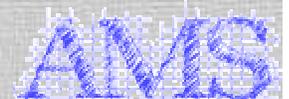


# Minneapolis Plan for Arts & Culture

Intercept Survey Report

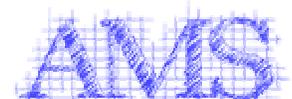
Part 1

August 13, 2004



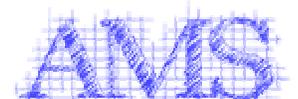
# Methodology

- Survey administered on Saturday, June 19<sup>th</sup>
- Eight sites in City of Minneapolis (two in each quadrant)
  - ◆ Kowalski's Camden Market, 4414 Humboldt Ave N
  - ◆ Burger King, W. Broadway and Bryant Ave. N.
  - ◆ OfficeMax, Quarry Shopping Center
  - ◆ Central Ave. N. between 20th and 25th St.
  - ◆ 7th St. and Nicollet Ave S.
  - ◆ Re-Use Center, Lake St. and Hiawatha Ave.
  - ◆ Nicollet Ave. S. between 24th and 28th St.
  - ◆ Lake Harriet Band Shell, north side of lake
- Only City of Minneapolis residents qualified
- Respondents selected at random during daytime hours



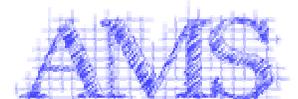
# Methodology (cont'd.)

- Cross-tabulations on several variables (presented in report when significant):
  - ◆ Performing Arts Event Attendance (any location)
    - Non-Attender (0 in past year = 15%)
    - Infrequent Attender (1-3 in past year = 55%)
    - Frequent Attender (4+ in past year = 29%)
  - ◆ Visual Arts Museum/Exhibit Attendance (any location)
    - Non-Attender (0 in past year = 24%)
    - Infrequent Attender (1-3 in past year = 58%)
    - Frequent Attender (4+ in past year = 18%)
  - ◆ Length of Residence in Minneapolis
    - Less than 3 Years = 20%
    - 3+ Years = 80%
  - ◆ Households with / without Children
    - With children = 26%
    - Without children = 74%



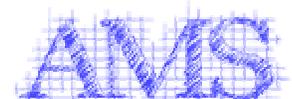
# Key Findings

- The vast majority of attendance at performing arts events, festivals, and museums of any kind (“across the board”) takes place in Minneapolis (as opposed to St. Paul or anywhere else).
- Basic attendance rates in Minneapolis (e.g., % of respondents reporting attending at least one event/exhibit during the past year) are as follows:
  - ◆ 78% Performing Arts
  - ◆ 75% Outdoor Fair/Festival
  - ◆ 65% Visual Arts exhibit
  - ◆ 49% Historic Site/Museum
  - ◆ 38% Science/Natural History exhibit
- Those who attend any type of cultural program or event are the most likely to attend other types, with good cross-over between performing arts, visual arts, history, natural history, science, and fair/festival attendance. In other words, there are essentially two market segments: those who go out and those who stay home.
- The city’s museums (Walker Art Center, MIA) are the most commonly-cited destinations to take visitors for a cultural experience, with the Guthrie Theater a close third
- “Lack of Time” is the most common reason for not attending arts and cultural programs more often, cited by nearly twice as many respondents as the number two reason, “Cost of Attending”



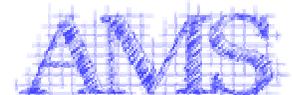
# Key Findings (cont'd.)

- 44% of the total sample believes arts/and culture contributes to the economy “extremely,” versus 41% who say “somewhat.” Non-attenders are more skeptical of this claim, with 25% of non-visual arts attenders, and 34% of non-performing arts attenders, saying the arts contribute “not much” to the economy
- 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)
- Fully 83% of the sample believe it is “extremely important” for students to have access to arts education in schools. Those who don’t attend performing arts say “extremely important” 20% less than infrequent attenders (66% vs. 86%).
- Public support for government funding of arts/culture is overwhelmingly positive (85% saying the government should provide funding).
- There is little difference in support for venues/programs in downtown Minneapolis or in neighborhoods
- Respondents are most likely to want government funding to support Youth and Neighborhood programs, outdoor fairs and festivals, arts education, and public art/sculpture



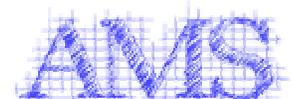
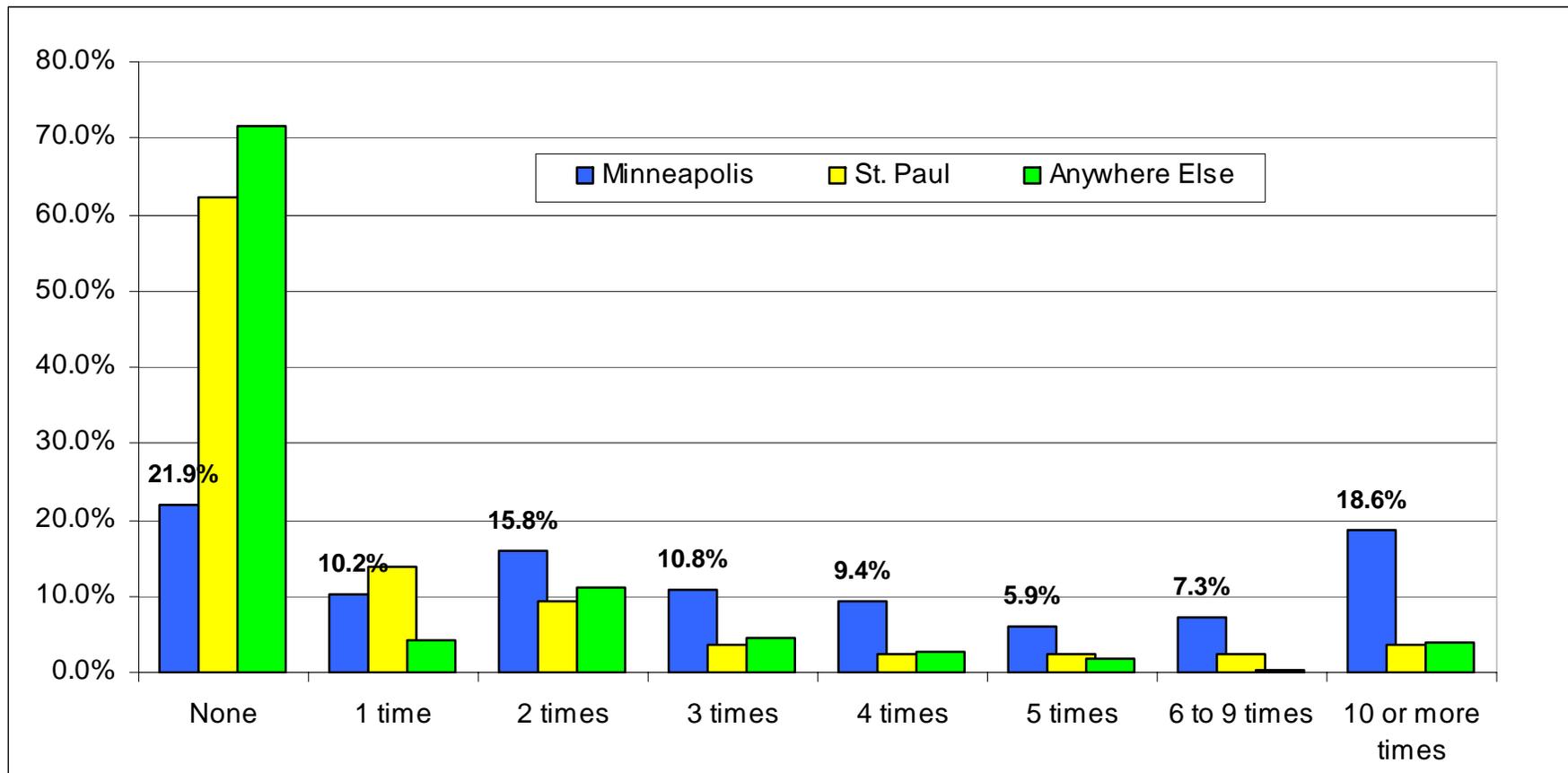
# Key Findings (cont'd.)

- Support for a sales tax increase (61%) in support of arts/culture was most prevalent, followed by a restaurant meals tax (58%) and property tax (51%)
- Newspaper, Radio, and Word of Mouth are the three most commonly-cited sources of information for arts/cultural events
- The Star Tribune is preferred by 55% of respondents, followed by Citipages (32%), with younger residents more likely to cite Citipages
- As would be expected, attendance is highly correlated with education:
  - ◆ 50% of frequent visual arts attenders have BA or higher (vs. 19% of non-attenders)
  - ◆ 43% of frequent performing arts attenders have BA or higher (vs. 36% of infrequent attenders, and only 14% of non-attenders)
- Those living in Minneapolis less than 3 years are a much younger sample with 75% under age 34 (vs. 40% of those in Mpls. 3+ years). They are less likely to spend “time with family” or engage in home improvement or gardening, more likely to read Citipages, and twice as likely to cite “no one to attend with” as a reason for not attending more often. More than half cite word-of-mouth (vs. 43% of longer term residents) as a source of information, and 34% mention posters (vs. 19% of those in Mpls. 3+ years).
- Survey results have been weighted according to 2000 education levels in order to more accurately reflect the Minneapolis market. Survey results are not represented as being statistically projectable to the entire population, but rather represent the opinions of a total sample of 320 persons “intercepted” at a cross-section of locations throughout the City.



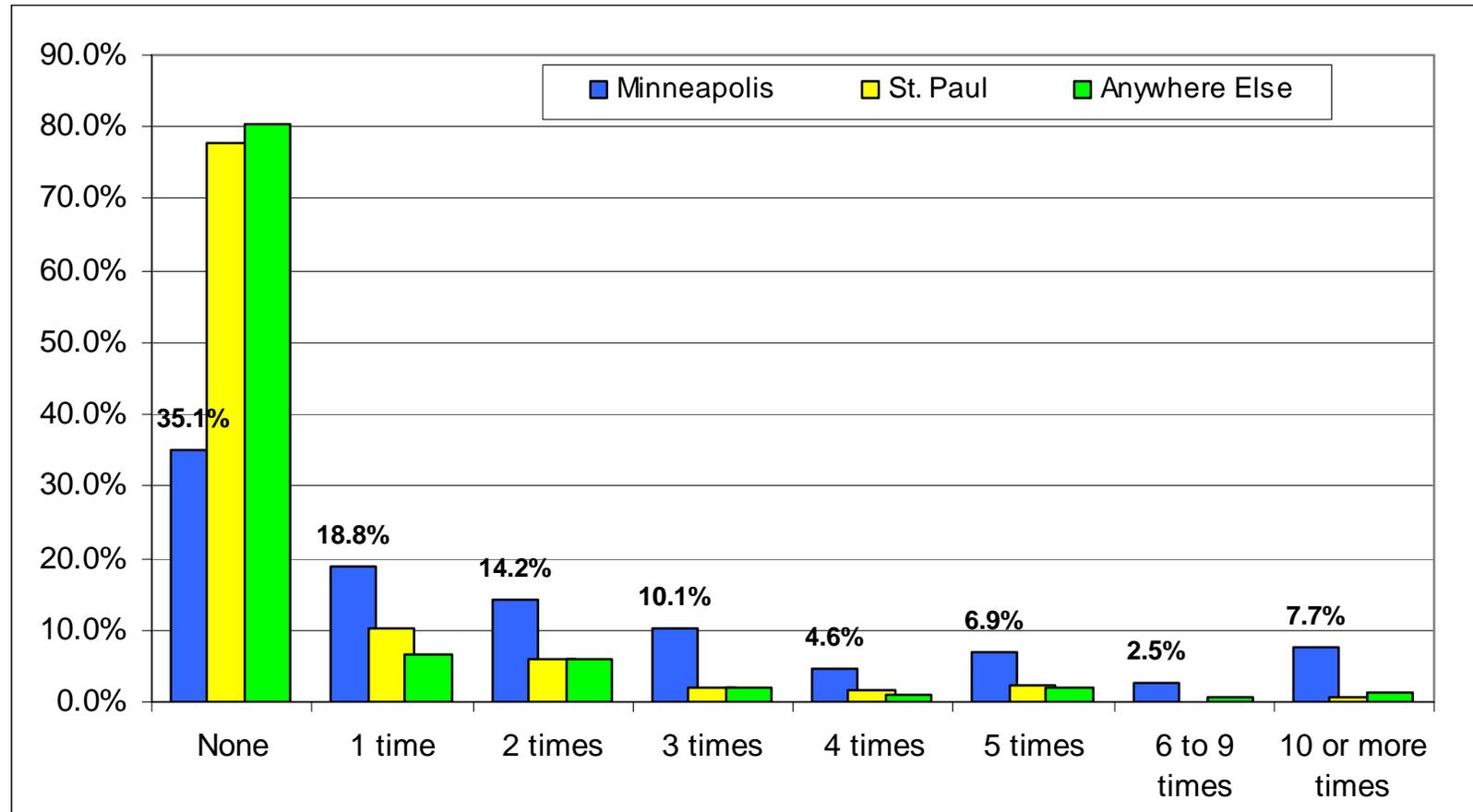
# Performing Arts Attendance

**78% of respondents report attending at least one live, professional performing arts event in Minneapolis during the past year**

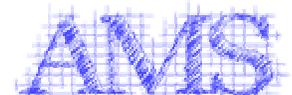


# Visual Arts Attendance

65% of respondents report attending at least one exhibition of visual arts in Minneapolis during the past year

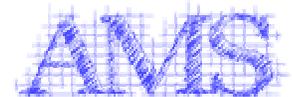
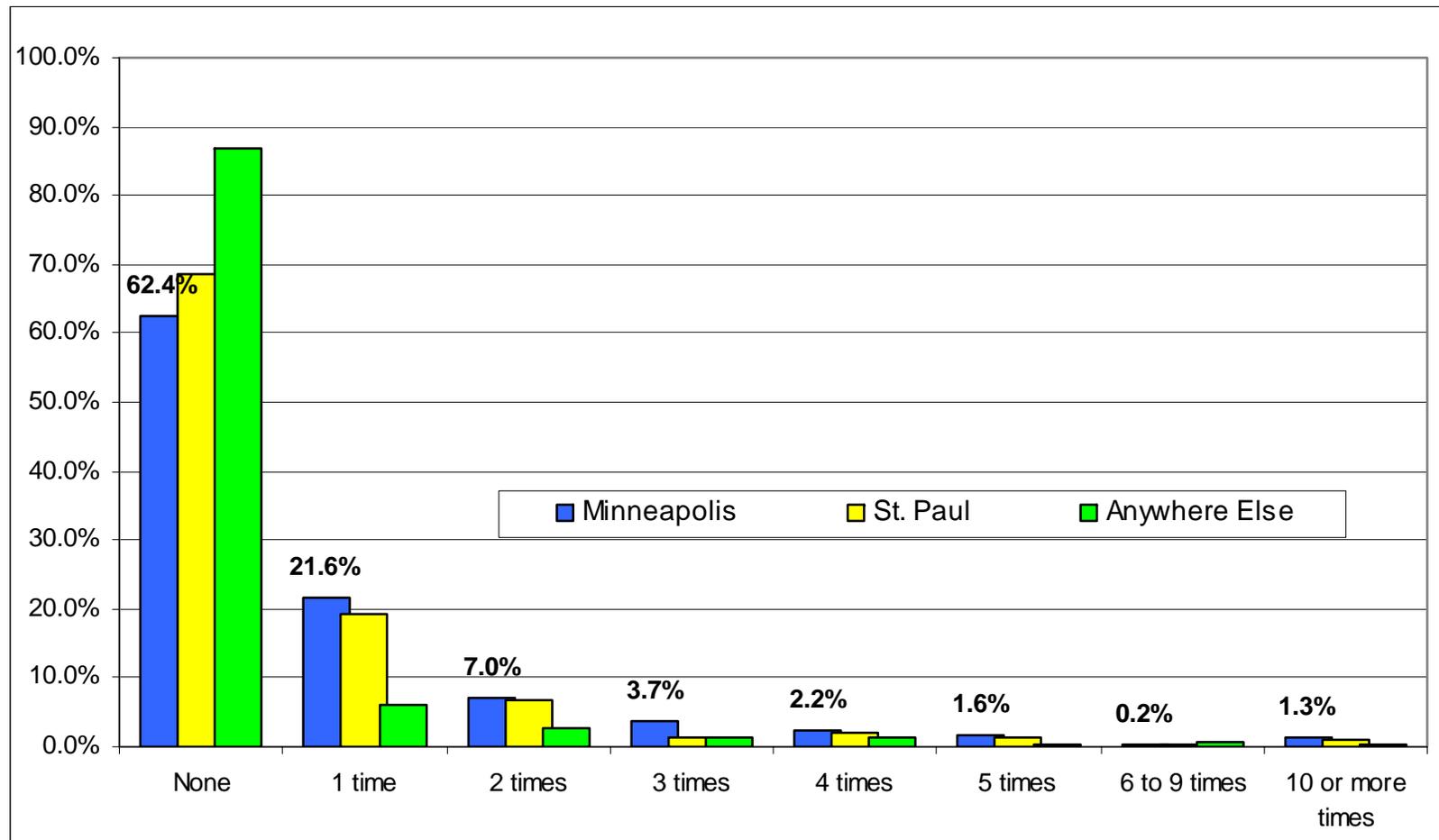


• 58% of non-performing arts attender went to one art exhibit in Mpls. in the past year



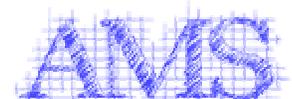
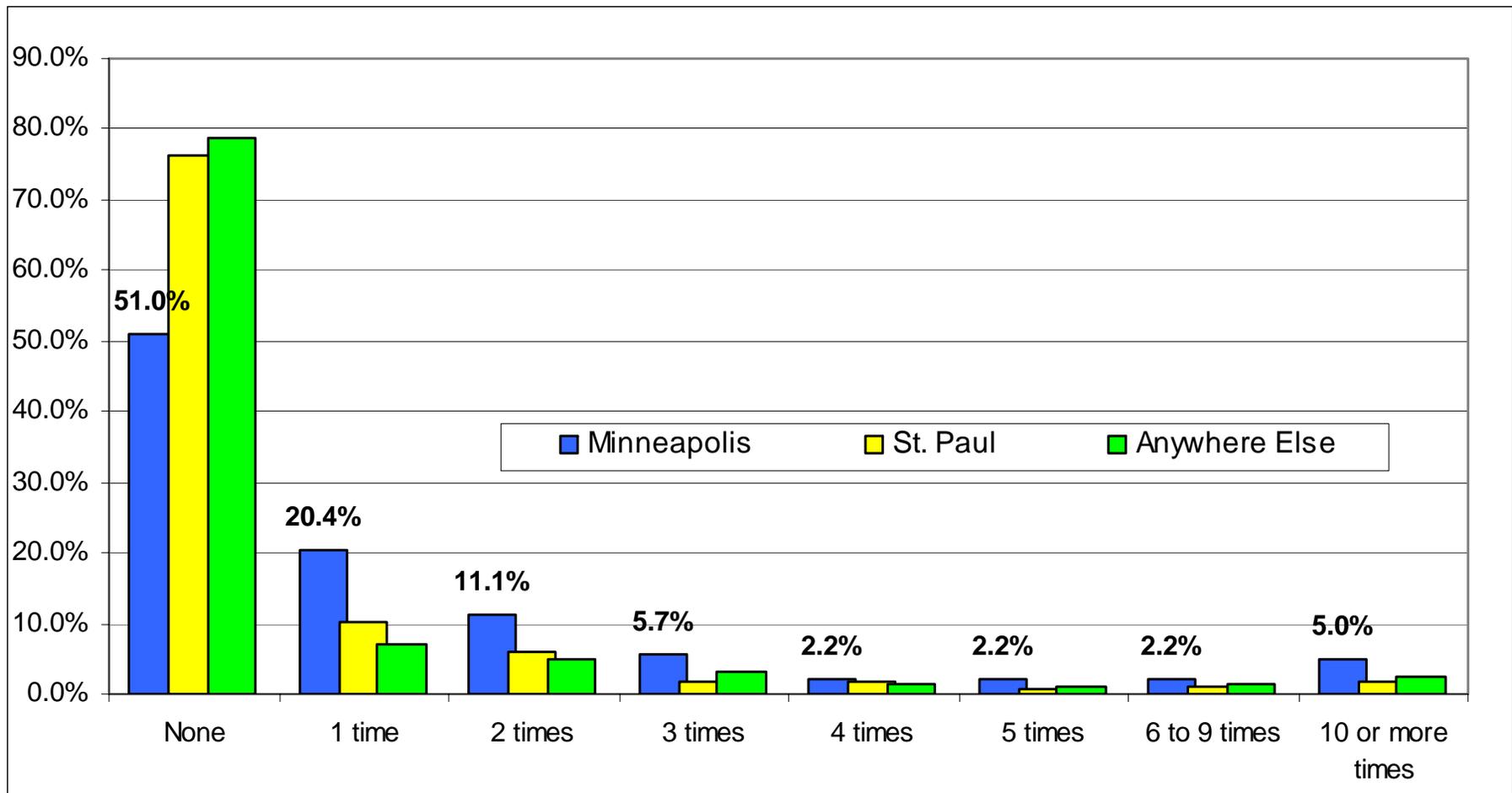
# Science/Natural History Museum Att'ce

38% of respondents report attending at least one Science or Natural History exhibit in Minneapolis during the past year



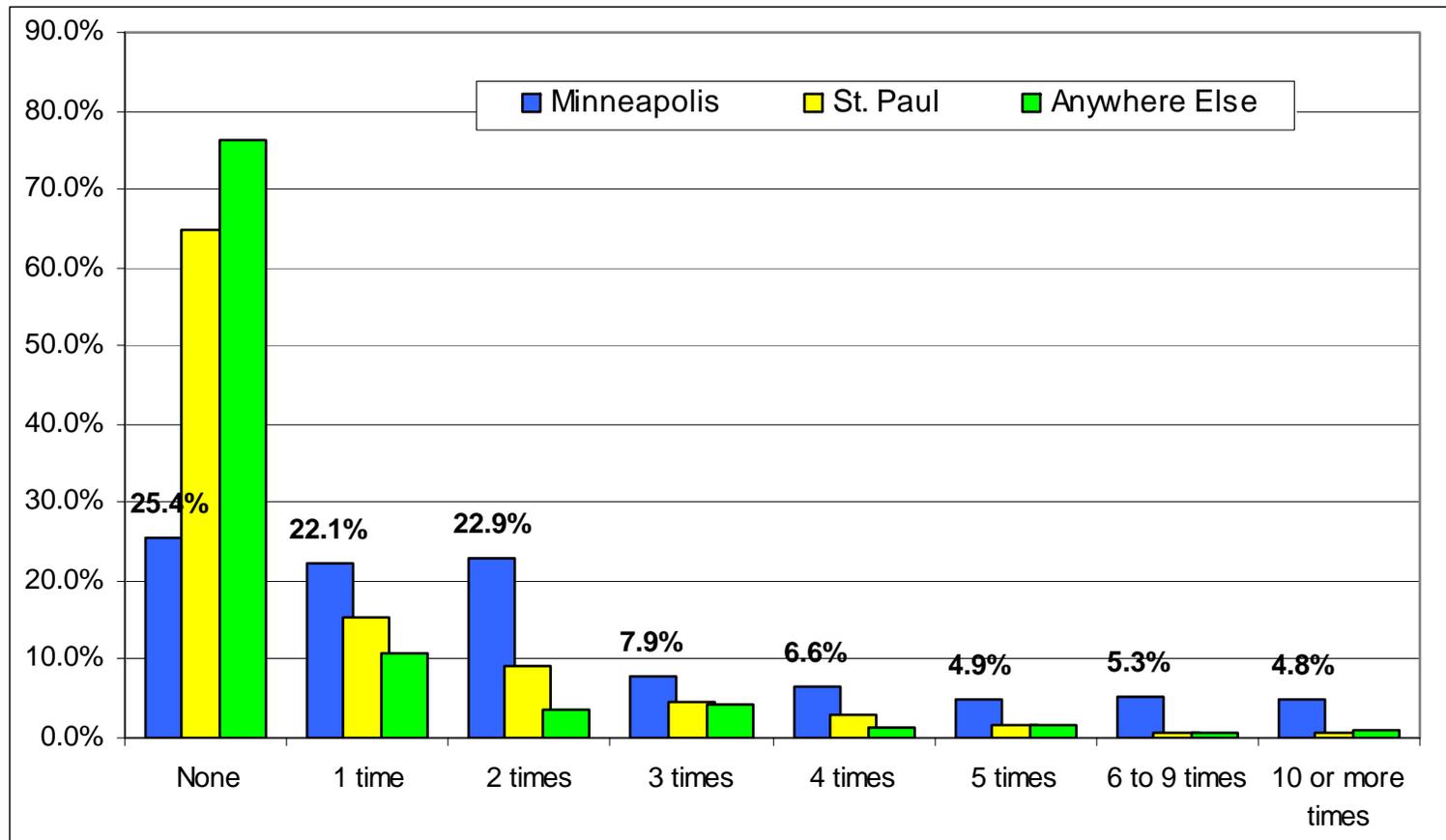
# Historic Site/Museum Attendance

49% of respondents report attending at least one historic site or history museum in Minneapolis during the past year



# Outdoor Fair/Festival Attendance

**75% of respondents report attending at least one outdoor fair or festival in Minneapolis during the past year**



- **Households with children are more frequent fair/festival attenders (15% attended only one vs. 35% of those without kids)**

