



# Appendix D:

## **ASC Cultural Life Survey**

### **2013**

## APPENDIX D: ASC Cultural Life Survey 2013




# ASC Cultural Life Survey 2013

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UNC Charlotte Urban Institute

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## Presentation Agenda

- Survey Background
- Background characteristics of survey respondents
- Survey findings (2013 and earlier)
- Main Points of Analysis
- Q & A



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- In **2003**, ASC placed questions on the Charlotte-Mecklenburg Annual Survey conducted by the UNC Charlotte Urban Institute
- Since **2005**, ASC has commissioned an annual Charlotte-Mecklenburg Cultural Life Survey through the UNC Charlotte Urban Institute
- **2013** marks the 9<sup>th</sup> consecutive year of the project



- Survey of Mecklenburg County residents
- Random Digit Dialing (RDD) sample of households, supplemented with wireless numbers
- Telephone interview with 401 randomly identified adults aged 18+ (offered in English & Spanish)
- Interviewing conducted April 4 – April 25, 2013
- Data weighted to reflect adult population by age, gender, race, and ethnicity



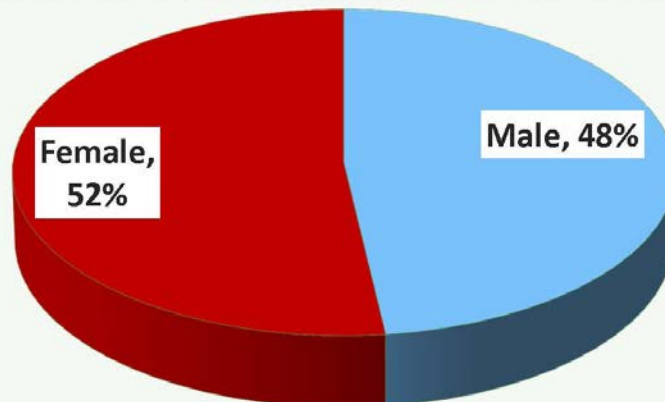


## Cultural Life Survey 2013 Demographics

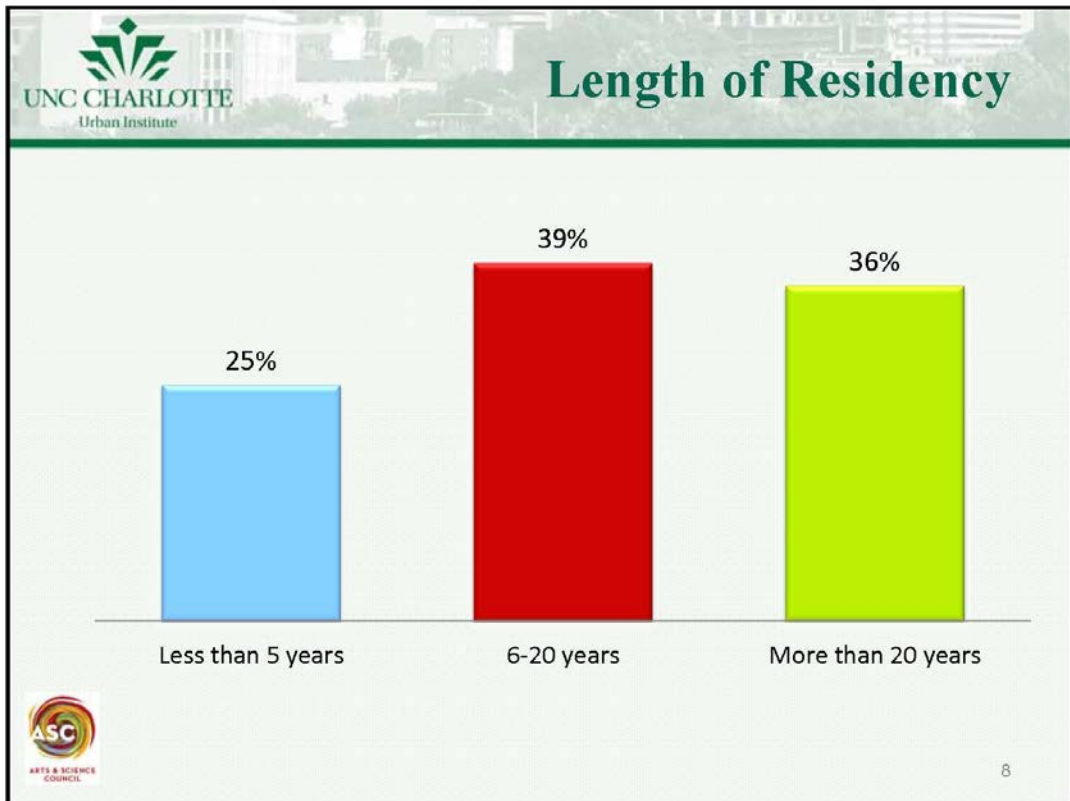
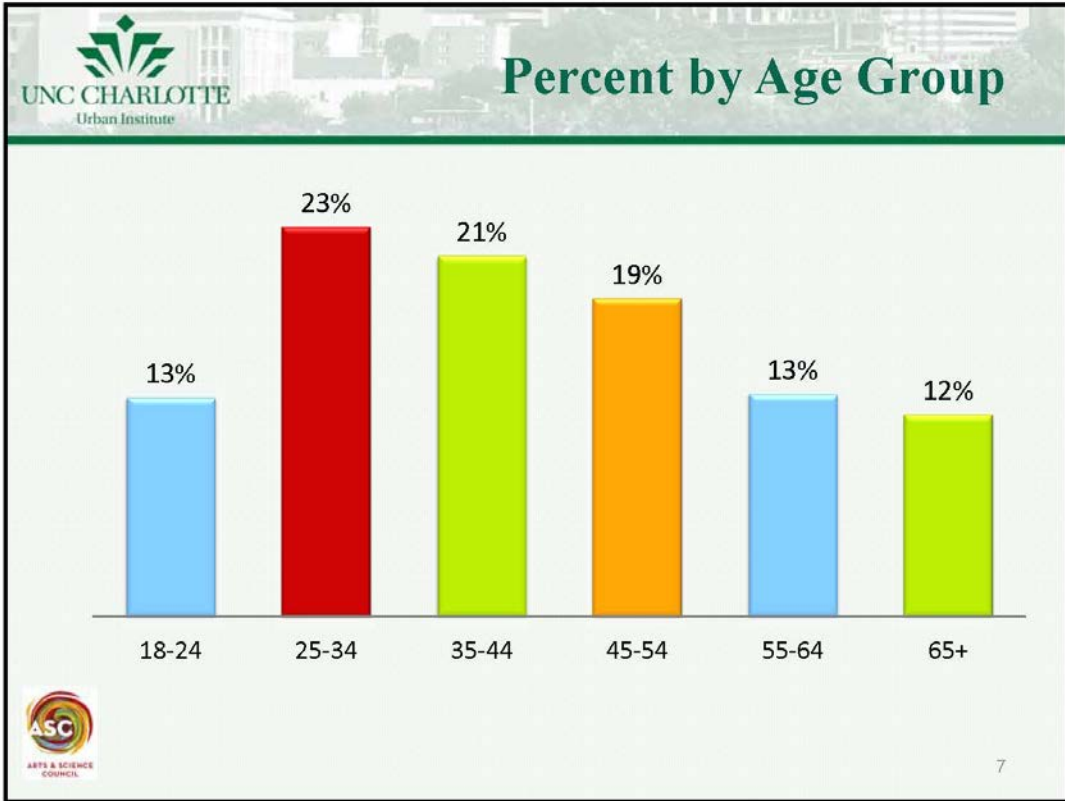


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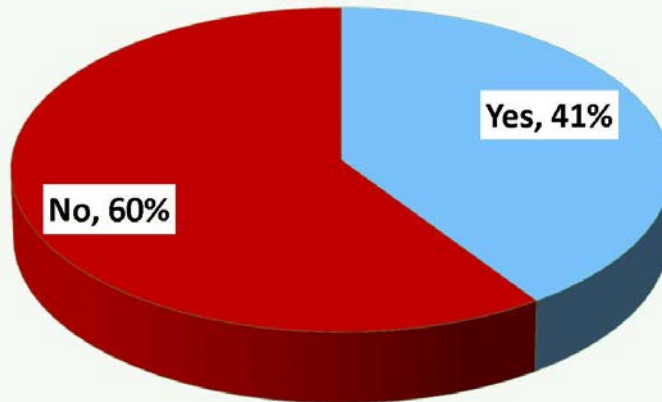
## Gender



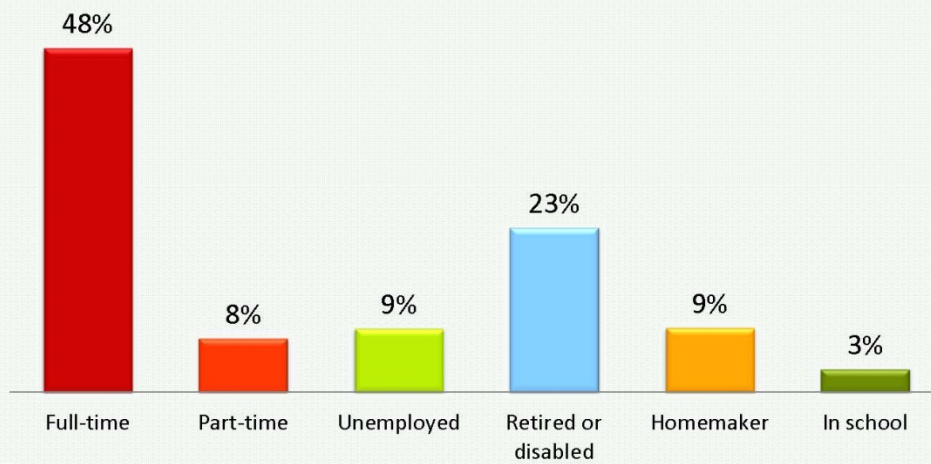
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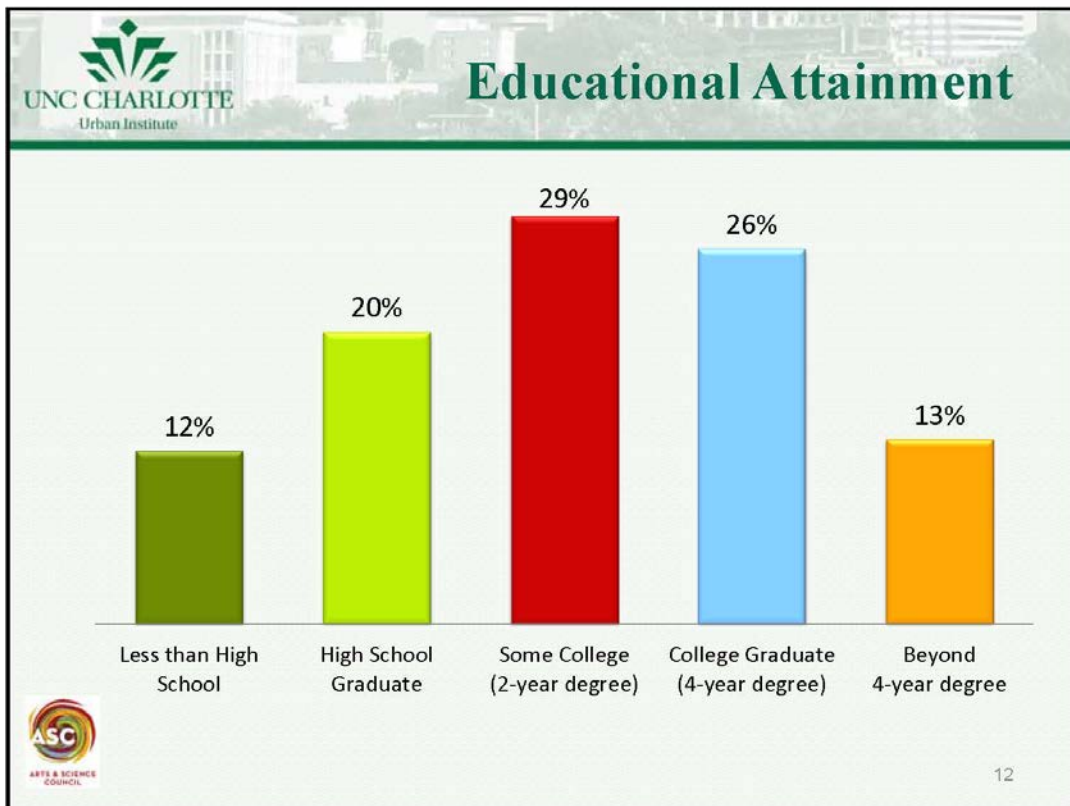
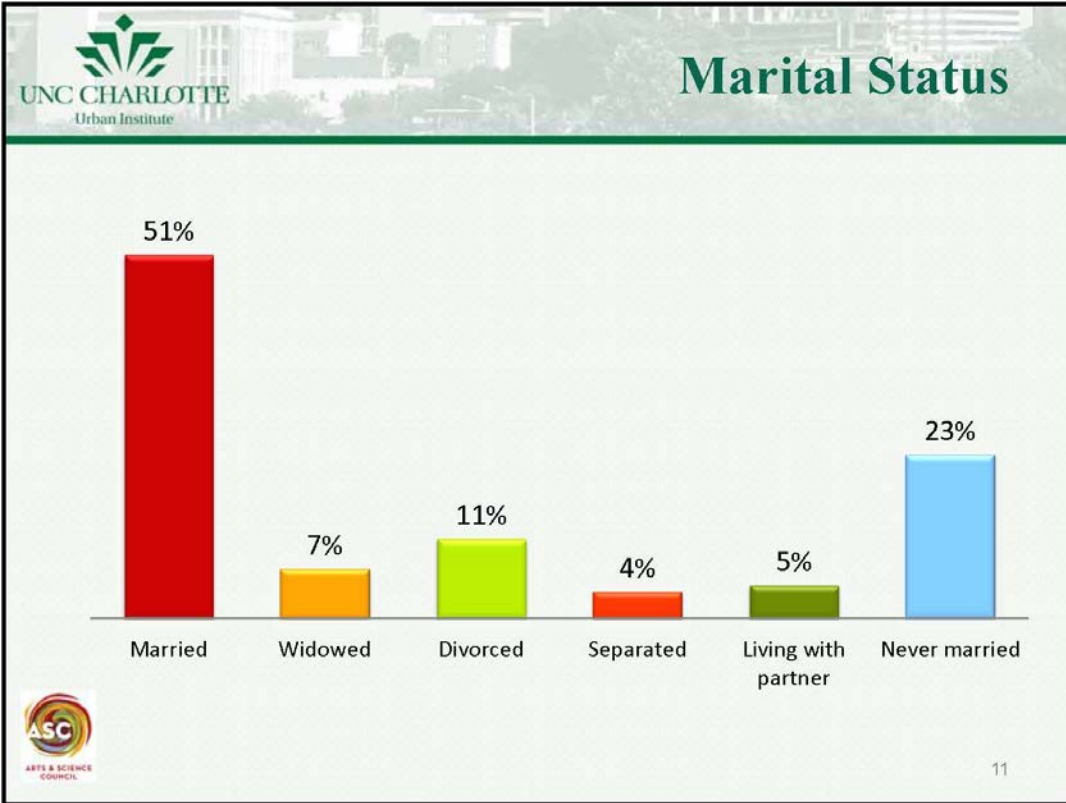


## Children under 18 living in household

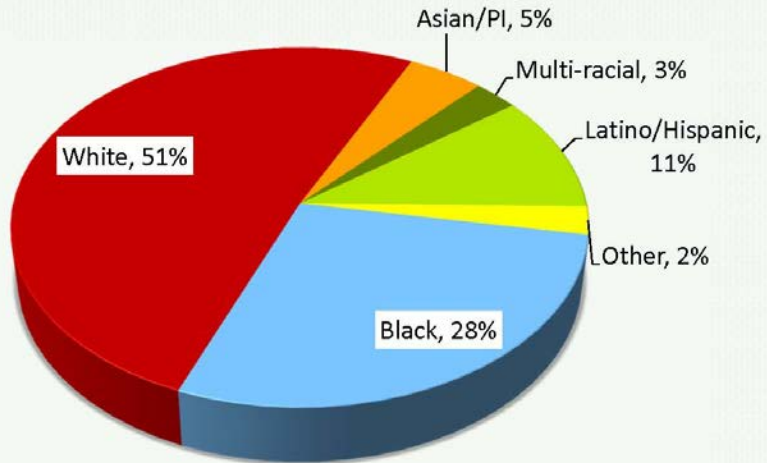


## Employment Status

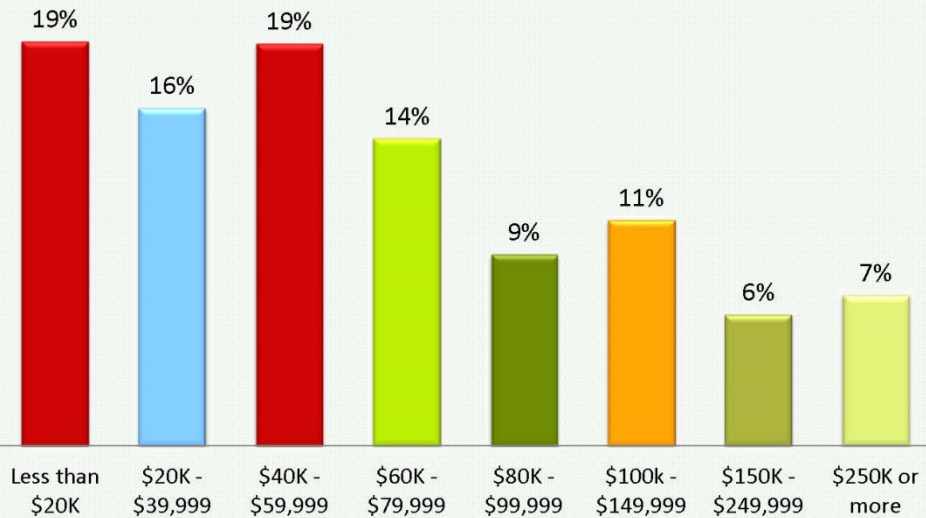




## Race/Ethnicity

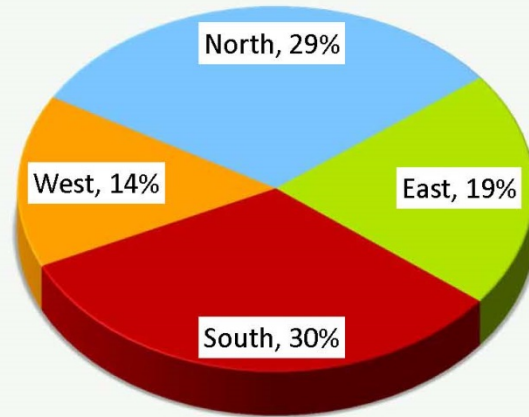


## Annual Household Income





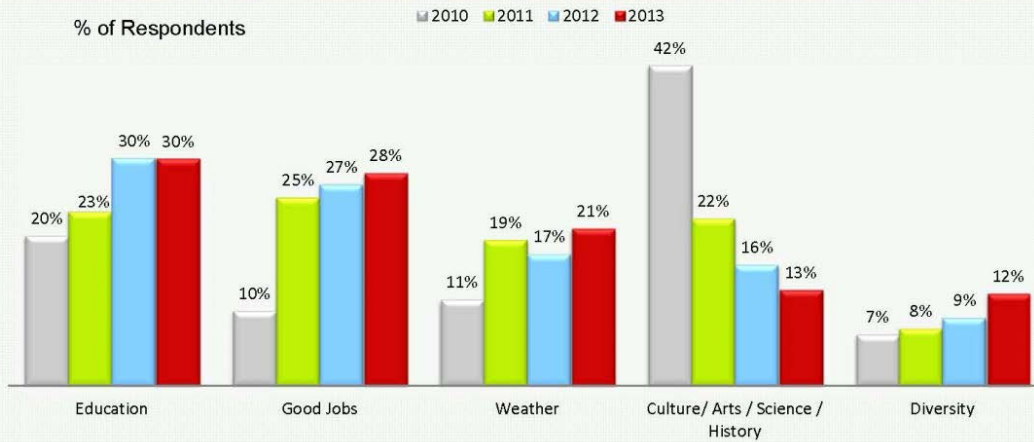
## Respondent Geographic Location by Zip Code



## Cultural Life Survey 2013 Findings: Quality-Related Questions



## Quality of Life Factors (Top Five)



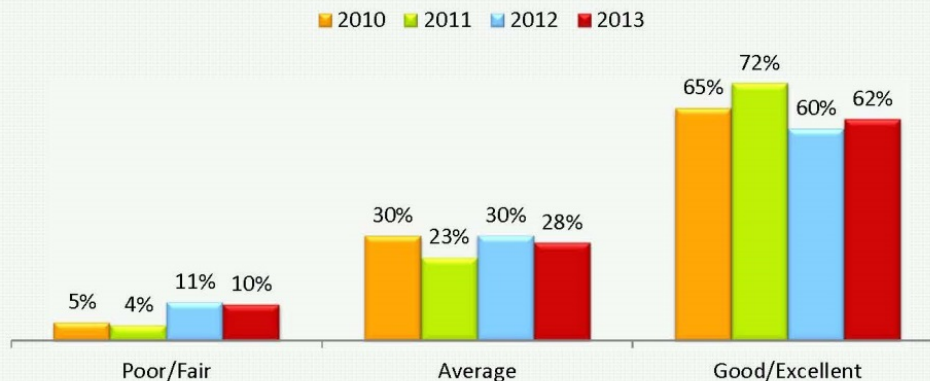
Respondents were asked to think of the two most important factors that contribute in a positive way to the quality of life in Charlotte-Mecklenburg. Education has remained the top factor since 2010 with both Good Jobs and Weather increasing in importance over the same period. For the first time in 2013, Diversity falls into the top five quality of life factors.



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## The Quality of Arts, Science, and History Programs and Activities

### Rating on the Quality of Arts, Science, and History Programs and Activities in Charlotte-Mecklenburg



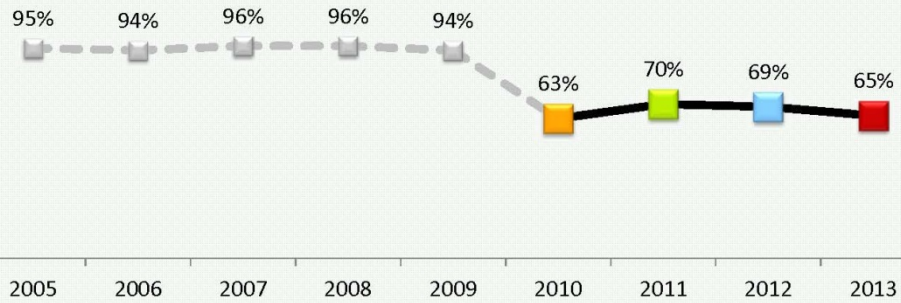
The majority of respondents rated the quality of arts, science, and history programs and activities in Charlotte-Mecklenburg as being Good or Excellent.



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## Positive Contribution to Quality of Life

% of Respondents who agree that arts, science, and history contribute to quality of life



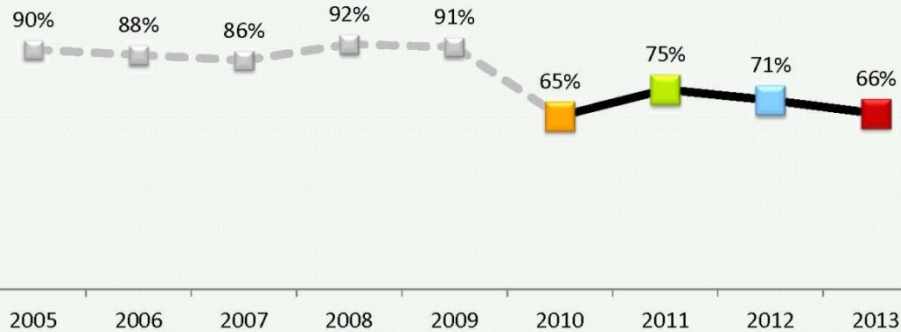
The percentage of survey respondents who agreed that arts, science and history organizations contribute to the quality of life in Charlotte-Mecklenburg decreased slightly from 2012, but is within the margin of error. This question was a Yes/No prior to the 2010 survey.



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## Makes Charlotte-Mecklenburg Attractive for Relocation

% of Respondents who agree that arts, science, and history make Charlotte-Mecklenburg more attractive for relocation



The percentage of survey respondents who agreed that arts, science and history organizations make Charlotte-Mecklenburg attractive to businesses and individuals decreased by five percent since 2012. This question was a Yes/No prior to the 2010 survey.



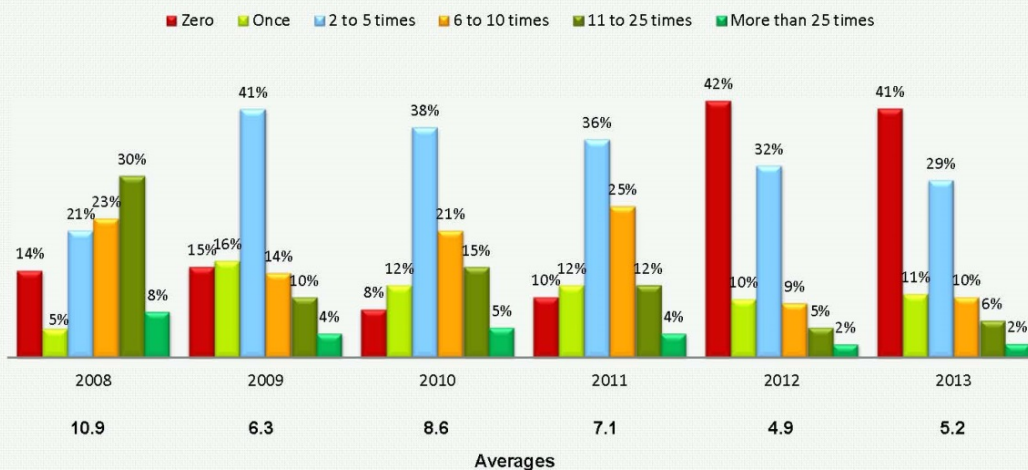
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## Cultural Life Survey 2013 Findings: Programs and Events Attendance



## Attendance Frequency



The average number of programs and/or activities attended increased slightly from 2012 to 2013. Prior to 2012, zero attendance was determined by the number of respondents who were skipped on this question.



## Barriers to attending arts & cultural events in Charlotte

% of Respondents

TOP BARRIERS	2010	2011	2012	2013
Traffic/Distance/Parking/Location	51.1%	72.5%	81.6%	83.6%
Already Do Enough or Too Busy	53.2%	56.8%	61.5%	53.6%
Cost of Tickets	51.4%	50.8%	51.7%	53.2%
Do not know what there is to do	27.8%	27.2%	35.3%	39.0%
No Interest	31.9%	33.8%	32.6%	30.8%
Children at home/Family	34.4%	24.1%	37.1%	30.4%
Too hard to get tickets	11.6%	16.2%	24.3%	27.4%
Access to Public Transportation	N/A	14.1%	21.0%	21.7%
Poor quality programs	9.9%	12.8%	18.5%	17.8%

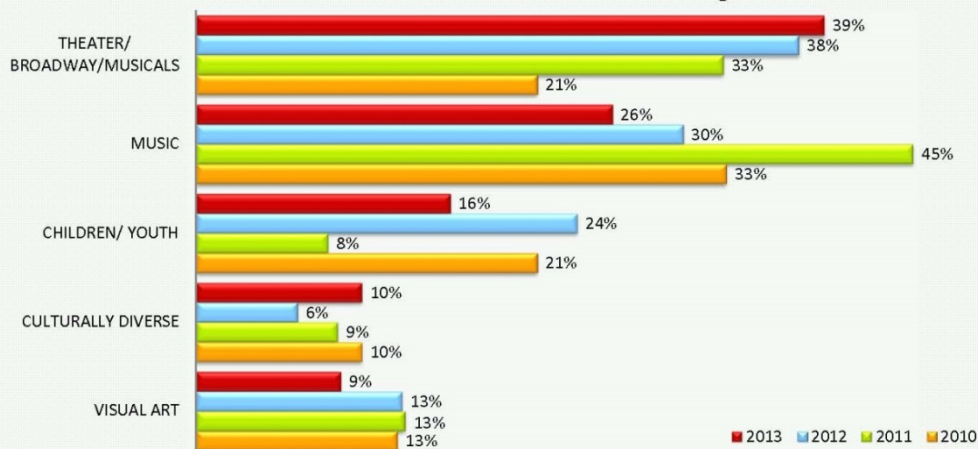
Barriers relating to traffic, distance, parking, and location are cited the most followed by too busy to attend and cost of tickets.



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## Desired Programs to Attend (Top Five)

% of Respondents: Type of Programs Respondents Would Like to Attend More of in Charlotte-Mecklenburg



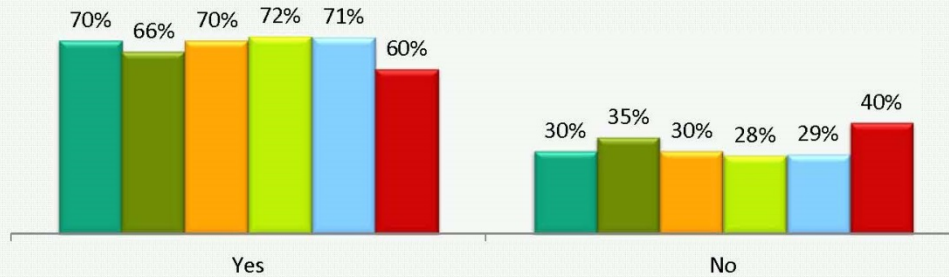
Similar to previous years, respondents prefer to see more Theater/Broadway programs, followed by Music programs. Between the 2012 and 2013 surveys, the percent of respondents who would like to see more Culturally Diverse programs increased by four percent.

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## Diversity of Programs Reflects Diversity of Community

Do you think that the arts, science or history programs available in Charlotte-Mecklenburg reflect the diversity of our community's population?

2008 2009 2010 2011 2012 2013



Overall, the majority of respondents continue to feel that the diversity of programs available in Charlotte-Mecklenburg reflects the diversity of the community. Noting this, the strength of agreement has decreased by eleven percent since 2012.



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## Cultural Life Survey 2013 Findings: Arts, Music, Drama and Dance in Schools

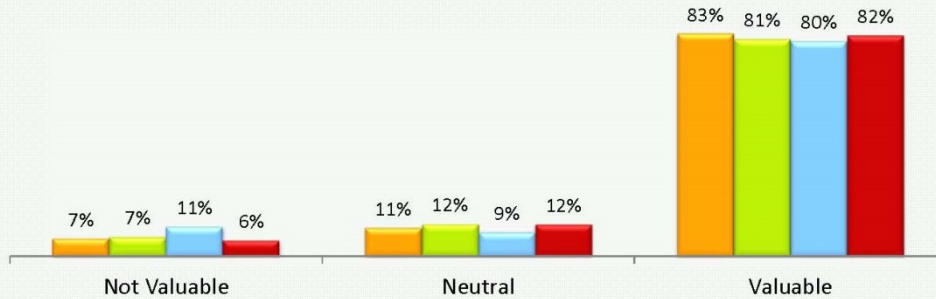


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## The Value of Arts, Music, Drama and Dance Instruction in Schools

Rating on the Value of Arts, Music, Drama and Dance Instruction in Schools

2010 2011 2012 2013



As with previous years, a strong majority of respondents stated that arts, music, drama and dance instruction in the schools to the education of children is valuable.

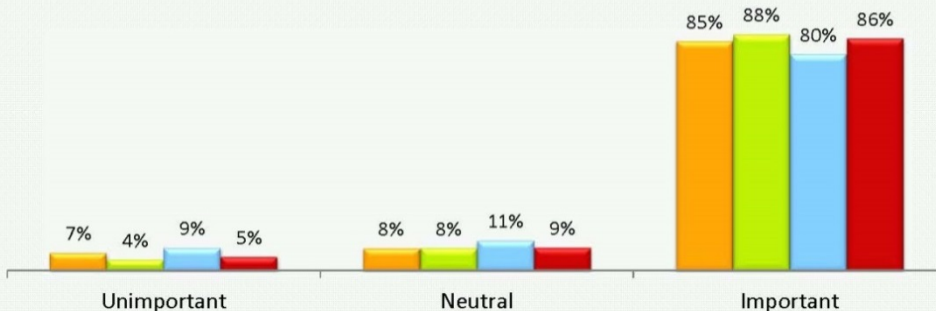


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## The Importance of Arts, Music, Drama and Dance Education Programs in Schools in Other Academic Subjects

Rating on the Importance of Arts, Music, Drama and Dance Education Programs in Schools

2010 2011 2012 2013



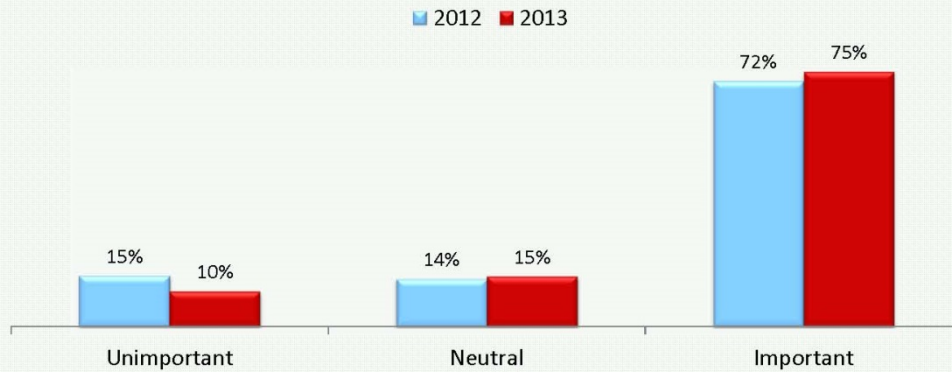
A strong majority of respondents stated that arts, music, drama and dance education programs in the schools are important in helping children do better in other academic subjects. The percentage of respondents who believed this increased by six percentage points between 2012 and 2013.



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## The Importance of Arts, Music, Drama and Dance Education Programs in Schools in Helping STEM Programs

Rating on the Importance of Arts, Music, Drama and Dance Education Programs in Schools (STEM programs)



The majority of respondents stated that arts, music, drama and dance education programs in the schools are important in helping children do better in STEM programs. The percentage of respondents who believed this increased by three percentage points between 2012 and 2013.



## Cultural Life Survey 2013 Findings: Public Support

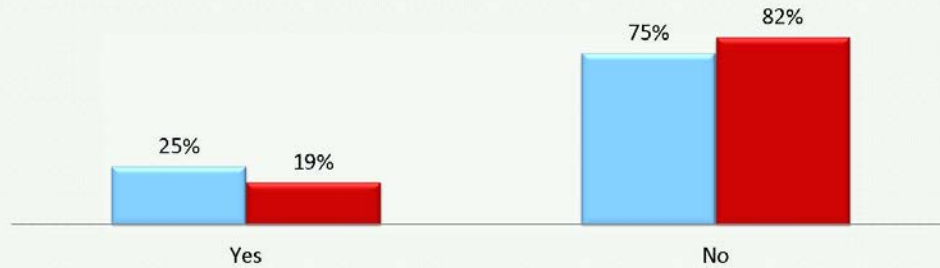




## Contribution to ASC

Have you contributed money to the Arts & Science Council in the past 24 months?

■ 2012 ■ 2013



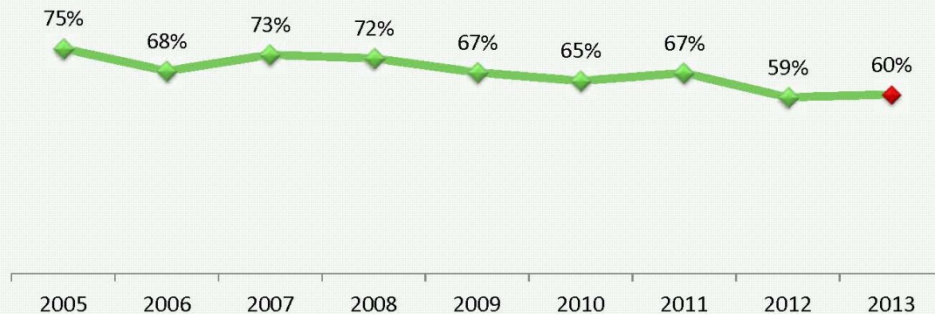
Almost a one fifth of respondents have contributed money to the Arts & Science Council in the past two years. This is a decrease from 2012 when a quarter of respondents had contributed money.



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## Support for Enhanced Facilities with Public Art

% of Respondents Supporting 1% of Costs of Constructing Public Buildings Designated for Public Art



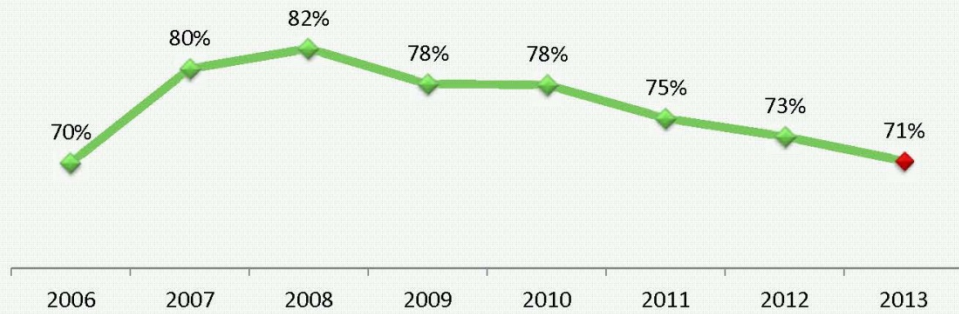
The percentage of survey respondents who support 1% of the costs of constructing public buildings to be designated for public art has remained almost unchanged from 2012 when the percentage decreased by eight percent from the previous year.



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## Support Local Government Funding of Facilities

**% of Respondents Supporting Local Government Funding for Arts, Science and History Facilities**

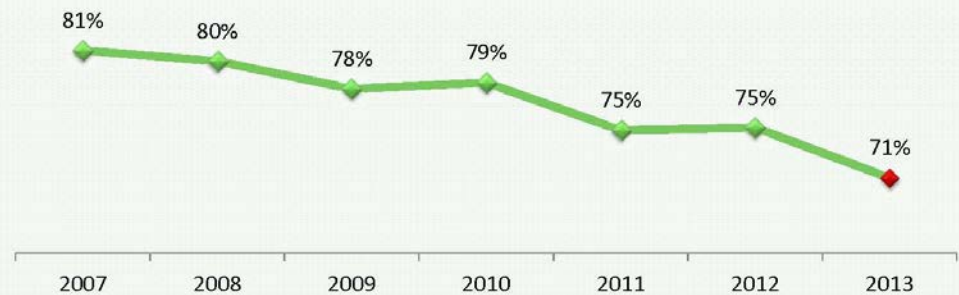


The percentage of survey respondents who support local government funding for arts, science and history facilities declined only slightly from 2012 but represents an eleven percent decrease from an all time high in 2008.



## Support Local Government Funding of Programs

**% of Respondents Supporting Local Government Funding for Arts, Science and History Programs**



The percentage of survey respondents who support local government funding for arts, science and history programs decreased slightly by four percentage points for 2013, however this level of support is consistent within the margin of error.





## Cultural Life Survey 2013 Conclusions



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## Takeaway Points of Analysis

- Majority of respondents gave positive ratings to the quality of arts, science, and history programs and activities in Charlotte-Mecklenburg
- Arts, Science & History programs and activities continue to be seen as critical to the quality of life in the community and to the education of children
- Arts, Science & History organizations and programs are viewed as important assets to attract businesses and individuals considering relocation
- Traffic, distance, parking, and location as a whole were the most cited barriers to attending arts and cultural events
- While we see a decline in public support of using public funding to support programs and facilities, the level of support is at the level that indicates broad support of public funding
- There's a growing opinion that Arts, Science & History programs do not reflect the diverse population of the community



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## ASC Cultural Life Survey 2013

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