

2003 Urban Institute Annual Survey – Cultural Questions Responses

1. Would you prefer participating in hands-on arts and cultural activities or attending arts and cultural events?

	Mecklenburg County
Participate	15.3%
Attend	59.7%
Both	12.4%
Neither	12.5%

2. How many minutes would you be willing to travel to PARTICIPATE in an arts or cultural activity of your choice, such as a community theater group or a photography class?

	Mecklenburg County
None	21.2%
Less than 15 minutes	7.3%
15 to 30 minutes	38.5%
31 to 45 minutes	14.8%
46 to 60 minutes	6.5%
60+ minutes	11.9%

3. How many minutes would you travel to ATTEND an arts or cultural activity of your choice such as a concert, an art festival, or a theater performance?

	Mecklenburg County
None	11.2%
Less than 15 minutes	5.3%
15 to 30 minutes	33.2%
31 to 45 minutes	17.5%
46 to 60 minutes	11.8%
60+ minutes	21%

4. Is it more important for YOUR CHILDREN to be able to PARTICIPATE in hands-on arts and cultural activities or to be able to ATTEND arts and cultural events? *(Asked only of survey participants with children 18 or under in the home)*

	Mecklenburg County
Participate	44.2%
Attend	22.3%
Both	32.2%
Neither	1.4%

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5. How many minutes would you travel so that your CHILDREN could PARTICIPATE in an arts or cultural activity of your choice such as a dance class, a nature camp, or an after-school arts program? *(Asked only of survey participants with children 18 or under in the home)*

	Mecklenburg County
None	1.4%
Less than 15 minutes	5.9%
15 to 30 minutes	41.1%
31 to 45 minutes	20.9%
46 to 60 minutes	8.7%
60+ minutes	22%

6. How many minutes would you travel so that your CHILDREN could ATTEND an arts or cultural activity such as a concert, an art festival, or a theater performance? *(Asked only of survey participants with children 18 or under in the home)*

	Mecklenburg County
None	2.1%
Less than 15 minutes	5.6%
15 to 30 minutes	35.5%
31 to 45 minutes	22.3%
46 to 60 minutes	11.1%
60+ minutes	23.3%

7. On a scale of 1 to 5, with 1 being very satisfied and 5 being not satisfied at all, how satisfied are you with the arts instruction and activities your children receive through their school? *(Asked only of survey participants with children 18 or under in the home)*

	Mecklenburg County
Very Satisfied	32%
Somewhat Satisfied	20.9%
Neutral	25%
Somewhat Dissatisfied	13.5%
Very Dissatisfied	8.6%

8. How important do you think arts programs in the schools are in helping children to do better in other academic subjects? *(Asked all survey participants)*

	Mecklenburg County
Very Important	72.4%
Somewhat Important	19.1%
Neutral	4.8%
Somewhat Unimportant	1.8%
Not Important at All	1.9%

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9. Which of the following leisure-time activities are not available in your community?

	Mecklenburg County
Age-appropriate social clubs/ nightlife for teens	58%
History/heritage programs	51%
Gardening & Landscaping classes	49.3%
Nature, environmental, science programs for adults	45.7%
Nature, environmental, science programs for teens	41.5%
Nature, environmental, science programs for young children	39.3%
Arts & cultural programs for teens	35.5%
Arts & cultural programs for adults	34.6%
Arts & cultural programs for young children	34.3%
Bars, clubs & nightlife	26.3%
Sports programs for adults	23.4%
Sports programs for teens	17.3%
Sports programs for young children	16.4%

10. What types of art have you observed in either indoor or outdoor public places?

	Mecklenburg County
Murals/ paintings/ mosaics	56.5%
Sculpture	43.8%
Statues/ monuments	19%
Ceramic works	8.2%
Fountains	6.1%
Light/neon exhibit or installation	2.8%
Rocking Chairs	2.7%

11. Do you support local government funding for arts programs?

	Mecklenburg County
Yes	63.7%
No	31%
Depends	5.3%

Do you support local government funding for science programs?

	Mecklenburg County
Yes	65.9%
No	31.2%
Depends	2.9%

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Do you support local government funding for history programs?

	Mecklenburg County
Yes	61.6%
No	34.1%
Depends	4.3%

12. Have you in the past made a charitable contribution to any organization involved in the arts, science, or history?

	Mecklenburg County
Yes	43%
No	57%

13. Over the past year, has your charitable giving to organizations involved in the arts, history, or science increased, stayed about the same, decreased, or stopped all together? (*Asked only of survey participants that responded “Yes” to question 12*)

	Mecklenburg County
Increased	17%
Stayed the Same	57%
Decreased	17.8%
Stopped all together	7.7%

14. Over the coming year, do you expect your charitable giving to organizations involved in the arts, history, or science to increase, stay about the same, decrease, or do you not expect to give at all?

	Mecklenburg County
Increase	15.7%
Stay the Same	71.9%
Decrease	7%
Stop all together	5.5%

15. If you were to make any charitable contribution, which one of the following methods would you most prefer?

	Mecklenburg County
Through my employee campaign at work	52.4%
Through the mail	38%
Through secure online giving	9.6%

16. Have you heard about the Arts & Science Council's Annual Fund Drive?

	Mecklenburg County
Yes	52%
No	48%

17. How did you hear about the Arts & Science Council's Annual Fund Drive?

	Mecklenburg County
Employee campaign at work	37.9%
Newspaper	20.5%
TV	17.5%
Radio	14.3%
From a friend or family member	9.2%
Direct mail	8.3%
ASC Website	2.1%
Bumper sticker	1.8%
At arts event or museum	1.8%
Billboards	1.8%

18. Have you in the past contributed to the Arts and Science Council's Annual Fund Drive?

	Mecklenburg County
Yes	52.1%
No	47.9%

19. What motivated you to contribute to their Annual Fund Drive?

	Mecklenburg County
Love/support of arts and culture	28.5%
Campaign at my workplace	23.5%
Concern for/important to the community	19%
Important to the education of children	13.6%
Makes me feel good	5%
Brings artists to the community	2.3%
Need for tax deduction	.5%