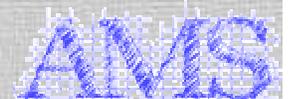


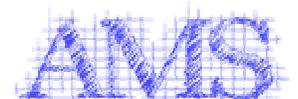
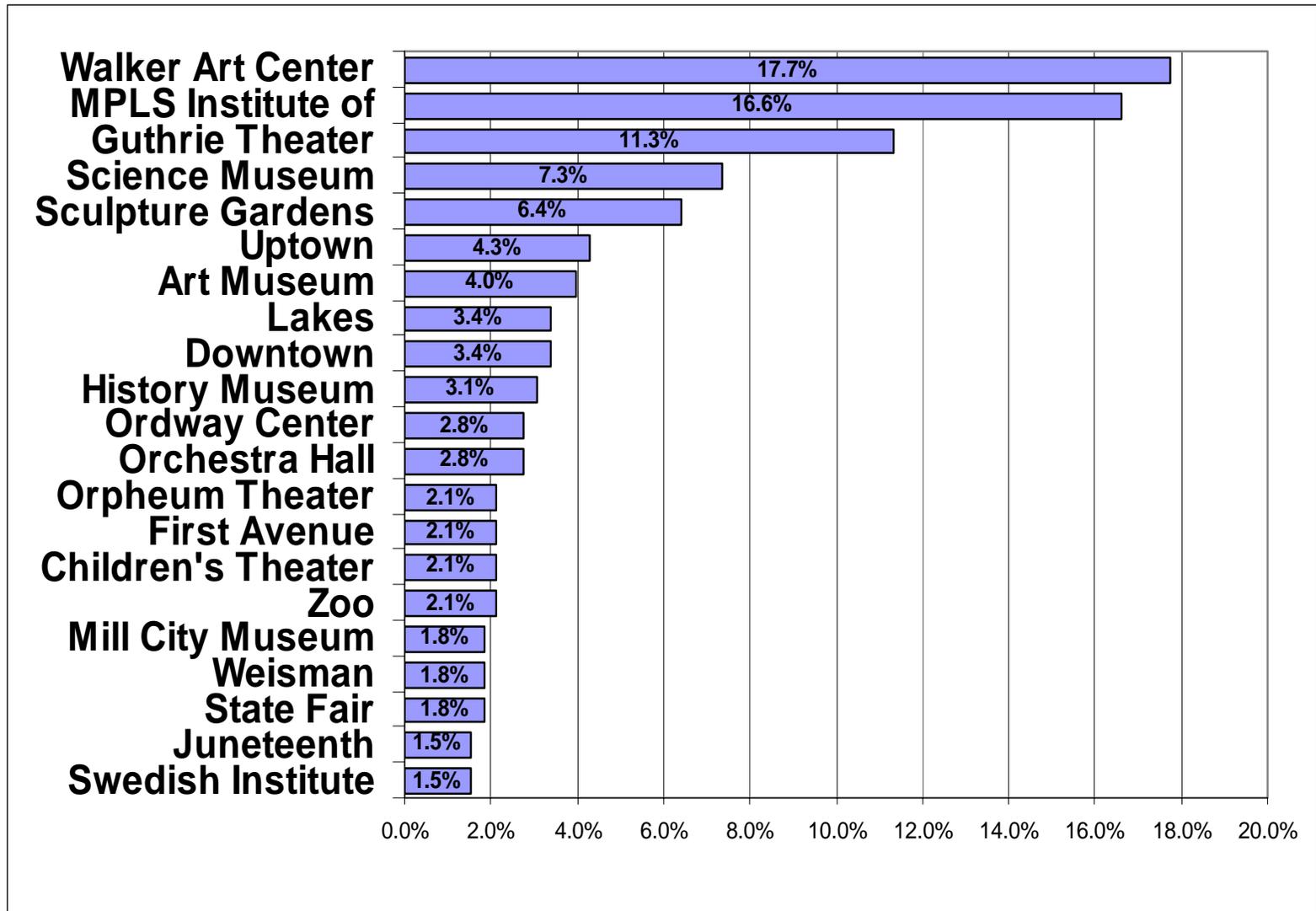
# Minneapolis Plan for Arts & Culture

Intercept Survey Report  
Part 2

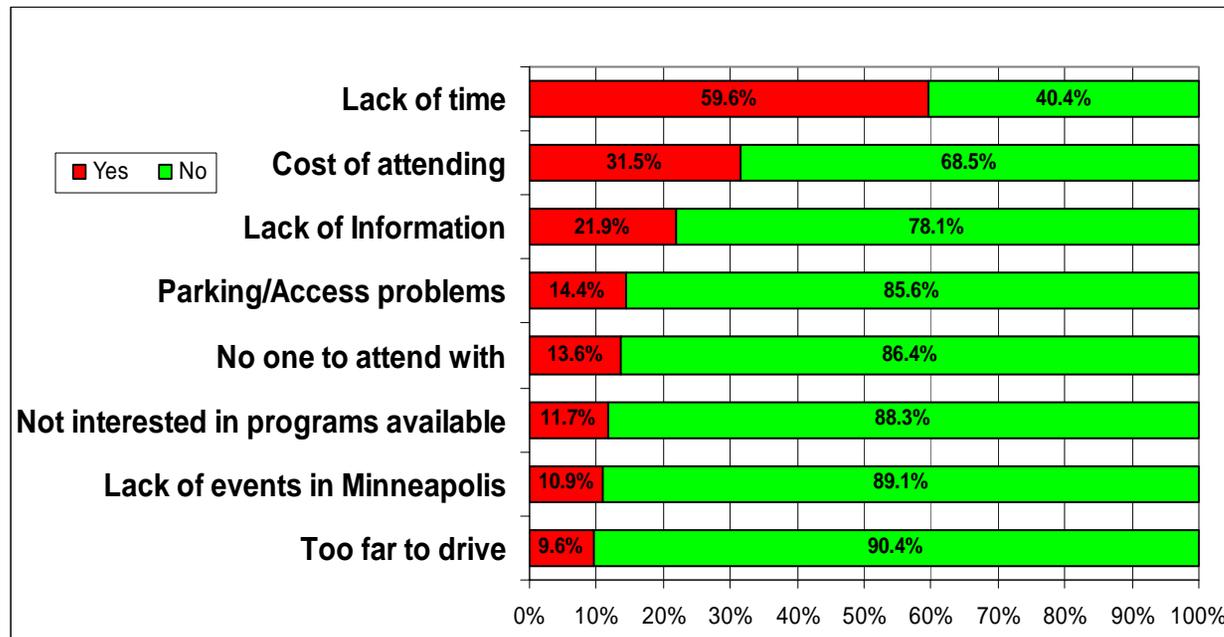
August 13, 2004



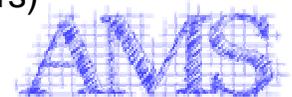
# Where Take Visitors for Cultural Experience



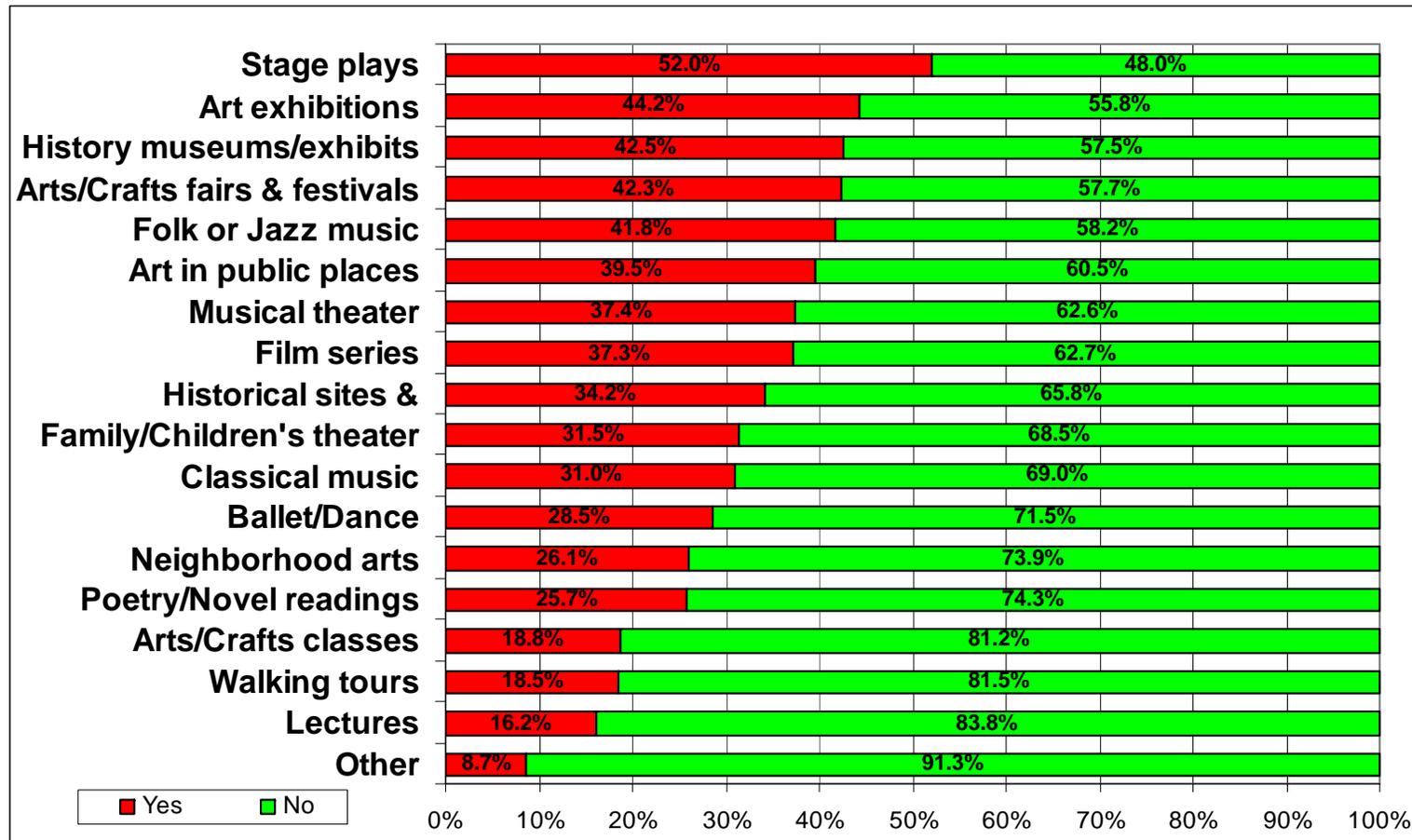
# Reasons for Not Attending More Often



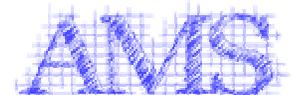
- Cost of attending cited by 37% of households without children (vs. 17% of those with), and by 41% of recent residents (vs. 29% of long-term)
- Cost of attending more prevalent among infrequent performing arts attenders (40%) than among both frequent (26%) and non-attenders (16%)
- Parking/access problems more prevalent among infrequent performing arts attenders (17%) than among both frequent (13%) and non-attenders (7%)
- No one to attend with (22% vs. 11%), and parking/access problems (25% vs. 12%) twice as prevalent among recent residents
- Lack of Information cited by 27% of non-visual arts attenders (vs. 13% of frequent attenders)



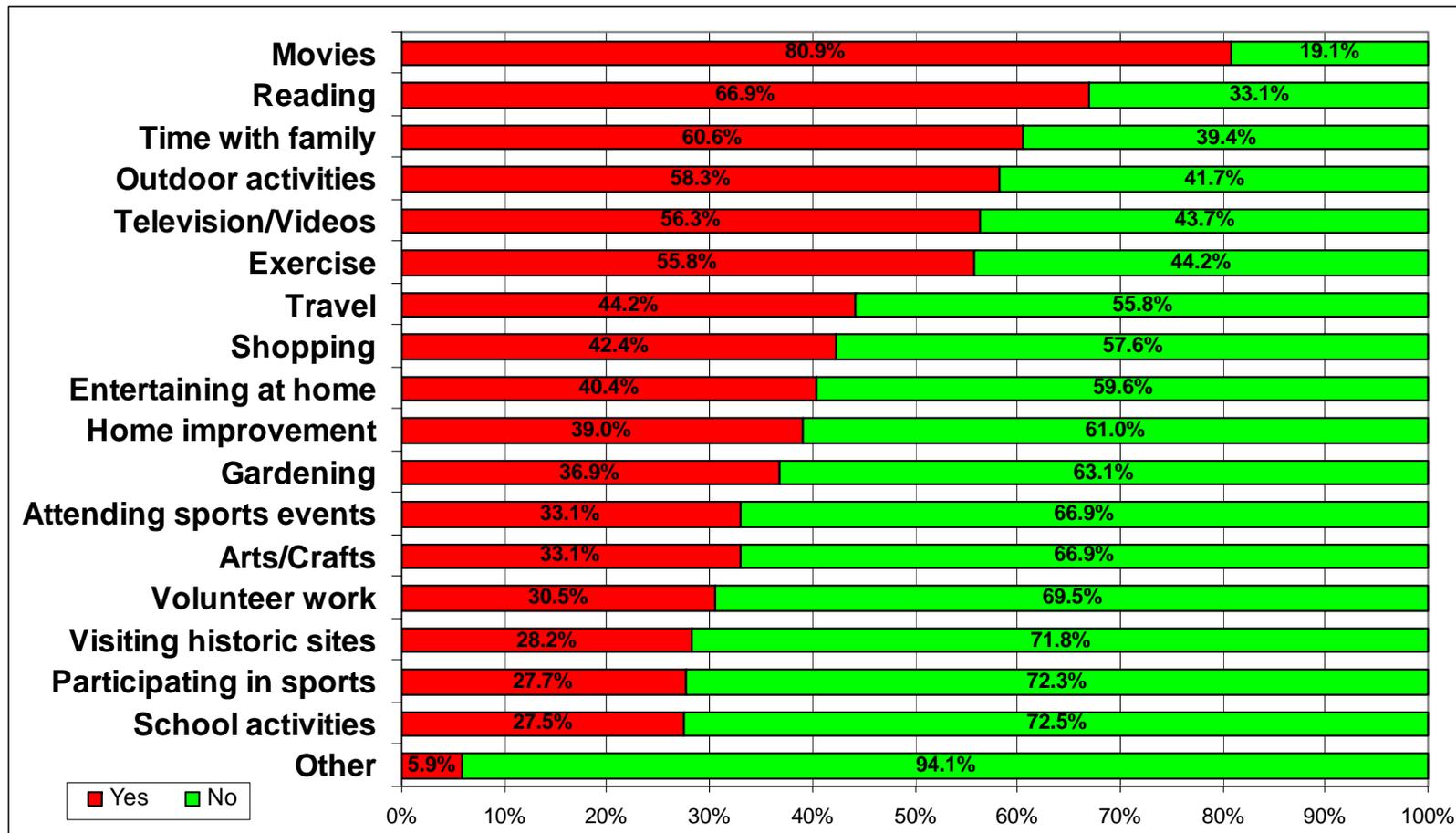
# Interest in Cultural Programs



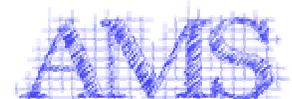
- 57% of frequent visual arts attenders cite “Folk/Jazz Music” (vs. 26% of non-attenders)
- 59% of frequent visual arts attenders cite “Art in Public Places” (vs. 21% of non-attenders)
- Ballet/Dance 20% higher among those living in Mpls 3+ years compared to “recent arrivals”



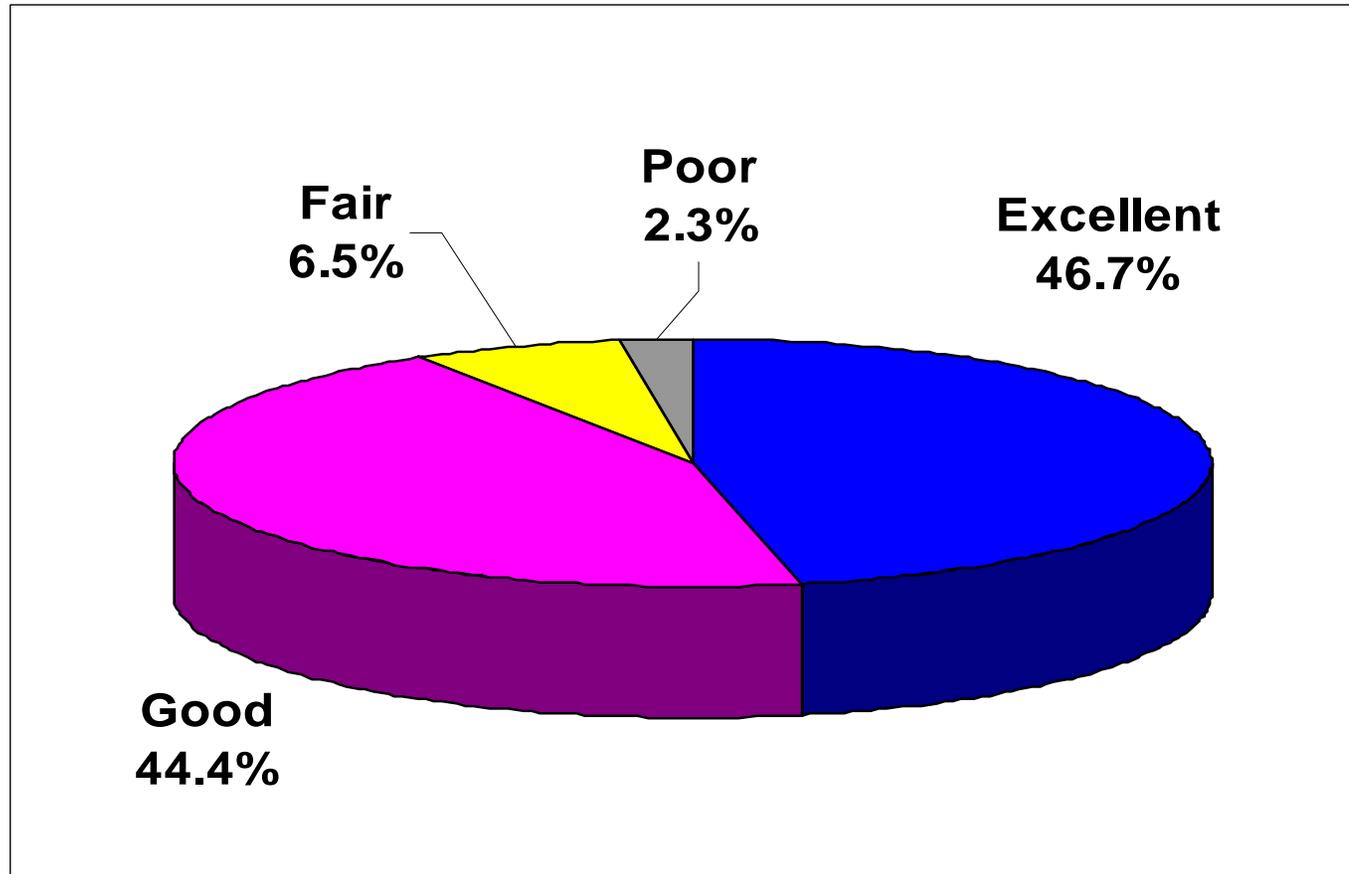
# Leisure Activity Participation



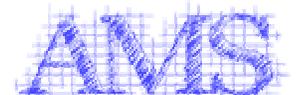
- Outdoor activities 10% higher among those with kids
- Movies quite popular among 83% of both infrequent and frequent performing arts attenders



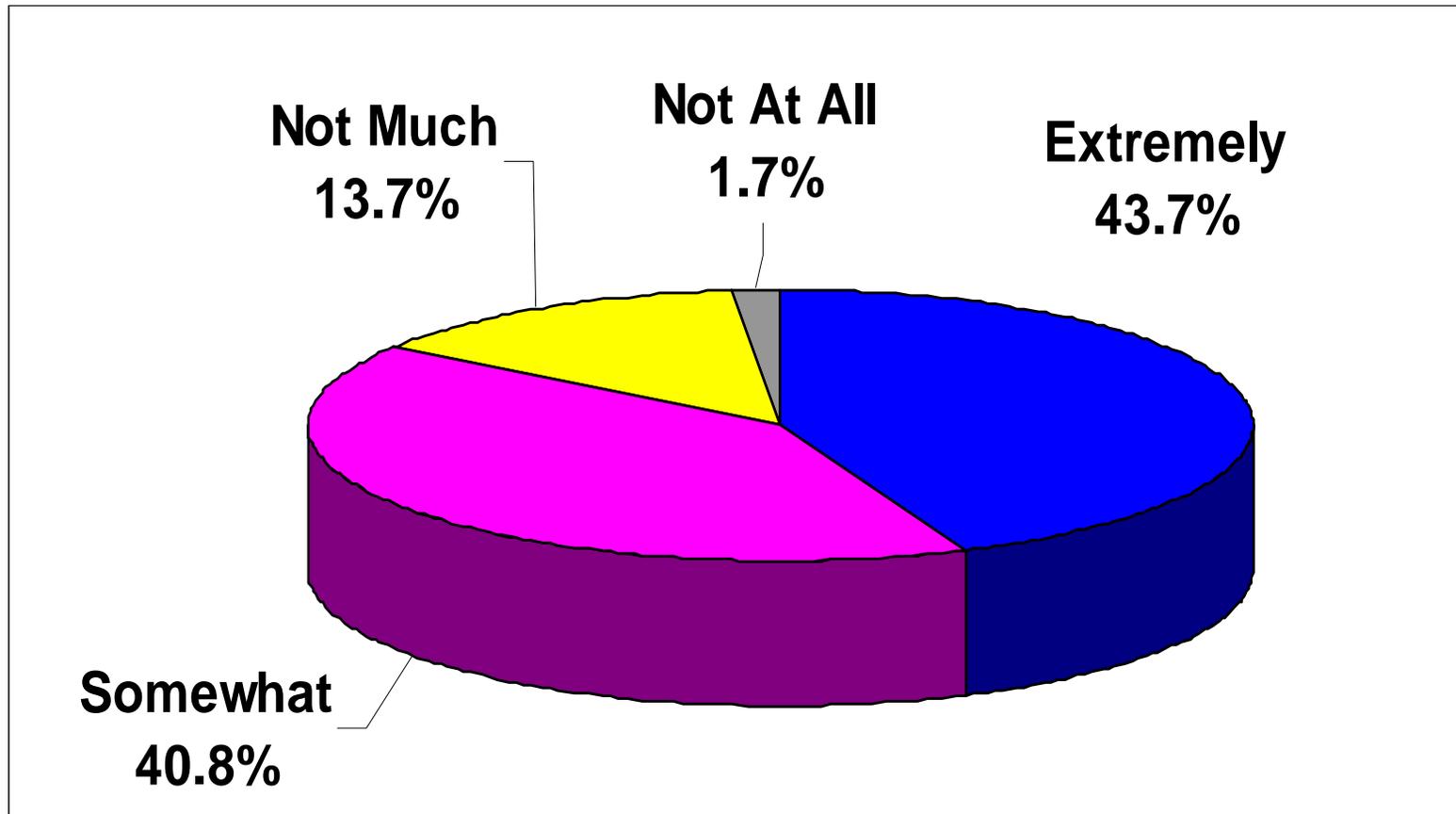
# Availability of Arts/Cultural Programs



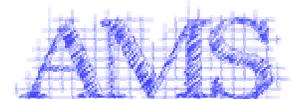
- As might be expected, frequent performing arts attenders are more likely to rank the availability of programs as “excellent” (59% versus 48% of infrequent attenders, and only 23% of non-attenders)



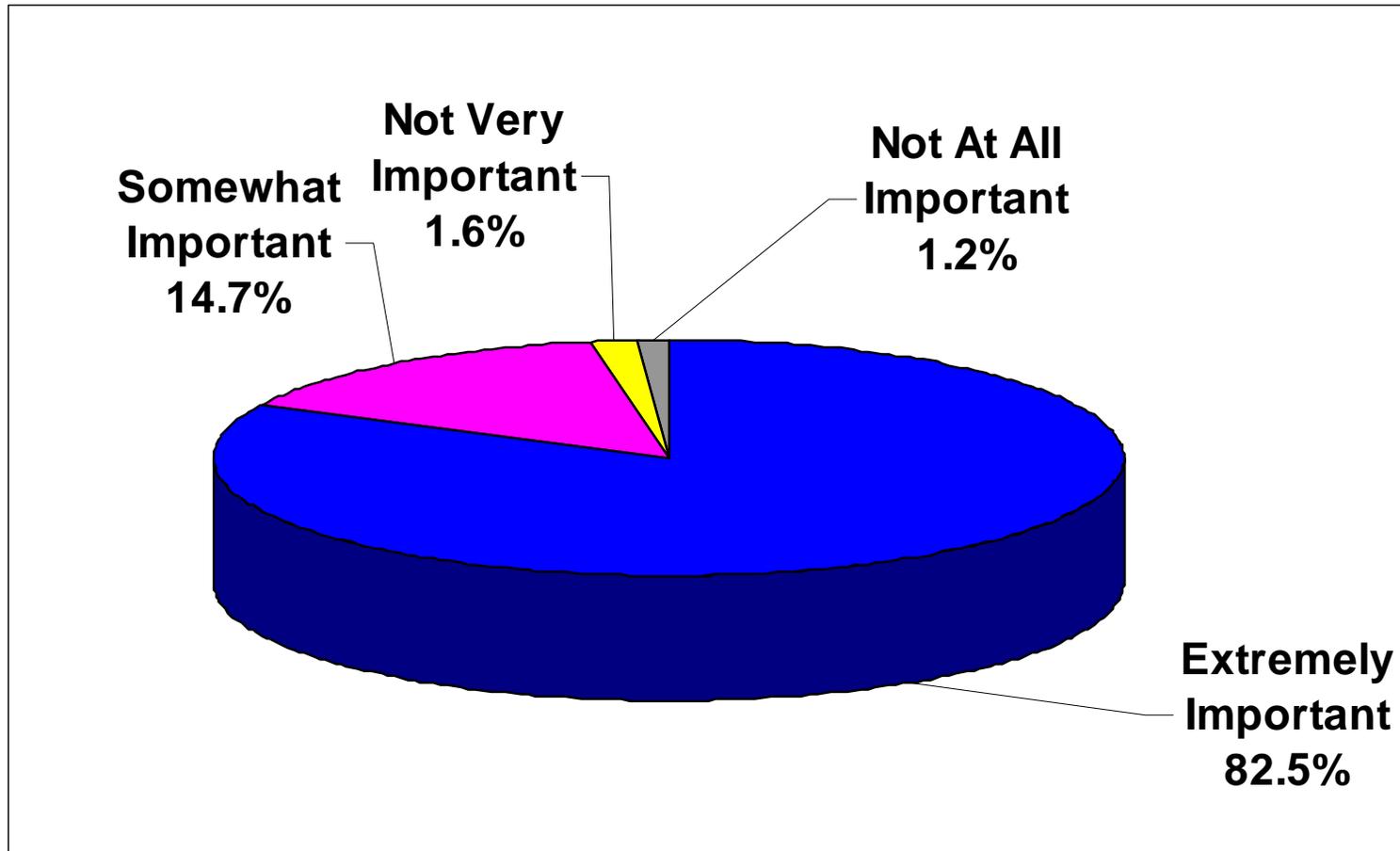
# Economic Contributions of Arts/Culture



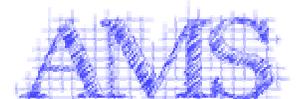
- 25% of non-visual arts attenders, and 34% of non-performing arts attenders, say the arts contribute “not much” to the economy



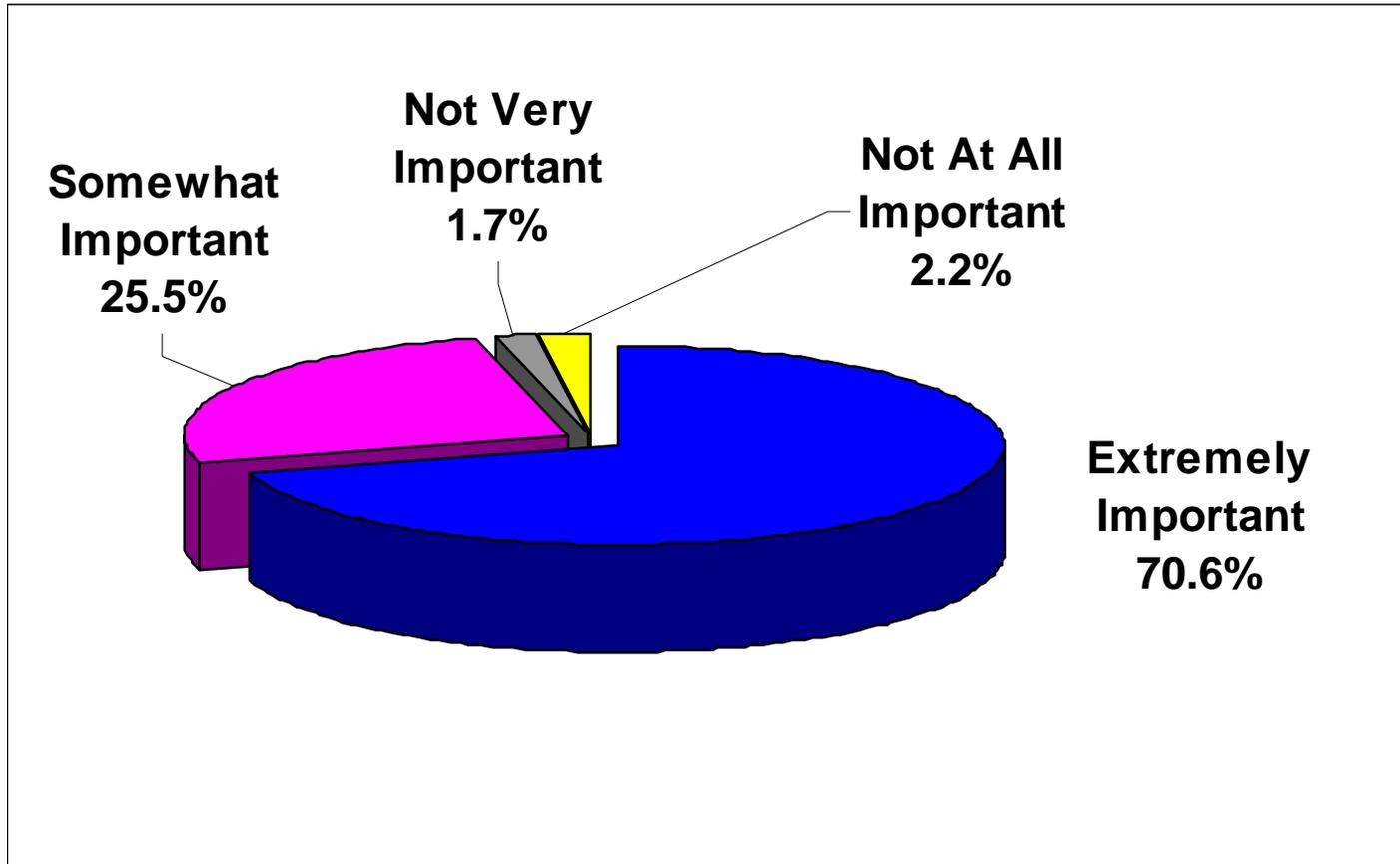
# Access to Arts Education



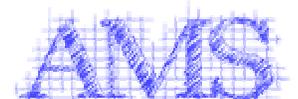
- Non-performing arts attenders say “extremely important” 20% less than infrequent attenders (66% vs. 86%)



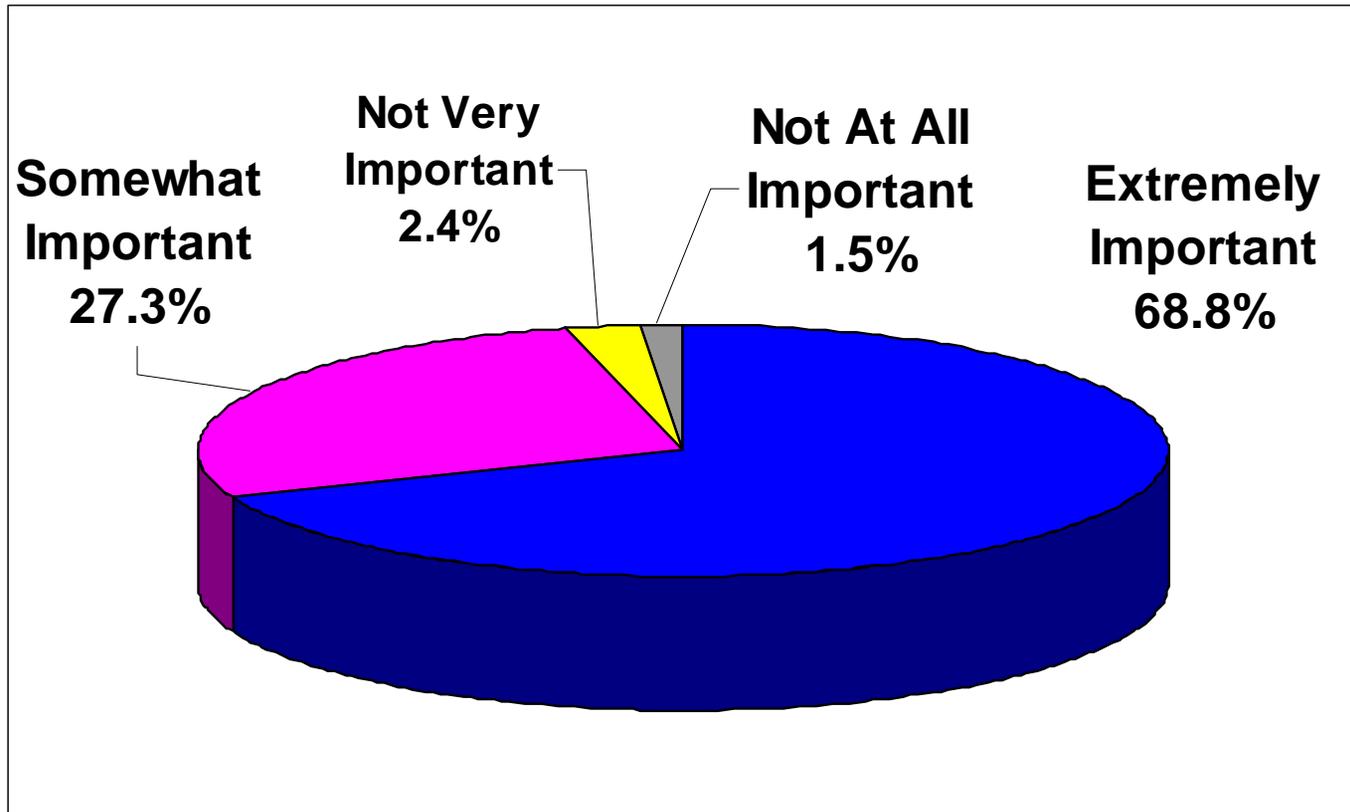
# City Support for Downtown Programs/Venues



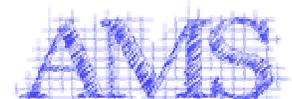
- Frequent museum attenders rank “extremely important” 77% (vs. 57% of non-attenders)



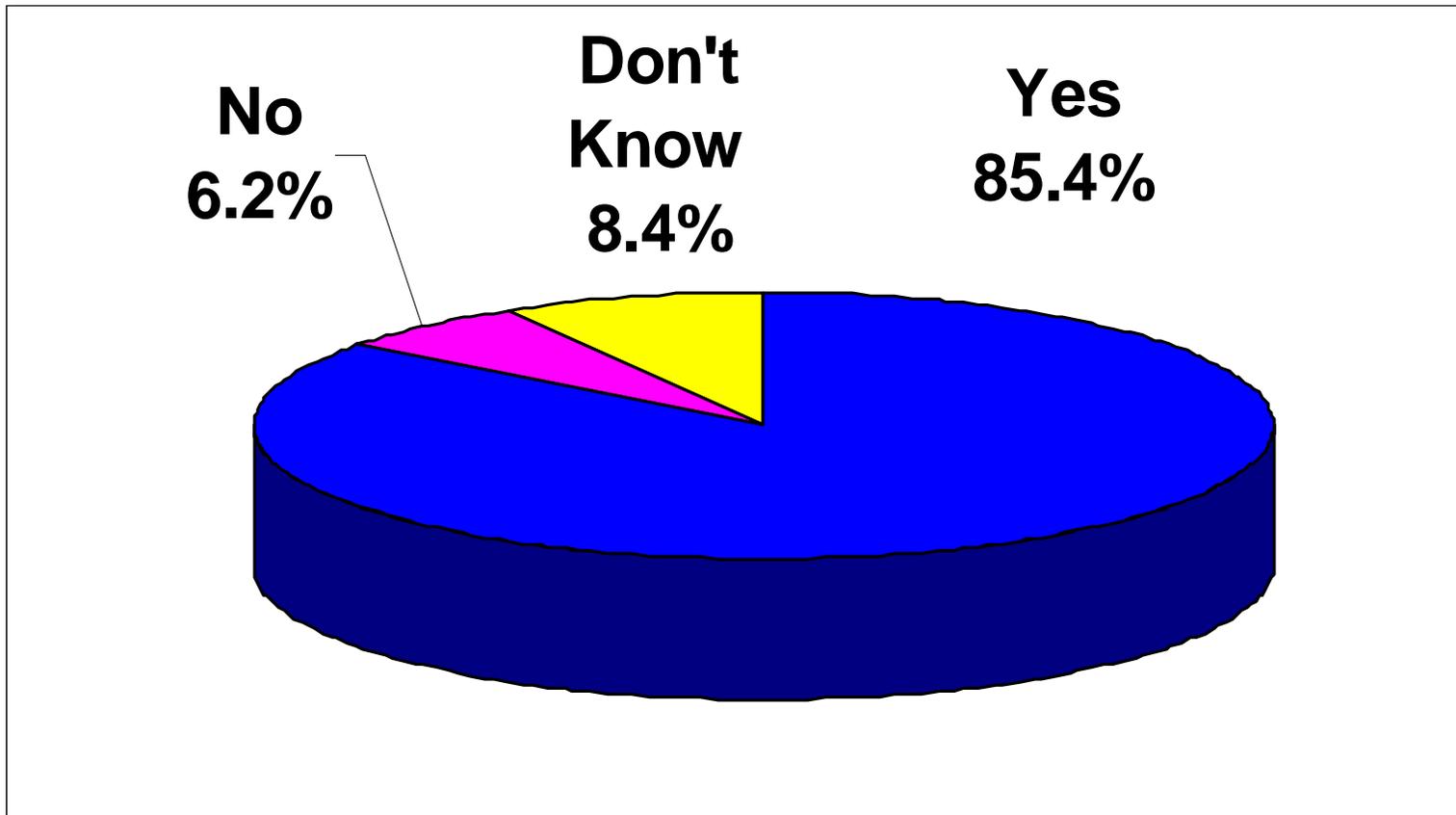
# City Support for Neighborhood Programs/Venues



- “Extremely Important” 10% higher among those without children
- “Extremely Important” 34% higher among frequent museum attenders (vs. non-attenders)



# Gov't Funding for Arts/Culture



- Even 79% of non-visual arts attenders, and 71% of non-performing arts attenders, say yes to government funding

