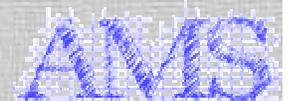


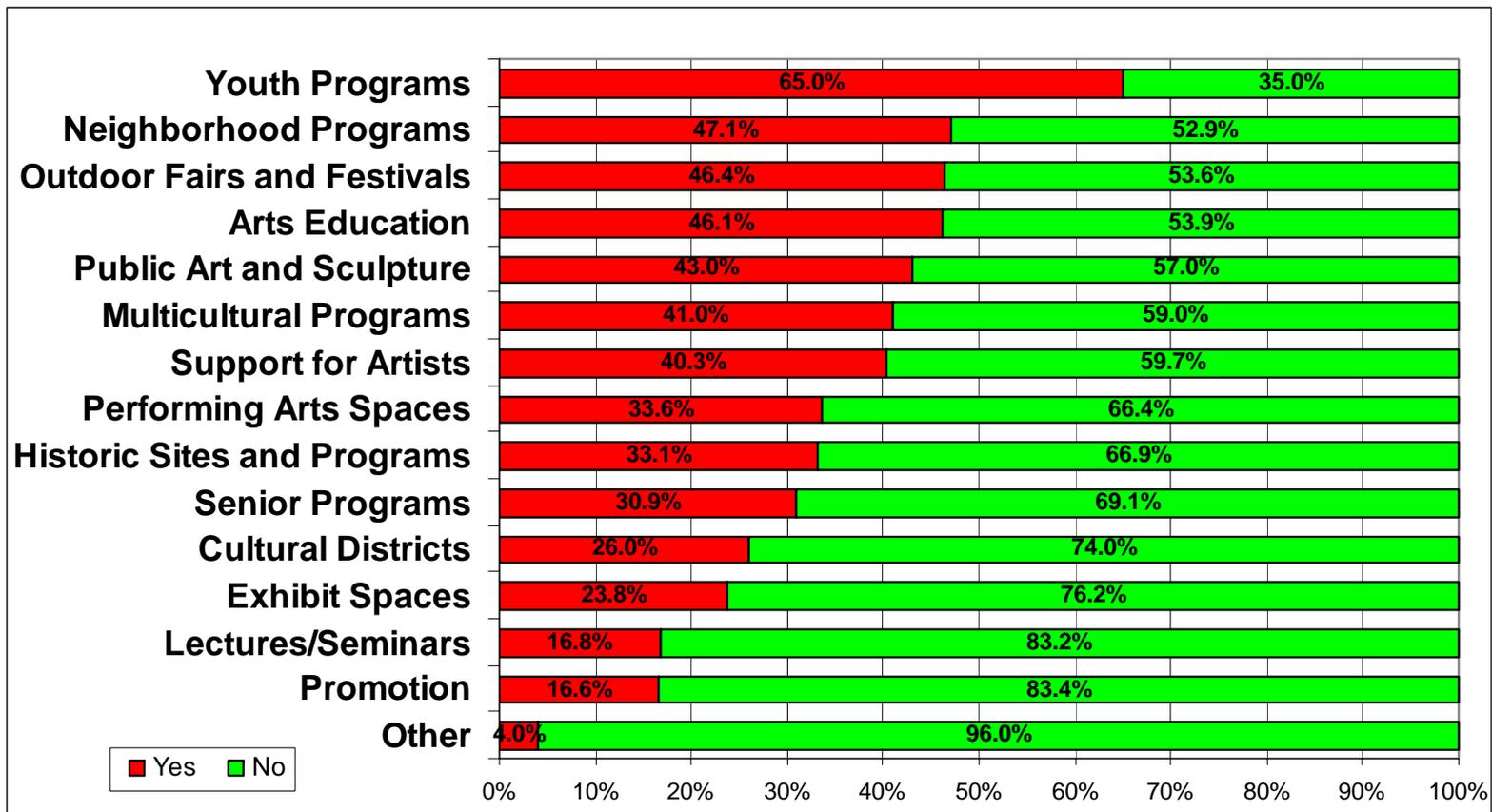
Minneapolis Plan for Arts & Culture

Intercept Survey Report
Part 3

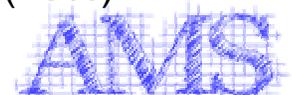
August 13, 2004



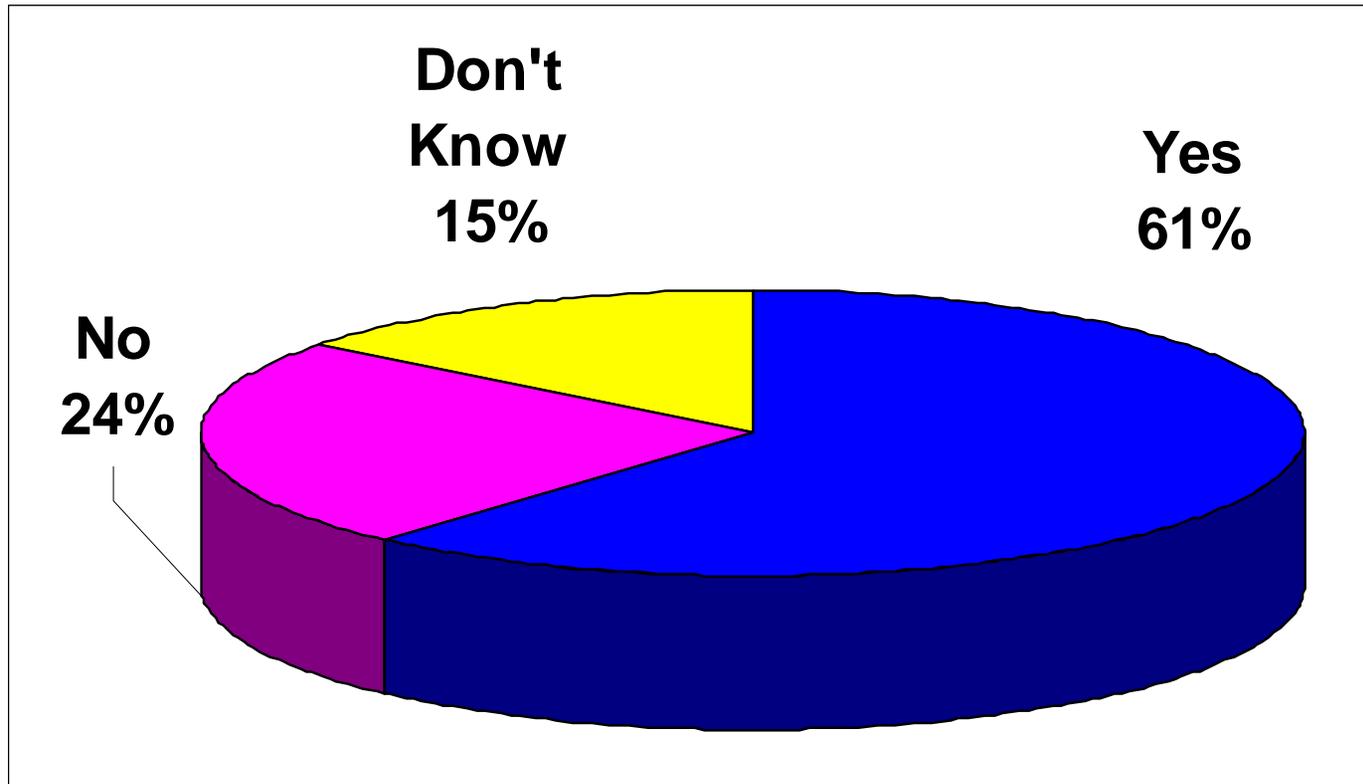
How to Direct Government Support



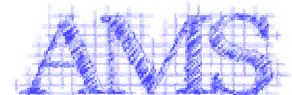
- “Exhibit Spaces” 16% higher among those without children
- Youth Programs highest among all non-attender segments
- Neighborhood Programs slightly higher among non-visual arts attenders than attenders, and among infrequent performing arts attenders (53%) than frequent attenders (40%)



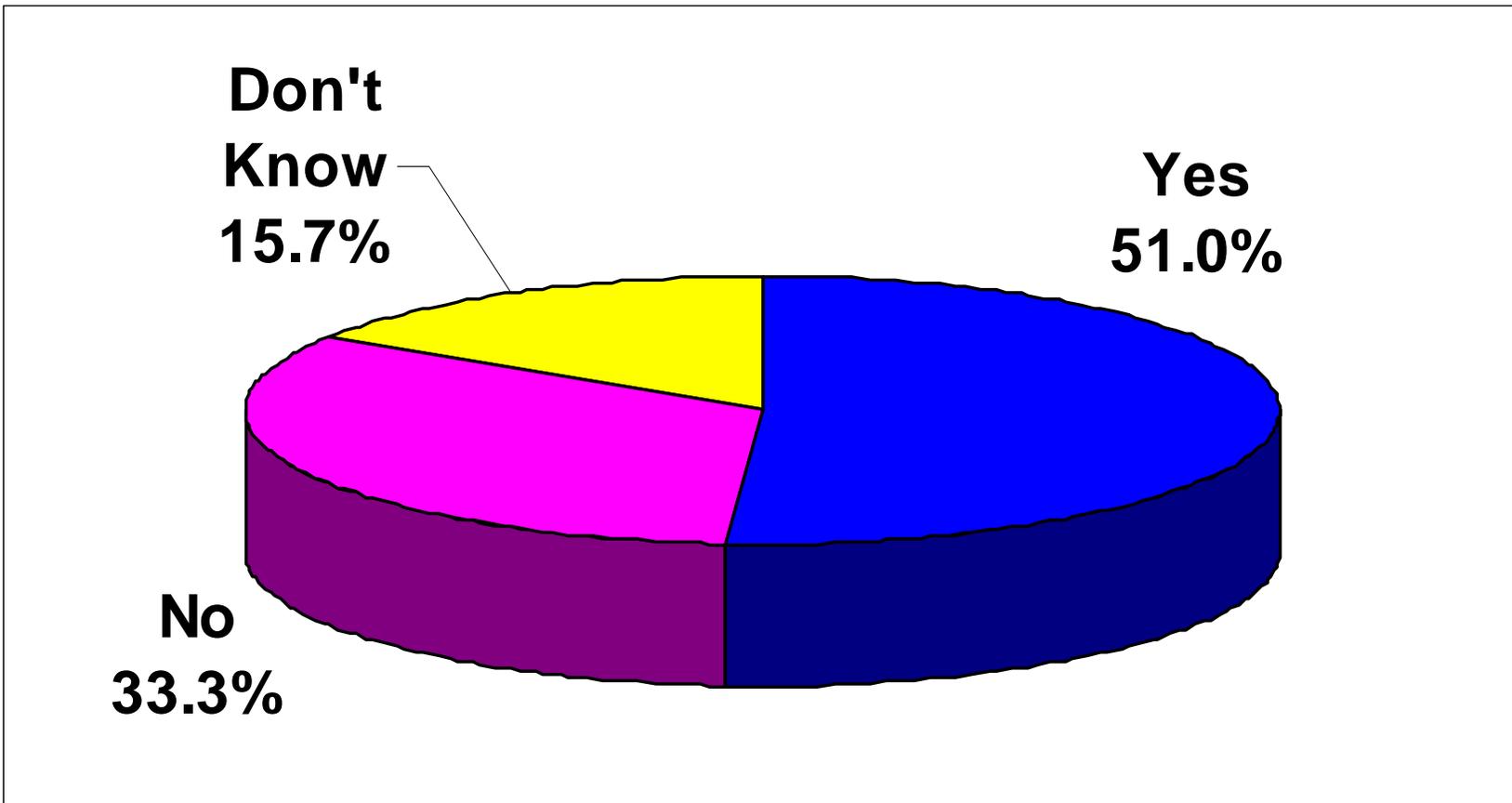
Support for Sales Tax Increase



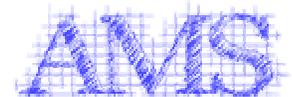
- 53% of non-visual arts attenders say yes to a sales tax increase for arts/culture (only 12% lower than frequent attenders)
- Only 43% of non-performing arts attenders would support a sales tax increase
- Support nearly equal among “recent arrivals” and longer-term residents



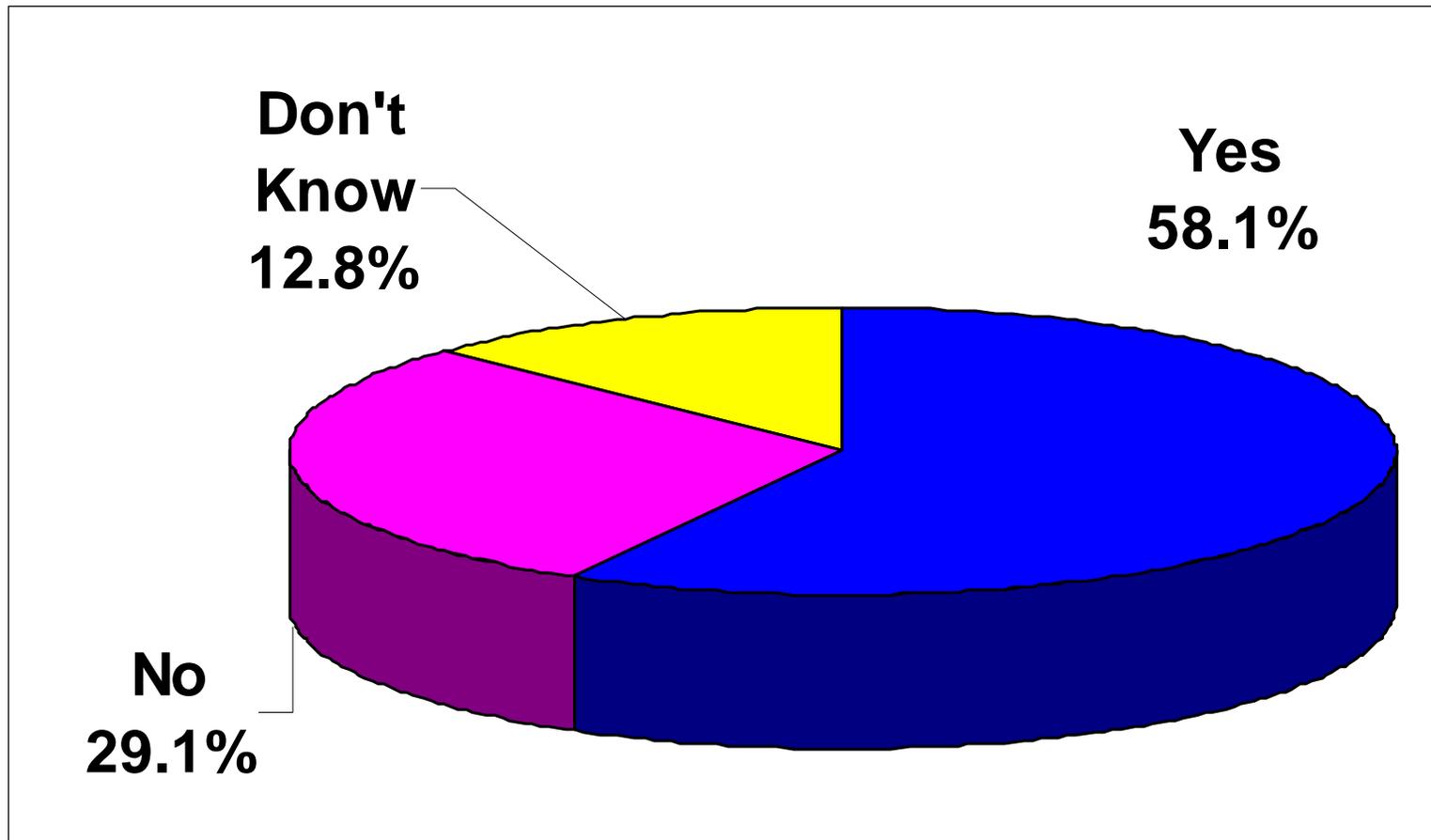
Support for Property Tax Increase



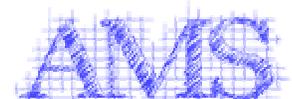
- Property taxes would be the least desirable public arts funding option



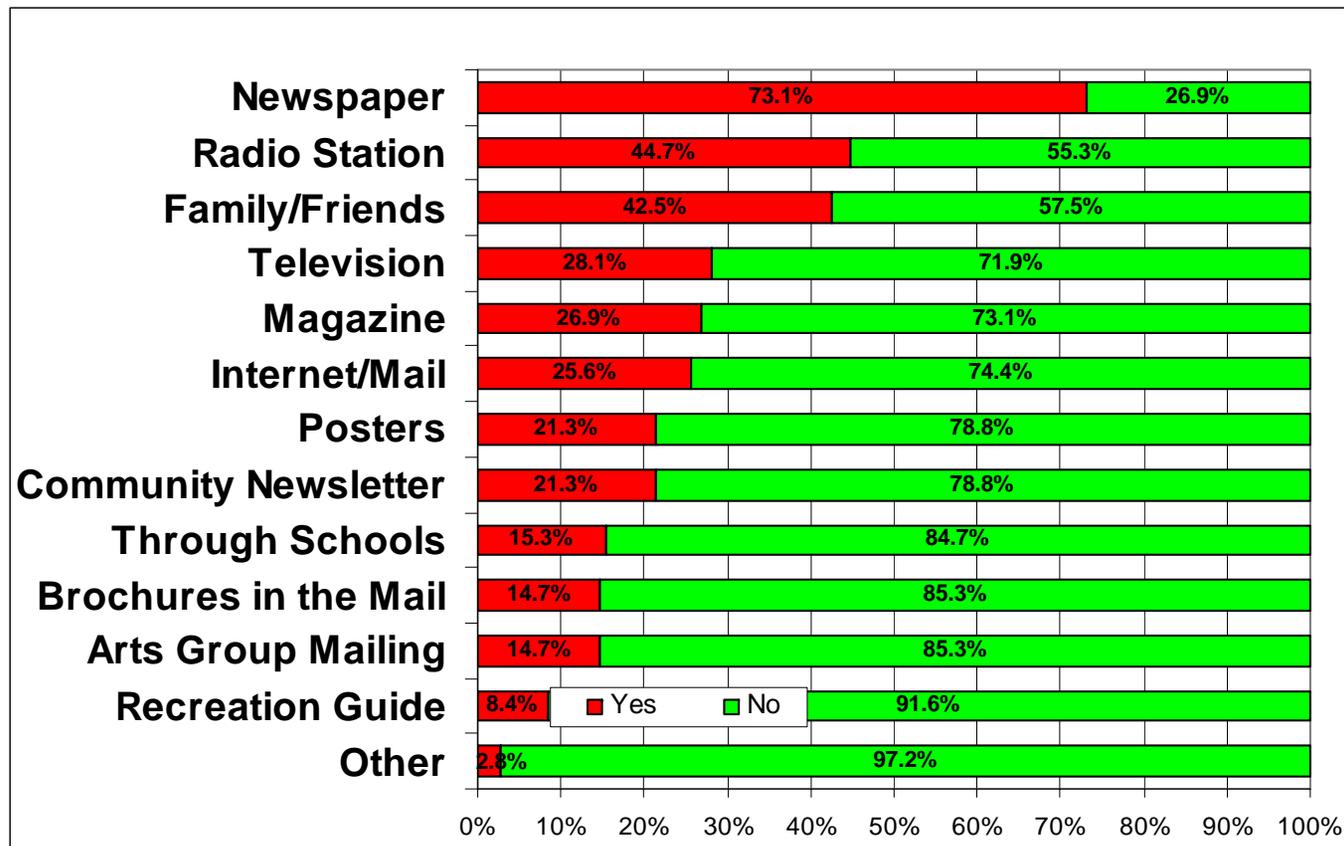
Support for Restaurant Meals Tax



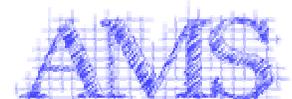
- Support nearly equal among “recent arrivals” and longer-term residents



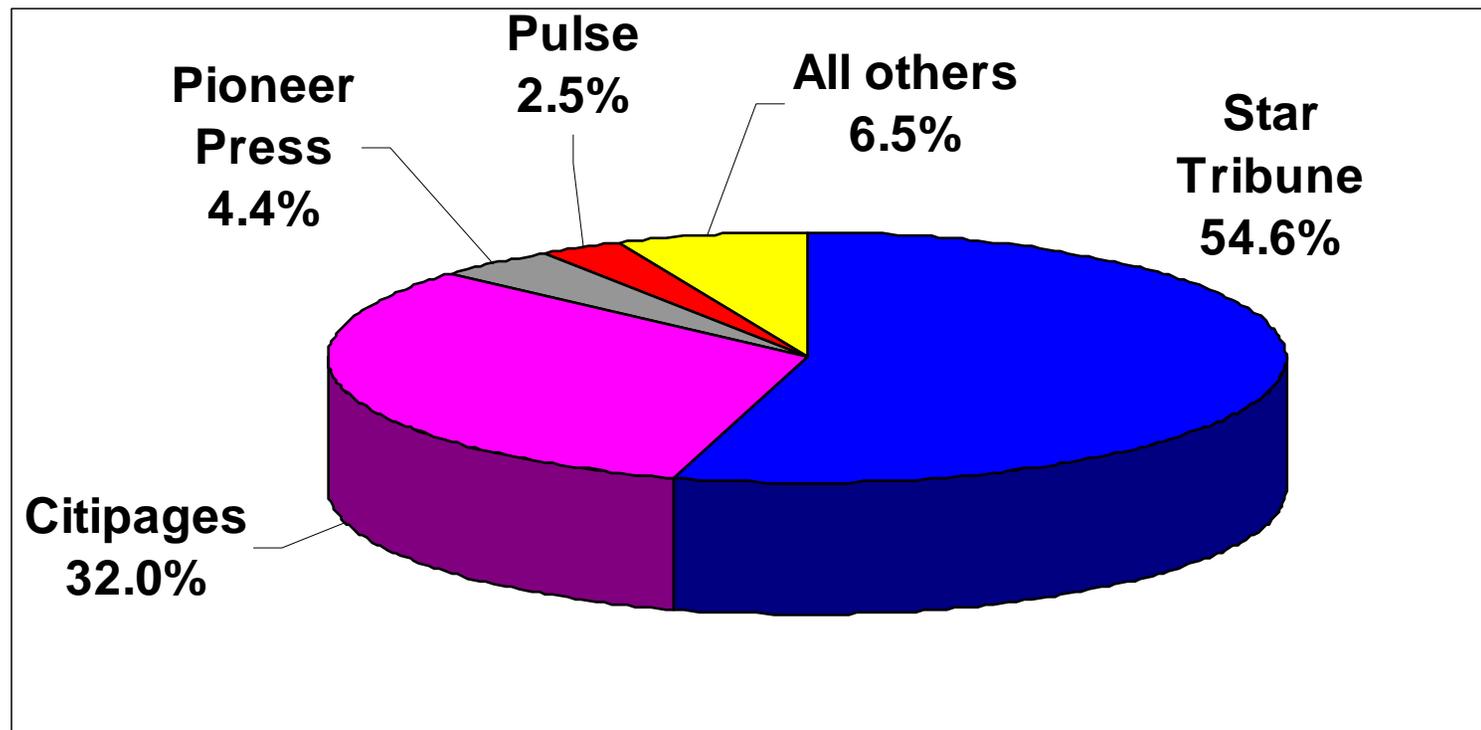
Sources of Information



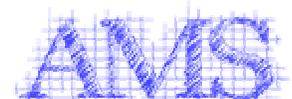
- 32% of those with children cite “Through Schools” as a source of information about cultural events, and 27% mentioned “Community Newsletters”
- Frequent visual arts attenders prefer Citipages (55%) versus Star Tribune (41%); only 23% of non-visual arts attenders cited Citipages
- Recent arrivals cite Citipages 12% higher than longer-term residents
- Internet cited by 40% of frequent visual arts attenders (vs. 13% of non-attenders)



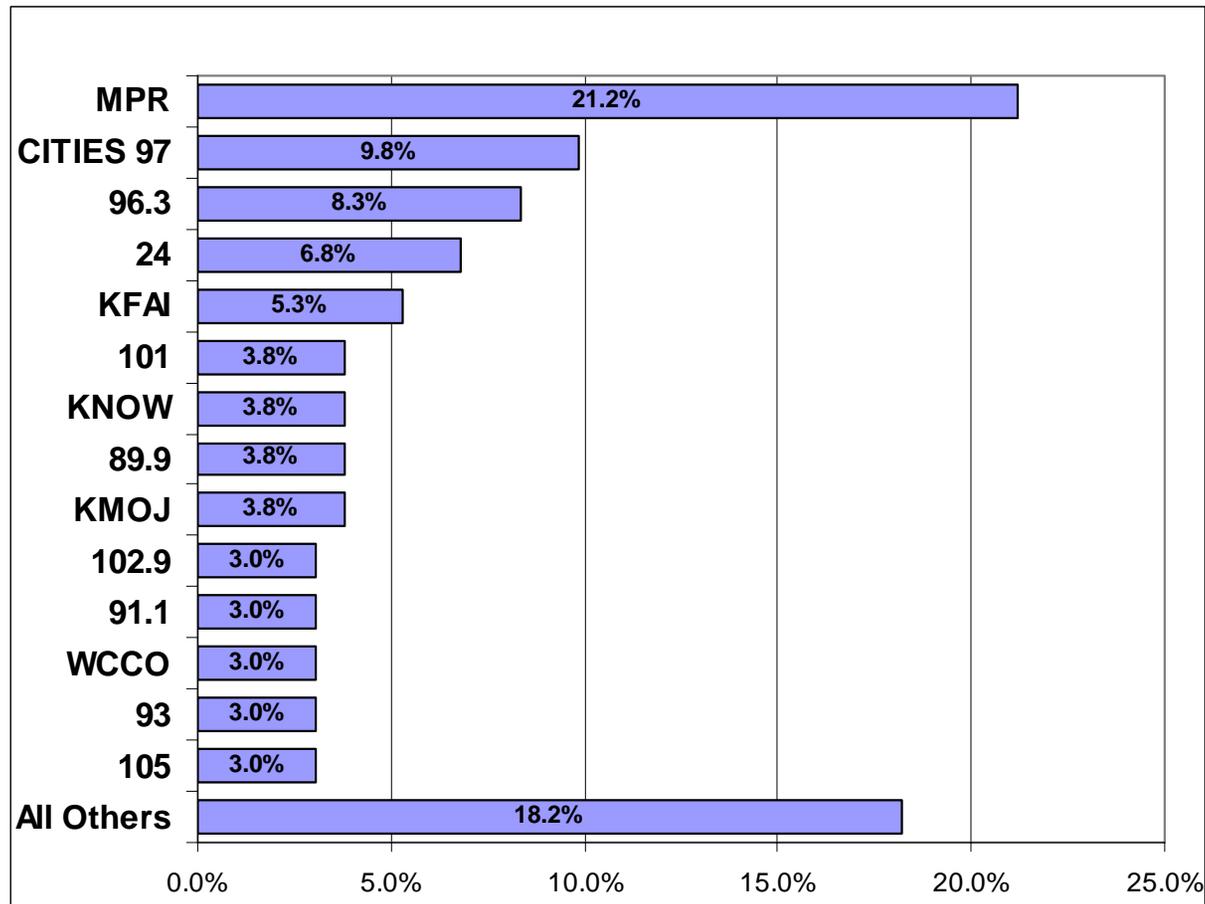
Newspapers



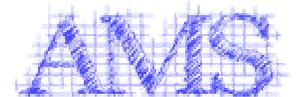
- Star Tribune by 84% of those with children (vs. 58% of those without)
- Citipages by 36% of those without children (versus 11% of those with)
- Citipages cited almost equally by non- and frequent performing arts attenders
- Star Tribune cited by almost 20% more infrequent performing arts attenders than both non- and frequent attenders



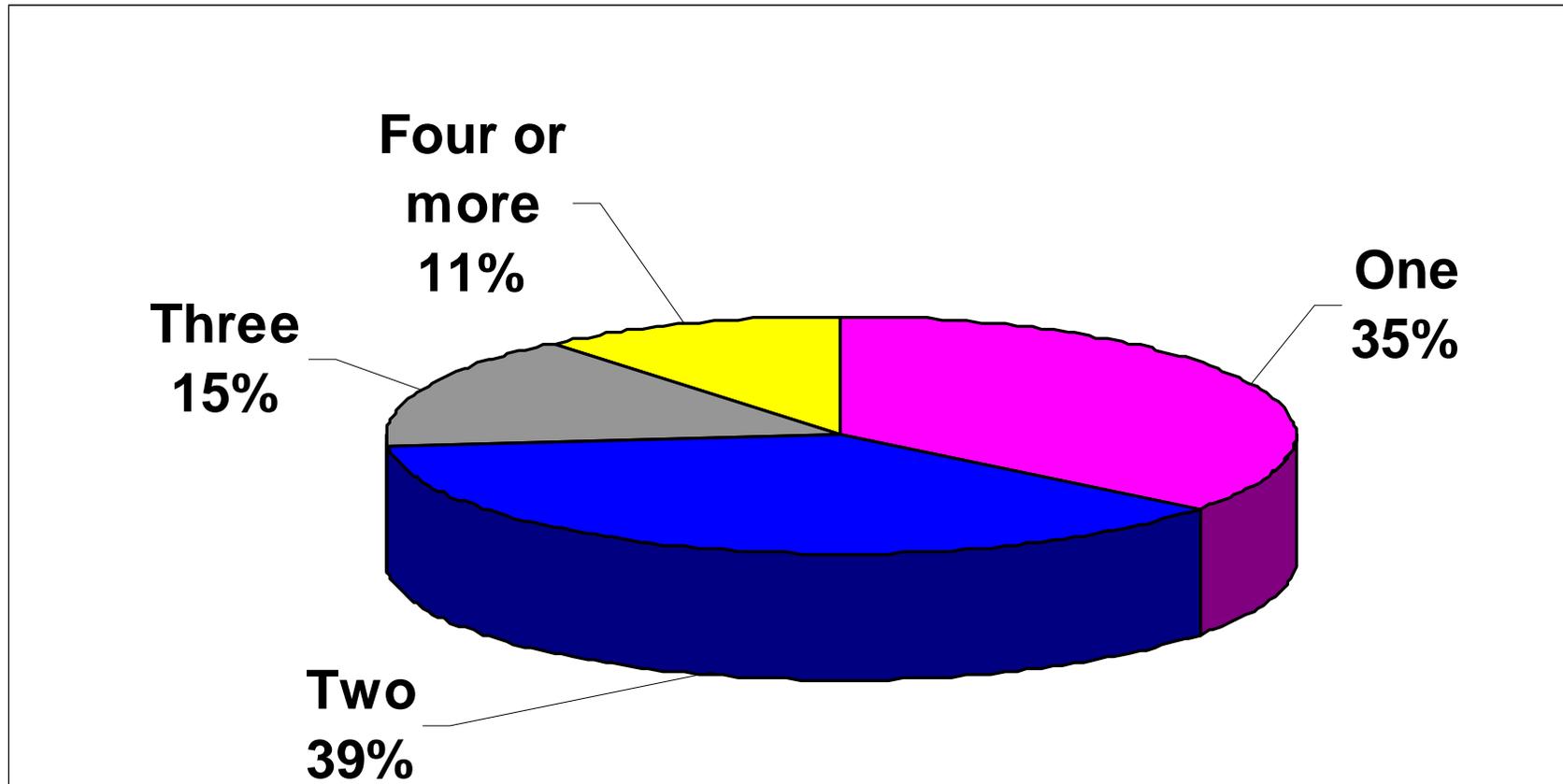
Radio



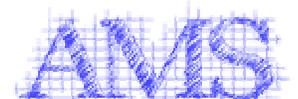
- MPR 10% higher among those w/o kids, 31% higher among frequent visual arts attenders (vs. non-attenders)



Number of Children



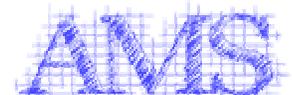
- More than half of non-performing arts attenders (53%) have two children at home



ZIP Codes

ZIP CODE	Frequency	Percent	Valid Percent
55412	37	11.6%	14.1%
55404	25	7.8%	9.5%
55418	22	6.9%	8.3%
55411	16	5.0%	6.1%
55403	11	3.3%	4.0%
55405	11	3.4%	4.1%
55408	11	3.5%	4.2%
55407	10	3.1%	3.8%
55414	10	3.0%	3.6%
55410	9	3.0%	3.6%
55430	9	2.9%	3.5%
55409	8	2.3%	2.8%
55413	7	2.2%	2.7%
55419	6	1.9%	2.3%
55423	6	1.8%	2.2%
55417	5	1.5%	1.8%
55406	4	1.1%	1.4%
55454	4	1.2%	1.5%
55104	3	1.0%	1.2%
55347	3	1.0%	1.2%
55416	3	1.0%	1.3%
55422	3	0.9%	1.1%
55428	3	0.8%	1.0%
55101	2	0.5%	0.6%
55107	2	0.5%	0.6%
55125	2	0.5%	0.6%
55401	2	0.5%	0.7%
55420	2	0.5%	0.6%
55421	2	0.5%	0.6%

55424	2	0.5%	0.6%
55429	2	0.5%	0.6%
55435	2	0.5%	0.6%
55436	2	0.5%	0.6%
55439	2	0.6%	0.7%
55455	2	0.6%	0.7%
55044	1	0.3%	0.4%
55082	1	0.2%	0.2%
55105	1	0.2%	0.2%
55108	1	0.3%	0.4%
55112	1	0.3%	0.4%
55117	1	0.3%	0.4%
55118	1	0.3%	0.4%
55119	1	0.2%	0.2%
55126	1	0.2%	0.2%
55136	1	0.2%	0.2%
55148	1	0.3%	0.4%
55311	1	0.3%	0.4%
55316	1	0.3%	0.4%
55330	1	0.3%	0.4%
55337	1	0.3%	0.4%
55345	1	0.3%	0.4%
55427	1	0.3%	0.4%
55440	1	0.3%	0.4%
55445	1	0.3%	0.4%
55446	1	0.3%	0.4%
55448	1	0.3%	0.4%
55906	1	0.2%	0.2%
Subtotal	263	82.3%	100.0%
Missing	57	17.7%	
Total	320	100.0%	



Demographics

KEY DEMOGRAPHIC VARIABLES	Minneapolis, MN	UNWEIGHTED (RAW DATA)	WEIGHTED DATA‡
HIGHEST LEVEL OF EDUCATION			
High School or Less	35.8%	19.5%	31.8%
Vocational School after High School		4.4%	4.2%
Some College	26.8%	25.5%	24.4%
Associates Degree			
Bachelors Degree	24.3%	26.8%	25.8%
Post-Graduate Study	13.1%	23.8%	13.9%
AGE GROUP			
18 - 24 years	18.5%	15.9%	18.2%
25 - 34 years	26.5%	25.3%	25.7%
35 - 44 years	20.4%	20.3%	19.0%
45 - 54 years	15.4%	18.2%	16.8%
55 - 64 years	7.6%	12.5%	12.5%
65+ years	11.7%	5.4%	4.3%
*margin of error = +/- 5%			
‡weighted to 2000 education levels			

KEY DEMOGRAPHIC VARIABLES	Minneapolis, MN	UNWEIGHTED (RAW DATA)	WEIGHTED DATA‡
RACIAL/ETHNIC GROUP			
Asian/Pacific Islander	6.2%	1.9%	1.9%
Black/African American	18.0%	21.3%	26.5%
Hispanic/Latino Origin		1.4%	2.1%
White/Anglo	65.1%	69.6%	63.4%
American Indian/Native American	2.2%	1.0%	0.9%
Other	8.5%	4.9%	5.3%
*margin of error = +/- 6%			
‡weighted to 2000 education levels			

- **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)

