Background and Objectives

The Cultural+Planning Group enlisted LevineMarketResearch to survey a general population of Broward County, Florida residents to determine involvement, usage, preferences and perceptions of various cultural activities in the area. Specifically, the objectives were to:

- Determine the frequency of engaging in various activities
- Determine the overall frequency of involving children in various activities
- Identify preferences for additional cultural facilities
- Determine the impact of a strong cultural scene in Broward County
- Explore perceptions of how involved Broward County should be in the fostering of cultural activities
- Evaluate the incidence of donating time and/or money toward the arts in Broward County
- Assess support for a $10 or $25 assessment to support arts and cultural activities in Broward County
- Capture a rich demographic profile of Broward County residents
Method

• Five hundred (500) residents of Broward County were interviewed by telephone from a Random Digit Dialing (RDD) sample of all households in the county with working landline telephones. Interviews were conducted October 9 thru 18, 2009.

• In order to address any predisposition for various household members to answer or not answer the telephone, an individual whose birthday was closest to the date of the interview was requested to the phone. If that person was unavailable a callback appointment was made. Three attempts per household were made before the number was considered non productive. The only requirements to be interviewed were:
  – Age 18 and older
  – Willing to provide ethnicity classification
  – Capable of conducting the interview in either English or Spanish

• In the event the sample proportions varied from known proportions of age, gender and or ethnicity, appropriate weights were employed to bring sample data to an accurate projection of the Broward County population.
Summary of Findings

• In descending order, the activities in which more than ten percent of Broward County residents most frequently participate include...
  – Reading books (57% frequently/82% frequently or occasionally)
    • Significantly more frequently among females and less frequently among Hispanic/Latino participants
    • Near parity across age groups
  – Taking photographs (31%/65%)
    • Slightly more frequently among females
    • Less prevalent among older residents
  – Make movies/pictures on the computer for fun (14%/28%)
    • More common among males
    • Less prevalent among older residents
    • Significantly more frequent among Hispanic/Latino participants
  – Do hobbies and crafts (13%/30%)
    • Near equally among males and females
    • Somewhat greater among younger residents
  – Draw or paint pictures for fun (13%/29%)
    • Near equally among males and females and ethnic groups
    • More common among younger residents and descends with age
  – Dance socially (11%/43%)
    • Significantly more likely among males
    • Similar on “frequently” participating, however on “frequently/occasionally”...
      – Descends gradually with age
      – Significantly more likely among Hispanics/Latinos and less so among Whites/Caucasians

(Slides 13-16)
Summary of Findings

• In descending order, the activities available in Broward County that more than ten percent of Broward County residents most frequently participate in include...
  – Visiting a library (31% frequently/63% frequently or occasionally)
    • Slightly more common among women
  – Going to a movie (27%/65%)
    • Near equal among men and women
  – Listening to live music (17%/46%)
    • Significantly more common among men
  – Attending a live music concert (16%/57%)
    • Near equal among men and women
  – Attending a neighborhood or cultural festival (14%/50%)
    • Near equal among men and women

• Generally, these activities see greater participation among younger people (18-34). The exception is attending cultural/neighborhood festivals which is more likely frequented by those 35-49.

(Slides 17-20)

• Roughly one-fourth (27%) of participants have children that participate in activities outside of what is offered at school. This is most apparent among the age group most likely to have school age children (35-54: 34%)

(Slide 21)
Summary of Findings

- Frequently bringing children to cultural activities such as an art gallery, a museum, a live music performance or a library is noted by roughly one in five participants (19%); just above half (56%) frequently or occasionally.
  - Men and women are equal on these measures.
  - While “frequently” taking children to these activities is strongest among the youngest audience (18-34) who are more likely to have the youngest age children; it is 35-54 that are most likely to take their children to these activities either “frequently” or “occasionally.”

(Slide 22)

- When asked if there were specific arts and cultural activities that they would personally like to see more of in Broward County...
  - Roughly half of all age and gender subgroups said “Yes.”… Only slightly more so among the youngest (18-34) age tier.
  - Among the ethnic groups, Hispanics/Latinos were significantly more likely to say “Yes.”

- Among those that did offer a suggestion, the most common requests that were consistently mentioned by more than one-in-ten participants across age and gender designations were...
  - Music and concerts
  - Plays/live performances
  - Cultural events
  - Art

(Slides 23-25)
Summary of Findings

- Half of study participants claimed that cultural traditions were passed down to them through the generations. This is consistent across gender and declines slightly among older participants.
  - Food, music and dance were most common mentions; with all three more prominent among the younger audiences.

(Slides 26-28)

- When asked the appeal of specific cultural activities and venues, the following order emerged...
  - Year-round cultural activities in the park (24% Extremely appealing/54% Extremely/Very appealing)
  - Support to start/develop creative businesses (23%/51%)
  - Lots of smaller places to listen to music (19%/46%)
  - More cultural festivals (19%/44%)
  - Art displayed in public places (18%/45%)
  - Opportunities to practice own creativity (16%/41%)
  - Lots of smaller theaters (14%/36%)
  - More art galleries (13%/33%)

- Men and women were largely similar in their desire for these activities.

- For every activity, the proportion saying “extremely appealing” was greatest among...
  - Younger participants and Hispanic/Latino participants and decreased with age.

(Slides 29-32)
Summary of Findings

- Consistent with the elevated appeal of all activities among younger participants, the impact of a strong arts and cultural scene is perceived to most likely be felt by younger people and provide an overall better quality of life. Participants were less oriented to the economic benefits of a strong arts and cultural scene in their county.
  - Provides positive alternatives for young people (62% Strongly agree/86% Strongly/Somewhat)
  - Makes a more interesting place to live (56%/88%)
  - Makes a better place to raise a family (55%/80%)
  - Attracts tourists (53%/82%)
  - Improves quality of life (52%/80%)
  - Exposes residents to diverse cultures (47%/83%)
  - Strengthen local economy (47%/75%)
  - Revitalized distressed areas (42%/74%)

- Younger participants, too, were more likely to agree with most statements.
- White/Caucasian participants were least likely of all the ethnic groups to agree with all statements. Generally, strongest agreement was among Hispanic/Latino participants; African American/Black participants equaled Hispanic/Latino participants in agreeing that a strong arts and cultural scene in Broward County would:
  - Attract tourists (65% African American/Black, 62% Hispanic/Latino)
  - Strengthen the local economy (58% both)
  - Revitalize distressed areas of the community (48% and 46%, respectively)

(Slides 33-36)
Summary of Findings

- Roughly one-third (31%) of Broward County residents believe city/county government should “fully support and expand arts and culture” in the county. Just below three-fourths (69%) agree they should either “fully support” or play a “major part” in supporting and developing arts and cultural programs in Broward County.
  - These levels are generally comparable across gender and age subgroups.
  - African American/Black (39%) and Hispanic/Latino (37%) participants are more likely to agree that local government should play at least a major part in supporting the counties arts and cultural programs.
    - White/Caucasian participants (24%) are significantly less likely to feel the same.

- One-quarter (27%) of participants have contributed money to Broward County Arts and Culture. Men (33%) are fifty percent more likely than women (21%) to have contributed money.

- A similar pattern, albeit at different levels appears when discussing the contribution of time to Broward arts and culture... (19% in Total, 22% among men and 16% among women).
  - Unlike with money, contributing time skews slightly toward the younger audience.
Summary of Findings

• Not surprising, favorability toward funding arts and culture through taxes is somewhat higher at the lower ($10) taxation level than the higher level ($25)
  – @ $10: Very Favorable is 32%; Very/Somewhat Favorable is at 64%.
    • The receptivity toward the $10 tax is highest among the upper income group.
  – @ $25: Very Favorable is 19%; Very/Somewhat Favorable is at 48%.
    • Receptivity of the $25 tax is lower than for the $10 tax; lowest among the lower income group.

(Slides 41-42)

• Once recreational activities, historical preservation and libraries are mentioned as additional beneficiaries of a tax for arts and culture, roughly half (48%) of those exposed to the $10 level were more favorable toward paying it. Slightly less (40%) of those who were exposed the $25 tax level felt the same way.

(Slide 43)
Summary of Findings

- Approximately three-fourths (76%) of both men and women in the study were registered to vote in Broward County.
  - Registration was lowest among the younger audience (58%) and rose steadily thru the age range (35-54: 77% and 55+: 90%).
  - Almost nine in ten (86%) White participants are registered voters versus six in ten African American/Black and Hispanic/Latino participants.
  - 80% of registered voters did vote in the last city/county election; slightly more women than men.
    - Recent voting follows the same path as registration with youngest registered voters least likely to vote (68%, 82% and 87%)

- Full-time county resident status was near universal with greater than 90% of respondents living in Broward County year round.

- More than sixty percent of respondents have lived in Broward County for more than ten years.
  - Three out of four have lived in the county six years or longer.
  - Length of residency in Broward County increases with age.
  - White participants are more likely to have lived there 10+ years (71% versus 53% among African American/Black and 50% Hispanic/Latino participants).

- In total, 70% of Broward County residents own a home. Home ownership...
  - Increases with age, starting with 53% among 18-43s going up to 86% among 55+.
  - Is higher among White participants (79%) versus African American/Black (45%) and Hispanic/Latino (58%) participants.
Detailed Findings
Frequency of Participating in Activities

Q1 Now I’d like to know how frequently you do different activities. As I mention each activity, please tell me if you do it frequently, occasionally, rarely, or you do not do it at all? Let’s start with (INSERT RANDOMIZED ACTIVITY) Would you say you do it frequently, occasionally, rarely, or you do not do it at all?
## Frequency of Participating in Activities

### By Gender

<table>
<thead>
<tr>
<th>Activity</th>
<th>M</th>
<th>F</th>
<th>Q1 Percentage</th>
<th>Q2 Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reads books for relaxation or pleasure</td>
<td>48%</td>
<td>65%</td>
<td>75%</td>
<td>89%</td>
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<td>Take photographs for fun</td>
<td>28%</td>
<td>33%</td>
<td>61%</td>
<td>66%</td>
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<tr>
<td>Make movies/pictures on computer for fun</td>
<td>16%</td>
<td>18%</td>
<td>34%</td>
<td>37%</td>
</tr>
<tr>
<td>Engage in a craft hobby</td>
<td>13%</td>
<td>15%</td>
<td>28%</td>
<td>33%</td>
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<tr>
<td>Draw/paint pictures for fun</td>
<td>14%</td>
<td>16%</td>
<td>30%</td>
<td>30%</td>
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<tr>
<td>Dance socially</td>
<td>16%</td>
<td>16%</td>
<td>30%</td>
<td>39%</td>
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<tr>
<td>Write stories/poems</td>
<td>8%</td>
<td>13%</td>
<td>21%</td>
<td>39%</td>
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<td>Play musical instrument</td>
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<td>7%</td>
<td>8%</td>
<td>15%</td>
<td>17%</td>
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<tr>
<td>Write/perform songs/rap</td>
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<td>8%</td>
<td>18%</td>
<td>17%</td>
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<tr>
<td>Perform in plays/musicals</td>
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<td>5%</td>
<td>9%</td>
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<tr>
<td>Take dance lessons</td>
<td>5%</td>
<td>5%</td>
<td>8%</td>
<td>8%</td>
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</tbody>
</table>

**Q1** Now I’d like to know how frequently you do different activities. As I mention each activity, please tell me if you do it frequently, occasionally, rarely, or you do not do it at all? Let’s start with (INSERT RANDOMIZED ACTIVITY) Would you say you do it frequently, occasionally, rarely, or you do not do it at all?
Q1 Now I’d like to know how frequently you do different activities. As I mention each activity, please tell me if you do it frequently, occasionally, rarely, or you do not do it at all? Let’s start with (INSERT RANDOMIZED ACTIVITY) Would you say you do it frequently, occasionally, rarely, or you do not do it at all?
Q1: Now I’d like to know how frequently you do different activities. As I mention each activity, please tell me if you do it frequently, occasionally, rarely, or you do not do it at all? Let’s start with (INSERT RANDOMIZED ACTIVITY). Would you say you do it frequently, occasionally, rarely, or you do not do it at all?
Frequency of Participating in Activities Available in Broward County

Q2 Thinking now about activities that are available in Broward County, how often would you say you (INSERT RANDOMIZED ACTIVITY) in Broward County? Please use the same scale we just used. (READ SCALE AS NECESSARY: frequently, occasionally, rarely, or not at all)
Q2  Thinking now about activities that are available in Broward County, how often would you say you (INSERT RANDOMIZED ACTIVITY) in Broward County? Please use the same scale we just used. (READ SCALE AS NECESSARY: frequently, occasionally, rarely, or not at all)
Frequency of Participating in Activities Available in Broward County

By Age

- **Visit library**
  - 18-34: 28%
  - 35-49: 28%
  - 55+: 33%
  - **60%**

- **Go see a movie**
  - 18-34: 28%
  - 35-49: 33%
  - 55+: 35%
  - **68%**

- **Listen to live music**
  - 18-34: 27%
  - 35-49: 37%
  - 55+: 44%
  - **62%**

- **Attend live music concert**
  - 18-34: 20%
  - 35-49: 34%
  - 55+: 59%
  - **54%**

- **Attend cultural/neighborhood festival**
  - 18-34: 16%
  - 35-49: 33%
  - 55+: 43%
  - **46%**

- **Visit museum**
  - 18-34: 10%
  - 35-49: 32%
  - 55+: 39%
  - **50%**

- **Attend live theatrical performance**
  - 18-34: 12%
  - 35-49: 36%
  - 55+: 48%
  - **48%**

Q2: Thinking now about activities that are available in Broward County, how often would you say you (**INSERT RANDOMIZED ACTIVITY**) in Broward County? Please use the same scale we just used. (**READ SCALE AS NECESSARY:** frequently, occasionally, rarely, or not at all)
Frequency of Participating in Activities Available in Broward County

By Ethnicity

Q2 Thinking now about activities that are available in Broward County, how often would you say you (INSERT RANDOMIZED ACTIVITY) in Broward County? Please use the same scale we just used. (READ SCALE AS NECESSARY: frequently, occasionally, rarely, or not at all)
Q3 Does any child in your household participate in an arts activity such as music, dance, drama or visual arts other than what may be offered at their school? Yes/No

*Caution: small base
Q4 Earlier you mentioned some art and cultural activities that you may or may not do in Broward County. How often would you say you take your child or children to various art and cultural activities such as visiting an art gallery or museum, attending a live music performance or visiting a library? Would you say you take your child or children to any of these activities frequently, occasionally, rarely or not at all?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Total (n=165)</th>
<th>Male (n=64)</th>
<th>Female (n=101)</th>
<th>18-24 (n=43)</th>
<th>25-54 (n=83)</th>
<th>55+ (n=39)</th>
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<td>Rarely</td>
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<td>16%</td>
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<td>4%</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
<td>13%</td>
<td>3%</td>
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*Caution: small base
Specific Arts and Cultural Events Like to See More of In Broward County

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<thead>
<tr>
<th></th>
<th>Total</th>
<th>Males</th>
<th>Females</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
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<td>(197)</td>
<td>(304)</td>
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Q5 In general, are there specific types of arts and cultural events or activities that you personally would like to either do more often or see offered more than they are now in Broward County?
Specific Arts and Cultural Events Like to See More of In Broward County

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>White/Caucasian</th>
<th>African American/Black</th>
<th>Hispanic/Latino</th>
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<tr>
<td>Base: Total Respondents</td>
<td>(501)</td>
<td>(320)</td>
<td>(68)</td>
<td>(61)</td>
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<tr>
<td>%</td>
<td></td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Would Like to See More Arts/Cultural Events</td>
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<td>60</td>
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Q5 In general, are there specific types of arts and cultural events or activities that you **personally** would like to either do more often or see offered more than they are now in Broward County?
### Specific Arts and Cultural Events Like to See More of In Broward County**

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<th>Event Type</th>
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<td>(81)</td>
<td>(123)</td>
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**All other mentions below 5%**

*Caution: small base

**Q5 In general, are there specific types of arts and cultural events or activities that you **personally** would like to either do more often or see offered more than they are now in Broward County?**
Q6 Have any cultural traditions been passed down from generation to generation in your family or community that involve music, dance, story-telling, crafts or food?
Q6 Have any cultural traditions been passed down from generation to generation in your family or community that involve music, dance, story-telling, crafts or food?
## Cultural Traditions Passed Through Generations**

<table>
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<tr>
<th>Category</th>
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<td>Holiday traditions/decorations</td>
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<td>Storytelling/family stories</td>
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**All other mentions below 5%

*Caution: small base

Q6a What are those traditions?
## Appeal of Specific Cultural Activities and Venues

<table>
<thead>
<tr>
<th>Activity</th>
<th>Extremely</th>
<th>Very</th>
<th>Total Percentage</th>
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<tbody>
<tr>
<td>Year-round cultural activities in park</td>
<td>24%</td>
<td>30%</td>
<td>54%</td>
</tr>
<tr>
<td>Support to start/develop creative businesses</td>
<td>23%</td>
<td>29%</td>
<td>52%</td>
</tr>
<tr>
<td>Lots of smaller places to listen to music</td>
<td>19%</td>
<td>27%</td>
<td>46%</td>
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<tr>
<td>More cultural festivals</td>
<td>19%</td>
<td>25%</td>
<td>44%</td>
</tr>
<tr>
<td>Art displayed in public places</td>
<td>18%</td>
<td>27%</td>
<td>45%</td>
</tr>
<tr>
<td>More opportunities practice own creativity</td>
<td>16%</td>
<td>25%</td>
<td>41%</td>
</tr>
<tr>
<td>Lots of smaller theatres</td>
<td>14%</td>
<td>22%</td>
<td>36%</td>
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<tr>
<td>More art galleries</td>
<td>13%</td>
<td>20%</td>
<td>33%</td>
</tr>
</tbody>
</table>

Q7 In thinking about the future of Broward County, would you say having **(INSERT RANDOMIZED STATEMENT)** would be extremely appealing, very appealing, somewhat appealing, not too appealing or not at all appealing?
Q7 In thinking about the future of Broward County, would you say having (INSERT RANDOMIZED STATEMENT) would be extremely appealing, very appealing, somewhat appealing, not too appealing or not at all appealing?
# Appeal of Specific Cultural Activities and Venues

## By Age

<table>
<thead>
<tr>
<th>Cultural Activity</th>
<th>18-34</th>
<th>35-54</th>
<th>55+</th>
<th>64%</th>
<th>53%</th>
<th>57%</th>
<th>46%</th>
<th>39%</th>
<th>29%</th>
<th>28%</th>
<th>57%</th>
<th>60%</th>
<th>64%</th>
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<td>Year-round cultural activities in park</td>
<td>28%</td>
<td>32%</td>
<td>43%</td>
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<tr>
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<td>24%</td>
<td>20%</td>
<td>43%</td>
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<tr>
<td>Lots of smaller places to listen to music</td>
<td>20%</td>
<td>26%</td>
<td>46%</td>
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<tr>
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<tr>
<td>Art displayed in public places</td>
<td>24%</td>
<td>20%</td>
<td>41%</td>
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<td>22%</td>
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</table>

Q7 In thinking about the future of Broward County, would you say having (INSERT RANDOMIZED STATEMENT) would be extremely appealing, very appealing, somewhat appealing, not too appealing or not at all appealing?
Q7 In thinking about the future of Broward County, would you say having (INSERT RANDOMIZED STATEMENT) would be extremely appealing, very appealing, somewhat appealing, not too appealing or not at all appealing?
Impact of a Strong Arts and Cultural Scene on Broward County

Q8 As I read the following statements, please tell me how much you agree or disagree with each. Would you say you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...A strong arts and cultural scene in Broward County would ...

- Provide positive alternatives for young people: 62% strongly agree, 24% somewhat agree, 86% total agreement.
- Make a more interesting place to live: 56% strongly agree, 32% somewhat agree, 88% total agreement.
- Make better place to raise family: 55% strongly agree, 25% somewhat agree, 80% total agreement.
- Attract tourists: 53% strongly agree, 20% somewhat agree, 82% total agreement.
- Improve quality of life: 52% strongly agree, 28% somewhat agree, 80% total agreement.
- Expose residents to diverse cultures: 47% strongly agree, 36% somewhat agree, 83% total agreement.
- Strengthen local economy: 47% strongly agree, 28% somewhat agree, 75% total agreement.
- Revitalize distressed areas: 42% strongly agree, 32% somewhat agree, 74% total agreement.

[Bar chart showing percentages for each statement]
Impact of a Strong Arts and Cultural Scene on Broward County

Q8 As I read the following statements, please tell me how much you agree or disagree with each. Would you say you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...A strong arts and cultural scene in Broward County would...

- Revitalize distressed areas of community
  - M: 43%
  - F: 41%

- Expose residents to diverse cultures
  - M: 48%
  - F: 38%

- Strengthen local economy
  - M: 56%
  - F: 44%

- Improve quality of life
  - M: 56%
  - F: 49%

- Attract tourists
  - M: 56%
  - F: 56%

- Make more interesting place to live
  - M: 60%
  - F: 52%

- Make better place to raise family
  - M: 58%
  - F: 52%

- Positive alternatives to young people
  - M: 64%
  - F: 66%

- Strongly agree
  - Revitalize distressed areas of community: 26%
  - Expose residents to diverse cultures: 26%
  - Strengthen local economy: 26%
  - Improve quality of life: 26%
  - Attract tourists: 30%
  - Make more interesting place to live: 30%
  - Make better place to raise family: 25%
  - Positive alternatives to young people: 22%

- Somewhat agree
  - Revitalize distressed areas of community: 74%
  - Expose residents to diverse cultures: 74%
  - Strengthen local economy: 74%
  - Improve quality of life: 74%
  - Attract tourists: 78%
  - Make more interesting place to live: 78%
  - Make better place to raise family: 83%
  - Positive alternatives to young people: 86%

Q8 As I read the following statements, please tell me how much you agree or disagree with each. Would you say you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...A strong arts and cultural scene in Broward County would...
Impact of a Strong Arts and Cultural Scene on Broward County

By Age

Positive alternatives to young people
- 18-34: Strongly Agree 64%, Agreed 35%
- 35-54: Strongly Agree 65%, Agreed 32%
- 55+: Strongly Agree 57%

Make more interesting place to live
- 18-34: Strongly Agree 66%, Agreed 32%
- 35-54: Strongly Agree 64%, Agreed 36%
- 55+: Strongly Agree 52%

Make better place to raise family
- 18-34: Strongly Agree 66%
- 35-54: Strongly Agree 60%
- 55+: Strongly Agree 52%

Attract tourists
- 18-34: Strongly Agree 51%
- 35-54: Strongly Agree 46%
- 55+: Strongly Agree 34%

Improve quality of life
- 18-34: Strongly Agree 58%
- 35-54: Strongly Agree 49%
- 55+: Strongly Agree 52%

Strengthen local economy
- 18-34: Strongly Agree 57%
- 35-54: Strongly Agree 44%
- 55+: Strongly Agree 44%

Expose residents to diverse cultures
- 18-34: Strongly Agree 56%
- 35-54: Strongly Agree 44%
- 55+: Strongly Agree 44%

Revitalize distressed areas of community
- 18-34: Strongly Agree 48%
- 35-54: Strongly Agree 38%
- 55+: Strongly Agree 38%

Q8 As I read the following statements, please tell me how much you agree or disagree with each. Would you say you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...A strong arts and cultural scene in Broward County would...
Q8 As I read the following statements, please tell me how much you agree or disagree with each. Would you say you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree that...A strong arts and cultural scene in Broward County would...

- Revitalize distressed areas of community
- Expose residents to diverse cultures
- Improve quality of life
- Strengthen local economy
- Attract tourists
- Make more interesting place to live
- Make better place to raise family
- Positive alternatives to young people
- Make more interesting place to live
- Revitalize distressed areas of community
Q9 Of the following four statements, please choose the ONE statement that best describes the role you think your city and county government should take in expanding access to arts and culture in Broward County? Would you say your city or county government should ...
Q9 Of the following four statements, please choose the ONE statement that best describes the role you think your city and county government should take in expanding access to arts and culture in Broward County? Would you say your city or county government should ...

Preferred Role of City and/or County Government in Arts and Culture

- Total: 31% Don’t know, 21% Not support, 26% Small part, 31% Major part, 34% Fully support
- White: 31% Don’t know, 24% Not support, 37% Small part, 38% Major part, 26% Fully support
- Afr Amer/Black: 37% Don’t know, 5% Not support, 38% Small part, 39% Major part, 17% Fully support
- Hispanic/Latino: 10% Don’t know, 1% Not support, 52% Small part, 52% Major part, 52% Fully support
Contribution of Money to Broward County Arts and Culture

Q10 Have you or anyone in your household, contributed money to any of Broward County's arts or cultural groups in the past year?
Q11 Have you or anyone in your household volunteered your time to assist any of Broward County’s arts or cultural groups in the past year?
Favorability of Funding Arts and Culture Through Taxes

**Q12/13** One possible way to raise the money required to support arts and cultural activities and facilities in Broward County is to add $10/$25 per year to your local taxes. Please tell me how you would feel about paying an additional $10/$25 in local taxes if it went directly toward supporting the arts and cultural activities and facilities in Broward County.

*Caution: small base

Q12/13 One possible way to raise the money required to support arts and cultural activities and facilities in Broward County is to add $10/$25 per year to your local taxes. Please tell me how you would feel about paying an additional $10/$25 in local taxes if it went directly toward supporting the arts and cultural activities and facilities in Broward County.
Favorability of Funding Arts and Culture Through Taxes

Q12/13 One possible way to raise the money required to support arts and cultural activities and facilities in Broward County is to add $10/$25 per year to your local taxes. Please tell me how you would feel about paying an additional $10/$25 in local taxes if it went directly toward supporting the arts and cultural activities and facilities in Broward County.
Q14 If that same amount were to be used to also support parks and recreational activities, historical preservation and libraries would you feel more favorable, less favorable or about the same toward paying that amount?

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<tr>
<th>$10 Added to taxes</th>
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<tbody>
<tr>
<td></td>
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<td>Less favorable</td>
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<td>About the same</td>
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*Caution: small base

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<td>48%</td>
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<tr>
<td>48%</td>
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*Caution: small base
Broward County Registered Voters

QA For various reasons, some people choose to register to vote while others do not choose to register. Are you registered to vote in Broward County?
Broward County Registered Voters

QA For various reasons, some people choose to register to vote while others do not choose to register. Are you registered to vote in Broward County?
Voted in Last City/County Election Within Broward County

Among Broward County Registered Voters

*Caution: small base

QB Did you vote in the last city or county-wide election within Broward County?
QC  Are you a full-time resident or part-time resident of Broward County?
QC Are you a full-time resident or part-time resident of Broward County?
Length of Time Lived in Broward County

*Caution: small base

QH How long have you lived, either full-time or part-time in Broward County?
Length of Time Lived in Broward County

*Caution: small base
QH How long have you lived, either full-time or part-time in Broward County?
# Demographics

<table>
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<th>35-54</th>
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<td>%</td>
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**Gender**

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**Age**

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@By definition
## Demographics

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# Demographics

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# Demographics

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### Type of Home

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# Demographics

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## Marital Status

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<td>Some college/technical school</td>
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