

METHODOLOGY

Sachs Media surveyed 952 Leon County residents between October 30 and November 5, 2023. The sample includes 805 responses collected through COCA mailing lists and 147 through the Leon County Voter File. Overall, 12% of respondents are current members, 8% are past COCA members, 38% only subscribe to the newsletter, and 41% have no relationship with COCA at all.

For the experimental message testing question, respondents were randomly assigned to review one of two messages prior to answering a common question. Results from the two audiences are presented within one table, broken down by audience.

KEY FINDINGS

Satisfaction with local arts and culture opportunities

- 77% say they are either “very” (35%) or “somewhat” (43%) satisfied with arts and culture opportunities in the community. Overall satisfaction is reported by greater portions of:
 - Current COCA members (89%), past members (81%) and mailing list subscribers (81%) compared with those who have no relationship with COCA (74%)
 - Those ages 65 and older (85%) and ages 35-64 (77%) compared with those under the age of 35 (65%)
 - Those with graduate degrees (83%) compared with those without (74%)
 - Women (82%) compared with men (75%)

Familiarity with Tallahassee Arts or Tallahassee Arts Guide

- 71% of the COCA audience say they have heard of Tallahassee Arts or Tallahassee Arts Guide. Familiarity is greatest among:
 - Current COCA members (89%), past members (80%), and subscribers (79%) compared with those with no COCA ties (64%)

Why members joined COCA

- 44% of members say they joined because they themselves are an artist, musician, or performer. Another 20% are members because they work with a nonprofit or cultural organization. And, just over one-third (36%) are members because they want to support arts and culture in their community.
- Male members overwhelmingly report being artists themselves (62%), while women are more divided between the three, with the plurality (40%) simply wanting to support arts and culture in the community.

How people first heard of COCA

- Among those who have heard of COCA, awareness first came through various channels. As seen below, most became familiar through word of mouth (38%), the email newsletter (37%), or social media (35%), with some variation between audiences.

	ALL (A)	CURRENT (B)	PAST (C)	SUBSCRIBE ONLY (D)	NONE (E)
Word of Mouth	38%	43%	39%	38%	37%
Email Newsletter	37%	39% ^E	43% ^E	48% ^E	25%
Social media	35%	38%	32%	36%	32%
Website	22%	26% ^E	32% ^E	26% ^E	16%
I've been a past or current member	16%	60% ^{DE}	65% ^{DE}	3%	5%
I don't recall	13%	6%	7%	14% ^B	15% ^B
Print Advertisement	10%	5%	14% ^B	8%	13% ^B
Other	10%	7%	4%	7%	15% ^{BCD}

How likely members are to renew

- 72% of members say they are “highly” likely to renew their membership, while another 26% said they are “somewhat likely” to do so. Only 2% said they are somewhat unlikely to renew, and none said they are not likely at all to renew.

Experimental question: how likely people are to become a member

- Respondents were randomly assigned to see one of two messages relating to the value of COCA in the community. Half saw a positive message, saying that COCA members are critical to help build and sustain the capital region’s vibrant arts and culture, while the other half saw a negative message, saying that without COCA members, the capital region’s arts and culture community would be less vibrant and smaller. This was followed by a common question regarding the likelihood of joining COCA.
- Overall, there were few differences in responses based on which message (positive or negative) respondents saw. About half (54%) of respondents said they’d either be “highly” likely (17%) or “somewhat” likely (37%) to become a member of COCA. The remainder are either “somewhat” (21%) or “not at all” (25%) likely to do so. However, men responded more favorably to the negative message, with 62% of men who saw this phrasing expressing some degree of interest in COCA compared with 47% of men who saw the “positive” phrasing.

Reasons people are unlikely to join

- Certain respondents from both audiences specifically indicated on the previous question that they are somewhat unlikely or not likely at all to join COCA. Their reasons include already supporting other local nonprofits that align with their interests (32%), not seeing any tangible benefits of doing so (30%), finding membership levels too expensive (22%), already supporting a specific arts or cultural organization (16%), and a lack of interest in local arts and culture (2%).
- Men (40%) are significantly more likely than women (28%) to say they don't see any tangible benefits of membership, as well as those under the age of 35 (50%) compared with those ages 35-64 (41%) and ages 65 and older (18%).
- Conversely, the feeling that membership is too expensive is held by greater portions of those under the age of 35 (41%) compared with those ages 35 and older (20%).

Benefits that would motivate people to join or remain a member

- Respondents were asked to select which benefits might motivate them to become, or remain, a member of COCA. In this, **about 6 in 10 (62%)** selected at least one of the following as motivating to them:

AT LEAST ONE THING WOULD MOTIVATE (NET)	62%
<i>'Invitation-only and behind-the-scenes access to special events</i>	32%
<i>'Meet and greets with visiting artists</i>	29%
<i>'Access to COCA's emails/newsletters featuring events</i>	28%
<i>'Priority access for featured event listings in COCA's "This Week!" email</i>	26%
<i>'Funding & education resources</i>	23%
<i>'Reduced entry fees in COCA's juried shows</i>	22%
<i>'Access to free workspace at DOMI Station on Wednesdays</i>	14%
<i>'Discounted advertising rates for COCA's websites and publications</i>	12%
<i>'Inclusion of your brochures for COCA's distribution</i>	12%
<i>'Use of COCA equipment, such as a binding machine for mailings or other projects</i>	10%
<i>'Priority access to COCA staff consultations</i>	8%

- Among those with no ties to COCA, about half (52%) said they'd find at least one benefit appealing, with the order of interest tracking the same as the sample overall.

MOST appealing benefits

- Respondents were then asked to select which one benefit is the most appealing to them. As seen below, the single benefit that is most interesting to respondents, overall, include invitation-only and behind-the-scenes access to special events (20%), and funding and educational resources (16%).

Invitation-only and behind-the-scenes access to special events	20%
Funding & education resources	16%
Access to COCA's emails/newsletters featuring events	15%
Priority access for featured event listings in COCA's "This Week!" email	14%
Reduced entry fees in COCA's juried shows	10%
Meet and greets with visiting artists	10%
Access to free workspace at DOMI Station on Wednesdays	4%
Discounted advertising rates for COCA's websites and publications	3%
Inclusion of your brochures for COCA's distribution	3%
Use of COCA equipment, such as a binding machine for mailings or other projects	2%
Priority access to COCA staff consultations	1%
\$3 Off Rides provided by Capital City Pedicab	1%