group A as well as for all individual city/county study regions.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 11:
Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table presents the itemized expenditures made by participating nonprofit arts and culture organizations as a percentage of the total organizational expenditures in each participating study region during fiscal year 2010. Summary statistics are calculated for each population group. The averages on this table are calculated per participating study region.

Column Two:
The percentage of total organizational expenditures spent on staff/employee expenses by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Staff and employee expenses include payroll, payroll taxes, fringe benefits, and costs for full-time contractors.

Column Three:
The percentage of total organizational expenditures spent on overhead/programmatic expenses by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Overhead and programmatic expenses include marketing and advertising costs, supplies purchases, travel, insurance, communication costs, and programmatic costs.

Column Four:
The percentage of total organizational expenditures spent on facility expenses by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Facility expenses include rental and/or lease costs, mortgage costs, property taxes, and utilities.

Column Five:
The percentage of total organizational expenditures spent on fees paid to/for artists from within the study region by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Artist expenses include wages, taxes, and fringe benefits.

Column Six:
The percentage of total organizational expenditures spent on fees paid to/for artists from outside the study region by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Artist expenses include wages, taxes, and fringe benefits.

Column Seven:
The percentage of total organizational expenditures spent on operating expenditures by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is the sum of Columns Two through Six. (See the organizational expenditure survey instrument in Appendix C for a detailed breakdown of organizational expenditure categories.)

Column Eight:
The percentage of total organizational expenditures spent on capital expenditures by participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Capital expenditures are payments to buy, build, replace, improve, or expand an asset, equipment, or a facility which will last for more than one year and which, under generally accepted accounting principles, are not properly chargeable as an expense of operation or maintenance. In other words, they are capitalized and may be depreciated or amortized. In most cases, capital expenditures for renovation of existing facilities, construction of new facilities, and purchase of property have been excluded from the analysis. These data represent the organizations that responded to the survey in each study region only; no extrapolations were made for non-responding organizations.

Column Nine:
The average organizational expenditures of nonprofit arts and culture organizations in each study region during fiscal year 2010.

Column Ten:
The number of eligible nonprofit arts and culture organizations from which detailed expenditure and event attendance data were collected in each participating study region.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 11:
Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
City of Gunnison (CO)*** [3]	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	1
Town of Telluride (CO)*	43.6%	30.1%	8.4%	9.5%	5.2%	96.9%	3.1%	100.0%	24
Town of Crested Butte (CO)***	22.4%	25.0%	4.6%	1.4%	13.0%	66.5%	33.5%	100.0%	11
Town of Newmarket (NH)	3.3%	46.0%	5.4%	27.9%	3.7%	86.2%	13.8%	100.0%	3
Greater Ketchikan Area (AK)	59.8%	12.0%	7.6%	1.4%	1.4%	82.1%	17.9%	100.0%	10
Gunnison County (CO)	24.0%	27.1%	4.6%	1.5%	11.8%	69.1%	30.9%	100.0%	12
City of Durango (CO)	28.1%	26.0%	5.8%	1.6%	9.6%	71.1%	28.9%	100.0%	15
Teton County (WY)*	28.7%	21.6%	7.4%	0.9%	8.5%	67.1%	32.9%	100.0%	15
City of Laguna Beach (CA)* [1]	42.3%	30.6%	8.2%	9.1%	4.8%	95.0%	5.0%	100.0%	17
City of Fairfax (VA)***	42.8%	35.2%	8.3%	5.5%	5.8%	97.6%	2.4%	100.0%	7
City of Auburn (NY) [1]	31.9%	43.7%	13.9%	5.7%	1.6%	96.8%	3.2%	100.0%	7
City of Slidell (LA)***	29.6%	38.2%	8.8%	8.9%	10.5%	96.0%	4.0%	100.0%	16
City of Winter Park (FL)***	31.9%	29.6%	5.2%	4.4%	2.3%	73.3%	26.7%	100.0%	18
Greater Elkins Area (WV)	33.2%	50.0%	6.6%	5.7%	3.8%	99.3%	0.7%	100.0%	6
Transylvania County (NC)	52.6%	27.9%	7.2%	1.6%	7.0%	96.3%	3.7%	100.0%	14
City of Rochester (NH)	52.5%	23.0%	8.3%	3.0%	3.5%	90.3%	9.7%	100.0%	12
City and Borough of Juneau (AK)	46.9%	33.3%	8.4%	4.5%	1.9%	95.1%	4.9%	100.0%	18
Princeton (NJ)**	50.4%	29.2%	5.9%	0.7%	3.1%	89.4%	10.6%	100.0%	16
Platte County (NE)	66.7%	21.0%	5.7%	0.0%	0.0%	93.5%	6.5%	100.0%	8
Adams County (NE)	55.5%	25.8%	8.3%	4.4%	4.1%	98.0%	2.0%	100.0%	26
City of Fairbanks (AK)	39.9%	37.4%	6.7%	6.8%	8.9%	99.8%	0.2%	100.0%	17
City of West Hollywood (CA)** [1,2]	42.7%	36.8%	8.5%	6.3%	5.7%	100.0%	0.0%	100.0%	15
City of Pittsfield (MA)** [1,2]	42.7%	42.6%	7.8%	4.6%	2.3%	100.0%	0.0%	100.0%	30
Windham County (VT)*	39.7%	36.4%	9.6%	4.2%	5.8%	95.8%	4.2%	100.0%	39
Iron County (UT)*	32.2%	30.9%	4.3%	5.6%	21.0%	93.9%	6.1%	100.0%	13
Watauga County (NC)	37.3%	29.9%	4.5%	3.9%	22.7%	98.4%	1.6%	100.0%	10
Buffalo County (NE)	55.8%	24.4%	4.9%	2.8%	4.1%	92.1%	7.9%	100.0%	15
Group A Average	**39.9%**	**31.3%**	**7.1%**	**5.1%**	**6.6%**	**90.0%**	**10.0%**	**100.0%**	**14.6**
Average Excluding Outliers/Exclusions	42.0%	30.5%	7.0%	5.1%	6.0%	90.6%	9.4%	100.0%	
Group A Median	41.1%	30.0%	7.3%	4.4%	5.0%	95.0%	5.0%	100.0%	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 11:
Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
Chenango County (NY) [1,2]	35.0%	46.5%	8.9%	6.5%	3.1%	100.0%	0.0%	100.0%	12
City of La Crosse (WI)	41.6%	27.3%	12.3%	3.8%	8.1%	93.1%	6.9%	100.0%	11
Lenoir County (NC)	46.0%	18.7%	10.2%	4.3%	3.2%	82.4%	17.6%	100.0%	4
City of Dubuque (IA)	37.6%	28.4%	8.1%	5.2%	3.2%	82.5%	17.5%	100.0%	44
Greater Enid Area (OK)	28.3%	12.2%	3.9%	2.0%	1.2%	47.7%	52.3%	100.0%	12
City of Flagstaff (AZ) [1]	45.8%	35.0%	7.9%	5.9%	2.8%	97.5%	2.5%	100.0%	37
City of Portland (ME)	44.3%	29.7%	10.2%	6.4%	6.0%	96.6%	3.4%	100.0%	38
Athens County (OH) [1]	42.9%	29.9%	7.5%	9.8%	4.2%	94.2%	5.8%	100.0%	40
Rutherford County (NC)	47.2%	22.5%	3.0%	1.8%	24.3%	98.9%	1.1%	100.0%	4
City of Walnut Creek (CA) [1]	42.6%	36.3%	7.5%	8.2%	4.3%	98.9%	1.1%	100.0%	22
City of Missoula (MT)	53.3%	30.7%	7.0%	5.0%	2.5%	98.5%	1.5%	100.0%	32
City of Bloomington (IN)	40.5%	28.4%	7.1%	5.7%	4.6%	86.3%	13.7%	100.0%	40
City of Miami Beach (FL)***	15.7%	15.3%	3.8%	5.1%	1.8%	41.8%	58.2%	100.0%	60
Greater Parkersburg Area (WV)	40.5%	37.5%	8.6%	5.2%	4.7%	96.6%	3.4%	100.0%	8
Moore County (NC)	29.4%	37.2%	9.9%	7.1%	9.4%	93.1%	6.9%	100.0%	36
Indiana County (PA) [1]	37.4%	32.3%	2.7%	23.5%	1.3%	97.2%	2.8%	100.0%	5
Buchanan County (MO)	53.8%	25.6%	9.7%	0.6%	4.0%	93.7%	6.3%	100.0%	18
City of Boulder (CO)	43.3%	25.7%	8.1%	7.2%	3.8%	88.2%	11.8%	100.0%	22
Eau Claire County (WI)	34.9%	28.6%	12.2%	0.9%	5.4%	82.0%	18.0%	100.0%	7
Group B Average	**40.0%**	**28.8%**	**7.8%**	**6.0%**	**5.2%**	**87.8%**	**12.2%**	**100.0%**	**23.8**
Average Excluding Outliers/Exclusions	41.4%	29.6%	8.1%	6.1%	5.3%	90.4%	9.6%	100.0%	
Group B Median	41.6%	28.6%	8.1%	5.2%	4.0%	93.7%	6.3%	100.0%	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 11:
Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
City of Rochester (MN)	49.3%	26.8%	7.8%	2.4%	3.1%	89.4%	10.6%	100.0%	33
Tompkins County (NY) [1]	47.9%	34.8%	6.8%	6.0%	3.7%	99.2%	0.8%	100.0%	28
Wayne County (NC)	34.2%	15.8%	42.2%	1.6%	5.8%	99.7%	0.3%	100.0%	14
City of McKinney (TX)	31.9%	33.9%	13.2%	1.0%	11.0%	90.9%	9.1%	100.0%	5
Orange County (NC)	48.2%	28.1%	7.0%	7.8%	6.7%	97.8%	2.2%	100.0%	96
Town of Cary (NC)***	49.5%	31.0%	6.2%	4.6%	4.3%	95.6%	4.4%	100.0%	37
Marathon County (WI)	38.4%	26.7%	7.3%	2.5%	23.6%	98.6%	1.4%	100.0%	8
Greater Charlottesville Area (VA)**	42.1%	29.9%	5.7%	3.5%	5.4%	86.7%	13.3%	100.0%	41
City of Fort Collins (CO)	38.5%	35.9%	7.1%	6.0%	8.2%	95.8%	4.2%	100.0%	21
Cambria County (PA) [1]	27.0%	44.9%	6.5%	9.0%	0.6%	88.0%	12.0%	100.0%	13
City of Alexandria (VA)	42.3%	31.3%	9.4%	8.5%	6.5%	98.0%	2.0%	100.0%	62
City of Eugene (OR)	54.4%	27.6%	7.7%	6.0%	3.5%	99.2%	0.8%	100.0%	29
Pitt County (NC)	79.6%	8.5%	2.9%	1.2%	3.6%	95.8%	4.2%	100.0%	22
City of Santa Clarita (CA) [1,2]	41.7%	33.5%	8.0%	13.2%	3.7%	100.0%	0.0%	100.0%	11
City of Providence (RI)** [1]	47.8%	34.5%	7.7%	4.8%	4.0%	98.8%	1.2%	100.0%	54
Erie (PA) [1,2]	41.9%	46.4%	4.2%	6.8%	0.7%	100.0%	0.0%	100.0%	27
New Hanover County (NC)	58.5%	24.9%	7.8%	4.1%	3.3%	98.8%	1.2%	100.0%	25
City of Glendale (CA) [1,2]	40.8%	40.9%	6.2%	9.7%	2.4%	100.0%	0.0%	100.0%	29
City of Tacoma (WA)	41.8%	35.0%	8.9%	2.9%	3.7%	92.3%	7.7%	100.0%	44
Whatcom County (WA)	49.0%	26.5%	10.3%	1.9%	8.6%	96.4%	3.6%	100.0%	25
City of Boise (ID)	43.5%	27.8%	8.4%	8.9%	9.2%	97.8%	2.2%	100.0%	36
Lackawanna County (PA) [1,2]	43.0%	37.3%	7.4%	7.7%	4.6%	100.0%	0.0%	100.0%	43
Arlington County (VA)	41.3%	38.8%	7.6%	5.8%	6.4%	99.9%	0.1%	100.0%	37
City of Orlando (FL)***	41.7%	30.1%	9.8%	4.6%	3.0%	89.2%	10.8%	100.0%	32
Buncombe County (NC)	40.6%	33.6%	12.4%	5.9%	5.9%	98.4%	1.6%	100.0%	34
St. Tammany Parish (LA)	52.1%	30.6%	6.3%	5.1%	3.4%	97.3%	2.7%	100.0%	38
Alachua County (FL)	41.4%	30.4%	6.2%	8.6%	10.5%	97.2%	2.8%	100.0%	31
Greater Jackson Area (MS)	56.5%	30.1%	2.0%	7.0%	1.9%	97.4%	2.6%	100.0%	7
Group C Average	**45.2%**	**31.3%**	**8.7%**	**5.6%**	**5.6%**	**96.4%**	**3.6%**	**100.0%**	**31.5**
Average Excluding Outliers/Exclusions	45.2%	31.3%	8.9%	5.8%	5.9%	97.0%	3.0%	100.0%	
Group C Median	42.2%	30.8%	7.5%	5.9%	4.2%	97.8%	2.2%	100.0%	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 11:
Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
City of Lincoln (NE)	43.1%	25.1%	9.0%	4.6%	5.4%	87.2%	12.8%	100.0%	41
Durham County (NC)	41.6%	32.6%	6.6%	6.0%	5.6%	92.4%	7.6%	100.0%	56
Osceola County (FL)	23.1%	19.8%	5.0%	0.1%	0.8%	48.8%	51.2%	100.0%	3
City of Newark (NJ)	43.0%	29.2%	6.6%	2.2%	12.4%	93.5%	6.5%	100.0%	23
City of Riverside (CA)*** [1,2]	43.3%	37.5%	8.2%	5.3%	5.7%	100.0%	0.0%	100.0%	37
Lexington-Fayette Urban County (KY)	39.9%	36.1%	6.8%	11.4%	2.6%	96.8%	3.2%	100.0%	22
Loudoun County (VA)	48.7%	33.1%	7.4%	5.2%	3.3%	97.7%	2.3%	100.0%	35
Cumberland County (NC)	35.2%	26.2%	24.9%	6.1%	4.9%	97.3%	2.7%	100.0%	24
Greater Chattanooga Area (TN)	40.5%	27.7%	7.1%	7.9%	3.7%	86.9%	13.1%	100.0%	48
Forsyth County (NC)	44.4%	30.3%	8.4%	2.9%	2.3%	88.4%	11.6%	100.0%	55
City of Wichita (KS)	47.7%	32.7%	7.6%	5.5%	3.2%	96.7%	3.3%	100.0%	23
Sarasota County (FL)	37.3%	28.8%	15.8%	2.5%	5.8%	90.2%	9.8%	100.0%	39
City of Oakland (CA) [1,2]	47.2%	33.8%	6.8%	8.4%	3.8%	100.0%	0.0%	100.0%	53
Santa Barbara County (CA) [1]	41.1%	36.8%	7.6%	7.2%	4.1%	96.9%	3.1%	100.0%	73
City of Miami (FL)***	16.1%	38.9%	3.8%	1.1%	5.1%	65.1%	34.9%	100.0%	165
Seminole County (FL)	14.9%	20.9%	10.0%	1.5%	2.2%	49.5%	50.5%	100.0%	11
City of Omaha (NE)	35.2%	30.1%	10.8%	8.3%	9.2%	93.6%	6.4%	100.0%	28
Greater Syracuse Area (NY) [1]	45.3%	43.7%	5.4%	4.8%	0.4%	99.6%	0.4%	100.0%	45
City of Mesa (AZ) [1]	37.8%	42.8%	11.1%	7.2%	0.4%	99.3%	0.7%	100.0%	10
Guilford County (NC)	41.6%	30.2%	6.6%	3.7%	5.4%	87.5%	12.5%	100.0%	59
Dane County (WI)	41.7%	30.4%	9.6%	4.7%	10.9%	97.3%	2.7%	100.0%	49
Volusia County (FL)	30.0%	34.8%	10.7%	1.7%	11.6%	88.7%	11.3%	100.0%	33
Group D Average	**38.1%**	**31.9%**	**8.9%**	**4.9%**	**4.9%**	**88.8%**	**11.2%**	**100.0%**	**42.4**
Average Excluding Outliers/Exclusions	39.0%	31.3%	9.2%	5.1%	4.9%	89.4%	10.6%	100.0%	
Group D Median	41.4%	31.5%	7.6%	5.0%	4.5%	93.5%	6.5%	100.0%	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 11:
Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
City of Albuquerque (NM)	46.8%	27.2%	8.0%	7.4%	2.9%	92.3%	7.7%	100.0%	74
City of Atlanta (GA)	35.2%	38.2%	5.6%	11.1%	8.0%	98.2%	1.8%	100.0%	50
Polk County (FL)	43.0%	33.7%	13.5%	7.8%	1.2%	99.3%	0.7%	100.0%	10
Lee County (FL)	43.9%	35.3%	5.9%	6.2%	3.3%	94.6%	5.4%	100.0%	39
City of Seattle (WA)	35.6%	40.7%	6.4%	7.4%	8.5%	98.6%	1.4%	100.0%	49
District of Columbia (DC)*	43.7%	31.8%	8.6%	8.5%	4.9%	97.5%	2.5%	100.0%	40
City of Baltimore (MD) [1]	44.9%	34.6%	6.8%	5.2%	2.9%	94.4%	5.6%	100.0%	129
Jefferson County (AL)	43.4%	23.8%	7.6%	4.5%	3.7%	83.0%	17.0%	100.0%	99
City of Austin (TX)	47.5%	33.0%	6.7%	2.3%	4.8%	94.3%	5.7%	100.0%	95
City of Indianapolis (IN)	47.0%	31.8%	7.9%	2.8%	3.8%	93.3%	6.7%	100.0%	60
City and County of San Francisco (CA)* [1,2]	50.7%	38.3%	4.9%	5.5%	0.6%	100.0%	0.0%	100.0%	283
Prince George's County (MD) [1]	52.7%	29.6%	1.9%	15.7%	0.0%	100.0%	0.0%	100.0%	26
Bergen County (NJ)	42.4%	35.5%	9.2%	5.1%	6.2%	98.5%	1.5%	100.0%	67
Wake County (NC)	58.1%	30.2%	3.8%	3.7%	2.3%	98.0%	2.0%	100.0%	103
Fairfield County (CT)	42.0%	27.9%	6.9%	6.2%	4.1%	87.1%	12.9%	100.0%	77
Mecklenburg County (NC)	34.2%	39.0%	10.8%	8.1%	2.1%	94.2%	5.8%	100.0%	73
Greater Memphis Area (TN)	31.5%	32.0%	5.2%	7.8%	12.6%	89.1%	10.9%	100.0%	58
City of San Jose (CA)*** [1]	43.3%	39.5%	6.7%	7.2%	2.5%	99.1%	0.9%	100.0%	69
Westchester County (NY) [1]	44.5%	37.4%	5.4%	5.6%	2.1%	95.1%	4.9%	100.0%	108
Montgomery County (MD) [1,2]	39.6%	43.8%	7.2%	8.8%	0.6%	100.0%	0.0%	100.0%	73
Group E Average	**43.5%**	**34.2%**	**7.0%**	**6.9%**	**3.9%**	**95.3%**	**4.7%**	**100.0%**	**79.1**
Average Excluding Outliers/Exclusions	43.1%	33.7%	7.0%	6.8%	4.1%	94.7%	5.3%	100.0%	
Group E Median	43.6%	34.2%	6.8%	6.7%	3.1%	96.3%	3.7%	100.0%	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 11:
Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
Pima County (AZ) [1]	44.7%	37.6%	7.2%	6.1%	3.0%	98.7%	1.3%	100.0%	49
Fairfax County (VA)	34.2%	27.2%	5.8%	2.2%	22.3%	91.7%	8.3%	100.0%	61
Orange County (FL)	39.5%	30.5%	8.8%	4.7%	3.0%	86.4%	13.6%	100.0%	63
Greater Columbus Area (OH) [1]	45.8%	38.2%	6.8%	6.4%	2.4%	99.6%	0.4%	100.0%	64
Allegheny County (PA) [1,2]	42.0%	48.9%	6.4%	2.7%	0.0%	100.0%	0.0%	100.0%	120
City of San Diego (CA)*** [1,2]	46.1%	41.8%	5.0%	5.7%	1.5%	100.0%	0.0%	100.0%	120
City of Dallas (TX)	42.8%	37.6%	5.7%	9.9%	2.2%	98.1%	1.9%	100.0%	77
Palm Beach County (FL)	38.6%	31.7%	8.0%	4.2%	10.8%	93.3%	6.7%	100.0%	71
Greater St. Louis Area (MO)	47.0%	33.6%	10.5%	1.8%	2.5%	95.5%	4.5%	100.0%	137
City of San Antonio (TX)	38.8%	27.9%	7.8%	4.0%	2.3%	80.8%	19.2%	100.0%	47
Sacramento County (CA) [1]	32.9%	43.6%	19.3%	3.7%	0.5%	99.9%	0.1%	100.0%	111
City and County of Philadelphia (PA) [1,2]	41.5%	49.5%	5.1%	3.9%	0.0%	100.0%	0.0%	100.0%	258
City of Phoenix (AZ) [1]	41.6%	35.2%	6.4%	5.5%	2.6%	91.3%	8.7%	100.0%	60
Broward County (FL)	38.1%	36.1%	7.4%	4.8%	10.8%	97.1%	2.9%	100.0%	78
Santa Clara County (CA) [1]	44.3%	37.8%	6.9%	7.9%	2.2%	99.1%	0.9%	100.0%	119
Tarrant County (TX)	27.9%	36.2%	5.5%	22.9%	4.0%	96.5%	3.5%	100.0%	40
Clark County (NV)	35.7%	31.9%	3.8%	3.6%	1.4%	76.4%	23.6%	100.0%	44
Riverside County (CA) [1,2]	46.4%	36.4%	9.4%	3.8%	4.0%	100.0%	0.0%	100.0%	59
Miami-Dade County (FL)	20.4%	34.8%	5.4%	2.8%	3.3%	66.7%	33.3%	100.0%	462
City of Chicago (IL) [1]	42.9%	40.9%	6.0%	5.5%	1.6%	97.0%	3.0%	100.0%	486
San Diego County (CA) [1,2]	45.8%	41.1%	5.4%	5.7%	2.0%	100.0%	0.0%	100.0%	206
City of Los Angeles (CA) [1,2]	44.8%	41.4%	6.4%	5.8%	1.6%	100.0%	0.0%	100.0%	293
Harris County (TX)	33.0%	46.2%	5.8%	10.8%	3.1%	98.8%	1.2%	100.0%	143
Group F Average	**39.8%**	**37.7%**	**7.2%**	**5.8%**	**3.8%**	**94.2%**	**5.8%**	**100.0%**	**137.7**
Average Excluding Outliers/Exclusions	39.5%	37.5%	7.3%	5.8%	3.9%	94.0%	6.0%	100.0%	
Group F Median	41.6%	37.6%	6.4%	4.8%	2.4%	98.1%	1.9%	100.0%	

ALL CITY/COUNTY STUDY REGIONS									
Average	**41.2%**	**32.5%**	**7.8%**	**5.7%**	**5.1%**	**92.3%**	**7.7%**	**100.0%**	**53.4**
Average Excluding Outliers/Exclusions	41.7%	32.5%	8.0%	5.8%	5.0%	92.9%	7.1%	100.0%	
Median	42.1%	32.3%	7.3%	5.3%	3.7%	96.6%	3.5%	100.0%	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 11:
Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
Greater Portsmouth Area (NH)	48.3%	26.5%	7.1%	2.7%	8.3%	92.9%	7.1%	100.0%	20
Greater Concord Area (NH)	41.3%	30.3%	8.3%	6.4%	10.7%	97.0%	3.0%	100.0%	15
Greater Aberdeen Area (SD)	41.3%	32.2%	7.9%	7.0%	7.9%	96.3%	3.7%	100.0%	12
Centre Region (PA) [1]	44.5%	38.0%	3.3%	11.8%	1.4%	99.1%	0.9%	100.0%	27
Greater Minot Area (ND)	44.5%	31.2%	8.9%	10.1%	5.4%	100.0%	0.0%	100.0%	29
Creative Corridor in Northwest Iowa (IA)	43.9%	36.0%	8.5%	5.6%	6.0%	100.0%	0.0%	100.0%	7
Northern New Hampshire (NH)	41.9%	33.2%	8.6%	6.9%	5.6%	96.2%	3.8%	100.0%	38
Greater Sioux Falls Area (SD)	41.1%	29.0%	9.7%	9.0%	7.9%	96.7%	3.3%	100.0%	35
Greater Athens Area (GA)	56.8%	19.4%	8.6%	2.3%	12.0%	99.0%	1.0%	100.0%	10
Greater Rockford Area (IL) [1,2]	44.7%	37.7%	8.6%	5.2%	3.8%	100.0%	0.0%	100.0%	30
Greater Peoria Area (IL) [1]	41.8%	34.3%	7.3%	5.2%	3.8%	92.4%	7.6%	100.0%	30
Greater Fox Cities Region (WI)	25.0%	17.7%	19.3%	1.8%	24.7%	88.6%	11.4%	100.0%	26
Northern Tier Region (PA) [1,2]	27.2%	57.5%	2.9%	12.4%	0.0%	100.0%	0.0%	100.0%	14
Northwest Arkansas Area (AR)	42.9%	27.6%	8.2%	3.2%	13.2%	95.0%	5.0%	100.0%	25
Mahoning Valley Region (OH) [1]	32.5%	34.8%	8.4%	4.8%	2.0%	82.6%	17.4%	100.0%	22
Iowa Cultural Corridor (IA)	55.2%	25.7%	5.2%	3.2%	3.4%	92.7%	7.3%	100.0%	62
Pikes Peak Region (CO)	39.2%	36.2%	10.8%	3.4%	3.3%	93.0%	7.0%	100.0%	51
Greater Columbia Area (SC)	45.2%	37.2%	5.7%	4.8%	1.5%	94.3%	5.7%	100.0%	30
Lehigh Valley Region (PA) [1]	40.5%	30.8%	7.0%	9.7%	3.7%	91.8%	8.2%	100.0%	91
West Valley Region (AZ) [1]	42.8%	36.2%	7.7%	8.2%	5.1%	100.0%	0.0%	100.0%	13
Greater Harrisburg Area (PA) [1,2]	37.4%	47.6%	5.8%	8.1%	1.1%	100.0%	0.0%	100.0%	38
Greater Hartford Area (CT)	46.9%	26.9%	8.4%	3.7%	6.2%	92.1%	7.9%	100.0%	123
Greater Portland Area (OR)	43.6%	26.6%	9.4%	9.3%	4.4%	93.3%	6.7%	100.0%	193
Metropolitan Kansas City Area (MO/KS)	20.9%	17.0%	4.0%	5.8%	2.2%	49.9%	50.1%	100.0%	88
Greater Milwaukee Area (WI)	47.0%	32.2%	8.0%	5.2%	6.2%	98.6%	1.4%	100.0%	154

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 11:
Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
Central Florida Region (FL)	38.0%	31.4%	9.2%	4.1%	3.6%	86.1%	13.9%	100.0%	135
Greater Washington DC Region (DC/MD/VA) [1]	42.8%	33.2%	8.1%	8.0%	5.5%	97.7%	2.3%	100.0%	299
Greater Philadelphia Region (PA) [1,2]	41.4%	49.8%	5.1%	3.8%	0.0%	100.0%	0.0%	100.0%	345
Southeastern Michigan Region (MI) [1]	42.3%	39.8%	8.5%	6.5%	1.4%	98.5%	1.5%	100.0%	120
Greater Houston Area (TX)	33.8%	45.0%	6.0%	10.2%	3.4%	98.5%	1.5%	100.0%	171
North Texas Region (TX)	39.7%	37.1%	5.7%	12.4%	2.6%	97.4%	2.6%	100.0%	135
Regional Average	**41.1%**	**33.5%**	**7.7%**	**6.5%**	**5.4%**	**94.2%**	**5.8%**	**100.0%**	**77.0**
Regional Median	41.9%	33.2%	8.1%	5.8%	3.8%	96.7%	3.3%	100.0%	

Statewide Study Regions All Populations Sample Size = 10	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
State of South Dakota	44.3%	30.1%	7.3%	6.3%	4.6%	92.6%	7.4%	100.0%	116
State of Delaware	48.3%	19.9%	8.3%	2.2%	3.1%	81.7%	18.3%	100.0%	87
State of Hawai'i	41.0%	28.1%	11.3%	6.8%	3.6%	90.8%	9.2%	100.0%	106
State of New Hampshire	46.3%	28.1%	8.0%	5.8%	7.0%	95.1%	4.9%	100.0%	161
State of Nebraska	40.9%	27.4%	9.4%	6.1%	7.0%	90.8%	9.2%	100.0%	144
State of Connecticut	44.7%	29.2%	8.0%	3.7%	4.7%	90.2%	9.8%	100.0%	329
State of Wisconsin	43.5%	30.5%	9.2%	5.0%	8.8%	97.0%	3.0%	100.0%	326
State of North Carolina	46.7%	29.8%	8.2%	5.4%	4.2%	94.3%	5.7%	100.0%	957
State of Pennsylvania [1]	41.2%	47.8%	5.6%	4.5%	0.3%	99.3%	0.7%	100.0%	808
State of Illinois [1]	42.4%	40.1%	6.2%	6.8%	1.8%	97.3%	2.7%	100.0%	1,004
Statewide Average	**43.9%**	**31.1%**	**8.2%**	**5.3%**	**4.5%**	**92.9%**	**7.1%**	**100.0%**	**403.8**
Statewide Median	43.9%	29.5%	8.1%	5.6%	4.4%	93.5%	6.5%	100.0%	

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 11:
Itemized Nonprofit Arts and Culture Organization Expenditures as a Percentage of Total Expenditures Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	Payroll (staff/employee) Expenses	Overhead & Programmatic Expenses	Facility Expenses	Payments to/for Local Artists	Payments to/for Non-Local Artists	OPERATING Expenditures	CAPITAL Expenditures	TOTAL Direct Expenditures	Sample Size
Grand Center Arts District (St. Louis, MO)	52.4%	29.3%	8.4%	2.5%	5.3%	97.9%	2.1%	100.0%	25
Dallas Arts District (Dallas, TX)	37.3%	40.0%	4.2%	13.7%	1.2%	96.5%	3.5%	100.0%	16
Arts District Average	**44.8%**	**34.7%**	**6.3%**	**8.1%**	**3.3%**	**97.2%**	**2.8%**	**100.0%**	**20.5**

Summary Statistics for all 182 Study Regions (where appropriate)								
Average	**41.4%**	**32.6%**	**7.8%**	**5.8%**	**5.1%**	**92.7%**	**7.3%**	**100.0%**
Minimum	3.3%	8.5%	1.9%	0.0%	0.0%	41.8%	0.0%	
Maximum	79.6%	57.5%	42.2%	27.9%	24.7%	100.0%	58.2%	

Average for all 6,324 Participating Nonprofit Arts and Culture Organizations that Provided Itemized Expenditures								
Average	**40.6%**	**37.5%**	**6.6%**	**5.1%**	**2.7%**	**92.5%**	**7.5%**	**100.0%**

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

[2] The Cultural Data Project does not provide a breakdown of payments to/for local vs. nonlocal artists. In study regions where the CDP was the sole source of organizational financial data, all payments to/for artists are listed in the "local" category, and $0 is listed in the "nonlocal" category.

[3] Only one eligible nonprofit arts and culture organization provided detailed financial data for the analysis of the City of Gunnison, CO. While these itemized data are not reported for reasons of confidentiality, the data are included in the summary statistics for population cohort Group A as well as for all individual city/county study regions.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 12:
Comparative Itemized Nonprofit Arts and Culture Organization Expenditures Per Participating Organization by Population Category During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

This table summarizes the average expenditures for the 9,721 eligible nonprofit arts and culture organizations from which fiscal year 2010 financial and attendance data were collected. Summary statistics are calculated for each of the population groups (Cohort Groups A through F), the Regional study regions, the Statewide study regions, and for all 9,721 participating nonprofit arts and culture organizations. These averages differ from the averages reported in Table 10; in that case, the averages are calculated per participating study region.

Column One:
The itemized categories of organizational expenditure. Expenditure categories are grouped by personnel costs, payments to/for artists, overhead and programmatic costs, and facility costs. (See the organizational expenditure survey instrument in Appendix C for a detailed breakdown of organizational expenditure categories.)

Column Two:
The average itemized expenditures for responding nonprofit arts and culture organizations in Population Cohort Group A during fiscal year 2010 (city/county study regions that have a population of less than 50,000).

Column Three:
The average itemized expenditures for responding nonprofit arts and culture organizations in Population Cohort Group B during fiscal year 2010 (city/county study regions that have a population of 50,000 to 99,999).

Column Four:
The average itemized expenditures for responding nonprofit arts and culture organizations in Population Cohort Group C during fiscal year 2010 (city/county study regions that have a population of 100,000 to 249,999).

Column Five:
The average itemized expenditures for responding nonprofit arts and culture organizations in Population Cohort Group D during fiscal year 2010 (city/county study regions that have a population of 250,000 to 499,999).

Column Six:
The average itemized expenditures for responding nonprofit arts and culture organizations in Population Cohort Group E during fiscal year 2010 (city/county study regions that have a population of 500,000 to 999,999).

Column Seven:
The average itemized expenditures for responding nonprofit arts and culture organizations in Population Cohort Group F during fiscal year 2010 (city/county study regions that have a population of 1,000,000 or more).

Column Eight:
The average itemized expenditures for responding nonprofit arts and culture organizations in the study regions that include multiple cities or multiple counties during fiscal year 2010.

Column Nine:
The average itemized expenditures for responding nonprofit arts and culture organizations in the Statewide study regions during fiscal year 2010.

Column Ten:
The average itemized expenditures for all 9,721 participating nonprofit arts and culture organizations during fiscal year 2010.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 12:
Comparative Itemized Nonprofit Arts and Culture Organization Expenditures Per Participating Organization By Population Category During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Personnel Expenses	Group A Less than 50,000 N = 383	Group B 50,000 to 99,999 N = 452	Group C 100,000 to 249,999 N = 846	Group D 250,000 to 499,999 N = 968	Group E 500,000 to 999,999 N = 1,584	Group F 1,000,000 or More N = 3,052	Regional Varying Pop. N = 2,389	Statewide Varying Pop. N = 4,038	Arts Districts Varying Pop. N = 41	Average of All Organizations N = 9,721
Payroll	$192,313	$185,120	$246,530	$335,603	$891,273	$629,075	$699,721	$406,531	$1,168,798	**$491,611**
Payroll Taxes and Fringe Benefits	$41,744	$38,422	$56,328	$73,000	$205,292	$146,985	$157,233	$94,181	$256,769	**$112,661**
Fees for Contract Staff	$10,336	$10,225	$13,311	$16,616	$33,214	$19,069	$25,993	$12,528	$48,964	**$18,205**
Other personnel Expenses	$4,868	$4,881	$3,869	$6,249	$10,374	$8,183	$8,640	$5,211	$11,368	**$6,972**
Total Personnel Expenses	**$249,261**	**$238,649**	**$320,038**	**$431,468**	**$1,140,153**	**$803,313**	**$891,587**	**$518,451**	**$1,485,899**	**$629,449**

Payments to/for Artists	Group A Less than 50,000 N = 383	Group B 50,000 to 99,999 N = 452	Group C 100,000 to 249,999 N = 846	Group D 250,000 to 499,999 N = 968	Group E 500,000 to 999,999 N = 1,584	Group F 1,000,000 or More N = 3,052	Regional Varying Pop. N = 2,389	Statewide Varying Pop. N = 4,038	Arts Districts Varying Pop. N = 41	Average of All Organizations N = 9,721
Payments to Local Artists	$25,310	$36,913	$37,970	$46,710	$180,318	$99,684	$150,114	$62,032	$261,272	**$85,838**
Taxes/Benefits for Local Artists	$1,559	$2,958	$2,462	$3,136	$11,576	$5,069	$8,676	$2,714	$31,534	**$5,049**
Payments to Non-Local Artists	$32,532	$23,092	$36,042	$68,612	$93,695	$44,851	$66,917	$29,452	$101,872	**$48,200**
Taxes/Benefits for Non-Local Artists	$1,489	$821	$1,645	$3,370	$5,043	$1,502	$5,585	$2,644	$1,420	**$2,775**
Total Payments to/for Artists	**$60,891**	**$63,784**	**$78,118**	**$121,829**	**$290,632**	**$151,105**	**$231,292**	**$96,842**	**$396,098**	**$141,862**

Overhead and Programmatic Expenses	Group A Less than 50,000 N = 383	Group B 50,000 to 99,999 N = 452	Group C 100,000 to 249,999 N = 846	Group D 250,000 to 499,999 N = 968	Group E 500,000 to 999,999 N = 1,584	Group F 1,000,000 or More N = 3,052	Regional Varying Pop. N = 2,389	Statewide Varying Pop. N = 4,038	Arts Districts Varying Pop. N = 41	Average of All Organizations N = 9,721
Advertising and Marketing	$20,699	$21,969	$27,473	$45,535	$98,178	$69,268	$78,096	$38,819	$241,180	**$54,281**
Contract Services (e.g., legal, accounting)	$19,067	$14,644	$21,120	$33,040	$82,187	$60,706	$69,225	$39,228	$114,781	**$46,148**
Insurance	$6,491	$7,123	$8,118	$13,530	$27,014	$21,053	$23,777	$12,368	$37,494	**$16,086**
Office Machinery	$3,482	$3,802	$5,878	$7,898	$20,205	$15,599	$15,846	$8,643	$21,668	**$11,467**
Postage and Shipping	$2,939	$3,034	$4,841	$5,295	$14,325	$13,067	$12,869	$7,398	$42,686	**$8,904**
Production (e.g., programs, events)	$44,856	$43,450	$60,135	$78,767	$234,499	$213,309	$190,842	$120,526	$354,566	**$139,883**
Publications (e.g., newsletters)	$4,044	$3,944	$6,508	$6,912	$22,591	$22,783	$19,711	$14,156	$22,552	**$14,243**
Supplies and Materials	$10,572	$10,602	$13,828	$22,218	$42,391	$31,142	$37,294	$22,261	$97,023	**$25,770**
Communications (e.g., phone, internet)	$4,633	$4,828	$5,935	$7,227	$17,580	$13,100	$14,600	$8,463	$19,497	**$10,231**
Travel	$7,290	$6,934	$7,531	$13,084	$27,132	$24,632	$23,642	$14,364	$65,877	**$16,859**
Other Overhead/Programmatic Costs	$59,078	$57,314	$71,836	$189,768	$300,917	$338,445	$297,510	$174,145	$170,297	**$202,166**
Total Overhead/Program Expenses	**$183,151**	**$177,643**	**$233,204**	**$423,273**	**$887,019**	**$823,104**	**$783,412**	**$460,370**	**$1,187,621**	**$546,039**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 12:
Comparative Itemized Nonprofit Arts and Culture Organization Expenditures Per Participating Organization By Population Category During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Facility Expenses	Group A Less than 50,000 N = 383	Group B 50,000 to 99,999 N = 452	Group C 100,000 to 249,999 N = 846	Group D 250,000 to 499,999 N = 968	Group E 500,000 to 999,999 N = 1,584	Group F 1,000,000 or More N = 3,052	Regional Varying Pop. N = 2,389	Statewide Varying Pop. N = 4,038	Arts Districts Varying Pop. N = 41	Average of All Organizations N = 9,721
Rental and Lease Costs	$12,639	$12,070	$15,586	$21,045	$61,237	$39,134	$43,610	$22,058	$63,176	**$30,987**
Mortgage Payments	$2,745	$3,125	$3,241	$14,760	$7,192	$4,557	$6,512	$4,326	$23,836	**$5,381**
Property Taxes	$427	$445	$666	$1,213	$2,302	$937	$1,579	$683	$5,193	**$1,064**
Utilities (e.g., water, electric, sewer)	$14,699	$17,192	$19,350	$31,895	$69,017	$46,900	$62,457	$33,604	$38,352	**$38,757**
Other Facility Expenses	$11,972	$13,634	$16,085	$32,446	$45,032	$38,886	$40,469	$22,363	$73,408	**$31,060**
Total Facility Expenses	**$42,481**	**$46,467**	**$54,928**	**$101,359**	**$184,780**	**$130,415**	**$154,626**	**$83,035**	**$203,966**	**$107,249**

Total Expenses	Group A Less than 50,000 N = 383	Group B 50,000 to 99,999 N = 452	Group C 100,000 to 249,999 N = 846	Group D 250,000 to 499,999 N = 968	Group E 500,000 to 999,999 N = 1,584	Group F 1,000,000 or More N = 3,052	Regional Varying Pop. N = 2,389	Statewide Varying Pop. N = 4,038	Arts Districts Varying Pop. N = 41	Average of All Organizations N = 9,721
Total Operating Expenditures	**$535,784**	**$526,542**	**$686,288**	**$1,077,929**	**$2,502,584**	**$1,907,936**	**$2,060,918**	**$1,158,698**	**$3,273,583**	**$1,424,599**
Total Capital Expenditures	**$57,761**	**$167,591**	**$50,909**	**$185,958**	**$70,508**	**$133,544**	**$90,888**	**$45,934**	**$121,425**	**$91,923**
Total Organizational Expenditures	**$593,545**	**$694,133**	**$737,197**	**$1,263,887**	**$2,573,093**	**$2,041,480**	**$2,151,806**	**$1,204,632**	**$3,395,008**	**$1,516,522**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

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Explanation of Table 13:
Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table summarizes the number of volunteers, number of volunteer hours, and dollar value of volunteer time donated to participating nonprofit arts and culture organizations in each participating study region during fiscal year 2010. It also summarizes the total value of the in-kind contributions that were donated to the participating organizations. Summary statistics are calculated for each population group.

Column Two:
The total number of people who volunteered at responding nonprofit arts and culture organizations in each participating study region during fiscal year 2010. Volunteers can include professional volunteers (e.g., unpaid executive and program staff, and board members), artistic volunteers (e.g., artists, choreographers, designers), clerical volunteers (e.g., unpaid administrative support staff), and service volunteers (e.g., ticket takers, docents, gift shop volunteers).

Column Three:
The total number of volunteer hours donated to responding nonprofit arts and culture organizations in each participating study region during fiscal year 2010.

Column Four:
The estimated dollar value of the volunteer hours donated to responding nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is calculated by multiplying the total number of volunteer hours by $21.36 (the dollar value of the average volunteer hour during fiscal year 2010 based on *Giving and Volunteering in the United States 20011* , by Independent Sector).

Column Five:
The average number of volunteer hours donated, per volunteer, to responding nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is calculated by dividing the total number of donated volunteer hours (Column Three) by the total number of volunteers (Column Two).

Column Six:
The average number of volunteers, per organization, who donated their time to a nonprofit arts and culture organization in each participating study region during fiscal year 2010. This figure is calculated by dividing the number of volunteers in each study region (Column One) by the number of responding nonprofit arts and culture organizations (Table 5, Column Three).

Column Seven:
The average number of volunteer hours, per organization, that were donated to responding nonprofit arts and culture organizations in each participating study region during fiscal year 2010. This figure is calculated by dividing the number of volunteer hours donated in each study region (Column Three) by the number of responding nonprofit arts and culture organizations (Table 5, Column Three).

Column Eight:
The total value of in-kind contributions received by reporting nonprofit arts and culture organizations in each participating study region during fiscal year 2010.

Column Nine:
The average value of all in-kind contributions received per reporting nonprofit arts and culture organization in each participating study region during fiscal year 2010. This figure is calculated by dividing the total value of all in-kind contributions received (Column Eight) by the total number of responding nonprofit arts and culture organizations in each study region (Table 5, Column Three).

Table 13:
Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Hours	Average Hours Per Volunteer	Average Volunteers Per Organization	Average Hours Per Organization	Total Value of In-Kind Contributions	Average Value Per Organization
City of Gunnison (CO)	31	797	$17,024	25.7	31.0	797	$1,285	$1,285
Town of Telluride (CO)	805	44,799	$956,907	55.7	33.5	1,867	$1,540,011	$64,167
Town of Crested Butte (CO)	620	14,346	$306,431	23.1	56.4	1,304	$449,290	$40,845
Town of Newmarket (NH)	98	2,820	$60,235	28.8	32.7	940	$33,960	$11,320
Greater Ketchikan Area (AK)	1,242	40,223	$859,163	32.4	124.2	4,022	$52,069	$5,207
Gunnison County (CO)	651	15,143	$323,454	23.3	54.3	1,262	$450,575	$37,548
City of Durango (CO)	1,022	41,467	$885,735	40.6	68.1	2,764	$801,714	$53,448
Teton County (WY)	1,411	39,423	$842,075	27.9	94.1	2,628	$1,261,195	$84,080
City of Laguna Beach (CA) [1]	2,080	93,184	$1,990,410	44.8	122.4	5,481	$1,968,484	$115,793
City of Fairfax (VA)	222	9,946	$212,447	44.8	31.7	1,421	$16,000	$2,286
City of Auburn (NY) [1]	160	7,168	$153,108	44.8	22.9	1,024	$41,500	$5,929
City of Slidell (LA)	1,712	36,934	$788,910	21.6	107.0	2,308	$95,350	$5,959
City of Winter Park (FL)	1,738	99,684	$2,129,250	57.4	96.6	5,538	$483,512	$26,862
Greater Elkins Area (WV)	527	41,600	$888,576	78.9	87.8	6,933	$21,200	$3,533
Transylvania County (NC)	1,680	34,820	$743,755	20.7	120.0	2,487	$33,100	$2,364
City of Rochester (NH)	464	23,578	$503,626	50.8	38.7	1,965	$144,160	$12,013
City and Borough of Juneau (AK)	1,089	26,560	$567,322	24.4	60.5	1,476	$604,145	$33,564
Princeton (NJ)	1,552	49,240	$1,051,766	31.7	97.0	3,078	$1,178,432	$73,652
Platte County (NE)	250	5,590	$119,402	22.4	31.3	699	$5,350	$669
Adams County (NE)	1,021	23,974	$512,085	23.5	39.3	922	$140,500	$5,404
City of Fairbanks (AK)	1,257	39,832	$850,812	31.7	73.9	2,343	$1,874,303	$110,253
City of West Hollywood (CA) [1]	550	24,640	$526,310	44.8	36.7	1,643	$170,693	$11,380
City of Pittsfield (MA) [1]	376	16,845	$359,809	44.8	12.5	562	$266,051	$8,868
Windham County (VT)	1,306	37,919	$809,950	29.0	33.5	972	$377,800	$9,687
Iron County (UT)	657	35,270	$753,367	53.7	50.5	2,713	$1,610,689	$123,899
Watauga County (NC)	411	21,666	$462,786	52.7	41.1	2,167	$75,000	$7,500
Buffalo County (NE)	1,174	25,465	$543,932	21.7	78.3	1,698	$178,229	$11,882
Group A Average	**893**	**31,590**	**$674,765**	**37.1**	**62.1**	**2,260**	**$513,874**	**$32,200**
Group A Median	805	26,560	$567,322	31.7	54.3	1,867	$178,229	$11,380

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 13:
Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Hours	Average Hours Per Volunteer	Average Volunteers Per Organization	Average Hours Per Organization	Total Value of In-Kind Contributions	Average Value Per Organization
Chenango County (NY) [1]	311	13,933	$297,609	44.8	25.9	1,161	$53,877	$4,490
City of La Crosse (WI)	1,809	66,459	$1,419,564	36.7	164.5	6,042	$135,716	$12,338
Lenoir County (NC)	842	28,062	$599,404	33.3	210.5	7,016	$6,025	$1,506
City of Dubuque (IA)	4,249	132,384	$2,827,722	31.2	96.6	3,009	$1,190,158	$27,049
Greater Enid Area (OK)	713	30,167	$644,367	42.3	59.4	2,514	$93,575	$7,798
City of Flagstaff (AZ) [1]	2,035	91,168	$1,947,348	44.8	55.0	2,464	$371,872	$10,051
City of Portland (ME)	1,766	67,645	$1,444,897	38.3	46.5	1,780	$1,687,916	$44,419
Athens County (OH) [1]	1,526	68,365	$1,460,276	44.8	38.2	1,709	$1,344,601	$33,615
Rutherford County (NC)	127	8,080	$172,589	63.6	31.8	2,020	$142,200	$35,550
City of Walnut Creek (CA) [1]	1,931	86,509	$1,847,832	44.8	87.8	3,932	$488,859	$22,221
City of Missoula (MT)	3,561	105,535	$2,254,228	29.6	111.3	3,298	$1,764,825	$55,151
City of Bloomington (IN)	3,995	142,837	$3,050,998	35.8	99.9	3,571	$6,052,770	$151,319
City of Miami Beach (FL)	1,254	80,795	$1,725,781	64.4	20.9	1,347	$1,964,057	$32,734
Greater Parkersburg Area (WV)	500	19,275	$411,714	38.6	62.5	2,409	$22,010	$2,751
Moore County (NC)	1,815	55,053	$1,175,932	30.3	50.4	1,529	$571,791	$15,883
Indiana County (PA) [1]	133	5,958	$127,263	44.8	26.6	1,192	$15,130	$3,026
Buchanan County (MO)	3,342	75,995	$1,623,253	22.7	185.7	4,222	$115,626	$6,424
City of Boulder (CO)	1,395	25,160	$537,418	18.0	63.4	1,144	$385,378	$17,517
Eau Claire County (WI)	1,872	26,368	$563,220	14.1	267.4	3,767	$179,656	$25,665
Group B Average	**1,746**	**59,460**	**$1,270,075**	**38.1**	**89.7**	**2,849**	**$872,950**	**$26,816**
Group B Median	1,766	66,459	$1,419,564	38.3	62.5	2,464	$371,872	$17,517

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 13:
Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Hours	Average Hours Per Volunteer	Average Volunteers Per Organization	Average Hours Per Organization	Total Value of In-Kind Contributions	Average Value Per Organization
City of Rochester (MN)	3,633	113,570	$2,425,855	31.3	110.1	3,442	$819,567	$24,835
Tompkins County (NY) [1]	837	37,498	$800,957	44.8	29.9	1,339	$495,771	$17,706
Wayne County (NC)	787	30,284	$646,866	38.5	56.2	2,163	$48,510	$3,465
City of McKinney (TX)	544	8,797	$187,904	16.2	108.8	1,759	$29,750	$5,950
Orange County (NC)	3,049	149,976	$3,203,487	49.2	31.8	1,562	$1,848,590	$19,256
Town of Cary (NC)	4,180	80,963	$1,729,370	19.4	113.0	2,188	$199,841	$5,401
Marathon County (WI)	725	14,292	$305,277	19.7	90.6	1,787	$313,960	$39,245
Greater Charlottesville Area (VA)	2,620	119,038	$2,542,652	45.4	63.9	2,903	$731,000	$17,829
City of Fort Collins (CO)	1,538	130,438	$2,786,156	84.8	73.2	6,211	$228,673	$10,889
Cambria County (PA) [1]	1,725	77,280	$1,650,701	44.8	132.7	5,945	$334,512	$25,732
City of Alexandria (VA)	4,284	213,351	$4,557,177	49.8	69.1	3,441	$1,704,194	$27,487
City of Eugene (OR)	3,315	175,724	$3,753,465	53.0	114.3	6,059	$848,261	$29,250
Pitt County (NC)	957	19,546	$417,503	20.4	43.5	888	$19,049	$866
City of Santa Clarita (CA) [1]	653	29,254	$624,865	44.8	59.4	2,659	$75,000	$6,818
City of Providence (RI) [1]	1,607	71,994	$1,537,792	44.8	29.8	1,333	$2,161,471	$40,027
Erie (PA) [1]	3,761	168,493	$3,599,010	44.8	139.3	6,240	$233,717	$8,656
New Hanover County (NC)	1,384	59,824	$1,277,841	43.2	55.4	2,393	$469,762	$18,790
City of Glendale (CA) [1]	254	11,379	$243,055	44.8	8.8	392	$5,000	$172
City of Tacoma (WA)	2,995	187,681	$4,008,866	62.7	68.1	4,265	$17,603,620	$400,082
Whatcom County (WA)	2,141	89,438	$1,910,396	41.8	85.6	3,578	$203,573	$8,143
City of Boise (ID)	7,000	274,029	$5,853,259	39.1	194.4	7,612	$2,605,564	$72,377
Lackawanna County (PA) [1]	387	17,338	$370,340	44.8	9.0	403	$385,561	$8,967
Arlington County (VA)	3,214	204,488	$4,367,864	63.6	86.9	5,527	$542,029	$14,649
City of Orlando (FL)	4,289	177,402	$3,789,307	41.4	134.0	5,544	$2,879,045	$89,970
Buncombe County (NC)	4,440	147,204	$3,144,277	33.2	130.6	4,330	$979,615	$28,812
St. Tammany Parish (LA)	2,621	59,481	$1,270,514	22.7	69.0	1,565	$450,552	$11,857
Alachua County (FL)	9,035	344,762	$7,364,116	38.2	291.5	11,121	$944,441	$30,466
Greater Jackson Area (MS)	1,010	10,388	$221,888	10.3	144.3	1,484	$449,305	$64,186
Group C Average	**2,607**	**107,997**	**$2,306,813**	**40.6**	**90.8**	**3,505**	**$1,343,212**	**$36,853**
Group C Median	2,381	85,201	$1,819,883	44.0	79.4	2,781	$460,157	$18,310

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 13:
Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Hours	Average Hours Per Volunteer	Average Volunteers Per Organization	Average Hours Per Organization	Total Value of In-Kind Contributions	Average Value Per Organization
City of Lincoln (NE)	3,442	225,481	$4,816,274	65.5	84.0	5,500	$1,789,693	$43,651
Durham County (NC)	6,862	211,019	$4,507,366	30.8	122.5	3,768	$2,044,022	$36,500
Osceola County (FL)	225	16,800	$358,848	74.7	75.0	5,600	$22,000	$7,333
City of Newark (NJ)	1,980	60,407	$1,290,294	30.5	86.1	2,626	$1,431,361	$62,233
City of Riverside (CA) [1]	378	16,934	$361,710	44.8	10.2	458	$5,000	$135
Lexington-Fayette Urban County (KY)	1,923	87,424	$1,867,377	45.5	87.4	3,974	$318,450	$14,475
Loudoun County (VA)	5,069	70,501	$1,505,901	13.9	144.8	2,014	$258,927	$7,398
Cumberland County (NC)	2,057	63,591	$1,358,304	30.9	85.7	2,650	$562,468	$23,436
Greater Chattanooga Area (TN)	3,323	67,142	$1,434,153	20.2	69.2	1,399	$493,696	$10,285
Forsyth County (NC)	5,902	304,715	$6,508,712	51.6	107.3	5,540	$1,077,339	$19,588
City of Wichita (KS)	4,034	209,836	$4,482,097	52.0	175.4	9,123	$1,710,296	$74,361
Sarasota County (FL)	6,200	289,354	$6,180,601	46.7	159.0	7,419	$3,696,720	$94,788
City of Oakland (CA) [1]	1,770	79,296	$1,693,763	44.8	33.4	1,496	$224,011	$4,227
Santa Barbara County (CA) [1]	3,742	167,642	$3,580,833	44.8	51.3	2,296	$3,269,353	$44,786
City of Miami (FL)	24,914	427,730	$9,136,313	17.2	151.0	2,592	$8,293,397	$50,263
Seminole County (FL)	1,107	46,260	$988,114	41.8	100.6	4,205	$132,512	$12,047
City of Omaha (NE)	4,445	156,489	$3,342,605	35.2	158.8	5,589	$924,728	$33,026
Greater Syracuse Area (NY) [1]	3,517	157,562	$3,365,524	44.8	78.2	3,501	$2,776,006	$61,689
City of Mesa (AZ) [1]	1,458	65,318	$1,395,192	44.8	145.8	6,532	$1,143,055	$114,306
Guilford County (NC)	7,130	261,616	$5,588,118	36.7	120.8	4,434	$1,841,504	$31,212
Dane County (WI)	5,913	227,408	$4,857,435	38.5	120.7	4,641	$1,996,142	$40,738
Volusia County (FL)	4,515	296,225	$6,327,366	65.6	136.8	8,977	$1,284,371	$38,920
Group D Average	**4,541**	**159,489**	**$3,406,677**	**41.9**	**104.7**	**4,288**	**$1,604,321**	**$37,518**
Group D Median	3,630	157,026	$3,354,065	44.8	104.0	4,090	$1,213,713	$34,763

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 13:
Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Hours	Average Hours Per Volunteer	Average Volunteers Per Organization	Average Hours Per Organization	Total Value of In-Kind Contributions	Average Value Per Organization
City of Albuquerque (NM)	6,130	286,992	$6,130,149	46.8	82.8	3,878	$2,476,694	$33,469
City of Atlanta (GA)	7,205	191,365	$4,087,556	26.6	144.1	3,827	$2,335,438	$46,709
Polk County (FL)	1,959	315,157	$6,731,754	160.9	195.9	31,516	$458,362	$45,836
Lee County (FL)	5,271	287,141	$6,133,332	54.5	135.2	7,363	$3,702,593	$94,938
City of Seattle (WA)	9,982	283,386	$6,053,125	28.4	203.7	5,783	$10,691,691	$218,198
District of Columbia (DC)	8,398	173,234	$3,700,278	20.6	210.0	4,331	$3,224,440	$80,611
City of Baltimore (MD) [1]	10,843	485,766	$10,375,962	44.8	84.1	3,766	$5,668,932	$43,945
Jefferson County (AL)	10,682	257,083	$5,491,293	24.1	107.9	2,597	$4,970,962	$50,212
City of Austin (TX)	23,288	409,916	$8,755,806	17.6	245.1	4,315	$6,125,469	$64,479
City of Indianapolis (IN)	12,580	414,345	$8,850,409	32.9	209.7	6,906	$6,778,175	$112,970
City and County of San Francisco (CA) [1]	20,104	900,659	$19,238,076	44.8	71.0	3,183	$14,458,120	$51,089
Prince George's County (MD) [1]	2,170	97,216	$2,076,534	44.8	83.5	3,739	$826,877	$31,803
Bergen County (NJ)	1,367	61,553	$1,314,772	45.0	20.4	919	$269,425	$4,021
Wake County (NC)	15,856	382,896	$8,178,659	24.1	153.9	3,717	$6,300,349	$61,168
Fairfield County (CT)	7,003	360,613	$7,702,694	51.5	90.9	4,683	$1,749,035	$22,715
Mecklenburg County (NC)	14,117	525,610	$11,227,030	37.2	193.4	7,200	$5,288,368	$72,443
Greater Memphis Area (TN)	6,913	221,868	$4,739,100	32.1	119.2	3,825	$2,897,972	$49,965
City of San Jose (CA) [1]	6,491	290,797	$6,211,424	44.8	94.1	4,214	$6,227,773	$90,258
Westchester County (NY) [1]	3,048	136,550	$2,916,708	44.8	28.2	1,264	$3,422,829	$31,693
Montgomery County (MD) [1]	11,624	520,755	$11,123,327	44.8	159.2	7,134	$5,879,916	$80,547
Group E Average	**9,252**	**330,145**	**$7,051,899**	**43.6**	**131.6**	**5,708**	**$4,687,671**	**$64,353**
Group E Median	7,802	288,969	$6,172,378	44.8	127.2	4,046	$4,336,778	$50,650

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 13:
Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Hours	Average Hours Per Volunteer	Average Volunteers Per Organization	Average Hours Per Organization	Total Value of In-Kind Contributions	Average Value Per Organization
Pima County (AZ) [1]	5,010	275,527	$5,885,257	55.0	102.2	5,623	$1,214,730	$24,790
Fairfax County (VA)	3,533	165,415	$3,533,264	46.8	57.9	2,712	$1,014,266	$16,627
Orange County (FL)	8,203	343,366	$7,334,298	41.9	130.2	5,450	$4,299,268	$68,242
Greater Columbus Area (OH) [1]	8,678	388,774	$8,304,213	44.8	135.6	6,075	$2,591,357	$40,490
Allegheny County (PA) [1]	22,230	995,904	$21,272,509	44.8	185.3	8,299	$4,107,803	$34,232
City of San Diego (CA) [1]	12,049	539,795	$11,530,021	44.8	100.4	4,498	$3,176,159	$26,468
City of Dallas (TX)	9,166	420,505	$8,981,987	45.9	119.0	5,461	$11,545,621	$149,943
Palm Beach County (FL)	11,111	488,668	$10,437,948	44.0	156.5	6,883	$7,373,431	$103,851
Greater St. Louis Area (MO)	20,389	616,029	$13,158,379	30.2	148.8	4,497	$6,745,959	$49,241
City of San Antonio (TX)	5,401	162,718	$3,475,656	30.1	114.9	3,462	$2,686,629	$57,162
Sacramento County (CA) [1]	10,556	472,909	$10,101,336	44.8	95.1	4,260	$4,108,147	$37,010
City and County of Philadelphia (PA) [1]	19,326	865,805	$18,493,595	44.8	74.9	3,356	$11,774,777	$45,639
City of Phoenix (AZ) [1]	10,613	475,462	$10,155,868	44.8	176.9	7,924	$14,239,318	$237,322
Broward County (FL)	21,478	632,243	$13,504,710	29.4	275.4	8,106	$9,234,380	$118,389
Santa Clara County (CA) [1]	13,009	582,803	$12,448,672	44.8	109.3	4,898	$7,909,260	$66,464
Tarrant County (TX)	2,319	84,774	$1,810,773	36.6	58.0	2,119	$1,220,357	$30,509
Clark County (NV)	1,105	55,678	$1,189,282	50.4	25.1	1,265	$2,272,183	$51,641
Riverside County (CA) [1]	828	37,094	$792,328	44.8	14.0	629	$12,500	$212
Miami-Dade County (FL)	41,642	1,249,302	$26,685,091	30.0	90.1	2,704	$19,861,051	$42,989
City of Chicago (IL) [1]	37,380	1,674,624	$35,769,969	44.8	76.9	3,446	$26,401,966	$54,325
San Diego County (CA) [1]	12,348	553,190	$11,816,138	44.8	59.9	2,685	$3,441,331	$16,705
City of Los Angeles (CA) [1]	11,691	523,757	$11,187,450	44.8	39.9	1,788	$14,845,031	$50,666
Harris County (TX)	21,591	1,316,362	$28,117,492	61.0	151.0	9,205	$8,384,675	$58,634
Group F Average	**13,463**	**561,770**	**$11,999,402**	**43.2**	**108.6**	**4,580**	**$7,324,356**	**$60,068**
Group F Median	11,111	488,668	$10,437,948	44.8	102.2	4,497	$4,299,268	$49,241

ALL CITY/COUNTY STUDY REGIONS								
Average	**5,215**	**201,719**	**$4,308,719**	**40.6**	**96.1**	**3,792**	**$2,630,066**	**$42,481**
Median	2,319	91,168	$1,947,348	44.8	87.4	3,298	$1,014,266	$31,212

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 13:
Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Hours	Average Hours Per Volunteer	Average Volunteers Per Organization	Average Hours Per Organization	Total Value of In-Kind Contributions	Average Value Per Organization
Greater Portsmouth Area (NH)	1,297	42,854	$915,361	33.0	64.9	2,143	$528,319	$26,416
Greater Concord Area (NH)	786	47,274	$1,009,773	60.1	52.4	3,152	$475,135	$31,676
Greater Aberdeen Area (SD)	705	27,229	$581,611	38.6	58.8	2,269	$67,462	$5,622
Centre Region (PA) [1]	4,153	186,054	$3,974,113	44.8	153.8	6,891	$917,691	$33,989
Greater Minot Area (ND)	2,108	72,113	$1,540,334	34.2	72.7	2,487	$253,223	$8,732
Creative Corridor in Northwest Iowa (IA)	117	8,050	$171,948	68.8	16.7	1,150	$5,000	$714
Northern New Hampshire (NH)	1,856	81,377	$1,738,213	43.8	48.8	2,142	$741,106	$19,503
Greater Sioux Falls Area (SD)	2,405	97,809	$2,089,200	40.7	68.7	2,795	$782,391	$22,354
Greater Athens Area (GA)	766	25,522	$545,150	33.3	76.6	2,552	$1,418,483	$141,848
Greater Rockford Area (IL) [1]	1,103	49,414	$1,055,483	44.8	36.8	1,647	$1,150,741	$38,358
Greater Peoria Area (IL) [1]	2,896	129,741	$2,771,268	44.8	96.5	4,325	$820,849	$27,362
Greater Fox Cities Region (WI)	2,520	80,168	$1,712,388	31.8	96.9	3,083	$520,450	$20,017
Northern Tier Region (PA) [1]	705	31,584	$674,634	44.8	50.4	2,256	$97,312	$6,951
Northwest Arkansas Area (AR)	2,061	41,005	$875,867	19.9	82.4	1,640	$528,019	$21,121
Mahoning Valley Region (OH) [1]	5,149	230,675	$4,927,218	44.8	234.0	10,485	$3,239,276	$147,240
Iowa Cultural Corridor (IA)	4,741	137,687	$2,940,994	29.0	76.5	2,221	$1,408,346	$22,715
Pikes Peak Region (CO)	5,291	106,592	$2,276,805	20.1	103.7	2,090	$2,569,824	$50,389
Greater Columbia Area (SC)	8,111	153,851	$3,286,257	19.0	270.4	5,128	$694,856	$23,162
Lehigh Valley Region (PA) [1]	6,532	292,634	$6,250,662	44.8	71.8	3,216	$4,233,058	$46,517
West Valley Region (AZ) [1]	137	6,138	$131,108	44.8	10.5	472	$131,374	$10,106
Greater Harrisburg Area (PA) [1]	2,305	103,264	$2,205,719	44.8	60.7	2,717	$609,878	$16,049
Greater Hartford Area (CT)	7,258	351,445	$7,506,865	48.4	59.0	2,857	$1,514,510	$12,313
Greater Portland Area (OR)	16,145	648,540	$13,852,814	40.2	83.7	3,360	$7,759,963	$40,207
Metropolitan Kansas City Area (MO/KS)	9,827	550,419	$11,756,950	56.0	111.7	6,255	$11,719,974	$133,182
Greater Milwaukee Area (WI)	1,587	51,721	$1,104,761	32.6	10.3	336	$523,595	$3,400

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 13:
Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Hours	Average Hours Per Volunteer	Average Volunteers Per Organization	Average Hours Per Organization	Total Value of In-Kind Contributions	Average Value Per Organization
Central Florida Region (FL)	19,597	1,139,624	$24,342,369	58.2	145.2	8,442	$6,579,033	$48,734
Greater Washington DC Region (DC/MD/VA) [1]	33,223	1,587,826	$33,915,963	47.8	111.1	5,310	$13,191,722	$44,119
Greater Philadelphia Region (PA) [1]	25,193	1,128,646	$24,107,879	44.8	73.0	3,271	$13,960,919	$40,466
Southeastern Michigan Region (MI) [1]	19,236	861,773	$18,407,471	44.8	160.3	7,181	$8,687,941	$72,400
Greater Houston Area (TX)	22,434	1,337,535	$28,569,748	59.6	131.2	7,822	$8,549,860	$49,999
North Texas Region (TX)	13,353	579,595	$12,380,149	43.4	98.9	4,293	$13,238,152	$98,060
Regional Average	**7,449**	**339,337**	**$7,248,238**	**41.3**	**92.4**	**3,761**	**$3,563,782**	**$42,100**
Regional Median	3,525	118,167	$2,524,036	44.8	76.5	2,970	$1,034,216	$29,519

Statewide Study Regions All Populations Sample Size = 10	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Hours	Average Hours Per Volunteer	Average Volunteers Per Organization	Average Hours Per Organization	Total Value of In-Kind Contributions	Average Value Per Organization
State of South Dakota	5,288	243,839	$5,208,401	46.1	45.6	2,102	$2,362,356	$20,365
State of Delaware	13,270	596,036	$12,731,329	44.9	152.5	6,851	$2,098,009	$24,115
State of Hawai'i	12,899	727,633	$15,542,241	56.4	121.7	6,864	$5,661,389	$53,409
State of New Hampshire	8,985	358,885	$7,665,784	39.9	55.8	2,229	$2,668,367	$16,574
State of Nebraska	14,180	524,049	$11,193,687	37.0	98.5	3,639	$3,348,679	$23,255
State of Connecticut	33,379	1,130,534	$24,148,206	33.9	101.5	3,436	$9,536,555	$28,986
State of Wisconsin	21,694	894,824	$19,113,441	41.2	66.5	2,745	$4,623,810	$14,183
State of North Carolina	89,864	2,966,126	$63,356,451	33.0	93.9	3,099	$24,019,970	$25,099
State of Pennsylvania [1]	72,988	3,269,862	$69,844,252	44.8	90.3	4,047	$26,072,640	$32,268
State of Illinois [1]	71,082	3,184,474	$68,020,365	44.8	70.8	3,172	$46,542,033	$46,357
Statewide Average	**34,363**	**1,389,626**	**$29,682,416**	**42.2**	**89.7**	**3,819**	**$12,693,381**	**$28,461**
Statewide Median	17,937	811,229	$17,327,841	43.0	92.1	3,304	$5,142,600	$24,607

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 13:
Arts Volunteerism and In-Kind Contributions to Participating Nonprofit Arts and Culture Organizations Per Study Region During Fiscal Year 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	Number of Volunteers	Number of Volunteer Hours	Estimated Value of Hours	Average Hours Per Volunteer	Average Volunteers Per Organization	Average Hours Per Organization	Total Value of In-Kind Contributions	Average Value Per Organization
Grand Center Arts District (St. Louis, MO)	3,668	58,459	$1,248,684	15.9	146.7	2,338	$1,448,399	$57,936
Dallas Arts District (Dallas, TX)	2,820	138,601	$2,960,517	49.1	176.3	8,663	$7,180,399	$448,775
Arts District Average	**3,244**	**98,530**	**$2,104,601**	**32.5**	**161.5**	**5,500**	**$4,314,399**	**$253,355**

Summary Statistics for all 182 Study Regions (where appropriate)						
Average			**40.9**	**95.4**	**3,793**	**$43,735**
Minimum			10.3	8.8	336	
Maximum			160.9	291.5	31,516	

Average of all Participating Nonprofit Arts and Culture Organizations that Provided Itemized Volunteerism Data						
Average			**44.8**	**116.2**	**5,204**	**$55,467**

Table Notes:

[1] Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

The Cultural Data Project collects the number of volunteers, but it does not collect the number of volunteer hours. Via the Organizational Expenditure Survey, Americans for the Arts collected both the total number of volunteers and the total number of volunteer hours from 3,887 nonprofit arts and culture organizations. Among those 3,887 reporting organizations, the average number of hours contributed per volunteer was 44.8 hours during 2010. To estimate the number of volunteer hours contributed to organizations that participated in this study via the Cultural Data Project, the number of volunteers reported by each organization was multiplied by the national average of 44.8 hours per volunteer.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 14:
Total Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table presents the total attendance to arts and culture events in each study region during 2010, as reported by the participating nonprofit arts and culture organizations. Summary statistics are calculated for each population group.

Column Two:
The total number of audience-intercept surveys that were collected from arts and culture event attendees in each participating study region. (The audience-intercept survey instrument is included in Appendix C to the *Arts & Economic Prosperity IV* National Statistical Report.)

Column Three:
The total attendance to arts and culture events in each participating study region during 2010, as reported by the participating nonprofit arts and culture organizations.

Column Four:
The percentage of arts and culture event attendees who are residents. Residents are attendees who report that their primary residence is located within the county where the nonprofit arts and culture event took place (or within the multi-county region for regional analyses, or within the state for state analyses). Residency is determined based on the ZIP code provided by each audience-intercept respondent.

Column Five:
The total estimated number of arts and culture event attendees who are residents. This figure was calculated by multiplying the percentage of arts and culture event attendees who are residents (Column Four) by the total 2010 arts and culture event attendance for each participating study region (Column Three).

Column Six:
The percentage of arts and culture event attendees who are non-residents. Non-residents are attendees who report that their primary residence is located outside the county where the nonprofit arts and culture event took place (or outside the multi-county region for regional analyses, or outside the state for state analyses). Residency is determined based on the ZIP code provided by each audience-intercept respondent.

Column Seven:
The total estimated number of arts and culture event attendees who are non-residents. This figure was calculated by multiplying the percentage of arts and culture event attendees who are non-residents (Column Six) by the total 2010 arts and culture event attendance for each participating study region (Column Three).

Table 14:
Total Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	Total Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Total Estimated Resident Attendance	Percent of Total Attendees	Total Estimated Non-Resident Attendance
City of Gunnison (CO)*** [2]	10,636	290	86.2%	9,168	13.8%	1,468
Town of Telluride (CO)* [2]	138,430	399	25.3%	35,023	74.7%	103,407
Town of Crested Butte (CO)***	74,232	807	58.7%	43,574	41.3%	30,658
Town of Newmarket (NH) [2]	4,010	200	70.0%	2,807	30.0%	1,203
Greater Ketchikan Area (AK) [2]	164,642	298	94.0%	154,763	6.0%	9,879
Gunnison County (CO)	84,868	1,097	66.0%	52,742	34.0%	32,126
City of Durango (CO)	143,340	783	72.4%	103,778	27.6%	39,562
Teton County (WY)*	585,786	1,349	55.7%	326,283	44.3%	259,503
City of Laguna Beach (CA)* [1]	608,275	838	76.4%	464,722	23.6%	143,553
City of Fairfax (VA)***	122,300	844	69.2%	84,632	30.8%	37,668
City of Auburn (NY) [1]	67,442	789	58.4%	39,386	41.6%	28,056
City of Slidell (LA)***	112,891	806	91.7%	103,521	8.3%	9,370
City of Winter Park (FL)*** [2]	1,008,931	656	50.9%	513,546	49.1%	495,385
Greater Elkins Area (WV) [2]	153,944	253	61.7%	94,983	38.3%	58,961
Transylvania County (NC)	137,413	971	51.5%	70,768	48.5%	66,645
City of Rochester (NH)	190,633	806	70.2%	133,824	29.8%	56,809
City and Borough of Juneau (AK) [2]	93,812	299	93.0%	87,245	7.0%	6,567
Princeton (NJ)**	474,050	892	51.5%	244,136	48.5%	229,914
Platte County (NE)	162,051	717	80.9%	131,099	19.1%	30,952
Adams County (NE)	167,020	530	65.3%	109,064	34.7%	57,956
City of Fairbanks (AK) [2]	345,217	396	90.2%	311,386	9.8%	33,831
City of West Hollywood (CA)** [1]	326,616	830	86.7%	283,176	13.3%	43,440
City of Pittsfield (MA)** [1,2]	606,239	242	90.5%	548,646	9.5%	57,593
Windham County (VT)*	154,187	563	71.9%	110,860	28.1%	43,327
Iron County (UT)*	341,140	899	22.1%	75,392	77.9%	265,748
Watauga County (NC) [1,2]	217,893	404	42.3%	92,169	57.7%	125,724
Buffalo County (NE)	231,638	797	71.3%	165,158	28.7%	66,480
Group A Average	**249,172**	**658**	**67.6%**	**162,661**	**32.4%**	**86,511**
Average Excluding Outliers/Exclusions	210,049	606	71.5%	154,419	28.5%	55,629
Group A Median	162,051	783	70.0%	103,778	30.0%	43,440

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 14:
Total Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	Total Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Total Estimated Resident Attendance	Percent of Total Attendees	Total Estimated Non-Resident Attendance
Chenango County (NY) [1]	42,768	541	48.1%	20,571	51.9%	22,197
City of La Crosse (WI)	466,085	797	63.9%	297,828	36.1%	168,257
Lenoir County (NC)	34,586	875	63.0%	21,789	37.0%	12,797
City of Dubuque (IA)	1,179,494	824	62.6%	738,363	37.4%	441,131
Greater Enid Area (OK)	167,787	874	71.5%	119,968	28.5%	47,819
City of Flagstaff (AZ) [1]	1,137,619	1,332	63.4%	721,250	36.6%	416,369
City of Portland (ME)	801,677	738	60.2%	482,610	39.8%	319,067
Athens County (OH) [1]	295,090	1,306	66.9%	197,415	33.1%	97,675
Rutherford County (NC)	22,822	705	62.1%	14,172	37.9%	8,650
City of Walnut Creek (CA) [1]	604,051	1,031	69.9%	422,232	30.1%	181,819
City of Missoula (MT)	1,293,992	805	81.2%	1,050,722	18.8%	243,270
City of Bloomington (IN)	959,168	1,370	70.3%	674,295	29.7%	284,873
City of Miami Beach (FL)*** [2]	1,828,948	564	75.2%	1,375,369	24.8%	453,579
Greater Parkersburg Area (WV)	65,782	691	62.1%	40,851	37.9%	24,931
Moore County (NC)	252,240	914	88.1%	222,223	11.9%	30,017
Indiana County (PA) [1]	14,863	848	55.4%	8,234	44.6%	6,629
Buchanan County (MO)	284,506	810	73.7%	209,681	26.3%	74,825
City of Boulder (CO) [2]	510,328	596	74.2%	378,663	25.8%	131,665
Eau Claire County (WI)	192,573	919	59.0%	113,618	41.0%	78,955
Group B Average	**534,441**	**871**	**66.9%**	**374,203**	**33.1%**	**160,238**
Average Excluding Outliers/Exclusions	462,524	888	66.4%	318,583	33.6%	143,941
Group B Median	295,090	824	63.9%	222,223	36.1%	97,675

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 14:
Total Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	Total Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Total Estimated Resident Attendance	Percent of Total Attendees	Total Estimated Non-Resident Attendance
City of Rochester (MN)	1,008,996	1,494	73.1%	737,576	26.9%	271,420
Tompkins County (NY) [1]	342,776	808	68.6%	235,144	31.4%	107,632
Wayne County (NC)	98,550	740	79.7%	78,544	20.3%	20,006
City of McKinney (TX)	100,473	1,594	72.3%	72,642	27.7%	27,831
Orange County (NC)	1,464,834	1,259	52.7%	771,968	47.3%	692,866
Town of Cary (NC)***	346,534	832	82.8%	286,930	17.2%	59,604
Marathon County (WI) [2]	165,842	307	68.4%	113,436	31.6%	52,406
Greater Charlottesville Area (VA)**	1,587,722	1,968	55.4%	879,598	44.6%	708,124
City of Fort Collins (CO)	667,682	1,024	84.5%	564,191	15.5%	103,491
Cambria County (PA) [1]	1,529,175	1,459	65.7%	1,004,668	34.3%	524,507
City of Alexandria (VA)	2,318,757	1,108	29.9%	693,308	70.1%	1,625,449
City of Eugene (OR)	936,330	1,069	85.0%	795,506	15.0%	140,824
Pitt County (NC)	207,225	584	79.6%	164,951	20.4%	42,274
City of Santa Clarita (CA) [1]	176,193	830	97.7%	172,141	2.3%	4,052
City of Providence (RI)** [1]	3,598,956	710	48.7%	1,752,692	51.3%	1,846,264
Erie (PA) [1]	437,306	771	87.5%	382,643	12.5%	54,663
New Hanover County (NC)	836,298	1,183	71.8%	600,462	28.2%	235,836
City of Glendale (CA) [1]	237,567	774	93.2%	221,412	6.8%	16,155
City of Tacoma (WA)	1,224,097	1,045	73.8%	903,384	26.2%	320,713
Whatcom County (WA)	382,664	796	84.4%	322,968	15.6%	59,696
City of Boise (ID)	1,193,491	794	87.2%	1,040,724	12.8%	152,767
Lackawanna County (PA) [1]	802,979	865	74.8%	600,628	25.2%	202,351
Arlington County (VA) [2]	341,294	300	74.1%	252,899	25.9%	88,395
City of Orlando (FL)***	1,714,773	2,403	51.3%	879,679	48.7%	835,094
Buncombe County (NC)	777,116	1,061	58.6%	455,390	41.4%	321,726
St. Tammany Parish (LA)	704,113	1,556	87.8%	618,211	12.2%	85,902
Alachua County (FL)	1,939,986	825	68.1%	1,321,130	31.9%	618,856
Greater Jackson Area (MS) [2]	222,083	265	44.5%	98,827	55.5%	123,256
Group C Average	**905,850**	**1,015**	**71.5%**	**572,202**	**28.5%**	**333,649**
Average Excluding Outliers/Exclusions	896,250	969	71.8%	571,348	28.2%	324,902
Group C Median	740,615	849	73.5%	582,327	26.6%	132,040

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 14:
Total Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	Total Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Total Estimated Resident Attendance	Percent of Total Attendees	Total Estimated Non-Resident Attendance
City of Lincoln (NE)	1,307,864	1,882	78.7%	1,029,289	21.3%	278,575
Durham County (NC)	1,825,011	893	45.1%	823,080	54.9%	1,001,931
Osceola County (FL) [2]	41,817	307	60.3%	25,216	39.7%	16,601
City of Newark (NJ) [2]	2,065,311	720	51.5%	1,063,635	48.5%	1,001,676
City of Riverside (CA)*** [1,2]	803,017	553	77.0%	618,323	23.0%	184,694
Lexington-Fayette Urban County (KY)	574,168	825	72.2%	414,549	27.8%	159,619
Loudoun County (VA)	258,205	638	58.6%	151,308	41.4%	106,897
Cumberland County (NC)	1,384,175	812	74.8%	1,035,363	25.2%	348,812
Greater Chattanooga Area (TN)	2,192,993	879	64.6%	1,416,673	35.4%	776,320
Forsyth County (NC)	2,475,216	929	69.0%	1,707,899	31.0%	767,317
City of Wichita (KS)	1,902,516	1,907	74.1%	1,409,764	25.9%	492,752
Sarasota County (FL)	2,337,827	2,888	59.2%	1,383,994	40.8%	953,833
City of Oakland (CA) [1,2]	996,849	258	73.3%	730,690	26.7%	266,159
Santa Barbara County (CA) [1]	2,092,590	952	82.2%	1,720,109	17.8%	372,481
City of Miami (FL)***	6,739,990	1,170	76.2%	5,135,872	23.8%	1,604,118
Seminole County (FL)	63,446	973	64.2%	40,732	35.8%	22,714
City of Omaha (NE)	1,702,522	886	53.0%	902,337	47.0%	800,185
Greater Syracuse Area (NY) [1]	3,836,917	841	73.2%	2,808,623	26.8%	1,028,294
City of Mesa (AZ) [1]	612,736	816	73.7%	451,586	26.3%	161,150
Guilford County (NC)	3,690,773	1,048	73.7%	2,720,100	26.3%	970,673
Dane County (WI) [2]	2,909,206	720	76.4%	2,222,633	23.6%	686,573
Volusia County (FL) [2]	858,001	298	70.8%	607,465	29.2%	250,536
Group D Average	**1,848,689**	**963**	**68.3%**	**1,291,784**	**31.7%**	**556,905**
Average Excluding Outliers/Exclusions	1,656,407	974	67.4%	1,133,252	32.6%	523,155
Group D Median	1,763,767	860	72.7%	1,032,326	27.3%	432,617

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 14:
Total Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	Total Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Total Estimated Resident Attendance	Percent of Total Attendees	Total Estimated Non-Resident Attendance
City of Albuquerque (NM)	1,537,813	804	79.4%	1,221,024	20.6%	316,789
City of Atlanta (GA) [2]	5,237,119	300	49.7%	2,602,848	50.3%	2,634,271
Polk County (FL)	250,080	546	77.7%	194,312	22.3%	55,768
Lee County (FL)	1,942,420	742	72.5%	1,408,332	27.5%	534,088
City of Seattle (WA)	5,899,599	1,392	68.8%	4,058,924	31.2%	1,840,675
District of Columbia (DC)*	12,108,309	796	31.4%	3,802,009	68.6%	8,306,300
City of Baltimore (MD) [1,2]	7,013,246	702	75.8%	5,316,040	24.2%	1,697,206
Jefferson County (AL)	4,935,301	820	67.9%	3,351,069	32.1%	1,584,232
City of Austin (TX)	3,961,280	864	76.6%	3,034,340	23.4%	926,940
City of Indianapolis (IN)	6,743,646	927	55.2%	3,722,493	44.8%	3,021,153
City and County of San Francisco (CA)* [1]	10,356,175	1,355	48.7%	5,043,457	51.3%	5,312,718
Prince George's County (MD) [1,2]	989,005	373	55.2%	545,931	44.8%	443,074
Bergen County (NJ) [2]	644,790	385	72.2%	465,538	27.8%	179,252
Wake County (NC)	4,365,974	1,875	80.0%	3,492,779	20.0%	873,195
Fairfield County (CT)	2,141,987	756	76.7%	1,642,904	23.3%	499,083
Mecklenburg County (NC)	3,306,036	740	60.1%	1,986,928	39.9%	1,319,108
Greater Memphis Area (TN)	2,138,002	963	66.9%	1,430,323	33.1%	707,679
City of San Jose (CA)*** [1]	1,990,641	1,017	76.1%	1,514,878	23.9%	475,763
Westchester County (NY) [1]	2,685,536	903	68.4%	1,836,907	31.6%	848,629
Montgomery County (MD) [1]	3,439,106	930	58.3%	2,004,999	41.7%	1,434,107
Group E Average	**4,084,303**	**860**	**65.9%**	**2,433,802**	**34.1%**	**1,650,502**
Average Excluding Outliers/Exclusions	3,366,526	825	68.3%	2,253,864	31.7%	1,112,662
Group E Median	3,372,571	812	68.6%	1,995,964	31.4%	900,068

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 14:
Total Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	Total Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Total Estimated Resident Attendance	Percent of Total Attendees	Total Estimated Non-Resident Attendance
Pima County (AZ) [1]	1,925,886	827	89.0%	1,714,039	11.0%	211,847
Fairfax County (VA)	1,401,019	844	69.2%	969,505	30.8%	431,514
Orange County (FL)	3,508,141	3,915	51.9%	1,820,725	48.1%	1,687,416
Greater Columbus Area (OH) [1]	5,868,610	1,099	68.1%	3,996,523	31.9%	1,872,087
Allegheny County (PA) [1]	14,792,000	918	77.6%	11,478,592	22.4%	3,313,408
City of San Diego (CA)*** [1]	7,933,759	813	82.7%	6,561,219	17.3%	1,372,540
City of Dallas (TX)	5,358,495	1,175	61.1%	3,274,040	38.9%	2,084,455
Palm Beach County (FL)	4,328,511	1,913	70.6%	3,055,929	29.4%	1,272,582
Greater St. Louis Area (MO)	11,330,250	1,736	73.2%	8,293,743	26.8%	3,036,507
City of San Antonio (TX) [2]	3,859,597	418	81.6%	3,149,431	18.4%	710,166
Sacramento County (CA) [1]	1,501,532	1,456	71.8%	1,078,100	28.2%	423,432
City and County of Philadelphia (PA) [1]	14,227,029	1,386	34.8%	4,951,006	65.2%	9,276,023
City of Phoenix (AZ) [1]	5,127,407	1,632	85.2%	4,368,551	14.8%	758,856
Broward County (FL)	4,882,186	1,528	66.4%	3,241,772	33.6%	1,640,414
Santa Clara County (CA) [1]	2,712,033	1,480	74.0%	2,006,904	26.0%	705,129
Tarrant County (TX) [2]	2,675,703	521	75.8%	2,028,183	24.2%	647,520
Clark County (NV)	1,147,215	916	95.7%	1,097,885	4.3%	49,330
Riverside County (CA) [1]	1,182,842	1,139	79.1%	935,628	20.9%	247,214
Miami-Dade County (FL)	13,583,609	2,451	79.7%	10,826,136	20.3%	2,757,473
City of Chicago (IL) [1]	26,846,383	1,031	64.4%	17,289,071	35.6%	9,557,312
San Diego County (CA) [1]	9,126,563	813	82.7%	7,547,668	17.3%	1,578,895
City of Los Angeles (CA) [1]	21,763,755	1,165	83.8%	18,238,027	16.2%	3,525,728
Harris County (TX)	15,154,543	818	72.1%	10,926,426	27.9%	4,228,117
Group F Average	**7,836,394**	**1,304**	**73.5%**	**5,602,135**	**26.5%**	**2,234,259**
Average Excluding Outliers/Exclusions	7,831,969	1,326	73.1%	5,558,540	26.9%	2,273,428
Group F Median	5,127,407	1,139	74.0%	3,274,040	26.0%	1,578,895

ALL CITY/COUNTY STUDY REGIONS						
Average	**2,480,864**	**943**	**69.1%**	**1,679,624**	**30.9%**	**801,240**
Average Excluding Outliers/Exclusions	2,482,176	951	70.0%	1,720,694	30.0%	761,482
Median	996,849	830	71.5%	693,308	28.5%	265,748

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 14:
Total Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Total Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Total Estimated Resident Attendance	Percent of Total Attendees	Total Estimated Non-Resident Attendance
Greater Portsmouth Area (NH)	1,063,774	829	60.7%	645,711	39.3%	418,063
Greater Concord Area (NH)	343,545	598	55.5%	190,667	44.5%	152,878
Greater Aberdeen Area (SD)	211,440	1,851	81.5%	172,324	18.5%	39,116
Centre Region (PA) [1]	463,648	838	63.2%	293,026	36.8%	170,622
Greater Minot Area (ND)	271,506	446	90.1%	244,627	9.9%	26,879
Creative Corridor in Northwest Iowa (IA) [2]	390,379	218	83.5%	325,966	16.5%	64,413
Northern New Hampshire (NH) [2]	346,035	131	54.2%	187,551	45.8%	158,484
Greater Sioux Falls Area (SD)	886,236	1,383	74.4%	659,360	25.6%	226,876
Greater Athens Area (GA)	183,591	885	70.2%	128,881	29.8%	54,710
Greater Rockford Area (IL) [1]	378,291	869	77.4%	292,797	22.6%	85,494
Greater Peoria Area (IL) [1]	348,616	826	81.4%	283,773	18.6%	64,843
Greater Fox Cities Region (WI) [2]	570,795	660	76.1%	434,375	23.9%	136,420
Northern Tier Region (PA) [1,2]	256,377	295	88.8%	227,663	11.2%	28,714
Northwest Arkansas Area (AR)	746,655	891	81.8%	610,764	18.2%	135,891
Mahoning Valley Region (OH) [1]	682,345	997	77.8%	530,864	22.2%	151,481
Iowa Cultural Corridor (IA)	1,996,653	940	88.4%	1,765,041	11.6%	231,612
Pikes Peak Region (CO) [2]	1,334,350	653	87.3%	1,164,888	12.7%	169,462
Greater Columbia Area (SC)	1,117,987	795	87.8%	981,593	12.2%	136,394
Lehigh Valley Region (PA) [1,2]	5,037,865	684	66.5%	3,350,180	33.5%	1,687,685
West Valley Region (AZ) [1]	402,208	1,099	88.4%	355,552	11.6%	46,656
Greater Harrisburg Area (PA) [1,2]	1,560,119	616	81.7%	1,274,617	18.3%	285,502
Greater Hartford Area (CT)	4,028,850	846	77.2%	3,110,272	22.8%	918,578
Greater Portland Area (OR)	4,640,262	810	83.7%	3,883,899	16.3%	756,363
Metropolitan Kansas City Area (MO/KS)	2,801,977	1,751	82.2%	2,303,225	17.8%	498,752
Greater Milwaukee Area (WI) [2]	4,245,672	542	77.9%	3,307,378	22.1%	938,294

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 14:
Total Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Total Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Total Estimated Resident Attendance	Percent of Total Attendees	Total Estimated Non-Resident Attendance
Central Florida Region (FL)	5,904,759	6,076	85.7%	5,060,378	14.3%	844,381
Greater Washington DC Region (DC/MD/VA) [1]	20,597,490	4,351	82.3%	16,951,734	17.7%	3,645,756
Greater Philadelphia Region (PA) [1]	17,413,807	1,980	70.8%	12,328,975	29.2%	5,084,832
Southeastern Michigan Region (MI) [1,2]	7,964,471	345	93.9%	7,478,638	6.1%	485,833
Greater Houston Area (TX)	16,182,390	1,284	86.4%	13,981,585	13.6%	2,200,805
North Texas Region (TX)	8,807,880	3,290	88.6%	7,803,782	11.4%	1,004,098
Regional Average	**3,586,451**	**1,252**	**78.7%**	**3,000,137**	**21.3%**	**692,849**
Regional Median	1,063,774	842	81.6%	820,477	18.4%	198,749

Statewide Study Regions All Populations Sample Size = 10	Total Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Total Estimated Resident Attendance	Percent of Total Attendees	Total Estimated Non-Resident Attendance
State of South Dakota	3,326,441	3,312	90.2%	3,000,450	9.8%	325,991
State of Delaware	1,306,650	1,275	68.4%	893,749	31.6%	412,901
State of Hawai'i	2,950,643	1,108	92.0%	2,714,592	8.0%	236,051
State of New Hampshire	2,560,069	3,433	80.2%	2,053,175	19.8%	506,894
State of Nebraska	3,806,292	4,812	93.8%	3,570,302	6.2%	235,990
State of Connecticut	9,178,804	2,862	88.5%	8,123,242	11.5%	1,055,562
State of Wisconsin	9,373,285	4,595	91.4%	8,567,182	8.6%	806,103
State of North Carolina	25,766,218	19,196	90.1%	23,215,362	9.9%	2,550,856
State of Pennsylvania [1]	44,607,844	9,274	89.1%	39,745,589	10.9%	4,862,255
State of Illinois [1]	35,357,918	2,726	88.9%	31,433,189	11.1%	3,924,729
Statewide Average	**13,823,416**	**5,259**	**87.3%**	**12,331,683**	**12.7%**	**1,491,733**
Statewide Median	6,492,548	3,373	89.6%	5,846,772	10.4%	656,499

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 14:
Total Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	Total Attendance to Arts/Cultural Events	Number of Audience Surveys Collected	RESIDENT Audiences		NON-Resident Audiences	
			Percent of Total Attendees	Total Estimated Resident Attendance	Percent of Total Attendees	Total Estimated Non-Resident Attendance
Grand Center Arts District (St. Louis, MO)	724,407	605	73.4%	531,715	26.6%	192,692
Dallas Arts District (Dallas, TX)	1,574,549	630	51.6%	812,467	48.4%	762,082
Arts District Average	**1,149,478**	**618**	**62.5%**	**672,091**	**37.5%**	**477,387**

Average (9,721 organizations)	**46,129**	
Summary Statistics for all 182 Study Regions (where appropriate)		
Average	**71.7%**	**28.3%**
Minimum	22.1%	2.3%
Maximum	97.7%	77.9%
Average for all 122,430 Audience Surveys Used for CITY/COUNTY Analyses (where appropriate)		
	68.2%	**31.8%**
Average for all 40,379 Audience Surveys Used for Multi-City and Multi-County REGIONAL Study Region Analyses (where appropriate)		
	82.0%	**18.0%**
Average for all 52,714 Audience Surveys Used for STATEWIDE Analyses (where appropriate)		
	89.1%	**10.9%**

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

[2] The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table presents the total expenditures made by arts audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during 2010. Summary statistics are calculated for each population group.

Column Two:
The total number of arts and culture event attendees who are residents. Residents are attendees who report that their primary residence is located within the county where the nonprofit arts and culture event took place (or within the multi-county region for regional analyses, or within the state for state analyses). Residency is determined based on the ZIP code provided by each audience-intercept respondent.

Column Three:
The average dollars spent per person by residents as a direct result of their attendance to nonprofit arts and culture events.

Column Four:
The total dollars spent by residents during 2010 directly as a result of attending nonprofit arts and culture events. This figure is calculated by multiplying the total number of resident arts and culture event attendees (Column Two) by the average arts and culture event-related dollars spent per person by residents (Column Three).

Column Five:
The total number of arts and culture event attendees who are non-residents. Non-residents are attendees who report that their primary residence is located outside the county where the nonprofit arts and culture event took place (or outside the multi-county region for regional analyses, or outside the state for state analyses). Residency is determined based on the ZIP code provided by each audience-intercept respondent.

Column Six:
The average dollars spent per person by non-residents as a direct result of their attendance to nonprofit arts and culture events.

Column Seven:
The total dollars spent by non-residents during 2010 directly as a result of attending nonprofit arts and culture events. This figure is calculated by multiplying the total number of non-resident arts and culture event attendees (Column Five) by the average arts and culture event-related dollars spent per person by non-residents (Column Six).

Column Eight:
The total estimated expenditures made by arts and culture audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during 2010. For example, when patrons attend an arts/culture event, they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the performance, and or pay a babysitter upon returning home. In addition to these categories of expense, non-resident arts and culture audiences often stay overnight at a hotel. This figure is the sum of total arts and culture event-related spending by residents (Column Four) and non-residents (Column Seven).

Column Nine:
The total event-related direct expenditures made by arts audiences that were spent on local industries in each participating study region during 2010. This figure is calculated by an input-output model that is customized for each study region by using detailed commerce data to estimate the dollars spent on imported goods and services.

Column Ten:
The total local event-related audience expenditures as a percentage of the total estimated expenditures; this portrays the percentage of total direct audience expenditures that are spent on local industries. This figure is calculated by dividing the total local event-related audience expenditures (Column Nine) by the total estimated audience expenditures (Column Eight) for each participating study region.

Column Eleven:
The total estimated expenditures (both direct and indirect) that occurred in each participating study region during fiscal year 2010 as a result of the initial direct expenditures made by attendees to nonprofit arts and cultural events (Column Eight). In other words, this figure represents the initial direct audience expenditures plus each additional round of spending that occurred as those dollars were re-spent within the study region before the dollars were spent on good and services located outside of the study region. This figure is calculated by an input-output model that is customized for each study region using detailed commerce data.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	RESIDENT Audiences			NON-Resident Audiences			Total Audience Expenditures	Est. Local Audience Expenditures	Local as a Percentage of Total	Estimated Total Expenditures (Direct + Indirect)
	Resident Attendance	Per Person Expenditure	Total Spending [3]	Non-Resident Attendance	Per Person Expenditure	Total Spending [3]				
City of Gunnison (CO)*** [2]	9,168	$13.33	$122,210	1,468	$38.86	$57,047	**$179,257**	$156,605	87.4%	$387,000
Town of Telluride (CO)* [2]	35,023	$27.51	$963,484	103,407	$191.81	$19,834,497	**$20,797,981**	$18,184,584	87.4%	$44,316,000
Town of Crested Butte (CO)***	43,574	$22.70	$989,130	30,658	$77.03	$2,361,586	**$3,350,716**	$2,941,384	87.8%	$7,304,000
Town of Newmarket (NH) [2]	2,807	$20.09	$56,392	1,203	$27.47	$33,046	**$89,438**	$66,450	74.3%	$205,000
Greater Ketchikan Area (AK) [2]	154,763	$18.88	$2,921,926	9,879	$78.35	$774,020	**$3,695,946**	$2,173,051	58.8%	$6,514,000
Gunnison County (CO)	52,742	$19.47	$1,111,340	32,126	$72.95	$2,418,633	**$3,529,973**	$2,803,513	79.4%	$7,685,000
City of Durango (CO)	103,778	$12.66	$1,313,830	39,562	$48.19	$1,906,492	**$3,220,322**	$2,970,061	92.2%	$7,835,000
Teton County (WY)*	326,283	$21.50	$7,015,083	259,503	$93.49	$24,260,936	**$31,276,019**	$24,171,121	77.3%	$63,395,000
City of Laguna Beach (CA)* [1]	464,722	$30.50	$14,174,021	143,553	$50.36	$7,229,328	**$21,403,349**	$16,404,515	76.6%	$53,468,000
City of Fairfax (VA)***	84,632	$20.37	$1,723,953	37,668	$23.91	$900,640	**$2,624,593**	$1,245,115	47.4%	$4,383,000
City of Auburn (NY) [1]	39,386	$12.61	$496,658	28,056	$40.54	$1,137,390	**$1,634,048**	$1,092,573	66.9%	$3,110,000
City of Slidell (LA)***	103,521	$19.35	$2,003,132	9,370	$22.93	$214,854	**$2,217,986**	$1,760,198	79.4%	$4,976,000
City of Winter Park (FL)*** [2]	513,546	$19.44	$9,983,334	495,385	$33.50	$16,595,396	**$26,578,730**	$24,413,370	91.9%	$77,207,000
Greater Elkins Area (WV) [2]	94,983	$10.15	$964,078	58,961	$61.66	$3,635,534	**$4,599,612**	$3,546,847	77.1%	$9,741,000
Transylvania County (NC)	70,768	$14.66	$1,037,460	66,645	$47.36	$3,156,306	**$4,193,766**	$2,939,312	70.1%	$8,117,000
City of Rochester (NH)	133,824	$14.27	$1,909,667	56,809	$20.40	$1,158,905	**$3,068,572**	$2,202,774	71.8%	$6,407,000
City and Borough of Juneau (AK) [2]	87,245	$10.44	$910,839	6,567	$32.89	$215,989	**$1,126,828**	$768,028	68.2%	$2,167,000
Princeton (NJ)**	244,136	$14.97	$3,654,716	229,914	$33.61	$7,727,410	**$11,382,126**	$6,770,006	59.5%	$22,917,000
Platte County (NE)	131,099	$10.06	$1,318,856	30,952	$55.29	$1,711,336	**$3,030,192**	$2,307,584	76.2%	$6,140,000
Adams County (NE)	109,064	$9.86	$1,075,370	57,956	$37.39	$2,166,974	**$3,242,344**	$2,986,635	92.1%	$7,762,000
City of Fairbanks (AK) [2]	311,386	$13.31	$4,144,547	33,831	$42.77	$1,446,951	**$5,591,498**	$3,952,292	70.7%	$11,621,000
City of West Hollywood (CA)** [1]	283,176	$22.28	$6,309,161	43,440	$50.78	$2,205,883	**$8,515,044**	$6,557,087	77.0%	$21,528,000
City of Pittsfield (MA)** [1,2]	548,646	$19.16	$10,512,057	57,593	$32.58	$1,876,381	**$12,388,438**	$10,388,136	83.9%	$28,678,000
Windham County (VT)*	110,860	$11.58	$1,283,758	43,327	$44.95	$1,947,548	**$3,231,306**	$2,925,187	90.5%	$7,975,000
Iron County (UT)*	75,392	$11.52	$868,517	265,748	$120.80	$32,102,359	**$32,970,876**	$30,029,557	91.1%	$77,774,000
Watauga County (NC) [1,2]	92,169	$13.70	$1,262,716	125,724	$41.74	$5,247,719	**$6,510,435**	$5,769,947	88.6%	$15,140,000
Buffalo County (NE)	165,158	$12.35	$2,039,703	66,480	$35.15	$2,336,773	**$4,376,476**	$3,749,409	85.7%	$10,254,000
Group A Average	**162,661**	**$16.55**	**$2,969,109**	**86,511**	**$53.95**	**$5,357,775**	**$8,326,884**	**$6,787,976**	**78.1%**	**$19,148,370**
Percent of Group A Total			35.7%			64.3%				
Average Excluding Outliers/Exclusions	154,419	$14.64	$2,414,077	55,629	$44.65	$2,303,279	$4,717,356	$3,590,806	76.0%	$10,342,412
Group A Median	103,778	$14.66	$1,313,830	43,440	$42.77	$2,166,974	$3,695,946	$2,970,061	77.3%	$7,975,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	**RESIDENT Audiences**			**NON-Resident Audiences**			**Total Audience Expenditures**	**Est. Local Audience Expenditures**	**Local as a Percentage of Total**	**Estimated Total Expenditures (Direct + Indirect)**
	Resident Attendance	**Per Person Expenditure**	**Total Spending** [3]	**Non-Resident Attendance**	**Per Person Expenditure**	**Total Spending** [3]				
Chenango County (NY) [1]	20,571	$11.04	$227,104	22,197	$26.31	$584,002	**$811,106**	$437,908	54.0%	$1,395,000
City of La Crosse (WI)	297,828	$7.94	$2,364,753	168,257	$22.06	$3,711,749	**$6,076,502**	$5,750,386	94.6%	$16,401,000
Lenoir County (NC)	21,789	$10.34	$225,298	12,797	$33.55	$429,339	**$654,637**	$587,897	89.8%	$1,562,000
City of Dubuque (IA)	738,363	$14.82	$10,942,540	441,131	$42.28	$18,651,018	**$29,593,558**	$27,398,324	92.6%	$75,791,000
Greater Enid Area (OK)	119,968	$15.13	$1,815,116	47,819	$59.66	$2,852,883	**$4,667,999**	$3,800,928	81.4%	$10,522,000
City of Flagstaff (AZ) [1]	721,250	$17.13	$12,355,014	416,369	$54.78	$22,808,694	**$35,163,708**	$31,122,442	88.5%	$84,109,000
City of Portland (ME)	482,610	$21.01	$10,139,636	319,067	$39.19	$12,504,236	**$22,643,872**	$19,253,679	85.0%	$62,694,000
Athens County (OH) [1]	197,415	$15.92	$3,142,847	97,675	$45.62	$4,455,935	**$7,598,782**	$6,689,885	88.0%	$17,183,000
Rutherford County (NC)	14,172	$10.99	$155,750	8,650	$25.72	$222,479	**$378,229**	$259,810	68.7%	$735,000
City of Walnut Creek (CA) [1]	422,232	$21.96	$9,272,213	181,819	$27.91	$5,074,569	**$14,346,782**	$6,670,065	46.5%	$24,752,000
City of Missoula (MT)	1,050,722	$12.83	$13,480,764	243,270	$52.64	$12,805,733	**$26,286,497**	$24,288,900	92.4%	$70,752,000
City of Bloomington (IN)	674,295	$12.68	$8,550,061	284,873	$40.11	$11,426,255	**$19,976,316**	$18,343,170	91.8%	$52,145,000
City of Miami Beach (FL)*** [2]	1,375,369	$24.69	$33,957,860	453,579	$49.31	$22,365,981	**$56,323,841**	$47,634,523	84.6%	$152,577,000
Greater Parkersburg Area (WV)	40,851	$12.99	$530,655	24,931	$21.57	$537,761	**$1,068,416**	$920,348	86.1%	$2,539,000
Moore County (NC)	222,223	$11.28	$2,506,675	30,017	$23.80	$714,404	**$3,221,079**	$2,161,960	67.1%	$6,162,000
Indiana County (PA) [1]	8,234	$8.59	$70,730	6,629	$10.88	$72,124	**$142,854**	$123,699	86.6%	$318,000
Buchanan County (MO)	209,681	$14.14	$2,964,889	74,825	$22.21	$1,661,864	**$4,626,753**	$4,495,685	97.2%	$12,419,000
City of Boulder (CO) [2]	378,663	$15.56	$5,891,995	131,665	$43.14	$5,680,028	**$11,572,023**	$9,034,769	78.1%	$26,670,000
Eau Claire County (WI)	113,618	$11.28	$1,281,611	78,955	$19.15	$1,511,988	**$2,793,599**	$2,586,476	92.6%	$7,573,000
Group B Average	**374,203**	**$14.23**	**$6,309,237**	**160,238**	**$34.73**	**$6,740,581**	**$13,049,819**	**$11,134,782**	**82.4%**	**$32,963,105**
Percent of Group B Total			48.3%			51.7%				
Average Excluding Outliers/Exclusions	318,583	$13.65	$4,773,203	143,941	$33.92	$5,872,503	$10,645,706	$9,107,018	82.3%	$26,317,889
Group B Median	222,223	$12.99	$2,964,889	97,675	$33.55	$3,711,749	$6,076,502	$5,750,386	86.6%	$16,401,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	RESIDENT Audiences			NON-Resident Audiences			Total Audience Expenditures	Est. Local Audience Expenditures	Local as a Percentage of Total	Estimated Total Expenditures (Direct + Indirect)
	Resident Attendance	Per Person Expenditure	Total Spending [3]	Non-Resident Attendance	Per Person Expenditure	Total Spending [3]				
City of Rochester (MN)	737,576	$15.03	$11,085,767	271,420	$29.47	$7,998,748	**$19,084,515**	$9,899,156	51.9%	$32,889,000
Tompkins County (NY) [1]	235,144	$15.36	$3,611,812	107,632	$34.61	$3,725,144	**$7,336,956**	$6,040,234	82.3%	$15,977,000
Wayne County (NC)	78,544	$13.23	$1,039,137	20,006	$16.21	$324,297	**$1,363,434**	$1,187,498	87.1%	$3,297,000
City of McKinney (TX)	72,642	$13.14	$954,516	27,831	$16.27	$452,810	**$1,407,326**	$964,485	68.5%	$2,969,000
Orange County (NC)	771,968	$10.65	$8,221,459	692,866	$19.17	$13,282,241	**$21,503,700**	$18,206,075	84.7%	$49,138,000
Town of Cary (NC)***	286,930	$9.59	$2,751,658	59,604	$37.12	$2,212,499	**$4,964,157**	$4,333,289	87.3%	$13,543,000
Marathon County (WI) [2]	113,436	$17.44	$1,978,324	52,406	$36.91	$1,934,306	**$3,912,630**	$3,029,446	77.4%	$8,962,000
Greater Charlottesville Area (VA)**	879,598	$18.99	$16,703,566	708,124	$68.02	$48,166,595	**$64,870,161**	$33,801,997	52.1%	$105,150,000
City of Fort Collins (CO)	564,191	$13.53	$7,633,504	103,491	$24.35	$2,520,005	**$10,153,509**	$9,486,377	93.4%	$26,065,000
Cambria County (PA) [1]	1,004,668	$11.25	$11,302,516	524,507	$26.13	$13,705,368	**$25,007,884**	$20,436,210	81.7%	$58,237,000
City of Alexandria (VA)	693,308	$17.13	$11,876,366	1,625,449	$20.12	$32,704,036	**$44,580,402**	$27,520,952	61.7%	$88,147,000
City of Eugene (OR)	795,506	$13.33	$10,604,096	140,824	$38.92	$5,480,872	**$16,084,968**	$14,018,212	87.2%	$40,690,000
Pitt County (NC)	164,951	$13.77	$2,271,375	42,274	$19.51	$824,766	**$3,096,141**	$2,875,415	92.9%	$7,779,000
City of Santa Clarita (CA) [1]	172,141	$31.21	$5,372,521	4,052	$47.38	$191,983	**$5,564,504**	$4,247,858	76.3%	$13,799,000
City of Providence (RI)** [1]	1,752,692	$23.48	$41,153,207	1,846,264	$35.16	$64,914,643	**$106,067,850**	$85,854,547	80.9%	$270,566,000
Erie (PA) [1]	382,643	$15.02	$5,747,298	54,663	$32.07	$1,753,041	**$7,500,339**	$6,804,709	90.7%	$19,826,000
New Hanover County (NC)	600,462	$13.19	$7,920,095	235,836	$30.47	$7,185,924	**$15,106,019**	$14,006,742	92.7%	$39,936,000
City of Glendale (CA) [1]	221,412	$11.93	$2,641,445	16,155	$20.85	$336,832	**$2,978,277**	$2,193,913	73.7%	$7,395,000
City of Tacoma (WA)	903,384	$21.17	$19,124,639	320,713	$33.46	$10,731,057	**$29,855,696**	$20,825,897	69.8%	$65,752,000
Whatcom County (WA)	322,968	$12.43	$4,014,491	59,696	$23.55	$1,405,840	**$5,420,331**	$4,703,740	86.8%	$13,542,000
City of Boise (ID)	1,040,724	$18.95	$19,721,719	152,767	$36.47	$5,571,413	**$25,293,132**	$21,783,176	86.1%	$66,141,000
Lackawanna County (PA) [1]	600,628	$13.19	$7,922,282	202,351	$22.66	$4,585,272	**$12,507,554**	$11,331,638	90.6%	$32,366,000
Arlington County (VA) [2]	252,899	$20.36	$5,149,023	88,395	$24.61	$2,175,401	**$7,324,424**	$3,837,596	52.4%	$12,548,000
City of Orlando (FL)***	879,679	$18.41	$16,194,890	835,094	$35.54	$29,679,240	**$45,874,130**	$42,256,274	92.1%	$133,590,000
Buncombe County (NC)	455,390	$13.71	$6,243,399	321,726	$63.96	$20,577,595	**$26,820,994**	$25,134,076	93.7%	$71,408,000
St. Tammany Parish (LA)	618,211	$19.83	$12,259,123	85,902	$28.37	$2,437,040	**$14,696,163**	$11,821,826	80.4%	$33,160,000
Alachua County (FL)	1,321,130	$16.77	$22,155,351	618,856	$50.09	$30,998,497	**$53,153,848**	$45,089,100	84.8%	$128,238,000
Greater Jackson Area (MS) [2]	98,827	$28.25	$2,791,862	123,256	$31.83	$3,923,239	**$6,715,101**	$6,088,745	90.7%	$19,111,000
Group C Average	**572,202**	**$16.44**	**$9,587,337**	**333,649**	**$32.26**	**$11,421,382**	**$21,008,719**	**$16,349,257**	**80.4%**	**$49,293,607**
Percent of Group C Total			45.6%			54.4%				
Average Excluding Outliers/Exclusions	571,348	$16.63	$9,596,111	324,902	$31.95	$11,073,345	$20,669,456	$15,814,985	79.6%	$47,426,462
Group C Median	582,327	$15.03	$7,776,800	132,040	$31.15	$4,254,256	$13,601,859	$10,615,397	84.7%	$32,627,500

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	RESIDENT Audiences			NON-Resident Audiences			Total Audience Expenditures	Est. Local Audience Expenditures	Local as a Percentage of Total	Estimated Total Expenditures (Direct + Indirect)
	Resident Attendance	Per Person Expenditure	Total Spending [3]	Non-Resident Attendance	Per Person Expenditure	Total Spending [3]				
City of Lincoln (NE)	1,029,289	$10.34	$10,642,849	278,575	$32.03	$8,922,758	**$19,565,607**	$17,788,981	90.9%	$52,199,000
Durham County (NC)	823,080	$14.59	$12,008,736	1,001,931	$39.33	$39,405,947	**$51,414,683**	$44,352,128	86.3%	$127,841,000
Osceola County (FL) [2]	25,216	$9.04	$227,953	16,601	$16.34	$271,261	**$499,214**	$406,145	81.4%	$1,106,000
City of Newark (NJ) [2]	1,063,635	$18.60	$19,783,612	1,001,676	$33.03	$33,085,359	**$52,868,971**	$33,173,580	62.7%	$111,163,000
City of Riverside (CA)*** [1,2]	618,323	$19.02	$11,760,502	184,694	$48.55	$8,966,896	**$20,727,398**	$16,464,760	79.4%	$48,028,000
Lexington-Fayette Urban County (KY)	414,549	$13.83	$5,733,212	159,619	$29.53	$4,713,549	**$10,446,761**	$9,712,932	93.0%	$29,066,000
Loudoun County (VA)	151,308	$21.20	$3,207,730	106,897	$41.73	$4,460,812	**$7,668,542**	$4,380,115	57.1%	$13,951,000
Cumberland County (NC)	1,035,363	$13.86	$14,350,131	348,812	$20.62	$7,192,503	**$21,542,634**	$19,634,677	91.1%	$51,942,000
Greater Chattanooga Area (TN)	1,416,673	$23.61	$33,447,649	776,320	$41.39	$32,131,885	**$65,579,534**	$58,948,785	89.9%	$172,964,000
Forsyth County (NC)	1,707,899	$16.15	$27,582,570	767,317	$49.97	$38,342,829	**$65,925,399**	$61,724,629	93.6%	$181,637,000
City of Wichita (KS)	1,409,764	$11.64	$16,409,652	492,752	$25.68	$12,653,871	**$29,063,523**	$26,483,744	91.1%	$77,986,000
Sarasota County (FL)	1,383,994	$17.42	$24,109,176	953,833	$27.93	$26,640,557	**$50,749,733**	$34,310,305	67.6%	$103,501,000
City of Oakland (CA) [1,2]	730,690	$19.62	$14,336,138	266,159	$28.86	$7,681,348	**$22,017,486**	$16,218,041	73.7%	$51,603,000
Santa Barbara County (CA) [1]	1,720,109	$16.80	$28,897,831	372,481	$41.41	$15,424,437	**$44,322,268**	$37,342,811	84.3%	$104,815,000
City of Miami (FL)***	5,135,872	$29.97	$153,922,083	1,604,118	$49.85	$79,965,282	**$233,887,365**	$193,391,777	82.7%	$631,188,000
Seminole County (FL)	40,732	$19.25	$784,090	22,714	$22.78	$517,426	**$1,301,516**	$943,196	72.5%	$2,890,000
City of Omaha (NE)	902,337	$19.26	$17,379,011	800,185	$33.29	$26,638,159	**$44,017,170**	$36,807,561	83.6%	$114,318,000
Greater Syracuse Area (NY) [1]	2,808,623	$21.66	$60,834,774	1,028,294	$37.57	$38,633,004	**$99,467,778**	$84,194,356	84.6%	$267,280,000
City of Mesa (AZ) [1]	451,586	$14.13	$6,380,910	161,150	$25.53	$4,114,161	**$10,495,071**	$8,502,351	81.0%	$27,419,000
Guilford County (NC)	2,720,100	$16.43	$44,691,243	970,673	$27.87	$27,052,657	**$71,743,900**	$69,962,502	97.5%	$215,976,000
Dane County (WI) [2]	2,222,633	$20.79	$46,208,540	686,573	$43.78	$30,058,167	**$76,266,707**	$65,591,641	86.0%	$205,143,000
Volusia County (FL) [2]	607,465	$13.13	$7,976,015	250,536	$31.77	$7,959,528	**$15,935,543**	$13,922,924	87.4%	$39,882,000
Group D Average	**1,291,784**	**$17.29**	**$25,485,200**	**556,905**	**$34.04**	**$20,674,200**	**$46,159,400**	**$38,829,906**	**82.6%**	**$119,631,727**
Percent of Group D Total			55.2%			44.8%				
Average Excluding Outliers/Exclusions	1,133,252	$16.57	$19,749,591	523,155	$32.52	$18,295,011	$38,044,602	$32,220,070	82.8%	$97,634,100
Group D Median	1,032,326	$17.11	$15,379,892	432,617	$32.53	$14,039,154	$36,540,347	$29,828,662	84.4%	$90,743,500

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	RESIDENT Audiences			NON-Resident Audiences			Total Audience Expenditures	Est. Local Audience Expenditures	Local as a Percentage of Total	Estimated Total Expenditures (Direct + Indirect)
	Resident Attendance	Per Person Expenditure	Total Spending [3]	Non-Resident Attendance	Per Person Expenditure	Total Spending [3]				
City of Albuquerque (NM)	1,221,024	$15.77	$19,255,548	316,789	$34.77	$11,014,752	**$30,270,300**	$26,921,205	88.9%	$82,338,000
City of Atlanta (GA) [2]	2,602,848	$23.55	$61,297,069	2,634,271	$26.79	$70,572,118	**$131,869,187**	$114,649,272	86.9%	$365,822,000
Polk County (FL)	194,312	$25.02	$4,861,687	55,768	$52.72	$2,940,088	**$7,801,775**	$6,186,739	79.3%	$18,867,000
Lee County (FL)	1,408,332	$15.88	$22,364,313	534,088	$42.65	$22,778,853	**$45,143,166**	$35,394,681	78.4%	$103,821,000
City of Seattle (WA)	4,058,924	$20.16	$81,827,909	1,840,675	$50.96	$93,800,800	**$175,628,709**	$124,262,609	70.8%	$400,774,000
District of Columbia (DC)*	3,802,009	$22.85	$86,875,906	8,306,300	$37.07	$307,914,541	**$394,790,447**	$86,120,751	21.8%	$488,953,000
City of Baltimore (MD) [1,2]	5,316,040	$15.70	$83,461,828	1,697,206	$22.67	$38,475,660	**$121,937,488**	$89,372,949	73.3%	$299,282,000
Jefferson County (AL)	3,351,069	$19.62	$65,747,974	1,584,232	$50.91	$80,653,251	**$146,401,225**	$112,230,781	76.7%	$373,954,000
City of Austin (TX)	3,034,340	$19.52	$59,230,317	926,940	$42.87	$39,737,919	**$98,968,236**	$83,913,378	84.8%	$252,180,000
City of Indianapolis (IN)	3,722,493	$24.30	$90,456,579	3,021,153	$33.41	$100,936,721	**$191,393,300**	$182,057,663	95.1%	$584,512,000
City and County of San Francisco (CA)* [1]	5,043,457	$17.16	$86,545,722	5,312,718	$28.48	$151,306,208	**$237,851,930**	$174,636,613	73.4%	$531,320,000
Prince George's County (MD) [1,2]	545,931	$6.23	$3,401,151	443,074	$20.85	$9,238,094	**$12,639,245**	$8,101,984	64.1%	$25,333,000
Bergen County (NJ) [2]	465,538	$17.51	$8,151,572	179,252	$35.40	$6,345,521	**$14,497,093**	$7,949,874	54.8%	$28,257,000
Wake County (NC)	3,492,779	$13.43	$46,908,021	873,195	$36.09	$31,513,608	**$78,421,629**	$67,900,293	86.6%	$213,176,000
Fairfield County (CT)	1,642,904	$20.15	$33,104,515	499,083	$25.84	$12,896,306	**$46,000,821**	$19,632,865	42.7%	$78,441,000
Mecklenburg County (NC)	1,986,928	$23.54	$46,772,285	1,319,108	$41.58	$54,848,511	**$101,620,796**	$85,996,871	84.6%	$275,667,000
Greater Memphis Area (TN)	1,430,323	$16.72	$23,915,000	707,679	$54.64	$38,667,581	**$62,582,581**	$53,291,258	85.2%	$165,254,000
City of San Jose (CA)*** [1]	1,514,878	$21.37	$32,372,943	475,763	$35.68	$16,975,224	**$49,348,167**	$28,249,413	57.2%	$94,177,000
Westchester County (NY) [1]	1,836,907	$18.20	$33,431,708	848,629	$30.83	$26,163,232	**$59,594,940**	$25,764,524	43.2%	$100,307,000
Montgomery County (MD) [1]	2,004,999	$15.51	$31,097,535	1,434,107	$30.14	$43,223,985	**$74,321,520**	$40,501,874	54.5%	$133,890,000
Group E Average	**2,433,802**	**$18.61**	**$46,053,979**	**1,650,502**	**$36.72**	**$58,000,149**	**$104,054,128**	**$68,656,780**	**70.1%**	**$230,816,250**
Percent of Group E Total			44.3%			55.7%				
Average Excluding Outliers/Exclusions	2,253,864	$18.28	$42,075,589	1,112,662	$37.24	$40,223,941	$82,299,530	$63,772,284	73.5%	$205,992,647
Group E Median	1,995,964	$18.86	$40,101,997	900,068	$35.54	$38,571,621	$76,371,575	$60,595,776	75.0%	$189,215,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	RESIDENT Audiences			NON-Resident Audiences			Total	Est. Local	Local as a	Estimated Total
	Resident Attendance	Per Person Expenditure	Total Spending [3]	Non-Resident Attendance	Per Person Expenditure	Total Spending [3]	Audience Expenditures	Audience Expenditures	Percentage of Total	Expenditures (Direct + Indirect)
Pima County (AZ) [1]	1,714,039	$21.42	$36,714,715	211,847	$38.83	$8,226,018	**$44,940,733**	$38,070,536	84.7%	$109,035,000
Fairfax County (VA)	969,505	$20.37	$19,748,816	431,514	$23.91	$10,317,500	**$30,066,316**	$14,263,567	47.4%	$50,208,000
Orange County (FL)	1,820,725	$23.01	$41,894,884	1,687,416	$40.51	$68,357,223	**$110,252,107**	$102,140,661	92.6%	$322,459,000
Greater Columbus Area (OH) [1]	3,996,523	$12.65	$50,556,015	1,872,087	$23.83	$44,611,833	**$95,167,848**	$87,683,441	92.1%	$287,078,000
Allegheny County (PA) [1]	11,478,592	$17.14	$196,743,067	3,313,408	$36.23	$120,044,771	**$316,787,838**	$252,772,587	79.8%	$831,970,000
City of San Diego (CA)*** [1]	6,561,219	$39.39	$258,446,417	1,372,540	$60.39	$82,887,693	**$341,334,110**	$261,462,568	76.6%	$805,092,000
City of Dallas (TX)	3,274,040	$18.82	$61,617,433	2,084,455	$45.56	$94,967,770	**$156,585,203**	$124,280,372	79.4%	$405,036,000
Palm Beach County (FL)	3,055,929	$23.36	$71,386,501	1,272,582	$31.17	$39,666,381	**$111,052,882**	$70,372,141	63.4%	$228,514,000
Greater St. Louis Area (MO)	8,293,743	$19.71	$163,469,674	3,036,507	$34.78	$105,609,713	**$269,079,387**	$214,628,616	79.8%	$688,036,000
City of San Antonio (TX) [2]	3,149,431	$17.95	$56,532,286	710,166	$21.73	$15,431,907	**$71,964,193**	$65,928,962	91.6%	$199,108,000
Sacramento County (CA) [1]	1,078,100	$17.28	$18,629,568	423,432	$26.69	$11,301,400	**$29,930,968**	$21,992,850	73.5%	$71,442,000
City and County of Philadelphia (PA) [1]	4,951,006	$21.56	$106,743,691	9,276,023	$40.10	$371,968,522	**$478,712,213**	$362,757,144	75.8%	$1,174,214,000
City of Phoenix (AZ) [1]	4,368,551	$22.15	$96,763,406	758,856	$51.85	$39,346,683	**$136,110,089**	$110,214,015	81.0%	$356,264,000
Broward County (FL)	3,241,772	$21.63	$70,119,529	1,640,414	$34.60	$56,758,325	**$126,877,854**	$101,890,826	80.3%	$318,749,000
Santa Clara County (CA) [1]	2,006,904	$19.74	$39,616,286	705,129	$31.72	$22,366,690	**$61,982,976**	$34,994,085	56.5%	$117,730,000
Tarrant County (TX) [2]	2,028,183	$13.03	$26,427,224	647,520	$29.08	$18,829,881	**$45,257,105**	$36,678,691	81.0%	$115,006,000
Clark County (NV)	1,097,885	$16.68	$18,312,722	49,330	$66.10	$3,260,713	**$21,573,435**	$16,289,891	75.5%	$49,129,000
Riverside County (CA) [1]	935,628	$23.24	$21,743,995	247,214	$51.35	$12,694,439	**$34,438,434**	$27,470,465	79.8%	$79,825,000
Miami-Dade County (FL)	10,826,136	$25.21	$272,926,889	2,757,473	$46.89	$129,297,910	**$402,224,799**	$331,847,080	82.5%	$1,082,456,000
City of Chicago (IL) [1]	17,289,071	$24.36	$421,161,768	9,557,312	$59.50	$568,660,064	**$989,821,832**	$741,978,051	75.0%	$2,522,115,000
San Diego County (CA) [1]	7,547,668	$39.39	$297,302,641	1,578,895	$60.39	$95,349,469	**$392,652,110**	$300,772,252	76.6%	$926,133,000
City of Los Angeles (CA) [1]	18,238,027	$17.29	$315,335,488	3,525,728	$34.00	$119,874,752	**$435,210,240**	$340,928,385	78.3%	$1,104,169,000
Harris County (TX)	10,926,426	$28.17	$307,797,421	4,228,117	$44.41	$187,770,676	**$495,568,097**	$350,090,552	70.6%	$1,162,127,000
Group F Average	**5,602,135**	**$21.89**	**$129,130,019**	**2,234,259**	**$40.59**	**$96,852,188**	**$225,982,207**	**$174,326,423**	**77.1%**	**$565,473,696**
Percent of Group F Total			57.1%			42.9%				
Average Excluding Outliers/Exclusions	5,558,540	$21.10	$123,252,001	2,273,428	$39.69	$97,486,938	$220,738,939	$170,365,690	77.1%	$554,581,955
Group F Median	3,274,040	$21.42	$70,119,529	1,578,895	$38.83	$56,758,325	$126,877,854	$102,140,661	79.4%	$322,459,000

ALL CITY/COUNTY STUDY REGIONS

Average	**1,679,624**	**$17.51**	**$35,397,348**	**801,240**	**$39.11**	**$31,906,226**	**$67,303,573**	**$51,003,717**	**78.5%**	**$163,867,942**
Percent of Total			52.6%			47.4%				
Average Excluding Outliers/Exclusions	1,720,694	$16.94	$34,985,639	761,482	$36.31	$30,226,564	$65,212,203	$50,939,459	78.7%	$162,816,592
Median	693,308	$17.13	$10,942,540	265,748	$35.16	$9,238,094	$21,573,435	$18,206,075	81.0%	$52,145,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	RESIDENT Audiences			NON-Resident Audiences			Total Audience Expenditures	Est. Local Audience Expenditures	Local as a Percentage of Total	Estimated Total Expenditures (Direct + Indirect)
	Resident Attendance	Per Person Expenditure	Total Spending [3]	Non-Resident Attendance	Per Person Expenditure	Total Spending [3]				
Greater Portsmouth Area (NH)	645,711	$19.87	$12,830,277	418,063	$43.25	$18,081,224	**$30,911,501**	$24,197,657	78.3%	$72,682,000
Greater Concord Area (NH)	190,667	$14.53	$2,770,391	152,878	$27.39	$4,187,328	**$6,957,719**	$5,283,697	75.9%	$15,768,000
Greater Aberdeen Area (SD)	172,324	$7.86	$1,354,468	39,116	$43.22	$1,690,595	**$3,045,063**	$2,424,468	79.6%	$6,871,000
Centre Region (PA) [1]	293,026	$13.97	$4,093,572	170,622	$49.13	$8,382,660	**$12,476,232**	$10,560,698	84.6%	$28,815,000
Greater Minot Area (ND)	244,627	$12.08	$2,955,094	26,879	$24.78	$666,062	**$3,621,156**	$3,035,668	83.8%	$8,624,000
Creative Corridor in Northwest Iowa (IA) [2]	325,966	$13.76	$4,485,292	64,413	$46.18	$2,974,592	**$7,459,884**	$6,502,398	87.2%	$17,190,000
Northern New Hampshire (NH) [2]	187,551	$12.25	$2,297,500	158,484	$32.02	$5,074,658	**$7,372,158**	$6,048,190	82.0%	$16,318,000
Greater Sioux Falls Area (SD)	659,360	$13.96	$9,204,666	226,876	$43.64	$9,900,869	**$19,105,535**	$17,788,454	93.1%	$52,224,000
Greater Athens Area (GA)	128,881	$27.27	$3,514,586	54,710	$48.51	$2,653,982	**$6,168,568**	$5,717,070	92.7%	$15,825,000
Greater Rockford Area (IL) [1]	292,797	$15.59	$4,564,705	85,494	$24.09	$2,059,551	**$6,624,256**	$5,619,900	84.8%	$17,016,000
Greater Peoria Area (IL) [1]	283,773	$13.45	$3,816,747	64,843	$26.82	$1,739,090	**$5,555,837**	$4,668,830	84.0%	$13,865,000
Greater Fox Cities Region (WI) [2]	434,375	$15.83	$6,876,157	136,420	$30.90	$4,215,377	**$11,091,534**	$9,668,634	87.2%	$28,532,000
Northern Tier Region (PA) [1,2]	227,663	$11.84	$2,695,531	28,714	$19.44	$558,201	**$3,253,732**	$2,392,293	73.5%	$6,513,000
Northwest Arkansas Area (AR)	610,764	$15.76	$9,625,640	135,891	$36.46	$4,954,586	**$14,580,226**	$12,805,466	87.8%	$37,418,000
Mahoning Valley Region (OH) [1]	530,864	$14.60	$7,750,614	151,481	$31.60	$4,786,800	**$12,537,414**	$10,378,820	82.8%	$30,256,000
Iowa Cultural Corridor (IA)	1,765,041	$11.67	$20,598,029	231,612	$38.75	$8,974,965	**$29,572,994**	$23,333,424	78.9%	$69,652,000
Pikes Peak Region (CO) [2]	1,164,888	$22.18	$25,837,215	169,462	$51.38	$8,706,957	**$34,544,172**	$30,344,296	87.8%	$86,942,000
Greater Columbia Area (SC)	981,593	$13.87	$13,614,693	136,394	$27.52	$3,753,564	**$17,368,257**	$16,460,177	94.8%	$51,001,000
Lehigh Valley Region (PA) [1,2]	3,350,180	$16.10	$53,937,897	1,687,685	$30.77	$51,930,068	**$105,867,965**	$84,618,213	79.9%	$263,032,000
West Valley Region (AZ) [1]	355,552	$14.05	$4,995,506	46,656	$25.38	$1,184,130	**$6,179,636**	$4,990,547	80.8%	$16,219,000
Greater Harrisburg Area (PA) [1,2]	1,274,617	$14.41	$18,367,231	285,502	$18.27	$5,216,121	**$23,583,352**	$18,516,050	78.5%	$59,582,000
Greater Hartford Area (CT)	3,110,272	$17.50	$54,429,760	918,578	$30.02	$27,575,712	**$82,005,472**	$51,708,629	63.1%	$176,296,000
Greater Portland Area (OR)	3,883,899	$17.72	$68,822,692	756,363	$43.14	$32,629,501	**$101,452,193**	$84,090,778	82.9%	$278,183,000
Metropolitan Kansas City Area (MO/KS)	2,303,225	$19.86	$45,742,050	498,752	$47.18	$23,531,121	**$69,273,171**	$58,265,106	84.1%	$193,034,000
Greater Milwaukee Area (WI) [2]	3,307,378	$16.48	$54,505,591	938,294	$26.39	$24,761,578	**$79,267,169**	$62,236,890	78.5%	$209,453,000

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	RESIDENT Audiences			NON-Resident Audiences			Total Audience Expenditures	Est. Local Audience Expenditures	Local as a Percentage of Total	Estimated Total Expenditures (Direct + Indirect)
	Resident Attendance	Per Person Expenditure	Total Spending [3]	Non-Resident Attendance	Per Person Expenditure	Total Spending [3]				
Central Florida Region (FL)	5,060,378	$22.03	$111,480,128	844,381	$63.43	$53,559,085	**$165,039,213**	$149,796,211	90.8%	$471,679,000
Greater Washington DC Region (DC/MD/VA) [1,4]	16,951,734	$19.91	$158,148,797	3,645,756	$33.79	$405,573,557	**$563,722,354**	$227,257,949	40.3%	$966,833,000
Greater Philadelphia Region (PA) [1]	12,328,975	$23.71	$292,319,998	5,084,832	$45.00	$228,817,439	**$521,137,437**	$362,422,016	69.5%	$1,259,283,000
Southeastern Michigan Region (MI) [1,2]	7,478,638	$15.61	$116,741,539	485,833	$32.56	$15,818,723	**$132,560,262**	$92,585,017	69.8%	$311,761,000
Greater Houston Area (TX)	13,981,585	$31.49	$440,280,113	2,200,805	$55.81	$122,826,928	**$563,107,041**	$410,415,113	72.9%	$1,331,710,000
North Texas Region (TX) [4]	7,803,782	$16.69	$98,954,140	1,004,098	$44.94	$117,699,427	**$216,653,567**	$137,397,667	63.4%	$557,187,000
Regional Average	**2,913,874**	**$16.64**	**$53,471,310**	**672,577**	**$36.83**	**$38,854,337**	**$92,325,647**	**$62,630,011**	**79.8%**	**$215,153,677**
Percent of Total			57.9%			42.1%				
Regional Median	659,360	$15.61	$12,830,277	170,622	$33.79	$8,382,660	$19,105,535	$17,788,454	82.0%	$52,224,000

Statewide Study Regions All Populations Sample Size = 10	RESIDENT Audiences			NON-Resident Audiences			Total Audience Expenditures	Est. Local Audience Expenditures	Local as a Percentage of Total	Estimated Total Expenditures (Direct + Indirect)
	Resident Attendance	Per Person Expenditure	Total Spending [3]	Non-Resident Attendance	Per Person Expenditure	Total Spending [3]				
State of South Dakota [4]	3,000,450	$14.19	$39,085,944	325,991	$44.77	$21,370,084	**$60,456,028**	$17,592,412	29.1%	$81,232,000
State of Delaware	893,749	$17.71	$15,828,295	412,901	$55.93	$23,093,554	**$38,921,849**	$12,475,410	32.1%	$53,093,000
State of Hawai'i	2,714,592	$21.88	$59,395,274	236,051	$46.28	$10,924,441	**$70,319,715**	$21,024,549	29.9%	$94,779,000
State of New Hampshire [4]	2,053,175	$19.25	$29,313,706	506,894	$34.70	$32,740,455	**$62,054,161**	$13,301,741	21.4%	$78,148,000
State of Nebraska [4]	3,570,302	$17.20	$36,250,369	235,990	$41.03	$42,374,299	**$78,624,668**	$18,910,206	24.1%	$102,124,000
State of Connecticut [4]	8,123,242	$21.50	$144,768,371	1,055,562	$35.39	$52,713,985	**$197,482,356**	$39,506,333	20.0%	$238,167,000
State of Wisconsin [4]	8,567,182	$17.73	$126,553,682	806,103	$33.02	$68,530,586	**$195,084,268**	$47,392,095	24.3%	$254,346,000
State of North Carolina [4]	23,215,362	$18.91	$302,764,334	2,550,856	$63.79	$279,813,540	**$582,577,874**	$205,033,762	35.2%	$816,503,000
State of Pennsylvania [1,4]	39,745,589	$17.49	$629,037,780	4,862,255	$42.40	$445,694,391	**$1,074,732,171**	$235,354,054	21.9%	$1,405,996,000
State of Illinois [1,4]	31,433,189	$20.43	$570,929,730	3,924,729	$55.82	$620,692,432	**$1,191,622,162**	$239,577,458	20.1%	$1,580,165,000
Statewide Average	**12,331,683**	**$18.63**	**$195,392,749**	**1,491,733**	**$45.31**	**$159,794,777**	**$355,187,525**	**$85,016,802**	**25.8%**	**$470,455,300**
Percent of Total			55.0%			45.0%				
Statewide Median	5,846,772	$18.32	$92,974,478	656,499	$43.59	$47,544,142	$136,854,468	$30,265,441	24.2%	$170,145,500

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 15:
Total Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	RESIDENT Audiences			NON-Resident Audiences			Total Audience Expenditures	Est. Local Audience Expenditures	Local as a Percentage of Total	Estimated Total Expenditures (Direct + Indirect)
	Resident Attendance	Per Person Expenditure	Total Spending [3]	Non-Resident Attendance	Per Person Expenditure	Total Spending [3]				
Grand Center Arts District (St. Louis, MO)	531,715	$23.25	$12,362,374	192,692	$35.73	$6,884,884	**$19,247,258**	$15,375,047	79.9%	$49,304,000
Dallas Arts District (Dallas, TX)	812,467	$23.44	$19,044,225	762,082	$43.65	$33,264,882	**$52,309,107**	$41,104,299	78.6%	$134,751,000
Arts District Average	**672,091**	**$23.35**	**$15,703,300**	**477,387**	**$39.69**	**$20,074,883**	**$35,778,183**	**$28,239,673**	**79.2%**	**$92,027,500**
Percent of Total			43.9%			56.1%				

Summary Statistics for all 182 Participating Study Regions (where appropriate)
75.9%

Average for all 122,430 Audience Surveys Used for CITY/COUNTY Analyses (where appropriate)
$17.42 **$39.96**

Average for all 40,379 Audience Surveys Used for Multi-City and Multi-County REGIONAL Study Region Analyses (where appropriate)
$17.72 **$42.33**

Average for all 52,714 Audience Surveys Used for STATEWIDE Analyses (where appropriate)
$18.36 **$49.32**

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

1 Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

2 The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

3 The resident attendance multiplied by the overall average resident per person expenditure may not yield the exact total resident audience spending figure that is displayed on this table due to rounding. The same is true for the non-resident calculations on this table. This is because the total resident and non-resident spending estimates were calculated using the per person averages for the appropriate itemized audience spending categories. See Tables 21-24 for the exact calculations.

4 To calculate the total estimated audience expenditures in these multi-city/multi-county and statewide study regions, the individual findings for the less-populated individual participating communities in each region were summed first. The regional or statewide residency percentages and per person spending averages were then applied to any additional data collected for the region or state (if applicable), and the result was added to the sum of the individual communities. Therefore, the total audience expenditures do not equal the average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 16:
Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table presents for each study region the total economic impact of the expenditures made by arts audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during 2010. Summary statistics are calculated for each population group.

The total impact is a measure of the effect each expended dollar has on the study region's economy as it is spent and re-spent within the region. It is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity IV* National Statistical Report for more information about direct and total economic impacts.

Column Two:
The total direct expenditures made by arts and culture audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during 2010. For example, when patrons attend an arts/culture event, they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the performance, and/or pay a babysitter upon returning home. In addition to these categories of expense, non-resident arts and culture audiences often stay overnight at a hotel.

Column Three:
The total number of full-time equivalent (FTE) jobs supported by the expenditures made by nonprofit arts and culture audiences in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Four:
The total amount of household income paid to study region residents as a result of the expenditures made by nonprofit arts and culture audiences in each participating study region. Household income includes salaries, wages, and proprietary income.

Column Five:
The total amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by nonprofit arts and culture audiences in each participating study region. Local government includes the city and county governments located within each participating study region.

Column Six:
The total amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a result of the expenditures made by nonprofit arts and culture audiences in each participating study region.

Table 16:
Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	**Total Audience Expenditures**	**TOTAL Economic Impacts**			
		Full-Time Equivalent Jobs	**Resident Household Income**	**Local Government Revenue**	**State Government Revenue**
City of Gunnison (CO)***	$179,257	5	$100,000	$7,000	$5,000
Town of Telluride (CO)*	$20,797,981	518	$10,533,000	$1,569,000	$533,000
Town of Crested Butte (CO)***	$3,350,716	91	$1,721,000	$201,000	$95,000
Town of Newmarket (NH)	$89,438	2	$51,000	$4,000	$3,000
Greater Ketchikan Area (AK)	$3,695,946	53	$1,270,000	$115,000	$130,000
Gunnison County (CO)	$3,529,973	96	$1,821,000	$208,000	$100,000
City of Durango (CO)	$3,220,322	100	$2,141,000	$241,000	$109,000
Teton County (WY)*	$31,276,019	666	$11,412,000	$1,391,000	$2,007,000
City of Laguna Beach (CA)*	$21,403,349	547	$10,762,000	$956,000	$1,126,000
City of Fairfax (VA)***	$2,624,593	40	$741,000	$69,000	$61,000
City of Auburn (NY)	$1,634,048	32	$686,000	$140,000	$80,000
City of Slidell (LA)***	$2,217,986	61	$1,271,000	$140,000	$174,000
City of Winter Park (FL)***	$26,578,730	932	$15,013,000	$1,232,000	$1,422,000
Greater Elkins Area (WV)	$4,599,612	102	$2,231,000	$235,000	$385,000
Transylvania County (NC)	$4,193,766	86	$1,714,000	$185,000	$202,000
City of Rochester (NH)	$3,068,572	72	$1,580,000	$77,000	$73,000
City and Borough of Juneau (AK)	$1,126,828	25	$483,000	$35,000	$60,000
Princeton (NJ)**	$11,382,126	226	$5,375,000	$658,000	$606,000
Platte County (NE)	$3,030,192	69	$1,452,000	$121,000	$176,000
Adams County (NE)	$3,242,344	93	$2,007,000	$215,000	$216,000
City of Fairbanks (AK)	$5,591,498	124	$2,832,000	$277,000	$270,000
City of West Hollywood (CA)**	$8,515,044	220	$5,645,000	$379,000	$555,000
City of Pittsfield (MA)**	$12,388,438	395	$5,624,000	$591,000	$653,000
Windham County (VT)*	$3,231,306	102	$1,524,000	$99,000	$203,000
Iron County (UT)*	$32,970,876	902	$14,097,000	$1,678,000	$1,671,000
Watauga County (NC)	$6,510,435	190	$3,908,000	$420,000	$304,000
Buffalo County (NE)	$4,376,476	122	$2,723,000	$201,000	$259,000
Group A Average	**$8,326,884**	**217**	**$4,026,556**	**$423,852**	**$425,111**
Average Excluding Outliers/Exclusions	$4,717,356	118	$2,443,706	$241,294	$245,941
Group A Median	$3,695,946	100	$2,007,000	$208,000	$203,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 16:
Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	**Total Audience Expenditures**	**TOTAL Economic Impacts**			
		Full-Time Equivalent Jobs	**Resident Household Income**	**Local Government Revenue**	**State Government Revenue**
Chenango County (NY)	$811,106	12	$257,000	$62,000	$33,000
City of La Crosse (WI)	$6,076,502	214	$4,235,000	$287,000	$362,000
Lenoir County (NC)	$654,637	18	$432,000	$49,000	$34,000
City of Dubuque (IA)	$29,593,558	953	$21,052,000	$2,098,000	$1,652,000
Greater Enid Area (OK)	$4,667,999	118	$2,680,000	$255,000	$265,000
City of Flagstaff (AZ)	$35,163,708	1,008	$22,649,000	$2,540,000	$2,347,000
City of Portland (ME)	$22,643,872	744	$12,836,000	$1,404,000	$1,373,000
Athens County (OH)	$7,598,782	206	$4,485,000	$504,000	$472,000
Rutherford County (NC)	$378,229	8	$165,000	$17,000	$18,000
City of Walnut Creek (CA)	$14,346,782	232	$4,724,000	$388,000	$694,000
City of Missoula (MT)	$26,286,497	888	$18,156,000	$1,420,000	$858,000
City of Bloomington (IN)	$19,976,316	651	$14,280,000	$905,000	$1,334,000
City of Miami Beach (FL)***	$56,323,841	1,536	$43,066,000	$3,785,000	$5,586,000
Greater Parkersburg Area (WV)	$1,068,416	30	$703,000	$33,000	$77,000
Moore County (NC)	$3,221,079	68	$1,356,000	$118,000	$133,000
Indiana County (PA)	$142,854	4	$82,000	$5,000	$9,000
Buchanan County (MO)	$4,626,753	157	$3,536,000	$204,000	$238,000
City of Boulder (CO)	$11,572,023	293	$6,166,000	$387,000	$442,000
Eau Claire County (WI)	$2,793,599	99	$2,303,000	$147,000	$178,000
Group B Average	**$13,049,819**	**381**	**$8,587,526**	**$768,842**	**$847,632**
Average Excluding Outliers/Exclusions	$10,645,706	317	$6,672,056	$601,278	$584,389
Group B Median	$6,076,502	206	$4,235,000	$287,000	$362,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 16:
Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	Total Audience Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Rochester (MN)	$19,084,515	278	$6,254,000	$565,000	$1,060,000
Tompkins County (NY)	$7,336,956	197	$3,952,000	$715,000	$423,000
Wayne County (NC)	$1,363,434	42	$926,000	$71,000	$80,000
City of McKinney (TX)	$1,407,326	34	$719,000	$53,000	$83,000
Orange County (NC)	$21,503,700	643	$12,823,000	$1,282,000	$1,308,000
Town of Cary (NC)***	$4,964,157	158	$3,842,000	$333,000	$299,000
Marathon County (WI)	$3,912,630	148	$2,381,000	$126,000	$184,000
Greater Charlottesville Area (VA)**	$64,870,161	803	$17,732,000	$3,889,000	$2,326,000
City of Fort Collins (CO)	$10,153,509	317	$6,303,000	$835,000	$419,000
Cambria County (PA)	$25,007,884	683	$15,231,000	$1,084,000	$1,711,000
City of Alexandria (VA)	$44,580,402	894	$17,624,000	$1,627,000	$1,444,000
City of Eugene (OR)	$16,084,968	494	$10,790,000	$694,000	$197,000
Pitt County (NC)	$3,096,141	103	$2,284,000	$174,000	$177,000
City of Santa Clarita (CA)	$5,564,504	142	$3,870,000	$190,000	$379,000
City of Providence (RI)**	$106,067,850	2,673	$43,186,000	$5,538,000	$5,433,000
Erie (PA)	$7,500,339	261	$4,878,000	$284,000	$441,000
New Hanover County (NC)	$15,106,019	511	$11,431,000	$891,000	$849,000
City of Glendale (CA)	$2,978,277	79	$1,890,000	$145,000	$243,000
City of Tacoma (WA)	$29,855,696	698	$14,373,000	$1,342,000	$1,650,000
Whatcom County (WA)	$5,420,331	179	$3,146,000	$291,000	$344,000
City of Boise (ID)	$25,293,132	800	$16,953,000	$859,000	$1,512,000
Lackawanna County (PA)	$12,507,554	410	$8,270,000	$495,000	$765,000
Arlington County (VA)	$7,324,424	128	$2,473,000	$398,000	$219,000
City of Orlando (FL)***	$45,874,130	1,644	$31,076,000	$2,389,000	$2,968,000
Buncombe County (NC)	$26,820,994	877	$17,587,000	$1,738,000	$1,731,000
St. Tammany Parish (LA)	$14,696,163	410	$8,567,000	$955,000	$1,149,000
Alachua County (FL)	$53,153,848	1,590	$30,339,000	$2,189,000	$2,979,000
Greater Jackson Area (MS)	$6,715,101	219	$5,727,000	$436,000	$656,000
Group C Average	**$21,008,719**	**551**	**$10,879,536**	**$1,056,714**	**$1,108,179**
Average Excluding Outliers/Exclusions	$20,669,456	524	$10,373,423	$1,033,308	$1,067,769
Group C Median	$13,601,859	364	$7,286,500	$704,500	$710,500

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 16:
Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	Total Audience Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Lincoln (NE)	$19,565,607	655	$12,680,000	$1,208,000	$1,138,000
Durham County (NC)	$51,414,683	1,532	$35,502,000	$3,893,000	$2,592,000
Osceola County (FL)	$499,214	14	$276,000	$14,000	$38,000
City of Newark (NJ)	$52,868,971	905	$22,429,000	$1,649,000	$2,580,000
City of Riverside (CA)***	$20,727,398	581	$12,338,000	$876,000	$1,513,000
Lexington-Fayette Urban County (KY)	$10,446,761	384	$8,623,000	$307,000	$864,000
Loudoun County (VA)	$7,668,542	121	$2,954,000	$274,000	$281,000
Cumberland County (NC)	$21,542,634	661	$13,982,000	$1,236,000	$1,334,000
Greater Chattanooga Area (TN)	$65,579,534	1,963	$48,548,000	$3,211,000	$5,283,000
Forsyth County (NC)	$65,925,399	2,121	$47,055,000	$3,534,000	$4,265,000
City of Wichita (KS)	$29,063,523	940	$19,540,000	$1,845,000	$1,530,000
Sarasota County (FL)	$50,749,733	1,034	$29,250,000	$3,102,000	$5,406,000
City of Oakland (CA)	$22,017,486	481	$13,114,000	$1,345,000	$1,357,000
Santa Barbara County (CA)	$44,322,268	1,246	$21,501,000	$2,272,000	$2,871,000
City of Miami (FL)***	$233,887,365	6,240	$173,233,000	$13,759,000	$21,662,000
Seminole County (FL)	$1,301,516	30	$713,000	$73,000	$98,000
City of Omaha (NE)	$44,017,170	1,310	$31,868,000	$2,058,000	$2,916,000
Greater Syracuse Area (NY)	$99,467,778	3,313	$75,325,000	$9,949,000	$6,176,000
City of Mesa (AZ)	$10,495,071	302	$6,684,000	$504,000	$631,000
Guilford County (NC)	$71,743,900	2,668	$42,561,000	$3,987,000	$3,758,000
Dane County (WI)	$76,266,707	2,411	$41,173,000	$3,335,000	$4,277,000
Volusia County (FL)	$15,935,543	491	$10,579,000	$1,026,000	$1,394,000
Group D Average	**$46,159,400**	**1,337**	**$30,451,273**	**$2,702,591**	**$3,271,091**
Average Excluding Outliers/Exclusions	$38,044,602	1,129	$24,217,850	$2,241,100	$2,439,450
Group D Median	$36,540,347	923	$20,520,500	$1,747,000	$2,055,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 16:
Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	Total Audience Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Albuquerque (NM)	$30,270,300	970	$24,318,000	$1,144,000	$2,730,000
City of Atlanta (GA)	$131,869,187	4,326	$83,627,000	$8,969,000	$7,114,000
Polk County (FL)	$7,801,775	222	$4,988,000	$419,000	$632,000
Lee County (FL)	$45,143,166	1,206	$26,770,000	$2,503,000	$3,862,000
City of Seattle (WA)	$175,628,709	4,035	$69,403,000	$8,175,000	$9,077,000
District of Columbia (DC)* [1]	$394,790,447	2,416	$48,289,000	$14,463,000	$0
City of Baltimore (MD)	$121,937,488	3,022	$57,322,000	$6,129,000	$5,344,000
Jefferson County (AL)	$146,401,225	3,836	$66,606,000	$5,983,000	$5,643,000
City of Austin (TX)	$98,968,236	2,878	$54,560,000	$7,848,000	$5,061,000
City of Indianapolis (IN)	$191,393,300	7,111	$137,094,000	$9,388,000	$15,395,000
City and County of San Francisco (CA)*	$237,851,930	5,812	$121,997,000	$11,702,000	$14,312,000
Prince George's County (MD)	$12,639,245	245	$4,516,000	$471,000	$476,000
Bergen County (NJ)	$14,497,093	253	$6,371,000	$596,000	$647,000
Wake County (NC)	$78,421,629	2,427	$42,132,000	$4,243,000	$3,930,000
Fairfield County (CT)	$46,000,821	589	$15,199,000	$907,000	$1,655,000
Mecklenburg County (NC)	$101,620,796	2,921	$52,678,000	$5,513,000	$4,824,000
Greater Memphis Area (TN)	$62,582,581	1,852	$46,528,000	$3,637,000	$5,438,000
City of San Jose (CA)***	$49,348,167	825	$14,562,000	$1,428,000	$1,883,000
Westchester County (NY)	$59,594,940	1,588	$39,442,000	$4,201,000	$5,494,000
Montgomery County (MD)	$74,321,520	906	$17,009,000	$1,998,000	$1,941,000
Group E Average	**$104,054,128**	**2,370**	**$46,585,368**	**$4,487,053**	**$5,024,105**
Average Excluding Outliers/Exclusions	$82,299,530	2,258	$44,033,118	$4,242,588	$4,662,529
Group E Median	$76,371,575	1,852	$42,132,000	$4,201,000	$4,824,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 16:
Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	Total Audience Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Pima County (AZ)	$44,940,733	1,332	$26,040,000	$1,983,000	$2,514,000
Fairfax County (VA)	$30,066,316	372	$6,599,000	$757,000	$704,000
Orange County (FL)	$110,252,107	4,009	$66,969,000	$5,327,000	$5,827,000
Greater Columbus Area (OH)	$95,167,848	3,517	$87,501,000	$5,511,000	$6,899,000
Allegheny County (PA)	$316,787,838	9,870	$154,874,000	$15,775,000	$25,645,000
City of San Diego (CA)***	$341,334,110	7,973	$224,301,000	$16,419,000	$22,692,000
City of Dallas (TX)	$156,585,203	4,208	$110,690,000	$10,033,000	$10,096,000
Palm Beach County (FL)	$111,052,882	2,418	$46,618,000	$4,563,000	$5,353,000
Greater St. Louis Area (MO)	$269,079,387	8,937	$177,147,000	$19,031,000	$16,047,000
City of San Antonio (TX)	$71,964,193	2,398	$57,483,000	$4,270,000	$6,052,000
Sacramento County (CA)	$29,930,968	783	$19,353,000	$1,533,000	$2,108,000
City and County of Philadelphia (PA)	$478,712,213	12,540	$228,971,000	$27,982,000	$25,815,000
City of Phoenix (AZ)	$136,110,089	3,977	$85,713,000	$7,067,000	$9,364,000
Broward County (FL)	$126,877,854	3,565	$75,507,000	$6,433,000	$6,740,000
Santa Clara County (CA)	$61,982,976	1,024	$17,963,000	$1,798,000	$2,374,000
Tarrant County (TX)	$45,257,105	1,270	$31,107,000	$2,582,000	$3,327,000
Clark County (NV)	$21,573,435	549	$12,455,000	$592,000	$1,686,000
Riverside County (CA)	$34,438,434	946	$17,671,000	$1,675,000	$2,282,000
Miami-Dade County (FL)	$402,224,799	11,841	$325,294,000	$21,321,000	$37,714,000
City of Chicago (IL)	$989,821,832	23,468	$401,484,000	$63,724,000	$45,867,000
San Diego County (CA)	$392,652,110	9,172	$258,024,000	$18,888,000	$26,104,000
City of Los Angeles (CA)	$435,210,240	11,096	$297,827,000	$20,336,000	$29,267,000
Harris County (TX)	$495,568,097	10,576	$309,195,000	$31,506,000	$38,686,000
Group F Average	**$225,982,207**	**5,906**	**$132,121,130**	**$12,569,826**	**$14,485,348**
Average Excluding Outliers/Exclusions	$220,738,939	5,812	$127,931,136	$12,394,864	$14,112,318
Group F Median	$126,877,854	3,977	$85,713,000	$6,433,000	$6,899,000

ALL CITY/COUNTY STUDY REGIONS					
Average	**$67,303,573**	**1,730**	**$37,466,254**	**$3,546,790**	**$4,052,152**
Average Excluding Outliers/Exclusions	$65,212,203	1,751	$37,322,950	$3,595,200	$4,008,208
Median	$21,573,435	643	$12,823,000	$1,084,000	$1,334,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 16:
Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Total Audience Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Greater Portsmouth Area (NH)	$30,911,501	835	$16,556,000	$2,099,000	$1,659,000
Greater Concord Area (NH)	$6,957,719	183	$4,091,000	$278,000	$197,000
Greater Aberdeen Area (SD)	$3,045,063	80	$1,812,000	$163,000	$154,000
Centre Region (PA)	$12,476,232	338	$7,227,000	$707,000	$922,000
Greater Minot Area (ND)	$3,621,156	93	$1,989,000	$219,000	$296,000
Creative Corridor in Northwest Iowa (IA)	$7,459,884	202	$4,387,000	$472,000	$373,000
Northern New Hampshire (NH)	$7,372,158	179	$4,201,000	$406,000	$219,000
Greater Sioux Falls Area (SD)	$19,105,535	648	$15,549,000	$988,000	$1,089,000
Greater Athens Area (GA)	$6,168,568	185	$4,642,000	$461,000	$272,000
Greater Rockford Area (IL)	$6,624,256	212	$4,665,000	$382,000	$457,000
Greater Peoria Area (IL)	$5,555,837	161	$3,891,000	$335,000	$377,000
Greater Fox Cities Region (WI)	$11,091,534	162	$3,430,000	$272,000	$467,000
Northern Tier Region (PA)	$3,253,732	69	$1,476,000	$119,000	$192,000
Northwest Arkansas Area (AR)	$14,580,226	397	$7,715,000	$492,000	$1,414,000
Mahoning Valley Region (OH)	$12,537,414	357	$7,964,000	$645,000	$784,000
Iowa Cultural Corridor (IA)	$29,572,994	800	$15,659,000	$1,519,000	$2,230,000
Pikes Peak Region (CO)	$34,544,172	1,125	$21,827,000	$2,902,000	$1,273,000
Greater Columbia Area (SC)	$17,368,257	669	$15,603,000	$1,045,000	$1,216,000
Lehigh Valley Region (PA)	$105,867,965	3,664	$73,625,000	$4,327,000	$8,403,000
West Valley Region (AZ)	$6,179,636	182	$4,552,000	$258,000	$406,000
Greater Harrisburg Area (PA)	$23,583,352	679	$15,037,000	$1,099,000	$2,047,000
Greater Hartford Area (CT)	$82,005,472	2,131	$53,882,000	$1,921,000	$7,415,000
Greater Portland Area (OR)	$101,452,193	3,132	$67,673,000	$4,762,000	$3,546,000
Metropolitan Kansas City Area (MO/KS)	$69,273,171	2,192	$53,417,000	$3,689,000	$5,192,000
Greater Milwaukee Area (WI)	$79,267,169	2,328	$44,594,000	$5,356,000	$6,731,000

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 16:
Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Total Audience Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Central Florida Region (FL)	$165,039,213	5,276	$116,811,000	$10,911,000	$15,634,000
Greater Washington DC Region (DC/MD/VA)	$563,722,354	8,708	$180,120,000	$25,124,000	$9,966,000
Greater Philadelphia Region (PA)	$521,137,437	13,441	$279,080,000	$31,680,000	$36,279,000
Southeastern Michigan Region (MI)	$132,560,262	3,097	$79,846,000	$4,514,000	$8,766,000
Greater Houston Area (TX)	$563,107,041	13,099	$324,892,000	$34,978,000	$42,484,000
North Texas Region (TX)	$216,653,567	5,969	$149,853,000	$13,863,000	$15,486,000
Regional Average	**$92,325,647**	**2,277**	**$51,163,419**	**$5,031,806**	**$5,675,677**
Regional Median	$19,105,535	669	$15,549,000	$1,045,000	$1,273,000

Statewide Study Regions All Populations Sample Size = 10	Total Audience Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of South Dakota	$60,456,028	1,690	$36,460,000	$2,158,000	$3,420,000
State of Delaware	$38,921,849	1,081	$28,503,000	$536,000	$2,288,000
State of Hawai'i	$70,319,715	1,406	$51,571,000	$1,442,000	$6,470,000
State of New Hampshire	$62,054,161	1,484	$33,928,000	$3,375,000	$2,674,000
State of Nebraska	$78,624,668	2,431	$56,457,000	$4,418,000	$5,541,000
State of Connecticut	$197,482,356	3,908	$88,286,000	$6,748,000	$12,214,000
State of Wisconsin	$195,084,268	6,628	$146,127,000	$12,175,000	$16,390,000
State of North Carolina	$582,577,874	17,781	$385,450,000	$35,902,000	$33,482,000
State of Pennsylvania	$1,074,732,171	30,236	$577,354,000	$87,966,000	$110,435,000
State of Illinois	$1,191,622,162	28,492	$789,833,000	$86,189,000	$75,140,000
Statewide Average	**$355,187,525**	**9,514**	**$219,396,900**	**$24,090,900**	**$26,805,400**
Statewide Median	$136,854,468	3,170	$72,371,500	$5,583,000	$9,342,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 16:
Total Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	Total Audience Expenditures	TOTAL Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Grand Center Arts District (St. Louis, MO)	$19,247,258	567	$13,384,000	$1,257,000	$920,000
Dallas Arts District (Dallas, TX)	$52,309,107	1,399	$36,998,000	$2,958,000	$3,252,000
Arts District Average	**$35,778,183**	**983**	**$25,191,000**	**$2,107,500**	**$2,086,000**

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] The economic impact findings for the District of Columbia (DC) are excluded from the calculation of the economic impact summary statistics on this table due to Washington, DC's unique status as a study region with no state government.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 17:
Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table presents for each study region the direct economic impact of the expenditures made by arts audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during 2010. Summary statistics are calculated for each population group.

The direct impact is a measure of the effect of the initial expenditure. Because it measures only one round of spending, the direct impact is always smaller than the total impact, which measures the effect of each dollar as it is spent and re-spent within the study region. It is derived from input-output models that are customized for each participating study region. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity IV* National Statistical Report for more information about direct and total economic impacts.

Column Two:
The total direct expenditures made by arts and culture audiences in each participating study region as a direct result of their attendance to nonprofit arts and culture events during 2010. For example, when patrons attend an arts/culture event, they may purchase dinner at a restaurant, pay a valet to park their car, eat dessert after the performance, and/or pay a babysitter upon returning home. In addition to these categories of expense, non-resident arts and culture audiences often stay overnight at a hotel.

Column Three:
The number of full-time equivalent (FTE) jobs directly supported by the expenditures made by nonprofit arts and culture audiences in each participating study region. Economists measure FTE jobs—not the total number of employees—because it is a more accurate measure of total employment. Each FTE job can represent one full-time employee, two employees who work half-time, four employees who work quarter-time, etc.

Column Four:
The amount of household income paid to study region residents as a direct result of the expenditures made by nonprofit arts and culture audiences in each participating study region. Household income includes salaries, wages, and proprietary income.

Column Five:
The amount of revenue that the local government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by nonprofit arts and culture audiences in each participating study region. Local government includes the city and county governments located within each participating study region.

Column Six:
The amount of revenue that the state government receives (e.g., licenses, fees, taxes) as a direct result of the expenditures made by nonprofit arts and culture audiences in each participating study region.

Table 17:
Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	Total Audience Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Gunnison (CO)***	$179,257	4	$78,000	$5,000	$4,000
Town of Telluride (CO)*	$20,797,981	449	$8,559,000	$1,412,000	$432,000
Town of Crested Butte (CO)***	$3,350,716	77	$1,332,000	$161,000	$78,000
Town of Newmarket (NH)	$89,438	2	$31,000	$2,000	$1,000
Greater Ketchikan Area (AK)	$3,695,946	45	$1,024,000	$71,000	$57,000
Gunnison County (CO)	$3,529,973	81	$1,410,000	$166,000	$82,000
City of Durango (CO)	$3,220,322	79	$1,478,000	$180,000	$80,000
Teton County (WY)*	$31,276,019	570	$9,020,000	$1,195,000	$1,060,000
City of Laguna Beach (CA)*	$21,403,349	388	$6,052,000	$551,000	$819,000
City of Fairfax (VA)***	$2,624,593	32	$556,000	$42,000	$46,000
City of Auburn (NY)	$1,634,048	26	$518,000	$98,000	$65,000
City of Slidell (LA)***	$2,217,986	48	$853,000	$81,000	$119,000
City of Winter Park (FL)***	$26,578,730	619	$7,909,000	$815,000	$895,000
Greater Elkins Area (WV)	$4,599,612	81	$1,602,000	$187,000	$292,000
Transylvania County (NC)	$4,193,766	72	$1,309,000	$135,000	$157,000
City of Rochester (NH)	$3,068,572	57	$1,079,000	$27,000	$26,000
City and Borough of Juneau (AK)	$1,126,828	22	$371,000	$18,000	$47,000
Princeton (NJ)**	$11,382,126	171	$3,314,000	$416,000	$452,000
Platte County (NE)	$3,030,192	57	$1,114,000	$86,000	$145,000
Adams County (NE)	$3,242,344	72	$1,374,000	$152,000	$165,000
City of Fairbanks (AK)	$5,591,498	98	$1,989,000	$159,000	$74,000
City of West Hollywood (CA)**	$8,515,044	153	$3,181,000	$196,000	$391,000
City of Pittsfield (MA)**	$12,388,438	317	$3,762,000	$229,000	$504,000
Windham County (VT)*	$3,231,306	77	$997,000	$84,000	$142,000
Iron County (UT)*	$32,970,876	702	$9,939,000	$1,427,000	$1,297,000
Watauga County (NC)	$6,510,435	151	$2,740,000	$344,000	$233,000
Buffalo County (NE)	$4,376,476	94	$1,826,000	$123,000	$201,000
Group A Average	**$8,326,884**	**168**	**$2,719,148**	**$309,704**	**$291,259**
Average Excluding Outliers/Exclusions	$4,717,356	93	$1,654,235	$152,294	$174,824
Group A Median	$3,695,946	79	$1,410,000	$159,000	$145,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 17:
Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	**Total Audience Expenditures**	**DIRECT Economic Impacts**			
		Full-Time Equivalent Jobs	**Resident Household Income**	**Local Government Revenue**	**State Government Revenue**
Chenango County (NY)	$811,106	10	$198,000	$51,000	$28,000
City of La Crosse (WI)	$6,076,502	156	$2,533,000	$166,000	$251,000
Lenoir County (NC)	$654,637	13	$290,000	$38,000	$25,000
City of Dubuque (IA)	$29,593,558	705	$13,178,000	$1,513,000	$1,199,000
Greater Enid Area (OK)	$4,667,999	92	$1,836,000	$191,000	$180,000
City of Flagstaff (AZ)	$35,163,708	777	$15,196,000	$1,891,000	$1,812,000
City of Portland (ME)	$22,643,872	494	$6,634,000	$666,000	$865,000
Athens County (OH)	$7,598,782	165	$3,248,000	$358,000	$362,000
Rutherford County (NC)	$378,229	7	$126,000	$13,000	$14,000
City of Walnut Creek (CA)	$14,346,782	195	$3,277,000	$200,000	$525,000
City of Missoula (MT)	$26,286,497	633	$10,670,000	$864,000	$230,000
City of Bloomington (IN)	$19,976,316	471	$8,650,000	$524,000	$967,000
City of Miami Beach (FL)***	$56,323,841	1,029	$23,422,000	$2,405,000	$3,401,000
Greater Parkersburg Area (WV)	$1,068,416	22	$468,000	$18,000	$54,000
Moore County (NC)	$3,221,079	58	$1,027,000	$85,000	$100,000
Indiana County (PA)	$142,854	3	$61,000	$3,000	$7,000
Buchanan County (MO)	$4,626,753	114	$2,160,000	$103,000	$171,000
City of Boulder (CO)	$11,572,023	224	$3,972,000	$273,000	$314,000
Eau Claire County (WI)	$2,793,599	71	$1,346,000	$73,000	$123,000
Group B Average	**$13,049,819**	**276**	**$5,173,263**	**$496,579**	**$559,368**
Average Excluding Outliers/Exclusions	$10,645,706	234	$4,159,444	$390,556	$401,500
Group B Median	$6,076,502	156	$2,533,000	$191,000	$230,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 17:
Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	Total Audience Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Rochester (MN)	$19,084,515	233	$4,709,000	$416,000	$826,000
Tompkins County (NY)	$7,336,956	163	$2,898,000	$507,000	$342,000
Wayne County (NC)	$1,363,434	32	$609,000	$45,000	$57,000
City of McKinney (TX)	$1,407,326	27	$484,000	$23,000	$59,000
Orange County (NC)	$21,503,700	518	$8,948,000	$888,000	$912,000
Town of Cary (NC)***	$4,964,157	109	$2,126,000	$222,000	$192,000
Marathon County (WI)	$3,912,630	109	$1,505,000	$74,000	$132,000
Greater Charlottesville Area (VA)**	$64,870,161	726	$15,283,000	$3,299,000	$2,009,000
City of Fort Collins (CO)	$10,153,509	246	$4,092,000	$538,000	$285,000
Cambria County (PA)	$25,007,884	520	$9,998,000	$719,000	$1,211,000
City of Alexandria (VA)	$44,580,402	719	$12,193,000	$1,050,000	$1,092,000
City of Eugene (OR)	$16,084,968	369	$6,663,000	$344,000	$56,000
Pitt County (NC)	$3,096,141	77	$1,486,000	$111,000	$121,000
City of Santa Clarita (CA)	$5,564,504	97	$2,233,000	$68,000	$270,000
City of Providence (RI)**	$106,067,850	1,847	$23,991,000	$2,672,000	$3,875,000
Erie (PA)	$7,500,339	190	$2,885,000	$121,000	$295,000
New Hanover County (NC)	$15,106,019	373	$6,855,000	$622,000	$603,000
City of Glendale (CA)	$2,978,277	57	$1,056,000	$56,000	$172,000
City of Tacoma (WA)	$29,855,696	523	$9,016,000	$802,000	$1,038,000
Whatcom County (WA)	$5,420,331	135	$1,988,000	$187,000	$233,000
City of Boise (ID)	$25,293,132	571	$9,881,000	$340,000	$986,000
Lackawanna County (PA)	$12,507,554	293	$4,995,000	$212,000	$513,000
Arlington County (VA)	$7,324,424	110	$1,957,000	$293,000	$179,000
City of Orlando (FL)***	$45,874,130	1,104	$16,327,000	$1,602,000	$1,907,000
Buncombe County (NC)	$26,820,994	628	$10,426,000	$1,386,000	$1,195,000
St. Tammany Parish (LA)	$14,696,163	323	$5,757,000	$560,000	$779,000
Alachua County (FL)	$53,153,848	1,168	$19,200,000	$1,310,000	$1,999,000
Greater Jackson Area (MS)	$6,715,101	140	$3,066,000	$292,000	$437,000
Group C Average	**$21,008,719**	**407**	**$6,808,107**	**$669,964**	**$777,679**
Average Excluding Outliers/Exclusions	$20,669,456	392	$6,622,077	$651,346	$756,769
Group C Median	$13,601,859	270	$4,852,000	$380,000	$475,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 17:
Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	Total Audience Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Lincoln (NE)	$19,565,607	473	$7,462,000	$618,000	$789,000
Durham County (NC)	$51,414,683	1,127	$21,723,000	$3,055,000	$1,846,000
Osceola County (FL)	$499,214	12	$199,000	$9,000	$28,000
City of Newark (NJ)	$52,868,971	651	$13,740,000	$1,162,000	$1,929,000
City of Riverside (CA)***	$20,727,398	458	$8,170,000	$419,000	$1,130,000
Lexington-Fayette Urban County (KY)	$10,446,761	274	$4,853,000	$167,000	$563,000
Loudoun County (VA)	$7,668,542	99	$2,157,000	$183,000	$231,000
Cumberland County (NC)	$21,542,634	524	$9,706,000	$785,000	$909,000
Greater Chattanooga Area (TN)	$65,579,534	1,364	$28,641,000	$1,944,000	$3,738,000
Forsyth County (NC)	$65,925,399	1,418	$26,271,000	$2,518,000	$2,817,000
City of Wichita (KS)	$29,063,523	672	$11,481,000	$1,061,000	$1,043,000
Sarasota County (FL)	$50,749,733	831	$20,277,000	$2,007,000	$3,648,000
City of Oakland (CA)	$22,017,486	343	$7,864,000	$880,000	$975,000
Santa Barbara County (CA)	$44,322,268	984	$14,353,000	$1,368,000	$2,154,000
City of Miami (FL)***	$233,887,365	4,176	$92,778,000	$6,848,000	$12,741,000
Seminole County (FL)	$1,301,516	23	$462,000	$46,000	$66,000
City of Omaha (NE)	$44,017,170	907	$17,832,000	$1,116,000	$2,025,000
Greater Syracuse Area (NY)	$99,467,778	2,323	$41,594,000	$5,735,000	$4,622,000
City of Mesa (AZ)	$10,495,071	208	$3,702,000	$252,000	$422,000
Guilford County (NC)	$71,743,900	1,783	$22,706,000	$2,494,000	$2,432,000
Dane County (WI)	$76,266,707	1,659	$22,736,000	$1,898,000	$2,820,000
Volusia County (FL)	$15,935,543	368	$6,608,000	$589,000	$880,000
Group D Average	**$46,159,400**	**940**	**$17,514,318**	**$1,597,909**	**$2,173,091**
Average Excluding Outliers/Exclusions	$38,044,602	802	$14,218,350	$1,394,350	$1,696,850
Group D Median	$36,540,347	662	$12,610,500	$1,088,500	$1,488,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 17:
Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	Total Audience Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
City of Albuquerque (NM)	$30,270,300	667	$13,689,000	$550,000	$1,505,000
City of Atlanta (GA)	$131,869,187	3,026	$45,564,000	$6,224,000	$5,006,000
Polk County (FL)	$7,801,775	165	$3,007,000	$236,000	$407,000
Lee County (FL)	$45,143,166	922	$17,236,000	$1,530,000	$2,590,000
City of Seattle (WA)	$175,628,709	2,982	$41,661,000	$5,873,000	$6,116,000
District of Columbia (DC)* [1]	$394,790,447	2,228	$42,929,000	$13,361,000	$0
City of Baltimore (MD)	$121,937,488	2,084	$31,406,000	$2,627,000	$3,625,000
Jefferson County (AL)	$146,401,225	2,592	$35,185,000	$4,470,000	$3,718,000
City of Austin (TX)	$98,968,236	2,068	$32,487,000	$4,467,000	$3,442,000
City of Indianapolis (IN)	$191,393,300	4,656	$69,400,000	$4,406,000	$10,514,000
City and County of San Francisco (CA)*	$237,851,930	4,460	$77,450,000	$7,988,000	$10,859,000
Prince George's County (MD)	$12,639,245	194	$3,065,000	$337,000	$366,000
Bergen County (NJ)	$14,497,093	189	$3,972,000	$304,000	$473,000
Wake County (NC)	$78,421,629	1,654	$23,297,000	$2,737,000	$2,532,000
Fairfield County (CT)	$46,000,821	453	$9,811,000	$330,000	$1,207,000
Mecklenburg County (NC)	$101,620,796	1,971	$27,947,000	$4,154,000	$3,188,000
Greater Memphis Area (TN)	$62,582,581	1,286	$26,086,000	$2,549,000	$3,665,000
City of San Jose (CA)***	$49,348,167	660	$9,842,000	$932,000	$1,469,000
Westchester County (NY)	$59,594,940	1,240	$26,599,000	$2,568,000	$4,133,000
Montgomery County (MD)	$74,321,520	750	$12,251,000	$1,646,000	$1,533,000
Group E Average	**$104,054,128**	**1,685**	**$26,839,737**	**$2,838,316**	**$3,492,000**
Average Excluding Outliers/Exclusions	$82,299,530	1,582	$24,862,529	$2,647,529	$3,177,647
Group E Median	$76,371,575	1,286	$26,086,000	$2,568,000	$3,188,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 17:
Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	Total Audience Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Pima County (AZ)	$44,940,733	1,004	$16,596,000	$910,000	$1,801,000
Fairfax County (VA)	$30,066,316	302	$4,958,000	$458,000	$528,000
Orange County (FL)	$110,252,107	2,699	$35,203,000	$3,501,000	$3,713,000
Greater Columbus Area (OH)	$95,167,848	2,334	$43,833,000	$3,176,000	$4,489,000
Allegheny County (PA)	$316,787,838	6,807	$81,901,000	$8,496,000	$16,125,000
City of San Diego (CA)***	$341,334,110	5,587	$138,917,000	$9,746,000	$16,271,000
City of Dallas (TX)	$156,585,203	2,867	$60,677,000	$6,581,000	$6,694,000
Palm Beach County (FL)	$111,052,882	1,912	$30,325,000	$2,379,000	$3,418,000
Greater St. Louis Area (MO)	$269,079,387	6,336	$99,378,000	$12,362,000	$10,952,000
City of San Antonio (TX)	$71,964,193	1,668	$31,809,000	$2,078,000	$4,275,000
Sacramento County (CA)	$29,930,968	559	$11,154,000	$846,000	$1,498,000
City and County of Philadelphia (PA)	$478,712,213	8,795	$128,543,000	$19,808,000	$16,990,000
City of Phoenix (AZ)	$136,110,089	2,773	$47,185,000	$3,678,000	$6,333,000
Broward County (FL)	$126,877,854	2,534	$43,778,000	$2,928,000	$4,101,000
Santa Clara County (CA)	$61,982,976	819	$12,101,000	$1,147,000	$1,861,000
Tarrant County (TX)	$45,257,105	910	$18,025,000	$1,221,000	$2,212,000
Clark County (NV)	$21,573,435	420	$7,996,000	$456,000	$1,194,000
Riverside County (CA)	$34,438,434	744	$11,695,000	$924,000	$1,720,000
Miami-Dade County (FL)	$402,224,799	7,991	$174,949,000	$11,182,000	$22,359,000
City of Chicago (IL)	$989,821,832	15,657	$210,076,000	$41,800,000	$32,012,000
San Diego County (CA)	$392,652,110	6,427	$159,803,000	$11,212,000	$18,717,000
City of Los Angeles (CA)	$435,210,240	7,602	$169,360,000	$10,827,000	$20,697,000
Harris County (TX)	$495,568,097	7,685	$181,421,000	$17,704,000	$26,690,000
Group F Average	**$225,982,207**	**4,106**	**$74,768,826**	**$7,540,000**	**$9,767,391**
Average Excluding Outliers/Exclusions	$220,738,939	4,038	$71,853,000	$7,439,727	$9,471,773
Group F Median	$126,877,854	2,699	$43,833,000	$3,501,000	$4,489,000

ALL CITY/COUNTY STUDY REGIONS					
Average	**$67,303,573**	**1,220**	**$21,574,558**	**$2,167,087**	**$2,746,906**
Average Excluding Outliers/Exclusions	$65,212,203	1,231	$21,358,017	$2,192,692	$2,718,425
Median	$21,573,435	471	$8,170,000	$618,000	$895,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 17:
Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Total Audience Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Greater Portsmouth Area (NH)	$30,911,501	629	$10,303,000	$1,263,000	$593,000
Greater Concord Area (NH)	$6,957,719	139	$2,611,000	$104,000	$56,000
Greater Aberdeen Area (SD)	$3,045,063	61	$1,212,000	$114,000	$111,000
Centre Region (PA)	$12,476,232	268	$4,994,000	$484,000	$693,000
Greater Minot Area (ND)	$3,621,156	72	$1,313,000	$141,000	$185,000
Creative Corridor in Northwest Iowa (IA)	$7,459,884	158	$3,086,000	$360,000	$290,000
Northern New Hampshire (NH)	$7,372,158	138	$2,936,000	$270,000	$98,000
Greater Sioux Falls Area (SD)	$19,105,535	451	$8,910,000	$619,000	$718,000
Greater Athens Area (GA)	$6,168,568	134	$2,958,000	$295,000	$195,000
Greater Rockford Area (IL)	$6,624,256	152	$2,738,000	$170,000	$329,000
Greater Peoria Area (IL)	$5,555,837	115	$2,326,000	$175,000	$282,000
Greater Fox Cities Region (WI)	$11,091,534	119	$2,051,000	$126,000	$331,000
Northern Tier Region (PA)	$3,253,732	57	$1,108,000	$78,000	$152,000
Northwest Arkansas Area (AR)	$14,580,226	295	$4,726,000	$353,000	$992,000
Mahoning Valley Region (OH)	$12,537,414	267	$5,038,000	$367,000	$582,000
Iowa Cultural Corridor (IA)	$29,572,994	597	$9,878,000	$882,000	$1,701,000
Pikes Peak Region (CO)	$34,544,172	857	$13,669,000	$1,920,000	$872,000
Greater Columbia Area (SC)	$17,368,257	456	$8,278,000	$580,000	$816,000
Lehigh Valley Region (PA)	$105,867,965	2,560	$42,606,000	$2,589,000	$5,851,000
West Valley Region (AZ)	$6,179,636	126	$2,509,000	$102,000	$266,000
Greater Harrisburg Area (PA)	$23,583,352	475	$8,234,000	$309,000	$1,403,000
Greater Hartford Area (CT)	$82,005,472	1,559	$31,635,000	$987,000	$5,476,000
Greater Portland Area (OR)	$101,452,193	2,135	$35,645,000	$2,538,000	$1,099,000
Metropolitan Kansas City Area (MO/KS)	$69,273,171	1,488	$28,221,000	$2,222,000	$3,578,000
Greater Milwaukee Area (WI)	$79,267,169	1,569	$23,265,000	$2,214,000	$4,353,000

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 17:
Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	Total Audience Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Central Florida Region (FL)	$165,039,213	3,629	$62,984,000	$6,127,000	$10,049,000
Greater Washington DC Region (DC/MD/VA)	$563,722,354	7,183	$131,733,000	$17,202,000	$7,981,000
Greater Philadelphia Region (PA)	$521,137,437	9,158	$149,649,000	$20,024,000	$24,355,000
Southeastern Michigan Region (MI)	$132,560,262	2,176	$45,790,000	$1,974,000	$5,746,000
Greater Houston Area (TX)	$563,107,041	9,589	$193,834,000	$21,276,000	$30,799,000
North Texas Region (TX)	$216,653,567	4,174	$83,023,000	$7,598,000	$10,589,000
Regional Average	**$92,325,647**	**1,638**	**$29,911,710**	**$3,014,935**	**$3,888,419**
Regional Median	$19,105,535	456	$8,278,000	$580,000	$816,000

Statewide Study Regions All Populations Sample Size = 10	Total Audience Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
State of South Dakota	$60,456,028	1,534	$32,109,000	$1,959,000	$3,006,000
State of Delaware	$38,921,849	987	$25,285,000	$490,000	$847,000
State of Hawai'i	$70,319,715	1,172	$44,810,000	$1,183,000	$5,213,000
State of New Hampshire	$62,054,161	1,321	$29,863,000	$2,848,000	$2,127,000
State of Nebraska	$78,624,668	2,197	$49,724,000	$3,911,000	$4,895,000
State of Connecticut	$197,482,356	3,402	$77,216,000	$5,458,000	$10,375,000
State of Wisconsin	$195,084,268	5,893	$126,735,000	$10,651,000	$14,176,000
State of North Carolina	$582,577,874	15,814	$331,412,000	$32,258,000	$28,719,000
State of Pennsylvania	$1,074,732,171	26,593	$491,826,000	$74,805,000	$89,606,000
State of Illinois	$1,191,622,162	25,380	$679,879,000	$75,260,000	$64,608,000
Statewide Average	**$355,187,525**	**8,429**	**$188,885,900**	**$20,882,300**	**$22,357,200**
Statewide Median	$136,854,468	2,800	$63,470,000	$4,684,500	$7,794,000

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 17:
Direct Economic Impact of AUDIENCE Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	Total Audience Expenditures	DIRECT Economic Impacts			
		Full-Time Equivalent Jobs	Resident Household Income	Local Government Revenue	State Government Revenue
Grand Center Arts District (St. Louis, MO)	$19,247,258	405	$7,526,000	$795,000	$619,000
Dallas Arts District (Dallas, TX)	$52,309,107	952	$20,323,000	$1,804,000	$2,116,000
Arts District Average	**$35,778,183**	**679**	**$13,924,500**	**$1,299,500**	**$1,367,500**

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] The economic impact findings for the District of Columbia (DC) are excluded from the calculation of the economic impact summary statistics on this table due to Washington, DC's unique status as a study region with no state government.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 18:
Economic Impact per $100,000 of Direct Spending by Nonprofit Arts and Culture Audiences Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table summarizes the total and direct economic impacts of expenditures made by nonprofit arts and culture audiences in the form of ratios. Summary statistics are calculated for each population group.

Using this chart, a determination can be made of the economic impact per $100,000 of direct spending by nonprofit arts and culture audiences. These ratios are derived by dividing the total and direct economic impact of expenditures by nonprofit arts and culture audiences (found on Tables 16 and 17) by the total expenditures made by nonprofit arts and culture audiences and then multiplying by 100,000. See *Background and Scope of Study* and *Frequently Used Terms* in the *Arts & Economic Prosperity* National Statistical Report for more information about direct and total economic impact.

Column Two:
The economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per $100,000 of direct spending by nonprofit arts and culture audiences in each participating study region.

Column Three:
The economic impact ratio for the total amount of household income paid to study region residents per $100,000 of direct spending by nonprofit arts and culture audiences in each participating study region.

Column Four:
The economic impact ratio for the total amount of revenue generated to local government (e.g., licenses, fees, taxes) per $100,000 of direct spending by nonprofit arts and culture audiences in each participating study region. Local government includes the city and county governments located within each participating study region.

Column Five:
The economic impact ratio for the total amount of revenue generated to state government (e.g., licenses, fees, taxes) per $100,000 of direct spending by nonprofit arts and culture audiences in each participating study region.

Column Six:
The direct economic impact ratio for the total number of full-time equivalent (FTE) jobs supported per $100,000 in direct spending.

Column Seven:
The direct economic impact ratio for the total amount of household income paid to the study region's residents per $100,000 in direct spending.

Column Eight:
The direct economic impact ratio for the total amount of local government revenue generated per $100,000 in direct spending.

Column Nine:
The *direct* economic impact ratio for the total amount of state government revenue generated per $100,000 in direct spending.

Table 18:
Economic Impact per $100,000 of Direct Spending by Nonprofit Arts and Culture Audiences Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
City of Gunnison (CO)	2.79	$55,786	$3,905	$2,789	2.23	$43,513	$2,789	$2,231
Town of Telluride (CO)	2.49	$50,644	$7,544	$2,563	2.16	$41,153	$6,789	$2,077
Town of Crested Butte (CO)	2.72	$51,362	$5,999	$2,835	2.30	$39,753	$4,805	$2,328
Town of Newmarket (NH)	2.24	$57,023	$4,472	$3,354	2.24	$34,661	$2,236	$1,118
Greater Ketchikan Area (AK)	1.43	$34,362	$3,112	$3,517	1.22	$27,706	$1,921	$1,542
Gunnison County (CO)	2.72	$51,587	$5,892	$2,833	2.29	$39,944	$4,703	$2,323
City of Durango (CO)	3.11	$66,484	$7,484	$3,385	2.45	$45,896	$5,590	$2,484
Teton County (WY)	2.13	$36,488	$4,448	$6,417	1.82	$28,840	$3,821	$3,389
City of Laguna Beach (CA) [1]	2.56	$50,282	$4,467	$5,261	1.81	$28,276	$2,574	$3,827
City of Fairfax (VA)	1.52	$28,233	$2,629	$2,324	1.22	$21,184	$1,600	$1,753
City of Auburn (NY) [1]	1.96	$41,982	$8,568	$4,896	1.59	$31,700	$5,997	$3,978
City of Slidell (LA)	2.75	$57,304	$6,312	$7,845	2.16	$38,458	$3,652	$5,365
City of Winter Park (FL)	3.51	$56,485	$4,635	$5,350	2.33	$29,757	$3,066	$3,367
Greater Elkins Area (WV)	2.22	$48,504	$5,109	$8,370	1.76	$34,829	$4,066	$6,348
Transylvania County (NC)	2.05	$40,870	$4,411	$4,817	1.72	$31,213	$3,219	$3,744
City of Rochester (NH)	2.35	$51,490	$2,509	$2,379	1.86	$35,163	$880	$847
City and Borough of Juneau (AK)	2.22	$42,864	$3,106	$5,325	1.95	$32,924	$1,597	$4,171
Princeton (NJ)	1.99	$47,223	$5,781	$5,324	1.50	$29,116	$3,655	$3,971
Platte County (NE)	2.28	$47,918	$3,993	$5,808	1.88	$36,763	$2,838	$4,785
Adams County (NE)	2.87	$61,900	$6,631	$6,662	2.22	$42,377	$4,688	$5,089
City of Fairbanks (AK)	2.22	$50,648	$4,954	$4,829	1.75	$35,572	$2,844	$1,323
City of West Hollywood (CA) [1]	2.58	$66,294	$4,451	$6,518	1.80	$37,357	$2,302	$4,592
City of Pittsfield (MA) [1]	3.19	$45,397	$4,771	$5,271	2.56	$30,367	$1,849	$4,068
Windham County (VT)	3.16	$47,164	$3,064	$6,282	2.38	$30,854	$2,600	$4,395
Iron County (UT)	2.74	$42,756	$5,089	$5,068	2.13	$30,145	$4,328	$3,934
Watauga County (NC)	2.92	$60,027	$6,451	$4,669	2.32	$42,086	$5,284	$3,579
Buffalo County (NE)	2.79	$62,219	$4,593	$5,918	2.15	$41,723	$2,810	$4,593
Group A Average	**2.50**	**$50,122**	**$4,977**	**$4,837**	**1.99**	**$34,864**	**$3,426**	**$3,379**
Standard Deviation	0.50	$9,425	$1,533	$1,657	0.35	$5,973	$1,472	$1,413
Confidence Interval (95 percent)	0.19	$3,555	$578	$625	0.13	$2,253	$555	$533

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 18:
Economic Impact per $100,000 of Direct Spending by Nonprofit Arts and Culture Audiences Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Chenango County (NY) [1]	1.48	$31,685	$7,644	$4,069	1.23	$24,411	$6,288	$3,452
City of La Crosse (WI)	3.52	$69,695	$4,723	$5,957	2.57	$41,685	$2,732	$4,131
Lenoir County (NC)	2.75	$65,991	$7,485	$5,194	1.99	$44,299	$5,805	$3,819
City of Dubuque (IA)	3.22	$71,137	$7,089	$5,582	2.38	$44,530	$5,113	$4,052
Greater Enid Area (OK)	2.53	$57,412	$5,463	$5,677	1.97	$39,332	$4,092	$3,856
City of Flagstaff (AZ) [1]	2.87	$64,410	$7,223	$6,675	2.21	$43,215	$5,378	$5,153
City of Portland (ME)	3.29	$56,686	$6,200	$6,063	2.18	$29,297	$2,941	$3,820
Athens County (OH) [1]	2.71	$59,023	$6,633	$6,212	2.17	$42,744	$4,711	$4,764
Rutherford County (NC)	2.12	$43,624	$4,495	$4,759	1.85	$33,313	$3,437	$3,701
City of Walnut Creek (CA) [1]	1.62	$32,927	$2,704	$4,837	1.36	$22,841	$1,394	$3,659
City of Missoula (MT)	3.38	$69,070	$5,402	$3,264	2.41	$40,591	$3,287	$875
City of Bloomington (IN)	3.26	$71,485	$4,530	$6,678	2.36	$43,301	$2,623	$4,841
City of Miami Beach (FL)	2.73	$76,461	$6,720	$9,918	1.83	$41,585	$4,270	$6,038
Greater Parkersburg Area (WV)	2.81	$65,798	$3,089	$7,207	2.06	$43,803	$1,685	$5,054
Moore County (NC)	2.11	$42,098	$3,663	$4,129	1.80	$31,884	$2,639	$3,105
Indiana County (PA) [1]	2.80	$57,401	$3,500	$6,300	2.10	$42,701	$2,100	$4,900
Buchanan County (MO)	3.39	$76,425	$4,409	$5,144	2.46	$46,685	$2,226	$3,696
City of Boulder (CO)	2.53	$53,284	$3,344	$3,820	1.94	$34,324	$2,359	$2,713
Eau Claire County (WI)	3.54	$82,438	$5,262	$6,372	2.54	$48,182	$2,613	$4,403
Group B Average	**2.77**	**$60,371**	**$5,241**	**$5,677**	**2.07**	**$38,880**	**$3,457**	**$4,002**
Standard Deviation	0.61	$14,446	$1,590	$1,491	0.36	$7,372	$1,442	$1,100
Confidence Interval (95 percent)	0.27	$6,496	$715	$671	0.16	$3,315	$649	$495

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 18:
Economic Impact per $100,000 of Direct Spending by Nonprofit Arts and Culture Audiences Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
City of Rochester (MN)	1.46	$32,770	$2,961	$5,554	1.22	$24,674	$2,180	$4,328
Tompkins County (NY) [1]	2.69	$53,864	$9,745	$5,765	2.22	$39,499	$6,910	$4,661
Wayne County (NC)	3.08	$67,917	$5,207	$5,868	2.35	$44,667	$3,300	$4,181
City of McKinney (TX)	2.42	$51,090	$3,766	$5,898	1.92	$34,391	$1,634	$4,192
Orange County (NC)	2.99	$59,632	$5,962	$6,083	2.41	$41,611	$4,130	$4,241
Town of Cary (NC)	3.18	$77,395	$6,708	$6,023	2.20	$42,827	$4,472	$3,868
Marathon County (WI)	3.78	$60,854	$3,220	$4,703	2.79	$38,465	$1,891	$3,374
Greater Charlottesville Area (VA)	1.24	$27,335	$5,995	$3,586	1.12	$23,559	$5,086	$3,097
City of Fort Collins (CO)	3.12	$62,077	$8,224	$4,127	2.42	$40,301	$5,299	$2,807
Cambria County (PA) [1]	2.73	$60,905	$4,335	$6,842	2.08	$39,979	$2,875	$4,842
City of Alexandria (VA)	2.01	$39,533	$3,650	$3,239	1.61	$27,351	$2,355	$2,450
City of Eugene (OR)	3.07	$67,081	$4,315	$1,225	2.29	$41,424	$2,139	$348
Pitt County (NC)	3.33	$73,769	$5,620	$5,717	2.49	$47,995	$3,585	$3,908
City of Santa Clarita (CA) [1]	2.55	$69,548	$3,415	$6,811	1.74	$40,129	$1,222	$4,852
City of Providence (RI) [1]	2.52	$40,715	$5,221	$5,122	1.74	$22,619	$2,519	$3,653
Erie (PA) [1]	3.48	$65,037	$3,787	$5,880	2.53	$38,465	$1,613	$3,933
New Hanover County (NC)	3.38	$75,672	$5,898	$5,620	2.47	$45,379	$4,118	$3,992
City of Glendale (CA) [1]	2.65	$63,460	$4,869	$8,159	1.91	$35,457	$1,880	$5,775
City of Tacoma (WA)	2.34	$48,142	$4,495	$5,527	1.75	$30,199	$2,686	$3,477
Whatcom County (WA)	3.30	$58,041	$5,369	$6,346	2.49	$36,677	$3,450	$4,299
City of Boise (ID)	3.16	$67,026	$3,396	$5,978	2.26	$39,066	$1,344	$3,898
Lackawanna County (PA) [1]	3.28	$66,120	$3,958	$6,116	2.34	$39,936	$1,695	$4,102
Arlington County (VA)	1.75	$33,764	$5,434	$2,990	1.50	$26,719	$4,000	$2,444
City of Orlando (FL)	3.58	$67,742	$5,208	$6,470	2.41	$35,591	$3,492	$4,157
Buncombe County (NC)	3.27	$65,572	$6,480	$6,454	2.34	$38,873	$5,168	$4,455
St. Tammany Parish (LA)	2.79	$58,294	$6,498	$7,818	2.20	$39,173	$3,811	$5,301
Alachua County (FL)	2.99	$57,078	$4,118	$5,604	2.20	$36,122	$2,465	$3,761
Greater Jackson Area (MS)	3.26	$85,285	$6,493	$9,769	2.08	$45,658	$4,348	$6,508
Group C Average	**2.84**	**$59,133**	**$5,155**	**$5,689**	**2.11**	**$37,029**	**$3,202**	**$3,961**
Standard Deviation	0.63	$14,066	$1,559	$1,651	0.41	$6,824	$1,412	$1,136
Confidence Interval (95 percent)	0.23	$5,210	$578	$611	0.15	$2,528	$523	$421

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 18:
Economic Impact per $100,000 of Direct Spending by Nonprofit Arts and Culture Audiences Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
City of Lincoln (NE)	3.35	$64,808	$6,174	$5,816	2.42	$38,138	$3,159	$4,033
Durham County (NC)	2.98	$69,050	$7,572	$5,041	2.19	$42,251	$5,942	$3,590
Osceola County (FL)	2.80	$55,287	$2,804	$7,612	2.40	$39,863	$1,803	$5,609
City of Newark (NJ)	1.71	$42,424	$3,119	$4,880	1.23	$25,989	$2,198	$3,649
City of Riverside (CA) [1]	2.80	$59,525	$4,226	$7,300	2.21	$39,416	$2,021	$5,452
Lexington-Fayette Urban County (KY)	3.68	$82,542	$2,939	$8,271	2.62	$46,455	$1,599	$5,389
Loudoun County (VA)	1.58	$38,521	$3,573	$3,664	1.29	$28,128	$2,386	$3,012
Cumberland County (NC)	3.07	$64,904	$5,737	$6,192	2.43	$45,055	$3,644	$4,220
Greater Chattanooga Area (TN)	2.99	$74,029	$4,896	$8,056	2.08	$43,674	$2,964	$5,700
Forsyth County (NC)	3.22	$71,376	$5,361	$6,469	2.15	$39,850	$3,819	$4,273
City of Wichita (KS)	3.23	$67,232	$6,348	$5,264	2.31	$39,503	$3,651	$3,589
Sarasota County (FL)	2.04	$57,636	$6,112	$10,652	1.64	$39,955	$3,955	$7,188
City of Oakland (CA) [1]	2.18	$59,562	$6,109	$6,163	1.56	$35,717	$3,997	$4,428
Santa Barbara County (CA) [1]	2.81	$48,511	$5,126	$6,478	2.22	$32,383	$3,086	$4,860
City of Miami (FL)	2.67	$74,067	$5,883	$9,262	1.79	$39,668	$2,928	$5,447
Seminole County (FL)	2.31	$54,782	$5,609	$7,530	1.77	$35,497	$3,534	$5,071
City of Omaha (NE)	2.98	$72,399	$4,675	$6,625	2.06	$40,511	$2,535	$4,600
Greater Syracuse Area (NY) [1]	3.33	$75,728	$10,002	$6,209	2.34	$41,817	$5,766	$4,647
City of Mesa (AZ) [1]	2.88	$63,687	$4,802	$6,012	1.98	$35,274	$2,401	$4,021
Guilford County (NC)	3.72	$59,324	$5,557	$5,238	2.49	$31,649	$3,476	$3,390
Dane County (WI)	3.16	$53,986	$4,373	$5,608	2.18	$29,811	$2,489	$3,698
Volusia County (FL)	3.08	$66,386	$6,438	$8,748	2.31	$41,467	$3,696	$5,522
Group D Average	**2.84**	**$62,535**	**$5,338**	**$6,686**	**2.08**	**$37,821**	**$3,230**	**$4,609**
Standard Deviation	0.57	$10,959	$1,615	$1,624	0.38	$5,438	$1,109	$996
Confidence Interval (95 percent)	0.24	$4,579	$675	$679	0.16	$2,272	$463	$416

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 18:
Economic Impact per $100,000 of Direct Spending by Nonprofit Arts and Culture Audiences Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
City of Albuquerque (NM)	3.20	$80,336	$3,779	$9,019	2.20	$45,223	$1,817	$4,972
City of Atlanta (GA)	3.28	$63,417	$6,801	$5,395	2.29	$34,552	$4,720	$3,796
Polk County (FL)	2.85	$63,934	$5,371	$8,101	2.11	$38,543	$3,025	$5,217
Lee County (FL)	2.67	$59,300	$5,545	$8,555	2.04	$38,181	$3,389	$5,737
City of Seattle (WA)	2.30	$39,517	$4,655	$5,168	1.70	$23,721	$3,344	$3,482
District of Columbia (DC) [2]	0.61	$12,232	$3,663	$0	0.56	$10,874	$3,384	$0
City of Baltimore (MD) [1]	2.48	$47,009	$5,026	$4,383	1.71	$25,756	$2,154	$2,973
Jefferson County (AL)	2.62	$45,496	$4,087	$3,854	1.77	$24,033	$3,053	$2,540
City of Austin (TX)	2.91	$55,129	$7,930	$5,114	2.09	$32,826	$4,514	$3,478
City of Indianapolis (IN)	3.72	$71,629	$4,905	$8,044	2.43	$36,260	$2,302	$5,493
City and County of San Francisco (CA) [1]	2.44	$51,291	$4,920	$6,017	1.88	$32,562	$3,358	$4,565
Prince George's County (MD) [1]	1.94	$35,730	$3,726	$3,766	1.53	$24,250	$2,666	$2,896
Bergen County (NJ)	1.75	$43,947	$4,111	$4,463	1.30	$27,399	$2,097	$3,263
Wake County (NC)	3.09	$53,725	$5,411	$5,011	2.11	$29,707	$3,490	$3,229
Fairfield County (CT)	1.28	$33,041	$1,972	$3,598	0.98	$21,328	$717	$2,624
Mecklenburg County (NC)	2.87	$51,838	$5,425	$4,747	1.94	$27,501	$4,088	$3,137
Greater Memphis Area (TN)	2.96	$74,347	$5,812	$8,689	2.05	$41,683	$4,073	$5,856
City of San Jose (CA) [1]	1.67	$29,509	$2,894	$3,816	1.34	$19,944	$1,889	$2,977
Westchester County (NY) [1]	2.66	$66,183	$7,049	$9,219	2.08	$44,633	$4,309	$6,935
Montgomery County (MD) [1]	1.22	$22,886	$2,688	$2,612	1.01	$16,484	$2,215	$2,063
Group E Average	**2.52**	**$52,014**	**$4,848**	**$5,767**	**1.82**	**$30,768**	**$3,012**	**$3,960**
Standard Deviation	0.68	$15,800	$1,506	$2,131	0.42	$8,445	$1,068	$1,366
Confidence Interval (95 percent)	0.31	$7,105	$677	$958	0.19	$3,797	$480	$614

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 18:
Economic Impact per $100,000 of Direct Spending by Nonprofit Arts and Culture Audiences Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Pima County (AZ) [1]	2.96	$57,943	$4,412	$5,594	2.23	$36,929	$2,025	$4,008
Fairfax County (VA)	1.24	$21,948	$2,518	$2,341	1.00	$16,490	$1,523	$1,756
Orange County (FL)	3.64	$60,742	$4,832	$5,285	2.45	$31,930	$3,175	$3,368
Greater Columbus Area (OH) [1]	3.70	$91,944	$5,791	$7,249	2.45	$46,059	$3,337	$4,717
Allegheny County (PA) [1]	3.12	$48,889	$4,980	$8,095	2.15	$25,854	$2,682	$5,090
City of San Diego (CA) [1]	2.34	$65,713	$4,810	$6,648	1.64	$40,698	$2,855	$4,767
City of Dallas (TX)	2.69	$70,690	$6,407	$6,448	1.83	$38,750	$4,203	$4,275
Palm Beach County (FL)	2.18	$41,978	$4,109	$4,820	1.72	$27,307	$2,142	$3,078
Greater St. Louis Area (MO)	3.32	$65,834	$7,073	$5,964	2.35	$36,933	$4,594	$4,070
City of San Antonio (TX)	3.33	$79,877	$5,934	$8,410	2.32	$44,201	$2,888	$5,940
Sacramento County (CA) [1]	2.62	$64,659	$5,122	$7,043	1.87	$37,266	$2,827	$5,005
City and County of Philadelphia (PA) [1]	2.62	$47,831	$5,845	$5,393	1.84	$26,852	$4,138	$3,549
City of Phoenix (AZ) [1]	2.92	$62,973	$5,192	$6,880	2.04	$34,667	$2,702	$4,653
Broward County (FL)	2.81	$59,512	$5,070	$5,312	2.00	$34,504	$2,308	$3,232
Santa Clara County (CA) [1]	1.65	$28,981	$2,901	$3,830	1.32	$19,523	$1,851	$3,002
Tarrant County (TX)	2.81	$68,734	$5,705	$7,351	2.01	$39,828	$2,698	$4,888
Clark County (NV)	2.54	$57,733	$2,744	$7,815	1.95	$37,064	$2,114	$5,535
Riverside County (CA) [1]	2.75	$51,312	$4,864	$6,626	2.16	$33,959	$2,683	$4,994
Miami-Dade County (FL)	2.94	$80,874	$5,301	$9,376	1.99	$43,495	$2,780	$5,559
City of Chicago (IL) [1]	2.37	$40,561	$6,438	$4,634	1.58	$21,224	$4,223	$3,234
San Diego County (CA) [1]	2.34	$65,713	$4,810	$6,648	1.64	$40,698	$2,855	$4,767
City of Los Angeles (CA) [1]	2.55	$68,433	$4,673	$6,725	1.75	$38,915	$2,488	$4,756
Harris County (TX)	2.13	$62,392	$6,358	$7,806	1.55	$36,609	$3,572	$5,386
Group F Average	**2.68**	**$59,359**	**$5,039**	**$6,361**	**1.91**	**$34,337**	**$2,898**	**$4,332**
Standard Deviation	0.58	$16,109	$1,168	$1,585	0.36	$7,972	$805	$1,030
Confidence Interval (95 percent)	0.24	$6,583	$477	$648	0.15	$3,258	$329	$421

ALL CITY/COUNTY STUDY REGIONS								
Average	**2.69**	**$57,140**	**$5,100**	**$5,802**	**2.00**	**$35,676**	**$3,209**	**$4,017**
Standard Deviation	0.60	$14,045	$1,483	$1,767	0.39	$7,315	$1,249	$1,230
Confidence Interval (95 percent)	0.10	$2,343	$247	$295	0.06	$1,220	$208	$205

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 18:
Economic Impact per $100,000 of Direct Spending by Nonprofit Arts and Culture Audiences Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Greater Portsmouth Area (NH)	2.70	$53,559	$6,790	$5,367	2.03	$33,331	$4,086	$1,918
Greater Concord Area (NH)	2.63	$58,798	$3,996	$2,831	2.00	$37,527	$1,495	$805
Greater Aberdeen Area (SD)	2.63	$59,506	$5,353	$5,057	2.00	$39,802	$3,744	$3,645
Centre Region (PA) [1]	2.71	$57,926	$5,667	$7,390	2.15	$40,028	$3,879	$5,555
Greater Minot Area (ND)	2.57	$54,927	$6,048	$8,174	1.99	$36,259	$3,894	$5,109
Creative Corridor in Northwest Iowa (IA)	2.71	$58,808	$6,327	$5,000	2.12	$41,368	$4,826	$3,887
Northern New Hampshire (NH)	2.43	$56,985	$5,507	$2,971	1.87	$39,826	$3,662	$1,329
Greater Sioux Falls Area (SD)	3.39	$81,385	$5,171	$5,700	2.36	$46,636	$3,240	$3,758
Greater Athens Area (GA)	3.00	$75,252	$7,473	$4,409	2.17	$47,953	$4,782	$3,161
Greater Rockford Area (IL) [1]	3.20	$70,423	$5,767	$6,899	2.29	$41,333	$2,566	$4,967
Greater Peoria Area (IL) [1]	2.90	$70,034	$6,030	$6,786	2.07	$41,866	$3,150	$5,076
Greater Fox Cities Region (WI)	1.46	$30,924	$2,452	$4,210	1.07	$18,492	$1,136	$2,984
Northern Tier Region (PA) [1]	2.12	$45,363	$3,657	$5,901	1.75	$34,053	$2,397	$4,672
Northwest Arkansas Area (AR)	2.72	$52,914	$3,374	$9,698	2.02	$32,414	$2,421	$6,804
Mahoning Valley Region (OH) [1]	2.85	$63,522	$5,145	$6,253	2.13	$40,184	$2,927	$4,642
Iowa Cultural Corridor (IA)	2.71	$52,950	$5,136	$7,541	2.02	$33,402	$2,982	$5,752
Pikes Peak Region (CO)	3.26	$63,186	$8,401	$3,685	2.48	$39,570	$5,558	$2,524
Greater Columbia Area (SC)	3.85	$89,836	$6,017	$7,001	2.63	$47,662	$3,339	$4,698
Lehigh Valley Region (PA) [1]	3.46	$69,544	$4,087	$7,937	2.42	$40,244	$2,446	$5,527
West Valley Region (AZ) [1]	2.95	$73,661	$4,175	$6,570	2.04	$40,601	$1,651	$4,304
Greater Harrisburg Area (PA) [1]	2.88	$63,761	$4,660	$8,680	2.01	$34,914	$1,310	$5,949
Greater Hartford Area (CT)	2.60	$65,705	$2,343	$9,042	1.90	$38,577	$1,204	$6,678
Greater Portland Area (OR)	3.09	$66,704	$4,694	$3,495	2.10	$35,135	$2,502	$1,083
Metropolitan Kansas City Area (MO/KS)	3.16	$77,111	$5,325	$7,495	2.15	$40,739	$3,208	$5,165
Greater Milwaukee Area (WI)	2.94	$56,258	$6,757	$8,492	1.98	$29,350	$2,793	$5,492

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 18:
Economic Impact per $100,000 of Direct Spending by Nonprofit Arts and Culture Audiences Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Central Florida Region (FL)	3.20	$70,778	$6,611	$9,473	2.20	$38,163	$3,712	$6,089
Greater Washington DC Region (DC/MD/VA)	1.54	$31,952	$4,457	$1,768	1.27	$23,368	$3,052	$1,416
Greater Philadelphia Region (PA) [1]	2.58	$53,552	$6,079	$6,962	1.76	$28,716	$3,842	$4,673
Southeastern Michigan Region (MI) [1]	2.34	$60,234	$3,405	$6,613	1.64	$34,543	$1,489	$4,335
Greater Houston Area (TX)	2.33	$57,696	$6,212	$7,545	1.70	$34,422	$3,778	$5,469
North Texas Region (TX)	2.76	$69,167	$6,399	$7,148	1.93	$38,321	$3,507	$4,888
Regional Average	**2.76**	**$61,691**	**$5,275**	**$6,326**	**2.01**	**$37,058**	**$3,051**	**$4,269**
Standard Deviation	0.49	$12,485	$1,402	$2,040	0.31	$6,340	$1,102	$1,649
Confidence Interval (95 percent)	0.17	$4,395	$493	$718	0.11	$2,232	$388	$581

Statewide Study Regions All Populations Sample Size = 10	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
State of South Dakota	2.80	$60,308	$3,570	$5,657	2.54	$53,111	$3,240	$4,972
State of Delaware	2.78	$73,231	$1,377	$5,878	2.54	$64,964	$1,259	$2,176
State of Hawai'i	2.00	$73,338	$2,051	$9,201	1.67	$63,723	$1,682	$7,413
State of New Hampshire	2.39	$54,675	$5,439	$4,309	2.13	$48,124	$4,590	$3,428
State of Nebraska	3.09	$71,806	$5,619	$7,047	2.79	$63,242	$4,974	$6,226
State of Connecticut	1.98	$44,706	$3,417	$6,185	1.72	$39,100	$2,764	$5,254
State of Wisconsin	3.40	$74,905	$6,241	$8,402	3.02	$64,964	$5,460	$7,267
State of North Carolina	3.05	$66,163	$6,163	$5,747	2.71	$56,887	$5,537	$4,930
State of Pennsylvania [1]	2.81	$53,721	$8,185	$10,276	2.47	$45,763	$6,960	$8,338
State of Illinois [1]	2.39	$66,282	$7,233	$6,306	2.13	$57,055	$6,316	$5,422
Statewide Average	**2.67**	**$63,913**	**$4,929**	**$6,901**	**2.37**	**$55,693**	**$4,278**	**$5,542**
Standard Deviation	0.47	$10,223	$2,234	$1,840	0.45	$9,034	$1,947	$1,867
Confidence Interval (95 percent)	0.29	$6,336	$1,385	$1,140	0.28	$5,599	$1,207	$1,157

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 18:
Economic Impact per $100,000 of Direct Spending by Nonprofit Arts and Culture Audiences Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	TOTAL Impacts per $100,000 of Spending				DIRECT Impacts per $100,000 of Spending			
	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue	Full-Time Equivalent Jobs	Household Income	Local Govt. Revenue	State Govt. Revenue
Grand Center Arts District (St. Louis, MO)	2.95	$69,537	$6,531	$4,780	2.10	$39,102	$4,130	$3,216
Dallas Arts District (Dallas, TX)	2.67	$70,730	$5,655	$6,217	1.82	$38,852	$3,449	$4,045
Arts District Average	**2.81**	**$70,133**	**$6,093**	**$5,498**	**1.96**	**$38,977**	**$3,790**	**$3,631**
Standard Deviation	0.20	$843	$619	$1,016	0.20	$177	$482	$586
Confidence Interval (95 percent)	0.27	$1,169	$858	$1,408	0.27	$245	$668	$813

Table Notes:

[1] Fifty-one of the 182 total study regions are located in the ten states that participated in the Cultural Data Project (CDP) during FY2010 (Arizona, California, Illinois, Maryland, Massachusetts, Michigan, New York, Ohio, Pennsylvania, and Rhode Island). In these 51 study regions, a two-pronged method was used to collect the required detailed organizational information including total organizational expenditures and total attendance to arts and culture events. First, data was used from FY2010 CDP profiles that had achieved "Review Complete" status. Second, the study partners in these 51 regions were encouraged to use a one-page Organizational Expenditure Survey to collect the necessary information from all eligible nonprofit arts and culture organizations that declined to participate in the Cultural Data Project. These two datasets were then combined and duplicate records were removed.

[2] The economic impact findings for the District of Columbia (DC) are excluded from the calculation of summary statistics and from the national extrapolations due to Washington, DC's unique status as a study region with no state government.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 19:
Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

This table presents the total estimated dollars spent by all nonprofit arts and culture audiences (both residents and non-residents) as a direct result of their attendance to nonprofit arts and culture events in each participating study region during 2010. To calculate these figures, the total estimated dollars spent by resident attendees and the total estimated dollars spent by non-resident attendees are summed. Therefore, the figures in Table 19 do not equal the overall average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance. Summary statistics are calculated for each population group.

Column Two:
The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—to purchase refreshments (e.g., snacks) while attending nonprofit arts and culture

Column Three:
The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

Column Four:
The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

Column Five:
The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

Column Six:
The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

Column Seven:
The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—on child care for the purpose of attending nonprofit arts and culture events.

Column Eight:
The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

Column Nine:
The total estimated dollars spent by all arts and culture audiences—both residents and non-residents—on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and culture events.

Column Ten:
The total estimated expenditures made by all arts and culture audiences—both residents and non-residents—for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

Table 19:
Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	**ALL Cultural Audiences (Both Residents AND Non-Residents)**								**Total Audience Expenditures**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Gunnison (CO)***	$25,641	$83,370	$26,971	$1,192	$10,399	$6,693	$16,927	$8,064	**$179,257**
Town of Telluride (CO)*	$2,973,356	$5,003,705	$1,751,442	$996,007	$1,541,396	$323,244	$7,757,593	$451,238	**$20,797,981**
Town of Crested Butte (CO)***	$440,242	$1,225,576	$385,664	$158,074	$198,252	$49,946	$815,635	$77,327	**$3,350,716**
Town of Newmarket (NH)	$15,724	$26,393	$22,215	$3,882	$3,925	$505	$6,015	$10,779	**$89,438**
Greater Ketchikan Area (AK)	$211,303	$956,248	$1,439,803	$559,486	$202,808	$9,846	$215,856	$100,596	**$3,695,946**
Gunnison County (CO) [1]	$465,883	$1,308,946	$412,635	$159,266	$208,651	$56,639	$832,562	$85,391	**$3,529,973**
City of Durango (CO)	$412,785	$1,380,039	$192,030	$130,703	$233,175	$48,437	$643,611	$179,542	**$3,220,322**
Teton County (WY)*	$1,719,199	$9,650,681	$2,982,095	$1,396,197	$2,605,750	$358,531	$9,361,339	$3,202,227	**$31,276,019**
City of Laguna Beach (CA)*	$3,231,400	$8,297,626	$5,021,383	$1,200,613	$885,989	$144,210	$2,252,832	$369,296	**$21,403,349**
City of Fairfax (VA)***	$246,336	$1,007,223	$439,356	$266,365	$212,566	$74,035	$111,771	$266,941	**$2,624,593**
City of Auburn (NY)	$119,324	$659,049	$242,431	$57,099	$139,508	$38,393	$326,092	$52,152	**$1,634,048**
City of Slidell (LA)***	$358,364	$955,079	$409,576	$210,375	$200,236	$17,599	$4,141	$62,616	**$2,217,986**
City of Winter Park (FL)***	$2,332,578	$10,532,038	$2,416,036	$1,996,593	$3,631,677	$185,653	$4,057,930	$1,426,225	**$26,578,730**
Greater Elkins Area (WV)	$524,414	$919,004	$883,419	$197,540	$525,853	$28,495	$1,507,916	$12,971	**$4,599,612**
Transylvania County (NC)	$446,887	$1,533,884	$604,911	$135,208	$416,999	$47,353	$847,422	$161,102	**$4,193,766**
City of Rochester (NH)	$704,141	$1,077,550	$316,855	$194,030	$352,451	$50,701	$180,038	$192,806	**$3,068,572**
City and Borough of Juneau (AK)	$172,361	$527,018	$187,231	$38,388	$136,413	$5,235	$37,498	$22,684	**$1,126,828**
Princeton (NJ)**	$1,121,389	$6,132,877	$908,541	$258,144	$987,493	$145,059	$1,542,700	$285,923	**$11,382,126**
Platte County (NE)	$311,296	$953,807	$582,576	$97,520	$426,308	$66,894	$344,060	$247,731	**$3,030,192**
Adams County (NE)	$440,341	$1,004,667	$297,252	$145,676	$482,364	$15,474	$660,546	$196,024	**$3,242,344**
City of Fairbanks (AK)	$378,848	$2,629,461	$677,219	$141,946	$768,665	$130,782	$622,277	$242,300	**$5,591,498**
City of West Hollywood (CA)**	$1,207,365	$3,612,268	$1,055,512	$578,463	$966,033	$147,252	$557,985	$390,166	**$8,515,044**
City of Pittsfield (MA)**	$2,755,660	$7,506,058	$941,156	$216,397	$442,191	$104,243	$422,733	$0	**$12,388,438**
Windham County (VT)*	$266,196	$1,289,961	$415,001	$196,672	$332,072	$28,417	$592,713	$110,274	**$3,231,306**
Iron County (UT)*	$1,593,454	$7,596,034	$2,684,229	$913,273	$3,309,583	$464,626	$15,478,522	$931,155	**$32,970,876**
Watauga County (NC)	$587,666	$2,414,396	$586,315	$440,140	$616,934	$33,270	$1,488,487	$343,227	**$6,510,435**
Buffalo County (NE)	$684,954	$1,197,095	$850,904	$299,645	$489,768	$42,620	$484,899	$326,591	**$4,376,476**
Group A Average	**$879,522**	**$2,943,706**	**$990,102**	**$406,996**	**$752,869**	**$97,191**	**$1,895,189**	**$361,309**	**$8,326,884**
Percent of Group A Total	10.6%	35.4%	11.9%	4.9%	9.0%	1.2%	22.8%	4.3%	100.0%
Average Excluding Outliers/Exclusions	$621,197	$1,990,515	$600,059	$214,914	$435,267	$57,129	$630,629	$167,646	$4,717,356
Group A Median	$446,887	$1,289,961	$586,315	$197,540	$426,308	$49,946	$622,277	$192,806	$3,695,946

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 19:
Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
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Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	**ALL Cultural Audiences (Both Residents AND Non-Residents)**								**Total Audience Expenditures**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
Chenango County (NY)	$148,314	$233,515	$126,887	$36,922	$87,201	$2,122	$116,485	$59,660	**$811,106**
City of La Crosse (WI)	$633,839	$3,088,779	$184,984	$202,989	$742,106	$113,659	$782,665	$327,481	**$6,076,502**
Lenoir County (NC)	$46,584	$203,550	$57,617	$80,509	$90,121	$4,918	$147,283	$24,055	**$654,637**
City of Dubuque (IA)	$3,461,862	$11,205,431	$2,261,774	$1,998,346	$2,871,621	$153,428	$6,125,092	$1,516,004	**$29,593,558**
Greater Enid Area (OK)	$542,841	$1,370,751	$371,463	$310,572	$904,889	$28,264	$920,198	$219,021	**$4,667,999**
City of Flagstaff (AZ)	$4,944,525	$10,858,714	$5,820,538	$1,693,778	$3,254,048	$415,414	$7,868,054	$308,637	**$35,163,708**
City of Portland (ME)	$1,919,711	$11,124,229	$2,697,227	$787,102	$1,618,569	$242,619	$2,731,214	$1,523,201	**$22,643,872**
Athens County (OH)	$1,025,928	$2,293,417	$1,174,760	$382,310	$834,938	$182,475	$1,414,039	$290,915	**$7,598,782**
Rutherford County (NC)	$45,219	$130,034	$33,570	$21,729	$83,818	$6,213	$33,405	$24,241	**$378,229**
City of Walnut Creek (CA)	$1,294,306	$10,572,359	$283,560	$464,877	$1,042,906	$40,586	$354,547	$293,641	**$14,346,782**
City of Missoula (MT)	$4,028,611	$10,422,946	$2,655,994	$1,361,123	$1,992,798	$309,005	$4,018,510	$1,497,510	**$26,286,497**
City of Bloomington (IN)	$1,710,820	$8,595,565	$2,311,825	$899,997	$1,436,210	$260,491	$3,986,707	$774,701	**$19,976,316**
City of Miami Beach (FL)***	$5,310,387	$24,915,684	$2,353,929	$3,380,921	$7,674,558	$1,702,531	$10,113,935	$871,896	**$56,323,841**
Greater Parkersburg Area (WV)	$114,944	$395,755	$143,795	$147,695	$133,185	$16,695	$79,452	$36,895	**$1,068,416**
Moore County (NC)	$231,276	$1,854,554	$285,636	$200,475	$252,211	$66,667	$155,924	$174,336	**$3,221,079**
Indiana County (PA)	$14,109	$66,821	$8,717	$8,954	$21,158	$3,822	$13,122	$6,151	**$142,854**
Buchanan County (MO)	$958,080	$1,825,445	$828,225	$321,474	$359,610	$43,868	$139,636	$150,415	**$4,626,753**
City of Boulder (CO)	$841,347	$5,334,676	$1,308,043	$854,147	$1,317,904	$138,288	$1,161,305	$616,313	**$11,572,023**
Eau Claire County (WI)	$408,852	$1,366,845	$198,100	$72,042	$357,435	$67,111	$219,514	$103,700	**$2,793,599**
Group B Average	**$1,456,924**	**$5,571,530**	**$1,216,139**	**$696,103**	**$1,319,752**	**$199,904**	**$2,125,320**	**$464,146**	**$13,049,819**
Percent of Group B Total	11.2%	42.7%	9.3%	5.3%	10.1%	1.5%	16.3%	3.6%	100.0%
Average Excluding Outliers/Exclusions	$1,242,843	$4,496,855	$1,152,929	$546,947	$966,707	$116,425	$1,681,508	$441,493	$10,645,706
Group B Median	$841,347	$2,293,417	$371,463	$321,474	$834,938	$67,111	$782,665	$290,915	$6,076,502

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 19:
Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	ALL Cultural Audiences (Both Residents AND Non-Residents)								Total Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Rochester (MN)	$2,927,622	$7,704,451	$2,983,793	$943,734	$1,728,087	$335,683	$1,995,412	$465,733	**$19,084,515**
Tompkins County (NY)	$991,883	$3,017,343	$945,062	$367,963	$506,556	$111,676	$1,214,075	$182,398	**$7,336,956**
Wayne County (NC)	$136,384	$627,437	$165,957	$106,204	$226,360	$21,281	$59,145	$20,666	**$1,363,434**
City of McKinney (TX)	$109,007	$859,195	$98,992	$54,411	$105,039	$21,283	$71,106	$88,293	**$1,407,326**
Orange County (NC)	$2,490,437	$10,516,042	$2,101,451	$711,030	$2,248,783	$351,750	$2,116,596	$967,611	**$21,503,700**
Town of Cary (NC)***	$494,753	$2,188,904	$610,038	$293,736	$545,930	$43,663	$556,701	$230,432	**$4,964,157**
Marathon County (WI)	$444,304	$1,438,361	$835,744	$445,969	$301,076	$57,872	$314,370	$74,934	**$3,912,630**
Greater Charlottesville Area (VA)**	$6,875,439	$23,507,589	$7,241,442	$2,242,848	$6,014,259	$944,282	$16,761,677	$1,282,625	**$64,870,161**
City of Fort Collins (CO)	$1,128,015	$5,912,225	$522,594	$571,635	$762,227	$221,069	$636,737	$399,007	**$10,153,509**
Cambria County (PA)	$3,508,692	$10,359,932	$2,420,241	$1,528,364	$3,331,843	$175,228	$3,204,738	$478,846	**$25,007,884**
City of Alexandria (VA)	$4,031,020	$22,069,721	$6,927,843	$2,357,341	$3,564,348	$201,523	$3,072,099	$2,356,507	**$44,580,402**
City of Eugene (OR)	$2,635,882	$6,789,606	$1,832,226	$836,945	$1,409,424	$129,334	$1,509,873	$941,678	**$16,084,968**
Pitt County (NC)	$248,421	$1,709,599	$246,655	$145,240	$322,807	$160,831	$166,916	$95,672	**$3,096,141**
City of Santa Clarita (CA)	$1,307,981	$1,994,241	$1,496,202	$12,255	$342,644	$407,738	$3,443	$0	**$5,564,504**
City of Providence (RI)**	$13,641,915	$48,019,933	$14,573,107	$4,061,458	$11,390,983	$1,659,011	$10,127,568	$2,593,875	**$106,067,850**
Erie (PA)	$1,044,615	$3,793,628	$588,176	$448,785	$633,546	$149,777	$535,151	$306,661	**$7,500,339**
New Hanover County (NC)	$1,982,211	$6,944,183	$1,209,170	$956,792	$2,279,515	$145,817	$1,320,314	$268,017	**$15,106,019**
City of Glendale (CA)	$459,721	$1,616,969	$336,689	$140,991	$230,412	$24,241	$24,270	$144,984	**$2,978,277**
City of Tacoma (WA)	$3,362,105	$14,084,310	$4,603,510	$1,705,192	$2,253,806	$345,415	$1,633,361	$1,867,997	**$29,855,696**
Whatcom County (WA)	$618,554	$2,329,138	$1,056,061	$158,377	$631,213	$48,445	$357,655	$220,888	**$5,420,331**
City of Boise (ID)	$4,957,284	$11,332,723	$1,796,921	$1,941,189	$2,331,604	$651,360	$1,290,690	$991,361	**$25,293,132**
Lackawanna County (PA)	$1,463,895	$5,911,339	$1,492,449	$856,168	$1,285,569	$271,053	$607,502	$619,579	**$12,507,554**
Arlington County (VA)	$713,748	$3,170,013	$955,030	$689,482	$1,145,595	$45,375	$471,145	$134,036	**$7,324,424**
City of Orlando (FL)***	$8,199,736	$16,143,283	$3,711,128	$2,657,778	$7,141,050	$224,258	$7,305,409	$491,488	**$45,874,130**
Buncombe County (NC)	$1,927,388	$9,591,508	$1,900,577	$532,092	$2,361,298	$121,417	$8,949,034	$1,437,680	**$26,820,994**
St. Tammany Parish (LA)	$2,255,429	$6,469,574	$2,391,393	$1,407,339	$1,293,920	$179,465	$289,602	$409,441	**$14,696,163**
Alachua County (FL)	$7,434,338	$13,268,925	$13,052,519	$3,172,751	$3,408,343	$718,978	$10,338,232	$1,759,762	**$53,153,848**
Greater Jackson Area (MS)	$791,437	$1,842,289	$542,294	$256,995	$1,144,327	$215,609	$1,572,314	$349,836	**$6,715,101**
Group C Average	**$2,720,793**	**$8,686,159**	**$2,737,045**	**$1,057,252**	**$2,105,020**	**$285,123**	**$2,732,326**	**$685,000**	**$21,008,719**
Percent of Group C Total	13.0%	41.3%	13.0%	5.0%	10.0%	1.4%	13.0%	3.3%	100.0%
Average Excluding Outliers/Exclusions	$2,595,682	$8,649,241	$2,781,388	$1,025,060	$1,971,292	$296,751	$2,640,116	$709,926	$20,669,456
Group C Median	$1,695,642	$6,190,900	$1,494,326	$700,256	$1,289,745	$177,347	$1,252,383	$404,224	$13,601,859

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 19:
Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	**ALL Cultural Audiences (Both Residents AND Non-Residents)**								**Total Audience Expenditures**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Lincoln (NE)	$2,024,783	$9,013,054	$1,681,769	$939,635	$2,096,231	$245,473	$2,269,719	$1,294,943	**$19,565,607**
Durham County (NC)	$5,460,633	$22,764,055	$2,472,014	$1,982,090	$5,478,500	$402,944	$11,899,364	$955,083	**$51,414,683**
Osceola County (FL)	$38,058	$264,694	$37,629	$27,627	$108,683	$2,656	$9,131	$10,736	**$499,214**
City of Newark (NJ)	$7,174,891	$16,179,957	$8,536,447	$3,313,895	$5,207,165	$102,646	$11,129,653	$1,224,317	**$52,868,971**
City of Riverside (CA)***	$3,301,525	$11,590,427	$2,302,812	$304,103	$796,272	$538,664	$1,265,154	$628,441	**$20,727,398**
Lexington-Fayette Urban County (KY)	$1,787,845	$5,259,335	$543,668	$661,098	$1,167,984	$73,045	$892,511	$61,275	**$10,446,761**
Loudoun County (VA)	$861,904	$1,926,835	$3,124,958	$414,409	$612,788	$62,036	$389,105	$276,507	**$7,668,542**
Cumberland County (NC)	$4,917,530	$8,034,140	$2,843,704	$1,601,601	$2,257,146	$124,354	$1,005,631	$758,528	**$21,542,634**
Greater Chattanooga Area (TN)	$4,646,645	$25,029,771	$12,578,877	$4,861,427	$6,479,111	$1,623,824	$8,612,458	$1,747,421	**$65,579,534**
Forsyth County (NC)	$4,253,906	$23,425,939	$10,160,267	$5,573,939	$7,241,492	$1,534,139	$11,820,642	$1,915,075	**$65,925,399**
City of Wichita (KS)	$2,110,290	$14,022,685	$3,123,969	$1,759,352	$2,898,826	$448,803	$2,508,926	$2,190,672	**$29,063,523**
Sarasota County (FL)	$5,486,038	$22,886,952	$4,085,586	$4,336,576	$5,856,537	$303,357	$6,472,786	$1,321,901	**$50,749,733**
City of Oakland (CA)	$1,537,081	$8,753,939	$4,087,460	$2,229,603	$2,163,990	$294,030	$2,550,809	$400,574	**$22,017,486**
Santa Barbara County (CA)	$3,686,139	$23,559,424	$2,665,332	$2,875,261	$3,887,362	$830,465	$5,731,771	$1,086,514	**$44,322,268**
City of Miami (FL)***	$37,149,747	$94,983,041	$10,619,933	$25,985,763	$34,847,636	$2,564,296	$16,288,672	$11,448,277	**$233,887,365**
Seminole County (FL)	$126,125	$449,718	$213,583	$123,666	$128,732	$11,099	$147,182	$101,411	**$1,301,516**
City of Omaha (NE)	$3,110,508	$19,358,866	$5,854,632	$1,861,368	$5,538,814	$523,866	$4,590,509	$3,178,607	**$44,017,170**
Greater Syracuse Area (NY)	$15,096,273	$52,576,200	$4,773,585	$5,667,894	$12,653,232	$838,597	$7,136,206	$725,791	**$99,467,778**
City of Mesa (AZ)	$1,711,236	$4,025,793	$1,302,824	$766,165	$1,211,878	$215,733	$810,695	$450,747	**$10,495,071**
Guilford County (NC)	$10,705,272	$29,730,837	$7,126,144	$4,023,053	$7,906,078	$1,404,634	$6,028,544	$4,819,338	**$71,743,900**
Dane County (WI)	$8,745,306	$30,303,804	$10,032,921	$3,033,139	$9,119,664	$1,476,131	$10,254,025	$3,301,717	**$76,266,707**
Volusia County (FL)	$3,077,958	$4,950,322	$895,032	$915,692	$2,031,403	$133,711	$2,149,599	$1,781,826	**$15,935,543**
Group D Average	**$5,773,168**	**$19,504,081**	**$4,502,870**	**$3,329,880**	**$5,440,433**	**$625,205**	**$5,180,141**	**$1,803,623**	**$46,159,400**
Percent of Group D Total	12.5%	42.3%	9.8%	7.2%	11.8%	1.4%	11.2%	3.9%	100.0%
Average Excluding Outliers/Exclusions	$4,327,921	$16,125,816	$4,307,020	$2,348,375	$4,202,281	$532,577	$4,820,463	$1,380,149	$38,044,602
Group D Median	$3,493,832	$15,101,321	$3,124,464	$1,921,729	$3,393,094	$353,151	$3,570,659	$1,155,416	$36,540,347

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 19:
Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	ALL Cultural Audiences (Both Residents AND Non-Residents)								Total Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Albuquerque (NM)	$2,790,023	$11,816,430	$5,121,624	$2,519,062	$3,394,073	$389,527	$2,512,536	$1,727,025	**$30,270,300**
City of Atlanta (GA)	$19,130,514	$61,772,813	$10,704,095	$4,661,978	$11,805,828	$3,713,955	$15,267,459	$4,812,545	**$131,869,187**
Polk County (FL)	$1,412,519	$3,287,545	$1,372,012	$133,328	$343,570	$41,146	$762,068	$449,587	**$7,801,775**
Lee County (FL)	$5,002,162	$18,344,661	$7,230,356	$2,119,685	$4,487,758	$84,500	$6,868,372	$1,005,672	**$45,143,166**
City of Seattle (WA)	$15,234,181	$82,274,393	$13,090,503	$8,373,655	$19,619,707	$1,608,467	$27,586,999	$7,840,804	**$175,628,709**
District of Columbia (DC)* [1]	$36,534,401	$200,798,385	$18,749,232	$6,675,311	$54,456,635	$3,549,430	$59,030,186	$14,996,867	**$394,790,447**
City of Baltimore (MD)	$9,779,130	$63,633,426	$14,766,811	$4,871,821	$17,928,523	$1,842,660	$6,052,994	$3,062,123	**$121,937,488**
Jefferson County (AL)	$24,007,082	$52,926,861	$21,881,251	$6,833,320	$14,282,121	$193,760	$25,367,156	$909,674	**$146,401,225**
City of Austin (TX)	$9,881,176	$35,896,250	$15,713,369	$5,663,680	$12,128,175	$2,425,650	$11,169,864	$6,090,072	**$98,968,236**
City of Indianapolis (IN)	$22,923,541	$85,890,849	$42,049,061	$6,197,681	$17,535,097	$855,633	$12,759,516	$3,181,922	**$191,393,300**
City and County of San Francisco (CA)*	$20,770,137	$127,651,871	$7,360,962	$11,326,653	$35,917,494	$8,399,272	$23,204,357	$3,221,184	**$237,851,930**
Prince George's County (MD)	$1,050,719	$5,071,933	$1,293,223	$281,432	$2,420,213	$59,024	$2,156,584	$306,117	**$12,639,245**
Bergen County (NJ)	$1,207,280	$8,656,890	$836,087	$649,690	$1,387,783	$315,999	$996,641	$446,723	**$14,497,093**
Wake County (NC)	$7,518,208	$32,901,982	$10,652,977	$6,610,084	$11,386,461	$733,483	$6,225,880	$2,392,554	**$78,421,629**
Fairfield County (CT)	$7,991,689	$22,150,588	$5,875,921	$1,759,128	$4,412,450	$1,186,832	$683,958	$1,940,255	**$46,000,821**
Mecklenburg County (NC)	$14,449,031	$44,671,290	$8,497,074	$2,432,780	$8,796,997	$2,494,206	$17,962,713	$2,316,705	**$101,620,796**
Greater Memphis Area (TN)	$5,690,614	$25,796,386	$5,834,331	$3,110,964	$6,999,414	$898,260	$13,649,289	$603,323	**$62,582,581**
City of San Jose (CA)***	$5,492,915	$26,651,717	$2,468,017	$1,895,110	$5,937,644	$1,066,824	$4,435,982	$1,399,958	**$49,348,167**
Westchester County (NY)	$5,753,492	$32,059,605	$3,976,419	$3,321,363	$6,291,243	$1,454,379	$4,347,130	$2,391,309	**$59,594,940**
Montgomery County (MD)	$6,118,960	$39,332,160	$3,513,460	$2,189,610	$4,915,411	$770,670	$16,216,999	$1,264,250	**$74,321,520**
Group E Average	**$11,136,889**	**$49,079,302**	**$10,049,339**	**$4,081,317**	**$12,222,330**	**$1,604,184**	**$12,862,834**	**$3,017,933**	**$104,054,128**
Percent of Group E Total	10.7%	47.2%	9.7%	3.9%	11.7%	1.5%	12.4%	2.9%	100.0%
Average Excluding Outliers/Exclusions	$9,408,254	$36,852,004	$10,141,681	$3,631,133	$8,713,813	$1,121,656	$10,034,480	$2,396,509	$82,299,530
Group E Median	$7,754,949	$34,399,116	$7,295,659	$3,216,164	$7,898,206	$982,542	$9,019,118	$2,128,480	$76,371,575

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 19:
Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
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Population Cohort Group F Population 1,000,000 or More Sample Size = 23	ALL Cultural Audiences (Both Residents AND Non-Residents)								Total Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Pima County (AZ)	$6,873,294	$17,736,059	$7,169,688	$2,830,282	$5,713,717	$977,002	$2,454,153	$1,186,538	**$44,940,733**
Fairfax County (VA)	$2,821,932	$11,538,345	$5,033,076	$3,051,363	$2,435,084	$848,121	$1,280,419	$3,057,976	**$30,066,316**
Orange County (FL)	$21,793,133	$38,922,475	$8,128,188	$6,126,793	$15,684,759	$705,628	$16,451,429	$2,439,702	**$110,252,107**
Greater Columbus Area (OH)	$13,516,759	$44,897,860	$8,008,247	$3,979,094	$10,874,007	$952,651	$9,784,266	$3,154,964	**$95,167,848**
Allegheny County (PA)	$25,239,885	$187,275,003	$11,933,002	$14,876,018	$42,812,782	$5,139,333	$22,707,495	$6,804,320	**$316,787,838**
City of San Diego (CA)***	$57,647,724	$101,201,998	$63,868,823	$33,272,599	$33,222,774	$23,694,807	$26,860,055	$1,565,330	**$341,334,110**
City of Dallas (TX)	$24,933,883	$56,681,359	$11,405,396	$11,967,985	$19,666,963	$2,205,932	$25,793,442	$3,930,243	**$156,585,203**
Palm Beach County (FL)	$25,773,599	$48,105,253	$6,637,252	$8,066,440	$11,205,043	$639,148	$7,055,991	$3,570,156	**$111,052,882**
Greater St. Louis Area (MO)	$38,468,918	$118,497,193	$32,680,066	$12,553,917	$28,731,701	$2,334,938	$27,222,965	$8,589,689	**$269,079,387**
City of San Antonio (TX)	$5,523,855	$31,683,586	$20,554,052	$1,862,796	$5,772,722	$677,436	$4,980,116	$909,630	**$71,964,193**
Sacramento County (CA)	$3,847,736	$13,951,244	$2,356,234	$1,987,488	$4,229,906	$660,314	$1,987,097	$910,949	**$29,930,968**
City and County of Philadelphia (PA)	$50,917,399	$214,863,990	$30,691,117	$16,918,783	$63,575,471	$2,876,136	$91,811,003	$7,058,314	**$478,712,213**
City of Phoenix (AZ)	$14,442,880	$62,644,606	$12,048,996	$8,435,200	$20,837,166	$1,661,690	$11,983,977	$4,055,574	**$136,110,089**
Broward County (FL)	$18,389,046	$55,754,954	$6,335,906	$10,368,981	$19,129,966	$2,435,625	$10,377,181	$4,086,195	**$126,877,854**
Santa Clara County (CA)	$6,773,031	$33,156,774	$4,487,330	$2,131,658	$7,726,583	$1,172,683	$4,837,185	$1,697,732	**$61,982,976**
Tarrant County (TX)	$4,923,989	$21,187,179	$5,760,306	$3,285,602	$4,590,329	$629,325	$4,397,036	$483,339	**$45,257,105**
Clark County (NV)	$2,938,189	$8,067,809	$5,072,767	$925,720	$2,380,881	$255,920	$866,466	$1,065,683	**$21,573,435**
Riverside County (CA)	$6,867,782	$15,900,437	$4,747,065	$406,424	$1,537,304	$787,441	$3,366,582	$825,399	**$34,438,434**
Miami-Dade County (FL)	$52,829,916	$186,556,474	$17,226,597	$34,928,078	$55,122,693	$6,748,881	$34,399,271	$14,412,889	**$402,224,799**
City of Chicago (IL)	$108,779,396	$371,403,598	$91,740,532	$39,026,050	$177,458,885	$8,978,504	$176,339,924	$16,094,943	**$989,821,832**
San Diego County (CA)	$66,314,792	$116,417,250	$73,471,204	$38,274,980	$38,217,664	$27,257,210	$30,898,339	$1,800,671	**$392,652,110**
City of Los Angeles (CA)	$68,033,933	$161,198,910	$34,772,821	$26,465,161	$89,933,058	$15,781,770	$32,902,878	$6,121,709	**$435,210,240**
Harris County (TX)	$62,764,965	$199,837,349	$85,726,674	$24,429,274	$58,789,321	$4,758,224	$36,705,663	$22,556,627	**$495,568,097**
Group F Average	**$30,018,089**	**$92,064,335**	**$23,906,754**	**$13,311,769**	**$31,289,077**	**$4,877,336**	**$25,454,910**	**$5,059,938**	**$225,982,207**
Percent of Group F Total	13.3%	40.7%	10.6%	5.9%	13.8%	2.2%	11.3%	2.2%	100.0%
Average Excluding Outliers/Exclusions	$28,762,196	$91,648,987	$22,090,296	$12,404,459	$31,201,182	$4,021,996	$25,391,040	$5,218,784	$220,738,939
Group F Median	$21,793,133	$55,754,954	$11,405,396	$8,435,200	$19,129,966	$1,661,690	$11,983,977	$3,154,964	$126,877,854
ALL CITY/COUNTY STUDY REGIONS									
Average	**$8,401,255**	**$28,465,519**	**$7,024,330**	**$3,704,117**	**$8,547,685**	**$1,240,451**	**$8,091,648**	**$1,828,569**	**$67,303,573**
Percent of Total	12.5%	42.3%	10.4%	5.5%	12.7%	1.8%	12.0%	2.7%	100.0%
Average Excluding Outliers/Exclusions	$8,164,052	$27,541,171	$7,065,044	$3,514,541	$8,288,836	$1,074,883	$7,793,576	$1,770,099	$65,212,203
Median	$2,755,660	$9,591,508	$2,391,393	$956,792	$2,248,783	$242,619	$2,149,599	$725,791	$21,573,435

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 19:
Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
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Regional Study Regions All Populations Sample Size = 31	ALL Cultural Audiences (Both Residents AND Non-Residents)								Total Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Greater Portsmouth Area (NH)	$3,792,258	$15,404,297	$2,097,507	$642,860	$2,284,635	$553,864	$5,220,277	$915,803	**$30,911,501**
Greater Concord Area (NH)	$1,011,036	$3,540,096	$820,849	$232,958	$605,053	$102,393	$383,724	$261,610	**$6,957,719**
Greater Aberdeen Area (SD)	$213,036	$1,289,781	$152,649	$65,430	$436,886	$35,945	$537,391	$313,945	**$3,045,063**
Centre Region (PA)	$1,036,234	$4,167,301	$3,214,562	$394,545	$966,315	$17,582	$2,403,990	$275,703	**$12,476,232**
Greater Minot Area (ND)	$563,522	$1,428,355	$533,514	$448,946	$437,336	$19,570	$118,971	$70,942	**$3,621,156**
Creative Corridor in Northwest Iowa (IA)	$1,122,340	$2,274,117	$437,616	$969,975	$993,186	$63,671	$1,468,807	$130,172	**$7,459,884**
Northern New Hampshire (NH)	$411,907	$2,376,782	$1,452,309	$421,312	$698,824	$204,874	$1,176,692	$629,458	**$7,372,158**
Greater Sioux Falls Area (SD)	$2,130,441	$7,630,064	$1,573,458	$1,011,868	$2,078,186	$398,168	$2,930,813	$1,352,537	**$19,105,535**
Greater Athens Area (GA)	$834,193	$1,864,132	$884,141	$490,893	$610,293	$251,821	$714,168	$518,927	**$6,168,568**
Greater Rockford Area (IL)	$842,711	$3,290,693	$641,922	$432,659	$724,616	$52,598	$452,710	$186,347	**$6,624,256**
Greater Peoria Area (IL)	$600,923	$1,953,806	$757,807	$373,514	$818,217	$103,205	$529,648	$418,717	**$5,555,837**
Greater Fox Cities Region (WI)	$1,171,351	$6,035,113	$857,699	$307,008	$960,556	$168,259	$858,259	$733,289	**$11,091,534**
Northern Tier Region (PA)	$395,252	$1,448,878	$532,813	$91,681	$328,716	$83,743	$352,898	$19,751	**$3,253,732**
Northwest Arkansas Area (AR)	$1,650,182	$7,731,313	$1,014,390	$439,914	$1,753,026	$380,107	$1,419,837	$191,457	**$14,580,226**
Mahoning Valley Region (OH)	$1,258,545	$5,042,352	$1,642,787	$1,230,187	$1,823,405	$77,337	$798,305	$664,496	**$12,537,414**
Iowa Cultural Corridor (IA)	$3,048,970	$12,247,232	$5,710,667	$1,200,788	$3,677,836	$529,512	$2,813,367	$344,622	**$29,572,994**
Pikes Peak Region (CO)	$9,188,827	$15,175,105	$2,061,089	$1,100,985	$2,870,225	$612,359	$3,362,531	$173,051	**$34,544,172**
Greater Columbia Area (SC)	$2,326,776	$8,942,219	$854,567	$274,041	$2,673,688	$231,222	$1,829,267	$236,477	**$17,368,257**
Lehigh Valley Region (PA)	$11,236,958	$43,587,860	$12,762,928	$6,421,262	$12,738,998	$1,090,446	$17,170,809	$858,704	**$105,867,965**
West Valley Region (AZ)	$1,950,999	$1,844,783	$516,032	$589,428	$857,475	$100,842	$176,907	$143,170	**$6,179,636**
Greater Harrisburg Area (PA)	$3,178,165	$14,383,782	$922,608	$1,320,782	$2,362,800	$312,835	$318,748	$783,632	**$23,583,352**
Greater Hartford Area (CT)	$15,906,707	$37,809,791	$8,630,119	$3,933,608	$8,076,556	$918,900	$5,097,785	$1,632,006	**$82,005,472**
Greater Portland Area (OR)	$10,878,677	$48,175,249	$6,409,502	$3,302,383	$9,161,594	$1,132,874	$13,871,048	$8,520,866	**$101,452,193**
Metropolitan Kansas City Area (MO/KS)	$10,515,316	$31,586,912	$5,897,602	$3,759,749	$7,882,410	$627,867	$6,884,123	$2,119,192	**$69,273,171**
Greater Milwaukee Area (WI)	$11,992,028	$37,331,430	$5,733,102	$3,668,176	$11,328,516	$854,526	$4,372,450	$3,986,941	**$79,267,169**

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 19:
Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	ALL Cultural Audiences (Both Residents AND Non-Residents)								Total Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Central Florida Region (FL)	$29,888,296	$59,847,098	$15,506,370	$9,280,156	$21,228,970	$1,079,685	$22,421,383	$5,787,255	**$165,039,213**
Greater Washington DC Region (DC/MD/VA) [1]	$51,270,780	$281,980,557	$36,471,864	$15,244,539	$68,937,286	$5,474,143	$82,227,432	$22,115,753	**$563,722,354**
Greater Philadelphia Region (PA)	$53,458,298	$237,681,750	$46,435,658	$16,227,578	$65,607,565	$4,106,872	$84,277,257	$13,342,459	**$521,137,437**
Southeastern Michigan Region (MI)	$9,971,040	$61,587,581	$22,228,282	$10,897,626	$13,928,268	$3,175,515	$7,616,585	$3,155,365	**$132,560,262**
Greater Houston Area (TX)	$69,567,447	$220,989,307	$75,762,067	$46,734,743	$56,353,555	$4,194,476	$70,011,492	$19,493,954	**$563,107,041**
North Texas Region (TX) [1]	$31,634,459	$84,907,159	$18,329,361	$16,149,267	$25,770,402	$3,049,886	$31,826,757	$4,986,276	**$216,653,567**
Regional Average	**$11,066,054**	**$40,759,835**	**$9,059,543**	**$4,763,189**	**$10,612,109**	**$967,906**	**$12,053,046**	**$3,043,964**	**$92,325,647**
Percent of Regional Total	12.0%	44.1%	9.8%	5.2%	11.5%	1.0%	13.1%	3.3%	100.0%
Regional Median	$2,326,776	$8,942,219	$1,642,787	$1,011,868	$2,284,635	$380,107	$2,403,990	$664,496	$19,105,535

Statewide Study Regions All Populations Sample Size = 10	ALL Cultural Audiences (Both Residents AND Non-Residents)								Total Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
State of South Dakota [1]	$5,837,735	$24,675,832	$4,299,529	$2,514,584	$7,351,091	$1,053,799	$9,780,513	$4,942,945	**$60,456,028**
State of Delaware	$3,521,317	$13,259,619	$4,900,407	$2,316,220	$4,635,000	$391,943	$7,186,307	$2,711,036	**$38,921,849**
State of Hawai'i	$15,137,979	$24,339,263	$3,820,491	$10,853,644	$8,513,194	$1,205,042	$5,422,098	$1,028,004	**$70,319,715**
State of New Hampshire [1]	$7,817,090	$28,406,578	$6,513,695	$2,030,752	$5,134,645	$1,139,771	$8,317,526	$2,694,104	**$62,054,161**
State of Nebraska [1]	$7,044,463	$33,217,181	$9,850,289	$3,551,509	$9,570,886	$950,046	$8,885,068	$5,555,226	**$78,624,668**
State of Connecticut [1]	$34,320,851	$92,443,565	$22,204,781	$8,723,413	$19,340,853	$3,486,689	$10,184,353	$6,777,851	**$197,482,356**
State of Wisconsin [1]	$25,151,740	$86,610,847	$19,264,756	$8,421,083	$24,650,146	$2,981,216	$18,789,546	$9,214,934	**$195,084,268**
State of North Carolina [1]	$66,916,338	$236,885,369	$63,256,362	$30,994,703	$65,291,528	$8,928,062	$89,067,108	$21,238,404	**$582,577,874**
State of Pennsylvania [1]	$105,612,228	$530,009,531	$85,266,834	$44,311,989	$135,488,333	$11,875,613	$137,447,543	$24,720,100	**$1,074,732,171**
State of Illinois [1]	$131,733,747	$452,221,502	$112,537,609	$49,467,958	$208,760,640	$11,157,999	$203,230,541	$22,512,166	**$1,191,622,162**
Statewide Average	**$40,309,349**	**$152,206,929**	**$33,191,475**	**$16,318,586**	**$48,873,632**	**$4,317,018**	**$49,831,060**	**$10,139,477**	**$355,187,525**
Percent of Statewide Total	11.3%	42.9%	9.3%	4.6%	13.8%	1.2%	14.0%	2.9%	100.0%
Statewide Median	$20,144,860	$59,914,014	$14,557,523	$8,572,248	$14,455,870	$2,093,129	$9,982,433	$6,166,539	$136,854,468

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 19:
Total Itemized Audience Expenditures (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	ALL Cultural Audiences (Both Residents AND Non-Residents)								Total Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Grand Center Arts District (St. Louis, MO)	$3,424,691	$8,850,298	$1,128,930	$935,050	$2,368,390	$223,248	$1,703,093	$613,558	**$19,247,258**
Dallas Arts District (Dallas, TX)	$9,658,914	$18,967,271	$2,723,529	$4,889,416	$6,733,465	$841,124	$6,514,668	$1,980,720	**$52,309,107**
Arts District Average	**$6,541,803**	**$13,908,785**	**$1,926,230**	**$2,912,233**	**$4,550,928**	**$532,186**	**$4,108,881**	**$1,297,139**	**$35,778,183**
Percent of Arts District Total	18.3%	38.9%	5.4%	8.1%	12.7%	1.5%	11.5%	3.6%	100.0%

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] To calculate the total estimated audience expenditures in these multi-city/multi-county and statewide study regions, the individual findings for the less-populated participating communities in each region were summed first. The regional or statewide residency percentages and per person spending averages were then applied to any additional data collected for the region or state (if applicable), and the result was added to the sum of the individual communities. Therefore, the total audience expenditures do not equal the average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 20:
Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

This table presents the average dollars spent per person by all nonprofit arts and culture audiences (both residents and non-residents) as a direct result of their attendance to nonprofit arts and culture events in each participating study region during 2010. Summary statistics are calculated for each population group.

Column Two:
The average dollars spent per person by all arts and culture audiences—both residents and non-residents—to purchase refreshments (e.g., snacks, drinks) while attending nonprofit arts and culture events.

Column Three:
The average dollars spent per person by all arts and culture audiences—both residents and non-residents—to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

Column Four:
The average dollars spent per person by all arts and culture audiences—both residents and non-residents—to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

Column Five:
The average dollars spent per person by all arts and culture audiences—both residents and non-residents—to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

Column Six:
The average dollars spent per person by all arts and culture audiences—both residents and non-residents—on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

Column Seven:
The average dollars spent per person by all arts and culture audiences—both residents and non-residents—on child care for the purpose of attending nonprofit arts and culture events.

Column Eight:
The average dollars spent per person by all arts and culture audiences—both residents and non-residents—on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

Column Nine:
The average dollars spent person by all arts and culture audiences—both residents and non-residents—on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and culture events.

Column Ten:
The average total dollars spent per person by all arts and culture audiences—both residents and non-residents—for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

Table 20:
Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	ALL Cultural Audiences (Both Residents AND Non-Residents)								Average Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Gunnison (CO)***	$2.41	$7.84	$2.54	$0.11	$0.98	$0.63	$1.59	$0.75	**$16.85**
Town of Telluride (CO)*	$21.48	$36.14	$12.65	$7.19	$11.14	$2.33	$56.03	$3.26	**$150.22**
Town of Crested Butte (CO)***	$5.93	$16.50	$5.19	$2.13	$2.67	$0.67	$10.98	$1.04	**$45.11**
Town of Newmarket (NH)	$3.92	$6.58	$5.54	$0.97	$0.98	$0.13	$1.50	$2.69	**$22.31**
Greater Ketchikan Area (AK)	$1.28	$5.82	$8.75	$3.40	$1.23	$0.06	$1.32	$0.61	**$22.47**
Gunnison County (CO) [1]	$5.00	$14.21	$4.49	$1.60	$2.22	$0.66	$8.50	$0.97	**$37.65**
City of Durango (CO)	$2.88	$9.63	$1.34	$0.91	$1.63	$0.34	$4.49	$1.25	**$22.47**
Teton County (WY)*	$2.93	$16.47	$5.09	$2.38	$4.44	$0.61	$15.96	$5.46	**$53.34**
City of Laguna Beach (CA)*	$5.31	$13.64	$8.26	$1.97	$1.45	$0.23	$3.71	$0.61	**$35.18**
City of Fairfax (VA)***	$2.01	$8.24	$3.59	$2.18	$1.74	$0.61	$0.91	$2.18	**$21.46**
City of Auburn (NY)	$1.77	$9.77	$3.59	$0.85	$2.06	$0.57	$4.83	$0.77	**$24.21**
City of Slidell (LA)***	$3.17	$8.46	$3.63	$1.86	$1.77	$0.15	$0.03	$0.56	**$19.63**
City of Winter Park (FL)***	$2.31	$10.44	$2.39	$1.98	$3.60	$0.18	$4.02	$1.42	**$26.34**
Greater Elkins Area (WV)	$3.41	$5.97	$5.74	$1.29	$3.42	$0.19	$9.80	$0.08	**$29.90**
Transylvania County (NC)	$3.25	$11.16	$4.40	$0.99	$3.04	$0.34	$6.17	$1.17	**$30.52**
City of Rochester (NH)	$3.69	$5.66	$1.66	$1.02	$1.84	$0.26	$0.95	$1.01	**$16.09**
City and Borough of Juneau (AK)	$1.84	$5.62	$1.99	$0.41	$1.46	$0.05	$0.40	$0.24	**$12.01**
Princeton (NJ)**	$2.37	$12.94	$1.92	$0.55	$2.08	$0.31	$3.26	$0.60	**$24.03**
Platte County (NE)	$1.92	$5.89	$3.60	$0.60	$2.63	$0.42	$2.12	$1.53	**$18.71**
Adams County (NE)	$2.64	$6.01	$1.78	$0.87	$2.89	$0.09	$3.96	$1.17	**$19.41**
City of Fairbanks (AK)	$1.10	$7.62	$1.96	$0.41	$2.23	$0.38	$1.81	$0.70	**$16.21**
City of West Hollywood (CA)**	$3.69	$11.06	$3.23	$1.77	$2.95	$0.45	$1.71	$1.19	**$26.05**
City of Pittsfield (MA)**	$4.54	$12.38	$1.56	$0.35	$0.73	$0.17	$0.70	$0.00	**$20.43**
Windham County (VT)*	$1.72	$8.36	$2.69	$1.27	$2.15	$0.19	$3.84	$0.72	**$20.94**
Iron County (UT)*	$4.67	$22.26	$7.87	$2.68	$9.70	$1.36	$45.35	$2.73	**$96.62**
Watauga County (NC)	$2.70	$11.08	$2.69	$2.02	$2.83	$0.15	$6.83	$1.58	**$29.88**
Buffalo County (NE)	$2.96	$5.17	$3.68	$1.29	$2.12	$0.18	$2.09	$1.41	**$18.90**
Group A Average	**$3.74**	**$10.92**	**$4.14**	**$1.59**	**$2.81**	**$0.43**	**$7.51**	**$1.32**	**$32.48**
Percent of Group A Total	11.5%	33.6%	12.8%	4.9%	8.7%	1.3%	23.1%	4.1%	100.0%
Average Excluding Outliers/Exclusions	$2.88	$8.62	$3.41	$1.14	$2.14	$0.28	$3.56	$1.00	$23.01
Group A Median	$2.93	$9.63	$3.59	$1.29	$2.15	$0.31	$3.71	$1.04	$22.47

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 20:
Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	**ALL Cultural Audiences (Both Residents AND Non-Residents)**								**Average Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
Chenango County (NY)	$3.47	$5.46	$2.97	$0.86	$2.04	$0.05	$2.73	$1.40	**$18.98**
City of La Crosse (WI)	$1.36	$6.63	$0.40	$0.44	$1.59	$0.24	$1.68	$0.70	**$13.04**
Lenoir County (NC)	$1.35	$5.88	$1.66	$2.33	$2.61	$0.14	$4.26	$0.69	**$18.92**
City of Dubuque (IA)	$2.94	$9.50	$1.92	$1.69	$2.43	$0.13	$5.19	$1.28	**$25.08**
Greater Enid Area (OK)	$3.23	$8.17	$2.21	$1.85	$5.39	$0.17	$5.48	$1.31	**$27.81**
City of Flagstaff (AZ)	$4.34	$9.55	$5.12	$1.49	$2.86	$0.37	$6.92	$0.27	**$30.92**
City of Portland (ME)	$2.40	$13.87	$3.37	$0.98	$2.02	$0.30	$3.41	$1.90	**$28.25**
Athens County (OH)	$3.47	$7.77	$3.98	$1.30	$2.83	$0.62	$4.79	$0.99	**$25.75**
Rutherford County (NC)	$1.98	$5.70	$1.47	$0.96	$3.67	$0.28	$1.46	$1.06	**$16.58**
City of Walnut Creek (CA)	$2.14	$17.50	$0.47	$0.77	$1.72	$0.07	$0.59	$0.49	**$23.75**
City of Missoula (MT)	$3.12	$8.05	$2.05	$1.05	$1.54	$0.24	$3.10	$1.16	**$20.31**
City of Bloomington (IN)	$1.78	$8.96	$2.41	$0.94	$1.50	$0.27	$4.15	$0.81	**$20.82**
City of Miami Beach (FL)***	$2.90	$13.62	$1.28	$1.85	$4.20	$0.93	$5.53	$0.48	**$30.79**
Greater Parkersburg Area (WV)	$1.74	$6.02	$2.18	$2.24	$2.03	$0.25	$1.21	$0.56	**$16.23**
Moore County (NC)	$0.92	$7.36	$1.13	$0.79	$1.00	$0.26	$0.62	$0.69	**$12.77**
Indiana County (PA)	$0.95	$4.49	$0.58	$0.60	$1.43	$0.26	$0.88	$0.41	**$9.60**
Buchanan County (MO)	$3.37	$6.42	$2.91	$1.13	$1.27	$0.15	$0.49	$0.53	**$16.27**
City of Boulder (CO)	$1.65	$10.45	$2.56	$1.67	$2.59	$0.27	$2.28	$1.21	**$22.68**
Eau Claire County (WI)	$2.12	$7.10	$1.03	$0.38	$1.86	$0.35	$1.14	$0.54	**$14.52**
Group B Average	**$2.38**	**$8.55**	**$2.09**	**$1.23**	**$2.35**	**$0.28**	**$2.94**	**$0.87**	**$20.69**
Percent of Group B Total	11.5%	41.3%	10.1%	5.9%	11.3%	1.4%	14.2%	4.2%	100.0%
Average Excluding Outliers/Exclusions	$2.35	$8.27	$2.13	$1.19	$2.24	$0.25	$2.80	$0.89	$20.13
Group B Median	$2.14	$7.77	$2.05	$1.05	$2.03	$0.26	$2.73	$0.70	$20.31

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 20:
Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	ALL Cultural Audiences (Both Residents AND Non-Residents)								Average Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Rochester (MN)	$2.90	$7.64	$2.96	$0.94	$1.71	$0.33	$1.98	$0.46	**$18.92**
Tompkins County (NY)	$2.90	$8.81	$2.76	$1.07	$1.48	$0.32	$3.54	$0.53	**$21.41**
Wayne County (NC)	$1.38	$6.36	$1.68	$1.08	$2.30	$0.21	$0.60	$0.21	**$13.82**
City of McKinney (TX)	$1.08	$8.55	$0.99	$0.54	$1.05	$0.22	$0.71	$0.88	**$14.02**
Orange County (NC)	$1.70	$7.18	$1.43	$0.49	$1.53	$0.24	$1.45	$0.66	**$14.68**
Town of Cary (NC)***	$1.43	$6.32	$1.76	$0.85	$1.57	$0.13	$1.61	$0.67	**$14.34**
Marathon County (WI)	$2.68	$8.67	$5.04	$2.69	$1.82	$0.35	$1.89	$0.45	**$23.59**
Greater Charlottesville Area (VA)**	$4.33	$14.80	$4.56	$1.41	$3.78	$0.59	$10.54	$0.81	**$40.82**
City of Fort Collins (CO)	$1.69	$8.85	$0.78	$0.86	$1.14	$0.34	$0.96	$0.60	**$15.22**
Cambria County (PA)	$2.29	$6.77	$1.58	$1.00	$2.18	$0.12	$2.09	$0.31	**$16.34**
City of Alexandria (VA)	$1.74	$9.52	$2.98	$1.01	$1.54	$0.08	$1.33	$1.01	**$19.21**
City of Eugene (OR)	$2.82	$7.25	$1.95	$0.90	$1.50	$0.14	$1.61	$1.01	**$17.18**
Pitt County (NC)	$1.20	$8.25	$1.19	$0.70	$1.56	$0.77	$0.80	$0.46	**$14.93**
City of Santa Clarita (CA)	$7.42	$11.31	$8.49	$0.07	$1.95	$2.32	$0.02	$0.00	**$31.58**
City of Providence (RI)**	$3.79	$13.34	$4.05	$1.13	$3.16	$0.46	$2.81	$0.72	**$29.46**
Erie (PA)	$2.39	$8.67	$1.34	$1.03	$1.45	$0.34	$1.22	$0.70	**$17.14**
New Hanover County (NC)	$2.37	$8.31	$1.45	$1.15	$2.73	$0.17	$1.58	$0.32	**$18.08**
City of Glendale (CA)	$1.93	$6.81	$1.41	$0.60	$0.97	$0.10	$0.10	$0.61	**$12.53**
City of Tacoma (WA)	$2.75	$11.51	$3.76	$1.39	$1.84	$0.28	$1.33	$1.53	**$24.39**
Whatcom County (WA)	$1.62	$6.09	$2.76	$0.42	$1.65	$0.13	$0.93	$0.58	**$14.18**
City of Boise (ID)	$4.15	$9.50	$1.51	$1.62	$1.95	$0.54	$1.08	$0.83	**$21.18**
Lackawanna County (PA)	$1.82	$7.36	$1.86	$1.07	$1.60	$0.34	$0.76	$0.77	**$15.58**
Arlington County (VA)	$2.42	$10.50	$1.92	$0.98	$3.44	$0.16	$3.89	$0.14	**$23.45**
City of Orlando (FL)***	$4.78	$9.41	$2.17	$1.55	$4.16	$0.13	$4.26	$0.29	**$26.75**
Buncombe County (NC)	$2.48	$12.34	$2.44	$0.68	$3.04	$0.15	$11.51	$1.85	**$34.49**
St. Tammany Parish (LA)	$3.20	$9.18	$3.39	$2.00	$1.84	$0.25	$0.41	$0.59	**$20.86**
Alachua County (FL)	$3.83	$6.84	$6.73	$1.63	$1.76	$0.37	$5.33	$0.90	**$27.39**
Greater Jackson Area (MS)	$3.57	$8.29	$2.44	$1.16	$5.15	$0.97	$7.08	$1.57	**$30.23**
Group C Average	**$2.74**	**$8.87**	**$2.69**	**$1.07**	**$2.14**	**$0.38**	**$2.55**	**$0.70**	**$21.13**
Percent of Group C Total	13.0%	42.0%	12.7%	5.1%	10.1%	1.8%	12.1%	3.3%	100.0%
Average Excluding Outliers/Exclusions	$2.71	$8.95	$2.75	$1.06	$2.08	$0.40	$2.52	$0.71	$21.18
Group C Median	$2.45	$8.61	$2.06	$1.02	$1.79	$0.27	$1.52	$0.64	$19.07

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 20:
Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	ALL Cultural Audiences (Both Residents AND Non-Residents)								Average Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Lincoln (NE)	$1.55	$6.89	$1.29	$0.72	$1.60	$0.19	$1.74	$0.99	**$14.97**
Durham County (NC)	$2.99	$12.47	$1.35	$1.09	$3.00	$0.22	$6.52	$0.52	**$28.16**
Osceola County (FL)	$0.91	$6.33	$0.90	$0.66	$2.60	$0.07	$0.22	$0.26	**$11.95**
City of Newark (NJ)	$3.47	$7.83	$4.14	$1.61	$2.52	$0.05	$5.38	$0.59	**$25.59**
City of Riverside (CA)***	$4.11	$14.43	$2.87	$0.37	$0.99	$0.67	$1.58	$0.78	**$25.80**
Lexington-Fayette Urban County (KY)	$3.11	$9.16	$0.95	$1.15	$2.04	$0.12	$1.55	$0.11	**$18.19**
Loudoun County (VA)	$3.34	$7.46	$12.10	$1.61	$2.37	$0.24	$1.51	$1.07	**$29.70**
Cumberland County (NC)	$3.55	$5.80	$2.06	$1.15	$1.63	$0.09	$0.73	$0.55	**$15.56**
Greater Chattanooga Area (TN)	$2.12	$11.41	$5.73	$2.21	$2.95	$0.74	$3.92	$0.79	**$29.87**
Forsyth County (NC)	$1.72	$9.47	$4.10	$2.25	$2.93	$0.62	$4.78	$0.77	**$26.64**
City of Wichita (KS)	$1.11	$7.37	$1.64	$0.92	$1.52	$0.23	$1.31	$1.15	**$15.25**
Sarasota County (FL)	$2.35	$9.79	$1.75	$1.85	$2.50	$0.13	$2.77	$0.56	**$21.70**
City of Oakland (CA)	$1.54	$8.78	$4.10	$2.24	$2.17	$0.29	$2.57	$0.40	**$22.09**
Santa Barbara County (CA)	$1.76	$11.26	$1.27	$1.38	$1.86	$0.39	$2.73	$0.52	**$21.17**
City of Miami (FL)***	$5.51	$14.09	$1.57	$3.85	$5.17	$0.38	$2.42	$1.70	**$34.69**
Seminole County (FL)	$1.99	$7.09	$3.37	$1.95	$2.03	$0.17	$2.32	$1.60	**$20.52**
City of Omaha (NE)	$1.83	$11.37	$3.44	$1.09	$3.26	$0.31	$2.69	$1.87	**$25.86**
Greater Syracuse Area (NY)	$3.93	$13.70	$1.25	$1.48	$3.30	$0.22	$1.86	$0.19	**$25.93**
City of Mesa (AZ)	$2.79	$6.57	$2.13	$1.25	$1.98	$0.35	$1.33	$0.74	**$17.14**
Guilford County (NC)	$2.90	$8.05	$1.93	$1.09	$2.15	$0.38	$1.64	$1.31	**$19.45**
Dane County (WI)	$3.00	$10.41	$3.45	$1.05	$3.14	$0.50	$3.53	$1.13	**$26.21**
Volusia County (FL)	$3.59	$5.77	$1.05	$1.07	$2.37	$0.15	$2.51	$2.08	**$18.59**
Group D Average	**$2.69**	**$9.34**	**$2.84**	**$1.46**	**$2.46**	**$0.30**	**$2.53**	**$0.89**	**$22.50**
Percent of Group D Total	12.0%	41.5%	12.6%	6.5%	10.9%	1.3%	11.2%	4.0%	100.0%
Average Excluding Outliers/Exclusions	$2.48	$8.85	$2.90	$1.39	$2.40	$0.27	$2.58	$0.86	$21.73
Group D Median	$2.85	$8.97	$2.00	$1.20	$2.37	$0.24	$2.37	$0.78	$21.90

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 20:
Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	**ALL Cultural Audiences (Both Residents AND Non-Residents)**								**Average Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Albuquerque (NM)	$1.81	$7.69	$3.33	$1.64	$2.21	$0.25	$1.64	$1.12	**$19.69**
City of Atlanta (GA)	$3.65	$11.79	$2.04	$0.89	$2.25	$0.71	$2.92	$0.92	**$25.17**
Polk County (FL)	$5.65	$13.15	$5.49	$0.53	$1.37	$0.17	$3.05	$1.80	**$31.21**
Lee County (FL)	$2.57	$9.44	$3.72	$1.09	$2.31	$0.04	$3.54	$0.52	**$23.23**
City of Seattle (WA)	$2.58	$13.95	$2.22	$1.42	$3.33	$0.27	$4.69	$1.33	**$29.79**
District of Columbia (DC)* [1]	$3.02	$16.59	$1.55	$0.55	$4.50	$0.30	$4.87	$1.24	**$32.62**
City of Baltimore (MD)	$1.40	$9.08	$2.11	$0.69	$2.56	$0.26	$0.87	$0.44	**$17.41**
Jefferson County (AL)	$4.86	$10.73	$4.43	$1.38	$2.89	$0.04	$5.14	$0.19	**$29.66**
City of Austin (TX)	$2.49	$9.06	$3.97	$1.42	$3.07	$0.61	$2.82	$1.54	**$24.98**
City of Indianapolis (IN)	$3.40	$12.74	$6.24	$0.92	$2.60	$0.12	$1.89	$0.47	**$28.38**
City and County of San Francisco (CA)*	$2.01	$12.32	$0.71	$1.09	$3.47	$0.81	$2.24	$0.31	**$22.96**
Prince George's County (MD)	$1.06	$5.13	$1.30	$0.29	$2.45	$0.06	$2.18	$0.31	**$12.78**
Bergen County (NJ)	$1.87	$13.42	$1.30	$1.01	$2.15	$0.49	$1.55	$0.69	**$22.48**
Wake County (NC)	$1.73	$7.54	$2.44	$1.51	$2.61	$0.17	$1.43	$0.55	**$17.98**
Fairfield County (CT)	$3.73	$10.34	$2.74	$0.82	$2.06	$0.55	$0.32	$0.90	**$21.46**
Mecklenburg County (NC)	$4.37	$13.51	$2.57	$0.73	$2.66	$0.75	$5.43	$0.70	**$30.72**
Greater Memphis Area (TN)	$2.66	$12.07	$2.73	$1.46	$3.27	$0.42	$6.39	$0.28	**$29.28**
City of San Jose (CA)***	$2.76	$13.39	$1.24	$0.95	$2.99	$0.54	$2.23	$0.70	**$24.80**
Westchester County (NY)	$2.14	$11.93	$1.48	$1.23	$2.34	$0.54	$1.62	$0.89	**$22.17**
Montgomery County (MD)	$1.78	$11.44	$1.02	$0.64	$1.43	$0.22	$4.72	$0.37	**$21.62**
Group E Average	**$2.78**	**$11.27**	**$2.63**	**$1.01**	**$2.63**	**$0.37**	**$2.98**	**$0.76**	**$24.42**
Percent of Group E Total	11.4%	46.1%	10.8%	4.1%	10.8%	1.5%	12.2%	3.1%	100.0%
Average Excluding Outliers/Exclusions	$2.81	$10.77	$2.89	$1.04	$2.44	$0.33	$2.95	$0.77	$24.00
Group E Median	$2.58	$11.86	$2.33	$0.98	$2.58	$0.29	$2.53	$0.70	$24.02

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 20:
Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	ALL Cultural Audiences (Both Residents AND Non-Residents)								Average Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Pima County (AZ)	$3.57	$9.21	$3.72	$1.47	$2.97	$0.50	$1.28	$0.62	**$23.34**
Fairfax County (VA)	$2.01	$8.24	$3.59	$2.18	$1.74	$0.61	$0.91	$2.18	**$21.46**
Orange County (FL)	$6.21	$11.10	$2.32	$1.75	$4.47	$0.20	$4.69	$0.70	**$31.44**
Greater Columbus Area (OH)	$2.30	$7.65	$1.37	$0.68	$1.86	$0.16	$1.67	$0.54	**$16.23**
Allegheny County (PA)	$1.71	$12.66	$0.81	$1.01	$2.90	$0.35	$1.54	$0.46	**$21.44**
City of San Diego (CA)***	$7.27	$12.75	$8.05	$4.19	$4.19	$2.98	$3.39	$0.20	**$43.02**
City of Dallas (TX)	$4.65	$10.58	$2.13	$2.23	$3.67	$0.41	$4.81	$0.73	**$29.21**
Palm Beach County (FL)	$5.95	$11.11	$1.53	$1.86	$2.59	$0.15	$1.63	$0.82	**$25.64**
Greater St. Louis Area (MO)	$3.39	$10.46	$2.88	$1.11	$2.54	$0.21	$2.41	$0.76	**$23.76**
City of San Antonio (TX)	$1.42	$8.18	$5.40	$0.44	$1.52	$0.17	$1.17	$0.22	**$18.52**
Sacramento County (CA)	$2.56	$9.29	$1.57	$1.32	$2.82	$0.44	$1.33	$0.61	**$19.94**
City and County of Philadelphia (PA)	$3.58	$15.11	$2.16	$1.19	$4.47	$0.20	$6.46	$0.50	**$33.67**
City of Phoenix (AZ)	$2.82	$12.21	$2.35	$1.64	$4.06	$0.33	$2.33	$0.79	**$26.53**
Broward County (FL)	$3.77	$11.42	$1.30	$2.13	$3.92	$0.50	$2.12	$0.84	**$26.00**
Santa Clara County (CA)	$2.50	$12.22	$1.66	$0.79	$2.85	$0.44	$1.79	$0.62	**$22.87**
Tarrant County (TX)	$1.84	$7.91	$2.15	$1.23	$1.72	$0.24	$1.65	$0.18	**$16.92**
Clark County (NV)	$2.56	$7.03	$4.42	$0.80	$2.07	$0.23	$0.75	$0.93	**$18.79**
Riverside County (CA)	$5.81	$13.44	$4.01	$0.35	$1.30	$0.66	$2.85	$0.69	**$29.11**
Miami-Dade County (FL)	$3.89	$13.73	$1.27	$2.57	$4.06	$0.49	$2.53	$1.07	**$29.61**
City of Chicago (IL)	$4.05	$13.84	$3.42	$1.46	$6.61	$0.33	$6.57	$0.60	**$36.88**
San Diego County (CA)	$7.27	$12.75	$8.05	$4.19	$4.19	$2.98	$3.39	$0.20	**$43.02**
City of Los Angeles (CA)	$3.13	$7.41	$1.60	$1.21	$4.13	$0.73	$1.51	$0.28	**$20.00**
Harris County (TX)	$4.14	$13.19	$5.66	$1.61	$3.88	$0.31	$2.42	$1.49	**$32.70**
Group F Average	**$3.76**	**$10.93**	**$3.11**	**$1.63**	**$3.24**	**$0.59**	**$2.57**	**$0.70**	**$26.53**
Percent of Group F Total	14.2%	41.2%	11.7%	6.1%	12.2%	2.2%	9.7%	2.6%	100.0%
Average Excluding Outliers/Exclusions	$3.60	$10.85	$2.88	$1.51	$3.20	$0.48	$2.54	$0.72	$25.78
Group F Median	$3.57	$11.11	$2.32	$1.46	$2.97	$0.35	$2.12	$0.62	$25.64
ALL CITY/COUNTY STUDY REGIONS									
Average	**$3.05**	**$9.99**	**$2.97**	**$1.34**	**$2.60**	**$0.40**	**$3.63**	**$0.88**	**$24.86**
Percent of Total	12.3%	40.2%	12.0%	5.4%	10.5%	1.6%	14.6%	3.5%	100.0%
Average Excluding Outliers/Exclusions	$2.82	$9.39	$2.82	$1.23	$2.42	$0.34	$2.78	$0.81	$22.62
Median	$2.75	$9.29	$2.35	$1.13	$2.30	$0.27	$2.18	$0.70	$22.47

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 20:
Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	ALL Cultural Audiences (Both Residents AND Non-Residents)								Average Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Greater Portsmouth Area (NH)	$3.57	$14.48	$1.98	$0.61	$2.15	$0.52	$4.91	$0.86	**$29.08**
Greater Concord Area (NH)	$2.94	$10.31	$2.39	$0.68	$1.76	$0.30	$1.12	$0.76	**$20.26**
Greater Aberdeen Area (SD)	$1.00	$6.10	$0.72	$0.31	$2.07	$0.17	$2.55	$1.49	**$14.41**
Centre Region (PA)	$2.23	$8.99	$6.93	$0.85	$2.09	$0.04	$5.18	$0.59	**$26.90**
Greater Minot Area (ND)	$2.07	$5.26	$1.97	$1.65	$1.61	$0.07	$0.43	$0.26	**$13.32**
Creative Corridor in Northwest Iowa (IA)	$2.87	$5.83	$1.12	$2.49	$2.54	$0.17	$3.77	$0.34	**$19.13**
Northern New Hampshire (NH)	$1.19	$6.87	$4.20	$1.22	$2.02	$0.59	$3.40	$1.82	**$21.31**
Greater Sioux Falls Area (SD)	$2.41	$8.61	$1.78	$1.14	$2.34	$0.45	$3.31	$1.53	**$21.57**
Greater Athens Area (GA)	$4.54	$10.16	$4.82	$2.67	$3.33	$1.38	$3.89	$2.82	**$33.61**
Greater Rockford Area (IL)	$2.23	$8.70	$1.70	$1.15	$1.91	$0.14	$1.19	$0.49	**$17.51**
Greater Peoria Area (IL)	$1.73	$5.60	$2.17	$1.07	$2.35	$0.30	$1.52	$1.20	**$15.94**
Greater Fox Cities Region (WI)	$2.05	$10.58	$1.50	$0.54	$1.68	$0.30	$1.51	$1.29	**$19.45**
Northern Tier Region (PA)	$1.54	$5.65	$2.08	$0.36	$1.28	$0.33	$1.37	$0.08	**$12.69**
Northwest Arkansas Area (AR)	$2.21	$10.36	$1.36	$0.59	$2.35	$0.51	$1.90	$0.26	**$19.54**
Mahoning Valley Region (OH)	$1.84	$7.39	$2.41	$1.80	$2.67	$0.11	$1.17	$0.98	**$18.37**
Iowa Cultural Corridor (IA)	$1.52	$6.13	$2.86	$0.60	$1.84	$0.26	$1.41	$0.18	**$14.80**
Pikes Peak Region (CO)	$6.88	$11.37	$1.55	$0.83	$2.15	$0.46	$2.52	$0.13	**$25.89**
Greater Columbia Area (SC)	$2.08	$8.00	$0.76	$0.25	$2.39	$0.21	$1.63	$0.21	**$15.53**
Lehigh Valley Region (PA)	$2.23	$8.65	$2.53	$1.28	$2.53	$0.22	$3.41	$0.17	**$21.02**
West Valley Region (AZ)	$4.85	$4.59	$1.28	$1.46	$2.13	$0.25	$0.44	$0.36	**$15.36**
Greater Harrisburg Area (PA)	$2.04	$9.22	$0.59	$0.85	$1.52	$0.20	$0.20	$0.50	**$15.12**
Greater Hartford Area (CT)	$3.95	$9.39	$2.14	$0.98	$2.00	$0.23	$1.26	$0.40	**$20.35**
Greater Portland Area (OR)	$2.34	$10.38	$1.38	$0.71	$1.97	$0.24	$2.99	$1.83	**$21.84**
Metropolitan Kansas City Area (MO/KS)	$3.75	$11.27	$2.11	$1.34	$2.81	$0.23	$2.45	$0.75	**$24.71**
Greater Milwaukee Area (WI)	$2.82	$8.79	$1.35	$0.86	$2.67	$0.20	$1.03	$0.94	**$18.66**

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 20:
Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	ALL Cultural Audiences (Both Residents AND Non-Residents)								Average Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Central Florida Region (FL)	$5.07	$10.13	$2.63	$1.58	$3.59	$0.19	$3.80	$0.98	**$27.97**
Greater Washington DC Region (DC/MD/VA) [1]	$2.02	$10.66	$2.20	$1.01	$2.30	$0.26	$2.30	$1.60	**$22.35**
Greater Philadelphia Region (PA)	$3.07	$13.65	$2.66	$0.93	$3.77	$0.23	$4.84	$0.77	**$29.92**
Southeastern Michigan Region (MI)	$1.25	$7.73	$2.79	$1.37	$1.75	$0.40	$0.96	$0.40	**$16.65**
Greater Houston Area (TX)	$4.30	$13.66	$4.68	$2.89	$3.48	$0.26	$4.33	$1.21	**$34.81**
North Texas Region (TX) [1]	$2.48	$9.18	$1.58	$1.25	$2.09	$0.29	$2.32	$0.72	**$19.91**
Regional Average	**$2.74**	**$8.96**	**$2.27**	**$1.14**	**$2.29**	**$0.31**	**$2.36**	**$0.84**	**$20.90**
Percent of Regional Total	13.1%	42.9%	10.8%	5.5%	11.0%	1.5%	11.3%	4.0%	100.0%
Regional Median	$2.23	$8.99	$2.08	$1.01	$2.15	$0.25	$2.30	$0.75	$19.91

Statewide Study Regions All Populations Sample Size = 10	ALL Cultural Audiences (Both Residents AND Non-Residents)								Average Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
State of South Dakota [1]	$1.57	$7.07	$1.15	$0.65	$2.17	$0.28	$2.84	$1.47	**$17.20**
State of Delaware	$2.69	$10.15	$3.75	$1.78	$3.55	$0.30	$5.50	$2.08	**$29.80**
State of Hawai'i	$5.13	$8.25	$1.30	$3.68	$2.88	$0.41	$1.84	$0.35	**$23.84**
State of New Hampshire [1]	$3.08	$9.77	$2.95	$0.88	$1.94	$0.37	$2.21	$1.11	**$22.31**
State of Nebraska [1]	$2.01	$7.18	$2.48	$0.88	$2.29	$0.23	$2.28	$1.32	**$18.67**
State of Connecticut [1]	$3.47	$10.80	$2.56	$1.01	$2.28	$0.46	$1.46	$1.06	**$23.10**
State of Wisconsin [1]	$2.13	$8.56	$1.73	$0.84	$2.24	$0.30	$2.42	$0.84	**$19.06**
State of North Carolina [1]	$2.46	$8.53	$3.07	$1.17	$2.86	$0.27	$4.04	$0.97	**$23.37**
State of Pennsylvania [1]	$2.19	$9.28	$2.15	$0.93	$2.35	$0.23	$2.54	$0.53	**$20.20**
State of Illinois [1]	$2.77	$9.70	$2.49	$1.24	$3.82	$0.26	$3.33	$0.75	**$24.36**
Statewide Average	**$2.75**	**$8.93**	**$2.36**	**$1.31**	**$2.64**	**$0.31**	**$2.85**	**$1.05**	**$22.19**
Percent of Statewide Total	12.4%	40.2%	10.6%	5.9%	11.9%	1.4%	12.8%	4.7%	100.0%
Statewide Median	$2.58	$8.92	$2.49	$0.97	$2.32	$0.29	$2.48	$1.02	$22.71

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 20:
Average Per Person Audience Spending (All Audiences) Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	**ALL Cultural Audiences (Both Residents AND Non-Residents)**								**Average Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
Grand Center Arts District (St. Louis, MO)	$4.72	$12.22	$1.56	$1.29	$3.27	$0.31	$2.35	$0.85	**$26.57**
Dallas Arts District (Dallas, TX)	$6.13	$12.04	$1.73	$3.10	$4.28	$0.54	$4.14	$1.26	**$33.22**
Arts District Average	**$5.43**	**$12.13**	**$1.65**	**$2.20**	**$3.78**	**$0.43**	**$3.25**	**$1.06**	**$29.90**
Percent of Arts District Total	18.1%	40.6%	5.5%	7.3%	12.6%	1.4%	10.9%	3.5%	100.0%
Average for all 122,430 Audience Surveys Used for CITY/COUNTY Analyses (where appropriate)	**$3.02**	**$10.12**	**$2.74**	**$1.31**	**$2.65**	**$0.36**	**$3.51**	**$0.89**	**$24.60**
Average for all 40,379 Audience Surveys Used for Multi-City and Multi-County REGIONAL Study Region Analyses (where appropriate)	**$2.94**	**$9.37**	**$2.22**	**$1.20**	**$2.57**	**$0.26**	**$2.65**	**$0.93**	**$22.14**
Average for all 52,714 Audience Surveys Used for STATEWIDE Analyses (where appropriate)	**$2.46**	**$8.75**	**$2.53**	**$1.08**	**$2.59**	**$0.28**	**$3.08**	**$0.96**	**$21.73**

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] To calculate the total estimated audience expenditures in these multi-city/multi-county and statewide study regions, the individual findings for the less-populated participating communities in each region were summed first. The regional or statewide residency percentages and per person spending averages were then applied to any additional data collected for the region or state (if applicable), and the result was added to the sum of the individual communities. Therefore, the total audience expenditures do not equal the average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table presents the total estimated dollars spent by residents as a direct result of their attendance to nonprofit arts and culture events in each participating study region during 2010. Residents are attendees who reside within the county in which the nonprofit arts and culture event at which they were surveyed took place (within the multi-county region for regional analyses, and within the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group.

Column Two:
The total estimated dollars spent by resident audience members to purchase refreshments (e.g., food, snacks, drinks) while attending nonprofit arts and culture events.

Column Three:
The total estimated dollars spent by resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

Column Four:
The total estimated dollars spent by resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

Column Five:
The total estimated dollars spent by resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

Column Six:
The total estimated dollars spent by resident audience members on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

Column Seven:
The total estimated dollars spent by resident audience members on child care for the purpose of attending nonprofit arts and culture events.

Column Eight:
The total estimated dollars spent by resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

Column Nine:
The total estimated dollars spent by resident audience members on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and culture events.

Column Ten:
The total estimated expenditures made by resident audience members for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	RESIDENT Cultural Audiences only								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Gunnison (CO)***	$21,912	$65,460	$4,951	$1,192	$6,509	$6,693	$7,884	$7,609	**$122,210**
Town of Telluride (CO)*	$221,696	$469,308	$113,475	$56,037	$39,926	$60,590	$0	$2,452	**$963,484**
Town of Crested Butte (CO)***	$249,243	$470,163	$113,728	$40,960	$46,188	$30,938	$16,994	$20,916	**$989,130**
Town of Newmarket (NH)	$11,032	$14,231	$17,319	$2,077	$954	$505	$0	$10,274	**$56,392**
Greater Ketchikan Area (AK)	$181,073	$756,791	$1,197,866	$526,194	$153,215	$6,191	$0	$100,596	**$2,921,926**
Gunnison County (CO) [1]	$271,155	$535,623	$118,679	$42,152	$52,697	$37,631	$24,878	$28,525	**$1,111,340**
City of Durango (CO)	$277,087	$756,542	$62,267	$70,569	$62,267	$37,360	$19,718	$28,020	**$1,313,830**
Teton County (WY)*	$665,617	$3,739,203	$1,181,144	$456,796	$280,603	$293,655	$182,718	$215,347	**$7,015,083**
City of Laguna Beach (CA)*	$2,370,082	$6,329,514	$3,132,226	$966,622	$571,608	$106,886	$515,841	$181,242	**$14,174,021**
City of Fairfax (VA)***	$140,489	$671,978	$357,993	$226,814	$114,253	$53,318	$5,924	$153,184	**$1,723,953**
City of Auburn (NY)	$51,990	$292,638	$71,289	$32,690	$25,601	$4,726	$9,059	$8,665	**$496,658**
City of Slidell (LA)***	$313,669	$859,224	$390,274	$197,725	$171,845	$17,599	$4,141	$48,655	**$2,003,132**
City of Winter Park (FL)***	$1,381,439	$4,627,049	$939,789	$986,008	$1,134,937	$66,761	$20,542	$826,809	**$9,983,334**
Greater Elkins Area (WV)	$106,381	$335,290	$131,077	$124,428	$127,277	$28,495	$111,130	$0	**$964,078**
Transylvania County (NC)	$154,982	$544,206	$167,720	$67,230	$53,784	$12,031	$17,692	$19,815	**$1,037,460**
City of Rochester (NH)	$468,384	$646,370	$224,824	$152,559	$144,530	$34,794	$74,941	$163,265	**$1,909,667**
City and Borough of Juneau (AK)	$164,021	$444,077	$143,954	$38,388	$92,480	$5,235	$0	$22,684	**$910,839**
Princeton (NJ)**	$502,920	$2,268,023	$322,260	$129,392	$217,281	$122,068	$39,062	$53,710	**$3,654,716**
Platte County (NE)	$159,941	$492,932	$368,388	$39,330	$129,788	$11,799	$14,421	$102,257	**$1,318,856**
Adams County (NE)	$205,040	$438,437	$102,520	$116,698	$126,514	$11,997	$57,804	$16,360	**$1,075,370**
City of Fairbanks (AK)	$317,614	$2,201,499	$576,064	$130,782	$504,445	$130,782	$127,668	$155,693	**$4,144,547**
City of West Hollywood (CA)**	$962,798	$2,945,030	$801,388	$472,904	$577,679	$147,252	$150,083	$252,027	**$6,309,161**
City of Pittsfield (MA)**	$2,342,718	$6,671,535	$866,861	$153,621	$373,079	$104,243	$0	$0	**$10,512,057**
Windham County (VT)*	$177,376	$647,422	$138,575	$130,815	$74,276	$11,086	$0	$104,208	**$1,283,758**
Iron County (UT)*	$91,978	$399,578	$135,706	$126,659	$70,115	$7,539	$22,618	$14,324	**$868,517**
Watauga County (NC)	$167,748	$564,996	$199,085	$200,007	$111,524	$15,669	$3,687	$0	**$1,262,716**
Buffalo County (NE)	$440,972	$612,736	$480,610	$186,629	$135,430	$41,290	$11,561	$130,475	**$2,039,703**
Group A Average	**$459,976**	**$1,437,032**	**$457,779**	**$210,195**	**$199,956**	**$52,116**	**$53,273**	**$98,782**	**$2,969,109**
Percent of Group A Total	15.5%	48.4%	15.4%	7.1%	6.7%	1.8%	1.8%	3.3%	100.0%
Average Excluding Outliers/Exclusions	$399,168	$1,207,115	$344,245	$146,215	$169,914	$44,239	$38,924	$64,257	$2,414,077
Group A Median	$221,696	$612,736	$199,085	$129,392	$126,514	$30,938	$16,994	$28,525	$1,313,830

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	**RESIDENT Cultural Audiences only**								**Resident Audience Expenditures**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
Chenango County (NY)	$61,302	$87,015	$40,319	$10,286	$17,280	$1,234	$617	$9,051	**$227,104**
City of La Crosse (WI)	$327,611	$1,557,640	$65,522	$95,305	$193,588	$44,674	$23,826	$56,587	**$2,364,753**
Lenoir County (NC)	$26,365	$82,362	$19,610	$43,142	$27,672	$2,615	$9,587	$13,945	**$225,298**
City of Dubuque (IA)	$2,178,171	$4,998,718	$1,092,777	$1,041,092	$657,143	$118,138	$169,823	$686,678	**$10,942,540**
Greater Enid Area (OK)	$368,302	$687,417	$178,752	$133,164	$248,334	$14,396	$45,588	$139,163	**$1,815,116**
City of Flagstaff (AZ)	$2,625,350	$4,688,125	$2,668,625	$894,350	$901,563	$194,738	$331,775	$50,488	**$12,355,014**
City of Portland (ME)	$1,023,133	$6,331,843	$1,669,831	$72,392	$492,262	$207,522	$0	$342,653	**$10,139,636**
Athens County (OH)	$499,460	$1,121,317	$627,780	$225,053	$262,562	$169,777	$65,147	$171,751	**$3,142,847**
Rutherford County (NC)	$27,919	$52,011	$19,557	$14,030	$18,424	$850	$5,811	$17,148	**$155,750**
City of Walnut Creek (CA)	$941,577	$6,954,161	$143,559	$375,786	$662,904	$4,222	$0	$190,004	**$9,272,213**
City of Missoula (MT)	$3,194,195	$6,535,491	$1,145,287	$609,419	$861,592	$231,159	$94,565	$809,056	**$13,480,764**
City of Bloomington (IN)	$1,112,587	$4,672,864	$1,240,703	$586,637	$498,978	$155,088	$26,972	$256,232	**$8,550,061**
City of Miami Beach (FL)***	$3,741,004	$15,830,497	$1,265,339	$2,723,231	$5,542,737	$1,004,019	$3,328,393	$522,640	**$33,957,860**
Greater Parkersburg Area (WV)	$76,800	$192,817	$75,983	$110,298	$40,442	$10,213	$9,396	$14,706	**$530,655**
Moore County (NC)	$195,556	$1,473,338	$262,223	$186,667	$155,556	$66,667	$35,556	$131,112	**$2,506,675**
Indiana County (PA)	$9,469	$36,394	$5,270	$4,446	$6,176	$3,623	$659	$4,693	**$70,730**
Buchanan County (MO)	$759,045	$1,117,600	$626,946	$215,971	$184,519	$25,162	$14,678	$20,968	**$2,964,889**
City of Boulder (CO)	$518,768	$3,275,435	$840,632	$405,169	$306,717	$121,172	$60,586	$363,516	**$5,891,995**
Eau Claire County (WI)	$245,415	$732,836	$67,035	$42,039	$107,937	$46,583	$18,179	$21,587	**$1,281,611**
Group B Average	**$943,791**	**$3,180,415**	**$634,513**	**$409,920**	**$588,757**	**$127,466**	**$223,219**	**$201,157**	**$6,309,237**
Percent of Group B Total	15.0%	50.4%	10.1%	6.5%	9.3%	2.0%	3.5%	3.2%	100.0%
Average Excluding Outliers/Exclusions	$788,390	$2,477,632	$599,467	$281,403	$313,536	$78,769	$50,709	$183,297	$4,773,203
Group B Median	$499,460	$1,473,338	$262,223	$186,667	$248,334	$46,583	$23,826	$131,112	$2,964,889

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	RESIDENT Cultural Audiences only								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Rochester (MN)	$2,124,219	$4,631,977	$2,079,964	$634,315	$921,970	$243,400	$73,758	$376,164	**$11,085,767**
Tompkins County (NY)	$745,406	$1,723,606	$484,397	$265,713	$148,141	$98,760	$63,489	$82,300	**$3,611,812**
Wayne County (NC)	$109,176	$496,398	$142,950	$86,398	$122,529	$17,280	$46,341	$18,065	**$1,039,137**
City of McKinney (TX)	$77,001	$631,259	$63,925	$36,321	$58,840	$19,613	$6,538	$61,019	**$954,516**
Orange County (NC)	$1,111,634	$4,446,536	$1,034,437	$447,741	$578,976	$254,749	$100,356	$247,030	**$8,221,459**
Town of Cary (NC)***	$384,486	$1,319,878	$470,565	$249,629	$232,413	$11,477	$0	$83,210	**$2,751,658**
Marathon County (WI)	$281,321	$817,874	$494,581	$186,035	$86,211	$37,434	$68,062	$6,806	**$1,978,324**
Greater Charlottesville Area (VA)**	$2,031,871	$8,743,204	$2,383,711	$862,006	$1,319,397	$448,595	$219,900	$694,882	**$16,703,566**
City of Fort Collins (CO)	$936,557	$4,919,746	$411,859	$541,623	$406,218	$220,034	$28,210	$169,257	**$7,633,504**
Cambria County (PA)	$1,788,309	$5,445,301	$1,255,835	$904,201	$1,517,049	$70,327	$0	$321,494	**$11,302,516**
City of Alexandria (VA)	$991,430	$6,156,575	$2,197,786	$1,365,817	$492,249	$103,996	$0	$568,513	**$11,876,366**
City of Eugene (OR)	$2,203,552	$4,932,137	$1,312,585	$604,585	$819,371	$71,596	$222,742	$437,528	**$10,604,096**
Pitt County (NC)	$207,838	$1,260,226	$227,632	$141,858	$174,848	$127,012	$36,289	$95,672	**$2,271,375**
City of Santa Clarita (CA)	$1,275,565	$1,950,358	$1,411,556	$5,164	$335,675	$390,760	$3,443	$0	**$5,372,521**
City of Providence (RI)**	$6,607,649	$22,504,565	$4,381,730	$1,735,165	$4,504,418	$1,086,669	$157,742	$175,269	**$41,153,207**
Erie (PA)	$906,864	$3,099,408	$443,866	$317,594	$420,907	$145,404	$114,793	$298,462	**$5,747,298**
New Hanover County (NC)	$1,303,003	$3,776,906	$744,573	$612,471	$1,050,809	$108,083	$240,185	$84,065	**$7,920,095**
City of Glendale (CA)	$438,396	$1,450,249	$329,904	$137,275	$185,986	$22,141	$13,285	$64,209	**$2,641,445**
City of Tacoma (WA)	$2,646,915	$8,798,960	$3,333,487	$1,445,414	$1,047,925	$162,609	$478,794	$1,210,535	**$19,124,639**
Whatcom County (WA)	$497,371	$1,918,430	$842,946	$96,890	$310,049	$48,445	$103,350	$197,010	**$4,014,491**
City of Boise (ID)	$4,329,412	$9,252,036	$1,373,756	$1,404,977	$1,706,787	$478,733	$228,959	$947,059	**$19,721,719**
Lackawanna County (PA)	$1,051,099	$3,910,088	$840,879	$546,571	$696,728	$198,207	$336,352	$342,358	**$7,922,282**
Arlington County (VA)	$483,037	$2,179,989	$829,509	$655,008	$837,096	$30,348	$0	$134,036	**$5,149,023**
City of Orlando (FL)***	$4,266,443	$6,773,528	$1,548,235	$1,196,363	$1,996,871	$140,749	$131,952	$140,749	**$16,194,890**
Buncombe County (NC)	$965,427	$4,025,648	$336,989	$113,848	$514,591	$40,985	$50,093	$195,818	**$6,243,399**
St. Tammany Parish (LA)	$1,904,090	$5,353,707	$2,132,828	$1,298,243	$982,955	$154,553	$129,824	$302,923	**$12,259,123**
Alachua County (FL)	$3,950,179	$6,381,058	$7,266,215	$1,928,850	$1,347,553	$409,550	$52,845	$819,101	**$22,155,351**
Greater Jackson Area (MS)	$388,390	$814,334	$314,270	$167,018	$446,698	$179,865	$355,777	$125,510	**$2,791,862**
Group C Average	**$1,571,666**	**$4,561,214**	**$1,381,820**	**$642,396**	**$830,831**	**$190,049**	**$116,539**	**$292,823**	**$9,587,337**
Percent of Group C Total	16.4%	47.6%	14.4%	6.7%	8.7%	2.0%	1.2%	3.1%	100.0%
Average Excluding Outliers/Exclusions	$1,513,681	$4,600,791	$1,410,468	$636,196	$808,999	$198,813	$120,428	$306,734	$9,596,111
Group C Median	$1,021,265	$3,967,868	$841,913	$544,097	$546,784	$133,881	$70,910	$185,544	$7,776,800

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	**RESIDENT Cultural Audiences only**								**Resident Audience Expenditures**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Lincoln (NE)	$1,523,348	$5,753,726	$988,117	$596,988	$1,029,289	$164,686	$277,908	$308,787	**$10,642,849**
Durham County (NC)	$1,382,774	$6,823,333	$1,349,851	$699,618	$1,070,004	$312,770	$16,462	$353,924	**$12,008,736**
Osceola County (FL)	$16,643	$152,305	$22,190	$5,548	$28,998	$0	$0	$2,269	**$227,953**
City of Newark (NJ)	$3,488,723	$6,583,901	$4,679,994	$1,691,180	$2,552,724	$42,545	$361,636	$382,909	**$19,783,612**
City of Riverside (CA)***	$2,089,932	$7,314,761	$1,347,944	$136,031	$197,863	$278,245	$142,214	$253,512	**$11,760,502**
Lexington-Fayette Urban County (KY)	$1,048,809	$3,262,501	$281,893	$327,494	$671,569	$53,891	$70,473	$16,582	**$5,733,212**
Loudoun County (VA)	$361,626	$1,127,245	$1,246,778	$202,753	$102,889	$62,036	$0	$104,403	**$3,207,730**
Cumberland County (NC)	$3,654,831	$5,777,326	$1,874,007	$1,252,789	$1,273,496	$113,890	$227,780	$176,012	**$14,350,131**
Greater Chattanooga Area (TN)	$2,705,845	$14,223,397	$7,820,035	$3,541,683	$3,187,514	$552,502	$453,335	$963,338	**$33,447,649**
Forsyth County (NC)	$1,844,531	$13,082,506	$5,909,331	$2,527,691	$1,947,005	$1,280,924	$341,580	$649,002	**$27,582,570**
City of Wichita (KS)	$1,494,350	$9,149,368	$2,030,060	$1,212,397	$1,593,033	$296,050	$84,586	$549,808	**$16,409,652**
Sarasota County (FL)	$2,920,227	$12,289,867	$1,882,232	$2,781,828	$2,823,348	$55,360	$816,556	$539,758	**$24,109,176**
City of Oakland (CA)	$1,161,797	$6,254,706	$3,163,888	$1,644,053	$1,490,608	$43,841	$189,979	$387,266	**$14,336,138**
Santa Barbara County (CA)	$3,078,995	$16,839,867	$1,685,707	$2,029,729	$2,717,772	$722,446	$774,049	$1,049,266	**$28,897,831**
City of Miami (FL)***	$27,476,915	$67,279,923	$7,395,656	$16,537,508	$24,035,881	$1,746,196	$873,098	$8,576,906	**$153,922,083**
Seminole County (FL)	$92,054	$234,616	$186,553	$93,684	$75,354	$8,146	$37,473	$56,210	**$784,090**
City of Omaha (NE)	$1,606,160	$9,492,585	$2,661,894	$821,127	$1,921,978	$315,818	$189,491	$369,958	**$17,379,011**
Greater Syracuse Area (NY)	$10,026,784	$35,444,822	$3,426,520	$3,847,814	$6,010,453	$674,070	$1,151,535	$252,776	**$60,834,774**
City of Mesa (AZ)	$1,372,821	$2,714,032	$903,172	$469,649	$433,523	$139,992	$135,476	$212,245	**$6,380,910**
Guilford County (NC)	$7,997,094	$20,373,549	$4,107,351	$3,100,914	$3,508,929	$1,278,447	$816,030	$3,508,929	**$44,691,243**
Dane County (WI)	$6,534,541	$21,804,030	$7,334,689	$2,133,728	$5,178,735	$1,311,353	$422,300	$1,489,164	**$46,208,540**
Volusia County (FL)	$1,810,246	$3,274,236	$504,196	$564,942	$1,385,020	$91,120	$0	$346,255	**$7,976,015**
Group D Average	**$3,804,048**	**$12,238,755**	**$2,763,730**	**$2,100,870**	**$2,874,363**	**$433,833**	**$335,544**	**$934,058**	**$25,485,200**
Percent of Group D Total	14.9%	48.0%	10.8%	8.2%	11.3%	1.7%	1.3%	3.7%	100.0%
Average Excluding Outliers/Exclusions	$2,706,110	$9,732,896	$2,602,923	$1,477,280	$1,950,112	$375,994	$318,332	$585,943	$19,749,591
Group D Median	$1,827,389	$7,069,047	$1,878,120	$1,232,593	$1,541,821	$221,466	$208,880	$361,941	$15,379,892

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	**RESIDENT Cultural Audiences only**								**Resident Audience Expenditures**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Albuquerque (NM)	$1,868,167	$8,547,168	$3,711,913	$2,332,156	$1,391,967	$170,943	$73,261	$1,159,973	**$19,255,548**
City of Atlanta (GA)	$10,437,420	$34,982,277	$5,804,351	$2,238,449	$4,008,386	$2,212,421	$937,025	$676,740	**$61,297,069**
Polk County (FL)	$946,299	$2,407,526	$839,428	$52,464	$176,824	$27,204	$62,180	$349,762	**$4,861,687**
Lee County (FL)	$3,351,830	$10,675,157	$3,732,080	$1,633,665	$2,239,248	$84,500	$0	$647,833	**$22,364,313**
City of Seattle (WA)	$8,239,616	$49,031,802	$4,586,584	$4,140,102	$10,269,078	$1,461,213	$1,136,499	$2,963,015	**$81,827,909**
District of Columbia (DC)* [1]	$10,037,304	$51,783,363	$4,296,270	$3,269,728	$11,596,127	$1,140,603	$2,547,346	$2,205,165	**$86,875,906**
City of Baltimore (MD)	$6,910,852	$46,355,869	$9,675,193	$4,040,190	$11,801,609	$1,435,331	$1,063,208	$2,179,576	**$83,461,828**
Jefferson County (AL)	$12,901,616	$30,193,132	$11,393,635	$3,585,644	$5,964,903	$67,021	$938,299	$703,724	**$65,747,974**
City of Austin (TX)	$7,100,356	$25,245,709	$10,893,281	$3,883,955	$5,370,782	$1,850,947	$1,001,332	$3,883,955	**$59,230,317**
City of Indianapolis (IN)	$12,470,352	$39,123,401	$26,429,700	$3,871,393	$4,876,466	$372,249	$856,173	$2,456,845	**$90,456,579**
City and County of San Francisco (CA)*	$10,994,736	$50,989,350	$3,429,551	$3,782,593	$9,885,176	$3,883,462	$2,219,121	$1,361,733	**$86,545,722**
Prince George's County (MD)	$262,047	$1,921,677	$114,646	$223,832	$616,902	$54,593	$158,320	$49,134	**$3,401,151**
Bergen County (NJ)	$791,415	$5,079,020	$595,889	$572,612	$633,132	$181,560	$0	$297,944	**$8,151,572**
Wake County (NC)	$5,693,230	$21,480,591	$7,090,341	$5,448,735	$5,274,096	$454,061	$139,711	$1,327,256	**$46,908,021**
Fairfield County (CT)	$6,095,174	$16,001,885	$4,747,993	$1,265,036	$2,595,788	$1,002,171	$115,003	$1,281,465	**$33,104,515**
Mecklenburg County (NC)	$9,080,261	$25,293,593	$3,655,948	$1,351,111	$2,821,438	$1,847,843	$735,163	$1,986,928	**$46,772,285**
Greater Memphis Area (TN)	$2,789,130	$14,346,140	$1,644,871	$1,759,297	$2,073,968	$629,342	$500,613	$171,639	**$23,915,000**
City of San Jose (CA)***	$4,241,658	$19,163,207	$1,954,193	$1,590,622	$3,787,195	$348,422	$196,934	$1,090,712	**$32,372,943**
Westchester County (NY)	$3,122,742	$20,518,251	$2,296,134	$1,047,037	$2,828,837	$1,047,037	$698,025	$1,873,645	**$33,431,708**
Montgomery County (MD)	$3,408,498	$18,566,291	$2,165,399	$1,243,099	$2,606,499	$641,600	$2,004,999	$461,150	**$31,097,535**
Group E Average	**$6,037,135**	**$24,585,270**	**$5,452,870**	**$2,366,586**	**$4,540,921**	**$945,626**	**$769,161**	**$1,356,410**	**$46,053,979**
Percent of Group E Total	13.1%	53.4%	11.8%	5.1%	9.9%	2.1%	1.7%	2.9%	100.0%
Average Excluding Outliers/Exclusions	$5,615,824	$21,751,146	$5,845,729	$2,275,810	$3,855,878	$796,473	$612,930	$1,321,799	$42,075,589
Group E Median	$5,894,202	$20,999,421	$3,721,997	$1,998,873	$3,308,016	$635,471	$716,594	$1,220,719	$40,101,997

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
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Population Cohort Group F Population 1,000,000 or More Sample Size = 23	RESIDENT Cultural Audiences only								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Pima County (AZ)	$5,930,575	$14,723,595	$6,290,523	$2,639,620	$4,353,659	$977,002	$651,335	$1,148,406	**$36,714,715**
Fairfax County (VA)	$1,609,378	$7,697,870	$4,101,006	$2,598,273	$1,308,832	$610,788	$67,865	$1,754,804	**$19,748,816**
Orange County (FL)	$11,871,127	$17,661,033	$3,386,549	$2,785,709	$4,497,191	$418,767	$218,487	$1,056,021	**$41,894,884**
Greater Columbus Area (OH)	$7,713,289	$27,655,939	$4,675,932	$2,238,053	$4,995,654	$559,513	$1,079,061	$1,638,574	**$50,556,015**
Allegheny County (PA)	$18,480,533	$133,266,453	$5,968,868	$8,149,800	$20,546,680	$4,476,651	$573,930	$5,280,152	**$196,743,067**
City of San Diego (CA)***	$44,485,065	$82,343,298	$50,980,672	$26,835,386	$24,932,632	$20,208,555	$7,479,790	$1,181,019	**$258,446,417**
City of Dallas (TX)	$10,968,034	$27,436,455	$5,402,166	$5,860,532	$9,265,533	$1,309,616	$425,625	$949,472	**$61,617,433**
Palm Beach County (FL)	$15,707,475	$34,348,642	$3,544,878	$5,928,502	$6,661,925	$550,067	$1,405,727	$3,239,285	**$71,386,501**
Greater St. Louis Area (MO)	$27,203,477	$82,605,680	$23,388,355	$6,966,744	$13,518,801	$1,575,811	$3,234,560	$4,976,246	**$163,469,674**
City of San Antonio (TX)	$4,188,743	$25,384,414	$17,983,251	$818,852	$5,133,573	$535,403	$2,047,130	$440,920	**$56,532,286**
Sacramento County (CA)	$2,619,783	$8,840,420	$1,627,931	$1,724,960	$2,328,696	$571,393	$183,277	$733,108	**$18,629,568**
City and County of Philadelphia (PA)	$13,813,307	$56,986,079	$7,872,100	$7,178,959	$13,021,146	$742,651	$4,059,825	$3,069,624	**$106,743,691**
City of Phoenix (AZ)	$11,270,862	$49,364,626	$8,300,247	$6,902,311	$15,289,929	$1,441,622	$1,397,936	$2,795,873	**$96,763,406**
Broward County (FL)	$12,253,898	$35,627,074	$3,760,456	$3,954,962	$10,665,430	$713,190	$551,101	$2,593,418	**$70,119,529**
Santa Clara County (CA)	$5,017,260	$23,059,327	$2,950,149	$1,786,145	$4,856,708	$481,657	$260,898	$1,204,142	**$39,616,286**
Tarrant County (TX)	$2,981,429	$13,811,926	$3,772,420	$2,210,719	$2,900,302	$182,536	$162,255	$405,637	**$26,427,224**
Clark County (NV)	$2,667,861	$6,982,549	$4,775,800	$625,794	$1,734,658	$76,852	$406,217	$1,042,991	**$18,312,722**
Riverside County (CA)	$5,211,448	$10,479,034	$3,162,423	$243,263	$701,721	$411,676	$1,094,685	$439,745	**$21,743,995**
Miami-Dade County (FL)	$39,731,919	$135,543,223	$12,125,272	$23,925,761	$39,515,396	$4,763,500	$6,603,943	$10,717,875	**$272,926,889**
City of Chicago (IL)	$65,006,907	$193,637,595	$32,676,344	$29,564,311	$84,370,666	$2,766,251	$5,359,612	$7,780,082	**$421,161,768**
San Diego County (CA)	$51,173,189	$94,723,233	$58,645,380	$30,869,962	$28,681,138	$23,246,817	$8,604,342	$1,358,580	**$297,302,641**
City of Los Angeles (CA)	$53,437,419	$135,143,780	$22,432,773	$18,602,788	$62,009,292	$13,313,760	$6,565,690	$3,829,986	**$315,335,488**
Harris County (TX)	$46,655,839	$128,931,827	$65,558,556	$13,985,825	$32,997,807	$4,589,099	$6,009,534	$9,068,934	**$307,797,421**
Group F Average	**$19,999,949**	**$58,532,786**	**$15,364,437**	**$8,973,793**	**$17,142,929**	**$3,674,921**	**$2,540,992**	**$2,900,213**	**$129,130,019**
Percent of Group F Total	15.5%	45.3%	11.9%	6.9%	13.3%	2.8%	2.0%	2.2%	100.0%
Average Excluding Outliers/Exclusions	$18,886,989	$57,450,490	$13,745,517	$8,161,902	$16,788,852	$2,923,392	$2,316,502	$2,978,358	$123,252,001
Group F Median	$11,871,127	$34,348,642	$5,968,868	$5,860,532	$9,265,533	$742,651	$1,094,685	$1,638,574	$70,119,529
ALL CITY/COUNTY STUDY REGIONS									
Average	**$5,315,026**	**$16,792,473**	**$4,218,333**	**$2,384,165**	**$4,231,584**	**$878,636**	**$648,565**	**$928,565**	**$35,397,348**
Percent of Total	15.0%	47.4%	11.9%	6.7%	12.0%	2.5%	1.8%	2.6%	100.0%
Average Excluding Outliers/Exclusions	$5,211,980	$16,775,642	$4,226,266	$2,265,735	$4,195,609	$772,613	$603,792	$934,001	$34,985,639
Median	$1,523,348	$5,445,301	$1,265,339	$612,471	$837,096	$147,252	$115,003	$302,923	$10,942,540

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	RESIDENT Cultural Audiences only								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Greater Portsmouth Area (NH)	$1,827,362	$7,929,331	$684,454	$329,313	$1,084,794	$432,626	$316,398	$225,999	**$12,830,277**
Greater Concord Area (NH)	$449,974	$1,601,603	$385,147	$80,080	$152,534	$15,253	$0	$85,800	**$2,770,391**
Greater Aberdeen Area (SD)	$134,413	$796,137	$77,546	$22,402	$156,815	$29,295	$12,063	$125,797	**$1,354,468**
Centre Region (PA)	$442,469	$1,602,852	$1,503,223	$90,838	$328,189	$17,582	$93,768	$14,651	**$4,093,572**
Greater Minot Area (ND)	$496,593	$1,210,904	$408,527	$344,924	$364,494	$19,570	$39,140	$70,942	**$2,955,094**
Creative Corridor in Northwest Iowa (IA)	$883,368	$1,535,300	$290,110	$746,462	$479,170	$45,635	$446,573	$58,674	**$4,485,292**
Northern New Hampshire (NH)	$101,278	$825,224	$658,304	$131,286	$255,069	$105,029	$15,004	$206,306	**$2,297,500**
Greater Sioux Falls Area (SD)	$1,615,432	$4,635,301	$876,949	$421,990	$632,986	$316,493	$224,182	$481,333	**$9,204,666**
Greater Athens Area (GA)	$542,589	$1,149,619	$598,008	$341,535	$317,047	$131,459	$117,282	$317,047	**$3,514,586**
Greater Rockford Area (IL)	$673,433	$2,392,151	$453,835	$386,492	$445,051	$38,064	$38,064	$137,615	**$4,564,705**
Greater Peoria Area (IL)	$510,791	$1,373,461	$661,191	$332,014	$473,901	$76,619	$141,887	$246,883	**$3,816,747**
Greater Fox Cities Region (WI)	$864,406	$4,174,344	$677,625	$260,625	$569,031	$125,969	$73,844	$130,313	**$6,876,157**
Northern Tier Region (PA)	$334,665	$1,183,848	$491,752	$86,512	$261,812	$75,129	$254,983	$6,830	**$2,695,531**
Northwest Arkansas Area (AR)	$1,288,712	$5,735,074	$586,333	$305,382	$1,087,160	$317,597	$183,229	$122,153	**$9,625,640**
Mahoning Valley Region (OH)	$976,790	$3,785,060	$1,162,592	$716,666	$849,382	$63,704	$0	$196,420	**$7,750,614**
Iowa Cultural Corridor (IA)	$2,400,456	$9,407,669	$4,624,407	$723,667	$2,329,854	$529,512	$247,106	$335,358	**$20,598,029**
Pikes Peak Region (CO)	$7,828,047	$12,126,484	$1,456,110	$675,635	$1,782,279	$244,626	$1,642,492	$81,542	**$25,837,215**
Greater Columbia Area (SC)	$2,041,713	$7,941,087	$775,458	$245,398	$2,208,584	$225,766	$107,975	$68,712	**$13,614,693**
Lehigh Valley Region (PA)	$7,135,883	$27,605,483	$6,197,833	$5,661,804	$4,891,263	$871,047	$1,306,570	$268,014	**$53,937,897**
West Valley Region (AZ)	$1,831,093	$1,443,541	$280,886	$540,439	$629,327	$92,444	$63,999	$113,777	**$4,995,506**
Greater Harrisburg Area (PA)	$2,804,157	$11,637,253	$662,801	$675,547	$1,580,525	$152,954	$127,462	$726,532	**$18,367,231**
Greater Hartford Area (CT)	$10,046,179	$27,650,318	$6,407,160	$3,483,505	$3,887,840	$808,671	$964,184	$1,181,903	**$54,429,760**
Greater Portland Area (OR)	$8,428,061	$36,353,295	$5,010,230	$1,903,111	$6,408,433	$1,087,492	$1,126,331	$8,505,739	**$68,822,692**
Metropolitan Kansas City Area (MO/KS)	$8,360,707	$23,561,992	$4,191,870	$2,602,644	$5,159,224	$368,516	$345,484	$1,151,613	**$45,742,050**
Greater Milwaukee Area (WI)	$9,392,954	$28,774,189	$3,340,452	$2,579,755	$6,449,387	$760,697	$0	$3,208,157	**$54,505,591**

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	RESIDENT Cultural Audiences only								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Central Florida Region (FL)	$24,087,399	$45,644,610	$11,436,454	$6,882,114	$13,410,002	$961,472	$4,604,944	$4,453,133	**$111,480,128**
Greater Washington DC Region (DC/MD/VA) [1]	$16,791,694	$88,305,765	$13,704,616	$9,355,757	$17,457,705	$2,581,928	$4,778,530	$5,172,802	**$158,148,797**
Greater Philadelphia Region (PA)	$34,644,420	$151,646,393	$29,096,381	$13,685,162	$32,301,915	$2,835,664	$18,123,593	$9,986,470	**$292,319,998**
Southeastern Michigan Region (MI)	$9,572,657	$58,109,017	$19,444,459	$10,470,093	$12,713,685	$2,019,232	$2,991,455	$1,420,941	**$116,741,539**
Greater Houston Area (TX)	$59,421,736	$182,739,316	$62,777,317	$39,428,070	$42,224,387	$4,194,476	$39,288,254	$10,206,557	**$440,280,113**
North Texas Region (TX) [1]	$15,416,223	$47,062,903	$9,990,054	$8,835,257	$13,304,273	$1,696,669	$844,932	$1,803,829	**$98,954,140**
Regional Average	**$7,462,763**	**$25,804,501**	**$6,093,938**	**$3,624,015**	**$5,619,230**	**$685,200**	**$2,532,894**	**$1,648,769**	**$53,471,310**
Percent of Regional Total	14.0%	48.3%	11.4%	6.8%	10.5%	1.3%	4.7%	3.1%	100.0%
Regional Median	$1,831,093	$7,929,331	$876,949	$675,547	$1,087,160	$244,626	$224,182	$246,883	$12,830,277

Statewide Study Regions All Populations Sample Size = 10	RESIDENT Cultural Audiences only								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
State of South Dakota [1]	$4,684,950	$18,498,687	$2,944,738	$1,630,496	$4,247,596	$908,685	$3,191,454	$2,979,338	**$39,085,944**
State of Delaware	$2,162,873	$6,372,430	$2,162,873	$1,572,998	$1,930,498	$321,750	$241,312	$1,063,561	**$15,828,295**
State of Hawai'i	$13,898,711	$21,499,569	$2,524,571	$9,229,613	$7,247,961	$950,107	$3,148,927	$895,815	**$59,395,274**
State of New Hampshire [1]	$4,311,041	$15,351,247	$3,285,612	$1,088,021	$2,388,930	$750,198	$853,046	$1,285,611	**$29,313,706**
State of Nebraska [1]	$4,376,691	$18,283,980	$5,133,211	$1,950,501	$3,793,054	$598,538	$912,994	$1,201,400	**$36,250,369**
State of Connecticut [1]	$25,325,429	$71,949,805	$17,836,901	$7,623,556	$11,488,284	$2,928,903	$2,676,418	$4,939,075	**$144,768,371**
State of Wisconsin [1]	$19,248,698	$64,180,435	$13,251,332	$5,899,346	$14,051,921	$2,544,884	$1,945,348	$5,431,718	**$126,553,682**
State of North Carolina [1]	$43,389,739	$141,784,660	$37,829,214	$20,880,665	$28,002,742	$7,069,960	$11,953,075	$11,854,279	**$302,764,334**
State of Pennsylvania [1]	$71,839,375	$357,014,210	$50,462,330	$31,987,099	$66,649,318	$9,317,867	$23,411,445	$18,356,136	**$629,037,780**
State of Illinois [1]	$84,599,751	$258,649,933	$47,770,849	$38,933,485	$107,919,764	$4,403,451	$15,643,543	$13,008,954	**$570,929,730**
Statewide Average	**$27,383,726**	**$97,358,496**	**$18,320,163**	**$12,079,578**	**$24,772,007**	**$2,979,434**	**$6,397,756**	**$6,101,589**	**$195,392,749**
Percent of Statewide Total	14.0%	49.8%	9.4%	6.2%	12.7%	1.5%	3.3%	3.1%	100.0%
Statewide Median	$16,573,705	$42,840,002	$9,192,272	$6,761,451	$9,368,123	$1,747,496	$2,912,673	$3,959,207	$92,974,478

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 21:
Itemized Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
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Individual Arts Districts All Populations Sample Size = 2	RESIDENT Cultural Audiences only								Resident Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Grand Center Arts District (St. Louis, MO)	$2,424,620	$6,630,486	$776,304	$568,935	$1,191,042	$202,052	$334,980	$233,955	**$12,362,374**
Dallas Arts District (Dallas, TX)	$4,354,823	$7,726,561	$1,275,573	$2,161,162	$2,526,772	$414,358	$227,491	$357,485	**$19,044,225**
Arts District Average	**$3,389,722**	**$7,178,524**	**$1,025,939**	**$1,365,049**	**$1,858,907**	**$308,205**	**$281,236**	**$295,720**	**$15,703,300**
Percent of Arts District Total	21.6%	45.7%	6.5%	8.7%	11.8%	2.0%	1.8%	1.9%	100.0%

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] To calculate the total estimated audience expenditures in these multi-city/multi-county and statewide study regions, the individual findings for the less-populated participating communities in each region were summed first. The regional or statewide residency percentages and per person spending averages were then applied to any additional data collected for the region or state (if applicable), and the result was added to the sum of the individual communities. Therefore, the total audience expenditures do not equal the average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 22:
Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
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This table presents the average dollars spent per person by residents as a direct result of their attendance to nonprofit arts and culture events in each participating study region during 2010. Residents are attendees who reside within the county in which the nonprofit arts and culture event at which they were surveyed took place (within the multi-county region for regional analyses, and within the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group.

Column Two:
The average dollars spent per person by resident audience members to purchase refreshments (e.g., food, snacks, drinks) while attending nonprofit arts and culture events.

Column Three:
The average dollars spent per person by resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

Column Four:
The average dollars spent per person by resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

Column Five:
The average dollars spent per person by resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

Column Six:
The average dollars spent per person by resident audience members on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

Column Seven:
The average dollars spent per person by resident audience members on child care for the purpose of attending nonprofit arts and culture events.

Column Eight:
The average dollars spent per person by resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

Column Nine:
The average dollars spent person by resident audience members on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and culture events.

Column Ten:
The average total dollars spent per person by resident audience members for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

Table 22:
Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	**RESIDENT Cultural Audiences only**								**Resident Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Gunnison (CO)***	$2.39	$7.14	$0.54	$0.13	$0.71	$0.73	$0.86	$0.83	**$13.33**
Town of Telluride (CO)*	$6.33	$13.40	$3.24	$1.60	$1.14	$1.73	$0.00	$0.07	**$27.51**
Town of Crested Butte (CO)***	$5.72	$10.79	$2.61	$0.94	$1.06	$0.71	$0.39	$0.48	**$22.70**
Town of Newmarket (NH)	$3.93	$5.07	$6.17	$0.74	$0.34	$0.18	$0.00	$3.66	**$20.09**
Greater Ketchikan Area (AK)	$1.17	$4.89	$7.74	$3.40	$0.99	$0.04	$0.00	$0.65	**$18.88**
Gunnison County (CO) [1]	$4.57	$9.53	$1.90	$0.66	$0.94	$0.72	$0.55	$0.60	**$19.47**
City of Durango (CO)	$2.67	$7.29	$0.60	$0.68	$0.60	$0.36	$0.19	$0.27	**$12.66**
Teton County (WY)*	$2.04	$11.46	$3.62	$1.40	$0.86	$0.90	$0.56	$0.66	**$21.50**
City of Laguna Beach (CA)*	$5.10	$13.62	$6.74	$2.08	$1.23	$0.23	$1.11	$0.39	**$30.50**
City of Fairfax (VA)***	$1.66	$7.94	$4.23	$2.68	$1.35	$0.63	$0.07	$1.81	**$20.37**
City of Auburn (NY)	$1.32	$7.43	$1.81	$0.83	$0.65	$0.12	$0.23	$0.22	**$12.61**
City of Slidell (LA)***	$3.03	$8.30	$3.77	$1.91	$1.66	$0.17	$0.04	$0.47	**$19.35**
City of Winter Park (FL)***	$2.69	$9.01	$1.83	$1.92	$2.21	$0.13	$0.04	$1.61	**$19.44**
Greater Elkins Area (WV)	$1.12	$3.53	$1.38	$1.31	$1.34	$0.30	$1.17	$0.00	**$10.15**
Transylvania County (NC)	$2.19	$7.69	$2.37	$0.95	$0.76	$0.17	$0.25	$0.28	**$14.66**
City of Rochester (NH)	$3.50	$4.83	$1.68	$1.14	$1.08	$0.26	$0.56	$1.22	**$14.27**
City and Borough of Juneau (AK)	$1.88	$5.09	$1.65	$0.44	$1.06	$0.06	$0.00	$0.26	**$10.44**
Princeton (NJ)**	$2.06	$9.29	$1.32	$0.53	$0.89	$0.50	$0.16	$0.22	**$14.97**
Platte County (NE)	$1.22	$3.76	$2.81	$0.30	$0.99	$0.09	$0.11	$0.78	**$10.06**
Adams County (NE)	$1.88	$4.02	$0.94	$1.07	$1.16	$0.11	$0.53	$0.15	**$9.86**
City of Fairbanks (AK)	$1.02	$7.07	$1.85	$0.42	$1.62	$0.42	$0.41	$0.50	**$13.31**
City of West Hollywood (CA)**	$3.40	$10.40	$2.83	$1.67	$2.04	$0.52	$0.53	$0.89	**$22.28**
City of Pittsfield (MA)**	$4.27	$12.16	$1.58	$0.28	$0.68	$0.19	$0.00	$0.00	**$19.16**
Windham County (VT)*	$1.60	$5.84	$1.25	$1.18	$0.67	$0.10	$0.00	$0.94	**$11.58**
Iron County (UT)*	$1.22	$5.30	$1.80	$1.68	$0.93	$0.10	$0.30	$0.19	**$11.52**
Watauga County (NC)	$1.82	$6.13	$2.16	$2.17	$1.21	$0.17	$0.04	$0.00	**$13.70**
Buffalo County (NE)	$2.67	$3.71	$2.91	$1.13	$0.82	$0.25	$0.07	$0.79	**$12.35**
Group A Average	**$2.68**	**$7.58**	**$2.64**	**$1.23**	**$1.07**	**$0.37**	**$0.30**	**$0.66**	**$16.55**
Percent of Group A Total	16.2%	45.8%	16.0%	7.4%	6.5%	2.2%	1.8%	4.0%	100.0%
Average Excluding Outliers/Exclusions	$2.39	$6.58	$2.45	$1.04	$1.01	$0.26	$0.28	$0.62	$14.64
Group A Median	$2.19	$7.29	$1.90	$1.13	$0.99	$0.23	$0.19	$0.48	$14.66

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 22:
Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	**RESIDENT Cultural Audiences only**								**Resident Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
Chenango County (NY)	$2.98	$4.23	$1.96	$0.50	$0.84	$0.06	$0.03	$0.44	**$11.04**
City of La Crosse (WI)	$1.10	$5.23	$0.22	$0.32	$0.65	$0.15	$0.08	$0.19	**$7.94**
Lenoir County (NC)	$1.21	$3.78	$0.90	$1.98	$1.27	$0.12	$0.44	$0.64	**$10.34**
City of Dubuque (IA)	$2.95	$6.77	$1.48	$1.41	$0.89	$0.16	$0.23	$0.93	**$14.82**
Greater Enid Area (OK)	$3.07	$5.73	$1.49	$1.11	$2.07	$0.12	$0.38	$1.16	**$15.13**
City of Flagstaff (AZ)	$3.64	$6.50	$3.70	$1.24	$1.25	$0.27	$0.46	$0.07	**$17.13**
City of Portland (ME)	$2.12	$13.12	$3.46	$0.15	$1.02	$0.43	$0.00	$0.71	**$21.01**
Athens County (OH)	$2.53	$5.68	$3.18	$1.14	$1.33	$0.86	$0.33	$0.87	**$15.92**
Rutherford County (NC)	$1.97	$3.67	$1.38	$0.99	$1.30	$0.06	$0.41	$1.21	**$10.99**
City of Walnut Creek (CA)	$2.23	$16.47	$0.34	$0.89	$1.57	$0.01	$0.00	$0.45	**$21.96**
City of Missoula (MT)	$3.04	$6.22	$1.09	$0.58	$0.82	$0.22	$0.09	$0.77	**$12.83**
City of Bloomington (IN)	$1.65	$6.93	$1.84	$0.87	$0.74	$0.23	$0.04	$0.38	**$12.68**
City of Miami Beach (FL)***	$2.72	$11.51	$0.92	$1.98	$4.03	$0.73	$2.42	$0.38	**$24.69**
Greater Parkersburg Area (WV)	$1.88	$4.72	$1.86	$2.70	$0.99	$0.25	$0.23	$0.36	**$12.99**
Moore County (NC)	$0.88	$6.63	$1.18	$0.84	$0.70	$0.30	$0.16	$0.59	**$11.28**
Indiana County (PA)	$1.15	$4.42	$0.64	$0.54	$0.75	$0.44	$0.08	$0.57	**$8.59**
Buchanan County (MO)	$3.62	$5.33	$2.99	$1.03	$0.88	$0.12	$0.07	$0.10	**$14.14**
City of Boulder (CO)	$1.37	$8.65	$2.22	$1.07	$0.81	$0.32	$0.16	$0.96	**$15.56**
Eau Claire County (WI)	$2.16	$6.45	$0.59	$0.37	$0.95	$0.41	$0.16	$0.19	**$11.28**
Group B Average	**$2.22**	**$6.95**	**$1.65**	**$1.04**	**$1.20**	**$0.28**	**$0.30**	**$0.58**	**$14.23**
Percent of Group B Total	15.6%	48.8%	11.6%	7.3%	8.5%	1.9%	2.1%	4.1%	100.0%
Average Excluding Outliers/Exclusions	$2.20	$6.70	$1.70	$0.99	$1.05	$0.25	$0.19	$0.59	$13.65
Group B Median	$2.16	$6.22	$1.48	$0.99	$0.95	$0.23	$0.16	$0.57	$12.99

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 22:
Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	**RESIDENT Cultural Audiences only**								**Resident Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Rochester (MN)	$2.88	$6.28	$2.82	$0.86	$1.25	$0.33	$0.10	$0.51	**$15.03**
Tompkins County (NY)	$3.17	$7.33	$2.06	$1.13	$0.63	$0.42	$0.27	$0.35	**$15.36**
Wayne County (NC)	$1.39	$6.32	$1.82	$1.10	$1.56	$0.22	$0.59	$0.23	**$13.23**
City of McKinney (TX)	$1.06	$8.69	$0.88	$0.50	$0.81	$0.27	$0.09	$0.84	**$13.14**
Orange County (NC)	$1.44	$5.76	$1.34	$0.58	$0.75	$0.33	$0.13	$0.32	**$10.65**
Town of Cary (NC)***	$1.34	$4.60	$1.64	$0.87	$0.81	$0.04	$0.00	$0.29	**$9.59**
Marathon County (WI)	$2.48	$7.21	$4.36	$1.64	$0.76	$0.33	$0.60	$0.06	**$17.44**
Greater Charlottesville Area (VA)**	$2.31	$9.94	$2.71	$0.98	$1.50	$0.51	$0.25	$0.79	**$18.99**
City of Fort Collins (CO)	$1.66	$8.72	$0.73	$0.96	$0.72	$0.39	$0.05	$0.30	**$13.53**
Cambria County (PA)	$1.78	$5.42	$1.25	$0.90	$1.51	$0.07	$0.00	$0.32	**$11.25**
City of Alexandria (VA)	$1.43	$8.88	$3.17	$1.97	$0.71	$0.15	$0.00	$0.82	**$17.13**
City of Eugene (OR)	$2.77	$6.20	$1.65	$0.76	$1.03	$0.09	$0.28	$0.55	**$13.33**
Pitt County (NC)	$1.26	$7.64	$1.38	$0.86	$1.06	$0.77	$0.22	$0.58	**$13.77**
City of Santa Clarita (CA)	$7.41	$11.33	$8.20	$0.03	$1.95	$2.27	$0.02	$0.00	**$31.21**
City of Providence (RI)**	$3.77	$12.84	$2.50	$0.99	$2.57	$0.62	$0.09	$0.10	**$23.48**
Erie (PA)	$2.37	$8.10	$1.16	$0.83	$1.10	$0.38	$0.30	$0.78	**$15.02**
New Hanover County (NC)	$2.17	$6.29	$1.24	$1.02	$1.75	$0.18	$0.40	$0.14	**$13.19**
City of Glendale (CA)	$1.98	$6.55	$1.49	$0.62	$0.84	$0.10	$0.06	$0.29	**$11.93**
City of Tacoma (WA)	$2.93	$9.74	$3.69	$1.60	$1.16	$0.18	$0.53	$1.34	**$21.17**
Whatcom County (WA)	$1.54	$5.94	$2.61	$0.30	$0.96	$0.15	$0.32	$0.61	**$12.43**
City of Boise (ID)	$4.16	$8.89	$1.32	$1.35	$1.64	$0.46	$0.22	$0.91	**$18.95**
Lackawanna County (PA)	$1.75	$6.51	$1.40	$0.91	$1.16	$0.33	$0.56	$0.57	**$13.19**
Arlington County (VA)	$1.91	$8.62	$3.28	$2.59	$3.31	$0.12	$0.00	$0.53	**$20.36**
City of Orlando (FL)***	$4.85	$7.70	$1.76	$1.36	$2.27	$0.16	$0.15	$0.16	**$18.41**
Buncombe County (NC)	$2.12	$8.84	$0.74	$0.25	$1.13	$0.09	$0.11	$0.43	**$13.71**
St. Tammany Parish (LA)	$3.08	$8.66	$3.45	$2.10	$1.59	$0.25	$0.21	$0.49	**$19.83**
Alachua County (FL)	$2.99	$4.83	$5.50	$1.46	$1.02	$0.31	$0.04	$0.62	**$16.77**
Greater Jackson Area (MS)	$3.93	$8.24	$3.18	$1.69	$4.52	$1.82	$3.60	$1.27	**$28.25**
Group C Average	**$2.57**	**$7.72**	**$2.40**	**$1.08**	**$1.43**	**$0.41**	**$0.33**	**$0.51**	**$16.44**
Percent of Group C Total	15.6%	46.9%	14.6%	6.6%	8.7%	2.5%	2.0%	3.1%	100.0%
Average Excluding Outliers/Exclusions	$2.53	$7.84	$2.46	$1.08	$1.42	$0.43	$0.35	$0.53	$16.63
Group C Median	$2.24	$7.67	$1.79	$0.97	$1.15	$0.29	$0.18	$0.50	$15.03

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 22:
Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	**RESIDENT Cultural Audiences only**								**Resident Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Lincoln (NE)	$1.48	$5.59	$0.96	$0.58	$1.00	$0.16	$0.27	$0.30	**$10.34**
Durham County (NC)	$1.68	$8.29	$1.64	$0.85	$1.30	$0.38	$0.02	$0.43	**$14.59**
Osceola County (FL)	$0.66	$6.04	$0.88	$0.22	$1.15	$0.00	$0.00	$0.09	**$9.04**
City of Newark (NJ)	$3.28	$6.19	$4.40	$1.59	$2.40	$0.04	$0.34	$0.36	**$18.60**
City of Riverside (CA)***	$3.38	$11.83	$2.18	$0.22	$0.32	$0.45	$0.23	$0.41	**$19.02**
Lexington-Fayette Urban County (KY)	$2.53	$7.87	$0.68	$0.79	$1.62	$0.13	$0.17	$0.04	**$13.83**
Loudoun County (VA)	$2.39	$7.45	$8.24	$1.34	$0.68	$0.41	$0.00	$0.69	**$21.20**
Cumberland County (NC)	$3.53	$5.58	$1.81	$1.21	$1.23	$0.11	$0.22	$0.17	**$13.86**
Greater Chattanooga Area (TN)	$1.91	$10.04	$5.52	$2.50	$2.25	$0.39	$0.32	$0.68	**$23.61**
Forsyth County (NC)	$1.08	$7.66	$3.46	$1.48	$1.14	$0.75	$0.20	$0.38	**$16.15**
City of Wichita (KS)	$1.06	$6.49	$1.44	$0.86	$1.13	$0.21	$0.06	$0.39	**$11.64**
Sarasota County (FL)	$2.11	$8.88	$1.36	$2.01	$2.04	$0.04	$0.59	$0.39	**$17.42**
City of Oakland (CA)	$1.59	$8.56	$4.33	$2.25	$2.04	$0.06	$0.26	$0.53	**$19.62**
Santa Barbara County (CA)	$1.79	$9.79	$0.98	$1.18	$1.58	$0.42	$0.45	$0.61	**$16.80**
City of Miami (FL)***	$5.35	$13.10	$1.44	$3.22	$4.68	$0.34	$0.17	$1.67	**$29.97**
Seminole County (FL)	$2.26	$5.76	$4.58	$2.30	$1.85	$0.20	$0.92	$1.38	**$19.25**
City of Omaha (NE)	$1.78	$10.52	$2.95	$0.91	$2.13	$0.35	$0.21	$0.41	**$19.26**
Greater Syracuse Area (NY)	$3.57	$12.62	$1.22	$1.37	$2.14	$0.24	$0.41	$0.09	**$21.66**
City of Mesa (AZ)	$3.04	$6.01	$2.00	$1.04	$0.96	$0.31	$0.30	$0.47	**$14.13**
Guilford County (NC)	$2.94	$7.49	$1.51	$1.14	$1.29	$0.47	$0.30	$1.29	**$16.43**
Dane County (WI)	$2.94	$9.81	$3.30	$0.96	$2.33	$0.59	$0.19	$0.67	**$20.79**
Volusia County (FL)	$2.98	$5.39	$0.83	$0.93	$2.28	$0.15	$0.00	$0.57	**$13.13**
Group D Average	**$2.42**	**$8.23**	**$2.53**	**$1.32**	**$1.71**	**$0.28**	**$0.26**	**$0.55**	**$17.29**
Percent of Group D Total	14.0%	47.6%	14.6%	7.6%	9.9%	1.6%	1.5%	3.2%	100.0%
Average Excluding Outliers/Exclusions	$2.23	$7.80	$2.60	$1.28	$1.63	$0.27	$0.26	$0.50	$16.57
Group D Median	$2.33	$7.77	$1.73	$1.16	$1.60	$0.28	$0.23	$0.42	$17.11

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 22:
Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	**RESIDENT Cultural Audiences only**								**Resident Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Albuquerque (NM)	$1.53	$7.00	$3.04	$1.91	$1.14	$0.14	$0.06	$0.95	**$15.77**
City of Atlanta (GA)	$4.01	$13.44	$2.23	$0.86	$1.54	$0.85	$0.36	$0.26	**$23.55**
Polk County (FL)	$4.87	$12.39	$4.32	$0.27	$0.91	$0.14	$0.32	$1.80	**$25.02**
Lee County (FL)	$2.38	$7.58	$2.65	$1.16	$1.59	$0.06	$0.00	$0.46	**$15.88**
City of Seattle (WA)	$2.03	$12.08	$1.13	$1.02	$2.53	$0.36	$0.28	$0.73	**$20.16**
District of Columbia (DC)* [1]	$2.64	$13.62	$1.13	$0.86	$3.05	$0.30	$0.67	$0.58	**$22.85**
City of Baltimore (MD)	$1.30	$8.72	$1.82	$0.76	$2.22	$0.27	$0.20	$0.41	**$15.70**
Jefferson County (AL)	$3.85	$9.01	$3.40	$1.07	$1.78	$0.02	$0.28	$0.21	**$19.62**
City of Austin (TX)	$2.34	$8.32	$3.59	$1.28	$1.77	$0.61	$0.33	$1.28	**$19.52**
City of Indianapolis (IN)	$3.35	$10.51	$7.10	$1.04	$1.31	$0.10	$0.23	$0.66	**$24.30**
City and County of San Francisco (CA)*	$2.18	$10.11	$0.68	$0.75	$1.96	$0.77	$0.44	$0.27	**$17.16**
Prince George's County (MD)	$0.48	$3.52	$0.21	$0.41	$1.13	$0.10	$0.29	$0.09	**$6.23**
Bergen County (NJ)	$1.70	$10.91	$1.28	$1.23	$1.36	$0.39	$0.00	$0.64	**$17.51**
Wake County (NC)	$1.63	$6.15	$2.03	$1.56	$1.51	$0.13	$0.04	$0.38	**$13.43**
Fairfield County (CT)	$3.71	$9.74	$2.89	$0.77	$1.58	$0.61	$0.07	$0.78	**$20.15**
Mecklenburg County (NC)	$4.57	$12.73	$1.84	$0.68	$1.42	$0.93	$0.37	$1.00	**$23.54**
Greater Memphis Area (TN)	$1.95	$10.03	$1.15	$1.23	$1.45	$0.44	$0.35	$0.12	**$16.72**
City of San Jose (CA)***	$2.80	$12.65	$1.29	$1.05	$2.50	$0.23	$0.13	$0.72	**$21.37**
Westchester County (NY)	$1.70	$11.17	$1.25	$0.57	$1.54	$0.57	$0.38	$1.02	**$18.20**
Montgomery County (MD)	$1.70	$9.26	$1.08	$0.62	$1.30	$0.32	$1.00	$0.23	**$15.51**
Group E Average	**$2.54**	**$9.95**	**$2.21**	**$0.96**	**$1.68**	**$0.37**	**$0.29**	**$0.63**	**$18.61**
Percent of Group E Total	13.6%	53.5%	11.9%	5.1%	9.0%	2.0%	1.6%	3.4%	100.0%
Average Excluding Outliers/Exclusions	$2.54	$9.56	$2.41	$0.97	$1.53	$0.36	$0.27	$0.65	$18.28
Group E Median	$2.26	$10.07	$1.83	$0.94	$1.54	$0.31	$0.29	$0.61	$18.86

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 22:
Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	**RESIDENT Cultural Audiences only**								**Resident Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
Pima County (AZ)	$3.46	$8.59	$3.67	$1.54	$2.54	$0.57	$0.38	$0.67	**$21.42**
Fairfax County (VA)	$1.66	$7.94	$4.23	$2.68	$1.35	$0.63	$0.07	$1.81	**$20.37**
Orange County (FL)	$6.52	$9.70	$1.86	$1.53	$2.47	$0.23	$0.12	$0.58	**$23.01**
Greater Columbus Area (OH)	$1.93	$6.92	$1.17	$0.56	$1.25	$0.14	$0.27	$0.41	**$12.65**
Allegheny County (PA)	$1.61	$11.61	$0.52	$0.71	$1.79	$0.39	$0.05	$0.46	**$17.14**
City of San Diego (CA)***	$6.78	$12.55	$7.77	$4.09	$3.80	$3.08	$1.14	$0.18	**$39.39**
City of Dallas (TX)	$3.35	$8.38	$1.65	$1.79	$2.83	$0.40	$0.13	$0.29	**$18.82**
Palm Beach County (FL)	$5.14	$11.24	$1.16	$1.94	$2.18	$0.18	$0.46	$1.06	**$23.36**
Greater St. Louis Area (MO)	$3.28	$9.96	$2.82	$0.84	$1.63	$0.19	$0.39	$0.60	**$19.71**
City of San Antonio (TX)	$1.33	$8.06	$5.71	$0.26	$1.63	$0.17	$0.65	$0.14	**$17.95**
Sacramento County (CA)	$2.43	$8.20	$1.51	$1.60	$2.16	$0.53	$0.17	$0.68	**$17.28**
City and County of Philadelphia (PA)	$2.79	$11.51	$1.59	$1.45	$2.63	$0.15	$0.82	$0.62	**$21.56**
City of Phoenix (AZ)	$2.58	$11.30	$1.90	$1.58	$3.50	$0.33	$0.32	$0.64	**$22.15**
Broward County (FL)	$3.78	$10.99	$1.16	$1.22	$3.29	$0.22	$0.17	$0.80	**$21.63**
Santa Clara County (CA)	$2.50	$11.49	$1.47	$0.89	$2.42	$0.24	$0.13	$0.60	**$19.74**
Tarrant County (TX)	$1.47	$6.81	$1.86	$1.09	$1.43	$0.09	$0.08	$0.20	**$13.03**
Clark County (NV)	$2.43	$6.36	$4.35	$0.57	$1.58	$0.07	$0.37	$0.95	**$16.68**
Riverside County (CA)	$5.57	$11.20	$3.38	$0.26	$0.75	$0.44	$1.17	$0.47	**$23.24**
Miami-Dade County (FL)	$3.67	$12.52	$1.12	$2.21	$3.65	$0.44	$0.61	$0.99	**$25.21**
City of Chicago (IL)	$3.76	$11.20	$1.89	$1.71	$4.88	$0.16	$0.31	$0.45	**$24.36**
San Diego County (CA)	$6.78	$12.55	$7.77	$4.09	$3.80	$3.08	$1.14	$0.18	**$39.39**
City of Los Angeles (CA)	$2.93	$7.41	$1.23	$1.02	$3.40	$0.73	$0.36	$0.21	**$17.29**
Harris County (TX)	$4.27	$11.80	$6.00	$1.28	$3.02	$0.42	$0.55	$0.83	**$28.17**
Group F Average	**$3.48**	**$9.93**	**$2.86**	**$1.52**	**$2.52**	**$0.56**	**$0.43**	**$0.60**	**$21.89**
Percent of Group F Total	15.9%	45.3%	13.1%	6.9%	11.5%	2.6%	2.0%	2.7%	100.0%
Average Excluding Outliers/Exclusions	$3.33	$9.81	$2.64	$1.40	$2.46	$0.45	$0.40	$0.62	$21.10
Group F Median	$3.28	$10.99	$1.86	$1.45	$2.47	$0.33	$0.36	$0.60	$21.42
ALL CITY/COUNTY STUDY REGIONS									
Average	**$2.67**	**$8.35**	**$2.42**	**$1.20**	**$1.59**	**$0.38**	**$0.32**	**$0.59**	**$17.51**
Percent of Total	15.2%	47.7%	13.8%	6.8%	9.1%	2.2%	1.8%	3.4%	100.0%
Average Excluding Outliers/Exclusions	$2.56	$8.09	$2.39	$1.14	$1.55	$0.34	$0.30	$0.58	$16.94
Median	$2.39	$8.10	$1.83	$1.04	$1.31	$0.26	$0.23	$0.50	$17.13

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 22:
Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	RESIDENT Cultural Audiences only								Resident Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Greater Portsmouth Area (NH)	$2.83	$12.28	$1.06	$0.51	$1.68	$0.67	$0.49	$0.35	**$19.87**
Greater Concord Area (NH)	$2.36	$8.40	$2.02	$0.42	$0.80	$0.08	$0.00	$0.45	**$14.53**
Greater Aberdeen Area (SD)	$0.78	$4.62	$0.45	$0.13	$0.91	$0.17	$0.07	$0.73	**$7.86**
Centre Region (PA)	$1.51	$5.47	$5.13	$0.31	$1.12	$0.06	$0.32	$0.05	**$13.97**
Greater Minot Area (ND)	$2.03	$4.95	$1.67	$1.41	$1.49	$0.08	$0.16	$0.29	**$12.08**
Creative Corridor in Northwest Iowa (IA)	$2.71	$4.71	$0.89	$2.29	$1.47	$0.14	$1.37	$0.18	**$13.76**
Northern New Hampshire (NH)	$0.54	$4.40	$3.51	$0.70	$1.36	$0.56	$0.08	$1.10	**$12.25**
Greater Sioux Falls Area (SD)	$2.45	$7.03	$1.33	$0.64	$0.96	$0.48	$0.34	$0.73	**$13.96**
Greater Athens Area (GA)	$4.21	$8.92	$4.64	$2.65	$2.46	$1.02	$0.91	$2.46	**$27.27**
Greater Rockford Area (IL)	$2.30	$8.17	$1.55	$1.32	$1.52	$0.13	$0.13	$0.47	**$15.59**
Greater Peoria Area (IL)	$1.80	$4.84	$2.33	$1.17	$1.67	$0.27	$0.50	$0.87	**$13.45**
Greater Fox Cities Region (WI)	$1.99	$9.61	$1.56	$0.60	$1.31	$0.29	$0.17	$0.30	**$15.83**
Northern Tier Region (PA)	$1.47	$5.20	$2.16	$0.38	$1.15	$0.33	$1.12	$0.03	**$11.84**
Northwest Arkansas Area (AR)	$2.11	$9.39	$0.96	$0.50	$1.78	$0.52	$0.30	$0.20	**$15.76**
Mahoning Valley Region (OH)	$1.84	$7.13	$2.19	$1.35	$1.60	$0.12	$0.00	$0.37	**$14.60**
Iowa Cultural Corridor (IA)	$1.36	$5.33	$2.62	$0.41	$1.32	$0.30	$0.14	$0.19	**$11.67**
Pikes Peak Region (CO)	$6.72	$10.41	$1.25	$0.58	$1.53	$0.21	$1.41	$0.07	**$22.18**
Greater Columbia Area (SC)	$2.08	$8.09	$0.79	$0.25	$2.25	$0.23	$0.11	$0.07	**$13.87**
Lehigh Valley Region (PA)	$2.13	$8.24	$1.85	$1.69	$1.46	$0.26	$0.39	$0.08	**$16.10**
West Valley Region (AZ)	$5.15	$4.06	$0.79	$1.52	$1.77	$0.26	$0.18	$0.32	**$14.05**
Greater Harrisburg Area (PA)	$2.20	$9.13	$0.52	$0.53	$1.24	$0.12	$0.10	$0.57	**$14.41**
Greater Hartford Area (CT)	$3.23	$8.89	$2.06	$1.12	$1.25	$0.26	$0.31	$0.38	**$17.50**
Greater Portland Area (OR)	$2.17	$9.36	$1.29	$0.49	$1.65	$0.28	$0.29	$2.19	**$17.72**
Metropolitan Kansas City Area (MO/KS)	$3.63	$10.23	$1.82	$1.13	$2.24	$0.16	$0.15	$0.50	**$19.86**
Greater Milwaukee Area (WI)	$2.84	$8.70	$1.01	$0.78	$1.95	$0.23	$0.00	$0.97	**$16.48**

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 22:
Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	RESIDENT Cultural Audiences only								Resident Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Central Florida Region (FL)	$4.76	$9.02	$2.26	$1.36	$2.65	$0.19	$0.91	$0.88	**$22.03**
Greater Washington DC Region (DC/MD/VA) [1]	$1.95	$9.79	$2.16	$1.11	$1.86	$0.27	$1.09	$1.68	**$19.91**
Greater Philadelphia Region (PA)	$2.81	$12.30	$2.36	$1.11	$2.62	$0.23	$1.47	$0.81	**$23.71**
Southeastern Michigan Region (MI)	$1.28	$7.77	$2.60	$1.40	$1.70	$0.27	$0.40	$0.19	**$15.61**
Greater Houston Area (TX)	$4.25	$13.07	$4.49	$2.82	$3.02	$0.30	$2.81	$0.73	**$31.49**
North Texas Region (TX) [1]	$2.33	$8.69	$1.26	$1.22	$1.81	$0.31	$0.42	$0.65	**$16.69**
Regional Average	**$2.57**	**$8.01**	**$1.95**	**$1.03**	**$1.66**	**$0.28**	**$0.52**	**$0.61**	**$16.64**
Percent of Regional Total	15.5%	48.1%	11.7%	6.2%	10.0%	1.7%	3.1%	3.7%	100.0%
Regional Median	$2.20	$8.40	$1.82	$1.11	$1.60	$0.26	$0.31	$0.45	$15.61

Statewide Study Regions All Populations Sample Size = 10	RESIDENT Cultural Audiences only								Resident Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
State of South Dakota [1]	$1.46	$6.50	$0.99	$0.59	$1.72	$0.28	$1.47	$1.18	**$14.19**
State of Delaware	$2.42	$7.13	$2.42	$1.76	$2.16	$0.36	$0.27	$1.19	**$17.71**
State of Hawai'i	$5.12	$7.92	$0.93	$3.40	$2.67	$0.35	$1.16	$0.33	**$21.88**
State of New Hampshire [1]	$2.96	$8.83	$2.68	$0.80	$1.53	$0.33	$0.91	$1.21	**$19.25**
State of Nebraska [1]	$2.00	$6.77	$2.41	$0.86	$2.04	$0.24	$1.64	$1.24	**$17.20**
State of Connecticut [1]	$3.45	$10.63	$2.51	$1.08	$1.88	$0.42	$0.60	$0.93	**$21.50**
State of Wisconsin [1]	$2.13	$8.40	$1.69	$0.80	$1.95	$0.29	$1.78	$0.69	**$17.73**
State of North Carolina [1]	$2.25	$7.66	$2.54	$1.09	$2.21	$0.27	$2.17	$0.72	**$18.91**
State of Pennsylvania [1]	$2.07	$8.58	$1.95	$0.91	$2.00	$0.23	$1.21	$0.54	**$17.49**
State of Illinois [1]	$2.66	$8.85	$2.02	$1.25	$3.27	$0.22	$1.46	$0.70	**$20.43**
Statewide Average	**$2.65**	**$8.13**	**$2.01**	**$1.25**	**$2.14**	**$0.30**	**$1.27**	**$0.87**	**$18.63**
Percent of Statewide Total	14.2%	43.6%	10.8%	6.7%	11.5%	1.6%	6.8%	4.7%	100.0%
Statewide Median	$2.34	$8.16	$2.22	$1.00	$2.02	$0.29	$1.34	$0.83	$18.32

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 22:
Average Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	**RESIDENT Cultural Audiences only**								**Resident Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
Grand Center Arts District (St. Louis, MO)	$4.56	$12.47	$1.46	$1.07	$2.24	$0.38	$0.63	$0.44	**$23.25**
Dallas Arts District (Dallas, TX)	$5.36	$9.51	$1.57	$2.66	$3.11	$0.51	$0.28	$0.44	**$23.44**
Arts District Average	**$4.96**	**$10.99**	**$1.52**	**$1.87**	**$2.68**	**$0.45**	**$0.46**	**$0.44**	**$23.35**
Percent of Arts District Total	21.2%	47.1%	6.5%	8.0%	11.5%	1.9%	1.9%	1.9%	100.0%
Average for all 122,430 Audience Surveys Used for CITY/COUNTY Analyses (where appropriate)	**$2.69**	**$8.47**	**$2.25**	**$1.16**	**$1.63**	**$0.35**	**$0.29**	**$0.58**	**$17.42**
Average for all 40,379 Audience Surveys Used for Multi-City and Multi-County REGIONAL Study Region Analyses (where appropriate)	**$2.79**	**$8.37**	**$1.93**	**$1.12**	**$1.88**	**$0.26**	**$0.62**	**$0.75**	**$17.72**
Average for all 52,714 Audience Surveys Used for STATEWIDE Analyses (where appropriate)	**$2.33**	**$8.02**	**$2.19**	**$1.03**	**$2.11**	**$0.27**	**$1.61**	**$0.80**	**$18.36**

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] To calculate the total estimated audience expenditures in these multi-city/multi-county and statewide study regions, the individual findings for the less-populated participating communities in each region were summed first. The regional or statewide residency percentages and per person spending averages were then applied to any additional data collected for the region or state (if applicable), and the result was added to the sum of the individual communities. Therefore, the total audience expenditures do not equal the average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

This table presents the total estimated dollars spent by non-residents as a direct result of their attendance to nonprofit arts and culture events in each participating study region during 2010. Non-residents are attendees who reside outside the county in which the nonprofit arts and culture event at which they were surveyed took place (outside the multi-county region for regional analyses, and outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group.

Column Two:
The total estimated dollars spent by non-resident audience members to purchase refreshments (e.g., food, snacks, drinks) while attending nonprofit arts and culture events.

Column Three:
The total estimated dollars spent by non-resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

Column Four:
The total estimated dollars spent by non-resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

Column Five:
The total estimated dollars spent by non-resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

Column Six:
The total estimated dollars spent by non-resident audience members on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

Column Seven:
The total estimated dollars spent by non-resident audience members on child care for the purpose of attending nonprofit arts and culture events.

Column Eight:
The total estimated dollars spent by non-resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

Column Nine:
The total estimated dollars spent by non-resident audience members on miscellaneous products and services for the purpose of or as a result of attending nonprofit arts and culture events.

Column Ten:
The total estimated expenditures made by non-resident audience members for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	NON-RESIDENT Cultural Audiences only								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
City of Gunnison (CO)***	$3,729	$17,910	$22,020	$0	$3,890	$0	$9,043	$455	**$57,047**
Town of Telluride (CO)*	$2,751,660	$4,534,397	$1,637,967	$939,970	$1,501,470	$262,654	$7,757,593	$448,786	**$19,834,497**
Town of Crested Butte (CO)***	$190,999	$755,413	$271,936	$117,114	$152,064	$19,008	$798,641	$56,411	**$2,361,586**
Town of Newmarket (NH)	$4,692	$12,162	$4,896	$1,805	$2,971	$0	$6,015	$505	**$33,046**
Greater Ketchikan Area (AK)	$30,230	$199,457	$241,937	$33,292	$49,593	$3,655	$215,856	$0	**$774,020**
Gunnison County (CO) [1]	$194,728	$773,323	$293,956	$117,114	$155,954	$19,008	$807,684	$56,866	**$2,418,633**
City of Durango (CO)	$135,698	$623,497	$129,763	$60,134	$170,908	$11,077	$623,893	$151,522	**$1,906,492**
Teton County (WY)*	$1,053,582	$5,911,478	$1,800,951	$939,401	$2,325,147	$64,876	$9,178,621	$2,986,880	**$24,260,936**
City of Laguna Beach (CA)*	$861,318	$1,968,112	$1,889,157	$233,991	$314,381	$37,324	$1,736,991	$188,054	**$7,229,328**
City of Fairfax (VA)***	$105,847	$335,245	$81,363	$39,551	$98,313	$20,717	$105,847	$113,757	**$900,640**
City of Auburn (NY)	$67,334	$366,411	$171,142	$24,409	$113,907	$33,667	$317,033	$43,487	**$1,137,390**
City of Slidell (LA)***	$44,695	$95,855	$19,302	$12,650	$28,391	$0	$0	$13,961	**$214,854**
City of Winter Park (FL)***	$951,139	$5,904,989	$1,476,247	$1,010,585	$2,496,740	$118,892	$4,037,388	$599,416	**$16,595,396**
Greater Elkins Area (WV)	$418,033	$583,714	$752,342	$73,112	$398,576	$0	$1,396,786	$12,971	**$3,635,534**
Transylvania County (NC)	$291,905	$989,678	$437,191	$67,978	$363,215	$35,322	$829,730	$141,287	**$3,156,306**
City of Rochester (NH)	$235,757	$431,180	$92,031	$41,471	$207,921	$15,907	$105,097	$29,541	**$1,158,905**
City and Borough of Juneau (AK)	$8,340	$82,941	$43,277	$0	$43,933	$0	$37,498	$0	**$215,989**
Princeton (NJ)**	$618,469	$3,864,854	$586,281	$128,752	$770,212	$22,991	$1,503,638	$232,213	**$7,727,410**
Platte County (NE)	$151,355	$460,875	$214,188	$58,190	$296,520	$55,095	$329,639	$145,474	**$1,711,336**
Adams County (NE)	$235,301	$566,230	$194,732	$28,978	$355,850	$3,477	$602,742	$179,664	**$2,166,974**
City of Fairbanks (AK)	$61,234	$427,962	$101,155	$11,164	$264,220	$0	$494,609	$86,607	**$1,446,951**
City of West Hollywood (CA)**	$244,567	$667,238	$254,124	$105,559	$388,354	$0	$407,902	$138,139	**$2,205,883**
City of Pittsfield (MA)**	$412,942	$834,523	$74,295	$62,776	$69,112	$0	$422,733	$0	**$1,876,381**
Windham County (VT)*	$88,820	$642,539	$276,426	$65,857	$257,796	$17,331	$592,713	$6,066	**$1,947,548**
Iron County (UT)*	$1,501,476	$7,196,456	$2,548,523	$786,614	$3,239,468	$457,087	$15,455,904	$916,831	**$32,102,359**
Watauga County (NC)	$419,918	$1,849,400	$387,230	$240,133	$505,410	$17,601	$1,484,800	$343,227	**$5,247,719**
Buffalo County (NE)	$243,982	$584,359	$370,294	$113,016	$354,338	$1,330	$473,338	$196,116	**$2,336,773**
Group A Average	**$419,546**	**$1,506,674**	**$532,323**	**$196,801**	**$552,913**	**$45,075**	**$1,841,916**	**$262,527**	**$5,357,775**
Percent of Group A Total	7.8%	28.1%	9.9%	3.7%	10.3%	0.8%	34.4%	4.9%	100.0%
Average Excluding Outliers/Exclusions	$222,029	$783,400	$255,814	$68,699	$265,353	$12,890	$591,705	$103,389	$2,303,279
Group A Median	$235,301	$623,497	$254,124	$65,857	$264,220	$17,331	$592,713	$113,757	$2,166,974

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	**NON-RESIDENT Cultural Audiences only**								**Non-Resident Audience Expenditures**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
Chenango County (NY)	$87,012	$146,500	$86,568	$26,636	$69,921	$888	$115,868	$50,609	**$584,002**
City of La Crosse (WI)	$306,228	$1,531,139	$119,462	$107,684	$548,518	$68,985	$758,839	$270,894	**$3,711,749**
Lenoir County (NC)	$20,219	$121,188	$38,007	$37,367	$62,449	$2,303	$137,696	$10,110	**$429,339**
City of Dubuque (IA)	$1,283,691	$6,206,713	$1,168,997	$957,254	$2,214,478	$35,290	$5,955,269	$829,326	**$18,651,018**
Greater Enid Area (OK)	$174,539	$683,334	$192,711	$177,408	$656,555	$13,868	$874,610	$79,858	**$2,852,883**
City of Flagstaff (AZ)	$2,319,175	$6,170,589	$3,151,913	$799,428	$2,352,485	$220,676	$7,536,279	$258,149	**$22,808,694**
City of Portland (ME)	$896,578	$4,792,386	$1,027,396	$714,710	$1,126,307	$35,097	$2,731,214	$1,180,548	**$12,504,236**
Athens County (OH)	$526,468	$1,172,100	$546,980	$157,257	$572,376	$12,698	$1,348,892	$119,164	**$4,455,935**
Rutherford County (NC)	$17,300	$78,023	$14,013	$7,699	$65,394	$5,363	$27,594	$7,093	**$222,479**
City of Walnut Creek (CA)	$352,729	$3,618,198	$140,001	$89,091	$380,002	$36,364	$354,547	$103,637	**$5,074,569**
City of Missoula (MT)	$834,416	$3,887,455	$1,510,707	$751,704	$1,131,206	$77,846	$3,923,945	$688,454	**$12,805,733**
City of Bloomington (IN)	$598,233	$3,922,701	$1,071,122	$313,360	$937,232	$105,403	$3,959,735	$518,469	**$11,426,255**
City of Miami Beach (FL)***	$1,569,383	$9,085,187	$1,088,590	$657,690	$2,131,821	$698,512	$6,785,542	$349,256	**$22,365,981**
Greater Parkersburg Area (WV)	$38,144	$202,938	$67,812	$37,397	$92,743	$6,482	$70,056	$22,189	**$537,761**
Moore County (NC)	$35,720	$381,216	$23,413	$13,808	$96,655	$0	$120,368	$43,224	**$714,404**
Indiana County (PA)	$4,640	$30,427	$3,447	$4,508	$14,982	$199	$12,463	$1,458	**$72,124**
Buchanan County (MO)	$199,035	$707,845	$201,279	$105,503	$175,091	$18,706	$124,958	$129,447	**$1,661,864**
City of Boulder (CO)	$322,579	$2,059,241	$467,411	$448,978	$1,011,187	$17,116	$1,100,719	$252,797	**$5,680,028**
Eau Claire County (WI)	$163,437	$634,009	$131,065	$30,003	$249,498	$20,528	$201,335	$82,113	**$1,511,988**
Group B Average	**$513,133**	**$2,391,115**	**$581,626**	**$286,183**	**$730,995**	**$72,438**	**$1,902,102**	**$262,989**	**$6,740,581**
Percent of Group B Total	7.6%	35.5%	8.6%	4.2%	10.8%	1.1%	28.2%	3.9%	100.0%
Average Excluding Outliers/Exclusions	$454,452	$2,019,222	$553,461	$265,544	$653,171	$37,656	$1,630,799	$258,197	$5,872,503
Group B Median	$306,228	$1,172,100	$192,711	$107,684	$548,518	$18,706	$758,839	$119,164	$3,711,749

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	**NON-RESIDENT Cultural Audiences only**								**Non-Resident Audience Expenditures**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Rochester (MN)	$803,403	$3,072,474	$903,829	$309,419	$806,117	$92,283	$1,921,654	$89,569	**$7,998,748**
Tompkins County (NY)	$246,477	$1,293,737	$460,665	$102,250	$358,415	$12,916	$1,150,586	$100,098	**$3,725,144**
Wayne County (NC)	$27,208	$131,039	$23,007	$19,806	$103,831	$4,001	$12,804	$2,601	**$324,297**
City of McKinney (TX)	$32,006	$227,936	$35,067	$18,090	$46,199	$1,670	$64,568	$27,274	**$452,810**
Orange County (NC)	$1,378,803	$6,069,506	$1,067,014	$263,289	$1,669,807	$97,001	$2,016,240	$720,581	**$13,282,241**
Town of Cary (NC)***	$110,267	$869,026	$139,473	$44,107	$313,517	$32,186	$556,701	$147,222	**$2,212,499**
Marathon County (WI)	$162,983	$620,487	$341,163	$259,934	$214,865	$20,438	$246,308	$68,128	**$1,934,306**
Greater Charlottesville Area (VA)**	$4,843,568	$14,764,385	$4,857,731	$1,380,842	$4,694,862	$495,687	$16,541,777	$587,743	**$48,166,595**
City of Fort Collins (CO)	$191,458	$992,479	$110,735	$30,012	$356,009	$1,035	$608,527	$229,750	**$2,520,005**
Cambria County (PA)	$1,720,383	$4,914,631	$1,164,406	$624,163	$1,814,794	$104,901	$3,204,738	$157,352	**$13,705,368**
City of Alexandria (VA)	$3,039,590	$15,913,146	$4,730,057	$991,524	$3,072,099	$97,527	$3,072,099	$1,787,994	**$32,704,036**
City of Eugene (OR)	$432,330	$1,857,469	$519,641	$232,360	$590,053	$57,738	$1,287,131	$504,150	**$5,480,872**
Pitt County (NC)	$40,583	$449,373	$19,023	$3,382	$147,959	$33,819	$130,627	$0	**$824,766**
City of Santa Clarita (CA)	$32,416	$43,883	$84,646	$7,091	$6,969	$16,978	$0	$0	**$191,983**
City of Providence (RI)**	$7,034,266	$25,515,368	$10,191,377	$2,326,293	$6,886,565	$572,342	$9,969,826	$2,418,606	**$64,914,643**
Erie (PA)	$137,751	$694,220	$144,310	$131,191	$212,639	$4,373	$420,358	$8,199	**$1,753,041**
New Hanover County (NC)	$679,208	$3,167,277	$464,597	$344,321	$1,228,706	$37,734	$1,080,129	$183,952	**$7,185,924**
City of Glendale (CA)	$21,325	$166,720	$6,785	$3,716	$44,426	$2,100	$10,985	$80,775	**$336,832**
City of Tacoma (WA)	$715,190	$5,285,350	$1,270,023	$259,778	$1,205,881	$182,806	$1,154,567	$657,462	**$10,731,057**
Whatcom County (WA)	$121,183	$410,708	$213,115	$61,487	$321,164	$0	$254,305	$23,878	**$1,405,840**
City of Boise (ID)	$627,872	$2,080,687	$423,165	$536,212	$624,817	$172,627	$1,061,731	$44,302	**$5,571,413**
Lackawanna County (PA)	$412,796	$2,001,251	$651,570	$309,597	$588,841	$72,846	$271,150	$277,221	**$4,585,272**
Arlington County (VA)	$230,711	$990,024	$125,521	$34,474	$308,499	$15,027	$471,145	$0	**$2,175,401**
City of Orlando (FL)***	$3,933,293	$9,369,755	$2,162,893	$1,461,415	$5,144,179	$83,509	$7,173,457	$350,739	**$29,679,240**
Buncombe County (NC)	$961,961	$5,565,860	$1,563,588	$418,244	$1,846,707	$80,432	$8,898,941	$1,241,862	**$20,577,595**
St. Tammany Parish (LA)	$351,339	$1,115,867	$258,565	$109,096	$310,965	$24,912	$159,778	$106,518	**$2,437,040**
Alachua County (FL)	$3,484,159	$6,887,867	$5,786,304	$1,243,901	$2,060,790	$309,428	$10,285,387	$940,661	**$30,998,497**
Greater Jackson Area (MS)	$403,047	$1,027,955	$228,024	$89,977	$697,629	$35,744	$1,216,537	$224,326	**$3,923,239**
Group C Average	**$1,149,128**	**$4,124,946**	**$1,355,225**	**$414,856**	**$1,274,189**	**$95,074**	**$2,615,788**	**$392,177**	**$11,421,382**
Percent of Group C Total	10.1%	36.1%	11.9%	3.6%	11.2%	0.8%	22.9%	3.4%	100.0%
Average Excluding Outliers/Exclusions	$1,082,001	$4,048,450	$1,370,920	$388,863	$1,162,293	$97,937	$2,519,688	$403,192	$11,073,345
Group C Median	$407,922	$1,575,603	$441,915	$246,069	$589,447	$36,739	$1,070,930	$152,287	$4,254,256

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	**NON-RESIDENT Cultural Audiences only**								**Non-Resident Audience Expenditures**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Lincoln (NE)	$501,435	$3,259,328	$693,652	$342,647	$1,066,942	$80,787	$1,991,811	$986,156	**$8,922,758**
Durham County (NC)	$4,077,859	$15,940,722	$1,122,163	$1,282,472	$4,408,496	$90,174	$11,882,902	$601,159	**$39,405,947**
Osceola County (FL)	$21,415	$112,389	$15,439	$22,079	$79,685	$2,656	$9,131	$8,467	**$271,261**
City of Newark (NJ)	$3,686,168	$9,596,056	$3,856,453	$1,622,715	$2,654,441	$60,101	$10,768,017	$841,408	**$33,085,359**
City of Riverside (CA)***	$1,211,593	$4,275,666	$954,868	$168,072	$598,409	$260,419	$1,122,940	$374,929	**$8,966,896**
Lexington-Fayette Urban County (KY)	$739,036	$1,996,834	$261,775	$333,604	$496,415	$19,154	$822,038	$44,693	**$4,713,549**
Loudoun County (VA)	$500,278	$799,590	$1,878,180	$211,656	$509,899	$0	$389,105	$172,104	**$4,460,812**
Cumberland County (NC)	$1,262,699	$2,256,814	$969,697	$348,812	$983,650	$10,464	$777,851	$582,516	**$7,192,503**
Greater Chattanooga Area (TN)	$1,940,800	$10,806,374	$4,758,842	$1,319,744	$3,291,597	$1,071,322	$8,159,123	$784,083	**$32,131,885**
Forsyth County (NC)	$2,409,375	$10,343,433	$4,250,936	$3,046,248	$5,294,487	$253,215	$11,479,062	$1,266,073	**$38,342,829**
City of Wichita (KS)	$615,940	$4,873,317	$1,093,909	$546,955	$1,305,793	$152,753	$2,424,340	$1,640,864	**$12,653,871**
Sarasota County (FL)	$2,565,811	$10,597,085	$2,203,354	$1,554,748	$3,033,189	$247,997	$5,656,230	$782,143	**$26,640,557**
City of Oakland (CA)	$375,284	$2,499,233	$923,572	$585,550	$673,382	$250,189	$2,360,830	$13,308	**$7,681,348**
Santa Barbara County (CA)	$607,144	$6,719,557	$979,625	$845,532	$1,169,590	$108,019	$4,957,722	$37,248	**$15,424,437**
City of Miami (FL)***	$9,672,832	$27,703,118	$3,224,277	$9,448,255	$10,811,755	$818,100	$15,415,574	$2,871,371	**$79,965,282**
Seminole County (FL)	$34,071	$215,102	$27,030	$29,982	$53,378	$2,953	$109,709	$45,201	**$517,426**
City of Omaha (NE)	$1,504,348	$9,866,281	$3,192,738	$1,040,241	$3,616,836	$208,048	$4,401,018	$2,808,649	**$26,638,159**
Greater Syracuse Area (NY)	$5,069,489	$17,131,378	$1,347,065	$1,820,080	$6,642,779	$164,527	$5,984,671	$473,015	**$38,633,004**
City of Mesa (AZ)	$338,415	$1,311,761	$399,652	$296,516	$778,355	$75,741	$675,219	$238,502	**$4,114,161**
Guilford County (NC)	$2,708,178	$9,357,288	$3,018,793	$922,139	$4,397,149	$126,187	$5,212,514	$1,310,409	**$27,052,657**
Dane County (WI)	$2,210,765	$8,499,774	$2,698,232	$899,411	$3,940,929	$164,778	$9,831,725	$1,812,553	**$30,058,167**
Volusia County (FL)	$1,267,712	$1,676,086	$390,836	$350,750	$646,383	$42,591	$2,149,599	$1,435,571	**$7,959,528**
Group D Average	**$1,969,120**	**$7,265,327**	**$1,739,140**	**$1,229,009**	**$2,566,070**	**$191,372**	**$4,844,597**	**$869,565**	**$20,674,200**
Percent of Group D Total	9.5%	35.1%	8.4%	5.9%	12.4%	0.9%	23.4%	4.2%	100.0%
Average Excluding Outliers/Exclusions	$1,621,811	$6,392,920	$1,704,097	$871,094	$2,252,169	$156,583	$4,502,131	$794,206	$18,295,011
Group D Median	$1,265,206	$5,796,437	$1,108,036	$715,541	$1,237,692	$117,103	$3,412,679	$691,651	$14,039,154

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	**NON-RESIDENT Cultural Audiences only**								**Non-Resident Audience Expenditures**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Albuquerque (NM)	$921,856	$3,269,262	$1,409,711	$186,906	$2,002,106	$218,584	$2,439,275	$567,052	**$11,014,752**
City of Atlanta (GA)	$8,693,094	$26,790,536	$4,899,744	$2,423,529	$7,797,442	$1,501,534	$14,330,434	$4,135,805	**$70,572,118**
Polk County (FL)	$466,220	$880,019	$532,584	$80,864	$166,746	$13,942	$699,888	$99,825	**$2,940,088**
Lee County (FL)	$1,650,332	$7,669,504	$3,498,276	$486,020	$2,248,510	$0	$6,868,372	$357,839	**$22,778,853**
City of Seattle (WA)	$6,994,565	$33,242,591	$8,503,919	$4,233,553	$9,350,629	$147,254	$26,450,500	$4,877,789	**$93,800,800**
District of Columbia (DC)* [1]	$26,497,097	$149,015,022	$14,452,962	$3,405,583	$42,860,508	$2,408,827	$56,482,840	$12,791,702	**$307,914,541**
City of Baltimore (MD)	$2,868,278	$17,277,557	$5,091,618	$831,631	$6,126,914	$407,329	$4,989,786	$882,547	**$38,475,660**
Jefferson County (AL)	$11,105,466	$22,733,729	$10,487,616	$3,247,676	$8,317,218	$126,739	$24,428,857	$205,950	**$80,653,251**
City of Austin (TX)	$2,780,820	$10,650,541	$4,820,088	$1,779,725	$6,757,393	$574,703	$10,168,532	$2,206,117	**$39,737,919**
City of Indianapolis (IN)	$10,453,189	$46,767,448	$15,619,361	$2,326,288	$12,658,631	$483,384	$11,903,343	$725,077	**$100,936,721**
City and County of San Francisco (CA)*	$9,775,401	$76,662,521	$3,931,411	$7,544,060	$26,032,318	$4,515,810	$20,985,236	$1,859,451	**$151,306,208**
Prince George's County (MD)	$788,672	$3,150,256	$1,178,577	$57,600	$1,803,311	$4,431	$1,998,264	$256,983	**$9,238,094**
Bergen County (NJ)	$415,865	$3,577,870	$240,198	$77,078	$754,651	$134,439	$996,641	$148,779	**$6,345,521**
Wake County (NC)	$1,824,978	$11,421,391	$3,562,636	$1,161,349	$6,112,365	$279,422	$6,086,169	$1,065,298	**$31,513,608**
Fairfield County (CT)	$1,896,515	$6,148,703	$1,127,928	$494,092	$1,816,662	$184,661	$568,955	$658,790	**$12,896,306**
Mecklenburg County (NC)	$5,368,770	$19,377,697	$4,841,126	$1,081,669	$5,975,559	$646,363	$17,227,550	$329,777	**$54,848,511**
Greater Memphis Area (TN)	$2,901,484	$11,450,246	$4,189,460	$1,351,667	$4,925,446	$268,918	$13,148,676	$431,684	**$38,667,581**
City of San Jose (CA)***	$1,251,257	$7,488,510	$513,824	$304,488	$2,150,449	$718,402	$4,239,048	$309,246	**$16,975,224**
Westchester County (NY)	$2,630,750	$11,541,354	$1,680,285	$2,274,326	$3,462,406	$407,342	$3,649,105	$517,664	**$26,163,232**
Montgomery County (MD)	$2,710,462	$20,765,869	$1,348,061	$946,511	$2,308,912	$129,070	$14,212,000	$803,100	**$43,223,985**
Group E Average	**$5,099,754**	**$24,494,031**	**$4,596,469**	**$1,714,731**	**$7,681,409**	**$658,558**	**$12,093,674**	**$1,661,524**	**$58,000,149**
Percent of Group E Total	8.8%	42.2%	7.9%	3.0%	13.2%	1.1%	20.9%	2.9%	100.0%
Average Excluding Outliers/Exclusions	$3,792,430	$15,100,857	$4,295,952	$1,355,323	$4,857,935	$325,183	$9,421,550	$1,074,710	$40,223,941
Group E Median	$2,745,641	$11,495,800	$3,747,024	$1,121,509	$5,450,503	$274,170	$8,518,452	$612,921	$38,571,621

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	NON-RESIDENT Cultural Audiences only								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Pima County (AZ)	$942,719	$3,012,464	$879,165	$190,662	$1,360,058	$0	$1,802,818	$38,132	**$8,226,018**
Fairfax County (VA)	$1,212,554	$3,840,475	$932,070	$453,090	$1,126,252	$237,333	$1,212,554	$1,303,172	**$10,317,500**
Orange County (FL)	$9,922,006	$21,261,442	$4,741,639	$3,341,084	$11,187,568	$286,861	$16,232,942	$1,383,681	**$68,357,223**
Greater Columbus Area (OH)	$5,803,470	$17,241,921	$3,332,315	$1,741,041	$5,878,353	$393,138	$8,705,205	$1,516,390	**$44,611,833**
Allegheny County (PA)	$6,759,352	$54,008,550	$5,964,134	$6,726,218	$22,266,102	$662,682	$22,133,565	$1,524,168	**$120,044,771**
City of San Diego (CA)***	$13,162,659	$18,858,700	$12,888,151	$6,437,213	$8,290,142	$3,486,252	$19,380,265	$384,311	**$82,887,693**
City of Dallas (TX)	$13,965,849	$29,244,904	$6,003,230	$6,107,453	$10,401,430	$896,316	$25,367,817	$2,980,771	**$94,967,770**
Palm Beach County (FL)	$10,066,124	$13,756,611	$3,092,374	$2,137,938	$4,543,118	$89,081	$5,650,264	$330,871	**$39,666,381**
Greater St. Louis Area (MO)	$11,265,441	$35,891,513	$9,291,711	$5,587,173	$15,212,900	$759,127	$23,988,405	$3,613,443	**$105,609,713**
City of San Antonio (TX)	$1,335,112	$6,299,172	$2,570,801	$1,043,944	$639,149	$142,033	$2,932,986	$468,710	**$15,431,907**
Sacramento County (CA)	$1,227,953	$5,110,824	$728,303	$262,528	$1,901,210	$88,921	$1,803,820	$177,841	**$11,301,400**
City and County of Philadelphia (PA)	$37,104,092	$157,877,911	$22,819,017	$9,739,824	$50,554,325	$2,133,485	$87,751,178	$3,988,690	**$371,968,522**
City of Phoenix (AZ)	$3,172,018	$13,279,980	$3,748,749	$1,532,889	$5,547,237	$220,068	$10,586,041	$1,259,701	**$39,346,683**
Broward County (FL)	$6,135,148	$20,127,880	$2,575,450	$6,414,019	$8,464,536	$1,722,435	$9,826,080	$1,492,777	**$56,758,325**
Santa Clara County (CA)	$1,755,771	$10,097,447	$1,537,181	$345,513	$2,869,875	$691,026	$4,576,287	$493,590	**$22,366,690**
Tarrant County (TX)	$1,942,560	$7,375,253	$1,987,886	$1,074,883	$1,690,027	$446,789	$4,234,781	$77,702	**$18,829,881**
Clark County (NV)	$270,328	$1,085,260	$296,967	$299,926	$646,223	$179,068	$460,249	$22,692	**$3,260,713**
Riverside County (CA)	$1,656,334	$5,421,403	$1,584,642	$163,161	$835,583	$375,765	$2,271,897	$385,654	**$12,694,439**
Miami-Dade County (FL)	$13,097,997	$51,013,251	$5,101,325	$11,002,317	$15,607,297	$1,985,381	$27,795,328	$3,695,014	**$129,297,910**
City of Chicago (IL)	$43,772,489	$177,766,003	$59,064,188	$9,461,739	$93,088,219	$6,212,253	$170,980,312	$8,314,861	**$568,660,064**
San Diego County (CA)	$15,141,603	$21,694,017	$14,825,824	$7,405,018	$9,536,526	$4,010,393	$22,293,997	$442,091	**$95,349,469**
City of Los Angeles (CA)	$14,596,514	$26,055,130	$12,340,048	$7,862,373	$27,923,766	$2,468,010	$26,337,188	$2,291,723	**$119,874,752**
Harris County (TX)	$16,109,126	$70,905,522	$20,168,118	$10,443,449	$25,791,514	$169,125	$30,696,129	$13,487,693	**$187,770,676**
Group F Average	**$10,018,140**	**$33,531,549**	**$8,542,317**	**$4,337,976**	**$14,146,148**	**$1,202,415**	**$22,913,918**	**$2,159,725**	**$96,852,188**
Percent of Group F Total	10.3%	34.6%	8.8%	4.5%	14.6%	1.2%	23.7%	2.2%	100.0%
Average Excluding Outliers/Exclusions	$9,875,207	$34,198,497	$8,344,779	$4,242,556	$14,412,330	$1,098,604	$23,074,538	$2,240,426	$97,486,938
Group F Median	$6,759,352	$18,858,700	$3,748,749	$3,341,084	$8,290,142	$446,789	$10,586,041	$1,303,172	$56,758,325
ALL CITY/COUNTY STUDY REGIONS									
Average	**$3,086,229**	**$11,673,045**	**$2,805,998**	**$1,319,952**	**$4,316,101**	**$361,815**	**$7,443,082**	**$900,004**	**$31,906,226**
Percent of Total	9.7%	36.6%	8.8%	4.1%	13.5%	1.1%	23.3%	2.8%	100.0%
Average Excluding Outliers/Exclusions	$2,952,073	$10,765,528	$2,838,778	$1,248,806	$4,093,227	$302,270	$7,189,784	$836,098	$30,226,564
Median	$834,416	$3,840,475	$969,697	$333,604	$1,066,942	$80,432	$1,921,654	$277,221	$9,238,094

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	NON-RESIDENT Cultural Audiences only								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Greater Portsmouth Area (NH)	$1,964,896	$7,474,966	$1,413,053	$313,547	$1,199,841	$121,238	$4,903,879	$689,804	**$18,081,224**
Greater Concord Area (NH)	$561,062	$1,938,493	$435,702	$152,878	$452,519	$87,140	$383,724	$175,810	**$4,187,328**
Greater Aberdeen Area (SD)	$78,623	$493,644	$75,103	$43,028	$280,071	$6,650	$525,328	$188,148	**$1,690,595**
Centre Region (PA)	$593,765	$2,564,449	$1,711,339	$303,707	$638,126	$0	$2,310,222	$261,052	**$8,382,660**
Greater Minot Area (ND)	$66,929	$217,451	$124,987	$104,022	$72,842	$0	$79,831	$0	**$666,062**
Creative Corridor in Northwest Iowa (IA)	$238,972	$738,817	$147,506	$223,513	$514,016	$18,036	$1,022,234	$71,498	**$2,974,592**
Northern New Hampshire (NH)	$310,629	$1,551,558	$794,005	$290,026	$443,755	$99,845	$1,161,688	$423,152	**$5,074,658**
Greater Sioux Falls Area (SD)	$515,009	$2,994,763	$696,509	$589,878	$1,445,200	$81,675	$2,706,631	$871,204	**$9,900,869**
Greater Athens Area (GA)	$291,604	$714,513	$286,133	$149,358	$293,246	$120,362	$596,886	$201,880	**$2,653,982**
Greater Rockford Area (IL)	$169,278	$898,542	$188,087	$46,167	$279,565	$14,534	$414,646	$48,732	**$2,059,551**
Greater Peoria Area (IL)	$90,132	$580,345	$96,616	$41,500	$344,316	$26,586	$387,761	$171,834	**$1,739,090**
Greater Fox Cities Region (WI)	$306,945	$1,860,769	$180,074	$46,383	$391,525	$42,290	$784,415	$602,976	**$4,215,377**
Northern Tier Region (PA)	$60,587	$265,030	$41,061	$5,169	$66,904	$8,614	$97,915	$12,921	**$558,201**
Northwest Arkansas Area (AR)	$361,470	$1,996,239	$428,057	$134,532	$665,866	$62,510	$1,236,608	$69,304	**$4,954,586**
Mahoning Valley Region (OH)	$281,755	$1,257,292	$480,195	$513,521	$974,023	$13,633	$798,305	$468,076	**$4,786,800**
Iowa Cultural Corridor (IA)	$648,514	$2,839,563	$1,086,260	$477,121	$1,347,982	$0	$2,566,261	$9,264	**$8,974,965**
Pikes Peak Region (CO)	$1,360,780	$3,048,621	$604,979	$425,350	$1,087,946	$367,733	$1,720,039	$91,509	**$8,706,957**
Greater Columbia Area (SC)	$285,063	$1,001,132	$79,109	$28,643	$465,104	$5,456	$1,721,292	$167,765	**$3,753,564**
Lehigh Valley Region (PA)	$4,101,075	$15,982,377	$6,565,095	$759,458	$7,847,735	$219,399	$15,864,239	$590,690	**$51,930,068**
West Valley Region (AZ)	$119,906	$401,242	$235,146	$48,989	$228,148	$8,398	$112,908	$29,393	**$1,184,130**
Greater Harrisburg Area (PA)	$374,008	$2,746,529	$259,807	$645,235	$782,275	$159,881	$191,286	$57,100	**$5,216,121**
Greater Hartford Area (CT)	$5,860,528	$10,159,473	$2,222,959	$450,103	$4,188,716	$110,229	$4,133,601	$450,103	**$27,575,712**
Greater Portland Area (OR)	$2,450,616	$11,821,954	$1,399,272	$1,399,272	$2,753,161	$45,382	$12,744,717	$15,127	**$32,629,501**
Metropolitan Kansas City Area (MO/KS)	$2,154,609	$8,024,920	$1,705,732	$1,157,105	$2,723,186	$259,351	$6,538,639	$967,579	**$23,531,121**
Greater Milwaukee Area (WI)	$2,599,074	$8,557,241	$2,392,650	$1,088,421	$4,879,129	$93,829	$4,372,450	$778,784	**$24,761,578**

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	NON-RESIDENT Cultural Audiences only								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Central Florida Region (FL)	$5,800,897	$14,202,488	$4,069,916	$2,398,042	$7,818,968	$118,213	$17,816,439	$1,334,122	**$53,559,085**
Greater Washington DC Region (DC/MD/VA) [1]	$34,479,086	$193,674,792	$22,767,248	$5,888,782	$51,479,581	$2,892,215	$77,448,902	$16,942,951	**$405,573,557**
Greater Philadelphia Region (PA)	$18,813,878	$86,035,357	$17,339,277	$2,542,416	$33,305,650	$1,271,208	$66,153,664	$3,355,989	**$228,817,439**
Southeastern Michigan Region (MI)	$398,383	$3,478,564	$2,783,823	$427,533	$1,214,583	$1,156,283	$4,625,130	$1,734,424	**$15,818,723**
Greater Houston Area (TX)	$10,145,711	$38,249,991	$12,984,750	$7,306,673	$14,129,168	$0	$30,723,238	$9,287,397	**$122,826,928**
North Texas Region (TX) [1]	$16,218,236	$37,844,256	$8,339,307	$7,314,010	$12,466,129	$1,353,217	$30,981,825	$3,182,447	**$117,699,427**
Regional Average	**$3,603,291**	**$14,955,335**	**$2,965,605**	**$1,139,174**	**$4,992,880**	**$282,707**	**$9,520,152**	**$1,395,195**	**$38,854,337**
Percent of Regional Total	9.3%	38.5%	7.6%	2.9%	12.9%	0.7%	24.5%	3.6%	100.0%
Regional Median	$515,009	$2,746,529	$696,509	$425,350	$974,023	$81,675	$1,721,292	$261,052	$8,382,660

Statewide Study Regions All Populations Sample Size = 10	NON-RESIDENT Cultural Audiences only								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
State of South Dakota [1]	$1,152,785	$6,177,145	$1,354,791	$884,088	$3,103,495	$145,114	$6,589,059	$1,963,607	**$21,370,084**
State of Delaware	$1,358,444	$6,887,189	$2,737,534	$743,222	$2,704,502	$70,193	$6,944,995	$1,647,475	**$23,093,554**
State of Hawai'i	$1,239,268	$2,839,694	$1,295,920	$1,624,031	$1,265,233	$254,935	$2,273,171	$132,189	**$10,924,441**
State of New Hampshire [1]	$3,506,049	$13,055,331	$3,228,083	$942,731	$2,745,715	$389,573	$7,464,480	$1,408,493	**$32,740,455**
State of Nebraska [1]	$2,667,772	$14,933,201	$4,717,078	$1,601,008	$5,777,832	$351,508	$7,972,074	$4,353,826	**$42,374,299**
State of Connecticut [1]	$8,995,422	$20,493,760	$4,367,880	$1,099,857	$7,852,569	$557,786	$7,507,935	$1,838,776	**$52,713,985**
State of Wisconsin [1]	$5,903,042	$22,430,412	$6,013,424	$2,521,737	$10,598,225	$436,332	$16,844,198	$3,783,216	**$68,530,586**
State of North Carolina [1]	$23,526,599	$95,100,709	$25,427,148	$10,114,038	$37,288,786	$1,858,102	$77,114,033	$9,384,125	**$279,813,540**
State of Pennsylvania [1]	$33,772,853	$172,995,321	$34,804,504	$12,324,890	$68,839,015	$2,557,746	$114,036,098	$6,363,964	**$445,694,391**
State of Illinois [1]	$47,133,996	$193,571,569	$64,766,760	$10,534,473	$100,840,876	$6,754,548	$187,586,998	$9,503,212	**$620,692,432**
Statewide Average	**$12,925,623**	**$54,848,433**	**$14,871,312**	**$4,239,008**	**$24,101,625**	**$1,337,584**	**$43,433,304**	**$4,037,888**	**$159,794,777**
Percent of Statewide Total	8.1%	34.3%	9.3%	2.7%	15.1%	0.8%	27.2%	2.5%	100.0%
Statewide Median	$4,704,546	$17,713,481	$4,542,479	$1,612,520	$6,815,201	$412,953	$7,740,005	$2,873,412	$47,544,142

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 23:
Itemized Non-Resident Audience Expenditures Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	NON-RESIDENT Cultural Audiences only								Non-Resident Audience Expenditures
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Grand Center Arts District (St. Louis, MO)	$1,000,071	$2,219,812	$352,626	$366,115	$1,177,348	$21,196	$1,368,113	$379,603	**$6,884,884**
Dallas Arts District (Dallas, TX)	$5,304,091	$11,240,710	$1,447,956	$2,728,254	$4,206,693	$426,766	$6,287,177	$1,623,235	**$33,264,882**
Arts District Average	**$3,152,081**	**$6,730,261**	**$900,291**	**$1,547,185**	**$2,692,021**	**$223,981**	**$3,827,645**	**$1,001,419**	**$20,074,883**
Percent of Arts District Total	15.7%	33.5%	4.5%	7.7%	13.4%	1.1%	19.1%	5.0%	100.0%

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] To calculate the total estimated audience expenditures in these multi-city/multi-county and statewide study regions, the individual findings for the less-populated participating communities in each region were summed first. The regional or statewide residency percentages and per person spending averages were then applied to any additional data collected for the region or state (if applicable), and the result was added to the sum of the individual communities. Therefore, the total audience expenditures do not equal the average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 24:
Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
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This table presents the average dollars spent per person by non-residents as a direct result of their attendance to nonprofit arts and culture events in each participating study region during 2010. Non-residents are attendees who reside outside the county in which the nonprofit arts and culture event at which they were surveyed took place (outside the multi-county region for regional analyses, and outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group.

Column Two:
The average dollars spent per person by non-resident audience members to purchase refreshments (e.g., food, snacks, drinks) while attending nonprofit arts and culture events.

Column Three:
The average dollars spent per person by non-resident audience members to purchase food, drinks, and/or meals (e.g., dinner at a restaurant, coffee at a cafe) before or after attending nonprofit arts and culture events.

Column Four:
The average dollars spent per person by non-resident audience members to purchase souvenirs and/or gifts (e.g., books, recordings, art) as a result of attending nonprofit arts and culture events.

Column Five:
The average dollars spent per person by non-resident audience members to purchase clothing or accessories for the purpose of attending nonprofit arts and culture events.

Column Six:
The average dollars spent per person by non-resident audience members on local ground transportation (e.g., gas, parking, taxi fares, tolls, car rentals) for the purpose of attending nonprofit arts and culture events.

Column Seven:
The average dollars spent per person by non-resident audience members on child care for the purpose of attending nonprofit arts and culture events.

Column Eight:
The average dollars spent per person by non-resident audience members on overnight lodging (e.g., hotel, motel, bed-and-breakfast) for the purpose of attending nonprofit arts and culture events. (The audience-intercept survey instrument requested that respondents limit their response by providing the cost of one night only.)

Column Nine:
The average dollars spent person by non-resident audience members on miscellaneous products and services for the purpose of or as a result of attending events.

Column Ten:
The average total dollars spent per person by non-resident audience members for the purpose of or as a result of attending nonprofit arts and culture events. This figure is the sum of Column Two through Column Nine.

Table 24:
Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	**NON-RESIDENT Cultural Audiences only**								**Non-Resident Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Gunnison (CO)***	$2.54	$12.20	$15.00	$0.00	$2.65	$0.00	$6.16	$0.31	**$38.86**
Town of Telluride (CO)*	$26.61	$43.85	$15.84	$9.09	$14.52	$2.54	$75.02	$4.34	**$191.81**
Town of Crested Butte (CO)***	$6.23	$24.64	$8.87	$3.82	$4.96	$0.62	$26.05	$1.84	**$77.03**
Town of Newmarket (NH)	$3.90	$10.11	$4.07	$1.50	$2.47	$0.00	$5.00	$0.42	**$27.47**
Greater Ketchikan Area (AK)	$3.06	$20.19	$24.49	$3.37	$5.02	$0.37	$21.85	$0.00	**$78.35**
Gunnison County (CO) [1]	$5.83	$23.31	$9.53	$3.41	$4.71	$0.56	$23.92	$1.68	**$72.95**
City of Durango (CO)	$3.43	$15.76	$3.28	$1.52	$4.32	$0.28	$15.77	$3.83	**$48.19**
Teton County (WY)*	$4.06	$22.78	$6.94	$3.62	$8.96	$0.25	$35.37	$11.51	**$93.49**
City of Laguna Beach (CA)*	$6.00	$13.71	$13.16	$1.63	$2.19	$0.26	$12.10	$1.31	**$50.36**
City of Fairfax (VA)***	$2.81	$8.90	$2.16	$1.05	$2.61	$0.55	$2.81	$3.02	**$23.91**
City of Auburn (NY)	$2.40	$13.06	$6.10	$0.87	$4.06	$1.20	$11.30	$1.55	**$40.54**
City of Slidell (LA)***	$4.77	$10.23	$2.06	$1.35	$3.03	$0.00	$0.00	$1.49	**$22.93**
City of Winter Park (FL)***	$1.92	$11.92	$2.98	$2.04	$5.04	$0.24	$8.15	$1.21	**$33.50**
Greater Elkins Area (WV)	$7.09	$9.90	$12.76	$1.24	$6.76	$0.00	$23.69	$0.22	**$61.66**
Transylvania County (NC)	$4.38	$14.85	$6.56	$1.02	$5.45	$0.53	$12.45	$2.12	**$47.36**
City of Rochester (NH)	$4.15	$7.59	$1.62	$0.73	$3.66	$0.28	$1.85	$0.52	**$20.40**
City and Borough of Juneau (AK)	$1.27	$12.63	$6.59	$0.00	$6.69	$0.00	$5.71	$0.00	**$32.89**
Princeton (NJ)**	$2.69	$16.81	$2.55	$0.56	$3.35	$0.10	$6.54	$1.01	**$33.61**
Platte County (NE)	$4.89	$14.89	$6.92	$1.88	$9.58	$1.78	$10.65	$4.70	**$55.29**
Adams County (NE)	$4.06	$9.77	$3.36	$0.50	$6.14	$0.06	$10.40	$3.10	**$37.39**
City of Fairbanks (AK)	$1.81	$12.65	$2.99	$0.33	$7.81	$0.00	$14.62	$2.56	**$42.77**
City of West Hollywood (CA)**	$5.63	$15.36	$5.85	$2.43	$8.94	$0.00	$9.39	$3.18	**$50.78**
City of Pittsfield (MA)**	$7.17	$14.49	$1.29	$1.09	$1.20	$0.00	$7.34	$0.00	**$32.58**
Windham County (VT)*	$2.05	$14.83	$6.38	$1.52	$5.95	$0.40	$13.68	$0.14	**$44.95**
Iron County (UT)*	$5.65	$27.08	$9.59	$2.96	$12.19	$1.72	$58.16	$3.45	**$120.80**
Watauga County (NC)	$3.34	$14.71	$3.08	$1.91	$4.02	$0.14	$11.81	$2.73	**$41.74**
Buffalo County (NE)	$3.67	$8.79	$5.57	$1.70	$5.33	$0.02	$7.12	$2.95	**$35.15**
Group A Average	**$4.87**	**$15.74**	**$7.02**	**$1.89**	**$5.62**	**$0.44**	**$16.18**	**$2.19**	**$53.95**
Percent of Group A Total	9.0%	29.2%	13.0%	3.5%	10.4%	0.8%	30.0%	4.1%	100.0%
Average Excluding Outliers/Exclusions	$4.05	$13.82	$6.27	$1.42	$5.27	$0.31	$11.73	$1.80	$44.65
Group A Median	$4.06	$14.49	$6.10	$1.52	$5.02	$0.25	$11.30	$1.68	$42.77

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 24:
Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	**NON-RESIDENT Cultural Audiences only**								**Non-Resident Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
Chenango County (NY)	$3.92	$6.60	$3.90	$1.20	$3.15	$0.04	$5.22	$2.28	**$26.31**
City of La Crosse (WI)	$1.82	$9.10	$0.71	$0.64	$3.26	$0.41	$4.51	$1.61	**$22.06**
Lenoir County (NC)	$1.58	$9.47	$2.97	$2.92	$4.88	$0.18	$10.76	$0.79	**$33.55**
City of Dubuque (IA)	$2.91	$14.07	$2.65	$2.17	$5.02	$0.08	$13.50	$1.88	**$42.28**
Greater Enid Area (OK)	$3.65	$14.29	$4.03	$3.71	$13.73	$0.29	$18.29	$1.67	**$59.66**
City of Flagstaff (AZ)	$5.57	$14.82	$7.57	$1.92	$5.65	$0.53	$18.10	$0.62	**$54.78**
City of Portland (ME)	$2.81	$15.02	$3.22	$2.24	$3.53	$0.11	$8.56	$3.70	**$39.19**
Athens County (OH)	$5.39	$12.00	$5.60	$1.61	$5.86	$0.13	$13.81	$1.22	**$45.62**
Rutherford County (NC)	$2.00	$9.02	$1.62	$0.89	$7.56	$0.62	$3.19	$0.82	**$25.72**
City of Walnut Creek (CA)	$1.94	$19.90	$0.77	$0.49	$2.09	$0.20	$1.95	$0.57	**$27.91**
City of Missoula (MT)	$3.43	$15.98	$6.21	$3.09	$4.65	$0.32	$16.13	$2.83	**$52.64**
City of Bloomington (IN)	$2.10	$13.77	$3.76	$1.10	$3.29	$0.37	$13.90	$1.82	**$40.11**
City of Miami Beach (FL)***	$3.46	$20.03	$2.40	$1.45	$4.70	$1.54	$14.96	$0.77	**$49.31**
Greater Parkersburg Area (WV)	$1.53	$8.14	$2.72	$1.50	$3.72	$0.26	$2.81	$0.89	**$21.57**
Moore County (NC)	$1.19	$12.70	$0.78	$0.46	$3.22	$0.00	$4.01	$1.44	**$23.80**
Indiana County (PA)	$0.70	$4.59	$0.52	$0.68	$2.26	$0.03	$1.88	$0.22	**$10.88**
Buchanan County (MO)	$2.66	$9.46	$2.69	$1.41	$2.34	$0.25	$1.67	$1.73	**$22.21**
City of Boulder (CO)	$2.45	$15.64	$3.55	$3.41	$7.68	$0.13	$8.36	$1.92	**$43.14**
Eau Claire County (WI)	$2.07	$8.03	$1.66	$0.38	$3.16	$0.26	$2.55	$1.04	**$19.15**
Group B Average	**$2.69**	**$12.24**	**$3.02**	**$1.65**	**$4.72**	**$0.30**	**$8.64**	**$1.46**	**$34.73**
Percent of Group B Total	7.8%	35.3%	8.7%	4.7%	13.6%	0.9%	24.9%	4.2%	100.0%
Average Excluding Outliers/Exclusions	$2.65	$11.81	$3.05	$1.66	$4.73	$0.23	$8.29	$1.50	$33.92
Group B Median	$2.45	$12.70	$2.72	$1.45	$3.72	$0.25	$8.36	$1.44	$33.55

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 24:
Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	**NON-RESIDENT Cultural Audiences only**								**Non-Resident Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Rochester (MN)	$2.96	$11.32	$3.33	$1.14	$2.97	$0.34	$7.08	$0.33	**$29.47**
Tompkins County (NY)	$2.29	$12.02	$4.28	$0.95	$3.33	$0.12	$10.69	$0.93	**$34.61**
Wayne County (NC)	$1.36	$6.55	$1.15	$0.99	$5.19	$0.20	$0.64	$0.13	**$16.21**
City of McKinney (TX)	$1.15	$8.19	$1.26	$0.65	$1.66	$0.06	$2.32	$0.98	**$16.27**
Orange County (NC)	$1.99	$8.76	$1.54	$0.38	$2.41	$0.14	$2.91	$1.04	**$19.17**
Town of Cary (NC)***	$1.85	$14.58	$2.34	$0.74	$5.26	$0.54	$9.34	$2.47	**$37.12**
Marathon County (WI)	$3.11	$11.84	$6.51	$4.96	$4.10	$0.39	$4.70	$1.30	**$36.91**
Greater Charlottesville Area (VA)**	$6.84	$20.85	$6.86	$1.95	$6.63	$0.70	$23.36	$0.83	**$68.02**
City of Fort Collins (CO)	$1.85	$9.59	$1.07	$0.29	$3.44	$0.01	$5.88	$2.22	**$24.35**
Cambria County (PA)	$3.28	$9.37	$2.22	$1.19	$3.46	$0.20	$6.11	$0.30	**$26.13**
City of Alexandria (VA)	$1.87	$9.79	$2.91	$0.61	$1.89	$0.06	$1.89	$1.10	**$20.12**
City of Eugene (OR)	$3.07	$13.19	$3.69	$1.65	$4.19	$0.41	$9.14	$3.58	**$38.92**
Pitt County (NC)	$0.96	$10.63	$0.45	$0.08	$3.50	$0.80	$3.09	$0.00	**$19.51**
City of Santa Clarita (CA)	$8.00	$10.83	$20.89	$1.75	$1.72	$4.19	$0.00	$0.00	**$47.38**
City of Providence (RI)**	$3.81	$13.82	$5.52	$1.26	$3.73	$0.31	$5.40	$1.31	**$35.16**
Erie (PA)	$2.52	$12.70	$2.64	$2.40	$3.89	$0.08	$7.69	$0.15	**$32.07**
New Hanover County (NC)	$2.88	$13.43	$1.97	$1.46	$5.21	$0.16	$4.58	$0.78	**$30.47**
City of Glendale (CA)	$1.32	$10.32	$0.42	$0.23	$2.75	$0.13	$0.68	$5.00	**$20.85**
City of Tacoma (WA)	$2.23	$16.48	$3.96	$0.81	$3.76	$0.57	$3.60	$2.05	**$33.46**
Whatcom County (WA)	$2.03	$6.88	$3.57	$1.03	$5.38	$0.00	$4.26	$0.40	**$23.55**
City of Boise (ID)	$4.11	$13.62	$2.77	$3.51	$4.09	$1.13	$6.95	$0.29	**$36.47**
Lackawanna County (PA)	$2.04	$9.89	$3.22	$1.53	$2.91	$0.36	$1.34	$1.37	**$22.66**
Arlington County (VA)	$2.61	$11.20	$1.42	$0.39	$3.49	$0.17	$5.33	$0.00	**$24.61**
City of Orlando (FL)***	$4.71	$11.22	$2.59	$1.75	$6.16	$0.10	$8.59	$0.42	**$35.54**
Buncombe County (NC)	$2.99	$17.30	$4.86	$1.30	$5.74	$0.25	$27.66	$3.86	**$63.96**
St. Tammany Parish (LA)	$4.09	$12.99	$3.01	$1.27	$3.62	$0.29	$1.86	$1.24	**$28.37**
Alachua County (FL)	$5.63	$11.13	$9.35	$2.01	$3.33	$0.50	$16.62	$1.52	**$50.09**
Greater Jackson Area (MS)	$3.27	$8.34	$1.85	$0.73	$5.66	$0.29	$9.87	$1.82	**$31.83**
Group C Average	**$3.03**	**$11.67**	**$3.77**	**$1.32**	**$3.91**	**$0.45**	**$6.84**	**$1.27**	**$32.26**
Percent of Group C Total	9.4%	36.2%	11.7%	4.1%	12.1%	1.4%	21.2%	3.9%	100.0%
Average Excluding Outliers/Exclusions	$3.01	$11.58	$3.87	$1.33	$3.77	$0.46	$6.68	$1.25	$31.95
Group C Median	$2.75	$11.21	$2.84	$1.17	$3.68	$0.27	$5.37	$1.01	$31.15

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 24:
Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	**NON-RESIDENT Cultural Audiences only**								**Non-Resident Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Lincoln (NE)	$1.80	$11.70	$2.49	$1.23	$3.83	$0.29	$7.15	$3.54	**$32.03**
Durham County (NC)	$4.07	$15.91	$1.12	$1.28	$4.40	$0.09	$11.86	$0.60	**$39.33**
Osceola County (FL)	$1.29	$6.77	$0.93	$1.33	$4.80	$0.16	$0.55	$0.51	**$16.34**
City of Newark (NJ)	$3.68	$9.58	$3.85	$1.62	$2.65	$0.06	$10.75	$0.84	**$33.03**
City of Riverside (CA)***	$6.56	$23.15	$5.17	$0.91	$3.24	$1.41	$6.08	$2.03	**$48.55**
Lexington-Fayette Urban County (KY)	$4.63	$12.51	$1.64	$2.09	$3.11	$0.12	$5.15	$0.28	**$29.53**
Loudoun County (VA)	$4.68	$7.48	$17.57	$1.98	$4.77	$0.00	$3.64	$1.61	**$41.73**
Cumberland County (NC)	$3.62	$6.47	$2.78	$1.00	$2.82	$0.03	$2.23	$1.67	**$20.62**
Greater Chattanooga Area (TN)	$2.50	$13.92	$6.13	$1.70	$4.24	$1.38	$10.51	$1.01	**$41.39**
Forsyth County (NC)	$3.14	$13.48	$5.54	$3.97	$6.90	$0.33	$14.96	$1.65	**$49.97**
City of Wichita (KS)	$1.25	$9.89	$2.22	$1.11	$2.65	$0.31	$4.92	$3.33	**$25.68**
Sarasota County (FL)	$2.69	$11.11	$2.31	$1.63	$3.18	$0.26	$5.93	$0.82	**$27.93**
City of Oakland (CA)	$1.41	$9.39	$3.47	$2.20	$2.53	$0.94	$8.87	$0.05	**$28.86**
Santa Barbara County (CA)	$1.63	$18.04	$2.63	$2.27	$3.14	$0.29	$13.31	$0.10	**$41.41**
City of Miami (FL)***	$6.03	$17.27	$2.01	$5.89	$6.74	$0.51	$9.61	$1.79	**$49.85**
Seminole County (FL)	$1.50	$9.47	$1.19	$1.32	$2.35	$0.13	$4.83	$1.99	**$22.78**
City of Omaha (NE)	$1.88	$12.33	$3.99	$1.30	$4.52	$0.26	$5.50	$3.51	**$33.29**
Greater Syracuse Area (NY)	$4.93	$16.66	$1.31	$1.77	$6.46	$0.16	$5.82	$0.46	**$37.57**
City of Mesa (AZ)	$2.10	$8.14	$2.48	$1.84	$4.83	$0.47	$4.19	$1.48	**$25.53**
Guilford County (NC)	$2.79	$9.64	$3.11	$0.95	$4.53	$0.13	$5.37	$1.35	**$27.87**
Dane County (WI)	$3.22	$12.38	$3.93	$1.31	$5.74	$0.24	$14.32	$2.64	**$43.78**
Volusia County (FL)	$5.06	$6.69	$1.56	$1.40	$2.58	$0.17	$8.58	$5.73	**$31.77**
Group D Average	**$3.20**	**$11.91**	**$3.52**	**$1.82**	**$4.09**	**$0.35**	**$7.46**	**$1.68**	**$34.04**
Percent of Group D Total	9.4%	35.0%	10.3%	5.4%	12.0%	1.0%	21.9%	4.9%	100.0%
Average Excluding Outliers/Exclusions	$2.89	$11.08	$3.51	$1.67	$4.00	$0.29	$7.42	$1.66	$32.52
Group D Median	$2.97	$11.41	$2.56	$1.51	$4.04	$0.25	$6.01	$1.55	$32.53

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 24:
Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	**NON-RESIDENT Cultural Audiences only**								**Non-Resident Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
City of Albuquerque (NM)	$2.91	$10.32	$4.45	$0.59	$6.32	$0.69	$7.70	$1.79	**$34.77**
City of Atlanta (GA)	$3.30	$10.17	$1.86	$0.92	$2.96	$0.57	$5.44	$1.57	**$26.79**
Polk County (FL)	$8.36	$15.78	$9.55	$1.45	$2.99	$0.25	$12.55	$1.79	**$52.72**
Lee County (FL)	$3.09	$14.36	$6.55	$0.91	$4.21	$0.00	$12.86	$0.67	**$42.65**
City of Seattle (WA)	$3.80	$18.06	$4.62	$2.30	$5.08	$0.08	$14.37	$2.65	**$50.96**
District of Columbia (DC)* [1]	$3.19	$17.94	$1.74	$0.41	$5.16	$0.29	$6.80	$1.54	**$37.07**
City of Baltimore (MD)	$1.69	$10.18	$3.00	$0.49	$3.61	$0.24	$2.94	$0.52	**$22.67**
Jefferson County (AL)	$7.01	$14.35	$6.62	$2.05	$5.25	$0.08	$15.42	$0.13	**$50.91**
City of Austin (TX)	$3.00	$11.49	$5.20	$1.92	$7.29	$0.62	$10.97	$2.38	**$42.87**
City of Indianapolis (IN)	$3.46	$15.48	$5.17	$0.77	$4.19	$0.16	$3.94	$0.24	**$33.41**
City and County of San Francisco (CA)*	$1.84	$14.43	$0.74	$1.42	$4.90	$0.85	$3.95	$0.35	**$28.48**
Prince George's County (MD)	$1.78	$7.11	$2.66	$0.13	$4.07	$0.01	$4.51	$0.58	**$20.85**
Bergen County (NJ)	$2.32	$19.96	$1.34	$0.43	$4.21	$0.75	$5.56	$0.83	**$35.40**
Wake County (NC)	$2.09	$13.08	$4.08	$1.33	$7.00	$0.32	$6.97	$1.22	**$36.09**
Fairfield County (CT)	$3.80	$12.32	$2.26	$0.99	$3.64	$0.37	$1.14	$1.32	**$25.84**
Mecklenburg County (NC)	$4.07	$14.69	$3.67	$0.82	$4.53	$0.49	$13.06	$0.25	**$41.58**
Greater Memphis Area (TN)	$4.10	$16.18	$5.92	$1.91	$6.96	$0.38	$18.58	$0.61	**$54.64**
City of San Jose (CA)***	$2.63	$15.74	$1.08	$0.64	$4.52	$1.51	$8.91	$0.65	**$35.68**
Westchester County (NY)	$3.10	$13.60	$1.98	$2.68	$4.08	$0.48	$4.30	$0.61	**$30.83**
Montgomery County (MD)	$1.89	$14.48	$0.94	$0.66	$1.61	$0.09	$9.91	$0.56	**$30.14**
Group E Average	**$3.37**	**$13.99**	**$3.67**	**$1.14**	**$4.63**	**$0.41**	**$8.49**	**$1.01**	**$36.72**
Percent of Group E Total	9.2%	38.1%	10.0%	3.1%	12.6%	1.1%	23.1%	2.8%	100.0%
Average Excluding Outliers/Exclusions	$3.52	$13.62	$4.11	$1.20	$4.59	$0.33	$8.84	$1.04	$37.24
Group E Median	$3.10	$14.40	$3.34	$0.92	$4.37	$0.35	$7.34	$0.66	$35.54

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 24:
Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	**NON-RESIDENT Cultural Audiences only**								**Non-Resident Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
Pima County (AZ)	$4.45	$14.22	$4.15	$0.90	$6.42	$0.00	$8.51	$0.18	**$38.83**
Fairfax County (VA)	$2.81	$8.90	$2.16	$1.05	$2.61	$0.55	$2.81	$3.02	**$23.91**
Orange County (FL)	$5.88	$12.60	$2.81	$1.98	$6.63	$0.17	$9.62	$0.82	**$40.51**
Greater Columbus Area (OH)	$3.10	$9.21	$1.78	$0.93	$3.14	$0.21	$4.65	$0.81	**$23.83**
Allegheny County (PA)	$2.04	$16.30	$1.80	$2.03	$6.72	$0.20	$6.68	$0.46	**$36.23**
City of San Diego (CA)***	$9.59	$13.74	$9.39	$4.69	$6.04	$2.54	$14.12	$0.28	**$60.39**
City of Dallas (TX)	$6.70	$14.03	$2.88	$2.93	$4.99	$0.43	$12.17	$1.43	**$45.56**
Palm Beach County (FL)	$7.91	$10.81	$2.43	$1.68	$3.57	$0.07	$4.44	$0.26	**$31.17**
Greater St. Louis Area (MO)	$3.71	$11.82	$3.06	$1.84	$5.01	$0.25	$7.90	$1.19	**$34.78**
City of San Antonio (TX)	$1.88	$8.87	$3.62	$1.47	$0.90	$0.20	$4.13	$0.66	**$21.73**
Sacramento County (CA)	$2.90	$12.07	$1.72	$0.62	$4.49	$0.21	$4.26	$0.42	**$26.69**
City and County of Philadelphia (PA)	$4.00	$17.02	$2.46	$1.05	$5.45	$0.23	$9.46	$0.43	**$40.10**
City of Phoenix (AZ)	$4.18	$17.50	$4.94	$2.02	$7.31	$0.29	$13.95	$1.66	**$51.85**
Broward County (FL)	$3.74	$12.27	$1.57	$3.91	$5.16	$1.05	$5.99	$0.91	**$34.60**
Santa Clara County (CA)	$2.49	$14.32	$2.18	$0.49	$4.07	$0.98	$6.49	$0.70	**$31.72**
Tarrant County (TX)	$3.00	$11.39	$3.07	$1.66	$2.61	$0.69	$6.54	$0.12	**$29.08**
Clark County (NV)	$5.48	$22.00	$6.02	$6.08	$13.10	$3.63	$9.33	$0.46	**$66.10**
Riverside County (CA)	$6.70	$21.93	$6.41	$0.66	$3.38	$1.52	$9.19	$1.56	**$51.35**
Miami-Dade County (FL)	$4.75	$18.50	$1.85	$3.99	$5.66	$0.72	$10.08	$1.34	**$46.89**
City of Chicago (IL)	$4.58	$18.60	$6.18	$0.99	$9.74	$0.65	$17.89	$0.87	**$59.50**
San Diego County (CA)	$9.59	$13.74	$9.39	$4.69	$6.04	$2.54	$14.12	$0.28	**$60.39**
City of Los Angeles (CA)	$4.14	$7.39	$3.50	$2.23	$7.92	$0.70	$7.47	$0.65	**$34.00**
Harris County (TX)	$3.81	$16.77	$4.77	$2.47	$6.10	$0.04	$7.26	$3.19	**$44.41**
Group F Average	**$4.67**	**$14.09**	**$3.83**	**$2.19**	**$5.52**	**$0.78**	**$8.57**	**$0.94**	**$40.59**
Percent of Group F Total	11.5%	34.7%	9.4%	5.4%	13.6%	1.9%	21.1%	2.3%	100.0%
Average Excluding Outliers/Exclusions	$4.45	$14.10	$3.58	$2.08	$5.50	$0.70	$8.32	$0.97	$39.69
Group F Median	$4.14	$13.74	$3.06	$1.84	$5.45	$0.43	$7.90	$0.70	$38.83
ALL CITY/COUNTY STUDY REGIONS									
Average	**$3.69**	**$13.31**	**$4.26**	**$1.67**	**$4.75**	**$0.46**	**$9.52**	**$1.45**	**$39.11**
Percent of Total	9.4%	34.0%	10.9%	4.3%	12.1%	1.2%	24.3%	3.7%	100.0%
Average Excluding Outliers/Exclusions	$3.42	$12.60	$4.01	$1.56	$4.60	$0.40	$8.37	$1.35	$36.31
Median	$3.11	$12.70	$3.07	$1.40	$4.32	$0.26	$7.34	$1.10	$35.16

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 24:
Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	NON-RESIDENT Cultural Audiences only								Non-Resident Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Greater Portsmouth Area (NH)	$4.70	$17.88	$3.38	$0.75	$2.87	$0.29	$11.73	$1.65	**$43.25**
Greater Concord Area (NH)	$3.67	$12.68	$2.85	$1.00	$2.96	$0.57	$2.51	$1.15	**$27.39**
Greater Aberdeen Area (SD)	$2.01	$12.62	$1.92	$1.10	$7.16	$0.17	$13.43	$4.81	**$43.22**
Centre Region (PA)	$3.48	$15.03	$10.03	$1.78	$3.74	$0.00	$13.54	$1.53	**$49.13**
Greater Minot Area (ND)	$2.49	$8.09	$4.65	$3.87	$2.71	$0.00	$2.97	$0.00	**$24.78**
Creative Corridor in Northwest Iowa (IA)	$3.71	$11.47	$2.29	$3.47	$7.98	$0.28	$15.87	$1.11	**$46.18**
Northern New Hampshire (NH)	$1.96	$9.79	$5.01	$1.83	$2.80	$0.63	$7.33	$2.67	**$32.02**
Greater Sioux Falls Area (SD)	$2.27	$13.20	$3.07	$2.60	$6.37	$0.36	$11.93	$3.84	**$43.64**
Greater Athens Area (GA)	$5.33	$13.06	$5.23	$2.73	$5.36	$2.20	$10.91	$3.69	**$48.51**
Greater Rockford Area (IL)	$1.98	$10.51	$2.20	$0.54	$3.27	$0.17	$4.85	$0.57	**$24.09**
Greater Peoria Area (IL)	$1.39	$8.95	$1.49	$0.64	$5.31	$0.41	$5.98	$2.65	**$26.82**
Greater Fox Cities Region (WI)	$2.25	$13.64	$1.32	$0.34	$2.87	$0.31	$5.75	$4.42	**$30.90**
Northern Tier Region (PA)	$2.11	$9.23	$1.43	$0.18	$2.33	$0.30	$3.41	$0.45	**$19.44**
Northwest Arkansas Area (AR)	$2.66	$14.69	$3.15	$0.99	$4.90	$0.46	$9.10	$0.51	**$36.46**
Mahoning Valley Region (OH)	$1.86	$8.30	$3.17	$3.39	$6.43	$0.09	$5.27	$3.09	**$31.60**
Iowa Cultural Corridor (IA)	$2.80	$12.26	$4.69	$2.06	$5.82	$0.00	$11.08	$0.04	**$38.75**
Pikes Peak Region (CO)	$8.03	$17.99	$3.57	$2.51	$6.42	$2.17	$10.15	$0.54	**$51.38**
Greater Columbia Area (SC)	$2.09	$7.34	$0.58	$0.21	$3.41	$0.04	$12.62	$1.23	**$27.52**
Lehigh Valley Region (PA)	$2.43	$9.47	$3.89	$0.45	$4.65	$0.13	$9.40	$0.35	**$30.77**
West Valley Region (AZ)	$2.57	$8.60	$5.04	$1.05	$4.89	$0.18	$2.42	$0.63	**$25.38**
Greater Harrisburg Area (PA)	$1.31	$9.62	$0.91	$2.26	$2.74	$0.56	$0.67	$0.20	**$18.27**
Greater Hartford Area (CT)	$6.38	$11.06	$2.42	$0.49	$4.56	$0.12	$4.50	$0.49	**$30.02**
Greater Portland Area (OR)	$3.24	$15.63	$1.85	$1.85	$3.64	$0.06	$16.85	$0.02	**$43.14**
Metropolitan Kansas City Area (MO/KS)	$4.32	$16.09	$3.42	$2.32	$5.46	$0.52	$13.11	$1.94	**$47.18**
Greater Milwaukee Area (WI)	$2.77	$9.12	$2.55	$1.16	$5.20	$0.10	$4.66	$0.83	**$26.39**

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 24:
Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	NON-RESIDENT Cultural Audiences only								Non-Resident Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
Central Florida Region (FL)	$6.87	$16.82	$4.82	$2.84	$9.26	$0.14	$21.10	$1.58	**$63.43**
Greater Washington DC Region (DC/MD/VA) [1]	$2.37	$14.74	$2.41	$0.56	$4.38	$0.19	$7.92	$1.22	**$33.79**
Greater Philadelphia Region (PA)	$3.70	$16.92	$3.41	$0.50	$6.55	$0.25	$13.01	$0.66	**$45.00**
Southeastern Michigan Region (MI)	$0.82	$7.16	$5.73	$0.88	$2.50	$2.38	$9.52	$3.57	**$32.56**
Greater Houston Area (TX)	$4.61	$17.38	$5.90	$3.32	$6.42	$0.00	$13.96	$4.22	**$55.81**
North Texas Region (TX) [1]	$3.62	$12.98	$4.08	$1.48	$4.28	$0.11	$17.13	$1.26	**$44.94**
Regional Average	**$3.22**	**$12.33**	**$3.43**	**$1.59**	**$4.75**	**$0.43**	**$9.44**	**$1.64**	**$36.83**
Percent of Regional Total	8.7%	33.5%	9.3%	4.3%	12.9%	1.2%	25.6%	4.5%	100.0%
Regional Median	$2.66	$12.62	$3.17	$1.16	$4.65	$0.19	$9.52	$1.22	$33.79

Statewide Study Regions All Populations Sample Size = 10	NON-RESIDENT Cultural Audiences only								Non-Resident Per Person Expenditure
	Refreshments and/or Snacks	Meals	Souvenirs and/or Gifts	Clothing/ Accessories	Local Ground Transportation	Child Care	Overnight Lodging	Other/ Miscellaneous	
State of South Dakota [1]	$2.56	$12.31	$2.67	$1.15	$6.31	$0.26	$15.37	$4.14	**$44.77**
State of Delaware	$3.29	$16.68	$6.63	$1.80	$6.55	$0.17	$16.82	$3.99	**$55.93**
State of Hawai'i	$5.25	$12.03	$5.49	$6.88	$5.36	$1.08	$9.63	$0.56	**$46.28**
State of New Hampshire [1]	$3.54	$13.59	$4.03	$1.18	$3.62	$0.54	$7.46	$0.74	**$34.70**
State of Nebraska [1]	$2.15	$13.45	$3.53	$1.23	$5.99	$0.19	$11.90	$2.59	**$41.03**
State of Connecticut [1]	$3.58	$12.10	$2.94	$0.45	$5.34	$0.76	$8.11	$2.11	**$35.39**
State of Wisconsin [1]	$2.17	$10.27	$2.13	$1.27	$5.28	$0.36	$9.17	$2.37	**$33.02**
State of North Carolina [1]	$4.33	$16.44	$7.84	$1.85	$8.71	$0.30	$21.00	$3.32	**$63.79**
State of Pennsylvania [1]	$3.17	$14.97	$3.83	$1.09	$5.19	$0.21	$13.47	$0.47	**$42.40**
State of Illinois [1]	$3.59	$16.58	$6.27	$1.14	$8.25	$0.58	$18.29	$1.12	**$55.82**
Statewide Average	**$3.36**	**$13.84**	**$4.54**	**$1.80**	**$6.06**	**$0.45**	**$13.12**	**$2.14**	**$45.31**
Percent of Statewide Total	7.4%	30.5%	10.0%	4.0%	13.4%	1.0%	29.0%	4.7%	100.0%
Statewide Median	$3.42	$13.52	$3.93	$1.21	$5.68	$0.33	$12.69	$2.24	$43.59

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 24:
Average Non-Resident Per Person Audience Spending Induced by Attendance to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	**NON-RESIDENT Cultural Audiences only**								**Non-Resident Per Person Expenditure**
	Refreshments and/or Snacks	**Meals**	**Souvenirs and/or Gifts**	**Clothing/ Accessories**	**Local Ground Transportation**	**Child Care**	**Overnight Lodging**	**Other/ Miscellaneous**	
Grand Center Arts District (St. Louis, MO)	$5.19	$11.52	$1.83	$1.90	$6.11	$0.11	$7.10	$1.97	**$35.73**
Dallas Arts District (Dallas, TX)	$6.96	$14.75	$1.90	$3.58	$5.52	$0.56	$8.25	$2.13	**$43.65**
Arts District Average	**$6.08**	**$13.14**	**$1.87**	**$2.74**	**$5.82**	**$0.34**	**$7.68**	**$2.05**	**$39.69**
Percent of Arts District Total	15.3%	33.1%	4.7%	6.9%	14.7%	0.8%	19.3%	5.2%	100.0%
Average for all 122,430 Audience Surveys Used for CITY/COUNTY Analyses (where appropriate)	**$3.74**	**$13.65**	**$3.78**	**$1.62**	**$4.83**	**$0.38**	**$10.39**	**$1.57**	**$39.96**
Average for all 40,379 Audience Surveys Used for Multi-City and Multi-County REGIONAL Study Region Analyses (where appropriate)	**$3.58**	**$13.91**	**$3.57**	**$1.56**	**$5.71**	**$0.29**	**$11.95**	**$1.76**	**$42.33**
Average for all 52,714 Audience Surveys Used for STATEWIDE Analyses (where appropriate)	**$3.52**	**$14.74**	**$5.31**	**$1.48**	**$6.55**	**$0.35**	**$15.10**	**$2.27**	**$49.32**

Explanation of the Outliers and Exclusions:

* The overall results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to both organizational spending and audience spending in these study regions are excluded from the national extrapolations.

** The organizational results for these city/county study regions were found to be outliers when compared to the findings from the other communities in their same population category; the findings related to organizational spending for these study regions are excluded from the national extrapolations.

*** The data collected in these city/county study regions (both organizational data and audience survey data) are also included in the data collected in a larger participating study region that was included in the national extrapolations (for example, the data collected for the City of Miami Beach and the data collected for the City of Miami are also included in the analysis for Miami-Dade County); the findings for these study regions are excluded from the calculations of the national extrapolations.

Table Notes:

[1] To calculate the total estimated audience expenditures in these multi-city/multi-county and statewide study regions, the individual findings for the less-populated participating communities in each region were summed first. The regional or statewide residency percentages and per person spending averages were then applied to any additional data collected for the region or state (if applicable), and the result was added to the sum of the individual communities. Therefore, the total audience expenditures do not equal the average per person arts and culture event-related expenditure (for all audiences) multiplied by the total event attendance.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 25:
Travel Party Characteristics of Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

This table presents the travel party characteristics of the respondents to the audience-intercept survey in each participating study region during 2011. Residents are attendees who reside within the county in which the nonprofit arts and culture event at which they were surveyed took place (within the multi-county region for regional analyses, and within the state for statewide analyses). Non-residents are attendees who reside outside the county in which the nonprofit arts and culture event at which they were surveyed took place (outside the multi-county region for regional analyses, and outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group. (Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.)

Columns Two through Four:
The average number of adults (18 years of age or older), the average number of children (younger than 18 years of age), and the average number of people in total (adults plus children) in each travel party for which an audience-intercept survey was completed by a resident.

Column Five:
The average number nights that resident audience-intercept survey respondents reported that they would spend away from their primary residence as a direct result of attending the arts event, performance, or exhibit where they completed the survey.

Columns Six through Eight:
The average number of adults (18 years of age or older), the average number of children (younger than 18 years of age), and the average number of people in total (adults plus children) in each travel party for which an audience-intercept survey was completed by a non-resident.

Column Nine:
The average number nights that non-resident audience-intercept survey respondents reported that they would spend away from their primary residence as a direct result of attending the arts event, performance, or exhibit where they completed the survey.

Column Ten:
The percentage of non-resident audience-intercept survey respondents who reported spending any dollars on overnight lodging located within the study region as a direct result of attending the event, performance, or exhibit where they completed the survey.

Column Eleven:
The average per person expenditure made by only those non-resident audience members who reported any overnight lodging expenses for the purpose of or as a direct result of attending nonprofit arts and culture events.

Columns Twelve through Fifteen:
The primary purpose(s) that non-resident audience-intercept survey respondents reported for their travel to the participating study region. Reasons include specifically to attend the arts event where they were surveyed, for a vacation or holiday, to visit friends and/or relatives, or other (the "other" category includes work/business, for a combination of business and pleasure, for personal business, and other miscellaneous responses.

Table 25:
Travel Party Characteristics of Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	RESIDENT Cultural Audiences				NON-RESIDENT Cultural Audiences						NON-RESIDENTS -- Reason for Trip			
	Average Travel Party Size			Nights	Average Travel Party Size			Nights	With Lodging Expenses		To Attend	Vacation/	Friends/	
	Adults	Child.	Total	Away	Adults	Child.	Total	Away	Percent	Per Person $	Arts Event	Holiday	Relatives	Other
City of Gunnison (CO) [1]	2.47	0.28	**2.75**	0.11	2.58	0.15	**2.73**	0.78	12.5%	$90.27	**32.5%**	27.5%	25.0%	15.0%
Town of Telluride (CO) [1]	2.23	0.50	**2.73**	0.15	3.07	0.42	**3.49**	2.57	34.6%	$382.29	**58.7%**	28.9%	6.0%	6.4%
Town of Crested Butte (CO)	2.32	0.48	**2.80**	0.07	2.72	0.48	**3.20**	1.69	20.7%	$218.09	**42.9%**	39.9%	9.9%	7.2%
Town of Newmarket (NH) [1]	1.84	0.16	**2.00**	0.09	2.30	0.30	**2.60**	0.53	3.3%	$193.75	**61.7%**	16.7%	11.7%	10.0%
Greater Ketchikan Area (AK) [1]	1.88	0.43	**2.31**	0.09	2.50	0.06	**2.56**	2.17	22.2%	$187.33	**38.9%**	16.7%	11.1%	33.3%
Gunnison County (CO)	2.37	0.41	**2.78**	0.08	2.70	0.45	**3.15**	1.60	19.8%	$209.45	**41.8%**	38.6%	11.5%	8.1%
City of Durango (CO)	2.26	0.17	**2.43**	0.09	2.46	0.31	**2.77**	0.96	19.9%	$153.89	**56.0%**	27.3%	6.0%	10.7%
Teton County (WY)	2.13	0.19	**2.32**	0.02	2.45	0.25	**2.70**	1.55	22.8%	$262.62	**45.7%**	35.5%	10.2%	8.6%
City of Laguna Beach (CA)	2.25	0.22	**2.47**	0.13	2.70	0.35	**3.05**	0.62	11.6%	$165.19	**68.2%**	17.2%	3.5%	11.1%
City of Fairfax (VA)	2.01	0.34	**2.35**	0.11	2.63	0.32	**2.95**	0.46	3.1%	$160.96	**78.5%**	10.0%	5.4%	6.1%
City of Auburn (NY)	2.24	0.15	**2.39**	0.03	2.46	0.17	**2.63**	0.48	10.1%	$194.00	**67.7%**	10.7%	11.0%	10.7%
City of Slidell (LA)	2.40	0.69	**3.09**	0.06	2.45	0.48	**2.93**	0.46	0.0%	n/a	**65.7%**	7.5%	16.4%	10.5%
City of Winter Park (FL) [1]	2.05	0.26	**2.31**	0.13	2.48	0.18	**2.66**	0.67	8.7%	$152.32	**12.7%**	71.4%	10.6%	5.3%
Greater Elkins Area (WV) [1]	1.44	0.62	**2.06**	0.08	1.87	0.26	**2.13**	2.79	22.7%	$164.26	**60.8%**	21.6%	5.2%	12.4%
Transylvania County (NC)	2.26	0.07	**2.33**	0.08	2.56	0.16	**2.72**	0.77	13.2%	$177.98	**69.2%**	17.8%	7.6%	5.3%
City of Rochester (NH)	2.55	0.48	**3.03**	0.29	2.57	0.38	**2.95**	0.45	3.3%	$91.76	**65.8%**	12.5%	8.8%	12.9%
City and Borough of Juneau (AK) [1]	2.09	0.34	**2.43**	0.07	2.05	0.29	**2.34**	0.71	9.5%	$132.00	**66.7%**	14.3%	0.0%	19.1%
Princeton (NJ)	2.04	0.33	**2.37**	0.09	2.52	0.33	**2.85**	0.32	7.2%	$175.18	**73.4%**	11.3%	4.8%	10.4%
Platte County (NE)	1.94	0.54	**2.48**	0.06	2.61	0.47	**3.08**	0.74	20.4%	$171.87	**68.6%**	15.3%	8.8%	7.3%
Adams County (NE)	2.29	0.14	**2.43**	0.03	2.04	0.33	**2.37**	0.65	13.6%	$123.64	**72.8%**	8.7%	3.3%	15.3%
City of Fairbanks (AK) [1]	2.13	0.17	**2.30**	0.11	2.36	0.21	**2.57**	0.87	20.5%	$106.77	**35.9%**	38.5%	7.7%	17.9%
City of West Hollywood (CA)	2.13	0.12	**2.25**	0.35	1.93	0.05	**1.98**	0.86	7.3%	$232.17	**70.0%**	18.2%	3.6%	8.2%
City of Pittsfield (MA) [1]	2.33	0.54	**2.87**	0.00	2.43	0.43	**2.86**	0.91	8.7%	$97.95	**52.2%**	30.4%	13.0%	4.3%
Windham County (VT)	1.85	0.11	**1.96**	0.03	2.15	0.10	**2.25**	0.72	12.0%	$177.08	**73.4%**	15.2%	4.4%	7.0%
Iron County (UT)	2.19	0.56	**2.75**	0.05	2.64	0.35	**2.99**	1.81	64.1%	$166.18	**73.9%**	19.0%	3.3%	3.9%
Watauga County (NC) [1]	2.15	0.33	**2.48**	0.04	2.17	0.18	**2.35**	0.85	16.3%	$131.00	**49.8%**	24.5%	17.6%	8.1%
Buffalo County (NE)	2.55	0.39	**2.94**	0.08	2.85	0.43	**3.28**	0.43	10.9%	$121.45	**64.6%**	17.0%	8.3%	10.0%
Group A Average	**2.16**	**0.33**	**2.50**	**0.09**	**2.45**	**0.29**	**2.75**	**1.02**	**15.5%**	**$170.75**	**58.1%**	**22.7%**	**8.7%**	**10.6%**
Group A Median	**2.19**	**0.33**	**2.43**	**0.08**	**2.48**	**0.31**	**2.73**	**0.77**	**12.5%**	**$165.69**	**64.6%**	**17.8%**	**8.3%**	**10.0%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 25:
Travel Party Characteristics of Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	RESIDENT Cultural Audiences				NON-RESIDENT Cultural Audiences						NON-RESIDENTS -- Reason for Trip			
	Average Travel Party Size			Nights	Average Travel Party Size			Nights	With Lodging Expenses		To Attend	Vacation/	Friends/	
	Adults	Child.	Total	Away	Adults	Child.	Total	Away	Percent	Per Person $	Arts Event	Holiday	Relatives	Other
Chenango County (NY)	2.18	0.34	**2.52**	0.06	2.68	0.12	**2.80**	0.49	9.3%	$118.50	**79.7%**	10.7%	4.3%	5.3%
City of La Crosse (WI)	2.34	0.22	**2.56**	0.11	2.61	0.28	**2.89**	0.36	10.4%	$81.94	**63.9%**	15.3%	9.4%	11.5%
Lenoir County (NC)	2.29	0.82	**3.11**	0.12	2.23	0.45	**2.68**	0.48	14.5%	$155.94	**50.3%**	20.4%	9.9%	19.4%
City of Dubuque (IA)	2.43	0.33	**2.76**	0.11	2.53	0.45	**2.98**	0.70	21.4%	$125.73	**61.4%**	15.9%	10.1%	12.6%
Greater Enid Area (OK)	2.04	0.62	**2.66**	0.09	2.04	0.72	**2.76**	0.65	26.9%	$117.15	**56.2%**	12.9%	16.5%	14.5%
City of Flagstaff (AZ)	2.29	0.21	**2.50**	0.11	2.44	0.29	**2.73**	1.16	27.7%	$118.87	**53.3%**	26.0%	9.4%	11.3%
City of Portland (ME)	2.27	0.21	**2.48**	0.07	2.46	0.28	**2.74**	0.46	8.5%	$172.35	**59.5%**	25.9%	7.1%	7.5%
Athens County (OH)	2.26	0.33	**2.59**	0.14	2.89	0.16	**3.05**	0.80	17.1%	$152.60	**67.8%**	11.1%	4.6%	16.4%
Rutherford County (NC)	2.13	0.42	**2.55**	0.03	2.41	0.58	**2.99**	0.58	4.1%	$137.76	**54.3%**	22.8%	10.5%	12.3%
City of Walnut Creek (CA)	2.29	0.17	**2.46**	0.17	2.58	0.08	**2.66**	0.30	2.9%	$131.94	**74.8%**	14.2%	5.5%	5.5%
City of Missoula (MT)	2.13	0.28	**2.41**	0.08	2.26	0.28	**2.54**	0.85	14.6%	$204.07	**57.6%**	15.2%	12.6%	14.6%
City of Bloomington (IN)	2.09	0.40	**2.49**	0.08	2.43	0.45	**2.88**	0.72	15.7%	$156.69	**53.1%**	11.8%	14.7%	20.4%
City of Miami Beach (FL)	2.15	0.16	**2.31**	0.20	2.46	0.07	**2.53**	0.44	8.6%	$259.99	**75.7%**	12.9%	4.3%	7.2%
Greater Parkersburg Area (WV)	2.54	0.37	**2.91**	0.10	2.79	0.31	**3.10**	0.30	4.2%	$140.55	**79.4%**	10.3%	4.2%	6.1%
Moore County (NC)	2.15	0.20	**2.35**	0.08	2.70	0.20	**2.90**	0.32	4.6%	$163.82	**58.7%**	26.6%	9.2%	5.5%
Indiana County (PA)	2.14	0.22	**2.36**	0.04	2.42	0.15	**2.57**	0.26	4.5%	$82.85	**31.2%**	18.0%	17.7%	33.1%
Buchanan County (MO)	2.18	0.49	**2.67**	0.15	2.53	0.45	**2.98**	0.43	5.2%	$64.41	**65.3%**	12.7%	10.8%	11.2%
City of Boulder (CO) [1]	1.91	0.19	**2.10**	0.09	2.20	0.24	**2.44**	0.60	9.1%	$176.14	**61.0%**	16.9%	3.2%	18.8%
Eau Claire County (WI)	2.47	0.57	**3.04**	0.11	2.83	0.56	**3.39**	0.36	5.3%	$97.59	**66.3%**	16.4%	6.9%	10.4%
Group B Average	**2.23**	**0.34**	**2.57**	**0.10**	**2.50**	**0.32**	**2.82**	**0.54**	**11.3%**	**$139.94**	**61.6%**	**16.6%**	**9.0%**	**12.8%**
Group B Median	**2.18**	**0.33**	**2.52**	**0.10**	**2.46**	**0.28**	**2.80**	**0.48**	**9.1%**	**$137.76**	**61.0%**	**15.3%**	**9.4%**	**11.5%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 25:
Travel Party Characteristics of Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	RESIDENT Cultural Audiences				NON-RESIDENT Cultural Audiences						NON-RESIDENTS -- Reason for Trip			
	Average Travel Party Size			Nights	Average Travel Party Size			Nights	With Lodging Expenses		To Attend	Vacation/	Friends/	
	Adults	Child.	Total	Away	Adults	Child.	Total	Away	Percent	Per Person $	Arts Event	Holiday	Relatives	Other
City of Rochester (MN)	2.34	0.38	**2.72**	0.11	2.73	0.29	**3.02**	0.54	7.7%	$139.25	**68.4%**	9.2%	6.0%	16.4%
Tompkins County (NY)	2.27	0.30	**2.57**	0.08	2.53	0.23	**2.76**	0.48	10.2%	$191.35	**56.7%**	12.2%	9.1%	22.0%
Wayne County (NC)	2.34	0.56	**2.90**	0.15	2.43	0.49	**2.92**	0.63	2.0%	$115.22	**44.0%**	36.0%	10.7%	9.4%
City of McKinney (TX)	2.57	0.53	**3.10**	0.10	2.85	0.53	**3.38**	0.32	3.9%	$111.86	**71.2%**	15.9%	8.8%	4.1%
Orange County (NC)	1.95	0.25	**2.20**	0.06	2.19	0.26	**2.45**	0.28	3.0%	$152.45	**61.6%**	19.6%	7.9%	10.9%
Town of Cary (NC)	2.20	0.42	**2.62**	0.06	2.10	0.33	**2.43**	0.54	7.0%	$211.80	**74.1%**	11.2%	5.6%	9.1%
Marathon County (WI) [1]	2.46	0.29	**2.75**	0.07	2.24	0.24	**2.48**	0.45	7.2%	$163.14	**67.0%**	20.6%	6.2%	6.2%
Greater Charlottesville Area (VA)	2.29	0.18	**2.47**	0.10	2.40	0.22	**2.62**	1.03	22.0%	$201.34	**62.7%**	15.6%	9.1%	12.6%
City of Fort Collins (CO)	2.37	0.22	**2.59**	0.08	2.44	0.23	**2.67**	0.49	6.3%	$163.13	**72.3%**	11.3%	6.9%	9.4%
Cambria County (PA)	2.68	0.19	**2.87**	0.12	2.83	0.19	**3.02**	0.48	6.0%	$195.35	**65.8%**	19.2%	7.6%	7.4%
City of Alexandria (VA)	1.99	0.41	**2.40**	0.06	2.33	0.40	**2.73**	0.23	2.4%	$128.72	**67.7%**	21.8%	3.1%	7.5%
City of Eugene (OR)	1.99	0.32	**2.31**	0.12	2.23	0.26	**2.49**	0.88	11.9%	$133.98	**54.4%**	13.8%	16.9%	15.0%
Pitt County (NC)	1.83	0.40	**2.23**	0.06	2.20	0.41	**2.61**	0.17	5.0%	$111.93	**41.2%**	27.7%	14.3%	16.8%
City of Santa Clarita (CA)	2.94	0.47	**3.41**	0.01	2.47	0.58	**3.05**	0.00	0.0%	n/a	**15.8%**	31.6%	10.5%	42.1%
City of Providence (RI)	2.40	0.26	**2.66**	0.20	2.35	0.45	**2.80**	0.31	4.9%	$204.06	**74.2%**	13.2%	7.4%	5.2%
Erie (PA)	2.57	0.20	**2.77**	0.13	2.66	0.23	**2.89**	0.67	7.3%	$223.88	**51.0%**	25.0%	6.3%	17.7%
New Hanover County (NC)	2.11	0.18	**2.29**	0.10	2.53	0.28	**2.81**	0.57	7.8%	$126.06	**16.8%**	74.9%	4.8%	3.6%
City of Glendale (CA)	2.09	0.31	**2.40**	0.15	2.25	0.26	**2.51**	0.60	3.8%	$43.38	**47.2%**	24.5%	11.3%	16.9%
City of Tacoma (WA)	2.25	0.28	**2.53**	0.12	2.42	0.22	**2.64**	0.35	4.0%	$173.00	**73.7%**	13.1%	4.7%	8.4%
Whatcom County (WA)	2.27	0.23	**2.50**	0.06	2.47	0.11	**2.58**	0.52	4.0%	$134.07	**58.1%**	12.9%	19.4%	9.6%
City of Boise (ID)	2.32	0.21	**2.53**	0.09	2.47	0.34	**2.81**	0.89	9.8%	$155.56	**67.6%**	9.8%	8.8%	13.7%
Lackawanna County (PA)	2.30	0.26	**2.56**	0.08	2.47	0.26	**2.73**	0.38	3.2%	$97.80	**69.3%**	19.3%	6.0%	5.5%
Arlington County (VA) [1]	1.96	0.35	**2.31**	0.02	2.16	0.32	**2.48**	0.18	3.7%	$195.98	**74.9%**	10.5%	3.7%	11.0%
City of Orlando (FL)	2.09	0.46	**2.55**	0.07	2.31	0.53	**2.84**	0.60	8.5%	$185.32	**18.5%**	72.6%	5.1%	3.7%
Buncombe County (NC)	2.44	0.32	**2.76**	0.05	2.62	0.33	**2.95**	1.23	26.7%	$169.89	**42.6%**	38.7%	11.4%	7.3%
St. Tammany Parish (LA)	2.42	0.54	**2.96**	0.08	2.99	0.38	**3.37**	0.56	3.2%	$105.78	**69.5%**	10.5%	10.5%	9.5%
Alachua County (FL)	2.13	0.63	**2.76**	0.11	2.43	0.75	**3.18**	0.59	19.8%	$165.33	**60.1%**	12.2%	10.6%	17.1%
Greater Jackson Area (MS) [1]	2.24	0.27	**2.51**	0.32	2.55	0.69	**3.24**	0.54	17.7%	$95.11	**57.8%**	14.3%	1.4%	26.5%
Group C Average	**2.28**	**0.34**	**2.62**	**0.10**	**2.45**	**0.35**	**2.80**	**0.52**	**7.8%**	**$151.66**	**57.3%**	**22.0%**	**8.4%**	**12.3%**
Group C Median	**2.28**	**0.31**	**2.57**	**0.09**	**2.44**	**0.31**	**2.78**	**0.53**	**6.2%**	**$155.56**	**62.2%**	**15.8%**	**7.8%**	**9.6%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 25:
Travel Party Characteristics of Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	RESIDENT Cultural Audiences				NON-RESIDENT Cultural Audiences						NON-RESIDENTS -- Reason for Trip			
	Average Travel Party Size			Nights	Average Travel Party Size			Nights	With Lodging Expenses		To Attend	Vacation/	Friends/	
	Adults	Child.	Total	Away	Adults	Child.	Total	Away	Percent	Per Person $	Arts Event	Holiday	Relatives	Other
City of Lincoln (NE)	1.99	0.41	**2.40**	0.07	2.38	0.38	**2.76**	0.48	10.2%	$122.02	**65.1%**	11.2%	10.5%	13.2%
Durham County (NC)	2.21	0.16	**2.37**	0.04	2.21	0.13	**2.34**	0.42	9.0%	$231.53	**64.9%**	19.4%	3.7%	12.1%
Osceola County (FL) [1]	2.84	0.14	**2.98**	0.05	3.01	0.14	**3.15**	0.18	0.8%	$135.00	**9.8%**	83.6%	4.9%	1.6%
City of Newark (NJ) [1]	1.99	0.59	**2.58**	0.24	2.31	0.73	**3.04**	0.36	6.9%	$259.64	**72.5%**	9.5%	3.2%	14.9%
City of Riverside (CA) [1]	2.03	0.75	**2.78**	0.01	2.13	0.50	**2.63**	0.09	7.1%	$180.83	**85.8%**	13.4%	0.8%	0.0%
Lexington-Fayette Urban County (KY)	2.47	0.20	**2.67**	0.12	2.54	0.16	**2.70**	0.42	6.1%	$124.43	**69.0%**	13.1%	6.6%	11.3%
Loudoun County (VA)	2.48	0.57	**3.05**	0.04	2.49	0.37	**2.86**	0.28	2.7%	$306.51	**73.1%**	15.9%	6.8%	4.2%
Cumberland County (NC)	2.16	0.62	**2.78**	0.12	2.58	0.93	**3.51**	0.40	3.9%	$122.57	**52.2%**	26.8%	8.8%	12.2%
Greater Chattanooga Area (TN)	2.30	0.36	**2.66**	0.11	2.43	0.29	**2.72**	0.51	11.6%	$164.00	**74.6%**	12.9%	1.3%	11.3%
Forsyth County (NC)	2.37	0.26	**2.63**	0.10	2.79	0.24	**3.03**	0.63	12.5%	$223.53	**68.1%**	14.6%	4.9%	12.5%
City of Wichita (KS)	2.15	0.57	**2.72**	0.05	2.47	0.89	**3.36**	0.46	8.3%	$117.04	**66.3%**	14.8%	9.7%	9.2%
Sarasota County (FL)	2.42	0.22	**2.64**	0.10	2.61	0.41	**3.02**	0.71	5.4%	$177.98	**57.2%**	25.0%	7.2%	10.5%
City of Oakland (CA) [1]	2.61	0.90	**3.51**	0.33	2.70	0.68	**3.38**	0.38	5.8%	$157.63	**85.5%**	5.8%	2.9%	5.7%
Santa Barbara County (CA)	2.40	0.47	**2.87**	0.09	2.90	0.41	**3.31**	0.91	13.0%	$186.78	**61.5%**	14.8%	11.8%	11.8%
City of Miami (FL)	2.45	0.20	**2.65**	0.13	2.59	0.29	**2.88**	0.81	9.4%	$169.28	**62.6%**	22.7%	6.1%	8.6%
Seminole County (FL)	2.35	0.38	**2.73**	0.09	2.58	0.35	**2.93**	0.20	3.7%	$206.57	**18.4%**	71.6%	5.5%	4.6%
City of Omaha (NE)	2.39	0.41	**2.80**	0.09	2.42	0.40	**2.82**	0.31	7.0%	$148.14	**57.0%**	29.8%	3.8%	9.3%
Greater Syracuse Area (NY)	2.41	0.22	**2.63**	0.15	2.24	0.20	**2.44**	0.36	5.8%	$161.56	**75.6%**	12.4%	4.9%	7.1%
City of Mesa (AZ)	2.36	0.47	**2.83**	0.29	3.13	0.20	**3.33**	0.60	7.4%	$131.00	**53.5%**	34.4%	7.4%	4.7%
Guilford County (NC)	2.27	0.30	**2.57**	0.13	2.27	0.43	**2.70**	0.41	7.6%	$137.43	**37.7%**	47.1%	5.8%	9.4%
Dane County (WI) [1]	2.42	0.10	**2.52**	0.07	2.74	0.24	**2.98**	0.67	16.5%	$141.60	**65.3%**	14.7%	10.6%	9.4%
Volusia County (FL) [1]	2.24	0.32	**2.56**	0.02	2.46	0.37	**2.83**	0.33	8.0%	$219.64	**57.5%**	28.7%	3.4%	10.3%
Group D Average	**2.33**	**0.39**	**2.72**	**0.11**	**2.54**	**0.40**	**2.94**	**0.45**	**7.7%**	**$173.85**	**60.6%**	**24.6%**	**5.9%**	**8.8%**
Group D Median	**2.37**	**0.37**	**2.67**	**0.10**	**2.52**	**0.37**	**2.91**	**0.42**	**7.3%**	**$162.78**	**65.0%**	**15.4%**	**5.7%**	**9.4%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 25:
Travel Party Characteristics of Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	RESIDENT Cultural Audiences				NON-RESIDENT Cultural Audiences						NON-RESIDENTS -- Reason for Trip			
	Average Travel Party Size			Nights	Average Travel Party Size			Nights	With Lodging Expenses		To Attend	Vacation/	Friends/	
	Adults	Child.	Total	Away	Adults	Child.	Total	Away	Percent	Per Person $	Arts Event	Holiday	Relatives	Other
City of Albuquerque (NM)	2.17	0.14	**2.31**	0.12	2.64	0.25	**2.89**	0.80	13.9%	$100.41	**61.4%**	16.9%	7.2%	14.4%
City of Atlanta (GA) [1]	3.16	0.02	**3.18**	0.15	2.93	0.09	**3.02**	0.36	6.0%	$141.07	**65.6%**	13.2%	6.6%	14.6%
Polk County (FL)	2.28	0.22	**2.50**	0.15	2.55	0.18	**2.73**	0.99	14.8%	$149.84	**78.7%**	13.9%	1.6%	5.8%
Lee County (FL)	2.65	0.35	**3.00**	0.04	2.48	0.36	**2.84**	0.59	10.3%	$179.65	**55.4%**	33.3%	6.4%	4.9%
City of Seattle (WA)	2.16	0.19	**2.35**	0.08	2.32	0.25	**2.57**	1.23	13.3%	$180.43	**49.2%**	31.5%	7.4%	12.0%
District of Columbia (DC)	2.00	0.18	**2.18**	0.05	2.16	0.21	**2.37**	0.42	5.5%	$186.06	**64.3%**	20.3%	3.8%	11.6%
City of Baltimore (MD) [1]	1.90	0.03	**1.93**	0.08	2.39	0.06	**2.45**	0.38	2.9%	$178.37	**64.1%**	13.5%	7.1%	15.3%
Jefferson County (AL)	2.13	0.36	**2.49**	0.09	2.56	0.37	**2.93**	0.89	21.3%	$134.42	**66.9%**	16.0%	4.9%	12.1%
City of Austin (TX)	2.22	0.27	**2.49**	0.12	2.32	0.55	**2.87**	0.76	8.4%	$212.84	**69.3%**	14.9%	3.5%	12.4%
City of Indianapolis (IN)	2.26	0.38	**2.64**	0.16	2.64	0.37	**3.01**	0.29	6.3%	$110.67	**73.5%**	13.3%	4.6%	8.6%
City and County of San Francisco (CA)	2.20	0.08	**2.28**	0.14	2.43	0.09	**2.52**	0.38	4.5%	$144.53	**73.7%**	15.0%	3.6%	7.7%
Prince George's County (MD) [1]	2.34	0.32	**2.66**	0.04	2.45	0.44	**2.89**	0.37	4.8%	$178.23	**66.5%**	16.2%	7.2%	10.2%
Bergen County (NJ) [1]	2.61	0.52	**3.13**	0.12	2.79	0.69	**3.48**	0.74	4.7%	$224.90	**70.1%**	14.0%	11.2%	4.6%
Wake County (NC)	2.23	0.44	**2.67**	0.07	2.28	0.29	**2.57**	0.45	8.3%	$164.51	**56.8%**	30.1%	5.6%	7.4%
Fairfield County (CT)	2.12	0.26	**2.38**	0.13	2.14	0.44	**2.58**	0.31	2.3%	$161.56	**59.7%**	19.9%	6.3%	14.2%
Mecklenburg County (NC)	2.37	0.36	**2.73**	0.13	2.44	0.45	**2.89**	0.70	10.5%	$197.77	**56.6%**	26.8%	4.4%	12.2%
Greater Memphis Area (TN)	2.24	0.25	**2.49**	0.10	2.75	0.46	**3.21**	1.13	16.3%	$200.69	**44.8%**	37.3%	6.3%	11.6%
City of San Jose (CA)	2.08	0.28	**2.36**	0.10	2.16	0.29	**2.45**	0.43	8.6%	$179.84	**66.7%**	12.8%	9.5%	11.1%
Westchester County (NY)	2.41	0.16	**2.57**	0.08	2.74	0.12	**2.86**	0.46	4.9%	$150.86	**76.1%**	9.5%	5.6%	8.8%
Montgomery County (MD)	2.22	0.90	**3.12**	0.06	2.31	0.63	**2.94**	0.19	4.9%	$211.30	**76.5%**	12.4%	5.4%	5.6%
Group E Average	**2.29**	**0.29**	**2.57**	**0.10**	**2.47**	**0.33**	**2.80**	**0.59**	**8.6%**	**$169.40**	**64.8%**	**19.0%**	**5.9%**	**10.3%**
Group E Median	**2.23**	**0.27**	**2.50**	**0.10**	**2.45**	**0.33**	**2.87**	**0.46**	**7.3%**	**$178.30**	**66.1%**	**15.5%**	**6.0%**	**11.4%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 25:
Travel Party Characteristics of Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	RESIDENT Cultural Audiences				NON-RESIDENT Cultural Audiences						NON-RESIDENTS -- Reason for Trip			
	Average Travel Party Size			Nights	Average Travel Party Size			Nights	With Lodging Expenses		To Attend	Vacation/	Friends/	
	Adults	Child.	Total	Away	Adults	Child.	Total	Away	Percent	Per Person $	Arts Event	Holiday	Relatives	Other
Pima County (AZ)	2.22	0.22	**2.44**	0.14	2.25	0.32	**2.57**	0.63	8.8%	$158.81	**64.8%**	16.5%	8.8%	9.9%
Fairfax County (VA)	2.01	0.34	**2.35**	0.11	2.63	0.32	**2.95**	0.46	3.1%	$160.96	**78.5%**	10.0%	5.4%	6.1%
Orange County (FL)	2.14	0.36	**2.50**	0.11	2.40	0.43	**2.83**	0.62	9.3%	$189.63	**20.2%**	69.3%	5.8%	4.7%
Greater Columbus Area (OH)	2.21	0.37	**2.58**	0.07	2.41	0.75	**3.16**	0.49	8.8%	$93.59	**74.1%**	16.5%	4.8%	4.5%
Allegheny County (PA)	2.19	0.11	**2.30**	0.06	2.64	0.18	**2.82**	0.50	6.3%	$186.00	**71.4%**	18.9%	4.4%	5.3%
City of San Diego (CA)	1.94	0.16	**2.10**	0.02	2.18	0.22	**2.40**	0.33	12.1%	$179.54	**63.1%**	19.1%	5.7%	12.0%
City of Dallas (TX)	2.35	0.47	**2.82**	0.15	2.39	0.37	**2.76**	0.63	10.1%	$200.00	**58.9%**	28.4%	4.6%	8.1%
Palm Beach County (FL)	2.64	0.24	**2.88**	0.08	2.65	0.38	**3.03**	1.03	4.1%	$189.12	**48.8%**	35.4%	10.3%	5.5%
Greater St. Louis Area (MO)	2.46	0.34	**2.80**	0.14	2.68	0.33	**3.01**	0.52	11.8%	$131.95	**72.1%**	16.1%	3.9%	8.0%
City of San Antonio (TX) [1]	2.30	0.89	**3.19**	0.03	2.16	1.21	**3.37**	0.67	1.6%	$300.00	**61.9%**	22.2%	3.2%	12.7%
Sacramento County (CA)	2.34	0.24	**2.58**	0.07	2.49	0.27	**2.76**	0.33	3.9%	$180.20	**79.3%**	10.2%	2.4%	8.1%
City and County of Philadelphia (PA)	2.31	0.37	**2.68**	0.15	2.51	0.52	**3.03**	0.55	9.1%	$167.73	**43.8%**	40.2%	6.2%	9.8%
City of Phoenix (AZ)	2.46	0.15	**2.61**	0.12	2.58	0.21	**2.79**	1.05	14.5%	$176.01	**44.4%**	25.7%	13.7%	16.2%
Broward County (FL)	2.27	0.42	**2.69**	0.17	2.57	0.46	**3.03**	0.63	6.2%	$182.96	**69.4%**	17.5%	4.5%	8.6%
Santa Clara County (CA)	2.16	0.35	**2.51**	0.09	2.19	0.34	**2.53**	0.42	6.8%	$171.85	**69.4%**	11.2%	8.8%	10.7%
Tarrant County (TX) [1]	2.35	0.28	**2.63**	0.05	2.69	0.48	**3.17**	0.40	7.1%	$166.26	**55.6%**	8.7%	19.8%	15.9%
Clark County (NV)	2.33	0.92	**3.25**	0.05	2.90	0.90	**3.80**	1.18	23.1%	$122.33	**61.5%**	25.6%	7.7%	5.1%
Riverside County (CA)	2.02	0.67	**2.69**	0.05	2.09	0.39	**2.48**	0.19	13.9%	$155.08	**89.1%**	10.5%	0.4%	0.0%
Miami-Dade County (FL)	2.36	0.19	**2.55**	0.12	2.55	0.18	**2.73**	0.61	8.4%	$190.15	**68.1%**	18.3%	5.8%	7.8%
City of Chicago (IL)	2.22	0.39	**2.61**	0.16	2.54	0.23	**2.77**	1.38	22.1%	$142.93	**42.5%**	37.9%	6.3%	13.3%
San Diego County (CA)	1.94	0.16	**2.10**	0.02	2.18	0.22	**2.40**	0.33	12.1%	$179.54	**63.1%**	19.1%	5.7%	12.0%
City of Los Angeles (CA)	2.15	0.64	**2.79**	0.07	2.66	0.56	**3.22**	1.07	8.5%	$132.57	**43.9%**	28.0%	18.5%	9.5%
Harris County (TX)	2.16	0.34	**2.50**	0.13	2.34	0.47	**2.81**	0.68	9.6%	$155.82	**29.4%**	52.6%	8.8%	9.2%
Group F Average	**2.24**	**0.37**	**2.62**	**0.09**	**2.46**	**0.42**	**2.89**	**0.64**	**9.6%**	**$170.13**	**59.7%**	**24.3%**	**7.2%**	**8.8%**
Group F Median	**2.22**	**0.34**	**2.61**	**0.09**	**2.51**	**0.37**	**2.82**	**0.61**	**8.8%**	**$171.85**	**63.1%**	**19.1%**	**5.8%**	**8.6%**
ALL CITY/COUNTY STUDY REGIONS														
Average	**2.25**	**0.34**	**2.60**	**0.10**	**2.48**	**0.35**	**2.83**	**0.64**	**10.2%**	**$162.91**	**60.0%**	**21.8%**	**7.6%**	**10.6%**
Median	**2.25**	**0.32**	**2.57**	**0.09**	**2.47**	**0.32**	**2.82**	**0.54**	**8.5%**	**$163.14**	**63.9%**	**16.7%**	**6.6%**	**9.9%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 25:
Travel Party Characteristics of Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	RESIDENT Cultural Audiences				NON-RESIDENT Cultural Audiences						NON-RESIDENTS -- Reason for Trip			
	Average Travel Party Size			Nights	Average Travel Party Size			Nights	With Lodging Expenses		To Attend	Vacation/	Friends/	
	Adults	Child.	Total	Away	Adults	Child.	Total	Away	Percent	Per Person $	Arts Event	Holiday	Relatives	Other
Greater Portsmouth Area (NH)	2.55	0.43	**2.98**	0.19	2.64	0.50	**3.14**	0.63	12.3%	$179.59	**62.6%**	28.8%	4.0%	4.6%
Greater Concord Area (NH)	1.89	0.29	**2.18**	0.16	2.27	0.27	**2.54**	0.40	3.8%	$113.12	**67.7%**	18.4%	1.9%	12.0%
Greater Aberdeen Area (SD)	2.53	0.13	**2.66**	0.03	3.30	0.27	**3.57**	0.76	21.3%	$128.39	**73.5%**	7.0%	9.3%	10.2%
Centre Region (PA)	2.12	0.25	**2.37**	0.04	2.54	0.47	**3.01**	0.71	14.9%	$180.36	**67.9%**	4.5%	14.6%	12.9%
Greater Minot Area (ND)	2.27	0.28	**2.55**	0.12	2.61	0.30	**2.91**	1.07	6.8%	$71.42	**77.3%**	4.5%	9.1%	9.1%
Creative Corridor in Northwest Iowa (IA) [1]	2.23	0.34	**2.57**	0.07	2.78	0.19	**2.97**	0.64	13.9%	$229.97	**63.9%**	8.3%	16.7%	11.1%
Northern New Hampshire (NH) [1]	2.35	0.15	**2.50**	0.06	2.22	0.33	**2.55**	0.87	5.0%	$202.50	**45.0%**	38.3%	8.3%	8.4%
Greater Sioux Falls Area (SD)	2.55	0.16	**2.71**	0.08	2.81	0.20	**3.01**	0.71	16.4%	$152.18	**71.2%**	9.0%	8.5%	11.3%
Greater Athens Area (GA)	2.22	0.35	**2.57**	0.24	2.81	0.28	**3.09**	1.49	17.8%	$123.87	**56.4%**	15.5%	9.1%	19.0%
Greater Rockford Area (IL)	2.30	0.38	**2.68**	0.24	2.66	0.69	**3.35**	0.52	9.7%	$93.98	**68.4%**	10.7%	9.7%	11.2%
Greater Peoria Area (IL)	2.40	0.46	**2.86**	0.13	2.50	0.27	**2.77**	0.56	7.1%	$144.70	**54.5%**	5.8%	9.1%	30.5%
Greater Fox Cities Region (WI) [1]	2.50	0.31	**2.81**	0.06	2.73	0.30	**3.03**	0.49	12.0%	$84.68	**70.9%**	8.9%	10.1%	10.2%
Northern Tier Region (PA) [1]	2.05	0.09	**2.14**	0.05	2.09	0.15	**2.24**	0.42	6.1%	$78.75	**66.7%**	0.0%	12.1%	21.2%
Northwest Arkansas Area (AR)	2.27	0.30	**2.57**	0.11	2.46	0.25	**2.71**	0.64	11.1%	$148.75	**75.9%**	9.3%	5.6%	9.2%
Mahoning Valley Region (OH)	2.25	0.27	**2.52**	0.11	2.53	0.21	**2.74**	0.48	7.7%	$159.55	**79.2%**	3.2%	6.8%	10.8%
Iowa Cultural Corridor (IA)	2.06	0.30	**2.36**	0.09	2.61	0.28	**2.89**	0.87	19.3%	$115.98	**58.7%**	11.9%	14.7%	14.7%
Pikes Peak Region (CO) [1]	2.39	0.36	**2.75**	0.09	2.63	0.34	**2.97**	0.57	19.3%	$109.62	**60.2%**	10.8%	13.3%	15.6%
Greater Columbia Area (SC)	1.82	0.28	**2.10**	0.03	1.77	0.38	**2.15**	0.49	14.4%	$111.19	**78.4%**	5.2%	13.4%	3.1%
Lehigh Valley Region (PA) [1]	2.39	0.37	**2.76**	0.10	2.44	0.70	**3.14**	0.48	11.8%	$119.61	**61.6%**	16.2%	9.6%	12.7%
West Valley Region (AZ)	2.60	0.15	**2.75**	0.08	2.87	0.20	**3.07**	0.85	3.9%	$136.63	**58.3%**	22.8%	11.0%	7.8%
Greater Harrisburg Area (PA) [1]	2.36	0.05	**2.41**	0.05	2.90	0.11	**3.01**	0.19	1.8%	$109.50	**69.9%**	4.4%	10.6%	15.0%
Greater Hartford Area (CT)	2.52	0.21	**2.73**	0.24	2.49	0.18	**2.67**	0.54	6.2%	$139.33	**56.0%**	29.5%	4.7%	9.8%
Greater Portland Area (OR)	2.48	0.25	**2.73**	0.06	2.55	0.43	**2.98**	0.74	16.7%	$154.79	**69.7%**	11.4%	8.3%	10.6%
Metropolitan Kansas City Area (MO/KS)	2.28	0.28	**2.56**	0.09	2.60	0.38	**2.98**	0.74	17.4%	$140.58	**68.2%**	16.1%	7.7%	8.1%
Greater Milwaukee Area (WI) [1]	2.48	0.39	**2.87**	0.13	2.85	0.17	**3.02**	0.32	5.8%	$119.73	**70.0%**	6.7%	7.5%	15.8%

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 25:
Travel Party Characteristics of Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	RESIDENT Cultural Audiences				NON-RESIDENT Cultural Audiences						NON-RESIDENTS -- Reason for Trip			
	Average Travel Party Size			Nights	Average Travel Party Size			Nights	With Lodging Expenses		To Attend	Vacation/	Friends/	
	Adults	Child.	Total	Away	Adults	Child.	Total	Away	Percent	Per Person $	Arts Event	Holiday	Relatives	Other
Central Florida Region (FL)	2.29	0.36	**2.65**	0.12	2.61	0.36	**2.97**	1.31	19.9%	$193.27	**51.0%**	28.4%	10.6%	10.1%
Greater Washington DC Region (DC/MD/VA)	2.16	0.42	**2.58**	0.11	2.45	0.44	**2.89**	0.59	7.7%	$167.71	**63.5%**	16.6%	9.0%	10.9%
Greater Philadelphia Region (PA)	2.33	0.41	**2.74**	0.18	2.48	0.53	**3.01**	0.80	12.8%	$168.20	**54.3%**	22.0%	10.6%	13.1%
Southeastern Michigan Region (MI) [1]	2.27	0.66	**2.93**	0.14	2.71	1.19	**3.90**	0.57	4.8%	$225.00	**61.9%**	9.5%	14.3%	14.3%
Greater Houston Area (TX)	2.32	0.34	**2.66**	0.19	2.73	0.43	**3.16**	1.32	24.6%	$118.41	**46.9%**	25.7%	13.1%	14.3%
North Texas Region (TX)	2.48	0.46	**2.94**	0.14	2.74	0.51	**3.25**	0.82	16.0%	$175.38	**56.7%**	16.6%	15.8%	11.0%
Regional Average	**2.31**	**0.31**	**2.62**	**0.11**	**2.59**	**0.36**	**2.96**	**0.70**	**11.9%**	**$141.83**	**64.1%**	**13.7%**	**10.0%**	**12.2%**
Regional Median	**2.32**	**0.30**	**2.66**	**0.11**	**2.61**	**0.30**	**2.98**	**0.64**	**12.0%**	**$139.33**	**63.9%**	**10.8%**	**9.6%**	**11.1%**

Statewide Study Regions All Populations Sample Size = 10	RESIDENT Cultural Audiences				NON-RESIDENT Cultural Audiences						NON-RESIDENTS -- Reason for Trip			
	Average Travel Party Size			Nights	Average Travel Party Size			Nights	With Lodging Expenses		To Attend	Vacation/	Friends/	
	Adults	Child.	Total	Away	Adults	Child.	Total	Away	Percent	Per Person $	Arts Event	Holiday	Relatives	Other
State of South Dakota	2.58	0.15	**2.73**	0.11	3.09	0.25	**3.34**	1.00	20.9%	$139.01	**66.9%**	7.1%	15.0%	11.1%
State of Delaware	2.32	0.32	**2.64**	0.14	2.27	0.35	**2.62**	1.07	16.6%	$190.68	**79.2%**	7.7%	5.0%	8.2%
State of Hawai'i	2.62	0.27	**2.89**	0.15	2.92	0.21	**3.13**	1.81	14.6%	$131.78	**37.1%**	28.1%	12.4%	22.5%
State of New Hampshire	2.28	0.34	**2.62**	0.21	2.65	0.34	**2.99**	0.72	8.4%	$154.59	**60.8%**	19.1%	9.1%	10.9%
State of Nebraska	2.23	0.40	**2.63**	0.14	2.38	0.43	**2.81**	0.76	14.7%	$142.63	**55.9%**	11.7%	17.1%	15.4%
State of Connecticut	2.38	0.21	**2.59**	0.20	2.50	0.42	**2.92**	0.71	10.6%	$125.34	**66.9%**	11.2%	10.9%	10.9%
State of Wisconsin	2.53	0.33	**2.86**	0.18	2.70	0.40	**3.10**	0.74	13.1%	$127.45	**68.7%**	11.1%	10.6%	9.6%
State of North Carolina	2.26	0.38	**2.64**	0.18	2.65	0.36	**3.01**	1.58	21.7%	$178.53	**51.2%**	27.8%	12.2%	8.8%
State of Pennsylvania	2.40	0.25	**2.65**	0.15	2.54	0.46	**3.00**	0.82	13.8%	$167.13	**56.4%**	16.8%	11.9%	14.9%
State of Illinois	2.34	0.41	**2.75**	0.23	2.63	0.30	**2.93**	1.59	23.8%	$141.33	**40.7%**	34.1%	8.3%	16.9%
Statewide Average	**2.39**	**0.31**	**2.70**	**0.17**	**2.63**	**0.35**	**2.99**	**1.08**	**15.8%**	**$149.85**	**58.4%**	**17.5%**	**11.3%**	**12.9%**
Statewide Median	**2.36**	**0.33**	**2.65**	**0.17**	**2.64**	**0.36**	**3.00**	**0.91**	**14.7%**	**$141.98**	**58.6%**	**14.3%**	**11.4%**	**11.0%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 25:
Travel Party Characteristics of Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	RESIDENT Cultural Audiences				NON-RESIDENT Cultural Audiences						NON-RESIDENTS -- Reason for Trip			
	Average Travel Party Size			Nights	Average Travel Party Size			Nights	With Lodging Expenses		To Attend	Vacation/	Friends/	
	Adults	Child.	Total	Away	Adults	Child.	Total	Away	Percent	Per Person $	Arts Event	Holiday	Relatives	Other
Grand Center Arts District (St. Louis, MO)	2.40	0.29	**2.69**	0.14	2.43	0.48	**2.91**	0.48	7.5%	$150.42	**78.3%**	13.7%	1.9%	6.2%
Dallas Arts District (Dallas, TX)	2.36	0.26	**2.62**	0.16	2.39	0.26	**2.65**	0.65	7.9%	$193.49	**58.4%**	30.5%	3.0%	8.2%
Arts District Average	**2.38**	**0.28**	**2.66**	**0.15**	**2.41**	**0.37**	**2.78**	**0.57**	**7.7%**	**$171.96**	**68.4%**	**22.1%**	**2.5%**	**7.2%**
Arts District Median	**2.38**	**0.28**	**2.66**	**0.15**	**2.41**	**0.37**	**2.78**	**0.57**	**7.7%**	**$171.96**	**68.4%**	**22.1%**	**2.5%**	**7.2%**

Table Notes:

[1] The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 26:
Educational Attainment and Annual Household Income of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

This table presents a demographic description of all nonprofit arts and culture audiences in each participating study region during 2011. Summary statistics are calculated for each population group. (Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.) This table details the educational attainment and annual household income reported by all arts attendees who completed the audience-intercept survey (both residents and non-residents). Table 27 provides details about cultural audiences' age, personal artistic creation, and willingness to travel to attend cultural experiences.

Column Two:
The percentage of all audience-intercept survey respondents in each participating study region—both residents and non-residents—whose highest completed level of education is a high school degree (or less than a high school degree).

Column Three:
The percentage of all audience-intercept survey respondents—both residents and non-residents—whose highest completed level of education is a two-year (e.g., associates or technical) college degree.

Column Four:
The percentage of all audience-intercept survey respondents—both residents and non-residents—whose highest completed level of education is a four-year (e.g., bachelors) degree.

Column Five:
The percentage of all audience-intercept survey respondents—both residents and non-residents—whose highest completed level of education is a master's degree.

Column Six:
The percentage of all audience-intercept survey respondents—both residents and non-residents—whose highest completed level of education is a doctoral degree.

Column Seven:
The percentage of all audience-intercept survey respondents—both residents and non-residents—whose annual household income is less than $40,000.

Column Eight:
The percentage of all audience-intercept survey respondents—both residents and non-residents—whose annual household income is $40,000 to $59,999.

Column Nine:
The percentage of all audience-intercept survey respondents—both residents and non-residents—whose annual household income is $60,000 to $79,999.

Column Ten:
The percentage of all audience-intercept survey respondents—both residents and non-residents—whose annual household income is $80,000 to $99,999.

Column Eleven:
The percentage of all audience-intercept survey respondents—both residents and non-residents—whose annual household income is $100,000 to $119,999

Column Twelve:
The percentage of all audience-intercept survey respondents—both residents and non-residents—whose annual household income is $120,000 or more.

Table 26:
Educational Attainment and Annual Household Income of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	EDUCATIONAL ATTAINMENT of ALL Cultural Audiences					ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
City of Gunnison (CO) [1]	9.5%	15.5%	44.7%	22.9%	7.4%	29.3%	20.0%	20.4%	10.4%	11.1%	8.9%
Town of Telluride (CO) [1]	8.2%	11.3%	43.5%	25.6%	11.3%	14.6%	13.2%	15.2%	9.2%	13.2%	34.7%
Town of Crested Butte (CO)	5.2%	9.6%	46.9%	26.9%	11.4%	19.2%	14.2%	14.5%	11.5%	9.9%	30.7%
Town of Newmarket (NH) [1]	23.3%	25.9%	33.0%	15.2%	2.5%	29.1%	18.7%	19.2%	11.5%	12.6%	8.8%
Greater Ketchikan Area (AK) [1]	15.6%	19.3%	38.6%	21.7%	4.7%	15.9%	20.8%	23.0%	14.1%	10.6%	15.5%
Gunnison County (CO)	6.4%	11.1%	46.3%	25.8%	10.3%	22.0%	15.8%	16.1%	11.2%	10.2%	24.7%
City of Durango (CO)	10.9%	13.3%	39.7%	24.7%	11.5%	20.3%	14.9%	21.3%	12.7%	12.1%	18.6%
Teton County (WY)	6.4%	9.2%	40.2%	30.5%	13.6%	12.6%	14.6%	14.8%	12.9%	12.7%	32.5%
City of Laguna Beach (CA)	6.5%	16.9%	42.3%	25.7%	8.6%	9.1%	10.2%	13.9%	14.3%	15.3%	37.3%
City of Fairfax (VA)	4.0%	8.6%	37.6%	38.3%	11.6%	5.3%	9.5%	14.7%	14.1%	14.1%	42.3%
City of Auburn (NY)	13.2%	15.7%	44.5%	24.4%	2.2%	18.8%	27.2%	28.7%	11.9%	6.8%	6.6%
City of Slidell (LA)	21.0%	23.3%	32.7%	19.3%	3.7%	18.1%	22.2%	17.4%	14.8%	12.8%	14.7%
City of Winter Park (FL) [1]	14.0%	17.7%	35.8%	23.1%	9.5%	27.2%	16.5%	14.5%	14.5%	10.5%	16.9%
Greater Elkins Area (WV) [1]	39.5%	8.9%	25.6%	21.5%	4.5%	37.0%	26.0%	16.0%	12.0%	4.5%	4.5%
Transylvania County (NC)	6.0%	12.3%	37.3%	31.5%	12.9%	18.0%	18.4%	18.6%	18.0%	9.6%	17.4%
City of Rochester (NH)	25.0%	26.8%	29.7%	15.5%	2.9%	28.6%	19.5%	18.7%	12.9%	8.8%	11.5%
City and Borough of Juneau (AK) [1]	7.9%	11.7%	37.6%	32.4%	10.3%	12.7%	16.7%	17.0%	17.0%	14.1%	22.5%
Princeton (NJ)	6.8%	7.1%	32.8%	35.4%	17.9%	10.4%	10.1%	10.8%	13.9%	15.6%	39.1%
Platte County (NE)	24.7%	23.3%	31.1%	17.7%	3.1%	22.2%	24.9%	19.2%	11.4%	10.3%	11.9%
Adams County (NE)	20.1%	17.1%	27.4%	27.0%	8.5%	20.6%	23.2%	20.9%	13.0%	10.0%	12.3%
City of Fairbanks (AK) [1]	17.5%	13.7%	32.2%	28.9%	7.7%	24.9%	20.5%	16.1%	14.1%	8.6%	15.8%
City of West Hollywood (CA)	9.2%	14.4%	41.1%	29.0%	6.4%	27.2%	19.9%	13.8%	12.1%	8.7%	18.4%
City of Pittsfield (MA) [1]	11.0%	14.4%	41.9%	24.6%	8.1%	12.6%	13.5%	26.1%	26.1%	15.8%	5.9%
Windham County (VT)	4.1%	5.7%	33.8%	41.7%	14.8%	19.5%	23.5%	22.8%	13.0%	7.8%	13.4%
Iron County (UT)	13.7%	14.8%	35.4%	23.9%	12.1%	17.5%	16.5%	19.7%	12.9%	12.6%	20.8%
Watauga County (NC) [1]	16.7%	13.6%	30.3%	30.1%	9.3%	25.4%	11.0%	15.2%	14.9%	9.0%	24.5%
Buffalo County (NE)	24.2%	18.6%	30.0%	20.6%	6.6%	27.1%	22.0%	17.1%	13.1%	9.0%	11.7%
Group A Average	**13.7%**	**14.8%**	**36.7%**	**26.1%**	**8.6%**	**20.2%**	**17.9%**	**18.0%**	**13.6%**	**11.0%**	**19.3%**
Group A Median	**11.0%**	**14.4%**	**37.3%**	**25.6%**	**8.6%**	**19.5%**	**18.4%**	**17.1%**	**13.0%**	**10.5%**	**16.9%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 26:
Educational Attainment and Annual Household Income of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	EDUCATIONAL ATTAINMENT of ALL Cultural Audiences					ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
Chenango County (NY)	25.3%	19.3%	26.2%	24.5%	4.7%	24.5%	22.2%	23.2%	12.9%	8.1%	9.1%
City of La Crosse (WI)	24.5%	20.3%	30.1%	19.4%	5.6%	35.3%	18.5%	17.6%	9.6%	9.3%	9.6%
Lenoir County (NC)	36.5%	18.8%	26.5%	14.0%	4.1%	29.5%	27.6%	16.4%	11.2%	5.7%	9.6%
City of Dubuque (IA)	18.4%	17.6%	37.0%	21.4%	5.6%	25.6%	20.3%	18.6%	14.5%	8.5%	12.6%
Greater Enid Area (OK)	21.6%	18.3%	39.1%	17.6%	3.4%	26.3%	23.6%	19.1%	14.5%	8.3%	8.3%
City of Flagstaff (AZ)	9.6%	16.6%	35.3%	27.1%	11.4%	24.2%	19.2%	15.7%	15.2%	10.5%	15.1%
City of Portland (ME)	9.0%	9.2%	36.3%	32.1%	13.4%	24.2%	16.3%	16.1%	12.5%	12.5%	18.4%
Athens County (OH)	16.2%	10.4%	37.1%	25.6%	10.7%	41.2%	18.4%	13.9%	8.9%	8.8%	8.9%
Rutherford County (NC)	25.9%	28.7%	27.6%	13.9%	3.8%	29.5%	27.7%	19.6%	12.8%	4.6%	5.9%
City of Walnut Creek (CA)	7.3%	15.3%	37.2%	27.9%	12.3%	9.5%	13.2%	13.4%	14.1%	15.7%	34.0%
City of Missoula (MT)	10.2%	12.3%	40.1%	27.4%	10.0%	29.8%	26.1%	17.7%	12.2%	7.0%	7.2%
City of Bloomington (IN)	16.9%	9.9%	34.2%	25.7%	13.2%	31.4%	16.3%	18.2%	12.4%	8.6%	13.0%
City of Miami Beach (FL)	7.8%	13.7%	35.0%	27.6%	15.9%	18.8%	20.6%	18.0%	9.4%	11.6%	21.6%
Greater Parkersburg Area (WV)	24.4%	18.1%	29.7%	22.0%	5.7%	24.4%	22.0%	16.7%	17.2%	10.0%	9.7%
Moore County (NC)	6.1%	15.9%	43.0%	25.3%	9.7%	11.0%	18.9%	19.9%	19.9%	11.2%	19.0%
Indiana County (PA)	47.1%	11.2%	20.7%	12.8%	8.2%	46.1%	12.7%	16.0%	10.6%	6.1%	8.5%
Buchanan County (MO)	27.9%	19.1%	32.5%	14.8%	5.7%	29.2%	22.2%	18.2%	11.6%	9.4%	9.3%
City of Boulder (CO) [1]	9.4%	8.5%	36.5%	33.6%	12.1%	26.6%	15.3%	17.3%	13.8%	8.6%	18.4%
Eau Claire County (WI)	20.7%	24.3%	33.2%	16.5%	5.4%	27.8%	20.1%	18.3%	15.5%	9.4%	9.0%
Group B Average	**19.2%**	**16.2%**	**33.5%**	**22.6%**	**8.5%**	**27.1%**	**20.1%**	**17.6%**	**13.1%**	**9.2%**	**13.0%**
Group B Median	**18.4%**	**16.6%**	**35.0%**	**24.5%**	**8.2%**	**26.6%**	**20.1%**	**17.7%**	**12.8%**	**8.8%**	**9.6%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 26:
Educational Attainment and Annual Household Income of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	EDUCATIONAL ATTAINMENT of ALL Cultural Audiences					ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
City of Rochester (MN)	10.2%	16.5%	36.4%	24.6%	12.3%	16.2%	14.8%	16.2%	14.6%	14.9%	23.4%
Tompkins County (NY)	17.0%	9.8%	37.6%	22.7%	12.9%	31.7%	18.3%	16.6%	11.4%	9.4%	12.6%
Wayne County (NC)	19.5%	23.7%	33.5%	17.2%	6.1%	22.2%	19.9%	17.0%	14.5%	13.3%	13.1%
City of McKinney (TX)	17.2%	20.1%	37.1%	19.9%	5.8%	14.7%	12.6%	15.6%	13.3%	15.2%	28.5%
Orange County (NC)	11.3%	6.8%	33.2%	30.8%	17.9%	26.1%	15.0%	11.5%	13.5%	10.8%	23.0%
Town of Cary (NC)	9.7%	11.2%	38.8%	30.8%	9.5%	12.4%	15.9%	16.2%	17.0%	15.2%	23.2%
Marathon County (WI) [1]	28.0%	18.9%	33.3%	16.5%	3.4%	26.9%	22.9%	15.5%	10.3%	11.1%	13.3%
Greater Charlottesville Area (VA)	9.5%	8.2%	36.9%	31.2%	14.2%	23.8%	15.8%	14.5%	13.1%	11.8%	21.1%
City of Fort Collins (CO)	9.9%	10.0%	38.0%	27.9%	14.1%	22.8%	16.4%	17.3%	12.5%	13.1%	18.0%
Cambria County (PA)	29.0%	17.0%	29.8%	19.2%	5.1%	33.6%	22.3%	16.9%	10.7%	6.8%	9.6%
City of Alexandria (VA)	6.8%	7.6%	37.1%	37.3%	11.1%	8.2%	12.2%	13.3%	14.0%	13.1%	39.2%
City of Eugene (OR)	14.8%	15.8%	33.9%	26.6%	8.9%	38.9%	19.7%	14.2%	10.3%	7.2%	9.7%
Pitt County (NC)	12.9%	12.7%	41.7%	25.0%	7.8%	30.3%	13.3%	13.3%	18.7%	13.2%	11.2%
City of Santa Clarita (CA)	18.6%	18.6%	46.1%	12.7%	4.1%	0.4%	5.9%	14.8%	27.1%	28.3%	23.4%
City of Providence (RI)	10.5%	12.2%	33.0%	29.6%	14.8%	16.1%	17.2%	13.2%	14.4%	13.3%	25.7%
Erie (PA)	19.0%	15.0%	34.1%	26.2%	5.7%	23.5%	21.2%	16.7%	17.3%	8.6%	12.6%
New Hanover County (NC)	13.4%	15.6%	42.4%	22.5%	6.1%	28.2%	19.0%	19.4%	11.9%	9.2%	12.2%
City of Glendale (CA)	21.7%	22.8%	33.5%	16.6%	5.3%	21.4%	22.5%	22.0%	13.2%	10.0%	10.8%
City of Tacoma (WA)	10.0%	18.9%	32.6%	26.4%	12.1%	17.5%	18.2%	19.5%	12.2%	13.1%	19.6%
Whatcom County (WA)	17.7%	23.8%	37.4%	16.9%	4.2%	40.9%	17.2%	18.8%	12.6%	5.6%	4.9%
City of Boise (ID)	8.6%	14.5%	37.9%	28.8%	10.2%	23.4%	18.9%	18.9%	11.3%	11.3%	16.2%
Lackawanna County (PA)	22.4%	16.0%	35.6%	19.9%	6.1%	28.8%	20.8%	19.4%	13.9%	8.9%	8.2%
Arlington County (VA) [1]	7.5%	4.1%	35.0%	39.1%	14.3%	13.6%	8.8%	14.0%	10.7%	11.4%	41.5%
City of Orlando (FL)	11.8%	17.5%	37.9%	25.0%	7.8%	22.5%	19.0%	16.6%	13.9%	10.0%	18.1%
Buncombe County (NC)	11.6%	17.3%	36.1%	26.5%	8.5%	26.2%	19.3%	17.1%	12.3%	11.2%	13.9%
St. Tammany Parish (LA)	18.3%	22.7%	35.6%	19.3%	4.2%	17.4%	21.2%	16.1%	15.5%	12.8%	17.1%
Alachua County (FL)	17.8%	19.5%	29.6%	21.1%	12.0%	37.7%	13.6%	17.7%	11.6%	7.1%	12.3%
Greater Jackson Area (MS) [1]	13.1%	22.3%	35.0%	22.3%	7.3%	37.1%	20.3%	18.7%	7.2%	7.6%	9.2%
Group C Average	**14.9%**	**15.7%**	**36.0%**	**24.4%**	**9.0%**	**23.7%**	**17.2%**	**16.5%**	**13.5%**	**11.6%**	**17.6%**
Group C Median	**13.3%**	**16.3%**	**35.9%**	**24.8%**	**8.2%**	**23.5%**	**18.3%**	**16.6%**	**13.2%**	**11.3%**	**15.1%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 26:
Educational Attainment and Annual Household Income of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	EDUCATIONAL ATTAINMENT of ALL Cultural Audiences					ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
City of Lincoln (NE)	12.9%	13.0%	33.5%	27.1%	13.4%	24.1%	18.5%	18.0%	15.0%	12.1%	12.3%
Durham County (NC)	5.2%	6.9%	31.3%	35.7%	20.9%	19.0%	18.0%	15.4%	12.3%	11.9%	23.4%
Osceola County (FL) [1]	34.4%	24.0%	23.3%	15.0%	3.3%	29.0%	23.1%	18.5%	14.3%	6.7%	8.4%
City of Newark (NJ) [1]	14.0%	18.5%	34.9%	26.7%	6.0%	21.3%	21.0%	17.3%	16.3%	9.3%	14.8%
City of Riverside (CA) [1]	17.3%	28.8%	40.8%	11.4%	1.7%	20.5%	18.9%	25.9%	20.3%	9.2%	5.2%
Lexington-Fayette Urban County (KY)	15.1%	12.8%	34.8%	25.4%	11.8%	29.7%	18.7%	13.5%	11.6%	11.0%	15.5%
Loudoun County (VA)	8.7%	9.6%	38.6%	34.1%	9.1%	6.6%	9.1%	10.0%	12.5%	17.1%	44.7%
Cumberland County (NC)	17.0%	25.4%	32.4%	20.1%	5.2%	20.1%	21.4%	16.5%	16.7%	10.3%	15.0%
Greater Chattanooga Area (TN)	15.0%	19.1%	35.3%	23.9%	6.8%	18.9%	21.3%	18.0%	15.5%	10.4%	16.0%
Forsyth County (NC)	8.6%	10.5%	39.6%	28.3%	13.1%	16.8%	19.8%	15.8%	14.2%	8.6%	24.8%
City of Wichita (KS)	18.4%	15.9%	31.9%	25.5%	8.4%	21.9%	22.4%	20.3%	11.9%	8.4%	15.0%
Sarasota County (FL)	13.9%	18.0%	33.6%	26.4%	8.2%	16.0%	18.0%	19.5%	14.3%	11.0%	21.2%
City of Oakland (CA) [1]	11.6%	17.2%	37.2%	28.4%	5.6%	22.5%	21.7%	16.1%	15.3%	10.8%	13.7%
Santa Barbara County (CA)	17.2%	16.5%	34.0%	21.8%	10.5%	20.3%	12.7%	16.3%	13.5%	12.2%	24.9%
City of Miami (FL)	9.1%	13.8%	33.3%	27.5%	16.3%	12.9%	14.9%	16.1%	12.1%	13.4%	30.7%
Seminole County (FL)	15.7%	19.2%	35.7%	22.1%	7.4%	21.4%	21.6%	17.0%	13.0%	12.2%	14.8%
City of Omaha (NE)	13.6%	13.7%	34.9%	29.1%	8.7%	17.5%	16.5%	18.2%	11.1%	13.4%	23.3%
Greater Syracuse Area (NY)	10.7%	13.6%	27.5%	33.2%	14.9%	15.8%	15.7%	17.3%	13.9%	13.6%	23.8%
City of Mesa (AZ)	20.2%	24.9%	31.9%	17.4%	5.6%	23.2%	20.1%	16.2%	16.2%	9.5%	14.9%
Guilford County (NC)	12.6%	13.8%	40.9%	24.2%	8.4%	22.8%	19.6%	17.9%	14.0%	10.4%	15.3%
Dane County (WI) [1]	10.1%	8.4%	39.1%	29.3%	13.1%	19.8%	14.8%	17.7%	15.5%	14.6%	17.7%
Volusia County (FL) [1]	22.9%	27.8%	25.3%	19.4%	4.5%	26.9%	25.3%	18.0%	9.8%	5.3%	14.7%
Group D Average	**14.7%**	**16.9%**	**34.1%**	**25.1%**	**9.2%**	**20.3%**	**18.8%**	**17.3%**	**14.1%**	**11.0%**	**18.6%**
Group D Median	**14.0%**	**16.2%**	**34.4%**	**26.0%**	**8.4%**	**20.4%**	**19.3%**	**17.3%**	**14.1%**	**10.9%**	**15.4%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 26:
Educational Attainment and Annual Household Income of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	EDUCATIONAL ATTAINMENT of ALL Cultural Audiences					ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
City of Albuquerque (NM)	7.8%	12.8%	32.1%	35.1%	12.3%	21.7%	19.6%	16.3%	13.1%	11.1%	18.2%
City of Atlanta (GA) [1]	6.5%	11.0%	46.0%	28.2%	8.2%	19.8%	16.9%	12.6%	12.9%	10.8%	27.0%
Polk County (FL)	14.8%	20.3%	34.9%	23.4%	6.6%	20.0%	23.4%	24.4%	11.9%	12.9%	7.5%
Lee County (FL)	14.4%	16.2%	36.8%	24.9%	7.6%	17.0%	17.7%	19.4%	13.9%	13.3%	18.7%
City of Seattle (WA)	8.3%	10.2%	39.9%	30.1%	11.6%	19.8%	13.5%	15.1%	13.0%	14.6%	24.0%
District of Columbia (DC)	5.0%	5.9%	33.4%	38.3%	17.4%	9.4%	10.2%	10.5%	13.5%	14.1%	42.3%
City of Baltimore (MD) [1]	4.2%	6.4%	53.2%	31.4%	4.8%	39.1%	21.4%	17.8%	8.2%	6.1%	7.4%
Jefferson County (AL)	10.7%	14.1%	39.7%	23.5%	12.0%	20.3%	18.4%	18.7%	10.7%	10.9%	20.9%
City of Austin (TX)	8.6%	11.1%	44.1%	26.3%	9.9%	27.0%	19.3%	14.5%	12.6%	9.8%	16.8%
City of Indianapolis (IN)	13.4%	13.7%	38.5%	25.4%	9.1%	16.3%	17.4%	19.7%	15.4%	11.2%	20.0%
City and County of San Francisco (CA)	6.0%	9.7%	43.2%	29.8%	11.3%	29.6%	15.1%	13.5%	11.9%	9.6%	20.4%
Prince George's County (MD) [1]	11.7%	12.1%	34.5%	31.0%	10.7%	18.3%	15.9%	14.4%	15.6%	14.1%	21.7%
Bergen County (NJ) [1]	15.5%	12.3%	39.0%	25.9%	7.4%	10.8%	17.5%	19.6%	13.6%	16.3%	22.3%
Wake County (NC)	8.7%	11.4%	40.6%	29.3%	10.1%	13.9%	15.9%	15.1%	15.5%	14.9%	24.8%
Fairfield County (CT)	10.7%	12.1%	39.2%	29.4%	8.6%	11.9%	12.3%	16.2%	15.6%	14.4%	29.5%
Mecklenburg County (NC)	9.6%	12.1%	46.0%	25.1%	7.3%	15.0%	13.3%	16.9%	13.5%	13.6%	27.7%
Greater Memphis Area (TN)	14.4%	15.2%	33.2%	26.0%	11.3%	20.1%	18.0%	15.5%	14.3%	10.7%	21.3%
City of San Jose (CA)	7.7%	10.4%	37.2%	31.5%	13.2%	12.1%	10.2%	13.1%	14.4%	12.0%	38.1%
Westchester County (NY)	5.7%	8.7%	29.1%	40.1%	16.4%	5.9%	8.2%	13.2%	14.7%	12.8%	45.2%
Montgomery County (MD)	8.4%	7.4%	29.5%	37.9%	16.9%	10.0%	6.8%	9.7%	11.5%	15.2%	46.8%
Group E Average	**9.6%**	**11.7%**	**38.5%**	**29.6%**	**10.6%**	**17.9%**	**15.6%**	**15.8%**	**13.3%**	**12.4%**	**25.0%**
Group E Median	**8.7%**	**11.8%**	**38.8%**	**29.4%**	**10.4%**	**17.7%**	**16.4%**	**15.3%**	**13.5%**	**12.9%**	**22.0%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 26:
Educational Attainment and Annual Household Income of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	EDUCATIONAL ATTAINMENT of ALL Cultural Audiences					ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
Pima County (AZ)	10.1%	16.8%	32.0%	30.2%	10.8%	26.2%	19.9%	16.2%	13.9%	11.2%	12.6%
Fairfax County (VA)	4.0%	8.6%	37.6%	38.3%	11.6%	5.3%	9.5%	14.7%	14.1%	14.1%	42.3%
Orange County (FL)	12.4%	17.6%	39.1%	23.2%	7.7%	24.4%	18.7%	15.5%	13.4%	10.0%	17.9%
Greater Columbus Area (OH)	13.1%	11.5%	32.5%	29.1%	13.9%	17.2%	14.6%	18.3%	12.7%	13.5%	23.7%
Allegheny County (PA)	7.3%	9.6%	33.9%	33.0%	16.2%	17.8%	18.4%	17.0%	15.6%	11.5%	19.7%
City of San Diego (CA)	7.9%	44.2%	33.2%	13.3%	1.4%	4.8%	21.5%	32.5%	27.4%	11.4%	2.4%
City of Dallas (TX)	11.9%	16.3%	41.3%	23.4%	7.1%	17.2%	18.4%	17.7%	13.0%	12.7%	21.0%
Palm Beach County (FL)	13.1%	15.1%	33.8%	27.6%	10.4%	10.0%	13.9%	16.0%	11.9%	13.8%	34.5%
Greater St. Louis Area (MO)	9.1%	13.0%	37.7%	28.8%	11.4%	18.3%	16.9%	15.2%	15.0%	12.0%	22.7%
City of San Antonio (TX) [1]	13.0%	26.0%	45.2%	12.7%	3.1%	27.5%	37.5%	19.0%	7.3%	3.4%	5.4%
Sacramento County (CA)	10.8%	19.2%	34.6%	27.2%	8.2%	19.1%	16.0%	17.7%	16.2%	14.4%	16.6%
City and County of Philadelphia (PA)	11.1%	10.9%	32.3%	30.7%	15.0%	19.0%	13.8%	12.3%	14.0%	12.0%	28.8%
City of Phoenix (AZ)	9.0%	13.0%	31.1%	31.1%	15.9%	14.4%	16.8%	15.5%	13.8%	13.0%	26.6%
Broward County (FL)	12.1%	17.2%	33.8%	26.5%	10.3%	14.1%	16.1%	16.7%	13.2%	12.0%	28.0%
Santa Clara County (CA)	7.3%	10.5%	36.8%	31.3%	14.0%	13.0%	9.8%	12.6%	13.3%	12.2%	39.1%
Tarrant County (TX) [1]	15.2%	23.0%	42.8%	16.4%	2.6%	10.9%	16.4%	13.5%	27.1%	16.4%	15.7%
Clark County (NV)	19.9%	22.9%	35.3%	17.0%	4.9%	19.6%	22.8%	23.3%	15.9%	8.0%	10.4%
Riverside County (CA)	14.6%	28.2%	42.6%	13.5%	1.2%	15.9%	21.5%	31.0%	18.9%	9.0%	3.7%
Miami-Dade County (FL)	8.7%	14.9%	33.4%	27.9%	15.1%	15.2%	16.1%	16.3%	12.0%	12.5%	27.8%
City of Chicago (IL)	6.7%	10.7%	38.5%	32.2%	11.8%	23.0%	14.0%	13.1%	14.3%	9.5%	26.1%
San Diego County (CA)	7.9%	44.2%	33.2%	13.3%	1.4%	4.8%	21.5%	32.5%	27.4%	11.4%	2.4%
City of Los Angeles (CA)	22.2%	22.0%	39.6%	13.4%	2.8%	20.7%	28.4%	21.8%	14.3%	6.8%	7.9%
Harris County (TX)	6.3%	9.2%	42.6%	30.7%	11.2%	11.7%	14.3%	13.0%	11.9%	12.6%	36.6%
Group F Average	**11.0%**	**18.5%**	**36.6%**	**24.8%**	**9.0%**	**16.1%**	**18.1%**	**18.3%**	**15.5%**	**11.5%**	**20.5%**
Group F Median	**10.8%**	**16.3%**	**35.3%**	**27.6%**	**10.4%**	**17.2%**	**16.8%**	**16.3%**	**14.0%**	**12.0%**	**21.0%**
ALL CITY/COUNTY STUDY REGIONS											
Average	**13.8%**	**15.7%**	**36.0%**	**25.4%**	**9.1%**	**20.8%**	**17.9%**	**17.2%**	**13.9%**	**11.1%**	**19.0%**
Median	**12.1%**	**14.9%**	**35.6%**	**25.8%**	**8.9%**	**20.3%**	**18.4%**	**16.7%**	**13.5%**	**11.1%**	**17.4%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 26:
Educational Attainment and Annual Household Income of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	EDUCATIONAL ATTAINMENT of ALL Cultural Audiences					ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
Greater Portsmouth Area (NH)	8.1%	11.9%	40.9%	31.4%	7.6%	13.4%	14.7%	15.0%	17.5%	15.7%	23.7%
Greater Concord Area (NH)	11.2%	11.7%	33.7%	32.1%	11.3%	17.0%	16.0%	17.2%	13.2%	15.3%	21.4%
Greater Aberdeen Area (SD)	28.4%	24.5%	31.5%	11.8%	3.9%	28.4%	24.8%	18.6%	11.7%	6.7%	9.7%
Centre Region (PA)	17.2%	7.9%	35.0%	25.9%	14.0%	19.9%	13.6%	17.4%	17.4%	12.5%	19.1%
Greater Minot Area (ND)	26.1%	17.8%	37.6%	12.5%	6.0%	27.0%	21.5%	20.9%	9.9%	11.3%	9.4%
Creative Corridor in Northwest Iowa (IA) [1]	24.8%	23.8%	32.4%	15.7%	3.3%	28.3%	22.0%	24.3%	8.1%	6.9%	10.4%
Northern New Hampshire (NH) [1]	23.0%	18.3%	31.0%	19.8%	7.9%	23.9%	15.0%	17.7%	11.5%	11.5%	20.4%
Greater Sioux Falls Area (SD)	21.5%	19.8%	33.3%	17.5%	8.0%	28.6%	19.7%	17.1%	12.3%	8.9%	13.4%
Greater Athens Area (GA)	15.4%	16.0%	39.6%	20.1%	9.0%	36.8%	16.5%	13.7%	11.7%	7.6%	13.7%
Greater Rockford Area (IL)	16.7%	20.2%	33.3%	23.9%	6.0%	20.7%	17.9%	19.1%	17.3%	9.9%	15.2%
Greater Peoria Area (IL)	20.1%	21.0%	29.8%	22.3%	6.7%	23.7%	19.1%	19.7%	13.6%	9.8%	14.1%
Greater Fox Cities Region (WI) [1]	19.0%	16.5%	40.3%	17.0%	7.2%	17.6%	17.7%	19.1%	16.1%	11.3%	18.1%
Northern Tier Region (PA) [1]	19.3%	16.2%	32.4%	22.8%	9.3%	27.4%	20.6%	19.0%	16.1%	7.7%	9.3%
Northwest Arkansas Area (AR)	12.8%	14.7%	39.5%	23.5%	9.5%	17.2%	17.7%	15.7%	13.4%	12.9%	23.0%
Mahoning Valley Region (OH)	21.8%	18.7%	35.1%	20.0%	4.3%	27.8%	23.7%	20.8%	9.9%	9.1%	8.7%
Iowa Cultural Corridor (IA)	11.0%	11.6%	39.1%	24.1%	14.2%	22.5%	17.3%	17.2%	15.9%	11.6%	15.5%
Pikes Peak Region (CO) [1]	5.4%	9.9%	50.6%	27.3%	6.8%	13.8%	17.3%	16.0%	19.5%	14.1%	19.4%
Greater Columbia Area (SC)	14.0%	5.2%	30.6%	39.4%	10.8%	11.3%	12.9%	31.6%	26.9%	10.9%	6.5%
Lehigh Valley Region (PA) [1]	18.2%	16.1%	31.1%	27.3%	7.4%	16.3%	19.2%	18.1%	14.3%	14.4%	17.7%
West Valley Region (AZ)	13.5%	24.1%	33.0%	23.3%	6.1%	13.0%	19.3%	21.4%	17.4%	12.1%	16.8%
Greater Harrisburg Area (PA) [1]	18.7%	18.1%	33.3%	21.6%	8.3%	14.9%	19.5%	19.3%	16.1%	13.1%	17.1%
Greater Hartford Area (CT)	11.7%	13.2%	36.6%	30.5%	7.9%	16.6%	17.5%	15.9%	12.2%	13.8%	23.9%
Greater Portland Area (OR)	9.3%	12.2%	40.7%	29.2%	8.6%	19.6%	16.5%	18.8%	12.9%	14.0%	18.3%
Metropolitan Kansas City Area (MO/KS)	8.4%	11.6%	37.2%	29.8%	13.0%	16.0%	15.7%	19.3%	14.0%	13.7%	21.2%
Greater Milwaukee Area (WI) [1]	12.6%	14.3%	37.8%	26.6%	8.7%	20.2%	13.4%	18.0%	13.2%	12.9%	22.4%

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 26:
Educational Attainment and Annual Household Income of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	EDUCATIONAL ATTAINMENT of ALL Cultural Audiences					ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
Central Florida Region (FL)	14.8%	19.0%	36.7%	22.4%	7.1%	23.9%	20.2%	16.8%	13.0%	10.2%	15.8%
Greater Washington DC Region (DC/MD/VA)	6.8%	7.6%	34.5%	37.4%	13.8%	9.5%	10.2%	12.4%	13.3%	13.9%	40.7%
Greater Philadelphia Region (PA)	9.9%	11.6%	33.3%	30.7%	14.4%	16.7%	13.4%	13.1%	13.9%	13.2%	29.6%
Southeastern Michigan Region (MI) [1]	13.6%	19.9%	35.0%	24.8%	6.6%	20.1%	15.3%	24.7%	14.6%	9.0%	16.3%
Greater Houston Area (TX)	11.4%	13.6%	39.8%	26.0%	9.2%	14.2%	15.3%	14.3%	12.3%	11.7%	32.2%
North Texas Region (TX)	15.0%	19.2%	39.5%	20.6%	5.8%	15.1%	15.5%	16.1%	15.3%	14.4%	23.5%
Regional Average	**15.5%**	**15.7%**	**35.9%**	**24.4%**	**8.5%**	**20.0%**	**17.4%**	**18.3%**	**14.3%**	**11.6%**	**18.3%**
Regional Median	**14.8%**	**16.1%**	**35.0%**	**23.9%**	**7.9%**	**19.6%**	**17.3%**	**18.0%**	**13.6%**	**11.7%**	**17.7%**

Statewide Study Regions All Populations Sample Size = 10	EDUCATIONAL ATTAINMENT of ALL Cultural Audiences					ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
State of South Dakota	25.1%	22.2%	32.3%	14.4%	5.9%	28.6%	22.8%	18.0%	11.7%	7.7%	11.1%
State of Delaware	13.8%	15.9%	33.3%	26.7%	10.2%	14.3%	16.8%	18.5%	16.0%	14.0%	20.3%
State of Hawai'i	13.8%	17.6%	35.6%	24.3%	8.7%	29.4%	18.8%	15.6%	12.7%	9.6%	13.9%
State of New Hampshire	15.3%	16.6%	33.9%	26.6%	7.7%	20.5%	17.5%	16.8%	14.4%	12.3%	18.5%
State of Nebraska	17.5%	16.0%	32.2%	25.0%	9.4%	22.7%	20.2%	18.4%	13.2%	11.4%	14.1%
State of Connecticut	12.2%	12.4%	34.7%	30.9%	9.8%	14.5%	13.9%	15.6%	13.2%	14.1%	28.8%
State of Wisconsin	20.3%	17.9%	34.5%	20.2%	7.1%	24.8%	18.8%	17.9%	13.9%	10.6%	14.0%
State of North Carolina	14.5%	15.8%	36.3%	24.6%	8.8%	22.0%	19.5%	17.1%	14.3%	10.4%	16.7%
State of Pennsylvania	20.1%	13.5%	31.9%	24.6%	9.9%	24.4%	17.6%	16.5%	14.1%	10.4%	16.9%
State of Illinois	14.0%	16.9%	34.2%	26.5%	8.4%	22.5%	16.7%	16.9%	15.1%	9.7%	19.2%
Statewide Average	**16.7%**	**16.5%**	**33.9%**	**24.4%**	**8.6%**	**22.4%**	**18.3%**	**17.1%**	**13.9%**	**11.0%**	**17.4%**
Statewide Median	**14.9%**	**16.3%**	**34.1%**	**24.8%**	**8.8%**	**22.6%**	**18.2%**	**17.0%**	**14.0%**	**10.5%**	**16.8%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 26:
Educational Attainment and Annual Household Income of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	EDUCATIONAL ATTAINMENT of ALL Cultural Audiences					ANNUAL HOUSEHOLD INCOME of ALL Cultural Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
Grand Center Arts District (St. Louis, MO)	7.1%	11.7%	38.4%	30.6%	12.2%	20.3%	16.4%	11.7%	15.5%	11.4%	24.8%
Dallas Arts District (Dallas, TX)	10.6%	13.5%	41.1%	25.9%	8.9%	13.9%	15.3%	17.4%	11.5%	13.9%	28.1%
Arts District Average	**8.9%**	**12.6%**	**39.8%**	**28.3%**	**10.6%**	**17.1%**	**15.9%**	**14.6%**	**13.5%**	**12.7%**	**26.5%**
Arts District Median	**8.9%**	**12.6%**	**39.8%**	**28.3%**	**10.6%**	**17.1%**	**15.9%**	**14.6%**	**13.5%**	**12.7%**	**26.5%**

Table Notes:

[1] The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 27:
Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table presents a demographic description of all nonprofit arts and culture audiences in each participating study region during 2011. Summary statistics are calculated for each population group. (Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.) This table details the age, personal artistic creation, and willingness to travel to attend cultural experiences reported by all arts attendees who completed the audience-intercept survey (both residents and non-residents). Table 26 provides details about cultural audiences' educational attainment and annual household income.

Column Two:
The percentage of all audience-intercept survey respondents in each participating study region—both residents and non-residents—who are 18 to 34 years of age. Audience-intercept survey respondents were required to be at least 18 years old.

Column Three:
The percentage of all audience-intercept survey respondents—both residents and non-residents—who are 35 to 44 years of age.

Column Four:
The percentage of all audience-intercept survey respondents—both residents and non-residents—who are 45 to 54 years of age.

Column Five:
The percentage of all audience-intercept survey respondents—both residents and non-residents—who are 55 to 64 years of age.

Column Six:
The percentage of all audience-intercept survey respondents—both residents and non-residents—who are 65 years of age or older.

Column Seven:
The percentage of all audience-intercept survey respondents in each participating study region—both residents and non-residents—who report that they actively participate in the creation of art or music (e.g., sing in a choir, act in a play, paint or draw, play an instrument).

Columns Eight though Ten:
The audience-intercept survey included the question, "If this arts event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?"

Column Eight:
The percentage of all audience-intercept survey respondents—both residents and non-residents—who responded, "No, I would have skipped the cultural experience altogether."

Column Nine:
The percentage of all audience-intercept survey respondents—both residents and non-residents—who responded, "No, I would have replaced it with another nearby cultural experience."

Column Ten:
The percentage of all audience-intercept survey respondents—both residents and non-residents—who responded, "Yes, I would have traveled to a different community."

Table 27:
Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	AGE of ALL Cultural Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
City of Gunnison (CO) [1]	25.3%	13.2%	21.0%	24.9%	15.7%	**53.0%**	47.5%	32.7%	**19.8%**
Town of Telluride (CO) [1]	20.6%	15.5%	21.2%	26.5%	16.1%	**48.2%**	38.4%	22.0%	**39.7%**
Town of Crested Butte (CO)	15.9%	20.5%	21.2%	21.7%	20.7%	**53.3%**	41.8%	32.1%	**26.1%**
Town of Newmarket (NH) [1]	19.6%	7.7%	18.0%	35.6%	19.1%	**54.3%**	31.8%	10.3%	**57.9%**
Greater Ketchikan Area (AK) [1]	14.6%	13.9%	23.1%	32.7%	15.6%	**61.2%**	39.6%	43.2%	**17.2%**
Gunnison County (CO)	18.4%	18.6%	21.1%	22.5%	19.3%	**53.2%**	43.3%	32.3%	**24.4%**
City of Durango (CO)	14.7%	10.2%	19.4%	28.6%	27.0%	**45.7%**	42.0%	29.0%	**29.0%**
Teton County (WY)	14.2%	9.8%	14.1%	27.0%	34.9%	**51.8%**	39.5%	36.2%	**24.3%**
City of Laguna Beach (CA)	9.3%	9.1%	22.0%	30.8%	28.7%	**55.4%**	28.4%	17.5%	**54.1%**
City of Fairfax (VA)	10.1%	15.5%	26.8%	24.5%	23.1%	**48.1%**	31.9%	16.1%	**51.9%**
City of Auburn (NY)	13.5%	9.0%	23.5%	33.3%	20.7%	**49.9%**	37.8%	25.8%	**36.4%**
City of Slidell (LA)	15.1%	18.6%	23.4%	25.4%	17.5%	**47.5%**	35.4%	17.8%	**46.9%**
City of Winter Park (FL) [1]	19.7%	13.6%	20.5%	24.0%	22.2%	**51.4%**	23.1%	25.9%	**51.1%**
Greater Elkins Area (WV) [1]	38.0%	12.4%	11.2%	20.8%	17.6%	**76.4%**	26.3%	24.6%	**49.2%**
Transylvania County (NC)	8.1%	5.7%	13.1%	30.0%	43.1%	**56.3%**	25.2%	16.3%	**58.5%**
City of Rochester (NH)	12.7%	15.6%	24.2%	24.6%	23.0%	**42.7%**	28.7%	9.3%	**62.0%**
City and Borough of Juneau (AK) [1]	13.7%	18.0%	18.0%	37.7%	12.7%	**57.5%**	42.3%	43.1%	**14.6%**
Princeton (NJ)	14.1%	9.9%	20.9%	25.6%	29.5%	**52.4%**	29.1%	21.4%	**49.4%**
Platte County (NE)	15.1%	16.5%	17.3%	22.1%	29.0%	**57.1%**	37.3%	18.9%	**43.9%**
Adams County (NE)	14.2%	7.5%	18.0%	29.4%	30.9%	**54.9%**	32.7%	15.7%	**51.6%**
City of Fairbanks (AK) [1]	28.7%	10.0%	16.9%	30.0%	14.4%	**64.4%**	33.9%	40.7%	**25.4%**
City of West Hollywood (CA)	30.3%	20.2%	20.6%	18.1%	10.8%	**67.9%**	20.4%	11.7%	**67.9%**
City of Pittsfield (MA) [1]	23.7%	23.3%	17.8%	19.9%	15.3%	**49.6%**	20.7%	23.2%	**56.1%**
Windham County (VT)	4.7%	6.9%	16.4%	35.9%	36.1%	**67.8%**	36.4%	24.9%	**38.8%**
Iron County (UT)	17.5%	10.0%	16.2%	25.2%	31.2%	**48.8%**	26.2%	20.5%	**53.3%**
Watauga County (NC) [1]	21.0%	9.2%	21.5%	27.1%	21.2%	**55.6%**	30.8%	22.8%	**46.4%**
Buffalo County (NE)	8.8%	9.7%	17.8%	28.7%	35.1%	**40.1%**	33.6%	21.0%	**45.4%**
Group A Average	**17.1%**	**13.0%**	**19.5%**	**27.1%**	**23.4%**	**54.2%**	**33.5%**	**24.3%**	**42.3%**
Group A Median	**15.1%**	**12.4%**	**20.5%**	**26.5%**	**21.2%**	**53.2%**	**33.6%**	**22.8%**	**46.4%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 27:
Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	AGE of ALL Cultural Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
Chenango County (NY)	4.7%	5.8%	18.1%	32.0%	39.4%	**48.1%**	34.4%	11.1%	**54.6%**
City of La Crosse (WI)	25.3%	8.5%	18.9%	20.6%	26.7%	**47.2%**	34.6%	22.3%	**43.2%**
Lenoir County (NC)	29.5%	10.4%	16.5%	20.8%	22.8%	**53.1%**	33.8%	18.4%	**47.8%**
City of Dubuque (IA)	18.3%	12.4%	23.7%	22.6%	23.0%	**47.1%**	36.0%	22.2%	**41.9%**
Greater Enid Area (OK)	18.3%	15.5%	18.6%	21.0%	26.6%	**47.5%**	35.8%	25.2%	**39.0%**
City of Flagstaff (AZ)	20.8%	12.9%	21.1%	28.3%	16.9%	**54.5%**	29.6%	32.0%	**38.4%**
City of Portland (ME)	20.5%	10.4%	16.2%	24.3%	28.6%	**53.4%**	30.1%	24.9%	**45.0%**
Athens County (OH)	39.4%	14.3%	17.9%	17.6%	10.9%	**66.1%**	30.0%	26.7%	**43.3%**
Rutherford County (NC)	15.3%	13.4%	16.3%	26.9%	28.2%	**47.5%**	28.3%	18.5%	**53.2%**
City of Walnut Creek (CA)	6.8%	4.2%	13.3%	23.2%	52.5%	**39.2%**	25.3%	11.8%	**62.9%**
City of Missoula (MT)	17.8%	9.8%	15.1%	32.2%	25.1%	**53.0%**	35.3%	32.5%	**32.2%**
City of Bloomington (IN)	32.6%	15.9%	17.5%	20.6%	13.4%	**54.6%**	32.0%	35.0%	**33.0%**
City of Miami Beach (FL)	11.9%	10.3%	16.0%	16.8%	45.0%	**37.4%**	25.9%	27.4%	**46.6%**
Greater Parkersburg Area (WV)	19.0%	13.2%	19.1%	26.0%	22.7%	**50.0%**	32.3%	24.0%	**43.7%**
Moore County (NC)	4.1%	7.9%	11.0%	19.2%	57.7%	**51.0%**	31.6%	26.9%	**41.5%**
Indiana County (PA)	54.8%	5.5%	13.2%	11.5%	15.1%	**58.6%**	40.7%	28.2%	**31.1%**
Buchanan County (MO)	20.3%	12.8%	18.6%	22.8%	25.4%	**44.7%**	36.1%	19.7%	**44.2%**
City of Boulder (CO) [1]	19.1%	13.3%	20.3%	29.9%	17.3%	**64.2%**	31.3%	27.7%	**41.0%**
Eau Claire County (WI)	25.4%	18.2%	20.8%	22.6%	12.9%	**41.6%**	32.9%	24.1%	**43.1%**
Group B Average	**21.3%**	**11.3%**	**17.5%**	**23.1%**	**26.9%**	**50.5%**	**32.4%**	**24.1%**	**43.5%**
Group B Median	**19.1%**	**12.4%**	**17.9%**	**22.6%**	**25.1%**	**50.0%**	**32.3%**	**24.9%**	**43.2%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 27:
Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	AGE of ALL Cultural Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
City of Rochester (MN)	15.2%	15.6%	23.4%	24.6%	21.2%	**46.7%**	33.6%	23.5%	**42.9%**
Tompkins County (NY)	32.3%	11.5%	18.6%	20.4%	17.1%	**57.1%**	35.4%	38.2%	**26.4%**
Wayne County (NC)	22.4%	20.1%	19.5%	21.5%	16.5%	**51.9%**	30.9%	16.7%	**52.4%**
City of McKinney (TX)	17.2%	15.7%	23.5%	18.7%	24.9%	**38.9%**	34.5%	16.6%	**48.9%**
Orange County (NC)	28.6%	10.9%	12.5%	23.4%	24.6%	**50.5%**	28.1%	22.2%	**49.8%**
Town of Cary (NC)	11.1%	13.8%	23.9%	24.3%	26.8%	**53.1%**	31.1%	18.5%	**50.4%**
Marathon County (WI) [1]	14.9%	9.5%	14.6%	29.8%	31.2%	**41.3%**	36.4%	15.8%	**47.8%**
Greater Charlottesville Area (VA)	28.5%	11.4%	16.7%	23.0%	20.4%	**57.1%**	24.9%	29.5%	**45.6%**
City of Fort Collins (CO)	18.0%	12.3%	16.9%	24.9%	27.9%	**53.9%**	33.2%	27.8%	**39.0%**
Cambria County (PA)	16.1%	10.1%	15.1%	27.8%	31.0%	**44.7%**	32.7%	18.1%	**49.2%**
City of Alexandria (VA)	15.4%	19.2%	16.0%	23.3%	26.2%	**46.4%**	30.0%	19.1%	**50.9%**
City of Eugene (OR)	27.6%	12.4%	14.6%	25.1%	20.3%	**59.8%**	31.9%	34.6%	**33.5%**
Pitt County (NC)	39.3%	21.6%	13.4%	16.2%	9.6%	**50.4%**	33.3%	38.0%	**28.6%**
City of Santa Clarita (CA)	20.2%	23.1%	23.4%	16.5%	16.7%	**52.7%**	37.6%	32.7%	**29.7%**
City of Providence (RI)	19.8%	18.5%	19.7%	22.9%	19.1%	**52.7%**	23.6%	19.7%	**56.7%**
Erie (PA)	14.5%	12.8%	20.8%	30.9%	21.0%	**46.0%**	32.1%	26.4%	**41.4%**
New Hanover County (NC)	25.1%	11.0%	11.9%	21.7%	30.2%	**57.6%**	30.4%	35.4%	**34.2%**
City of Glendale (CA)	25.7%	29.8%	22.1%	13.9%	8.6%	**53.0%**	17.3%	18.6%	**64.1%**
City of Tacoma (WA)	14.9%	12.5%	16.2%	26.6%	29.7%	**51.5%**	28.9%	23.8%	**47.3%**
Whatcom County (WA)	35.6%	13.1%	16.0%	19.7%	15.5%	**63.8%**	30.3%	26.8%	**42.9%**
City of Boise (ID)	19.2%	15.4%	24.1%	26.0%	15.3%	**54.8%**	26.7%	34.5%	**38.8%**
Lackawanna County (PA)	17.6%	13.7%	18.5%	24.4%	25.8%	**47.9%**	36.0%	18.6%	**45.4%**
Arlington County (VA) [1]	25.3%	13.1%	22.5%	22.8%	16.3%	**47.8%**	20.6%	18.5%	**60.8%**
City of Orlando (FL)	25.5%	15.9%	17.6%	17.8%	23.2%	**48.7%**	23.3%	28.1%	**48.6%**
Buncombe County (NC)	17.6%	13.6%	18.3%	27.2%	23.4%	**50.7%**	27.6%	30.7%	**41.7%**
St. Tammany Parish (LA)	11.4%	16.1%	21.0%	31.3%	20.1%	**49.8%**	30.6%	19.1%	**50.2%**
Alachua County (FL)	35.2%	19.0%	15.8%	18.1%	11.9%	**50.9%**	30.6%	27.1%	**42.3%**
Greater Jackson Area (MS) [1]	46.5%	18.6%	15.1%	13.2%	6.6%	**54.0%**	23.3%	22.6%	**54.1%**
Group C Average	**22.9%**	**15.4%**	**18.3%**	**22.7%**	**20.8%**	**51.2%**	**29.8%**	**25.0%**	**45.1%**
Group C Median	**20.0%**	**13.8%**	**18.0%**	**23.2%**	**20.7%**	**51.2%**	**30.6%**	**23.7%**	**46.5%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 27:
Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	AGE of ALL Cultural Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
City of Lincoln (NE)	18.9%	11.9%	14.2%	24.8%	30.3%	**53.0%**	33.8%	33.5%	**32.7%**
Durham County (NC)	16.6%	11.2%	16.5%	26.2%	29.4%	**55.8%**	27.4%	23.3%	**49.4%**
Osceola County (FL) [1]	6.6%	5.6%	11.3%	22.5%	54.0%	**37.4%**	34.4%	16.5%	**49.1%**
City of Newark (NJ) [1]	18.2%	16.9%	22.7%	23.4%	18.7%	**54.5%**	17.9%	16.3%	**65.8%**
City of Riverside (CA) [1]	31.8%	26.1%	20.3%	14.4%	7.5%	**35.6%**	28.9%	23.5%	**47.6%**
Lexington-Fayette Urban County (KY)	34.4%	14.9%	17.6%	19.5%	13.6%	**58.3%**	29.6%	31.8%	**38.6%**
Loudoun County (VA)	12.1%	14.9%	26.8%	26.3%	19.8%	**46.2%**	22.1%	15.0%	**62.8%**
Cumberland County (NC)	24.1%	18.1%	20.9%	21.4%	15.6%	**47.5%**	26.2%	22.2%	**51.6%**
Greater Chattanooga Area (TN)	15.8%	15.7%	18.6%	27.5%	22.4%	**51.9%**	27.3%	24.3%	**48.4%**
Forsyth County (NC)	13.8%	12.9%	20.1%	27.9%	25.4%	**51.6%**	29.8%	28.1%	**42.1%**
City of Wichita (KS)	19.1%	10.4%	13.4%	20.5%	36.6%	**48.0%**	33.6%	29.4%	**37.0%**
Sarasota County (FL)	7.4%	6.9%	9.0%	19.6%	57.1%	**46.4%**	26.8%	29.5%	**43.8%**
City of Oakland (CA) [1]	19.4%	24.6%	20.6%	18.1%	17.3%	**57.6%**	27.9%	9.8%	**62.3%**
Santa Barbara County (CA)	16.4%	13.5%	17.5%	24.9%	27.7%	**47.8%**	34.3%	25.3%	**40.4%**
City of Miami (FL)	18.4%	13.9%	19.3%	19.8%	28.6%	**37.2%**	24.1%	24.5%	**51.4%**
Seminole County (FL)	12.9%	12.2%	17.7%	22.6%	34.6%	**46.0%**	28.4%	24.5%	**47.1%**
City of Omaha (NE)	17.9%	11.7%	18.4%	26.4%	25.6%	**44.9%**	31.2%	35.1%	**33.7%**
Greater Syracuse Area (NY)	18.8%	10.0%	16.7%	23.8%	30.8%	**46.9%**	29.8%	26.3%	**43.9%**
City of Mesa (AZ)	18.5%	14.8%	15.2%	23.7%	27.9%	**39.9%**	20.1%	13.8%	**66.1%**
Guilford County (NC)	16.7%	13.0%	20.3%	25.1%	24.9%	**54.6%**	29.0%	26.2%	**44.8%**
Dane County (WI) [1]	24.5%	12.6%	15.9%	28.2%	18.9%	**49.0%**	30.9%	23.2%	**45.9%**
Volusia County (FL) [1]	9.9%	8.6%	15.4%	22.9%	43.2%	**46.7%**	30.3%	15.0%	**54.7%**
Group D Average	**17.8%**	**13.7%**	**17.7%**	**23.2%**	**27.7%**	**48.0%**	**28.4%**	**23.5%**	**48.1%**
Group D Median	**18.1%**	**13.0%**	**17.7%**	**23.6%**	**26.7%**	**47.7%**	**29.0%**	**24.4%**	**47.4%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 27:
Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	**AGE of ALL Cultural Audiences**						**Willingness to Travel for Cultural Experiences**		
	18-34	**35-44**	**45-54**	**55-64**	**65 or Older**	**Personally Create Art**	**Skip Altogether**	**Replace Nearby**	**Travel to a Different Community**
City of Albuquerque (NM)	11.9%	10.9%	16.8%	32.0%	28.4%	**55.7%**	30.0%	34.6%	**35.4%**
City of Atlanta (GA) [1]	38.6%	15.2%	13.8%	15.9%	16.6%	**50.2%**	26.4%	29.7%	**43.8%**
Polk County (FL)	11.0%	9.8%	20.8%	26.9%	31.6%	**64.2%**	49.8%	18.3%	**31.9%**
Lee County (FL)	12.3%	15.1%	14.2%	23.7%	34.7%	**47.0%**	30.2%	15.8%	**54.0%**
City of Seattle (WA)	19.4%	11.7%	17.2%	26.0%	25.7%	**53.5%**	30.4%	32.2%	**37.4%**
District of Columbia (DC)	20.7%	13.8%	16.4%	25.9%	23.2%	**36.5%**	29.5%	34.5%	**36.1%**
City of Baltimore (MD) [1]	52.9%	19.7%	12.6%	11.7%	3.2%	**73.9%**	20.4%	38.7%	**41.0%**
Jefferson County (AL)	23.4%	16.2%	21.0%	19.2%	20.2%	**50.9%**	26.5%	28.5%	**44.9%**
City of Austin (TX)	30.1%	19.7%	19.1%	18.1%	13.0%	**58.0%**	28.0%	37.1%	**34.9%**
City of Indianapolis (IN)	21.1%	14.3%	19.2%	26.7%	18.7%	**46.7%**	29.7%	32.6%	**37.7%**
City and County of San Francisco (CA)	36.6%	21.2%	15.8%	14.5%	11.9%	**64.4%**	24.9%	31.3%	**43.8%**
Prince George's County (MD) [1]	24.7%	12.0%	13.0%	22.3%	28.0%	**49.3%**	20.8%	16.6%	**62.6%**
Bergen County (NJ) [1]	6.2%	11.6%	24.3%	23.8%	34.1%	**44.1%**	25.7%	15.8%	**58.4%**
Wake County (NC)	14.4%	15.5%	26.2%	24.1%	19.7%	**53.7%**	31.1%	22.8%	**46.1%**
Fairfield County (CT)	15.4%	15.7%	25.6%	20.0%	23.3%	**52.7%**	31.4%	24.4%	**44.2%**
Mecklenburg County (NC)	25.7%	25.2%	20.6%	15.0%	13.5%	**51.0%**	21.8%	27.9%	**50.4%**
Greater Memphis Area (TN)	22.5%	13.8%	18.9%	22.4%	22.5%	**50.2%**	27.6%	33.4%	**39.0%**
City of San Jose (CA)	16.4%	11.9%	16.3%	21.1%	34.3%	**50.3%**	26.0%	18.7%	**55.3%**
Westchester County (NY)	4.1%	5.4%	15.3%	25.2%	50.1%	**45.0%**	25.4%	13.8%	**60.8%**
Montgomery County (MD)	17.1%	24.0%	21.2%	16.9%	20.8%	**43.7%**	23.9%	18.8%	**57.3%**
Group E Average	**21.2%**	**15.1%**	**18.4%**	**21.6%**	**23.7%**	**52.1%**	**28.0%**	**26.3%**	**45.8%**
Group E Median	**20.1%**	**14.7%**	**18.1%**	**22.4%**	**22.9%**	**50.6%**	**27.1%**	**28.2%**	**44.0%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 27:
Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	AGE of ALL Cultural Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
Pima County (AZ)	14.3%	10.2%	14.6%	23.9%	37.0%	**56.4%**	30.4%	31.4%	**38.1%**
Fairfax County (VA)	10.1%	15.5%	26.8%	24.5%	23.1%	**48.1%**	31.9%	16.1%	**51.9%**
Orange County (FL)	26.4%	15.7%	18.2%	19.2%	20.4%	**49.6%**	23.5%	26.7%	**49.8%**
Greater Columbus Area (OH)	19.6%	15.3%	17.7%	25.8%	21.7%	**48.1%**	28.9%	31.1%	**40.0%**
Allegheny County (PA)	16.9%	9.8%	14.1%	28.4%	30.8%	**45.0%**	27.1%	33.8%	**39.1%**
City of San Diego (CA)	29.4%	26.6%	14.7%	18.4%	10.9%	**59.2%**	4.7%	12.8%	**82.5%**
City of Dallas (TX)	25.4%	19.3%	17.8%	21.2%	16.4%	**51.5%**	30.8%	26.4%	**42.8%**
Palm Beach County (FL)	8.0%	6.6%	8.8%	14.9%	61.7%	**35.4%**	19.7%	18.8%	**61.4%**
Greater St. Louis Area (MO)	17.1%	13.1%	19.0%	24.9%	25.9%	**45.3%**	28.9%	30.2%	**40.9%**
City of San Antonio (TX) [1]	32.4%	29.8%	16.2%	12.8%	8.7%	**29.9%**	48.0%	29.5%	**22.4%**
Sacramento County (CA)	15.0%	9.9%	19.2%	26.6%	29.3%	**53.0%**	27.4%	22.3%	**50.3%**
City and County of Philadelphia (PA)	34.6%	15.1%	15.9%	18.9%	15.4%	**45.7%**	26.9%	30.0%	**43.1%**
City of Phoenix (AZ)	12.7%	6.8%	14.1%	23.1%	43.4%	**41.3%**	27.1%	24.4%	**48.5%**
Broward County (FL)	10.5%	12.6%	16.6%	22.1%	38.2%	**36.3%**	23.9%	20.0%	**56.1%**
Santa Clara County (CA)	17.2%	12.1%	19.6%	21.3%	29.8%	**51.1%**	26.7%	19.4%	**53.9%**
Tarrant County (TX) [1]	12.3%	18.2%	37.1%	25.0%	7.4%	**50.9%**	18.0%	22.5%	**59.5%**
Clark County (NV)	19.1%	24.5%	23.3%	16.5%	16.6%	**51.7%**	28.9%	33.9%	**37.2%**
Riverside County (CA)	26.3%	26.6%	20.8%	18.9%	7.3%	**37.6%**	34.6%	23.4%	**42.1%**
Miami-Dade County (FL)	14.4%	11.9%	17.9%	20.6%	35.2%	**35.9%**	24.8%	25.5%	**49.6%**
City of Chicago (IL)	32.8%	19.2%	16.3%	20.9%	10.7%	**57.2%**	21.5%	32.2%	**46.3%**
San Diego County (CA)	29.4%	26.6%	14.7%	18.4%	10.9%	**59.2%**	4.7%	12.8%	**82.5%**
City of Los Angeles (CA)	34.4%	29.2%	18.9%	11.2%	6.2%	**48.6%**	34.3%	24.0%	**41.8%**
Harris County (TX)	26.6%	19.1%	18.6%	20.9%	14.9%	**46.3%**	24.6%	35.1%	**40.3%**
Group F Average	**21.1%**	**17.1%**	**18.3%**	**20.8%**	**22.7%**	**47.1%**	**26.0%**	**25.3%**	**48.7%**
Group F Median	**19.1%**	**15.5%**	**17.8%**	**20.9%**	**20.4%**	**48.1%**	**27.1%**	**25.5%**	**46.3%**
ALL CITY/COUNTY STUDY REGIONS									
Average	**20.2%**	**14.3%**	**18.3%**	**23.2%**	**23.9%**	**50.6%**	**29.8%**	**24.7%**	**45.5%**
Median	**18.4%**	**13.4%**	**18.0%**	**23.3%**	**22.8%**	**50.7%**	**30.0%**	**24.4%**	**45.0%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 27:
Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	AGE of ALL Cultural Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
Greater Portsmouth Area (NH)	11.5%	13.2%	23.5%	27.5%	24.3%	**50.3%**	25.5%	20.0%	**54.5%**
Greater Concord Area (NH)	13.5%	13.8%	23.1%	24.1%	25.5%	**53.3%**	26.3%	15.7%	**58.0%**
Greater Aberdeen Area (SD)	13.2%	8.2%	15.9%	27.6%	35.1%	**38.5%**	43.1%	22.6%	**34.3%**
Centre Region (PA)	19.2%	8.8%	18.1%	25.1%	28.8%	**46.2%**	38.3%	25.6%	**36.0%**
Greater Minot Area (ND)	19.0%	9.9%	16.1%	19.7%	35.3%	**50.6%**	43.2%	28.5%	**28.3%**
Creative Corridor in Northwest Iowa (IA) [1]	14.8%	7.1%	19.5%	26.2%	32.4%	**55.1%**	34.0%	21.2%	**44.8%**
Northern New Hampshire (NH) [1]	8.7%	15.7%	13.4%	24.4%	37.8%	**47.2%**	41.9%	23.4%	**34.7%**
Greater Sioux Falls Area (SD)	20.8%	8.1%	15.8%	26.7%	28.6%	**44.5%**	33.8%	27.3%	**38.9%**
Greater Athens Area (GA)	40.0%	21.1%	16.6%	12.6%	9.7%	**58.8%**	26.6%	26.6%	**46.8%**
Greater Rockford Area (IL)	17.1%	14.0%	18.8%	27.1%	23.0%	**54.6%**	29.1%	22.5%	**48.3%**
Greater Peoria Area (IL)	21.0%	13.9%	19.6%	23.4%	22.1%	**50.2%**	33.3%	21.2%	**45.6%**
Greater Fox Cities Region (WI) [1]	14.0%	11.8%	20.9%	28.0%	25.3%	**40.4%**	32.7%	18.8%	**48.5%**
Northern Tier Region (PA) [1]	7.6%	6.2%	15.2%	29.0%	42.1%	**54.7%**	33.6%	16.8%	**49.7%**
Northwest Arkansas Area (AR)	17.5%	16.1%	16.9%	23.1%	26.4%	**46.4%**	29.9%	20.4%	**49.7%**
Mahoning Valley Region (OH)	16.0%	9.4%	18.5%	26.5%	29.6%	**48.5%**	34.9%	18.0%	**47.1%**
Iowa Cultural Corridor (IA)	20.1%	10.7%	15.9%	24.7%	28.6%	**48.8%**	32.2%	28.5%	**39.3%**
Pikes Peak Region (CO) [1]	23.8%	23.6%	21.6%	21.4%	9.6%	**42.4%**	28.1%	34.9%	**36.9%**
Greater Columbia Area (SC)	18.2%	23.8%	15.0%	24.6%	18.3%	**37.5%**	19.5%	66.7%	**13.8%**
Lehigh Valley Region (PA) [1]	20.7%	18.0%	19.4%	24.2%	17.7%	**46.3%**	24.0%	20.9%	**55.1%**
West Valley Region (AZ)	5.6%	6.4%	11.5%	25.1%	51.3%	**35.4%**	28.0%	19.7%	**52.3%**
Greater Harrisburg Area (PA) [1]	6.7%	5.2%	12.5%	22.6%	53.0%	**31.2%**	36.7%	19.0%	**44.3%**
Greater Hartford Area (CT)	19.6%	12.4%	24.2%	22.3%	21.5%	**47.3%**	29.7%	19.3%	**51.0%**
Greater Portland Area (OR)	15.3%	17.4%	19.1%	27.6%	20.6%	**53.3%**	28.5%	36.8%	**34.7%**
Metropolitan Kansas City Area (MO/KS)	12.6%	12.1%	16.1%	28.9%	30.3%	**46.6%**	29.9%	36.3%	**33.8%**
Greater Milwaukee Area (WI) [1]	11.8%	12.1%	16.7%	21.6%	37.8%	**48.2%**	29.0%	23.7%	**47.3%**

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 27:
Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	AGE of ALL Cultural Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
Central Florida Region (FL)	20.9%	13.7%	17.8%	20.8%	26.7%	**49.6%**	27.2%	24.5%	**48.3%**
Greater Washington DC Region (DC/MD/VA)	17.2%	17.4%	19.5%	22.5%	23.4%	**44.8%**	27.5%	20.8%	**51.7%**
Greater Philadelphia Region (PA)	27.6%	14.7%	17.7%	21.2%	18.8%	**45.6%**	25.7%	27.2%	**47.0%**
Southeastern Michigan Region (MI) [1]	12.3%	16.2%	19.5%	24.0%	27.9%	**48.3%**	28.0%	16.2%	**55.8%**
Greater Houston Area (TX)	24.5%	16.9%	18.0%	22.6%	18.0%	**43.9%**	24.8%	30.7%	**44.5%**
North Texas Region (TX)	19.3%	17.4%	23.7%	20.6%	19.0%	**45.4%**	30.5%	21.1%	**48.4%**
Regional Average	**17.1%**	**13.4%**	**18.1%**	**24.1%**	**27.4%**	**46.9%**	**30.8%**	**25.0%**	**44.2%**
Regional Median	**17.2%**	**13.7%**	**18.0%**	**24.2%**	**26.4%**	**47.2%**	**29.7%**	**22.5%**	**47.0%**

Statewide Study Regions All Populations Sample Size = 10	AGE of ALL Cultural Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
State of South Dakota	16.4%	8.1%	15.5%	27.0%	33.0%	**41.6%**	39.2%	24.6%	**36.2%**
State of Delaware	11.7%	12.0%	15.6%	22.5%	38.2%	**51.2%**	25.7%	18.1%	**56.3%**
State of Hawai'i	41.4%	15.6%	12.5%	14.9%	15.5%	**57.1%**	29.2%	22.7%	**48.2%**
State of New Hampshire	11.7%	12.2%	21.1%	27.5%	27.4%	**51.0%**	28.2%	15.5%	**56.3%**
State of Nebraska	16.0%	11.7%	16.4%	25.8%	30.1%	**50.2%**	33.7%	27.6%	**38.7%**
State of Connecticut	15.3%	12.5%	22.2%	24.0%	26.1%	**47.5%**	28.9%	18.5%	**52.6%**
State of Wisconsin	19.5%	12.1%	18.3%	25.4%	24.7%	**44.7%**	32.4%	22.0%	**45.6%**
State of North Carolina	18.2%	13.8%	17.8%	24.1%	26.1%	**52.9%**	29.8%	23.5%	**46.8%**
State of Pennsylvania	22.0%	11.2%	16.6%	24.1%	26.2%	**46.3%**	32.0%	24.1%	**43.9%**
State of Illinois	24.3%	15.9%	18.1%	23.6%	18.1%	**54.3%**	27.5%	25.8%	**46.7%**
Statewide Average	**19.7%**	**12.5%**	**17.4%**	**23.9%**	**26.5%**	**49.7%**	**30.7%**	**22.2%**	**47.1%**
Statewide Median	**17.3%**	**12.2%**	**17.2%**	**24.1%**	**26.2%**	**50.6%**	**29.5%**	**23.1%**	**46.8%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 27:
Age, Artistic Creation, and Willingness to Travel of All Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	**AGE of ALL Cultural Audiences**						**Willingness to Travel for Cultural Experiences**		
	18-34	**35-44**	**45-54**	**55-64**	**65 or Older**	**Personally Create Art**	**Skip Altogether**	**Replace Nearby**	**Travel to a Different Community**
Grand Center Arts District (St. Louis, MO)	16.9%	12.7%	17.4%	27.5%	25.5%	**45.4%**	27.8%	31.7%	**40.5%**
Dallas Arts District (Dallas, TX)	24.9%	17.6%	17.3%	22.6%	17.6%	**52.6%**	25.5%	25.5%	**49.0%**
Arts District Average	**20.9%**	**15.2%**	**17.4%**	**25.1%**	**21.6%**	**49.0%**	**26.7%**	**28.6%**	**44.8%**
Arts District Median	**20.9%**	**15.2%**	**17.4%**	**25.1%**	**21.6%**	**49.0%**	**26.7%**	**28.6%**	**44.8%**

Table Notes:

[1] The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 28:
Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

This table presents a demographic description of resident nonprofit arts and culture audiences in each participating study region during 2011. Residents are attendees who reside within the county in which the nonprofit arts and culture event at which they were surveyed took place (within the multi-county region for regional analyses, and within the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group. This table details the educational attainment and annual household income reported by resident arts attendees who completed the audience-intercept survey. Table 29 provides details about resident attendees' age, personal artistic creation, and willingness to travel to attend cultural experiences. (Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.)

Column Two:
The percentage of resident audience-intercept survey respondents in each participating study region whose highest completed level of education is a high school degree (or less than a high school degree).

Column Three:
The percentage of resident audience-intercept survey respondents whose highest completed level of education is a two-year (e.g., associates or technical) college degree.

Column Four:
The percentage of resident audience-intercept survey respondents whose highest completed level of education is a four-year (e.g., bachelors) degree.

Column Five:
The percentage of resident audience-intercept survey respondents whose highest completed level of education is a master's degree.

Column Six:
The percentage of resident audience-intercept survey respondents whose highest completed level of education is a doctoral degree.

Column Seven:
The percentage of resident audience-intercept survey respondents whose annual household income is less than $40,000.

Column Eight:
The percentage of resident audience-intercept survey respondents whose annual household income is $40,000 to $59,999.

Column Nine:
The percentage of resident audience-intercept survey respondents whose annual household income is $60,000 to $79,999.

Column Ten:
The percentage of resident audience-intercept survey respondents whose annual household income is $80,000 to $99,999.

Column Eleven:
The percentage of resident audience-intercept survey respondents whose annual household income is $100,000 to $119,999

Column Twelve:
The percentage of resident audience-intercept survey respondents whose annual household income is $120,000 or more.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 28:
Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	EDUCATIONAL ATTAINMENT of RESIDENT Audiences					ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
City of Gunnison (CO) [1]	10.2%	15.5%	47.8%	19.6%	6.9%	31.4%	19.4%	21.5%	9.1%	10.7%	7.9%
Town of Telluride (CO) [1]	11.4%	12.4%	49.5%	17.5%	9.3%	18.3%	12.9%	15.1%	8.6%	18.3%	26.9%
Town of Crested Butte (CO)	6.3%	9.3%	53.3%	23.7%	7.4%	26.5%	17.6%	15.8%	10.4%	8.4%	21.3%
Town of Newmarket (NH) [1]	24.8%	22.6%	34.3%	16.8%	1.5%	28.6%	17.5%	19.0%	14.3%	14.3%	6.3%
Greater Ketchikan Area (AK) [1]	16.6%	18.0%	38.1%	22.3%	5.0%	15.4%	19.9%	24.1%	13.5%	11.3%	15.8%
Gunnison County (CO)	7.7%	11.5%	51.3%	22.3%	7.2%	28.2%	18.3%	17.8%	10.0%	9.2%	16.5%
City of Durango (CO)	10.1%	12.1%	42.4%	24.3%	11.2%	19.5%	16.2%	21.6%	12.1%	12.3%	18.3%
Teton County (WY)	5.6%	10.2%	43.8%	29.4%	11.1%	13.1%	16.4%	14.7%	12.2%	11.6%	32.0%
City of Laguna Beach (CA)	5.6%	17.1%	42.3%	27.1%	7.9%	9.2%	10.2%	13.8%	13.6%	13.8%	39.3%
City of Fairfax (VA)	3.6%	8.9%	36.3%	40.0%	11.3%	3.9%	8.8%	14.5%	15.5%	12.9%	44.3%
City of Auburn (NY)	13.4%	16.2%	44.9%	24.1%	1.3%	21.1%	32.1%	25.4%	10.6%	6.2%	4.6%
City of Slidell (LA)	21.2%	23.3%	32.4%	19.5%	3.6%	17.6%	21.2%	17.7%	14.8%	13.3%	15.5%
City of Winter Park (FL) [1]	13.1%	17.7%	36.6%	24.2%	8.4%	29.7%	16.0%	12.6%	13.7%	9.6%	18.4%
Greater Elkins Area (WV) [1]	51.0%	8.5%	22.9%	15.0%	2.6%	45.4%	27.7%	12.6%	6.7%	2.5%	5.0%
Transylvania County (NC)	5.7%	13.4%	36.7%	32.5%	11.7%	16.4%	20.7%	22.6%	18.9%	7.6%	13.8%
City of Rochester (NH)	25.7%	27.5%	30.0%	13.8%	2.9%	30.4%	20.7%	17.3%	12.3%	9.7%	9.7%
City and Borough of Juneau (AK) [1]	7.1%	11.9%	38.1%	32.6%	10.4%	12.8%	16.7%	16.3%	16.7%	14.7%	22.9%
Princeton (NJ)	3.2%	6.8%	32.3%	35.9%	21.8%	10.6%	8.1%	10.1%	15.6%	15.3%	40.3%
Platte County (NE)	25.3%	20.2%	32.6%	18.2%	3.7%	22.7%	24.3%	17.0%	11.7%	10.0%	14.3%
Adams County (NE)	13.9%	16.9%	27.5%	31.4%	10.3%	21.6%	22.6%	20.3%	11.9%	10.0%	13.5%
City of Fairbanks (AK) [1]	15.7%	14.3%	32.4%	29.8%	7.7%	26.7%	21.0%	14.7%	14.1%	8.7%	14.7%
City of West Hollywood (CA)	8.6%	13.6%	40.8%	30.5%	6.5%	24.8%	20.9%	13.3%	12.5%	9.6%	18.9%
City of Pittsfield (MA) [1]	12.1%	14.0%	41.1%	24.8%	7.9%	12.8%	13.3%	26.6%	26.1%	16.7%	4.4%
Windham County (VT)	4.1%	6.9%	33.1%	42.0%	14.0%	20.6%	26.6%	23.2%	13.2%	6.9%	9.5%
Iron County (UT)	17.4%	20.5%	35.4%	17.4%	9.2%	29.2%	21.1%	21.6%	13.0%	5.4%	9.7%
Watauga County (NC) [1]	17.0%	13.3%	29.1%	27.3%	13.3%	33.3%	11.8%	17.0%	15.7%	8.5%	13.7%
Buffalo County (NE)	20.1%	16.8%	31.2%	24.5%	7.4%	27.9%	21.8%	16.5%	12.2%	10.6%	11.0%
Group A Average	**13.9%**	**14.8%**	**37.6%**	**25.4%**	**8.2%**	**22.1%**	**18.7%**	**17.9%**	**13.3%**	**10.7%**	**17.4%**
Group A Median	**12.1%**	**14.0%**	**36.6%**	**24.3%**	**7.9%**	**21.6%**	**19.4%**	**17.0%**	**13.0%**	**10.0%**	**14.7%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 28:
Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	EDUCATIONAL ATTAINMENT of RESIDENT Audiences					ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
Chenango County (NY)	27.2%	16.5%	26.4%	26.9%	2.9%	28.6%	26.1%	23.5%	9.8%	6.0%	6.0%
City of La Crosse (WI)	21.7%	18.9%	31.4%	21.7%	6.4%	36.2%	20.6%	15.8%	8.0%	10.1%	9.4%
Lenoir County (NC)	40.5%	20.2%	24.3%	11.5%	3.6%	30.8%	25.6%	16.5%	10.6%	6.6%	9.9%
City of Dubuque (IA)	20.6%	14.5%	36.8%	21.4%	6.7%	28.5%	19.8%	17.5%	14.8%	8.4%	11.0%
Greater Enid Area (OK)	24.3%	18.3%	37.0%	16.9%	3.5%	26.1%	20.7%	17.8%	15.8%	10.0%	9.6%
City of Flagstaff (AZ)	10.3%	14.3%	34.8%	28.4%	12.2%	26.6%	20.7%	14.4%	14.9%	10.0%	13.5%
City of Portland (ME)	8.6%	7.2%	37.8%	31.6%	14.8%	27.1%	14.5%	16.7%	11.3%	10.6%	19.7%
Athens County (OH)	12.9%	8.4%	36.4%	30.1%	12.2%	42.8%	18.6%	12.7%	9.5%	8.0%	8.4%
Rutherford County (NC)	28.7%	25.2%	27.5%	14.8%	3.8%	34.5%	25.3%	19.1%	12.8%	3.4%	5.0%
City of Walnut Creek (CA)	7.3%	16.0%	36.7%	27.5%	12.5%	9.9%	12.8%	13.5%	13.1%	14.5%	36.2%
City of Missoula (MT)	10.1%	11.8%	40.9%	27.1%	10.1%	30.8%	27.5%	17.2%	11.9%	6.3%	6.3%
City of Bloomington (IN)	13.0%	8.6%	35.9%	26.3%	16.3%	33.8%	17.2%	18.1%	11.0%	8.3%	11.5%
City of Miami Beach (FL)	9.3%	14.1%	35.1%	27.9%	13.6%	21.9%	22.4%	18.3%	9.8%	9.3%	18.3%
Greater Parkersburg Area (WV)	22.9%	17.9%	32.6%	21.3%	5.3%	22.9%	21.1%	15.8%	16.6%	10.8%	12.9%
Moore County (NC)	6.3%	15.7%	43.1%	26.2%	8.7%	10.0%	18.9%	20.4%	20.9%	11.2%	18.6%
Indiana County (PA)	34.7%	11.6%	23.6%	17.8%	12.2%	40.0%	14.6%	15.5%	14.0%	5.9%	10.0%
Buchanan County (MO)	28.6%	20.7%	31.1%	13.2%	6.4%	32.7%	20.1%	17.3%	11.6%	9.4%	8.9%
City of Boulder (CO) [1]	8.9%	7.8%	37.4%	33.9%	11.9%	27.2%	14.3%	18.0%	15.3%	8.1%	17.0%
Eau Claire County (WI)	18.5%	24.9%	35.0%	15.6%	6.1%	27.7%	19.5%	19.5%	15.6%	9.2%	8.4%
Group B Average	**18.7%**	**15.4%**	**33.9%**	**23.2%**	**8.9%**	**28.3%**	**20.0%**	**17.2%**	**13.0%**	**8.7%**	**12.7%**
Group B Median	**18.5%**	**15.7%**	**35.1%**	**26.2%**	**8.7%**	**28.5%**	**20.1%**	**17.3%**	**12.8%**	**9.2%**	**10.0%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 28:
Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	EDUCATIONAL ATTAINMENT of RESIDENT Audiences					ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
City of Rochester (MN)	8.2%	14.9%	36.1%	26.4%	14.3%	14.3%	14.1%	15.7%	14.0%	14.8%	27.0%
Tompkins County (NY)	12.2%	10.5%	37.4%	23.8%	16.2%	30.7%	19.4%	16.9%	11.7%	9.5%	11.8%
Wayne County (NC)	19.7%	21.6%	34.2%	17.5%	7.0%	21.2%	18.4%	17.4%	13.9%	14.4%	14.8%
City of McKinney (TX)	15.8%	19.7%	38.2%	21.9%	4.5%	12.7%	12.1%	16.0%	13.3%	15.5%	30.3%
Orange County (NC)	9.5%	5.4%	31.6%	34.5%	19.0%	26.6%	13.4%	9.5%	14.4%	13.2%	22.9%
Town of Cary (NC)	9.4%	11.4%	39.9%	30.8%	8.5%	11.1%	15.9%	16.8%	17.8%	15.5%	22.9%
Marathon County (WI) [1]	28.6%	20.4%	31.6%	17.0%	2.4%	26.6%	22.3%	16.8%	9.8%	13.0%	11.4%
Greater Charlottesville Area (VA)	7.7%	6.7%	38.2%	30.9%	16.6%	24.9%	15.8%	13.3%	11.1%	13.0%	22.0%
City of Fort Collins (CO)	9.9%	9.6%	37.1%	28.2%	15.1%	21.5%	17.1%	17.0%	12.1%	13.4%	18.9%
Cambria County (PA)	31.1%	17.9%	29.2%	16.4%	5.5%	35.2%	21.8%	17.9%	9.9%	6.7%	8.4%
City of Alexandria (VA)	4.3%	5.3%	37.1%	39.3%	14.0%	8.6%	9.2%	11.3%	12.3%	13.7%	44.9%
City of Eugene (OR)	13.8%	15.7%	33.7%	27.6%	9.2%	40.3%	20.0%	14.1%	10.2%	7.0%	8.4%
Pitt County (NC)	11.1%	11.5%	42.5%	26.4%	8.5%	28.4%	12.4%	13.8%	19.9%	13.8%	11.7%
City of Santa Clarita (CA)	18.4%	18.9%	46.0%	12.7%	4.1%	0.4%	5.9%	15.2%	27.3%	28.0%	23.3%
City of Providence (RI)	11.2%	13.6%	31.9%	29.2%	14.2%	18.6%	19.5%	12.6%	15.4%	11.6%	22.3%
Erie (PA)	19.6%	14.8%	34.1%	26.1%	5.4%	23.3%	21.5%	17.3%	17.0%	8.5%	12.3%
New Hanover County (NC)	9.8%	15.1%	44.5%	23.8%	6.7%	28.8%	19.8%	18.7%	11.5%	8.7%	12.5%
City of Glendale (CA)	22.4%	23.5%	34.2%	15.2%	4.6%	21.3%	23.0%	22.6%	13.2%	9.8%	10.1%
City of Tacoma (WA)	10.4%	19.6%	30.1%	27.2%	12.6%	18.2%	18.9%	20.5%	11.8%	12.9%	17.6%
Whatcom County (WA)	18.2%	22.9%	37.5%	17.0%	4.4%	41.4%	17.4%	19.7%	12.4%	5.2%	3.9%
City of Boise (ID)	7.4%	13.5%	40.0%	29.0%	10.0%	23.9%	18.0%	18.6%	11.5%	11.3%	16.6%
Lackawanna County (PA)	22.4%	16.2%	36.2%	18.6%	6.6%	30.9%	21.1%	18.1%	13.7%	9.0%	7.2%
Arlington County (VA) [1]	4.9%	6.3%	36.3%	43.8%	8.8%	9.3%	2.7%	13.3%	16.0%	12.0%	46.7%
City of Orlando (FL)	11.6%	17.1%	40.2%	24.0%	7.2%	24.0%	18.1%	16.9%	13.7%	9.4%	17.8%
Buncombe County (NC)	12.3%	15.3%	38.6%	25.9%	8.0%	29.3%	20.1%	17.4%	11.9%	10.1%	11.2%
St. Tammany Parish (LA)	18.2%	22.5%	35.8%	19.4%	4.1%	17.0%	20.2%	16.4%	15.6%	13.2%	17.6%
Alachua County (FL)	15.2%	17.0%	29.7%	23.9%	14.3%	41.1%	13.7%	16.4%	11.8%	6.1%	10.9%
Greater Jackson Area (MS) [1]	8.6%	17.2%	35.3%	31.0%	7.8%	33.0%	23.2%	19.6%	8.9%	7.1%	8.1%
Group C Average	**14.0%**	**15.1%**	**36.3%**	**25.3%**	**9.3%**	**23.7%**	**17.0%**	**16.4%**	**13.6%**	**11.7%**	**17.6%**
Group C Median	**11.9%**	**15.5%**	**36.3%**	**26.0%**	**8.3%**	**24.0%**	**18.3%**	**16.9%**	**12.8%**	**11.8%**	**15.7%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 28:
Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	EDUCATIONAL ATTAINMENT of RESIDENT Audiences					ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
City of Lincoln (NE)	11.8%	12.8%	33.7%	27.0%	14.8%	24.9%	18.5%	17.4%	14.3%	12.4%	12.5%
Durham County (NC)	5.8%	4.8%	27.2%	40.8%	21.4%	22.3%	15.7%	19.5%	13.5%	10.7%	18.4%
Osceola County (FL) [1]	36.3%	22.5%	25.3%	13.7%	2.2%	30.3%	27.6%	21.1%	11.8%	5.3%	3.9%
City of Newark (NJ) [1]	13.2%	22.0%	34.1%	24.7%	6.0%	25.8%	24.6%	16.8%	14.7%	9.3%	8.7%
City of Riverside (CA) [1]	19.0%	29.4%	39.0%	11.1%	1.4%	22.0%	19.8%	25.1%	18.1%	9.2%	5.8%
Lexington-Fayette Urban County (KY)	14.0%	11.4%	37.1%	26.0%	11.4%	30.5%	19.8%	13.1%	11.8%	10.9%	13.8%
Loudoun County (VA)	8.3%	8.9%	41.8%	33.1%	7.8%	4.8%	8.4%	9.6%	9.9%	20.8%	46.4%
Cumberland County (NC)	16.5%	23.4%	33.3%	21.4%	5.4%	20.8%	20.8%	14.9%	16.3%	11.3%	15.9%
Greater Chattanooga Area (TN)	10.8%	17.7%	37.9%	26.2%	7.4%	17.3%	20.7%	16.0%	17.0%	12.1%	17.0%
Forsyth County (NC)	8.0%	9.1%	40.1%	28.2%	14.7%	15.9%	20.4%	15.8%	13.5%	8.5%	26.0%
City of Wichita (KS)	17.9%	16.2%	32.1%	24.1%	9.6%	22.4%	20.0%	20.7%	12.0%	9.1%	15.8%
Sarasota County (FL)	12.7%	19.1%	34.0%	25.8%	8.4%	17.2%	18.1%	20.7%	13.8%	9.8%	20.4%
City of Oakland (CA) [1]	12.1%	18.8%	29.8%	32.6%	6.6%	22.4%	24.6%	16.4%	12.6%	9.8%	14.2%
Santa Barbara County (CA)	17.2%	16.1%	33.8%	21.5%	11.4%	20.5%	12.2%	16.0%	13.2%	12.1%	25.9%
City of Miami (FL)	7.8%	14.0%	33.8%	26.7%	17.7%	12.5%	15.8%	15.8%	10.8%	13.9%	31.3%
Seminole County (FL)	15.3%	20.5%	35.9%	21.0%	7.2%	19.3%	20.8%	16.5%	13.8%	12.7%	16.9%
City of Omaha (NE)	11.2%	12.9%	34.2%	30.3%	11.4%	16.4%	15.7%	16.7%	11.1%	12.6%	27.5%
Greater Syracuse Area (NY)	10.0%	13.7%	27.2%	34.1%	15.1%	16.0%	16.2%	18.2%	13.0%	14.4%	22.1%
City of Mesa (AZ)	17.2%	26.1%	32.1%	18.5%	6.2%	22.5%	20.1%	16.3%	15.4%	9.7%	15.9%
Guilford County (NC)	12.1%	12.8%	42.4%	24.9%	7.9%	23.1%	19.3%	17.8%	14.6%	10.0%	15.2%
Dane County (WI) [1]	9.1%	6.7%	39.0%	30.2%	14.9%	19.9%	16.5%	16.1%	15.5%	14.3%	17.6%
Volusia County (FL) [1]	25.0%	28.4%	24.0%	16.2%	6.4%	23.2%	29.4%	16.4%	10.2%	6.8%	14.1%
Group D Average	**14.2%**	**16.7%**	**34.0%**	**25.4%**	**9.8%**	**20.5%**	**19.3%**	**17.1%**	**13.5%**	**11.2%**	**18.4%**
Group D Median	**12.4%**	**16.2%**	**33.9%**	**25.9%**	**8.2%**	**21.4%**	**19.8%**	**16.5%**	**13.5%**	**10.8%**	**16.4%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 28:
Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	EDUCATIONAL ATTAINMENT of RESIDENT Audiences					ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
City of Albuquerque (NM)	6.4%	12.1%	31.9%	36.6%	12.9%	21.1%	19.2%	16.5%	13.4%	11.7%	18.0%
City of Atlanta (GA) [1]	4.8%	8.3%	50.3%	29.0%	7.6%	21.6%	14.4%	12.9%	8.6%	10.8%	31.7%
Polk County (FL)	15.9%	22.1%	32.0%	22.7%	7.3%	21.7%	25.3%	23.0%	11.0%	10.7%	8.2%
Lee County (FL)	14.8%	15.8%	36.9%	25.6%	6.9%	19.6%	19.6%	17.5%	14.4%	12.8%	16.1%
City of Seattle (WA)	6.4%	9.4%	42.1%	30.3%	11.9%	20.0%	13.3%	13.8%	11.3%	15.4%	26.1%
District of Columbia (DC)	6.1%	7.3%	32.2%	38.0%	16.3%	12.9%	13.3%	12.9%	14.2%	11.6%	35.2%
City of Baltimore (MD) [1]	3.3%	6.0%	56.4%	30.5%	3.8%	42.4%	22.1%	17.2%	6.6%	5.6%	6.0%
Jefferson County (AL)	7.7%	11.6%	40.3%	26.8%	13.6%	22.2%	18.1%	17.5%	9.6%	11.0%	21.6%
City of Austin (TX)	7.7%	10.7%	44.4%	26.6%	10.6%	29.5%	19.2%	13.4%	12.3%	9.3%	16.2%
City of Indianapolis (IN)	14.5%	12.9%	39.1%	25.4%	8.1%	19.2%	20.7%	19.2%	15.3%	10.0%	15.5%
City and County of San Francisco (CA)	6.7%	10.1%	45.2%	27.7%	10.3%	31.6%	15.9%	12.8%	12.5%	8.7%	18.6%
Prince George's County (MD) [1]	14.8%	16.7%	32.5%	28.1%	7.9%	19.0%	17.2%	14.4%	19.0%	14.9%	15.5%
Bergen County (NJ) [1]	16.4%	11.1%	41.6%	22.5%	8.4%	12.5%	19.2%	19.2%	12.5%	15.0%	21.7%
Wake County (NC)	8.6%	11.3%	41.9%	29.5%	8.7%	12.8%	15.5%	14.9%	15.5%	15.0%	26.2%
Fairfield County (CT)	10.1%	12.5%	40.2%	29.0%	8.2%	12.0%	12.2%	15.5%	16.7%	14.9%	28.7%
Mecklenburg County (NC)	7.2%	10.7%	48.1%	26.3%	7.7%	14.6%	13.6%	15.4%	13.1%	13.9%	29.3%
Greater Memphis Area (TN)	10.3%	13.1%	34.4%	28.5%	13.6%	21.6%	18.5%	13.4%	13.1%	9.9%	23.5%
City of San Jose (CA)	7.9%	10.8%	37.1%	31.5%	12.8%	12.1%	10.2%	11.6%	15.3%	12.5%	38.4%
Westchester County (NY)	6.9%	9.0%	27.1%	40.1%	16.9%	6.4%	8.5%	13.2%	14.1%	12.2%	45.5%
Montgomery County (MD)	8.1%	6.8%	27.7%	38.6%	18.8%	7.3%	6.4%	9.3%	10.6%	15.4%	51.0%
Group E Average	**9.2%**	**11.4%**	**39.1%**	**29.7%**	**10.6%**	**19.0%**	**16.1%**	**15.2%**	**13.0%**	**12.1%**	**24.7%**
Group E Median	**7.8%**	**11.0%**	**39.7%**	**28.8%**	**9.5%**	**19.4%**	**16.6%**	**14.7%**	**13.1%**	**12.0%**	**22.6%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 28:
Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	EDUCATIONAL ATTAINMENT of RESIDENT Audiences					ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
Pima County (AZ)	9.9%	16.7%	31.5%	30.7%	11.2%	27.0%	19.4%	16.4%	13.1%	11.6%	12.6%
Fairfax County (VA)	3.6%	8.9%	36.3%	40.0%	11.3%	3.9%	8.8%	14.5%	15.5%	12.9%	44.3%
Orange County (FL)	11.5%	16.9%	41.2%	22.9%	7.5%	25.5%	18.3%	15.2%	13.5%	9.4%	18.2%
Greater Columbus Area (OH)	10.7%	10.1%	33.2%	30.0%	16.1%	18.4%	15.0%	17.6%	12.0%	13.5%	23.5%
Allegheny County (PA)	6.8%	7.6%	34.3%	35.0%	16.3%	18.6%	18.7%	17.0%	15.5%	11.1%	19.2%
City of San Diego (CA)	7.4%	44.5%	32.3%	14.3%	1.5%	4.1%	21.5%	32.1%	28.2%	11.7%	2.4%
City of Dallas (TX)	12.9%	15.6%	41.6%	24.5%	5.5%	19.9%	19.0%	19.0%	13.1%	10.8%	18.3%
Palm Beach County (FL)	12.7%	15.4%	33.1%	27.9%	11.0%	9.3%	13.0%	16.1%	12.4%	14.3%	34.9%
Greater St. Louis Area (MO)	7.9%	11.7%	39.4%	28.6%	12.5%	18.0%	17.7%	13.8%	14.7%	11.9%	23.9%
City of San Antonio (TX) [1]	11.8%	26.6%	45.8%	13.0%	2.8%	28.1%	38.1%	19.8%	6.9%	2.6%	4.6%
Sacramento County (CA)	10.1%	19.3%	35.5%	27.4%	7.7%	20.1%	16.9%	18.9%	14.7%	14.6%	14.7%
City and County of Philadelphia (PA)	9.2%	11.1%	34.5%	30.5%	14.7%	26.6%	18.6%	15.2%	13.2%	8.5%	17.9%
City of Phoenix (AZ)	8.9%	12.9%	30.6%	31.4%	16.2%	14.3%	16.9%	15.3%	13.4%	13.0%	27.1%
Broward County (FL)	13.4%	18.5%	33.5%	25.0%	9.6%	16.0%	15.5%	17.4%	14.2%	11.0%	25.9%
Santa Clara County (CA)	7.7%	10.7%	36.8%	31.7%	13.1%	13.1%	9.4%	11.7%	14.5%	12.7%	38.6%
Tarrant County (TX) [1]	15.9%	24.3%	41.0%	16.1%	2.6%	10.3%	16.2%	13.5%	29.1%	15.9%	15.0%
Clark County (NV)	20.2%	22.5%	35.5%	17.2%	4.6%	19.7%	22.5%	23.4%	16.2%	8.1%	10.2%
Riverside County (CA)	16.2%	29.4%	41.4%	12.1%	0.9%	17.4%	22.4%	31.0%	17.4%	8.2%	3.7%
Miami-Dade County (FL)	8.5%	15.1%	33.8%	27.4%	15.1%	16.0%	17.2%	16.0%	12.0%	11.7%	27.2%
City of Chicago (IL)	6.2%	8.7%	40.3%	33.8%	11.0%	27.2%	14.9%	13.3%	12.8%	8.7%	23.1%
San Diego County (CA)	7.4%	44.5%	32.3%	14.3%	1.5%	4.1%	21.5%	32.1%	28.2%	11.7%	2.4%
City of Los Angeles (CA)	24.1%	22.6%	38.2%	13.0%	2.1%	21.2%	29.9%	22.2%	14.0%	6.2%	6.4%
Harris County (TX)	4.5%	9.2%	43.9%	31.3%	11.1%	11.2%	13.8%	13.6%	12.5%	12.3%	36.6%
Group F Average	**10.8%**	**18.4%**	**36.8%**	**25.1%**	**9.0%**	**17.0%**	**18.5%**	**18.5%**	**15.5%**	**11.0%**	**19.6%**
Group F Median	**9.9%**	**15.6%**	**35.5%**	**27.4%**	**11.0%**	**18.0%**	**17.7%**	**16.4%**	**14.0%**	**11.7%**	**18.3%**
ALL CITY/COUNTY STUDY REGIONS											
Average	**13.4%**	**15.4%**	**36.3%**	**25.6%**	**9.2%**	**21.7%**	**18.2%**	**17.1%**	**13.7%**	**10.9%**	**18.4%**
Median	**11.4%**	**14.5%**	**36.1%**	**26.3%**	**8.4%**	**21.6%**	**18.6%**	**16.7%**	**13.2%**	**10.8%**	**16.2%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 28:
Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	EDUCATIONAL ATTAINMENT of RESIDENT Audiences					ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
Greater Portsmouth Area (NH)	7.1%	10.9%	41.8%	33.0%	7.3%	13.7%	15.3%	13.4%	18.2%	15.6%	23.8%
Greater Concord Area (NH)	10.0%	8.1%	33.6%	34.3%	14.0%	15.0%	19.2%	16.4%	13.9%	16.4%	19.2%
Greater Aberdeen Area (SD)	26.8%	24.6%	32.2%	12.6%	3.8%	27.2%	24.8%	18.5%	12.4%	7.2%	9.8%
Centre Region (PA)	15.2%	7.8%	35.1%	26.6%	15.3%	20.7%	16.3%	16.3%	15.9%	12.9%	17.8%
Greater Minot Area (ND)	25.7%	18.8%	37.0%	12.1%	6.4%	28.4%	20.1%	20.4%	10.6%	11.2%	9.2%
Creative Corridor in Northwest Iowa (IA) [1]	22.4%	24.7%	35.1%	13.8%	4.0%	25.2%	22.4%	25.2%	9.1%	7.0%	11.2%
Northern New Hampshire (NH) [1]	33.3%	20.3%	27.5%	13.0%	5.8%	37.3%	18.6%	11.9%	10.2%	6.8%	15.3%
Greater Sioux Falls Area (SD)	19.5%	20.2%	32.9%	18.4%	9.0%	26.7%	19.5%	16.9%	12.4%	9.0%	15.6%
Greater Athens Area (GA)	13.6%	16.0%	38.9%	21.1%	10.3%	40.3%	17.1%	12.7%	10.6%	7.5%	11.7%
Greater Rockford Area (IL)	16.3%	22.3%	31.7%	23.1%	6.6%	19.6%	17.6%	20.3%	17.7%	9.4%	15.4%
Greater Peoria Area (IL)	17.8%	22.0%	29.6%	23.2%	7.5%	21.1%	18.9%	20.8%	13.5%	11.1%	14.6%
Greater Fox Cities Region (WI) [1]	18.3%	16.4%	40.7%	17.2%	7.4%	17.8%	16.6%	20.4%	16.9%	11.2%	17.1%
Northern Tier Region (PA) [1]	21.4%	16.3%	31.5%	22.2%	8.6%	26.8%	21.8%	18.2%	16.4%	6.8%	10.0%
Northwest Arkansas Area (AR)	11.8%	14.3%	40.7%	23.6%	9.6%	15.6%	16.8%	16.2%	14.7%	13.4%	23.4%
Mahoning Valley Region (OH)	21.2%	19.1%	35.3%	20.4%	4.0%	29.1%	24.2%	20.9%	8.9%	8.5%	8.5%
Iowa Cultural Corridor (IA)	10.3%	11.4%	39.5%	23.8%	15.0%	22.5%	18.0%	16.4%	15.7%	11.2%	16.3%
Pikes Peak Region (CO) [1]	5.1%	10.0%	51.4%	26.6%	6.9%	14.0%	16.9%	16.2%	19.5%	14.8%	18.6%
Greater Columbia Area (SC)	12.6%	4.8%	32.1%	39.6%	10.9%	9.2%	13.4%	34.2%	26.3%	10.6%	6.4%
Lehigh Valley Region (PA) [1]	18.9%	16.4%	32.3%	24.5%	7.9%	18.7%	17.4%	19.9%	14.2%	13.7%	16.2%
West Valley Region (AZ)	13.1%	24.2%	33.6%	22.9%	6.1%	12.9%	19.2%	20.6%	18.2%	12.3%	16.9%
Greater Harrisburg Area (PA) [1]	17.7%	17.4%	34.9%	21.3%	8.7%	15.4%	17.5%	20.0%	15.5%	14.5%	17.2%
Greater Hartford Area (CT)	11.1%	11.7%	37.4%	31.5%	8.2%	16.0%	16.7%	15.5%	12.2%	13.2%	26.3%
Greater Portland Area (OR)	8.9%	12.1%	42.0%	29.2%	7.8%	20.6%	17.0%	19.1%	12.1%	12.2%	19.0%
Metropolitan Kansas City Area (MO/KS)	8.8%	11.5%	37.2%	30.9%	11.6%	16.1%	16.2%	18.1%	13.7%	14.1%	21.7%
Greater Milwaukee Area (WI) [1]	11.1%	13.1%	38.1%	28.9%	8.7%	21.6%	13.0%	16.9%	12.2%	13.3%	23.0%

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 28:
Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
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Regional Study Regions All Populations Sample Size = 31	EDUCATIONAL ATTAINMENT of RESIDENT Audiences					ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
Central Florida Region (FL)	14.9%	19.1%	36.8%	22.1%	7.1%	24.0%	20.8%	16.7%	12.9%	9.9%	15.6%
Greater Washington DC Region (DC/MD/VA)	5.9%	7.1%	33.9%	38.8%	14.3%	9.0%	10.1%	12.2%	13.3%	13.4%	42.0%
Greater Philadelphia Region (PA)	9.5%	10.2%	33.6%	32.0%	14.8%	16.6%	13.0%	13.5%	14.3%	13.0%	29.5%
Southeastern Michigan Region (MI) [1]	13.2%	20.6%	34.5%	24.5%	7.1%	19.7%	16.4%	24.5%	14.1%	9.3%	16.0%
Greater Houston Area (TX)	10.2%	13.8%	40.1%	26.7%	9.2%	13.0%	14.7%	14.6%	12.2%	12.2%	33.3%
North Texas Region (TX)	15.1%	19.3%	39.2%	21.0%	5.3%	15.0%	15.8%	15.7%	15.3%	14.3%	23.8%
Regional Average	**15.1%**	**15.6%**	**36.1%**	**24.5%**	**8.7%**	**20.3%**	**17.6%**	**18.1%**	**14.3%**	**11.5%**	**18.2%**
Regional Median	**13.6%**	**16.3%**	**35.1%**	**23.6%**	**7.9%**	**19.6%**	**17.1%**	**16.9%**	**13.9%**	**12.2%**	**16.9%**

Statewide Study Regions All Populations Sample Size = 10	EDUCATIONAL ATTAINMENT of RESIDENT Audiences					ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
State of South Dakota	25.0%	22.4%	31.8%	14.7%	6.1%	27.9%	23.1%	18.0%	11.7%	7.9%	11.4%
State of Delaware	15.3%	17.0%	32.1%	26.1%	9.6%	15.2%	18.7%	18.6%	16.2%	13.6%	17.6%
State of Hawai'i	13.1%	17.6%	35.8%	24.6%	8.9%	28.4%	19.2%	16.0%	13.0%	9.3%	14.0%
State of New Hampshire	15.9%	17.1%	33.2%	26.2%	7.6%	21.7%	17.9%	16.9%	14.2%	12.3%	16.9%
State of Nebraska	17.0%	16.1%	32.0%	25.4%	9.5%	22.5%	20.5%	18.2%	13.2%	11.6%	14.0%
State of Connecticut	12.5%	12.6%	34.9%	30.7%	9.3%	14.8%	14.0%	15.1%	13.4%	14.2%	28.5%
State of Wisconsin	20.1%	18.0%	34.6%	20.2%	7.1%	24.9%	19.0%	18.1%	13.7%	10.7%	13.7%
State of North Carolina	14.5%	15.9%	36.4%	24.5%	8.8%	22.5%	19.7%	17.2%	14.3%	10.2%	16.1%
State of Pennsylvania	20.5%	13.4%	32.1%	24.1%	9.9%	25.1%	17.9%	17.1%	14.0%	10.0%	15.9%
State of Illinois	13.9%	17.5%	33.7%	26.7%	8.2%	22.4%	16.8%	17.3%	15.3%	9.7%	18.5%
Statewide Average	**16.8%**	**16.8%**	**33.7%**	**24.3%**	**8.5%**	**22.5%**	**18.7%**	**17.3%**	**13.9%**	**11.0%**	**16.7%**
Statewide Median	**15.6%**	**17.1%**	**33.5%**	**25.0%**	**8.9%**	**22.5%**	**18.9%**	**17.3%**	**13.9%**	**10.5%**	**16.0%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 28:
Educational Attainment and Annual Household Income of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
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Individual Arts Districts All Populations Sample Size = 2	EDUCATIONAL ATTAINMENT of RESIDENT Audiences					ANNUAL HOUSEHOLD INCOME of RESIDENT Audiences					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
Grand Center Arts District (St. Louis, MO)	6.5%	10.8%	39.8%	29.7%	13.3%	21.4%	16.8%	9.7%	15.0%	10.9%	26.2%
Dallas Arts District (Dallas, TX)	11.5%	11.8%	41.7%	26.8%	8.1%	14.2%	14.9%	19.2%	12.1%	11.8%	27.9%
Arts District Average	**9.0%**	**11.3%**	**40.8%**	**28.3%**	**10.7%**	**17.8%**	**15.9%**	**14.5%**	**13.6%**	**11.4%**	**27.1%**
Arts District Median	**9.0%**	**11.3%**	**40.8%**	**28.3%**	**10.7%**	**17.8%**	**15.9%**	**14.5%**	**13.6%**	**11.4%**	**27.1%**

Table Notes:

[1] The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 29:
Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

This table presents a demographic description of resident nonprofit arts and culture audiences in each participating study region during 2011. Residents are attendees who reside within the county in which the nonprofit arts and culture event at which they were surveyed took place (within the multi-county region for regional analyses, and within the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group. This table details the age, personal artistic creation, and willingness to travel to attend cultural experiences reported by resident arts attendees who completed the audience-intercept survey. Table 28 provides details about resident attendees' educational attainment and annual household income. (Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.)

Column Two:
The percentage of resident audience-intercept survey respondents in each participating study region who are 18 to 34 years of age. Audience-intercept survey respondents were required to be at least 18 years old.

Column Three:
The percentage of resident audience-intercept survey respondents who are 35 to 44 years of age.

Column Four:
The percentage of resident audience-intercept survey respondents who are 45 to 54 years of age.

Column Five:
The percentage of resident audience-intercept survey respondents who are 55 to 64 years of age.

Column Six:
The percentage of resident audience-intercept survey respondents who are 65 years of age or older.

Column Seven:
The percentage of resident audience-intercept survey respondents in each participating study region who report that they actively participate in the creation of art or music (e.g., sing in a choir, act in a play, paint or draw, play an instrument).

Columns Eight though Ten:
The audience-intercept survey included the question, "If this arts event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?"

Column Eight:
The percentage of resident audience-intercept survey respondents who responded, "No, I would have skipped the cultural experience altogether."

Column Nine:
The percentage of resident audience-intercept survey respondents who responded, "No, I would have replaced it with another nearby cultural experience."

Column Ten:
The percentage of resident audience-intercept survey respondents who responded, "Yes, I would have traveled to a different community."

Table 29:
Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	AGE of RESIDENT Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
City of Gunnison (CO) [1]	27.9%	13.9%	20.9%	20.9%	16.4%	**53.1%**	45.4%	34.0%	**20.6%**
Town of Telluride (CO) [1]	23.7%	30.1%	12.9%	19.4%	14.0%	**66.0%**	38.9%	32.6%	**28.4%**
Town of Crested Butte (CO)	19.3%	24.8%	24.6%	19.3%	11.9%	**58.7%**	42.0%	30.7%	**27.3%**
Town of Newmarket (NH) [1]	17.6%	6.6%	17.6%	38.2%	19.9%	**54.7%**	34.6%	11.8%	**53.7%**
Greater Ketchikan Area (AK) [1]	12.7%	14.9%	22.8%	34.1%	15.6%	**61.2%**	39.7%	43.1%	**17.2%**
Gunnison County (CO)	22.3%	21.0%	23.3%	19.9%	13.4%	**56.8%**	43.2%	31.8%	**25.0%**
City of Durango (CO)	13.7%	10.4%	18.4%	29.3%	28.2%	**44.5%**	44.1%	29.1%	**26.8%**
Teton County (WY)	15.4%	11.0%	14.0%	25.6%	34.0%	**54.8%**	36.6%	41.9%	**21.5%**
City of Laguna Beach (CA)	7.9%	8.1%	21.4%	33.0%	29.6%	**55.2%**	30.8%	18.1%	**51.1%**
City of Fairfax (VA)	7.2%	16.5%	26.0%	25.0%	25.3%	**47.2%**	33.7%	19.4%	**47.0%**
City of Auburn (NY)	15.8%	10.2%	21.8%	32.3%	19.8%	**47.4%**	40.3%	28.8%	**30.9%**
City of Slidell (LA)	14.4%	18.6%	23.7%	25.8%	17.5%	**48.2%**	35.2%	18.3%	**46.5%**
City of Winter Park (FL) [1]	21.1%	15.2%	21.1%	25.5%	17.1%	**51.6%**	26.0%	26.4%	**47.6%**
Greater Elkins Area (WV) [1]	51.0%	14.2%	12.9%	11.0%	11.0%	**77.2%**	23.2%	33.1%	**43.7%**
Transylvania County (NC)	5.7%	4.1%	9.4%	29.7%	51.0%	**57.6%**	29.9%	18.9%	**51.3%**
City of Rochester (NH)	12.1%	17.8%	23.9%	23.0%	23.2%	**42.8%**	31.8%	9.4%	**58.8%**
City and Borough of Juneau (AK) [1]	14.4%	18.6%	18.9%	36.0%	12.1%	**57.9%**	42.4%	43.5%	**14.1%**
Princeton (NJ)	12.5%	11.6%	19.0%	24.7%	32.2%	**53.7%**	32.0%	26.1%	**41.8%**
Platte County (NE)	15.4%	17.3%	16.4%	21.2%	29.7%	**58.3%**	38.4%	20.3%	**41.3%**
Adams County (NE)	8.0%	6.8%	16.5%	30.7%	38.1%	**52.6%**	32.9%	19.6%	**47.5%**
City of Fairbanks (AK) [1]	28.8%	10.5%	16.8%	30.2%	13.7%	**65.0%**	32.6%	41.6%	**25.9%**
City of West Hollywood (CA)	28.1%	20.2%	22.3%	18.3%	11.1%	**67.9%**	20.2%	10.8%	**68.9%**
City of Pittsfield (MA) [1]	23.3%	24.7%	18.6%	19.1%	14.4%	**48.8%**	21.5%	23.4%	**55.1%**
Windham County (VT)	4.8%	6.1%	14.7%	36.2%	38.2%	**70.6%**	42.8%	24.5%	**32.7%**
Iron County (UT)	24.9%	16.4%	15.3%	21.7%	21.7%	**59.6%**	31.1%	32.6%	**36.3%**
Watauga County (NC) [1]	27.5%	10.2%	19.2%	23.4%	19.8%	**61.1%**	33.1%	30.7%	**36.1%**
Buffalo County (NE)	10.1%	9.9%	17.2%	29.1%	33.8%	**40.4%**	35.8%	24.4%	**39.8%**
Group A Average	**18.0%**	**14.4%**	**18.9%**	**26.0%**	**22.7%**	**56.0%**	**34.7%**	**26.8%**	**38.4%**
Group A Median	**15.4%**	**14.2%**	**18.9%**	**25.5%**	**19.8%**	**55.2%**	**34.6%**	**26.4%**	**39.8%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 29:
Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
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Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	AGE of RESIDENT Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
Chenango County (NY)	6.2%	6.2%	15.6%	30.0%	42.0%	**49.4%**	36.9%	12.3%	**50.8%**
City of La Crosse (WI)	24.2%	8.0%	16.8%	20.2%	30.9%	**46.3%**	33.3%	23.6%	**43.1%**
Lenoir County (NC)	34.2%	10.0%	11.3%	19.3%	25.1%	**50.1%**	33.0%	17.9%	**49.1%**
City of Dubuque (IA)	18.0%	11.0%	23.0%	23.4%	24.6%	**49.2%**	37.5%	25.3%	**37.1%**
Greater Enid Area (OK)	15.5%	15.3%	18.2%	21.8%	29.2%	**47.0%**	36.0%	27.2%	**36.7%**
City of Flagstaff (AZ)	22.4%	12.0%	20.4%	28.3%	16.9%	**57.7%**	33.4%	34.2%	**32.4%**
City of Portland (ME)	22.0%	12.4%	15.8%	24.3%	25.6%	**54.3%**	30.0%	27.2%	**42.8%**
Athens County (OH)	38.6%	15.5%	16.2%	17.2%	12.4%	**67.0%**	30.6%	30.5%	**38.8%**
Rutherford County (NC)	15.0%	11.2%	14.5%	27.3%	32.0%	**54.8%**	33.6%	21.3%	**45.1%**
City of Walnut Creek (CA)	6.0%	4.3%	13.8%	20.1%	55.8%	**36.8%**	27.7%	13.0%	**59.4%**
City of Missoula (MT)	18.7%	10.2%	15.7%	30.1%	25.2%	**52.6%**	34.8%	34.8%	**30.5%**
City of Bloomington (IN)	30.4%	17.1%	15.9%	20.7%	15.9%	**54.2%**	32.8%	37.5%	**29.7%**
City of Miami Beach (FL)	13.8%	11.2%	15.7%	16.9%	42.5%	**38.1%**	26.0%	31.0%	**43.0%**
Greater Parkersburg Area (WV)	18.0%	13.7%	19.0%	24.9%	24.4%	**50.4%**	35.1%	27.1%	**37.8%**
Moore County (NC)	3.7%	8.1%	11.0%	18.6%	58.6%	**51.0%**	32.3%	28.0%	**39.7%**
Indiana County (PA)	40.6%	8.4%	15.5%	15.2%	20.4%	**56.7%**	40.6%	27.5%	**31.8%**
Buchanan County (MO)	20.0%	13.6%	18.4%	22.1%	25.9%	**46.1%**	36.6%	20.6%	**42.9%**
City of Boulder (CO) [1]	19.1%	10.8%	19.8%	31.0%	19.3%	**65.0%**	31.5%	32.2%	**36.2%**
Eau Claire County (WI)	27.3%	18.3%	20.2%	20.4%	13.7%	**44.2%**	31.5%	30.2%	**38.3%**
Group B Average	**20.7%**	**11.4%**	**16.7%**	**22.7%**	**28.4%**	**51.1%**	**33.3%**	**26.4%**	**40.3%**
Group B Median	**19.1%**	**11.2%**	**15.9%**	**21.8%**	**25.2%**	**50.4%**	**33.3%**	**27.2%**	**38.8%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 29:
Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
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Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	AGE of RESIDENT Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
City of Rochester (MN)	15.0%	15.6%	23.0%	23.4%	23.0%	**45.5%**	33.7%	26.1%	**40.1%**
Tompkins County (NY)	27.0%	13.1%	19.1%	21.1%	19.7%	**57.8%**	34.1%	40.1%	**25.8%**
Wayne County (NC)	19.6%	20.7%	19.5%	22.5%	17.7%	**50.6%**	32.4%	17.0%	**50.6%**
City of McKinney (TX)	15.2%	17.1%	24.3%	17.6%	25.8%	**38.0%**	35.2%	17.3%	**47.6%**
Orange County (NC)	24.4%	9.8%	12.4%	25.3%	28.0%	**53.0%**	30.9%	26.2%	**42.9%**
Town of Cary (NC)	8.7%	13.8%	24.8%	24.5%	28.1%	**50.9%**	31.2%	20.5%	**48.3%**
Marathon County (WI) [1]	12.8%	9.4%	15.8%	29.6%	32.5%	**39.4%**	40.5%	16.1%	**43.4%**
Greater Charlottesville Area (VA)	27.2%	10.4%	16.1%	23.6%	22.6%	**54.5%**	25.7%	34.8%	**39.5%**
City of Fort Collins (CO)	17.3%	12.0%	17.0%	24.9%	28.8%	**51.6%**	32.7%	29.8%	**37.5%**
Cambria County (PA)	13.2%	8.9%	15.0%	27.5%	35.5%	**46.3%**	32.4%	22.7%	**44.9%**
City of Alexandria (VA)	15.2%	22.0%	20.4%	20.4%	22.0%	**43.9%**	33.3%	23.9%	**42.8%**
City of Eugene (OR)	27.7%	12.5%	14.7%	24.9%	20.2%	**60.2%**	32.3%	36.4%	**31.3%**
Pitt County (NC)	37.8%	22.5%	13.1%	17.2%	9.4%	**51.1%**	34.7%	39.1%	**26.2%**
City of Santa Clarita (CA)	20.2%	23.3%	23.6%	16.4%	16.5%	**53.0%**	37.5%	32.7%	**29.8%**
City of Providence (RI)	22.9%	19.6%	19.9%	20.8%	16.9%	**55.9%**	25.3%	18.4%	**56.3%**
Erie (PA)	12.9%	13.4%	20.6%	32.0%	21.2%	**45.4%**	33.0%	28.6%	**38.4%**
New Hanover County (NC)	25.3%	12.5%	12.2%	20.6%	29.5%	**60.8%**	30.4%	39.2%	**30.4%**
City of Glendale (CA)	26.2%	30.9%	21.7%	13.3%	7.9%	**53.2%**	16.4%	18.7%	**64.9%**
City of Tacoma (WA)	14.2%	13.6%	15.8%	26.0%	30.4%	**51.3%**	28.4%	26.1%	**45.5%**
Whatcom County (WA)	34.7%	13.4%	14.4%	20.6%	16.8%	**65.8%**	31.4%	27.0%	**41.7%**
City of Boise (ID)	18.4%	15.5%	24.2%	26.4%	15.5%	**54.4%**	26.5%	35.8%	**37.6%**
Lackawanna County (PA)	16.9%	13.8%	18.2%	24.2%	26.8%	**45.2%**	36.5%	20.3%	**43.2%**
Arlington County (VA) [1]	16.7%	16.7%	26.9%	23.1%	16.7%	**41.0%**	26.3%	23.7%	**50.0%**
City of Orlando (FL)	26.0%	16.4%	19.7%	16.9%	21.0%	**48.9%**	25.2%	30.7%	**44.0%**
Buncombe County (NC)	18.1%	15.3%	17.6%	26.8%	22.2%	**51.7%**	29.4%	33.7%	**37.0%**
St. Tammany Parish (LA)	10.9%	16.5%	21.7%	31.1%	19.8%	**50.3%**	31.6%	19.1%	**49.3%**
Alachua County (FL)	34.6%	18.9%	15.8%	17.9%	12.8%	**50.5%**	30.3%	29.7%	**40.0%**
Greater Jackson Area (MS) [1]	37.9%	21.6%	20.7%	13.8%	6.0%	**53.7%**	21.7%	25.2%	**53.0%**
Group C Average	**21.3%**	**16.0%**	**18.9%**	**22.6%**	**21.2%**	**50.9%**	**30.7%**	**27.1%**	**42.2%**
Group C Median	**19.0%**	**15.4%**	**19.3%**	**23.3%**	**21.1%**	**51.2%**	**31.5%**	**26.2%**	**42.9%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 29:
Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	AGE of RESIDENT Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
City of Lincoln (NE)	19.2%	12.6%	14.6%	23.3%	30.3%	**51.4%**	34.0%	36.9%	**29.1%**
Durham County (NC)	16.7%	11.4%	14.2%	25.3%	32.4%	**56.1%**	32.2%	30.4%	**37.4%**
Osceola County (FL) [1]	10.5%	5.0%	13.8%	23.8%	47.0%	**37.3%**	37.1%	20.8%	**42.1%**
City of Newark (NJ) [1]	15.4%	17.6%	24.0%	25.6%	17.4%	**57.4%**	21.4%	16.5%	**62.1%**
City of Riverside (CA) [1]	30.6%	26.6%	18.8%	14.5%	9.5%	**34.6%**	32.4%	27.1%	**40.5%**
Lexington-Fayette Urban County (KY)	35.0%	16.5%	16.8%	18.5%	13.1%	**57.8%**	29.1%	32.9%	**38.0%**
Loudoun County (VA)	12.0%	18.3%	30.0%	18.9%	20.9%	**45.6%**	23.5%	17.0%	**59.5%**
Cumberland County (NC)	23.3%	16.4%	21.6%	21.4%	17.4%	**46.6%**	28.7%	24.8%	**46.5%**
Greater Chattanooga Area (TN)	15.1%	15.8%	18.6%	28.5%	22.1%	**52.5%**	28.9%	27.5%	**43.6%**
Forsyth County (NC)	14.3%	14.1%	19.3%	26.5%	25.8%	**49.9%**	34.7%	31.3%	**33.9%**
City of Wichita (KS)	18.2%	9.7%	13.9%	21.3%	36.9%	**48.5%**	33.5%	30.8%	**35.7%**
Sarasota County (FL)	6.9%	5.4%	7.7%	19.3%	60.8%	**47.5%**	29.3%	30.0%	**40.7%**
City of Oakland (CA) [1]	19.9%	24.3%	20.4%	17.7%	17.7%	**58.2%**	27.7%	11.9%	**60.5%**
Santa Barbara County (CA)	16.3%	14.2%	18.4%	23.4%	27.7%	**47.6%**	34.4%	27.7%	**37.9%**
City of Miami (FL)	17.6%	14.0%	17.7%	19.6%	31.1%	**35.9%**	27.1%	26.8%	**46.1%**
Seminole County (FL)	11.6%	13.8%	17.8%	24.3%	32.6%	**44.2%**	27.8%	26.5%	**45.7%**
City of Omaha (NE)	17.2%	11.6%	17.5%	27.1%	26.6%	**43.4%**	33.3%	43.4%	**23.3%**
Greater Syracuse Area (NY)	17.5%	10.2%	16.1%	25.0%	31.2%	**47.2%**	29.5%	28.7%	**41.8%**
City of Mesa (AZ)	18.8%	17.1%	18.3%	23.6%	22.2%	**41.6%**	19.2%	13.8%	**67.1%**
Guilford County (NC)	16.6%	11.9%	19.9%	25.0%	26.7%	**54.9%**	31.8%	28.4%	**39.8%**
Dane County (WI) [1]	25.5%	11.9%	14.7%	28.4%	19.5%	**48.3%**	31.7%	26.4%	**41.9%**
Volusia County (FL) [1]	11.2%	7.8%	18.4%	25.7%	36.9%	**49.5%**	32.7%	16.6%	**50.8%**
Group D Average	**17.7%**	**13.9%**	**17.8%**	**23.0%**	**27.5%**	**48.0%**	**30.0%**	**26.2%**	**43.8%**
Group D Median	**17.0%**	**13.9%**	**18.1%**	**23.7%**	**26.7%**	**48.0%**	**30.6%**	**27.3%**	**41.9%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 29:
Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	AGE of RESIDENT Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
City of Albuquerque (NM)	12.1%	9.8%	17.2%	32.0%	28.9%	**56.5%**	31.2%	35.8%	**33.0%**
City of Atlanta (GA) [1]	46.3%	10.2%	10.9%	15.6%	17.0%	**49.7%**	30.8%	30.1%	**39.0%**
Polk County (FL)	11.8%	9.3%	19.5%	23.3%	36.1%	**63.5%**	49.2%	20.0%	**30.8%**
Lee County (FL)	15.2%	17.3%	15.0%	22.7%	29.8%	**49.0%**	31.8%	15.6%	**52.5%**
City of Seattle (WA)	18.0%	11.7%	16.6%	25.8%	28.0%	**54.3%**	29.8%	34.2%	**36.0%**
District of Columbia (DC)	25.8%	16.1%	12.9%	20.6%	24.6%	**38.9%**	30.8%	39.7%	**29.5%**
City of Baltimore (MD) [1]	57.3%	21.3%	11.4%	8.6%	1.3%	**78.7%**	18.4%	42.2%	**39.3%**
Jefferson County (AL)	22.6%	16.7%	22.2%	18.2%	20.2%	**51.3%**	26.2%	32.5%	**41.3%**
City of Austin (TX)	29.9%	20.1%	19.7%	17.7%	12.5%	**59.0%**	28.7%	39.8%	**31.5%**
City of Indianapolis (IN)	24.1%	16.8%	17.0%	24.5%	17.6%	**49.4%**	30.1%	35.7%	**34.1%**
City and County of San Francisco (CA)	38.6%	20.1%	15.2%	15.4%	10.7%	**66.2%**	25.0%	37.8%	**37.3%**
Prince George's County (MD) [1]	20.2%	8.9%	12.3%	25.6%	33.0%	**47.9%**	24.7%	14.6%	**60.6%**
Bergen County (NJ) [1]	4.4%	9.9%	23.9%	24.3%	37.5%	**46.5%**	29.5%	16.8%	**53.7%**
Wake County (NC)	13.1%	16.0%	27.1%	23.4%	20.3%	**52.5%**	31.9%	24.7%	**43.5%**
Fairfield County (CT)	13.8%	14.8%	26.3%	20.6%	24.5%	**53.6%**	32.8%	24.7%	**42.5%**
Mecklenburg County (NC)	27.6%	27.6%	18.1%	13.9%	12.8%	**51.6%**	22.5%	32.4%	**45.2%**
Greater Memphis Area (TN)	24.0%	14.8%	17.2%	22.1%	21.9%	**50.6%**	29.6%	36.3%	**34.2%**
City of San Jose (CA)	15.4%	11.7%	16.2%	19.7%	36.9%	**48.7%**	26.7%	18.6%	**54.7%**
Westchester County (NY)	2.5%	4.4%	15.0%	24.2%	53.9%	**44.8%**	28.5%	15.3%	**56.2%**
Montgomery County (MD)	13.5%	24.9%	21.8%	17.6%	22.2%	**42.0%**	25.9%	23.7%	**50.4%**
Group E Average	**21.8%**	**15.1%**	**17.8%**	**20.8%**	**24.5%**	**52.7%**	**29.2%**	**28.5%**	**42.3%**
Group E Median	**19.1%**	**15.4%**	**17.1%**	**21.4%**	**23.4%**	**51.0%**	**29.6%**	**31.3%**	**40.3%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 29:
Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	AGE of RESIDENT Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
Pima County (AZ)	14.5%	10.2%	14.5%	24.6%	36.1%	**56.6%**	31.1%	32.1%	**36.8%**
Fairfax County (VA)	7.2%	16.5%	26.0%	25.0%	25.3%	**47.2%**	33.7%	19.4%	**47.0%**
Orange County (FL)	27.0%	16.4%	19.8%	18.8%	18.1%	**49.7%**	24.9%	29.2%	**45.9%**
Greater Columbus Area (OH)	19.6%	14.2%	17.7%	25.6%	22.8%	**49.7%**	29.7%	34.2%	**36.0%**
Allegheny County (PA)	16.5%	9.3%	13.2%	28.1%	32.8%	**44.5%**	28.1%	37.1%	**34.7%**
City of San Diego (CA)	30.2%	25.4%	14.4%	18.7%	11.3%	**58.6%**	2.9%	10.7%	**86.5%**
City of Dallas (TX)	23.8%	20.6%	16.6%	21.3%	17.7%	**54.2%**	33.5%	27.5%	**39.1%**
Palm Beach County (FL)	6.6%	5.2%	6.9%	13.8%	67.6%	**34.9%**	20.1%	18.6%	**61.2%**
Greater St. Louis Area (MO)	15.9%	12.9%	19.8%	24.4%	27.0%	**43.9%**	29.5%	32.7%	**37.8%**
City of San Antonio (TX) [1]	33.0%	29.3%	16.8%	12.8%	8.0%	**32.1%**	45.8%	29.5%	**24.6%**
Sacramento County (CA)	15.5%	10.0%	18.1%	27.4%	29.0%	**51.6%**	28.2%	24.9%	**46.9%**
City and County of Philadelphia (PA)	44.5%	14.8%	10.1%	16.7%	13.9%	**53.6%**	25.9%	35.2%	**38.9%**
City of Phoenix (AZ)	12.7%	7.0%	13.9%	22.7%	43.7%	**41.1%**	27.2%	25.0%	**47.8%**
Broward County (FL)	11.1%	11.9%	16.8%	22.6%	37.7%	**35.7%**	27.0%	24.3%	**48.7%**
Santa Clara County (CA)	16.5%	12.5%	19.5%	20.3%	31.3%	**50.1%**	26.8%	19.6%	**53.6%**
Tarrant County (TX) [1]	10.1%	20.1%	34.8%	27.3%	7.7%	**51.2%**	18.3%	23.2%	**58.5%**
Clark County (NV)	18.7%	25.2%	23.1%	16.4%	16.6%	**52.0%**	29.1%	34.4%	**36.5%**
Riverside County (CA)	26.6%	26.2%	19.9%	18.9%	8.4%	**36.5%**	37.4%	25.3%	**37.2%**
Miami-Dade County (FL)	14.5%	12.2%	16.9%	20.5%	35.9%	**35.4%**	26.4%	27.8%	**45.8%**
City of Chicago (IL)	34.4%	21.4%	15.9%	18.0%	10.4%	**59.6%**	21.0%	31.7%	**47.3%**
San Diego County (CA)	30.2%	25.4%	14.4%	18.7%	11.3%	**58.6%**	2.9%	10.7%	**86.5%**
City of Los Angeles (CA)	35.3%	29.2%	18.8%	10.8%	5.9%	**49.0%**	34.9%	24.3%	**40.8%**
Harris County (TX)	26.9%	20.0%	16.7%	22.0%	14.4%	**48.2%**	25.2%	38.5%	**36.3%**
Group F Average	**21.4%**	**17.2%**	**17.6%**	**20.7%**	**23.2%**	**47.6%**	**26.5%**	**26.8%**	**46.7%**
Group F Median	**18.7%**	**16.4%**	**16.8%**	**20.5%**	**18.1%**	**49.7%**	**27.2%**	**27.5%**	**45.8%**
ALL CITY/COUNTY STUDY REGIONS									
Average	**20.1%**	**14.8%**	**18.0%**	**22.8%**	**24.3%**	**51.2%**	**30.8%**	**27.0%**	**42.2%**
Median	**18.0%**	**14.0%**	**17.7%**	**23.0%**	**22.2%**	**51.0%**	**31.4%**	**27.2%**	**41.3%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 29:
Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	AGE of RESIDENT Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
Greater Portsmouth Area (NH)	8.8%	14.4%	20.7%	26.3%	29.7%	**52.1%**	28.2%	21.7%	**50.1%**
Greater Concord Area (NH)	8.1%	12.1%	24.3%	25.5%	29.9%	**50.2%**	31.4%	21.7%	**46.9%**
Greater Aberdeen Area (SD)	11.9%	8.4%	16.2%	28.1%	35.4%	**35.1%**	45.0%	23.6%	**31.4%**
Centre Region (PA)	17.2%	6.3%	14.8%	24.8%	36.9%	**46.3%**	42.9%	27.0%	**30.1%**
Greater Minot Area (ND)	19.0%	10.4%	16.5%	20.3%	33.8%	**50.8%**	42.2%	30.0%	**27.9%**
Creative Corridor in Northwest Iowa (IA) [1]	13.7%	6.3%	17.7%	26.9%	35.4%	**56.6%**	32.5%	21.3%	**46.2%**
Northern New Hampshire (NH) [1]	4.3%	5.7%	11.4%	21.4%	57.1%	**42.0%**	46.2%	15.4%	**38.5%**
Greater Sioux Falls Area (SD)	16.9%	8.0%	15.1%	27.7%	32.2%	**43.0%**	36.1%	30.3%	**33.6%**
Greater Athens Area (GA)	36.9%	25.0%	17.3%	13.5%	7.2%	**59.8%**	27.2%	27.7%	**45.1%**
Greater Rockford Area (IL)	15.0%	13.0%	19.3%	28.1%	24.6%	**53.2%**	31.9%	24.5%	**43.6%**
Greater Peoria Area (IL)	18.6%	14.8%	19.5%	24.1%	22.9%	**50.2%**	31.9%	22.5%	**45.6%**
Greater Fox Cities Region (WI) [1]	12.2%	11.4%	19.7%	29.2%	27.5%	**39.9%**	32.2%	19.4%	**48.3%**
Northern Tier Region (PA) [1]	6.6%	5.4%	16.0%	29.2%	42.8%	**54.9%**	35.2%	15.4%	**49.4%**
Northwest Arkansas Area (AR)	16.4%	16.7%	16.5%	22.9%	27.5%	**45.0%**	32.1%	22.1%	**45.9%**
Mahoning Valley Region (OH)	15.7%	9.3%	17.9%	26.3%	30.8%	**46.4%**	35.6%	19.1%	**45.3%**
Iowa Cultural Corridor (IA)	19.8%	10.7%	14.9%	24.5%	30.1%	**48.8%**	32.3%	29.2%	**38.5%**
Pikes Peak Region (CO) [1]	22.1%	24.3%	22.1%	21.6%	9.9%	**41.0%**	28.4%	37.0%	**34.5%**
Greater Columbia Area (SC)	17.1%	25.3%	15.3%	23.1%	19.3%	**35.8%**	20.1%	70.0%	**10.0%**
Lehigh Valley Region (PA) [1]	17.5%	16.3%	19.8%	27.6%	18.9%	**43.8%**	24.1%	23.0%	**52.9%**
West Valley Region (AZ)	5.8%	6.8%	11.0%	24.5%	51.9%	**34.9%**	28.4%	19.2%	**52.4%**
Greater Harrisburg Area (PA) [1]	5.6%	4.3%	12.2%	22.1%	55.9%	**28.4%**	37.8%	19.7%	**42.5%**
Greater Hartford Area (CT)	19.0%	12.8%	25.0%	21.2%	22.0%	**47.3%**	32.0%	20.0%	**48.0%**
Greater Portland Area (OR)	15.0%	16.9%	19.2%	28.1%	20.8%	**52.5%**	27.8%	38.1%	**34.0%**
Metropolitan Kansas City Area (MO/KS)	11.9%	11.5%	16.2%	29.5%	30.9%	**46.3%**	29.6%	38.2%	**32.2%**
Greater Milwaukee Area (WI) [1]	10.7%	14.4%	15.6%	22.2%	37.1%	**48.0%**	29.4%	25.1%	**45.6%**

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 29:
Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

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Regional Study Regions All Populations Sample Size = 31	AGE of RESIDENT Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
Central Florida Region (FL)	20.8%	13.8%	18.3%	20.2%	26.9%	**49.2%**	27.5%	24.6%	**47.8%**
Greater Washington DC Region (DC/MD/VA)	16.7%	17.7%	19.2%	22.6%	23.7%	**44.7%**	27.6%	20.8%	**51.6%**
Greater Philadelphia Region (PA)	26.2%	13.4%	16.6%	22.3%	21.4%	**47.1%**	25.9%	26.3%	**47.8%**
Southeastern Michigan Region (MI) [1]	11.5%	16.3%	19.8%	24.3%	28.1%	**48.0%**	28.0%	16.0%	**56.0%**
Greater Houston Area (TX)	23.5%	17.4%	17.6%	22.9%	18.6%	**43.1%**	24.8%	31.9%	**43.2%**
North Texas Region (TX)	18.9%	17.9%	23.4%	20.5%	19.2%	**45.2%**	30.1%	21.3%	**48.6%**
Regional Average	**15.6%**	**13.1%**	**17.7%**	**24.2%**	**29.3%**	**46.1%**	**31.8%**	**25.9%**	**42.4%**
Regional Median	**16.4%**	**13.0%**	**17.6%**	**24.3%**	**28.1%**	**46.4%**	**31.4%**	**23.0%**	**45.6%**

Statewide Study Regions All Populations Sample Size = 10	AGE of RESIDENT Audiences						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
State of South Dakota	14.9%	7.9%	15.6%	27.4%	34.3%	**40.3%**	40.0%	24.7%	**35.3%**
State of Delaware	10.0%	10.3%	14.9%	20.7%	44.1%	**48.6%**	26.8%	21.1%	**52.1%**
State of Hawai'i	40.9%	15.4%	12.8%	14.6%	16.3%	**56.9%**	29.7%	21.9%	**48.4%**
State of New Hampshire	11.2%	12.4%	21.0%	26.8%	28.6%	**50.5%**	28.7%	15.1%	**56.2%**
State of Nebraska	15.6%	11.9%	16.4%	25.7%	30.3%	**49.9%**	34.0%	27.7%	**38.3%**
State of Connecticut	14.1%	12.4%	22.5%	24.8%	26.2%	**47.1%**	28.8%	18.8%	**52.4%**
State of Wisconsin	19.2%	12.5%	18.2%	25.7%	24.4%	**44.5%**	32.1%	22.3%	**45.6%**
State of North Carolina	18.3%	13.9%	17.7%	23.8%	26.2%	**53.3%**	30.3%	23.5%	**46.2%**
State of Pennsylvania	20.9%	10.7%	16.3%	24.6%	27.4%	**46.4%**	32.4%	23.9%	**43.7%**
State of Illinois	23.1%	15.9%	18.4%	23.8%	18.8%	**53.7%**	28.3%	24.7%	**47.1%**
Statewide Average	**18.8%**	**12.3%**	**17.4%**	**23.8%**	**27.7%**	**49.1%**	**31.1%**	**22.4%**	**46.5%**
Statewide Median	**17.0%**	**12.4%**	**17.1%**	**24.7%**	**26.8%**	**49.3%**	**30.0%**	**22.9%**	**46.7%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 29:
Age, Artistic Creation, and Willingness to Travel of Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

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Individual Arts Districts All Populations Sample Size = 2	AGE of RESIDENT Audiences						Willingness to Travel for Cultural Experiences		
	18-34	**35-44**	**45-54**	**55-64**	**65 or Older**	**Personally Create Art**	**Skip Altogether**	**Replace Nearby**	**Travel to a Different Community**
Grand Center Arts District (St. Louis, MO)	14.9%	12.2%	18.6%	28.4%	25.9%	**42.2%**	29.5%	34.0%	**36.6%**
Dallas Arts District (Dallas, TX)	23.5%	18.2%	13.7%	22.8%	21.8%	**55.1%**	27.1%	27.1%	**45.8%**
Arts District Average	**19.2%**	**15.2%**	**16.2%**	**25.6%**	**23.9%**	**48.7%**	**28.3%**	**30.6%**	**41.2%**
Arts District Median	**19.2%**	**15.2%**	**16.2%**	**25.6%**	**23.9%**	**48.7%**	**28.3%**	**30.6%**	**41.2%**

Table Notes:

[1] The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 30:
Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

This table presents a demographic description of non-resident nonprofit arts and culture audiences in each participating study region during 2011. Non-residents are attendees who reside outside the county in which the nonprofit arts and culture event at which they were surveyed took place (outside the multi-county region for regional analyses, and outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group. This table details the educational attainment and annual household income reported by non-resident arts attendees who completed the audience-intercept survey. Table 31 provides details about non-resident attendees' age, personal artistic creation, and willingness to travel to attend cultural experiences. (Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.)

Column Two:
The percentage of non-resident audience-intercept survey respondents in each participating study region whose highest completed level of education is a high school degree (or less than a high school degree).

Column Three:
The percentage of non-resident audience-intercept survey respondents whose highest completed level of education is a two-year (e.g., associates or technical) college degree.

Column Four:
The percentage of non-resident audience-intercept survey respondents whose highest completed level of education is a four-year (e.g., bachelors) degree.

Column Five:
The percentage of non-resident audience-intercept survey respondents whose highest completed level of education is a master's degree.

Column Six:
The percentage of non-resident audience-intercept survey respondents whose highest completed level of education is a doctoral degree.

Column Seven:
The percentage of non-resident audience-intercept survey respondents whose annual household income is less than $40,000.

Column Eight:
The percentage of non-resident audience-intercept survey respondents whose annual household income is $40,000 to $59,999.

Column Nine:
The percentage of non-resident audience-intercept survey respondents whose annual household income is $60,000 to $79,999.

Column Ten:
The percentage of non-resident audience-intercept survey respondents whose annual household income is $80,000 to $99,999.

Column Eleven:
The percentage of non-resident audience-intercept survey respondents whose annual household income is $100,000 to $119,999

Column Twelve:
The percentage of non-resident audience-intercept survey respondents whose annual household income is $120,000 or more.

Table 30:
Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents					ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
City of Gunnison (CO) [1]	5.1%	15.4%	25.6%	43.6%	10.3%	15.8%	23.7%	13.2%	18.4%	13.2%	15.8%
Town of Telluride (CO) [1]	7.1%	11.0%	41.5%	28.4%	12.1%	13.3%	13.3%	15.2%	9.4%	11.3%	37.5%
Town of Crested Butte (CO)	3.7%	9.9%	38.0%	31.5%	17.0%	8.7%	9.4%	12.7%	13.0%	12.0%	44.1%
Town of Newmarket (NH) [1]	20.0%	33.3%	30.0%	11.7%	5.0%	30.4%	21.4%	19.6%	5.4%	8.9%	14.3%
Greater Ketchikan Area (AK) [1]	0.0%	41.2%	47.1%	11.8%	0.0%	23.5%	35.3%	5.9%	23.5%	0.0%	11.8%
Gunnison County (CO)	3.8%	10.5%	36.6%	32.8%	16.3%	9.5%	11.0%	12.8%	13.6%	12.2%	40.9%
City of Durango (CO)	13.1%	16.4%	32.4%	25.6%	12.6%	22.2%	11.6%	20.6%	14.3%	11.6%	19.6%
Teton County (WY)	7.5%	8.1%	35.6%	32.0%	16.8%	11.9%	12.3%	14.9%	13.7%	14.1%	33.1%
City of Laguna Beach (CA)	9.4%	16.0%	42.5%	21.0%	11.0%	8.8%	10.0%	14.1%	16.5%	20.0%	30.6%
City of Fairfax (VA)	4.7%	7.9%	40.7%	34.4%	12.3%	8.3%	10.8%	15.0%	11.3%	16.7%	37.9%
City of Auburn (NY)	12.8%	15.0%	43.9%	24.8%	3.4%	15.5%	20.0%	33.4%	13.8%	7.6%	9.7%
City of Slidell (LA)	19.4%	23.9%	35.8%	16.4%	4.5%	23.4%	32.8%	14.1%	15.6%	7.8%	6.3%
City of Winter Park (FL) [1]	14.9%	17.7%	34.8%	21.9%	10.6%	24.7%	17.0%	16.3%	15.3%	11.5%	15.3%
Greater Elkins Area (WV) [1]	20.4%	9.7%	30.1%	32.3%	7.5%	24.7%	23.5%	21.0%	19.8%	7.4%	3.7%
Transylvania County (NC)	6.3%	11.2%	37.8%	30.5%	14.1%	19.7%	16.1%	14.4%	17.0%	11.8%	21.1%
City of Rochester (NH)	23.6%	24.9%	28.8%	19.7%	3.1%	24.1%	16.6%	22.1%	14.6%	6.5%	16.1%
City and Borough of Juneau (AK) [1]	20.0%	10.0%	30.0%	30.0%	10.0%	11.1%	16.7%	27.8%	22.2%	5.6%	16.7%
Princeton (NJ)	10.5%	7.4%	33.3%	34.9%	13.9%	10.2%	12.4%	11.5%	12.1%	15.9%	37.9%
Platte County (NE)	22.2%	36.3%	25.2%	15.6%	0.7%	20.3%	27.3%	28.1%	10.2%	11.7%	2.3%
Adams County (NE)	31.6%	17.5%	27.1%	18.6%	5.1%	18.8%	24.4%	21.9%	15.0%	10.0%	10.0%
City of Fairbanks (AK) [1]	33.3%	7.7%	30.8%	20.5%	7.7%	3.6%	14.3%	32.1%	14.3%	7.1%	28.6%
City of West Hollywood (CA)	12.8%	19.3%	43.1%	19.3%	5.5%	42.5%	13.2%	17.0%	9.4%	2.8%	15.1%
City of Pittsfield (MA) [1]	0.0%	18.2%	50.0%	22.7%	9.1%	10.5%	15.8%	21.1%	26.3%	5.3%	21.1%
Windham County (VT)	4.1%	2.7%	35.6%	40.9%	16.8%	16.7%	15.3%	21.5%	12.5%	10.4%	23.6%
Iron County (UT)	12.7%	13.1%	35.4%	25.8%	13.0%	14.2%	15.1%	19.2%	12.8%	14.7%	24.0%
Watauga County (NC) [1]	16.5%	13.8%	31.3%	32.1%	6.3%	19.3%	10.4%	13.9%	14.4%	9.4%	32.7%
Buffalo County (NE)	34.3%	22.8%	27.2%	11.2%	4.5%	25.1%	22.6%	18.5%	15.4%	5.1%	13.3%
Group A Average	**13.7%**	**16.3%**	**35.2%**	**25.6%**	**9.2%**	**17.7%**	**17.5%**	**18.4%**	**14.8%**	**10.0%**	**21.6%**
Group A Median	**12.8%**	**15.0%**	**35.4%**	**25.6%**	**10.0%**	**16.7%**	**15.8%**	**17.0%**	**14.3%**	**10.4%**	**19.6%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 30:
Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents					ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
Chenango County (NY)	23.4%	21.9%	26.0%	22.3%	6.4%	20.6%	18.5%	23.0%	15.7%	10.1%	12.1%
City of La Crosse (WI)	29.6%	22.9%	27.9%	15.4%	4.3%	33.8%	15.0%	20.8%	12.3%	8.1%	10.0%
Lenoir County (NC)	29.7%	16.6%	30.4%	18.2%	5.1%	27.3%	30.6%	16.2%	12.2%	4.4%	9.2%
City of Dubuque (IA)	14.5%	23.1%	37.3%	21.4%	3.7%	20.7%	21.1%	20.4%	13.9%	8.6%	15.4%
Greater Enid Area (OK)	14.2%	18.3%	45.0%	19.3%	3.2%	26.8%	30.8%	22.3%	11.2%	4.0%	4.9%
City of Flagstaff (AZ)	8.4%	20.5%	36.3%	24.8%	9.9%	20.1%	16.5%	18.1%	15.8%	11.5%	17.9%
City of Portland (ME)	9.5%	12.4%	33.9%	32.9%	11.3%	19.7%	18.9%	15.2%	14.4%	15.5%	16.3%
Athens County (OH)	22.8%	14.4%	38.4%	16.5%	7.8%	37.8%	17.9%	16.2%	7.9%	10.3%	9.8%
Rutherford County (NC)	21.4%	34.6%	27.6%	12.5%	3.9%	21.1%	31.6%	20.6%	12.7%	6.6%	7.5%
City of Walnut Creek (CA)	7.4%	13.8%	38.3%	28.9%	11.7%	8.7%	14.1%	13.3%	16.3%	18.3%	29.3%
City of Missoula (MT)	11.0%	14.4%	36.3%	28.8%	9.6%	25.4%	20.4%	19.7%	13.4%	9.9%	11.3%
City of Bloomington (IN)	26.2%	13.1%	30.3%	24.2%	6.1%	25.7%	14.1%	18.4%	15.7%	9.5%	16.5%
City of Miami Beach (FL)	3.0%	12.6%	34.8%	26.7%	23.0%	9.7%	15.3%	16.9%	8.1%	18.5%	31.5%
Greater Parkersburg Area (WV)	26.9%	18.6%	24.9%	23.3%	6.3%	26.9%	23.5%	18.1%	18.1%	8.8%	4.6%
Moore County (NC)	4.9%	17.5%	41.7%	18.4%	17.5%	18.7%	18.7%	16.5%	13.2%	11.0%	22.0%
Indiana County (PA)	62.4%	10.7%	17.1%	6.7%	3.2%	53.8%	10.4%	16.7%	6.3%	6.3%	6.6%
Buchanan County (MO)	25.8%	14.8%	36.4%	19.1%	3.8%	19.4%	28.3%	20.6%	11.7%	9.4%	10.6%
City of Boulder (CO) [1]	10.6%	10.6%	33.8%	32.5%	12.6%	25.0%	18.1%	15.3%	9.7%	9.7%	22.2%
Eau Claire County (WI)	23.7%	23.5%	30.7%	17.8%	4.3%	27.8%	20.9%	16.5%	15.4%	9.6%	9.9%
Group B Average	**19.8%**	**17.6%**	**33.0%**	**21.6%**	**8.1%**	**24.7%**	**20.2%**	**18.1%**	**12.8%**	**10.0%**	**14.1%**
Group B Median	**21.4%**	**16.6%**	**33.9%**	**21.4%**	**6.3%**	**25.0%**	**18.7%**	**18.1%**	**13.2%**	**9.6%**	**11.3%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 30:
Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents					ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
City of Rochester (MN)	15.8%	21.1%	37.1%	19.5%	6.6%	21.1%	16.6%	17.4%	16.3%	15.0%	13.6%
Tompkins County (NY)	27.7%	8.2%	38.0%	20.4%	5.7%	34.3%	15.7%	15.7%	10.6%	9.3%	14.4%
Wayne County (NC)	19.2%	31.5%	30.8%	15.8%	2.7%	25.9%	25.9%	15.4%	16.8%	9.1%	7.0%
City of McKinney (TX)	20.9%	21.1%	34.4%	14.5%	9.2%	20.1%	13.9%	14.5%	13.1%	14.5%	24.0%
Orange County (NC)	13.2%	8.4%	35.1%	26.6%	16.7%	25.6%	16.6%	13.8%	12.5%	8.2%	23.2%
Town of Cary (NC)	10.9%	10.2%	33.6%	30.7%	14.6%	18.8%	16.2%	13.7%	12.8%	13.7%	24.8%
Marathon County (WI) [1]	26.4%	15.4%	37.4%	15.4%	5.5%	27.6%	24.1%	12.6%	11.5%	6.9%	17.2%
Greater Charlottesville Area (VA)	11.8%	10.0%	35.3%	31.6%	11.2%	22.4%	15.8%	15.9%	15.5%	10.4%	19.9%
City of Fort Collins (CO)	10.2%	12.1%	42.7%	26.1%	8.9%	29.7%	12.4%	18.6%	14.5%	11.7%	13.1%
Cambria County (PA)	24.9%	15.3%	31.0%	24.5%	4.3%	30.6%	23.2%	15.2%	12.2%	7.1%	11.7%
City of Alexandria (VA)	7.9%	8.6%	37.1%	36.5%	9.9%	8.1%	13.4%	14.2%	14.8%	12.8%	36.7%
City of Eugene (OR)	20.6%	16.1%	34.8%	21.3%	7.1%	31.0%	17.9%	14.5%	11.0%	8.3%	17.2%
Pitt County (NC)	19.7%	17.1%	38.5%	19.7%	5.1%	37.5%	17.0%	11.6%	14.3%	10.7%	8.9%
City of Santa Clarita (CA)	27.8%	5.6%	50.0%	11.1%	5.6%	0.0%	5.6%	0.0%	22.2%	44.4%	27.8%
City of Providence (RI)	9.7%	10.8%	34.2%	29.9%	15.4%	13.8%	15.0%	13.8%	13.4%	15.0%	29.1%
Erie (PA)	14.4%	16.7%	34.4%	26.7%	7.8%	25.0%	19.3%	12.5%	19.3%	9.1%	14.8%
New Hanover County (NC)	22.3%	16.8%	37.0%	19.3%	4.6%	26.8%	16.8%	21.3%	13.1%	10.7%	11.3%
City of Glendale (CA)	14.0%	14.0%	24.0%	34.0%	14.0%	22.7%	15.9%	13.6%	13.6%	13.6%	20.5%
City of Tacoma (WA)	8.5%	17.0%	39.6%	24.1%	10.7%	15.4%	16.2%	16.6%	13.4%	13.4%	25.1%
Whatcom County (WA)	15.3%	28.2%	37.1%	16.1%	3.2%	38.6%	15.8%	14.0%	13.2%	7.9%	10.5%
City of Boise (ID)	16.2%	21.2%	23.2%	27.3%	12.1%	19.6%	24.7%	20.6%	10.3%	11.3%	13.4%
Lackawanna County (PA)	22.5%	15.3%	34.0%	23.4%	4.8%	23.1%	19.9%	23.1%	14.5%	8.6%	10.8%
Arlington County (VA) [1]	8.4%	3.3%	34.6%	37.4%	16.4%	15.2%	11.2%	14.2%	8.6%	11.2%	39.6%
City of Orlando (FL)	12.1%	18.0%	35.5%	26.0%	8.4%	20.9%	19.8%	16.2%	14.1%	10.5%	18.4%
Buncombe County (NC)	10.6%	20.1%	32.5%	27.5%	9.2%	21.7%	18.2%	16.7%	12.9%	12.9%	17.7%
St. Tammany Parish (LA)	18.8%	23.7%	33.9%	18.3%	5.4%	20.2%	28.6%	14.3%	14.3%	9.5%	13.1%
Alachua County (FL)	23.6%	24.8%	29.5%	15.0%	7.1%	30.1%	13.4%	20.5%	11.3%	9.2%	15.5%
Greater Jackson Area (MS) [1]	16.7%	26.4%	34.7%	15.3%	6.9%	40.3%	18.0%	18.0%	5.8%	7.9%	10.1%
Group C Average	**16.8%**	**16.3%**	**35.0%**	**23.4%**	**8.5%**	**23.8%**	**17.4%**	**15.3%**	**13.4%**	**11.9%**	**18.2%**
Group C Median	**16.0%**	**16.4%**	**34.8%**	**23.8%**	**7.5%**	**22.9%**	**16.6%**	**14.9%**	**13.3%**	**10.6%**	**16.4%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 30:
Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents					ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
City of Lincoln (NE)	17.2%	13.7%	32.7%	27.8%	8.6%	21.1%	18.3%	20.3%	17.7%	11.0%	11.5%
Durham County (NC)	4.7%	8.7%	34.6%	31.5%	20.4%	16.3%	19.9%	12.0%	11.3%	12.9%	27.6%
Osceola County (FL) [1]	31.3%	26.3%	20.3%	16.9%	5.1%	26.7%	15.1%	14.0%	18.6%	9.3%	16.3%
City of Newark (NJ) [1]	14.7%	14.7%	35.7%	28.8%	6.0%	16.5%	17.1%	17.7%	18.1%	9.4%	21.3%
City of Riverside (CA) [1]	11.8%	26.8%	46.5%	12.6%	2.4%	15.7%	15.7%	28.3%	27.6%	9.4%	3.2%
Lexington-Fayette Urban County (KY)	17.8%	16.4%	28.9%	24.0%	12.9%	27.3%	15.7%	14.6%	11.1%	11.1%	20.2%
Loudoun County (VA)	9.3%	10.5%	33.9%	35.5%	10.9%	9.2%	10.0%	10.5%	16.2%	11.8%	42.4%
Cumberland County (NC)	18.6%	31.4%	29.4%	16.0%	4.6%	18.0%	23.3%	21.2%	18.0%	7.4%	12.2%
Greater Chattanooga Area (TN)	22.6%	21.6%	30.6%	19.6%	5.6%	21.6%	22.3%	21.6%	12.8%	7.4%	14.2%
Forsyth County (NC)	9.7%	13.7%	38.5%	28.4%	9.7%	18.8%	18.4%	15.9%	15.9%	9.0%	22.0%
City of Wichita (KS)	19.9%	14.8%	31.2%	29.4%	4.7%	20.7%	29.3%	19.1%	11.6%	6.6%	12.7%
Sarasota County (FL)	15.6%	16.5%	32.9%	27.2%	7.8%	14.3%	18.0%	17.8%	14.8%	12.8%	22.3%
City of Oakland (CA) [1]	10.1%	13.0%	56.5%	17.4%	2.9%	22.7%	13.6%	15.2%	22.7%	13.6%	12.1%
Santa Barbara County (CA)	17.7%	18.3%	34.8%	23.2%	6.1%	19.0%	15.0%	17.7%	15.0%	12.9%	20.4%
City of Miami (FL)	13.1%	13.5%	31.8%	30.0%	11.6%	14.4%	12.0%	17.2%	16.0%	12.0%	28.4%
Seminole County (FL)	16.3%	16.9%	35.3%	23.9%	7.6%	25.3%	23.2%	17.7%	11.6%	11.3%	10.9%
City of Omaha (NE)	16.3%	14.5%	35.7%	27.8%	5.7%	18.8%	17.4%	19.8%	11.1%	14.4%	18.5%
Greater Syracuse Area (NY)	12.6%	13.6%	28.5%	30.8%	14.5%	15.2%	14.2%	14.7%	16.2%	11.3%	28.4%
City of Mesa (AZ)	28.9%	21.6%	31.3%	14.4%	3.8%	25.0%	20.1%	15.8%	18.5%	8.7%	12.0%
Guilford County (NC)	14.0%	16.6%	36.9%	22.5%	10.0%	22.0%	20.4%	18.0%	12.4%	11.6%	15.6%
Dane County (WI) [1]	13.2%	13.8%	39.5%	26.3%	7.2%	19.4%	9.0%	22.6%	15.5%	15.5%	18.1%
Volusia County (FL) [1]	17.9%	26.2%	28.6%	27.4%	0.0%	36.8%	14.7%	22.1%	8.8%	1.5%	16.2%
Group D Average	**16.1%**	**17.4%**	**34.3%**	**24.6%**	**7.6%**	**20.2%**	**17.4%**	**17.9%**	**15.5%**	**10.5%**	**18.5%**
Group D Median	**16.0%**	**15.6%**	**33.4%**	**26.8%**	**6.7%**	**19.2%**	**17.3%**	**17.7%**	**15.7%**	**11.2%**	**17.2%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 30:
Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents					ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
City of Albuquerque (NM)	12.9%	15.3%	32.5%	29.4%	9.8%	24.2%	20.9%	15.7%	11.8%	8.5%	19.0%
City of Atlanta (GA) [1]	8.2%	13.7%	41.8%	27.4%	8.9%	18.0%	19.4%	12.2%	17.3%	10.8%	22.3%
Polk County (FL)	10.7%	13.6%	45.6%	26.2%	3.9%	14.0%	16.7%	28.9%	14.9%	20.2%	5.3%
Lee County (FL)	14.0%	17.2%	36.5%	22.9%	9.4%	9.5%	12.4%	24.9%	12.4%	14.8%	26.0%
City of Seattle (WA)	12.5%	11.8%	35.1%	29.7%	10.8%	19.5%	14.0%	17.8%	16.5%	12.8%	19.5%
District of Columbia (DC)	4.5%	5.3%	34.0%	38.5%	17.8%	7.8%	8.8%	9.4%	13.1%	15.3%	45.6%
City of Baltimore (MD) [1]	7.2%	7.8%	43.1%	34.1%	7.8%	28.0%	19.1%	19.7%	13.4%	7.6%	12.1%
Jefferson County (AL)	17.0%	19.3%	38.6%	16.6%	8.5%	16.3%	19.2%	21.3%	12.9%	10.8%	19.6%
City of Austin (TX)	11.8%	12.3%	43.1%	25.1%	7.7%	18.4%	19.5%	18.4%	13.5%	11.4%	18.9%
City of Indianapolis (IN)	12.0%	14.7%	37.7%	25.4%	10.3%	12.7%	13.2%	20.2%	15.6%	12.7%	25.6%
City and County of San Francisco (CA)	5.4%	9.4%	41.3%	31.7%	12.2%	27.8%	14.3%	14.1%	11.3%	10.5%	22.1%
Prince George's County (MD) [1]	8.0%	6.2%	37.0%	34.6%	14.2%	17.6%	14.4%	14.4%	11.8%	13.1%	28.8%
Bergen County (NJ) [1]	13.3%	15.2%	32.4%	34.3%	4.8%	6.5%	13.0%	20.7%	16.3%	19.6%	23.9%
Wake County (NC)	8.9%	11.4%	35.4%	28.4%	15.9%	17.9%	17.3%	15.5%	15.5%	14.3%	19.5%
Fairfield County (CT)	12.7%	11.0%	35.8%	30.6%	9.8%	11.5%	12.8%	18.6%	12.2%	12.8%	32.1%
Mecklenburg County (NC)	13.1%	14.1%	42.8%	23.3%	6.7%	15.5%	12.8%	19.2%	14.0%	13.2%	25.3%
Greater Memphis Area (TN)	22.4%	19.5%	30.5%	20.8%	6.8%	17.0%	17.0%	20.0%	17.0%	12.2%	16.7%
City of San Jose (CA)	7.2%	9.2%	37.4%	31.5%	14.7%	12.3%	10.4%	17.9%	11.8%	10.4%	37.3%
Westchester County (NY)	3.0%	8.0%	33.6%	40.1%	15.3%	4.8%	7.7%	13.3%	15.7%	14.1%	44.4%
Montgomery County (MD)	8.7%	8.2%	32.0%	36.8%	14.3%	13.7%	7.3%	10.2%	12.9%	14.9%	40.9%
Group E Average	**10.7%**	**12.2%**	**37.3%**	**29.4%**	**10.5%**	**15.7%**	**14.5%**	**17.6%**	**14.0%**	**13.0%**	**25.2%**
Group E Median	**11.3%**	**12.1%**	**36.8%**	**29.6%**	**9.8%**	**15.9%**	**14.2%**	**18.2%**	**13.5%**	**12.8%**	**23.1%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 30:
Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents					ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
Pima County (AZ)	11.8%	17.6%	36.5%	25.9%	8.2%	19.5%	24.4%	14.6%	20.7%	8.5%	12.2%
Fairfax County (VA)	4.7%	7.9%	40.7%	34.4%	12.3%	8.3%	10.8%	15.0%	11.3%	16.7%	37.9%
Orange County (FL)	13.3%	18.4%	36.9%	23.5%	7.9%	23.4%	19.1%	15.9%	13.3%	10.7%	17.7%
Greater Columbus Area (OH)	18.3%	14.4%	30.9%	27.4%	9.1%	14.7%	13.7%	19.9%	14.1%	13.4%	24.2%
Allegheny County (PA)	9.0%	16.5%	32.5%	26.0%	16.0%	15.1%	17.1%	17.1%	16.1%	13.1%	21.6%
City of San Diego (CA)	10.8%	42.4%	37.4%	8.6%	0.7%	7.9%	21.6%	34.5%	23.7%	10.1%	2.2%
City of Dallas (TX)	10.4%	17.6%	40.8%	21.6%	9.6%	13.1%	17.6%	15.8%	12.9%	15.6%	25.1%
Palm Beach County (FL)	14.1%	14.5%	35.2%	27.0%	9.2%	11.5%	15.9%	15.7%	10.8%	12.7%	33.4%
Greater St. Louis Area (MO)	12.4%	16.8%	32.9%	29.6%	8.4%	19.1%	14.6%	18.6%	15.8%	12.3%	19.6%
City of San Antonio (TX) [1]	19.4%	22.6%	41.9%	11.3%	4.8%	24.2%	33.9%	14.5%	9.7%	8.1%	9.7%
Sacramento County (CA)	12.8%	18.9%	32.4%	26.5%	9.3%	16.4%	13.4%	14.5%	20.1%	13.9%	21.7%
City and County of Philadelphia (PA)	12.1%	10.8%	31.1%	30.8%	15.2%	14.8%	11.3%	10.8%	14.4%	14.0%	34.8%
City of Phoenix (AZ)	9.2%	13.4%	33.9%	29.3%	14.2%	14.8%	16.7%	16.2%	15.7%	13.0%	23.6%
Broward County (FL)	9.6%	14.5%	34.5%	29.6%	11.8%	10.5%	17.1%	15.1%	11.4%	13.8%	32.1%
Santa Clara County (CA)	6.3%	10.1%	36.6%	30.2%	16.7%	12.6%	10.9%	15.2%	10.0%	10.9%	40.5%
Tarrant County (TX) [1]	13.1%	18.9%	48.4%	17.2%	2.5%	12.6%	17.1%	13.5%	20.7%	18.0%	18.0%
Clark County (NV)	13.5%	32.4%	29.7%	13.5%	10.8%	18.9%	29.7%	21.6%	8.1%	5.4%	16.2%
Riverside County (CA)	8.4%	23.5%	47.1%	18.9%	2.1%	10.5%	18.1%	31.2%	24.5%	12.2%	3.4%
Miami-Dade County (FL)	9.0%	14.0%	31.9%	30.0%	15.1%	12.3%	12.1%	17.7%	12.3%	15.2%	30.4%
City of Chicago (IL)	7.7%	14.6%	35.1%	29.1%	13.4%	15.4%	12.5%	12.8%	17.2%	10.8%	31.4%
San Diego County (CA)	10.8%	42.4%	37.4%	8.6%	0.7%	7.9%	21.6%	34.5%	23.7%	10.1%	2.2%
City of Los Angeles (CA)	12.3%	19.0%	46.9%	15.6%	6.1%	17.9%	20.4%	19.8%	16.2%	10.2%	15.6%
Harris County (TX)	10.9%	9.2%	39.0%	29.4%	11.5%	13.2%	15.6%	11.2%	10.2%	13.2%	36.6%
Group F Average	**11.3%**	**18.7%**	**36.9%**	**23.7%**	**9.4%**	**14.5%**	**17.6%**	**18.1%**	**15.3%**	**12.3%**	**22.2%**
Group F Median	**10.9%**	**16.8%**	**36.5%**	**26.5%**	**9.3%**	**14.7%**	**17.1%**	**15.8%**	**14.4%**	**12.7%**	**21.7%**
ALL CITY/COUNTY STUDY REGIONS											
Average	**14.7%**	**16.5%**	**35.3%**	**24.7%**	**8.9%**	**19.5%**	**17.4%**	**17.5%**	**14.3%**	**11.3%**	**20.0%**
Median	**13.1%**	**15.2%**	**35.1%**	**25.8%**	**8.5%**	**19.0%**	**16.7%**	**16.6%**	**13.9%**	**11.0%**	**18.4%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 30:
Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents					ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
Greater Portsmouth Area (NH)	9.7%	13.6%	39.6%	28.9%	8.1%	13.1%	13.8%	17.2%	16.6%	15.9%	23.4%
Greater Concord Area (NH)	12.7%	16.3%	33.7%	29.4%	7.9%	19.4%	12.2%	18.1%	12.2%	13.9%	24.1%
Greater Aberdeen Area (SD)	35.1%	24.0%	28.2%	8.4%	4.2%	33.9%	24.8%	19.5%	8.4%	4.4%	9.1%
Centre Region (PA)	20.8%	8.0%	34.8%	24.7%	11.7%	18.6%	8.7%	19.4%	20.2%	11.8%	21.3%
Greater Minot Area (ND)	29.5%	9.1%	43.2%	15.9%	2.3%	11.8%	35.3%	26.5%	2.9%	11.8%	11.8%
Creative Corridor in Northwest Iowa (IA) [1]	36.1%	19.4%	19.4%	25.0%	0.0%	43.3%	20.0%	20.0%	3.3%	6.7%	6.7%
Northern New Hampshire (NH) [1]	10.6%	15.8%	35.1%	28.1%	10.5%	9.3%	11.1%	24.1%	13.0%	16.7%	25.9%
Greater Sioux Falls Area (SD)	27.4%	18.5%	34.4%	14.7%	5.0%	34.3%	20.2%	17.6%	11.9%	8.7%	7.4%
Greater Athens Area (GA)	19.5%	15.9%	41.0%	17.5%	6.0%	28.1%	15.2%	16.0%	14.3%	7.8%	18.6%
Greater Rockford Area (IL)	18.1%	12.8%	38.8%	26.6%	3.7%	24.3%	19.1%	15.0%	15.6%	11.6%	14.5%
Greater Peoria Area (IL)	30.3%	17.1%	30.9%	18.4%	3.3%	34.9%	19.8%	15.1%	14.3%	4.0%	11.9%
Greater Fox Cities Region (WI) [1]	21.3%	16.8%	39.4%	16.1%	6.5%	16.8%	21.0%	15.4%	14.0%	11.9%	21.0%
Northern Tier Region (PA) [1]	3.0%	15.2%	39.4%	27.3%	15.2%	32.1%	10.7%	25.0%	14.3%	14.3%	3.6%
Northwest Arkansas Area (AR)	17.3%	16.7%	34.0%	23.1%	9.0%	24.5%	21.9%	13.9%	7.9%	10.6%	21.2%
Mahoning Valley Region (OH)	23.9%	17.4%	34.4%	18.8%	5.5%	22.8%	22.2%	20.4%	13.8%	11.4%	9.5%
Iowa Cultural Corridor (IA)	16.7%	12.7%	36.3%	26.5%	7.8%	22.5%	12.7%	23.5%	17.6%	14.7%	8.9%
Pikes Peak Region (CO) [1]	7.5%	8.8%	45.0%	32.5%	6.3%	11.8%	19.7%	14.5%	19.7%	9.2%	25.0%
Greater Columbia Area (SC)	24.0%	8.3%	19.8%	38.5%	9.4%	26.6%	9.6%	12.8%	30.9%	12.8%	7.4%
Lehigh Valley Region (PA) [1]	16.8%	15.5%	28.6%	32.7%	6.4%	11.4%	22.9%	14.4%	14.4%	15.9%	20.9%
West Valley Region (AZ)	15.6%	23.0%	28.7%	26.2%	6.6%	13.8%	20.2%	27.5%	11.0%	11.0%	16.5%
Greater Harrisburg Area (PA) [1]	23.1%	21.3%	25.9%	23.1%	6.5%	12.9%	27.7%	16.8%	18.8%	7.9%	15.8%
Greater Hartford Area (CT)	13.8%	18.1%	34.0%	27.1%	6.9%	18.8%	20.5%	17.0%	11.9%	15.9%	15.9%
Greater Portland Area (OR)	11.3%	12.9%	33.9%	29.0%	12.9%	14.6%	13.8%	17.1%	17.1%	22.8%	14.6%
Metropolitan Kansas City Area (MO/KS)	6.8%	12.5%	37.2%	24.3%	19.3%	15.5%	13.4%	24.7%	15.2%	12.0%	19.1%
Greater Milwaukee Area (WI) [1]	17.6%	18.4%	36.8%	18.4%	8.8%	14.7%	14.7%	22.1%	16.8%	11.6%	20.0%

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 30:
Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents					ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
Central Florida Region (FL)	13.7%	18.5%	36.2%	23.9%	7.6%	23.2%	16.5%	17.7%	13.6%	12.2%	16.8%
Greater Washington DC Region (DC/MD/VA)	10.8%	10.0%	37.2%	30.6%	11.3%	11.7%	10.7%	13.2%	13.2%	16.4%	34.9%
Greater Philadelphia Region (PA)	11.0%	15.2%	32.6%	27.7%	13.5%	17.0%	14.4%	12.2%	13.1%	13.7%	29.6%
Southeastern Michigan Region (MI) [1]	19.0%	9.5%	42.9%	28.6%	0.0%	26.3%	0.0%	26.3%	21.1%	5.3%	21.1%
Greater Houston Area (TX)	19.0%	12.5%	38.1%	21.4%	8.9%	21.9%	19.4%	12.3%	12.9%	8.4%	25.2%
North Texas Region (TX)	13.3%	17.8%	42.1%	17.3%	9.5%	15.9%	13.5%	19.2%	15.6%	15.0%	20.9%
Regional Average	**17.9%**	**15.2%**	**34.9%**	**24.2%**	**7.8%**	**20.8%**	**17.0%**	**18.5%**	**14.4%**	**11.8%**	**17.5%**
Regional Median	**17.3%**	**15.8%**	**35.1%**	**25.0%**	**7.6%**	**18.8%**	**16.5%**	**17.6%**	**14.3%**	**11.8%**	**18.6%**

Statewide Study Regions All Populations Sample Size = 10	EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents					ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
State of South Dakota	26.1%	20.8%	36.5%	12.3%	4.4%	35.1%	20.3%	18.2%	11.8%	6.1%	8.4%
State of Delaware	10.8%	13.6%	36.1%	28.1%	11.5%	12.3%	12.6%	18.3%	15.8%	14.9%	26.1%
State of Hawai'i	21.6%	18.2%	33.0%	20.5%	6.8%	39.3%	14.3%	11.9%	9.5%	11.9%	13.1%
State of New Hampshire	12.5%	14.5%	36.9%	28.1%	8.0%	15.5%	15.8%	16.0%	15.2%	12.6%	24.9%
State of Nebraska	24.8%	14.3%	35.0%	18.9%	7.0%	25.6%	14.6%	21.7%	13.8%	7.9%	16.5%
State of Connecticut	9.6%	11.1%	33.4%	32.2%	13.6%	12.2%	13.3%	19.4%	11.6%	12.9%	30.6%
State of Wisconsin	21.7%	16.8%	33.9%	20.2%	7.5%	23.6%	17.0%	16.4%	16.4%	9.2%	17.3%
State of North Carolina	14.4%	14.9%	35.9%	25.5%	9.3%	17.5%	17.6%	16.7%	14.4%	12.2%	21.6%
State of Pennsylvania	17.0%	14.1%	30.4%	28.4%	10.0%	18.8%	15.1%	12.1%	14.7%	13.8%	25.5%
State of Illinois	14.4%	12.1%	38.6%	24.8%	10.0%	22.7%	16.1%	13.6%	13.2%	9.5%	24.9%
Statewide Average	**17.3%**	**15.0%**	**35.0%**	**23.9%**	**8.8%**	**22.3%**	**15.7%**	**16.4%**	**13.6%**	**11.1%**	**20.9%**
Statewide Median	**15.7%**	**14.4%**	**35.5%**	**25.2%**	**8.7%**	**20.8%**	**15.5%**	**16.6%**	**14.1%**	**12.1%**	**23.3%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 30:
Educational Attainment and Annual Household Income of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	EDUCATIONAL ATTAINMENT of NON-RESIDENT Respondents					ANNUAL HOUSEHOLD INCOME of NON-RESIDENT Respondents					
	High School or Less	2-Year Degree	4-Year Degree	Master's Degree	Doctoral Degree	Less than $40,000	$40,000 to $59,999	$60,000 to $79,999	$80,000 to $99,999	$100,000 to $119,999	$120,000 or More
Grand Center Arts District (St. Louis, MO)	9.0%	14.3%	34.4%	33.1%	9.1%	17.4%	15.3%	17.4%	16.7%	12.5%	20.8%
Dallas Arts District (Dallas, TX)	9.7%	15.3%	40.3%	25.0%	9.7%	13.4%	15.7%	15.4%	10.8%	16.1%	28.5%
Arts District Average	**9.4%**	**14.8%**	**37.4%**	**29.1%**	**9.4%**	**15.4%**	**15.5%**	**16.4%**	**13.8%**	**14.3%**	**24.7%**
Arts District Median	**9.4%**	**14.8%**	**37.4%**	**29.1%**	**9.4%**	**15.4%**	**15.5%**	**16.4%**	**13.8%**	**14.3%**	**24.7%**

Table Notes:

[1] The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Explanation of Table 31:
Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2011

Arts&Economic Prosperity IV
A Project of Americans for the Arts

This table presents a demographic description of non-resident nonprofit arts and culture audiences in each participating study region during 2011. Residents are attendees who reside outside the county in which the nonprofit arts and culture event at which they were surveyed took place (outside the multi-county region for regional analyses, and outside the state for statewide analyses). Residency is determined based on the ZIP code provided by each audience-intercept survey respondent. Summary statistics are calculated for each population group. This table details the age, personal artistic creation, and willingness to travel to attend cultural experiences reported by resident arts attendees who completed the audience-intercept survey. Table 30 provides details about non-resident attendees' educational attainment and annual household income. (Note: the percentages may not add exactly to 100 percent where appropriate due to rounding.)

Column Two:
The percentage of non-resident audience-intercept survey respondents in each participating study region who are 18 to 34 years of age. Audience-intercept survey respondents were required to be at least 18 years old.

Column Three:
The percentage of non-resident audience-intercept survey respondents who are 35 to 44 years of age.

Column Four:
The percentage of non-resident audience-intercept survey respondents who are 45 to 54 years of age.

Column Five:
The percentage of non-resident audience-intercept survey respondents who are 55 to 64 years of age.

Column Six:
The percentage of non-resident audience-intercept survey respondents who are 65 years of age or older.

Column Seven:
The percentage of non-resident audience-intercept survey respondents in each participating study region who report that they actively participate in the creation of art or music (e.g., sing in a choir, act in a play, paint or draw, play an instrument).

Columns Eight though Ten:
The audience-intercept survey included the question, "If this arts event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?"

Column Eight:
The percentage of non-resident audience-intercept survey respondents who responded, "No, I would have skipped the cultural experience altogether."

Column Nine:
The percentage of non-resident audience-intercept survey respondents who responded, "No, I would have replaced it with another nearby cultural experience."

Column Ten:
The percentage of non-resident audience-intercept survey respondents who responded, "Yes, I would have traveled to a different community."

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 31:
Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group A Population Fewer than 50,000 Sample Size = 27	AGE of NON-RESIDENT Survey Respondents						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
City of Gunnison (CO) [1]	8.1%	8.1%	21.6%	51.4%	10.8%	**52.5%**	60.0%	25.0%	**15.0%**
Town of Telluride (CO) [1]	19.6%	10.7%	23.9%	28.9%	16.8%	**42.1%**	38.2%	18.4%	**43.5%**
Town of Crested Butte (CO)	11.1%	14.5%	16.4%	25.0%	33.0%	**45.7%**	41.6%	34.1%	**24.4%**
Town of Newmarket (NH) [1]	24.1%	10.3%	19.0%	29.3%	17.2%	**53.3%**	25.4%	6.8%	**67.8%**
Greater Ketchikan Area (AK) [1]	44.4%	0.0%	27.8%	11.1%	16.7%	**61.1%**	38.9%	44.4%	**16.7%**
Gunnison County (CO)	10.8%	13.9%	16.9%	27.7%	30.7%	**46.5%**	43.6%	33.1%	**23.3%**
City of Durango (CO)	17.3%	9.6%	22.1%	26.9%	24.0%	**49.0%**	36.5%	28.8%	**34.6%**
Teton County (WY)	12.6%	8.3%	14.2%	28.8%	36.1%	**48.1%**	43.2%	28.9%	**27.9%**
City of Laguna Beach (CA)	14.0%	12.4%	24.2%	23.7%	25.8%	**56.0%**	20.4%	15.6%	**64.0%**
City of Fairfax (VA)	16.7%	13.1%	28.6%	23.4%	18.3%	**50.0%**	27.9%	8.9%	**63.2%**
City of Auburn (NY)	10.3%	7.2%	25.9%	34.7%	21.9%	**53.5%**	34.4%	21.5%	**44.1%**
City of Slidell (LA)	23.4%	18.8%	20.3%	20.3%	17.2%	**39.4%**	36.9%	12.3%	**50.8%**
City of Winter Park (FL) [1]	18.2%	11.9%	19.8%	22.4%	27.7%	**51.3%**	20.0%	25.3%	**54.7%**
Greater Elkins Area (WV) [1]	16.8%	9.5%	8.4%	36.8%	28.4%	**75.3%**	30.9%	11.7%	**57.4%**
Transylvania County (NC)	10.6%	7.5%	17.0%	30.3%	34.5%	**54.9%**	20.3%	13.8%	**65.9%**
City of Rochester (NH)	14.2%	10.2%	24.8%	28.3%	22.6%	**42.4%**	21.6%	9.1%	**69.4%**
City and Borough of Juneau (AK) [1]	5.0%	10.0%	5.0%	60.0%	20.0%	**52.4%**	42.1%	36.8%	**21.1%**
Princeton (NJ)	15.8%	8.2%	22.8%	26.6%	26.6%	**50.9%**	26.1%	16.5%	**57.4%**
Platte County (NE)	14.1%	13.3%	20.7%	25.9%	25.9%	**51.9%**	32.3%	12.8%	**54.9%**
Adams County (NE)	25.8%	8.8%	20.9%	26.9%	17.6%	**59.2%**	32.4%	8.1%	**59.5%**
City of Fairbanks (AK) [1]	28.2%	5.1%	17.9%	28.2%	20.5%	**59.0%**	47.1%	32.4%	**20.6%**
City of West Hollywood (CA)	44.5%	20.0%	9.1%	17.3%	9.1%	**68.5%**	21.5%	17.8%	**60.7%**
City of Pittsfield (MA) [1]	28.6%	9.5%	9.5%	28.6%	23.8%	**57.1%**	13.0%	21.7%	**65.2%**
Windham County (VT)	4.5%	9.1%	20.8%	35.1%	30.5%	**60.4%**	19.9%	25.8%	**54.3%**
Iron County (UT)	15.4%	8.1%	16.4%	26.2%	33.9%	**45.7%**	24.7%	17.0%	**58.2%**
Watauga County (NC) [1]	16.1%	8.5%	23.2%	29.9%	22.3%	**51.6%**	29.1%	16.8%	**54.1%**
Buffalo County (NE)	5.5%	9.2%	19.4%	27.6%	38.2%	**39.3%**	28.1%	12.4%	**59.4%**
Group A Average	**17.6%**	**10.2%**	**19.1%**	**28.9%**	**24.1%**	**52.5%**	**31.7%**	**20.6%**	**47.7%**
Group A Median	**15.8%**	**9.5%**	**20.3%**	**27.7%**	**23.8%**	**51.9%**	**30.9%**	**17.8%**	**54.7%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 31:
Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group B Population 50,000 to 99,999 Sample Size = 19	**AGE of NON-RESIDENT Survey Respondents**						**Willingness to Travel for Cultural Experiences**		
	18-34	**35-44**	**45-54**	**55-64**	**65 or Older**	**Personally Create Art**	**Skip Altogether**	**Replace Nearby**	**Travel to a Different Community**
Chenango County (NY)	3.3%	5.6%	20.4%	33.7%	37.0%	**47.0%**	32.1%	10.0%	**57.9%**
City of La Crosse (WI)	27.3%	9.5%	22.9%	21.5%	18.9%	**48.9%**	36.7%	19.9%	**43.4%**
Lenoir County (NC)	21.7%	11.1%	25.2%	23.2%	18.8%	**58.2%**	35.2%	19.2%	**45.6%**
City of Dubuque (IA)	18.8%	14.9%	25.0%	21.2%	20.1%	**43.6%**	33.3%	16.8%	**49.8%**
Greater Enid Area (OK)	25.3%	16.0%	19.8%	19.0%	19.8%	**48.7%**	35.2%	20.2%	**44.6%**
City of Flagstaff (AZ)	17.9%	14.6%	22.3%	28.3%	16.8%	**48.8%**	23.0%	28.4%	**48.6%**
City of Portland (ME)	18.3%	7.4%	16.9%	24.3%	33.1%	**52.1%**	30.2%	21.4%	**48.4%**
Athens County (OH)	40.9%	11.8%	21.2%	18.4%	7.8%	**64.3%**	28.8%	19.3%	**51.9%**
Rutherford County (NC)	15.8%	17.0%	19.4%	26.1%	21.7%	**34.7%**	19.4%	13.7%	**66.9%**
City of Walnut Creek (CA)	8.8%	4.1%	11.9%	30.6%	44.6%	**44.9%**	19.7%	9.0%	**71.4%**
City of Missoula (MT)	13.6%	8.2%	12.2%	41.5%	24.5%	**54.7%**	37.7%	22.6%	**39.7%**
City of Bloomington (IN)	37.9%	13.0%	21.4%	20.4%	7.4%	**55.7%**	30.2%	29.1%	**40.7%**
City of Miami Beach (FL)	6.0%	7.5%	17.2%	16.4%	53.0%	**35.1%**	25.7%	16.9%	**57.4%**
Greater Parkersburg Area (WV)	20.6%	12.3%	19.4%	27.8%	19.8%	**49.4%**	27.8%	19.0%	**53.2%**
Moore County (NC)	6.9%	5.9%	11.8%	24.5%	51.0%	**51.0%**	26.5%	18.6%	**54.9%**
Indiana County (PA)	72.4%	1.9%	10.3%	6.9%	8.5%	**60.8%**	40.7%	29.1%	**30.2%**
Buchanan County (MO)	21.1%	10.8%	19.1%	25.0%	24.0%	**40.8%**	34.8%	17.2%	**48.0%**
City of Boulder (CO) [1]	19.3%	20.7%	22.0%	26.7%	11.3%	**62.0%**	30.7%	14.7%	**54.7%**
Eau Claire County (WI)	22.7%	18.1%	21.6%	25.8%	11.8%	**37.8%**	34.8%	15.5%	**49.7%**
Group B Average	**22.0%**	**11.1%**	**18.9%**	**24.3%**	**23.7%**	**49.4%**	**30.7%**	**19.0%**	**50.4%**
Group B Median	**19.3%**	**11.1%**	**19.8%**	**24.5%**	**19.8%**	**48.9%**	**30.7%**	**19.0%**	**49.7%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 31:
Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group C Population 100,000 to 249,999 Sample Size = 28	AGE of NON-RESIDENT Survey Respondents						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
City of Rochester (MN)	15.6%	15.6%	24.5%	27.9%	16.4%	**50.0%**	33.2%	16.4%	**50.4%**
Tompkins County (NY)	44.1%	8.2%	17.6%	18.8%	11.4%	**55.4%**	38.2%	34.1%	**27.6%**
Wayne County (NC)	33.6%	17.5%	19.6%	17.5%	11.9%	**56.7%**	24.8%	15.6%	**59.6%**
City of McKinney (TX)	22.2%	12.1%	21.5%	21.7%	22.5%	**41.3%**	32.7%	14.9%	**52.4%**
Orange County (NC)	33.3%	12.0%	12.5%	21.3%	20.8%	**47.8%**	24.9%	17.8%	**57.3%**
Town of Cary (NC)	22.6%	13.9%	19.7%	23.4%	20.4%	**63.8%**	30.9%	8.8%	**60.3%**
Marathon County (WI) [1]	19.6%	9.8%	12.0%	30.4%	28.3%	**45.4%**	27.2%	15.2%	**57.6%**
Greater Charlottesville Area (VA)	30.3%	12.6%	17.4%	22.1%	17.6%	**60.4%**	23.8%	23.0%	**53.2%**
City of Fort Collins (CO)	21.8%	13.5%	16.7%	25.0%	23.1%	**66.5%**	35.9%	17.0%	**47.1%**
Cambria County (PA)	21.8%	12.4%	15.3%	28.4%	22.1%	**41.6%**	33.3%	9.4%	**57.3%**
City of Alexandria (VA)	15.5%	18.0%	14.2%	24.5%	27.9%	**47.5%**	28.6%	17.1%	**54.3%**
City of Eugene (OR)	27.3%	12.0%	14.0%	26.0%	20.7%	**57.1%**	29.7%	23.6%	**46.6%**
Pitt County (NC)	45.3%	17.9%	14.5%	12.0%	10.3%	**47.5%**	28.0%	33.9%	**38.1%**
City of Santa Clarita (CA)	21.1%	15.8%	15.8%	21.1%	26.3%	**38.9%**	44.4%	33.3%	**22.2%**
City of Providence (RI)	16.9%	17.5%	19.5%	24.9%	21.2%	**49.7%**	22.1%	20.9%	**57.0%**
Erie (PA)	25.8%	8.6%	22.6%	23.7%	19.4%	**50.5%**	26.3%	11.6%	**62.1%**
New Hanover County (NC)	24.7%	7.2%	11.3%	24.7%	32.2%	**49.7%**	30.4%	25.6%	**43.9%**
City of Glendale (CA)	18.0%	14.0%	28.0%	22.0%	18.0%	**51.1%**	30.4%	17.4%	**52.2%**
City of Tacoma (WA)	17.2%	9.3%	17.5%	28.4%	27.6%	**51.9%**	30.2%	17.5%	**52.2%**
Whatcom County (WA)	40.5%	11.6%	24.8%	14.9%	8.3%	**52.9%**	24.4%	26.0%	**49.6%**
City of Boise (ID)	24.2%	15.2%	23.2%	23.2%	14.1%	**57.4%**	28.1%	25.0%	**46.9%**
Lackawanna County (PA)	19.5%	13.3%	19.5%	24.8%	22.9%	**55.4%**	34.4%	13.7%	**51.9%**
Arlington County (VA) [1]	28.4%	11.8%	20.9%	22.7%	16.1%	**50.2%**	18.6%	16.7%	**64.8%**
City of Orlando (FL)	25.1%	15.5%	15.3%	18.7%	25.4%	**48.4%**	21.3%	25.3%	**53.4%**
Buncombe County (NC)	16.8%	11.2%	19.2%	27.7%	25.1%	**49.2%**	25.0%	26.4%	**48.6%**
St. Tammany Parish (LA)	14.8%	13.2%	16.5%	33.0%	22.5%	**46.4%**	23.8%	19.5%	**56.8%**
Alachua County (FL)	36.5%	19.3%	16.0%	18.4%	9.8%	**52.0%**	31.1%	21.3%	**47.5%**
Greater Jackson Area (MS) [1]	53.5%	16.2%	10.6%	12.7%	7.0%	**54.3%**	24.6%	20.4%	**54.9%**
Group C Average	**26.3%**	**13.4%**	**17.9%**	**22.9%**	**19.6%**	**51.4%**	**28.8%**	**20.3%**	**50.9%**
Group C Median	**23.4%**	**13.3%**	**17.5%**	**23.3%**	**20.8%**	**50.4%**	**28.4%**	**18.7%**	**52.3%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 31:
Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group D Population 250,000 to 499,999 Sample Size = 22	**AGE of NON-RESIDENT Survey Respondents**						**Willingness to Travel for Cultural Experiences**		
	18-34	**35-44**	**45-54**	**55-64**	**65 or Older**	**Personally Create Art**	**Skip Altogether**	**Replace Nearby**	**Travel to a Different Community**
City of Lincoln (NE)	17.7%	9.2%	12.6%	30.3%	30.3%	**59.1%**	33.0%	21.1%	**45.9%**
Durham County (NC)	16.6%	11.0%	18.5%	27.0%	27.0%	**55.6%**	23.4%	17.4%	**59.2%**
Osceola County (FL) [1]	0.8%	6.6%	7.4%	20.7%	64.5%	**37.6%**	30.1%	9.7%	**60.2%**
City of Newark (NJ) [1]	21.3%	16.2%	21.3%	21.0%	20.1%	**51.3%**	14.2%	16.0%	**69.8%**
City of Riverside (CA) [1]	35.4%	24.4%	25.2%	14.2%	0.8%	**38.8%**	17.3%	11.8%	**70.9%**
Lexington-Fayette Urban County (KY)	32.7%	10.8%	19.7%	22.0%	14.8%	**59.9%**	31.0%	28.6%	**40.4%**
Loudoun County (VA)	12.2%	10.2%	22.4%	37.0%	18.3%	**47.1%**	20.2%	12.3%	**67.5%**
Cumberland County (NC)	26.4%	23.4%	18.8%	21.3%	10.2%	**50.3%**	18.9%	14.3%	**66.8%**
Greater Chattanooga Area (TN)	17.2%	15.5%	18.6%	25.7%	23.0%	**50.7%**	24.2%	18.5%	**57.4%**
Forsyth County (NC)	12.6%	10.1%	21.9%	30.9%	24.5%	**55.1%**	18.8%	20.9%	**60.3%**
City of Wichita (KS)	21.8%	12.4%	12.0%	18.0%	35.7%	**46.4%**	33.8%	25.5%	**40.7%**
Sarasota County (FL)	8.2%	9.0%	11.0%	20.0%	51.7%	**44.9%**	23.2%	28.7%	**48.1%**
City of Oakland (CA) [1]	17.9%	25.4%	20.9%	19.4%	16.4%	**55.9%**	28.4%	4.5%	**67.2%**
Santa Barbara County (CA)	17.0%	10.1%	13.2%	32.1%	27.7%	**48.8%**	33.8%	14.4%	**51.9%**
City of Miami (FL)	21.2%	13.5%	24.7%	20.5%	20.1%	**41.4%**	14.5%	17.1%	**68.4%**
Seminole County (FL)	15.2%	9.4%	17.6%	19.5%	38.3%	**49.2%**	29.4%	20.9%	**49.7%**
City of Omaha (NE)	18.7%	11.9%	19.4%	25.6%	24.4%	**46.7%**	28.8%	25.9%	**45.3%**
Greater Syracuse Area (NY)	22.3%	9.2%	18.4%	20.4%	29.6%	**46.1%**	30.6%	19.6%	**49.8%**
City of Mesa (AZ)	17.6%	8.3%	6.3%	23.9%	43.9%	**35.2%**	22.6%	13.9%	**63.5%**
Guilford County (NC)	17.2%	16.1%	21.2%	25.6%	19.8%	**53.7%**	20.9%	20.2%	**58.9%**
Dane County (WI) [1]	21.1%	14.9%	19.9%	27.3%	16.8%	**51.2%**	28.2%	12.9%	**58.9%**
Volusia County (FL) [1]	7.0%	10.5%	8.1%	16.3%	58.1%	**39.5%**	24.0%	10.7%	**65.3%**
Group D Average	**18.1%**	**13.1%**	**17.2%**	**23.6%**	**28.0%**	**48.4%**	**25.0%**	**17.5%**	**57.6%**
Group D Median	**17.7%**	**10.9%**	**18.7%**	**21.7%**	**24.5%**	**49.0%**	**24.1%**	**17.3%**	**59.1%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 31:
Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group E Population 500,000 to 999,999 Sample Size = 20	AGE of NON-RESIDENT Survey Respondents						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
City of Albuquerque (NM)	11.3%	15.1%	15.1%	32.1%	26.4%	**52.4%**	25.3%	30.2%	**44.4%**
City of Atlanta (GA) [1]	30.8%	20.3%	16.8%	16.1%	16.1%	**50.7%**	21.5%	29.2%	**49.2%**
Polk County (FL)	8.1%	11.7%	25.2%	39.6%	15.3%	**66.7%**	52.4%	10.7%	**36.9%**
Lee County (FL)	4.6%	9.1%	12.2%	26.4%	47.7%	**41.5%**	25.9%	16.2%	**57.9%**
City of Seattle (WA)	22.7%	11.6%	18.6%	26.3%	20.8%	**51.6%**	31.8%	28.0%	**40.3%**
District of Columbia (DC)	18.4%	12.8%	18.0%	28.3%	22.5%	**35.3%**	28.8%	31.8%	**39.4%**
City of Baltimore (MD) [1]	38.9%	14.4%	16.2%	21.6%	9.0%	**58.5%**	26.5%	27.2%	**46.3%**
Jefferson County (AL)	25.0%	15.1%	18.3%	21.4%	20.2%	**50.0%**	27.2%	20.1%	**52.8%**
City of Austin (TX)	30.6%	18.7%	17.1%	19.2%	14.5%	**55.1%**	25.8%	28.3%	**46.0%**
City of Indianapolis (IN)	17.3%	11.1%	22.1%	29.4%	20.1%	**43.3%**	29.2%	28.7%	**42.1%**
City and County of San Francisco (CA)	34.6%	22.2%	16.4%	13.7%	13.0%	**62.7%**	24.8%	25.1%	**50.1%**
Prince George's County (MD) [1]	30.3%	15.8%	13.9%	18.2%	21.8%	**50.9%**	15.8%	19.0%	**65.2%**
Bergen County (NJ) [1]	11.2%	16.3%	25.5%	22.4%	24.5%	**38.0%**	16.2%	13.3%	**70.5%**
Wake County (NC)	19.8%	13.4%	22.6%	27.0%	17.3%	**58.4%**	28.3%	15.2%	**56.5%**
Fairfield County (CT)	20.9%	18.6%	23.3%	18.0%	19.2%	**49.7%**	26.8%	23.2%	**50.0%**
Mecklenburg County (NC)	22.7%	21.6%	24.5%	16.5%	14.7%	**50.2%**	20.8%	21.1%	**58.1%**
Greater Memphis Area (TN)	19.4%	11.7%	22.3%	23.0%	23.6%	**49.2%**	23.3%	27.4%	**49.3%**
City of San Jose (CA)	19.2%	12.6%	16.3%	25.5%	26.4%	**55.5%**	23.7%	19.0%	**57.3%**
Westchester County (NY)	7.6%	7.6%	15.8%	27.3%	41.7%	**45.6%**	18.9%	10.5%	**70.5%**
Montgomery County (MD)	22.0%	22.8%	20.4%	15.9%	18.8%	**45.9%**	21.2%	12.0%	**66.8%**
Group E Average	**20.8%**	**15.1%**	**19.0%**	**23.4%**	**21.7%**	**50.6%**	**25.7%**	**21.8%**	**52.5%**
Group E Median	**20.4%**	**14.8%**	**18.2%**	**22.7%**	**20.2%**	**50.5%**	**25.6%**	**22.2%**	**50.1%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 31:
Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Population Cohort Group F Population 1,000,000 or More Sample Size = 23	AGE of NON-RESIDENT Survey Respondents					Personally Create Art	Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older		Skip Altogether	Replace Nearby	Travel to a Different Community
Pima County (AZ)	12.5%	10.2%	14.8%	18.2%	44.3%	**54.5%**	25.0%	26.1%	**48.9%**
Fairfax County (VA)	16.7%	13.1%	28.6%	23.4%	18.3%	**50.0%**	27.9%	8.9%	**63.2%**
Orange County (FL)	25.8%	15.0%	16.5%	19.7%	23.0%	**49.5%**	22.0%	23.9%	**54.1%**
Greater Columbus Area (OH)	19.5%	17.6%	17.6%	26.1%	19.1%	**44.5%**	27.0%	24.3%	**48.6%**
Allegheny County (PA)	17.9%	11.4%	17.4%	29.4%	23.9%	**46.8%**	23.6%	22.2%	**54.2%**
City of San Diego (CA)	25.7%	32.4%	16.2%	16.9%	8.8%	**62.6%**	13.7%	23.0%	**63.3%**
City of Dallas (TX)	28.0%	17.2%	19.6%	21.0%	14.2%	**47.4%**	26.7%	24.7%	**48.6%**
Palm Beach County (FL)	11.4%	10.1%	13.4%	17.5%	47.7%	**36.6%**	18.7%	19.3%	**61.9%**
Greater St. Louis Area (MO)	20.5%	13.6%	16.7%	26.3%	22.9%	**49.0%**	27.5%	23.3%	**49.2%**
City of San Antonio (TX) [1]	29.0%	32.3%	12.9%	12.9%	12.9%	**17.7%**	60.7%	29.5%	**9.8%**
Sacramento County (CA)	13.8%	9.5%	21.8%	24.8%	30.1%	**56.7%**	25.4%	15.6%	**58.9%**
City and County of Philadelphia (PA)	29.1%	15.4%	19.1%	20.2%	16.3%	**41.5%**	27.4%	27.2%	**45.4%**
City of Phoenix (AZ)	12.7%	5.5%	15.2%	25.3%	41.4%	**42.2%**	26.6%	21.0%	**52.4%**
Broward County (FL)	9.3%	13.9%	16.4%	21.2%	39.2%	**37.5%**	17.6%	11.7%	**70.8%**
Santa Clara County (CA)	19.1%	11.4%	19.9%	24.1%	25.5%	**53.8%**	26.2%	18.9%	**54.9%**
Tarrant County (TX) [1]	19.4%	12.1%	44.4%	17.7%	6.5%	**50.0%**	17.1%	20.3%	**62.6%**
Clark County (NV)	28.9%	7.9%	28.9%	18.4%	15.8%	**43.6%**	23.7%	23.7%	**52.6%**
Riverside County (CA)	25.2%	28.2%	24.4%	18.9%	3.4%	**41.6%**	23.9%	16.0%	**60.1%**
Miami-Dade County (FL)	14.3%	10.6%	22.1%	20.9%	32.1%	**37.7%**	18.8%	16.8%	**64.4%**
City of Chicago (IL)	30.0%	15.3%	17.0%	26.3%	11.3%	**53.0%**	22.3%	33.2%	**44.4%**
San Diego County (CA)	25.7%	32.4%	16.2%	16.9%	8.8%	**62.6%**	13.7%	23.0%	**63.3%**
City of Los Angeles (CA)	29.7%	29.2%	19.5%	13.5%	8.1%	**46.5%**	31.3%	22.2%	**46.6%**
Harris County (TX)	25.9%	16.5%	23.6%	17.9%	16.0%	**41.5%**	23.0%	25.8%	**51.2%**
Group F Average	**21.3%**	**16.6%**	**20.1%**	**20.8%**	**21.3%**	**46.4%**	**24.8%**	**21.8%**	**53.5%**
Group F Median	**20.5%**	**13.9%**	**17.6%**	**20.2%**	**18.3%**	**46.8%**	**23.9%**	**23.0%**	**54.1%**
ALL CITY/COUNTY STUDY REGIONS									
Average	**21.1%**	**13.2%**	**18.7%**	**24.1%**	**22.9%**	**49.9%**	**27.9%**	**20.2%**	**51.9%**
Median	**19.5%**	**12.1%**	**19.1%**	**23.9%**	**20.8%**	**50.0%**	**27.0%**	**19.5%**	**53.2%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 31:
Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	AGE of NON-RESIDENT Survey Respondents					Personally Create Art	Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older		Skip Altogether	Replace Nearby	Travel to a Different Community
Greater Portsmouth Area (NH)	15.6%	11.3%	27.9%	29.2%	15.9%	**47.5%**	21.3%	17.5%	**61.3%**
Greater Concord Area (NH)	20.3%	15.9%	21.5%	22.3%	19.9%	**57.1%**	19.8%	8.2%	**72.0%**
Greater Aberdeen Area (SD)	18.9%	7.5%	14.1%	25.2%	34.2%	**53.6%**	34.9%	17.8%	**47.3%**
Centre Region (PA)	22.8%	13.3%	23.8%	25.5%	14.6%	**46.2%**	30.4%	23.3%	**46.3%**
Greater Minot Area (ND)	19.0%	4.8%	11.9%	14.3%	50.0%	**48.8%**	52.5%	15.0%	**32.5%**
Creative Corridor in Northwest Iowa (IA) [1]	20.0%	11.4%	28.6%	22.9%	17.1%	**47.1%**	41.2%	20.6%	**38.2%**
Northern New Hampshire (NH) [1]	14.0%	28.1%	15.8%	28.1%	14.0%	**53.4%**	37.3%	32.2%	**30.5%**
Greater Sioux Falls Area (SD)	32.5%	8.5%	17.6%	23.7%	17.6%	**48.6%**	27.0%	18.4%	**54.6%**
Greater Athens Area (GA)	47.3%	11.7%	14.8%	10.5%	15.6%	**56.1%**	25.3%	24.1%	**50.6%**
Greater Rockford Area (IL)	24.5%	17.6%	17.0%	23.4%	17.6%	**59.4%**	19.9%	15.7%	**64.4%**
Greater Peoria Area (IL)	31.7%	9.7%	20.0%	20.0%	18.6%	**50.0%**	39.1%	15.2%	**45.7%**
Greater Fox Cities Region (WI) [1]	19.6%	13.1%	24.8%	24.2%	18.3%	**42.0%**	34.0%	17.0%	**49.0%**
Northern Tier Region (PA) [1]	15.2%	12.1%	9.1%	27.3%	36.4%	**53.1%**	21.2%	27.3%	**51.5%**
Northwest Arkansas Area (AR)	22.6%	13.5%	18.7%	23.9%	21.3%	**52.5%**	20.5%	13.0%	**66.5%**
Mahoning Valley Region (OH)	17.1%	9.7%	20.4%	27.3%	25.5%	**55.1%**	32.5%	14.7%	**52.9%**
Iowa Cultural Corridor (IA)	22.6%	10.4%	23.6%	26.4%	17.0%	**48.6%**	31.4%	22.9%	**45.7%**
Pikes Peak Region (CO) [1]	35.4%	19.0%	17.7%	20.3%	7.6%	**51.9%**	25.9%	21.0%	**53.1%**
Greater Columbia Area (SC)	26.3%	13.7%	12.6%	35.8%	11.6%	**49.0%**	15.5%	43.3%	**41.2%**
Lehigh Valley Region (PA) [1]	27.3%	21.5%	18.7%	17.2%	15.3%	**51.4%**	23.6%	16.7%	**59.7%**
West Valley Region (AZ)	4.1%	3.3%	15.6%	30.3%	46.7%	**39.0%**	25.4%	23.0%	**51.6%**
Greater Harrisburg Area (PA) [1]	12.0%	9.3%	13.9%	25.0%	39.8%	**44.3%**	31.8%	15.9%	**52.3%**
Greater Hartford Area (CT)	21.9%	10.9%	21.3%	26.2%	19.7%	**47.6%**	22.2%	16.9%	**60.8%**
Greater Portland Area (OR)	16.8%	20.0%	18.4%	24.8%	20.0%	**57.8%**	32.0%	29.6%	**38.4%**
Metropolitan Kansas City Area (MO/KS)	16.0%	15.0%	15.3%	25.9%	27.9%	**47.7%**	31.6%	27.3%	**41.1%**
Greater Milwaukee Area (WI) [1]	15.4%	4.3%	20.5%	19.7%	40.2%	**48.7%**	27.7%	18.8%	**53.6%**

This table listing multi-city and multi-county study regions is continued below …

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 31:
Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic ProsperityIV
A Project of Americans for the Arts

Regional Study Regions All Populations Sample Size = 31	AGE of NON-RESIDENT Survey Respondents						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
Central Florida Region (FL)	21.7%	13.5%	14.8%	24.6%	25.3%	**51.7%**	25.1%	23.6%	**51.3%**
Greater Washington DC Region (DC/MD/VA)	19.5%	16.1%	20.4%	22.3%	21.6%	**45.0%**	27.0%	21.0%	**51.9%**
Greater Philadelphia Region (PA)	31.1%	17.8%	20.4%	18.6%	12.1%	**42.2%**	25.3%	29.5%	**45.1%**
Southeastern Michigan Region (MI) [1]	25.0%	15.0%	15.0%	20.0%	25.0%	**52.4%**	28.6%	19.0%	**52.4%**
Greater Houston Area (TX)	31.1%	13.4%	20.7%	20.7%	14.0%	**49.1%**	24.5%	22.7%	**52.8%**
North Texas Region (TX)	23.0%	13.0%	25.5%	21.3%	17.2%	**46.5%**	33.4%	19.3%	**47.3%**
Regional Average	**22.3%**	**13.0%**	**18.7%**	**23.4%**	**22.5%**	**49.8%**	**28.6%**	**21.0%**	**50.4%**
Regional Median	**21.7%**	**13.1%**	**18.7%**	**23.9%**	**18.6%**	**49.0%**	**27.0%**	**19.3%**	**51.5%**

Statewide Study Regions All Populations Sample Size = 10	AGE of NON-RESIDENT Survey Respondents						Willingness to Travel for Cultural Experiences		
	18-34	35-44	45-54	55-64	65 or Older	Personally Create Art	Skip Altogether	Replace Nearby	Travel to a Different Community
State of South Dakota	30.4%	9.9%	14.7%	23.3%	21.7%	**53.5%**	31.5%	23.6%	**44.9%**
State of Delaware	15.2%	15.7%	17.2%	26.3%	25.6%	**57.0%**	23.1%	11.6%	**65.3%**
State of Hawai'i	48.2%	17.6%	9.4%	18.8%	5.9%	**59.5%**	23.8%	31.0%	**45.2%**
State of New Hampshire	13.6%	11.4%	21.7%	30.6%	22.7%	**53.1%**	26.2%	16.8%	**57.0%**
State of Nebraska	21.2%	8.7%	16.0%	27.4%	26.7%	**54.9%**	29.5%	25.2%	**45.3%**
State of Connecticut	24.0%	13.1%	19.9%	17.4%	25.5%	**50.6%**	30.0%	15.7%	**54.3%**
State of Wisconsin	23.0%	7.9%	19.5%	22.2%	27.4%	**46.8%**	36.0%	19.3%	**44.7%**
State of North Carolina	17.1%	12.5%	18.8%	26.6%	25.0%	**49.7%**	24.9%	23.0%	**52.1%**
State of Pennsylvania	30.8%	14.8%	18.6%	19.5%	16.2%	**45.7%**	28.6%	26.4%	**45.1%**
State of Illinois	33.6%	16.6%	15.9%	22.1%	11.8%	**58.8%**	21.5%	34.5%	**44.0%**
Statewide Average	**25.7%**	**12.8%**	**17.2%**	**23.4%**	**20.9%**	**53.0%**	**27.5%**	**22.7%**	**49.8%**
Statewide Median	**23.5%**	**12.8%**	**17.9%**	**22.8%**	**23.9%**	**53.3%**	**27.4%**	**23.3%**	**45.3%**

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Table 31:
Age, Artistic Creation, and Willingness to Travel of Non-Resident Attendees to Nonprofit Arts and Culture Events Per Study Region During 2010

Arts&Economic Prosperity IV
A Project of Americans for the Arts

Individual Arts Districts All Populations Sample Size = 2	**AGE of NON-RESIDENT Survey Respondents**						**Willingness to Travel for Cultural Experiences**		
	18-34	**35-44**	**45-54**	**55-64**	**65 or Older**	**Personally Create Art**	**Skip Altogether**	**Replace Nearby**	**Travel to a Different Community**
Grand Center Arts District (St. Louis, MO)	22.4%	14.1%	14.1%	25.0%	24.4%	**54.1%**	23.3%	25.8%	**50.9%**
Dallas Arts District (Dallas, TX)	26.4%	16.9%	21.0%	22.4%	13.2%	**50.0%**	23.8%	23.8%	**52.3%**
Arts District Average	**24.4%**	**15.5%**	**17.6%**	**23.7%**	**18.8%**	**52.1%**	**23.6%**	**24.8%**	**51.6%**
Arts District Median	**24.4%**	**15.5%**	**17.6%**	**23.7%**	**18.8%**	**52.1%**	**23.6%**	**24.8%**	**51.6%**

Table Notes:

[1] The sample of audience-intercept surveys collected from randomly selected attendees to arts and cultural events in these study regions was fewer than the sample recommended by the project researchers. In most of the study regions, a sample of at least 800 surveys was requested; the data collection requirement was increased to 1,200 or more for some large, urban study regions and it was reduced to 500 in some small, rural study regions. Detailed information about the methodology used to collect and analyze the Audience Expenditure Survey is located in Appendix A of the *Arts & Economic Prosperity IV* National Statistical Report.

SOURCE: Arts and Economic Prosperity IV, Americans for the Arts, 2012. For more information, visit www.AmericansForTheArts.org/EconomicImpact.

Appendix C:
The Data Collection Instruments

Page	Data Collection Instrument Instrument
C–2	*Arts & Economic Prosperity IV* Organizational Expenditure Survey (Full Version)
C–8	*Arts & Economic Prosperity IV* Organizational Expenditure Survey (Abbreviated Version)
C–9	Fiscal Year 2010 Cultural Data Project (CDP) Profile
C–27	*Arts & Economic Prosperity IV* Audience Expenditure Survey (English)
C–28	*Arts & Economic Prosperity IV* Audience Expenditure Survey (Spanish)
C–29	*Arts & Economic Prosperity IV* Audience Expenditure Survey (Farge Font)

Arts and Economic Prosperity IV

The Economic Impact of
Nonprofit Arts and Culture Organizations and Their Audiences

This research study is being conducted to provide reliable information about the economic impact of the arts and culture in your community. Your organization (or arts/cultural program) has been identified as eligible to participate. (The definition of your Study Region is in the original survey e-mail message, as well as on the first page of the web-based survey where you downloaded this paper version.)

Before you begin filling out the survey, we suggest that you review all of the questions and then gather the materials and documents you will need for your fiscal year that ENDED during 2010 (*e.g.* , IRS Form 990, annual report, and/or audit).

First, please provide the following contact information for your eligible arts organization or program.

Formal Name of Organization/Program: _____

Mailing Address: _____

City, State, Zip: _____

County (not country): _____

Telephone Number: _____

Web Address of Home Page: _____

Name of Chief Staff Executive: _____

Chief Staff Executive's Job Title: _____

Chief Staff Executive's E-mail Address: _____

If different than the person listed above, please tell us who is completing the survey so we know who to contact in case we have questions. We will only contact you about questions pertaining to the survey.

Your Name: _____

Your Job Title: _____

Your E-mail Address: _____

Please provide the following background information about your organization.

1. Which of the following best characterizes the legal status of your organization? *(Check only one)*

- ☐ Private, nonprofit (*e.g.* , a 501c3 or other formal nonprofit organization)
- ☐ Public, government (*e.g.* , department of cultural affairs, municipal arts facility or program)
- ☐ Unincorporated private or community organization (*e.g.* , an organization without 501c3 status)
- ☐ Embedded under the umbrella of a larger organization
- ☐ For-profit business
- ☐ Other *(please specify):* _____

2. What was the END DATE of your fiscal year that ENDED during 2010?

☐ January 31, 2010	☐ April 30, 2010	☐ July 31, 2010	☐ October 31, 2010
☐ February 28, 2010	☐ May 31, 2010	☐ August 31, 2010	☐ November 30, 2010
☐ March 31, 2010	☐ June 30, 2010	☐ September 30, 2010	☐ December 31, 2010

Important Background Information

3. Is your organization or program a college or university arts program, group, facility, or event (or otherwise affiliated with a college or university?

☐ No ☐ Yes → **IF "YES"**, complete this survey based only on the delivery of arts programming and activities to the public. Include performance and visual arts facilities and organizations. Include cultural heritage organizations. Include groups that present programming to the public. Include special events such as festivals. EXCLUDE academic arts programs. As a general rule of thumb: Include where the art happens, and exclude where the teaching happens. **YOUR BEST ESTIMATES ARE FINE**.

4. Is your organization or program embedded within a NON-ARTS community organization? An example would be an arts program that is operated by a church or community center.

☐ No ☐ Yes → **IF "YES"**, complete this survey based only on the budget of your arts and culture programming and activities. Do NOT respond based on the operating budget of the entire non-arts community organization. For example, if your organization is a community center that provides after-school arts activities, respond solely regarding the arts programming. **YOUR BEST ESTIMATES ARE FINE**.

5. Is your organization or program operated under the umbrella of a larger municipal organization? An example would be a Division of Cultural Affairs or an arts facility that is housed within or operated by a larger municipal department such as Parks & Recreation, Economic Development, or Planning.

☐ No ☐ Yes → **IF "YES"**, complete this survey based only on the budget of your arts and culture office, programming, and activities. Do NOT respond based on the operating budget of the entire municipal agency. For example, if your organization is housed within the Parks & Recreation Department, do NOT respond based on the budget and programming of the entire Parks & Recreation Department. Rather, respond based on the budget and programming of your arts and culture office, programming, and activities only. **YOUR BEST ESTIMATES ARE FINE**.

6. Did your arts organization or program award grants or otherwise provide direct financial support to at least one arts organization during your fiscal year that ended during 2010?

☐ No ☐ Yes → **IF "YES"**, when completing this survey, EXCLUDE all dollars that were awarded or otherwise allocated to other arts and culture organizations. Those dollars will be captured on the version of this survey that is completed by those organizations that received the funds. **YOUR BEST ESTIMATES ARE FINE**. (You should include, however, dollars that your organization or program awarded or granted to individual artists.)

Financial Profile of Your Organization

7. Provide your organization's total OPERATING EXPENDITURES for your fiscal year that ENDED during 2010. Exclude capital expenditures and asset acquisition (we ask about those on the next page). If exact figures are not available, use your best estimates. Round to the nearest whole number.

One important caveat: Do NOT include dollars that your organization granted to other organizations. (Grant dollars will be captured on the surveys that are completed by the organizations that received the grants).

		Operating Expenditures
Personnel & Payroll Expenses (excluding payments to artists)		
A.	Total organizational payroll (including both full-time and part-time staff)	$
B.	Total payroll taxes and fringe benefits (including FICA)	$
C.	Contractors (*i.e.* , full-time and part-time contract staff)	$
D.	Other personnel expenses *(not classified above):* _____	$
E.	**Total Personnel & Payroll Expenses (sum of lines A - D)**	$
Payments to Artists (e.g., performances, commissions, etc.)		
F.	Payments to LOCAL artists (i.e., live within your Study Region)	$
G.	Payroll taxes and fringe benefits (including FICA) for LOCAL artists	$
H.	Payments to NON-LOCAL artists (i.e., live outside your Study Region)	$
I.	Payroll taxes and fringe benefits (including FICA) for NON-LOCAL artists	$
J.	**Total Payments to Artists (sum of lines F - I)**	$
Overhead & Programmatic Expenses		
K.	Advertising, marketing, and other promotional costs	$
L.	Contract services (part-time or seasonal, including accounting and legal)	$
M.	Insurance	$
N.	Office machinery (excluding capital expenditures) and equipment rental	$
O.	Postage	$
P.	Programming and production expenses	$
Q.	Publications, videos, CDs	$
R.	Supplies and materials	$
S.	Communication costs (*e.g.* , phone, fax, Internet, communications technology)	$
T.	Travel costs	$
U.	Other *(not classified above):* _____	$
V.	**Total Overhead & Programmatic Expenses (sum of lines K - U)**	$
Facility Expenses		
W.	Rental and/or lease costs	$
X.	Mortgage costs	$
Y.	Property taxes	$
Z.	Utilities (e.g., electric, water, and refuse)	$
AA.	Other facility costs *(not classified above):* _____	$
BB.	**Total Facility Expenses (sum of lines W through AA)**	$
	TOTAL OPERATING EXPENDITURES *(sum of lines E, J, V, & BB)*	$

8. Please provide your organization's total CAPITAL EXPENDITURES AND ASSET ACQUISITION for your fiscal year that ENDED during 2010. If exact figures are not available, please use your best estimates. Please round to the nearest whole number.

Capital expenditures are payments to buy, build, replace, improve, or expand a facility or equipment which will last for more than one year and which, under generally accepted accounting principles, are not properly chargeable as an expense of operation or maintenance. In other words, they are capitalized and may be depreciated or amortized.

		Capital Expenditures
A.	Equipment purchases & improvements (*e.g.* , computer equipment & upgrades, instruments, sound systems, lighting systems, easels)	$
B.	Art purchases (*i.e.* , additions to a collection)	$
C.	Real estate purchases	$
D.	Construction of new facilities	$
E.	Renovation and/or improvement of existing facilities	$
F.	Other Capital Expenditures *(not classified above):*	$
G.	**Total Capital Expenditures (sum of lines A - F)**	$

9. Please provide your organization's total REVENUE and SUPPORT for your fiscal year that ENDED during 2010. If exact figures are not available, please use your best estimates. Please round to the nearest whole number. Include support and revenue received for capital projects.

		Organizational Revenues
A.	Earned Revenue (*e.g.* , admissions, sales, tuition, fees for services)	$
B.	Corporate Support	$
C.	Foundation Support	$
D.	Individual Support	$
E.	Local Government Grants and Support (city and/or county only)	$
F.	State Government Grants and Support	$
G.	Federal Government Grants and Support (*e.g.* , NEA)	$
H.	Interest Income	$
I.	Income from your Endowment	$
J.	Cash on hand (i.e., existing cash reserves used to pay FY2010 expenses)	$
K.	All Other Revenues and Support *(not classified above):* _____	$
L.	**Total Organizational Revenues (sum of lines A through L)**	$

Attendance Figures for Your Organization

10. Please provide the TOTAL ATTENDANCE figures for your organization during your fiscal year that ENDED during 2010. These figures should include attendance to all cultural events that your organization produces or presents. If exact figures are not available, use your best estimates.

		Total Attendance
A. Performances	#	
B. Exhibitions (including museum and gallery attendance)	#	
C. Festivals and special events	#	
D. Other events *(not classified above):* _____	#	
E. Total Attendance (sum of lines A - D)	#	

11. Estimate the percentage of the total attendance (that you provided in Q.10) that was represented by attendees who are NOT residents of your Study Region. We recognize that it is difficult to provide an exact figure. *Give us your best estimate.*

A. Percentage (%) of total attendance represented by NON-RESIDENTS [ ] **%**

12. Estimate the percentage of the total attendance (that you provided in Q.10) that was represented by CHILDREN younger than 18 years of age. We recognize that it is difficult to provide an exact figure. *Give us your best estimate.*

A. Percentage (%) of total attendance represented by children younger than 18 years of age [ ] **%**

Value of In-Kind Contributions to Your Organization

13. Please provide the estimated dollar value of the total IN-KIND CONTRIBUTIONS received by your organization during your fiscal year that ENDED during 2010. If exact figures are not available, use your best estimates. Please round to the nearest whole number.

In-kind contributions are non-cash donations such as materials (*e.g.* , office supplies from a local retailer), facilities (*e.g.* , rent), and services (*e.g.* , printing costs from a local printer).

		In-Kind Value
A. From arts organizations (*e.g.* arts agencies, arts councils, museums, etc.)	$	
B. From corporations or private businesses	$	
C. From individuals (exclude volunteer hours — we'll ask about those below)	$	
D. From local government (city and/or county)	$	
E. From state government	$	
F. From other sources *(not classified above):* _____	$	
G. Total Value of In-Kind Contributions (sum of lines A - F)	$	

Volunteers and Volunteer Hours Dedicated to Your Organization

14. Please provide the total number of VOLUNTEERS who donated time to your organization, and the total number of VOLUNTEER HOURS they donated, during your fiscal year that ENDED during 2010. If exact figures are not available, please use your best estimates.

When considering volunteers, be sure to include all of the following:

A. Professional volunteers (*e.g.* , executive/program staff, volunteer coordinator, board members)
B. Artistic volunteers (*e.g.* , artists, choreographers, designers)
C. Clerical volunteers (*e.g.* , administrative support staff)
D. Service volunteers (*e.g.* , ticket takers, docents, gift shop volunteers)
E. Seasonal and other miscellaneous volunteers

	Total VOLUNTEERS	Total HOURS
F. Total Volunteers and Hours (sum of groups A - E)	#	#

Number of Paid Staff

15. Provide the total number of YEAR-ROUND, PAID STAFF that are employed by your organization.

	Number of Paid Staff
A. Full-time paid staff	#
B. Part-time paid staff	#
C. Contract staff/independent contractors (excluding seasonal staff)	#
D. Seasonal staff	#
E. Other paid staff *(not classified above):* _____	#
F. Total Number of Paid Staff *(sum of lines A - E)*	#

16. Based on the itemized staff information that you provided above, what is the total number of FULL-TIME EQUIVALENT (FTE) staff currently employed by your organization? Full-time equivalent employees equal (the number of employees on full-time schedules) plus (the number of employees on part-time schedules converted to a full-time basis). Therefore, one FTE can equal one full-time employee, OR two half-time employees, OR one half-time employee and two quarter-time employees, etc. If an exact figure is not available, provide your best estimate.

A. Total Number of Full-Time Equivalent (FTE) staff currently employed #

THANK YOU FOR GATHERING THIS IMPORTANT ECONOMIC IMPACT INFORMATION !!

Using this completed paper survey as a reference, please return to the original e-mail you received about this survey, click the link to your unique web-based survey, and fill out the form. Keep this paper copy for your records.

Or, if you prefer, feel free to make a copy of this paper survey for your records, and then:

(1) Mail, (2) Fax, or (3) Scan and E-mail Your Completed Survey to:

Benjamin Davidson
Senior Director of Research Services
Americans for the Arts
1000 Vermont Avenue NW, 6th Floor
Washington, DC 20005

Fax: 202-371-0424
E-mail: bdavidson@artsusa.org

Arts and Economic Prosperity IV

The Economic Impact of Nonprofit Arts and Culture Organizations and Their Audiences

Formal Name of Organization/Program: _____

City, State, Zip: _____

County (not country): _____

1. Which of the following best characterizes the legal status of your organization or cultural program?

- ☐ Private, nonprofit (*e.g.* , a 501c3 or other formal nonprofit organization)
- ☐ Public, government (*e.g.* , department of cultural affairs, municipal arts facility or program)
- ☐ Unincorporated private or community organization (*e.g.* , an organization without 501c3 status)
- ☐ Embedded under the umbrella of a larger organization
- ☐ For-profit business
- ☐ Other *(please specify):* _____

2. What was the end date of your fiscal year that ended during 2010?

☐ January 31, 2010	☐ April 30, 2010	☐ July 31, 2010	☐ October 31, 2010
☐ February 28, 2010	☐ May 31, 2010	☐ August 31, 2010	☐ November 30, 2010
☐ March 31, 2010	☐ June 30, 2010	☐ September 30, 2010	☐ December 31, 2010

3. Provide your organization's FY2010 total OPERATING expenditures. $ ☐

4. Provide your organization's FY2010 total CAPITAL expenditures. $ ☐

5. Provide your organization's FY2010 total support and revenue. $ ☐

6. Estimate the total attendance to cultural events/exhibits that your organization produced or presented during 2010. # ☐

7. Estimate the total dollar value of all in-kind contributions received by your organization during FY2010. $ ☐

8. Estimate the total number of volunteer HOURS contributed by volunteers to your organization during 2010. # ☐

THANK YOU FOR GATHERING THIS IMPORTANT ECONOMIC IMPACT INFORMATION !!

(1) Mail, (2) Fax, or (3) Scan and E-mail Your Completed Survey to:

Fax: 202-371-0424
E-mail: bdavidson@artsusa.org

Benjamin Davidson
Senior Director of Research Services
Americans for the Arts
1000 Vermont Avenue NW, 6th Floor
Washington, DC 20005

Section 1 - ORGANIZATION INFORMATION

Fiscal Year-End Date: 06/30/2010

1	For the 12 months ended 06/30/2010	
2	Organization Login	cdpblank
3	Legal Name of Your Organization	CDP Blank Profile
3a	Organization Mission Statement:	
3b	From where do you draw your primary audience/constituency?	
3c	Does your organization primarily serve a particular racial/ethnic group?	
3d	Does your organization primarily serve a specific gender?	
3e	Does your organization primarily serve a specific age group?	
3f	Are there other distinct groups that you define as primary constituencies?	
4a	Does your organization have a parent organization?	
	4b Legal Name of Parent Organization (if any)	(not applicable)
	5 Is Arts & Culture the primary focus of the Parent Organization?	(not applicable)
6	Is your organization, department, or ongoing program for whom you are filling out this form annually audited or reviewed by an independent public accounting firm?	
7	Street Address	
8	Street Address, Line 2	
9	City	
10	State	
11	Zip + 4	
12	County	
13	Phone #	
14	Fax #	
15	Federal ID #	
16	Organization Type (e.g. 501(c)(3))	
	16a If Other, Please Describe	(not applicable)
	16b What is the name of your organization/program's fiscal sponsor?	(not applicable)
17	NTEE Classification	
17a	NISP Discipline	
	17b Specialty or branch of discipline	(not applicable)
17c	NISP Institution Type	
	17d If None of the Above, Please Describe	(not applicable)
18	DUNS #	
19	Web Address	
20	Accounting Method	
	20a Accounting Method, if Other	(not applicable)
21a	Did your accounting method change during the period in Line 1?	
	21b If yes, what was your former method of accounting?	(not applicable)
	21c Other Former Accounting Method	(not applicable)
22	Contact Person	Neville Vakharia
23	Contact Person Title	
24	Contact Person E-mail	nvakharia@pewtrusts.org
25	# of Board Members	
26	Year Organization Founded	
27	Year Organization Incorporated	
28	Date IRS Tax Exemption Received	
29	City Council District #	
30	State House District #	
31	State Senate District #	
32	Federal Congressional District #	

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33	Fiscal Year End Date (month & day only)	06/30
34	Date Form Completed	03/19/2011

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Section 2 - AUDIT/REVIEW VERIFICATION SHEET

Fiscal Year-End Date: 06/30/2010

BALANCE SHEET

		Total 06/30/2010	Total 06/30/2009
1	Total Assets	$0	$0
2	Total Liabilities and Net Assets	$0	$0
3	Net Assets - Unrestricted	$0	$0
4	Net Assets - Temporarily Restricted	$0	$0
5	Net Assets - Permanently Restricted	$0	$0

INCOME STATEMENT

	Revenue	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 06/30/2010	Total 06/30/2009
6	Per Audit: Total Revenue				$0	$0
7	Per Audit: Other Changes				$0	$0
8	Total Audit: Total Revenue				$0	$0

	Expenses	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 06/30/2010	Total 06/30/2009
9a	Program				$0	$0
9b	Fundraising				$0	$0
9c	General & Administrative				$0	$0
9	Per Audit: Total Expenses				$0	$0
10	Per Audit: Other Changes				$0	$0
11	Total Audit: Total Expenses				$0	$0

	Net	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 06/30/2010	Total 06/30/2009
12	Change in Net Assets				$0	$0

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Section 3 - REVENUE

Fiscal Year-End Date: 06/30/2010

	Earned	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 06/30/2010	Total 06/30/2009
1	Admissions *				$0	$0
2	Ticket Sales				$0	$0
3	Tuitions *				$0	$0
4	Workshop & Lecture Fees				$0	$0
5	Touring Fees				$0	$0
6	Special Events - Non-fundraising				$0	$0
	6a Special Events - Non-fundraising, Briefly Describe	(not applicable)				
7	Gift Shop/Merchandise Sales				$0	$0
7a	Gallery/Publication Sales				$0	$0
8	Food Sales/Concession Revenue				$0	$0
8a	Parking Concessions				$0	$0
9	Membership Dues/Fees				$0	$0
10	Subscriptions - Performance				$0	$0
10a	Subscriptions - Media				$0	$0
11	Contracted Services/Performance Fees				$0	$0
12	Rental Income				$0	$0
13	Royalties/Rights & Reproductions				$0	$0
14	Advertising Revenue				$0	$0
15	Sponsorship Revenue				$0	$0
16	Investments-Realized Gains/Losses				$0	$0
17	Investments-Unrealized Gains/Losses				$0	$0
18	Interest & Dividends				$0	$0
19	Other Earned Revenue				$0	$0
	19a If Other Earned Revenue, Briefly Describe	(not applicable)				
20	Total Earned Revenue				$0	$0

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Contributed	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 06/30/2010	Total 06/30/2009
21 Trustee/Board Contributions				$0	$0
22 Individual Contributions				$0	$0
23 Corporate Contributions				$0	$0
24 Foundation Contributions				$0	$0
25 Government - City				$0	$0
26 Government - County				$0	$0
27 Government - State				$0	$0
28 Government - Federal				$0	$0
28a Tribal Contributions				$0	$0
29 Special Events - Fundraising				$0	$0
30 Other Contributions				$0	$0
30a Other Contributions, Briefly Describe	(not applicable)				
30b Parent Organization Support				$0	$0
30c Related Organization Contributions				$0	$0
31 In-kind Contributions				$0	$0
31a In-Kind Contributions, Briefly Describe	(not applicable)				
32 Net Assets Released from Restrictions				$0	$0
33 Total Contributed Revenue and Net Assets Released from Restrictions				$0	$0
34 Total Earned and Contributed Revenue Including Net Assets Released from Restrictions				$0	$0
35 Transfers & Reclassifications				$0	$0

Total	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 06/30/2010	Total 06/30/2009
36 Total Revenue				$0	$0

Unrestricted Revenue Funds	Total 06/30/2010	Total 06/30/2009
37 Of the Total Unrestricted Revenue reported on line 36, what was the total amount intended for operating/programmatic purposes?		$0
38 Of the Total Unrestricted Revenue reported on line 36, what was the total amount intended for capital purposes?		$0
39 Total Operating and Capital Revenue		$0
40 Briefly describe any discrepancies between Total Unrestricted Revenue (line 36) and Total Operating and Capital Revenue (line 39)	(not applicable)	

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Section 4 - GOVERNMENT CONTRACTS AND GRANTS

Fiscal Year-End Date: 06/30/2010

City Agency/Department	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 06/30/2010	Total 06/30/2009
A1				$0	$0
A2				$0	$0
A3				$0	$0
A4				$0	$0
A5				$0	$0
A6				$0	$0
A7				$0	$0
A8				$0	$0
A9				$0	$0
A10				$0	$0
A11 Other				$0	$0
A11a If Other, please describe	(not applicable)				
A12 Total Government - City				$0	$0

County Agency/Department	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 06/30/2010	Total 06/30/2009
B1				$0	$0
B2				$0	$0
B3				$0	$0
B4				$0	$0
B5				$0	$0
B6				$0	$0
B7				$0	$0
B8				$0	$0
B9				$0	$0
B10				$0	$0
B11 Other				$0	$0
B11a If Other, please describe	(not applicable)				
B12 Total Government - County				$0	$0

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State Agency/Department	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 06/30/2010	Total 06/30/2009
C1				$0	$0
C2				$0	$0
C3				$0	$0
C4				$0	$0
C5				$0	$0
C6				$0	$0
C7				$0	$0
C8				$0	$0
C9				$0	$0
C10				$0	$0
C11 Other				$0	$0
C11a If Other, please describe	(not applicable)				
C12 Total Government - State				$0	$0

Federal Agency/Department	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 06/30/2010	Total 06/30/2009
D1				$0	$0
D2				$0	$0
D3				$0	$0
D4				$0	$0
D5				$0	$0
D6				$0	$0
D7				$0	$0
D8				$0	$0
D9				$0	$0
D10				$0	$0
D11 Other				$0	$0
D11a If Other, please describe	(not applicable)				
D12 Total Government - Federal				$0	$0

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	Expense	PROGRAM Artists & Performers	PROGRAM Program - All Other	Fundraising	General & Administrative	Total 06/30/2010	Total 06/30/2009
1	Salaries					$0	$0
2	Commissions					$0	$0
3	Payroll Taxes					$0	$0
4	Health Benefits					$0	$0
5	Disability					$0	$0
6	Workers' Compensation					$0	$0
7	Pension and Retirement					$0	$0
8	Benefits - Other					$0	$0
	8a Benefits - Other, Briefly Describe	(not applicable)					
9	Total Salaries and Fringe					$0	$0

		06/30/2010	06/30/2009
10a	For the employees on your payroll, organization pays this percent of individual healthcare costs		
10b	For the employees on your payroll, organization pays this percent of family healthcare costs		
10c	For employees on your payroll, organization offers to contribute up to this percent of annual salary for pension and retirement		

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	Expense	Program	Fundraising	General & Administrative	Total 06/30/2010	Total 06/30/2009
1	Total Salaries & Fringe				$0	$0
2	Accounting				$0	$0
3	Advertising and Marketing				$0	$0
4	Artist Commission Fees				$0	$0
4a	Artist Consignments				$0	$0
5	Artists & Performers - Non-Salaried				$0	$0
6	Audit				$0	$0
7	Bank Fees				$0	$0
8	Repairs & Maintenance				$0	$0
9	Catering & Hospitality				$0	$0
10	Collections Conservation				$0	$0
11	Collections Management				$0	$0
12	Conferences & Meetings				$0	$0
13	Cost of Sales				$0	$0
14	Depreciation				$0	$0
15	Dues & Subscriptions				$0	$0
16	Equipment Rental				$0	$0
17	Facilities - Other				$0	$0
	17a Facilities - Other, Briefly Describe	(not applicable)				
18	Fundraising Expenses - Other				$0	$0
	18a Fundraising Expenses - Other, Briefly Describe	(not applicable)				
19	Fundraising Professionals				$0	$0
20	Grantmaking Expense				$0	$0
21	Honoraria				$0	$0
22	In-Kind Contributions				$0	$0
23	Insurance				$0	$0
24	Interest Expense				$0	$0
25	Internet & Website				$0	$0
26	Investment Fees				$0	$0
27	Legal Fees				$0	$0
28	Lodging & Meals				$0	$0
29	Major Repairs				$0	$0
30	Office Expense - Other				$0	$0
	30a Office Expense - Other, Briefly Describe	(not applicable)				
31	Other				$0	$0
	31a If Other, Briefly Describe	(not applicable)				
32	Postage & Shipping				$0	$0
33	Printing				$0	$0
34	Production & Exhibition Costs				$0	$0
34a	Programs - Other				$0	$0
	34b Programs - Other, Briefly Describe	(not applicable)				
35	Professional Development				$0	$0
36	Professional Fees - Other				$0	$0
	36a Professional Fees - Other, Briefly Describe	(not applicable)				
37	Public Relations				$0	$0
38	Rent				$0	$0
38a	Recording & Broadcast Costs				$0	$0
38b	Royalties/Rights & Reproductions				$0	$0
39	Sales Commission Fees				$0	$0

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	Expense	Program	Fundraising	General & Administrative	Total 06/30/2010	Total 06/30/2009
39a	Security				$0	$0
40	Supplies - Office & Other				$0	$0
41	Telephone				$0	$0
42	Touring				$0	$0
43	Travel				$0	$0
44	Utilities				$0	$0
45	Total Expenses				$0	$0
46	Change in Net Assets				$0	$0

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Section 7 - MARKETING EXPENSES

Fiscal Year-End Date: 06/30/2010

	Expense	Total 06/30/2010	Total 06/30/2009
1	Advertising		$0
2	Dues & Subscriptions		$0
3	Internet & Website		$0
4	Lodging & Meals		$0
5	Marketing Salaries & Fringes		$0
6	Postage & Shipping		$0
7	Printing		$0
8	Professional Fees		$0
9	Public Relations		$0
10	Sales Commission Fees		$0
11	Telephone		$0
12	Travel		$0
13	Marketing - Other		$0
13a	Marketing - Other, Briefly Describe	(not applicable)	
13b	In-Kind Marketing Expense		$0
13c	In-Kind Marketing Expense, Briefly Describe	(not applicable)	
14	Total Marketing		$0

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Section 8 - BALANCE SHEET

Fiscal Year-End Date: 06/30/2010

ASSETS

	Current Assets	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 06/30/2010	Total 06/30/2009
1	Cash & Cash Equivalents				$0	$0
2	Accounts Receivable				$0	$0
3	Pledges Receivable - Current				$0	$0
4	Grants Receivable - Current				$0	$0
5	Contracts Receivable				$0	$0
6	Receivables - Other				$0	$0
7	Inventory				$0	$0
8	Endowment Investments - Board Designated				$0	$0
9	Endowment Investments - Term				$0	$0
10	Endowment Investments - Permanently Restricted				$0	$0
11	Investments - All Other Marketable Securities				$0	$0
12	Prepaid Expenses				$0	$0
13	Current Assets - Other				$0	$0

	Non-Current Assets	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 06/30/2010	Total 06/30/2009
14	Fixed Assets - Land				$0	$0
15	Fixed Assets - Building				$0	$0
16	Fixed Assets - Furniture, Fixtures & Equipment				$0	$0
16a	Leasehold Improvements				$0	$0
17	Accumulated Depreciation				$0	$0
18	Pledges Receivable - Non-current				$0	$0
19	Grants Receivable - Non-current				$0	$0
20	Other - Non-current Assets				$0	$0
21	Interfund Balances (must total to zero)				$0	$0
22	Total Assets				$0	$0

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LIABILITIES & NET ASSETS

Current Liabilities	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 06/30/2010	Total 06/30/2009
23 Accounts Payable				$0	$0
24 Accrued Expenses				$0	$0
25 Grants Payable - Current				$0	$0
26 Credit Line Payable				$0	$0
27 Mortgages Payable - Current				$0	$0
28 Other Loans & Notes - Current				$0	$0
29 Deferred Revenue				$0	$0
30 Other Current Liabilities				$0	$0

Non-Current Liabilities	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 06/30/2010	Total 06/30/2009
31 Grants Payable - Non-current				$0	$0
32 Mortgages Payable - Non-current				$0	$0
33 Other Loans & Notes - Non-current				$0	$0
34 Other - Non-current Liabilities				$0	$0
35 Interfund Balances (must total zero)				$0	$0

Net Assets	Unrestricted	Temporarily Restricted	Permanently Restricted	Total 06/30/2010	Total 06/30/2009
36 Net Assets				$0	$0
37 Total Liabilities & Net Assets				$0	$0

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	Endowments - Board Designated	Total 06/30/2010	Total 06/30/2009
1	Investments Balance - Beginning of Year	$0	$0
2	Interest & Dividends		$0
3	Realized Gains (Losses)		$0
4	Unrealized Gains (Losses)		$0
5	New Funds In		$0
6	Funds Out (must be a negative number)		$0
7	Investments Balance - End of Year	$0	$0

	Endowments - Term	Total 06/30/2010	Total 06/30/2009
8	Investments Balance - Beginning of Year	$0	$0
9	Interest & Dividends		$0
10	Realized Gains (Losses)		$0
11	Unrealized Gains (Losses)		$0
12	New Funds In		$0
13	Funds Out (must be a negative number)		$0
14	Investments Balance - End of Year	$0	$0

	Endowments - Permanently Restricted	Total 06/30/2010	Total 06/30/2009
15	Investments Balance - Beginning of Year	$0	$0
16	Interest & Dividends		$0
17	Realized Gains (Losses)		$0
18	Unrealized Gains (Losses)		$0
19	New Funds In		$0
20	Funds Out (must be a negative number)		$0
21	Investments Balance - End of Year	$0	$0

	Investments - All Other	Total 06/30/2010	Total 06/30/2009
22	Investments Balance - Beginning of Year	$0	$0
23	Interest & Dividends		$0
24	Realized Gains (Losses)		$0
25	Unrealized Gains (Losses)		$0
26	New Funds In		$0
27	Funds Out (must be a negative number)		$0
28	Investments Balance - End of Year	$0	$0

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Section 10 - LOANS

Fiscal Year-End Date: 06/30/2010

	Credit Line	Total 06/30/2010	Total 06/30/2009
1	Balance - Beginning of Year	$0	$0
2	Additional Borrowings During the Fiscal Year		$0
3	Total Repayments During the Fiscal Year		$0
4	Balance - End of Year	$0	$0
5	Credit Line Limit		$0
6	Credit Line Rate		0.0%

	Mortgage Payable	Total 06/30/2010	Total 06/30/2009
7	Balance - Beginning of Year	$0	$0
8	Additional Borrowings During the Fiscal Year		$0
9	Total Repayments During the Fiscal Year		$0
10	Balance - End of Year	$0	$0
10a	Mortgages Payable - Current		$0
10b	Mortgages Payable - Non Current		$0
11	Mortgage Rate		0.0%

	All Other Loan And Notes Combined	Total 06/30/2010	Total 06/30/2009
12	Balance - Beginning of Year	$0	$0
13	Additional Borrowings During the Fiscal Year		$0
14	Total Repayments During the Fiscal Year		$0
15	Balance - End of Year	$0	$0
15a	Other Notes & Loans - Current		$0
15b	Other Notes & Loans - Non Current		$0

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Section 11 - NON-FINANCIAL INFORMATION

Fiscal Year-End Date: 06/30/2010

A - Number of Contributors	Total 06/30/2010	Total 06/30/2009
A1 Individuals		0
A2 Board		0
A3 Corporate		0
A4 Foundation		0
A5 Government (Federal, State & Local)		0

B - Space	Square Footage 06/30/2010	Square Footage 06/30/2009
B1 Do you own space?		
B2 Do you rent space?		
B3 Is space donated to you or provided in-kind?		

C - Attendance 06/30/2010	Physical	Virtual	Total
C1 Total Paid Attendance			0
C2 Total Free Attendance			0
C3 Total Attendance			0
C4 Children 18 and under			0
C5 Number of Groups of Children 18 and Under			0
C5a Number of Other Groups			0
C6 Attendance - Classes/Workshops			0

D - Website Activity	Total 06/30/2010	Total 06/30/2009
D1 Number of Page Views		0
D2 Number of Unique Web Visitors		0
D3 Total Number of Web Visitors		0
D4 Total income earned from website activities (from admissions, ticket sales, shop sales, etc.)		$0
D5 Total website generated donations		$0

E - Subscribers & Members	Total 06/30/2010	Total 06/30/2009
E1 Paying Subscribers - Performance		0
E1a Paying Subscribers - Media		0
E1b Non-paying Subscribers - Media		0
E2 Paying Members		0
E3 How many people are both members and subscribers?		0

F - Admission/Ticket Pricing (in dollars)	Total 06/30/2010	Total 06/30/2009
F1 Average Adult Price		$0.00
F2 Average Child Price		$0.00
F3 Average Senior Citizen Price		$0.00
F4 Average Student Price		$0.00
F5 Highest Single Price		$0.00
F6 Lowest Single Price		$0.00
F7 Median Price		$0.00

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	Other Pricing	Total 06/30/2010	Total 06/30/2009
F8	Average Adult Tuition/Workshop Price		$0.00
F9	Average Child Tuition/Workshop Price		$0.00
F10	Average Publication Price		$0.00
F11	Average Fundraising Special Event Price		$0.00
F12	Average Non-fundraising Special Event Price		$0.00
F13	Average Media Content Price		$0.00

	G - Program Activity	Total 06/30/2010	Total 06/30/2009
G1	Live Productions - Self-Produced		0
G1a	Live Productions - Presented Only		0
G2	Public Performances - Home		0
G3	Public Performances - Away		0
G3a	Online/radio/television programs		0
G4	Permanent Exhibitions		0
G5	Temporary Exhibitions		0
G6	Classes/Workshops - for the public/constituents		0
G7	Classes/Workshops - for professional artists		0
G7a	Publications		0
	G7b Number of Publications Sold/Distributed		0
G8	Tours		0
	G8a Number of Tour Occurrences		0
G9	Films		0
	G9a Number of Film Screenings		0
G10	Lectures		0
	G10a Number of Lecture Occurrences		0
G11	Exhibition Openings		0
G12	World Premieres		0
G13	National Premieres		0
G14	Local Premieres		0
G15	Works Commissioned		0
G16	Workshops or readings of new works		0
G17	Programs - Other		0
	G17a Number of Programs - Other Occurrences		0
	G17b Programs - Other, Briefly Describe	(not applicable)	
G18	Off-site School Programs		0
	G18a Number of Off-site School Program Occurrences		0
G19	Facility Rentals - By your organization for your program use		0
G20	Facility Rentals - By your organization for your non-program use		0
G21	Rentals of your facility by others		0

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H - Capital and Endowment Campaigns 06/30/2010		Capital	Endowment
H1	Has your organization recently completed a capital or endowment fundraising campaign (not including annual campaigns)?		
H1a	If yes, when was it completed?		
H2	Is your organization in the middle of or actively planning a capital or endowment fundraising campaign (not including annual campaigns)?		
H2a	If yes, what is the expected completion date?		
H2b	If yes, what is the campaign goal (in dollars)?		
H2c	If the campaign is in progress, how much has been raised as of the end of the fiscal year?		

I - Staff & Non-Staff Statistics (number of people) 06/30/2010		PROGRAM Artists & Performers	Program - All Other	Fundraising	General & Administrative	Total
I1	Full-time Permanent Employees					0.00
I2	Part-time/Seasonal Employees					0.00
I3	Part-time/Seasonal Empl. - FTEs					0.00
I4	Full-time Volunteers					0.00
I5	Part-time Volunteers					0.00
I6	Part-time Volunteers - FTEs					0.00
I7	Independent Contractors					0.00
I8	Independent Contractors - FTEs					0.00
I9	Interns/Apprentices					0.00
I10	Interns/Apprentices - FTEs					0.00

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Dear Arts Patron:

Please take a few minutes to answer the following questions. This survey is part of a study to measure the economic impact of the arts and culture in this community. The information that you provide will be kept strictly confidential. Please answer each question completely and return the survey to the person who gave it to you. Thank you!

AMERICANS for the ARTS

---

1. What is the ZIP Code or postal code of your primary residence? _____

(If you currently are staying in a vacation property or second home that you own, provide the zip code for that home).

2. Which of the following best describes your primary reason for being in this community today? *(Check only one)*

- [A] I am a full-time resident/I live here
- [B] I am a part-time resident (*e.g.* , I own a vacation home)
- [C] I am here specifically to attend this arts/cultural event
- [D] I am here on a vacation/holiday
- [E] I am here to conduct business (*e.g.* , meeting)
- [F] I am here for a combination of business & pleasure
- [G] I am here on personal business (*e.g.* , wedding)
- [H] I am here to visit friends or relatives who live here
- [I] Other *(Please specify):* _____

3. Including yourself, how many people are attending this arts event with you?
Include only the people in your immediate travel party (e.g., not tour groups). Adults: _____ Children (<18): _____

4. How many nights away from your primary residence will you spend in this community specifically because of your attendance to this arts event? If you answered in Q. 2 that you are a resident, and you will not spend any nights away from home, please respond with "0". # of Nights: _____

5. List below the estimated amount of money that you and the members of your immediate travel party have spent or plan to spend in this community specifically as a result of your attendance to this arts event. Remember to include money spent before, during, and after the event. If exact figures are not available, use your best estimates.

A. Admission/tickets to this event $ _____

B. Refreshments and/or snacks purchased while at this event $ _____

C. Food, drinks, or meals purchased before or after this event (i.e., at a local restaurant) $ _____

D. Souvenirs, gifts, books, recordings, and/or art $ _____

E. Clothing or accessories specifically for this event $ _____

F. Local transportation (e.g., gas, parking, tolls, rental car, taxi or bus fare -- not airfare) $ _____

G. Child-care specifically to attend this event $ _____

H. Overnight accommodations because of this event (e.g., hotel, motel, bed & breakfast) $ _____

I. Other *(Please specify):* _____ $ _____

6. Which of the following ranges includes your current age?

[A] Younger than 18 [B] 18-34 [C] 35-44 [D] 45-54 [E] 55-64 [F] 65+

7. What is the highest level of education that you have completed?

- [A] Less than high school
- [B] High school
- [C] 2-year college/technical/associates degree
- [D] 4-year college degree
- [E] Masters degree
- [F] Doctoral degree

8. Which of the following ranges includes your annual household income?

- [A] Less than $40,000
- [B] $40,000 - $59,999
- [C] $60,000 - $79,999
- [D] $80,000 - $99,999
- [E] $100,000 - $119,999
- [F] $120,000 or More

9. Do you actively participate in the creation of art or music?
(For example, do you sing in a choir, act in a play, paint or draw, etc.?) [A] Yes [B] No

10. If this event or exhibit were not happening, would you have traveled to another community to attend a similar cultural experience?

- [A] **No**, I would have skipped the cultural experience altogether
- [B] **No**, I would have replaced it with another nearby cultural experience
- [C] **Yes**, I would have traveled to **a different community**

Estimado patrocinador de las artes:

Por favor tómese unos minutos para contestar las siguientes preguntas. Esta encuesta es parte de un estudio para medir el impacto económico de las artes y la cultura en esta comunidad. La información que usted proporcione será considerada estrictamente confidencial. Por favor conteste cada pregunta por completo y devuelvale la encuesta a la persona que se la entregó. ¡Gracias!

AMERICANS for the ARTS

1. **¿Cuál es el código postal de su residencia principal?** _____
   (Si usted se está quedando actualmente en una residencia de vacaciones o en un segundo hogar del cual usted es el dueño, proporcione el código postal de ese hogar.)

2. **¿Cuál de las siguientes razones describe mejor su razón principal para estar en esta comunidad hoy?** *(Marque sólo una)*
   - [A] Soy un residente durante todo el año / vivo aquí
   - [B] Soy un residente parte del tiempo (*por ej.* , casa de vacaciones)
   - [C] Estoy aquí específicamente para atender a este evento cultural
   - [D] Estoy aquí de vacaciones / por un feriado
   - [E] Estoy aquí de negocios (*por ej.* , para una reunión)
   - [F] Estoy aquí por una combinación de negocios y placer
   - [G] Estoy aquí por un asunto personal (*por ej.,* un matrimonio)
   - [H] Estoy aquí para visitar a amistades o parientes que viven aquí
   - [I] Otra razón *(sírvase especificar):* _____

3. **¿Incluyéndolo a usted, cuantas personas están asistiendo a este evento de las artes junto con usted?** Incluya sólo a personas en su grupo de viaje (por ej., no incluya grupos que son parte de un tour) Adultos: _____ Niños (<18): _____

4. **¿Cuántas noches pasará usted en esta comunidad alejado de su residencia principal específicamente debido a su asistencia a este evento de las artes.** Si usted respondió que era un residente en la Pregunta 2 y usted no va a pasar noches afuera de su hogar, sírvase responder "0". # of Noches: _____

5. **Indique abajo la cantidad aproximada de dinero que usted y miembros de su grupo de viaje han gastado o planean gastar en esta comunidad específicamente debido a su asistencia a este evento de las artes.** Acuérdese de incluir el dinero gastado antes, durante y después del evento. Si no tiene las cifras exactas, sírvase aproximar lo mejor posible.
   - **A.** Entradas a este evento — A. $ _____
   - **B.** Refrescos y/o refrigerios comprados mientras asistía a este evento. — B. $ _____
   - **C.** Alimentos, bebidas o comidas compradas antes o después de este evento (*por ej.* , en un restaurante local) — C. $ _____
   - **D.** Souvenires, obsequios, libros, discos y/o arte — D. $ _____
   - **E.** Ropa o accesorios comprados específicamente para este evento — E. $ _____
   - **F.** Transporte local (*por ej.* , gasolina, estacionamiento, peajes, arriendo de auto, taxi, pasaje de bus – no incluya vuelos) — F. $ _____
   - **G.** Cuidado de niños debido específicamente por este evento — G. $ _____
   - **H.** Pasar la noche específicamente debido a este evento (*por ej.* , hotel, motel, pensión) — H. $ _____
   - **I.** Otro motivo *(sírvase especificar):* _____ — I. $ _____

6. **¿Cuál de los siguientes casilleros indica su edad actual?**
   [A] Menor de 18 [B] 18-34 [C] 35-44 [D] 45-54 [E] 55-64 [F] 65+

7. **¿Cuál es el nivel más avanzado de educación que usted ha completado?**
   - [A] No ha completado escuela secundaria
   - [B] Escuela secundaria
   - [C] Universidad de 2 años/técnica/título asociado
   - [D] Titulado de una universidad de 4 años
   - [E] Maestría (posgrado, no doctorado)
   - [F] Doctorado

8. **¿Cuál de los siguientes casilleros indica los ingresos anuales de su núcleo familiar?**
   - [A] Menos de $40,000
   - [B] $40,000 - $59,999
   - [C] $60,000 - $79,999
   - [D] $80,000 - $99,999
   - [E] $100,000 - $119,999
   - [F] $120,000 o más

9. **¿Usted participa activamente en la creación de arte o música?**
   (*Por ejemplo* , ¿canta en un coro, actúa en una obra de teatro, pinta o dibuja?) [A] Si [B] No

10. **¿Si este evento o exhibición no estuviera ocurriendo, hubiese usted viajado a otra comunidad para asistir a una experiencia cultural similar?**
    - [A] **No**, yo no hubiese asistido a una experiencia cultural
    - [B] **No**, yo la hubiese reemplazado con otra experiencia cultural cercana
    - [C] **Sí**, yo hubiese viajado a una comunidad diferente

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Continued on Back

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Essential for arts organizations, local governments, and communities who want to demonstrate the true economic impact of the arts, these new resources are a perfect tool for arts advocacy. To find out more about the study, visit: *www.AmericansForTheArts.org/EconomicImpact*

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			Total	

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Organization		
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Address 2	City, State, Zip	
Form of Payment (prepayment required)		
Credit Card Number	Expiration Date	
Signature		
Check Number	Cash Rendered	Change Due
Order Placed By	Date of Order	

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Name	Member ID (if applicable)	
Organization		
Address 1	Email	
Address 2	City, State, Zip	
Form of Payment (prepayment required)		
Credit Card Number	Expiration Date	
Signature		
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Order Placed By	Date of Order	

"Disney has a rich legacy in animation, film and storytelling, so naturally we consider the arts to be an essential part of our business, as well as an essential element of our communities. We have seen how the arts not only enrich American life, but also support millions of jobs across the country, generate billions of dollars in economic impact, and help drive the family-vacation industry. By investing in the arts, we plant seeds for the future and make our communities better places to live."

MEG CROFTON
President, Walt Disney World Parks & Resorts Operations, U.S. and France

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The following national organizations partner with Americans for the Arts to help public- and private-sector leaders understand the economic and social benefits that the arts bring to their communities, states, and the nation.

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Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. Established in 1960, we are dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts.