

Arts & Entertainment

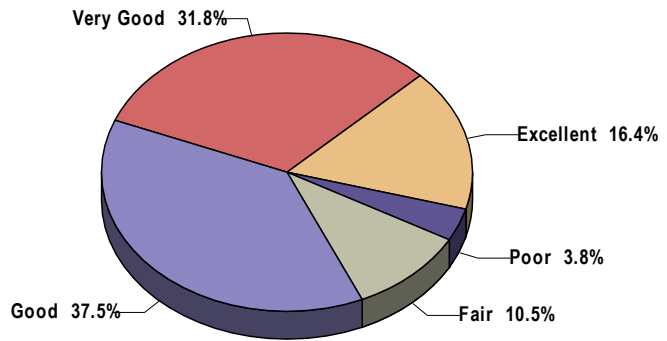
Rating of Local Arts & Entertainment

When asked to rate Broward County's arts and entertainment opportunities, 48.2% of community residents gave "excellent" or "very good" ratings.

- Another 37.5% have "good" opinions of local arts and entertainment opportunities.
- In contrast, 14.3% of survey respondents gave "fair" or "poor" evaluations of the county's arts and entertainment opportunities.

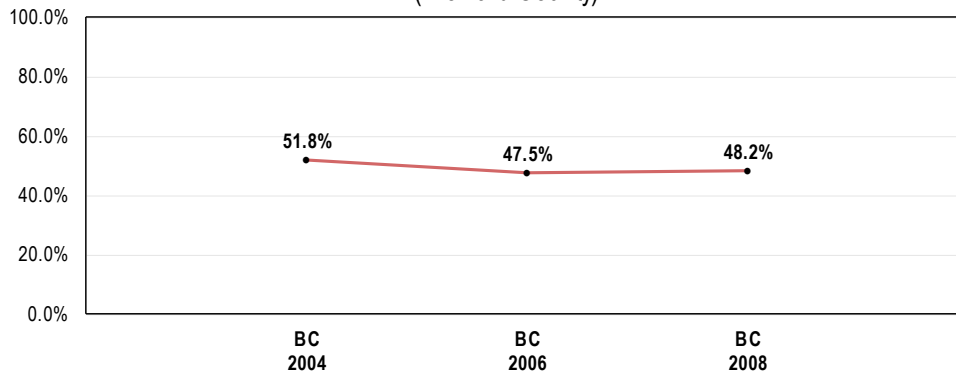
TREND: The 48.2% of local adults who perceive the county's arts and entertainment opportunities to be "excellent" or "very good" is statistically similar to the 51.8% reported in Broward County in 2004.

Rating of Broward County's Arts and Entertainment Opportunities
(Broward County)



Source: • 2008 PRC Quality of Life Survey, Professional Research Consultants [Item 108]
Note: • Asked of all respondents.

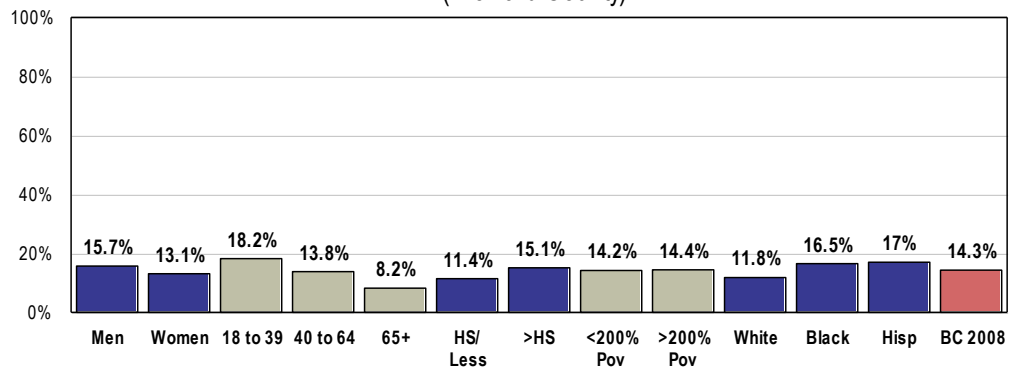
Arts and Entertainment Opportunities in Broward County Perceived to be "Excellent/Very Good"
(Broward County)



Source: • PRC Quality of Life Surveys, Professional Research Consultants [Item 98]
Note: • Asked of all respondents.
• Percentages represent combined "excellent" and "very good" responses among the total sample.

Viewed demographically, young adults are more likely to give negative ratings to the arts and entertainment opportunities in Broward County.

Arts and Entertainment Opportunities in Broward County Are "Fair" or "Poor" (Broward County)



- Source: • 2008 PRC Quality of Life Survey, Professional Research Consultants [Item 108]
Notes: • Demographic breakouts are among findings in Broward County in 2008.
• Asked of all respondents.
• Percentages represent "fair" or "poor" responses to the question.

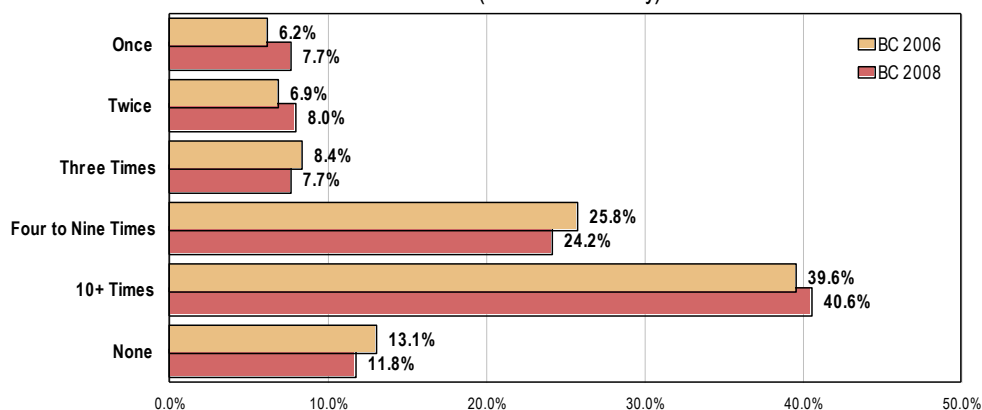
Attendance at Cultural Events

In a related inquiry, survey respondents were asked to indicate whether they attended a cultural event in Broward County in the past year, and if so, the approximate number of events. [In this case, the term “cultural event” includes such things as movies, art festivals, concerts, historical sites, museums, art galleries, or theater performances.]

A large share of survey members (40.6%) attended some type of cultural event 10 or more times in the past year.

- Another 24.2% of Broward County residents attended such an event **between four and nine times**.
- In contrast, 11.8% of local adults **did not attend any** type of cultural event in the past year.

Frequency of Attending a Cultural Event in Broward County in the Past Year
(Broward County)



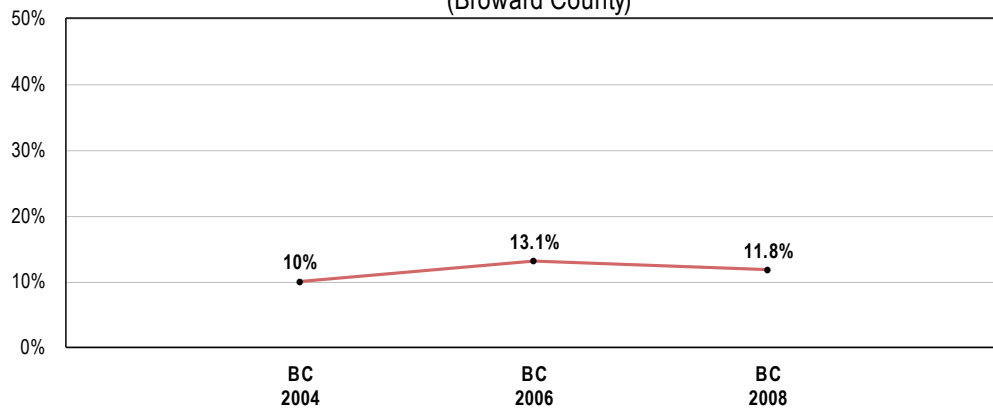
Source: • PRC Quality of Life Surveys, Professional Research Consultants [Item 109]

Notes: • Asked of all respondents.

• In this case, the term "cultural event" includes such things as a movie, art festival, concert, historical site, museum, art gallery, or theater performance.

TREND: The 11.8% of local adults who did not attend a cultural event in the past year is statistically similar to the Broward County from 2004 (10.0%), despite a *statistically significant increase* between 2004 and 2006.

Did Not Attend a Single Cultural Event in the Past Year (Broward County)

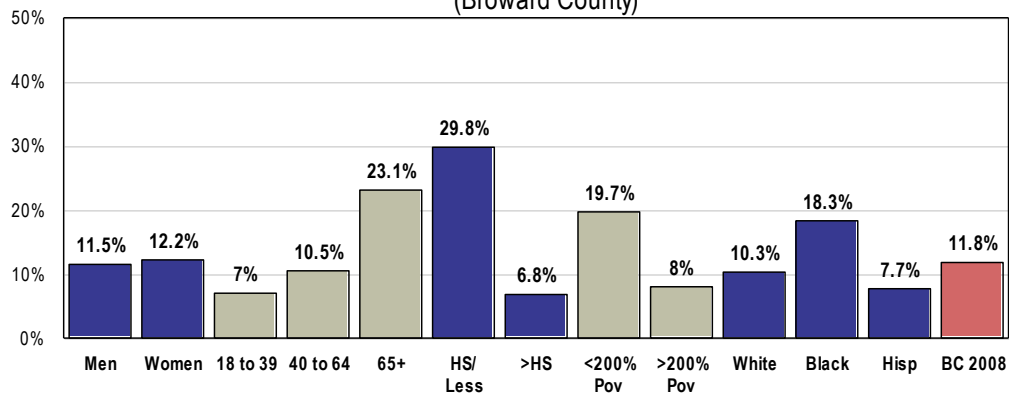


Source: • PRC Quality of Life Surveys, Professional Research Consultants [Item99]
 Notes: • Asked of all respondents.
 • Percentages represent "none" responses to the question.

Adults least likely to have attended a cultural event in the past year include:

- Those aged 65 and older.
- Adults without education beyond high school.
- Those in the lower income category.
- Blacks.

Did Not Attend a Single Cultural Event in the Past Year (Broward County)



Source: • 2008 PRC Quality of Life Survey, Professional Research Consultants [Item 109]
 Notes: • Demographic breakouts are among findings in Broward County in 2008.
 • Asked of all respondents.
 • Percentages represent "none" responses to the question.