Minneapolis Plan for Arts & Culture Intercept Survey

SURVEY ADMINISTRATOR INSTRUCTIONS

Please have 2-3 clip boards and pencils available for people to use. Count every third or fourth or fifth person you see (who appears to be at least age 16 or older, depending on the amount of traffic in your location) and read them the following paragraph. Please be careful not to exclude anyone on basis of age, appearance, race, etc. If people would like more information on the cultural plan, please take down their names and addresses on a separate piece of paper. If people would like to take the survey with them and mail it in, there is a self-addressed mailing panel - they can simply fold the survey in thirds and place a 37 cent stamp. Please ask people to try filling it out where they are - if they must mail it in; please ask them to do so within one week.

Good Luck, and thanks for all your help!

INTRODUCTORY PARAGRAPH

Are you a seasonal or year-round resident of Minneapolis?

If **YES**, please continue...If **NO**, say thanks anyway, but this is a survey of city residents...

Hello. I'm working with the City of Minneapolis and we're conducting a survey as part of a planning process to find out how the public perceives arts and culture in our city. This information will be used to develop a Plan that will set future priorities in areas such as arts education and public art. Would you mind taking a few minutes to fill out the questions for this survey? Thank you. We really appreciate your input.

Minneapolis Plan for Arts & Culture – Resident Survey

1.	For how long have y	ou been	a resident of Mi	nneapolis?		Years			
2.	How many times in to drama, dance) of in Minneapolis? in St. Paul? anywhere else?		-	•		ing arts event (such as mu 	sic,		
3.	How many times in to museum? (write in in Minneapolis? in St. Paul? anywhere else?		year did you atte	end an exhib	ition (of visual art or an art			
4.	How many times in t (write in number) in Minneapolis? in St. Paul? anywhere else?	the past	year did you atte	end a scienc	e or n	atural history museum?			
5.	How many times in to in Minneapolis? in St. Paul? anywhere else?	the past y	year did you atte	end an histor	ric site	e or museum? (write in numbe	r)		
6.	How many times in to in Minneapolis? in St. Paul? anywhere else?	the past y	year did you atte	end an outdo	or fai	r or festival? (write in number)			
7.	Where would you tal (list up to 3)	ke friend	s or direct visito	ors for a "cul	tural(experience" in Minneapolis	\$?		
8.	What are some reasons that you don't atter all that apply) Lack of Time Cost of Attending Lack of Information Too Far to Drive No one to Attend With		you don't attend	nd arts and cultural events more frequently? (An Not Interested in Type of Programs Available Parking /Access Problems Can't Find Childcare Lack of Events in Minneapolis Other					
9.	Which of the following types of programs are you most interested in? (check as many that apply)								
	Folk or Jazz Music Stage Plays Art Exhibitions Art in Public Places		Ballet / Dance Neighborhood A Musical Theater Arts/Crafts Fairs Historical Sites & Film Series	& Festivals		Family/Children's Theatre Walking Tours History Museum/Exhibits Arts/Crafts Classes Poetry/Novel Readings Other			

10.	Which of the following	ng leisure	activities do	you partici	oate in? (c	heck as ma	ny that apply))		
	Movies Time with Family Participating in Sports Outdoor Activities Tisiting Historic Sites School Activities		Reading Attending Sports Events Home Improvement Gardening Arts/Crafts Entertaining at Home			Exercise Shoppin Televisio Travel Voluntee Other	g on/Videos			
11.	How would you rate	the availa	bility of arts	and cultural	programs	s in Minnea	polis? (check	one)		
	☐ Excellent	☐ God	od 🗔		air		☐ Poor			
12. On a scale of 1 to 10, with 1 meaning "not interested" and 10 meaning "very interested," how interested might you be in each of the following packages or promotions if they were available in Minneapolis? (please write in number 1 through 10)										
	 A package including theater/concert tickets and dinner at a local restaurant Recommended "visitor itineraries" for cultural day trips throughout the City A "sampler" ticket package featuring admissions to different venues in the City Visiting a Web site listing cultural programs and events throughout the City Taking an artist studio tour with the opportunity to buy art directly from artists Walking tours of arts, cultural, and historic sites in the City 									
13.	13. How much do you think arts and culture contribute to the city's economy? (check one)									
	☐ Extremely	☐ Sor	newhat	☐ N	ot Much		☐ Not At All			
14.	14. How important is it for children to have access to arts education in Minneapolis Public schools? (check one)									
	☐ Extremely	☐ Sor	newhat	☐ N	ot Very		☐ Not At All			
15. How important is it for the city to support arts and cultural programs and venues in downtown Minneapolis? (check one)										
	☐ Extremely	☐ Sor	newhat	☐ N	ot Very		☐ Not At All			
16.	16. How important is it for the city to support arts and cultural programs and venues in the city's neighborhoods? (check one)									
	☐ Extremely	☐ Sor	newhat	☐ N	ot Very		☐ Not At All			
17.	Do you think that the Yes		ernment shou No	uld provide <u>t</u>		r arts and o	culture?			
18	18 On a scale of 1 to 10, with 1 meaning "not important" and 10 meaning "very important," where should support for arts and culture should rank on the city's public agenda? (please write in number 1 through 10)									

19.						l support arts and culture, whi ? (check as many that apply)	ch of			
	Art in Public Place	es 🔲	Arts Education			Neighborhood Programs				
	Exhibit Spaces		Lectures/Seminars			Historic Sites & Programs				
	Youth Programs		Senior Programs			Downtown Cultural District				
	Support for Artists		Promotion			Outdoor Fairs & Festivals				
	Multicultural Programs		Theater Spaces			Other				
20.	·	ove of a sma	all <u>sales tax</u>	increase	to suppe	ort arts, cultural, and historic Don't Know				
21.	21. Would you approve of a small <u>property tax</u> increase to support arts, cultural, and historic programs and facilities in Minneapolis?									
	Yes	_	No	_		Don't Know	_			
22.	22. Would you approve of a modest <u>restaurant meals tax</u> to increase to support arts, cultural, and historic programs and facilities in Minneapolis?									
	Yes		No			Don't Know				
23. Where do you get most of your information on arts and cultural events? <i>(check as many that apply and please specify which newspapers, radio or television stations, if appropriate)</i>										
	Newspaper									
	Magazine									
		Radio Station — Which One(s)?								
	Television Which One(s)?									
	Family/Friends Through Schools		Posters Internet / E-mail		<u> </u>	Community Newsletter	s 🖵			
					u	Brochures in the Mail	u			
	Recreation Guide	Recreation Guide 🔲 Arts Group Mailing		up Mailings		Other	□			
24.	What is the ZIP c	ode of you	r primary re	sidence?						
25.	How many people	e in your ho	ousehold ur	nder age 1	6?					
26.	What is your age Under 19 □ 19 to 24 □ 25 to 34 □	?	35 to 44 45 to 54 55 to 64			65 to 74 75 or over	0			
27.	Do you have add	itional com	ments rega	rding arts,	culture	, or heritage in Minneapolis?				

Affix Stamp Here

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