Measuring Intrinsic Impact
New Metrics for Valuing Art
How it is now

- We have gotten very good at measuring “things financial”
- We express our “value” and “impact” in sales numbers, butts in seats, community economic impact
- As artists and arts administrators, we’ve turned ourselves into bean counters because the people we deal with, what they count is beans.”
  – David Kilpatrick, executive director, La Crosse Community Theatre, Wisconsin
- But...we know that the **true value of art** is much deeper than that.
Intrinsic Impact: the intellectual, social, emotional and empathetic impact of a piece of art on an individual, measured using standard metrics and a common vocabulary.
captivation
aesthetic growth
social bridging and bonding
intellectual stimulation
emotional resonance
If you can describe something, you can measure it.
The Project

Learning to measure the intellectual, emotional, social, empathic effect of art on an individual using standard metrics and a common vocabulary.
COUNTING NEW BEANS
intrinsic impact and the value of art

featuring
MEASURING THE INTRINSIC IMPACT OF LIVE THEATRE
the final report on the landmark two-year intrinsic impact theatre study from research firm WOLFBROWN and authors ALAN BROWN and REBECCA RATZKIN

essays by
ARLENE GOLDBARD, CLAYTON LORD, REBECCA NOVICK and DIANE RAGSDALE

and interviews with
Susan Atkinson – Keith Baker – Anne Bogart – Dudley Cocke – David Dower
David Kilpatrick – Jessica Kubzansky – Martha Lavey – Barry Levine – Rob Melrose
Sarah Taines – Sydni Taines – Sisto Wagan

with a foreword by BEN CAMERON and introduction by BRAD ERICKSON
edited by CLAYTON LORD

11 months
26 theatres
12 cities
24 interviews
4 original essays
58 productions
60,000 surveys out
19,000 surveys back
>40% response rate

visit theatrebayarea.org/intrinsicimpact
Plays and musicals have different impact footprints
Single Ticket Buyers reported categorically higher levels of impact.
What emotions were you feeling as you left the theatre?

Booty Candy (Woolly Mammoth Theatre Company)
Summary of Results

• Familiarity and pre-performance engagement (preparation) positively impact anticipation
• Anticipation positively impacts intrinsic impact
• Intrinsic impact positively impacts the stickiness of the memory (estimated impression left in a year)
• Post-performance engagement positively impacts stickiness
• Stickiness impacts likelihood to recommend (loyalty)
• Less-frequent theatregoers/single ticket buyers report higher impacts than more frequent ones/subscribers
• Intentionality and preparation matter. Decision makers were more impacted than guests.
Next Steps

• Increase uptake by fostering use by more organizations.

• Piloting in-depth consultancies to encourage action out of the research.

• Instigate field-wide conversations -- in-person and virtually -- across the country.
accessible affordable standardized understood routine
Surveying Audiences
+ Speaking to Artists
+ Speaking to Audiences
+ Making It Accessible

Changing the Conversation about Impact and Success
Thank you!

*Counting New Beans* is available at bit.ly/ImpactArt